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## National Tracking Poll \#190313

March 07-10, 2019

## Crosstabulation Results

Methodology:
This poll was conducted from March 07-10, 2019, among a national sample of 2201 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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## Crosstabulation Results by Respondent Demographics

Table HR1_1: Do you watch the following, either on TV, streaming or clips online?
Late-night talk shows like Jimmy Kimmel Live! or The Late Show with Stephen Colbert

| Demographic | Yes |  |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 39\% | (860) | 61\% | (1339) | 2199 |
| Gender: Male | $41 \%$ | (438) | 59\% | (623) | 1061 |
| Gender: Female | 37\% | (422) | 63\% | (717) | 1138 |
| Age: 18-29 | $51 \%$ | (208) | 49\% | (203) | 411 |
| Age: 30-44 | 45\% | (270) | 55\% | (330) | 600 |
| Age: 45-54 | 37\% | (123) | 63\% | (212) | 335 |
| Age: 55-64 | 34\% | (143) | 66\% | (273) | 417 |
| Age: 65+ | 26\% | (115) | 74\% | (322) | 436 |
| Generation Z: 18-21 | 59\% | (68) | $41 \%$ | (48) | 116 |
| Millennial: Age 22-37 | 51\% | (335) | 49\% | (322) | 657 |
| Generation X: Age 38-53 | $34 \%$ | (185) | 66\% | (359) | 543 |
| Boomers: Age 54-72 | 33\% | (252) | 67\% | (520) | 772 |
| PID: Dem (no lean) | 54\% | (438) | 46\% | (368) | 806 |
| PID: Ind (no lean) | 34\% | (255) | 66\% | (499) | 754 |
| PID: Rep (no lean) | 26\% | (167) | 74\% | (472) | 639 |
| PID/Gender: Dem Men | 59\% | (232) | 41\% | (164) | 395 |
| PID/Gender: Dem Women | 50\% | (206) | 50\% | (205) | 411 |
| PID/Gender: Ind Men | 34\% | (111) | 66\% | (215) | 326 |
| PID/Gender: Ind Women | 34\% | (144) | 66\% | (284) | 427 |
| PID/Gender: Rep Men | 28\% | (95) | $72 \%$ | (244) | 339 |
| PID/Gender: Rep Women | 24\% | (72) | 76\% | (228) | 300 |
| Ideo: Liberal (1-3) | 56\% | (379) | 44\% | (295) | 674 |
| Ideo: Moderate (4) | 41\% | (221) | 59\% | (323) | 544 |
| Ideo: Conservative (5-7) | 27\% | (191) | 73\% | (521) | 712 |
| Educ: < College | 36\% | (539) | 64\% | (973) | 1512 |
| Educ: Bachelors degree | 49\% | (219) | $51 \%$ | (225) | 444 |
| Educ: Post-grad | 42\% | (101) | 58\% | (142) | 243 |

Continued on next page

Table HR1_1: Do you watch the following, either on TV, streaming or clips online?
Late-night talk shows like Jimmy Kimmel Live! or The Late Show with Stephen Colbert

| Demographic | Yes |  |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 39\% | (860) | 61\% | (1339) | 2199 |
| Income: Under 50k | 37\% | (476) | 63\% | (820) | 1297 |
| Income: 50k-100k | 42\% | (259) | 58\% | (356) | 615 |
| Income: 100k+ | 43\% | (125) | 57\% | (163) | 287 |
| Ethnicity: White | 36\% | (625) | 64\% | (1097) | 1722 |
| Ethnicity: Hispanic | 49\% | (172) | 51\% | (177) | 350 |
| Ethnicity: Afr. Am. | 50\% | (138) | 50\% | (136) | 274 |
| Ethnicity: Other | 48\% | (97) | 52\% | (106) | 203 |
| Relig: Protestant | 31\% | (166) | 69\% | (373) | 539 |
| Relig: Roman Catholic | 40\% | (174) | 60\% | (262) | 436 |
| Relig: Something Else | 50\% | (93) | 50\% | (93) | 187 |
| Relig: Jewish | 56\% | (30) | 44\% | (24) | 54 |
| Relig: Evangelical | 39\% | (315) | 61\% | (490) | 805 |
| Relig: Non-Evang. Catholics | $33 \%$ | (118) | 67\% | (239) | 357 |
| Relig: All Christian | 37\% | (433) | 63\% | (729) | 1161 |
| Relig: All Non-Christian | 30\% | (67) | 70\% | (157) | 224 |
| Community: Urban | 43\% | (245) | 57\% | (330) | 575 |
| Community: Suburban | 42\% | (416) | 58\% | (565) | 982 |
| Community: Rural | 31\% | (199) | 69\% | (444) | 643 |
| Employ: Private Sector | 47\% | (313) | 53\% | (348) | 661 |
| Employ: Government | 28\% | (35) | 72\% | (89) | 124 |
| Employ: Self-Employed | 46\% | (89) | 54\% | (106) | 195 |
| Employ: Homemaker | 34\% | (57) | 66\% | (113) | 170 |
| Employ: Student | 60\% | (47) | 40\% | (32) | 79 |
| Employ: Retired | 30\% | (154) | 70\% | (369) | 523 |
| Employ: Unemployed | 35\% | (91) | 65\% | (171) | 262 |
| Employ: Other | 40\% | (73) | 60\% | (112) | 185 |
| Military HH: Yes | 33\% | (127) | 67\% | (257) | 384 |
| Military HH: No | 40\% | (733) | 60\% | (1082) | 1815 |
| RD/WT: Right Direction | 30\% | (252) | 70\% | (574) | 826 |
| RD/WT: Wrong Track | 44\% | (608) | 56\% | (765) | 1373 |

Continued on next page

Table HR1_1: Do you watch the following, either on TV, streaming or clips online?
Late-night talk shows like Jimmy Kimmel Live! or The Late Show with Stephen Colbert

| Demographic | Yes |  |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 39\% | (860) | 61\% | (1339) | 2199 |
| Trump Job Approve | 27\% | (238) | 73\% | (632) | 870 |
| Trump Job Disapprove | 49\% | (604) | 51\% | (623) | 1227 |
| Trump Job Strongly Approve | 24\% | (104) | 76\% | (336) | 440 |
| Trump Job Somewhat Approve | $31 \%$ | (134) | 69\% | (296) | 429 |
| Trump Job Somewhat Disapprove | 46\% | (136) | 54\% | (161) | 297 |
| Trump Job Strongly Disapprove | 50\% | (468) | 50\% | (463) | 930 |
| Favorable of Trump | 28\% | (240) | 72\% | (607) | 847 |
| Unfavorable of Trump | 49\% | (590) | 51\% | (622) | 1212 |
| Very Favorable of Trump | 24\% | (115) | 76\% | (364) | 479 |
| Somewhat Favorable of Trump | 34\% | (126) | 66\% | (243) | 368 |
| Somewhat Unfavorable of Trump | 38\% | (90) | 62\% | (146) | 236 |
| Very Unfavorable of Trump | $51 \%$ | (499) | 49\% | (477) | 976 |
| \#1 Issue: Economy | 43\% | (241) | 57\% | (319) | 560 |
| \#1 Issue: Security | 26\% | (113) | 74\% | (328) | 441 |
| \#1 Issue: Health Care | 45\% | (167) | 55\% | (202) | 368 |
| \#1 Issue: Medicare / Social Security | 32\% | (113) | 68\% | (245) | 359 |
| \#1 Issue: Women's Issues | 48\% | (60) | 52\% | (66) | 126 |
| \#1 Issue: Education | 46\% | (71) | 54\% | (83) | 154 |
| \#1 Issue: Energy | 58\% | (58) | 42\% | (41) | 100 |
| \#1 Issue: Other | 40\% | (37) | 60\% | (56) | 93 |
| 2018 House Vote: Democrat | 53\% | (447) | 47\% | (392) | 839 |
| 2018 House Vote: Republican | 23\% | (148) | 77\% | (495) | 643 |
| 2018 House Vote: Someone else | 40\% | (42) | 60\% | (63) | 105 |
| 2018 House Vote: Didnt Vote | 36\% | (217) | 64\% | (388) | 605 |
| 2016 Vote: Hillary Clinton | 55\% | (394) | 45\% | (325) | 719 |
| 2016 Vote: Donald Trump | 24\% | (157) | 76\% | (509) | 666 |
| 2016 Vote: Someone else | 37\% | (67) | 63\% | (111) | 178 |
| 2016 Vote: Didnt Vote | 38\% | (239) | 62\% | (390) | 629 |
| Voted in 2014: Yes | 40\% | (547) | 60\% | (819) | 1366 |
| Voted in 2014: No | 38\% | (313) | 62\% | (520) | 833 |

Continued on next page

Table HR1_1: Do you watch the following, either on TV, streaming or clips online?
Late-night talk shows like Jimmy Kimmel Live! or The Late Show with Stephen Colbert

| Demographic | Yes |  |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 39\% | (860) | 61\% | (1339) | 2199 |
| 2012 Vote: Barack Obama | 51\% | (436) | 49\% | (418) | 854 |
| 2012 Vote: Mitt Romney | 23\% | (115) | 77\% | (386) | 501 |
| 2012 Vote: Other | 22\% | (19) | 78\% | (68) | 87 |
| 2012 Vote: Didn't Vote | 38\% | (289) | 62\% | (463) | 752 |
| 4-Region: Northeast | 39\% | (154) | 61\% | (240) | 394 |
| 4-Region: Midwest | 40\% | (184) | 60\% | (279) | 462 |
| 4-Region: South | 35\% | (292) | 65\% | (532) | 824 |
| 4-Region: West | 44\% | (230) | 56\% | (289) | 519 |
| TV shows: Every day | 44\% | (502) | 56\% | (646) | 1148 |
| TV shows: Several times per week | 42\% | (213) | 58\% | (299) | 512 |
| TV shows: About once per week | 35\% | (50) | 65\% | (94) | 144 |
| TV shows: Several times per month | 42\% | (42) | 58\% | (59) | 101 |
| TV shows: About once per month | 23\% | (11) | 77\% | (37) | 48 |
| TV shows: Less often than once per month | 20\% | (15) | 80\% | (62) | 78 |
| TV shows: Never | 16\% | (27) | 84\% | (142) | 169 |
| Movies: Every day | 46\% | (184) | 54\% | (215) | 399 |
| Movies: Several times per week | 47\% | (270) | 53\% | (304) | 574 |
| Movies: About once per week | 43\% | (165) | 57\% | (218) | 383 |
| Movies: Several times per month | 43\% | (116) | 57\% | (157) | 273 |
| Movies: About once per month | 32\% | (56) | 68\% | (117) | 173 |
| Movies: Less often than once per month | 24\% | (48) | 76\% | (153) | 201 |
| Movies: Never | 10\% | (20) | 90\% | (176) | 196 |
| Sports: Every day | 58\% | (91) | 42\% | (67) | 158 |
| Sports: Several times per week | 48\% | (160) | 52\% | (172) | 332 |
| Sports: About once per week | 49\% | (137) | 51\% | (143) | 279 |
| Sports: Several times per month | 43\% | (97) | 57\% | (130) | 228 |
| Sports: About once per month | 47\% | (82) | 53\% | (92) | 174 |
| Sports: Less often than once per month | 37\% | (134) | 63\% | (229) | 363 |
| Sports: Never | 24\% | (159) | 76\% | (507) | 666 |

[^0]Table HR1_1: Do you watch the following, either on TV, streaming or clips online?
Late-night talk shows like Jimmy Kimmel Live! or The Late Show with Stephen Colbert

| Demographic | Yes |  |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 39\% | (860) | 61\% | (1339) | 2199 |
| Cable: I currently subscribe | 44\% | (491) | 56\% | (617) | 1108 |
| Cable: I subscribed in the past | 40\% | (288) | 60\% | (438) | 727 |
| Cable: I have never subscribed | 22\% | (81) | 78\% | (284) | 365 |
| Satellite television: I currently subscribe | 39\% | (207) | 61\% | (318) | 526 |
| Satellite television: I subscribed in the past | 41\% | (245) | 59\% | (352) | 597 |
| Satellite television: I have never subscribed | 38\% | (407) | 62\% | (669) | 1076 |
| Streaming service: I currently subscribe | 46\% | (601) | 54\% | (701) | 1302 |
| Streaming service: I subscribed in the past | 46\% | (107) | 54\% | (126) | 234 |
| Streaming service: I have never subscribed | 23\% | (151) | 77\% | (512) | 663 |
| Film: An avid fan | 55\% | (425) | 45\% | (354) | 779 |
| Film: A casual fan | 35\% | (406) | 65\% | (746) | 1153 |
| Film: Not a fan | $11 \%$ | (28) | 89\% | (239) | 267 |
| Television: An avid fan | 47\% | (548) | 53\% | (606) | 1154 |
| Television: A casual fan | 33\% | (298) | 67\% | (609) | 907 |
| Television: Not a fan | 10\% | (15) | 90\% | (124) | 139 |
| Music: An avid fan | 50\% | (576) | 50\% | (576) | 1152 |
| Music: A casual fan | 30\% | (273) | 70\% | (634) | 907 |
| Music: Not a fan | 8\% | (11) | 92\% | (129) | 140 |
| Fashion: An avid fan | 60\% | (207) | 40\% | (135) | 342 |
| Fashion: A casual fan | 43\% | (372) | 57\% | (489) | 861 |
| Fashion: Not a fan | 28\% | (281) | 72\% | (715) | 996 |

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

Table HR1_2: Do you watch the following, either on TV, streaming or clips online?
Saturday Night Live

| Demographic | Yes |  |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 39\% | (851) | 61\% | (1348) | 2199 |
| Gender: Male | 42\% | (442) | 58\% | (619) | 1061 |
| Gender: Female | $36 \%$ | (409) | 64\% | (729) | 1138 |
| Age: 18-29 | 47\% | (194) | 53\% | (217) | 411 |
| Age: 30-44 | $44 \%$ | (264) | 56\% | (336) | 600 |
| Age: 45-54 | 43\% | (144) | 57\% | (190) | 335 |
| Age: 55-64 | 35\% | (146) | 65\% | (271) | 417 |
| Age: 65+ | 23\% | (102) | 77\% | (334) | 436 |
| Generation Z: 18-21 | 49\% | (56) | 51\% | (60) | 116 |
| Millennial: Age 22-37 | 48\% | (319) | 52\% | (339) | 657 |
| Generation X: Age 38-53 | 39\% | (213) | 61\% | (331) | 543 |
| Boomers: Age 54-72 | $31 \%$ | (243) | 69\% | (529) | 772 |
| PID: Dem (no lean) | 50\% | (403) | 50\% | (403) | 806 |
| PID: Ind (no lean) | 36\% | (268) | 64\% | (485) | 754 |
| PID: Rep (no lean) | 28\% | (179) | $72 \%$ | (460) | 639 |
| PID/Gender: Dem Men | 53\% | (211) | 47\% | (184) | 395 |
| PID/Gender: Dem Women | 47\% | (192) | 53\% | (219) | 411 |
| PID/Gender: Ind Men | 39\% | (129) | $61 \%$ | (198) | 326 |
| PID/Gender: Ind Women | 33\% | (140) | 67\% | (288) | 427 |
| PID/Gender: Rep Men | 30\% | (103) | 70\% | (237) | 339 |
| PID/Gender: Rep Women | 26\% | (77) | 74\% | (223) | 300 |
| Ideo: Liberal (1-3) | 56\% | (381) | 44\% | (293) | 674 |
| Ideo: Moderate (4) | 39\% | (211) | 61\% | (333) | 544 |
| Ideo: Conservative (5-7) | 27\% | (194) | 73\% | (519) | 712 |
| Educ: < College | 35\% | (530) | 65\% | (981) | 1512 |
| Educ: Bachelors degree | 50\% | (221) | 50\% | (223) | 444 |
| Educ: Post-grad | $41 \%$ | (100) | 59\% | (144) | 243 |

Continued on next page

Table HR1_2: Do you watch the following, either on TV, streaming or clips online?
Saturday Night Live

| Demographic | Yes |  | No |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 39\% | (851) | 61\% | (1348) | 2199 |
| Income: Under 50k | 37\% | (483) | 63\% | (813) | 1297 |
| Income: 50k-100k | 40\% | (249) | 60\% | (366) | 615 |
| Income: 100k+ | 41\% | (119) | 59\% | (169) | 287 |
| Ethnicity: White | 36\% | (626) | 64\% | (1096) | 1722 |
| Ethnicity: Hispanic | 49\% | (171) | 51\% | (178) | 350 |
| Ethnicity: Afr. Am. | 45\% | (123) | 55\% | (151) | 274 |
| Ethnicity: Other | 50\% | (102) | 50\% | (101) | 203 |
| Relig: Protestant | 33\% | (177) | 67\% | (362) | 539 |
| Relig: Roman Catholic | 36\% | (157) | 64\% | (279) | 436 |
| Relig: Something Else | 50\% | (94) | 50\% | (93) | 187 |
| Relig: Jewish | 54\% | (29) | 46\% | (25) | 54 |
| Relig: Evangelical | 39\% | (316) | $61 \%$ | (489) | 805 |
| Relig: Non-Evang. Catholics | $31 \%$ | (112) | 69\% | (245) | 357 |
| Relig: All Christian | 37\% | (427) | 63\% | (734) | 1161 |
| Relig: All Non-Christian | 24\% | (54) | 76\% | (170) | 224 |
| Community: Urban | 46\% | (265) | 54\% | (310) | 575 |
| Community: Suburban | 39\% | (386) | 61\% | (595) | 982 |
| Community: Rural | $31 \%$ | (199) | 69\% | (443) | 643 |
| Employ: Private Sector | 48\% | (320) | 52\% | (341) | 661 |
| Employ: Government | 39\% | (49) | 61\% | (76) | 124 |
| Employ: Self-Employed | 38\% | (73) | 62\% | (122) | 195 |
| Employ: Homemaker | 35\% | (59) | 65\% | (111) | 170 |
| Employ: Student | 57\% | (45) | 43\% | (34) | 79 |
| Employ: Retired | 27\% | (142) | 73\% | (381) | 523 |
| Employ: Unemployed | 35\% | (93) | 65\% | (169) | 262 |
| Employ: Other | 38\% | (70) | 62\% | (115) | 185 |
| Military HH: Yes | 35\% | (136) | 65\% | (248) | 384 |
| Military HH: No | 39\% | (715) | 61\% | (1100) | 1815 |
| RD/WT: Right Direction | 29\% | (242) | 71\% | (584) | 826 |
| RD/WT: Wrong Track | 44\% | (609) | 56\% | (764) | 1373 |

Continued on next page

Table HR1_2: Do you watch the following, either on TV, streaming or clips online?
Saturday Night Live

| Demographic | Yes |  |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 39\% | (851) | 61\% | (1348) | 2199 |
| Trump Job Approve | 27\% | (232) | 73\% | (638) | 870 |
| Trump Job Disapprove | 49\% | (595) | 51\% | (632) | 1227 |
| Trump Job Strongly Approve | 23\% | (101) | 77\% | (339) | 440 |
| Trump Job Somewhat Approve | $31 \%$ | (131) | 69\% | (298) | 429 |
| Trump Job Somewhat Disapprove | 44\% | (131) | 56\% | (166) | 297 |
| Trump Job Strongly Disapprove | 50\% | (465) | 50\% | (466) | 930 |
| Favorable of Trump | 26\% | (224) | 74\% | (624) | 847 |
| Unfavorable of Trump | 49\% | (588) | 51\% | (624) | 1212 |
| Very Favorable of Trump | 24\% | (117) | 76\% | (362) | 479 |
| Somewhat Favorable of Trump | 29\% | (106) | 71\% | (262) | 368 |
| Somewhat Unfavorable of Trump | 40\% | (94) | 60\% | (142) | 236 |
| Very Unfavorable of Trump | 51\% | (494) | 49\% | (482) | 976 |
| \#1 Issue: Economy | 43\% | (242) | 57\% | (318) | 560 |
| \#1 Issue: Security | 23\% | (103) | 77\% | (337) | 441 |
| \#1 Issue: Health Care | 48\% | (177) | 52\% | (191) | 368 |
| \#1 Issue: Medicare / Social Security | 30\% | (109) | 70\% | (249) | 359 |
| \#1 Issue: Women's Issues | 43\% | (54) | 57\% | (71) | 126 |
| \#1 Issue: Education | 47\% | (72) | 53\% | (81) | 154 |
| \#1 Issue: Energy | 55\% | (54) | 45\% | (45) | 100 |
| \#1 Issue: Other | 41\% | (38) | 59\% | (55) | 93 |
| 2018 House Vote: Democrat | 53\% | (444) | 47\% | (395) | 839 |
| 2018 House Vote: Republican | 24\% | (152) | 76\% | (491) | 643 |
| 2018 House Vote: Someone else | 43\% | (45) | 57\% | (60) | 105 |
| 2018 House Vote: Didnt Vote | 34\% | (204) | 66\% | (401) | 605 |
| 2016 Vote: Hillary Clinton | 51\% | (369) | 49\% | (350) | 719 |
| 2016 Vote: Donald Trump | 27\% | (178) | 73\% | (488) | 666 |
| 2016 Vote: Someone else | 45\% | (80) | 55\% | (98) | 178 |
| 2016 Vote: Didnt Vote | 35\% | (220) | 65\% | (409) | 629 |
| Voted in 2014: Yes | 40\% | (545) | 60\% | (821) | 1366 |
| Voted in 2014: No | 37\% | (306) | 63\% | (528) | 833 |

Continued on next page

Table HR1_2: Do you watch the following, either on TV, streaming or clips online?
Saturday Night Live

| Demographic | Yes |  | No |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 39\% | (851) | 61\% | (1348) | 2199 |
| 2012 Vote: Barack Obama | 50\% | (425) | 50\% | (430) | 854 |
| 2012 Vote: Mitt Romney | 24\% | (118) | 76\% | (383) | 501 |
| 2012 Vote: Other | 27\% | (24) | 73\% | (63) | 87 |
| 2012 Vote: Didn't Vote | 38\% | (284) | 62\% | (468) | 752 |
| 4-Region: Northeast | 43\% | (170) | 57\% | (224) | 394 |
| 4-Region: Midwest | 37\% | (172) | 63\% | (291) | 462 |
| 4-Region: South | 33\% | (272) | 67\% | (551) | 824 |
| 4-Region: West | 46\% | (237) | 54\% | (282) | 519 |
| TV shows: Every day | 42\% | (479) | 58\% | (669) | 1148 |
| TV shows: Several times per week | 43\% | (220) | 57\% | (292) | 512 |
| TV shows: About once per week | 40\% | (58) | 60\% | (86) | 144 |
| TV shows: Several times per month | 35\% | (35) | 65\% | (66) | 101 |
| TV shows: About once per month | 29\% | (14) | 71\% | (34) | 48 |
| TV shows: Less often than once per month | 24\% | (18) | 76\% | (59) | 78 |
| TV shows: Never | 16\% | (27) | 84\% | (142) | 169 |
| Movies: Every day | 45\% | (181) | 55\% | (218) | 399 |
| Movies: Several times per week | 46\% | (265) | 54\% | (309) | 574 |
| Movies: About once per week | 41\% | (155) | 59\% | (228) | 383 |
| Movies: Several times per month | 44\% | (119) | 56\% | (154) | 273 |
| Movies: About once per month | 27\% | (46) | 73\% | (127) | 173 |
| Movies: Less often than once per month | 29\% | (58) | 71\% | (143) | 201 |
| Movies: Never | 14\% | (26) | 86\% | (170) | 196 |
| Sports: Every day | 59\% | (94) | 41\% | (64) | 158 |
| Sports: Several times per week | 50\% | (167) | 50\% | (165) | 332 |
| Sports: About once per week | 47\% | (130) | 53\% | (149) | 279 |
| Sports: Several times per month | 37\% | (85) | 63\% | (143) | 228 |
| Sports: About once per month | 37\% | (65) | 63\% | (109) | 174 |
| Sports: Less often than once per month | 39\% | (142) | 61\% | (221) | 363 |
| Sports: Never | 25\% | (168) | 75\% | (498) | 666 |

Continued on next page

Table HR1_2: Do you watch the following, either on TV, streaming or clips online?
Saturday Night Live

| Demographic | Yes |  |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 39\% | (851) | 61\% | (1348) | 2199 |
| Cable: I currently subscribe | 44\% | (486) | 56\% | (622) | 1108 |
| Cable: I subscribed in the past | 38\% | (275) | 62\% | (452) | 727 |
| Cable: I have never subscribed | 25\% | (91) | 75\% | (274) | 365 |
| Satellite television: I currently subscribe | 37\% | (193) | 63\% | (333) | 526 |
| Satellite television: I subscribed in the past | 40\% | (238) | 60\% | (359) | 597 |
| Satellite television: I have never subscribed | 39\% | (419) | 61\% | (657) | 1076 |
| Streaming service: I currently subscribe | 46\% | (601) | 54\% | (701) | 1302 |
| Streaming service: I subscribed in the past | 41\% | (96) | 59\% | (138) | 234 |
| Streaming service: I have never subscribed | 23\% | (154) | 77\% | (509) | 663 |
| Film: An avid fan | 57\% | (442) | 43\% | (338) | 779 |
| Film: A casual fan | $31 \%$ | (363) | 69\% | (790) | 1153 |
| Film: Not a fan | 17\% | (47) | 83\% | (221) | 267 |
| Television: An avid fan | 45\% | (524) | 55\% | (630) | 1154 |
| Television: A casual fan | 34\% | (305) | 66\% | (602) | 907 |
| Television: Not a fan | 16\% | (23) | 84\% | (116) | 139 |
| Music: An avid fan | 51\% | (591) | 49\% | (561) | 1152 |
| Music: A casual fan | 27\% | (247) | 73\% | (660) | 907 |
| Music: Not a fan | 9\% | (13) | 91\% | (127) | 140 |
| Fashion: An avid fan | 59\% | (204) | 41\% | (139) | 342 |
| Fashion: A casual fan | 39\% | (332) | 61\% | (528) | 861 |
| Fashion: Not a fan | 32\% | (315) | 68\% | (681) | 996 |

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

Table HR2: And, about how often do you watch late-night talk shows live?

| Demographic | Multiple times a week |  | Once a week |  | Several times per month |  | About once per month |  | Less often than once per month |  | Never |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 43\% | (372) | 18\% | (154) | 18\% | (154) | 7\% | (63) | 8\% | (68) | 6\% | (48) | 860 |
| Gender: Male | 52\% | (226) | 19\% | (82) | 15\% | (65) | 5\% | (23) | 5\% | (24) | 4\% | (19) | 438 |
| Gender: Female | 35\% | (146) | 17\% | (72) | 21\% | (90) | 10\% | (41) | 11\% | (45) | 7\% | (28) | 422 |
| Age: 18-29 | $37 \%$ | (77) | 26\% | (54) | 17\% | (36) | 10\% | (21) | 5\% | (11) | 5\% | (9) | 208 |
| Age: 30-44 | 41\% | (111) | 16\% | (43) | 19\% | (51) | 6\% | (17) | 11\% | (29) | 7\% | (20) | 270 |
| Age: 45-54 | 46\% | (56) | 22\% | (28) | 15\% | (18) | 4\% | (5) | 7\% | (9) | 5\% | (7) | 123 |
| Age: 55-64 | 52\% | (74) | 9\% | (13) | 21\% | (30) | 7\% | (10) | 7\% | (11) | 3\% | (5) | 143 |
| Age: 65+ | 46\% | (53) | 14\% | (17) | 16\% | (19) | 9\% | (10) | 8\% | (9) | 6\% | (7) | 115 |
| Generation Z: 18-21 | 30\% | (21) | 35\% | (24) | 18\% | (12) | 13\% | (9) | 1\% | (1) | 3\% | (2) | 68 |
| Millennial: Age 22-37 | 38\% | (127) | 20\% | (67) | 18\% | (62) | 7\% | (23) | 10\% | (34) | 6\% | (22) | 335 |
| Generation X: Age 38-53 | 48\% | (89) | 18\% | (34) | 16\% | (29) | 6\% | (11) | 6\% | (11) | 6\% | (10) | 185 |
| Boomers: Age 54-72 | 49\% | (123) | 11\% | (28) | 19\% | (49) | 8\% | (19) | 8\% | (20) | 5\% | (12) | 252 |
| PID: Dem (no lean) | 51\% | (225) | 18\% | (80) | 15\% | (65) | 5\% | (21) | 6\% | (25) | 5\% | (22) | 438 |
| PID: Ind (no lean) | 35\% | (89) | 17\% | (44) | 22\% | (56) | 10\% | (26) | 9\% | (22) | 7\% | (18) | 255 |
| PID: Rep (no lean) | 35\% | (58) | 18\% | (31) | 20\% | (33) | 10\% | (16) | 12\% | (21) | 5\% | (8) | 167 |
| PID/Gender: Dem Men | 61\% | (141) | 20\% | (46) | 9\% | (20) | 2\% | (4) | 5\% | (12) | 4\% | (9) | 232 |
| PID/Gender: Dem Women | $41 \%$ | (84) | 16\% | (33) | 22\% | (45) | 8\% | (17) | 7\% | (14) | 6\% | (13) | 206 |
| PID/Gender: Ind Men | $41 \%$ | (46) | 16\% | (17) | 27\% | (30) | 9\% | (10) | 4\% | (4) | 4\% | (4) | 111 |
| PID/Gender: Ind Women | $31 \%$ | (44) | 18\% | (26) | 18\% | (25) | 11\% | (16) | 13\% | (18) | 10\% | (14) | 144 |
| PID/Gender: Rep Men | 42\% | (40) | 19\% | (18) | 15\% | (14) | 10\% | (9) | 8\% | (8) | 6\% | (6) | 95 |
| PID/Gender: Rep Women | 25\% | (18) | 17\% | (13) | 27\% | (19) | 10\% | (7) | 18\% | (13) | 3\% | (2) | 72 |
| Ideo: Liberal (1-3) | 47\% | (180) | 18\% | (67) | 12\% | (45) | 7\% | (28) | 8\% | (30) | 8\% | (29) | 379 |
| Ideo: Moderate (4) | 44\% | (98) | 16\% | (36) | 23\% | (52) | 8\% | (17) | 5\% | (12) | 3\% | (7) | 221 |
| Ideo: Conservative (5-7) | 39\% | (75) | $21 \%$ | (41) | 19\% | (37) | 7\% | (14) | 10\% | (18) | $4 \%$ | (7) | 191 |
| Educ: < College | 42\% | (228) | 18\% | (95) | 19\% | (102) | 7\% | (39) | 9\% | (47) | 5\% | (29) | 539 |
| Educ: Bachelors degree | 48\% | (105) | 18\% | (39) | 16\% | (35) | 6\% | (14) | 6\% | (13) | 6\% | (13) | 219 |
| Educ: Post-grad | 39\% | (40) | 19\% | (20) | 17\% | (18) | 11\% | (11) | 8\% | (8) | 6\% | (6) | 101 |

[^1]Table HR2: And, about how often do you watch late-night talk shows live?

| Demographic | Multiple times a week |  | Once a week |  | Several times per month |  | About once per month |  | Less often than once per month |  | Never |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 43\% | (372) | 18\% | (154) | 18\% | (154) | 7\% | (63) | 8\% | (68) | 6\% | (48) | 860 |
| Income: Under 50k | 42\% | (199) | 16\% | (75) | $21 \%$ | (99) | 8\% | (38) | 8\% | (39) | 5\% | (26) | 476 |
| Income: 50k-100k | 49\% | (126) | 20\% | (53) | 14\% | (36) | 5\% | (12) | 6\% | (16) | 7\% | (18) | 259 |
| Income: 100k+ | 38\% | (47) | 21\% | (26) | 16\% | (20) | $11 \%$ | (14) | 11\% | (14) | 3\% | (4) | 125 |
| Ethnicity: White | 44\% | (276) | $14 \%$ | (86) | 19\% | (122) | 8\% | (50) | 8\% | (49) | 7\% | (41) | 625 |
| Ethnicity: Hispanic | 49\% | (84) | 21\% | (36) | 14\% | (24) | 6\% | (10) | 8\% | (14) | 3\% | (5) | 172 |
| Ethnicity: Afr. Am. | 39\% | (54) | 30\% | (42) | 15\% | (20) | 5\% | (7) | 9\% | (12) | 2\% | (3) | 138 |
| Ethnicity: Other | 42\% | (41) | 27\% | (26) | 12\% | (12) | 7\% | (6) | 7\% | (7) | 4\% | (4) | 97 |
| Relig: Protestant | 52\% | (86) | 15\% | (24) | 17\% | (28) | 4\% | (6) | 6\% | (10) | 6\% | (10) | 166 |
| Relig: Roman Catholic | 49\% | (85) | 22\% | (38) | 16\% | (28) | 8\% | (15) | 3\% | (5) | 2\% | (4) | 174 |
| Relig: Something Else | 26\% | (24) | 26\% | (25) | 17\% | (16) | 10\% | (9) | 16\% | (15) | 4\% | (3) | 93 |
| Relig: Jewish | 55\% | (17) | 10\% | (3) | 24\% | (7) | 1\% | (0) | - | (0) | 10\% | (3) | 30 |
| Relig: Evangelical | 43\% | (137) | 20\% | (64) | 17\% | (52) | 8\% | (26) | 8\% | (24) | 4\% | (12) | 315 |
| Relig: Non-Evang. Catholics | 49\% | (58) | 20\% | (23) | 17\% | (20) | 3\% | (4) | 6\% | (7) | 5\% | (6) | 118 |
| Relig: All Christian | 45\% | (195) | 20\% | (87) | 17\% | (72) | 7\% | (30) | 7\% | (31) | 4\% | (18) | 433 |
| Relig: All Non-Christian | 42\% | (28) | 9\% | (6) | 24\% | (16) | 8\% | (5) | 10\% | (6) | 8\% | (5) | 67 |
| Community: Urban | 44\% | (108) | 18\% | (43) | 18\% | (44) | 7\% | (18) | 7\% | (17) | 6\% | (15) | 245 |
| Community: Suburban | 43\% | (181) | 19\% | (78) | 18\% | (74) | 7\% | (31) | 6\% | (27) | 6\% | (25) | 416 |
| Community: Rural | 42\% | (83) | 16\% | (33) | 18\% | (36) | 7\% | (15) | 12\% | (25) | 4\% | (8) | 199 |
| Employ: Private Sector | 46\% | (143) | 21\% | (66) | 17\% | (53) | 6\% | (18) | 7\% | (21) | $4 \%$ | (12) | 313 |
| Employ: Government | $32 \%$ | (11) | 26\% | (9) | 22\% | (8) | 10\% | (4) | 1\% | (0) | 9\% | (3) | 35 |
| Employ: Self-Employed | 44\% | (39) | 14\% | (12) | 15\% | (14) | 3\% | (3) | 16\% | (14) | 8\% | (7) | 89 |
| Employ: Homemaker | 43\% | (25) | 12\% | (7) | 13\% | (8) | 10\% | (6) | 11\% | (6) | 10\% | (5) | 57 |
| Employ: Student | 39\% | (18) | $33 \%$ | (15) | 17\% | (8) | 7\% | (4) | 1\% | (1) | 3\% | (2) | 47 |
| Employ: Retired | 50\% | (77) | 11\% | (17) | 18\% | (28) | 6\% | (9) | 8\% | (13) | 6\% | (10) | 154 |
| Employ: Unemployed | 34\% | (31) | 12\% | (11) | 20\% | (19) | 16\% | (15) | 11\% | (10) | 7\% | (6) | 91 |
| Employ: Other | 38\% | (28) | 22\% | (16) | 25\% | (18) | 8\% | (6) | 3\% | (2) | $4 \%$ | (3) | 73 |
| Military HH: Yes | 47\% | (60) | 14\% | (18) | 14\% | (17) | 11\% | (14) | 6\% | (7) | 9\% | (11) | 127 |
| Military HH: No | 43\% | (312) | 19\% | (136) | 19\% | (137) | 7\% | (50) | 8\% | (61) | 5\% | (37) | 733 |
| RD/WT: Right Direction | 40\% | (101) | 25\% | (63) | 16\% | (39) | 9\% | (23) | 8\% | (21) | 2\% | (5) | 252 |
| RD/WT: Wrong Track | 44\% | (271) | 15\% | (91) | 19\% | (115) | 7\% | (41) | 8\% | (47) | 7\% | (43) | 608 |

[^2]Table HR2: And, about how often do you watch late-night talk shows live?

| Demographic | Multiple times a week | Once a week |  | Several times per month |  | About once per month |  | Less often than once per month |  | Never |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 43\% (372) | 18\% | (154) | 18\% | (154) | 7\% | (63) | 8\% | (68) | 6\% | (48) | 860 |
| Trump Job Approve | 41\% (98) | 20\% | (47) | 18\% | (42) | 9\% | (21) | 9\% | (22) | 3\% | (8) | 238 |
| Trump Job Disapprove | 45\% (269) | 17\% | (104) | 18\% | (108) | 7\% | (40) | 8\% | (45) | 6\% | (38) | 604 |
| Trump Job Strongly Approve | 42\% (44) | 26\% | (27) | 15\% | (15) | 5\% | (5) | 11\% | (12) | 1\% | (1) | 104 |
| Trump Job Somewhat Approve | 40\% (53) | 15\% | (20) | 20\% | (27) | 12\% | (16) | 8\% | (10) | 5\% | (7) | 134 |
| Trump Job Somewhat Disapprove | 35\% (47) | 28\% | (38) | 23\% | (31) | 7\% | (9) | 3\% | (4) | 5\% | (6) | 136 |
| Trump Job Strongly Disapprove | 47\% (222) | 14\% | (66) | 16\% | (76) | 7\% | (31) | 9\% | (41) | 7\% | (31) | 468 |
| Favorable of Trump | 39\% (93) | 22\% | (52) | 19\% | (45) | 9\% | (21) | 10\% | (24) | 3\% | (6) | 240 |
| Unfavorable of Trump | 46\% (270) | 16\% | (94) | 18\% | (103) | 7\% | (39) | 7\% | (44) | 7\% | (39) | 590 |
| Very Favorable of Trump | 40\% (45) | 28\% | (32) | 16\% | (18) | 5\% | (5) | 9\% | (11) | $3 \%$ | (3) | 115 |
| Somewhat Favorable of Trump | 38\% (47) | 16\% | (20) | 21\% | (27) | 13\% | (16) | 10\% | (13) | 2\% | (3) | 126 |
| Somewhat Unfavorable of Trump | 38\% (35) | 20\% | (18) | 20\% | (18) | 10\% | (9) | 8\% | (7) | 3\% | (3) | 90 |
| Very Unfavorable of Trump | 47\% (236) | 15\% | (76) | 17\% | (85) | 6\% | (29) | 7\% | (37) | 7\% | (36) | 499 |
| \#1 Issue: Economy | 39\% (93) | 22\% | (53) | 17\% | (41) | 8\% | (19) | 8\% | (19) | 7\% | (16) | 241 |
| \#1 Issue: Security | 47\% (53) | 20\% | (23) | 17\% | (20) | 5\% | (5) | 11\% | (12) | - | (1) | 113 |
| \#1 Issue: Health Care | 46\% (77) | 16\% | (27) | 18\% | (30) | 5\% | (8) | 7\% | (12) | 8\% | (13) | 167 |
| \#1 Issue: Medicare / Social Security | 60\% (68) | 5\% | (5) | 17\% | (20) | 9\% | (10) | 3\% | (4) | 6\% | (7) | 113 |
| \#1 Issue: Women's Issues | 33\% (19) | 23\% | (14) | 17\% | (10) | 9\% | (6) | 11\% | (7) | 7\% | (4) | 60 |
| \#1 Issue: Education | 27\% (19) | 27\% | (19) | 18\% | (13) | 11\% | (8) | 10\% | (7) | 7\% | (5) | 71 |
| \#1 Issue: Energy | 43\% (25) | 20\% | (12) | 20\% | (12) | 7\% | (4) | 7\% | (4) | 3\% | (2) | 58 |
| \#1 Issue: Other | 46\% (17) | 4\% | (1) | 25\% | (9) | 9\% | (3) | 12\% | (5) | 4\% | (2) | 37 |
| 2018 House Vote: Democrat | 49\% (217) | 17\% | (76) | 16\% | (69) | 5\% | (22) | 7\% | (32) | 7\% | (31) | 447 |
| 2018 House Vote: Republican | 40\% (60) | 21\% | (31) | 18\% | (27) | 8\% | (12) | 9\% | (14) | 3\% | (5) | 148 |
| 2018 House Vote: Someone else | 51\% (21) | 10\% | (4) | 23\% | (10) | 4\% | (2) | 8\% | (3) | 4\% | (2) | 42 |
| 2018 House Vote: Didnt Vote | 32\% (70) | 19\% | (42) | 22\% | (48) | 13\% | (27) | 9\% | (19) | 5\% | (10) | 217 |
| 2016 Vote: Hillary Clinton | 50\% (197) | 18\% | (69) | 15\% | (58) | 4\% | (15) | 7\% | (28) | 7\% | (26) | 394 |
| 2016 Vote: Donald Trump | 43\% (68) | 23\% | (37) | 17\% | (26) | 8\% | (12) | 7\% | (12) | 1\% | (2) | 157 |
| 2016 Vote: Someone else | 50\% (33) | 6\% | (4) | 16\% | (11) | 8\% | (5) | 10\% | (7) | 10\% | (6) | 67 |
| 2016 Vote: Didnt Vote | 29\% (70) | 19\% | (44) | 24\% | (59) | 13\% | (31) | 9\% | (21) | 5\% | (13) | 239 |
| Voted in 2014: Yes | 47\% (259) | 17\% | (91) | 16\% | (89) | 6\% | (31) | 9\% | (48) | 5\% | (28) | 547 |
| Voted in 2014: No | 36\% (113) | 20\% | (63) | $21 \%$ | (65) | 10\% | (32) | 7\% | (21) | 6\% | (19) | 313 |

[^3]Table HR2: And, about how often do you watch late-night talk shows live?

| Demographic | Multiple times a week |  | Once a week |  | Several times per month |  | About once per month |  | Less often than once per month |  | Never |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 43\% | (372) | 18\% | (154) | 18\% | (154) | 7\% | (63) | 8\% | (68) | 6\% | (48) | 860 |
| 2012 Vote: Barack Obama | 50\% | (218) | 16\% | (70) | 15\% | (66) | 5\% | (23) | 8\% | (34) | 6\% | (25) | 436 |
| 2012 Vote: Mitt Romney | 38\% | (44) | 15\% | (18) | $21 \%$ | (24) | 9\% | (10) | 13\% | (15) | 4\% | (5) | 115 |
| 2012 Vote: Other | 42\% | (8) | 6\% | (1) | 18\% | (3) | 12\% | (2) | 19\% | (4) | 3\% | (1) | 19 |
| 2012 Vote: Didn't Vote | 35\% | (102) | 22\% | (65) | $21 \%$ | (62) | 10\% | (28) | 5\% | (16) | 6\% | (17) | 289 |
| 4-Region: Northeast | 39\% | (60) | 19\% | (29) | 19\% | (30) | 8\% | (13) | 9\% | (14) | 5\% | (8) | 154 |
| 4-Region: Midwest | 41\% | (76) | 16\% | (29) | 20\% | (37) | 7\% | (13) | $11 \%$ | (20) | 5\% | (10) | 184 |
| 4-Region: South | 42\% | (124) | $21 \%$ | (62) | 18\% | (51) | 7\% | (21) | 8\% | (23) | 4\% | (12) | 292 |
| 4-Region: West | 49\% | (112) | 15\% | (35) | 16\% | (37) | 7\% | (17) | 5\% | (11) | 8\% | (18) | 230 |
| TV shows: Every day | 51\% | (255) | 15\% | (73) | 18\% | (90) | 7\% | (36) | 6\% | (28) | 4\% | (19) | 502 |
| TV shows: Several times per week | 39\% | (83) | 24\% | (52) | 15\% | (32) | 5\% | (10) | 10\% | (21) | 7\% | (15) | 213 |
| TV shows: About once per week | 22\% | (11) | 37\% | (18) | 22\% | (11) | 8\% | (4) | 3\% | (1) | 9\% | (4) | 50 |
| TV shows: Several times per month | $31 \%$ | (13) | 9\% | (4) | 16\% | (7) | 23\% | (10) | 19\% | (8) | 2\% | (1) | 42 |
| TV shows: About once per month | 5\% | (1) | 4\% | (0) | 36\% | (4) | 22\% | (2) | 22\% | (2) | 12\% | (1) | 11 |
| TV shows: Less often than once per month | $24 \%$ | (4) | - | (0) | 38\% | (6) | 7\% | (1) | $14 \%$ | (2) | 17\% | (3) | 15 |
| TV shows: Never | 22\% | (6) | 25\% | (7) | 15\% | (4) | - | (0) | 21\% | (6) | 17\% | (5) | 27 |
| Movies: Every day | 58\% | (108) | 18\% | (33) | 16\% | (30) | 3\% | (6) | 3\% | (6) | 1\% | (2) | 184 |
| Movies: Several times per week | 51\% | (139) | 17\% | (46) | 17\% | (47) | 5\% | (13) | 6\% | (15) | 4\% | (11) | 270 |
| Movies: About once per week | 35\% | (57) | 27\% | (44) | 17\% | (28) | 10\% | (16) | 6\% | (10) | 6\% | (10) | 165 |
| Movies: Several times per month | 27\% | (32) | 16\% | (18) | $21 \%$ | (24) | 17\% | (20) | 14\% | (16) | 5\% | (6) | 116 |
| Movies: About once per month | 36\% | (20) | 13\% | (7) | 25\% | (14) | $5 \%$ | (3) | 11\% | (6) | 10\% | (5) | 56 |
| Movies: Less often than once per month | 26\% | (12) | 8\% | (4) | 19\% | (9) | 9\% | (4) | 20\% | (10) | 18\% | (9) | 48 |
| Movies: Never | 20\% | (4) | 12\% | (2) | 13\% | (3) | 6\% | (1) | 26\% | (5) | 23\% | (5) | 20 |
| Sports: Every day | 76\% | (69) | 13\% | (12) | 8\% | (7) | 1\% | (1) | - | (0) | 1\% | (1) | 91 |
| Sports: Several times per week | 52\% | (84) | 20\% | (33) | 19\% | (31) | 4\% | (6) | 2\% | (3) | 2\% | (4) | 160 |
| Sports: About once per week | 48\% | (66) | 27\% | (37) | $12 \%$ | (16) | 8\% | (10) | 3\% | (4) | 3\% | (4) | 137 |
| Sports: Several times per month | 39\% | (38) | 10\% | (9) | 24\% | (24) | 10\% | (10) | 10\% | (10) | 7\% | (6) | 97 |
| Sports: About once per month | 38\% | (31) | 18\% | (15) | $22 \%$ | (18) | 13\% | (11) | 7\% | (6) | 2\% | (2) | 82 |
| Sports: Less often than once per month | 29\% | (39) | 16\% | (21) | $24 \%$ | (33) | 8\% | (10) | 14\% | (18) | 9\% | (12) | 134 |
| Sports: Never | 29\% | (46) | 17\% | (27) | 16\% | (25) | 9\% | (15) | 17\% | (27) | 12\% | (18) | 159 |

[^4]Table HR2: And, about how often do you watch late-night talk shows live?

| Demographic | Multiple times a week | Once a week |  | Several times per month |  | About once per month |  | Less often than once per month |  | Never |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 43\% (372) | 18\% | (154) | 18\% | (154) | 7\% | (63) | 8\% | (68) | 6\% | (48) | 860 |
| Cable: I currently subscribe | 48\% (237) | 17\% | (84) | 20\% | (100) | 5\% | (27) | 5\% | (24) | 4\% | (18) | 491 |
| Cable: I subscribed in the past | 36\% (103) | 19\% | (54) | 15\% | (42) | $11 \%$ | (31) | 13\% | (37) | 7\% | (21) | 288 |
| Cable: I have never subscribed | 39\% (32) | 19\% | (15) | 15\% | (12) | 7\% | (6) | 9\% | (8) | 10\% | (8) | 81 |
| Satellite television: I currently subscribe | 49\% (102) | 24\% | (49) | 12\% | (26) | 9\% | (18) | $4 \%$ | (9) | 2\% | (4) | 207 |
| Satellite television: I subscribed in the past | 37\% (92) | 20\% | (50) | 16\% | (40) | 9\% | (23) | $11 \%$ | (26) | 6\% | (14) | 245 |
| Satellite television: I have never subscribed | 44\% (178) | 14\% | (55) | 22\% | (88) | 6\% | (23) | 8\% | (33) | 7\% | (30) | 407 |
| Streaming service: I currently subscribe | 45\% (271) | 17\% | (104) | 17\% | (105) | 7\% | (39) | 8\% | (49) | 6\% | (34) | 601 |
| Streaming service: I subscribed in the past | 36\% (39) | 24\% | (25) | 17\% | (19) | 12\% | (13) | 6\% | (7) | 5\% | (5) | 107 |
| Streaming service: I have never subscribed | 41\% (62) | 17\% | (25) | 20\% | (31) | 8\% | (11) | 9\% | (13) | 6\% | (9) | 151 |
| Film: An avid fan | 52\% (222) | 18\% | (75) | 17\% | (71) | 5\% | (20) | 5\% | (23) | 4\% | (15) | 425 |
| Film: A casual fan | 36\% (147) | 18\% | (74) | 19\% | (76) | $11 \%$ | (43) | 10\% | (40) | 6\% | (26) | 406 |
| Film: Not a fan | 11\% (3) | 21\% | (6) | 25\% | (7) | 1\% | (0) | 19\% | (5) | 23\% | (6) | 28 |
| Television: An avid fan | 50\% (276) | 19\% | (102) | 16\% | (89) | 6\% | (33) | 5\% | (29) | 4\% | (20) | 548 |
| Television: A casual fan | $31 \% \quad$ (93) | 17\% | (50) | $21 \%$ | (64) | 10\% | (30) | 12\% | (36) | 9\% | (25) | 298 |
| Television: Not a fan | 24\% (3) | 17\% | (2) | $11 \%$ | (2) | 5\% | (1) | 28\% | (4) | 14\% | (2) | 15 |
| Music: An avid fan | 43\% (248) | 19\% | (109) | 18\% | (102) | 7\% | (41) | 8\% | (48) | 5\% | (28) | 576 |
| Music: A casual fan | 45\% (122) | 16\% | (44) | 18\% | (48) | 7\% | (20) | 8\% | (21) | 6\% | (18) | 273 |
| Music: Not a fan | 20\% (2) | 9\% | (1) | 37\% | (4) | 18\% | (2) | - | (0) | 16\% | (2) | 11 |
| Fashion: An avid fan | 58\% (120) | 20\% | (41) | 13\% | (27) | $2 \%$ | (4) | 6\% | (12) | 2\% | (4) | 207 |
| Fashion: A casual fan | 39\% (145) | 19\% | (72) | 17\% | (64) | 10\% | (36) | 9\% | (32) | 6\% | (23) | 372 |
| Fashion: Not a fan | 38\% (107) | 15\% | (42) | $23 \%$ | (64) | 8\% | (23) | 9\% | (25) | 8\% | (21) | 281 |

[^5]Table HR3: And, about how often do you watch late-night talk shows on platforms like YouTube or Facebook after they have aired?

| Demographic | Multiple times a week |  | Once a week |  | Several times per month |  | About once per month |  | Less often than once per month |  | Never |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 31\% | (268) | 14\% | (122) | 14\% | (124) | 6\% | (54) | 13\% | (116) | 20\% | (176) | 860 |
| Gender: Male | 33\% | (143) | 17\% | (75) | 12\% | (54) | 5\% | (22) | 12\% | (51) | 21\% | (93) | 438 |
| Gender: Female | 29\% | (124) | 11\% | (47) | 16\% | (70) | 8\% | (33) | 15\% | (65) | 20\% | (83) | 422 |
| Age: 18-29 | 42\% | (88) | 19\% | (40) | 19\% | (40) | 8\% | (17) | 7\% | (14) | 4\% | (9) | 208 |
| Age: 30-44 | 35\% | (95) | 16\% | (44) | 16\% | (42) | 7\% | (19) | 17\% | (47) | 9\% | (24) | 270 |
| Age: 45-54 | 29\% | (36) | 20\% | (25) | 9\% | (10) | 6\% | (8) | 14\% | (17) | 21\% | (26) | 123 |
| Age: 55-64 | 19\% | (28) | 7\% | (10) | 12\% | (18) | $4 \%$ | (6) | 15\% | (22) | 42\% | (61) | 143 |
| Age: 65+ | 18\% | (20) | 3\% | (4) | 12\% | (14) | 5\% | (5) | 14\% | (16) | 48\% | (55) | 115 |
| Generation Z: 18-21 | 50\% | (34) | 23\% | (16) | 17\% | (11) | 7\% | (5) | 2\% | (1) | 2\% | (1) | 68 |
| Millennial: Age 22-37 | 37\% | (125) | 18\% | (60) | 16\% | (54) | 7\% | (23) | 14\% | (46) | 8\% | (27) | 335 |
| Generation X: Age 38-53 | 32\% | (58) | 17\% | (32) | 13\% | (25) | 9\% | (16) | 15\% | (27) | 14\% | (27) | 185 |
| Boomers: Age 54-72 | 19\% | (47) | 5\% | (13) | 13\% | (33) | 4\% | (10) | 15\% | (37) | 44\% | (112) | 252 |
| PID: Dem (no lean) | 36\% | (157) | 13\% | (56) | 13\% | (59) | 5\% | (23) | 11\% | (49) | 22\% | (94) | 438 |
| PID: Ind (no lean) | 25\% | (63) | 15\% | (38) | 17\% | (44) | 5\% | (13) | 18\% | (45) | 20\% | (51) | 255 |
| PID: Rep (no lean) | 28\% | (47) | 17\% | (29) | 13\% | (21) | $11 \%$ | (18) | 13\% | (22) | 18\% | (30) | 167 |
| PID/Gender: Dem Men | 40\% | (93) | 17\% | (39) | 12\% | (28) | 3\% | (7) | 10\% | (24) | 17\% | (40) | 232 |
| PID/Gender: Dem Women | 31\% | (64) | 8\% | (17) | 15\% | (30) | 8\% | (16) | 12\% | (25) | 26\% | (54) | 206 |
| PID/Gender: Ind Men | 18\% | (20) | 17\% | (19) | 18\% | (20) | 3\% | (4) | $14 \%$ | (16) | 29\% | (32) | 111 |
| PID/Gender: Ind Women | 30\% | (43) | 13\% | (18) | 17\% | (24) | 7\% | (10) | 21\% | (29) | 13\% | (19) | 144 |
| PID/Gender: Rep Men | 31\% | (30) | 18\% | (17) | 7\% | (6) | $11 \%$ | (11) | 12\% | (11) | 21\% | (20) | 95 |
| PID/Gender: Rep Women | 25\% | (18) | 16\% | (12) | 20\% | (15) | 10\% | (7) | 15\% | (11) | 14\% | (10) | 72 |
| Ideo: Liberal (1-3) | 40\% | (152) | 13\% | (48) | 13\% | (50) | 6\% | (23) | 11\% | (42) | 17\% | (65) | 379 |
| Ideo: Moderate (4) | 22\% | (48) | 16\% | (36) | 13\% | (28) | 5\% | (11) | 18\% | (39) | 27\% | (59) | 221 |
| Ideo: Conservative (5-7) | 28\% | (54) | 11\% | (22) | 19\% | (35) | 9\% | (18) | 12\% | (23) | 20\% | (39) | 191 |
| Educ: < College | 30\% | (164) | 15\% | (79) | 16\% | (84) | 6\% | (30) | $14 \%$ | (76) | 20\% | (106) | 539 |
| Educ: Bachelors degree | 34\% | (74) | 14\% | (32) | 11\% | (25) | 6\% | (13) | 13\% | (29) | 21\% | (47) | 219 |
| Educ: Post-grad | 29\% | (29) | 11\% | (12) | 15\% | (16) | 11\% | (11) | 10\% | (11) | 23\% | (23) | 101 |

Continued on next page

Table HR3: And, about how often do you watch late-night talk shows on platforms like YouTube or Facebook after they have aired?

| Demographic | Multiple times a week | Once a week |  | Several times per month |  | About once per month |  | Less often than once per month |  | Never |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 31\% (268) | 14\% | (122) | $14 \%$ | (124) | 6\% | (54) | 13\% | (116) | 20\% | (176) | 860 |
| Income: Under 50k | 32\% (152) | $11 \%$ | (52) | $14 \%$ | (69) | 6\% | (30) | 15\% | (70) | 22\% | (104) | 476 |
| Income: 50k-100k | 32\% (84) | 19\% | (49) | $14 \%$ | (35) | 7\% | (19) | 12\% | (30) | 16\% | (42) | 259 |
| Income: 100k+ | 25\% (31) | 17\% | (21) | 16\% | (20) | 5\% | (6) | 13\% | (16) | 24\% | (30) | 125 |
| Ethnicity: White | 26\% (164) | 13\% | (82) | 15\% | (91) | 8\% | (47) | 15\% | (94) | 24\% | (147) | 625 |
| Ethnicity: Hispanic | 42\% (72) | $24 \%$ | (41) | 12\% | (20) | $2 \%$ | (4) | 12\% | (21) | 8\% | (13) | 172 |
| Ethnicity: Afr. Am. | 38\% (53) | 19\% | (27) | 12\% | (17) | $2 \%$ | (3) | 11\% | (16) | 17\% | (23) | 138 |
| Ethnicity: Other | 53\% (51) | 13\% | (13) | $17 \%$ | (16) | 4\% | (4) | 7\% | (6) | 6\% | (5) | 97 |
| Relig: Protestant | 30\% (50) | 15\% | (25) | $14 \%$ | (23) | 7\% | (11) | 10\% | (17) | 24\% | (40) | 166 |
| Relig: Roman Catholic | 37\% (64) | 14\% | (25) | $11 \%$ | (19) | 4\% | (7) | 9\% | (16) | 25\% | (43) | 174 |
| Relig: Something Else | 23\% (21) | 18\% | (17) | 18\% | (16) | 6\% | (6) | 17\% | (16) | 19\% | (17) | 93 |
| Relig: Jewish | 28\% (9) | 9\% | (3) | $11 \%$ | (3) | 9\% | (3) | 12\% | (4) | 31\% | (9) | 30 |
| Relig: Evangelical | 28\% (87) | 16\% | (52) | $14 \%$ | (44) | 5\% | (16) | 12\% | (37) | 25\% | (80) | 315 |
| Relig: Non-Evang. Catholics | 41\% (48) | 13\% | (15) | 12\% | (15) | 7\% | (8) | 10\% | (12) | 17\% | (20) | 118 |
| Relig: All Christian | 31\% (135) | 15\% | (67) | $14 \%$ | (58) | 6\% | (24) | 11\% | (49) | 23\% | (100) | 433 |
| Relig: All Non-Christian | 42\% (28) | 2\% | (2) | $14 \%$ | (9) | 14\% | (9) | 10\% | (7) | 17\% | (12) | 67 |
| Community: Urban | 43\% (106) | 12\% | (30) | 12\% | (30) | 5\% | (12) | 8\% | (20) | 19\% | (46) | 245 |
| Community: Suburban | 25\% (105) | 17\% | (69) | 15\% | (64) | 5\% | (21) | 15\% | (63) | 22\% | (93) | 416 |
| Community: Rural | 28\% (56) | 12\% | (24) | 15\% | (29) | 10\% | (21) | 16\% | (32) | 19\% | (37) | 199 |
| Employ: Private Sector | 36\% (114) | 19\% | (61) | $14 \%$ | (45) | 5\% | (16) | 13\% | (41) | 12\% | (36) | 313 |
| Employ: Government | 39\% (14) | 23\% | (8) | 12\% | (4) | 7\% | (3) | 12\% | (4) | 6\% | (2) | 35 |
| Employ: Self-Employed | 32\% (28) | 14\% | (12) | 16\% | (14) | 11\% | (10) | 14\% | (13) | 13\% | (11) | 89 |
| Employ: Homemaker | 36\% (20) | 9\% | (5) | 15\% | (8) | $11 \%$ | (6) | 11\% | (6) | 19\% | (11) | 57 |
| Employ: Student | 45\% (21) | $31 \%$ | (15) | 19\% | (9) | $2 \%$ | (1) | 4\% | (2) | - | (0) | 47 |
| Employ: Retired | 21\% (33) | 4\% | (7) | 8\% | (12) | 7\% | (12) | 13\% | (20) | 46\% | (71) | 154 |
| Employ: Unemployed | 19\% (17) | 7\% | (7) | 18\% | (16) | 4\% | (4) | 24\% | (22) | 27\% | (25) | 91 |
| Employ: Other | 27\% (20) | 10\% | (8) | 20\% | (15) | 4\% | (3) | 11\% | (8) | 27\% | (20) | 73 |
| Military HH: Yes | 31\% (39) | 14\% | (18) | 13\% | (17) | 4\% | (5) | 10\% | (12) | 28\% | (36) | 127 |
| Military HH: No | 31\% (228) | 14\% | (104) | 15\% | (107) | 7\% | (50) | 14\% | (104) | 19\% | (140) | 733 |
| RD/WT: Right Direction | 35\% (88) | 18\% | (46) | 15\% | (38) | 8\% | (20) | 10\% | (24) | 14\% | (36) | 252 |
| RD/WT: Wrong Track | 30\% (179) | 12\% | (76) | 14\% | (86) | 6\% | (35) | 15\% | (92) | 23\% | (140) | 608 |

Continued on next page

Table HR3: And, about how often do you watch late-night talk shows on platforms like YouTube or Facebook after they have aired?

| Demographic | Multiple times a week |  | Once a week |  | Several times per month |  | About once per month |  | Less often than once per month |  | Never |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $31 \%$ | (268) | 14\% | (122) | 14\% | (124) | 6\% | (54) | 13\% | (116) | 20\% | (176) | 860 |
| Trump Job Approve | 35\% | (84) | 12\% | (29) | 16\% | (37) | 9\% | (22) | 12\% | (29) | 15\% | (37) | 238 |
| Trump Job Disapprove | 30\% | (181) | 15\% | (90) | 14\% | (86) | 5\% | (32) | $14 \%$ | (82) | 22\% | (133) | 604 |
| Trump Job Strongly Approve | 49\% | (51) | 10\% | (10) | 6\% | (6) | 9\% | (10) | 9\% | (9) | 17\% | (18) | 104 |
| Trump Job Somewhat Approve | 25\% | (33) | 14\% | (19) | 23\% | (31) | 9\% | (12) | 15\% | (20) | $14 \%$ | (19) | 134 |
| Trump Job Somewhat Disapprove | 16\% | (21) | 27\% | (37) | 20\% | (27) | 3\% | (4) | 13\% | (17) | $21 \%$ | (29) | 136 |
| Trump Job Strongly Disapprove | 34\% | (159) | $11 \%$ | (52) | 13\% | (59) | 6\% | (28) | $14 \%$ | (65) | 22\% | (104) | 468 |
| Favorable of Trump | 33\% | (79) | 15\% | (36) | 17\% | (41) | 9\% | (21) | $12 \%$ | (28) | 15\% | (36) | 240 |
| Unfavorable of Trump | $31 \%$ | (183) | 13\% | (76) | 13\% | (77) | 6\% | (34) | $14 \%$ | (84) | 23\% | (136) | 590 |
| Very Favorable of Trump | 48\% | (55) | 7\% | (8) | 10\% | (12) | 10\% | (12) | 9\% | (10) | 15\% | (18) | 115 |
| Somewhat Favorable of Trump | 19\% | (24) | 22\% | (28) | $24 \%$ | (30) | 7\% | (9) | $14 \%$ | (18) | $14 \%$ | (18) | 126 |
| Somewhat Unfavorable of Trump | $21 \%$ | (19) | 19\% | (17) | 13\% | (11) | 3\% | (3) | 18\% | (16) | 27\% | (24) | 90 |
| Very Unfavorable of Trump | 33\% | (164) | 12\% | (60) | 13\% | (66) | 6\% | (31) | 14\% | (68) | 22\% | (112) | 499 |
| \#1 Issue: Economy | 36\% | (87) | 15\% | (36) | 15\% | (36) | 5\% | (12) | 15\% | (37) | $14 \%$ | (33) | 241 |
| \#1 Issue: Security | 35\% | (39) | $11 \%$ | (12) | 14\% | (16) | 7\% | (8) | $14 \%$ | (16) | 20\% | (22) | 113 |
| \#1 Issue: Health Care | 26\% | (43) | 13\% | (22) | 15\% | (25) | 9\% | (16) | 12\% | (21) | 24\% | (40) | 167 |
| \#1 Issue: Medicare / Social Security | 19\% | (22) | 9\% | (10) | 14\% | (16) | 5\% | (6) | $11 \%$ | (12) | 42\% | (47) | 113 |
| \#1 Issue: Women's Issues | 40\% | (24) | $21 \%$ | (13) | 9\% | (5) | 7\% | (4) | 11\% | (7) | 12\% | (7) | 60 |
| \#1 Issue: Education | 23\% | (17) | $21 \%$ | (15) | 17\% | (12) | 8\% | (5) | 20\% | (14) | 11\% | (8) | 71 |
| \#1 Issue: Energy | 46\% | (27) | 18\% | (11) | 12\% | (7) | $4 \%$ | (2) | $7 \%$ | (4) | 13\% | (8) | 58 |
| \#1 Issue: Other | 25\% | (9) | 9\% | (3) | 18\% | (7) | 4\% | (1) | 16\% | (6) | 28\% | (11) | 37 |
| 2018 House Vote: Democrat | 33\% | (150) | 13\% | (56) | 12\% | (54) | 6\% | (28) | 13\% | (57) | 23\% | (103) | 447 |
| 2018 House Vote: Republican | 29\% | (43) | 17\% | (26) | 14\% | (21) | 10\% | (15) | 10\% | (14) | 19\% | (28) | 148 |
| 2018 House Vote: Someone else | 25\% | (11) | 25\% | (11) | 16\% | (7) | 1\% | (1) | 27\% | (12) | $4 \%$ | (2) | 42 |
| 2018 House Vote: Didnt Vote | 28\% | (60) | 14\% | (30) | 19\% | (42) | 5\% | (10) | 15\% | (32) | 20\% | (43) | 217 |
| 2016 Vote: Hillary Clinton | 33\% | (132) | 13\% | (50) | 14\% | (54) | 5\% | (19) | 12\% | (48) | 23\% | (90) | 394 |
| 2016 Vote: Donald Trump | 32\% | (49) | 22\% | (34) | 13\% | (20) | 10\% | (15) | 9\% | (15) | $14 \%$ | (23) | 157 |
| 2016 Vote: Someone else | $24 \%$ | (16) | 16\% | (11) | 20\% | (13) | 6\% | (4) | 16\% | (11) | 17\% | (12) | 67 |
| 2016 Vote: Didnt Vote | 28\% | (67) | 11\% | (27) | 15\% | (36) | 7\% | (16) | 18\% | (42) | 21\% | (51) | 239 |
| Voted in 2014: Yes | 32\% | (173) | 15\% | (83) | 12\% | (65) | 6\% | (30) | 13\% | (72) | 23\% | (123) | 547 |
| Voted in 2014: No | 30\% | (95) | 12\% | (39) | 19\% | (59) | 8\% | (24) | $14 \%$ | (44) | 17\% | (53) | 313 |

[^6]Table HR3: And, about how often do you watch late-night talk shows on platforms like YouTube or Facebook after they have aired?

| Demographic | Multiple times a week |  | Once a week |  | Several times per month |  | About once per month |  | Less often than once per month |  | Never |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 31\% | (268) | 14\% | (122) | 14\% | (124) | 6\% | (54) | 13\% | (116) | 20\% | (176) | 860 |
| 2012 Vote: Barack Obama | 33\% | (142) | 14\% | (61) | 12\% | (53) | 5\% | (22) | 12\% | (52) | 24\% | (106) | 436 |
| 2012 Vote: Mitt Romney | 23\% | (26) | 19\% | (21) | 12\% | (14) | 8\% | (10) | 16\% | (19) | 21\% | (24) | 115 |
| 2012 Vote: Other | 34\% | (6) | 6\% | (1) | 26\% | (5) | 3\% | (1) | 16\% | (3) | 14\% | (3) | 19 |
| 2012 Vote: Didn't Vote | 32\% | (93) | 14\% | (39) | 18\% | (52) | 8\% | (22) | 14\% | (41) | 15\% | (42) | 289 |
| 4-Region: Northeast | 28\% | (43) | 15\% | (24) | 19\% | (29) | 7\% | (11) | 7\% | (11) | 24\% | (37) | 154 |
| 4-Region: Midwest | 26\% | (48) | 13\% | (23) | 15\% | (27) | 4\% | (8) | 23\% | (42) | 20\% | (37) | 184 |
| 4-Region: South | $31 \%$ | (91) | 16\% | (45) | 12\% | (35) | 8\% | (24) | 12\% | (35) | 21\% | (62) | 292 |
| 4-Region: West | 37\% | (86) | 13\% | (30) | 14\% | (33) | 5\% | (12) | 12\% | (28) | 18\% | (41) | 230 |
| TV shows: Every day | 37\% | (185) | 10\% | (51) | $11 \%$ | (57) | 6\% | (30) | 13\% | (67) | 22\% | (111) | 502 |
| TV shows: Several times per week | 25\% | (53) | 20\% | (43) | 18\% | (38) | 9\% | (20) | $12 \%$ | (25) | 16\% | (34) | 213 |
| TV shows: About once per week | 17\% | (9) | 37\% | (18) | 17\% | (8) | $4 \%$ | (2) | $4 \%$ | (2) | 21\% | (10) | 50 |
| TV shows: Several times per month | $31 \%$ | (13) | 13\% | (5) | $24 \%$ | (10) | - | (0) | 20\% | (8) | 12\% | (5) | 42 |
| TV shows: About once per month | 10\% | (1) | 22\% | (2) | 42\% | (5) | $12 \%$ | (1) | 3\% | (0) | $11 \%$ | (1) | 11 |
| TV shows: Less often than once per month | 13\% | (2) | 5\% | (1) | 5\% | (1) | - | (0) | 40\% | (6) | 37\% | (6) | 15 |
| TV shows: Never | 19\% | (5) | 2\% | (0) | 20\% | (5) | 2\% | (1) | 26\% | (7) | $31 \%$ | (8) | 27 |
| Movies: Every day | 51\% | (94) | 10\% | (19) | 14\% | (26) | 6\% | (11) | 8\% | (15) | 11\% | (19) | 184 |
| Movies: Several times per week | 30\% | (82) | 21\% | (56) | 14\% | (37) | 7\% | (19) | 13\% | (34) | 15\% | (42) | 270 |
| Movies: About once per week | 31\% | (50) | 18\% | (30) | $11 \%$ | (19) | 6\% | (9) | 12\% | (20) | 22\% | (36) | 165 |
| Movies: Several times per month | $21 \%$ | (25) | 6\% | (7) | 20\% | (23) | 9\% | (11) | 15\% | (18) | 29\% | (33) | 116 |
| Movies: About once per month | 17\% | (9) | 1\% | (1) | $24 \%$ | (14) | $4 \%$ | (2) | 15\% | (8) | 39\% | (22) | 56 |
| Movies: Less often than once per month | 14\% | (7) | 20\% | (10) | 8\% | (4) | - | (0) | 32\% | (16) | 25\% | (12) | 48 |
| Movies: Never | - | (0) | 2\% | (0) | 5\% | (1) | $11 \%$ | (2) | 26\% | (5) | 56\% | (11) | 20 |
| Sports: Every day | 53\% | (48) | 9\% | (8) | 16\% | (14) | 7\% | (6) | 6\% | (5) | 9\% | (9) | 91 |
| Sports: Several times per week | 37\% | (59) | 18\% | (29) | 12\% | (18) | 3\% | (6) | $14 \%$ | (23) | 15\% | (25) | 160 |
| Sports: About once per week | 29\% | (40) | 22\% | (30) | 15\% | (20) | 6\% | (8) | 8\% | (11) | 21\% | (28) | 137 |
| Sports: Several times per month | 27\% | (26) | 6\% | (6) | 13\% | (13) | 11\% | (10) | 17\% | (17) | 26\% | (26) | 97 |
| Sports: About once per month | 30\% | (25) | 18\% | (14) | 13\% | (11) | 9\% | (7) | 12\% | (10) | 18\% | (15) | 82 |
| Sports: Less often than once per month | 25\% | (33) | 13\% | (17) | 14\% | (18) | 5\% | (7) | 23\% | (31) | 20\% | (27) | 134 |
| Sports: Never | 22\% | (36) | 11\% | (17) | 19\% | (29) | 6\% | (10) | 12\% | (20) | 30\% | (47) | 159 |

Continued on next page

Table HR3: And, about how often do you watch late-night talk shows on platforms like YouTube or Facebook after they have aired?

| Demographic | Multiple times a week | Once a week |  | Several times per month |  | About once per month |  | Less often than once per month |  | Never |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 31\% (268) | 14\% | (122) | 14\% | (124) | 6\% | (54) | 13\% | (116) | 20\% | (176) | 860 |
| Cable: I currently subscribe | 35\% (171) | 14\% | (68) | 12\% | (61) | 7\% | (32) | 13\% | (66) | 19\% | (93) | 491 |
| Cable: I subscribed in the past | 25\% (71) | 15\% | (44) | 17\% | (49) | 7\% | (20) | 15\% | (42) | 21\% | (62) | 288 |
| Cable: I have never subscribed | 32\% (26) | 13\% | (10) | 17\% | (14) | 3\% | (3) | 9\% | (8) | 26\% | (21) | 81 |
| Satellite television: I currently subscribe | 38\% (79) | 13\% | (27) | 16\% | (34) | 4\% | (8) | 14\% | (30) | 15\% | (31) | 207 |
| Satellite television: I subscribed in the past | 30\% (73) | 19\% | (46) | 15\% | (37) | 9\% | (23) | 12\% | (29) | 15\% | (37) | 245 |
| Satellite television: I have never subscribed | 28\% (116) | 12\% | (49) | 13\% | (53) | 6\% | (24) | 14\% | (57) | 27\% | (108) | 407 |
| Streaming service: I currently subscribe | 36\% (217) | 14\% | (84) | 16\% | (96) | 7\% | (42) | 12\% | (73) | 15\% | (89) | 601 |
| Streaming service: I subscribed in the past | 29\% (31) | 28\% | (30) | 10\% | (10) | 4\% | (5) | 15\% | (16) | 13\% | (14) | 107 |
| Streaming service: I have never subscribed | 12\% (19) | 5\% | (8) | 12\% | (18) | 5\% | (8) | 18\% | (26) | 48\% | (73) | 151 |
| Film: An avid fan | 38\% (162) | 16\% | (67) | 14\% | (60) | 4\% | (17) | 12\% | (52) | 16\% | (66) | 425 |
| Film: A casual fan | 25\% (103) | 12\% | (50) | 15\% | (62) | 9\% | (35) | 13\% | (53) | 25\% | (103) | 406 |
| Film: Not a fan | 9\% (2) | 20\% | (6) | 5\% | (1) | 9\% | (2) | 35\% | (10) | 23\% | (7) | 28 |
| Television: An avid fan | 35\% (191) | 15\% | (80) | 12\% | (66) | 5\% | (29) | 13\% | (69) | $21 \%$ | (113) | 548 |
| Television: A casual fan | 25\% (73) | 13\% | (38) | 19\% | (58) | 8\% | (24) | 14\% | (42) | $21 \%$ | (63) | 298 |
| Television: Not a fan | 20\% (3) | 31\% | (5) | 3\% | (0) | 8\% | (1) | $34 \%$ | (5) | $4 \%$ | (1) | 15 |
| Music: An avid fan | 36\% (207) | 15\% | (84) | 14\% | (83) | 5\% | (29) | 13\% | (73) | 17\% | (100) | 576 |
| Music: A casual fan | 21\% (58) | 13\% | (36) | 15\% | (41) | 9\% | (25) | 15\% | (42) | 26\% | (71) | 273 |
| Music: Not a fan | 23\% (3) | 20\% | (2) | - | (0) | 9\% | (1) | 4\% | (0) | 44\% | (5) | 11 |
| Fashion: An avid fan | 52\% (107) | 20\% | (41) | 8\% | (16) | 3\% | (7) | 8\% | (16) | 10\% | (21) | 207 |
| Fashion: A casual fan | 28\% (105) | 10\% | (37) | 19\% | (69) | 8\% | (29) | 14\% | (52) | 22\% | (80) | 372 |
| Fashion: Not a fan | 20\% (56) | 16\% | (45) | 14\% | (39) | 7\% | (19) | 17\% | (48) | 27\% | (75) | 281 |

[^7]Table HR4: And, about how often do you watch Saturday Night Live on TV live?

| Demographic | Once a week |  | Several times per month |  | About once per month |  | Less often than once per month |  | Never |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 37\% | (317) | 23\% | (199) | 14\% | (116) | 17\% | (144) | 9\% | (74) | 851 |
| Gender: Male | 44\% | (195) | $26 \%$ | (115) | 12\% | (53) | $11 \%$ | (50) | 7\% | (29) | 442 |
| Gender: Female | 30\% | (123) | 20\% | (83) | 15\% | (63) | 23\% | (94) | 11\% | (46) | 409 |
| Age: 18-29 | 37\% | (72) | 25\% | (48) | 14\% | (27) | 16\% | (32) | 7\% | (14) | 194 |
| Age: 30-44 | 40\% | (106) | 19\% | (51) | 12\% | (30) | 20\% | (52) | 9\% | (24) | 264 |
| Age: 45-54 | 39\% | (56) | 26\% | (38) | 15\% | (22) | 8\% | (12) | 12\% | (17) | 144 |
| Age: 55-64 | 33\% | (48) | 25\% | (37) | 11\% | (16) | 23\% | (33) | 7\% | (11) | 146 |
| Age: 65+ | 34\% | (34) | 24\% | (25) | 19\% | (20) | 15\% | (15) | 8\% | (8) | 102 |
| Generation Z: 18-21 | 40\% | (22) | 25\% | (14) | 21\% | (12) | 7\% | (4) | 7\% | (4) | 56 |
| Millennial: Age 22-37 | $38 \%$ | (120) | $21 \%$ | (67) | 11\% | (34) | $21 \%$ | (66) | 10\% | (32) | 319 |
| Generation X: Age 38-53 | 41\% | (87) | 24\% | (50) | 16\% | (34) | 11\% | (23) | 9\% | (19) | 213 |
| Boomers: Age 54-72 | $34 \%$ | (81) | 25\% | (61) | 14\% | (34) | 20\% | (48) | 7\% | (18) | 243 |
| PID: Dem (no lean) | 44\% | (176) | 21\% | (83) | 11\% | (46) | 15\% | (62) | 9\% | (37) | 403 |
| PID: Ind (no lean) | 28\% | (75) | 24\% | (64) | 17\% | (47) | $21 \%$ | (58) | 9\% | (25) | 268 |
| PID: Rep (no lean) | 37\% | (66) | 29\% | (52) | 13\% | (24) | 14\% | (25) | 7\% | (12) | 179 |
| PID/Gender: Dem Men | 51\% | (107) | 24\% | (50) | 7\% | (16) | 11\% | (23) | 7\% | (16) | 211 |
| PID/Gender: Dem Women | $36 \%$ | (69) | 17\% | (33) | 16\% | (30) | 20\% | (39) | 11\% | (21) | 192 |
| PID/Gender: Ind Men | 33\% | (43) | 28\% | (37) | 18\% | (23) | 15\% | (20) | 5\% | (7) | 129 |
| PID/Gender: Ind Women | 23\% | (32) | 19\% | (27) | 17\% | (24) | 27\% | (38) | 13\% | (19) | 140 |
| PID/Gender: Rep Men | 43\% | (45) | 28\% | (29) | 15\% | (15) | 7\% | (8) | 6\% | (6) | 103 |
| PID/Gender: Rep Women | 28\% | (22) | 30\% | (23) | 12\% | (9) | 23\% | (17) | 7\% | (6) | 77 |
| Ideo: Liberal (1-3) | $36 \%$ | (135) | 24\% | (93) | 13\% | (49) | 15\% | (58) | 12\% | (45) | 381 |
| Ideo: Moderate (4) | 39\% | (83) | 26\% | (55) | 13\% | (28) | 16\% | (33) | 5\% | (11) | 211 |
| Ideo: Conservative (5-7) | 38\% | (74) | 21\% | (40) | 13\% | (25) | $21 \%$ | (40) | 7\% | (14) | 194 |
| Educ: < College | 37\% | (198) | 23\% | (121) | 14\% | (77) | 18\% | (94) | 8\% | (41) | 530 |
| Educ: Bachelors degree | 38\% | (85) | 25\% | (55) | 12\% | (26) | 15\% | (34) | 10\% | (21) | 221 |
| Educ: Post-grad | 35\% | (35) | 24\% | (24) | 14\% | (14) | 16\% | (16) | 12\% | (12) | 100 |
| Income: Under 50k | 37\% | (179) | $21 \%$ | (103) | 15\% | (73) | 18\% | (87) | 9\% | (42) | 483 |
| Income: 50 k -100k | $37 \%$ | (92) | 30\% | (73) | 11\% | (26) | 13\% | (33) | 10\% | (24) | 249 |
| Income: $100 \mathrm{k}+$ | $39 \%$ | (46) | 19\% | (22) | 15\% | (17) | 20\% | (24) | 7\% | (9) | 119 |

Continued on next page

Table HR4: And, about how often do you watch Saturday Night Live on TV live?

| Demographic | Once a week |  | Several times per month |  | About once per month |  | Less often than once per month |  | Never |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 37\% | (317) | 23\% | (199) | 14\% | (116) | 17\% | (144) | 9\% | (74) | 851 |
| Ethnicity: White | 38\% | (236) | 22\% | (136) | 14\% | (85) | 18\% | (114) | $9 \%$ | (55) | 626 |
| Ethnicity: Hispanic | 47\% | (80) | 17\% | (29) | 10\% | (18) | 20\% | (35) | 6\% | (10) | 171 |
| Ethnicity: Afr. Am. | 35\% | (43) | 30\% | (37) | 10\% | (13) | 13\% | (16) | 12\% | (14) | 123 |
| Ethnicity: Other | 37\% | (38) | 25\% | (25) | 19\% | (19) | 14\% | (14) | 5\% | (5) | 102 |
| Relig: Protestant | 43\% | (75) | 21\% | (36) | 15\% | (27) | $11 \%$ | (19) | 11\% | (19) | 177 |
| Relig: Roman Catholic | 44\% | (69) | 25\% | (38) | 12\% | (18) | 18\% | (28) | $2 \%$ | (3) | 157 |
| Relig: Something Else | 30\% | (28) | 25\% | (24) | 16\% | (15) | 20\% | (18) | 9\% | (9) | 94 |
| Relig: Jewish | $34 \%$ | (10) | 35\% | (10) | 9\% | (3) | 13\% | (4) | 8\% | (2) | 29 |
| Relig: Evangelical | 41\% | (129) | 23\% | (72) | 13\% | (43) | 16\% | (51) | 7\% | (21) | 316 |
| Relig: Non-Evang. Catholics | 39\% | (44) | 23\% | (26) | 16\% | (18) | 13\% | (15) | 9\% | (10) | 112 |
| Relig: All Christian | 40\% | (172) | 23\% | (99) | 14\% | (60) | 15\% | (66) | 7\% | (30) | 427 |
| Relig: All Non-Christian | 38\% | (21) | 24\% | (13) | 16\% | (9) | 15\% | (8) | 7\% | (4) | 54 |
| Community: Urban | 39\% | (103) | 24\% | (65) | 14\% | (37) | 14\% | (38) | 8\% | (22) | 265 |
| Community: Suburban | 37\% | (145) | 24\% | (92) | 14\% | (52) | 17\% | (67) | 8\% | (30) | 386 |
| Community: Rural | 35\% | (70) | 21\% | (42) | 13\% | (27) | 20\% | (39) | 11\% | (22) | 199 |
| Employ: Private Sector | 43\% | (139) | 25\% | (82) | 9\% | (29) | 16\% | (51) | 6\% | (20) | 320 |
| Employ: Government | 16\% | (8) | 41\% | (20) | 12\% | (6) | $21 \%$ | (10) | 11\% | (5) | 49 |
| Employ: Self-Employed | 40\% | (30) | 20\% | (15) | 17\% | (12) | 18\% | (13) | $4 \%$ | (3) | 73 |
| Employ: Homemaker | 45\% | (27) | 15\% | (9) | 12\% | (7) | 13\% | (7) | 15\% | (9) | 59 |
| Employ: Student | $32 \%$ | (15) | $32 \%$ | (14) | 20\% | (9) | 8\% | (4) | 9\% | (4) | 45 |
| Employ: Retired | 35\% | (49) | 23\% | (33) | 17\% | (25) | 14\% | (20) | 11\% | (15) | 142 |
| Employ: Unemployed | 24\% | (22) | 17\% | (16) | 10\% | (10) | $33 \%$ | (31) | 16\% | (14) | 93 |
| Employ: Other | 41\% | (29) | 16\% | (11) | 27\% | (19) | $11 \%$ | (8) | 5\% | (4) | 70 |
| Military HH: Yes | 37\% | (51) | 21\% | (29) | 16\% | (21) | 17\% | (24) | 9\% | (12) | 136 |
| Military HH: No | 37\% | (266) | 24\% | (170) | 13\% | (95) | 17\% | (121) | $9 \%$ | (63) | 715 |
| RD/WT: Right Direction | 39\% | (94) | 28\% | (67) | 14\% | (34) | 14\% | (33) | 6\% | (13) | 242 |
| RD/WT: Wrong Track | 37\% | (223) | 22\% | (131) | 14\% | (82) | 18\% | (111) | 10\% | (61) | 609 |
| Trump Job Approve | 42\% | (98) | 24\% | (55) | 15\% | (35) | 12\% | (28) | 7\% | (15) | 232 |
| Trump Job Disapprove | 36\% | (212) | 23\% | (138) | 13\% | (78) | 18\% | (110) | 10\% | (57) | 595 |

[^8]Table HR4: And, about how often do you watch Saturday Night Live on TV live?

| Demographic | Once a week |  | Several times per month |  | About once per month |  | Less often than once per month |  | Never |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 37\% | (317) | 23\% | (199) | 14\% | (116) | 17\% | (144) | 9\% | (74) | 851 |
| Trump Job Strongly Approve | 43\% | (44) | 19\% | (20) | 16\% | (16) | 14\% | (14) | 7\% | (7) | 101 |
| Trump Job Somewhat Approve | 42\% | (55) | 27\% | (36) | 14\% | (19) | 10\% | (14) | 6\% | (8) | 131 |
| Trump Job Somewhat Disapprove | 31\% | (40) | 36\% | (47) | 8\% | (11) | 23\% | (29) | 3\% | (3) | 131 |
| Trump Job Strongly Disapprove | 37\% | (173) | 20\% | (91) | 14\% | (67) | 17\% | (80) | 12\% | (54) | 465 |
| Favorable of Trump | 40\% | (90) | 22\% | (50) | 18\% | (40) | 13\% | (29) | 6\% | (15) | 224 |
| Unfavorable of Trump | 36\% | (211) | 24\% | (139) | 12\% | (73) | 18\% | (107) | 10\% | (58) | 588 |
| Very Favorable of Trump | 43\% | (50) | 17\% | (20) | 18\% | (22) | 14\% | (16) | 8\% | (9) | 117 |
| Somewhat Favorable of Trump | 37\% | (40) | 28\% | (30) | 17\% | (19) | 12\% | (13) | 5\% | (6) | 106 |
| Somewhat Unfavorable of Trump | 37\% | (35) | 28\% | (27) | 7\% | (6) | 23\% | (22) | 4\% | (4) | 94 |
| Very Unfavorable of Trump | 36\% | (176) | 23\% | (112) | 14\% | (67) | 17\% | (85) | 11\% | (55) | 494 |
| \#1 Issue: Economy | 35\% | (85) | 25\% | (60) | 13\% | (31) | 19\% | (46) | 8\% | (20) | 242 |
| \#1 Issue: Security | 46\% | (48) | 22\% | (23) | 10\% | (10) | 12\% | (13) | 9\% | (9) | 103 |
| \#1 Issue: Health Care | 41\% | (72) | 23\% | (41) | 11\% | (19) | 19\% | (34) | 6\% | (11) | 177 |
| \#1 Issue: Medicare / Social Security | 35\% | (38) | 29\% | (31) | 19\% | (20) | 8\% | (8) | 10\% | (11) | 109 |
| \#1 Issue: Women's Issues | 39\% | (21) | 18\% | (10) | 13\% | (7) | 19\% | (10) | 11\% | (6) | 54 |
| \#1 Issue: Education | 26\% | (19) | 23\% | (17) | 20\% | (14) | 22\% | (16) | 9\% | (6) | 72 |
| \#1 Issue: Energy | 34\% | (19) | 15\% | (8) | 14\% | (8) | 21\% | (11) | 16\% | (9) | 54 |
| \#1 Issue: Other | 40\% | (15) | $21 \%$ | (8) | 18\% | (7) | 16\% | (6) | 5\% | (2) | 38 |
| 2018 House Vote: Democrat | 37\% | (164) | 26\% | (117) | 11\% | (50) | 14\% | (63) | 11\% | (49) | 444 |
| 2018 House Vote: Republican | 41\% | (62) | 24\% | (36) | 15\% | (23) | 14\% | (21) | 6\% | (10) | 152 |
| 2018 House Vote: Someone else | 54\% | (24) | 3\% | (1) | 8\% | (3) | 32\% | (15) | 3\% | (1) | 45 |
| 2018 House Vote: Didnt Vote | 30\% | (61) | 21\% | (43) | 20\% | (40) | 22\% | (45) | 7\% | (14) | 204 |
| 2016 Vote: Hillary Clinton | 40\% | (146) | 23\% | (85) | 11\% | (42) | 15\% | (55) | 11\% | (40) | 369 |
| 2016 Vote: Donald Trump | 40\% | (72) | 28\% | (50) | 16\% | (28) | 11\% | (20) | 5\% | (9) | 178 |
| 2016 Vote: Someone else | 40\% | (32) | 22\% | (18) | 10\% | (8) | 20\% | (16) | 7\% | (5) | 80 |
| 2016 Vote: Didnt Vote | 29\% | (63) | 21\% | (46) | 17\% | (38) | 24\% | (53) | 9\% | (21) | 220 |
| Voted in 2014: Yes | 38\% | (209) | 25\% | (137) | 13\% | (70) | 15\% | (82) | 9\% | (48) | 545 |
| Voted in 2014: No | 35\% | (108) | 20\% | (62) | 15\% | (46) | 21\% | (63) | 9\% | (27) | 306 |

Continued on next page

Table HR4: And, about how often do you watch Saturday Night Live on TV live?

| Demographic | Once a week |  | Several times per month |  | About once per month |  | Less often than once per month |  | Never |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 37\% | (317) | 23\% | (199) | 14\% | (116) | 17\% | (144) | 9\% | (74) | 851 |
| 2012 Vote: Barack Obama | 41\% | (174) | 24\% | (102) | 12\% | (49) | 15\% | (63) | 9\% | (37) | 425 |
| 2012 Vote: Mitt Romney | $34 \%$ | (40) | 22\% | (26) | 19\% | (23) | 19\% | (22) | 6\% | (8) | 118 |
| 2012 Vote: Other | 37\% | (9) | 6\% | (1) | 11\% | (3) | 26\% | (6) | 20\% | (5) | 24 |
| 2012 Vote: Didn't Vote | $33 \%$ | (95) | 25\% | (70) | 15\% | (42) | 18\% | (52) | 9\% | (25) | 284 |
| 4-Region: Northeast | 43\% | (73) | 16\% | (27) | 15\% | (25) | 20\% | (34) | 7\% | (11) | 170 |
| 4 -Region: Midwest | $31 \%$ | (53) | 27\% | (46) | 16\% | (27) | 17\% | (30) | 10\% | (16) | 172 |
| 4-Region: South | 37\% | (100) | 27\% | (74) | 11\% | (31) | 18\% | (50) | 6\% | (17) | 272 |
| 4-Region: West | 39\% | (92) | 22\% | (51) | 14\% | (34) | $13 \%$ | (30) | 12\% | (29) | 237 |
| TV shows: Every day | 44\% | (212) | 23\% | (108) | 13\% | (64) | 13\% | (63) | 6\% | (31) | 479 |
| TV shows: Several times per week | $31 \%$ | (67) | 22\% | (48) | 13\% | (29) | $24 \%$ | (53) | $11 \%$ | (23) | 220 |
| TV shows: About once per week | 14\% | (8) | 44\% | (25) | 21\% | (12) | $11 \%$ | (6) | 10\% | (6) | 58 |
| TV shows: Several times per month | 36\% | (13) | 17\% | (6) | 18\% | (6) | $21 \%$ | (7) | 7\% | (2) | 35 |
| TV shows: About once per month | 26\% | (4) | $32 \%$ | (4) | - | (0) | 26\% | (4) | 16\% | (2) | 14 |
| TV shows: Less often than once per month | 28\% | (5) | 6\% | (1) | 18\% | (3) | $34 \%$ | (6) | 14\% | (3) | 18 |
| TV shows: Never | 29\% | (8) | 23\% | (6) | 6\% | (2) | 16\% | (4) | 26\% | (7) | 27 |
| Movies: Every day | 51\% | (93) | 24\% | (44) | 12\% | (23) | 6\% | (12) | 5\% | (10) | 181 |
| Movies: Several times per week | 42\% | (112) | 26\% | (69) | 12\% | (33) | $11 \%$ | (29) | 8\% | (22) | 265 |
| Movies: About once per week | 29\% | (45) | 26\% | (40) | 16\% | (24) | 24\% | (37) | 5\% | (8) | 155 |
| Movies: Several times per month | 26\% | (31) | 21\% | (25) | 18\% | (21) | 25\% | (30) | 10\% | (12) | 119 |
| Movies: About once per month | 29\% | (13) | $11 \%$ | (5) | 13\% | (6) | 28\% | (13) | 19\% | (9) | 46 |
| Movies: Less often than once per month | 20\% | (11) | 19\% | (11) | 13\% | (8) | $34 \%$ | (20) | 13\% | (8) | 58 |
| Movies: Never | 40\% | (11) | 14\% | (4) | 9\% | (2) | 12\% | (3) | 25\% | (7) | 26 |
| Sports: Every day | 65\% | (61) | 31\% | (29) | $4 \%$ | (3) | - | (0) | - | (0) | 94 |
| Sports: Several times per week | 51\% | (85) | 26\% | (43) | 13\% | (21) | 5\% | (9) | 5\% | (8) | 167 |
| Sports: About once per week | 44\% | (57) | 26\% | (34) | 13\% | (17) | 12\% | (15) | 5\% | (7) | 130 |
| Sports: Several times per month | 23\% | (19) | 20\% | (17) | 22\% | (19) | 24\% | (21) | 10\% | (9) | 85 |
| Sports: About once per month | 28\% | (18) | 28\% | (18) | 23\% | (15) | 18\% | (11) | 3\% | (2) | 65 |
| Sports: Less often than once per month | 23\% | (33) | 19\% | (27) | 15\% | (21) | $34 \%$ | (48) | 10\% | (14) | 142 |
| Sports: Never | 26\% | (43) | 18\% | (30) | 12\% | (20) | $24 \%$ | (41) | 20\% | (34) | 168 |

[^9]Table HR4: And, about how often do you watch Saturday Night Live on TV live?

| Demographic | Once a week |  | Several times per month |  | About once per month |  | Less often than once per month |  | Never |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 37\% | (317) | 23\% | (199) | 14\% | (116) | 17\% | (144) | 9\% | (74) | 851 |
| Cable: I currently subscribe | 43\% | (208) | 26\% | (124) | $14 \%$ | (66) | 13\% | (61) | 6\% | (27) | 486 |
| Cable: I subscribed in the past | 29\% | (80) | 23\% | (64) | 13\% | (37) | 25\% | (68) | 9\% | (26) | 275 |
| Cable: I have never subscribed | 32\% | (29) | 12\% | (11) | 16\% | (14) | 17\% | (15) | 24\% | (22) | 91 |
| Satellite television: I currently subscribe | 42\% | (81) | 27\% | (51) | 12\% | (24) | $14 \%$ | (27) | 5\% | (10) | 193 |
| Satellite television: I subscribed in the past | 36\% | (85) | 28\% | (66) | 13\% | (31) | 13\% | (32) | 10\% | (24) | 238 |
| Satellite television: I have never subscribed | 36\% | (151) | 19\% | (81) | 15\% | (62) | 20\% | (86) | 10\% | (40) | 419 |
| Streaming service: I currently subscribe | 39\% | (237) | 22\% | (134) | 13\% | (78) | 16\% | (98) | 9\% | (55) | 601 |
| Streaming service: I subscribed in the past | 30\% | (29) | $32 \%$ | (31) | 13\% | (13) | 15\% | (14) | 9\% | (9) | 96 |
| Streaming service: I have never subscribed | 33\% | (51) | 22\% | (34) | 17\% | (26) | $21 \%$ | (32) | 7\% | (11) | 154 |
| Film: An avid fan | 42\% | (187) | 25\% | (109) | $11 \%$ | (49) | 13\% | (56) | 9\% | (41) | 442 |
| Film: A casual fan | $32 \%$ | (118) | 23\% | (82) | 17\% | (63) | 20\% | (72) | 8\% | (27) | 363 |
| Film: Not a fan | 27\% | (13) | 16\% | (7) | 9\% | (4) | $34 \%$ | (16) | 13\% | (6) | 47 |
| Television: An avid fan | 45\% | (234) | 24\% | (125) | 11\% | (55) | $14 \%$ | (71) | 7\% | (38) | 524 |
| Television: A casual fan | 26\% | (79) | 23\% | (72) | 19\% | (57) | $21 \%$ | (64) | 11\% | (32) | 305 |
| Television: Not a fan | 14\% | (3) | $9 \%$ | (2) | 18\% | (4) | $39 \%$ | (9) | 20\% | (4) | 23 |
| Music: An avid fan | 41\% | (241) | 22\% | (132) | $12 \%$ | (72) | 16\% | (94) | 9\% | (51) | 591 |
| Music: A casual fan | 28\% | (70) | 26\% | (65) | 17\% | (41) | 20\% | (50) | 9\% | (21) | 247 |
| Music: Not a fan | 47\% | (6) | 10\% | (1) | 23\% | (3) | 5\% | (1) | 14\% | (2) | 13 |
| Fashion: An avid fan | 51\% | (103) | 25\% | (50) | $11 \%$ | (23) | 9\% | (18) | 5\% | (10) | 204 |
| Fashion: A casual fan | 33\% | (111) | 23\% | (78) | 16\% | (52) | 20\% | (67) | 7\% | (24) | 332 |
| Fashion: Not a fan | 33\% | (103) | 23\% | (71) | 13\% | (42) | 19\% | (59) | 13\% | (41) | 315 |

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

Table HR5: And, about how often do you watch Saturday Night Live on platforms like YouTube or Facebook after they have aired?

| Demographic | Multiple times a week |  | Once a week |  | Several times per month |  | About once per month |  | Less often than once per month |  | Never |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 17\% | (147) | 17\% | (143) | 21\% | (175) | 9\% | (78) | 16\% | (134) | 20\% | (173) | 851 |
| Gender: Male | 20\% | (89) | 22\% | (98) | 20\% | (90) | 5\% | (24) | 11\% | (50) | 21\% | (92) | 442 |
| Gender: Female | 14\% | (59) | 11\% | (45) | 21\% | (85) | 13\% | (55) | 20\% | (84) | 20\% | (81) | 409 |
| Age: 18-29 | 27\% | (53) | 21\% | (41) | $24 \%$ | (46) | 9\% | (18) | 12\% | (24) | 7\% | (13) | 194 |
| Age: 30-44 | 20\% | (52) | 22\% | (57) | 21\% | (56) | $11 \%$ | (29) | 16\% | (41) | 11\% | (29) | 264 |
| Age: 45-54 | 14\% | (21) | 18\% | (26) | 18\% | (25) | 9\% | (14) | 14\% | (21) | 26\% | (38) | 144 |
| Age: 55-64 | 8\% | (12) | 7\% | (11) | 18\% | (27) | 8\% | (12) | 23\% | (34) | 35\% | (51) | 146 |
| Age: 65+ | 10\% | (10) | 8\% | (8) | 21\% | (21) | 6\% | (7) | 14\% | (14) | 41\% | (42) | 102 |
| Generation Z: 18-21 | 29\% | (16) | 21\% | (12) | 30\% | (17) | 13\% | (7) | 5\% | (3) | 2\% | (1) | 56 |
| Millennial: Age 22-37 | 22\% | (69) | 24\% | (76) | 20\% | (65) | 9\% | (28) | 17\% | (53) | 9\% | (28) | 319 |
| Generation X: Age 38-53 | 18\% | (39) | 16\% | (35) | 20\% | (43) | $11 \%$ | (24) | 13\% | (29) | 21\% | (44) | 213 |
| Boomers: Age 54-72 | 9\% | (22) | 7\% | (18) | 19\% | (45) | 8\% | (19) | 19\% | (47) | 38\% | (92) | 243 |
| PID: Dem (no lean) | 18\% | (73) | 20\% | (80) | $21 \%$ | (85) | 9\% | (35) | 12\% | (48) | 20\% | (82) | 403 |
| PID: Ind (no lean) | 16\% | (44) | 14\% | (37) | 21\% | (56) | 9\% | (25) | 19\% | (52) | 20\% | (55) | 268 |
| PID: Rep (no lean) | 17\% | (31) | 15\% | (27) | 19\% | (34) | 10\% | (18) | 19\% | (34) | 20\% | (36) | 179 |
| PID/Gender: Dem Men | 20\% | (43) | 26\% | (54) | 21\% | (44) | 6\% | (14) | 8\% | (18) | 19\% | (39) | 211 |
| PID/Gender: Dem Women | 15\% | (30) | 13\% | (26) | 22\% | (42) | 11\% | (22) | 16\% | (31) | 22\% | (43) | 192 |
| PID/Gender: Ind Men | 17\% | (22) | 19\% | (25) | 21\% | (27) | 3\% | (4) | 17\% | (22) | 23\% | (29) | 129 |
| PID/Gender: Ind Women | 16\% | (22) | 9\% | (12) | 21\% | (29) | 15\% | (21) | 21\% | (30) | 18\% | (25) | 140 |
| PID/Gender: Rep Men | 23\% | (24) | 19\% | (19) | 19\% | (20) | 6\% | (6) | 10\% | (10) | 23\% | (23) | 103 |
| PID/Gender: Rep Women | 9\% | (7) | 10\% | (8) | 19\% | (14) | 16\% | (12) | 31\% | (24) | 16\% | (12) | 77 |
| Ideo: Liberal (1-3) | 18\% | (69) | 21\% | (81) | 21\% | (81) | 10\% | (38) | 13\% | (49) | 16\% | (63) | 381 |
| Ideo: Moderate (4) | 15\% | (32) | 18\% | (38) | 16\% | (33) | 6\% | (12) | 18\% | (39) | 27\% | (57) | 211 |
| Ideo: Conservative (5-7) | 18\% | (35) | 10\% | (19) | 26\% | (50) | 9\% | (18) | 18\% | (35) | 20\% | (38) | 194 |
| Educ: < College | 16\% | (82) | 17\% | (89) | 22\% | (116) | 8\% | (43) | 17\% | (88) | 21\% | (112) | 530 |
| Educ: Bachelors degree | 20\% | (44) | 19\% | (43) | 19\% | (43) | 9\% | (20) | 14\% | (30) | 19\% | (42) | 221 |
| Educ: Post-grad | $21 \%$ | (21) | 12\% | (12) | 17\% | (17) | 15\% | (15) | 16\% | (16) | 19\% | (18) | 100 |

Continued on next page

Table HR5: And, about how often do you watch Saturday Night Live on platforms like YouTube or Facebook after they have aired?

| Demographic | Multiple times a week |  | Once a week |  | Several times per month |  | About once per month |  | Less often than once per month |  | Never |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 17\% | (147) | 17\% | (143) | 21\% | (175) | 9\% | (78) | 16\% | (134) | 20\% | (173) | 851 |
| Income: Under 50k | 19\% | (93) | 13\% | (64) | 21\% | (104) | 8\% | (40) | 16\% | (80) | 21\% | (103) | 483 |
| Income: 50k-100k | 16\% | (40) | 23\% | (56) | 18\% | (46) | 10\% | (25) | 15\% | (37) | 18\% | (45) | 249 |
| Income: 100k+ | 12\% | (14) | 20\% | (23) | 21\% | (25) | 11\% | (13) | 15\% | (18) | 21\% | (25) | 119 |
| Ethnicity: White | 15\% | (97) | 15\% | (96) | 18\% | (114) | 10\% | (63) | 18\% | (112) | 23\% | (144) | 626 |
| Ethnicity: Hispanic | 24\% | (41) | 22\% | (38) | 24\% | (41) | 6\% | (10) | 20\% | (34) | 5\% | (8) | 171 |
| Ethnicity: Afr. Am. | 23\% | (28) | 20\% | (25) | 21\% | (26) | 8\% | (10) | 11\% | (14) | 17\% | (21) | 123 |
| Ethnicity: Other | 22\% | (23) | 22\% | (22) | 35\% | (36) | 5\% | (5) | 8\% | (8) | 7\% | (7) | 102 |
| Relig: Protestant | 9\% | (17) | 21\% | (37) | 23\% | (40) | 9\% | (15) | 14\% | (25) | 24\% | (42) | 177 |
| Relig: Roman Catholic | 23\% | (37) | 5\% | (7) | 21\% | (33) | 9\% | (14) | 17\% | (26) | 25\% | (39) | 157 |
| Relig: Something Else | 9\% | (8) | 20\% | (19) | 19\% | (18) | 8\% | (8) | 20\% | (19) | 23\% | (22) | 94 |
| Relig: Jewish | 22\% | (6) | 19\% | (6) | 21\% | (6) | 2\% | (1) | 11\% | (3) | 25\% | (7) | 29 |
| Relig: Evangelical | 13\% | (41) | 16\% | (50) | 20\% | (63) | 8\% | (25) | 15\% | (48) | 28\% | (88) | 316 |
| Relig: Non-Evang. Catholics | 18\% | (21) | 12\% | (13) | 26\% | (29) | 11\% | (12) | 20\% | (22) | 14\% | (16) | 112 |
| Relig: All Christian | 14\% | (62) | 15\% | (63) | $21 \%$ | (91) | 9\% | (37) | 16\% | (70) | 24\% | (104) | 427 |
| Relig: All Non-Christian | 26\% | (14) | 13\% | (7) | 14\% | (7) | 14\% | (8) | 10\% | (5) | 23\% | (13) | 54 |
| Community: Urban | 26\% | (70) | 13\% | (36) | 21\% | (55) | 10\% | (26) | 12\% | (32) | 17\% | (46) | 265 |
| Community: Suburban | 14\% | (52) | 20\% | (77) | 22\% | (84) | 8\% | (31) | 14\% | (55) | 22\% | (86) | 386 |
| Community: Rural | 13\% | (25) | 15\% | (30) | 18\% | (36) | 10\% | (21) | 23\% | (47) | 20\% | (40) | 199 |
| Employ: Private Sector | 19\% | (62) | 23\% | (73) | 18\% | (58) | 9\% | (30) | 17\% | (56) | 13\% | (42) | 320 |
| Employ: Government | 15\% | (7) | 16\% | (8) | 36\% | (18) | 13\% | (6) | 8\% | (4) | 12\% | (6) | 49 |
| Employ: Self-Employed | 17\% | (13) | 24\% | (18) | 18\% | (13) | 8\% | (6) | 13\% | (9) | 20\% | (15) | 73 |
| Employ: Homemaker | 13\% | (8) | 13\% | (8) | 16\% | (9) | 12\% | (7) | 23\% | (13) | 23\% | (14) | 59 |
| Employ: Student | 41\% | (18) | 19\% | (8) | 22\% | (10) | 1\% | (1) | 9\% | (4) | 9\% | (4) | 45 |
| Employ: Retired | 10\% | (15) | 5\% | (7) | 29\% | (41) | 7\% | (10) | 14\% | (20) | 35\% | (50) | 142 |
| Employ: Unemployed | 19\% | (17) | 6\% | (6) | 17\% | (16) | 11\% | (11) | 23\% | (21) | 24\% | (22) | 93 |
| Employ: Other | 12\% | (8) | 21\% | (15) | 15\% | (10) | 12\% | (8) | $11 \%$ | (8) | 30\% | (21) | 70 |
| Military HH: Yes | 15\% | (20) | 11\% | (15) | 25\% | (35) | 10\% | (14) | 19\% | (26) | 19\% | (26) | 136 |
| Military HH: No | 18\% | (127) | 18\% | (128) | 20\% | (141) | 9\% | (65) | 15\% | (108) | 21\% | (147) | 715 |
| RD/WT: Right Direction | 17\% | (41) | 18\% | (44) | 21\% | (50) | 9\% | (23) | 19\% | (45) | 16\% | (39) | 242 |
| RD/WT: Wrong Track | 17\% | (106) | 16\% | (99) | $21 \%$ | (125) | 9\% | (56) | 15\% | (89) | 22\% | (133) | 609 |

[^10]Table HR5: And, about how often do you watch Saturday Night Live on platforms like YouTube or Facebook after they have aired?

| Demographic | Multiple times a week |  | Once a week |  | Several times per month |  | About once per month |  | Less often than once per month |  | Never |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 17\% | (147) | 17\% | (143) | 21\% | (175) | 9\% | (78) | 16\% | (134) | 20\% | (173) | 851 |
| Trump Job Approve | 21\% | (48) | 13\% | (31) | $21 \%$ | (48) | 8\% | (19) | 19\% | (43) | 19\% | (43) | 232 |
| Trump Job Disapprove | 16\% | (97) | 18\% | (109) | 21\% | (122) | 10\% | (58) | 15\% | (88) | 20\% | (122) | 595 |
| Trump Job Strongly Approve | 30\% | (30) | 14\% | (14) | 10\% | (11) | 12\% | (12) | 16\% | (16) | 17\% | (17) | 101 |
| Trump Job Somewhat Approve | 13\% | (17) | 13\% | (17) | 28\% | (37) | $5 \%$ | (7) | 21\% | (27) | 20\% | (26) | 131 |
| Trump Job Somewhat Disapprove | 8\% | (10) | 21\% | (27) | 21\% | (27) | 7\% | (9) | 22\% | (29) | $21 \%$ | (28) | 131 |
| Trump Job Strongly Disapprove | 19\% | (86) | 18\% | (82) | 20\% | (95) | 10\% | (49) | 13\% | (59) | 20\% | (94) | 465 |
| Favorable of Trump | 21\% | (47) | 13\% | (30) | 18\% | (40) | 9\% | (20) | 19\% | (42) | 20\% | (46) | 224 |
| Unfavorable of Trump | 16\% | (95) | 17\% | (101) | 22\% | (127) | 10\% | (56) | 15\% | (91) | 20\% | (119) | 588 |
| Very Favorable of Trump | 25\% | (30) | 12\% | (14) | 16\% | (19) | 12\% | (14) | 16\% | (19) | 19\% | (22) | 117 |
| Somewhat Favorable of Trump | 16\% | (17) | 15\% | (16) | 20\% | (21) | 6\% | (6) | 21\% | (23) | 22\% | (23) | 106 |
| Somewhat Unfavorable of Trump | 12\% | (12) | 16\% | (15) | 16\% | (15) | 7\% | (7) | 23\% | (21) | 25\% | (23) | 94 |
| Very Unfavorable of Trump | 17\% | (83) | 17\% | (85) | 23\% | (112) | 10\% | (50) | 14\% | (70) | 19\% | (96) | 494 |
| \#1 Issue: Economy | 16\% | (39) | 14\% | (34) | 26\% | (64) | $11 \%$ | (25) | 14\% | (34) | 19\% | (47) | 242 |
| \#1 Issue: Security | 21\% | (22) | 15\% | (15) | 16\% | (16) | 12\% | (12) | 20\% | (20) | 17\% | (18) | 103 |
| \#1 Issue: Health Care | 16\% | (28) | 20\% | (36) | 18\% | (32) | 8\% | (14) | 15\% | (27) | 23\% | (41) | 177 |
| \#1 Issue: Medicare / Social Security | 14\% | (15) | 12\% | (13) | 21\% | (23) | 9\% | (10) | 15\% | (16) | 29\% | (31) | 109 |
| \#1 Issue: Women's Issues | 32\% | (18) | 10\% | (5) | 18\% | (10) | 12\% | (7) | 17\% | (9) | $11 \%$ | (6) | 54 |
| \#1 Issue: Education | 17\% | (12) | 23\% | (17) | 20\% | (15) | 6\% | (4) | 21\% | (15) | 13\% | (9) | 72 |
| \#1 Issue: Energy | 16\% | (9) | 34\% | (19) | 20\% | (11) | 9\% | (5) | 12\% | (7) | 9\% | (5) | 54 |
| \#1 Issue: Other | 16\% | (6) | 13\% | (5) | 11\% | (4) | 4\% | (1) | 15\% | (6) | 42\% | (16) | 38 |
| 2018 House Vote: Democrat | 17\% | (75) | 18\% | (80) | 22\% | (98) | 10\% | (43) | 13\% | (57) | 20\% | (91) | 444 |
| 2018 House Vote: Republican | 20\% | (30) | 13\% | (20) | 19\% | (28) | $14 \%$ | (21) | 18\% | (28) | 17\% | (25) | 152 |
| 2018 House Vote: Someone else | $11 \%$ | (5) | 27\% | (12) | 24\% | (11) | 7\% | (3) | 23\% | (10) | 9\% | (4) | 45 |
| 2018 House Vote: Didnt Vote | 16\% | (33) | 15\% | (31) | 19\% | (38) | 6\% | (12) | 19\% | (39) | 25\% | (51) | 204 |
| 2016 Vote: Hillary Clinton | 17\% | (62) | 18\% | (67) | 21\% | (76) | 10\% | (35) | 13\% | (47) | 22\% | (82) | 369 |
| 2016 Vote: Donald Trump | 19\% | (34) | 14\% | (25) | $21 \%$ | (37) | 12\% | (21) | 19\% | (34) | 16\% | (28) | 178 |
| 2016 Vote: Someone else | 14\% | (11) | 22\% | (17) | 34\% | (27) | 7\% | (6) | 9\% | (7) | 15\% | (12) | 80 |
| 2016 Vote: Didnt Vote | 19\% | (41) | 16\% | (34) | 15\% | (32) | $7 \%$ | (16) | 21\% | (45) | 23\% | (51) | 220 |
| Voted in 2014: Yes | 16\% | (85) | 18\% | (97) | 24\% | (128) | 10\% | (53) | 14\% | (78) | 19\% | (105) | 545 |
| Voted in 2014: No | 20\% | (62) | 15\% | (46) | 15\% | (47) | 8\% | (26) | 18\% | (56) | 22\% | (68) | 306 |

Continued on next page

Table HR5: And, about how often do you watch Saturday Night Live on platforms like YouTube or Facebook after they have aired?

| Demographic | Multiple times a week |  | Once a week |  | Several times per month |  | About once per month |  | Less often than once per month |  | Never |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 17\% | (147) | 17\% | (143) | 21\% | (175) | 9\% | (78) | 16\% | (134) | 20\% | (173) | 851 |
| 2012 Vote: Barack Obama | 16\% | (68) | 18\% | (75) | 24\% | (103) | 8\% | (35) | 13\% | (57) | 20\% | (87) | 425 |
| 2012 Vote: Mitt Romney | 14\% | (16) | 19\% | (22) | 18\% | (21) | 10\% | (12) | 19\% | (23) | 21\% | (24) | 118 |
| 2012 Vote: Other | 25\% | (6) | - | (0) | 15\% | (4) | 21\% | (5) | 21\% | (5) | 19\% | (4) | 24 |
| 2012 Vote: Didn't Vote | 20\% | (57) | 16\% | (46) | 17\% | (47) | 9\% | (27) | 18\% | (50) | 20\% | (57) | 284 |
| 4-Region: Northeast | $21 \%$ | (36) | 17\% | (29) | 18\% | (31) | 8\% | (13) | 13\% | (22) | 22\% | (38) | 170 |
| 4-Region: Midwest | 15\% | (26) | 13\% | (22) | 19\% | (32) | 10\% | (17) | 24\% | (41) | 19\% | (33) | 172 |
| 4-Region: South | 16\% | (42) | 16\% | (43) | 24\% | (65) | $11 \%$ | (30) | 15\% | (40) | 19\% | (53) | 272 |
| 4-Region: West | 18\% | (43) | $21 \%$ | (50) | 19\% | (46) | 8\% | (18) | 13\% | (31) | 20\% | (48) | 237 |
| TV shows: Every day | 20\% | (95) | 15\% | (70) | 20\% | (98) | 8\% | (37) | 15\% | (72) | 22\% | (107) | 479 |
| TV shows: Several times per week | 15\% | (32) | 19\% | (42) | 20\% | (44) | 13\% | (29) | 15\% | (32) | 18\% | (39) | 220 |
| TV shows: About once per week | 15\% | (9) | 30\% | (17) | 24\% | (14) | 10\% | (6) | 13\% | (8) | 8\% | (5) | 58 |
| TV shows: Several times per month | 11\% | (4) | 18\% | (6) | 38\% | (13) | $4 \%$ | (2) | 18\% | (6) | 10\% | (3) | 35 |
| TV shows: About once per month | 16\% | (2) | 18\% | (2) | 11\% | (2) | 17\% | (2) | 27\% | (4) | 11\% | (1) | 14 |
| TV shows: Less often than once per month | 27\% | (5) | - | (0) | 16\% | (3) | $12 \%$ | (2) | 28\% | (5) | 17\% | (3) | 18 |
| TV shows: Never | - | (0) | 19\% | (5) | 7\% | (2) | - | (0) | 23\% | (6) | 51\% | (14) | 27 |
| Movies: Every day | 38\% | (70) | 16\% | (29) | 14\% | (25) | 9\% | (16) | 10\% | (17) | 13\% | (24) | 181 |
| Movies: Several times per week | 17\% | (46) | 20\% | (54) | 28\% | (73) | 9\% | (25) | 11\% | (28) | 15\% | (39) | 265 |
| Movies: About once per week | 8\% | (12) | 22\% | (34) | 21\% | (32) | 9\% | (14) | 22\% | (34) | 18\% | (28) | 155 |
| Movies: Several times per month | 10\% | (12) | 11\% | (13) | 17\% | (20) | $11 \%$ | (13) | 20\% | (24) | 32\% | (38) | 119 |
| Movies: About once per month | 2\% | (1) | 6\% | (3) | 19\% | (9) | $11 \%$ | (5) | 23\% | (11) | 39\% | (18) | 46 |
| Movies: Less often than once per month | 8\% | (5) | 11\% | (6) | 25\% | (14) | 3\% | (2) | 29\% | (16) | 23\% | (14) | 58 |
| Movies: Never | 6\% | (2) | 18\% | (5) | 4\% | (1) | 13\% | (4) | 13\% | (3) | 46\% | (12) | 26 |
| Sports: Every day | 47\% | (44) | 15\% | (14) | 15\% | (14) | 3\% | (3) | 8\% | (7) | 12\% | (11) | 94 |
| Sports: Several times per week | 15\% | (25) | 18\% | (30) | 30\% | (50) | 7\% | (11) | 12\% | (21) | 18\% | (30) | 167 |
| Sports: About once per week | 16\% | (20) | 25\% | (32) | 20\% | (26) | 7\% | (8) | 14\% | (18) | 18\% | (24) | 130 |
| Sports: Several times per month | 14\% | (12) | 13\% | (11) | 16\% | (14) | $12 \%$ | (11) | 17\% | (14) | 28\% | (24) | 85 |
| Sports: About once per month | 19\% | (12) | 22\% | (14) | 19\% | (12) | 9\% | (6) | 17\% | (11) | 14\% | (9) | 65 |
| Sports: Less often than once per month | 11\% | (15) | 13\% | (19) | 19\% | (27) | 13\% | (18) | 22\% | (32) | 22\% | (31) | 142 |
| Sports: Never | 11\% | (18) | 13\% | (23) | 19\% | (32) | $12 \%$ | (21) | 18\% | (31) | 26\% | (44) | 168 |

[^11]Table HR5: And, about how often do you watch Saturday Night Live on platforms like YouTube or Facebook after they have aired?

| Demographic | Multiple times a week |  | Once a week |  | Several times per month |  | About once per month |  | Less often than once per month |  | Never |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 17\% | (147) | 17\% | (143) | 21\% | (175) | 9\% | (78) | 16\% | (134) | 20\% | (173) | 851 |
| Cable: I currently subscribe | 20\% | (98) | 17\% | (81) | 21\% | (103) | 9\% | (43) | 14\% | (67) | 19\% | (95) | 486 |
| Cable: I subscribed in the past | 15\% | (41) | 16\% | (45) | 21\% | (57) | 9\% | (23) | 20\% | (54) | 20\% | (54) | 275 |
| Cable: I have never subscribed | 9\% | (9) | 19\% | (18) | 17\% | (15) | $14 \%$ | (12) | 14\% | (13) | 27\% | (24) | 91 |
| Satellite television: I currently subscribe | 24\% | (47) | 16\% | (32) | 15\% | (29) | $14 \%$ | (26) | 13\% | (24) | 18\% | (35) | 193 |
| Satellite television: I subscribed in the past | 16\% | (39) | 20\% | (47) | 24\% | (56) | 8\% | (19) | 18\% | (42) | 15\% | (36) | 238 |
| Satellite television: I have never subscribed | 15\% | (62) | 15\% | (65) | 21\% | (90) | 8\% | (33) | 16\% | (67) | 24\% | (102) | 419 |
| Streaming service: I currently subscribe | 21\% | (128) | 17\% | (104) | 22\% | (130) | 9\% | (52) | 16\% | (96) | 15\% | (90) | 601 |
| Streaming service: I subscribed in the past | 10\% | (10) | 29\% | (28) | 15\% | (14) | 13\% | (13) | 16\% | (15) | 18\% | (17) | 96 |
| Streaming service: I have never subscribed | 6\% | (9) | 8\% | (12) | 20\% | (31) | 9\% | (13) | 15\% | (23) | 43\% | (66) | 154 |
| Film: An avid fan | 24\% | (104) | 16\% | (72) | 22\% | (97) | 8\% | (36) | 14\% | (62) | 16\% | (70) | 442 |
| Film: A casual fan | 10\% | (38) | 19\% | (67) | 19\% | (68) | 11\% | (39) | 16\% | (59) | 25\% | (92) | 363 |
| Film: Not a fan | 13\% | (6) | 8\% | (4) | 22\% | (10) | 8\% | (4) | 27\% | (13) | 23\% | (11) | 47 |
| Television: An avid fan | 19\% | (100) | 18\% | (93) | 22\% | (113) | 8\% | (44) | 14\% | (74) | 19\% | (100) | 524 |
| Television: A casual fan | 14\% | (44) | 15\% | (46) | 19\% | (58) | 11\% | (33) | 18\% | (55) | 23\% | (70) | 305 |
| Television: Not a fan | 15\% | (3) | 22\% | (5) | 20\% | (4) | 8\% | (2) | 25\% | (6) | 10\% | (2) | 23 |
| Music: An avid fan | 22\% | (128) | 18\% | (106) | 19\% | (115) | 8\% | (45) | 15\% | (88) | 18\% | (108) | 591 |
| Music: A casual fan | 8\% | (19) | 14\% | (34) | 22\% | (55) | 13\% | (33) | 18\% | (45) | 25\% | (61) | 247 |
| Music: Not a fan | - | (0) | 23\% | (3) | 43\% | (5) | - | (0) | 5\% | (1) | 29\% | (4) | 13 |
| Fashion: An avid fan | 35\% | (71) | 21\% | (42) | 17\% | (35) | 6\% | (13) | 10\% | (21) | $11 \%$ | (23) | 204 |
| Fashion: A casual fan | 10\% | (34) | 12\% | (41) | 24\% | (81) | 11\% | (36) | 21\% | (68) | 22\% | (72) | 332 |
| Fashion: Not a fan | 13\% | (42) | 19\% | (60) | 19\% | (59) | 10\% | (30) | $14 \%$ | (45) | 25\% | (78) | 315 |

[^12]Table HR6_1: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Jimmy Kimmel

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 26\% (576) | 30\% (655) | 8\% | (176) | 12\% | (257) | 19\% | (421) | 5\% | (115) | 2199 |
| Gender: Male | 27\% (287) | 29\% (313) | 9\% | (94) | 14\% | (146) | 16\% | (171) | 5\% | (50) | 1061 |
| Gender: Female | 25\% (289) | 30\% (342) | 7\% | (82) | 10\% | (111) | 22\% | (249) | 6\% | (65) | 1138 |
| Age: 18-29 | 30\% (121) | 28\% (117) | 7\% | (29) | 8\% | (34) | 17\% | (69) | 10\% | (41) | 411 |
| Age: 30-44 | 29\% (176) | 31\% (184) | 8\% | (50) | 6\% | (38) | 20\% | (122) | 5\% | (30) | 600 |
| Age: 45-54 | 26\% (87) | 30\% (101) | 9\% | (32) | 12\% | (39) | 16\% | (53) | 7\% | (23) | 335 |
| Age: 55-64 | 25\% (105) | 30\% (125) | 6\% | (26) | 16\% | (67) | 19\% | (81) | 3\% | (13) | 417 |
| Age: 65+ | 20\% (86) | 29\% (128) | 9\% | (40) | 18\% | (79) | 22\% | (95) | 2\% | (9) | 436 |
| Generation Z: 18-21 | 38\% (44) | 20\% (23) | $11 \%$ | (13) | 6\% | (7) | 13\% | (15) | 12\% | (14) | 116 |
| Millennial: Age 22-37 | 29\% (189) | 32\% (211) | 7\% | (48) | 7\% | (44) | 19\% | (122) | 7\% | (44) | 657 |
| Generation X: Age 38-53 | 26\% (142) | 29\% (160) | 8\% | (46) | $11 \%$ | (57) | 19\% | (103) | 6\% | (35) | 543 |
| Boomers: Age 54-72 | 24\% (188) | 29\% (227) | 8\% | (58) | 17\% | (132) | 19\% | (147) | 3\% | (20) | 772 |
| PID: Dem (no lean) | 40\% (322) | 33\% (265) | 5\% | (42) | 3\% | (21) | 14\% | (114) | 5\% | (43) | 806 |
| PID: Ind (no lean) | 20\% (150) | 30\% (224) | 8\% | (61) | $11 \%$ | (81) | 25\% | (191) | 6\% | (48) | 754 |
| PID: Rep (no lean) | 16\% (105) | 26\% (166) | $11 \%$ | (73) | 24\% | (156) | 18\% | (116) | 4\% | (24) | 639 |
| PID/Gender: Dem Men | 41\% (162) | 34\% (135) | 7\% | (28) | 3\% | (11) | 10\% | (41) | 5\% | (19) | 395 |
| PID/Gender: Dem Women | 39\% (160) | 32\% (130) | 4\% | (15) | $2 \%$ | (10) | 18\% | (73) | 6\% | (23) | 411 |
| PID/Gender: Ind Men | 21\% (67) | 29\% (94) | 8\% | (27) | 12\% | (38) | 25\% | (81) | 6\% | (18) | 326 |
| PID/Gender: Ind Women | 19\% (82) | 31\% (130) | 8\% | (34) | 10\% | (42) | 26\% | (109) | 7\% | (29) | 427 |
| PID/Gender: Rep Men | 17\% (58) | 25\% (85) | 12\% | (39) | 29\% | (97) | 14\% | (49) | 3\% | (12) | 339 |
| PID/Gender: Rep Women | 16\% (47) | 27\% (82) | $11 \%$ | (33) | 20\% | (59) | 22\% | (67) | $4 \%$ | (13) | 300 |
| Ideo: Liberal (1-3) | 37\% (250) | 39\% (260) | 6\% | (42) | 4\% | (24) | 11\% | (74) | 4\% | (24) | 674 |
| Ideo: Moderate (4) | 29\% (155) | 31\% (171) | 7\% | (40) | 9\% | (47) | 18\% | (98) | 6\% | (33) | 544 |
| Ideo: Conservative (5-7) | 18\% (127) | 24\% (173) | 11\% | (80) | 25\% | (175) | 18\% | (130) | 4\% | (27) | 712 |
| Educ: < College | 26\% (392) | 27\% (412) | 7\% | (112) | $11 \%$ | (167) | 22\% | (329) | 7\% | (99) | 1512 |
| Educ: Bachelors degree | 28\% (126) | 35\% (155) | 9\% | (41) | $14 \%$ | (62) | 12\% | (53) | 2\% | (7) | 444 |
| Educ: Post-grad | 24\% (58) | 36\% (87) | 9\% | (23) | $11 \%$ | (28) | 16\% | (39) | 4\% | (9) | 243 |

[^13]Table HR6_1: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Jimmy Kimmel

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 26\% (576) | 30\% (655) | 8\% | (176) | 12\% | (257) | 19\% | (421) | 5\% | (115) | 2199 |
| Income: Under 50k | 28\% (362) | 27\% (356) | 7\% | (89) | 10\% | (127) | 21\% | (274) | 7\% | (89) | 1297 |
| Income: 50k-100k | 23\% (141) | 33\% (202) | 10\% | (64) | 14\% | (84) | 17\% | (103) | 3\% | (20) | 615 |
| Income: 100k+ | 25\% (73) | 34\% (97) | 8\% | (22) | 16\% | (47) | 15\% | (43) | $2 \%$ | (6) | 287 |
| Ethnicity: White | 24\% (408) | 29\% (506) | 9\% | (148) | 13\% | (232) | 20\% | (349) | 5\% | (80) | 1722 |
| Ethnicity: Hispanic | 37\% (129) | 26\% (92) | 5\% | (18) | 7\% | (24) | 17\% | (61) | 8\% | (26) | 350 |
| Ethnicity: Afr. Am. | 38\% (104) | 32\% (89) | 6\% | (17) | 3\% | (7) | 15\% | (40) | 6\% | (18) | 274 |
| Ethnicity: Other | 32\% (65) | 30\% (60) | 5\% | (11) | 9\% | (18) | 16\% | (32) | 9\% | (18) | 203 |
| Relig: Protestant | 21\% (111) | 32\% (173) | 10\% | (52) | 18\% | (96) | 17\% | (93) | 3\% | (14) | 539 |
| Relig: Roman Catholic | 32\% (141) | 24\% (105) | 8\% | (36) | 14\% | (60) | 18\% | (79) | 3\% | (14) | 436 |
| Relig: Something Else | 30\% (57) | 34\% (64) | 6\% | (10) | 6\% | (12) | 17\% | (31) | 7\% | (12) | 187 |
| Relig: Jewish | 37\% (20) | 31\% (17) | 4\% | (2) | 14\% | (8) | 13\% | (7) | 1\% | (1) | 54 |
| Relig: Evangelical | 30\% (238) | 29\% (236) | 9\% | (69) | 13\% | (101) | 17\% | (135) | 3\% | (26) | 805 |
| Relig: Non-Evang. Catholics | 20\% (71) | 30\% (106) | 8\% | (30) | 19\% | (67) | 19\% | (68) | 4\% | (15) | 357 |
| Relig: All Christian | 27\% (309) | 29\% (342) | 8\% | (98) | 14\% | (168) | 18\% | (203) | 3\% | (40) | 1161 |
| Relig: All Non-Christian | 26\% (58) | 22\% (48) | 7\% | (15) | 13\% | (29) | 25\% | (56) | 8\% | (17) | 224 |
| Community: Urban | 31\% (175) | 29\% (165) | 8\% | (46) | 9\% | (51) | 19\% | (108) | 5\% | (30) | 575 |
| Community: Suburban | 28\% (271) | 33\% (326) | 8\% | (79) | $11 \%$ | (108) | 16\% | (153) | 5\% | (45) | 982 |
| Community: Rural | 20\% (129) | 26\% (164) | 8\% | (51) | 15\% | (98) | 25\% | (160) | 6\% | (40) | 643 |
| Employ: Private Sector | 28\% (184) | 33\% (217) | 8\% | (53) | $11 \%$ | (73) | 14\% | (96) | 6\% | (38) | 661 |
| Employ: Government | 23\% (29) | 32\% (39) | 12\% | (15) | 12\% | (15) | 14\% | (18) | 7\% | (9) | 124 |
| Employ: Self-Employed | 24\% (47) | 32\% (62) | 9\% | (17) | 16\% | (32) | 14\% | (28) | 5\% | (10) | 195 |
| Employ: Homemaker | 22\% (38) | 29\% (49) | 6\% | (10) | 10\% | (17) | 29\% | (49) | 4\% | (7) | 170 |
| Employ: Student | 47\% (37) | 31\% (24) | 4\% | (3) | 6\% | (4) | 7\% | (6) | 6\% | (5) | 79 |
| Employ: Retired | 20\% (106) | 29\% (150) | 10\% | (54) | 17\% | (91) | 21\% | (110) | 2\% | (12) | 523 |
| Employ: Unemployed | 27\% (72) | 26\% (69) | 4\% | (11) | 8\% | (20) | 27\% | (69) | 8\% | (20) | 262 |
| Employ: Other | 34\% (64) | 24\% (44) | 7\% | (13) | $2 \%$ | (4) | 25\% | (45) | 8\% | (15) | 185 |
| Military HH: Yes | 21\% (83) | 33\% (128) | 8\% | (31) | 16\% | (60) | 19\% | (73) | 3\% | (10) | 384 |
| Military HH: No | 27\% (494) | 29\% (527) | 8\% | (144) | $11 \%$ | (197) | 19\% | (347) | 6\% | (105) | 1815 |
| RD/WT: Right Direction | 18\% (146) | 25\% (206) | 10\% | (80) | 22\% | (183) | 20\% | (161) | 6\% | (50) | 826 |
| RD/WT: Wrong Track | 31\% (430) | 33\% (449) | 7\% | (95) | $5 \%$ | (74) | 19\% | (259) | 5\% | (65) | 1373 |

[^14]Table HR6_1: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Jimmy Kimmel

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 26\% (576) | 30\% (655) | 8\% | (176) | 12\% | (257) | 19\% | (421) | 5\% | (115) | 2199 |
| Trump Job Approve | 17\% (151) | 26\% (226) | 10\% | (91) | 24\% | (206) | 18\% | (156) | 5\% | (40) | 870 |
| Trump Job Disapprove | 34\% (417) | 34\% (416) | 6\% | (79) | 4\% | (48) | 17\% | (213) | $4 \%$ | (54) | 1227 |
| Trump Job Strongly Approve | 17\% (77) | 18\% (79) | 9\% | (41) | 33\% | (144) | 19\% | (82) | 4\% | (18) | 440 |
| Trump Job Somewhat Approve | 17\% (74) | 34\% (146) | 12\% | (50) | 14\% | (62) | 17\% | (74) | 5\% | (23) | 429 |
| Trump Job Somewhat Disapprove | 26\% (78) | 37\% (111) | 9\% | (27) | 5\% | (15) | 18\% | (53) | 4\% | (12) | 297 |
| Trump Job Strongly Disapprove | 36\% (339) | 33\% (305) | 6\% | (52) | 4\% | (33) | 17\% | (160) | 4\% | (42) | 930 |
| Favorable of Trump | 18\% (153) | 25\% (210) | 10\% | (86) | 25\% | (212) | 19\% | (159) | 3\% | (27) | 847 |
| Unfavorable of Trump | 34\% (413) | 35\% (426) | 7\% | (82) | 3\% | (42) | 16\% | (195) | 4\% | (54) | 1212 |
| Very Favorable of Trump | 19\% (91) | 18\% (85) | 9\% | (41) | 32\% | (154) | 19\% | (91) | 4\% | (17) | 479 |
| Somewhat Favorable of Trump | 17\% (61) | 34\% (125) | 12\% | (45) | 16\% | (59) | 18\% | (68) | 3\% | (10) | 368 |
| Somewhat Unfavorable of Trump | 25\% (59) | 35\% (83) | $11 \%$ | (25) | 6\% | (14) | 18\% | (42) | 5\% | (12) | 236 |
| Very Unfavorable of Trump | 36\% (354) | 35\% (342) | 6\% | (57) | 3\% | (28) | 16\% | (154) | 4\% | (42) | 976 |
| \#1 Issue: Economy | 27\% (150) | 34\% (193) | 8\% | (43) | 9\% | (53) | 15\% | (82) | 7\% | (39) | 560 |
| \#1 Issue: Security | 18\% (79) | 20\% (89) | 9\% | (42) | 28\% | (124) | 21\% | (92) | $3 \%$ | (15) | 441 |
| \#1 Issue: Health Care | 34\% (125) | 35\% (128) | 5\% | (19) | 6\% | (21) | 15\% | (56) | 5\% | (20) | 368 |
| \#1 Issue: Medicare / Social Security | 28\% (99) | 28\% (102) | 6\% | (21) | 9\% | (32) | 26\% | (94) | 3\% | (11) | 359 |
| \#1 Issue: Women's Issues | 29\% (37) | 23\% (29) | 11\% | (14) | 6\% | (8) | 21\% | (26) | 9\% | (12) | 126 |
| \#1 Issue: Education | 27\% (42) | $31 \%$ (48) | 9\% | (13) | 2\% | (4) | 21\% | (33) | 9\% | (14) | 154 |
| \#1 Issue: Energy | 28\% (28) | 36\% (36) | 16\% | (16) | 4\% | (4) | 15\% | (15) | 1\% | (1) | 100 |
| \#1 Issue: Other | 18\% (17) | 32\% (30) | 10\% | (9) | 12\% | (12) | 24\% | (22) | 4\% | (3) | 93 |
| 2018 House Vote: Democrat | 38\% (322) | 35\% (296) | 6\% | (51) | 2\% | (19) | 14\% | (120) | 4\% | (32) | 839 |
| 2018 House Vote: Republican | 14\% (93) | 23\% (150) | 13\% | (81) | 29\% | (187) | 18\% | (113) | 3\% | (19) | 643 |
| 2018 House Vote: Someone else | 22\% (24) | 32\% (34) | 7\% | (8) | 5\% | (5) | 28\% | (30) | 5\% | (5) | 105 |
| 2018 House Vote: Didnt Vote | 22\% (132) | 29\% (174) | 6\% | (36) | 8\% | (47) | 26\% | (159) | 10\% | (58) | 605 |
| 2016 Vote: Hillary Clinton | 42\% (304) | 32\% (227) | $4 \%$ | (32) | 2\% | (12) | 16\% | (114) | 4\% | (29) | 719 |
| 2016 Vote: Donald Trump | 16\% (104) | 26\% (171) | 10\% | (65) | 27\% | (181) | 19\% | (124) | 3\% | (21) | 666 |
| 2016 Vote: Someone else | 19\% (35) | 43\% (77) | 14\% | (24) | 6\% | (10) | 16\% | (28) | 2\% | (4) | 178 |
| 2016 Vote: Didnt Vote | 21\% (131) | 29\% (179) | 9\% | (54) | 9\% | (54) | 24\% | (152) | 9\% | (59) | 629 |
| Voted in 2014: Yes | 28\% (376) | 32\% (441) | 8\% | (106) | 13\% | (178) | 17\% | (226) | 3\% | (39) | 1366 |
| Voted in 2014: No | 24\% (200) | 26\% (214) | 8\% | (70) | 10\% | (79) | 23\% | (194) | 9\% | (76) | 833 |

[^15]Table HR6_1: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Jimmy Kimmel

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 26\% | (576) | 30\% | (655) | 8\% | (176) | 12\% | (257) | 19\% | (421) | 5\% | (115) | 2199 |
| 2012 Vote: Barack Obama | 39\% | (332) | 35\% | (300) | 5\% | (44) | 4\% | (33) | 15\% | (125) | 2\% | (20) | 854 |
| 2012 Vote: Mitt Romney | 12\% | (61) | 26\% | (131) | 12\% | (58) | 28\% | (141) | 20\% | (98) | 2\% | (11) | 501 |
| 2012 Vote: Other | 10\% | (9) | 35\% | (31) | 10\% | (9) | 16\% | (14) | 26\% | (23) | 2\% | (2) | 87 |
| 2012 Vote: Didn't Vote | 23\% | (169) | 26\% | (193) | 9\% | (65) | 9\% | (69) | 23\% | (174) | 11\% | (82) | 752 |
| 4-Region: Northeast | 28\% | (109) | 29\% | (116) | 10\% | (39) | 11\% | (43) | 20\% | (79) | $2 \%$ | (7) | 394 |
| 4-Region: Midwest | 26\% | (122) | 31\% | (144) | 8\% | (39) | 12\% | (55) | 18\% | (84) | 4\% | (18) | 462 |
| 4-Region: South | 24\% | (194) | 28\% | (231) | 7\% | (59) | 13\% | (105) | 21\% | (172) | 8\% | (63) | 824 |
| 4-Region: West | 29\% | (151) | 32\% | (164) | 7\% | (38) | 10\% | (54) | 16\% | (85) | 5\% | (27) | 519 |
| TV shows: Every day | 31\% | (359) | 31\% | (360) | 8\% | (94) | 10\% | (119) | 15\% | (177) | 3\% | (39) | 1148 |
| TV shows: Several times per week | 26\% | (131) | $31 \%$ | (160) | 9\% | (44) | 13\% | (68) | 17\% | (86) | 5\% | (23) | 512 |
| TV shows: About once per week | 19\% | (27) | 33\% | (47) | 7\% | (9) | 13\% | (18) | 24\% | (34) | 5\% | (7) | 144 |
| TV shows: Several times per month | 18\% | (18) | 33\% | (34) | 4\% | (4) | 16\% | (17) | 26\% | (26) | 2\% | (2) | 101 |
| TV shows: About once per month | 10\% | (5) | 23\% | (11) | 9\% | (4) | 16\% | (8) | 24\% | (12) | 18\% | (8) | 48 |
| TV shows: Less often than once per month | 20\% | (16) | 20\% | (16) | 8\% | (6) | 15\% | (12) | 27\% | (21) | 10\% | (8) | 78 |
| TV shows: Never | 12\% | (20) | 16\% | (27) | 8\% | (14) | 10\% | (16) | 38\% | (64) | 16\% | (28) | 169 |
| Movies: Every day | 37\% | (149) | 25\% | (99) | 8\% | (32) | 7\% | (29) | 17\% | (68) | 6\% | (22) | 399 |
| Movies: Several times per week | 29\% | (166) | 34\% | (195) | 9\% | (51) | 11\% | (65) | 15\% | (83) | 2\% | (14) | 574 |
| Movies: About once per week | 25\% | (96) | 35\% | (136) | 9\% | (36) | 13\% | (49) | 13\% | (51) | 4\% | (16) | 383 |
| Movies: Several times per month | 23\% | (63) | 36\% | (98) | 9\% | (26) | 14\% | (40) | 15\% | (41) | 2\% | (5) | 273 |
| Movies: About once per month | 21\% | (37) | 29\% | (50) | 8\% | (14) | 14\% | (25) | 19\% | (33) | 8\% | (14) | 173 |
| Movies: Less often than once per month | 16\% | (31) | 24\% | (49) | 5\% | (9) | 12\% | (24) | 36\% | (72) | 8\% | (15) | 201 |
| Movies: Never | 17\% | (34) | 14\% | (27) | 4\% | (8) | 13\% | (25) | 37\% | (72) | 15\% | (29) | 196 |
| Sports: Every day | 45\% | (71) | 28\% | (45) | 8\% | (13) | 3\% | (5) | 13\% | (20) | 3\% | (5) | 158 |
| Sports: Several times per week | 29\% | (97) | 30\% | (100) | 9\% | (31) | 14\% | (48) | 11\% | (38) | 5\% | (18) | 332 |
| Sports: About once per week | 29\% | (80) | 38\% | (107) | 7\% | (20) | 11\% | (32) | 14\% | (38) | 1\% | (3) | 279 |
| Sports: Several times per month | 27\% | (61) | 27\% | (61) | 12\% | (27) | 14\% | (32) | 17\% | (38) | 4\% | (9) | 228 |
| Sports: About once per month | 28\% | (49) | 37\% | (64) | 7\% | (12) | 10\% | (17) | 16\% | (28) | 3\% | (4) | 174 |
| Sports: Less often than once per month | 27\% | (97) | 28\% | (102) | 6\% | (23) | 15\% | (55) | 18\% | (65) | 6\% | (22) | 363 |
| Sports: Never | 18\% | (122) | 27\% | (177) | 7\% | (50) | 10\% | (70) | 29\% | (193) | 8\% | (55) | 666 |

Continued on next page

Table HR6_1: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Jimmy Kimmel

| Demographic | Very favorable | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 26\% (576) | 30\% | (655) | 8\% | (176) | 12\% | (257) | 19\% | (421) | 5\% | (115) | 2199 |
| Cable: I currently subscribe | 30\% (338) | 29\% | (318) | 8\% | (91) | 12\% | (127) | 18\% | (195) | 4\% | (40) | 1108 |
| Cable: I subscribed in the past | 24\% (174) | 34\% | (245) | 9\% | (62) | 13\% | (91) | 16\% | (116) | 5\% | (38) | 727 |
| Cable: I have never subscribed | 18\% (64) | 25\% | (91) | 6\% | (23) | 11\% | (38) | 30\% | (110) | 10\% | (38) | 365 |
| Satellite television: I currently subscribe | 24\% (126) | 29\% | (151) | 9\% | (49) | 14\% | (76) | 20\% | (104) | 4\% | (20) | 526 |
| Satellite television: I subscribed in the past | 25\% (152) | 31\% | (188) | 9\% | (55) | 12\% | (71) | 16\% | (98) | 6\% | (34) | 597 |
| Satellite television: I have never subscribed | 28\% (298) | 29\% | (316) | 7\% | (71) | 10\% | (110) | 20\% | (219) | 6\% | (61) | 1076 |
| Streaming service: I currently subscribe | 32\% (412) | 32\% | (417) | 8\% | (104) | 11\% | (143) | 15\% | (191) | 3\% | (36) | 1302 |
| Streaming service: I subscribed in the past | 19\% (44) | 33\% | (77) | 12\% | (28) | 10\% | (23) | 17\% | (40) | 9\% | (21) | 234 |
| Streaming service: I have never subscribed | 18\% (120) | 24\% | (162) | 6\% | (43) | 14\% | (91) | 29\% | (190) | 9\% | (58) | 663 |
| Film: An avid fan | 38\% (299) | 32\% | (250) | 7\% | (58) | 8\% | (62) | 11\% | (88) | 3\% | (22) | 779 |
| Film: A casual fan | 21\% (239) | 32\% | (364) | 10\% | (110) | 13\% | (152) | 21\% | (240) | 4\% | (48) | 1153 |
| Film: Not a fan | 14\% (38) | 15\% | (41) | 3\% | (8) | 16\% | (43) | 35\% | (93) | 17\% | (44) | 267 |
| Television: An avid fan | 34\% (392) | 31\% | (360) | 9\% | (99) | 9\% | (107) | 13\% | (155) | 3\% | (40) | 1154 |
| Television: A casual fan | 19\% (174) | 30\% | (276) | 8\% | (71) | 14\% | (128) | 24\% | (216) | 5\% | (41) | 907 |
| Television: Not a fan | 7\% (9) | 13\% | (19) | $4 \%$ | (5) | 16\% | (22) | 36\% | (49) | 25\% | (34) | 139 |
| Music: An avid fan | 36\% (411) | 30\% | (341) | 7\% | (84) | 10\% | (110) | 14\% | (159) | 4\% | (47) | 1152 |
| Music: A casual fan | 17\% (153) | $32 \%$ | (294) | 9\% | (83) | 14\% | (131) | 23\% | (209) | 4\% | (36) | 907 |
| Music: Not a fan | 9\% (12) | 14\% | (20) | 6\% | (8) | 11\% | (15) | 37\% | (52) | 23\% | (32) | 140 |
| Fashion: An avid fan | 44\% (151) | 26\% | (89) | 8\% | (27) | 6\% | (20) | 11\% | (38) | 5\% | (16) | 342 |
| Fashion: A casual fan | 29\% (249) | 32\% | (278) | 7\% | (58) | 11\% | (91) | 17\% | (145) | 5\% | (39) | 861 |
| Fashion: Not a fan | 18\% (175) | 29\% | (288) | 9\% | (91) | 15\% | (145) | 24\% | (237) | 6\% | (60) | 996 |

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

Table HR6_2: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Stephen Colbert

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 23\% (504) | 21\% (460) | 9\% (188) | 14\% (317) | 21\% (454) | 13\% (276) | 2199 |
| Gender: Male | 28\% (297) | 20\% (207) | 9\% (94) | 19\% (201) | 17\% (181) | 8\% (80) | 1061 |
| Gender: Female | 18\% (207) | 22\% (253) | 8\% (94) | 10\% (116) | 24\% (272) | 17\% (196) | 1138 |
| Age: 18-29 | 22\% (90) | 21\% (85) | 9\% (36) | 10\% (41) | 17\% (70) | 22\% (89) | 411 |
| Age: 30-44 | 26\% (157) | 26\% (155) | 8\% (47) | 8\% (47) | 21\% (124) | 12\% (71) | 600 |
| Age: 45-54 | 25\% (85) | 17\% (58) | 8\% (26) | 15\% (50) | 23\% (75) | 12\% (40) | 335 |
| Age: 55-64 | 23\% (96) | 21\% (88) | 8\% (34) | 18\% (75) | 20\% (81) | 10\% (41) | 417 |
| Age: 65+ | 17\% (76) | 17\% (75) | 10\% (45) | 24\% (103) | 24\% (104) | 8\% (34) | 436 |
| Generation Z: 18-21 | 21\% (24) | 19\% (22) | 7\% (8) | 12\% (14) | 9\% (10) | 33\% (38) | 116 |
| Millennial: Age 22-37 | 26\% (169) | 24\% (159) | 9\% (62) | 7\% (45) | 19\% (124) | 15\% (97) | 657 |
| Generation X: Age 38-53 | 24\% (128) | 21\% (112) | 7\% (38) | $14 \% \quad$ (75) | 23\% (127) | 12\% (63) | 543 |
| Boomers: Age 54-72 | 22\% (169) | 19\% (149) | 9\% (70) | 21\% (158) | 21\% (160) | 9\% (66) | 772 |
| PID: Dem (no lean) | 39\% (316) | 25\% (204) | 5\% (38) | 5\% (37) | 16\% (129) | 10\% (83) | 806 |
| PID: Ind (no lean) | 18\% (134) | 20\% (147) | 9\% (69) | 12\% (88) | 26\% (193) | 16\% (122) | 754 |
| PID: Rep (no lean) | 9\% (55) | 17\% (109) | 13\% (82) | 30\% (192) | 21\% (132) | 11\% (70) | 639 |
| PID/Gender: Dem Men | 48\% (188) | 24\% (96) | 5\% (21) | 6\% (23) | 10\% (41) | 7\% (26) | 395 |
| PID/Gender: Dem Women | 31\% (127) | 26\% (108) | 4\% (17) | 3\% (14) | 21\% (88) | 14\% (57) | 411 |
| PID/Gender: Ind Men | 23\% (75) | 17\% (55) | 9\% (30) | 16\% (52) | 28\% (90) | 8\% (26) | 326 |
| PID/Gender: Ind Women | 14\% (59) | 22\% (92) | $9 \% \quad$ (39) | 9\% (37) | 24\% (103) | 23\% (97) | 427 |
| PID/Gender: Rep Men | 10\% (34) | 17\% (56) | 13\% (44) | 37\% (126) | 15\% (51) | 8\% (28) | 339 |
| PID/Gender: Rep Women | 7\% (21) | 18\% (53) | 13\% (38) | 22\% (65) | 27\% (81) | 14\% (42) | 300 |
| Ideo: Liberal (1-3) | 46\% (312) | 24\% (163) | 5\% (36) | 4\% (27) | 14\% (94) | 6\% (42) | 674 |
| Ideo: Moderate (4) | 20\% (111) | 27\% (146) | 9\% (48) | 10\% (53) | 21\% (113) | 14\% (74) | 544 |
| Ideo: Conservative (5-7) | 9\% (63) | 18\% (126) | 13\% (94) | 30\% (216) | 21\% (147) | 9\% (66) | 712 |
| Educ: < College | 20\% (307) | 19\% (281) | 8\% (126) | 14\% (214) | 23\% (343) | 16\% (241) | 1512 |
| Educ: Bachelors degree | 29\% (130) | 26\% (114) | 9\% (41) | 15\% (68) | 17\% (73) | 4\% (17) | 444 |
| Educ: Post-grad | 28\% (68) | 27\% (65) | 8\% (21) | 14\% (34) | 16\% (38) | 7\% (18) | 243 |

[^16]Table HR6_2: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Stephen Colbert

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 23\% (504) | 21\% (460) | 9\% | (188) | 14\% | (317) | 21\% | (454) | 13\% | (276) | 2199 |
| Income: Under 50k | 23\% (296) | 19\% (243) | 8\% | (102) | 12\% | (156) | 22\% | (291) | 16\% | (210) | 1297 |
| Income: 50k-100k | 23\% (144) | 25\% (156) | 10\% | (58) | 16\% | (99) | 18\% | (113) | 7\% | (45) | 615 |
| Income: 100k+ | 22\% (65) | 21\% (62) | 10\% | (28) | 22\% | (62) | 17\% | (50) | 7\% | (21) | 287 |
| Ethnicity: White | 20\% (352) | 20\% (351) | 9\% | (155) | 16\% | (283) | 22\% | (383) | 11\% | (198) | 1722 |
| Ethnicity: Hispanic | 29\% (101) | 18\% (64) | 8\% | (27) | 10\% | (35) | 15\% | (53) | 20\% | (68) | 350 |
| Ethnicity: Afr. Am. | 41\% (112) | 20\% (54) | 5\% | (13) | 6\% | (15) | 15\% | (42) | 14\% | (39) | 274 |
| Ethnicity: Other | 20\% (40) | 27\% (55) | 10\% | (21) | 9\% | (18) | 15\% | (29) | 19\% | (39) | 203 |
| Relig: Protestant | 18\% (99) | 20\% (108) | $11 \%$ | (59) | 22\% | (121) | 22\% | (119) | 6\% | (34) | 539 |
| Relig: Roman Catholic | 20\% (85) | 25\% (110) | 8\% | (33) | 17\% | (75) | 20\% | (85) | 11\% | (48) | 436 |
| Relig: Something Else | 30\% (57) | 16\% (30) | 5\% | (10) | 13\% | (25) | 18\% | (34) | 17\% | (31) | 187 |
| Relig: Jewish | 31\% (17) | 21\% (11) | 10\% | (6) | 13\% | (7) | 23\% | (12) | 3\% | (1) | 54 |
| Relig: Evangelical | 23\% (184) | 23\% (182) | 7\% | (58) | 18\% | (147) | 20\% | (158) | 9\% | (76) | 805 |
| Relig: Non-Evang. Catholics | 16\% (57) | 18\% (66) | 13\% | (45) | 20\% | (73) | 22\% | (80) | 10\% | (36) | 357 |
| Relig: All Christian | 21\% (241) | 21\% (248) | 9\% | (103) | 19\% | (220) | 21\% | (238) | 10\% | (112) | 1161 |
| Relig: All Non-Christian | 18\% (41) | 20\% (46) | 7\% | (15) | 11\% | (26) | 22\% | (48) | 21\% | (48) | 224 |
| Community: Urban | 26\% (150) | 22\% (127) | 7\% | (41) | 10\% | (57) | 21\% | (121) | 14\% | (79) | 575 |
| Community: Suburban | 26\% (252) | 22\% (216) | 9\% | (87) | 15\% | (148) | 19\% | (190) | 9\% | (89) | 982 |
| Community: Rural | 16\% (102) | 18\% (118) | 9\% | (60) | 17\% | (112) | 22\% | (143) | 17\% | (108) | 643 |
| Employ: Private Sector | 27\% (176) | 25\% (163) | 7\% | (46) | 14\% | (95) | 17\% | (114) | 10\% | (67) | 661 |
| Employ: Government | 23\% (29) | 18\% (23) | 14\% | (18) | $11 \%$ | (14) | 17\% | (21) | 16\% | (20) | 124 |
| Employ: Self-Employed | 23\% (45) | 25\% (48) | 13\% | (25) | 15\% | (29) | 16\% | (31) | 9\% | (18) | 195 |
| Employ: Homemaker | 21\% (36) | 16\% (27) | 8\% | (14) | 10\% | (17) | 29\% | (49) | 16\% | (27) | 170 |
| Employ: Student | 30\% (23) | $31 \% \quad$ (24) | 6\% | (5) | $2 \%$ | (2) | 11\% | (8) | 21\% | (16) | 79 |
| Employ: Retired | 18\% (96) | 19\% (99) | $11 \%$ | (56) | 22\% | (116) | 22\% | (116) | 8\% | (41) | 523 |
| Employ: Unemployed | 23\% (59) | 18\% (47) | 3\% | (7) | 10\% | (27) | 27\% | (71) | 19\% | (51) | 262 |
| Employ: Other | 22\% (40) | 16\% (29) | 9\% | (18) | 9\% | (17) | 24\% | (45) | 19\% | (36) | 185 |
| Military HH: Yes | 20\% (79) | 25\% (97) | 8\% | (32) | 16\% | (60) | 24\% | (92) | 7\% | (26) | 384 |
| Military HH: No | 23\% (426) | 20\% (363) | 9\% | (157) | 14\% | (257) | 20\% | (362) | 14\% | (250) | 1815 |
| RD/WT: Right Direction | 11\% (90) | 18\% (147) | 12\% | (96) | 26\% | (211) | 20\% | (167) | 14\% | (114) | 826 |
| RD/WT: Wrong Track | 30\% (414) | 23\% (313) | 7\% | (93) | 8\% | (105) | 21\% | (286) | 12\% | (162) | 1373 |

[^17]Table HR6_2: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Stephen Colbert

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 23\% (504) | 21\% (460) | 9\% | (188) | 14\% | (317) | 21\% | (454) | 13\% | (276) | 2199 |
| Trump Job Approve | 9\% (81) | 17\% (144) | 12\% | (108) | 28\% | (242) | 21\% | (183) | 13\% | (112) | 870 |
| Trump Job Disapprove | 34\% (416) | 25\% (307) | 6\% | (77) | 6\% | (71) | 19\% | (229) | 10\% | (127) | 1227 |
| Trump Job Strongly Approve | 11\% (46) | 12\% (51) | 9\% | (40) | 38\% | (165) | 20\% | (88) | 11\% | (50) | 440 |
| Trump Job Somewhat Approve | 8\% (35) | 22\% (93) | 16\% | (68) | 18\% | (77) | 22\% | (94) | 14\% | (62) | 429 |
| Trump Job Somewhat Disapprove | 17\% (50) | 27\% (81) | 11\% | (32) | 11\% | (33) | 22\% | (65) | 12\% | (36) | 297 |
| Trump Job Strongly Disapprove | 39\% (366) | 24\% (226) | 5\% | (46) | 4\% | (38) | 18\% | (164) | 10\% | (90) | 930 |
| Favorable of Trump | 9\% (80) | 16\% (139) | 12\% | (103) | 29\% | (246) | 21\% | (176) | 12\% | (103) | 847 |
| Unfavorable of Trump | 34\% (415) | 25\% (308) | 7\% | (82) | 6\% | (67) | 18\% | (216) | 10\% | (123) | 1212 |
| Very Favorable of Trump | 10\% (47) | 12\% (58) | 10\% | (49) | 35\% | (170) | 22\% | (104) | 11\% | (52) | 479 |
| Somewhat Favorable of Trump | 9\% (34) | 22\% (82) | 15\% | (54) | 21\% | (76) | 20\% | (72) | 14\% | (51) | 368 |
| Somewhat Unfavorable of Trump | 16\% (38) | 23\% (54) | 12\% | (29) | 13\% | (30) | 24\% | (56) | 12\% | (29) | 236 |
| Very Unfavorable of Trump | 39\% (378) | 26\% (254) | 5\% | (53) | 4\% | (37) | 16\% | (160) | 10\% | (94) | 976 |
| \#1 Issue: Economy | 21\% (119) | 25\% (138) | 8\% | (47) | 13\% | (71) | 20\% | (111) | 13\% | (73) | 560 |
| \#1 Issue: Security | 10\% (42) | 16\% (69) | 10\% | (43) | 31\% | (134) | 23\% | (99) | 12\% | (52) | 441 |
| \#1 Issue: Health Care | 35\% (129) | 22\% (79) | 8\% | (29) | 6\% | (22) | 18\% | (67) | 11\% | (42) | 368 |
| \#1 Issue: Medicare / Social Security | 21\% (77) | 23\% (84) | 8\% | (28) | 12\% | (41) | 24\% | (87) | 12\% | (42) | 359 |
| \#1 Issue: Women's Issues | 28\% (35) | 22\% (28) | 9\% | (11) | 9\% | (12) | 12\% | (15) | 20\% | (25) | 126 |
| \#1 Issue: Education | 24\% (38) | 19\% (29) | $11 \%$ | (17) | 7\% | (11) | 24\% | (37) | 15\% | (22) | 154 |
| \#1 Issue: Energy | 41\% (41) | 20\% (20) | 5\% | (5) | 12\% | (12) | 15\% | (15) | 7\% | (7) | 100 |
| \#1 Issue: Other | 26\% (24) | 14\% (13) | 9\% | (9) | 13\% | (12) | 24\% | (22) | 14\% | (13) | 93 |
| 2018 House Vote: Democrat | 39\% (331) | 27\% (226) | 6\% | (50) | 4\% | (36) | 17\% | (140) | 7\% | (56) | 839 |
| 2018 House Vote: Republican | 6\% (41) | 15\% (98) | 15\% | (94) | 35\% | (223) | 20\% | (131) | 8\% | (55) | 643 |
| 2018 House Vote: Someone else | 29\% (31) | 14\% (15) | $11 \%$ | (12) | 6\% | (6) | 30\% | (32) | 9\% | (9) | 105 |
| 2018 House Vote: Didnt Vote | 16\% (96) | 20\% (119) | 5\% | (32) | 8\% | (51) | 25\% | (151) | 26\% | (156) | 605 |
| 2016 Vote: Hillary Clinton | 43\% (306) | 23\% (168) | 5\% | (35) | 2\% | (14) | 19\% | (136) | 8\% | (59) | 719 |
| 2016 Vote: Donald Trump | 7\% (45) | 17\% (113) | 12\% | (80) | 33\% | (222) | 22\% | (148) | 9\% | (59) | 666 |
| 2016 Vote: Someone else | 30\% (53) | 23\% (42) | 14\% | (26) | 11\% | (20) | 15\% | (26) | 7\% | (12) | 178 |
| 2016 Vote: Didnt Vote | 16\% (101) | 21\% (134) | 7\% | (47) | 10\% | (61) | 23\% | (144) | 23\% | (142) | 629 |
| Voted in 2014: Yes | 26\% (358) | 22\% (297) | 9\% | (128) | 16\% | (213) | 19\% | (264) | 8\% | (106) | 1366 |
| Voted in 2014: No | 18\% (147) | 20\% (163) | 7\% | (60) | 12\% | (103) | 23\% | (190) | 20\% | (170) | 833 |

[^18]Table HR6_2: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Stephen Colbert

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 23\% | (504) | 21\% | (460) | 9\% | (188) | $14 \%$ | (317) | 21\% | (454) | 13\% | (276) | 2199 |
| 2012 Vote: Barack Obama | 39\% | (335) | 26\% | (219) | 6\% | (52) | 4\% | (35) | 19\% | (158) | 6\% | (55) | 854 |
| 2012 Vote: Mitt Romney | 7\% | (35) | 18\% | (91) | 12\% | (61) | 36\% | (179) | 20\% | (102) | 6\% | (33) | 501 |
| 2012 Vote: Other | $11 \%$ | (10) | 19\% | (16) | 17\% | (15) | 17\% | (15) | 27\% | (23) | 9\% | (8) | 87 |
| 2012 Vote: Didn't Vote | 16\% | (124) | 17\% | (131) | 8\% | (59) | 12\% | (88) | 23\% | (170) | 24\% | (180) | 752 |
| 4-Region: Northeast | 25\% | (98) | 22\% | (86) | 10\% | (38) | 13\% | (50) | 21\% | (81) | $11 \%$ | (42) | 394 |
| 4-Region: Midwest | 23\% | (104) | $21 \%$ | (96) | 10\% | (44) | 16\% | (72) | $21 \%$ | (98) | 10\% | (48) | 462 |
| 4-Region: South | 21\% | (176) | 18\% | (148) | 7\% | (61) | 16\% | (134) | 22\% | (184) | 15\% | (121) | 824 |
| 4-Region: West | 24\% | (127) | 25\% | (131) | 9\% | (45) | 12\% | (60) | 18\% | (91) | 12\% | (65) | 519 |
| TV shows: Every day | 28\% | (326) | 21\% | (238) | 8\% | (86) | 13\% | (150) | 20\% | (230) | 10\% | (117) | 1148 |
| TV shows: Several times per week | 20\% | (103) | 26\% | (131) | $11 \%$ | (57) | 15\% | (76) | 18\% | (94) | 10\% | (51) | 512 |
| TV shows: About once per week | 18\% | (26) | 26\% | (37) | 13\% | (18) | 13\% | (19) | 18\% | (25) | 12\% | (18) | 144 |
| TV shows: Several times per month | 15\% | (15) | 24\% | (24) | 15\% | (15) | 18\% | (18) | 19\% | (19) | 10\% | (10) | 101 |
| TV shows: About once per month | 14\% | (7) | $14 \%$ | (7) | 8\% | (4) | 12\% | (6) | 27\% | (13) | 26\% | (13) | 48 |
| TV shows: Less often than once per month | 18\% | (14) | 9\% | (7) | 5\% | (4) | 25\% | (19) | 26\% | (20) | 17\% | (13) | 78 |
| TV shows: Never | 8\% | (14) | 9\% | (16) | $2 \%$ | (4) | 16\% | (28) | 32\% | (53) | 33\% | (55) | 169 |
| Movies: Every day | 26\% | (104) | 21\% | (85) | 9\% | (34) | 9\% | (38) | $21 \%$ | (83) | $14 \%$ | (55) | 399 |
| Movies: Several times per week | 28\% | (160) | 25\% | (146) | 9\% | (53) | 13\% | (72) | 17\% | (100) | 8\% | (43) | 574 |
| Movies: About once per week | 25\% | (97) | 21\% | (80) | 10\% | (38) | 17\% | (66) | 17\% | (66) | 9\% | (36) | 383 |
| Movies: Several times per month | 21\% | (57) | 24\% | (64) | $11 \%$ | (30) | 16\% | (43) | 19\% | (51) | 10\% | (27) | 273 |
| Movies: About once per month | 18\% | (31) | 22\% | (37) | 9\% | (16) | 22\% | (38) | 18\% | (30) | $11 \%$ | (20) | 173 |
| Movies: Less often than once per month | 19\% | (38) | $14 \%$ | (28) | 5\% | (10) | 15\% | (30) | $31 \%$ | (62) | 16\% | (33) | 201 |
| Movies: Never | 9\% | (17) | 10\% | (20) | 3\% | (7) | 15\% | (29) | $31 \%$ | (62) | $31 \%$ | (61) | 196 |
| Sports: Every day | 32\% | (50) | 25\% | (40) | 8\% | (13) | 11\% | (17) | 20\% | (31) | $5 \%$ | (7) | 158 |
| Sports: Several times per week | 27\% | (89) | 23\% | (76) | $11 \%$ | (36) | 17\% | (56) | 15\% | (49) | 8\% | (25) | 332 |
| Sports: About once per week | 28\% | (78) | 22\% | (62) | 12\% | (34) | 13\% | (37) | 19\% | (54) | 5\% | (14) | 279 |
| Sports: Several times per month | 18\% | (40) | 23\% | (53) | 13\% | (30) | 18\% | (40) | 18\% | (41) | 10\% | (24) | 228 |
| Sports: About once per month | 26\% | (45) | 19\% | (33) | $7 \%$ | (13) | $14 \%$ | (25) | 19\% | (33) | 15\% | (25) | 174 |
| Sports: Less often than once per month | 22\% | (78) | 22\% | (81) | 8\% | (28) | 18\% | (64) | 20\% | (72) | $11 \%$ | (41) | 363 |
| Sports: Never | 18\% | (123) | 17\% | (116) | 5\% | (36) | 12\% | (78) | 26\% | (174) | $21 \%$ | (139) | 666 |

Continued on next page

Table HR6_2: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Stephen Colbert

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 23\% (504) | 21\% (460) | 9\% | (188) | 14\% | (317) | 21\% | (454) | 13\% | (276) | 2199 |
| Cable: I currently subscribe | 27\% (298) | 21\% (228) | 8\% | (94) | 14\% | (157) | 20\% | (218) | 10\% | (112) | 1108 |
| Cable: I subscribed in the past | 22\% (157) | 23\% (167) | 9\% | (64) | 16\% | (115) | 19\% | (136) | 12\% | (87) | 727 |
| Cable: I have never subscribed | 13\% (49) | 18\% (65) | 8\% | (30) | 12\% | (44) | 27\% | (100) | 21\% | (77) | 365 |
| Satellite television: I currently subscribe | 20\% (106) | 20\% (105) | $11 \%$ | (56) | 16\% | (84) | 21\% | (110) | 12\% | (64) | 526 |
| Satellite television: I subscribed in the past | 20\% (118) | 21\% (126) | $11 \%$ | (64) | 17\% | (100) | 21\% | (123) | 11\% | (66) | 597 |
| Satellite television: I have never subscribed | 26\% (280) | 21\% (229) | 6\% | (69) | 12\% | (133) | 20\% | (220) | 14\% | (145) | 1076 |
| Streaming service: I currently subscribe | 29\% (372) | 23\% (303) | 10\% | (124) | 13\% | (164) | 17\% | (227) | 9\% | (113) | 1302 |
| Streaming service: I subscribed in the past | 19\% (44) | 20\% (47) | 9\% | (21) | 14\% | (33) | 20\% | (48) | 18\% | (41) | 234 |
| Streaming service: I have never subscribed | 13\% (89) | 17\% (111) | 6\% | (43) | 18\% | (119) | 27\% | (179) | 18\% | (122) | 663 |
| Film: An avid fan | 34\% (265) | 24\% (189) | 9\% | (70) | 10\% | (78) | 14\% | (108) | 9\% | (69) | 779 |
| Film: A casual fan | 19\% (223) | 20\% (233) | 9\% | (106) | 16\% | (187) | 24\% | (271) | 11\% | (132) | 1153 |
| Film: Not a fan | 6\% (16) | 15\% (39) | 4\% | (12) | 19\% | (51) | 28\% | (75) | 28\% | (75) | 267 |
| Television: An avid fan | 29\% (336) | 21\% (245) | 8\% | (93) | 14\% | (161) | 16\% | (188) | 11\% | (130) | 1154 |
| Television: A casual fan | 17\% (154) | 22\% (202) | 10\% | (89) | 15\% | (132) | 25\% | (227) | 11\% | (102) | 907 |
| Television: Not a fan | 10\% (14) | 10\% (13) | 4\% | (6) | 17\% | (24) | 27\% | (38) | 32\% | (44) | 139 |
| Music: An avid fan | 29\% (338) | 22\% (256) | 10\% | (112) | 11\% | (128) | 16\% | (184) | 12\% | (134) | 1152 |
| Music: A casual fan | 17\% (155) | 21\% (192) | 8\% | (71) | 18\% | (165) | 26\% | (234) | 10\% | (91) | 907 |
| Music: Not a fan | 8\% (11) | 9\% (13) | 4\% | (6) | 16\% | (23) | 26\% | (36) | 37\% | (51) | 140 |
| Fashion: An avid fan | 33\% (113) | 22\% (74) | 9\% | (32) | 8\% | (29) | 13\% | (43) | 15\% | (51) | 342 |
| Fashion: A casual fan | 24\% (206) | 24\% (205) | 9\% | (74) | 12\% | (100) | 20\% | (171) | 12\% | (106) | 861 |
| Fashion: Not a fan | 19\% (185) | 18\% (181) | 8\% | (82) | 19\% | (188) | 24\% | (240) | 12\% | (119) | 996 |

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

Table HR6_3: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
James Corden

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 19\% (409) | 21\% (465) | 6\% | (137) | 5\% | (116) | 20\% | (434) | 29\% | (637) | 2199 |
| Gender: Male | 17\% (185) | 24\% (253) | 8\% | (90) | 7\% | (77) | 19\% | (203) | 24\% | (254) | 1061 |
| Gender: Female | 20\% (225) | 19\% (212) | 4\% | (47) | 3\% | (39) | 20\% | (231) | 34\% | (384) | 1138 |
| Age: 18-29 | 23\% (96) | 18\% (75) | 10\% | (41) | 9\% | (35) | 12\% | (48) | 28\% | (116) | 411 |
| Age: 30-44 | 22\% (132) | 23\% (137) | 7\% | (42) | 3\% | (19) | 23\% | (137) | 22\% | (134) | 600 |
| Age: 45-54 | 19\% (65) | 21\% (71) | 6\% | (19) | $4 \%$ | (15) | $21 \%$ | (71) | 28\% | (94) | 335 |
| Age: 55-64 | 16\% (66) | 23\% (94) | 3\% | (14) | 7\% | (28) | 20\% | (85) | 31\% | (130) | 417 |
| Age: 65+ | 12\% (51) | 20\% (88) | 5\% | (20) | $4 \%$ | (20) | 21\% | (93) | 38\% | (164) | 436 |
| Generation Z: 18-21 | 32\% (38) | 20\% (24) | 6\% | (7) | 5\% | (5) | 10\% | (12) | 27\% | (31) | 116 |
| Millennial: Age 22-37 | 22\% (144) | 21\% (137) | 9\% | (62) | 6\% | (40) | 17\% | (112) | 25\% | (163) | 657 |
| Generation X: Age 38-53 | 18\% (98) | 22\% (117) | 6\% | (34) | 4\% | (22) | 23\% | (128) | 26\% | (144) | 543 |
| Boomers: Age 54-72 | 16\% (124) | 22\% (168) | 4\% | (30) | 5\% | (42) | 20\% | (158) | 32\% | (250) | 772 |
| PID: Dem (no lean) | 24\% (190) | 26\% (207) | 5\% | (39) | $4 \%$ | (32) | 17\% | (136) | 25\% | (202) | 806 |
| PID: Ind (no lean) | 18\% (136) | 20\% (147) | 5\% | (38) | $4 \%$ | (33) | 22\% | (164) | 31\% | (236) | 754 |
| PID: Rep (no lean) | 13\% (83) | 17\% (112) | 9\% | (60) | 8\% | (51) | 21\% | (134) | 31\% | (200) | 639 |
| PID/Gender: Dem Men | 23\% (89) | 30\% (119) | 6\% | (25) | 6\% | (25) | 15\% | (60) | 20\% | (78) | 395 |
| PID/Gender: Dem Women | 24\% (100) | 22\% (88) | 3\% | (14) | $2 \%$ | (7) | 19\% | (76) | 30\% | (124) | 411 |
| PID/Gender: Ind Men | 18\% (59) | 22\% (71) | 6\% | (20) | 6\% | (20) | 23\% | (75) | 25\% | (81) | 326 |
| PID/Gender: Ind Women | 18\% (78) | 18\% (76) | 4\% | (18) | 3\% | (12) | 21\% | (88) | 36\% | (154) | 427 |
| PID/Gender: Rep Men | 11\% (37) | 19\% (64) | 13\% | (44) | 9\% | (32) | 20\% | (68) | 28\% | (95) | 339 |
| PID/Gender: Rep Women | 15\% (46) | 16\% (47) | 5\% | (15) | 6\% | (19) | 22\% | (67) | 35\% | (105) | 300 |
| Ideo: Liberal (1-3) | 26\% (178) | 27\% (181) | 6\% | (39) | $4 \%$ | (25) | 15\% | (103) | 22\% | (147) | 674 |
| Ideo: Moderate (4) | 20\% (109) | 22\% (120) | 6\% | (35) | $4 \%$ | (24) | 20\% | (109) | 27\% | (147) | 544 |
| Ideo: Conservative (5-7) | 12\% (86) | 20\% (141) | 7\% | (53) | 8\% | (55) | 20\% | (144) | 33\% | (233) | 712 |
| Educ: < College | 18\% (276) | 18\% (275) | 5\% | (77) | 6\% | (88) | 20\% | (309) | 32\% | (487) | 1512 |
| Educ: Bachelors degree | 19\% (84) | 30\% (134) | $11 \%$ | (47) | 3\% | (14) | 18\% | (80) | 19\% | (86) | 444 |
| Educ: Post-grad | 20\% (50) | 23\% (57) | 5\% | (13) | 6\% | (15) | 19\% | (45) | 26\% | (64) | 243 |

[^19]Table HR6_3: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
James Corden

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 19\% (409) | 21\% (465) | 6\% | (137) | 5\% | (116) | 20\% | (434) | 29\% | (637) | 2199 |
| Income: Under 50k | 19\% (243) | 19\% (247) | 5\% | (68) | 5\% | (69) | 21\% | (273) | 31\% | (397) | 1297 |
| Income: 50k-100k | 19\% (116) | 24\% (148) | 8\% | (49) | 5\% | (33) | 16\% | (100) | 28\% | (169) | 615 |
| Income: 100k+ | 17\% (50) | 25\% (71) | 7\% | (20) | 5\% | (15) | 21\% | (61) | 25\% | (71) | 287 |
| Ethnicity: White | 17\% (297) | 21\% (369) | 6\% | (97) | 6\% | (98) | 21\% | (356) | 29\% | (505) | 1722 |
| Ethnicity: Hispanic | 21\% (75) | 20\% (71) | 8\% | (29) | 8\% | (29) | 13\% | (44) | 29\% | (102) | 350 |
| Ethnicity: Afr. Am. | 26\% (71) | 22\% (61) | 6\% | (16) | 2\% | (6) | 16\% | (43) | 28\% | (77) | 274 |
| Ethnicity: Other | 20\% (41) | 17\% (35) | 12\% | (24) | 6\% | (12) | 17\% | (35) | 27\% | (55) | 203 |
| Relig: Protestant | 17\% (92) | 21\% (113) | 6\% | (33) | 5\% | (25) | 21\% | (111) | 31\% | (165) | 539 |
| Relig: Roman Catholic | 20\% (86) | 21\% (93) | 6\% | (27) | 6\% | (28) | 21\% | (90) | 26\% | (112) | 436 |
| Relig: Something Else | 24\% (46) | 22\% (41) | 1\% | (2) | 4\% | (8) | 21\% | (39) | 27\% | (51) | 187 |
| Relig: Jewish | 21\% (11) | 32\% (17) | 9\% | (5) | $2 \%$ | (1) | 11\% | (6) | 25\% | (14) | 54 |
| Relig: Evangelical | 21\% (168) | 22\% (177) | 4\% | (35) | 6\% | (45) | 21\% | (171) | 26\% | (209) | 805 |
| Relig: Non-Evang. Catholics | 16\% (56) | 20\% (70) | 7\% | (26) | 5\% | (16) | 19\% | (69) | 33\% | (119) | 357 |
| Relig: All Christian | 19\% (224) | 21\% (247) | 5\% | (62) | 5\% | (62) | 21\% | (240) | 28\% | (327) | 1161 |
| Relig: All Non-Christian | 17\% (38) | 16\% (36) | 4\% | (10) | 6\% | (14) | 18\% | (39) | 38\% | (86) | 224 |
| Community: Urban | 22\% (128) | 21\% (118) | 8\% | (46) | 5\% | (28) | 19\% | (106) | 26\% | (148) | 575 |
| Community: Suburban | 18\% (176) | 25\% (244) | 6\% | (61) | 5\% | (46) | 18\% | (175) | 29\% | (280) | 982 |
| Community: Rural | 16\% (105) | 16\% (104) | 5\% | (30) | 7\% | (42) | 24\% | (153) | 33\% | (209) | 643 |
| Employ: Private Sector | 21\% (140) | 24\% (159) | 6\% | (40) | 5\% | (36) | 19\% | (129) | 24\% | (158) | 661 |
| Employ: Government | 20\% (25) | 16\% (20) | 16\% | (19) | 6\% | (8) | 18\% | (23) | 24\% | (30) | 124 |
| Employ: Self-Employed | 15\% (29) | 26\% (51) | 9\% | (18) | 4\% | (7) | 17\% | (34) | 28\% | (56) | 195 |
| Employ: Homemaker | 23\% (40) | 21\% (35) | 2\% | (4) | $3 \%$ | (5) | 24\% | (41) | 27\% | (46) | 170 |
| Employ: Student | 33\% (26) | 27\% (21) | $11 \%$ | (8) | 1\% | (1) | 6\% | (5) | 23\% | (18) | 79 |
| Employ: Retired | 13\% (66) | 22\% (114) | 5\% | (25) | 6\% | (31) | 20\% | (107) | 34\% | (180) | 523 |
| Employ: Unemployed | 16\% (43) | 15\% (39) | 5\% | (13) | 6\% | (17) | 20\% | (52) | 37\% | (97) | 262 |
| Employ: Other | 22\% (41) | $14 \% \quad$ (26) | 5\% | (10) | 6\% | (11) | 24\% | (44) | 29\% | (53) | 185 |
| Military HH: Yes | 15\% (58) | 18\% (70) | 8\% | (30) | 5\% | (21) | 23\% | (89) | 30\% | (116) | 384 |
| Military HH: No | 19\% (351) | 22\% (396) | 6\% | (106) | 5\% | (95) | 19\% | (345) | 29\% | (521) | 1815 |
| RD/WT: Right Direction | 14\% (115) | 19\% (155) | 9\% | (74) | 8\% | (63) | 19\% | (156) | 32\% | (263) | 826 |
| RD/WT: Wrong Track | 21\% (295) | 23\% (310) | 5\% | (63) | 4\% | (53) | 20\% | (278) | 27\% | (375) | 1373 |

[^20]Table HR6_3: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
James Corden

| Demographic | Very favorable | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 19\% (409) | 21\% | (465) | 6\% | (137) | 5\% | (116) | 20\% | (434) | 29\% | (637) | 2199 |
| Trump Job Approve | 14\% (119) | 18\% | (160) | 9\% | (76) | 7\% | (62) | 19\% | (166) | 33\% | (286) | 870 |
| Trump Job Disapprove | 23\% (283) | 24\% | (290) | 5\% | (58) | 4\% | (53) | 19\% | (235) | 25\% | (308) | 1227 |
| Trump Job Strongly Approve | 13\% (57) | 15\% | (66) | 7\% | (33) | 10\% | (45) | 19\% | (85) | 35\% | (154) | 440 |
| Trump Job Somewhat Approve | 14\% (62) | 22\% | (94) | 10\% | (44) | 4\% | (17) | 19\% | (81) | 31\% | (131) | 429 |
| Trump Job Somewhat Disapprove | 17\% (50) | 29\% | (85) | 6\% | (17) | 1\% | (2) | 21\% | (63) | 26\% | (79) | 297 |
| Trump Job Strongly Disapprove | 25\% (233) | 22\% | (205) | 4\% | (41) | 5\% | (51) | 18\% | (172) | 25\% | (230) | 930 |
| Favorable of Trump | 13\% (112) | 19\% | (159) | 8\% | (65) | 8\% | (66) | 20\% | (169) | 33\% | (276) | 847 |
| Unfavorable of Trump | 24\% (288) | 24\% | (286) | 6\% | (69) | 3\% | (42) | 18\% | (220) | 25\% | (307) | 1212 |
| Very Favorable of Trump | 13\% (62) | 14\% | (65) | 8\% | (36) | 11\% | (51) | 21\% | (101) | 34\% | (164) | 479 |
| Somewhat Favorable of Trump | 14\% (50) | 26\% | (94) | 8\% | (29) | 4\% | (16) | 18\% | (68) | 30\% | (112) | 368 |
| Somewhat Unfavorable of Trump | 20\% (46) | 23\% | (55) | 8\% | (20) | 2\% | (4) | 20\% | (47) | 27\% | (64) | 236 |
| Very Unfavorable of Trump | 25\% (242) | 24\% | (231) | 5\% | (49) | $4 \%$ | (38) | 18\% | (173) | 25\% | (243) | 976 |
| \#1 Issue: Economy | 21\% (119) | 22\% | (125) | 7\% | (36) | 4\% | (24) | 21\% | (116) | 25\% | (140) | 560 |
| \#1 Issue: Security | 15\% (65) | 16\% | (71) | 5\% | (24) | 9\% | (39) | 23\% | (103) | 32\% | (139) | 441 |
| \#1 Issue: Health Care | 20\% (72) | 24\% | (89) | 5\% | (18) | 3\% | (12) | 18\% | (67) | 30\% | (110) | 368 |
| \#1 Issue: Medicare / Social Security | 18\% (65) | 19\% | (69) | 6\% | (20) | 4\% | (14) | 19\% | (67) | 35\% | (124) | 359 |
| \#1 Issue: Women's Issues | 24\% (31) | 19\% | (24) | 4\% | (5) | 7\% | (9) | 15\% | (18) | $31 \%$ | (39) | 126 |
| \#1 Issue: Education | 17\% (26) | 19\% | (30) | 16\% | (25) | 3\% | (5) | 18\% | (27) | 27\% | (41) | 154 |
| \#1 Issue: Energy | 23\% (23) | 31\% | (31) | 5\% | (5) | 10\% | (10) | 12\% | (12) | 18\% | (18) | 100 |
| \#1 Issue: Other | 9\% (9) | 29\% | (27) | 5\% | (4) | $3 \%$ | (3) | 26\% | (24) | 29\% | (27) | 93 |
| 2018 House Vote: Democrat | 23\% (194) | 28\% | (231) | 6\% | (52) | 3\% | (24) | 17\% | (146) | 23\% | (192) | 839 |
| 2018 House Vote: Republican | 11\% (74) | 19\% | (122) | 7\% | (46) | 10\% | (64) | 21\% | (136) | 31\% | (202) | 643 |
| 2018 House Vote: Someone else | 17\% (17) | 21\% | (22) | 8\% | (9) | 11\% | (12) | 20\% | (21) | 22\% | (23) | 105 |
| 2018 House Vote: Didnt Vote | 20\% (119) | 15\% | (89) | 5\% | (31) | 3\% | (16) | 21\% | (130) | 36\% | (220) | 605 |
| 2016 Vote: Hillary Clinton | 24\% (174) | 25\% | (178) | 5\% | (36) | $4 \%$ | (26) | 17\% | (122) | 25\% | (182) | 719 |
| 2016 Vote: Donald Trump | 11\% (73) | 20\% | (133) | 7\% | (49) | 8\% | (56) | 22\% | (149) | 31\% | (206) | 666 |
| 2016 Vote: Someone else | 21\% (37) | 24\% | (43) | 13\% | (24) | 6\% | (11) | 15\% | (27) | 20\% | (36) | 178 |
| 2016 Vote: Didnt Vote | 19\% (122) | 18\% | (112) | 4\% | (28) | 4\% | (23) | 22\% | (136) | 33\% | (209) | 629 |
| Voted in 2014: Yes | 18\% (245) | $24 \%$ | (331) | 7\% | (93) | 5\% | (75) | 18\% | (250) | 27\% | (372) | 1366 |
| Voted in 2014: No | 20\% (164) | 16\% | (134) | 5\% | (44) | 5\% | (41) | 22\% | (184) | 32\% | (265) | 833 |

[^21]Table HR6_3: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
James Corden

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 19\% | (409) | 21\% | (465) | 6\% | (137) | 5\% | (116) | 20\% | (434) | 29\% | (637) | 2199 |
| 2012 Vote: Barack Obama | 24\% | (203) | 27\% | (232) | 5\% | (46) | 3\% | (27) | 16\% | (140) | 24\% | (206) | 854 |
| 2012 Vote: Mitt Romney | 11\% | (53) | 19\% | (95) | 9\% | (44) | 9\% | (44) | 23\% | (114) | 30\% | (151) | 501 |
| 2012 Vote: Other | 7\% | (6) | 27\% | (24) | 6\% | (5) | 4\% | (3) | 23\% | (20) | 33\% | (28) | 87 |
| 2012 Vote: Didn't Vote | 19\% | (144) | 15\% | (115) | 5\% | (41) | 5\% | (41) | 21\% | (160) | 34\% | (252) | 752 |
| 4-Region: Northeast | 19\% | (76) | 23\% | (90) | 8\% | (32) | 5\% | (20) | 20\% | (77) | 25\% | (99) | 394 |
| 4-Region: Midwest | 19\% | (88) | 20\% | (92) | 6\% | (26) | 4\% | (18) | 22\% | (103) | 29\% | (135) | 462 |
| 4-Region: South | 18\% | (148) | 20\% | (169) | 4\% | (34) | 6\% | (47) | 21\% | (173) | 31\% | (254) | 824 |
| 4-Region: West | 19\% | (98) | 22\% | (115) | 9\% | (45) | 6\% | (31) | 15\% | (80) | 29\% | (150) | 519 |
| TV shows: Every day | 21\% | (247) | 24\% | (274) | 5\% | (62) | 4\% | (51) | 18\% | (205) | 27\% | (309) | 1148 |
| TV shows: Several times per week | 19\% | (98) | 23\% | (118) | 5\% | (26) | 5\% | (25) | 22\% | (112) | 26\% | (133) | 512 |
| TV shows: About once per week | 10\% | (14) | 22\% | (32) | 18\% | (26) | 8\% | (11) | 17\% | (24) | 25\% | (36) | 144 |
| TV shows: Several times per month | 18\% | (18) | 10\% | (10) | 14\% | (14) | 9\% | (9) | 19\% | (20) | 30\% | (30) | 101 |
| TV shows: About once per month | 10\% | (5) | 10\% | (5) | 6\% | (3) | 1\% | (1) | 29\% | (14) | 43\% | (21) | 48 |
| TV shows: Less often than once per month | 16\% | (13) | 11\% | (9) | 4\% | (3) | 10\% | (8) | 18\% | (14) | 41\% | (32) | 78 |
| TV shows: Never | 9\% | (15) | 11\% | (18) | 2\% | (3) | 7\% | (11) | 27\% | (45) | 45\% | (76) | 169 |
| Movies: Every day | 26\% | (103) | 16\% | (65) | 5\% | (21) | 5\% | (22) | 18\% | (72) | 29\% | (117) | 399 |
| Movies: Several times per week | 18\% | (104) | 26\% | (149) | 8\% | (48) | 5\% | (28) | 17\% | (98) | 26\% | (147) | 574 |
| Movies: About once per week | 20\% | (78) | 25\% | (96) | 8\% | (30) | 6\% | (22) | 17\% | (67) | 23\% | (89) | 383 |
| Movies: Several times per month | 19\% | (53) | 26\% | (71) | 5\% | (13) | 4\% | (11) | 22\% | (59) | 24\% | (66) | 273 |
| Movies: About once per month | 14\% | (25) | 25\% | (44) | 8\% | (14) | 4\% | (7) | 19\% | (33) | 29\% | (50) | 173 |
| Movies: Less often than once per month | 16\% | (31) | $11 \%$ | (21) | $4 \%$ | (7) | 7\% | (15) | 27\% | (55) | 35\% | (71) | 201 |
| Movies: Never | 8\% | (16) | 10\% | (19) | 1\% | (3) | 5\% | (11) | 26\% | (50) | 50\% | (98) | 196 |
| Sports: Every day | 30\% | (48) | 27\% | (42) | 8\% | (12) | 6\% | (10) | 15\% | (23) | 14\% | (22) | 158 |
| Sports: Several times per week | 24\% | (81) | 26\% | (85) | 8\% | (27) | 7\% | (24) | 12\% | (40) | 23\% | (76) | 332 |
| Sports: About once per week | 19\% | (52) | 30\% | (82) | 6\% | (18) | 3\% | (8) | 20\% | (56) | 22\% | (63) | 279 |
| Sports: Several times per month | 18\% | (40) | 22\% | (51) | 12\% | (27) | 8\% | (19) | 16\% | (35) | 24\% | (55) | 228 |
| Sports: About once per month | 21\% | (36) | 20\% | (35) | 5\% | (9) | 8\% | (14) | 21\% | (36) | 26\% | (45) | 174 |
| Sports: Less often than once per month | 18\% | (66) | 18\% | (67) | 5\% | (18) | 4\% | (16) | 27\% | (98) | 27\% | (98) | 363 |
| Sports: Never | 13\% | (87) | 15\% | (103) | 4\% | (25) | 4\% | (26) | 22\% | (145) | 42\% | (280) | 666 |

Continued on next page

Table HR6_3: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
James Corden

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 19\% (409) | 21\% (465) | 6\% | (137) | 5\% | (116) | 20\% | (434) | 29\% | (637) | 2199 |
| Cable: I currently subscribe | 19\% (214) | 22\% (249) | 7\% | (80) | 5\% | (57) | 19\% | (213) | 27\% | (295) | 1108 |
| Cable: I subscribed in the past | 20\% (149) | 21\% (152) | 6\% | (40) | 5\% | (39) | 17\% | (124) | $31 \%$ | (223) | 727 |
| Cable: I have never subscribed | 13\% (47) | 18\% (65) | 4\% | (16) | 6\% | (20) | 27\% | (97) | $33 \%$ | (120) | 365 |
| Satellite television: I currently subscribe | 17\% (90) | 19\% (100) | 8\% | (42) | 6\% | (32) | 20\% | (104) | 30\% | (158) | 526 |
| Satellite television: I subscribed in the past | 18\% (110) | 22\% (131) | 7\% | (40) | 7\% | (44) | 19\% | (112) | 27\% | (160) | 597 |
| Satellite television: I have never subscribed | 19\% (209) | 22\% (235) | 5\% | (55) | 4\% | (41) | 20\% | (218) | 30\% | (319) | 1076 |
| Streaming service: I currently subscribe | 23\% (305) | 24\% (310) | 5\% | (71) | 5\% | (62) | 18\% | (235) | 25\% | (320) | 1302 |
| Streaming service: I subscribed in the past | 14\% (32) | 20\% (46) | $11 \%$ | (25) | 7\% | (17) | 19\% | (44) | 30\% | (70) | 234 |
| Streaming service: I have never subscribed | 11\% (73) | 17\% (110) | 6\% | (41) | 6\% | (37) | 23\% | (156) | 37\% | (247) | 663 |
| Film: An avid fan | 28\% (220) | 25\% (197) | 6\% | (51) | 5\% | (35) | 14\% | (110) | 21\% | (166) | 779 |
| Film: A casual fan | 15\% (175) | 21\% (241) | 6\% | (74) | 5\% | (57) | 23\% | (264) | 30\% | (342) | 1153 |
| Film: Not a fan | 5\% (14) | 10\% (28) | 5\% | (12) | 9\% | (23) | 22\% | (60) | 48\% | (130) | 267 |
| Television: An avid fan | 24\% (274) | 24\% (281) | 6\% | (71) | 5\% | (57) | 17\% | (197) | 24\% | (273) | 1154 |
| Television: A casual fan | 14\% (128) | 19\% (175) | 7\% | (60) | 5\% | (46) | 23\% | (205) | 32\% | (293) | 907 |
| Television: Not a fan | 5\% (7) | 7\% (9) | $4 \%$ | (6) | 9\% | (13) | 23\% | (32) | 51\% | (72) | 139 |
| Music: An avid fan | 24\% (280) | 22\% (254) | 7\% | (78) | 5\% | (57) | 16\% | (189) | 26\% | (294) | 1152 |
| Music: A casual fan | 14\% (125) | 22\% (198) | 6\% | (51) | 5\% | (49) | 22\% | (203) | 31\% | (280) | 907 |
| Music: Not a fan | 3\% (4) | 9\% (13) | 6\% | (8) | 7\% | (10) | 30\% | (42) | 45\% | (63) | 140 |
| Fashion: An avid fan | 27\% (94) | 23\% (79) | 7\% | (25) | 5\% | (18) | 11\% | (37) | 26\% | (89) | 342 |
| Fashion: A casual fan | 20\% (172) | 23\% (202) | 5\% | (46) | 4\% | (37) | 19\% | (161) | 28\% | (243) | 861 |
| Fashion: Not a fan | 14\% (144) | 18\% (184) | 7\% | (65) | 6\% | (62) | 24\% | (236) | $31 \%$ | (306) | 996 |

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

Table HR6_4: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Jimmy Fallon

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 29\% (635) | 29\% (644) | 8\% | (182) | 10\% | (217) | 18\% | (406) | 5\% | (114) | 2199 |
| Gender: Male | 27\% (285) | 30\% (317) | 10\% | (108) | 12\% | (126) | 17\% | (177) | 5\% | (48) | 1061 |
| Gender: Female | 31\% (350) | 29\% (328) | 7\% | (74) | 8\% | (91) | 20\% | (230) | 6\% | (66) | 1138 |
| Age: 18-29 | 39\% (161) | 23\% (94) | 5\% | (23) | 5\% | (22) | 17\% | (70) | 10\% | (41) | 411 |
| Age: 30-44 | 35\% (208) | 29\% (176) | 8\% | (46) | 6\% | (36) | 18\% | (105) | 5\% | (29) | 600 |
| Age: 45-54 | 26\% (89) | 32\% (109) | 9\% | (30) | 10\% | (34) | 16\% | (55) | 6\% | (19) | 335 |
| Age: 55-64 | 24\% (102) | 31\% (131) | 9\% | (39) | 13\% | (54) | 18\% | (76) | 4\% | (15) | 417 |
| Age: 65+ | 17\% (76) | 31\% (135) | 10\% | (44) | 16\% | (72) | 23\% | (100) | 2\% | (10) | 436 |
| Generation Z: 18-21 | 44\% (51) | 24\% (28) | 5\% | (5) | 5\% | (5) | 11\% | (13) | $11 \%$ | (13) | 116 |
| Millennial: Age 22-37 | 35\% (230) | 30\% (195) | 7\% | (47) | 6\% | (36) | 17\% | (110) | 6\% | (40) | 657 |
| Generation X: Age 38-53 | 31\% (166) | 27\% (146) | 8\% | (45) | 9\% | (48) | 19\% | (103) | 6\% | (35) | 543 |
| Boomers: Age 54-72 | 23\% (179) | 31\% (242) | 9\% | (71) | 14\% | (110) | 19\% | (148) | 3\% | (23) | 772 |
| PID: Dem (no lean) | 41\% (333) | 31\% (250) | 6\% | (50) | 3\% | (21) | 14\% | (112) | 5\% | (40) | 806 |
| PID: Ind (no lean) | 21\% (158) | 31\% (234) | 8\% | (58) | 10\% | (76) | 24\% | (182) | 6\% | (46) | 754 |
| PID: Rep (no lean) | 23\% (144) | 25\% (160) | 12\% | (74) | 19\% | (120) | 18\% | (113) | 4\% | (28) | 639 |
| PID/Gender: Dem Men | 39\% (155) | 34\% (135) | 7\% | (27) | 3\% | (11) | 13\% | (50) | 5\% | (18) | 395 |
| PID/Gender: Dem Women | 43\% (177) | 28\% (116) | 6\% | (23) | 3\% | (10) | 15\% | (62) | 5\% | (22) | 411 |
| PID/Gender: Ind Men | 16\% (54) | 32\% (106) | 9\% | (29) | $14 \%$ | (46) | 23\% | (74) | 6\% | (19) | 326 |
| PID/Gender: Ind Women | 24\% (105) | 30\% (128) | 7\% | (29) | 7\% | (30) | 25\% | (108) | 6\% | (27) | 427 |
| PID/Gender: Rep Men | 22\% (76) | 22\% (76) | 15\% | (52) | $21 \%$ | (70) | 16\% | (53) | 3\% | (12) | 339 |
| PID/Gender: Rep Women | 23\% (68) | 28\% (84) | 7\% | (22) | 17\% | (50) | 20\% | (60) | 5\% | (16) | 300 |
| Ideo: Liberal (1-3) | 38\% (254) | 34\% (230) | 8\% | (51) | 4\% | (29) | 12\% | (83) | 4\% | (27) | 674 |
| Ideo: Moderate (4) | 30\% (163) | 32\% (176) | 7\% | (41) | 7\% | (39) | 16\% | (89) | 7\% | (36) | 544 |
| Ideo: Conservative (5-7) | 22\% (159) | 27\% (193) | $11 \%$ | (77) | 19\% | (137) | 17\% | (123) | 3\% | (23) | 712 |
| Educ: < College | 29\% (445) | 25\% (384) | 7\% | (108) | 10\% | (157) | 21\% | (322) | 6\% | (96) | 1512 |
| Educ: Bachelors degree | 29\% (128) | 38\% (170) | $11 \%$ | (50) | 9\% | (41) | 11\% | (48) | $2 \%$ | (8) | 444 |
| Educ: Post-grad | 26\% (62) | 37\% (90) | 10\% | (24) | 8\% | (18) | 15\% | (37) | $4 \%$ | (11) | 243 |

[^22]Table HR6_4: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Jimmy Fallon

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 29\% (635) | 29\% (644) | 8\% | (182) | 10\% | (217) | 18\% | (406) | 5\% | (114) | 2199 |
| Income: Under 50k | 30\% (390) | 26\% (343) | 8\% | (97) | 9\% | (111) | 21\% | (271) | 6\% | (84) | 1297 |
| Income: 50k-100k | 28\% (173) | 33\% (205) | 9\% | (53) | 12\% | (71) | 15\% | (90) | 4\% | (23) | 615 |
| Income: 100k+ | 25\% (72) | 33\% (96) | $11 \%$ | (32) | 12\% | (35) | 16\% | (45) | 3\% | (8) | 287 |
| Ethnicity: White | 26\% (439) | 30\% (515) | 9\% | (154) | 11\% | (197) | 20\% | (340) | 4\% | (76) | 1722 |
| Ethnicity: Hispanic | 37\% (129) | 31\% (107) | 7\% | (24) | 6\% | (22) | 13\% | (44) | 7\% | (23) | 350 |
| Ethnicity: Afr. Am. | 43\% (118) | 25\% (69) | 5\% | (13) | $2 \%$ | (6) | 17\% | (47) | 8\% | (22) | 274 |
| Ethnicity: Other | 38\% (78) | 30\% (60) | 7\% | (15) | 7\% | (14) | 10\% | (19) | 9\% | (17) | 203 |
| Relig: Protestant | 24\% (127) | 33\% (180) | 10\% | (52) | $14 \%$ | (74) | 17\% | (93) | 3\% | (14) | 539 |
| Relig: Roman Catholic | 33\% (146) | 25\% (111) | 9\% | (40) | 12\% | (52) | 17\% | (74) | 3\% | (14) | 436 |
| Relig: Something Else | 38\% (71) | 33\% (61) | $4 \%$ | (7) | 6\% | (11) | 15\% | (28) | 5\% | (9) | 187 |
| Relig: Jewish | 25\% (13) | 40\% (22) | 7\% | (4) | 15\% | (8) | 12\% | (7) | 1\% | (1) | 54 |
| Relig: Evangelical | 31\% (248) | 32\% (259) | 7\% | (60) | 10\% | (82) | 17\% | (134) | 3\% | (22) | 805 |
| Relig: Non-Evang. Catholics | 27\% (96) | 26\% (93) | $11 \%$ | (38) | 15\% | (55) | 17\% | (60) | 4\% | (15) | 357 |
| Relig: All Christian | 30\% (344) | 30\% (352) | 8\% | (98) | 12\% | (137) | 17\% | (194) | 3\% | (37) | 1161 |
| Relig: All Non-Christian | $31 \% \quad$ (71) | 18\% (41) | 8\% | (18) | $11 \%$ | (24) | 23\% | (51) | 8\% | (19) | 224 |
| Community: Urban | 34\% (198) | 28\% (163) | 7\% | (40) | 8\% | (45) | 18\% | (102) | 5\% | (28) | 575 |
| Community: Suburban | 29\% (281) | 32\% (314) | 10\% | (101) | 9\% | (84) | 16\% | (155) | 5\% | (46) | 982 |
| Community: Rural | 24\% (156) | 26\% (168) | 6\% | (41) | $14 \%$ | (87) | 23\% | (149) | 6\% | (41) | 643 |
| Employ: Private Sector | 33\% (219) | 32\% (211) | 7\% | (48) | 8\% | (55) | 14\% | (94) | 5\% | (35) | 661 |
| Employ: Government | 37\% (46) | 22\% (27) | 9\% | (11) | 7\% | (9) | 20\% | (25) | 6\% | (7) | 124 |
| Employ: Self-Employed | 22\% (44) | 35\% (69) | 12\% | (24) | 13\% | (26) | 10\% | (19) | 7\% | (13) | 195 |
| Employ: Homemaker | 30\% (51) | 26\% (44) | 7\% | (12) | $11 \%$ | (19) | 21\% | (36) | 5\% | (9) | 170 |
| Employ: Student | 50\% (39) | 32\% (25) | $4 \%$ | (3) | 3\% | (2) | 6\% | (5) | 6\% | (5) | 79 |
| Employ: Retired | 18\% (95) | 31\% (163) | 12\% | (61) | 16\% | (85) | 20\% | (106) | 2\% | (13) | 523 |
| Employ: Unemployed | 26\% (68) | 26\% (67) | 7\% | (18) | $7 \%$ | (18) | 28\% | (72) | 7\% | (19) | 262 |
| Employ: Other | 40\% (74) | 20\% (38) | $3 \%$ | (6) | $2 \%$ | (4) | 26\% | (48) | 8\% | (15) | 185 |
| Military HH: Yes | 19\% (73) | 36\% (139) | 9\% | (35) | 15\% | (59) | 17\% | (66) | 3\% | (13) | 384 |
| Military HH: No | 31\% (562) | 28\% (506) | 8\% | (147) | 9\% | (158) | 19\% | (341) | 6\% | (102) | 1815 |
| RD/WT: Right Direction | 23\% (187) | 25\% (203) | 10\% | (84) | 18\% | (152) | 18\% | (147) | 6\% | (53) | 826 |
| RD/WT: Wrong Track | 33\% (448) | 32\% (441) | 7\% | (97) | 5\% | (65) | 19\% | (260) | 5\% | (62) | 1373 |

[^23]Table HR6_4: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Jimmy Fallon

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 29\% (635) | 29\% (644) | 8\% | (182) | 10\% | (217) | 18\% | (406) | 5\% | (114) | 2199 |
| Trump Job Approve | 23\% (204) | 24\% (205) | 11\% | (97) | 19\% | (166) | 18\% | (160) | 4\% | (38) | 870 |
| Trump Job Disapprove | 34\% (415) | 35\% (429) | 7\% | (80) | 4\% | (50) | 16\% | (199) | 4\% | (55) | 1227 |
| Trump Job Strongly Approve | 20\% (89) | 18\% (80) | 11\% | (49) | 28\% | (123) | 19\% | (82) | 4\% | (16) | 440 |
| Trump Job Somewhat Approve | 27\% (114) | 29\% (125) | $11 \%$ | (47) | 10\% | (43) | 18\% | (78) | 5\% | (22) | 429 |
| Trump Job Somewhat Disapprove | 29\% (85) | 42\% (124) | 5\% | (15) | 4\% | (13) | 15\% | (44) | 5\% | (16) | 297 |
| Trump Job Strongly Disapprove | 35\% (330) | 33\% (305) | 7\% | (65) | 4\% | (37) | 17\% | (155) | 4\% | (39) | 930 |
| Favorable of Trump | 23\% (199) | 24\% (203) | 11\% | (89) | 20\% | (174) | 18\% | (153) | $3 \%$ | (29) | 847 |
| Unfavorable of Trump | 35\% (418) | 35\% (422) | 7\% | (88) | 3\% | (42) | 16\% | (189) | 4\% | (52) | 1212 |
| Very Favorable of Trump | 21\% (99) | 19\% (91) | 10\% | (50) | 27\% | (131) | 19\% | (92) | 3\% | (16) | 479 |
| Somewhat Favorable of Trump | 27\% (100) | 31\% (112) | $11 \%$ | (40) | $11 \%$ | (42) | 16\% | (61) | 4\% | (13) | 368 |
| Somewhat Unfavorable of Trump | 27\% (65) | 37\% (88) | 9\% | (22) | 5\% | (12) | 16\% | (38) | 5\% | (11) | 236 |
| Very Unfavorable of Trump | 36\% (354) | 34\% (334) | 7\% | (66) | 3\% | (30) | 15\% | (151) | 4\% | (41) | 976 |
| \#1 Issue: Economy | 31\% (171) | 31\% (175) | 9\% | (48) | 8\% | (47) | 15\% | (82) | 7\% | (37) | 560 |
| \#1 Issue: Security | 18\% (81) | 25\% (111) | 8\% | (37) | 22\% | (99) | 22\% | (98) | 4\% | (16) | 441 |
| \#1 Issue: Health Care | 38\% (141) | 31\% (114) | 5\% | (18) | 6\% | (21) | 15\% | (55) | 5\% | (18) | 368 |
| \#1 Issue: Medicare / Social Security | 24\% (86) | 32\% (114) | 9\% | (31) | 8\% | (29) | 23\% | (83) | 4\% | (16) | 359 |
| \#1 Issue: Women's Issues | 37\% (46) | 27\% (34) | 12\% | (15) | 3\% | (4) | 14\% | (17) | 8\% | (9) | 126 |
| \#1 Issue: Education | 33\% (51) | 26\% (40) | 9\% | (13) | $2 \%$ | (3) | 20\% | (31) | 10\% | (15) | 154 |
| \#1 Issue: Energy | 37\% (36) | 40\% (40) | 3\% | (3) | 3\% | (3) | 17\% | (16) | 1\% | (1) | 100 |
| \#1 Issue: Other | 25\% (23) | 19\% (18) | 17\% | (16) | 12\% | (11) | 25\% | (23) | 3\% | (3) | 93 |
| 2018 House Vote: Democrat | 37\% (314) | 34\% (288) | 7\% | (58) | 3\% | (25) | 14\% | (119) | $4 \%$ | (36) | 839 |
| 2018 House Vote: Republican | 19\% (124) | 25\% (162) | 13\% | (84) | 22\% | (144) | 16\% | (105) | 4\% | (24) | 643 |
| 2018 House Vote: Someone else | 23\% (24) | 34\% (36) | 8\% | (8) | 5\% | (5) | 29\% | (31) | 2\% | (2) | 105 |
| 2018 House Vote: Didnt Vote | 28\% (167) | 26\% (159) | 5\% | (33) | 7\% | (43) | 25\% | (151) | 9\% | (52) | 605 |
| 2016 Vote: Hillary Clinton | 39\% (277) | 32\% (230) | 6\% | (46) | $2 \%$ | (17) | 16\% | (116) | 5\% | (33) | 719 |
| 2016 Vote: Donald Trump | 20\% (132) | 26\% (171) | 12\% | (80) | $21 \%$ | (141) | 17\% | (116) | 4\% | (26) | 666 |
| 2016 Vote: Someone else | 25\% (45) | 42\% (75) | 9\% | (16) | 7\% | (12) | 14\% | (25) | 3\% | (6) | 178 |
| 2016 Vote: Didnt Vote | 28\% (178) | 27\% (168) | 6\% | (41) | 8\% | (48) | 24\% | (148) | 8\% | (48) | 629 |
| Voted in 2014: Yes | 27\% (370) | 33\% (453) | 10\% | (135) | $11 \%$ | (147) | 16\% | (212) | $4 \%$ | (49) | 1366 |
| Voted in 2014: No | 32\% (265) | 23\% (192) | 6\% | (47) | 8\% | (70) | 23\% | (194) | 8\% | (65) | 833 |

[^24]Table HR6_4: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Jimmy Fallon

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 29\% (635) | 29\% (644) | 8\% | (182) | 10\% | (217) | 18\% | (406) | 5\% | (114) | 2199 |
| 2012 Vote: Barack Obama | 34\% (294) | 37\% (312) | 8\% | (70) | 4\% | (30) | 14\% | (121) | 3\% | (28) | 854 |
| 2012 Vote: Mitt Romney | 18\% (88) | 28\% (140) | 12\% | (62) | 22\% | (109) | 18\% | (88) | 3\% | (14) | 501 |
| 2012 Vote: Other | 13\% (11) | 30\% (26) | 11\% | (10) | 16\% | (14) | 27\% | (23) | 4\% | (3) | 87 |
| 2012 Vote: Didn't Vote | 32\% (242) | 22\% (166) | 5\% | (41) | 9\% | (64) | 23\% | (171) | 9\% | (69) | 752 |
| 4-Region: Northeast | 30\% (119) | 31\% (121) | 8\% | (31) | 7\% | (26) | 22\% | (86) | 3\% | (12) | 394 |
| 4-Region: Midwest | 30\% (138) | 31\% (144) | 7\% | (33) | 11\% | (51) | 17\% | (80) | 4\% | (16) | 462 |
| 4-Region: South | 27\% (221) | 28\% (235) | $7 \%$ | (56) | 10\% | (84) | 20\% | (166) | 8\% | (64) | 824 |
| 4-Region: West | 30\% (157) | 28\% (146) | 12\% | (62) | 11\% | (57) | 14\% | (75) | 4\% | (23) | 519 |
| TV shows: Every day | 33\% (382) | 30\% (339) | 8\% | (96) | 10\% | (109) | 16\% | (187) | 3\% | (36) | 1148 |
| TV shows: Several times per week | 26\% (132) | 36\% (183) | 8\% | (43) | 9\% | (44) | 16\% | (83) | 5\% | (27) | 512 |
| TV shows: About once per week | 30\% (43) | 26\% (37) | 10\% | (14) | 10\% | (15) | 20\% | (29) | 4\% | (6) | 144 |
| TV shows: Several times per month | 25\% (26) | 25\% (25) | 13\% | (13) | 17\% | (17) | 18\% | (18) | 2\% | (2) | 101 |
| TV shows: About once per month | 14\% (7) | 24\% (12) | 9\% | (4) | 15\% | (7) | 24\% | (12) | 13\% | (6) | 48 |
| TV shows: Less often than once per month | 20\% (16) | 25\% (19) | 3\% | (2) | 16\% | (12) | 29\% | (22) | 8\% | (6) | 78 |
| TV shows: Never | 18\% (30) | 17\% (29) | 6\% | (10) | 7\% | (12) | 33\% | (56) | 19\% | (31) | 169 |
| Movies: Every day | 41\% (165) | 22\% (88) | 7\% | (29) | 8\% | (30) | 18\% | (74) | 3\% | (13) | 399 |
| Movies: Several times per week | 30\% (171) | 35\% (204) | 10\% | (55) | 9\% | (51) | 14\% | (78) | 3\% | (15) | 574 |
| Movies: About once per week | 32\% (124) | 32\% (123) | 7\% | (28) | 9\% | (35) | 15\% | (57) | 4\% | (16) | 383 |
| Movies: Several times per month | 28\% (75) | 33\% (89) | 12\% | (34) | 12\% | (33) | 14\% | (37) | 2\% | (5) | 273 |
| Movies: About once per month | 23\% (40) | 27\% (47) | 10\% | (18) | 16\% | (28) | 15\% | (26) | 8\% | (14) | 173 |
| Movies: Less often than once per month | 17\% (34) | 28\% (56) | 5\% | (10) | 9\% | (19) | 32\% | (64) | 9\% | (18) | 201 |
| Movies: Never | $14 \% \quad$ (27) | 19\% (36) | $4 \%$ | (9) | 11\% | (21) | 36\% | (71) | 17\% | (33) | 196 |
| Sports: Every day | 41\% (65) | 24\% (38) | 14\% | (21) | 5\% | (8) | 15\% | (23) | 2\% | (2) | 158 |
| Sports: Several times per week | 31\% (102) | 30\% (99) | 10\% | (34) | 13\% | (44) | 11\% | (36) | 5\% | (17) | 332 |
| Sports: About once per week | $31 \%$ (86) | 36\% (101) | 9\% | (24) | 8\% | (22) | 15\% | (41) | 2\% | (5) | 279 |
| Sports: Several times per month | 36\% (83) | 28\% (64) | 8\% | (18) | 12\% | (28) | 12\% | (28) | 3\% | (7) | 228 |
| Sports: About once per month | 26\% (45) | 38\% (66) | 9\% | (17) | 8\% | (14) | 17\% | (30) | 1\% | (3) | 174 |
| Sports: Less often than once per month | 29\% (105) | 29\% (107) | 8\% | (30) | 11\% | (41) | 18\% | (64) | 5\% | (17) | 363 |
| Sports: Never | 23\% (150) | 25\% (169) | 6\% | (38) | 9\% | (61) | 27\% | (183) | 10\% | (64) | 666 |

Continued on next page

Table HR6_4: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Jimmy Fallon

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 29\% (635) | 29\% (644) | 8\% (182) | 10\% (217) | 18\% (406) | 5\% | (114) | 2199 |
| Cable: I currently subscribe | 34\% (372) | 28\% (315) | 8\% (91) | 9\% (94) | 18\% (194) | $4 \%$ | (41) | 1108 |
| Cable: I subscribed in the past | 27\% (196) | 32\% (234) | 8\% (58) | 12\% (87) | 17\% (121) | 4\% | (32) | 727 |
| Cable: I have never subscribed | 18\% (67) | 26\% (96) | 9\% (32) | 10\% (36) | 25\% (92) | $11 \%$ | (42) | 365 |
| Satellite television: I currently subscribe | 29\% (152) | 26\% (138) | $9 \% \quad$ (47) | 14\% (73) | 18\% (96) | $4 \%$ | (19) | 526 |
| Satellite television: I subscribed in the past | 32\% (190) | 29\% (173) | 8\% (49) | 10\% (62) | 16\% (95) | 5\% | (28) | 597 |
| Satellite television: I have never subscribed | 27\% (292) | 31\% (333) | 8\% (86) | 8\% (82) | 20\% (215) | 6\% | (67) | 1076 |
| Streaming service: I currently subscribe | 35\% (454) | 32\% (411) | 9\% (113) | 9\% (115) | 14\% (185) | 2\% | (24) | 1302 |
| Streaming service: I subscribed in the past | 28\% (65) | 26\% (61) | 11\% (25) | 8\% (19) | 18\% (41) | 10\% | (22) | 234 |
| Streaming service: I have never subscribed | 17\% (116) | 26\% (172) | 7\% (44) | 12\% (83) | 27\% (180) | 10\% | (68) | 663 |
| Film: An avid fan | 43\% (336) | 28\% (216) | 7\% (52) | 7\% (52) | 13\% (104) | 2\% | (18) | 779 |
| Film: A casual fan | 23\% (266) | 33\% (383) | 10\% (113) | 10\% (121) | 19\% (219) | 5\% | (52) | 1153 |
| Film: Not a fan | 12\% (33) | 17\% (46) | 6\% (17) | 16\% (44) | $31 \% \quad$ (84) | 17\% | (45) | 267 |
| Television: An avid fan | 36\% (414) | 31\% (352) | 8\% (92) | 8\% (95) | 14\% (167) | 3\% | (34) | 1154 |
| Television: A casual fan | 23\% (211) | 30\% (270) | 9\% (82) | 12\% (104) | 22\% (196) | 5\% | (43) | 907 |
| Television: Not a fan | 7\% (10) | 16\% (22) | 6\% (8) | 13\% (18) | 31\% (43) | 27\% | (38) | 139 |
| Music: An avid fan | 39\% (451) | 29\% (334) | 8\% (88) | 9\% (100) | 12\% (140) | 3\% | (39) | 1152 |
| Music: A casual fan | 20\% (179) | 32\% (288) | 10\% (87) | 12\% (107) | 23\% (206) | 5\% | (41) | 907 |
| Music: Not a fan | 4\% (5) | 16\% (23) | $5 \% \quad$ (7) | 8\% (11) | 43\% (60) | 24\% | (34) | 140 |
| Fashion: An avid fan | 49\% (168) | 25\% (86) | 4\% (15) | 7\% (25) | 10\% (34) | $4 \%$ | (15) | 342 |
| Fashion: A casual fan | 31\% (270) | 33\% (282) | 7\% (65) | 8\% (67) | 16\% (141) | 4\% | (37) | 861 |
| Fashion: Not a fan | 20\% (197) | 28\% (277) | 10\% (103) | 13\% (125) | 23\% (231) | 6\% | (63) | 996 |

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

Table HR6_5: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Seth Meyers

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 14\% | (314) | 26\% | (570) | 8\% | (168) | 8\% | (184) | 26\% | (582) | 17\% | (381) | 2199 |
| Gender: Male | 16\% | (168) | 29\% | (307) | 9\% | (93) | $11 \%$ | (121) | 22\% | (232) | 13\% | (140) | 1061 |
| Gender: Female | 13\% | (146) | 23\% | (264) | 7\% | (75) | 6\% | (63) | $31 \%$ | (350) | $21 \%$ | (241) | 1138 |
| Age: 18-29 | 16\% | (66) | 25\% | (103) | 7\% | (28) | 8\% | (34) | 20\% | (83) | 24\% | (97) | 411 |
| Age: 30-44 | 17\% | (102) | 26\% | (155) | 10\% | (57) | 6\% | (36) | 28\% | (170) | 13\% | (80) | 600 |
| Age: 45-54 | 15\% | (50) | $32 \%$ | (106) | 5\% | (18) | 8\% | (28) | 26\% | (86) | 14\% | (46) | 335 |
| Age: 55-64 | 13\% | (56) | 28\% | (115) | 8\% | (32) | 9\% | (39) | 26\% | (110) | 15\% | (64) | 417 |
| Age: 65+ | 9\% | (41) | 21\% | (92) | 7\% | (33) | $11 \%$ | (46) | 30\% | (132) | $21 \%$ | (93) | 436 |
| Generation Z: 18-21 | 18\% | (21) | 27\% | (31) | 5\% | (6) | 9\% | (11) | 16\% | (19) | 25\% | (29) | 116 |
| Millennial: Age 22-37 | 17\% | (109) | 25\% | (165) | 9\% | (62) | 6\% | (40) | 25\% | (163) | 18\% | (118) | 657 |
| Generation X: Age 38-53 | 15\% | (82) | 29\% | (156) | 6\% | (35) | 9\% | (46) | 28\% | (152) | 13\% | (72) | 543 |
| Boomers: Age 54-72 | 13\% | (97) | 25\% | (195) | 8\% | (63) | 10\% | (75) | 28\% | (213) | 17\% | (129) | 772 |
| PID: Dem (no lean) | 24\% | (193) | 33\% | (264) | 5\% | (43) | 3\% | (23) | 23\% | (183) | 12\% | (101) | 806 |
| PID: Ind (no lean) | 10\% | (77) | 24\% | (180) | 6\% | (49) | 9\% | (66) | 30\% | (230) | 20\% | (153) | 754 |
| PID: Rep (no lean) | 7\% | (44) | 20\% | (127) | 12\% | (77) | 15\% | (95) | 27\% | (170) | 20\% | (128) | 639 |
| PID/Gender: Dem Men | 27\% | (107) | 39\% | (153) | 5\% | (19) | $4 \%$ | (16) | 18\% | (69) | 8\% | (31) | 395 |
| PID/Gender: Dem Women | 21\% | (86) | 27\% | (111) | 6\% | (23) | $2 \%$ | (8) | 28\% | (113) | 17\% | (70) | 411 |
| PID/Gender: Ind Men | 12\% | (38) | 27\% | (89) | 9\% | (29) | 12\% | (40) | 27\% | (87) | 13\% | (44) | 326 |
| PID/Gender: Ind Women | $9 \%$ | (39) | 21\% | (91) | 5\% | (20) | 6\% | (26) | 33\% | (143) | 26\% | (109) | 427 |
| PID/Gender: Rep Men | 7\% | (23) | 19\% | (64) | 13\% | (45) | 19\% | (66) | 22\% | (76) | 19\% | (65) | 339 |
| PID/Gender: Rep Women | 7\% | (21) | 21\% | (62) | 11\% | (32) | 10\% | (29) | $31 \%$ | (94) | $21 \%$ | (62) | 300 |
| Ideo: Liberal (1-3) | 26\% | (173) | 35\% | (236) | 4\% | (30) | $4 \%$ | (24) | 23\% | (153) | 8\% | (57) | 674 |
| Ideo: Moderate (4) | 12\% | (64) | 29\% | (158) | 8\% | (45) | 7\% | (36) | 27\% | (147) | 17\% | (93) | 544 |
| Ideo: Conservative (5-7) | 7\% | (51) | 22\% | (155) | 12\% | (82) | 15\% | (109) | 26\% | (185) | 18\% | (130) | 712 |
| Educ: < College | 14\% | (209) | 22\% | (336) | 6\% | (98) | 9\% | (135) | 29\% | (433) | 20\% | (301) | 1512 |
| Educ: Bachelors degree | 15\% | (69) | 35\% | (155) | $11 \%$ | (47) | 8\% | (36) | 21\% | (92) | 10\% | (45) | 444 |
| Educ: Post-grad | 15\% | (37) | 33\% | (79) | 9\% | (23) | 5\% | (12) | 23\% | (57) | $14 \%$ | (35) | 243 |

[^25]Table HR6_5: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Seth Meyers

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 14\% (314) | 26\% (570) | 8\% (168) | 8\% (184) | 26\% (582) | 17\% (381) | 2199 |
| Income: Under 50k | 15\% (200) | 23\% (297) | 7\% (92) | 8\% (100) | 27\% (351) | 20\% (257) | 1297 |
| Income: 50k-100k | 14\% (85) | 30\% (184) | 7\% (44) | 9\% (57) | 25\% (155) | 15\% (90) | 615 |
| Income: 100k+ | 10\% (30) | $31 \% \quad$ (89) | 11\% (32) | 9\% (27) | 26\% (76) | 12\% (34) | 287 |
| Ethnicity: White | 13\% (225) | 26\% (439) | 8\% (136) | 9\% (154) | 27\% (466) | 17\% (301) | 1722 |
| Ethnicity: Hispanic | 15\% (52) | 32\% (111) | 6\% (22) | 8\% (28) | 21\% (72) | 18\% (65) | 350 |
| Ethnicity: Afr. Am. | 20\% (56) | 24\% (67) | 7\% (18) | 6\% (17) | 26\% (70) | 17\% (46) | 274 |
| Ethnicity: Other | 16\% (33) | 32\% (64) | 7\% (14) | 6\% (13) | 22\% (45) | 17\% (34) | 203 |
| Relig: Protestant | 10\% (52) | 24\% (131) | $12 \%$ (63) | 10\% (57) | 29\% (154) | 15\% (82) | 539 |
| Relig: Roman Catholic | 17\% (74) | 25\% (109) | 8\% (36) | 9\% (41) | 26\% (112) | 15\% (64) | 436 |
| Relig: Something Else | 17\% (31) | 33\% (61) | 3\% (6) | 5\% (8) | 26\% (48) | 17\% (32) | 187 |
| Relig: Jewish | 26\% (14) | 26\% (14) | 8\% (4) | 8\% (4) | 23\% (12) | 9\% (5) | 54 |
| Relig: Evangelical | 16\% (125) | 29\% (231) | 8\% (61) | 9\% (69) | 26\% (213) | 13\% (106) | 805 |
| Relig: Non-Evang. Catholics | 9\% (33) | 20\% (70) | 12\% (44) | 10\% (37) | 28\% (101) | 20\% (72) | 357 |
| Relig: All Christian | 14\% (158) | 26\% (301) | 9\% (105) | 9\% (106) | 27\% (313) | 15\% (178) | 1161 |
| Relig: All Non-Christian | 12\% (27) | 19\% (42) | 3\% (6) | 8\% (19) | 32\% (73) | 26\% (57) | 224 |
| Community: Urban | 20\% (113) | 26\% (148) | 8\% (48) | 5\% (31) | 25\% (143) | 16\% (92) | 575 |
| Community: Suburban | 14\% (135) | 29\% (281) | 8\% (75) | 8\% (82) | 27\% (263) | 15\% (146) | 982 |
| Community: Rural | 10\% (66) | 22\% (141) | 7\% (45) | 11\% (71) | 27\% (176) | 22\% (142) | 643 |
| Employ: Private Sector | 19\% (124) | 31\% (205) | 8\% (55) | 8\% (51) | 21\% (136) | $14 \%$ (89) | 661 |
| Employ: Government | $7 \% \quad$ (9) | 32\% (40) | 8\% (10) | 11\% (14) | 23\% (29) | 19\% (24) | 124 |
| Employ: Self-Employed | 18\% (36) | 26\% (51) | 7\% (13) | 9\% (17) | 25\% (49) | 15\% (29) | 195 |
| Employ: Homemaker | 14\% (24) | 22\% (37) | 7\% (11) | 6\% (11) | 34\% (58) | 17\% (29) | 170 |
| Employ: Student | 18\% (14) | 36\% (28) | 7\% (6) | 5\% (4) | 13\% (10) | 22\% (17) | 79 |
| Employ: Retired | 10\% (50) | 24\% (124) | 9\% (46) | 11\% (56) | 29\% (149) | 19\% (98) | 523 |
| Employ: Unemployed | 12\% (31) | 16\% (41) | 9\% (23) | 6\% (15) | 36\% (95) | 22\% (57) | 262 |
| Employ: Other | 15\% (27) | 24\% (44) | 2\% (4) | 9\% (17) | 30\% (55) | 20\% (38) | 185 |
| Military HH: Yes | 7\% (28) | 33\% (128) | 6\% (25) | 7\% (29) | 29\% (110) | 17\% (65) | 384 |
| Military HH: No | 16\% (287) | 24\% (443) | 8\% (143) | 9\% (155) | 26\% (472) | 17\% (316) | 1815 |
| RD/WT: Right Direction | 10\% (83) | $21 \%$ (172) | 9\% (77) | 14\% (117) | 25\% (207) | 21\% (171) | 826 |
| RD/WT: Wrong Track | 17\% (231) | 29\% (398) | 7\% (92) | 5\% (66) | 27\% (375) | 15\% (210) | 1373 |

[^26]Table HR6_5: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Seth Meyers

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 14\% | (314) | 26\% | (570) | 8\% | (168) | 8\% | (184) | 26\% | (582) | 17\% | (381) | 2199 |
| Trump Job Approve | 9\% | (77) | 19\% | (168) | 10\% | (91) | 15\% | (129) | 25\% | (220) | 21\% | (184) | 870 |
| Trump Job Disapprove | 19\% | (231) | 32\% | (392) | 6\% | (71) | 4\% | (55) | 26\% | (320) | 13\% | (158) | 1227 |
| Trump Job Strongly Approve | 10\% | (46) | 13\% | (59) | 10\% | (45) | 20\% | (88) | 25\% | (110) | 21\% | (92) | 440 |
| Trump Job Somewhat Approve | 7\% | (31) | 26\% | (110) | $11 \%$ | (45) | 10\% | (41) | 26\% | (110) | 22\% | (92) | 429 |
| Trump Job Somewhat Disapprove | 6\% | (19) | 35\% | (104) | 9\% | (26) | 4\% | (11) | 29\% | (87) | 17\% | (51) | 297 |
| Trump Job Strongly Disapprove | 23\% | (213) | $31 \%$ | (288) | 5\% | (46) | 5\% | (44) | 25\% | (233) | 12\% | (107) | 930 |
| Favorable of Trump | 8\% | (70) | 19\% | (164) | 10\% | (88) | 16\% | (137) | 26\% | (219) | 20\% | (168) | 847 |
| Unfavorable of Trump | 19\% | (234) | 33\% | (395) | 6\% | (72) | 3\% | (39) | 25\% | (306) | 14\% | (165) | 1212 |
| Very Favorable of Trump | 10\% | (48) | 15\% | (70) | 10\% | (46) | 20\% | (97) | 25\% | (118) | 21\% | (99) | 479 |
| Somewhat Favorable of Trump | 6\% | (22) | 26\% | (94) | 12\% | (42) | 11\% | (40) | 28\% | (101) | 19\% | (69) | 368 |
| Somewhat Unfavorable of Trump | 8\% | (19) | 26\% | (62) | 10\% | (24) | 5\% | (11) | 30\% | (71) | 21\% | (49) | 236 |
| Very Unfavorable of Trump | 22\% | (214) | 34\% | (333) | 5\% | (48) | 3\% | (28) | 24\% | (236) | 12\% | (117) | 976 |
| \#1 Issue: Economy | 13\% | (70) | 27\% | (149) | 10\% | (55) | 7\% | (40) | 30\% | (166) | 14\% | (80) | 560 |
| \#1 Issue: Security | 9\% | (37) | 19\% | (84) | 8\% | (35) | 16\% | (69) | 27\% | (117) | 22\% | (97) | 441 |
| \#1 Issue: Health Care | 22\% | (82) | 28\% | (103) | 7\% | (24) | 5\% | (17) | 25\% | (93) | 13\% | (49) | 368 |
| \#1 Issue: Medicare / Social Security | 13\% | (48) | 26\% | (93) | 6\% | (23) | 6\% | (20) | 29\% | (105) | 20\% | (70) | 359 |
| \#1 Issue: Women's Issues | 22\% | (28) | 25\% | (31) | 8\% | (10) | 7\% | (9) | 17\% | (21) | 21\% | (26) | 126 |
| \#1 Issue: Education | 9\% | (13) | 34\% | (53) | 8\% | (13) | 7\% | (11) | $21 \%$ | (32) | 21\% | (32) | 154 |
| \#1 Issue: Energy | 21\% | (21) | 37\% | (37) | 2\% | (2) | 8\% | (7) | 21\% | (21) | 11\% | (11) | 100 |
| \#1 Issue: Other | 15\% | (14) | 22\% | (20) | 6\% | (5) | 10\% | (9) | 29\% | (27) | 18\% | (17) | 93 |
| 2018 House Vote: Democrat | 24\% | (198) | 35\% | (296) | 6\% | (47) | 2\% | (15) | 24\% | (199) | 10\% | (85) | 839 |
| 2018 House Vote: Republican | 6\% | (39) | 18\% | (117) | 12\% | (78) | 18\% | (118) | 26\% | (170) | 19\% | (121) | 643 |
| 2018 House Vote: Someone else | 7\% | (8) | 26\% | (27) | 14\% | (15) | 13\% | (13) | 23\% | (24) | 17\% | (18) | 105 |
| 2018 House Vote: Didnt Vote | 11\% | (66) | 21\% | (129) | 5\% | (27) | 6\% | (38) | 31\% | (189) | 26\% | (157) | 605 |
| 2016 Vote: Hillary Clinton | 26\% | (184) | 32\% | (233) | $4 \%$ | (30) | 3\% | (19) | 24\% | (173) | 11\% | (80) | 719 |
| 2016 Vote: Donald Trump | 7\% | (46) | 21\% | (139) | $11 \%$ | (73) | 17\% | (111) | 27\% | (179) | 18\% | (118) | 666 |
| 2016 Vote: Someone else | 8\% | (14) | 40\% | (71) | 12\% | (22) | 5\% | (9) | $21 \%$ | (37) | 14\% | (24) | 178 |
| 2016 Vote: Didnt Vote | 11\% | (70) | 20\% | (124) | 7\% | (43) | 7\% | (44) | 31\% | (193) | 25\% | (155) | 629 |
| Voted in 2014: Yes | 15\% | (205) | 30\% | (404) | 9\% | (122) | 8\% | (112) | 24\% | (332) | 14\% | (191) | 1366 |
| Voted in 2014: No | 13\% | (109) | 20\% | (167) | 6\% | (46) | 9\% | (71) | 30\% | (250) | 23\% | (190) | 833 |

[^27]Table HR6_5: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Seth Meyers

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 14\% | (314) | 26\% | (570) | 8\% | (168) | 8\% | (184) | 26\% | (582) | 17\% | (381) | 2199 |
| 2012 Vote: Barack Obama | 23\% | (192) | 34\% | (287) | 6\% | (53) | 4\% | (32) | 24\% | (205) | 10\% | (85) | 854 |
| 2012 Vote: Mitt Romney | $4 \%$ | (22) | 22\% | (109) | 12\% | (59) | 18\% | (92) | 26\% | (132) | 17\% | (87) | 501 |
| 2012 Vote: Other | 5\% | (4) | 24\% | (21) | 8\% | (7) | 7\% | (6) | 37\% | (32) | 19\% | (17) | 87 |
| 2012 Vote: Didn't Vote | 13\% | (96) | 20\% | (154) | 7\% | (50) | 7\% | (53) | 28\% | (208) | 25\% | (192) | 752 |
| 4-Region: Northeast | 14\% | (55) | 26\% | (101) | 12\% | (47) | 7\% | (29) | 26\% | (104) | 15\% | (58) | 394 |
| 4-Region: Midwest | $14 \%$ | (65) | 26\% | (122) | 8\% | (36) | 8\% | (38) | 28\% | (128) | 16\% | (74) | 462 |
| 4-Region: South | $14 \%$ | (114) | 22\% | (185) | 6\% | (48) | 9\% | (75) | 28\% | (230) | 21\% | (171) | 824 |
| 4-Region: West | 15\% | (80) | 31\% | (162) | 7\% | (37) | 8\% | (41) | 23\% | (120) | 15\% | (78) | 519 |
| TV shows: Every day | 17\% | (196) | 27\% | (311) | 8\% | (86) | 7\% | (83) | 27\% | (310) | 14\% | (162) | 1148 |
| TV shows: Several times per week | 12\% | (64) | 31\% | (161) | 9\% | (46) | 9\% | (44) | 24\% | (121) | 15\% | (77) | 512 |
| TV shows: About once per week | 13\% | (19) | 29\% | (42) | 7\% | (10) | 14\% | (19) | 19\% | (27) | 18\% | (26) | 144 |
| TV shows: Several times per month | 11\% | (12) | 24\% | (24) | 9\% | (9) | 10\% | (10) | 32\% | (33) | 13\% | (13) | 101 |
| TV shows: About once per month | 6\% | (3) | 10\% | (5) | 6\% | (3) | 7\% | (3) | 39\% | (19) | 31\% | (15) | 48 |
| TV shows: Less often than once per month | 10\% | (8) | 16\% | (12) | 9\% | (7) | 15\% | (11) | 28\% | (22) | 22\% | (17) | 78 |
| TV shows: Never | 8\% | (13) | 9\% | (16) | 4\% | (7) | 7\% | (12) | 30\% | (51) | 42\% | (70) | 169 |
| Movies: Every day | 22\% | (88) | 20\% | (78) | 9\% | (35) | 7\% | (27) | 27\% | (106) | 16\% | (64) | 399 |
| Movies: Several times per week | $14 \%$ | (78) | 33\% | (192) | 8\% | (48) | 9\% | (51) | 23\% | (129) | 13\% | (77) | 574 |
| Movies: About once per week | 15\% | (59) | 29\% | (112) | 8\% | (31) | 10\% | (40) | 23\% | (86) | 14\% | (55) | 383 |
| Movies: Several times per month | 13\% | (35) | 36\% | (97) | 9\% | (24) | 6\% | (18) | 25\% | (69) | 11\% | (30) | 273 |
| Movies: About once per month | 12\% | (20) | 23\% | (40) | 7\% | (12) | 10\% | (18) | 29\% | (50) | 19\% | (33) | 173 |
| Movies: Less often than once per month | 9\% | (17) | 16\% | (32) | 6\% | (11) | 10\% | (21) | 38\% | (76) | 22\% | (44) | 201 |
| Movies: Never | 9\% | (17) | 10\% | (19) | $4 \%$ | (8) | 5\% | (10) | 34\% | (66) | 39\% | (76) | 196 |
| Sports: Every day | 26\% | (42) | 32\% | (51) | 9\% | (15) | 7\% | (11) | 16\% | (25) | 9\% | (14) | 158 |
| Sports: Several times per week | 14\% | (46) | 35\% | (115) | 9\% | (31) | 13\% | (43) | 18\% | (60) | $11 \%$ | (37) | 332 |
| Sports: About once per week | 18\% | (49) | 34\% | (95) | 9\% | (24) | 7\% | (19) | 19\% | (54) | 13\% | (37) | 279 |
| Sports: Several times per month | 15\% | (35) | 24\% | (54) | 10\% | (23) | 13\% | (30) | 26\% | (59) | 12\% | (26) | 228 |
| Sports: About once per month | 10\% | (18) | 30\% | (52) | 7\% | (12) | 8\% | (13) | 29\% | (51) | 15\% | (26) | 174 |
| Sports: Less often than once per month | 15\% | (54) | 23\% | (83) | 7\% | (27) | 8\% | (31) | 33\% | (118) | 14\% | (51) | 363 |
| Sports: Never | 10\% | (70) | 18\% | (121) | 5\% | (35) | 5\% | (36) | 32\% | (215) | 28\% | (189) | 666 |

Continued on next page

Table HR6_5: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Seth Meyers

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 14\% (314) | 26\% (570) | 8\% (168) | 8\% (184) | 26\% (582) | 17\% (381) | 2199 |
| Cable: I currently subscribe | 19\% (205) | 26\% (290) | 9\% (100) | 8\% (94) | 24\% (267) | 14\% (152) | 1108 |
| Cable: I subscribed in the past | $11 \% \quad$ (78) | 29\% (212) | 6\% (42) | 9\% (62) | 26\% (189) | 20\% (143) | 727 |
| Cable: I have never subscribed | 9\% (31) | 19\% (68) | 7\% (26) | 7\% (27) | 35\% (127) | 23\% (86) | 365 |
| Satellite television: I currently subscribe | 12\% (62) | 26\% (139) | 9\% (46) | 10\% (52) | 26\% (137) | 17\% (89) | 526 |
| Satellite television: I subscribed in the past | 15\% (88) | 26\% (157) | 6\% (38) | 11\% (65) | 25\% (149) | 17\% (100) | 597 |
| Satellite television: I have never subscribed | 15\% (164) | 26\% (275) | 8\% (84) | 6\% (67) | 27\% (295) | 18\% (192) | 1076 |
| Streaming service: I currently subscribe | 18\% (236) | 30\% (387) | 8\% (103) | 8\% (103) | 25\% (321) | 12\% (152) | 1302 |
| Streaming service: I subscribed in the past | 11\% (27) | 28\% (65) | 10\% (24) | 8\% (19) | 24\% (55) | 19\% (44) | 234 |
| Streaming service: I have never subscribed | 8\% (51) | 18\% (119) | 6\% (42) | 9\% (61) | 31\% (206) | 28\% (184) | 663 |
| Film: An avid fan | 25\% (194) | 30\% (234) | 9\% (67) | 6\% (46) | 18\% (144) | 12\% (93) | 779 |
| Film: A casual fan | 9\% (107) | 27\% (311) | 7\% (84) | 9\% (102) | 31\% (353) | 17\% (196) | 1153 |
| Film: Not a fan | 5\% (13) | 10\% (26) | 6\% (17) | 13\% (35) | 32\% (85) | 34\% (91) | 267 |
| Television: An avid fan | 19\% (214) | 30\% (349) | 8\% (92) | 7\% (79) | 23\% (268) | 13\% (152) | 1154 |
| Television: A casual fan | 11\% (96) | 23\% (212) | 7\% (67) | 10\% (87) | 29\% (267) | 19\% (176) | 907 |
| Television: Not a fan | 3\% (4) | 7\% (9) | 6\% (8) | 12\% (17) | 34\% (47) | 38\% (53) | 139 |
| Music: An avid fan | 19\% (223) | 30\% (349) | 7\% (78) | 7\% (83) | 22\% (254) | 14\% (165) | 1152 |
| Music: A casual fan | 9\% (84) | 23\% (212) | 9\% (82) | 10\% (89) | 31\% (285) | 17\% (155) | 907 |
| Music: Not a fan | 5\% (7) | 7\% (9) | 5\% (8) | 9\% (12) | 30\% (42) | 44\% (61) | 140 |
| Fashion: An avid fan | 28\% (96) | 30\% (101) | 8\% (28) | 5\% (17) | 16\% (56) | 13\% (43) | 342 |
| Fashion: A casual fan | 14\% (124) | 28\% (241) | 6\% (55) | 6\% (56) | 29\% (247) | 16\% (138) | 861 |
| Fashion: Not a fan | 9\% (94) | 23\% (228) | 9\% (85) | 11\% (111) | 28\% (278) | 20\% (199) | 996 |

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

Table HR6_6: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Carson Daly

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 10\% | (223) | 26\% | (574) | 9\% | (200) | 6\% | (137) | $31 \%$ | (675) | 18\% | (390) | 2199 |
| Gender: Male | 10\% | (107) | 25\% | (263) | $12 \%$ | (124) | 7\% | (79) | 29\% | (307) | 17\% | (181) | 1061 |
| Gender: Female | 10\% | (116) | 27\% | (310) | 7\% | (77) | 5\% | (58) | 32\% | (368) | 18\% | (210) | 1138 |
| Age: 18-29 | 11\% | (44) | 18\% | (74) | $11 \%$ | (44) | 4\% | (17) | 26\% | (106) | 30\% | (125) | 411 |
| Age: 30-44 | 12\% | (72) | 33\% | (199) | $13 \%$ | (79) | 5\% | (33) | 28\% | (169) | 8\% | (49) | 600 |
| Age: 45-54 | 12\% | (39) | 27\% | (90) | 7\% | (25) | 7\% | (24) | 34\% | (113) | 13\% | (44) | 335 |
| Age: 55-64 | 10\% | (40) | 27\% | (114) | 7\% | (28) | 8\% | (35) | $32 \%$ | (133) | 16\% | (67) | 417 |
| Age: 65+ | 7\% | (29) | 22\% | (97) | 6\% | (25) | 7\% | (28) | 35\% | (153) | $24 \%$ | (105) | 436 |
| Generation Z: 18-21 | 9\% | (10) | 20\% | (23) | 4\% | (5) | 7\% | (8) | 19\% | (22) | 40\% | (47) | 116 |
| Millennial: Age 22-37 | 12\% | (80) | 27\% | (175) | $14 \%$ | (94) | 4\% | (26) | 27\% | (175) | 16\% | (107) | 657 |
| Generation X: Age 38-53 | 10\% | (57) | 29\% | (158) | 8\% | (46) | 7\% | (37) | 34\% | (184) | $11 \%$ | (62) | 543 |
| Boomers: Age 54-72 | 9\% | (71) | 25\% | (195) | 7\% | (53) | 8\% | (59) | 33\% | (258) | 18\% | (136) | 772 |
| PID: Dem (no lean) | 14\% | (115) | 32\% | (255) | 8\% | (62) | 4\% | (30) | 27\% | (219) | 16\% | (125) | 806 |
| PID: Ind (no lean) | 6\% | (46) | 25\% | (186) | 9\% | (72) | 6\% | (44) | 35\% | (264) | 19\% | (143) | 754 |
| PID: Rep (no lean) | 10\% | (62) | 21\% | (133) | 10\% | (67) | 10\% | (64) | 30\% | (191) | 19\% | (123) | 639 |
| PID/Gender: Dem Men | 15\% | (58) | $33 \%$ | (130) | 10\% | (38) | 5\% | (18) | 23\% | (91) | 15\% | (60) | 395 |
| PID/Gender: Dem Women | $14 \%$ | (57) | $31 \%$ | (125) | 6\% | (24) | 3\% | (11) | 31\% | (128) | 16\% | (65) | 411 |
| PID/Gender: Ind Men | 6\% | (18) | $21 \%$ | (70) | $14 \%$ | (46) | 7\% | (24) | $36 \%$ | (118) | 15\% | (50) | 326 |
| PID/Gender: Ind Women | 6\% | (28) | 27\% | (116) | 6\% | (25) | 5\% | (20) | 34\% | (146) | 22\% | (93) | 427 |
| PID/Gender: Rep Men | 9\% | (30) | 19\% | (64) | 12\% | (39) | 11\% | (37) | 29\% | (98) | 21\% | (71) | 339 |
| PID/Gender: Rep Women | $11 \%$ | (32) | 23\% | (69) | 9\% | (27) | 9\% | (26) | $31 \%$ | (93) | 17\% | (52) | 300 |
| Ideo: Liberal (1-3) | 15\% | (98) | 29\% | (196) | 10\% | (65) | 4\% | (29) | 29\% | (192) | 14\% | (94) | 674 |
| Ideo: Moderate (4) | 9\% | (48) | 29\% | (160) | $11 \%$ | (59) | 5\% | (25) | 28\% | (151) | 19\% | (102) | 544 |
| Ideo: Conservative (5-7) | 7\% | (51) | 26\% | (187) | 8\% | (60) | 10\% | (70) | 30\% | (217) | 18\% | (128) | 712 |
| Educ: < College | 11\% | (170) | 24\% | (364) | 8\% | (116) | 6\% | (95) | 31\% | (464) | 20\% | (302) | 1512 |
| Educ: Bachelors degree | 7\% | (30) | 30\% | (134) | 13\% | (58) | 6\% | (27) | 33\% | (147) | 11\% | (48) | 444 |
| Educ: Post-grad | 10\% | (23) | $31 \%$ | (76) | $11 \%$ | (26) | 6\% | (14) | 26\% | (64) | 16\% | (40) | 243 |

[^28]Table HR6_6: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Carson Daly

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 10\% | (223) | 26\% | (574) | 9\% | (200) | 6\% | (137) | 31\% | (675) | 18\% | (390) | 2199 |
| Income: Under 50k | 12\% | (156) | 23\% | (298) | 8\% | (101) | 6\% | (78) | 32\% | (413) | 19\% | (251) | 1297 |
| Income: 50k-100k | 7\% | (46) | 32\% | (195) | 12\% | (76) | 7\% | (41) | 27\% | (164) | 15\% | (93) | 615 |
| Income: 100k+ | 7\% | (21) | 28\% | (81) | 8\% | (23) | 6\% | (18) | 34\% | (98) | 16\% | (47) | 287 |
| Ethnicity: White | 9\% | (154) | 26\% | (443) | 9\% | (160) | 6\% | (107) | 33\% | (568) | 17\% | (289) | 1722 |
| Ethnicity: Hispanic | 14\% | (50) | 27\% | (94) | 10\% | (36) | 4\% | (14) | 21\% | (73) | 24\% | (83) | 350 |
| Ethnicity: Afr. Am. | 16\% | (44) | 30\% | (82) | 4\% | (11) | 5\% | (13) | 26\% | (71) | 19\% | (53) | 274 |
| Ethnicity: Other | 12\% | (25) | $24 \%$ | (49) | 15\% | (30) | 8\% | (17) | 18\% | (36) | 24\% | (48) | 203 |
| Relig: Protestant | 8\% | (44) | 29\% | (154) | 9\% | (49) | 7\% | (37) | 31\% | (170) | 16\% | (85) | 539 |
| Relig: Roman Catholic | 13\% | (55) | 28\% | (122) | 7\% | (31) | 7\% | (31) | 28\% | (120) | 17\% | (76) | 436 |
| Relig: Something Else | 8\% | (14) | $31 \%$ | (59) | 5\% | (10) | 6\% | (12) | 32\% | (60) | 17\% | (32) | 187 |
| Relig: Jewish | 14\% | (8) | 34\% | (18) | 7\% | (4) | 5\% | (3) | 28\% | (15) | 12\% | (6) | 54 |
| Relig: Evangelical | 11\% | (86) | 29\% | (231) | 7\% | (58) | 6\% | (51) | 31\% | (248) | 16\% | (129) | 805 |
| Relig: Non-Evang. Catholics | 8\% | (27) | 29\% | (103) | 9\% | (32) | 8\% | (29) | 28\% | (101) | 18\% | (64) | 357 |
| Relig: All Christian | 10\% | (114) | 29\% | (335) | 8\% | (90) | 7\% | (80) | 30\% | (350) | 17\% | (193) | 1161 |
| Relig: All Non-Christian | 14\% | (32) | 22\% | (49) | 4\% | (9) | 8\% | (18) | 31\% | (70) | 21\% | (46) | 224 |
| Community: Urban | 15\% | (86) | 24\% | (140) | 9\% | (49) | 6\% | (33) | 30\% | (175) | 16\% | (93) | 575 |
| Community: Suburban | 9\% | (89) | 27\% | (269) | 10\% | (103) | 6\% | (57) | 29\% | (288) | 18\% | (176) | 982 |
| Community: Rural | 8\% | (48) | 26\% | (165) | 7\% | (48) | 7\% | (48) | 33\% | (212) | 19\% | (122) | 643 |
| Employ: Private Sector | 11\% | (75) | 32\% | (210) | 10\% | (68) | 7\% | (45) | 27\% | (181) | 12\% | (81) | 661 |
| Employ: Government | 11\% | (14) | 28\% | (35) | 13\% | (16) | 6\% | (7) | 24\% | (30) | 18\% | (23) | 124 |
| Employ: Self-Employed | 6\% | (11) | 30\% | (59) | 15\% | (29) | 5\% | (10) | 30\% | (60) | 14\% | (27) | 195 |
| Employ: Homemaker | 12\% | (21) | 23\% | (39) | 10\% | (18) | 3\% | (6) | 39\% | (66) | 12\% | (21) | 170 |
| Employ: Student | 13\% | (10) | 21\% | (16) | 4\% | (4) | 6\% | (5) | 23\% | (18) | $33 \%$ | (26) | 79 |
| Employ: Retired | $7 \%$ | (35) | 25\% | (130) | 6\% | (32) | 9\% | (45) | 32\% | (168) | 22\% | (114) | 523 |
| Employ: Unemployed | 12\% | (31) | 19\% | (51) | 7\% | (17) | $4 \%$ | (11) | 35\% | (91) | 23\% | (61) | 262 |
| Employ: Other | $14 \%$ | (27) | 18\% | (34) | 9\% | (17) | 5\% | (9) | 33\% | (61) | 20\% | (38) | 185 |
| Military HH: Yes | 6\% | (24) | 27\% | (104) | 9\% | (33) | 7\% | (25) | 33\% | (126) | 19\% | (73) | 384 |
| Military HH: No | 11\% | (199) | 26\% | (470) | 9\% | (168) | 6\% | (112) | 30\% | (549) | 17\% | (317) | 1815 |
| RD/WT: Right Direction | 10\% | (81) | 23\% | (187) | 10\% | (79) | 10\% | (79) | 28\% | (231) | 20\% | (169) | 826 |
| RD/WT: Wrong Track | 10\% | (142) | 28\% | (387) | 9\% | (121) | 4\% | (58) | 32\% | (443) | 16\% | (221) | 1373 |

[^29]Table HR6_6: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Carson Daly

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 10\% | (223) | 26\% | (574) | 9\% | (200) | 6\% | (137) | 31\% | (675) | 18\% | (390) | 2199 |
| Trump Job Approve | 10\% | (86) | 23\% | (198) | 9\% | (78) | 10\% | (90) | 29\% | (249) | 19\% | (169) | 870 |
| Trump Job Disapprove | 11\% | (133) | 30\% | (364) | 10\% | (120) | 4\% | (45) | 31\% | (379) | 15\% | (187) | 1227 |
| Trump Job Strongly Approve | 12\% | (52) | 18\% | (78) | 6\% | (27) | 14\% | (62) | 29\% | (129) | 21\% | (92) | 440 |
| Trump Job Somewhat Approve | 8\% | (34) | 28\% | (120) | 12\% | (51) | 7\% | (28) | 28\% | (120) | 18\% | (77) | 429 |
| Trump Job Somewhat Disapprove | 6\% | (17) | 31\% | (91) | 12\% | (36) | 2\% | (6) | 31\% | (91) | 19\% | (56) | 297 |
| Trump Job Strongly Disapprove | 12\% | (116) | 29\% | (273) | 9\% | (84) | 4\% | (40) | 31\% | (288) | 14\% | (131) | 930 |
| Favorable of Trump | 11\% | (91) | 23\% | (192) | 9\% | (75) | 10\% | (82) | 29\% | (243) | 19\% | (164) | 847 |
| Unfavorable of Trump | 11\% | (127) | 30\% | (366) | 10\% | (120) | 5\% | (55) | 30\% | (366) | 15\% | (176) | 1212 |
| Very Favorable of Trump | 12\% | (59) | 18\% | (86) | 7\% | (31) | 13\% | (63) | 29\% | (141) | 21\% | (98) | 479 |
| Somewhat Favorable of Trump | 9\% | (32) | 29\% | (106) | 12\% | (44) | 5\% | (19) | 28\% | (102) | 18\% | (66) | 368 |
| Somewhat Unfavorable of Trump | 5\% | (13) | 30\% | (71) | 13\% | (31) | 4\% | (9) | 31\% | (73) | 17\% | (39) | 236 |
| Very Unfavorable of Trump | 12\% | (115) | 30\% | (296) | 9\% | (89) | 5\% | (46) | 30\% | (294) | 14\% | (137) | 976 |
| \#1 Issue: Economy | 10\% | (54) | 29\% | (161) | 10\% | (57) | 6\% | (34) | 30\% | (166) | 16\% | (88) | 560 |
| \#1 Issue: Security | 9\% | (38) | 21\% | (92) | 7\% | (30) | 11\% | (49) | 32\% | (141) | 21\% | (91) | 441 |
| \#1 Issue: Health Care | 10\% | (36) | $33 \%$ | (120) | 10\% | (36) | 4\% | (15) | 25\% | (92) | 19\% | (70) | 368 |
| \#1 Issue: Medicare / Social Security | 13\% | (45) | 27\% | (96) | 7\% | (26) | 4\% | (14) | 33\% | (119) | 16\% | (58) | 359 |
| \#1 Issue: Women's Issues | 18\% | (23) | 24\% | (30) | 6\% | (7) | 3\% | (3) | 28\% | (35) | 21\% | (26) | 126 |
| \#1 Issue: Education | 9\% | (14) | 20\% | (30) | 18\% | (28) | 5\% | (8) | 31\% | (48) | 16\% | (25) | 154 |
| \#1 Issue: Energy | 9\% | (9) | 28\% | (28) | 11\% | (11) | 2\% | (2) | 35\% | (34) | 16\% | (16) | 100 |
| \#1 Issue: Other | $4 \%$ | (4) | 18\% | (17) | 6\% | (5) | 11\% | (11) | 43\% | (40) | 18\% | (17) | 93 |
| 2018 House Vote: Democrat | 14\% | (116) | 30\% | (252) | 9\% | (79) | 4\% | (32) | 30\% | (256) | 13\% | (105) | 839 |
| 2018 House Vote: Republican | 7\% | (48) | 22\% | (140) | 10\% | (62) | 12\% | (76) | 29\% | (184) | 21\% | (134) | 643 |
| 2018 House Vote: Someone else | 2\% | (2) | 31\% | (32) | 19\% | (20) | 5\% | (6) | 26\% | (28) | 17\% | (17) | 105 |
| 2018 House Vote: Didnt Vote | 9\% | (53) | 24\% | (147) | 7\% | (40) | 4\% | (24) | 34\% | (207) | 22\% | (134) | 605 |
| 2016 Vote: Hillary Clinton | 15\% | (108) | 30\% | (214) | 8\% | (54) | 3\% | (25) | 32\% | (227) | 13\% | (91) | 719 |
| 2016 Vote: Donald Trump | 9\% | (59) | 24\% | (157) | 8\% | (54) | 12\% | (77) | 30\% | (197) | 18\% | (122) | 666 |
| 2016 Vote: Someone else | 4\% | (6) | 37\% | (66) | 17\% | (30) | 6\% | (11) | 25\% | (45) | 11\% | (20) | 178 |
| 2016 Vote: Didnt Vote | 8\% | (50) | 21\% | (134) | 10\% | (62) | 4\% | (24) | 33\% | (206) | 24\% | (154) | 629 |
| Voted in 2014: Yes | 11\% | (147) | 29\% | (399) | 10\% | (131) | 7\% | (102) | 29\% | (395) | 14\% | (192) | 1366 |
| Voted in 2014: No | 9\% | (76) | 21\% | (174) | 8\% | (70) | 4\% | (35) | 33\% | (279) | 24\% | (199) | 833 |

[^30]Table HR6_6: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Carson Daly

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 10\% | (223) | 26\% | (574) | 9\% | (200) | 6\% | (137) | 31\% | (675) | 18\% | (390) | 2199 |
| 2012 Vote: Barack Obama | 14\% | (115) | 34\% | (289) | 8\% | (67) | 6\% | (49) | 28\% | (241) | $11 \%$ | (92) | 854 |
| 2012 Vote: Mitt Romney | 7\% | (35) | 24\% | (122) | 9\% | (47) | $11 \%$ | (54) | 32\% | (161) | 16\% | (82) | 501 |
| 2012 Vote: Other | 4\% | (4) | 18\% | (16) | 8\% | (7) | 8\% | (7) | 45\% | (39) | 17\% | (15) | 87 |
| 2012 Vote: Didn't Vote | 9\% | (65) | 19\% | (147) | 11\% | (79) | 4\% | (27) | 31\% | (232) | 27\% | (202) | 752 |
| 4-Region: Northeast | 13\% | (49) | 25\% | (99) | 10\% | (41) | 6\% | (23) | 32\% | (126) | 14\% | (55) | 394 |
| 4-Region: Midwest | 7\% | (32) | 28\% | (128) | 13\% | (58) | 7\% | (31) | 30\% | (138) | 17\% | (76) | 462 |
| 4-Region: South | 11\% | (91) | 25\% | (202) | 5\% | (43) | 8\% | (63) | 33\% | (268) | 19\% | (157) | 824 |
| 4-Region: West | 10\% | (51) | 28\% | (145) | 11\% | (58) | 4\% | (20) | 28\% | (143) | 20\% | (102) | 519 |
| TV shows: Every day | 12\% | (143) | 28\% | (325) | 10\% | (112) | 6\% | (69) | 29\% | (338) | 14\% | (162) | 1148 |
| TV shows: Several times per week | 7\% | (37) | 30\% | (154) | 8\% | (43) | 6\% | (30) | 32\% | (163) | 17\% | (85) | 512 |
| TV shows: About once per week | 10\% | (14) | 24\% | (34) | 16\% | (22) | 6\% | (8) | 23\% | (33) | 22\% | (32) | 144 |
| TV shows: Several times per month | 6\% | (6) | 26\% | (26) | 14\% | (14) | 8\% | (8) | 33\% | (33) | 14\% | (14) | 101 |
| TV shows: About once per month | 6\% | (3) | 10\% | (5) | 8\% | (4) | 5\% | (2) | 34\% | (16) | 38\% | (18) | 48 |
| TV shows: Less often than once per month | 11\% | (8) | 21\% | (16) | 3\% | (3) | 12\% | (9) | 30\% | (23) | 23\% | (18) | 78 |
| TV shows: Never | 7\% | (12) | 8\% | (13) | 2\% | (3) | 6\% | (11) | 41\% | (69) | 36\% | (61) | 169 |
| Movies: Every day | 21\% | (82) | 24\% | (97) | 10\% | (39) | 3\% | (12) | 26\% | (102) | 17\% | (66) | 399 |
| Movies: Several times per week | 10\% | (55) | 31\% | (176) | 11\% | (65) | 6\% | (32) | 29\% | (169) | 13\% | (77) | 574 |
| Movies: About once per week | 10\% | (40) | 31\% | (118) | 9\% | (36) | 7\% | (27) | 28\% | (108) | 14\% | (55) | 383 |
| Movies: Several times per month | 5\% | (15) | $31 \%$ | (84) | 13\% | (35) | 7\% | (20) | 31\% | (84) | 13\% | (35) | 273 |
| Movies: About once per month | 5\% | (8) | 23\% | (40) | 8\% | (14) | 7\% | (12) | 36\% | (63) | $21 \%$ | (36) | 173 |
| Movies: Less often than once per month | 3\% | (6) | 19\% | (38) | 3\% | (7) | 9\% | (18) | 42\% | (84) | 24\% | (48) | 201 |
| Movies: Never | 9\% | (18) | $11 \%$ | (21) | 2\% | (5) | 8\% | (15) | 33\% | (65) | $37 \%$ | (72) | 196 |
| Sports: Every day | 22\% | (34) | 31\% | (48) | 10\% | (16) | $7 \%$ | (11) | 24\% | (39) | 6\% | (9) | 158 |
| Sports: Several times per week | 12\% | (40) | 30\% | (99) | 13\% | (42) | 9\% | (29) | 25\% | (82) | 12\% | (40) | 332 |
| Sports: About once per week | 8\% | (22) | 36\% | (100) | 10\% | (28) | 4\% | (11) | 31\% | (86) | 12\% | (34) | 279 |
| Sports: Several times per month | $14 \%$ | (31) | 28\% | (64) | 13\% | (29) | 5\% | (12) | 25\% | (57) | 15\% | (35) | 228 |
| Sports: About once per month | 11\% | (18) | 24\% | (42) | 13\% | (23) | 5\% | (8) | 27\% | (47) | 20\% | (36) | 174 |
| Sports: Less often than once per month | 8\% | (30) | 24\% | (86) | 9\% | (31) | 8\% | (28) | 36\% | (129) | 16\% | (59) | 363 |
| Sports: Never | 7\% | (47) | 20\% | (134) | 5\% | (32) | 6\% | (38) | 35\% | (236) | 27\% | (179) | 666 |

Continued on next page

Table HR6_6: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Carson Daly

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 10\% | (223) | 26\% | (574) | 9\% | (200) | 6\% | (137) | 31\% | (675) | 18\% | (390) | 2199 |
| Cable: I currently subscribe | 13\% | (148) | 27\% | (297) | 9\% | (98) | 6\% | (62) | 29\% | (322) | 16\% | (181) | 1108 |
| Cable: I subscribed in the past | 8\% | (57) | 28\% | (205) | 10\% | (69) | 7\% | (51) | 31\% | (222) | 17\% | (122) | 727 |
| Cable: I have never subscribed | 5\% | (18) | 19\% | (71) | 9\% | (33) | 7\% | (25) | 36\% | (130) | 24\% | (87) | 365 |
| Satellite television: I currently subscribe | 13\% | (66) | 25\% | (130) | 8\% | (41) | 7\% | (35) | 31\% | (164) | 17\% | (90) | 526 |
| Satellite television: I subscribed in the past | $11 \%$ | (63) | 29\% | (173) | 10\% | (58) | 6\% | (37) | 30\% | (177) | 15\% | (89) | 597 |
| Satellite television: I have never subscribed | 9\% | (94) | 25\% | (271) | 9\% | (101) | 6\% | (65) | 31\% | (334) | 20\% | (211) | 1076 |
| Streaming service: I currently subscribe | 12\% | (154) | $30 \%$ | (390) | 10\% | (133) | 6\% | (78) | 28\% | (371) | 13\% | (176) | 1302 |
| Streaming service: I subscribed in the past | 14\% | (32) | 27\% | (62) | 12\% | (27) | 5\% | (11) | 28\% | (65) | 16\% | (36) | 234 |
| Streaming service: I have never subscribed | 6\% | (37) | 18\% | (121) | 6\% | (40) | 7\% | (48) | 36\% | (239) | 27\% | (179) | 663 |
| Film: An avid fan | 17\% | (129) | 29\% | (229) | 10\% | (81) | 5\% | (36) | 26\% | (200) | 13\% | (103) | 779 |
| Film: A casual fan | 7\% | (79) | 26\% | (305) | 10\% | (111) | 6\% | (67) | 34\% | (386) | 18\% | (204) | 1153 |
| Film: Not a fan | 5\% | (14) | 15\% | (39) | 3\% | (8) | 13\% | (34) | 33\% | (88) | 31\% | (83) | 267 |
| Television: An avid fan | 14\% | (157) | 31\% | (355) | 9\% | (109) | 6\% | (66) | 26\% | (295) | 15\% | (171) | 1154 |
| Television: A casual fan | 7\% | (61) | 23\% | (205) | 10\% | (89) | 6\% | (56) | 36\% | (322) | 19\% | (174) | 907 |
| Television: Not a fan | $4 \%$ | (5) | 10\% | (14) | $2 \%$ | (3) | $11 \%$ | (15) | 41\% | (57) | 33\% | (46) | 139 |
| Music: An avid fan | 13\% | (154) | 30\% | (349) | $11 \%$ | (125) | 6\% | (73) | 25\% | (285) | 14\% | (164) | 1152 |
| Music: A casual fan | 7\% | (64) | 24\% | (215) | 8\% | (72) | 6\% | (53) | 38\% | (342) | 18\% | (162) | 907 |
| Music: Not a fan | 3\% | (5) | 7\% | (10) | $2 \%$ | (3) | 8\% | (11) | 34\% | (47) | 46\% | (64) | 140 |
| Fashion: An avid fan | 23\% | (80) | $31 \%$ | (107) | 9\% | (29) | 5\% | (16) | 18\% | (63) | 14\% | (48) | 342 |
| Fashion: A casual fan | 9\% | (81) | 30\% | (262) | 9\% | (78) | 5\% | (46) | 29\% | (254) | 16\% | (141) | 861 |
| Fashion: Not a fan | 6\% | (62) | 21\% | (205) | 9\% | (93) | 8\% | (76) | 36\% | (358) | 20\% | (202) | 996 |

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

Table HR6_7: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Conan O'Brien

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never | heard of | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 18\% (402) | 30\% (667) | 11\% (238) | 11\% (234) | 23\% (499) | 7\% | (159) | 2199 |
| Gender: Male | 21\% (220) | 31\% (326) | 10\% (111) | 12\% (132) | 21\% (222) | 5\% | (50) | 1061 |
| Gender: Female | 16\% (182) | 30\% (340) | 11\% (128) | 9\% (102) | 24\% (277) | 10\% | (109) | 1138 |
| Age: 18-29 | 21\% (87) | 25\% (104) | 12\% (49) | 9\% (38) | 18\% (73) | 14\% | (59) | 411 |
| Age: 30-44 | 27\% (162) | 28\% (169) | 8\% (47) | 8\% (51) | 22\% (134) | 6\% | (37) | 600 |
| Age: 45-54 | 22\% (75) | 32\% (107) | 9\% (31) | 7\% (24) | 23\% (77) | 6\% | (20) | 335 |
| Age: 55-64 | 11\% (46) | 37\% (153) | 11\% (47) | 13\% (55) | 23\% (94) | 5\% | (21) | 417 |
| Age: 65+ | 7\% (32) | 31\% (133) | 15\% (64) | 15\% (66) | 28\% (121) | 5\% | (21) | 436 |
| Generation Z: 18-21 | 18\% (21) | 28\% (32) | 12\% (14) | 8\% (9) | 16\% (18) | 18\% | (21) | 116 |
| Millennial: Age 22-37 | 26\% (172) | 26\% (169) | 10\% (67) | 9\% (57) | 20\% (131) | 9\% | (62) | 657 |
| Generation X: Age 38-53 | 23\% (123) | 31\% (170) | 8\% (41) | 9\% (47) | 24\% (131) | 6\% | (32) | 543 |
| Boomers: Age 54-72 | 11\% (83) | 35\% (272) | 12\% (94) | 14\% (105) | 24\% (183) | $4 \%$ | (34) | 772 |
| PID: Dem (no lean) | 29\% (230) | 32\% (260) | 10\% (78) | 4\% (36) | 20\% (159) | 5\% | (43) | 806 |
| PID: Ind (no lean) | 12\% (88) | 30\% (227) | 10\% (74) | 11\% (85) | 27\% (203) | 10\% | (77) | 754 |
| PID: Rep (no lean) | 13\% (84) | 28\% (180) | 13\% (86) | 18\% (113) | 21\% (137) | 6\% | (40) | 639 |
| PID/Gender: Dem Men | 32\% (128) | 35\% (140) | 9\% (35) | 4\% (18) | 16\% (62) | 3\% | (13) | 395 |
| PID/Gender: Dem Women | 25\% (102) | 29\% (120) | 10\% (43) | 4\% (18) | 24\% (97) | 7\% | (30) | 411 |
| PID/Gender: Ind Men | 14\% (44) | 27\% (86) | 10\% (31) | 14\% (45) | 31\% (101) | 6\% | (19) | 326 |
| PID/Gender: Ind Women | 10\% (43) | 33\% (140) | 10\% (43) | 10\% (41) | 24\% (102) | 14\% | (58) | 427 |
| PID/Gender: Rep Men | $14 \%$ (48) | 29\% (100) | 13\% (44) | 20\% (69) | 17\% (59) | 6\% | (19) | 339 |
| PID/Gender: Rep Women | 12\% (36) | 27\% (80) | 14\% (42) | 15\% (44) | 26\% (78) | 7\% | (20) | 300 |
| Ideo: Liberal (1-3) | 28\% (189) | 37\% (246) | 9\% (62) | 4\% (27) | 18\% (123) | $4 \%$ | (27) | 674 |
| Ideo: Moderate (4) | 18\% (96) | 32\% (173) | $11 \% \quad$ (63) | 10\% (52) | 21\% (115) | 8\% | (46) | 544 |
| Ideo: Conservative (5-7) | 13\% (91) | 29\% (205) | 14\% (99) | 18\% (131) | 21\% (150) | 5\% | (37) | 712 |
| Educ: < College | 18\% (270) | 27\% (411) | 10\% (156) | 11\% (161) | 25\% (373) | 9\% | (142) | 1512 |
| Educ: Bachelors degree | 21\% (93) | 36\% (158) | 12\% (55) | 11\% (49) | 17\% (77) | 3\% | (12) | 444 |
| Educ: Post-grad | 16\% (39) | 40\% (98) | 11\% (28) | 10\% (25) | 20\% (49) | $2 \%$ | (6) | 243 |

[^31]Table HR6_7: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Conan O'Brien

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never | heard of | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 18\% (402) | 30\% (667) | 11\% (238) | 11\% (234) | 23\% (499) | 7\% | (159) | 2199 |
| Income: Under 50k | 20\% (254) | 28\% (363) | 9\% (111) | 10\% (123) | 25\% (319) | 10\% | (126) | 1297 |
| Income: 50k-100k | 17\% (102) | 33\% (204) | $14 \%$ (89) | 13\% (78) | 19\% (116) | $4 \%$ | (26) | 615 |
| Income: 100k+ | 16\% (45) | 35\% (101) | 13\% (39) | 11\% (33) | 22\% (64) | 2\% | (6) | 287 |
| Ethnicity: White | 16\% (281) | 30\% (512) | 12\% (202) | 12\% (200) | 24\% (410) | 7\% | (118) | 1722 |
| Ethnicity: Hispanic | 25\% (87) | 31\% (108) | 11\% (39) | 8\% (29) | 16\% (55) | 9\% | (30) | 350 |
| Ethnicity: Afr. Am. | 26\% (73) | 34\% (94) | 7\% (19) | 7\% (19) | 19\% (51) | 7\% | (19) | 274 |
| Ethnicity: Other | 24\% (48) | 30\% (61) | 9\% (18) | 8\% (16) | 19\% (39) | $11 \%$ | (22) | 203 |
| Relig: Protestant | 12\% (65) | 29\% (157) | 16\% (87) | 15\% (79) | 23\% (124) | 5\% | (26) | 539 |
| Relig: Roman Catholic | 20\% (87) | 30\% (131) | 11\% (48) | 11\% (48) | 23\% (99) | 6\% | (24) | 436 |
| Relig: Something Else | 24\% (45) | 32\% (60) | 7\% (14) | 13\% (24) | 16\% (31) | 7\% | (13) | 187 |
| Relig: Jewish | 22\% (12) | 43\% (23) | $12 \% \quad$ (6) | 7\% (4) | 15\% (8) | 1\% | (1) | 54 |
| Relig: Evangelical | 18\% (147) | 31\% (251) | 13\% (101) | 13\% (101) | 21\% (166) | 5\% | (39) | 805 |
| Relig: Non-Evang. Catholics | 14\% (50) | 27\% (97) | 13\% (47) | 14\% (50) | 25\% (88) | 7\% | (25) | 357 |
| Relig: All Christian | 17\% (197) | 30\% (348) | 13\% (148) | 13\% (151) | 22\% (254) | 5\% | (64) | 1161 |
| Relig: All Non-Christian | 18\% (41) | 29\% (64) | 9\% (21) | 12\% (26) | 21\% (48) | $11 \%$ | (24) | 224 |
| Community: Urban | 23\% (133) | 28\% (163) | 10\% (57) | 9\% (51) | 22\% (129) | 7\% | (42) | 575 |
| Community: Suburban | 17\% (168) | 36\% (353) | 11\% (111) | 11\% (105) | 19\% (187) | 6\% | (58) | 982 |
| Community: Rural | 16\% (102) | 23\% (150) | 11\% (71) | 12\% (78) | 29\% (184) | 9\% | (58) | 643 |
| Employ: Private Sector | 23\% (150) | 31\% (207) | 12\% (78) | 10\% (64) | 18\% (121) | 6\% | (41) | 661 |
| Employ: Government | 19\% (24) | 26\% (32) | 13\% (17) | 12\% (15) | 23\% (29) | 7\% | (9) | 124 |
| Employ: Self-Employed | 19\% (38) | 33\% (64) | $12 \% \quad$ (24) | 9\% (18) | 19\% (37) | 7\% | (14) | 195 |
| Employ: Homemaker | 17\% (29) | 28\% (48) | 8\% (13) | 11\% (19) | 28\% (48) | 8\% | (14) | 170 |
| Employ: Student | 34\% (27) | 34\% (27) | 5\% (4) | 7\% (5) | 10\% (8) | 11\% | (8) | 79 |
| Employ: Retired | 10\% (55) | 33\% (175) | 12\% (62) | 16\% (83) | 24\% (123) | 5\% | (26) | 523 |
| Employ: Unemployed | 17\% (44) | 27\% (72) | 8\% (21) | 5\% (13) | 31\% (82) | 12\% | (30) | 262 |
| Employ: Other | 20\% (36) | 23\% (42) | 11\% (20) | 9\% (17) | 29\% (53) | 9\% | (17) | 185 |
| Military HH: Yes | 12\% (46) | 32\% (122) | 15\% (57) | 15\% (58) | 24\% (91) | 3\% | (11) | 384 |
| Military HH: No | 20\% (356) | 30\% (545) | 10\% (181) | 10\% (176) | 23\% (409) | 8\% | (148) | 1815 |
| RD/WT: Right Direction | 16\% (131) | 26\% (213) | 11\% (92) | 16\% (135) | 23\% (189) | 8\% | (67) | 826 |
| RD/WT: Wrong Track | 20\% (271) | 33\% (454) | 11\% (147) | 7\% (99) | 23\% (310) | 7\% | (92) | 1373 |

[^32]Table HR6_7: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Conan O'Brien

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 18\% (402) | 30\% (667) | 11\% | (238) | $11 \%$ | (234) | 23\% | (499) | 7\% | (159) | 2199 |
| Trump Job Approve | 15\% (132) | 27\% (231) | 11\% | (100) | 18\% | (154) | 22\% | (193) | 7\% | (60) | 870 |
| Trump Job Disapprove | 21\% (264) | 35\% (428) | 11\% | (130) | 6\% | (77) | 22\% | (265) | 5\% | (64) | 1227 |
| Trump Job Strongly Approve | 15\% (65) | 24\% (106) | 11\% | (48) | 23\% | (99) | 21\% | (94) | 6\% | (28) | 440 |
| Trump Job Somewhat Approve | 15\% (66) | 29\% (126) | 12\% | (52) | 13\% | (55) | 23\% | (99) | 8\% | (32) | 429 |
| Trump Job Somewhat Disapprove | 15\% (46) | 36\% (108) | 15\% | (43) | 6\% | (18) | 22\% | (64) | 6\% | (18) | 297 |
| Trump Job Strongly Disapprove | 23\% (218) | 34\% (320) | 9\% | (87) | 6\% | (59) | 22\% | (201) | 5\% | (46) | 930 |
| Favorable of Trump | 14\% (121) | 27\% (233) | 12\% | (99) | 18\% | (154) | 22\% | (186) | 7\% | (55) | 847 |
| Unfavorable of Trump | 22\% (271) | 35\% (422) | 11\% | (132) | 6\% | (78) | 20\% | (246) | 5\% | (63) | 1212 |
| Very Favorable of Trump | 16\% (76) | 23\% (109) | 12\% | (55) | 22\% | (104) | 22\% | (105) | 6\% | (30) | 479 |
| Somewhat Favorable of Trump | 12\% (45) | 34\% (123) | 12\% | (43) | 13\% | (50) | 22\% | (81) | 7\% | (26) | 368 |
| Somewhat Unfavorable of Trump | 16\% (38) | 37\% (87) | 14\% | (33) | 7\% | (18) | 20\% | (48) | 6\% | (13) | 236 |
| Very Unfavorable of Trump | 24\% (233) | 34\% (335) | 10\% | (100) | 6\% | (60) | 20\% | (198) | 5\% | (50) | 976 |
| \#1 Issue: Economy | 19\% (109) | 37\% (207) | 10\% | (58) | 8\% | (46) | 18\% | (100) | 7\% | (40) | 560 |
| \#1 Issue: Security | 12\% (55) | 23\% (102) | 12\% | (54) | 20\% | (89) | 25\% | (112) | 6\% | (29) | 441 |
| \#1 Issue: Health Care | 25\% (91) | 31\% (116) | 9\% | (33) | 7\% | (25) | 21\% | (76) | 7\% | (27) | 368 |
| \#1 Issue: Medicare / Social Security | 13\% (48) | 29\% (104) | 14\% | (50) | 10\% | (37) | 27\% | (95) | 7\% | (23) | 359 |
| \#1 Issue: Women's Issues | 23\% (29) | 30\% (38) | 8\% | (10) | 8\% | (10) | 21\% | (27) | 9\% | (11) | 126 |
| \#1 Issue: Education | 24\% (37) | 23\% (36) | 12\% | (19) | 7\% | (11) | 26\% | (39) | 7\% | (11) | 154 |
| \#1 Issue: Energy | 22\% (21) | 39\% (39) | 7\% | (7) | 7\% | (7) | 21\% | (21) | 5\% | (5) | 100 |
| \#1 Issue: Other | 13\% (12) | 26\% (24) | 8\% | (7) | 10\% | (9) | 31\% | (29) | 13\% | (12) | 93 |
| 2018 House Vote: Democrat | 26\% (217) | 37\% (311) | 9\% | (79) | 5\% | (42) | 19\% | (158) | 4\% | (33) | 839 |
| 2018 House Vote: Republican | 11\% (71) | 29\% (184) | 14\% | (90) | 20\% | (131) | 20\% | (131) | 6\% | (37) | 643 |
| 2018 House Vote: Someone else | 20\% (21) | 22\% (24) | 13\% | (14) | 10\% | (11) | 27\% | (29) | 7\% | (8) | 105 |
| 2018 House Vote: Didnt Vote | 14\% (87) | 25\% (149) | 9\% | (56) | 8\% | (50) | 30\% | (182) | 14\% | (82) | 605 |
| 2016 Vote: Hillary Clinton | 27\% (194) | 32\% (228) | 10\% | (75) | $4 \%$ | (27) | 22\% | (159) | 5\% | (35) | 719 |
| 2016 Vote: Donald Trump | 10\% (69) | 31\% (204) | 12\% | (79) | 20\% | (131) | 22\% | (147) | 5\% | (36) | 666 |
| 2016 Vote: Someone else | 17\% (30) | 35\% (62) | $21 \%$ | (37) | $11 \%$ | (19) | 16\% | (28) | 1\% | (2) | 178 |
| 2016 Vote: Didnt Vote | 17\% (105) | 27\% (173) | 7\% | (46) | 9\% | (56) | 26\% | (165) | 13\% | (84) | 629 |
| Voted in 2014: Yes | 18\% (248) | 33\% (456) | 12\% | (169) | 12\% | (159) | 20\% | (278) | 4\% | (56) | 1366 |
| Voted in 2014: No | 18\% (154) | 25\% (211) | 8\% | (69) | 9\% | (75) | 26\% | (221) | 12\% | (103) | 833 |

[^33]Table HR6_7: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Conan O'Brien

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 18\% | (402) | 30\% | (667) | 11\% | (238) | 11\% | (234) | 23\% | (499) | 7\% | (159) | 2199 |
| 2012 Vote: Barack Obama | 24\% | (208) | 37\% | (313) | 11\% | (91) | 6\% | (51) | 19\% | (163) | 3\% | (28) | 854 |
| 2012 Vote: Mitt Romney | 9\% | (45) | 31\% | (157) | 13\% | (66) | 21\% | (106) | 22\% | (110) | 3\% | (17) | 501 |
| 2012 Vote: Other | 15\% | (13) | 27\% | (24) | 13\% | (11) | 11\% | (10) | 33\% | (29) | 1\% | (1) | 87 |
| 2012 Vote: Didn't Vote | 18\% | (135) | 23\% | (173) | 9\% | (70) | 9\% | (67) | 26\% | (195) | 15\% | (112) | 752 |
| 4-Region: Northeast | 18\% | (72) | 34\% | (135) | 9\% | (37) | 9\% | (37) | 25\% | (97) | 4\% | (16) | 394 |
| 4-Region: Midwest | 16\% | (75) | 31\% | (145) | 11\% | (53) | 10\% | (47) | 23\% | (106) | 8\% | (37) | 462 |
| 4-Region: South | 19\% | (153) | 28\% | (229) | 9\% | (78) | 11\% | (94) | 25\% | (202) | 8\% | (67) | 824 |
| 4-Region: West | 20\% | (102) | 30\% | (158) | 14\% | (70) | 11\% | (57) | 18\% | (95) | 7\% | (38) | 519 |
| TV shows: Every day | 21\% | (244) | 33\% | (376) | 11\% | (121) | 10\% | (112) | 20\% | (230) | 6\% | (66) | 1148 |
| TV shows: Several times per week | 18\% | (93) | 33\% | (171) | 12\% | (59) | 10\% | (53) | 20\% | (102) | 6\% | (33) | 512 |
| TV shows: About once per week | 12\% | (17) | 27\% | (39) | 19\% | (28) | 12\% | (17) | 24\% | (34) | 6\% | (9) | 144 |
| TV shows: Several times per month | 17\% | (17) | 22\% | (22) | 11\% | (11) | 17\% | (17) | 27\% | (27) | 7\% | (7) | 101 |
| TV shows: About once per month | 11\% | (5) | 13\% | (6) | 9\% | (4) | 11\% | (5) | 34\% | (16) | 23\% | (11) | 48 |
| TV shows: Less often than once per month | 19\% | (14) | 20\% | (16) | 9\% | (7) | 17\% | (13) | 29\% | (23) | 6\% | (5) | 78 |
| TV shows: Never | 7\% | (12) | 21\% | (36) | 5\% | (9) | 9\% | (16) | 40\% | (68) | 17\% | (28) | 169 |
| Movies: Every day | 28\% | (111) | 26\% | (103) | 7\% | (27) | 12\% | (46) | 19\% | (77) | 9\% | (34) | 399 |
| Movies: Several times per week | 22\% | (127) | 34\% | (196) | 14\% | (80) | 8\% | (46) | 18\% | (102) | 4\% | (23) | 574 |
| Movies: About once per week | 19\% | (73) | 33\% | (125) | 12\% | (45) | 12\% | (47) | 20\% | (76) | 5\% | (18) | 383 |
| Movies: Several times per month | 13\% | (35) | 39\% | (107) | 12\% | (34) | 11\% | (29) | 20\% | (55) | 5\% | (14) | 273 |
| Movies: About once per month | 9\% | (16) | 30\% | (53) | 14\% | (24) | 12\% | (20) | 26\% | (44) | 10\% | (17) | 173 |
| Movies: Less often than once per month | 11\% | (23) | 22\% | (44) | 9\% | (19) | 11\% | (23) | 37\% | (75) | 9\% | (18) | 201 |
| Movies: Never | 9\% | (17) | 20\% | (40) | 5\% | (10) | 12\% | (24) | 36\% | (70) | 18\% | (36) | 196 |
| Sports: Every day | 31\% | (48) | 30\% | (48) | 8\% | (12) | 10\% | (16) | 17\% | (27) | 3\% | (5) | 158 |
| Sports: Several times per week | 24\% | (81) | 31\% | (104) | 11\% | (38) | 12\% | (41) | 15\% | (50) | 5\% | (18) | 332 |
| Sports: About once per week | 21\% | (58) | $34 \%$ | (95) | 14\% | (38) | 10\% | (27) | 19\% | (54) | 3\% | (8) | 279 |
| Sports: Several times per month | 17\% | (39) | 34\% | (78) | 14\% | (31) | 14\% | (33) | 15\% | (35) | 6\% | (13) | 228 |
| Sports: About once per month | 10\% | (18) | 33\% | (58) | 17\% | (30) | 11\% | (19) | 21\% | (37) | 7\% | (12) | 174 |
| Sports: Less often than once per month | 17\% | (60) | 29\% | (104) | 11\% | (40) | 12\% | (45) | 25\% | (89) | 7\% | (25) | 363 |
| Sports: Never | 15\% | (98) | 27\% | (181) | 7\% | (49) | 8\% | (53) | 31\% | (207) | 12\% | (78) | 666 |

Continued on next page

Table HR6_7: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Conan O'Brien

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 18\% (402) | 30\% (667) | 11\% | (238) | $11 \%$ | (234) | 23\% | (499) | 7\% | (159) | 2199 |
| Cable: I currently subscribe | 21\% (234) | 31\% (339) | 10\% | (106) | 11\% | (117) | 22\% | (243) | 6\% | (68) | 1108 |
| Cable: I subscribed in the past | 16\% (119) | 36\% (259) | 13\% | (97) | 10\% | (72) | 20\% | (144) | 5\% | (35) | 727 |
| Cable: I have never subscribed | 13\% (49) | 19\% (68) | 10\% | (35) | 12\% | (44) | 31\% | (113) | 15\% | (55) | 365 |
| Satellite television: I currently subscribe | 17\% (89) | 31\% (162) | 12\% | (61) | $11 \%$ | (56) | 24\% | (124) | 6\% | (33) | 526 |
| Satellite television: I subscribed in the past | 21\% (127) | 29\% (173) | 13\% | (78) | 11\% | (68) | 20\% | (121) | 5\% | (31) | 597 |
| Satellite television: I have never subscribed | 17\% (186) | 31\% (332) | 9\% | (99) | 10\% | (111) | 24\% | (254) | 9\% | (95) | 1076 |
| Streaming service: I currently subscribe | 24\% (314) | 32\% (419) | 11\% | (145) | 10\% | (128) | 19\% | (241) | 4\% | (56) | 1302 |
| Streaming service: I subscribed in the past | 16\% (38) | 32\% (74) | 9\% | (20) | 9\% | (20) | 25\% | (58) | 10\% | (23) | 234 |
| Streaming service: I have never subscribed | 8\% (51) | 26\% (173) | 11\% | (73) | 13\% | (86) | 30\% | (200) | 12\% | (80) | 663 |
| Film: An avid fan | 31\% (243) | 32\% (251) | 9\% | (68) | 9\% | (70) | 15\% | (114) | 4\% | (34) | 779 |
| Film: A casual fan | 12\% (137) | 33\% (378) | 13\% | (150) | 10\% | (118) | 26\% | (299) | 6\% | (70) | 1153 |
| Film: Not a fan | 8\% (22) | 14\% (38) | 7\% | (20) | 17\% | (46) | 32\% | (86) | 21\% | (56) | 267 |
| Television: An avid fan | 25\% (283) | 33\% (381) | 10\% | (117) | 9\% | (101) | 19\% | (214) | 5\% | (58) | 1154 |
| Television: A casual fan | 12\% (112) | 30\% (270) | 12\% | (108) | 12\% | (112) | 26\% | (240) | 7\% | (65) | 907 |
| Television: Not a fan | 5\% (7) | 11\% (16) | 10\% | (13) | 15\% | (21) | 33\% | (45) | 26\% | (36) | 139 |
| Music: An avid fan | 26\% (294) | 32\% (371) | 10\% | (116) | 10\% | (112) | 17\% | (191) | 6\% | (67) | 1152 |
| Music: A casual fan | 11\% (103) | 31\% (279) | 13\% | (119) | $11 \%$ | (101) | 28\% | (251) | 6\% | (55) | 907 |
| Music: Not a fan | 3\% (5) | 12\% (17) | 3\% | (4) | 15\% | (21) | 41\% | (57) | 26\% | (37) | 140 |
| Fashion: An avid fan | 39\% (134) | 28\% (96) | 5\% | (16) | 6\% | (22) | 14\% | (48) | 8\% | (27) | 342 |
| Fashion: A casual fan | 18\% (156) | 36\% (309) | 11\% | (92) | 9\% | (79) | 20\% | (169) | 6\% | (56) | 861 |
| Fashion: Not a fan | 11\% (112) | 26\% (261) | 13\% | (131) | 13\% | (133) | 28\% | (282) | 8\% | (76) | 996 |

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

Table HR6_8: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Samantha Bee

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 8\% | (182) | 13\% | (289) | 7\% | (153) | 12\% | (262) | 23\% | (510) | 37\% | (804) | 2199 |
| Gender: Male | 10\% | (110) | 16\% | (174) | 9\% | (98) | 14\% | (154) | 23\% | (242) | 27\% | (283) | 1061 |
| Gender: Female | 6\% | (72) | 10\% | (114) | $5 \%$ | (55) | 10\% | (109) | 23\% | (267) | 46\% | (521) | 1138 |
| Age: 18-29 | 9\% | (36) | 17\% | (71) | 5\% | (22) | 10\% | (40) | 22\% | (89) | 37\% | (153) | 411 |
| Age: 30-44 | 10\% | (62) | 14\% | (86) | 7\% | (45) | 10\% | (59) | 23\% | (139) | 35\% | (209) | 600 |
| Age: 45-54 | 12\% | (42) | 8\% | (27) | 13\% | (43) | 14\% | (46) | 21\% | (70) | 32\% | (106) | 335 |
| Age: 55-64 | 7\% | (27) | 14\% | (59) | 7\% | (27) | 15\% | (61) | 27\% | (112) | 32\% | (131) | 417 |
| Age: 65+ | 3\% | (15) | 10\% | (45) | 4\% | (16) | 13\% | (56) | 23\% | (100) | 47\% | (204) | 436 |
| Generation Z: 18-21 | 15\% | (18) | 18\% | (21) | $2 \%$ | (2) | 10\% | (12) | 13\% | (15) | 41\% | (48) | 116 |
| Millennial: Age 22-37 | 8\% | (52) | 17\% | (112) | 9\% | (56) | 9\% | (62) | 22\% | (146) | 35\% | (230) | 657 |
| Generation X: Age 38-53 | 11\% | (62) | 9\% | (48) | 9\% | (49) | 12\% | (68) | 25\% | (134) | 34\% | (183) | 543 |
| Boomers: Age 54-72 | 6\% | (47) | 12\% | (96) | 6\% | (45) | 14\% | (108) | 25\% | (196) | 36\% | (280) | 772 |
| PID: Dem (no lean) | 13\% | (108) | 19\% | (153) | 8\% | (68) | 3\% | (27) | 24\% | (196) | 32\% | (255) | 806 |
| PID: Ind (no lean) | 6\% | (45) | 12\% | (92) | 5\% | (40) | 11\% | (82) | 25\% | (189) | 40\% | (305) | 754 |
| PID: Rep (no lean) | 4\% | (28) | 7\% | (43) | 7\% | (46) | 24\% | (153) | 20\% | (125) | 38\% | (244) | 639 |
| PID/Gender: Dem Men | 17\% | (67) | 25\% | (98) | 12\% | (48) | 4\% | (17) | 22\% | (88) | 20\% | (78) | 395 |
| PID/Gender: Dem Women | 10\% | (41) | 13\% | (55) | 5\% | (20) | 2\% | (10) | 26\% | (108) | 43\% | (177) | 411 |
| PID/Gender: Ind Men | 9\% | (28) | 15\% | (49) | 6\% | (21) | 12\% | (40) | 28\% | (92) | 29\% | (96) | 326 |
| PID/Gender: Ind Women | $4 \%$ | (17) | 10\% | (43) | $5 \%$ | (19) | 10\% | (42) | 23\% | (97) | 49\% | (209) | 427 |
| PID/Gender: Rep Men | 4\% | (15) | 8\% | (27) | 9\% | (30) | 28\% | (97) | 19\% | (63) | $32 \%$ | (108) | 339 |
| PID/Gender: Rep Women | 5\% | (14) | 5\% | (16) | 5\% | (16) | 19\% | (57) | 21\% | (62) | 45\% | (136) | 300 |
| Ideo: Liberal (1-3) | 16\% | (109) | 22\% | (148) | 10\% | (65) | 2\% | (17) | 25\% | (170) | 24\% | (165) | 674 |
| Ideo: Moderate (4) | 6\% | (33) | 11\% | (61) | 9\% | (48) | 11\% | (61) | 23\% | (127) | 39\% | (214) | 544 |
| Ideo: Conservative (5-7) | 5\% | (33) | 10\% | (69) | 5\% | (32) | 23\% | (167) | 20\% | (141) | 38\% | (270) | 712 |
| Educ: < College | 8\% | (116) | 11\% | (173) | 6\% | (97) | 10\% | (154) | 24\% | (355) | 41\% | (617) | 1512 |
| Educ: Bachelors degree | 8\% | (35) | 18\% | (82) | 7\% | (31) | 15\% | (68) | 23\% | (104) | 28\% | (125) | 444 |
| Educ: Post-grad | 13\% | (31) | 14\% | (33) | $11 \%$ | (26) | 17\% | (41) | 21\% | (51) | 25\% | (62) | 243 |

[^34]Table HR6_8: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Samantha Bee

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 8\% | (182) | 13\% | (289) | 7\% | (153) | 12\% | (262) | 23\% | (510) | 37\% | (804) | 2199 |
| Income: Under 50k |  | (109) | $14 \%$ | (179) | 6\% | (73) | 7\% | (97) | 25\% | (323) | 40\% | (516) | 1297 |
| Income: 50k-100k | 9\% | (53) | 11\% | (66) | 9\% | (57) | 16\% | (97) | 21\% | (128) | 35\% | (214) | 615 |
| Income: $100 \mathrm{k}+$ | 7\% | (19) | 15\% | (44) | 8\% | (24) | 24\% | (68) | 20\% | (59) | 26\% | (74) | 287 |
| Ethnicity: White | 6\% | (112) | 11\% | (197) | 6\% | (112) | 14\% | (236) | 24\% | (413) | 38\% | (653) | 1722 |
| Ethnicity: Hispanic | 12\% | (41) | 19\% | (66) | 6\% | (20) | 9\% | (30) | 20\% | (69) | 35\% | (123) | 350 |
| Ethnicity: Afr. Am. | 17\% | (47) | 16\% | (44) | 8\% | (22) | 5\% | (13) | 23\% | (63) | $31 \%$ | (86) | 274 |
| Ethnicity: Other | $11 \%$ | (23) | 23\% | (48) | 10\% | (20) | 7\% | (13) | 17\% | (34) | 32\% | (65) | 203 |
| Relig: Protestant | 5\% | (28) | 9\% | (48) | 7\% | (35) | 17\% | (90) | 23\% | (126) | 39\% | (212) | 539 |
| Relig: Roman Catholic | 9\% | (38) | $14 \%$ | (62) | 8\% | (34) | 13\% | (59) | 23\% | (102) | $33 \%$ | (142) | 436 |
| Relig: Something Else | 5\% | (8) | 15\% | (29) | 9\% | (17) | 13\% | (24) | 21\% | (39) | 37\% | (69) | 187 |
| Relig: Jewish | $4 \%$ | (2) | 18\% | (10) | 7\% | (4) | 18\% | (10) | 24\% | (13) | 29\% | (16) | 54 |
| Relig: Evangelical | 7\% | (53) | 12\% | (98) | 8\% | (64) | 13\% | (108) | 25\% | (198) | 35\% | (284) | 805 |
| Relig: Non-Evang. Catholics | 6\% | (22) | $11 \%$ | (41) | 6\% | (21) | 18\% | (65) | 19\% | (69) | 39\% | (139) | 357 |
| Relig: All Christian | 6\% | (75) | 12\% | (139) | 7\% | (86) | 15\% | (173) | 23\% | (267) | 36\% | (423) | 1161 |
| Relig: All Non-Christian | 10\% | (23) | 6\% | (13) | 6\% | (13) | 12\% | (26) | 21\% | (47) | 45\% | (102) | 224 |
| Community: Urban | 9\% | (53) | 18\% | (105) | 4\% | (25) | $11 \%$ | (63) | 25\% | (142) | $32 \%$ | (187) | 575 |
| Community: Suburban | 9\% | (92) | 13\% | (131) | 9\% | (89) | $11 \%$ | (109) | 22\% | (218) | 35\% | (342) | 982 |
| Community: Rural | 6\% | (36) | 8\% | (52) | 6\% | (39) | $14 \%$ | (90) | 23\% | (150) | 43\% | (275) | 643 |
| Employ: Private Sector | 9\% | (60) | 16\% | (106) | 9\% | (58) | $14 \%$ | (94) | 22\% | (146) | 30\% | (196) | 661 |
| Employ: Government | 6\% | (7) | 17\% | (21) | 9\% | (11) | 18\% | (23) | 17\% | (21) | $33 \%$ | (41) | 124 |
| Employ: Self-Employed | 13\% | (25) | 12\% | (23) | 7\% | (14) | 15\% | (30) | 17\% | (33) | 36\% | (71) | 195 |
| Employ: Homemaker | 8\% | (13) | 7\% | (12) | 7\% | (12) | 8\% | (13) | 28\% | (48) | 43\% | (73) | 170 |
| Employ: Student | 22\% | (18) | 29\% | (23) | $3 \%$ | (2) | $2 \%$ | (2) | 12\% | (9) | $32 \%$ | (25) | 79 |
| Employ: Retired | 5\% | (25) | 11\% | (59) | 5\% | (29) | 13\% | (67) | 22\% | (117) | 43\% | (227) | 523 |
| Employ: Unemployed | 9\% | (23) | 8\% | (22) | 5\% | (12) | 6\% | (17) | 31\% | (81) | 41\% | (107) | 262 |
| Employ: Other | 5\% | (10) | 12\% | (23) | 9\% | (16) | 9\% | (17) | 29\% | (54) | 35\% | (65) | 185 |
| Military HH: Yes | 6\% | (24) | 18\% | (68) | 4\% | (16) | 12\% | (45) | 22\% | (84) | 38\% | (148) | 384 |
| Military HH: No | 9\% | (158) | 12\% | (220) | 8\% | (138) | 12\% | (217) | 23\% | (426) | 36\% | (656) | 1815 |
| RD/WT: Right Direction | 6\% | (49) | 9\% | (77) | 8\% | (67) | 19\% | (159) | 19\% | (154) | 39\% | (320) | 826 |
| RD/WT: Wrong Track | 10\% | (132) | 15\% | (212) | 6\% | (86) | 8\% | (104) | 26\% | (355) | 35\% | (484) | 1373 |

[^35]Table HR6_8: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Samantha Bee

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 8\% | (182) | 13\% | (289) | 7\% | (153) | 12\% | (262) | 23\% | (510) | 37\% | (804) | 2199 |
| Trump Job Approve | 6\% | (52) | 8\% | (73) | 6\% | (49) | 22\% | (192) | 18\% | (153) | 40\% | (351) | 870 |
| Trump Job Disapprove | 10\% | (127) | 17\% | (208) | 8\% | (103) | 6\% | (69) | 26\% | (323) | 32\% | (398) | 1227 |
| Trump Job Strongly Approve | 8\% | (36) | 6\% | (26) | 4\% | (19) | 25\% | (111) | 18\% | (81) | 38\% | (166) | 440 |
| Trump Job Somewhat Approve | 4\% | (16) | $11 \%$ | (47) | 7\% | (29) | 19\% | (81) | 17\% | (71) | 43\% | (185) | 429 |
| Trump Job Somewhat Disapprove | 2\% | (6) | 14\% | (43) | 9\% | (28) | $11 \%$ | (33) | 23\% | (67) | 40\% | (120) | 297 |
| Trump Job Strongly Disapprove | 13\% | (121) | 18\% | (165) | 8\% | (75) | $4 \%$ | (36) | 28\% | (256) | 30\% | (277) | 930 |
| Favorable of Trump | 6\% | (48) | 8\% | (65) | 6\% | (53) | 22\% | (184) | 18\% | (152) | 41\% | (345) | 847 |
| Unfavorable of Trump | 11\% | (130) | 17\% | (212) | 8\% | (97) | 6\% | (78) | 25\% | (298) | 33\% | (397) | 1212 |
| Very Favorable of Trump | 7\% | (35) | 6\% | (29) | 5\% | (23) | 24\% | (117) | 19\% | (91) | 38\% | (182) | 479 |
| Somewhat Favorable of Trump | 3\% | (13) | 10\% | (36) | 8\% | (30) | 18\% | (66) | 16\% | (61) | 44\% | (163) | 368 |
| Somewhat Unfavorable of Trump | $4 \%$ | (10) | $11 \%$ | (26) | 7\% | (17) | 16\% | (37) | 20\% | (47) | 42\% | (99) | 236 |
| Very Unfavorable of Trump | 12\% | (120) | 19\% | (186) | 8\% | (80) | $4 \%$ | (42) | 26\% | (251) | 31\% | (298) | 976 |
| \#1 Issue: Economy | 8\% | (44) | 13\% | (71) | 11\% | (61) | $14 \%$ | (79) | 23\% | (130) | 31\% | (174) | 560 |
| \#1 Issue: Security | 4\% | (18) | 6\% | (27) | $4 \%$ | (16) | 22\% | (99) | 23\% | (101) | 41\% | (180) | 441 |
| \#1 Issue: Health Care | 11\% | (40) | 17\% | (62) | 8\% | (28) | 4\% | (14) | 28\% | (104) | 33\% | (121) | 368 |
| \#1 Issue: Medicare / Social Security | 6\% | (23) | 14\% | (50) | 5\% | (17) | 9\% | (34) | 19\% | (70) | 46\% | (165) | 359 |
| \#1 Issue: Women's Issues | 15\% | (19) | 14\% | (18) | 8\% | (11) | 3\% | (4) | 17\% | (21) | 42\% | (53) | 126 |
| \#1 Issue: Education | 10\% | (15) | 16\% | (24) | 8\% | (12) | $11 \%$ | (16) | 26\% | (40) | 29\% | (45) | 154 |
| \#1 Issue: Energy | 10\% | (10) | 22\% | (22) | 6\% | (6) | 8\% | (8) | $21 \%$ | (21) | 33\% | (33) | 100 |
| \#1 Issue: Other | 13\% | (12) | 16\% | (15) | 3\% | (3) | 9\% | (8) | 24\% | (22) | 36\% | (33) | 93 |
| 2018 House Vote: Democrat | 15\% | (122) | 20\% | (171) | 8\% | (64) | $4 \%$ | (35) | 25\% | (212) | 28\% | (234) | 839 |
| 2018 House Vote: Republican | $4 \%$ | (28) | 6\% | (36) | 7\% | (45) | 26\% | (165) | 20\% | (131) | 37\% | (238) | 643 |
| 2018 House Vote: Someone else | 1\% | (1) | 17\% | (17) | 12\% | (12) | 8\% | (8) | 26\% | (27) | 37\% | (39) | 105 |
| 2018 House Vote: Didnt Vote | 4\% | (27) | 10\% | (61) | 5\% | (32) | 9\% | (53) | 23\% | (139) | 48\% | (293) | 605 |
| 2016 Vote: Hillary Clinton | 14\% | (101) | 19\% | (136) | 9\% | (66) | 3\% | (20) | 27\% | (194) | 28\% | (201) | 719 |
| 2016 Vote: Donald Trump | 5\% | (35) | 7\% | (47) | 5\% | (35) | 25\% | (170) | 19\% | (126) | 38\% | (254) | 666 |
| 2016 Vote: Someone else | 7\% | (12) | 20\% | (35) | 10\% | (19) | 11\% | (19) | 20\% | (36) | 33\% | (58) | 178 |
| 2016 Vote: Didnt Vote | 5\% | (34) | $11 \%$ | (67) | 5\% | (33) | 9\% | (54) | 24\% | (152) | 46\% | (289) | 629 |
| Voted in 2014: Yes | 9\% | (128) | 16\% | (215) | 7\% | (97) | 13\% | (179) | 22\% | (299) | 33\% | (447) | 1366 |
| Voted in 2014: No | 6\% | (53) | 9\% | (73) | 7\% | (56) | 10\% | (83) | 25\% | (211) | 43\% | (357) | 833 |

[^36]Table HR6_8: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Samantha Bee

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 8\% | (182) | 13\% | (289) | 7\% | (153) | 12\% | (262) | 23\% | (510) | 37\% | (804) | 2199 |
| 2012 Vote: Barack Obama | $14 \%$ | (120) | 19\% | (164) | 8\% | (64) | 6\% | (51) | 23\% | (197) | 30\% | (257) | 854 |
| 2012 Vote: Mitt Romney | $2 \%$ | (11) | 6\% | (32) | 8\% | (39) | 27\% | (134) | 22\% | (109) | 35\% | (176) | 501 |
| 2012 Vote: Other | $4 \%$ | (4) | 9\% | (8) | 4\% | (4) | 17\% | (15) | 22\% | (19) | 43\% | (38) | 87 |
| 2012 Vote: Didn't Vote | 6\% | (46) | 11\% | (85) | 6\% | (47) | 8\% | (61) | 24\% | (181) | 44\% | (332) | 752 |
| 4-Region: Northeast | 8\% | (32) | 14\% | (54) | 7\% | (29) | 13\% | (53) | 29\% | (113) | 29\% | (113) | 394 |
| 4-Region: Midwest | 8\% | (36) | 10\% | (48) | 8\% | (36) | 11\% | (51) | 23\% | (107) | 40\% | (184) | 462 |
| 4-Region: South | 8\% | (65) | 12\% | (97) | 6\% | (50) | 13\% | (111) | 23\% | (187) | 38\% | (314) | 824 |
| 4-Region: West | 9\% | (48) | 17\% | (89) | 8\% | (39) | 9\% | (47) | 20\% | (102) | 37\% | (193) | 519 |
| TV shows: Every day | 10\% | (112) | 14\% | (158) | 6\% | (67) | 12\% | (136) | 23\% | (265) | 36\% | (410) | 1148 |
| TV shows: Several times per week | 8\% | (43) | 15\% | (77) | 8\% | (43) | 12\% | (62) | 22\% | (112) | $34 \%$ | (175) | 512 |
| TV shows: About once per week | 5\% | (8) | 16\% | (23) | 15\% | (22) | 11\% | (15) | 22\% | (31) | $31 \%$ | (45) | 144 |
| TV shows: Several times per month | $4 \%$ | (4) | 14\% | (14) | 8\% | (8) | 20\% | (20) | 25\% | (25) | 30\% | (30) | 101 |
| TV shows: About once per month | 8\% | (4) | 5\% | (2) | 3\% | (2) | 7\% | (3) | 25\% | (12) | 52\% | (25) | 48 |
| TV shows: Less often than once per month | 8\% | (6) | 12\% | (9) | 7\% | (6) | 17\% | (13) | 23\% | (18) | 32\% | (25) | 78 |
| TV shows: Never | 3\% | (5) | 3\% | (5) | 4\% | (6) | 8\% | (13) | 28\% | (47) | 55\% | (93) | 169 |
| Movies: Every day | 14\% | (55) | 13\% | (51) | 7\% | (28) | 8\% | (31) | 19\% | (74) | 40\% | (160) | 399 |
| Movies: Several times per week | 10\% | (57) | 18\% | (102) | 7\% | (41) | 13\% | (72) | 21\% | (118) | 32\% | (183) | 574 |
| Movies: About once per week | 6\% | (21) | 10\% | (39) | 9\% | (34) | 15\% | (56) | 27\% | (104) | 33\% | (128) | 383 |
| Movies: Several times per month | 9\% | (25) | 16\% | (45) | 8\% | (21) | 13\% | (36) | 26\% | (72) | 27\% | (74) | 273 |
| Movies: About once per month | 3\% | (6) | 12\% | (22) | 7\% | (12) | 14\% | (24) | 19\% | (32) | 45\% | (78) | 173 |
| Movies: Less often than once per month | 5\% | (10) | 10\% | (19) | 5\% | (10) | 12\% | (24) | 28\% | (55) | 40\% | (81) | 201 |
| Movies: Never | 3\% | (6) | 5\% | (10) | 3\% | (6) | 10\% | (19) | 28\% | (54) | 51\% | (100) | 196 |
| Sports: Every day | 19\% | (29) | 22\% | (35) | 8\% | (13) | 14\% | (22) | 21\% | (33) | 16\% | (26) | 158 |
| Sports: Several times per week | $11 \%$ | (36) | 19\% | (62) | $11 \%$ | (37) | 18\% | (61) | 17\% | (58) | 23\% | (77) | 332 |
| Sports: About once per week | 9\% | (26) | 18\% | (52) | 9\% | (26) | $11 \%$ | (30) | 20\% | (55) | $33 \%$ | (91) | 279 |
| Sports: Several times per month | 9\% | (20) | 11\% | (24) | 9\% | (21) | 13\% | (30) | 24\% | (55) | 34\% | (78) | 228 |
| Sports: About once per month | 5\% | (10) | 13\% | (22) | 8\% | (13) | 13\% | (22) | 22\% | (38) | 39\% | (68) | 174 |
| Sports: Less often than once per month | 7\% | (25) | 12\% | (43) | 5\% | (20) | $11 \%$ | (41) | 25\% | (91) | 39\% | (143) | 363 |
| Sports: Never | 5\% | (36) | 7\% | (50) | $4 \%$ | (23) | 8\% | (56) | 27\% | (179) | 48\% | (321) | 666 |

[^37]Table HR6_8: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Samantha Bee

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 8\% | (182) | 13\% | (289) | 7\% | (153) | 12\% | (262) | 23\% | (510) | 37\% | (804) | 2199 |
| Cable: I currently subscribe | 10\% | (111) | 15\% | (170) | 7\% | (79) | 12\% | (136) | 25\% | (272) | $31 \%$ | (340) | 1108 |
| Cable: I subscribed in the past | 7\% | (52) | 11\% | (80) | 8\% | (56) | 13\% | (91) | 20\% | (149) | $41 \%$ | (299) | 727 |
| Cable: I have never subscribed | 5\% | (18) | 11\% | (39) | 5\% | (18) | 10\% | (35) | 24\% | (88) | 45\% | (166) | 365 |
| Satellite television: I currently subscribe | 10\% | (51) | 13\% | (67) | 7\% | (36) | 15\% | (79) | 22\% | (118) | $33 \%$ | (175) | 526 |
| Satellite television: I subscribed in the past | 7\% | (44) | 15\% | (92) | 8\% | (46) | 12\% | (72) | 23\% | (135) | 35\% | (208) | 597 |
| Satellite television: I have never subscribed | 8\% | (86) | 12\% | (130) | 7\% | (72) | 10\% | (111) | 24\% | (257) | 39\% | (421) | 1076 |
| Streaming service: I currently subscribe | $11 \%$ | (138) | 15\% | (198) | 7\% | (90) | 12\% | (160) | 23\% | (297) | 32\% | (420) | 1302 |
| Streaming service: I subscribed in the past | 8\% | (19) | 12\% | (28) | 14\% | (33) | 8\% | (19) | 22\% | (51) | 36\% | (84) | 234 |
| Streaming service: I have never subscribed | 4\% | (24) | 9\% | (63) | 5\% | (31) | 13\% | (84) | 24\% | (162) | 45\% | (300) | 663 |
| Film: An avid fan | 14\% | (111) | 17\% | (130) | 9\% | (70) | $11 \%$ | (82) | 20\% | (158) | 29\% | (228) | 779 |
| Film: A casual fan | 5\% | (53) | 12\% | (141) | 7\% | (75) | 13\% | (148) | 26\% | (295) | 38\% | (441) | 1153 |
| Film: Not a fan | 7\% | (18) | 7\% | (17) | 3\% | (8) | 12\% | (33) | 21\% | (57) | 50\% | (135) | 267 |
| Television: An avid fan | 9\% | (108) | 16\% | (183) | 8\% | (96) | $11 \%$ | (133) | 23\% | (269) | 32\% | (365) | 1154 |
| Television: A casual fan | 8\% | (70) | $11 \%$ | (99) | 6\% | (53) | 12\% | (111) | 23\% | (207) | $41 \%$ | (367) | 907 |
| Television: Not a fan | 3\% | (3) | 5\% | (7) | $4 \%$ | (5) | 13\% | (18) | 25\% | (34) | $51 \%$ | (71) | 139 |
| Music: An avid fan | $11 \%$ | (131) | 16\% | (189) | 7\% | (83) | $11 \%$ | (126) | 21\% | (246) | 33\% | (379) | 1152 |
| Music: A casual fan | 5\% | (48) | 10\% | (93) | 8\% | (69) | 13\% | (122) | 25\% | (224) | 39\% | (351) | 907 |
| Music: Not a fan | 2\% | (3) | 5\% | (7) | 1\% | (2) | $11 \%$ | (15) | 28\% | (40) | $53 \%$ | (74) | 140 |
| Fashion: An avid fan | 17\% | (58) | 21\% | (70) | 6\% | (21) | 7\% | (23) | 23\% | (77) | 27\% | (92) | 342 |
| Fashion: A casual fan | 7\% | (64) | 12\% | (105) | 7\% | (63) | 12\% | (104) | 24\% | (204) | 37\% | (321) | 861 |
| Fashion: Not a fan | 6\% | (59) | $11 \%$ | (114) | 7\% | (69) | $14 \%$ | (136) | 23\% | (228) | 39\% | (390) | 996 |

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

Table HR6_9: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Trevor Noah

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 16\% | (346) | $14 \%$ | (317) | 7\% | (145) | 8\% | (183) | 18\% | (392) | 37\% | (817) | 2199 |
| Gender: Male | 18\% | (189) | $17 \%$ | (177) | 8\% | (90) | 12\% | (129) | 18\% | (188) | 27\% | (289) | 1061 |
| Gender: Female | 14\% | (157) | 12\% | (139) | 5\% | (55) | 5\% | (54) | 18\% | (204) | 46\% | (528) | 1138 |
| Age: 18-29 | 20\% | (83) | 16\% | (67) | 9\% | (36) | 8\% | (35) | 14\% | (56) | 32\% | (133) | 411 |
| Age: 30-44 | 19\% | (113) | 15\% | (91) | 9\% | (57) | 7\% | (42) | 16\% | (99) | $33 \%$ | (199) | 600 |
| Age: 45-54 | 15\% | (50) | 16\% | (55) | 6\% | (20) | 10\% | (33) | 21\% | (69) | 32\% | (108) | 335 |
| Age: 55-64 | 14\% | (57) | 15\% | (62) | $4 \%$ | (16) | 9\% | (39) | 19\% | (78) | 39\% | (164) | 417 |
| Age: 65+ | 10\% | (43) | 10\% | (42) | 3\% | (15) | 8\% | (34) | 21\% | (90) | 49\% | (213) | 436 |
| Generation Z: 18-21 | 16\% | (18) | 22\% | (26) | 5\% | (6) | 9\% | (10) | 8\% | (10) | 39\% | (46) | 116 |
| Millennial: Age 22-37 | 22\% | (143) | 16\% | (104) | 11\% | (74) | 7\% | (47) | 15\% | (101) | 29\% | (188) | 657 |
| Generation X: Age 38-53 | 15\% | (79) | $14 \%$ | (78) | 6\% | (32) | 10\% | (53) | 20\% | (108) | 35\% | (193) | 543 |
| Boomers: Age 54-72 | 13\% | (99) | 13\% | (100) | 4\% | (30) | 8\% | (63) | 20\% | (153) | 42\% | (325) | 772 |
| PID: Dem (no lean) | 29\% | (235) | 20\% | (160) | 6\% | (45) | 3\% | (26) | 14\% | (110) | 28\% | (229) | 806 |
| PID: Ind (no lean) | $11 \%$ | (86) | 15\% | (111) | 6\% | (44) | 8\% | (58) | 21\% | (159) | 39\% | (296) | 754 |
| PID: Rep (no lean) | 4\% | (25) | 7\% | (45) | 9\% | (55) | 15\% | (99) | 19\% | (123) | 46\% | (291) | 639 |
| PID/Gender: Dem Men | 36\% | (142) | 24\% | (93) | 7\% | (28) | 5\% | (18) | 11\% | (43) | 18\% | (72) | 395 |
| PID/Gender: Dem Women | 23\% | (94) | 16\% | (67) | 4\% | (17) | 2\% | (8) | 16\% | (67) | 38\% | (158) | 411 |
| PID/Gender: Ind Men | 10\% | (34) | 19\% | (62) | 8\% | (27) | 13\% | (44) | 22\% | (71) | 27\% | (89) | 326 |
| PID/Gender: Ind Women | 12\% | (52) | $11 \%$ | (49) | 4\% | (17) | 3\% | (14) | $21 \%$ | (88) | 48\% | (207) | 427 |
| PID/Gender: Rep Men | $4 \%$ | (14) | 7\% | (22) | 10\% | (34) | 20\% | (67) | 22\% | (74) | 38\% | (128) | 339 |
| PID/Gender: Rep Women | 4\% | (12) | 8\% | (23) | 7\% | (21) | $11 \%$ | (32) | 16\% | (49) | 54\% | (163) | 300 |
| Ideo: Liberal (1-3) | 34\% | (229) | 23\% | (156) | 6\% | (42) | 4\% | (27) | 13\% | (89) | 20\% | (131) | 674 |
| Ideo: Moderate (4) | 12\% | (64) | 17\% | (91) | 8\% | (42) | 6\% | (35) | 21\% | (114) | 36\% | (198) | 544 |
| Ideo: Conservative (5-7) | 5\% | (36) | 9\% | (61) | 8\% | (54) | 15\% | (109) | 18\% | (127) | 46\% | (325) | 712 |
| Educ: < College | 13\% | (202) | 14\% | (206) | 6\% | (85) | $7 \%$ | (113) | 18\% | (265) | 42\% | (641) | 1512 |
| Educ: Bachelors degree | 20\% | (91) | 16\% | (69) | 8\% | (36) | $11 \%$ | (49) | 19\% | (83) | 26\% | (116) | 444 |
| Educ: Post-grad | 22\% | (53) | 17\% | (42) | 10\% | (24) | 9\% | (22) | 18\% | (44) | 25\% | (60) | 243 |

[^38]Table HR6_9: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Trevor Noah

| Demographic | Very favorable | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 16\% (346) | 14\% | (317) | 7\% | (145) | 8\% | (183) | 18\% | (392) | 37\% | (817) | 2199 |
| Income: Under 50k | 16\% (210) | 12\% | (156) | 6\% | (73) | 7\% | (92) | 19\% | (244) | 40\% | (522) | 1297 |
| Income: 50k-100k | 15\% (95) | 18\% | (111) | 7\% | (42) | 10\% | (60) | 15\% | (94) | 35\% | (213) | 615 |
| Income: 100k+ | 14\% (41) | 17\% | (50) | 10\% | (30) | $11 \%$ | (31) | 19\% | (54) | 28\% | (82) | 287 |
| Ethnicity: White | 12\% (202) | 14\% | (234) | 6\% | (99) | 9\% | (160) | 19\% | (324) | 41\% | (702) | 1722 |
| Ethnicity: Hispanic | 25\% (86) | 16\% | (57) | 10\% | (35) | 5\% | (19) | 10\% | (37) | 33\% | (116) | 350 |
| Ethnicity: Afr. Am. | 37\% (101) | 18\% | (48) | 6\% | (15) | 5\% | (13) | 14\% | (39) | 21\% | (59) | 274 |
| Ethnicity: Other | $21 \%$ (43) | 17\% | (34) | 15\% | (31) | 5\% | (10) | 14\% | (28) | 28\% | (56) | 203 |
| Relig: Protestant | 11\% (60) | 12\% | (67) | 7\% | (36) | 9\% | (49) | 20\% | (107) | 41\% | (220) | 539 |
| Relig: Roman Catholic | 15\% (66) | 9\% | (40) | 8\% | (36) | 11\% | (46) | 20\% | (86) | 37\% | (161) | 436 |
| Relig: Something Else | 20\% (38) | 21\% | (40) | 3\% | (5) | 7\% | (13) | 13\% | (24) | $36 \%$ | (67) | 187 |
| Relig: Jewish | 11\% (6) | 20\% | (11) | 6\% | (3) | 16\% | (9) | 24\% | (13) | 24\% | (13) | 54 |
| Relig: Evangelical | 15\% (121) | 15\% | (120) | 5\% | (40) | 9\% | (74) | 20\% | (159) | 36\% | (292) | 805 |
| Relig: Non-Evang. Catholics | 12\% (44) | 8\% | (28) | 10\% | (37) | 9\% | (34) | 16\% | (58) | 44\% | (156) | 357 |
| Relig: All Christian | 14\% (164) | 13\% | (147) | 7\% | (77) | 9\% | (107) | 19\% | (217) | 39\% | (449) | 1161 |
| Relig: All Non-Christian | 9\% (19) | 13\% | (30) | 7\% | (16) | 7\% | (16) | 18\% | (41) | 46\% | (102) | 224 |
| Community: Urban | 22\% (129) | 17\% | (98) | 7\% | (40) | 8\% | (44) | 17\% | (96) | 29\% | (169) | 575 |
| Community: Suburban | 18\% (173) | 15\% | (144) | 8\% | (74) | 7\% | (69) | 17\% | (171) | 36\% | (350) | 982 |
| Community: Rural | 7\% (45) | 12\% | (74) | 5\% | (31) | 11\% | (69) | 20\% | (126) | 46\% | (298) | 643 |
| Employ: Private Sector | 19\% (124) | 17\% | (115) | 8\% | (51) | 8\% | (56) | 17\% | (115) | 30\% | (199) | 661 |
| Employ: Government | 19\% (24) | 7\% | (9) | 12\% | (15) | 12\% | (15) | 13\% | (16) | 36\% | (45) | 124 |
| Employ: Self-Employed | 19\% (38) | 13\% | (26) | $12 \%$ | (24) | 10\% | (19) | 15\% | (30) | 30\% | (59) | 195 |
| Employ: Homemaker | 13\% (22) | 10\% | (18) | 7\% | (11) | 5\% | (8) | 18\% | (30) | 48\% | (82) | 170 |
| Employ: Student | 33\% (26) | 16\% | (13) | 10\% | (8) | 4\% | (3) | 9\% | (7) | 27\% | (21) | 79 |
| Employ: Retired | 11\% (56) | 12\% | (61) | 4\% | (21) | 9\% | (49) | 21\% | (107) | 44\% | (230) | 523 |
| Employ: Unemployed | 11\% (29) | 15\% | (40) | 4\% | (10) | 8\% | (22) | 20\% | (51) | 42\% | (110) | 262 |
| Employ: Other | 15\% (27) | 19\% | (35) | $3 \%$ | (5) | 6\% | (11) | 19\% | (34) | 39\% | (72) | 185 |
| Military HH: Yes | 15\% (57) | 14\% | (53) | 6\% | (24) | 8\% | (29) | 20\% | (76) | 38\% | (145) | 384 |
| Military HH: No | 16\% (289) | 15\% | (264) | 7\% | (120) | 8\% | (154) | 17\% | (316) | 37\% | (672) | 1815 |
| RD/WT: Right Direction | 7\% (60) | 8\% | (69) | 10\% | (82) | 12\% | (102) | 17\% | (141) | 45\% | (373) | 826 |
| RD/WT: Wrong Track | 21\% (287) | 18\% | (248) | 5\% | (63) | 6\% | (81) | 18\% | (251) | 32\% | (444) | 1373 |

[^39]Table HR6_9: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Trevor Noah

| Demographic | Very favorable | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 16\% (346) | 14\% | (317) | 7\% | (145) | 8\% | (183) | 18\% | (392) | 37\% | (817) | 2199 |
| Trump Job Approve | 7\% (57) | 8\% | (69) | 9\% | (76) | 15\% | (133) | 16\% | (137) | 46\% | (397) | 870 |
| Trump Job Disapprove | 23\% (283) | 20\% | (245) | 5\% | (63) | 4\% | (49) | 18\% | (222) | 30\% | (366) | 1227 |
| Trump Job Strongly Approve | 7\% (30) | 4\% | (18) | 7\% | (33) | 18\% | (81) | 17\% | (73) | 47\% | (205) | 440 |
| Trump Job Somewhat Approve | 6\% (27) | 12\% | (51) | 10\% | (43) | 12\% | (52) | 15\% | (64) | 45\% | (192) | 429 |
| Trump Job Somewhat Disapprove | 5\% (16) | 23\% | (69) | 7\% | (20) | $4 \%$ | (11) | 22\% | (67) | 38\% | (114) | 297 |
| Trump Job Strongly Disapprove | 29\% (267) | 19\% | (176) | 5\% | (42) | $4 \%$ | (38) | 17\% | (155) | 27\% | (252) | 930 |
| Favorable of Trump | 6\% (54) | 8\% | (68) | 9\% | (76) | 15\% | (128) | 16\% | (136) | 45\% | (385) | 847 |
| Unfavorable of Trump | 23\% (281) | 20\% | (246) | 5\% | (62) | $4 \%$ | (45) | 17\% | (205) | 31\% | (373) | 1212 |
| Very Favorable of Trump | 6\% (30) | 6\% | (29) | 7\% | (36) | 18\% | (88) | 17\% | (80) | 45\% | (216) | 479 |
| Somewhat Favorable of Trump | 7\% (24) | $11 \%$ | (39) | 11\% | (40) | $11 \%$ | (40) | 15\% | (56) | 46\% | (169) | 368 |
| Somewhat Unfavorable of Trump | 5\% (13) | 19\% | (44) | 8\% | (20) | 7\% | (16) | 16\% | (38) | 44\% | (105) | 236 |
| Very Unfavorable of Trump | 27\% (268) | 21\% | (201) | 4\% | (43) | 3\% | (29) | 17\% | (167) | 27\% | (268) | 976 |
| \#1 Issue: Economy | 17\% (93) | 15\% | (85) | 7\% | (40) | 8\% | (47) | 20\% | (110) | 33\% | (186) | 560 |
| \#1 Issue: Security | 4\% (19) | 9\% | (38) | 6\% | (28) | 15\% | (66) | 17\% | (77) | 48\% | (213) | 441 |
| \#1 Issue: Health Care | 24\% (87) | 16\% | (59) | 7\% | (25) | 4\% | (14) | 15\% | (55) | 35\% | (128) | 368 |
| \#1 Issue: Medicare / Social Security | 11\% (41) | 14\% | (52) | 4\% | (14) | 7\% | (23) | 20\% | (70) | 44\% | (159) | 359 |
| \#1 Issue: Women's Issues | 28\% (36) | 16\% | (20) | 5\% | (6) | $4 \%$ | (5) | 16\% | (20) | 30\% | (38) | 126 |
| \#1 Issue: Education | 19\% (30) | 16\% | (24) | 11\% | (18) | 10\% | (15) | 17\% | (26) | 27\% | (41) | 154 |
| \#1 Issue: Energy | 24\% (24) | 23\% | (23) | 6\% | (6) | 7\% | (7) | 13\% | (13) | 26\% | (26) | 100 |
| \#1 Issue: Other | 18\% (17) | 17\% | (16) | 8\% | (7) | 6\% | (6) | 22\% | (21) | 29\% | (27) | 93 |
| 2018 House Vote: Democrat | 30\% (249) | 19\% | (163) | 6\% | (54) | $4 \%$ | (31) | 17\% | (139) | 24\% | (205) | 839 |
| 2018 House Vote: Republican | 4\% (24) | 7\% | (46) | 8\% | (50) | 18\% | (114) | 20\% | (129) | 43\% | (280) | 643 |
| 2018 House Vote: Someone else | 10\% (11) | 27\% | (28) | 8\% | (8) | 10\% | (10) | 17\% | (18) | 28\% | (30) | 105 |
| 2018 House Vote: Didnt Vote | 9\% (57) | 13\% | (79) | 5\% | (33) | 5\% | (28) | 18\% | (106) | 50\% | (303) | 605 |
| 2016 Vote: Hillary Clinton | 32\% (232) | 20\% | (145) | $4 \%$ | (31) | 3\% | (18) | 15\% | (109) | 25\% | (183) | 719 |
| 2016 Vote: Donald Trump | 4\% (26) | 8\% | (51) | 9\% | (57) | 16\% | (110) | 18\% | (122) | 45\% | (300) | 666 |
| 2016 Vote: Someone else | 15\% (27) | 15\% | (27) | 13\% | (23) | 8\% | (15) | 22\% | (40) | 26\% | (47) | 178 |
| 2016 Vote: Didnt Vote | 10\% (62) | 14\% | (90) | 5\% | (33) | 6\% | (40) | 19\% | (119) | 45\% | (285) | 629 |
| Voted in 2014: Yes | 18\% (242) | 14\% | (188) | 8\% | (106) | 9\% | (125) | 18\% | (246) | $34 \%$ | (458) | 1366 |
| Voted in 2014: No | 12\% (104) | 15\% | (129) | 5\% | (39) | 7\% | (58) | 17\% | (146) | 43\% | (358) | 833 |

[^40]Table HR6_9: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Trevor Noah

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 16\% | (346) | 14\% | (317) | 7\% | (145) | 8\% | (183) | 18\% | (392) | 37\% | (817) | 2199 |
| 2012 Vote: Barack Obama | 27\% | (229) | 20\% | (170) | 6\% | (55) | 5\% | (42) | 15\% | (131) | 27\% | (227) | 854 |
| 2012 Vote: Mitt Romney | 3\% | (14) | 7\% | (33) | 7\% | (37) | 18\% | (88) | 21\% | (106) | 44\% | (223) | 501 |
| 2012 Vote: Other | 6\% | (6) | $11 \%$ | (10) | 15\% | (13) | 10\% | (9) | 22\% | (20) | 35\% | (30) | 87 |
| 2012 Vote: Didn't Vote | 13\% | (97) | 14\% | (104) | 5\% | (39) | 6\% | (44) | 18\% | (135) | 44\% | (333) | 752 |
| 4-Region: Northeast | 16\% | (62) | 17\% | (66) | 5\% | (21) | 12\% | (45) | 19\% | (73) | 32\% | (127) | 394 |
| 4-Region: Midwest | 14\% | (66) | 12\% | (57) | 5\% | (21) | 10\% | (45) | 20\% | (91) | 40\% | (183) | 462 |
| 4-Region: South | 16\% | (128) | 13\% | (104) | 6\% | (48) | 8\% | (67) | 18\% | (152) | 40\% | (326) | 824 |
| 4-Region: West | 17\% | (91) | 17\% | (89) | 11\% | (55) | 5\% | (26) | 15\% | (77) | 35\% | (181) | 519 |
| TV shows: Every day | 18\% | (204) | 15\% | (170) | 6\% | (70) | 7\% | (76) | 18\% | (205) | 37\% | (423) | 1148 |
| TV shows: Several times per week | $17 \%$ | (87) | 18\% | (90) | 7\% | (38) | 10\% | (50) | 17\% | (89) | $31 \%$ | (158) | 512 |
| TV shows: About once per week | 12\% | (17) | 16\% | (23) | 13\% | (19) | 14\% | (20) | 12\% | (17) | 33\% | (48) | 144 |
| TV shows: Several times per month | 10\% | (10) | 13\% | (13) | 12\% | (13) | $14 \%$ | (14) | 19\% | (19) | 32\% | (32) | 101 |
| TV shows: About once per month | 9\% | (4) | 12\% | (6) | 5\% | (3) | 1\% | (1) | 28\% | (13) | 45\% | (21) | 48 |
| TV shows: Less often than once per month | 16\% | (13) | 11\% | (9) | 1\% | (1) | 12\% | (9) | 14\% | (11) | 46\% | (35) | 78 |
| TV shows: Never | 6\% | (11) | 4\% | (7) | 1\% | (2) | 7\% | (12) | 23\% | (38) | 58\% | (98) | 169 |
| Movies: Every day | 22\% | (88) | 13\% | (51) | 6\% | (25) | 6\% | (24) | 14\% | (58) | 38\% | (153) | 399 |
| Movies: Several times per week | 19\% | (111) | 17\% | (97) | 11\% | (61) | 8\% | (48) | 17\% | (98) | 28\% | (159) | 574 |
| Movies: About once per week | 15\% | (56) | 18\% | (70) | 5\% | (21) | 11\% | (42) | 16\% | (62) | $34 \%$ | (132) | 383 |
| Movies: Several times per month | $14 \%$ | (38) | 19\% | (51) | 6\% | (16) | 9\% | (25) | 22\% | (59) | $31 \%$ | (84) | 273 |
| Movies: About once per month | 12\% | (20) | $11 \%$ | (19) | 8\% | (14) | 8\% | (14) | 19\% | (33) | 42\% | (73) | 173 |
| Movies: Less often than once per month | 10\% | (20) | 10\% | (21) | 2\% | (5) | 8\% | (16) | 20\% | (41) | 49\% | (98) | 201 |
| Movies: Never | 6\% | (12) | 5\% | (9) | 1\% | (3) | 7\% | (14) | $21 \%$ | (41) | 60\% | (117) | 196 |
| Sports: Every day | 27\% | (42) | 22\% | (35) | 9\% | (14) | 11\% | (17) | 15\% | (24) | 16\% | (26) | 158 |
| Sports: Several times per week | 19\% | (62) | 17\% | (55) | 9\% | (29) | 15\% | (50) | 17\% | (58) | 24\% | (78) | 332 |
| Sports: About once per week | 15\% | (41) | 22\% | (61) | 12\% | (35) | 5\% | (13) | 13\% | (37) | $33 \%$ | (92) | 279 |
| Sports: Several times per month | 13\% | (29) | 16\% | (36) | 10\% | (23) | 9\% | (22) | 19\% | (42) | $34 \%$ | (76) | 228 |
| Sports: About once per month | 13\% | (23) | 16\% | (28) | 3\% | (6) | 9\% | (16) | 18\% | (31) | 41\% | (71) | 174 |
| Sports: Less often than once per month | 17\% | (62) | 15\% | (54) | 3\% | (12) | 6\% | (23) | 19\% | (68) | 39\% | (143) | 363 |
| Sports: Never | 13\% | (88) | 7\% | (47) | 4\% | (27) | 6\% | (42) | 20\% | (131) | 50\% | (331) | 666 |

[^41]Table HR6_9: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Trevor Noah

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 16\% (346) | 14\% (317) | 7\% | (145) | 8\% | (183) | 18\% | (392) | 37\% | (817) | 2199 |
| Cable: I currently subscribe | 19\% (212) | 13\% (141) | 8\% | (87) | 9\% | (101) | 19\% | (209) | 32\% | (357) | 1108 |
| Cable: I subscribed in the past | 14\% (104) | 19\% (135) | 5\% | (34) | 8\% | (56) | 14\% | (105) | 40\% | (294) | 727 |
| Cable: I have never subscribed | 8\% (31) | 11\% (40) | 7\% | (24) | 7\% | (26) | 21\% | (78) | 46\% | (166) | 365 |
| Satellite television: I currently subscribe | 15\% (80) | 15\% (77) | 7\% | (35) | 9\% | (49) | 17\% | (90) | 37\% | (195) | 526 |
| Satellite television: I subscribed in the past | 16\% (94) | 14\% (86) | 9\% | (54) | 8\% | (50) | 17\% | (104) | 35\% | (209) | 597 |
| Satellite television: I have never subscribed | 16\% (173) | 14\% (153) | 5\% | (56) | 8\% | (84) | 18\% | (197) | 38\% | (414) | 1076 |
| Streaming service: I currently subscribe | 22\% (282) | 17\% (215) | 7\% | (90) | 8\% | (110) | 17\% | (219) | 30\% | (386) | 1302 |
| Streaming service: I subscribed in the past | 11\% (25) | 16\% (36) | 10\% | (24) | 8\% | (19) | 20\% | (47) | 35\% | (82) | 234 |
| Streaming service: I have never subscribed | 6\% (38) | 10\% (65) | 5\% | (31) | 8\% | (54) | 19\% | (127) | 53\% | (348) | 663 |
| Film: An avid fan | 24\% (188) | 19\% (151) | 7\% | (57) | 6\% | (49) | 16\% | (121) | 27\% | (213) | 779 |
| Film: A casual fan | 13\% (145) | 13\% (153) | 6\% | (72) | 9\% | (108) | 19\% | (219) | 40\% | (456) | 1153 |
| Film: Not a fan | 5\% (13) | 5\% (13) | 6\% | (16) | 10\% | (26) | 19\% | (51) | 55\% | (148) | 267 |
| Television: An avid fan | 19\% (217) | 17\% (196) | 7\% | (75) | 8\% | (95) | 16\% | (179) | 34\% | (392) | 1154 |
| Television: A casual fan | 13\% (120) | 13\% (117) | 6\% | (58) | 8\% | (72) | 20\% | (184) | 39\% | (356) | 907 |
| Television: Not a fan | 7\% (10) | 3\% (4) | 9\% | (12) | $11 \%$ | (16) | 21\% | (29) | 50\% | (69) | 139 |
| Music: An avid fan | 21\% (239) | 20\% (227) | 7\% | (85) | 6\% | (70) | 15\% | (175) | 31\% | (356) | 1152 |
| Music: A casual fan | 11\% (103) | 9\% (83) | 6\% | (59) | 10\% | (92) | 21\% | (188) | 42\% | (383) | 907 |
| Music: Not a fan | 3\% (4) | 4\% (6) | 1\% | (1) | 15\% | (21) | 21\% | (29) | 56\% | (78) | 140 |
| Fashion: An avid fan | 29\% (101) | 18\% (62) | 8\% | (26) | 5\% | (19) | 12\% | (41) | 28\% | (94) | 342 |
| Fashion: A casual fan | 19\% (161) | 14\% (117) | 7\% | (63) | 7\% | (62) | 16\% | (142) | 37\% | (316) | 861 |
| Fashion: Not a fan | 8\% (85) | 14\% (138) | 6\% | (56) | 10\% | (102) | 21\% | (209) | 41\% | (407) | 996 |

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

Table HR6_10: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Bill Maher

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 13\% | (278) | 20\% | (447) | 10\% | (213) | 16\% | (353) | 24\% | (533) | 17\% | (376) | 2199 |
| Gender: Male | 17\% | (181) | 23\% | (244) | 9\% | (94) | 21\% | (219) | 20\% | (214) | 10\% | (108) | 1061 |
| Gender: Female | 8\% | (97) | 18\% | (203) | 10\% | (118) | 12\% | (134) | 28\% | (319) | 23\% | (267) | 1138 |
| Age: 18-29 | 10\% | (43) | $21 \%$ | (85) | 9\% | (36) | 8\% | (34) | 20\% | (83) | 32\% | (130) | 411 |
| Age: 30-44 | 13\% | (79) | 19\% | (113) | $11 \%$ | (68) | 14\% | (86) | 27\% | (163) | 15\% | (92) | 600 |
| Age: 45-54 | 13\% | (45) | 21\% | (71) | 12\% | (40) | 16\% | (52) | 24\% | (82) | 14\% | (45) | 335 |
| Age: 55-64 | 16\% | (69) | $21 \%$ | (87) | 8\% | (33) | 22\% | (90) | 21\% | (86) | 13\% | (53) | 417 |
| Age: 65+ | 10\% | (43) | $21 \%$ | (91) | 8\% | (36) | $21 \%$ | (92) | 27\% | (120) | 13\% | (55) | 436 |
| Generation Z: 18-21 | 10\% | (11) | 24\% | (28) | 3\% | (4) | 8\% | (9) | 13\% | (15) | 42\% | (49) | 116 |
| Millennial: Age 22-37 | $14 \%$ | (89) | 20\% | (129) | 12\% | (79) | 10\% | (67) | 23\% | (152) | 22\% | (142) | 657 |
| Generation X: Age 38-53 | $11 \%$ | (59) | 19\% | (105) | $11 \%$ | (59) | 17\% | (91) | 29\% | (155) | 14\% | (74) | 543 |
| Boomers: Age 54-72 | $14 \%$ | (108) | 22\% | (166) | 8\% | (62) | 21\% | (165) | 23\% | (174) | 12\% | (96) | 772 |
| PID: Dem (no lean) | 23\% | (182) | 26\% | (212) | 8\% | (65) | 6\% | (50) | 21\% | (166) | 16\% | (131) | 806 |
| PID: Ind (no lean) | 9\% | (68) | 20\% | (147) | 9\% | (70) | 14\% | (106) | 28\% | (207) | $21 \%$ | (155) | 754 |
| PID: Rep (no lean) | $4 \%$ | (28) | 14\% | (87) | 12\% | (77) | $31 \%$ | (197) | 25\% | (160) | 14\% | (89) | 639 |
| PID/Gender: Dem Men | $31 \%$ | (124) | 29\% | (113) | 7\% | (27) | 7\% | (28) | 16\% | (65) | 10\% | (38) | 395 |
| PID/Gender: Dem Women | 14\% | (57) | 24\% | (98) | 9\% | (39) | 5\% | (22) | 25\% | (102) | 23\% | (93) | 411 |
| PID/Gender: Ind Men | 13\% | (41) | 25\% | (81) | 8\% | (26) | 18\% | (59) | 25\% | (83) | 11\% | (36) | 326 |
| PID/Gender: Ind Women | 6\% | (27) | 16\% | (66) | 10\% | (44) | 11\% | (47) | 29\% | (124) | 28\% | (119) | 427 |
| PID/Gender: Rep Men | 5\% | (15) | 15\% | (50) | 12\% | (42) | 39\% | (132) | 20\% | (66) | 10\% | (34) | 339 |
| PID/Gender: Rep Women | $4 \%$ | (13) | 13\% | (38) | 12\% | (36) | 22\% | (65) | 31\% | (94) | 18\% | (55) | 300 |
| Ideo: Liberal (1-3) | 24\% | (160) | 27\% | (185) | 12\% | (80) | 7\% | (48) | 18\% | (125) | 11\% | (77) | 674 |
| Ideo: Moderate (4) | 12\% | (67) | 24\% | (131) | 9\% | (47) | 13\% | (68) | 26\% | (143) | 16\% | (88) | 544 |
| Ideo: Conservative (5-7) | 5\% | (39) | 16\% | (111) | 10\% | (72) | 30\% | (216) | 25\% | (175) | 14\% | (99) | 712 |
| Educ: < College | 12\% | (176) | 19\% | (289) | 8\% | (124) | 15\% | (221) | 26\% | (389) | 21\% | (312) | 1512 |
| Educ: Bachelors degree | 16\% | (70) | 21\% | (95) | 13\% | (56) | 19\% | (84) | 21\% | (95) | 10\% | (45) | 444 |
| Educ: Post-grad | 13\% | (32) | 26\% | (63) | $14 \%$ | (34) | 20\% | (48) | 20\% | (49) | 8\% | (18) | 243 |

[^42]Table HR6_10: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
$\underline{\text { Bill Maher }}$

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 13\% | (278) | 20\% | (447) | 10\% | (213) | 16\% | (353) | 24\% | (533) | 17\% | (376) | 2199 |
| Income: Under 50k | 12\% | (159) | 20\% | (254) | 9\% | (118) | 13\% | (166) | 25\% | (328) | 21\% | (272) | 1297 |
| Income: 50k-100k | 12\% | (76) | 22\% | (137) | 10\% | (60) | 20\% | (122) | 23\% | (144) | 12\% | (76) | 615 |
| Income: 100k+ | 15\% | (42) | 20\% | (56) | 12\% | (34) | 23\% | (66) | 21\% | (61) | 10\% | (27) | 287 |
| Ethnicity: White | 11\% | (190) | 18\% | (314) | 10\% | (177) | 18\% | (304) | 26\% | (454) | 16\% | (282) | 1722 |
| Ethnicity: Hispanic | 17\% | (58) | 24\% | (83) | 7\% | (23) | 13\% | (46) | 17\% | (61) | 23\% | (79) | 350 |
| Ethnicity: Afr. Am. | 22\% | (60) | 28\% | (77) | 7\% | (19) | 7\% | (19) | 19\% | (52) | 17\% | (47) | 274 |
| Ethnicity: Other | 14\% | (28) | 27\% | (55) | 8\% | (16) | 15\% | (30) | 13\% | (27) | 23\% | (47) | 203 |
| Relig: Protestant | 9\% | (50) | 20\% | (109) | 10\% | (55) | 24\% | (128) | 25\% | (134) | 12\% | (63) | 539 |
| Relig: Roman Catholic | 16\% | (70) | 19\% | (84) | 10\% | (43) | 17\% | (72) | 22\% | (98) | 16\% | (68) | 436 |
| Relig: Something Else | 11\% | (21) | 23\% | (43) | 8\% | (15) | $11 \%$ | (21) | 28\% | (53) | 18\% | (33) | 187 |
| Relig: Jewish | 24\% | (13) | 20\% | (11) | 7\% | (4) | 19\% | (10) | 26\% | (14) | $4 \%$ | (2) | 54 |
| Relig: Evangelical | 13\% | (106) | 21\% | (168) | 10\% | (78) | 17\% | (140) | 25\% | (199) | 14\% | (114) | 805 |
| Relig: Non-Evang. Catholics | 10\% | (35) | 19\% | (69) | 10\% | (35) | 23\% | (81) | 24\% | (86) | 14\% | (50) | 357 |
| Relig: All Christian | 12\% | (141) | 20\% | (237) | 10\% | (113) | 19\% | (222) | 24\% | (284) | 14\% | (164) | 1161 |
| Relig: All Non-Christian | 5\% | (12) | 14\% | (31) | 11\% | (25) | 19\% | (42) | 22\% | (49) | 29\% | (64) | 224 |
| Community: Urban | 17\% | (95) | 23\% | (134) | 8\% | (46) | 13\% | (73) | 20\% | (117) | 19\% | (110) | 575 |
| Community: Suburban | 13\% | (127) | $22 \%$ | (213) | 12\% | (116) | 17\% | (172) | 23\% | (224) | 13\% | (130) | 982 |
| Community: Rural | 9\% | (56) | 15\% | (99) | 8\% | (51) | 17\% | (109) | 30\% | (193) | $21 \%$ | (136) | 643 |
| Employ: Private Sector | 15\% | (96) | 22\% | (142) | 11\% | (71) | 16\% | (109) | 22\% | (144) | 15\% | (98) | 661 |
| Employ: Government | 8\% | (10) | 27\% | (33) | 7\% | (8) | 17\% | (21) | 24\% | (30) | 17\% | (21) | 124 |
| Employ: Self-Employed | 15\% | (30) | 18\% | (36) | 15\% | (29) | 18\% | (35) | 18\% | (35) | 16\% | (31) | 195 |
| Employ: Homemaker | 7\% | (12) | 15\% | (25) | 13\% | (22) | 13\% | (22) | 31\% | (52) | 22\% | (37) | 170 |
| Employ: Student | 15\% | (11) | 25\% | (19) | 7\% | (6) | 6\% | (5) | 16\% | (13) | 31\% | (25) | 79 |
| Employ: Retired | 11\% | (59) | 22\% | (115) | 8\% | (44) | 22\% | (115) | 24\% | (123) | 13\% | (66) | 523 |
| Employ: Unemployed | 13\% | (35) | 17\% | (43) | 7\% | (17) | 8\% | (21) | 32\% | (84) | 23\% | (61) | 262 |
| Employ: Other | 13\% | (24) | 18\% | (33) | 8\% | (14) | 13\% | (25) | 28\% | (51) | 20\% | (37) | 185 |
| Military HH: Yes | 8\% | (31) | 24\% | (93) | 10\% | (38) | 17\% | (64) | 28\% | (109) | 13\% | (50) | 384 |
| Military HH: No | 14\% | (247) | 19\% | (353) | 10\% | (175) | 16\% | (290) | 23\% | (424) | 18\% | (326) | 1815 |
| RD/WT: Right Direction | 8\% | (67) | 16\% | (133) | 10\% | (81) | 25\% | (209) | 24\% | (197) | 17\% | (139) | 826 |
| RD/WT: Wrong Track | 15\% | (210) | 23\% | (313) | 10\% | (131) | $11 \%$ | (145) | 25\% | (336) | 17\% | (237) | 1373 |

[^43]Table HR6_10: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Bill Maher

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 13\% | (278) | 20\% | (447) | 10\% | (213) | 16\% | (353) | 24\% | (533) | 17\% | (376) | 2199 |
| Trump Job Approve | 7\% | (61) | 15\% | (129) | 10\% | (86) | 29\% | (248) | 24\% | (207) | 16\% | (139) | 870 |
| Trump Job Disapprove | 17\% | (211) | 25\% | (305) | 10\% | (124) | 9\% | (105) | 24\% | (290) | 16\% | (193) | 1227 |
| Trump Job Strongly Approve | 9\% | (41) | 10\% | (45) | 8\% | (34) | 35\% | (153) | 23\% | (101) | 15\% | (66) | 440 |
| Trump Job Somewhat Approve | 5\% | (20) | 19\% | (83) | 12\% | (52) | 22\% | (95) | 25\% | (106) | 17\% | (73) | 429 |
| Trump Job Somewhat Disapprove | 8\% | (22) | 27\% | (79) | 11\% | (32) | 9\% | (26) | 27\% | (80) | 20\% | (59) | 297 |
| Trump Job Strongly Disapprove | 20\% | (188) | 24\% | (227) | 10\% | (92) | 8\% | (79) | 23\% | (210) | 14\% | (135) | 930 |
| Favorable of Trump | 6\% | (52) | 14\% | (122) | 10\% | (87) | 29\% | (250) | 25\% | (210) | 15\% | (125) | 847 |
| Unfavorable of Trump | 18\% | (217) | 26\% | (312) | 10\% | (123) | 8\% | (102) | 22\% | (261) | 16\% | (197) | 1212 |
| Very Favorable of Trump | 7\% | (34) | 12\% | (57) | 8\% | (39) | 34\% | (164) | 24\% | (116) | 14\% | (69) | 479 |
| Somewhat Favorable of Trump | 5\% | (18) | 18\% | (65) | 13\% | (48) | 23\% | (86) | 26\% | (94) | 15\% | (56) | 368 |
| Somewhat Unfavorable of Trump | 11\% | (27) | 25\% | (58) | 12\% | (28) | 12\% | (27) | 21\% | (50) | 19\% | (46) | 236 |
| Very Unfavorable of Trump | 20\% | (191) | 26\% | (254) | 10\% | (95) | 8\% | (75) | 22\% | (211) | 15\% | (151) | 976 |
| \#1 Issue: Economy | 10\% | (57) | 24\% | (134) | 10\% | (56) | 17\% | (96) | 23\% | (131) | 15\% | (85) | 560 |
| \#1 Issue: Security | 6\% | (27) | 14\% | (60) | 9\% | (40) | 28\% | (122) | 27\% | (119) | 17\% | (73) | 441 |
| \#1 Issue: Health Care | 20\% | (73) | 21\% | (78) | 10\% | (36) | 9\% | (34) | 20\% | (73) | 20\% | (74) | 368 |
| \#1 Issue: Medicare / Social Security | 12\% | (41) | 23\% | (82) | 10\% | (35) | 15\% | (54) | 26\% | (92) | 15\% | (54) | 359 |
| \#1 Issue: Women's Issues | 20\% | (25) | 16\% | (20) | 12\% | (14) | 9\% | (11) | 20\% | (25) | 24\% | (30) | 126 |
| \#1 Issue: Education | 17\% | (26) | 20\% | (30) | 8\% | (13) | 12\% | (18) | 26\% | (40) | 17\% | (27) | 154 |
| \#1 Issue: Energy | 15\% | (15) | 29\% | (29) | 11\% | (11) | 3\% | (3) | 27\% | (27) | 15\% | (15) | 100 |
| \#1 Issue: Other | 13\% | (13) | 15\% | (14) | 8\% | (8) | 16\% | (15) | 27\% | (25) | 20\% | (19) | 93 |
| 2018 House Vote: Democrat | $21 \%$ | (179) | 29\% | (246) | 10\% | (84) | 7\% | (59) | 21\% | (178) | 11\% | (93) | 839 |
| 2018 House Vote: Republican | 4\% | (26) | 13\% | (85) | 10\% | (67) | 36\% | (229) | 24\% | (157) | 12\% | (79) | 643 |
| 2018 House Vote: Someone else | 15\% | (16) | 23\% | (24) | 7\% | (7) | 13\% | (14) | 27\% | (29) | 14\% | (15) | 105 |
| 2018 House Vote: Didnt Vote | 9\% | (52) | 15\% | (91) | 9\% | (53) | 8\% | (51) | 28\% | (170) | 31\% | (189) | 605 |
| 2016 Vote: Hillary Clinton | 24\% | (173) | 28\% | (199) | 8\% | (57) | 6\% | (40) | 23\% | (164) | 12\% | (86) | 719 |
| 2016 Vote: Donald Trump | 5\% | (35) | 15\% | (102) | 10\% | (68) | 33\% | (217) | 24\% | (160) | 13\% | (85) | 666 |
| 2016 Vote: Someone else | 10\% | (18) | 28\% | (50) | 18\% | (32) | 17\% | (29) | 19\% | (33) | 9\% | (15) | 178 |
| 2016 Vote: Didnt Vote | 8\% | (52) | 15\% | (92) | 9\% | (57) | $11 \%$ | (66) | 28\% | (176) | 30\% | (186) | 629 |
| Voted in 2014: Yes | 14\% | (192) | 24\% | (325) | 11\% | (144) | 19\% | (253) | 22\% | (306) | 11\% | (145) | 1366 |
| Voted in 2014: No | 10\% | (85) | 15\% | (122) | 8\% | (69) | $12 \%$ | (100) | 27\% | (227) | 28\% | (230) | 833 |

[^44]Table HR6_10: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Bill Maher

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 13\% | (278) | 20\% | (447) | 10\% | (213) | 16\% | (353) | 24\% | (533) | 17\% | (376) | 2199 |
| 2012 Vote: Barack Obama | 22\% | (185) | 30\% | (254) | 9\% | (78) | 9\% | (77) | 21\% | (177) | 10\% | (83) | 854 |
| 2012 Vote: Mitt Romney | 4\% | (18) | 14\% | (69) | 10\% | (49) | 37\% | (185) | 25\% | (127) | 10\% | (53) | 501 |
| 2012 Vote: Other | 2\% | (2) | 14\% | (12) | 22\% | (19) | 22\% | (19) | 24\% | (21) | 15\% | (13) | 87 |
| 2012 Vote: Didn't Vote | 10\% | (73) | 15\% | (111) | 9\% | (66) | 9\% | (71) | 27\% | (205) | 30\% | (227) | 752 |
| 4-Region: Northeast | 17\% | (66) | 19\% | (74) | $11 \%$ | (45) | $14 \%$ | (56) | 24\% | (95) | 14\% | (57) | 394 |
| 4-Region: Midwest | 9\% | (44) | 21\% | (96) | 9\% | (42) | 18\% | (83) | 25\% | (116) | 18\% | (82) | 462 |
| 4-Region: South | 11\% | (94) | 18\% | (147) | 9\% | (78) | 15\% | (126) | 27\% | (225) | 19\% | (155) | 824 |
| 4-Region: West | 14\% | (74) | 25\% | (130) | 9\% | (48) | 17\% | (87) | 19\% | (98) | 16\% | (82) | 519 |
| TV shows: Every day | 16\% | (183) | 20\% | (231) | 9\% | (103) | 16\% | (179) | 23\% | (266) | 16\% | (186) | 1148 |
| TV shows: Several times per week | 10\% | (49) | 26\% | (134) | $11 \%$ | (55) | 18\% | (94) | 22\% | (115) | 13\% | (65) | 512 |
| TV shows: About once per week | 8\% | (11) | 29\% | (42) | 8\% | (11) | 15\% | (22) | 24\% | (34) | 16\% | (23) | 144 |
| TV shows: Several times per month | 13\% | (13) | 17\% | (18) | 10\% | (10) | 20\% | (20) | 30\% | (31) | 9\% | (9) | 101 |
| TV shows: About once per month | 1\% | (1) | 9\% | (4) | 14\% | (7) | 7\% | (4) | 32\% | (15) | 38\% | (18) | 48 |
| TV shows: Less often than once per month | 14\% | (11) | $11 \%$ | (8) | 13\% | (10) | 23\% | (18) | 20\% | (15) | 20\% | (15) | 78 |
| TV shows: Never | 6\% | (10) | 6\% | (10) | 10\% | (17) | 9\% | (16) | 34\% | (57) | 35\% | (58) | 169 |
| Movies: Every day | 19\% | (74) | 17\% | (67) | 9\% | (38) | $14 \%$ | (57) | 22\% | (88) | 19\% | (75) | 399 |
| Movies: Several times per week | $14 \%$ | (81) | 27\% | (154) | 9\% | (53) | 16\% | (94) | 22\% | (125) | 12\% | (68) | 574 |
| Movies: About once per week | $14 \%$ | (55) | 24\% | (93) | $11 \%$ | (41) | 18\% | (69) | 20\% | (76) | 13\% | (49) | 383 |
| Movies: Several times per month | 8\% | (22) | 22\% | (61) | 11\% | (31) | 19\% | (52) | 25\% | (68) | 14\% | (39) | 273 |
| Movies: About once per month | 6\% | (10) | 19\% | (33) | 10\% | (18) | 18\% | (32) | 26\% | (45) | 21\% | (36) | 173 |
| Movies: Less often than once per month | 10\% | (20) | 14\% | (29) | 7\% | (13) | 15\% | (30) | 34\% | (68) | $21 \%$ | (42) | 201 |
| Movies: Never | 8\% | (16) | 5\% | (10) | 10\% | (19) | 10\% | (20) | 33\% | (64) | $34 \%$ | (67) | 196 |
| Sports: Every day | 36\% | (57) | 20\% | (32) | 9\% | (14) | 10\% | (16) | 20\% | (32) | $4 \%$ | (7) | 158 |
| Sports: Several times per week | 10\% | (32) | 28\% | (93) | $11 \%$ | (37) | 23\% | (77) | 16\% | (53) | 12\% | (39) | 332 |
| Sports: About once per week | 17\% | (49) | 27\% | (75) | 7\% | (21) | $14 \%$ | (40) | 24\% | (68) | 10\% | (28) | 279 |
| Sports: Several times per month | 10\% | (22) | 22\% | (50) | 12\% | (27) | 21\% | (48) | 22\% | (50) | 13\% | (30) | 228 |
| Sports: About once per month | 10\% | (18) | 23\% | (40) | 8\% | (14) | 17\% | (29) | 26\% | (45) | 16\% | (28) | 174 |
| Sports: Less often than once per month | 9\% | (34) | 20\% | (72) | 10\% | (35) | 17\% | (63) | 28\% | (102) | 16\% | (57) | 363 |
| Sports: Never | 10\% | (65) | 13\% | (85) | 10\% | (65) | $12 \%$ | (80) | 28\% | (184) | 28\% | (187) | 666 |

Continued on next page

Table HR6_10: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Bill Maher

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 13\% | (278) | 20\% | (447) | 10\% | (213) | 16\% | (353) | 24\% | (533) | 17\% | (376) | 2199 |
| Cable: I currently subscribe | 17\% | (189) | 19\% | (211) | 9\% | (101) | 17\% | (190) | 23\% | (258) | 14\% | (159) | 1108 |
| Cable: I subscribed in the past | 8\% | (61) | 25\% | (185) | 10\% | (76) | 16\% | (114) | 23\% | (167) | 17\% | (124) | 727 |
| Cable: I have never subscribed | 8\% | (28) | 14\% | (51) | 10\% | (35) | 13\% | (49) | 30\% | (109) | 26\% | (93) | 365 |
| Satellite television: I currently subscribe | 11\% | (58) | 19\% | (99) | 9\% | (48) | 19\% | (101) | 26\% | (137) | 16\% | (82) | 526 |
| Satellite television: I subscribed in the past | 10\% | (57) | 23\% | (140) | $11 \%$ | (64) | 16\% | (97) | 25\% | (148) | 15\% | (92) | 597 |
| Satellite television: I have never subscribed | 15\% | (162) | 19\% | (207) | 9\% | (101) | 14\% | (156) | 23\% | (249) | 19\% | (201) | 1076 |
| Streaming service: I currently subscribe | 16\% | (209) | 21\% | (279) | $11 \%$ | (138) | 16\% | (207) | 23\% | (297) | 13\% | (172) | 1302 |
| Streaming service: I subscribed in the past | 8\% | (19) | 23\% | (54) | 12\% | (29) | 14\% | (33) | 21\% | (49) | 22\% | (51) | 234 |
| Streaming service: I have never subscribed | 7\% | (49) | 17\% | (114) | 7\% | (46) | 17\% | (113) | 28\% | (188) | 23\% | (153) | 663 |
| Film: An avid fan | 20\% | (156) | 26\% | (201) | 10\% | (80) | 14\% | (113) | 17\% | (136) | 12\% | (92) | 779 |
| Film: A casual fan | 9\% | (109) | 19\% | (220) | 10\% | (120) | 16\% | (189) | 27\% | (314) | 17\% | (201) | 1153 |
| Film: Not a fan | 5\% | (13) | 9\% | (25) | 5\% | (12) | 19\% | (52) | 31\% | (83) | 31\% | (83) | 267 |
| Television: An avid fan | 17\% | (193) | 24\% | (274) | 9\% | (107) | 15\% | (175) | 20\% | (226) | 15\% | (178) | 1154 |
| Television: A casual fan | 9\% | (81) | 18\% | (162) | $11 \%$ | (96) | 17\% | (150) | 29\% | (264) | 17\% | (154) | 907 |
| Television: Not a fan | 2\% | (3) | 7\% | (10) | 7\% | (10) | 20\% | (28) | 31\% | (43) | 32\% | (44) | 139 |
| Music: An avid fan | 16\% | (186) | 25\% | (286) | 10\% | (111) | 14\% | (164) | 20\% | (225) | 16\% | (179) | 1152 |
| Music: A casual fan | 9\% | (86) | 17\% | (154) | 10\% | (91) | 19\% | (168) | 29\% | (267) | 15\% | (140) | 907 |
| Music: Not a fan | 4\% | (6) | 4\% | (6) | 7\% | (10) | 15\% | (20) | 30\% | (42) | 40\% | (56) | 140 |
| Fashion: An avid fan | 23\% | (79) | 25\% | (86) | 8\% | (27) | 9\% | (30) | 18\% | (63) | 17\% | (57) | 342 |
| Fashion: A casual fan | $14 \%$ | (120) | 22\% | (188) | $11 \%$ | (95) | 13\% | (112) | 23\% | (197) | 17\% | (149) | 861 |
| Fashion: Not a fan | 8\% | (78) | 17\% | (173) | 9\% | (91) | 21\% | (211) | 27\% | (274) | 17\% | (169) | 996 |

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

Table HR6_11: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
John Oliver

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (264) | 14\% | (318) | 5\% | (114) | 6\% | (139) | $21 \%$ | (467) | $41 \%$ | (899) | 2199 |
| Gender: Male | 16\% | (165) | 18\% | (190) | 6\% | (60) | 10\% | (103) | $21 \%$ | (218) | 31\% | (326) | 1061 |
| Gender: Female | 9\% | (99) | 11\% | (128) | 5\% | (54) | 3\% | (36) | 22\% | (249) | 50\% | (573) | 1138 |
| Age: 18-29 | 14\% | (58) | 12\% | (51) | 6\% | (26) | 8\% | (33) | $21 \%$ | (86) | 38\% | (156) | 411 |
| Age: 30-44 | 15\% | (92) | 20\% | (119) | 8\% | (46) | 4\% | (22) | $21 \%$ | (127) | $32 \%$ | (194) | 600 |
| Age: 45-54 | $11 \%$ | (36) | 15\% | (52) | 5\% | (18) | 7\% | (25) | 20\% | (68) | 40\% | (135) | 335 |
| Age: 55-64 | 10\% | (41) | 13\% | (54) | 4\% | (15) | 9\% | (39) | 23\% | (98) | $41 \%$ | (170) | 417 |
| Age: 65+ | 8\% | (37) | 10\% | (42) | $2 \%$ | (8) | 4\% | (19) | 20\% | (87) | 56\% | (244) | 436 |
| Generation Z: 18-21 | 9\% | (11) | 20\% | (23) | 6\% | (7) | 5\% | (6) | $21 \%$ | (24) | 39\% | (45) | 116 |
| Millennial: Age 22-37 | 16\% | (108) | 17\% | (113) | 8\% | (55) | 6\% | (37) | 20\% | (130) | 33\% | (215) | 657 |
| Generation X: Age 38-53 | $11 \%$ | (61) | 16\% | (85) | 5\% | (27) | 7\% | (36) | 23\% | (124) | 39\% | (210) | 543 |
| Boomers: Age 54-72 | 10\% | (78) | 12\% | (92) | 3\% | (24) | 7\% | (53) | $22 \%$ | (170) | 46\% | (355) | 772 |
| PID: Dem (no lean) | 22\% | (174) | 19\% | (153) | 5\% | (37) | 2\% | (19) | 18\% | (146) | 34\% | (278) | 806 |
| PID: Ind (no lean) | 9\% | (67) | 13\% | (99) | 6\% | (45) | 6\% | (45) | 23\% | (175) | 43\% | (323) | 754 |
| PID: Rep (no lean) | 4\% | (24) | 10\% | (67) | 5\% | (31) | 12\% | (75) | 23\% | (146) | 47\% | (298) | 639 |
| PID/Gender: Dem Men | 28\% | (110) | 22\% | (87) | 5\% | (21) | 4\% | (14) | 17\% | (67) | 24\% | (97) | 395 |
| PID/Gender: Dem Women | 15\% | (63) | 16\% | (66) | $4 \%$ | (17) | 1\% | (4) | 19\% | (79) | 44\% | (181) | 411 |
| PID/Gender: Ind Men | 12\% | (39) | 17\% | (55) | 7\% | (22) | $11 \%$ | (34) | $21 \%$ | (70) | $32 \%$ | (106) | 326 |
| PID/Gender: Ind Women | 6\% | (27) | 10\% | (44) | 5\% | (23) | 3\% | (11) | 25\% | (105) | $51 \%$ | (217) | 427 |
| PID/Gender: Rep Men | 5\% | (15) | 14\% | (49) | 5\% | (17) | 16\% | (54) | $24 \%$ | (81) | 36\% | (123) | 339 |
| PID/Gender: Rep Women | 3\% | (8) | $6 \%$ | (18) | 5\% | (14) | 7\% | (21) | $22 \%$ | (65) | 58\% | (175) | 300 |
| Ideo: Liberal (1-3) | 26\% | (177) | 22\% | (149) | 5\% | (32) | 4\% | (26) | 19\% | (125) | 25\% | (165) | 674 |
| Ideo: Moderate (4) | 8\% | (46) | 17\% | (91) | 7\% | (37) | 7\% | (36) | $22 \%$ | (121) | 39\% | (213) | 544 |
| Ideo: Conservative (5-7) | 5\% | (33) | 10\% | (69) | 5\% | (37) | 10\% | (69) | 20\% | (145) | 50\% | (359) | 712 |
| Educ: < College |  |  | 13\% | (200) | 4\% | (67) | 6\% | (95) | $21 \%$ | (324) | 45\% | (683) | 1512 |
| Educ: Bachelors degree | 17\% | (77) | 17\% | (77) | 8\% | (35) | 6\% | (28) | 20\% | (90) | $31 \%$ | (137) | 444 |
| Educ: Post-grad | 18\% | (44) | 17\% | (41) | 5\% | (12) | 6\% | (15) | $22 \%$ | (53) | $32 \%$ | (79) | 243 |

[^45]Table HR6_11: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
John Oliver

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $12 \%$ | (264) | 14\% | (318) | 5\% | (114) | 6\% | (139) | 21\% | (467) | 41\% | (899) | 2199 |
| Income: Under 50k | $11 \%$ | (139) | 13\% | (166) | 5\% | (65) | 6\% | (73) | 22\% | (292) | 43\% | (561) | 1297 |
| Income: 50k-100k | $14 \%$ | (83) | 17\% | (106) | 6\% | (36) | 7\% | (42) | 18\% | (112) | 38\% | (236) | 615 |
| Income: 100k+ | 15\% | (42) | 16\% | (45) | 4\% | (12) | 8\% | (24) | 22\% | (63) | 35\% | (102) | 287 |
| Ethnicity: White | 11\% | (197) | 13\% | (225) | 5\% | (81) | 6\% | (110) | 22\% | (380) | 42\% | (729) | 1722 |
| Ethnicity: Hispanic | 10\% | (33) | 22\% | (76) | 5\% | (17) | 7\% | (25) | 23\% | (80) | 34\% | (118) | 350 |
| Ethnicity: Afr. Am. | 16\% | (43) | 17\% | (48) | 8\% | (23) | $4 \%$ | (11) | 20\% | (54) | 35\% | (95) | 274 |
| Ethnicity: Other | 12\% | (24) | 23\% | (46) | 4\% | (9) | 9\% | (18) | 16\% | (32) | 37\% | (74) | 203 |
| Relig: Protestant | 9\% | (50) | 12\% | (63) | 5\% | (27) | 7\% | (37) | 20\% | (110) | 47\% | (252) | 539 |
| Relig: Roman Catholic | 8\% | (37) | 13\% | (55) | 6\% | (25) | 9\% | (37) | 27\% | (119) | 37\% | (163) | 436 |
| Relig: Something Else | 9\% | (17) | 19\% | (35) | 4\% | (7) | 3\% | (5) | 26\% | (49) | 39\% | (74) | 187 |
| Relig: Jewish | 18\% | (10) | 15\% | (8) | 5\% | (3) | 8\% | (4) | 22\% | (12) | $32 \%$ | (17) | 54 |
| Relig: Evangelical | 9\% | (73) | 15\% | (120) | 5\% | (40) | 6\% | (49) | 26\% | (207) | 39\% | (316) | 805 |
| Relig: Non-Evang. Catholics | 9\% | (31) | 9\% | (33) | 5\% | (19) | 8\% | (30) | 20\% | (71) | 48\% | (173) | 357 |
| Relig: All Christian | 9\% | (104) | 13\% | (153) | 5\% | (59) | 7\% | (79) | 24\% | (277) | 42\% | (488) | 1161 |
| Relig: All Non-Christian | 5\% | (11) | 10\% | (23) | 5\% | (12) | 6\% | (13) | 17\% | (38) | 56\% | (126) | 224 |
| Community: Urban | $14 \%$ | (83) | 16\% | (93) | 7\% | (41) | 7\% | (37) | 20\% | (116) | 36\% | (204) | 575 |
| Community: Suburban | 13\% | (131) | 16\% | (154) | 5\% | (50) | 6\% | (56) | 21\% | (201) | 40\% | (391) | 982 |
| Community: Rural | 8\% | (50) | $11 \%$ | (72) | 3\% | (22) | 7\% | (45) | 23\% | (149) | 47\% | (303) | 643 |
| Employ: Private Sector | $14 \%$ | (92) | 19\% | (126) | 6\% | (38) | 6\% | (43) | $21 \%$ | (138) | 34\% | (224) | 661 |
| Employ: Government | 13\% | (17) | 13\% | (16) | 3\% | (4) | 14\% | (18) | 18\% | (22) | 39\% | (48) | 124 |
| Employ: Self-Employed | 15\% | (30) | $14 \%$ | (27) | 13\% | (25) | $5 \%$ | (10) | 19\% | (38) | 34\% | (66) | 195 |
| Employ: Homemaker | 10\% | (17) | $14 \%$ | (23) | 5\% | (9) | 4\% | (7) | 23\% | (39) | 44\% | (75) | 170 |
| Employ: Student | 23\% | (18) | 22\% | (17) | 3\% | (2) | 6\% | (5) | 26\% | (20) | 21\% | (16) | 79 |
| Employ: Retired | 9\% | (49) | 9\% | (47) | 3\% | (16) | 6\% | (33) | 20\% | (105) | $52 \%$ | (274) | 523 |
| Employ: Unemployed | 11\% | (27) | 9\% | (24) | 5\% | (14) | 6\% | (17) | 27\% | (70) | 42\% | (109) | 262 |
| Employ: Other | 7\% | (13) | 20\% | (38) | 3\% | (6) | $4 \%$ | (7) | 19\% | (35) | 46\% | (86) | 185 |
| Military HH: Yes | 11\% | (42) | 13\% | (49) | 3\% | (11) | 8\% | (30) | 23\% | (89) | 42\% | (162) | 384 |
| Military HH: No | 12\% | (221) | 15\% | (269) | 6\% | (102) | 6\% | (109) | 21\% | (378) | 41\% | (736) | 1815 |
| RD/WT: Right Direction | 7\% | (56) | 12\% | (96) | 7\% | (54) | 10\% | (80) | 19\% | (159) | 46\% | (381) | 826 |
| RD/WT: Wrong Track | 15\% | (207) | 16\% | (222) | 4\% | (60) | $4 \%$ | (58) | 22\% | (308) | 38\% | (518) | 1373 |

[^46]Table HR6_11: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
John Oliver

| Demographic | Very favorable | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% (264) | 14\% | (318) | 5\% | (114) | 6\% | (139) | 21\% | (467) | 41\% | (899) | 2199 |
| Trump Job Approve | 5\% (47) | 10\% | (91) | 5\% | (46) | 12\% | (102) | 20\% | (171) | 47\% | (412) | 870 |
| Trump Job Disapprove | 17\% (211) | 18\% | (225) | 5\% | (62) | 3\% | (34) | 22\% | (268) | 35\% | (428) | 1227 |
| Trump Job Strongly Approve | 8\% (35) | 7\% | (31) | 4\% | (18) | $11 \%$ | (49) | 20\% | (86) | 50\% | (222) | 440 |
| Trump Job Somewhat Approve | 3\% (12) | 14\% | (60) | 6\% | (28) | 12\% | (53) | 20\% | (86) | 44\% | (190) | 429 |
| Trump Job Somewhat Disapprove | 6\% (17) | 18\% | (53) | 9\% | (28) | 3\% | (9) | 21\% | (61) | 44\% | (130) | 297 |
| Trump Job Strongly Disapprove | 21\% (195) | 18\% | (172) | 4\% | (34) | 3\% | (25) | 22\% | (206) | $32 \%$ | (298) | 930 |
| Favorable of Trump | 6\% (54) | 9\% | (76) | 6\% | (53) | $11 \%$ | (96) | 19\% | (162) | 48\% | (406) | 847 |
| Unfavorable of Trump | 17\% (204) | 19\% | (235) | 4\% | (53) | 3\% | (35) | 21\% | (255) | 35\% | (429) | 1212 |
| Very Favorable of Trump | 8\% (36) | 7\% | (32) | 5\% | (25) | $11 \%$ | (53) | 20\% | (97) | 49\% | (236) | 479 |
| Somewhat Favorable of Trump | 5\% (18) | 12\% | (44) | 8\% | (28) | 12\% | (43) | 18\% | (65) | 46\% | (170) | 368 |
| Somewhat Unfavorable of Trump | 4\% (10) | 19\% | (44) | 9\% | (22) | 5\% | (13) | 17\% | (39) | 46\% | (108) | 236 |
| Very Unfavorable of Trump | 20\% (194) | 20\% | (191) | 3\% | (31) | 2\% | (22) | 22\% | (216) | 33\% | (321) | 976 |
| \#1 Issue: Economy | 11\% (60) | 18\% | (98) | 7\% | (39) | 7\% | (39) | 22\% | (121) | 36\% | (201) | 560 |
| \#1 Issue: Security | 5\% (23) | 8\% | (35) | 5\% | (20) | 9\% | (39) | 24\% | (105) | 50\% | (218) | 441 |
| \#1 Issue: Health Care | 17\% (62) | 16\% | (58) | 6\% | (21) | 5\% | (18) | 22\% | (81) | 35\% | (127) | 368 |
| \#1 Issue: Medicare / Social Security | 10\% (34) | 13\% | (45) | 3\% | (9) | $4 \%$ | (16) | 20\% | (72) | 51\% | (182) | 359 |
| \#1 Issue: Women's Issues | 11\% (14) | 23\% | (29) | 5\% | (7) | 3\% | (4) | 19\% | (23) | 38\% | (48) | 126 |
| \#1 Issue: Education | 18\% (27) | 16\% | (24) | 5\% | (8) | 7\% | (11) | 20\% | (30) | 35\% | (54) | 154 |
| \#1 Issue: Energy | 22\% (22) | 22\% | (22) | 7\% | (7) | 8\% | (8) | 14\% | (14) | 26\% | (26) | 100 |
| \#1 Issue: Other | 22\% (21) | 6\% | (6) | 3\% | (3) | 3\% | (3) | 21\% | (19) | 45\% | (42) | 93 |
| 2018 House Vote: Democrat | 22\% (187) | 20\% | (171) | 5\% | (43) | 3\% | (29) | 19\% | (160) | 30\% | (250) | 839 |
| 2018 House Vote: Republican | 3\% (17) | 9\% | (59) | 6\% | (38) | 13\% | (81) | 23\% | (146) | 47\% | (302) | 643 |
| 2018 House Vote: Someone else | 10\% (10) | 26\% | (27) | 7\% | (7) | 9\% | (10) | 19\% | (20) | 30\% | (31) | 105 |
| 2018 House Vote: Didnt Vote | 7\% (43) | 10\% | (61) | $4 \%$ | (26) | 3\% | (19) | 23\% | (141) | 52\% | (316) | 605 |
| 2016 Vote: Hillary Clinton | 21\% (153) | $21 \%$ | (151) | 5\% | (35) | 2\% | (17) | 19\% | (135) | 32\% | (228) | 719 |
| 2016 Vote: Donald Trump | $4 \% \quad$ (30) | 9\% | (61) | 5\% | (34) | $12 \%$ | (81) | 21\% | (141) | 48\% | (319) | 666 |
| 2016 Vote: Someone else | 19\% (33) | 16\% | (29) | 5\% | (8) | 9\% | (17) | 22\% | (39) | 29\% | (53) | 178 |
| 2016 Vote: Didnt Vote | 8\% (48) | 12\% | (74) | 6\% | (37) | 4\% | (24) | 24\% | (152) | 47\% | (295) | 629 |
| Voted in 2014: Yes | 15\% (200) | 16\% | (218) | 5\% | (73) | 7\% | (99) | 19\% | (263) | 38\% | (512) | 1366 |
| Voted in 2014: No | 8\% (64) | 12\% | (100) | 5\% | (40) | 5\% | (39) | 24\% | (204) | 46\% | (386) | 833 |

[^47]Table HR6_11: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
John Oliver

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (264) | 14\% | (318) | 5\% | (114) | 6\% | (139) | 21\% | (467) | 41\% | (899) | 2199 |
| 2012 Vote: Barack Obama | 20\% | (168) | 21\% | (176) | 5\% | (46) | $4 \%$ | (34) | 18\% | (152) | 33\% | (278) | 854 |
| 2012 Vote: Mitt Romney | 4\% | (18) | 10\% | (49) | 5\% | (25) | 12\% | (59) | 24\% | (122) | 45\% | (228) | 501 |
| 2012 Vote: Other | 13\% | (11) | 11\% | (9) | 7\% | (6) | 8\% | (7) | 14\% | (13) | 47\% | (41) | 87 |
| 2012 Vote: Didn't Vote | 9\% | (66) | 11\% | (84) | 5\% | (37) | 5\% | (38) | 24\% | (180) | 46\% | (348) | 752 |
| 4-Region: Northeast | 12\% | (49) | 16\% | (64) | 7\% | (26) | 7\% | (29) | 21\% | (81) | 37\% | (144) | 394 |
| 4-Region: Midwest | 10\% | (48) | 13\% | (62) | 5\% | (23) | 5\% | (25) | 22\% | (104) | 43\% | (200) | 462 |
| 4-Region: South | 11\% | (89) | 12\% | (98) | 5\% | (43) | 6\% | (49) | 23\% | (188) | 43\% | (358) | 824 |
| 4-Region: West | 15\% | (78) | 18\% | (94) | 4\% | (21) | 7\% | (36) | 18\% | (94) | 38\% | (196) | 519 |
| TV shows: Every day | $14 \%$ | (155) | 15\% | (173) | 4\% | (51) | 5\% | (54) | 22\% | (249) | 41\% | (466) | 1148 |
| TV shows: Several times per week | $14 \%$ | (72) | 16\% | (84) | 6\% | (31) | 7\% | (38) | 22\% | (111) | $34 \%$ | (176) | 512 |
| TV shows: About once per week | 8\% | (11) | 19\% | (27) | 6\% | (9) | 16\% | (24) | 13\% | (18) | 37\% | (54) | 144 |
| TV shows: Several times per month | 9\% | (9) | 12\% | (12) | 12\% | (13) | $11 \%$ | (11) | 17\% | (17) | 40\% | (40) | 101 |
| TV shows: About once per month | $11 \%$ | (5) | 11\% | (5) | 8\% | (4) | - | (0) | 24\% | (12) | 46\% | (22) | 48 |
| TV shows: Less often than once per month | 3\% | (2) | 9\% | (7) | 5\% | (4) | 8\% | (6) | 21\% | (16) | 54\% | (42) | 78 |
| TV shows: Never | 6\% | (9) | 6\% | (10) | 1\% | (2) | 3\% | (6) | 26\% | (43) | 58\% | (99) | 169 |
| Movies: Every day | 17\% | (66) | 11\% | (44) | 7\% | (27) | 7\% | (28) | 20\% | (80) | 39\% | (154) | 399 |
| Movies: Several times per week | $14 \%$ | (82) | 18\% | (104) | 7\% | (41) | 8\% | (45) | 19\% | (109) | 33\% | (192) | 574 |
| Movies: About once per week | 11\% | (43) | 20\% | (75) | $4 \%$ | (17) | 7\% | (26) | 22\% | (86) | 35\% | (136) | 383 |
| Movies: Several times per month | 14\% | (38) | 16\% | (43) | 2\% | (6) | 7\% | (18) | 21\% | (58) | 40\% | (109) | 273 |
| Movies: About once per month | 8\% | (14) | 13\% | (23) | 7\% | (11) | $3 \%$ | (5) | 20\% | (34) | 49\% | (85) | 173 |
| Movies: Less often than once per month | 7\% | (14) | 9\% | (18) | 3\% | (5) | $4 \%$ | (8) | 28\% | (55) | 50\% | (100) | 201 |
| Movies: Never | 2\% | (5) | 6\% | (11) | 3\% | (6) | $4 \%$ | (8) | 22\% | (44) | 63\% | (123) | 196 |
| Sports: Every day | 27\% | (42) | 20\% | (32) | 6\% | (10) | 10\% | (16) | 18\% | (28) | 18\% | (29) | 158 |
| Sports: Several times per week | 16\% | (54) | 19\% | (64) | 9\% | (31) | 9\% | (30) | 17\% | (57) | 28\% | (95) | 332 |
| Sports: About once per week | 13\% | (37) | 19\% | (54) | 4\% | (12) | 8\% | (23) | 21\% | (59) | 33\% | (93) | 279 |
| Sports: Several times per month | 7\% | (15) | 15\% | (34) | 8\% | (17) | 9\% | (20) | 22\% | (51) | 40\% | (91) | 228 |
| Sports: About once per month | 9\% | (15) | 12\% | (21) | 5\% | (8) | 8\% | (14) | 22\% | (38) | 44\% | (77) | 174 |
| Sports: Less often than once per month | 10\% | (36) | 17\% | (60) | 3\% | (11) | 3\% | (10) | 20\% | (73) | 48\% | (172) | 363 |
| Sports: Never | 10\% | (65) | 8\% | (53) | 3\% | (23) | $4 \%$ | (24) | 24\% | (160) | 51\% | (342) | 666 |

[^48]Table HR6_11: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
John Oliver

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (264) | 14\% | (318) | 5\% | (114) | 6\% | (139) | 21\% | (467) | 41\% | (899) | 2199 |
| Cable: I currently subscribe | 16\% | (173) | 15\% | (162) | 6\% | (62) | 7\% | (74) | 22\% | (240) | 36\% | (398) | 1108 |
| Cable: I subscribed in the past | 10\% | (70) | 16\% | (114) | 4\% | (32) | 6\% | (45) | 19\% | (139) | 45\% | (327) | 727 |
| Cable: I have never subscribed | 6\% | (21) | 12\% | (42) | 5\% | (20) | 5\% | (20) | 24\% | (88) | 48\% | (174) | 365 |
| Satellite television: I currently subscribe | 14\% | (74) | 13\% | (67) | 6\% | (32) | 8\% | (41) | 20\% | (107) | 39\% | (205) | 526 |
| Satellite television: I subscribed in the past | 10\% | (62) | 14\% | (86) | 5\% | (31) | 8\% | (46) | 23\% | (135) | 40\% | (237) | 597 |
| Satellite television: I have never subscribed | 12\% | (127) | 15\% | (165) | 5\% | (51) | 5\% | (52) | 21\% | (226) | 42\% | (456) | 1076 |
| Streaming service: I currently subscribe | 17\% | (225) | 17\% | (215) | 6\% | (76) | 7\% | (86) | 21\% | (270) | 33\% | (430) | 1302 |
| Streaming service: I subscribed in the past | 6\% | (15) | 20\% | (48) | 6\% | (15) | 4\% | (8) | 25\% | (58) | $39 \%$ | (91) | 234 |
| Streaming service: I have never subscribed | $4 \%$ | (24) | 8\% | (55) | 3\% | (23) | 7\% | (44) | 21\% | (139) | 57\% | (378) | 663 |
| Film: An avid fan | 19\% | (149) | 20\% | (153) | 5\% | (41) | 6\% | (50) | 18\% | (143) | 31\% | (242) | 779 |
| Film: A casual fan | 9\% | (104) | 13\% | (151) | 5\% | (58) | 6\% | (73) | 23\% | (270) | 43\% | (497) | 1153 |
| Film: Not a fan | $4 \%$ | (11) | 5\% | (14) | 5\% | (14) | 6\% | (15) | 20\% | (54) | 60\% | (160) | 267 |
| Television: An avid fan | 14\% | (161) | 17\% | (196) | 4\% | (49) | 6\% | (73) | 21\% | (243) | 37\% | (432) | 1154 |
| Television: A casual fan | 11\% | (99) | 12\% | (110) | 6\% | (57) | 6\% | (57) | 21\% | (190) | 43\% | (393) | 907 |
| Television: Not a fan | 2\% | (3) | 9\% | (12) | 5\% | (7) | 6\% | (8) | 25\% | (35) | 53\% | (74) | 139 |
| Music: An avid fan | 14\% | (166) | 19\% | (216) | 6\% | (66) | 6\% | (69) | 18\% | (213) | 37\% | (422) | 1152 |
| Music: A casual fan | 10\% | (93) | 10\% | (92) | 4\% | (40) | 7\% | (62) | 24\% | (221) | 44\% | (401) | 907 |
| Music: Not a fan | 4\% | (5) | 7\% | (10) | 6\% | (8) | 5\% | (7) | 24\% | (33) | 55\% | (76) | 140 |
| Fashion: An avid fan | 18\% | (62) | 19\% | (66) | 6\% | (22) | 5\% | (16) | $21 \%$ | (71) | 31\% | (106) | 342 |
| Fashion: A casual fan | 12\% | (105) | 14\% | (123) | 6\% | (49) | 5\% | (44) | 20\% | (172) | 43\% | (367) | 861 |
| Fashion: Not a fan | 10\% | (97) | 13\% | (130) | 4\% | (42) | 8\% | (78) | 22\% | (224) | 43\% | (425) | 996 |

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

Table HR6_12: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Andy Cohen

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 11\% | (235) | 18\% | (399) | 8\% | (176) | 6\% | (132) | 30\% | (670) | 27\% | (587) | 2199 |
| Gender: Male | 11\% | (113) | 18\% | (191) | 8\% | (90) | 8\% | (80) | 30\% | (320) | 25\% | (267) | 1061 |
| Gender: Female | 11\% | (122) | 18\% | (208) | $8 \%$ | (86) | 5\% | (52) | $31 \%$ | (350) | 28\% | (321) | 1138 |
| Age: 18-29 | 14\% | (59) | 18\% | (75) | $9 \%$ | (37) | 5\% | (20) | 21\% | (88) | $32 \%$ | (132) | 411 |
| Age: 30-44 | 12\% | (72) | 23\% | (137) | $9 \%$ | (56) | 7\% | (41) | $32 \%$ | (190) | 17\% | (104) | 600 |
| Age: 45-54 | 13\% | (45) | 19\% | (63) | 7\% | (22) | 5\% | (16) | 31\% | (105) | 25\% | (84) | 335 |
| Age: 55-64 | 8\% | (35) | 15\% | (61) | 9\% | (36) | 6\% | (25) | 38\% | (158) | 24\% | (102) | 417 |
| Age: 65+ | 6\% | (24) | 15\% | (63) | 6\% | (25) | 7\% | (29) | 30\% | (129) | 38\% | (166) | 436 |
| Generation Z: 18-21 | 18\% | (20) | 17\% | (19) | 5\% | (5) | 8\% | (10) | 17\% | (20) | 36\% | (41) | 116 |
| Millennial: Age 22-37 | 13\% | (83) | 24\% | (155) | 9\% | (56) | 6\% | (38) | 25\% | (162) | 25\% | (163) | 657 |
| Generation X: Age 38-53 | 12\% | (65) | 18\% | (96) | 10\% | (53) | 5\% | (30) | 36\% | (194) | 20\% | (106) | 543 |
| Boomers: Age 54-72 | 8\% | (65) | 15\% | (114) | 7\% | (57) | 6\% | (44) | 34\% | (262) | 30\% | (229) | 772 |
| PID: Dem (no lean) | 16\% | (130) | 24\% | (195) | 7\% | (53) | 3\% | (25) | 27\% | (219) | 23\% | (184) | 806 |
| PID: Ind (no lean) | 7\% | (53) | 15\% | (116) | $8 \%$ | (64) | 5\% | (37) | 37\% | (277) | 28\% | (208) | 754 |
| PID: Rep (no lean) | 8\% | (52) | 14\% | (89) | $9 \%$ | (59) | $11 \%$ | (70) | 27\% | (174) | $31 \%$ | (195) | 639 |
| PID/Gender: Dem Men | 17\% | (69) | 26\% | (102) | 7\% | (29) | 3\% | (14) | 25\% | (100) | $21 \%$ | (83) | 395 |
| PID/Gender: Dem Women | 15\% | (61) | 23\% | (93) | $6 \%$ | (24) | 3\% | (11) | 29\% | (119) | 25\% | (102) | 411 |
| PID/Gender: Ind Men | 7\% | (23) | 14\% | (44) | $9 \%$ | (28) | 8\% | (25) | 41\% | (134) | 22\% | (72) | 326 |
| PID/Gender: Ind Women | 7\% | (30) | 17\% | (71) | $8 \%$ | (36) | 3\% | (12) | 33\% | (142) | 32\% | (136) | 427 |
| PID/Gender: Rep Men | 6\% | (22) | 13\% | (45) | 10\% | (33) | 12\% | (42) | 25\% | (86) | 33\% | (112) | 339 |
| PID/Gender: Rep Women | 10\% | (31) | 15\% | (44) | $9 \%$ | (26) | 9\% | (28) | 29\% | (88) | 28\% | (83) | 300 |
| Ideo: Liberal (1-3) | 15\% | (99) | 28\% | (186) | $7 \%$ | (46) | 3\% | (18) | 28\% | (187) | 20\% | (137) | 674 |
| Ideo: Moderate (4) | 12\% | (68) | 17\% | (92) | $9 \%$ | (47) | 6\% | (33) | 31\% | (171) | 25\% | (134) | 544 |
| Ideo: Conservative (5-7) | 7\% | (53) | 14\% | (102) | 10\% | (73) | 10\% | (68) | 29\% | (206) | 29\% | (210) | 712 |
| Educ: < College | 11\% | (165) | 16\% | (243) | 7\% | (104) | 6\% | (94) | 32\% | (480) | 28\% | (427) | 1512 |
| Educ: Bachelors degree | 11\% | (47) | 22\% | (99) | 12\% | (54) | 4\% | (20) | 28\% | (126) | 22\% | (99) | 444 |
| Educ: Post-grad | 9\% | (23) | 24\% | (58) | 7\% | (18) | 8\% | (19) | 27\% | (65) | 25\% | (61) | 243 |

[^49]Table HR6_12: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Andy Cohen

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 11\% | (235) | 18\% | (399) | 8\% | (176) | 6\% | (132) | 30\% | (670) | 27\% | (587) | 2199 |
| Income: Under 50k | $11 \%$ | (143) | 15\% | (200) | 7\% | (89) | 6\% | (73) | 32\% | (415) | 29\% | (377) | 1297 |
| Income: 50k-100k | $11 \%$ | (69) | 22\% | (135) | 10\% | (59) | 7\% | (44) | 26\% | (161) | 24\% | (147) | 615 |
| Income: 100k+ | 8\% | (23) | 22\% | (64) | 10\% | (28) | 5\% | (15) | 33\% | (94) | 22\% | (64) | 287 |
| Ethnicity: White | 8\% | (145) | 17\% | (293) | 8\% | (139) | 6\% | (99) | $32 \%$ | (556) | 28\% | (489) | 1722 |
| Ethnicity: Hispanic | 15\% | (51) | 23\% | (80) | 8\% | (29) | 4\% | (12) | 25\% | (89) | 25\% | (88) | 350 |
| Ethnicity: Afr. Am. | 20\% | (56) | 22\% | (61) | 8\% | (21) | 6\% | (18) | 25\% | (67) | 19\% | (52) | 274 |
| Ethnicity: Other | 17\% | (34) | 22\% | (45) | 8\% | (15) | 7\% | (15) | 23\% | (47) | 23\% | (47) | 203 |
| Relig: Protestant | 7\% | (40) | 18\% | (99) | 10\% | (52) | 5\% | (28) | 32\% | (172) | 27\% | (147) | 539 |
| Relig: Roman Catholic | 17\% | (75) | 15\% | (68) | 7\% | (31) | 6\% | (27) | 32\% | (138) | 22\% | (97) | 436 |
| Relig: Something Else | 9\% | (18) | 22\% | (41) | 7\% | (13) | 5\% | (10) | 32\% | (60) | 24\% | (46) | 187 |
| Relig: Jewish | 9\% | (5) | 31\% | (17) | 9\% | (5) | 6\% | (3) | 31\% | (17) | 14\% | (8) | 54 |
| Relig: Evangelical | $11 \%$ | (85) | 20\% | (162) | 8\% | (67) | 5\% | (39) | 32\% | (259) | 24\% | (191) | 805 |
| Relig: Non-Evang. Catholics | 13\% | (48) | 13\% | (45) | 8\% | (29) | 7\% | (26) | 31\% | (111) | 28\% | (99) | 357 |
| Relig: All Christian | $11 \%$ | (133) | 18\% | (207) | 8\% | (96) | 6\% | (65) | 32\% | (370) | 25\% | (290) | 1161 |
| Relig: All Non-Christian | $11 \%$ | (24) | 13\% | (30) | 7\% | (16) | 9\% | (20) | 35\% | (78) | 25\% | (55) | 224 |
| Community: Urban | 16\% | (90) | 18\% | (104) | 7\% | (39) | 7\% | (37) | 29\% | (167) | 24\% | (138) | 575 |
| Community: Suburban | 10\% | (99) | 21\% | (208) | 8\% | (81) | 6\% | (56) | 29\% | (284) | 26\% | (253) | 982 |
| Community: Rural | 7\% | (45) | 13\% | (86) | 9\% | (56) | 6\% | (38) | 34\% | (219) | $31 \%$ | (197) | 643 |
| Employ: Private Sector | 14\% | (90) | 23\% | (151) | 10\% | (67) | 5\% | (36) | 27\% | (177) | 21\% | (139) | 661 |
| Employ: Government | 10\% | (13) | 23\% | (28) | 11\% | (13) | 8\% | (10) | 22\% | (27) | 26\% | (33) | 124 |
| Employ: Self-Employed | 10\% | (19) | $21 \%$ | (42) | 10\% | (19) | 9\% | (17) | 26\% | (51) | 24\% | (47) | 195 |
| Employ: Homemaker | 14\% | (24) | 14\% | (24) | 9\% | (15) | 8\% | (14) | 33\% | (56) | 22\% | (38) | 170 |
| Employ: Student | 20\% | (16) | 21\% | (16) | 9\% | (7) | 3\% | (2) | 16\% | (12) | 32\% | (25) | 79 |
| Employ: Retired | 5\% | (26) | 16\% | (83) | 7\% | (36) | 7\% | (36) | 32\% | (170) | 33\% | (171) | 523 |
| Employ: Unemployed | 10\% | (25) | 10\% | (26) | 3\% | (9) | 2\% | (6) | 44\% | (114) | 31\% | (81) | 262 |
| Employ: Other | $11 \%$ | (21) | 15\% | (28) | 5\% | (10) | 5\% | (10) | 34\% | (62) | 29\% | (54) | 185 |
| Military HH: Yes | 4\% | (16) | 20\% | (76) | 6\% | (24) | 7\% | (26) | 34\% | (129) | 29\% | (113) | 384 |
| Military HH: No | 12\% | (219) | 18\% | (323) | 8\% | (152) | 6\% | (106) | 30\% | (541) | 26\% | (474) | 1815 |
| RD/WT: Right Direction | 9\% | (77) | 16\% | (132) | 9\% | (73) | 10\% | (80) | 27\% | (221) | 29\% | (243) | 826 |
| RD/WT: Wrong Track | $11 \%$ | (158) | 19\% | (267) | 8\% | (103) | 4\% | (52) | 33\% | (449) | 25\% | (344) | 1373 |

[^50]Table HR6_12: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Andy Cohen

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 11\% | (235) | 18\% | (399) | 8\% | (176) | 6\% | (132) | 30\% | (670) | 27\% | (587) | 2199 |
| Trump Job Approve | 10\% | (86) | 14\% | (123) | 8\% | (73) | 9\% | (82) | 29\% | (254) | 29\% | (251) | 870 |
| Trump Job Disapprove | 12\% | (145) | 22\% | (267) | 8\% | (98) | $4 \%$ | (50) | 31\% | (381) | 23\% | (287) | 1227 |
| Trump Job Strongly Approve | 12\% | (52) | 9\% | (41) | 8\% | (33) | 13\% | (55) | 27\% | (121) | 31\% | (138) | 440 |
| Trump Job Somewhat Approve | 8\% | (34) | 19\% | (83) | 9\% | (40) | 6\% | (27) | 31\% | (133) | 26\% | (113) | 429 |
| Trump Job Somewhat Disapprove | 7\% | (20) | 25\% | (74) | $11 \%$ | (34) | $4 \%$ | (11) | 29\% | (87) | 24\% | (71) | 297 |
| Trump Job Strongly Disapprove | 13\% | (124) | 21\% | (193) | 7\% | (64) | $4 \%$ | (39) | 32\% | (294) | 23\% | (216) | 930 |
| Favorable of Trump | 10\% | (81) | 14\% | (121) | 10\% | (84) | 10\% | (82) | 28\% | (237) | 29\% | (243) | 847 |
| Unfavorable of Trump | 12\% | (149) | 22\% | (262) | 7\% | (89) | 4\% | (46) | 31\% | (377) | 24\% | (290) | 1212 |
| Very Favorable of Trump | 9\% | (45) | 12\% | (56) | 8\% | (38) | 13\% | (64) | 27\% | (128) | 31\% | (149) | 479 |
| Somewhat Favorable of Trump | 10\% | (36) | 18\% | (65) | 13\% | (46) | 5\% | (18) | 30\% | (109) | 25\% | (94) | 368 |
| Somewhat Unfavorable of Trump | 7\% | (17) | 19\% | (44) | $11 \%$ | (25) | 5\% | (12) | 33\% | (78) | 25\% | (60) | 236 |
| Very Unfavorable of Trump | 14\% | (132) | 22\% | (218) | 7\% | (64) | 3\% | (34) | 31\% | (299) | 24\% | (230) | 976 |
| \#1 Issue: Economy | 11\% | (62) | 19\% | (105) | 10\% | (57) | 5\% | (31) | 32\% | (177) | 23\% | (128) | 560 |
| \#1 Issue: Security | 8\% | (35) | 14\% | (63) | 8\% | (36) | 9\% | (41) | 28\% | (122) | 33\% | (144) | 441 |
| \#1 Issue: Health Care | 13\% | (48) | 22\% | (79) | 7\% | (26) | $4 \%$ | (13) | 33\% | (122) | 21\% | (79) | 368 |
| \#1 Issue: Medicare / Social Security | 10\% | (35) | 17\% | (63) | 6\% | (21) | 6\% | (20) | 36\% | (129) | 26\% | (91) | 359 |
| \#1 Issue: Women's Issues | 17\% | (21) | 18\% | (23) | 6\% | (8) | 3\% | (4) | 19\% | (24) | 36\% | (45) | 126 |
| \#1 Issue: Education | 12\% | (19) | 17\% | (26) | 12\% | (18) | $7 \%$ | (11) | 26\% | (40) | 26\% | (40) | 154 |
| \#1 Issue: Energy | 10\% | (10) | 22\% | (22) | $2 \%$ | (2) | 6\% | (6) | 29\% | (29) | $31 \%$ | (31) | 100 |
| \#1 Issue: Other | 5\% | (5) | 20\% | (19) | 8\% | (7) | 7\% | (6) | 29\% | (27) | $31 \%$ | (29) | 93 |
| 2018 House Vote: Democrat | 15\% | (124) | 27\% | (229) | 5\% | (43) | 3\% | (23) | 28\% | (234) | 22\% | (185) | 839 |
| 2018 House Vote: Republican | 7\% | (48) | 12\% | (80) | 10\% | (62) | $11 \%$ | (69) | 30\% | (195) | 29\% | (189) | 643 |
| 2018 House Vote: Someone else | 5\% | (6) | 16\% | (17) | 23\% | (25) | 4\% | (4) | 29\% | (31) | 22\% | (23) | 105 |
| 2018 House Vote: Didnt Vote | 8\% | (51) | 12\% | (72) | 8\% | (46) | 6\% | (36) | 35\% | (210) | $31 \%$ | (190) | 605 |
| 2016 Vote: Hillary Clinton | 16\% | (118) | 25\% | (177) | 6\% | (41) | 3\% | (21) | 29\% | (212) | 21\% | (149) | 719 |
| 2016 Vote: Donald Trump | 9\% | (58) | 14\% | (96) | 8\% | (55) | 10\% | (63) | 31\% | (207) | 28\% | (186) | 666 |
| 2016 Vote: Someone else | $4 \%$ | (8) | 25\% | (45) | 13\% | (24) | 5\% | (9) | $31 \%$ | (56) | 21\% | (37) | 178 |
| 2016 Vote: Didnt Vote | 8\% | (51) | 12\% | (78) | 9\% | (56) | 6\% | (39) | 31\% | (195) | 33\% | (211) | 629 |
| Voted in 2014: Yes | 12\% | (160) | 22\% | (299) | 8\% | (105) | 6\% | (82) | 30\% | (408) | 23\% | (312) | 1366 |
| Voted in 2014: No | 9\% | (75) | 12\% | (100) | 9\% | (71) | 6\% | (51) | 31\% | (262) | 33\% | (275) | 833 |

[^51]Table HR6_12: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Andy Cohen

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 11\% | (235) | 18\% | (399) | 8\% | (176) | 6\% | (132) | 30\% | (670) | 27\% | (587) | 2199 |
| 2012 Vote: Barack Obama | 16\% | (137) | 25\% | (217) | 7\% | (57) | 4\% | (31) | 30\% | (256) | 18\% | (157) | 854 |
| 2012 Vote: Mitt Romney | $5 \%$ | (23) | 14\% | (73) | 9\% | (46) | 11\% | (55) | 33\% | (164) | 28\% | (141) | 501 |
| 2012 Vote: Other | 8\% | (7) | 10\% | (9) | 9\% | (8) | 3\% | (3) | 41\% | (36) | 28\% | (24) | 87 |
| 2012 Vote: Didn't Vote | 9\% | (67) | 13\% | (101) | 9\% | (65) | 6\% | (43) | 28\% | (212) | 35\% | (266) | 752 |
| 4-Region: Northeast | 13\% | (49) | 18\% | (71) | 8\% | (32) | 5\% | (20) | 32\% | (125) | 24\% | (96) | 394 |
| 4-Region: Midwest | 10\% | (48) | 18\% | (84) | 6\% | (30) | 7\% | (31) | 30\% | (137) | 29\% | (133) | 462 |
| 4-Region: South | 11\% | (87) | 16\% | (128) | 8\% | (67) | 7\% | (58) | 33\% | (269) | 26\% | (215) | 824 |
| 4-Region: West | 10\% | (51) | 22\% | (116) | 9\% | (48) | $4 \%$ | (23) | 27\% | (139) | 27\% | (143) | 519 |
| TV shows: Every day | 13\% | (154) | 18\% | (209) | 9\% | (100) | 4\% | (51) | 32\% | (362) | 24\% | (272) | 1148 |
| TV shows: Several times per week | 10\% | (53) | 22\% | (115) | 7\% | (37) | 6\% | (31) | 28\% | (145) | 26\% | (132) | 512 |
| TV shows: About once per week | 5\% | (6) | 25\% | (36) | 13\% | (19) | 10\% | (14) | 24\% | (34) | 24\% | (34) | 144 |
| TV shows: Several times per month | 8\% | (8) | 15\% | (15) | 12\% | (12) | 10\% | (10) | 35\% | (35) | 21\% | (22) | 101 |
| TV shows: About once per month | 2\% | (1) | 14\% | (7) | 8\% | (4) | 8\% | (4) | 33\% | (16) | 35\% | (17) | 48 |
| TV shows: Less often than once per month | 8\% | (6) | 12\% | (9) | 2\% | (1) | 11\% | (9) | 33\% | (26) | 34\% | (27) | 78 |
| TV shows: Never | 4\% | (6) | 5\% | (9) | 2\% | (3) | 8\% | (14) | 31\% | (52) | 50\% | (84) | 169 |
| Movies: Every day | 20\% | (79) | 15\% | (59) | 8\% | (32) | 5\% | (21) | 29\% | (117) | 23\% | (91) | 399 |
| Movies: Several times per week | 12\% | (70) | 24\% | (136) | 7\% | (39) | 6\% | (36) | 27\% | (157) | 24\% | (135) | 574 |
| Movies: About once per week | 9\% | (34) | 23\% | (87) | 11\% | (43) | 5\% | (20) | 28\% | (106) | 24\% | (92) | 383 |
| Movies: Several times per month | 7\% | (19) | 20\% | (56) | $11 \%$ | (31) | 5\% | (14) | 33\% | (89) | 24\% | (64) | 273 |
| Movies: About once per month | 4\% | (7) | 15\% | (26) | 8\% | (14) | 7\% | (13) | 35\% | (61) | 30\% | (51) | 173 |
| Movies: Less often than once per month | 8\% | (16) | 9\% | (17) | 5\% | (10) | 7\% | (14) | 41\% | (82) | 30\% | (61) | 201 |
| Movies: Never | 5\% | (9) | 9\% | (17) | 3\% | (5) | 7\% | (14) | 29\% | (58) | 47\% | (93) | 196 |
| Sports: Every day | 28\% | (44) | 22\% | (34) | 10\% | (15) | 1\% | (2) | 27\% | (43) | 12\% | (19) | 158 |
| Sports: Several times per week | 14\% | (48) | 20\% | (67) | 11\% | (37) | 8\% | (25) | 24\% | (80) | 22\% | (74) | 332 |
| Sports: About once per week | 13\% | (36) | 23\% | (66) | 12\% | (33) | 4\% | (11) | 29\% | (81) | 19\% | (52) | 279 |
| Sports: Several times per month | 12\% | (28) | 22\% | (51) | 6\% | (15) | 12\% | (27) | 28\% | (63) | 19\% | (44) | 228 |
| Sports: About once per month | 7\% | (13) | 17\% | (30) | 8\% | (14) | 8\% | (13) | 34\% | (59) | 26\% | (45) | 174 |
| Sports: Less often than once per month | 7\% | (25) | 17\% | (61) | 8\% | (30) | 5\% | (19) | 37\% | (136) | 26\% | (93) | 363 |
| Sports: Never | 6\% | (41) | 14\% | (90) | 5\% | (31) | 5\% | (35) | 31\% | (209) | 39\% | (261) | 666 |

Continued on next page

Table HR6_12: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Andy Cohen

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 11\% | (235) | 18\% | (399) | 8\% | (176) | 6\% | (132) | 30\% | (670) | 27\% | (587) | 2199 |
| Cable: I currently subscribe | 14\% | (157) | 19\% | (209) | 8\% | (91) | 5\% | (60) | 30\% | (337) | 23\% | (254) | 1108 |
| Cable: I subscribed in the past | 9\% | (62) | 19\% | (138) | 8\% | (58) | 7\% | (50) | 28\% | (201) | 30\% | (219) | 727 |
| Cable: I have never subscribed | 4\% | (16) | 15\% | (53) | 7\% | (27) | 6\% | (22) | 36\% | (132) | $31 \%$ | (114) | 365 |
| Satellite television: I currently subscribe | 13\% | (69) | 16\% | (82) | 9\% | (46) | 6\% | (34) | 30\% | (159) | 26\% | (137) | 526 |
| Satellite television: I subscribed in the past | 11\% | (63) | $21 \%$ | (125) | 6\% | (36) | 8\% | (48) | 28\% | (165) | 27\% | (160) | 597 |
| Satellite television: I have never subscribed | 10\% | (103) | 18\% | (192) | 9\% | (94) | 5\% | (50) | 32\% | (346) | 27\% | (291) | 1076 |
| Streaming service: I currently subscribe | 13\% | (174) | 21\% | (278) | 8\% | (109) | 5\% | (64) | 29\% | (382) | 23\% | (295) | 1302 |
| Streaming service: I subscribed in the past | 10\% | (23) | 17\% | (41) | 13\% | (31) | 10\% | (23) | 27\% | (63) | 23\% | (53) | 234 |
| Streaming service: I have never subscribed | 6\% | (38) | $12 \%$ | (80) | 5\% | (36) | 7\% | (45) | 34\% | (225) | 36\% | (239) | 663 |
| Film: An avid fan | 17\% | (130) | 22\% | (173) | 9\% | (73) | 5\% | (42) | 26\% | (205) | 20\% | (156) | 779 |
| Film: A casual fan | 7\% | (85) | 18\% | (209) | 7\% | (83) | 5\% | (58) | 34\% | (387) | 29\% | (330) | 1153 |
| Film: Not a fan | 7\% | (20) | 6\% | (17) | 7\% | (20) | 12\% | (32) | 29\% | (78) | 38\% | (101) | 267 |
| Television: An avid fan | 15\% | (176) | 21\% | (248) | 10\% | (112) | 5\% | (56) | 27\% | (313) | 22\% | (249) | 1154 |
| Television: A casual fan | 6\% | (56) | 16\% | (144) | 7\% | (59) | 7\% | (60) | 35\% | (315) | 30\% | (272) | 907 |
| Television: Not a fan | 2\% | (3) | $5 \%$ | (7) | 3\% | (5) | 12\% | (16) | 30\% | (42) | 48\% | (66) | 139 |
| Music: An avid fan | 15\% | (172) | $21 \%$ | (247) | 8\% | (90) | 5\% | (61) | 27\% | (315) | 23\% | (266) | 1152 |
| Music: A casual fan | 6\% | (58) | 16\% | (146) | 9\% | (78) | 7\% | (61) | 34\% | (309) | 28\% | (255) | 907 |
| Music: Not a fan | 3\% | (5) | $4 \%$ | (6) | 6\% | (8) | 7\% | (10) | 33\% | (46) | 47\% | (66) | 140 |
| Fashion: An avid fan | 28\% | (96) | 24\% | (81) | 7\% | (25) | 5\% | (17) | 18\% | (63) | 17\% | (60) | 342 |
| Fashion: A casual fan | 11\% | (98) | 22\% | (193) | 8\% | (71) | 5\% | (43) | 30\% | (262) | 23\% | (194) | 861 |
| Fashion: Not a fan | 4\% | (40) | 13\% | (126) | 8\% | (79) | 7\% | (72) | 35\% | (346) | $34 \%$ | (334) | 996 |

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

Table HR6_13: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Busy Philipps

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 5\% | (113) | 10\% | (226) | 6\% | (133) | 5\% | (102) | 22\% | (491) | 52\% | (1135) | 2199 |
| Gender: Male | 6\% | (68) | 10\% | (104) | 7\% | (70) | 6\% | (67) | $21 \%$ | (228) | 49\% | (524) | 1061 |
| Gender: Female | $4 \%$ | (44) | $11 \%$ | (122) | $6 \%$ | (63) | 3\% | (35) | 23\% | (263) | 54\% | (610) | 1138 |
| Age: 18-29 | 8\% | (34) | 12\% | (48) | $9 \%$ | (37) | 6\% | (23) | 16\% | (67) | 49\% | (202) | 411 |
| Age: 30-44 | 8\% | (48) | 13\% | (75) | 8\% | (50) | 6\% | (37) | 25\% | (153) | 39\% | (237) | 600 |
| Age: 45-54 | 7\% | (22) | 14\% | (46) | 5\% | (16) | 3\% | (9) | 24\% | (82) | 48\% | (160) | 335 |
| Age: 55-64 | 1\% | (5) | 8\% | (34) | 5\% | (21) | 5\% | (22) | 25\% | (106) | 55\% | (229) | 417 |
| Age: 65+ | 1\% | (3) | $5 \%$ | (23) | $2 \%$ | (8) | 2\% | (11) | 19\% | (85) | 70\% | (307) | 436 |
| Generation Z: 18-21 | 6\% | (7) | 15\% | (18) | 8\% | (10) | 7\% | (9) | 8\% | (10) | $54 \%$ | (63) | 116 |
| Millennial: Age 22-37 | 8\% | (52) | $12 \%$ | (76) | $11 \%$ | (71) | 5\% | (35) | 22\% | (143) | 43\% | (281) | 657 |
| Generation X: Age 38-53 | 8\% | (42) | 13\% | (72) | $4 \%$ | (20) | 5\% | (26) | 26\% | (141) | 45\% | (242) | 543 |
| Boomers: Age 54-72 | 2\% | (12) | 7\% | (56) | $4 \%$ | (30) | $4 \%$ | (30) | 24\% | (181) | 60\% | (462) | 772 |
| PID: Dem (no lean) | 7\% | (59) | 14\% | (113) | 6\% | (51) | $3 \%$ | (25) | 20\% | (161) | 49\% | (397) | 806 |
| PID: Ind (no lean) | 3\% | (23) | $8 \%$ | (63) | 7\% | (50) | $3 \%$ | (22) | 26\% | (195) | 53\% | (402) | 754 |
| PID: Rep (no lean) | 5\% | (31) | 8\% | (50) | 5\% | (32) | $9 \%$ | (56) | $21 \%$ | (136) | 53\% | (336) | 639 |
| PID/Gender: Dem Men | 10\% | (41) | 14\% | (55) | 7\% | (29) | $4 \%$ | (17) | 17\% | (68) | 47\% | (185) | 395 |
| PID/Gender: Dem Women | $4 \%$ | (18) | 14\% | (59) | 5\% | (22) | $2 \%$ | (8) | 23\% | (92) | 52\% | (212) | 411 |
| PID/Gender: Ind Men | $4 \%$ | (12) | $9 \%$ | (28) | 7\% | (23) | $4 \%$ | (13) | 27\% | (90) | 49\% | (160) | 326 |
| PID/Gender: Ind Women | 3\% | (11) | 8\% | (35) | $6 \%$ | (26) | $2 \%$ | (9) | 25\% | (105) | 57\% | (242) | 427 |
| PID/Gender: Rep Men | $4 \%$ | (15) | 6\% | (21) | 5\% | (17) | $11 \%$ | (37) | $21 \%$ | (70) | 53\% | (180) | 339 |
| PID/Gender: Rep Women | 5\% | (15) | 10\% | (29) | 5\% | (15) | 6\% | (19) | $22 \%$ | (66) | 52\% | (156) | 300 |
| Ideo: Liberal (1-3) | 8\% | (57) | 16\% | (110) | 6\% | (40) | 3\% | (20) | $22 \%$ | (147) | 45\% | (300) | 674 |
| Ideo: Moderate (4) | 5\% | (25) | 9\% | (51) | $9 \%$ | (48) | 5\% | (27) | $21 \%$ | (115) | $51 \%$ | (278) | 544 |
| Ideo: Conservative (5-7) | 3\% | (23) | 8\% | (55) | 5\% | (39) | 6\% | (44) | 22\% | (159) | 55\% | (392) | 712 |
| Educ: < College | 6\% | (89) | $9 \%$ | (134) | 6\% | (91) | 5\% | (76) | 22\% | (330) | 52\% | (793) | 1512 |
| Educ: Bachelors degree | 2\% | (10) | 14\% | (63) | 8\% | (34) | 2\% | (10) | $24 \%$ | (107) | 50\% | (220) | 444 |
| Educ: Post-grad | 6\% | (14) | 12\% | (29) | $3 \%$ | (8) | 7\% | (16) | 23\% | (55) | 50\% | (122) | 243 |

[^52]Table HR6_13: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Busy Philipps

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 5\% | (113) | 10\% | (226) | 6\% | (133) | 5\% | (102) | 22\% | (491) | 52\% | (1135) | 2199 |
| Income: Under 50k | 6\% | (73) | 10\% | (135) | 6\% | (78) | 4\% | (57) | 22\% | (281) | 52\% | (673) | 1297 |
| Income: $50 \mathrm{k}-100 \mathrm{k}$ | $6 \%$ | (35) | 10\% | (64) | 7\% | (42) | 5\% | (29) | 23\% | (142) | 49\% | (303) | 615 |
| Income: $100 \mathrm{k}+$ | $2 \%$ | (5) | 9\% | (27) | $4 \%$ | (13) | 6\% | (16) | 24\% | (69) | 55\% | (158) | 287 |
| Ethnicity: White | $4 \%$ | (65) | 10\% | (164) | 5\% | (88) | $4 \%$ | (73) | 23\% | (397) | 54\% | (935) | 1722 |
| Ethnicity: Hispanic | 9\% | (32) | 13\% | (46) | 10\% | (35) | $4 \%$ | (14) | 17\% | (59) | 47\% | (163) | 350 |
| Ethnicity: Afr. Am. | 11\% | (30) | 14\% | (39) | 8\% | (23) | 6\% | (16) | 19\% | (51) | 42\% | (116) | 274 |
| Ethnicity: Other | 9\% | (18) | 11\% | (23) | $11 \%$ | (22) | 7\% | (14) | 21\% | (43) | $41 \%$ | (84) | 203 |
| Relig: Protestant | 3\% | (15) | 7\% | (37) | 5\% | (28) | 5\% | (29) | 25\% | (134) | 55\% | (296) | 539 |
| Relig: Roman Catholic | 7\% | (30) | 12\% | (53) | 7\% | (29) | 5\% | (21) | 20\% | (86) | 50\% | (216) | 436 |
| Relig: Something Else | $2 \%$ | (4) | 12\% | (23) | 6\% | (11) | 6\% | (11) | 21\% | (40) | 53\% | (98) | 187 |
| Relig: Jewish | 6\% | (3) | 13\% | (7) | 4\% | (2) | 3\% | (2) | 18\% | (10) | 55\% | (30) | 54 |
| Relig: Evangelical | $4 \%$ | (34) | 11\% | (86) | 5\% | (44) | 5\% | (37) | 21\% | (172) | 54\% | (432) | 805 |
| Relig: Non-Evang. Catholics | $4 \%$ | (15) | 7\% | (26) | 7\% | (25) | 7\% | (24) | 25\% | (88) | 50\% | (178) | 357 |
| Relig: All Christian | $4 \%$ | (49) | 10\% | (113) | 6\% | (68) | 5\% | (61) | 22\% | (260) | 53\% | (610) | 1161 |
| Relig: All Non-Christian | 9\% | (19) | 7\% | (15) | 7\% | (15) | 7\% | (16) | 17\% | (37) | 54\% | (122) | 224 |
| Community: Urban | 10\% | (55) | 11\% | (62) | 6\% | (37) | $4 \%$ | (23) | 22\% | (125) | 47\% | (273) | 575 |
| Community: Suburban | $4 \%$ | (37) | 13\% | (128) | 6\% | (59) | $4 \%$ | (37) | 24\% | (234) | 50\% | (487) | 982 |
| Community: Rural | 3\% | (21) | 6\% | (36) | 6\% | (37) | 7\% | (42) | 20\% | (132) | 58\% | (375) | 643 |
| Employ: Private Sector | 6\% | (38) | 14\% | (94) | 7\% | (47) | 4\% | (28) | 23\% | (149) | 46\% | (304) | 661 |
| Employ: Government | 14\% | (17) | 12\% | (15) | - | (0) | 9\% | (12) | 17\% | (22) | 47\% | (59) | 124 |
| Employ: Self-Employed | 5\% | (9) | 11\% | (21) | $11 \%$ | (22) | 7\% | (14) | 21\% | (41) | 45\% | (88) | 195 |
| Employ: Homemaker | 8\% | (14) | 11\% | (18) | 7\% | (12) | 4\% | (7) | 24\% | (40) | 46\% | (78) | 170 |
| Employ: Student | 9\% | (7) | 22\% | (17) | 4\% | (3) | 1\% | (1) | 23\% | (18) | 42\% | (33) | 79 |
| Employ: Retired | 1\% | (8) | 6\% | (30) | 3\% | (15) | 4\% | (21) | 21\% | (112) | 65\% | (338) | 523 |
| Employ: Unemployed | 6\% | (16) | 6\% | (15) | 6\% | (16) | 3\% | (8) | 22\% | (57) | 57\% | (150) | 262 |
| Employ: Other | $2 \%$ | (3) | 9\% | (16) | 9\% | (17) | 6\% | (12) | 29\% | (53) | 46\% | (84) | 185 |
| Military HH: Yes | 4\% | (16) | 9\% | (33) | 2\% | (8) | 5\% | (20) | 24\% | (91) | 56\% | (216) | 384 |
| Military HH: No | 5\% | (97) | 11\% | (192) | 7\% | (125) | 5\% | (82) | 22\% | (400) | $51 \%$ | (918) | 1815 |
| RD/WT: Right Direction | 6\% | (53) | 11\% | (93) | 6\% | (47) | 7\% | (58) | 18\% | (151) | $51 \%$ | (424) | 826 |
| RD/WT: Wrong Track | 4\% | (60) | 10\% | (132) | 6\% | (85) | 3\% | (44) | 25\% | (341) | 52\% | (710) | 1373 |

[^53]Table HR6_13: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Busy Philipps

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 5\% | (113) | 10\% | (226) | 6\% | (133) | 5\% | (102) | 22\% | (491) | 52\% | (1135) | 2199 |
| Trump Job Approve | 6\% | (49) | 10\% | (85) | 5\% | (43) | 7\% | (60) | 20\% | (177) | 52\% | (456) | 870 |
| Trump Job Disapprove | 5\% | (62) | 11\% | (136) | 7\% | (84) | 3\% | (41) | 23\% | (282) | 51\% | (623) | 1227 |
| Trump Job Strongly Approve | 6\% | (26) | 8\% | (34) | 4\% | (19) | 8\% | (37) | 21\% | (92) | 53\% | (231) | 440 |
| Trump Job Somewhat Approve | 5\% | (23) | 12\% | (51) | 5\% | (23) | 5\% | (23) | 20\% | (85) | 52\% | (224) | 429 |
| Trump Job Somewhat Disapprove | 2\% | (5) | 11\% | (32) | 11\% | (32) | $2 \%$ | (6) | 21\% | (63) | 53\% | (158) | 297 |
| Trump Job Strongly Disapprove | 6\% | (56) | 11\% | (104) | 6\% | (52) | 4\% | (35) | 24\% | (219) | 50\% | (464) | 930 |
| Favorable of Trump | 5\% | (40) | 10\% | (83) | 5\% | (42) | 8\% | (65) | 20\% | (167) | 53\% | (451) | 847 |
| Unfavorable of Trump | 6\% | (70) | 11\% | (136) | 7\% | (86) | 3\% | (34) | 22\% | (265) | 51\% | (622) | 1212 |
| Very Favorable of Trump | 6\% | (28) | 8\% | (36) | 4\% | (21) | 9\% | (44) | 19\% | (91) | 54\% | (258) | 479 |
| Somewhat Favorable of Trump | 3\% | (11) | 13\% | (47) | 6\% | (20) | 6\% | (20) | 21\% | (76) | 52\% | (193) | 368 |
| Somewhat Unfavorable of Trump | 3\% | (8) | 7\% | (17) | 11\% | (26) | $4 \%$ | (9) | 17\% | (41) | 57\% | (135) | 236 |
| Very Unfavorable of Trump | 6\% | (61) | 12\% | (119) | 6\% | (60) | $3 \%$ | (25) | 23\% | (224) | 50\% | (487) | 976 |
| \#1 Issue: Economy | 4\% | (22) | 11\% | (61) | 7\% | (37) | 4\% | (21) | 27\% | (150) | 48\% | (268) | 560 |
| \#1 Issue: Security | 3\% | (14) | 7\% | (31) | 6\% | (25) | 7\% | (29) | 21\% | (92) | 57\% | (249) | 441 |
| \#1 Issue: Health Care | 7\% | (25) | 14\% | (50) | 7\% | (25) | $4 \%$ | (13) | 22\% | (81) | 47\% | (173) | 368 |
| \#1 Issue: Medicare / Social Security | 3\% | (10) | 7\% | (27) | 3\% | (11) | 6\% | (21) | 21\% | (75) | 60\% | (215) | 359 |
| \#1 Issue: Women's Issues | 13\% | (17) | 12\% | (15) | 7\% | (9) | 4\% | (5) | 13\% | (17) | 50\% | (62) | 126 |
| \#1 Issue: Education | 12\% | (18) | 13\% | (20) | 8\% | (12) | 7\% | (10) | 17\% | (26) | 44\% | (68) | 154 |
| \#1 Issue: Energy | 4\% | (4) | 10\% | (10) | 12\% | (12) | 1\% | (1) | 30\% | (30) | 44\% | (44) | 100 |
| \#1 Issue: Other | 3\% | (3) | 12\% | (12) | 2\% | (2) | $2 \%$ | (2) | 22\% | (20) | 60\% | (55) | 93 |
| 2018 House Vote: Democrat | 8\% | (68) | 14\% | (114) | 6\% | (47) | 3\% | (22) | 23\% | (191) | 47\% | (397) | 839 |
| 2018 House Vote: Republican | 3\% | (18) | 8\% | (54) | 5\% | (31) | 8\% | (50) | 23\% | (146) | 54\% | (345) | 643 |
| 2018 House Vote: Someone else | 2\% | (2) | 7\% | (7) | 16\% | (17) | 3\% | (3) | 29\% | (31) | 43\% | (45) | 105 |
| 2018 House Vote: Didnt Vote | 4\% | (21) | 8\% | (48) | 6\% | (38) | $4 \%$ | (27) | 20\% | (123) | 57\% | (348) | 605 |
| 2016 Vote: Hillary Clinton | 7\% | (52) | 14\% | (102) | 5\% | (39) | 3\% | (19) | 24\% | (169) | 47\% | (338) | 719 |
| 2016 Vote: Donald Trump | 4\% | (25) | 10\% | (64) | 5\% | (33) | $7 \%$ | (46) | 21\% | (141) | $54 \%$ | (357) | 666 |
| 2016 Vote: Someone else | 7\% | (13) | 7\% | (13) | 8\% | (14) | $4 \%$ | (7) | $31 \%$ | (55) | 42\% | (75) | 178 |
| 2016 Vote: Didnt Vote | 4\% | (24) | 7\% | (43) | 7\% | (46) | 5\% | (29) | 20\% | (127) | 57\% | (360) | 629 |
| Voted in 2014: Yes | 5\% | (67) | 12\% | (158) | 6\% | (81) | 5\% | (62) | 23\% | (308) | 50\% | (689) | 1366 |
| Voted in 2014: No | 5\% | (46) | 8\% | (68) | 6\% | (51) | 5\% | (40) | 22\% | (183) | 53\% | (445) | 833 |

[^54]Table HR6_13: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Busy Philipps

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 5\% | (113) | 10\% | (226) | 6\% | (133) | 5\% | (102) | 22\% | (491) | 52\% | (1135) | 2199 |
| 2012 Vote: Barack Obama | 6\% | (52) | 14\% | (123) | 6\% | (53) | 4\% | (31) | 24\% | (208) | 45\% | (387) | 854 |
| 2012 Vote: Mitt Romney | 2\% | (8) | 9\% | (43) | 4\% | (20) | 7\% | (35) | 23\% | (114) | 56\% | (280) | 501 |
| 2012 Vote: Other | 5\% | (4) | 6\% | (5) | 3\% | (3) | $4 \%$ | (4) | 26\% | (22) | 56\% | (49) | 87 |
| 2012 Vote: Didn't Vote | 6\% | (48) | 7\% | (55) | 7\% | (56) | 4\% | (32) | 19\% | (143) | 56\% | (418) | 752 |
| 4-Region: Northeast | 4\% | (16) | 10\% | (39) | 6\% | (22) | 6\% | (24) | 23\% | (91) | 51\% | (202) | 394 |
| 4-Region: Midwest | 4\% | (16) | 11\% | (52) | 4\% | (19) | 3\% | (15) | 26\% | (120) | 52\% | (240) | 462 |
| 4-Region: South | 6\% | (50) | 10\% | (79) | 6\% | (51) | 5\% | (42) | 22\% | (181) | 51\% | (422) | 824 |
| 4-Region: West | 6\% | (30) | 11\% | (55) | 8\% | (41) | 4\% | (22) | 19\% | (100) | 52\% | (272) | 519 |
| TV shows: Every day | 6\% | (72) | 11\% | (129) | 6\% | (67) | 4\% | (43) | 22\% | (250) | 51\% | (587) | 1148 |
| TV shows: Several times per week | 3\% | (13) | 12\% | (64) | 6\% | (31) | 5\% | (23) | 26\% | (131) | 49\% | (249) | 512 |
| TV shows: About once per week | 11\% | (15) | 10\% | (14) | 7\% | (11) | 5\% | (7) | 19\% | (27) | 48\% | (69) | 144 |
| TV shows: Several times per month | 5\% | (5) | 10\% | (10) | 6\% | (7) | 14\% | (14) | 23\% | (23) | 42\% | (42) | 101 |
| TV shows: About once per month | 6\% | (3) | 5\% | (2) | 8\% | (4) | 1\% | (0) | 24\% | (12) | 56\% | (27) | 48 |
| TV shows: Less often than once per month | 3\% | (2) | 2\% | (1) | 15\% | (12) | 9\% | (7) | 17\% | (13) | 54\% | (42) | 78 |
| TV shows: Never | 1\% | (2) | 3\% | (5) | 1\% | (1) | 5\% | (8) | 20\% | (34) | 70\% | (119) | 169 |
| Movies: Every day | 13\% | (53) | 12\% | (46) | 4\% | (18) | 6\% | (25) | 19\% | (75) | 46\% | (182) | 399 |
| Movies: Several times per week | 4\% | (23) | 12\% | (72) | 9\% | (52) | 3\% | (20) | 23\% | (132) | 48\% | (276) | 574 |
| Movies: About once per week | 4\% | (14) | 12\% | (44) | 7\% | (26) | 5\% | (21) | 27\% | (102) | 46\% | (175) | 383 |
| Movies: Several times per month | 4\% | (12) | 16\% | (44) | $4 \%$ | (11) | 5\% | (14) | 21\% | (57) | 50\% | (136) | 273 |
| Movies: About once per month | 3\% | (5) | 6\% | (10) | $4 \%$ | (7) | 1\% | (2) | 23\% | (40) | 63\% | (109) | 173 |
| Movies: Less often than once per month | 2\% | (4) | 3\% | (6) | 5\% | (11) | 5\% | (11) | 26\% | (51) | 59\% | (118) | 201 |
| Movies: Never | 1\% | (3) | 2\% | (4) | $4 \%$ | (7) | 5\% | (10) | 17\% | (34) | 70\% | (138) | 196 |
| Sports: Every day | 17\% | (27) | 16\% | (25) | 9\% | (14) | 2\% | (3) | 26\% | (40) | 30\% | (47) | 158 |
| Sports: Several times per week | 8\% | (28) | 12\% | (40) | 8\% | (27) | 6\% | (19) | 22\% | (71) | 44\% | (146) | 332 |
| Sports: About once per week | 4\% | (12) | 17\% | (49) | 6\% | (17) | 3\% | (8) | 20\% | (57) | 49\% | (136) | 279 |
| Sports: Several times per month | 6\% | (15) | 9\% | (21) | 6\% | (13) | 9\% | (21) | 21\% | (48) | 48\% | (110) | 228 |
| Sports: About once per month | 3\% | (6) | 13\% | (22) | 6\% | (11) | $7 \%$ | (13) | 19\% | (33) | 51\% | (89) | 174 |
| Sports: Less often than once per month | 2\% | (5) | 9\% | (34) | 7\% | (25) | 4\% | (14) | 24\% | (86) | 55\% | (198) | 363 |
| Sports: Never | 3\% | (19) | 5\% | (35) | 4\% | (25) | 4\% | (24) | 23\% | (156) | 61\% | (408) | 666 |

[^55]Table HR6_13: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Busy Philipps

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 5\% | (113) | 10\% | (226) | 6\% | (133) | 5\% | (102) | 22\% | (491) | 52\% | (1135) | 2199 |
| Cable: I currently subscribe | 7\% | (81) | 10\% | (107) | 8\% | (84) | $4 \%$ | (45) | 24\% | (268) | 47\% | (523) | 1108 |
| Cable: I subscribed in the past | 3\% | (23) | 12\% | (86) | 4\% | (26) | 4\% | (32) | 21\% | (151) | 56\% | (408) | 727 |
| Cable: I have never subscribed | 3\% | (10) | 9\% | (32) | 6\% | (22) | 7\% | (25) | 20\% | (72) | 56\% | (203) | 365 |
| Satellite television: I currently subscribe | 7\% | (37) | 10\% | (52) | 5\% | (29) | 6\% | (34) | 21\% | (110) | 50\% | (264) | 526 |
| Satellite television: I subscribed in the past | 6\% | (35) | 12\% | (70) | 8\% | (47) | 5\% | (33) | 22\% | (134) | 47\% | (278) | 597 |
| Satellite television: I have never subscribed | $4 \%$ | (40) | 10\% | (104) | 5\% | (57) | 3\% | (36) | 23\% | (247) | 55\% | (592) | 1076 |
| Streaming service: I currently subscribe | 6\% | (76) | 12\% | (156) | 7\% | (88) | 5\% | (59) | 23\% | (300) | 48\% | (624) | 1302 |
| Streaming service: I subscribed in the past | 10\% | (23) | 12\% | (29) | 10\% | (24) | 5\% | (12) | 21\% | (48) | 42\% | (98) | 234 |
| Streaming service: I have never subscribed | 2\% | (14) | 6\% | (41) | 3\% | (21) | 5\% | (32) | 22\% | (144) | 62\% | (412) | 663 |
| Film: An avid fan | 8\% | (65) | 16\% | (123) | 7\% | (54) | 5\% | (35) | 23\% | (178) | 42\% | (324) | 779 |
| Film: A casual fan | 3\% | (40) | 8\% | (91) | 6\% | (67) | 4\% | (44) | 23\% | (271) | 55\% | (639) | 1153 |
| Film: Not a fan | 3\% | (7) | 4\% | (12) | 4\% | (11) | 8\% | (23) | 16\% | (43) | 64\% | (171) | 267 |
| Television: An avid fan | 7\% | (82) | 13\% | (146) | 7\% | (83) | $4 \%$ | (48) | 22\% | (252) | 47\% | (543) | 1154 |
| Television: A casual fan | $3 \%$ | (31) | 9\% | (77) | 5\% | (44) | $4 \%$ | (35) | 23\% | (207) | 56\% | (512) | 907 |
| Television: Not a fan | - | (0) | 2\% | (2) | $4 \%$ | (6) | $14 \%$ | (19) | 23\% | (32) | 57\% | (80) | 139 |
| Music: An avid fan | 7\% | (78) | $14 \%$ | (163) | 7\% | (79) | $4 \%$ | (46) | 21\% | (238) | 48\% | (548) | 1152 |
| Music: A casual fan | $4 \%$ | (33) | 7\% | (61) | 6\% | (50) | $4 \%$ | (40) | 25\% | (229) | 54\% | (494) | 907 |
| Music: Not a fan | 1\% | (2) | 1\% | (2) | $2 \%$ | (3) | 12\% | (17) | 17\% | (24) | 66\% | (93) | 140 |
| Fashion: An avid fan | 16\% | (56) | 19\% | (65) | 10\% | (33) | 5\% | (18) | 16\% | (56) | 33\% | (114) | 342 |
| Fashion: A casual fan | $4 \%$ | (38) | 11\% | (95) | 6\% | (55) | 4\% | (38) | 24\% | (203) | 50\% | (432) | 861 |
| Fashion: Not a fan | $2 \%$ | (20) | 7\% | (65) | $4 \%$ | (45) | 5\% | (46) | 23\% | (233) | 59\% | (588) | 996 |

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

Table HR7_1: Do you have a favorable or unfavorable opinion of each of the following TV shows?
Jimmy Kimmel Live!

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 24\% | (529) | 27\% | (597) | 8\% | (178) | 12\% | (265) | 23\% | (499) | 6\% | (131) | 2199 |
| Gender: Male | 24\% | (253) | 29\% | (304) | 9\% | (98) | 14\% | (151) | 19\% | (201) | 5\% | (55) | 1061 |
| Gender: Female | 24\% | (277) | 26\% | (293) | 7\% | (80) | 10\% | (114) | 26\% | (298) | 7\% | (76) | 1138 |
| Age: 18-29 | 30\% | (124) | 23\% | (95) | 9\% | (37) | 8\% | (33) | 21\% | (85) | 9\% | (37) | 411 |
| Age: 30-44 | 25\% | (150) | 30\% | (180) | 9\% | (52) | 6\% | (37) | 24\% | (146) | 6\% | (35) | 600 |
| Age: 45-54 | 24\% | (81) | 26\% | (88) | $11 \%$ | (36) | 13\% | (44) | 19\% | (62) | 7\% | (24) | 335 |
| Age: 55-64 | 23\% | (97) | 30\% | (124) | 6\% | (25) | 15\% | (63) | 23\% | (95) | 3\% | (12) | 417 |
| Age: 65+ | 18\% | (77) | 25\% | (110) | 6\% | (28) | 20\% | (87) | 25\% | (111) | 5\% | (23) | 436 |
| Generation Z: 18-21 | 32\% | (37) | 21\% | (24) | 12\% | (14) | 7\% | (8) | 16\% | (18) | 13\% | (15) | 116 |
| Millennial: Age 22-37 | 28\% | (181) | 29\% | (193) | 9\% | (59) | 6\% | (37) | 22\% | (146) | 6\% | (40) | 657 |
| Generation X: Age 38-53 | 24\% | (129) | 26\% | (139) | 9\% | (50) | 12\% | (65) | 22\% | (122) | 7\% | (39) | 543 |
| Boomers: Age 54-72 | 22\% | (170) | 28\% | (213) | 6\% | (48) | 17\% | (134) | 23\% | (180) | 4\% | (28) | 772 |
| PID: Dem (no lean) | 37\% | (301) | 29\% | (234) | 7\% | (55) | 3\% | (24) | 19\% | (150) | 5\% | (42) | 806 |
| PID: Ind (no lean) | 17\% | (125) | 29\% | (221) | 7\% | (53) | 10\% | (77) | 29\% | (221) | 8\% | (58) | 754 |
| PID: Rep (no lean) | 16\% | (104) | 22\% | (142) | $11 \%$ | (70) | 26\% | (164) | 20\% | (129) | 5\% | (30) | 639 |
| PID/Gender: Dem Men | 37\% | (148) | 32\% | (127) | 9\% | (34) | 3\% | (12) | 14\% | (55) | 5\% | (20) | 395 |
| PID/Gender: Dem Women | 37\% | (153) | 26\% | (107) | 5\% | (22) | 3\% | (12) | 23\% | (94) | 6\% | (23) | 411 |
| PID/Gender: Ind Men | 14\% | (45) | 32\% | (105) | 9\% | (28) | 12\% | (38) | 27\% | (88) | 7\% | (23) | 326 |
| PID/Gender: Ind Women | 19\% | (79) | 27\% | (116) | 6\% | (24) | 9\% | (39) | 31\% | (133) | 8\% | (35) | 427 |
| PID/Gender: Rep Men | 18\% | (59) | 21\% | (72) | $11 \%$ | (36) | 30\% | (101) | 17\% | (58) | 4\% | (13) | 339 |
| PID/Gender: Rep Women | 15\% | (45) | 23\% | (70) | $11 \%$ | (34) | $21 \%$ | (63) | 24\% | (71) | 6\% | (18) | 300 |
| Ideo: Liberal (1-3) | 36\% | (240) | 32\% | (216) | 7\% | (49) | 4\% | (24) | 19\% | (130) | 2\% | (15) | 674 |
| Ideo: Moderate (4) | 24\% | (130) | 31\% | (170) | 8\% | (44) | 8\% | (42) | 20\% | (111) | 9\% | (48) | 544 |
| Ideo: Conservative (5-7) | 17\% | (120) | 22\% | (155) | $11 \%$ | (77) | 25\% | (180) | 21\% | (147) | 5\% | (34) | 712 |
| Educ: < College | 24\% | (356) | 25\% | (382) | 8\% | (115) | 12\% | (177) | 24\% | (366) | 8\% | (115) | 1512 |
| Educ: Bachelors degree | 26\% | (115) | 31\% | (136) | 10\% | (45) | $14 \%$ | (60) | 18\% | (80) | 2\% | (7) | 444 |
| Educ: Post-grad | 24\% | (58) | 32\% | (79) | 7\% | (18) | $11 \%$ | (27) | 22\% | (53) | 3\% | (8) | 243 |

[^56]Table HR7_1: Do you have a favorable or unfavorable opinion of each of the following TV shows?
Jimmy Kimmel Live!

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 24\% (529) | 27\% (597) | 8\% | (178) | 12\% | (265) | 23\% | (499) | 6\% | (131) | 2199 |
| Income: Under 50k | 24\% (317) | 27\% (348) | 7\% | (95) | 10\% | (130) | 23\% | (300) | 8\% | (106) | 1297 |
| Income: 50k-100k | 24\% (147) | 26\% (160) | $11 \%$ | (65) | 14\% | (89) | 22\% | (137) | 3\% | (18) | 615 |
| Income: $100 \mathrm{k}+$ | 23\% (66) | $31 \% \quad$ (89) | 6\% | (17) | 16\% | (46) | 22\% | (62) | 2\% | (7) | 287 |
| Ethnicity: White | 21\% (364) | 27\% (469) | 8\% | (130) | 14\% | (244) | 25\% | (426) | 5\% | (89) | 1722 |
| Ethnicity: Hispanic | 33\% (115) | 28\% (98) | 8\% | (27) | 8\% | (30) | 18\% | (64) | 4\% | (16) | 350 |
| Ethnicity: Afr. Am. | 37\% (102) | 21\% (59) | $11 \%$ | (30) | 3\% | (8) | 19\% | (52) | 8\% | (23) | 274 |
| Ethnicity: Other | 31\% (64) | 34\% (69) | 9\% | (18) | 6\% | (13) | 10\% | (21) | 9\% | (18) | 203 |
| Relig: Protestant | 20\% (108) | 26\% (141) | 8\% | (42) | 19\% | (102) | 23\% | (123) | 4\% | (23) | 539 |
| Relig: Roman Catholic | 30\% (132) | 22\% (96) | 10\% | (44) | 13\% | (59) | 21\% | (93) | 3\% | (12) | 436 |
| Relig: Something Else | 28\% (53) | 30\% (56) | 9\% | (18) | 7\% | (12) | 19\% | (35) | 7\% | (13) | 187 |
| Relig: Jewish | 26\% (14) | 37\% (20) | 8\% | (5) | 11\% | (6) | 15\% | (8) | 1\% | (1) | 54 |
| Relig: Evangelical | 28\% (227) | 26\% (212) | 8\% | (66) | 13\% | (103) | 21\% | (167) | 4\% | (30) | 805 |
| Relig: Non-Evang. Catholics | 18\% (66) | 23\% (81) | 10\% | (37) | 20\% | (70) | 23\% | (84) | 5\% | (19) | 357 |
| Relig: All Christian | 25\% (293) | 25\% (292) | 9\% | (104) | 15\% | (173) | 22\% | (250) | 4\% | (49) | 1161 |
| Relig: All Non-Christian | 25\% (55) | 24\% (55) | 5\% | (12) | 13\% | (30) | 25\% | (56) | 7\% | (16) | 224 |
| Community: Urban | 27\% (157) | 29\% (168) | 8\% | (45) | 10\% | (57) | 22\% | (125) | 4\% | (23) | 575 |
| Community: Suburban | 25\% (246) | 29\% (290) | 8\% | (81) | $11 \%$ | (112) | 20\% | (194) | 6\% | (59) | 982 |
| Community: Rural | 20\% (127) | 22\% (140) | 8\% | (52) | 15\% | (96) | 28\% | (180) | 8\% | (49) | 643 |
| Employ: Private Sector | 27\% (177) | 27\% (181) | 10\% | (63) | $11 \%$ | (74) | 20\% | (134) | 5\% | (32) | 661 |
| Employ: Government | 18\% (22) | 32\% (40) | 9\% | (11) | 12\% | (15) | 23\% | (29) | 6\% | (7) | 124 |
| Employ: Self-Employed | 24\% (48) | 35\% (69) | 10\% | (19) | 12\% | (24) | 14\% | (28) | $4 \%$ | (8) | 195 |
| Employ: Homemaker | 23\% (39) | 27\% (45) | 6\% | (11) | 9\% | (16) | 30\% | (51) | 5\% | (8) | 170 |
| Employ: Student | 37\% (30) | 28\% (22) | 15\% | (12) | 5\% | (4) | 8\% | (6) | 7\% | (6) | 79 |
| Employ: Retired | 18\% (95) | 26\% (137) | 8\% | (43) | 19\% | (100) | 23\% | (123) | 5\% | (25) | 523 |
| Employ: Unemployed | 23\% (61) | 21\% (56) | 4\% | (11) | 9\% | (24) | $31 \%$ | (81) | 11\% | (29) | 262 |
| Employ: Other | 32\% (59) | 25\% (47) | 5\% | (8) | 4\% | (8) | 26\% | (48) | 8\% | (15) | 185 |
| Military HH: Yes | 17\% (67) | 33\% (129) | 7\% | (27) | 16\% | (61) | 23\% | (87) | 3\% | (13) | 384 |
| Military HH: No | 26\% (463) | 26\% (468) | 8\% | (151) | $11 \%$ | (203) | 23\% | (412) | 7\% | (118) | 1815 |
| RD/WT: Right Direction | 16\% (135) | 22\% (184) | $11 \%$ | (94) | $21 \%$ | (178) | 22\% | (178) | 7\% | (58) | 826 |
| RD/WT: Wrong Track | 29\% (395) | 30\% (413) | 6\% | (84) | 6\% | (87) | 23\% | (321) | 5\% | (73) | 1373 |

[^57]Table HR7_1: Do you have a favorable or unfavorable opinion of each of the following TV shows?
Jimmy Kimmel Live!

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 24\% (529) | 27\% (597) | 8\% | (178) | 12\% | (265) | 23\% | (499) | 6\% | (131) | 2199 |
| Trump Job Approve | 17\% (145) | 23\% (200) | 11\% | (95) | 24\% | (211) | 19\% | (167) | 6\% | (52) | 870 |
| Trump Job Disapprove | 31\% (376) | 32\% (390) | 6\% | (75) | 4\% | (50) | 23\% | (280) | 5\% | (56) | 1227 |
| Trump Job Strongly Approve | 17\% (76) | 15\% (66) | $11 \%$ | (50) | 33\% | (146) | 18\% | (77) | 6\% | (25) | 440 |
| Trump Job Somewhat Approve | 16\% (69) | 31\% (134) | 10\% | (45) | 15\% | (65) | 21\% | (90) | 6\% | (27) | 429 |
| Trump Job Somewhat Disapprove | 22\% (65) | 33\% (99) | 9\% | (28) | 5\% | (16) | 24\% | (70) | 6\% | (18) | 297 |
| Trump Job Strongly Disapprove | 33\% (311) | 31\% (291) | 5\% | (47) | 4\% | (34) | 23\% | (210) | 4\% | (37) | 930 |
| Favorable of Trump | 17\% (144) | 21\% (182) | 12\% | (104) | 25\% | (211) | 20\% | (168) | 4\% | (38) | 847 |
| Unfavorable of Trump | 31\% (375) | 33\% (400) | 5\% | (66) | 4\% | (51) | 22\% | (266) | 5\% | (55) | 1212 |
| Very Favorable of Trump | 19\% (91) | 15\% (70) | $11 \%$ | (51) | 32\% | (155) | 18\% | (88) | 5\% | (24) | 479 |
| Somewhat Favorable of Trump | 14\% (53) | 30\% (112) | 15\% | (53) | 15\% | (56) | 22\% | (80) | 4\% | (14) | 368 |
| Somewhat Unfavorable of Trump | 20\% (48) | 36\% (85) | 7\% | (16) | 5\% | (12) | 24\% | (56) | 8\% | (19) | 236 |
| Very Unfavorable of Trump | 34\% (327) | 32\% (315) | 5\% | (50) | 4\% | (38) | 21\% | (210) | 4\% | (36) | 976 |
| \#1 Issue: Economy | 24\% (135) | 32\% (181) | 9\% | (53) | 9\% | (53) | 19\% | (109) | 5\% | (29) | 560 |
| \#1 Issue: Security | 18\% (77) | 18\% (80) | 8\% | (36) | 28\% | (122) | 23\% | (100) | 6\% | (25) | 441 |
| \#1 Issue: Health Care | 28\% (101) | 31\% (115) | 9\% | (32) | 6\% | (24) | 20\% | (75) | 6\% | (21) | 368 |
| \#1 Issue: Medicare / Social Security | 25\% (89) | 27\% (97) | 7\% | (26) | 10\% | (35) | 26\% | (94) | 5\% | (18) | 359 |
| \#1 Issue: Women's Issues | 31\% (38) | 22\% (28) | 9\% | (11) | 7\% | (9) | 23\% | (29) | 8\% | (11) | 126 |
| \#1 Issue: Education | 23\% (36) | 29\% (45) | 4\% | (6) | 4\% | (6) | 28\% | (43) | 11\% | (17) | 154 |
| \#1 Issue: Energy | 32\% (32) | 30\% (30) | 7\% | (7) | 4\% | (4) | 25\% | (25) | 2\% | (2) | 100 |
| \#1 Issue: Other | 22\% (21) | 22\% (21) | $7 \%$ | (7) | 13\% | (12) | 27\% | (25) | 8\% | (8) | 93 |
| 2018 House Vote: Democrat | 36\% (301) | 32\% (266) | 5\% | (46) | 3\% | (21) | 21\% | (174) | 4\% | (31) | 839 |
| 2018 House Vote: Republican | 14\% (89) | 20\% (129) | 12\% | (77) | 30\% | (194) | 19\% | (121) | 5\% | (34) | 643 |
| 2018 House Vote: Someone else | 17\% (18) | 35\% (37) | 8\% | (8) | $4 \%$ | (4) | 33\% | (35) | 4\% | (4) | 105 |
| 2018 House Vote: Didnt Vote | 19\% (118) | 27\% (164) | 8\% | (46) | 7\% | (45) | 28\% | (169) | 10\% | (63) | 605 |
| 2016 Vote: Hillary Clinton | 38\% (272) | 28\% (204) | 6\% | (45) | 2\% | (12) | 21\% | (154) | 4\% | (31) | 719 |
| 2016 Vote: Donald Trump | 14\% (96) | 22\% (149) | $11 \%$ | (75) | 27\% | (179) | 20\% | (136) | 5\% | (32) | 666 |
| 2016 Vote: Someone else | 16\% (29) | 40\% (72) | 8\% | (14) | 8\% | (14) | 25\% | (45) | 2\% | (4) | 178 |
| 2016 Vote: Didnt Vote | 20\% (129) | 27\% (170) | 7\% | (45) | 9\% | (60) | 26\% | (164) | 10\% | (62) | 629 |
| Voted in 2014: Yes | 25\% (343) | 28\% (386) | 9\% | (123) | 13\% | (183) | 20\% | (277) | 4\% | (53) | 1366 |
| Voted in 2014: No | 22\% (186) | 25\% (211) | 7\% | (55) | 10\% | (82) | 27\% | (222) | 9\% | (78) | 833 |

[^58]Table HR7_1: Do you have a favorable or unfavorable opinion of each of the following TV shows?
Jimmy Kimmel Live!

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 24\% | (529) | 27\% | (597) | 8\% | (178) | 12\% | (265) | 23\% | (499) | 6\% | (131) | 2199 |
| 2012 Vote: Barack Obama | $34 \%$ | (294) | 31\% | (265) | 8\% | (70) | 3\% | (29) | 20\% | (168) | 3\% | (28) | 854 |
| 2012 Vote: Mitt Romney | 11\% | (55) | 21\% | (107) | 12\% | (58) | 29\% | (145) | 24\% | (119) | 4\% | (18) | 501 |
| 2012 Vote: Other | 12\% | (11) | 29\% | (25) | $11 \%$ | (10) | 17\% | (15) | 25\% | (22) | 6\% | (5) | 87 |
| 2012 Vote: Didn't Vote | 22\% | (167) | 27\% | (200) | 5\% | (40) | 10\% | (75) | 25\% | (190) | 11\% | (81) | 752 |
| 4-Region: Northeast | 27\% | (107) | 25\% | (100) | 11\% | (44) | 11\% | (45) | 22\% | (86) | 3\% | (12) | 394 |
| 4-Region: Midwest | 23\% | (104) | 30\% | (139) | 7\% | (32) | 13\% | (59) | 23\% | (108) | 4\% | (20) | 462 |
| 4-Region: South | 22\% | (183) | 26\% | (210) | 8\% | (63) | 12\% | (103) | 23\% | (190) | 9\% | (75) | 824 |
| 4-Region: West | 26\% | (135) | 28\% | (147) | 8\% | (39) | 11\% | (58) | 22\% | (116) | 5\% | (23) | 519 |
| TV shows: Every day | 29\% | (327) | 29\% | (336) | 6\% | (70) | 11\% | (130) | 21\% | (238) | 4\% | (47) | 1148 |
| TV shows: Several times per week | 23\% | (116) | 29\% | (146) | $11 \%$ | (58) | 12\% | (62) | 20\% | (105) | 5\% | (25) | 512 |
| TV shows: About once per week | $22 \%$ | (31) | 23\% | (32) | 18\% | (26) | 11\% | (15) | 23\% | (33) | 4\% | (6) | 144 |
| TV shows: Several times per month | $14 \%$ | (14) | 30\% | (30) | 14\% | (15) | 16\% | (17) | 22\% | (22) | 3\% | (3) | 101 |
| TV shows: About once per month | 8\% | (4) | 23\% | (11) | 8\% | (4) | 11\% | (5) | 35\% | (17) | 14\% | (7) | 48 |
| TV shows: Less often than once per month | 19\% | (15) | 20\% | (16) | 3\% | (2) | 19\% | (15) | 28\% | (22) | 10\% | (8) | 78 |
| TV shows: Never | 13\% | (22) | 15\% | (26) | $2 \%$ | (3) | 12\% | (20) | 37\% | (62) | 21\% | (35) | 169 |
| Movies: Every day | 34\% | (137) | 23\% | (92) | 8\% | (32) | 9\% | (38) | 18\% | (72) | 7\% | (28) | 399 |
| Movies: Several times per week | 26\% | (150) | 30\% | (171) | 9\% | (52) | 12\% | (70) | 21\% | (119) | 2\% | (13) | 574 |
| Movies: About once per week | 25\% | (94) | 30\% | (116) | 12\% | (45) | 12\% | (46) | 18\% | (69) | 4\% | (14) | 383 |
| Movies: Several times per month | 22\% | (59) | 33\% | (89) | 10\% | (26) | 12\% | (34) | 22\% | (61) | 2\% | (5) | 273 |
| Movies: About once per month | 19\% | (32) | 28\% | (48) | $5 \%$ | (9) | 16\% | (27) | 24\% | (41) | 9\% | (16) | 173 |
| Movies: Less often than once per month | 16\% | (32) | 23\% | (46) | $4 \%$ | (8) | 13\% | (26) | 34\% | (69) | 10\% | (21) | 201 |
| Movies: Never | 13\% | (26) | 18\% | (35) | 3\% | (6) | 13\% | (25) | 35\% | (70) | 17\% | (34) | 196 |
| Sports: Every day | 41\% | (64) | 27\% | (43) | 8\% | (12) | 6\% | (9) | 16\% | (25) | 2\% | (4) | 158 |
| Sports: Several times per week | 29\% | (96) | 25\% | (84) | 10\% | (32) | 16\% | (54) | 16\% | (53) | 4\% | (12) | 332 |
| Sports: About once per week | 26\% | (73) | 29\% | (82) | 14\% | (38) | 12\% | (32) | 18\% | (51) | 1\% | (3) | 279 |
| Sports: Several times per month | 27\% | (61) | 31\% | (71) | 8\% | (18) | 14\% | (31) | 17\% | (38) | 4\% | (9) | 228 |
| Sports: About once per month | 24\% | (41) | 32\% | (55) | 8\% | (14) | 10\% | (18) | 23\% | (39) | 3\% | (6) | 174 |
| Sports: Less often than once per month | 22\% | (80) | 30\% | (109) | 6\% | (23) | 14\% | (51) | 22\% | (80) | 5\% | (19) | 363 |
| Sports: Never | 17\% | (114) | 23\% | (151) | 6\% | (41) | 10\% | (69) | 32\% | (213) | 12\% | (78) | 666 |

Continued on next page

Table HR7_1: Do you have a favorable or unfavorable opinion of each of the following TV shows?
Jimmy Kimmel Live!

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 24\% (529) | 27\% (597) | 8\% | (178) | 12\% | (265) | 23\% | (499) | 6\% | (131) | 2199 |
| Cable: I currently subscribe | 28\% (307) | 27\% (296) | 9\% | (94) | 12\% | (134) | 21\% | (230) | 4\% | (46) | 1108 |
| Cable: I subscribed in the past | 23\% (167) | 30\% (221) | 7\% | (54) | 13\% | (96) | 21\% | (150) | 5\% | (38) | 727 |
| Cable: I have never subscribed | 15\% (56) | 22\% (80) | 8\% | (30) | 9\% | (34) | 33\% | (119) | 13\% | (47) | 365 |
| Satellite television: I currently subscribe | 25\% (130) | 27\% (141) | 9\% | (47) | 14\% | (71) | 21\% | (111) | 5\% | (26) | 526 |
| Satellite television: I subscribed in the past | 25\% (147) | 26\% (153) | 9\% | (56) | 13\% | (80) | 21\% | (126) | 6\% | (35) | 597 |
| Satellite television: I have never subscribed | 23\% (252) | 28\% (303) | 7\% | (75) | $11 \%$ | (113) | 24\% | (262) | 6\% | (70) | 1076 |
| Streaming service: I currently subscribe | 28\% (363) | 31\% (400) | 8\% | (102) | $11 \%$ | (140) | 20\% | (265) | 2\% | (32) | 1302 |
| Streaming service: I subscribed in the past | 25\% (58) | 23\% (53) | 14\% | (33) | $11 \%$ | (26) | 18\% | (43) | 9\% | (21) | 234 |
| Streaming service: I have never subscribed | 16\% (109) | 22\% (144) | 7\% | (43) | 15\% | (99) | 29\% | (191) | 12\% | (77) | 663 |
| Film: An avid fan | 35\% (273) | 29\% (227) | 9\% | (71) | 8\% | (64) | 15\% | (120) | 3\% | (24) | 779 |
| Film: A casual fan | 20\% (228) | 28\% (328) | 8\% | (89) | 13\% | (154) | 25\% | (291) | 5\% | (63) | 1153 |
| Film: Not a fan | 11\% (28) | 16\% (42) | 7\% | (18) | 17\% | (46) | 33\% | (88) | 17\% | (44) | 267 |
| Television: An avid fan | 32\% (369) | 27\% (317) | 8\% | (94) | 10\% | (117) | 18\% | (205) | 4\% | (51) | 1154 |
| Television: A casual fan | 17\% (151) | 29\% (266) | 8\% | (70) | 14\% | (124) | 27\% | (248) | 5\% | (48) | 907 |
| Television: Not a fan | 7\% (10) | 10\% (14) | 10\% | (14) | 17\% | (23) | 33\% | (46) | 23\% | (32) | 139 |
| Music: An avid fan | 32\% (370) | 28\% (327) | 8\% | (93) | 10\% | (118) | 17\% | (200) | 4\% | (43) | 1152 |
| Music: A casual fan | 17\% (150) | 27\% (248) | 8\% | (73) | 15\% | (132) | 28\% | (255) | 5\% | (49) | 907 |
| Music: Not a fan | 7\% (9) | 16\% (22) | 8\% | (12) | 10\% | (14) | 32\% | (44) | 28\% | (39) | 140 |
| Fashion: An avid fan | 44\% (149) | 24\% (82) | 9\% | (31) | 7\% | (24) | 13\% | (45) | 3\% | (12) | 342 |
| Fashion: A casual fan | 26\% (222) | 30\% (260) | 8\% | (69) | 10\% | (85) | 21\% | (178) | 5\% | (47) | 861 |
| Fashion: Not a fan | 16\% (159) | 26\% (255) | 8\% | (78) | 16\% | (156) | 28\% | (276) | 7\% | (72) | 996 |

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

Table HR7_2: Do you have a favorable or unfavorable opinion of each of the following TV shows?
The Late Show with Stephen Colbert

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 22\% (481) | 20\% (438) | 8\% | (177) | 14\% | (306) | 25\% | (539) | 12\% | (257) | 2199 |
| Gender: Male | 26\% (279) | 21\% (220) | 9\% | (94) | 18\% | (189) | 19\% | (205) | 7\% | (74) | 1061 |
| Gender: Female | 18\% (203) | 19\% (218) | 7\% | (83) | 10\% | (117) | 29\% | (334) | 16\% | (183) | 1138 |
| Age: 18-29 | 22\% (89) | 21\% (88) | 8\% | (33) | 9\% | (36) | 19\% | (78) | 21\% | (86) | 411 |
| Age: 30-44 | 25\% (149) | 24\% (143) | 7\% | (42) | 8\% | (49) | 26\% | (156) | 10\% | (62) | 600 |
| Age: 45-54 | 21\% (70) | 20\% (68) | 8\% | (25) | 15\% | (50) | 25\% | (84) | 11\% | (37) | 335 |
| Age: 55-64 | 25\% (103) | 16\% (65) | 10\% | (43) | 17\% | (70) | 25\% | (103) | 8\% | (32) | 417 |
| Age: 65+ | 16\% (70) | 17\% (74) | 8\% | (33) | 23\% | (102) | 27\% | (119) | 9\% | (39) | 436 |
| Generation Z: 18-21 | 18\% (21) | 22\% (26) | 9\% | (11) | 8\% | (10) | 15\% | (17) | 28\% | (32) | 116 |
| Millennial: Age 22-37 | 25\% (166) | 24\% (155) | 7\% | (49) | 7\% | (44) | 23\% | (154) | 14\% | (90) | 657 |
| Generation X: Age 38-53 | 20\% (111) | 21\% (115) | 7\% | (40) | 14\% | (78) | 25\% | (138) | 11\% | (62) | 543 |
| Boomers: Age 54-72 | 22\% (170) | 16\% (125) | 9\% | (69) | 20\% | (151) | 25\% | (197) | 8\% | (60) | 772 |
| PID: Dem (no lean) | 38\% (303) | 26\% (209) | 3\% | (24) | 4\% | (33) | 19\% | (152) | 11\% | (85) | 806 |
| PID: Ind (no lean) | 16\% (122) | 17\% (131) | $11 \%$ | (80) | $11 \%$ | (86) | 31\% | (230) | 14\% | (105) | 754 |
| PID: Rep (no lean) | 9\% (56) | 15\% (98) | $11 \%$ | (73) | 29\% | (188) | 25\% | (157) | 11\% | (67) | 639 |
| PID/Gender: Dem Men | 44\% (175) | 30\% (117) | 3\% | (13) | 5\% | (18) | 12\% | (49) | 6\% | (23) | 395 |
| PID/Gender: Dem Women | 31\% (128) | 22\% (92) | 3\% | (12) | 4\% | (15) | 25\% | (103) | 15\% | (62) | 411 |
| PID/Gender: Ind Men | 20\% (65) | 17\% (57) | 13\% | (41) | 14\% | (46) | 27\% | (89) | 8\% | (28) | 326 |
| PID/Gender: Ind Women | 13\% (57) | $17 \% \quad$ (74) | 9\% | (39) | 9\% | (39) | 33\% | (141) | 18\% | (77) | 427 |
| PID/Gender: Rep Men | 11\% (38) | $14 \%$ (46) | 12\% | (40) | 37\% | (125) | 20\% | (67) | 7\% | (23) | 339 |
| PID/Gender: Rep Women | 6\% (18) | 17\% (51) | $11 \%$ | (33) | 21\% | (63) | 30\% | (90) | 15\% | (44) | 300 |
| Ideo: Liberal (1-3) | 42\% (282) | 29\% (198) | 4\% | (25) | 4\% | (26) | 18\% | (122) | 3\% | (21) | 674 |
| Ideo: Moderate (4) | 19\% (102) | 22\% (118) | 9\% | (51) | 9\% | (51) | 27\% | (149) | 13\% | (73) | 544 |
| Ideo: Conservative (5-7) | 10\% (74) | 15\% (105) | 13\% | (90) | 30\% | (211) | 20\% | (145) | 12\% | (87) | 712 |
| Educ: < College | 20\% (295) | 18\% (268) | 7\% | (108) | 14\% | (206) | 27\% | (407) | 15\% | (227) | 1512 |
| Educ: Bachelors degree | 27\% (121) | 23\% (104) | $11 \%$ | (50) | 14\% | (63) | 20\% | (89) | 4\% | (17) | 444 |
| Educ: Post-grad | 27\% (65) | 27\% (66) | 8\% | (18) | 15\% | (38) | 18\% | (44) | 5\% | (13) | 243 |

[^59]Table HR7_2: Do you have a favorable or unfavorable opinion of each of the following TV shows?
The Late Show with Stephen Colbert

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 22\% (481) | 20\% (438) | 8\% | (177) | 14\% | (306) | 25\% | (539) | 12\% | (257) | 2199 |
| Income: Under 50k | 22\% (289) | 17\% (220) | 7\% | (89) | 13\% | (162) | 26\% | (342) | 15\% | (194) | 1297 |
| Income: 50k-100k | 22\% (133) | 24\% (146) | 10\% | (59) | 15\% | (92) | 23\% | (139) | 7\% | (46) | 615 |
| Income: 100k+ | 20\% (59) | 25\% (72) | 10\% | (30) | 18\% | (52) | 20\% | (58) | 6\% | (18) | 287 |
| Ethnicity: White | 20\% (349) | 19\% (324) | 8\% | (140) | 16\% | (278) | 26\% | (453) | 10\% | (177) | 1722 |
| Ethnicity: Hispanic | 30\% (103) | 19\% (66) | 7\% | (26) | $11 \%$ | (37) | 20\% | (68) | 14\% | (49) | 350 |
| Ethnicity: Afr. Am. | 34\% (93) | 21\% (57) | 5\% | (15) | 5\% | (13) | 19\% | (51) | 17\% | (46) | 274 |
| Ethnicity: Other | 20\% (40) | 28\% (57) | 11\% | (22) | 7\% | (15) | 17\% | (35) | 17\% | (34) | 203 |
| Relig: Protestant | 18\% (95) | 16\% (87) | 12\% | (65) | 20\% | (109) | 26\% | (139) | 8\% | (45) | 539 |
| Relig: Roman Catholic | 24\% (106) | 19\% (84) | 7\% | (32) | 17\% | (76) | 22\% | (97) | 9\% | (41) | 436 |
| Relig: Something Else | 21\% (39) | 25\% (46) | 6\% | (11) | 10\% | (18) | 24\% | (45) | 14\% | (26) | 187 |
| Relig: Jewish | 40\% (21) | 16\% (9) | 3\% | (2) | 12\% | (6) | 27\% | (15) | 1\% | (1) | 54 |
| Relig: Evangelical | 22\% (176) | 21\% (172) | 9\% | (74) | 16\% | (128) | 23\% | (182) | 9\% | (72) | 805 |
| Relig: Non-Evang. Catholics | 18\% (64) | 13\% (45) | 10\% | (34) | $21 \%$ | (75) | 28\% | (98) | 11\% | (40) | 357 |
| Relig: All Christian | 21\% (240) | 19\% (217) | 9\% | (108) | 18\% | (203) | 24\% | (281) | 10\% | (112) | 1161 |
| Relig: All Non-Christian | 17\% (37) | 14\% (32) | 6\% | (14) | 17\% | (38) | 29\% | (64) | 17\% | (39) | 224 |
| Community: Urban | 26\% (152) | 20\% (114) | 8\% | (49) | 9\% | (53) | 24\% | (136) | 13\% | (72) | 575 |
| Community: Suburban | 22\% (215) | 25\% (242) | 7\% | (72) | 14\% | (137) | 23\% | (222) | 10\% | (94) | 982 |
| Community: Rural | 18\% (114) | 13\% (82) | 9\% | (57) | 18\% | (117) | 28\% | (182) | 14\% | (91) | 643 |
| Employ: Private Sector | 25\% (168) | 24\% (156) | 8\% | (53) | 13\% | (83) | 21\% | (141) | 9\% | (60) | 661 |
| Employ: Government | 18\% (22) | 29\% (36) | 6\% | (7) | 14\% | (18) | 22\% | (27) | 11\% | (14) | 124 |
| Employ: Self-Employed | 28\% (54) | 19\% (37) | 11\% | (22) | 13\% | (26) | 19\% | (38) | 9\% | (19) | 195 |
| Employ: Homemaker | 17\% (30) | 16\% (27) | 10\% | (18) | 10\% | (18) | 31\% | (53) | 15\% | (25) | 170 |
| Employ: Student | 26\% (21) | 26\% (21) | 5\% | (4) | 6\% | (5) | 15\% | (12) | 22\% | (17) | 79 |
| Employ: Retired | 17\% (87) | 18\% (93) | 9\% | (49) | $21 \%$ | (111) | 26\% | (134) | 9\% | (48) | 523 |
| Employ: Unemployed | 21\% (55) | 11\% (29) | 5\% | (13) | 13\% | (33) | 32\% | (84) | 18\% | (47) | 262 |
| Employ: Other | 24\% (45) | 21\% (39) | 7\% | (12) | 7\% | (13) | 27\% | (50) | 15\% | (27) | 185 |
| Military HH: Yes | 19\% (72) | 24\% (93) | 6\% | (23) | 17\% | (67) | 27\% | (102) | 7\% | (28) | 384 |
| Military HH: No | 23\% (410) | 19\% (345) | 8\% | (154) | 13\% | (240) | 24\% | (437) | 13\% | (229) | 1815 |
| RD/WT: Right Direction | 10\% (80) | 17\% (141) | 10\% | (79) | 26\% | (215) | 25\% | (204) | 13\% | (108) | 826 |
| RD/WT: Wrong Track | 29\% (401) | 22\% (296) | 7\% | (99) | $7 \%$ | (92) | 24\% | (335) | 11\% | (150) | 1373 |

[^60]Table HR7_2: Do you have a favorable or unfavorable opinion of each of the following TV shows?
The Late Show with Stephen Colbert

| Demographic | Very favorable | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 22\% (481) | 20\% | (438) | 8\% | (177) | 14\% | (306) | 25\% | (539) | 12\% | (257) | 2199 |
| Trump Job Approve | 10\% (85) | 15\% | (130) | 10\% | (90) | 29\% | (251) | 24\% | (207) | 12\% | (107) | 870 |
| Trump Job Disapprove | 32\% (390) | 25\% | (302) | 7\% | (83) | 4\% | (54) | 23\% | (283) | 9\% | (115) | 1227 |
| Trump Job Strongly Approve | 12\% (53) | 8\% | (34) | 9\% | (40) | 37\% | (164) | 21\% | (94) | 12\% | (54) | 440 |
| Trump Job Somewhat Approve | 7\% (32) | 22\% | (96) | 12\% | (50) | 20\% | (87) | 26\% | (112) | 12\% | (53) | 429 |
| Trump Job Somewhat Disapprove | 13\% (40) | 27\% | (80) | 13\% | (39) | 7\% | (22) | 27\% | (80) | 12\% | (37) | 297 |
| Trump Job Strongly Disapprove | 38\% (351) | 24\% | (222) | 5\% | (43) | 3\% | (32) | 22\% | (204) | 8\% | (78) | 930 |
| Favorable of Trump | 10\% (82) | 14\% | (121) | $11 \%$ | (89) | 30\% | (254) | 24\% | (206) | 11\% | (95) | 847 |
| Unfavorable of Trump | 32\% (388) | 25\% | (308) | 7\% | (86) | 4\% | (52) | 22\% | (264) | 9\% | (114) | 1212 |
| Very Favorable of Trump | 11\% (52) | 9\% | (41) | 10\% | (50) | 37\% | (176) | 23\% | (108) | 11\% | (51) | 479 |
| Somewhat Favorable of Trump | 8\% (31) | 22\% | (79) | 11\% | (39) | $21 \%$ | (77) | 27\% | (98) | 12\% | (44) | 368 |
| Somewhat Unfavorable of Trump | 16\% (38) | 21\% | (50) | 15\% | (36) | 9\% | (21) | 27\% | (63) | 11\% | (27) | 236 |
| Very Unfavorable of Trump | 36\% (350) | 26\% | (258) | 5\% | (49) | 3\% | (31) | 21\% | (200) | 9\% | (87) | 976 |
| \#1 Issue: Economy | 21\% (118) | 25\% | (139) | 8\% | (46) | 12\% | (67) | 23\% | (130) | 11\% | (61) | 560 |
| \#1 Issue: Security | 10\% (45) | 12\% | (52) | 10\% | (43) | 30\% | (133) | 26\% | (113) | 13\% | (55) | 441 |
| \#1 Issue: Health Care | 30\% (109) | 23\% | (83) | 6\% | (23) | 7\% | (26) | 24\% | (88) | 11\% | (39) | 368 |
| \#1 Issue: Medicare / Social Security | 19\% (68) | 20\% | (72) | 8\% | (28) | 13\% | (47) | 29\% | (103) | 11\% | (40) | 359 |
| \#1 Issue: Women's Issues | 32\% (40) | 20\% | (25) | 6\% | (7) | 7\% | (9) | 19\% | (24) | 17\% | (21) | 126 |
| \#1 Issue: Education | 24\% (37) | 23\% | (36) | 7\% | (11) | 6\% | (9) | 23\% | (36) | 16\% | (25) | 154 |
| \#1 Issue: Energy | 40\% (40) | 21\% | (21) | $11 \%$ | (11) | 4\% | (4) | 19\% | (19) | 5\% | (5) | 100 |
| \#1 Issue: Other | 27\% (25) | 12\% | (11) | 9\% | (8) | 12\% | (11) | 29\% | (27) | 12\% | (11) | 93 |
| 2018 House Vote: Democrat | 37\% (309) | 27\% | (230) | 5\% | (42) | 4\% | (32) | 20\% | (168) | 7\% | (58) | 839 |
| 2018 House Vote: Republican | 8\% (53) | 13\% | (85) | 13\% | (83) | 34\% | (219) | 22\% | (144) | 9\% | (59) | 643 |
| 2018 House Vote: Someone else | 28\% (30) | 9\% | (9) | 12\% | (13) | 6\% | (7) | 37\% | (39) | 8\% | (8) | 105 |
| 2018 House Vote: Didnt Vote | 14\% (85) | 19\% | (113) | 7\% | (40) | 8\% | (48) | $31 \%$ | (189) | 22\% | (131) | 605 |
| 2016 Vote: Hillary Clinton | 39\% (280) | 26\% | (185) | 3\% | (24) | 3\% | (18) | $21 \%$ | (150) | 8\% | (61) | 719 |
| 2016 Vote: Donald Trump | 8\% (55) | 14\% | (94) | 13\% | (85) | 32\% | (213) | 24\% | (159) | 9\% | (60) | 666 |
| 2016 Vote: Someone else | 30\% (54) | 23\% | (40) | 9\% | (15) | 10\% | (19) | 23\% | (41) | 5\% | (9) | 178 |
| 2016 Vote: Didnt Vote | 15\% (92) | 18\% | (112) | 8\% | (53) | 9\% | (56) | 30\% | (190) | 20\% | (126) | 629 |
| Voted in 2014: Yes | 26\% (353) | 19\% | (265) | 8\% | (113) | 16\% | (219) | 23\% | (308) | 8\% | (107) | 1366 |
| Voted in 2014: No | 15\% (128) | 21\% | (172) | 8\% | (64) | 11\% | (88) | 28\% | (232) | 18\% | (150) | 833 |

[^61]Table HR7_2: Do you have a favorable or unfavorable opinion of each of the following TV shows?
The Late Show with Stephen Colbert

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 22\% | (481) | 20\% | (438) | 8\% | (177) | 14\% | (306) | 25\% | (539) | 12\% | (257) | 2199 |
| 2012 Vote: Barack Obama | 37\% | (315) | 25\% | (215) | 4\% | (37) | 5\% | (45) | 21\% | (183) | 7\% | (58) | 854 |
| 2012 Vote: Mitt Romney | 8\% | (39) | 13\% | (67) | 13\% | (65) | $34 \%$ | (169) | 24\% | (122) | 8\% | (40) | 501 |
| 2012 Vote: Other | 7\% | (6) | 19\% | (17) | 15\% | (13) | 16\% | (14) | 33\% | (28) | 10\% | (8) | 87 |
| 2012 Vote: Didn't Vote | 16\% | (118) | 18\% | (139) | 8\% | (61) | 10\% | (78) | 27\% | (206) | 20\% | (151) | 752 |
| 4-Region: Northeast | 23\% | (90) | 19\% | (77) | 9\% | (37) | $14 \%$ | (55) | 25\% | (99) | 9\% | (36) | 394 |
| 4-Region: Midwest | 21\% | (96) | 20\% | (91) | 8\% | (38) | 16\% | (74) | 25\% | (117) | 10\% | (46) | 462 |
| 4-Region: South | 19\% | (159) | 17\% | (144) | 8\% | (66) | 15\% | (123) | 26\% | (212) | 15\% | (120) | 824 |
| 4-Region: West | 26\% | (136) | 24\% | (126) | 7\% | (37) | 10\% | (53) | 21\% | (112) | 10\% | (54) | 519 |
| TV shows: Every day | 27\% | (312) | 20\% | (235) | 7\% | (78) | 13\% | (152) | 23\% | (264) | 9\% | (107) | 1148 |
| TV shows: Several times per week | 20\% | (101) | 24\% | (125) | 9\% | (44) | 15\% | (75) | 23\% | (119) | 10\% | (49) | 512 |
| TV shows: About once per week | 9\% | (13) | 29\% | (42) | 15\% | (21) | 13\% | (18) | 26\% | (37) | 8\% | (12) | 144 |
| TV shows: Several times per month | 18\% | (19) | 11\% | (11) | 18\% | (18) | 19\% | (20) | 22\% | (22) | 11\% | (11) | 101 |
| TV shows: About once per month | 7\% | (3) | 13\% | (6) | 12\% | (6) | $14 \%$ | (7) | 24\% | (11) | 30\% | (14) | 48 |
| TV shows: Less often than once per month | 24\% | (19) | 9\% | (7) | 7\% | (5) | 17\% | (13) | 23\% | (18) | 20\% | (16) | 78 |
| TV shows: Never | 9\% | (15) | 7\% | (11) | 3\% | (4) | 13\% | (22) | 40\% | (68) | 29\% | (48) | 169 |
| Movies: Every day | 27\% | (108) | 20\% | (81) | 7\% | (29) | 11\% | (43) | 25\% | (99) | 10\% | (40) | 399 |
| Movies: Several times per week | 26\% | (151) | 23\% | (134) | 7\% | (42) | $14 \%$ | (78) | 22\% | (126) | 8\% | (43) | 574 |
| Movies: About once per week | 23\% | (90) | 19\% | (73) | 12\% | (46) | $14 \%$ | (52) | $21 \%$ | (79) | 11\% | (43) | 383 |
| Movies: Several times per month | 19\% | (51) | 24\% | (66) | 12\% | (32) | 16\% | (45) | 20\% | (55) | 9\% | (23) | 273 |
| Movies: About once per month | 16\% | (28) | 19\% | (33) | 9\% | (16) | 21\% | (36) | 22\% | (38) | 13\% | (22) | 173 |
| Movies: Less often than once per month | 17\% | (35) | 17\% | (34) | $4 \%$ | (8) | 13\% | (25) | 32\% | (64) | 17\% | (35) | 201 |
| Movies: Never | 10\% | (20) | 9\% | (17) | 2\% | (4) | $14 \%$ | (27) | 40\% | (78) | 26\% | (51) | 196 |
| Sports: Every day | 31\% | (50) | 26\% | (41) | 5\% | (8) | 11\% | (18) | 24\% | (38) | 2\% | (3) | 158 |
| Sports: Several times per week | 25\% | (83) | 26\% | (86) | 11\% | (37) | $17 \%$ | (58) | 15\% | (49) | 6\% | (19) | 332 |
| Sports: About once per week | 23\% | (64) | 27\% | (76) | 9\% | (25) | $14 \%$ | (39) | 21\% | (59) | 6\% | (16) | 279 |
| Sports: Several times per month | $21 \%$ | (47) | 22\% | (51) | 15\% | (33) | $14 \%$ | (31) | 22\% | (50) | 7\% | (16) | 228 |
| Sports: About once per month | 25\% | (44) | 19\% | (33) | 8\% | (14) | 13\% | (23) | 24\% | (42) | 11\% | (19) | 174 |
| Sports: Less often than once per month | 22\% | (79) | 18\% | (64) | 9\% | (33) | 15\% | (55) | 24\% | (87) | 12\% | (45) | 363 |
| Sports: Never | 17\% | (115) | 13\% | (87) | 4\% | (29) | 12\% | (83) | 32\% | (213) | 21\% | (139) | 666 |

Continued on next page

Table HR7_2: Do you have a favorable or unfavorable opinion of each of the following TV shows?
The Late Show with Stephen Colbert

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 22\% (481) | 20\% (438) | 8\% (177) | 14\% (306) | 25\% (539) | 12\% (257) | 2199 |
| Cable: I currently subscribe | 27\% (294) | 19\% (208) | 9\% (98) | 14\% (157) | 23\% (257) | 8\% (94) | 1108 |
| Cable: I subscribed in the past | 20\% (145) | 24\% (176) | 7\% (51) | 15\% (109) | 23\% (167) | $11 \% \quad$ (79) | 727 |
| Cable: I have never subscribed | 12\% (42) | 15\% (54) | 8\% (28) | 11\% (41) | 32\% (115) | 23\% (85) | 365 |
| Satellite television: I currently subscribe | 18\% (97) | 21\% (112) | 9\% (49) | 17\% (87) | 24\% (125) | $11 \%$ (57) | 526 |
| Satellite television: I subscribed in the past | 21\% (127) | 21\% (126) | 7\% (39) | 15\% (92) | 25\% (150) | $11 \% \quad$ (63) | 597 |
| Satellite television: I have never subscribed | 24\% (258) | 19\% (199) | 8\% (89) | 12\% (128) | 25\% (265) | 13\% (137) | 1076 |
| Streaming service: I currently subscribe | 27\% (358) | 22\% (288) | 8\% (105) | 12\% (162) | 22\% (292) | 7\% (98) | 1302 |
| Streaming service: I subscribed in the past | 17\% (39) | 23\% (54) | 10\% (24) | 13\% (31) | $21 \% \quad$ (50) | 16\% (38) | 234 |
| Streaming service: I have never subscribed | 13\% (85) | $14 \%$ (96) | 7\% (48) | 17\% (114) | 30\% (198) | 18\% (122) | 663 |
| Film: An avid fan | 32\% (249) | 24\% (190) | 7\% (58) | 11\% (85) | 19\% (145) | 7\% (53) | 779 |
| Film: A casual fan | 18\% (210) | 19\% (218) | 9\% (109) | 15\% (169) | 27\% (311) | 12\% (135) | 1153 |
| Film: Not a fan | 8\% (23) | 11\% (30) | 4\% (10) | 19\% (52) | 31\% (84) | 26\% (69) | 267 |
| Television: An avid fan | 28\% (323) | 21\% (246) | 8\% (96) | 13\% (151) | 20\% (232) | 9\% (107) | 1154 |
| Television: A casual fan | 17\% (150) | 20\% (182) | 8\% (73) | 15\% (132) | 29\% (260) | 12\% (110) | 907 |
| Television: Not a fan | 6\% (9) | 7\% (10) | 6\% (8) | 17\% (23) | 34\% (47) | 29\% (41) | 139 |
| Music: An avid fan | 28\% (322) | 23\% (261) | 8\% (95) | 12\% (135) | 20\% (229) | 10\% (110) | 1152 |
| Music: A casual fan | 17\% (155) | 18\% (165) | 8\% (69) | 17\% (155) | 29\% (260) | 12\% (105) | 907 |
| Music: Not a fan | 3\% (4) | 9\% (12) | 9\% (13) | 12\% (17) | 36\% (51) | $31 \%$ (43) | 140 |
| Fashion: An avid fan | 33\% (112) | 22\% (77) | 8\% (27) | 8\% (26) | 15\% (53) | 14\% (48) | 342 |
| Fashion: A casual fan | 22\% (188) | 22\% (194) | 7\% (63) | 12\% (107) | 23\% (202) | 12\% (107) | 861 |
| Fashion: Not a fan | 18\% (181) | 17\% (167) | 9\% (88) | 17\% (173) | 29\% (285) | 10\% (102) | 996 |

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

Table HR7_3: Do you have a favorable or unfavorable opinion of each of the following TV shows?
The Late Late Show with James Corden

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 17\% | (385) | 22\% | (481) | 6\% | (122) | 6\% | (136) | 27\% | (590) | 22\% | (487) | 2199 |
| Gender: Male | 18\% | (187) | 25\% | (261) | 7\% | (74) | 8\% | (88) | 26\% | (274) | 17\% | (178) | 1061 |
| Gender: Female | 17\% | (198) | 19\% | (220) | 4\% | (48) | 4\% | (48) | 28\% | (316) | 27\% | (309) | 1138 |
| Age: 18-29 | 26\% | (105) | 22\% | (91) | 5\% | (22) | 5\% | (20) | 18\% | (76) | 24\% | (97) | 411 |
| Age: 30-44 | 19\% | (116) | 22\% | (131) | 6\% | (33) | 4\% | (26) | 29\% | (177) | 19\% | (117) | 600 |
| Age: 45-54 | 19\% | (63) | 25\% | (83) | 7\% | (24) | 5\% | (17) | 23\% | (78) | $21 \%$ | (70) | 335 |
| Age: 55-64 | 14\% | (59) | 22\% | (92) | 5\% | (21) | 8\% | (32) | 31\% | (128) | 20\% | (84) | 417 |
| Age: 65+ | 9\% | (40) | 19\% | (84) | 5\% | (21) | 9\% | (41) | 30\% | (131) | 27\% | (119) | 436 |
| Generation Z: 18-21 | 37\% | (43) | 22\% | (26) | 4\% | (4) | 3\% | (4) | 6\% | (7) | 27\% | (32) | 116 |
| Millennial: Age 22-37 | 21\% | (141) | 23\% | (152) | 6\% | (39) | 5\% | (30) | 25\% | (163) | 20\% | (132) | 657 |
| Generation X: Age 38-53 | 16\% | (89) | 23\% | (123) | 7\% | (36) | 5\% | (28) | 28\% | (154) | $21 \%$ | (113) | 543 |
| Boomers: Age 54-72 | 14\% | (110) | 21\% | (160) | 5\% | (40) | 8\% | (61) | 30\% | (229) | 22\% | (172) | 772 |
| PID: Dem (no lean) | 24\% | (191) | 25\% | (199) | 4\% | (35) | 2\% | (19) | 26\% | (208) | 19\% | (154) | 806 |
| PID: Ind (no lean) | 16\% | (121) | 20\% | (149) | 6\% | (45) | 5\% | (38) | 28\% | (215) | 25\% | (187) | 754 |
| PID: Rep (no lean) | $11 \%$ | (73) | 21\% | (133) | 6\% | (41) | 12\% | (79) | 26\% | (167) | 23\% | (147) | 639 |
| PID/Gender: Dem Men | 25\% | (98) | 28\% | (111) | 7\% | (26) | 2\% | (10) | 23\% | (91) | 15\% | (59) | 395 |
| PID/Gender: Dem Women | 23\% | (93) | 22\% | (88) | 2\% | (9) | 2\% | (9) | 29\% | (117) | 23\% | (94) | 411 |
| PID/Gender: Ind Men | 16\% | (52) | 22\% | (72) | 8\% | (27) | 7\% | (21) | 29\% | (95) | 18\% | (59) | 326 |
| PID/Gender: Ind Women | 16\% | (69) | 18\% | (77) | 4\% | (19) | 4\% | (16) | 28\% | (119) | 30\% | (127) | 427 |
| PID/Gender: Rep Men | $11 \%$ | (36) | 23\% | (78) | 6\% | (21) | 17\% | (56) | 26\% | (88) | 18\% | (60) | 339 |
| PID/Gender: Rep Women | 12\% | (36) | 18\% | (54) | 7\% | (20) | 8\% | (23) | 26\% | (79) | 29\% | (87) | 300 |
| Ideo: Liberal (1-3) | 26\% | (173) | 26\% | (176) | 4\% | (29) | 2\% | (14) | 26\% | (177) | 16\% | (106) | 674 |
| Ideo: Moderate (4) | 19\% | (101) | 22\% | (122) | 7\% | (41) | 5\% | (28) | 25\% | (138) | 21\% | (115) | 544 |
| Ideo: Conservative (5-7) | $11 \%$ | (82) | 20\% | (145) | 7\% | (47) | 12\% | (85) | 25\% | (177) | 25\% | (176) | 712 |
| Educ: < College | 17\% | (258) | 20\% | (299) | 5\% | (83) | 6\% | (93) | 28\% | (420) | 24\% | (358) | 1512 |
| Educ: Bachelors degree | 19\% | (85) | 28\% | (122) | 6\% | (26) | 7\% | (29) | 25\% | (111) | 16\% | (70) | 444 |
| Educ: Post-grad | 17\% | (41) | 25\% | (60) | 5\% | (12) | 6\% | (13) | 24\% | (58) | 24\% | (59) | 243 |

[^62]Table HR7_3: Do you have a favorable or unfavorable opinion of each of the following TV shows?
The Late Late Show with James Corden

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 17\% (385) | 22\% (481) | 6\% | (122) | 6\% | (136) | 27\% | (590) | 22\% | (487) | 2199 |
| Income: Under 50k | 17\% (220) | 20\% (264) | 5\% | (64) | 6\% | (73) | 28\% | (362) | 24\% | (313) | 1297 |
| Income: 50k-100k | 20\% (123) | 22\% (136) | 7\% | (42) | 8\% | (48) | 24\% | (146) | 20\% | (122) | 615 |
| Income: $100 \mathrm{k}+$ | 15\% (42) | 28\% (81) | 5\% | (15) | 5\% | (15) | 28\% | (82) | 18\% | (52) | 287 |
| Ethnicity: White | 15\% (255) | 22\% (386) | 5\% | (87) | 7\% | (119) | 28\% | (480) | 23\% | (395) | 1722 |
| Ethnicity: Hispanic | 22\% (78) | 26\% (89) | 5\% | (19) | 3\% | (12) | 25\% | (88) | 18\% | (64) | 350 |
| Ethnicity: Afr. Am. | 31\% (84) | 18\% (50) | 5\% | (13) | 3\% | (9) | 23\% | (64) | 20\% | (55) | 274 |
| Ethnicity: Other | 22\% (45) | 22\% (44) | $11 \%$ | (22) | 4\% | (8) | 23\% | (46) | 18\% | (37) | 203 |
| Relig: Protestant | 15\% (82) | 21\% (114) | 5\% | (28) | 10\% | (52) | 27\% | (143) | 22\% | (120) | 539 |
| Relig: Roman Catholic | 20\% (89) | 21\% (90) | 6\% | (25) | 7\% | (29) | 29\% | (126) | 18\% | (78) | 436 |
| Relig: Something Else | 24\% (45) | 24\% (44) | $2 \%$ | (4) | 1\% | (2) | 27\% | (50) | 22\% | (42) | 187 |
| Relig: Jewish | 23\% (12) | 27\% (15) | 1\% | (0) | - | (0) | 29\% | (16) | 21\% | (11) | 54 |
| Relig: Evangelical | 19\% (152) | 23\% (185) | 5\% | (37) | 6\% | (48) | 28\% | (226) | 20\% | (157) | 805 |
| Relig: Non-Evang. Catholics | 18\% (64) | 18\% (63) | 5\% | (19) | 10\% | (34) | 26\% | (93) | 23\% | (83) | 357 |
| Relig: All Christian | 19\% (216) | 21\% (248) | 5\% | (57) | 7\% | (82) | 27\% | (319) | 21\% | (240) | 1161 |
| Relig: All Non-Christian | 17\% (38) | 16\% (37) | 5\% | (11) | 9\% | (21) | 28\% | (62) | 25\% | (55) | 224 |
| Community: Urban | 22\% (129) | 23\% (129) | 6\% | (34) | 5\% | (32) | 25\% | (142) | 19\% | (109) | 575 |
| Community: Suburban | 17\% (164) | 25\% (242) | 5\% | (51) | 5\% | (54) | 26\% | (255) | 22\% | (217) | 982 |
| Community: Rural | $14 \% \quad$ (92) | 17\% (109) | 6\% | (37) | 8\% | (50) | 30\% | (192) | 25\% | (161) | 643 |
| Employ: Private Sector | 21\% (138) | 26\% (169) | 6\% | (38) | 5\% | (34) | 25\% | (163) | 18\% | (120) | 661 |
| Employ: Government | 16\% (20) | 22\% (28) | 8\% | (10) | 5\% | (6) | $30 \%$ | (37) | 19\% | (24) | 124 |
| Employ: Self-Employed | 18\% (36) | 24\% (46) | 8\% | (15) | 8\% | (15) | 21\% | (41) | 21\% | (41) | 195 |
| Employ: Homemaker | 20\% (34) | 21\% (36) | 4\% | (7) | 4\% | (7) | 26\% | (44) | 25\% | (43) | 170 |
| Employ: Student | 39\% (31) | 21\% (16) | 5\% | (4) | 2\% | (1) | 12\% | (9) | 22\% | (17) | 79 |
| Employ: Retired | 11\% (55) | 21\% (112) | 4\% | (23) | 10\% | (51) | 29\% | (153) | 25\% | (129) | 523 |
| Employ: Unemployed | 12\% (33) | 13\% (34) | $5 \%$ | (14) | 6\% | (15) | 38\% | (100) | 25\% | (66) | 262 |
| Employ: Other | 21\% (38) | 22\% (40) | 6\% | (11) | 3\% | (6) | 23\% | (43) | 25\% | (47) | 185 |
| Military HH: Yes | 12\% (44) | 22\% (83) | 6\% | (23) | 7\% | (27) | 32\% | (123) | 22\% | (84) | 384 |
| Military HH: No | 19\% (340) | 22\% (398) | 5\% | (98) | 6\% | (109) | 26\% | (467) | 22\% | (403) | 1815 |
| RD/WT: Right Direction | 13\% (108) | 20\% (167) | 7\% | (55) | 10\% | (81) | 26\% | (211) | 25\% | (205) | 826 |
| RD/WT: Wrong Track | 20\% (277) | 23\% (314) | 5\% | (66) | 4\% | (55) | 28\% | (379) | 21\% | (282) | 1373 |

[^63]Table HR7_3: Do you have a favorable or unfavorable opinion of each of the following TV shows?
The Late Late Show with James Corden

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 17\% (385) | 22\% (481) | 6\% | (122) | 6\% | (136) | 27\% | (590) | 22\% | (487) | 2199 |
| Trump Job Approve | 14\% (120) | 19\% (166) | 7\% | (58) | $11 \%$ | (94) | 24\% | (210) | 25\% | (220) | 870 |
| Trump Job Disapprove | 21\% (256) | 25\% (310) | 5\% | (61) | 3\% | (39) | 28\% | (340) | 18\% | (222) | 1227 |
| Trump Job Strongly Approve | 14\% (62) | 13\% (59) | 7\% | (29) | 15\% | (67) | 25\% | (108) | 26\% | (114) | 440 |
| Trump Job Somewhat Approve | 13\% (58) | 25\% (107) | 7\% | (29) | 6\% | (28) | 24\% | (102) | 25\% | (106) | 429 |
| Trump Job Somewhat Disapprove | 16\% (48) | 29\% (87) | 8\% | (22) | $2 \%$ | (7) | 27\% | (79) | 18\% | (54) | 297 |
| Trump Job Strongly Disapprove | 22\% (209) | 24\% (223) | 4\% | (39) | 3\% | (31) | 28\% | (261) | 18\% | (168) | 930 |
| Favorable of Trump | 13\% (114) | 19\% (157) | 7\% | (60) | $11 \%$ | (92) | 26\% | (218) | 24\% | (206) | 847 |
| Unfavorable of Trump | 22\% (263) | 26\% (312) | 5\% | (61) | 3\% | (41) | 26\% | (309) | 19\% | (226) | 1212 |
| Very Favorable of Trump | 14\% (65) | $14 \%$ (66) | 8\% | (39) | 15\% | (72) | 26\% | (123) | 24\% | (114) | 479 |
| Somewhat Favorable of Trump | 13\% (49) | 25\% (92) | 6\% | (21) | 5\% | (20) | 26\% | (95) | 25\% | (92) | 368 |
| Somewhat Unfavorable of Trump | 17\% (39) | 24\% (58) | $11 \%$ | (25) | 3\% | (8) | 26\% | (60) | 19\% | (45) | 236 |
| Very Unfavorable of Trump | 23\% (224) | 26\% (254) | 4\% | (35) | 3\% | (34) | 26\% | (249) | 18\% | (180) | 976 |
| \#1 Issue: Economy | 19\% (105) | 24\% (136) | 8\% | (47) | 5\% | (25) | 26\% | (144) | 18\% | (102) | 560 |
| \#1 Issue: Security | 14\% (64) | 17\% (77) | 5\% | (23) | 12\% | (54) | 24\% | (108) | 26\% | (116) | 441 |
| \#1 Issue: Health Care | 20\% (74) | 22\% (81) | 5\% | (19) | 3\% | (12) | 28\% | (101) | 22\% | (80) | 368 |
| \#1 Issue: Medicare / Social Security | 15\% (55) | 19\% (70) | 5\% | (18) | 8\% | (27) | 29\% | (104) | 24\% | (85) | 359 |
| \#1 Issue: Women's Issues | 24\% (30) | 26\% (33) | 5\% | (7) | $2 \%$ | (2) | 19\% | (24) | 24\% | (30) | 126 |
| \#1 Issue: Education | 19\% (29) | 25\% (38) | 3\% | (5) | $4 \%$ | (6) | 28\% | (43) | 21\% | (33) | 154 |
| \#1 Issue: Energy | 17\% (17) | $31 \% \quad$ (31) | - | (0) | $2 \%$ | (2) | 32\% | (32) | 19\% | (18) | 100 |
| \#1 Issue: Other | 11\% (10) | 17\% (16) | 3\% | (3) | 9\% | (8) | 36\% | (33) | 24\% | (23) | 93 |
| 2018 House Vote: Democrat | 23\% (197) | 26\% (217) | 5\% | (38) | 2\% | (19) | 27\% | (229) | 17\% | (139) | 839 |
| 2018 House Vote: Republican | 11\% (70) | 19\% (124) | 8\% | (50) | 13\% | (83) | 25\% | (162) | 24\% | (154) | 643 |
| 2018 House Vote: Someone else | 15\% (16) | 20\% (21) | 10\% | (11) | 4\% | (5) | 35\% | (37) | 15\% | (16) | 105 |
| 2018 House Vote: Didnt Vote | 16\% (96) | 20\% (119) | 4\% | (22) | 5\% | (29) | 27\% | (162) | 29\% | (178) | 605 |
| 2016 Vote: Hillary Clinton | 25\% (178) | 24\% (172) | 5\% | (35) | 2\% | (11) | 28\% | (201) | 17\% | (122) | 719 |
| 2016 Vote: Donald Trump | 12\% (79) | 20\% (133) | 7\% | (49) | 13\% | (83) | 25\% | (169) | 23\% | (152) | 666 |
| 2016 Vote: Someone else | 16\% (29) | 27\% (49) | 4\% | (7) | $5 \%$ | (9) | 33\% | (59) | 14\% | (24) | 178 |
| 2016 Vote: Didnt Vote | 15\% (95) | 20\% (126) | 5\% | (31) | 5\% | (33) | 25\% | (160) | 29\% | (184) | 629 |
| Voted in 2014: Yes | 18\% (244) | 24\% (324) | 5\% | (73) | 7\% | (90) | 27\% | (367) | 20\% | (268) | 1366 |
| Voted in 2014: No | 17\% (141) | 19\% (157) | 6\% | (49) | 5\% | (46) | 27\% | (223) | 26\% | (219) | 833 |

[^64]Table HR7_3: Do you have a favorable or unfavorable opinion of each of the following TV shows?
The Late Late Show with James Corden

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 17\% | (385) | 22\% | (481) | 6\% | (122) | 6\% | (136) | 27\% | (590) | 22\% | (487) | 2199 |
| 2012 Vote: Barack Obama | 25\% | (211) | 26\% | (226) | 4\% | (34) | 2\% | (20) | 26\% | (220) | 17\% | (142) | 854 |
| 2012 Vote: Mitt Romney | 8\% | (40) | 19\% | (97) | 8\% | (40) | 13\% | (67) | 29\% | (144) | 23\% | (114) | 501 |
| 2012 Vote: Other | 6\% | (5) | 21\% | (18) | 6\% | (5) | 6\% | (5) | 32\% | (28) | 29\% | (25) | 87 |
| 2012 Vote: Didn't Vote | 17\% | (128) | 18\% | (136) | 6\% | (42) | 6\% | (44) | 26\% | (197) | 27\% | (205) | 752 |
| 4-Region: Northeast | 20\% | (78) | 21\% | (83) | 6\% | (24) | 5\% | (20) | 31\% | (121) | 17\% | (68) | 394 |
| 4-Region: Midwest | 17\% | (80) | 21\% | (99) | 4\% | (21) | 7\% | (35) | 27\% | (125) | 22\% | (104) | 462 |
| 4-Region: South | 16\% | (133) | 21\% | (177) | 5\% | (40) | 7\% | (54) | 25\% | (210) | 26\% | (211) | 824 |
| 4-Region: West | 18\% | (94) | 24\% | (122) | 7\% | (36) | 5\% | (27) | 26\% | (134) | 20\% | (105) | 519 |
| TV shows: Every day | 20\% | (227) | 24\% | (278) | 5\% | (62) | 6\% | (67) | 26\% | (295) | 19\% | (218) | 1148 |
| TV shows: Several times per week | 19\% | (99) | 21\% | (107) | 6\% | (32) | 6\% | (30) | 27\% | (139) | 21\% | (105) | 512 |
| TV shows: About once per week | 7\% | (9) | 29\% | (42) | 8\% | (12) | 7\% | (10) | 25\% | (36) | 23\% | (34) | 144 |
| TV shows: Several times per month | 18\% | (19) | 22\% | (23) | 7\% | (7) | 5\% | (5) | 25\% | (25) | 21\% | (22) | 101 |
| TV shows: About once per month | 6\% | (3) | 9\% | (4) | $11 \%$ | (5) | 10\% | (5) | 26\% | (12) | 39\% | (19) | 48 |
| TV shows: Less often than once per month | 14\% | (11) | 11\% | (9) | $3 \%$ | (2) | 8\% | (6) | 35\% | (27) | 30\% | (23) | 78 |
| TV shows: Never | 10\% | (16) | 11\% | (18) | 1\% | (1) | 7\% | (13) | 32\% | (54) | 39\% | (66) | 169 |
| Movies: Every day | 27\% | (106) | 17\% | (66) | 8\% | (31) | 4\% | (16) | 25\% | (99) | 20\% | (81) | 399 |
| Movies: Several times per week | 18\% | (102) | 26\% | (150) | 5\% | (31) | 6\% | (35) | 27\% | (153) | 18\% | (103) | 574 |
| Movies: About once per week | 20\% | (76) | 27\% | (103) | 7\% | (26) | 7\% | (25) | 22\% | (85) | 18\% | (67) | 383 |
| Movies: Several times per month | 14\% | (38) | 29\% | (80) | 6\% | (17) | 6\% | (16) | 26\% | (71) | 18\% | (51) | 273 |
| Movies: About once per month | $14 \%$ | (24) | 20\% | (34) | $4 \%$ | (7) | 9\% | (15) | 30\% | (53) | 23\% | (39) | 173 |
| Movies: Less often than once per month | $11 \%$ | (23) | 12\% | (24) | 3\% | (5) | 5\% | (11) | 35\% | (71) | 33\% | (67) | 201 |
| Movies: Never | 8\% | (16) | 12\% | (23) | $2 \%$ | (4) | 9\% | (17) | 29\% | (58) | 40\% | (79) | 196 |
| Sports: Every day | 36\% | (57) | 26\% | (41) | $4 \%$ | (6) | 5\% | (7) | 24\% | (38) | 6\% | (9) | 158 |
| Sports: Several times per week | 23\% | (78) | 26\% | (87) | 10\% | (32) | 10\% | (33) | 18\% | (59) | 13\% | (43) | 332 |
| Sports: About once per week | 18\% | (50) | 31\% | (87) | 6\% | (16) | 4\% | (11) | 26\% | (73) | 15\% | (43) | 279 |
| Sports: Several times per month | 20\% | (45) | 24\% | (56) | 8\% | (19) | 8\% | (17) | 22\% | (51) | 17\% | (40) | 228 |
| Sports: About once per month | 18\% | (31) | 20\% | (34) | 9\% | (16) | 6\% | (11) | 28\% | (49) | 20\% | (34) | 174 |
| Sports: Less often than once per month | 13\% | (46) | 24\% | (86) | $4 \%$ | (16) | 4\% | (16) | 30\% | (109) | 25\% | (90) | 363 |
| Sports: Never | $12 \%$ | (79) | 14\% | (91) | $3 \%$ | (17) | 6\% | (40) | $32 \%$ | (211) | 34\% | (228) | 666 |

Continued on next page

Table HR7_3: Do you have a favorable or unfavorable opinion of each of the following TV shows?
The Late Late Show with James Corden

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 17\% | (385) | 22\% | (481) | 6\% | (122) | 6\% | (136) | 27\% | (590) | 22\% | (487) | 2199 |
| Cable: I currently subscribe | 20\% | (219) | 24\% | (263) | 6\% | (66) | 7\% | (73) | 26\% | (291) | 18\% | (196) | 1108 |
| Cable: I subscribed in the past | 18\% | (132) | 21\% | (152) | 5\% | (39) | 6\% | (44) | 25\% | (182) | 24\% | (176) | 727 |
| Cable: I have never subscribed | 9\% | (33) | 18\% | (66) | 4\% | (16) | 5\% | (19) | 32\% | (117) | 31\% | (115) | 365 |
| Satellite television: I currently subscribe | 19\% | (100) | 17\% | (90) | 8\% | (44) | 6\% | (33) | 28\% | (145) | 22\% | (114) | 526 |
| Satellite television: I subscribed in the past | 17\% | (99) | 25\% | (149) | 4\% | (26) | 8\% | (45) | 27\% | (162) | 19\% | (115) | 597 |
| Satellite television: I have never subscribed | 17\% | (186) | 22\% | (242) | 5\% | (51) | 5\% | (58) | 26\% | (282) | 24\% | (258) | 1076 |
| Streaming service: I currently subscribe | 23\% | (293) | 24\% | (318) | 5\% | (67) | 6\% | (74) | 24\% | (318) | 18\% | (233) | 1302 |
| Streaming service: I subscribed in the past | 15\% | (35) | 22\% | (50) | 9\% | (20) | 4\% | (10) | 28\% | (65) | 23\% | (54) | 234 |
| Streaming service: I have never subscribed | 9\% | (57) | 17\% | (112) | 5\% | (35) | 8\% | (52) | 31\% | (207) | 30\% | (201) | 663 |
| Film: An avid fan | 28\% | (216) | 26\% | (204) | 5\% | (39) | 5\% | (36) | 22\% | (171) | 15\% | (113) | 779 |
| Film: A casual fan | 13\% | (150) | 23\% | (260) | 6\% | (69) | 6\% | (72) | 29\% | (334) | 23\% | (267) | 1153 |
| Film: Not a fan | 7\% | (19) | 6\% | (16) | 5\% | (13) | 11\% | (28) | 32\% | (84) | 40\% | (107) | 267 |
| Television: An avid fan | 23\% | (267) | 24\% | (281) | 7\% | (78) | 6\% | (64) | 24\% | (278) | 16\% | (185) | 1154 |
| Television: A casual fan | 12\% | (109) | 21\% | (193) | $4 \%$ | (38) | 7\% | (63) | 30\% | (274) | 25\% | (230) | 907 |
| Television: Not a fan | 6\% | (8) | 5\% | (6) | 4\% | (5) | 6\% | (9) | 27\% | (38) | 52\% | (72) | 139 |
| Music: An avid fan | 24\% | (281) | 24\% | (273) | 6\% | (68) | 5\% | (61) | 23\% | (264) | 18\% | (205) | 1152 |
| Music: A casual fan | $11 \%$ | (98) | 21\% | (192) | 5\% | (48) | 7\% | (63) | 31\% | (282) | 25\% | (224) | 907 |
| Music: Not a fan | 4\% | (5) | 11\% | (15) | 4\% | (6) | 8\% | (12) | $31 \%$ | (43) | 42\% | (59) | 140 |
| Fashion: An avid fan | $33 \%$ | (111) | 25\% | (84) | 6\% | (19) | 3\% | (10) | 18\% | (60) | 17\% | (57) | 342 |
| Fashion: A casual fan | 19\% | (164) | 23\% | (196) | 5\% | (42) | 5\% | (39) | 26\% | (227) | 22\% | (193) | 861 |
| Fashion: Not a fan | 11\% | (109) | 20\% | (200) | 6\% | (60) | 9\% | (87) | 30\% | (303) | 24\% | (237) | 996 |

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

Table HR7_4: Do you have a favorable or unfavorable opinion of each of the following TV shows? The Tonight Show Starring Jimmy Fallon

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 27\% (594) | 28\% (613) | 8\% | (178) | 10\% | (229) | $21 \%$ | (467) | 5\% | (118) | 2199 |
| Gender: Male | 24\% (256) | 29\% (307) | $11 \%$ | (113) | 13\% | (143) | 18\% | (193) | 5\% | (49) | 1061 |
| Gender: Female | 30\% (338) | 27\% (306) | 6\% | (65) | 8\% | (86) | 24\% | (274) | 6\% | (70) | 1138 |
| Age: 18-29 | 36\% (148) | 23\% (93) | 8\% | (34) | 7\% | (29) | 17\% | (69) | 9\% | (38) | 411 |
| Age: 30-44 | 30\% (180) | 27\% (161) | 10\% | (59) | 7\% | (39) | 22\% | (131) | 5\% | (30) | 600 |
| Age: 45-54 | 28\% (95) | 31\% (104) | 6\% | (20) | 9\% | (30) | 19\% | (62) | 7\% | (24) | 335 |
| Age: 55-64 | 25\% (105) | 30\% (126) | 7\% | (30) | 12\% | (52) | $21 \%$ | (89) | 3\% | (14) | 417 |
| Age: 65+ | 15\% (65) | 30\% (129) | $8 \%$ | (36) | 18\% | (79) | 26\% | (115) | 3\% | (13) | 436 |
| Generation Z: 18-21 | 46\% (53) | 19\% (22) | 7\% | (8) | 5\% | (6) | 14\% | (17) | 10\% | (11) | 116 |
| Millennial: Age 22-37 | 32\% (208) | 28\% (184) | $9 \%$ | (62) | 7\% | (47) | 18\% | (117) | 6\% | (40) | 657 |
| Generation X: Age 38-53 | 28\% (154) | 26\% (142) | 8\% | (42) | 8\% | (43) | 23\% | (124) | 7\% | (38) | 543 |
| Boomers: Age 54-72 | 22\% (170) | 31\% (236) | 7\% | (55) | 15\% | (114) | 22\% | (172) | 3\% | (25) | 772 |
| PID: Dem (no lean) | 37\% (302) | 32\% (255) | 7\% | (53) | 3\% | (28) | 17\% | (137) | $4 \%$ | (30) | 806 |
| PID: Ind (no lean) | 22\% (165) | 27\% (200) | 8\% | (57) | 9\% | (66) | 27\% | (206) | 8\% | (58) | 754 |
| PID: Rep (no lean) | 20\% (126) | 25\% (158) | $11 \%$ | (69) | $21 \%$ | (134) | 19\% | (123) | 5\% | (29) | 639 |
| PID/Gender: Dem Men | 35\% (139) | 35\% (140) | 8\% | (33) | 5\% | (19) | 14\% | (54) | 3\% | (11) | 395 |
| PID/Gender: Dem Women | 40\% (163) | 28\% (116) | 5\% | (20) | 2\% | (9) | 20\% | (83) | 5\% | (20) | 411 |
| PID/Gender: Ind Men | 18\% (58) | 27\% (88) | 12\% | (38) | 11\% | (37) | 25\% | (80) | 8\% | (24) | 326 |
| PID/Gender: Ind Women | 25\% (107) | 26\% (113) | $4 \%$ | (19) | 7\% | (29) | 29\% | (126) | 8\% | (34) | 427 |
| PID/Gender: Rep Men | 17\% (59) | 23\% (80) | 12\% | (42) | 26\% | (87) | 17\% | (59) | $4 \%$ | (13) | 339 |
| PID/Gender: Rep Women | 23\% (68) | 26\% (78) | $9 \%$ | (26) | 16\% | (48) | $21 \%$ | (64) | 5\% | (16) | 300 |
| Ideo: Liberal (1-3) | 34\% (231) | 36\% (240) | 7\% | (47) | 4\% | (29) | 17\% | (111) | 2\% | (16) | 674 |
| Ideo: Moderate (4) | 27\% (148) | 29\% (159) | 8\% | (44) | 8\% | (43) | 20\% | (108) | 8\% | (42) | 544 |
| Ideo: Conservative (5-7) | 21\% (152) | 24\% (173) | 11\% | (77) | $21 \%$ | (147) | 19\% | (134) | $4 \%$ | (30) | 712 |
| Educ: < College | 27\% (407) | 25\% (378) | 7\% | (107) | 10\% | (152) | 24\% | (365) | 7\% | (102) | 1512 |
| Educ: Bachelors degree | 29\% (131) | 33\% (146) | 12\% | (51) | 12\% | (53) | 13\% | (56) | $2 \%$ | (8) | 444 |
| Educ: Post-grad | 23\% (56) | 37\% (89) | 9\% | (21) | 10\% | (24) | 18\% | (45) | 4\% | (9) | 243 |

[^65]Table HR7_4: Do you have a favorable or unfavorable opinion of each of the following TV shows?
The Tonight Show Starring Jimmy Fallon

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 27\% | (594) | 28\% | (613) | 8\% | (178) | 10\% | (229) | 21\% | (467) | 5\% | (118) | 2199 |
| Income: Under 50k | 28\% | (359) | 26\% | (339) | 8\% | (101) | 9\% | (112) | 23\% | (296) | 7\% | (91) | 1297 |
| Income: 50k-100k | 26\% | (163) | 30\% | (182) | 9\% | (54) | 14\% | (84) | 18\% | (110) | 4\% | (22) | 615 |
| Income: 100k+ | 25\% | (72) | 32\% | (93) | 8\% | (24) | 12\% | (33) | 21\% | (61) | $2 \%$ | (5) | 287 |
| Ethnicity: White | 24\% | (418) | 28\% | (478) | 8\% | (145) | 12\% | (199) | 23\% | (393) | 5\% | (88) | 1722 |
| Ethnicity: Hispanic | 38\% | (131) | 27\% | (95) | 9\% | (32) | 7\% | (26) | 13\% | (46) | 6\% | (20) | 350 |
| Ethnicity: Afr. Am. | 41\% | (112) | 24\% | (66) | 3\% | (9) | 4\% | (12) | 22\% | (60) | 6\% | (15) | 274 |
| Ethnicity: Other | $31 \%$ | (64) | $34 \%$ | (70) | 12\% | (24) | 9\% | (18) | 7\% | (13) | 7\% | (15) | 203 |
| Relig: Protestant | 25\% | (134) | 28\% | (153) | 9\% | (50) | 15\% | (81) | 20\% | (107) | 3\% | (14) | 539 |
| Relig: Roman Catholic | 29\% | (124) | 28\% | (122) | 7\% | (31) | 12\% | (51) | 22\% | (95) | 3\% | (13) | 436 |
| Relig: Something Else | 36\% | (67) | 32\% | (59) | 3\% | (5) | 5\% | (10) | 18\% | (33) | 7\% | (13) | 187 |
| Relig: Jewish | 28\% | (15) | 35\% | (19) | 2\% | (1) | 17\% | (9) | 17\% | (9) | $1 \%$ | (1) | 54 |
| Relig: Evangelical | 31\% | (246) | 29\% | (233) | 7\% | (53) | $11 \%$ | (86) | 20\% | (159) | 3\% | (27) | 805 |
| Relig: Non-Evang. Catholics | 22\% | (78) | 29\% | (102) | 9\% | (33) | 16\% | (56) | 21\% | (76) | 4\% | (13) | 357 |
| Relig: All Christian | 28\% | (325) | 29\% | (335) | 7\% | (86) | 12\% | (142) | 20\% | (235) | 3\% | (40) | 1161 |
| Relig: All Non-Christian | 30\% | (66) | 20\% | (44) | 7\% | (15) | $12 \%$ | (26) | 26\% | (58) | 6\% | (14) | 224 |
| Community: Urban | 30\% | (174) | 29\% | (164) | 7\% | (37) | 9\% | (51) | 21\% | (122) | 5\% | (26) | 575 |
| Community: Suburban | 27\% | (262) | 31\% | (300) | 9\% | (88) | 10\% | (96) | 20\% | (193) | 4\% | (42) | 982 |
| Community: Rural | 24\% | (157) | 23\% | (149) | 8\% | (53) | 13\% | (82) | 24\% | (152) | 8\% | (49) | 643 |
| Employ: Private Sector | 33\% | (215) | 29\% | (194) | 8\% | (53) | 8\% | (56) | 17\% | (112) | 5\% | (31) | 661 |
| Employ: Government | $21 \%$ | (26) | 30\% | (37) | 10\% | (13) | 13\% | (16) | 20\% | (24) | 7\% | (8) | 124 |
| Employ: Self-Employed | 22\% | (43) | 33\% | (65) | $11 \%$ | (22) | 13\% | (26) | 15\% | (30) | 5\% | (9) | 195 |
| Employ: Homemaker | 28\% | (48) | 23\% | (38) | 6\% | (11) | 8\% | (14) | 28\% | (48) | 6\% | (11) | 170 |
| Employ: Student | 50\% | (40) | 25\% | (19) | 8\% | (6) | 4\% | (3) | 8\% | (6) | 6\% | (4) | 79 |
| Employ: Retired | 16\% | (86) | 30\% | (159) | 9\% | (48) | 17\% | (89) | 23\% | (122) | 4\% | (19) | 523 |
| Employ: Unemployed | 24\% | (63) | 23\% | (60) | 7\% | (17) | 8\% | (20) | 32\% | (83) | 7\% | (19) | 262 |
| Employ: Other | 39\% | (72) | 22\% | (41) | 5\% | (8) | 3\% | (6) | 23\% | (42) | 8\% | (16) | 185 |
| Military HH: Yes | 17\% | (67) | $34 \%$ | (132) | 7\% | (28) | 15\% | (59) | 21\% | (82) | 4\% | (17) | 384 |
| Military HH: No | 29\% | (527) | 27\% | (482) | 8\% | (151) | 9\% | (170) | 21\% | (384) | 6\% | (101) | 1815 |
| RD/WT: Right Direction | 19\% | (156) | 26\% | (215) | 9\% | (77) | 18\% | (151) | 20\% | (169) | 7\% | (58) | 826 |
| RD/WT: Wrong Track | 32\% | (438) | 29\% | (399) | 7\% | (101) | 6\% | (78) | 22\% | (297) | 4\% | (60) | 1373 |

[^66]Table HR7_4: Do you have a favorable or unfavorable opinion of each of the following TV shows?
The Tonight Show Starring Jimmy Fallon

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 27\% (594) | 28\% (613) | 8\% | (178) | 10\% | (229) | 21\% | (467) | 5\% | (118) | 2199 |
| Trump Job Approve | 21\% (179) | 25\% (215) | 10\% | (86) | 20\% | (171) | 20\% | (171) | 6\% | (48) | 870 |
| Trump Job Disapprove | 33\% (403) | 32\% (393) | 7\% | (91) | 5\% | (55) | 20\% | (240) | 4\% | (45) | 1227 |
| Trump Job Strongly Approve | 18\% (79) | 20\% (87) | 10\% | (46) | 28\% | (122) | 18\% | (81) | 6\% | (26) | 440 |
| Trump Job Somewhat Approve | 23\% (100) | 30\% (129) | 9\% | (40) | 11\% | (48) | 21\% | (90) | 5\% | (22) | 429 |
| Trump Job Somewhat Disapprove | 32\% (95) | 34\% (100) | 8\% | (23) | 3\% | (10) | 19\% | (56) | 4\% | (12) | 297 |
| Trump Job Strongly Disapprove | 33\% (308) | 31\% (292) | 7\% | (68) | 5\% | (45) | 20\% | (184) | 4\% | (33) | 930 |
| Favorable of Trump | 20\% (171) | 25\% (208) | 10\% | (86) | 21\% | (176) | 20\% | (167) | 5\% | (39) | 847 |
| Unfavorable of Trump | 34\% (408) | 33\% (394) | 8\% | (92) | 4\% | (50) | 18\% | (222) | 4\% | (46) | 1212 |
| Very Favorable of Trump | 19\% (90) | 19\% (89) | $11 \%$ | (51) | 28\% | (133) | 19\% | (92) | 5\% | (23) | 479 |
| Somewhat Favorable of Trump | 22\% (81) | 32\% (119) | 9\% | (34) | 12\% | (43) | 20\% | (74) | 4\% | (16) | 368 |
| Somewhat Unfavorable of Trump | 29\% (67) | 34\% (81) | 9\% | (20) | 4\% | (9) | 21\% | (50) | 3\% | (8) | 236 |
| Very Unfavorable of Trump | 35\% (340) | 32\% (313) | 7\% | (72) | 4\% | (41) | 18\% | (172) | 4\% | (37) | 976 |
| \#1 Issue: Economy | 28\% (159) | 31\% (174) | 10\% | (57) | 7\% | (39) | 18\% | (100) | 6\% | (31) | 560 |
| \#1 Issue: Security | 19\% (86) | 22\% (95) | 8\% | (37) | 24\% | (107) | 22\% | (96) | 4\% | (20) | 441 |
| \#1 Issue: Health Care | 34\% (127) | 28\% (105) | 3\% | (13) | 6\% | (23) | 22\% | (80) | 6\% | (22) | 368 |
| \#1 Issue: Medicare / Social Security | 21\% (76) | 32\% (116) | 8\% | (29) | 9\% | (34) | 24\% | (87) | 5\% | (17) | 359 |
| \#1 Issue: Women's Issues | 32\% (40) | 25\% (31) | 10\% | (13) | 5\% | (6) | 22\% | (27) | 7\% | (9) | 126 |
| \#1 Issue: Education | 28\% (43) | 30\% (46) | 10\% | (15) | 3\% | (5) | 21\% | (32) | 8\% | (13) | 154 |
| \#1 Issue: Energy | 42\% (42) | $31 \% \quad$ (31) | 5\% | (5) | 3\% | (3) | 15\% | (15) | 4\% | (4) | 100 |
| \#1 Issue: Other | 23\% (21) | 17\% (16) | 13\% | (12) | 13\% | (12) | 31\% | (29) | 3\% | (3) | 93 |
| 2018 House Vote: Democrat | 34\% (289) | 32\% (273) | 7\% | (60) | $4 \%$ | (31) | 19\% | (156) | 4\% | (30) | 839 |
| 2018 House Vote: Republican | 17\% (107) | 25\% (159) | $11 \%$ | (73) | 24\% | (151) | 19\% | (120) | 5\% | (33) | 643 |
| 2018 House Vote: Someone else | 29\% (30) | 27\% (28) | 6\% | (6) | 5\% | (5) | 28\% | (29) | 6\% | (6) | 105 |
| 2018 House Vote: Didnt Vote | 27\% (162) | 25\% (152) | 6\% | (39) | 7\% | (41) | 27\% | (162) | 8\% | (49) | 605 |
| 2016 Vote: Hillary Clinton | 35\% (249) | 31\% (222) | 7\% | (48) | 4\% | (28) | 19\% | (140) | 4\% | (32) | 719 |
| 2016 Vote: Donald Trump | 18\% (118) | 24\% (159) | $11 \%$ | (76) | 22\% | (145) | 20\% | (132) | 5\% | (36) | 666 |
| 2016 Vote: Someone else | 27\% (48) | 34\% (61) | $11 \%$ | (20) | 7\% | (12) | 19\% | (34) | 2\% | (3) | 178 |
| 2016 Vote: Didnt Vote | 28\% (175) | 27\% (169) | 5\% | (34) | 7\% | (45) | 25\% | (160) | 7\% | (46) | 629 |
| Voted in 2014: Yes | 26\% (349) | 31\% (422) | 9\% | (119) | 12\% | (162) | 19\% | (261) | 4\% | (53) | 1366 |
| Voted in 2014: No | 29\% (244) | 23\% (192) | 7\% | (60) | 8\% | (66) | 25\% | (206) | 8\% | (65) | 833 |

[^67]Table HR7_4: Do you have a favorable or unfavorable opinion of each of the following TV shows?
The Tonight Show Starring Jimmy Fallon

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 27\% | (594) | 28\% | (613) | 8\% | (178) | 10\% | (229) | 21\% | (467) | 5\% | (118) | 2199 |
| 2012 Vote: Barack Obama | 34\% | (287) | 35\% | (295) | 6\% | (49) | 4\% | (32) | 19\% | (163) | 3\% | (28) | 854 |
| 2012 Vote: Mitt Romney | 15\% | (74) | 25\% | (125) | 12\% | (60) | 24\% | (122) | 20\% | (101) | 4\% | (20) | 501 |
| 2012 Vote: Other | 13\% | (11) | 26\% | (23) | 17\% | (15) | $14 \%$ | (12) | 28\% | (24) | 2\% | (2) | 87 |
| 2012 Vote: Didn't Vote | 29\% | (221) | 23\% | (170) | 7\% | (51) | 8\% | (62) | 24\% | (179) | 9\% | (69) | 752 |
| 4-Region: Northeast | 31\% | (123) | 26\% | (101) | 8\% | (30) | 7\% | (28) | 24\% | (96) | $4 \%$ | (15) | 394 |
| 4-Region: Midwest | 28\% | (131) | 30\% | (136) | 7\% | (30) | 13\% | (61) | 18\% | (84) | 4\% | (20) | 462 |
| 4-Region: South | 24\% | (195) | 28\% | (229) | 8\% | (67) | 10\% | (84) | 22\% | (183) | 8\% | (67) | 824 |
| 4-Region: West | 28\% | (145) | 28\% | (147) | 10\% | (52) | 11\% | (57) | 20\% | (104) | 3\% | (15) | 519 |
| TV shows: Every day | 31\% | (360) | 28\% | (319) | 9\% | (98) | 10\% | (111) | 19\% | (221) | 3\% | (39) | 1148 |
| TV shows: Several times per week | 24\% | (125) | $34 \%$ | (174) | 7\% | (37) | 10\% | (51) | 19\% | (98) | 5\% | (26) | 512 |
| TV shows: About once per week | 20\% | (29) | $31 \%$ | (44) | 11\% | (16) | 13\% | (19) | 22\% | (31) | 3\% | (4) | 144 |
| TV shows: Several times per month | 20\% | (21) | 27\% | (28) | 7\% | (7) | 17\% | (17) | 25\% | (26) | 3\% | (3) | 101 |
| TV shows: About once per month | 8\% | (4) | 20\% | (10) | 19\% | (9) | $11 \%$ | (5) | 26\% | (12) | 17\% | (8) | 48 |
| TV shows: Less often than once per month | 21\% | (16) | 22\% | (17) | 4\% | (3) | $14 \%$ | (11) | 28\% | (22) | 11\% | (9) | 78 |
| TV shows: Never | 23\% | (38) | 13\% | (21) | 5\% | (8) | 9\% | (15) | 34\% | (56) | 18\% | (30) | 169 |
| Movies: Every day | 36\% | (143) | 24\% | (96) | 7\% | (29) | 8\% | (33) | 21\% | (82) | $4 \%$ | (16) | 399 |
| Movies: Several times per week | 30\% | (171) | 33\% | (187) | 8\% | (44) | 11\% | (62) | 17\% | (98) | 2\% | (13) | 574 |
| Movies: About once per week | 28\% | (108) | 32\% | (122) | 10\% | (39) | 10\% | (39) | 16\% | (63) | 3\% | (12) | 383 |
| Movies: Several times per month | 26\% | (71) | $31 \%$ | (85) | 13\% | (36) | 10\% | (28) | 18\% | (49) | 2\% | (4) | 273 |
| Movies: About once per month | 20\% | (34) | 27\% | (47) | 8\% | (14) | 15\% | (25) | 21\% | (35) | 10\% | (17) | 173 |
| Movies: Less often than once per month | 18\% | (37) | 22\% | (45) | 5\% | (11) | 9\% | (18) | 33\% | (66) | 13\% | (26) | 201 |
| Movies: Never | 16\% | (31) | 16\% | (31) | 3\% | (7) | 12\% | (23) | 37\% | (74) | 16\% | (31) | 196 |
| Sports: Every day | 36\% | (57) | 29\% | (45) | 8\% | (12) | 9\% | (14) | 16\% | (25) | $2 \%$ | (4) | 158 |
| Sports: Several times per week | 32\% | (107) | 25\% | (84) | 13\% | (43) | 13\% | (45) | 13\% | (45) | 2\% | (8) | 332 |
| Sports: About once per week | 26\% | (73) | 37\% | (105) | 7\% | (20) | 8\% | (21) | 19\% | (54) | 2\% | (7) | 279 |
| Sports: Several times per month | 28\% | (65) | 32\% | (72) | $11 \%$ | (25) | 13\% | (31) | 13\% | (29) | 3\% | (6) | 228 |
| Sports: About once per month | 29\% | (50) | $33 \%$ | (58) | 5\% | (10) | 9\% | (15) | 22\% | (38) | $2 \%$ | (4) | 174 |
| Sports: Less often than once per month | 26\% | (94) | 29\% | (105) | 7\% | (26) | 12\% | (45) | 19\% | (68) | 7\% | (25) | 363 |
| Sports: Never | 22\% | (148) | 22\% | (144) | 6\% | (43) | 9\% | (59) | 31\% | (207) | 10\% | (65) | 666 |

Continued on next page

Table HR7_4: Do you have a favorable or unfavorable opinion of each of the following TV shows?
The Tonight Show Starring Jimmy Fallon

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Neve | heard f | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 27\% (594) | 28\% (613) | 8\% (178) | 10\% (229) | 21\% (467) | 5\% | (118) | 2199 |
| Cable: I currently subscribe | 31\% (338) | 28\% (308) | 9\% (103) | 10\% (112) | 19\% (208) | 4\% | (39) | 1108 |
| Cable: I subscribed in the past | 27\% (196) | 30\% (219) | 7\% (52) | 12\% (86) | 19\% (140) | 5\% | (33) | 727 |
| Cable: I have never subscribed | 16\% (59) | 24\% (86) | 7\% (24) | 9\% (31) | 33\% (119) | 13\% | (46) | 365 |
| Satellite television: I currently subscribe | 25\% (130) | 27\% (144) | 9\% (47) | 15\% (77) | 21\% (110) | 3\% | (18) | 526 |
| Satellite television: I subscribed in the past | 30\% (178) | 27\% (161) | 7\% (42) | 11\% (64) | 21\% (126) | 4\% | (27) | 597 |
| Satellite television: I have never subscribed | 27\% (286) | 29\% (308) | 8\% (89) | 8\% (88) | 21\% (230) | 7\% | (74) | 1076 |
| Streaming service: I currently subscribe | 34\% (446) | 30\% (385) | 8\% (102) | 9\% (123) | 17\% (216) | 2\% | (30) | 1302 |
| Streaming service: I subscribed in the past | 21\% (50) | 26\% (61) | 13\% (30) | 10\% (24) | 23\% (55) | 6\% | (14) | 234 |
| Streaming service: I have never subscribed | 15\% (97) | 25\% (167) | 7\% (46) | 12\% (82) | 30\% (196) | 11\% | (74) | 663 |
| Film: An avid fan | 40\% (314) | 28\% (218) | 6\% (48) | 8\% (64) | 15\% (117) | 2\% | (18) | 779 |
| Film: A casual fan | 22\% (252) | 30\% (348) | 10\% (114) | 11\% (124) | 22\% (256) | 5\% | (58) | 1153 |
| Film: Not a fan | 10\% (27) | 17\% (47) | 6\% (17) | 15\% (41) | 35\% (93) | 16\% | (42) | 267 |
| Television: An avid fan | 34\% (393) | 28\% (328) | 9\% (104) | 8\% (96) | 17\% (193) | 3\% | (38) | 1154 |
| Television: A casual fan | 21\% (188) | 30\% (270) | 7\% (68) | 12\% (111) | 24\% (220) | 5\% | (49) | 907 |
| Television: Not a fan | 9\% (13) | 11\% (15) | 5\% (7) | 15\% (21) | 38\% (53) | 22\% | (30) | 139 |
| Music: An avid fan | 37\% (428) | 29\% (337) | 6\% (74) | 9\% (102) | 16\% (179) | 3\% | (32) | 1152 |
| Music: A casual fan | 17\% (154) | 28\% (255) | 10\% (95) | 13\% (114) | 26\% (237) | 6\% | (52) | 907 |
| Music: Not a fan | 8\% (11) | 15\% (21) | 7\% (10) | 10\% (13) | 36\% (50) | 24\% | (34) | 140 |
| Fashion: An avid fan | 46\% (156) | 26\% (89) | 5\% (19) | 8\% (26) | 11\% (38) | $4 \%$ | (15) | 342 |
| Fashion: A casual fan | 30\% (258) | 31\% (267) | 6\% (54) | 8\% (69) | 21\% (180) | 4\% | (34) | 861 |
| Fashion: Not a fan | 18\% (179) | 26\% (258) | 11\% (106) | 13\% (134) | 25\% (249) | 7\% | (70) | 996 |

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

Table HR7_5: Do you have a favorable or unfavorable opinion of each of the following TV shows?
Late Night with Seth Meyers

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% (264) | 22\% (493) | 8\% (166) | 8\% (186) | 30\% (656) | 20\% (434) | 2199 |
| Gender: Male | 14\% (145) | 26\% (274) | 9\% (92) | 11\% (119) | 27\% (284) | 14\% (147) | 1061 |
| Gender: Female | 10\% (118) | 19\% (219) | 7\% (74) | 6\% (67) | 33\% (372) | 25\% (287) | 1138 |
| Age: 18-29 | 17\% (68) | 19\% (79) | 9\% (39) | 6\% (25) | 21\% (84) | 28\% (114) | 411 |
| Age: 30-44 | 12\% (74) | 25\% (152) | 9\% (55) | 5\% (28) | 32\% (192) | 16\% (99) | 600 |
| Age: 45-54 | 12\% (41) | 26\% (87) | 7\% (22) | 7\% (24) | 31\% (103) | 17\% (57) | 335 |
| Age: 55-64 | 12\% (49) | 22\% (94) | 6\% (27) | 12\% (49) | 32\% (133) | 16\% (66) | 417 |
| Age: 65+ | 7\% (31) | 18\% (80) | 5\% (24) | 14\% (59) | 33\% (143) | 23\% (98) | 436 |
| Generation Z: 18-21 | 13\% (15) | 19\% (22) | 10\% (12) | 6\% (7) | 17\% (19) | 35\% (41) | 116 |
| Millennial: Age 22-37 | 15\% (98) | 25\% (165) | 9\% (61) | 5\% (32) | 26\% (169) | 20\% (133) | 657 |
| Generation X: Age 38-53 | 12\% (66) | 23\% (126) | 8\% (42) | 7\% (37) | 34\% (183) | 17\% (90) | 543 |
| Boomers: Age 54-72 | 11\% (83) | 21\% (161) | 7\% (50) | 12\% (96) | 32\% (248) | 17\% (134) | 772 |
| PID: Dem (no lean) | 20\% (158) | 30\% (238) | 5\% (41) | 2\% (17) | 29\% (233) | 15\% (117) | 806 |
| PID: Ind (no lean) | 8\% (59) | 20\% (151) | 8\% (62) | 8\% (64) | 32\% (242) | 23\% (177) | 754 |
| PID: Rep (no lean) | 7\% (46) | 16\% (104) | 10\% (63) | 16\% (105) | 28\% (181) | 22\% (140) | 639 |
| PID/Gender: Dem Men | 22\% (88) | 35\% (138) | 5\% (22) | 2\% (6) | 26\% (102) | 10\% (40) | 395 |
| PID/Gender: Dem Women | 17\% (70) | 24\% (100) | 5\% (20) | 3\% (11) | 32\% (131) | 19\% (78) | 411 |
| PID/Gender: Ind Men | 9\% (29) | 26\% (83) | 11\% (36) | 13\% (42) | 28\% (90) | $14 \%$ (45) | 326 |
| PID/Gender: Ind Women | 7\% (30) | 16\% (67) | 6\% (26) | 5\% (22) | 36\% (152) | 31\% (131) | 427 |
| PID/Gender: Rep Men | 8\% (28) | 15\% (52) | 10\% (34) | 21\% (71) | 27\% (92) | 18\% (62) | 339 |
| PID/Gender: Rep Women | 6\% (18) | 17\% (52) | 10\% (29) | 12\% (35) | 30\% (89) | 26\% (78) | 300 |
| Ideo: Liberal (1-3) | 23\% (157) | 32\% (214) | 6\% (41) | 2\% (14) | 27\% (180) | 10\% (68) | 674 |
| Ideo: Moderate (4) | 9\% (49) | 27\% (145) | 7\% (39) | 7\% (39) | 29\% (159) | 21\% (114) | 544 |
| Ideo: Conservative (5-7) | 6\% (42) | 17\% (120) | 10\% (73) | 17\% (124) | 28\% (196) | 22\% (157) | 712 |
| Educ: < College | 12\% (179) | 19\% (294) | 7\% (100) | 8\% (128) | 31\% (466) | 23\% (346) | 1512 |
| Educ: Bachelors degree | 12\% (53) | 28\% (126) | 12\% (51) | 9\% (38) | 28\% (124) | 12\% (52) | 444 |
| Educ: Post-grad | 13\% (32) | 30\% (74) | 6\% (15) | 8\% (20) | 27\% (66) | 15\% (36) | 243 |

[^68]Table HR7_5: Do you have a favorable or unfavorable opinion of each of the following TV shows?
Late Night with Seth Meyers

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% (264) | 22\% (493) | 8\% (166) | 8\% (186) | 30\% (656) | 20\% (434) | 2199 |
| Income: Under 50k | 14\% (179) | 20\% (255) | 7\% (89) | 8\% (101) | 29\% (373) | 23\% (299) | 1297 |
| Income: 50k-100k | 10\% (62) | 27\% (165) | 9\% (52) | 9\% (54) | 30\% (186) | 15\% (95) | 615 |
| Income: 100k+ | 8\% (22) | 25\% (73) | 9\% (25) | 11\% (30) | 34\% (97) | 14\% (41) | 287 |
| Ethnicity: White | 11\% (189) | 21\% (363) | 8\% (135) | 10\% (166) | 31\% (526) | 20\% (343) | 1722 |
| Ethnicity: Hispanic | $14 \%$ (47) | 25\% (88) | 10\% (35) | 4\% (15) | 23\% (82) | 24\% (83) | 350 |
| Ethnicity: Afr. Am. | 16\% (43) | 26\% (70) | 6\% (16) | 2\% (5) | 32\% (88) | 19\% (52) | 274 |
| Ethnicity: Other | 16\% (32) | 29\% (60) | 8\% (16) | 7\% (14) | 21\% (42) | 19\% (39) | 203 |
| Relig: Protestant | 9\% (47) | 21\% (113) | 10\% (52) | 13\% (68) | 28\% (153) | 20\% (105) | 539 |
| Relig: Roman Catholic | 13\% (55) | 24\% (106) | 7\% (33) | 8\% (35) | 29\% (127) | 18\% (80) | 436 |
| Relig: Something Else | 12\% (23) | 25\% (47) | 6\% (10) | $3 \% \quad$ (6) | 33\% (61) | 21\% (38) | 187 |
| Relig: Jewish | 13\% (7) | 31\% (17) | $3 \% \quad$ (2) | $12 \%$ (6) | 37\% (20) | 4\% (2) | 54 |
| Relig: Evangelical | 12\% (93) | 25\% (202) | 8\% (61) | 8\% (68) | 30\% (239) | 18\% (142) | 805 |
| Relig: Non-Evang. Catholics | 9\% (32) | 18\% (65) | 9\% (34) | 12\% (42) | 29\% (103) | 23\% (82) | 357 |
| Relig: All Christian | 11\% (125) | 23\% (267) | 8\% (95) | 9\% (110) | 29\% (341) | 19\% (223) | 1161 |
| Relig: All Non-Christian | 10\% (21) | 15\% (34) | 5\% (11) | 12\% (27) | 32\% (71) | 27\% (59) | 224 |
| Community: Urban | 18\% (102) | 22\% (127) | 8\% (46) | 7\% (39) | 27\% (154) | 18\% (106) | 575 |
| Community: Suburban | 11\% (106) | 26\% (257) | 8\% (74) | 8\% (74) | 31\% (302) | 17\% (169) | 982 |
| Community: Rural | 9\% (56) | 17\% (108) | $7 \% \quad$ (47) | 11\% (73) | 31\% (200) | 25\% (159) | 643 |
| Employ: Private Sector | $14 \%$ (95) | 27\% (182) | 9\% (60) | 6\% (42) | 29\% (191) | 14\% (91) | 661 |
| Employ: Government | $14 \% \quad$ (17) | 23\% (29) | 7\% (9) | 7\% (9) | 32\% (40) | 17\% (21) | 124 |
| Employ: Self-Employed | $12 \% \quad$ (24) | 26\% (50) | 10\% (19) | 10\% (20) | 23\% (46) | 19\% (37) | 195 |
| Employ: Homemaker | 11\% (18) | 19\% (32) | 8\% (13) | 6\% (10) | 35\% (60) | 22\% (38) | 170 |
| Employ: Student | 18\% (14) | 30\% (24) | 8\% (6) | 6\% (5) | 16\% (13) | 22\% (17) | 79 |
| Employ: Retired | 8\% (43) | 21\% (108) | 7\% (35) | 14\% (72) | 30\% (156) | 21\% (108) | 523 |
| Employ: Unemployed | 10\% (27) | $14 \%$ (37) | 5\% (14) | 7\% (17) | 34\% (88) | 30\% (79) | 262 |
| Employ: Other | $14 \%$ (26) | 17\% (31) | 6\% (11) | 6\% (11) | 34\% (63) | 24\% (44) | 185 |
| Military HH: Yes | 9\% (35) | 21\% (82) | 6\% (21) | 10\% (38) | 35\% (133) | 19\% (74) | 384 |
| Military HH: No | 13\% (228) | 23\% (410) | 8\% (145) | 8\% (148) | 29\% (523) | 20\% (360) | 1815 |
| RD/WT: Right Direction | 9\% (72) | 17\% (143) | 9\% (72) | 15\% (121) | 28\% (229) | 23\% (189) | 826 |
| RD/WT: Wrong Track | 14\% (192) | 25\% (349) | 7\% (94) | 5\% (65) | 31\% (427) | 18\% (245) | 1373 |

[^69]Table HR7_5: Do you have a favorable or unfavorable opinion of each of the following TV shows?
Late Night with Seth Meyers

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (264) | 22\% | (493) | 8\% | (166) | 8\% | (186) | 30\% | (656) | 20\% | (434) | 2199 |
| Trump Job Approve | 8\% | (68) | 17\% | (147) | 10\% | (89) | 16\% | (140) | 26\% | (227) | 23\% | (198) | 870 |
| Trump Job Disapprove | 15\% | (190) | 28\% | (343) | 6\% | (75) | 4\% | (43) | 31\% | (381) | 16\% | (195) | 1227 |
| Trump Job Strongly Approve | 9\% | (39) | 12\% | (51) | 8\% | (36) | 21\% | (91) | 26\% | (116) | 24\% | (107) | 440 |
| Trump Job Somewhat Approve | 7\% | (29) | 22\% | (96) | 12\% | (53) | $12 \%$ | (50) | 26\% | (111) | 21\% | (91) | 429 |
| Trump Job Somewhat Disapprove | 4\% | (11) | 28\% | (82) | 10\% | (29) | 6\% | (18) | 30\% | (88) | 23\% | (68) | 297 |
| Trump Job Strongly Disapprove | 19\% | (179) | 28\% | (261) | 5\% | (47) | 3\% | (25) | 31\% | (293) | 14\% | (127) | 930 |
| Favorable of Trump | 7\% | (60) | 17\% | (143) | 10\% | (83) | 17\% | (141) | 28\% | (235) | 22\% | (185) | 847 |
| Unfavorable of Trump | 16\% | (196) | 28\% | (340) | 7\% | (82) | $4 \%$ | (44) | 29\% | (356) | 16\% | (195) | 1212 |
| Very Favorable of Trump | 9\% | (45) | 12\% | (55) | 8\% | (41) | 21\% | (99) | 27\% | (127) | 23\% | (112) | 479 |
| Somewhat Favorable of Trump | 4\% | (15) | 24\% | (88) | 11\% | (42) | 12\% | (42) | 29\% | (108) | 20\% | (73) | 368 |
| Somewhat Unfavorable of Trump | 3\% | (8) | 28\% | (66) | 11\% | (26) | 7\% | (17) | 26\% | (62) | 24\% | (56) | 236 |
| Very Unfavorable of Trump | 19\% | (188) | 28\% | (274) | 6\% | (56) | 3\% | (26) | 30\% | (293) | 14\% | (139) | 976 |
| \#1 Issue: Economy | 10\% | (53) | 25\% | (139) | 9\% | (50) | 7\% | (42) | 31\% | (172) | 19\% | (104) | 560 |
| \#1 Issue: Security | 7\% | (33) | 15\% | (68) | 7\% | (33) | 17\% | (76) | 28\% | (124) | 24\% | (107) | 441 |
| \#1 Issue: Health Care | 18\% | (65) | 24\% | (90) | 6\% | (23) | 3\% | (12) | 29\% | (107) | 20\% | (73) | 368 |
| \#1 Issue: Medicare / Social Security | 11\% | (40) | 24\% | (86) | 6\% | (22) | 8\% | (29) | 32\% | (115) | 18\% | (66) | 359 |
| \#1 Issue: Women's Issues | 14\% | (18) | 26\% | (32) | 8\% | (10) | 5\% | (6) | 26\% | (33) | 21\% | (26) | 126 |
| \#1 Issue: Education | 16\% | (25) | 27\% | (42) | 9\% | (13) | 3\% | (5) | 28\% | (43) | 17\% | (26) | 154 |
| \#1 Issue: Energy | 17\% | (17) | 25\% | (25) | 9\% | (9) | 6\% | (6) | 33\% | (33) | 10\% | (10) | 100 |
| \#1 Issue: Other | 14\% | (13) | 12\% | (11) | 7\% | (7) | $11 \%$ | (10) | 32\% | (30) | 23\% | (22) | 93 |
| 2018 House Vote: Democrat | 20\% | (170) | 30\% | (248) | 6\% | (49) | 2\% | (17) | 31\% | (260) | 11\% | (96) | 839 |
| 2018 House Vote: Republican | 5\% | (33) | 16\% | (100) | 10\% | (65) | 19\% | (123) | 28\% | (179) | 22\% | (142) | 643 |
| 2018 House Vote: Someone else | 6\% | (7) | 25\% | (27) | 12\% | (13) | $11 \%$ | (12) | 28\% | (29) | 17\% | (18) | 105 |
| 2018 House Vote: Didnt Vote | 8\% | (47) | 19\% | (118) | 7\% | (40) | 6\% | (34) | 31\% | (188) | 29\% | (178) | 605 |
| 2016 Vote: Hillary Clinton | 21\% | (151) | 30\% | (213) | 5\% | (36) | 1\% | (6) | 31\% | (225) | 12\% | (87) | 719 |
| 2016 Vote: Donald Trump | 7\% | (45) | 17\% | (113) | 10\% | (65) | 17\% | (115) | 28\% | (185) | 21\% | (142) | 666 |
| 2016 Vote: Someone else | 9\% | (15) | 27\% | (48) | 12\% | (21) | 9\% | (15) | 35\% | (62) | 10\% | (17) | 178 |
| 2016 Vote: Didnt Vote | 8\% | (48) | 19\% | (119) | 7\% | (44) | 8\% | (49) | 29\% | (184) | 29\% | (184) | 629 |
| Voted in 2014: Yes | 13\% | (176) | 25\% | (347) | 8\% | (106) | 9\% | (117) | 30\% | (406) | 16\% | (214) | 1366 |
| Voted in 2014: No | 11\% | (88) | 18\% | (146) | 7\% | (60) | 8\% | (69) | 30\% | (250) | 26\% | (220) | 833 |

[^70]Table HR7_5: Do you have a favorable or unfavorable opinion of each of the following TV shows?
Late Night with Seth Meyers

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (264) | 22\% | (493) | 8\% | (166) | 8\% | (186) | 30\% | (656) | 20\% | (434) | 2199 |
| 2012 Vote: Barack Obama | 18\% | (151) | 32\% | (276) | 6\% | (47) | 2\% | (19) | 30\% | (252) | 13\% | (108) | 854 |
| 2012 Vote: Mitt Romney | $4 \%$ | (21) | 15\% | (74) | 11\% | (54) | 20\% | (98) | 31\% | (158) | 19\% | (97) | 501 |
| 2012 Vote: Other | 4\% | (3) | 20\% | (17) | 10\% | (9) | 9\% | (8) | 35\% | (31) | 21\% | (18) | 87 |
| 2012 Vote: Didn't Vote | 12\% | (88) | 17\% | (125) | 7\% | (56) | 8\% | (61) | 28\% | (212) | 28\% | (210) | 752 |
| 4-Region: Northeast | 12\% | (46) | 23\% | (92) | 6\% | (25) | 7\% | (28) | 37\% | (145) | 15\% | (57) | 394 |
| 4-Region: Midwest | $11 \%$ | (52) | 23\% | (108) | 9\% | (41) | 8\% | (39) | 29\% | (133) | 19\% | (89) | 462 |
| 4-Region: South | 12\% | (103) | 20\% | (168) | 5\% | (42) | 10\% | (81) | 29\% | (236) | 24\% | (194) | 824 |
| 4-Region: West | 12\% | (63) | 24\% | (125) | $11 \%$ | (58) | 7\% | (39) | 27\% | (141) | 18\% | (93) | 519 |
| TV shows: Every day | 14\% | (165) | 23\% | (266) | 8\% | (90) | 8\% | (95) | 30\% | (341) | 17\% | (190) | 1148 |
| TV shows: Several times per week | 9\% | (44) | 28\% | (143) | 7\% | (38) | 9\% | (48) | 30\% | (153) | 17\% | (86) | 512 |
| TV shows: About once per week | 12\% | (18) | 25\% | (36) | 10\% | (14) | 7\% | (10) | 26\% | (38) | 19\% | (28) | 144 |
| TV shows: Several times per month | 7\% | (8) | 21\% | (21) | 11\% | (11) | 9\% | (10) | 37\% | (38) | 14\% | (14) | 101 |
| TV shows: About once per month | 10\% | (5) | 6\% | (3) | 10\% | (5) | 6\% | (3) | 27\% | (13) | 41\% | (20) | 48 |
| TV shows: Less often than once per month | 15\% | (11) | 12\% | (9) | 6\% | (5) | 8\% | (7) | 28\% | (21) | 31\% | (24) | 78 |
| TV shows: Never | 8\% | (13) | 8\% | (14) | $2 \%$ | (3) | 9\% | (15) | 31\% | (52) | 43\% | (72) | 169 |
| Movies: Every day | 20\% | (79) | 20\% | (80) | 9\% | (35) | 7\% | (26) | 26\% | (104) | 19\% | (75) | 399 |
| Movies: Several times per week | $11 \%$ | (64) | 29\% | (165) | 7\% | (42) | 8\% | (48) | 31\% | (179) | 13\% | (76) | 574 |
| Movies: About once per week | 13\% | (49) | 26\% | (99) | $11 \%$ | (42) | 9\% | (33) | 26\% | (99) | 16\% | (62) | 383 |
| Movies: Several times per month | 9\% | (26) | 28\% | (77) | 9\% | (24) | 9\% | (25) | 30\% | (82) | 15\% | (40) | 273 |
| Movies: About once per month | 9\% | (16) | 15\% | (26) | 6\% | (10) | 11\% | (20) | 33\% | (58) | 26\% | (44) | 173 |
| Movies: Less often than once per month | 6\% | (11) | 15\% | (31) | 5\% | (10) | 7\% | (13) | 36\% | (73) | $31 \%$ | (63) | 201 |
| Movies: Never | 9\% | (18) | 8\% | (16) | 2\% | (4) | 11\% | (21) | 32\% | (63) | 38\% | (74) | 196 |
| Sports: Every day | 24\% | (38) | 35\% | (56) | 7\% | (10) | 6\% | (10) | 24\% | (37) | 4\% | (7) | 158 |
| Sports: Several times per week | 13\% | (44) | 26\% | (87) | 13\% | (42) | 11\% | (35) | 24\% | (80) | 13\% | (44) | 332 |
| Sports: About once per week | $14 \%$ | (39) | 30\% | (85) | 8\% | (22) | 5\% | (15) | 27\% | (76) | 15\% | (42) | 279 |
| Sports: Several times per month | $11 \%$ | (26) | 24\% | (55) | $11 \%$ | (24) | 13\% | (29) | 25\% | (57) | 16\% | (36) | 228 |
| Sports: About once per month | 13\% | (22) | 26\% | (45) | 5\% | (9) | 11\% | (19) | 28\% | (48) | 18\% | (31) | 174 |
| Sports: Less often than once per month | 12\% | (44) | 22\% | (80) | 7\% | (27) | 8\% | (31) | 33\% | (119) | 17\% | (63) | 363 |
| Sports: Never | 8\% | (52) | 13\% | (85) | 5\% | (32) | 7\% | (47) | 36\% | (239) | $32 \%$ | (211) | 666 |

Continued on next page

Table HR7_5: Do you have a favorable or unfavorable opinion of each of the following TV shows?
Late Night with Seth Meyers

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% (264) | 22\% (493) | 8\% (166) | 8\% (186) | 30\% (656) | 20\% (434) | 2199 |
| Cable: I currently subscribe | 15\% (170) | 23\% (260) | 9\% (100) | 8\% (91) | 30\% (330) | 14\% (156) | 1108 |
| Cable: I subscribed in the past | 9\% (66) | 25\% (179) | 6\% (43) | 9\% (66) | 29\% (212) | 22\% (161) | 727 |
| Cable: I have never subscribed | 8\% (28) | 15\% (54) | 6\% (23) | 8\% (29) | 31\% (114) | 32\% (118) | 365 |
| Satellite television: I currently subscribe | $11 \% \quad$ (59) | 23\% (120) | 8\% (39) | 10\% (52) | 30\% (159) | $18 \%$ (97) | 526 |
| Satellite television: I subscribed in the past | 13\% (75) | 23\% (139) | 8\% (46) | 10\% (60) | 29\% (171) | 18\% (106) | 597 |
| Satellite television: I have never subscribed | 12\% (130) | 22\% (234) | 8\% (81) | 7\% (74) | 30\% (326) | 21\% (231) | 1076 |
| Streaming service: I currently subscribe | 14\% (188) | 26\% (339) | 8\% (105) | 8\% (102) | 29\% (374) | 15\% (193) | 1302 |
| Streaming service: I subscribed in the past | 12\% (28) | 24\% (56) | 11\% (26) | 7\% (17) | 28\% (66) | 17\% (41) | 234 |
| Streaming service: I have never subscribed | 7\% (48) | 15\% (97) | 5\% (35) | 10\% (67) | 33\% (216) | 30\% (201) | 663 |
| Film: An avid fan | 20\% (159) | 28\% (221) | 8\% (66) | 5\% (40) | 25\% (197) | 12\% (96) | 779 |
| Film: A casual fan | 8\% (95) | 22\% (249) | 7\% (83) | 10\% (116) | 32\% (369) | 21\% (241) | 1153 |
| Film: Not a fan | $4 \% \quad$ (10) | 9\% (23) | 6\% (17) | 11\% (31) | 34\% (90) | 36\% (97) | 267 |
| Television: An avid fan | 16\% (182) | 26\% (300) | 9\% (102) | 8\% (89) | 27\% (309) | 15\% (172) | 1154 |
| Television: A casual fan | 9\% (77) | 20\% (181) | 6\% (57) | 9\% (84) | 34\% (309) | 22\% (198) | 907 |
| Television: Not a fan | 3\% (5) | 8\% (11) | 6\% (8) | 9\% (13) | 27\% (38) | 46\% (64) | 139 |
| Music: An avid fan | 16\% (189) | 26\% (300) | 8\% (94) | 8\% (89) | 27\% (307) | 15\% (173) | 1152 |
| Music: A casual fan | 8\% (68) | 20\% (182) | 7\% (64) | 10\% (87) | 35\% (314) | 21\% (192) | 907 |
| Music: Not a fan | $4 \% \quad$ (6) | 8\% (11) | 6\% (9) | 7\% (10) | 25\% (35) | 49\% (69) | 140 |
| Fashion: An avid fan | 24\% (83) | 26\% (87) | 9\% (30) | 7\% (24) | 19\% (66) | 15\% (52) | 342 |
| Fashion: A casual fan | $11 \% \quad$ (95) | 26\% (221) | 7\% (57) | 6\% (48) | 32\% (277) | 19\% (164) | 861 |
| Fashion: Not a fan | 9\% (85) | 19\% (185) | 8\% (80) | 12\% (115) | 31\% (314) | 22\% (218) | 996 |

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

Table HR7_6: Do you have a favorable or unfavorable opinion of each of the following TV shows?
Last Call with Carson Daly

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 7\% | (163) | 20\% | (432) | 8\% | (172) | 7\% | (151) | $35 \%$ | (760) | 24\% | (522) | 2199 |
| Gender: Male | 8\% | (89) | 20\% | (211) | 10\% | (104) | 9\% | (93) | 33\% | (353) | 20\% | (212) | 1061 |
| Gender: Female | 6\% | (74) | 19\% | (221) | 6\% | (68) | 5\% | (58) | 36\% | (408) | 27\% | (310) | 1138 |
| Age: 18-29 | 10\% | (41) | 13\% | (54) | 9\% | (38) | 5\% | (22) | 25\% | (104) | 37\% | (152) | 411 |
| Age: 30-44 | 9\% | (57) | 23\% | (139) | $11 \%$ | (66) | 6\% | (35) | 37\% | (221) | 14\% | (83) | 600 |
| Age: 45-54 | 7\% | (25) | 22\% | (75) | 8\% | (28) | 7\% | (22) | 37\% | (125) | 18\% | (61) | 335 |
| Age: 55-64 | 5\% | (22) | 23\% | (96) | 4\% | (19) | 9\% | (39) | 37\% | (153) | 21\% | (87) | 417 |
| Age: 65+ | 4\% | (19) | 16\% | (68) | 5\% | (21) | 7\% | (32) | 36\% | (157) | 32\% | (139) | 436 |
| Generation Z: 18-21 | 10\% | (11) | 11\% | (13) | 10\% | (11) | 6\% | (7) | 14\% | (16) | 49\% | (57) | 116 |
| Millennial: Age 22-37 | 10\% | (64) | 20\% | (129) | 10\% | (67) | 6\% | (37) | $32 \%$ | (211) | 23\% | (150) | 657 |
| Generation X: Age 38-53 | 8\% | (41) | 22\% | (120) | 9\% | (51) | 6\% | (35) | 40\% | (215) | 15\% | (82) | 543 |
| Boomers: Age 54-72 | 5\% | (42) | 20\% | (158) | 5\% | (38) | 8\% | (65) | 36\% | (277) | 25\% | (193) | 772 |
| PID: Dem (no lean) | 12\% | (99) | 23\% | (184) | 7\% | (53) | 4\% | (32) | 34\% | (271) | 21\% | (168) | 806 |
| PID: Ind (no lean) | 3\% | (24) | 18\% | (138) | 9\% | (67) | 7\% | (50) | 37\% | (279) | 26\% | (196) | 754 |
| PID: Rep (no lean) | 6\% | (40) | 17\% | (110) | 8\% | (51) | $11 \%$ | (70) | 33\% | (210) | 25\% | (158) | 639 |
| PID/Gender: Dem Men | 15\% | (60) | 24\% | (93) | 8\% | (32) | 4\% | (17) | 32\% | (127) | 17\% | (66) | 395 |
| PID/Gender: Dem Women | 9\% | (39) | 22\% | (90) | 5\% | (21) | 3\% | (14) | 35\% | (144) | 25\% | (102) | 411 |
| PID/Gender: Ind Men | 3\% | (9) | 17\% | (56) | 13\% | (43) | 10\% | (33) | 37\% | (120) | 20\% | (64) | 326 |
| PID/Gender: Ind Women | 3\% | (15) | 19\% | (82) | 5\% | (23) | 4\% | (16) | 37\% | (159) | $31 \%$ | (132) | 427 |
| PID/Gender: Rep Men | 6\% | (20) | 18\% | (61) | 8\% | (29) | 12\% | (42) | $31 \%$ | (106) | 24\% | (82) | 339 |
| PID/Gender: Rep Women | 7\% | (20) | 16\% | (49) | 8\% | (23) | 9\% | (28) | 35\% | (104) | 25\% | (76) | 300 |
| Ideo: Liberal (1-3) | $11 \%$ | (73) | 23\% | (153) | 7\% | (47) | 5\% | (35) | 40\% | (266) | 15\% | (100) | 674 |
| Ideo: Moderate (4) | 8\% | (41) | 20\% | (111) | 12\% | (66) | 6\% | (34) | 30\% | (165) | 23\% | (127) | 544 |
| Ideo: Conservative (5-7) | 6\% | (42) | 19\% | (134) | 7\% | (46) | 10\% | (73) | $32 \%$ | (225) | 27\% | (192) | 712 |
| Educ: < College | 8\% | (119) | 18\% | (276) | 8\% | (119) | 7\% | (111) | $33 \%$ | (494) | 26\% | (392) | 1512 |
| Educ: Bachelors degree | 6\% | (28) | 22\% | (99) | 9\% | (39) | 5\% | (23) | $41 \%$ | (181) | 17\% | (75) | 444 |
| Educ: Post-grad | 7\% | (16) | 23\% | (57) | 5\% | (13) | 7\% | (17) | $35 \%$ | (85) | 23\% | (55) | 243 |

[^71]Table HR7_6: Do you have a favorable or unfavorable opinion of each of the following TV shows?
Last Call with Carson Daly

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 7\% | (163) | 20\% | (432) | 8\% | (172) | 7\% | (151) | 35\% | (760) | 24\% | (522) | 2199 |
| Income: Under 50k | 8\% | (109) | 18\% | (235) | 7\% | (97) | 7\% | (96) | 33\% | (423) | 26\% | (335) | 1297 |
| Income: 50k-100k | 6\% | (40) | 23\% | (141) | 9\% | (54) | 6\% | (38) | 36\% | (221) | 20\% | (121) | 615 |
| Income: 100k+ | 5\% | (14) | 19\% | (55) | 7\% | (20) | 6\% | (17) | 40\% | (115) | 23\% | (66) | 287 |
| Ethnicity: White | 6\% | (99) | 18\% | (315) | 8\% | (141) | 7\% | (121) | 37\% | (636) | 24\% | (410) | 1722 |
| Ethnicity: Hispanic | 11\% | (37) | 26\% | (92) | 8\% | (27) | 5\% | (16) | 26\% | (89) | 25\% | (88) | 350 |
| Ethnicity: Afr. Am. | 17\% | (45) | 22\% | (59) | 5\% | (15) | 6\% | (15) | 28\% | (77) | 23\% | (63) | 274 |
| Ethnicity: Other | 9\% | (18) | 28\% | (57) | 8\% | (16) | 7\% | (15) | 23\% | (47) | 24\% | (49) | 203 |
| Relig: Protestant | 8\% | (42) | 20\% | (107) | 8\% | (45) | 8\% | (41) | 33\% | (180) | 23\% | (123) | 539 |
| Relig: Roman Catholic | 12\% | (50) | 19\% | (85) | 6\% | (25) | 10\% | (42) | 32\% | (138) | 22\% | (96) | 436 |
| Relig: Something Else | 3\% | (6) | 26\% | (49) | $4 \%$ | (8) | 4\% | (8) | 36\% | (67) | 26\% | (49) | 187 |
| Relig: Jewish | 8\% | (4) | 23\% | (12) | 5\% | (3) | 7\% | (4) | 42\% | (23) | 16\% | (9) | 54 |
| Relig: Evangelical | 8\% | (60) | 23\% | (182) | 7\% | (56) | 6\% | (52) | 34\% | (270) | 23\% | (185) | 805 |
| Relig: Non-Evang. Catholics | 11\% | (38) | 16\% | (58) | 7\% | (24) | $11 \%$ | (39) | 32\% | (114) | 23\% | (84) | 357 |
| Relig: All Christian | 8\% | (98) | 21\% | (241) | 7\% | (79) | 8\% | (90) | 33\% | (384) | 23\% | (268) | 1161 |
| Relig: All Non-Christian | 11\% | (25) | 18\% | (41) | 5\% | (10) | 6\% | (14) | 35\% | (78) | 25\% | (55) | 224 |
| Community: Urban | 11\% | (61) | 21\% | (120) | 8\% | (47) | 5\% | (29) | 33\% | (190) | 22\% | (128) | 575 |
| Community: Suburban | 6\% | (62) | 21\% | (204) | 8\% | (78) | 7\% | (66) | 35\% | (348) | 23\% | (223) | 982 |
| Community: Rural | 6\% | (40) | 17\% | (108) | 7\% | (46) | 9\% | (56) | 34\% | (222) | 27\% | (171) | 643 |
| Employ: Private Sector | 9\% | (63) | 24\% | (162) | 10\% | (65) | 6\% | (38) | 33\% | (216) | 18\% | (117) | 661 |
| Employ: Government | 4\% | (5) | 24\% | (29) | 4\% | (5) | 12\% | (15) | 32\% | (40) | 25\% | (31) | 124 |
| Employ: Self-Employed | 10\% | (19) | 21\% | (41) | 10\% | (19) | $7 \%$ | (14) | 36\% | (70) | 16\% | (32) | 195 |
| Employ: Homemaker | 10\% | (17) | 15\% | (25) | 8\% | (14) | 5\% | (8) | 40\% | (67) | 23\% | (39) | 170 |
| Employ: Student | 8\% | (6) | 18\% | (14) | 9\% | (7) | 8\% | (7) | 24\% | (19) | 32\% | (25) | 79 |
| Employ: Retired | 4\% | (19) | 17\% | (90) | 6\% | (31) | 10\% | (50) | 35\% | (181) | 29\% | (152) | 523 |
| Employ: Unemployed | 7\% | (18) | 13\% | (34) | 6\% | (15) | 5\% | (13) | 40\% | (104) | 30\% | (77) | 262 |
| Employ: Other | 8\% | (16) | 20\% | (36) | 9\% | (16) | 3\% | (6) | 34\% | (62) | 27\% | (49) | 185 |
| Military HH: Yes | 3\% | (12) | 21\% | (82) | 5\% | (19) | 7\% | (26) | 37\% | (144) | 26\% | (101) | 384 |
| Military HH: No | 8\% | (150) | 19\% | (350) | 8\% | (153) | 7\% | (125) | 34\% | (617) | 23\% | (421) | 1815 |
| RD/WT: Right Direction | 8\% | (66) | 18\% | (147) | 7\% | (61) | $11 \%$ | (92) | 30\% | (251) | 25\% | (210) | 826 |
| RD/WT: Wrong Track | 7\% | (96) | 21\% | (285) | 8\% | (111) | 4\% | (59) | 37\% | (510) | 23\% | (312) | 1373 |

[^72]Table HR7_6: Do you have a favorable or unfavorable opinion of each of the following TV shows?
Last Call with Carson Daly

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 7\% | (163) | 20\% | (432) | 8\% | (172) | 7\% | (151) | 35\% | (760) | 24\% | (522) | 2199 |
| Trump Job Approve | 8\% | (74) | 17\% | (152) | 8\% | (71) | 11\% | (93) | 29\% | (256) | 26\% | (224) | 870 |
| Trump Job Disapprove | 7\% | (86) | 23\% | (277) | 8\% | (98) | 5\% | (56) | 38\% | (463) | 20\% | (248) | 1227 |
| Trump Job Strongly Approve | 11\% | (49) | $11 \%$ | (50) | 7\% | (31) | 16\% | (68) | 29\% | (126) | 26\% | (116) | 440 |
| Trump Job Somewhat Approve | 6\% | (25) | 24\% | (101) | 9\% | (41) | 6\% | (24) | 30\% | (130) | 25\% | (108) | 429 |
| Trump Job Somewhat Disapprove | 3\% | (10) | 26\% | (76) | 12\% | (35) | 5\% | (14) | 30\% | (89) | 25\% | (74) | 297 |
| Trump Job Strongly Disapprove | 8\% | (77) | 22\% | (200) | 7\% | (63) | 5\% | (42) | 40\% | (374) | 19\% | (174) | 930 |
| Favorable of Trump | 9\% | (72) | 16\% | (133) | 8\% | (68) | 12\% | (101) | 32\% | (268) | 24\% | (205) | 847 |
| Unfavorable of Trump | 7\% | (86) | 24\% | (291) | 8\% | (100) | $4 \%$ | (50) | 36\% | (430) | 21\% | (254) | 1212 |
| Very Favorable of Trump | 10\% | (47) | 13\% | (61) | 7\% | (35) | 15\% | (72) | 30\% | (144) | 25\% | (119) | 479 |
| Somewhat Favorable of Trump | 7\% | (25) | 19\% | (72) | 9\% | (32) | 8\% | (29) | 34\% | (124) | 23\% | (86) | 368 |
| Somewhat Unfavorable of Trump | 3\% | (7) | 26\% | (62) | 13\% | (30) | 5\% | (13) | 26\% | (62) | 26\% | (61) | 236 |
| Very Unfavorable of Trump | 8\% | (79) | 24\% | (229) | 7\% | (70) | 4\% | (37) | 38\% | (368) | 20\% | (193) | 976 |
| \#1 Issue: Economy | 7\% | (37) | 23\% | (126) | 9\% | (53) | 7\% | (41) | 33\% | (187) | 21\% | (116) | 560 |
| \#1 Issue: Security | 6\% | (27) | 17\% | (77) | 6\% | (26) | 11\% | (49) | 32\% | (139) | 28\% | (121) | 441 |
| \#1 Issue: Health Care | 10\% | (37) | 20\% | (72) | 7\% | (26) | 5\% | (17) | 35\% | (128) | 24\% | (89) | 368 |
| \#1 Issue: Medicare / Social Security | 7\% | (26) | 20\% | (71) | 8\% | (30) | 8\% | (30) | 32\% | (114) | 24\% | (87) | 359 |
| \#1 Issue: Women's Issues | 8\% | (10) | $21 \%$ | (26) | 7\% | (9) | 2\% | (2) | 37\% | (46) | 26\% | (32) | 126 |
| \#1 Issue: Education | 6\% | (8) | 21\% | (32) | 10\% | (15) | 1\% | (2) | 39\% | (60) | 24\% | (36) | 154 |
| \#1 Issue: Energy | 14\% | (14) | 17\% | (16) | 8\% | (8) | 2\% | (2) | 42\% | (42) | 17\% | (17) | 100 |
| \#1 Issue: Other | $4 \%$ | (4) | 12\% | (11) | 4\% | (4) | 7\% | (7) | 47\% | (44) | 25\% | (24) | 93 |
| 2018 House Vote: Democrat | 11\% | (94) | 24\% | (200) | 6\% | (54) | 4\% | (30) | 37\% | (311) | 18\% | (150) | 839 |
| 2018 House Vote: Republican | $5 \%$ | (35) | 17\% | (108) | 8\% | (54) | 12\% | (80) | 32\% | (203) | 25\% | (162) | 643 |
| 2018 House Vote: Someone else | $2 \%$ | (2) | $24 \%$ | (25) | $13 \%$ | (14) | 5\% | (5) | 38\% | (39) | 19\% | (20) | 105 |
| 2018 House Vote: Didnt Vote | 5\% | (27) | 16\% | (97) | 8\% | (49) | 6\% | (36) | 34\% | (206) | 31\% | (190) | 605 |
| 2016 Vote: Hillary Clinton | 11\% | (80) | 23\% | (168) | 6\% | (43) | 4\% | (27) | 38\% | (271) | 18\% | (129) | 719 |
| 2016 Vote: Donald Trump | 7\% | (48) | 17\% | (112) | 8\% | (51) | 12\% | (80) | 33\% | (217) | 24\% | (158) | 666 |
| 2016 Vote: Someone else | $4 \%$ | (6) | 29\% | (52) | 10\% | (17) | 4\% | (7) | 38\% | (67) | 16\% | (28) | 178 |
| 2016 Vote: Didnt Vote | 4\% | (28) | 15\% | (96) | 10\% | (60) | 6\% | (37) | 32\% | (204) | 32\% | (203) | 629 |
| Voted in 2014: Yes | 8\% | (115) | 23\% | (308) | 7\% | (101) | 8\% | (104) | 35\% | (481) | 19\% | (257) | 1366 |
| Voted in 2014: No | 6\% | (48) | 15\% | (124) | 9\% | (71) | 6\% | (47) | 33\% | (279) | 32\% | (265) | 833 |

[^73]Table HR7_6: Do you have a favorable or unfavorable opinion of each of the following TV shows?
Last Call with Carson Daly

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 7\% | (163) | 20\% | (432) | 8\% | (172) | 7\% | (151) | 35\% | (760) | 24\% | (522) | 2199 |
| 2012 Vote: Barack Obama | 10\% | (88) | 26\% | (221) | 7\% | (61) | $4 \%$ | (34) | 37\% | (314) | 16\% | (136) | 854 |
| 2012 Vote: Mitt Romney | 5\% | (23) | 17\% | (84) | 8\% | (39) | $14 \%$ | (68) | 33\% | (165) | 24\% | (122) | 501 |
| 2012 Vote: Other | 4\% | (3) | 17\% | (15) | 7\% | (6) | 8\% | (7) | 46\% | (40) | 19\% | (17) | 87 |
| 2012 Vote: Didn't Vote | 6\% | (48) | 15\% | (109) | 9\% | (65) | 6\% | (42) | 32\% | (241) | 33\% | (247) | 752 |
| 4-Region: Northeast | 7\% | (28) | 16\% | (62) | 9\% | (36) | 7\% | (26) | 39\% | (154) | 22\% | (88) | 394 |
| 4-Region: Midwest | 5\% | (21) | 19\% | (90) | 8\% | (36) | 8\% | (38) | 38\% | (177) | 22\% | (100) | 462 |
| 4-Region: South | 9\% | (71) | 21\% | (172) | 7\% | (56) | 8\% | (63) | 31\% | (255) | 25\% | (208) | 824 |
| 4-Region: West | 8\% | (43) | 21\% | (107) | 8\% | (44) | 5\% | (24) | 33\% | (174) | 24\% | (127) | 519 |
| TV shows: Every day | 9\% | (104) | 22\% | (250) | 8\% | (97) | 7\% | (77) | 34\% | (387) | 20\% | (233) | 1148 |
| TV shows: Several times per week | 6\% | (30) | $21 \%$ | (107) | 8\% | (40) | 6\% | (32) | 38\% | (193) | 22\% | (110) | 512 |
| TV shows: About once per week | 6\% | (8) | 24\% | (34) | 12\% | (18) | 10\% | (14) | 28\% | (40) | 21\% | (30) | 144 |
| TV shows: Several times per month | 5\% | (5) | 16\% | (16) | 7\% | (7) | 8\% | (8) | 41\% | (41) | 23\% | (23) | 101 |
| TV shows: About once per month | 1\% | (0) | 6\% | (3) | 13\% | (6) | 5\% | (3) | 24\% | (11) | 50\% | (24) | 48 |
| TV shows: Less often than once per month | 14\% | (11) | 8\% | (6) | - | (0) | 5\% | (4) | 33\% | (26) | 39\% | (31) | 78 |
| TV shows: Never | 3\% | (4) | 9\% | (15) | 2\% | (3) | 7\% | (12) | 37\% | (62) | 42\% | (71) | 169 |
| Movies: Every day | 15\% | (58) | 19\% | (76) | $11 \%$ | (42) | 7\% | (29) | 27\% | (109) | 21\% | (85) | 399 |
| Movies: Several times per week | 9\% | (53) | 25\% | (146) | 7\% | (39) | 6\% | (36) | 33\% | (192) | 19\% | (108) | 574 |
| Movies: About once per week | 6\% | (24) | 22\% | (83) | 12\% | (46) | 8\% | (31) | 33\% | (127) | 19\% | (72) | 383 |
| Movies: Several times per month | 2\% | (7) | 20\% | (55) | 10\% | (27) | 8\% | (23) | 39\% | (106) | 20\% | (55) | 273 |
| Movies: About once per month | 2\% | (3) | $11 \%$ | (19) | 5\% | (9) | 7\% | (12) | 48\% | (82) | 28\% | (48) | 173 |
| Movies: Less often than once per month | 4\% | (8) | 17\% | (34) | 2\% | (4) | 3\% | (6) | 39\% | (78) | 35\% | (71) | 201 |
| Movies: Never | 5\% | (10) | 10\% | (20) | 2\% | (4) | 8\% | (15) | 33\% | (65) | 42\% | (82) | 196 |
| Sports: Every day | 23\% | (36) | 27\% | (43) | 11\% | (17) | 5\% | (8) | 27\% | (43) | 7\% | (11) | 158 |
| Sports: Several times per week | 11\% | (35) | 24\% | (80) | 11\% | (37) | $11 \%$ | (35) | 27\% | (90) | 17\% | (55) | 332 |
| Sports: About once per week | 6\% | (17) | 27\% | (75) | 11\% | (31) | $4 \%$ | (10) | 33\% | (93) | 19\% | (52) | 279 |
| Sports: Several times per month | 10\% | (23) | $21 \%$ | (47) | 8\% | (19) | $11 \%$ | (24) | 31\% | (71) | 19\% | (43) | 228 |
| Sports: About once per month | 6\% | (10) | 22\% | (38) | 9\% | (16) | 7\% | (13) | 34\% | (59) | 22\% | (38) | 174 |
| Sports: Less often than once per month | 5\% | (19) | 19\% | (69) | 6\% | (22) | 7\% | (25) | 36\% | (132) | 26\% | (95) | 363 |
| Sports: Never | 3\% | (22) | 12\% | (80) | 4\% | (30) | 5\% | (35) | 41\% | (271) | 34\% | (227) | 666 |

Continued on next page

Table HR7_6: Do you have a favorable or unfavorable opinion of each of the following TV shows?
Last Call with Carson Daly

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 7\% | (163) | 20\% | (432) | 8\% | (172) | 7\% | (151) | 35\% | (760) | 24\% | (522) | 2199 |
| Cable: I currently subscribe | $11 \%$ | (118) | 20\% | (220) | 9\% | (96) | 7\% | (75) | 35\% | (392) | 19\% | (206) | 1108 |
| Cable: I subscribed in the past | 5\% | (35) | 22\% | (156) | 7\% | (51) | 7\% | (53) | 33\% | (240) | 26\% | (192) | 727 |
| Cable: I have never subscribed | 3\% | (10) | 15\% | (55) | 7\% | (25) | 6\% | (23) | 35\% | (128) | 34\% | (123) | 365 |
| Satellite television: I currently subscribe | $11 \%$ | (56) | 18\% | (96) | 6\% | (32) | 8\% | (42) | $33 \%$ | (173) | 24\% | (127) | 526 |
| Satellite television: I subscribed in the past | 9\% | (51) | 22\% | (129) | 9\% | (52) | 7\% | (41) | 32\% | (193) | 22\% | (130) | 597 |
| Satellite television: I have never subscribed | 5\% | (56) | 19\% | (206) | 8\% | (87) | 6\% | (68) | 37\% | (394) | 25\% | (265) | 1076 |
| Streaming service: I currently subscribe | 10\% | (126) | 22\% | (283) | 9\% | (114) | 6\% | (81) | 35\% | (456) | 19\% | (242) | 1302 |
| Streaming service: I subscribed in the past | 9\% | (21) | 20\% | (46) | 9\% | (22) | 10\% | (22) | 29\% | (67) | 24\% | (56) | 234 |
| Streaming service: I have never subscribed | $2 \%$ | (16) | 16\% | (103) | 5\% | (36) | 7\% | (47) | 36\% | (237) | 34\% | (224) | 663 |
| Film: An avid fan | 12\% | (93) | 24\% | (184) | 10\% | (75) | 6\% | (44) | 32\% | (246) | 18\% | (138) | 779 |
| Film: A casual fan | 5\% | (57) | 19\% | (224) | 7\% | (81) | 6\% | (72) | 38\% | (439) | 24\% | (280) | 1153 |
| Film: Not a fan | 5\% | (12) | 9\% | (24) | 6\% | (16) | 13\% | (35) | 28\% | (76) | 39\% | (104) | 267 |
| Television: An avid fan | 10\% | (121) | 24\% | (282) | 9\% | (109) | 7\% | (76) | 31\% | (363) | 18\% | (204) | 1154 |
| Television: A casual fan | 4\% | (38) | 16\% | (146) | 7\% | (61) | 7\% | (64) | 38\% | (347) | 28\% | (251) | 907 |
| Television: Not a fan | 3\% | (4) | 2\% | (3) | $2 \%$ | (2) | 9\% | (12) | 36\% | (50) | 49\% | (68) | 139 |
| Music: An avid fan | 10\% | (120) | 24\% | (276) | 9\% | (102) | 6\% | (75) | 33\% | (381) | 17\% | (199) | 1152 |
| Music: A casual fan | 5\% | (41) | 16\% | (146) | 7\% | (61) | 7\% | (67) | 37\% | (336) | 28\% | (256) | 907 |
| Music: Not a fan | $1 \%$ | (2) | 7\% | (9) | 6\% | (8) | 7\% | (9) | 31\% | (44) | 48\% | (67) | 140 |
| Fashion: An avid fan | 26\% | (89) | 26\% | (87) | 7\% | (25) | 6\% | (22) | 20\% | (69) | 14\% | (49) | 342 |
| Fashion: A casual fan | 6\% | (51) | 23\% | (195) | 6\% | (53) | 6\% | (52) | 36\% | (309) | 23\% | (200) | 861 |
| Fashion: Not a fan | $2 \%$ | (23) | 15\% | (149) | 9\% | (93) | 8\% | (76) | 38\% | (383) | 27\% | (272) | 996 |

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

Table HR7_7: Do you have a favorable or unfavorable opinion of each of the following TV shows?
Conan

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never | heard of | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 16\% (345) | 28\% (616) | 8\% (176) | 12\% (253) | 27\% (594) | 10\% | (214) | 2199 |
| Gender: Male | 18\% (189) | 31\% (324) | 8\% (87) | 14\% (149) | 22\% (238) | 7\% | (75) | 1061 |
| Gender: Female | 14\% (156) | 26\% (293) | 8\% (89) | 9\% (105) | 31\% (356) | 12\% | (140) | 1138 |
| Age: 18-29 | 22\% (89) | 23\% (93) | 7\% (29) | 9\% (37) | 18\% (73) | 22\% | (89) | 411 |
| Age: 30-44 | 22\% (134) | 30\% (183) | 5\% (30) | 8\% (47) | 28\% (170) | 6\% | (36) | 600 |
| Age: 45-54 | 20\% (65) | 30\% (99) | 7\% (25) | 10\% (34) | 27\% (90) | 6\% | (22) | 335 |
| Age: 55-64 | 9\% (36) | 31\% (128) | 9\% (37) | 16\% (65) | 29\% (120) | 8\% | (32) | 417 |
| Age: 65+ | 5\% (20) | 26\% (114) | 13\% (56) | 16\% (70) | 32\% (140) | 8\% | (36) | 436 |
| Generation Z: 18-21 | 22\% (26) | 20\% (23) | 5\% (6) | 8\% (10) | 8\% (9) | $36 \%$ | (42) | 116 |
| Millennial: Age 22-37 | 23\% (150) | 27\% (180) | 6\% (41) | 8\% (55) | 25\% (162) | $11 \%$ | (70) | 657 |
| Generation X: Age 38-53 | 19\% (105) | 30\% (164) | 6\% (31) | 10\% (53) | 29\% (157) | 6\% | (33) | 543 |
| Boomers: Age 54-72 | 8\% (63) | 30\% (231) | 11\% (84) | 15\% (114) | 29\% (226) | 7\% | (54) | 772 |
| PID: Dem (no lean) | 24\% (193) | 30\% (245) | 6\% (50) | 6\% (51) | 23\% (187) | 10\% | (80) | 806 |
| PID: Ind (no lean) | 10\% (75) | 27\% (200) | 8\% (62) | 11\% (83) | 33\% (245) | 12\% | (87) | 754 |
| PID: Rep (no lean) | 12\% (77) | 27\% (171) | 10\% (63) | 19\% (119) | 25\% (162) | 7\% | (47) | 639 |
| PID/Gender: Dem Men | 26\% (103) | 34\% (134) | 6\% (25) | 8\% (30) | 20\% (79) | 6\% | (25) | 395 |
| PID/Gender: Dem Women | 22\% (90) | 27\% (111) | 6\% (25) | 5\% (21) | 26\% (108) | 13\% | (55) | 411 |
| PID/Gender: Ind Men | 10\% (34) | 30\% (98) | 8\% (26) | 15\% (49) | 27\% (88) | 10\% | (31) | 326 |
| PID/Gender: Ind Women | 10\% (41) | 24\% (102) | 8\% (36) | 8\% (35) | 37\% (157) | 13\% | (56) | 427 |
| PID/Gender: Rep Men | 15\% (52) | 27\% (92) | 11\% (36) | 21\% (70) | 21\% (71) | 5\% | (18) | 339 |
| PID/Gender: Rep Women | 8\% (25) | 26\% (79) | 9\% (28) | 16\% (49) | 30\% (91) | 10\% | (29) | 300 |
| Ideo: Liberal (1-3) | 24\% (162) | 35\% (238) | 6\% (42) | 6\% (42) | 22\% (147) | 6\% | (43) | 674 |
| Ideo: Moderate (4) | 14\% (74) | 29\% (157) | 8\% (45) | 11\% (59) | 28\% (151) | $11 \%$ | (58) | 544 |
| Ideo: Conservative (5-7) | 12\% (83) | 27\% (191) | 11\% (78) | 17\% (125) | 25\% (175) | 8\% | (60) | 712 |
| Educ: < College | 16\% (245) | 25\% (374) | 7\% (110) | 12\% (178) | 28\% (417) | 12\% | (187) | 1512 |
| Educ: Bachelors degree | 16\% (73) | 34\% (149) | 10\% (43) | 10\% (45) | 28\% (122) | 3\% | (12) | 444 |
| Educ: Post-grad | 11\% (27) | 38\% (93) | 9\% (23) | 12\% (30) | 23\% (55) | 6\% | (15) | 243 |

[^74]Table HR7_7: Do you have a favorable or unfavorable opinion of each of the following TV shows?
Conan

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 16\% | (345) | 28\% | (616) | 8\% | (176) | 12\% | (253) | 27\% | (594) | 10\% | (214) | 2199 |
| Income: Under 50k | 17\% | (216) | 26\% | (336) | 6\% | (83) | 11\% | (140) | 27\% | (356) | 13\% | (166) | 1297 |
| Income: 50k-100k | 15\% | (92) | $31 \%$ | (192) | 10\% | (60) | 13\% | (81) | 25\% | (154) | 6\% | (36) | 615 |
| Income: $100 \mathrm{k}+$ | 13\% | (37) | 31\% | (89) | 12\% | (33) | 11\% | (32) | 29\% | (84) | 4\% | (12) | 287 |
| Ethnicity: White | 13\% | (232) | 27\% | (460) | 9\% | (158) | 13\% | (221) | 29\% | (504) | 9\% | (147) | 1722 |
| Ethnicity: Hispanic | $21 \%$ | (74) | 37\% | (131) | $4 \%$ | (15) | 9\% | (31) | 17\% | (58) | 12\% | (41) | 350 |
| Ethnicity: Afr. Am. | 24\% | (67) | $32 \%$ | (88) | 3\% | (8) | 6\% | (17) | 21\% | (57) | 14\% | (38) | 274 |
| Ethnicity: Other | 23\% | (46) | 34\% | (69) | 5\% | (10) | 8\% | (16) | 17\% | (34) | 14\% | (29) | 203 |
| Relig: Protestant | 10\% | (55) | 27\% | (147) | $11 \%$ | (62) | 14\% | (77) | 30\% | (160) | 7\% | (39) | 539 |
| Relig: Roman Catholic | 17\% | (73) | 26\% | (113) | 8\% | (34) | 14\% | (61) | 28\% | (123) | 7\% | (32) | 436 |
| Relig: Something Else | 21\% | (39) | 29\% | (54) | 6\% | (11) | 6\% | (12) | 26\% | (48) | 12\% | (23) | 187 |
| Relig: Jewish | 14\% | (7) | 35\% | (19) | 14\% | (8) | 8\% | (4) | 27\% | (15) | 2\% | (1) | 54 |
| Relig: Evangelical | 14\% | (114) | 29\% | (232) | 9\% | (71) | 12\% | (94) | 29\% | (230) | 8\% | (63) | 805 |
| Relig: Non-Evang. Catholics | 15\% | (52) | 23\% | (81) | 10\% | (36) | 16\% | (56) | 28\% | (101) | 9\% | (31) | 357 |
| Relig: All Christian | 14\% | (166) | 27\% | (313) | 9\% | (107) | 13\% | (150) | 29\% | (331) | 8\% | (94) | 1161 |
| Relig: All Non-Christian | 18\% | (40) | 28\% | (63) | 4\% | (10) | 10\% | (23) | 27\% | (61) | 13\% | (28) | 224 |
| Community: Urban | 20\% | (118) | 27\% | (154) | 8\% | (46) | 10\% | (56) | 25\% | (144) | 10\% | (56) | 575 |
| Community: Suburban | 15\% | (146) | 32\% | (315) | 8\% | (79) | 12\% | (116) | 25\% | (243) | 8\% | (83) | 982 |
| Community: Rural | 13\% | (82) | 23\% | (147) | 8\% | (51) | 13\% | (81) | 32\% | (207) | 12\% | (75) | 643 |
| Employ: Private Sector | 20\% | (135) | 30\% | (199) | 9\% | (57) | 10\% | (64) | 23\% | (153) | 8\% | (52) | 661 |
| Employ: Government | 14\% | (17) | 34\% | (43) | 8\% | (10) | 10\% | (13) | 25\% | (31) | 9\% | (11) | 124 |
| Employ: Self-Employed | 18\% | (35) | 35\% | (68) | 8\% | (15) | 9\% | (17) | 21\% | (40) | 10\% | (19) | 195 |
| Employ: Homemaker | 16\% | (27) | 23\% | (39) | 6\% | (11) | 9\% | (16) | 37\% | (62) | 8\% | (14) | 170 |
| Employ: Student | 29\% | (23) | 22\% | (18) | 12\% | (9) | 8\% | (6) | 10\% | (8) | 20\% | (16) | 79 |
| Employ: Retired | 7\% | (36) | 28\% | (145) | $11 \%$ | (56) | 17\% | (88) | 30\% | (156) | 8\% | (42) | 523 |
| Employ: Unemployed | 14\% | (36) | 25\% | (66) | 4\% | (11) | 8\% | (20) | 35\% | (92) | 14\% | (37) | 262 |
| Employ: Other | 20\% | (36) | 21\% | (39) | 3\% | (5) | 15\% | (28) | 28\% | (51) | 13\% | (24) | 185 |
| Military HH: Yes | 11\% | (41) | 30\% | (114) | 10\% | (38) | 15\% | (59) | 30\% | (116) | 4\% | (16) | 384 |
| Military HH: No | 17\% | (304) | 28\% | (502) | 8\% | (138) | 11\% | (194) | 26\% | (478) | 11\% | (198) | 1815 |
| RD/WT: Right Direction | 14\% | (116) | 24\% | (201) | 9\% | (71) | 16\% | (130) | 26\% | (217) | 11\% | (92) | 826 |
| RD/WT: Wrong Track | 17\% | (229) | 30\% | (415) | 8\% | (105) | 9\% | (124) | 27\% | (377) | 9\% | (123) | 1373 |

[^75]Table HR7_7: Do you have a favorable or unfavorable opinion of each of the following TV shows?
Conan

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 16\% (345) | 28\% (616) | 8\% | (176) | 12\% | (253) | 27\% | (594) | 10\% | (214) | 2199 |
| Trump Job Approve | 14\% (125) | 25\% (214) | 10\% | (85) | 17\% | (149) | 26\% | (224) | 8\% | (72) | 870 |
| Trump Job Disapprove | 18\% (216) | 32\% (398) | 7\% | (87) | 8\% | (100) | 26\% | (323) | 8\% | (103) | 1227 |
| Trump Job Strongly Approve | 16\% (70) | 20\% (90) | 9\% | (41) | 22\% | (96) | 24\% | (107) | 8\% | (36) | 440 |
| Trump Job Somewhat Approve | 13\% (55) | 29\% (124) | 10\% | (44) | 12\% | (53) | 27\% | (117) | 8\% | (36) | 429 |
| Trump Job Somewhat Disapprove | 12\% (36) | 34\% (102) | 10\% | (31) | 6\% | (18) | 25\% | (74) | 12\% | (36) | 297 |
| Trump Job Strongly Disapprove | 19\% (180) | 32\% (296) | 6\% | (55) | 9\% | (82) | 27\% | (249) | 7\% | (67) | 930 |
| Favorable of Trump | 14\% (117) | 25\% (210) | 10\% | (87) | 18\% | (150) | 26\% | (221) | 7\% | (62) | 847 |
| Unfavorable of Trump | 18\% (221) | 33\% (395) | 7\% | (85) | 8\% | (101) | 25\% | (303) | 9\% | (107) | 1212 |
| Very Favorable of Trump | 16\% (78) | 22\% (106) | 9\% | (44) | 20\% | (96) | 25\% | (121) | 7\% | (34) | 479 |
| Somewhat Favorable of Trump | 11\% (39) | 28\% (104) | $11 \%$ | (42) | 15\% | (55) | 27\% | (100) | 8\% | (28) | 368 |
| Somewhat Unfavorable of Trump | 15\% (34) | 30\% (71) | 9\% | (22) | 8\% | (18) | 27\% | (64) | 12\% | (27) | 236 |
| Very Unfavorable of Trump | 19\% (187) | 33\% (324) | 6\% | (63) | 8\% | (83) | 25\% | (240) | 8\% | (79) | 976 |
| \#1 Issue: Economy | 18\% (100) | 35\% (195) | 9\% | (49) | 9\% | (49) | 21\% | (117) | 9\% | (50) | 560 |
| \#1 Issue: Security | 12\% (52) | 22\% (98) | 10\% | (43) | 21\% | (94) | 28\% | (122) | 7\% | (31) | 441 |
| \#1 Issue: Health Care | 17\% (64) | 27\% (100) | 6\% | (23) | 7\% | (27) | 30\% | (111) | 12\% | (43) | 368 |
| \#1 Issue: Medicare / Social Security | 11\% (40) | 24\% (87) | 9\% | (34) | 11\% | (41) | 33\% | (120) | 10\% | (37) | 359 |
| \#1 Issue: Women's Issues | 27\% (34) | 28\% (35) | 5\% | (7) | 10\% | (12) | 18\% | (23) | 12\% | (15) | 126 |
| \#1 Issue: Education | 19\% (30) | 28\% (43) | 6\% | (10) | 7\% | (11) | 26\% | (41) | 13\% | (20) | 154 |
| \#1 Issue: Energy | 18\% (18) | 32\% (32) | 6\% | (6) | 10\% | (10) | 27\% | (27) | 8\% | (8) | 100 |
| \#1 Issue: Other | 10\% (9) | 28\% (26) | $5 \%$ | (5) | 10\% | (9) | 36\% | (33) | 11\% | (11) | 93 |
| 2018 House Vote: Democrat | 21\% (180) | 35\% (293) | 7\% | (56) | 6\% | (48) | 24\% | (199) | 7\% | (63) | 839 |
| 2018 House Vote: Republican | 10\% (64) | 24\% (157) | 12\% | (77) | 21\% | (137) | 25\% | (162) | 7\% | (46) | 643 |
| 2018 House Vote: Someone else | $14 \% \quad$ (15) | 30\% (31) | 6\% | (7) | 7\% | (8) | 34\% | (36) | 8\% | (9) | 105 |
| 2018 House Vote: Didnt Vote | 13\% (81) | 22\% (135) | 6\% | (36) | 10\% | (59) | 33\% | (197) | 16\% | (97) | 605 |
| 2016 Vote: Hillary Clinton | 23\% (164) | 30\% (212) | 8\% | (55) | 5\% | (34) | 27\% | (191) | 9\% | (62) | 719 |
| 2016 Vote: Donald Trump | 10\% (68) | 27\% (178) | 11\% | (71) | 20\% | (133) | 26\% | (174) | 6\% | (43) | 666 |
| 2016 Vote: Someone else | 11\% (19) | 38\% (68) | $11 \%$ | (20) | 13\% | (23) | 25\% | (44) | 2\% | (4) | 178 |
| 2016 Vote: Didnt Vote | 15\% (94) | 25\% (155) | 5\% | (30) | 10\% | (63) | 29\% | (184) | 17\% | (104) | 629 |
| Voted in 2014: Yes | 15\% (204) | $31 \%$ (420) | 9\% | (125) | 12\% | (164) | 27\% | (364) | 7\% | (89) | 1366 |
| Voted in 2014: No | 17\% (141) | 24\% (197) | 6\% | (51) | 11\% | (89) | 28\% | (230) | 15\% | (126) | 833 |

[^76]Table HR7_7: Do you have a favorable or unfavorable opinion of each of the following TV shows?
Conan

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 16\% | (345) | 28\% | (616) | 8\% | (176) | 12\% | (253) | 27\% | (594) | 10\% | (214) | 2199 |
| 2012 Vote: Barack Obama | 20\% | (172) | 34\% | (292) | 8\% | (67) | 6\% | (52) | 25\% | (213) | 7\% | (58) | 854 |
| 2012 Vote: Mitt Romney | 7\% | (35) | 26\% | (129) | 13\% | (63) | 21\% | (106) | 29\% | (143) | 5\% | (24) | 501 |
| 2012 Vote: Other | 9\% | (7) | 31\% | (27) | 10\% | (9) | 9\% | (8) | 36\% | (31) | 5\% | (4) | 87 |
| 2012 Vote: Didn't Vote | 17\% | (127) | 22\% | (168) | 5\% | (36) | 12\% | (87) | 27\% | (206) | 17\% | (128) | 752 |
| 4-Region: Northeast | 15\% | (59) | 29\% | (113) | 7\% | (29) | 12\% | (48) | 30\% | (118) | 7\% | (27) | 394 |
| 4-Region: Midwest | 16\% | (74) | 27\% | (127) | 9\% | (42) | 11\% | (50) | 26\% | (122) | 10\% | (47) | 462 |
| 4-Region: South | 16\% | (128) | 27\% | (222) | 8\% | (62) | 11\% | (87) | 27\% | (222) | 12\% | (103) | 824 |
| 4-Region: West | 16\% | (84) | 30\% | (155) | 8\% | (43) | 13\% | (68) | 25\% | (132) | 7\% | (38) | 519 |
| TV shows: Every day | 19\% | (216) | 30\% | (341) | 8\% | (96) | 11\% | (124) | 25\% | (291) | 7\% | (81) | 1148 |
| TV shows: Several times per week | 13\% | (69) | $31 \%$ | (159) | 7\% | (35) | 13\% | (65) | 24\% | (124) | 12\% | (59) | 512 |
| TV shows: About once per week | 10\% | (15) | 33\% | (47) | 8\% | (12) | 12\% | (17) | 30\% | (43) | 7\% | (10) | 144 |
| TV shows: Several times per month | 20\% | (21) | 23\% | (23) | 12\% | (12) | 9\% | (9) | 32\% | (32) | 4\% | (4) | 101 |
| TV shows: About once per month | 3\% | (1) | 17\% | (8) | 8\% | (4) | 6\% | (3) | 37\% | (18) | 29\% | (14) | 48 |
| TV shows: Less often than once per month | 14\% | (11) | 22\% | (17) | $11 \%$ | (8) | 15\% | (12) | 28\% | (22) | 9\% | (7) | 78 |
| TV shows: Never | 7\% | (12) | 13\% | (21) | 5\% | (9) | 14\% | (23) | 38\% | (64) | 23\% | (39) | 169 |
| Movies: Every day | 28\% | (111) | 23\% | (93) | 7\% | (27) | 12\% | (49) | 23\% | (92) | 7\% | (27) | 399 |
| Movies: Several times per week | 18\% | (105) | 34\% | (192) | 8\% | (46) | 10\% | (58) | 22\% | (124) | 9\% | (49) | 574 |
| Movies: About once per week | 15\% | (58) | $31 \%$ | (117) | 9\% | (33) | 12\% | (48) | 25\% | (94) | 9\% | (33) | 383 |
| Movies: Several times per month | 8\% | (22) | 38\% | (105) | 12\% | (31) | 11\% | (30) | 25\% | (69) | 6\% | (16) | 273 |
| Movies: About once per month | 7\% | (12) | 24\% | (42) | 10\% | (18) | 13\% | (22) | 35\% | (60) | 11\% | (19) | 173 |
| Movies: Less often than once per month | 10\% | (20) | $21 \%$ | (42) | 6\% | (11) | 8\% | (17) | 39\% | (78) | 17\% | (34) | 201 |
| Movies: Never | 8\% | (17) | 13\% | (25) | 4\% | (9) | 15\% | (29) | 40\% | (78) | 19\% | (38) | 196 |
| Sports: Every day | 33\% | (52) | 25\% | (40) | 11\% | (17) | 6\% | (10) | 21\% | (33) | 3\% | (5) | 158 |
| Sports: Several times per week | 24\% | (81) | 30\% | (98) | 10\% | (32) | 14\% | (46) | 18\% | (60) | 5\% | (16) | 332 |
| Sports: About once per week | 14\% | (40) | 33\% | (91) | $11 \%$ | (30) | 11\% | (31) | 26\% | (72) | 5\% | (14) | 279 |
| Sports: Several times per month | 13\% | (30) | 38\% | (86) | 8\% | (17) | 13\% | (30) | 20\% | (45) | 8\% | (19) | 228 |
| Sports: About once per month | 9\% | (15) | 30\% | (53) | 10\% | (17) | 15\% | (26) | 25\% | (44) | 11\% | (19) | 174 |
| Sports: Less often than once per month | 16\% | (57) | 25\% | (92) | 7\% | (26) | 12\% | (42) | 29\% | (106) | 11\% | (40) | 363 |
| Sports: Never | 10\% | (68) | 24\% | (156) | 6\% | (37) | 10\% | (68) | 35\% | (235) | 15\% | (101) | 666 |

Continued on next page

Table HR7_7: Do you have a favorable or unfavorable opinion of each of the following TV shows?
Conan

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 16\% (345) | 28\% (616) | 8\% | (176) | 12\% | (253) | 27\% | (594) | 10\% | (214) | 2199 |
| Cable: I currently subscribe | 19\% (207) | 27\% (297) | 8\% | (92) | 12\% | (135) | 26\% | (289) | 8\% | (87) | 1108 |
| Cable: I subscribed in the past | 14\% (104) | 34\% (250) | 9\% | (62) | $11 \%$ | (81) | 24\% | (177) | 7\% | (52) | 727 |
| Cable: I have never subscribed | 9\% (34) | 19\% (69) | 6\% | (22) | 10\% | (37) | 35\% | (128) | 21\% | (75) | 365 |
| Satellite television: I currently subscribe | 15\% (81) | 30\% (157) | 9\% | (50) | 10\% | (54) | 28\% | (147) | 7\% | (39) | 526 |
| Satellite television: I subscribed in the past | 19\% (112) | 26\% (158) | 9\% | (52) | 13\% | (76) | 25\% | (152) | 8\% | (47) | 597 |
| Satellite television: I have never subscribed | 14\% (153) | 28\% (302) | 7\% | (74) | $11 \%$ | (123) | 27\% | (295) | 12\% | (129) | 1076 |
| Streaming service: I currently subscribe | 20\% (264) | 30\% (389) | 7\% | (98) | 11\% | (148) | 25\% | (324) | 6\% | (78) | 1302 |
| Streaming service: I subscribed in the past | 15\% (35) | 29\% (68) | $11 \%$ | (25) | 9\% | (20) | 24\% | (56) | 12\% | (29) | 234 |
| Streaming service: I have never subscribed | 7\% (46) | 24\% (159) | 8\% | (53) | 13\% | (85) | 32\% | (214) | 16\% | (107) | 663 |
| Film: An avid fan | 27\% (213) | 30\% (233) | 7\% | (56) | 10\% | (81) | 19\% | (150) | 6\% | (46) | 779 |
| Film: A casual fan | 10\% (111) | 30\% (349) | 9\% | (108) | 11\% | (130) | 30\% | (348) | 9\% | (107) | 1153 |
| Film: Not a fan | 8\% (21) | 13\% (34) | 5\% | (12) | 16\% | (42) | 36\% | (96) | 23\% | (62) | 267 |
| Television: An avid fan | 21\% (247) | 31\% (362) | 8\% | (89) | $11 \%$ | (124) | 22\% | (254) | 7\% | (79) | 1154 |
| Television: A casual fan | 10\% (92) | 26\% (236) | 9\% | (78) | 12\% | (112) | 32\% | (289) | 11\% | (100) | 907 |
| Television: Not a fan | 5\% (6) | 13\% (19) | 7\% | (9) | 13\% | (18) | 37\% | (51) | 26\% | (36) | 139 |
| Music: An avid fan | 23\% (267) | 30\% (345) | 7\% | (80) | 10\% | (121) | 21\% | (247) | 8\% | (92) | 1152 |
| Music: A casual fan | 8\% (72) | 28\% (255) | 10\% | (89) | 12\% | (113) | $33 \%$ | (300) | 9\% | (78) | 907 |
| Music: Not a fan | $4 \% \quad$ (6) | 12\% (17) | 5\% | (6) | 14\% | (20) | 34\% | (47) | $31 \%$ | (44) | 140 |
| Fashion: An avid fan | 35\% (118) | 28\% (95) | 6\% | (20) | 6\% | (19) | 15\% | (52) | 11\% | (38) | 342 |
| Fashion: A casual fan | 16\% (139) | 31\% (268) | 8\% | (68) | 9\% | (80) | 27\% | (231) | 9\% | (75) | 861 |
| Fashion: Not a fan | 9\% (88) | 25\% (253) | 9\% | (88) | 15\% | (154) | 31\% | (311) | 10\% | (101) | 996 |

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

Table HR7_8: Do you have a favorable or unfavorable opinion of each of the following TV shows?
Full Frontal with Samantha Bee

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 8\% | (166) | 13\% | (278) | 7\% | (148) | 12\% | (268) | 23\% | (508) | 38\% | (832) | 2199 |
| Gender: Male | 10\% | (105) | 17\% | (178) | 8\% | (87) | 14\% | (148) | 23\% | (241) | 28\% | (302) | 1061 |
| Gender: Female | 5\% | (61) | 9\% | (99) | 5\% | (61) | 10\% | (119) | 23\% | (267) | 47\% | (531) | 1138 |
| Age: 18-29 | 10\% | (42) | 14\% | (59) | 8\% | (32) | 9\% | (36) | 17\% | (69) | 42\% | (174) | 411 |
| Age: 30-44 | 8\% | (49) | 13\% | (80) | 8\% | (46) | 11\% | (67) | 25\% | (152) | $34 \%$ | (206) | 600 |
| Age: 45-54 | $11 \%$ | (36) | 13\% | (43) | 8\% | (28) | 14\% | (46) | 23\% | (78) | 31\% | (103) | 335 |
| Age: 55-64 | 6\% | (24) | 12\% | (52) | 5\% | (21) | 16\% | (67) | 28\% | (116) | 33\% | (137) | 417 |
| Age: 65+ | 3\% | (15) | 10\% | (44) | 5\% | (20) | 12\% | (52) | 21\% | (93) | 49\% | (212) | 436 |
| Generation Z: 18-21 | 19\% | (22) | 14\% | (17) | 6\% | (7) | 2\% | (3) | 8\% | (9) | 51\% | (59) | 116 |
| Millennial: Age 22-37 | 8\% | (50) | 14\% | (95) | 9\% | (59) | 11\% | (70) | 22\% | (143) | 37\% | (241) | 657 |
| Generation X: Age 38-53 | 9\% | (47) | 12\% | (68) | 7\% | (37) | 13\% | (70) | 27\% | (145) | $32 \%$ | (177) | 543 |
| Boomers: Age 54-72 | 6\% | (45) | 12\% | (90) | 5\% | (41) | 14\% | (110) | 24\% | (188) | 39\% | (298) | 772 |
| PID: Dem (no lean) | $11 \%$ | (91) | 20\% | (164) | 7\% | (59) | 4\% | (35) | 23\% | (184) | 34\% | (273) | 806 |
| PID: Ind (no lean) | 6\% | (44) | 10\% | (74) | 6\% | (43) | 10\% | (76) | 26\% | (199) | 42\% | (318) | 754 |
| PID: Rep (no lean) | 5\% | (31) | 6\% | (40) | 7\% | (46) | 25\% | (157) | 19\% | (125) | 38\% | (240) | 639 |
| PID/Gender: Dem Men | 15\% | (61) | 27\% | (107) | 8\% | (31) | 6\% | (22) | 21\% | (85) | 22\% | (89) | 395 |
| PID/Gender: Dem Women | 7\% | (30) | 14\% | (56) | 7\% | (27) | 3\% | (13) | 24\% | (99) | 45\% | (185) | 411 |
| PID/Gender: Ind Men | 8\% | (25) | 13\% | (42) | 8\% | (27) | 10\% | (32) | 27\% | (89) | $34 \%$ | (111) | 326 |
| PID/Gender: Ind Women | 4\% | (18) | 7\% | (31) | 4\% | (16) | 10\% | (44) | 26\% | (110) | 49\% | (208) | 427 |
| PID/Gender: Rep Men | 6\% | (19) | 8\% | (29) | 8\% | (28) | 28\% | (94) | 20\% | (67) | 30\% | (102) | 339 |
| PID/Gender: Rep Women | 4\% | (12) | 4\% | (12) | 6\% | (18) | 21\% | (62) | 19\% | (57) | 46\% | (139) | 300 |
| Ideo: Liberal (1-3) | $14 \%$ | (96) | 24\% | (160) | 8\% | (54) | 3\% | (22) | 24\% | (161) | 27\% | (181) | 674 |
| Ideo: Moderate (4) | 6\% | (32) | 11\% | (61) | 9\% | (47) | $11 \%$ | (62) | 22\% | (121) | 40\% | (220) | 544 |
| Ideo: Conservative (5-7) | 4\% | (28) | 7\% | (51) | 5\% | (36) | 24\% | (170) | 19\% | (138) | 41\% | (289) | 712 |
| Educ: < College | 7\% | (108) | 11\% | (170) | 6\% | (96) | 10\% | (152) | 23\% | (345) | 42\% | (641) | 1512 |
| Educ: Bachelors degree | 7\% | (33) | 17\% | (76) | 7\% | (31) | 16\% | (69) | 25\% | (110) | 28\% | (125) | 444 |
| Educ: Post-grad | 10\% | (25) | 13\% | (32) | 8\% | (20) | 19\% | (47) | 22\% | (53) | 27\% | (66) | 243 |

[^77]Table HR7_8: Do you have a favorable or unfavorable opinion of each of the following TV shows?
Full Frontal with Samantha Bee

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 8\% | (166) | 13\% | (278) | 7\% | (148) | 12\% | (268) | 23\% | (508) | 38\% | (832) | 2199 |
| Income: Under 50k | 8\% | (104) | 12\% | (152) | 6\% | (84) | 8\% | (99) | 24\% | (310) | 42\% | (549) | 1297 |
| Income: 50k-100k | 8\% | (48) | 15\% | (91) | 7\% | (42) | 17\% | (103) | 20\% | (125) | 34\% | (207) | 615 |
| Income: $100 \mathrm{k}+$ | 5\% | (14) | 12\% | (35) | 7\% | (21) | 23\% | (66) | 26\% | (73) | 27\% | (77) | 287 |
| Ethnicity: White | 6\% | (104) | 10\% | (181) | 7\% | (120) | 14\% | (248) | 24\% | (413) | 38\% | (655) | 1722 |
| Ethnicity: Hispanic | 12\% | (41) | 16\% | (55) | 7\% | (25) | 9\% | (32) | 16\% | (57) | 40\% | (140) | 350 |
| Ethnicity: Afr. Am. | 13\% | (36) | 23\% | (62) | 5\% | (13) | $2 \%$ | (5) | 21\% | (58) | 36\% | (100) | 274 |
| Ethnicity: Other | 13\% | (26) | 17\% | (35) | 7\% | (14) | 7\% | (14) | 18\% | (36) | 38\% | (77) | 203 |
| Relig: Protestant | 5\% | (29) | 7\% | (40) | 7\% | (38) | 18\% | (98) | 24\% | (130) | 38\% | (205) | 539 |
| Relig: Roman Catholic | 9\% | (39) | 13\% | (58) | 7\% | (30) | 14\% | (59) | 23\% | (98) | 35\% | (152) | 436 |
| Relig: Something Else | 3\% | (5) | 18\% | (33) | 3\% | (6) | 10\% | (19) | 28\% | (52) | 39\% | (72) | 187 |
| Relig: Jewish | 4\% | (2) | 21\% | (12) | 3\% | (1) | 19\% | (10) | 20\% | (11) | $34 \%$ | (18) | 54 |
| Relig: Evangelical | 6\% | (51) | 12\% | (99) | 6\% | (50) | 13\% | (105) | 25\% | (203) | 37\% | (296) | 805 |
| Relig: Non-Evang. Catholics | 6\% | (22) | 9\% | (32) | 6\% | (23) | 20\% | (70) | 22\% | (77) | 37\% | (133) | 357 |
| Relig: All Christian | 6\% | (74) | 11\% | (130) | 6\% | (73) | 15\% | (175) | 24\% | (280) | 37\% | (429) | 1161 |
| Relig: All Non-Christian | 8\% | (17) | 9\% | (20) | 5\% | (12) | 10\% | (23) | 16\% | (36) | 52\% | (116) | 224 |
| Community: Urban | 9\% | (53) | 17\% | (96) | 6\% | (35) | 10\% | (60) | 22\% | (125) | 36\% | (207) | 575 |
| Community: Suburban | 8\% | (75) | 14\% | (139) | 8\% | (77) | $11 \%$ | (113) | 24\% | (234) | 35\% | (345) | 982 |
| Community: Rural | 6\% | (39) | 7\% | (43) | 6\% | (36) | 15\% | (95) | 23\% | (149) | 44\% | (281) | 643 |
| Employ: Private Sector | 7\% | (48) | 18\% | (116) | 10\% | (67) | 14\% | (89) | 22\% | (143) | 30\% | (196) | 661 |
| Employ: Government | 8\% | (10) | 18\% | (22) | 2\% | (2) | 20\% | (25) | 18\% | (23) | 34\% | (42) | 124 |
| Employ: Self-Employed | 13\% | (25) | 13\% | (26) | 3\% | (6) | 14\% | (27) | $21 \%$ | (40) | 36\% | (71) | 195 |
| Employ: Homemaker | 8\% | (14) | 7\% | (12) | 6\% | (9) | 12\% | (20) | 24\% | (40) | 44\% | (76) | 170 |
| Employ: Student | 19\% | (15) | 18\% | (14) | 8\% | (6) | 7\% | (5) | 11\% | (8) | 38\% | (30) | 79 |
| Employ: Retired | 5\% | (24) | 11\% | (60) | 6\% | (31) | 13\% | (69) | 20\% | (106) | 45\% | (234) | 523 |
| Employ: Unemployed | 8\% | (20) | 6\% | (16) | 5\% | (12) | 8\% | (21) | 31\% | (82) | 42\% | (111) | 262 |
| Employ: Other | 6\% | (11) | 6\% | (12) | 7\% | (14) | 6\% | (12) | 35\% | (65) | 39\% | (72) | 185 |
| Military HH: Yes | 6\% | (23) | 16\% | (61) | 6\% | (22) | 12\% | (48) | 20\% | (77) | 40\% | (154) | 384 |
| Military HH: No | 8\% | (144) | 12\% | (217) | 7\% | (125) | 12\% | (220) | 24\% | (431) | 37\% | (678) | 1815 |
| RD/WT: Right Direction | 6\% | (47) | 10\% | (82) | 7\% | (56) | 19\% | (156) | 19\% | (158) | 40\% | (329) | 826 |
| RD/WT: Wrong Track | 9\% | (120) | 14\% | (196) | 7\% | (92) | 8\% | (112) | 25\% | (350) | 37\% | (503) | 1373 |

[^78]Table HR7_8: Do you have a favorable or unfavorable opinion of each of the following TV shows?
Full Frontal with Samantha Bee

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 8\% | (166) | 13\% | (278) | 7\% | (148) | 12\% | (268) | 23\% | (508) | 38\% | (832) | 2199 |
| Trump Job Approve | 6\% | (52) | 7\% | (58) | 6\% | (54) | 22\% | (191) | 19\% | (169) | 40\% | (345) | 870 |
| Trump Job Disapprove | 9\% | (113) | 18\% | (217) | 7\% | (90) | 6\% | (74) | 25\% | (305) | 35\% | (429) | 1227 |
| Trump Job Strongly Approve | 8\% | (35) | 6\% | (26) | 4\% | (18) | 25\% | (108) | 18\% | (78) | 40\% | (175) | 440 |
| Trump Job Somewhat Approve | $4 \%$ | (17) | 8\% | (33) | 8\% | (36) | 19\% | (82) | 21\% | (91) | 40\% | (170) | 429 |
| Trump Job Somewhat Disapprove | 1\% | (4) | 16\% | (48) | 9\% | (26) | 11\% | (32) | 18\% | (53) | 45\% | (134) | 297 |
| Trump Job Strongly Disapprove | 12\% | (109) | 18\% | (169) | 7\% | (64) | 5\% | (42) | 27\% | (252) | 32\% | (295) | 930 |
| Favorable of Trump | 6\% | (47) | 7\% | (58) | 6\% | (50) | 22\% | (185) | 20\% | (167) | 40\% | (340) | 847 |
| Unfavorable of Trump | 10\% | (118) | 18\% | (212) | 8\% | (93) | 7\% | (82) | 23\% | (284) | 35\% | (423) | 1212 |
| Very Favorable of Trump | 8\% | (36) | 6\% | (28) | 4\% | (20) | 24\% | (117) | 19\% | (90) | 39\% | (188) | 479 |
| Somewhat Favorable of Trump | 3\% | (11) | 8\% | (30) | 8\% | (30) | 18\% | (68) | 21\% | (77) | 41\% | (152) | 368 |
| Somewhat Unfavorable of Trump | 4\% | (9) | 10\% | (23) | 13\% | (31) | 13\% | (32) | 16\% | (37) | 44\% | (104) | 236 |
| Very Unfavorable of Trump | 11\% | (109) | 19\% | (189) | 6\% | (63) | 5\% | (51) | 25\% | (247) | 33\% | (318) | 976 |
| \#1 Issue: Economy | 5\% | (30) | 14\% | (76) | 8\% | (44) | 15\% | (82) | 24\% | (133) | 35\% | (195) | 560 |
| \#1 Issue: Security | 5\% | (22) | 6\% | (28) | 5\% | (21) | 22\% | (97) | 19\% | (84) | 43\% | (188) | 441 |
| \#1 Issue: Health Care | 8\% | (28) | 17\% | (63) | 6\% | (21) | 6\% | (23) | 29\% | (107) | 34\% | (125) | 368 |
| \#1 Issue: Medicare / Social Security | 8\% | (28) | 12\% | (43) | 5\% | (19) | 10\% | (36) | 21\% | (77) | 44\% | (156) | 359 |
| \#1 Issue: Women's Issues | 20\% | (26) | 14\% | (18) | 8\% | (10) | 5\% | (6) | 15\% | (19) | $37 \%$ | (47) | 126 |
| \#1 Issue: Education | 8\% | (12) | 14\% | (22) | 13\% | (20) | 8\% | (12) | 21\% | (32) | 37\% | (57) | 154 |
| \#1 Issue: Energy | 7\% | (7) | 20\% | (20) | 10\% | (10) | 4\% | (4) | 27\% | (27) | 32\% | (32) | 100 |
| \#1 Issue: Other | 15\% | (14) | 8\% | (8) | $2 \%$ | (2) | 9\% | (8) | 30\% | (28) | 35\% | (33) | 93 |
| 2018 House Vote: Democrat | 12\% | (103) | 22\% | (182) | 7\% | (55) | 5\% | (45) | 24\% | (201) | 30\% | (254) | 839 |
| 2018 House Vote: Republican | $4 \%$ | (27) | 6\% | (40) | 7\% | (46) | 26\% | (166) | 19\% | (123) | 37\% | (241) | 643 |
| 2018 House Vote: Someone else | 3\% | (3) | 11\% | (11) | 15\% | (15) | 11\% | (12) | 29\% | (30) | 33\% | (34) | 105 |
| 2018 House Vote: Didnt Vote | 5\% | (30) | 7\% | (44) | 5\% | (29) | 7\% | (45) | 25\% | (153) | 50\% | (304) | 605 |
| 2016 Vote: Hillary Clinton | 13\% | (90) | 22\% | (155) | 6\% | (44) | 4\% | (26) | 26\% | (185) | 30\% | (219) | 719 |
| 2016 Vote: Donald Trump | $5 \%$ | (33) | 6\% | (41) | 6\% | (42) | 25\% | (169) | 19\% | (130) | 38\% | (251) | 666 |
| 2016 Vote: Someone else | 4\% | (7) | 18\% | (32) | 8\% | (14) | 14\% | (24) | 27\% | (48) | 30\% | (53) | 178 |
| 2016 Vote: Didnt Vote | 6\% | (35) | 8\% | (50) | 7\% | (45) | 8\% | (48) | 23\% | (145) | 49\% | (306) | 629 |
| Voted in 2014: Yes | 8\% | (107) | 16\% | (218) | 7\% | (92) | 14\% | (186) | 22\% | (307) | 33\% | (456) | 1366 |
| Voted in 2014: No | 7\% | (59) | 7\% | (60) | 7\% | (56) | 10\% | (82) | 24\% | (200) | 45\% | (376) | 833 |

[^79]Table HR7_8: Do you have a favorable or unfavorable opinion of each of the following TV shows?
Full Frontal with Samantha Bee

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 8\% | (166) | 13\% | (278) | 7\% | (148) | 12\% | (268) | 23\% | (508) | 38\% | (832) | 2199 |
| 2012 Vote: Barack Obama | 11\% | (94) | 21\% | (177) | 6\% | (49) | 7\% | (57) | 24\% | (207) | 32\% | (270) | 854 |
| 2012 Vote: Mitt Romney | 3\% | (16) | 6\% | (31) | 6\% | (32) | 27\% | (133) | 21\% | (103) | 37\% | (185) | 501 |
| 2012 Vote: Other | 7\% | (6) | 7\% | (6) | 2\% | (2) | 18\% | (15) | 27\% | (24) | 40\% | (35) | 87 |
| 2012 Vote: Didn't Vote | 7\% | (50) | 8\% | (63) | 9\% | (65) | 8\% | (62) | 23\% | (170) | 45\% | (342) | 752 |
| 4-Region: Northeast | 7\% | (27) | 10\% | (39) | 7\% | (27) | $14 \%$ | (56) | 29\% | (115) | 33\% | (130) | 394 |
| 4-Region: Midwest | 7\% | (34) | 10\% | (47) | 6\% | (29) | $12 \%$ | (54) | 26\% | (119) | 39\% | (179) | 462 |
| 4-Region: South | 7\% | (57) | 14\% | (119) | 6\% | (53) | 12\% | (97) | 21\% | (170) | 40\% | (329) | 824 |
| 4-Region: West | 9\% | (48) | 14\% | (73) | 7\% | (39) | 12\% | (61) | 20\% | (104) | 38\% | (195) | 519 |
| TV shows: Every day | 9\% | (101) | 14\% | (156) | 7\% | (79) | 13\% | (149) | 22\% | (252) | 36\% | (412) | 1148 |
| TV shows: Several times per week | 7\% | (36) | 12\% | (61) | 8\% | (39) | $11 \%$ | (58) | 26\% | (136) | 36\% | (182) | 512 |
| TV shows: About once per week | 8\% | (12) | 25\% | (36) | 7\% | (10) | 10\% | (15) | 19\% | (27) | 31\% | (44) | 144 |
| TV shows: Several times per month | 8\% | (9) | 10\% | (10) | 9\% | (9) | 18\% | (18) | 23\% | (23) | 31\% | (32) | 101 |
| TV shows: About once per month | 4\% | (2) | 1\% | (1) | 6\% | (3) | 9\% | (4) | $21 \%$ | (10) | 58\% | (28) | 48 |
| TV shows: Less often than once per month | 3\% | (3) | $11 \%$ | (9) | 5\% | (4) | 13\% | (10) | 23\% | (18) | 45\% | (35) | 78 |
| TV shows: Never | 3\% | (5) | 3\% | (6) | 2\% | (3) | 8\% | (14) | 25\% | (42) | 59\% | (100) | 169 |
| Movies: Every day | 12\% | (49) | 13\% | (51) | 10\% | (41) | 9\% | (37) | 20\% | (78) | 36\% | (144) | 399 |
| Movies: Several times per week | 9\% | (53) | 16\% | (91) | 5\% | (31) | 12\% | (67) | 24\% | (138) | 34\% | (194) | 574 |
| Movies: About once per week | 8\% | (29) | 12\% | (46) | 9\% | (36) | $14 \%$ | (54) | 22\% | (83) | 35\% | (135) | 383 |
| Movies: Several times per month | 7\% | (19) | 16\% | (43) | 6\% | (17) | 15\% | (42) | 24\% | (65) | 32\% | (86) | 273 |
| Movies: About once per month | 2\% | (3) | $11 \%$ | (19) | 6\% | (11) | 16\% | (27) | 22\% | (38) | 43\% | (75) | 173 |
| Movies: Less often than once per month | 3\% | (6) | 9\% | (18) | $4 \%$ | (8) | 9\% | (19) | 29\% | (58) | 46\% | (93) | 201 |
| Movies: Never | $4 \%$ | (7) | 5\% | (10) | 2\% | (4) | $11 \%$ | (22) | 24\% | (48) | 54\% | (106) | 196 |
| Sports: Every day | 19\% | (29) | 21\% | (33) | 5\% | (8) | 17\% | (26) | 26\% | (41) | 13\% | (20) | 158 |
| Sports: Several times per week | 10\% | (32) | 20\% | (65) | 13\% | (44) | 18\% | (61) | 15\% | (50) | 24\% | (81) | 332 |
| Sports: About once per week | 7\% | (20) | 18\% | (49) | 9\% | (24) | 9\% | (26) | 25\% | (70) | 32\% | (90) | 279 |
| Sports: Several times per month | 12\% | (27) | 15\% | (35) | 9\% | (20) | 12\% | (28) | 21\% | (47) | 31\% | (70) | 228 |
| Sports: About once per month | 3\% | (5) | 10\% | (18) | 5\% | (10) | 16\% | (27) | 20\% | (35) | 46\% | (79) | 174 |
| Sports: Less often than once per month | 5\% | (19) | $11 \%$ | (40) | 6\% | (20) | 10\% | (38) | 25\% | (92) | 42\% | (154) | 363 |
| Sports: Never | 5\% | (33) | 6\% | (38) | 3\% | (21) | 9\% | (61) | 26\% | (173) | 51\% | (339) | 666 |

Continued on next page

Table HR7_8: Do you have a favorable or unfavorable opinion of each of the following TV shows?
Full Frontal with Samantha Bee

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 8\% | (166) | 13\% | (278) | 7\% | (148) | 12\% | (268) | 23\% | (508) | 38\% | (832) | 2199 |
| Cable: I currently subscribe | 9\% | (105) | 15\% | (161) | 8\% | (90) | 12\% | (132) | 24\% | (270) | 32\% | (350) | 1108 |
| Cable: I subscribed in the past | 7\% | (48) | 12\% | (90) | 6\% | (40) | 13\% | (96) | 21\% | (154) | 41\% | (299) | 727 |
| Cable: I have never subscribed | 4\% | (13) | 7\% | (26) | 5\% | (18) | 11\% | (40) | 23\% | (84) | 50\% | (183) | 365 |
| Satellite television: I currently subscribe | 10\% | (50) | 13\% | (67) | 7\% | (36) | 15\% | (77) | 22\% | (117) | 34\% | (178) | 526 |
| Satellite television: I subscribed in the past | 8\% | (45) | 14\% | (85) | 8\% | (49) | 12\% | (73) | 23\% | (138) | 35\% | (207) | 597 |
| Satellite television: I have never subscribed | 7\% | (71) | 12\% | (126) | 6\% | (63) | $11 \%$ | (117) | 23\% | (253) | 42\% | (447) | 1076 |
| Streaming service: I currently subscribe | 9\% | (121) | 14\% | (183) | 8\% | (101) | 12\% | (163) | 23\% | (296) | 34\% | (439) | 1302 |
| Streaming service: I subscribed in the past | 9\% | (22) | 17\% | (40) | 8\% | (20) | 8\% | (19) | 22\% | (51) | 35\% | (82) | 234 |
| Streaming service: I have never subscribed | 4\% | (24) | 8\% | (55) | 4\% | (27) | 13\% | (86) | 24\% | (161) | 47\% | (311) | 663 |
| Film: An avid fan | 11\% | (88) | 19\% | (149) | 7\% | (51) | 12\% | (90) | 21\% | (162) | $31 \%$ | (238) | 779 |
| Film: A casual fan | 6\% | (63) | 10\% | (116) | 7\% | (84) | 13\% | (145) | 26\% | (294) | 39\% | (450) | 1153 |
| Film: Not a fan | 5\% | (14) | 5\% | (13) | $4 \%$ | (12) | 12\% | (32) | 19\% | (51) | 54\% | (144) | 267 |
| Television: An avid fan | 9\% | (102) | 15\% | (174) | 8\% | (88) | 13\% | (150) | 22\% | (253) | 33\% | (386) | 1154 |
| Television: A casual fan | 6\% | (57) | 11\% | (101) | 6\% | (52) | 12\% | (105) | 25\% | (227) | 40\% | (364) | 907 |
| Television: Not a fan | 5\% | (6) | 2\% | (3) | 5\% | (7) | 9\% | (13) | 20\% | (28) | 59\% | (83) | 139 |
| Music: An avid fan | 10\% | (110) | 16\% | (182) | 7\% | (79) | 11\% | (125) | 23\% | (261) | 34\% | (394) | 1152 |
| Music: A casual fan | 6\% | (51) | 10\% | (88) | 7\% | (65) | 14\% | (130) | 24\% | (218) | 39\% | (356) | 907 |
| Music: Not a fan | 3\% | (5) | 5\% | (8) | 3\% | (4) | 9\% | (13) | 21\% | (29) | 59\% | (82) | 140 |
| Fashion: An avid fan | 18\% | (61) | 19\% | (67) | 7\% | (24) | 7\% | (25) | 17\% | (59) | 31\% | (106) | 342 |
| Fashion: A casual fan | 7\% | (58) | 12\% | (106) | 6\% | (50) | 12\% | (102) | 24\% | (210) | 39\% | (335) | 861 |
| Fashion: Not a fan | 5\% | (47) | 11\% | (105) | 7\% | (74) | 14\% | (141) | 24\% | (239) | 39\% | (391) | 996 |

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

Table HR7_9: Do you have a favorable or unfavorable opinion of each of the following TV shows?
The Daily Show with Trevor Noah

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% | (335) | 14\% | (314) | 6\% | (123) | 9\% | (188) | 24\% | (527) | 32\% | (712) | 2199 |
| Gender: Male | 17\% | (182) | 16\% | (170) | 8\% | (87) | 12\% | (128) | 24\% | (253) | 23\% | (241) | 1061 |
| Gender: Female | 13\% | (153) | 13\% | (144) | 3\% | (37) | 5\% | (60) | 24\% | (273) | 41\% | (471) | 1138 |
| Age: 18-29 | 19\% | (76) | 20\% | (84) | 5\% | (19) | 8\% | (34) | 17\% | (72) | 31\% | (126) | 411 |
| Age: 30-44 | 20\% | (121) | 14\% | (83) | 9\% | (52) | 6\% | (36) | 24\% | (143) | 28\% | (165) | 600 |
| Age: 45-54 | 15\% | (51) | 15\% | (49) | 6\% | (22) | 9\% | (32) | 23\% | (77) | 31\% | (105) | 335 |
| Age: 55-64 | 12\% | (52) | 13\% | (54) | $4 \%$ | (17) | $11 \%$ | (47) | 27\% | (112) | 32\% | (135) | 417 |
| Age: 65+ | 8\% | (35) | 10\% | (44) | 3\% | (14) | 9\% | (39) | 28\% | (123) | 42\% | (182) | 436 |
| Generation Z: 18-21 | 15\% | (18) | 21\% | (25) | 7\% | (8) | 5\% | (5) | 15\% | (18) | 37\% | (43) | 116 |
| Millennial: Age 22-37 | 22\% | (146) | 18\% | (117) | 7\% | (49) | 7\% | (44) | 20\% | (131) | 26\% | (171) | 657 |
| Generation X: Age 38-53 | $14 \%$ | (77) | 13\% | (71) | 6\% | (35) | 10\% | (52) | 25\% | (138) | $31 \%$ | (171) | 543 |
| Boomers: Age 54-72 | 12\% | (89) | 12\% | (96) | 4\% | (31) | 10\% | (76) | 27\% | (207) | 35\% | (272) | 772 |
| PID: Dem (no lean) | 28\% | (227) | 19\% | (154) | $4 \%$ | (33) | 4\% | (31) | 20\% | (160) | 25\% | (201) | 806 |
| PID: Ind (no lean) | 10\% | (76) | 14\% | (105) | 8\% | (58) | 7\% | (52) | 27\% | (206) | 34\% | (258) | 754 |
| PID: Rep (no lean) | 5\% | (32) | 9\% | (56) | 5\% | (32) | 16\% | (105) | 25\% | (161) | 40\% | (254) | 639 |
| PID/Gender: Dem Men | 34\% | (136) | 21\% | (82) | 7\% | (28) | 5\% | (18) | 17\% | (68) | 16\% | (63) | 395 |
| PID/Gender: Dem Women | 22\% | (91) | 17\% | (71) | 1\% | (5) | 3\% | (12) | 23\% | (93) | 34\% | (138) | 411 |
| PID/Gender: Ind Men | 8\% | (27) | 17\% | (55) | 12\% | (40) | $11 \%$ | (35) | 29\% | (94) | 23\% | (75) | 326 |
| PID/Gender: Ind Women | $11 \%$ | (49) | 12\% | (50) | 4\% | (18) | $4 \%$ | (16) | 26\% | (112) | 43\% | (183) | 427 |
| PID/Gender: Rep Men | 5\% | (18) | 10\% | (33) | 5\% | (18) | 22\% | (74) | 27\% | (92) | 31\% | (104) | 339 |
| PID/Gender: Rep Women | 5\% | (14) | 8\% | (23) | 5\% | (14) | 10\% | (31) | 23\% | (69) | 50\% | (150) | 300 |
| Ideo: Liberal (1-3) | $34 \%$ | (226) | 23\% | (152) | 5\% | (34) | 3\% | (20) | 19\% | (129) | 17\% | (112) | 674 |
| Ideo: Moderate (4) | $11 \%$ | (57) | 16\% | (85) | 9\% | (48) | 7\% | (40) | 26\% | (142) | 31\% | (171) | 544 |
| Ideo: Conservative (5-7) | 5\% | (38) | 10\% | (71) | $4 \%$ | (30) | 17\% | (118) | 24\% | (174) | 39\% | (281) | 712 |
| Educ: < College | 14\% | (206) | 13\% | (194) | 5\% | (72) | 8\% | (125) | 24\% | (357) | 37\% | (559) | 1512 |
| Educ: Bachelors degree | 19\% | (87) | 15\% | (68) | 8\% | (34) | 10\% | (43) | 24\% | (108) | 23\% | (104) | 444 |
| Educ: Post-grad | 18\% | (43) | 22\% | (52) | 7\% | (18) | 8\% | (20) | 25\% | (62) | 20\% | (49) | 243 |

[^80]Table HR7_9: Do you have a favorable or unfavorable opinion of each of the following TV shows?
The Daily Show with Trevor Noah

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% | (335) | 14\% | (314) | 6\% | (123) | 9\% | (188) | 24\% | (527) | 32\% | (712) | 2199 |
| Income: Under 50k | 16\% | (202) | 12\% | (161) | 5\% | (61) | 8\% | (98) | 23\% | (304) | 36\% | (471) | 1297 |
| Income: 50k-100k | 15\% | (93) | 18\% | (109) | 6\% | (38) | 10\% | (61) | 23\% | (140) | 28\% | (174) | 615 |
| Income: 100k+ | 14\% | (40) | 15\% | (43) | 9\% | (25) | 10\% | (29) | 29\% | (83) | 24\% | (68) | 287 |
| Ethnicity: White | 12\% | (203) | 13\% | (221) | 5\% | (84) | 9\% | (159) | 26\% | (449) | 35\% | (606) | 1722 |
| Ethnicity: Hispanic | 25\% | (88) | 20\% | (69) | 7\% | (25) | 4\% | (13) | 15\% | (52) | 29\% | (103) | 350 |
| Ethnicity: Afr. Am. | 33\% | (90) | 17\% | (45) | 7\% | (19) | 6\% | (16) | 17\% | (48) | 20\% | (56) | 274 |
| Ethnicity: Other | 21\% | (43) | 24\% | (48) | 10\% | (20) | 6\% | (12) | 15\% | (30) | 25\% | (50) | 203 |
| Relig: Protestant | 12\% | (65) | 12\% | (64) | 6\% | (33) | 11\% | (59) | 26\% | (141) | 33\% | (177) | 539 |
| Relig: Roman Catholic | 17\% | (73) | 11\% | (48) | $4 \%$ | (19) | 11\% | (46) | 24\% | (106) | 33\% | (144) | 436 |
| Relig: Something Else | 14\% | (26) | 23\% | (43) | $3 \%$ | (6) | 4\% | (8) | 23\% | (43) | 33\% | (61) | 187 |
| Relig: Jewish | 13\% | (7) | 16\% | (8) | 7\% | (4) | 11\% | (6) | 32\% | (17) | 21\% | (11) | 54 |
| Relig: Evangelical | 15\% | (117) | 15\% | (121) | 4\% | (35) | 9\% | (73) | 25\% | (197) | 32\% | (261) | 805 |
| Relig: Non-Evang. Catholics | 13\% | (47) | 9\% | (34) | 6\% | (22) | 11\% | (41) | 26\% | (92) | $34 \%$ | (120) | 357 |
| Relig: All Christian | 14\% | (164) | 13\% | (155) | 5\% | (57) | 10\% | (114) | 25\% | (289) | 33\% | (382) | 1161 |
| Relig: All Non-Christian | 10\% | (22) | 8\% | (19) | 4\% | (9) | 11\% | (25) | 23\% | (51) | 44\% | (99) | 224 |
| Community: Urban | 19\% | (108) | 18\% | (105) | 8\% | (47) | 8\% | (47) | 22\% | (125) | 25\% | (142) | 575 |
| Community: Suburban | 18\% | (172) | 15\% | (147) | 5\% | (48) | 7\% | (70) | 23\% | (230) | 32\% | (314) | 982 |
| Community: Rural | 8\% | (55) | 10\% | (62) | 4\% | (28) | 11\% | (71) | 27\% | (171) | 40\% | (256) | 643 |
| Employ: Private Sector | 19\% | (127) | 18\% | (120) | 7\% | (46) | 9\% | (58) | 20\% | (134) | 27\% | (175) | 661 |
| Employ: Government | 15\% | (19) | 15\% | (19) | 6\% | (7) | 13\% | (17) | 25\% | (31) | 26\% | (32) | 124 |
| Employ: Self-Employed | 22\% | (43) | 10\% | (19) | $11 \%$ | (22) | 9\% | (17) | 23\% | (45) | 25\% | (50) | 195 |
| Employ: Homemaker | $12 \%$ | (20) | 14\% | (23) | $3 \%$ | (5) | $4 \%$ | (7) | 24\% | (40) | 44\% | (75) | 170 |
| Employ: Student | 21\% | (17) | $31 \%$ | (24) | 7\% | (5) | 1\% | (1) | 17\% | (14) | 24\% | (19) | 79 |
| Employ: Retired | 10\% | (51) | 11\% | (57) | $4 \%$ | (22) | 10\% | (53) | 26\% | (135) | 39\% | (206) | 523 |
| Employ: Unemployed | 13\% | (35) | 7\% | (19) | $4 \%$ | (9) | 11\% | (28) | 31\% | (82) | $34 \%$ | (88) | 262 |
| Employ: Other | 13\% | (24) | 17\% | (32) | $4 \%$ | (8) | 4\% | (7) | 24\% | (45) | 37\% | (68) | 185 |
| Military HH: Yes | 14\% | (53) | 15\% | (56) | 5\% | (17) | 8\% | (32) | 27\% | (105) | 31\% | (121) | 384 |
| Military HH: No | 16\% | (282) | 14\% | (258) | 6\% | (106) | 9\% | (156) | 23\% | (422) | 33\% | (591) | 1815 |
| RD/WT: Right Direction | 8\% | (69) | 11\% | (88) | 6\% | (46) | 14\% | (115) | 23\% | (191) | 39\% | (319) | 826 |
| RD/WT: Wrong Track | 19\% | (267) | 16\% | (226) | 6\% | (78) | 5\% | (73) | 24\% | (336) | 29\% | (394) | 1373 |

[^81]Table HR7_9: Do you have a favorable or unfavorable opinion of each of the following TV shows?
The Daily Show with Trevor Noah

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% | (335) | 14\% | (314) | 6\% | (123) | 9\% | (188) | 24\% | (527) | 32\% | (712) | 2199 |
| Trump Job Approve | 7\% | (57) | 10\% | (84) | 6\% | (52) | 16\% | (140) | 23\% | (199) | 39\% | (337) | 870 |
| Trump Job Disapprove | 22\% | (274) | 19\% | (229) | 6\% | (70) | 3\% | (40) | 24\% | (292) | 26\% | (322) | 1227 |
| Trump Job Strongly Approve | 8\% | (37) | 5\% | (23) | 6\% | (28) | 18\% | (80) | 20\% | (89) | 42\% | (183) | 440 |
| Trump Job Somewhat Approve | 5\% | (20) | 14\% | (62) | 6\% | (24) | 14\% | (60) | 26\% | (110) | 36\% | (154) | 429 |
| Trump Job Somewhat Disapprove | 6\% | (19) | 20\% | (60) | 9\% | (26) | 4\% | (12) | 25\% | (75) | 35\% | (104) | 297 |
| Trump Job Strongly Disapprove | 27\% | (255) | 18\% | (169) | 5\% | (43) | 3\% | (28) | 23\% | (217) | 23\% | (218) | 930 |
| Favorable of Trump | 7\% | (60) | 9\% | (75) | 6\% | (49) | 16\% | (140) | 23\% | (193) | 39\% | (331) | 847 |
| Unfavorable of Trump | 22\% | (268) | 19\% | (235) | 6\% | (73) | 3\% | (39) | 23\% | (277) | 26\% | (320) | 1212 |
| Very Favorable of Trump | 8\% | (40) | 6\% | (29) | 6\% | (29) | 19\% | (89) | 21\% | (102) | 40\% | (190) | 479 |
| Somewhat Favorable of Trump | 6\% | (20) | 12\% | (46) | 6\% | (20) | 14\% | (50) | 25\% | (91) | 38\% | (141) | 368 |
| Somewhat Unfavorable of Trump | 7\% | (15) | 16\% | (37) | 10\% | (23) | 6\% | (15) | 23\% | (55) | 39\% | (91) | 236 |
| Very Unfavorable of Trump | 26\% | (253) | 20\% | (198) | 5\% | (51) | 2\% | (24) | 23\% | (222) | 23\% | (229) | 976 |
| \#1 Issue: Economy | 16\% | (87) | 16\% | (90) | 8\% | (43) | 8\% | (45) | 26\% | (144) | 27\% | (152) | 560 |
| \#1 Issue: Security | 5\% | (24) | 11\% | (48) | $4 \%$ | (18) | 15\% | (67) | 22\% | (99) | 42\% | (185) | 441 |
| \#1 Issue: Health Care | 22\% | (80) | 16\% | (58) | 4\% | (13) | 6\% | (22) | 22\% | (81) | 31\% | (115) | 368 |
| \#1 Issue: Medicare / Social Security | 9\% | (33) | 11\% | (40) | 5\% | (19) | 10\% | (35) | 29\% | (103) | 36\% | (130) | 359 |
| \#1 Issue: Women's Issues | 32\% | (41) | 10\% | (13) | 3\% | (4) | 4\% | (5) | 19\% | (23) | 32\% | (40) | 126 |
| \#1 Issue: Education | 18\% | (27) | 24\% | (37) | $11 \%$ | (17) | 1\% | (1) | 22\% | (33) | 24\% | (37) | 154 |
| \#1 Issue: Energy | 27\% | (27) | 14\% | (14) | 7\% | (7) | 4\% | (4) | 26\% | (26) | 21\% | (21) | 100 |
| \#1 Issue: Other | 19\% | (17) | 15\% | (14) | $4 \%$ | (3) | 10\% | (9) | 18\% | (17) | $34 \%$ | (32) | 93 |
| 2018 House Vote: Democrat | 28\% | (232) | 20\% | (171) | 6\% | (52) | 3\% | (28) | 21\% | (179) | 21\% | (178) | 839 |
| 2018 House Vote: Republican | 5\% | (31) | 8\% | (51) | 5\% | (35) | 18\% | (114) | 25\% | (163) | 39\% | (248) | 643 |
| 2018 House Vote: Someone else | 12\% | (13) | 25\% | (26) | 8\% | (9) | 5\% | (5) | 29\% | (30) | 22\% | (23) | 105 |
| 2018 House Vote: Didnt Vote | 9\% | (55) | $11 \%$ | (67) | 5\% | (28) | 6\% | (39) | 25\% | (154) | 44\% | (263) | 605 |
| 2016 Vote: Hillary Clinton | 31\% | (224) | 19\% | (136) | 5\% | (33) | 2\% | (16) | 21\% | (152) | 22\% | (159) | 719 |
| 2016 Vote: Donald Trump | 4\% | (30) | 9\% | (58) | $7 \%$ | (49) | 17\% | (112) | 24\% | (160) | 39\% | (257) | 666 |
| 2016 Vote: Someone else | 13\% | (23) | 23\% | (41) | 5\% | (8) | 6\% | (12) | 34\% | (60) | 19\% | (34) | 178 |
| 2016 Vote: Didnt Vote | 9\% | (59) | 12\% | (76) | 5\% | (33) | 8\% | (48) | 25\% | (155) | 41\% | (258) | 629 |
| Voted in 2014: Yes | 18\% | (240) | 15\% | (208) | 6\% | (81) | 9\% | (121) | 24\% | (323) | 29\% | (392) | 1366 |
| Voted in 2014: No | 11\% | (96) | 13\% | (106) | 5\% | (42) | 8\% | (66) | 24\% | (203) | 38\% | (321) | 833 |

[^82]Table HR7_9: Do you have a favorable or unfavorable opinion of each of the following TV shows?
The Daily Show with Trevor Noah

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% | (335) | 14\% | (314) | 6\% | (123) | 9\% | (188) | 24\% | (527) | 32\% | (712) | 2199 |
| 2012 Vote: Barack Obama | 26\% | (225) | 20\% | (174) | 5\% | (43) | 4\% | (35) | 21\% | (181) | 23\% | (196) | 854 |
| 2012 Vote: Mitt Romney | $4 \%$ | (20) | 7\% | (34) | 7\% | (35) | 18\% | (88) | 28\% | (141) | 36\% | (182) | 501 |
| 2012 Vote: Other | 4\% | (3) | 12\% | (10) | 10\% | (9) | 13\% | (11) | 25\% | (21) | 37\% | (32) | 87 |
| 2012 Vote: Didn't Vote | 12\% | (87) | 13\% | (95) | 5\% | (36) | 7\% | (52) | 24\% | (183) | 40\% | (298) | 752 |
| 4-Region: Northeast | 14\% | (55) | 16\% | (64) | 6\% | (22) | 10\% | (40) | 27\% | (106) | 27\% | (106) | 394 |
| 4-Region: Midwest | 14\% | (64) | 11\% | (50) | 7\% | (34) | 10\% | (46) | 24\% | (111) | 34\% | (158) | 462 |
| 4-Region: South | 15\% | (120) | 13\% | (110) | $4 \%$ | (34) | 8\% | (68) | 24\% | (198) | 36\% | (293) | 824 |
| 4-Region: West | 18\% | (96) | 17\% | (90) | 6\% | (32) | 7\% | (34) | 21\% | (111) | 30\% | (156) | 519 |
| TV shows: Every day | 17\% | (197) | 15\% | (169) | 6\% | (65) | 8\% | (86) | 23\% | (261) | 32\% | (370) | 1148 |
| TV shows: Several times per week | 16\% | (79) | 16\% | (83) | 7\% | (34) | 10\% | (52) | 25\% | (128) | 26\% | (135) | 512 |
| TV shows: About once per week | 12\% | (17) | 21\% | (30) | 8\% | (11) | 10\% | (15) | 27\% | (39) | 23\% | (33) | 144 |
| TV shows: Several times per month | 17\% | (17) | 15\% | (15) | 7\% | (7) | 11\% | (12) | 21\% | (21) | 28\% | (29) | 101 |
| TV shows: About once per month | 9\% | (4) | 5\% | (3) | 5\% | (2) | 6\% | (3) | 28\% | (13) | 48\% | (23) | 48 |
| TV shows: Less often than once per month | 9\% | (7) | 12\% | (9) | 3\% | (3) | 8\% | (6) | 24\% | (19) | 43\% | (33) | 78 |
| TV shows: Never | 8\% | (14) | 3\% | (4) | 1\% | (2) | 8\% | (14) | 27\% | (45) | 53\% | (90) | 169 |
| Movies: Every day | 21\% | (84) | 13\% | (51) | 8\% | (30) | 6\% | (24) | 21\% | (83) | 32\% | (127) | 399 |
| Movies: Several times per week | 19\% | (107) | 19\% | (110) | 6\% | (37) | 8\% | (45) | 23\% | (132) | 25\% | (142) | 574 |
| Movies: About once per week | 16\% | (60) | 16\% | (60) | 6\% | (22) | 12\% | (44) | 23\% | (88) | 28\% | (108) | 383 |
| Movies: Several times per month | 13\% | (37) | 18\% | (49) | 6\% | (15) | 9\% | (26) | 26\% | (70) | 28\% | (77) | 273 |
| Movies: About once per month | 11\% | (18) | 8\% | (14) | 6\% | (10) | 10\% | (17) | 24\% | (42) | 42\% | (72) | 173 |
| Movies: Less often than once per month | 8\% | (16) | 11\% | (23) | $4 \%$ | (8) | 7\% | (14) | 28\% | (56) | 42\% | (84) | 201 |
| Movies: Never | 6\% | (12) | $4 \%$ | (7) | - | (0) | 9\% | (18) | 29\% | (56) | 52\% | (102) | 196 |
| Sports: Every day | 25\% | (39) | 23\% | (36) | 9\% | (14) | 7\% | (12) | 26\% | (42) | 10\% | (16) | 158 |
| Sports: Several times per week | 16\% | (55) | 20\% | (67) | 8\% | (28) | 13\% | (45) | 19\% | (62) | 23\% | (75) | 332 |
| Sports: About once per week | 15\% | (42) | 25\% | (70) | 8\% | (21) | 6\% | (17) | 22\% | (60) | 25\% | (69) | 279 |
| Sports: Several times per month | 13\% | (30) | 15\% | (33) | $11 \%$ | (26) | 12\% | (27) | 24\% | (54) | 26\% | (58) | 228 |
| Sports: About once per month | 15\% | (25) | 14\% | (25) | 1\% | (2) | $11 \%$ | (19) | 26\% | (45) | 33\% | (58) | 174 |
| Sports: Less often than once per month | 17\% | (62) | 10\% | (37) | $4 \%$ | (15) | 6\% | (22) | 27\% | (97) | 36\% | (130) | 363 |
| Sports: Never | 12\% | (82) | 7\% | (46) | 3\% | (17) | 7\% | (47) | 25\% | (167) | 46\% | (306) | 666 |

[^83]Table HR7_9: Do you have a favorable or unfavorable opinion of each of the following TV shows?
The Daily Show with Trevor Noah

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% | (335) | 14\% | (314) | 6\% | (123) | 9\% | (188) | 24\% | (527) | 32\% | (712) | 2199 |
| Cable: I currently subscribe | 18\% | (203) | 14\% | (153) | 7\% | (75) | 9\% | (102) | 24\% | (266) | 28\% | (309) | 1108 |
| Cable: I subscribed in the past | 13\% | (98) | 18\% | (129) | 5\% | (37) | 8\% | (56) | 22\% | (161) | 34\% | (246) | 727 |
| Cable: I have never subscribed | 9\% | (34) | 9\% | (32) | 3\% | (12) | 8\% | (29) | 27\% | (99) | 43\% | (158) | 365 |
| Satellite television: I currently subscribe | 15\% | (81) | 15\% | (77) | 6\% | (30) | 8\% | (43) | 26\% | (136) | 30\% | (158) | 526 |
| Satellite television: I subscribed in the past | 14\% | (83) | 16\% | (95) | 6\% | (37) | 9\% | (56) | 23\% | (138) | 31\% | (188) | 597 |
| Satellite television: I have never subscribed | 16\% | (171) | 13\% | (142) | 5\% | (56) | 8\% | (89) | 23\% | (252) | 34\% | (366) | 1076 |
| Streaming service: I currently subscribe | 21\% | (274) | 16\% | (214) | 6\% | (79) | 8\% | (103) | 22\% | (287) | 27\% | (346) | 1302 |
| Streaming service: I subscribed in the past | 13\% | (31) | 16\% | (38) | 7\% | (17) | 8\% | (18) | 27\% | (63) | 28\% | (67) | 234 |
| Streaming service: I have never subscribed | 5\% | (31) | 9\% | (62) | 4\% | (27) | 10\% | (67) | 27\% | (177) | 45\% | (300) | 663 |
| Film: An avid fan | 24\% | (186) | 19\% | (152) | 7\% | (52) | 5\% | (43) | 21\% | (166) | 23\% | (181) | 779 |
| Film: A casual fan | 12\% | (140) | 13\% | (150) | $5 \%$ | (62) | 9\% | (109) | 25\% | (293) | 35\% | (400) | 1153 |
| Film: Not a fan | 3\% | (8) | 5\% | (12) | 4\% | (10) | $14 \%$ | (36) | 25\% | (68) | 49\% | (132) | 267 |
| Television: An avid fan | 18\% | (208) | 16\% | (190) | 7\% | (78) | 8\% | (95) | 21\% | (241) | 30\% | (342) | 1154 |
| Television: A casual fan | 13\% | (121) | 13\% | (117) | 5\% | (44) | 7\% | (67) | 28\% | (254) | $33 \%$ | (303) | 907 |
| Television: Not a fan | 4\% | (6) | 5\% | (7) | 1\% | (1) | 19\% | (26) | 23\% | (32) | 48\% | (67) | 139 |
| Music: An avid fan | 20\% | (236) | 19\% | (218) | 7\% | (77) | 7\% | (86) | 21\% | (243) | 25\% | (292) | 1152 |
| Music: A casual fan | 11\% | (96) | 10\% | (93) | 5\% | (44) | 9\% | (83) | 27\% | (249) | 38\% | (343) | 907 |
| Music: Not a fan | 2\% | (3) | 2\% | (3) | $2 \%$ | (2) | $14 \%$ | (19) | 25\% | (35) | 55\% | (77) | 140 |
| Fashion: An avid fan | 29\% | (99) | 21\% | (71) | 7\% | (23) | 5\% | (18) | 18\% | (60) | 21\% | (72) | 342 |
| Fashion: A casual fan | 19\% | (161) | 13\% | (115) | 5\% | (45) | 6\% | (53) | 23\% | (200) | 33\% | (287) | 861 |
| Fashion: Not a fan | 8\% | (76) | 13\% | (129) | 6\% | (55) | $12 \%$ | (117) | 27\% | (266) | 35\% | (353) | 996 |

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

Table HR7_10: Do you have a favorable or unfavorable opinion of each of the following TV shows?
Real Time with Bill Maher

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (255) | 17\% | (382) | 8\% | (174) | 16\% | (348) | 27\% | (590) | 20\% | (449) | 2199 |
| Gender: Male | 16\% | (169) | 20\% | (208) | 9\% | (92) | 20\% | (217) | 22\% | (231) | 14\% | (145) | 1061 |
| Gender: Female | 8\% | (87) | 15\% | (174) | 7\% | (83) | 12\% | (131) | 32\% | (360) | 27\% | (304) | 1138 |
| Age: 18-29 | 12\% | (50) | 14\% | (58) | 9\% | (35) | 7\% | (28) | 19\% | (78) | 39\% | (162) | 411 |
| Age: 30-44 | $11 \%$ | (64) | 17\% | (105) | 11\% | (64) | 13\% | (76) | 32\% | (191) | 17\% | (100) | 600 |
| Age: 45-54 | $11 \%$ | (37) | 18\% | (60) | 8\% | (27) | 19\% | (62) | 29\% | (99) | 15\% | (49) | 335 |
| Age: 55-64 | 16\% | (65) | 19\% | (80) | 6\% | (26) | 21\% | (87) | 24\% | (99) | 14\% | (59) | 417 |
| Age: 65+ | 9\% | (39) | 18\% | (79) | 5\% | (21) | 22\% | (95) | 28\% | (124) | 18\% | (79) | 436 |
| Generation Z: 18-21 | 10\% | (11) | 18\% | (20) | 9\% | (10) | $3 \%$ | (3) | 13\% | (15) | 49\% | (57) | 116 |
| Millennial: Age 22-37 | 12\% | (82) | 16\% | (107) | 11\% | (72) | 9\% | (60) | 24\% | (161) | 27\% | (176) | 657 |
| Generation X: Age 38-53 | 10\% | (52) | 16\% | (90) | 8\% | (43) | 18\% | (98) | $34 \%$ | (186) | 14\% | (75) | 543 |
| Boomers: Age 54-72 | 13\% | (103) | 19\% | (147) | 6\% | (47) | 21\% | (165) | 25\% | (193) | 15\% | (117) | 772 |
| PID: Dem (no lean) | 20\% | (158) | 24\% | (192) | 8\% | (61) | 7\% | (59) | 23\% | (183) | 19\% | (152) | 806 |
| PID: Ind (no lean) | 7\% | (56) | 17\% | (126) | 7\% | (55) | 13\% | (102) | $31 \%$ | (236) | $24 \%$ | (180) | 754 |
| PID: Rep (no lean) | 6\% | (41) | 10\% | (64) | 9\% | (58) | 29\% | (187) | 27\% | (171) | 18\% | (117) | 639 |
| PID/Gender: Dem Men | 26\% | (103) | 28\% | (111) | 8\% | (33) | 8\% | (32) | 17\% | (67) | 13\% | (50) | 395 |
| PID/Gender: Dem Women | 14\% | (56) | 20\% | (81) | 7\% | (29) | 7\% | (27) | 28\% | (116) | 25\% | (102) | 411 |
| PID/Gender: Ind Men | 10\% | (32) | 20\% | (66) | 9\% | (28) | 19\% | (63) | 26\% | (85) | 16\% | (51) | 326 |
| PID/Gender: Ind Women | 6\% | (24) | 14\% | (59) | 6\% | (26) | 9\% | (39) | 35\% | (151) | 30\% | (129) | 427 |
| PID/Gender: Rep Men | 10\% | (34) | $9 \%$ | (31) | 9\% | (30) | 36\% | (122) | 23\% | (79) | 13\% | (44) | 339 |
| PID/Gender: Rep Women | $2 \%$ | (7) | $11 \%$ | (33) | 9\% | (28) | 22\% | (65) | $31 \%$ | (93) | 25\% | (74) | 300 |
| Ideo: Liberal (1-3) | 23\% | (154) | 26\% | (175) | 10\% | (69) | 7\% | (50) | 21\% | (142) | 12\% | (83) | 674 |
| Ideo: Moderate (4) | 10\% | (52) | 20\% | (111) | 7\% | (35) | 13\% | (71) | 29\% | (157) | $22 \%$ | (118) | 544 |
| Ideo: Conservative (5-7) | 6\% | (41) | 12\% | (85) | 9\% | (63) | 29\% | (206) | 25\% | (181) | 19\% | (135) | 712 |
| Educ: < College | 10\% | (158) | 16\% | (246) | 8\% | (115) | 14\% | (212) | 27\% | (410) | 25\% | (371) | 1512 |
| Educ: Bachelors degree | 15\% | (68) | 17\% | (75) | 9\% | (39) | 19\% | (85) | 28\% | (124) | 12\% | (53) | 444 |
| Educ: Post-grad | 12\% | (29) | 25\% | (62) | 8\% | (20) | 21\% | (51) | 23\% | (57) | 10\% | (25) | 243 |

[^84]Table HR7_10: Do you have a favorable or unfavorable opinion of each of the following TV shows?
Real Time with Bill Maher

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (255) | 17\% | (382) | 8\% | (174) | 16\% | (348) | 27\% | (590) | 20\% | (449) | 2199 |
| Income: Under 50k | 12\% | (157) | 16\% | (207) | 7\% | (92) | 12\% | (161) | 27\% | (353) | 25\% | (325) | 1297 |
| Income: 50k-100k | 10\% | (62) | 20\% | (125) | 10\% | (61) | 19\% | (119) | 27\% | (164) | 14\% | (84) | 615 |
| Income: 100k+ | 13\% | (37) | 17\% | (50) | 7\% | (21) | 24\% | (68) | 26\% | (73) | $14 \%$ | (39) | 287 |
| Ethnicity: White | 10\% | (170) | 16\% | (282) | 7\% | (127) | 18\% | (304) | 29\% | (498) | 20\% | (341) | 1722 |
| Ethnicity: Hispanic | 16\% | (55) | 19\% | (65) | 9\% | (31) | 10\% | (35) | 21\% | (72) | 26\% | (92) | 350 |
| Ethnicity: Afr. Am. | 19\% | (54) | 20\% | (55) | 12\% | (34) | 7\% | (20) | 20\% | (56) | 20\% | (56) | 274 |
| Ethnicity: Other | 16\% | (32) | 22\% | (45) | $7 \%$ | (14) | 12\% | (24) | 18\% | (36) | 26\% | (52) | 203 |
| Relig: Protestant | 9\% | (49) | 16\% | (87) | 8\% | (42) | 23\% | (123) | 28\% | (152) | 16\% | (85) | 539 |
| Relig: Roman Catholic | 11\% | (49) | 21\% | (91) | 6\% | (26) | 19\% | (81) | 25\% | (108) | 18\% | (80) | 436 |
| Relig: Something Else | 8\% | (16) | 17\% | (32) | $12 \%$ | (22) | 8\% | (16) | 30\% | (55) | 24\% | (45) | 187 |
| Relig: Jewish | 23\% | (12) | 24\% | (13) | 1\% | (0) | 17\% | (9) | 32\% | (17) | 4\% | (2) | 54 |
| Relig: Evangelical | 10\% | (83) | 19\% | (150) | 8\% | (65) | 17\% | (139) | 27\% | (220) | 18\% | (147) | 805 |
| Relig: Non-Evang. Catholics | 9\% | (31) | 17\% | (60) | 7\% | (26) | 23\% | (82) | 27\% | (96) | 17\% | (62) | 357 |
| Relig: All Christian | 10\% | (114) | 18\% | (210) | 8\% | (91) | 19\% | (221) | 27\% | (316) | 18\% | (210) | 1161 |
| Relig: All Non-Christian | 7\% | (15) | 10\% | (22) | 10\% | (23) | 18\% | (41) | 25\% | (56) | 30\% | (68) | 224 |
| Community: Urban | 14\% | (78) | 22\% | (126) | 7\% | (38) | 13\% | (76) | 21\% | (123) | 23\% | (134) | 575 |
| Community: Suburban | 12\% | (118) | 19\% | (187) | 9\% | (90) | 17\% | (164) | 26\% | (260) | 17\% | (163) | 982 |
| Community: Rural | 9\% | (59) | $11 \%$ | (69) | 7\% | (46) | 17\% | (108) | 32\% | (208) | 24\% | (152) | 643 |
| Employ: Private Sector | 13\% | (86) | 19\% | (127) | 9\% | (60) | 17\% | (112) | 24\% | (160) | 18\% | (116) | 661 |
| Employ: Government | 16\% | (20) | 15\% | (19) | 10\% | (12) | $14 \%$ | (18) | 28\% | (35) | 17\% | (22) | 124 |
| Employ: Self-Employed | 13\% | (26) | 16\% | (32) | 12\% | (22) | 17\% | (33) | 25\% | (48) | 17\% | (33) | 195 |
| Employ: Homemaker | 6\% | (10) | 13\% | (22) | 9\% | (15) | 13\% | (23) | 34\% | (58) | 25\% | (42) | 170 |
| Employ: Student | 14\% | (11) | 25\% | (20) | $5 \%$ | (4) | 6\% | (5) | $21 \%$ | (17) | 29\% | (23) | 79 |
| Employ: Retired | 9\% | (48) | 20\% | (104) | 7\% | (34) | $21 \%$ | (112) | 26\% | (135) | 17\% | (90) | 523 |
| Employ: Unemployed | 13\% | (33) | 14\% | (36) | 5\% | (12) | 9\% | (24) | 32\% | (84) | 28\% | (73) | 262 |
| Employ: Other | 11\% | (21) | 13\% | (23) | 8\% | (15) | 12\% | (22) | 29\% | (53) | 27\% | (50) | 185 |
| Military HH: Yes | 10\% | (39) | 20\% | (77) | 6\% | (21) | 17\% | (65) | 29\% | (113) | 18\% | (69) | 384 |
| Military HH: No | 12\% | (216) | 17\% | (305) | 8\% | (153) | 16\% | (283) | 26\% | (478) | 21\% | (380) | 1815 |
| RD/WT: Right Direction | 7\% | (61) | 13\% | (109) | 9\% | (71) | 24\% | (199) | 27\% | (224) | 20\% | (162) | 826 |
| RD/WT: Wrong Track | 14\% | (194) | 20\% | (273) | 8\% | (103) | $11 \%$ | (149) | 27\% | (366) | $21 \%$ | (287) | 1373 |

[^85]Table HR7_10: Do you have a favorable or unfavorable opinion of each of the following TV shows?
Real Time with Bill Maher

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% (255) | 17\% (382) | 8\% | (174) | 16\% | (348) | 27\% | (590) | 20\% | (449) | 2199 |
| Trump Job Approve | 6\% (49) | 13\% (112) | 7\% | (64) | 28\% | (242) | 27\% | (236) | 19\% | (167) | 870 |
| Trump Job Disapprove | 16\% (200) | 22\% (269) | 9\% | (106) | 9\% | (106) | 26\% | (316) | 19\% | (231) | 1227 |
| Trump Job Strongly Approve | 5\% (23) | 11\% (48) | 6\% | (27) | 33\% | (146) | 27\% | (117) | 18\% | (78) | 440 |
| Trump Job Somewhat Approve | 6\% (26) | 15\% (64) | 8\% | (36) | 22\% | (95) | 28\% | (119) | 21\% | (89) | 429 |
| Trump Job Somewhat Disapprove | 8\% (23) | 19\% (57) | $11 \%$ | (34) | 9\% | (26) | 28\% | (84) | 25\% | (74) | 297 |
| Trump Job Strongly Disapprove | 19\% (177) | 23\% (212) | 8\% | (72) | 9\% | (80) | 25\% | (232) | 17\% | (157) | 930 |
| Favorable of Trump | 5\% (42) | 13\% (108) | 9\% | (72) | 28\% | (237) | 28\% | (236) | 18\% | (151) | 847 |
| Unfavorable of Trump | 17\% (206) | 22\% (269) | 8\% | (99) | 9\% | (111) | 24\% | (291) | 20\% | (237) | 1212 |
| Very Favorable of Trump | 7\% (32) | 10\% (46) | 8\% | (37) | 32\% | (155) | 26\% | (126) | 17\% | (82) | 479 |
| Somewhat Favorable of Trump | 3\% (10) | 17\% (62) | 10\% | (35) | 22\% | (82) | 30\% | (110) | 19\% | (69) | 368 |
| Somewhat Unfavorable of Trump | 12\% (28) | 20\% (47) | 8\% | (20) | 12\% | (29) | 24\% | (56) | 24\% | (56) | 236 |
| Very Unfavorable of Trump | 18\% (178) | 23\% (222) | 8\% | (79) | 8\% | (82) | 24\% | (235) | 18\% | (180) | 976 |
| \#1 Issue: Economy | 9\% (52) | 18\% (102) | 9\% | (49) | 17\% | (96) | 27\% | (152) | 19\% | (109) | 560 |
| \#1 Issue: Security | 5\% (21) | 14\% (60) | 6\% | (25) | 26\% | (114) | 29\% | (129) | $21 \%$ | (92) | 441 |
| \#1 Issue: Health Care | 16\% (59) | 18\% (68) | 9\% | (35) | 9\% | (32) | 27\% | (99) | $21 \%$ | (77) | 368 |
| \#1 Issue: Medicare / Social Security | 12\% (41) | 20\% (73) | 7\% | (24) | 16\% | (59) | 26\% | (91) | 19\% | (69) | 359 |
| \#1 Issue: Women's Issues | $14 \% \quad$ (18) | 24\% (30) | 7\% | (9) | 10\% | (12) | 23\% | (29) | 22\% | (28) | 126 |
| \#1 Issue: Education | 19\% (30) | 14\% (21) | 8\% | (12) | 8\% | (13) | 25\% | (38) | 26\% | (40) | 154 |
| \#1 Issue: Energy | 19\% (19) | 22\% (22) | 14\% | (14) | 9\% | (9) | 24\% | (24) | 13\% | (13) | 100 |
| \#1 Issue: Other | 18\% (16) | 7\% (6) | 7\% | (7) | 15\% | (14) | 30\% | (28) | 23\% | (21) | 93 |
| 2018 House Vote: Democrat | 20\% (169) | 25\% (208) | 8\% | (71) | 8\% | (67) | 25\% | (207) | 14\% | (118) | 839 |
| 2018 House Vote: Republican | 5\% (31) | 12\% (75) | 9\% | (59) | 33\% | (215) | 24\% | (152) | 17\% | (112) | 643 |
| 2018 House Vote: Someone else | $14 \% \quad$ (15) | 22\% (23) | 5\% | (6) | $14 \%$ | (14) | 29\% | (31) | 16\% | (17) | 105 |
| 2018 House Vote: Didnt Vote | 6\% (37) | 12\% (75) | 6\% | (39) | 8\% | (51) | 33\% | (201) | 33\% | (202) | 605 |
| 2016 Vote: Hillary Clinton | 22\% (156) | 25\% (176) | 9\% | (61) | 6\% | (46) | 24\% | (172) | 15\% | (106) | 719 |
| 2016 Vote: Donald Trump | 5\% (35) | 13\% (85) | 8\% | (53) | 31\% | (208) | 27\% | (178) | 16\% | (107) | 666 |
| 2016 Vote: Someone else | 13\% (24) | 21\% (37) | 10\% | (18) | 17\% | (30) | 26\% | (46) | 13\% | (23) | 178 |
| 2016 Vote: Didnt Vote | 6\% (41) | 13\% (81) | 7\% | (42) | 10\% | (64) | 31\% | (193) | 33\% | (210) | 629 |
| Voted in 2014: Yes | 13\% (181) | 21\% (283) | 9\% | (119) | 18\% | (251) | 25\% | (343) | 14\% | (189) | 1366 |
| Voted in 2014: No | 9\% (74) | 12\% (99) | 7\% | (55) | 12\% | (98) | 30\% | (247) | $31 \%$ | (261) | 833 |

[^86]Table HR7_10: Do you have a favorable or unfavorable opinion of each of the following TV shows?
Real Time with Bill Maher

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (255) | 17\% | (382) | 8\% | (174) | 16\% | (348) | 27\% | (590) | 20\% | (449) | 2199 |
| 2012 Vote: Barack Obama | 20\% | (167) | 26\% | (224) | 8\% | (67) | 9\% | (76) | 24\% | (209) | 13\% | (112) | 854 |
| 2012 Vote: Mitt Romney | 4\% | (19) | 10\% | (52) | 9\% | (46) | 36\% | (179) | 27\% | (134) | 14\% | (72) | 501 |
| 2012 Vote: Other | 1\% | (1) | 19\% | (17) | 9\% | (8) | 22\% | (19) | 34\% | (30) | 15\% | (13) | 87 |
| 2012 Vote: Didn't Vote | 9\% | (69) | 12\% | (89) | 7\% | (53) | 10\% | (74) | 28\% | (214) | 34\% | (252) | 752 |
| 4-Region: Northeast | $14 \%$ | (55) | 18\% | (73) | 8\% | (30) | $14 \%$ | (54) | 29\% | (114) | 17\% | (67) | 394 |
| 4-Region: Midwest | 8\% | (36) | 16\% | (75) | 7\% | (32) | 19\% | (88) | 28\% | (131) | 22\% | (101) | 462 |
| 4-Region: South | $11 \%$ | (92) | 15\% | (125) | 9\% | (74) | 16\% | (132) | 26\% | (216) | 23\% | (186) | 824 |
| 4-Region: West | $14 \%$ | (73) | 21\% | (109) | 7\% | (38) | 14\% | (75) | 25\% | (129) | 18\% | (95) | 519 |
| TV shows: Every day | $14 \%$ | (158) | 19\% | (221) | 7\% | (77) | 16\% | (180) | 27\% | (313) | 17\% | (199) | 1148 |
| TV shows: Several times per week | 9\% | (44) | 21\% | (107) | 8\% | (43) | 18\% | (92) | 25\% | (130) | 19\% | (97) | 512 |
| TV shows: About once per week | 14\% | (20) | 10\% | (15) | 18\% | (27) | 13\% | (19) | 24\% | (35) | 20\% | (29) | 144 |
| TV shows: Several times per month | $14 \%$ | (14) | 18\% | (19) | 7\% | (8) | 19\% | (20) | 26\% | (26) | 15\% | (15) | 101 |
| TV shows: About once per month | 2\% | (1) | 5\% | (3) | 16\% | (8) | $11 \%$ | (5) | 22\% | (10) | 44\% | (21) | 48 |
| TV shows: Less often than once per month | 12\% | (10) | 9\% | (7) | 12\% | (9) | 18\% | (14) | 24\% | (18) | 25\% | (19) | 78 |
| TV shows: Never | 5\% | (9) | 7\% | (11) | $2 \%$ | (4) | 11\% | (19) | 34\% | (58) | 41\% | (69) | 169 |
| Movies: Every day | 16\% | (65) | 18\% | (74) | 9\% | (35) | 13\% | (52) | 24\% | (96) | 19\% | (77) | 399 |
| Movies: Several times per week | 14\% | (80) | 22\% | (125) | 8\% | (45) | 17\% | (96) | 25\% | (142) | 15\% | (86) | 574 |
| Movies: About once per week | 14\% | (52) | 18\% | (69) | 12\% | (45) | 16\% | (61) | 24\% | (92) | 17\% | (64) | 383 |
| Movies: Several times per month | 8\% | (22) | 18\% | (50) | 8\% | (22) | $21 \%$ | (57) | 29\% | (78) | 16\% | (44) | 273 |
| Movies: About once per month | 5\% | (9) | 14\% | (25) | 8\% | (14) | 18\% | (31) | 30\% | (53) | 24\% | (42) | 173 |
| Movies: Less often than once per month | 9\% | (18) | 13\% | (26) | 4\% | (7) | $14 \%$ | (28) | 31\% | (63) | 30\% | (59) | 201 |
| Movies: Never | 4\% | (8) | 7\% | (13) | 4\% | (8) | 13\% | (25) | 34\% | (67) | 39\% | (76) | 196 |
| Sports: Every day | 30\% | (47) | 24\% | (38) | 7\% | (11) | 11\% | (17) | 23\% | (36) | 6\% | (9) | 158 |
| Sports: Several times per week | 11\% | (37) | 25\% | (82) | $11 \%$ | (36) | 24\% | (80) | 17\% | (57) | 12\% | (40) | 332 |
| Sports: About once per week | 15\% | (42) | 17\% | (47) | 10\% | (27) | 15\% | (43) | 31\% | (86) | 12\% | (34) | 279 |
| Sports: Several times per month | 8\% | (18) | 23\% | (52) | 14\% | (33) | $14 \%$ | (32) | 21\% | (48) | 19\% | (44) | 228 |
| Sports: About once per month | 9\% | (15) | 24\% | (41) | 3\% | (6) | 21\% | (37) | 22\% | (38) | 21\% | (37) | 174 |
| Sports: Less often than once per month | 12\% | (42) | 14\% | (51) | 7\% | (27) | 15\% | (56) | 32\% | (117) | 19\% | (70) | 363 |
| Sports: Never | 8\% | (53) | 11\% | (71) | 5\% | (35) | 12\% | (83) | 31\% | (208) | 32\% | (215) | 666 |

Continued on next page

Table HR7_10: Do you have a favorable or unfavorable opinion of each of the following TV shows?
Real Time with Bill Maher

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (255) | 17\% | (382) | 8\% | (174) | 16\% | (348) | 27\% | (590) | 20\% | (449) | 2199 |
| Cable: I currently subscribe | 16\% | (175) | 18\% | (202) | 8\% | (83) | 16\% | (182) | 26\% | (290) | 16\% | (176) | 1108 |
| Cable: I subscribed in the past | 7\% | (53) | 20\% | (148) | 8\% | (60) | 17\% | (126) | 25\% | (181) | 22\% | (159) | 727 |
| Cable: I have never subscribed | 7\% | (27) | 9\% | (32) | 8\% | (31) | 11\% | (41) | 33\% | (120) | 31\% | (114) | 365 |
| Satellite television: I currently subscribe | 10\% | (53) | 17\% | (88) | 8\% | (43) | 19\% | (102) | 28\% | (148) | 18\% | (93) | 526 |
| Satellite television: I subscribed in the past | 10\% | (60) | 19\% | (111) | 9\% | (55) | 16\% | (93) | 27\% | (162) | 19\% | (116) | 597 |
| Satellite television: I have never subscribed | 13\% | (142) | 17\% | (183) | 7\% | (77) | 14\% | (153) | 26\% | (280) | 22\% | (241) | 1076 |
| Streaming service: I currently subscribe | 14\% | (184) | 20\% | (257) | 8\% | (109) | 16\% | (208) | 26\% | (335) | 16\% | (209) | 1302 |
| Streaming service: I subscribed in the past | 8\% | (20) | 18\% | (42) | 13\% | (31) | 15\% | (35) | 25\% | (58) | 20\% | (47) | 234 |
| Streaming service: I have never subscribed | 8\% | (51) | 12\% | (83) | 5\% | (34) | 16\% | (106) | 30\% | (197) | 29\% | (192) | 663 |
| Film: An avid fan | 19\% | (148) | 23\% | (180) | 9\% | (70) | 14\% | (113) | 20\% | (152) | 15\% | (116) | 779 |
| Film: A casual fan | 8\% | (94) | 16\% | (185) | 8\% | (95) | 16\% | (188) | 31\% | (360) | 20\% | (231) | 1153 |
| Film: Not a fan | 5\% | (14) | 6\% | (17) | 3\% | (9) | 18\% | (47) | 29\% | (78) | 38\% | (102) | 267 |
| Television: An avid fan | 15\% | (171) | 21\% | (239) | 8\% | (95) | 16\% | (180) | 23\% | (268) | 17\% | (199) | 1154 |
| Television: A casual fan | 8\% | (76) | 15\% | (135) | 8\% | (75) | 17\% | (151) | 31\% | (281) | $21 \%$ | (188) | 907 |
| Television: Not a fan | 6\% | (8) | 6\% | (8) | 3\% | (4) | 12\% | (17) | 29\% | (41) | 44\% | (61) | 139 |
| Music: An avid fan | 16\% | (179) | 20\% | (235) | 9\% | (105) | 15\% | (173) | 23\% | (261) | 17\% | (200) | 1152 |
| Music: A casual fan | 8\% | (70) | 15\% | (140) | $7 \%$ | (60) | 17\% | (158) | 32\% | (290) | 21\% | (188) | 907 |
| Music: Not a fan | 5\% | (6) | 5\% | (7) | 6\% | (9) | 13\% | (18) | 28\% | (39) | 44\% | (61) | 140 |
| Fashion: An avid fan | 20\% | (68) | 26\% | (88) | 9\% | (31) | 9\% | (32) | 20\% | (69) | 15\% | (53) | 342 |
| Fashion: A casual fan | $11 \%$ | (98) | 19\% | (160) | 8\% | (66) | 14\% | (121) | 27\% | (236) | 21\% | (179) | 861 |
| Fashion: Not a fan | 9\% | (89) | 13\% | (134) | 8\% | (76) | 20\% | (195) | 29\% | (285) | $22 \%$ | (217) | 996 |

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

Table HR7_11: Do you have a favorable or unfavorable opinion of each of the following TV shows?
Last Week Tonight with John Oliver

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (270) | 13\% | (297) | 6\% | (127) | 7\% | (148) | 25\% | (539) | 37\% | (818) | 2199 |
| Gender: Male | 15\% | (162) | 18\% | (189) | 7\% | (75) | 9\% | (92) | 24\% | (257) | 27\% | (286) | 1061 |
| Gender: Female | 9\% | (108) | 9\% | (108) | 5\% | (52) | 5\% | (56) | 25\% | (282) | 47\% | (532) | 1138 |
| Age: 18-29 | 16\% | (66) | 16\% | (64) | 7\% | (27) | 6\% | (26) | 18\% | (76) | 37\% | (153) | 411 |
| Age: 30-44 | 14\% | (84) | 16\% | (95) | 8\% | (48) | 6\% | (37) | 27\% | (165) | 29\% | (172) | 600 |
| Age: 45-54 | 12\% | (40) | 16\% | (54) | 5\% | (16) | 6\% | (21) | 24\% | (81) | 37\% | (123) | 335 |
| Age: 55-64 | 10\% | (43) | 12\% | (49) | 5\% | (20) | 9\% | (37) | 27\% | (112) | 37\% | (155) | 417 |
| Age: 65+ | 8\% | (37) | 8\% | (35) | 4\% | (17) | 6\% | (28) | 24\% | (105) | 49\% | (215) | 436 |
| Generation Z: 18-21 | 24\% | (28) | 9\% | (11) | 7\% | (8) | 10\% | (11) | 12\% | (14) | 39\% | (45) | 116 |
| Millennial: Age 22-37 | 15\% | (97) | 19\% | (123) | 8\% | (50) | 5\% | (31) | 24\% | (155) | 31\% | (201) | 657 |
| Generation X: Age 38-53 | 11\% | (57) | 14\% | (78) | 6\% | (30) | 7\% | (40) | 27\% | (146) | 35\% | (192) | 543 |
| Boomers: Age 54-72 | 10\% | (80) | $11 \%$ | (83) | 5\% | (38) | 7\% | (56) | 26\% | (199) | 41\% | (316) | 772 |
| PID: Dem (no lean) | 21\% | (168) | 18\% | (147) | 4\% | (31) | 3\% | (20) | 24\% | (194) | $31 \%$ | (247) | 806 |
| PID: Ind (no lean) | 9\% | (71) | 13\% | (97) | 6\% | (42) | 6\% | (46) | 27\% | (207) | 39\% | (291) | 754 |
| PID: Rep (no lean) | 5\% | (31) | 8\% | (52) | 9\% | (55) | 13\% | (82) | 22\% | (139) | 44\% | (280) | 639 |
| PID/Gender: Dem Men | 26\% | (101) | 24\% | (97) | $4 \%$ | (16) | $2 \%$ | (9) | 22\% | (85) | 22\% | (88) | 395 |
| PID/Gender: Dem Women | 16\% | (66) | $12 \%$ | (50) | $4 \%$ | (14) | 3\% | (12) | 26\% | (108) | $39 \%$ | (159) | 411 |
| PID/Gender: Ind Men | 12\% | (38) | 18\% | (58) | 8\% | (26) | 8\% | (27) | 28\% | (91) | 27\% | (87) | 326 |
| PID/Gender: Ind Women | 8\% | (33) | 9\% | (39) | 4\% | (16) | 5\% | (19) | 27\% | (116) | 48\% | (204) | 427 |
| PID/Gender: Rep Men | 7\% | (23) | 10\% | (34) | 10\% | (33) | 17\% | (57) | 24\% | (81) | $33 \%$ | (112) | 339 |
| PID/Gender: Rep Women | 3\% | (8) | 6\% | (18) | 7\% | (22) | 8\% | (25) | 19\% | (58) | 56\% | (169) | 300 |
| Ideo: Liberal (1-3) | 24\% | (164) | 21\% | (145) | 6\% | (42) | 3\% | (21) | 23\% | (157) | 21\% | (145) | 674 |
| Ideo: Moderate (4) | 8\% | (45) | 17\% | (91) | 5\% | (29) | 6\% | (35) | 27\% | (149) | 36\% | (196) | 544 |
| Ideo: Conservative (5-7) | 7\% | (51) | 7\% | (50) | 7\% | (51) | 12\% | (84) | 22\% | (156) | 45\% | (320) | 712 |
| Educ: < College | $11 \%$ | (166) | 12\% | (179) | 5\% | (82) | 6\% | (96) | 24\% | (368) | 41\% | (622) | 1512 |
| Educ: Bachelors degree | 15\% | (66) | 16\% | (72) | 8\% | (36) | 7\% | (31) | 25\% | (110) | 29\% | (129) | 444 |
| Educ: Post-grad | 16\% | (38) | 19\% | (46) | 4\% | (9) | 9\% | (21) | 25\% | (61) | 28\% | (68) | 243 |

[^87]Table HR7_11: Do you have a favorable or unfavorable opinion of each of the following TV shows?
Last Week Tonight with John Oliver

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% (270) | 13\% (297) | 6\% | (127) | 7\% | (148) | 25\% | (539) | 37\% | (818) | 2199 |
| Income: Under 50k | 12\% (151) | 12\% (157) | 5\% | (61) | 6\% | (76) | 24\% | (315) | 41\% | (538) | 1297 |
| Income: 50k-100k | 13\% (78) | 15\% (95) | 7\% | (43) | 8\% | (49) | 24\% | (150) | 32\% | (200) | 615 |
| Income: 100k+ | 14\% (41) | 16\% (45) | 8\% | (23) | 8\% | (24) | 26\% | (74) | 28\% | (81) | 287 |
| Ethnicity: White | 11\% (189) | 11\% (197) | 6\% | (98) | 7\% | (127) | 25\% | (429) | 40\% | (682) | 1722 |
| Ethnicity: Hispanic | 12\% (41) | 22\% (76) | 6\% | (20) | 6\% | (21) | 23\% | (79) | 32\% | (113) | 350 |
| Ethnicity: Afr. Am. | 18\% (48) | 19\% (53) | 5\% | (15) | $4 \%$ | (12) | 25\% | (68) | 28\% | (78) | 274 |
| Ethnicity: Other | 16\% (33) | 23\% (46) | 7\% | (15) | 4\% | (9) | 20\% | (41) | 29\% | (58) | 203 |
| Relig: Protestant | 11\% (58) | 9\% (50) | 7\% | (36) | 10\% | (53) | 25\% | (134) | 39\% | (209) | 539 |
| Relig: Roman Catholic | 11\% (46) | 14\% (62) | 5\% | (21) | 8\% | (35) | 26\% | (112) | 37\% | (161) | 436 |
| Relig: Something Else | $14 \% \quad$ (26) | 14\% (26) | $2 \%$ | (4) | 3\% | (6) | 26\% | (48) | 41\% | (76) | 187 |
| Relig: Jewish | 18\% (10) | 21\% (11) | 6\% | (3) | 5\% | (3) | 22\% | (12) | 27\% | (14) | 54 |
| Relig: Evangelical | 11\% (86) | 13\% (102) | 5\% | (37) | 8\% | (60) | 26\% | (208) | 39\% | (311) | 805 |
| Relig: Non-Evang. Catholics | 12\% (44) | 10\% (36) | 7\% | (23) | 9\% | (33) | 24\% | (86) | 38\% | (135) | 357 |
| Relig: All Christian | 11\% (130) | 12\% (138) | 5\% | (60) | 8\% | (93) | 25\% | (294) | 38\% | (445) | 1161 |
| Relig: All Non-Christian | 6\% (14) | 7\% (15) | 6\% | (14) | 10\% | (23) | 23\% | (51) | 48\% | (108) | 224 |
| Community: Urban | 15\% (84) | 19\% (109) | 6\% | (35) | 7\% | (37) | 22\% | (128) | 32\% | (181) | 575 |
| Community: Suburban | 13\% (132) | 14\% (133) | 6\% | (57) | 6\% | (55) | 25\% | (241) | 37\% | (364) | 982 |
| Community: Rural | 8\% (54) | 8\% (55) | 6\% | (35) | 9\% | (56) | 26\% | (170) | 42\% | (273) | 643 |
| Employ: Private Sector | 13\% (88) | 18\% (119) | $7 \%$ | (46) | 7\% | (48) | 26\% | (173) | 28\% | (187) | 661 |
| Employ: Government | 6\% (8) | 19\% (24) | 6\% | (7) | 8\% | (10) | 25\% | (31) | 36\% | (44) | 124 |
| Employ: Self-Employed | 18\% (35) | 19\% (37) | 8\% | (16) | 6\% | (12) | 21\% | (42) | 27\% | (53) | 195 |
| Employ: Homemaker | 11\% (20) | 13\% (22) | 3\% | (6) | 5\% | (9) | 21\% | (36) | 46\% | (78) | 170 |
| Employ: Student | 31\% (24) | $11 \% \quad$ (9) | $7 \%$ | (5) | 2\% | (2) | 15\% | (12) | 34\% | (27) | 79 |
| Employ: Retired | 9\% (49) | 8\% (42) | $5 \%$ | (24) | 9\% | (45) | 22\% | (115) | 48\% | (249) | 523 |
| Employ: Unemployed | 9\% (23) | 8\% (21) | 4\% | (10) | 8\% | (21) | 30\% | (79) | 41\% | (108) | 262 |
| Employ: Other | 12\% (22) | 13\% (24) | 7\% | (14) | 1\% | (3) | 28\% | (51) | 38\% | (71) | 185 |
| Military HH: Yes | 12\% (45) | 13\% (49) | $2 \%$ | (10) | 7\% | (28) | 27\% | (102) | 39\% | (151) | 384 |
| Military HH: No | 12\% (225) | 14\% (247) | 6\% | (118) | 7\% | (120) | 24\% | (437) | 37\% | (667) | 1815 |
| RD/WT: Right Direction | 8\% (67) | $11 \% \quad$ (90) | 7\% | (55) | 10\% | (86) | 21\% | (174) | 43\% | (355) | 826 |
| RD/WT: Wrong Track | 15\% (203) | 15\% (206) | 5\% | (72) | 5\% | (63) | 27\% | (365) | 34\% | (463) | 1373 |

Continued on next page

Table HR7_11: Do you have a favorable or unfavorable opinion of each of the following TV shows?
Last Week Tonight with John Oliver

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (270) | 13\% | (297) | 6\% | (127) | 7\% | (148) | 25\% | (539) | 37\% | (818) | 2199 |
| Trump Job Approve | 8\% | (68) | 9\% | (77) | 7\% | (63) | 12\% | (108) | 20\% | (178) | 43\% | (374) | 870 |
| Trump Job Disapprove | 16\% | (197) | 18\% | (218) | 5\% | (62) | 3\% | (38) | 27\% | (326) | $31 \%$ | (386) | 1227 |
| Trump Job Strongly Approve | 10\% | (46) | 5\% | (24) | 7\% | (31) | $14 \%$ | (61) | 18\% | (77) | 46\% | (201) | 440 |
| Trump Job Somewhat Approve | 5\% | (23) | 12\% | (54) | 7\% | (32) | $11 \%$ | (47) | 23\% | (101) | 40\% | (174) | 429 |
| Trump Job Somewhat Disapprove | 6\% | (17) | 17\% | (51) | 7\% | (21) | $4 \%$ | (12) | 28\% | (84) | 38\% | (113) | 297 |
| Trump Job Strongly Disapprove | 19\% | (180) | 18\% | (167) | 4\% | (42) | 3\% | (26) | 26\% | (243) | 29\% | (274) | 930 |
| Favorable of Trump | 8\% | (64) | 8\% | (69) | 8\% | (66) | 13\% | (107) | 20\% | (171) | 44\% | (370) | 847 |
| Unfavorable of Trump | 16\% | (198) | 18\% | (222) | 5\% | (61) | 3\% | (40) | 26\% | (311) | $31 \%$ | (380) | 1212 |
| Very Favorable of Trump | 9\% | (45) | 7\% | (34) | 7\% | (35) | 15\% | (71) | 17\% | (83) | 44\% | (211) | 479 |
| Somewhat Favorable of Trump | 5\% | (20) | 10\% | (35) | 8\% | (31) | 10\% | (36) | 24\% | (88) | 43\% | (159) | 368 |
| Somewhat Unfavorable of Trump | 6\% | (14) | 15\% | (36) | 8\% | (19) | 5\% | (11) | 26\% | (61) | 40\% | (95) | 236 |
| Very Unfavorable of Trump | 19\% | (185) | 19\% | (186) | 4\% | (42) | 3\% | (29) | 26\% | (250) | 29\% | (285) | 976 |
| \#1 Issue: Economy | 13\% | (71) | 15\% | (83) | 7\% | (41) | 7\% | (38) | 26\% | (145) | 32\% | (182) | 560 |
| \#1 Issue: Security | 6\% | (29) | 6\% | (27) | 6\% | (28) | $12 \%$ | (53) | 23\% | (101) | 46\% | (204) | 441 |
| \#1 Issue: Health Care | 15\% | (55) | 15\% | (54) | $4 \%$ | (16) | 4\% | (16) | 25\% | (93) | 37\% | (135) | 368 |
| \#1 Issue: Medicare / Social Security | 9\% | (32) | 13\% | (48) | 6\% | (21) | 6\% | (21) | 24\% | (86) | 42\% | (151) | 359 |
| \#1 Issue: Women's Issues | 17\% | (21) | 24\% | (31) | 3\% | (3) | $2 \%$ | (3) | 18\% | (22) | 36\% | (46) | 126 |
| \#1 Issue: Education | 14\% | (22) | 18\% | (27) | 9\% | (14) | $4 \%$ | (6) | 27\% | (41) | 28\% | (43) | 154 |
| \#1 Issue: Energy | 19\% | (19) | 22\% | (22) | 3\% | (3) | 6\% | (6) | 31\% | (30) | 19\% | (19) | 100 |
| \#1 Issue: Other | 22\% | (21) | 6\% | (5) | 1\% | (1) | 6\% | (6) | 22\% | (21) | 42\% | (39) | 93 |
| 2018 House Vote: Democrat | 21\% | (173) | 21\% | (175) | 5\% | (43) | $2 \%$ | (16) | 26\% | (220) | 25\% | (211) | 839 |
| 2018 House Vote: Republican | 4\% | (29) | 7\% | (45) | 9\% | (56) | 15\% | (96) | 22\% | (142) | 43\% | (276) | 643 |
| 2018 House Vote: Someone else | 10\% | (11) | 18\% | (19) | 6\% | (6) | 4\% | (4) | $34 \%$ | (36) | 28\% | (29) | 105 |
| 2018 House Vote: Didnt Vote | 9\% | (52) | 9\% | (56) | 4\% | (23) | 5\% | (33) | 23\% | (141) | 50\% | (302) | 605 |
| 2016 Vote: Hillary Clinton | 21\% | (149) | 21\% | (151) | 5\% | (34) | 1\% | (8) | 25\% | (182) | 27\% | (194) | 719 |
| 2016 Vote: Donald Trump | 6\% | (39) | 8\% | (56) | 9\% | (58) | 13\% | (88) | 22\% | (147) | 42\% | (278) | 666 |
| 2016 Vote: Someone else | 14\% | (24) | 15\% | (27) | 3\% | (6) | 7\% | (12) | 37\% | (67) | 24\% | (43) | 178 |
| 2016 Vote: Didnt Vote | 9\% | (55) | 10\% | (62) | 5\% | (29) | 6\% | (40) | 23\% | (143) | 48\% | (300) | 629 |
| Voted in 2014: Yes | 14\% | (189) | 16\% | (215) | 6\% | (83) | 7\% | (92) | 25\% | (342) | 33\% | (444) | 1366 |
| Voted in 2014: No | 10\% | (81) | 10\% | (81) | 5\% | (44) | 7\% | (56) | 24\% | (197) | 45\% | (374) | 833 |

[^88]Table HR7_11: Do you have a favorable or unfavorable opinion of each of the following TV shows?
Last Week Tonight with John Oliver

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (270) | 13\% | (297) | 6\% | (127) | 7\% | (148) | 25\% | (539) | 37\% | (818) | 2199 |
| 2012 Vote: Barack Obama | 20\% | (171) | 19\% | (166) | 5\% | (44) | $2 \%$ | (17) | 25\% | (215) | 28\% | (242) | 854 |
| 2012 Vote: Mitt Romney | 4\% | (19) | 7\% | (37) | 8\% | (41) | $14 \%$ | (71) | 25\% | (126) | 41\% | (208) | 501 |
| 2012 Vote: Other | 12\% | (10) | 12\% | (10) | 3\% | (3) | 7\% | (6) | 21\% | (18) | 45\% | (39) | 87 |
| 2012 Vote: Didn't Vote | 9\% | (70) | 11\% | (84) | 5\% | (39) | 7\% | (54) | 23\% | (176) | 44\% | (329) | 752 |
| 4-Region: Northeast | 12\% | (49) | 12\% | (48) | 6\% | (23) | 6\% | (24) | 31\% | (121) | 33\% | (129) | 394 |
| 4-Region: Midwest | 11\% | (51) | 12\% | (55) | 8\% | (35) | 8\% | (38) | 23\% | (107) | 38\% | (177) | 462 |
| 4-Region: South | 10\% | (83) | 14\% | (114) | 5\% | (38) | 7\% | (62) | 22\% | (185) | 42\% | (342) | 824 |
| 4-Region: West | 17\% | (86) | 15\% | (79) | 6\% | (31) | 5\% | (25) | 24\% | (127) | 33\% | (170) | 519 |
| TV shows: Every day | $14 \%$ | (163) | 14\% | (159) | 5\% | (63) | 5\% | (59) | 24\% | (277) | 37\% | (427) | 1148 |
| TV shows: Several times per week | 13\% | (69) | 14\% | (72) | 5\% | (27) | 8\% | (40) | 28\% | (145) | $31 \%$ | (160) | 512 |
| TV shows: About once per week | 9\% | (12) | 23\% | (33) | 12\% | (17) | 9\% | (13) | 17\% | (24) | 30\% | (44) | 144 |
| TV shows: Several times per month | 14\% | (14) | 12\% | (12) | 9\% | (9) | $11 \%$ | (11) | 23\% | (24) | $31 \%$ | (31) | 101 |
| TV shows: About once per month | 6\% | (3) | 12\% | (6) | 7\% | (3) | 7\% | (3) | 23\% | (11) | 46\% | (22) | 48 |
| TV shows: Less often than once per month | 2\% | (1) | 8\% | (6) | 8\% | (6) | 9\% | (7) | 26\% | (20) | 48\% | (37) | 78 |
| TV shows: Never | 5\% | (8) | 6\% | (10) | 1\% | (2) | 8\% | (14) | 23\% | (39) | 58\% | (97) | 169 |
| Movies: Every day | 19\% | (75) | 12\% | (46) | 7\% | (26) | 7\% | (29) | 23\% | (90) | 33\% | (132) | 399 |
| Movies: Several times per week | 13\% | (75) | 19\% | (109) | 6\% | (34) | $5 \%$ | (27) | 26\% | (148) | 32\% | (181) | 574 |
| Movies: About once per week | 12\% | (45) | 16\% | (62) | 9\% | (35) | 9\% | (35) | 24\% | (93) | 30\% | (113) | 383 |
| Movies: Several times per month | 15\% | (40) | 14\% | (37) | 6\% | (17) | 8\% | (21) | 23\% | (63) | 35\% | (95) | 273 |
| Movies: About once per month | 8\% | (15) | 11\% | (18) | 4\% | (7) | 6\% | (11) | 23\% | (40) | 47\% | (82) | 173 |
| Movies: Less often than once per month | 8\% | (16) | 6\% | (13) | 3\% | (6) | 6\% | (11) | 29\% | (59) | 48\% | (97) | 201 |
| Movies: Never | 2\% | (5) | 6\% | (12) | 1\% | (2) | 7\% | (14) | 24\% | (46) | 60\% | (118) | 196 |
| Sports: Every day | 29\% | (46) | 19\% | (30) | 12\% | (19) | 6\% | (9) | 26\% | (40) | 9\% | (14) | 158 |
| Sports: Several times per week | 17\% | (56) | 19\% | (62) | 8\% | (27) | 10\% | (33) | 21\% | (71) | 25\% | (82) | 332 |
| Sports: About once per week | 13\% | (35) | 19\% | (53) | 8\% | (21) | 3\% | (9) | 25\% | (70) | 33\% | (91) | 279 |
| Sports: Several times per month | 10\% | (22) | 16\% | (36) | 8\% | (18) | 10\% | (23) | 23\% | (53) | 34\% | (76) | 228 |
| Sports: About once per month | 11\% | (19) | 12\% | (20) | 5\% | (8) | 8\% | (13) | 27\% | (46) | 39\% | (67) | 174 |
| Sports: Less often than once per month | 10\% | (37) | 13\% | (46) | $4 \%$ | (14) | 5\% | (19) | 27\% | (96) | 42\% | (151) | 363 |
| Sports: Never | 8\% | (56) | 7\% | (49) | 3\% | (19) | 6\% | (42) | 24\% | (163) | 50\% | (336) | 666 |

[^89]Table HR7_11: Do you have a favorable or unfavorable opinion of each of the following TV shows?
Last Week Tonight with John Oliver

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (270) | 13\% | (297) | 6\% | (127) | 7\% | (148) | 25\% | (539) | 37\% | (818) | 2199 |
| Cable: I currently subscribe | 15\% | (168) | $14 \%$ | (161) | 7\% | (79) | 6\% | (71) | 25\% | (273) | $32 \%$ | (356) | 1108 |
| Cable: I subscribed in the past |  | (79) | $14 \%$ | (104) | 5\% | (35) | 7\% | (54) | 23\% | (169) | 39\% | (286) | 727 |
| Cable: I have never subscribed | 6\% | (23) | 9\% | (33) | 4\% | (13) | 6\% | (24) | 26\% | (96) | 48\% | (177) | 365 |
| Satellite television: I currently subscribe | 14\% | (75) | 12\% | (61) | 6\% | (34) | 6\% | (32) | 27\% | (143) | 34\% | (181) | 526 |
| Satellite television: I subscribed in the past | $11 \%$ | (65) | 16\% | (95) | 7\% | (42) | 9\% | (51) | 22\% | (133) | 36\% | (212) | 597 |
| Satellite television: I have never subscribed | 12\% | (130) | 13\% | (141) | 5\% | (51) | 6\% | (66) | 24\% | (263) | 39\% | (425) | 1076 |
| Streaming service: I currently subscribe | 17\% | (225) | 16\% | (205) | 6\% | (79) | 7\% | (87) | 24\% | (314) | 30\% | (393) | 1302 |
| Streaming service: I subscribed in the past | 5\% | (12) | 16\% | (38) | 9\% | (22) | 10\% | (23) | 27\% | (64) | 32\% | (75) | 234 |
| Streaming service: I have never subscribed | 5\% | (32) | 8\% | (54) | 4\% | (27) | 6\% | (38) | 24\% | (161) | 53\% | (350) | 663 |
| Film: An avid fan | 20\% | (156) | 19\% | (147) | 6\% | (49) | 6\% | (44) | 23\% | (179) | 26\% | (204) | 779 |
| Film: A casual fan | 9\% | (102) | 12\% | (138) | 6\% | (68) | 7\% | (79) | 26\% | (302) | 40\% | (464) | 1153 |
| Film: Not a fan | $4 \%$ | (11) | 5\% | (12) | 4\% | (10) | 10\% | (26) | 22\% | (58) | 56\% | (149) | 267 |
| Television: An avid fan | 15\% | (178) | 15\% | (169) | 7\% | (82) | 6\% | (71) | 24\% | (279) | 32\% | (374) | 1154 |
| Television: A casual fan | 10\% | (88) | 13\% | (119) | $4 \%$ | (39) | 7\% | (65) | 26\% | (232) | 40\% | (363) | 907 |
| Television: Not a fan | 2\% | (3) | 6\% | (8) | 5\% | (7) | 9\% | (12) | 20\% | (27) | 58\% | (81) | 139 |
| Music: An avid fan | 16\% | (189) | 17\% | (196) | 6\% | (68) | 6\% | (71) | 23\% | (267) | 31\% | (360) | 1152 |
| Music: A casual fan | 8\% | (76) | 10\% | (94) | 6\% | (54) | 7\% | (61) | 27\% | (247) | 41\% | (375) | 907 |
| Music: Not a fan | 4\% | (5) | 5\% | (7) | 3\% | (5) | 11\% | (16) | 18\% | (25) | 59\% | (83) | 140 |
| Fashion: An avid fan | 25\% | (86) | 18\% | (60) | 6\% | (22) | 4\% | (15) | 18\% | (63) | 28\% | (96) | 342 |
| Fashion: A casual fan | 12\% | (102) | 13\% | (116) | 6\% | (55) | 5\% | (44) | 25\% | (212) | 39\% | (332) | 861 |
| Fashion: Not a fan | 8\% | (82) | $12 \%$ | (120) | 5\% | (51) | 9\% | (89) | 27\% | (264) | 39\% | (390) | 996 |

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

Table HR7_12: Do you have a favorable or unfavorable opinion of each of the following TV shows?
Watch What Happens Live with Andy Cohen

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 8\% | (175) | 17\% | (364) | 7\% | (144) | 6\% | (135) | 29\% | (647) | 33\% | (735) | 2199 |
| Gender: Male | 8\% | (80) | 18\% | (189) | 8\% | (84) | 8\% | (81) | 29\% | (312) | 30\% | (315) | 1061 |
| Gender: Female | 8\% | (95) | 15\% | (176) | $5 \%$ | (60) | 5\% | (54) | 29\% | (334) | 37\% | (419) | 1138 |
| Age: 18-29 | 12\% | (51) | 18\% | (75) | 8\% | (34) | $4 \%$ | (17) | $21 \%$ | (86) | $36 \%$ | (147) | 411 |
| Age: 30-44 | 8\% | (48) | 20\% | (120) | 7\% | (44) | 5\% | (31) | $34 \%$ | (207) | 25\% | (150) | 600 |
| Age: 45-54 | 11\% | (37) | 18\% | (60) | 7\% | (24) | 4\% | (14) | 27\% | (90) | $33 \%$ | (109) | 335 |
| Age: 55-64 | 6\% | (26) | 14\% | (60) | 5\% | (21) | 10\% | (43) | $32 \%$ | (135) | $31 \%$ | (131) | 417 |
| Age: 65+ | 3\% | (13) | $11 \%$ | (48) | 5\% | (21) | 7\% | (30) | 29\% | (128) | 45\% | (196) | 436 |
| Generation Z: 18-21 | 13\% | (16) | 16\% | (19) | 12\% | (14) | 1\% | (1) | 15\% | (18) | $41 \%$ | (48) | 116 |
| Millennial: Age 22-37 | 9\% | (60) | 22\% | (146) | 7\% | (44) | 4\% | (28) | 28\% | (181) | 30\% | (198) | 657 |
| Generation X: Age 38-53 | 10\% | (54) | 16\% | (85) | 8\% | (43) | 6\% | (32) | $33 \%$ | (179) | 28\% | (150) | 543 |
| Boomers: Age 54-72 | 6\% | (44) | 14\% | (108) | 5\% | (40) | 8\% | (64) | $31 \%$ | (237) | 36\% | (279) | 772 |
| PID: Dem (no lean) | $11 \%$ | (86) | 25\% | (199) | $4 \%$ | (29) | $4 \%$ | (28) | 29\% | (234) | 28\% | (229) | 806 |
| PID: Ind (no lean) | 5\% | (38) | 14\% | (102) | $8 \%$ | (58) | 5\% | (38) | 34\% | (256) | 35\% | (262) | 754 |
| PID: Rep (no lean) | 8\% | (50) | 10\% | (64) | $9 \%$ | (57) | $11 \%$ | (68) | 25\% | (157) | 38\% | (244) | 639 |
| PID/Gender: Dem Men | 9\% | (37) | 28\% | (113) | $4 \%$ | (14) | 5\% | (18) | 28\% | (112) | 25\% | (100) | 395 |
| PID/Gender: Dem Women | 12\% | (49) | 21\% | (86) | $4 \%$ | (15) | 2\% | (10) | 30\% | (122) | $31 \%$ | (129) | 411 |
| PID/Gender: Ind Men | 5\% | (16) | 14\% | (45) | 10\% | (34) | 7\% | (22) | 36\% | (116) | 29\% | (94) | 326 |
| PID/Gender: Ind Women | 5\% | (22) | 13\% | (57) | 6\% | (25) | 4\% | (16) | 33\% | (139) | 39\% | (168) | 427 |
| PID/Gender: Rep Men | 8\% | (27) | $9 \%$ | (31) | $11 \%$ | (36) | 12\% | (41) | 25\% | (83) | 36\% | (121) | 339 |
| PID/Gender: Rep Women | $8 \%$ | (23) | 11\% | (32) | 7\% | (21) | 9\% | (28) | 24\% | (73) | $41 \%$ | (123) | 300 |
| Ideo: Liberal (1-3) | 11\% | (73) | 25\% | (171) | 5\% | (35) | $2 \%$ | (13) | $31 \%$ | (209) | 26\% | (172) | 674 |
| Ideo: Moderate (4) | 7\% | (41) | 19\% | (102) | 8\% | (44) | 6\% | (34) | 30\% | (165) | 29\% | (159) | 544 |
| Ideo: Conservative (5-7) | 6\% | (44) | 12\% | (82) | $8 \%$ | (59) | $11 \%$ | (77) | 25\% | (175) | 39\% | (275) | 712 |
| Educ: < College | 8\% | (126) | 15\% | (234) | 6\% | (91) | 6\% | (91) | 29\% | (435) | 35\% | (535) | 1512 |
| Educ: Bachelors degree | 7\% | (33) | 19\% | (85) | 8\% | (35) | 6\% | (26) | $32 \%$ | (141) | 28\% | (125) | 444 |
| Educ: Post-grad | 7\% | (16) | 19\% | (46) | 8\% | (19) | 7\% | (17) | $29 \%$ | (71) | $31 \%$ | (75) | 243 |

[^90]Table HR7_12: Do you have a favorable or unfavorable opinion of each of the following TV shows?
Watch What Happens Live with Andy Cohen

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 8\% | (175) | 17\% | (364) | 7\% | (144) | 6\% | (135) | 29\% | (647) | 33\% | (735) | 2199 |
| Income: Under 50k | 9\% | (114) | 15\% | (198) | 6\% | (75) | 5\% | (70) | 28\% | (368) | 36\% | (472) | 1297 |
| Income: 50k-100k | 8\% | (50) | 18\% | (108) | 8\% | (50) | 8\% | (49) | 30\% | (184) | 28\% | (174) | 615 |
| Income: 100k+ | 4\% | (11) | 20\% | (58) | 7\% | (19) | 5\% | (15) | 33\% | (94) | $31 \%$ | (90) | 287 |
| Ethnicity: White | 6\% | (101) | 14\% | (246) | 7\% | (115) | 7\% | (113) | 30\% | (517) | 37\% | (630) | 1722 |
| Ethnicity: Hispanic | 15\% | (51) | 22\% | (79) | 3\% | (10) | 6\% | (22) | 21\% | (75) | 32\% | (113) | 350 |
| Ethnicity: Afr. Am. | 13\% | (37) | 27\% | (75) | 6\% | (16) | 3\% | (9) | $32 \%$ | (87) | 18\% | (51) | 274 |
| Ethnicity: Other | 18\% | (37) | 21\% | (43) | 7\% | (13) | 6\% | (13) | 21\% | (42) | 27\% | (55) | 203 |
| Relig: Protestant | 6\% | (33) | 15\% | (79) | 7\% | (39) | 8\% | (41) | 30\% | (160) | 35\% | (188) | 539 |
| Relig: Roman Catholic | 10\% | (42) | $21 \%$ | (90) | 7\% | (30) | 7\% | (29) | 25\% | (108) | 31\% | (136) | 436 |
| Relig: Something Else | 8\% | (15) | 19\% | (35) | 4\% | (8) | $2 \%$ | (4) | 30\% | (55) | 38\% | (70) | 187 |
| Relig: Jewish | 6\% | (3) | 21\% | (11) | 5\% | (3) | 6\% | (3) | 38\% | (21) | 24\% | (13) | 54 |
| Relig: Evangelical | 7\% | (60) | 19\% | (154) | 6\% | (49) | 6\% | (46) | 27\% | (214) | 35\% | (281) | 805 |
| Relig: Non-Evang. Catholics | 8\% | (30) | 14\% | (49) | 8\% | (28) | 8\% | (27) | 31\% | (110) | $32 \%$ | (113) | 357 |
| Relig: All Christian | 8\% | (90) | 18\% | (204) | 7\% | (76) | 6\% | (73) | 28\% | (324) | 34\% | (394) | 1161 |
| Relig: All Non-Christian | 11\% | (24) | $11 \%$ | (24) | 8\% | (18) | 10\% | (23) | 27\% | (61) | $33 \%$ | (74) | 224 |
| Community: Urban | 11\% | (66) | 19\% | (112) | 8\% | (45) | 5\% | (30) | 26\% | (150) | 30\% | (171) | 575 |
| Community: Suburban | 8\% | (74) | 18\% | (174) | 6\% | (64) | 5\% | (54) | 30\% | (291) | 33\% | (325) | 982 |
| Community: Rural | 5\% | (35) | 12\% | (79) | 5\% | (35) | 8\% | (50) | 32\% | (205) | 37\% | (238) | 643 |
| Employ: Private Sector | 8\% | (52) | 23\% | (149) | 7\% | (48) | 5\% | (33) | 31\% | (202) | 27\% | (176) | 661 |
| Employ: Government | 17\% | (21) | 18\% | (23) | 6\% | (7) | 7\% | (8) | 25\% | (31) | 28\% | (35) | 124 |
| Employ: Self-Employed | 8\% | (15) | 20\% | (39) | 11\% | (21) | 5\% | (10) | 27\% | (54) | 29\% | (57) | 195 |
| Employ: Homemaker | 10\% | (16) | 15\% | (25) | $3 \%$ | (5) | 7\% | (11) | $31 \%$ | (52) | 35\% | (60) | 170 |
| Employ: Student | 13\% | (11) | 22\% | (18) | 11\% | (9) | 1\% | (1) | 19\% | (15) | 34\% | (26) | 79 |
| Employ: Retired | 4\% | (23) | 12\% | (63) | 6\% | (30) | 9\% | (48) | 26\% | (137) | 42\% | (222) | 523 |
| Employ: Unemployed | 8\% | (21) | 10\% | (25) | 6\% | (15) | $4 \%$ | (11) | 35\% | (92) | 37\% | (98) | 262 |
| Employ: Other | 8\% | (16) | 12\% | (23) | 5\% | (9) | 7\% | (13) | 34\% | (64) | 33\% | (61) | 185 |
| Military HH: Yes | 5\% | (19) | 16\% | (60) | 4\% | (14) | 8\% | (29) | 28\% | (107) | 40\% | (156) | 384 |
| Military HH: No | 9\% | (155) | 17\% | (305) | 7\% | (131) | 6\% | (105) | 30\% | (540) | $32 \%$ | (579) | 1815 |
| RD/WT: Right Direction | 9\% | (70) | 14\% | (119) | 8\% | (68) | 9\% | (78) | 22\% | (186) | 37\% | (306) | 826 |
| RD/WT: Wrong Track | 8\% | (104) | 18\% | (246) | 6\% | (77) | $4 \%$ | (57) | 34\% | (461) | $31 \%$ | (429) | 1373 |

[^91]Table HR7_12: Do you have a favorable or unfavorable opinion of each of the following TV shows?
Watch What Happens Live with Andy Cohen

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 8\% | (175) | 17\% | (364) | 7\% | (144) | 6\% | (135) | 29\% | (647) | 33\% | (735) | 2199 |
| Trump Job Approve | 9\% | (80) | $11 \%$ | (97) | 8\% | (68) | 10\% | (90) | 25\% | (215) | 37\% | (319) | 870 |
| Trump Job Disapprove | 8\% | (93) | 21\% | (262) | 6\% | (74) | 3\% | (42) | 32\% | (392) | 30\% | (364) | 1227 |
| Trump Job Strongly Approve | $11 \%$ | (47) | 9\% | (41) | 6\% | (28) | 14\% | (61) | 19\% | (85) | 41\% | (179) | 440 |
| Trump Job Somewhat Approve | 8\% | (33) | 13\% | (56) | 10\% | (41) | 7\% | (30) | 30\% | (130) | 32\% | (140) | 429 |
| Trump Job Somewhat Disapprove | 3\% | (9) | 23\% | (69) | 12\% | (36) | 2\% | (5) | 32\% | (95) | 28\% | (83) | 297 |
| Trump Job Strongly Disapprove | 9\% | (84) | 21\% | (193) | $4 \%$ | (39) | 4\% | (37) | 32\% | (297) | 30\% | (281) | 930 |
| Favorable of Trump | 7\% | (62) | 12\% | (104) | 8\% | (71) | 10\% | (88) | 25\% | (212) | 37\% | (310) | 847 |
| Unfavorable of Trump | 9\% | (110) | $21 \%$ | (249) | 6\% | (73) | 4\% | (45) | 30\% | (367) | 30\% | (368) | 1212 |
| Very Favorable of Trump | 10\% | (49) | 11\% | (51) | 6\% | (29) | 15\% | (71) | 19\% | (91) | 39\% | (187) | 479 |
| Somewhat Favorable of Trump | $4 \%$ | (13) | 14\% | (53) | $11 \%$ | (42) | 5\% | (17) | $33 \%$ | (120) | 33\% | (122) | 368 |
| Somewhat Unfavorable of Trump | 5\% | (11) | 18\% | (42) | 12\% | (28) | 5\% | (11) | 29\% | (68) | 32\% | (76) | 236 |
| Very Unfavorable of Trump | 10\% | (99) | 21\% | (207) | 5\% | (44) | 4\% | (35) | 31\% | (300) | 30\% | (292) | 976 |
| \#1 Issue: Economy | 8\% | (43) | 18\% | (99) | 9\% | (52) | 5\% | (26) | 30\% | (166) | 31\% | (173) | 560 |
| \#1 Issue: Security | 7\% | (33) | 14\% | (63) | 6\% | (26) | 11\% | (49) | 22\% | (97) | 39\% | (173) | 441 |
| \#1 Issue: Health Care | 9\% | (35) | 17\% | (62) | 6\% | (21) | 5\% | (17) | 31\% | (115) | 32\% | (119) | 368 |
| \#1 Issue: Medicare / Social Security | 6\% | (21) | 18\% | (66) | 5\% | (18) | 7\% | (24) | 30\% | (109) | 34\% | (121) | 359 |
| \#1 Issue: Women's Issues | $11 \%$ | (14) | 24\% | (31) | 3\% | (4) | 2\% | (2) | 22\% | (28) | 37\% | (46) | 126 |
| \#1 Issue: Education | $14 \%$ | (21) | 10\% | (15) | 10\% | (15) | 5\% | (7) | 35\% | (54) | 27\% | (41) | 154 |
| \#1 Issue: Energy | $4 \%$ | (4) | 18\% | (18) | 5\% | (5) | 3\% | (3) | 40\% | (40) | 29\% | (29) | 100 |
| \#1 Issue: Other | $4 \%$ | (3) | 12\% | (11) | 3\% | (3) | 7\% | (6) | 40\% | (37) | 35\% | (33) | 93 |
| 2018 House Vote: Democrat | $11 \%$ | (89) | 26\% | (217) | $4 \%$ | (35) | 2\% | (19) | 31\% | (258) | 26\% | (220) | 839 |
| 2018 House Vote: Republican | 6\% | (36) | 10\% | (63) | $11 \%$ | (70) | 12\% | (77) | 24\% | (155) | 38\% | (241) | 643 |
| 2018 House Vote: Someone else | 3\% | (4) | 16\% | (17) | 5\% | (5) | 15\% | (16) | 40\% | (42) | 21\% | (23) | 105 |
| 2018 House Vote: Didnt Vote | 7\% | (42) | 11\% | (65) | 6\% | (35) | 4\% | (22) | 32\% | (192) | 41\% | (251) | 605 |
| 2016 Vote: Hillary Clinton | $11 \%$ | (77) | 25\% | (180) | $4 \%$ | (30) | 3\% | (19) | 30\% | (217) | 27\% | (195) | 719 |
| 2016 Vote: Donald Trump | 6\% | (37) | 13\% | (86) | 9\% | (60) | 11\% | (73) | 25\% | (169) | 36\% | (242) | 666 |
| 2016 Vote: Someone else | 8\% | (14) | 15\% | (27) | 6\% | (11) | 10\% | (18) | 40\% | (71) | 20\% | (36) | 178 |
| 2016 Vote: Didnt Vote | 7\% | (45) | $11 \%$ | (68) | 7\% | (43) | 4\% | (25) | 30\% | (187) | 41\% | (260) | 629 |
| Voted in 2014: Yes | 8\% | (116) | 19\% | (266) | 7\% | (96) | 7\% | (91) | 29\% | (396) | 29\% | (401) | 1366 |
| Voted in 2014: No | 7\% | (59) | 12\% | (98) | 6\% | (48) | 5\% | (43) | 30\% | (251) | 40\% | (334) | 833 |

[^92]Table HR7_12: Do you have a favorable or unfavorable opinion of each of the following TV shows?
Watch What Happens Live with Andy Cohen

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 8\% | (175) | 17\% | (364) | 7\% | (144) | 6\% | (135) | 29\% | (647) | 33\% | (735) | 2199 |
| 2012 Vote: Barack Obama | $11 \%$ | (95) | 24\% | (205) | 6\% | (51) | 4\% | (30) | 30\% | (259) | 25\% | (214) | 854 |
| 2012 Vote: Mitt Romney | 4\% | (20) | 12\% | (60) | 7\% | (38) | $11 \%$ | (58) | 28\% | (138) | 38\% | (188) | 501 |
| 2012 Vote: Other | 1\% | (0) | 13\% | (12) | 3\% | (2) | 10\% | (9) | 35\% | (31) | $38 \%$ | (33) | 87 |
| 2012 Vote: Didn't Vote | 8\% | (59) | 12\% | (88) | 7\% | (53) | 5\% | (38) | 29\% | (219) | 39\% | (296) | 752 |
| 4-Region: Northeast | 10\% | (40) | 14\% | (54) | 8\% | (30) | 6\% | (25) | 33\% | (128) | 30\% | (117) | 394 |
| 4-Region: Midwest | 7\% | (33) | 15\% | (68) | 7\% | (31) | 5\% | (22) | 32\% | (148) | 35\% | (160) | 462 |
| 4-Region: South | 6\% | (53) | 18\% | (151) | 7\% | (54) | 6\% | (53) | 28\% | (234) | 34\% | (279) | 824 |
| 4-Region: West | 9\% | (49) | 18\% | (91) | 6\% | (30) | 7\% | (34) | 26\% | (137) | 34\% | (179) | 519 |
| TV shows: Every day | 9\% | (107) | 18\% | (204) | 6\% | (68) | 6\% | (70) | 31\% | (353) | 30\% | (347) | 1148 |
| TV shows: Several times per week | 7\% | (38) | 19\% | (97) | 9\% | (48) | 5\% | (25) | 27\% | (138) | 33\% | (167) | 512 |
| TV shows: About once per week | 11\% | (15) | 23\% | (33) | 5\% | (7) | 10\% | (14) | 22\% | (32) | 29\% | (42) | 144 |
| TV shows: Several times per month | 2\% | (3) | 15\% | (15) | 8\% | (8) | 9\% | (10) | 36\% | (36) | 30\% | (30) | 101 |
| TV shows: About once per month | 2\% | (1) | 4\% | (2) | 18\% | (9) | 2\% | (1) | 23\% | (11) | 51\% | (24) | 48 |
| TV shows: Less often than once per month | 5\% | (4) | 14\% | (11) | 3\% | (2) | 5\% | (4) | 28\% | (22) | 45\% | (35) | 78 |
| TV shows: Never | 4\% | (7) | 2\% | (4) | 2\% | (3) | 7\% | (11) | 32\% | (54) | 53\% | (90) | 169 |
| Movies: Every day | 16\% | (65) | 18\% | (72) | 7\% | (27) | 4\% | (14) | 30\% | (119) | 25\% | (101) | 399 |
| Movies: Several times per week | 10\% | (59) | 19\% | (110) | 7\% | (39) | 6\% | (35) | 28\% | (159) | 30\% | (173) | 574 |
| Movies: About once per week | 5\% | (20) | 21\% | (80) | 9\% | (35) | 7\% | (28) | 28\% | (106) | 30\% | (115) | 383 |
| Movies: Several times per month | 3\% | (8) | 18\% | (51) | 9\% | (25) | 8\% | (22) | 35\% | (96) | 26\% | (71) | 273 |
| Movies: About once per month | 2\% | (4) | 11\% | (20) | 6\% | (10) | 7\% | (12) | 29\% | (50) | 45\% | (78) | 173 |
| Movies: Less often than once per month | 6\% | (13) | 10\% | (20) | 3\% | (6) | 2\% | (5) | 30\% | (60) | 48\% | (96) | 201 |
| Movies: Never | 3\% | (6) | 6\% | (12) | 1\% | (2) | 9\% | (19) | 29\% | (56) | 52\% | (101) | 196 |
| Sports: Every day | 18\% | (28) | 24\% | (38) | 11\% | (18) | 4\% | (6) | 32\% | (50) | 11\% | (18) | 158 |
| Sports: Several times per week | 11\% | (36) | 23\% | (78) | 7\% | (24) | 12\% | (39) | 22\% | (72) | 25\% | (83) | 332 |
| Sports: About once per week | 11\% | (30) | 18\% | (51) | 11\% | (32) | 3\% | (9) | 27\% | (76) | 29\% | (80) | 279 |
| Sports: Several times per month | 7\% | (15) | 23\% | (53) | 7\% | (17) | 8\% | (19) | 31\% | (71) | 23\% | (53) | 228 |
| Sports: About once per month | 6\% | (10) | 17\% | (30) | 5\% | (9) | 9\% | (16) | 29\% | (50) | 34\% | (59) | 174 |
| Sports: Less often than once per month | 6\% | (21) | 15\% | (56) | 6\% | (21) | 4\% | (16) | 30\% | (109) | 38\% | (140) | 363 |
| Sports: Never | 5\% | (34) | 9\% | (59) | 3\% | (23) | $4 \%$ | (30) | $33 \%$ | (219) | 45\% | (301) | 666 |

[^93]Table HR7_12: Do you have a favorable or unfavorable opinion of each of the following TV shows?
Watch What Happens Live with Andy Cohen

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 8\% | (175) | 17\% | (364) | 7\% | (144) | 6\% | (135) | 29\% | (647) | $33 \%$ | (735) | 2199 |
| Cable: I currently subscribe | 11\% | (120) | 18\% | (194) | 7\% | (78) | 5\% | (60) | 32\% | (350) | 28\% | (305) | 1108 |
| Cable: I subscribed in the past | 6\% | (42) | 17\% | (126) | 7\% | (53) | 7\% | (53) | 26\% | (188) | 36\% | (265) | 727 |
| Cable: I have never subscribed | 3\% | (12) | 12\% | (44) | 4\% | (14) | 6\% | (22) | 30\% | (108) | 45\% | (165) | 365 |
| Satellite television: I currently subscribe | 10\% | (51) | 19\% | (99) | 9\% | (45) | 6\% | (32) | 28\% | (145) | 29\% | (154) | 526 |
| Satellite television: I subscribed in the past | 7\% | (45) | 18\% | (106) | 6\% | (38) | 6\% | (39) | 31\% | (184) | 31\% | (186) | 597 |
| Satellite television: I have never subscribed | 7\% | (79) | 15\% | (159) | 6\% | (61) | 6\% | (64) | 29\% | (317) | 37\% | (395) | 1076 |
| Streaming service: I currently subscribe | 10\% | (126) | 19\% | (250) | 7\% | (93) | 6\% | (72) | 30\% | (390) | 29\% | (371) | 1302 |
| Streaming service: I subscribed in the past | 6\% | (14) | 23\% | (54) | 12\% | (29) | 6\% | (15) | 25\% | (59) | 27\% | (62) | 234 |
| Streaming service: I have never subscribed | 5\% | (35) | 9\% | (60) | 3\% | (22) | 7\% | (47) | 30\% | (197) | 45\% | (301) | 663 |
| Film: An avid fan | 12\% | (94) | 24\% | (189) | 6\% | (49) | 6\% | (45) | 27\% | (211) | 24\% | (190) | 779 |
| Film: A casual fan | 6\% | (69) | 14\% | (164) | 8\% | (87) | 5\% | (56) | 32\% | (369) | 35\% | (408) | 1153 |
| Film: Not a fan | 4\% | (11) | 4\% | (11) | 3\% | (8) | 13\% | (34) | 25\% | (66) | 51\% | (137) | 267 |
| Television: An avid fan | 10\% | (120) | 22\% | (248) | 7\% | (78) | 7\% | (80) | 27\% | (315) | 27\% | (312) | 1154 |
| Television: A casual fan | 6\% | (53) | 12\% | (107) | $7 \%$ | (64) | 5\% | (45) | 33\% | (298) | 38\% | (341) | 907 |
| Television: Not a fan | 1\% | (2) | 7\% | (10) | $2 \%$ | (2) | 7\% | (10) | 24\% | (34) | 59\% | (82) | 139 |
| Music: An avid fan | 12\% | (133) | 21\% | (240) | 7\% | (79) | 6\% | (70) | 28\% | (320) | 27\% | (308) | 1152 |
| Music: A casual fan | $4 \%$ | (38) | 13\% | (120) | 6\% | (57) | 6\% | (57) | 32\% | (293) | 38\% | (342) | 907 |
| Music: Not a fan | 2\% | (3) | 3\% | (4) | 6\% | (8) | 5\% | (8) | 24\% | (33) | 60\% | (85) | 140 |
| Fashion: An avid fan | 21\% | (71) | 30\% | (102) | 9\% | (30) | 3\% | (9) | 14\% | (49) | 23\% | (80) | 342 |
| Fashion: A casual fan | 8\% | (70) | 19\% | (163) | 7\% | (57) | 6\% | (49) | 31\% | (270) | 29\% | (252) | 861 |
| Fashion: Not a fan | 3\% | (34) | 10\% | (99) | 6\% | (57) | 8\% | (76) | 33\% | (327) | 40\% | (403) | 996 |

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

Table HR7_13: Do you have a favorable or unfavorable opinion of each of the following TV shows?
Busy Tonight

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 5\% | (108) | 8\% | (170) | 5\% | (101) | 6\% | (128) | 23\% | (505) | $54 \%$ | (1188) | 2199 |
| Gender: Male | 7\% | (72) | 9\% | (92) | 6\% | (61) | 7\% | (77) | 24\% | (250) | 48\% | (509) | 1061 |
| Gender: Female | 3\% | (37) | 7\% | (77) | 3\% | (39) | 5\% | (52) | 22\% | (255) | 60\% | (678) | 1138 |
| Age: 18-29 | 9\% | (36) | 9\% | (39) | 7\% | (29) | 8\% | (31) | 17\% | (69) | 50\% | (207) | 411 |
| Age: 30-44 | 6\% | (39) | $11 \%$ | (65) | 6\% | (34) | 5\% | (31) | 27\% | (162) | 45\% | (270) | 600 |
| Age: 45-54 | 6\% | (19) | 8\% | (26) | $4 \%$ | (13) | 5\% | (18) | 24\% | (81) | 53\% | (176) | 335 |
| Age: 55-64 | 3\% | (11) | 6\% | (27) | 3\% | (13) | 8\% | (31) | 26\% | (107) | 54\% | (227) | 417 |
| Age: 65+ | 1\% | (4) | 3\% | (13) | $2 \%$ | (11) | 4\% | (17) | 19\% | (85) | 70\% | (307) | 436 |
| Generation Z: 18-21 | 6\% | (7) | 10\% | (12) | 3\% | (3) | 12\% | (14) | 14\% | (16) | 55\% | (64) | 116 |
| Millennial: Age 22-37 | 8\% | (53) | 12\% | (79) | 7\% | (45) | 5\% | (30) | 23\% | (153) | 45\% | (296) | 657 |
| Generation X: Age 38-53 | 5\% | (28) | 7\% | (37) | 5\% | (28) | 6\% | (35) | 26\% | (140) | 51\% | (276) | 543 |
| Boomers: Age 54-72 | 3\% | (20) | 5\% | (40) | 3\% | (24) | 6\% | (46) | 23\% | (177) | 60\% | (465) | 772 |
| PID: Dem (no lean) | 7\% | (53) | 11\% | (88) | $4 \%$ | (35) | 3\% | (28) | 23\% | (186) | 52\% | (416) | 806 |
| PID: Ind (no lean) | 3\% | (25) | 5\% | (41) | $4 \%$ | (34) | 5\% | (39) | 25\% | (191) | 56\% | (423) | 754 |
| PID: Rep (no lean) | 5\% | (31) | 6\% | (40) | 5\% | (32) | 10\% | (61) | 20\% | (128) | 54\% | (348) | 639 |
| PID/Gender: Dem Men | 9\% | (37) | 14\% | (54) | 5\% | (20) | 4\% | (18) | 23\% | (90) | 45\% | (177) | 395 |
| PID/Gender: Dem Women | 4\% | (17) | 8\% | (34) | 4\% | (15) | 3\% | (11) | 23\% | (95) | 58\% | (239) | 411 |
| PID/Gender: Ind Men | 4\% | (12) | 6\% | (19) | 6\% | (20) | 7\% | (21) | 28\% | (91) | 50\% | (163) | 326 |
| PID/Gender: Ind Women | 3\% | (12) | 5\% | (23) | 3\% | (14) | 4\% | (18) | 23\% | (100) | 61\% | (260) | 427 |
| PID/Gender: Rep Men | 7\% | (23) | 6\% | (19) | 6\% | (22) | $11 \%$ | (38) | 20\% | (68) | 50\% | (170) | 339 |
| PID/Gender: Rep Women | 3\% | (8) | 7\% | (21) | 3\% | (10) | 8\% | (23) | 20\% | (59) | 60\% | (179) | 300 |
| Ideo: Liberal (1-3) | 8\% | (55) | 12\% | (80) | 5\% | (35) | 3\% | (20) | 26\% | (172) | 46\% | (312) | 674 |
| Ideo: Moderate (4) | 3\% | (16) | 7\% | (36) | 6\% | (34) | 7\% | (40) | 22\% | (121) | 54\% | (296) | 544 |
| Ideo: Conservative (5-7) | 4\% | (29) | 6\% | (45) | $4 \%$ | (31) | 7\% | (53) | 19\% | (136) | 59\% | (418) | 712 |
| Educ: < College | 6\% | (93) | 7\% | (99) | 4\% | (56) | 6\% | (95) | 22\% | (338) | 55\% | (831) | 1512 |
| Educ: Bachelors degree | 2\% | (9) | 11\% | (48) | 8\% | (36) | 5\% | (20) | 24\% | (106) | 51\% | (225) | 444 |
| Educ: Post-grad | 3\% | (7) | 9\% | (22) | 4\% | (9) | 6\% | (13) | 25\% | (61) | $54 \%$ | (131) | 243 |

[^94]Table HR7_13: Do you have a favorable or unfavorable opinion of each of the following TV shows?
Busy Tonight

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 5\% | (108) | 8\% | (170) | 5\% | (101) | 6\% | (128) | 23\% | (505) | 54\% | (1188) | 2199 |
| Income: Under 50k | 6\% | (82) | 7\% | (90) | 4\% | (55) | 6\% | (74) | 23\% | (294) | $54 \%$ | (703) | 1297 |
| Income: 50k-100k | $4 \%$ | (23) | 10\% | (61) | 5\% | (34) | 6\% | (37) | 23\% | (140) | 52\% | (320) | 615 |
| Income: 100k+ | 1\% | (3) | 6\% | (18) | 4\% | (13) | 6\% | (17) | 25\% | (71) | 57\% | (165) | 287 |
| Ethnicity: White | 3\% | (59) | 6\% | (106) | 5\% | (78) | 6\% | (100) | 23\% | (399) | 57\% | (980) | 1722 |
| Ethnicity: Hispanic | $11 \%$ | (38) | 10\% | (33) | 5\% | (17) | 6\% | (21) | 24\% | (82) | 45\% | (158) | 350 |
| Ethnicity: Afr. Am. | 9\% | (25) | 15\% | (41) | 3\% | (8) | 7\% | (19) | 22\% | (59) | 45\% | (123) | 274 |
| Ethnicity: Other | 12\% | (24) | 11\% | (23) | 7\% | (15) | 5\% | (10) | 23\% | (46) | 41\% | (84) | 203 |
| Relig: Protestant | 3\% | (18) | 5\% | (27) | 6\% | (33) | 6\% | (31) | 20\% | (108) | 60\% | (322) | 539 |
| Relig: Roman Catholic | 10\% | (41) | 10\% | (42) | $2 \%$ | (11) | 7\% | (29) | 23\% | (102) | 48\% | (210) | 436 |
| Relig: Something Else | 1\% | (2) | 13\% | (24) | 3\% | (5) | 2\% | (4) | 23\% | (42) | 58\% | (109) | 187 |
| Relig: Jewish | 1\% | (1) | 2\% | (1) | $11 \%$ | (6) | 7\% | (4) | 29\% | (16) | 50\% | (27) | 54 |
| Relig: Evangelical | 5\% | (40) | 9\% | (76) | 4\% | (28) | 5\% | (41) | 22\% | (173) | 55\% | (446) | 805 |
| Relig: Non-Evang. Catholics | 6\% | (22) | 5\% | (17) | 6\% | (21) | 6\% | (23) | 22\% | (79) | 55\% | (196) | 357 |
| Relig: All Christian | 5\% | (61) | 8\% | (93) | 4\% | (49) | 6\% | (64) | 22\% | (252) | 55\% | (642) | 1161 |
| Relig: All Non-Christian | 5\% | (12) | 4\% | (9) | $2 \%$ | (4) | 13\% | (30) | 20\% | (45) | 56\% | (125) | 224 |
| Community: Urban | 9\% | (51) | 10\% | (58) | 4\% | (26) | 6\% | (33) | 22\% | (124) | 49\% | (283) | 575 |
| Community: Suburban | 4\% | (39) | 8\% | (74) | 6\% | (57) | 5\% | (49) | 24\% | (233) | $54 \%$ | (530) | 982 |
| Community: Rural | 3\% | (18) | 6\% | (37) | 3\% | (18) | 7\% | (46) | 23\% | (148) | 58\% | (375) | 643 |
| Employ: Private Sector | 5\% | (36) | 11\% | (70) | 6\% | (41) | 4\% | (30) | 26\% | (173) | 47\% | (310) | 661 |
| Employ: Government | $11 \%$ | (14) | 11\% | (14) | 1\% | (2) | 7\% | (9) | 19\% | (24) | 49\% | (62) | 124 |
| Employ: Self-Employed | 5\% | (9) | 10\% | (19) | 6\% | (12) | $7 \%$ | (14) | 24\% | (46) | 49\% | (95) | 195 |
| Employ: Homemaker | 6\% | (10) | 5\% | (9) | 5\% | (9) | 4\% | (7) | 22\% | (37) | 58\% | (98) | 170 |
| Employ: Student | 14\% | (11) | 14\% | (11) | 5\% | (4) | 5\% | (4) | 23\% | (18) | 39\% | (31) | 79 |
| Employ: Retired | 1\% | (7) | 5\% | (26) | 3\% | (15) | 6\% | (33) | 19\% | (99) | 65\% | (342) | 523 |
| Employ: Unemployed | 7\% | (18) | 4\% | (10) | $2 \%$ | (4) | 6\% | (17) | 25\% | (64) | 57\% | (148) | 262 |
| Employ: Other | 1\% | (3) | 5\% | (10) | $7 \%$ | (13) | 8\% | (15) | 23\% | (43) | 55\% | (101) | 185 |
| Military HH: Yes | 6\% | (22) | 5\% | (19) | $2 \%$ | (6) | 4\% | (17) | 23\% | (89) | 60\% | (231) | 384 |
| Military HH: No | 5\% | (86) | 8\% | (150) | 5\% | (95) | 6\% | (112) | 23\% | (415) | 53\% | (957) | 1815 |
| RD/WT: Right Direction | 6\% | (46) | 10\% | (85) | $4 \%$ | (36) | 9\% | (77) | 18\% | (151) | 52\% | (433) | 826 |
| RD/WT: Wrong Track | 5\% | (63) | 6\% | (85) | 5\% | (65) | 4\% | (52) | 26\% | (354) | 55\% | (755) | 1373 |

Continued on next page

Table HR7_13: Do you have a favorable or unfavorable opinion of each of the following TV shows?
Busy Tonight

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 5\% | (108) | 8\% | (170) | 5\% | (101) | 6\% | (128) | 23\% | (505) | 54\% | (1188) | 2199 |
| Trump Job Approve | 6\% | (51) | 7\% | (62) | 5\% | (40) | 9\% | (77) | 19\% | (167) | 54\% | (472) | 870 |
| Trump Job Disapprove | 4\% | (55) | 9\% | (106) | 5\% | (59) | 4\% | (45) | 25\% | (306) | 53\% | (657) | 1227 |
| Trump Job Strongly Approve | 6\% | (28) | 6\% | (26) | $4 \%$ | (18) | $11 \%$ | (51) | 16\% | (72) | 56\% | (245) | 440 |
| Trump Job Somewhat Approve | 5\% | (22) | 8\% | (36) | 5\% | (22) | 6\% | (27) | 22\% | (95) | 53\% | (227) | 429 |
| Trump Job Somewhat Disapprove | 1\% | (4) | $11 \%$ | (32) | 7\% | (21) | $4 \%$ | (11) | 18\% | (55) | 59\% | (175) | 297 |
| Trump Job Strongly Disapprove | 5\% | (51) | 8\% | (74) | $4 \%$ | (38) | $4 \%$ | (35) | 27\% | (251) | 52\% | (482) | 930 |
| Favorable of Trump | 5\% | (44) | 8\% | (65) | 4\% | (36) | 9\% | (78) | 18\% | (154) | 56\% | (470) | 847 |
| Unfavorable of Trump | 5\% | (60) | 8\% | (99) | 5\% | (64) | $4 \%$ | (47) | 24\% | (294) | 53\% | (648) | 1212 |
| Very Favorable of Trump | 6\% | (29) | 8\% | (37) | 4\% | (19) | 11\% | (53) | 16\% | (78) | 55\% | (264) | 479 |
| Somewhat Favorable of Trump | $4 \%$ | (15) | 8\% | (28) | 5\% | (18) | 7\% | (25) | 21\% | (76) | 56\% | (207) | 368 |
| Somewhat Unfavorable of Trump | 2\% | (5) | 8\% | (18) | 8\% | (19) | 6\% | (14) | 19\% | (44) | 57\% | (135) | 236 |
| Very Unfavorable of Trump | 6\% | (55) | 8\% | (81) | 5\% | (45) | 3\% | (33) | 26\% | (249) | 53\% | (513) | 976 |
| \#1 Issue: Economy | 3\% | (14) | 9\% | (48) | 7\% | (36) | 6\% | (32) | 25\% | (141) | $51 \%$ | (288) | 560 |
| \#1 Issue: Security | 3\% | (15) | 6\% | (28) | 4\% | (20) | 8\% | (35) | 19\% | (83) | 59\% | (260) | 441 |
| \#1 Issue: Health Care | 6\% | (22) | 10\% | (37) | 3\% | (11) | $4 \%$ | (14) | 25\% | (92) | 52\% | (192) | 368 |
| \#1 Issue: Medicare / Social Security | 5\% | (16) | 6\% | (22) | 4\% | (14) | 7\% | (25) | 20\% | (72) | 58\% | (209) | 359 |
| \#1 Issue: Women's Issues | 15\% | (18) | 8\% | (10) | 5\% | (7) | $4 \%$ | (5) | 17\% | (22) | 50\% | (63) | 126 |
| \#1 Issue: Education | 10\% | (16) | 8\% | (13) | 3\% | (5) | 3\% | (5) | 27\% | (42) | 47\% | (73) | 154 |
| \#1 Issue: Energy | 3\% | (3) | 12\% | (12) | 7\% | (7) | 8\% | (8) | 28\% | (28) | 42\% | (42) | 100 |
| \#1 Issue: Other | 3\% | (3) | 1\% | (1) | 1\% | (1) | $4 \%$ | (4) | 27\% | (25) | 64\% | (60) | 93 |
| 2018 House Vote: Democrat | 7\% | (61) | 12\% | (97) | 5\% | (43) | 3\% | (26) | 25\% | (209) | 48\% | (405) | 839 |
| 2018 House Vote: Republican | 3\% | (21) | 5\% | (35) | 5\% | (30) | 10\% | (62) | 19\% | (124) | 58\% | (371) | 643 |
| 2018 House Vote: Someone else | 2\% | (2) | 6\% | (6) | $4 \%$ | (4) | 8\% | (9) | 38\% | (40) | 42\% | (44) | 105 |
| 2018 House Vote: Didnt Vote | 3\% | (20) | 5\% | (31) | 4\% | (24) | 5\% | (31) | 22\% | (131) | 61\% | (367) | 605 |
| 2016 Vote: Hillary Clinton | 7\% | (50) | $11 \%$ | (80) | 5\% | (35) | 2\% | (16) | 25\% | (183) | 49\% | (355) | 719 |
| 2016 Vote: Donald Trump | 3\% | (21) | 7\% | (44) | 6\% | (37) | 10\% | (64) | 19\% | (126) | 56\% | (374) | 666 |
| 2016 Vote: Someone else | 5\% | (9) | 6\% | (11) | 6\% | (12) | 3\% | (6) | 34\% | (61) | 44\% | (79) | 178 |
| 2016 Vote: Didnt Vote | 5\% | (28) | 5\% | (31) | 3\% | (17) | 7\% | (42) | 21\% | (135) | 60\% | (376) | 629 |
| Voted in 2014: Yes | 5\% | (66) | 9\% | (129) | 5\% | (73) | 5\% | (75) | 23\% | (314) | 52\% | (709) | 1366 |
| Voted in 2014: No | 5\% | (43) | 5\% | (40) | 3\% | (28) | 6\% | (53) | 23\% | (191) | 57\% | (479) | 833 |

[^95]Table HR7_13: Do you have a favorable or unfavorable opinion of each of the following TV shows?
Busy Tonight

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 5\% | (108) | 8\% | (170) | 5\% | (101) | 6\% | (128) | 23\% | (505) | 54\% | (1188) | 2199 |
| 2012 Vote: Barack Obama | 6\% | (53) | $11 \%$ | (94) | 5\% | (45) | $4 \%$ | (33) | 24\% | (205) | 50\% | (424) | 854 |
| 2012 Vote: Mitt Romney | 2\% | (11) | 5\% | (26) | 5\% | (25) | 8\% | (40) | 21\% | (107) | 58\% | (291) | 501 |
| 2012 Vote: Other | - | (0) | 8\% | (7) | 1\% | (1) | 5\% | (4) | 24\% | (21) | 62\% | (54) | 87 |
| 2012 Vote: Didn't Vote | 6\% | (44) | 6\% | (42) | $4 \%$ | (29) | 7\% | (51) | 23\% | (172) | 55\% | (415) | 752 |
| 4-Region: Northeast | 5\% | (18) | 7\% | (27) | 3\% | (12) | 6\% | (25) | 26\% | (102) | 53\% | (209) | 394 |
| 4-Region: Midwest | 3\% | (12) | 8\% | (37) | $4 \%$ | (16) | 7\% | (30) | 25\% | (115) | 55\% | (252) | 462 |
| 4-Region: South | 5\% | (41) | 9\% | (70) | 4\% | (35) | 5\% | (45) | 22\% | (178) | 55\% | (454) | 824 |
| 4-Region: West | 7\% | (38) | 7\% | (34) | 7\% | (37) | 5\% | (28) | 21\% | (110) | 52\% | (272) | 519 |
| TV shows: Every day | 7\% | (77) | 7\% | (84) | 5\% | (61) | 5\% | (54) | 23\% | (266) | 53\% | (606) | 1148 |
| TV shows: Several times per week | 1\% | (6) | 8\% | (43) | 4\% | (18) | 7\% | (38) | 25\% | (130) | 54\% | (277) | 512 |
| TV shows: About once per week | 9\% | (13) | 17\% | (24) | 8\% | (11) | 5\% | (8) | 19\% | (27) | 42\% | (61) | 144 |
| TV shows: Several times per month | 8\% | (8) | 9\% | (9) | 5\% | (5) | 9\% | (9) | 24\% | (24) | 46\% | (46) | 101 |
| TV shows: About once per month | \% | (0) | $2 \%$ | (1) | $4 \%$ | (2) | 6\% | (3) | 26\% | (13) | 62\% | (30) | 48 |
| TV shows: Less often than once per month | 3\% | (2) | 5\% | (4) | 2\% | (2) | 8\% | (6) | 22\% | (17) | 60\% | (47) | 78 |
| TV shows: Never | 1\% | (2) | 3\% | (6) | 1\% | (2) | 7\% | (11) | 16\% | (27) | 71\% | (120) | 169 |
| Movies: Every day | 14\% | (56) | 10\% | (39) | 4\% | (17) | 7\% | (28) | 23\% | (91) | 42\% | (168) | 399 |
| Movies: Several times per week | $4 \%$ | (22) | 9\% | (52) | 6\% | (32) | 6\% | (34) | 26\% | (147) | 50\% | (287) | 574 |
| Movies: About once per week | 4\% | (16) | 10\% | (37) | 6\% | (21) | 7\% | (26) | 24\% | (90) | 50\% | (192) | 383 |
| Movies: Several times per month | 3\% | (8) | 8\% | (22) | 7\% | (19) | 5\% | (13) | 22\% | (60) | 55\% | (151) | 273 |
| Movies: About once per month | 1\% | (1) | $4 \%$ | (7) | $4 \%$ | (6) | $4 \%$ | (7) | 20\% | (34) | 68\% | (118) | 173 |
| Movies: Less often than once per month | 1\% | (2) | 3\% | (6) | 3\% | (5) | $3 \%$ | (6) | 25\% | (51) | 65\% | (131) | 201 |
| Movies: Never | 1\% | (2) | $4 \%$ | (8) | - | (0) | $7 \%$ | (14) | 15\% | (30) | 72\% | (141) | 196 |
| Sports: Every day | 21\% | (32) | $11 \%$ | (17) | 11\% | (18) | $3 \%$ | (5) | 27\% | (42) | 27\% | (42) | 158 |
| Sports: Several times per week | 7\% | (23) | 13\% | (43) | 8\% | (28) | 7\% | (25) | 19\% | (63) | 45\% | (150) | 332 |
| Sports: About once per week | 3\% | (9) | 14\% | (39) | 5\% | (14) | $4 \%$ | (12) | 21\% | (58) | 53\% | (147) | 279 |
| Sports: Several times per month | 6\% | (14) | 6\% | (15) | 7\% | (16) | 9\% | (20) | 23\% | (53) | 48\% | (109) | 228 |
| Sports: About once per month | 6\% | (10) | 5\% | (8) | 2\% | (3) | 10\% | (18) | 21\% | (37) | 56\% | (98) | 174 |
| Sports: Less often than once per month | 1\% | (3) | 7\% | (25) | 2\% | (9) | 6\% | (21) | 26\% | (94) | 58\% | (210) | 363 |
| Sports: Never | 2\% | (16) | 3\% | (22) | 2\% | (14) | 4\% | (27) | 23\% | (156) | 65\% | (430) | 666 |

[^96]Table HR7_13: Do you have a favorable or unfavorable opinion of each of the following TV shows?
Busy Tonight

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 5\% | (108) | 8\% | (170) | 5\% | (101) | 6\% | (128) | 23\% | (505) | 54\% | (1188) | 2199 |
| Cable: I currently subscribe | 8\% | (86) | 8\% | (89) | 6\% | (68) | 5\% | (55) | 25\% | (272) | 48\% | (537) | 1108 |
| Cable: I subscribed in the past | 3\% | (20) | 8\% | (56) | 3\% | (22) | 7\% | (48) | 20\% | (143) | 60\% | (439) | 727 |
| Cable: I have never subscribed | 1\% | (2) | 7\% | (25) | 3\% | (10) | 7\% | (26) | 25\% | (90) | 58\% | (212) | 365 |
| Satellite television: I currently subscribe | 7\% | (37) | 9\% | (46) | 3\% | (18) | 8\% | (42) | 22\% | (117) | 51\% | (266) | 526 |
| Satellite television: I subscribed in the past | 5\% | (30) | 9\% | (52) | 6\% | (37) | 8\% | (46) | 24\% | (143) | 48\% | (289) | 597 |
| Satellite television: I have never subscribed | 4\% | (41) | 7\% | (72) | 4\% | (46) | 4\% | (40) | 23\% | (245) | 59\% | (633) | 1076 |
| Streaming service: I currently subscribe | 6\% | (73) | 9\% | (115) | 5\% | (65) | 6\% | (77) | 25\% | (325) | 50\% | (647) | 1302 |
| Streaming service: I subscribed in the past | 7\% | (15) | $14 \%$ | (32) | 6\% | (15) | 7\% | (16) | 25\% | (57) | 42\% | (98) | 234 |
| Streaming service: I have never subscribed | 3\% | (20) | 3\% | (23) | 3\% | (20) | 5\% | (35) | 18\% | (122) | 67\% | (442) | 663 |
| Film: An avid fan | 8\% | (65) | 14\% | (105) | 5\% | (36) | 5\% | (38) | 25\% | (191) | 44\% | (344) | 779 |
| Film: A casual fan | 3\% | (36) | 5\% | (57) | 5\% | (55) | 5\% | (61) | 23\% | (269) | 59\% | (676) | 1153 |
| Film: Not a fan | 3\% | (7) | 3\% | (8) | 4\% | (10) | $11 \%$ | (30) | 17\% | (45) | 63\% | (168) | 267 |
| Television: An avid fan | 7\% | (78) | 10\% | (119) | 6\% | (65) | 6\% | (72) | 22\% | (253) | 49\% | (566) | 1154 |
| Television: A casual fan | 3\% | (28) | 5\% | (47) | 4\% | (34) | 5\% | (43) | 25\% | (226) | 58\% | (529) | 907 |
| Television: Not a fan | 2\% | (3) | 2\% | (3) | 1\% | (1) | 10\% | (13) | 19\% | (26) | 67\% | (93) | 139 |
| Music: An avid fan | 7\% | (85) | 10\% | (120) | 5\% | (56) | 6\% | (67) | 22\% | (250) | 50\% | (573) | 1152 |
| Music: A casual fan | 3\% | (23) | 5\% | (47) | 4\% | (39) | 5\% | (49) | 26\% | (232) | 57\% | (516) | 907 |
| Music: Not a fan | - | (0) | $2 \%$ | (2) | 3\% | (5) | 9\% | (12) | 16\% | (22) | 70\% | (98) | 140 |
| Fashion: An avid fan | 18\% | (61) | 18\% | (62) | 5\% | (18) | 8\% | (28) | 18\% | (61) | 33\% | (111) | 342 |
| Fashion: A casual fan | 3\% | (23) | 8\% | (69) | 5\% | (44) | 5\% | (41) | 25\% | (211) | 55\% | (473) | 861 |
| Fashion: Not a fan | 2\% | (24) | 4\% | (38) | 4\% | (39) | 6\% | (59) | 23\% | (232) | 61\% | (604) | 996 |

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

Table HR7_14: Do you have a favorable or unfavorable opinion of each of the following TV shows?
Saturday Night Live

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 26\% (571) | 28\% (608) | 10\% (222) | 12\% (271) | 20\% (429) | 4\% | (97) | 2199 |
| Gender: Male | 27\% (288) | 27\% (287) | 10\% (107) | 14\% (151) | 17\% (178) | 5\% | (49) | 1061 |
| Gender: Female | 25\% (283) | 28\% (321) | 10\% (115) | 11\% (120) | 22\% (251) | 4\% | (48) | 1138 |
| Age: 18-29 | 33\% (137) | 22\% (90) | 9\% (36) | 10\% (41) | 16\% (67) | 10\% | (41) | 411 |
| Age: 30-44 | 30\% (180) | 29\% (176) | $11 \%$ (67) | 6\% (35) | 20\% (121) | $4 \%$ | (23) | 600 |
| Age: 45-54 | 26\% (86) | 32\% (109) | 8\% (27) | 13\% (43) | 17\% (58) | 4\% | (13) | 335 |
| Age: 55-64 | 25\% (103) | 29\% (122) | 11\% (45) | 16\% (66) | 18\% (74) | 2\% | (7) | 417 |
| Age: 65+ | 15\% (66) | 26\% (112) | 11\% (48) | 20\% (87) | 25\% (110) | 3\% | (13) | 436 |
| Generation Z: 18-21 | 40\% (47) | 14\% (17) | 9\% (11) | 10\% (12) | 16\% (18) | 10\% | (12) | 116 |
| Millennial: Age 22-37 | 31\% (203) | 27\% (181) | 10\% (69) | 7\% (48) | 18\% (116) | 6\% | (40) | 657 |
| Generation X: Age 38-53 | 26\% (144) | 30\% (166) | 8\% (45) | 10\% (56) | 20\% (108) | 5\% | (25) | 543 |
| Boomers: Age 54-72 | 22\% (167) | 28\% (219) | 11\% (86) | 17\% (129) | 20\% (155) | 2\% | (15) | 772 |
| PID: Dem (no lean) | 41\% (330) | 29\% (230) | 6\% (51) | 4\% (34) | 16\% (128) | 4\% | (33) | 806 |
| PID: Ind (no lean) | 21\% (156) | 28\% (208) | 11\% (80) | $11 \% \quad$ (83) | 25\% (185) | 5\% | (41) | 754 |
| PID: Rep (no lean) | 13\% (86) | 27\% (170) | $14 \% \quad$ (91) | 24\% (154) | 18\% (116) | $4 \%$ | (23) | 639 |
| PID/Gender: Dem Men | 44\% (174) | 27\% (108) | 7\% (28) | 4\% (17) | 13\% (52) | $4 \%$ | (17) | 395 |
| PID/Gender: Dem Women | 38\% (156) | 30\% (122) | 6\% (23) | 4\% (17) | 18\% (76) | 4\% | (16) | 411 |
| PID/Gender: Ind Men | 21\% (68) | 27\% (88) | 11\% (37) | 13\% (42) | 21\% (69) | 7\% | (23) | 326 |
| PID/Gender: Ind Women | 21\% (88) | 28\% (120) | 10\% (43) | 10\% (42) | 27\% (117) | $4 \%$ | (18) | 427 |
| PID/Gender: Rep Men | 14\% (47) | 27\% (91) | 13\% (43) | 27\% (92) | 17\% (57) | 3\% | (9) | 339 |
| PID/Gender: Rep Women | 13\% (39) | 26\% (79) | 16\% (48) | 21\% (62) | 19\% (58) | 5\% | (14) | 300 |
| Ideo: Liberal (1-3) | 40\% (271) | 34\% (231) | 6\% (42) | 4\% (29) | 13\% (85) | 2\% | (15) | 674 |
| Ideo: Moderate (4) | 26\% (140) | 28\% (155) | 10\% (57) | 10\% (53) | 19\% (105) | 6\% | (33) | 544 |
| Ideo: Conservative (5-7) | 16\% (111) | 24\% (171) | 15\% (106) | 24\% (168) | 18\% (128) | 4\% | (28) | 712 |
| Educ: < College | 25\% (384) | 25\% (383) | 9\% (139) | 12\% (184) | 22\% (331) | 6\% | (90) | 1512 |
| Educ: Bachelors degree | 29\% (128) | 32\% (143) | 11\% (50) | 13\% (56) | 15\% (65) | - | (2) | 444 |
| Educ: Post-grad | 24\% (60) | $34 \% \quad$ (83) | $13 \% \quad$ (32) | 13\% (31) | 13\% (33) | 2\% | (5) | 243 |

[^97]Table HR7_14: Do you have a favorable or unfavorable opinion of each of the following TV shows?
Saturday Night Live

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 26\% | (571) | 28\% | (608) | 10\% | (222) | 12\% | (271) | 20\% | (429) | 4\% | (97) | 2199 |
| Income: Under 50k | 27\% | (348) | 25\% | (323) | 8\% | (105) | 12\% | (156) | 22\% | (288) | 6\% | (76) | 1297 |
| Income: 50k-100k | 26\% | (159) | 31\% | (189) | 12\% | (75) | 13\% | (82) | 15\% | (95) | 2\% | (15) | 615 |
| Income: 100k+ | 23\% | (65) | 33\% | (95) | 15\% | (42) | 12\% | (33) | 16\% | (46) | 2\% | (6) | 287 |
| Ethnicity: White | 24\% | (408) | 28\% | (481) | $11 \%$ | (190) | 13\% | (229) | 21\% | (355) | 3\% | (58) | 1722 |
| Ethnicity: Hispanic | 39\% | (138) | 20\% | (68) | 7\% | (25) | 9\% | (31) | 18\% | (64) | 7\% | (23) | 350 |
| Ethnicity: Afr. Am. | 38\% | (105) | 25\% | (69) | 5\% | (13) | 7\% | (20) | 16\% | (45) | 8\% | (23) | 274 |
| Ethnicity: Other | 29\% | (58) | 29\% | (58) | 9\% | (19) | $11 \%$ | (22) | 14\% | (29) | 8\% | (17) | 203 |
| Relig: Protestant | 19\% | (105) | 28\% | (150) | 13\% | (70) | 19\% | (104) | 18\% | (96) | 3\% | (15) | 539 |
| Relig: Roman Catholic | 29\% | (124) | 24\% | (104) | $11 \%$ | (49) | $14 \%$ | (60) | 19\% | (85) | 3\% | (14) | 436 |
| Relig: Something Else | 33\% | (62) | 32\% | (59) | 3\% | (6) | 9\% | (17) | 18\% | (34) | 4\% | (8) | 187 |
| Relig: Jewish | 37\% | (20) | 38\% | (20) | 4\% | (2) | 7\% | (4) | 12\% | (7) | 1\% | (1) | 54 |
| Relig: Evangelical | 27\% | (217) | 29\% | (230) | 9\% | (75) | 14\% | (110) | 19\% | (149) | 3\% | (25) | 805 |
| Relig: Non-Evang. Catholics | 21\% | (74) | 23\% | (83) | 14\% | (50) | 20\% | (73) | 18\% | (65) | 3\% | (11) | 357 |
| Relig: All Christian | 25\% | (291) | 27\% | (313) | $11 \%$ | (124) | 16\% | (182) | 18\% | (215) | 3\% | (36) | 1161 |
| Relig: All Non-Christian | 21\% | (46) | 27\% | (61) | 13\% | (29) | $14 \%$ | (32) | 20\% | (46) | $4 \%$ | (10) | 224 |
| Community: Urban | 33\% | (187) | 29\% | (166) | 7\% | (40) | 10\% | (57) | 18\% | (103) | $4 \%$ | (22) | 575 |
| Community: Suburban | 26\% | (252) | 30\% | (290) | $11 \%$ | (103) | 12\% | (113) | 19\% | (185) | $4 \%$ | (39) | 982 |
| Community: Rural | 21\% | (133) | 24\% | (152) | 12\% | (79) | 16\% | (101) | 22\% | (141) | 6\% | (37) | 643 |
| Employ: Private Sector | 32\% | (212) | 29\% | (190) | 9\% | (60) | $11 \%$ | (71) | 16\% | (107) | 3\% | (21) | 661 |
| Employ: Government | 25\% | (31) | 32\% | (40) | $7 \%$ | (9) | $11 \%$ | (13) | 21\% | (26) | $4 \%$ | (5) | 124 |
| Employ: Self-Employed | 23\% | (45) | 30\% | (58) | 14\% | (27) | 17\% | (33) | 12\% | (23) | 5\% | (9) | 195 |
| Employ: Homemaker | 22\% | (37) | 28\% | (47) | $11 \%$ | (18) | 10\% | (16) | 27\% | (47) | 3\% | (5) | 170 |
| Employ: Student | 44\% | (35) | 31\% | (25) | 9\% | (7) | $2 \%$ | (2) | 8\% | (6) | 7\% | (5) | 79 |
| Employ: Retired | 17\% | (87) | 25\% | (132) | 12\% | (63) | $21 \%$ | (108) | 22\% | (116) | 3\% | (17) | 523 |
| Employ: Unemployed | 25\% | (65) | 24\% | (62) | 10\% | (27) | 7\% | (20) | 24\% | (63) | 9\% | (24) | 262 |
| Employ: Other | 32\% | (59) | 30\% | (55) | 5\% | (10) | 4\% | (8) | $22 \%$ | (41) | 6\% | (12) | 185 |
| Military HH: Yes | 19\% | (73) | 31\% | (118) | 10\% | (37) | 15\% | (58) | 23\% | (90) | 2\% | (8) | 384 |
| Military HH: No | 27\% | (498) | 27\% | (490) | 10\% | (184) | 12\% | (214) | 19\% | (339) | 5\% | (89) | 1815 |
| RD/WT: Right Direction | 17\% | (140) | 25\% | (203) | 12\% | (96) | $21 \%$ | (171) | 20\% | (163) | 6\% | (52) | 826 |
| RD/WT: Wrong Track | 31\% | (431) | 30\% | (405) | 9\% | (126) | $7 \%$ | (100) | 19\% | (266) | $3 \%$ | (45) | 1373 |

[^98]Table HR7_14: Do you have a favorable or unfavorable opinion of each of the following TV shows?
Saturday Night Live

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 26\% | (571) | 28\% | (608) | 10\% | (222) | 12\% | (271) | 20\% | (429) | 4\% | (97) | 2199 |
| Trump Job Approve | 16\% | (141) | 25\% | (219) | 13\% | (116) | 24\% | (205) | 17\% | (148) | 5\% | (40) | 870 |
| Trump Job Disapprove | 34\% | (420) | 31\% | (383) | 8\% | (102) | 5\% | (63) | 18\% | (226) | 3\% | (33) | 1227 |
| Trump Job Strongly Approve | 16\% | (70) | 21\% | (90) | 12\% | (54) | 30\% | (134) | 17\% | (74) | 4\% | (18) | 440 |
| Trump Job Somewhat Approve | 16\% | (70) | 30\% | (129) | 15\% | (63) | 17\% | (71) | 17\% | (74) | 5\% | (22) | 429 |
| Trump Job Somewhat Disapprove | 27\% | (81) | 30\% | (89) | 13\% | (39) | 6\% | (18) | 21\% | (62) | 3\% | (9) | 297 |
| Trump Job Strongly Disapprove | 36\% | (339) | 32\% | (293) | 7\% | (64) | 5\% | (46) | 18\% | (164) | 3\% | (25) | 930 |
| Favorable of Trump | 15\% | (131) | 25\% | (209) | 14\% | (116) | 25\% | (211) | 18\% | (151) | 3\% | (29) | 847 |
| Unfavorable of Trump | 35\% | (426) | 32\% | (386) | 9\% | (103) | 5\% | (58) | 17\% | (201) | 3\% | (37) | 1212 |
| Very Favorable of Trump | 16\% | (75) | $21 \%$ | (101) | 12\% | (60) | 30\% | (143) | 18\% | (85) | 3\% | (15) | 479 |
| Somewhat Favorable of Trump | 15\% | (56) | 29\% | (108) | 15\% | (56) | 18\% | (68) | 18\% | (67) | 4\% | (13) | 368 |
| Somewhat Unfavorable of Trump | 26\% | (61) | 28\% | (66) | 15\% | (35) | 6\% | (15) | 22\% | (51) | 4\% | (9) | 236 |
| Very Unfavorable of Trump | 37\% | (366) | 33\% | (320) | 7\% | (68) | 4\% | (44) | 15\% | (150) | 3\% | (28) | 976 |
| \#1 Issue: Economy | 27\% | (150) | 29\% | (163) | 14\% | (77) | 10\% | (54) | 17\% | (94) | 4\% | (22) | 560 |
| \#1 Issue: Security | 16\% | (71) | 21\% | (92) | 10\% | (44) | 26\% | (115) | 23\% | (99) | 4\% | (19) | 441 |
| \#1 Issue: Health Care | 33\% | (123) | 30\% | (109) | 9\% | (35) | 7\% | (26) | 15\% | (54) | 6\% | (21) | 368 |
| \#1 Issue: Medicare / Social Security | 19\% | (67) | 30\% | (108) | 8\% | (30) | 14\% | (50) | 26\% | (94) | 3\% | (11) | 359 |
| \#1 Issue: Women's Issues | 36\% | (45) | 27\% | (34) | 6\% | (7) | 6\% | (7) | 20\% | (25) | 6\% | (7) | 126 |
| \#1 Issue: Education | 26\% | (40) | 37\% | (56) | 8\% | (13) | 3\% | (4) | 18\% | (28) | 9\% | (13) | 154 |
| \#1 Issue: Energy | 52\% | (52) | 24\% | (23) | 4\% | (4) | 5\% | (5) | 12\% | (12) | 2\% | (2) | 100 |
| \#1 Issue: Other | 25\% | (23) | $24 \%$ | (22) | 13\% | (12) | 11\% | (10) | 26\% | (24) | 2\% | (2) | 93 |
| 2018 House Vote: Democrat | 37\% | (310) | 34\% | (282) | 6\% | (52) | 4\% | (34) | 16\% | (137) | 3\% | (25) | 839 |
| 2018 House Vote: Republican | 13\% | (82) | 24\% | (152) | 15\% | (97) | 28\% | (178) | 17\% | (111) | 4\% | (23) | 643 |
| 2018 House Vote: Someone else | 33\% | (35) | $17 \%$ | (18) | 16\% | (17) | $3 \%$ | (3) | 27\% | (29) | 5\% | (5) | 105 |
| 2018 House Vote: Didnt Vote | 23\% | (139) | 26\% | (157) | 9\% | (56) | 9\% | (56) | 25\% | (153) | 7\% | (44) | 605 |
| 2016 Vote: Hillary Clinton | 39\% | (277) | 31\% | (222) | 6\% | (44) | 3\% | (25) | 17\% | (124) | 4\% | (27) | 719 |
| 2016 Vote: Donald Trump | 15\% | (99) | $24 \%$ | (161) | 14\% | (92) | 25\% | (167) | 18\% | (122) | 4\% | (24) | 666 |
| 2016 Vote: Someone else | 29\% | (51) | 32\% | (58) | 12\% | (22) | 7\% | (13) | 19\% | (34) | - | (1) | 178 |
| 2016 Vote: Didnt Vote | 22\% | (141) | 27\% | (167) | 10\% | (62) | 11\% | (66) | 24\% | (149) | 7\% | (44) | 629 |
| Voted in 2014: Yes | 26\% | (355) | 29\% | (397) | 10\% | (143) | 13\% | (183) | 18\% | (245) | 3\% | (43) | 1366 |
| Voted in 2014: No | 26\% | (216) | 25\% | (211) | 9\% | (79) | $11 \%$ | (88) | 22\% | (185) | 6\% | (54) | 833 |

[^99]Table HR7_14: Do you have a favorable or unfavorable opinion of each of the following TV shows?
Saturday Night Live

| Demographic | Very favorable |  | Somewhat favorable |  | Somewhat unfavorable |  | Very unfavorable |  | Heard of, no opinion |  | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 26\% | (571) | 28\% | (608) | 10\% | (222) | 12\% | (271) | 20\% | (429) | 4\% | (97) | 2199 |
| 2012 Vote: Barack Obama | 36\% | (306) | 33\% | (285) | 6\% | (54) | 6\% | (48) | 16\% | (136) | 3\% | (26) | 854 |
| 2012 Vote: Mitt Romney | 10\% | (49) | 23\% | (117) | 18\% | (89) | 26\% | (132) | 21\% | (104) | 2\% | (10) | 501 |
| 2012 Vote: Other | 16\% | (14) | 30\% | (26) | 17\% | (15) | $14 \%$ | (12) | 22\% | (19) | - | (0) | 87 |
| 2012 Vote: Didn't Vote | 27\% | (202) | 24\% | (180) | 8\% | (63) | 11\% | (79) | 22\% | (167) | 8\% | (61) | 752 |
| 4-Region: Northeast | 28\% | (110) | 31\% | (122) | 10\% | (38) | 9\% | (37) | 18\% | (71) | $4 \%$ | (16) | 394 |
| 4-Region: Midwest | 23\% | (105) | 29\% | (136) | 13\% | (60) | 13\% | (62) | 19\% | (87) | 3\% | (13) | 462 |
| 4-Region: South | 25\% | (204) | 24\% | (200) | 10\% | (84) | $14 \%$ | (112) | 21\% | (172) | 6\% | (52) | 824 |
| 4-Region: West | 29\% | (152) | 29\% | (151) | 8\% | (40) | 12\% | (60) | 19\% | (100) | 3\% | (17) | 519 |
| TV shows: Every day | 32\% | (363) | 27\% | (314) | 9\% | (104) | 11\% | (128) | 18\% | (203) | 3\% | (36) | 1148 |
| TV shows: Several times per week | 23\% | (116) | 32\% | (163) | 11\% | (57) | 14\% | (74) | 16\% | (80) | 4\% | (21) | 512 |
| TV shows: About once per week | 17\% | (24) | 34\% | (49) | 15\% | (22) | 10\% | (15) | 21\% | (30) | $3 \%$ | (4) | 144 |
| TV shows: Several times per month | 15\% | (15) | 27\% | (28) | 12\% | (13) | 22\% | (22) | 22\% | (22) | 2\% | (2) | 101 |
| TV shows: About once per month | 15\% | (7) | 10\% | (5) | 18\% | (9) | 10\% | (5) | 42\% | (20) | $4 \%$ | (2) | 48 |
| TV shows: Less often than once per month | 27\% | (21) | 18\% | (14) | 13\% | (10) | $14 \%$ | (11) | 21\% | (16) | 6\% | (5) | 78 |
| TV shows: Never | 15\% | (25) | 21\% | (35) | 5\% | (8) | 10\% | (17) | 34\% | (57) | 16\% | (27) | 169 |
| Movies: Every day | 38\% | (151) | 23\% | (91) | 9\% | (36) | 10\% | (41) | 16\% | (63) | 4\% | (17) | 399 |
| Movies: Several times per week | 31\% | (176) | 29\% | (168) | 8\% | (46) | 11\% | (64) | 19\% | (109) | 2\% | (11) | 574 |
| Movies: About once per week | 26\% | (98) | 31\% | (118) | 15\% | (56) | 12\% | (48) | 14\% | (54) | 2\% | (9) | 383 |
| Movies: Several times per month | 20\% | (55) | 38\% | (105) | 10\% | (28) | 15\% | (41) | 15\% | (42) | 1\% | (3) | 273 |
| Movies: About once per month | 16\% | (28) | 25\% | (43) | $14 \%$ | (24) | 15\% | (25) | 24\% | (42) | 6\% | (11) | 173 |
| Movies: Less often than once per month | 20\% | (40) | 22\% | (45) | 9\% | (19) | $14 \%$ | (28) | 26\% | (51) | 9\% | (17) | 201 |
| Movies: Never | 12\% | (23) | 19\% | (38) | 7\% | (13) | 12\% | (24) | 35\% | (68) | 15\% | (29) | 196 |
| Sports: Every day | 39\% | (61) | 30\% | (47) | 5\% | (7) | 9\% | (14) | 16\% | (25) | 2\% | (3) | 158 |
| Sports: Several times per week | 33\% | (108) | 28\% | (95) | 11\% | (35) | 14\% | (48) | 12\% | (39) | 2\% | (7) | 332 |
| Sports: About once per week | $31 \%$ | (85) | 33\% | (93) | 13\% | (36) | 9\% | (24) | 12\% | (34) | 3\% | (7) | 279 |
| Sports: Several times per month | 21\% | (49) | 28\% | (63) | $14 \%$ | (31) | 17\% | (38) | 18\% | (42) | 2\% | (4) | 228 |
| Sports: About once per month | 25\% | (44) | 29\% | (51) | 9\% | (15) | 15\% | (25) | 21\% | (37) | 1\% | (2) | 174 |
| Sports: Less often than once per month | 26\% | (94) | 25\% | (92) | 11\% | (42) | 15\% | (56) | 16\% | (58) | 6\% | (21) | 363 |
| Sports: Never | 20\% | (130) | 25\% | (167) | 8\% | (56) | 10\% | (66) | 29\% | (194) | 8\% | (53) | 666 |

Continued on next page

Table HR7_14: Do you have a favorable or unfavorable opinion of each of the following TV shows?
Saturday Night Live

| Demographic | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 26\% (571) | 28\% (608) | 10\% (222) | 12\% (271) | 20\% (429) | 4\% | (97) | 2199 |
| Cable: I currently subscribe | 30\% (329) | 28\% (305) | 9\% (98) | 12\% (137) | 19\% (208) | 3\% | (30) | 1108 |
| Cable: I subscribed in the past | 24\% (177) | 32\% (230) | 12\% (89) | 13\% (96) | 15\% (111) | 3\% | (25) | 727 |
| Cable: I have never subscribed | 18\% (65) | 20\% (73) | 10\% (35) | 11\% (38) | 30\% (110) | 12\% | (42) | 365 |
| Satellite television: I currently subscribe | 25\% (131) | 25\% (129) | 12\% (64) | 15\% (81) | 19\% (101) | 4\% | (19) | 526 |
| Satellite television: I subscribed in the past | 27\% (164) | 30\% (177) | 10\% (63) | 13\% (81) | 17\% (100) | 2\% | (13) | 597 |
| Satellite television: I have never subscribed | 26\% (276) | 28\% (303) | 9\% (95) | 10\% (110) | 21\% (228) | 6\% | (65) | 1076 |
| Streaming service: I currently subscribe | 33\% (431) | 28\% (365) | 11\% (140) | 11\% (142) | 15\% (195) | 2\% | (30) | 1302 |
| Streaming service: I subscribed in the past | 24\% (57) | 30\% (69) | 9\% (22) | 12\% (29) | 20\% (47) | 4\% | (10) | 234 |
| Streaming service: I have never subscribed | 13\% (83) | 26\% (174) | 9\% (60) | 15\% (100) | 28\% (188) | 9\% | (57) | 663 |
| Film: An avid fan | 41\% (318) | 29\% (223) | 7\% (53) | 9\% (68) | 13\% (105) | 2\% | (13) | 779 |
| Film: A casual fan | 20\% (226) | 29\% (337) | 13\% (146) | 13\% (156) | 21\% (244) | 4\% | (45) | 1153 |
| Film: Not a fan | 10\% (27) | 18\% (49) | 9\% (23) | 18\% (48) | 30\% (81) | 15\% | (39) | 267 |
| Television: An avid fan | 34\% (391) | 28\% (328) | 8\% (95) | 11\% (122) | 16\% (186) | 3\% | (31) | 1154 |
| Television: A casual fan | 18\% (166) | 29\% (262) | 13\% (118) | 14\% (127) | 21\% (193) | 4\% | (41) | 907 |
| Television: Not a fan | 10\% (14) | 13\% (18) | 6\% (9) | 16\% (23) | 36\% (50) | 18\% | (25) | 139 |
| Music: An avid fan | 37\% (430) | 29\% (334) | 9\% (105) | 10\% (112) | 13\% (148) | 2\% | (21) | 1152 |
| Music: A casual fan | 15\% (136) | 28\% (257) | 12\% (108) | 15\% (132) | 25\% (231) | 5\% | (43) | 907 |
| Music: Not a fan | $4 \% \quad$ (5) | 12\% (17) | 6\% (8) | 19\% (27) | 36\% (50) | 23\% | (33) | 140 |
| Fashion: An avid fan | 45\% (153) | 25\% (85) | 7\% (23) | 8\% (29) | 12\% (42) | 3\% | (11) | 342 |
| Fashion: A casual fan | 26\% (228) | 31\% (269) | 11\% (93) | 10\% (88) | 18\% (153) | 3\% | (30) | 861 |
| Fashion: Not a fan | 19\% (191) | 26\% (254) | $11 \%$ (106) | 15\% (154) | 24\% (235) | 6\% | (56) | 996 |

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

Table HR8_1: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Jimmy Kimmel, Jimmy Kimmel Live!

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 29\% | (629) | 23\% | (515) | 29\% | (637) | 19\% | (418) | 2199 |
| Gender: Male | 32\% | (335) | 26\% | (274) | 26\% | (272) | 17\% | (180) | 1061 |
| Gender: Female | 26\% | (293) | $21 \%$ | (242) | $32 \%$ | (365) | 21\% | (238) | 1138 |
| Age: 18-29 | 29\% | (120) | 27\% | (109) | $22 \%$ | (90) | 22\% | (92) | 411 |
| Age: 30-44 | 30\% | (181) | 23\% | (139) | 24\% | (143) | 23\% | (137) | 600 |
| Age: 45-54 | 28\% | (93) | 26\% | (87) | 27\% | (90) | 19\% | (64) | 335 |
| Age: 55-64 | 32\% | (135) | 20\% | (84) | $32 \%$ | (135) | 15\% | (63) | 417 |
| Age: 65+ | 23\% | (100) | 22\% | (95) | $41 \%$ | (180) | 14\% | (61) | 436 |
| Generation Z: 18-21 | 27\% | (31) | 33\% | (38) | $11 \%$ | (13) | 29\% | (34) | 116 |
| Millennial: Age 22-37 | 31\% | (205) | 25\% | (163) | 24\% | (161) | 20\% | (128) | 657 |
| Generation X: Age 38-53 | 28\% | (150) | 23\% | (127) | 26\% | (141) | 23\% | (126) | 543 |
| Boomers: Age 54-72 | 29\% | (226) | 21\% | (162) | 35\% | (270) | 15\% | (114) | 772 |
| PID: Dem (no lean) | 49\% | (393) | 14\% | (110) | 22\% | (175) | 16\% | (128) | 806 |
| PID: Ind (no lean) | 20\% | (151) | 23\% | (176) | $31 \%$ | (237) | 25\% | (190) | 754 |
| PID: Rep (no lean) | 13\% | (85) | 36\% | (229) | 35\% | (226) | 16\% | (99) | 639 |
| PID/Gender: Dem Men | 53\% | (210) | 15\% | (60) | 16\% | (64) | 16\% | (61) | 395 |
| PID/Gender: Dem Women | 44\% | (183) | $12 \%$ | (50) | 27\% | (111) | 16\% | (67) | 411 |
| PID/Gender: Ind Men | 23\% | (77) | 25\% | (83) | 29\% | (95) | 22\% | (72) | 326 |
| PID/Gender: Ind Women | 17\% | (74) | 22\% | (92) | 33\% | (142) | 28\% | (119) | 427 |
| PID/Gender: Rep Men | 14\% | (49) | 39\% | (131) | 33\% | (113) | 14\% | (47) | 339 |
| PID/Gender: Rep Women | 12\% | (36) | $33 \%$ | (99) | 37\% | (112) | 18\% | (53) | 300 |
| Ideo: Liberal (1-3) | 52\% | (352) | 12\% | (79) | 20\% | (136) | 16\% | (106) | 674 |
| Ideo: Moderate (4) | 26\% | (140) | 25\% | (136) | $30 \%$ | (161) | 19\% | (106) | 544 |
| Ideo: Conservative (5-7) | 14\% | (103) | 35\% | (249) | $36 \%$ | (257) | 14\% | (103) | 712 |
| Educ: < College | 26\% | (390) | 23\% | (347) | 30\% | (451) | 21\% | (323) | 1512 |
| Educ: Bachelors degree | 33\% | (145) | $27 \%$ | (118) | 26\% | (117) | 14\% | (63) | 444 |
| Educ: Post-grad | 38\% | (93) | $21 \%$ | (50) | 28\% | (69) | 13\% | (32) | 243 |

[^100]Table HR8_1: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Jimmy Kimmel, Jimmy Kimmel Live!

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 29\% | (629) | 23\% | (515) | 29\% | (637) | 19\% | (418) | 2199 |
| Income: Under 50k | 28\% | (368) | 21\% | (271) | 29\% | (371) | 22\% | (286) | 1297 |
| Income: 50k-100k | 26\% | (162) | 27\% | (164) | 31\% | (189) | 16\% | (100) | 615 |
| Income: 100k+ | 34\% | (99) | 28\% | (80) | 27\% | (77) | 11\% | (32) | 287 |
| Ethnicity: White | 24\% | (421) | 25\% | (428) | 33\% | (562) | 18\% | (311) | 1722 |
| Ethnicity: Hispanic | 36\% | (126) | 24\% | (84) | 24\% | (83) | 16\% | (56) | 350 |
| Ethnicity: Afr. Am. | 47\% | (128) | 18\% | (48) | 13\% | (36) | 23\% | (62) | 274 |
| Ethnicity: Other | 39\% | (79) | 19\% | (39) | 20\% | (40) | 22\% | (45) | 203 |
| Relig: Protestant | 24\% | (128) | 28\% | (149) | 35\% | (186) | 14\% | (76) | 539 |
| Relig: Roman Catholic | 28\% | (124) | 25\% | (108) | 31\% | (133) | 16\% | (71) | 436 |
| Relig: Something Else | 36\% | (67) | 25\% | (46) | 22\% | (40) | 18\% | (33) | 187 |
| Relig: Jewish | 49\% | (27) | 11\% | (6) | $31 \%$ | (17) | 8\% | (5) | 54 |
| Relig: Evangelical | 29\% | (236) | 25\% | (202) | 29\% | (234) | 16\% | (132) | 805 |
| Relig: Non-Evang. Catholics | 23\% | (82) | 28\% | (101) | 35\% | (126) | 13\% | (48) | 357 |
| Relig: All Christian | 27\% | (319) | 26\% | (302) | $31 \%$ | (360) | 16\% | (180) | 1161 |
| Relig: All Non-Christian | 23\% | (51) | 22\% | (49) | 29\% | (64) | 27\% | (61) | 224 |
| Community: Urban | 34\% | (198) | 22\% | (129) | 26\% | (150) | 17\% | (99) | 575 |
| Community: Suburban | $33 \%$ | (326) | 22\% | (216) | 26\% | (252) | 19\% | (188) | 982 |
| Community: Rural | 16\% | (105) | 27\% | (171) | 37\% | (235) | 20\% | (132) | 643 |
| Employ: Private Sector | 35\% | (230) | 26\% | (170) | 23\% | (155) | 16\% | (106) | 661 |
| Employ: Government | 28\% | (35) | 26\% | (32) | 24\% | (30) | 21\% | (26) | 124 |
| Employ: Self-Employed | 30\% | (58) | 26\% | (50) | 27\% | (53) | 18\% | (35) | 195 |
| Employ: Homemaker | 22\% | (37) | 21\% | (35) | 37\% | (63) | 20\% | (35) | 170 |
| Employ: Student | 40\% | (32) | 29\% | (23) | 11\% | (8) | 20\% | (16) | 79 |
| Employ: Retired | 26\% | (134) | 21\% | (108) | 39\% | (205) | 14\% | (76) | 523 |
| Employ: Unemployed | 18\% | (46) | 22\% | (58) | 30\% | (79) | 30\% | (78) | 262 |
| Employ: Other | 30\% | (56) | 21\% | (39) | 24\% | (44) | 25\% | (47) | 185 |
| Military HH: Yes | 27\% | (104) | 24\% | (92) | 31\% | (121) | 18\% | (68) | 384 |
| Military HH: No | 29\% | (525) | 23\% | (423) | 28\% | (517) | 19\% | (350) | 1815 |

[^101]Table HR8_1: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Jimmy Kimmel, Jimmy Kimmel Live!

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 29\% | (629) | 23\% | (515) | 29\% | (637) | 19\% | (418) | 2199 |
| RD/WT: Right Direction | 15\% | (122) | 34\% | (280) | 33\% | (271) | 19\% | (154) | 826 |
| RD/WT: Wrong Track | 37\% | (506) | 17\% | (236) | 27\% | (367) | 19\% | (264) | 1373 |
| Trump Job Approve | 13\% | (116) | $36 \%$ | (310) | 36\% | (311) | 15\% | (133) | 870 |
| Trump Job Disapprove | 41\% | (507) | 16\% | (196) | 25\% | (305) | 18\% | (220) | 1227 |
| Trump Job Strongly Approve | 12\% | (53) | 36\% | (158) | $38 \%$ | (167) | 14\% | (62) | 440 |
| Trump Job Somewhat Approve | 15\% | (62) | 35\% | (152) | 34\% | (144) | 17\% | (71) | 429 |
| Trump Job Somewhat Disapprove | 26\% | (78) | $32 \%$ | (94) | 25\% | (73) | 17\% | (52) | 297 |
| Trump Job Strongly Disapprove | 46\% | (429) | 11\% | (101) | 25\% | (232) | 18\% | (168) | 930 |
| Favorable of Trump | 14\% | (119) | 35\% | (298) | 35\% | (299) | 16\% | (131) | 847 |
| Unfavorable of Trump | 41\% | (500) | 17\% | (202) | 25\% | (307) | 17\% | (203) | 1212 |
| Very Favorable of Trump | 13\% | (62) | 35\% | (169) | 38\% | (181) | 14\% | (67) | 479 |
| Somewhat Favorable of Trump | 16\% | (57) | 35\% | (128) | 32\% | (118) | 18\% | (64) | 368 |
| Somewhat Unfavorable of Trump | 19\% | (46) | 30\% | (71) | 32\% | (76) | 18\% | (43) | 236 |
| Very Unfavorable of Trump | 47\% | (454) | 13\% | (130) | 24\% | (231) | 16\% | (160) | 976 |
| \#1 Issue: Economy | 32\% | (177) | 25\% | (142) | 24\% | (132) | 20\% | (109) | 560 |
| \#1 Issue: Security | 10\% | (46) | 35\% | (156) | 39\% | (173) | 15\% | (66) | 441 |
| \#1 Issue: Health Care | 40\% | (146) | 17\% | (64) | 25\% | (93) | 18\% | (65) | 368 |
| \#1 Issue: Medicare / Social Security | 29\% | (106) | 19\% | (69) | 33\% | (117) | 19\% | (67) | 359 |
| \#1 Issue: Women's Issues | 30\% | (37) | 23\% | (28) | 33\% | (41) | 15\% | (19) | 126 |
| \#1 Issue: Education | 36\% | (56) | 15\% | (23) | 17\% | (26) | 32\% | (49) | 154 |
| \#1 Issue: Energy | 38\% | (38) | 19\% | (19) | $21 \%$ | (21) | 22\% | (21) | 100 |
| \#1 Issue: Other | 26\% | (24) | 15\% | (14) | 37\% | (34) | 22\% | (21) | 93 |
| 2018 House Vote: Democrat | 49\% | (412) | 14\% | (121) | 22\% | (182) | 15\% | (125) | 839 |
| 2018 House Vote: Republican | 12\% | (75) | 37\% | (237) | 38\% | (244) | 14\% | (87) | 643 |
| 2018 House Vote: Someone else | 24\% | (26) | 22\% | (23) | 36\% | (38) | 18\% | (19) | 105 |
| 2018 House Vote: Didnt Vote | 18\% | (110) | $22 \%$ | (135) | 29\% | (173) | 31\% | (187) | 605 |

[^102]Table HR8_1: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Jimmy Kimmel, Jimmy Kimmel Live!

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 29\% | (629) | 23\% | (515) | 29\% | (637) | 19\% | (418) | 2199 |
| 2016 Vote: Hillary Clinton | 51\% | (368) | 11\% | (82) | 23\% | (169) | 14\% | (101) | 719 |
| 2016 Vote: Donald Trump | 13\% | (84) | 37\% | (243) | 37\% | (247) | 14\% | (92) | 666 |
| 2016 Vote: Someone else | 27\% | (47) | 30\% | (53) | 27\% | (49) | 16\% | (29) | 178 |
| 2016 Vote: Didnt Vote | 20\% | (126) | 21\% | (135) | 28\% | (173) | $31 \%$ | (195) | 629 |
| Voted in 2014: Yes | 33\% | (447) | 23\% | (317) | 30\% | (405) | 14\% | (197) | 1366 |
| Voted in 2014: No | 22\% | (182) | 24\% | (198) | 28\% | (233) | 27\% | (221) | 833 |
| 2012 Vote: Barack Obama | 46\% | (395) | 16\% | (136) | 23\% | (197) | 15\% | (126) | 854 |
| 2012 Vote: Mitt Romney | 10\% | (51) | 34\% | (169) | 44\% | (221) | 12\% | (60) | 501 |
| 2012 Vote: Other | 13\% | (11) | 29\% | (25) | 37\% | (32) | $21 \%$ | (19) | 87 |
| 2012 Vote: Didn't Vote | 22\% | (168) | 25\% | (186) | 25\% | (187) | 28\% | (213) | 752 |
| 4-Region: Northeast | 29\% | (114) | 23\% | (90) | $31 \%$ | (123) | 17\% | (67) | 394 |
| 4-Region: Midwest | 29\% | (134) | 25\% | (118) | 30\% | (139) | 15\% | (71) | 462 |
| 4-Region: South | 26\% | (212) | 22\% | (183) | 30\% | (245) | 22\% | (183) | 824 |
| 4-Region: West | 32\% | (168) | 24\% | (125) | 25\% | (130) | 19\% | (97) | 519 |
| TV shows: Every day | $34 \%$ | (394) | 23\% | (263) | 27\% | (306) | 16\% | (185) | 1148 |
| TV shows: Several times per week | 29\% | (146) | 23\% | (120) | 29\% | (149) | 19\% | (97) | 512 |
| TV shows: About once per week | 25\% | (36) | 29\% | (42) | 34\% | (49) | 12\% | (17) | 144 |
| TV shows: Several times per month | $21 \%$ | (21) | 26\% | (26) | 35\% | (35) | 19\% | (19) | 101 |
| TV shows: About once per month | 3\% | (2) | $31 \%$ | (15) | 30\% | (14) | 36\% | (17) | 48 |
| TV shows: Less often than once per month | 18\% | (14) | 22\% | (17) | 28\% | (22) | $32 \%$ | (25) | 78 |
| TV shows: Never | 9\% | (16) | 19\% | (32) | 37\% | (63) | 34\% | (57) | 169 |
| Movies: Every day | $32 \%$ | (129) | 22\% | (87) | 26\% | (103) | 20\% | (79) | 399 |
| Movies: Several times per week | $34 \%$ | (194) | 27\% | (154) | 26\% | (147) | 14\% | (79) | 574 |
| Movies: About once per week | 31\% | (118) | 24\% | (93) | 29\% | (113) | 15\% | (59) | 383 |
| Movies: Several times per month | $33 \%$ | (90) | 25\% | (68) | 24\% | (67) | 18\% | (49) | 273 |
| Movies: About once per month | $24 \%$ | (42) | 24\% | (41) | 28\% | (49) | 24\% | (42) | 173 |
| Movies: Less often than once per month | 16\% | (33) | 19\% | (39) | 37\% | (75) | 27\% | (54) | 201 |
| Movies: Never | 12\% | (23) | 17\% | (34) | 43\% | (84) | 28\% | (55) | 196 |

[^103]Table HR8_1: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Jimmy Kimmel, Jimmy Kimmel Live!

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 29\% | (629) | 23\% | (515) | 29\% | (637) | 19\% | (418) | 2199 |
| Sports: Every day | 47\% | (74) | 26\% | (42) | 16\% | (25) | 11\% | (18) | 158 |
| Sports: Several times per week | 35\% | (115) | 25\% | (82) | 29\% | (95) | 12\% | (40) | 332 |
| Sports: About once per week | $31 \%$ | (88) | 30\% | (85) | 23\% | (64) | 15\% | (43) | 279 |
| Sports: Several times per month | $31 \%$ | (71) | 25\% | (56) | 28\% | (64) | 16\% | (37) | 228 |
| Sports: About once per month | $31 \%$ | (53) | 30\% | (52) | 24\% | (42) | 15\% | (27) | 174 |
| Sports: Less often than once per month | 29\% | (107) | 25\% | (89) | 28\% | (101) | 18\% | (66) | 363 |
| Sports: Never | 18\% | (122) | 17\% | (110) | 37\% | (247) | 28\% | (188) | 666 |
| Cable: I currently subscribe | 32\% | (359) | 23\% | (260) | 28\% | (305) | 17\% | (184) | 1108 |
| Cable: I subscribed in the past | 29\% | (209) | 26\% | (192) | 29\% | (209) | 16\% | (117) | 727 |
| Cable: I have never subscribed | 17\% | (61) | 17\% | (64) | 34\% | (123) | $32 \%$ | (117) | 365 |
| Satellite television: I currently subscribe | 29\% | (153) | 24\% | (126) | 29\% | (153) | 18\% | (93) | 526 |
| Satellite television: I subscribed in the past | 27\% | (164) | 27\% | (162) | 30\% | (180) | 15\% | (91) | 597 |
| Satellite television: I have never subscribed | 29\% | (312) | 21\% | (227) | 28\% | (304) | 22\% | (233) | 1076 |
| Streaming service: I currently subscribe | 34\% | (444) | 24\% | (316) | 26\% | (344) | 15\% | (198) | 1302 |
| Streaming service: I subscribed in the past | 28\% | (66) | 26\% | (60) | 23\% | (54) | 23\% | (54) | 234 |
| Streaming service: I have never subscribed | 18\% | (120) | 21\% | (139) | 36\% | (239) | 25\% | (165) | 663 |
| Film: An avid fan | 41\% | (322) | 22\% | (174) | 22\% | (171) | 14\% | (113) | 779 |
| Film: A casual fan | 24\% | (279) | 26\% | (296) | $31 \%$ | (363) | 19\% | (215) | 1153 |
| Film: Not a fan | 11\% | (28) | 17\% | (45) | 39\% | (103) | $34 \%$ | (90) | 267 |
| Television: An avid fan | 36\% | (410) | 24\% | (282) | 24\% | (278) | 16\% | (183) | 1154 |
| Television: A casual fan | 23\% | (207) | 24\% | (215) | 34\% | (310) | 19\% | (174) | 907 |
| Television: Not a fan | 8\% | (12) | 13\% | (18) | 36\% | (49) | 43\% | (60) | 139 |
| Music: An avid fan | 35\% | (408) | 25\% | (287) | 22\% | (252) | 18\% | (205) | 1152 |
| Music: A casual fan | 23\% | (207) | 22\% | (204) | 38\% | (347) | 16\% | (149) | 907 |
| Music: Not a fan | 10\% | (14) | 17\% | (24) | 27\% | (38) | 45\% | (63) | 140 |
| Fashion: An avid fan | 46\% | (156) | 21\% | (73) | 17\% | (59) | 16\% | (54) | 342 |
| Fashion: A casual fan | 30\% | (261) | 25\% | (215) | 27\% | (232) | 18\% | (153) | 861 |
| Fashion: Not a fan | $21 \%$ | (212) | 23\% | (227) | 35\% | (346) | 21\% | (211) | 996 |

[^104]Table HR8_2: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Stephen Colbert, The Late Show with Stephen Colbert

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 30\% | (652) | 19\% | (407) | $32 \%$ | (694) | 20\% | (446) | 2199 |
| Gender: Male | $34 \%$ | (362) | $21 \%$ | (227) | 27\% | (291) | 17\% | (181) | 1061 |
| Gender: Female | 26\% | (290) | 16\% | (179) | 35\% | (403) | 23\% | (265) | 1138 |
| Age: 18-29 | 29\% | (117) | 17\% | (72) | 25\% | (103) | 29\% | (119) | 411 |
| Age: 30-44 | 36\% | (215) | 18\% | (107) | 25\% | (153) | 21\% | (127) | 600 |
| Age: 45-54 | 27\% | (92) | $21 \%$ | (72) | 30\% | (102) | 21\% | (69) | 335 |
| Age: 55-64 | $32 \%$ | (132) | 17\% | (69) | 36\% | (150) | 16\% | (65) | 417 |
| Age: 65+ | 22\% | (96) | 20\% | (88) | 43\% | (187) | 15\% | (66) | 436 |
| Generation Z: 18-21 | 23\% | (26) | 20\% | (24) | 20\% | (23) | 37\% | (43) | 116 |
| Millennial: Age 22-37 | 36\% | (238) | 17\% | (109) | 25\% | (166) | 22\% | (144) | 657 |
| Generation X: Age 38-53 | 28\% | (151) | 20\% | (109) | 30\% | (161) | 23\% | (123) | 543 |
| Boomers: Age 54-72 | 28\% | (219) | 19\% | (143) | 37\% | (289) | 16\% | (121) | 772 |
| PID: Dem (no lean) | 49\% | (397) | 10\% | (81) | 23\% | (184) | 18\% | (144) | 806 |
| PID: Ind (no lean) | 23\% | (172) | 17\% | (128) | $34 \%$ | (252) | 27\% | (202) | 754 |
| PID: Rep (no lean) | 13\% | (83) | $31 \%$ | (198) | 40\% | (258) | 16\% | (100) | 639 |
| PID/Gender: Dem Men | 58\% | (228) | 13\% | (50) | 17\% | (67) | 13\% | (51) | 395 |
| PID/Gender: Dem Women | 41\% | (169) | 8\% | (31) | 29\% | (118) | 23\% | (93) | 411 |
| PID/Gender: Ind Men | 27\% | (88) | $19 \%$ | (61) | 29\% | (96) | 25\% | (81) | 326 |
| PID/Gender: Ind Women | 19\% | (83) | 16\% | (67) | 37\% | (157) | 28\% | (121) | 427 |
| PID/Gender: Rep Men | 13\% | (45) | $34 \%$ | (117) | $38 \%$ | (129) | 14\% | (49) | 339 |
| PID/Gender: Rep Women | 13\% | (38) | 27\% | (82) | 43\% | (129) | 17\% | (51) | 300 |
| Ideo: Liberal (1-3) | 56\% | (380) | 11\% | (71) | 19\% | (129) | 14\% | (93) | 674 |
| Ideo: Moderate (4) | 27\% | (149) | 17\% | (92) | $31 \%$ | (169) | 25\% | (135) | 544 |
| Ideo: Conservative (5-7) | 15\% | (105) | 29\% | (208) | 40\% | (287) | 16\% | (112) | 712 |
| Educ: < College | 25\% | (373) | 18\% | (271) | 35\% | (522) | 23\% | (347) | 1512 |
| Educ: Bachelors degree | 40\% | (178) | 20\% | (89) | 26\% | (114) | 14\% | (63) | 444 |
| Educ: Post-grad | 41\% | (101) | 20\% | (48) | 24\% | (59) | 15\% | (36) | 243 |

[^105]Table HR8_2: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Stephen Colbert, The Late Show with Stephen Colbert

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 30\% | (652) | 19\% | (407) | 32\% | (694) | 20\% | (446) | 2199 |
| Income: Under 50k | 27\% | (354) | 17\% | (217) | $32 \%$ | (417) | 24\% | (309) | 1297 |
| Income: $50 \mathrm{k}-100 \mathrm{k}$ | 32\% | (196) | $21 \%$ | (129) | $31 \%$ | (194) | 16\% | (97) | 615 |
| Income: 100k+ | 36\% | (102) | $21 \%$ | (61) | 29\% | (84) | 14\% | (40) | 287 |
| Ethnicity: White | 28\% | (474) | 20\% | (341) | 35\% | (602) | 18\% | (305) | 1722 |
| Ethnicity: Hispanic | 36\% | (126) | 13\% | (46) | 25\% | (87) | 26\% | (91) | 350 |
| Ethnicity: Afr. Am. | 43\% | (117) | 13\% | (35) | 17\% | (47) | 28\% | (76) | 274 |
| Ethnicity: Other | 30\% | (61) | 15\% | (31) | 22\% | (46) | 32\% | (66) | 203 |
| Relig: Protestant | 25\% | (135) | 23\% | (122) | 40\% | (214) | 13\% | (68) | 539 |
| Relig: Roman Catholic | 29\% | (127) | 16\% | (72) | $33 \%$ | (144) | 21\% | (93) | 436 |
| Relig: Something Else | 30\% | (55) | 24\% | (44) | 28\% | (52) | 19\% | (35) | 187 |
| Relig: Jewish | 50\% | (27) | 9\% | (5) | 30\% | (16) | 11\% | (6) | 54 |
| Relig: Evangelical | 30\% | (241) | 19\% | (155) | $33 \%$ | (266) | 18\% | (142) | 805 |
| Relig: Non-Evang. Catholics | $21 \%$ | (76) | 23\% | (82) | 40\% | (144) | 15\% | (54) | 357 |
| Relig: All Christian | 27\% | (318) | 20\% | (238) | 35\% | (410) | 17\% | (196) | 1161 |
| Relig: All Non-Christian | 20\% | (45) | 16\% | (35) | $33 \%$ | (73) | 32\% | (71) | 224 |
| Community: Urban | 35\% | (204) | 17\% | (95) | 29\% | (165) | 19\% | (111) | 575 |
| Community: Suburban | 33\% | (324) | 19\% | (182) | 29\% | (281) | 20\% | (194) | 982 |
| Community: Rural | 19\% | (124) | 20\% | (129) | 39\% | (249) | 22\% | (140) | 643 |
| Employ: Private Sector | 37\% | (242) | $21 \%$ | (140) | 27\% | (176) | 16\% | (103) | 661 |
| Employ: Government | 30\% | (37) | 26\% | (32) | $24 \%$ | (30) | 21\% | (26) | 124 |
| Employ: Self-Employed | 34\% | (66) | 16\% | (32) | $31 \%$ | (60) | 19\% | (36) | 195 |
| Employ: Homemaker | 20\% | (34) | 16\% | (27) | 46\% | (78) | 19\% | (32) | 170 |
| Employ: Student | 42\% | (33) | 14\% | (11) | 13\% | (10) | 32\% | (25) | 79 |
| Employ: Retired | 25\% | (133) | 19\% | (100) | 40\% | (207) | 16\% | (82) | 523 |
| Employ: Unemployed | 19\% | (49) | 16\% | (42) | 32\% | (85) | 33\% | (86) | 262 |
| Employ: Other | $31 \%$ | (58) | 12\% | (23) | 26\% | (49) | 30\% | (55) | 185 |
| Military HH: Yes | 31\% | (119) | 15\% | (59) | 36\% | (140) | 18\% | (67) | 384 |
| Military HH: No | 29\% | (533) | 19\% | (348) | $31 \%$ | (555) | 21\% | (378) | 1815 |

[^106]Table HR8_2: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Stephen Colbert, The Late Show with Stephen Colbert

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 30\% | (652) | 19\% | (407) | 32\% | (694) | 20\% | (446) | 2199 |
| RD/WT: Right Direction | 13\% | (110) | 30\% | (249) | 36\% | (298) | 20\% | (169) | 826 |
| RD/WT: Wrong Track | $39 \%$ | (542) | 11\% | (158) | 29\% | (397) | 20\% | (277) | 1373 |
| Trump Job Approve | 12\% | (109) | 30\% | (264) | 41\% | (356) | 16\% | (141) | 870 |
| Trump Job Disapprove | 44\% | (537) | 11\% | (132) | 26\% | (323) | 19\% | (235) | 1227 |
| Trump Job Strongly Approve | 10\% | (45) | 33\% | (146) | 41\% | (182) | 15\% | (67) | 440 |
| Trump Job Somewhat Approve | 15\% | (63) | 27\% | (118) | 41\% | (174) | 17\% | (74) | 429 |
| Trump Job Somewhat Disapprove | 26\% | (76) | 19\% | (56) | 35\% | (103) | 21\% | (61) | 297 |
| Trump Job Strongly Disapprove | 50\% | (461) | 8\% | (77) | 24\% | (219) | 19\% | (174) | 930 |
| Favorable of Trump | $11 \%$ | (96) | $32 \%$ | (270) | 40\% | (343) | 16\% | (138) | 847 |
| Unfavorable of Trump | 45\% | (544) | 11\% | (127) | 27\% | (328) | 18\% | (213) | 1212 |
| Very Favorable of Trump | 10\% | (47) | $33 \%$ | (158) | 41\% | (195) | 17\% | (79) | 479 |
| Somewhat Favorable of Trump | 13\% | (49) | 30\% | (112) | 40\% | (148) | 16\% | (59) | 368 |
| Somewhat Unfavorable of Trump | 28\% | (66) | 12\% | (29) | 40\% | (95) | 20\% | (46) | 236 |
| Very Unfavorable of Trump | 49\% | (478) | 10\% | (99) | 24\% | (233) | 17\% | (167) | 976 |
| \#1 Issue: Economy | 32\% | (179) | 20\% | (114) | 28\% | (154) | 20\% | (113) | 560 |
| \#1 Issue: Security | 13\% | (56) | 29\% | (127) | 42\% | (187) | 16\% | (71) | 441 |
| \#1 Issue: Health Care | 36\% | (132) | 16\% | (61) | 27\% | (101) | 20\% | (74) | 368 |
| \#1 Issue: Medicare / Social Security | 29\% | (102) | 15\% | (53) | 37\% | (131) | 20\% | (72) | 359 |
| \#1 Issue: Women's Issues | 39\% | (49) | 13\% | (16) | 30\% | (38) | 18\% | (23) | 126 |
| \#1 Issue: Education | 35\% | (54) | 11\% | (17) | 21\% | (33) | $33 \%$ | (50) | 154 |
| \#1 Issue: Energy | 49\% | (49) | 10\% | (10) | 16\% | (16) | 24\% | (24) | 100 |
| \#1 Issue: Other | 34\% | (32) | 10\% | (9) | 37\% | (34) | 19\% | (18) | 93 |
| 2018 House Vote: Democrat | $52 \%$ | (436) | 12\% | (98) | 21\% | (175) | 16\% | (130) | 839 |
| 2018 House Vote: Republican | $11 \%$ | (69) | 34\% | (216) | 41\% | (266) | 14\% | (92) | 643 |
| 2018 House Vote: Someone else | 32\% | (34) | 6\% | (7) | 33\% | (35) | 28\% | (30) | 105 |
| 2018 House Vote: Didnt Vote | 18\% | (107) | 14\% | (86) | 36\% | (218) | 32\% | (194) | 605 |

Continued on next page

Table HR8_2: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Stephen Colbert, The Late Show with Stephen Colbert

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 30\% | (652) | 19\% | (407) | 32\% | (694) | 20\% | (446) | 2199 |
| 2016 Vote: Hillary Clinton | 51\% | (370) | 11\% | (77) | 20\% | (141) | 18\% | (131) | 719 |
| 2016 Vote: Donald Trump | 11\% | (71) | $33 \%$ | (218) | 42\% | (276) | 15\% | (100) | 666 |
| 2016 Vote: Someone else | 41\% | (72) | 17\% | (30) | 30\% | (54) | 12\% | (22) | 178 |
| 2016 Vote: Didnt Vote | 21\% | (135) | 13\% | (82) | 35\% | (221) | 30\% | (191) | 629 |
| Voted in 2014: Yes | 34\% | (460) | 20\% | (270) | 31\% | (421) | 16\% | (214) | 1366 |
| Voted in 2014: No | 23\% | (192) | 16\% | (137) | 33\% | (273) | 28\% | (232) | 833 |
| 2012 Vote: Barack Obama | 47\% | (405) | 13\% | (109) | 22\% | (190) | 18\% | (150) | 854 |
| 2012 Vote: Mitt Romney | 12\% | (60) | 30\% | (151) | 46\% | (233) | 11\% | (57) | 501 |
| 2012 Vote: Other | 20\% | (18) | $21 \%$ | (18) | 43\% | (37) | 17\% | (14) | 87 |
| 2012 Vote: Didn't Vote | 22\% | (165) | 17\% | (128) | 31\% | (235) | 30\% | (225) | 752 |
| 4-Region: Northeast | 32\% | (127) | 18\% | (73) | 30\% | (117) | 20\% | (77) | 394 |
| 4-Region: Midwest | 29\% | (135) | 20\% | (94) | 34\% | (158) | 16\% | (76) | 462 |
| 4-Region: South | 25\% | (208) | 20\% | (161) | $32 \%$ | (268) | 23\% | (188) | 824 |
| 4-Region: West | 35\% | (182) | 15\% | (79) | 29\% | (152) | 20\% | (106) | 519 |
| TV shows: Every day | 35\% | (399) | 17\% | (200) | 31\% | (358) | 17\% | (191) | 1148 |
| TV shows: Several times per week | 32\% | (164) | 19\% | (97) | 30\% | (152) | 19\% | (99) | 512 |
| TV shows: About once per week | 18\% | (27) | 32\% | (47) | 35\% | (50) | 15\% | (21) | 144 |
| TV shows: Several times per month | 23\% | (23) | 17\% | (17) | 37\% | (37) | 23\% | (23) | 101 |
| TV shows: About once per month | $11 \%$ | (5) | 19\% | (9) | 36\% | (17) | 34\% | (16) | 48 |
| TV shows: Less often than once per month | 22\% | (17) | 18\% | (14) | 23\% | (18) | 37\% | (29) | 78 |
| TV shows: Never | 10\% | (17) | 14\% | (23) | 37\% | (62) | 39\% | (66) | 169 |
| Movies: Every day | 32\% | (127) | 16\% | (62) | 33\% | (130) | 20\% | (80) | 399 |
| Movies: Several times per week | 38\% | (216) | 20\% | (112) | 27\% | (155) | 16\% | (90) | 574 |
| Movies: About once per week | 30\% | (116) | 21\% | (80) | 33\% | (126) | 16\% | (61) | 383 |
| Movies: Several times per month | 33\% | (89) | 20\% | (56) | 27\% | (73) | 20\% | (55) | 273 |
| Movies: About once per month | 24\% | (41) | 22\% | (38) | 33\% | (56) | 22\% | (38) | 173 |
| Movies: Less often than once per month | 21\% | (41) | 17\% | (35) | 33\% | (67) | 29\% | (58) | 201 |
| Movies: Never | $11 \%$ | (22) | 12\% | (24) | 44\% | (87) | 33\% | (64) | 196 |

[^107]Table HR8_2: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Stephen Colbert, The Late Show with Stephen Colbert

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 30\% | (652) | 19\% | (407) | 32\% | (694) | 20\% | (446) | 2199 |
| Sports: Every day | 44\% | (70) | 22\% | (35) | 17\% | (27) | 16\% | (26) | 158 |
| Sports: Several times per week | 38\% | (125) | 20\% | (67) | 30\% | (99) | 12\% | (41) | 332 |
| Sports: About once per week | $31 \%$ | (86) | 27\% | (75) | 27\% | (76) | 15\% | (43) | 279 |
| Sports: Several times per month | 26\% | (59) | 21\% | (48) | $34 \%$ | (77) | 19\% | (43) | 228 |
| Sports: About once per month | 34\% | (59) | 17\% | (29) | 32\% | (55) | 17\% | (30) | 174 |
| Sports: Less often than once per month | 29\% | (105) | 19\% | (68) | $31 \%$ | (114) | 21\% | (77) | 363 |
| Sports: Never | 22\% | (148) | 13\% | (85) | 37\% | (247) | 28\% | (186) | 666 |
| Cable: I currently subscribe | 33\% | (368) | 19\% | (208) | 30\% | (329) | 18\% | (203) | 1108 |
| Cable: I subscribed in the past | 30\% | (219) | 21\% | (154) | 32\% | (235) | 16\% | (119) | 727 |
| Cable: I have never subscribed | 18\% | (65) | 13\% | (46) | 36\% | (130) | $34 \%$ | (124) | 365 |
| Satellite television: I currently subscribe | 26\% | (139) | 20\% | (104) | 33\% | (174) | 21\% | (108) | 526 |
| Satellite television: I subscribed in the past | 27\% | (161) | 22\% | (131) | 34\% | (200) | 18\% | (105) | 597 |
| Satellite television: I have never subscribed | $33 \%$ | (353) | 16\% | (171) | 30\% | (320) | 22\% | (233) | 1076 |
| Streaming service: I currently subscribe | 37\% | (487) | 18\% | (231) | 29\% | (375) | 16\% | (209) | 1302 |
| Streaming service: I subscribed in the past | 23\% | (53) | 22\% | (51) | 28\% | (67) | 27\% | (63) | 234 |
| Streaming service: I have never subscribed | 17\% | (112) | 19\% | (124) | 38\% | (253) | 26\% | (174) | 663 |
| Film: An avid fan | 42\% | (326) | 17\% | (136) | 25\% | (198) | 15\% | (119) | 779 |
| Film: A casual fan | 26\% | (298) | 20\% | (232) | 34\% | (389) | 20\% | (234) | 1153 |
| Film: Not a fan | 11\% | (28) | 15\% | (39) | 40\% | (107) | 35\% | (93) | 267 |
| Television: An avid fan | 36\% | (416) | 19\% | (216) | 28\% | (326) | 17\% | (195) | 1154 |
| Television: A casual fan | 24\% | (222) | 18\% | (168) | 36\% | (325) | 21\% | (192) | 907 |
| Television: Not a fan | 10\% | (14) | 17\% | (23) | 31\% | (43) | 42\% | (59) | 139 |
| Music: An avid fan | 36\% | (415) | 19\% | (222) | 26\% | (303) | 18\% | (212) | 1152 |
| Music: A casual fan | 25\% | (224) | 18\% | (165) | 39\% | (351) | 18\% | (167) | 907 |
| Music: Not a fan | 9\% | (13) | 14\% | (20) | 29\% | (41) | 47\% | (66) | 140 |
| Fashion: An avid fan | 39\% | (134) | 19\% | (64) | 22\% | (75) | 20\% | (69) | 342 |
| Fashion: A casual fan | 32\% | (277) | 18\% | (151) | 29\% | (250) | 21\% | (183) | 861 |
| Fashion: Not a fan | 24\% | (241) | 19\% | (192) | 37\% | (369) | 19\% | (194) | 996 |

[^108]Table HR8_3: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
James Corden, The Late Late Show with James Corden

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 19\% | (419) | 19\% | (417) | $36 \%$ | (781) | 26\% | (582) | 2199 |
| Gender: Male | 22\% | (235) | 22\% | (229) | $33 \%$ | (347) | 24\% | (251) | 1061 |
| Gender: Female | 16\% | (184) | 17\% | (188) | 38\% | (434) | 29\% | (331) | 1138 |
| Age: 18-29 | 23\% | (96) | 20\% | (80) | 26\% | (108) | $31 \%$ | (127) | 411 |
| Age: 30-44 | 20\% | (121) | $21 \%$ | (125) | $31 \%$ | (188) | 28\% | (167) | 600 |
| Age: 45-54 | 19\% | (62) | 20\% | (68) | $34 \%$ | (113) | 27\% | (90) | 335 |
| Age: 55-64 | 19\% | (80) | 16\% | (66) | $41 \%$ | (170) | 24\% | (101) | 417 |
| Age: 65+ | 14\% | (60) | 18\% | (78) | 46\% | (202) | 22\% | (97) | 436 |
| Generation Z: 18-21 | $24 \%$ | (28) | $24 \%$ | (28) | 13\% | (16) | 38\% | (44) | 116 |
| Millennial: Age 22-37 | $22 \%$ | (147) | 21\% | (139) | $30 \%$ | (200) | 26\% | (171) | 657 |
| Generation X: Age 38-53 | 18\% | (96) | 18\% | (99) | $34 \%$ | (185) | 30\% | (164) | 543 |
| Boomers: Age 54-72 | 18\% | (137) | 18\% | (136) | 42\% | (321) | 23\% | (178) | 772 |
| PID: Dem (no lean) | 30\% | (244) | 12\% | (100) | 31\% | (250) | 26\% | (212) | 806 |
| PID: Ind (no lean) | 12\% | (93) | 19\% | (146) | $36 \%$ | (274) | $32 \%$ | (241) | 754 |
| PID: Rep (no lean) | 13\% | (82) | 27\% | (171) | 40\% | (258) | 20\% | (128) | 639 |
| PID/Gender: Dem Men | 33\% | (131) | 16\% | (64) | 27\% | (106) | 24\% | (93) | 395 |
| PID/Gender: Dem Women | 27\% | (113) | 9\% | (36) | $35 \%$ | (143) | 29\% | (119) | 411 |
| PID/Gender: Ind Men | 15\% | (49) | 23\% | (73) | $34 \%$ | (111) | 29\% | (93) | 326 |
| PID/Gender: Ind Women | 10\% | (44) | 17\% | (73) | $38 \%$ | (163) | 35\% | (148) | 427 |
| PID/Gender: Rep Men | 16\% | (55) | 27\% | (92) | 38\% | (129) | 19\% | (64) | 339 |
| PID/Gender: Rep Women | 9\% | (28) | 26\% | (79) | 43\% | (128) | 21\% | (64) | 300 |
| Ideo: Liberal (1-3) | 36\% | (241) | $11 \%$ | (75) | $30 \%$ | (201) | 23\% | (157) | 674 |
| Ideo: Moderate (4) | 16\% | (88) | 22\% | (119) | $33 \%$ | (182) | 28\% | (155) | 544 |
| Ideo: Conservative (5-7) | 11\% | (77) | 26\% | (186) | 42\% | (301) | 21\% | (148) | 712 |
| Educ: < College | 17\% | (253) | 18\% | (274) | $36 \%$ | (545) | 29\% | (439) | 1512 |
| Educ: Bachelors degree | 23\% | (103) | 23\% | (103) | $36 \%$ | (159) | 18\% | (80) | 444 |
| Educ: Post-grad | 26\% | (63) | 17\% | (40) | $32 \%$ | (77) | 26\% | (63) | 243 |

[^109]Table HR8_3: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
James Corden, The Late Late Show with James Corden

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 19\% | (419) | 19\% | (417) | 36\% | (781) | 26\% | (582) | 2199 |
| Income: Under 50k | 19\% | (246) | 16\% | (205) | 35\% | (457) | 30\% | (388) | 1297 |
| Income: 50k-100k | 20\% | (120) | 23\% | (144) | 36\% | (223) | 21\% | (128) | 615 |
| Income: $100 \mathrm{k}+$ | 18\% | (52) | 24\% | (68) | 35\% | (102) | 23\% | (65) | 287 |
| Ethnicity: White | 17\% | (286) | 20\% | (339) | 39\% | (671) | 25\% | (426) | 1722 |
| Ethnicity: Hispanic | 24\% | (86) | 19\% | (68) | 30\% | (105) | 26\% | (91) | 350 |
| Ethnicity: Afr. Am. | $32 \%$ | (87) | 19\% | (52) | 19\% | (53) | 30\% | (83) | 274 |
| Ethnicity: Other | 23\% | (46) | 13\% | (27) | 28\% | (57) | 36\% | (73) | 203 |
| Relig: Protestant | 17\% | (90) | 23\% | (123) | 44\% | (235) | 17\% | (90) | 539 |
| Relig: Roman Catholic | 20\% | (89) | 19\% | (85) | $34 \%$ | (150) | 26\% | (112) | 436 |
| Relig: Something Else | 23\% | (43) | 19\% | (35) | 29\% | (55) | 29\% | (54) | 187 |
| Relig: Jewish | 28\% | (15) | 16\% | (8) | 36\% | (19) | 21\% | (11) | 54 |
| Relig: Evangelical | 20\% | (165) | 20\% | (158) | 36\% | (290) | 24\% | (192) | 805 |
| Relig: Non-Evang. Catholics | 16\% | (57) | 24\% | (85) | 42\% | (150) | 18\% | (64) | 357 |
| Relig: All Christian | 19\% | (222) | 21\% | (243) | 38\% | (440) | 22\% | (256) | 1161 |
| Relig: All Non-Christian | 13\% | (29) | 16\% | (36) | 34\% | (76) | 37\% | (83) | 224 |
| Community: Urban | 23\% | (133) | 19\% | (110) | $32 \%$ | (181) | 26\% | (151) | 575 |
| Community: Suburban | 21\% | (208) | 18\% | (178) | 34\% | (333) | 27\% | (263) | 982 |
| Community: Rural | 12\% | (78) | 20\% | (130) | 42\% | (267) | 26\% | (168) | 643 |
| Employ: Private Sector | 23\% | (155) | 24\% | (159) | 29\% | (192) | 23\% | (154) | 661 |
| Employ: Government | 19\% | (24) | 20\% | (25) | 32\% | (40) | 28\% | (35) | 124 |
| Employ: Self-Employed | 20\% | (39) | 18\% | (35) | 34\% | (67) | 28\% | (54) | 195 |
| Employ: Homemaker | 17\% | (29) | 19\% | (32) | 41\% | (70) | 23\% | (40) | 170 |
| Employ: Student | 34\% | (26) | 20\% | (16) | 19\% | (15) | 28\% | (22) | 79 |
| Employ: Retired | 16\% | (84) | 16\% | (85) | 45\% | (236) | 23\% | (119) | 523 |
| Employ: Unemployed | 9\% | (25) | 14\% | (37) | 40\% | (105) | $36 \%$ | (95) | 262 |
| Employ: Other | 21\% | (38) | 15\% | (28) | 30\% | (56) | 34\% | (63) | 185 |
| Military HH: Yes | 18\% | (71) | 16\% | (62) | 40\% | (155) | 25\% | (97) | 384 |
| Military HH: No | 19\% | (348) | 20\% | (356) | 35\% | (626) | 27\% | (485) | 1815 |

[^110]Table HR8_3: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
James Corden, The Late Late Show with James Corden

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 19\% | (419) | 19\% | (417) | $36 \%$ | (781) | 26\% | (582) | 2199 |
| RD/WT: Right Direction | 12\% | (101) | 27\% | (226) | 37\% | (306) | 23\% | (192) | 826 |
| RD/WT: Wrong Track | 23\% | (317) | 14\% | (191) | 35\% | (475) | 28\% | (390) | 1373 |
| Trump Job Approve | 11\% | (93) | 28\% | (246) | 41\% | (355) | 20\% | (175) | 870 |
| Trump Job Disapprove | 26\% | (321) | 13\% | (161) | 33\% | (408) | 28\% | (338) | 1227 |
| Trump Job Strongly Approve | 9\% | (40) | 29\% | (130) | 41\% | (181) | 20\% | (90) | 440 |
| Trump Job Somewhat Approve | 12\% | (53) | 27\% | (116) | 41\% | (175) | 20\% | (85) | 429 |
| Trump Job Somewhat Disapprove | 17\% | (51) | 23\% | (67) | 35\% | (105) | 25\% | (75) | 297 |
| Trump Job Strongly Disapprove | 29\% | (270) | 10\% | (94) | 33\% | (304) | 28\% | (263) | 930 |
| Favorable of Trump | 10\% | (81) | 30\% | (251) | 41\% | (343) | 20\% | (173) | 847 |
| Unfavorable of Trump | 27\% | (327) | 13\% | (155) | 34\% | (409) | 26\% | (320) | 1212 |
| Very Favorable of Trump | 9\% | (45) | 28\% | (136) | 41\% | (198) | 21\% | (100) | 479 |
| Somewhat Favorable of Trump | 10\% | (35) | 31\% | (115) | 39\% | (145) | 20\% | (73) | 368 |
| Somewhat Unfavorable of Trump | 13\% | (30) | 25\% | (58) | 38\% | (91) | 24\% | (57) | 236 |
| Very Unfavorable of Trump | 30\% | (298) | 10\% | (98) | 33\% | (319) | 27\% | (262) | 976 |
| \#1 Issue: Economy | 21\% | (116) | 20\% | (110) | 33\% | (186) | 26\% | (147) | 560 |
| \#1 Issue: Security | 9\% | (39) | 30\% | (132) | 41\% | (181) | 20\% | (89) | 441 |
| \#1 Issue: Health Care | 20\% | (74) | 16\% | (57) | 37\% | (136) | 28\% | (101) | 368 |
| \#1 Issue: Medicare / Social Security | 20\% | (71) | 13\% | (48) | 38\% | (137) | 29\% | (103) | 359 |
| \#1 Issue: Women's Issues | 24\% | (30) | 21\% | (27) | 33\% | (42) | 21\% | (27) | 126 |
| \#1 Issue: Education | 25\% | (39) | 14\% | (21) | 19\% | (29) | 42\% | (64) | 154 |
| \#1 Issue: Energy | 33\% | (33) | 14\% | (14) | $31 \%$ | (31) | 22\% | (21) | 100 |
| \#1 Issue: Other | 18\% | (17) | 9\% | (8) | 42\% | (39) | 32\% | (29) | 93 |
| 2018 House Vote: Democrat | 32\% | (265) | 13\% | (106) | $31 \%$ | (262) | 25\% | (206) | 839 |
| 2018 House Vote: Republican | 9\% | (59) | 30\% | (192) | 42\% | (268) | 19\% | (123) | 643 |
| 2018 House Vote: Someone else | 12\% | (12) | 22\% | (23) | 43\% | (45) | 24\% | (25) | 105 |
| 2018 House Vote: Didnt Vote | 13\% | (76) | 16\% | (96) | 34\% | (205) | 38\% | (228) | 605 |

[^111]Table HR8_3: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
James Corden, The Late Late Show with James Corden

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 19\% | (419) | 19\% | (417) | $36 \%$ | (781) | 26\% | (582) | 2199 |
| 2016 Vote: Hillary Clinton | $31 \%$ | (222) | 12\% | (87) | $31 \%$ | (224) | 26\% | (186) | 719 |
| 2016 Vote: Donald Trump | 9\% | (61) | 30\% | (200) | 42\% | (280) | 19\% | (126) | 666 |
| 2016 Vote: Someone else | 23\% | (40) | 18\% | (32) | 37\% | (65) | 23\% | (40) | 178 |
| 2016 Vote: Didnt Vote | 15\% | (93) | 16\% | (98) | 33\% | (210) | 36\% | (228) | 629 |
| Voted in 2014: Yes | $21 \%$ | (291) | 20\% | (266) | 37\% | (501) | 22\% | (307) | 1366 |
| Voted in 2014: No | 15\% | (128) | 18\% | (151) | 34\% | (280) | 33\% | (275) | 833 |
| 2012 Vote: Barack Obama | 29\% | (246) | 15\% | (132) | $31 \%$ | (267) | 24\% | (209) | 854 |
| 2012 Vote: Mitt Romney | 8\% | (38) | 27\% | (133) | 48\% | (241) | 18\% | (88) | 501 |
| 2012 Vote: Other | 6\% | (5) | 18\% | (16) | 50\% | (43) | 26\% | (23) | 87 |
| 2012 Vote: Didn't Vote | 17\% | (129) | 18\% | (137) | 30\% | (225) | 35\% | (261) | 752 |
| 4-Region: Northeast | 19\% | (73) | 19\% | (75) | 37\% | (146) | 25\% | (100) | 394 |
| 4-Region: Midwest | 21\% | (95) | 17\% | (79) | 38\% | (176) | 24\% | (112) | 462 |
| 4-Region: South | 18\% | (146) | 20\% | (164) | 35\% | (290) | 27\% | (224) | 824 |
| 4-Region: West | 20\% | (104) | 19\% | (100) | $33 \%$ | (169) | 28\% | (146) | 519 |
| TV shows: Every day | 22\% | (250) | 20\% | (229) | 34\% | (390) | 24\% | (279) | 1148 |
| TV shows: Several times per week | 18\% | (94) | 18\% | (93) | 37\% | (191) | 26\% | (134) | 512 |
| TV shows: About once per week | 22\% | (32) | 16\% | (23) | 47\% | (67) | 16\% | (22) | 144 |
| TV shows: Several times per month | 14\% | (14) | 26\% | (26) | 35\% | (36) | 25\% | (25) | 101 |
| TV shows: About once per month | 3\% | (2) | 18\% | (9) | 35\% | (17) | 43\% | (21) | 48 |
| TV shows: Less often than once per month | 18\% | (14) | 16\% | (12) | 25\% | (19) | 41\% | (32) | 78 |
| TV shows: Never | 8\% | (13) | 15\% | (26) | 36\% | (61) | 41\% | (69) | 169 |
| Movies: Every day | $24 \%$ | (94) | 17\% | (68) | $33 \%$ | (133) | 26\% | (103) | 399 |
| Movies: Several times per week | $21 \%$ | (121) | 23\% | (130) | 34\% | (198) | 22\% | (126) | 574 |
| Movies: About once per week | 20\% | (77) | 23\% | (86) | 37\% | (143) | 20\% | (76) | 383 |
| Movies: Several times per month | 23\% | (63) | 19\% | (52) | 26\% | (70) | $32 \%$ | (88) | 273 |
| Movies: About once per month | 16\% | (28) | 16\% | (28) | $39 \%$ | (68) | 28\% | (49) | 173 |
| Movies: Less often than once per month | 10\% | (21) | 14\% | (29) | $41 \%$ | (82) | 35\% | (70) | 201 |
| Movies: Never | 8\% | (15) | 12\% | (24) | 45\% | (87) | 35\% | (69) | 196 |

[^112]Table HR8_3: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
James Corden, The Late Late Show with James Corden

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 19\% | (419) | 19\% | (417) | 36\% | (781) | 26\% | (582) | 2199 |
| Sports: Every day | 35\% | (56) | 26\% | (42) | 24\% | (37) | 15\% | (23) | 158 |
| Sports: Several times per week | 25\% | (83) | 24\% | (81) | 33\% | (110) | 17\% | (58) | 332 |
| Sports: About once per week | 26\% | (74) | 25\% | (69) | 26\% | (74) | 22\% | (63) | 279 |
| Sports: Several times per month | 22\% | (51) | 19\% | (44) | 37\% | (84) | 21\% | (49) | 228 |
| Sports: About once per month | 18\% | (32) | 21\% | (37) | 32\% | (55) | 29\% | (50) | 174 |
| Sports: Less often than once per month | 14\% | (52) | 17\% | (61) | 40\% | (144) | 29\% | (107) | 363 |
| Sports: Never | 11\% | (71) | 13\% | (84) | 42\% | (277) | 35\% | (233) | 666 |
| Cable: I currently subscribe | 23\% | (252) | 19\% | (214) | 34\% | (372) | 24\% | (269) | 1108 |
| Cable: I subscribed in the past | 18\% | (129) | 21\% | (155) | 38\% | (274) | 23\% | (169) | 727 |
| Cable: I have never subscribed | 10\% | (38) | 13\% | (48) | 37\% | (135) | 39\% | (143) | 365 |
| Satellite television: I currently subscribe | 17\% | (88) | 20\% | (105) | 37\% | (197) | 26\% | (136) | 526 |
| Satellite television: I subscribed in the past | $21 \%$ | (127) | 22\% | (129) | $36 \%$ | (212) | 21\% | (128) | 597 |
| Satellite television: I have never subscribed | 19\% | (203) | 17\% | (183) | 35\% | (372) | 30\% | (318) | 1076 |
| Streaming service: I currently subscribe | 22\% | (291) | 21\% | (268) | 35\% | (449) | 23\% | (293) | 1302 |
| Streaming service: I subscribed in the past | $21 \%$ | (48) | 18\% | (43) | 30\% | (71) | 30\% | (71) | 234 |
| Streaming service: I have never subscribed | 12\% | (79) | 16\% | (106) | 39\% | (261) | 33\% | (218) | 663 |
| Film: An avid fan | 29\% | (229) | 20\% | (159) | 28\% | (218) | 22\% | (173) | 779 |
| Film: A casual fan | 15\% | (175) | 20\% | (225) | 38\% | (444) | 27\% | (309) | 1153 |
| Film: Not a fan | 5\% | (15) | 12\% | (33) | 45\% | (119) | 37\% | (100) | 267 |
| Television: An avid fan | 24\% | (278) | 22\% | (249) | 31\% | (354) | 24\% | (273) | 1154 |
| Television: A casual fan | 15\% | (132) | 17\% | (156) | 42\% | (378) | 27\% | (240) | 907 |
| Television: Not a fan | 6\% | (8) | 9\% | (13) | 35\% | (49) | 49\% | (68) | 139 |
| Music: An avid fan | 24\% | (279) | 21\% | (247) | 30\% | (340) | 25\% | (286) | 1152 |
| Music: A casual fan | 14\% | (126) | 17\% | (157) | 44\% | (399) | 25\% | (226) | 907 |
| Music: Not a fan | 10\% | (14) | 10\% | (14) | 30\% | (42) | 50\% | (69) | 140 |
| Fashion: An avid fan | 34\% | (117) | 21\% | (72) | 20\% | (69) | 25\% | (85) | 342 |
| Fashion: A casual fan | 20\% | (172) | 19\% | (167) | 34\% | (297) | 26\% | (226) | 861 |
| Fashion: Not a fan | 13\% | (130) | 18\% | (179) | 42\% | (416) | 27\% | (272) | 996 |

[^113]Table HR8_4: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Jimmy Fallon, The Tonight Show Starring Jimmy Fallon

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 29\% | (633) | 24\% | (535) | 29\% | (630) | 18\% | (401) | 2199 |
| Gender: Male | $31 \%$ | (327) | 25\% | (268) | 27\% | (284) | 17\% | (182) | 1061 |
| Gender: Female | 27\% | (306) | 23\% | (267) | 30\% | (346) | 19\% | (219) | 1138 |
| Age: 18-29 | 35\% | (145) | 23\% | (94) | 21\% | (86) | 21\% | (86) | 411 |
| Age: 30-44 | 30\% | (179) | 27\% | (161) | 24\% | (145) | 19\% | (116) | 600 |
| Age: 45-54 | 25\% | (83) | 27\% | (90) | 27\% | (90) | 21\% | (71) | 335 |
| Age: 55-64 | 32\% | (134) | 21\% | (89) | $31 \%$ | (129) | 16\% | (66) | 417 |
| Age: 65+ | $21 \%$ | (91) | 23\% | (102) | 41\% | (181) | 14\% | (63) | 436 |
| Generation Z: 18-21 | 38\% | (44) | 25\% | (29) | 17\% | (19) | 20\% | (23) | 116 |
| Millennial: Age 22-37 | 33\% | (219) | 25\% | (163) | 23\% | (150) | 19\% | (124) | 657 |
| Generation X: Age 38-53 | 25\% | (136) | 26\% | (143) | 27\% | (145) | 22\% | (119) | 543 |
| Boomers: Age 54-72 | 28\% | (219) | 23\% | (175) | 34\% | (260) | 15\% | (118) | 772 |
| PID: Dem (no lean) | 45\% | (364) | 15\% | (123) | 24\% | (195) | 15\% | (124) | 806 |
| PID: Ind (no lean) | $21 \%$ | (160) | 24\% | (180) | 30\% | (222) | 25\% | (191) | 754 |
| PID: Rep (no lean) | 17\% | (109) | 36\% | (232) | 33\% | (212) | 14\% | (86) | 639 |
| PID/Gender: Dem Men | 45\% | (180) | 19\% | (74) | 20\% | (80) | 16\% | (62) | 395 |
| PID/Gender: Dem Women | 45\% | (184) | 12\% | (50) | 28\% | (115) | 15\% | (62) | 411 |
| PID/Gender: Ind Men | 25\% | (82) | 22\% | (72) | 29\% | (95) | 24\% | (77) | 326 |
| PID/Gender: Ind Women | 18\% | (78) | 25\% | (108) | 30\% | (128) | 27\% | (114) | 427 |
| PID/Gender: Rep Men | 19\% | (65) | 36\% | (122) | 32\% | (109) | 13\% | (44) | 339 |
| PID/Gender: Rep Women | 15\% | (44) | 37\% | (110) | 34\% | (103) | 14\% | (43) | 300 |
| Ideo: Liberal (1-3) | 48\% | (322) | 16\% | (106) | 21\% | (139) | 16\% | (108) | 674 |
| Ideo: Moderate (4) | 29\% | (160) | 21\% | (115) | 30\% | (162) | 20\% | (107) | 544 |
| Ideo: Conservative (5-7) | 17\% | (124) | 36\% | (259) | 34\% | (242) | 12\% | (87) | 712 |
| Educ: < College | 27\% | (405) | 23\% | (350) | 30\% | (450) | 20\% | (306) | 1512 |
| Educ: Bachelors degree | $33 \%$ | (144) | 29\% | (131) | 24\% | (106) | 14\% | (63) | 444 |
| Educ: Post-grad | 34\% | (83) | 22\% | (54) | 30\% | (74) | 13\% | (32) | 243 |

[^114]Table HR8_4: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Jimmy Fallon, The Tonight Show Starring Jimmy Fallon

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 29\% | (633) | 24\% | (535) | 29\% | (630) | 18\% | (401) | 2199 |
| Income: Under 50k | 28\% | (368) | $21 \%$ | (270) | 29\% | (379) | 22\% | (279) | 1297 |
| Income: $50 \mathrm{k}-100 \mathrm{k}$ | 29\% | (176) | 29\% | (181) | 28\% | (175) | 13\% | (83) | 615 |
| Income: 100k+ | $31 \%$ | (89) | 29\% | (84) | 26\% | (75) | 14\% | (39) | 287 |
| Ethnicity: White | 25\% | (431) | 26\% | (445) | 31\% | (537) | 18\% | (309) | 1722 |
| Ethnicity: Hispanic | 35\% | (121) | 23\% | (81) | 26\% | (90) | 16\% | (57) | 350 |
| Ethnicity: Afr. Am. | 49\% | (134) | 16\% | (45) | 16\% | (45) | 19\% | (51) | 274 |
| Ethnicity: Other | 33\% | (68) | 22\% | (45) | 24\% | (48) | 21\% | (42) | 203 |
| Relig: Protestant | 26\% | (138) | 28\% | (152) | $33 \%$ | (181) | 13\% | (69) | 539 |
| Relig: Roman Catholic | 28\% | (120) | 25\% | (109) | 33\% | (143) | 15\% | (64) | 436 |
| Relig: Something Else | 35\% | (66) | 26\% | (48) | $22 \%$ | (42) | 16\% | (31) | 187 |
| Relig: Jewish | 49\% | (27) | 13\% | (7) | 29\% | (16) | 8\% | (5) | 54 |
| Relig: Evangelical | 29\% | (234) | 27\% | (215) | 29\% | (236) | 15\% | (119) | 805 |
| Relig: Non-Evang. Catholics | 25\% | (90) | 26\% | (94) | $36 \%$ | (129) | 12\% | (44) | 357 |
| Relig: All Christian | 28\% | (323) | 27\% | (310) | $31 \%$ | (365) | 14\% | (163) | 1161 |
| Relig: All Non-Christian | 23\% | (52) | 23\% | (51) | 26\% | (58) | 28\% | (63) | 224 |
| Community: Urban | 35\% | (202) | 22\% | (127) | 27\% | (155) | 16\% | (91) | 575 |
| Community: Suburban | $31 \%$ | (306) | $24 \%$ | (236) | 26\% | (257) | 19\% | (182) | 982 |
| Community: Rural | 19\% | (125) | 27\% | (172) | 34\% | (217) | 20\% | (129) | 643 |
| Employ: Private Sector | 34\% | (227) | 28\% | (187) | 23\% | (155) | 14\% | (92) | 661 |
| Employ: Government | 32\% | (39) | 26\% | (32) | 22\% | (28) | 20\% | (25) | 124 |
| Employ: Self-Employed | 25\% | (48) | 28\% | (55) | 30\% | (58) | 18\% | (34) | 195 |
| Employ: Homemaker | 20\% | (34) | 20\% | (35) | 38\% | (65) | 21\% | (36) | 170 |
| Employ: Student | 53\% | (42) | 15\% | (12) | 14\% | (11) | 18\% | (14) | 79 |
| Employ: Retired | $24 \%$ | (126) | $22 \%$ | (113) | 39\% | (205) | 15\% | (79) | 523 |
| Employ: Unemployed | 21\% | (55) | 24\% | (62) | 26\% | (67) | 30\% | (77) | 262 |
| Employ: Other | 33\% | (61) | $21 \%$ | (39) | 22\% | (40) | 24\% | (44) | 185 |
| Military HH: Yes | 26\% | (100) | $21 \%$ | (82) | 34\% | (132) | 18\% | (70) | 384 |
| Military HH: No | 29\% | (533) | 25\% | (453) | 27\% | (497) | 18\% | (331) | 1815 |

Continued on next page

Table HR8_4: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Jimmy Fallon, The Tonight Show Starring Jimmy Fallon

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 29\% | (633) | 24\% | (535) | 29\% | (630) | 18\% | (401) | 2199 |
| RD/WT: Right Direction | 17\% | (144) | 34\% | (280) | 32\% | (266) | 17\% | (137) | 826 |
| RD/WT: Wrong Track | 36\% | (489) | 19\% | (255) | 27\% | (364) | 19\% | (265) | 1373 |
| Trump Job Approve | 16\% | (139) | 35\% | (306) | 35\% | (304) | 14\% | (121) | 870 |
| Trump Job Disapprove | 40\% | (486) | 18\% | (219) | 25\% | (306) | 18\% | (216) | 1227 |
| Trump Job Strongly Approve | 13\% | (57) | 36\% | (159) | 37\% | (162) | 14\% | (63) | 440 |
| Trump Job Somewhat Approve | 19\% | (81) | 34\% | (147) | 33\% | (143) | 14\% | (59) | 429 |
| Trump Job Somewhat Disapprove | $31 \%$ | (92) | 30\% | (88) | 24\% | (71) | 16\% | (46) | 297 |
| Trump Job Strongly Disapprove | 42\% | (394) | 14\% | (131) | 25\% | (235) | 18\% | (170) | 930 |
| Favorable of Trump | 15\% | (130) | 37\% | (314) | 34\% | (292) | 13\% | (111) | 847 |
| Unfavorable of Trump | 41\% | (491) | 17\% | (211) | 26\% | (310) | 17\% | (200) | 1212 |
| Very Favorable of Trump | 14\% | (67) | 36\% | (173) | $37 \%$ | (176) | 13\% | (63) | 479 |
| Somewhat Favorable of Trump | 17\% | (63) | 38\% | (141) | 32\% | (116) | 13\% | (48) | 368 |
| Somewhat Unfavorable of Trump | 29\% | (68) | 27\% | (63) | 29\% | (68) | 16\% | (37) | 236 |
| Very Unfavorable of Trump | 43\% | (423) | 15\% | (148) | 25\% | (242) | 17\% | (164) | 976 |
| \#1 Issue: Economy | 30\% | (170) | 26\% | (146) | 24\% | (135) | 19\% | (109) | 560 |
| \#1 Issue: Security | 14\% | (61) | 35\% | (156) | 37\% | (163) | 14\% | (60) | 441 |
| \#1 Issue: Health Care | 36\% | (134) | 22\% | (81) | 22\% | (83) | 19\% | (71) | 368 |
| \#1 Issue: Medicare / Social Security | 28\% | (100) | 18\% | (66) | 36\% | (128) | 18\% | (65) | 359 |
| \#1 Issue: Women's Issues | 31\% | (39) | 23\% | (29) | 34\% | (43) | 12\% | (15) | 126 |
| \#1 Issue: Education | 40\% | (61) | 13\% | (20) | 18\% | (28) | 29\% | (45) | 154 |
| \#1 Issue: Energy | 45\% | (45) | 18\% | (18) | 17\% | (17) | 19\% | (19) | 100 |
| \#1 Issue: Other | 26\% | (24) | 20\% | (19) | 36\% | (33) | 18\% | (17) | 93 |
| 2018 House Vote: Democrat | 45\% | (377) | 16\% | (135) | 24\% | (202) | 15\% | (126) | 839 |
| 2018 House Vote: Republican | 14\% | (89) | 38\% | (242) | 36\% | (231) | 13\% | (81) | 643 |
| 2018 House Vote: Someone else | 35\% | (37) | 14\% | (14) | 26\% | (27) | 26\% | (27) | 105 |
| 2018 House Vote: Didnt Vote | 20\% | (124) | 24\% | (144) | 28\% | (170) | 28\% | (167) | 605 |

[^115]Table HR8_4: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Jimmy Fallon, The Tonight Show Starring Jimmy Fallon

| I like it when they |  | I don't like it when <br> they discuss <br> politics. | I don't watch this <br> show or clips of <br> this show. | Don't know / No | opinion |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |

[^116]Table HR8_4: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Jimmy Fallon, The Tonight Show Starring Jimmy Fallon

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 29\% | (633) | 24\% | (535) | 29\% | (630) | 18\% | (401) | 2199 |
| Sports: Every day | 43\% | (67) | 28\% | (44) | 15\% | (24) | 15\% | (23) | 158 |
| Sports: Several times per week | 36\% | (121) | 27\% | (88) | 26\% | (86) | 11\% | (37) | 332 |
| Sports: About once per week | $31 \%$ | (87) | 30\% | (84) | 24\% | (68) | 15\% | (41) | 279 |
| Sports: Several times per month | 27\% | (62) | 30\% | (69) | 26\% | (60) | 16\% | (36) | 228 |
| Sports: About once per month | 42\% | (73) | 21\% | (36) | 24\% | (41) | 14\% | (24) | 174 |
| Sports: Less often than once per month | 28\% | (101) | 25\% | (90) | 30\% | (109) | 17\% | (62) | 363 |
| Sports: Never | 18\% | (122) | 19\% | (123) | 36\% | (242) | 27\% | (179) | 666 |
| Cable: I currently subscribe | 34\% | (372) | 25\% | (276) | 26\% | (285) | 16\% | (176) | 1108 |
| Cable: I subscribed in the past | 27\% | (197) | 26\% | (191) | $31 \%$ | (223) | 16\% | (115) | 727 |
| Cable: I have never subscribed | 17\% | (64) | 19\% | (68) | 34\% | (122) | 30\% | (111) | 365 |
| Satellite television: I currently subscribe | 26\% | (136) | 28\% | (147) | 29\% | (150) | 18\% | (92) | 526 |
| Satellite television: I subscribed in the past | 29\% | (174) | 26\% | (154) | 30\% | (181) | 15\% | (88) | 597 |
| Satellite television: I have never subscribed | 30\% | (323) | 22\% | (234) | 28\% | (299) | 21\% | (221) | 1076 |
| Streaming service: I currently subscribe | $34 \%$ | (445) | 25\% | (328) | 26\% | (343) | 14\% | (186) | 1302 |
| Streaming service: I subscribed in the past | $24 \%$ | (55) | 29\% | (68) | 25\% | (59) | 22\% | (51) | 234 |
| Streaming service: I have never subscribed | 20\% | (133) | $21 \%$ | (139) | 34\% | (227) | 25\% | (164) | 663 |
| Film: An avid fan | 41\% | (320) | 24\% | (184) | $21 \%$ | (167) | 14\% | (109) | 779 |
| Film: A casual fan | 25\% | (283) | 26\% | (305) | $31 \%$ | (362) | 18\% | (203) | 1153 |
| Film: Not a fan | 11\% | (30) | 17\% | (47) | 38\% | (101) | 34\% | (90) | 267 |
| Television: An avid fan | 35\% | (406) | 25\% | (292) | 24\% | (276) | 16\% | (180) | 1154 |
| Television: A casual fan | $24 \%$ | (215) | 24\% | (217) | 34\% | (307) | 19\% | (168) | 907 |
| Television: Not a fan | 9\% | (12) | 19\% | (26) | 34\% | (47) | 39\% | (54) | 139 |
| Music: An avid fan | 37\% | (427) | 25\% | (286) | 23\% | (262) | 15\% | (176) | 1152 |
| Music: A casual fan | $21 \%$ | (193) | 25\% | (225) | 36\% | (326) | 18\% | (163) | 907 |
| Music: Not a fan | 9\% | (12) | 17\% | (23) | 30\% | (42) | 45\% | (63) | 140 |
| Fashion: An avid fan | 47\% | (162) | 23\% | (79) | 15\% | (53) | 14\% | (49) | 342 |
| Fashion: A casual fan | 30\% | (255) | 27\% | (230) | 26\% | (221) | 18\% | (155) | 861 |
| Fashion: Not a fan | $22 \%$ | (216) | 23\% | (226) | 36\% | (356) | 20\% | (197) | 996 |

[^117]Table HR8_5: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Seth Meyers, Late Night with Seth Meyers

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 22\% | (490) | 18\% | (392) | $36 \%$ | (790) | 24\% | (526) | 2199 |
| Gender: Male | 26\% | (279) | $21 \%$ | (221) | $32 \%$ | (341) | 21\% | (219) | 1061 |
| Gender: Female | 19\% | (211) | 15\% | (171) | $39 \%$ | (449) | 27\% | (307) | 1138 |
| Age: 18-29 | 26\% | (107) | 17\% | (68) | 24\% | (98) | $34 \%$ | (138) | 411 |
| Age: 30-44 | 23\% | (140) | 20\% | (119) | $33 \%$ | (197) | 24\% | (143) | 600 |
| Age: 45-54 | 22\% | (75) | $21 \%$ | (70) | $34 \%$ | (113) | 23\% | (77) | 335 |
| Age: 55-64 | 23\% | (96) | 17\% | (70) | 40\% | (167) | 20\% | (84) | 417 |
| Age: 65+ | 17\% | (72) | 15\% | (65) | 49\% | (216) | 19\% | (84) | 436 |
| Generation Z: 18-21 | 22\% | (26) | 17\% | (20) | 18\% | (21) | 43\% | (50) | 116 |
| Millennial: Age 22-37 | 26\% | (173) | 20\% | (131) | 29\% | (191) | 25\% | (162) | 657 |
| Generation X: Age 38-53 | 22\% | (118) | 18\% | (98) | 34\% | (186) | 26\% | (142) | 543 |
| Boomers: Age 54-72 | 21\% | (161) | 16\% | (125) | 43\% | (334) | 20\% | (151) | 772 |
| PID: Dem (no lean) | 38\% | (308) | 10\% | (78) | $31 \%$ | (248) | 21\% | (171) | 806 |
| PID: Ind (no lean) | 15\% | (111) | 18\% | (136) | $36 \%$ | (270) | 31\% | (237) | 754 |
| PID: Rep (no lean) | $11 \%$ | (71) | 28\% | (178) | 43\% | (272) | 18\% | (118) | 639 |
| PID/Gender: Dem Men | 44\% | (174) | 13\% | (52) | 25\% | (100) | 18\% | (69) | 395 |
| PID/Gender: Dem Women | $33 \%$ | (134) | 6\% | (26) | $36 \%$ | (148) | 25\% | (102) | 411 |
| PID/Gender: Ind Men | 19\% | (61) | $21 \%$ | (68) | 33\% | (107) | 28\% | (90) | 326 |
| PID/Gender: Ind Women | 12\% | (50) | 16\% | (68) | 38\% | (163) | $34 \%$ | (147) | 427 |
| PID/Gender: Rep Men | 13\% | (44) | 30\% | (101) | $39 \%$ | (134) | 18\% | (60) | 339 |
| PID/Gender: Rep Women | 9\% | (27) | 26\% | (77) | 46\% | (138) | 19\% | (58) | 300 |
| Ideo: Liberal (1-3) | 44\% | (296) | 9\% | (58) | 28\% | (188) | 20\% | (132) | 674 |
| Ideo: Moderate (4) | 19\% | (103) | 20\% | (108) | $34 \%$ | (186) | 27\% | (148) | 544 |
| Ideo: Conservative (5-7) | $11 \%$ | (77) | 27\% | (194) | 44\% | (310) | 18\% | (130) | 712 |
| Educ: < College | 19\% | (292) | 18\% | (266) | 37\% | (555) | 26\% | (399) | 1512 |
| Educ: Bachelors degree | 27\% | (121) | 20\% | (89) | 35\% | (153) | 18\% | (81) | 444 |
| Educ: Post-grad | $32 \%$ | (77) | 16\% | (38) | $34 \%$ | (82) | 19\% | (46) | 243 |

[^118]Table HR8_5: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Seth Meyers, Late Night with Seth Meyers

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 22\% | (490) | 18\% | (392) | 36\% | (790) | 24\% | (526) | 2199 |
| Income: Under 50k | 22\% | (283) | 16\% | (207) | 35\% | (455) | 27\% | (352) | 1297 |
| Income: 50k-100k | 23\% | (143) | 20\% | (125) | 36\% | (223) | 20\% | (125) | 615 |
| Income: 100k+ | 23\% | (65) | 21\% | (61) | 39\% | (112) | 17\% | (49) | 287 |
| Ethnicity: White | 20\% | (338) | 19\% | (325) | 40\% | (683) | 22\% | (376) | 1722 |
| Ethnicity: Hispanic | 26\% | (91) | 19\% | (68) | 26\% | (90) | 29\% | (101) | 350 |
| Ethnicity: Afr. Am. | 36\% | (100) | 11\% | (30) | 22\% | (60) | 31\% | (85) | 274 |
| Ethnicity: Other | 26\% | (53) | 18\% | (37) | 24\% | (48) | 32\% | (65) | 203 |
| Relig: Protestant | 17\% | (93) | 22\% | (121) | 44\% | (237) | 16\% | (88) | 539 |
| Relig: Roman Catholic | 20\% | (89) | 18\% | (80) | 38\% | (167) | 23\% | (100) | 436 |
| Relig: Something Else | 29\% | (54) | 15\% | (28) | 29\% | (54) | 27\% | (50) | 187 |
| Relig: Jewish | 35\% | (19) | 10\% | (5) | 40\% | (22) | 15\% | (8) | 54 |
| Relig: Evangelical | 22\% | (180) | 19\% | (153) | 37\% | (296) | 22\% | (176) | 805 |
| Relig: Non-Evang. Catholics | 16\% | (56) | 21\% | (77) | 45\% | (162) | 18\% | (63) | 357 |
| Relig: All Christian | 20\% | (236) | 20\% | (229) | $39 \%$ | (458) | $21 \%$ | (239) | 1161 |
| Relig: All Non-Christian | 13\% | (29) | 15\% | (35) | 37\% | (84) | 34\% | (76) | 224 |
| Community: Urban | 29\% | (166) | 18\% | (103) | 31\% | (181) | 22\% | (126) | 575 |
| Community: Suburban | 24\% | (237) | 16\% | (155) | 36\% | (350) | 24\% | (240) | 982 |
| Community: Rural | 14\% | (88) | 21\% | (134) | 40\% | (260) | 25\% | (161) | 643 |
| Employ: Private Sector | 29\% | (190) | 23\% | (152) | 29\% | (193) | 19\% | (126) | 661 |
| Employ: Government | 28\% | (35) | 17\% | (21) | 30\% | (37) | 26\% | (32) | 124 |
| Employ: Self-Employed | 22\% | (43) | 20\% | (38) | 33\% | (64) | 26\% | (50) | 195 |
| Employ: Homemaker | 17\% | (29) | 13\% | (23) | 47\% | (80) | 23\% | (38) | 170 |
| Employ: Student | 32\% | (25) | 16\% | (13) | 20\% | (16) | 32\% | (25) | 79 |
| Employ: Retired | 19\% | (99) | 15\% | (76) | 47\% | (246) | 19\% | (102) | 523 |
| Employ: Unemployed | 12\% | (30) | 15\% | (40) | $38 \%$ | (99) | 35\% | (93) | 262 |
| Employ: Other | $21 \%$ | (39) | 16\% | (30) | 30\% | (55) | 32\% | (60) | 185 |
| Military HH: Yes | $21 \%$ | (80) | 16\% | (61) | 42\% | (161) | 22\% | (83) | 384 |
| Military HH: No | 23\% | (410) | 18\% | (331) | 35\% | (630) | 24\% | (443) | 1815 |

[^119]Table HR8_5: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Seth Meyers, Late Night with Seth Meyers

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 22\% | (490) | 18\% | (392) | $36 \%$ | (790) | 24\% | (526) | 2199 |
| RD/WT: Right Direction | 13\% | (105) | 26\% | (218) | 39\% | (322) | 22\% | (181) | 826 |
| RD/WT: Wrong Track | 28\% | (386) | 13\% | (174) | 34\% | (468) | 25\% | (345) | 1373 |
| Trump Job Approve | 11\% | (97) | 28\% | (243) | 42\% | (368) | 18\% | (161) | 870 |
| Trump Job Disapprove | 32\% | (387) | 12\% | (141) | $33 \%$ | (404) | 24\% | (295) | 1227 |
| Trump Job Strongly Approve | 9\% | (39) | 30\% | (133) | 43\% | (191) | 18\% | (78) | 440 |
| Trump Job Somewhat Approve | 14\% | (58) | 26\% | (111) | 41\% | (177) | 19\% | (83) | 429 |
| Trump Job Somewhat Disapprove | 16\% | (47) | 21\% | (62) | 38\% | (112) | 25\% | (75) | 297 |
| Trump Job Strongly Disapprove | 37\% | (340) | 9\% | (79) | $31 \%$ | (292) | 24\% | (220) | 930 |
| Favorable of Trump | 10\% | (81) | 29\% | (247) | 42\% | (358) | 19\% | (161) | 847 |
| Unfavorable of Trump | 33\% | (399) | 11\% | (133) | 34\% | (409) | 22\% | (271) | 1212 |
| Very Favorable of Trump | 10\% | (50) | 29\% | (138) | 43\% | (205) | 18\% | (86) | 479 |
| Somewhat Favorable of Trump | 9\% | (32) | 30\% | (109) | 42\% | (153) | 20\% | (74) | 368 |
| Somewhat Unfavorable of Trump | 15\% | (36) | 20\% | (48) | 43\% | (101) | 22\% | (51) | 236 |
| Very Unfavorable of Trump | 37\% | (363) | 9\% | (85) | 32\% | (308) | 23\% | (220) | 976 |
| \#1 Issue: Economy | 25\% | (141) | 17\% | (95) | 32\% | (177) | 26\% | (147) | 560 |
| \#1 Issue: Security | 9\% | (38) | 29\% | (127) | 45\% | (198) | 18\% | (78) | 441 |
| \#1 Issue: Health Care | 29\% | (107) | 16\% | (60) | 32\% | (119) | 23\% | (83) | 368 |
| \#1 Issue: Medicare / Social Security | 21\% | (75) | 15\% | (54) | 40\% | (145) | 24\% | (85) | 359 |
| \#1 Issue: Women's Issues | $31 \%$ | (38) | 16\% | (21) | 35\% | (44) | 18\% | (22) | 126 |
| \#1 Issue: Education | 24\% | (37) | 12\% | (18) | 26\% | (40) | 38\% | (58) | 154 |
| \#1 Issue: Energy | 34\% | (33) | 10\% | (10) | 28\% | (28) | 29\% | (29) | 100 |
| \#1 Issue: Other | 23\% | (21) | 9\% | (8) | 42\% | (39) | 27\% | (25) | 93 |
| 2018 House Vote: Democrat | 39\% | (324) | 11\% | (93) | $31 \%$ | (258) | 20\% | (164) | 839 |
| 2018 House Vote: Republican | 9\% | (58) | 29\% | (188) | 45\% | (289) | 17\% | (108) | 643 |
| 2018 House Vote: Someone else | 16\% | (17) | 22\% | (23) | 27\% | (29) | 35\% | (36) | 105 |
| 2018 House Vote: Didnt Vote | 14\% | (85) | 14\% | (88) | 36\% | (215) | 36\% | (217) | 605 |

Continued on next page

Table HR8_5: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Seth Meyers, Late Night with Seth Meyers

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 22\% | (490) | 18\% | (392) | 36\% | (790) | 24\% | (526) | 2199 |
| 2016 Vote: Hillary Clinton | 39\% | (280) | 10\% | (71) | 30\% | (214) | 21\% | (154) | 719 |
| 2016 Vote: Donald Trump | 9\% | (58) | $31 \%$ | (203) | 44\% | (294) | 17\% | (111) | 666 |
| 2016 Vote: Someone else | 27\% | (47) | 16\% | (29) | 36\% | (65) | 21\% | (37) | 178 |
| 2016 Vote: Didnt Vote | 16\% | (102) | 14\% | (89) | 34\% | (216) | 35\% | (223) | 629 |
| Voted in 2014: Yes | 25\% | (343) | 19\% | (253) | 38\% | (515) | 19\% | (254) | 1366 |
| Voted in 2014: No | 18\% | (147) | 17\% | (139) | $33 \%$ | (275) | $33 \%$ | (272) | 833 |
| 2012 Vote: Barack Obama | 35\% | (297) | 13\% | (113) | 32\% | (271) | 20\% | (173) | 854 |
| 2012 Vote: Mitt Romney | 8\% | (40) | 28\% | (138) | 48\% | (241) | 16\% | (81) | 501 |
| 2012 Vote: Other | 9\% | (8) | 19\% | (17) | 50\% | (44) | 21\% | (18) | 87 |
| 2012 Vote: Didn't Vote | 19\% | (145) | 16\% | (124) | 31\% | (230) | 34\% | (254) | 752 |
| 4-Region: Northeast | 19\% | (76) | 19\% | (75) | 36\% | (143) | 25\% | (100) | 394 |
| 4-Region: Midwest | 22\% | (101) | 20\% | (93) | 36\% | (168) | 22\% | (101) | 462 |
| 4-Region: South | $21 \%$ | (177) | 17\% | (139) | 37\% | (305) | 25\% | (203) | 824 |
| 4-Region: West | 27\% | (138) | 16\% | (85) | 33\% | (173) | 24\% | (123) | 519 |
| TV shows: Every day | 25\% | (292) | 18\% | (201) | 36\% | (416) | 21\% | (239) | 1148 |
| TV shows: Several times per week | 22\% | (112) | 20\% | (101) | 37\% | (189) | 22\% | (111) | 512 |
| TV shows: About once per week | 27\% | (39) | 17\% | (25) | 34\% | (49) | 21\% | (31) | 144 |
| TV shows: Several times per month | 14\% | (14) | 19\% | (19) | 40\% | (41) | 27\% | (27) | 101 |
| TV shows: About once per month | 4\% | (2) | 17\% | (8) | 37\% | (18) | 43\% | (20) | 48 |
| TV shows: Less often than once per month | 20\% | (15) | 17\% | (13) | 25\% | (19) | 38\% | (30) | 78 |
| TV shows: Never | 9\% | (16) | 15\% | (25) | 36\% | (60) | 40\% | (67) | 169 |
| Movies: Every day | 29\% | (114) | 18\% | (73) | 31\% | (122) | 22\% | (89) | 399 |
| Movies: Several times per week | 25\% | (146) | 19\% | (110) | 35\% | (203) | 20\% | (115) | 574 |
| Movies: About once per week | $24 \%$ | (93) | 19\% | (74) | 39\% | (148) | 18\% | (67) | 383 |
| Movies: Several times per month | $22 \%$ | (60) | 19\% | (53) | 32\% | (86) | 27\% | (74) | 273 |
| Movies: About once per month | 17\% | (30) | 17\% | (29) | 39\% | (67) | 27\% | (46) | 173 |
| Movies: Less often than once per month | 15\% | (31) | 15\% | (30) | 37\% | (75) | $33 \%$ | (66) | 201 |
| Movies: Never | 8\% | (16) | 12\% | (23) | 45\% | (89) | 35\% | (68) | 196 |

[^120]Table HR8_5: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Seth Meyers, Late Night with Seth Meyers

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 22\% | (490) | 18\% | (392) | 36\% | (790) | 24\% | (526) | 2199 |
| Sports: Every day | 35\% | (55) | 28\% | (44) | 20\% | (31) | 17\% | (27) | 158 |
| Sports: Several times per week | 29\% | (98) | 19\% | (62) | 35\% | (118) | 16\% | (54) | 332 |
| Sports: About once per week | 29\% | (80) | 18\% | (52) | 35\% | (98) | 18\% | (50) | 279 |
| Sports: Several times per month | 21\% | (48) | 20\% | (45) | 36\% | (82) | 23\% | (53) | 228 |
| Sports: About once per month | 27\% | (46) | 25\% | (43) | 27\% | (46) | 22\% | (38) | 174 |
| Sports: Less often than once per month | 21\% | (75) | 17\% | (62) | 36\% | (132) | 26\% | (94) | 363 |
| Sports: Never | 13\% | (88) | 13\% | (85) | 42\% | (283) | 31\% | (210) | 666 |
| Cable: I currently subscribe | 27\% | (296) | 19\% | (208) | 34\% | (373) | 21\% | (231) | 1108 |
| Cable: I subscribed in the past | 20\% | (147) | 19\% | (141) | $39 \%$ | (282) | 22\% | (157) | 727 |
| Cable: I have never subscribed | 13\% | (47) | 12\% | (44) | 37\% | (136) | 38\% | (137) | 365 |
| Satellite television: I currently subscribe | 17\% | (90) | 19\% | (100) | 37\% | (192) | 27\% | (143) | 526 |
| Satellite television: I subscribed in the past | 25\% | (148) | 19\% | (113) | $38 \%$ | (226) | 18\% | (110) | 597 |
| Satellite television: I have never subscribed | 23\% | (252) | 17\% | (179) | 35\% | (372) | 25\% | (272) | 1076 |
| Streaming service: I currently subscribe | 26\% | (343) | 20\% | (255) | 34\% | (443) | 20\% | (261) | 1302 |
| Streaming service: I subscribed in the past | 25\% | (59) | 14\% | (33) | $31 \%$ | (73) | 29\% | (68) | 234 |
| Streaming service: I have never subscribed | 13\% | (88) | 16\% | (104) | 41\% | (274) | 30\% | (197) | 663 |
| Film: An avid fan | 34\% | (264) | 19\% | (149) | 27\% | (213) | 20\% | (154) | 779 |
| Film: A casual fan | 18\% | (206) | 18\% | (213) | 40\% | (464) | 23\% | (270) | 1153 |
| Film: Not a fan | 8\% | (21) | 12\% | (31) | 42\% | (113) | 38\% | (102) | 267 |
| Television: An avid fan | 28\% | (328) | 19\% | (225) | 32\% | (369) | 20\% | (232) | 1154 |
| Television: A casual fan | 17\% | (151) | 16\% | (149) | 42\% | (379) | 25\% | (227) | 907 |
| Television: Not a fan | 8\% | (11) | 13\% | (18) | $31 \%$ | (43) | 48\% | (67) | 139 |
| Music: An avid fan | 29\% | (331) | 19\% | (221) | 30\% | (348) | 22\% | (253) | 1152 |
| Music: A casual fan | 16\% | (148) | 17\% | (154) | 45\% | (406) | 22\% | (200) | 907 |
| Music: Not a fan | 9\% | (12) | 13\% | (18) | 26\% | (37) | 52\% | (73) | 140 |
| Fashion: An avid fan | 38\% | (131) | 19\% | (67) | 21\% | (73) | 21\% | (71) | 342 |
| Fashion: A casual fan | 23\% | (197) | 16\% | (134) | 36\% | (308) | 26\% | (222) | 861 |
| Fashion: Not a fan | 16\% | (162) | 19\% | (192) | 41\% | (410) | 23\% | (233) | 996 |

[^121]Table HR8_6: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Carson Daly, Last Call with Carson Daly

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% | (330) | 16\% | (362) | $41 \%$ | (899) | 28\% | (608) | 2199 |
| Gender: Male | 18\% | (189) | 18\% | (192) | 39\% | (412) | 25\% | (268) | 1061 |
| Gender: Female | 12\% | (141) | 15\% | (170) | 43\% | (486) | 30\% | (341) | 1138 |
| Age: 18-29 | 19\% | (76) | 17\% | (69) | 28\% | (116) | $36 \%$ | (149) | 411 |
| Age: 30-44 | 17\% | (100) | 18\% | (106) | 38\% | (230) | 27\% | (164) | 600 |
| Age: 45-54 | 13\% | (44) | 18\% | (61) | 43\% | (143) | 26\% | (86) | 335 |
| Age: 55-64 | 17\% | (69) | 15\% | (64) | 43\% | (181) | 25\% | (102) | 417 |
| Age: 65+ | 9\% | (40) | 14\% | (62) | 52\% | (227) | 25\% | (107) | 436 |
| Generation Z: 18-21 | 9\% | (10) | 22\% | (25) | 18\% | (21) | $51 \%$ | (59) | 116 |
| Millennial: Age 22-37 | 19\% | (125) | 17\% | (113) | $36 \%$ | (236) | 28\% | (183) | 657 |
| Generation X: Age 38-53 | 15\% | (81) | 16\% | (89) | $41 \%$ | (222) | 28\% | (152) | 543 |
| Boomers: Age 54-72 | 14\% | (109) | 16\% | (120) | 46\% | (355) | 24\% | (187) | 772 |
| PID: Dem (no lean) | $24 \%$ | (193) | 10\% | (77) | 39\% | (315) | 27\% | (221) | 806 |
| PID: Ind (no lean) | 10\% | (76) | 15\% | (116) | $41 \%$ | (307) | $34 \%$ | (254) | 754 |
| PID: Rep (no lean) | 9\% | (61) | 26\% | (169) | 43\% | (277) | $21 \%$ | (133) | 639 |
| PID/Gender: Dem Men | 30\% | (119) | 11\% | (45) | $34 \%$ | (135) | 24\% | (97) | 395 |
| PID/Gender: Dem Women | 18\% | (75) | 8\% | (32) | 44\% | (180) | $30 \%$ | (124) | 411 |
| PID/Gender: Ind Men | 11\% | (34) | 16\% | (53) | 40\% | (131) | $33 \%$ | (107) | 326 |
| PID/Gender: Ind Women | 10\% | (42) | 15\% | (63) | 41\% | (176) | $34 \%$ | (147) | 427 |
| PID/Gender: Rep Men | 11\% | (36) | 28\% | (94) | 43\% | (145) | 19\% | (64) | 339 |
| PID/Gender: Rep Women | 8\% | (25) | 25\% | (75) | 44\% | (131) | 23\% | (69) | 300 |
| Ideo: Liberal (1-3) | 26\% | (179) | 7\% | (50) | $38 \%$ | (259) | 28\% | (186) | 674 |
| Ideo: Moderate (4) | 13\% | (71) | 15\% | (84) | 41\% | (222) | $31 \%$ | (167) | 544 |
| Ideo: Conservative (5-7) | 9\% | (67) | 27\% | (190) | 45\% | (318) | 19\% | (137) | 712 |
| Educ: < College | 14\% | (211) | 17\% | (254) | 40\% | (602) | 29\% | (444) | 1512 |
| Educ: Bachelors degree | 16\% | (71) | 18\% | (78) | 44\% | (193) | 23\% | (102) | 444 |
| Educ: Post-grad | 20\% | (48) | 12\% | (30) | 42\% | (103) | 25\% | (62) | 243 |

[^122]Table HR8_6: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Carson Daly, Last Call with Carson Daly

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% | (330) | 16\% | (362) | 41\% | (899) | 28\% | (608) | 2199 |
| Income: Under 50k | 16\% | (204) | 14\% | (177) | 40\% | (522) | 30\% | (393) | 1297 |
| Income: 50k-100k | 14\% | (85) | 21\% | (129) | 41\% | (254) | 24\% | (146) | 615 |
| Income: 100k+ | 14\% | (40) | 20\% | (56) | 42\% | (122) | 24\% | (69) | 287 |
| Ethnicity: White | 12\% | (211) | 18\% | (311) | 44\% | (759) | 26\% | (442) | 1722 |
| Ethnicity: Hispanic | 22\% | (76) | 17\% | (59) | 35\% | (123) | 26\% | (91) | 350 |
| Ethnicity: Afr. Am. | 26\% | (71) | 10\% | (27) | $31 \%$ | (85) | 34\% | (92) | 274 |
| Ethnicity: Other | 24\% | (49) | 12\% | (25) | 27\% | (55) | 37\% | (74) | 203 |
| Relig: Protestant | 13\% | (69) | 20\% | (107) | 48\% | (259) | 19\% | (104) | 539 |
| Relig: Roman Catholic | 19\% | (81) | 16\% | (70) | 40\% | (172) | 26\% | (112) | 436 |
| Relig: Something Else | 14\% | (26) | 16\% | (29) | 38\% | (71) | $33 \%$ | (61) | 187 |
| Relig: Jewish | 26\% | (14) | 9\% | (5) | 49\% | (27) | 15\% | (8) | 54 |
| Relig: Evangelical | 15\% | (124) | 17\% | (138) | 42\% | (335) | 26\% | (208) | 805 |
| Relig: Non-Evang. Catholics | 15\% | (52) | 19\% | (68) | 47\% | (167) | 19\% | (69) | 357 |
| Relig: All Christian | 15\% | (176) | 18\% | (206) | 43\% | (503) | 24\% | (277) | 1161 |
| Relig: All Non-Christian | 11\% | (24) | 16\% | (37) | 35\% | (79) | 38\% | (84) | 224 |
| Community: Urban | 18\% | (103) | 15\% | (87) | 38\% | (220) | 29\% | (165) | 575 |
| Community: Suburban | 16\% | (159) | 15\% | (151) | 40\% | (389) | 29\% | (283) | 982 |
| Community: Rural | 11\% | (68) | 19\% | (125) | 45\% | (290) | 25\% | (160) | 643 |
| Employ: Private Sector | 20\% | (131) | $21 \%$ | (136) | 36\% | (239) | 24\% | (155) | 661 |
| Employ: Government | 25\% | (31) | 16\% | (20) | 32\% | (40) | 27\% | (33) | 124 |
| Employ: Self-Employed | 17\% | (33) | 16\% | (31) | 40\% | (77) | 27\% | (53) | 195 |
| Employ: Homemaker | 10\% | (17) | 14\% | (24) | 51\% | (86) | 26\% | (44) | 170 |
| Employ: Student | 21\% | (17) | 15\% | (12) | 28\% | (22) | 36\% | (28) | 79 |
| Employ: Retired | 11\% | (60) | 15\% | (77) | 50\% | (262) | 24\% | (124) | 523 |
| Employ: Unemployed | 8\% | (20) | 14\% | (36) | 42\% | (110) | 37\% | (96) | 262 |
| Employ: Other | 12\% | (21) | 15\% | (27) | 33\% | (62) | 41\% | (75) | 185 |
| Military HH: Yes | 18\% | (69) | 10\% | (38) | 46\% | (178) | 26\% | (99) | 384 |
| Military HH: No | 14\% | (261) | 18\% | (325) | 40\% | (720) | 28\% | (509) | 1815 |

[^123]Table HR8_6: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Carson Daly, Last Call with Carson Daly

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% | (330) | 16\% | (362) | 41\% | (899) | 28\% | (608) | 2199 |
| RD/WT: Right Direction | 14\% | (113) | 25\% | (205) | 38\% | (315) | 23\% | (194) | 826 |
| RD/WT: Wrong Track | 16\% | (217) | 11\% | (157) | 43\% | (584) | 30\% | (415) | 1373 |
| Trump Job Approve | $11 \%$ | (95) | 26\% | (224) | 42\% | (369) | 21\% | (182) | 870 |
| Trump Job Disapprove | 19\% | (231) | $11 \%$ | (129) | 42\% | (512) | 29\% | (355) | 1227 |
| Trump Job Strongly Approve | 12\% | (51) | 27\% | (119) | 42\% | (185) | 19\% | (85) | 440 |
| Trump Job Somewhat Approve | 10\% | (44) | 24\% | (105) | 43\% | (184) | 23\% | (97) | 429 |
| Trump Job Somewhat Disapprove | 16\% | (47) | 20\% | (59) | 40\% | (118) | 25\% | (73) | 297 |
| Trump Job Strongly Disapprove | 20\% | (185) | 8\% | (70) | 42\% | (394) | 30\% | (282) | 930 |
| Favorable of Trump | 11\% | (95) | 26\% | (220) | 42\% | (356) | 21\% | (177) | 847 |
| Unfavorable of Trump | 19\% | (228) | 11\% | (131) | 42\% | (511) | 28\% | (343) | 1212 |
| Very Favorable of Trump | 10\% | (50) | 28\% | (135) | 42\% | (202) | 19\% | (93) | 479 |
| Somewhat Favorable of Trump | 12\% | (45) | 23\% | (85) | 42\% | (154) | 23\% | (84) | 368 |
| Somewhat Unfavorable of Trump | 12\% | (28) | 20\% | (48) | 44\% | (103) | 24\% | (57) | 236 |
| Very Unfavorable of Trump | 20\% | (200) | 9\% | (83) | 42\% | (407) | 29\% | (286) | 976 |
| \#1 Issue: Economy | 18\% | (100) | 16\% | (89) | 37\% | (209) | 29\% | (162) | 560 |
| \#1 Issue: Security | 6\% | (27) | 29\% | (128) | 47\% | (206) | 18\% | (81) | 441 |
| \#1 Issue: Health Care | 19\% | (68) | 17\% | (61) | 38\% | (138) | 27\% | (101) | 368 |
| \#1 Issue: Medicare / Social Security | 16\% | (56) | $11 \%$ | (38) | 43\% | (156) | 30\% | (109) | 359 |
| \#1 Issue: Women's Issues | 17\% | (22) | 14\% | (17) | 45\% | (57) | 24\% | (30) | 126 |
| \#1 Issue: Education | 17\% | (26) | 7\% | (10) | $31 \%$ | (48) | 45\% | (70) | 154 |
| \#1 Issue: Energy | 22\% | (22) | 13\% | (13) | 37\% | (37) | 27\% | (27) | 100 |
| \#1 Issue: Other | 10\% | (9) | 7\% | (6) | 52\% | (48) | 32\% | (29) | 93 |
| 2018 House Vote: Democrat | 25\% | (206) | 9\% | (77) | 40\% | (338) | 26\% | (219) | 839 |
| 2018 House Vote: Republican | 8\% | (49) | 29\% | (185) | 45\% | (288) | 19\% | (121) | 643 |
| 2018 House Vote: Someone else | 13\% | (14) | 20\% | (21) | 43\% | (45) | 24\% | (25) | 105 |
| 2018 House Vote: Didnt Vote | 9\% | (56) | 13\% | (79) | 38\% | (228) | 40\% | (243) | 605 |

Continued on next page

Table HR8_6: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Carson Daly, Last Call with Carson Daly

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% | (330) | 16\% | (362) | 41\% | (899) | 28\% | (608) | 2199 |
| 2016 Vote: Hillary Clinton | 25\% | (180) | 8\% | (60) | 39\% | (283) | 27\% | (195) | 719 |
| 2016 Vote: Donald Trump | 9\% | (61) | 28\% | (185) | 45\% | (297) | 18\% | (123) | 666 |
| 2016 Vote: Someone else | 17\% | (31) | 19\% | (33) | 41\% | (73) | 23\% | (41) | 178 |
| 2016 Vote: Didnt Vote | 9\% | (54) | 13\% | (84) | $38 \%$ | (242) | 39\% | (249) | 629 |
| Voted in 2014: Yes | 18\% | (247) | 17\% | (234) | 42\% | (580) | 22\% | (306) | 1366 |
| Voted in 2014: No | 10\% | (83) | 15\% | (129) | 38\% | (318) | 36\% | (303) | 833 |
| 2012 Vote: Barack Obama | 24\% | (206) | 11\% | (97) | 38\% | (328) | 26\% | (224) | 854 |
| 2012 Vote: Mitt Romney | 7\% | (34) | 25\% | (124) | 51\% | (255) | 18\% | (88) | 501 |
| 2012 Vote: Other | 6\% | (5) | 21\% | (18) | 53\% | (46) | 20\% | (17) | 87 |
| 2012 Vote: Didn't Vote | 11\% | (84) | 16\% | (124) | 35\% | (265) | 37\% | (279) | 752 |
| 4-Region: Northeast | 14\% | (56) | 17\% | (68) | 43\% | (167) | 26\% | (103) | 394 |
| 4-Region: Midwest | 13\% | (58) | 19\% | (88) | 43\% | (197) | 26\% | (119) | 462 |
| 4-Region: South | 16\% | (132) | 15\% | (126) | 41\% | (334) | 28\% | (231) | 824 |
| 4-Region: West | 16\% | (84) | 15\% | (80) | 38\% | (200) | 30\% | (155) | 519 |
| TV shows: Every day | 18\% | (208) | 18\% | (210) | 40\% | (455) | 24\% | (275) | 1148 |
| TV shows: Several times per week | 13\% | (66) | 16\% | (82) | 42\% | (213) | $30 \%$ | (151) | 512 |
| TV shows: About once per week | 20\% | (28) | 15\% | (21) | 46\% | (66) | 20\% | (28) | 144 |
| TV shows: Several times per month | 12\% | (12) | 17\% | (17) | 45\% | (45) | 27\% | (27) | 101 |
| TV shows: About once per month | 1\% | (1) | 8\% | (4) | 46\% | (22) | 45\% | (21) | 48 |
| TV shows: Less often than once per month | 7\% | (5) | 15\% | (11) | 35\% | (27) | 43\% | (34) | 78 |
| TV shows: Never | 6\% | (10) | 10\% | (17) | 41\% | (70) | 43\% | (72) | 169 |
| Movies: Every day | 25\% | (98) | 16\% | (63) | $34 \%$ | (137) | 25\% | (101) | 399 |
| Movies: Several times per week | 17\% | (98) | $21 \%$ | (120) | 37\% | (214) | 25\% | (142) | 574 |
| Movies: About once per week | 16\% | (63) | 17\% | (67) | 44\% | (168) | 22\% | (85) | 383 |
| Movies: Several times per month | 14\% | (37) | 18\% | (50) | 39\% | (106) | 29\% | (79) | 273 |
| Movies: About once per month | 8\% | (13) | 10\% | (16) | 52\% | (90) | 31\% | (53) | 173 |
| Movies: Less often than once per month | 6\% | (12) | 13\% | (26) | 44\% | (89) | 37\% | (74) | 201 |
| Movies: Never | 5\% | (9) | 10\% | (19) | 48\% | (93) | 38\% | (74) | 196 |

[^124]Table HR8_6: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Carson Daly, Last Call with Carson Daly

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% | (330) | 16\% | (362) | 41\% | (899) | 28\% | (608) | 2199 |
| Sports: Every day | $33 \%$ | (52) | 27\% | (43) | 22\% | (35) | 18\% | (28) | 158 |
| Sports: Several times per week | 21\% | (69) | 22\% | (71) | 39\% | (130) | 19\% | (62) | 332 |
| Sports: About once per week | 22\% | (61) | 16\% | (46) | 33\% | (93) | 28\% | (79) | 279 |
| Sports: Several times per month | 16\% | (36) | 17\% | (38) | 41\% | (94) | 26\% | (60) | 228 |
| Sports: About once per month | 17\% | (30) | 21\% | (37) | 37\% | (65) | 24\% | (43) | 174 |
| Sports: Less often than once per month | 10\% | (35) | 15\% | (55) | 46\% | (166) | 30\% | (107) | 363 |
| Sports: Never | 7\% | (48) | 11\% | (71) | 47\% | (316) | 35\% | (231) | 666 |
| Cable: I currently subscribe | 18\% | (204) | 17\% | (185) | 39\% | (431) | 26\% | (287) | 1108 |
| Cable: I subscribed in the past | 14\% | (105) | 18\% | (131) | 43\% | (309) | 25\% | (182) | 727 |
| Cable: I have never subscribed | 6\% | (21) | 13\% | (47) | 43\% | (158) | 38\% | (139) | 365 |
| Satellite television: I currently subscribe | 18\% | (93) | 18\% | (95) | 37\% | (194) | 27\% | (143) | 526 |
| Satellite television: I subscribed in the past | 18\% | (106) | 17\% | (102) | 43\% | (255) | 22\% | (134) | 597 |
| Satellite television: I have never subscribed | 12\% | (131) | 15\% | (165) | 42\% | (449) | 31\% | (332) | 1076 |
| Streaming service: I currently subscribe | 16\% | (211) | 18\% | (240) | 40\% | (520) | 25\% | (331) | 1302 |
| Streaming service: I subscribed in the past | 22\% | (52) | 12\% | (28) | 38\% | (88) | 28\% | (66) | 234 |
| Streaming service: I have never subscribed | 10\% | (67) | 14\% | (94) | 44\% | (290) | 32\% | (212) | 663 |
| Film: An avid fan | 23\% | (179) | 18\% | (139) | 36\% | (280) | 23\% | (181) | 779 |
| Film: A casual fan | 12\% | (139) | 17\% | (193) | 43\% | (498) | 28\% | (323) | 1153 |
| Film: Not a fan | 4\% | (12) | 11\% | (30) | 45\% | (121) | 39\% | (105) | 267 |
| Television: An avid fan | 20\% | (230) | 20\% | (226) | 37\% | (427) | 23\% | (271) | 1154 |
| Television: A casual fan | 10\% | (93) | 13\% | (121) | 47\% | (423) | 30\% | (269) | 907 |
| Television: Not a fan | 5\% | (8) | 11\% | (15) | 35\% | (48) | 49\% | (68) | 139 |
| Music: An avid fan | 20\% | (231) | 19\% | (222) | 35\% | (400) | 26\% | (299) | 1152 |
| Music: A casual fan | 10\% | (92) | 14\% | (127) | 50\% | (453) | 26\% | (236) | 907 |
| Music: Not a fan | 5\% | (7) | 10\% | (14) | 33\% | (46) | 52\% | (73) | 140 |
| Fashion: An avid fan | 35\% | (119) | 20\% | (68) | 22\% | (75) | 23\% | (80) | 342 |
| Fashion: A casual fan | 15\% | (131) | 16\% | (137) | 41\% | (350) | 28\% | (242) | 861 |
| Fashion: Not a fan | 8\% | (80) | 16\% | (157) | 47\% | (473) | 29\% | (286) | 996 |

[^125]Table HR8_7: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Conan O"Brien, Conan

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $22 \%$ | (494) | 21\% | (459) | 34\% | (737) | 23\% | (508) | 2199 |
| Gender: Male | 26\% | (277) | 24\% | (252) | 30\% | (314) | 21\% | (218) | 1061 |
| Gender: Female | 19\% | (218) | 18\% | (207) | 37\% | (423) | 25\% | (290) | 1138 |
| Age: 18-29 | 27\% | (111) | 19\% | (78) | 24\% | (97) | 30\% | (124) | 411 |
| Age: 30-44 | 25\% | (152) | 23\% | (138) | 27\% | (160) | 25\% | (150) | 600 |
| Age: 45-54 | 23\% | (77) | 23\% | (78) | $32 \%$ | (106) | 22\% | (74) | 335 |
| Age: 55-64 | $22 \%$ | (92) | 19\% | (78) | 39\% | (162) | 20\% | (85) | 417 |
| Age: 65+ | 14\% | (63) | 20\% | (87) | 49\% | (212) | 17\% | (75) | 436 |
| Generation Z: 18-21 | 29\% | (33) | 17\% | (19) | 12\% | (14) | 42\% | (49) | 116 |
| Millennial: Age 22-37 | 26\% | (173) | 23\% | (152) | 27\% | (175) | 24\% | (157) | 657 |
| Generation X: Age 38-53 | 23\% | (127) | 21\% | (114) | $30 \%$ | (166) | 25\% | (136) | 543 |
| Boomers: Age 54-72 | 20\% | (152) | 20\% | (155) | 41\% | (318) | 19\% | (147) | 772 |
| PID: Dem (no lean) | 36\% | (289) | 13\% | (101) | $30 \%$ | (239) | 22\% | (177) | 806 |
| PID: Ind (no lean) | 17\% | (128) | 19\% | (143) | $34 \%$ | (259) | 30\% | (224) | 754 |
| PID: Rep (no lean) | 12\% | (77) | 34\% | (216) | 37\% | (240) | 17\% | (107) | 639 |
| PID/Gender: Dem Men | 41\% | (161) | 15\% | (61) | 23\% | (92) | 21\% | (81) | 395 |
| PID/Gender: Dem Women | $31 \%$ | (128) | 10\% | (40) | 36\% | (147) | 23\% | (96) | 411 |
| PID/Gender: Ind Men | 20\% | (65) | $21 \%$ | (70) | 32\% | (103) | 27\% | (88) | 326 |
| PID/Gender: Ind Women | 15\% | (63) | 17\% | (73) | 36\% | (155) | 32\% | (136) | 427 |
| PID/Gender: Rep Men | 15\% | (51) | 36\% | (122) | 35\% | (118) | 14\% | (48) | 339 |
| PID/Gender: Rep Women | 9\% | (27) | $31 \%$ | (94) | 40\% | (121) | 19\% | (58) | 300 |
| Ideo: Liberal (1-3) | 42\% | (280) | 11\% | (72) | 27\% | (181) | 21\% | (141) | 674 |
| Ideo: Moderate (4) | 20\% | (110) | 20\% | (108) | $34 \%$ | (184) | 26\% | (142) | 544 |
| Ideo: Conservative (5-7) | 13\% | (91) | $33 \%$ | (238) | 39\% | (277) | 15\% | (106) | 712 |
| Educ: < College | 20\% | (305) | 20\% | (303) | 34\% | (518) | 26\% | (387) | 1512 |
| Educ: Bachelors degree | 29\% | (127) | 25\% | (111) | 30\% | (134) | 16\% | (72) | 444 |
| Educ: Post-grad | 26\% | (63) | 19\% | (46) | 35\% | (85) | 20\% | (49) | 243 |

[^126]Table HR8_7: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Conan O"Brien, Conan

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 22\% | (494) | 21\% | (459) | $34 \%$ | (737) | 23\% | (508) | 2199 |
| Income: Under 50k | 23\% | (301) | 17\% | (214) | 34\% | (436) | 27\% | (345) | 1297 |
| Income: 50k-100k | 22\% | (132) | 28\% | (170) | 32\% | (200) | 18\% | (113) | 615 |
| Income: 100k+ | $21 \%$ | (61) | 26\% | (75) | 35\% | (101) | 17\% | (50) | 287 |
| Ethnicity: White | 20\% | (343) | 21\% | (370) | 38\% | (648) | 21\% | (361) | 1722 |
| Ethnicity: Hispanic | 28\% | (99) | 24\% | (84) | 23\% | (79) | 25\% | (87) | 350 |
| Ethnicity: Afr. Am. | 38\% | (105) | 17\% | (46) | 17\% | (46) | 28\% | (77) | 274 |
| Ethnicity: Other | 23\% | (47) | $21 \%$ | (43) | 21\% | (43) | 34\% | (70) | 203 |
| Relig: Protestant | 17\% | (92) | 25\% | (135) | 42\% | (225) | 16\% | (87) | 539 |
| Relig: Roman Catholic | 21\% | (91) | 25\% | (107) | 33\% | (146) | 21\% | (92) | 436 |
| Relig: Something Else | 27\% | (51) | 17\% | (31) | 30\% | (56) | 26\% | (48) | 187 |
| Relig: Jewish | 37\% | (20) | 14\% | (8) | 36\% | (20) | 13\% | (7) | 54 |
| Relig: Evangelical | $21 \%$ | (169) | 22\% | (179) | 36\% | (290) | 21\% | (167) | 805 |
| Relig: Non-Evang. Catholics | 18\% | (65) | 26\% | (94) | 39\% | (138) | 17\% | (60) | 357 |
| Relig: All Christian | 20\% | (234) | 24\% | (273) | 37\% | (427) | 20\% | (227) | 1161 |
| Relig: All Non-Christian | 20\% | (45) | $21 \%$ | (48) | 29\% | (64) | 30\% | (67) | 224 |
| Community: Urban | 25\% | (144) | $22 \%$ | (125) | 29\% | (168) | 24\% | (138) | 575 |
| Community: Suburban | 26\% | (255) | 19\% | (188) | 31\% | (308) | 23\% | (230) | 982 |
| Community: Rural | 15\% | (95) | 23\% | (146) | 41\% | (261) | 22\% | (140) | 643 |
| Employ: Private Sector | 30\% | (197) | 24\% | (158) | 29\% | (192) | 17\% | (114) | 661 |
| Employ: Government | 19\% | (24) | 27\% | (33) | 28\% | (35) | 26\% | (33) | 124 |
| Employ: Self-Employed | 24\% | (47) | 23\% | (46) | 32\% | (62) | 21\% | (41) | 195 |
| Employ: Homemaker | 17\% | (29) | 19\% | (32) | 40\% | (68) | 24\% | (41) | 170 |
| Employ: Student | 44\% | (35) | 19\% | (15) | 9\% | (7) | 28\% | (22) | 79 |
| Employ: Retired | 17\% | (87) | 20\% | (102) | 44\% | (230) | 20\% | (103) | 523 |
| Employ: Unemployed | 18\% | (48) | 17\% | (44) | $31 \%$ | (82) | 34\% | (88) | 262 |
| Employ: Other | 16\% | (29) | 16\% | (29) | 33\% | (62) | 35\% | (65) | 185 |
| Military HH: Yes | 21\% | (80) | 20\% | (75) | 40\% | (153) | 20\% | (76) | 384 |
| Military HH: No | 23\% | (414) | $21 \%$ | (384) | $32 \%$ | (584) | 24\% | (432) | 1815 |

[^127]Table HR8_7: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Conan O"Brien, Conan

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 22\% | (494) | 21\% | (459) | 34\% | (737) | 23\% | (508) | 2199 |
| RD/WT: Right Direction | 15\% | (127) | $31 \%$ | (255) | 33\% | (276) | 20\% | (168) | 826 |
| RD/WT: Wrong Track | 27\% | (367) | 15\% | (204) | 34\% | (461) | 25\% | (340) | 1373 |
| Trump Job Approve | 14\% | (118) | 34\% | (295) | 36\% | (313) | 17\% | (144) | 870 |
| Trump Job Disapprove | 30\% | (371) | 13\% | (156) | 33\% | (408) | 24\% | (292) | 1227 |
| Trump Job Strongly Approve | 13\% | (56) | 35\% | (153) | 37\% | (161) | 16\% | (70) | 440 |
| Trump Job Somewhat Approve | 14\% | (62) | 33\% | (142) | 35\% | (152) | 17\% | (74) | 429 |
| Trump Job Somewhat Disapprove | 24\% | (70) | 23\% | (67) | 33\% | (97) | 21\% | (63) | 297 |
| Trump Job Strongly Disapprove | $32 \%$ | (301) | 10\% | (89) | 33\% | (311) | 25\% | (230) | 930 |
| Favorable of Trump | 14\% | (115) | 33\% | (284) | 36\% | (309) | 17\% | (140) | 847 |
| Unfavorable of Trump | 30\% | (366) | 14\% | (168) | 33\% | (404) | 23\% | (274) | 1212 |
| Very Favorable of Trump | 13\% | (62) | 33\% | (160) | 38\% | (180) | 16\% | (77) | 479 |
| Somewhat Favorable of Trump | 14\% | (53) | 34\% | (123) | 35\% | (129) | 17\% | (63) | 368 |
| Somewhat Unfavorable of Trump | 16\% | (38) | 26\% | (61) | 35\% | (82) | 23\% | (55) | 236 |
| Very Unfavorable of Trump | 34\% | (328) | 11\% | (107) | 33\% | (322) | 22\% | (219) | 976 |
| \#1 Issue: Economy | 25\% | (140) | 21\% | (116) | 30\% | (169) | 24\% | (134) | 560 |
| \#1 Issue: Security | 11\% | (47) | $34 \%$ | (148) | 40\% | (174) | 16\% | (71) | 441 |
| \#1 Issue: Health Care | 29\% | (106) | 18\% | (65) | $31 \%$ | (114) | 22\% | (82) | 368 |
| \#1 Issue: Medicare / Social Security | 22\% | (78) | 14\% | (52) | 40\% | (145) | 23\% | (84) | 359 |
| \#1 Issue: Women's Issues | 32\% | (40) | 22\% | (27) | 32\% | (40) | 14\% | (18) | 126 |
| \#1 Issue: Education | 22\% | (34) | 15\% | (24) | 22\% | (33) | 41\% | (63) | 154 |
| \#1 Issue: Energy | 30\% | (30) | 16\% | (16) | 24\% | (24) | $31 \%$ | (30) | 100 |
| \#1 Issue: Other | 20\% | (18) | 12\% | (12) | 40\% | (38) | 27\% | (25) | 93 |
| 2018 House Vote: Democrat | 37\% | (310) | 13\% | (110) | 30\% | (250) | 20\% | (169) | 839 |
| 2018 House Vote: Republican | 10\% | (66) | 36\% | (229) | 39\% | (254) | 15\% | (94) | 643 |
| 2018 House Vote: Someone else | 22\% | (24) | 20\% | (21) | 28\% | (29) | 30\% | (32) | 105 |
| 2018 House Vote: Didnt Vote | 15\% | (89) | 16\% | (99) | 34\% | (204) | 35\% | (213) | 605 |

Continued on next page

Table HR8_7: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Conan O"Brien, Conan

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 22\% | (494) | $21 \%$ | (459) | 34\% | (737) | 23\% | (508) | 2199 |
| 2016 Vote: Hillary Clinton | 36\% | (258) | 11\% | (80) | 30\% | (218) | 23\% | (163) | 719 |
| 2016 Vote: Donald Trump | 11\% | (76) | 35\% | (234) | 39\% | (258) | 15\% | (98) | 666 |
| 2016 Vote: Someone else | 20\% | (35) | 25\% | (45) | 37\% | (66) | 18\% | (31) | 178 |
| 2016 Vote: Didnt Vote | 19\% | (122) | 16\% | (100) | $31 \%$ | (193) | 34\% | (215) | 629 |
| Voted in 2014: Yes | 24\% | (328) | 23\% | (315) | 34\% | (470) | 19\% | (253) | 1366 |
| Voted in 2014: No | 20\% | (167) | 17\% | (145) | 32\% | (267) | $31 \%$ | (255) | 833 |
| 2012 Vote: Barack Obama | 34\% | (288) | 16\% | (132) | 29\% | (251) | 21\% | (182) | 854 |
| 2012 Vote: Mitt Romney | 9\% | (45) | 32\% | (162) | 45\% | (225) | 14\% | (69) | 501 |
| 2012 Vote: Other | 15\% | (13) | 26\% | (22) | 43\% | (37) | 17\% | (15) | 87 |
| 2012 Vote: Didn't Vote | 20\% | (148) | 19\% | (143) | 29\% | (220) | $32 \%$ | (242) | 752 |
| 4-Region: Northeast | 22\% | (87) | 21\% | (82) | 32\% | (128) | 25\% | (97) | 394 |
| 4-Region: Midwest | 23\% | (105) | 23\% | (104) | 35\% | (161) | 20\% | (92) | 462 |
| 4-Region: South | 24\% | (197) | 18\% | (149) | 35\% | (286) | 23\% | (192) | 824 |
| 4-Region: West | 20\% | (106) | 24\% | (124) | 31\% | (162) | 24\% | (127) | 519 |
| TV shows: Every day | 25\% | (291) | 22\% | (247) | 33\% | (383) | 20\% | (227) | 1148 |
| TV shows: Several times per week | 22\% | (114) | 21\% | (107) | 33\% | (170) | 24\% | (121) | 512 |
| TV shows: About once per week | 24\% | (34) | 22\% | (32) | 32\% | (47) | 21\% | (31) | 144 |
| TV shows: Several times per month | 22\% | (22) | 23\% | (24) | 33\% | (34) | 22\% | (22) | 101 |
| TV shows: About once per month | 3\% | (1) | 17\% | (8) | 46\% | (22) | 34\% | (16) | 48 |
| TV shows: Less often than once per month | 19\% | (14) | 20\% | (16) | 28\% | (22) | 33\% | (26) | 78 |
| TV shows: Never | 10\% | (17) | 15\% | (26) | 36\% | (60) | $39 \%$ | (66) | 169 |
| Movies: Every day | 27\% | (107) | 22\% | (89) | 30\% | (119) | 21\% | (83) | 399 |
| Movies: Several times per week | 27\% | (157) | 25\% | (145) | 28\% | (162) | 19\% | (110) | 574 |
| Movies: About once per week | 25\% | (96) | 18\% | (70) | 36\% | (137) | 21\% | (81) | 383 |
| Movies: Several times per month | 22\% | (59) | 23\% | (62) | 31\% | (84) | 25\% | (68) | 273 |
| Movies: About once per month | 18\% | (32) | 19\% | (33) | 37\% | (64) | 26\% | (45) | 173 |
| Movies: Less often than once per month | 13\% | (25) | 18\% | (36) | 41\% | (83) | 28\% | (57) | 201 |
| Movies: Never | 10\% | (19) | 13\% | (25) | 45\% | (88) | 33\% | (65) | 196 |

[^128]Table HR8_7: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Conan O"Brien, Conan

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 22\% | (494) | $21 \%$ | (459) | 34\% | (737) | 23\% | (508) | 2199 |
| Sports: Every day | 34\% | (54) | $31 \%$ | (49) | 19\% | (31) | 16\% | (25) | 158 |
| Sports: Several times per week | 28\% | (94) | 23\% | (78) | 33\% | (108) | 16\% | (52) | 332 |
| Sports: About once per week | 27\% | (75) | 25\% | (69) | 29\% | (81) | 20\% | (55) | 279 |
| Sports: Several times per month | 23\% | (52) | $21 \%$ | (49) | 35\% | (80) | 21\% | (47) | 228 |
| Sports: About once per month | 18\% | (32) | 24\% | (41) | 33\% | (57) | 25\% | (44) | 174 |
| Sports: Less often than once per month | 23\% | (82) | $21 \%$ | (77) | 33\% | (119) | 23\% | (85) | 363 |
| Sports: Never | 16\% | (107) | 15\% | (98) | 39\% | (261) | 30\% | (200) | 666 |
| Cable: I currently subscribe | 27\% | (294) | $21 \%$ | (236) | $31 \%$ | (339) | 22\% | (239) | 1108 |
| Cable: I subscribed in the past | $21 \%$ | (153) | 24\% | (173) | 35\% | (256) | 20\% | (144) | 727 |
| Cable: I have never subscribed | 13\% | (47) | 14\% | (51) | 39\% | (142) | 34\% | (125) | 365 |
| Satellite television: I currently subscribe | 22\% | (114) | 23\% | (122) | 34\% | (177) | 21\% | (113) | 526 |
| Satellite television: I subscribed in the past | 25\% | (146) | 23\% | (136) | 35\% | (209) | 18\% | (106) | 597 |
| Satellite television: I have never subscribed | 22\% | (234) | 19\% | (201) | 33\% | (351) | 27\% | (290) | 1076 |
| Streaming service: I currently subscribe | 27\% | (354) | 23\% | (294) | 30\% | (396) | 20\% | (258) | 1302 |
| Streaming service: I subscribed in the past | 26\% | (60) | 17\% | (41) | $31 \%$ | (73) | 26\% | (61) | 234 |
| Streaming service: I have never subscribed | 12\% | (81) | 19\% | (125) | 41\% | (269) | 28\% | (189) | 663 |
| Film: An avid fan | 34\% | (263) | 22\% | (171) | 26\% | (205) | 18\% | (141) | 779 |
| Film: A casual fan | 18\% | (206) | 22\% | (252) | 37\% | (423) | 24\% | (271) | 1153 |
| Film: Not a fan | 10\% | (26) | 14\% | (36) | 41\% | (109) | 36\% | (96) | 267 |
| Television: An avid fan | 28\% | (320) | 22\% | (258) | 31\% | (354) | 19\% | (221) | 1154 |
| Television: A casual fan | 17\% | (159) | 20\% | (185) | 37\% | (339) | 25\% | (225) | 907 |
| Television: Not a fan | 11\% | (16) | 12\% | (16) | 32\% | (44) | 45\% | (63) | 139 |
| Music: An avid fan | 28\% | (328) | 23\% | (266) | 27\% | (311) | 21\% | (247) | 1152 |
| Music: A casual fan | 17\% | (152) | 20\% | (179) | 42\% | (385) | 21\% | (191) | 907 |
| Music: Not a fan | 10\% | (14) | 10\% | (15) | 30\% | (41) | 50\% | (70) | 140 |
| Fashion: An avid fan | 40\% | (137) | 23\% | (80) | 16\% | (55) | 20\% | (70) | 342 |
| Fashion: A casual fan | 23\% | (199) | 20\% | (171) | $32 \%$ | (276) | 25\% | (215) | 861 |
| Fashion: Not a fan | 16\% | (159) | $21 \%$ | (208) | 41\% | (406) | 22\% | (224) | 996 |

[^129]Table HR8_8: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Samantha Bee, Full Frontal with Samantha Bee

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 17\% | (374) | 15\% | (319) | $41 \%$ | (901) | 28\% | (605) | 2199 |
| Gender: Male | 22\% | (233) | 18\% | (187) | 36\% | (387) | 24\% | (254) | 1061 |
| Gender: Female | 12\% | (141) | 12\% | (132) | 45\% | (514) | $31 \%$ | (351) | 1138 |
| Age: 18-29 | 20\% | (81) | 15\% | (63) | $32 \%$ | (131) | 33\% | (136) | 411 |
| Age: 30-44 | 20\% | (118) | 15\% | (91) | $38 \%$ | (228) | 27\% | (163) | 600 |
| Age: 45-54 | 17\% | (56) | 19\% | (63) | 37\% | (125) | 27\% | (90) | 335 |
| Age: 55-64 | 16\% | (68) | 12\% | (49) | 47\% | (194) | 25\% | (105) | 417 |
| Age: 65+ | $11 \%$ | (50) | 12\% | (53) | 51\% | (223) | 25\% | (111) | 436 |
| Generation Z: 18-21 | 16\% | (19) | 18\% | (21) | 24\% | (28) | 42\% | (49) | 116 |
| Millennial: Age 22-37 | $22 \%$ | (143) | 15\% | (99) | $37 \%$ | (242) | 27\% | (175) | 657 |
| Generation X: Age 38-53 | 16\% | (87) | 17\% | (90) | $38 \%$ | (205) | 30\% | (161) | 543 |
| Boomers: Age 54-72 | 15\% | (117) | 13\% | (97) | 47\% | (366) | 25\% | (192) | 772 |
| PID: Dem (no lean) | 28\% | (227) | 9\% | (75) | 35\% | (285) | 27\% | (219) | 806 |
| PID: Ind (no lean) | 12\% | (90) | 12\% | (92) | 43\% | (323) | 33\% | (249) | 754 |
| PID: Rep (no lean) | 9\% | (57) | 24\% | (152) | 46\% | (293) | 21\% | (137) | 639 |
| PID/Gender: Dem Men | 37\% | (145) | 13\% | (52) | 27\% | (107) | 23\% | (91) | 395 |
| PID/Gender: Dem Women | 20\% | (82) | 6\% | (23) | 43\% | (178) | $31 \%$ | (128) | 411 |
| PID/Gender: Ind Men | 16\% | (53) | 13\% | (42) | 40\% | (130) | $31 \%$ | (101) | 326 |
| PID/Gender: Ind Women | 9\% | (36) | 12\% | (51) | 45\% | (192) | 35\% | (148) | 427 |
| PID/Gender: Rep Men | 10\% | (35) | 27\% | (93) | 44\% | (149) | 18\% | (62) | 339 |
| PID/Gender: Rep Women | 7\% | (22) | 20\% | (59) | 48\% | (144) | 25\% | (75) | 300 |
| Ideo: Liberal (1-3) | 36\% | (243) | 7\% | (46) | 33\% | (222) | 24\% | (163) | 674 |
| Ideo: Moderate (4) | 12\% | (67) | 15\% | (79) | 43\% | (233) | 30\% | (166) | 544 |
| Ideo: Conservative (5-7) | 8\% | (55) | 24\% | (168) | 47\% | (337) | 21\% | (152) | 712 |
| Educ: < College | 15\% | (226) | 14\% | (207) | 42\% | (641) | 29\% | (438) | 1512 |
| Educ: Bachelors degree | 21\% | (95) | 17\% | (77) | 38\% | (168) | 24\% | (104) | 444 |
| Educ: Post-grad | 22\% | (53) | 14\% | (34) | 38\% | (93) | 26\% | (63) | 243 |

[^130]Table HR8_8: How do you feel when each of the following late-night talk show hosts discusses politics on their show? Samantha Bee, Full Frontal with Samantha Bee

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 17\% | (374) | 15\% | (319) | 41\% | (901) | 28\% | (605) | 2199 |
| Income: Under 50k | 16\% | (212) | 12\% | (157) | 40\% | (524) | 31\% | (404) | 1297 |
| Income: 50k-100k | 18\% | (112) | 17\% | (107) | 40\% | (249) | 24\% | (147) | 615 |
| Income: 100k+ | 17\% | (50) | 19\% | (56) | 45\% | (128) | 19\% | (54) | 287 |
| Ethnicity: White | 14\% | (240) | 16\% | (280) | 45\% | (766) | 25\% | (436) | 1722 |
| Ethnicity: Hispanic | 25\% | (87) | 14\% | (49) | 33\% | (114) | 29\% | (100) | 350 |
| Ethnicity: Afr. Am. | 30\% | (82) | 8\% | (23) | 27\% | (75) | 34\% | (94) | 274 |
| Ethnicity: Other | 26\% | (52) | 8\% | (16) | 30\% | (60) | 37\% | (75) | 203 |
| Relig: Protestant | 11\% | (57) | 18\% | (97) | 53\% | (286) | 18\% | (99) | 539 |
| Relig: Roman Catholic | 19\% | (81) | 15\% | (67) | 42\% | (183) | 24\% | (104) | 436 |
| Relig: Something Else | 16\% | (30) | 9\% | (17) | 40\% | (75) | 34\% | (64) | 187 |
| Relig: Jewish | $21 \%$ | (11) | 13\% | (7) | 37\% | (20) | 29\% | (16) | 54 |
| Relig: Evangelical | 15\% | (121) | 14\% | (113) | 46\% | (366) | 25\% | (204) | 805 |
| Relig: Non-Evang. Catholics | 13\% | (47) | 19\% | (68) | 50\% | (178) | 18\% | (63) | 357 |
| Relig: All Christian | 14\% | (168) | 16\% | (182) | 47\% | (544) | 23\% | (268) | 1161 |
| Relig: All Non-Christian | 11\% | (24) | 12\% | (26) | 39\% | (87) | 39\% | (87) | 224 |
| Community: Urban | 22\% | (127) | 14\% | (83) | 35\% | (203) | 28\% | (162) | 575 |
| Community: Suburban | 19\% | (183) | 14\% | (135) | 40\% | (390) | 28\% | (273) | 982 |
| Community: Rural | 10\% | (64) | 16\% | (101) | 48\% | (308) | 26\% | (170) | 643 |
| Employ: Private Sector | 23\% | (151) | 20\% | (133) | 35\% | (231) | 22\% | (144) | 661 |
| Employ: Government | 25\% | (31) | 14\% | (18) | 33\% | (42) | 27\% | (34) | 124 |
| Employ: Self-Employed | $21 \%$ | (40) | 14\% | (28) | 38\% | (74) | 27\% | (53) | 195 |
| Employ: Homemaker | 9\% | (15) | 11\% | (18) | 53\% | (91) | 27\% | (46) | 170 |
| Employ: Student | 34\% | (27) | 15\% | (12) | 20\% | (15) | $31 \%$ | (25) | 79 |
| Employ: Retired | 12\% | (65) | 13\% | (66) | 50\% | (264) | 25\% | (129) | 523 |
| Employ: Unemployed | 10\% | (25) | 10\% | (25) | 44\% | (115) | 37\% | (96) | 262 |
| Employ: Other | 10\% | (18) | 10\% | (19) | 37\% | (69) | 42\% | (78) | 185 |
| Military HH: Yes | $21 \%$ | (81) | 12\% | (45) | 43\% | (167) | 24\% | (91) | 384 |
| Military HH: No | 16\% | (292) | 15\% | (274) | 40\% | (734) | 28\% | (514) | 1815 |

[^131]Table HR8_8: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Samantha Bee, Full Frontal with Samantha Bee

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 17\% | (374) | 15\% | (319) | 41\% | (901) | 28\% | (605) | 2199 |
| RD/WT: Right Direction | 12\% | (98) | 23\% | (194) | 40\% | (328) | 25\% | (206) | 826 |
| RD/WT: Wrong Track | 20\% | (275) | 9\% | (125) | 42\% | (574) | 29\% | (399) | 1373 |
| Trump Job Approve | 10\% | (83) | 24\% | (207) | 45\% | (390) | 22\% | (190) | 870 |
| Trump Job Disapprove | 23\% | (286) | 9\% | (105) | 40\% | (492) | 28\% | (343) | 1227 |
| Trump Job Strongly Approve | 10\% | (43) | 24\% | (108) | 44\% | (195) | 21\% | (94) | 440 |
| Trump Job Somewhat Approve | 9\% | (39) | 23\% | (99) | 45\% | (195) | 22\% | (96) | 429 |
| Trump Job Somewhat Disapprove | 11\% | (33) | 15\% | (44) | 47\% | (139) | 27\% | (81) | 297 |
| Trump Job Strongly Disapprove | 27\% | (253) | 7\% | (61) | 38\% | (354) | 28\% | (263) | 930 |
| Favorable of Trump | 9\% | (73) | 25\% | (209) | 45\% | (380) | 22\% | (185) | 847 |
| Unfavorable of Trump | 24\% | (292) | 8\% | (100) | 40\% | (489) | 27\% | (331) | 1212 |
| Very Favorable of Trump | 9\% | (44) | 25\% | (121) | 44\% | (212) | 21\% | (102) | 479 |
| Somewhat Favorable of Trump | 8\% | (29) | 24\% | (87) | 46\% | (168) | 23\% | (84) | 368 |
| Somewhat Unfavorable of Trump | 8\% | (18) | 13\% | (31) | 52\% | (122) | 28\% | (66) | 236 |
| Very Unfavorable of Trump | 28\% | (275) | 7\% | (69) | 38\% | (367) | 27\% | (266) | 976 |
| \#1 Issue: Economy | 19\% | (105) | 15\% | (84) | 37\% | (209) | 29\% | (162) | 560 |
| \#1 Issue: Security | 6\% | (28) | 24\% | (106) | 48\% | (213) | 21\% | (94) | 441 |
| \#1 Issue: Health Care | 21\% | (76) | 12\% | (46) | 42\% | (155) | 25\% | (92) | 368 |
| \#1 Issue: Medicare / Social Security | 15\% | (55) | 10\% | (35) | 44\% | (158) | 31\% | (110) | 359 |
| \#1 Issue: Women's Issues | 29\% | (36) | 14\% | (17) | 35\% | (44) | 23\% | (29) | 126 |
| \#1 Issue: Education | 21\% | (32) | 10\% | (16) | 28\% | (43) | 41\% | (63) | 154 |
| \#1 Issue: Energy | 19\% | (19) | 12\% | (12) | 37\% | (37) | 32\% | (32) | 100 |
| \#1 Issue: Other | 24\% | (22) | 4\% | (4) | 46\% | (43) | 26\% | (24) | 93 |
| 2018 House Vote: Democrat | 31\% | (259) | 9\% | (75) | 35\% | (295) | 25\% | (210) | 839 |
| 2018 House Vote: Republican | 8\% | (50) | 26\% | (169) | 47\% | (304) | 19\% | (120) | 643 |
| 2018 House Vote: Someone else | 10\% | (11) | 14\% | (15) | 52\% | (55) | 23\% | (25) | 105 |
| 2018 House Vote: Didnt Vote | 8\% | (48) | 10\% | (60) | 41\% | (247) | 41\% | (251) | 605 |

Continued on next page

Table HR8_8: How do you feel when each of the following late-night talk show hosts discusses politics on their show? Samantha Bee, Full Frontal with Samantha Bee

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 17\% | (374) | 15\% | (319) | 41\% | (901) | 28\% | (605) | 2199 |
| 2016 Vote: Hillary Clinton | 30\% | (217) | 9\% | (68) | 34\% | (242) | 27\% | (192) | 719 |
| 2016 Vote: Donald Trump | 8\% | (54) | 26\% | (172) | 47\% | (314) | 19\% | (127) | 666 |
| 2016 Vote: Someone else | 18\% | (33) | 12\% | (21) | 51\% | (92) | 19\% | (33) | 178 |
| 2016 Vote: Didnt Vote | 11\% | (67) | 9\% | (59) | 40\% | (252) | 40\% | (252) | 629 |
| Voted in 2014: Yes | 20\% | (268) | 16\% | (215) | 42\% | (574) | 23\% | (309) | 1366 |
| Voted in 2014: No | 13\% | (106) | 12\% | (104) | 39\% | (327) | 36\% | (296) | 833 |
| 2012 Vote: Barack Obama | 28\% | (238) | 10\% | (81) | $36 \%$ | (306) | 27\% | (229) | 854 |
| 2012 Vote: Mitt Romney | 5\% | (26) | 24\% | (120) | 54\% | (272) | 17\% | (83) | 501 |
| 2012 Vote: Other | 14\% | (12) | 15\% | (13) | 53\% | (46) | 18\% | (16) | 87 |
| 2012 Vote: Didn't Vote | 13\% | (97) | 14\% | (105) | 36\% | (273) | 37\% | (278) | 752 |
| 4-Region: Northeast | 16\% | (61) | 18\% | (71) | 43\% | (170) | 23\% | (92) | 394 |
| 4-Region: Midwest | 14\% | (66) | 16\% | (74) | 43\% | (197) | 27\% | (126) | 462 |
| 4-Region: South | 18\% | (145) | 13\% | (109) | 41\% | (340) | 28\% | (231) | 824 |
| 4-Region: West | 20\% | (102) | 13\% | (66) | 38\% | (195) | 30\% | (156) | 519 |
| TV shows: Every day | 19\% | (216) | 14\% | (161) | 42\% | (478) | 25\% | (293) | 1148 |
| TV shows: Several times per week | 18\% | (95) | 14\% | (73) | 40\% | (205) | 27\% | (139) | 512 |
| TV shows: About once per week | 23\% | (33) | 15\% | (22) | 45\% | (64) | 17\% | (24) | 144 |
| TV shows: Several times per month | 8\% | (8) | $21 \%$ | (21) | 49\% | (50) | 22\% | (22) | 101 |
| TV shows: About once per month | 6\% | (3) | 6\% | (3) | 37\% | (17) | 51\% | (25) | 48 |
| TV shows: Less often than once per month | 14\% | (11) | 17\% | (13) | 29\% | (23) | 40\% | (31) | 78 |
| TV shows: Never | 5\% | (8) | 15\% | (25) | 38\% | (63) | 42\% | (71) | 169 |
| Movies: Every day | $21 \%$ | (82) | 15\% | (61) | 38\% | (151) | 26\% | (104) | 399 |
| Movies: Several times per week | $22 \%$ | (124) | 17\% | (97) | 38\% | (221) | 23\% | (132) | 574 |
| Movies: About once per week | 15\% | (58) | 15\% | (59) | 43\% | (165) | 26\% | (101) | 383 |
| Movies: Several times per month | $21 \%$ | (58) | 14\% | (39) | 37\% | (100) | 28\% | (76) | 273 |
| Movies: About once per month | $11 \%$ | (19) | $11 \%$ | (19) | 46\% | (79) | 32\% | (55) | 173 |
| Movies: Less often than once per month | 8\% | (17) | 9\% | (18) | 48\% | (97) | 34\% | (69) | 201 |
| Movies: Never | 8\% | (16) | 13\% | (26) | 45\% | (88) | $34 \%$ | (67) | 196 |

[^132]Table HR8_8: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Samantha Bee, Full Frontal with Samantha Bee

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 17\% | (374) | 15\% | (319) | 41\% | (901) | 28\% | (605) | 2199 |
| Sports: Every day | 29\% | (45) | 27\% | (42) | 26\% | (41) | 19\% | (29) | 158 |
| Sports: Several times per week | 24\% | (81) | 19\% | (63) | 39\% | (128) | 18\% | (61) | 332 |
| Sports: About once per week | 24\% | (66) | 14\% | (39) | 36\% | (100) | 26\% | (74) | 279 |
| Sports: Several times per month | 18\% | (41) | 12\% | (28) | 48\% | (109) | 22\% | (50) | 228 |
| Sports: About once per month | 15\% | (25) | 15\% | (25) | 39\% | (69) | 32\% | (55) | 174 |
| Sports: Less often than once per month | 13\% | (46) | 14\% | (52) | 45\% | (163) | 28\% | (102) | 363 |
| Sports: Never | 10\% | (69) | 11\% | (71) | 44\% | (292) | 35\% | (234) | 666 |
| Cable: I currently subscribe | 20\% | (226) | 16\% | (173) | 38\% | (425) | 26\% | (284) | 1108 |
| Cable: I subscribed in the past | 17\% | (121) | 14\% | (104) | 45\% | (325) | 24\% | (176) | 727 |
| Cable: I have never subscribed | 7\% | (27) | 11\% | (41) | 42\% | (152) | 40\% | (145) | 365 |
| Satellite television: I currently subscribe | 19\% | (98) | 14\% | (74) | 42\% | (220) | 25\% | (133) | 526 |
| Satellite television: I subscribed in the past | 18\% | (105) | 19\% | (113) | 40\% | (241) | 23\% | (138) | 597 |
| Satellite television: I have never subscribed | 16\% | (170) | 12\% | (132) | 41\% | (440) | 31\% | (334) | 1076 |
| Streaming service: I currently subscribe | 20\% | (263) | 16\% | (206) | 40\% | (526) | 24\% | (307) | 1302 |
| Streaming service: I subscribed in the past | 21\% | (50) | 12\% | (28) | 35\% | (81) | 32\% | (75) | 234 |
| Streaming service: I have never subscribed | 9\% | (60) | 13\% | (85) | 44\% | (294) | 34\% | (224) | 663 |
| Film: An avid fan | 26\% | (200) | 16\% | (122) | 36\% | (280) | 23\% | (178) | 779 |
| Film: A casual fan | 13\% | (155) | 15\% | (171) | 43\% | (497) | 29\% | (330) | 1153 |
| Film: Not a fan | 7\% | (19) | 10\% | (26) | 47\% | (124) | 37\% | (98) | 267 |
| Television: An avid fan | 21\% | (240) | 15\% | (177) | 38\% | (443) | 25\% | (293) | 1154 |
| Television: A casual fan | 14\% | (127) | 14\% | (125) | 45\% | (411) | 27\% | (245) | 907 |
| Television: Not a fan | 5\% | (7) | 13\% | (17) | 34\% | (48) | 48\% | (67) | 139 |
| Music: An avid fan | 22\% | (249) | 16\% | (183) | 36\% | (412) | 27\% | (309) | 1152 |
| Music: A casual fan | 13\% | (117) | 13\% | (121) | 49\% | (446) | 25\% | (224) | 907 |
| Music: Not a fan | 6\% | (8) | 11\% | (15) | $31 \%$ | (44) | 52\% | (72) | 140 |
| Fashion: An avid fan | $31 \%$ | (106) | 17\% | (57) | 27\% | (91) | 26\% | (88) | 342 |
| Fashion: A casual fan | 17\% | (143) | 14\% | (117) | 41\% | (356) | 29\% | (246) | 861 |
| Fashion: Not a fan | 12\% | (124) | 15\% | (146) | 46\% | (455) | 27\% | (271) | 996 |

[^133]Table HR8_9: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Trevor Noah, The Daily Show with Trevor Noah

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 22\% | (494) | 15\% | (326) | 37\% | (811) | 26\% | (569) | 2199 |
| Gender: Male | 25\% | (269) | 18\% | (192) | $34 \%$ | (362) | 22\% | (239) | 1061 |
| Gender: Female | 20\% | (226) | 12\% | (133) | 39\% | (449) | 29\% | (330) | 1138 |
| Age: 18-29 | 24\% | (97) | 18\% | (75) | 24\% | (99) | $34 \%$ | (140) | 411 |
| Age: 30-44 | 27\% | (163) | 15\% | (91) | 35\% | (210) | 23\% | (137) | 600 |
| Age: 45-54 | 23\% | (78) | 17\% | (57) | 35\% | (116) | 25\% | (84) | 335 |
| Age: 55-64 | $22 \%$ | (92) | 12\% | (48) | $41 \%$ | (171) | 25\% | (105) | 417 |
| Age: 65+ | 15\% | (64) | 12\% | (54) | 49\% | (215) | 24\% | (103) | 436 |
| Generation Z: 18-21 | 20\% | (24) | 20\% | (23) | 14\% | (17) | 45\% | (53) | 116 |
| Millennial: Age 22-37 | 30\% | (195) | 16\% | (107) | $31 \%$ | (206) | 23\% | (150) | 657 |
| Generation X: Age 38-53 | 20\% | (111) | 16\% | (85) | $36 \%$ | (193) | 28\% | (153) | 543 |
| Boomers: Age 54-72 | 20\% | (153) | 12\% | (95) | 44\% | (336) | 24\% | (187) | 772 |
| PID: Dem (no lean) | 39\% | (311) | 9\% | (72) | 30\% | (241) | 23\% | (182) | 806 |
| PID: Ind (no lean) | 17\% | (128) | 13\% | (96) | 38\% | (285) | 33\% | (246) | 754 |
| PID: Rep (no lean) | 9\% | (56) | 25\% | (157) | 45\% | (285) | 22\% | (141) | 639 |
| PID/Gender: Dem Men | 45\% | (178) | 12\% | (46) | 24\% | (95) | 19\% | (76) | 395 |
| PID/Gender: Dem Women | $32 \%$ | (133) | 6\% | (27) | 35\% | (145) | 26\% | (106) | 411 |
| PID/Gender: Ind Men | 18\% | (59) | 15\% | (49) | 37\% | (122) | 30\% | (96) | 326 |
| PID/Gender: Ind Women | 16\% | (69) | $11 \%$ | (47) | 38\% | (163) | 35\% | (149) | 427 |
| PID/Gender: Rep Men | 9\% | (31) | 29\% | (98) | 43\% | (144) | 19\% | (66) | 339 |
| PID/Gender: Rep Women | 8\% | (24) | 20\% | (60) | 47\% | (141) | 25\% | (75) | 300 |
| Ideo: Liberal (1-3) | 47\% | (317) | 9\% | (61) | 24\% | (160) | 20\% | (136) | 674 |
| Ideo: Moderate (4) | 18\% | (96) | 13\% | (69) | $41 \%$ | (222) | 29\% | (157) | 544 |
| Ideo: Conservative (5-7) | 9\% | (65) | 23\% | (166) | 46\% | (327) | 22\% | (155) | 712 |
| Educ: < College | 19\% | (287) | 14\% | (216) | 38\% | (571) | 29\% | (438) | 1512 |
| Educ: Bachelors degree | 28\% | (126) | 17\% | (75) | 35\% | (155) | 20\% | (88) | 444 |
| Educ: Post-grad | 33\% | (81) | 14\% | (34) | 35\% | (86) | 18\% | (43) | 243 |

[^134]Table HR8_9: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Trevor Noah, The Daily Show with Trevor Noah

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 22\% | (494) | 15\% | (326) | 37\% | (811) | 26\% | (569) | 2199 |
| Income: Under 50k | 21\% | (269) | 13\% | (175) | 36\% | (473) | 29\% | (379) | 1297 |
| Income: 50k-100k | 25\% | (152) | 15\% | (93) | 38\% | (235) | 22\% | (136) | 615 |
| Income: 100k+ | 25\% | (73) | 20\% | (58) | 36\% | (103) | 19\% | (54) | 287 |
| Ethnicity: White | 18\% | (316) | 16\% | (273) | 41\% | (704) | 25\% | (429) | 1722 |
| Ethnicity: Hispanic | 33\% | (114) | 14\% | (51) | 25\% | (86) | 28\% | (98) | 350 |
| Ethnicity: Afr. Am. | 41\% | (114) | 8\% | (22) | 20\% | (56) | 30\% | (83) | 274 |
| Ethnicity: Other | $32 \%$ | (64) | 15\% | (31) | 25\% | (51) | 28\% | (56) | 203 |
| Relig: Protestant | 17\% | (89) | 18\% | (96) | 49\% | (266) | 16\% | (87) | 539 |
| Relig: Roman Catholic | 21\% | (93) | 16\% | (70) | 38\% | (164) | 25\% | (110) | 436 |
| Relig: Something Else | 27\% | (51) | 10\% | (18) | $31 \%$ | (58) | 32\% | (59) | 187 |
| Relig: Jewish | 25\% | (13) | 9\% | (5) | 47\% | (26) | 19\% | (10) | 54 |
| Relig: Evangelical | 21\% | (168) | 14\% | (113) | 40\% | (325) | 25\% | (199) | 805 |
| Relig: Non-Evang. Catholics | 18\% | (65) | 20\% | (71) | 46\% | (163) | 16\% | (58) | 357 |
| Relig: All Christian | 20\% | (233) | 16\% | (184) | 42\% | (488) | 22\% | (256) | 1161 |
| Relig: All Non-Christian | 14\% | (31) | 12\% | (26) | 36\% | (80) | 39\% | (87) | 224 |
| Community: Urban | 29\% | (167) | 14\% | (83) | 32\% | (183) | 25\% | (141) | 575 |
| Community: Suburban | 25\% | (247) | 14\% | (139) | 35\% | (345) | 26\% | (251) | 982 |
| Community: Rural | 12\% | (80) | 16\% | (104) | 44\% | (283) | 27\% | (176) | 643 |
| Employ: Private Sector | 29\% | (194) | 18\% | (122) | 32\% | (209) | 21\% | (136) | 661 |
| Employ: Government | 19\% | (24) | 23\% | (29) | $31 \%$ | (39) | 26\% | (33) | 124 |
| Employ: Self-Employed | 27\% | (53) | 15\% | (29) | 34\% | (66) | 25\% | (48) | 195 |
| Employ: Homemaker | 15\% | (26) | 12\% | (21) | 51\% | (86) | 22\% | (37) | 170 |
| Employ: Student | 37\% | (29) | 14\% | (11) | 15\% | (11) | 35\% | (27) | 79 |
| Employ: Retired | 17\% | (88) | 12\% | (65) | 47\% | (246) | 24\% | (124) | 523 |
| Employ: Unemployed | 13\% | (35) | 13\% | (34) | 36\% | (93) | 38\% | (99) | 262 |
| Employ: Other | 25\% | (46) | 9\% | (16) | 32\% | (59) | 35\% | (64) | 185 |
| Military HH: Yes | 23\% | (89) | 11\% | (42) | 40\% | (153) | 26\% | (100) | 384 |
| Military HH: No | 22\% | (405) | 16\% | (284) | 36\% | (657) | 26\% | (469) | 1815 |

[^135]Table HR8_9: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Trevor Noah, The Daily Show with Trevor Noah

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 22\% | (494) | 15\% | (326) | 37\% | (811) | 26\% | (569) | 2199 |
| RD/WT: Right Direction | $11 \%$ | (90) | 25\% | (203) | 39\% | (325) | 25\% | (208) | 826 |
| RD/WT: Wrong Track | 29\% | (404) | 9\% | (123) | 35\% | (486) | 26\% | (360) | 1373 |
| Trump Job Approve | 10\% | (84) | 24\% | (210) | 44\% | (383) | 22\% | (193) | 870 |
| Trump Job Disapprove | 33\% | (405) | 9\% | (110) | 33\% | (409) | 25\% | (304) | 1227 |
| Trump Job Strongly Approve | 9\% | (41) | 25\% | (111) | 45\% | (197) | 20\% | (90) | 440 |
| Trump Job Somewhat Approve | 10\% | (43) | 23\% | (98) | 43\% | (186) | 24\% | (103) | 429 |
| Trump Job Somewhat Disapprove | 15\% | (44) | 16\% | (47) | 43\% | (127) | 26\% | (78) | 297 |
| Trump Job Strongly Disapprove | 39\% | (361) | 7\% | (62) | 30\% | (282) | 24\% | (226) | 930 |
| Favorable of Trump | 9\% | (75) | 26\% | (219) | 44\% | (373) | 21\% | (180) | 847 |
| Unfavorable of Trump | $34 \%$ | (411) | 8\% | (100) | 34\% | (410) | 24\% | (290) | 1212 |
| Very Favorable of Trump | 9\% | (42) | 26\% | (126) | 44\% | (212) | 20\% | (98) | 479 |
| Somewhat Favorable of Trump | 9\% | (32) | 25\% | (93) | 44\% | (161) | 22\% | (82) | 368 |
| Somewhat Unfavorable of Trump | 14\% | (33) | 13\% | (30) | 49\% | (115) | 24\% | (58) | 236 |
| Very Unfavorable of Trump | 39\% | (379) | 7\% | (69) | 30\% | (295) | 24\% | (233) | 976 |
| \#1 Issue: Economy | 23\% | (130) | 16\% | (90) | 32\% | (182) | 28\% | (158) | 560 |
| \#1 Issue: Security | 6\% | (29) | 25\% | (110) | 50\% | (218) | 19\% | (84) | 441 |
| \#1 Issue: Health Care | $32 \%$ | (119) | 12\% | (46) | 31\% | (115) | 24\% | (89) | 368 |
| \#1 Issue: Medicare / Social Security | 16\% | (59) | 9\% | (33) | 44\% | (156) | 31\% | (111) | 359 |
| \#1 Issue: Women's Issues | 35\% | (44) | 8\% | (9) | 33\% | (41) | 24\% | (31) | 126 |
| \#1 Issue: Education | $33 \%$ | (50) | 13\% | (20) | 21\% | (33) | 33\% | (51) | 154 |
| \#1 Issue: Energy | 34\% | (34) | 13\% | (13) | 28\% | (28) | 25\% | (25) | 100 |
| \#1 Issue: Other | $31 \%$ | (29) | 5\% | (4) | 41\% | (38) | 23\% | (21) | 93 |
| 2018 House Vote: Democrat | 41\% | (343) | 9\% | (74) | 30\% | (250) | 21\% | (172) | 839 |
| 2018 House Vote: Republican | 8\% | (50) | 26\% | (166) | 46\% | (295) | 21\% | (132) | 643 |
| 2018 House Vote: Someone else | 21\% | (23) | 12\% | (13) | 32\% | (34) | $34 \%$ | (36) | 105 |
| 2018 House Vote: Didnt Vote | 12\% | (72) | 12\% | (73) | 38\% | (232) | 38\% | (229) | 605 |

[^136]Table HR8_9: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Trevor Noah, The Daily Show with Trevor Noah

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 22\% | (494) | 15\% | (326) | 37\% | (811) | 26\% | (569) | 2199 |
| 2016 Vote: Hillary Clinton | $41 \%$ | (296) | 9\% | (64) | 27\% | (194) | 23\% | (165) | 719 |
| 2016 Vote: Donald Trump | 8\% | (54) | 25\% | (164) | 47\% | (314) | 20\% | (133) | 666 |
| 2016 Vote: Someone else | 20\% | (35) | 16\% | (28) | 44\% | (78) | 21\% | (37) | 178 |
| 2016 Vote: Didnt Vote | 17\% | (105) | $11 \%$ | (69) | 35\% | (222) | $37 \%$ | (232) | 629 |
| Voted in 2014: Yes | 25\% | (347) | 15\% | (207) | 38\% | (525) | 21\% | (288) | 1366 |
| Voted in 2014: No | 18\% | (147) | 14\% | (119) | 34\% | (286) | 34\% | (281) | 833 |
| 2012 Vote: Barack Obama | 38\% | (321) | 10\% | (83) | 30\% | (252) | 23\% | (198) | 854 |
| 2012 Vote: Mitt Romney | 7\% | (33) | 22\% | (111) | 53\% | (265) | 18\% | (92) | 501 |
| 2012 Vote: Other | 8\% | (7) | 16\% | (14) | 56\% | (48) | 20\% | (17) | 87 |
| 2012 Vote: Didn't Vote | 18\% | (133) | 16\% | (118) | $32 \%$ | (241) | 35\% | (261) | 752 |
| 4-Region: Northeast | 23\% | (89) | 15\% | (60) | 37\% | (146) | 25\% | (99) | 394 |
| 4-Region: Midwest | 20\% | (91) | 16\% | (74) | 40\% | (184) | 24\% | (113) | 462 |
| 4-Region: South | 22\% | (182) | 14\% | (116) | 37\% | (303) | 27\% | (223) | 824 |
| 4-Region: West | 25\% | (132) | 15\% | (76) | 34\% | (178) | 26\% | (133) | 519 |
| TV shows: Every day | 26\% | (297) | 14\% | (164) | $36 \%$ | (418) | 23\% | (269) | 1148 |
| TV shows: Several times per week | $24 \%$ | (121) | 15\% | (75) | $39 \%$ | (200) | 23\% | (116) | 512 |
| TV shows: About once per week | $22 \%$ | (31) | 20\% | (29) | 37\% | (53) | 21\% | (31) | 144 |
| TV shows: Several times per month | 15\% | (15) | 16\% | (16) | 42\% | (42) | 27\% | (27) | 101 |
| TV shows: About once per month | 9\% | (4) | 12\% | (6) | 38\% | (18) | 41\% | (19) | 48 |
| TV shows: Less often than once per month | 15\% | (11) | $21 \%$ | (16) | 27\% | (21) | 37\% | (29) | 78 |
| TV shows: Never | 8\% | (14) | 12\% | (19) | 34\% | (58) | 46\% | (77) | 169 |
| Movies: Every day | 26\% | (102) | 14\% | (57) | 35\% | (141) | 25\% | (99) | 399 |
| Movies: Several times per week | 27\% | (156) | 18\% | (105) | 34\% | (193) | 21\% | (121) | 574 |
| Movies: About once per week | 25\% | (96) | 17\% | (63) | 37\% | (141) | 22\% | (84) | 383 |
| Movies: Several times per month | 25\% | (68) | 16\% | (44) | 34\% | (94) | 25\% | (67) | 273 |
| Movies: About once per month | 15\% | (26) | 11\% | (19) | 44\% | (77) | 29\% | (50) | 173 |
| Movies: Less often than once per month | 14\% | (28) | 9\% | (19) | 40\% | (80) | 37\% | (74) | 201 |
| Movies: Never | 9\% | (18) | 10\% | (19) | 44\% | (86) | 38\% | (74) | 196 |

[^137]Table HR8_9: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Trevor Noah, The Daily Show with Trevor Noah

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 22\% | (494) | 15\% | (326) | 37\% | (811) | 26\% | (569) | 2199 |
| Sports: Every day | 34\% | (54) | 24\% | (37) | 23\% | (36) | 19\% | (31) | 158 |
| Sports: Several times per week | 23\% | (78) | $21 \%$ | (71) | 35\% | (115) | 21\% | (69) | 332 |
| Sports: About once per week | 29\% | (80) | 16\% | (45) | 34\% | (95) | 21\% | (59) | 279 |
| Sports: Several times per month | 20\% | (46) | 15\% | (34) | 44\% | (99) | 21\% | (48) | 228 |
| Sports: About once per month | 24\% | (41) | 12\% | (21) | 38\% | (67) | 26\% | (45) | 174 |
| Sports: Less often than once per month | 24\% | (87) | 14\% | (51) | 38\% | (137) | 24\% | (88) | 363 |
| Sports: Never | 16\% | (107) | 10\% | (66) | 39\% | (263) | 34\% | (229) | 666 |
| Cable: I currently subscribe | 26\% | (283) | 17\% | (184) | 35\% | (388) | 23\% | (253) | 1108 |
| Cable: I subscribed in the past | 22\% | (162) | 15\% | (108) | 39\% | (283) | 24\% | (175) | 727 |
| Cable: I have never subscribed | 13\% | (49) | 9\% | (34) | 38\% | (140) | 39\% | (142) | 365 |
| Satellite television: I currently subscribe | 20\% | (106) | 16\% | (86) | 36\% | (189) | 28\% | (145) | 526 |
| Satellite television: I subscribed in the past | 21\% | (127) | 19\% | (113) | 38\% | (227) | 22\% | (131) | 597 |
| Satellite television: I have never subscribed | 24\% | (262) | 12\% | (127) | 37\% | (395) | 27\% | (293) | 1076 |
| Streaming service: I currently subscribe | 29\% | (381) | 16\% | (205) | 34\% | (448) | 21\% | (268) | 1302 |
| Streaming service: I subscribed in the past | 20\% | (47) | 15\% | (34) | 30\% | (71) | 35\% | (83) | 234 |
| Streaming service: I have never subscribed | 10\% | (66) | 13\% | (87) | 44\% | (292) | 33\% | (218) | 663 |
| Film: An avid fan | 33\% | (256) | 14\% | (107) | 29\% | (228) | 24\% | (188) | 779 |
| Film: A casual fan | 19\% | (222) | 16\% | (185) | 40\% | (467) | 24\% | (280) | 1153 |
| Film: Not a fan | 6\% | (16) | 13\% | (34) | 43\% | (116) | 38\% | (101) | 267 |
| Television: An avid fan | 27\% | (317) | 15\% | (174) | 34\% | (395) | 23\% | (268) | 1154 |
| Television: A casual fan | 19\% | (170) | 15\% | (134) | 41\% | (368) | 26\% | (234) | 907 |
| Television: Not a fan | 5\% | (7) | 13\% | (17) | 34\% | (48) | 48\% | (67) | 139 |
| Music: An avid fan | 29\% | (333) | 17\% | (192) | $31 \%$ | (352) | 24\% | (275) | 1152 |
| Music: A casual fan | 17\% | (153) | 13\% | (117) | 46\% | (416) | 24\% | (221) | 907 |
| Music: Not a fan | 5\% | (8) | 12\% | (17) | 31\% | (43) | 52\% | (73) | 140 |
| Fashion: An avid fan | 37\% | (127) | 18\% | (61) | 23\% | (78) | 22\% | (76) | 342 |
| Fashion: A casual fan | 25\% | (216) | 14\% | (117) | 34\% | (295) | 27\% | (233) | 861 |
| Fashion: Not a fan | 15\% | (151) | 15\% | (147) | 44\% | (438) | 26\% | (260) | 996 |

[^138]Table HR8_10: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Bill Maher, Real Time with Bill Maher

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 24\% | (535) | 16\% | (360) | 36\% | (799) | 23\% | (506) | 2199 |
| Gender: Male | $31 \%$ | (334) | 18\% | (192) | 31\% | (326) | 20\% | (209) | 1061 |
| Gender: Female | 18\% | (200) | 15\% | (168) | 42\% | (473) | 26\% | (296) | 1138 |
| Age: 18-29 | 24\% | (97) | 14\% | (56) | 28\% | (114) | 35\% | (144) | 411 |
| Age: 30-44 | 25\% | (151) | 17\% | (100) | 35\% | (212) | 23\% | (137) | 600 |
| Age: 45-54 | 23\% | (77) | 20\% | (66) | 35\% | (116) | 23\% | (75) | 335 |
| Age: 55-64 | 29\% | (122) | 15\% | (63) | 38\% | (158) | 18\% | (74) | 417 |
| Age: 65+ | 20\% | (88) | 17\% | (76) | 45\% | (198) | 17\% | (74) | 436 |
| Generation Z: 18-21 | 18\% | (21) | 15\% | (18) | 19\% | (23) | 47\% | (55) | 116 |
| Millennial: Age 22-37 | 27\% | (177) | 15\% | (100) | $32 \%$ | (212) | 25\% | (167) | 657 |
| Generation X: Age 38-53 | 22\% | (118) | 18\% | (96) | 37\% | (199) | 24\% | (131) | 543 |
| Boomers: Age 54-72 | 26\% | (201) | 16\% | (124) | 40\% | (311) | 18\% | (136) | 772 |
| PID: Dem (no lean) | 39\% | (316) | 10\% | (79) | 30\% | (245) | 21\% | (166) | 806 |
| PID: Ind (no lean) | 19\% | (141) | 15\% | (111) | 37\% | (276) | 30\% | (226) | 754 |
| PID: Rep (no lean) | 12\% | (78) | 27\% | (170) | 44\% | (278) | 18\% | (114) | 639 |
| PID/Gender: Dem Men | 50\% | (197) | 10\% | (41) | 22\% | (88) | 18\% | (71) | 395 |
| PID/Gender: Dem Women | 29\% | (120) | 9\% | (39) | 38\% | (157) | 23\% | (95) | 411 |
| PID/Gender: Ind Men | 28\% | (91) | 16\% | (54) | 30\% | (98) | 26\% | (84) | 326 |
| PID/Gender: Ind Women | 12\% | (50) | 13\% | (57) | 42\% | (178) | 33\% | (142) | 427 |
| PID/Gender: Rep Men | 14\% | (47) | $29 \%$ | (97) | 41\% | (140) | 16\% | (55) | 339 |
| PID/Gender: Rep Women | 10\% | (31) | $24 \%$ | (72) | 46\% | (138) | 20\% | (59) | 300 |
| Ideo: Liberal (1-3) | 46\% | (313) | 10\% | (64) | 27\% | (180) | 17\% | (116) | 674 |
| Ideo: Moderate (4) | 25\% | (136) | 13\% | (72) | 36\% | (195) | 26\% | (141) | 544 |
| Ideo: Conservative (5-7) | 11\% | (79) | 27\% | (194) | 43\% | (310) | 18\% | (129) | 712 |
| Educ: < College | 21\% | (313) | 16\% | (246) | 37\% | (566) | 26\% | (387) | 1512 |
| Educ: Bachelors degree | 33\% | (148) | 16\% | (70) | 33\% | (146) | 18\% | (80) | 444 |
| Educ: Post-grad | 30\% | (73) | 18\% | (44) | 36\% | (88) | 16\% | (39) | 243 |

[^139]Table HR8_10: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Bill Maher, Real Time with Bill Maher

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 24\% | (535) | 16\% | (360) | 36\% | (799) | 23\% | (506) | 2199 |
| Income: Under 50k | 23\% | (298) | 15\% | (188) | 36\% | (467) | 26\% | (343) | 1297 |
| Income: 50k-100k | 26\% | (161) | 18\% | (113) | 37\% | (225) | 19\% | (115) | 615 |
| Income: 100k+ | 26\% | (75) | 20\% | (58) | 37\% | (106) | 17\% | (47) | 287 |
| Ethnicity: White | 21\% | (365) | 18\% | (305) | 40\% | (688) | 21\% | (364) | 1722 |
| Ethnicity: Hispanic | 34\% | (120) | 13\% | (46) | 27\% | (93) | 26\% | (91) | 350 |
| Ethnicity: Afr. Am. | 42\% | (116) | 11\% | (29) | 19\% | (51) | 28\% | (77) | 274 |
| Ethnicity: Other | 26\% | (53) | 13\% | (26) | 29\% | (60) | 32\% | (64) | 203 |
| Relig: Protestant | 22\% | (116) | 21\% | (114) | 43\% | (232) | 14\% | (76) | 539 |
| Relig: Roman Catholic | 24\% | (107) | 16\% | (71) | 37\% | (162) | 22\% | (96) | 436 |
| Relig: Something Else | 24\% | (45) | 12\% | (23) | 33\% | (62) | 30\% | (57) | 187 |
| Relig: Jewish | 39\% | (21) | 7\% | (4) | 36\% | (20) | 19\% | (10) | 54 |
| Relig: Evangelical | 25\% | (198) | 15\% | (119) | 39\% | (314) | 22\% | (174) | 805 |
| Relig: Non-Evang. Catholics | 20\% | (70) | 25\% | (90) | 40\% | (143) | 15\% | (55) | 357 |
| Relig: All Christian | 23\% | (268) | 18\% | (209) | $39 \%$ | (456) | 20\% | (229) | 1161 |
| Relig: All Non-Christian | 12\% | (27) | 16\% | (35) | 39\% | (88) | 33\% | (74) | 224 |
| Community: Urban | $31 \%$ | (177) | 15\% | (86) | 31\% | (181) | 23\% | (131) | 575 |
| Community: Suburban | 27\% | (265) | 17\% | (164) | 35\% | (339) | 22\% | (214) | 982 |
| Community: Rural | 14\% | (93) | 17\% | (110) | 43\% | (279) | 25\% | (161) | 643 |
| Employ: Private Sector | 30\% | (198) | 19\% | (126) | 32\% | (212) | 19\% | (125) | 661 |
| Employ: Government | 30\% | (37) | 21\% | (26) | 29\% | (37) | 20\% | (25) | 124 |
| Employ: Self-Employed | 28\% | (55) | 20\% | (39) | 29\% | (56) | 23\% | (45) | 195 |
| Employ: Homemaker | 14\% | (24) | 11\% | (19) | 53\% | (91) | 21\% | (36) | 170 |
| Employ: Student | 35\% | (28) | 9\% | (7) | 29\% | (23) | 27\% | (22) | 79 |
| Employ: Retired | $21 \%$ | (109) | 18\% | (92) | 44\% | (231) | 18\% | (92) | 523 |
| Employ: Unemployed | 17\% | (45) | 12\% | (32) | 37\% | (97) | $34 \%$ | (88) | 262 |
| Employ: Other | 22\% | (40) | 11\% | (20) | 29\% | (53) | 39\% | (72) | 185 |
| Military HH: Yes | 24\% | (92) | 15\% | (56) | 43\% | (165) | 19\% | (72) | 384 |
| Military HH: No | 24\% | (442) | 17\% | (304) | 35\% | (634) | 24\% | (434) | 1815 |

[^140]Table HR8_10: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Bill Maher, Real Time with Bill Maher

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 24\% | (535) | 16\% | (360) | 36\% | (799) | 23\% | (506) | 2199 |
| RD/WT: Right Direction | 15\% | (120) | 26\% | (212) | 39\% | (320) | 21\% | (175) | 826 |
| RD/WT: Wrong Track | 30\% | (415) | 11\% | (148) | 35\% | (479) | 24\% | (331) | 1373 |
| Trump Job Approve | 13\% | (110) | 26\% | (227) | 43\% | (372) | 18\% | (161) | 870 |
| Trump Job Disapprove | 34\% | (419) | 10\% | (126) | 33\% | (410) | 22\% | (273) | 1227 |
| Trump Job Strongly Approve | 12\% | (51) | 29\% | (127) | 43\% | (187) | 17\% | (75) | 440 |
| Trump Job Somewhat Approve | 14\% | (59) | 23\% | (100) | 43\% | (185) | 20\% | (85) | 429 |
| Trump Job Somewhat Disapprove | 24\% | (72) | 12\% | (37) | 40\% | (117) | 24\% | (70) | 297 |
| Trump Job Strongly Disapprove | 37\% | (346) | 10\% | (89) | $31 \%$ | (292) | 22\% | (203) | 930 |
| Favorable of Trump | 11\% | (90) | 28\% | (238) | 43\% | (363) | 18\% | (156) | 847 |
| Unfavorable of Trump | 36\% | (435) | 10\% | (116) | $33 \%$ | (405) | 21\% | (256) | 1212 |
| Very Favorable of Trump | 9\% | (43) | 30\% | (142) | 44\% | (210) | 18\% | (84) | 479 |
| Somewhat Favorable of Trump | 13\% | (47) | 26\% | (95) | 42\% | (154) | 20\% | (72) | 368 |
| Somewhat Unfavorable of Trump | 29\% | (68) | 12\% | (29) | 37\% | (88) | 22\% | (51) | 236 |
| Very Unfavorable of Trump | 38\% | (367) | 9\% | (87) | $33 \%$ | (318) | 21\% | (205) | 976 |
| \#1 Issue: Economy | 24\% | (136) | 18\% | (101) | $34 \%$ | (192) | 23\% | (130) | 560 |
| \#1 Issue: Security | 10\% | (46) | 26\% | (116) | 45\% | (200) | 18\% | (79) | 441 |
| \#1 Issue: Health Care | 29\% | (107) | 12\% | (45) | 35\% | (129) | 24\% | (88) | 368 |
| \#1 Issue: Medicare / Social Security | 23\% | (84) | 14\% | (51) | 39\% | (140) | 24\% | (84) | 359 |
| \#1 Issue: Women's Issues | 36\% | (45) | 11\% | (14) | 34\% | (43) | 19\% | (24) | 126 |
| \#1 Issue: Education | $31 \%$ | (48) | 10\% | (15) | 24\% | (36) | 35\% | (54) | 154 |
| \#1 Issue: Energy | 43\% | (43) | 8\% | (8) | $21 \%$ | (21) | 28\% | (27) | 100 |
| \#1 Issue: Other | 29\% | (27) | 11\% | (10) | 41\% | (38) | 20\% | (19) | 93 |
| 2018 House Vote: Democrat | 41\% | (346) | 10\% | (83) | $31 \%$ | (259) | 18\% | (152) | 839 |
| 2018 House Vote: Republican | 11\% | (70) | 29\% | (188) | 44\% | (283) | 16\% | (101) | 643 |
| 2018 House Vote: Someone else | 33\% | (35) | 7\% | (7) | 30\% | (32) | 30\% | (32) | 105 |
| 2018 House Vote: Didnt Vote | 13\% | (78) | 13\% | (82) | 37\% | (225) | $36 \%$ | (221) | 605 |

[^141]Table HR8_10: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Bill Maher, Real Time with Bill Maher

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 24\% | (535) | 16\% | (360) | 36\% | (799) | 23\% | (506) | 2199 |
| 2016 Vote: Hillary Clinton | 44\% | (313) | 9\% | (65) | 28\% | (198) | 20\% | (143) | 719 |
| 2016 Vote: Donald Trump | 12\% | (80) | 28\% | (188) | 44\% | (294) | 16\% | (104) | 666 |
| 2016 Vote: Someone else | 29\% | (51) | 14\% | (24) | 39\% | (70) | 18\% | (32) | 178 |
| 2016 Vote: Didnt Vote | 14\% | (87) | 13\% | (82) | 37\% | (235) | 36\% | (225) | 629 |
| Voted in 2014: Yes | 29\% | (393) | 17\% | (236) | 37\% | (502) | 17\% | (235) | 1366 |
| Voted in 2014: No | 17\% | (142) | 15\% | (124) | 36\% | (297) | 32\% | (271) | 833 |
| 2012 Vote: Barack Obama | 41\% | (349) | 11\% | (95) | 29\% | (246) | 19\% | (164) | 854 |
| 2012 Vote: Mitt Romney | 10\% | (48) | 28\% | (139) | 50\% | (248) | 13\% | (66) | 501 |
| 2012 Vote: Other | 14\% | (12) | 24\% | (21) | 48\% | (42) | 14\% | (13) | 87 |
| 2012 Vote: Didn't Vote | 17\% | (126) | 14\% | (105) | 34\% | (258) | 35\% | (263) | 752 |
| 4-Region: Northeast | 23\% | (92) | 17\% | (67) | 37\% | (144) | 23\% | (91) | 394 |
| 4-Region: Midwest | 21\% | (96) | 17\% | (80) | 40\% | (184) | 22\% | (103) | 462 |
| 4-Region: South | 23\% | (188) | 16\% | (134) | 38\% | (309) | 23\% | (193) | 824 |
| 4-Region: West | 31\% | (158) | 15\% | (79) | 31\% | (162) | 23\% | (120) | 519 |
| TV shows: Every day | 27\% | (309) | 17\% | (197) | 36\% | (416) | 20\% | (226) | 1148 |
| TV shows: Several times per week | 27\% | (140) | 15\% | (75) | 37\% | (188) | 21\% | (109) | 512 |
| TV shows: About once per week | 26\% | (37) | 16\% | (22) | 37\% | (53) | 22\% | (31) | 144 |
| TV shows: Several times per month | 20\% | (20) | 22\% | (22) | 34\% | (34) | 25\% | (25) | 101 |
| TV shows: About once per month | 7\% | (3) | 12\% | (6) | 42\% | (20) | 38\% | (18) | 48 |
| TV shows: Less often than once per month | 15\% | (12) | $21 \%$ | (17) | 26\% | (20) | 38\% | (30) | 78 |
| TV shows: Never | 8\% | (14) | 13\% | (21) | 40\% | (67) | 39\% | (66) | 169 |
| Movies: Every day | 27\% | (107) | 17\% | (68) | 32\% | (129) | 24\% | (95) | 399 |
| Movies: Several times per week | 32\% | (183) | 20\% | (115) | 29\% | (169) | 19\% | (107) | 574 |
| Movies: About once per week | 27\% | (102) | 16\% | (61) | 39\% | (151) | 18\% | (70) | 383 |
| Movies: Several times per month | 24\% | (65) | 17\% | (48) | 35\% | (97) | 23\% | (64) | 273 |
| Movies: About once per month | 18\% | (32) | 13\% | (22) | 41\% | (71) | 28\% | (48) | 173 |
| Movies: Less often than once per month | 16\% | (31) | 14\% | (27) | 45\% | (90) | 26\% | (53) | 201 |
| Movies: Never | 7\% | (15) | 10\% | (20) | 47\% | (93) | 35\% | (69) | 196 |

[^142]Table HR8_10: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Bill Maher, Real Time with Bill Maher

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 24\% | (535) | 16\% | (360) | 36\% | (799) | 23\% | (506) | 2199 |
| Sports: Every day | 39\% | (62) | 22\% | (35) | 20\% | (32) | 18\% | (29) | 158 |
| Sports: Several times per week | 30\% | (101) | $21 \%$ | (71) | 33\% | (108) | 16\% | (52) | 332 |
| Sports: About once per week | 30\% | (84) | 19\% | (54) | 31\% | (87) | 19\% | (54) | 279 |
| Sports: Several times per month | 27\% | (61) | 16\% | (37) | 36\% | (82) | 21\% | (47) | 228 |
| Sports: About once per month | 27\% | (47) | 16\% | (28) | 39\% | (67) | 19\% | (32) | 174 |
| Sports: Less often than once per month | $21 \%$ | (75) | 17\% | (63) | 37\% | (136) | 25\% | (89) | 363 |
| Sports: Never | 16\% | (106) | 11\% | (71) | 43\% | (286) | 30\% | (203) | 666 |
| Cable: I currently subscribe | 29\% | (320) | 17\% | (187) | $33 \%$ | (364) | 21\% | (236) | 1108 |
| Cable: I subscribed in the past | 24\% | (173) | 18\% | (130) | 39\% | (283) | 19\% | (140) | 727 |
| Cable: I have never subscribed | $11 \%$ | (41) | 12\% | (43) | 42\% | (152) | 36\% | (130) | 365 |
| Satellite television: I currently subscribe | 20\% | (106) | 20\% | (103) | 37\% | (196) | 23\% | (121) | 526 |
| Satellite television: I subscribed in the past | 26\% | (153) | 17\% | (103) | 37\% | (218) | 21\% | (123) | 597 |
| Satellite television: I have never subscribed | 26\% | (275) | 14\% | (154) | $36 \%$ | (385) | 24\% | (262) | 1076 |
| Streaming service: I currently subscribe | 30\% | (388) | 17\% | (223) | 34\% | (440) | 19\% | (252) | 1302 |
| Streaming service: I subscribed in the past | 23\% | (53) | 16\% | (38) | 34\% | (80) | 27\% | (63) | 234 |
| Streaming service: I have never subscribed | 14\% | (94) | 15\% | (99) | 42\% | (279) | 29\% | (191) | 663 |
| Film: An avid fan | 36\% | (280) | 17\% | (132) | 28\% | (217) | 19\% | (150) | 779 |
| Film: A casual fan | $21 \%$ | (238) | 17\% | (195) | 40\% | (458) | 23\% | (262) | 1153 |
| Film: Not a fan | 6\% | (16) | 12\% | (33) | 46\% | (124) | 35\% | (94) | 267 |
| Television: An avid fan | 30\% | (343) | 18\% | (204) | 32\% | (370) | 20\% | (236) | 1154 |
| Television: A casual fan | 20\% | (181) | 15\% | (138) | 42\% | (376) | 23\% | (211) | 907 |
| Television: Not a fan | 7\% | (10) | 13\% | (18) | 38\% | (52) | 42\% | (59) | 139 |
| Music: An avid fan | 32\% | (367) | 17\% | (199) | 29\% | (339) | 21\% | (247) | 1152 |
| Music: A casual fan | 17\% | (157) | 15\% | (140) | 46\% | (419) | 21\% | (192) | 907 |
| Music: Not a fan | 8\% | (11) | 15\% | (21) | 30\% | (41) | 48\% | (67) | 140 |
| Fashion: An avid fan | 37\% | (128) | 17\% | (59) | 24\% | (81) | 22\% | (74) | 342 |
| Fashion: A casual fan | 25\% | (213) | 16\% | (140) | 35\% | (305) | 24\% | (203) | 861 |
| Fashion: Not a fan | 19\% | (194) | 16\% | (161) | 41\% | (413) | 23\% | (228) | 996 |

[^143]Table HR8_11: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
John Oliver, Last Week Tonight with John Oliver

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $21 \%$ | (456) | $14 \%$ | (308) | 37\% | (824) | 28\% | (610) | 2199 |
| Gender: Male | $26 \%$ | (271) | 16\% | (172) | $34 \%$ | (359) | 24\% | (259) | 1061 |
| Gender: Female | 16\% | (186) | 12\% | (136) | 41\% | (465) | 31\% | (351) | 1138 |
| Age: 18-29 | 23\% | (93) | 15\% | (63) | 29\% | (118) | 33\% | (137) | 411 |
| Age: 30-44 | 25\% | (152) | 15\% | (89) | 34\% | (202) | 26\% | (157) | 600 |
| Age: 45-54 | $21 \%$ | (71) | 16\% | (54) | $33 \%$ | (109) | 30\% | (100) | 335 |
| Age: 55-64 | 20\% | (81) | 12\% | (49) | 43\% | (180) | 25\% | (106) | 417 |
| Age: 65+ | 13\% | (59) | 12\% | (53) | 49\% | (216) | 25\% | (109) | 436 |
| Generation Z: 18-21 | 25\% | (29) | 12\% | (14) | 22\% | (25) | 42\% | (48) | 116 |
| Millennial: Age 22-37 | 26\% | (171) | 16\% | (107) | $31 \%$ | (206) | 26\% | (172) | 657 |
| Generation X: Age 38-53 | 20\% | (111) | $14 \%$ | (78) | $34 \%$ | (187) | $31 \%$ | (167) | 543 |
| Boomers: Age 54-72 | 18\% | (136) | $12 \%$ | (95) | 45\% | (344) | 25\% | (197) | 772 |
| PID: Dem (no lean) | $34 \%$ | (278) | 7\% | (60) | $31 \%$ | (252) | 27\% | (216) | 806 |
| PID: Ind (no lean) | 17\% | (128) | 13\% | (95) | $36 \%$ | (273) | $34 \%$ | (258) | 754 |
| PID: Rep (no lean) | 8\% | (51) | $24 \%$ | (153) | 47\% | (300) | 21\% | (136) | 639 |
| PID/Gender: Dem Men | $42 \%$ | (167) | 10\% | (39) | 26\% | (103) | 22\% | (86) | 395 |
| PID/Gender: Dem Women | 27\% | (111) | 5\% | (21) | 36\% | (148) | 32\% | (130) | 411 |
| PID/Gender: Ind Men | 23\% | (75) | 13\% | (43) | $32 \%$ | (104) | 32\% | (104) | 326 |
| PID/Gender: Ind Women | 13\% | (54) | 12\% | (52) | 39\% | (168) | 36\% | (153) | 427 |
| PID/Gender: Rep Men | 9\% | (29) | 27\% | (90) | 45\% | (151) | 20\% | (68) | 339 |
| PID/Gender: Rep Women | 7\% | (21) | $21 \%$ | (62) | 50\% | (149) | 23\% | (68) | 300 |
| Ideo: Liberal (1-3) | 43\% | (288) | 7\% | (46) | 28\% | (187) | 23\% | (153) | 674 |
| Ideo: Moderate (4) | 18\% | (95) | 12\% | (66) | 38\% | (205) | 33\% | (178) | 544 |
| Ideo: Conservative (5-7) | 9\% | (61) | $23 \%$ | (164) | 46\% | (329) | 22\% | (158) | 712 |
| Educ: < College | 17\% | (257) | 13\% | (204) | 38\% | (580) | $31 \%$ | (471) | 1512 |
| Educ: Bachelors degree | 29\% | (128) | 17\% | (74) | $36 \%$ | (160) | 19\% | (82) | 444 |
| Educ: Post-grad | 29\% | (71) | 13\% | (30) | 35\% | (85) | 23\% | (57) | 243 |

[^144]Table HR8_11: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
John Oliver, Last Week Tonight with John Oliver

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 21\% | (456) | 14\% | (308) | 37\% | (824) | 28\% | (610) | 2199 |
| Income: Under 50k | 18\% | (237) | 12\% | (161) | 38\% | (494) | 31\% | (405) | 1297 |
| Income: 50k-100k | 24\% | (148) | 16\% | (96) | 36\% | (219) | 25\% | (152) | 615 |
| Income: 100k+ | 25\% | (71) | 18\% | (52) | 39\% | (111) | 19\% | (53) | 287 |
| Ethnicity: White | 18\% | (317) | 15\% | (265) | 41\% | (701) | 25\% | (439) | 1722 |
| Ethnicity: Hispanic | 27\% | (94) | 14\% | (50) | 29\% | (102) | 30\% | (104) | 350 |
| Ethnicity: Afr. Am. | 34\% | (95) | 5\% | (14) | 23\% | (63) | 38\% | (103) | 274 |
| Ethnicity: Other | 22\% | (45) | 14\% | (29) | 30\% | (61) | 34\% | (68) | 203 |
| Relig: Protestant | 14\% | (77) | 16\% | (87) | 50\% | (268) | 20\% | (108) | 539 |
| Relig: Roman Catholic | 18\% | (77) | 17\% | (73) | 39\% | (170) | 26\% | (115) | 436 |
| Relig: Something Else | 19\% | (35) | 9\% | (18) | 35\% | (66) | 37\% | (68) | 187 |
| Relig: Jewish | 37\% | (20) | 8\% | (4) | 35\% | (19) | 20\% | (11) | 54 |
| Relig: Evangelical | 16\% | (133) | 14\% | (115) | 42\% | (340) | 27\% | (217) | 805 |
| Relig: Non-Evang. Catholics | 16\% | (57) | 17\% | (62) | 46\% | (164) | 21\% | (74) | 357 |
| Relig: All Christian | 16\% | (190) | 15\% | (178) | 43\% | (503) | 25\% | (291) | 1161 |
| Relig: All Non-Christian | 10\% | (23) | 13\% | (28) | 35\% | (78) | 42\% | (94) | 224 |
| Community: Urban | 24\% | (138) | 15\% | (84) | 33\% | (187) | 29\% | (165) | 575 |
| Community: Suburban | 24\% | (237) | 12\% | (123) | 36\% | (355) | 27\% | (267) | 982 |
| Community: Rural | 13\% | (81) | 16\% | (102) | 44\% | (282) | 28\% | (177) | 643 |
| Employ: Private Sector | 28\% | (182) | 17\% | (112) | 32\% | (212) | 24\% | (155) | 661 |
| Employ: Government | 23\% | (29) | 15\% | (19) | 32\% | (40) | 29\% | (36) | 124 |
| Employ: Self-Employed | 26\% | (50) | 17\% | (33) | 30\% | (59) | 27\% | (53) | 195 |
| Employ: Homemaker | 17\% | (28) | 12\% | (20) | 50\% | (86) | 21\% | (36) | 170 |
| Employ: Student | 45\% | (36) | 8\% | (6) | 19\% | (15) | 27\% | (21) | 79 |
| Employ: Retired | 14\% | (74) | 13\% | (67) | 48\% | (249) | 25\% | (132) | 523 |
| Employ: Unemployed | 12\% | (31) | 13\% | (33) | 38\% | (100) | 37\% | (98) | 262 |
| Employ: Other | 14\% | (26) | 10\% | (18) | 34\% | (62) | 42\% | (78) | 185 |
| Military HH: Yes | 23\% | (89) | 11\% | (40) | 43\% | (165) | 23\% | (90) | 384 |
| Military HH: No | 20\% | (368) | 15\% | (268) | 36\% | (659) | 29\% | (520) | 1815 |

[^145]Table HR8_11: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
John Oliver, Last Week Tonight with John Oliver

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $21 \%$ | (456) | 14\% | (308) | 37\% | (824) | 28\% | (610) | 2199 |
| RD/WT: Right Direction | $11 \%$ | (92) | 24\% | (196) | 40\% | (331) | 25\% | (207) | 826 |
| RD/WT: Wrong Track | 27\% | (365) | 8\% | (112) | 36\% | (493) | 29\% | (403) | 1373 |
| Trump Job Approve | 10\% | (83) | 23\% | (200) | 45\% | (391) | 23\% | (196) | 870 |
| Trump Job Disapprove | 30\% | (370) | 8\% | (99) | 34\% | (415) | 28\% | (343) | 1227 |
| Trump Job Strongly Approve | 9\% | (41) | 25\% | (111) | 44\% | (193) | 22\% | (95) | 440 |
| Trump Job Somewhat Approve | 10\% | (41) | 21\% | (88) | 46\% | (199) | 24\% | (101) | 429 |
| Trump Job Somewhat Disapprove | 16\% | (46) | 14\% | (42) | 41\% | (121) | 30\% | (88) | 297 |
| Trump Job Strongly Disapprove | 35\% | (324) | 6\% | (57) | 32\% | (294) | 27\% | (255) | 930 |
| Favorable of Trump | 9\% | (77) | 24\% | (207) | 43\% | (368) | 23\% | (195) | 847 |
| Unfavorable of Trump | 30\% | (366) | 8\% | (93) | 35\% | (426) | 27\% | (327) | 1212 |
| Very Favorable of Trump | 8\% | (37) | 26\% | (126) | 44\% | (211) | 22\% | (104) | 479 |
| Somewhat Favorable of Trump | $11 \%$ | (40) | 22\% | (81) | 43\% | (157) | 25\% | (91) | 368 |
| Somewhat Unfavorable of Trump | 14\% | (32) | 12\% | (28) | 46\% | (109) | 28\% | (67) | 236 |
| Very Unfavorable of Trump | 34\% | (334) | 7\% | (65) | 32\% | (317) | 27\% | (260) | 976 |
| \#1 Issue: Economy | 22\% | (123) | 15\% | (82) | 33\% | (186) | 30\% | (168) | 560 |
| \#1 Issue: Security | 7\% | (30) | 24\% | (105) | 47\% | (209) | 22\% | (97) | 441 |
| \#1 Issue: Health Care | 26\% | (94) | 12\% | (43) | 38\% | (140) | 25\% | (92) | 368 |
| \#1 Issue: Medicare / Social Security | 17\% | (61) | 11\% | (40) | 41\% | (145) | 31\% | (112) | 359 |
| \#1 Issue: Women's Issues | 35\% | (43) | 13\% | (16) | 29\% | (37) | 24\% | (30) | 126 |
| \#1 Issue: Education | 30\% | (46) | 6\% | (10) | 24\% | (36) | 40\% | (61) | 154 |
| \#1 Issue: Energy | 35\% | (35) | 7\% | (7) | 31\% | (31) | 27\% | (27) | 100 |
| \#1 Issue: Other | 25\% | (24) | 6\% | (6) | 43\% | (40) | 25\% | (23) | 93 |
| 2018 House Vote: Democrat | 37\% | (315) | 8\% | (66) | 30\% | (251) | 25\% | (208) | 839 |
| 2018 House Vote: Republican | 8\% | (49) | 26\% | (165) | 46\% | (296) | 21\% | (133) | 643 |
| 2018 House Vote: Someone else | $22 \%$ | (23) | 11\% | (12) | 35\% | (37) | 32\% | (34) | 105 |
| 2018 House Vote: Didnt Vote | $11 \%$ | (65) | 11\% | (65) | 40\% | (241) | 39\% | (235) | 605 |

[^146]Table HR8_11: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
John Oliver, Last Week Tonight with John Oliver

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $21 \%$ | (456) | 14\% | (308) | 37\% | (824) | 28\% | (610) | 2199 |
| 2016 Vote: Hillary Clinton | 37\% | (266) | 7\% | (53) | 30\% | (214) | 26\% | (185) | 719 |
| 2016 Vote: Donald Trump | 8\% | (54) | 26\% | (173) | 46\% | (305) | 20\% | (134) | 666 |
| 2016 Vote: Someone else | 26\% | (46) | 9\% | (16) | 40\% | (72) | 25\% | (44) | 178 |
| 2016 Vote: Didnt Vote | 14\% | (86) | 11\% | (66) | 37\% | (232) | 39\% | (245) | 629 |
| Voted in 2014: Yes | 24\% | (334) | 14\% | (190) | $39 \%$ | (529) | 23\% | (312) | 1366 |
| Voted in 2014: No | 15\% | (122) | 14\% | (118) | 35\% | (295) | 36\% | (298) | 833 |
| 2012 Vote: Barack Obama | $33 \%$ | (282) | 8\% | (71) | 31\% | (268) | 27\% | (233) | 854 |
| 2012 Vote: Mitt Romney | 8\% | (42) | 23\% | (113) | 52\% | (262) | 17\% | (84) | 501 |
| 2012 Vote: Other | 19\% | (17) | 15\% | (13) | 45\% | (39) | 21\% | (18) | 87 |
| 2012 Vote: Didn't Vote | 15\% | (116) | 15\% | (111) | 33\% | (251) | 37\% | (275) | 752 |
| 4-Region: Northeast | 20\% | (77) | 15\% | (59) | 40\% | (158) | 25\% | (99) | 394 |
| 4-Region: Midwest | 19\% | (87) | 15\% | (68) | 40\% | (186) | 26\% | (121) | 462 |
| 4-Region: South | 19\% | (158) | 14\% | (114) | 38\% | (314) | 29\% | (238) | 824 |
| 4-Region: West | 26\% | (135) | 13\% | (67) | 32\% | (166) | 29\% | (151) | 519 |
| TV shows: Every day | 24\% | (272) | 14\% | (157) | 38\% | (439) | 24\% | (280) | 1148 |
| TV shows: Several times per week | 23\% | (116) | 14\% | (69) | 37\% | (188) | 27\% | (138) | 512 |
| TV shows: About once per week | 17\% | (25) | 17\% | (24) | 47\% | (68) | 19\% | (27) | 144 |
| TV shows: Several times per month | 16\% | (16) | 17\% | (18) | 37\% | (37) | 30\% | (31) | 101 |
| TV shows: About once per month | 6\% | (3) | 15\% | (7) | 36\% | (17) | 44\% | (21) | 48 |
| TV shows: Less often than once per month | 9\% | (7) | 17\% | (13) | 24\% | (19) | 50\% | (39) | 78 |
| TV shows: Never | 10\% | (18) | 12\% | (20) | 34\% | (57) | 44\% | (74) | 169 |
| Movies: Every day | 23\% | (91) | 14\% | (55) | 35\% | (140) | 28\% | (113) | 399 |
| Movies: Several times per week | 26\% | (149) | 15\% | (86) | 36\% | (208) | 23\% | (131) | 574 |
| Movies: About once per week | 22\% | (82) | 17\% | (66) | 37\% | (143) | 24\% | (92) | 383 |
| Movies: Several times per month | 25\% | (68) | 15\% | (41) | 34\% | (92) | 26\% | (72) | 273 |
| Movies: About once per month | 17\% | (30) | 12\% | (21) | 40\% | (69) | 30\% | (52) | 173 |
| Movies: Less often than once per month | $11 \%$ | (21) | 10\% | (19) | 43\% | (86) | 37\% | (74) | 201 |
| Movies: Never | 8\% | (15) | 10\% | (20) | 44\% | (85) | $39 \%$ | (76) | 196 |

[^147]Table HR8_11: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
John Oliver, Last Week Tonight with John Oliver

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 21\% | (456) | 14\% | (308) | 37\% | (824) | 28\% | (610) | 2199 |
| Sports: Every day | 34\% | (54) | 23\% | (36) | 24\% | (38) | 19\% | (29) | 158 |
| Sports: Several times per week | 29\% | (95) | 17\% | (56) | 37\% | (122) | 18\% | (58) | 332 |
| Sports: About once per week | 24\% | (66) | 15\% | (41) | 37\% | (103) | 25\% | (70) | 279 |
| Sports: Several times per month | 17\% | (38) | 19\% | (42) | 39\% | (89) | 26\% | (59) | 228 |
| Sports: About once per month | 19\% | (34) | 13\% | (22) | 35\% | (61) | 33\% | (57) | 174 |
| Sports: Less often than once per month | 19\% | (69) | 13\% | (46) | 39\% | (141) | 30\% | (107) | 363 |
| Sports: Never | 15\% | (101) | 10\% | (65) | 41\% | (270) | 35\% | (230) | 666 |
| Cable: I currently subscribe | 23\% | (257) | 15\% | (170) | 36\% | (399) | 25\% | (282) | 1108 |
| Cable: I subscribed in the past | 22\% | (156) | 14\% | (102) | 39\% | (283) | 26\% | (185) | 727 |
| Cable: I have never subscribed | 12\% | (43) | 10\% | (37) | 39\% | (142) | 39\% | (143) | 365 |
| Satellite television: I currently subscribe | 19\% | (99) | 16\% | (85) | 39\% | (207) | 26\% | (135) | 526 |
| Satellite television: I subscribed in the past | 20\% | (118) | 16\% | (94) | 38\% | (227) | 26\% | (157) | 597 |
| Satellite television: I have never subscribed | 22\% | (239) | 12\% | (129) | 36\% | (391) | 30\% | (318) | 1076 |
| Streaming service: I currently subscribe | 27\% | (354) | 15\% | (192) | 35\% | (456) | 23\% | (300) | 1302 |
| Streaming service: I subscribed in the past | 18\% | (43) | 13\% | (31) | 33\% | (77) | 35\% | (83) | 234 |
| Streaming service: I have never subscribed | 9\% | (60) | 13\% | (85) | 44\% | (292) | 34\% | (227) | 663 |
| Film: An avid fan | 32\% | (248) | 14\% | (112) | 30\% | (238) | 23\% | (181) | 779 |
| Film: A casual fan | 16\% | (187) | 15\% | (174) | 41\% | (472) | 28\% | (320) | 1153 |
| Film: Not a fan | 8\% | (21) | 8\% | (22) | 43\% | (115) | 41\% | (109) | 267 |
| Television: An avid fan | 25\% | (289) | 15\% | (175) | 34\% | (389) | 26\% | (301) | 1154 |
| Television: A casual fan | 18\% | (159) | 13\% | (115) | 43\% | (391) | 27\% | (242) | 907 |
| Television: Not a fan | 6\% | (9) | 13\% | (18) | 32\% | (45) | 48\% | (67) | 139 |
| Music: An avid fan | 27\% | (310) | 15\% | (170) | 31\% | (357) | 27\% | (315) | 1152 |
| Music: A casual fan | 15\% | (138) | 13\% | (122) | 47\% | (426) | 24\% | (222) | 907 |
| Music: Not a fan | 6\% | (8) | 12\% | (17) | 30\% | (42) | 52\% | (73) | 140 |
| Fashion: An avid fan | 33\% | (113) | 18\% | (60) | 25\% | (84) | 25\% | (85) | 342 |
| Fashion: A casual fan | $21 \%$ | (181) | 13\% | (108) | 37\% | (322) | 29\% | (250) | 861 |
| Fashion: Not a fan | 16\% | (163) | $14 \%$ | (140) | 42\% | (419) | 28\% | (275) | 996 |

[^148]Table HR8_12: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Andy Cohen, Watch What Happens Live with Andy Cohen

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $14 \%$ | (312) | 18\% | (390) | $41 \%$ | (891) | 28\% | (606) | 2199 |
| Gender: Male | 16\% | (167) | 20\% | (212) | 38\% | (405) | 26\% | (278) | 1061 |
| Gender: Female | 13\% | (145) | 16\% | (178) | 43\% | (486) | 29\% | (328) | 1138 |
| Age: 18-29 | 20\% | (82) | 18\% | (75) | 28\% | (116) | 34\% | (138) | 411 |
| Age: 30-44 | 16\% | (94) | 20\% | (122) | $36 \%$ | (218) | 28\% | (166) | 600 |
| Age: 45-54 | $14 \%$ | (48) | $21 \%$ | (69) | 39\% | (131) | 26\% | (87) | 335 |
| Age: 55-64 | 13\% | (56) | 16\% | (65) | 46\% | (192) | 25\% | (104) | 417 |
| Age: 65+ | 7\% | (31) | $14 \%$ | (59) | 54\% | (234) | 26\% | (112) | 436 |
| Generation Z: 18-21 | $22 \%$ | (25) | 18\% | (21) | 16\% | (18) | 45\% | (52) | 116 |
| Millennial: Age 22-37 | 18\% | (116) | $21 \%$ | (136) | $34 \%$ | (223) | 28\% | (182) | 657 |
| Generation X: Age 38-53 | 15\% | (81) | 18\% | (101) | $39 \%$ | (212) | 28\% | (150) | 543 |
| Boomers: Age 54-72 | 11\% | (86) | 15\% | (119) | 48\% | (373) | 25\% | (194) | 772 |
| PID: Dem (no lean) | 24\% | (190) | 11\% | (88) | $38 \%$ | (308) | 27\% | (220) | 806 |
| PID: Ind (no lean) | 8\% | (60) | 18\% | (134) | 40\% | (301) | $34 \%$ | (259) | 754 |
| PID: Rep (no lean) | 10\% | (61) | 26\% | (168) | 44\% | (283) | 20\% | (127) | 639 |
| PID/Gender: Dem Men | 25\% | (99) | $14 \%$ | (57) | 33\% | (131) | 27\% | (108) | 395 |
| PID/Gender: Dem Women | $22 \%$ | (91) | 8\% | (32) | 43\% | (177) | 27\% | (111) | 411 |
| PID/Gender: Ind Men | 10\% | (33) | 19\% | (63) | 38\% | (125) | 32\% | (105) | 326 |
| PID/Gender: Ind Women | 6\% | (27) | 16\% | (70) | 41\% | (176) | 36\% | (155) | 427 |
| PID/Gender: Rep Men | 10\% | (34) | 27\% | (92) | 44\% | (149) | 19\% | (65) | 339 |
| PID/Gender: Rep Women | 9\% | (27) | 25\% | (76) | 45\% | (134) | 21\% | (62) | 300 |
| Ideo: Liberal (1-3) | 26\% | (172) | 10\% | (67) | 36\% | (239) | 29\% | (195) | 674 |
| Ideo: Moderate (4) | 12\% | (66) | 19\% | (104) | 38\% | (206) | $31 \%$ | (167) | 544 |
| Ideo: Conservative (5-7) | 9\% | (65) | 26\% | (183) | 47\% | (336) | 18\% | (128) | 712 |
| Educ: < College | 13\% | (194) | 18\% | (267) | 41\% | (618) | 29\% | (433) | 1512 |
| Educ: Bachelors degree | 18\% | (78) | 20\% | (90) | 39\% | (171) | 23\% | (104) | 444 |
| Educ: Post-grad | 16\% | (39) | 13\% | (33) | 42\% | (102) | 28\% | (69) | 243 |

[^149]Table HR8_12: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Andy Cohen, Watch What Happens Live with Andy Cohen

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 14\% | (312) | 18\% | (390) | 41\% | (891) | 28\% | (606) | 2199 |
| Income: Under 50k | 13\% | (175) | 16\% | (213) | 40\% | (522) | 30\% | (387) | 1297 |
| Income: 50k-100k | 16\% | (101) | 19\% | (118) | 40\% | (244) | 25\% | (152) | 615 |
| Income: 100k+ | 12\% | (35) | 20\% | (58) | 44\% | (126) | 23\% | (67) | 287 |
| Ethnicity: White | 11\% | (191) | 18\% | (310) | 45\% | (767) | 26\% | (454) | 1722 |
| Ethnicity: Hispanic | 22\% | (78) | 23\% | (80) | 30\% | (104) | 25\% | (87) | 350 |
| Ethnicity: Afr. Am. | 29\% | (79) | 14\% | (40) | 24\% | (67) | 32\% | (89) | 274 |
| Ethnicity: Other | 20\% | (42) | 20\% | (41) | 28\% | (57) | $31 \%$ | (64) | 203 |
| Relig: Protestant | 11\% | (61) | 20\% | (110) | 50\% | (269) | 18\% | (99) | 539 |
| Relig: Roman Catholic | 17\% | (73) | 19\% | (81) | 40\% | (175) | 24\% | (107) | 436 |
| Relig: Something Else | 16\% | (29) | 16\% | (30) | 36\% | (67) | 32\% | (60) | 187 |
| Relig: Jewish | 24\% | (13) | 10\% | (5) | 47\% | (25) | 19\% | (10) | 54 |
| Relig: Evangelical | 14\% | (109) | 18\% | (148) | 43\% | (343) | 25\% | (205) | 805 |
| Relig: Non-Evang. Catholics | 15\% | (55) | 20\% | (72) | 47\% | (169) | 17\% | (61) | 357 |
| Relig: All Christian | 14\% | (163) | 19\% | (220) | 44\% | (512) | 23\% | (266) | 1161 |
| Relig: All Non-Christian | 12\% | (28) | 14\% | (32) | 37\% | (83) | 36\% | (80) | 224 |
| Community: Urban | 19\% | (109) | 19\% | (109) | 37\% | (211) | 25\% | (146) | 575 |
| Community: Suburban | 15\% | (146) | 15\% | (151) | 40\% | (395) | 29\% | (289) | 982 |
| Community: Rural | 9\% | (57) | 20\% | (129) | 44\% | (286) | 27\% | (171) | 643 |
| Employ: Private Sector | 21\% | (136) | 22\% | (145) | 35\% | (228) | 23\% | (151) | 661 |
| Employ: Government | $11 \%$ | (14) | 27\% | (34) | 36\% | (44) | 26\% | (32) | 124 |
| Employ: Self-Employed | 13\% | (26) | 23\% | (45) | 38\% | (74) | 26\% | (51) | 195 |
| Employ: Homemaker | 11\% | (19) | 14\% | (23) | 51\% | (87) | 24\% | (41) | 170 |
| Employ: Student | 34\% | (27) | 15\% | (12) | 18\% | (14) | 33\% | (26) | 79 |
| Employ: Retired | 9\% | (47) | 14\% | (72) | 52\% | (273) | 25\% | (131) | 523 |
| Employ: Unemployed | 7\% | (18) | 13\% | (34) | 42\% | (109) | 39\% | (101) | 262 |
| Employ: Other | 13\% | (24) | 14\% | (25) | 33\% | (61) | 40\% | (74) | 185 |
| Military HH: Yes | 13\% | (49) | 14\% | (54) | 46\% | (175) | 27\% | (106) | 384 |
| Military HH: No | 14\% | (262) | 18\% | (336) | 39\% | (716) | 28\% | (501) | 1815 |

[^150]Table HR8_12: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Andy Cohen, Watch What Happens Live with Andy Cohen

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 14\% | (312) | 18\% | (390) | $41 \%$ | (891) | 28\% | (606) | 2199 |
| RD/WT: Right Direction | 12\% | (98) | 27\% | (224) | 38\% | (318) | 22\% | (186) | 826 |
| RD/WT: Wrong Track | 16\% | (214) | 12\% | (166) | 42\% | (573) | 31\% | (420) | 1373 |
| Trump Job Approve | 11\% | (92) | 27\% | (232) | 44\% | (386) | 18\% | (160) | 870 |
| Trump Job Disapprove | 18\% | (215) | 12\% | (148) | 40\% | (487) | 31\% | (377) | 1227 |
| Trump Job Strongly Approve | 11\% | (51) | 27\% | (119) | 43\% | (188) | 19\% | (83) | 440 |
| Trump Job Somewhat Approve | 10\% | (41) | 26\% | (113) | 46\% | (198) | 18\% | (77) | 429 |
| Trump Job Somewhat Disapprove | 14\% | (41) | $21 \%$ | (63) | 39\% | (116) | 26\% | (77) | 297 |
| Trump Job Strongly Disapprove | 19\% | (174) | 9\% | (85) | 40\% | (372) | 32\% | (300) | 930 |
| Favorable of Trump | 10\% | (85) | 28\% | (233) | 44\% | (370) | 19\% | (159) | 847 |
| Unfavorable of Trump | 18\% | (219) | 12\% | (145) | 41\% | (496) | 29\% | (352) | 1212 |
| Very Favorable of Trump | 10\% | (46) | 28\% | (134) | 43\% | (208) | 19\% | (91) | 479 |
| Somewhat Favorable of Trump | 10\% | (38) | 27\% | (99) | 44\% | (163) | 18\% | (68) | 368 |
| Somewhat Unfavorable of Trump | 10\% | (24) | 23\% | (53) | 42\% | (99) | 25\% | (59) | 236 |
| Very Unfavorable of Trump | 20\% | (195) | 9\% | (92) | 41\% | (396) | 30\% | (293) | 976 |
| \#1 Issue: Economy | 15\% | (85) | 16\% | (91) | 39\% | (220) | 29\% | (163) | 560 |
| \#1 Issue: Security | 7\% | (32) | 29\% | (128) | 44\% | (196) | 19\% | (85) | 441 |
| \#1 Issue: Health Care | 17\% | (62) | 14\% | (50) | 42\% | (154) | 27\% | (101) | 368 |
| \#1 Issue: Medicare / Social Security | 13\% | (46) | 14\% | (51) | 43\% | (153) | 30\% | (108) | 359 |
| \#1 Issue: Women's Issues | 26\% | (33) | 17\% | (21) | 37\% | (47) | 20\% | (25) | 126 |
| \#1 Issue: Education | 16\% | (25) | 17\% | (26) | 28\% | (44) | 39\% | (59) | 154 |
| \#1 Issue: Energy | 19\% | (19) | 13\% | (13) | 32\% | (32) | $36 \%$ | (36) | 100 |
| \#1 Issue: Other | 11\% | (11) | 9\% | (8) | 49\% | (45) | 31\% | (29) | 93 |
| 2018 House Vote: Democrat | 23\% | (194) | 11\% | (96) | 39\% | (329) | 26\% | (220) | 839 |
| 2018 House Vote: Republican | 10\% | (62) | 26\% | (170) | 46\% | (293) | 18\% | (118) | 643 |
| 2018 House Vote: Someone else | 7\% | (7) | 22\% | (23) | 41\% | (44) | 30\% | (31) | 105 |
| 2018 House Vote: Didnt Vote | 7\% | (43) | 17\% | (100) | 37\% | (225) | 39\% | (237) | 605 |

[^151]Table HR8_12: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Andy Cohen, Watch What Happens Live with Andy Cohen

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 14\% | (312) | 18\% | (390) | $41 \%$ | (891) | 28\% | (606) | 2199 |
| 2016 Vote: Hillary Clinton | 23\% | (169) | 10\% | (71) | 39\% | (277) | 28\% | (202) | 719 |
| 2016 Vote: Donald Trump | 10\% | (66) | 27\% | (182) | 45\% | (299) | 18\% | (119) | 666 |
| 2016 Vote: Someone else | 9\% | (16) | $21 \%$ | (37) | 46\% | (82) | 25\% | (44) | 178 |
| 2016 Vote: Didnt Vote | 9\% | (58) | 16\% | (101) | 37\% | (232) | 38\% | (239) | 629 |
| Voted in 2014: Yes | 16\% | (225) | 18\% | (244) | 43\% | (583) | 23\% | (314) | 1366 |
| Voted in 2014: No | 10\% | (86) | 17\% | (146) | 37\% | (309) | 35\% | (293) | 833 |
| 2012 Vote: Barack Obama | 22\% | (191) | 13\% | (109) | 38\% | (321) | 27\% | (233) | 854 |
| 2012 Vote: Mitt Romney | 6\% | (29) | 25\% | (125) | 52\% | (259) | 17\% | (87) | 501 |
| 2012 Vote: Other | 2\% | (2) | 19\% | (17) | $54 \%$ | (47) | 24\% | (21) | 87 |
| 2012 Vote: Didn't Vote | 12\% | (89) | 19\% | (139) | $34 \%$ | (259) | 35\% | (265) | 752 |
| 4-Region: Northeast | 14\% | (55) | 17\% | (67) | 42\% | (164) | 27\% | (108) | 394 |
| 4-Region: Midwest | 13\% | (60) | 18\% | (83) | 42\% | (196) | 27\% | (124) | 462 |
| 4-Region: South | 15\% | (122) | 16\% | (135) | 42\% | (347) | 27\% | (220) | 824 |
| 4-Region: West | 14\% | (74) | 20\% | (105) | $36 \%$ | (185) | 30\% | (154) | 519 |
| TV shows: Every day | 17\% | (195) | 18\% | (211) | $41 \%$ | (466) | 24\% | (276) | 1148 |
| TV shows: Several times per week | 14\% | (73) | 18\% | (93) | $41 \%$ | (208) | 27\% | (139) | 512 |
| TV shows: About once per week | 14\% | (21) | 23\% | (33) | 41\% | (58) | 22\% | (31) | 144 |
| TV shows: Several times per month | 9\% | (9) | 18\% | (19) | 43\% | (44) | 29\% | (30) | 101 |
| TV shows: About once per month | 3\% | (1) | 6\% | (3) | 41\% | (19) | 50\% | (24) | 48 |
| TV shows: Less often than once per month | 7\% | (6) | 14\% | (11) | $34 \%$ | (26) | 45\% | (35) | 78 |
| TV shows: Never | 3\% | (6) | 13\% | (21) | 42\% | (70) | 42\% | (71) | 169 |
| Movies: Every day | 23\% | (91) | 18\% | (73) | 35\% | (139) | 24\% | (96) | 399 |
| Movies: Several times per week | 16\% | (91) | 22\% | (128) | 37\% | (214) | 25\% | (142) | 574 |
| Movies: About once per week | 15\% | (56) | 19\% | (72) | 44\% | (167) | 23\% | (88) | 383 |
| Movies: Several times per month | 15\% | (40) | 18\% | (48) | 37\% | (102) | 30\% | (82) | 273 |
| Movies: About once per month | 7\% | (11) | 13\% | (23) | 46\% | (79) | $34 \%$ | (59) | 173 |
| Movies: Less often than once per month | 7\% | (15) | 13\% | (26) | 48\% | (96) | 32\% | (64) | 201 |
| Movies: Never | 4\% | (7) | 10\% | (21) | 48\% | (95) | 38\% | (74) | 196 |

[^152]Table HR8_12: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Andy Cohen, Watch What Happens Live with Andy Cohen

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $14 \%$ | (312) | 18\% | (390) | 41\% | (891) | 28\% | (606) | 2199 |
| Sports: Every day | $31 \%$ | (49) | 23\% | (36) | 25\% | (40) | 21\% | (33) | 158 |
| Sports: Several times per week | 18\% | (61) | 23\% | (75) | 40\% | (132) | 19\% | (64) | 332 |
| Sports: About once per week | 22\% | (60) | 23\% | (63) | 33\% | (93) | 22\% | (63) | 279 |
| Sports: Several times per month | 14\% | (31) | 19\% | (42) | 41\% | (93) | 27\% | (61) | 228 |
| Sports: About once per month | 12\% | (21) | 24\% | (41) | 41\% | (71) | 23\% | (41) | 174 |
| Sports: Less often than once per month | 11\% | (41) | 15\% | (54) | 43\% | (158) | 30\% | (110) | 363 |
| Sports: Never | 7\% | (48) | 12\% | (78) | 46\% | (305) | 35\% | (235) | 666 |
| Cable: I currently subscribe | 18\% | (201) | 19\% | (206) | 38\% | (419) | 25\% | (282) | 1108 |
| Cable: I subscribed in the past | 12\% | (88) | 19\% | (139) | 44\% | (319) | 25\% | (181) | 727 |
| Cable: I have never subscribed | 6\% | (23) | 12\% | (44) | 42\% | (154) | 39\% | (143) | 365 |
| Satellite television: I currently subscribe | 17\% | (91) | 19\% | (101) | 37\% | (195) | 26\% | (138) | 526 |
| Satellite television: I subscribed in the past | 16\% | (94) | 21\% | (123) | 40\% | (239) | 24\% | (142) | 597 |
| Satellite television: I have never subscribed | 12\% | (127) | 15\% | (166) | 43\% | (458) | 30\% | (326) | 1076 |
| Streaming service: I currently subscribe | 16\% | (213) | 19\% | (251) | 39\% | (513) | 25\% | (326) | 1302 |
| Streaming service: I subscribed in the past | 21\% | (50) | 18\% | (42) | 33\% | (78) | 28\% | (64) | 234 |
| Streaming service: I have never subscribed | 7\% | (49) | 15\% | (96) | 45\% | (301) | 33\% | (216) | 663 |
| Film: An avid fan | 23\% | (180) | 18\% | (142) | 34\% | (263) | 25\% | (194) | 779 |
| Film: A casual fan | 10\% | (116) | 19\% | (218) | 44\% | (505) | 27\% | (314) | 1153 |
| Film: Not a fan | 6\% | (16) | 11\% | (30) | 46\% | (123) | 37\% | (98) | 267 |
| Television: An avid fan | 20\% | (227) | 19\% | (222) | 37\% | (430) | 24\% | (274) | 1154 |
| Television: A casual fan | 9\% | (82) | 17\% | (154) | 45\% | (408) | 29\% | (262) | 907 |
| Television: Not a fan | 2\% | (2) | 10\% | (14) | 38\% | (53) | 50\% | (69) | 139 |
| Music: An avid fan | 20\% | (234) | 20\% | (230) | 34\% | (389) | 26\% | (299) | 1152 |
| Music: A casual fan | 8\% | (68) | 16\% | (148) | 50\% | (455) | 26\% | (236) | 907 |
| Music: Not a fan | 7\% | (10) | 8\% | (12) | 34\% | (47) | 51\% | (72) | 140 |
| Fashion: An avid fan | 39\% | (132) | 19\% | (64) | 20\% | (70) | 22\% | (76) | 342 |
| Fashion: A casual fan | 13\% | (113) | 18\% | (153) | 40\% | (344) | 29\% | (252) | 861 |
| Fashion: Not a fan | 7\% | (67) | 17\% | (173) | 48\% | (478) | 28\% | (278) | 996 |

[^153]Table HR8_13: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Busy Philipps, Busy Tonight

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | $\begin{gathered} \text { Don't know / No } \\ \text { opinion } \end{gathered}$ |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 9\% | (204) | 13\% | (296) | 43\% | (944) | $34 \%$ | (755) | 2199 |
| Gender: Male | 12\% | (123) | 16\% | (167) | 40\% | (422) | 33\% | (349) | 1061 |
| Gender: Female | 7\% | (82) | 11\% | (130) | 46\% | (521) | $36 \%$ | (406) | 1138 |
| Age: 18-29 | 12\% | (51) | 17\% | (68) | $32 \%$ | (133) | 39\% | (159) | 411 |
| Age: 30-44 | 12\% | (71) | 14\% | (84) | $38 \%$ | (228) | $36 \%$ | (217) | 600 |
| Age: 45-54 | 9\% | (30) | 15\% | (51) | 42\% | (141) | $34 \%$ | (112) | 335 |
| Age: 55-64 | 9\% | (38) | 10\% | (43) | 52\% | (217) | 29\% | (119) | 417 |
| Age: 65+ | 3\% | (15) | 11\% | (49) | 51\% | (224) | $34 \%$ | (148) | 436 |
| Generation Z: 18-21 | 13\% | (15) | 18\% | (21) | 20\% | (23) | 49\% | (57) | 116 |
| Millennial: Age 22-37 | 13\% | (85) | 16\% | (104) | 37\% | (243) | $34 \%$ | (226) | 657 |
| Generation X: Age 38-53 | 9\% | (49) | 13\% | (70) | 41\% | (224) | 37\% | (201) | 543 |
| Boomers: Age 54-72 | 7\% | (54) | 11\% | (87) | 51\% | (394) | $31 \%$ | (237) | 772 |
| PID: Dem (no lean) | 15\% | (122) | 8\% | (65) | 41\% | (333) | $36 \%$ | (287) | 806 |
| PID: Ind (no lean) | 6\% | (48) | 12\% | (92) | 42\% | (319) | 39\% | (294) | 754 |
| PID: Rep (no lean) | 5\% | (34) | 22\% | (139) | 46\% | (291) | 27\% | (174) | 639 |
| PID/Gender: Dem Men | 20\% | (79) | 9\% | (37) | 37\% | (148) | 33\% | (131) | 395 |
| PID/Gender: Dem Women | 10\% | (43) | 7\% | (27) | 45\% | (185) | 38\% | (156) | 411 |
| PID/Gender: Ind Men | 7\% | (24) | 15\% | (50) | 38\% | (124) | $39 \%$ | (128) | 326 |
| PID/Gender: Ind Women | 6\% | (24) | 10\% | (42) | 46\% | (195) | 39\% | (166) | 427 |
| PID/Gender: Rep Men | 6\% | (19) | 23\% | (79) | 44\% | (150) | 27\% | (90) | 339 |
| PID/Gender: Rep Women | 5\% | (15) | 20\% | (60) | 47\% | (141) | $28 \%$ | (84) | 300 |
| Ideo: Liberal (1-3) | 16\% | (109) | 7\% | (50) | 40\% | (273) | $36 \%$ | (242) | 674 |
| Ideo: Moderate (4) | 8\% | (41) | 13\% | (73) | 42\% | (228) | 37\% | (202) | 544 |
| Ideo: Conservative (5-7) | 7\% | (48) | 20\% | (145) | 47\% | (337) | 26\% | (182) | 712 |
| Educ: < College | 8\% | (126) | 13\% | (198) | 43\% | (650) | $36 \%$ | (538) | 1512 |
| Educ: Bachelors degree | 12\% | (52) | 16\% | (71) | 42\% | (189) | 30\% | (133) | 444 |
| Educ: Post-grad | 11\% | (26) | 11\% | (28) | 43\% | (105) | 35\% | (85) | 243 |

[^154]Table HR8_13: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Busy Philipps, Busy Tonight

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 9\% | (204) | 13\% | (296) | 43\% | (944) | 34\% | (755) | 2199 |
| Income: Under 50k | 9\% | (116) | 13\% | (164) | 42\% | (545) | 36\% | (471) | 1297 |
| Income: 50k-100k | 10\% | (62) | 16\% | (96) | 42\% | (257) | 32\% | (200) | 615 |
| Income: 100k+ | 9\% | (26) | 12\% | (35) | 49\% | (142) | 29\% | (85) | 287 |
| Ethnicity: White | 7\% | (122) | 14\% | (236) | 47\% | (809) | 32\% | (554) | 1722 |
| Ethnicity: Hispanic | 13\% | (46) | 14\% | (50) | 36\% | (125) | 37\% | (128) | 350 |
| Ethnicity: Afr. Am. | $21 \%$ | (57) | 10\% | (27) | 29\% | (79) | 41\% | (112) | 274 |
| Ethnicity: Other | 12\% | (25) | 16\% | (33) | 27\% | (56) | 44\% | (89) | 203 |
| Relig: Protestant | 7\% | (36) | 14\% | (75) | 54\% | (292) | 25\% | (136) | 539 |
| Relig: Roman Catholic | 13\% | (59) | 13\% | (58) | 41\% | (177) | 33\% | (142) | 436 |
| Relig: Something Else | 10\% | (18) | 10\% | (19) | 38\% | (71) | 43\% | (79) | 187 |
| Relig: Jewish | 8\% | (4) | 10\% | (5) | 50\% | (27) | 32\% | (17) | 54 |
| Relig: Evangelical | 10\% | (84) | 11\% | (90) | 45\% | (361) | 34\% | (270) | 805 |
| Relig: Non-Evang. Catholics | 8\% | (29) | 17\% | (62) | 50\% | (178) | 25\% | (88) | 357 |
| Relig: All Christian | 10\% | (113) | 13\% | (152) | 46\% | (539) | 31\% | (358) | 1161 |
| Relig: All Non-Christian | 8\% | (17) | 14\% | (31) | 38\% | (84) | 41\% | (91) | 224 |
| Community: Urban | 11\% | (66) | 14\% | (83) | 38\% | (220) | 36\% | (206) | 575 |
| Community: Suburban | 10\% | (97) | 12\% | (115) | 43\% | (422) | 35\% | (347) | 982 |
| Community: Rural | 6\% | (41) | 15\% | (98) | 47\% | (302) | $31 \%$ | (202) | 643 |
| Employ: Private Sector | 12\% | (79) | 16\% | (107) | 40\% | (265) | 32\% | (210) | 661 |
| Employ: Government | 10\% | (13) | 19\% | (23) | 39\% | (48) | 32\% | (40) | 124 |
| Employ: Self-Employed | 12\% | (23) | 18\% | (35) | 37\% | (72) | 34\% | (65) | 195 |
| Employ: Homemaker | 8\% | (14) | 9\% | (16) | 54\% | (93) | 28\% | (47) | 170 |
| Employ: Student | 27\% | (21) | 11\% | (9) | 27\% | (21) | 35\% | (27) | 79 |
| Employ: Retired | 6\% | (31) | 11\% | (57) | 52\% | (271) | $31 \%$ | (164) | 523 |
| Employ: Unemployed | 4\% | (11) | 11\% | (28) | 44\% | (115) | 41\% | (107) | 262 |
| Employ: Other | 6\% | (12) | 11\% | (20) | 32\% | (59) | 51\% | (94) | 185 |
| Military HH: Yes | 9\% | (33) | 12\% | (45) | 46\% | (176) | $34 \%$ | (131) | 384 |
| Military HH: No | 9\% | (172) | 14\% | (251) | 42\% | (768) | $34 \%$ | (624) | 1815 |

[^155]Table HR8_13: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Busy Philipps, Busy Tonight

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 9\% | (204) | 13\% | (296) | 43\% | (944) | $34 \%$ | (755) | 2199 |
| RD/WT: Right Direction | 9\% | (72) | 22\% | (185) | 40\% | (332) | 29\% | (237) | 826 |
| RD/WT: Wrong Track | 10\% | (132) | 8\% | (111) | 45\% | (612) | 38\% | (518) | 1373 |
| Trump Job Approve | 8\% | (68) | 22\% | (194) | 45\% | (390) | 25\% | (219) | 870 |
| Trump Job Disapprove | $11 \%$ | (132) | 8\% | (95) | 44\% | (536) | 38\% | (465) | 1227 |
| Trump Job Strongly Approve | 8\% | (36) | 23\% | (99) | 44\% | (194) | 25\% | (111) | 440 |
| Trump Job Somewhat Approve | 7\% | (32) | 22\% | (94) | 46\% | (196) | 25\% | (108) | 429 |
| Trump Job Somewhat Disapprove | 8\% | (24) | 13\% | (38) | 43\% | (128) | 36\% | (106) | 297 |
| Trump Job Strongly Disapprove | 12\% | (107) | 6\% | (57) | 44\% | (407) | 39\% | (359) | 930 |
| Favorable of Trump | 7\% | (61) | 22\% | (190) | 45\% | (381) | 25\% | (215) | 847 |
| Unfavorable of Trump | $11 \%$ | (134) | 8\% | (96) | 44\% | (531) | 37\% | (450) | 1212 |
| Very Favorable of Trump | 6\% | (29) | 24\% | (113) | 45\% | (214) | 26\% | (123) | 479 |
| Somewhat Favorable of Trump | 9\% | (32) | 21\% | (77) | 45\% | (167) | 25\% | (92) | 368 |
| Somewhat Unfavorable of Trump | 9\% | (20) | 10\% | (25) | 47\% | (110) | $34 \%$ | (81) | 236 |
| Very Unfavorable of Trump | 12\% | (114) | 7\% | (71) | 43\% | (422) | $38 \%$ | (369) | 976 |
| \#1 Issue: Economy | 10\% | (55) | 11\% | (63) | 44\% | (248) | 35\% | (194) | 560 |
| \#1 Issue: Security | 5\% | (21) | 23\% | (100) | 45\% | (197) | 28\% | (123) | 441 |
| \#1 Issue: Health Care | 12\% | (46) | 13\% | (48) | 42\% | (156) | 32\% | (118) | 368 |
| \#1 Issue: Medicare / Social Security | 7\% | (25) | 9\% | (34) | 46\% | (165) | 38\% | (135) | 359 |
| \#1 Issue: Women's Issues | 15\% | (19) | 14\% | (17) | 44\% | (56) | 27\% | (34) | 126 |
| \#1 Issue: Education | 12\% | (18) | 13\% | (21) | 28\% | (43) | 47\% | (72) | 154 |
| \#1 Issue: Energy | 16\% | (16) | 9\% | (9) | 36\% | (36) | 39\% | (38) | 100 |
| \#1 Issue: Other | 6\% | (6) | 4\% | (4) | 46\% | (42) | 44\% | (41) | 93 |
| 2018 House Vote: Democrat | 15\% | (122) | 10\% | (82) | 41\% | (345) | 35\% | (290) | 839 |
| 2018 House Vote: Republican | 6\% | (37) | 23\% | (146) | 47\% | (301) | 25\% | (159) | 643 |
| 2018 House Vote: Someone else | 5\% | (6) | 8\% | (9) | 52\% | (54) | 34\% | (36) | 105 |
| 2018 House Vote: Didnt Vote | 6\% | (33) | 10\% | (59) | 40\% | (244) | 45\% | (270) | 605 |

[^156]Table HR8_13: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Busy Philipps, Busy Tonight

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 9\% | (204) | 13\% | (296) | 43\% | (944) | 34\% | (755) | 2199 |
| 2016 Vote: Hillary Clinton | 15\% | (105) | 8\% | (58) | 42\% | (301) | 35\% | (255) | 719 |
| 2016 Vote: Donald Trump | 6\% | (37) | 24\% | (157) | 46\% | (305) | 25\% | (167) | 666 |
| 2016 Vote: Someone else | 8\% | (14) | 12\% | (21) | 46\% | (82) | 34\% | (60) | 178 |
| 2016 Vote: Didnt Vote | 7\% | (45) | 10\% | (60) | 40\% | (254) | 43\% | (271) | 629 |
| Voted in 2014: Yes | $11 \%$ | (148) | 14\% | (191) | 45\% | (609) | 31\% | (419) | 1366 |
| Voted in 2014: No | 7\% | (57) | 13\% | (105) | 40\% | (335) | 40\% | (336) | 833 |
| 2012 Vote: Barack Obama | 15\% | (130) | 9\% | (74) | 41\% | (347) | 36\% | (303) | 854 |
| 2012 Vote: Mitt Romney | 3\% | (17) | 21\% | (104) | 53\% | (267) | 22\% | (113) | 501 |
| 2012 Vote: Other | $2 \%$ | (2) | 14\% | (12) | 52\% | (45) | 32\% | (28) | 87 |
| 2012 Vote: Didn't Vote | 7\% | (55) | 14\% | (106) | 37\% | (280) | 41\% | (311) | 752 |
| 4-Region: Northeast | 9\% | (34) | 13\% | (52) | 45\% | (179) | 33\% | (129) | 394 |
| 4-Region: Midwest | 8\% | (37) | 14\% | (65) | 45\% | (210) | 33\% | (151) | 462 |
| 4-Region: South | 9\% | (76) | 13\% | (106) | 43\% | (354) | 35\% | (288) | 824 |
| 4-Region: West | 11\% | (57) | 14\% | (73) | 39\% | (201) | 36\% | (187) | 519 |
| TV shows: Every day | 10\% | (117) | 13\% | (153) | 45\% | (516) | 32\% | (362) | 1148 |
| TV shows: Several times per week | 10\% | (51) | 12\% | (60) | 42\% | (215) | 36\% | (186) | 512 |
| TV shows: About once per week | 10\% | (14) | 19\% | (27) | 45\% | (64) | 26\% | (38) | 144 |
| TV shows: Several times per month | 9\% | (9) | 21\% | (21) | 39\% | (39) | 32\% | (32) | 101 |
| TV shows: About once per month | 1\% | (1) | 8\% | (4) | 40\% | (19) | 51\% | (25) | 48 |
| TV shows: Less often than once per month | 4\% | (3) | 13\% | (10) | 33\% | (26) | 50\% | (39) | 78 |
| TV shows: Never | 5\% | (9) | 12\% | (21) | 38\% | (65) | 44\% | (74) | 169 |
| Movies: Every day | 16\% | (63) | 12\% | (47) | 39\% | (155) | 34\% | (134) | 399 |
| Movies: Several times per week | 9\% | (52) | 18\% | (104) | 41\% | (234) | 32\% | (184) | 574 |
| Movies: About once per week | 8\% | (31) | 14\% | (52) | 47\% | (179) | 32\% | (121) | 383 |
| Movies: Several times per month | 12\% | (32) | 16\% | (42) | 39\% | (108) | 33\% | (91) | 273 |
| Movies: About once per month | 6\% | (10) | 9\% | (15) | 47\% | (81) | 38\% | (66) | 173 |
| Movies: Less often than once per month | 5\% | (10) | 8\% | (16) | 48\% | (96) | 39\% | (78) | 201 |
| Movies: Never | 3\% | (5) | 10\% | (20) | 46\% | (91) | 41\% | (80) | 196 |

[^157]Table HR8_13: How do you feel when each of the following late-night talk show hosts discusses politics on their show?
Busy Philipps, Busy Tonight

| Demographic | I like it when they discuss politics. |  | I don't like it when they discuss politics. |  | I don't watch this show or clips of this show. |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 9\% | (204) | 13\% | (296) | 43\% | (944) | 34\% | (755) | 2199 |
| Sports: Every day | 24\% | (39) | 17\% | (27) | 35\% | (55) | 24\% | (37) | 158 |
| Sports: Several times per week | 12\% | (38) | 20\% | (68) | 42\% | (140) | 26\% | (86) | 332 |
| Sports: About once per week | 17\% | (47) | 16\% | (44) | 35\% | (97) | 32\% | (91) | 279 |
| Sports: Several times per month | 8\% | (18) | 15\% | (33) | 47\% | (107) | 30\% | (69) | 228 |
| Sports: About once per month | 6\% | (11) | 14\% | (24) | $41 \%$ | (72) | 39\% | (67) | 174 |
| Sports: Less often than once per month | 5\% | (18) | $11 \%$ | (38) | 47\% | (169) | 38\% | (137) | 363 |
| Sports: Never | 5\% | (32) | 9\% | (61) | 46\% | (304) | 40\% | (269) | 666 |
| Cable: I currently subscribe | 10\% | (115) | 15\% | (166) | 41\% | (456) | 34\% | (371) | 1108 |
| Cable: I subscribed in the past | 9\% | (67) | 12\% | (89) | 47\% | (341) | 32\% | (229) | 727 |
| Cable: I have never subscribed | 6\% | (22) | 11\% | (41) | 40\% | (146) | 42\% | (155) | 365 |
| Satellite television: I currently subscribe | 10\% | (55) | 15\% | (76) | 43\% | (224) | 32\% | (170) | 526 |
| Satellite television: I subscribed in the past | 10\% | (60) | 16\% | (98) | 43\% | (256) | $31 \%$ | (183) | 597 |
| Satellite television: I have never subscribed | 8\% | (89) | 11\% | (122) | 43\% | (463) | 37\% | (402) | 1076 |
| Streaming service: I currently subscribe | 11\% | (142) | 14\% | (186) | 42\% | (553) | $32 \%$ | (421) | 1302 |
| Streaming service: I subscribed in the past | 13\% | (30) | 13\% | (30) | 37\% | (87) | 37\% | (86) | 234 |
| Streaming service: I have never subscribed | 5\% | (32) | 12\% | (80) | 46\% | (304) | 37\% | (248) | 663 |
| Film: An avid fan | 16\% | (127) | 14\% | (110) | 38\% | (296) | $32 \%$ | (247) | 779 |
| Film: A casual fan | 6\% | (69) | 14\% | (160) | 46\% | (526) | 34\% | (397) | 1153 |
| Film: Not a fan | 3\% | (9) | 10\% | (26) | 46\% | (122) | 42\% | (111) | 267 |
| Television: An avid fan | 13\% | (153) | 14\% | (164) | 41\% | (469) | 32\% | (368) | 1154 |
| Television: A casual fan | 5\% | (48) | 13\% | (120) | 47\% | (425) | 35\% | (314) | 907 |
| Television: Not a fan | 2\% | (3) | 9\% | (12) | 36\% | (50) | 53\% | (74) | 139 |
| Music: An avid fan | 13\% | (155) | 15\% | (171) | 37\% | (430) | 34\% | (395) | 1152 |
| Music: A casual fan | 5\% | (44) | 12\% | (110) | 52\% | (471) | 31\% | (282) | 907 |
| Music: Not a fan | 4\% | (6) | 10\% | (14) | 31\% | (43) | 55\% | (77) | 140 |
| Fashion: An avid fan | 26\% | (90) | 17\% | (58) | 28\% | (96) | 29\% | (98) | 342 |
| Fashion: A casual fan | 9\% | (77) | 13\% | (108) | 43\% | (371) | 35\% | (305) | 861 |
| Fashion: Not a fan | 4\% | (37) | 13\% | (130) | 48\% | (476) | 35\% | (352) | 996 |

[^158]Table HR9: Generally, do you think late-night talk show hosts tend to lean more liberal or conservative, or do you think they have no political lean?

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 50\% | (1098) | 11\% | (244) | 12\% | (267) | 27\% | (590) | 2199 |
| Gender: Male | 55\% | (580) | 12\% | (132) | $12 \%$ | (132) | 21\% | (218) | 1061 |
| Gender: Female | 46\% | (518) | 10\% | (112) | 12\% | (135) | 33\% | (372) | 1138 |
| Age: 18-29 | 41\% | (170) | 16\% | (66) | 18\% | (72) | 25\% | (102) | 411 |
| Age: 30-44 | 47\% | (281) | 13\% | (75) | 13\% | (80) | 27\% | (164) | 600 |
| Age: 45-54 | 50\% | (167) | 11\% | (38) | 12\% | (39) | 27\% | (91) | 335 |
| Age: 55-64 | 52\% | (215) | 8\% | (34) | 12\% | (50) | 28\% | (117) | 417 |
| Age: 65+ | 61\% | (265) | 7\% | (30) | 6\% | (26) | 26\% | (116) | 436 |
| Generation Z: 18-21 | 36\% | (42) | 18\% | (21) | 19\% | (23) | 27\% | (31) | 116 |
| Millennial: Age 22-37 | 47\% | (307) | 15\% | (97) | 15\% | (96) | 24\% | (158) | 657 |
| Generation X: Age 38-53 | 46\% | (250) | 11\% | (61) | 13\% | (70) | 30\% | (162) | 543 |
| Boomers: Age 54-72 | 56\% | (432) | 7\% | (57) | 10\% | (76) | 27\% | (207) | 772 |
| PID: Dem (no lean) | 53\% | (428) | 9\% | (70) | 13\% | (105) | 25\% | (204) | 806 |
| PID: Ind (no lean) | 41\% | (306) | 7\% | (53) | 15\% | (113) | 37\% | (282) | 754 |
| PID: Rep (no lean) | 57\% | (365) | 19\% | (121) | 8\% | (49) | 16\% | (104) | 639 |
| PID/Gender: Dem Men | 55\% | (217) | 9\% | (36) | 16\% | (63) | 20\% | (79) | 395 |
| PID/Gender: Dem Women | $51 \%$ | (211) | 8\% | (33) | 10\% | (42) | 30\% | (124) | 411 |
| PID/Gender: Ind Men | 48\% | (155) | 8\% | (26) | 15\% | (50) | 29\% | (95) | 326 |
| PID/Gender: Ind Women | 35\% | (150) | 6\% | (27) | 15\% | (63) | 44\% | (187) | 427 |
| PID/Gender: Rep Men | 61\% | (208) | 20\% | (69) | 5\% | (19) | 13\% | (44) | 339 |
| PID/Gender: Rep Women | 52\% | (157) | 17\% | (52) | 10\% | (30) | 20\% | (61) | 300 |
| Ideo: Liberal (1-3) | 67\% | (454) | 6\% | (41) | 12\% | (80) | 15\% | (99) | 674 |
| Ideo: Moderate (4) | 37\% | (203) | 9\% | (52) | 20\% | (108) | 33\% | (182) | 544 |
| Ideo: Conservative (5-7) | 59\% | (420) | 20\% | (144) | 6\% | (41) | 15\% | (107) | 712 |
| Educ: < College | 43\% | (646) | 11\% | (168) | 13\% | (202) | 33\% | (496) | 1512 |
| Educ: Bachelors degree | 69\% | (305) | 11\% | (49) | 6\% | (26) | 15\% | (65) | 444 |
| Educ: Post-grad | 61\% | (148) | $11 \%$ | (27) | 16\% | (39) | 12\% | (29) | 243 |
| Income: Under 50k | 42\% | (547) | 10\% | (136) | 14\% | (178) | 34\% | (436) | 1297 |
| Income: 50k-100k | 58\% | (355) | 14\% | (86) | 10\% | (60) | 19\% | (114) | 615 |
| Income: 100k+ | 68\% | (196) | 8\% | (22) | 10\% | (29) | 14\% | (40) | 287 |

Continued on next page

Table HR9: Generally, do you think late-night talk show hosts tend to lean more liberal or conservative, or do you think they have no political lean?

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 50\% | (1098) | $11 \%$ | (244) | 12\% | (267) | 27\% | (590) | 2199 |
| Ethnicity: White | 53\% | (911) | $11 \%$ | (181) | 10\% | (173) | 27\% | (456) | 1722 |
| Ethnicity: Hispanic | 40\% | (141) | 8\% | (28) | 23\% | (80) | 29\% | (100) | 350 |
| Ethnicity: Afr. Am. | 39\% | (108) | 16\% | (43) | 16\% | (44) | 29\% | (80) | 274 |
| Ethnicity: Other | 39\% | (79) | 10\% | (20) | 25\% | (50) | 26\% | (53) | 203 |
| Relig: Protestant | 58\% | (315) | 13\% | (70) | 7\% | (40) | 21\% | (114) | 539 |
| Relig: Roman Catholic | 46\% | (200) | $12 \%$ | (51) | 16\% | (70) | 26\% | (114) | 436 |
| Relig: Something Else | 46\% | (85) | 14\% | (26) | $11 \%$ | (21) | 29\% | (54) | 187 |
| Relig: Jewish | 69\% | (37) | 9\% | (5) | 7\% | (4) | 16\% | (8) | 54 |
| Relig: Evangelical | $51 \%$ | (407) | 10\% | (83) | 12\% | (94) | 27\% | (220) | 805 |
| Relig: Non-Evang. Catholics | 54\% | (194) | 18\% | (64) | 10\% | (37) | 17\% | (62) | 357 |
| Relig: All Christian | 52\% | (601) | 13\% | (148) | $11 \%$ | (131) | 24\% | (282) | 1161 |
| Relig: All Non-Christian | 44\% | (98) | 10\% | (23) | $11 \%$ | (25) | 35\% | (78) | 224 |
| Community: Urban | 48\% | (276) | 10\% | (56) | 15\% | (87) | 27\% | (156) | 575 |
| Community: Suburban | 55\% | (535) | $11 \%$ | (112) | 10\% | (101) | 24\% | (233) | 982 |
| Community: Rural | 45\% | (287) | 12\% | (76) | 12\% | (78) | 31\% | (202) | 643 |
| Employ: Private Sector | 58\% | (386) | 12\% | (79) | 12\% | (80) | 18\% | (116) | 661 |
| Employ: Government | 43\% | (53) | 18\% | (23) | 15\% | (19) | 24\% | (30) | 124 |
| Employ: Self-Employed | 54\% | (106) | 10\% | (20) | $11 \%$ | (21) | 25\% | (48) | 195 |
| Employ: Homemaker | 45\% | (76) | 8\% | (14) | 13\% | (22) | $34 \%$ | (58) | 170 |
| Employ: Student | 40\% | (32) | 27\% | (22) | 10\% | (8) | 23\% | (18) | 79 |
| Employ: Retired | 58\% | (301) | 8\% | (39) | 9\% | (46) | 26\% | (137) | 523 |
| Employ: Unemployed | $32 \%$ | (82) | $11 \%$ | (29) | 18\% | (47) | 40\% | (103) | 262 |
| Employ: Other | $34 \%$ | (62) | 10\% | (19) | 13\% | (24) | 43\% | (80) | 185 |
| Military HH: Yes | 53\% | (202) | 8\% | (30) | 15\% | (58) | 25\% | (94) | 384 |
| Military HH: No | 49\% | (896) | 12\% | (214) | $11 \%$ | (209) | 27\% | (496) | 1815 |
| RD/WT: Right Direction | $52 \%$ | (431) | 16\% | (134) | 9\% | (71) | 23\% | (191) | 826 |
| RD/WT: Wrong Track | 49\% | (668) | 8\% | (111) | 14\% | (195) | 29\% | (399) | 1373 |
| Trump Job Approve | 55\% | (478) | 16\% | (136) | 8\% | (68) | 22\% | (188) | 870 |
| Trump Job Disapprove | 50\% | (611) | 8\% | (102) | 16\% | (192) | 26\% | (322) | 1227 |

[^159]Table HR9: Generally, do you think late-night talk show hosts tend to lean more liberal or conservative, or do you think they have no political lean?

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 50\% | (1098) | 11\% | (244) | 12\% | (267) | 27\% | (590) | 2199 |
| Trump Job Strongly Approve | 62\% | (274) | 15\% | (68) | 6\% | (27) | 16\% | (71) | 440 |
| Trump Job Somewhat Approve | 47\% | (204) | 16\% | (68) | 10\% | (41) | 27\% | (116) | 429 |
| Trump Job Somewhat Disapprove | 45\% | (134) | 13\% | (38) | 13\% | (39) | 29\% | (86) | 297 |
| Trump Job Strongly Disapprove | $51 \%$ | (477) | 7\% | (64) | 16\% | (153) | 25\% | (236) | 930 |
| Favorable of Trump | 57\% | (482) | 15\% | (131) | 7\% | (61) | 20\% | (173) | 847 |
| Unfavorable of Trump | 50\% | (604) | 8\% | (100) | 16\% | (190) | 26\% | (318) | 1212 |
| Very Favorable of Trump | 62\% | (299) | 14\% | (67) | 7\% | (35) | 16\% | (79) | 479 |
| Somewhat Favorable of Trump | 50\% | (183) | 17\% | (64) | 7\% | (27) | 26\% | (94) | 368 |
| Somewhat Unfavorable of Trump | 42\% | (100) | 14\% | (33) | 12\% | (29) | 31\% | (74) | 236 |
| Very Unfavorable of Trump | 52\% | (504) | 7\% | (67) | 17\% | (161) | 25\% | (244) | 976 |
| \#1 Issue: Economy | 49\% | (274) | 13\% | (75) | 14\% | (77) | 24\% | (134) | 560 |
| \#1 Issue: Security | 60\% | (265) | 14\% | (61) | 5\% | (22) | $21 \%$ | (93) | 441 |
| \#1 Issue: Health Care | 45\% | (167) | 9\% | (34) | 19\% | (72) | 26\% | (96) | 368 |
| \#1 Issue: Medicare / Social Security | 46\% | (165) | 9\% | (33) | 10\% | (37) | 35\% | (124) | 359 |
| \#1 Issue: Women's Issues | 50\% | (62) | 11\% | (13) | 10\% | (13) | 29\% | (37) | 126 |
| \#1 Issue: Education | 39\% | (59) | 9\% | (14) | 16\% | (25) | 37\% | (56) | 154 |
| \#1 Issue: Energy | 64\% | (63) | 5\% | (5) | 15\% | (15) | 16\% | (16) | 100 |
| \#1 Issue: Other | 46\% | (43) | 9\% | (8) | 7\% | (6) | 38\% | (35) | 93 |
| 2018 House Vote: Democrat | 56\% | (471) | 7\% | (61) | 15\% | (127) | 21\% | (180) | 839 |
| 2018 House Vote: Republican | 62\% | (400) | 18\% | (115) | 6\% | (41) | 14\% | (87) | 643 |
| 2018 House Vote: Someone else | 32\% | (34) | 5\% | (5) | 28\% | (29) | 35\% | (37) | 105 |
| 2018 House Vote: Didnt Vote | 32\% | (194) | 10\% | (58) | $11 \%$ | (70) | 47\% | (284) | 605 |
| 2016 Vote: Hillary Clinton | 55\% | (397) | 9\% | (62) | 14\% | (102) | 22\% | (159) | 719 |
| 2016 Vote: Donald Trump | $61 \%$ | (409) | 16\% | (109) | 7\% | (46) | 15\% | (103) | 666 |
| 2016 Vote: Someone else | $41 \%$ | (73) | 10\% | (18) | 23\% | (40) | 26\% | (47) | 178 |
| 2016 Vote: Didnt Vote | $34 \%$ | (216) | 9\% | (55) | 12\% | (77) | 44\% | (280) | 629 |
| Voted in 2014: Yes | 57\% | (776) | 12\% | (158) | 12\% | (157) | 20\% | (275) | 1366 |
| Voted in 2014: No | 39\% | (323) | 10\% | (86) | 13\% | (109) | 38\% | (315) | 833 |

Continued on next page

Table HR9: Generally, do you think late-night talk show hosts tend to lean more liberal or conservative, or do you think they have no political lean?

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 50\% | (1098) | $11 \%$ | (244) | 12\% | (267) | 27\% | (590) | 2199 |
| 2012 Vote: Barack Obama | 55\% | (469) | 9\% | (75) | 15\% | (127) | 22\% | (184) | 854 |
| 2012 Vote: Mitt Romney | 62\% | (312) | 17\% | (83) | 7\% | (37) | 14\% | (69) | 501 |
| 2012 Vote: Other | 55\% | (48) | 9\% | (8) | 7\% | (6) | 28\% | (25) | 87 |
| 2012 Vote: Didn't Vote | 36\% | (269) | 10\% | (78) | 13\% | (97) | $41 \%$ | (308) | 752 |
| 4-Region: Northeast | 49\% | (194) | 9\% | (34) | 13\% | (52) | 29\% | (113) | 394 |
| 4-Region: Midwest | 50\% | (232) | 14\% | (67) | 13\% | (60) | 23\% | (104) | 462 |
| 4-Region: South | 51\% | (417) | $11 \%$ | (92) | 10\% | (86) | 28\% | (229) | 824 |
| 4-Region: West | 49\% | (256) | 10\% | (51) | 13\% | (69) | 28\% | (144) | 519 |
| TV shows: Every day | 54\% | (619) | 10\% | (119) | 12\% | (134) | 24\% | (277) | 1148 |
| TV shows: Several times per week | 53\% | (271) | 13\% | (65) | $11 \%$ | (55) | 24\% | (121) | 512 |
| TV shows: About once per week | 41\% | (59) | 12\% | (18) | 21\% | (30) | 26\% | (37) | 144 |
| TV shows: Several times per month | 48\% | (48) | 20\% | (20) | 10\% | (10) | 23\% | (23) | 101 |
| TV shows: About once per month | $33 \%$ | (16) | 9\% | (4) | 16\% | (8) | 42\% | (20) | 48 |
| TV shows: Less often than once per month | 43\% | (34) | 7\% | (6) | 19\% | (15) | 30\% | (23) | 78 |
| TV shows: Never | 31\% | (53) | 7\% | (13) | 9\% | (15) | 52\% | (88) | 169 |
| Movies: Every day | 43\% | (172) | 16\% | (64) | 13\% | (53) | 28\% | (110) | 399 |
| Movies: Several times per week | 54\% | (313) | 9\% | (54) | 14\% | (82) | 22\% | (125) | 574 |
| Movies: About once per week | 58\% | (220) | 10\% | (39) | 12\% | (47) | 20\% | (76) | 383 |
| Movies: Several times per month | 56\% | (152) | 12\% | (32) | 10\% | (27) | 22\% | (61) | 273 |
| Movies: About once per month | 53\% | (91) | 8\% | (14) | 6\% | (11) | 33\% | (57) | 173 |
| Movies: Less often than once per month | 45\% | (90) | 12\% | (24) | 14\% | (28) | 29\% | (58) | 201 |
| Movies: Never | $31 \%$ | (60) | 8\% | (16) | $9 \%$ | (18) | 52\% | (101) | 196 |
| Sports: Every day | 47\% | (74) | 23\% | (37) | 17\% | (27) | 13\% | (20) | 158 |
| Sports: Several times per week | 57\% | (188) | 13\% | (44) | 12\% | (39) | 18\% | (61) | 332 |
| Sports: About once per week | 58\% | (161) | 14\% | (38) | 12\% | (35) | 16\% | (46) | 279 |
| Sports: Several times per month | 58\% | (133) | $11 \%$ | (25) | 10\% | (23) | $21 \%$ | (47) | 228 |
| Sports: About once per month | 44\% | (77) | $11 \%$ | (19) | 13\% | (22) | $32 \%$ | (56) | 174 |
| Sports: Less often than once per month | 55\% | (200) | 9\% | (34) | 11\% | (41) | $24 \%$ | (88) | 363 |
| Sports: Never | 40\% | (266) | 7\% | (47) | 12\% | (80) | $41 \%$ | (273) | 666 |

[^160]Table HR9: Generally, do you think late-night talk show hosts tend to lean more liberal or conservative, or do you think they have no political lean?

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 50\% | (1098) | 11\% | (244) | 12\% | (267) | 27\% | (590) | 2199 |
| Cable: I currently subscribe | 53\% | (585) | 12\% | (134) | 13\% | (148) | 22\% | (241) | 1108 |
| Cable: I subscribed in the past | $52 \%$ | (375) | 10\% | (75) | 9\% | (67) | 29\% | (210) | 727 |
| Cable: I have never subscribed | 38\% | (138) | 10\% | (35) | 14\% | (52) | 38\% | (140) | 365 |
| Satellite television: I currently subscribe | 49\% | (259) | 15\% | (77) | 11\% | (59) | 25\% | (130) | 526 |
| Satellite television: I subscribed in the past | 53\% | (318) | 10\% | (61) | 10\% | (62) | 26\% | (156) | 597 |
| Satellite television: I have never subscribed | 48\% | (522) | 10\% | (105) | 14\% | (146) | 28\% | (304) | 1076 |
| Streaming service: I currently subscribe | 55\% | (721) | 11\% | (144) | 13\% | (164) | 21\% | (273) | 1302 |
| Streaming service: I subscribed in the past | 39\% | (91) | 19\% | (45) | 13\% | (29) | 29\% | (68) | 234 |
| Streaming service: I have never subscribed | 43\% | (286) | 8\% | (54) | 11\% | (74) | 38\% | (249) | 663 |
| Film: An avid fan | 52\% | (406) | 14\% | (110) | 15\% | (115) | 19\% | (148) | 779 |
| Film: A casual fan | 52\% | (601) | 10\% | (110) | 11\% | (124) | 28\% | (318) | 1153 |
| Film: Not a fan | $34 \%$ | (91) | 9\% | (25) | 10\% | (28) | 46\% | (124) | 267 |
| Television: An avid fan | 52\% | (599) | 12\% | (136) | 12\% | (144) | 24\% | (275) | 1154 |
| Television: A casual fan | 50\% | (455) | 11\% | (96) | 12\% | (105) | 28\% | (250) | 907 |
| Television: Not a fan | $32 \%$ | (45) | 9\% | (12) | 13\% | (17) | 46\% | (65) | 139 |
| Music: An avid fan | 50\% | (581) | 12\% | (139) | 13\% | (153) | 24\% | (279) | 1152 |
| Music: A casual fan | 52\% | (471) | 10\% | (95) | 11\% | (102) | 26\% | (239) | 907 |
| Music: Not a fan | $33 \%$ | (46) | 7\% | (10) | 9\% | (12) | 51\% | (72) | 140 |
| Fashion: An avid fan | 46\% | (158) | 21\% | (70) | 15\% | (52) | 18\% | (62) | 342 |
| Fashion: A casual fan | 50\% | (430) | 9\% | (76) | 15\% | (128) | 26\% | (227) | 861 |
| Fashion: Not a fan | 51\% | (511) | 10\% | (97) | 9\% | (87) | 30\% | (301) | 996 |

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

Table HR10_1: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Jimmy Kimmel

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 42\% | (933) | 7\% | (148) | 8\% | (185) | 42\% | (933) | 2199 |
| Gender: Male | 48\% | (512) | 7\% | (73) | 10\% | (103) | 35\% | (373) | 1061 |
| Gender: Female | 37\% | (421) | 7\% | (75) | 7\% | (82) | 49\% | (560) | 1138 |
| Age: 18-29 | 32\% | (132) | 12\% | (49) | 10\% | (43) | 45\% | (187) | 411 |
| Age: 30-44 | 35\% | (209) | 10\% | (59) | 11\% | (65) | 45\% | (267) | 600 |
| Age: 45-54 | 43\% | (145) | 6\% | (18) | 6\% | (21) | 45\% | (151) | 335 |
| Age: 55-64 | 52\% | (215) | 3\% | (11) | 8\% | (32) | $38 \%$ | (159) | 417 |
| Age: 65+ | 53\% | (232) | 2\% | (10) | 6\% | (24) | 39\% | (170) | 436 |
| Generation Z: 18-21 | 23\% | (27) | 15\% | (17) | 12\% | (14) | 51\% | (59) | 116 |
| Millennial: Age 22-37 | 37\% | (240) | 11\% | (75) | 10\% | (65) | 42\% | (277) | 657 |
| Generation X: Age 38-53 | 37\% | (202) | 6\% | (35) | 9\% | (48) | 48\% | (259) | 543 |
| Boomers: Age 54-72 | 53\% | (406) | 2\% | (19) | 7\% | (53) | 38\% | (293) | 772 |
| PID: Dem (no lean) | 45\% | (366) | 6\% | (52) | 10\% | (80) | 38\% | (309) | 806 |
| PID: Ind (no lean) | 32\% | (242) | 7\% | (49) | 8\% | (61) | 53\% | (400) | 754 |
| PID: Rep (no lean) | 51\% | (325) | 7\% | (46) | 7\% | (44) | 35\% | (224) | 639 |
| PID/Gender: Dem Men | 49\% | (193) | 5\% | (18) | 13\% | (52) | 33\% | (132) | 395 |
| PID/Gender: Dem Women | 42\% | (173) | 8\% | (34) | 7\% | (28) | 43\% | (176) | 411 |
| PID/Gender: Ind Men | 38\% | (125) | 7\% | (24) | 8\% | (26) | 46\% | (151) | 326 |
| PID/Gender: Ind Women | 27\% | (117) | 6\% | (25) | 8\% | (35) | 58\% | (250) | 427 |
| PID/Gender: Rep Men | 57\% | (194) | 9\% | (31) | 7\% | (24) | 26\% | (90) | 339 |
| PID/Gender: Rep Women | 44\% | (131) | 5\% | (15) | 6\% | (19) | 45\% | (135) | 300 |
| Ideo: Liberal (1-3) | 53\% | (358) | 7\% | (46) | 8\% | (53) | $32 \%$ | (217) | 674 |
| Ideo: Moderate (4) | 35\% | (190) | 8\% | (45) | 13\% | (70) | 44\% | (240) | 544 |
| Ideo: Conservative (5-7) | 53\% | (374) | 7\% | (47) | 6\% | (43) | 35\% | (248) | 712 |
| Educ: < College | 37\% | (554) | 7\% | (111) | 8\% | (128) | 48\% | (718) | 1512 |
| Educ: Bachelors degree | 57\% | (252) | 5\% | (24) | 8\% | (35) | 30\% | (134) | 444 |
| Educ: Post-grad | 53\% | (128) | 5\% | (13) | 9\% | (22) | 33\% | (81) | 243 |

[^161]Table HR10_1: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Jimmy Kimmel

| Demographic |  |  |  |  | Don't know / No |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| opinion |  |  |  |  |  |

Continued on next page

Table HR10_1: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Jimmy Kimmel

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 42\% | (933) | 7\% | (148) | 8\% | (185) | 42\% | (933) | 2199 |
| RD/WT: Right Direction | 45\% | (375) | 7\% | (56) | 9\% | (71) | 39\% | (323) | 826 |
| RD/WT: Wrong Track | 41\% | (558) | 7\% | (92) | 8\% | (114) | 44\% | (610) | 1373 |
| Trump Job Approve | 49\% | (425) | 7\% | (64) | 8\% | (67) | 36\% | (314) | 870 |
| Trump Job Disapprove | 41\% | (500) | 7\% | (81) | 9\% | (111) | 44\% | (535) | 1227 |
| Trump Job Strongly Approve | 55\% | (243) | 7\% | (30) | 7\% | (30) | $31 \%$ | (138) | 440 |
| Trump Job Somewhat Approve | 42\% | (182) | 8\% | (35) | 9\% | (37) | 41\% | (176) | 429 |
| Trump Job Somewhat Disapprove | 35\% | (105) | 10\% | (29) | 6\% | (18) | 49\% | (145) | 297 |
| Trump Job Strongly Disapprove | 43\% | (395) | 6\% | (52) | 10\% | (93) | 42\% | (390) | 930 |
| Favorable of Trump | $51 \%$ | (432) | 7\% | (56) | 7\% | (60) | 35\% | (299) | 847 |
| Unfavorable of Trump | 41\% | (492) | 7\% | (89) | 10\% | (116) | 43\% | (516) | 1212 |
| Very Favorable of Trump | 55\% | (264) | 5\% | (23) | 6\% | (31) | $34 \%$ | (161) | 479 |
| Somewhat Favorable of Trump | 45\% | (167) | 9\% | (33) | 8\% | (30) | 37\% | (138) | 368 |
| Somewhat Unfavorable of Trump | $31 \%$ | (73) | 10\% | (23) | 9\% | (20) | 51\% | (119) | 236 |
| Very Unfavorable of Trump | 43\% | (418) | 7\% | (65) | 10\% | (96) | 41\% | (396) | 976 |
| \#1 Issue: Economy | 45\% | (254) | 6\% | (33) | 8\% | (45) | 41\% | (228) | 560 |
| \#1 Issue: Security | 52\% | (227) | 6\% | (28) | 5\% | (24) | 37\% | (162) | 441 |
| \#1 Issue: Health Care | 40\% | (148) | 6\% | (22) | 15\% | (54) | 39\% | (145) | 368 |
| \#1 Issue: Medicare / Social Security | 39\% | (140) | 7\% | (25) | 8\% | (30) | 46\% | (164) | 359 |
| \#1 Issue: Women's Issues | 30\% | (37) | 7\% | (9) | 10\% | (13) | 53\% | (67) | 126 |
| \#1 Issue: Education | 28\% | (43) | 10\% | (15) | 7\% | (10) | 56\% | (85) | 154 |
| \#1 Issue: Energy | 49\% | (49) | 11\% | (11) | 7\% | (7) | 33\% | (32) | 100 |
| \#1 Issue: Other | 38\% | (35) | 7\% | (6) | 2\% | (2) | 53\% | (49) | 93 |
| 2018 House Vote: Democrat | 49\% | (415) | 7\% | (58) | 9\% | (72) | 35\% | (294) | 839 |
| 2018 House Vote: Republican | 55\% | (353) | 6\% | (39) | 6\% | (41) | 33\% | (210) | 643 |
| 2018 House Vote: Someone else | 30\% | (31) | 10\% | (11) | 16\% | (17) | 44\% | (46) | 105 |
| 2018 House Vote: Didnt Vote | 22\% | (134) | 6\% | (37) | 9\% | (54) | 63\% | (381) | 605 |

[^162]Table HR10_1: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Jimmy Kimmel

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 42\% | (933) | 7\% | (148) | 8\% | (185) | 42\% | (933) | 2199 |
| 2016 Vote: Hillary Clinton | 49\% | (350) | 6\% | (45) | 9\% | (62) | 36\% | (262) | 719 |
| 2016 Vote: Donald Trump | 54\% | (363) | 7\% | (47) | 6\% | (39) | 33\% | (218) | 666 |
| 2016 Vote: Someone else | 34\% | (61) | 11\% | (20) | 16\% | (28) | 39\% | (70) | 178 |
| 2016 Vote: Didnt Vote | 25\% | (157) | 6\% | (35) | 9\% | (56) | 61\% | (382) | 629 |
| Voted in 2014: Yes | 50\% | (688) | 7\% | (102) | 8\% | (112) | 34\% | (463) | 1366 |
| Voted in 2014: No | 29\% | (245) | 5\% | (46) | 9\% | (73) | 56\% | (470) | 833 |
| 2012 Vote: Barack Obama | 46\% | (389) | 8\% | (72) | $11 \%$ | (92) | 35\% | (301) | 854 |
| 2012 Vote: Mitt Romney | 58\% | (290) | 5\% | (25) | 6\% | (31) | $31 \%$ | (155) | 501 |
| 2012 Vote: Other | 41\% | (35) | 7\% | (6) | $4 \%$ | (4) | 48\% | (42) | 87 |
| 2012 Vote: Didn't Vote | 29\% | (218) | 6\% | (44) | 8\% | (58) | 57\% | (432) | 752 |
| 4-Region: Northeast | 44\% | (173) | 6\% | (23) | 8\% | (32) | 42\% | (166) | 394 |
| 4-Region: Midwest | 46\% | (212) | 6\% | (28) | 6\% | (29) | 42\% | (193) | 462 |
| 4-Region: South | 41\% | (338) | 6\% | (53) | 8\% | (70) | 44\% | (363) | 824 |
| 4-Region: West | 40\% | (210) | 8\% | (43) | $11 \%$ | (55) | 41\% | (211) | 519 |
| TV shows: Every day | 48\% | (546) | 6\% | (67) | 9\% | (98) | 38\% | (436) | 1148 |
| TV shows: Several times per week | 43\% | (219) | 8\% | (39) | 9\% | (45) | 41\% | (209) | 512 |
| TV shows: About once per week | 37\% | (54) | 13\% | (19) | 9\% | (12) | 41\% | (58) | 144 |
| TV shows: Several times per month | 42\% | (42) | $4 \%$ | (4) | 14\% | (14) | 40\% | (41) | 101 |
| TV shows: About once per month | 23\% | (11) | 2\% | (1) | 13\% | (6) | 63\% | (30) | 48 |
| TV shows: Less often than once per month | 33\% | (25) | 10\% | (8) | 3\% | (2) | 54\% | (42) | 78 |
| TV shows: Never | 21\% | (35) | 6\% | (10) | $4 \%$ | (7) | 69\% | (116) | 169 |
| Movies: Every day | $38 \%$ | (152) | 8\% | (32) | 10\% | (41) | 44\% | (174) | 399 |
| Movies: Several times per week | 49\% | (279) | 9\% | (50) | 9\% | (53) | 33\% | (192) | 574 |
| Movies: About once per week | 47\% | (181) | 6\% | (24) | 9\% | (33) | 38\% | (145) | 383 |
| Movies: Several times per month | 49\% | (134) | 6\% | (16) | 6\% | (17) | 39\% | (107) | 273 |
| Movies: About once per month | 43\% | (75) | 5\% | (9) | 7\% | (12) | 44\% | (76) | 173 |
| Movies: Less often than once per month | 32\% | (64) | 3\% | (7) | 8\% | (16) | 57\% | (114) | 201 |
| Movies: Never | 25\% | (49) | 5\% | (10) | 6\% | (13) | 64\% | (125) | 196 |

Continued on next page

Table HR10_1: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Jimmy Kimmel

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 42\% | (933) | 7\% | (148) | 8\% | (185) | 42\% | (933) | 2199 |
| Sports: Every day | 46\% | (73) | 14\% | (21) | 12\% | (19) | 28\% | (44) | 158 |
| Sports: Several times per week | 53\% | (177) | 5\% | (15) | 12\% | (40) | 30\% | (100) | 332 |
| Sports: About once per week | 42\% | (119) | 11\% | (30) | 10\% | (29) | 36\% | (102) | 279 |
| Sports: Several times per month | $52 \%$ | (119) | 9\% | (20) | 5\% | (12) | 34\% | (76) | 228 |
| Sports: About once per month | 38\% | (67) | 11\% | (19) | 13\% | (23) | 38\% | (66) | 174 |
| Sports: Less often than once per month | 49\% | (177) | 5\% | (17) | 6\% | (23) | 40\% | (147) | 363 |
| Sports: Never | 30\% | (202) | 4\% | (26) | 6\% | (39) | 60\% | (398) | 666 |
| Cable: I currently subscribe | 46\% | (515) | 7\% | (75) | 9\% | (104) | 37\% | (414) | 1108 |
| Cable: I subscribed in the past | 43\% | (310) | 8\% | (57) | 8\% | (59) | 41\% | (301) | 727 |
| Cable: I have never subscribed | 30\% | (108) | 4\% | (16) | 6\% | (22) | 60\% | (219) | 365 |
| Satellite television: I currently subscribe | 46\% | (241) | 7\% | (38) | 8\% | (44) | 38\% | (202) | 526 |
| Satellite television: I subscribed in the past | 43\% | (256) | 9\% | (54) | 7\% | (44) | 41\% | (243) | 597 |
| Satellite television: I have never subscribed | 41\% | (436) | 5\% | (56) | 9\% | (97) | 45\% | (488) | 1076 |
| Streaming service: I currently subscribe | 47\% | (616) | 7\% | (89) | 9\% | (122) | 36\% | (475) | 1302 |
| Streaming service: I subscribed in the past | 36\% | (83) | 10\% | (24) | 12\% | (27) | 42\% | (99) | 234 |
| Streaming service: I have never subscribed | 35\% | (234) | 5\% | (35) | 5\% | (35) | 54\% | (359) | 663 |
| Film: An avid fan | 47\% | (366) | 8\% | (65) | 10\% | (77) | 35\% | (272) | 779 |
| Film: A casual fan | 42\% | (484) | 6\% | (70) | 8\% | (97) | 43\% | (501) | 1153 |
| Film: Not a fan | $31 \%$ | (83) | 5\% | (12) | 4\% | (11) | 60\% | (161) | 267 |
| Television: An avid fan | 46\% | (536) | 7\% | (78) | 9\% | (106) | 38\% | (433) | 1154 |
| Television: A casual fan | 41\% | (368) | 7\% | (61) | 8\% | (74) | 44\% | (403) | 907 |
| Television: Not a fan | 21\% | (30) | 6\% | (9) | 3\% | (4) | 69\% | (96) | 139 |
| Music: An avid fan | 43\% | (500) | 10\% | (113) | 8\% | (98) | 38\% | (440) | 1152 |
| Music: A casual fan | 45\% | (407) | 3\% | (31) | 8\% | (77) | 43\% | (392) | 907 |
| Music: Not a fan | 18\% | (26) | 3\% | (4) | 7\% | (10) | 72\% | (101) | 140 |
| Fashion: An avid fan | 44\% | (150) | 15\% | (50) | 11\% | (37) | $31 \%$ | (106) | 342 |
| Fashion: A casual fan | 42\% | (359) | 6\% | (50) | 10\% | (84) | 43\% | (367) | 861 |
| Fashion: Not a fan | 43\% | (424) | 5\% | (48) | 6\% | (64) | 46\% | (460) | 996 |

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

Table HR10_2: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Stephen Colbert

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 42\% | (931) | 7\% | (150) | 6\% | (142) | 44\% | (976) | 2199 |
| Gender: Male | $51 \%$ | (545) | 8\% | (81) | 7\% | (74) | $34 \%$ | (361) | 1061 |
| Gender: Female | $34 \%$ | (386) | 6\% | (69) | 6\% | (68) | 54\% | (615) | 1138 |
| Age: 18-29 | 28\% | (117) | 12\% | (48) | 8\% | (31) | $52 \%$ | (215) | 411 |
| Age: 30-44 | 35\% | (209) | 10\% | (59) | 10\% | (58) | 46\% | (274) | 600 |
| Age: 45-54 | 45\% | (150) | 5\% | (17) | 4\% | (14) | 46\% | (153) | 335 |
| Age: 55-64 | 53\% | (221) | 3\% | (13) | 5\% | (21) | 39\% | (162) | 417 |
| Age: 65+ | 54\% | (234) | 3\% | (14) | $4 \%$ | (17) | $39 \%$ | (171) | 436 |
| Generation Z: 18-21 | 22\% | (25) | 9\% | (11) | 5\% | (6) | 64\% | (75) | 116 |
| Millennial: Age 22-37 | 35\% | (232) | $11 \%$ | (74) | 8\% | (52) | $46 \%$ | (299) | 657 |
| Generation X: Age 38-53 | 37\% | (204) | 7\% | (38) | 8\% | (44) | 48\% | (258) | 543 |
| Boomers: Age 54-72 | 54\% | (416) | 3\% | (25) | 5\% | (35) | $38 \%$ | (296) | 772 |
| PID: Dem (no lean) | 46\% | (370) | 7\% | (59) | 8\% | (68) | $38 \%$ | (309) | 806 |
| PID: Ind (no lean) | $34 \%$ | (258) | 6\% | (49) | 6\% | (43) | 54\% | (404) | 754 |
| PID: Rep (no lean) | 48\% | (304) | 7\% | (42) | 5\% | (31) | 41\% | (263) | 639 |
| PID/Gender: Dem Men | 54\% | (212) | 8\% | (30) | 11\% | (44) | 28\% | (110) | 395 |
| PID/Gender: Dem Women | 38\% | (158) | 7\% | (29) | 6\% | (24) | 48\% | (199) | 411 |
| PID/Gender: Ind Men | 43\% | (140) | 8\% | (26) | 4\% | (14) | 45\% | (146) | 326 |
| PID/Gender: Ind Women | 27\% | (117) | 5\% | (23) | 7\% | (29) | 60\% | (258) | 427 |
| PID/Gender: Rep Men | 57\% | (193) | 7\% | (25) | 5\% | (16) | $31 \%$ | (105) | 339 |
| PID/Gender: Rep Women | 37\% | (111) | 6\% | (17) | 5\% | (14) | 53\% | (158) | 300 |
| Ideo: Liberal (1-3) | 55\% | (372) | 10\% | (66) | 6\% | (39) | 29\% | (197) | 674 |
| Ideo: Moderate (4) | 35\% | (191) | 8\% | (43) | 10\% | (57) | 47\% | (253) | 544 |
| Ideo: Conservative (5-7) | 51\% | (360) | 5\% | (33) | 4\% | (32) | 40\% | (288) | 712 |
| Educ: < College | $34 \%$ | (513) | 7\% | (111) | 7\% | (107) | $52 \%$ | (781) | 1512 |
| Educ: Bachelors degree | 62\% | (276) | 6\% | (24) | 4\% | (17) | 29\% | (127) | 444 |
| Educ: Post-grad | 59\% | (143) | 6\% | (15) | 7\% | (18) | 28\% | (68) | 243 |

[^163]Table HR10_2: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Stephen Colbert

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 42\% | (931) | 7\% | (150) | 6\% | (142) | 44\% | (976) | 2199 |
| Income: Under 50k | 36\% | (460) | 7\% | (88) | 7\% | (88) | 51\% | (661) | 1297 |
| Income: 50k-100k | 49\% | (300) | 8\% | (48) | 7\% | (44) | 36\% | (224) | 615 |
| Income: 100k+ | 60\% | (171) | 5\% | (15) | 3\% | (10) | 32\% | (91) | 287 |
| Ethnicity: White | 46\% | (788) | 4\% | (72) | 5\% | (90) | 45\% | (773) | 1722 |
| Ethnicity: Hispanic | 39\% | (136) | 8\% | (27) | 11\% | (38) | 43\% | (149) | 350 |
| Ethnicity: Afr. Am. | 30\% | (83) | 18\% | (48) | 8\% | (23) | 44\% | (120) | 274 |
| Ethnicity: Other | 30\% | (61) | 15\% | (30) | 14\% | (29) | 41\% | (83) | 203 |
| Relig: Protestant | 50\% | (270) | 5\% | (26) | 6\% | (32) | 39\% | (212) | 539 |
| Relig: Roman Catholic | 43\% | (188) | 9\% | (38) | 8\% | (33) | 41\% | (177) | 436 |
| Relig: Something Else | 38\% | (70) | 7\% | (14) | 6\% | (11) | 49\% | (92) | 187 |
| Relig: Jewish | 60\% | (32) | 9\% | (5) | 2\% | (1) | 29\% | (16) | 54 |
| Relig: Evangelical | 46\% | (370) | 5\% | (44) | 7\% | (53) | 42\% | (338) | 805 |
| Relig: Non-Evang. Catholics | 44\% | (157) | 10\% | (34) | 6\% | (23) | 40\% | (143) | 357 |
| Relig: All Christian | 45\% | (527) | 7\% | (78) | 6\% | (75) | 41\% | (481) | 1161 |
| Relig: All Non-Christian | 29\% | (64) | 7\% | (16) | 5\% | (12) | 59\% | (132) | 224 |
| Community: Urban | 39\% | (226) | 12\% | (68) | 8\% | (44) | 41\% | (237) | 575 |
| Community: Suburban | 49\% | (478) | 6\% | (55) | 6\% | (56) | 40\% | (393) | 982 |
| Community: Rural | 35\% | (228) | 4\% | (27) | 6\% | (41) | 54\% | (346) | 643 |
| Employ: Private Sector | $51 \%$ | (336) | 7\% | (49) | 6\% | (37) | 36\% | (238) | 661 |
| Employ: Government | 37\% | (45) | 10\% | (12) | 11\% | (13) | 43\% | (53) | 124 |
| Employ: Self-Employed | 40\% | (79) | 11\% | (22) | 9\% | (18) | 39\% | (77) | 195 |
| Employ: Homemaker | 32\% | (55) | 8\% | (14) | 8\% | (14) | 51\% | (87) | 170 |
| Employ: Student | 29\% | (23) | 12\% | (9) | 6\% | (5) | 53\% | (42) | 79 |
| Employ: Retired | 52\% | (272) | 4\% | (21) | $4 \%$ | (23) | 40\% | (207) | 523 |
| Employ: Unemployed | 26\% | (69) | 5\% | (14) | 6\% | (17) | 62\% | (162) | 262 |
| Employ: Other | 28\% | (51) | 5\% | (10) | 8\% | (14) | 59\% | (109) | 185 |
| Military HH: Yes | 44\% | (168) | 6\% | (23) | 8\% | (31) | 42\% | (162) | 384 |
| Military HH: No | 42\% | (763) | 7\% | (127) | 6\% | (110) | 45\% | (814) | 1815 |

Continued on next page

Table HR10_2: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Stephen Colbert

| Demographic | More liberal |  |  |  |  |  | More conservative | No political lean |
| :--- | :---: | ---: | :---: | ---: | ---: | ---: | ---: | ---: |

[^164]Table HR10_2: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Stephen Colbert

| Demographic | More liberal |  |  |  |  |  | More conservative | No political lean |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

Continued on next page

Table HR10_2: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Stephen Colbert

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 42\% | (931) | 7\% | (150) | 6\% | (142) | 44\% | (976) | 2199 |
| Sports: Every day | 45\% | (72) | 16\% | (24) | 4\% | (7) | 35\% | (55) | 158 |
| Sports: Several times per week | 53\% | (176) | 7\% | (23) | 11\% | (36) | 29\% | (97) | 332 |
| Sports: About once per week | 46\% | (127) | 13\% | (37) | 5\% | (15) | 36\% | (100) | 279 |
| Sports: Several times per month | 48\% | (108) | 9\% | (20) | 4\% | (10) | 39\% | (90) | 228 |
| Sports: About once per month | 45\% | (78) | 5\% | (8) | 12\% | (21) | 39\% | (67) | 174 |
| Sports: Less often than once per month | 44\% | (159) | 4\% | (15) | 6\% | (20) | 46\% | (168) | 363 |
| Sports: Never | $32 \%$ | (211) | 3\% | (22) | 5\% | (33) | 60\% | (399) | 666 |
| Cable: I currently subscribe | 47\% | (517) | 8\% | (85) | 6\% | (67) | 40\% | (439) | 1108 |
| Cable: I subscribed in the past | 44\% | (316) | 6\% | (45) | 7\% | (52) | 43\% | (313) | 727 |
| Cable: I have never subscribed | 27\% | (98) | 6\% | (20) | 6\% | (23) | 61\% | (224) | 365 |
| Satellite television: I currently subscribe | 39\% | (203) | 8\% | (44) | 7\% | (39) | 46\% | (240) | 526 |
| Satellite television: I subscribed in the past | 43\% | (260) | 9\% | (54) | 5\% | (30) | 42\% | (254) | 597 |
| Satellite television: I have never subscribed | 43\% | (468) | 5\% | (53) | 7\% | (72) | 45\% | (483) | 1076 |
| Streaming service: I currently subscribe | 46\% | (605) | 7\% | (96) | 7\% | (86) | 40\% | (515) | 1302 |
| Streaming service: I subscribed in the past | 37\% | (86) | 10\% | (23) | 11\% | (25) | 43\% | (100) | 234 |
| Streaming service: I have never subscribed | 36\% | (240) | 5\% | (31) | 5\% | (31) | 54\% | (361) | 663 |
| Film: An avid fan | 46\% | (359) | 9\% | (72) | 7\% | (56) | 37\% | (292) | 779 |
| Film: A casual fan | 43\% | (501) | 5\% | (63) | 6\% | (73) | 45\% | (515) | 1153 |
| Film: Not a fan | 27\% | (71) | 6\% | (15) | 5\% | (12) | 63\% | (169) | 267 |
| Television: An avid fan | 46\% | (530) | 7\% | (81) | 7\% | (76) | 40\% | (466) | 1154 |
| Television: A casual fan | 41\% | (367) | 7\% | (67) | 6\% | (53) | 46\% | (420) | 907 |
| Television: Not a fan | 24\% | (34) | 2\% | (2) | 9\% | (13) | 65\% | (90) | 139 |
| Music: An avid fan | 44\% | (511) | 9\% | (107) | 6\% | (73) | 40\% | (461) | 1152 |
| Music: A casual fan | 43\% | (394) | 4\% | (36) | 7\% | (64) | 46\% | (414) | 907 |
| Music: Not a fan | 19\% | (27) | 5\% | (7) | 4\% | (5) | 72\% | (100) | 140 |
| Fashion: An avid fan | 39\% | (134) | 16\% | (55) | 8\% | (28) | 37\% | (126) | 342 |
| Fashion: A casual fan | 40\% | (344) | 6\% | (53) | 9\% | (77) | 45\% | (387) | 861 |
| Fashion: Not a fan | 46\% | (454) | 4\% | (42) | 4\% | (37) | 46\% | (463) | 996 |

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

Table HR10_3: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
James Corden

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 25\% | (548) | 5\% | (118) | 10\% | (215) | 60\% | (1319) | 2199 |
| Gender: Male | 29\% | (305) | 7\% | (72) | 13\% | (135) | 52\% | (549) | 1061 |
| Gender: Female | 21\% | (243) | 4\% | (46) | 7\% | (80) | 68\% | (770) | 1138 |
| Age: 18-29 | 25\% | (103) | $9 \%$ | (39) | 9\% | (37) | 56\% | (232) | 411 |
| Age: 30-44 | 23\% | (138) | 7\% | (39) | 15\% | (90) | 55\% | (333) | 600 |
| Age: 45-54 | 28\% | (93) | 6\% | (20) | 5\% | (17) | 61\% | (204) | 335 |
| Age: 55-64 | 24\% | (102) | $2 \%$ | (10) | 10\% | (42) | 63\% | (263) | 417 |
| Age: 65+ | 26\% | (112) | 2\% | (10) | 6\% | (28) | 66\% | (287) | 436 |
| Generation Z: 18-21 | 18\% | (21) | 13\% | (15) | 12\% | (14) | 57\% | (66) | 116 |
| Millennial: Age 22-37 | 26\% | (172) | 7\% | (49) | 13\% | (83) | 54\% | (353) | 657 |
| Generation X: Age 38-53 | 24\% | (132) | 6\% | (33) | 8\% | (43) | 62\% | (335) | 543 |
| Boomers: Age 54-72 | 25\% | (197) | 2\% | (18) | 9\% | (72) | 63\% | (485) | 772 |
| PID: Dem (no lean) | 25\% | (200) | 6\% | (49) | 12\% | (99) | 57\% | (458) | 806 |
| PID: Ind (no lean) | 18\% | (138) | 4\% | (32) | 10\% | (73) | 68\% | (510) | 754 |
| PID: Rep (no lean) | 33\% | (210) | 6\% | (37) | 7\% | (42) | 55\% | (351) | 639 |
| PID/Gender: Dem Men | 24\% | (94) | 8\% | (30) | 17\% | (67) | 52\% | (205) | 395 |
| PID/Gender: Dem Women | 26\% | (106) | 5\% | (19) | 8\% | (32) | 62\% | (254) | 411 |
| PID/Gender: Ind Men | 22\% | (71) | 5\% | (18) | 14\% | (45) | 59\% | (193) | 326 |
| PID/Gender: Ind Women | 16\% | (68) | 3\% | (15) | 7\% | (29) | 74\% | (316) | 427 |
| PID/Gender: Rep Men | 41\% | (141) | 7\% | (25) | 7\% | (23) | 44\% | (151) | 339 |
| PID/Gender: Rep Women | 23\% | (69) | $4 \%$ | (12) | 6\% | (19) | 67\% | (200) | 300 |
| Ideo: Liberal (1-3) | 33\% | (221) | 5\% | (33) | 11\% | (77) | 51\% | (344) | 674 |
| Ideo: Moderate (4) | 21\% | (114) | 5\% | (30) | 14\% | (79) | 59\% | (321) | 544 |
| Ideo: Conservative (5-7) | 29\% | (210) | 7\% | (51) | 6\% | (45) | 57\% | (407) | 712 |
| Educ: < College | 22\% | (327) | 6\% | (89) | 9\% | (133) | 64\% | (962) | 1512 |
| Educ: Bachelors degree | $32 \%$ | (144) | 5\% | (21) | 11\% | (47) | 52\% | (232) | 444 |
| Educ: Post-grad | $32 \%$ | (77) | 3\% | (8) | 14\% | (35) | 51\% | (124) | 243 |

[^165]Table HR10_3: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
James Corden

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 25\% | (548) | 5\% | (118) | 10\% | (215) | 60\% | (1319) | 2199 |
| Income: Under 50k | 22\% | (283) | 5\% | (68) | 10\% | (129) | 63\% | (817) | 1297 |
| Income: 50k-100k | 29\% | (177) | 6\% | (40) | 10\% | (59) | 55\% | (340) | 615 |
| Income: 100k+ | 30\% | (88) | 4\% | (10) | 10\% | (27) | 56\% | (162) | 287 |
| Ethnicity: White | 26\% | (446) | 3\% | (55) | 9\% | (153) | 62\% | (1067) | 1722 |
| Ethnicity: Hispanic | 26\% | (92) | 5\% | (18) | 17\% | (60) | 52\% | (180) | 350 |
| Ethnicity: Afr. Am. | 19\% | (51) | 18\% | (49) | 9\% | (25) | 54\% | (149) | 274 |
| Ethnicity: Other | 25\% | (51) | 7\% | (13) | 18\% | (37) | 50\% | (102) | 203 |
| Relig: Protestant | 30\% | (163) | $3 \%$ | (17) | 10\% | (56) | 56\% | (303) | 539 |
| Relig: Roman Catholic | 27\% | (118) | 6\% | (25) | 13\% | (55) | 55\% | (238) | 436 |
| Relig: Something Else | 17\% | (32) | 9\% | (17) | 7\% | (13) | 67\% | (124) | 187 |
| Relig: Jewish | 22\% | (12) | 6\% | (3) | 15\% | (8) | 57\% | (31) | 54 |
| Relig: Evangelical | 26\% | (206) | 4\% | (33) | $11 \%$ | (85) | 60\% | (480) | 805 |
| Relig: Non-Evang. Catholics | 30\% | (106) | 8\% | (27) | $11 \%$ | (38) | 52\% | (185) | 357 |
| Relig: All Christian | 27\% | (312) | 5\% | (60) | $11 \%$ | (123) | 57\% | (665) | 1161 |
| Relig: All Non-Christian | $21 \%$ | (47) | 6\% | (13) | 7\% | (16) | 66\% | (147) | 224 |
| Community: Urban | 25\% | (145) | 9\% | (53) | 12\% | (71) | 53\% | (307) | 575 |
| Community: Suburban | 27\% | (265) | 4\% | (41) | 9\% | (84) | 60\% | (592) | 982 |
| Community: Rural | $21 \%$ | (138) | 4\% | (25) | 9\% | (61) | 65\% | (420) | 643 |
| Employ: Private Sector | $31 \%$ | (205) | 5\% | (34) | 12\% | (79) | 52\% | (343) | 661 |
| Employ: Government | 32\% | (39) | 5\% | (6) | 8\% | (10) | 56\% | (70) | 124 |
| Employ: Self-Employed | 20\% | (39) | 8\% | (16) | 18\% | (34) | 54\% | (106) | 195 |
| Employ: Homemaker | 22\% | (38) | 6\% | (10) | 11\% | (18) | 61\% | (104) | 170 |
| Employ: Student | 19\% | (15) | 15\% | (12) | 13\% | (10) | 53\% | (42) | 79 |
| Employ: Retired | 26\% | (138) | 4\% | (19) | 8\% | (40) | 63\% | (327) | 523 |
| Employ: Unemployed | 16\% | (42) | 3\% | (9) | $4 \%$ | (10) | 77\% | (201) | 262 |
| Employ: Other | 17\% | (32) | 7\% | (12) | 8\% | (14) | 68\% | (126) | 185 |
| Military HH: Yes | 26\% | (101) | 4\% | (15) | $11 \%$ | (41) | 59\% | (228) | 384 |
| Military HH: No | 25\% | (447) | 6\% | (103) | 10\% | (174) | 60\% | (1091) | 1815 |

Continued on next page

Table HR10_3: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
James Corden

| Demographic |  |  |  |  | Don't know / No |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| opinion | Total N |  |  |  |  |  |  |  |
| Adults | More liberal |  |  |  |  |  | More conservative | No political lean |

[^166]Table HR10_3: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
James Corden

| Demographic |  |  |  |  | Don't know No No |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| opinion |  |  |  |  |  |

Continued on next page

Table HR10_3: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
James Corden

| Demographic | More liberal |  | More conservative |  | No political lean |  | $\begin{aligned} & \text { Don't know / No } \\ & \text { opinion } \end{aligned}$ |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 25\% | (548) | 5\% | (118) | 10\% | (215) | 60\% | (1319) | 2199 |
| Sports: Every day | 35\% | (55) | 19\% | (31) | 11\% | (18) | 34\% | (54) | 158 |
| Sports: Several times per week | 35\% | (116) | 6\% | (21) | 15\% | (51) | 43\% | (144) | 332 |
| Sports: About once per week | 27\% | (74) | 9\% | (26) | 10\% | (27) | 55\% | (152) | 279 |
| Sports: Several times per month | $31 \%$ | (70) | 5\% | (11) | 14\% | (32) | 50\% | (115) | 228 |
| Sports: About once per month | 26\% | (45) | 3\% | (6) | 16\% | (28) | 55\% | (95) | 174 |
| Sports: Less often than once per month | 21\% | (78) | 3\% | (11) | 7\% | (24) | 69\% | (250) | 363 |
| Sports: Never | 17\% | (111) | 2\% | (13) | 5\% | (36) | 76\% | (507) | 666 |
| Cable: I currently subscribe | 27\% | (304) | 7\% | (74) | 11\% | (125) | 55\% | (605) | 1108 |
| Cable: I subscribed in the past | 24\% | (178) | 5\% | (34) | 9\% | (67) | 62\% | (448) | 727 |
| Cable: I have never subscribed | 18\% | (66) | 3\% | (9) | 6\% | (23) | 73\% | (266) | 365 |
| Satellite television: I currently subscribe | 25\% | (133) | 7\% | (37) | 9\% | (46) | 59\% | (310) | 526 |
| Satellite television: I subscribed in the past | $32 \%$ | (189) | 6\% | (34) | 8\% | (49) | 54\% | (325) | 597 |
| Satellite television: I have never subscribed | 21\% | (226) | 4\% | (47) | $11 \%$ | (120) | 64\% | (684) | 1076 |
| Streaming service: I currently subscribe | 27\% | (351) | 6\% | (76) | 12\% | (153) | 55\% | (722) | 1302 |
| Streaming service: I subscribed in the past | 28\% | (65) | 8\% | (18) | 10\% | (23) | 55\% | (128) | 234 |
| Streaming service: I have never subscribed | 20\% | (132) | $4 \%$ | (23) | 6\% | (39) | 71\% | (469) | 663 |
| Film: An avid fan | 29\% | (224) | 8\% | (65) | 12\% | (97) | 50\% | (393) | 779 |
| Film: A casual fan | 25\% | (283) | $4 \%$ | (43) | 9\% | (103) | 63\% | (723) | 1153 |
| Film: Not a fan | 15\% | (41) | $4 \%$ | (9) | 6\% | (15) | 76\% | (202) | 267 |
| Television: An avid fan | 28\% | (329) | 7\% | (80) | 11\% | (127) | 54\% | (618) | 1154 |
| Television: A casual fan | 22\% | (202) | $4 \%$ | (36) | 9\% | (83) | 65\% | (586) | 907 |
| Television: Not a fan | 12\% | (17) | $2 \%$ | (2) | 4\% | (6) | 82\% | (114) | 139 |
| Music: An avid fan | 28\% | (319) | 7\% | (86) | 11\% | (128) | 54\% | (620) | 1152 |
| Music: A casual fan | 24\% | (215) | 3\% | (27) | 9\% | (77) | 65\% | (588) | 907 |
| Music: Not a fan | 10\% | (14) | $4 \%$ | (5) | 7\% | (10) | 79\% | (111) | 140 |
| Fashion: An avid fan | 27\% | (93) | 17\% | (59) | 12\% | (41) | 44\% | (149) | 342 |
| Fashion: A casual fan | 25\% | (211) | $4 \%$ | (35) | $11 \%$ | (98) | 60\% | (517) | 861 |
| Fashion: Not a fan | 25\% | (244) | $2 \%$ | (24) | 8\% | (75) | 66\% | (653) | 996 |

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

Table HR10_4: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Jimmy Fallon

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 40\% | (874) | 7\% | (164) | 10\% | (217) | 43\% | (944) | 2199 |
| Gender: Male | 43\% | (456) | 9\% | (94) | 13\% | (133) | $36 \%$ | (377) | 1061 |
| Gender: Female | 37\% | (418) | 6\% | (70) | 7\% | (84) | 50\% | (567) | 1138 |
| Age: 18-29 | $36 \%$ | (147) | $11 \%$ | (46) | 7\% | (28) | 46\% | (191) | 411 |
| Age: 30-44 | $34 \%$ | (202) | 10\% | (58) | 14\% | (83) | 43\% | (258) | 600 |
| Age: 45-54 | 40\% | (135) | 6\% | (21) | 10\% | (33) | 44\% | (147) | 335 |
| Age: 55-64 | 46\% | (194) | $4 \%$ | (17) | 10\% | (42) | 39\% | (164) | 417 |
| Age: 65+ | 45\% | (198) | 5\% | (23) | 7\% | (31) | 42\% | (185) | 436 |
| Generation Z: 18-21 | 32\% | (37) | 15\% | (17) | 6\% | (7) | 47\% | (55) | 116 |
| Millennial: Age 22-37 | $36 \%$ | (237) | $11 \%$ | (69) | 10\% | (69) | 43\% | (283) | 657 |
| Generation X: Age 38-53 | 35\% | (192) | 7\% | (37) | 12\% | (66) | 46\% | (248) | 543 |
| Boomers: Age 54-72 | 46\% | (355) | 5\% | (36) | 9\% | (70) | 40\% | (312) | 772 |
| PID: Dem (no lean) | $41 \%$ | (328) | 9\% | (72) | 12\% | (99) | 38\% | (307) | 806 |
| PID: Ind (no lean) | $32 \%$ | (241) | 6\% | (44) | 9\% | (70) | 53\% | (399) | 754 |
| PID: Rep (no lean) | 48\% | (306) | 7\% | (48) | 7\% | (48) | 37\% | (238) | 639 |
| PID/Gender: Dem Men | 39\% | (153) | $11 \%$ | (42) | 18\% | (73) | $32 \%$ | (128) | 395 |
| PID/Gender: Dem Women | 43\% | (175) | 7\% | (31) | 7\% | (27) | 43\% | (178) | 411 |
| PID/Gender: Ind Men | $36 \%$ | (117) | 7\% | (23) | $11 \%$ | (35) | 47\% | (152) | 326 |
| PID/Gender: Ind Women | 29\% | (124) | 5\% | (21) | 8\% | (35) | 58\% | (247) | 427 |
| PID/Gender: Rep Men | 55\% | (187) | 9\% | (30) | 8\% | (26) | 29\% | (97) | 339 |
| PID/Gender: Rep Women | 40\% | (119) | 6\% | (18) | 7\% | (22) | 47\% | (141) | 300 |
| Ideo: Liberal (1-3) | 49\% | (333) | 9\% | (58) | 12\% | (84) | 30\% | (200) | 674 |
| Ideo: Moderate (4) | $31 \%$ | (171) | 9\% | (49) | 12\% | (66) | 47\% | (258) | 544 |
| Ideo: Conservative (5-7) | 50\% | (358) | 7\% | (53) | 7\% | (48) | 36\% | (253) | 712 |
| Educ: < College | 35\% | (522) | 8\% | (119) | 9\% | (141) | 48\% | (730) | 1512 |
| Educ: Bachelors degree | 51\% | (228) | 7\% | (32) | 9\% | (41) | 32\% | (143) | 444 |
| Educ: Post-grad | 51\% | (124) | 5\% | (13) | 15\% | (35) | 29\% | (71) | 243 |

[^167]Table HR10_4: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Jimmy Fallon

| Demographic |  |  |  |  | Don't know / No |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| opinion |  |  |  |  |  |

[^168]Table HR10_4: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Jimmy Fallon

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 40\% | (874) | 7\% | (164) | 10\% | (217) | 43\% | (944) | 2199 |
| RD/WT: Right Direction | 43\% | (358) | 9\% | (77) | 8\% | (64) | 40\% | (327) | 826 |
| RD/WT: Wrong Track | 38\% | (516) | 6\% | (87) | $11 \%$ | (153) | 45\% | (617) | 1373 |
| Trump Job Approve | 45\% | (393) | 10\% | (86) | 7\% | (65) | 38\% | (326) | 870 |
| Trump Job Disapprove | 39\% | (474) | 6\% | (76) | 12\% | (148) | 43\% | (530) | 1227 |
| Trump Job Strongly Approve | 52\% | (230) | 10\% | (42) | 5\% | (21) | $33 \%$ | (146) | 440 |
| Trump Job Somewhat Approve | 38\% | (163) | 10\% | (43) | 10\% | (43) | 42\% | (180) | 429 |
| Trump Job Somewhat Disapprove | 36\% | (107) | 7\% | (21) | 10\% | (29) | 47\% | (141) | 297 |
| Trump Job Strongly Disapprove | 39\% | (367) | 6\% | (55) | 13\% | (119) | 42\% | (389) | 930 |
| Favorable of Trump | 48\% | (404) | 9\% | (75) | 7\% | (59) | 37\% | (309) | 847 |
| Unfavorable of Trump | 38\% | (460) | 7\% | (86) | 12\% | (149) | 43\% | (517) | 1212 |
| Very Favorable of Trump | 52\% | (250) | 8\% | (37) | 5\% | (23) | 35\% | (169) | 479 |
| Somewhat Favorable of Trump | 42\% | (154) | 10\% | (38) | 10\% | (36) | 38\% | (140) | 368 |
| Somewhat Unfavorable of Trump | 29\% | (69) | 8\% | (18) | 10\% | (24) | 53\% | (124) | 236 |
| Very Unfavorable of Trump | 40\% | (390) | 7\% | (68) | 13\% | (125) | 40\% | (393) | 976 |
| \#1 Issue: Economy | 41\% | (231) | 7\% | (38) | 12\% | (66) | 40\% | (225) | 560 |
| \#1 Issue: Security | 49\% | (217) | 6\% | (25) | 4\% | (20) | $41 \%$ | (179) | 441 |
| \#1 Issue: Health Care | 35\% | (129) | 8\% | (30) | 15\% | (56) | 42\% | (153) | 368 |
| \#1 Issue: Medicare / Social Security | 38\% | (136) | 7\% | (26) | 10\% | (37) | 45\% | (161) | 359 |
| \#1 Issue: Women's Issues | 32\% | (40) | 5\% | (6) | 13\% | (17) | 50\% | (62) | 126 |
| \#1 Issue: Education | 26\% | (40) | 15\% | (22) | 7\% | (11) | 52\% | (80) | 154 |
| \#1 Issue: Energy | 52\% | (52) | 8\% | (8) | 8\% | (8) | 32\% | (32) | 100 |
| \#1 Issue: Other | 32\% | (30) | 8\% | (8) | 4\% | (4) | 56\% | (52) | 93 |
| 2018 House Vote: Democrat | 44\% | (369) | 9\% | (75) | 12\% | (104) | 35\% | (292) | 839 |
| 2018 House Vote: Republican | $51 \%$ | (328) | 7\% | (43) | 7\% | (48) | 35\% | (224) | 643 |
| 2018 House Vote: Someone else | 30\% | (31) | 1\% | (1) | 15\% | (16) | $54 \%$ | (57) | 105 |
| 2018 House Vote: Didnt Vote | 24\% | (146) | 7\% | (41) | 8\% | (48) | 61\% | (370) | 605 |

[^169]Table HR10_4: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Jimmy Fallon

| Demographic |  |  |  |  | Don't know No N |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| opinion |  |  |  |  |  |

Continued on next page

Table HR10_4: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Jimmy Fallon

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 40\% | (874) | 7\% | (164) | 10\% | (217) | 43\% | (944) | 2199 |
| Sports: Every day | 43\% | (67) | 17\% | (27) | 10\% | (15) | $30 \%$ | (48) | 158 |
| Sports: Several times per week | 48\% | (160) | 7\% | (24) | 13\% | (42) | 32\% | (106) | 332 |
| Sports: About once per week | 40\% | (111) | 13\% | (37) | 14\% | (40) | $33 \%$ | (91) | 279 |
| Sports: Several times per month | 47\% | (107) | 10\% | (23) | 8\% | (18) | 35\% | (80) | 228 |
| Sports: About once per month | $34 \%$ | (59) | 5\% | (9) | 17\% | (30) | 44\% | (76) | 174 |
| Sports: Less often than once per month | 47\% | (169) | 5\% | (17) | 9\% | (34) | 39\% | (142) | 363 |
| Sports: Never | 30\% | (201) | 4\% | (27) | 6\% | (37) | 60\% | (400) | 666 |
| Cable: I currently subscribe | 43\% | (477) | 8\% | (92) | 10\% | (112) | 38\% | (426) | 1108 |
| Cable: I subscribed in the past | 41\% | (296) | 8\% | (55) | 10\% | (73) | 42\% | (302) | 727 |
| Cable: I have never subscribed | 28\% | (101) | 4\% | (16) | 9\% | (31) | 59\% | (216) | 365 |
| Satellite television: I currently subscribe | 42\% | (222) | 11\% | (56) | 7\% | (36) | 40\% | (212) | 526 |
| Satellite television: I subscribed in the past | 41\% | (247) | 9\% | (53) | 10\% | (62) | 39\% | (235) | 597 |
| Satellite television: I have never subscribed | 38\% | (405) | 5\% | (55) | 11\% | (119) | 46\% | (497) | 1076 |
| Streaming service: I currently subscribe | 43\% | (566) | 8\% | (110) | 11\% | (139) | 37\% | (488) | 1302 |
| Streaming service: I subscribed in the past | 38\% | (89) | 10\% | (22) | 13\% | (30) | 40\% | (93) | 234 |
| Streaming service: I have never subscribed | 33\% | (219) | 5\% | (32) | 7\% | (49) | 55\% | (363) | 663 |
| Film: An avid fan | 44\% | (342) | 10\% | (75) | 12\% | (94) | $34 \%$ | (268) | 779 |
| Film: A casual fan | 40\% | (459) | 6\% | (74) | 10\% | (112) | 44\% | (508) | 1153 |
| Film: Not a fan | 28\% | (74) | 5\% | (15) | 4\% | (11) | 63\% | (168) | 267 |
| Television: An avid fan | 44\% | (504) | 8\% | (88) | 11\% | (129) | 38\% | (434) | 1154 |
| Television: A casual fan | 37\% | (337) | 8\% | (72) | 9\% | (79) | 46\% | (419) | 907 |
| Television: Not a fan | 24\% | (34) | 3\% | (4) | 7\% | (10) | 66\% | (91) | 139 |
| Music: An avid fan | 41\% | (469) | 11\% | (122) | 11\% | (121) | 38\% | (440) | 1152 |
| Music: A casual fan | 41\% | (376) | 4\% | (39) | 10\% | (88) | 45\% | (404) | 907 |
| Music: Not a fan | 21\% | (30) | 2\% | (3) | 5\% | (7) | $71 \%$ | (100) | 140 |
| Fashion: An avid fan | 41\% | (140) | 18\% | (61) | 9\% | (32) | 32\% | (110) | 342 |
| Fashion: A casual fan | 40\% | (347) | 6\% | (51) | 11\% | (96) | 43\% | (366) | 861 |
| Fashion: Not a fan | 39\% | (388) | 5\% | (51) | 9\% | (89) | 47\% | (468) | 996 |

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

Table HR10_5: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Seth Meyers

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $34 \%$ | (754) | 5\% | (119) | 7\% | (148) | 54\% | (1178) | 2199 |
| Gender: Male | 42\% | (450) | 6\% | (60) | 8\% | (90) | 44\% | (462) | 1061 |
| Gender: Female | 27\% | (305) | 5\% | (59) | 5\% | (59) | 63\% | (715) | 1138 |
| Age: 18-29 | $31 \%$ | (128) | 11\% | (44) | 5\% | (20) | 53\% | (219) | 411 |
| Age: 30-44 | 30\% | (181) | 7\% | (40) | $11 \%$ | (66) | 52\% | (313) | 600 |
| Age: 45-54 | 35\% | (116) | 4\% | (13) | $4 \%$ | (14) | 57\% | (192) | 335 |
| Age: 55-64 | 39\% | (162) | 2\% | (10) | 7\% | (30) | 52\% | (215) | 417 |
| Age: 65+ | 38\% | (167) | 3\% | (11) | $4 \%$ | (19) | 55\% | (239) | 436 |
| Generation Z: 18-21 | 26\% | (30) | 11\% | (13) | 4\% | (5) | 59\% | (69) | 116 |
| Millennial: Age 22-37 | 33\% | (220) | 9\% | (62) | 7\% | (48) | 50\% | (327) | 657 |
| Generation X: Age 38-53 | 30\% | (163) | 4\% | (22) | 8\% | (45) | 58\% | (313) | 543 |
| Boomers: Age 54-72 | 39\% | (304) | 3\% | (20) | 6\% | (47) | 52\% | (400) | 772 |
| PID: Dem (no lean) | 33\% | (266) | 6\% | (52) | 9\% | (75) | 51\% | (414) | 806 |
| PID: Ind (no lean) | 28\% | (213) | 5\% | (40) | 6\% | (44) | 61\% | (456) | 754 |
| PID: Rep (no lean) | 43\% | (276) | 4\% | (27) | 5\% | (29) | 48\% | (307) | 639 |
| PID/Gender: Dem Men | 37\% | (147) | 8\% | (30) | 12\% | (49) | 43\% | (169) | 395 |
| PID/Gender: Dem Women | 29\% | (119) | 5\% | (21) | 6\% | (26) | 60\% | (245) | 411 |
| PID/Gender: Ind Men | 38\% | (123) | 6\% | (18) | 7\% | (24) | 49\% | (161) | 326 |
| PID/Gender: Ind Women | 21\% | (90) | 5\% | (22) | 5\% | (20) | 69\% | (295) | 427 |
| PID/Gender: Rep Men | 53\% | (179) | 3\% | (11) | 5\% | (16) | 39\% | (132) | 339 |
| PID/Gender: Rep Women | 32\% | (96) | 5\% | (16) | $4 \%$ | (13) | 58\% | (175) | 300 |
| Ideo: Liberal (1-3) | 43\% | (292) | 7\% | (47) | 6\% | (39) | 44\% | (297) | 674 |
| Ideo: Moderate (4) | 30\% | (162) | 6\% | (31) | $11 \%$ | (58) | $54 \%$ | (293) | 544 |
| Ideo: Conservative (5-7) | 41\% | (295) | 5\% | (34) | 5\% | (38) | 48\% | (345) | 712 |
| Educ: < College | 29\% | (437) | 6\% | (96) | 7\% | (101) | 58\% | (877) | 1512 |
| Educ: Bachelors degree | 47\% | (208) | 3\% | (13) | 6\% | (28) | 44\% | (195) | 444 |
| Educ: Post-grad | 45\% | (109) | 4\% | (9) | 8\% | (20) | 43\% | (106) | 243 |

[^170]Table HR10_5: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Seth Meyers

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $34 \%$ | (754) | 5\% | (119) | 7\% | (148) | 54\% | (1178) | 2199 |
| Income: Under 50k | 28\% | (360) | 6\% | (82) | 7\% | (95) | $59 \%$ | (760) | 1297 |
| Income: 50k-100k | 42\% | (261) | 4\% | (24) | 7\% | (43) | 47\% | (288) | 615 |
| Income: 100k+ | 47\% | (134) | 4\% | (13) | 4\% | (11) | 45\% | (130) | 287 |
| Ethnicity: White | $36 \%$ | (625) | 3\% | (59) | 6\% | (106) | 54\% | (932) | 1722 |
| Ethnicity: Hispanic | 33\% | (116) | 5\% | (17) | 12\% | (42) | 50\% | (174) | 350 |
| Ethnicity: Afr. Am. | 24\% | (66) | 16\% | (43) | 4\% | (12) | 56\% | (154) | 274 |
| Ethnicity: Other | $31 \%$ | (63) | 8\% | (17) | 15\% | (31) | 45\% | (92) | 203 |
| Relig: Protestant | 42\% | (224) | 3\% | (18) | 6\% | (33) | 49\% | (264) | 539 |
| Relig: Roman Catholic | $32 \%$ | (138) | 7\% | (29) | 11\% | (50) | 50\% | (219) | 436 |
| Relig: Something Else | 32\% | (59) | 7\% | (13) | 4\% | (7) | 58\% | (108) | 187 |
| Relig: Jewish | 56\% | (30) | 2\% | (1) | 2\% | (1) | 39\% | (21) | 54 |
| Relig: Evangelical | 37\% | (294) | 4\% | (30) | 7\% | (56) | 53\% | (424) | 805 |
| Relig: Non-Evang. Catholics | 35\% | (126) | 8\% | (29) | 10\% | (34) | 47\% | (167) | 357 |
| Relig: All Christian | 36\% | (420) | 5\% | (60) | 8\% | (90) | 51\% | (592) | 1161 |
| Relig: All Non-Christian | 24\% | (53) | 5\% | (12) | 5\% | (11) | 66\% | (149) | 224 |
| Community: Urban | $34 \%$ | (195) | 9\% | (51) | 7\% | (42) | 50\% | (287) | 575 |
| Community: Suburban | 38\% | (371) | 5\% | (49) | 6\% | (55) | 52\% | (507) | 982 |
| Community: Rural | 29\% | (188) | 3\% | (19) | 8\% | (51) | 60\% | (384) | 643 |
| Employ: Private Sector | 45\% | (296) | 6\% | (39) | 6\% | (42) | 43\% | (284) | 661 |
| Employ: Government | $37 \%$ | (46) | 8\% | (9) | 7\% | (9) | 48\% | (60) | 124 |
| Employ: Self-Employed | $32 \%$ | (62) | 7\% | (13) | 13\% | (25) | 49\% | (95) | 195 |
| Employ: Homemaker | 27\% | (46) | 5\% | (9) | 8\% | (13) | 60\% | (102) | 170 |
| Employ: Student | 17\% | (13) | 19\% | (15) | 7\% | (5) | 57\% | (45) | 79 |
| Employ: Retired | 38\% | (198) | 3\% | (17) | 5\% | (27) | 54\% | (282) | 523 |
| Employ: Unemployed | $21 \%$ | (54) | 2\% | (4) | 6\% | (15) | 72\% | (189) | 262 |
| Employ: Other | 21\% | (40) | 6\% | (12) | 7\% | (12) | 65\% | (121) | 185 |
| Military HH: Yes | 35\% | (134) | 5\% | (20) | 7\% | (27) | 53\% | (203) | 384 |
| Military HH: No | $34 \%$ | (620) | 5\% | (99) | 7\% | (121) | 54\% | (975) | 1815 |

Continued on next page

Table HR10_5: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Seth Meyers

| Demographic |  |  |  |  | Don't know No |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
|  | More liberal |  |  |  |  |  | More conservative | No political lean |

[^171]Table HR10_5: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Seth Meyers

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 34\% | (754) | 5\% | (119) | 7\% | (148) | 54\% | (1178) | 2199 |
| 2016 Vote: Hillary Clinton | 35\% | (252) | 7\% | (51) | 8\% | (54) | 50\% | (362) | 719 |
| 2016 Vote: Donald Trump | 45\% | (300) | 5\% | (35) | 5\% | (32) | 45\% | (300) | 666 |
| 2016 Vote: Someone else | 36\% | (65) | 3\% | (5) | 13\% | (23) | 48\% | (85) | 178 |
| 2016 Vote: Didnt Vote | 22\% | (138) | 4\% | (25) | 6\% | (39) | 68\% | (427) | 629 |
| Voted in 2014: Yes | 41\% | (557) | 5\% | (72) | 7\% | (96) | 47\% | (641) | 1366 |
| Voted in 2014: No | 24\% | (197) | 6\% | (47) | 6\% | (52) | 64\% | (537) | 833 |
| 2012 Vote: Barack Obama | 36\% | (310) | 7\% | (57) | 9\% | (76) | 48\% | (411) | 854 |
| 2012 Vote: Mitt Romney | 48\% | (240) | 4\% | (18) | 5\% | (26) | 43\% | (217) | 501 |
| 2012 Vote: Other | 31\% | (27) | 2\% | (2) | 5\% | (4) | 62\% | (54) | 87 |
| 2012 Vote: Didn't Vote | 24\% | (178) | 6\% | (42) | 6\% | (42) | 65\% | (491) | 752 |
| 4-Region: Northeast | 34\% | (133) | 4\% | (18) | 6\% | (25) | 56\% | (219) | 394 |
| 4-Region: Midwest | $34 \%$ | (156) | 6\% | (26) | 6\% | (29) | 54\% | (251) | 462 |
| 4-Region: South | 34\% | (277) | 5\% | (43) | 6\% | (52) | 55\% | (453) | 824 |
| 4-Region: West | $36 \%$ | (189) | 6\% | (33) | 8\% | (43) | 49\% | (255) | 519 |
| TV shows: Every day | 37\% | (430) | 5\% | (62) | 8\% | (87) | 50\% | (569) | 1148 |
| TV shows: Several times per week | 37\% | (189) | 5\% | (27) | 5\% | (26) | 53\% | (269) | 512 |
| TV shows: About once per week | 32\% | (45) | 9\% | (14) | 6\% | (9) | 53\% | (76) | 144 |
| TV shows: Several times per month | 28\% | (28) | 10\% | (10) | 10\% | (10) | 52\% | (53) | 101 |
| TV shows: About once per month | 15\% | (7) | 3\% | (2) | 11\% | (5) | 71\% | (34) | 48 |
| TV shows: Less often than once per month | 34\% | (26) | 1\% | (1) | 10\% | (8) | 55\% | (43) | 78 |
| TV shows: Never | 17\% | (28) | 2\% | (3) | 2\% | (4) | 79\% | (134) | 169 |
| Movies: Every day | 29\% | (117) | 10\% | (38) | $11 \%$ | (43) | 50\% | (201) | 399 |
| Movies: Several times per week | 42\% | (239) | 5\% | (27) | 7\% | (41) | 47\% | (267) | 574 |
| Movies: About once per week | 39\% | (148) | 6\% | (22) | 5\% | (20) | 50\% | (193) | 383 |
| Movies: Several times per month | 38\% | (103) | 6\% | (15) | 6\% | (16) | 51\% | (139) | 273 |
| Movies: About once per month | 34\% | (59) | $4 \%$ | (6) | 5\% | (8) | 58\% | (100) | 173 |
| Movies: Less often than once per month | 25\% | (51) | 3\% | (7) | 8\% | (15) | 63\% | (128) | 201 |
| Movies: Never | 19\% | (37) | $2 \%$ | (3) | 3\% | (5) | 77\% | (151) | 196 |

Continued on next page

Table HR10_5: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Seth Meyers

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $34 \%$ | (754) | 5\% | (119) | 7\% | (148) | 54\% | (1178) | 2199 |
| Sports: Every day | 40\% | (63) | 16\% | (25) | 10\% | (16) | $34 \%$ | (53) | 158 |
| Sports: Several times per week | 44\% | (146) | 7\% | (22) | 11\% | (35) | 39\% | (129) | 332 |
| Sports: About once per week | 40\% | (112) | 8\% | (22) | 8\% | (22) | 44\% | (124) | 279 |
| Sports: Several times per month | 41\% | (94) | 5\% | (12) | 6\% | (13) | 48\% | (109) | 228 |
| Sports: About once per month | 39\% | (67) | 4\% | (7) | 13\% | (23) | 44\% | (76) | 174 |
| Sports: Less often than once per month | $36 \%$ | (130) | 4\% | (16) | 3\% | (12) | 57\% | (205) | 363 |
| Sports: Never | 21\% | (142) | 2\% | (15) | $4 \%$ | (28) | 72\% | (481) | 666 |
| Cable: I currently subscribe | 38\% | (427) | 5\% | (56) | 8\% | (85) | 49\% | (540) | 1108 |
| Cable: I subscribed in the past | 33\% | (238) | 6\% | (45) | 6\% | (45) | 55\% | (399) | 727 |
| Cable: I have never subscribed | 25\% | (90) | 5\% | (18) | 5\% | (18) | 66\% | (239) | 365 |
| Satellite television: I currently subscribe | 32\% | (168) | 7\% | (39) | 7\% | (38) | 53\% | (281) | 526 |
| Satellite television: I subscribed in the past | 40\% | (240) | 6\% | (36) | 5\% | (30) | 49\% | (291) | 597 |
| Satellite television: I have never subscribed | 32\% | (347) | 4\% | (44) | 7\% | (80) | 56\% | (605) | 1076 |
| Streaming service: I currently subscribe | 39\% | (508) | 5\% | (67) | 7\% | (98) | 48\% | (630) | 1302 |
| Streaming service: I subscribed in the past | 29\% | (67) | 14\% | (34) | 8\% | (19) | 49\% | (114) | 234 |
| Streaming service: I have never subscribed | 27\% | (180) | 3\% | (18) | 5\% | (32) | 65\% | (433) | 663 |
| Film: An avid fan | 39\% | (301) | 8\% | (64) | 9\% | (72) | 44\% | (343) | 779 |
| Film: A casual fan | 35\% | (400) | 4\% | (42) | 6\% | (65) | 56\% | (645) | 1153 |
| Film: Not a fan | 20\% | (53) | 5\% | (13) | 4\% | (12) | 71\% | (190) | 267 |
| Television: An avid fan | 38\% | (437) | 7\% | (80) | 7\% | (86) | 48\% | (550) | 1154 |
| Television: A casual fan | 32\% | (291) | 4\% | (35) | 6\% | (57) | 58\% | (524) | 907 |
| Television: Not a fan | 19\% | (27) | 3\% | (4) | $4 \%$ | (5) | 74\% | (103) | 139 |
| Music: An avid fan | 38\% | (432) | 7\% | (82) | 7\% | (80) | 48\% | (557) | 1152 |
| Music: A casual fan | 33\% | (298) | 4\% | (33) | 7\% | (64) | 56\% | (511) | 907 |
| Music: Not a fan | 17\% | (24) | 2\% | (3) | 3\% | (4) | 78\% | (109) | 140 |
| Fashion: An avid fan | 36\% | (122) | 18\% | (62) | $7 \%$ | (25) | 39\% | (132) | 342 |
| Fashion: A casual fan | $31 \%$ | (267) | 5\% | (41) | 9\% | (74) | 56\% | (479) | 861 |
| Fashion: Not a fan | 37\% | (364) | 2\% | (16) | 5\% | (49) | 57\% | (567) | 996 |

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

Table HR10_6: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Carson Daly

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 22\% | (482) | 7\% | (145) | 9\% | (204) | 62\% | (1369) | 2199 |
| Gender: Male | 27\% | (291) | 6\% | (65) | $11 \%$ | (120) | 55\% | (585) | 1061 |
| Gender: Female | 17\% | (191) | 7\% | (80) | 7\% | (83) | 69\% | (784) | 1138 |
| Age: 18-29 | 18\% | (74) | $11 \%$ | (46) | 9\% | (35) | 62\% | (256) | 411 |
| Age: 30-44 | 19\% | (111) | 8\% | (47) | 14\% | (86) | 59\% | (356) | 600 |
| Age: 45-54 | 24\% | (81) | 7\% | (23) | 8\% | (26) | 61\% | (205) | 335 |
| Age: 55-64 | 27\% | (111) | $4 \%$ | (15) | 7\% | (30) | 62\% | (260) | 417 |
| Age: 65+ | 24\% | (105) | $3 \%$ | (13) | 6\% | (27) | 67\% | (292) | 436 |
| Generation Z: 18-21 | 10\% | (12) | 9\% | (10) | $11 \%$ | (13) | 69\% | (81) | 116 |
| Millennial: Age 22-37 | 20\% | (131) | 10\% | (64) | $11 \%$ | (71) | 60\% | (391) | 657 |
| Generation X: Age 38-53 | 20\% | (111) | 8\% | (41) | $11 \%$ | (61) | 61\% | (330) | 543 |
| Boomers: Age 54-72 | 26\% | (204) | 4\% | (28) | 7\% | (54) | 63\% | (486) | 772 |
| PID: Dem (no lean) | 19\% | (151) | 8\% | (62) | 10\% | (81) | 64\% | (512) | 806 |
| PID: Ind (no lean) | 16\% | (121) | 6\% | (45) | 8\% | (62) | 70\% | (526) | 754 |
| PID: Rep (no lean) | 33\% | (210) | 6\% | (38) | 10\% | (61) | 52\% | (331) | 639 |
| PID/Gender: Dem Men | 24\% | (94) | 7\% | (27) | 12\% | (49) | 57\% | (225) | 395 |
| PID/Gender: Dem Women | 14\% | (57) | 9\% | (35) | 8\% | (31) | 70\% | (287) | 411 |
| PID/Gender: Ind Men | 21\% | (70) | 5\% | (15) | 10\% | (32) | 64\% | (209) | 326 |
| PID/Gender: Ind Women | 12\% | (52) | 7\% | (29) | 7\% | (30) | 74\% | (316) | 427 |
| PID/Gender: Rep Men | 37\% | (127) | 7\% | (23) | 11\% | (39) | 44\% | (151) | 339 |
| PID/Gender: Rep Women | 28\% | (83) | 5\% | (15) | 7\% | (22) | 60\% | (180) | 300 |
| Ideo: Liberal (1-3) | 22\% | (150) | 9\% | (60) | 11\% | (71) | 58\% | (394) | 674 |
| Ideo: Moderate (4) | 19\% | (106) | 5\% | (29) | 11\% | (62) | 64\% | (347) | 544 |
| Ideo: Conservative (5-7) | $31 \%$ | (222) | 6\% | (46) | 8\% | (57) | 54\% | (388) | 712 |
| Educ: < College | 19\% | (293) | 7\% | (107) | 9\% | (142) | 64\% | (969) | 1512 |
| Educ: Bachelors degree | 26\% | (116) | 6\% | (26) | 9\% | (38) | 59\% | (263) | 444 |
| Educ: Post-grad | 30\% | (72) | 4\% | (11) | 9\% | (23) | 56\% | (137) | 243 |

[^172]Table HR10_6: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Carson Daly

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 22\% | (482) | 7\% | (145) | 9\% | (204) | 62\% | (1369) | 2199 |
| Income: Under 50k | 19\% | (241) | 7\% | (95) | 10\% | (124) | 65\% | (838) | 1297 |
| Income: 50k-100k | 25\% | (155) | 6\% | (38) | 10\% | (61) | 59\% | (361) | 615 |
| Income: 100k+ | 30\% | (86) | 4\% | (12) | 7\% | (19) | 59\% | (170) | 287 |
| Ethnicity: White | 22\% | (387) | 5\% | (91) | 8\% | (144) | 64\% | (1100) | 1722 |
| Ethnicity: Hispanic | 27\% | (93) | 4\% | (14) | 11\% | (39) | 58\% | (204) | 350 |
| Ethnicity: Afr. Am. | 15\% | (40) | 16\% | (44) | 11\% | (30) | 58\% | (160) | 274 |
| Ethnicity: Other | 27\% | (55) | 4\% | (9) | 15\% | (30) | 54\% | (109) | 203 |
| Relig: Protestant | 27\% | (144) | 6\% | (32) | 8\% | (43) | 59\% | (319) | 539 |
| Relig: Roman Catholic | 28\% | (120) | 7\% | (29) | 8\% | (36) | 58\% | (251) | 436 |
| Relig: Something Else | 19\% | (36) | 7\% | (14) | 9\% | (16) | 65\% | (121) | 187 |
| Relig: Jewish | 22\% | (12) | 5\% | (3) | 13\% | (7) | 60\% | (32) | 54 |
| Relig: Evangelical | 24\% | (196) | 5\% | (44) | 8\% | (63) | 62\% | (502) | 805 |
| Relig: Non-Evang. Catholics | 29\% | (105) | 8\% | (30) | 9\% | (32) | 53\% | (190) | 357 |
| Relig: All Christian | 26\% | (300) | 6\% | (75) | 8\% | (95) | 60\% | (691) | 1161 |
| Relig: All Non-Christian | 20\% | (44) | 6\% | (13) | 10\% | (23) | 64\% | (143) | 224 |
| Community: Urban | $21 \%$ | (121) | 8\% | (48) | 12\% | (70) | 58\% | (336) | 575 |
| Community: Suburban | 23\% | (223) | 6\% | (57) | 9\% | (86) | 63\% | (616) | 982 |
| Community: Rural | $21 \%$ | (138) | 6\% | (39) | 7\% | (48) | 65\% | (417) | 643 |
| Employ: Private Sector | 27\% | (176) | 9\% | (63) | 8\% | (56) | 55\% | (366) | 661 |
| Employ: Government | 26\% | (33) | 5\% | (6) | 10\% | (13) | 58\% | (72) | 124 |
| Employ: Self-Employed | 24\% | (47) | 5\% | (10) | 15\% | (30) | 56\% | (109) | 195 |
| Employ: Homemaker | 13\% | (22) | 10\% | (17) | 16\% | (27) | 61\% | (104) | 170 |
| Employ: Student | 13\% | (11) | 12\% | (10) | 6\% | (5) | 68\% | (54) | 79 |
| Employ: Retired | 25\% | (128) | $4 \%$ | (22) | 8\% | (40) | 64\% | (333) | 523 |
| Employ: Unemployed | 14\% | (37) | 3\% | (7) | 8\% | (21) | 76\% | (198) | 262 |
| Employ: Other | 16\% | (29) | 6\% | (10) | 7\% | (12) | 72\% | (133) | 185 |
| Military HH: Yes | 24\% | (93) | 4\% | (16) | 7\% | (28) | 64\% | (247) | 384 |
| Military HH: No | $21 \%$ | (389) | 7\% | (129) | 10\% | (176) | 62\% | (1122) | 1815 |

Continued on next page

Table HR10_6: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Carson Daly

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 22\% | (482) | 7\% | (145) | 9\% | (204) | 62\% | (1369) | 2199 |
| RD/WT: Right Direction | $31 \%$ | (257) | 7\% | (56) | 8\% | (69) | 54\% | (444) | 826 |
| RD/WT: Wrong Track | 16\% | (225) | 6\% | (88) | 10\% | (135) | 67\% | (925) | 1373 |
| Trump Job Approve | $32 \%$ | (279) | 7\% | (64) | 8\% | (69) | 53\% | (458) | 870 |
| Trump Job Disapprove | 16\% | (197) | 6\% | (79) | $11 \%$ | (131) | 67\% | (821) | 1227 |
| Trump Job Strongly Approve | 36\% | (160) | 6\% | (28) | 7\% | (31) | 50\% | (222) | 440 |
| Trump Job Somewhat Approve | 28\% | (119) | 8\% | (36) | 9\% | (38) | 55\% | (236) | 429 |
| Trump Job Somewhat Disapprove | 20\% | (58) | 6\% | (18) | 8\% | (23) | 67\% | (198) | 297 |
| Trump Job Strongly Disapprove | 15\% | (139) | 7\% | (61) | 12\% | (107) | 67\% | (623) | 930 |
| Favorable of Trump | $31 \%$ | (267) | 8\% | (67) | 9\% | (72) | 52\% | (442) | 847 |
| Unfavorable of Trump | 17\% | (207) | 6\% | (75) | 10\% | (123) | 67\% | (806) | 1212 |
| Very Favorable of Trump | $34 \%$ | (163) | 7\% | (31) | 8\% | (37) | 52\% | (248) | 479 |
| Somewhat Favorable of Trump | 28\% | (104) | 10\% | (35) | 10\% | (36) | 53\% | (194) | 368 |
| Somewhat Unfavorable of Trump | 20\% | (47) | 7\% | (18) | 8\% | (20) | 64\% | (152) | 236 |
| Very Unfavorable of Trump | 16\% | (161) | 6\% | (58) | $11 \%$ | (104) | 67\% | (654) | 976 |
| \#1 Issue: Economy | 24\% | (132) | 7\% | (41) | 9\% | (50) | 60\% | (337) | 560 |
| \#1 Issue: Security | 30\% | (134) | 5\% | (22) | 5\% | (21) | 60\% | (263) | 441 |
| \#1 Issue: Health Care | 16\% | (60) | 9\% | (32) | 12\% | (44) | 63\% | (232) | 368 |
| \#1 Issue: Medicare / Social Security | 21\% | (76) | 4\% | (15) | 13\% | (46) | 62\% | (221) | 359 |
| \#1 Issue: Women's Issues | 14\% | (18) | 7\% | (9) | 13\% | (16) | 66\% | (83) | 126 |
| \#1 Issue: Education | 15\% | (24) | 9\% | (13) | 9\% | (14) | 67\% | (103) | 154 |
| \#1 Issue: Energy | 20\% | (20) | 8\% | (8) | 9\% | (9) | 63\% | (63) | 100 |
| \#1 Issue: Other | 20\% | (19) | 4\% | (4) | 3\% | (3) | 73\% | (68) | 93 |
| 2018 House Vote: Democrat | 20\% | (172) | 7\% | (58) | $11 \%$ | (91) | 62\% | (519) | 839 |
| 2018 House Vote: Republican | $34 \%$ | (218) | 7\% | (42) | 8\% | (50) | 52\% | (332) | 643 |
| 2018 House Vote: Someone else | 22\% | (23) | 1\% | (1) | 15\% | (15) | 62\% | (65) | 105 |
| 2018 House Vote: Didnt Vote | $11 \%$ | (69) | 6\% | (39) | 8\% | (46) | 75\% | (452) | 605 |

[^173]Table HR10_6: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Carson Daly

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 22\% | (482) | 7\% | (145) | 9\% | (204) | 62\% | (1369) | 2199 |
| 2016 Vote: Hillary Clinton | 19\% | (134) | 8\% | (55) | 10\% | (74) | 63\% | (455) | 719 |
| 2016 Vote: Donald Trump | 33\% | (218) | 7\% | (48) | 9\% | (58) | 51\% | (342) | 666 |
| 2016 Vote: Someone else | 23\% | (40) | 6\% | (11) | 12\% | (22) | 59\% | (105) | 178 |
| 2016 Vote: Didnt Vote | 14\% | (86) | 5\% | (31) | 8\% | (49) | 74\% | (463) | 629 |
| Voted in 2014: Yes | 26\% | (357) | 7\% | (102) | 10\% | (133) | 57\% | (775) | 1366 |
| Voted in 2014: No | 15\% | (125) | 5\% | (43) | 9\% | (71) | 71\% | (595) | 833 |
| 2012 Vote: Barack Obama | 20\% | (172) | 9\% | (76) | $11 \%$ | (94) | 60\% | (512) | 854 |
| 2012 Vote: Mitt Romney | 36\% | (179) | 4\% | (21) | 9\% | (45) | 51\% | (257) | 501 |
| 2012 Vote: Other | 17\% | (15) | 6\% | (5) | 10\% | (9) | 67\% | (58) | 87 |
| 2012 Vote: Didn't Vote | 15\% | (116) | 6\% | (42) | 7\% | (56) | 72\% | (538) | 752 |
| 4-Region: Northeast | 20\% | (78) | 7\% | (29) | 7\% | (28) | 66\% | (258) | 394 |
| 4-Region: Midwest | 20\% | (94) | 7\% | (34) | 10\% | (46) | 62\% | (287) | 462 |
| 4-Region: South | 23\% | (190) | 7\% | (60) | 9\% | (77) | 60\% | (497) | 824 |
| 4-Region: West | 23\% | (119) | 4\% | (21) | 10\% | (52) | 63\% | (327) | 519 |
| TV shows: Every day | 25\% | (285) | 7\% | (81) | 10\% | (113) | 58\% | (669) | 1148 |
| TV shows: Several times per week | 20\% | (100) | 8\% | (39) | 7\% | (37) | 66\% | (336) | 512 |
| TV shows: About once per week | 27\% | (39) | 3\% | (4) | 13\% | (18) | 57\% | (82) | 144 |
| TV shows: Several times per month | 20\% | (20) | 11\% | (11) | 11\% | (11) | 57\% | (58) | 101 |
| TV shows: About once per month | 5\% | (2) | 1\% | (0) | $11 \%$ | (5) | 83\% | (40) | 48 |
| TV shows: Less often than once per month | 22\% | (17) | 7\% | (6) | 10\% | (8) | 61\% | (47) | 78 |
| TV shows: Never | 11\% | (18) | 2\% | (4) | 6\% | (10) | 81\% | (137) | 169 |
| Movies: Every day | 22\% | (88) | 12\% | (50) | 10\% | (40) | 55\% | (221) | 399 |
| Movies: Several times per week | 28\% | (160) | 6\% | (36) | $11 \%$ | (62) | 55\% | (316) | 574 |
| Movies: About once per week | 23\% | (89) | 7\% | (27) | 10\% | (38) | 60\% | (230) | 383 |
| Movies: Several times per month | 23\% | (64) | 6\% | (15) | 9\% | (24) | 62\% | (170) | 273 |
| Movies: About once per month | 18\% | (31) | 3\% | (5) | 5\% | (9) | 74\% | (128) | 173 |
| Movies: Less often than once per month | 13\% | (25) | 3\% | (7) | 7\% | (14) | 77\% | (155) | 201 |
| Movies: Never | 13\% | (25) | 3\% | (5) | 8\% | (16) | 76\% | (150) | 196 |

[^174]Table HR10_6: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Carson Daly

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 22\% | (482) | 7\% | (145) | 9\% | (204) | 62\% | (1369) | 2199 |
| Sports: Every day | 36\% | (57) | 15\% | (24) | 13\% | (21) | 35\% | (55) | 158 |
| Sports: Several times per week | 30\% | (99) | 8\% | (26) | 18\% | (60) | 44\% | (147) | 332 |
| Sports: About once per week | 25\% | (69) | 10\% | (28) | 5\% | (15) | 60\% | (167) | 279 |
| Sports: Several times per month | 26\% | (58) | 7\% | (16) | 12\% | (27) | 56\% | (127) | 228 |
| Sports: About once per month | 22\% | (38) | 5\% | (8) | 12\% | (21) | 62\% | (107) | 174 |
| Sports: Less often than once per month | 18\% | (66) | 5\% | (18) | 6\% | (23) | 71\% | (256) | 363 |
| Sports: Never | 14\% | (95) | 4\% | (25) | 6\% | (37) | 77\% | (509) | 666 |
| Cable: I currently subscribe | 24\% | (270) | 7\% | (79) | 10\% | (105) | 59\% | (654) | 1108 |
| Cable: I subscribed in the past | 22\% | (157) | 7\% | (50) | 9\% | (65) | 62\% | (454) | 727 |
| Cable: I have never subscribed | 15\% | (55) | 4\% | (16) | 9\% | (33) | 72\% | (261) | 365 |
| Satellite television: I currently subscribe | 26\% | (139) | 8\% | (41) | 10\% | (54) | 56\% | (293) | 526 |
| Satellite television: I subscribed in the past | 26\% | (156) | 8\% | (45) | 9\% | (53) | 57\% | (342) | 597 |
| Satellite television: I have never subscribed | 17\% | (187) | 5\% | (58) | 9\% | (97) | 68\% | (734) | 1076 |
| Streaming service: I currently subscribe | 23\% | (294) | 7\% | (97) | 11\% | (139) | 59\% | (772) | 1302 |
| Streaming service: I subscribed in the past | 22\% | (52) | 10\% | (23) | 13\% | (30) | 55\% | (129) | 234 |
| Streaming service: I have never subscribed | 20\% | (136) | 4\% | (24) | 5\% | (35) | 71\% | (469) | 663 |
| Film: An avid fan | 24\% | (184) | 9\% | (69) | 12\% | (94) | 55\% | (432) | 779 |
| Film: A casual fan | 22\% | (252) | 6\% | (65) | 8\% | (92) | 65\% | (744) | 1153 |
| Film: Not a fan | 17\% | (46) | 4\% | (11) | 7\% | (18) | 72\% | (193) | 267 |
| Television: An avid fan | 26\% | (303) | 8\% | (90) | 10\% | (119) | 56\% | (642) | 1154 |
| Television: A casual fan | 18\% | (166) | 6\% | (51) | 8\% | (75) | 68\% | (614) | 907 |
| Television: Not a fan | 10\% | (13) | 2\% | (3) | 6\% | (9) | 81\% | (113) | 139 |
| Music: An avid fan | 26\% | (294) | 9\% | (101) | 10\% | (115) | 56\% | (642) | 1152 |
| Music: A casual fan | 19\% | (177) | $4 \%$ | (38) | 9\% | (81) | 67\% | (612) | 907 |
| Music: Not a fan | 8\% | (11) | 4\% | (6) | 5\% | (8) | 82\% | (115) | 140 |
| Fashion: An avid fan | 32\% | (110) | 15\% | (53) | $11 \%$ | (36) | 42\% | (143) | 342 |
| Fashion: A casual fan | 20\% | (170) | 7\% | (58) | 11\% | (98) | 62\% | (535) | 861 |
| Fashion: Not a fan | 20\% | (202) | 3\% | (34) | 7\% | (69) | 69\% | (691) | 996 |

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

Table HR10_7: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Conan O'Brien

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $32 \%$ | (702) | 7\% | (151) | 10\% | (220) | 51\% | (1126) | 2199 |
| Gender: Male | 37\% | (392) | 8\% | (84) | 13\% | (133) | 43\% | (452) | 1061 |
| Gender: Female | 27\% | (310) | 6\% | (66) | 8\% | (87) | 59\% | (675) | 1138 |
| Age: 18-29 | 26\% | (107) | 11\% | (44) | 8\% | (33) | 55\% | (227) | 411 |
| Age: 30-44 | $30 \%$ | (183) | 9\% | (53) | 12\% | (74) | 48\% | (291) | 600 |
| Age: 45-54 | $31 \%$ | (105) | 6\% | (21) | 10\% | (35) | 52\% | (174) | 335 |
| Age: 55-64 | 34\% | (143) | 5\% | (21) | 10\% | (42) | 51\% | (211) | 417 |
| Age: 65+ | 38\% | (164) | 3\% | (12) | 8\% | (36) | 51\% | (224) | 436 |
| Generation Z: 18-21 | 24\% | (27) | 8\% | (9) | 7\% | (8) | 62\% | (72) | 116 |
| Millennial: Age 22-37 | 30\% | (198) | 11\% | (71) | 10\% | (68) | 49\% | (321) | 657 |
| Generation X: Age 38-53 | 29\% | (157) | 7\% | (38) | 12\% | (63) | 53\% | (286) | 543 |
| Boomers: Age 54-72 | 37\% | (284) | 4\% | (28) | 10\% | (77) | 49\% | (382) | 772 |
| PID: Dem (no lean) | 30\% | (245) | 7\% | (56) | 12\% | (97) | 51\% | (408) | 806 |
| PID: Ind (no lean) | 24\% | (181) | 7\% | (49) | 9\% | (67) | 61\% | (456) | 754 |
| PID: Rep (no lean) | 43\% | (277) | 7\% | (45) | 9\% | (56) | 41\% | (262) | 639 |
| PID/Gender: Dem Men | 34\% | (134) | 6\% | (25) | 17\% | (66) | 43\% | (171) | 395 |
| PID/Gender: Dem Women | 27\% | (111) | 8\% | (31) | 8\% | (31) | 58\% | (238) | 411 |
| PID/Gender: Ind Men | 28\% | (91) | 9\% | (28) | 9\% | (29) | 55\% | (178) | 326 |
| PID/Gender: Ind Women | 21\% | (90) | 5\% | (21) | 9\% | (38) | 65\% | (278) | 427 |
| PID/Gender: Rep Men | 49\% | (168) | 9\% | (31) | 11\% | (38) | 30\% | (103) | 339 |
| PID/Gender: Rep Women | 36\% | (109) | 5\% | (14) | 6\% | (18) | 53\% | (159) | 300 |
| Ideo: Liberal (1-3) | 39\% | (261) | 7\% | (45) | 11\% | (72) | 44\% | (295) | 674 |
| Ideo: Moderate (4) | 24\% | (132) | 9\% | (47) | 15\% | (79) | 52\% | (285) | 544 |
| Ideo: Conservative (5-7) | 42\% | (302) | 7\% | (46) | 8\% | (56) | 43\% | (308) | 712 |
| Educ: < College | 28\% | (420) | 7\% | (111) | 9\% | (138) | 56\% | (842) | 1512 |
| Educ: Bachelors degree | 42\% | (185) | 7\% | (30) | 10\% | (44) | 42\% | (185) | 444 |
| Educ: Post-grad | 40\% | (97) | 4\% | (10) | 16\% | (38) | 40\% | (98) | 243 |

[^175]Table HR10_7: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Conan O'Brien

| Demographic | More liberal |  |  |  |  |  | More conservative | No political lean |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

Continued on next page

Table HR10_7: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean? Conan O'Brien

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $32 \%$ | (702) | 7\% | (151) | 10\% | (220) | 51\% | (1126) | 2199 |
| RD/WT: Right Direction | 39\% | (321) | 8\% | (67) | 8\% | (63) | 45\% | (375) | 826 |
| RD/WT: Wrong Track | 28\% | (381) | 6\% | (84) | $11 \%$ | (157) | 55\% | (751) | 1373 |
| Trump Job Approve | 40\% | (352) | 9\% | (79) | 8\% | (71) | 42\% | (369) | 870 |
| Trump Job Disapprove | 28\% | (344) | 6\% | (70) | 12\% | (146) | 54\% | (668) | 1227 |
| Trump Job Strongly Approve | 47\% | (208) | 8\% | (37) | 7\% | (33) | 37\% | (162) | 440 |
| Trump Job Somewhat Approve | 34\% | (144) | 10\% | (42) | 9\% | (38) | 48\% | (206) | 429 |
| Trump Job Somewhat Disapprove | 25\% | (74) | 9\% | (26) | 7\% | (21) | 59\% | (176) | 297 |
| Trump Job Strongly Disapprove | 29\% | (269) | 5\% | (44) | 13\% | (125) | 53\% | (491) | 930 |
| Favorable of Trump | 43\% | (361) | 8\% | (65) | 8\% | (65) | 42\% | (356) | 847 |
| Unfavorable of Trump | 27\% | (333) | 7\% | (81) | 12\% | (148) | 54\% | (650) | 1212 |
| Very Favorable of Trump | 48\% | (229) | 6\% | (30) | 7\% | (33) | 39\% | (187) | 479 |
| Somewhat Favorable of Trump | 36\% | (132) | 10\% | (35) | 9\% | (32) | 46\% | (169) | 368 |
| Somewhat Unfavorable of Trump | 26\% | (62) | 7\% | (17) | 10\% | (23) | 57\% | (134) | 236 |
| Very Unfavorable of Trump | 28\% | (270) | 7\% | (64) | 13\% | (126) | 53\% | (516) | 976 |
| \#1 Issue: Economy | 36\% | (203) | 6\% | (33) | 11\% | (62) | 47\% | (262) | 560 |
| \#1 Issue: Security | 41\% | (181) | 7\% | (32) | 7\% | (29) | 45\% | (199) | 441 |
| \#1 Issue: Health Care | 28\% | (102) | 9\% | (32) | 12\% | (45) | 51\% | (189) | 368 |
| \#1 Issue: Medicare / Social Security | 28\% | (100) | 6\% | (20) | $11 \%$ | (39) | 56\% | (199) | 359 |
| \#1 Issue: Women's Issues | 22\% | (28) | 4\% | (5) | 13\% | (17) | 61\% | (76) | 126 |
| \#1 Issue: Education | 19\% | (30) | 11\% | (17) | 11\% | (17) | 58\% | (89) | 154 |
| \#1 Issue: Energy | 33\% | (33) | 6\% | (6) | 5\% | (5) | 55\% | (55) | 100 |
| \#1 Issue: Other | 28\% | (26) | 6\% | (5) | 6\% | (6) | 60\% | (56) | 93 |
| 2018 House Vote: Democrat | 33\% | (281) | 7\% | (57) | 12\% | (103) | 47\% | (399) | 839 |
| 2018 House Vote: Republican | 46\% | (296) | 6\% | (36) | 9\% | (57) | 39\% | (253) | 643 |
| 2018 House Vote: Someone else | 19\% | (20) | 12\% | (12) | 17\% | (18) | 51\% | (54) | 105 |
| 2018 House Vote: Didnt Vote | 17\% | (105) | 7\% | (40) | 7\% | (40) | 69\% | (420) | 605 |

[^176]Table HR10_7: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Conan O'Brien

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $32 \%$ | (702) | 7\% | (151) | 10\% | (220) | 51\% | (1126) | 2199 |
| 2016 Vote: Hillary Clinton | $31 \%$ | (222) | 7\% | (50) | 12\% | (86) | 50\% | (360) | 719 |
| 2016 Vote: Donald Trump | 46\% | (305) | 6\% | (41) | 9\% | (57) | 40\% | (264) | 666 |
| 2016 Vote: Someone else | 25\% | (44) | 12\% | (22) | 18\% | (33) | 45\% | (79) | 178 |
| 2016 Vote: Didnt Vote | 20\% | (127) | 6\% | (38) | 7\% | (45) | 67\% | (420) | 629 |
| Voted in 2014: Yes | 38\% | (515) | 8\% | (103) | $11 \%$ | (145) | 44\% | (602) | 1366 |
| Voted in 2014: No | 22\% | (187) | 6\% | (48) | 9\% | (75) | 63\% | (524) | 833 |
| 2012 Vote: Barack Obama | $31 \%$ | (264) | 9\% | (77) | 12\% | (107) | 48\% | (406) | 854 |
| 2012 Vote: Mitt Romney | 49\% | (244) | 3\% | (17) | 10\% | (49) | 38\% | (191) | 501 |
| 2012 Vote: Other | 30\% | (26) | 8\% | (7) | 9\% | (8) | 53\% | (46) | 87 |
| 2012 Vote: Didn't Vote | 22\% | (167) | 7\% | (50) | 8\% | (57) | 64\% | (479) | 752 |
| 4-Region: Northeast | $32 \%$ | (126) | 4\% | (17) | 13\% | (50) | 51\% | (201) | 394 |
| 4-Region: Midwest | 35\% | (161) | 6\% | (30) | 7\% | (32) | 52\% | (239) | 462 |
| 4-Region: South | $33 \%$ | (273) | 6\% | (48) | 10\% | (79) | 51\% | (424) | 824 |
| 4-Region: West | 28\% | (143) | 11\% | (56) | $11 \%$ | (58) | 50\% | (261) | 519 |
| TV shows: Every day | 35\% | (398) | 8\% | (88) | $11 \%$ | (121) | 47\% | (542) | 1148 |
| TV shows: Several times per week | $31 \%$ | (160) | 7\% | (38) | 9\% | (48) | 52\% | (267) | 512 |
| TV shows: About once per week | 29\% | (42) | 9\% | (12) | 15\% | (21) | 48\% | (69) | 144 |
| TV shows: Several times per month | $34 \%$ | (34) | 7\% | (7) | 12\% | (12) | 48\% | (48) | 101 |
| TV shows: About once per month | 17\% | (8) | 2\% | (1) | 10\% | (5) | 71\% | (34) | 48 |
| TV shows: Less often than once per month | 37\% | (29) | 2\% | (2) | 10\% | (7) | 51\% | (40) | 78 |
| TV shows: Never | 19\% | (32) | 2\% | (4) | 3\% | (6) | 75\% | (127) | 169 |
| Movies: Every day | 30\% | (121) | 11\% | (42) | 13\% | (51) | 46\% | (185) | 399 |
| Movies: Several times per week | 38\% | (216) | 10\% | (56) | 11\% | (62) | 42\% | (240) | 574 |
| Movies: About once per week | $34 \%$ | (131) | 4\% | (15) | 12\% | (46) | 50\% | (191) | 383 |
| Movies: Several times per month | 35\% | (94) | 8\% | (21) | 6\% | (17) | 51\% | (141) | 273 |
| Movies: About once per month | 26\% | (46) | 2\% | (4) | 10\% | (17) | 61\% | (106) | 173 |
| Movies: Less often than once per month | 26\% | (52) | $4 \%$ | (9) | 8\% | (16) | 61\% | (124) | 201 |
| Movies: Never | $21 \%$ | (42) | 2\% | (4) | 5\% | (10) | 72\% | (140) | 196 |

[^177]Table HR10_7: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Conan O'Brien

| Demographic | More liberal |  |  |  |  |  |  | More conservative | No political lean |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

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

Table HR10_8: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?

## Samantha Bee

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 30\% | (664) | $4 \%$ | (93) | 6\% | (130) | 60\% | (1312) | 2199 |
| Gender: Male | 36\% | (386) | 6\% | (59) | 8\% | (84) | 50\% | (532) | 1061 |
| Gender: Female | 24\% | (279) | 3\% | (34) | 4\% | (46) | 68\% | (779) | 1138 |
| Age: 18-29 | 26\% | (106) | 6\% | (26) | 6\% | (27) | 61\% | (253) | 411 |
| Age: 30-44 | 29\% | (174) | 6\% | (38) | 8\% | (48) | 57\% | (340) | 600 |
| Age: 45-54 | 32\% | (108) | 3\% | (10) | 6\% | (20) | 59\% | (196) | 335 |
| Age: 55-64 | $36 \%$ | (148) | $2 \%$ | (10) | 5\% | (21) | 57\% | (238) | 417 |
| Age: 65+ | 29\% | (128) | $2 \%$ | (10) | 3\% | (15) | 65\% | (285) | 436 |
| Generation Z: 18-21 | 21\% | (24) | 3\% | (3) | 9\% | (10) | 68\% | (79) | 116 |
| Millennial: Age 22-37 | $31 \%$ | (201) | 7\% | (49) | 6\% | (40) | 56\% | (368) | 657 |
| Generation X: Age 38-53 | 27\% | (147) | $4 \%$ | (22) | 8\% | (43) | 61\% | (332) | 543 |
| Boomers: Age 54-72 | $34 \%$ | (266) | 2\% | (17) | 5\% | (35) | 59\% | (453) | 772 |
| PID: Dem (no lean) | 28\% | (227) | 6\% | (48) | 9\% | (70) | 57\% | (462) | 806 |
| PID: Ind (no lean) | 24\% | (180) | 3\% | (24) | 4\% | (33) | 68\% | (516) | 754 |
| PID: Rep (no lean) | 40\% | (257) | 3\% | (21) | $4 \%$ | (27) | 52\% | (334) | 639 |
| PID/Gender: Dem Men | 36\% | (141) | 8\% | (32) | 12\% | (49) | 44\% | (174) | 395 |
| PID/Gender: Dem Women | $21 \%$ | (86) | $4 \%$ | (16) | 5\% | (20) | 70\% | (288) | 411 |
| PID/Gender: Ind Men | 29\% | (93) | 4\% | (12) | 5\% | (17) | 62\% | (204) | 326 |
| PID/Gender: Ind Women | 20\% | (87) | $3 \%$ | (12) | 4\% | (16) | 73\% | (312) | 427 |
| PID/Gender: Rep Men | 45\% | (152) | $4 \%$ | (15) | 5\% | (18) | 45\% | (154) | 339 |
| PID/Gender: Rep Women | 35\% | (105) | 2\% | (6) | 3\% | (9) | 60\% | (180) | 300 |
| Ideo: Liberal (1-3) | $36 \%$ | (243) | 6\% | (44) | 6\% | (42) | 51\% | (345) | 674 |
| Ideo: Moderate (4) | 26\% | (140) | 5\% | (27) | 9\% | (50) | 60\% | (328) | 544 |
| Ideo: Conservative (5-7) | 38\% | (272) | 3\% | (22) | 4\% | (30) | 55\% | (389) | 712 |
| Educ: < College | 24\% | (370) | 5\% | (73) | 6\% | (95) | 64\% | (974) | 1512 |
| Educ: Bachelors degree | $41 \%$ | (183) | 3\% | (15) | 5\% | (23) | 50\% | (223) | 444 |
| Educ: Post-grad | 46\% | (112) | 2\% | (5) | 5\% | (12) | 47\% | (115) | 243 |

Continued on next page

Table HR10_8: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Samantha Bee

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 30\% | (664) | 4\% | (93) | 6\% | (130) | 60\% | (1312) | 2199 |
| Income: Under 50k | 24\% | (316) | 4\% | (56) | 6\% | (77) | 65\% | (848) | 1297 |
| Income: 50k-100k | 35\% | (216) | 5\% | (29) | 7\% | (44) | 53\% | (325) | 615 |
| Income: 100k+ | 46\% | (132) | 3\% | (8) | 3\% | (9) | 48\% | (139) | 287 |
| Ethnicity: White | 32\% | (555) | 2\% | (41) | 5\% | (85) | 60\% | (1041) | 1722 |
| Ethnicity: Hispanic | 30\% | (104) | 6\% | (21) | 12\% | (42) | 52\% | (182) | 350 |
| Ethnicity: Afr. Am. | 19\% | (52) | 11\% | (31) | 9\% | (25) | 61\% | (167) | 274 |
| Ethnicity: Other | 28\% | (58) | 11\% | (22) | 10\% | (20) | 51\% | (104) | 203 |
| Relig: Protestant | 35\% | (188) | 3\% | (18) | 4\% | (24) | 57\% | (309) | 539 |
| Relig: Roman Catholic | 33\% | (143) | 5\% | (21) | 8\% | (37) | 54\% | (235) | 436 |
| Relig: Something Else | 23\% | (43) | 6\% | (11) | 8\% | (15) | 63\% | (117) | 187 |
| Relig: Jewish | 36\% | (19) | 6\% | (3) | 5\% | (2) | 54\% | (29) | 54 |
| Relig: Evangelical | $31 \%$ | (253) | 3\% | (27) | 6\% | (50) | 59\% | (475) | 805 |
| Relig: Non-Evang. Catholics | 34\% | (121) | 6\% | (22) | 7\% | (26) | 52\% | (187) | 357 |
| Relig: All Christian | 32\% | (374) | 4\% | (49) | 7\% | (76) | 57\% | (662) | 1161 |
| Relig: All Non-Christian | 21\% | (46) | 4\% | (8) | 4\% | (9) | 72\% | (160) | 224 |
| Community: Urban | 28\% | (160) | 7\% | (38) | 9\% | (50) | 57\% | (327) | 575 |
| Community: Suburban | 35\% | (341) | 3\% | (32) | 5\% | (47) | 57\% | (562) | 982 |
| Community: Rural | 25\% | (163) | 4\% | (23) | 5\% | (33) | 66\% | (423) | 643 |
| Employ: Private Sector | 40\% | (266) | 5\% | (31) | 7\% | (47) | 48\% | (316) | 661 |
| Employ: Government | 34\% | (43) | 12\% | (15) | 6\% | (7) | 48\% | (59) | 124 |
| Employ: Self-Employed | 33\% | (64) | 4\% | (8) | 6\% | (12) | 57\% | (111) | 195 |
| Employ: Homemaker | $21 \%$ | (36) | 6\% | (10) | 8\% | (14) | 65\% | (110) | 170 |
| Employ: Student | 27\% | (21) | 6\% | (5) | 7\% | (6) | 60\% | (48) | 79 |
| Employ: Retired | 29\% | (154) | 3\% | (16) | 5\% | (25) | 63\% | (328) | 523 |
| Employ: Unemployed | 19\% | (50) | 1\% | (2) | 4\% | (11) | 76\% | (199) | 262 |
| Employ: Other | 17\% | (31) | 3\% | (6) | 4\% | (8) | 76\% | (140) | 185 |
| Military HH: Yes | 32\% | (122) | 4\% | (14) | 8\% | (31) | 57\% | (218) | 384 |
| Military HH: No | 30\% | (543) | 4\% | (79) | 5\% | (99) | 60\% | (1094) | 1815 |

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Table HR10_8: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Samantha Bee

| Demographic | More liberal |  |  |  |  |  | More conservative | No political lean |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

[^178]Table HR10_8: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Samantha Bee

| Demographic |  |  |  |  | Don't know / No |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| opinion |  |  |  |  |  |

Continued on next page

Table HR10_8: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Samantha Bee

| Demographic | More liberal |  |  |  |  |  |  | More conservative | No political lean |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

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

Table HR10_9: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Trevor Noah

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 32\% | (708) | 4\% | (98) | 6\% | (129) | 58\% | (1265) | 2199 |
| Gender: Male | 40\% | (419) | 5\% | (52) | 7\% | (80) | 48\% | (510) | 1061 |
| Gender: Female | 25\% | (289) | 4\% | (46) | 4\% | (49) | 66\% | (755) | 1138 |
| Age: 18-29 | 32\% | (132) | 5\% | (20) | 10\% | (39) | 54\% | (220) | 411 |
| Age: 30-44 | 34\% | (202) | 8\% | (48) | 6\% | (37) | 52\% | (314) | 600 |
| Age: 45-54 | 32\% | (107) | 4\% | (14) | 3\% | (9) | 61\% | (205) | 335 |
| Age: 55-64 | 33\% | (138) | 2\% | (10) | 6\% | (25) | 58\% | (244) | 417 |
| Age: 65+ | 30\% | (129) | 1\% | (6) | 4\% | (18) | 65\% | (282) | 436 |
| Generation Z: 18-21 | 18\% | (21) | 6\% | (7) | 10\% | (12) | 66\% | (76) | 116 |
| Millennial: Age 22-37 | 38\% | (251) | 7\% | (48) | 6\% | (43) | 48\% | (317) | 657 |
| Generation X: Age 38-53 | 29\% | (156) | 5\% | (27) | 5\% | (29) | 61\% | (332) | 543 |
| Boomers: Age 54-72 | 32\% | (249) | 2\% | (16) | 6\% | (45) | 60\% | (462) | 772 |
| PID: Dem (no lean) | 38\% | (307) | 5\% | (38) | 8\% | (61) | 50\% | (400) | 806 |
| PID: Ind (no lean) | 25\% | (187) | 4\% | (29) | 6\% | (42) | 66\% | (496) | 754 |
| PID: Rep (no lean) | 33\% | (214) | 5\% | (31) | 4\% | (25) | 58\% | (370) | 639 |
| PID/Gender: Dem Men | 44\% | (175) | 5\% | (19) | 11\% | (42) | 40\% | (159) | 395 |
| PID/Gender: Dem Women | $32 \%$ | (132) | 4\% | (18) | 5\% | (19) | 59\% | (242) | 411 |
| PID/Gender: Ind Men | 31\% | (100) | 4\% | (14) | 6\% | (21) | 59\% | (191) | 326 |
| PID/Gender: Ind Women | 20\% | (87) | 3\% | (15) | 5\% | (21) | 71\% | (305) | 427 |
| PID/Gender: Rep Men | 42\% | (144) | 5\% | (18) | 5\% | (16) | 47\% | (161) | 339 |
| PID/Gender: Rep Women | 23\% | (70) | 4\% | (13) | 3\% | (9) | 70\% | (209) | 300 |
| Ideo: Liberal (1-3) | 50\% | (335) | 6\% | (40) | 5\% | (31) | 40\% | (268) | 674 |
| Ideo: Moderate (4) | 24\% | (132) | 5\% | (29) | 11\% | (61) | 59\% | (322) | 544 |
| Ideo: Conservative (5-7) | 33\% | (235) | $4 \%$ | (26) | $4 \%$ | (27) | 60\% | (424) | 712 |
| Educ: < College | 26\% | (396) | 4\% | (68) | 7\% | (100) | 63\% | (948) | 1512 |
| Educ: Bachelors degree | 45\% | (202) | 5\% | (22) | 4\% | (16) | 46\% | (204) | 444 |
| Educ: Post-grad | 45\% | (110) | 3\% | (7) | 5\% | (13) | 47\% | (114) | 243 |

[^179]Table HR10_9: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Trevor Noah

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $32 \%$ | (708) | 4\% | (98) | 6\% | (129) | 58\% | (1265) | 2199 |
| Income: Under 50k | 27\% | (347) | 4\% | (53) | 7\% | (97) | 62\% | (800) | 1297 |
| Income: 50k-100k | 38\% | (232) | 6\% | (38) | 4\% | (27) | $52 \%$ | (318) | 615 |
| Income: 100k+ | 45\% | (129) | 2\% | (6) | 2\% | (5) | 51\% | (147) | 287 |
| Ethnicity: White | 32\% | (546) | 3\% | (56) | 4\% | (76) | 61\% | (1043) | 1722 |
| Ethnicity: Hispanic | 34\% | (119) | 6\% | (20) | 10\% | (34) | 51\% | (177) | 350 |
| Ethnicity: Afr. Am. | 33\% | (91) | 8\% | (22) | 11\% | (30) | 48\% | (132) | 274 |
| Ethnicity: Other | 35\% | (71) | 10\% | (20) | 11\% | (22) | 45\% | (91) | 203 |
| Relig: Protestant | 35\% | (186) | 4\% | (20) | 4\% | (24) | 57\% | (309) | 539 |
| Relig: Roman Catholic | $31 \%$ | (135) | 5\% | (22) | 9\% | (38) | 55\% | (241) | 436 |
| Relig: Something Else | 26\% | (48) | 5\% | (10) | 7\% | (13) | 62\% | (116) | 187 |
| Relig: Jewish | 43\% | (23) | 3\% | (2) | 2\% | (1) | 51\% | (28) | 54 |
| Relig: Evangelical | $31 \%$ | (250) | 4\% | (28) | 6\% | (49) | 59\% | (477) | 805 |
| Relig: Non-Evang. Catholics | 34\% | (120) | 6\% | (23) | 7\% | (26) | 53\% | (188) | 357 |
| Relig: All Christian | 32\% | (370) | 4\% | (51) | 6\% | (75) | 57\% | (665) | 1161 |
| Relig: All Non-Christian | 22\% | (50) | 4\% | (8) | 5\% | (12) | 69\% | (154) | 224 |
| Community: Urban | $36 \%$ | (209) | 6\% | (34) | 8\% | (44) | 50\% | (288) | 575 |
| Community: Suburban | 34\% | (339) | 4\% | (42) | 5\% | (52) | 56\% | (550) | 982 |
| Community: Rural | 25\% | (161) | 3\% | (22) | 5\% | (33) | 66\% | (427) | 643 |
| Employ: Private Sector | 42\% | (275) | 5\% | (34) | 6\% | (39) | 47\% | (313) | 661 |
| Employ: Government | 39\% | (49) | 3\% | (3) | 6\% | (7) | 53\% | (65) | 124 |
| Employ: Self-Employed | 36\% | (70) | 8\% | (15) | 8\% | (15) | 48\% | (95) | 195 |
| Employ: Homemaker | 20\% | (35) | 9\% | (15) | 4\% | (7) | 67\% | (114) | 170 |
| Employ: Student | 26\% | (21) | 6\% | (5) | 12\% | (10) | 55\% | (44) | 79 |
| Employ: Retired | 30\% | (157) | 2\% | (12) | 6\% | (31) | 62\% | (324) | 523 |
| Employ: Unemployed | 25\% | (65) | 2\% | (5) | 5\% | (13) | 68\% | (179) | 262 |
| Employ: Other | 20\% | (37) | 5\% | (9) | 3\% | (6) | 72\% | (133) | 185 |
| Military HH: Yes | 34\% | (131) | 4\% | (16) | 5\% | (18) | 57\% | (219) | 384 |
| Military HH: No | $32 \%$ | (577) | 4\% | (81) | 6\% | (110) | 58\% | (1046) | 1815 |

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Table HR10_9: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Trevor Noah

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $32 \%$ | (708) | 4\% | (98) | 6\% | (129) | 58\% | (1265) | 2199 |
| RD/WT: Right Direction | 32\% | (266) | 6\% | (48) | 5\% | (42) | 57\% | (470) | 826 |
| RD/WT: Wrong Track | 32\% | (442) | 4\% | (50) | 6\% | (86) | 58\% | (795) | 1373 |
| Trump Job Approve | 33\% | (287) | 5\% | (46) | 5\% | (43) | 57\% | (493) | 870 |
| Trump Job Disapprove | 34\% | (415) | 4\% | (50) | 7\% | (83) | 55\% | (679) | 1227 |
| Trump Job Strongly Approve | 37\% | (163) | 5\% | (20) | $4 \%$ | (17) | 54\% | (240) | 440 |
| Trump Job Somewhat Approve | 29\% | (124) | 6\% | (26) | 6\% | (26) | 59\% | (254) | 429 |
| Trump Job Somewhat Disapprove | 24\% | (72) | 2\% | (5) | 5\% | (15) | 69\% | (205) | 297 |
| Trump Job Strongly Disapprove | 37\% | (343) | 5\% | (45) | 7\% | (68) | 51\% | (475) | 930 |
| Favorable of Trump | 33\% | (281) | 6\% | (50) | 4\% | (37) | 56\% | (478) | 847 |
| Unfavorable of Trump | 34\% | (417) | 4\% | (45) | 7\% | (86) | 55\% | (664) | 1212 |
| Very Favorable of Trump | 36\% | (172) | 5\% | (25) | 3\% | (17) | 55\% | (265) | 479 |
| Somewhat Favorable of Trump | 30\% | (109) | 7\% | (26) | 6\% | (21) | 58\% | (213) | 368 |
| Somewhat Unfavorable of Trump | 23\% | (55) | 2\% | (4) | 6\% | (14) | 69\% | (163) | 236 |
| Very Unfavorable of Trump | 37\% | (361) | 4\% | (41) | 7\% | (72) | 51\% | (502) | 976 |
| \#1 Issue: Economy | 35\% | (197) | $4 \%$ | (22) | 5\% | (27) | 56\% | (314) | 560 |
| \#1 Issue: Security | $32 \%$ | (140) | 4\% | (20) | 2\% | (9) | 62\% | (272) | 441 |
| \#1 Issue: Health Care | 34\% | (124) | $4 \%$ | (15) | 10\% | (37) | 52\% | (193) | 368 |
| \#1 Issue: Medicare / Social Security | 23\% | (82) | 6\% | (20) | 9\% | (31) | 63\% | (226) | 359 |
| \#1 Issue: Women's Issues | 32\% | (40) | 6\% | (7) | 6\% | (7) | 57\% | (71) | 126 |
| \#1 Issue: Education | 33\% | (51) | 6\% | (10) | 6\% | (10) | 55\% | (84) | 154 |
| \#1 Issue: Energy | 41\% | (40) | 4\% | (4) | 7\% | (7) | 48\% | (48) | 100 |
| \#1 Issue: Other | 36\% | (34) | - | (0) | 1\% | (1) | 63\% | (58) | 93 |
| 2018 House Vote: Democrat | 43\% | (360) | 5\% | (45) | 6\% | (51) | 46\% | (384) | 839 |
| 2018 House Vote: Republican | 36\% | (232) | 4\% | (25) | 3\% | (22) | 57\% | (364) | 643 |
| 2018 House Vote: Someone else | 22\% | (24) | 2\% | (2) | 15\% | (16) | 61\% | (64) | 105 |
| 2018 House Vote: Didnt Vote | 15\% | (91) | 4\% | (22) | 7\% | (39) | 75\% | (453) | 605 |

[^180]Table HR10_9: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Trevor Noah

| Demographic |  |  |  |  | Don't know / No |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| opinion |  |  |  |  |  |

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Table HR10_9: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Trevor Noah

| Demographic |  |  |  |  | Don't know No No |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| opinion |  |  |  |  |  |

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

Table HR10_10: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean? Bill Maher

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $36 \%$ | (794) | 8\% | (180) | 6\% | (139) | 49\% | (1087) | 2199 |
| Gender: Male | 46\% | (484) | 8\% | (86) | 7\% | (78) | 39\% | (414) | 1061 |
| Gender: Female | 27\% | (309) | 8\% | (94) | 5\% | (62) | 59\% | (673) | 1138 |
| Age: 18-29 | 21\% | (88) | 7\% | (28) | 10\% | (42) | 61\% | (253) | 411 |
| Age: 30-44 | $31 \%$ | (183) | $11 \%$ | (67) | 9\% | (52) | 50\% | (298) | 600 |
| Age: 45-54 | $36 \%$ | (121) | 10\% | (34) | 3\% | (9) | 51\% | (170) | 335 |
| Age: 55-64 | 48\% | (198) | 7\% | (27) | $4 \%$ | (19) | $42 \%$ | (173) | 417 |
| Age: 65+ | 47\% | (203) | 5\% | (23) | $4 \%$ | (18) | 44\% | (192) | 436 |
| Generation Z: 18-21 | 18\% | (21) | 1\% | (2) | $11 \%$ | (13) | 70\% | (81) | 116 |
| Millennial: Age 22-37 | 28\% | (183) | $11 \%$ | (72) | 8\% | (54) | 53\% | (349) | 657 |
| Generation X: Age 38-53 | $32 \%$ | (175) | 10\% | (54) | 6\% | (35) | 52\% | (280) | 543 |
| Boomers: Age 54-72 | 47\% | (365) | 6\% | (48) | 4\% | (33) | 42\% | (326) | 772 |
| PID: Dem (no lean) | $34 \%$ | (275) | 9\% | (75) | 8\% | (67) | 48\% | (389) | 806 |
| PID: Ind (no lean) | $31 \%$ | (230) | 9\% | (67) | 5\% | (39) | 55\% | (417) | 754 |
| PID: Rep (no lean) | 45\% | (289) | 6\% | (38) | 5\% | (32) | 44\% | (280) | 639 |
| PID/Gender: Dem Men | 41\% | (162) | 9\% | (35) | $11 \%$ | (43) | 39\% | (155) | 395 |
| PID/Gender: Dem Women | 27\% | (113) | 10\% | (40) | 6\% | (24) | 57\% | (234) | 411 |
| PID/Gender: Ind Men | 40\% | (130) | 9\% | (29) | 6\% | (19) | 45\% | (148) | 326 |
| PID/Gender: Ind Women | 23\% | (100) | 9\% | (38) | 5\% | (20) | 63\% | (269) | 427 |
| PID/Gender: Rep Men | 57\% | (192) | 6\% | (22) | 5\% | (15) | 33\% | (110) | 339 |
| PID/Gender: Rep Women | 32\% | (97) | 5\% | (16) | 6\% | (17) | 57\% | (170) | 300 |
| Ideo: Liberal (1-3) | 45\% | (304) | $11 \%$ | (76) | 5\% | (37) | 38\% | (257) | 674 |
| Ideo: Moderate (4) | 28\% | (155) | 8\% | (46) | 10\% | (57) | 53\% | (287) | 544 |
| Ideo: Conservative (5-7) | 46\% | (329) | 7\% | (50) | 4\% | (29) | 43\% | (305) | 712 |
| Educ: < College | 30\% | (456) | 8\% | (118) | 7\% | (99) | 55\% | (839) | 1512 |
| Educ: Bachelors degree | 48\% | (215) | 9\% | (39) | 6\% | (26) | 37\% | (163) | 444 |
| Educ: Post-grad | 50\% | (122) | 9\% | (23) | 6\% | (14) | 35\% | (84) | 243 |

[^181]Table HR10_10: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Bill Maher

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $36 \%$ | (794) | 8\% | (180) | 6\% | (139) | 49\% | (1087) | 2199 |
| Income: Under 50k | 30\% | (393) | 8\% | (101) | 7\% | (91) | 55\% | (712) | 1297 |
| Income: 50k-100k | 41\% | (254) | 9\% | (56) | 6\% | (35) | 44\% | (270) | 615 |
| Income: 100k+ | $51 \%$ | (147) | 8\% | (23) | 4\% | (13) | 37\% | (105) | 287 |
| Ethnicity: White | 38\% | (651) | 7\% | (115) | 5\% | (93) | 50\% | (863) | 1722 |
| Ethnicity: Hispanic | 34\% | (120) | 8\% | (28) | 13\% | (44) | 45\% | (159) | 350 |
| Ethnicity: Afr. Am. | 29\% | (79) | 14\% | (39) | 7\% | (21) | 50\% | (136) | 274 |
| Ethnicity: Other | $32 \%$ | (64) | 13\% | (25) | 13\% | (26) | 43\% | (87) | 203 |
| Relig: Protestant | 46\% | (246) | 6\% | (35) | 5\% | (26) | 43\% | (231) | 539 |
| Relig: Roman Catholic | 35\% | (155) | 8\% | (35) | 11\% | (48) | 45\% | (198) | 436 |
| Relig: Something Else | 29\% | (54) | 9\% | (16) | $4 \%$ | (8) | 58\% | (108) | 187 |
| Relig: Jewish | 46\% | (25) | 10\% | (5) | 4\% | (2) | 41\% | (22) | 54 |
| Relig: Evangelical | 38\% | (303) | 7\% | (54) | 7\% | (54) | 49\% | (393) | 805 |
| Relig: Non-Evang. Catholics | 43\% | (152) | 9\% | (32) | 8\% | (29) | 40\% | (144) | 357 |
| Relig: All Christian | 39\% | (455) | 7\% | (86) | 7\% | (83) | 46\% | (537) | 1161 |
| Relig: All Non-Christian | 26\% | (58) | 8\% | (17) | 5\% | (12) | 61\% | (138) | 224 |
| Community: Urban | $37 \%$ | (211) | 10\% | (59) | 9\% | (52) | 44\% | (254) | 575 |
| Community: Suburban | 38\% | (376) | 8\% | (75) | 6\% | (61) | 48\% | (470) | 982 |
| Community: Rural | 32\% | (207) | 7\% | (46) | 4\% | (26) | 57\% | (363) | 643 |
| Employ: Private Sector | 42\% | (278) | 9\% | (56) | 7\% | (45) | 43\% | (281) | 661 |
| Employ: Government | 36\% | (45) | 13\% | (17) | 5\% | (6) | 46\% | (57) | 124 |
| Employ: Self-Employed | 37\% | (72) | 13\% | (25) | 9\% | (17) | 42\% | (82) | 195 |
| Employ: Homemaker | 25\% | (42) | 10\% | (17) | 7\% | (12) | 58\% | (99) | 170 |
| Employ: Student | 13\% | (10) | 12\% | (10) | 13\% | (10) | 61\% | (48) | 79 |
| Employ: Retired | 45\% | (235) | 6\% | (32) | 5\% | (24) | 44\% | (231) | 523 |
| Employ: Unemployed | 23\% | (60) | 4\% | (11) | 6\% | (15) | 67\% | (176) | 262 |
| Employ: Other | 28\% | (51) | 6\% | (11) | 5\% | (9) | 61\% | (113) | 185 |
| Military HH: Yes | 38\% | (148) | 6\% | (23) | 6\% | (25) | 49\% | (189) | 384 |
| Military HH: No | $36 \%$ | (646) | 9\% | (157) | 6\% | (114) | 49\% | (897) | 1815 |

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Table HR10_10: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Bill Maher

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $36 \%$ | (794) | 8\% | (180) | 6\% | (139) | 49\% | (1087) | 2199 |
| RD/WT: Right Direction | 40\% | (333) | 9\% | (71) | 6\% | (51) | 45\% | (371) | 826 |
| RD/WT: Wrong Track | $34 \%$ | (461) | 8\% | (109) | 6\% | (88) | 52\% | (716) | 1373 |
| Trump Job Approve | 43\% | (371) | 8\% | (67) | 5\% | (47) | 44\% | (385) | 870 |
| Trump Job Disapprove | $34 \%$ | (416) | 9\% | (111) | 7\% | (90) | 50\% | (611) | 1227 |
| Trump Job Strongly Approve | 47\% | (208) | 7\% | (33) | 4\% | (19) | 41\% | (180) | 440 |
| Trump Job Somewhat Approve | 38\% | (163) | 8\% | (34) | 6\% | (28) | 48\% | (204) | 429 |
| Trump Job Somewhat Disapprove | $32 \%$ | (94) | 8\% | (23) | 6\% | (18) | 54\% | (162) | 297 |
| Trump Job Strongly Disapprove | 35\% | (321) | 9\% | (88) | 8\% | (72) | 48\% | (449) | 930 |
| Favorable of Trump | 44\% | (370) | 8\% | (65) | 5\% | (43) | 43\% | (368) | 847 |
| Unfavorable of Trump | $34 \%$ | (416) | 9\% | (109) | 8\% | (91) | 49\% | (596) | 1212 |
| Very Favorable of Trump | 45\% | (217) | 9\% | (41) | 4\% | (20) | 42\% | (200) | 479 |
| Somewhat Favorable of Trump | 42\% | (153) | 6\% | (24) | 6\% | (23) | 46\% | (168) | 368 |
| Somewhat Unfavorable of Trump | $33 \%$ | (77) | 7\% | (17) | 8\% | (18) | 52\% | (123) | 236 |
| Very Unfavorable of Trump | 35\% | (338) | 9\% | (93) | 7\% | (73) | 48\% | (472) | 976 |
| \#1 Issue: Economy | 35\% | (195) | 9\% | (52) | 8\% | (46) | 48\% | (266) | 560 |
| \#1 Issue: Security | 44\% | (193) | 7\% | (30) | $4 \%$ | (16) | 46\% | (201) | 441 |
| \#1 Issue: Health Care | 35\% | (128) | 8\% | (29) | 6\% | (21) | 52\% | (191) | 368 |
| \#1 Issue: Medicare / Social Security | $36 \%$ | (130) | 7\% | (25) | 9\% | (31) | 48\% | (173) | 359 |
| \#1 Issue: Women's Issues | $21 \%$ | (26) | 10\% | (13) | $11 \%$ | (14) | 58\% | (73) | 126 |
| \#1 Issue: Education | 26\% | (41) | 11\% | (17) | $4 \%$ | (7) | 58\% | (90) | 154 |
| \#1 Issue: Energy | 44\% | (44) | 8\% | (8) | 3\% | (3) | 44\% | (44) | 100 |
| \#1 Issue: Other | 39\% | (36) | 8\% | (7) | 2\% | (2) | 52\% | (48) | 93 |
| 2018 House Vote: Democrat | 39\% | (328) | 10\% | (86) | 8\% | (63) | 43\% | (362) | 839 |
| 2018 House Vote: Republican | 50\% | (319) | 6\% | (38) | $4 \%$ | (27) | 40\% | (259) | 643 |
| 2018 House Vote: Someone else | $34 \%$ | (36) | 9\% | (10) | 14\% | (15) | 42\% | (45) | 105 |
| 2018 House Vote: Didnt Vote | 18\% | (109) | 7\% | (42) | 6\% | (34) | 69\% | (420) | 605 |

[^182]Table HR10_10: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Bill Maher

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $36 \%$ | (794) | 8\% | (180) | 6\% | (139) | 49\% | (1087) | 2199 |
| 2016 Vote: Hillary Clinton | 39\% | (282) | 9\% | (65) | 7\% | (53) | 44\% | (319) | 719 |
| 2016 Vote: Donald Trump | 48\% | (320) | 7\% | (47) | 5\% | (32) | 40\% | (266) | 666 |
| 2016 Vote: Someone else | 37\% | (66) | 14\% | (25) | 7\% | (13) | 42\% | (75) | 178 |
| 2016 Vote: Didnt Vote | 19\% | (122) | 7\% | (43) | 6\% | (41) | 67\% | (423) | 629 |
| Voted in 2014: Yes | 45\% | (614) | 9\% | (127) | 6\% | (81) | 40\% | (544) | 1366 |
| Voted in 2014: No | 22\% | (180) | 6\% | (52) | 7\% | (58) | 65\% | (543) | 833 |
| 2012 Vote: Barack Obama | 40\% | (339) | 10\% | (84) | 9\% | (74) | 42\% | (358) | 854 |
| 2012 Vote: Mitt Romney | 54\% | (270) | 8\% | (38) | 3\% | (17) | 35\% | (176) | 501 |
| 2012 Vote: Other | 38\% | (33) | $11 \%$ | (10) | 2\% | (2) | 49\% | (42) | 87 |
| 2012 Vote: Didn't Vote | 20\% | (151) | 6\% | (48) | 6\% | (47) | 67\% | (507) | 752 |
| 4-Region: Northeast | 38\% | (148) | 9\% | (37) | 5\% | (18) | 48\% | (190) | 394 |
| 4-Region: Midwest | 37\% | (171) | 8\% | (38) | 6\% | (27) | 49\% | (226) | 462 |
| 4-Region: South | $33 \%$ | (272) | 7\% | (57) | 9\% | (71) | 51\% | (424) | 824 |
| 4-Region: West | 39\% | (202) | 9\% | (48) | 4\% | (23) | 47\% | (246) | 519 |
| TV shows: Every day | 38\% | (431) | 9\% | (101) | 7\% | (81) | 47\% | (535) | 1148 |
| TV shows: Several times per week | $41 \%$ | (212) | 8\% | (41) | 5\% | (27) | 45\% | (233) | 512 |
| TV shows: About once per week | $34 \%$ | (49) | 6\% | (9) | 8\% | (11) | 51\% | (74) | 144 |
| TV shows: Several times per month | $33 \%$ | (34) | 13\% | (14) | 6\% | (6) | 47\% | (48) | 101 |
| TV shows: About once per month | 10\% | (5) | 3\% | (1) | 17\% | (8) | 71\% | (34) | 48 |
| TV shows: Less often than once per month | 42\% | (32) | 6\% | (5) | 3\% | (2) | 50\% | (39) | 78 |
| TV shows: Never | 18\% | (30) | 6\% | (10) | 2\% | (4) | 74\% | (125) | 169 |
| Movies: Every day | $31 \%$ | (122) | 12\% | (48) | 8\% | (32) | 49\% | (196) | 399 |
| Movies: Several times per week | 45\% | (259) | 9\% | (52) | 7\% | (41) | 39\% | (222) | 574 |
| Movies: About once per week | 41\% | (155) | 8\% | (29) | 8\% | (31) | 44\% | (168) | 383 |
| Movies: Several times per month | $36 \%$ | (98) | 9\% | (24) | 3\% | (9) | 52\% | (142) | 273 |
| Movies: About once per month | $34 \%$ | (59) | 4\% | (7) | 5\% | (9) | 57\% | (98) | 173 |
| Movies: Less often than once per month | 28\% | (57) | 7\% | (13) | 4\% | (9) | 60\% | (121) | 201 |
| Movies: Never | $22 \%$ | (44) | 3\% | (7) | 3\% | (6) | 71\% | (140) | 196 |

Continued on next page

Table HR10_10: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Bill Maher

| Demographic | More liberal |  |  |  |  |  |  | More conservative | No political lean |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

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

Table HR10_11: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
John Oliver

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 27\% | (601) | 5\% | (103) | 7\% | (149) | 61\% | (1346) | 2199 |
| Gender: Male | 36\% | (382) | 6\% | (60) | 8\% | (88) | 50\% | (531) | 1061 |
| Gender: Female | 19\% | (219) | 4\% | (43) | 5\% | (61) | 72\% | (815) | 1138 |
| Age: 18-29 | 23\% | (94) | 11\% | (45) | 10\% | (39) | 57\% | (233) | 411 |
| Age: 30-44 | 30\% | (182) | 5\% | (31) | 9\% | (56) | 55\% | (331) | 600 |
| Age: 45-54 | 28\% | (94) | 4\% | (12) | 2\% | (8) | 66\% | (220) | 335 |
| Age: 55-64 | 29\% | (119) | 2\% | (7) | 7\% | (29) | 63\% | (262) | 417 |
| Age: 65+ | 25\% | (111) | 2\% | (7) | 4\% | (17) | 69\% | (301) | 436 |
| Generation Z: 18-21 | 18\% | (21) | 12\% | (13) | 8\% | (9) | 62\% | (72) | 116 |
| Millennial: Age 22-37 | 30\% | (200) | 7\% | (49) | 9\% | (58) | 53\% | (350) | 657 |
| Generation X: Age 38-53 | 25\% | (138) | 5\% | (26) | 6\% | (34) | 64\% | (345) | 543 |
| Boomers: Age 54-72 | 28\% | (217) | 2\% | (14) | 6\% | (45) | 64\% | (496) | 772 |
| PID: Dem (no lean) | 28\% | (229) | 6\% | (49) | 9\% | (76) | 56\% | (453) | 806 |
| PID: Ind (no lean) | 23\% | (172) | 4\% | (32) | 5\% | (35) | 68\% | (516) | 754 |
| PID: Rep (no lean) | 31\% | (200) | $4 \%$ | (23) | 6\% | (38) | 59\% | (378) | 639 |
| PID/Gender: Dem Men | 34\% | (133) | 8\% | (30) | 13\% | (51) | 46\% | (181) | 395 |
| PID/Gender: Dem Women | 23\% | (96) | 4\% | (18) | 6\% | (25) | 66\% | (271) | 411 |
| PID/Gender: Ind Men | 33\% | (107) | 5\% | (17) | 3\% | (11) | 59\% | (191) | 326 |
| PID/Gender: Ind Women | 15\% | (65) | 3\% | (15) | 5\% | (23) | 76\% | (324) | 427 |
| PID/Gender: Rep Men | 42\% | (142) | 4\% | (13) | 8\% | (26) | 47\% | (158) | 339 |
| PID/Gender: Rep Women | 19\% | (58) | 3\% | (10) | 4\% | (12) | 73\% | (219) | 300 |
| Ideo: Liberal (1-3) | 39\% | (265) | 6\% | (38) | 8\% | (55) | 47\% | (315) | 674 |
| Ideo: Moderate (4) | 21\% | (114) | 7\% | (40) | 10\% | (55) | 62\% | (336) | 544 |
| Ideo: Conservative (5-7) | 30\% | (214) | 3\% | (24) | 4\% | (29) | 62\% | (445) | 712 |
| Educ: < College | 21\% | (310) | 5\% | (82) | 8\% | (114) | 66\% | (1005) | 1512 |
| Educ: Bachelors degree | 43\% | (190) | 4\% | (17) | 5\% | (24) | 48\% | (214) | 444 |
| Educ: Post-grad | 41\% | (101) | 2\% | (4) | 5\% | (11) | 52\% | (127) | 243 |

[^183]Table HR10_11: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
John Oliver

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 27\% | (601) | 5\% | (103) | 7\% | (149) | 61\% | (1346) | 2199 |
| Income: Under 50k | $21 \%$ | (268) | 6\% | (77) | 8\% | (99) | 66\% | (853) | 1297 |
| Income: 50k-100k | 35\% | (214) | 4\% | (22) | 6\% | (40) | 55\% | (340) | 615 |
| Income: 100k+ | 41\% | (119) | 2\% | (5) | 4\% | (10) | 53\% | (154) | 287 |
| Ethnicity: White | 29\% | (499) | 3\% | (54) | 5\% | (94) | 62\% | (1075) | 1722 |
| Ethnicity: Hispanic | 26\% | (91) | 5\% | (16) | 13\% | (44) | $57 \%$ | (198) | 350 |
| Ethnicity: Afr. Am. | 15\% | (41) | 15\% | (41) | 9\% | (25) | 61\% | (168) | 274 |
| Ethnicity: Other | 30\% | (61) | 4\% | (9) | 15\% | (30) | 51\% | (103) | 203 |
| Relig: Protestant | $30 \%$ | (161) | 4\% | (19) | 5\% | (28) | 61\% | (330) | 539 |
| Relig: Roman Catholic | 26\% | (113) | 6\% | (25) | 8\% | (36) | 60\% | (262) | 436 |
| Relig: Something Else | 15\% | (28) | 6\% | (11) | 7\% | (14) | 72\% | (134) | 187 |
| Relig: Jewish | $36 \%$ | (19) | 7\% | (4) | 7\% | (4) | 50\% | (27) | 54 |
| Relig: Evangelical | 24\% | (196) | 5\% | (37) | 6\% | (52) | 65\% | (520) | 805 |
| Relig: Non-Evang. Catholics | 30\% | (107) | 5\% | (18) | 7\% | (26) | 58\% | (206) | 357 |
| Relig: All Christian | 26\% | (303) | 5\% | (55) | 7\% | (78) | 62\% | (725) | 1161 |
| Relig: All Non-Christian | 20\% | (44) | 6\% | (13) | 5\% | (10) | 70\% | (157) | 224 |
| Community: Urban | 28\% | (163) | 8\% | (45) | 10\% | (55) | 54\% | (312) | 575 |
| Community: Suburban | 30\% | (290) | 4\% | (39) | 6\% | (54) | 61\% | (599) | 982 |
| Community: Rural | 23\% | (148) | 3\% | (19) | 6\% | (40) | 68\% | (436) | 643 |
| Employ: Private Sector | 37\% | (242) | 5\% | (34) | 6\% | (41) | 52\% | (343) | 661 |
| Employ: Government | 24\% | (30) | 9\% | (11) | 10\% | (12) | 57\% | (71) | 124 |
| Employ: Self-Employed | 37\% | (72) | 6\% | (13) | 10\% | (19) | 47\% | (92) | 195 |
| Employ: Homemaker | 20\% | (35) | 8\% | (13) | 8\% | (13) | 64\% | (109) | 170 |
| Employ: Student | 22\% | (18) | 11\% | (9) | 9\% | (7) | 58\% | (45) | 79 |
| Employ: Retired | 25\% | (132) | 2\% | (11) | 6\% | (29) | 67\% | (351) | 523 |
| Employ: Unemployed | 20\% | (52) | 1\% | (4) | 5\% | (13) | 74\% | (194) | 262 |
| Employ: Other | $11 \%$ | (21) | 5\% | (8) | 8\% | (15) | 76\% | (141) | 185 |
| Military HH: Yes | $31 \%$ | (118) | $2 \%$ | (8) | 7\% | (28) | 60\% | (231) | 384 |
| Military HH: No | 27\% | (483) | 5\% | (95) | 7\% | (121) | 61\% | (1116) | 1815 |

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Table HR10_11: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
John Oliver

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 27\% | (601) | 5\% | (103) | 7\% | (149) | 61\% | (1346) | 2199 |
| RD/WT: Right Direction | 30\% | (245) | 5\% | (43) | 7\% | (57) | 58\% | (481) | 826 |
| RD/WT: Wrong Track | 26\% | (355) | $4 \%$ | (61) | 7\% | (92) | 63\% | (865) | 1373 |
| Trump Job Approve | 30\% | (262) | 4\% | (36) | 6\% | (53) | 60\% | (518) | 870 |
| Trump Job Disapprove | 27\% | (331) | 5\% | (65) | 8\% | (92) | 60\% | (738) | 1227 |
| Trump Job Strongly Approve | 34\% | (149) | 4\% | (15) | 4\% | (16) | 59\% | (259) | 440 |
| Trump Job Somewhat Approve | 26\% | (113) | 5\% | (20) | 9\% | (37) | 60\% | (259) | 429 |
| Trump Job Somewhat Disapprove | 20\% | (60) | 5\% | (15) | 5\% | (16) | 70\% | (207) | 297 |
| Trump Job Strongly Disapprove | 29\% | (272) | 5\% | (51) | 8\% | (76) | 57\% | (532) | 930 |
| Favorable of Trump | 31\% | (262) | 5\% | (45) | 5\% | (46) | 58\% | (494) | 847 |
| Unfavorable of Trump | 27\% | (331) | 5\% | (55) | 8\% | (96) | 60\% | (729) | 1212 |
| Very Favorable of Trump | 33\% | (160) | 4\% | (18) | 4\% | (19) | 59\% | (281) | 479 |
| Somewhat Favorable of Trump | 28\% | (102) | 7\% | (27) | 7\% | (27) | 58\% | (212) | 368 |
| Somewhat Unfavorable of Trump | 19\% | (44) | 5\% | (12) | 7\% | (15) | 70\% | (164) | 236 |
| Very Unfavorable of Trump | 29\% | (287) | 4\% | (44) | 8\% | (81) | 58\% | (565) | 976 |
| \#1 Issue: Economy | $31 \%$ | (171) | 5\% | (26) | 7\% | (38) | 58\% | (325) | 560 |
| \#1 Issue: Security | 29\% | (127) | 2\% | (10) | 3\% | (12) | 66\% | (292) | 441 |
| \#1 Issue: Health Care | 26\% | (97) | 6\% | (22) | 8\% | (31) | 59\% | (218) | 368 |
| \#1 Issue: Medicare / Social Security | 21\% | (75) | 4\% | (16) | 9\% | (33) | 65\% | (235) | 359 |
| \#1 Issue: Women's Issues | 20\% | (25) | 10\% | (13) | 7\% | (8) | 63\% | (79) | 126 |
| \#1 Issue: Education | 23\% | (35) | 4\% | (6) | 14\% | (21) | 59\% | (91) | 154 |
| \#1 Issue: Energy | 40\% | (40) | 9\% | (9) | 4\% | (4) | 47\% | (47) | 100 |
| \#1 Issue: Other | 33\% | (31) | $2 \%$ | (1) | 1\% | (1) | 64\% | (60) | 93 |
| 2018 House Vote: Democrat | 35\% | (291) | 5\% | (44) | 8\% | (68) | 52\% | (436) | 839 |
| 2018 House Vote: Republican | 34\% | (217) | 4\% | (24) | 4\% | (27) | 58\% | (375) | 643 |
| 2018 House Vote: Someone else | 22\% | (23) | 2\% | (2) | 12\% | (13) | 64\% | (68) | 105 |
| 2018 House Vote: Didnt Vote | 12\% | (70) | 5\% | (28) | 7\% | (40) | 77\% | (467) | 605 |

[^184]Table HR10_11: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
John Oliver

| Demographic |  |  |  |  | Don't know No No |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| opinion |  |  |  |  |  |

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Table HR10_11: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
John Oliver

| Demographic |  |  |  |  | Don't know No No |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| opinion |  |  |  |  |  |

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

Table HR10_12: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Andy Cohen

| Demographic | More liberal |  |  |  |  |  | More conservative | No political lean |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

[^185]Table HR10_12: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Andy Cohen

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 25\% | (542) | 5\% | (109) | 8\% | (173) | 63\% | (1375) | 2199 |
| Income: Under 50k | 20\% | (256) | 6\% | (75) | 9\% | (112) | 66\% | (854) | 1297 |
| Income: 50k-100k | 33\% | (201) | $4 \%$ | (22) | 8\% | (51) | 56\% | (342) | 615 |
| Income: 100k+ | 30\% | (85) | 4\% | (13) | 4\% | (10) | 62\% | (179) | 287 |
| Ethnicity: White | 25\% | (424) | 3\% | (60) | 7\% | (119) | 65\% | (1119) | 1722 |
| Ethnicity: Hispanic | $31 \%$ | (109) | 5\% | (16) | 11\% | (39) | $53 \%$ | (186) | 350 |
| Ethnicity: Afr. Am. | 20\% | (56) | 12\% | (34) | 11\% | (31) | 56\% | (153) | 274 |
| Ethnicity: Other | $31 \%$ | (63) | 7\% | (15) | 11\% | (23) | 50\% | (102) | 203 |
| Relig: Protestant | $31 \%$ | (167) | 4\% | (23) | 5\% | (25) | 60\% | (324) | 539 |
| Relig: Roman Catholic | 27\% | (117) | 5\% | (21) | 10\% | (43) | $59 \%$ | (255) | 436 |
| Relig: Something Else | 17\% | (31) | 8\% | (15) | 11\% | (21) | 64\% | (120) | 187 |
| Relig: Jewish | 24\% | (13) | 3\% | (2) | 5\% | (3) | 68\% | (37) | 54 |
| Relig: Evangelical | 25\% | (203) | 4\% | (35) | 8\% | (68) | 62\% | (498) | 805 |
| Relig: Non-Evang. Catholics | $31 \%$ | (112) | 6\% | (23) | 6\% | (21) | 56\% | (201) | 357 |
| Relig: All Christian | 27\% | (315) | 5\% | (58) | 8\% | (89) | 60\% | (699) | 1161 |
| Relig: All Non-Christian | 25\% | (56) | 5\% | (12) | 5\% | (12) | 64\% | (144) | 224 |
| Community: Urban | 26\% | (148) | 8\% | (48) | 9\% | (50) | $57 \%$ | (329) | 575 |
| Community: Suburban | 25\% | (250) | 4\% | (42) | 8\% | (80) | 62\% | (610) | 982 |
| Community: Rural | 22\% | (144) | 3\% | (19) | 7\% | (43) | 68\% | (436) | 643 |
| Employ: Private Sector | $32 \%$ | (213) | 6\% | (41) | 9\% | (61) | $52 \%$ | (346) | 661 |
| Employ: Government | 29\% | (37) | 3\% | (3) | 9\% | (12) | $59 \%$ | (73) | 124 |
| Employ: Self-Employed | 22\% | (43) | 8\% | (15) | 11\% | (21) | $59 \%$ | (116) | 195 |
| Employ: Homemaker | 21\% | (35) | 5\% | (8) | 9\% | (15) | 65\% | (111) | 170 |
| Employ: Student | 20\% | (16) | 10\% | (8) | 7\% | (6) | 62\% | (49) | 79 |
| Employ: Retired | 26\% | (134) | 3\% | (15) | 5\% | (28) | 66\% | (346) | 523 |
| Employ: Unemployed | 15\% | (40) | 2\% | (5) | 5\% | (13) | 78\% | (203) | 262 |
| Employ: Other | 13\% | (24) | 7\% | (14) | 9\% | (17) | 70\% | (130) | 185 |
| Military HH: Yes | 26\% | (101) | 3\% | (13) | 6\% | (23) | 64\% | (247) | 384 |
| Military HH: No | 24\% | (441) | 5\% | (96) | 8\% | (151) | 62\% | (1127) | 1815 |

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Table HR10_12: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Andy Cohen

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 25\% | (542) | 5\% | (109) | 8\% | (173) | 63\% | (1375) | 2199 |
| RD/WT: Right Direction | $33 \%$ | (275) | 5\% | (44) | 7\% | (55) | 55\% | (452) | 826 |
| RD/WT: Wrong Track | 19\% | (267) | 5\% | (65) | 9\% | (118) | 67\% | (923) | 1373 |
| Trump Job Approve | $34 \%$ | (298) | 6\% | (49) | 5\% | (40) | 55\% | (482) | 870 |
| Trump Job Disapprove | 19\% | (238) | 5\% | (59) | $11 \%$ | (129) | 65\% | (802) | 1227 |
| Trump Job Strongly Approve | 39\% | (170) | 5\% | (24) | 2\% | (11) | 53\% | (235) | 440 |
| Trump Job Somewhat Approve | 30\% | (128) | 6\% | (25) | 7\% | (30) | 58\% | (247) | 429 |
| Trump Job Somewhat Disapprove | $24 \%$ | (71) | 6\% | (18) | 9\% | (28) | 61\% | (180) | 297 |
| Trump Job Strongly Disapprove | 18\% | (167) | 4\% | (40) | $11 \%$ | (102) | 67\% | (621) | 930 |
| Favorable of Trump | 35\% | (293) | 5\% | (43) | 5\% | (46) | 55\% | (465) | 847 |
| Unfavorable of Trump | 20\% | (242) | 5\% | (63) | 10\% | (120) | 65\% | (787) | 1212 |
| Very Favorable of Trump | 38\% | (183) | 5\% | (22) | 4\% | (20) | $53 \%$ | (255) | 479 |
| Somewhat Favorable of Trump | 30\% | (111) | 6\% | (21) | 7\% | (26) | 57\% | (210) | 368 |
| Somewhat Unfavorable of Trump | 23\% | (53) | 8\% | (18) | 6\% | (14) | 64\% | (150) | 236 |
| Very Unfavorable of Trump | 19\% | (188) | 5\% | (45) | $11 \%$ | (106) | 65\% | (637) | 976 |
| \#1 Issue: Economy | 24\% | (136) | 5\% | (29) | 8\% | (46) | 62\% | (348) | 560 |
| \#1 Issue: Security | $34 \%$ | (151) | 4\% | (16) | 2\% | (10) | 60\% | (263) | 441 |
| \#1 Issue: Health Care | 18\% | (66) | 6\% | (23) | $14 \%$ | (50) | 62\% | (228) | 368 |
| \#1 Issue: Medicare / Social Security | 24\% | (87) | 4\% | (15) | 9\% | (33) | 62\% | (224) | 359 |
| \#1 Issue: Women's Issues | 23\% | (29) | 6\% | (8) | 12\% | (15) | 59\% | (74) | 126 |
| \#1 Issue: Education | 20\% | (30) | 5\% | (7) | 8\% | (12) | 68\% | (104) | 154 |
| \#1 Issue: Energy | $21 \%$ | (21) | 8\% | (8) | 5\% | (5) | 65\% | (65) | 100 |
| \#1 Issue: Other | 23\% | (21) | 2\% | (2) | 2\% | (2) | 73\% | (68) | 93 |
| 2018 House Vote: Democrat | 25\% | (206) | 6\% | (50) | $11 \%$ | (91) | 59\% | (492) | 839 |
| 2018 House Vote: Republican | 38\% | (244) | 3\% | (20) | 4\% | (29) | 55\% | (351) | 643 |
| 2018 House Vote: Someone else | 25\% | (26) | 5\% | (6) | 9\% | (10) | 61\% | (64) | 105 |
| 2018 House Vote: Didnt Vote | 11\% | (66) | 5\% | (28) | 7\% | (43) | 77\% | (468) | 605 |

[^186]Table HR10_12: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Andy Cohen

| Demographic |  |  |  |  | Don't know No No |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| opinion |  |  |  |  |  |

Continued on next page

Table HR10_12: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Andy Cohen

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 25\% | (542) | 5\% | (109) | 8\% | (173) | 63\% | (1375) | 2199 |
| Sports: Every day | $32 \%$ | (50) | 11\% | (17) | 14\% | (23) | 43\% | (68) | 158 |
| Sports: Several times per week | 34\% | (114) | 6\% | (19) | 11\% | (37) | 49\% | (162) | 332 |
| Sports: About once per week | 30\% | (84) | 7\% | (18) | 11\% | (31) | 52\% | (146) | 279 |
| Sports: Several times per month | 30\% | (69) | 8\% | (18) | 7\% | (16) | 55\% | (125) | 228 |
| Sports: About once per month | 29\% | (50) | 2\% | (3) | 12\% | (21) | 57\% | (100) | 174 |
| Sports: Less often than once per month | 21\% | (75) | 3\% | (12) | 6\% | (20) | 70\% | (256) | 363 |
| Sports: Never | 15\% | (99) | 3\% | (22) | 4\% | (26) | 78\% | (519) | 666 |
| Cable: I currently subscribe | 27\% | (301) | 5\% | (55) | 8\% | (92) | 60\% | (659) | 1108 |
| Cable: I subscribed in the past | 24\% | (173) | 6\% | (40) | 8\% | (59) | 63\% | (454) | 727 |
| Cable: I have never subscribed | 19\% | (68) | 4\% | (13) | 6\% | (22) | $72 \%$ | (261) | 365 |
| Satellite television: I currently subscribe | 28\% | (149) | 6\% | (29) | 8\% | (41) | 58\% | (306) | 526 |
| Satellite television: I subscribed in the past | 28\% | (170) | 6\% | (34) | 9\% | (51) | 57\% | (342) | 597 |
| Satellite television: I have never subscribed | 21\% | (223) | 4\% | (45) | 7\% | (81) | 68\% | (727) | 1076 |
| Streaming service: I currently subscribe | 27\% | (353) | 6\% | (78) | 8\% | (108) | $59 \%$ | (764) | 1302 |
| Streaming service: I subscribed in the past | 24\% | (56) | 6\% | (15) | 15\% | (34) | 55\% | (129) | 234 |
| Streaming service: I have never subscribed | 20\% | (133) | 2\% | (16) | 5\% | (32) | 73\% | (482) | 663 |
| Film: An avid fan | 26\% | (205) | 8\% | (61) | 11\% | (88) | 55\% | (425) | 779 |
| Film: A casual fan | 25\% | (283) | $4 \%$ | (42) | 6\% | (73) | 65\% | (754) | 1153 |
| Film: Not a fan | 20\% | (54) | 2\% | (5) | 5\% | (12) | 73\% | (195) | 267 |
| Television: An avid fan | 29\% | (331) | 6\% | (70) | 10\% | (114) | 55\% | (638) | 1154 |
| Television: A casual fan | 22\% | (198) | 4\% | (36) | 6\% | (54) | 68\% | (618) | 907 |
| Television: Not a fan | 10\% | (13) | 2\% | (3) | 4\% | (5) | 85\% | (118) | 139 |
| Music: An avid fan | 28\% | (326) | 8\% | (86) | 9\% | (99) | 56\% | (641) | 1152 |
| Music: A casual fan | 22\% | (203) | 2\% | (18) | 7\% | (64) | 69\% | (622) | 907 |
| Music: Not a fan | 10\% | (13) | 3\% | (5) | 7\% | (10) | 80\% | (111) | 140 |
| Fashion: An avid fan | 35\% | (120) | 14\% | (49) | 11\% | (39) | 39\% | (133) | 342 |
| Fashion: A casual fan | 22\% | (190) | $4 \%$ | (36) | 9\% | (82) | 64\% | (553) | 861 |
| Fashion: Not a fan | 23\% | (231) | $2 \%$ | (24) | 5\% | (53) | 69\% | (689) | 996 |

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

Table HR10_13: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Busy Philipps

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 16\% | (347) | $4 \%$ | (83) | 7\% | (154) | 73\% | (1615) | 2199 |
| Gender: Male | 19\% | (204) | $4 \%$ | (47) | 8\% | (84) | 68\% | (726) | 1061 |
| Gender: Female | 13\% | (144) | 3\% | (36) | 6\% | (70) | 78\% | (889) | 1138 |
| Age: 18-29 | 15\% | (61) | 6\% | (26) | 11\% | (44) | 68\% | (279) | 411 |
| Age: 30-44 | 17\% | (101) | 6\% | (36) | 9\% | (53) | 68\% | (411) | 600 |
| Age: 45-54 | 16\% | (54) | 2\% | (7) | 6\% | (21) | 76\% | (253) | 335 |
| Age: 55-64 | 18\% | (74) | 2\% | (10) | 5\% | (20) | 75\% | (313) | 417 |
| Age: 65+ | 13\% | (57) | 1\% | (4) | 3\% | (15) | 82\% | (360) | 436 |
| Generation Z: 18-21 | 12\% | (13) | 2\% | (3) | 14\% | (16) | 72\% | (84) | 116 |
| Millennial: Age 22-37 | 17\% | (114) | 7\% | (45) | 8\% | (52) | 68\% | (446) | 657 |
| Generation X: Age 38-53 | 15\% | (80) | $4 \%$ | (21) | 9\% | (49) | $72 \%$ | (393) | 543 |
| Boomers: Age 54-72 | 16\% | (126) | 2\% | (12) | 5\% | (35) | 77\% | (598) | 772 |
| PID: Dem (no lean) | $11 \%$ | (89) | 5\% | (38) | 9\% | (69) | 76\% | (610) | 806 |
| PID: Ind (no lean) | 12\% | (91) | 3\% | (22) | 6\% | (47) | $79 \%$ | (593) | 754 |
| PID: Rep (no lean) | 26\% | (167) | 4\% | (22) | 6\% | (37) | 65\% | (413) | 639 |
| PID/Gender: Dem Men | 12\% | (47) | 6\% | (25) | 11\% | (44) | 71\% | (279) | 395 |
| PID/Gender: Dem Women | 10\% | (42) | 3\% | (13) | 6\% | (25) | 81\% | (331) | 411 |
| PID/Gender: Ind Men | 15\% | (49) | 3\% | (9) | 6\% | (21) | 76\% | (247) | 326 |
| PID/Gender: Ind Women | 10\% | (42) | 3\% | (13) | 6\% | (27) | 81\% | (346) | 427 |
| PID/Gender: Rep Men | 31\% | (107) | $4 \%$ | (13) | 6\% | (19) | 59\% | (201) | 339 |
| PID/Gender: Rep Women | 20\% | (60) | 3\% | (10) | 6\% | (18) | 71\% | (212) | 300 |
| Ideo: Liberal (1-3) | 14\% | (97) | 5\% | (36) | 9\% | (61) | 71\% | (480) | 674 |
| Ideo: Moderate (4) | 13\% | (71) | 4\% | (22) | 9\% | (48) | 74\% | (403) | 544 |
| Ideo: Conservative (5-7) | 25\% | (178) | 3\% | (23) | 4\% | (30) | 68\% | (482) | 712 |
| Educ: < College | 14\% | (217) | 3\% | (50) | 8\% | (119) | 75\% | (1126) | 1512 |
| Educ: Bachelors degree | 19\% | (86) | 6\% | (27) | 4\% | (18) | 70\% | (313) | 444 |
| Educ: Post-grad | 18\% | (45) | 2\% | (6) | 7\% | (17) | 72\% | (176) | 243 |

[^187]Table HR10_13: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Busy Philipps

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 16\% | (347) | $4 \%$ | (83) | $7 \%$ | (154) | 73\% | (1615) | 2199 |
| Income: Under 50k | 13\% | (170) | $4 \%$ | (52) | 8\% | (100) | 75\% | (974) | 1297 |
| Income: 50k-100k | 21\% | (128) | 4\% | (23) | 6\% | (37) | 69\% | (427) | 615 |
| Income: 100k+ | 17\% | (49) | 3\% | (7) | 6\% | (17) | 74\% | (214) | 287 |
| Ethnicity: White | 16\% | (273) | 3\% | (43) | 5\% | (94) | 76\% | (1312) | 1722 |
| Ethnicity: Hispanic | 19\% | (67) | 4\% | (13) | 14\% | (48) | 63\% | (222) | 350 |
| Ethnicity: Afr. Am. | 11\% | (31) | 10\% | (27) | 12\% | (34) | 67\% | (183) | 274 |
| Ethnicity: Other | 21\% | (43) | 6\% | (13) | 13\% | (26) | 59\% | (120) | 203 |
| Relig: Protestant | 20\% | (105) | 4\% | (20) | 5\% | (28) | 72\% | (386) | 539 |
| Relig: Roman Catholic | 18\% | (78) | 2\% | (9) | 10\% | (42) | 70\% | (306) | 436 |
| Relig: Something Else | 9\% | (17) | 5\% | (10) | 13\% | (23) | 73\% | (136) | 187 |
| Relig: Jewish | 12\% | (7) | 5\% | (3) | 5\% | (3) | 78\% | (42) | 54 |
| Relig: Evangelical | 15\% | (118) | 3\% | (25) | 9\% | (69) | 74\% | (593) | 805 |
| Relig: Non-Evang. Catholics | 23\% | (82) | 4\% | (15) | 7\% | (25) | 66\% | (235) | 357 |
| Relig: All Christian | 17\% | (200) | 3\% | (40) | 8\% | (94) | 71\% | (828) | 1161 |
| Relig: All Non-Christian | 15\% | (34) | 4\% | (9) | 7\% | (15) | 74\% | (166) | 224 |
| Community: Urban | 15\% | (88) | 5\% | (26) | 10\% | (60) | 70\% | (401) | 575 |
| Community: Suburban | 16\% | (159) | 5\% | (44) | 6\% | (54) | 74\% | (724) | 982 |
| Community: Rural | 16\% | (101) | 2\% | (12) | 6\% | (40) | 76\% | (490) | 643 |
| Employ: Private Sector | 21\% | (142) | 5\% | (30) | 9\% | (57) | 65\% | (431) | 661 |
| Employ: Government | 23\% | (29) | 6\% | (8) | 6\% | (7) | 65\% | (81) | 124 |
| Employ: Self-Employed | 17\% | (34) | 6\% | (13) | $11 \%$ | (21) | 66\% | (128) | 195 |
| Employ: Homemaker | 12\% | (21) | 6\% | (10) | 9\% | (16) | 73\% | (124) | 170 |
| Employ: Student | 12\% | (9) | 7\% | (5) | 8\% | (6) | $74 \%$ | (58) | 79 |
| Employ: Retired | 14\% | (75) | 2\% | (8) | $4 \%$ | (23) | 80\% | (416) | 523 |
| Employ: Unemployed | 11\% | (29) | 1\% | (4) | 5\% | (14) | 82\% | (215) | 262 |
| Employ: Other | 5\% | (9) | 2\% | (5) | 5\% | (10) | 87\% | (162) | 185 |
| Military HH: Yes | 17\% | (64) | 2\% | (8) | 6\% | (24) | 75\% | (288) | 384 |
| Military HH: No | 16\% | (283) | 4\% | (75) | 7\% | (130) | 73\% | (1327) | 1815 |

Continued on next page

Table HR10_13: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Busy Philipps

| Demographic | More liberal |  | More conservative |  | No political lean |  | $\begin{aligned} & \text { Don't know / No } \\ & \text { opinion } \end{aligned}$ |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 16\% | (347) | $4 \%$ | (83) | 7\% | (154) | 73\% | (1615) | 2199 |
| RD/WT: Right Direction | 26\% | (211) | 4\% | (34) | 7\% | (61) | 63\% | (520) | 826 |
| RD/WT: Wrong Track | 10\% | (136) | $4 \%$ | (49) | 7\% | (93) | 80\% | (1095) | 1373 |
| Trump Job Approve | 25\% | (217) | 3\% | (29) | 7\% | (57) | 65\% | (566) | 870 |
| Trump Job Disapprove | 10\% | (126) | $4 \%$ | (52) | 7\% | (91) | 78\% | (958) | 1227 |
| Trump Job Strongly Approve | 29\% | (128) | 2\% | (9) | 5\% | (21) | 64\% | (281) | 440 |
| Trump Job Somewhat Approve | 21\% | (89) | 5\% | (19) | 8\% | (36) | 66\% | (285) | 429 |
| Trump Job Somewhat Disapprove | 14\% | (42) | $4 \%$ | (11) | 9\% | (28) | 73\% | (216) | 297 |
| Trump Job Strongly Disapprove | 9\% | (84) | $4 \%$ | (41) | 7\% | (64) | 80\% | (742) | 930 |
| Favorable of Trump | 25\% | (210) | $4 \%$ | (36) | 6\% | (52) | 65\% | (549) | 847 |
| Unfavorable of Trump | $11 \%$ | (132) | $4 \%$ | (44) | 7\% | (90) | 78\% | (945) | 1212 |
| Very Favorable of Trump | 27\% | (131) | $2 \%$ | (10) | 6\% | (30) | 64\% | (308) | 479 |
| Somewhat Favorable of Trump | 22\% | (80) | 7\% | (25) | 6\% | (23) | 65\% | (240) | 368 |
| Somewhat Unfavorable of Trump | $11 \%$ | (27) | 4\% | (9) | 8\% | (19) | 77\% | (181) | 236 |
| Very Unfavorable of Trump | $11 \%$ | (106) | $4 \%$ | (35) | 7\% | (71) | 78\% | (765) | 976 |
| \#1 Issue: Economy | 17\% | (97) | 3\% | (16) | 5\% | (26) | 75\% | (421) | 560 |
| \#1 Issue: Security | 24\% | (104) | 3\% | (13) | 4\% | (16) | 70\% | (308) | 441 |
| \#1 Issue: Health Care | 13\% | (47) | 3\% | (12) | 10\% | (38) | 74\% | (271) | 368 |
| \#1 Issue: Medicare / Social Security | $11 \%$ | (41) | 3\% | (11) | 10\% | (36) | 76\% | (271) | 359 |
| \#1 Issue: Women's Issues | 8\% | (10) | 6\% | (7) | 15\% | (19) | 71\% | (89) | 126 |
| \#1 Issue: Education | 13\% | (21) | 7\% | (10) | 9\% | (13) | 71\% | (109) | 154 |
| \#1 Issue: Energy | 14\% | (14) | 10\% | (10) | 5\% | (5) | 70\% | (70) | 100 |
| \#1 Issue: Other | 16\% | (15) | 3\% | (3) | 1\% | (1) | 80\% | (75) | 93 |
| 2018 House Vote: Democrat | 13\% | (113) | 5\% | (40) | 8\% | (68) | $74 \%$ | (618) | 839 |
| 2018 House Vote: Republican | 27\% | (175) | 3\% | (18) | $4 \%$ | (27) | 66\% | (423) | 643 |
| 2018 House Vote: Someone else | 14\% | (15) | 2\% | (2) | 4\% | (5) | 80\% | (84) | 105 |
| 2018 House Vote: Didnt Vote | 7\% | (45) | 3\% | (19) | 9\% | (53) | $81 \%$ | (489) | 605 |

[^188]Table HR10_13: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Busy Philipps

| Demographic | More liberal |  | More conservative |  | No political lean |  | $\begin{aligned} & \text { Don't know / No } \\ & \text { opinion } \end{aligned}$ |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 16\% | (347) | 4\% | (83) | 7\% | (154) | 73\% | (1615) | 2199 |
| 2016 Vote: Hillary Clinton | $11 \%$ | (81) | 6\% | (43) | 9\% | (65) | 74\% | (530) | 719 |
| 2016 Vote: Donald Trump | 27\% | (180) | 4\% | (24) | 5\% | (35) | 64\% | (427) | 666 |
| 2016 Vote: Someone else | 12\% | (22) | 4\% | (7) | 3\% | (5) | 81\% | (145) | 178 |
| 2016 Vote: Didnt Vote | 10\% | (62) | 2\% | (10) | 8\% | (49) | 81\% | (509) | 629 |
| Voted in 2014: Yes | 19\% | (260) | 5\% | (65) | 6\% | (84) | 70\% | (956) | 1366 |
| Voted in 2014: No | 10\% | (87) | 2\% | (18) | 8\% | (70) | 79\% | (659) | 833 |
| 2012 Vote: Barack Obama | 14\% | (118) | 5\% | (41) | 8\% | (70) | 73\% | (625) | 854 |
| 2012 Vote: Mitt Romney | 27\% | (136) | 3\% | (14) | $4 \%$ | (20) | 66\% | (331) | 501 |
| 2012 Vote: Other | 14\% | (12) | 3\% | (3) | 3\% | (3) | 80\% | (69) | 87 |
| 2012 Vote: Didn't Vote | $11 \%$ | (81) | 3\% | (24) | 8\% | (62) | 78\% | (585) | 752 |
| 4-Region: Northeast | 12\% | (49) | $2 \%$ | (9) | 7\% | (29) | 78\% | (307) | 394 |
| 4-Region: Midwest | 12\% | (58) | 3\% | (13) | 7\% | (32) | 78\% | (360) | 462 |
| 4-Region: South | 18\% | (150) | 5\% | (38) | 8\% | (63) | 69\% | (573) | 824 |
| 4-Region: West | 17\% | (90) | 4\% | (23) | 6\% | (31) | 72\% | (375) | 519 |
| TV shows: Every day | 17\% | (193) | 5\% | (53) | 7\% | (81) | 72\% | (822) | 1148 |
| TV shows: Several times per week | 17\% | (85) | 2\% | (13) | 6\% | (30) | 75\% | (384) | 512 |
| TV shows: About once per week | 18\% | (27) | 4\% | (6) | 13\% | (18) | 65\% | (93) | 144 |
| TV shows: Several times per month | 15\% | (15) | 10\% | (10) | 12\% | (12) | 63\% | (64) | 101 |
| TV shows: About once per month | 3\% | (1) | 3\% | (2) | 8\% | (4) | 86\% | (41) | 48 |
| TV shows: Less often than once per month | 16\% | (13) | - | (0) | 3\% | (2) | 81\% | (63) | 78 |
| TV shows: Never | 8\% | (13) | - | (0) | 4\% | (7) | 88\% | (148) | 169 |
| Movies: Every day | 15\% | (60) | 8\% | (31) | 10\% | (39) | 68\% | (269) | 399 |
| Movies: Several times per week | 22\% | (125) | $4 \%$ | (24) | 6\% | (33) | 68\% | (391) | 574 |
| Movies: About once per week | 16\% | (63) | 3\% | (11) | 10\% | (40) | 70\% | (269) | 383 |
| Movies: Several times per month | 17\% | (45) | $4 \%$ | (10) | 7\% | (18) | 73\% | (199) | 273 |
| Movies: About once per month | 14\% | (25) | $2 \%$ | (3) | 2\% | (4) | 82\% | (142) | 173 |
| Movies: Less often than once per month | 7\% | (14) | 2\% | (3) | 7\% | (14) | 85\% | (170) | 201 |
| Movies: Never | 8\% | (16) | - | (0) | 3\% | (6) | 89\% | (174) | 196 |

Continued on next page

Table HR10_13: And specifically, would you say the following late-night show hosts tend to lean more liberal or conservative, or do you think they have no political lean?
Busy Philipps

| Demographic | More liberal |  | More conservative |  | No political lean |  | $\begin{aligned} & \text { Don't know / No } \\ & \text { opinion } \end{aligned}$ |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 16\% | (347) | 4\% | (83) | 7\% | (154) | 73\% | (1615) | 2199 |
| Sports: Every day | 20\% | (31) | $14 \%$ | (21) | 8\% | (12) | 59\% | (93) | 158 |
| Sports: Several times per week | 26\% | (86) | 5\% | (18) | 10\% | (34) | 58\% | (193) | 332 |
| Sports: About once per week | 22\% | (60) | 4\% | (13) | 9\% | (24) | 65\% | (183) | 279 |
| Sports: Several times per month | 16\% | (35) | 6\% | (14) | 12\% | (27) | 66\% | (151) | 228 |
| Sports: About once per month | 17\% | (29) | 1\% | (2) | 9\% | (16) | $74 \%$ | (128) | 174 |
| Sports: Less often than once per month | 12\% | (42) | 2\% | (7) | $4 \%$ | (13) | 83\% | (301) | 363 |
| Sports: Never | 9\% | (63) | 1\% | (9) | $4 \%$ | (28) | 85\% | (566) | 666 |
| Cable: I currently subscribe | 17\% | (194) | 5\% | (52) | 8\% | (90) | 70\% | (772) | 1108 |
| Cable: I subscribed in the past | 15\% | (112) | 3\% | (22) | 6\% | (42) | 76\% | (550) | 727 |
| Cable: I have never subscribed | 12\% | (42) | $2 \%$ | (8) | 6\% | (22) | 80\% | (292) | 365 |
| Satellite television: I currently subscribe | 20\% | (107) | 4\% | (21) | 6\% | (33) | 69\% | (364) | 526 |
| Satellite television: I subscribed in the past | 18\% | (110) | 6\% | (33) | 8\% | (47) | 68\% | (407) | 597 |
| Satellite television: I have never subscribed | 12\% | (131) | 3\% | (28) | 7\% | (74) | 78\% | (844) | 1076 |
| Streaming service: I currently subscribe | 17\% | (224) | 5\% | (61) | 6\% | (78) | 72\% | (940) | 1302 |
| Streaming service: I subscribed in the past | 16\% | (36) | 6\% | (14) | 18\% | (42) | 60\% | (141) | 234 |
| Streaming service: I have never subscribed | 13\% | (87) | 1\% | (8) | 5\% | (34) | $81 \%$ | (534) | 663 |
| Film: An avid fan | 19\% | (151) | 6\% | (50) | 7\% | (54) | 67\% | (524) | 779 |
| Film: A casual fan | 14\% | (156) | 3\% | (29) | 7\% | (84) | 77\% | (884) | 1153 |
| Film: Not a fan | 15\% | (40) | $2 \%$ | (4) | 6\% | (16) | 78\% | (207) | 267 |
| Television: An avid fan | 19\% | (216) | 4\% | (48) | 8\% | (89) | 69\% | (800) | 1154 |
| Television: A casual fan | 13\% | (119) | 3\% | (31) | 6\% | (58) | 77\% | (698) | 907 |
| Television: Not a fan | 9\% | (12) | 2\% | (3) | 5\% | (7) | 84\% | (117) | 139 |
| Music: An avid fan | 18\% | (211) | 5\% | (62) | 7\% | (84) | 69\% | (794) | 1152 |
| Music: A casual fan | 14\% | (129) | $2 \%$ | (18) | 7\% | (59) | 77\% | (702) | 907 |
| Music: Not a fan | 5\% | (7) | 2\% | (3) | 7\% | (10) | 85\% | (119) | 140 |
| Fashion: An avid fan | 23\% | (78) | 10\% | (35) | 16\% | (54) | 51\% | (174) | 342 |
| Fashion: A casual fan | 15\% | (128) | 3\% | (26) | 8\% | (65) | 75\% | (642) | 861 |
| Fashion: Not a fan | $14 \%$ | (141) | $2 \%$ | (21) | 3\% | (35) | 80\% | (799) | 996 |

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

Table HR11_1: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
Jimmy Kimmel Live!

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 43\% | (936) | 6\% | (129) | 9\% | (194) | 43\% | (939) | 2199 |
| Gender: Male | 50\% | (531) | 6\% | (61) | $11 \%$ | (115) | $33 \%$ | (354) | 1061 |
| Gender: Female | $36 \%$ | (405) | 6\% | (68) | 7\% | (80) | 51\% | (585) | 1138 |
| Age: 18-29 | 37\% | (152) | 7\% | (27) | $11 \%$ | (46) | 45\% | (186) | 411 |
| Age: 30-44 | 35\% | (208) | 10\% | (58) | 12\% | (74) | 43\% | (261) | 600 |
| Age: 45-54 | 43\% | (143) | 5\% | (16) | 5\% | (15) | 48\% | (160) | 335 |
| Age: 55-64 | 49\% | (205) | 3\% | (12) | 8\% | (34) | 40\% | (165) | 417 |
| Age: 65+ | 52\% | (228) | 3\% | (15) | 6\% | (25) | 39\% | (168) | 436 |
| Generation Z: 18-21 | 33\% | (38) | 4\% | (5) | $11 \%$ | (13) | 52\% | (60) | 116 |
| Millennial: Age 22-37 | 37\% | (242) | 10\% | (68) | $11 \%$ | (72) | 42\% | (275) | 657 |
| Generation X: Age 38-53 | 38\% | (205) | 5\% | (29) | 9\% | (48) | 48\% | (261) | 543 |
| Boomers: Age 54-72 | $51 \%$ | (396) | 3\% | (24) | 7\% | (58) | 38\% | (294) | 772 |
| PID: Dem (no lean) | 44\% | (357) | 6\% | (49) | $11 \%$ | (85) | 39\% | (316) | 806 |
| PID: Ind (no lean) | 32\% | (244) | 4\% | (33) | 9\% | (69) | 54\% | (408) | 754 |
| PID: Rep (no lean) | 52\% | (336) | 7\% | (47) | 6\% | (41) | 34\% | (216) | 639 |
| PID/Gender: Dem Men | 49\% | (194) | 4\% | (17) | 14\% | (55) | $33 \%$ | (129) | 395 |
| PID/Gender: Dem Women | 40\% | (163) | 8\% | (31) | 7\% | (30) | 45\% | (186) | 411 |
| PID/Gender: Ind Men | 42\% | (135) | 4\% | (14) | $11 \%$ | (36) | 43\% | (140) | 326 |
| PID/Gender: Ind Women | 25\% | (108) | $4 \%$ | (19) | 8\% | (32) | 63\% | (268) | 427 |
| PID/Gender: Rep Men | 59\% | (202) | 9\% | (30) | 7\% | (23) | 25\% | (84) | 339 |
| PID/Gender: Rep Women | 45\% | (134) | 6\% | (18) | 6\% | (17) | 44\% | (131) | 300 |
| Ideo: Liberal (1-3) | 53\% | (356) | 7\% | (44) | 8\% | (53) | $33 \%$ | (221) | 674 |
| Ideo: Moderate (4) | 35\% | (190) | 6\% | (35) | 12\% | (68) | 46\% | (252) | 544 |
| Ideo: Conservative (5-7) | 53\% | (378) | 6\% | (40) | 8\% | (55) | 34\% | (239) | 712 |
| Educ: < College | 37\% | (552) | 6\% | (98) | 9\% | (137) | 48\% | (724) | 1512 |
| Educ: Bachelors degree | 58\% | (256) | 4\% | (16) | 7\% | (31) | 32\% | (141) | 444 |
| Educ: Post-grad | $52 \%$ | (127) | 6\% | (16) | $11 \%$ | (26) | 31\% | (75) | 243 |

[^189]Table HR11_1: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
Jimmy Kimmel Live!

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 43\% | (936) | 6\% | (129) | 9\% | (194) | 43\% | (939) | 2199 |
| Income: Under 50k | 36\% | (468) | 6\% | (78) | 10\% | (127) | 48\% | (624) | 1297 |
| Income: $50 \mathrm{k}-100 \mathrm{k}$ | 48\% | (297) | 7\% | (43) | 8\% | (50) | 37\% | (226) | 615 |
| Income: $100 \mathrm{k}+$ | 60\% | (171) | 3\% | (9) | 6\% | (18) | $31 \%$ | (89) | 287 |
| Ethnicity: White | 44\% | (763) | $4 \%$ | (70) | 8\% | (134) | 44\% | (755) | 1722 |
| Ethnicity: Hispanic | $34 \%$ | (119) | 9\% | (33) | 11\% | (40) | 45\% | (158) | 350 |
| Ethnicity: Afr. Am. | $34 \%$ | (94) | 14\% | (38) | 13\% | (37) | $38 \%$ | (105) | 274 |
| Ethnicity: Other | 39\% | (79) | 10\% | (21) | 12\% | (24) | 39\% | (79) | 203 |
| Relig: Protestant | 52\% | (280) | 4\% | (22) | 9\% | (48) | 35\% | (189) | 539 |
| Relig: Roman Catholic | 47\% | (206) | 6\% | (28) | 10\% | (44) | $36 \%$ | (158) | 436 |
| Relig: Something Else | $33 \%$ | (61) | 10\% | (18) | $4 \%$ | (8) | 53\% | (99) | 187 |
| Relig: Jewish | 65\% | (35) | - | (0) | 2\% | (1) | $32 \%$ | (17) | 54 |
| Relig: Evangelical | 45\% | (362) | 6\% | (50) | 7\% | (59) | $41 \%$ | (333) | 805 |
| Relig: Non-Evang. Catholics | 52\% | (185) | 5\% | (18) | 11\% | (41) | $32 \%$ | (113) | 357 |
| Relig: All Christian | 47\% | (547) | 6\% | (68) | 9\% | (100) | $38 \%$ | (446) | 1161 |
| Relig: All Non-Christian | $32 \%$ | (71) | 7\% | (16) | 11\% | (25) | 50\% | (111) | 224 |
| Community: Urban | 39\% | (222) | 10\% | (58) | 10\% | (55) | 42\% | (240) | 575 |
| Community: Suburban | 48\% | (470) | 5\% | (44) | 8\% | (83) | 39\% | (384) | 982 |
| Community: Rural | 38\% | (244) | 4\% | (27) | 9\% | (56) | 49\% | (315) | 643 |
| Employ: Private Sector | 50\% | (330) | 7\% | (47) | 9\% | (59) | 34\% | (224) | 661 |
| Employ: Government | 43\% | (54) | 11\% | (13) | 4\% | (5) | $42 \%$ | (52) | 124 |
| Employ: Self-Employed | 41\% | (80) | 4\% | (7) | 16\% | (31) | 40\% | (78) | 195 |
| Employ: Homemaker | 33\% | (56) | 8\% | (14) | 12\% | (20) | 48\% | (81) | 170 |
| Employ: Student | 49\% | (39) | $3 \%$ | (3) | 13\% | (10) | 35\% | (28) | 79 |
| Employ: Retired | 50\% | (264) | 4\% | (23) | 7\% | (34) | 39\% | (202) | 523 |
| Employ: Unemployed | 28\% | (72) | 2\% | (5) | 9\% | (23) | 62\% | (162) | 262 |
| Employ: Other | 22\% | (41) | 9\% | (17) | 7\% | (13) | 61\% | (113) | 185 |
| Military HH: Yes | 45\% | (171) | 7\% | (26) | 9\% | (33) | 40\% | (154) | 384 |
| Military HH: No | 42\% | (765) | 6\% | (103) | 9\% | (161) | 43\% | (786) | 1815 |

Continued on next page

Table HR11_1: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
Jimmy Kimmel Live!

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 43\% | (936) | 6\% | (129) | $9 \%$ | (194) | 43\% | (939) | 2199 |
| RD/WT: Right Direction | 47\% | (385) | 7\% | (58) | 7\% | (58) | $39 \%$ | (325) | 826 |
| RD/WT: Wrong Track | 40\% | (551) | 5\% | (71) | 10\% | (136) | 45\% | (614) | 1373 |
| Trump Job Approve | $51 \%$ | (440) | 7\% | (64) | 7\% | (60) | 35\% | (305) | 870 |
| Trump Job Disapprove | 40\% | (488) | 5\% | (62) | $11 \%$ | (130) | 45\% | (547) | 1227 |
| Trump Job Strongly Approve | 56\% | (248) | 7\% | (32) | 6\% | (25) | $31 \%$ | (134) | 440 |
| Trump Job Somewhat Approve | 45\% | (192) | 7\% | (32) | 8\% | (35) | 40\% | (171) | 429 |
| Trump Job Somewhat Disapprove | 33\% | (98) | 7\% | (22) | 9\% | (27) | 51\% | (150) | 297 |
| Trump Job Strongly Disapprove | 42\% | (390) | $4 \%$ | (40) | $11 \%$ | (104) | 43\% | (397) | 930 |
| Favorable of Trump | 53\% | (447) | 6\% | (54) | 6\% | (49) | 35\% | (296) | 847 |
| Unfavorable of Trump | 39\% | (478) | 6\% | (71) | 11\% | (136) | 43\% | (527) | 1212 |
| Very Favorable of Trump | 57\% | (274) | 5\% | (23) | 6\% | (29) | $32 \%$ | (153) | 479 |
| Somewhat Favorable of Trump | 47\% | (173) | 9\% | (31) | 6\% | (20) | $39 \%$ | (143) | 368 |
| Somewhat Unfavorable of Trump | $31 \%$ | (73) | 10\% | (24) | 11\% | (27) | 48\% | (113) | 236 |
| Very Unfavorable of Trump | 41\% | (405) | 5\% | (48) | 11\% | (109) | $42 \%$ | (414) | 976 |
| \#1 Issue: Economy | 48\% | (267) | $4 \%$ | (25) | 7\% | (39) | $41 \%$ | (229) | 560 |
| \#1 Issue: Security | 53\% | (231) | 5\% | (21) | 6\% | (28) | 36\% | (160) | 441 |
| \#1 Issue: Health Care | 36\% | (132) | 8\% | (31) | 14\% | (52) | $42 \%$ | (153) | 368 |
| \#1 Issue: Medicare / Social Security | 39\% | (141) | 7\% | (23) | 10\% | (37) | 44\% | (157) | 359 |
| \#1 Issue: Women's Issues | 34\% | (43) | $4 \%$ | (6) | 11\% | (14) | 51\% | (64) | 126 |
| \#1 Issue: Education | 27\% | (41) | 12\% | (19) | 6\% | (9) | 55\% | (85) | 154 |
| \#1 Issue: Energy | 47\% | (47) | 1\% | (1) | 10\% | (10) | $42 \%$ | (42) | 100 |
| \#1 Issue: Other | 38\% | (35) | $4 \%$ | (3) | 5\% | (5) | 54\% | (50) | 93 |
| 2018 House Vote: Democrat | 48\% | (400) | 5\% | (45) | 11\% | (89) | $36 \%$ | (306) | 839 |
| 2018 House Vote: Republican | 57\% | (366) | 6\% | (37) | 5\% | (35) | $32 \%$ | (205) | 643 |
| 2018 House Vote: Someone else | 32\% | (34) | 10\% | (10) | 15\% | (16) | 43\% | (46) | 105 |
| 2018 House Vote: Didnt Vote | 23\% | (137) | 6\% | (34) | 9\% | (52) | 63\% | (383) | 605 |

[^190]Table HR11_1: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
Jimmy Kimmel Live!

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 43\% | (936) | 6\% | (129) | 9\% | (194) | 43\% | (939) | 2199 |
| 2016 Vote: Hillary Clinton | 46\% | (332) | 7\% | (48) | 9\% | (67) | 38\% | (272) | 719 |
| 2016 Vote: Donald Trump | 56\% | (373) | 6\% | (40) | 6\% | (43) | $31 \%$ | (209) | 666 |
| 2016 Vote: Someone else | $34 \%$ | (61) | 9\% | (16) | 15\% | (26) | 42\% | (75) | 178 |
| 2016 Vote: Didnt Vote | 26\% | (166) | $4 \%$ | (25) | 9\% | (56) | 61\% | (382) | 629 |
| Voted in 2014: Yes | 50\% | (680) | 7\% | (101) | 9\% | (118) | $34 \%$ | (466) | 1366 |
| Voted in 2014: No | $31 \%$ | (256) | $3 \%$ | (28) | 9\% | (76) | 57\% | (473) | 833 |
| 2012 Vote: Barack Obama | 45\% | (384) | 7\% | (61) | 12\% | (102) | $36 \%$ | (308) | 854 |
| 2012 Vote: Mitt Romney | 58\% | (292) | 7\% | (33) | 5\% | (26) | 30\% | (151) | 501 |
| 2012 Vote: Other | 45\% | (39) | $4 \%$ | (3) | 5\% | (4) | 46\% | (40) | 87 |
| 2012 Vote: Didn't Vote | 29\% | (220) | $4 \%$ | (33) | 8\% | (63) | 58\% | (437) | 752 |
| 4-Region: Northeast | $41 \%$ | (162) | 5\% | (18) | 10\% | (41) | 44\% | (173) | 394 |
| 4-Region: Midwest | $44 \%$ | (205) | 6\% | (27) | 8\% | (37) | $42 \%$ | (194) | 462 |
| 4-Region: South | 42\% | (347) | 5\% | (40) | 9\% | (72) | 44\% | (364) | 824 |
| 4-Region: West | 43\% | (222) | 9\% | (45) | 9\% | (45) | 40\% | (208) | 519 |
| TV shows: Every day | 47\% | (543) | 5\% | (63) | 10\% | (115) | 37\% | (428) | 1148 |
| TV shows: Several times per week | 44\% | (224) | 5\% | (27) | 7\% | (35) | 44\% | (226) | 512 |
| TV shows: About once per week | $36 \%$ | (52) | 16\% | (23) | 9\% | (13) | 39\% | (56) | 144 |
| TV shows: Several times per month | 42\% | (42) | 11\% | (11) | 13\% | (13) | 34\% | (35) | 101 |
| TV shows: About once per month | 22\% | (11) | 2\% | (1) | 13\% | (6) | 63\% | (30) | 48 |
| TV shows: Less often than once per month | $38 \%$ | (30) | $3 \%$ | (2) | 3\% | (2) | 56\% | (44) | 78 |
| TV shows: Never | 21\% | (35) | $2 \%$ | (4) | 6\% | (10) | $72 \%$ | (121) | 169 |
| Movies: Every day | 39\% | (154) | 10\% | (39) | 13\% | (50) | 39\% | (155) | 399 |
| Movies: Several times per week | 49\% | (280) | 7\% | (40) | 9\% | (53) | 35\% | (202) | 574 |
| Movies: About once per week | 46\% | (175) | 5\% | (19) | 9\% | (35) | 40\% | (153) | 383 |
| Movies: Several times per month | 47\% | (128) | 6\% | (15) | 6\% | (18) | $41 \%$ | (112) | 273 |
| Movies: About once per month | 48\% | (83) | 2\% | (4) | 6\% | (10) | 44\% | (76) | 173 |
| Movies: Less often than once per month | 33\% | (67) | 5\% | (10) | 8\% | (15) | 54\% | (109) | 201 |
| Movies: Never | 25\% | (49) | 1\% | (2) | 7\% | (14) | 67\% | (132) | 196 |

Continued on next page

Table HR11_1: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
Jimmy Kimmel Live!

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 43\% | (936) | 6\% | (129) | 9\% | (194) | 43\% | (939) | 2199 |
| Sports: Every day | 48\% | (75) | 16\% | (26) | 10\% | (16) | 26\% | (41) | 158 |
| Sports: Several times per week | 56\% | (186) | 3\% | (11) | 11\% | (35) | 30\% | (99) | 332 |
| Sports: About once per week | 49\% | (136) | 8\% | (24) | 9\% | (26) | 34\% | (94) | 279 |
| Sports: Several times per month | 50\% | (114) | 7\% | (16) | 13\% | (30) | 30\% | (68) | 228 |
| Sports: About once per month | 39\% | (68) | 8\% | (13) | 11\% | (19) | $42 \%$ | (74) | 174 |
| Sports: Less often than once per month | 45\% | (165) | 5\% | (19) | 5\% | (20) | $44 \%$ | (160) | 363 |
| Sports: Never | 29\% | (192) | 3\% | (21) | 7\% | (48) | 61\% | (405) | 666 |
| Cable: I currently subscribe | 47\% | (515) | 7\% | (73) | 9\% | (102) | 38\% | (418) | 1108 |
| Cable: I subscribed in the past | 43\% | (313) | 5\% | (40) | 9\% | (68) | 42\% | (306) | 727 |
| Cable: I have never subscribed | 30\% | (108) | 5\% | (17) | 7\% | (24) | 59\% | (216) | 365 |
| Satellite television: I currently subscribe | 44\% | (229) | 7\% | (35) | 10\% | (50) | 40\% | (211) | 526 |
| Satellite television: I subscribed in the past | 45\% | (269) | 7\% | (42) | 8\% | (47) | 40\% | (239) | 597 |
| Satellite television: I have never subscribed | $41 \%$ | (438) | 5\% | (52) | 9\% | (97) | 45\% | (489) | 1076 |
| Streaming service: I currently subscribe | 47\% | (611) | 5\% | (70) | 11\% | (140) | 37\% | (481) | 1302 |
| Streaming service: I subscribed in the past | 37\% | (87) | 12\% | (28) | 8\% | (19) | 43\% | (100) | 234 |
| Streaming service: I have never subscribed | $36 \%$ | (238) | 5\% | (31) | 5\% | (35) | 54\% | (358) | 663 |
| Film: An avid fan | 48\% | (371) | 8\% | (64) | 10\% | (79) | $34 \%$ | (265) | 779 |
| Film: A casual fan | 42\% | (483) | 5\% | (58) | 9\% | (103) | $44 \%$ | (509) | 1153 |
| Film: Not a fan | $31 \%$ | (82) | 3\% | (7) | 5\% | (13) | 62\% | (165) | 267 |
| Television: An avid fan | 47\% | (538) | 7\% | (80) | 9\% | (108) | 37\% | (427) | 1154 |
| Television: A casual fan | 40\% | (365) | 5\% | (43) | 9\% | (82) | 46\% | (417) | 907 |
| Television: Not a fan | 23\% | (32) | 5\% | (7) | 3\% | (4) | 69\% | (96) | 139 |
| Music: An avid fan | 45\% | (517) | 8\% | (93) | 9\% | (101) | 38\% | (442) | 1152 |
| Music: A casual fan | 43\% | (391) | $4 \%$ | (35) | 9\% | (84) | 44\% | (397) | 907 |
| Music: Not a fan | 21\% | (29) | 1\% | (2) | 6\% | (9) | 72\% | (100) | 140 |
| Fashion: An avid fan | 47\% | (160) | 13\% | (43) | 10\% | (36) | 30\% | (103) | 342 |
| Fashion: A casual fan | $41 \%$ | (356) | 5\% | (46) | 11\% | (96) | 42\% | (363) | 861 |
| Fashion: Not a fan | 42\% | (419) | $4 \%$ | (41) | 6\% | (63) | 48\% | (473) | 996 |

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

Table HR11_2: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
The Late Show with Stephen Colbert

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 41\% | (907) | 6\% | (139) | 8\% | (183) | 44\% | (970) | 2199 |
| Gender: Male | 51\% | (539) | 7\% | (73) | 9\% | (99) | 33\% | (350) | 1061 |
| Gender: Female | 32\% | (368) | 6\% | (66) | 7\% | (84) | 55\% | (620) | 1138 |
| Age: 18-29 | 30\% | (122) | 11\% | (45) | 12\% | (51) | 47\% | (193) | 411 |
| Age: 30-44 | 34\% | (207) | 9\% | (56) | 12\% | (70) | 45\% | (268) | 600 |
| Age: 45-54 | 41\% | (138) | 4\% | (14) | $4 \%$ | (15) | 50\% | (168) | 335 |
| Age: 55-64 | 52\% | (216) | 3\% | (11) | 7\% | (31) | 38\% | (159) | 417 |
| Age: 65+ | 51\% | (224) | 3\% | (13) | $4 \%$ | (17) | 42\% | (183) | 436 |
| Generation Z: 18-21 | 23\% | (27) | 14\% | (16) | 10\% | (11) | 53\% | (62) | 116 |
| Millennial: Age 22-37 | 36\% | (235) | 9\% | (61) | $11 \%$ | (72) | 44\% | (290) | 657 |
| Generation X: Age 38-53 | 35\% | (190) | 7\% | (38) | 9\% | (50) | 49\% | (265) | 543 |
| Boomers: Age 54-72 | 52\% | (400) | 3\% | (22) | 6\% | (48) | 39\% | (302) | 772 |
| PID: Dem (no lean) | 42\% | (337) | 8\% | (61) | $11 \%$ | (89) | 40\% | (319) | 806 |
| PID: Ind (no lean) | 33\% | (252) | 5\% | (40) | 8\% | (64) | 53\% | (398) | 754 |
| PID: Rep (no lean) | 50\% | (318) | 6\% | (38) | 5\% | (30) | 40\% | (254) | 639 |
| PID/Gender: Dem Men | 50\% | (196) | 6\% | (25) | 15\% | (58) | 29\% | (116) | 395 |
| PID/Gender: Dem Women | 34\% | (141) | 9\% | (36) | 8\% | (31) | 49\% | (203) | 411 |
| PID/Gender: Ind Men | 43\% | (140) | 7\% | (24) | 9\% | (28) | 41\% | (134) | 326 |
| PID/Gender: Ind Women | 26\% | (111) | 4\% | (16) | 8\% | (35) | 62\% | (264) | 427 |
| PID/Gender: Rep Men | 60\% | (203) | 7\% | (24) | $4 \%$ | (12) | 30\% | (100) | 339 |
| PID/Gender: Rep Women | 38\% | (115) | 5\% | (14) | 6\% | (18) | $51 \%$ | (153) | 300 |
| Ideo: Liberal (1-3) | 52\% | (350) | 9\% | (58) | 9\% | (62) | 30\% | (203) | 674 |
| Ideo: Moderate (4) | 35\% | (188) | 7\% | (39) | 12\% | (64) | 47\% | (254) | 544 |
| Ideo: Conservative (5-7) | 50\% | (357) | 5\% | (39) | 5\% | (39) | 39\% | (277) | 712 |
| Educ: < College | 33\% | (498) | 8\% | (117) | 9\% | (137) | 50\% | (760) | 1512 |
| Educ: Bachelors degree | 60\% | (266) | 2\% | (10) | 7\% | (29) | 31\% | (139) | 444 |
| Educ: Post-grad | 59\% | (143) | 5\% | (13) | 7\% | (16) | 29\% | (71) | 243 |

[^191]Table HR11_2: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
The Late Show with Stephen Colbert

| Demographic | More liberal |  |  |  |  |  | More conservative | No political lean |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

[^192]Table HR11_2: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
The Late Show with Stephen Colbert

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 41\% | (907) | 6\% | (139) | 8\% | (183) | 44\% | (970) | 2199 |
| RD/WT: Right Direction | 43\% | (351) | 8\% | (66) | 7\% | (57) | 43\% | (351) | 826 |
| RD/WT: Wrong Track | 40\% | (555) | 5\% | (72) | 9\% | (126) | 45\% | (619) | 1373 |
| Trump Job Approve | 46\% | (402) | 8\% | (66) | 6\% | (51) | 40\% | (350) | 870 |
| Trump Job Disapprove | 41\% | (498) | 6\% | (69) | 10\% | (127) | 43\% | (533) | 1227 |
| Trump Job Strongly Approve | 49\% | (217) | 8\% | (34) | 4\% | (19) | 39\% | (170) | 440 |
| Trump Job Somewhat Approve | 43\% | (184) | 8\% | (32) | 7\% | (32) | 42\% | (181) | 429 |
| Trump Job Somewhat Disapprove | 33\% | (99) | 7\% | (21) | 7\% | (21) | 52\% | (155) | 297 |
| Trump Job Strongly Disapprove | 43\% | (399) | 5\% | (48) | $11 \%$ | (105) | 41\% | (378) | 930 |
| Favorable of Trump | 48\% | (404) | 7\% | (58) | 6\% | (49) | 40\% | (336) | 847 |
| Unfavorable of Trump | 41\% | (494) | 6\% | (77) | 10\% | (122) | 43\% | (519) | 1212 |
| Very Favorable of Trump | 50\% | (241) | 5\% | (24) | 6\% | (28) | 39\% | (185) | 479 |
| Somewhat Favorable of Trump | 44\% | (162) | 9\% | (34) | 6\% | (21) | 41\% | (151) | 368 |
| Somewhat Unfavorable of Trump | 32\% | (76) | 8\% | (19) | 9\% | (22) | 50\% | (118) | 236 |
| Very Unfavorable of Trump | 43\% | (417) | 6\% | (59) | 10\% | (100) | 41\% | (401) | 976 |
| \#1 Issue: Economy | 42\% | (238) | 7\% | (37) | 8\% | (47) | 43\% | (239) | 560 |
| \#1 Issue: Security | 50\% | (219) | 2\% | (10) | 5\% | (24) | 43\% | (188) | 441 |
| \#1 Issue: Health Care | 38\% | (140) | 7\% | (25) | 13\% | (46) | 42\% | (156) | 368 |
| \#1 Issue: Medicare / Social Security | 40\% | (143) | 6\% | (20) | 8\% | (29) | 47\% | (167) | 359 |
| \#1 Issue: Women's Issues | 32\% | (40) | 12\% | (15) | $11 \%$ | (13) | 46\% | (58) | 126 |
| \#1 Issue: Education | 25\% | (39) | 17\% | (25) | 4\% | (7) | 54\% | (83) | 154 |
| \#1 Issue: Energy | 51\% | (51) | 1\% | (1) | 10\% | (10) | 37\% | (37) | 100 |
| \#1 Issue: Other | 41\% | (38) | 6\% | (6) | 7\% | (6) | 46\% | (43) | 93 |
| 2018 House Vote: Democrat | 47\% | (395) | 8\% | (69) | 9\% | (76) | 36\% | (299) | 839 |
| 2018 House Vote: Republican | 54\% | (348) | 5\% | (34) | 3\% | (21) | 37\% | (240) | 643 |
| 2018 House Vote: Someone else | 34\% | (36) | 6\% | (7) | 14\% | (15) | 45\% | (48) | 105 |
| 2018 House Vote: Didnt Vote | 21\% | (126) | 4\% | (26) | $12 \%$ | (70) | 63\% | (383) | 605 |

[^193]Table HR11_2: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
The Late Show with Stephen Colbert

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 41\% | (907) | 6\% | (139) | 8\% | (183) | 44\% | (970) | 2199 |
| 2016 Vote: Hillary Clinton | 46\% | (327) | 8\% | (54) | 10\% | (72) | 37\% | (266) | 719 |
| 2016 Vote: Donald Trump | 53\% | (354) | 5\% | (36) | 4\% | (27) | 37\% | (250) | 666 |
| 2016 Vote: Someone else | 41\% | (73) | 7\% | (13) | $11 \%$ | (20) | 40\% | (71) | 178 |
| 2016 Vote: Didnt Vote | 24\% | (149) | 6\% | (36) | 10\% | (63) | 61\% | (382) | 629 |
| Voted in 2014: Yes | 50\% | (678) | 7\% | (93) | 7\% | (101) | 36\% | (494) | 1366 |
| Voted in 2014: No | 27\% | (229) | 6\% | (46) | 10\% | (82) | 57\% | (476) | 833 |
| 2012 Vote: Barack Obama | 45\% | (384) | 8\% | (66) | $11 \%$ | (94) | 36\% | (310) | 854 |
| 2012 Vote: Mitt Romney | 57\% | (286) | 5\% | (25) | 4\% | (18) | 34\% | (172) | 501 |
| 2012 Vote: Other | 44\% | (39) | 1\% | (0) | 9\% | (7) | 46\% | (40) | 87 |
| 2012 Vote: Didn't Vote | 26\% | (197) | 6\% | (47) | 8\% | (63) | 59\% | (445) | 752 |
| 4-Region: Northeast | 43\% | (169) | 5\% | (20) | 9\% | (34) | 44\% | (171) | 394 |
| 4-Region: Midwest | 42\% | (194) | 7\% | (33) | 6\% | (30) | 44\% | (206) | 462 |
| 4-Region: South | 40\% | (327) | 5\% | (42) | 8\% | (70) | 47\% | (385) | 824 |
| 4-Region: West | 42\% | (216) | 9\% | (44) | 10\% | (50) | 40\% | (209) | 519 |
| TV shows: Every day | 44\% | (505) | 6\% | (67) | 9\% | (106) | 41\% | (470) | 1148 |
| TV shows: Several times per week | 46\% | (236) | 6\% | (33) | 7\% | (34) | 41\% | (209) | 512 |
| TV shows: About once per week | 34\% | (49) | 13\% | (19) | 10\% | (14) | 43\% | (61) | 144 |
| TV shows: Several times per month | 37\% | (38) | 17\% | (17) | 9\% | (9) | 37\% | (38) | 101 |
| TV shows: About once per month | 21\% | (10) | - | (0) | $14 \%$ | (7) | 65\% | (31) | 48 |
| TV shows: Less often than once per month | 39\% | (30) | 1\% | (1) | 6\% | (5) | 54\% | (42) | 78 |
| TV shows: Never | 22\% | (38) | 1\% | (2) | 6\% | (9) | 71\% | (119) | 169 |
| Movies: Every day | 32\% | (128) | 12\% | (47) | 12\% | (49) | 44\% | (175) | 399 |
| Movies: Several times per week | 47\% | (270) | 7\% | (38) | 10\% | (59) | 36\% | (207) | 574 |
| Movies: About once per week | 48\% | (184) | 6\% | (23) | 7\% | (25) | 40\% | (151) | 383 |
| Movies: Several times per month | 46\% | (127) | 5\% | (14) | 6\% | (17) | 42\% | (116) | 273 |
| Movies: About once per month | 47\% | (81) | 2\% | (4) | 2\% | (4) | 48\% | (84) | 173 |
| Movies: Less often than once per month | 34\% | (67) | 3\% | (7) | 8\% | (16) | 55\% | (111) | 201 |
| Movies: Never | 25\% | (50) | $3 \%$ | (6) | 7\% | (13) | 65\% | (127) | 196 |

Continued on next page

Table HR11_2: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
The Late Show with Stephen Colbert

| Demographic |  |  |  |  | Don't know / No |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| opinion |  |  |  |  |  |

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

Table HR11_3: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
The Late Late Show with James Corden

| Demographic |  |  |  |  | Don't know / No |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| opinion | Total N |  |  |  |  |  |  |  |
| Adults | More liberal |  |  |  |  |  | More conservative | No political lean |

[^194]Table HR1 1_3: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
The Late Late Show with James Corden

| Demographic |  |  |  |  | Don't know / No |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| opinion |  |  |  |  |  |

Continued on next page

Table HR11_3: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
The Late Late Show with James Corden

| Demographic | More liberal |  |  |  |  |  | More conservative | No political lean |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

[^195]Table HR11_3: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
The Late Late Show with James Corden

| Demographic |  |  |  |  | Don't know / No |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| opinion |  |  |  |  |  |

Continued on next page

Table HR11_3: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
The Late Late Show with James Corden

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 26\% | (562) | 5\% | (114) | 10\% | (222) | 59\% | (1302) | 2199 |
| Sports: Every day | 39\% | (61) | 15\% | (24) | $11 \%$ | (18) | 35\% | (55) | 158 |
| Sports: Several times per week | 37\% | (124) | 5\% | (17) | 15\% | (49) | 43\% | (141) | 332 |
| Sports: About once per week | 27\% | (76) | 13\% | (36) | 10\% | (29) | 50\% | (139) | 279 |
| Sports: Several times per month | 29\% | (65) | 5\% | (12) | 15\% | (33) | 52\% | (117) | 228 |
| Sports: About once per month | 23\% | (39) | 1\% | (2) | 15\% | (25) | 62\% | (107) | 174 |
| Sports: Less often than once per month | $21 \%$ | (76) | 3\% | (12) | 6\% | (23) | 69\% | (251) | 363 |
| Sports: Never | 18\% | (120) | 2\% | (11) | 7\% | (43) | 74\% | (491) | 666 |
| Cable: I currently subscribe | 28\% | (311) | 7\% | (72) | 10\% | (116) | 55\% | (609) | 1108 |
| Cable: I subscribed in the past | 25\% | (182) | 5\% | (37) | 10\% | (71) | 60\% | (436) | 727 |
| Cable: I have never subscribed | 19\% | (68) | 1\% | (5) | 9\% | (35) | 71\% | (257) | 365 |
| Satellite television: I currently subscribe | 26\% | (137) | 7\% | (35) | 8\% | (43) | 59\% | (311) | 526 |
| Satellite television: I subscribed in the past | 29\% | (172) | 7\% | (42) | 9\% | (57) | 55\% | (327) | 597 |
| Satellite television: I have never subscribed | 23\% | (253) | 3\% | (36) | $11 \%$ | (122) | 62\% | (664) | 1076 |
| Streaming service: I currently subscribe | 27\% | (356) | 5\% | (70) | $11 \%$ | (147) | 56\% | (729) | 1302 |
| Streaming service: I subscribed in the past | 27\% | (62) | 7\% | (16) | $11 \%$ | (27) | 55\% | (129) | 234 |
| Streaming service: I have never subscribed | 22\% | (144) | 4\% | (28) | 7\% | (48) | 67\% | (444) | 663 |
| Film: An avid fan | 30\% | (234) | 7\% | (52) | 13\% | (105) | 50\% | (389) | 779 |
| Film: A casual fan | 24\% | (282) | 5\% | (54) | 9\% | (105) | 62\% | (711) | 1153 |
| Film: Not a fan | 17\% | (46) | 3\% | (8) | $4 \%$ | (11) | 76\% | (202) | 267 |
| Television: An avid fan | 30\% | (349) | 6\% | (68) | 11\% | (124) | 53\% | (613) | 1154 |
| Television: A casual fan | $21 \%$ | (195) | 5\% | (46) | 10\% | (91) | 63\% | (575) | 907 |
| Television: Not a fan | 13\% | (18) | - | (0) | 4\% | (6) | 82\% | (115) | 139 |
| Music: An avid fan | 29\% | (332) | 7\% | (81) | $11 \%$ | (131) | 53\% | (608) | 1152 |
| Music: A casual fan | 24\% | (217) | 3\% | (29) | 9\% | (78) | 64\% | (584) | 907 |
| Music: Not a fan | 9\% | (13) | 3\% | (4) | 9\% | (13) | 79\% | (111) | 140 |
| Fashion: An avid fan | $31 \%$ | (105) | 16\% | (56) | 9\% | (32) | 44\% | (149) | 342 |
| Fashion: A casual fan | 24\% | (208) | 4\% | (34) | 12\% | (104) | 60\% | (515) | 861 |
| Fashion: Not a fan | 25\% | (248) | 2\% | (24) | 9\% | (86) | 64\% | (638) | 996 |

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

Table HR11_4: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
The Tonight Show Starring Jimmy Fallon

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 39\% | (861) | 6\% | (137) | 12\% | (263) | 43\% | (938) | 2199 |
| Gender: Male | 44\% | (469) | 7\% | (74) | 14\% | (154) | 34\% | (365) | 1061 |
| Gender: Female | 34\% | (392) | 6\% | (63) | 10\% | (110) | 50\% | (573) | 1138 |
| Age: 18-29 | 37\% | (152) | 8\% | (34) | 12\% | (49) | 43\% | (176) | 411 |
| Age: 30-44 | 34\% | (206) | 8\% | (45) | 16\% | (95) | 42\% | (255) | 600 |
| Age: 45-54 | 36\% | (122) | 6\% | (21) | 10\% | (32) | 48\% | (160) | 335 |
| Age: 55-64 | 43\% | (179) | 4\% | (18) | 11\% | (46) | 42\% | (174) | 417 |
| Age: 65+ | 46\% | (203) | 4\% | (19) | 10\% | (42) | 40\% | (173) | 436 |
| Generation Z: 18-21 | 33\% | (39) | 8\% | (10) | 17\% | (20) | 41\% | (48) | 116 |
| Millennial: Age 22-37 | 38\% | (247) | 9\% | (59) | 12\% | (79) | 41\% | (271) | 657 |
| Generation X: Age 38-53 | 33\% | (178) | 6\% | (31) | 13\% | (72) | 48\% | (263) | 543 |
| Boomers: Age 54-72 | 44\% | (343) | 4\% | (32) | 11\% | (85) | 40\% | (311) | 772 |
| PID: Dem (no lean) | 39\% | (316) | 6\% | (52) | 16\% | (128) | 39\% | (311) | 806 |
| PID: Ind (no lean) | $31 \%$ | (231) | 5\% | (37) | 11\% | (82) | 54\% | (404) | 754 |
| PID: Rep (no lean) | 49\% | (313) | 8\% | (49) | 8\% | (54) | 35\% | (223) | 639 |
| PID/Gender: Dem Men | 41\% | (161) | 5\% | (21) | 22\% | (87) | 32\% | (126) | 395 |
| PID/Gender: Dem Women | 38\% | (155) | 7\% | (30) | 10\% | (41) | 45\% | (184) | 411 |
| PID/Gender: Ind Men | 36\% | (117) | 5\% | (17) | 13\% | (42) | 46\% | (151) | 326 |
| PID/Gender: Ind Women | 27\% | (114) | 5\% | (20) | 9\% | (40) | 59\% | (253) | 427 |
| PID/Gender: Rep Men | 56\% | (191) | $11 \%$ | (36) | 8\% | (25) | 26\% | (87) | 339 |
| PID/Gender: Rep Women | 41\% | (123) | 4\% | (13) | 10\% | (29) | 45\% | (136) | 300 |
| Ideo: Liberal (1-3) | 48\% | (321) | 6\% | (43) | 15\% | (101) | 31\% | (208) | 674 |
| Ideo: Moderate (4) | 32\% | (172) | 7\% | (39) | 15\% | (80) | 47\% | (254) | 544 |
| Ideo: Conservative (5-7) | 50\% | (355) | 7\% | (50) | 9\% | (61) | 35\% | (247) | 712 |
| Educ: < College | 35\% | (529) | 6\% | (98) | 12\% | (176) | 47\% | (710) | 1512 |
| Educ: Bachelors degree | 49\% | (216) | 5\% | (24) | 12\% | (54) | 34\% | (149) | 444 |
| Educ: Post-grad | 48\% | (116) | 6\% | (15) | 14\% | (33) | 32\% | (79) | 243 |

[^196]Table HR11_4: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
The Tonight Show Starring Jimmy Fallon

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 39\% | (861) | 6\% | (137) | 12\% | (263) | 43\% | (938) | 2199 |
| Income: Under 50k | 33\% | (424) | 7\% | (94) | 12\% | (158) | 48\% | (620) | 1297 |
| Income: 50k-100k | 48\% | (295) | 5\% | (33) | 10\% | (65) | 36\% | (223) | 615 |
| Income: 100k+ | 49\% | (142) | 3\% | (10) | 14\% | (41) | 33\% | (95) | 287 |
| Ethnicity: White | 40\% | (695) | 5\% | (83) | $11 \%$ | (186) | 44\% | (758) | 1722 |
| Ethnicity: Hispanic | 40\% | (139) | 6\% | (22) | 12\% | (42) | 42\% | (147) | 350 |
| Ethnicity: Afr. Am. | $32 \%$ | (87) | 13\% | (34) | 18\% | (48) | 38\% | (104) | 274 |
| Ethnicity: Other | 39\% | (79) | 10\% | (20) | 14\% | (29) | 37\% | (75) | 203 |
| Relig: Protestant | 49\% | (264) | 5\% | (24) | $11 \%$ | (61) | 35\% | (190) | 539 |
| Relig: Roman Catholic | 44\% | (190) | 6\% | (26) | 13\% | (57) | 37\% | (163) | 436 |
| Relig: Something Else | 29\% | (54) | 9\% | (16) | $11 \%$ | (20) | 51\% | (95) | 187 |
| Relig: Jewish | $54 \%$ | (29) | 5\% | (3) | 15\% | (8) | 27\% | (14) | 54 |
| Relig: Evangelical | 43\% | (344) | 5\% | (37) | 12\% | (93) | 41\% | (331) | 805 |
| Relig: Non-Evang. Catholics | 46\% | (164) | 8\% | (30) | 13\% | (46) | 33\% | (118) | 357 |
| Relig: All Christian | 44\% | (508) | 6\% | (67) | 12\% | (138) | 39\% | (448) | 1161 |
| Relig: All Non-Christian | $31 \%$ | (69) | 8\% | (18) | $11 \%$ | (25) | 50\% | (112) | 224 |
| Community: Urban | 36\% | (207) | 11\% | (62) | 12\% | (68) | 41\% | (238) | 575 |
| Community: Suburban | 43\% | (422) | 5\% | (50) | 12\% | (116) | 40\% | (393) | 982 |
| Community: Rural | 36\% | (232) | 4\% | (25) | $12 \%$ | (79) | 48\% | (307) | 643 |
| Employ: Private Sector | 44\% | (292) | 6\% | (40) | 14\% | (92) | 36\% | (236) | 661 |
| Employ: Government | 40\% | (50) | 10\% | (13) | 7\% | (9) | 42\% | (53) | 124 |
| Employ: Self-Employed | 41\% | (80) | 6\% | (11) | 12\% | (24) | 41\% | (80) | 195 |
| Employ: Homemaker | 29\% | (50) | 6\% | (11) | 16\% | (27) | 48\% | (82) | 170 |
| Employ: Student | 48\% | (38) | 8\% | (6) | $14 \%$ | (11) | 30\% | (24) | 79 |
| Employ: Retired | 46\% | (240) | 5\% | (27) | $11 \%$ | (55) | 38\% | (201) | 523 |
| Employ: Unemployed | 26\% | (67) | 5\% | (14) | 9\% | (24) | 60\% | (157) | 262 |
| Employ: Other | 23\% | (43) | 8\% | (16) | 11\% | (20) | 57\% | (106) | 185 |
| Military HH: Yes | 41\% | (156) | 8\% | (32) | 11\% | (41) | 40\% | (155) | 384 |
| Military HH: No | 39\% | (705) | 6\% | (105) | 12\% | (223) | 43\% | (783) | 1815 |

[^197]Table HR11_4: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
The Tonight Show Starring Jimmy Fallon

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 39\% | (861) | 6\% | (137) | 12\% | (263) | 43\% | (938) | 2199 |
| RD/WT: Right Direction | 43\% | (359) | 8\% | (66) | 8\% | (70) | 40\% | (332) | 826 |
| RD/WT: Wrong Track | 37\% | (502) | 5\% | (71) | 14\% | (194) | 44\% | (606) | 1373 |
| Trump Job Approve | 46\% | (402) | 9\% | (76) | 9\% | (76) | 36\% | (315) | 870 |
| Trump Job Disapprove | 37\% | (453) | 5\% | (58) | 15\% | (182) | 43\% | (534) | 1227 |
| Trump Job Strongly Approve | 53\% | (234) | 8\% | (34) | 6\% | (27) | 33\% | (145) | 440 |
| Trump Job Somewhat Approve | 39\% | (168) | 10\% | (42) | 11\% | (49) | 40\% | (170) | 429 |
| Trump Job Somewhat Disapprove | 36\% | (108) | 4\% | (13) | 10\% | (30) | 49\% | (146) | 297 |
| Trump Job Strongly Disapprove | 37\% | (345) | 5\% | (45) | 16\% | (152) | 42\% | (388) | 930 |
| Favorable of Trump | 49\% | (412) | 8\% | (65) | 8\% | (66) | 36\% | (305) | 847 |
| Unfavorable of Trump | 36\% | (441) | 6\% | (70) | 15\% | (182) | 43\% | (519) | 1212 |
| Very Favorable of Trump | 53\% | (253) | 6\% | (28) | 7\% | (32) | 35\% | (166) | 479 |
| Somewhat Favorable of Trump | 43\% | (159) | 10\% | (37) | 9\% | (34) | 38\% | (138) | 368 |
| Somewhat Unfavorable of Trump | 33\% | (79) | 5\% | (12) | 14\% | (32) | 48\% | (113) | 236 |
| Very Unfavorable of Trump | 37\% | (362) | 6\% | (58) | 15\% | (150) | 42\% | (406) | 976 |
| \#1 Issue: Economy | 42\% | (235) | 6\% | (35) | 11\% | (62) | 41\% | (227) | 560 |
| \#1 Issue: Security | 50\% | (219) | 5\% | (21) | 7\% | (32) | 38\% | (168) | 441 |
| \#1 Issue: Health Care | 32\% | (117) | 6\% | (21) | 20\% | (74) | 43\% | (157) | 368 |
| \#1 Issue: Medicare / Social Security | 39\% | (140) | 7\% | (24) | 11\% | (38) | 44\% | (157) | 359 |
| \#1 Issue: Women's Issues | 29\% | (37) | 5\% | (6) | 21\% | (27) | 44\% | (55) | 126 |
| \#1 Issue: Education | 22\% | (34) | 13\% | (20) | 9\% | (13) | 57\% | (87) | 154 |
| \#1 Issue: Energy | 46\% | (46) | 3\% | (3) | 13\% | (13) | 37\% | (37) | 100 |
| \#1 Issue: Other | 34\% | (32) | 8\% | (7) | 5\% | (4) | 54\% | (50) | 93 |
| 2018 House Vote: Democrat | 40\% | (339) | 7\% | (55) | 16\% | (136) | 37\% | (310) | 839 |
| 2018 House Vote: Republican | 52\% | (337) | 6\% | (39) | 8\% | (52) | 33\% | (215) | 643 |
| 2018 House Vote: Someone else | 35\% | (37) | 2\% | (2) | 18\% | (18) | 46\% | (48) | 105 |
| 2018 House Vote: Didnt Vote | 24\% | (148) | 6\% | (36) | 9\% | (56) | 60\% | (366) | 605 |

[^198]Table HR11_4: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
The Tonight Show Starring Jimmy Fallon

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 39\% | (861) | 6\% | (137) | 12\% | (263) | 43\% | (938) | 2199 |
| 2016 Vote: Hillary Clinton | 40\% | (289) | 5\% | (39) | 16\% | (115) | 38\% | (275) | 719 |
| 2016 Vote: Donald Trump | 50\% | (332) | 7\% | (49) | 9\% | (58) | 34\% | (227) | 666 |
| 2016 Vote: Someone else | 34\% | (60) | 7\% | (12) | 16\% | (28) | 44\% | (79) | 178 |
| 2016 Vote: Didnt Vote | 28\% | (176) | 6\% | (37) | 10\% | (61) | 57\% | (356) | 629 |
| Voted in 2014: Yes | 44\% | (606) | 7\% | (97) | 13\% | (173) | 36\% | (489) | 1366 |
| Voted in 2014: No | $31 \%$ | (255) | 5\% | (40) | $11 \%$ | (90) | 54\% | (448) | 833 |
| 2012 Vote: Barack Obama | 40\% | (339) | 7\% | (59) | 16\% | (137) | 37\% | (319) | 854 |
| 2012 Vote: Mitt Romney | 53\% | (264) | 7\% | (33) | 9\% | (44) | 32\% | (160) | 501 |
| 2012 Vote: Other | 41\% | (36) | 2\% | (2) | 8\% | (7) | 48\% | (42) | 87 |
| 2012 Vote: Didn't Vote | 29\% | (222) | 6\% | (43) | 10\% | (75) | 55\% | (413) | 752 |
| 4-Region: Northeast | 37\% | (144) | 5\% | (19) | 15\% | (61) | 43\% | (170) | 394 |
| 4-Region: Midwest | 45\% | (208) | 7\% | (31) | 8\% | (38) | 40\% | (186) | 462 |
| 4-Region: South | 38\% | (314) | 6\% | (46) | 12\% | (97) | 45\% | (367) | 824 |
| 4-Region: West | 38\% | (195) | 8\% | (41) | 13\% | (68) | 41\% | (215) | 519 |
| TV shows: Every day | 41\% | (468) | 6\% | (67) | $14 \%$ | (161) | 39\% | (452) | 1148 |
| TV shows: Several times per week | 42\% | (217) | 7\% | (36) | 11\% | (54) | 40\% | (204) | 512 |
| TV shows: About once per week | $36 \%$ | (52) | 14\% | (19) | 9\% | (13) | 42\% | (60) | 144 |
| TV shows: Several times per month | 37\% | (38) | 7\% | (7) | 15\% | (16) | 40\% | (41) | 101 |
| TV shows: About once per month | 22\% | (11) | 1\% | (0) | 13\% | (6) | 64\% | (31) | 48 |
| TV shows: Less often than once per month | 38\% | (30) | 6\% | (4) | 4\% | (3) | 52\% | (41) | 78 |
| TV shows: Never | 27\% | (46) | 1\% | (2) | 6\% | (10) | 65\% | (110) | 169 |
| Movies: Every day | 36\% | (144) | 11\% | (42) | 14\% | (56) | 39\% | (157) | 399 |
| Movies: Several times per week | 46\% | (261) | 7\% | (41) | 13\% | (74) | 35\% | (198) | 574 |
| Movies: About once per week | 42\% | (162) | 4\% | (16) | $14 \%$ | (54) | 39\% | (151) | 383 |
| Movies: Several times per month | 42\% | (114) | 7\% | (18) | 10\% | (27) | 42\% | (115) | 273 |
| Movies: About once per month | 39\% | (68) | 6\% | (10) | 9\% | (15) | 46\% | (80) | 173 |
| Movies: Less often than once per month | 30\% | (61) | 3\% | (7) | $11 \%$ | (22) | 56\% | (112) | 201 |
| Movies: Never | 26\% | (52) | 2\% | (3) | 8\% | (16) | 64\% | (125) | 196 |

Continued on next page

Table HR11_4: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
The Tonight Show Starring Jimmy Fallon

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 39\% | (861) | 6\% | (137) | 12\% | (263) | 43\% | (938) | 2199 |
| Sports: Every day | 50\% | (79) | 9\% | (15) | 15\% | (24) | 26\% | (40) | 158 |
| Sports: Several times per week | 45\% | (149) | 6\% | (21) | 17\% | (57) | 31\% | (104) | 332 |
| Sports: About once per week | 41\% | (114) | 12\% | (34) | 13\% | (36) | 35\% | (96) | 279 |
| Sports: Several times per month | 43\% | (98) | 9\% | (21) | 14\% | (32) | $34 \%$ | (76) | 228 |
| Sports: About once per month | 41\% | (72) | 6\% | (11) | 14\% | (25) | 38\% | (66) | 174 |
| Sports: Less often than once per month | 44\% | (160) | 3\% | (11) | 9\% | (33) | 43\% | (158) | 363 |
| Sports: Never | 28\% | (189) | 4\% | (24) | 8\% | (56) | 60\% | (397) | 666 |
| Cable: I currently subscribe | 43\% | (473) | 7\% | (77) | 12\% | (134) | 38\% | (424) | 1108 |
| Cable: I subscribed in the past | 40\% | (293) | 7\% | (47) | 12\% | (91) | 41\% | (296) | 727 |
| Cable: I have never subscribed | 26\% | (95) | 3\% | (13) | 11\% | (39) | 60\% | (218) | 365 |
| Satellite television: I currently subscribe | 41\% | (216) | 6\% | (34) | 11\% | (59) | 41\% | (217) | 526 |
| Satellite television: I subscribed in the past | 42\% | (252) | 7\% | (42) | 11\% | (66) | 40\% | (237) | 597 |
| Satellite television: I have never subscribed | 37\% | (394) | 6\% | (61) | 13\% | (138) | 45\% | (484) | 1076 |
| Streaming service: I currently subscribe | 42\% | (553) | 6\% | (82) | 13\% | (176) | 38\% | (491) | 1302 |
| Streaming service: I subscribed in the past | 39\% | (91) | 9\% | (21) | 14\% | (32) | 38\% | (90) | 234 |
| Streaming service: I have never subscribed | 33\% | (217) | 5\% | (34) | 8\% | (56) | 54\% | (357) | 663 |
| Film: An avid fan | 44\% | (341) | 7\% | (54) | 15\% | (116) | 35\% | (269) | 779 |
| Film: A casual fan | 39\% | (444) | 6\% | (70) | 11\% | (131) | 44\% | (507) | 1153 |
| Film: Not a fan | 28\% | (76) | 5\% | (13) | 6\% | (17) | 60\% | (161) | 267 |
| Television: An avid fan | 43\% | (495) | 7\% | (78) | 14\% | (156) | 37\% | (425) | 1154 |
| Television: A casual fan | 36\% | (329) | 6\% | (54) | 12\% | (105) | 46\% | (419) | 907 |
| Television: Not a fan | 27\% | (37) | 4\% | (5) | 2\% | (2) | 68\% | (94) | 139 |
| Music: An avid fan | 42\% | (478) | 8\% | (92) | 13\% | (147) | 38\% | (435) | 1152 |
| Music: A casual fan | 40\% | (359) | 5\% | (42) | 11\% | (104) | 44\% | (402) | 907 |
| Music: Not a fan | 17\% | (23) | 2\% | (3) | 9\% | (12) | 72\% | (101) | 140 |
| Fashion: An avid fan | 43\% | (147) | 14\% | (46) | 12\% | (42) | $31 \%$ | (107) | 342 |
| Fashion: A casual fan | 39\% | (333) | 5\% | (43) | 15\% | (130) | 41\% | (355) | 861 |
| Fashion: Not a fan | 38\% | (381) | 5\% | (48) | 9\% | (91) | 48\% | (476) | 996 |

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

Table HR11_5: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
Late Night with Seth Meyers

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 32\% | (711) | 6\% | (131) | 8\% | (176) | 54\% | (1182) | 2199 |
| Gender: Male | 40\% | (429) | 7\% | (75) | 9\% | (98) | 43\% | (459) | 1061 |
| Gender: Female | 25\% | (281) | 5\% | (56) | 7\% | (77) | 64\% | (723) | 1138 |
| Age: 18-29 | 27\% | (111) | 11\% | (47) | 8\% | (34) | 53\% | (220) | 411 |
| Age: 30-44 | 27\% | (164) | 7\% | (41) | 13\% | (75) | 53\% | (321) | 600 |
| Age: 45-54 | $31 \%$ | (104) | 7\% | (22) | 4\% | (14) | 58\% | (194) | 335 |
| Age: 55-64 | 39\% | (163) | 3\% | (11) | 7\% | (29) | 51\% | (214) | 417 |
| Age: 65+ | 39\% | (169) | 2\% | (10) | 5\% | (23) | 53\% | (234) | 436 |
| Generation Z: 18-21 | 22\% | (25) | 10\% | (12) | 11\% | (13) | 56\% | (65) | 116 |
| Millennial: Age 22-37 | 28\% | (187) | 10\% | (64) | 9\% | (58) | 53\% | (348) | 657 |
| Generation X: Age 38-53 | 28\% | (154) | 6\% | (33) | 9\% | (51) | 56\% | (305) | 543 |
| Boomers: Age 54-72 | 39\% | (304) | 3\% | (20) | 7\% | (50) | 52\% | (398) | 772 |
| PID: Dem (no lean) | 32\% | (255) | 6\% | (51) | 12\% | (99) | 50\% | (401) | 806 |
| PID: Ind (no lean) | 25\% | (186) | 6\% | (44) | 7\% | (53) | 63\% | (472) | 754 |
| PID: Rep (no lean) | 42\% | (270) | 6\% | (37) | 4\% | (24) | 48\% | (309) | 639 |
| PID/Gender: Dem Men | 38\% | (151) | 7\% | (28) | 16\% | (62) | 39\% | (154) | 395 |
| PID/Gender: Dem Women | 25\% | (105) | 5\% | (22) | 9\% | (37) | 60\% | (247) | 411 |
| PID/Gender: Ind Men | 33\% | (107) | 7\% | (22) | 8\% | (26) | 53\% | (171) | 326 |
| PID/Gender: Ind Women | 18\% | (79) | 5\% | (22) | 6\% | (27) | 70\% | (300) | 427 |
| PID/Gender: Rep Men | $51 \%$ | (172) | 7\% | (25) | 3\% | (10) | 39\% | (133) | 339 |
| PID/Gender: Rep Women | 33\% | (98) | 4\% | (12) | 5\% | (14) | 59\% | (176) | 300 |
| Ideo: Liberal (1-3) | 41\% | (273) | 8\% | (52) | 8\% | (54) | 44\% | (295) | 674 |
| Ideo: Moderate (4) | 26\% | (142) | 7\% | (37) | 13\% | (68) | 55\% | (297) | 544 |
| Ideo: Conservative (5-7) | 40\% | (288) | 5\% | (37) | 5\% | (36) | 49\% | (351) | 712 |
| Educ: < College | 26\% | (400) | 7\% | (108) | 8\% | (127) | 58\% | (877) | 1512 |
| Educ: Bachelors degree | 45\% | (201) | 3\% | (14) | 7\% | (29) | 45\% | (200) | 444 |
| Educ: Post-grad | 45\% | (110) | 4\% | (10) | 8\% | (19) | 43\% | (105) | 243 |

[^199]Table HR11_5: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
Late Night with Seth Meyers

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $32 \%$ | (711) | 6\% | (131) | 8\% | (176) | 54\% | (1182) | 2199 |
| Income: Under 50k | 26\% | (343) | 7\% | (97) | 9\% | (114) | 57\% | (743) | 1297 |
| Income: $50 \mathrm{k}-100 \mathrm{k}$ | 39\% | (238) | $4 \%$ | (25) | 7\% | (46) | 50\% | (306) | 615 |
| Income: $100 \mathrm{k}+$ | 45\% | (129) | 3\% | (9) | 5\% | (16) | 46\% | (133) | 287 |
| Ethnicity: White | 35\% | (597) | 3\% | (59) | 7\% | (118) | 55\% | (948) | 1722 |
| Ethnicity: Hispanic | 25\% | (89) | 6\% | (23) | 13\% | (45) | 55\% | (193) | 350 |
| Ethnicity: Afr. Am. | 24\% | (65) | 16\% | (43) | 11\% | (32) | 49\% | (135) | 274 |
| Ethnicity: Other | 24\% | (49) | 14\% | (29) | 13\% | (26) | 49\% | (99) | 203 |
| Relig: Protestant | 39\% | (210) | 4\% | (19) | 8\% | (43) | 50\% | (267) | 539 |
| Relig: Roman Catholic | 35\% | (152) | 5\% | (21) | 10\% | (45) | 50\% | (218) | 436 |
| Relig: Something Else | 24\% | (45) | 7\% | (14) | 5\% | (9) | 63\% | (118) | 187 |
| Relig: Jewish | 47\% | (25) | 3\% | (2) | 9\% | (5) | $41 \%$ | (22) | 54 |
| Relig: Evangelical | 35\% | (278) | 4\% | (33) | 7\% | (60) | 54\% | (434) | 805 |
| Relig: Non-Evang. Catholics | 36\% | (129) | 6\% | (21) | 10\% | (37) | 48\% | (170) | 357 |
| Relig: All Christian | 35\% | (407) | 5\% | (54) | 8\% | (97) | 52\% | (604) | 1161 |
| Relig: All Non-Christian | 23\% | (51) | 9\% | (19) | 7\% | (15) | 62\% | (138) | 224 |
| Community: Urban | $31 \%$ | (180) | 11\% | (63) | 8\% | (48) | 49\% | (283) | 575 |
| Community: Suburban | $36 \%$ | (358) | 5\% | (50) | 7\% | (70) | 51\% | (504) | 982 |
| Community: Rural | 27\% | (173) | 3\% | (18) | 9\% | (57) | $61 \%$ | (395) | 643 |
| Employ: Private Sector | $41 \%$ | (270) | 4\% | (25) | 9\% | (58) | 47\% | (308) | 661 |
| Employ: Government | 33\% | (41) | 17\% | (21) | - | (0) | 50\% | (62) | 124 |
| Employ: Self-Employed | $32 \%$ | (62) | 8\% | (17) | 13\% | (26) | 46\% | (91) | 195 |
| Employ: Homemaker | $24 \%$ | (40) | 9\% | (16) | 8\% | (14) | 59\% | (100) | 170 |
| Employ: Student | 23\% | (18) | 17\% | (13) | 17\% | (13) | 44\% | (34) | 79 |
| Employ: Retired | 38\% | (200) | 3\% | (16) | 8\% | (40) | 51\% | (268) | 523 |
| Employ: Unemployed | 18\% | (47) | 3\% | (8) | 5\% | (13) | 74\% | (194) | 262 |
| Employ: Other | 18\% | (33) | 9\% | (16) | 6\% | (11) | 67\% | (124) | 185 |
| Military HH: Yes | $32 \%$ | (125) | 6\% | (22) | 8\% | (32) | 53\% | (205) | 384 |
| Military HH: No | 32\% | (586) | 6\% | (109) | 8\% | (143) | 54\% | (977) | 1815 |

Continued on next page

Table HR11_5: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
Late Night with Seth Meyers

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $32 \%$ | (711) | 6\% | (131) | 8\% | (176) | 54\% | (1182) | 2199 |
| RD/WT: Right Direction | 37\% | (303) | 8\% | (62) | 7\% | (57) | 49\% | (405) | 826 |
| RD/WT: Wrong Track | 30\% | (408) | 5\% | (69) | 9\% | (119) | 57\% | (777) | 1373 |
| Trump Job Approve | 40\% | (348) | 7\% | (60) | 6\% | (50) | 47\% | (411) | 870 |
| Trump Job Disapprove | 29\% | (356) | 6\% | (68) | 10\% | (123) | 55\% | (680) | 1227 |
| Trump Job Strongly Approve | 43\% | (189) | 6\% | (26) | 4\% | (16) | 48\% | (210) | 440 |
| Trump Job Somewhat Approve | 37\% | (159) | 8\% | (34) | 8\% | (34) | 47\% | (202) | 429 |
| Trump Job Somewhat Disapprove | 22\% | (64) | 7\% | (22) | 6\% | (17) | 65\% | (194) | 297 |
| Trump Job Strongly Disapprove | 31\% | (292) | 5\% | (46) | $11 \%$ | (106) | 52\% | (486) | 930 |
| Favorable of Trump | 40\% | (343) | 7\% | (63) | 5\% | (40) | 47\% | (402) | 847 |
| Unfavorable of Trump | 30\% | (358) | 5\% | (65) | 10\% | (125) | 55\% | (664) | 1212 |
| Very Favorable of Trump | 43\% | (204) | 5\% | (26) | 4\% | (19) | 48\% | (230) | 479 |
| Somewhat Favorable of Trump | 38\% | (139) | 10\% | (37) | 6\% | (21) | 47\% | (172) | 368 |
| Somewhat Unfavorable of Trump | 23\% | (55) | 8\% | (19) | 7\% | (16) | 62\% | (146) | 236 |
| Very Unfavorable of Trump | 31\% | (303) | 5\% | (46) | 11\% | (109) | 53\% | (518) | 976 |
| \#1 Issue: Economy | 33\% | (184) | 7\% | (39) | 8\% | (43) | $52 \%$ | (293) | 560 |
| \#1 Issue: Security | 38\% | (168) | 4\% | (16) | 5\% | (21) | 53\% | (235) | 441 |
| \#1 Issue: Health Care | 31\% | (113) | 4\% | (17) | 12\% | (45) | 52\% | (193) | 368 |
| \#1 Issue: Medicare / Social Security | $31 \%$ | (112) | 5\% | (18) | 9\% | (31) | 55\% | (198) | 359 |
| \#1 Issue: Women's Issues | 29\% | (36) | 8\% | (11) | 12\% | (14) | 51\% | (64) | 126 |
| \#1 Issue: Education | 20\% | (31) | 12\% | (18) | 8\% | (13) | 60\% | (92) | 154 |
| \#1 Issue: Energy | 37\% | (37) | 9\% | (9) | 5\% | (5) | 49\% | (48) | 100 |
| \#1 Issue: Other | 32\% | (30) | 3\% | (3) | 2\% | (2) | 62\% | (58) | 93 |
| 2018 House Vote: Democrat | 36\% | (304) | 6\% | (47) | 12\% | (98) | 46\% | (390) | 839 |
| 2018 House Vote: Republican | 45\% | (292) | 5\% | (33) | 3\% | (21) | 46\% | (298) | 643 |
| 2018 House Vote: Someone else | 23\% | (25) | 4\% | (5) | 14\% | (15) | 58\% | (61) | 105 |
| 2018 House Vote: Didnt Vote | 15\% | (89) | 7\% | (43) | 7\% | (40) | 71\% | (433) | 605 |

[^200]Table HR11_5: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
Late Night with Seth Meyers

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $32 \%$ | (711) | 6\% | (131) | 8\% | (176) | 54\% | (1182) | 2199 |
| 2016 Vote: Hillary Clinton | 34\% | (244) | 7\% | (49) | $11 \%$ | (79) | 48\% | (346) | 719 |
| 2016 Vote: Donald Trump | 44\% | (292) | 5\% | (36) | 5\% | (36) | 45\% | (302) | 666 |
| 2016 Vote: Someone else | 26\% | (47) | 6\% | (11) | 10\% | (17) | 58\% | (104) | 178 |
| 2016 Vote: Didnt Vote | 20\% | (128) | 6\% | (35) | 6\% | (39) | 68\% | (428) | 629 |
| Voted in 2014: Yes | 38\% | (524) | 6\% | (79) | 9\% | (117) | 47\% | (646) | 1366 |
| Voted in 2014: No | 22\% | (187) | 6\% | (52) | 7\% | (58) | 64\% | (536) | 833 |
| 2012 Vote: Barack Obama | $34 \%$ | (292) | 6\% | (48) | 12\% | (101) | 48\% | (413) | 854 |
| 2012 Vote: Mitt Romney | 45\% | (227) | 5\% | (25) | 4\% | (22) | 45\% | (227) | 501 |
| 2012 Vote: Other | 30\% | (26) | 2\% | (2) | 6\% | (5) | $61 \%$ | (53) | 87 |
| 2012 Vote: Didn't Vote | 22\% | (165) | 7\% | (55) | 6\% | (47) | 64\% | (485) | 752 |
| 4-Region: Northeast | $32 \%$ | (128) | 5\% | (19) | 7\% | (27) | 56\% | (221) | 394 |
| 4-Region: Midwest | 33\% | (153) | 6\% | (26) | 6\% | (30) | 55\% | (253) | 462 |
| 4-Region: South | $32 \%$ | (264) | 6\% | (50) | 8\% | (63) | 54\% | (446) | 824 |
| 4-Region: West | 32\% | (165) | 7\% | (37) | $11 \%$ | (56) | 50\% | (262) | 519 |
| TV shows: Every day | $36 \%$ | (415) | 6\% | (66) | 9\% | (106) | 49\% | (562) | 1148 |
| TV shows: Several times per week | $34 \%$ | (174) | 7\% | (34) | 5\% | (27) | 54\% | (277) | 512 |
| TV shows: About once per week | 27\% | (39) | 12\% | (17) | 7\% | (9) | 54\% | (78) | 144 |
| TV shows: Several times per month | 24\% | (25) | 7\% | (7) | 17\% | (17) | $52 \%$ | (53) | 101 |
| TV shows: About once per month | 13\% | (6) | 4\% | (2) | 15\% | (7) | 67\% | (32) | 48 |
| TV shows: Less often than once per month | 30\% | (23) | 5\% | (4) | - | (0) | 65\% | (51) | 78 |
| TV shows: Never | 16\% | (27) | 1\% | (2) | 5\% | (9) | 77\% | (130) | 169 |
| Movies: Every day | 30\% | (121) | $11 \%$ | (44) | 12\% | (49) | 47\% | (186) | 399 |
| Movies: Several times per week | 36\% | (204) | 8\% | (45) | 8\% | (46) | 49\% | (279) | 574 |
| Movies: About once per week | 37\% | (142) | 4\% | (14) | 8\% | (29) | $52 \%$ | (198) | 383 |
| Movies: Several times per month | 36\% | (100) | 4\% | (12) | 6\% | (18) | 53\% | (144) | 273 |
| Movies: About once per month | 35\% | (61) | 2\% | (4) | 5\% | (8) | 58\% | (101) | 173 |
| Movies: Less often than once per month | 23\% | (46) | 6\% | (11) | 6\% | (13) | 65\% | (131) | 201 |
| Movies: Never | 19\% | (37) | 1\% | (1) | 7\% | (13) | 74\% | (145) | 196 |

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Table HR11_5: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
Late Night with Seth Meyers

| Demographic |  |  |  |  | Don't know No No |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| opinion |  |  |  |  |  |

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

Table HR11_6: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
Last Call with Carson Daly

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 21\% | (460) | 6\% | (137) | 10\% | (226) | 63\% | (1376) | 2199 |
| Gender: Male | 27\% | (285) | 8\% | (82) | 11\% | (118) | 54\% | (577) | 1061 |
| Gender: Female | 15\% | (175) | 5\% | (55) | 10\% | (109) | 70\% | (799) | 1138 |
| Age: 18-29 | 17\% | (69) | 9\% | (36) | 14\% | (57) | 61\% | (249) | 411 |
| Age: 30-44 | 20\% | (122) | 7\% | (43) | 13\% | (77) | 60\% | (359) | 600 |
| Age: 45-54 | 22\% | (74) | 7\% | (22) | 9\% | (29) | 63\% | (210) | 335 |
| Age: 55-64 | 22\% | (93) | 6\% | (24) | 9\% | (39) | 63\% | (262) | 417 |
| Age: 65+ | 23\% | (102) | 3\% | (13) | 6\% | (25) | 68\% | (296) | 436 |
| Generation Z: 18-21 | 14\% | (16) | 5\% | (6) | 18\% | (21) | 64\% | (74) | 116 |
| Millennial: Age 22-37 | 20\% | (132) | 9\% | (60) | 11\% | (70) | 60\% | (395) | 657 |
| Generation X: Age 38-53 | 20\% | (106) | 6\% | (34) | 13\% | (71) | 61\% | (332) | 543 |
| Boomers: Age 54-72 | 24\% | (183) | 4\% | (33) | 8\% | (61) | 64\% | (495) | 772 |
| PID: Dem (no lean) | 17\% | (134) | 7\% | (56) | 14\% | (113) | 62\% | (503) | 806 |
| PID: Ind (no lean) | 15\% | (115) | 5\% | (40) | 10\% | (72) | 70\% | (527) | 754 |
| PID: Rep (no lean) | 33\% | (211) | 6\% | (41) | 6\% | (41) | 54\% | (346) | 639 |
| PID/Gender: Dem Men | 20\% | (81) | 7\% | (27) | 17\% | (69) | 55\% | (219) | 395 |
| PID/Gender: Dem Women | 13\% | (53) | 7\% | (29) | 11\% | (44) | 69\% | (284) | 411 |
| PID/Gender: Ind Men | 21\% | (69) | 7\% | (24) | 9\% | (28) | 63\% | (206) | 326 |
| PID/Gender: Ind Women | 11\% | (46) | 4\% | (16) | 10\% | (45) | 75\% | (321) | 427 |
| PID/Gender: Rep Men | 40\% | (135) | 9\% | (30) | 6\% | (21) | 45\% | (153) | 339 |
| PID/Gender: Rep Women | 25\% | (76) | 4\% | (11) | 7\% | (20) | 64\% | (193) | 300 |
| Ideo: Liberal (1-3) | 20\% | (133) | 8\% | (53) | 13\% | (88) | $59 \%$ | (400) | 674 |
| Ideo: Moderate (4) | 19\% | (106) | 6\% | (34) | 13\% | (68) | 62\% | (336) | 544 |
| Ideo: Conservative (5-7) | 30\% | (216) | 6\% | (45) | 8\% | (53) | 56\% | (397) | 712 |
| Educ: < College | 19\% | (280) | 7\% | (99) | 11\% | (161) | 64\% | (971) | 1512 |
| Educ: Bachelors degree | 24\% | (105) | 6\% | (27) | 10\% | (46) | 60\% | (266) | 444 |
| Educ: Post-grad | 31\% | (75) | 4\% | (11) | 8\% | (19) | 57\% | (139) | 243 |

[^201]Table HR11_6: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
$\underline{\text { Last Call with Carson Daly }}$

| Demographic | More liberal |  |  |  |  |  | More conservative | No political lean |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

Continued on next page

Table HR11_6: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
Last Call with Carson Daly

| Demographic | More liberal |  |  |  |  |  | More conservative | No political lean |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

[^202]Table HR11_6: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
Last Call with Carson Daly

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $21 \%$ | (460) | 6\% | (137) | 10\% | (226) | 63\% | (1376) | 2199 |
| 2016 Vote: Hillary Clinton | 18\% | (126) | 7\% | (51) | 14\% | (101) | 61\% | (441) | 719 |
| 2016 Vote: Donald Trump | $34 \%$ | (228) | 6\% | (41) | 7\% | (48) | 53\% | (350) | 666 |
| 2016 Vote: Someone else | 19\% | (33) | 9\% | (15) | 12\% | (21) | 61\% | (109) | 178 |
| 2016 Vote: Didnt Vote | 12\% | (73) | 5\% | (30) | 8\% | (51) | 75\% | (475) | 629 |
| Voted in 2014: Yes | 26\% | (352) | 7\% | (102) | 10\% | (142) | 56\% | (769) | 1366 |
| Voted in 2014: No | 13\% | (108) | 4\% | (35) | 10\% | (85) | 73\% | (606) | 833 |
| 2012 Vote: Barack Obama | 20\% | (170) | 7\% | (62) | 14\% | (119) | 59\% | (503) | 854 |
| 2012 Vote: Mitt Romney | $34 \%$ | (171) | 7\% | (35) | 6\% | (31) | 53\% | (263) | 501 |
| 2012 Vote: Other | 18\% | (16) | 6\% | (5) | $11 \%$ | (9) | 65\% | (57) | 87 |
| 2012 Vote: Didn't Vote | 14\% | (103) | 5\% | (34) | 9\% | (67) | 73\% | (548) | 752 |
| 4-Region: Northeast | 20\% | (80) | 4\% | (17) | 10\% | (38) | 66\% | (259) | 394 |
| 4-Region: Midwest | 20\% | (93) | 5\% | (25) | 8\% | (37) | 66\% | (306) | 462 |
| 4-Region: South | 23\% | (190) | 6\% | (53) | 12\% | (95) | 59\% | (487) | 824 |
| 4-Region: West | 19\% | (97) | 8\% | (42) | 11\% | (56) | 62\% | (324) | 519 |
| TV shows: Every day | 24\% | (271) | 6\% | (73) | 12\% | (134) | 58\% | (671) | 1148 |
| TV shows: Several times per week | $21 \%$ | (110) | 5\% | (25) | 9\% | (46) | 65\% | (331) | 512 |
| TV shows: About once per week | 17\% | (24) | 14\% | (20) | 5\% | (8) | 64\% | (92) | 144 |
| TV shows: Several times per month | 22\% | (22) | 12\% | (12) | 13\% | (13) | 54\% | (54) | 101 |
| TV shows: About once per month | 2\% | (1) | 1\% | (0) | 20\% | (10) | 77\% | (37) | 48 |
| TV shows: Less often than once per month | 18\% | (14) | 3\% | (2) | 9\% | (7) | 70\% | (55) | 78 |
| TV shows: Never | 11\% | (18) | 3\% | (5) | 6\% | (9) | 81\% | (136) | 169 |
| Movies: Every day | 22\% | (89) | 11\% | (43) | 14\% | (54) | 53\% | (212) | 399 |
| Movies: Several times per week | 27\% | (154) | 7\% | (42) | 9\% | (52) | 57\% | (325) | 574 |
| Movies: About once per week | 22\% | (84) | 6\% | (22) | 12\% | (45) | 61\% | (232) | 383 |
| Movies: Several times per month | 21\% | (56) | 5\% | (13) | 10\% | (27) | 65\% | (177) | 273 |
| Movies: About once per month | 17\% | (29) | 5\% | (8) | 7\% | (12) | 71\% | (124) | 173 |
| Movies: Less often than once per month | 11\% | (23) | $2 \%$ | (4) | 9\% | (18) | 78\% | (156) | 201 |
| Movies: Never | 12\% | (23) | 2\% | (4) | 9\% | (18) | 77\% | (150) | 196 |

Continued on next page

Table HR11_6: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
Last Call with Carson Daly

| Demographic |  |  |  |  | Don't know No No |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| opinion |  |  |  |  |  |

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

Table HR11_7: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
Conan

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 32\% | (699) | 6\% | (138) | 11\% | (245) | 51\% | (1117) | 2199 |
| Gender: Male | 40\% | (425) | 7\% | (71) | 13\% | (140) | 40\% | (424) | 1061 |
| Gender: Female | 24\% | (273) | 6\% | (67) | 9\% | (105) | 61\% | (693) | 1138 |
| Age: 18-29 | 28\% | (115) | 10\% | (40) | 9\% | (36) | 54\% | (221) | 411 |
| Age: 30-44 | 30\% | (182) | 8\% | (46) | 15\% | (90) | 47\% | (283) | 600 |
| Age: 45-54 | 30\% | (102) | 7\% | (23) | 9\% | (31) | 54\% | (179) | 335 |
| Age: 55-64 | $33 \%$ | (139) | 4\% | (17) | 12\% | (50) | 50\% | (210) | 417 |
| Age: 65+ | 37\% | (161) | 3\% | (12) | 9\% | (39) | 52\% | (225) | 436 |
| Generation Z: 18-21 | 23\% | (27) | 12\% | (14) | 8\% | (9) | 57\% | (66) | 116 |
| Millennial: Age 22-37 | 31\% | (205) | 9\% | (58) | 11\% | (72) | 49\% | (322) | 657 |
| Generation X: Age 38-53 | 28\% | (153) | 7\% | (36) | 13\% | (73) | 52\% | (282) | 543 |
| Boomers: Age 54-72 | 36\% | (274) | 3\% | (25) | 11\% | (88) | 50\% | (385) | 772 |
| PID: Dem (no lean) | $31 \%$ | (247) | 6\% | (47) | 14\% | (112) | 50\% | (400) | 806 |
| PID: Ind (no lean) | 24\% | (184) | 6\% | (44) | 10\% | (79) | 59\% | (447) | 754 |
| PID: Rep (no lean) | 42\% | (268) | 7\% | (48) | 8\% | (54) | 42\% | (270) | 639 |
| PID/Gender: Dem Men | 39\% | (152) | 4\% | (15) | 19\% | (73) | 39\% | (155) | 395 |
| PID/Gender: Dem Women | 23\% | (94) | 8\% | (31) | 10\% | (39) | 60\% | (246) | 411 |
| PID/Gender: Ind Men | 34\% | (110) | 7\% | (23) | 10\% | (33) | 49\% | (160) | 326 |
| PID/Gender: Ind Women | 17\% | (75) | 5\% | (21) | 11\% | (46) | 67\% | (286) | 427 |
| PID/Gender: Rep Men | 48\% | (163) | 10\% | (33) | 10\% | (34) | 32\% | (109) | 339 |
| PID/Gender: Rep Women | 35\% | (104) | 5\% | (15) | 7\% | (20) | 54\% | (161) | 300 |
| Ideo: Liberal (1-3) | 38\% | (254) | 7\% | (46) | 14\% | (93) | 42\% | (281) | 674 |
| Ideo: Moderate (4) | 27\% | (146) | 6\% | (34) | 13\% | (72) | 54\% | (292) | 544 |
| Ideo: Conservative (5-7) | 40\% | (288) | 8\% | (54) | 9\% | (65) | 43\% | (306) | 712 |
| Educ: < College | 28\% | (421) | 7\% | (104) | 11\% | (164) | 54\% | (822) | 1512 |
| Educ: Bachelors degree | 42\% | (185) | 5\% | (24) | 10\% | (45) | 43\% | (190) | 444 |
| Educ: Post-grad | 38\% | (93) | 4\% | (10) | 14\% | (35) | 43\% | (105) | 243 |

[^203]Table HR11_7: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
Conan

| Demographic | More liberal |  | More conservative |  | No political lean |  | $\begin{aligned} & \text { Don't know / No } \\ & \text { opinion } \end{aligned}$ |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $32 \%$ | (699) | 6\% | (138) | 11\% | (245) | 51\% | (1117) | 2199 |
| Income: Under 50k | 27\% | (352) | 7\% | (87) | 11\% | (148) | 55\% | (710) | 1297 |
| Income: $50 \mathrm{k}-100 \mathrm{k}$ | 38\% | (232) | 6\% | (36) | 10\% | (61) | 46\% | (286) | 615 |
| Income: $100 \mathrm{k}+$ | 40\% | (115) | 5\% | (15) | 13\% | (36) | 42\% | (121) | 287 |
| Ethnicity: White | 33\% | (560) | 5\% | (88) | 11\% | (182) | 52\% | (892) | 1722 |
| Ethnicity: Hispanic | 30\% | (104) | 8\% | (29) | 12\% | (41) | 50\% | (176) | 350 |
| Ethnicity: Afr. Am. | 26\% | (72) | 12\% | (32) | 12\% | (34) | 50\% | (137) | 274 |
| Ethnicity: Other | 33\% | (67) | 9\% | (18) | 15\% | (30) | 44\% | (89) | 203 |
| Relig: Protestant | 38\% | (205) | 5\% | (29) | 10\% | (56) | 46\% | (249) | 539 |
| Relig: Roman Catholic | 35\% | (154) | 5\% | (21) | 13\% | (56) | 47\% | (204) | 436 |
| Relig: Something Else | 19\% | (35) | 10\% | (18) | 9\% | (16) | 63\% | (117) | 187 |
| Relig: Jewish | 43\% | (23) | 7\% | (4) | 11\% | (6) | 39\% | (21) | 54 |
| Relig: Evangelical | $31 \%$ | (252) | 5\% | (42) | 11\% | (88) | 52\% | (422) | 805 |
| Relig: Non-Evang. Catholics | 40\% | (142) | 7\% | (26) | 11\% | (41) | $42 \%$ | (148) | 357 |
| Relig: All Christian | $34 \%$ | (395) | 6\% | (68) | 11\% | (129) | 49\% | (570) | 1161 |
| Relig: All Non-Christian | 26\% | (58) | 8\% | (18) | 12\% | (26) | 54\% | (122) | 224 |
| Community: Urban | 30\% | (174) | 10\% | (57) | 10\% | (58) | 50\% | (286) | 575 |
| Community: Suburban | $34 \%$ | (331) | 5\% | (51) | 11\% | (111) | 50\% | (489) | 982 |
| Community: Rural | 30\% | (194) | 5\% | (30) | 12\% | (76) | 53\% | (343) | 643 |
| Employ: Private Sector | 38\% | (250) | 7\% | (43) | 12\% | (82) | 43\% | (286) | 661 |
| Employ: Government | 33\% | (41) | 7\% | (9) | 9\% | (11) | 51\% | (64) | 124 |
| Employ: Self-Employed | 35\% | (68) | 6\% | (12) | 13\% | (25) | 46\% | (90) | 195 |
| Employ: Homemaker | 27\% | (45) | 6\% | (10) | 11\% | (19) | 56\% | (96) | 170 |
| Employ: Student | 25\% | (20) | $22 \%$ | (17) | 8\% | (7) | 45\% | (35) | 79 |
| Employ: Retired | 36\% | (190) | $4 \%$ | (19) | 12\% | (62) | 48\% | (251) | 523 |
| Employ: Unemployed | 22\% | (57) | 5\% | (14) | 9\% | (24) | 64\% | (167) | 262 |
| Employ: Other | 15\% | (29) | 7\% | (13) | 8\% | (15) | 69\% | (128) | 185 |
| Military HH: Yes | 36\% | (139) | 6\% | (24) | 9\% | (35) | 48\% | (186) | 384 |
| Military HH: No | $31 \%$ | (559) | 6\% | (114) | 12\% | (210) | $51 \%$ | (932) | 1815 |

Continued on next page

Table HR11_7: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
Conan

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $32 \%$ | (699) | 6\% | (138) | 11\% | (245) | 51\% | (1117) | 2199 |
| RD/WT: Right Direction | 39\% | (319) | 8\% | (64) | 9\% | (73) | 45\% | (370) | 826 |
| RD/WT: Wrong Track | 28\% | (379) | 5\% | (74) | 13\% | (172) | 54\% | (747) | 1373 |
| Trump Job Approve | 41\% | (355) | 8\% | (68) | 9\% | (82) | 42\% | (365) | 870 |
| Trump Job Disapprove | 27\% | (337) | 5\% | (67) | 13\% | (161) | 54\% | (662) | 1227 |
| Trump Job Strongly Approve | 47\% | (206) | 8\% | (34) | 8\% | (34) | 38\% | (166) | 440 |
| Trump Job Somewhat Approve | 35\% | (148) | 8\% | (34) | 11\% | (48) | 46\% | (198) | 429 |
| Trump Job Somewhat Disapprove | 29\% | (85) | 8\% | (23) | 7\% | (21) | 57\% | (168) | 297 |
| Trump Job Strongly Disapprove | 27\% | (252) | 5\% | (44) | 15\% | (140) | 53\% | (493) | 930 |
| Favorable of Trump | 42\% | (359) | 7\% | (58) | 9\% | (79) | 41\% | (351) | 847 |
| Unfavorable of Trump | 27\% | (331) | 6\% | (73) | 13\% | (160) | 53\% | (647) | 1212 |
| Very Favorable of Trump | 47\% | (224) | 7\% | (32) | 7\% | (33) | 40\% | (191) | 479 |
| Somewhat Favorable of Trump | 37\% | (135) | 7\% | (26) | 13\% | (47) | 43\% | (160) | 368 |
| Somewhat Unfavorable of Trump | 29\% | (68) | 8\% | (20) | 10\% | (24) | 53\% | (124) | 236 |
| Very Unfavorable of Trump | 27\% | (264) | 5\% | (54) | 14\% | (136) | 54\% | (523) | 976 |
| \#1 Issue: Economy | 35\% | (193) | 7\% | (39) | 11\% | (64) | 47\% | (264) | 560 |
| \#1 Issue: Security | 40\% | (177) | 6\% | (25) | 8\% | (37) | 46\% | (203) | 441 |
| \#1 Issue: Health Care | 29\% | (106) | 5\% | (19) | 16\% | (59) | 50\% | (184) | 368 |
| \#1 Issue: Medicare / Social Security | 28\% | (101) | 6\% | (21) | 11\% | (38) | 55\% | (198) | 359 |
| \#1 Issue: Women's Issues | 22\% | (28) | 11\% | (14) | 12\% | (15) | 55\% | (69) | 126 |
| \#1 Issue: Education | $21 \%$ | (33) | 8\% | (12) | 10\% | (16) | 60\% | (93) | 154 |
| \#1 Issue: Energy | 35\% | (35) | 4\% | (4) | 8\% | (8) | 53\% | (52) | 100 |
| \#1 Issue: Other | 28\% | (26) | 5\% | (4) | 8\% | (8) | 59\% | (55) | 93 |
| 2018 House Vote: Democrat | $34 \%$ | (283) | 5\% | (44) | 14\% | (115) | 47\% | (398) | 839 |
| 2018 House Vote: Republican | 45\% | (287) | 6\% | (37) | 9\% | (60) | 40\% | (260) | 643 |
| 2018 House Vote: Someone else | 24\% | (25) | 10\% | (10) | 20\% | (21) | 46\% | (49) | 105 |
| 2018 House Vote: Didnt Vote | 17\% | (104) | 7\% | (41) | 8\% | (49) | 68\% | (411) | 605 |

[^204]Table HR11_7: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
Conan

| Demographic | More liberal |  | More conservative |  | No political lean |  | $\begin{aligned} & \text { Don't know / No } \\ & \text { opinion } \end{aligned}$ |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $32 \%$ | (699) | 6\% | (138) | 11\% | (245) | $51 \%$ | (1117) | 2199 |
| 2016 Vote: Hillary Clinton | 31\% | (223) | 6\% | (41) | 13\% | (95) | 50\% | (360) | 719 |
| 2016 Vote: Donald Trump | 45\% | (299) | 6\% | (39) | 10\% | (67) | 39\% | (261) | 666 |
| 2016 Vote: Someone else | 23\% | (42) | 12\% | (22) | 15\% | (27) | 49\% | (87) | 178 |
| 2016 Vote: Didnt Vote | 21\% | (131) | 6\% | (37) | 9\% | (54) | 65\% | (408) | 629 |
| Voted in 2014: Yes | 37\% | (512) | 7\% | (92) | 12\% | (164) | 44\% | (598) | 1366 |
| Voted in 2014: No | 22\% | (187) | 6\% | (46) | 10\% | (81) | 62\% | (519) | 833 |
| 2012 Vote: Barack Obama | 31\% | (261) | 7\% | (63) | 14\% | (121) | 48\% | (410) | 854 |
| 2012 Vote: Mitt Romney | 48\% | (242) | 4\% | (18) | 12\% | (58) | 36\% | (182) | 501 |
| 2012 Vote: Other | 26\% | (23) | 5\% | (4) | 12\% | (11) | 57\% | (49) | 87 |
| 2012 Vote: Didn't Vote | 23\% | (173) | 7\% | (53) | 7\% | (55) | 63\% | (472) | 752 |
| 4-Region: Northeast | 27\% | (108) | 5\% | (19) | 16\% | (65) | 51\% | (201) | 394 |
| 4-Region: Midwest | 34\% | (159) | 7\% | (31) | 8\% | (37) | 51\% | (235) | 462 |
| 4-Region: South | $33 \%$ | (269) | 5\% | (45) | $11 \%$ | (89) | 51\% | (422) | 824 |
| 4-Region: West | 31\% | (162) | 8\% | (43) | $11 \%$ | (55) | 50\% | (259) | 519 |
| TV shows: Every day | 35\% | (403) | 6\% | (67) | 12\% | (136) | 47\% | (542) | 1148 |
| TV shows: Several times per week | 31\% | (157) | 9\% | (46) | 10\% | (52) | 50\% | (258) | 512 |
| TV shows: About once per week | 29\% | (42) | 10\% | (14) | $11 \%$ | (15) | 50\% | (72) | 144 |
| TV shows: Several times per month | 37\% | (37) | 5\% | (5) | 20\% | (20) | 39\% | (39) | 101 |
| TV shows: About once per month | 17\% | (8) | 2\% | (1) | 16\% | (8) | 65\% | (31) | 48 |
| TV shows: Less often than once per month | 30\% | (24) | $4 \%$ | (3) | 9\% | (7) | 56\% | (44) | 78 |
| TV shows: Never | 17\% | (28) | 1\% | (2) | 4\% | (7) | 78\% | (131) | 169 |
| Movies: Every day | 33\% | (133) | 9\% | (36) | 13\% | (52) | 45\% | (178) | 399 |
| Movies: Several times per week | 38\% | (219) | 9\% | (49) | $11 \%$ | (63) | 42\% | (243) | 574 |
| Movies: About once per week | $33 \%$ | (126) | 5\% | (17) | 14\% | (54) | 48\% | (185) | 383 |
| Movies: Several times per month | 31\% | (85) | 7\% | (18) | $11 \%$ | (31) | 51\% | (138) | 273 |
| Movies: About once per month | 29\% | (50) | 4\% | (7) | 6\% | (11) | 61\% | (106) | 173 |
| Movies: Less often than once per month | 25\% | (51) | 5\% | (9) | 8\% | (16) | 62\% | (125) | 201 |
| Movies: Never | 18\% | (35) | - | (1) | 9\% | (18) | 73\% | (143) | 196 |

Continued on next page

Table HR11_7: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
Conan

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $32 \%$ | (699) | 6\% | (138) | 11\% | (245) | 51\% | (1117) | 2199 |
| Sports: Every day | 46\% | (72) | 13\% | (21) | 11\% | (18) | 30\% | (47) | 158 |
| Sports: Several times per week | 40\% | (132) | 8\% | (26) | 18\% | (59) | 35\% | (115) | 332 |
| Sports: About once per week | $32 \%$ | (90) | 11\% | (31) | 11\% | (30) | 46\% | (128) | 279 |
| Sports: Several times per month | 39\% | (88) | $4 \%$ | (10) | 11\% | (26) | 46\% | (104) | 228 |
| Sports: About once per month | 30\% | (53) | 9\% | (16) | 14\% | (25) | 46\% | (80) | 174 |
| Sports: Less often than once per month | $31 \%$ | (113) | 5\% | (20) | 9\% | (32) | 55\% | (198) | 363 |
| Sports: Never | 23\% | (152) | $2 \%$ | (15) | 8\% | (55) | 67\% | (444) | 666 |
| Cable: I currently subscribe | 35\% | (388) | 7\% | (73) | 12\% | (133) | 46\% | (515) | 1108 |
| Cable: I subscribed in the past | $32 \%$ | (233) | 8\% | (55) | 11\% | (83) | 49\% | (356) | 727 |
| Cable: I have never subscribed | 22\% | (78) | 3\% | (10) | 8\% | (29) | 68\% | (247) | 365 |
| Satellite television: I currently subscribe | 37\% | (193) | 5\% | (26) | 9\% | (48) | 49\% | (259) | 526 |
| Satellite television: I subscribed in the past | 35\% | (208) | 7\% | (44) | 11\% | (64) | 47\% | (281) | 597 |
| Satellite television: I have never subscribed | 28\% | (298) | 6\% | (68) | 12\% | (132) | 54\% | (578) | 1076 |
| Streaming service: I currently subscribe | 35\% | (451) | 7\% | (85) | 12\% | (157) | 47\% | (609) | 1302 |
| Streaming service: I subscribed in the past | $31 \%$ | (72) | 8\% | (18) | 13\% | (31) | 48\% | (113) | 234 |
| Streaming service: I have never subscribed | 26\% | (175) | 5\% | (36) | 9\% | (57) | 60\% | (395) | 663 |
| Film: An avid fan | 35\% | (276) | 7\% | (56) | 14\% | (110) | 43\% | (336) | 779 |
| Film: A casual fan | $32 \%$ | (366) | 6\% | (69) | 10\% | (116) | 52\% | (601) | 1153 |
| Film: Not a fan | 21\% | (56) | 5\% | (13) | 7\% | (19) | 67\% | (180) | 267 |
| Television: An avid fan | 36\% | (410) | 7\% | (82) | 12\% | (143) | 45\% | (519) | 1154 |
| Television: A casual fan | 29\% | (267) | 6\% | (51) | 10\% | (92) | 55\% | (498) | 907 |
| Television: Not a fan | 16\% | (22) | 4\% | (5) | 8\% | (11) | 72\% | (101) | 139 |
| Music: An avid fan | $34 \%$ | (392) | 9\% | (102) | 11\% | (127) | 46\% | (531) | 1152 |
| Music: A casual fan | $32 \%$ | (294) | $4 \%$ | (35) | 12\% | (105) | 52\% | (473) | 907 |
| Music: Not a fan | 9\% | (13) | 1\% | (1) | 9\% | (13) | 81\% | (113) | 140 |
| Fashion: An avid fan | 37\% | (127) | 17\% | (58) | 9\% | (31) | 37\% | (126) | 342 |
| Fashion: A casual fan | 30\% | (260) | 5\% | (42) | 13\% | (112) | 52\% | (447) | 861 |
| Fashion: Not a fan | $31 \%$ | (311) | 4\% | (39) | 10\% | (101) | 55\% | (545) | 996 |

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

Table HR11_8: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
Full Frontal with Samantha Bee

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 30\% | (657) | 5\% | (115) | 6\% | (128) | 59\% | (1300) | 2199 |
| Gender: Male | 37\% | (393) | 6\% | (69) | 7\% | (78) | 49\% | (522) | 1061 |
| Gender: Female | 23\% | (264) | 4\% | (47) | 4\% | (49) | 68\% | (778) | 1138 |
| Age: 18-29 | 27\% | (110) | 11\% | (46) | 6\% | (27) | 56\% | (229) | 411 |
| Age: 30-44 | 28\% | (171) | 5\% | (33) | 9\% | (57) | 57\% | (341) | 600 |
| Age: 45-54 | 32\% | (107) | 5\% | (18) | 3\% | (8) | 60\% | (202) | 335 |
| Age: 55-64 | 34\% | (143) | 2\% | (9) | 5\% | (19) | 59\% | (246) | 417 |
| Age: 65+ | 29\% | (127) | 2\% | (10) | $4 \%$ | (17) | 65\% | (283) | 436 |
| Generation Z: 18-21 | 21\% | (25) | 10\% | (12) | 8\% | (10) | 60\% | (70) | 116 |
| Millennial: Age 22-37 | $31 \%$ | (201) | 8\% | (55) | 7\% | (43) | 54\% | (358) | 657 |
| Generation X: Age 38-53 | 27\% | (145) | 5\% | (29) | 7\% | (37) | 61\% | (332) | 543 |
| Boomers: Age 54-72 | 33\% | (257) | 2\% | (16) | 5\% | (37) | 60\% | (462) | 772 |
| PID: Dem (no lean) | 27\% | (222) | 6\% | (48) | 9\% | (73) | 58\% | (464) | 806 |
| PID: Ind (no lean) | 22\% | (168) | 5\% | (38) | 4\% | (32) | 68\% | (515) | 754 |
| PID: Rep (no lean) | 42\% | (267) | 5\% | (29) | 3\% | (22) | 50\% | (321) | 639 |
| PID/Gender: Dem Men | 35\% | (139) | 7\% | (28) | 13\% | (51) | 45\% | (177) | 395 |
| PID/Gender: Dem Women | 20\% | (82) | 5\% | (20) | 5\% | (22) | 70\% | (287) | 411 |
| PID/Gender: Ind Men | 26\% | (86) | 7\% | (23) | 5\% | (16) | 62\% | (201) | 326 |
| PID/Gender: Ind Women | 19\% | (82) | 4\% | (15) | $4 \%$ | (16) | 74\% | (315) | 427 |
| PID/Gender: Rep Men | 49\% | (167) | 5\% | (17) | 3\% | (10) | 43\% | (145) | 339 |
| PID/Gender: Rep Women | 33\% | (100) | 4\% | (12) | 4\% | (12) | 59\% | (176) | 300 |
| Ideo: Liberal (1-3) | 37\% | (252) | 5\% | (34) | 6\% | (43) | $51 \%$ | (345) | 674 |
| Ideo: Moderate (4) | 23\% | (123) | 7\% | (38) | 10\% | (54) | 61\% | (329) | 544 |
| Ideo: Conservative (5-7) | 38\% | (272) | 6\% | (40) | 3\% | (20) | 53\% | (380) | 712 |
| Educ: < College | 25\% | (373) | 6\% | (87) | 6\% | (92) | 63\% | (959) | 1512 |
| Educ: Bachelors degree | 40\% | (178) | 5\% | (22) | 5\% | (20) | 50\% | (224) | 444 |
| Educ: Post-grad | 43\% | (105) | 2\% | (6) | 6\% | (15) | 48\% | (117) | 243 |

[^205]Table HR11_8: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
Full Frontal with Samantha Bee

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 30\% | (657) | 5\% | (115) | 6\% | (128) | 59\% | (1300) | 2199 |
| Income: Under 50k | 23\% | (301) | 6\% | (81) | 6\% | (84) | 64\% | (831) | 1297 |
| Income: 50k-100k | $37 \%$ | (227) | 4\% | (26) | 5\% | (33) | 53\% | (329) | 615 |
| Income: 100k+ | 45\% | (129) | 3\% | (8) | 4\% | (11) | 49\% | (140) | 287 |
| Ethnicity: White | $31 \%$ | (538) | 3\% | (52) | 5\% | (91) | 60\% | (1041) | 1722 |
| Ethnicity: Hispanic | 29\% | (102) | 5\% | (16) | $11 \%$ | (40) | 55\% | (191) | 350 |
| Ethnicity: Afr. Am. | $21 \%$ | (57) | 16\% | (43) | 6\% | (16) | 58\% | (159) | 274 |
| Ethnicity: Other | 30\% | (62) | 10\% | (21) | 10\% | (21) | 49\% | (100) | 203 |
| Relig: Protestant | $36 \%$ | (194) | 4\% | (24) | 4\% | (24) | 55\% | (297) | 539 |
| Relig: Roman Catholic | $31 \%$ | (136) | 6\% | (28) | 9\% | (38) | 54\% | (234) | 436 |
| Relig: Something Else | 24\% | (45) | 4\% | (7) | 2\% | (4) | 70\% | (131) | 187 |
| Relig: Jewish | $31 \%$ | (17) | 8\% | (5) | 5\% | (3) | 56\% | (30) | 54 |
| Relig: Evangelical | $31 \%$ | (252) | 4\% | (29) | 5\% | (44) | 60\% | (480) | 805 |
| Relig: Non-Evang. Catholics | 35\% | (124) | 8\% | (29) | 6\% | (22) | 51\% | (182) | 357 |
| Relig: All Christian | $32 \%$ | (375) | 5\% | (58) | 6\% | (66) | 57\% | (662) | 1161 |
| Relig: All Non-Christian | $21 \%$ | (46) | 8\% | (17) | 5\% | (12) | 67\% | (149) | 224 |
| Community: Urban | 28\% | (162) | 9\% | (50) | 7\% | (41) | 56\% | (322) | 575 |
| Community: Suburban | $34 \%$ | (334) | 4\% | (38) | $4 \%$ | (43) | 58\% | (566) | 982 |
| Community: Rural | 25\% | (161) | 4\% | (27) | 7\% | (44) | 64\% | (411) | 643 |
| Employ: Private Sector | 39\% | (259) | 5\% | (36) | 7\% | (45) | 49\% | (321) | 661 |
| Employ: Government | 41\% | (51) | 10\% | (12) | 1\% | (1) | 48\% | (60) | 124 |
| Employ: Self-Employed | 30\% | (59) | 9\% | (17) | 7\% | (14) | 54\% | (105) | 195 |
| Employ: Homemaker | 20\% | (34) | 8\% | (13) | 6\% | (11) | 66\% | (112) | 170 |
| Employ: Student | $32 \%$ | (26) | 12\% | (9) | 7\% | (6) | 48\% | (38) | 79 |
| Employ: Retired | 29\% | (150) | 3\% | (18) | 5\% | (28) | 63\% | (327) | 523 |
| Employ: Unemployed | 19\% | (49) | 1\% | (3) | 4\% | (11) | 76\% | (199) | 262 |
| Employ: Other | 16\% | (29) | 3\% | (6) | 6\% | (12) | 75\% | (138) | 185 |
| Military HH: Yes | 30\% | (117) | 7\% | (27) | 6\% | (23) | 57\% | (218) | 384 |
| Military HH: No | 30\% | (540) | 5\% | (88) | 6\% | (105) | 60\% | (1082) | 1815 |

Continued on next page

Table HR11_8: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
Full Frontal with Samantha Bee

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 30\% | (657) | 5\% | (115) | 6\% | (128) | 59\% | (1300) | 2199 |
| RD/WT: Right Direction | 36\% | (296) | 7\% | (56) | 5\% | (38) | 53\% | (437) | 826 |
| RD/WT: Wrong Track | 26\% | (361) | 4\% | (59) | 7\% | (90) | 63\% | (863) | 1373 |
| Trump Job Approve | 38\% | (329) | 6\% | (50) | 4\% | (36) | 52\% | (454) | 870 |
| Trump Job Disapprove | 26\% | (320) | 5\% | (62) | 7\% | (90) | 62\% | (755) | 1227 |
| Trump Job Strongly Approve | 42\% | (184) | 5\% | (22) | 3\% | (12) | 50\% | (221) | 440 |
| Trump Job Somewhat Approve | 34\% | (145) | 6\% | (27) | 6\% | (24) | 54\% | (233) | 429 |
| Trump Job Somewhat Disapprove | 24\% | (71) | 6\% | (18) | 3\% | (9) | 67\% | (199) | 297 |
| Trump Job Strongly Disapprove | 27\% | (249) | 5\% | (45) | 9\% | (80) | 60\% | (556) | 930 |
| Favorable of Trump | 37\% | (318) | 6\% | (51) | 4\% | (31) | 53\% | (447) | 847 |
| Unfavorable of Trump | 27\% | (330) | 5\% | (61) | 7\% | (89) | 60\% | (731) | 1212 |
| Very Favorable of Trump | 39\% | (189) | 6\% | (31) | 3\% | (14) | 51\% | (246) | 479 |
| Somewhat Favorable of Trump | 35\% | (129) | 6\% | (20) | 5\% | (18) | 55\% | (201) | 368 |
| Somewhat Unfavorable of Trump | 22\% | (52) | 8\% | (20) | 4\% | (10) | 65\% | (153) | 236 |
| Very Unfavorable of Trump | 28\% | (278) | 4\% | (41) | 8\% | (79) | 59\% | (578) | 976 |
| \#1 Issue: Economy | 33\% | (187) | 6\% | (33) | $4 \%$ | (24) | 56\% | (316) | 560 |
| \#1 Issue: Security | 36\% | (158) | 3\% | (14) | 4\% | (17) | 57\% | (251) | 441 |
| \#1 Issue: Health Care | 25\% | (91) | 6\% | (20) | 10\% | (37) | 60\% | (221) | 368 |
| \#1 Issue: Medicare / Social Security | 26\% | (94) | 6\% | (20) | 7\% | (24) | 62\% | (221) | 359 |
| \#1 Issue: Women's Issues | 26\% | (33) | 7\% | (8) | 9\% | (11) | 58\% | (73) | 126 |
| \#1 Issue: Education | 21\% | (32) | 7\% | (11) | 6\% | (9) | 67\% | (102) | 154 |
| \#1 Issue: Energy | 30\% | (30) | 7\% | (7) | $4 \%$ | (4) | 59\% | (59) | 100 |
| \#1 Issue: Other | 35\% | (33) | 2\% | (1) | 2\% | (2) | 61\% | (57) | 93 |
| 2018 House Vote: Democrat | 33\% | (276) | 5\% | (43) | 7\% | (61) | 55\% | (459) | 839 |
| 2018 House Vote: Republican | 43\% | (274) | 5\% | (33) | 3\% | (17) | 50\% | (319) | 643 |
| 2018 House Vote: Someone else | 19\% | (20) | 8\% | (8) | 13\% | (13) | 60\% | (64) | 105 |
| 2018 House Vote: Didnt Vote | 14\% | (86) | 5\% | (28) | 6\% | (34) | 76\% | (458) | 605 |

[^206]Table HR11_8: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
Full Frontal with Samantha Bee

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 30\% | (657) | 5\% | (115) | 6\% | (128) | 59\% | (1300) | 2199 |
| 2016 Vote: Hillary Clinton | 30\% | (217) | 6\% | (43) | 7\% | (53) | 56\% | (405) | 719 |
| 2016 Vote: Donald Trump | 41\% | (271) | 6\% | (41) | 4\% | (23) | 50\% | (331) | 666 |
| 2016 Vote: Someone else | 30\% | (53) | 2\% | (4) | 7\% | (13) | 60\% | (107) | 178 |
| 2016 Vote: Didnt Vote | 18\% | (111) | 4\% | (27) | 6\% | (36) | 72\% | (455) | 629 |
| Voted in 2014: Yes | 35\% | (480) | 6\% | (78) | 6\% | (78) | 53\% | (729) | 1366 |
| Voted in 2014: No | 21\% | (177) | 5\% | (38) | 6\% | (49) | 68\% | (570) | 833 |
| 2012 Vote: Barack Obama | 29\% | (244) | 6\% | (53) | 9\% | (74) | 57\% | (483) | 854 |
| 2012 Vote: Mitt Romney | 45\% | (228) | 3\% | (17) | 3\% | (13) | 49\% | (243) | 501 |
| 2012 Vote: Other | 28\% | (25) | 4\% | (4) | 3\% | (2) | 65\% | (56) | 87 |
| 2012 Vote: Didn't Vote | 21\% | (160) | 6\% | (41) | 5\% | (38) | 68\% | (513) | 752 |
| 4-Region: Northeast | 29\% | (115) | 4\% | (14) | 7\% | (26) | 61\% | (239) | 394 |
| 4-Region: Midwest | 30\% | (141) | 5\% | (24) | 5\% | (24) | $59 \%$ | (274) | 462 |
| 4-Region: South | 30\% | (247) | 6\% | (47) | 4\% | (36) | 60\% | (493) | 824 |
| 4-Region: West | 30\% | (154) | 6\% | (30) | 8\% | (41) | 57\% | (294) | 519 |
| TV shows: Every day | 32\% | (368) | 6\% | (70) | 6\% | (69) | 56\% | (641) | 1148 |
| TV shows: Several times per week | 32\% | (166) | 4\% | (20) | 6\% | (32) | 58\% | (295) | 512 |
| TV shows: About once per week | 33\% | (48) | 6\% | (8) | 7\% | (10) | 54\% | (78) | 144 |
| TV shows: Several times per month | 28\% | (28) | 13\% | (13) | 7\% | (7) | 52\% | (53) | 101 |
| TV shows: About once per month | 12\% | (6) | 4\% | (2) | 9\% | (4) | 75\% | (36) | 48 |
| TV shows: Less often than once per month | 30\% | (23) | - | (0) | 3\% | (3) | 67\% | (52) | 78 |
| TV shows: Never | 11\% | (19) | 1\% | (2) | 2\% | (3) | 86\% | (145) | 169 |
| Movies: Every day | 25\% | (100) | 11\% | (44) | 11\% | (43) | 53\% | (211) | 399 |
| Movies: Several times per week | 35\% | (201) | 6\% | (33) | 7\% | (40) | 52\% | (299) | 574 |
| Movies: About once per week | 32\% | (122) | $4 \%$ | (17) | 4\% | (16) | 59\% | (228) | 383 |
| Movies: Several times per month | 37\% | (102) | $4 \%$ | (11) | 4\% | (11) | 55\% | (149) | 273 |
| Movies: About once per month | $31 \%$ | (53) | 2\% | (3) | 3\% | (5) | 65\% | (112) | 173 |
| Movies: Less often than once per month | 21\% | (43) | $3 \%$ | (6) | 3\% | (6) | 73\% | (146) | 201 |
| Movies: Never | 18\% | (35) | - | (1) | 3\% | (6) | 79\% | (155) | 196 |

Continued on next page

Table HR11_8: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
Full Frontal with Samantha Bee

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 30\% | (657) | 5\% | (115) | 6\% | (128) | 59\% | (1300) | 2199 |
| Sports: Every day | 44\% | (69) | 12\% | (19) | 7\% | (11) | 37\% | (59) | 158 |
| Sports: Several times per week | 42\% | (138) | 8\% | (26) | 10\% | (34) | 40\% | (134) | 332 |
| Sports: About once per week | 32\% | (90) | 9\% | (25) | 7\% | (19) | 52\% | (145) | 279 |
| Sports: Several times per month | 35\% | (80) | 8\% | (19) | 7\% | (16) | 49\% | (112) | 228 |
| Sports: About once per month | 25\% | (43) | 3\% | (5) | 13\% | (22) | 60\% | (104) | 174 |
| Sports: Less often than once per month | 29\% | (106) | 2\% | (8) | 1\% | (5) | 67\% | (244) | 363 |
| Sports: Never | 20\% | (131) | 2\% | (13) | 3\% | (20) | 75\% | (502) | 666 |
| Cable: I currently subscribe | 33\% | (366) | 6\% | (66) | 7\% | (76) | 54\% | (600) | 1108 |
| Cable: I subscribed in the past | 31\% | (222) | 5\% | (37) | 4\% | (28) | 60\% | (439) | 727 |
| Cable: I have never subscribed | 19\% | (69) | 3\% | (12) | 6\% | (23) | 71\% | (261) | 365 |
| Satellite television: I currently subscribe | 34\% | (180) | 7\% | (38) | 5\% | (29) | 53\% | (279) | 526 |
| Satellite television: I subscribed in the past | 32\% | (191) | 7\% | (39) | 5\% | (27) | 57\% | (339) | 597 |
| Satellite television: I have never subscribed | 27\% | (286) | 4\% | (38) | 7\% | (71) | 63\% | (681) | 1076 |
| Streaming service: I currently subscribe | 34\% | (438) | 6\% | (73) | 7\% | (92) | 54\% | (699) | 1302 |
| Streaming service: I subscribed in the past | 23\% | (55) | 11\% | (27) | 6\% | (13) | 60\% | (139) | 234 |
| Streaming service: I have never subscribed | 25\% | (164) | 2\% | (16) | 3\% | (22) | 70\% | (461) | 663 |
| Film: An avid fan | 33\% | (256) | 7\% | (56) | 8\% | (66) | 52\% | (401) | 779 |
| Film: A casual fan | $31 \%$ | (352) | $4 \%$ | (48) | $4 \%$ | (49) | 61\% | (704) | 1153 |
| Film: Not a fan | 18\% | (49) | 4\% | (11) | 5\% | (13) | 73\% | (194) | 267 |
| Television: An avid fan | 32\% | (374) | 6\% | (73) | 6\% | (73) | 55\% | (634) | 1154 |
| Television: A casual fan | 29\% | (261) | 5\% | (42) | 6\% | (52) | 61\% | (552) | 907 |
| Television: Not a fan | 16\% | (22) | 1\% | (1) | 2\% | (3) | 82\% | (114) | 139 |
| Music: An avid fan | 32\% | (367) | 7\% | (81) | 6\% | (73) | 55\% | (630) | 1152 |
| Music: A casual fan | 30\% | (270) | 3\% | (26) | 5\% | (49) | 62\% | (562) | 907 |
| Music: Not a fan | 13\% | (19) | 6\% | (8) | 3\% | (5) | 77\% | (108) | 140 |
| Fashion: An avid fan | 31\% | (106) | 18\% | (62) | 7\% | (23) | 44\% | (150) | 342 |
| Fashion: A casual fan | 27\% | (234) | $4 \%$ | (31) | 8\% | (65) | 62\% | (532) | 861 |
| Fashion: Not a fan | $32 \%$ | (317) | 2\% | (22) | 4\% | (40) | 62\% | (618) | 996 |

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

Table HR11_9: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
The Daily Show with Trevor Noah

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $32 \%$ | (702) | 5\% | (106) | 8\% | (171) | 56\% | (1221) | 2199 |
| Gender: Male | 40\% | (420) | 6\% | (64) | 9\% | (100) | 45\% | (478) | 1061 |
| Gender: Female | 25\% | (282) | 4\% | (42) | 6\% | (70) | 65\% | (744) | 1138 |
| Age: 18-29 | 29\% | (120) | 9\% | (36) | $11 \%$ | (46) | 51\% | (209) | 411 |
| Age: 30-44 | 35\% | (208) | 6\% | (34) | 10\% | (58) | 50\% | (300) | 600 |
| Age: 45-54 | $31 \%$ | (104) | 3\% | (11) | 4\% | (13) | 62\% | (208) | 335 |
| Age: 55-64 | $33 \%$ | (136) | 3\% | (14) | 7\% | (31) | 56\% | (235) | 417 |
| Age: 65+ | $31 \%$ | (133) | 3\% | (11) | 5\% | (22) | 62\% | (270) | 436 |
| Generation Z: 18-21 | 19\% | (22) | 9\% | (10) | 10\% | (12) | 62\% | (73) | 116 |
| Millennial: Age 22-37 | 37\% | (246) | 8\% | (50) | 9\% | (62) | 46\% | (300) | 657 |
| Generation X: Age 38-53 | 28\% | (153) | 4\% | (20) | 8\% | (42) | 60\% | (329) | 543 |
| Boomers: Age 54-72 | $33 \%$ | (251) | 3\% | (23) | 7\% | (53) | 58\% | (445) | 772 |
| PID: Dem (no lean) | 35\% | (285) | 7\% | (55) | 9\% | (74) | 49\% | (392) | 806 |
| PID: Ind (no lean) | 25\% | (189) | 4\% | (28) | 8\% | (57) | 64\% | (479) | 754 |
| PID: Rep (no lean) | $36 \%$ | (227) | 4\% | (23) | 6\% | (39) | 55\% | (350) | 639 |
| PID/Gender: Dem Men | 40\% | (160) | 7\% | (29) | 14\% | (55) | 38\% | (151) | 395 |
| PID/Gender: Dem Women | 30\% | (125) | 6\% | (26) | 5\% | (19) | 59\% | (241) | 411 |
| PID/Gender: Ind Men | $31 \%$ | (101) | 5\% | (17) | 8\% | (27) | 55\% | (181) | 326 |
| PID/Gender: Ind Women | $21 \%$ | (88) | 2\% | (11) | 7\% | (30) | 70\% | (298) | 427 |
| PID/Gender: Rep Men | 47\% | (158) | 5\% | (18) | 5\% | (18) | 43\% | (145) | 339 |
| PID/Gender: Rep Women | 23\% | (69) | $2 \%$ | (5) | 7\% | (21) | 68\% | (205) | 300 |
| Ideo: Liberal (1-3) | 45\% | (305) | 7\% | (50) | 8\% | (51) | 40\% | (269) | 674 |
| Ideo: Moderate (4) | 25\% | (138) | 4\% | (24) | 13\% | (69) | 58\% | (313) | 544 |
| Ideo: Conservative (5-7) | 35\% | (249) | 4\% | (31) | 5\% | (35) | 56\% | (397) | 712 |
| Educ: < College | 24\% | (370) | 6\% | (87) | 9\% | (129) | 61\% | (925) | 1512 |
| Educ: Bachelors degree | 48\% | (215) | 3\% | (12) | 5\% | (21) | 44\% | (196) | 444 |
| Educ: Post-grad | 48\% | (116) | $3 \%$ | (6) | 8\% | (20) | 41\% | (101) | 243 |

[^207]Table HR11_9: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
The Daily Show with Trevor Noah

| Demographic | More liberal |  |  |  |  |  | More conservative | No political lean |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

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Table HR11_9: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
The Daily Show with Trevor Noah

| Demographic | More liberal |  |  |  |  |  | More conservative | No political lean |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

[^208]Table HR11_9: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
The Daily Show with Trevor Noah

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $32 \%$ | (702) | 5\% | (106) | 8\% | (171) | 56\% | (1221) | 2199 |
| 2016 Vote: Hillary Clinton | 38\% | (274) | 7\% | (52) | 9\% | (65) | 46\% | (328) | 719 |
| 2016 Vote: Donald Trump | 37\% | (250) | 3\% | (19) | 6\% | (42) | 53\% | (356) | 666 |
| 2016 Vote: Someone else | 27\% | (48) | 6\% | (10) | 10\% | (17) | 58\% | (103) | 178 |
| 2016 Vote: Didnt Vote | 20\% | (127) | 4\% | (24) | 7\% | (45) | 69\% | (433) | 629 |
| Voted in 2014: Yes | 36\% | (498) | 6\% | (79) | 7\% | (101) | 50\% | (688) | 1366 |
| Voted in 2014: No | 24\% | (204) | 3\% | (27) | 8\% | (69) | 64\% | (534) | 833 |
| 2012 Vote: Barack Obama | 36\% | (306) | 7\% | (58) | 10\% | (81) | 48\% | (409) | 854 |
| 2012 Vote: Mitt Romney | 38\% | (193) | 3\% | (15) | 5\% | (25) | 54\% | (268) | 501 |
| 2012 Vote: Other | 32\% | (27) | - | (0) | 9\% | (8) | 59\% | (52) | 87 |
| 2012 Vote: Didn't Vote | 23\% | (176) | 4\% | (33) | 7\% | (56) | 65\% | (488) | 752 |
| 4-Region: Northeast | 32\% | (127) | 3\% | (10) | 9\% | (34) | 57\% | (223) | 394 |
| 4-Region: Midwest | 31\% | (144) | 4\% | (20) | 7\% | (34) | 57\% | (264) | 462 |
| 4-Region: South | 30\% | (249) | 5\% | (42) | 7\% | (59) | 57\% | (473) | 824 |
| 4-Region: West | 35\% | (182) | 6\% | (33) | 8\% | (43) | 50\% | (261) | 519 |
| TV shows: Every day | 35\% | (397) | 4\% | (51) | 8\% | (95) | 53\% | (604) | 1148 |
| TV shows: Several times per week | 34\% | (176) | 4\% | (20) | 8\% | (39) | 54\% | (277) | 512 |
| TV shows: About once per week | 28\% | (40) | 11\% | (16) | 7\% | (10) | 54\% | (77) | 144 |
| TV shows: Several times per month | 30\% | (30) | 13\% | (13) | 13\% | (13) | 45\% | (45) | 101 |
| TV shows: About once per month | 10\% | (5) | 2\% | (1) | 14\% | (7) | 75\% | (36) | 48 |
| TV shows: Less often than once per month | 36\% | (28) | - | (0) | 1\% | (1) | 63\% | (49) | 78 |
| TV shows: Never | 15\% | (25) | 3\% | (4) | 4\% | (6) | 79\% | (133) | 169 |
| Movies: Every day | 26\% | (105) | 10\% | (38) | 12\% | (49) | 52\% | (207) | 399 |
| Movies: Several times per week | 40\% | (229) | 6\% | (34) | 9\% | (52) | 45\% | (260) | 574 |
| Movies: About once per week | 36\% | (138) | 3\% | (12) | 8\% | (29) | 53\% | (204) | 383 |
| Movies: Several times per month | 33\% | (89) | 4\% | (11) | 7\% | (19) | 56\% | (154) | 273 |
| Movies: About once per month | 33\% | (57) | 2\% | (3) | 3\% | (5) | 63\% | (108) | 173 |
| Movies: Less often than once per month | 24\% | (47) | 3\% | (6) | 6\% | (11) | 68\% | (136) | 201 |
| Movies: Never | 19\% | (36) | 1\% | (2) | 3\% | (6) | 77\% | (152) | 196 |

Continued on next page

Table HR11_9: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
The Daily Show with Trevor Noah

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $32 \%$ | (702) | 5\% | (106) | 8\% | (171) | 56\% | (1221) | 2199 |
| Sports: Every day | 38\% | (59) | 17\% | (26) | 8\% | (12) | 38\% | (60) | 158 |
| Sports: Several times per week | 41\% | (138) | 6\% | (21) | 12\% | (39) | 40\% | (134) | 332 |
| Sports: About once per week | 36\% | (102) | 6\% | (17) | 12\% | (33) | 46\% | (127) | 279 |
| Sports: Several times per month | 37\% | (85) | 6\% | (13) | 7\% | (15) | 50\% | (115) | 228 |
| Sports: About once per month | 27\% | (47) | 3\% | (6) | 11\% | (19) | 58\% | (102) | 174 |
| Sports: Less often than once per month | $36 \%$ | (130) | 3\% | (9) | 3\% | (12) | 58\% | (212) | 363 |
| Sports: Never | 21\% | (141) | 2\% | (14) | 6\% | (39) | 71\% | (472) | 666 |
| Cable: I currently subscribe | 35\% | (387) | 5\% | (54) | 9\% | (99) | 51\% | (567) | 1108 |
| Cable: I subscribed in the past | 31\% | (225) | 5\% | (36) | 7\% | (49) | 57\% | (416) | 727 |
| Cable: I have never subscribed | 24\% | (89) | 4\% | (16) | 6\% | (22) | 65\% | (238) | 365 |
| Satellite television: I currently subscribe | 33\% | (175) | 7\% | (36) | 6\% | (31) | 54\% | (284) | 526 |
| Satellite television: I subscribed in the past | 33\% | (195) | 5\% | (29) | 9\% | (52) | 54\% | (321) | 597 |
| Satellite television: I have never subscribed | 31\% | (331) | 4\% | (41) | 8\% | (87) | 57\% | (616) | 1076 |
| Streaming service: I currently subscribe | 38\% | (493) | 5\% | (64) | 9\% | (114) | 48\% | (631) | 1302 |
| Streaming service: I subscribed in the past | 26\% | (60) | 8\% | (18) | 11\% | (26) | 56\% | (130) | 234 |
| Streaming service: I have never subscribed | 22\% | (149) | 4\% | (24) | 5\% | (31) | 69\% | (460) | 663 |
| Film: An avid fan | 36\% | (279) | 8\% | (66) | 10\% | (77) | 46\% | (358) | 779 |
| Film: A casual fan | 32\% | (364) | 3\% | (34) | 7\% | (76) | 59\% | (679) | 1153 |
| Film: Not a fan | 22\% | (59) | 2\% | (6) | 6\% | (17) | 69\% | (185) | 267 |
| Television: An avid fan | 34\% | (394) | 6\% | (71) | 8\% | (94) | 52\% | (594) | 1154 |
| Television: A casual fan | 31\% | (280) | 4\% | (34) | 8\% | (71) | 58\% | (523) | 907 |
| Television: Not a fan | 20\% | (28) | 1\% | (1) | 4\% | (6) | 75\% | (104) | 139 |
| Music: An avid fan | 35\% | (403) | 7\% | (84) | 8\% | (98) | 49\% | (568) | 1152 |
| Music: A casual fan | $31 \%$ | (280) | 2\% | (21) | 7\% | (63) | 60\% | (544) | 907 |
| Music: Not a fan | 14\% | (19) | - | (1) | 7\% | (10) | 79\% | (110) | 140 |
| Fashion: An avid fan | 37\% | (126) | 14\% | (47) | $11 \%$ | (37) | 39\% | (132) | 342 |
| Fashion: A casual fan | 30\% | (256) | 3\% | (27) | 11\% | (93) | 56\% | (485) | 861 |
| Fashion: Not a fan | 32\% | (319) | 3\% | (32) | 4\% | (41) | 61\% | (604) | 996 |

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

Table HR11_10: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
Real Time with Bill Maher

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 35\% | (780) | 8\% | (184) | 8\% | (167) | 49\% | (1068) | 2199 |
| Gender: Male | 46\% | (485) | 8\% | (87) | 9\% | (99) | $37 \%$ | (391) | 1061 |
| Gender: Female | 26\% | (295) | 9\% | (98) | 6\% | (68) | 59\% | (677) | 1138 |
| Age: 18-29 | 23\% | (93) | $11 \%$ | (45) | $11 \%$ | (44) | 56\% | (229) | 411 |
| Age: 30-44 | $31 \%$ | (186) | 9\% | (56) | $11 \%$ | (67) | 49\% | (291) | 600 |
| Age: 45-54 | $34 \%$ | (113) | 9\% | (30) | $4 \%$ | (12) | 54\% | (180) | 335 |
| Age: 55-64 | 45\% | (188) | 7\% | (30) | 7\% | (28) | $41 \%$ | (171) | 417 |
| Age: 65+ | 46\% | (199) | 5\% | (24) | $4 \%$ | (16) | 45\% | (197) | 436 |
| Generation Z: 18-21 | 18\% | (21) | $11 \%$ | (13) | 11\% | (13) | 60\% | (69) | 116 |
| Millennial: Age 22-37 | 29\% | (193) | 10\% | (64) | 10\% | (64) | 51\% | (335) | 657 |
| Generation X: Age 38-53 | 30\% | (165) | 9\% | (51) | 8\% | (44) | 52\% | (283) | 543 |
| Boomers: Age 54-72 | 45\% | (347) | 7\% | (51) | 6\% | (44) | 43\% | (330) | 772 |
| PID: Dem (no lean) | 35\% | (280) | 10\% | (78) | 10\% | (80) | 46\% | (368) | 806 |
| PID: Ind (no lean) | 28\% | (209) | 9\% | (69) | 7\% | (52) | 56\% | (423) | 754 |
| PID: Rep (no lean) | 46\% | (291) | 6\% | (37) | 5\% | (35) | 43\% | (277) | 639 |
| PID/Gender: Dem Men | 44\% | (173) | 8\% | (33) | 14\% | (55) | $34 \%$ | (134) | 395 |
| PID/Gender: Dem Women | 26\% | (106) | $11 \%$ | (45) | 6\% | (26) | 57\% | (233) | 411 |
| PID/Gender: Ind Men | 37\% | (120) | 9\% | (30) | 8\% | (27) | 46\% | (150) | 326 |
| PID/Gender: Ind Women | $21 \%$ | (89) | 9\% | (40) | 6\% | (25) | 64\% | (274) | 427 |
| PID/Gender: Rep Men | 56\% | (192) | 7\% | (24) | 5\% | (17) | $31 \%$ | (107) | 339 |
| PID/Gender: Rep Women | 33\% | (99) | $4 \%$ | (13) | 6\% | (17) | 57\% | (170) | 300 |
| Ideo: Liberal (1-3) | 42\% | (280) | 12\% | (83) | 8\% | (55) | $38 \%$ | (255) | 674 |
| Ideo: Moderate (4) | 30\% | (164) | 8\% | (42) | 12\% | (63) | $51 \%$ | (275) | 544 |
| Ideo: Conservative (5-7) | 46\% | (326) | 7\% | (49) | 5\% | (36) | 42\% | (301) | 712 |
| Educ: < College | 29\% | (439) | 8\% | (125) | 8\% | (126) | 54\% | (822) | 1512 |
| Educ: Bachelors degree | 49\% | (219) | 9\% | (39) | 6\% | (25) | $36 \%$ | (160) | 444 |
| Educ: Post-grad | 50\% | (122) | 8\% | (20) | 7\% | (16) | 35\% | (85) | 243 |

[^209]Table HR11_10: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
Real Time with Bill Maher

| Demographic | More liberal |  |  |  |  |  | More conservative | No political lean |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

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Table HR11_10: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
Real Time with Bill Maher

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 35\% | (780) | 8\% | (184) | 8\% | (167) | 49\% | (1068) | 2199 |
| RD/WT: Right Direction | 39\% | (319) | 9\% | (75) | 7\% | (57) | 46\% | (376) | 826 |
| RD/WT: Wrong Track | 34\% | (461) | 8\% | (110) | 8\% | (110) | 50\% | (692) | 1373 |
| Trump Job Approve | 43\% | (371) | 9\% | (75) | 6\% | (50) | 43\% | (373) | 870 |
| Trump Job Disapprove | 33\% | (400) | 9\% | (106) | 9\% | (114) | 49\% | (607) | 1227 |
| Trump Job Strongly Approve | 46\% | (203) | 9\% | (38) | 3\% | (11) | 43\% | (187) | 440 |
| Trump Job Somewhat Approve | 39\% | (168) | 9\% | (37) | 9\% | (39) | 43\% | (186) | 429 |
| Trump Job Somewhat Disapprove | 29\% | (87) | 7\% | (22) | 6\% | (19) | 57\% | (169) | 297 |
| Trump Job Strongly Disapprove | 34\% | (313) | 9\% | (84) | 10\% | (96) | 47\% | (438) | 930 |
| Favorable of Trump | 44\% | (370) | 9\% | (74) | 4\% | (35) | 43\% | (367) | 847 |
| Unfavorable of Trump | 33\% | (401) | 9\% | (106) | 10\% | (119) | 48\% | (586) | 1212 |
| Very Favorable of Trump | 45\% | (214) | 8\% | (39) | 4\% | (19) | 43\% | (207) | 479 |
| Somewhat Favorable of Trump | 43\% | (157) | 10\% | (35) | 4\% | (16) | 44\% | (160) | 368 |
| Somewhat Unfavorable of Trump | 33\% | (78) | 9\% | (22) | 9\% | (20) | 49\% | (115) | 236 |
| Very Unfavorable of Trump | 33\% | (323) | 9\% | (83) | 10\% | (99) | 48\% | (472) | 976 |
| \#1 Issue: Economy | 36\% | (203) | 9\% | (48) | 7\% | (39) | 48\% | (270) | 560 |
| \#1 Issue: Security | 44\% | (193) | 6\% | (28) | 3\% | (14) | 46\% | (205) | 441 |
| \#1 Issue: Health Care | 31\% | (116) | 9\% | (33) | 12\% | (45) | 47\% | (175) | 368 |
| \#1 Issue: Medicare / Social Security | 35\% | (126) | 8\% | (30) | 8\% | (27) | 49\% | (175) | 359 |
| \#1 Issue: Women's Issues | 27\% | (34) | 11\% | (13) | 13\% | (17) | 49\% | (61) | 126 |
| \#1 Issue: Education | 21\% | (32) | 9\% | (13) | 11\% | (16) | 60\% | (92) | 154 |
| \#1 Issue: Energy | 41\% | (41) | 12\% | (12) | 7\% | (7) | 40\% | (40) | 100 |
| \#1 Issue: Other | 38\% | (35) | 7\% | (6) | 2\% | (2) | 54\% | (50) | 93 |
| 2018 House Vote: Democrat | 40\% | (332) | 9\% | (74) | 10\% | (87) | 41\% | (347) | 839 |
| 2018 House Vote: Republican | 50\% | (325) | 7\% | (43) | 3\% | (22) | 39\% | (254) | 643 |
| 2018 House Vote: Someone else | 33\% | (34) | 6\% | (7) | 15\% | (16) | 46\% | (49) | 105 |
| 2018 House Vote: Didnt Vote | 15\% | (90) | 9\% | (55) | 7\% | (42) | 69\% | (418) | 605 |

[^210]Table HR11_10: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
Real Time with Bill Maher

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $35 \%$ | (780) | 8\% | (184) | 8\% | (167) | 49\% | (1068) | 2199 |
| 2016 Vote: Hillary Clinton | 40\% | (287) | 8\% | (57) | 10\% | (75) | 42\% | (300) | 719 |
| 2016 Vote: Donald Trump | 48\% | (317) | 8\% | (50) | 5\% | (34) | 40\% | (265) | 666 |
| 2016 Vote: Someone else | 35\% | (63) | 9\% | (17) | $11 \%$ | (20) | 44\% | (78) | 178 |
| 2016 Vote: Didnt Vote | 17\% | (109) | 10\% | (60) | 6\% | (37) | 67\% | (424) | 629 |
| Voted in 2014: Yes | 44\% | (594) | 9\% | (125) | 8\% | (104) | 40\% | (543) | 1366 |
| Voted in 2014: No | 22\% | (186) | 7\% | (60) | 8\% | (63) | 63\% | (525) | 833 |
| 2012 Vote: Barack Obama | $37 \%$ | (319) | 11\% | (90) | $11 \%$ | (92) | 41\% | (354) | 854 |
| 2012 Vote: Mitt Romney | $54 \%$ | (272) | 7\% | (34) | 3\% | (17) | $36 \%$ | (178) | 501 |
| 2012 Vote: Other | 39\% | (34) | 10\% | (8) | 4\% | (4) | 47\% | (41) | 87 |
| 2012 Vote: Didn't Vote | 20\% | (154) | 7\% | (52) | 7\% | (55) | 65\% | (491) | 752 |
| 4-Region: Northeast | $34 \%$ | (134) | 8\% | (33) | 8\% | (31) | 50\% | (196) | 394 |
| 4-Region: Midwest | $37 \%$ | (170) | 8\% | (37) | 5\% | (22) | 51\% | (234) | 462 |
| 4-Region: South | $34 \%$ | (284) | 7\% | (56) | 9\% | (74) | 50\% | (410) | 824 |
| 4-Region: West | $37 \%$ | (192) | 11\% | (59) | 8\% | (40) | 44\% | (228) | 519 |
| TV shows: Every day | 37\% | (421) | 9\% | (108) | 9\% | (100) | 45\% | (519) | 1148 |
| TV shows: Several times per week | 39\% | (200) | 9\% | (47) | 4\% | (22) | 47\% | (243) | 512 |
| TV shows: About once per week | $31 \%$ | (45) | 5\% | (8) | 10\% | (15) | 53\% | (76) | 144 |
| TV shows: Several times per month | 41\% | (42) | 8\% | (8) | 9\% | (9) | 41\% | (41) | 101 |
| TV shows: About once per month | $11 \%$ | (5) | 3\% | (1) | 21\% | (10) | 65\% | (31) | 48 |
| TV shows: Less often than once per month | 44\% | (34) | 7\% | (5) | - | (0) | 49\% | (38) | 78 |
| TV shows: Never | 19\% | (32) | 4\% | (7) | 7\% | (11) | 71\% | (119) | 169 |
| Movies: Every day | $33 \%$ | (130) | 11\% | (42) | 10\% | (40) | 47\% | (186) | 399 |
| Movies: Several times per week | 40\% | (232) | 9\% | (52) | $11 \%$ | (61) | 40\% | (229) | 574 |
| Movies: About once per week | 41\% | (159) | 9\% | (35) | 6\% | (22) | 44\% | (168) | 383 |
| Movies: Several times per month | $34 \%$ | (93) | 10\% | (28) | 6\% | (15) | 50\% | (137) | 273 |
| Movies: About once per month | $34 \%$ | (59) | 3\% | (6) | 4\% | (7) | 59\% | (102) | 173 |
| Movies: Less often than once per month | $31 \%$ | (62) | 7\% | (13) | 5\% | (11) | 57\% | (115) | 201 |
| Movies: Never | 23\% | (46) | 4\% | (8) | 6\% | (12) | 67\% | (131) | 196 |

Continued on next page

Table HR11_10: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
Real Time with Bill Maher

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 35\% | (780) | 8\% | (184) | 8\% | (167) | 49\% | (1068) | 2199 |
| Sports: Every day | 43\% | (68) | 11\% | (18) | 12\% | (19) | 33\% | (52) | 158 |
| Sports: Several times per week | 45\% | (151) | 10\% | (34) | 11\% | (35) | 34\% | (112) | 332 |
| Sports: About once per week | 39\% | (108) | 12\% | (34) | 8\% | (21) | 42\% | (116) | 279 |
| Sports: Several times per month | 44\% | (99) | 8\% | (19) | 7\% | (17) | 41\% | (92) | 228 |
| Sports: About once per month | $31 \%$ | (53) | 11\% | (20) | 10\% | (17) | 48\% | (84) | 174 |
| Sports: Less often than once per month | 38\% | (138) | 7\% | (27) | $3 \%$ | (11) | 52\% | (187) | 363 |
| Sports: Never | 24\% | (162) | 5\% | (33) | 7\% | (46) | 64\% | (424) | 666 |
| Cable: I currently subscribe | 40\% | (438) | 8\% | (91) | 9\% | (95) | 44\% | (484) | 1108 |
| Cable: I subscribed in the past | 35\% | (252) | 11\% | (79) | 7\% | (48) | 48\% | (347) | 727 |
| Cable: I have never subscribed | 25\% | (90) | 4\% | (14) | 7\% | (25) | 65\% | (237) | 365 |
| Satellite television: I currently subscribe | 37\% | (194) | 9\% | (48) | 6\% | (30) | 48\% | (254) | 526 |
| Satellite television: I subscribed in the past | 35\% | (209) | 10\% | (62) | 8\% | (48) | 47\% | (278) | 597 |
| Satellite television: I have never subscribed | 35\% | (377) | 7\% | (74) | 8\% | (89) | 50\% | (536) | 1076 |
| Streaming service: I currently subscribe | 39\% | (511) | 10\% | (124) | 8\% | (103) | 43\% | (565) | 1302 |
| Streaming service: I subscribed in the past | 29\% | (67) | 12\% | (27) | 11\% | (26) | 49\% | (114) | 234 |
| Streaming service: I have never subscribed | 31\% | (202) | 5\% | (33) | 6\% | (39) | 59\% | (389) | 663 |
| Film: An avid fan | 40\% | (309) | 11\% | (89) | 9\% | (67) | 40\% | (315) | 779 |
| Film: A casual fan | 35\% | (409) | 7\% | (81) | 7\% | (84) | 50\% | (579) | 1153 |
| Film: Not a fan | 23\% | (62) | 6\% | (15) | 6\% | (17) | 65\% | (174) | 267 |
| Television: An avid fan | 39\% | (454) | 9\% | (106) | 8\% | (94) | 43\% | (500) | 1154 |
| Television: A casual fan | 33\% | (300) | 8\% | (72) | 7\% | (67) | 52\% | (468) | 907 |
| Television: Not a fan | 19\% | (26) | 5\% | (7) | 5\% | (7) | 72\% | (100) | 139 |
| Music: An avid fan | 38\% | (438) | 10\% | (116) | 8\% | (91) | 44\% | (506) | 1152 |
| Music: A casual fan | 35\% | (318) | 7\% | (65) | 7\% | (64) | 51\% | (460) | 907 |
| Music: Not a fan | 17\% | (24) | 2\% | (3) | 9\% | (12) | 72\% | (101) | 140 |
| Fashion: An avid fan | 37\% | (126) | 18\% | (60) | 9\% | (30) | 37\% | (127) | 342 |
| Fashion: A casual fan | 32\% | (275) | 7\% | (64) | 10\% | (87) | 50\% | (435) | 861 |
| Fashion: Not a fan | 38\% | (379) | 6\% | (61) | 5\% | (50) | 51\% | (506) | 996 |

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

Table HR11_11: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
Last Week Tonight with John Oliver

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 28\% | (609) | 4\% | (99) | 7\% | (160) | 61\% | (1331) | 2199 |
| Gender: Male | 37\% | (390) | 6\% | (59) | 9\% | (93) | 49\% | (520) | 1061 |
| Gender: Female | 19\% | (219) | 4\% | (40) | 6\% | (68) | 71\% | (811) | 1138 |
| Age: 18-29 | 28\% | (116) | 7\% | (28) | 11\% | (44) | 54\% | (223) | 411 |
| Age: 30-44 | 29\% | (177) | 6\% | (35) | 10\% | (57) | 55\% | (332) | 600 |
| Age: 45-54 | 28\% | (94) | $4 \%$ | (15) | 4\% | (12) | 64\% | (213) | 335 |
| Age: 55-64 | 27\% | (111) | 4\% | (16) | 6\% | (26) | 63\% | (264) | 417 |
| Age: 65+ | 25\% | (111) | 1\% | (5) | 5\% | (21) | 69\% | (299) | 436 |
| Generation Z: 18-21 | 30\% | (35) | 3\% | (4) | 11\% | (13) | 55\% | (64) | 116 |
| Millennial: Age 22-37 | 31\% | (206) | 7\% | (46) | 8\% | (55) | 53\% | (351) | 657 |
| Generation X: Age 38-53 | 25\% | (136) | 5\% | (27) | 8\% | (45) | 62\% | (335) | 543 |
| Boomers: Age 54-72 | 27\% | (205) | 2\% | (19) | 6\% | (47) | 65\% | (501) | 772 |
| PID: Dem (no lean) | 28\% | (229) | 5\% | (43) | 10\% | (83) | 56\% | (451) | 806 |
| PID: Ind (no lean) | 23\% | (173) | 3\% | (25) | 7\% | (50) | 67\% | (506) | 754 |
| PID: Rep (no lean) | 32\% | (207) | 5\% | (31) | 4\% | (28) | 58\% | (374) | 639 |
| PID/Gender: Dem Men | 35\% | (137) | 7\% | (26) | 15\% | (58) | 44\% | (174) | 395 |
| PID/Gender: Dem Women | 22\% | (92) | 4\% | (17) | 6\% | (25) | 67\% | (277) | 411 |
| PID/Gender: Ind Men | 33\% | (108) | 4\% | (13) | 6\% | (21) | 56\% | (184) | 326 |
| PID/Gender: Ind Women | 15\% | (64) | 3\% | (12) | 7\% | (29) | 75\% | (322) | 427 |
| PID/Gender: Rep Men | 43\% | (144) | 6\% | (20) | 4\% | (14) | 47\% | (161) | 339 |
| PID/Gender: Rep Women | $21 \%$ | (63) | 4\% | (11) | 5\% | (14) | 71\% | (213) | 300 |
| Ideo: Liberal (1-3) | 38\% | (256) | 7\% | (45) | 8\% | (52) | 48\% | (320) | 674 |
| Ideo: Moderate (4) | 24\% | (130) | 4\% | (24) | 11\% | (60) | 61\% | (330) | 544 |
| Ideo: Conservative (5-7) | 30\% | (214) | 4\% | (25) | 6\% | (40) | 61\% | (433) | 712 |
| Educ: < College | $21 \%$ | (324) | 5\% | (76) | 8\% | (121) | 66\% | (991) | 1512 |
| Educ: Bachelors degree | 41\% | (181) | 4\% | (18) | 5\% | (21) | 51\% | (224) | 444 |
| Educ: Post-grad | 43\% | (105) | 2\% | (5) | 8\% | (18) | 47\% | (115) | 243 |

[^211]Table HR11_11: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
Last Week Tonight with John Oliver

| Demographic |  |  |  |  | Don't know / No |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| opinion |  |  |  |  |  |

Continued on next page

Table HR11_11: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
Last Week Tonight with John Oliver

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 28\% | (609) | 4\% | (99) | 7\% | (160) | 61\% | (1331) | 2199 |
| RD/WT: Right Direction | 31\% | (255) | 6\% | (47) | 7\% | (57) | 56\% | (466) | 826 |
| RD/WT: Wrong Track | 26\% | (354) | 4\% | (51) | 7\% | (103) | 63\% | (865) | 1373 |
| Trump Job Approve | 31\% | (274) | 6\% | (49) | 5\% | (45) | 58\% | (502) | 870 |
| Trump Job Disapprove | 27\% | (328) | 4\% | (48) | 9\% | (110) | 60\% | (741) | 1227 |
| Trump Job Strongly Approve | $34 \%$ | (149) | 4\% | (18) | 4\% | (16) | 58\% | (257) | 440 |
| Trump Job Somewhat Approve | 29\% | (125) | 7\% | (31) | 7\% | (29) | 57\% | (245) | 429 |
| Trump Job Somewhat Disapprove | 20\% | (60) | 4\% | (13) | 7\% | (20) | 69\% | (204) | 297 |
| Trump Job Strongly Disapprove | 29\% | (268) | 4\% | (35) | 10\% | (90) | 58\% | (537) | 930 |
| Favorable of Trump | 32\% | (269) | 5\% | (44) | 5\% | (43) | 58\% | (492) | 847 |
| Unfavorable of Trump | 27\% | (332) | 4\% | (53) | 8\% | (102) | 60\% | (725) | 1212 |
| Very Favorable of Trump | 34\% | (164) | 3\% | (17) | 4\% | (19) | 58\% | (279) | 479 |
| Somewhat Favorable of Trump | 28\% | (104) | 7\% | (27) | 6\% | (24) | 58\% | (213) | 368 |
| Somewhat Unfavorable of Trump | 22\% | (52) | 4\% | (9) | 5\% | (12) | 69\% | (162) | 236 |
| Very Unfavorable of Trump | 29\% | (280) | 4\% | (44) | 9\% | (90) | 58\% | (563) | 976 |
| \#1 Issue: Economy | 31\% | (172) | 4\% | (21) | 7\% | (40) | 58\% | (326) | 560 |
| \#1 Issue: Security | $31 \%$ | (135) | 2\% | (10) | 5\% | (21) | 62\% | (274) | 441 |
| \#1 Issue: Health Care | 24\% | (87) | 6\% | (22) | 11\% | (42) | 59\% | (217) | 368 |
| \#1 Issue: Medicare / Social Security | 20\% | (72) | 5\% | (18) | 8\% | (27) | 67\% | (242) | 359 |
| \#1 Issue: Women's Issues | 26\% | (33) | 7\% | (8) | 12\% | (15) | 55\% | (69) | 126 |
| \#1 Issue: Education | 25\% | (39) | 9\% | (14) | 6\% | (9) | 60\% | (92) | 154 |
| \#1 Issue: Energy | 41\% | (41) | 3\% | (3) | 6\% | (5) | 50\% | (50) | 100 |
| \#1 Issue: Other | 33\% | (31) | 2\% | (1) | 1\% | (1) | 64\% | (60) | 93 |
| 2018 House Vote: Democrat | 33\% | (280) | 6\% | (52) | 9\% | (73) | 52\% | (434) | 839 |
| 2018 House Vote: Republican | 35\% | (223) | 4\% | (23) | 4\% | (25) | 58\% | (371) | 643 |
| 2018 House Vote: Someone else | 22\% | (23) | 4\% | (4) | 15\% | (16) | 60\% | (63) | 105 |
| 2018 House Vote: Didnt Vote | 14\% | (83) | 2\% | (15) | 7\% | (45) | 76\% | (462) | 605 |

[^212]Table HR11_11: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
Last Week Tonight with John Oliver

| Demographic |  |  |  |  | Don't know / No |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| opinion |  |  |  |  |  |

Continued on next page

Table HR11_11: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
Last Week Tonight with John Oliver

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 28\% | (609) | 4\% | (99) | 7\% | (160) | 61\% | (1331) | 2199 |
| Sports: Every day | 38\% | (60) | 14\% | (22) | 11\% | (17) | 38\% | (59) | 158 |
| Sports: Several times per week | 38\% | (127) | 5\% | (18) | $11 \%$ | (35) | 46\% | (152) | 332 |
| Sports: About once per week | 28\% | (79) | 9\% | (24) | 8\% | (21) | 56\% | (155) | 279 |
| Sports: Several times per month | 37\% | (83) | 3\% | (7) | 7\% | (16) | 53\% | (121) | 228 |
| Sports: About once per month | 26\% | (45) | 5\% | (9) | $11 \%$ | (20) | 58\% | (100) | 174 |
| Sports: Less often than once per month | 25\% | (91) | 2\% | (6) | 5\% | (20) | 68\% | (246) | 363 |
| Sports: Never | 19\% | (124) | 2\% | (12) | 5\% | (32) | 75\% | (497) | 666 |
| Cable: I currently subscribe | 32\% | (356) | 5\% | (55) | 7\% | (79) | 56\% | (618) | 1108 |
| Cable: I subscribed in the past | 25\% | (183) | 5\% | (38) | 7\% | (51) | 63\% | (455) | 727 |
| Cable: I have never subscribed | 19\% | (71) | 2\% | (6) | 8\% | (30) | 71\% | (258) | 365 |
| Satellite television: I currently subscribe | 27\% | (140) | 5\% | (29) | 9\% | (48) | 59\% | (309) | 526 |
| Satellite television: I subscribed in the past | 29\% | (175) | 7\% | (43) | 7\% | (40) | 57\% | (339) | 597 |
| Satellite television: I have never subscribed | 27\% | (294) | 3\% | (27) | 7\% | (72) | 63\% | (683) | 1076 |
| Streaming service: I currently subscribe | 33\% | (429) | 5\% | (62) | 8\% | (108) | 54\% | (702) | 1302 |
| Streaming service: I subscribed in the past | 25\% | (58) | 7\% | (15) | 9\% | (22) | 59\% | (138) | 234 |
| Streaming service: I have never subscribed | 18\% | (122) | 3\% | (21) | 5\% | (30) | 74\% | (490) | 663 |
| Film: An avid fan | 33\% | (255) | 7\% | (58) | 10\% | (81) | 49\% | (385) | 779 |
| Film: A casual fan | 26\% | (303) | 3\% | (37) | 6\% | (69) | 65\% | (744) | 1153 |
| Film: Not a fan | 19\% | (51) | 1\% | (4) | 4\% | (10) | 76\% | (202) | 267 |
| Television: An avid fan | 30\% | (350) | 6\% | (67) | 8\% | (94) | 56\% | (642) | 1154 |
| Television: A casual fan | 26\% | (238) | 3\% | (31) | 7\% | (63) | 63\% | (575) | 907 |
| Television: Not a fan | 15\% | (21) | 1\% | (1) | 3\% | (4) | 81\% | (113) | 139 |
| Music: An avid fan | 30\% | (347) | 7\% | (77) | 8\% | (92) | 55\% | (636) | 1152 |
| Music: A casual fan | 26\% | (239) | 2\% | (19) | 7\% | (62) | 65\% | (587) | 907 |
| Music: Not a fan | 16\% | (23) | 2\% | (3) | 5\% | (7) | 77\% | (107) | 140 |
| Fashion: An avid fan | 35\% | (121) | $11 \%$ | (37) | 10\% | (33) | 44\% | (152) | 342 |
| Fashion: A casual fan | 24\% | (205) | 3\% | (27) | 10\% | (82) | 64\% | (547) | 861 |
| Fashion: Not a fan | 28\% | (283) | 4\% | (36) | 5\% | (46) | 63\% | (631) | 996 |

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

Table HR11_12: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
Watch What Happens Live with Andy Cohen

| Demographic |  |  |  |  | Don't know / No |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| opinion | Total N |  |  |  |  |  |  |  |
| Adults | More liberal |  |  |  |  |  | More conservative | No political lean |

[^213]Table HR11_12: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
Watch What Happens Live with Andy Cohen

| Demographic | Dore liberal |  |  |  |  |  | More conservative | No political lean |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

Continued on next page

Table HR11_12: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
Watch What Happens Live with Andy Cohen

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 24\% | (519) | 5\% | (100) | 9\% | (193) | 63\% | (1388) | 2199 |
| RD/WT: Right Direction | 31\% | (256) | 6\% | (48) | 8\% | (65) | 55\% | (457) | 826 |
| RD/WT: Wrong Track | 19\% | (263) | 4\% | (52) | 9\% | (127) | 68\% | (930) | 1373 |
| Trump Job Approve | 33\% | (287) | 6\% | (51) | 6\% | (52) | 55\% | (480) | 870 |
| Trump Job Disapprove | 18\% | (225) | 4\% | (47) | 11\% | (137) | 67\% | (818) | 1227 |
| Trump Job Strongly Approve | 36\% | (158) | 4\% | (18) | 4\% | (19) | 56\% | (245) | 440 |
| Trump Job Somewhat Approve | 30\% | (129) | 7\% | (32) | 8\% | (33) | 55\% | (235) | 429 |
| Trump Job Somewhat Disapprove | 23\% | (70) | 6\% | (17) | 9\% | (26) | 62\% | (185) | 297 |
| Trump Job Strongly Disapprove | 17\% | (155) | 3\% | (30) | 12\% | (112) | 68\% | (633) | 930 |
| Favorable of Trump | $34 \%$ | (285) | 5\% | (42) | 6\% | (51) | 55\% | (470) | 847 |
| Unfavorable of Trump | 19\% | (227) | 5\% | (55) | 11\% | (131) | 66\% | (799) | 1212 |
| Very Favorable of Trump | 37\% | (178) | 4\% | (19) | $4 \%$ | (20) | 55\% | (262) | 479 |
| Somewhat Favorable of Trump | 29\% | (107) | 6\% | (23) | 9\% | (31) | 56\% | (207) | 368 |
| Somewhat Unfavorable of Trump | 25\% | (59) | 7\% | (16) | 8\% | (18) | 61\% | (143) | 236 |
| Very Unfavorable of Trump | 17\% | (167) | 4\% | (39) | 12\% | (113) | 67\% | (656) | 976 |
| \#1 Issue: Economy | 24\% | (135) | 4\% | (23) | 8\% | (47) | 63\% | (355) | 560 |
| \#1 Issue: Security | 33\% | (147) | 3\% | (14) | 4\% | (20) | 59\% | (260) | 441 |
| \#1 Issue: Health Care | 19\% | (69) | 5\% | (17) | 14\% | (53) | 62\% | (229) | 368 |
| \#1 Issue: Medicare / Social Security | 22\% | (78) | 5\% | (18) | 12\% | (42) | 61\% | (220) | 359 |
| \#1 Issue: Women's Issues | 20\% | (25) | 5\% | (6) | 12\% | (15) | 64\% | (80) | 126 |
| \#1 Issue: Education | 17\% | (27) | 9\% | (14) | $3 \%$ | (4) | 71\% | (108) | 154 |
| \#1 Issue: Energy | 18\% | (18) | 7\% | (7) | 8\% | (8) | 67\% | (67) | 100 |
| \#1 Issue: Other | 21\% | (19) | 2\% | (2) | $3 \%$ | (3) | 74\% | (69) | 93 |
| 2018 House Vote: Democrat | 22\% | (181) | 5\% | (39) | 12\% | (102) | 62\% | (518) | 839 |
| 2018 House Vote: Republican | 36\% | (232) | 4\% | (23) | 5\% | (34) | 55\% | (353) | 643 |
| 2018 House Vote: Someone else | 26\% | (27) | 6\% | (7) | 12\% | (13) | 56\% | (59) | 105 |
| 2018 House Vote: Didnt Vote | 13\% | (78) | 4\% | (27) | 7\% | (42) | 76\% | (458) | 605 |

[^214]Table HR11_12: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
Watch What Happens Live with Andy Cohen

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 24\% | (519) | 5\% | (100) | 9\% | (193) | 63\% | (1388) | 2199 |
| 2016 Vote: Hillary Clinton | 21\% | (150) | 4\% | (26) | 12\% | (88) | 63\% | (455) | 719 |
| 2016 Vote: Donald Trump | 33\% | (222) | 5\% | (37) | 7\% | (49) | 54\% | (359) | 666 |
| 2016 Vote: Someone else | 21\% | (37) | 9\% | (16) | 7\% | (13) | 63\% | (112) | 178 |
| 2016 Vote: Didnt Vote | 17\% | (107) | 3\% | (22) | 7\% | (41) | 73\% | (460) | 629 |
| Voted in 2014: Yes | 27\% | (370) | 5\% | (75) | 9\% | (126) | 58\% | (794) | 1366 |
| Voted in 2014: No | 18\% | (149) | 3\% | (25) | 8\% | (67) | 71\% | (593) | 833 |
| 2012 Vote: Barack Obama | 21\% | (178) | 6\% | (51) | 12\% | (103) | 61\% | (523) | 854 |
| 2012 Vote: Mitt Romney | 37\% | (183) | 4\% | (19) | 6\% | (29) | 54\% | (269) | 501 |
| 2012 Vote: Other | 14\% | (12) | 3\% | (3) | 10\% | (8) | 73\% | (64) | 87 |
| 2012 Vote: Didn't Vote | 19\% | (145) | 4\% | (28) | 7\% | (52) | 70\% | (528) | 752 |
| 4-Region: Northeast | 22\% | (86) | $4 \%$ | (14) | 9\% | (35) | 66\% | (259) | 394 |
| 4-Region: Midwest | 25\% | (115) | 4\% | (20) | 8\% | (37) | 63\% | (290) | 462 |
| 4-Region: South | 24\% | (197) | 5\% | (37) | 9\% | (71) | 63\% | (519) | 824 |
| 4-Region: West | 23\% | (122) | 6\% | (29) | 9\% | (49) | 62\% | (320) | 519 |
| TV shows: Every day | 26\% | (304) | 5\% | (56) | 10\% | (112) | $59 \%$ | (676) | 1148 |
| TV shows: Several times per week | 25\% | (127) | 4\% | (19) | 8\% | (39) | 64\% | (327) | 512 |
| TV shows: About once per week | 21\% | (30) | 8\% | (11) | 8\% | (12) | 63\% | (91) | 144 |
| TV shows: Several times per month | 22\% | (22) | 12\% | (12) | 13\% | (13) | 53\% | (54) | 101 |
| TV shows: About once per month | 3\% | (1) | 2\% | (1) | 13\% | (6) | 83\% | (40) | 48 |
| TV shows: Less often than once per month | 20\% | (15) | - | (0) | 7\% | (5) | 73\% | (57) | 78 |
| TV shows: Never | 12\% | (20) | 1\% | (1) | 3\% | (5) | 85\% | (143) | 169 |
| Movies: Every day | 28\% | (111) | 7\% | (30) | 13\% | (54) | 51\% | (205) | 399 |
| Movies: Several times per week | 29\% | (164) | 6\% | (33) | 8\% | (49) | 57\% | (328) | 574 |
| Movies: About once per week | 24\% | (93) | 4\% | (14) | 9\% | (34) | 64\% | (243) | 383 |
| Movies: Several times per month | 21\% | (57) | 5\% | (13) | 8\% | (23) | 66\% | (180) | 273 |
| Movies: About once per month | 24\% | (42) | 1\% | (1) | 5\% | (9) | 70\% | (121) | 173 |
| Movies: Less often than once per month | 14\% | (28) | 4\% | (8) | 7\% | (15) | 74\% | (150) | 201 |
| Movies: Never | 12\% | (24) | - | (1) | 5\% | (10) | 82\% | (162) | 196 |

Continued on next page

Table HR11_12: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
Watch What Happens Live with Andy Cohen

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 24\% | (519) | 5\% | (100) | 9\% | (193) | 63\% | (1388) | 2199 |
| Sports: Every day | 40\% | (63) | 13\% | (20) | 11\% | (17) | 36\% | (57) | 158 |
| Sports: Several times per week | 34\% | (113) | 3\% | (8) | 13\% | (42) | 51\% | (168) | 332 |
| Sports: About once per week | 26\% | (73) | 9\% | (26) | 9\% | (25) | 56\% | (156) | 279 |
| Sports: Several times per month | 28\% | (64) | 7\% | (15) | 11\% | (25) | 54\% | (124) | 228 |
| Sports: About once per month | 26\% | (46) | 5\% | (9) | 12\% | (21) | 57\% | (99) | 174 |
| Sports: Less often than once per month | 19\% | (70) | 3\% | (11) | 8\% | (29) | 70\% | (253) | 363 |
| Sports: Never | 14\% | (90) | 2\% | (11) | 5\% | (34) | 80\% | (531) | 666 |
| Cable: I currently subscribe | 27\% | (301) | 4\% | (48) | 9\% | (103) | 59\% | (655) | 1108 |
| Cable: I subscribed in the past | 22\% | (161) | 5\% | (40) | 9\% | (62) | 64\% | (464) | 727 |
| Cable: I have never subscribed | 16\% | (57) | 3\% | (12) | 8\% | (28) | 74\% | (269) | 365 |
| Satellite television: I currently subscribe | 28\% | (147) | 5\% | (28) | 8\% | (43) | 59\% | (308) | 526 |
| Satellite television: I subscribed in the past | 25\% | (152) | 5\% | (28) | 11\% | (66) | 59\% | (351) | 597 |
| Satellite television: I have never subscribed | 20\% | (220) | 4\% | (43) | 8\% | (84) | 68\% | (729) | 1076 |
| Streaming service: I currently subscribe | 25\% | (330) | 5\% | (64) | 10\% | (132) | 60\% | (776) | 1302 |
| Streaming service: I subscribed in the past | 26\% | (61) | 5\% | (12) | 12\% | (29) | 56\% | (132) | 234 |
| Streaming service: I have never subscribed | 19\% | (127) | 4\% | (24) | 5\% | (32) | 72\% | (480) | 663 |
| Film: An avid fan | 26\% | (205) | 6\% | (43) | 14\% | (109) | 54\% | (422) | 779 |
| Film: A casual fan | 23\% | (261) | 5\% | (55) | 6\% | (69) | 67\% | (768) | 1153 |
| Film: Not a fan | 20\% | (53) | 1\% | (2) | 6\% | (15) | 74\% | (198) | 267 |
| Television: An avid fan | 29\% | (336) | 5\% | (62) | 10\% | (119) | 55\% | (637) | 1154 |
| Television: A casual fan | 19\% | (170) | 4\% | (37) | 7\% | (67) | 70\% | (633) | 907 |
| Television: Not a fan | 9\% | (13) | 1\% | (1) | 5\% | (7) | 85\% | (118) | 139 |
| Music: An avid fan | 26\% | (302) | 7\% | (80) | 11\% | (122) | 56\% | (647) | 1152 |
| Music: A casual fan | 22\% | (201) | 2\% | (19) | 7\% | (63) | 69\% | (624) | 907 |
| Music: Not a fan | $11 \%$ | (16) | - | (1) | 5\% | (7) | 83\% | (116) | 140 |
| Fashion: An avid fan | 37\% | (127) | 12\% | (39) | 12\% | (42) | 39\% | (133) | 342 |
| Fashion: A casual fan | 21\% | (182) | 3\% | (30) | 11\% | (96) | 64\% | (553) | 861 |
| Fashion: Not a fan | 21\% | (210) | 3\% | (31) | 5\% | (54) | 70\% | (701) | 996 |

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

Table HR11_13: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
Busy Tonight

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 17\% | (365) | $4 \%$ | (89) | 7\% | (153) | 72\% | (1591) | 2199 |
| Gender: Male | 22\% | (233) | $4 \%$ | (47) | 8\% | (82) | 66\% | (699) | 1061 |
| Gender: Female | 12\% | (133) | 4\% | (42) | 6\% | (71) | 78\% | (892) | 1138 |
| Age: 18-29 | 21\% | (85) | 7\% | (28) | 9\% | (38) | 63\% | (260) | 411 |
| Age: 30-44 | 17\% | (100) | 6\% | (34) | $11 \%$ | (64) | 67\% | (402) | 600 |
| Age: 45-54 | 14\% | (47) | $4 \%$ | (14) | 4\% | (14) | 78\% | (260) | 335 |
| Age: 55-64 | 18\% | (77) | $2 \%$ | (8) | $4 \%$ | (17) | 76\% | (315) | 417 |
| Age: 65+ | 13\% | (56) | 1\% | (6) | $4 \%$ | (19) | 81\% | (355) | 436 |
| Generation Z: 18-21 | 14\% | (16) | 7\% | (8) | 9\% | (11) | 70\% | (81) | 116 |
| Millennial: Age 22-37 | 21\% | (139) | 6\% | (43) | 8\% | (55) | 64\% | (421) | 657 |
| Generation X: Age 38-53 | 13\% | (71) | 4\% | (23) | 9\% | (50) | 73\% | (399) | 543 |
| Boomers: Age 54-72 | 16\% | (127) | $2 \%$ | (13) | 5\% | (36) | 77\% | (596) | 772 |
| PID: Dem (no lean) | $11 \%$ | (92) | 4\% | (31) | 9\% | (73) | 76\% | (611) | 806 |
| PID: Ind (no lean) | 12\% | (87) | 4\% | (31) | 7\% | (52) | 77\% | (584) | 754 |
| PID: Rep (no lean) | 29\% | (186) | $4 \%$ | (28) | 4\% | (29) | 62\% | (397) | 639 |
| PID/Gender: Dem Men | 16\% | (63) | 5\% | (18) | 11\% | (45) | 68\% | (270) | 395 |
| PID/Gender: Dem Women | 7\% | (29) | 3\% | (13) | 7\% | (28) | 83\% | (341) | 411 |
| PID/Gender: Ind Men | 16\% | (51) | 4\% | (13) | 7\% | (24) | 73\% | (238) | 326 |
| PID/Gender: Ind Women | 9\% | (37) | $4 \%$ | (18) | 6\% | (28) | 81\% | (345) | 427 |
| PID/Gender: Rep Men | 35\% | (119) | $5 \%$ | (17) | 4\% | (13) | 56\% | (190) | 339 |
| PID/Gender: Rep Women | 22\% | (67) | $4 \%$ | (12) | 5\% | (15) | 69\% | (206) | 300 |
| Ideo: Liberal (1-3) | 16\% | (106) | $4 \%$ | (29) | 8\% | (53) | 72\% | (487) | 674 |
| Ideo: Moderate (4) | 15\% | (79) | 5\% | (26) | 10\% | (57) | 70\% | (382) | 544 |
| Ideo: Conservative (5-7) | 24\% | (174) | 5\% | (32) | 4\% | (32) | 67\% | (475) | 712 |
| Educ: < College | 14\% | (217) | $4 \%$ | (63) | 8\% | (118) | 74\% | (1114) | 1512 |
| Educ: Bachelors degree | 22\% | (99) | 4\% | (20) | 4\% | (19) | 69\% | (306) | 444 |
| Educ: Post-grad | 20\% | (49) | $3 \%$ | (7) | 7\% | (17) | 70\% | (170) | 243 |

Continued on next page

Table HR11_13: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
Busy Tonight

| Demographic | More liberal |  |  |  |  |  | More conservative | No political lean |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

Continued on next page

Table HR11_13: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
Busy Tonight

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 17\% | (365) | 4\% | (89) | 7\% | (153) | 72\% | (1591) | 2199 |
| RD/WT: Right Direction | 26\% | (216) | 5\% | (40) | 6\% | (50) | 63\% | (521) | 826 |
| RD/WT: Wrong Track | 11\% | (149) | 4\% | (50) | 8\% | (103) | 78\% | (1070) | 1373 |
| Trump Job Approve | 27\% | (236) | 5\% | (43) | 5\% | (43) | 63\% | (548) | 870 |
| Trump Job Disapprove | 10\% | (123) | 4\% | (43) | 9\% | (107) | 78\% | (954) | 1227 |
| Trump Job Strongly Approve | 29\% | (127) | 5\% | (21) | 3\% | (15) | 63\% | (278) | 440 |
| Trump Job Somewhat Approve | 25\% | (109) | 5\% | (22) | 6\% | (28) | 63\% | (270) | 429 |
| Trump Job Somewhat Disapprove | 13\% | (38) | 5\% | (13) | 7\% | (22) | 75\% | (223) | 297 |
| Trump Job Strongly Disapprove | 9\% | (86) | 3\% | (30) | 9\% | (85) | 78\% | (730) | 930 |
| Favorable of Trump | 27\% | (231) | 5\% | (44) | 5\% | (38) | 63\% | (534) | 847 |
| Unfavorable of Trump | 11\% | (127) | 3\% | (41) | 9\% | (107) | 77\% | (937) | 1212 |
| Very Favorable of Trump | 27\% | (130) | 5\% | (24) | 4\% | (18) | 64\% | (306) | 479 |
| Somewhat Favorable of Trump | 27\% | (101) | 5\% | (20) | 5\% | (20) | 62\% | (227) | 368 |
| Somewhat Unfavorable of Trump | 11\% | (26) | 5\% | (11) | 9\% | (22) | 75\% | (177) | 236 |
| Very Unfavorable of Trump | 10\% | (101) | $3 \%$ | (30) | 9\% | (85) | 78\% | (760) | 976 |
| \#1 Issue: Economy | 20\% | (110) | $3 \%$ | (15) | $4 \%$ | (24) | $73 \%$ | (411) | 560 |
| \#1 Issue: Security | 22\% | (98) | 5\% | (21) | 4\% | (17) | 69\% | (305) | 441 |
| \#1 Issue: Health Care | 13\% | (48) | 3\% | (11) | $11 \%$ | (42) | 73\% | (267) | 368 |
| \#1 Issue: Medicare / Social Security | 12\% | (43) | 3\% | (10) | $11 \%$ | (38) | 75\% | (268) | 359 |
| \#1 Issue: Women's Issues | 12\% | (15) | 14\% | (17) | 9\% | (11) | 65\% | (82) | 126 |
| \#1 Issue: Education | 14\% | (22) | 6\% | (10) | 8\% | (13) | 71\% | (110) | 154 |
| \#1 Issue: Energy | 16\% | (16) | 4\% | (4) | 8\% | (8) | 72\% | (72) | 100 |
| \#1 Issue: Other | 15\% | (14) | $2 \%$ | (2) | 1\% | (1) | 82\% | (76) | 93 |
| 2018 House Vote: Democrat | 13\% | (113) | $4 \%$ | (32) | 10\% | (80) | 73\% | (615) | 839 |
| 2018 House Vote: Republican | 29\% | (185) | $4 \%$ | (28) | 3\% | (21) | 64\% | (409) | 643 |
| 2018 House Vote: Someone else | 15\% | (16) | 6\% | (6) | 9\% | (9) | 70\% | (74) | 105 |
| 2018 House Vote: Didnt Vote | 8\% | (50) | $3 \%$ | (20) | 7\% | (42) | 81\% | (493) | 605 |

[^215]Table HR11_13: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
Busy Tonight

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 17\% | (365) | $4 \%$ | (89) | 7\% | (153) | 72\% | (1591) | 2199 |
| 2016 Vote: Hillary Clinton | 12\% | (89) | 4\% | (27) | 9\% | (66) | 75\% | (537) | 719 |
| 2016 Vote: Donald Trump | 28\% | (184) | 4\% | (26) | 5\% | (36) | 63\% | (420) | 666 |
| 2016 Vote: Someone else | 15\% | (26) | 1\% | (2) | 6\% | (10) | 78\% | (140) | 178 |
| 2016 Vote: Didnt Vote | 10\% | (63) | 6\% | (35) | 6\% | (39) | 78\% | (493) | 629 |
| Voted in 2014: Yes | 19\% | (265) | $4 \%$ | (57) | 7\% | (97) | 69\% | (947) | 1366 |
| Voted in 2014: No | 12\% | (101) | $4 \%$ | (32) | 7\% | (56) | 77\% | (645) | 833 |
| 2012 Vote: Barack Obama | 13\% | (114) | 4\% | (36) | 9\% | (78) | 73\% | (626) | 854 |
| 2012 Vote: Mitt Romney | 29\% | (145) | 3\% | (17) | 4\% | (19) | 64\% | (319) | 501 |
| 2012 Vote: Other | 9\% | (8) | $4 \%$ | (4) | 8\% | (7) | 78\% | (68) | 87 |
| 2012 Vote: Didn't Vote | 13\% | (98) | 4\% | (33) | 7\% | (49) | 76\% | (573) | 752 |
| 4-Region: Northeast | 13\% | (53) | 3\% | (13) | 7\% | (27) | 76\% | (301) | 394 |
| 4-Region: Midwest | 16\% | (75) | $4 \%$ | (17) | 6\% | (26) | 74\% | (345) | 462 |
| 4-Region: South | 19\% | (155) | 4\% | (33) | 7\% | (59) | 70\% | (577) | 824 |
| 4-Region: West | 16\% | (83) | 5\% | (27) | 8\% | (41) | 71\% | (368) | 519 |
| TV shows: Every day | 18\% | (211) | 4\% | (45) | 7\% | (83) | 70\% | (809) | 1148 |
| TV shows: Several times per week | 16\% | (81) | 5\% | (27) | 5\% | (27) | 74\% | (378) | 512 |
| TV shows: About once per week | 21\% | (31) | $4 \%$ | (6) | 6\% | (9) | 69\% | (98) | 144 |
| TV shows: Several times per month | 18\% | (18) | 8\% | (8) | 16\% | (16) | 58\% | (59) | 101 |
| TV shows: About once per month | 2\% | (1) | 4\% | (2) | 10\% | (5) | 83\% | (40) | 48 |
| TV shows: Less often than once per month | 12\% | (9) | - | (0) | 7\% | (5) | 81\% | (63) | 78 |
| TV shows: Never | 8\% | (14) | 1\% | (2) | 5\% | (8) | 86\% | (144) | 169 |
| Movies: Every day | 17\% | (68) | 10\% | (39) | 12\% | (50) | 61\% | (243) | 399 |
| Movies: Several times per week | 23\% | (130) | $4 \%$ | (22) | 6\% | (33) | 68\% | (390) | 574 |
| Movies: About once per week | 18\% | (68) | 3\% | (12) | 6\% | (23) | 73\% | (280) | 383 |
| Movies: Several times per month | 16\% | (45) | 3\% | (8) | 7\% | (20) | 73\% | (201) | 273 |
| Movies: About once per month | 13\% | (22) | 1\% | (2) | 4\% | (8) | 81\% | (141) | 173 |
| Movies: Less often than once per month | 7\% | (14) | $3 \%$ | (7) | 4\% | (8) | 86\% | (172) | 201 |
| Movies: Never | 9\% | (18) | - | (0) | 6\% | (12) | 84\% | (165) | 196 |

Continued on next page

Table HR11_13: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
Busy Tonight

| Demographic | More liberal |  | More conservative |  | No political lean |  | $\begin{aligned} & \text { Don't know / No } \\ & \text { opinion } \end{aligned}$ |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 17\% | (365) | 4\% | (89) | 7\% | (153) | 72\% | (1591) | 2199 |
| Sports: Every day | 28\% | (44) | 15\% | (23) | 9\% | (14) | 48\% | (76) | 158 |
| Sports: Several times per week | 27\% | (89) | 4\% | (15) | 9\% | (28) | 60\% | (200) | 332 |
| Sports: About once per week | 18\% | (51) | 6\% | (17) | 6\% | (17) | 69\% | (194) | 279 |
| Sports: Several times per month | 21\% | (47) | 3\% | (6) | 11\% | (24) | 66\% | (150) | 228 |
| Sports: About once per month | 16\% | (28) | 5\% | (8) | 12\% | (22) | 67\% | (116) | 174 |
| Sports: Less often than once per month | 12\% | (42) | 3\% | (11) | 4\% | (15) | $81 \%$ | (294) | 363 |
| Sports: Never | 9\% | (63) | 1\% | (9) | 5\% | (33) | 84\% | (561) | 666 |
| Cable: I currently subscribe | 19\% | (211) | 5\% | (52) | 7\% | (79) | 69\% | (766) | 1108 |
| Cable: I subscribed in the past | 16\% | (113) | 3\% | (24) | 6\% | (45) | 75\% | (545) | 727 |
| Cable: I have never subscribed | $11 \%$ | (41) | 4\% | (13) | 8\% | (30) | 77\% | (281) | 365 |
| Satellite television: I currently subscribe | 19\% | (101) | 6\% | (29) | 8\% | (44) | 67\% | (351) | 526 |
| Satellite television: I subscribed in the past | 20\% | (119) | 5\% | (27) | 8\% | (49) | 67\% | (402) | 597 |
| Satellite television: I have never subscribed | 13\% | (145) | 3\% | (33) | 6\% | (61) | 78\% | (837) | 1076 |
| Streaming service: I currently subscribe | 18\% | (238) | 5\% | (64) | 7\% | (96) | 69\% | (904) | 1302 |
| Streaming service: I subscribed in the past | 15\% | (36) | 6\% | (15) | 12\% | (28) | 66\% | (155) | 234 |
| Streaming service: I have never subscribed | 14\% | (91) | 2\% | (10) | 4\% | (30) | 80\% | (532) | 663 |
| Film: An avid fan | 19\% | (148) | 7\% | (53) | 10\% | (79) | 64\% | (500) | 779 |
| Film: A casual fan | 15\% | (173) | 3\% | (34) | 5\% | (60) | 77\% | (886) | 1153 |
| Film: Not a fan | 16\% | (44) | 1\% | (3) | 6\% | (15) | 77\% | (206) | 267 |
| Television: An avid fan | 20\% | (230) | 5\% | (55) | 7\% | (86) | 68\% | (782) | 1154 |
| Television: A casual fan | 13\% | (120) | 4\% | (34) | 7\% | (63) | 76\% | (690) | 907 |
| Television: Not a fan | $11 \%$ | (15) | - | (1) | 3\% | (5) | 86\% | (119) | 139 |
| Music: An avid fan | 19\% | (222) | 6\% | (64) | 8\% | (93) | 67\% | (773) | 1152 |
| Music: A casual fan | 15\% | (133) | $2 \%$ | (20) | 6\% | (52) | 77\% | (702) | 907 |
| Music: Not a fan | 7\% | (10) | 4\% | (6) | 6\% | (8) | 83\% | (116) | 140 |
| Fashion: An avid fan | 30\% | (101) | $11 \%$ | (37) | 10\% | (34) | 50\% | (170) | 342 |
| Fashion: A casual fan | 13\% | (113) | 4\% | (33) | 9\% | (76) | $74 \%$ | (638) | 861 |
| Fashion: Not a fan | 15\% | (151) | $2 \%$ | (19) | $4 \%$ | (44) | 79\% | (782) | 996 |

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

Table HR11_14: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
Saturday Night Live

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 48\% | (1045) | 5\% | (110) | 10\% | (222) | 37\% | (822) | 2199 |
| Gender: Male | 55\% | (585) | 5\% | (54) | 10\% | (110) | 29\% | (312) | 1061 |
| Gender: Female | 40\% | (460) | 5\% | (56) | 10\% | (112) | 45\% | (511) | 1138 |
| Age: 18-29 | 41\% | (170) | 11\% | (43) | 9\% | (39) | 39\% | (158) | 411 |
| Age: 30-44 | 43\% | (259) | 6\% | (36) | 13\% | (79) | 38\% | (228) | 600 |
| Age: 45-54 | 47\% | (157) | 5\% | (15) | 7\% | (25) | 41\% | (137) | 335 |
| Age: 55-64 | 53\% | (220) | 2\% | (9) | $11 \%$ | (47) | $34 \%$ | (141) | 417 |
| Age: 65+ | 55\% | (239) | 2\% | (7) | 7\% | (32) | 36\% | (158) | 436 |
| Generation Z: 18-21 | 40\% | (46) | 6\% | (7) | 12\% | (14) | 42\% | (49) | 116 |
| Millennial: Age 22-37 | 44\% | (291) | 10\% | (63) | 10\% | (63) | 37\% | (240) | 657 |
| Generation X: Age 38-53 | 43\% | (231) | 4\% | (24) | 12\% | (63) | 42\% | (226) | 543 |
| Boomers: Age 54-72 | 55\% | (422) | 2\% | (14) | 9\% | (72) | $34 \%$ | (265) | 772 |
| PID: Dem (no lean) | 48\% | (383) | 5\% | (40) | 14\% | (109) | 34\% | (274) | 806 |
| PID: Ind (no lean) | 39\% | (292) | 5\% | (35) | 10\% | (78) | 46\% | (349) | 754 |
| PID: Rep (no lean) | 58\% | (370) | 5\% | (35) | 5\% | (35) | 31\% | (200) | 639 |
| PID/Gender: Dem Men | 50\% | (197) | 5\% | (20) | 17\% | (69) | 28\% | (109) | 395 |
| PID/Gender: Dem Women | 45\% | (186) | 5\% | (19) | 10\% | (41) | 40\% | (164) | 411 |
| PID/Gender: Ind Men | 50\% | (162) | 4\% | (14) | 9\% | (29) | 37\% | (121) | 326 |
| PID/Gender: Ind Women | 30\% | (130) | 5\% | (21) | $11 \%$ | (49) | 53\% | (228) | 427 |
| PID/Gender: Rep Men | 67\% | (226) | 6\% | (20) | 4\% | (13) | 24\% | (81) | 339 |
| PID/Gender: Rep Women | 48\% | (144) | 5\% | (15) | 7\% | (22) | 40\% | (119) | 300 |
| Ideo: Liberal (1-3) | 59\% | (399) | 6\% | (37) | 12\% | (78) | 24\% | (159) | 674 |
| Ideo: Moderate (4) | 40\% | (217) | 5\% | (27) | 13\% | (73) | 42\% | (227) | 544 |
| Ideo: Conservative (5-7) | 59\% | (417) | 5\% | (33) | 7\% | (50) | 30\% | (213) | 712 |
| Educ: < College | 41\% | (614) | 6\% | (86) | $11 \%$ | (159) | 43\% | (653) | 1512 |
| Educ: Bachelors degree | 62\% | (277) | 4\% | (16) | 9\% | (42) | 25\% | (110) | 444 |
| Educ: Post-grad | 64\% | (155) | 3\% | (8) | 9\% | (21) | 24\% | (60) | 243 |

[^216]Table HR11_14: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
Saturday Night Live

| Demographic | More liberal |  |  |  |  |  | More conservative | No political lean |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

Continued on next page

Table HR11_14: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
Saturday Night Live

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 48\% | (1045) | 5\% | (110) | 10\% | (222) | 37\% | (822) | 2199 |
| RD/WT: Right Direction | 49\% | (405) | 7\% | (54) | 9\% | (73) | 36\% | (294) | 826 |
| RD/WT: Wrong Track | 47\% | (640) | 4\% | (55) | 11\% | (149) | 39\% | (529) | 1373 |
| Trump Job Approve | 53\% | (461) | 7\% | (57) | 7\% | (65) | 33\% | (286) | 870 |
| Trump Job Disapprove | 47\% | (576) | 4\% | (49) | 13\% | (155) | 36\% | (447) | 1227 |
| Trump Job Strongly Approve | 59\% | (261) | 6\% | (28) | 6\% | (26) | 28\% | (125) | 440 |
| Trump Job Somewhat Approve | 47\% | (200) | 7\% | (29) | 9\% | (39) | 38\% | (161) | 429 |
| Trump Job Somewhat Disapprove | 41\% | (123) | 5\% | (14) | 11\% | (33) | 43\% | (128) | 297 |
| Trump Job Strongly Disapprove | 49\% | (454) | 4\% | (35) | 13\% | (122) | 34\% | (319) | 930 |
| Favorable of Trump | 55\% | (468) | 6\% | (50) | 7\% | (57) | 32\% | (272) | 847 |
| Unfavorable of Trump | 47\% | (568) | 5\% | (58) | 13\% | (153) | 36\% | (433) | 1212 |
| Very Favorable of Trump | 60\% | (289) | 4\% | (19) | 6\% | (27) | 30\% | (144) | 479 |
| Somewhat Favorable of Trump | 49\% | (179) | 9\% | (31) | 8\% | (30) | 35\% | (128) | 368 |
| Somewhat Unfavorable of Trump | 44\% | (103) | 5\% | (11) | 8\% | (18) | 44\% | (103) | 236 |
| Very Unfavorable of Trump | 48\% | (464) | 5\% | (47) | $14 \%$ | (135) | $34 \%$ | (330) | 976 |
| \#1 Issue: Economy | $52 \%$ | (289) | 5\% | (28) | 9\% | (52) | 34\% | (191) | 560 |
| \#1 Issue: Security | 56\% | (248) | 3\% | (11) | 6\% | (25) | 35\% | (156) | 441 |
| \#1 Issue: Health Care | 42\% | (153) | 7\% | (24) | 15\% | (57) | 36\% | (134) | 368 |
| \#1 Issue: Medicare / Social Security | 42\% | (150) | 4\% | (15) | 13\% | (47) | 41\% | (147) | 359 |
| \#1 Issue: Women's Issues | 41\% | (52) | 6\% | (7) | 15\% | (18) | 39\% | (48) | 126 |
| \#1 Issue: Education | 29\% | (45) | 10\% | (16) | 7\% | (11) | 53\% | (82) | 154 |
| \#1 Issue: Energy | 60\% | (60) | 4\% | (4) | 8\% | (8) | 28\% | (28) | 100 |
| \#1 Issue: Other | 51\% | (48) | 5\% | (4) | 4\% | (4) | 40\% | (37) | 93 |
| 2018 House Vote: Democrat | 52\% | (434) | 5\% | (43) | 13\% | (108) | 30\% | (255) | 839 |
| 2018 House Vote: Republican | 62\% | (397) | 4\% | (25) | 5\% | (35) | 29\% | (186) | 643 |
| 2018 House Vote: Someone else | 43\% | (45) | 4\% | (4) | 15\% | (16) | 39\% | (41) | 105 |
| 2018 House Vote: Didnt Vote | 28\% | (170) | 6\% | (34) | 10\% | (61) | 56\% | (341) | 605 |

[^217]Table HR11_14: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
Saturday Night Live

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 48\% | (1045) | 5\% | (110) | 10\% | (222) | 37\% | (822) | 2199 |
| 2016 Vote: Hillary Clinton | 49\% | (353) | 5\% | (36) | 12\% | (87) | $34 \%$ | (243) | 719 |
| 2016 Vote: Donald Trump | 59\% | (390) | 5\% | (32) | 7\% | (48) | 29\% | (196) | 666 |
| 2016 Vote: Someone else | 51\% | (90) | 4\% | (7) | 11\% | (20) | 34\% | (60) | 178 |
| 2016 Vote: Didnt Vote | $33 \%$ | (208) | 5\% | (34) | 10\% | (65) | 51\% | (322) | 629 |
| Voted in 2014: Yes | 54\% | (734) | 5\% | (69) | 10\% | (140) | $31 \%$ | (422) | 1366 |
| Voted in 2014: No | 37\% | (311) | 5\% | (40) | 10\% | (82) | 48\% | (401) | 833 |
| 2012 Vote: Barack Obama | 50\% | (425) | 5\% | (45) | 13\% | (114) | 31\% | (269) | 854 |
| 2012 Vote: Mitt Romney | 63\% | (316) | 3\% | (16) | 7\% | (36) | 26\% | (132) | 501 |
| 2012 Vote: Other | $51 \%$ | (44) | 3\% | (3) | 3\% | (2) | 43\% | (38) | 87 |
| 2012 Vote: Didn't Vote | 34\% | (258) | 6\% | (46) | 9\% | (69) | 51\% | (380) | 752 |
| 4-Region: Northeast | 47\% | (185) | 4\% | (18) | 11\% | (44) | 37\% | (147) | 394 |
| 4-Region: Midwest | 50\% | (232) | 6\% | (26) | 8\% | (36) | 36\% | (168) | 462 |
| 4-Region: South | 46\% | (376) | 5\% | (39) | 10\% | (81) | 40\% | (328) | 824 |
| 4-Region: West | 48\% | (252) | 5\% | (27) | 12\% | (61) | 35\% | (179) | 519 |
| TV shows: Every day | 50\% | (571) | 4\% | (48) | $11 \%$ | (129) | 35\% | (400) | 1148 |
| TV shows: Several times per week | 53\% | (272) | 6\% | (31) | 9\% | (44) | 32\% | (166) | 512 |
| TV shows: About once per week | 39\% | (57) | 14\% | (21) | 8\% | (11) | 38\% | (55) | 144 |
| TV shows: Several times per month | 43\% | (43) | 7\% | (7) | 16\% | (17) | 33\% | (34) | 101 |
| TV shows: About once per month | 35\% | (17) | 2\% | (1) | 18\% | (9) | 45\% | (22) | 48 |
| TV shows: Less often than once per month | 49\% | (38) | - | (0) | 7\% | (5) | 44\% | (34) | 78 |
| TV shows: Never | 27\% | (46) | 1\% | (2) | 4\% | (7) | 67\% | (113) | 169 |
| Movies: Every day | 42\% | (168) | 8\% | (32) | 13\% | (53) | $36 \%$ | (145) | 399 |
| Movies: Several times per week | 51\% | (291) | 6\% | (32) | 12\% | (72) | 31\% | (180) | 574 |
| Movies: About once per week | 53\% | (204) | 5\% | (20) | 8\% | (33) | 33\% | (127) | 383 |
| Movies: Several times per month | 55\% | (151) | 5\% | (14) | 9\% | (25) | 30\% | (83) | 273 |
| Movies: About once per month | 54\% | (94) | 1\% | (2) | 6\% | (11) | 39\% | (67) | 173 |
| Movies: Less often than once per month | 41\% | (82) | 3\% | (5) | 9\% | (17) | 48\% | (96) | 201 |
| Movies: Never | 28\% | (55) | 2\% | (4) | 7\% | (13) | 64\% | (125) | 196 |

Continued on next page

Table HR11_14: And specifically, would you say the following TV shows tend to lean more liberal or conservative, or do you think they have no political lean?
Saturday Night Live

| Demographic | More liberal |  | More conservative |  | No political lean |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 48\% | (1045) | 5\% | (110) | 10\% | (222) | 37\% | (822) | 2199 |
| Sports: Every day | 50\% | (78) | 16\% | (25) | 8\% | (13) | 26\% | (41) | 158 |
| Sports: Several times per week | 55\% | (182) | 3\% | (11) | 13\% | (43) | 29\% | (96) | 332 |
| Sports: About once per week | 48\% | (134) | 12\% | (33) | 10\% | (28) | 30\% | (85) | 279 |
| Sports: Several times per month | 56\% | (128) | 5\% | (10) | 13\% | (29) | 26\% | (60) | 228 |
| Sports: About once per month | 55\% | (96) | 3\% | (5) | 12\% | (21) | 30\% | (52) | 174 |
| Sports: Less often than once per month | 52\% | (187) | 4\% | (14) | 9\% | (32) | 36\% | (130) | 363 |
| Sports: Never | 36\% | (241) | 2\% | (11) | 8\% | (56) | 54\% | (358) | 666 |
| Cable: I currently subscribe | 51\% | (566) | 5\% | (61) | 10\% | (115) | 33\% | (366) | 1108 |
| Cable: I subscribed in the past | 48\% | (351) | 5\% | (40) | 10\% | (73) | 36\% | (263) | 727 |
| Cable: I have never subscribed | 35\% | (128) | 3\% | (9) | 9\% | (34) | 53\% | (193) | 365 |
| Satellite television: I currently subscribe | 49\% | (260) | 6\% | (29) | 12\% | (61) | 33\% | (175) | 526 |
| Satellite television: I subscribed in the past | 50\% | (296) | 7\% | (41) | 8\% | (49) | 35\% | (211) | 597 |
| Satellite television: I have never subscribed | 45\% | (489) | 4\% | (40) | 10\% | (112) | 40\% | (436) | 1076 |
| Streaming service: I currently subscribe | 53\% | (689) | 4\% | (56) | 12\% | (154) | $31 \%$ | (403) | 1302 |
| Streaming service: I subscribed in the past | 39\% | (91) | 12\% | (27) | 10\% | (24) | 39\% | (92) | 234 |
| Streaming service: I have never subscribed | 40\% | (265) | 4\% | (27) | 7\% | (44) | 49\% | (327) | 663 |
| Film: An avid fan | 51\% | (395) | 6\% | (45) | 13\% | (100) | $31 \%$ | (238) | 779 |
| Film: A casual fan | 49\% | (568) | 4\% | (50) | 9\% | (102) | 38\% | (432) | 1153 |
| Film: Not a fan | 31\% | (82) | 5\% | (14) | 7\% | (19) | 57\% | (151) | 267 |
| Television: An avid fan | 50\% | (582) | 5\% | (59) | 11\% | (128) | 33\% | (385) | 1154 |
| Television: A casual fan | 46\% | (419) | 5\% | (47) | 10\% | (89) | 39\% | (352) | 907 |
| Television: Not a fan | 32\% | (45) | 2\% | (3) | 4\% | (5) | 61\% | (85) | 139 |
| Music: An avid fan | 50\% | (581) | 7\% | (76) | 11\% | (124) | 32\% | (371) | 1152 |
| Music: A casual fan | 48\% | (437) | 3\% | (28) | 10\% | (87) | 39\% | (356) | 907 |
| Music: Not a fan | 20\% | (27) | 4\% | (6) | 8\% | (11) | 68\% | (96) | 140 |
| Fashion: An avid fan | 47\% | (160) | 14\% | (48) | 11\% | (38) | 28\% | (96) | 342 |
| Fashion: A casual fan | 45\% | (385) | 4\% | (37) | 14\% | (117) | 37\% | (322) | 861 |
| Fashion: Not a fan | 50\% | (500) | 2\% | (25) | 7\% | (66) | 41\% | (405) | 996 |

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

Table HR12: Which of the following is more likely to make you watch late-night shows or clips?

| Demographic | Jokes about |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Democrats |  |  |

Continued on next page

Table HR12: Which of the following is more likely to make you watch late-night shows or clips?

| Demographic | Jokes about <br> Democrats |  | Jokes about Republicans |  | Jokes that are not political |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 6\% | (137) | 22\% | (493) | $41 \%$ | (901) | 30\% | (669) | 2199 |
| Ethnicity: White | 5\% | (92) | 20\% | (346) | 43\% | (743) | $31 \%$ | (541) | 1722 |
| Ethnicity: Hispanic | 8\% | (27) | 22\% | (78) | 40\% | (139) | 30\% | (105) | 350 |
| Ethnicity: Afr. Am. | 5\% | (12) | 37\% | (102) | $32 \%$ | (88) | 26\% | (72) | 274 |
| Ethnicity: Other | 16\% | (32) | 22\% | (45) | $34 \%$ | (69) | 28\% | (56) | 203 |
| Relig: Protestant | 6\% | (33) | 17\% | (89) | 49\% | (262) | 29\% | (155) | 539 |
| Relig: Roman Catholic | 7\% | (30) | 24\% | (103) | 40\% | (175) | 29\% | (128) | 436 |
| Relig: Something Else | 1\% | (2) | 22\% | (41) | 44\% | (82) | 33\% | (61) | 187 |
| Relig: Jewish | $2 \%$ | (1) | 38\% | (21) | 39\% | (21) | 21\% | (11) | 54 |
| Relig: Evangelical | 5\% | (36) | $21 \%$ | (169) | 44\% | (352) | 31\% | (247) | 805 |
| Relig: Non-Evang. Catholics | 8\% | (28) | 18\% | (64) | 47\% | (168) | 27\% | (97) | 357 |
| Relig: All Christian | 6\% | (65) | 20\% | (233) | 45\% | (520) | 30\% | (344) | 1161 |
| Relig: All Non-Christian | $11 \%$ | (24) | 18\% | (40) | 42\% | (93) | 30\% | (67) | 224 |
| Community: Urban | 8\% | (48) | $31 \%$ | (181) | 32\% | (185) | 28\% | (161) | 575 |
| Community: Suburban | 5\% | (48) | 23\% | (223) | 43\% | (419) | 30\% | (292) | 982 |
| Community: Rural | 6\% | (41) | 14\% | (89) | 46\% | (296) | 34\% | (216) | 643 |
| Employ: Private Sector | $4 \%$ | (29) | 25\% | (168) | 46\% | (303) | 24\% | (160) | 661 |
| Employ: Government | 12\% | (15) | 24\% | (29) | 37\% | (45) | 28\% | (35) | 124 |
| Employ: Self-Employed | 9\% | (18) | 18\% | (35) | 44\% | (87) | 29\% | (56) | 195 |
| Employ: Homemaker | 5\% | (8) | 19\% | (33) | 43\% | (74) | 32\% | (55) | 170 |
| Employ: Student | 10\% | (8) | 40\% | (31) | 33\% | (26) | 18\% | (14) | 79 |
| Employ: Retired | 7\% | (34) | 21\% | (111) | 39\% | (203) | 33\% | (175) | 523 |
| Employ: Unemployed | 5\% | (14) | 18\% | (46) | $36 \%$ | (95) | 41\% | (107) | 262 |
| Employ: Other | 6\% | (11) | $21 \%$ | (40) | 36\% | (67) | 36\% | (67) | 185 |
| Military HH: Yes | 8\% | (30) | 21\% | (79) | 37\% | (142) | 35\% | (134) | 384 |
| Military HH: No | 6\% | (107) | 23\% | (414) | 42\% | (758) | 30\% | (535) | 1815 |
| RD/WT: Right Direction | 12\% | (102) | 9\% | (71) | 50\% | (411) | 29\% | (242) | 826 |
| RD/WT: Wrong Track | 3\% | (35) | $31 \%$ | (422) | $36 \%$ | (489) | 31\% | (427) | 1373 |
| Trump Job Approve | 12\% | (101) | 7\% | (62) | 55\% | (474) | 27\% | (233) | 870 |
| Trump Job Disapprove | 3\% | (34) | 35\% | (429) | $33 \%$ | (400) | 30\% | (364) | 1227 |

[^218]Table HR12: Which of the following is more likely to make you watch late-night shows or clips?

| Demographic | Jokes about <br> Democrats |  | Jokes about Republicans |  | Jokes that are not political |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 6\% | (137) | 22\% | (493) | $41 \%$ | (901) | 30\% | (669) | 2199 |
| Trump Job Strongly Approve | 14\% | (63) | 7\% | (32) | 54\% | (236) | 25\% | (109) | 440 |
| Trump Job Somewhat Approve | 9\% | (38) | 7\% | (30) | 55\% | (238) | 29\% | (124) | 429 |
| Trump Job Somewhat Disapprove | $4 \%$ | (11) | 17\% | (51) | 48\% | (144) | $31 \%$ | (91) | 297 |
| Trump Job Strongly Disapprove | $2 \%$ | (23) | 41\% | (378) | 28\% | (256) | 29\% | (273) | 930 |
| Favorable of Trump | 12\% | (98) | 7\% | (59) | 55\% | (468) | 26\% | (222) | 847 |
| Unfavorable of Trump | 3\% | (36) | 35\% | (426) | 33\% | (404) | 29\% | (346) | 1212 |
| Very Favorable of Trump | $14 \%$ | (66) | 6\% | (29) | 54\% | (259) | 26\% | (124) | 479 |
| Somewhat Favorable of Trump | 9\% | (32) | 8\% | (29) | 57\% | (209) | 27\% | (98) | 368 |
| Somewhat Unfavorable of Trump | 3\% | (7) | 13\% | (30) | 53\% | (125) | 31\% | (74) | 236 |
| Very Unfavorable of Trump | 3\% | (29) | 41\% | (397) | 29\% | (280) | 28\% | (271) | 976 |
| \#1 Issue: Economy | 7\% | (38) | 22\% | (122) | 43\% | (241) | 28\% | (159) | 560 |
| \#1 Issue: Security | 9\% | (40) | 9\% | (40) | 54\% | (238) | 28\% | (123) | 441 |
| \#1 Issue: Health Care | 3\% | (12) | 33\% | (123) | 34\% | (124) | 30\% | (110) | 368 |
| \#1 Issue: Medicare / Social Security | 5\% | (19) | 26\% | (94) | 36\% | (129) | 33\% | (117) | 359 |
| \#1 Issue: Women's Issues | 9\% | (11) | 26\% | (32) | 38\% | (48) | 27\% | (34) | 126 |
| \#1 Issue: Education | 8\% | (12) | 19\% | (30) | 33\% | (50) | 40\% | (62) | 154 |
| \#1 Issue: Energy | 3\% | (3) | 38\% | (38) | 37\% | (37) | 21\% | (21) | 100 |
| \#1 Issue: Other | 1\% | (1) | 16\% | (15) | 36\% | (34) | 47\% | (44) | 93 |
| 2018 House Vote: Democrat | 4\% | (32) | 42\% | (353) | 29\% | (242) | 25\% | (212) | 839 |
| 2018 House Vote: Republican | 10\% | (67) | 7\% | (48) | 57\% | (366) | 25\% | (162) | 643 |
| 2018 House Vote: Someone else | 1\% | (1) | 12\% | (13) | 37\% | (39) | 50\% | (53) | 105 |
| 2018 House Vote: Didnt Vote | 6\% | (37) | 13\% | (78) | 42\% | (253) | 39\% | (238) | 605 |
| 2016 Vote: Hillary Clinton | 3\% | (19) | 45\% | (325) | 26\% | (188) | 26\% | (187) | 719 |
| 2016 Vote: Donald Trump | 10\% | (64) | 7\% | (46) | 57\% | (381) | 26\% | (174) | 666 |
| 2016 Vote: Someone else | 6\% | (10) | 18\% | (31) | 40\% | (72) | 36\% | (65) | 178 |
| 2016 Vote: Didnt Vote | 6\% | (40) | 14\% | (90) | 41\% | (258) | 38\% | (241) | 629 |
| Voted in 2014: Yes | 6\% | (87) | 26\% | (353) | 40\% | (550) | 27\% | (375) | 1366 |
| Voted in 2014: No | 6\% | (50) | 17\% | (140) | 42\% | (350) | 35\% | (294) | 833 |

Continued on next page

Table HR12: Which of the following is more likely to make you watch late-night shows or clips?

| Demographic | Jokes about <br> Democrats |  | Jokes about <br> Republicans |  | Jokes that are not political |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 6\% | (137) | 22\% | (493) | $41 \%$ | (901) | 30\% | (669) | 2199 |
| 2012 Vote: Barack Obama | $4 \%$ | (37) | 39\% | (334) | 29\% | (248) | 28\% | (235) | 854 |
| 2012 Vote: Mitt Romney | 8\% | (41) | 5\% | (26) | 61\% | (305) | 26\% | (129) | 501 |
| 2012 Vote: Other | $4 \%$ | (4) | 6\% | (6) | 49\% | (42) | 40\% | (35) | 87 |
| 2012 Vote: Didn't Vote | 7\% | (55) | 17\% | (127) | 40\% | (301) | $36 \%$ | (269) | 752 |
| 4-Region: Northeast | 5\% | (20) | 23\% | (91) | 43\% | (170) | 29\% | (112) | 394 |
| 4-Region: Midwest | 7\% | (31) | 18\% | (82) | 45\% | (206) | $31 \%$ | (143) | 462 |
| 4-Region: South | 5\% | (45) | 21\% | (172) | $41 \%$ | (334) | 33\% | (272) | 824 |
| 4-Region: West | 8\% | (40) | 28\% | (147) | 37\% | (190) | 27\% | (142) | 519 |
| TV shows: Every day | 6\% | (69) | 25\% | (288) | 42\% | (486) | 27\% | (305) | 1148 |
| TV shows: Several times per week | 6\% | (31) | 22\% | (112) | 42\% | (216) | 30\% | (153) | 512 |
| TV shows: About once per week | 8\% | (12) | 26\% | (38) | 35\% | (51) | 30\% | (43) | 144 |
| TV shows: Several times per month | 10\% | (10) | 18\% | (18) | 43\% | (44) | 28\% | (29) | 101 |
| TV shows: About once per month | 6\% | (3) | 15\% | (7) | 33\% | (16) | 46\% | (22) | 48 |
| TV shows: Less often than once per month | 2\% | (2) | 25\% | (19) | 36\% | (28) | 37\% | (29) | 78 |
| TV shows: Never | 5\% | (9) | 6\% | (10) | $36 \%$ | (60) | 53\% | (89) | 169 |
| Movies: Every day | 9\% | (37) | 24\% | (96) | 39\% | (157) | 27\% | (109) | 399 |
| Movies: Several times per week | 6\% | (37) | 25\% | (143) | 45\% | (260) | 23\% | (135) | 574 |
| Movies: About once per week | 6\% | (22) | 27\% | (103) | $41 \%$ | (157) | 26\% | (101) | 383 |
| Movies: Several times per month | 6\% | (15) | 20\% | (54) | $46 \%$ | (127) | 28\% | (77) | 273 |
| Movies: About once per month | 6\% | (11) | 19\% | (32) | 40\% | (69) | 35\% | (61) | 173 |
| Movies: Less often than once per month | $4 \%$ | (8) | 20\% | (41) | 35\% | (71) | $41 \%$ | (82) | 201 |
| Movies: Never | $4 \%$ | (7) | 12\% | (24) | $31 \%$ | (61) | 53\% | (105) | 196 |
| Sports: Every day | 12\% | (19) | 35\% | (55) | 29\% | (46) | 24\% | (37) | 158 |
| Sports: Several times per week | 5\% | (17) | 24\% | (81) | 45\% | (149) | 26\% | (85) | 332 |
| Sports: About once per week | 9\% | (25) | 28\% | (77) | 47\% | (130) | 17\% | (47) | 279 |
| Sports: Several times per month | 6\% | (14) | 28\% | (63) | $41 \%$ | (94) | 25\% | (56) | 228 |
| Sports: About once per month | 10\% | (18) | 24\% | (41) | 40\% | (70) | 26\% | (45) | 174 |
| Sports: Less often than once per month | 5\% | (19) | 22\% | (81) | 43\% | (157) | 29\% | (106) | 363 |
| Sports: Never | 4\% | (25) | $14 \%$ | (94) | 38\% | (254) | 44\% | (293) | 666 |

Continued on next page

Table HR12: Which of the following is more likely to make you watch late-night shows or clips?

| Demographic | Jokes about Democrats |  | Jokes about Republicans |  | Jokes that are not political |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 6\% | (137) | 22\% | (493) | $41 \%$ | (901) | 30\% | (669) | 2199 |
| Cable: I currently subscribe | 6\% | (62) | 28\% | (309) | 40\% | (441) | 27\% | (296) | 1108 |
| Cable: I subscribed in the past | 7\% | (53) | 19\% | (137) | 45\% | (326) | 29\% | (210) | 727 |
| Cable: I have never subscribed | 6\% | (22) | 13\% | (47) | $36 \%$ | (133) | 45\% | (163) | 365 |
| Satellite television: I currently subscribe | 9\% | (49) | 20\% | (106) | 39\% | (208) | $31 \%$ | (164) | 526 |
| Satellite television: I subscribed in the past | 7\% | (44) | 22\% | (130) | $44 \%$ | (263) | 27\% | (161) | 597 |
| Satellite television: I have never subscribed | $4 \%$ | (44) | 24\% | (257) | 40\% | (430) | $32 \%$ | (345) | 1076 |
| Streaming service: I currently subscribe | 6\% | (79) | 25\% | (330) | 43\% | (562) | 25\% | (331) | 1302 |
| Streaming service: I subscribed in the past | 8\% | (18) | 22\% | (52) | 45\% | (106) | 25\% | (59) | 234 |
| Streaming service: I have never subscribed | 6\% | (40) | 17\% | (111) | 35\% | (233) | $42 \%$ | (279) | 663 |
| Film: An avid fan | 7\% | (55) | 29\% | (230) | 40\% | (309) | 24\% | (185) | 779 |
| Film: A casual fan | 6\% | (69) | 20\% | (226) | 44\% | (507) | 30\% | (350) | 1153 |
| Film: Not a fan | 5\% | (12) | 14\% | (37) | $32 \%$ | (84) | 50\% | (134) | 267 |
| Television: An avid fan | 7\% | (84) | 27\% | (311) | $41 \%$ | (468) | 25\% | (291) | 1154 |
| Television: A casual fan | 5\% | (46) | 19\% | (172) | 43\% | (389) | 33\% | (300) | 907 |
| Television: Not a fan | 5\% | (7) | 7\% | (10) | $32 \%$ | (44) | 56\% | (78) | 139 |
| Music: An avid fan | 8\% | (87) | 28\% | (322) | $41 \%$ | (471) | 24\% | (271) | 1152 |
| Music: A casual fan | 5\% | (42) | 17\% | (156) | $44 \%$ | (400) | $34 \%$ | (310) | 907 |
| Music: Not a fan | 6\% | (8) | 10\% | (15) | $21 \%$ | (29) | 63\% | (88) | 140 |
| Fashion: An avid fan | $11 \%$ | (36) | 40\% | (136) | $31 \%$ | (105) | 19\% | (65) | 342 |
| Fashion: A casual fan | 6\% | (47) | 20\% | (170) | 47\% | (409) | 27\% | (235) | 861 |
| Fashion: Not a fan | 5\% | (53) | 19\% | (187) | 39\% | (387) | 37\% | (369) | 996 |

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

Table HR13_1: Do you agree or disagree with the following statements?
Late-night hosts should be able to discuss political issues.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $31 \%$ | (683) | 23\% | (508) | 7\% | (164) | 15\% | (324) | 24\% | (520) | 2199 |
| Gender: Male | $33 \%$ | (349) | 24\% | (251) | 7\% | (71) | 15\% | (164) | 21\% | (227) | 1061 |
| Gender: Female | 29\% | (333) | 23\% | (257) | 8\% | (94) | 14\% | (160) | 26\% | (293) | 1138 |
| Age: 18-29 | 28\% | (115) | 24\% | (99) | 12\% | (48) | 11\% | (47) | 25\% | (102) | 411 |
| Age: 30-44 | 35\% | (209) | 24\% | (144) | 7\% | (42) | 12\% | (70) | 23\% | (136) | 600 |
| Age: 45-54 | $31 \%$ | (105) | 23\% | (78) | 7\% | (23) | 14\% | (46) | 25\% | (84) | 335 |
| Age: 55-64 | $32 \%$ | (134) | 22\% | (93) | 6\% | (24) | 19\% | (80) | 20\% | (85) | 417 |
| Age: 65+ | 27\% | (120) | 22\% | (94) | 6\% | (27) | 19\% | (82) | 26\% | (114) | 436 |
| Generation Z: 18-21 | 27\% | (32) | 23\% | (26) | 15\% | (17) | 7\% | (8) | 28\% | (32) | 116 |
| Millennial: Age 22-37 | $33 \%$ | (218) | 25\% | (167) | 9\% | (59) | 11\% | (70) | 22\% | (143) | 657 |
| Generation X: Age 38-53 | $31 \%$ | (166) | 22\% | (121) | 6\% | (34) | 15\% | (80) | 26\% | (142) | 543 |
| Boomers: Age 54-72 | $31 \%$ | (242) | 22\% | (173) | 6\% | (46) | 18\% | (140) | 22\% | (171) | 772 |
| PID: Dem (no lean) | 48\% | (388) | 25\% | (204) | 3\% | (26) | 6\% | (48) | 17\% | (140) | 806 |
| PID: Ind (no lean) | 26\% | (195) | 22\% | (166) | 8\% | (62) | 13\% | (98) | 31\% | (232) | 754 |
| PID: Rep (no lean) | 16\% | (100) | 22\% | (138) | 12\% | (76) | 28\% | (178) | 23\% | (148) | 639 |
| PID/Gender: Dem Men | 49\% | (195) | 28\% | (111) | 2\% | (10) | 6\% | (22) | 14\% | (57) | 395 |
| PID/Gender: Dem Women | 47\% | (193) | 23\% | (93) | 4\% | (16) | 6\% | (26) | 20\% | (83) | 411 |
| PID/Gender: Ind Men | 29\% | (94) | 21\% | (68) | 7\% | (23) | 14\% | (46) | 29\% | (95) | 326 |
| PID/Gender: Ind Women | $24 \%$ | (101) | 23\% | (98) | 9\% | (40) | 12\% | (52) | 32\% | (137) | 427 |
| PID/Gender: Rep Men | 18\% | (60) | 21\% | (71) | 11\% | (38) | 28\% | (96) | 22\% | (74) | 339 |
| PID/Gender: Rep Women | 13\% | (40) | 22\% | (67) | 13\% | (38) | 27\% | (82) | 24\% | (73) | 300 |
| Ideo: Liberal (1-3) | 55\% | (371) | 22\% | (146) | 5\% | (33) | 4\% | (25) | 15\% | (99) | 674 |
| Ideo: Moderate (4) | 26\% | (140) | 30\% | (163) | 8\% | (44) | 13\% | (73) | 23\% | (124) | 544 |
| Ideo: Conservative (5-7) | 19\% | (135) | 23\% | (163) | 10\% | (74) | 25\% | (179) | 23\% | (162) | 712 |
| Educ: < College | 28\% | (417) | 22\% | (326) | 8\% | (119) | 15\% | (231) | 28\% | (419) | 1512 |
| Educ: Bachelors degree | 38\% | (171) | 27\% | (119) | 7\% | (30) | 15\% | (65) | 13\% | (59) | 444 |
| Educ: Post-grad | 39\% | (95) | 26\% | (63) | 6\% | (15) | 12\% | (28) | 17\% | (42) | 243 |

[^219]Table HR13_1: Do you agree or disagree with the following statements?
Late-night hosts should be able to discuss political issues.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $31 \%$ | (683) | 23\% | (508) | 7\% | (164) | 15\% | (324) | 24\% | (520) | 2199 |
| Income: Under 50k | $31 \%$ | (400) | 21\% | (272) | 8\% | (103) | 13\% | (170) | 27\% | (352) | 1297 |
| Income: 50k-100k | 30\% | (184) | 27\% | (168) | 6\% | (39) | 18\% | (109) | 19\% | (115) | 615 |
| Income: 100k+ | 35\% | (99) | 24\% | (68) | 8\% | (22) | 16\% | (45) | 18\% | (53) | 287 |
| Ethnicity: White | 30\% | (511) | 23\% | (390) | 7\% | (125) | 16\% | (280) | 24\% | (416) | 1722 |
| Ethnicity: Hispanic | 33\% | (115) | 25\% | (87) | 7\% | (25) | 11\% | (38) | 24\% | (85) | 350 |
| Ethnicity: Afr. Am. | 39\% | (106) | 27\% | (73) | 8\% | (21) | 6\% | (17) | 21\% | (56) | 274 |
| Ethnicity: Other | 32\% | (65) | 22\% | (45) | 9\% | (18) | 14\% | (28) | 23\% | (47) | 203 |
| Relig: Protestant | 27\% | (143) | 26\% | (142) | 7\% | (36) | 18\% | (97) | 22\% | (121) | 539 |
| Relig: Roman Catholic | 31\% | (136) | 22\% | (95) | 8\% | (37) | 17\% | (73) | 22\% | (96) | 436 |
| Relig: Something Else | 23\% | (42) | 27\% | (50) | 9\% | (17) | 11\% | (21) | 30\% | (56) | 187 |
| Relig: Jewish | 51\% | (27) | 20\% | (11) | 1\% | (1) | 15\% | (8) | 13\% | (7) | 54 |
| Relig: Evangelical | 27\% | (217) | 26\% | (207) | 7\% | (57) | 15\% | (121) | 25\% | (203) | 805 |
| Relig: Non-Evang. Catholics | 29\% | (104) | 23\% | (81) | 9\% | (33) | 20\% | (70) | 20\% | (70) | 357 |
| Relig: All Christian | 28\% | (322) | 25\% | (287) | 8\% | (89) | 16\% | (191) | 23\% | (272) | 1161 |
| Relig: All Non-Christian | 25\% | (56) | 21\% | (47) | 7\% | (15) | 17\% | (39) | 30\% | (66) | 224 |
| Community: Urban | 37\% | (214) | 19\% | (112) | 7\% | (42) | 14\% | (78) | 23\% | (130) | 575 |
| Community: Suburban | 32\% | (317) | 26\% | (253) | 7\% | (71) | 13\% | (123) | 22\% | (218) | 982 |
| Community: Rural | 24\% | (152) | 22\% | (143) | 8\% | (51) | 19\% | (124) | 27\% | (173) | 643 |
| Employ: Private Sector | 36\% | (237) | 24\% | (161) | 8\% | (52) | 14\% | (90) | 18\% | (121) | 661 |
| Employ: Government | 29\% | (36) | 27\% | (33) | 9\% | (12) | 17\% | (21) | 18\% | (23) | 124 |
| Employ: Self-Employed | 26\% | (52) | $31 \%$ | (61) | 7\% | (14) | 18\% | (35) | 17\% | (34) | 195 |
| Employ: Homemaker | 26\% | (44) | 24\% | (41) | 8\% | (13) | 13\% | (22) | 29\% | (50) | 170 |
| Employ: Student | 35\% | (28) | 25\% | (20) | 16\% | (12) | 9\% | (7) | 15\% | (12) | 79 |
| Employ: Retired | 28\% | (148) | 23\% | (118) | 6\% | (32) | 18\% | (95) | 25\% | (130) | 523 |
| Employ: Unemployed | 31\% | (80) | 14\% | (37) | 6\% | (16) | 12\% | (32) | 37\% | (97) | 262 |
| Employ: Other | 32\% | (58) | 21\% | (38) | $7 \%$ | (13) | $11 \%$ | (21) | 30\% | (55) | 185 |
| Military HH: Yes | 31\% | (117) | 20\% | (78) | 8\% | (30) | 17\% | (64) | 25\% | (95) | 384 |
| Military HH: No | $31 \%$ | (565) | 24\% | (431) | 7\% | (135) | 14\% | (260) | 23\% | (425) | 1815 |
| RD/WT: Right Direction | 16\% | (131) | 23\% | (192) | 11\% | (94) | 24\% | (196) | 26\% | (213) | 826 |
| RD/WT: Wrong Track | 40\% | (552) | 23\% | (316) | 5\% | (70) | 9\% | (128) | 22\% | (307) | 1373 |

[^220]Table HR13_1: Do you agree or disagree with the following statements?
Late-night hosts should be able to discuss political issues.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $31 \%$ | (683) | 23\% | (508) | 7\% | (164) | 15\% | (324) | 24\% | (520) | 2199 |
| Trump Job Approve | 17\% | (149) | 21\% | (181) | 12\% | (100) | 26\% | (224) | 25\% | (215) | 870 |
| Trump Job Disapprove | 43\% | (526) | 26\% | (317) | 5\% | (62) | 7\% | (87) | 19\% | (235) | 1227 |
| Trump Job Strongly Approve | 17\% | (74) | 16\% | (71) | 11\% | (48) | 33\% | (145) | 23\% | (101) | 440 |
| Trump Job Somewhat Approve | 17\% | (75) | 25\% | (109) | 12\% | (52) | 18\% | (79) | 27\% | (114) | 429 |
| Trump Job Somewhat Disapprove | 18\% | (53) | 40\% | (118) | 12\% | (36) | 10\% | (31) | 20\% | (59) | 297 |
| Trump Job Strongly Disapprove | 51\% | (473) | 21\% | (199) | 3\% | (26) | 6\% | (57) | 19\% | (176) | 930 |
| Favorable of Trump | 16\% | (138) | 22\% | (183) | 11\% | (92) | 27\% | (225) | 25\% | (210) | 847 |
| Unfavorable of Trump | 44\% | (528) | 26\% | (314) | 6\% | (67) | 7\% | (87) | 18\% | (217) | 1212 |
| Very Favorable of Trump | 17\% | (79) | 16\% | (78) | 11\% | (51) | 33\% | (157) | 24\% | (114) | 479 |
| Somewhat Favorable of Trump | 16\% | (58) | 29\% | (106) | 11\% | (41) | 18\% | (68) | 26\% | (96) | 368 |
| Somewhat Unfavorable of Trump | 21\% | (49) | 36\% | (84) | 11\% | (25) | 11\% | (26) | 21\% | (51) | 236 |
| Very Unfavorable of Trump | 49\% | (478) | 23\% | (229) | 4\% | (41) | 6\% | (61) | 17\% | (166) | 976 |
| \#1 Issue: Economy | 32\% | (177) | 27\% | (152) | 6\% | (36) | 13\% | (73) | 22\% | (123) | 560 |
| \#1 Issue: Security | 14\% | (63) | 23\% | (103) | 12\% | (51) | 27\% | (120) | 23\% | (103) | 441 |
| \#1 Issue: Health Care | 40\% | (147) | 20\% | (74) | 6\% | (23) | 11\% | (41) | 23\% | (83) | 368 |
| \#1 Issue: Medicare / Social Security | 30\% | (109) | 21\% | (76) | 5\% | (19) | 16\% | (57) | 28\% | (99) | 359 |
| \#1 Issue: Women's Issues | 46\% | (57) | 22\% | (28) | 7\% | (9) | 3\% | (4) | 22\% | (27) | 126 |
| \#1 Issue: Education | 35\% | (53) | 19\% | (29) | 11\% | (17) | 9\% | (13) | 26\% | (40) | 154 |
| \#1 Issue: Energy | 44\% | (44) | 26\% | (26) | 7\% | (7) | 3\% | (3) | 20\% | (20) | 100 |
| \#1 Issue: Other | 35\% | (33) | 22\% | (20) | $2 \%$ | (2) | 14\% | (13) | 27\% | (25) | 93 |
| 2018 House Vote: Democrat | 49\% | (413) | 26\% | (215) | $4 \%$ | (35) | 6\% | (46) | 15\% | (130) | 839 |
| 2018 House Vote: Republican | 15\% | (96) | 22\% | (142) | 11\% | (70) | 29\% | (189) | 23\% | (146) | 643 |
| 2018 House Vote: Someone else | 26\% | (28) | 20\% | (22) | 10\% | (10) | 12\% | (13) | 31\% | (33) | 105 |
| 2018 House Vote: Didnt Vote | 23\% | (140) | 21\% | (130) | 8\% | (48) | 13\% | (76) | 35\% | (212) | 605 |
| 2016 Vote: Hillary Clinton | 49\% | (354) | 26\% | (185) | 3\% | (23) | 5\% | (33) | 17\% | (124) | 719 |
| 2016 Vote: Donald Trump | 15\% | (99) | 23\% | (154) | 10\% | (66) | 29\% | (191) | 23\% | (156) | 666 |
| 2016 Vote: Someone else | 36\% | (64) | 20\% | (36) | 12\% | (21) | 10\% | (18) | 22\% | (39) | 178 |
| 2016 Vote: Didnt Vote | 26\% | (162) | 21\% | (133) | 8\% | (53) | 13\% | (83) | 32\% | (199) | 629 |
| Voted in 2014: Yes | 34\% | (468) | 24\% | (327) | 7\% | (95) | 15\% | (206) | 20\% | (269) | 1366 |
| Voted in 2014: No | 26\% | (214) | 22\% | (181) | 8\% | (69) | 14\% | (119) | 30\% | (250) | 833 |

[^221]Table HR13_1: Do you agree or disagree with the following statements?
Late-night hosts should be able to discuss political issues.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $31 \%$ | (683) | 23\% | (508) | 7\% | (164) | 15\% | (324) | 24\% | (520) | 2199 |
| 2012 Vote: Barack Obama | 46\% | (391) | 24\% | (207) | 4\% | (35) | 8\% | (68) | 18\% | (154) | 854 |
| 2012 Vote: Mitt Romney | 18\% | (91) | 24\% | (121) | 9\% | (47) | 27\% | (136) | 21\% | (106) | 501 |
| 2012 Vote: Other | 22\% | (19) | 23\% | (20) | 7\% | (6) | 19\% | (17) | 29\% | (25) | 87 |
| 2012 Vote: Didn't Vote | 24\% | (179) | 21\% | (160) | 10\% | (76) | 14\% | (104) | 31\% | (235) | 752 |
| 4-Region: Northeast | 33\% | (130) | 18\% | (73) | 7\% | (27) | 18\% | (73) | 23\% | (92) | 394 |
| 4-Region: Midwest | 32\% | (146) | 26\% | (119) | 7\% | (31) | 14\% | (64) | 22\% | (103) | 462 |
| 4-Region: South | 27\% | (221) | 25\% | (205) | 8\% | (67) | 14\% | (116) | 26\% | (214) | 824 |
| 4-Region: West | 36\% | (186) | 21\% | (111) | 8\% | (39) | 14\% | (71) | 22\% | (112) | 519 |
| TV shows: Every day | 36\% | (418) | 22\% | (257) | 7\% | (84) | 15\% | (168) | 19\% | (221) | 1148 |
| TV shows: Several times per week | $31 \%$ | (160) | 26\% | (135) | 7\% | (33) | 14\% | (71) | 22\% | (112) | 512 |
| TV shows: About once per week | 25\% | (36) | 22\% | (31) | 16\% | (23) | 10\% | (14) | 27\% | (39) | 144 |
| TV shows: Several times per month | 22\% | (23) | 21\% | (21) | 13\% | (14) | 19\% | (19) | 24\% | (24) | 101 |
| TV shows: About once per month | 14\% | (7) | 33\% | (16) | 6\% | (3) | 7\% | (4) | 39\% | (19) | 48 |
| TV shows: Less often than once per month | 27\% | (21) | 25\% | (19) | 3\% | (2) | 15\% | (12) | 30\% | (24) | 78 |
| TV shows: Never | 11\% | (18) | 17\% | (28) | 3\% | (5) | 22\% | (37) | 48\% | (81) | 169 |
| Movies: Every day | 37\% | (147) | 17\% | (67) | 9\% | (35) | 17\% | (67) | 21\% | (82) | 399 |
| Movies: Several times per week | 32\% | (185) | 25\% | (145) | 10\% | (58) | 13\% | (74) | 20\% | (112) | 574 |
| Movies: About once per week | 33\% | (125) | 28\% | (107) | 8\% | (31) | 15\% | (57) | 17\% | (64) | 383 |
| Movies: Several times per month | 34\% | (93) | 26\% | (70) | 7\% | (19) | 13\% | (36) | 20\% | (55) | 273 |
| Movies: About once per month | $31 \%$ | (53) | $21 \%$ | (36) | 4\% | (8) | 16\% | (28) | 28\% | (48) | 173 |
| Movies: Less often than once per month | 25\% | (50) | 26\% | (53) | 3\% | (5) | 12\% | (24) | 35\% | (70) | 201 |
| Movies: Never | 15\% | (30) | 16\% | (31) | 4\% | (8) | 19\% | (38) | 45\% | (89) | 196 |
| Sports: Every day | $41 \%$ | (64) | 18\% | (29) | 8\% | (12) | 17\% | (26) | 17\% | (26) | 158 |
| Sports: Several times per week | 38\% | (127) | 23\% | (77) | 6\% | (21) | 14\% | (47) | 18\% | (60) | 332 |
| Sports: About once per week | $31 \%$ | (86) | 29\% | (80) | 10\% | (28) | 13\% | (35) | 18\% | (51) | 279 |
| Sports: Several times per month | 29\% | (65) | 25\% | (58) | 11\% | (25) | 18\% | (41) | 17\% | (40) | 228 |
| Sports: About once per month | 33\% | (57) | 26\% | (45) | 9\% | (16) | 12\% | (22) | 20\% | (35) | 174 |
| Sports: Less often than once per month | 32\% | (117) | 25\% | (91) | 8\% | (30) | 13\% | (46) | 22\% | (78) | 363 |
| Sports: Never | 25\% | (167) | 19\% | (129) | 5\% | (32) | 16\% | (108) | 35\% | (230) | 666 |

[^222]Table HR13_1: Do you agree or disagree with the following statements?
Late-night hosts should be able to discuss political issues.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $31 \%$ | (683) | 23\% | (508) | 7\% | (164) | 15\% | (324) | 24\% | (520) | 2199 |
| Cable: I currently subscribe | $36 \%$ | (395) | $21 \%$ | (237) | 7\% | (83) | 15\% | (167) | 20\% | (225) | 1108 |
| Cable: I subscribed in the past | 30\% | (215) | 29\% | (211) | 8\% | (60) | 13\% | (92) | 20\% | (148) | 727 |
| Cable: I have never subscribed | 20\% | (72) | 16\% | (59) | 6\% | (21) | 18\% | (65) | 40\% | (147) | 365 |
| Satellite television: I currently subscribe | 27\% | (144) | 22\% | (115) | 10\% | (55) | 16\% | (86) | 24\% | (126) | 526 |
| Satellite television: I subscribed in the past | 30\% | (181) | 25\% | (150) | 8\% | (50) | 15\% | (90) | 21\% | (126) | 597 |
| Satellite television: I have never subscribed | 33\% | (358) | 23\% | (243) | 5\% | (59) | 14\% | (147) | 25\% | (268) | 1076 |
| Streaming service: I currently subscribe | $36 \%$ | (471) | 25\% | (323) | 7\% | (94) | $14 \%$ | (181) | 18\% | (233) | 1302 |
| Streaming service: I subscribed in the past | 29\% | (69) | 24\% | (56) | 13\% | (30) | 11\% | (26) | 22\% | (52) | 234 |
| Streaming service: I have never subscribed | $21 \%$ | (143) | 19\% | (129) | 6\% | (40) | 18\% | (117) | 35\% | (235) | 663 |
| Film: An avid fan | 41\% | (323) | 21\% | (165) | 8\% | (63) | 13\% | (99) | 17\% | (129) | 779 |
| Film: A casual fan | 28\% | (321) | 26\% | (302) | 7\% | (82) | 15\% | (177) | 23\% | (270) | 1153 |
| Film: Not a fan | 14\% | (38) | 15\% | (41) | 7\% | (19) | 18\% | (48) | 45\% | (120) | 267 |
| Television: An avid fan | 36\% | (414) | 23\% | (271) | 8\% | (94) | 15\% | (175) | 17\% | (200) | 1154 |
| Television: A casual fan | 28\% | (252) | 23\% | (207) | 7\% | (67) | 14\% | (129) | 28\% | (251) | 907 |
| Television: Not a fan | 12\% | (16) | 22\% | (30) | 2\% | (3) | $14 \%$ | (20) | 50\% | (69) | 139 |
| Music: An avid fan | 36\% | (415) | 25\% | (289) | 9\% | (103) | $11 \%$ | (129) | 19\% | (216) | 1152 |
| Music: A casual fan | 28\% | (254) | 23\% | (206) | 6\% | (52) | 18\% | (167) | 25\% | (228) | 907 |
| Music: Not a fan | 10\% | (14) | 10\% | (13) | 7\% | (10) | 19\% | (27) | 54\% | (76) | 140 |
| Fashion: An avid fan | 43\% | (147) | 22\% | (76) | 8\% | (26) | 12\% | (41) | 15\% | (52) | 342 |
| Fashion: A casual fan | 30\% | (257) | 27\% | (229) | 9\% | (79) | 13\% | (113) | 21\% | (183) | 861 |
| Fashion: Not a fan | 28\% | (278) | 20\% | (203) | 6\% | (60) | 17\% | (170) | 29\% | (285) | 996 |

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

Table HR13_2: Do you agree or disagree with the following statements?
I like it when late-night hosts discuss politics.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 18\% | (386) | 21\% | (456) | $11 \%$ | (235) | 28\% | (608) | 23\% | (514) | 2199 |
| Gender: Male | 22\% | (235) | 20\% | (216) | 9\% | (100) | 28\% | (300) | 20\% | (210) | 1061 |
| Gender: Female | 13\% | (152) | 21\% | (240) | $12 \%$ | (134) | 27\% | (308) | 27\% | (304) | 1138 |
| Age: 18-29 | 20\% | (83) | 23\% | (94) | $14 \%$ | (57) | 20\% | (82) | 23\% | (95) | 411 |
| Age: 30-44 | 17\% | (104) | 26\% | (153) | 12\% | (69) | 23\% | (140) | 22\% | (134) | 600 |
| Age: 45-54 | 17\% | (56) | 21\% | (71) | 9\% | (29) | 28\% | (95) | 25\% | (84) | 335 |
| Age: 55-64 | 19\% | (79) | 17\% | (71) | 10\% | (40) | 33\% | (138) | 21\% | (88) | 417 |
| Age: 65+ | 15\% | (65) | 15\% | (68) | 9\% | (39) | 35\% | (153) | 26\% | (112) | 436 |
| Generation Z: 18-21 | 23\% | (27) | 24\% | (28) | 9\% | (11) | 18\% | (21) | 25\% | (29) | 116 |
| Millennial: Age 22-37 | 20\% | (130) | 27\% | (175) | 12\% | (76) | 21\% | (141) | 21\% | (135) | 657 |
| Generation X: Age 38-53 | 14\% | (79) | 20\% | (107) | 12\% | (68) | 27\% | (145) | 27\% | (145) | 543 |
| Boomers: Age 54-72 | 17\% | (134) | 18\% | (138) | 9\% | (68) | 33\% | (257) | 23\% | (175) | 772 |
| PID: Dem (no lean) | 33\% | (265) | 29\% | (237) | 7\% | (53) | 12\% | (97) | 19\% | (154) | 806 |
| PID: Ind (no lean) | $11 \%$ | (81) | 19\% | (145) | 11\% | (82) | 29\% | (216) | 30\% | (229) | 754 |
| PID: Rep (no lean) | 6\% | (40) | 12\% | (74) | 16\% | (99) | 46\% | (295) | 21\% | (131) | 639 |
| PID/Gender: Dem Men | 39\% | (156) | 30\% | (118) | 4\% | (16) | 13\% | (53) | 13\% | (53) | 395 |
| PID/Gender: Dem Women | 27\% | (109) | 29\% | (120) | 9\% | (37) | $11 \%$ | (44) | 25\% | (101) | 411 |
| PID/Gender: Ind Men | 16\% | (51) | 19\% | (60) | 11\% | (36) | 27\% | (89) | 27\% | (90) | 326 |
| PID/Gender: Ind Women | 7\% | (30) | 20\% | (85) | 11\% | (47) | 30\% | (127) | 33\% | (140) | 427 |
| PID/Gender: Rep Men | 8\% | (27) | 11\% | (38) | 14\% | (49) | 46\% | (158) | 20\% | (68) | 339 |
| PID/Gender: Rep Women | 4\% | (13) | 12\% | (36) | 17\% | (51) | 46\% | (137) | 21\% | (63) | 300 |
| Ideo: Liberal (1-3) | 36\% | (246) | 32\% | (217) | 9\% | (57) | 8\% | (55) | 15\% | (98) | 674 |
| Ideo: Moderate (4) | 15\% | (82) | 24\% | (131) | 11\% | (62) | 25\% | (136) | 25\% | (134) | 544 |
| Ideo: Conservative (5-7) | 7\% | (53) | 12\% | (82) | 13\% | (94) | 47\% | (337) | 21\% | (147) | 712 |
| Educ: < College | 15\% | (233) | 19\% | (287) | 11\% | (163) | 28\% | (426) | 27\% | (403) | 1512 |
| Educ: Bachelors degree | 20\% | (89) | 28\% | (124) | 11\% | (50) | 26\% | (117) | 15\% | (64) | 444 |
| Educ: Post-grad | 27\% | (65) | 18\% | (45) | 9\% | (22) | 27\% | (65) | 19\% | (47) | 243 |

[^223]Table HR13_2: Do you agree or disagree with the following statements?
I like it when late-night hosts discuss politics.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 18\% | (386) | 21\% | (456) | 11\% | (235) | 28\% | (608) | 23\% | (514) | 2199 |
| Income: Under 50k | 18\% | (230) | 20\% | (259) | 10\% | (130) | 25\% | (330) | 27\% | (348) | 1297 |
| Income: 50k-100k | 18\% | (112) | 21\% | (130) | 13\% | (80) | 29\% | (178) | 19\% | (115) | 615 |
| Income: 100k+ | 16\% | (45) | 23\% | (67) | 8\% | (24) | $34 \%$ | (99) | 18\% | (52) | 287 |
| Ethnicity: White | 14\% | (248) | 19\% | (331) | 11\% | (197) | 31\% | (540) | 24\% | (406) | 1722 |
| Ethnicity: Hispanic | 22\% | (78) | 23\% | (80) | 11\% | (38) | 20\% | (69) | 24\% | (85) | 350 |
| Ethnicity: Afr. Am. | 35\% | (95) | 28\% | (76) | 4\% | (12) | 11\% | (30) | 22\% | (61) | 274 |
| Ethnicity: Other | 21\% | (43) | 25\% | (50) | 13\% | (25) | 19\% | (38) | 23\% | (47) | 203 |
| Relig: Protestant | 13\% | (71) | 19\% | (103) | 11\% | (59) | 37\% | (200) | 20\% | (107) | 539 |
| Relig: Roman Catholic | 23\% | (100) | 16\% | (69) | 10\% | (43) | 29\% | (128) | 22\% | (96) | 436 |
| Relig: Something Else | 20\% | (37) | 22\% | (41) | 6\% | (12) | 25\% | (47) | 27\% | (50) | 187 |
| Relig: Jewish | 28\% | (15) | 22\% | (12) | 9\% | (5) | 21\% | (12) | 19\% | (10) | 54 |
| Relig: Evangelical | 19\% | (153) | 18\% | (148) | 9\% | (71) | 30\% | (238) | 24\% | (194) | 805 |
| Relig: Non-Evang. Catholics | 15\% | (55) | 18\% | (65) | 12\% | (42) | 38\% | (136) | 17\% | (59) | 357 |
| Relig: All Christian | 18\% | (208) | 18\% | (213) | 10\% | (114) | 32\% | (374) | 22\% | (254) | 1161 |
| Relig: All Non-Christian | 13\% | (30) | 19\% | (42) | 12\% | (27) | 26\% | (59) | 29\% | (66) | 224 |
| Community: Urban | 23\% | (131) | 24\% | (138) | 10\% | (57) | 22\% | (127) | 21\% | (122) | 575 |
| Community: Suburban | 18\% | (179) | 22\% | (221) | 12\% | (115) | 25\% | (245) | 23\% | (221) | 982 |
| Community: Rural | 12\% | (76) | 15\% | (98) | 10\% | (62) | 37\% | (236) | 27\% | (171) | 643 |
| Employ: Private Sector | 19\% | (127) | 24\% | (159) | 12\% | (82) | 26\% | (174) | 18\% | (119) | 661 |
| Employ: Government | 20\% | (25) | 21\% | (26) | 9\% | (11) | 27\% | (34) | 23\% | (29) | 124 |
| Employ: Self-Employed | 21\% | (41) | 20\% | (39) | 12\% | (24) | 28\% | (56) | 18\% | (36) | 195 |
| Employ: Homemaker | 11\% | (19) | 21\% | (35) | 10\% | (17) | 31\% | (52) | 27\% | (46) | 170 |
| Employ: Student | 27\% | (22) | 32\% | (26) | $14 \%$ | (11) | 15\% | (12) | 12\% | (9) | 79 |
| Employ: Retired | 15\% | (78) | 17\% | (90) | 9\% | (48) | 35\% | (180) | 24\% | (127) | 523 |
| Employ: Unemployed | 17\% | (44) | 13\% | (34) | 9\% | (25) | 25\% | (66) | 36\% | (94) | 262 |
| Employ: Other | 17\% | (31) | 26\% | (48) | 10\% | (18) | 18\% | (34) | 30\% | (55) | 185 |
| Military HH: Yes | 16\% | (60) | 14\% | (53) | 13\% | (48) | 30\% | (114) | 28\% | (109) | 384 |
| Military HH: No | 18\% | (326) | 22\% | (404) | 10\% | (186) | 27\% | (493) | 22\% | (405) | 1815 |
| RD/WT: Right Direction | 10\% | (80) | 12\% | (95) | 15\% | (124) | 41\% | (336) | 23\% | (191) | 826 |
| RD/WT: Wrong Track | 22\% | (307) | 26\% | (361) | 8\% | (110) | 20\% | (272) | 24\% | (323) | 1373 |

Continued on next page

Table HR13_2: Do you agree or disagree with the following statements?
I like it when late-night hosts discuss politics.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 18\% | (386) | 21\% | (456) | 11\% | (235) | 28\% | (608) | 23\% | (514) | 2199 |
| Trump Job Approve | 8\% | (73) | 12\% | (101) | 14\% | (119) | 45\% | (394) | 21\% | (183) | 870 |
| Trump Job Disapprove | 25\% | (310) | 28\% | (349) | 9\% | (113) | 16\% | (196) | 21\% | (260) | 1227 |
| Trump Job Strongly Approve | 10\% | (43) | 9\% | (39) | 11\% | (47) | 51\% | (224) | 20\% | (87) | 440 |
| Trump Job Somewhat Approve | 7\% | (29) | 15\% | (63) | 17\% | (72) | 40\% | (170) | 22\% | (96) | 429 |
| Trump Job Somewhat Disapprove | 8\% | (23) | 25\% | (76) | 17\% | (52) | 27\% | (80) | 22\% | (67) | 297 |
| Trump Job Strongly Disapprove | $31 \%$ | (287) | 29\% | (273) | 7\% | (61) | 12\% | (116) | 21\% | (193) | 930 |
| Favorable of Trump | 8\% | (70) | 12\% | (100) | 13\% | (109) | 46\% | (390) | 21\% | (179) | 847 |
| Unfavorable of Trump | 25\% | (306) | 29\% | (347) | 10\% | (122) | 16\% | (198) | 20\% | (239) | 1212 |
| Very Favorable of Trump | 10\% | (47) | 8\% | (38) | 11\% | (54) | 50\% | (242) | 20\% | (98) | 479 |
| Somewhat Favorable of Trump | 6\% | (23) | 17\% | (61) | 15\% | (55) | 40\% | (148) | 22\% | (81) | 368 |
| Somewhat Unfavorable of Trump | 8\% | (19) | 24\% | (57) | 16\% | (39) | 31\% | (73) | 21\% | (49) | 236 |
| Very Unfavorable of Trump | 30\% | (288) | 30\% | (290) | 8\% | (83) | 13\% | (125) | 19\% | (190) | 976 |
| \#1 Issue: Economy | 15\% | (86) | 24\% | (137) | 13\% | (72) | 26\% | (147) | 21\% | (119) | 560 |
| \#1 Issue: Security | 7\% | (32) | 12\% | (53) | 13\% | (58) | 47\% | (209) | 20\% | (89) | 441 |
| \#1 Issue: Health Care | 25\% | (91) | 19\% | (69) | 11\% | (41) | 22\% | (80) | 24\% | (88) | 368 |
| \#1 Issue: Medicare / Social Security | 20\% | (72) | 19\% | (67) | 6\% | (23) | 26\% | (95) | 28\% | (102) | 359 |
| \#1 Issue: Women's Issues | 22\% | (27) | $31 \%$ | (39) | 7\% | (9) | 27\% | (34) | 13\% | (17) | 126 |
| \#1 Issue: Education | 17\% | (26) | $31 \%$ | (48) | 9\% | (13) | 9\% | (14) | 34\% | (53) | 154 |
| \#1 Issue: Energy | 37\% | (37) | 29\% | (28) | 7\% | (7) | 7\% | (7) | 20\% | (20) | 100 |
| \#1 Issue: Other | 18\% | (17) | 17\% | (15) | 12\% | (11) | 23\% | (22) | 30\% | (28) | 93 |
| 2018 House Vote: Democrat | 33\% | (274) | 30\% | (251) | 7\% | (59) | 13\% | (113) | 17\% | (142) | 839 |
| 2018 House Vote: Republican | 5\% | (34) | $11 \%$ | (74) | 13\% | (87) | 49\% | (315) | 21\% | (133) | 643 |
| 2018 House Vote: Someone else | 5\% | (6) | 24\% | (25) | 13\% | (14) | 24\% | (25) | $34 \%$ | (35) | 105 |
| 2018 House Vote: Didnt Vote | 11\% | (66) | 18\% | (106) | 12\% | (75) | 25\% | (154) | $34 \%$ | (204) | 605 |
| 2016 Vote: Hillary Clinton | $33 \%$ | (240) | $31 \%$ | (226) | 5\% | (39) | 11\% | (77) | 19\% | (137) | 719 |
| 2016 Vote: Donald Trump | 6\% | (38) | 12\% | (77) | 13\% | (88) | 49\% | (327) | 20\% | (136) | 666 |
| 2016 Vote: Someone else | 13\% | (23) | 24\% | (43) | 16\% | (28) | 26\% | (47) | 21\% | (38) | 178 |
| 2016 Vote: Didnt Vote | 13\% | (83) | 18\% | (111) | 12\% | (76) | 25\% | (158) | 32\% | (202) | 629 |
| Voted in 2014: Yes | 20\% | (270) | 22\% | (301) | 10\% | (141) | 28\% | (383) | 20\% | (271) | 1366 |
| Voted in 2014: No | $14 \%$ | (116) | 19\% | (156) | 11\% | (94) | 27\% | (225) | 29\% | (243) | 833 |

Continued on next page

Table HR13_2: Do you agree or disagree with the following statements?
I like it when late-night hosts discuss politics.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 18\% | (386) | 21\% | (456) | 11\% | (235) | 28\% | (608) | 23\% | (514) | 2199 |
| 2012 Vote: Barack Obama | 29\% | (247) | 29\% | (246) | 8\% | (65) | 15\% | (124) | 20\% | (172) | 854 |
| 2012 Vote: Mitt Romney | 6\% | (29) | 11\% | (56) | 14\% | (71) | 51\% | (255) | 18\% | (91) | 501 |
| 2012 Vote: Other | 3\% | (2) | 18\% | (15) | 15\% | (13) | 42\% | (37) | 23\% | (20) | 87 |
| 2012 Vote: Didn't Vote | 14\% | (108) | 18\% | (135) | 11\% | (85) | 26\% | (192) | $31 \%$ | (232) | 752 |
| 4-Region: Northeast | 19\% | (73) | 18\% | (70) | 9\% | (37) | 30\% | (119) | 24\% | (94) | 394 |
| 4-Region: Midwest | 14\% | (66) | 21\% | (98) | 11\% | (52) | 30\% | (141) | 23\% | (106) | 462 |
| 4-Region: South | 16\% | (134) | 21\% | (169) | 11\% | (94) | 27\% | (220) | 25\% | (208) | 824 |
| 4-Region: West | 22\% | (113) | 23\% | (119) | 10\% | (52) | 25\% | (129) | 20\% | (106) | 519 |
| TV shows: Every day | 21\% | (238) | 20\% | (232) | 12\% | (132) | 27\% | (312) | 20\% | (234) | 1148 |
| TV shows: Several times per week | 16\% | (81) | 27\% | (136) | 11\% | (54) | 26\% | (131) | 22\% | (110) | 512 |
| TV shows: About once per week | 18\% | (26) | 19\% | (28) | 18\% | (27) | 25\% | (35) | 20\% | (29) | 144 |
| TV shows: Several times per month | 13\% | (13) | 23\% | (24) | 9\% | (9) | 31\% | (31) | 24\% | (24) | 101 |
| TV shows: About once per month | $11 \%$ | (5) | 8\% | (4) | 13\% | (6) | 31\% | (15) | $36 \%$ | (17) | 48 |
| TV shows: Less often than once per month | 18\% | (14) | 19\% | (15) | 2\% | (2) | 29\% | (23) | $31 \%$ | (24) | 78 |
| TV shows: Never | 6\% | (10) | 11\% | (18) | 3\% | (4) | 36\% | (60) | 45\% | (76) | 169 |
| Movies: Every day | 26\% | (104) | 17\% | (66) | 11\% | (45) | 24\% | (96) | 22\% | (88) | 399 |
| Movies: Several times per week | 18\% | (105) | 26\% | (151) | 12\% | (66) | 26\% | (146) | 18\% | (105) | 574 |
| Movies: About once per week | 18\% | (71) | 23\% | (87) | 15\% | (58) | 28\% | (106) | 16\% | (62) | 383 |
| Movies: Several times per month | 17\% | (45) | 22\% | (59) | 10\% | (29) | 29\% | (79) | 22\% | (61) | 273 |
| Movies: About once per month | 12\% | (21) | 23\% | (40) | 8\% | (14) | 32\% | (55) | 25\% | (43) | 173 |
| Movies: Less often than once per month | 13\% | (27) | 16\% | (32) | 7\% | (13) | 27\% | (55) | 37\% | (74) | 201 |
| Movies: Never | 7\% | (13) | 11\% | (22) | $4 \%$ | (9) | 36\% | (71) | 41\% | (81) | 196 |
| Sports: Every day | 34\% | (53) | 21\% | (33) | 5\% | (8) | 25\% | (39) | 16\% | (25) | 158 |
| Sports: Several times per week | 20\% | (65) | 24\% | (81) | 11\% | (38) | 29\% | (96) | 16\% | (52) | 332 |
| Sports: About once per week | 21\% | (57) | 24\% | (68) | 17\% | (48) | 23\% | (66) | 14\% | (40) | 279 |
| Sports: Several times per month | 21\% | (47) | 16\% | (37) | $14 \%$ | (32) | 28\% | (64) | 21\% | (48) | 228 |
| Sports: About once per month | 17\% | (30) | 27\% | (47) | 13\% | (23) | 24\% | (42) | 19\% | (32) | 174 |
| Sports: Less often than once per month | 14\% | (51) | 23\% | (85) | 9\% | (34) | 31\% | (113) | 22\% | (80) | 363 |
| Sports: Never | 12\% | (83) | 16\% | (106) | 8\% | (52) | 28\% | (189) | 35\% | (236) | 666 |

[^224]Table HR13_2: Do you agree or disagree with the following statements?
I like it when late-night hosts discuss politics.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 18\% | (386) | 21\% | (456) | 11\% | (235) | 28\% | (608) | 23\% | (514) | 2199 |
| Cable: I currently subscribe | 22\% | (239) | 21\% | (238) | 11\% | (117) | 26\% | (290) | 20\% | (224) | 1108 |
| Cable: I subscribed in the past | 16\% | (114) | 23\% | (169) | 11\% | (79) | 30\% | (221) | 20\% | (143) | 727 |
| Cable: I have never subscribed | 9\% | (34) | 13\% | (49) | 10\% | (38) | 26\% | (96) | 40\% | (147) | 365 |
| Satellite television: I currently subscribe | 19\% | (98) | 18\% | (94) | 10\% | (54) | 28\% | (147) | 25\% | (133) | 526 |
| Satellite television: I subscribed in the past | 16\% | (98) | 23\% | (138) | 10\% | (59) | 32\% | (188) | 19\% | (113) | 597 |
| Satellite television: I have never subscribed | 18\% | (190) | 21\% | (225) | 11\% | (121) | 25\% | (272) | 25\% | (268) | 1076 |
| Streaming service: I currently subscribe | 20\% | (257) | 24\% | (310) | 11\% | (143) | 27\% | (357) | 18\% | (235) | 1302 |
| Streaming service: I subscribed in the past | 24\% | (56) | 18\% | (43) | 14\% | (33) | 22\% | (53) | 21\% | (49) | 234 |
| Streaming service: I have never subscribed | $11 \%$ | (73) | 16\% | (103) | 9\% | (59) | 30\% | (198) | 35\% | (230) | 663 |
| Film: An avid fan | 25\% | (193) | 25\% | (196) | 10\% | (81) | 22\% | (175) | 17\% | (134) | 779 |
| Film: A casual fan | 15\% | (177) | 21\% | (236) | 11\% | (128) | 30\% | (350) | 23\% | (262) | 1153 |
| Film: Not a fan | 6\% | (17) | 9\% | (24) | 10\% | (25) | 31\% | (83) | 44\% | (118) | 267 |
| Television: An avid fan | 23\% | (264) | 22\% | (255) | 10\% | (120) | 26\% | (305) | 18\% | (210) | 1154 |
| Television: A casual fan | 12\% | (108) | 21\% | (192) | 12\% | (107) | 29\% | (264) | 26\% | (236) | 907 |
| Television: Not a fan | 10\% | (14) | 6\% | (9) | 6\% | (8) | 28\% | (39) | 49\% | (69) | 139 |
| Music: An avid fan | 22\% | (257) | 25\% | (285) | 12\% | (139) | 23\% | (268) | 18\% | (204) | 1152 |
| Music: A casual fan | 13\% | (121) | 18\% | (162) | 10\% | (88) | 33\% | (302) | 26\% | (235) | 907 |
| Music: Not a fan | 6\% | (9) | 7\% | (9) | 6\% | (8) | 27\% | (38) | 54\% | (75) | 140 |
| Fashion: An avid fan | 35\% | (121) | 23\% | (79) | 11\% | (38) | 14\% | (47) | 16\% | (56) | 342 |
| Fashion: A casual fan | 16\% | (138) | 22\% | (192) | 11\% | (98) | 28\% | (243) | 22\% | (189) | 861 |
| Fashion: Not a fan | 13\% | (127) | 19\% | (185) | 10\% | (98) | 32\% | (317) | 27\% | (269) | 996 |

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

Table HR13_3: Do you agree or disagree with the following statements?
I like it when late-night shows feature funny sketches with politicians.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 24\% | (534) | 24\% | (522) | 10\% | (213) | 18\% | (402) | $24 \%$ | (527) | 2199 |
| Gender: Male | 25\% | (262) | 26\% | (273) | 10\% | (110) | 18\% | (188) | $21 \%$ | (228) | 1061 |
| Gender: Female | 24\% | (272) | 22\% | (249) | 9\% | (103) | 19\% | (214) | 26\% | (300) | 1138 |
| Age: 18-29 | 28\% | (115) | 26\% | (108) | 9\% | (36) | 13\% | (53) | 24\% | (99) | 411 |
| Age: 30-44 | 26\% | (156) | 27\% | (160) | 11\% | (65) | $14 \%$ | (85) | 23\% | (135) | 600 |
| Age: 45-54 | 26\% | (86) | 23\% | (78) | 10\% | (32) | 18\% | (60) | 23\% | (77) | 335 |
| Age: 55-64 | 24\% | (98) | 20\% | (85) | 10\% | (41) | 23\% | (94) | 23\% | (98) | 417 |
| Age: 65+ | 18\% | (79) | 21\% | (91) | 9\% | (39) | 25\% | (110) | 27\% | (118) | 436 |
| Generation Z: 18-21 | $31 \%$ | (36) | 24\% | (28) | 7\% | (9) | 12\% | (14) | 26\% | (30) | 116 |
| Millennial: Age 22-37 | 28\% | (185) | 27\% | (176) | 11\% | (70) | 13\% | (85) | 22\% | (142) | 657 |
| Generation X: Age 38-53 | 23\% | (127) | 25\% | (137) | 9\% | (49) | 17\% | (94) | 25\% | (137) | 543 |
| Boomers: Age 54-72 | 22\% | (171) | 21\% | (161) | 10\% | (76) | 23\% | (174) | 25\% | (190) | 772 |
| PID: Dem (no lean) | 38\% | (309) | 30\% | (238) | 8\% | (62) | 6\% | (49) | 18\% | (148) | 806 |
| PID: Ind (no lean) | 18\% | (139) | 24\% | (182) | 8\% | (61) | 18\% | (134) | 32\% | (238) | 754 |
| PID: Rep (no lean) | 14\% | (87) | 16\% | (102) | 14\% | (90) | $34 \%$ | (219) | 22\% | (142) | 639 |
| PID/Gender: Dem Men | 38\% | (150) | 34\% | (134) | 9\% | (35) | 4\% | (18) | 15\% | (59) | 395 |
| PID/Gender: Dem Women | 39\% | (159) | 25\% | (104) | 7\% | (27) | 8\% | (32) | 22\% | (89) | 411 |
| PID/Gender: Ind Men | 19\% | (62) | 28\% | (92) | 9\% | (29) | 15\% | (48) | 29\% | (95) | 326 |
| PID/Gender: Ind Women | 18\% | (77) | 21\% | (90) | 7\% | (32) | 20\% | (86) | 33\% | (143) | 427 |
| PID/Gender: Rep Men | 15\% | (50) | $14 \%$ | (47) | 13\% | (46) | 36\% | (123) | 22\% | (74) | 339 |
| PID/Gender: Rep Women | 12\% | (36) | 19\% | (56) | 15\% | (44) | $32 \%$ | (96) | 23\% | (68) | 300 |
| Ideo: Liberal (1-3) | 42\% | (281) | 32\% | (218) | 7\% | (48) | 4\% | (30) | 14\% | (97) | 674 |
| Ideo: Moderate (4) | 22\% | (121) | 28\% | (151) | 11\% | (61) | $14 \%$ | (78) | 25\% | (133) | 544 |
| Ideo: Conservative (5-7) | 15\% | (104) | 17\% | (121) | 12\% | (89) | $34 \%$ | (241) | 22\% | (159) | 712 |
| Educ: < College | 22\% | (333) | 22\% | (340) | 9\% | (134) | 19\% | (292) | 27\% | (413) | 1512 |
| Educ: Bachelors degree | 28\% | (122) | 29\% | (130) | 12\% | (52) | 16\% | (71) | 15\% | (69) | 444 |
| Educ: Post-grad | $33 \%$ | (79) | 21\% | (52) | 11\% | (27) | 16\% | (39) | 19\% | (46) | 243 |

[^225]Table HR13_3: Do you agree or disagree with the following statements?
I like it when late-night shows feature funny sketches with politicians.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 24\% | (534) | 24\% | (522) | 10\% | (213) | 18\% | (402) | 24\% | (527) | 2199 |
| Income: Under 50k | 23\% | (295) | 24\% | (311) | 8\% | (108) | 17\% | (222) | 28\% | (359) | 1297 |
| Income: 50k-100k | 26\% | (163) | 25\% | (155) | $11 \%$ | (68) | 20\% | (124) | 17\% | (105) | 615 |
| Income: $100 \mathrm{k}+$ | 26\% | (76) | 20\% | (56) | 13\% | (36) | 19\% | (56) | 22\% | (63) | 287 |
| Ethnicity: White | 22\% | (376) | 23\% | (395) | 9\% | (157) | 22\% | (371) | 25\% | (422) | 1722 |
| Ethnicity: Hispanic | 28\% | (99) | 26\% | (92) | 10\% | (34) | 12\% | (40) | 24\% | (85) | 350 |
| Ethnicity: Afr. Am. | $37 \%$ | (103) | 26\% | (72) | 11\% | (31) | 4\% | (10) | 21\% | (59) | 274 |
| Ethnicity: Other | 27\% | (55) | 27\% | (55) | $12 \%$ | (25) | 10\% | (21) | 23\% | (46) | 203 |
| Relig: Protestant | 21\% | (114) | 22\% | (118) | $11 \%$ | (57) | 26\% | (138) | 21\% | (112) | 539 |
| Relig: Roman Catholic | 25\% | (107) | 22\% | (95) | 10\% | (43) | 19\% | (82) | 25\% | (109) | 436 |
| Relig: Something Else | 26\% | (48) | 24\% | (45) | 7\% | (14) | 11\% | (21) | $31 \%$ | (58) | 187 |
| Relig: Jewish | $34 \%$ | (18) | 25\% | (13) | 8\% | (4) | 18\% | (10) | 15\% | (8) | 54 |
| Relig: Evangelical | 24\% | (191) | 23\% | (183) | 10\% | (80) | 17\% | (140) | 26\% | (211) | 805 |
| Relig: Non-Evang. Catholics | 22\% | (79) | 21\% | (75) | 10\% | (34) | 28\% | (102) | 19\% | (68) | 357 |
| Relig: All Christian | 23\% | (270) | 22\% | (258) | 10\% | (114) | 21\% | (241) | 24\% | (279) | 1161 |
| Relig: All Non-Christian | 19\% | (42) | 22\% | (50) | 10\% | (23) | 20\% | (45) | 29\% | (64) | 224 |
| Community: Urban | 30\% | (174) | 24\% | (137) | 9\% | (53) | 16\% | (91) | 21\% | (121) | 575 |
| Community: Suburban | 25\% | (246) | 26\% | (255) | 10\% | (97) | 16\% | (155) | 23\% | (228) | 982 |
| Community: Rural | 18\% | (115) | 20\% | (130) | 10\% | (63) | 24\% | (156) | 28\% | (178) | 643 |
| Employ: Private Sector | 28\% | (187) | 25\% | (164) | 12\% | (76) | 18\% | (116) | 18\% | (117) | 661 |
| Employ: Government | 28\% | (35) | 29\% | (36) | 7\% | (9) | 18\% | (23) | 18\% | (22) | 124 |
| Employ: Self-Employed | 26\% | (51) | 29\% | (57) | 6\% | (12) | 17\% | (34) | 22\% | (42) | 195 |
| Employ: Homemaker | 18\% | (30) | 23\% | (39) | 10\% | (16) | 21\% | (36) | 28\% | (48) | 170 |
| Employ: Student | 40\% | (31) | 29\% | (23) | 9\% | (7) | 8\% | (7) | 14\% | (11) | 79 |
| Employ: Retired | 20\% | (106) | 21\% | (108) | 9\% | (46) | 25\% | (129) | 26\% | (135) | 523 |
| Employ: Unemployed | 19\% | (50) | 22\% | (56) | $11 \%$ | (30) | 12\% | (31) | 36\% | (94) | 262 |
| Employ: Other | 24\% | (44) | 21\% | (40) | 9\% | (17) | 14\% | (26) | $31 \%$ | (58) | 185 |
| Military HH: Yes | 20\% | (78) | 25\% | (98) | 10\% | (40) | 20\% | (78) | 24\% | (91) | 384 |
| Military HH: No | 25\% | (457) | 23\% | (424) | 10\% | (173) | 18\% | (324) | 24\% | (436) | 1815 |
| RD/WT: Right Direction | 14\% | (113) | 18\% | (153) | 13\% | (106) | 30\% | (244) | 26\% | (211) | 826 |
| RD/WT: Wrong Track | $31 \%$ | (421) | 27\% | (369) | 8\% | (108) | 12\% | (158) | 23\% | (317) | 1373 |

Continued on next page

Table HR13_3: Do you agree or disagree with the following statements?
I like it when late-night shows feature funny sketches with politicians.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 24\% | (534) | 24\% | (522) | 10\% | (213) | 18\% | (402) | 24\% | (527) | 2199 |
| Trump Job Approve | 13\% | (115) | 17\% | (144) | 14\% | (119) | $32 \%$ | (281) | 24\% | (210) | 870 |
| Trump Job Disapprove | 34\% | (413) | 30\% | (373) | 8\% | (93) | 8\% | (99) | 20\% | (249) | 1227 |
| Trump Job Strongly Approve | 13\% | (57) | 12\% | (52) | 12\% | (52) | 40\% | (176) | 23\% | (103) | 440 |
| Trump Job Somewhat Approve | 13\% | (58) | 21\% | (92) | 16\% | (68) | 25\% | (105) | 25\% | (107) | 429 |
| Trump Job Somewhat Disapprove | 25\% | (73) | 29\% | (87) | 11\% | (33) | 14\% | (43) | 20\% | (60) | 297 |
| Trump Job Strongly Disapprove | 37\% | (340) | $31 \%$ | (286) | 6\% | (59) | 6\% | (56) | 20\% | (189) | 930 |
| Favorable of Trump | 12\% | (102) | 17\% | (143) | 13\% | (113) | $34 \%$ | (285) | 24\% | (205) | 847 |
| Unfavorable of Trump | 35\% | (420) | $31 \%$ | (371) | 8\% | (91) | 8\% | (98) | 19\% | (231) | 1212 |
| Very Favorable of Trump | 13\% | (61) | 11\% | (53) | 12\% | (59) | 40\% | (192) | 24\% | (114) | 479 |
| Somewhat Favorable of Trump | $11 \%$ | (41) | 24\% | (90) | 15\% | (54) | 25\% | (93) | 25\% | (91) | 368 |
| Somewhat Unfavorable of Trump | 24\% | (56) | 28\% | (66) | 11\% | (25) | 17\% | (41) | 20\% | (48) | 236 |
| Very Unfavorable of Trump | 37\% | (364) | $31 \%$ | (305) | 7\% | (66) | 6\% | (57) | 19\% | (183) | 976 |
| \#1 Issue: Economy | 25\% | (141) | 25\% | (139) | 12\% | (65) | 16\% | (89) | 23\% | (126) | 560 |
| \#1 Issue: Security | 13\% | (57) | 17\% | (76) | 12\% | (54) | 35\% | (154) | 23\% | (101) | 441 |
| \#1 Issue: Health Care | 32\% | (118) | 21\% | (78) | 9\% | (34) | 13\% | (46) | 25\% | (92) | 368 |
| \#1 Issue: Medicare / Social Security | $22 \%$ | (80) | 25\% | (89) | 7\% | (27) | 17\% | (62) | 28\% | (100) | 359 |
| \#1 Issue: Women's Issues | 29\% | (36) | 29\% | (36) | 8\% | (10) | 16\% | (20) | 18\% | (22) | 126 |
| \#1 Issue: Education | 27\% | (41) | 31\% | (48) | 10\% | (15) | 5\% | (8) | 27\% | (42) | 154 |
| \#1 Issue: Energy | 43\% | (43) | 32\% | (32) | 4\% | (4) | 4\% | (4) | 17\% | (17) | 100 |
| \#1 Issue: Other | 20\% | (19) | 27\% | (25) | 5\% | (5) | 19\% | (18) | 29\% | (27) | 93 |
| 2018 House Vote: Democrat | 39\% | (324) | 30\% | (256) | 9\% | (74) | 6\% | (48) | 16\% | (138) | 839 |
| 2018 House Vote: Republican | $11 \%$ | (70) | 15\% | (99) | 14\% | (93) | 37\% | (236) | 23\% | (145) | 643 |
| 2018 House Vote: Someone else | 24\% | (25) | 19\% | (20) | 9\% | (9) | 14\% | (15) | 34\% | (35) | 105 |
| 2018 House Vote: Didnt Vote | 18\% | (110) | 24\% | (145) | 6\% | (38) | 17\% | (103) | 35\% | (209) | 605 |
| 2016 Vote: Hillary Clinton | 39\% | (282) | 29\% | (211) | 7\% | (50) | 5\% | (35) | 20\% | (141) | 719 |
| 2016 Vote: Donald Trump | $11 \%$ | (72) | 16\% | (109) | 16\% | (105) | 35\% | (232) | 22\% | (148) | 666 |
| 2016 Vote: Someone else | 27\% | (48) | 29\% | (52) | 9\% | (17) | 15\% | (27) | 19\% | (34) | 178 |
| 2016 Vote: Didnt Vote | 20\% | (128) | 24\% | (148) | 7\% | (42) | 17\% | (108) | 32\% | (203) | 629 |
| Voted in 2014: Yes | 26\% | (360) | 24\% | (327) | 10\% | (142) | 19\% | (258) | 20\% | (279) | 1366 |
| Voted in 2014: No | $21 \%$ | (174) | 23\% | (195) | 9\% | (71) | 17\% | (145) | 30\% | (248) | 833 |

[^226]Table HR13_3: Do you agree or disagree with the following statements?
I like it when late-night shows feature funny sketches with politicians.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 24\% | (534) | 24\% | (522) | 10\% | (213) | 18\% | (402) | 24\% | (527) | 2199 |
| 2012 Vote: Barack Obama | 36\% | (308) | 28\% | (239) | 7\% | (63) | 8\% | (71) | 20\% | (174) | 854 |
| 2012 Vote: Mitt Romney | 13\% | (63) | 16\% | (81) | 16\% | (81) | 36\% | (183) | 19\% | (94) | 501 |
| 2012 Vote: Other | 14\% | (12) | 20\% | (17) | 6\% | (5) | 25\% | (21) | 36\% | (31) | 87 |
| 2012 Vote: Didn't Vote | 20\% | (151) | 24\% | (182) | 8\% | (64) | 17\% | (127) | 30\% | (229) | 752 |
| 4-Region: Northeast | 26\% | (100) | 22\% | (85) | 9\% | (35) | 21\% | (84) | 23\% | (89) | 394 |
| 4-Region: Midwest | 24\% | (111) | 21\% | (98) | 13\% | (61) | 17\% | (80) | 24\% | (112) | 462 |
| 4-Region: South | 23\% | (193) | 24\% | (197) | 9\% | (76) | 18\% | (145) | 26\% | (213) | 824 |
| 4-Region: West | 25\% | (130) | 27\% | (142) | 8\% | (40) | 18\% | (93) | 22\% | (114) | 519 |
| TV shows: Every day | 27\% | (312) | 26\% | (296) | 10\% | (117) | 16\% | (188) | 20\% | (235) | 1148 |
| TV shows: Several times per week | 24\% | (122) | 26\% | (131) | 10\% | (50) | 18\% | (94) | 23\% | (116) | 512 |
| TV shows: About once per week | 27\% | (39) | 24\% | (34) | 9\% | (13) | 21\% | (30) | 19\% | (27) | 144 |
| TV shows: Several times per month | 20\% | (20) | 16\% | (16) | 9\% | (9) | 30\% | (30) | 25\% | (26) | 101 |
| TV shows: About once per month | 12\% | (6) | 20\% | (10) | $14 \%$ | (7) | 15\% | (7) | 40\% | (19) | 48 |
| TV shows: Less often than once per month | 20\% | (16) | 15\% | (12) | 11\% | (9) | 17\% | (13) | 37\% | (29) | 78 |
| TV shows: Never | 12\% | (20) | $14 \%$ | (24) | 5\% | (8) | 24\% | (40) | 45\% | (77) | 169 |
| Movies: Every day | 32\% | (127) | 22\% | (89) | 8\% | (32) | 15\% | (61) | 23\% | (90) | 399 |
| Movies: Several times per week | 23\% | (131) | 28\% | (161) | 12\% | (69) | 17\% | (100) | 20\% | (112) | 574 |
| Movies: About once per week | 32\% | (122) | $24 \%$ | (93) | 10\% | (40) | 18\% | (70) | 15\% | (58) | 383 |
| Movies: Several times per month | $21 \%$ | (59) | 28\% | (76) | 9\% | (25) | 21\% | (58) | 20\% | (56) | 273 |
| Movies: About once per month | 18\% | (32) | 22\% | (38) | 13\% | (23) | 16\% | (27) | 31\% | (53) | 173 |
| Movies: Less often than once per month | $21 \%$ | (43) | 16\% | (33) | 7\% | (15) | 17\% | (34) | 38\% | (76) | 201 |
| Movies: Never | $11 \%$ | (21) | 17\% | (33) | 5\% | (10) | 26\% | (50) | 42\% | (82) | 196 |
| Sports: Every day | 37\% | (58) | 23\% | (36) | 8\% | (13) | 16\% | (25) | 17\% | (26) | 158 |
| Sports: Several times per week | 25\% | (83) | 27\% | (91) | 11\% | (38) | 17\% | (58) | 19\% | (62) | 332 |
| Sports: About once per week | 25\% | (69) | 30\% | (84) | 11\% | (31) | 13\% | (37) | 21\% | (58) | 279 |
| Sports: Several times per month | 25\% | (56) | 24\% | (55) | 12\% | (28) | 20\% | (45) | 19\% | (44) | 228 |
| Sports: About once per month | 30\% | (52) | 27\% | (47) | 10\% | (17) | 14\% | (25) | 19\% | (33) | 174 |
| Sports: Less often than once per month | 24\% | (89) | 23\% | (82) | 9\% | (34) | 22\% | (78) | 22\% | (79) | 363 |
| Sports: Never | 19\% | (127) | 19\% | (127) | 8\% | (52) | 20\% | (134) | 34\% | (225) | 666 |

[^227]Table HR13_3: Do you agree or disagree with the following statements?
I like it when late-night shows feature funny sketches with politicians.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 24\% | (534) | 24\% | (522) | 10\% | (213) | 18\% | (402) | 24\% | (527) | 2199 |
| Cable: I currently subscribe | 28\% | (306) | 26\% | (285) | 9\% | (102) | 17\% | (185) | 21\% | (230) | 1108 |
| Cable: I subscribed in the past | 25\% | (179) | 25\% | (181) | $11 \%$ | (77) | 19\% | (142) | 20\% | (148) | 727 |
| Cable: I have never subscribed | 13\% | (49) | 15\% | (56) | 9\% | (34) | 21\% | (76) | 41\% | (150) | 365 |
| Satellite television: I currently subscribe | 22\% | (113) | 23\% | (119) | 11\% | (59) | 20\% | (106) | 25\% | (129) | 526 |
| Satellite television: I subscribed in the past | 25\% | (151) | 25\% | (149) | 9\% | (56) | 19\% | (111) | 22\% | (131) | 597 |
| Satellite television: I have never subscribed | 25\% | (270) | 24\% | (254) | 9\% | (98) | 17\% | (186) | 25\% | (268) | 1076 |
| Streaming service: I currently subscribe | 29\% | (375) | 26\% | (333) | 9\% | (120) | 18\% | (233) | 19\% | (241) | 1302 |
| Streaming service: I subscribed in the past | 28\% | (66) | 23\% | (54) | 17\% | (39) | 12\% | (27) | 20\% | (47) | 234 |
| Streaming service: I have never subscribed | 14\% | (93) | 20\% | (135) | 8\% | (54) | $21 \%$ | (142) | 36\% | (239) | 663 |
| Film: An avid fan | 35\% | (274) | 27\% | (208) | 9\% | (72) | 11\% | (87) | 18\% | (138) | 779 |
| Film: A casual fan | 20\% | (234) | 24\% | (276) | 11\% | (128) | 21\% | (246) | 23\% | (269) | 1153 |
| Film: Not a fan | 10\% | (27) | 14\% | (38) | 5\% | (13) | 25\% | (68) | 45\% | (121) | 267 |
| Television: An avid fan | 29\% | (329) | 27\% | (307) | 11\% | (126) | 16\% | (182) | 18\% | (209) | 1154 |
| Television: A casual fan | 20\% | (184) | 23\% | (205) | 9\% | (78) | $21 \%$ | (191) | 27\% | (249) | 907 |
| Television: Not a fan | 15\% | (21) | 7\% | (10) | 7\% | (9) | 21\% | (29) | 50\% | (69) | 139 |
| Music: An avid fan | 32\% | (369) | 26\% | (304) | 9\% | (108) | $14 \%$ | (157) | 18\% | (213) | 1152 |
| Music: A casual fan | 17\% | (153) | 22\% | (200) | 11\% | (101) | 23\% | (212) | 27\% | (241) | 907 |
| Music: Not a fan | 9\% | (12) | 12\% | (17) | 3\% | (4) | 23\% | (32) | 53\% | (74) | 140 |
| Fashion: An avid fan | 45\% | (154) | $21 \%$ | (72) | 7\% | (22) | 11\% | (37) | 17\% | (57) | 342 |
| Fashion: A casual fan | 23\% | (195) | 26\% | (222) | 12\% | (105) | 16\% | (141) | 23\% | (199) | 861 |
| Fashion: Not a fan | 19\% | (186) | 23\% | (229) | 9\% | (86) | 23\% | (224) | 27\% | (271) | 996 |

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

Table HR13_4: Do you agree or disagree with the following statements?
I like it when late-night shows feature serious interviews with politicians.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 18\% | (393) | 24\% | (525) | 11\% | (252) | 21\% | (455) | 26\% | (574) | 2199 |
| Gender: Male | 22\% | (229) | 27\% | (290) | 10\% | (106) | 20\% | (208) | 22\% | (228) | 1061 |
| Gender: Female | 14\% | (164) | 21\% | (236) | 13\% | (146) | 22\% | (247) | 30\% | (346) | 1138 |
| Age: 18-29 | 19\% | (78) | 24\% | (97) | 13\% | (52) | 19\% | (79) | 26\% | (105) | 411 |
| Age: 30-44 | 18\% | (108) | 26\% | (159) | 13\% | (77) | 18\% | (110) | 24\% | (146) | 600 |
| Age: 45-54 | 17\% | (57) | 20\% | (66) | 13\% | (42) | 21\% | (70) | 30\% | (100) | 335 |
| Age: 55-64 | 19\% | (78) | 25\% | (104) | 9\% | (38) | 24\% | (100) | 23\% | (96) | 417 |
| Age: 65+ | 17\% | (72) | 23\% | (99) | 10\% | (44) | 22\% | (96) | 29\% | (126) | 436 |
| Generation Z: 18-21 | 21\% | (24) | 25\% | (29) | 13\% | (15) | 14\% | (16) | 28\% | (32) | 116 |
| Millennial: Age 22-37 | 20\% | (130) | 26\% | (174) | 13\% | (86) | 18\% | (120) | 22\% | (147) | 657 |
| Generation X: Age 38-53 | 15\% | (81) | 21\% | (116) | 12\% | (65) | 21\% | (115) | 31\% | (167) | 543 |
| Boomers: Age 54-72 | 19\% | (144) | 24\% | (185) | 10\% | (76) | 22\% | (172) | 25\% | (196) | 772 |
| PID: Dem (no lean) | 29\% | (238) | 29\% | (235) | 10\% | (80) | 9\% | (76) | 22\% | (177) | 806 |
| PID: Ind (no lean) | 13\% | (97) | 20\% | (153) | 12\% | (91) | 23\% | (173) | 32\% | (240) | 754 |
| PID: Rep (no lean) | 9\% | (59) | 21\% | (137) | 13\% | (81) | 32\% | (206) | 25\% | (157) | 639 |
| PID/Gender: Dem Men | 35\% | (137) | $34 \%$ | (134) | 7\% | (29) | 8\% | (31) | 16\% | (64) | 395 |
| PID/Gender: Dem Women | 24\% | (100) | 25\% | (101) | 13\% | (52) | $11 \%$ | (45) | 27\% | (112) | 411 |
| PID/Gender: Ind Men | 17\% | (55) | 24\% | (80) | 10\% | (32) | 21\% | (68) | 28\% | (91) | 326 |
| PID/Gender: Ind Women | 10\% | (42) | 17\% | (73) | 14\% | (59) | 24\% | (104) | 35\% | (149) | 427 |
| PID/Gender: Rep Men | 11\% | (36) | 22\% | (76) | 13\% | (46) | 32\% | (109) | 21\% | (73) | 339 |
| PID/Gender: Rep Women | 7\% | (22) | 20\% | (61) | 12\% | (35) | $32 \%$ | (97) | 28\% | (85) | 300 |
| Ideo: Liberal (1-3) | 32\% | (219) | 29\% | (193) | 11\% | (75) | 9\% | (62) | 19\% | (125) | 674 |
| Ideo: Moderate (4) | 15\% | (83) | 27\% | (147) | 12\% | (67) | 20\% | (107) | 26\% | (140) | 544 |
| Ideo: Conservative (5-7) | $11 \%$ | (80) | 22\% | (160) | $12 \%$ | (89) | 31\% | (217) | 23\% | (167) | 712 |
| Educ: < College | 17\% | (253) | 21\% | (324) | 11\% | (160) | $21 \%$ | (318) | 30\% | (457) | 1512 |
| Educ: Bachelors degree | 18\% | (78) | 33\% | (148) | $14 \%$ | (60) | 21\% | (92) | 15\% | (65) | 444 |
| Educ: Post-grad | 26\% | (62) | 22\% | (54) | 13\% | (32) | 18\% | (45) | $21 \%$ | (51) | 243 |

[^228]Table HR13_4: Do you agree or disagree with the following statements?
I like it when late-night shows feature serious interviews with politicians.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 18\% | (393) | 24\% | (525) | 11\% | (252) | 21\% | (455) | 26\% | (574) | 2199 |
| Income: Under 50k | 18\% | (240) | 22\% | (280) | 12\% | (154) | 18\% | (238) | 30\% | (385) | 1297 |
| Income: 50k-100k | 18\% | (114) | 26\% | (160) | 11\% | (69) | 24\% | (150) | 20\% | (123) | 615 |
| Income: 100k+ | 14\% | (40) | 30\% | (85) | 10\% | (29) | 24\% | (68) | 23\% | (66) | 287 |
| Ethnicity: White | 15\% | (261) | 24\% | (406) | 12\% | (204) | 23\% | (401) | 26\% | (450) | 1722 |
| Ethnicity: Hispanic | 22\% | (77) | 28\% | (97) | 9\% | (31) | 15\% | (52) | 27\% | (93) | 350 |
| Ethnicity: Afr. Am. | 32\% | (88) | 28\% | (76) | 8\% | (21) | 9\% | (24) | 24\% | (67) | 274 |
| Ethnicity: Other | 22\% | (44) | 22\% | (44) | $14 \%$ | (28) | 15\% | (31) | 28\% | (56) | 203 |
| Relig: Protestant | 15\% | (81) | 26\% | (139) | 11\% | (60) | 24\% | (131) | 24\% | (129) | 539 |
| Relig: Roman Catholic | 22\% | (98) | 22\% | (97) | 10\% | (43) | 20\% | (89) | 25\% | (109) | 436 |
| Relig: Something Else | 18\% | (33) | 21\% | (39) | 9\% | (16) | 19\% | (35) | 34\% | (63) | 187 |
| Relig: Jewish | 22\% | (12) | 35\% | (19) | 7\% | (4) | 19\% | (10) | 18\% | (10) | 54 |
| Relig: Evangelical | 18\% | (141) | 24\% | (193) | 11\% | (85) | 20\% | (162) | 28\% | (224) | 805 |
| Relig: Non-Evang. Catholics | 20\% | (71) | 23\% | (82) | 9\% | (34) | 26\% | (93) | 22\% | (77) | 357 |
| Relig: All Christian | 18\% | (212) | 24\% | (275) | 10\% | (119) | 22\% | (255) | 26\% | (301) | 1161 |
| Relig: All Non-Christian | 13\% | (29) | 21\% | (46) | 10\% | (23) | 24\% | (55) | 31\% | (70) | 224 |
| Community: Urban | 22\% | (126) | 23\% | (134) | 11\% | (61) | 20\% | (113) | 24\% | (141) | 575 |
| Community: Suburban | 19\% | (182) | 26\% | (258) | 12\% | (116) | 19\% | (184) | 25\% | (242) | 982 |
| Community: Rural | 13\% | (85) | 21\% | (133) | 12\% | (75) | 25\% | (158) | 30\% | (191) | 643 |
| Employ: Private Sector | 21\% | (137) | 25\% | (165) | 13\% | (84) | 22\% | (144) | 20\% | (130) | 661 |
| Employ: Government | 19\% | (23) | 21\% | (26) | 16\% | (20) | 21\% | (27) | 23\% | (28) | 124 |
| Employ: Self-Employed | 18\% | (34) | 29\% | (56) | 7\% | (15) | 23\% | (44) | 24\% | (46) | 195 |
| Employ: Homemaker | 14\% | (24) | 18\% | (31) | 13\% | (23) | 19\% | (33) | 35\% | (60) | 170 |
| Employ: Student | 30\% | (24) | 26\% | (20) | 18\% | (14) | 8\% | (6) | 18\% | (14) | 79 |
| Employ: Retired | 15\% | (78) | 25\% | (130) | 9\% | (49) | 24\% | (125) | 27\% | (141) | 523 |
| Employ: Unemployed | 17\% | (44) | 19\% | (50) | 10\% | (26) | 17\% | (45) | 37\% | (96) | 262 |
| Employ: Other | 16\% | (29) | 25\% | (47) | 11\% | (21) | 17\% | (31) | $31 \%$ | (57) | 185 |
| Military HH: Yes | 18\% | (68) | 24\% | (92) | 8\% | (33) | 22\% | (86) | 28\% | (106) | 384 |
| Military HH: No | 18\% | (325) | 24\% | (434) | 12\% | (219) | 20\% | (369) | 26\% | (467) | 1815 |
| RD/WT: Right Direction | 12\% | (97) | 20\% | (167) | 13\% | (109) | 27\% | (227) | 27\% | (226) | 826 |
| RD/WT: Wrong Track | 22\% | (296) | 26\% | (358) | 10\% | (143) | 17\% | (228) | 25\% | (348) | 1373 |

[^229]Table HR13_4: Do you agree or disagree with the following statements?
I like it when late-night shows feature serious interviews with politicians.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 18\% | (393) | 24\% | (525) | 11\% | (252) | $21 \%$ | (455) | 26\% | (574) | 2199 |
| Trump Job Approve | $11 \%$ | (99) | 19\% | (166) | $12 \%$ | (108) | $32 \%$ | (276) | 25\% | (220) | 870 |
| Trump Job Disapprove | 24\% | (290) | 29\% | (352) | 11\% | (138) | 13\% | (161) | 23\% | (285) | 1227 |
| Trump Job Strongly Approve | 13\% | (59) | 18\% | (79) | 12\% | (51) | $32 \%$ | (142) | 25\% | (109) | 440 |
| Trump Job Somewhat Approve | 9\% | (40) | 20\% | (88) | 13\% | (57) | $31 \%$ | (133) | 26\% | (111) | 429 |
| Trump Job Somewhat Disapprove | 7\% | (21) | $33 \%$ | (98) | 16\% | (47) | 20\% | (58) | 24\% | (72) | 297 |
| Trump Job Strongly Disapprove | 29\% | (270) | 27\% | (254) | 10\% | (91) | $11 \%$ | (103) | 23\% | (213) | 930 |
| Favorable of Trump | $11 \%$ | (89) | 20\% | (173) | 13\% | (111) | $31 \%$ | (259) | 25\% | (215) | 847 |
| Unfavorable of Trump | 24\% | (297) | 28\% | (341) | 11\% | (129) | 15\% | (178) | 22\% | (267) | 1212 |
| Very Favorable of Trump | 13\% | (62) | 17\% | (83) | 12\% | (56) | $33 \%$ | (157) | 25\% | (120) | 479 |
| Somewhat Favorable of Trump | 7\% | (27) | 24\% | (90) | 15\% | (55) | 28\% | (102) | 26\% | (95) | 368 |
| Somewhat Unfavorable of Trump | 9\% | (21) | $32 \%$ | (76) | 14\% | (34) | 24\% | (56) | $21 \%$ | (49) | 236 |
| Very Unfavorable of Trump | 28\% | (276) | 27\% | (265) | 10\% | (95) | 12\% | (122) | 22\% | (218) | 976 |
| \#1 Issue: Economy | 16\% | (90) | 27\% | (151) | 11\% | (63) | 20\% | (111) | 26\% | (145) | 560 |
| \#1 Issue: Security | 9\% | (42) | $21 \%$ | (91) | 12\% | (54) | 32\% | (141) | 26\% | (114) | 441 |
| \#1 Issue: Health Care | 28\% | (102) | $21 \%$ | (76) | 11\% | (41) | 16\% | (60) | 24\% | (90) | 368 |
| \#1 Issue: Medicare / Social Security | 18\% | (64) | 24\% | (85) | 8\% | (30) | 20\% | (71) | $30 \%$ | (108) | 359 |
| \#1 Issue: Women's Issues | 23\% | (29) | 25\% | (32) | 20\% | (25) | 15\% | (19) | 16\% | (21) | 126 |
| \#1 Issue: Education | 19\% | (29) | 22\% | (33) | 16\% | (24) | 14\% | (22) | 29\% | (45) | 154 |
| \#1 Issue: Energy | 20\% | (20) | 39\% | (39) | 11\% | (11) | $11 \%$ | (11) | 19\% | (19) | 100 |
| \#1 Issue: Other | 20\% | (18) | $21 \%$ | (19) | 4\% | (4) | $21 \%$ | (19) | 35\% | (33) | 93 |
| 2018 House Vote: Democrat | 31\% | (259) | 28\% | (236) | 11\% | (94) | $11 \%$ | (89) | 19\% | (161) | 839 |
| 2018 House Vote: Republican | 9\% | (60) | $21 \%$ | (133) | 13\% | (81) | $33 \%$ | (214) | 24\% | (155) | 643 |
| 2018 House Vote: Someone else | 9\% | (9) | $34 \%$ | (36) | 7\% | (8) | 20\% | (21) | $30 \%$ | (31) | 105 |
| 2018 House Vote: Didnt Vote | 10\% | (61) | 20\% | (119) | 11\% | (68) | 22\% | (131) | 37\% | (226) | 605 |
| 2016 Vote: Hillary Clinton | 30\% | (216) | 28\% | (204) | 11\% | (76) | 10\% | (72) | $21 \%$ | (151) | 719 |
| 2016 Vote: Donald Trump | 9\% | (63) | $21 \%$ | (137) | 12\% | (81) | $33 \%$ | (219) | 25\% | (166) | 666 |
| 2016 Vote: Someone else | 18\% | (32) | 25\% | (45) | $14 \%$ | (25) | 22\% | (39) | 21\% | (37) | 178 |
| 2016 Vote: Didnt Vote | 13\% | (79) | 22\% | (137) | 11\% | (70) | 20\% | (125) | 35\% | (219) | 629 |
| Voted in 2014: Yes | 20\% | (271) | 26\% | (357) | 11\% | (151) | 21\% | (286) | 22\% | (300) | 1366 |
| Voted in 2014: No | 15\% | (122) | 20\% | (169) | 12\% | (100) | 20\% | (169) | $33 \%$ | (274) | 833 |

Continued on next page

Table HR13_4: Do you agree or disagree with the following statements?
I like it when late-night shows feature serious interviews with politicians.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 18\% | (393) | 24\% | (525) | 11\% | (252) | 21\% | (455) | 26\% | (574) | 2199 |
| 2012 Vote: Barack Obama | 27\% | (231) | 29\% | (245) | 10\% | (82) | 13\% | (114) | 21\% | (183) | 854 |
| 2012 Vote: Mitt Romney | 9\% | (47) | 23\% | (114) | 13\% | (67) | 33\% | (164) | 22\% | (109) | 501 |
| 2012 Vote: Other | 7\% | (6) | 23\% | (20) | 16\% | (14) | 25\% | (21) | 29\% | (25) | 87 |
| 2012 Vote: Didn't Vote | 14\% | (107) | 19\% | (144) | 12\% | (89) | 21\% | (156) | 34\% | (257) | 752 |
| 4-Region: Northeast | 21\% | (82) | 20\% | (79) | 10\% | (38) | 24\% | (94) | 26\% | (101) | 394 |
| 4-Region: Midwest | 14\% | (64) | 25\% | (116) | 13\% | (58) | 22\% | (102) | 26\% | (122) | 462 |
| 4-Region: South | 18\% | (149) | 26\% | (212) | 10\% | (82) | 19\% | (157) | 27\% | (224) | 824 |
| 4-Region: West | 19\% | (98) | 23\% | (119) | 14\% | (74) | 20\% | (102) | 24\% | (127) | 519 |
| TV shows: Every day | 20\% | (233) | 25\% | (283) | $11 \%$ | (131) | 21\% | (237) | 23\% | (263) | 1148 |
| TV shows: Several times per week | 16\% | (82) | 29\% | (150) | 11\% | (55) | 19\% | (99) | 25\% | (126) | 512 |
| TV shows: About once per week | 22\% | (31) | 18\% | (25) | 12\% | (18) | 21\% | (31) | 27\% | (39) | 144 |
| TV shows: Several times per month | 12\% | (12) | 27\% | (27) | 18\% | (18) | 20\% | (21) | 23\% | (23) | 101 |
| TV shows: About once per month | 16\% | (8) | 13\% | (6) | $12 \%$ | (6) | 16\% | (7) | 44\% | (21) | 48 |
| TV shows: Less often than once per month | 18\% | (14) | 14\% | (11) | 17\% | (13) | 17\% | (14) | 34\% | (26) | 78 |
| TV shows: Never | 8\% | (13) | 13\% | (22) | 7\% | (11) | 28\% | (47) | 45\% | (76) | 169 |
| Movies: Every day | 27\% | (109) | 17\% | (67) | 10\% | (39) | 21\% | (85) | 25\% | (98) | 399 |
| Movies: Several times per week | 19\% | (107) | $31 \%$ | (178) | 10\% | (56) | 19\% | (111) | 21\% | (122) | 574 |
| Movies: About once per week | 19\% | (72) | 24\% | (94) | 15\% | (58) | 23\% | (87) | 19\% | (72) | 383 |
| Movies: Several times per month | 15\% | (40) | 28\% | (75) | 14\% | (39) | 23\% | (62) | 21\% | (57) | 273 |
| Movies: About once per month | 13\% | (22) | 26\% | (44) | 13\% | (23) | 19\% | (32) | 29\% | (51) | 173 |
| Movies: Less often than once per month | 13\% | (27) | 20\% | (40) | 11\% | (22) | 17\% | (33) | 39\% | (78) | 201 |
| Movies: Never | 8\% | (16) | 14\% | (27) | 7\% | (15) | 23\% | (45) | 48\% | (94) | 196 |
| Sports: Every day | 37\% | (58) | 22\% | (35) | 7\% | (10) | 18\% | (28) | 17\% | (27) | 158 |
| Sports: Several times per week | 17\% | (56) | 34\% | (114) | 12\% | (38) | 20\% | (66) | 17\% | (58) | 332 |
| Sports: About once per week | 23\% | (63) | 28\% | (78) | 13\% | (36) | 17\% | (48) | 19\% | (53) | 279 |
| Sports: Several times per month | 16\% | (37) | 26\% | (59) | 17\% | (38) | 21\% | (47) | 21\% | (47) | 228 |
| Sports: About once per month | 14\% | (24) | 24\% | (41) | 18\% | (31) | 19\% | (33) | 25\% | (44) | 174 |
| Sports: Less often than once per month | 16\% | (59) | 24\% | (87) | 12\% | (44) | 20\% | (74) | 27\% | (98) | 363 |
| Sports: Never | 14\% | (96) | 17\% | (111) | 8\% | (54) | 24\% | (159) | 37\% | (246) | 666 |

Continued on next page

Table HR13_4: Do you agree or disagree with the following statements?
I like it when late-night shows feature serious interviews with politicians.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 18\% | (393) | 24\% | (525) | 11\% | (252) | 21\% | (455) | 26\% | (574) | 2199 |
| Cable: I currently subscribe | 20\% | (221) | 25\% | (282) | 12\% | (129) | 20\% | (220) | 23\% | (256) | 1108 |
| Cable: I subscribed in the past | 18\% | (134) | 24\% | (178) | $12 \%$ | (85) | 23\% | (169) | 22\% | (162) | 727 |
| Cable: I have never subscribed | 11\% | (38) | 18\% | (66) | 11\% | (39) | 18\% | (66) | 43\% | (156) | 365 |
| Satellite television: I currently subscribe | 19\% | (100) | 24\% | (125) | 12\% | (65) | 19\% | (99) | 26\% | (137) | 526 |
| Satellite television: I subscribed in the past | 18\% | (107) | 24\% | (146) | 12\% | (75) | 22\% | (133) | 23\% | (136) | 597 |
| Satellite television: I have never subscribed | 17\% | (186) | 24\% | (254) | 10\% | (113) | 21\% | (222) | 28\% | (301) | 1076 |
| Streaming service: I currently subscribe | 20\% | (267) | 26\% | (332) | 11\% | (141) | 22\% | (289) | 21\% | (273) | 1302 |
| Streaming service: I subscribed in the past | 21\% | (50) | 25\% | (58) | 16\% | (38) | 14\% | (33) | 23\% | (55) | 234 |
| Streaming service: I have never subscribed | 12\% | (77) | 20\% | (135) | 11\% | (73) | 20\% | (133) | 37\% | (246) | 663 |
| Film: An avid fan | 25\% | (198) | 27\% | (211) | 11\% | (88) | 17\% | (135) | 19\% | (149) | 779 |
| Film: A casual fan | 15\% | (172) | 24\% | (279) | 13\% | (149) | 23\% | (263) | 25\% | (290) | 1153 |
| Film: Not a fan | 9\% | (23) | 13\% | (36) | 6\% | (15) | 21\% | (57) | 51\% | (135) | 267 |
| Television: An avid fan | 22\% | (249) | 27\% | (312) | $12 \%$ | (137) | 19\% | (222) | 20\% | (234) | 1154 |
| Television: A casual fan | 15\% | (132) | 22\% | (198) | 11\% | (102) | 23\% | (205) | 30\% | (269) | 907 |
| Television: Not a fan | 9\% | (13) | 11\% | (15) | 9\% | (12) | 20\% | (28) | 51\% | (71) | 139 |
| Music: An avid fan | 23\% | (260) | 28\% | (320) | 12\% | (133) | 17\% | (200) | 21\% | (240) | 1152 |
| Music: A casual fan | 14\% | (125) | 21\% | (188) | 13\% | (115) | 25\% | (228) | 28\% | (252) | 907 |
| Music: Not a fan | 6\% | (9) | 12\% | (17) | 3\% | (4) | 20\% | (28) | 58\% | (82) | 140 |
| Fashion: An avid fan | 37\% | (128) | 22\% | (76) | 8\% | (28) | 12\% | (40) | 21\% | (70) | 342 |
| Fashion: A casual fan | 16\% | (135) | 27\% | (234) | 12\% | (105) | 20\% | (170) | 25\% | (216) | 861 |
| Fashion: Not a fan | 13\% | (130) | 22\% | (215) | 12\% | (119) | 25\% | (245) | 29\% | (287) | 996 |

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

Table HR13_5: Do you agree or disagree with the following statements?
I like it when late-night shows feature political commentators or journalists as guests.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 17\% | (373) | 24\% | (518) | 12\% | (267) | 21\% | (465) | 26\% | (575) | 2199 |
| Gender: Male | 20\% | (209) | 25\% | (266) | 12\% | (123) | 21\% | (223) | 23\% | (240) | 1061 |
| Gender: Female | 14\% | (164) | 22\% | (253) | 13\% | (145) | 21\% | (242) | 29\% | (335) | 1138 |
| Age: 18-29 | 21\% | (87) | 27\% | (110) | 9\% | (35) | 18\% | (75) | 26\% | (105) | 411 |
| Age: 30-44 | 16\% | (99) | 26\% | (156) | 14\% | (86) | 18\% | (107) | 25\% | (153) | 600 |
| Age: 45-54 | 16\% | (55) | 21\% | (70) | 18\% | (59) | 20\% | (66) | 25\% | (85) | 335 |
| Age: 55-64 | 16\% | (69) | 23\% | (96) | 9\% | (39) | 27\% | (111) | 25\% | (102) | 417 |
| Age: 65+ | 15\% | (64) | 20\% | (87) | 11\% | (48) | 24\% | (106) | 30\% | (130) | 436 |
| Generation Z: 18-21 | 29\% | (34) | 26\% | (30) | 8\% | (9) | 11\% | (12) | 26\% | (31) | 116 |
| Millennial: Age 22-37 | 18\% | (120) | 28\% | (185) | 13\% | (82) | 18\% | (116) | 23\% | (154) | 657 |
| Generation X: Age 38-53 | 14\% | (79) | 21\% | (116) | 15\% | (82) | 21\% | (112) | 28\% | (154) | 543 |
| Boomers: Age 54-72 | 16\% | (127) | $21 \%$ | (166) | 10\% | (80) | 25\% | (193) | 27\% | (206) | 772 |
| PID: Dem (no lean) | 30\% | (244) | $31 \%$ | (252) | 10\% | (80) | 9\% | (73) | 20\% | (158) | 806 |
| PID: Ind (no lean) | 10\% | (77) | 22\% | (162) | 13\% | (95) | 22\% | (169) | 33\% | (251) | 754 |
| PID: Rep (no lean) | 8\% | (52) | 16\% | (104) | 14\% | (93) | 35\% | (224) | 26\% | (167) | 639 |
| PID/Gender: Dem Men | 34\% | (135) | 33\% | (132) | 10\% | (39) | 8\% | (33) | 14\% | (56) | 395 |
| PID/Gender: Dem Women | 26\% | (109) | 29\% | (120) | 10\% | (41) | 10\% | (40) | 25\% | (101) | 411 |
| PID/Gender: Ind Men | 13\% | (44) | 24\% | (77) | 12\% | (38) | 21\% | (69) | 30\% | (98) | 326 |
| PID/Gender: Ind Women | 8\% | (33) | 20\% | (85) | 13\% | (57) | 23\% | (100) | 36\% | (152) | 427 |
| PID/Gender: Rep Men | 9\% | (31) | 17\% | (56) | 13\% | (46) | 36\% | (121) | 25\% | (85) | 339 |
| PID/Gender: Rep Women | 7\% | (21) | 16\% | (48) | 16\% | (47) | 34\% | (103) | 27\% | (81) | 300 |
| Ideo: Liberal (1-3) | 35\% | (233) | 33\% | (225) | 9\% | (60) | 7\% | (45) | 16\% | (111) | 674 |
| Ideo: Moderate (4) | 13\% | (68) | 30\% | (161) | 16\% | (87) | 18\% | (97) | 24\% | (132) | 544 |
| Ideo: Conservative (5-7) | 9\% | (61) | 15\% | (108) | 14\% | (101) | 37\% | (262) | 25\% | (180) | 712 |
| Educ: < College | 16\% | (242) | $21 \%$ | (316) | 11\% | (169) | 22\% | (331) | 30\% | (453) | 1512 |
| Educ: Bachelors degree | 16\% | (70) | 32\% | (142) | 16\% | (71) | 20\% | (87) | 17\% | (74) | 444 |
| Educ: Post-grad | 25\% | (60) | 25\% | (60) | 11\% | (27) | 19\% | (47) | 20\% | (49) | 243 |

[^230]Table HR13_5: Do you agree or disagree with the following statements?
I like it when late-night shows feature political commentators or journalists as guests.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 17\% | (373) | 24\% | (518) | 12\% | (267) | 21\% | (465) | 26\% | (575) | 2199 |
| Income: Under 50k | 18\% | (227) | 23\% | (302) | 11\% | (139) | 19\% | (246) | 29\% | (382) | 1297 |
| Income: 50k-100k | 17\% | (106) | 23\% | (139) | 14\% | (89) | 24\% | (149) | 21\% | (132) | 615 |
| Income: 100k+ | 14\% | (40) | 27\% | (77) | 14\% | (39) | 24\% | (70) | $21 \%$ | (62) | 287 |
| Ethnicity: White | 14\% | (242) | 22\% | (382) | 13\% | (216) | 24\% | (415) | 27\% | (467) | 1722 |
| Ethnicity: Hispanic | 24\% | (83) | 29\% | (103) | 11\% | (39) | 13\% | (45) | 23\% | (79) | 350 |
| Ethnicity: Afr. Am. | 32\% | (88) | 28\% | (76) | 9\% | (25) | 9\% | (24) | 23\% | (62) | 274 |
| Ethnicity: Other | 21\% | (43) | 30\% | (61) | 13\% | (27) | 13\% | (27) | 23\% | (46) | 203 |
| Relig: Protestant | 12\% | (64) | 22\% | (117) | 12\% | (67) | 30\% | (163) | 24\% | (129) | 539 |
| Relig: Roman Catholic | 22\% | (97) | 22\% | (95) | 11\% | (47) | 20\% | (85) | 26\% | (111) | 436 |
| Relig: Something Else | 14\% | (26) | 24\% | (44) | 11\% | (21) | 19\% | (36) | 32\% | (60) | 187 |
| Relig: Jewish | 25\% | (14) | 24\% | (13) | 7\% | (4) | 25\% | (13) | 19\% | (10) | 54 |
| Relig: Evangelical | 16\% | (132) | 23\% | (184) | 12\% | (100) | 21\% | (165) | 28\% | (223) | 805 |
| Relig: Non-Evang. Catholics | 15\% | (54) | 20\% | (72) | 10\% | (35) | 33\% | (118) | 22\% | (77) | 357 |
| Relig: All Christian | 16\% | (186) | 22\% | (257) | 12\% | (135) | 24\% | (284) | 26\% | (300) | 1161 |
| Relig: All Non-Christian | 11\% | (26) | 26\% | (58) | 13\% | (29) | 21\% | (48) | 29\% | (64) | 224 |
| Community: Urban | 24\% | (139) | 24\% | (138) | 11\% | (65) | 18\% | (105) | 22\% | (128) | 575 |
| Community: Suburban | 17\% | (168) | 27\% | (265) | 13\% | (123) | 19\% | (182) | 25\% | (243) | 982 |
| Community: Rural | 10\% | (66) | 18\% | (116) | 12\% | (79) | 28\% | (178) | 32\% | (203) | 643 |
| Employ: Private Sector | 18\% | (120) | 27\% | (180) | 14\% | (94) | 22\% | (144) | 19\% | (123) | 661 |
| Employ: Government | 19\% | (23) | 25\% | (31) | 10\% | (13) | 20\% | (25) | 26\% | (33) | 124 |
| Employ: Self-Employed | 14\% | (28) | 27\% | (52) | 11\% | (22) | 26\% | (51) | 21\% | (42) | 195 |
| Employ: Homemaker | 14\% | (24) | 18\% | (31) | 12\% | (21) | 23\% | (40) | 33\% | (55) | 170 |
| Employ: Student | 38\% | (30) | 27\% | (21) | 12\% | (9) | 12\% | (9) | $11 \%$ | (9) | 79 |
| Employ: Retired | 13\% | (68) | 22\% | (115) | 11\% | (60) | 25\% | (129) | 29\% | (151) | 523 |
| Employ: Unemployed | 18\% | (47) | 15\% | (40) | 13\% | (34) | 14\% | (36) | 40\% | (105) | 262 |
| Employ: Other | 18\% | (33) | 26\% | (48) | 8\% | (15) | 17\% | (31) | 31\% | (57) | 185 |
| Military HH: Yes | 16\% | (63) | 24\% | (91) | 13\% | (48) | 20\% | (75) | 28\% | (107) | 384 |
| Military HH: No | 17\% | (310) | 24\% | (427) | 12\% | (219) | 21\% | (390) | 26\% | (468) | 1815 |
| RD/WT: Right Direction | 10\% | (86) | 17\% | (144) | 15\% | (121) | 30\% | (244) | 28\% | (231) | 826 |
| RD/WT: Wrong Track | $21 \%$ | (287) | 27\% | (375) | 11\% | (146) | 16\% | (221) | 25\% | (344) | 1373 |

[^231]Table HR13_5: Do you agree or disagree with the following statements?
I like it when late-night shows feature political commentators or journalists as guests.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 17\% | (373) | 24\% | (518) | 12\% | (267) | 21\% | (465) | 26\% | (575) | 2199 |
| Trump Job Approve | 9\% | (80) | 16\% | (137) | 15\% | (130) | $34 \%$ | (298) | 26\% | (224) | 870 |
| Trump Job Disapprove | 23\% | (288) | $31 \%$ | (374) | 11\% | (137) | 12\% | (148) | 23\% | (279) | 1227 |
| Trump Job Strongly Approve | $11 \%$ | (48) | 13\% | (59) | 13\% | (58) | 37\% | (162) | 26\% | (112) | 440 |
| Trump Job Somewhat Approve | 8\% | (32) | 18\% | (78) | 17\% | (72) | 32\% | (136) | 26\% | (111) | 429 |
| Trump Job Somewhat Disapprove | 9\% | (28) | 28\% | (82) | 20\% | (58) | 20\% | (59) | 23\% | (69) | 297 |
| Trump Job Strongly Disapprove | 28\% | (261) | 31\% | (292) | 8\% | (79) | 10\% | (88) | 23\% | (210) | 930 |
| Favorable of Trump | 9\% | (73) | 15\% | (125) | 15\% | (127) | 35\% | (297) | 27\% | (226) | 847 |
| Unfavorable of Trump | 24\% | (290) | 32\% | (384) | 11\% | (131) | 13\% | (153) | 21\% | (253) | 1212 |
| Very Favorable of Trump | 10\% | (48) | 12\% | (56) | 14\% | (67) | 38\% | (180) | 27\% | (128) | 479 |
| Somewhat Favorable of Trump | 7\% | (25) | 19\% | (68) | 16\% | (60) | $32 \%$ | (117) | 27\% | (98) | 368 |
| Somewhat Unfavorable of Trump | 8\% | (19) | 27\% | (64) | 19\% | (44) | 23\% | (55) | 23\% | (54) | 236 |
| Very Unfavorable of Trump | 28\% | (271) | 33\% | (320) | 9\% | (87) | 10\% | (98) | 20\% | (200) | 976 |
| \#1 Issue: Economy | 15\% | (84) | 26\% | (147) | 14\% | (79) | 21\% | (115) | 24\% | (135) | 560 |
| \#1 Issue: Security | 7\% | (31) | 17\% | (76) | 15\% | (67) | 36\% | (158) | 25\% | (109) | 441 |
| \#1 Issue: Health Care | 27\% | (100) | 22\% | (80) | 9\% | (35) | 16\% | (57) | 26\% | (96) | 368 |
| \#1 Issue: Medicare / Social Security | 18\% | (63) | 24\% | (85) | 7\% | (24) | 20\% | (73) | 32\% | (113) | 359 |
| \#1 Issue: Women's Issues | 27\% | (34) | 27\% | (34) | 13\% | (16) | 18\% | (22) | 15\% | (19) | 126 |
| \#1 Issue: Education | 13\% | (21) | 33\% | (50) | 18\% | (27) | 7\% | (11) | 29\% | (44) | 154 |
| \#1 Issue: Energy | 27\% | (26) | 29\% | (29) | 11\% | (11) | 11\% | (11) | 22\% | (22) | 100 |
| \#1 Issue: Other | 15\% | (14) | 19\% | (17) | 8\% | (8) | 19\% | (17) | 39\% | (37) | 93 |
| 2018 House Vote: Democrat | $31 \%$ | (260) | 33\% | (275) | 10\% | (88) | 7\% | (62) | 18\% | (154) | 839 |
| 2018 House Vote: Republican | 6\% | (41) | 15\% | (100) | 15\% | (96) | 37\% | (240) | 26\% | (166) | 643 |
| 2018 House Vote: Someone else | 5\% | (5) | 28\% | (30) | 13\% | (14) | 22\% | (23) | $32 \%$ | (34) | 105 |
| 2018 House Vote: Didnt Vote | 10\% | (62) | 19\% | (113) | 11\% | (69) | 23\% | (140) | 37\% | (221) | 605 |
| 2016 Vote: Hillary Clinton | 33\% | (234) | 32\% | (231) | 9\% | (63) | 6\% | (44) | 20\% | (146) | 719 |
| 2016 Vote: Donald Trump | 6\% | (42) | 14\% | (94) | 17\% | (114) | 37\% | (245) | 26\% | (171) | 666 |
| 2016 Vote: Someone else | 13\% | (23) | 30\% | (53) | 11\% | (19) | 21\% | (38) | 25\% | (45) | 178 |
| 2016 Vote: Didnt Vote | 11\% | (70) | 22\% | (138) | 11\% | (72) | 22\% | (139) | 34\% | (212) | 629 |
| Voted in 2014: Yes | 18\% | (251) | 26\% | (356) | 12\% | (170) | 21\% | (280) | 23\% | (309) | 1366 |
| Voted in 2014: No | 15\% | (122) | 20\% | (163) | 12\% | (97) | 22\% | (185) | 32\% | (266) | 833 |

[^232]Table HR13_5: Do you agree or disagree with the following statements?
I like it when late-night shows feature political commentators or journalists as guests.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 17\% | (373) | 24\% | (518) | $12 \%$ | (267) | 21\% | (465) | 26\% | (575) | 2199 |
| 2012 Vote: Barack Obama | 28\% | (241) | $31 \%$ | (262) | 10\% | (89) | 10\% | (85) | 21\% | (176) | 854 |
| 2012 Vote: Mitt Romney | 5\% | (26) | 17\% | (84) | 15\% | (77) | 40\% | (199) | 23\% | (116) | 501 |
| 2012 Vote: Other | 3\% | (3) | 21\% | (18) | 18\% | (16) | 26\% | (22) | 32\% | (28) | 87 |
| 2012 Vote: Didn't Vote | 14\% | (102) | 20\% | (151) | 11\% | (85) | 21\% | (158) | 34\% | (255) | 752 |
| 4-Region: Northeast | 20\% | (80) | 21\% | (82) | 14\% | (53) | 20\% | (80) | 25\% | (99) | 394 |
| 4-Region: Midwest | 13\% | (62) | 22\% | (103) | 13\% | (61) | 25\% | (114) | 26\% | (122) | 462 |
| 4-Region: South | 16\% | (132) | 23\% | (189) | 12\% | (100) | 20\% | (161) | 29\% | (241) | 824 |
| 4-Region: West | 19\% | (99) | 28\% | (144) | 10\% | (53) | 21\% | (110) | 22\% | (113) | 519 |
| TV shows: Every day | 19\% | (224) | 25\% | (284) | 13\% | (146) | 20\% | (228) | 23\% | (266) | 1148 |
| TV shows: Several times per week | 14\% | (71) | 26\% | (136) | $14 \%$ | (73) | 22\% | (111) | 24\% | (122) | 512 |
| TV shows: About once per week | 22\% | (31) | 27\% | (39) | 11\% | (16) | 18\% | (26) | 22\% | (31) | 144 |
| TV shows: Several times per month | 15\% | (15) | 24\% | (25) | 7\% | (8) | 27\% | (27) | 27\% | (27) | 101 |
| TV shows: About once per month | 10\% | (5) | 16\% | (7) | 10\% | (5) | 21\% | (10) | 43\% | (21) | 48 |
| TV shows: Less often than once per month | 16\% | (12) | 14\% | (11) | 14\% | (11) | 18\% | (14) | 39\% | (30) | 78 |
| TV shows: Never | 9\% | (15) | 10\% | (17) | 6\% | (10) | 29\% | (50) | 46\% | (78) | 169 |
| Movies: Every day | 27\% | (108) | 18\% | (70) | 12\% | (48) | 20\% | (81) | 23\% | (91) | 399 |
| Movies: Several times per week | 15\% | (87) | 31\% | (178) | 12\% | (70) | 20\% | (112) | 22\% | (127) | 574 |
| Movies: About once per week | 19\% | (72) | 26\% | (101) | 16\% | (63) | 21\% | (79) | 18\% | (68) | 383 |
| Movies: Several times per month | 14\% | (38) | 26\% | (71) | 13\% | (37) | 23\% | (63) | 24\% | (65) | 273 |
| Movies: About once per month | 11\% | (19) | 23\% | (40) | 12\% | (21) | 23\% | (39) | 31\% | (53) | 173 |
| Movies: Less often than once per month | 16\% | (31) | 17\% | (34) | 8\% | (17) | 19\% | (37) | 40\% | (81) | 201 |
| Movies: Never | 9\% | (17) | 12\% | (24) | 6\% | (12) | 27\% | (53) | 46\% | (91) | 196 |
| Sports: Every day | 38\% | (60) | 19\% | (30) | 13\% | (21) | 15\% | (23) | 15\% | (23) | 158 |
| Sports: Several times per week | 13\% | (42) | $31 \%$ | (103) | 13\% | (43) | 24\% | (79) | 19\% | (64) | 332 |
| Sports: About once per week | 20\% | (56) | $34 \%$ | (94) | 13\% | (36) | 15\% | (41) | 19\% | (53) | 279 |
| Sports: Several times per month | 19\% | (44) | 24\% | (54) | 16\% | (37) | 22\% | (50) | 19\% | (43) | 228 |
| Sports: About once per month | 13\% | (23) | 31\% | (54) | 14\% | (24) | 21\% | (37) | 21\% | (36) | 174 |
| Sports: Less often than once per month | 16\% | (59) | 24\% | (87) | 13\% | (48) | 21\% | (76) | 26\% | (93) | 363 |
| Sports: Never | 13\% | (89) | 15\% | (97) | 9\% | (58) | 24\% | (158) | 40\% | (264) | 666 |

[^233]Table HR13_5: Do you agree or disagree with the following statements?
I like it when late-night shows feature political commentators or journalists as guests.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 17\% | (373) | 24\% | (518) | 12\% | (267) | 21\% | (465) | 26\% | (575) | 2199 |
| Cable: I currently subscribe | 20\% | (219) | 26\% | (286) | 12\% | (138) | 18\% | (204) | 24\% | (261) | 1108 |
| Cable: I subscribed in the past | 15\% | (110) | 24\% | (172) | 14\% | (99) | 25\% | (185) | 22\% | (160) | 727 |
| Cable: I have never subscribed | 12\% | (43) | 17\% | (61) | 8\% | (31) | 21\% | (76) | 42\% | (154) | 365 |
| Satellite television: I currently subscribe | 16\% | (86) | 21\% | (108) | 14\% | (75) | 22\% | (115) | 27\% | (142) | 526 |
| Satellite television: I subscribed in the past | 16\% | (96) | 24\% | (144) | 13\% | (78) | 23\% | (139) | 24\% | (141) | 597 |
| Satellite television: I have never subscribed | 18\% | (190) | 25\% | (267) | 11\% | (115) | 20\% | (211) | 27\% | (293) | 1076 |
| Streaming service: I currently subscribe | 20\% | (254) | 26\% | (343) | 12\% | (162) | 22\% | (285) | 20\% | (258) | 1302 |
| Streaming service: I subscribed in the past | 24\% | (56) | 19\% | (45) | 15\% | (36) | 19\% | (44) | 23\% | (53) | 234 |
| Streaming service: I have never subscribed | 9\% | (63) | 20\% | (130) | 11\% | (70) | 20\% | (136) | 40\% | (264) | 663 |
| Film: An avid fan | 25\% | (196) | 26\% | (204) | 12\% | (97) | 17\% | (130) | 19\% | (152) | 779 |
| Film: A casual fan | 14\% | (161) | 24\% | (275) | 13\% | (149) | 24\% | (271) | 26\% | (296) | 1153 |
| Film: Not a fan | 6\% | (16) | 15\% | (40) | 8\% | (21) | 24\% | (64) | 48\% | (127) | 267 |
| Television: An avid fan | 20\% | (233) | 26\% | (303) | 13\% | (148) | 20\% | (232) | 21\% | (237) | 1154 |
| Television: A casual fan | 14\% | (127) | 22\% | (202) | 12\% | (109) | 23\% | (205) | 29\% | (264) | 907 |
| Television: Not a fan | 10\% | (14) | 10\% | (13) | 7\% | (10) | 20\% | (28) | 53\% | (74) | 139 |
| Music: An avid fan | 21\% | (246) | 27\% | (316) | 13\% | (153) | 17\% | (199) | 21\% | (237) | 1152 |
| Music: A casual fan | 13\% | (120) | 20\% | (183) | 12\% | (107) | 26\% | (238) | 29\% | (259) | 907 |
| Music: Not a fan | 5\% | (8) | 13\% | (19) | 5\% | (7) | 20\% | (28) | 56\% | (79) | 140 |
| Fashion: An avid fan | 35\% | (120) | 28\% | (95) | 9\% | (29) | 11\% | (39) | 17\% | (59) | 342 |
| Fashion: A casual fan | 16\% | (142) | 25\% | (213) | 14\% | (121) | 20\% | (173) | 25\% | (213) | 861 |
| Fashion: Not a fan | 11\% | (112) | 21\% | (211) | $12 \%$ | (117) | 25\% | (253) | 30\% | (303) | 996 |

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

Table HR13_6: Do you agree or disagree with the following statements?
I like it when late-night hosts give their personal opinion on political issues.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 18\% | (406) | 22\% | (475) | 11\% | (232) | 25\% | (551) | 24\% | (534) | 2199 |
| Gender: Male | 21\% | (223) | 22\% | (232) | 9\% | (96) | 27\% | (288) | 21\% | (221) | 1061 |
| Gender: Female | 16\% | (183) | 21\% | (243) | 12\% | (136) | 23\% | (263) | 28\% | (313) | 1138 |
| Age: 18-29 | 24\% | (100) | 24\% | (100) | 12\% | (49) | 16\% | (64) | 24\% | (98) | 411 |
| Age: 30-44 | 20\% | (119) | 27\% | (160) | 10\% | (58) | 19\% | (116) | 25\% | (148) | 600 |
| Age: 45-54 | 18\% | (59) | 20\% | (68) | 13\% | (43) | 25\% | (84) | 24\% | (79) | 335 |
| Age: 55-64 | 16\% | (66) | 19\% | (80) | 10\% | (43) | 33\% | (135) | 22\% | (91) | 417 |
| Age: 65+ | 14\% | (62) | 15\% | (67) | 9\% | (38) | 35\% | (151) | 27\% | (118) | 436 |
| Generation Z: 18-21 | 30\% | (35) | 20\% | (23) | 9\% | (10) | 12\% | (14) | 29\% | (34) | 116 |
| Millennial: Age 22-37 | 22\% | (144) | 29\% | (188) | 12\% | (76) | 17\% | (111) | 21\% | (138) | 657 |
| Generation X: Age 38-53 | 17\% | (91) | 20\% | (111) | 12\% | (65) | 24\% | (129) | 27\% | (149) | 543 |
| Boomers: Age 54-72 | 16\% | (122) | 18\% | (142) | 9\% | (70) | 32\% | (251) | 24\% | (188) | 772 |
| PID: Dem (no lean) | 34\% | (273) | 29\% | (232) | 8\% | (68) | 8\% | (67) | 21\% | (166) | 806 |
| PID: Ind (no lean) | 12\% | (92) | 22\% | (166) | 9\% | (70) | 26\% | (193) | $31 \%$ | (233) | 754 |
| PID: Rep (no lean) | 6\% | (41) | 12\% | (78) | 15\% | (94) | 46\% | (291) | 21\% | (136) | 639 |
| PID/Gender: Dem Men | 38\% | (150) | 30\% | (118) | 7\% | (28) | 10\% | (39) | 15\% | (61) | 395 |
| PID/Gender: Dem Women | 30\% | (123) | 28\% | (114) | 10\% | (40) | 7\% | (29) | 26\% | (106) | 411 |
| PID/Gender: Ind Men | 15\% | (48) | 23\% | (74) | 8\% | (28) | 26\% | (85) | 28\% | (91) | 326 |
| PID/Gender: Ind Women | 10\% | (44) | 21\% | (91) | 10\% | (43) | 25\% | (108) | 33\% | (141) | 427 |
| PID/Gender: Rep Men | 7\% | (25) | 12\% | (40) | 12\% | (41) | 49\% | (165) | 20\% | (69) | 339 |
| PID/Gender: Rep Women | 6\% | (17) | 13\% | (38) | 18\% | (53) | 42\% | (126) | 22\% | (67) | 300 |
| Ideo: Liberal (1-3) | 38\% | (257) | 31\% | (207) | 9\% | (62) | 5\% | (36) | 16\% | (111) | 674 |
| Ideo: Moderate (4) | 14\% | (74) | 26\% | (143) | 12\% | (64) | 23\% | (123) | 26\% | (140) | 544 |
| Ideo: Conservative (5-7) | 8\% | (60) | 13\% | (90) | 13\% | (89) | 47\% | (338) | 19\% | (135) | 712 |
| Educ: < College | 17\% | (261) | 19\% | (294) | 11\% | (161) | 24\% | (367) | 28\% | (429) | 1512 |
| Educ: Bachelors degree | 21\% | (95) | 27\% | (120) | 11\% | (48) | 27\% | (120) | 14\% | (61) | 444 |
| Educ: Post-grad | 21\% | (51) | 25\% | (60) | 10\% | (24) | 26\% | (64) | 18\% | (44) | 243 |

[^234]Table HR13_6: Do you agree or disagree with the following statements?
I like it when late-night hosts give their personal opinion on political issues.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 18\% | (406) | 22\% | (475) | 11\% | (232) | 25\% | (551) | 24\% | (534) | 2199 |
| Income: Under 50k | 19\% | (249) | 22\% | (284) | 10\% | (127) | 21\% | (269) | 28\% | (367) | 1297 |
| Income: 50k-100k | 19\% | (115) | 22\% | (135) | 12\% | (74) | 28\% | (174) | 19\% | (117) | 615 |
| Income: 100k+ | 15\% | (42) | 20\% | (56) | $11 \%$ | (31) | 37\% | (107) | 17\% | (50) | 287 |
| Ethnicity: White | 15\% | (262) | 20\% | (348) | 11\% | (192) | 29\% | (505) | 24\% | (416) | 1722 |
| Ethnicity: Hispanic | 30\% | (106) | 21\% | (75) | 10\% | (33) | 15\% | (53) | 24\% | (82) | 350 |
| Ethnicity: Afr. Am. | 34\% | (95) | 30\% | (82) | 6\% | (16) | 5\% | (14) | 25\% | (68) | 274 |
| Ethnicity: Other | 25\% | (50) | 23\% | (46) | 12\% | (24) | 16\% | (32) | 25\% | (51) | 203 |
| Relig: Protestant | 14\% | (74) | 18\% | (99) | $12 \%$ | (67) | 35\% | (188) | 21\% | (111) | 539 |
| Relig: Roman Catholic | 22\% | (97) | 17\% | (73) | 9\% | (41) | 29\% | (126) | 23\% | (99) | 436 |
| Relig: Something Else | 20\% | (38) | 25\% | (47) | 7\% | (14) | 18\% | (34) | 29\% | (54) | 187 |
| Relig: Jewish | 20\% | (11) | 31\% | (17) | 2\% | (1) | 27\% | (14) | 21\% | (11) | 54 |
| Relig: Evangelical | 19\% | (151) | 21\% | (166) | 9\% | (76) | 27\% | (213) | 25\% | (198) | 805 |
| Relig: Non-Evang. Catholics | 16\% | (58) | 15\% | (52) | 13\% | (46) | 38\% | (135) | 18\% | (66) | 357 |
| Relig: All Christian | 18\% | (209) | 19\% | (218) | 10\% | (122) | 30\% | (348) | 23\% | (264) | 1161 |
| Relig: All Non-Christian | 16\% | (37) | 18\% | (41) | 9\% | (20) | 25\% | (56) | 31\% | (70) | 224 |
| Community: Urban | 25\% | (146) | 23\% | (131) | 9\% | (55) | 21\% | (118) | 22\% | (126) | 575 |
| Community: Suburban | 20\% | (194) | 23\% | (225) | 11\% | (109) | 23\% | (227) | 23\% | (227) | 982 |
| Community: Rural | 10\% | (66) | 19\% | (120) | 11\% | (69) | 32\% | (206) | 28\% | (182) | 643 |
| Employ: Private Sector | 21\% | (141) | 23\% | (154) | 12\% | (80) | 26\% | (169) | 18\% | (117) | 661 |
| Employ: Government | 19\% | (24) | 23\% | (28) | $12 \%$ | (16) | 26\% | (32) | 20\% | (25) | 124 |
| Employ: Self-Employed | 17\% | (34) | 25\% | (50) | 9\% | (18) | 26\% | (50) | 23\% | (44) | 195 |
| Employ: Homemaker | 14\% | (24) | 23\% | (39) | 12\% | (20) | 25\% | (42) | 27\% | (46) | 170 |
| Employ: Student | 32\% | (26) | 33\% | (26) | 6\% | (5) | 14\% | (11) | 15\% | (12) | 79 |
| Employ: Retired | 13\% | (69) | 18\% | (95) | 10\% | (54) | 33\% | (170) | 26\% | (135) | 523 |
| Employ: Unemployed | 22\% | (57) | 16\% | (41) | 7\% | (19) | 19\% | (49) | 37\% | (96) | 262 |
| Employ: Other | 18\% | (33) | 23\% | (43) | 12\% | (22) | 15\% | (27) | 33\% | (60) | 185 |
| Military HH: Yes | 16\% | (62) | 17\% | (64) | 13\% | (51) | 28\% | (107) | 26\% | (101) | 384 |
| Military HH: No | 19\% | (345) | 23\% | (411) | 10\% | (181) | 24\% | (444) | 24\% | (434) | 1815 |
| RD/WT: Right Direction | 9\% | (78) | 12\% | (102) | 13\% | (109) | 40\% | (333) | 25\% | (204) | 826 |
| RD/WT: Wrong Track | 24\% | (328) | 27\% | (373) | 9\% | (124) | 16\% | (218) | 24\% | (330) | 1373 |

[^235]Table HR13_6: Do you agree or disagree with the following statements?
I like it when late-night hosts give their personal opinion on political issues.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 18\% | (406) | 22\% | (475) | 11\% | (232) | 25\% | (551) | 24\% | (534) | 2199 |
| Trump Job Approve | 9\% | (75) | 13\% | (109) | 12\% | (103) | 45\% | (388) | 22\% | (195) | 870 |
| Trump Job Disapprove | 27\% | (330) | 29\% | (355) | 10\% | (128) | 12\% | (145) | 22\% | (270) | 1227 |
| Trump Job Strongly Approve | 9\% | (40) | 10\% | (46) | 7\% | (33) | 52\% | (229) | $21 \%$ | (93) | 440 |
| Trump Job Somewhat Approve | 8\% | (35) | 15\% | (63) | 16\% | (70) | 37\% | (159) | 24\% | (102) | 429 |
| Trump Job Somewhat Disapprove | 14\% | (42) | 23\% | (68) | 17\% | (50) | 24\% | (72) | 22\% | (65) | 297 |
| Trump Job Strongly Disapprove | $31 \%$ | (288) | 31\% | (287) | 8\% | (78) | 8\% | (73) | 22\% | (204) | 930 |
| Favorable of Trump | 8\% | (65) | 13\% | (112) | 12\% | (101) | 45\% | (380) | 22\% | (189) | 847 |
| Unfavorable of Trump | 28\% | (338) | 28\% | (345) | $11 \%$ | (129) | 13\% | (153) | 20\% | (247) | 1212 |
| Very Favorable of Trump | 9\% | (41) | 11\% | (53) | 8\% | (40) | 50\% | (241) | 22\% | (104) | 479 |
| Somewhat Favorable of Trump | 6\% | (24) | 16\% | (59) | 17\% | (62) | 38\% | (139) | 23\% | (85) | 368 |
| Somewhat Unfavorable of Trump | 12\% | (28) | 25\% | (59) | 14\% | (34) | 30\% | (70) | 19\% | (45) | 236 |
| Very Unfavorable of Trump | 32\% | (310) | 29\% | (285) | 10\% | (95) | 9\% | (83) | 21\% | (202) | 976 |
| \#1 Issue: Economy | 15\% | (84) | 23\% | (129) | 14\% | (77) | 24\% | (134) | 24\% | (136) | 560 |
| \#1 Issue: Security | 7\% | (33) | 13\% | (55) | $11 \%$ | (50) | 49\% | (217) | 19\% | (86) | 441 |
| \#1 Issue: Health Care | 27\% | (101) | 22\% | (81) | 10\% | (38) | 16\% | (59) | 24\% | (90) | 368 |
| \#1 Issue: Medicare / Social Security | 21\% | (77) | 18\% | (64) | 7\% | (26) | 23\% | (83) | 30\% | (108) | 359 |
| \#1 Issue: Women's Issues | 24\% | (30) | 32\% | (40) | 10\% | (12) | 17\% | (21) | 19\% | (24) | 126 |
| \#1 Issue: Education | 16\% | (25) | 34\% | (53) | 14\% | (22) | 7\% | (11) | 28\% | (43) | 154 |
| \#1 Issue: Energy | 42\% | (42) | 29\% | (29) | 2\% | (2) | 9\% | (9) | 17\% | (17) | 100 |
| \#1 Issue: Other | 17\% | (16) | 25\% | (24) | 5\% | (4) | 19\% | (18) | 34\% | (31) | 93 |
| 2018 House Vote: Democrat | $34 \%$ | (283) | 30\% | (251) | 8\% | (71) | 9\% | (79) | 19\% | (155) | 839 |
| 2018 House Vote: Republican | 5\% | (31) | 12\% | (77) | 12\% | (76) | 51\% | (325) | 21\% | (134) | 643 |
| 2018 House Vote: Someone else | 8\% | (8) | 20\% | (21) | 19\% | (20) | 22\% | (23) | 32\% | (34) | 105 |
| 2018 House Vote: Didnt Vote | 13\% | (78) | 21\% | (126) | 11\% | (65) | 21\% | (124) | 35\% | (212) | 605 |
| 2016 Vote: Hillary Clinton | 34\% | (245) | $31 \%$ | (222) | 6\% | (45) | 8\% | (54) | 21\% | (153) | 719 |
| 2016 Vote: Donald Trump | 5\% | (32) | 12\% | (79) | 13\% | (85) | 49\% | (326) | 22\% | (144) | 666 |
| 2016 Vote: Someone else | 16\% | (29) | 22\% | (39) | 20\% | (35) | 22\% | (39) | 20\% | (36) | 178 |
| 2016 Vote: Didnt Vote | 15\% | (97) | 22\% | (135) | 10\% | (65) | 21\% | (133) | 32\% | (200) | 629 |
| Voted in 2014: Yes | $21 \%$ | (284) | 21\% | (282) | 11\% | (148) | 27\% | (370) | $21 \%$ | (281) | 1366 |
| Voted in 2014: No | 15\% | (122) | 23\% | (193) | 10\% | (84) | 22\% | (182) | 30\% | (253) | 833 |

[^236]Table HR13_6: Do you agree or disagree with the following statements?
I like it when late-night hosts give their personal opinion on political issues.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 18\% | (406) | 22\% | (475) | 11\% | (232) | 25\% | (551) | 24\% | (534) | 2199 |
| 2012 Vote: Barack Obama | 30\% | (260) | 28\% | (239) | 8\% | (65) | 13\% | (112) | 21\% | (178) | 854 |
| 2012 Vote: Mitt Romney | 5\% | (24) | 12\% | (61) | 14\% | (68) | 52\% | (258) | 18\% | (89) | 501 |
| 2012 Vote: Other | 7\% | (6) | 14\% | (12) | 14\% | (12) | 35\% | (31) | 30\% | (26) | 87 |
| 2012 Vote: Didn't Vote | 15\% | (116) | 21\% | (162) | 12\% | (87) | 20\% | (150) | 32\% | (238) | 752 |
| 4-Region: Northeast | $21 \%$ | (84) | 19\% | (76) | 7\% | (26) | 28\% | (111) | 25\% | (97) | 394 |
| 4-Region: Midwest | 15\% | (70) | 23\% | (105) | 11\% | (51) | 27\% | (126) | 24\% | (111) | 462 |
| 4-Region: South | 17\% | (140) | 20\% | (166) | 12\% | (102) | 25\% | (203) | 26\% | (213) | 824 |
| 4-Region: West | 22\% | (113) | 25\% | (128) | 10\% | (53) | 22\% | (112) | 22\% | (114) | 519 |
| TV shows: Every day | $21 \%$ | (246) | 22\% | (258) | 11\% | (124) | 25\% | (285) | 21\% | (236) | 1148 |
| TV shows: Several times per week | 15\% | (77) | 24\% | (125) | 13\% | (65) | 24\% | (122) | 24\% | (123) | 512 |
| TV shows: About once per week | 24\% | (35) | 23\% | (32) | 11\% | (15) | 24\% | (34) | 19\% | (27) | 144 |
| TV shows: Several times per month | 13\% | (14) | 23\% | (23) | 12\% | (12) | 27\% | (28) | 25\% | (25) | 101 |
| TV shows: About once per month | 8\% | (4) | 21\% | (10) | 12\% | (6) | 25\% | (12) | 34\% | (16) | 48 |
| TV shows: Less often than once per month | 17\% | (14) | 16\% | (13) | 7\% | (5) | 27\% | (21) | 33\% | (25) | 78 |
| TV shows: Never | 10\% | (18) | 9\% | (15) | 3\% | (5) | 29\% | (49) | 48\% | (81) | 169 |
| Movies: Every day | 28\% | (110) | 20\% | (78) | 8\% | (31) | 22\% | (86) | 23\% | (93) | 399 |
| Movies: Several times per week | 19\% | (112) | 26\% | (148) | 11\% | (62) | 25\% | (144) | 19\% | (109) | 574 |
| Movies: About once per week | 20\% | (77) | 23\% | (87) | 13\% | (49) | 26\% | (99) | 19\% | (71) | 383 |
| Movies: Several times per month | 15\% | (40) | 22\% | (61) | 17\% | (45) | 26\% | (70) | 21\% | (56) | 273 |
| Movies: About once per month | 14\% | (24) | 22\% | (38) | 9\% | (16) | 26\% | (45) | 29\% | (50) | 173 |
| Movies: Less often than once per month | 14\% | (29) | 20\% | (39) | 9\% | (17) | 23\% | (47) | 34\% | (69) | 201 |
| Movies: Never | 8\% | (15) | 12\% | (23) | 6\% | (11) | 31\% | (60) | 44\% | (86) | 196 |
| Sports: Every day | 38\% | (60) | 19\% | (30) | 5\% | (9) | 21\% | (34) | 16\% | (26) | 158 |
| Sports: Several times per week | 19\% | (64) | 23\% | (77) | 11\% | (37) | 28\% | (94) | 18\% | (60) | 332 |
| Sports: About once per week | 17\% | (47) | 26\% | (74) | 16\% | (44) | 25\% | (70) | 16\% | (44) | 279 |
| Sports: Several times per month | 19\% | (44) | 23\% | (53) | 10\% | (22) | 28\% | (64) | 20\% | (46) | 228 |
| Sports: About once per month | 19\% | (33) | 26\% | (45) | 16\% | (28) | 20\% | (35) | 19\% | (33) | 174 |
| Sports: Less often than once per month | 18\% | (65) | 22\% | (81) | 11\% | (42) | 26\% | (93) | 23\% | (82) | 363 |
| Sports: Never | 14\% | (94) | 17\% | (116) | 8\% | (51) | 24\% | (161) | 37\% | (244) | 666 |

[^237]Table HR13_6: Do you agree or disagree with the following statements?
I like it when late-night hosts give their personal opinion on political issues.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 18\% | (406) | 22\% | (475) | 11\% | (232) | 25\% | (551) | 24\% | (534) | 2199 |
| Cable: I currently subscribe | 21\% | (234) | 24\% | (265) | 9\% | (102) | 25\% | (272) | $21 \%$ | (236) | 1108 |
| Cable: I subscribed in the past | 18\% | (132) | $21 \%$ | (151) | 13\% | (96) | 27\% | (193) | 21\% | (154) | 727 |
| Cable: I have never subscribed | 11\% | (41) | 16\% | (59) | 9\% | (34) | 24\% | (86) | 40\% | (144) | 365 |
| Satellite television: I currently subscribe | 19\% | (98) | 15\% | (81) | 13\% | (67) | 29\% | (150) | 25\% | (130) | 526 |
| Satellite television: I subscribed in the past | 18\% | (110) | 23\% | (137) | 10\% | (63) | 26\% | (156) | 22\% | (132) | 597 |
| Satellite television: I have never subscribed | 18\% | (198) | 24\% | (257) | 10\% | (103) | 23\% | (246) | 25\% | (273) | 1076 |
| Streaming service: I currently subscribe | 21\% | (279) | 25\% | (322) | 11\% | (139) | 25\% | (324) | 18\% | (239) | 1302 |
| Streaming service: I subscribed in the past | 24\% | (56) | 21\% | (48) | 14\% | (33) | 18\% | (41) | 24\% | (56) | 234 |
| Streaming service: I have never subscribed | 11\% | (72) | 16\% | (105) | 9\% | (61) | 28\% | (186) | $36 \%$ | (239) | 663 |
| Film: An avid fan | 28\% | (221) | 23\% | (181) | 11\% | (84) | 21\% | (164) | 17\% | (131) | 779 |
| Film: A casual fan | 14\% | (164) | 22\% | (259) | 12\% | (138) | 27\% | (310) | 24\% | (282) | 1153 |
| Film: Not a fan | 8\% | (22) | 13\% | (36) | 4\% | (11) | 29\% | (77) | 46\% | (122) | 267 |
| Television: An avid fan | 23\% | (267) | 24\% | (271) | 11\% | (124) | 24\% | (272) | 19\% | (219) | 1154 |
| Television: A casual fan | 14\% | (125) | $21 \%$ | (192) | 11\% | (100) | 27\% | (242) | 27\% | (248) | 907 |
| Television: Not a fan | 11\% | (15) | 8\% | (12) | 5\% | (7) | 27\% | (37) | 49\% | (68) | 139 |
| Music: An avid fan | 25\% | (292) | 25\% | (289) | 11\% | (122) | 21\% | (236) | 18\% | (212) | 1152 |
| Music: A casual fan | 12\% | (107) | 19\% | (172) | 11\% | (101) | 31\% | (280) | 27\% | (248) | 907 |
| Music: Not a fan | 5\% | (7) | 10\% | (13) | 7\% | (10) | 25\% | (35) | 53\% | (75) | 140 |
| Fashion: An avid fan | 40\% | (138) | 22\% | (76) | 5\% | (18) | 15\% | (50) | 18\% | (60) | 342 |
| Fashion: A casual fan | 16\% | (139) | 24\% | (205) | 13\% | (113) | 25\% | (213) | 22\% | (190) | 861 |
| Fashion: Not a fan | 13\% | (129) | 19\% | (194) | 10\% | (101) | 29\% | (288) | 29\% | (284) | 996 |

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

Table HR13_7: Do you agree or disagree with the following statements?
I use late night shows as a source for political news.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 9\% | (200) | 13\% | (287) | 12\% | (273) | 43\% | (946) | 22\% | (493) | 2199 |
| Gender: Male | 12\% | (131) | 14\% | (153) | 13\% | (137) | 42\% | (443) | 19\% | (197) | 1061 |
| Gender: Female | 6\% | (69) | 12\% | (133) | 12\% | (137) | 44\% | (503) | 26\% | (296) | 1138 |
| Age: 18-29 | 15\% | (62) | 18\% | (74) | 12\% | (51) | 29\% | (120) | 25\% | (104) | 411 |
| Age: 30-44 | 11\% | (64) | 16\% | (98) | $14 \%$ | (85) | 37\% | (222) | 22\% | (131) | 600 |
| Age: 45-54 | 10\% | (33) | 10\% | (35) | 11\% | (36) | 46\% | (154) | 23\% | (76) | 335 |
| Age: 55-64 | 6\% | (24) | 11\% | (45) | 14\% | (59) | 50\% | (207) | 20\% | (82) | 417 |
| Age: 65+ | 4\% | (16) | 8\% | (35) | 9\% | (41) | 56\% | (244) | 23\% | (100) | 436 |
| Generation Z: 18-21 | 12\% | (14) | 23\% | (26) | 10\% | (11) | 27\% | (32) | 29\% | (33) | 116 |
| Millennial: Age 22-37 | 13\% | (88) | 17\% | (114) | 15\% | (102) | 33\% | (216) | 21\% | (138) | 657 |
| Generation X: Age 38-53 | 10\% | (55) | 12\% | (64) | $11 \%$ | (57) | 42\% | (230) | 25\% | (138) | 543 |
| Boomers: Age 54-72 | 5\% | (40) | 9\% | (73) | 12\% | (95) | 53\% | (406) | 21\% | (158) | 772 |
| PID: Dem (no lean) | 16\% | (131) | 22\% | (179) | 16\% | (125) | 26\% | (212) | 20\% | (159) | 806 |
| PID: Ind (no lean) | 5\% | (36) | 9\% | (70) | 11\% | (85) | 46\% | (346) | 29\% | (218) | 754 |
| PID: Rep (no lean) | 5\% | (33) | 6\% | (38) | 10\% | (63) | 61\% | (388) | 18\% | (117) | 639 |
| PID/Gender: Dem Men | $21 \%$ | (85) | 27\% | (106) | 16\% | (62) | 22\% | (88) | 14\% | (55) | 395 |
| PID/Gender: Dem Women | 11\% | (46) | 18\% | (74) | 15\% | (63) | 30\% | (124) | 25\% | (103) | 411 |
| PID/Gender: Ind Men | 7\% | (23) | 8\% | (25) | 13\% | (42) | 47\% | (154) | 25\% | (83) | 326 |
| PID/Gender: Ind Women | 3\% | (13) | 11\% | (45) | 10\% | (43) | 45\% | (191) | 32\% | (135) | 427 |
| PID/Gender: Rep Men | 7\% | (24) | 7\% | (23) | 10\% | (33) | 59\% | (200) | 17\% | (59) | 339 |
| PID/Gender: Rep Women | 3\% | (9) | 5\% | (15) | 10\% | (30) | 63\% | (188) | 19\% | (58) | 300 |
| Ideo: Liberal (1-3) | 15\% | (103) | 25\% | (171) | 17\% | (116) | 25\% | (168) | 17\% | (116) | 674 |
| Ideo: Moderate (4) | 8\% | (43) | 11\% | (61) | 15\% | (83) | 42\% | (231) | 23\% | (125) | 544 |
| Ideo: Conservative (5-7) | 6\% | (44) | 6\% | (43) | 8\% | (57) | 63\% | (449) | 17\% | (119) | 712 |
| Educ: < College | 9\% | (141) | 11\% | (174) | 12\% | (174) | 41\% | (626) | 26\% | (397) | 1512 |
| Educ: Bachelors degree | 10\% | (44) | 16\% | (71) | 15\% | (67) | 47\% | (209) | 12\% | (53) | 444 |
| Educ: Post-grad | 6\% | (16) | 17\% | (42) | 13\% | (32) | 45\% | (110) | 18\% | (44) | 243 |

[^238]Table HR13_7: Do you agree or disagree with the following statements?
I use late night shows as a source for political news.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 9\% | (200) | 13\% | (287) | 12\% | (273) | 43\% | (946) | 22\% | (493) | 2199 |
| Income: Under 50k | 10\% | (130) | 14\% | (177) | 11\% | (142) | 39\% | (500) | 27\% | (347) | 1297 |
| Income: 50k-100k | 10\% | (59) | 12\% | (75) | 14\% | (89) | 48\% | (293) | 16\% | (99) | 615 |
| Income: 100k+ | 4\% | (11) | 12\% | (35) | 15\% | (42) | 53\% | (153) | 16\% | (47) | 287 |
| Ethnicity: White | 7\% | (114) | 11\% | (194) | 12\% | (211) | 48\% | (820) | 22\% | (383) | 1722 |
| Ethnicity: Hispanic | 16\% | (56) | 15\% | (52) | 18\% | (63) | 27\% | (94) | 24\% | (85) | 350 |
| Ethnicity: Afr. Am. | 19\% | (51) | 22\% | (60) | 12\% | (33) | 23\% | (63) | 24\% | (67) | 274 |
| Ethnicity: Other | 17\% | (35) | 16\% | (33) | 14\% | (29) | 31\% | (62) | 21\% | (43) | 203 |
| Relig: Protestant | 7\% | (39) | 9\% | (51) | 12\% | (67) | 56\% | (299) | 15\% | (83) | 539 |
| Relig: Roman Catholic | 12\% | (53) | 13\% | (55) | 11\% | (50) | 42\% | (184) | 22\% | (94) | 436 |
| Relig: Something Else | 11\% | (21) | 16\% | (29) | 11\% | (21) | $31 \%$ | (58) | 31\% | (58) | 187 |
| Relig: Jewish | 5\% | (3) | 18\% | (10) | 23\% | (12) | 33\% | (18) | 20\% | (11) | 54 |
| Relig: Evangelical | 10\% | (80) | 12\% | (100) | 12\% | (97) | 43\% | (348) | 22\% | (180) | 805 |
| Relig: Non-Evang. Catholics | 9\% | (33) | 10\% | (35) | 11\% | (40) | 54\% | (193) | 15\% | (55) | 357 |
| Relig: All Christian | 10\% | (113) | 12\% | (135) | 12\% | (137) | 47\% | (541) | 20\% | (235) | 1161 |
| Relig: All Non-Christian | 6\% | (14) | 13\% | (30) | 6\% | (13) | 42\% | (94) | 32\% | (72) | 224 |
| Community: Urban | 12\% | (70) | 17\% | (95) | 13\% | (76) | 35\% | (204) | 23\% | (130) | 575 |
| Community: Suburban | 8\% | (83) | 14\% | (141) | 14\% | (133) | 42\% | (414) | 22\% | (211) | 982 |
| Community: Rural | 7\% | (47) | 8\% | (51) | 10\% | (64) | 51\% | (328) | 24\% | (152) | 643 |
| Employ: Private Sector | 10\% | (69) | 16\% | (109) | 15\% | (96) | 42\% | (279) | 16\% | (108) | 661 |
| Employ: Government | 9\% | (11) | 13\% | (17) | 20\% | (25) | 44\% | (55) | 14\% | (18) | 124 |
| Employ: Self-Employed | 11\% | (22) | 12\% | (24) | 12\% | (24) | 44\% | (86) | 20\% | (40) | 195 |
| Employ: Homemaker | 7\% | (12) | 13\% | (22) | 10\% | (17) | 44\% | (74) | 26\% | (45) | 170 |
| Employ: Student | 23\% | (18) | 24\% | (19) | 16\% | (13) | 25\% | (20) | 12\% | (9) | 79 |
| Employ: Retired | 5\% | (28) | 8\% | (41) | 11\% | (58) | 54\% | (280) | 22\% | (116) | 523 |
| Employ: Unemployed | 12\% | (32) | 9\% | (25) | 8\% | (21) | 33\% | (87) | 37\% | (96) | 262 |
| Employ: Other | 4\% | (7) | 17\% | (31) | $11 \%$ | (20) | 35\% | (65) | 33\% | (61) | 185 |
| Military HH: Yes | 8\% | (30) | 11\% | (41) | 12\% | (47) | 46\% | (177) | 23\% | (90) | 384 |
| Military HH: No | 9\% | (170) | 14\% | (246) | 12\% | (226) | 42\% | (769) | 22\% | (403) | 1815 |
| RD/WT: Right Direction | 7\% | (61) | 7\% | (61) | 10\% | (79) | 54\% | (447) | 22\% | (178) | 826 |
| RD/WT: Wrong Track | 10\% | (139) | 16\% | (226) | 14\% | (195) | 36\% | (499) | 23\% | (315) | 1373 |

Table HR13_7: Do you agree or disagree with the following statements?
I use late night shows as a source for political news.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 9\% | (200) | 13\% | (287) | 12\% | (273) | 43\% | (946) | 22\% | (493) | 2199 |
| Trump Job Approve | 7\% | (57) | 6\% | (52) | 10\% | (83) | 59\% | (510) | 19\% | (168) | 870 |
| Trump Job Disapprove | $11 \%$ | (139) | 19\% | (228) | 15\% | (190) | 34\% | (416) | 21\% | (254) | 1227 |
| Trump Job Strongly Approve | 7\% | (31) | 6\% | (25) | 7\% | (29) | 62\% | (271) | 19\% | (85) | 440 |
| Trump Job Somewhat Approve | 6\% | (26) | 6\% | (28) | 13\% | (54) | 56\% | (239) | 19\% | (83) | 429 |
| Trump Job Somewhat Disapprove | 5\% | (15) | 12\% | (36) | 16\% | (46) | 48\% | (143) | 19\% | (58) | 297 |
| Trump Job Strongly Disapprove | 13\% | (125) | $21 \%$ | (192) | 15\% | (144) | 29\% | (274) | 21\% | (197) | 930 |
| Favorable of Trump | 6\% | (51) | 6\% | (55) | $9 \%$ | (75) | 59\% | (499) | 20\% | (168) | 847 |
| Unfavorable of Trump | 12\% | (146) | 18\% | (220) | 16\% | (195) | 35\% | (423) | 19\% | (228) | 1212 |
| Very Favorable of Trump | 9\% | (41) | 5\% | (26) | 6\% | (27) | 59\% | (285) | 21\% | (101) | 479 |
| Somewhat Favorable of Trump | 3\% | (10) | 8\% | (29) | 13\% | (48) | 58\% | (214) | 18\% | (67) | 368 |
| Somewhat Unfavorable of Trump | $4 \%$ | (10) | 11\% | (25) | 14\% | (34) | 54\% | (128) | 17\% | (39) | 236 |
| Very Unfavorable of Trump | 14\% | (135) | 20\% | (195) | 17\% | (162) | 30\% | (295) | 19\% | (189) | 976 |
| \#1 Issue: Economy | 9\% | (48) | 15\% | (85) | 13\% | (72) | 43\% | (242) | 20\% | (112) | 560 |
| \#1 Issue: Security | 6\% | (24) | 5\% | (23) | 10\% | (45) | 62\% | (274) | 17\% | (75) | 441 |
| \#1 Issue: Health Care | 12\% | (43) | 15\% | (54) | 15\% | (55) | $32 \%$ | (118) | 27\% | (98) | 368 |
| \#1 Issue: Medicare / Social Security | 9\% | (31) | 10\% | (35) | 13\% | (45) | 41\% | (147) | 28\% | (101) | 359 |
| \#1 Issue: Women's Issues | 15\% | (19) | 14\% | (17) | 12\% | (15) | 40\% | (50) | 20\% | (25) | 126 |
| \#1 Issue: Education | $11 \%$ | (16) | 20\% | (30) | 14\% | (21) | $31 \%$ | (48) | 25\% | (38) | 154 |
| \#1 Issue: Energy | 9\% | (9) | $34 \%$ | (34) | 13\% | (12) | 29\% | (29) | 16\% | (16) | 100 |
| \#1 Issue: Other | 10\% | (9) | 10\% | (9) | 8\% | (7) | 41\% | (38) | 32\% | (30) | 93 |
| 2018 House Vote: Democrat | 15\% | (123) | 20\% | (170) | 16\% | (137) | $32 \%$ | (269) | 17\% | (140) | 839 |
| 2018 House Vote: Republican | $4 \%$ | (23) | 6\% | (37) | 7\% | (48) | 66\% | (422) | 17\% | (112) | 643 |
| 2018 House Vote: Someone else | $2 \%$ | (2) | 10\% | (11) | 26\% | (27) | $32 \%$ | (33) | 30\% | (32) | 105 |
| 2018 House Vote: Didnt Vote | 8\% | (47) | $11 \%$ | (67) | 10\% | (61) | 37\% | (221) | $34 \%$ | (209) | 605 |
| 2016 Vote: Hillary Clinton | 16\% | (115) | 21\% | (151) | 16\% | (113) | 27\% | (196) | 20\% | (144) | 719 |
| 2016 Vote: Donald Trump | 4\% | (26) | 6\% | (38) | 8\% | (56) | 65\% | (433) | 17\% | (113) | 666 |
| 2016 Vote: Someone else | 7\% | (12) | 11\% | (19) | 22\% | (39) | 45\% | (80) | 16\% | (28) | 178 |
| 2016 Vote: Didnt Vote | 7\% | (44) | 12\% | (76) | 10\% | (66) | 38\% | (237) | 33\% | (207) | 629 |
| Voted in 2014: Yes | 9\% | (117) | 14\% | (185) | 14\% | (198) | 45\% | (621) | 18\% | (244) | 1366 |
| Voted in 2014: No | 10\% | (83) | 12\% | (101) | 9\% | (75) | 39\% | (325) | 30\% | (249) | 833 |

[^239]Table HR13_7: Do you agree or disagree with the following statements?
I use late night shows as a source for political news.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 9\% | (200) | 13\% | (287) | 12\% | (273) | 43\% | (946) | 22\% | (493) | 2199 |
| 2012 Vote: Barack Obama | 12\% | (102) | 19\% | (163) | 18\% | (150) | 31\% | (263) | 21\% | (176) | 854 |
| 2012 Vote: Mitt Romney | 4\% | (19) | 5\% | (24) | 8\% | (42) | 69\% | (347) | 14\% | (68) | 501 |
| 2012 Vote: Other | 2\% | (1) | 7\% | (6) | 8\% | (7) | 62\% | (54) | 23\% | (20) | 87 |
| 2012 Vote: Didn't Vote | 10\% | (78) | 12\% | (93) | 10\% | (74) | 37\% | (279) | 30\% | (229) | 752 |
| 4-Region: Northeast | 9\% | (35) | 15\% | (58) | 11\% | (41) | 44\% | (172) | 22\% | (88) | 394 |
| 4-Region: Midwest | 7\% | (31) | 13\% | (58) | 13\% | (62) | 47\% | (215) | $21 \%$ | (97) | 462 |
| 4-Region: South | 10\% | (84) | 12\% | (99) | 10\% | (81) | 44\% | (359) | 24\% | (201) | 824 |
| 4-Region: West | 10\% | (50) | 14\% | (72) | 17\% | (89) | 39\% | (200) | 21\% | (107) | 519 |
| TV shows: Every day | 11\% | (122) | 15\% | (172) | 13\% | (152) | 42\% | (482) | 19\% | (219) | 1148 |
| TV shows: Several times per week | 7\% | (35) | 13\% | (67) | 13\% | (66) | 47\% | (243) | 20\% | (101) | 512 |
| TV shows: About once per week | 13\% | (19) | 10\% | (14) | 19\% | (27) | 36\% | (51) | 22\% | (32) | 144 |
| TV shows: Several times per month | 5\% | (5) | 12\% | (12) | 14\% | (14) | 45\% | (45) | 24\% | (24) | 101 |
| TV shows: About once per month | 10\% | (5) | 6\% | (3) | 5\% | (2) | 40\% | (19) | 40\% | (19) | 48 |
| TV shows: Less often than once per month | 10\% | (8) | 14\% | (11) | 4\% | (3) | 41\% | (32) | 30\% | (24) | 78 |
| TV shows: Never | 3\% | (6) | 5\% | (8) | 5\% | (8) | 43\% | (73) | 44\% | (74) | 169 |
| Movies: Every day | 19\% | (78) | 13\% | (51) | 9\% | (38) | 35\% | (139) | 24\% | (94) | 399 |
| Movies: Several times per week | 8\% | (47) | 18\% | (101) | 16\% | (92) | 40\% | (230) | 18\% | (105) | 574 |
| Movies: About once per week | 9\% | (34) | 12\% | (45) | 17\% | (64) | 48\% | (184) | 15\% | (56) | 383 |
| Movies: Several times per month | 3\% | (9) | 16\% | (45) | 13\% | (37) | 47\% | (128) | 20\% | (54) | 273 |
| Movies: About once per month | 6\% | (10) | 7\% | (13) | 12\% | (21) | 50\% | (87) | 24\% | (42) | 173 |
| Movies: Less often than once per month | 8\% | (16) | 11\% | (22) | 5\% | (11) | 44\% | (89) | 32\% | (63) | 201 |
| Movies: Never | 4\% | (7) | 5\% | (10) | 6\% | (11) | 45\% | (88) | 40\% | (79) | 196 |
| Sports: Every day | 27\% | (43) | 16\% | (25) | 10\% | (15) | 32\% | (51) | 15\% | (24) | 158 |
| Sports: Several times per week | 9\% | (30) | 18\% | (58) | 16\% | (53) | 43\% | (144) | 14\% | (46) | 332 |
| Sports: About once per week | 12\% | (35) | 15\% | (41) | 16\% | (46) | 39\% | (108) | 18\% | (49) | 279 |
| Sports: Several times per month | 10\% | (22) | 13\% | (29) | 13\% | (30) | 42\% | (95) | 23\% | (52) | 228 |
| Sports: About once per month | 6\% | (10) | 12\% | (21) | 22\% | (38) | 42\% | (74) | 18\% | (32) | 174 |
| Sports: Less often than once per month | 7\% | (24) | 15\% | (54) | 10\% | (37) | 49\% | (179) | 19\% | (68) | 363 |
| Sports: Never | 6\% | (37) | 9\% | (57) | 8\% | (55) | 44\% | (295) | 33\% | (222) | 666 |

[^240]Table HR13_7: Do you agree or disagree with the following statements?
I use late night shows as a source for political news.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 9\% | (200) | 13\% | (287) | 12\% | (273) | 43\% | (946) | 22\% | (493) | 2199 |
| Cable: I currently subscribe | $11 \%$ | (124) | 16\% | (172) | 13\% | (144) | 42\% | (462) | 19\% | (206) | 1108 |
| Cable: I subscribed in the past | 8\% | (58) | 11\% | (80) | 13\% | (94) | 49\% | (357) | 19\% | (137) | 727 |
| Cable: I have never subscribed | 5\% | (18) | 9\% | (34) | 10\% | (36) | 35\% | (127) | 41\% | (150) | 365 |
| Satellite television: I currently subscribe | $11 \%$ | (60) | 10\% | (54) | 12\% | (63) | 43\% | (225) | 23\% | (124) | 526 |
| Satellite television: I subscribed in the past | 9\% | (52) | 14\% | (82) | 12\% | (72) | 46\% | (273) | 20\% | (118) | 597 |
| Satellite television: I have never subscribed | 8\% | (88) | 14\% | (150) | 13\% | (138) | 42\% | (448) | 23\% | (251) | 1076 |
| Streaming service: I currently subscribe | 10\% | (128) | 16\% | (205) | 13\% | (166) | 45\% | (589) | 17\% | (215) | 1302 |
| Streaming service: I subscribed in the past | 17\% | (39) | 15\% | (36) | 13\% | (31) | 29\% | (68) | 25\% | (59) | 234 |
| Streaming service: I have never subscribed | 5\% | (34) | 7\% | (46) | $11 \%$ | (76) | 44\% | (288) | 33\% | (219) | 663 |
| Film: An avid fan | 15\% | (120) | 17\% | (136) | 14\% | (107) | $36 \%$ | (280) | 17\% | (136) | 779 |
| Film: A casual fan | 6\% | (74) | 12\% | (138) | 13\% | (145) | 48\% | (556) | 21\% | (239) | 1153 |
| Film: Not a fan | $2 \%$ | (6) | 5\% | (13) | 8\% | (21) | $41 \%$ | (110) | 44\% | (118) | 267 |
| Television: An avid fan | 12\% | (135) | 16\% | (190) | $14 \%$ | (164) | 40\% | (462) | 17\% | (202) | 1154 |
| Television: A casual fan | $7 \%$ | (60) | 10\% | (89) | $11 \%$ | (99) | 47\% | (430) | 25\% | (229) | 907 |
| Television: Not a fan | 3\% | (5) | 6\% | (8) | 7\% | (10) | $39 \%$ | (54) | 45\% | (63) | 139 |
| Music: An avid fan | 13\% | (146) | 16\% | (189) | 15\% | (175) | $38 \%$ | (439) | 18\% | (203) | 1152 |
| Music: A casual fan | 6\% | (51) | 10\% | (90) | 10\% | (92) | $51 \%$ | (462) | 23\% | (212) | 907 |
| Music: Not a fan | 2\% | (3) | 5\% | (7) | 4\% | (6) | $32 \%$ | (45) | 56\% | (78) | 140 |
| Fashion: An avid fan | 27\% | (91) | 22\% | (74) | 12\% | (40) | 22\% | (75) | 18\% | (61) | 342 |
| Fashion: A casual fan | $7 \%$ | (60) | 15\% | (126) | 13\% | (110) | 43\% | (372) | 22\% | (193) | 861 |
| Fashion: Not a fan | $5 \%$ | (49) | 9\% | (86) | 12\% | (123) | 50\% | (498) | 24\% | (239) | 996 |

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

Table HR14: Would you say Saturday Night Live is incorporating too much, too little, or about the right amount of politics into their sketches?

| Demographic | Too much |  | Too little |  | About the right amount |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $31 \%$ | (675) | $4 \%$ | (88) | 37\% | (813) | 28\% | (624) | 2199 |
| Gender: Male | $34 \%$ | (362) | 5\% | (58) | 38\% | (407) | 22\% | (233) | 1061 |
| Gender: Female | 27\% | (313) | $3 \%$ | (29) | 36\% | (406) | 34\% | (390) | 1138 |
| Age: 18-29 | 24\% | (98) | 7\% | (27) | 37\% | (154) | $32 \%$ | (132) | 411 |
| Age: 30-44 | 27\% | (163) | 5\% | (30) | $41 \%$ | (244) | 27\% | (164) | 600 |
| Age: 45-54 | $33 \%$ | (110) | 3\% | (11) | 38\% | (127) | 26\% | (87) | 335 |
| Age: 55-64 | $34 \%$ | (140) | $3 \%$ | (14) | 39\% | (163) | 24\% | (99) | 417 |
| Age: 65+ | 37\% | (163) | 1\% | (6) | 29\% | (126) | $32 \%$ | (142) | 436 |
| Generation Z: 18-21 | 28\% | (32) | 4\% | (5) | 37\% | (43) | $31 \%$ | (36) | 116 |
| Millennial: Age 22-37 | 26\% | (171) | 7\% | (48) | 40\% | (262) | 27\% | (176) | 657 |
| Generation X: Age 38-53 | 29\% | (159) | 2\% | (13) | 38\% | (205) | $31 \%$ | (166) | 543 |
| Boomers: Age 54-72 | 35\% | (271) | 2\% | (19) | $36 \%$ | (278) | 27\% | (205) | 772 |
| PID: Dem (no lean) | 14\% | (112) | 5\% | (37) | 60\% | (480) | 22\% | (177) | 806 |
| PID: Ind (no lean) | 28\% | (210) | $3 \%$ | (21) | 30\% | (230) | 39\% | (293) | 754 |
| PID: Rep (no lean) | 55\% | (352) | 5\% | (30) | 16\% | (103) | 24\% | (154) | 639 |
| PID/Gender: Dem Men | 14\% | (54) | 5\% | (19) | 64\% | (255) | 17\% | (68) | 395 |
| PID/Gender: Dem Women | 14\% | (58) | 4\% | (18) | 55\% | (225) | 27\% | (109) | 411 |
| PID/Gender: Ind Men | $32 \%$ | (106) | 5\% | (16) | $31 \%$ | (101) | $32 \%$ | (103) | 326 |
| PID/Gender: Ind Women | 24\% | (105) | 1\% | (5) | 30\% | (128) | 44\% | (189) | 427 |
| PID/Gender: Rep Men | 60\% | (202) | 7\% | (24) | 15\% | (51) | 18\% | (62) | 339 |
| PID/Gender: Rep Women | 50\% | (150) | 2\% | (6) | 17\% | (52) | $31 \%$ | (92) | 300 |
| Ideo: Liberal (1-3) | 13\% | (89) | 8\% | (53) | 59\% | (399) | 20\% | (133) | 674 |
| Ideo: Moderate (4) | 29\% | (157) | $4 \%$ | (20) | $41 \%$ | (224) | 26\% | (143) | 544 |
| Ideo: Conservative (5-7) | 54\% | (382) | $2 \%$ | (11) | 20\% | (142) | 25\% | (177) | 712 |
| Educ: < College | 30\% | (448) | 4\% | (60) | 35\% | (522) | $32 \%$ | (482) | 1512 |
| Educ: Bachelors degree | $33 \%$ | (146) | 5\% | (20) | 44\% | (193) | 19\% | (84) | 444 |
| Educ: Post-grad | $33 \%$ | (81) | $3 \%$ | (7) | 40\% | (98) | 24\% | (57) | 243 |
| Income: Under 50k | 26\% | (331) | 4\% | (56) | 37\% | (486) | 33\% | (424) | 1297 |
| Income: $50 \mathrm{k}-100 \mathrm{k}$ | 38\% | (236) | $3 \%$ | (21) | 35\% | (217) | 23\% | (142) | 615 |
| Income: $100 \mathrm{k}+$ | $37 \%$ | (107) | 4\% | (11) | 38\% | (110) | 20\% | (59) | 287 |

Continued on next page

Table HR14: Would you say Saturday Night Live is incorporating too much, too little, or about the right amount of politics into their sketches?

| Demographic | Too much |  | Too little |  | About the right amount |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $31 \%$ | (675) | 4\% | (88) | 37\% | (813) | 28\% | (624) | 2199 |
| Ethnicity: White | $34 \%$ | (590) | 3\% | (46) | 34\% | (584) | 29\% | (501) | 1722 |
| Ethnicity: Hispanic | 28\% | (97) | 6\% | (22) | 40\% | (141) | 26\% | (89) | 350 |
| Ethnicity: Afr. Am. | 18\% | (48) | 7\% | (19) | 52\% | (143) | 23\% | (64) | 274 |
| Ethnicity: Other | 18\% | (36) | $11 \%$ | (23) | 42\% | (86) | 29\% | (59) | 203 |
| Relig: Protestant | 42\% | (224) | 3\% | (18) | 30\% | (161) | 25\% | (136) | 539 |
| Relig: Roman Catholic | $33 \%$ | (142) | 4\% | (19) | 38\% | (165) | 25\% | (109) | 436 |
| Relig: Something Else | 19\% | (36) | 3\% | (5) | 44\% | (83) | 33\% | (62) | 187 |
| Relig: Jewish | 23\% | (13) | 5\% | (2) | 56\% | (30) | 16\% | (9) | 54 |
| Relig: Evangelical | 30\% | (242) | 4\% | (29) | 39\% | (312) | 27\% | (221) | 805 |
| Relig: Non-Evang. Catholics | 45\% | (160) | 4\% | (13) | 27\% | (97) | 24\% | (87) | 357 |
| Relig: All Christian | 35\% | (402) | 4\% | (42) | 35\% | (409) | 26\% | (307) | 1161 |
| Relig: All Non-Christian | 35\% | (79) | 3\% | (6) | 29\% | (66) | 33\% | (73) | 224 |
| Community: Urban | 25\% | (144) | 6\% | (36) | 42\% | (240) | 27\% | (154) | 575 |
| Community: Suburban | 31\% | (300) | 3\% | (33) | 39\% | (382) | 27\% | (265) | 982 |
| Community: Rural | $36 \%$ | (230) | 3\% | (18) | 30\% | (190) | 32\% | (204) | 643 |
| Employ: Private Sector | $34 \%$ | (222) | 4\% | (29) | 42\% | (278) | 20\% | (132) | 661 |
| Employ: Government | 29\% | (36) | 17\% | (21) | 34\% | (42) | 19\% | (24) | 124 |
| Employ: Self-Employed | 35\% | (68) | $4 \%$ | (7) | 34\% | (66) | 28\% | (54) | 195 |
| Employ: Homemaker | $32 \%$ | (54) | 1\% | (2) | $33 \%$ | (57) | 33\% | (57) | 170 |
| Employ: Student | 23\% | (18) | 6\% | (5) | 46\% | (36) | 25\% | (20) | 79 |
| Employ: Retired | 37\% | (195) | 2\% | (10) | 32\% | (165) | 29\% | (153) | 523 |
| Employ: Unemployed | $21 \%$ | (56) | 3\% | (7) | 30\% | (79) | 46\% | (120) | 262 |
| Employ: Other | $14 \%$ | (25) | 3\% | (5) | 49\% | (90) | 35\% | (65) | 185 |
| Military HH: Yes | 35\% | (134) | 7\% | (25) | 30\% | (114) | 29\% | (111) | 384 |
| Military HH: No | 30\% | (541) | 3\% | (63) | 39\% | (699) | 28\% | (513) | 1815 |
| RD/WT: Right Direction | 46\% | (381) | $4 \%$ | (35) | 22\% | (182) | 28\% | (228) | 826 |
| RD/WT: Wrong Track | $21 \%$ | (293) | 4\% | (52) | 46\% | (631) | 29\% | (396) | 1373 |
| Trump Job Approve | 52\% | (452) | 3\% | (30) | 18\% | (156) | 27\% | (233) | 870 |
| Trump Job Disapprove | 17\% | (210) | 5\% | (57) | 52\% | (644) | 26\% | (317) | 1227 |

Continued on next page

Table HR14: Would you say Saturday Night Live is incorporating too much, too little, or about the right amount of politics into their sketches?

| Demographic | Too much |  | Too little |  | About the right amount |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $31 \%$ | (675) | 4\% | (88) | 37\% | (813) | 28\% | (624) | 2199 |
| Trump Job Strongly Approve | 60\% | (264) | $2 \%$ | (9) | 16\% | (72) | 22\% | (96) | 440 |
| Trump Job Somewhat Approve | 44\% | (188) | 5\% | (21) | 20\% | (84) | $32 \%$ | (136) | 429 |
| Trump Job Somewhat Disapprove | 30\% | (88) | 1\% | (4) | 39\% | (116) | 30\% | (88) | 297 |
| Trump Job Strongly Disapprove | 13\% | (122) | 6\% | (53) | 57\% | (528) | 25\% | (228) | 930 |
| Favorable of Trump | 53\% | (453) | 3\% | (25) | 17\% | (147) | 26\% | (222) | 847 |
| Unfavorable of Trump | 17\% | (210) | 5\% | (57) | 52\% | (634) | 26\% | (311) | 1212 |
| Very Favorable of Trump | 59\% | (282) | 4\% | (18) | 14\% | (65) | 24\% | (115) | 479 |
| Somewhat Favorable of Trump | 47\% | (171) | $2 \%$ | (7) | 22\% | (82) | 29\% | (108) | 368 |
| Somewhat Unfavorable of Trump | 33\% | (79) | - | (1) | $34 \%$ | (79) | 33\% | (77) | 236 |
| Very Unfavorable of Trump | 13\% | (131) | 6\% | (56) | 57\% | (555) | 24\% | (234) | 976 |
| \#1 Issue: Economy | $32 \%$ | (178) | 3\% | (17) | 37\% | (205) | 29\% | (160) | 560 |
| \#1 Issue: Security | 52\% | (227) | 3\% | (11) | 21\% | (94) | 24\% | (108) | 441 |
| \#1 Issue: Health Care | 18\% | (66) | 5\% | (17) | 50\% | (184) | 27\% | (101) | 368 |
| \#1 Issue: Medicare / Social Security | 27\% | (98) | 4\% | (14) | 35\% | (124) | 34\% | (123) | 359 |
| \#1 Issue: Women's Issues | 26\% | (32) | 2\% | (3) | 48\% | (60) | 24\% | (30) | 126 |
| \#1 Issue: Education | 19\% | (29) | 14\% | (22) | 38\% | (58) | 29\% | (45) | 154 |
| \#1 Issue: Energy | 22\% | (22) | 1\% | (1) | 53\% | (53) | 24\% | (24) | 100 |
| \#1 Issue: Other | 24\% | (22) | 2\% | (2) | 38\% | (35) | $36 \%$ | (33) | 93 |
| 2018 House Vote: Democrat | 15\% | (123) | 5\% | (42) | 60\% | (502) | 21\% | (173) | 839 |
| 2018 House Vote: Republican | 60\% | (385) | 2\% | (16) | 15\% | (95) | 23\% | (148) | 643 |
| 2018 House Vote: Someone else | 24\% | (26) | 2\% | (2) | $34 \%$ | (36) | 40\% | (42) | 105 |
| 2018 House Vote: Didnt Vote | 23\% | (141) | 5\% | (28) | 29\% | (176) | 43\% | (260) | 605 |
| 2016 Vote: Hillary Clinton | 12\% | (87) | 4\% | (32) | 61\% | (438) | 23\% | (162) | 719 |
| 2016 Vote: Donald Trump | 56\% | (375) | 2\% | (16) | 17\% | (113) | 24\% | (161) | 666 |
| 2016 Vote: Someone else | 24\% | (43) | 5\% | (10) | 45\% | (79) | 26\% | (46) | 178 |
| 2016 Vote: Didnt Vote | 27\% | (170) | $4 \%$ | (27) | 29\% | (180) | 40\% | (253) | 629 |
| Voted in 2014: Yes | 33\% | (449) | $4 \%$ | (55) | 40\% | (545) | 23\% | (318) | 1366 |
| Voted in 2014: No | 27\% | (226) | $4 \%$ | (33) | $32 \%$ | (269) | 37\% | (306) | 833 |

Continued on next page

Table HR14: Would you say Saturday Night Live is incorporating too much, too little, or about the right amount of politics into their sketches?

| Demographic | Too much |  | Too little |  | About the right amount |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $31 \%$ | (675) | 4\% | (88) | 37\% | (813) | 28\% | (624) | 2199 |
| 2012 Vote: Barack Obama | 18\% | (154) | 4\% | (33) | 56\% | (482) | 22\% | (185) | 854 |
| 2012 Vote: Mitt Romney | 57\% | (286) | 3\% | (14) | 16\% | (79) | 24\% | (122) | 501 |
| 2012 Vote: Other | 39\% | (34) | 2\% | (2) | 16\% | (14) | 43\% | (38) | 87 |
| 2012 Vote: Didn't Vote | 27\% | (201) | 5\% | (38) | $31 \%$ | (234) | 37\% | (279) | 752 |
| 4-Region: Northeast | 27\% | (107) | 5\% | (18) | 42\% | (165) | 26\% | (104) | 394 |
| 4-Region: Midwest | 36\% | (166) | 3\% | (16) | 32\% | (150) | 28\% | (131) | 462 |
| 4-Region: South | 30\% | (247) | 4\% | (30) | 34\% | (284) | $32 \%$ | (263) | 824 |
| 4-Region: West | 30\% | (155) | 5\% | (24) | $41 \%$ | (215) | 24\% | (126) | 519 |
| TV shows: Every day | $31 \%$ | (357) | 4\% | (48) | 40\% | (464) | 24\% | (278) | 1148 |
| TV shows: Several times per week | $32 \%$ | (162) | 3\% | (15) | 39\% | (198) | 27\% | (138) | 512 |
| TV shows: About once per week | 29\% | (41) | 11\% | (16) | 33\% | (47) | 27\% | (39) | 144 |
| TV shows: Several times per month | 35\% | (35) | 4\% | (4) | 29\% | (29) | 33\% | (33) | 101 |
| TV shows: About once per month | 27\% | (13) | 3\% | (1) | 24\% | (12) | 46\% | (22) | 48 |
| TV shows: Less often than once per month | 22\% | (17) | 3\% | (3) | 32\% | (25) | 43\% | (33) | 78 |
| TV shows: Never | 29\% | (49) | - | (1) | 23\% | (38) | 48\% | (81) | 169 |
| Movies: Every day | 30\% | (119) | 6\% | (24) | 40\% | (161) | 24\% | (95) | 399 |
| Movies: Several times per week | $31 \%$ | (176) | 4\% | (21) | $41 \%$ | (237) | 24\% | (140) | 574 |
| Movies: About once per week | 37\% | (142) | 4\% | (16) | 38\% | (147) | 20\% | (78) | 383 |
| Movies: Several times per month | 30\% | (83) | 6\% | (16) | 40\% | (108) | 24\% | (67) | 273 |
| Movies: About once per month | 30\% | (52) | 4\% | (7) | 30\% | (53) | 35\% | (61) | 173 |
| Movies: Less often than once per month | 23\% | (45) | - | (0) | 33\% | (66) | 44\% | (89) | 201 |
| Movies: Never | 30\% | (58) | 1\% | (2) | $21 \%$ | (42) | 48\% | (94) | 196 |
| Sports: Every day | $31 \%$ | (49) | 6\% | (10) | 44\% | (70) | 18\% | (29) | 158 |
| Sports: Several times per week | 37\% | (124) | 7\% | (22) | 39\% | (130) | 17\% | (56) | 332 |
| Sports: About once per week | 34\% | (96) | 6\% | (16) | 42\% | (118) | 18\% | (49) | 279 |
| Sports: Several times per month | 30\% | (69) | 6\% | (15) | 35\% | (79) | 29\% | (65) | 228 |
| Sports: About once per month | 30\% | (52) | 5\% | (9) | $41 \%$ | (71) | 24\% | (42) | 174 |
| Sports: Less often than once per month | $31 \%$ | (113) | 2\% | (6) | 40\% | (144) | 28\% | (100) | 363 |
| Sports: Never | 26\% | (171) | 1\% | (10) | 30\% | (201) | 43\% | (284) | 666 |

Continued on next page

Table HR14: Would you say Saturday Night Live is incorporating too much, too little, or about the right amount of politics into their sketches?

| Demographic | Too much |  | Too little |  | About the right amount |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $31 \%$ | (675) | $4 \%$ | (88) | 37\% | (813) | 28\% | (624) | 2199 |
| Cable: I currently subscribe | 30\% | (332) | 4\% | (48) | 42\% | (461) | 24\% | (267) | 1108 |
| Cable: I subscribed in the past | $33 \%$ | (242) | $3 \%$ | (25) | 36\% | (260) | 27\% | (200) | 727 |
| Cable: I have never subscribed | 28\% | (101) | 4\% | (15) | 25\% | (91) | 43\% | (157) | 365 |
| Satellite television: I currently subscribe | 37\% | (196) | 5\% | (24) | 33\% | (173) | 25\% | (133) | 526 |
| Satellite television: I subscribed in the past | 30\% | (181) | 5\% | (28) | 39\% | (235) | 26\% | (153) | 597 |
| Satellite television: I have never subscribed | 28\% | (298) | 3\% | (35) | 38\% | (405) | $31 \%$ | (338) | 1076 |
| Streaming service: I currently subscribe | $32 \%$ | (416) | $3 \%$ | (44) | $41 \%$ | (540) | 23\% | (302) | 1302 |
| Streaming service: I subscribed in the past | 26\% | (60) | 9\% | (21) | 40\% | (93) | 26\% | (60) | 234 |
| Streaming service: I have never subscribed | 30\% | (198) | $3 \%$ | (23) | 27\% | (181) | 39\% | (262) | 663 |
| Film: An avid fan | 28\% | (221) | 4\% | (34) | 49\% | (380) | 19\% | (144) | 779 |
| Film: A casual fan | $32 \%$ | (372) | 5\% | (53) | 33\% | (385) | 30\% | (344) | 1153 |
| Film: Not a fan | $31 \%$ | (82) | - | (1) | 18\% | (48) | 51\% | (136) | 267 |
| Television: An avid fan | 29\% | (337) | 5\% | (54) | 45\% | (518) | 21\% | (245) | 1154 |
| Television: A casual fan | 34\% | (308) | 3\% | (30) | 31\% | (279) | 32\% | (290) | 907 |
| Television: Not a fan | 22\% | (30) | $3 \%$ | (4) | 12\% | (16) | 64\% | (89) | 139 |
| Music: An avid fan | 29\% | (330) | 5\% | (55) | 45\% | (513) | 22\% | (253) | 1152 |
| Music: A casual fan | 35\% | (319) | $3 \%$ | (27) | 29\% | (268) | 32\% | (293) | 907 |
| Music: Not a fan | 18\% | (25) | 4\% | (6) | 23\% | (32) | 55\% | (77) | 140 |
| Fashion: An avid fan | 21\% | (73) | 6\% | (22) | 53\% | (182) | 19\% | (65) | 342 |
| Fashion: A casual fan | $31 \%$ | (267) | 3\% | (23) | 40\% | (341) | 27\% | (230) | 861 |
| Fashion: Not a fan | $34 \%$ | (335) | 4\% | (43) | 29\% | (290) | $33 \%$ | (329) | 996 |

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

Table HR15: How appropriate do you think it is for candidates running for political office to appear in sketches on Saturday Night Live?

| Demographic | Very appropriate |  | Somewhat appropriate |  | Somewhat inappropriate |  | Very inappropriate |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 17\% | (376) | 24\% | (520) | 16\% | (349) | 18\% | (388) | 26\% | (566) | 2199 |
| Gender: Male | 22\% | (237) | 24\% | (256) | 16\% | (165) | 18\% | (188) | 20\% | (214) | 1061 |
| Gender: Female | 12\% | (139) | 23\% | (264) | 16\% | (184) | 18\% | (200) | 31\% | (352) | 1138 |
| Age: 18-29 | 20\% | (81) | 27\% | (111) | 15\% | (61) | 7\% | (30) | $31 \%$ | (128) | 411 |
| Age: 30-44 | 21\% | (124) | 25\% | (148) | 16\% | (94) | 12\% | (73) | 27\% | (162) | 600 |
| Age: 45-54 | 15\% | (52) | 22\% | (74) | 16\% | (55) | 19\% | (62) | 28\% | (93) | 335 |
| Age: 55-64 | 18\% | (73) | 24\% | (100) | 14\% | (57) | 26\% | (107) | 19\% | (80) | 417 |
| Age: 65+ | $11 \%$ | (47) | 20\% | (86) | 19\% | (83) | 27\% | (116) | 24\% | (104) | 436 |
| Generation Z: 18-21 | 18\% | (21) | 33\% | (39) | 12\% | (14) | 5\% | (6) | 31\% | (36) | 116 |
| Millennial: Age 22-37 | 21\% | (141) | 26\% | (173) | 16\% | (104) | 10\% | (63) | 27\% | (177) | 657 |
| Generation X: Age 38-53 | 16\% | (86) | 22\% | (117) | 16\% | (85) | 17\% | (91) | 30\% | (165) | 543 |
| Boomers: Age 54-72 | 15\% | (117) | 22\% | (173) | 16\% | (126) | 25\% | (191) | 21\% | (165) | 772 |
| PID: Dem (no lean) | 30\% | (245) | 30\% | (240) | 13\% | (102) | 7\% | (59) | 20\% | (161) | 806 |
| PID: Ind (no lean) | 10\% | (74) | 23\% | (170) | 17\% | (126) | 15\% | (115) | 36\% | (268) | 754 |
| PID: Rep (no lean) | 9\% | (57) | 17\% | (110) | 19\% | (121) | 33\% | (214) | 22\% | (138) | 639 |
| PID/Gender: Dem Men | 39\% | (154) | 29\% | (113) | $11 \%$ | (42) | 6\% | (23) | 16\% | (63) | 395 |
| PID/Gender: Dem Women | 22\% | (91) | 31\% | (126) | 14\% | (60) | 9\% | (36) | 24\% | (97) | 411 |
| PID/Gender: Ind Men | 12\% | (40) | 27\% | (88) | 17\% | (55) | 14\% | (46) | 30\% | (98) | 326 |
| PID/Gender: Ind Women | 8\% | (34) | 19\% | (83) | 17\% | (71) | 16\% | (70) | 40\% | (170) | 427 |
| PID/Gender: Rep Men | 13\% | (43) | 16\% | (55) | 20\% | (68) | 35\% | (120) | 16\% | (53) | 339 |
| PID/Gender: Rep Women | 4\% | (13) | 18\% | (55) | 18\% | (53) | 31\% | (94) | 28\% | (85) | 300 |
| Ideo: Liberal (1-3) | $32 \%$ | (216) | 34\% | (226) | $11 \%$ | (74) | 6\% | (41) | 17\% | (116) | 674 |
| Ideo: Moderate (4) | 15\% | (80) | 25\% | (135) | 20\% | (108) | 14\% | (77) | 26\% | (144) | 544 |
| Ideo: Conservative (5-7) | 9\% | (62) | 19\% | (134) | 19\% | (138) | 32\% | (227) | 21\% | (151) | 712 |
| Educ: < College | 15\% | (230) | 23\% | (341) | 14\% | (218) | 18\% | (275) | 30\% | (448) | 1512 |
| Educ: Bachelors degree | 22\% | (98) | 24\% | (107) | $21 \%$ | (91) | 16\% | (73) | 17\% | (75) | 444 |
| Educ: Post-grad | 20\% | (48) | 30\% | (72) | 16\% | (40) | 17\% | (40) | 18\% | (43) | 243 |
| Income: Under 50k | 18\% | (232) | 22\% | (284) | 14\% | (184) | 16\% | (209) | 30\% | (388) | 1297 |
| Income: 50k-100k | 16\% | (100) | 26\% | (159) | 17\% | (108) | 21\% | (126) | 20\% | (122) | 615 |
| Income: 100k+ | 15\% | (44) | 27\% | (77) | 20\% | (57) | 18\% | (53) | 20\% | (56) | 287 |

Continued on next page

Table HR15: How appropriate do you think it is for candidates running for political office to appear in sketches on Saturday Night Live?

| Demographic | Very appropriate |  | Somewhat appropriate |  | Somewhat inappropriate |  | Very inappropriate |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 17\% | (376) | 24\% | (520) | 16\% | (349) | 18\% | (388) | 26\% | (566) | 2199 |
| Ethnicity: White | 14\% | (243) | 22\% | (378) | 18\% | (302) | 20\% | (346) | 26\% | (454) | 1722 |
| Ethnicity: Hispanic | 25\% | (88) | 28\% | (99) | 12\% | (40) | 11\% | (37) | 24\% | (84) | 350 |
| Ethnicity: Afr. Am. | 31\% | (84) | 32\% | (88) | 9\% | (24) | 7\% | (19) | 22\% | (60) | 274 |
| Ethnicity: Other | 24\% | (49) | 27\% | (54) | 12\% | (24) | 12\% | (24) | 26\% | (53) | 203 |
| Relig: Protestant | 12\% | (63) | 24\% | (129) | 19\% | (105) | 25\% | (135) | 20\% | (106) | 539 |
| Relig: Roman Catholic | 19\% | (82) | 21\% | (94) | 16\% | (68) | 20\% | (86) | 24\% | (106) | 436 |
| Relig: Something Else | 13\% | (24) | 28\% | (53) | 14\% | (26) | 15\% | (29) | 29\% | (55) | 187 |
| Relig: Jewish | 18\% | (10) | 37\% | (20) | 9\% | (5) | 14\% | (8) | 23\% | (12) | 54 |
| Relig: Evangelical | 15\% | (120) | 24\% | (195) | 17\% | (134) | 19\% | (154) | 25\% | (202) | 805 |
| Relig: Non-Evang. Catholics | 14\% | (50) | 23\% | (81) | 18\% | (65) | 27\% | (95) | 18\% | (66) | 357 |
| Relig: All Christian | 15\% | (170) | 24\% | (276) | 17\% | (199) | 21\% | (249) | 23\% | (268) | 1161 |
| Relig: All Non-Christian | 13\% | (29) | 23\% | (51) | 13\% | (29) | 20\% | (46) | 31\% | (69) | 224 |
| Community: Urban | 20\% | (113) | 28\% | (163) | 13\% | (74) | 13\% | (73) | 26\% | (151) | 575 |
| Community: Suburban | 17\% | (169) | 24\% | (240) | 18\% | (177) | 17\% | (166) | 23\% | (230) | 982 |
| Community: Rural | 15\% | (94) | 18\% | (117) | 15\% | (98) | 23\% | (149) | 29\% | (185) | 643 |
| Employ: Private Sector | 19\% | (127) | 26\% | (172) | 18\% | (117) | 17\% | (115) | 20\% | (130) | 661 |
| Employ: Government | 27\% | (34) | $21 \%$ | (26) | 15\% | (19) | 12\% | (15) | 25\% | (31) | 124 |
| Employ: Self-Employed | 16\% | (31) | 29\% | (57) | 11\% | (21) | 18\% | (34) | 27\% | (52) | 195 |
| Employ: Homemaker | 17\% | (28) | 22\% | (37) | 15\% | (26) | 16\% | (27) | $31 \%$ | (52) | 170 |
| Employ: Student | $32 \%$ | (25) | 33\% | (26) | 15\% | (12) | 3\% | (2) | 17\% | (13) | 79 |
| Employ: Retired | 12\% | (65) | $21 \%$ | (107) | 19\% | (97) | 26\% | (136) | 23\% | (118) | 523 |
| Employ: Unemployed | 15\% | (38) | 18\% | (48) | 12\% | (31) | 14\% | (36) | 42\% | (109) | 262 |
| Employ: Other | 15\% | (27) | 25\% | (47) | 15\% | (27) | 12\% | (22) | 33\% | (61) | 185 |
| Military HH: Yes | 17\% | (64) | 22\% | (85) | 15\% | (56) | 21\% | (82) | 25\% | (98) | 384 |
| Military HH: No | 17\% | (312) | 24\% | (435) | 16\% | (293) | 17\% | (306) | 26\% | (468) | 1815 |
| RD/WT: Right Direction | 12\% | (98) | 16\% | (130) | 19\% | (153) | 28\% | (234) | 25\% | (210) | 826 |
| RD/WT: Wrong Track | 20\% | (278) | 28\% | (390) | 14\% | (196) | 11\% | (154) | 26\% | (356) | 1373 |
| Trump Job Approve | 11\% | (94) | 16\% | (139) | 19\% | (161) | 30\% | (265) | 24\% | (210) | 870 |
| Trump Job Disapprove | 23\% | (278) | 30\% | (372) | 15\% | (185) | 9\% | (113) | 23\% | (279) | 1227 |

[^241]Table HR15: How appropriate do you think it is for candidates running for political office to appear in sketches on Saturday Night Live?

| Demographic | Very appropriate |  | Somewhat appropriate |  | Somewhat inappropriate |  | Very inappropriate |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 17\% | (376) | 24\% | (520) | 16\% | (349) | 18\% | (388) | 26\% | (566) | 2199 |
| Trump Job Strongly Approve | 12\% | (52) | 13\% | (58) | 16\% | (68) | 39\% | (172) | 20\% | (90) | 440 |
| Trump Job Somewhat Approve | 10\% | (42) | 19\% | (81) | 22\% | (93) | 22\% | (93) | 28\% | (120) | 429 |
| Trump Job Somewhat Disapprove | 10\% | (29) | 33\% | (99) | 22\% | (66) | 13\% | (37) | 22\% | (66) | 297 |
| Trump Job Strongly Disapprove | 27\% | (249) | 29\% | (274) | 13\% | (119) | 8\% | (76) | 23\% | (213) | 930 |
| Favorable of Trump | 10\% | (87) | 15\% | (126) | 20\% | (166) | 32\% | (275) | 23\% | (193) | 847 |
| Unfavorable of Trump | 23\% | (282) | 32\% | (383) | 14\% | (172) | 9\% | (103) | 22\% | (272) | 1212 |
| Very Favorable of Trump | 10\% | (49) | 13\% | (63) | 17\% | (83) | 38\% | (180) | 22\% | (104) | 479 |
| Somewhat Favorable of Trump | 10\% | (38) | 17\% | (63) | 23\% | (84) | 26\% | (95) | 24\% | (89) | 368 |
| Somewhat Unfavorable of Trump | 9\% | (22) | 35\% | (82) | 19\% | (44) | 13\% | (31) | 24\% | (56) | 236 |
| Very Unfavorable of Trump | 27\% | (260) | 31\% | (300) | 13\% | (128) | 7\% | (72) | 22\% | (215) | 976 |
| \#1 Issue: Economy | 17\% | (97) | 27\% | (150) | 14\% | (79) | 16\% | (89) | 26\% | (145) | 560 |
| \#1 Issue: Security | 9\% | (40) | 14\% | (60) | 21\% | (93) | 35\% | (154) | 21\% | (93) | 441 |
| \#1 Issue: Health Care | 23\% | (84) | 24\% | (88) | 17\% | (61) | 11\% | (42) | 25\% | (92) | 368 |
| \#1 Issue: Medicare / Social Security | 14\% | (51) | 22\% | (79) | 14\% | (51) | 19\% | (68) | 30\% | (108) | 359 |
| \#1 Issue: Women's Issues | 25\% | (31) | 28\% | (35) | 17\% | (21) | 8\% | (10) | 22\% | (28) | 126 |
| \#1 Issue: Education | 22\% | (34) | 30\% | (47) | 12\% | (19) | $4 \%$ | (7) | 31\% | (48) | 154 |
| \#1 Issue: Energy | 26\% | (26) | 40\% | (40) | 12\% | (11) | 4\% | (4) | 18\% | (18) | 100 |
| \#1 Issue: Other | 13\% | (12) | 22\% | (20) | 13\% | (12) | 15\% | (14) | 36\% | (34) | 93 |
| 2018 House Vote: Democrat | 29\% | (242) | 32\% | (267) | 13\% | (110) | 7\% | (58) | 19\% | (163) | 839 |
| 2018 House Vote: Republican | 7\% | (48) | 16\% | (103) | 20\% | (130) | 36\% | (233) | 20\% | (128) | 643 |
| 2018 House Vote: Someone else | 10\% | (11) | 25\% | (26) | 17\% | (18) | 10\% | (10) | 38\% | (40) | 105 |
| 2018 House Vote: Didnt Vote | 12\% | (72) | 20\% | (123) | 15\% | (90) | 14\% | (87) | 39\% | (234) | 605 |
| 2016 Vote: Hillary Clinton | 29\% | (209) | 31\% | (220) | 12\% | (86) | 7\% | (48) | 22\% | (157) | 719 |
| 2016 Vote: Donald Trump | 9\% | (60) | 16\% | (106) | 19\% | (128) | 36\% | (238) | 20\% | (134) | 666 |
| 2016 Vote: Someone else | 18\% | (32) | 34\% | (60) | 15\% | (26) | 10\% | (18) | 23\% | (42) | 178 |
| 2016 Vote: Didnt Vote | $11 \%$ | (72) | 21\% | (132) | 17\% | (108) | 13\% | (85) | 37\% | (232) | 629 |
| Voted in 2014: Yes | 19\% | (262) | 25\% | (345) | 15\% | (206) | 19\% | (266) | 21\% | (287) | 1366 |
| Voted in 2014: No | 14\% | (114) | 21\% | (175) | 17\% | (142) | 15\% | (122) | 34\% | (280) | 833 |

Continued on next page

Table HR15: How appropriate do you think it is for candidates running for political office to appear in sketches on Saturday Night Live?

| Demographic | Very appropriate |  | Somewhat appropriate |  | Somewhat inappropriate |  | Very inappropriate |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 17\% | (376) | 24\% | (520) | 16\% | (349) | 18\% | (388) | 26\% | (566) | 2199 |
| 2012 Vote: Barack Obama | 26\% | (226) | $31 \%$ | (261) | 12\% | (101) | 10\% | (82) | 22\% | (184) | 854 |
| 2012 Vote: Mitt Romney | 7\% | (37) | 17\% | (86) | 21\% | (104) | 36\% | (180) | 19\% | (93) | 501 |
| 2012 Vote: Other | 7\% | (6) | 17\% | (15) | 14\% | (12) | 28\% | (25) | 35\% | (30) | 87 |
| 2012 Vote: Didn't Vote | 14\% | (107) | 21\% | (158) | 17\% | (131) | 13\% | (101) | 34\% | (255) | 752 |
| 4-Region: Northeast | 18\% | (71) | 24\% | (96) | 13\% | (52) | 18\% | (73) | 26\% | (101) | 394 |
| 4-Region: Midwest | 16\% | (74) | 22\% | (104) | 19\% | (86) | 19\% | (87) | 24\% | (112) | 462 |
| 4-Region: South | 17\% | (136) | 22\% | (183) | 15\% | (125) | 18\% | (147) | 28\% | (232) | 824 |
| 4-Region: West | 18\% | (95) | 26\% | (137) | 17\% | (86) | 16\% | (82) | 23\% | (121) | 519 |
| TV shows: Every day | 19\% | (223) | 24\% | (281) | 16\% | (186) | 18\% | (208) | 22\% | (251) | 1148 |
| TV shows: Several times per week | 16\% | (83) | 26\% | (133) | 16\% | (82) | 17\% | (89) | 24\% | (125) | 512 |
| TV shows: About once per week | 18\% | (26) | 27\% | (38) | 10\% | (14) | 17\% | (25) | 28\% | (41) | 144 |
| TV shows: Several times per month | 16\% | (16) | 24\% | (24) | 17\% | (17) | 19\% | (19) | 25\% | (25) | 101 |
| TV shows: About once per month | 13\% | (6) | 13\% | (6) | 16\% | (8) | 11\% | (5) | 46\% | (22) | 48 |
| TV shows: Less often than once per month | 12\% | (9) | 23\% | (18) | 12\% | (9) | 21\% | (16) | 33\% | (26) | 78 |
| TV shows: Never | 8\% | (13) | 12\% | (20) | 20\% | (33) | 15\% | (26) | 46\% | (77) | 169 |
| Movies: Every day | 25\% | (99) | 21\% | (83) | 15\% | (60) | 15\% | (60) | 24\% | (96) | 399 |
| Movies: Several times per week | 20\% | (114) | 26\% | (151) | 13\% | (77) | 21\% | (119) | 20\% | (114) | 574 |
| Movies: About once per week | 17\% | (65) | 26\% | (98) | 18\% | (71) | 18\% | (69) | $21 \%$ | (80) | 383 |
| Movies: Several times per month | 13\% | (36) | 32\% | (88) | 18\% | (49) | 16\% | (43) | 21\% | (56) | 273 |
| Movies: About once per month | 13\% | (22) | 19\% | (34) | 19\% | (33) | 18\% | (31) | $31 \%$ | (53) | 173 |
| Movies: Less often than once per month | 10\% | (20) | 22\% | (44) | 13\% | (26) | 17\% | (35) | 38\% | (76) | 201 |
| Movies: Never | 11\% | (21) | 11\% | (22) | 17\% | (34) | 15\% | (30) | 46\% | (90) | 196 |
| Sports: Every day | 30\% | (48) | 31\% | (49) | 5\% | (8) | 14\% | (22) | 19\% | (31) | 158 |
| Sports: Several times per week | 21\% | (70) | 22\% | (73) | 20\% | (66) | 20\% | (66) | 17\% | (57) | 332 |
| Sports: About once per week | 21\% | (59) | $31 \%$ | (86) | 14\% | (39) | 18\% | (50) | 16\% | (45) | 279 |
| Sports: Several times per month | 15\% | (34) | 27\% | (61) | 20\% | (46) | 17\% | (40) | 21\% | (48) | 228 |
| Sports: About once per month | 16\% | (28) | 30\% | (52) | 16\% | (28) | 16\% | (27) | 22\% | (39) | 174 |
| Sports: Less often than once per month | 15\% | (54) | 24\% | (88) | 18\% | (64) | 20\% | (71) | 24\% | (86) | 363 |
| Sports: Never | 13\% | (83) | 17\% | (111) | 15\% | (98) | 17\% | (112) | 39\% | (261) | 666 |

[^242]Table HR15: How appropriate do you think it is for candidates running for political office to appear in sketches on Saturday Night Live?

| Demographic | Very appropriate |  | Somewhat appropriate |  | Somewhat inappropriate |  | Very inappropriate |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 17\% | (376) | 24\% | (520) | 16\% | (349) | 18\% | (388) | 26\% | (566) | 2199 |
| Cable: I currently subscribe | 21\% | (233) | 24\% | (268) | 15\% | (170) | 16\% | (174) | 24\% | (263) | 1108 |
| Cable: I subscribed in the past | 14\% | (105) | 27\% | (197) | 15\% | (106) | 21\% | (155) | 22\% | (163) | 727 |
| Cable: I have never subscribed | 10\% | (38) | 15\% | (55) | 20\% | (73) | 16\% | (59) | 38\% | (140) | 365 |
| Satellite television: I currently subscribe | 18\% | (93) | 23\% | (119) | 15\% | (81) | 22\% | (118) | 22\% | (115) | 526 |
| Satellite television: I subscribed in the past | 16\% | (96) | 26\% | (155) | 15\% | (87) | 19\% | (114) | 24\% | (146) | 597 |
| Satellite television: I have never subscribed | 17\% | (187) | 23\% | (246) | 17\% | (181) | 15\% | (157) | 28\% | (305) | 1076 |
| Streaming service: I currently subscribe | 21\% | (271) | 26\% | (344) | 15\% | (193) | 17\% | (223) | 21\% | (273) | 1302 |
| Streaming service: I subscribed in the past | $14 \%$ | (34) | 27\% | (64) | 21\% | (48) | 10\% | (22) | 28\% | (66) | 234 |
| Streaming service: I have never subscribed | 11\% | (72) | 17\% | (113) | 16\% | (108) | 22\% | (143) | 34\% | (227) | 663 |
| Film: An avid fan | 22\% | (175) | 28\% | (219) | 15\% | (119) | 15\% | (114) | 19\% | (151) | 779 |
| Film: A casual fan | 16\% | (185) | 24\% | (272) | 16\% | (188) | 19\% | (214) | 25\% | (294) | 1153 |
| Film: Not a fan | 6\% | (16) | 11\% | (29) | 15\% | (41) | 22\% | (60) | 45\% | (121) | 267 |
| Television: An avid fan | 21\% | (242) | 26\% | (302) | 15\% | (171) | 17\% | (192) | 21\% | (247) | 1154 |
| Television: A casual fan | $14 \%$ | (128) | 22\% | (202) | 17\% | (155) | 19\% | (173) | 27\% | (249) | 907 |
| Television: Not a fan | 4\% | (6) | 12\% | (17) | 17\% | (23) | 17\% | (23) | 50\% | (70) | 139 |
| Music: An avid fan | 22\% | (248) | 27\% | (314) | 15\% | (178) | 15\% | (170) | 21\% | (242) | 1152 |
| Music: A casual fan | $12 \%$ | (113) | 21\% | (191) | 17\% | (155) | 21\% | (195) | 28\% | (254) | 907 |
| Music: Not a fan | 11\% | (15) | $11 \%$ | (15) | $11 \%$ | (16) | 17\% | (24) | 50\% | (70) | 140 |
| Fashion: An avid fan | $33 \%$ | (113) | 28\% | (94) | 9\% | (32) | 12\% | (40) | 18\% | (62) | 342 |
| Fashion: A casual fan | 15\% | (129) | 27\% | (228) | 17\% | (143) | 16\% | (139) | 26\% | (222) | 861 |
| Fashion: Not a fan | 13\% | (134) | 20\% | (198) | 17\% | (174) | 21\% | (209) | 28\% | (282) | 996 |

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

Table HR16_6: If a candidate running for political office were to appear in a sketch on Saturday Night Life, would it give you a more or less favorable impression of the following?
The candidate

|  | Much more <br> favorable |  |  |  |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Demographic | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Don't know <br> No opinion | Total N |  |  |  |

Continued on next page

Table HR16_6: If a candidate running for political office were to appear in a sketch on Saturday Night Life, would it give you a more or less favorable impression of the following?
The candidate

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $12 \%$ | (251) | 20\% | (431) | 13\% | (277) | 16\% | (345) | 40\% | (880) | 2184 |
| Educ: < College | 11\% | (168) | 17\% | (261) | 12\% | (179) | 15\% | (226) | 44\% | (664) | 1499 |
| Educ: Bachelors degree | $11 \%$ | (49) | 25\% | (112) | 14\% | (62) | 15\% | (68) | 34\% | (151) | 443 |
| Educ: Post-grad | 14\% | (34) | 24\% | (58) | 15\% | (36) | 21\% | (51) | 27\% | (64) | 242 |
| Income: Under 50k | 13\% | (166) | 18\% | (236) | 12\% | (150) | 14\% | (186) | 43\% | (551) | 1289 |
| Income: 50k-100k | 10\% | (63) | 21\% | (131) | 12\% | (76) | 18\% | (107) | 38\% | (236) | 613 |
| Income: 100k+ | 8\% | (22) | 23\% | (64) | 18\% | (51) | 18\% | (52) | 33\% | (93) | 283 |
| Ethnicity: White | 10\% | (164) | 18\% | (310) | 14\% | (238) | 17\% | (299) | 41\% | (703) | 1714 |
| Ethnicity: Hispanic | 15\% | (53) | 24\% | (84) | 8\% | (28) | 13\% | (44) | 39\% | (136) | 346 |
| Ethnicity: Afr. Am. | 22\% | (58) | 26\% | (70) | 6\% | (17) | 6\% | (17) | 40\% | (108) | 270 |
| Ethnicity: Other | 15\% | (29) | 26\% | (51) | 11\% | (21) | 15\% | (30) | 34\% | (69) | 200 |
| Relig: Protestant | 8\% | (42) | 18\% | (94) | 18\% | (97) | 20\% | (108) | 37\% | (197) | 538 |
| Relig: Roman Catholic | 16\% | (69) | 17\% | (75) | 12\% | (52) | 18\% | (80) | 37\% | (160) | 436 |
| Relig: Something Else | 13\% | (24) | 19\% | (35) | 9\% | (16) | 10\% | (19) | 48\% | (89) | 183 |
| Relig: Jewish | 8\% | (4) | 29\% | (15) | 12\% | (6) | 11\% | (6) | 40\% | (21) | 53 |
| Relig: Evangelical | 12\% | (92) | 18\% | (145) | 13\% | (101) | 16\% | (130) | 41\% | (332) | 801 |
| Relig: Non-Evang. Catholics | 12\% | (42) | 17\% | (61) | 18\% | (64) | 21\% | (76) | 32\% | (113) | 356 |
| Relig: All Christian | 12\% | (135) | 18\% | (205) | 14\% | (165) | 18\% | (207) | 39\% | (446) | 1157 |
| Relig: All Non-Christian | 7\% | (16) | $21 \%$ | (48) | 10\% | (22) | 19\% | (42) | 43\% | (95) | 222 |
| Community: Urban | 19\% | (110) | $22 \%$ | (127) | 11\% | (61) | 13\% | (75) | 35\% | (200) | 574 |
| Community: Suburban | 11\% | (104) | $21 \%$ | (206) | 13\% | (130) | 14\% | (141) | 40\% | (393) | 975 |
| Community: Rural | 6\% | (37) | 15\% | (98) | 13\% | (85) | 20\% | (129) | 45\% | (286) | 636 |

[^243]Table HR16_6: If a candidate running for political office were to appear in a sketch on Saturday Night Life, would it give you a more or less favorable impression of the following?
The candidate

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (251) | 20\% | (431) | 13\% | (277) | 16\% | (345) | 40\% | (880) | 2184 |
| Employ: Private Sector | 14\% | (92) | 21\% | (142) | 13\% | (86) | 14\% | (92) | 38\% | (248) | 659 |
| Employ: Government | 6\% | (7) | 25\% | (30) | 15\% | (18) | 20\% | (24) | 34\% | (41) | 120 |
| Employ: Self-Employed | 10\% | (20) | 24\% | (48) | 8\% | (15) | 19\% | (36) | 39\% | (76) | 195 |
| Employ: Homemaker | 10\% | (17) | 16\% | (26) | $12 \%$ | (21) | 13\% | (22) | 49\% | (84) | 170 |
| Employ: Student | 24\% | (19) | $33 \%$ | (26) | $11 \%$ | (8) | 2\% | (2) | $31 \%$ | (24) | 79 |
| Employ: Retired | 8\% | (43) | 16\% | (85) | 15\% | (78) | 24\% | (123) | 37\% | (191) | 520 |
| Employ: Unemployed | 12\% | (32) | 17\% | (45) | $11 \%$ | (29) | 13\% | (34) | 46\% | (120) | 259 |
| Employ: Other | 11\% | (21) | 16\% | (29) | 12\% | (22) | 7\% | (13) | 53\% | (96) | 181 |
| Military HH: Yes | 13\% | (50) | 15\% | (59) | $11 \%$ | (42) | 22\% | (83) | 39\% | (150) | 384 |
| Military HH: No | 11\% | (201) | $21 \%$ | (373) | 13\% | (235) | 15\% | (262) | 41\% | (730) | 1801 |
| RD/WT: Right Direction | 6\% | (53) | 14\% | (115) | 17\% | (142) | 24\% | (196) | 38\% | (313) | 820 |
| RD/WT: Wrong Track | 15\% | (198) | 23\% | (316) | 10\% | (135) | 11\% | (149) | 42\% | (567) | 1365 |
| Trump Job Approve | 7\% | (59) | 13\% | (114) | 17\% | (151) | 27\% | (234) | 36\% | (309) | 866 |
| Trump Job Disapprove | 15\% | (188) | 26\% | (315) | 10\% | (122) | 8\% | (100) | 40\% | (491) | 1216 |
| Trump Job Strongly Approve | 10\% | (44) | 11\% | (47) | 17\% | (74) | 31\% | (138) | $31 \%$ | (137) | 439 |
| Trump Job Somewhat Approve | $3 \%$ | (15) | 16\% | (68) | 18\% | (77) | $22 \%$ | (96) | 40\% | (172) | 427 |
| Trump Job Somewhat Disapprove | 7\% | (21) | 25\% | (75) | 15\% | (43) | 11\% | (32) | 42\% | (122) | 293 |
| Trump Job Strongly Disapprove | 18\% | (167) | 26\% | (240) | 9\% | (79) | 7\% | (68) | 40\% | (368) | 923 |
| Favorable of Trump | 6\% | (53) | 13\% | (111) | 17\% | (146) | 27\% | (229) | 36\% | (297) | 836 |
| Unfavorable of Trump | 15\% | (187) | 26\% | (314) | 10\% | (121) | 9\% | (106) | 40\% | (480) | 1208 |
| Very Favorable of Trump | 8\% | (36) | 11\% | (54) | 15\% | (73) | $32 \%$ | (151) | 33\% | (157) | 471 |
| Somewhat Favorable of Trump | 5\% | (17) | 16\% | (57) | 20\% | (73) | 21\% | (78) | 38\% | (140) | 366 |
| Somewhat Unfavorable of Trump | 6\% | (15) | 26\% | (61) | 16\% | (38) | 13\% | (30) | 39\% | (92) | 235 |
| Very Unfavorable of Trump | 18\% | (172) | 26\% | (253) | 9\% | (83) | 8\% | (76) | 40\% | (388) | 973 |

[^244]Table HR16_6: If a candidate running for political office were to appear in a sketch on Saturday Night Life, would it give you a more or less favorable impression of the following?
The candidate

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (251) | 20\% | (431) | 13\% | (277) | 16\% | (345) | 40\% | (880) | 2184 |
| \#1 Issue: Economy | 10\% | (56) | 24\% | (132) | 12\% | (69) | 13\% | (73) | 40\% | (221) | 551 |
| \#1 Issue: Security | 4\% | (19) | 12\% | (53) | 18\% | (81) | 29\% | (130) | 36\% | (159) | 440 |
| \#1 Issue: Health Care | 16\% | (60) | $21 \%$ | (78) | 10\% | (38) | 10\% | (37) | 42\% | (153) | 366 |
| \#1 Issue: Medicare / Social Security | $14 \%$ | (50) | 16\% | (57) | 10\% | (37) | 20\% | (71) | 40\% | (141) | 356 |
| \#1 Issue: Women's Issues | 18\% | (22) | 25\% | (31) | 12\% | (15) | 7\% | (9) | 39\% | (49) | 126 |
| \#1 Issue: Education | 15\% | (23) | 18\% | (27) | 14\% | (22) | 8\% | (12) | 46\% | (70) | 154 |
| \#1 Issue: Energy | $14 \%$ | (13) | 41\% | (41) | 8\% | (7) | 2\% | (2) | 35\% | (35) | 99 |
| \#1 Issue: Other | 8\% | (8) | 13\% | (12) | 9\% | (8) | 13\% | (12) | 57\% | (53) | 93 |
| 2018 House Vote: Democrat | 19\% | (163) | 28\% | (234) | 8\% | (68) | 8\% | (68) | 36\% | (305) | 838 |
| 2018 House Vote: Republican | $4 \%$ | (24) | 13\% | (85) | 19\% | (123) | $32 \%$ | (203) | 32\% | (205) | 640 |
| 2018 House Vote: Someone else | 1\% | (1) | 29\% | (30) | 15\% | (16) | 14\% | (14) | 42\% | (44) | 105 |
| 2018 House Vote: Didnt Vote | 10\% | (58) | 14\% | (82) | 12\% | (70) | 10\% | (59) | 55\% | (326) | 595 |
| 2016 Vote: Hillary Clinton | 21\% | (148) | 27\% | (191) | 7\% | (51) | 6\% | (42) | 39\% | (279) | 711 |
| 2016 Vote: Donald Trump | 5\% | (34) | 14\% | (90) | 18\% | (116) | 30\% | (200) | 34\% | (223) | 663 |
| 2016 Vote: Someone else | 7\% | (12) | 24\% | (43) | 15\% | (27) | 18\% | (31) | 36\% | (64) | 177 |
| 2016 Vote: Didnt Vote | 9\% | (54) | 17\% | (105) | 13\% | (82) | $11 \%$ | (72) | 50\% | (313) | 626 |
| Voted in 2014: Yes | 13\% | (176) | 21\% | (291) | 12\% | (158) | 18\% | (241) | 36\% | (495) | 1362 |
| Voted in 2014: No | 9\% | (75) | 17\% | (141) | 14\% | (119) | 13\% | (104) | 47\% | (385) | 823 |
| 2012 Vote: Barack Obama | 19\% | (164) | 26\% | (225) | 7\% | (62) | 8\% | (68) | 39\% | (332) | 851 |
| 2012 Vote: Mitt Romney | $4 \%$ | (18) | 12\% | (61) | 19\% | (96) | 32\% | (160) | 33\% | (165) | 499 |
| 2012 Vote: Other | 1\% | (1) | 19\% | (16) | 17\% | (15) | 20\% | (17) | 43\% | (37) | 87 |
| 2012 Vote: Didn't Vote | 9\% | (68) | 17\% | (128) | 14\% | (103) | 14\% | (100) | 46\% | (342) | 742 |
| 4-Region: Northeast | $12 \%$ | (46) | 21\% | (83) | $11 \%$ | (44) | 17\% | (65) | 39\% | (154) | 392 |
| 4-Region: Midwest | 11\% | (49) | 19\% | (88) | $14 \%$ | (63) | 16\% | (74) | 40\% | (185) | 460 |
| 4-Region: South | 11\% | (93) | 18\% | (147) | 12\% | (95) | 16\% | (133) | 43\% | (349) | 818 |
| 4-Region: West | 12\% | (64) | 22\% | (112) | $14 \%$ | (75) | 14\% | (73) | 37\% | (191) | 514 |

Continued on next page

Table HR16_6: If a candidate running for political office were to appear in a sketch on Saturday Night Life, would it give you a more or less favorable impression of the following?
The candidate

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  |  | know / <br> pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (251) | 20\% | (431) | 13\% | (277) | 16\% | (345) | 40\% | (880) | 2184 |
| TV shows: Every day | 13\% | (143) | 23\% | (259) | $11 \%$ | (131) | 15\% | (171) | 38\% | (437) | 1140 |
| TV shows: Several times per week | 13\% | (66) | 20\% | (102) | 14\% | (69) | 15\% | (77) | 38\% | (195) | 508 |
| TV shows: About once per week | 10\% | (14) | 17\% | (24) | 18\% | (26) | 17\% | (25) | 37\% | (53) | 142 |
| TV shows: Several times per month | 10\% | (10) | 24\% | (24) | 23\% | (23) | 15\% | (15) | 29\% | (29) | 101 |
| TV shows: About once per month | 8\% | (4) | 16\% | (8) | $11 \%$ | (5) | 16\% | (8) | 49\% | (23) | 48 |
| TV shows: Less often than once per month | 11\% | (8) | 12\% | (9) | 14\% | (11) | 24\% | (18) | 40\% | (30) | 77 |
| TV shows: Never | 4\% | (7) | 3\% | (5) | 8\% | (13) | 18\% | (31) | 67\% | (112) | 168 |
| Movies: Every day | 21\% | (84) | 21\% | (81) | $11 \%$ | (44) | $11 \%$ | (45) | 36\% | (141) | 395 |
| Movies: Several times per week | 10\% | (60) | 27\% | (154) | 11\% | (62) | 18\% | (104) | 34\% | (192) | 571 |
| Movies: About once per week | 9\% | (33) | 21\% | (81) | 17\% | (66) | 17\% | (63) | 36\% | (139) | 381 |
| Movies: Several times per month | 10\% | (26) | 19\% | (50) | 16\% | (44) | 18\% | (48) | 38\% | (101) | 269 |
| Movies: About once per month | 12\% | (21) | 17\% | (28) | 14\% | (24) | 15\% | (26) | 42\% | (72) | 172 |
| Movies: Less often than once per month | 8\% | (15) | 13\% | (25) | $11 \%$ | (23) | $14 \%$ | (29) | 54\% | (109) | 201 |
| Movies: Never | 6\% | (13) | 6\% | (12) | 7\% | (15) | 16\% | (30) | 64\% | (126) | 196 |
| Sports: Every day | 30\% | (47) | 25\% | (40) | 7\% | (11) | 13\% | (20) | 25\% | (39) | 158 |
| Sports: Several times per week | 13\% | (41) | 26\% | (85) | 16\% | (53) | 15\% | (49) | 29\% | (95) | 323 |
| Sports: About once per week | 10\% | (29) | 22\% | (62) | $11 \%$ | (31) | 21\% | (58) | 35\% | (98) | 278 |
| Sports: Several times per month | 9\% | (20) | 24\% | (54) | 18\% | (40) | $18 \%$ | (42) | 32\% | (73) | 228 |
| Sports: About once per month | 19\% | (32) | 25\% | (43) | 13\% | (22) | 13\% | (23) | 30\% | (52) | 172 |
| Sports: Less often than once per month | 9\% | (34) | 18\% | (66) | 16\% | (59) | 15\% | (53) | 42\% | (151) | 363 |
| Sports: Never | 7\% | (49) | 12\% | (82) | 9\% | (61) | 15\% | (101) | 56\% | (372) | 664 |
| Cable: I currently subscribe | 14\% | (149) | 22\% | (244) | 12\% | (135) | 15\% | (164) | 37\% | (410) | 1102 |
| Cable: I subscribed in the past | $11 \%$ | (79) | 19\% | (137) | 15\% | (104) | 16\% | (118) | 39\% | (280) | 719 |
| Cable: I have never subscribed | 6\% | (23) | 14\% | (50) | 10\% | (38) | 17\% | (63) | 52\% | (190) | 364 |
| Satellite television: I currently subscribe | 13\% | (65) | 19\% | (97) | 14\% | (75) | 17\% | (90) | 37\% | (191) | 517 |
| Satellite television: I subscribed in the past | 11\% | (66) | 20\% | (120) | $11 \%$ | (68) | 18\% | (108) | 39\% | (233) | 594 |
| Satellite television: I have never subscribed | 11\% | (120) | 20\% | (215) | 13\% | (134) | $14 \%$ | (148) | 42\% | (456) | 1073 |

[^245]Table HR16_6: If a candidate running for political office were to appear in a sketch on Saturday Night Life, would it give you a more or less favorable impression of the following?
The candidate

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $12 \%$ | (251) | 20\% | (431) | 13\% | (277) | 16\% | (345) | 40\% | (880) | 2184 |
| Streaming service: I currently subscribe | 14\% | (176) | 25\% | (320) | 12\% | (155) | 14\% | (185) | 36\% | (460) | 1297 |
| Streaming service: I subscribed in the past | $14 \%$ | (33) | 19\% | (43) | 19\% | (43) | 10\% | (23) | 38\% | (86) | 227 |
| Streaming service: I have never subscribed | 6\% | (42) | 10\% | (68) | 12\% | (79) | $21 \%$ | (137) | 51\% | (334) | 660 |
| Film: An avid fan | 17\% | (131) | 27\% | (208) | 12\% | (91) | 13\% | (99) | 32\% | (248) | 776 |
| Film: A casual fan | 9\% | (101) | 18\% | (207) | 13\% | (151) | 18\% | (200) | 42\% | (482) | 1141 |
| Film: Not a fan | 7\% | (20) | 6\% | (16) | 13\% | (35) | 17\% | (46) | 56\% | (151) | 267 |
| Television: An avid fan | 14\% | (155) | 25\% | (281) | 12\% | (140) | 14\% | (155) | 36\% | (413) | 1145 |
| Television: A casual fan | 10\% | (92) | 16\% | (141) | 13\% | (121) | 18\% | (162) | 43\% | (384) | 901 |
| Television: Not a fan | 3\% | (4) | 6\% | (8) | 12\% | (16) | 20\% | (28) | 59\% | (82) | 139 |
| Music: An avid fan | 16\% | (182) | 24\% | (272) | 12\% | (140) | 12\% | (139) | 36\% | (413) | 1147 |
| Music: A casual fan | 7\% | (62) | 16\% | (146) | 14\% | (130) | 20\% | (180) | 42\% | (380) | 899 |
| Music: Not a fan | 5\% | (7) | 9\% | (13) | 5\% | (7) | 18\% | (26) | 62\% | (86) | 139 |
| Fashion: An avid fan | 28\% | (97) | 23\% | (79) | 10\% | (35) | 9\% | (31) | 29\% | (99) | 341 |
| Fashion: A casual fan | 10\% | (84) | 23\% | (194) | 12\% | (103) | 15\% | (130) | 40\% | (339) | 850 |
| Fashion: Not a fan | 7\% | (71) | 16\% | (159) | $14 \%$ | (139) | 18\% | (184) | 44\% | (442) | 994 |

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

Table HR16_9: If a candidate running for political office were to appear in a sketch on Saturday Night Life, would it give you a more or less favorable impression of the following?
Saturday Night Live

| Demographic | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Don't know <br> No opinion | Total N |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

Continued on next page

Table HR16_9: If a candidate running for political office were to appear in a sketch on Saturday Night Life, would it give you a more or less favorable impression of the following?
Saturday Night Live

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  |  | know / <br> pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% | (336) | 17\% | (380) | 12\% | (252) | 16\% | (356) | 39\% | (857) | 2181 |
| Educ: < College | 15\% | (229) | 16\% | (234) | $11 \%$ | (161) | 16\% | (240) | 42\% | (636) | 1500 |
| Educ: Bachelors degree | 15\% | (67) | 19\% | (85) | 13\% | (59) | 17\% | (75) | 35\% | (153) | 439 |
| Educ: Post-grad | 16\% | (40) | 25\% | (61) | 13\% | (32) | 17\% | (42) | 28\% | (68) | 242 |
| Income: Under 50k | 17\% | (223) | 17\% | (225) | 10\% | (129) | 14\% | (178) | 41\% | (532) | 1287 |
| Income: 50k-100k | 13\% | (77) | 17\% | (104) | 12\% | (73) | 21\% | (128) | 37\% | (225) | 607 |
| Income: $100 \mathrm{k}+$ | 13\% | (36) | 18\% | (51) | 17\% | (49) | 18\% | (51) | 35\% | (100) | 287 |
| Ethnicity: White | 12\% | (204) | 17\% | (294) | $12 \%$ | (208) | 18\% | (313) | 40\% | (693) | 1712 |
| Ethnicity: Hispanic | 23\% | (80) | 19\% | (66) | 8\% | (27) | 10\% | (35) | 39\% | (135) | 343 |
| Ethnicity: Afr. Am. | 29\% | (79) | 18\% | (48) | 9\% | (23) | 8\% | (22) | 36\% | (99) | 270 |
| Ethnicity: Other | 27\% | (53) | 19\% | (38) | 10\% | (20) | 10\% | (21) | 33\% | (66) | 198 |
| Relig: Protestant | 12\% | (66) | 13\% | (72) | 15\% | (78) | 24\% | (128) | 36\% | (193) | 538 |
| Relig: Roman Catholic | 20\% | (84) | 18\% | (80) | $11 \%$ | (47) | 18\% | (76) | 33\% | (144) | 431 |
| Relig: Something Else | 16\% | (29) | 16\% | (29) | 12\% | (21) | 9\% | (17) | 46\% | (83) | 179 |
| Relig: Jewish | 14\% | (8) | 29\% | (16) | 6\% | (3) | 12\% | (7) | 38\% | (21) | 54 |
| Relig: Evangelical | 16\% | (127) | 16\% | (127) | 12\% | (91) | 17\% | (135) | 39\% | (311) | 792 |
| Relig: Non-Evang. Catholics | 15\% | (52) | 15\% | (54) | 16\% | (56) | 24\% | (86) | 30\% | (108) | 355 |
| Relig: All Christian | 16\% | (179) | 16\% | (181) | 13\% | (147) | 19\% | (221) | 37\% | (419) | 1147 |
| Relig: All Non-Christian | 7\% | (16) | 15\% | (34) | $11 \%$ | (24) | $21 \%$ | (47) | 45\% | (100) | 221 |
| Community: Urban | 22\% | (127) | 19\% | (109) | 11\% | (65) | $11 \%$ | (65) | 36\% | (207) | 573 |
| Community: Suburban | 15\% | (142) | 18\% | (176) | 12\% | (120) | 16\% | (154) | 39\% | (380) | 973 |
| Community: Rural | 11\% | (67) | 15\% | (94) | 10\% | (66) | 22\% | (137) | 43\% | (270) | 635 |

[^246]Table HR16_9: If a candidate running for political office were to appear in a sketch on Saturday Night Life, would it give you a more or less favorable impression of the following?
Saturday Night Live

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% | (336) | 17\% | (380) | 12\% | (252) | 16\% | (356) | $39 \%$ | (857) | 2181 |
| Employ: Private Sector | 19\% | (128) | 18\% | (121) | 13\% | (83) | 16\% | (104) | $34 \%$ | (221) | 656 |
| Employ: Government | 24\% | (29) | 20\% | (25) | 14\% | (18) | 13\% | (16) | 29\% | (36) | 123 |
| Employ: Self-Employed | 15\% | (29) | 18\% | (35) | 10\% | (19) | 21\% | (39) | 36\% | (69) | 191 |
| Employ: Homemaker | 13\% | (22) | 15\% | (25) | 13\% | (22) | 13\% | (23) | 46\% | (78) | 170 |
| Employ: Student | 25\% | (20) | 28\% | (22) | 14\% | (11) | 5\% | (4) | 27\% | (22) | 78 |
| Employ: Retired | 9\% | (46) | 16\% | (81) | 11\% | (59) | 24\% | (125) | 40\% | (209) | 520 |
| Employ: Unemployed | 15\% | (40) | 17\% | (44) | 8\% | (22) | 11\% | (27) | 49\% | (127) | 261 |
| Employ: Other | 12\% | (22) | 14\% | (26) | 10\% | (19) | 10\% | (17) | 54\% | (97) | 181 |
| Military HH: Yes | 16\% | (61) | 14\% | (54) | 12\% | (48) | 20\% | (77) | 37\% | (143) | 383 |
| Military HH: No | 15\% | (274) | 18\% | (326) | 11\% | (204) | 16\% | (280) | 40\% | (715) | 1798 |
| RD/WT: Right Direction | 9\% | (75) | 13\% | (107) | 14\% | (118) | 26\% | (214) | 37\% | (300) | 815 |
| RD/WT: Wrong Track | 19\% | (260) | 20\% | (272) | 10\% | (134) | 10\% | (142) | 41\% | (557) | 1366 |
| Trump Job Approve | 9\% | (79) | 11\% | (95) | 16\% | (139) | 29\% | (253) | 34\% | (295) | 861 |
| Trump Job Disapprove | 21\% | (252) | 23\% | (279) | 9\% | (111) | 8\% | (93) | 40\% | (483) | 1217 |
| Trump Job Strongly Approve | 10\% | (43) | 10\% | (43) | 13\% | (57) | 38\% | (165) | 29\% | (126) | 434 |
| Trump Job Somewhat Approve | 8\% | (35) | 12\% | (52) | 19\% | (83) | 21\% | (89) | 40\% | (169) | 427 |
| Trump Job Somewhat Disapprove | 8\% | (25) | $21 \%$ | (64) | 18\% | (54) | 9\% | (28) | 43\% | (127) | 296 |
| Trump Job Strongly Disapprove | 25\% | (227) | 23\% | (215) | 6\% | (57) | 7\% | (65) | $39 \%$ | (356) | 921 |
| Favorable of Trump | 8\% | (66) | 11\% | (95) | 16\% | (131) | $31 \%$ | (260) | 34\% | (287) | 839 |
| Unfavorable of Trump | 21\% | (257) | 23\% | (277) | 9\% | (113) | 7\% | (90) | 39\% | (465) | 1202 |
| Very Favorable of Trump | 9\% | (44) | 10\% | (45) | 13\% | (62) | 37\% | (176) | 31\% | (147) | 473 |
| Somewhat Favorable of Trump | 6\% | (23) | 13\% | (49) | 19\% | (69) | 23\% | (84) | 38\% | (141) | 366 |
| Somewhat Unfavorable of Trump | 8\% | (18) | 25\% | (58) | 20\% | (46) | 11\% | (25) | 37\% | (87) | 235 |
| Very Unfavorable of Trump | 25\% | (239) | 23\% | (219) | 7\% | (67) | 7\% | (64) | 39\% | (377) | 967 |

[^247]Table HR16_9: If a candidate running for political office were to appear in a sketch on Saturday Night Life, would it give you a more or less favorable impression of the following?
Saturday Night Live

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% | (336) | 17\% | (380) | 12\% | (252) | 16\% | (356) | 39\% | (857) | 2181 |
| \#1 Issue: Economy | 14\% | (76) | 22\% | (122) | 14\% | (78) | 12\% | (66) | 39\% | (218) | 560 |
| \#1 Issue: Security | 8\% | (34) | 9\% | (38) | 13\% | (58) | 36\% | (157) | 34\% | (146) | 434 |
| \#1 Issue: Health Care | 22\% | (79) | 18\% | (67) | $11 \%$ | (41) | 10\% | (38) | 38\% | (139) | 363 |
| \#1 Issue: Medicare / Social Security | 15\% | (53) | 16\% | (56) | 9\% | (32) | 18\% | (63) | 43\% | (154) | 358 |
| \#1 Issue: Women's Issues | 18\% | (23) | 24\% | (30) | $11 \%$ | (14) | 9\% | (11) | 39\% | (49) | 126 |
| \#1 Issue: Education | 26\% | (39) | 19\% | (28) | 8\% | (12) | 5\% | (7) | 43\% | (64) | 150 |
| \#1 Issue: Energy | 22\% | (21) | $31 \%$ | (31) | 9\% | (9) | 4\% | (4) | 34\% | (33) | 98 |
| \#1 Issue: Other | 11\% | (10) | 10\% | (9) | 8\% | (8) | 12\% | (11) | 59\% | (55) | 93 |
| 2018 House Vote: Democrat | 28\% | (231) | 24\% | (200) | 7\% | (59) | 6\% | (53) | 35\% | (293) | 836 |
| 2018 House Vote: Republican | 5\% | (32) | 10\% | (62) | 18\% | (115) | 35\% | (226) | $32 \%$ | (204) | 639 |
| 2018 House Vote: Someone else | 5\% | (5) | 29\% | (29) | 20\% | (20) | 11\% | (11) | 36\% | (36) | 102 |
| 2018 House Vote: Didnt Vote | 11\% | (63) | 15\% | (88) | 9\% | (56) | 11\% | (66) | 54\% | (323) | 596 |
| 2016 Vote: Hillary Clinton | 26\% | (190) | 23\% | (168) | 7\% | (50) | 5\% | (36) | 38\% | (274) | 717 |
| 2016 Vote: Donald Trump | 7\% | (47) | 10\% | (69) | 15\% | (102) | 35\% | (231) | $32 \%$ | (215) | 663 |
| 2016 Vote: Someone else | 15\% | (27) | 26\% | (47) | 15\% | (26) | 10\% | (18) | 33\% | (59) | 177 |
| 2016 Vote: Didnt Vote | 11\% | (69) | 15\% | (94) | 12\% | (74) | 12\% | (71) | 50\% | (308) | 617 |
| Voted in 2014: Yes | 17\% | (226) | 18\% | (246) | $11 \%$ | (149) | 19\% | (252) | 36\% | (483) | 1356 |
| Voted in 2014: No | 13\% | (109) | 16\% | (134) | 12\% | (103) | 13\% | (104) | 45\% | (374) | 825 |
| 2012 Vote: Barack Obama | 22\% | (187) | 24\% | (202) | 8\% | (69) | 9\% | (76) | 37\% | (310) | 844 |
| 2012 Vote: Mitt Romney | 6\% | (28) | 10\% | (50) | 16\% | (82) | 33\% | (167) | 35\% | (172) | 499 |
| 2012 Vote: Other | 9\% | (7) | 9\% | (8) | 17\% | (15) | 21\% | (18) | 44\% | (38) | 85 |
| 2012 Vote: Didn't Vote | 15\% | (113) | 16\% | (119) | 12\% | (86) | 13\% | (95) | 45\% | (334) | 747 |
| 4-Region: Northeast | 17\% | (68) | 18\% | (71) | $11 \%$ | (41) | 15\% | (57) | 39\% | (154) | 392 |
| 4-Region: Midwest | 15\% | (67) | 17\% | (76) | 14\% | (63) | 18\% | (83) | 37\% | (168) | 457 |
| 4-Region: South | 14\% | (112) | 17\% | (142) | 10\% | (85) | 17\% | (136) | 42\% | (344) | 819 |
| 4-Region: West | 17\% | (89) | 18\% | (91) | 12\% | (62) | 16\% | (80) | 37\% | (191) | 514 |

Continued on next page

Table HR16_9: If a candidate running for political office were to appear in a sketch on Saturday Night Life, would it give you a more or less favorable impression of the following?
Saturday Night Live

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  |  | know / <br> pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% | (336) | 17\% | (380) | 12\% | (252) | 16\% | (356) | $39 \%$ | (857) | 2181 |
| TV shows: Every day | 17\% | (191) | 20\% | (224) | 11\% | (125) | 16\% | (182) | 37\% | (416) | 1139 |
| TV shows: Several times per week | 17\% | (84) | 17\% | (84) | 13\% | (66) | 16\% | (80) | 38\% | (193) | 507 |
| TV shows: About once per week | 17\% | (24) | 15\% | (21) | 10\% | (15) | 18\% | (26) | 40\% | (57) | 144 |
| TV shows: Several times per month | 8\% | (8) | 27\% | (28) | 16\% | (16) | 22\% | (22) | 27\% | (27) | 101 |
| TV shows: About once per month | 8\% | (4) | 20\% | (10) | 8\% | (4) | 16\% | (7) | 48\% | (23) | 48 |
| TV shows: Less often than once per month | 16\% | (12) | 11\% | (8) | 7\% | (5) | 21\% | (15) | 45\% | (33) | 74 |
| TV shows: Never | 8\% | (13) | 2\% | (4) | 12\% | (20) | 14\% | (24) | 64\% | (108) | 168 |
| Movies: Every day | 27\% | (105) | 16\% | (65) | 12\% | (45) | 13\% | (50) | 33\% | (130) | 395 |
| Movies: Several times per week | 17\% | (95) | 21\% | (122) | 11\% | (65) | 17\% | (97) | 33\% | (189) | 568 |
| Movies: About once per week | 14\% | (52) | 18\% | (69) | 14\% | (55) | 18\% | (68) | 36\% | (138) | 382 |
| Movies: Several times per month | $12 \%$ | (33) | 23\% | (61) | 14\% | (37) | 19\% | (52) | 33\% | (89) | 273 |
| Movies: About once per month | 11\% | (19) | 17\% | (30) | 11\% | (18) | 17\% | (30) | 44\% | (76) | 173 |
| Movies: Less often than once per month | 10\% | (20) | 13\% | (25) | 7\% | (13) | 16\% | (31) | 55\% | (106) | 194 |
| Movies: Never | 6\% | (12) | 4\% | (7) | 9\% | (17) | 15\% | (29) | 66\% | (130) | 196 |
| Sports: Every day | $33 \%$ | (53) | 18\% | (29) | 11\% | (17) | 14\% | (22) | 23\% | (37) | 158 |
| Sports: Several times per week | 20\% | (65) | $21 \%$ | (71) | 14\% | (46) | 15\% | (48) | $31 \%$ | (102) | 331 |
| Sports: About once per week | 16\% | (45) | 18\% | (50) | 11\% | (29) | 16\% | (44) | 39\% | (106) | 273 |
| Sports: Several times per month | 12\% | (27) | 18\% | (41) | 16\% | (36) | 21\% | (48) | 33\% | (74) | 227 |
| Sports: About once per month | 17\% | (29) | 24\% | (42) | 16\% | (27) | 14\% | (24) | 29\% | (50) | 173 |
| Sports: Less often than once per month | 11\% | (37) | 20\% | (72) | 11\% | (37) | 21\% | (74) | 38\% | (134) | 355 |
| Sports: Never | 12\% | (80) | 11\% | (74) | 9\% | (60) | 14\% | (95) | 53\% | (356) | 665 |
| Cable: I currently subscribe | 19\% | (211) | 17\% | (189) | 12\% | (127) | 15\% | (167) | 37\% | (402) | 1097 |
| Cable: I subscribed in the past | 13\% | (95) | 21\% | (150) | 11\% | (81) | 18\% | (129) | 37\% | (269) | 724 |
| Cable: I have never subscribed | 8\% | (30) | 11\% | (41) | 12\% | (44) | 17\% | (61) | 52\% | (186) | 361 |
| Satellite television: I currently subscribe | 16\% | (82) | 15\% | (79) | 13\% | (69) | 19\% | (101) | 37\% | (190) | 521 |
| Satellite television: I subscribed in the past | 17\% | (104) | 17\% | (98) | 13\% | (76) | 17\% | (99) | 36\% | (216) | 593 |
| Satellite television: I have never subscribed | 14\% | (150) | 19\% | (202) | 10\% | (107) | 15\% | (157) | 42\% | (451) | 1066 |

[^248]Table HR16_9: If a candidate running for political office were to appear in a sketch on Saturday Night Life, would it give you a more or less favorable impression of the following?
Saturday Night Live

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  |  | know / <br> pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% | (336) | 17\% | (380) | 12\% | (252) | 16\% | (356) | $39 \%$ | (857) | 2181 |
| Streaming service: I currently subscribe | 19\% | (239) | 20\% | (265) | 12\% | (158) | 15\% | (191) | 34\% | (439) | 1292 |
| Streaming service: I subscribed in the past | 19\% | (44) | 18\% | (41) | 16\% | (37) | 12\% | (28) | 36\% | (85) | 234 |
| Streaming service: I have never subscribed | 8\% | (53) | 11\% | (74) | 9\% | (57) | 21\% | (138) | 51\% | (333) | 655 |
| Film: An avid fan | 23\% | (180) | 22\% | (174) | 13\% | (97) | 12\% | (89) | 30\% | (232) | 772 |
| Film: A casual fan | 12\% | (141) | 16\% | (186) | 12\% | (133) | 18\% | (211) | 41\% | (475) | 1146 |
| Film: Not a fan | 6\% | (15) | 8\% | (20) | 8\% | (21) | 21\% | (55) | 57\% | (151) | 263 |
| Television: An avid fan | 20\% | (223) | 21\% | (241) | 11\% | (123) | $14 \%$ | (162) | 35\% | (395) | 1145 |
| Television: A casual fan | 11\% | (100) | 15\% | (134) | 13\% | (118) | 19\% | (167) | 42\% | (381) | 900 |
| Television: Not a fan | 9\% | (12) | 3\% | (5) | 8\% | (11) | 20\% | (27) | 60\% | (81) | 135 |
| Music: An avid fan | 21\% | (240) | 20\% | (230) | 12\% | (136) | 12\% | (142) | 35\% | (398) | 1146 |
| Music: A casual fan | 10\% | (89) | 15\% | (137) | 12\% | (111) | 21\% | (186) | 42\% | (376) | 899 |
| Music: Not a fan | 5\% | (7) | 9\% | (13) | 3\% | (5) | 21\% | (28) | 62\% | (84) | 136 |
| Fashion: An avid fan | 33\% | (113) | 19\% | (65) | 9\% | (31) | 11\% | (36) | 28\% | (93) | 337 |
| Fashion: A casual fan | 15\% | (131) | 19\% | (166) | 12\% | (102) | 15\% | (130) | 38\% | (327) | 855 |
| Fashion: Not a fan | 9\% | (93) | 15\% | (149) | $12 \%$ | (119) | 19\% | (190) | 44\% | (438) | 989 |

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

Table HR17_1: Do you agree or disagree with the following statements?
Saturday Night Live has gotten too political

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 23\% | (509) | 16\% | (355) | 13\% | (280) | 17\% | (366) | $31 \%$ | (688) | 2199 |
| Gender: Male | 27\% | (283) | 17\% | (177) | 13\% | (134) | 18\% | (193) | 26\% | (273) | 1061 |
| Gender: Female | 20\% | (226) | 16\% | (178) | 13\% | (146) | 15\% | (173) | 36\% | (415) | 1138 |
| Age: 18-29 | 20\% | (82) | 19\% | (79) | 15\% | (60) | 13\% | (55) | 33\% | (135) | 411 |
| Age: 30-44 | 18\% | (111) | 18\% | (110) | 12\% | (71) | 19\% | (115) | 32\% | (194) | 600 |
| Age: 45-54 | 25\% | (84) | 13\% | (45) | 14\% | (47) | 14\% | (48) | 33\% | (111) | 335 |
| Age: 55-64 | 27\% | (110) | 15\% | (62) | 12\% | (49) | 21\% | (88) | 26\% | (106) | 417 |
| Age: 65+ | 28\% | (122) | 14\% | (60) | 12\% | (53) | 14\% | (61) | 32\% | (142) | 436 |
| Generation Z: 18-21 | 16\% | (19) | 21\% | (24) | 21\% | (25) | 12\% | (14) | 30\% | (34) | 116 |
| Millennial: Age 22-37 | 20\% | (134) | 21\% | (138) | 13\% | (86) | 16\% | (106) | 29\% | (194) | 657 |
| Generation X: Age 38-53 | 22\% | (118) | 13\% | (68) | 12\% | (65) | 16\% | (89) | 37\% | (203) | 543 |
| Boomers: Age 54-72 | 27\% | (205) | 15\% | (112) | 12\% | (92) | 19\% | (145) | 28\% | (218) | 772 |
| PID: Dem (no lean) | 11\% | (89) | 17\% | (136) | 16\% | (127) | 29\% | (232) | 28\% | (222) | 806 |
| PID: Ind (no lean) | 18\% | (134) | 16\% | (122) | 14\% | (105) | 12\% | (89) | 40\% | (304) | 754 |
| PID: Rep (no lean) | 45\% | (286) | 15\% | (98) | 8\% | (48) | 7\% | (45) | 25\% | (162) | 639 |
| PID/Gender: Dem Men | 15\% | (59) | 18\% | (71) | 14\% | (57) | 32\% | (126) | 21\% | (83) | 395 |
| PID/Gender: Dem Women | 7\% | (30) | 16\% | (65) | 17\% | (71) | 26\% | (106) | $34 \%$ | (139) | 411 |
| PID/Gender: Ind Men | 17\% | (56) | 19\% | (63) | 17\% | (56) | 13\% | (41) | 34\% | (111) | 326 |
| PID/Gender: Ind Women | 18\% | (78) | 14\% | (59) | 11\% | (49) | $11 \%$ | (48) | 45\% | (194) | 427 |
| PID/Gender: Rep Men | 50\% | (169) | 13\% | (43) | 6\% | (22) | 8\% | (26) | 24\% | (80) | 339 |
| PID/Gender: Rep Women | 39\% | (117) | 18\% | (55) | 9\% | (27) | 6\% | (19) | 27\% | (82) | 300 |
| Ideo: Liberal (1-3) | 12\% | (83) | 18\% | (118) | 18\% | (124) | 29\% | (198) | 22\% | (152) | 674 |
| Ideo: Moderate (4) | 16\% | (89) | 20\% | (111) | 15\% | (84) | 17\% | (90) | 31\% | (170) | 544 |
| Ideo: Conservative (5-7) | 43\% | (306) | 14\% | (100) | 8\% | (59) | 8\% | (57) | 27\% | (190) | 712 |
| Educ: < College | 22\% | (340) | 15\% | (234) | 12\% | (180) | 14\% | (217) | 36\% | (540) | 1512 |
| Educ: Bachelors degree | 25\% | (109) | 20\% | (87) | 15\% | (68) | 18\% | (82) | 22\% | (98) | 444 |
| Educ: Post-grad | 25\% | (60) | 14\% | (34) | 13\% | (32) | 27\% | (67) | 21\% | (51) | 243 |

[^249]Table HR17_1: Do you agree or disagree with the following statements?
Saturday Night Live has gotten too political

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 23\% | (509) | 16\% | (355) | 13\% | (280) | 17\% | (366) | $31 \%$ | (688) | 2199 |
| Income: Under 50k | 19\% | (247) | 16\% | (202) | 12\% | (160) | 18\% | (228) | 35\% | (460) | 1297 |
| Income: 50k-100k | 30\% | (182) | 18\% | (110) | 12\% | (76) | 14\% | (87) | 26\% | (161) | 615 |
| Income: 100k+ | 28\% | (80) | 15\% | (43) | 16\% | (45) | 18\% | (52) | 23\% | (67) | 287 |
| Ethnicity: White | 25\% | (427) | 16\% | (275) | 12\% | (211) | 15\% | (265) | 32\% | (543) | 1722 |
| Ethnicity: Hispanic | 17\% | (61) | 19\% | (67) | 10\% | (35) | 19\% | (67) | 34\% | (119) | 350 |
| Ethnicity: Afr. Am. | 17\% | (46) | 15\% | (41) | 15\% | (40) | 24\% | (66) | 30\% | (81) | 274 |
| Ethnicity: Other | 18\% | (36) | 20\% | (40) | 14\% | (28) | 17\% | (35) | 31\% | (64) | 203 |
| Relig: Protestant | 33\% | (179) | 19\% | (102) | 11\% | (60) | 11\% | (60) | 26\% | (139) | 539 |
| Relig: Roman Catholic | 28\% | (121) | 15\% | (65) | 11\% | (49) | 18\% | (80) | 28\% | (121) | 436 |
| Relig: Something Else | 16\% | (29) | 12\% | (23) | 12\% | (22) | 18\% | (34) | 42\% | (79) | 187 |
| Relig: Jewish | 16\% | (9) | 18\% | (10) | 18\% | (10) | 25\% | (14) | 23\% | (12) | 54 |
| Relig: Evangelical | 25\% | (197) | 15\% | (123) | 12\% | (95) | 16\% | (131) | 32\% | (258) | 805 |
| Relig: Non-Evang. Catholics | 37\% | (131) | 19\% | (67) | 10\% | (35) | 12\% | (43) | 22\% | (80) | 357 |
| Relig: All Christian | 28\% | (328) | 16\% | (190) | 11\% | (130) | 15\% | (174) | 29\% | (339) | 1161 |
| Relig: All Non-Christian | 24\% | (55) | 15\% | (33) | 10\% | (23) | 13\% | (28) | 38\% | (85) | 224 |
| Community: Urban | 19\% | (110) | 17\% | (96) | 13\% | (74) | 21\% | (120) | 30\% | (175) | 575 |
| Community: Suburban | 22\% | (219) | 17\% | (164) | 15\% | (143) | 17\% | (163) | 30\% | (293) | 982 |
| Community: Rural | 28\% | (181) | 15\% | (96) | 10\% | (63) | 13\% | (84) | 34\% | (220) | 643 |
| Employ: Private Sector | 26\% | (174) | 18\% | (121) | 13\% | (85) | 18\% | (117) | 25\% | (164) | 661 |
| Employ: Government | 26\% | (33) | 20\% | (25) | 11\% | (13) | 15\% | (18) | 28\% | (35) | 124 |
| Employ: Self-Employed | 27\% | (52) | 20\% | (38) | 7\% | (14) | 18\% | (35) | 29\% | (56) | 195 |
| Employ: Homemaker | 19\% | (33) | 19\% | (32) | 14\% | (24) | 15\% | (26) | 33\% | (55) | 170 |
| Employ: Student | 18\% | (15) | 16\% | (12) | 30\% | (24) | 13\% | (10) | 22\% | (18) | 79 |
| Employ: Retired | 28\% | (148) | 12\% | (65) | 13\% | (67) | 15\% | (78) | 32\% | (165) | 523 |
| Employ: Unemployed | 15\% | (39) | 12\% | (30) | 11\% | (29) | 16\% | (41) | 47\% | (122) | 262 |
| Employ: Other | 9\% | (16) | 17\% | (31) | 13\% | (24) | 22\% | (40) | 39\% | (72) | 185 |
| Military HH: Yes | 25\% | (97) | 16\% | (60) | 13\% | (50) | 14\% | (55) | 32\% | (123) | 384 |
| Military HH: No | 23\% | (412) | 16\% | (296) | 13\% | (230) | 17\% | (312) | 31\% | (565) | 1815 |
| RD/WT: Right Direction | 38\% | (312) | 16\% | (134) | 8\% | (67) | 8\% | (63) | 30\% | (249) | 826 |
| RD/WT: Wrong Track | 14\% | (197) | 16\% | (222) | 16\% | (213) | 22\% | (303) | 32\% | (439) | 1373 |

Continued on next page

Table HR17_1: Do you agree or disagree with the following statements?
Saturday Night Live has gotten too political

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 23\% | (509) | 16\% | (355) | 13\% | (280) | 17\% | (366) | $31 \%$ | (688) | 2199 |
| Trump Job Approve | 42\% | (363) | 17\% | (146) | 8\% | (68) | 7\% | (58) | 27\% | (234) | 870 |
| Trump Job Disapprove | 11\% | (134) | 17\% | (203) | 17\% | (209) | 24\% | (300) | 31\% | (381) | 1227 |
| Trump Job Strongly Approve | 50\% | (221) | $11 \%$ | (50) | 7\% | (31) | 7\% | (30) | 25\% | (108) | 440 |
| Trump Job Somewhat Approve | 33\% | (142) | 22\% | (96) | 9\% | (38) | 6\% | (27) | 29\% | (126) | 429 |
| Trump Job Somewhat Disapprove | 18\% | (53) | 25\% | (75) | 15\% | (45) | 6\% | (18) | 36\% | (106) | 297 |
| Trump Job Strongly Disapprove | 9\% | (81) | 14\% | (128) | 18\% | (164) | 30\% | (282) | 30\% | (275) | 930 |
| Favorable of Trump | 43\% | (367) | 15\% | (129) | 8\% | (67) | 7\% | (59) | 27\% | (225) | 847 |
| Unfavorable of Trump | 11\% | (134) | 18\% | (217) | 17\% | (207) | 25\% | (299) | 29\% | (356) | 1212 |
| Very Favorable of Trump | 49\% | (236) | 10\% | (49) | 7\% | (33) | 7\% | (35) | 26\% | (125) | 479 |
| Somewhat Favorable of Trump | 35\% | (131) | 22\% | (80) | 9\% | (34) | 6\% | (24) | 27\% | (100) | 368 |
| Somewhat Unfavorable of Trump | 20\% | (48) | 29\% | (68) | 14\% | (33) | 7\% | (16) | 30\% | (70) | 236 |
| Very Unfavorable of Trump | 9\% | (85) | 15\% | (149) | 18\% | (173) | 29\% | (283) | 29\% | (286) | 976 |
| \#1 Issue: Economy | 24\% | (132) | 16\% | (92) | $14 \%$ | (78) | 16\% | (92) | 30\% | (166) | 560 |
| \#1 Issue: Security | 44\% | (196) | 12\% | (53) | 9\% | (38) | 8\% | (34) | 27\% | (119) | 441 |
| \#1 Issue: Health Care | 14\% | (51) | 16\% | (59) | 13\% | (48) | 25\% | (93) | 32\% | (116) | 368 |
| \#1 Issue: Medicare / Social Security | 19\% | (67) | 15\% | (54) | 12\% | (45) | 18\% | (64) | 36\% | (129) | 359 |
| \#1 Issue: Women's Issues | 25\% | (31) | 20\% | (25) | 16\% | (20) | 16\% | (20) | 24\% | (30) | 126 |
| \#1 Issue: Education | 6\% | (9) | 20\% | (31) | 16\% | (25) | 16\% | (25) | 42\% | (65) | 154 |
| \#1 Issue: Energy | 9\% | (9) | 32\% | (32) | 13\% | (13) | 23\% | (23) | 23\% | (23) | 100 |
| \#1 Issue: Other | 16\% | (15) | 10\% | (9) | 14\% | (13) | 16\% | (15) | 44\% | (41) | 93 |
| 2018 House Vote: Democrat | 12\% | (102) | 16\% | (132) | 18\% | (155) | 28\% | (237) | 25\% | (213) | 839 |
| 2018 House Vote: Republican | 48\% | (307) | 15\% | (94) | 7\% | (48) | 6\% | (40) | 24\% | (154) | 643 |
| 2018 House Vote: Someone else | 10\% | (11) | 24\% | (25) | 14\% | (14) | 15\% | (15) | 38\% | (40) | 105 |
| 2018 House Vote: Didnt Vote | 15\% | (88) | 17\% | (105) | 10\% | (62) | 12\% | (70) | 46\% | (281) | 605 |
| 2016 Vote: Hillary Clinton | 10\% | (72) | 15\% | (110) | 16\% | (117) | 30\% | (215) | 29\% | (205) | 719 |
| 2016 Vote: Donald Trump | 47\% | (311) | 15\% | (98) | 7\% | (49) | 6\% | (40) | 25\% | (167) | 666 |
| 2016 Vote: Someone else | 16\% | (28) | 22\% | (39) | 15\% | (26) | 20\% | (35) | 28\% | (50) | 178 |
| 2016 Vote: Didnt Vote | 16\% | (98) | 17\% | (106) | 14\% | (85) | 12\% | (76) | 42\% | (264) | 629 |
| Voted in 2014: Yes | 26\% | (357) | 15\% | (209) | 13\% | (179) | 19\% | (257) | 27\% | (364) | 1366 |
| Voted in 2014: No | 18\% | (152) | 18\% | (146) | 12\% | (101) | 13\% | (110) | 39\% | (324) | 833 |

[^250]Table HR17_1: Do you agree or disagree with the following statements?
Saturday Night Live has gotten too political

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 23\% | (509) | 16\% | (355) | 13\% | (280) | 17\% | (366) | $31 \%$ | (688) | 2199 |
| 2012 Vote: Barack Obama | 14\% | (118) | 15\% | (131) | 17\% | (141) | 28\% | (241) | 26\% | (224) | 854 |
| 2012 Vote: Mitt Romney | 47\% | (234) | 13\% | (66) | 9\% | (43) | 6\% | (31) | 25\% | (126) | 501 |
| 2012 Vote: Other | 28\% | (24) | 19\% | (17) | 6\% | (5) | 7\% | (6) | 40\% | (35) | 87 |
| 2012 Vote: Didn't Vote | 17\% | (132) | 19\% | (142) | 12\% | (91) | 12\% | (88) | 40\% | (300) | 752 |
| 4-Region: Northeast | 23\% | (91) | 15\% | (58) | $14 \%$ | (56) | 19\% | (75) | 29\% | (114) | 394 |
| 4-Region: Midwest | 27\% | (127) | 18\% | (85) | 12\% | (55) | 13\% | (60) | 30\% | (137) | 462 |
| 4-Region: South | 22\% | (184) | 14\% | (115) | 12\% | (103) | 16\% | (129) | 36\% | (293) | 824 |
| 4-Region: West | 21\% | (107) | 19\% | (98) | 13\% | (67) | 20\% | (103) | 28\% | (145) | 519 |
| TV shows: Every day | 25\% | (285) | 16\% | (185) | 13\% | (147) | 20\% | (225) | 27\% | (306) | 1148 |
| TV shows: Several times per week | 23\% | (118) | 16\% | (84) | 14\% | (72) | 16\% | (81) | 30\% | (156) | 512 |
| TV shows: About once per week | 20\% | (28) | 22\% | (32) | 13\% | (18) | 8\% | (12) | 38\% | (54) | 144 |
| TV shows: Several times per month | 27\% | (27) | 23\% | (23) | 15\% | (15) | 10\% | (10) | 25\% | (25) | 101 |
| TV shows: About once per month | 15\% | (7) | 11\% | (5) | 10\% | (5) | 19\% | (9) | 44\% | (21) | 48 |
| TV shows: Less often than once per month | 22\% | (17) | 7\% | (6) | 13\% | (10) | 19\% | (14) | 39\% | (30) | 78 |
| TV shows: Never | 15\% | (26) | 12\% | (21) | 7\% | (12) | 9\% | (15) | 56\% | (95) | 169 |
| Movies: Every day | 27\% | (109) | 17\% | (68) | 9\% | (34) | 18\% | (72) | 29\% | (116) | 399 |
| Movies: Several times per week | 22\% | (128) | 19\% | (109) | 13\% | (75) | 21\% | (120) | 25\% | (142) | 574 |
| Movies: About once per week | 24\% | (92) | 18\% | (70) | 16\% | (62) | 12\% | (47) | 29\% | (111) | 383 |
| Movies: Several times per month | 22\% | (60) | 16\% | (43) | 16\% | (44) | 21\% | (57) | 25\% | (69) | 273 |
| Movies: About once per month | 26\% | (45) | 12\% | (20) | 16\% | (27) | 14\% | (25) | 32\% | (56) | 173 |
| Movies: Less often than once per month | 18\% | (37) | 12\% | (24) | 11\% | (23) | 13\% | (25) | 46\% | (92) | 201 |
| Movies: Never | 19\% | (38) | 11\% | (21) | 8\% | (15) | 10\% | (19) | 52\% | (103) | 196 |
| Sports: Every day | $31 \%$ | (49) | 17\% | (26) | 13\% | (21) | 19\% | (30) | 20\% | (32) | 158 |
| Sports: Several times per week | 32\% | (105) | 16\% | (51) | 14\% | (46) | 20\% | (66) | 19\% | (64) | 332 |
| Sports: About once per week | 24\% | (67) | 20\% | (57) | 13\% | (36) | 17\% | (48) | 25\% | (71) | 279 |
| Sports: Several times per month | 26\% | (59) | 18\% | (41) | 12\% | (27) | 16\% | (36) | 28\% | (64) | 228 |
| Sports: About once per month | 20\% | (35) | 15\% | (26) | 16\% | (27) | 24\% | (41) | 25\% | (44) | 174 |
| Sports: Less often than once per month | 22\% | (80) | 17\% | (63) | 16\% | (58) | 16\% | (58) | 29\% | (104) | 363 |
| Sports: Never | 17\% | (113) | 14\% | (90) | 10\% | (65) | 13\% | (88) | 46\% | (309) | 666 |

[^251]Table HR17_1: Do you agree or disagree with the following statements?
Saturday Night Live has gotten too political

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 23\% | (509) | 16\% | (355) | 13\% | (280) | 17\% | (366) | $31 \%$ | (688) | 2199 |
| Cable: I currently subscribe | 23\% | (252) | 17\% | (193) | 13\% | (146) | 19\% | (216) | 27\% | (301) | 1108 |
| Cable: I subscribed in the past | 26\% | (190) | 17\% | (120) | 13\% | (97) | 15\% | (107) | 29\% | (213) | 727 |
| Cable: I have never subscribed | 19\% | (68) | 12\% | (42) | 10\% | (37) | 12\% | (43) | 48\% | (174) | 365 |
| Satellite television: I currently subscribe | $31 \%$ | (163) | 17\% | (87) | 11\% | (60) | 10\% | (53) | 31\% | (163) | 526 |
| Satellite television: I subscribed in the past | 25\% | (147) | 16\% | (93) | 13\% | (79) | 18\% | (106) | 29\% | (171) | 597 |
| Satellite television: I have never subscribed | 18\% | (199) | 16\% | (175) | 13\% | (141) | 19\% | (207) | 33\% | (355) | 1076 |
| Streaming service: I currently subscribe | 23\% | (301) | 18\% | (234) | 14\% | (182) | 19\% | (251) | 26\% | (335) | 1302 |
| Streaming service: I subscribed in the past | 28\% | (66) | 16\% | (37) | 12\% | (28) | 17\% | (40) | 27\% | (63) | 234 |
| Streaming service: I have never subscribed | 22\% | (143) | 13\% | (85) | 11\% | (70) | 11\% | (75) | 44\% | (290) | 663 |
| Film: An avid fan | 23\% | (182) | 16\% | (128) | 14\% | (111) | 22\% | (175) | 24\% | (183) | 779 |
| Film: A casual fan | 23\% | (270) | 18\% | (209) | 12\% | (143) | 14\% | (165) | 32\% | (366) | 1153 |
| Film: Not a fan | 21\% | (57) | 7\% | (19) | 10\% | (26) | 10\% | (26) | 52\% | (139) | 267 |
| Television: An avid fan | 24\% | (277) | 17\% | (196) | 14\% | (165) | 20\% | (227) | 25\% | (288) | 1154 |
| Television: A casual fan | 23\% | (209) | 16\% | (146) | 12\% | (106) | 14\% | (126) | 35\% | (319) | 907 |
| Television: Not a fan | 17\% | (23) | 9\% | (13) | 6\% | (9) | 9\% | (13) | 58\% | (81) | 139 |
| Music: An avid fan | 21\% | (242) | 19\% | (218) | 15\% | (176) | 19\% | (222) | 26\% | (294) | 1152 |
| Music: A casual fan | 28\% | (251) | 14\% | (123) | 10\% | (95) | 14\% | (127) | 34\% | (311) | 907 |
| Music: Not a fan | 12\% | (17) | 10\% | (14) | 6\% | (9) | 13\% | (18) | 59\% | (83) | 140 |
| Fashion: An avid fan | 25\% | (86) | 16\% | (55) | 14\% | (47) | 21\% | (71) | 24\% | (83) | 342 |
| Fashion: A casual fan | 20\% | (169) | 18\% | (158) | 13\% | (114) | 19\% | (160) | 30\% | (260) | 861 |
| Fashion: Not a fan | 26\% | (254) | 14\% | (142) | 12\% | (120) | 14\% | (135) | 35\% | (345) | 996 |

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

Table HR17_2: Do you agree or disagree with the following statements?
I think SNL is more entertaining when politics is incorporated into sketches.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 16\% | (344) | 21\% | (464) | 12\% | (257) | 23\% | (496) | 29\% | (638) | 2199 |
| Gender: Male | 19\% | (201) | 22\% | (231) | 11\% | (120) | 24\% | (255) | 24\% | (254) | 1061 |
| Gender: Female | 13\% | (143) | 20\% | (233) | 12\% | (137) | 21\% | (242) | 34\% | (384) | 1138 |
| Age: 18-29 | 20\% | (81) | 20\% | (82) | 14\% | (56) | 17\% | (71) | 29\% | (120) | 411 |
| Age: 30-44 | 16\% | (96) | 23\% | (136) | 13\% | (76) | 19\% | (113) | 30\% | (178) | 600 |
| Age: 45-54 | 13\% | (43) | 20\% | (68) | 10\% | (35) | 23\% | (76) | 34\% | (113) | 335 |
| Age: 55-64 | 16\% | (68) | 23\% | (97) | 12\% | (48) | 27\% | (113) | 22\% | (92) | 417 |
| Age: 65+ | 13\% | (56) | 19\% | (81) | 10\% | (42) | 28\% | (123) | $31 \%$ | (134) | 436 |
| Generation Z: 18-21 | 29\% | (34) | 18\% | (21) | 7\% | (8) | 14\% | (16) | 31\% | (37) | 116 |
| Millennial: Age 22-37 | 17\% | (112) | 22\% | (147) | 15\% | (99) | 19\% | (122) | 27\% | (177) | 657 |
| Generation X: Age 38-53 | 12\% | (64) | 21\% | (114) | 11\% | (58) | 21\% | (113) | 36\% | (194) | 543 |
| Boomers: Age 54-72 | 16\% | (121) | 22\% | (167) | 11\% | (82) | 27\% | (209) | 25\% | (193) | 772 |
| PID: Dem (no lean) | $24 \%$ | (197) | $31 \%$ | (252) | 8\% | (64) | 9\% | (73) | 27\% | (220) | 806 |
| PID: Ind (no lean) | 12\% | (90) | 18\% | (133) | 13\% | (102) | 22\% | (168) | 35\% | (261) | 754 |
| PID: Rep (no lean) | 9\% | (57) | 12\% | (80) | 14\% | (91) | 40\% | (256) | 24\% | (156) | 639 |
| PID/Gender: Dem Men | 30\% | (117) | 33\% | (130) | 8\% | (31) | 9\% | (36) | 21\% | (82) | 395 |
| PID/Gender: Dem Women | 20\% | (80) | 30\% | (122) | 8\% | (33) | 9\% | (37) | 34\% | (139) | 411 |
| PID/Gender: Ind Men | 16\% | (52) | 17\% | (57) | 14\% | (45) | 22\% | (73) | 31\% | (100) | 326 |
| PID/Gender: Ind Women | 9\% | (38) | 18\% | (76) | 13\% | (57) | 22\% | (95) | 38\% | (162) | 427 |
| PID/Gender: Rep Men | 9\% | (32) | 13\% | (45) | 13\% | (44) | 43\% | (146) | 21\% | (73) | 339 |
| PID/Gender: Rep Women | 8\% | (25) | 12\% | (35) | 16\% | (47) | 37\% | (110) | 28\% | (83) | 300 |
| Ideo: Liberal (1-3) | 29\% | (194) | 32\% | (215) | 10\% | (65) | 8\% | (53) | 22\% | (146) | 674 |
| Ideo: Moderate (4) | 14\% | (76) | 26\% | (141) | 12\% | (68) | 17\% | (94) | 30\% | (164) | 544 |
| Ideo: Conservative (5-7) | 8\% | (56) | 13\% | (90) | 15\% | (104) | 41\% | (289) | 24\% | (174) | 712 |
| Educ: < College | 14\% | (209) | 19\% | (285) | 12\% | (175) | 22\% | (332) | 34\% | (510) | 1512 |
| Educ: Bachelors degree | 18\% | (81) | 27\% | (122) | 13\% | (56) | 23\% | (103) | 18\% | (82) | 444 |
| Educ: Post-grad | $22 \%$ | (54) | 24\% | (57) | 10\% | (25) | 25\% | (61) | 19\% | (46) | 243 |

[^252]Table HR17_2: Do you agree or disagree with the following statements?
I think SNL is more entertaining when politics is incorporated into sketches.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 16\% | (344) | 21\% | (464) | 12\% | (257) | 23\% | (496) | 29\% | (638) | 2199 |
| Income: Under 50k | 16\% | (210) | 20\% | (265) | 10\% | (134) | 20\% | (255) | $33 \%$ | (432) | 1297 |
| Income: 50k-100k | 15\% | (95) | 22\% | (133) | 15\% | (89) | 26\% | (160) | 22\% | (138) | 615 |
| Income: $100 \mathrm{k}+$ | 14\% | (40) | 23\% | (65) | 12\% | (33) | 28\% | (81) | 24\% | (68) | 287 |
| Ethnicity: White | 14\% | (238) | 20\% | (342) | 12\% | (204) | 26\% | (440) | 29\% | (499) | 1722 |
| Ethnicity: Hispanic | 18\% | (64) | 22\% | (75) | 13\% | (46) | 18\% | (62) | 29\% | (102) | 350 |
| Ethnicity: Afr. Am. | 24\% | (65) | 27\% | (73) | 9\% | (25) | 10\% | (27) | $31 \%$ | (84) | 274 |
| Ethnicity: Other | 20\% | (41) | 24\% | (49) | 14\% | (28) | 14\% | (29) | 27\% | (55) | 203 |
| Relig: Protestant | 13\% | (69) | 18\% | (97) | 15\% | (82) | 30\% | (161) | 24\% | (130) | 539 |
| Relig: Roman Catholic | 18\% | (78) | 19\% | (84) | 11\% | (47) | 27\% | (116) | 25\% | (111) | 436 |
| Relig: Something Else | 9\% | (17) | 24\% | (45) | 11\% | (21) | 14\% | (27) | 41\% | (76) | 187 |
| Relig: Jewish | 20\% | (11) | $32 \%$ | (17) | 12\% | (6) | $14 \%$ | (7) | 23\% | (12) | 54 |
| Relig: Evangelical | 14\% | (114) | 20\% | (163) | 13\% | (101) | 24\% | (189) | 30\% | (238) | 805 |
| Relig: Non-Evang. Catholics | 14\% | (49) | 18\% | (64) | 14\% | (49) | $32 \%$ | (115) | 22\% | (79) | 357 |
| Relig: All Christian | 14\% | (164) | 20\% | (227) | 13\% | (150) | 26\% | (304) | 27\% | (316) | 1161 |
| Relig: All Non-Christian | $14 \%$ | (32) | 20\% | (44) | 8\% | (18) | $21 \%$ | (48) | 37\% | (83) | 224 |
| Community: Urban | $21 \%$ | (119) | 22\% | (129) | 12\% | (68) | 20\% | (113) | 25\% | (145) | 575 |
| Community: Suburban | 16\% | (152) | 23\% | (221) | 12\% | (119) | $21 \%$ | (205) | 29\% | (285) | 982 |
| Community: Rural | $11 \%$ | (73) | 18\% | (114) | 11\% | (70) | 28\% | (178) | 32\% | (208) | 643 |
| Employ: Private Sector | 18\% | (117) | 23\% | (154) | 14\% | (91) | 23\% | (154) | 22\% | (145) | 661 |
| Employ: Government | 18\% | (22) | $21 \%$ | (26) | 7\% | (8) | 28\% | (34) | 28\% | (34) | 124 |
| Employ: Self-Employed | 13\% | (24) | 22\% | (42) | 12\% | (23) | 27\% | (52) | 27\% | (53) | 195 |
| Employ: Homemaker | 12\% | (20) | 18\% | (31) | 16\% | (27) | 20\% | (35) | $34 \%$ | (58) | 170 |
| Employ: Student | $34 \%$ | (27) | 26\% | (21) | 15\% | (12) | 7\% | (6) | 18\% | (14) | 79 |
| Employ: Retired | 13\% | (66) | $21 \%$ | (109) | 11\% | (59) | 26\% | (134) | 30\% | (155) | 523 |
| Employ: Unemployed | 13\% | (34) | 18\% | (47) | 8\% | (21) | 19\% | (50) | 42\% | (110) | 262 |
| Employ: Other | 19\% | (34) | 19\% | (34) | 8\% | (16) | 17\% | (31) | 38\% | (70) | 185 |
| Military HH: Yes | 15\% | (59) | $21 \%$ | (82) | 6\% | (25) | 28\% | (106) | 29\% | (112) | 384 |
| Military HH: No | 16\% | (285) | $21 \%$ | (382) | 13\% | (232) | $21 \%$ | (390) | 29\% | (525) | 1815 |
| RD/WT: Right Direction | 10\% | (80) | $14 \%$ | (112) | 14\% | (116) | $34 \%$ | (284) | 28\% | (234) | 826 |
| RD/WT: Wrong Track | 19\% | (264) | 26\% | (352) | 10\% | (141) | 15\% | (212) | 29\% | (404) | 1373 |

[^253]Table HR17_2: Do you agree or disagree with the following statements?
I think SNL is more entertaining when politics is incorporated into sketches.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 16\% | (344) | 21\% | (464) | 12\% | (257) | 23\% | (496) | 29\% | (638) | 2199 |
| Trump Job Approve | 9\% | (77) | 13\% | (113) | 14\% | (123) | 39\% | (336) | 25\% | (221) | 870 |
| Trump Job Disapprove | 21\% | (264) | 28\% | (348) | 10\% | (127) | 12\% | (145) | 28\% | (344) | 1227 |
| Trump Job Strongly Approve | 8\% | (37) | 12\% | (55) | 10\% | (45) | 45\% | (199) | 24\% | (105) | 440 |
| Trump Job Somewhat Approve | 9\% | (39) | 14\% | (58) | 18\% | (78) | 32\% | (137) | 27\% | (117) | 429 |
| Trump Job Somewhat Disapprove | 7\% | (22) | 23\% | (69) | 18\% | (53) | 18\% | (55) | 33\% | (97) | 297 |
| Trump Job Strongly Disapprove | 26\% | (242) | 30\% | (278) | 8\% | (74) | 10\% | (90) | 27\% | (247) | 930 |
| Favorable of Trump | 8\% | (71) | 12\% | (103) | 15\% | (126) | 39\% | (331) | 26\% | (216) | 847 |
| Unfavorable of Trump | 22\% | (265) | 29\% | (353) | 10\% | (122) | 13\% | (153) | 26\% | (319) | 1212 |
| Very Favorable of Trump | 10\% | (47) | 10\% | (49) | 11\% | (53) | 45\% | (214) | 24\% | (116) | 479 |
| Somewhat Favorable of Trump | 6\% | (24) | 15\% | (54) | 20\% | (73) | 32\% | (117) | 27\% | (101) | 368 |
| Somewhat Unfavorable of Trump | 10\% | (24) | 21\% | (49) | 18\% | (43) | 22\% | (53) | 28\% | (67) | 236 |
| Very Unfavorable of Trump | 25\% | (241) | 31\% | (304) | 8\% | (79) | 10\% | (101) | 26\% | (252) | 976 |
| \#1 Issue: Economy | 14\% | (79) | 23\% | (128) | 13\% | (74) | 22\% | (124) | 28\% | (154) | 560 |
| \#1 Issue: Security | 9\% | (38) | 13\% | (55) | 13\% | (57) | 41\% | (182) | 25\% | (108) | 441 |
| \#1 Issue: Health Care | 22\% | (82) | 25\% | (91) | 9\% | (33) | 14\% | (53) | 30\% | (109) | 368 |
| \#1 Issue: Medicare / Social Security | 17\% | (60) | 21\% | (76) | 7\% | (27) | 20\% | (70) | 35\% | (126) | 359 |
| \#1 Issue: Women's Issues | 18\% | (22) | 22\% | (28) | 15\% | (19) | 16\% | (20) | 29\% | (36) | 126 |
| \#1 Issue: Education | 14\% | (21) | 23\% | (36) | 20\% | (30) | 10\% | (15) | 33\% | (51) | 154 |
| \#1 Issue: Energy | 27\% | (27) | 36\% | (35) | 9\% | (9) | 11\% | (11) | 17\% | (17) | 100 |
| \#1 Issue: Other | 17\% | (15) | 15\% | (14) | 7\% | (7) | 21\% | (20) | 41\% | (38) | 93 |
| 2018 House Vote: Democrat | 26\% | (216) | 30\% | (251) | 8\% | (71) | $11 \%$ | (92) | 25\% | (209) | 839 |
| 2018 House Vote: Republican | 7\% | (47) | 11\% | (72) | 14\% | (93) | 43\% | (274) | 24\% | (156) | 643 |
| 2018 House Vote: Someone else | 7\% | (7) | 28\% | (29) | 19\% | (20) | 15\% | (15) | 32\% | (34) | 105 |
| 2018 House Vote: Didnt Vote | $11 \%$ | (69) | 18\% | (111) | 12\% | (74) | 19\% | (114) | 39\% | (238) | 605 |
| 2016 Vote: Hillary Clinton | 25\% | (181) | 31\% | (220) | 8\% | (58) | 9\% | (62) | 28\% | (198) | 719 |
| 2016 Vote: Donald Trump | 8\% | (56) | 11\% | (70) | 14\% | (94) | 43\% | (283) | 24\% | (163) | 666 |
| 2016 Vote: Someone else | 10\% | (17) | 27\% | (49) | 15\% | (27) | 20\% | (35) | 28\% | (50) | 178 |
| 2016 Vote: Didnt Vote | 14\% | (87) | 20\% | (123) | 12\% | (78) | 18\% | (116) | 36\% | (226) | 629 |
| Voted in 2014: Yes | 17\% | (235) | 22\% | (303) | 11\% | (150) | 24\% | (326) | 26\% | (351) | 1366 |
| Voted in 2014: No | 13\% | (109) | 19\% | (161) | 13\% | (106) | 20\% | (171) | $34 \%$ | (287) | 833 |

[^254]Table HR17_2: Do you agree or disagree with the following statements?
I think SNL is more entertaining when politics is incorporated into sketches.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 16\% | (344) | 21\% | (464) | 12\% | (257) | 23\% | (496) | 29\% | (638) | 2199 |
| 2012 Vote: Barack Obama | 24\% | (207) | 29\% | (247) | 10\% | (82) | 12\% | (100) | 26\% | (218) | 854 |
| 2012 Vote: Mitt Romney | 5\% | (27) | 14\% | (70) | 15\% | (75) | 42\% | (212) | 23\% | (116) | 501 |
| 2012 Vote: Other | 8\% | (7) | 14\% | (12) | 12\% | (10) | $33 \%$ | (28) | 33\% | (29) | 87 |
| 2012 Vote: Didn't Vote | 14\% | (103) | 18\% | (135) | 12\% | (88) | 21\% | (156) | 36\% | (271) | 752 |
| 4-Region: Northeast | 18\% | (73) | 22\% | (87) | 11\% | (44) | 21\% | (83) | 27\% | (108) | 394 |
| 4-Region: Midwest | 13\% | (60) | 21\% | (97) | $14 \%$ | (64) | 25\% | (117) | 27\% | (125) | 462 |
| 4-Region: South | 15\% | (121) | 19\% | (159) | 11\% | (89) | 22\% | (185) | 33\% | (271) | 824 |
| 4-Region: West | 17\% | (91) | 23\% | (122) | $12 \%$ | (60) | 22\% | (112) | 26\% | (134) | 519 |
| TV shows: Every day | 18\% | (209) | 24\% | (277) | 11\% | (130) | 21\% | (245) | 25\% | (287) | 1148 |
| TV shows: Several times per week | 15\% | (75) | 20\% | (104) | 15\% | (77) | 22\% | (112) | 28\% | (144) | 512 |
| TV shows: About once per week | 14\% | (20) | 17\% | (24) | 9\% | (13) | 32\% | (46) | 28\% | (40) | 144 |
| TV shows: Several times per month | 12\% | (13) | 17\% | (17) | 19\% | (19) | 26\% | (26) | 26\% | (26) | 101 |
| TV shows: About once per month | 14\% | (7) | 8\% | (4) | 10\% | (5) | $31 \%$ | (15) | 36\% | (17) | 48 |
| TV shows: Less often than once per month | 9\% | (7) | 16\% | (13) | 6\% | (4) | $31 \%$ | (24) | 39\% | (30) | 78 |
| TV shows: Never | 8\% | (14) | 15\% | (25) | 5\% | (8) | 17\% | (29) | 55\% | (92) | 169 |
| Movies: Every day | 23\% | (92) | 18\% | (73) | 11\% | (44) | 20\% | (78) | 28\% | (111) | 399 |
| Movies: Several times per week | 15\% | (88) | 27\% | (153) | 13\% | (76) | 23\% | (133) | 22\% | (124) | 574 |
| Movies: About once per week | 14\% | (55) | 22\% | (84) | 17\% | (67) | 22\% | (86) | 24\% | (92) | 383 |
| Movies: Several times per month | 17\% | (47) | 23\% | (62) | 9\% | (25) | 30\% | (81) | 22\% | (59) | 273 |
| Movies: About once per month | 12\% | (21) | 18\% | (32) | 9\% | (15) | 23\% | (40) | 38\% | (66) | 173 |
| Movies: Less often than once per month | 9\% | (19) | 20\% | (39) | 7\% | (15) | 22\% | (44) | 42\% | (84) | 201 |
| Movies: Never | 12\% | (23) | 11\% | (22) | 7\% | (14) | 18\% | (35) | 52\% | (102) | 196 |
| Sports: Every day | $31 \%$ | (48) | 23\% | (37) | 10\% | (15) | 18\% | (28) | 19\% | (29) | 158 |
| Sports: Several times per week | 19\% | (62) | 22\% | (72) | $14 \%$ | (48) | 25\% | (82) | 21\% | (69) | 332 |
| Sports: About once per week | 17\% | (47) | 22\% | (62) | 14\% | (38) | 24\% | (67) | 23\% | (65) | 279 |
| Sports: Several times per month | 15\% | (35) | 19\% | (43) | 15\% | (34) | 28\% | (63) | 23\% | (53) | 228 |
| Sports: About once per month | 18\% | (31) | 23\% | (40) | 17\% | (29) | 20\% | (34) | 23\% | (40) | 174 |
| Sports: Less often than once per month | 14\% | (51) | 21\% | (77) | 11\% | (39) | 25\% | (92) | 29\% | (104) | 363 |
| Sports: Never | $11 \%$ | (70) | 20\% | (133) | 8\% | (53) | 20\% | (131) | 42\% | (278) | 666 |

[^255]Table HR17_2: Do you agree or disagree with the following statements?
I think SNL is more entertaining when politics is incorporated into sketches.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 16\% | (344) | 21\% | (464) | 12\% | (257) | 23\% | (496) | 29\% | (638) | 2199 |
| Cable: I currently subscribe | 18\% | (202) | 22\% | (247) | 11\% | (124) | 22\% | (242) | 26\% | (293) | 1108 |
| Cable: I subscribed in the past | 15\% | (110) | 22\% | (157) | 14\% | (101) | 25\% | (183) | 24\% | (175) | 727 |
| Cable: I have never subscribed | 9\% | (31) | 17\% | (61) | 9\% | (31) | 20\% | (71) | 47\% | (170) | 365 |
| Satellite television: I currently subscribe | 17\% | (87) | 19\% | (101) | 13\% | (69) | 24\% | (124) | 27\% | (144) | 526 |
| Satellite television: I subscribed in the past | 13\% | (80) | 21\% | (125) | 14\% | (81) | 25\% | (151) | 27\% | (161) | 597 |
| Satellite television: I have never subscribed | 16\% | (177) | 22\% | (238) | 10\% | (106) | 21\% | (222) | 31\% | (332) | 1076 |
| Streaming service: I currently subscribe | 18\% | (234) | 25\% | (326) | 12\% | (152) | 22\% | (291) | 23\% | (300) | 1302 |
| Streaming service: I subscribed in the past | 15\% | (34) | 22\% | (52) | 20\% | (46) | 18\% | (43) | 25\% | (59) | 234 |
| Streaming service: I have never subscribed | $11 \%$ | (76) | 13\% | (86) | 9\% | (59) | 25\% | (163) | 42\% | (279) | 663 |
| Film: An avid fan | 22\% | (174) | 26\% | (206) | 11\% | (86) | 19\% | (147) | 21\% | (166) | 779 |
| Film: A casual fan | 13\% | (151) | 21\% | (238) | 13\% | (153) | 24\% | (274) | 29\% | (337) | 1153 |
| Film: Not a fan | 7\% | (19) | 7\% | (20) | 7\% | (18) | 28\% | (76) | 51\% | (135) | 267 |
| Television: An avid fan | 18\% | (213) | 24\% | (275) | 12\% | (142) | 21\% | (245) | 24\% | (279) | 1154 |
| Television: A casual fan | 13\% | (122) | 20\% | (181) | 12\% | (107) | 24\% | (216) | 31\% | (281) | 907 |
| Television: Not a fan | 7\% | (9) | 6\% | (9) | 6\% | (8) | 25\% | (35) | 56\% | (78) | 139 |
| Music: An avid fan | 20\% | (234) | 24\% | (273) | 13\% | (147) | 20\% | (225) | 24\% | (273) | 1152 |
| Music: A casual fan | $11 \%$ | (96) | 20\% | (178) | $11 \%$ | (100) | 27\% | (249) | 31\% | (285) | 907 |
| Music: Not a fan | 10\% | (14) | 10\% | (13) | 7\% | (10) | 16\% | (23) | 57\% | (79) | 140 |
| Fashion: An avid fan | 29\% | (99) | 22\% | (74) | 11\% | (39) | 14\% | (47) | 24\% | (83) | 342 |
| Fashion: A casual fan | 13\% | (112) | 23\% | (202) | 13\% | (114) | 22\% | (190) | 28\% | (243) | 861 |
| Fashion: Not a fan | 13\% | (132) | 19\% | (188) | 10\% | (104) | 26\% | (259) | 31\% | (312) | 996 |

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

Table HR17_3: Do you agree or disagree with the following statements?
I think SNL is more entertaining when candidates running for political office appear in sketches or guest host.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 13\% | (285) | 19\% | (415) | 16\% | (342) | 21\% | (460) | 32\% | (697) | 2199 |
| Gender: Male | 14\% | (152) | 20\% | (211) | 17\% | (183) | 22\% | (233) | 27\% | (281) | 1061 |
| Gender: Female | 12\% | (132) | 18\% | (205) | 14\% | (159) | 20\% | (227) | 37\% | (416) | 1138 |
| Age: 18-29 | 14\% | (56) | 23\% | (97) | 17\% | (68) | 14\% | (56) | 33\% | (134) | 411 |
| Age: 30-44 | 16\% | (96) | 18\% | (108) | 17\% | (103) | 15\% | (93) | 34\% | (202) | 600 |
| Age: 45-54 | 11\% | (36) | 19\% | (64) | 15\% | (50) | 22\% | (74) | 33\% | (111) | 335 |
| Age: 55-64 | 14\% | (60) | 17\% | (72) | 15\% | (63) | 27\% | (111) | 26\% | (110) | 417 |
| Age: 65+ | 8\% | (36) | 17\% | (75) | 13\% | (58) | 29\% | (126) | 32\% | (141) | 436 |
| Generation Z: 18-21 | 13\% | (16) | 30\% | (35) | 16\% | (18) | 8\% | (10) | 33\% | (38) | 116 |
| Millennial: Age 22-37 | 15\% | (96) | 21\% | (140) | 19\% | (125) | 14\% | (93) | $31 \%$ | (203) | 657 |
| Generation X: Age 38-53 | 13\% | (69) | 17\% | (91) | 14\% | (74) | 21\% | (112) | 36\% | (197) | 543 |
| Boomers: Age 54-72 | 12\% | (94) | 17\% | (134) | 15\% | (113) | 27\% | (211) | 28\% | (220) | 772 |
| PID: Dem (no lean) | 21\% | (167) | 27\% | (220) | 15\% | (121) | 9\% | (71) | 28\% | (228) | 806 |
| PID: Ind (no lean) | 8\% | (62) | 15\% | (114) | 17\% | (126) | 21\% | (159) | 39\% | (293) | 754 |
| PID: Rep (no lean) | 9\% | (56) | 13\% | (81) | 15\% | (96) | $36 \%$ | (230) | 28\% | (176) | 639 |
| PID/Gender: Dem Men | 23\% | (93) | 30\% | (119) | 15\% | (59) | 9\% | (36) | 22\% | (89) | 395 |
| PID/Gender: Dem Women | 18\% | (74) | 25\% | (101) | 15\% | (61) | 9\% | (35) | 34\% | (140) | 411 |
| PID/Gender: Ind Men | 10\% | (32) | 14\% | (46) | 19\% | (61) | 24\% | (77) | 34\% | (110) | 326 |
| PID/Gender: Ind Women | 7\% | (30) | 16\% | (68) | 15\% | (64) | 19\% | (82) | 43\% | (183) | 427 |
| PID/Gender: Rep Men | 8\% | (28) | 13\% | (46) | 18\% | (63) | 35\% | (120) | 24\% | (83) | 339 |
| PID/Gender: Rep Women | 9\% | (28) | 12\% | (35) | 11\% | (34) | 36\% | (109) | 31\% | (93) | 300 |
| Ideo: Liberal (1-3) | 24\% | (159) | 29\% | (193) | 15\% | (98) | 8\% | (57) | 25\% | (167) | 674 |
| Ideo: Moderate (4) | 12\% | (65) | 19\% | (102) | 20\% | (108) | 17\% | (93) | 32\% | (176) | 544 |
| Ideo: Conservative (5-7) | 7\% | (50) | 13\% | (94) | 16\% | (115) | 37\% | (261) | 27\% | (192) | 712 |
| Educ: < College | 12\% | (187) | 17\% | (255) | 15\% | (222) | 20\% | (305) | 36\% | (543) | 1512 |
| Educ: Bachelors degree | 14\% | (64) | 22\% | (98) | 19\% | (86) | 22\% | (96) | 23\% | (101) | 444 |
| Educ: Post-grad | 14\% | (34) | 25\% | (62) | $14 \%$ | (35) | 24\% | (60) | 22\% | (53) | 243 |

[^256]Table HR17_3: Do you agree or disagree with the following statements?
I think SNL is more entertaining when candidates running for political office appear in sketches or guest host.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 13\% | (285) | 19\% | (415) | 16\% | (342) | 21\% | (460) | $32 \%$ | (697) | 2199 |
| Income: Under 50k | 14\% | (179) | 18\% | (229) | 14\% | (186) | 18\% | (237) | 36\% | (465) | 1297 |
| Income: $50 \mathrm{k}-100 \mathrm{k}$ | 13\% | (80) | 20\% | (124) | 18\% | (111) | 23\% | (142) | 25\% | (157) | 615 |
| Income: $100 \mathrm{k}+$ | 9\% | (25) | 21\% | (62) | 16\% | (45) | 28\% | (80) | 26\% | (75) | 287 |
| Ethnicity: White | $11 \%$ | (182) | 18\% | (309) | 16\% | (277) | 24\% | (406) | $32 \%$ | (548) | 1722 |
| Ethnicity: Hispanic | 16\% | (57) | 18\% | (62) | 17\% | (58) | 15\% | (52) | 34\% | (120) | 350 |
| Ethnicity: Afr. Am. | $24 \%$ | (66) | 23\% | (63) | 13\% | (37) | 7\% | (19) | $33 \%$ | (90) | 274 |
| Ethnicity: Other | 18\% | (37) | 22\% | (44) | 14\% | (28) | 17\% | (35) | 29\% | (58) | 203 |
| Relig: Protestant | 10\% | (53) | 16\% | (89) | 19\% | (103) | 28\% | (151) | 27\% | (144) | 539 |
| Relig: Roman Catholic | 18\% | (78) | 16\% | (71) | 15\% | (64) | 25\% | (108) | 26\% | (115) | 436 |
| Relig: Something Else | $11 \%$ | (21) | 20\% | (37) | 11\% | (21) | 16\% | (29) | 41\% | (77) | 187 |
| Relig: Jewish | 15\% | (8) | 37\% | (20) | 13\% | (7) | 12\% | (6) | 23\% | (12) | 54 |
| Relig: Evangelical | 14\% | (109) | 17\% | (137) | 16\% | (132) | 22\% | (175) | $31 \%$ | (251) | 805 |
| Relig: Non-Evang. Catholics | 12\% | (43) | 17\% | (60) | 16\% | (56) | 32\% | (113) | 24\% | (85) | 357 |
| Relig: All Christian | 13\% | (152) | 17\% | (197) | 16\% | (188) | 25\% | (288) | 29\% | (336) | 1161 |
| Relig: All Non-Christian | 10\% | (23) | 18\% | (41) | 14\% | (31) | 20\% | (46) | 38\% | (84) | 224 |
| Community: Urban | 16\% | (94) | $21 \%$ | (122) | 16\% | (91) | 20\% | (115) | 27\% | (153) | 575 |
| Community: Suburban | 13\% | (125) | 20\% | (194) | 16\% | (156) | 19\% | (190) | $32 \%$ | (316) | 982 |
| Community: Rural | 10\% | (65) | 15\% | (99) | 15\% | (95) | 24\% | (155) | 35\% | (228) | 643 |
| Employ: Private Sector | 16\% | (102) | 18\% | (117) | 21\% | (136) | 20\% | (133) | 26\% | (173) | 661 |
| Employ: Government | 16\% | (20) | 26\% | (33) | 9\% | (11) | 21\% | (26) | 28\% | (34) | 124 |
| Employ: Self-Employed | 12\% | (23) | 19\% | (37) | 15\% | (28) | 24\% | (46) | 31\% | (61) | 195 |
| Employ: Homemaker | 13\% | (22) | 20\% | (34) | 12\% | (21) | 20\% | (34) | 35\% | (60) | 170 |
| Employ: Student | 19\% | (15) | 26\% | (20) | 20\% | (16) | 14\% | (11) | 22\% | (17) | 79 |
| Employ: Retired | 9\% | (44) | 19\% | (99) | 15\% | (77) | 27\% | (143) | 30\% | (159) | 523 |
| Employ: Unemployed | 13\% | (34) | 16\% | (42) | 10\% | (27) | 15\% | (40) | 45\% | (119) | 262 |
| Employ: Other | 13\% | (24) | 18\% | (34) | 14\% | (26) | 15\% | (27) | 40\% | (74) | 185 |
| Military HH: Yes | 15\% | (57) | 18\% | (70) | 12\% | (46) | 24\% | (94) | 31\% | (118) | 384 |
| Military HH: No | 13\% | (228) | 19\% | (345) | 16\% | (296) | 20\% | (366) | 32\% | (579) | 1815 |
| RD/WT: Right Direction | 10\% | (82) | 13\% | (110) | 16\% | (130) | 31\% | (257) | 30\% | (247) | 826 |
| RD/WT: Wrong Track | 15\% | (202) | 22\% | (305) | 15\% | (212) | 15\% | (203) | 33\% | (450) | 1373 |

[^257]Table HR17_3: Do you agree or disagree with the following statements?
I think SNL is more entertaining when candidates running for political office appear in sketches or guest host.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 13\% | (285) | 19\% | (415) | 16\% | (342) | 21\% | (460) | $32 \%$ | (697) | 2199 |
| Trump Job Approve | 9\% | (74) | 14\% | (119) | 16\% | (139) | 35\% | (303) | 27\% | (234) | 870 |
| Trump Job Disapprove | 17\% | (207) | 24\% | (291) | 16\% | (197) | 12\% | (144) | $32 \%$ | (389) | 1227 |
| Trump Job Strongly Approve | 10\% | (44) | 12\% | (53) | 11\% | (49) | $41 \%$ | (180) | 26\% | (114) | 440 |
| Trump Job Somewhat Approve | 7\% | (30) | 15\% | (66) | 21\% | (91) | 28\% | (122) | 28\% | (120) | 429 |
| Trump Job Somewhat Disapprove | 8\% | (23) | 14\% | (41) | 24\% | (72) | 18\% | (52) | 37\% | (109) | 297 |
| Trump Job Strongly Disapprove | 20\% | (184) | 27\% | (250) | 13\% | (125) | 10\% | (92) | 30\% | (280) | 930 |
| Favorable of Trump | 9\% | (77) | 12\% | (104) | 16\% | (139) | 36\% | (303) | 26\% | (224) | 847 |
| Unfavorable of Trump | 17\% | (201) | 25\% | (306) | 16\% | (191) | 12\% | (146) | 30\% | (368) | 1212 |
| Very Favorable of Trump | 12\% | (55) | 10\% | (48) | 12\% | (59) | 39\% | (189) | 27\% | (127) | 479 |
| Somewhat Favorable of Trump | 6\% | (22) | 15\% | (56) | 22\% | (80) | $31 \%$ | (114) | 26\% | (97) | 368 |
| Somewhat Unfavorable of Trump | 5\% | (11) | 19\% | (44) | 27\% | (63) | 18\% | (43) | $32 \%$ | (75) | 236 |
| Very Unfavorable of Trump | 20\% | (191) | 27\% | (262) | 13\% | (128) | $11 \%$ | (103) | 30\% | (293) | 976 |
| \#1 Issue: Economy | 12\% | (67) | 20\% | (114) | 18\% | (100) | 20\% | (113) | $30 \%$ | (167) | 560 |
| \#1 Issue: Security | 7\% | (31) | 11\% | (50) | 15\% | (65) | 39\% | (170) | 28\% | (125) | 441 |
| \#1 Issue: Health Care | 20\% | (74) | 21\% | (76) | 15\% | (56) | 14\% | (51) | 30\% | (112) | 368 |
| \#1 Issue: Medicare / Social Security | 15\% | (54) | 17\% | (61) | 11\% | (41) | 21\% | (76) | 36\% | (128) | 359 |
| \#1 Issue: Women's Issues | 15\% | (18) | 27\% | (33) | 21\% | (27) | $11 \%$ | (14) | 26\% | (33) | 126 |
| \#1 Issue: Education | 10\% | (16) | 22\% | (34) | $14 \%$ | (21) | 8\% | (12) | 46\% | (71) | 154 |
| \#1 Issue: Energy | 16\% | (16) | 35\% | (35) | 25\% | (25) | 3\% | (3) | 22\% | (21) | 100 |
| \#1 Issue: Other | 9\% | (8) | 13\% | (12) | 11\% | (10) | 23\% | (22) | 44\% | (41) | 93 |
| 2018 House Vote: Democrat | 20\% | (170) | 28\% | (234) | 15\% | (129) | 10\% | (81) | 27\% | (226) | 839 |
| 2018 House Vote: Republican | 7\% | (43) | 12\% | (80) | 15\% | (99) | 40\% | (258) | 25\% | (163) | 643 |
| 2018 House Vote: Someone else | 5\% | (6) | 11\% | (12) | 27\% | (29) | 17\% | (17) | 40\% | (42) | 105 |
| 2018 House Vote: Didnt Vote | 10\% | (61) | 15\% | (90) | $14 \%$ | (84) | 17\% | (103) | 44\% | (267) | 605 |
| 2016 Vote: Hillary Clinton | 22\% | (158) | 27\% | (196) | 14\% | (98) | 8\% | (61) | 29\% | (207) | 719 |
| 2016 Vote: Donald Trump | 7\% | (44) | 12\% | (78) | 15\% | (101) | 40\% | (265) | 27\% | (178) | 666 |
| 2016 Vote: Someone else | 8\% | (15) | 24\% | (43) | 22\% | (39) | 16\% | (28) | 30\% | (53) | 178 |
| 2016 Vote: Didnt Vote | 10\% | (64) | 15\% | (96) | 17\% | (105) | 17\% | (105) | 41\% | (260) | 629 |
| Voted in 2014: Yes | 14\% | (188) | 21\% | (290) | 15\% | (201) | 23\% | (312) | 27\% | (375) | 1366 |
| Voted in 2014: No | 12\% | (97) | 15\% | (126) | 17\% | (142) | 18\% | (147) | 39\% | (322) | 833 |

[^258]Table HR17_3: Do you agree or disagree with the following statements?
I think SNL is more entertaining when candidates running for political office appear in sketches or guest host.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 13\% | (285) | 19\% | (415) | 16\% | (342) | 21\% | (460) | 32\% | (697) | 2199 |
| 2012 Vote: Barack Obama | 20\% | (167) | 26\% | (223) | 14\% | (120) | 12\% | (103) | 28\% | (240) | 854 |
| 2012 Vote: Mitt Romney | 6\% | (31) | 11\% | (56) | 16\% | (81) | 41\% | (205) | 26\% | (128) | 501 |
| 2012 Vote: Other | 6\% | (5) | 16\% | (14) | 16\% | (14) | 29\% | (25) | 33\% | (29) | 87 |
| 2012 Vote: Didn't Vote | 11\% | (81) | 16\% | (122) | 17\% | (127) | 17\% | (126) | 39\% | (296) | 752 |
| 4-Region: Northeast | 15\% | (59) | 17\% | (69) | 13\% | (52) | 22\% | (87) | 32\% | (127) | 394 |
| 4-Region: Midwest | 12\% | (54) | 18\% | (81) | 17\% | (77) | 24\% | (109) | 30\% | (141) | 462 |
| 4-Region: South | 14\% | (114) | 17\% | (139) | 15\% | (127) | 20\% | (165) | 34\% | (279) | 824 |
| 4-Region: West | 11\% | (57) | 24\% | (126) | 17\% | (87) | 19\% | (99) | 29\% | (150) | 519 |
| TV shows: Every day | 16\% | (184) | 20\% | (227) | 16\% | (185) | 21\% | (242) | 27\% | (309) | 1148 |
| TV shows: Several times per week | 10\% | (51) | 20\% | (105) | 16\% | (83) | 21\% | (108) | 32\% | (165) | 512 |
| TV shows: About once per week | 16\% | (22) | 20\% | (29) | 13\% | (19) | 21\% | (31) | 30\% | (42) | 144 |
| TV shows: Several times per month | 6\% | (6) | 26\% | (26) | 18\% | (19) | 21\% | (21) | 29\% | (29) | 101 |
| TV shows: About once per month | 11\% | (5) | 12\% | (6) | 8\% | (4) | 26\% | (12) | 44\% | (21) | 48 |
| TV shows: Less often than once per month | 7\% | (5) | 14\% | (11) | 16\% | (13) | 24\% | (18) | 39\% | (30) | 78 |
| TV shows: Never | 6\% | (10) | 7\% | (11) | 12\% | (20) | 16\% | (27) | 59\% | (100) | 169 |
| Movies: Every day | 23\% | (93) | 20\% | (78) | 14\% | (57) | 18\% | (70) | 25\% | (100) | 399 |
| Movies: Several times per week | 13\% | (77) | 24\% | (135) | 18\% | (104) | 21\% | (118) | 24\% | (140) | 574 |
| Movies: About once per week | 10\% | (39) | 17\% | (66) | 19\% | (72) | 23\% | (88) | 31\% | (118) | 383 |
| Movies: Several times per month | 11\% | (31) | 20\% | (55) | 14\% | (39) | 26\% | (70) | 29\% | (78) | 273 |
| Movies: About once per month | 9\% | (16) | 18\% | (31) | $17 \%$ | (29) | 17\% | (29) | 39\% | (68) | 173 |
| Movies: Less often than once per month | 8\% | (15) | 14\% | (28) | 11\% | (22) | 23\% | (46) | 45\% | (90) | 201 |
| Movies: Never | 7\% | (13) | 11\% | (21) | 10\% | (19) | 20\% | (39) | 53\% | (104) | 196 |
| Sports: Every day | 27\% | (42) | 29\% | (46) | 8\% | (13) | 19\% | (30) | 17\% | (26) | 158 |
| Sports: Several times per week | 15\% | (51) | 21\% | (68) | 21\% | (69) | 24\% | (80) | 19\% | (63) | 332 |
| Sports: About once per week | 14\% | (38) | 22\% | (61) | 17\% | (48) | 19\% | (52) | 28\% | (79) | 279 |
| Sports: Several times per month | 12\% | (27) | 17\% | (39) | 21\% | (47) | 25\% | (56) | 26\% | (59) | 228 |
| Sports: About once per month | 16\% | (29) | 16\% | (28) | 19\% | (33) | 17\% | (30) | 32\% | (55) | 174 |
| Sports: Less often than once per month | 10\% | (36) | 21\% | (76) | 13\% | (46) | 24\% | (87) | 32\% | (118) | 363 |
| Sports: Never | 9\% | (62) | 14\% | (96) | 13\% | (86) | 19\% | (125) | 45\% | (297) | 666 |

[^259]Table HR17_3: Do you agree or disagree with the following statements?
I think SNL is more entertaining when candidates running for political office appear in sketches or guest host.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 13\% | (285) | 19\% | (415) | 16\% | (342) | 21\% | (460) | 32\% | (697) | 2199 |
| Cable: I currently subscribe | 15\% | (170) | 20\% | (225) | 17\% | (186) | 19\% | (212) | 28\% | (314) | 1108 |
| Cable: I subscribed in the past | 12\% | (89) | 20\% | (142) | 15\% | (110) | 24\% | (172) | 29\% | (213) | 727 |
| Cable: I have never subscribed | 7\% | (25) | 13\% | (48) | 13\% | (47) | 21\% | (76) | 46\% | (169) | 365 |
| Satellite television: I currently subscribe | 15\% | (78) | 18\% | (94) | 15\% | (77) | 22\% | (113) | $31 \%$ | (164) | 526 |
| Satellite television: I subscribed in the past | 11\% | (67) | 22\% | (133) | 17\% | (99) | 22\% | (134) | 28\% | (164) | 597 |
| Satellite television: I have never subscribed | 13\% | (140) | 18\% | (188) | 16\% | (167) | 20\% | (213) | 34\% | (368) | 1076 |
| Streaming service: I currently subscribe | 15\% | (191) | 22\% | (291) | 17\% | (219) | 20\% | (262) | 26\% | (339) | 1302 |
| Streaming service: I subscribed in the past | 15\% | (34) | 19\% | (46) | 19\% | (45) | 18\% | (42) | 29\% | (67) | 234 |
| Streaming service: I have never subscribed | 9\% | (59) | 12\% | (79) | 12\% | (78) | 24\% | (156) | 44\% | (290) | 663 |
| Film: An avid fan | $21 \%$ | (160) | 21\% | (164) | 17\% | (133) | 18\% | (141) | 23\% | (181) | 779 |
| Film: A casual fan | 9\% | (108) | 20\% | (227) | 15\% | (177) | 22\% | (251) | 34\% | (389) | 1153 |
| Film: Not a fan | 6\% | (17) | 9\% | (24) | 12\% | (32) | 25\% | (68) | 47\% | (127) | 267 |
| Television: An avid fan | 17\% | (195) | 20\% | (234) | 16\% | (186) | 20\% | (229) | 27\% | (309) | 1154 |
| Television: A casual fan | 9\% | (80) | 19\% | (174) | 16\% | (142) | 22\% | (199) | 34\% | (312) | 907 |
| Television: Not a fan | 6\% | (9) | 5\% | (7) | 11\% | (15) | 23\% | (32) | 55\% | (76) | 139 |
| Music: An avid fan | 17\% | (196) | 21\% | (242) | 19\% | (213) | 17\% | (201) | 26\% | (300) | 1152 |
| Music: A casual fan | 9\% | (83) | 18\% | (160) | 13\% | (118) | 26\% | (233) | 35\% | (313) | 907 |
| Music: Not a fan | 4\% | (6) | 10\% | (13) | 8\% | (11) | 19\% | (26) | 60\% | (83) | 140 |
| Fashion: An avid fan | 27\% | (93) | 24\% | (81) | 13\% | (46) | 13\% | (43) | 23\% | (79) | 342 |
| Fashion: A casual fan | 12\% | (104) | 21\% | (177) | 16\% | (134) | 20\% | (171) | 32\% | (274) | 861 |
| Fashion: Not a fan | 9\% | (88) | 16\% | (157) | 16\% | (162) | 25\% | (246) | 34\% | (343) | 996 |

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

Table HR17_4: Do you agree or disagree with the following statements?
I think SNL is more entertaining when politicians currently in office appear in sketches or guest host.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (271) | 21\% | (465) | 14\% | (299) | 21\% | (464) | $32 \%$ | (700) | 2199 |
| Gender: Male | 15\% | (161) | 23\% | (240) | 14\% | (147) | 22\% | (228) | 27\% | (285) | 1061 |
| Gender: Female | 10\% | (110) | 20\% | (225) | 13\% | (152) | 21\% | (236) | 36\% | (415) | 1138 |
| Age: 18-29 | 14\% | (59) | 26\% | (105) | 12\% | (47) | 16\% | (66) | 32\% | (133) | 411 |
| Age: 30-44 | 14\% | (86) | 23\% | (137) | $14 \%$ | (86) | 16\% | (96) | 33\% | (196) | 600 |
| Age: 45-54 | 11\% | (36) | 20\% | (66) | $12 \%$ | (42) | 22\% | (73) | 35\% | (118) | 335 |
| Age: 55-64 | 12\% | (51) | 18\% | (76) | 17\% | (69) | 26\% | (109) | 27\% | (112) | 417 |
| Age: 65+ | 9\% | (40) | 19\% | (81) | $12 \%$ | (54) | 27\% | (119) | 33\% | (142) | 436 |
| Generation Z: 18-21 | 14\% | (16) | 32\% | (37) | 7\% | (8) | 14\% | (17) | 33\% | (38) | 116 |
| Millennial: Age 22-37 | 15\% | (97) | 25\% | (162) | 15\% | (96) | 15\% | (101) | $31 \%$ | (201) | 657 |
| Generation X: Age 38-53 | 11\% | (59) | 20\% | (106) | 13\% | (68) | 20\% | (110) | 37\% | (200) | 543 |
| Boomers: Age 54-72 | 11\% | (86) | 19\% | (144) | 15\% | (113) | 27\% | (206) | 29\% | (223) | 772 |
| PID: Dem (no lean) | 21\% | (166) | 30\% | (238) | 12\% | (99) | 10\% | (77) | 28\% | (226) | 806 |
| PID: Ind (no lean) | 8\% | (57) | 19\% | (140) | 13\% | (100) | 20\% | (154) | 40\% | (303) | 754 |
| PID: Rep (no lean) | 8\% | (48) | 14\% | (87) | 16\% | (100) | 36\% | (233) | 27\% | (172) | 639 |
| PID/Gender: Dem Men | 26\% | (104) | 32\% | (127) | $11 \%$ | (42) | 9\% | (36) | 22\% | (86) | 395 |
| PID/Gender: Dem Women | 15\% | (61) | 27\% | (111) | 14\% | (57) | 10\% | (41) | 34\% | (140) | 411 |
| PID/Gender: Ind Men | 9\% | (28) | 21\% | (68) | 14\% | (46) | 21\% | (67) | 35\% | (116) | 326 |
| PID/Gender: Ind Women | 7\% | (29) | 17\% | (71) | 13\% | (54) | 20\% | (87) | 44\% | (187) | 427 |
| PID/Gender: Rep Men | 8\% | (28) | 13\% | (44) | 17\% | (59) | 37\% | (125) | 25\% | (83) | 339 |
| PID/Gender: Rep Women | 7\% | (20) | 14\% | (43) | 14\% | (41) | 36\% | (108) | 29\% | (88) | 300 |
| Ideo: Liberal (1-3) | 19\% | (130) | 34\% | (229) | 13\% | (87) | 10\% | (67) | 24\% | (161) | 674 |
| Ideo: Moderate (4) | 13\% | (72) | 22\% | (119) | 16\% | (88) | 16\% | (89) | 32\% | (176) | 544 |
| Ideo: Conservative (5-7) | 8\% | (56) | 13\% | (95) | 15\% | (108) | 37\% | (263) | 27\% | (190) | 712 |
| Educ: < College | 11\% | (169) | 20\% | (303) | $12 \%$ | (181) | 20\% | (304) | 37\% | (554) | 1512 |
| Educ: Bachelors degree | 15\% | (65) | 24\% | (109) | 17\% | (73) | 23\% | (101) | 22\% | (96) | 444 |
| Educ: Post-grad | 15\% | (37) | 22\% | (53) | 18\% | (44) | 24\% | (59) | 21\% | (50) | 243 |

[^260]Table HR17_4: Do you agree or disagree with the following statements?
I think SNL is more entertaining when politicians currently in office appear in sketches or guest host.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (271) | 21\% | (465) | $14 \%$ | (299) | $21 \%$ | (464) | $32 \%$ | (700) | 2199 |
| Income: Under 50k | 12\% | (154) | $21 \%$ | (273) | 12\% | (156) | 19\% | (244) | 36\% | (470) | 1297 |
| Income: 50k-100k | 15\% | (92) | $21 \%$ | (129) | $14 \%$ | (87) | 24\% | (149) | 26\% | (158) | 615 |
| Income: $100 \mathrm{k}+$ | 9\% | (26) | 22\% | (62) | 19\% | (55) | 25\% | (72) | 25\% | (72) | 287 |
| Ethnicity: White | 10\% | (170) | 20\% | (348) | $14 \%$ | (244) | 24\% | (409) | $32 \%$ | (551) | 1722 |
| Ethnicity: Hispanic | 14\% | (50) | 23\% | (80) | 9\% | (32) | 16\% | (57) | 37\% | (131) | 350 |
| Ethnicity: Afr. Am. | 22\% | (61) | 26\% | (71) | 10\% | (29) | 9\% | (26) | $32 \%$ | (87) | 274 |
| Ethnicity: Other | 19\% | (39) | 23\% | (46) | 13\% | (26) | 14\% | (29) | 31\% | (62) | 203 |
| Relig: Protestant | 9\% | (48) | 20\% | (108) | 17\% | (91) | 28\% | (152) | 26\% | (141) | 539 |
| Relig: Roman Catholic | 17\% | (72) | 17\% | (73) | $14 \%$ | (61) | 26\% | (113) | 27\% | (117) | 436 |
| Relig: Something Else | 10\% | (18) | $22 \%$ | (41) | 9\% | (17) | 13\% | (25) | 46\% | (86) | 187 |
| Relig: Jewish | $11 \%$ | (6) | $34 \%$ | (18) | 17\% | (9) | 9\% | (5) | 28\% | (15) | 54 |
| Relig: Evangelical | 13\% | (102) | 18\% | (148) | 15\% | (117) | 22\% | (177) | 32\% | (259) | 805 |
| Relig: Non-Evang. Catholics | 10\% | (36) | 21\% | (74) | 14\% | (51) | $31 \%$ | (112) | 24\% | (84) | 357 |
| Relig: All Christian | 12\% | (138) | 19\% | (222) | $14 \%$ | (168) | 25\% | (289) | 30\% | (344) | 1161 |
| Relig: All Non-Christian | 12\% | (28) | 19\% | (42) | 8\% | (17) | 22\% | (48) | 40\% | (89) | 224 |
| Community: Urban | 16\% | (91) | 23\% | (134) | 14\% | (79) | 20\% | (118) | 27\% | (153) | 575 |
| Community: Suburban | 12\% | (118) | 22\% | (214) | 14\% | (136) | 20\% | (199) | 32\% | (315) | 982 |
| Community: Rural | 10\% | (63) | 18\% | (117) | 13\% | (84) | 23\% | (147) | 36\% | (232) | 643 |
| Employ: Private Sector | 15\% | (102) | $21 \%$ | (140) | 16\% | (103) | 23\% | (150) | 25\% | (166) | 661 |
| Employ: Government | 10\% | (13) | 29\% | (36) | 14\% | (18) | 22\% | (27) | 25\% | (31) | 124 |
| Employ: Self-Employed | 13\% | (25) | 25\% | (49) | 8\% | (16) | 22\% | (43) | $32 \%$ | (62) | 195 |
| Employ: Homemaker | $11 \%$ | (19) | $21 \%$ | (36) | 15\% | (26) | 18\% | (31) | 34\% | (58) | 170 |
| Employ: Student | 25\% | (20) | 25\% | (20) | 9\% | (7) | 16\% | (13) | 25\% | (20) | 79 |
| Employ: Retired | 10\% | (51) | 19\% | (97) | 14\% | (73) | 25\% | (133) | $32 \%$ | (169) | 523 |
| Employ: Unemployed | 8\% | (21) | 17\% | (46) | 13\% | (33) | 15\% | (39) | 47\% | (123) | 262 |
| Employ: Other | 12\% | (22) | 22\% | (41) | 12\% | (22) | 15\% | (28) | 39\% | (72) | 185 |
| Military HH: Yes | 12\% | (46) | 20\% | (75) | 13\% | (48) | 25\% | (95) | $31 \%$ | (119) | 384 |
| Military HH: No | 12\% | (225) | $21 \%$ | (389) | 14\% | (250) | 20\% | (369) | 32\% | (581) | 1815 |
| RD/WT: Right Direction | 9\% | (72) | 15\% | (124) | 15\% | (123) | $32 \%$ | (264) | 29\% | (244) | 826 |
| RD/WT: Wrong Track | 14\% | (199) | 25\% | (341) | 13\% | (176) | 15\% | (200) | $33 \%$ | (457) | 1373 |

[^261]Table HR17_4: Do you agree or disagree with the following statements?
I think SNL is more entertaining when politicians currently in office appear in sketches or guest host.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (271) | 21\% | (465) | 14\% | (299) | 21\% | (464) | $32 \%$ | (700) | 2199 |
| Trump Job Approve | 9\% | (76) | 13\% | (117) | 15\% | (126) | $36 \%$ | (316) | 27\% | (234) | 870 |
| Trump Job Disapprove | 15\% | (190) | 28\% | (342) | 14\% | (168) | $11 \%$ | (135) | 32\% | (392) | 1227 |
| Trump Job Strongly Approve | 11\% | (47) | 10\% | (44) | 12\% | (51) | 42\% | (184) | 26\% | (115) | 440 |
| Trump Job Somewhat Approve | 7\% | (29) | 17\% | (73) | 18\% | (75) | $31 \%$ | (132) | 28\% | (120) | 429 |
| Trump Job Somewhat Disapprove | 7\% | (21) | 25\% | (74) | 19\% | (56) | 13\% | (38) | 36\% | (108) | 297 |
| Trump Job Strongly Disapprove | 18\% | (169) | 29\% | (268) | 12\% | (112) | 10\% | (97) | $31 \%$ | (284) | 930 |
| Favorable of Trump | 8\% | (66) | 14\% | (116) | 14\% | (123) | 37\% | (314) | 27\% | (229) | 847 |
| Unfavorable of Trump | 16\% | (194) | 28\% | (342) | 14\% | (173) | $11 \%$ | (131) | 31\% | (372) | 1212 |
| Very Favorable of Trump | 10\% | (46) | 11\% | (53) | 12\% | (57) | 41\% | (197) | 27\% | (127) | 479 |
| Somewhat Favorable of Trump | 6\% | (21) | 17\% | (63) | 18\% | (66) | $32 \%$ | (117) | 28\% | (102) | 368 |
| Somewhat Unfavorable of Trump | 9\% | (21) | 22\% | (52) | 22\% | (53) | 14\% | (32) | 33\% | (78) | 236 |
| Very Unfavorable of Trump | 18\% | (173) | 30\% | (291) | 12\% | (120) | 10\% | (98) | 30\% | (294) | 976 |
| \#1 Issue: Economy | 10\% | (56) | 24\% | (136) | 15\% | (86) | 20\% | (111) | $31 \%$ | (171) | 560 |
| \#1 Issue: Security | 8\% | (35) | 12\% | (53) | 13\% | (58) | 39\% | (172) | 28\% | (123) | 441 |
| \#1 Issue: Health Care | 19\% | (70) | 23\% | (86) | 13\% | (48) | 12\% | (43) | 33\% | (121) | 368 |
| \#1 Issue: Medicare / Social Security | 12\% | (43) | 21\% | (75) | 11\% | (38) | 22\% | (78) | 35\% | (125) | 359 |
| \#1 Issue: Women's Issues | 17\% | (22) | 23\% | (29) | 18\% | (23) | 15\% | (18) | 27\% | (34) | 126 |
| \#1 Issue: Education | 10\% | (15) | 23\% | (35) | 14\% | (21) | $11 \%$ | (17) | 43\% | (65) | 154 |
| \#1 Issue: Energy | 23\% | (23) | 39\% | (39) | 14\% | (14) | 6\% | (6) | 18\% | (18) | 100 |
| \#1 Issue: Other | 8\% | (7) | 13\% | (12) | 12\% | (12) | 20\% | (19) | 47\% | (44) | 93 |
| 2018 House Vote: Democrat | 20\% | (166) | 31\% | (257) | 13\% | (109) | 10\% | (86) | 26\% | (221) | 839 |
| 2018 House Vote: Republican | 7\% | (44) | 12\% | (75) | 16\% | (103) | 40\% | (256) | 26\% | (165) | 643 |
| 2018 House Vote: Someone else | 4\% | (4) | 27\% | (29) | 13\% | (14) | 13\% | (14) | 42\% | (44) | 105 |
| 2018 House Vote: Didnt Vote | 9\% | (53) | 17\% | (104) | 12\% | (71) | 18\% | (108) | 45\% | (270) | 605 |
| 2016 Vote: Hillary Clinton | $21 \%$ | (149) | 30\% | (217) | 12\% | (86) | 9\% | (63) | 28\% | (203) | 719 |
| 2016 Vote: Donald Trump | 6\% | (42) | 12\% | (82) | 16\% | (103) | 39\% | (258) | 27\% | (180) | 666 |
| 2016 Vote: Someone else | 8\% | (14) | 32\% | (57) | 15\% | (28) | 16\% | (28) | 29\% | (52) | 178 |
| 2016 Vote: Didnt Vote | 10\% | (66) | 17\% | (107) | 13\% | (82) | 18\% | (111) | 42\% | (264) | 629 |
| Voted in 2014: Yes | 13\% | (181) | 23\% | (311) | 14\% | (195) | 22\% | (306) | 27\% | (373) | 1366 |
| Voted in 2014: No | 11\% | (90) | 18\% | (154) | 12\% | (103) | 19\% | (158) | 39\% | (328) | 833 |

[^262]Table HR17_4: Do you agree or disagree with the following statements?
I think SNL is more entertaining when politicians currently in office appear in sketches or guest host.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (271) | 21\% | (465) | 14\% | (299) | 21\% | (464) | 32\% | (700) | 2199 |
| 2012 Vote: Barack Obama | 19\% | (166) | 29\% | (248) | 12\% | (103) | 12\% | (102) | 28\% | (236) | 854 |
| 2012 Vote: Mitt Romney | 5\% | (25) | 11\% | (54) | 18\% | (92) | 41\% | (204) | 25\% | (126) | 501 |
| 2012 Vote: Other | 4\% | (4) | 20\% | (17) | 12\% | (10) | 25\% | (21) | 40\% | (35) | 87 |
| 2012 Vote: Didn't Vote | 10\% | (77) | 19\% | (145) | 12\% | (93) | 18\% | (137) | 40\% | (300) | 752 |
| 4-Region: Northeast | $14 \%$ | (53) | 20\% | (78) | 15\% | (60) | 21\% | (83) | 30\% | (119) | 394 |
| 4-Region: Midwest | $11 \%$ | (49) | 21\% | (97) | 16\% | (75) | 23\% | (106) | 29\% | (136) | 462 |
| 4-Region: South | $11 \%$ | (94) | 20\% | (168) | 12\% | (101) | 21\% | (173) | 35\% | (288) | 824 |
| 4-Region: West | $14 \%$ | (75) | 23\% | (121) | 12\% | (63) | 20\% | (102) | 30\% | (157) | 519 |
| TV shows: Every day | $14 \%$ | (164) | 22\% | (249) | 14\% | (160) | 21\% | (244) | 29\% | (330) | 1148 |
| TV shows: Several times per week | $12 \%$ | (61) | 24\% | (124) | 14\% | (71) | 20\% | (104) | 29\% | (151) | 512 |
| TV shows: About once per week | 8\% | (12) | 26\% | (38) | 13\% | (18) | 24\% | (35) | 28\% | (41) | 144 |
| TV shows: Several times per month | 10\% | (10) | 14\% | (15) | 25\% | (26) | 22\% | (22) | 29\% | (29) | 101 |
| TV shows: About once per month | 13\% | (6) | 13\% | (6) | 11\% | (5) | 22\% | (10) | 41\% | (20) | 48 |
| TV shows: Less often than once per month | 9\% | (7) | 17\% | (13) | 10\% | (8) | 27\% | (21) | 37\% | (29) | 78 |
| TV shows: Never | 6\% | (10) | 11\% | (19) | 6\% | (11) | 16\% | (27) | 60\% | (101) | 169 |
| Movies: Every day | 23\% | (90) | 19\% | (76) | 12\% | (46) | 20\% | (79) | 27\% | (107) | 399 |
| Movies: Several times per week | 13\% | (73) | 29\% | (166) | $11 \%$ | (64) | 23\% | (132) | 24\% | (139) | 574 |
| Movies: About once per week | 9\% | (35) | 20\% | (76) | 20\% | (78) | 21\% | (80) | 30\% | (114) | 383 |
| Movies: Several times per month | 8\% | (23) | 23\% | (62) | 17\% | (47) | 24\% | (65) | 28\% | (76) | 273 |
| Movies: About once per month | 9\% | (16) | 21\% | (37) | 15\% | (25) | 17\% | (29) | 38\% | (66) | 173 |
| Movies: Less often than once per month | 9\% | (17) | 12\% | (24) | 13\% | (26) | 23\% | (47) | 43\% | (87) | 201 |
| Movies: Never | 9\% | (17) | 12\% | (23) | 6\% | (12) | 17\% | (33) | 57\% | (111) | 196 |
| Sports: Every day | $33 \%$ | (51) | 27\% | (43) | 7\% | (10) | 17\% | (27) | 17\% | (27) | 158 |
| Sports: Several times per week | 14\% | (47) | 22\% | (74) | 18\% | (59) | 24\% | (81) | $21 \%$ | (71) | 332 |
| Sports: About once per week | $14 \%$ | (38) | 24\% | (67) | 15\% | (42) | 17\% | (46) | $31 \%$ | (86) | 279 |
| Sports: Several times per month | 8\% | (18) | 21\% | (48) | 20\% | (45) | 27\% | (62) | 24\% | (55) | 228 |
| Sports: About once per month | 13\% | (22) | 24\% | (42) | 15\% | (27) | 23\% | (41) | 24\% | (43) | 174 |
| Sports: Less often than once per month | 10\% | (37) | 20\% | (74) | 15\% | (53) | 23\% | (83) | 32\% | (115) | 363 |
| Sports: Never | 9\% | (57) | 18\% | (118) | 9\% | (63) | 19\% | (124) | 46\% | (304) | 666 |

[^263]Table HR17_4: Do you agree or disagree with the following statements?
I think SNL is more entertaining when politicians currently in office appear in sketches or guest host.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (271) | 21\% | (465) | 14\% | (299) | 21\% | (464) | $32 \%$ | (700) | 2199 |
| Cable: I currently subscribe | 15\% | (169) | 22\% | (247) | 14\% | (158) | 20\% | (218) | 29\% | (316) | 1108 |
| Cable: I subscribed in the past | 12\% | (84) | 22\% | (158) | 15\% | (106) | 23\% | (166) | 29\% | (213) | 727 |
| Cable: I have never subscribed | 5\% | (19) | 17\% | (60) | 10\% | (35) | 22\% | (80) | 47\% | (172) | 365 |
| Satellite television: I currently subscribe | 14\% | (74) | 22\% | (114) | 11\% | (58) | 23\% | (121) | 30\% | (159) | 526 |
| Satellite television: I subscribed in the past | 11\% | (64) | 23\% | (138) | 15\% | (91) | 23\% | (137) | 28\% | (167) | 597 |
| Satellite television: I have never subscribed | 12\% | (133) | 20\% | (213) | 14\% | (149) | 19\% | (206) | 35\% | (374) | 1076 |
| Streaming service: I currently subscribe | 14\% | (187) | 26\% | (336) | 13\% | (170) | 21\% | (270) | 26\% | (340) | 1302 |
| Streaming service: I subscribed in the past | 13\% | (31) | 19\% | (44) | 20\% | (46) | 20\% | (46) | 29\% | (67) | 234 |
| Streaming service: I have never subscribed | 8\% | (54) | 13\% | (85) | 12\% | (82) | 22\% | (149) | 44\% | (293) | 663 |
| Film: An avid fan | 20\% | (156) | 24\% | (190) | 14\% | (110) | 18\% | (141) | 24\% | (183) | 779 |
| Film: A casual fan | 9\% | (104) | 21\% | (243) | 15\% | (171) | 22\% | (256) | 33\% | (379) | 1153 |
| Film: Not a fan | 4\% | (11) | 12\% | (32) | 7\% | (18) | 25\% | (67) | 52\% | (139) | 267 |
| Television: An avid fan | 15\% | (174) | 24\% | (272) | 15\% | (171) | 20\% | (234) | 26\% | (303) | 1154 |
| Television: A casual fan | 10\% | (93) | 19\% | (176) | 14\% | (123) | 22\% | (195) | 35\% | (320) | 907 |
| Television: Not a fan | 3\% | (4) | 12\% | (17) | 4\% | (5) | 25\% | (35) | 56\% | (78) | 139 |
| Music: An avid fan | 17\% | (198) | 24\% | (278) | 14\% | (158) | 19\% | (215) | 26\% | (304) | 1152 |
| Music: A casual fan | 8\% | (69) | 19\% | (171) | 14\% | (130) | 25\% | (225) | 34\% | (312) | 907 |
| Music: Not a fan | 3\% | (4) | 12\% | (16) | 8\% | (12) | 17\% | (24) | 60\% | (84) | 140 |
| Fashion: An avid fan | 24\% | (83) | 24\% | (84) | 13\% | (44) | 14\% | (48) | 24\% | (83) | 342 |
| Fashion: A casual fan | 11\% | (96) | 24\% | (206) | 13\% | (113) | 21\% | (180) | 31\% | (265) | 861 |
| Fashion: Not a fan | 9\% | (92) | 18\% | (175) | 14\% | (141) | 24\% | (236) | 35\% | (352) | 996 |

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

Table HR17_5: Do you agree or disagree with the following statements?
When a candidate appears in a sketch or guest hosts SNL, I don't take them as seriously as a political figure.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% | (324) | 19\% | (418) | 16\% | (356) | 18\% | (405) | $32 \%$ | (697) | 2199 |
| Gender: Male | 16\% | (171) | 21\% | (224) | 16\% | (172) | 20\% | (207) | 27\% | (286) | 1061 |
| Gender: Female | 13\% | (153) | 17\% | (193) | 16\% | (184) | 17\% | (198) | 36\% | (411) | 1138 |
| Age: 18-29 | 16\% | (66) | 19\% | (76) | 19\% | (77) | 13\% | (55) | 33\% | (137) | 411 |
| Age: 30-44 | 12\% | (69) | 18\% | (108) | 19\% | (113) | 20\% | (118) | 32\% | (193) | 600 |
| Age: 45-54 | $11 \%$ | (37) | 21\% | (69) | 13\% | (42) | 21\% | (72) | $34 \%$ | (114) | 335 |
| Age: 55-64 | 18\% | (75) | 17\% | (72) | 15\% | (63) | 22\% | (94) | 27\% | (113) | 417 |
| Age: 65+ | 18\% | (77) | 21\% | (92) | 14\% | (59) | 15\% | (67) | 32\% | (141) | 436 |
| Generation Z: 18-21 | 14\% | (16) | 20\% | (24) | 13\% | (15) | 18\% | (21) | 35\% | (41) | 116 |
| Millennial: Age 22-37 | 14\% | (91) | 19\% | (127) | 21\% | (140) | 15\% | (99) | 31\% | (201) | 657 |
| Generation X: Age 38-53 | 12\% | (64) | 17\% | (93) | 14\% | (74) | 21\% | (117) | 36\% | (195) | 543 |
| Boomers: Age 54-72 | 17\% | (131) | 19\% | (150) | 15\% | (118) | 20\% | (151) | 29\% | (222) | 772 |
| PID: Dem (no lean) | 11\% | (90) | 16\% | (133) | 20\% | (160) | 24\% | (194) | 28\% | (229) | 806 |
| PID: Ind (no lean) | 12\% | (89) | 18\% | (135) | 14\% | (104) | 18\% | (136) | 39\% | (290) | 754 |
| PID: Rep (no lean) | 23\% | (145) | 23\% | (150) | 14\% | (92) | 12\% | (75) | 28\% | (178) | 639 |
| PID/Gender: Dem Men | 14\% | (56) | 19\% | (74) | 19\% | (76) | 25\% | (99) | 23\% | (91) | 395 |
| PID/Gender: Dem Women | 8\% | (34) | 14\% | (59) | 20\% | (84) | 23\% | (95) | 34\% | (139) | 411 |
| PID/Gender: Ind Men | $11 \%$ | (37) | 18\% | (60) | 14\% | (45) | 21\% | (69) | 35\% | (115) | 326 |
| PID/Gender: Ind Women | 12\% | (52) | 18\% | (75) | 14\% | (58) | 16\% | (67) | 41\% | (175) | 427 |
| PID/Gender: Rep Men | 23\% | (78) | 27\% | (91) | 15\% | (51) | 11\% | (39) | 24\% | (80) | 339 |
| PID/Gender: Rep Women | 22\% | (67) | 20\% | (59) | 14\% | (41) | 12\% | (36) | 32\% | (97) | 300 |
| Ideo: Liberal (1-3) | 13\% | (89) | 16\% | (107) | 22\% | (145) | 26\% | (176) | 23\% | (157) | 674 |
| Ideo: Moderate (4) | 12\% | (65) | 21\% | (113) | 16\% | (87) | 21\% | (114) | 30\% | (166) | 544 |
| Ideo: Conservative (5-7) | 21\% | (150) | 24\% | (173) | 14\% | (101) | 12\% | (88) | 28\% | (201) | 712 |
| Educ: < College | 14\% | (208) | 17\% | (252) | 15\% | (232) | 18\% | (266) | 37\% | (554) | 1512 |
| Educ: Bachelors degree | 17\% | (75) | 26\% | (116) | 17\% | (76) | 19\% | (84) | 21\% | (93) | 444 |
| Educ: Post-grad | 17\% | (40) | 21\% | (50) | 20\% | (48) | 23\% | (55) | 20\% | (50) | 243 |

[^264]Table HR17_5: Do you agree or disagree with the following statements?
When a candidate appears in a sketch or guest hosts SNL, I don't take them as seriously as a political figure.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% | (324) | 19\% | (418) | 16\% | (356) | 18\% | (405) | 32\% | (697) | 2199 |
| Income: Under 50k | 13\% | (169) | 18\% | (234) | 14\% | (184) | 19\% | (247) | 36\% | (463) | 1297 |
| Income: 50k-100k | 19\% | (118) | 19\% | (118) | 18\% | (113) | 17\% | (104) | 26\% | (162) | 615 |
| Income: 100k+ | 13\% | (37) | 23\% | (65) | 20\% | (59) | 19\% | (54) | 25\% | (73) | 287 |
| Ethnicity: White | 15\% | (258) | 19\% | (334) | 16\% | (276) | 17\% | (296) | 32\% | (558) | 1722 |
| Ethnicity: Hispanic | 10\% | (36) | 17\% | (60) | 13\% | (46) | 25\% | (88) | 34\% | (119) | 350 |
| Ethnicity: Afr. Am. | 17\% | (46) | 14\% | (39) | 16\% | (45) | 22\% | (61) | $31 \%$ | (85) | 274 |
| Ethnicity: Other | 10\% | (20) | 22\% | (45) | 17\% | (35) | 24\% | (49) | 27\% | (54) | 203 |
| Relig: Protestant | 20\% | (109) | 23\% | (122) | 16\% | (87) | 14\% | (75) | 27\% | (146) | 539 |
| Relig: Roman Catholic | 19\% | (84) | 19\% | (82) | 14\% | (59) | 21\% | (90) | 28\% | (121) | 436 |
| Relig: Something Else | 8\% | (16) | 18\% | (33) | 13\% | (25) | 22\% | (40) | 39\% | (73) | 187 |
| Relig: Jewish | 12\% | (7) | 19\% | (10) | 22\% | (12) | 19\% | (10) | 27\% | (15) | 54 |
| Relig: Evangelical | 15\% | (119) | 19\% | (150) | 16\% | (127) | 20\% | (157) | 31\% | (251) | 805 |
| Relig: Non-Evang. Catholics | 25\% | (89) | 24\% | (87) | 12\% | (44) | 13\% | (48) | 25\% | (90) | 357 |
| Relig: All Christian | 18\% | (208) | 20\% | (237) | 15\% | (171) | 18\% | (205) | 29\% | (340) | 1161 |
| Relig: All Non-Christian | 15\% | (34) | 18\% | (40) | 16\% | (36) | 13\% | (29) | 38\% | (85) | 224 |
| Community: Urban | 16\% | (92) | 18\% | (105) | 16\% | (90) | 23\% | (130) | 27\% | (158) | 575 |
| Community: Suburban | 15\% | (144) | 20\% | (201) | 15\% | (151) | 19\% | (185) | 31\% | (301) | 982 |
| Community: Rural | 14\% | (88) | 17\% | (112) | 18\% | (115) | 14\% | (90) | 37\% | (238) | 643 |
| Employ: Private Sector | 17\% | (113) | 21\% | (137) | 19\% | (127) | 18\% | (116) | 25\% | (168) | 661 |
| Employ: Government | 10\% | (12) | 18\% | (23) | 29\% | (36) | 14\% | (18) | 29\% | (36) | 124 |
| Employ: Self-Employed | 12\% | (24) | 18\% | (35) | 14\% | (28) | 28\% | (54) | 28\% | (55) | 195 |
| Employ: Homemaker | 18\% | (30) | 16\% | (28) | 12\% | (20) | 19\% | (33) | 35\% | (60) | 170 |
| Employ: Student | 14\% | (11) | 30\% | (24) | 9\% | (7) | 18\% | (14) | 28\% | (22) | 79 |
| Employ: Retired | 17\% | (91) | 22\% | (114) | 15\% | (77) | 14\% | (76) | 32\% | (166) | 523 |
| Employ: Unemployed | 9\% | (24) | 13\% | (34) | 15\% | (38) | 19\% | (50) | 44\% | (115) | 262 |
| Employ: Other | 10\% | (19) | 13\% | (24) | 13\% | (23) | 24\% | (44) | 40\% | (75) | 185 |
| Military HH: Yes | 16\% | (63) | 20\% | (75) | 16\% | (60) | 17\% | (66) | 31\% | (120) | 384 |
| Military HH: No | 14\% | (261) | 19\% | (342) | 16\% | (296) | 19\% | (339) | 32\% | (577) | 1815 |
| RD/WT: Right Direction | 19\% | (160) | 23\% | (191) | 14\% | (120) | 12\% | (99) | 31\% | (258) | 826 |
| RD/WT: Wrong Track | 12\% | (164) | 17\% | (227) | 17\% | (236) | 22\% | (306) | 32\% | (439) | 1373 |

[^265]Table HR17_5: Do you agree or disagree with the following statements?
When a candidate appears in a sketch or guest hosts SNL, I don't take them as seriously as a political figure.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% | (324) | 19\% | (418) | 16\% | (356) | 18\% | (405) | $32 \%$ | (697) | 2199 |
| Trump Job Approve | 23\% | (196) | 22\% | (194) | 14\% | (121) | 13\% | (110) | 28\% | (248) | 870 |
| Trump Job Disapprove | 10\% | (120) | 18\% | (215) | 19\% | (228) | 23\% | (286) | $31 \%$ | (378) | 1227 |
| Trump Job Strongly Approve | 27\% | (118) | 21\% | (94) | 11\% | (50) | 13\% | (59) | 27\% | (120) | 440 |
| Trump Job Somewhat Approve | 18\% | (78) | 23\% | (101) | 17\% | (72) | 12\% | (51) | 30\% | (127) | 429 |
| Trump Job Somewhat Disapprove | 10\% | (29) | 26\% | (79) | 18\% | (54) | 13\% | (37) | 33\% | (97) | 297 |
| Trump Job Strongly Disapprove | 10\% | (91) | 15\% | (137) | 19\% | (174) | 27\% | (249) | 30\% | (280) | 930 |
| Favorable of Trump | $21 \%$ | (182) | 23\% | (196) | 15\% | (123) | 13\% | (114) | 27\% | (233) | 847 |
| Unfavorable of Trump | $11 \%$ | (135) | 18\% | (213) | 18\% | (224) | 23\% | (280) | 30\% | (360) | 1212 |
| Very Favorable of Trump | 24\% | (116) | $21 \%$ | (100) | 14\% | (65) | 13\% | (64) | 28\% | (133) | 479 |
| Somewhat Favorable of Trump | 18\% | (66) | 26\% | (95) | 16\% | (58) | 13\% | (49) | 27\% | (100) | 368 |
| Somewhat Unfavorable of Trump | 15\% | (35) | 26\% | (61) | 17\% | (41) | 14\% | (33) | 28\% | (65) | 236 |
| Very Unfavorable of Trump | 10\% | (100) | 16\% | (152) | 19\% | (183) | 25\% | (247) | 30\% | (295) | 976 |
| \#1 Issue: Economy | 11\% | (64) | 23\% | (131) | 16\% | (87) | 18\% | (101) | $31 \%$ | (176) | 560 |
| \#1 Issue: Security | 21\% | (91) | 23\% | (101) | 13\% | (58) | 14\% | (60) | 30\% | (131) | 441 |
| \#1 Issue: Health Care | 13\% | (49) | 14\% | (52) | 19\% | (69) | 23\% | (83) | $31 \%$ | (115) | 368 |
| \#1 Issue: Medicare / Social Security | 17\% | (60) | 14\% | (51) | 16\% | (56) | 20\% | (70) | 34\% | (122) | 359 |
| \#1 Issue: Women's Issues | 17\% | (22) | 17\% | (21) | 15\% | (19) | 23\% | (29) | 27\% | (34) | 126 |
| \#1 Issue: Education | 8\% | (13) | 18\% | (28) | 20\% | (31) | 14\% | (22) | 39\% | (59) | 154 |
| \#1 Issue: Energy | 13\% | (13) | 15\% | (15) | 23\% | (23) | 29\% | (29) | 19\% | (19) | 100 |
| \#1 Issue: Other | 12\% | (11) | 20\% | (18) | 13\% | (12) | 12\% | (11) | 43\% | (40) | 93 |
| 2018 House Vote: Democrat | 12\% | (102) | 18\% | (148) | 20\% | (164) | 25\% | (214) | 25\% | (212) | 839 |
| 2018 House Vote: Republican | 24\% | (153) | 25\% | (160) | 12\% | (80) | 12\% | (78) | 27\% | (173) | 643 |
| 2018 House Vote: Someone else | $7 \%$ | (7) | $21 \%$ | (22) | 22\% | (23) | 16\% | (17) | 34\% | (36) | 105 |
| 2018 House Vote: Didnt Vote | 9\% | (55) | 15\% | (88) | 15\% | (89) | 16\% | (96) | 46\% | (277) | 605 |
| 2016 Vote: Hillary Clinton | 11\% | (79) | 16\% | (117) | 20\% | (141) | 25\% | (178) | 29\% | (205) | 719 |
| 2016 Vote: Donald Trump | 22\% | (150) | 25\% | (163) | 13\% | (84) | 13\% | (87) | 27\% | (181) | 666 |
| 2016 Vote: Someone else | 15\% | (27) | 15\% | (27) | 23\% | (41) | 18\% | (33) | 28\% | (51) | 178 |
| 2016 Vote: Didnt Vote | 11\% | (68) | 18\% | (110) | 14\% | (88) | 17\% | (104) | 41\% | (259) | 629 |
| Voted in 2014: Yes | 16\% | (224) | 20\% | (276) | 17\% | (237) | 19\% | (262) | 27\% | (366) | 1366 |
| Voted in 2014: No | 12\% | (100) | 17\% | (141) | 14\% | (118) | 17\% | (143) | 40\% | (331) | 833 |

[^266]Table HR17_5: Do you agree or disagree with the following statements?
When a candidate appears in a sketch or guest hosts SNL, I don't take them as seriously as a political figure.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% | (324) | 19\% | (418) | 16\% | (356) | 18\% | (405) | $32 \%$ | (697) | 2199 |
| 2012 Vote: Barack Obama | 11\% | (96) | 19\% | (158) | 19\% | (162) | 24\% | (207) | 27\% | (231) | 854 |
| 2012 Vote: Mitt Romney | 23\% | (114) | 25\% | (123) | 14\% | (70) | 13\% | (64) | 26\% | (130) | 501 |
| 2012 Vote: Other | 16\% | (14) | 18\% | (15) | 10\% | (9) | 22\% | (19) | 34\% | (30) | 87 |
| 2012 Vote: Didn't Vote | 13\% | (99) | 16\% | (120) | 15\% | (115) | 15\% | (115) | 40\% | (303) | 752 |
| 4-Region: Northeast | 15\% | (58) | 16\% | (62) | 18\% | (71) | 22\% | (85) | 30\% | (118) | 394 |
| 4-Region: Midwest | 15\% | (70) | 22\% | (104) | 14\% | (65) | 18\% | (82) | 30\% | (141) | 462 |
| 4-Region: South | 15\% | (127) | 18\% | (152) | 16\% | (128) | 16\% | (134) | $34 \%$ | (282) | 824 |
| 4-Region: West | 13\% | (69) | 19\% | (99) | 18\% | (92) | 20\% | (104) | 30\% | (156) | 519 |
| TV shows: Every day | 17\% | (190) | 20\% | (227) | 17\% | (191) | 19\% | (219) | 28\% | (322) | 1148 |
| TV shows: Several times per week | 12\% | (61) | 20\% | (102) | 16\% | (84) | 21\% | (107) | 31\% | (158) | 512 |
| TV shows: About once per week | 14\% | (21) | 19\% | (27) | 21\% | (30) | 15\% | (21) | $31 \%$ | (45) | 144 |
| TV shows: Several times per month | 15\% | (15) | 22\% | (22) | 25\% | (25) | $14 \%$ | (15) | 24\% | (25) | 101 |
| TV shows: About once per month | 8\% | (4) | 18\% | (8) | 10\% | (5) | 25\% | (12) | 39\% | (19) | 48 |
| TV shows: Less often than once per month | 18\% | (14) | 19\% | (15) | 10\% | (8) | 19\% | (15) | 35\% | (27) | 78 |
| TV shows: Never | 12\% | (20) | 10\% | (17) | 8\% | (13) | 9\% | (16) | 60\% | (102) | 169 |
| Movies: Every day | 21\% | (82) | 17\% | (68) | 15\% | (59) | 19\% | (74) | 29\% | (115) | 399 |
| Movies: Several times per week | 14\% | (83) | 22\% | (128) | 16\% | (90) | 22\% | (124) | 26\% | (149) | 574 |
| Movies: About once per week | 14\% | (55) | 23\% | (87) | 21\% | (79) | 14\% | (54) | 28\% | (108) | 383 |
| Movies: Several times per month | 12\% | (32) | 21\% | (58) | 19\% | (52) | 22\% | (59) | 26\% | (72) | 273 |
| Movies: About once per month | 13\% | (22) | 17\% | (30) | 18\% | (31) | 18\% | (31) | 34\% | (58) | 173 |
| Movies: Less often than once per month | 13\% | (25) | 13\% | (26) | 16\% | (32) | 19\% | (37) | 40\% | (81) | 201 |
| Movies: Never | 12\% | (24) | 11\% | (21) | 7\% | (13) | 13\% | (25) | 58\% | (113) | 196 |
| Sports: Every day | 29\% | (46) | 20\% | (32) | 13\% | (20) | 20\% | (32) | 18\% | (29) | 158 |
| Sports: Several times per week | 17\% | (58) | 26\% | (86) | 17\% | (56) | 19\% | (64) | 21\% | (69) | 332 |
| Sports: About once per week | 13\% | (36) | 21\% | (58) | 19\% | (54) | 17\% | (46) | 30\% | (85) | 279 |
| Sports: Several times per month | 15\% | (35) | 19\% | (43) | 25\% | (56) | 16\% | (37) | 25\% | (57) | 228 |
| Sports: About once per month | 12\% | (22) | $14 \%$ | (25) | 25\% | (44) | 21\% | (37) | 27\% | (47) | 174 |
| Sports: Less often than once per month | 12\% | (44) | 21\% | (78) | $14 \%$ | (53) | 21\% | (77) | $31 \%$ | (111) | 363 |
| Sports: Never | 13\% | (84) | 15\% | (97) | 11\% | (74) | 17\% | (112) | 45\% | (299) | 666 |

[^267]Table HR17_5: Do you agree or disagree with the following statements?
When a candidate appears in a sketch or guest hosts SNL, I don't take them as seriously as a political figure.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% | (324) | 19\% | (418) | 16\% | (356) | 18\% | (405) | $32 \%$ | (697) | 2199 |
| Cable: I currently subscribe | 15\% | (164) | 20\% | (219) | 16\% | (176) | 20\% | (217) | 30\% | (331) | 1108 |
| Cable: I subscribed in the past | 16\% | (114) | 21\% | (152) | 18\% | (128) | 19\% | (134) | 27\% | (199) | 727 |
| Cable: I have never subscribed | 13\% | (46) | 13\% | (46) | 14\% | (52) | 15\% | (53) | 46\% | (168) | 365 |
| Satellite television: I currently subscribe | 18\% | (96) | 21\% | (111) | 16\% | (82) | 15\% | (81) | 30\% | (157) | 526 |
| Satellite television: I subscribed in the past | 16\% | (95) | 20\% | (118) | 18\% | (105) | 18\% | (108) | 28\% | (170) | 597 |
| Satellite television: I have never subscribed | 12\% | (132) | 18\% | (188) | 16\% | (169) | 20\% | (216) | 34\% | (371) | 1076 |
| Streaming service: I currently subscribe | 15\% | (192) | 21\% | (273) | 18\% | (229) | 21\% | (279) | 25\% | (330) | 1302 |
| Streaming service: I subscribed in the past | 18\% | (42) | 19\% | (43) | 20\% | (46) | 15\% | (36) | 28\% | (66) | 234 |
| Streaming service: I have never subscribed | 14\% | (90) | 15\% | (101) | 12\% | (81) | 14\% | (90) | 45\% | (301) | 663 |
| Film: An avid fan | 18\% | (137) | 22\% | (171) | 16\% | (127) | 21\% | (167) | 23\% | (176) | 779 |
| Film: A casual fan | 13\% | (149) | 19\% | (225) | 17\% | (198) | 18\% | (202) | 33\% | (380) | 1153 |
| Film: Not a fan | 14\% | (38) | 8\% | (22) | 12\% | (31) | 13\% | (35) | 53\% | (141) | 267 |
| Television: An avid fan | 16\% | (184) | 21\% | (240) | 16\% | (190) | $21 \%$ | (240) | 26\% | (300) | 1154 |
| Television: A casual fan | 14\% | (128) | 18\% | (160) | 17\% | (153) | 16\% | (149) | 35\% | (317) | 907 |
| Television: Not a fan | 9\% | (12) | 12\% | (17) | 9\% | (13) | 12\% | (16) | 58\% | (80) | 139 |
| Music: An avid fan | 15\% | (170) | 22\% | (249) | 17\% | (195) | 21\% | (246) | 25\% | (292) | 1152 |
| Music: A casual fan | 15\% | (140) | 17\% | (156) | 16\% | (147) | 16\% | (145) | 35\% | (319) | 907 |
| Music: Not a fan | 10\% | (14) | 9\% | (13) | 10\% | (13) | 10\% | (14) | 62\% | (86) | 140 |
| Fashion: An avid fan | $21 \%$ | (74) | 21\% | (73) | 13\% | (45) | 19\% | (64) | 26\% | (88) | 342 |
| Fashion: A casual fan | $11 \%$ | (95) | 20\% | (175) | 19\% | (161) | 20\% | (168) | 30\% | (262) | 861 |
| Fashion: Not a fan | 16\% | (155) | 17\% | (170) | 15\% | (150) | 17\% | (173) | 35\% | (347) | 996 |

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

Table HR17_6: Do you agree or disagree with the following statements?
When a politician appears in a sketch or guest hosts SNL, I don't take them as seriously as a political figure.

| Demographic | Strongly agree |  |  |  |  |  |  | agree |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

[^268]Table HR17_6: Do you agree or disagree with the following statements?
When a politician appears in a sketch or guest hosts SNL, I don't take them as seriously as a political figure.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 14\% | (318) | 21\% | (454) | 16\% | (360) | 18\% | (398) | 30\% | (669) | 2199 |
| Income: Under 50k | 13\% | (167) | 20\% | (263) | 14\% | (186) | 18\% | (236) | 34\% | (445) | 1297 |
| Income: $50 \mathrm{k}-100 \mathrm{k}$ | 17\% | (107) | 21\% | (131) | 19\% | (115) | 18\% | (109) | 25\% | (153) | 615 |
| Income: $100 \mathrm{k}+$ | 15\% | (44) | 21\% | (60) | $21 \%$ | (59) | 18\% | (53) | 25\% | (71) | 287 |
| Ethnicity: White | 15\% | (258) | 20\% | (341) | 17\% | (299) | 17\% | (300) | 30\% | (524) | 1722 |
| Ethnicity: Hispanic | 6\% | (20) | 23\% | (81) | 12\% | (44) | 26\% | (90) | 33\% | (114) | 350 |
| Ethnicity: Afr. Am. | 12\% | (33) | 24\% | (66) | 12\% | (32) | 20\% | (56) | 32\% | (88) | 274 |
| Ethnicity: Other | 13\% | (27) | 24\% | (48) | 14\% | (29) | 21\% | (42) | 28\% | (56) | 203 |
| Relig: Protestant | 19\% | (104) | 25\% | (135) | 18\% | (97) | 13\% | (71) | 24\% | (132) | 539 |
| Relig: Roman Catholic | 18\% | (79) | 17\% | (76) | 18\% | (76) | 21\% | (92) | 26\% | (112) | 436 |
| Relig: Something Else | 9\% | (16) | 17\% | (32) | 12\% | (22) | 20\% | (38) | 42\% | (78) | 187 |
| Relig: Jewish | 7\% | (4) | 19\% | (10) | $32 \%$ | (17) | 14\% | (8) | 28\% | (15) | 54 |
| Relig: Evangelical | 16\% | (127) | 18\% | (147) | 17\% | (137) | 18\% | (149) | 30\% | (244) | 805 |
| Relig: Non-Evang. Catholics | 20\% | (72) | 27\% | (96) | 16\% | (59) | 15\% | (52) | 22\% | (77) | 357 |
| Relig: All Christian | 17\% | (199) | 21\% | (244) | 17\% | (196) | 17\% | (201) | 28\% | (321) | 1161 |
| Relig: All Non-Christian | 15\% | (33) | 23\% | (52) | 13\% | (29) | 11\% | (25) | 38\% | (85) | 224 |
| Community: Urban | 14\% | (80) | 21\% | (119) | 16\% | (89) | 21\% | (123) | 28\% | (164) | 575 |
| Community: Suburban | 14\% | (133) | $21 \%$ | (207) | 18\% | (177) | 18\% | (172) | 30\% | (292) | 982 |
| Community: Rural | 16\% | (105) | 20\% | (128) | 15\% | (93) | 16\% | (103) | 33\% | (213) | 643 |
| Employ: Private Sector | 15\% | (97) | 25\% | (165) | 16\% | (108) | 19\% | (128) | 24\% | (162) | 661 |
| Employ: Government | 15\% | (18) | 24\% | (30) | $21 \%$ | (26) | 14\% | (17) | 27\% | (33) | 124 |
| Employ: Self-Employed | 18\% | (35) | 14\% | (27) | 18\% | (35) | 22\% | (43) | 28\% | (55) | 195 |
| Employ: Homemaker | 19\% | (32) | 16\% | (28) | 13\% | (23) | 16\% | (28) | 35\% | (60) | 170 |
| Employ: Student | 9\% | (7) | 24\% | (19) | 25\% | (20) | 15\% | (12) | 27\% | (21) | 79 |
| Employ: Retired | 17\% | (90) | 20\% | (103) | 19\% | (97) | 15\% | (77) | 30\% | (156) | 523 |
| Employ: Unemployed | 10\% | (27) | 15\% | (41) | 11\% | (29) | 22\% | (56) | 42\% | (109) | 262 |
| Employ: Other | 6\% | (12) | 22\% | (41) | 12\% | (23) | 20\% | (36) | 39\% | (73) | 185 |
| Military HH: Yes | 15\% | (57) | 21\% | (80) | 16\% | (63) | 17\% | (66) | 31\% | (118) | 384 |
| Military HH: No | 14\% | (262) | 21\% | (374) | 16\% | (296) | 18\% | (332) | 30\% | (551) | 1815 |
| RD/WT: Right Direction | $21 \%$ | (177) | 22\% | (183) | 15\% | (122) | 11\% | (95) | 30\% | (250) | 826 |
| RD/WT: Wrong Track | 10\% | (141) | 20\% | (272) | 17\% | (238) | 22\% | (303) | 30\% | (419) | 1373 |

Continued on next page

Table HR17_6: Do you agree or disagree with the following statements?
When a politician appears in a sketch or guest hosts SNL, I don't take them as seriously as a political figure.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 14\% | (318) | 21\% | (454) | 16\% | (360) | 18\% | (398) | 30\% | (669) | 2199 |
| Trump Job Approve | 23\% | (200) | 23\% | (202) | 15\% | (129) | 12\% | (103) | 27\% | (236) | 870 |
| Trump Job Disapprove | 9\% | (107) | 20\% | (246) | 18\% | (227) | 23\% | (287) | 29\% | (360) | 1227 |
| Trump Job Strongly Approve | 28\% | (123) | $21 \%$ | (91) | 12\% | (51) | 13\% | (58) | 27\% | (118) | 440 |
| Trump Job Somewhat Approve | 18\% | (77) | 26\% | (112) | 18\% | (78) | 11\% | (45) | 27\% | (118) | 429 |
| Trump Job Somewhat Disapprove | $11 \%$ | (32) | 25\% | (75) | 19\% | (55) | 13\% | (37) | 33\% | (98) | 297 |
| Trump Job Strongly Disapprove | 8\% | (76) | 18\% | (171) | 18\% | (172) | 27\% | (250) | 28\% | (262) | 930 |
| Favorable of Trump | 23\% | (199) | 23\% | (193) | 15\% | (127) | 13\% | (109) | 26\% | (220) | 847 |
| Unfavorable of Trump | 9\% | (110) | $21 \%$ | (250) | 19\% | (230) | 23\% | (281) | 28\% | (342) | 1212 |
| Very Favorable of Trump | 27\% | (131) | 20\% | (98) | 12\% | (55) | 13\% | (63) | 28\% | (132) | 479 |
| Somewhat Favorable of Trump | 18\% | (68) | 26\% | (95) | 19\% | (71) | 13\% | (46) | 24\% | (88) | 368 |
| Somewhat Unfavorable of Trump | 15\% | (36) | 25\% | (60) | 17\% | (41) | 13\% | (31) | 29\% | (68) | 236 |
| Very Unfavorable of Trump | 8\% | (74) | 20\% | (191) | 19\% | (188) | 26\% | (250) | 28\% | (274) | 976 |
| \#1 Issue: Economy | $11 \%$ | (63) | 19\% | (106) | 22\% | (124) | 18\% | (102) | 29\% | (165) | 560 |
| \#1 Issue: Security | 23\% | (102) | 26\% | (115) | 13\% | (58) | 11\% | (50) | 26\% | (116) | 441 |
| \#1 Issue: Health Care | 12\% | (45) | 20\% | (73) | 16\% | (59) | 21\% | (79) | 31\% | (113) | 368 |
| \#1 Issue: Medicare / Social Security | 15\% | (56) | 16\% | (57) | 15\% | (54) | 20\% | (72) | 33\% | (119) | 359 |
| \#1 Issue: Women's Issues | $11 \%$ | (14) | 25\% | (32) | 14\% | (17) | 25\% | (32) | 24\% | (31) | 126 |
| \#1 Issue: Education | 10\% | (16) | 24\% | (37) | 9\% | (14) | 17\% | (25) | 39\% | (60) | 154 |
| \#1 Issue: Energy | 10\% | (10) | 22\% | (22) | 19\% | (18) | 25\% | (25) | 24\% | (24) | 100 |
| \#1 Issue: Other | 14\% | (13) | 13\% | (12) | $16 \%$ | (15) | 14\% | (13) | 44\% | (41) | 93 |
| 2018 House Vote: Democrat | 9\% | (75) | 20\% | (168) | 21\% | (173) | 26\% | (216) | 25\% | (208) | 839 |
| 2018 House Vote: Republican | 25\% | (162) | 24\% | (154) | 14\% | (87) | 12\% | (78) | 25\% | (161) | 643 |
| 2018 House Vote: Someone else | 7\% | (8) | 25\% | (27) | 20\% | (21) | 16\% | (17) | 32\% | (33) | 105 |
| 2018 House Vote: Didnt Vote | $11 \%$ | (68) | 17\% | (106) | 13\% | (79) | 14\% | (87) | 44\% | (266) | 605 |
| 2016 Vote: Hillary Clinton | 9\% | (65) | 19\% | (136) | 20\% | (144) | 25\% | (177) | 27\% | (196) | 719 |
| 2016 Vote: Donald Trump | 25\% | (165) | 22\% | (148) | 15\% | (97) | 12\% | (80) | 26\% | (176) | 666 |
| 2016 Vote: Someone else | 13\% | (23) | 28\% | (49) | 14\% | (26) | 20\% | (36) | 25\% | (44) | 178 |
| 2016 Vote: Didnt Vote | 10\% | (66) | 19\% | (120) | 14\% | (88) | 17\% | (104) | 40\% | (251) | 629 |
| Voted in 2014: Yes | 16\% | (220) | 21\% | (290) | 18\% | (248) | 19\% | (256) | 26\% | (351) | 1366 |
| Voted in 2014: No | 12\% | (98) | 20\% | (164) | 13\% | (111) | 17\% | (142) | 38\% | (318) | 833 |

[^269]Table HR17_6: Do you agree or disagree with the following statements?
When a politician appears in a sketch or guest hosts SNL, I don't take them as seriously as a political figure.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 14\% | (318) | 21\% | (454) | 16\% | (360) | 18\% | (398) | 30\% | (669) | 2199 |
| 2012 Vote: Barack Obama | 11\% | (93) | 18\% | (153) | 22\% | (190) | 23\% | (194) | 26\% | (224) | 854 |
| 2012 Vote: Mitt Romney | 24\% | (119) | 26\% | (128) | 13\% | (66) | 13\% | (67) | 24\% | (121) | 501 |
| 2012 Vote: Other | 20\% | (17) | 18\% | (16) | 9\% | (8) | 19\% | (17) | 33\% | (29) | 87 |
| 2012 Vote: Didn't Vote | 12\% | (89) | 21\% | (156) | 13\% | (95) | 16\% | (120) | 39\% | (291) | 752 |
| 4-Region: Northeast | 13\% | (53) | 17\% | (67) | 19\% | (73) | 22\% | (88) | 28\% | (111) | 394 |
| 4-Region: Midwest | 16\% | (74) | 23\% | (104) | 16\% | (73) | 16\% | (74) | 29\% | (136) | 462 |
| 4-Region: South | 15\% | (127) | 18\% | (150) | 15\% | (125) | 18\% | (145) | 34\% | (277) | 824 |
| 4-Region: West | 12\% | (64) | 26\% | (133) | 17\% | (88) | 17\% | (90) | 28\% | (144) | 519 |
| TV shows: Every day | 17\% | (190) | 21\% | (244) | 18\% | (203) | 18\% | (206) | 27\% | (305) | 1148 |
| TV shows: Several times per week | 14\% | (69) | 19\% | (98) | 18\% | (91) | 21\% | (107) | 29\% | (148) | 512 |
| TV shows: About once per week | 11\% | (16) | 25\% | (35) | 15\% | (22) | 15\% | (21) | 34\% | (49) | 144 |
| TV shows: Several times per month | 18\% | (18) | 25\% | (25) | 14\% | (14) | 17\% | (17) | 27\% | (27) | 101 |
| TV shows: About once per month | 7\% | (3) | 17\% | (8) | 10\% | (5) | 29\% | (14) | 37\% | (18) | 48 |
| TV shows: Less often than once per month | 13\% | (10) | 23\% | (18) | $11 \%$ | (9) | 15\% | (12) | 37\% | (28) | 78 |
| TV shows: Never | 7\% | (11) | 15\% | (26) | 10\% | (17) | 12\% | (21) | 56\% | (94) | 169 |
| Movies: Every day | 19\% | (74) | $21 \%$ | (82) | 16\% | (62) | 19\% | (76) | 26\% | (104) | 399 |
| Movies: Several times per week | 15\% | (85) | 24\% | (140) | 18\% | (104) | 18\% | (105) | 24\% | (140) | 574 |
| Movies: About once per week | 12\% | (47) | 24\% | (92) | 18\% | (70) | 18\% | (69) | 27\% | (105) | 383 |
| Movies: Several times per month | 16\% | (44) | 20\% | (54) | 14\% | (39) | 24\% | (65) | 26\% | (71) | 273 |
| Movies: About once per month | 14\% | (24) | 14\% | (24) | 18\% | (31) | 18\% | (30) | 37\% | (64) | 173 |
| Movies: Less often than once per month | 12\% | (23) | 15\% | (31) | 16\% | (32) | 17\% | (35) | 40\% | (80) | 201 |
| Movies: Never | $11 \%$ | (22) | 15\% | (30) | $11 \%$ | (22) | 9\% | (18) | 54\% | (105) | 196 |
| Sports: Every day | 27\% | (43) | 24\% | (38) | 16\% | (25) | 17\% | (26) | 17\% | (26) | 158 |
| Sports: Several times per week | 18\% | (59) | 24\% | (80) | 19\% | (64) | 17\% | (58) | 22\% | (72) | 332 |
| Sports: About once per week | 12\% | (34) | 25\% | (70) | 21\% | (59) | 16\% | (46) | 25\% | (71) | 279 |
| Sports: Several times per month | 13\% | (29) | 23\% | (52) | 17\% | (38) | 22\% | (50) | 26\% | (59) | 228 |
| Sports: About once per month | 12\% | (21) | 22\% | (38) | 16\% | (29) | 24\% | (42) | 26\% | (45) | 174 |
| Sports: Less often than once per month | 15\% | (54) | 19\% | (69) | 17\% | (62) | 20\% | (72) | 29\% | (106) | 363 |
| Sports: Never | 12\% | (78) | 16\% | (108) | 13\% | (83) | 16\% | (105) | 44\% | (291) | 666 |

[^270]Table HR17_6: Do you agree or disagree with the following statements?
When a politician appears in a sketch or guest hosts SNL, I don't take them as seriously as a political figure.

| Demographic | Strongly agree |  | Somewhat agree |  | Somewhat disagree |  | Strongly disagree |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 14\% | (318) | 21\% | (454) | 16\% | (360) | 18\% | (398) | 30\% | (669) | 2199 |
| Cable: I currently subscribe | 14\% | (157) | 21\% | (234) | 17\% | (183) | $21 \%$ | (229) | 28\% | (305) | 1108 |
| Cable: I subscribed in the past | 16\% | (119) | 22\% | (160) | 17\% | (123) | 17\% | (125) | 28\% | (200) | 727 |
| Cable: I have never subscribed | 12\% | (43) | 16\% | (60) | 15\% | (53) | 12\% | (45) | 45\% | (163) | 365 |
| Satellite television: I currently subscribe | $21 \%$ | (109) | 20\% | (106) | 17\% | (89) | 14\% | (76) | 28\% | (146) | 526 |
| Satellite television: I subscribed in the past | 15\% | (88) | 22\% | (133) | 16\% | (98) | 18\% | (106) | 29\% | (172) | 597 |
| Satellite television: I have never subscribed | $11 \%$ | (121) | 20\% | (215) | 16\% | (173) | 20\% | (216) | 33\% | (351) | 1076 |
| Streaming service: I currently subscribe | 15\% | (195) | 21\% | (275) | 18\% | (240) | 21\% | (270) | 25\% | (323) | 1302 |
| Streaming service: I subscribed in the past | 13\% | (30) | 27\% | (62) | 15\% | (34) | 18\% | (41) | 28\% | (65) | 234 |
| Streaming service: I have never subscribed | 14\% | (93) | 18\% | (117) | 13\% | (85) | 13\% | (86) | 42\% | (281) | 663 |
| Film: An avid fan | 17\% | (129) | 22\% | (175) | 18\% | (139) | 22\% | (172) | 21\% | (165) | 779 |
| Film: A casual fan | 14\% | (160) | 22\% | (249) | 16\% | (188) | 17\% | (190) | 32\% | (366) | 1153 |
| Film: Not a fan | $11 \%$ | (30) | 11\% | (30) | 12\% | (33) | 13\% | (36) | 52\% | (138) | 267 |
| Television: An avid fan | 16\% | (182) | 22\% | (257) | 18\% | (207) | 19\% | (221) | 25\% | (287) | 1154 |
| Television: A casual fan | 14\% | (125) | 20\% | (182) | 15\% | (139) | 17\% | (157) | 34\% | (305) | 907 |
| Television: Not a fan | 8\% | (11) | 11\% | (16) | 10\% | (14) | 15\% | (21) | 55\% | (77) | 139 |
| Music: An avid fan | 15\% | (171) | 23\% | (263) | 18\% | (210) | 20\% | (230) | 24\% | (278) | 1152 |
| Music: A casual fan | 14\% | (126) | 19\% | (176) | 15\% | (140) | 17\% | (154) | 34\% | (312) | 907 |
| Music: Not a fan | 15\% | (22) | 11\% | (15) | 7\% | (10) | 10\% | (15) | 56\% | (79) | 140 |
| Fashion: An avid fan | $21 \%$ | (72) | 22\% | (77) | 15\% | (53) | 18\% | (60) | 24\% | (81) | 342 |
| Fashion: A casual fan | $11 \%$ | (98) | 19\% | (166) | 19\% | (166) | 20\% | (172) | 30\% | (259) | 861 |
| Fashion: Not a fan | 15\% | (149) | 21\% | (211) | $14 \%$ | (141) | 17\% | (166) | 33\% | (328) | 996 |

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

Table HR18: Do you think Saturday Night Live is making political statements in their sketches?

| Demographic | Yes, definitely |  | Yes, maybe |  | No, probably not |  | No, definitely not |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 44\% | (967) | 24\% | (522) | 6\% | (140) | 3\% | (66) | 23\% | (504) | 2199 |
| Gender: Male | 49\% | (523) | 23\% | (244) | 6\% | (61) | $4 \%$ | (42) | 18\% | (191) | 1061 |
| Gender: Female | 39\% | (444) | 24\% | (278) | 7\% | (79) | 2\% | (24) | 27\% | (312) | 1138 |
| Age: 18-29 | 37\% | (154) | 25\% | (101) | 8\% | (34) | 2\% | (7) | 28\% | (115) | 411 |
| Age: 30-44 | 39\% | (235) | 26\% | (158) | 7\% | (42) | $4 \%$ | (24) | 24\% | (142) | 600 |
| Age: 45-54 | 48\% | (160) | 25\% | (84) | 6\% | (19) | 1\% | (4) | 20\% | (68) | 335 |
| Age: 55-64 | 47\% | (194) | 23\% | (96) | 5\% | (21) | 6\% | (24) | 19\% | (81) | 417 |
| Age: 65+ | 51\% | (225) | 19\% | (83) | 6\% | (24) | 2\% | (7) | 22\% | (97) | 436 |
| Generation Z: 18-21 | 38\% | (45) | 20\% | (23) | 9\% | (10) | 1\% | (1) | 32\% | (37) | 116 |
| Millennial: Age 22-37 | 39\% | (258) | 27\% | (181) | 8\% | (51) | 3\% | (21) | 22\% | (148) | 657 |
| Generation X: Age 38-53 | 42\% | (229) | 24\% | (131) | 6\% | (31) | 2\% | (13) | 26\% | (139) | 543 |
| Boomers: Age 54-72 | 50\% | (383) | 21\% | (163) | 5\% | (39) | $4 \%$ | (30) | 20\% | (157) | 772 |
| PID: Dem (no lean) | 41\% | (328) | 29\% | (232) | 9\% | (71) | $4 \%$ | (32) | 18\% | (143) | 806 |
| PID: Ind (no lean) | 36\% | (269) | 23\% | (172) | 5\% | (41) | 3\% | (26) | 33\% | (246) | 754 |
| PID: Rep (no lean) | 58\% | (371) | 19\% | (119) | 4\% | (28) | 1\% | (8) | 18\% | (114) | 639 |
| PID/Gender: Dem Men | 41\% | (162) | 29\% | (116) | 9\% | (35) | 6\% | (23) | 15\% | (60) | 395 |
| PID/Gender: Dem Women | 40\% | (165) | 28\% | (116) | 9\% | (37) | 2\% | (10) | 20\% | (83) | 411 |
| PID/Gender: Ind Men | 43\% | (141) | 22\% | (73) | $4 \%$ | (13) | 5\% | (16) | 26\% | (84) | 326 |
| PID/Gender: Ind Women | 30\% | (128) | 23\% | (99) | 7\% | (28) | 2\% | (10) | 38\% | (162) | 427 |
| PID/Gender: Rep Men | 65\% | (220) | 16\% | (56) | $4 \%$ | (13) | 1\% | (3) | 14\% | (47) | 339 |
| PID/Gender: Rep Women | 50\% | (151) | 21\% | (63) | 5\% | (14) | 1\% | (4) | 22\% | (67) | 300 |
| Ideo: Liberal (1-3) | 47\% | (314) | $31 \%$ | (210) | 6\% | (43) | 3\% | (19) | 13\% | (87) | 674 |
| Ideo: Moderate (4) | 37\% | (202) | 27\% | (145) | 9\% | (52) | 3\% | (19) | 23\% | (126) | 544 |
| Ideo: Conservative (5-7) | 58\% | (412) | 19\% | (132) | 5\% | (32) | 3\% | (18) | 17\% | (118) | 712 |
| Educ: < College | 38\% | (567) | 25\% | (374) | 7\% | (106) | 3\% | (45) | 28\% | (419) | 1512 |
| Educ: Bachelors degree | 59\% | (263) | 23\% | (101) | $4 \%$ | (18) | 2\% | (8) | 12\% | (53) | 444 |
| Educ: Post-grad | 56\% | (137) | 19\% | (47) | 6\% | (16) | 5\% | (13) | 13\% | (31) | 243 |
| Income: Under 50k | 37\% | (476) | 24\% | (311) | 6\% | (82) | 4\% | (46) | 29\% | (382) | 1297 |
| Income: 50 k -100k | 52\% | (321) | 24\% | (149) | 6\% | (39) | $2 \%$ | (14) | 15\% | (91) | 615 |
| Income: $100 \mathrm{k}+$ | 59\% | (170) | 22\% | (62) | 6\% | (18) | 2\% | (5) | $11 \%$ | (31) | 287 |

Continued on next page

Table HR18: Do you think Saturday Night Live is making political statements in their sketches?

| Demographic | Yes, definitely |  | Yes, maybe |  | No, probably not |  | No, definitely not |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 44\% | (967) | 24\% | (522) | 6\% | (140) | 3\% | (66) | 23\% | (504) | 2199 |
| Ethnicity: White | 47\% | (813) | 22\% | (380) | 5\% | (93) | 2\% | (34) | 23\% | (401) | 1722 |
| Ethnicity: Hispanic | 42\% | (145) | 23\% | (80) | 5\% | (19) | 6\% | (22) | 24\% | (83) | 350 |
| Ethnicity: Afr. Am. | 27\% | (74) | 33\% | (91) | 10\% | (28) | 8\% | (22) | 22\% | (60) | 274 |
| Ethnicity: Other | 40\% | (80) | 25\% | (51) | 9\% | (19) | 5\% | (10) | 21\% | (42) | 203 |
| Relig: Protestant | 50\% | (268) | $24 \%$ | (127) | 5\% | (28) | 3\% | (17) | 18\% | (100) | 539 |
| Relig: Roman Catholic | 46\% | (199) | 22\% | (97) | 8\% | (33) | 6\% | (26) | 18\% | (81) | 436 |
| Relig: Something Else | $38 \%$ | (71) | 28\% | (53) | 6\% | (11) | 1\% | (2) | 27\% | (50) | 187 |
| Relig: Jewish | 59\% | (32) | 21\% | (12) | 8\% | (5) | - | (0) | 11\% | (6) | 54 |
| Relig: Evangelical | 44\% | (354) | 25\% | (203) | 6\% | (46) | $4 \%$ | (32) | 21\% | (169) | 805 |
| Relig: Non-Evang. Catholics | $51 \%$ | (183) | 21\% | (75) | 7\% | (25) | $4 \%$ | (13) | 17\% | (61) | 357 |
| Relig: All Christian | 46\% | (537) | 24\% | (277) | 6\% | (72) | $4 \%$ | (45) | 20\% | (230) | 1161 |
| Relig: All Non-Christian | 39\% | (87) | 22\% | (50) | 9\% | (19) | $2 \%$ | (5) | 28\% | (63) | 224 |
| Community: Urban | 39\% | (226) | 26\% | (150) | 8\% | (44) | $2 \%$ | (14) | 25\% | (141) | 575 |
| Community: Suburban | 47\% | (465) | 24\% | (233) | 6\% | (54) | $4 \%$ | (41) | 19\% | (189) | 982 |
| Community: Rural | 43\% | (277) | 22\% | (140) | 6\% | (41) | $2 \%$ | (11) | 27\% | (174) | 643 |
| Employ: Private Sector | 47\% | (314) | 26\% | (170) | 7\% | (47) | 4\% | (24) | 16\% | (106) | 661 |
| Employ: Government | 46\% | (57) | 28\% | (35) | 6\% | (8) | - | (1) | 20\% | (24) | 124 |
| Employ: Self-Employed | 45\% | (88) | 25\% | (50) | 6\% | (11) | 3\% | (6) | 21\% | (41) | 195 |
| Employ: Homemaker | 39\% | (66) | 25\% | (42) | 7\% | (13) | $4 \%$ | (7) | 25\% | (42) | 170 |
| Employ: Student | 52\% | (41) | 21\% | (16) | 7\% | (6) | - | (0) | 20\% | (16) | 79 |
| Employ: Retired | 50\% | (259) | 21\% | (108) | 5\% | (25) | 3\% | (14) | 22\% | (116) | 523 |
| Employ: Unemployed | 33\% | (86) | 20\% | (53) | 6\% | (15) | $4 \%$ | (10) | 37\% | (97) | 262 |
| Employ: Other | $31 \%$ | (57) | 26\% | (48) | 8\% | (15) | $2 \%$ | (3) | 33\% | (62) | 185 |
| Military HH: Yes | 47\% | (180) | 22\% | (83) | 6\% | (24) | 3\% | (11) | 22\% | (86) | 384 |
| Military HH: No | 43\% | (787) | $24 \%$ | (439) | 6\% | (116) | 3\% | (55) | 23\% | (417) | 1815 |
| RD/WT: Right Direction | 49\% | (401) | 22\% | (180) | 5\% | (45) | 1\% | (12) | 23\% | (188) | 826 |
| RD/WT: Wrong Track | $41 \%$ | (566) | 25\% | (343) | 7\% | (95) | $4 \%$ | (54) | 23\% | (315) | 1373 |
| Trump Job Approve | $52 \%$ | (451) | 20\% | (177) | 5\% | (41) | $2 \%$ | (15) | 21\% | (186) | 870 |
| Trump Job Disapprove | $41 \%$ | (503) | 27\% | (334) | 8\% | (97) | $4 \%$ | (49) | 20\% | (245) | 1227 |

[^271]Table HR18: Do you think Saturday Night Live is making political statements in their sketches?

| Demographic | Yes, definitely |  | Yes, maybe |  | No, probably not |  | No, definitely not |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 44\% | (967) | 24\% | (522) | 6\% | (140) | 3\% | (66) | 23\% | (504) | 2199 |
| Trump Job Strongly Approve | 60\% | (265) | 14\% | (62) | 5\% | (22) | 2\% | (8) | 19\% | (83) | 440 |
| Trump Job Somewhat Approve | 43\% | (186) | 27\% | (115) | $4 \%$ | (19) | 2\% | (7) | 24\% | (103) | 429 |
| Trump Job Somewhat Disapprove | 35\% | (103) | 32\% | (95) | 12\% | (35) | 2\% | (6) | 20\% | (58) | 297 |
| Trump Job Strongly Disapprove | 43\% | (400) | 26\% | (239) | 7\% | (62) | 5\% | (43) | 20\% | (187) | 930 |
| Favorable of Trump | 54\% | (455) | 19\% | (163) | 5\% | (43) | $2 \%$ | (13) | 20\% | (173) | 847 |
| Unfavorable of Trump | 41\% | (499) | 28\% | (339) | 7\% | (86) | 4\% | (46) | 20\% | (242) | 1212 |
| Very Favorable of Trump | 60\% | (286) | 14\% | (65) | $4 \%$ | (20) | $2 \%$ | (8) | 21\% | (99) | 479 |
| Somewhat Favorable of Trump | 46\% | (169) | 27\% | (98) | 6\% | (23) | 1\% | (5) | 20\% | (74) | 368 |
| Somewhat Unfavorable of Trump | 37\% | (87) | 27\% | (63) | 11\% | (25) | 1\% | (2) | 25\% | (59) | 236 |
| Very Unfavorable of Trump | 42\% | (412) | 28\% | (276) | 6\% | (61) | 5\% | (44) | 19\% | (183) | 976 |
| \#1 Issue: Economy | 44\% | (247) | 25\% | (140) | 7\% | (38) | 4\% | (20) | 20\% | (115) | 560 |
| \#1 Issue: Security | 55\% | (243) | 17\% | (74) | 5\% | (21) | 2\% | (11) | 21\% | (93) | 441 |
| \#1 Issue: Health Care | $36 \%$ | (134) | 30\% | (110) | 6\% | (22) | 5\% | (18) | 23\% | (84) | 368 |
| \#1 Issue: Medicare / Social Security | 40\% | (144) | 26\% | (92) | $4 \%$ | (16) | 3\% | (9) | 27\% | (97) | 359 |
| \#1 Issue: Women's Issues | 47\% | (59) | 22\% | (28) | 12\% | (15) | 2\% | (2) | 17\% | (22) | 126 |
| \#1 Issue: Education | 35\% | (54) | 23\% | (36) | 11\% | (16) | 4\% | (6) | 28\% | (42) | 154 |
| \#1 Issue: Energy | 47\% | (46) | 25\% | (25) | 7\% | (7) | - | (0) | 20\% | (20) | 100 |
| \#1 Issue: Other | 43\% | (40) | 19\% | (18) | $4 \%$ | (4) | - | (0) | 33\% | (30) | 93 |
| 2018 House Vote: Democrat | 44\% | (367) | 29\% | (245) | 7\% | (58) | $4 \%$ | (34) | 16\% | (135) | 839 |
| 2018 House Vote: Republican | 62\% | (399) | 16\% | (104) | $4 \%$ | (27) | 1\% | (7) | 17\% | (106) | 643 |
| 2018 House Vote: Someone else | 36\% | (38) | 24\% | (26) | 3\% | (3) | 8\% | (9) | 28\% | (30) | 105 |
| 2018 House Vote: Didnt Vote | 27\% | (164) | 24\% | (146) | 9\% | (52) | $2 \%$ | (13) | 38\% | (231) | 605 |
| 2016 Vote: Hillary Clinton | 41\% | (292) | 30\% | (215) | 8\% | (54) | $4 \%$ | (30) | 18\% | (128) | 719 |
| 2016 Vote: Donald Trump | 58\% | (386) | 18\% | (122) | 5\% | (34) | 1\% | (7) | 18\% | (117) | 666 |
| 2016 Vote: Someone else | 44\% | (78) | 31\% | (54) | $2 \%$ | (4) | 7\% | (12) | 16\% | (29) | 178 |
| 2016 Vote: Didnt Vote | 33\% | (207) | 21\% | (131) | 7\% | (46) | 3\% | (17) | 36\% | (229) | 629 |
| Voted in 2014: Yes | 49\% | (664) | 25\% | (337) | 6\% | (78) | 4\% | (52) | 17\% | (235) | 1366 |
| Voted in 2014: No | $36 \%$ | (303) | 22\% | (185) | 7\% | (62) | $2 \%$ | (14) | $32 \%$ | (269) | 833 |

Continued on next page

Table HR18: Do you think Saturday Night Live is making political statements in their sketches?

| Demographic | Yes, definitely |  | Yes, maybe |  | No, probably not |  | No, definitely not |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 44\% | (967) | 24\% | (522) | 6\% | (140) | 3\% | (66) | 23\% | (504) | 2199 |
| 2012 Vote: Barack Obama | 42\% | (362) | 28\% | (243) | 7\% | (60) | 5\% | (46) | 17\% | (144) | 854 |
| 2012 Vote: Mitt Romney | 60\% | (300) | 18\% | (92) | 5\% | (25) | - | (2) | 16\% | (82) | 501 |
| 2012 Vote: Other | 48\% | (42) | 14\% | (12) | 3\% | (3) | 6\% | (5) | 28\% | (24) | 87 |
| 2012 Vote: Didn't Vote | 35\% | (263) | 23\% | (172) | 7\% | (52) | $2 \%$ | (13) | 34\% | (254) | 752 |
| 4-Region: Northeast | 46\% | (179) | 23\% | (89) | 7\% | (26) | $4 \%$ | (15) | $21 \%$ | (84) | 394 |
| 4-Region: Midwest | 46\% | (212) | 26\% | (120) | 6\% | (27) | $2 \%$ | (10) | 20\% | (94) | 462 |
| 4-Region: South | 41\% | (337) | 22\% | (182) | 7\% | (56) | $4 \%$ | (29) | 27\% | (220) | 824 |
| 4-Region: West | 46\% | (239) | 25\% | (132) | 6\% | (30) | $2 \%$ | (12) | 20\% | (106) | 519 |
| TV shows: Every day | 47\% | (537) | 23\% | (270) | 6\% | (67) | $4 \%$ | (47) | 20\% | (227) | 1148 |
| TV shows: Several times per week | 46\% | (234) | 29\% | (146) | 8\% | (41) | 1\% | (6) | 17\% | (86) | 512 |
| TV shows: About once per week | 39\% | (56) | 29\% | (41) | 6\% | (9) | 2\% | (3) | 24\% | (35) | 144 |
| TV shows: Several times per month | 43\% | (44) | 20\% | (20) | 8\% | (8) | 1\% | (1) | 27\% | (27) | 101 |
| TV shows: About once per month | 32\% | (15) | 7\% | (3) | 22\% | (10) | - | (0) | 40\% | (19) | 48 |
| TV shows: Less often than once per month | 45\% | (35) | 14\% | (11) | 2\% | (1) | 7\% | (5) | 32\% | (25) | 78 |
| TV shows: Never | 28\% | (47) | 18\% | (31) | 2\% | (3) | 1\% | (2) | 50\% | (85) | 169 |
| Movies: Every day | 40\% | (158) | 26\% | (103) | 6\% | (25) | $4 \%$ | (17) | 24\% | (95) | 399 |
| Movies: Several times per week | 48\% | (275) | 25\% | (146) | 6\% | (33) | $4 \%$ | (24) | 17\% | (97) | 574 |
| Movies: About once per week | 49\% | (189) | 27\% | (105) | 8\% | (30) | $2 \%$ | (7) | 14\% | (53) | 383 |
| Movies: Several times per month | 48\% | (131) | 28\% | (75) | 6\% | (16) | 1\% | (4) | 17\% | (47) | 273 |
| Movies: About once per month | 46\% | (79) | 19\% | (33) | 7\% | (13) | 2\% | (3) | 26\% | (45) | 173 |
| Movies: Less often than once per month | 40\% | (80) | 13\% | (27) | 10\% | (20) | $4 \%$ | (8) | 32\% | (65) | 201 |
| Movies: Never | 28\% | (55) | 17\% | (34) | 2\% | (4) | $2 \%$ | (3) | $51 \%$ | (101) | 196 |
| Sports: Every day | 52\% | (83) | 26\% | (40) | 1\% | (1) | $4 \%$ | (6) | 18\% | (28) | 158 |
| Sports: Several times per week | 55\% | (181) | 26\% | (87) | 6\% | (21) | $2 \%$ | (7) | 11\% | (36) | 332 |
| Sports: About once per week | 43\% | (121) | 32\% | (89) | 8\% | (22) | $2 \%$ | (6) | 15\% | (41) | 279 |
| Sports: Several times per month | 46\% | (104) | 22\% | (51) | 9\% | (21) | 3\% | (7) | 20\% | (45) | 228 |
| Sports: About once per month | 44\% | (77) | 30\% | (51) | 6\% | (11) | 3\% | (5) | 17\% | (30) | 174 |
| Sports: Less often than once per month | 47\% | (172) | 22\% | (80) | 6\% | (23) | $2 \%$ | (9) | 22\% | (79) | 363 |
| Sports: Never | 34\% | (230) | 19\% | (124) | 6\% | (42) | $4 \%$ | (26) | 37\% | (244) | 666 |

[^272]Table HR18: Do you think Saturday Night Live is making political statements in their sketches?

| Demographic |  |  |  | No, probably |  |  |  |  |  |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| not |  |  |  |  |  |  |  |  |  |

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

Table HR19_1: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Joe Biden

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 32\% | (706) | $33 \%$ | (737) | $34 \%$ | (757) | 2199 |
| Gender: Male | 35\% | (375) | 36\% | (383) | 29\% | (303) | 1061 |
| Gender: Female | 29\% | (330) | $31 \%$ | (354) | 40\% | (454) | 1138 |
| Age: 18-29 | 37\% | (152) | 23\% | (94) | 40\% | (165) | 411 |
| Age: 30-44 | 37\% | (220) | 27\% | (161) | 37\% | (220) | 600 |
| Age: 45-54 | 26\% | (86) | 40\% | (134) | $34 \%$ | (115) | 335 |
| Age: 55-64 | 34\% | (140) | 36\% | (149) | $31 \%$ | (128) | 417 |
| Age: 65+ | 25\% | (108) | 46\% | (199) | $30 \%$ | (129) | 436 |
| Generation Z: 18-21 | 40\% | (46) | 16\% | (19) | 44\% | (51) | 116 |
| Millennial: Age 22-37 | 39\% | (255) | 26\% | (171) | 35\% | (232) | 657 |
| Generation X: Age 38-53 | 27\% | (145) | 34\% | (186) | $39 \%$ | (212) | 543 |
| Boomers: Age 54-72 | 30\% | (231) | 40\% | (310) | 30\% | (231) | 772 |
| PID: Dem (no lean) | 50\% | (405) | 19\% | (153) | $31 \%$ | (248) | 806 |
| PID: Ind (no lean) | 25\% | (185) | $33 \%$ | (249) | 42\% | (320) | 754 |
| PID: Rep (no lean) | 18\% | (115) | 52\% | (335) | 30\% | (189) | 639 |
| PID/Gender: Dem Men | 55\% | (217) | 18\% | (73) | 27\% | (105) | 395 |
| PID/Gender: Dem Women | 46\% | (188) | 20\% | (81) | 35\% | (142) | 411 |
| PID/Gender: Ind Men | 28\% | (91) | 37\% | (121) | 35\% | (114) | 326 |
| PID/Gender: Ind Women | 22\% | (94) | 30\% | (128) | 48\% | (206) | 427 |
| PID/Gender: Rep Men | 20\% | (67) | 56\% | (190) | 25\% | (83) | 339 |
| PID/Gender: Rep Women | 16\% | (49) | 48\% | (145) | 35\% | (106) | 300 |
| Ideo: Liberal (1-3) | 53\% | (358) | 21\% | (140) | 26\% | (176) | 674 |
| Ideo: Moderate (4) | 36\% | (198) | $32 \%$ | (176) | $31 \%$ | (171) | 544 |
| Ideo: Conservative (5-7) | 19\% | (135) | 51\% | (364) | 30\% | (213) | 712 |
| Educ: < College | 29\% | (442) | $32 \%$ | (478) | 39\% | (592) | 1512 |
| Educ: Bachelors degree | 36\% | (162) | 40\% | (175) | $24 \%$ | (107) | 444 |
| Educ: Post-grad | 42\% | (101) | 34\% | (84) | 24\% | (59) | 243 |

[^273]Table HR19_1: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not? Joe Biden

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $32 \%$ | (706) | $33 \%$ | (737) | $34 \%$ | (757) | 2199 |
| Income: Under 50k | 31\% | (399) | 30\% | (389) | 39\% | (508) | 1297 |
| Income: 50k-100k | 35\% | (215) | 37\% | (228) | 28\% | (172) | 615 |
| Income: 100k+ | 32\% | (91) | 42\% | (120) | 27\% | (76) | 287 |
| Ethnicity: White | 28\% | (480) | 37\% | (645) | 35\% | (596) | 1722 |
| Ethnicity: Hispanic | 41\% | (143) | 21\% | (73) | 38\% | (133) | 350 |
| Ethnicity: Afr. Am. | 52\% | (142) | 14\% | (37) | 35\% | (96) | 274 |
| Ethnicity: Other | 41\% | (84) | 27\% | (54) | 32\% | (65) | 203 |
| Relig: Protestant | 28\% | (152) | 44\% | (235) | 28\% | (151) | 539 |
| Relig: Roman Catholic | 34\% | (147) | 36\% | (157) | 30\% | (132) | 436 |
| Relig: Something Else | 37\% | (69) | 22\% | (41) | 41\% | (76) | 187 |
| Relig: Jewish | 46\% | (25) | 29\% | (15) | 25\% | (14) | 54 |
| Relig: Evangelical | 33\% | (262) | 34\% | (274) | 33\% | (269) | 805 |
| Relig: Non-Evang. Catholics | 30\% | (107) | 44\% | (159) | 26\% | (91) | 357 |
| Relig: All Christian | 32\% | (369) | 37\% | (433) | 31\% | (360) | 1161 |
| Relig: All Non-Christian | 28\% | (63) | 29\% | (65) | 43\% | (97) | 224 |
| Community: Urban | 37\% | (215) | 30\% | (171) | $33 \%$ | (189) | 575 |
| Community: Suburban | 34\% | (331) | 35\% | (343) | $31 \%$ | (308) | 982 |
| Community: Rural | 25\% | (160) | 35\% | (222) | 40\% | (260) | 643 |
| Employ: Private Sector | 37\% | (244) | 34\% | (225) | 29\% | (192) | 661 |
| Employ: Government | $33 \%$ | (40) | 42\% | (53) | 25\% | (31) | 124 |
| Employ: Self-Employed | 35\% | (68) | 35\% | (68) | 30\% | (59) | 195 |
| Employ: Homemaker | 25\% | (42) | 29\% | (50) | 46\% | (79) | 170 |
| Employ: Student | 51\% | (40) | 21\% | (16) | 29\% | (23) | 79 |
| Employ: Retired | 27\% | (144) | 43\% | (227) | 29\% | (152) | 523 |
| Employ: Unemployed | 27\% | (70) | 23\% | (61) | 50\% | (130) | 262 |
| Employ: Other | $31 \%$ | (58) | 20\% | (37) | 49\% | (90) | 185 |
| Military HH: Yes | $31 \%$ | (119) | 35\% | (136) | 34\% | (130) | 384 |
| Military HH: No | $32 \%$ | (586) | 33\% | (601) | 35\% | (627) | 1815 |
| RD/WT: Right Direction | 19\% | (154) | 46\% | (383) | 35\% | (290) | 826 |
| RD/WT: Wrong Track | 40\% | (552) | 26\% | (354) | 34\% | (467) | 1373 |

Continued on next page

Table HR19_1: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not? Joe Biden

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 32\% | (706) | $33 \%$ | (737) | 34\% | (757) | 2199 |
| Trump Job Approve | 19\% | (163) | 50\% | (433) | 31\% | (274) | 870 |
| Trump Job Disapprove | 44\% | (538) | 24\% | (295) | 32\% | (394) | 1227 |
| Trump Job Strongly Approve | 19\% | (85) | 53\% | (232) | 28\% | (123) | 440 |
| Trump Job Somewhat Approve | 18\% | (78) | 47\% | (201) | 35\% | (150) | 429 |
| Trump Job Somewhat Disapprove | 31\% | (92) | 34\% | (100) | 35\% | (105) | 297 |
| Trump Job Strongly Disapprove | 48\% | (447) | $21 \%$ | (195) | $31 \%$ | (289) | 930 |
| Favorable of Trump | 19\% | (161) | 50\% | (425) | $31 \%$ | (261) | 847 |
| Unfavorable of Trump | 44\% | (531) | 24\% | (297) | 32\% | (384) | 1212 |
| Very Favorable of Trump | 18\% | (87) | $51 \%$ | (245) | 31\% | (147) | 479 |
| Somewhat Favorable of Trump | 20\% | (75) | 49\% | (180) | $31 \%$ | (114) | 368 |
| Somewhat Unfavorable of Trump | 29\% | (68) | 37\% | (86) | 34\% | (81) | 236 |
| Very Unfavorable of Trump | 47\% | (463) | 22\% | (211) | $31 \%$ | (303) | 976 |
| \#1 Issue: Economy | 32\% | (178) | $33 \%$ | (186) | 35\% | (196) | 560 |
| \#1 Issue: Security | 20\% | (89) | 49\% | (217) | 31\% | (135) | 441 |
| \#1 Issue: Health Care | 42\% | (155) | 22\% | (83) | 35\% | (130) | 368 |
| \#1 Issue: Medicare / Social Security | 31\% | (110) | 36\% | (129) | 33\% | (119) | 359 |
| \#1 Issue: Women's Issues | 42\% | (52) | 19\% | (24) | 39\% | (49) | 126 |
| \#1 Issue: Education | 36\% | (55) | 26\% | (39) | 39\% | (60) | 154 |
| \#1 Issue: Energy | 50\% | (50) | 28\% | (28) | 22\% | (21) | 100 |
| \#1 Issue: Other | 18\% | (16) | $31 \%$ | (29) | $51 \%$ | (48) | 93 |
| 2018 House Vote: Democrat | 46\% | (389) | 24\% | (202) | 30\% | (248) | 839 |
| 2018 House Vote: Republican | 18\% | (118) | $54 \%$ | (350) | 27\% | (175) | 643 |
| 2018 House Vote: Someone else | 32\% | (33) | 25\% | (26) | 44\% | (46) | 105 |
| 2018 House Vote: Didnt Vote | 27\% | (162) | 26\% | (157) | 47\% | (286) | 605 |
| 2016 Vote: Hillary Clinton | 49\% | (351) | 20\% | (141) | 32\% | (226) | 719 |
| 2016 Vote: Donald Trump | 17\% | (114) | 54\% | (360) | 29\% | (192) | 666 |
| 2016 Vote: Someone else | 35\% | (63) | 38\% | (68) | 27\% | (47) | 178 |
| 2016 Vote: Didnt Vote | 28\% | (175) | 26\% | (165) | 46\% | (290) | 629 |
| Voted in 2014: Yes | 35\% | (473) | 36\% | (495) | 29\% | (398) | 1366 |
| Voted in 2014: No | 28\% | (233) | 29\% | (242) | 43\% | (359) | 833 |

[^274]Table HR19_1: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not? Joe Biden

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $32 \%$ | (706) | 33\% | (737) | 34\% | (757) | 2199 |
| 2012 Vote: Barack Obama | 49\% | (419) | 22\% | (187) | 29\% | (249) | 854 |
| 2012 Vote: Mitt Romney | 14\% | (72) | 57\% | (287) | 28\% | (141) | 501 |
| 2012 Vote: Other | 17\% | (15) | 48\% | (42) | 34\% | (30) | 87 |
| 2012 Vote: Didn't Vote | 26\% | (199) | 29\% | (220) | 44\% | (333) | 752 |
| 4-Region: Northeast | 35\% | (139) | 32\% | (127) | 32\% | (128) | 394 |
| 4-Region: Midwest | 32\% | (147) | 36\% | (167) | 32\% | (149) | 462 |
| 4-Region: South | 30\% | (248) | 33\% | (272) | 37\% | (304) | 824 |
| 4-Region: West | 33\% | (172) | 33\% | (170) | 34\% | (177) | 519 |
| TV shows: Every day | 36\% | (415) | 33\% | (381) | 31\% | (352) | 1148 |
| TV shows: Several times per week | 33\% | (171) | 37\% | (187) | 30\% | (154) | 512 |
| TV shows: About once per week | 23\% | (33) | 35\% | (51) | 42\% | (60) | 144 |
| TV shows: Several times per month | 26\% | (26) | 40\% | (40) | 35\% | (35) | 101 |
| TV shows: About once per month | 20\% | (10) | 24\% | (12) | 55\% | (27) | 48 |
| TV shows: Less often than once per month | $33 \%$ | (26) | 30\% | (23) | 37\% | (29) | 78 |
| TV shows: Never | 15\% | (26) | 25\% | (42) | 59\% | (100) | 169 |
| Movies: Every day | 36\% | (144) | 30\% | (119) | 34\% | (137) | 399 |
| Movies: Several times per week | 36\% | (209) | 36\% | (209) | 27\% | (157) | 574 |
| Movies: About once per week | 35\% | (135) | 37\% | (142) | 28\% | (106) | 383 |
| Movies: Several times per month | 28\% | (77) | 36\% | (99) | 35\% | (96) | 273 |
| Movies: About once per month | 29\% | (51) | 39\% | (67) | 32\% | (55) | 173 |
| Movies: Less often than once per month | 29\% | (57) | 27\% | (54) | 45\% | (90) | 201 |
| Movies: Never | 17\% | (33) | $24 \%$ | (47) | 59\% | (116) | 196 |
| Sports: Every day | 44\% | (70) | 32\% | (50) | 24\% | (37) | 158 |
| Sports: Several times per week | 34\% | (113) | 42\% | (140) | 24\% | (79) | 332 |
| Sports: About once per week | 35\% | (98) | 37\% | (104) | 27\% | (77) | 279 |
| Sports: Several times per month | 34\% | (77) | 34\% | (76) | 33\% | (74) | 228 |
| Sports: About once per month | 37\% | (64) | 28\% | (49) | 35\% | (61) | 174 |
| Sports: Less often than once per month | 34\% | (124) | 37\% | (134) | 29\% | (106) | 363 |
| Sports: Never | 24\% | (161) | 27\% | (183) | 48\% | (322) | 666 |

Continued on next page

Table HR19_1: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not? Joe Biden

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 32\% | (706) | $33 \%$ | (737) | 34\% | (757) | 2199 |
| Cable: I currently subscribe | 37\% | (414) | $33 \%$ | (365) | 30\% | (329) | 1108 |
| Cable: I subscribed in the past | 31\% | (229) | 36\% | (264) | 32\% | (234) | 727 |
| Cable: I have never subscribed | 17\% | (63) | 30\% | (108) | 53\% | (194) | 365 |
| Satellite television: I currently subscribe | 30\% | (158) | 36\% | (189) | 34\% | (178) | 526 |
| Satellite television: I subscribed in the past | 33\% | (195) | 35\% | (209) | 32\% | (193) | 597 |
| Satellite television: I have never subscribed | 33\% | (352) | 31\% | (338) | 36\% | (385) | 1076 |
| Streaming service: I currently subscribe | 39\% | (506) | 34\% | (441) | 27\% | (355) | 1302 |
| Streaming service: I subscribed in the past | 30\% | (71) | 27\% | (62) | 43\% | (100) | 234 |
| Streaming service: I have never subscribed | 19\% | (128) | 35\% | (234) | 45\% | (301) | 663 |
| Film: An avid fan | 41\% | (318) | $33 \%$ | (256) | 26\% | (205) | 779 |
| Film: A casual fan | 30\% | (345) | 35\% | (399) | 35\% | (409) | 1153 |
| Film: Not a fan | 16\% | (43) | 30\% | (81) | 54\% | (143) | 267 |
| Television: An avid fan | 38\% | (443) | 33\% | (380) | 29\% | (330) | 1154 |
| Television: A casual fan | 27\% | (242) | 35\% | (316) | 38\% | (349) | 907 |
| Television: Not a fan | 15\% | (21) | 29\% | (40) | 56\% | (78) | 139 |
| Music: An avid fan | 39\% | (452) | 31\% | (355) | 30\% | (345) | 1152 |
| Music: A casual fan | 26\% | (237) | 38\% | (345) | 36\% | (325) | 907 |
| Music: Not a fan | 12\% | (17) | 26\% | (36) | 62\% | (87) | 140 |
| Fashion: An avid fan | 47\% | (162) | 24\% | (83) | 28\% | (97) | 342 |
| Fashion: A casual fan | 32\% | (279) | 33\% | (284) | 35\% | (298) | 861 |
| Fashion: Not a fan | 27\% | (265) | 37\% | (370) | 36\% | (362) | 996 |

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

Table HR19_2: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Bernie Sanders

| Demographic | I want them to appear <br> on SNL | I don't want them to <br> appear on SNL | Don't know / No <br> opinion | Total N |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: |

[^275]Table HR19_2: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Bernie Sanders

| Demographic | I want them to appear <br> on SNL | I don't want them to <br> appear on SNL | Don't know / No <br> opinion |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: |
| Adults | Total N |  |  |

[^276]Table HR19_2: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Bernie Sanders

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 30\% | (655) | 35\% | (764) | 35\% | (780) | 2199 |
| Trump Job Approve | 18\% | (153) | 50\% | (436) | 32\% | (280) | 870 |
| Trump Job Disapprove | 40\% | (495) | 26\% | (319) | 34\% | (413) | 1227 |
| Trump Job Strongly Approve | 16\% | (71) | 54\% | (237) | 30\% | (132) | 440 |
| Trump Job Somewhat Approve | 19\% | (82) | 46\% | (199) | 34\% | (148) | 429 |
| Trump Job Somewhat Disapprove | 32\% | (96) | $31 \%$ | (93) | 36\% | (108) | 297 |
| Trump Job Strongly Disapprove | 43\% | (399) | 24\% | (226) | 33\% | (305) | 930 |
| Favorable of Trump | 17\% | (147) | 51\% | (430) | 32\% | (270) | 847 |
| Unfavorable of Trump | 41\% | (496) | 26\% | (320) | 33\% | (396) | 1212 |
| Very Favorable of Trump | 16\% | (77) | 52\% | (249) | 32\% | (153) | 479 |
| Somewhat Favorable of Trump | 19\% | (70) | 49\% | (181) | $32 \%$ | (117) | 368 |
| Somewhat Unfavorable of Trump | 27\% | (64) | 36\% | (84) | 37\% | (88) | 236 |
| Very Unfavorable of Trump | 44\% | (432) | 24\% | (236) | $32 \%$ | (308) | 976 |
| \#1 Issue: Economy | 30\% | (168) | 35\% | (197) | 35\% | (195) | 560 |
| \#1 Issue: Security | 18\% | (81) | 49\% | (218) | 32\% | (142) | 441 |
| \#1 Issue: Health Care | 37\% | (136) | 27\% | (98) | 36\% | (134) | 368 |
| \#1 Issue: Medicare / Social Security | 28\% | (101) | 36\% | (130) | 36\% | (128) | 359 |
| \#1 Issue: Women's Issues | 40\% | (50) | 20\% | (25) | 40\% | (50) | 126 |
| \#1 Issue: Education | 36\% | (56) | 26\% | (40) | 38\% | (58) | 154 |
| \#1 Issue: Energy | 47\% | (46) | 27\% | (27) | 26\% | (26) | 100 |
| \#1 Issue: Other | 17\% | (16) | 32\% | (30) | $51 \%$ | (47) | 93 |
| 2018 House Vote: Democrat | 44\% | (372) | 26\% | (222) | 29\% | (246) | 839 |
| 2018 House Vote: Republican | 16\% | (101) | 56\% | (357) | 29\% | (185) | 643 |
| 2018 House Vote: Someone else | 27\% | (28) | 29\% | (31) | 44\% | (46) | 105 |
| 2018 House Vote: Didnt Vote | 24\% | (148) | 26\% | (155) | 50\% | (303) | 605 |
| 2016 Vote: Hillary Clinton | 44\% | (319) | 24\% | (170) | 32\% | (230) | 719 |
| 2016 Vote: Donald Trump | 15\% | (100) | 56\% | (372) | 29\% | (194) | 666 |
| 2016 Vote: Someone else | 31\% | (55) | 42\% | (75) | 27\% | (48) | 178 |
| 2016 Vote: Didnt Vote | 29\% | (181) | 23\% | (144) | 48\% | (304) | 629 |
| Voted in 2014: Yes | 31\% | (428) | 39\% | (534) | 30\% | (404) | 1366 |
| Voted in 2014: No | 27\% | (228) | 28\% | (230) | 45\% | (376) | 833 |

[^277]Table HR19_2: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Bernie Sanders

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total $\mathbf{N}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 30\% | (655) | 35\% | (764) | 35\% | (780) | 2199 |
| 2012 Vote: Barack Obama | 44\% | (373) | 26\% | (226) | 30\% | (256) | 854 |
| 2012 Vote: Mitt Romney | 14\% | (70) | 57\% | (288) | 29\% | (143) | 501 |
| 2012 Vote: Other | 13\% | (11) | 50\% | (44) | 37\% | (32) | 87 |
| 2012 Vote: Didn't Vote | 27\% | (201) | 27\% | (207) | 46\% | (345) | 752 |
| 4-Region: Northeast | 33\% | (130) | 33\% | (131) | 34\% | (133) | 394 |
| 4-Region: Midwest | 30\% | (138) | 38\% | (174) | 33\% | (151) | 462 |
| 4-Region: South | 27\% | (220) | 35\% | (287) | 38\% | (316) | 824 |
| 4-Region: West | 32\% | (167) | 33\% | (172) | 35\% | (180) | 519 |
| TV shows: Every day | 33\% | (375) | $36 \%$ | (408) | 32\% | (365) | 1148 |
| TV shows: Several times per week | 32\% | (163) | 37\% | (190) | $31 \%$ | (158) | 512 |
| TV shows: About once per week | 25\% | (35) | 34\% | (49) | 41\% | (59) | 144 |
| TV shows: Several times per month | 25\% | (26) | 37\% | (37) | 38\% | (38) | 101 |
| TV shows: About once per month | 25\% | (12) | 24\% | (11) | 51\% | (25) | 48 |
| TV shows: Less often than once per month | 28\% | (22) | 31\% | (24) | 40\% | (31) | 78 |
| TV shows: Never | 13\% | (22) | 26\% | (43) | 61\% | (104) | 169 |
| Movies: Every day | 35\% | (140) | 29\% | (117) | 36\% | (142) | 399 |
| Movies: Several times per week | 32\% | (186) | 40\% | (230) | 27\% | (157) | 574 |
| Movies: About once per week | 35\% | (133) | 36\% | (137) | 29\% | (113) | 383 |
| Movies: Several times per month | 28\% | (77) | 35\% | (95) | 37\% | (100) | 273 |
| Movies: About once per month | 25\% | (44) | 42\% | (73) | 32\% | (56) | 173 |
| Movies: Less often than once per month | 24\% | (47) | 30\% | (60) | 46\% | (93) | 201 |
| Movies: Never | 14\% | (27) | 26\% | (51) | 60\% | (119) | 196 |
| Sports: Every day | 42\% | (66) | 35\% | (55) | 23\% | (37) | 158 |
| Sports: Several times per week | $31 \%$ | (104) | 44\% | (146) | 25\% | (82) | 332 |
| Sports: About once per week | $31 \%$ | (86) | 40\% | (113) | 29\% | (80) | 279 |
| Sports: Several times per month | 28\% | (63) | 37\% | (84) | 35\% | (81) | 228 |
| Sports: About once per month | 38\% | (66) | 29\% | (50) | 33\% | (58) | 174 |
| Sports: Less often than once per month | 32\% | (116) | 36\% | (131) | 32\% | (116) | 363 |
| Sports: Never | 23\% | (153) | 28\% | (186) | 49\% | (326) | 666 |

Continued on next page

Table HR19_2: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Bernie Sanders

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $30 \%$ | (655) | 35\% | (764) | 35\% | (780) | 2199 |
| Cable: I currently subscribe | 34\% | (376) | 35\% | (392) | 31\% | (340) | 1108 |
| Cable: I subscribed in the past | 30\% | (218) | 36\% | (262) | 34\% | (246) | 727 |
| Cable: I have never subscribed | 17\% | (61) | 30\% | (110) | 53\% | (194) | 365 |
| Satellite television: I currently subscribe | 27\% | (143) | 39\% | (206) | 34\% | (177) | 526 |
| Satellite television: I subscribed in the past | 30\% | (181) | 36\% | (213) | 34\% | (203) | 597 |
| Satellite television: I have never subscribed | 31\% | (331) | 32\% | (346) | 37\% | (399) | 1076 |
| Streaming service: I currently subscribe | 36\% | (465) | 35\% | (461) | 29\% | (377) | 1302 |
| Streaming service: I subscribed in the past | 30\% | (69) | 27\% | (63) | 43\% | (101) | 234 |
| Streaming service: I have never subscribed | 18\% | (121) | 36\% | (240) | 45\% | (302) | 663 |
| Film: An avid fan | 38\% | (299) | 34\% | (268) | 27\% | (213) | 779 |
| Film: A casual fan | 27\% | (316) | 36\% | (412) | 37\% | (425) | 1153 |
| Film: Not a fan | 15\% | (40) | 32\% | (84) | 53\% | (143) | 267 |
| Television: An avid fan | 34\% | (397) | 35\% | (407) | 30\% | (349) | 1154 |
| Television: A casual fan | 26\% | (238) | 35\% | (317) | 39\% | (351) | 907 |
| Television: Not a fan | 14\% | (19) | 28\% | (40) | 58\% | (80) | 139 |
| Music: An avid fan | 37\% | (422) | 33\% | (377) | $31 \%$ | (353) | 1152 |
| Music: A casual fan | 24\% | (218) | 39\% | (350) | 37\% | (340) | 907 |
| Music: Not a fan | 11\% | (15) | 27\% | (37) | 62\% | (87) | 140 |
| Fashion: An avid fan | 42\% | (142) | $31 \%$ | (105) | 28\% | (95) | 342 |
| Fashion: A casual fan | $31 \%$ | (271) | 32\% | (279) | 36\% | (312) | 861 |
| Fashion: Not a fan | 24\% | (242) | 38\% | (381) | 37\% | (373) | 996 |

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

Table HR19_3: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Kamala Harris

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 21\% | (460) | 32\% | (706) | 47\% | (1034) | 2199 |
| Gender: Male | 25\% | (268) | 35\% | (367) | 40\% | (426) | 1061 |
| Gender: Female | 17\% | (191) | 30\% | (339) | 53\% | (608) | 1138 |
| Age: 18-29 | 20\% | (83) | 21\% | (88) | 58\% | (240) | 411 |
| Age: 30-44 | 22\% | (133) | 28\% | (167) | 50\% | (300) | 600 |
| Age: 45-54 | 18\% | (60) | 37\% | (124) | 45\% | (150) | 335 |
| Age: 55-64 | 25\% | (103) | 35\% | (146) | 40\% | (167) | 417 |
| Age: 65+ | 18\% | (80) | 41\% | (180) | 40\% | (176) | 436 |
| Generation Z: 18-21 | 13\% | (15) | 21\% | (25) | 66\% | (76) | 116 |
| Millennial: Age 22-37 | 24\% | (156) | 25\% | (163) | 52\% | (339) | 657 |
| Generation X: Age 38-53 | 18\% | (97) | 33\% | (177) | 50\% | (269) | 543 |
| Boomers: Age 54-72 | 22\% | (169) | 39\% | (299) | 39\% | (303) | 772 |
| PID: Dem (no lean) | 35\% | (285) | 21\% | (171) | 43\% | (350) | 806 |
| PID: Ind (no lean) | 14\% | (108) | 30\% | (224) | 56\% | (422) | 754 |
| PID: Rep (no lean) | 10\% | (67) | 49\% | (311) | 41\% | (262) | 639 |
| PID/Gender: Dem Men | 40\% | (160) | 21\% | (84) | 38\% | (151) | 395 |
| PID/Gender: Dem Women | 30\% | (125) | 21\% | (87) | 48\% | (199) | 411 |
| PID/Gender: Ind Men | 20\% | (66) | $31 \%$ | (100) | 49\% | (160) | 326 |
| PID/Gender: Ind Women | 10\% | (42) | 29\% | (123) | 61\% | (262) | 427 |
| PID/Gender: Rep Men | 13\% | (43) | 54\% | (182) | 34\% | (115) | 339 |
| PID/Gender: Rep Women | 8\% | (24) | 43\% | (129) | 49\% | (147) | 300 |
| Ideo: Liberal (1-3) | 40\% | (267) | 20\% | (136) | 40\% | (270) | 674 |
| Ideo: Moderate (4) | 20\% | (110) | 33\% | (177) | 47\% | (257) | 544 |
| Ideo: Conservative (5-7) | 10\% | (74) | 48\% | (344) | 41\% | (294) | 712 |
| Educ: < College | 18\% | (271) | 30\% | (455) | 52\% | (785) | 1512 |
| Educ: Bachelors degree | 25\% | (113) | 38\% | (168) | 37\% | (163) | 444 |
| Educ: Post-grad | $31 \%$ | (76) | $34 \%$ | (82) | 35\% | (86) | 243 |

[^278]Table HR19_3: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Kamala Harris

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 21\% | (460) | 32\% | (706) | 47\% | (1034) | 2199 |
| Income: Under 50k | 20\% | (263) | 28\% | (367) | $51 \%$ | (667) | 1297 |
| Income: 50k-100k | 23\% | (139) | 37\% | (226) | $41 \%$ | (250) | 615 |
| Income: 100k+ | 20\% | (57) | 39\% | (113) | 41\% | (117) | 287 |
| Ethnicity: White | 17\% | (298) | 36\% | (615) | 47\% | (809) | 1722 |
| Ethnicity: Hispanic | 30\% | (106) | 21\% | (73) | 49\% | (171) | 350 |
| Ethnicity: Afr. Am. | 39\% | (107) | 15\% | (40) | 46\% | (127) | 274 |
| Ethnicity: Other | 27\% | (55) | 25\% | (51) | 48\% | (97) | 203 |
| Relig: Protestant | 17\% | (92) | 41\% | (223) | 41\% | (223) | 539 |
| Relig: Roman Catholic | 25\% | (109) | 34\% | (149) | 41\% | (178) | 436 |
| Relig: Something Else | 17\% | (32) | 29\% | (54) | 54\% | (100) | 187 |
| Relig: Jewish | 21\% | (11) | 30\% | (16) | 49\% | (27) | 54 |
| Relig: Evangelical | 20\% | (160) | 35\% | (285) | 45\% | (360) | 805 |
| Relig: Non-Evang. Catholics | 21\% | (74) | 40\% | (142) | 39\% | (141) | 357 |
| Relig: All Christian | 20\% | (234) | 37\% | (427) | 43\% | (501) | 1161 |
| Relig: All Non-Christian | 16\% | (36) | $31 \%$ | (68) | 53\% | (119) | 224 |
| Community: Urban | 27\% | (157) | 27\% | (154) | 46\% | (264) | 575 |
| Community: Suburban | 21\% | (205) | 33\% | (327) | 46\% | (449) | 982 |
| Community: Rural | 15\% | (98) | 35\% | (225) | 50\% | (320) | 643 |
| Employ: Private Sector | 24\% | (158) | 37\% | (243) | 39\% | (259) | 661 |
| Employ: Government | 25\% | (31) | 30\% | (37) | 45\% | (56) | 124 |
| Employ: Self-Employed | 23\% | (45) | $33 \%$ | (65) | 43\% | (85) | 195 |
| Employ: Homemaker | 15\% | (26) | 27\% | (45) | 58\% | (98) | 170 |
| Employ: Student | 24\% | (19) | 19\% | (15) | 57\% | (45) | 79 |
| Employ: Retired | 19\% | (102) | 40\% | (210) | 40\% | (211) | 523 |
| Employ: Unemployed | 17\% | (45) | 22\% | (58) | 60\% | (158) | 262 |
| Employ: Other | 18\% | (33) | 17\% | (31) | 65\% | (121) | 185 |
| Military HH: Yes | 20\% | (77) | 37\% | (142) | 43\% | (165) | 384 |
| Military HH: No | 21\% | (383) | $31 \%$ | (563) | 48\% | (868) | 1815 |
| RD/WT: Right Direction | 13\% | (105) | 41\% | (339) | 46\% | (382) | 826 |
| RD/WT: Wrong Track | 26\% | (355) | 27\% | (366) | 47\% | (652) | 1373 |

[^279]Table HR19_3: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Kamala Harris

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 21\% | (460) | $32 \%$ | (706) | 47\% | (1034) | 2199 |
| Trump Job Approve | 13\% | (110) | 46\% | (396) | 42\% | (363) | 870 |
| Trump Job Disapprove | 28\% | (346) | 25\% | (302) | 47\% | (579) | 1227 |
| Trump Job Strongly Approve | 15\% | (64) | 48\% | (209) | 38\% | (167) | 440 |
| Trump Job Somewhat Approve | 11\% | (46) | 44\% | (187) | 46\% | (196) | 429 |
| Trump Job Somewhat Disapprove | 15\% | (44) | 32\% | (94) | 53\% | (159) | 297 |
| Trump Job Strongly Disapprove | 33\% | (303) | 22\% | (207) | 45\% | (421) | 930 |
| Favorable of Trump | 13\% | (109) | 46\% | (388) | 41\% | (350) | 847 |
| Unfavorable of Trump | 28\% | (345) | 25\% | (303) | 47\% | (564) | 1212 |
| Very Favorable of Trump | 14\% | (66) | 47\% | (227) | 39\% | (186) | 479 |
| Somewhat Favorable of Trump | 12\% | (43) | 44\% | (161) | 45\% | (164) | 368 |
| Somewhat Unfavorable of Trump | 15\% | (37) | 34\% | (81) | 50\% | (119) | 236 |
| Very Unfavorable of Trump | 32\% | (308) | 23\% | (222) | 46\% | (446) | 976 |
| \#1 Issue: Economy | 20\% | (111) | 33\% | (184) | 47\% | (265) | 560 |
| \#1 Issue: Security | 13\% | (58) | 49\% | (214) | 38\% | (169) | 441 |
| \#1 Issue: Health Care | 26\% | (95) | 25\% | (91) | 49\% | (182) | 368 |
| \#1 Issue: Medicare / Social Security | 24\% | (87) | 31\% | (112) | 44\% | (159) | 359 |
| \#1 Issue: Women's Issues | $31 \%$ | (39) | 15\% | (19) | 54\% | (67) | 126 |
| \#1 Issue: Education | 18\% | (27) | 23\% | (35) | 59\% | (91) | 154 |
| \#1 Issue: Energy | 31\% | (31) | 25\% | (25) | 43\% | (43) | 100 |
| \#1 Issue: Other | 12\% | (11) | 28\% | (26) | 60\% | (56) | 93 |
| 2018 House Vote: Democrat | 36\% | (300) | 23\% | (193) | 41\% | (346) | 839 |
| 2018 House Vote: Republican | 10\% | (63) | 53\% | (340) | 37\% | (241) | 643 |
| 2018 House Vote: Someone else | 15\% | (16) | 28\% | (29) | 57\% | (60) | 105 |
| 2018 House Vote: Didnt Vote | 13\% | (76) | 24\% | (143) | 64\% | (387) | 605 |
| 2016 Vote: Hillary Clinton | 37\% | (266) | 20\% | (145) | 43\% | (307) | 719 |
| 2016 Vote: Donald Trump | 11\% | (73) | $51 \%$ | (337) | 38\% | (256) | 666 |
| 2016 Vote: Someone else | 22\% | (39) | 37\% | (66) | 41\% | (72) | 178 |
| 2016 Vote: Didnt Vote | 13\% | (81) | 24\% | (151) | 63\% | (397) | 629 |
| Voted in 2014: Yes | 25\% | (340) | 35\% | (482) | 40\% | (544) | 1366 |
| Voted in 2014: No | 14\% | (120) | 27\% | (224) | 59\% | (490) | 833 |

Continued on next page

Table HR19_3: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Kamala Harris

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total $\mathbf{N}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 21\% | (460) | 32\% | (706) | 47\% | (1034) | 2199 |
| 2012 Vote: Barack Obama | $36 \%$ | (303) | 23\% | (197) | 41\% | (353) | 854 |
| 2012 Vote: Mitt Romney | 9\% | (44) | 53\% | (266) | 38\% | (191) | 501 |
| 2012 Vote: Other | 14\% | (12) | 37\% | (32) | 49\% | (43) | 87 |
| 2012 Vote: Didn't Vote | 13\% | (97) | 28\% | (209) | 59\% | (447) | 752 |
| 4-Region: Northeast | 25\% | (99) | $31 \%$ | (122) | 44\% | (173) | 394 |
| 4-Region: Midwest | 17\% | (80) | 37\% | (170) | 46\% | (212) | 462 |
| 4-Region: South | 18\% | (149) | $33 \%$ | (273) | 49\% | (402) | 824 |
| 4-Region: West | 25\% | (132) | 27\% | (141) | 47\% | (246) | 519 |
| TV shows: Every day | 24\% | (278) | 33\% | (383) | 42\% | (487) | 1148 |
| TV shows: Several times per week | 21\% | (105) | 33\% | (171) | 46\% | (235) | 512 |
| TV shows: About once per week | 14\% | (21) | 29\% | (42) | 56\% | (81) | 144 |
| TV shows: Several times per month | 20\% | (20) | 30\% | (30) | 51\% | (51) | 101 |
| TV shows: About once per month | 19\% | (9) | 22\% | (11) | 59\% | (28) | 48 |
| TV shows: Less often than once per month | 18\% | (14) | 35\% | (27) | 47\% | (36) | 78 |
| TV shows: Never | 7\% | (13) | 24\% | (41) | 68\% | (115) | 169 |
| Movies: Every day | 27\% | (108) | 29\% | (115) | 44\% | (175) | 399 |
| Movies: Several times per week | 24\% | (137) | 34\% | (198) | 42\% | (239) | 574 |
| Movies: About once per week | 23\% | (89) | 35\% | (134) | 42\% | (160) | 383 |
| Movies: Several times per month | 18\% | (48) | 33\% | (90) | 50\% | (135) | 273 |
| Movies: About once per month | 17\% | (29) | 36\% | (62) | 47\% | (81) | 173 |
| Movies: Less often than once per month | 13\% | (27) | 29\% | (59) | 57\% | (115) | 201 |
| Movies: Never | $11 \%$ | (21) | 24\% | (48) | 65\% | (127) | 196 |
| Sports: Every day | 36\% | (57) | 33\% | (52) | $31 \%$ | (49) | 158 |
| Sports: Several times per week | 25\% | (83) | 40\% | (132) | 35\% | (117) | 332 |
| Sports: About once per week | 27\% | (75) | 30\% | (85) | 43\% | (119) | 279 |
| Sports: Several times per month | 19\% | (44) | $34 \%$ | (78) | 46\% | (105) | 228 |
| Sports: About once per month | 26\% | (45) | $30 \%$ | (52) | 44\% | (77) | 174 |
| Sports: Less often than once per month | 19\% | (67) | 34\% | (123) | 47\% | (172) | 363 |
| Sports: Never | 13\% | (89) | 27\% | (183) | 59\% | (394) | 666 |

Continued on next page

Table HR19_3: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Kamala Harris

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 21\% | (460) | $32 \%$ | (706) | 47\% | (1034) | 2199 |
| Cable: I currently subscribe | 24\% | (269) | $33 \%$ | (363) | 43\% | (476) | 1108 |
| Cable: I subscribed in the past | 20\% | (148) | 33\% | (242) | 46\% | (336) | 727 |
| Cable: I have never subscribed | 12\% | (42) | 28\% | (100) | 61\% | (222) | 365 |
| Satellite television: I currently subscribe | 23\% | (118) | 34\% | (178) | 44\% | (229) | 526 |
| Satellite television: I subscribed in the past | 19\% | (116) | $33 \%$ | (198) | 47\% | (284) | 597 |
| Satellite television: I have never subscribed | 21\% | (225) | $31 \%$ | (330) | 48\% | (521) | 1076 |
| Streaming service: I currently subscribe | 24\% | (319) | $33 \%$ | (436) | 42\% | (548) | 1302 |
| Streaming service: I subscribed in the past | 23\% | (54) | 23\% | (53) | $54 \%$ | (127) | 234 |
| Streaming service: I have never subscribed | 13\% | (87) | $33 \%$ | (217) | 54\% | (359) | 663 |
| Film: An avid fan | 26\% | (204) | $33 \%$ | (261) | 40\% | (314) | 779 |
| Film: A casual fan | 19\% | (223) | 32\% | (369) | 49\% | (560) | 1153 |
| Film: Not a fan | 12\% | (32) | 28\% | (76) | 60\% | (159) | 267 |
| Television: An avid fan | 26\% | (299) | $32 \%$ | (368) | 42\% | (486) | 1154 |
| Television: A casual fan | 16\% | (146) | 34\% | (304) | 50\% | (457) | 907 |
| Television: Not a fan | 10\% | (14) | 24\% | (33) | 66\% | (91) | 139 |
| Music: An avid fan | 24\% | (281) | $31 \%$ | (359) | 44\% | (511) | 1152 |
| Music: A casual fan | 18\% | (166) | 35\% | (315) | 47\% | (427) | 907 |
| Music: Not a fan | 9\% | (12) | 23\% | (32) | 69\% | (96) | 140 |
| Fashion: An avid fan | $34 \%$ | (115) | 25\% | (85) | 41\% | (141) | 342 |
| Fashion: A casual fan | 21\% | (179) | 32\% | (274) | 47\% | (408) | 861 |
| Fashion: Not a fan | 17\% | (165) | 35\% | (346) | 49\% | (485) | 996 |

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

Table HR19_4: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Elizabeth Warren

| Demographic | I want them to appear <br> on SNL | I don't want them to <br> appear on SNL | Don't know / No <br> opinion | Total N |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: |

[^280]Table HR19_4: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Elizabeth Warren

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 22\% | (480) | 35\% | (773) | 43\% | (946) | 2199 |
| Income: Under 50k | 22\% | (283) | $31 \%$ | (399) | 47\% | (615) | 1297 |
| Income: 50k-100k | 23\% | (142) | 41\% | (249) | 36\% | (224) | 615 |
| Income: 100k+ | 19\% | (55) | 44\% | (125) | 37\% | (107) | 287 |
| Ethnicity: White | 19\% | (325) | 39\% | (672) | 42\% | (725) | 1722 |
| Ethnicity: Hispanic | 26\% | (92) | 24\% | (84) | 50\% | (173) | 350 |
| Ethnicity: Afr. Am. | 36\% | (97) | 17\% | (46) | 48\% | (131) | 274 |
| Ethnicity: Other | 28\% | (58) | 27\% | (55) | 44\% | (90) | 203 |
| Relig: Protestant | 17\% | (90) | 47\% | (254) | 36\% | (196) | 539 |
| Relig: Roman Catholic | 23\% | (100) | 38\% | (167) | 39\% | (169) | 436 |
| Relig: Something Else | 19\% | (35) | 30\% | (56) | 51\% | (96) | 187 |
| Relig: Jewish | 27\% | (14) | 40\% | (22) | 33\% | (18) | 54 |
| Relig: Evangelical | 20\% | (158) | 39\% | (313) | 41\% | (334) | 805 |
| Relig: Non-Evang. Catholics | 19\% | (67) | 46\% | (163) | 36\% | (127) | 357 |
| Relig: All Christian | 19\% | (225) | 41\% | (476) | 40\% | (460) | 1161 |
| Relig: All Non-Christian | 18\% | (40) | 28\% | (62) | 54\% | (122) | 224 |
| Community: Urban | 29\% | (167) | 29\% | (164) | 42\% | (244) | 575 |
| Community: Suburban | 23\% | (229) | 37\% | (365) | 40\% | (388) | 982 |
| Community: Rural | 13\% | (85) | 38\% | (244) | 49\% | (314) | 643 |
| Employ: Private Sector | 24\% | (160) | 38\% | (250) | 38\% | (250) | 661 |
| Employ: Government | 21\% | (27) | 43\% | (54) | 35\% | (44) | 124 |
| Employ: Self-Employed | 24\% | (46) | 35\% | (68) | 42\% | (82) | 195 |
| Employ: Homemaker | 16\% | (28) | 29\% | (50) | 55\% | (93) | 170 |
| Employ: Student | 31\% | (25) | 24\% | (19) | 44\% | (35) | 79 |
| Employ: Retired | 20\% | (102) | 46\% | (239) | 35\% | (182) | 523 |
| Employ: Unemployed | 19\% | (50) | 24\% | (62) | 57\% | (150) | 262 |
| Employ: Other | 23\% | (43) | 17\% | (32) | 60\% | (110) | 185 |
| Military HH: Yes | 20\% | (76) | 40\% | (155) | 40\% | (154) | 384 |
| Military HH: No | 22\% | (404) | 34\% | (619) | 44\% | (792) | 1815 |
| RD/WT: Right Direction | 14\% | (117) | 45\% | (370) | 41\% | (339) | 826 |
| RD/WT: Wrong Track | 26\% | (362) | 29\% | (403) | 44\% | (607) | 1373 |

Continued on next page

Table HR19_4: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Elizabeth Warren

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 22\% | (480) | 35\% | (773) | 43\% | (946) | 2199 |
| Trump Job Approve | 14\% | (123) | 48\% | (419) | 38\% | (327) | 870 |
| Trump Job Disapprove | 29\% | (352) | 28\% | (349) | 43\% | (527) | 1227 |
| Trump Job Strongly Approve | 12\% | (54) | 53\% | (234) | 35\% | (152) | 440 |
| Trump Job Somewhat Approve | 16\% | (69) | 43\% | (185) | 41\% | (175) | 429 |
| Trump Job Somewhat Disapprove | 19\% | (56) | 35\% | (105) | 46\% | (136) | 297 |
| Trump Job Strongly Disapprove | $32 \%$ | (296) | 26\% | (244) | 42\% | (391) | 930 |
| Favorable of Trump | 14\% | (116) | 49\% | (418) | 37\% | (313) | 847 |
| Unfavorable of Trump | 29\% | (357) | 28\% | (343) | 42\% | (512) | 1212 |
| Very Favorable of Trump | 14\% | (67) | 50\% | (238) | 36\% | (173) | 479 |
| Somewhat Favorable of Trump | 13\% | (49) | 49\% | (180) | 38\% | (140) | 368 |
| Somewhat Unfavorable of Trump | 18\% | (42) | 38\% | (89) | 45\% | (106) | 236 |
| Very Unfavorable of Trump | 32\% | (315) | 26\% | (255) | 42\% | (406) | 976 |
| \#1 Issue: Economy | 20\% | (109) | 38\% | (211) | 43\% | (240) | 560 |
| \#1 Issue: Security | 13\% | (58) | 50\% | (220) | 37\% | (163) | 441 |
| \#1 Issue: Health Care | 25\% | (94) | 28\% | (105) | 46\% | (170) | 368 |
| \#1 Issue: Medicare / Social Security | 26\% | (93) | 35\% | (127) | 39\% | (139) | 359 |
| \#1 Issue: Women's Issues | 34\% | (42) | 18\% | (23) | 48\% | (60) | 126 |
| \#1 Issue: Education | 25\% | (38) | 25\% | (38) | 51\% | (78) | 154 |
| \#1 Issue: Energy | 34\% | (34) | 21\% | (21) | 45\% | (45) | 100 |
| \#1 Issue: Other | 13\% | (12) | 32\% | (30) | 56\% | (52) | 93 |
| 2018 House Vote: Democrat | 34\% | (288) | 28\% | (236) | 38\% | (315) | 839 |
| 2018 House Vote: Republican | 12\% | (76) | 55\% | (355) | $33 \%$ | (212) | 643 |
| 2018 House Vote: Someone else | 16\% | (17) | 37\% | (39) | 47\% | (49) | 105 |
| 2018 House Vote: Didnt Vote | 15\% | (92) | 24\% | (144) | 61\% | (370) | 605 |
| 2016 Vote: Hillary Clinton | 35\% | (254) | 26\% | (184) | 39\% | (280) | 719 |
| 2016 Vote: Donald Trump | 13\% | (85) | 53\% | (356) | 34\% | (225) | 666 |
| 2016 Vote: Someone else | 18\% | (31) | 48\% | (85) | 35\% | (62) | 178 |
| 2016 Vote: Didnt Vote | 17\% | (105) | 24\% | (149) | 60\% | (375) | 629 |
| Voted in 2014: Yes | 25\% | (336) | 40\% | (551) | 35\% | (480) | 1366 |
| Voted in 2014: No | 17\% | (144) | 27\% | (223) | 56\% | (466) | 833 |

[^281]Table HR19_4: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Elizabeth Warren

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total $\mathbf{N}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 22\% | (480) | 35\% | (773) | 43\% | (946) | 2199 |
| 2012 Vote: Barack Obama | $34 \%$ | (293) | 29\% | (246) | 37\% | (315) | 854 |
| 2012 Vote: Mitt Romney | 11\% | (53) | 57\% | (283) | 33\% | (164) | 501 |
| 2012 Vote: Other | 14\% | (12) | 42\% | (36) | 44\% | (38) | 87 |
| 2012 Vote: Didn't Vote | 16\% | (121) | 28\% | (207) | $56 \%$ | (424) | 752 |
| 4-Region: Northeast | 25\% | (97) | 37\% | (145) | 39\% | (152) | 394 |
| 4-Region: Midwest | 20\% | (90) | 37\% | (170) | 44\% | (202) | 462 |
| 4-Region: South | 20\% | (166) | 35\% | (286) | 45\% | (372) | 824 |
| 4-Region: West | 25\% | (127) | 33\% | (173) | 42\% | (219) | 519 |
| TV shows: Every day | 26\% | (298) | 36\% | (411) | 38\% | (439) | 1148 |
| TV shows: Several times per week | 20\% | (102) | 39\% | (199) | 41\% | (212) | 512 |
| TV shows: About once per week | 16\% | (23) | 36\% | (51) | 48\% | (69) | 144 |
| TV shows: Several times per month | 19\% | (19) | 33\% | (33) | 48\% | (49) | 101 |
| TV shows: About once per month | 17\% | (8) | 26\% | (13) | 56\% | (27) | 48 |
| TV shows: Less often than once per month | 21\% | (16) | 36\% | (28) | 43\% | (33) | 78 |
| TV shows: Never | 8\% | (14) | 23\% | (38) | 69\% | (117) | 169 |
| Movies: Every day | 29\% | (116) | $31 \%$ | (123) | 40\% | (160) | 399 |
| Movies: Several times per week | 24\% | (139) | 39\% | (224) | 37\% | (212) | 574 |
| Movies: About once per week | 23\% | (88) | 38\% | (145) | 39\% | (151) | 383 |
| Movies: Several times per month | 20\% | (56) | 34\% | (93) | 45\% | (124) | 273 |
| Movies: About once per month | 17\% | (30) | 46\% | (80) | 37\% | (63) | 173 |
| Movies: Less often than once per month | 16\% | (31) | 30\% | (61) | 54\% | (109) | 201 |
| Movies: Never | $11 \%$ | (21) | 25\% | (49) | 65\% | (127) | 196 |
| Sports: Every day | 40\% | (62) | 35\% | (55) | 26\% | (40) | 158 |
| Sports: Several times per week | 27\% | (91) | 43\% | (142) | 30\% | (99) | 332 |
| Sports: About once per week | 26\% | (72) | 40\% | (112) | $34 \%$ | (95) | 279 |
| Sports: Several times per month | 23\% | (52) | $33 \%$ | (75) | 45\% | (101) | 228 |
| Sports: About once per month | 20\% | (35) | 37\% | (65) | 43\% | (74) | 174 |
| Sports: Less often than once per month | 18\% | (65) | 38\% | (139) | 44\% | (158) | 363 |
| Sports: Never | 15\% | (102) | 28\% | (186) | 57\% | (378) | 666 |

Continued on next page

Table HR19_4: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Elizabeth Warren

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 22\% | (480) | 35\% | (773) | 43\% | (946) | 2199 |
| Cable: I currently subscribe | 26\% | (286) | 35\% | (392) | 39\% | (430) | 1108 |
| Cable: I subscribed in the past | 20\% | (146) | 39\% | (281) | 41\% | (300) | 727 |
| Cable: I have never subscribed | 13\% | (49) | 28\% | (100) | 59\% | (216) | 365 |
| Satellite television: I currently subscribe | 23\% | (120) | 36\% | (190) | 41\% | (216) | 526 |
| Satellite television: I subscribed in the past | 21\% | (123) | 37\% | (220) | 43\% | (254) | 597 |
| Satellite television: I have never subscribed | 22\% | (237) | 34\% | (364) | 44\% | (476) | 1076 |
| Streaming service: I currently subscribe | 26\% | (332) | 37\% | (477) | 38\% | (493) | 1302 |
| Streaming service: I subscribed in the past | 25\% | (58) | 21\% | (49) | 54\% | (126) | 234 |
| Streaming service: I have never subscribed | 13\% | (89) | 37\% | (247) | 49\% | (327) | 663 |
| Film: An avid fan | $31 \%$ | (241) | 35\% | (271) | 34\% | (267) | 779 |
| Film: A casual fan | 19\% | (213) | 36\% | (418) | 45\% | (521) | 1153 |
| Film: Not a fan | 9\% | (25) | $31 \%$ | (84) | 59\% | (158) | 267 |
| Television: An avid fan | 27\% | (315) | 35\% | (409) | 37\% | (429) | 1154 |
| Television: A casual fan | 16\% | (150) | $36 \%$ | (330) | 47\% | (427) | 907 |
| Television: Not a fan | $11 \%$ | (15) | 24\% | (34) | 65\% | (90) | 139 |
| Music: An avid fan | 27\% | (312) | 33\% | (384) | 40\% | (456) | 1152 |
| Music: A casual fan | 17\% | (156) | 40\% | (359) | 43\% | (392) | 907 |
| Music: Not a fan | 9\% | (12) | 22\% | (30) | 70\% | (97) | 140 |
| Fashion: An avid fan | 35\% | (118) | 30\% | (102) | 36\% | (122) | 342 |
| Fashion: A casual fan | 21\% | (180) | 33\% | (281) | 46\% | (399) | 861 |
| Fashion: Not a fan | 18\% | (181) | 39\% | (390) | 43\% | (425) | 996 |

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

Table HR19_5: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Beto O'Rourke

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 20\% | (444) | $31 \%$ | (690) | 48\% | (1066) | 2199 |
| Gender: Male | 24\% | (252) | $34 \%$ | (364) | 42\% | (446) | 1061 |
| Gender: Female | 17\% | (192) | 29\% | (326) | 54\% | (620) | 1138 |
| Age: 18-29 | 22\% | (89) | 22\% | (91) | 56\% | (231) | 411 |
| Age: 30-44 | 20\% | (122) | 28\% | (169) | 52\% | (309) | 600 |
| Age: 45-54 | 19\% | (64) | 35\% | (116) | 46\% | (155) | 335 |
| Age: 55-64 | 21\% | (87) | 35\% | (146) | 44\% | (183) | 417 |
| Age: 65+ | 19\% | (82) | 38\% | (168) | 43\% | (187) | 436 |
| Generation Z: 18-21 | 20\% | (24) | 22\% | (25) | 58\% | (67) | 116 |
| Millennial: Age 22-37 | 22\% | (147) | 26\% | (168) | 52\% | (343) | 657 |
| Generation X: Age 38-53 | 18\% | (95) | 32\% | (172) | 51\% | (276) | 543 |
| Boomers: Age 54-72 | 20\% | (155) | 37\% | (284) | 43\% | (333) | 772 |
| PID: Dem (no lean) | 34\% | (272) | 21\% | (171) | 45\% | (363) | 806 |
| PID: Ind (no lean) | 13\% | (100) | 29\% | (220) | 58\% | (434) | 754 |
| PID: Rep (no lean) | 11\% | (72) | 47\% | (299) | 42\% | (269) | 639 |
| PID/Gender: Dem Men | 38\% | (149) | 23\% | (91) | 39\% | (156) | 395 |
| PID/Gender: Dem Women | 30\% | (123) | 20\% | (81) | 50\% | (207) | 411 |
| PID/Gender: Ind Men | 18\% | (58) | $31 \%$ | (101) | 51\% | (168) | 326 |
| PID/Gender: Ind Women | 10\% | (42) | 28\% | (119) | 62\% | (266) | 427 |
| PID/Gender: Rep Men | 13\% | (45) | 51\% | (172) | 36\% | (122) | 339 |
| PID/Gender: Rep Women | 9\% | (27) | 42\% | (126) | 49\% | (147) | 300 |
| Ideo: Liberal (1-3) | 38\% | (259) | 22\% | (146) | 40\% | (269) | 674 |
| Ideo: Moderate (4) | 17\% | (92) | $32 \%$ | (176) | 51\% | (275) | 544 |
| Ideo: Conservative (5-7) | 12\% | (84) | 45\% | (324) | 43\% | (304) | 712 |
| Educ: < College | 18\% | (266) | 30\% | (453) | 52\% | (793) | 1512 |
| Educ: Bachelors degree | 25\% | (111) | 35\% | (155) | 40\% | (178) | 444 |
| Educ: Post-grad | 28\% | (67) | 34\% | (82) | 39\% | (95) | 243 |

[^282]Table HR19_5: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Beto O'Rourke

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 20\% | (444) | $31 \%$ | (690) | 48\% | (1066) | 2199 |
| Income: Under 50k | 19\% | (250) | 28\% | (367) | $52 \%$ | (680) | 1297 |
| Income: 50k-100k | 22\% | (133) | 35\% | (214) | 44\% | (268) | 615 |
| Income: 100k+ | 21\% | (61) | 38\% | (109) | 41\% | (117) | 287 |
| Ethnicity: White | 17\% | (291) | 35\% | (598) | 48\% | (834) | 1722 |
| Ethnicity: Hispanic | 28\% | (98) | 24\% | (84) | 48\% | (168) | 350 |
| Ethnicity: Afr. Am. | 35\% | (96) | 13\% | (35) | 52\% | (143) | 274 |
| Ethnicity: Other | 28\% | (57) | 28\% | (57) | 44\% | (89) | 203 |
| Relig: Protestant | 16\% | (86) | 42\% | (224) | 43\% | (230) | 539 |
| Relig: Roman Catholic | 26\% | (114) | 34\% | (149) | 40\% | (173) | 436 |
| Relig: Something Else | 11\% | (20) | 25\% | (47) | 64\% | (120) | 187 |
| Relig: Jewish | 20\% | (11) | 32\% | (17) | 47\% | (25) | 54 |
| Relig: Evangelical | 18\% | (145) | 34\% | (273) | 48\% | (387) | 805 |
| Relig: Non-Evang. Catholics | 21\% | (75) | 41\% | (147) | 38\% | (135) | 357 |
| Relig: All Christian | 19\% | (220) | 36\% | (420) | 45\% | (522) | 1161 |
| Relig: All Non-Christian | 14\% | (31) | 27\% | (60) | 60\% | (133) | 224 |
| Community: Urban | 26\% | (148) | 27\% | (156) | 47\% | (271) | 575 |
| Community: Suburban | 22\% | (213) | 32\% | (315) | 46\% | (454) | 982 |
| Community: Rural | 13\% | (83) | 34\% | (219) | 53\% | (341) | 643 |
| Employ: Private Sector | 21\% | (138) | 34\% | (226) | 45\% | (296) | 661 |
| Employ: Government | 27\% | (33) | 35\% | (43) | 38\% | (48) | 124 |
| Employ: Self-Employed | 23\% | (45) | 38\% | (74) | 39\% | (77) | 195 |
| Employ: Homemaker | 19\% | (33) | 25\% | (43) | 56\% | (95) | 170 |
| Employ: Student | 36\% | (28) | 17\% | (13) | 47\% | (37) | 79 |
| Employ: Retired | 19\% | (100) | 38\% | (199) | 43\% | (224) | 523 |
| Employ: Unemployed | 16\% | (43) | 23\% | (61) | 60\% | (157) | 262 |
| Employ: Other | 12\% | (23) | 17\% | (31) | 71\% | (131) | 185 |
| Military HH: Yes | 19\% | (73) | 37\% | (143) | 44\% | (169) | 384 |
| Military HH: No | 20\% | (371) | 30\% | (547) | 49\% | (897) | 1815 |
| RD/WT: Right Direction | 13\% | (111) | 42\% | (344) | 45\% | (372) | 826 |
| RD/WT: Wrong Track | 24\% | (333) | 25\% | (346) | $51 \%$ | (693) | 1373 |

[^283]Table HR19_5: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not? Beto O'Rourke

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 20\% | (444) | $31 \%$ | (690) | 48\% | (1066) | 2199 |
| Trump Job Approve | 13\% | (109) | 44\% | (381) | 44\% | (380) | 870 |
| Trump Job Disapprove | 27\% | (331) | 25\% | (302) | 48\% | (594) | 1227 |
| Trump Job Strongly Approve | 13\% | (58) | 48\% | (211) | 39\% | (171) | 440 |
| Trump Job Somewhat Approve | 12\% | (51) | 40\% | (170) | 49\% | (209) | 429 |
| Trump Job Somewhat Disapprove | 11\% | (33) | 32\% | (96) | 56\% | (167) | 297 |
| Trump Job Strongly Disapprove | 32\% | (298) | 22\% | (205) | 46\% | (427) | 930 |
| Favorable of Trump | 12\% | (99) | 46\% | (387) | 43\% | (361) | 847 |
| Unfavorable of Trump | 28\% | (338) | 24\% | (291) | 48\% | (583) | 1212 |
| Very Favorable of Trump | 12\% | (60) | 47\% | (223) | 41\% | (196) | 479 |
| Somewhat Favorable of Trump | 11\% | (40) | 44\% | (164) | 45\% | (165) | 368 |
| Somewhat Unfavorable of Trump | 11\% | (26) | 35\% | (82) | 54\% | (127) | 236 |
| Very Unfavorable of Trump | $32 \%$ | (312) | $21 \%$ | (209) | 47\% | (456) | 976 |
| \#1 Issue: Economy | 17\% | (96) | 35\% | (198) | 48\% | (266) | 560 |
| \#1 Issue: Security | 10\% | (45) | 46\% | (201) | 44\% | (194) | 441 |
| \#1 Issue: Health Care | 28\% | (101) | 22\% | (80) | 51\% | (187) | 368 |
| \#1 Issue: Medicare / Social Security | 23\% | (83) | 32\% | (114) | 45\% | (162) | 359 |
| \#1 Issue: Women's Issues | 29\% | (37) | 18\% | (23) | 53\% | (66) | 126 |
| \#1 Issue: Education | 22\% | (34) | 19\% | (29) | 58\% | (90) | 154 |
| \#1 Issue: Energy | 35\% | (35) | 21\% | (21) | 43\% | (43) | 100 |
| \#1 Issue: Other | 13\% | (12) | 26\% | (24) | 62\% | (57) | 93 |
| 2018 House Vote: Democrat | 36\% | (304) | 22\% | (183) | 42\% | (353) | 839 |
| 2018 House Vote: Republican | 11\% | (71) | 50\% | (324) | 39\% | (248) | 643 |
| 2018 House Vote: Someone else | 1\% | (1) | 28\% | (29) | 71\% | (75) | 105 |
| 2018 House Vote: Didnt Vote | 10\% | (64) | 25\% | (152) | 64\% | (390) | 605 |
| 2016 Vote: Hillary Clinton | 35\% | (251) | 20\% | (145) | 45\% | (323) | 719 |
| 2016 Vote: Donald Trump | 11\% | (77) | 48\% | (320) | 40\% | (269) | 666 |
| 2016 Vote: Someone else | 19\% | (34) | 38\% | (68) | 43\% | (76) | 178 |
| 2016 Vote: Didnt Vote | 13\% | (82) | 24\% | (154) | 63\% | (393) | 629 |
| Voted in 2014: Yes | 24\% | (324) | 34\% | (464) | 42\% | (577) | 1366 |
| Voted in 2014: No | 14\% | (119) | 27\% | (226) | 59\% | (488) | 833 |

Continued on next page

Table HR19_5: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Beto O'Rourke

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 20\% | (444) | $31 \%$ | (690) | 48\% | (1066) | 2199 |
| 2012 Vote: Barack Obama | $33 \%$ | (281) | 23\% | (197) | 44\% | (377) | 854 |
| 2012 Vote: Mitt Romney | 10\% | (49) | 50\% | (250) | 40\% | (202) | 501 |
| 2012 Vote: Other | 11\% | (10) | 41\% | (36) | 48\% | (42) | 87 |
| 2012 Vote: Didn't Vote | 14\% | (104) | 27\% | (207) | 59\% | (442) | 752 |
| 4-Region: Northeast | 23\% | (90) | 30\% | (119) | 47\% | (185) | 394 |
| 4-Region: Midwest | 16\% | (75) | 35\% | (163) | 48\% | (224) | 462 |
| 4-Region: South | 19\% | (160) | 32\% | (262) | 49\% | (402) | 824 |
| 4-Region: West | 23\% | (119) | 28\% | (146) | 49\% | (254) | 519 |
| TV shows: Every day | 22\% | (258) | 32\% | (371) | 45\% | (520) | 1148 |
| TV shows: Several times per week | $21 \%$ | (108) | 34\% | (175) | 45\% | (230) | 512 |
| TV shows: About once per week | 20\% | (28) | 29\% | (42) | $51 \%$ | (74) | 144 |
| TV shows: Several times per month | 21\% | (21) | 30\% | (30) | 49\% | (50) | 101 |
| TV shows: About once per month | 13\% | (6) | 21\% | (10) | 67\% | (32) | 48 |
| TV shows: Less often than once per month | 15\% | (11) | 34\% | (26) | 51\% | (40) | 78 |
| TV shows: Never | 7\% | (11) | 22\% | (36) | 72\% | (121) | 169 |
| Movies: Every day | 26\% | (103) | 29\% | (116) | 45\% | (180) | 399 |
| Movies: Several times per week | 24\% | (136) | 36\% | (207) | 40\% | (231) | 574 |
| Movies: About once per week | 20\% | (78) | $33 \%$ | (125) | 47\% | (179) | 383 |
| Movies: Several times per month | 19\% | (51) | 32\% | (87) | 49\% | (135) | 273 |
| Movies: About once per month | 19\% | (33) | 34\% | (58) | 47\% | (82) | 173 |
| Movies: Less often than once per month | 12\% | (23) | 29\% | (57) | 60\% | (120) | 201 |
| Movies: Never | 9\% | (17) | 20\% | (40) | 71\% | (139) | 196 |
| Sports: Every day | 34\% | (54) | 31\% | (49) | 35\% | (55) | 158 |
| Sports: Several times per week | 24\% | (81) | 39\% | (130) | 36\% | (121) | 332 |
| Sports: About once per week | 25\% | (71) | 35\% | (98) | 39\% | (110) | 279 |
| Sports: Several times per month | 20\% | (45) | 34\% | (78) | 46\% | (105) | 228 |
| Sports: About once per month | 20\% | (35) | 31\% | (54) | 49\% | (85) | 174 |
| Sports: Less often than once per month | 17\% | (62) | 32\% | (116) | $51 \%$ | (185) | 363 |
| Sports: Never | 15\% | (97) | 25\% | (164) | 61\% | (405) | 666 |

Continued on next page

Table HR19_5: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not? Beto O'Rourke

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 20\% | (444) | $31 \%$ | (690) | 48\% | (1066) | 2199 |
| Cable: I currently subscribe | 25\% | (272) | $31 \%$ | (345) | 44\% | (491) | 1108 |
| Cable: I subscribed in the past | 18\% | (128) | 34\% | (248) | 48\% | (351) | 727 |
| Cable: I have never subscribed | 12\% | (44) | 27\% | (97) | 61\% | (224) | 365 |
| Satellite television: I currently subscribe | 19\% | (100) | 35\% | (183) | 46\% | (243) | 526 |
| Satellite television: I subscribed in the past | 20\% | (119) | 33\% | (195) | 47\% | (283) | 597 |
| Satellite television: I have never subscribed | 21\% | (225) | 29\% | (312) | 50\% | (540) | 1076 |
| Streaming service: I currently subscribe | 24\% | (319) | 33\% | (426) | 43\% | (557) | 1302 |
| Streaming service: I subscribed in the past | 20\% | (48) | 26\% | (61) | 53\% | (125) | 234 |
| Streaming service: I have never subscribed | 12\% | (77) | 31\% | (202) | 58\% | (384) | 663 |
| Film: An avid fan | 25\% | (198) | $32 \%$ | (252) | 42\% | (329) | 779 |
| Film: A casual fan | 19\% | (222) | $31 \%$ | (356) | 50\% | (575) | 1153 |
| Film: Not a fan | 9\% | (23) | $31 \%$ | (82) | 61\% | (162) | 267 |
| Television: An avid fan | 24\% | (276) | $31 \%$ | (363) | 45\% | (514) | 1154 |
| Television: A casual fan | 17\% | (158) | 32\% | (288) | 51\% | (461) | 907 |
| Television: Not a fan | 7\% | (10) | 28\% | (39) | 65\% | (90) | 139 |
| Music: An avid fan | 24\% | (276) | 30\% | (348) | 46\% | (528) | 1152 |
| Music: A casual fan | 18\% | (160) | 34\% | (306) | 49\% | (442) | 907 |
| Music: Not a fan | 6\% | (8) | 25\% | (36) | 69\% | (96) | 140 |
| Fashion: An avid fan | 36\% | (123) | 26\% | (88) | 38\% | (131) | 342 |
| Fashion: A casual fan | 19\% | (160) | 32\% | (276) | 49\% | (425) | 861 |
| Fashion: Not a fan | 16\% | (161) | $33 \%$ | (326) | 51\% | (509) | 996 |

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

Table HR19_6: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Cory Booker

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 19\% | (420) | $33 \%$ | (727) | 48\% | (1052) | 2199 |
| Gender: Male | 25\% | (261) | 37\% | (390) | 39\% | (410) | 1061 |
| Gender: Female | 14\% | (159) | 30\% | (338) | 56\% | (642) | 1138 |
| Age: 18-29 | 17\% | (70) | 26\% | (105) | 57\% | (236) | 411 |
| Age: 30-44 | 20\% | (119) | 29\% | (176) | 51\% | (306) | 600 |
| Age: 45-54 | 17\% | (57) | 36\% | (119) | 47\% | (159) | 335 |
| Age: 55-64 | 23\% | (95) | 34\% | (142) | 43\% | (180) | 417 |
| Age: 65+ | 18\% | (79) | 43\% | (186) | 39\% | (172) | 436 |
| Generation Z: 18-21 | 14\% | (17) | 22\% | (26) | 63\% | (74) | 116 |
| Millennial: Age 22-37 | 19\% | (126) | 29\% | (192) | 52\% | (339) | 657 |
| Generation X: Age 38-53 | 18\% | (95) | 31\% | (169) | 51\% | (279) | 543 |
| Boomers: Age 54-72 | 21\% | (161) | 38\% | (293) | 41\% | (318) | 772 |
| PID: Dem (no lean) | 32\% | (255) | 23\% | (185) | 46\% | (367) | 806 |
| PID: Ind (no lean) | 13\% | (97) | $31 \%$ | (232) | 56\% | (425) | 754 |
| PID: Rep (no lean) | 11\% | (69) | 49\% | (311) | 41\% | (260) | 639 |
| PID/Gender: Dem Men | 39\% | (153) | 25\% | (98) | 37\% | (145) | 395 |
| PID/Gender: Dem Women | 25\% | (101) | 21\% | (87) | 54\% | (222) | 411 |
| PID/Gender: Ind Men | 19\% | (60) | $34 \%$ | (111) | 47\% | (155) | 326 |
| PID/Gender: Ind Women | 9\% | (36) | 28\% | (120) | 63\% | (270) | 427 |
| PID/Gender: Rep Men | 14\% | (48) | 53\% | (181) | 33\% | (111) | 339 |
| PID/Gender: Rep Women | 7\% | (21) | 43\% | (130) | 50\% | (149) | 300 |
| Ideo: Liberal (1-3) | 37\% | (251) | 22\% | (151) | 40\% | (272) | 674 |
| Ideo: Moderate (4) | 18\% | (98) | 35\% | (188) | 48\% | (259) | 544 |
| Ideo: Conservative (5-7) | 9\% | (64) | 48\% | (345) | 43\% | (303) | 712 |
| Educ: < College | 17\% | (257) | 31\% | (469) | $52 \%$ | (785) | 1512 |
| Educ: Bachelors degree | 23\% | (101) | 39\% | (171) | 39\% | (172) | 444 |
| Educ: Post-grad | 25\% | (62) | 36\% | (87) | 39\% | (95) | 243 |

[^284]Table HR19_6: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Cory Booker

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 19\% | (420) | 33\% | (727) | 48\% | (1052) | 2199 |
| Income: Under 50k | 19\% | (244) | 30\% | (387) | 51\% | (666) | 1297 |
| Income: 50k-100k | 20\% | (123) | 36\% | (222) | 44\% | (270) | 615 |
| Income: $100 \mathrm{k}+$ | 18\% | (53) | 41\% | (118) | 40\% | (116) | 287 |
| Ethnicity: White | 16\% | (267) | 36\% | (620) | 48\% | (834) | 1722 |
| Ethnicity: Hispanic | 21\% | (73) | 26\% | (93) | 53\% | (184) | 350 |
| Ethnicity: Afr. Am. | 38\% | (103) | 15\% | (42) | 47\% | (129) | 274 |
| Ethnicity: Other | 25\% | (50) | 32\% | (65) | 43\% | (88) | 203 |
| Relig: Protestant | 15\% | (81) | 43\% | (232) | 42\% | (227) | 539 |
| Relig: Roman Catholic | 24\% | (104) | 36\% | (158) | 40\% | (174) | 436 |
| Relig: Something Else | 15\% | (29) | 27\% | (51) | 57\% | (107) | 187 |
| Relig: Jewish | 26\% | (14) | $31 \%$ | (17) | 43\% | (23) | 54 |
| Relig: Evangelical | 18\% | (145) | 36\% | (289) | 46\% | (370) | 805 |
| Relig: Non-Evang. Catholics | 19\% | (68) | 43\% | (152) | 38\% | (137) | 357 |
| Relig: All Christian | 18\% | (213) | 38\% | (441) | 44\% | (507) | 1161 |
| Relig: All Non-Christian | 14\% | (32) | 25\% | (56) | 61\% | (137) | 224 |
| Community: Urban | 24\% | (140) | 28\% | (164) | 47\% | (272) | 575 |
| Community: Suburban | 20\% | (199) | 34\% | (337) | 45\% | (445) | 982 |
| Community: Rural | 13\% | (82) | 35\% | (227) | 52\% | (334) | 643 |
| Employ: Private Sector | 20\% | (133) | 37\% | (243) | 43\% | (285) | 661 |
| Employ: Government | 28\% | (35) | 35\% | (43) | 38\% | (47) | 124 |
| Employ: Self-Employed | $21 \%$ | (42) | 34\% | (67) | 44\% | (86) | 195 |
| Employ: Homemaker | 17\% | (29) | 26\% | (45) | 57\% | (97) | 170 |
| Employ: Student | 19\% | (15) | 29\% | (23) | $52 \%$ | (41) | 79 |
| Employ: Retired | 20\% | (103) | 41\% | (213) | 40\% | (207) | 523 |
| Employ: Unemployed | 16\% | (41) | 21\% | (56) | 63\% | (165) | 262 |
| Employ: Other | 13\% | (24) | 20\% | (37) | 67\% | (124) | 185 |
| Military HH: Yes | 18\% | (67) | 38\% | (148) | 44\% | (169) | 384 |
| Military HH: No | 19\% | (353) | 32\% | (580) | 49\% | (882) | 1815 |
| RD/WT: Right Direction | 13\% | (107) | 42\% | (348) | 45\% | (372) | 826 |
| RD/WT: Wrong Track | 23\% | (313) | 28\% | (380) | 50\% | (680) | 1373 |

Continued on next page

Table HR19_6: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Cory Booker

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 19\% | (420) | 33\% | (727) | 48\% | (1052) | 2199 |
| Trump Job Approve | 12\% | (106) | 46\% | (404) | 41\% | (359) | 870 |
| Trump Job Disapprove | 25\% | (309) | 26\% | (317) | 49\% | (601) | 1227 |
| Trump Job Strongly Approve | 12\% | (54) | 49\% | (215) | 39\% | (171) | 440 |
| Trump Job Somewhat Approve | 12\% | (52) | 44\% | (189) | 44\% | (188) | 429 |
| Trump Job Somewhat Disapprove | 12\% | (35) | 33\% | (99) | 55\% | (163) | 297 |
| Trump Job Strongly Disapprove | 30\% | (275) | 23\% | (218) | 47\% | (438) | 930 |
| Favorable of Trump | 12\% | (98) | 48\% | (403) | 41\% | (346) | 847 |
| Unfavorable of Trump | 26\% | (316) | 26\% | (312) | 48\% | (584) | 1212 |
| Very Favorable of Trump | 12\% | (59) | 48\% | (229) | 40\% | (191) | 479 |
| Somewhat Favorable of Trump | 11\% | (40) | 47\% | (174) | 42\% | (154) | 368 |
| Somewhat Unfavorable of Trump | 14\% | (34) | 37\% | (86) | 49\% | (116) | 236 |
| Very Unfavorable of Trump | 29\% | (282) | 23\% | (226) | 48\% | (468) | 976 |
| \#1 Issue: Economy | 15\% | (83) | 36\% | (200) | 49\% | (276) | 560 |
| \#1 Issue: Security | 11\% | (48) | $46 \%$ | (204) | 43\% | (188) | 441 |
| \#1 Issue: Health Care | 25\% | (92) | 24\% | (88) | 51\% | (189) | 368 |
| \#1 Issue: Medicare / Social Security | 24\% | (87) | 34\% | (122) | 42\% | (150) | 359 |
| \#1 Issue: Women's Issues | $32 \%$ | (40) | 17\% | (21) | 51\% | (64) | 126 |
| \#1 Issue: Education | 17\% | (26) | 29\% | (44) | 54\% | (83) | 154 |
| \#1 Issue: Energy | 32\% | (32) | 21\% | (21) | 47\% | (47) | 100 |
| \#1 Issue: Other | 13\% | (12) | 30\% | (28) | 58\% | (54) | 93 |
| 2018 House Vote: Democrat | $34 \%$ | (282) | 24\% | (199) | 43\% | (358) | 839 |
| 2018 House Vote: Republican | 10\% | (62) | 53\% | (340) | 38\% | (241) | 643 |
| 2018 House Vote: Someone else | 6\% | (6) | 36\% | (38) | 58\% | (61) | 105 |
| 2018 House Vote: Didnt Vote | $11 \%$ | (65) | 25\% | (150) | 64\% | (390) | 605 |
| 2016 Vote: Hillary Clinton | 34\% | (246) | 22\% | (160) | 44\% | (313) | 719 |
| 2016 Vote: Donald Trump | 10\% | (66) | $51 \%$ | (342) | 39\% | (258) | 666 |
| 2016 Vote: Someone else | 22\% | (38) | 35\% | (63) | 43\% | (77) | 178 |
| 2016 Vote: Didnt Vote | 11\% | (71) | 25\% | (159) | 63\% | (399) | 629 |
| Voted in 2014: Yes | 23\% | (315) | 36\% | (495) | 41\% | (556) | 1366 |
| Voted in 2014: No | 13\% | (105) | 28\% | (233) | 59\% | (495) | 833 |

[^285]Table HR19_6: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Cory Booker

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 19\% | (420) | $33 \%$ | (727) | 48\% | (1052) | 2199 |
| 2012 Vote: Barack Obama | 32\% | (270) | 26\% | (219) | 43\% | (366) | 854 |
| 2012 Vote: Mitt Romney | 8\% | (42) | $52 \%$ | (262) | 39\% | (197) | 501 |
| 2012 Vote: Other | 10\% | (8) | 44\% | (38) | 46\% | (40) | 87 |
| 2012 Vote: Didn't Vote | 13\% | (100) | 28\% | (208) | 59\% | (444) | 752 |
| 4-Region: Northeast | 22\% | (88) | 34\% | (134) | 44\% | (172) | 394 |
| 4-Region: Midwest | 16\% | (73) | 37\% | (173) | 47\% | (217) | 462 |
| 4-Region: South | 18\% | (150) | 32\% | (261) | 50\% | (413) | 824 |
| 4-Region: West | 21\% | (109) | $31 \%$ | (160) | 48\% | (250) | 519 |
| TV shows: Every day | 22\% | (249) | 34\% | (396) | 44\% | (503) | 1148 |
| TV shows: Several times per week | 19\% | (95) | $33 \%$ | (171) | 48\% | (246) | 512 |
| TV shows: About once per week | 20\% | (28) | $31 \%$ | (45) | 49\% | (71) | 144 |
| TV shows: Several times per month | 16\% | (16) | 42\% | (42) | 43\% | (43) | 101 |
| TV shows: About once per month | 12\% | (6) | $22 \%$ | (11) | 66\% | (32) | 48 |
| TV shows: Less often than once per month | 14\% | (11) | 28\% | (22) | 58\% | (45) | 78 |
| TV shows: Never | 9\% | (15) | 24\% | (41) | 67\% | (112) | 169 |
| Movies: Every day | 24\% | (97) | 32\% | (128) | 44\% | (174) | 399 |
| Movies: Several times per week | 22\% | (125) | 36\% | (206) | 42\% | (242) | 574 |
| Movies: About once per week | 18\% | (69) | 37\% | (142) | 45\% | (173) | 383 |
| Movies: Several times per month | 16\% | (44) | 34\% | (93) | 50\% | (136) | 273 |
| Movies: About once per month | 19\% | (33) | 36\% | (62) | 45\% | (78) | 173 |
| Movies: Less often than once per month | 15\% | (30) | $27 \%$ | (55) | 58\% | (117) | 201 |
| Movies: Never | 11\% | (22) | 21\% | (41) | 67\% | (132) | 196 |
| Sports: Every day | 34\% | (54) | 35\% | (55) | $31 \%$ | (48) | 158 |
| Sports: Several times per week | $24 \%$ | (80) | 40\% | (131) | 36\% | (121) | 332 |
| Sports: About once per week | 23\% | (64) | 35\% | (98) | 42\% | (117) | 279 |
| Sports: Several times per month | 22\% | (51) | 36\% | (83) | 41\% | (94) | 228 |
| Sports: About once per month | 15\% | (26) | 34\% | (59) | 51\% | (89) | 174 |
| Sports: Less often than once per month | 16\% | (59) | 35\% | (126) | 49\% | (177) | 363 |
| Sports: Never | 13\% | (85) | 26\% | (175) | 61\% | (406) | 666 |

Continued on next page

Table HR19_6: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Cory Booker

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 19\% | (420) | 33\% | (727) | 48\% | (1052) | 2199 |
| Cable: I currently subscribe | 24\% | (269) | 33\% | (367) | 43\% | (472) | 1108 |
| Cable: I subscribed in the past | 16\% | (113) | 36\% | (259) | 49\% | (355) | 727 |
| Cable: I have never subscribed | 11\% | (39) | 28\% | (102) | 62\% | (225) | 365 |
| Satellite television: I currently subscribe | 19\% | (99) | 36\% | (187) | 46\% | (240) | 526 |
| Satellite television: I subscribed in the past | 18\% | (110) | 35\% | (208) | 47\% | (279) | 597 |
| Satellite television: I have never subscribed | 20\% | (211) | $31 \%$ | (332) | 50\% | (533) | 1076 |
| Streaming service: I currently subscribe | 22\% | (281) | 35\% | (462) | 43\% | (559) | 1302 |
| Streaming service: I subscribed in the past | 23\% | (54) | 24\% | (57) | 53\% | (123) | 234 |
| Streaming service: I have never subscribed | 13\% | (84) | 32\% | (209) | 56\% | (369) | 663 |
| Film: An avid fan | 25\% | (195) | 33\% | (260) | 42\% | (324) | 779 |
| Film: A casual fan | 17\% | (196) | 33\% | (382) | 50\% | (574) | 1153 |
| Film: Not a fan | 11\% | (29) | 32\% | (85) | 57\% | (153) | 267 |
| Television: An avid fan | 24\% | (275) | 33\% | (375) | 44\% | (503) | 1154 |
| Television: A casual fan | 15\% | (139) | 34\% | (311) | 50\% | (456) | 907 |
| Television: Not a fan | 5\% | (7) | 29\% | (41) | 66\% | (92) | 139 |
| Music: An avid fan | 22\% | (255) | 32\% | (365) | 46\% | (532) | 1152 |
| Music: A casual fan | 17\% | (157) | 36\% | (324) | 47\% | (427) | 907 |
| Music: Not a fan | 6\% | (9) | 28\% | (39) | 66\% | (92) | 140 |
| Fashion: An avid fan | 30\% | (103) | 27\% | (94) | 42\% | (145) | 342 |
| Fashion: A casual fan | 18\% | (157) | 32\% | (278) | 50\% | (427) | 861 |
| Fashion: Not a fan | 16\% | (160) | $36 \%$ | (356) | 48\% | (480) | 996 |

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

Table HR19_7: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Amy Klobuchar

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% | (325) | $33 \%$ | (716) | 53\% | (1158) | 2199 |
| Gender: Male | 19\% | (205) | 36\% | (377) | 45\% | (479) | 1061 |
| Gender: Female | $11 \%$ | (120) | 30\% | (339) | 60\% | (679) | 1138 |
| Age: 18-29 | 13\% | (55) | 29\% | (119) | 58\% | (237) | 411 |
| Age: 30-44 | 15\% | (91) | 27\% | (162) | 58\% | (347) | 600 |
| Age: 45-54 | 14\% | (46) | 34\% | (112) | 53\% | (177) | 335 |
| Age: 55-64 | 16\% | (68) | 35\% | (146) | 48\% | (202) | 417 |
| Age: 65+ | 15\% | (64) | $41 \%$ | (177) | 45\% | (195) | 436 |
| Generation Z: 18-21 | 8\% | (10) | 27\% | (31) | 65\% | (75) | 116 |
| Millennial: Age 22-37 | 15\% | (100) | 28\% | (187) | 56\% | (370) | 657 |
| Generation X: Age 38-53 | 14\% | (75) | 30\% | (162) | 56\% | (306) | 543 |
| Boomers: Age 54-72 | 16\% | (121) | 38\% | (296) | 46\% | (356) | 772 |
| PID: Dem (no lean) | 23\% | (189) | 23\% | (189) | 53\% | (428) | 806 |
| PID: Ind (no lean) | 10\% | (74) | 29\% | (220) | $61 \%$ | (459) | 754 |
| PID: Rep (no lean) | 10\% | (61) | 48\% | (308) | 42\% | (271) | 639 |
| PID/Gender: Dem Men | $31 \%$ | (123) | 23\% | (90) | 46\% | (183) | 395 |
| PID/Gender: Dem Women | 16\% | (67) | 24\% | (98) | 60\% | (246) | 411 |
| PID/Gender: Ind Men | 14\% | (46) | $31 \%$ | (103) | 54\% | (177) | 326 |
| PID/Gender: Ind Women | 7\% | (28) | 27\% | (117) | 66\% | (282) | 427 |
| PID/Gender: Rep Men | $11 \%$ | (36) | 54\% | (184) | 35\% | (119) | 339 |
| PID/Gender: Rep Women | 8\% | (25) | 41\% | (123) | 50\% | (151) | 300 |
| Ideo: Liberal (1-3) | 27\% | (181) | 23\% | (153) | 50\% | (339) | 674 |
| Ideo: Moderate (4) | 13\% | (73) | 34\% | (183) | 53\% | (288) | 544 |
| Ideo: Conservative (5-7) | 9\% | (65) | 46\% | (330) | 44\% | (317) | 712 |
| Educ: < College | 13\% | (203) | $31 \%$ | (466) | 56\% | (843) | 1512 |
| Educ: Bachelors degree | 18\% | (78) | 36\% | (159) | 47\% | (207) | 444 |
| Educ: Post-grad | 18\% | (44) | 38\% | (92) | 44\% | (108) | 243 |

[^286]Table HR19_7: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Amy Klobuchar

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% | (325) | 33\% | (716) | 53\% | (1158) | 2199 |
| Income: Under 50k | 15\% | (189) | 29\% | (376) | 56\% | (731) | 1297 |
| Income: 50k-100k | 15\% | (91) | 37\% | (229) | 48\% | (295) | 615 |
| Income: 100k+ | 15\% | (44) | 39\% | (111) | 46\% | (132) | 287 |
| Ethnicity: White | 12\% | (210) | 35\% | (594) | 53\% | (918) | 1722 |
| Ethnicity: Hispanic | 16\% | (56) | 27\% | (93) | 57\% | (200) | 350 |
| Ethnicity: Afr. Am. | 24\% | (67) | 21\% | (58) | 54\% | (149) | 274 |
| Ethnicity: Other | 24\% | (48) | $31 \%$ | (64) | 45\% | (91) | 203 |
| Relig: Protestant | 11\% | (58) | 42\% | (225) | 48\% | (257) | 539 |
| Relig: Roman Catholic | 19\% | (84) | 35\% | (154) | 45\% | (198) | 436 |
| Relig: Something Else | 10\% | (19) | 27\% | (51) | 62\% | (116) | 187 |
| Relig: Jewish | 17\% | (9) | $32 \%$ | (17) | 51\% | (28) | 54 |
| Relig: Evangelical | 15\% | (117) | 34\% | (274) | 51\% | (413) | 805 |
| Relig: Non-Evang. Catholics | 12\% | (44) | 44\% | (156) | 44\% | (157) | 357 |
| Relig: All Christian | 14\% | (161) | 37\% | (430) | 49\% | (571) | 1161 |
| Relig: All Non-Christian | 11\% | (25) | 30\% | (66) | 59\% | (132) | 224 |
| Community: Urban | 18\% | (105) | 29\% | (167) | 53\% | (303) | 575 |
| Community: Suburban | 16\% | (158) | 34\% | (329) | 50\% | (495) | 982 |
| Community: Rural | 10\% | (62) | 34\% | (220) | 56\% | (360) | 643 |
| Employ: Private Sector | 14\% | (92) | 36\% | (240) | 50\% | (328) | 661 |
| Employ: Government | 23\% | (28) | 36\% | (45) | 41\% | (52) | 124 |
| Employ: Self-Employed | 18\% | (35) | $36 \%$ | (70) | 46\% | (90) | 195 |
| Employ: Homemaker | 13\% | (22) | 24\% | (40) | 63\% | (108) | 170 |
| Employ: Student | 16\% | (13) | 31\% | (24) | 53\% | (42) | 79 |
| Employ: Retired | 15\% | (80) | 39\% | (202) | 46\% | (241) | 523 |
| Employ: Unemployed | 13\% | (35) | 23\% | (61) | 63\% | (165) | 262 |
| Employ: Other | 10\% | (19) | 18\% | (33) | 72\% | (132) | 185 |
| Military HH: Yes | 13\% | (49) | 38\% | (145) | 50\% | (190) | 384 |
| Military HH: No | 15\% | (276) | $31 \%$ | (571) | 53\% | (968) | 1815 |
| RD/WT: Right Direction | 12\% | (99) | 41\% | (341) | 47\% | (387) | 826 |
| RD/WT: Wrong Track | 16\% | (226) | 27\% | (375) | 56\% | (772) | 1373 |

Continued on next page

Table HR19_7: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not? Amy Klobuchar

| Demographic | I want them to appear |  |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: |
| on SNL | I don't want them to | Don't know / No |  |  |  |  |
| appear on SNL | $(1158)$ |  |  |  |  |  |
| opinion |  |  |  |  |  |  |

Continued on next page

Table HR19_7: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Amy Klobuchar

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total $\mathbf{N}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% | (325) | 33\% | (716) | 53\% | (1158) | 2199 |
| 2012 Vote: Barack Obama | 24\% | (203) | 25\% | (211) | 52\% | (440) | 854 |
| 2012 Vote: Mitt Romney | 9\% | (43) | 48\% | (242) | 43\% | (216) | 501 |
| 2012 Vote: Other | 10\% | (9) | 41\% | (36) | 48\% | (42) | 87 |
| 2012 Vote: Didn't Vote | 9\% | (70) | 30\% | (227) | 61\% | (456) | 752 |
| 4-Region: Northeast | 20\% | (80) | 30\% | (118) | 50\% | (195) | 394 |
| 4-Region: Midwest | 14\% | (62) | 37\% | (171) | 49\% | (229) | 462 |
| 4-Region: South | 13\% | (110) | $31 \%$ | (259) | 55\% | (456) | 824 |
| 4-Region: West | 14\% | (73) | 32\% | (168) | 54\% | (278) | 519 |
| TV shows: Every day | 17\% | (195) | 34\% | (388) | 49\% | (564) | 1148 |
| TV shows: Several times per week | 15\% | (75) | 34\% | (175) | 51\% | (262) | 512 |
| TV shows: About once per week | 12\% | (18) | 30\% | (43) | 58\% | (83) | 144 |
| TV shows: Several times per month | 15\% | (15) | 33\% | (33) | 52\% | (53) | 101 |
| TV shows: About once per month | 12\% | (6) | 25\% | (12) | 63\% | (30) | 48 |
| TV shows: Less often than once per month | 8\% | (6) | $31 \%$ | (24) | 61\% | (48) | 78 |
| TV shows: Never | 6\% | (10) | 24\% | (41) | 70\% | (118) | 169 |
| Movies: Every day | 20\% | (80) | 34\% | (134) | 46\% | (185) | 399 |
| Movies: Several times per week | 16\% | (90) | 37\% | (211) | 48\% | (274) | 574 |
| Movies: About once per week | 17\% | (66) | 33\% | (127) | 50\% | (190) | 383 |
| Movies: Several times per month | 12\% | (32) | 33\% | (90) | 55\% | (151) | 273 |
| Movies: About once per month | 14\% | (23) | 35\% | (61) | 51\% | (88) | 173 |
| Movies: Less often than once per month | 10\% | (20) | 26\% | (51) | 64\% | (129) | 201 |
| Movies: Never | 7\% | (13) | $21 \%$ | (42) | 72\% | (141) | 196 |
| Sports: Every day | 33\% | (51) | $31 \%$ | (49) | 36\% | (57) | 158 |
| Sports: Several times per week | 19\% | (63) | 42\% | (140) | 39\% | (129) | 332 |
| Sports: About once per week | 17\% | (47) | 39\% | (109) | 44\% | (123) | 279 |
| Sports: Several times per month | 16\% | (37) | $34 \%$ | (78) | 50\% | (113) | 228 |
| Sports: About once per month | 12\% | (22) | 29\% | (51) | 58\% | (101) | 174 |
| Sports: Less often than once per month | 10\% | (36) | 34\% | (123) | 56\% | (204) | 363 |
| Sports: Never | 10\% | (68) | 25\% | (167) | 65\% | (431) | 666 |

Continued on next page

Table HR19_7: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not? Amy Klobuchar

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% | (325) | 33\% | (716) | 53\% | (1158) | 2199 |
| Cable: I currently subscribe | 17\% | (194) | $34 \%$ | (375) | 49\% | (539) | 1108 |
| Cable: I subscribed in the past | $14 \%$ | (99) | $33 \%$ | (243) | 53\% | (385) | 727 |
| Cable: I have never subscribed | 9\% | (32) | 27\% | (98) | 64\% | (235) | 365 |
| Satellite television: I currently subscribe | 16\% | (83) | 35\% | (184) | 49\% | (259) | 526 |
| Satellite television: I subscribed in the past | 14\% | (84) | $36 \%$ | (214) | 50\% | (299) | 597 |
| Satellite television: I have never subscribed | 15\% | (158) | 30\% | (319) | 56\% | (600) | 1076 |
| Streaming service: I currently subscribe | 16\% | (211) | 35\% | (460) | 48\% | (631) | 1302 |
| Streaming service: I subscribed in the past | 18\% | (41) | 23\% | (55) | 59\% | (138) | 234 |
| Streaming service: I have never subscribed | $11 \%$ | (73) | 30\% | (201) | 59\% | (389) | 663 |
| Film: An avid fan | 19\% | (147) | $34 \%$ | (265) | 47\% | (367) | 779 |
| Film: A casual fan | 14\% | (157) | $32 \%$ | (370) | 54\% | (625) | 1153 |
| Film: Not a fan | 8\% | (20) | 30\% | (81) | 62\% | (166) | 267 |
| Television: An avid fan | 19\% | (217) | $33 \%$ | (376) | 49\% | (561) | 1154 |
| Television: A casual fan | $11 \%$ | (99) | $34 \%$ | (304) | 56\% | (504) | 907 |
| Television: Not a fan | 7\% | (9) | 27\% | (37) | 67\% | (93) | 139 |
| Music: An avid fan | 16\% | (188) | $34 \%$ | (388) | 50\% | (576) | 1152 |
| Music: A casual fan | 14\% | (127) | $33 \%$ | (297) | 53\% | (484) | 907 |
| Music: Not a fan | 7\% | (10) | 23\% | (32) | 70\% | (98) | 140 |
| Fashion: An avid fan | 28\% | (95) | $31 \%$ | (107) | $41 \%$ | (141) | 342 |
| Fashion: A casual fan | 14\% | (119) | $31 \%$ | (269) | $55 \%$ | (473) | 861 |
| Fashion: Not a fan | $11 \%$ | (111) | $34 \%$ | (341) | 55\% | (544) | 996 |

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

Table HR19_8: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not? Tulsi Gabbard

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 13\% | (277) | $31 \%$ | (671) | 57\% | (1251) | 2199 |
| Gender: Male | 17\% | (178) | $34 \%$ | (356) | 50\% | (528) | 1061 |
| Gender: Female | 9\% | (99) | 28\% | (316) | 64\% | (723) | 1138 |
| Age: 18-29 | 15\% | (62) | 26\% | (108) | 59\% | (241) | 411 |
| Age: 30-44 | 14\% | (85) | 27\% | (160) | 59\% | (355) | 600 |
| Age: 45-54 | $11 \%$ | (37) | 33\% | (111) | 56\% | (186) | 335 |
| Age: 55-64 | 13\% | (53) | 32\% | (134) | 55\% | (230) | 417 |
| Age: 65+ | 9\% | (40) | 36\% | (158) | 55\% | (239) | 436 |
| Generation Z: 18-21 | 9\% | (10) | 27\% | (31) | 65\% | (75) | 116 |
| Millennial: Age 22-37 | 16\% | (105) | 27\% | (177) | 57\% | (375) | 657 |
| Generation X: Age 38-53 | 12\% | (63) | 29\% | (160) | 59\% | (321) | 543 |
| Boomers: Age 54-72 | $11 \%$ | (88) | 34\% | (266) | 54\% | (418) | 772 |
| PID: Dem (no lean) | 20\% | (158) | 22\% | (177) | 58\% | (471) | 806 |
| PID: Ind (no lean) | 8\% | (61) | 28\% | (212) | 64\% | (481) | 754 |
| PID: Rep (no lean) | 9\% | (58) | 44\% | (283) | 47\% | (299) | 639 |
| PID/Gender: Dem Men | 26\% | (103) | 24\% | (94) | 50\% | (199) | 395 |
| PID/Gender: Dem Women | 14\% | (56) | 20\% | (83) | 66\% | (272) | 411 |
| PID/Gender: Ind Men | 13\% | (41) | 30\% | (98) | 57\% | (187) | 326 |
| PID/Gender: Ind Women | 5\% | (20) | 27\% | (114) | 69\% | (294) | 427 |
| PID/Gender: Rep Men | 10\% | (34) | 48\% | (164) | 42\% | (141) | 339 |
| PID/Gender: Rep Women | 8\% | (23) | 40\% | (119) | 52\% | (157) | 300 |
| Ideo: Liberal (1-3) | 22\% | (148) | 22\% | (151) | 56\% | (375) | 674 |
| Ideo: Moderate (4) | 13\% | (71) | $31 \%$ | (166) | 56\% | (307) | 544 |
| Ideo: Conservative (5-7) | 8\% | (54) | 43\% | (306) | 49\% | (352) | 712 |
| Educ: < College | $11 \%$ | (169) | 30\% | (448) | 59\% | (894) | 1512 |
| Educ: Bachelors degree | 15\% | (68) | 32\% | (142) | 53\% | (233) | 444 |
| Educ: Post-grad | 16\% | (39) | 33\% | (81) | 51\% | (123) | 243 |

[^287]Table HR19_8: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not? Tulsi Gabbard

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 13\% | (277) | 31\% | (671) | 57\% | (1251) | 2199 |
| Income: Under 50k | 13\% | (162) | 27\% | (355) | 60\% | (779) | 1297 |
| Income: 50k-100k | 13\% | (79) | 35\% | (214) | 52\% | (323) | 615 |
| Income: 100k+ | 12\% | (36) | 36\% | (102) | 52\% | (149) | 287 |
| Ethnicity: White | 9\% | (162) | 32\% | (558) | 58\% | (1002) | 1722 |
| Ethnicity: Hispanic | 19\% | (67) | 22\% | (77) | 59\% | (206) | 350 |
| Ethnicity: Afr. Am. | 26\% | (71) | 17\% | (45) | 58\% | (159) | 274 |
| Ethnicity: Other | 22\% | (44) | $34 \%$ | (68) | 45\% | (91) | 203 |
| Relig: Protestant | 9\% | (51) | 40\% | (218) | 50\% | (270) | 539 |
| Relig: Roman Catholic | 19\% | (81) | 30\% | (132) | 51\% | (223) | 436 |
| Relig: Something Else | 7\% | (13) | 26\% | (48) | 68\% | (126) | 187 |
| Relig: Jewish | 7\% | (4) | 32\% | (17) | 61\% | (33) | 54 |
| Relig: Evangelical | 12\% | (100) | $31 \%$ | (248) | 57\% | (457) | 805 |
| Relig: Non-Evang. Catholics | 13\% | (46) | 42\% | (150) | 45\% | (161) | 357 |
| Relig: All Christian | 12\% | (145) | 34\% | (398) | 53\% | (618) | 1161 |
| Relig: All Non-Christian | 11\% | (26) | 25\% | (56) | 63\% | (142) | 224 |
| Community: Urban | 18\% | (106) | 28\% | (161) | 54\% | (308) | 575 |
| Community: Suburban | 12\% | (117) | $31 \%$ | (305) | 57\% | (559) | 982 |
| Community: Rural | 8\% | (54) | 32\% | (205) | 60\% | (384) | 643 |
| Employ: Private Sector | 15\% | (98) | 33\% | (219) | 52\% | (343) | 661 |
| Employ: Government | 21\% | (27) | 36\% | (44) | 43\% | (54) | 124 |
| Employ: Self-Employed | 12\% | (23) | 35\% | (69) | 53\% | (104) | 195 |
| Employ: Homemaker | 11\% | (19) | 24\% | (41) | 64\% | (109) | 170 |
| Employ: Student | 17\% | (13) | 25\% | (20) | 58\% | (46) | 79 |
| Employ: Retired | 9\% | (49) | 36\% | (186) | 55\% | (288) | 523 |
| Employ: Unemployed | 13\% | (35) | 21\% | (56) | 65\% | (171) | 262 |
| Employ: Other | 6\% | (12) | 19\% | (36) | 74\% | (137) | 185 |
| Military HH: Yes | 12\% | (46) | 35\% | (133) | 53\% | (205) | 384 |
| Military HH: No | 13\% | (231) | 30\% | (538) | 58\% | (1046) | 1815 |
| RD/WT: Right Direction | 11\% | (87) | 39\% | (325) | 50\% | (414) | 826 |
| RD/WT: Wrong Track | 14\% | (190) | 25\% | (346) | 61\% | (837) | 1373 |

Continued on next page

Table HR19_8: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not? Tulsi Gabbard

\left.| Demographic | I want them to appear |  | I don't want them to | Don't know / No |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: |
| opinion |  |  |  |  |$\right]$| appear on SNL |
| :--- |

[^288]Table HR19_8: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not? Tulsi Gabbard

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 13\% | (277) | $31 \%$ | (671) | 57\% | (1251) | 2199 |
| 2012 Vote: Barack Obama | 19\% | (165) | $24 \%$ | (204) | 57\% | (486) | 854 |
| 2012 Vote: Mitt Romney | 7\% | (34) | 44\% | (219) | 49\% | (247) | 501 |
| 2012 Vote: Other | 9\% | (8) | $42 \%$ | (36) | 50\% | (43) | 87 |
| 2012 Vote: Didn't Vote | 9\% | (70) | 28\% | (212) | 63\% | (471) | 752 |
| 4-Region: Northeast | 15\% | (57) | 30\% | (120) | 55\% | (217) | 394 |
| 4-Region: Midwest | 12\% | (55) | 36\% | (165) | 53\% | (243) | 462 |
| 4-Region: South | 11\% | (94) | 29\% | (237) | 60\% | (493) | 824 |
| 4-Region: West | 14\% | (71) | 29\% | (150) | 57\% | (298) | 519 |
| TV shows: Every day | 15\% | (168) | $31 \%$ | (361) | 54\% | (619) | 1148 |
| TV shows: Several times per week | 13\% | (66) | $33 \%$ | (169) | 54\% | (278) | 512 |
| TV shows: About once per week | 9\% | (13) | 29\% | (42) | 62\% | (89) | 144 |
| TV shows: Several times per month | 17\% | (17) | 28\% | (28) | 55\% | (56) | 101 |
| TV shows: About once per month | 7\% | (4) | 26\% | (13) | 66\% | (32) | 48 |
| TV shows: Less often than once per month | 6\% | (4) | 26\% | (20) | 68\% | (53) | 78 |
| TV shows: Never | 3\% | (5) | 23\% | (39) | 74\% | (124) | 169 |
| Movies: Every day | 22\% | (87) | $31 \%$ | (123) | 48\% | (189) | 399 |
| Movies: Several times per week | 12\% | (69) | 35\% | (200) | 53\% | (305) | 574 |
| Movies: About once per week | 13\% | (50) | $31 \%$ | (121) | 55\% | (213) | 383 |
| Movies: Several times per month | 13\% | (36) | 27\% | (74) | 60\% | (163) | 273 |
| Movies: About once per month | 9\% | (16) | 33\% | (57) | 58\% | (100) | 173 |
| Movies: Less often than once per month | 7\% | (13) | 26\% | (52) | 67\% | (135) | 201 |
| Movies: Never | 3\% | (7) | $22 \%$ | (44) | 74\% | (145) | 196 |
| Sports: Every day | 27\% | (42) | $32 \%$ | (51) | 41\% | (65) | 158 |
| Sports: Several times per week | 17\% | (57) | 40\% | (132) | 43\% | (143) | 332 |
| Sports: About once per week | 17\% | (48) | 33\% | (92) | 50\% | (140) | 279 |
| Sports: Several times per month | 13\% | (30) | 30\% | (68) | 57\% | (130) | 228 |
| Sports: About once per month | 13\% | (23) | 28\% | (49) | 58\% | (102) | 174 |
| Sports: Less often than once per month | 8\% | (29) | $31 \%$ | (113) | 61\% | (221) | 363 |
| Sports: Never | 7\% | (48) | 25\% | (167) | 68\% | (451) | 666 |

Continued on next page

Table HR19_8: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Tulsi Gabbard

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 13\% | (277) | $31 \%$ | (671) | 57\% | (1251) | 2199 |
| Cable: I currently subscribe | 17\% | (185) | 31\% | (344) | 52\% | (579) | 1108 |
| Cable: I subscribed in the past | 10\% | (73) | 32\% | (232) | 58\% | (422) | 727 |
| Cable: I have never subscribed | 5\% | (19) | 26\% | (96) | 68\% | (249) | 365 |
| Satellite television: I currently subscribe | 12\% | (64) | $33 \%$ | (171) | 55\% | (290) | 526 |
| Satellite television: I subscribed in the past | 13\% | (77) | 35\% | (206) | 53\% | (314) | 597 |
| Satellite television: I have never subscribed | 13\% | (136) | 27\% | (294) | 60\% | (646) | 1076 |
| Streaming service: I currently subscribe | 14\% | (181) | 33\% | (425) | 53\% | (696) | 1302 |
| Streaming service: I subscribed in the past | 18\% | (42) | 23\% | (55) | 59\% | (137) | 234 |
| Streaming service: I have never subscribed | 8\% | (54) | 29\% | (192) | 63\% | (418) | 663 |
| Film: An avid fan | 17\% | (133) | $30 \%$ | (237) | 53\% | (409) | 779 |
| Film: A casual fan | 11\% | (128) | $31 \%$ | (357) | 58\% | (667) | 1153 |
| Film: Not a fan | 6\% | (16) | 29\% | (77) | 65\% | (174) | 267 |
| Television: An avid fan | 17\% | (192) | $31 \%$ | (353) | 53\% | (609) | 1154 |
| Television: A casual fan | 9\% | (80) | 31\% | (282) | 60\% | (544) | 907 |
| Television: Not a fan | 4\% | (5) | 26\% | (36) | 71\% | (98) | 139 |
| Music: An avid fan | 14\% | (166) | $31 \%$ | (362) | 54\% | (623) | 1152 |
| Music: A casual fan | 11\% | (103) | 31\% | (278) | 58\% | (527) | 907 |
| Music: Not a fan | 6\% | (8) | 22\% | (31) | $72 \%$ | (101) | 140 |
| Fashion: An avid fan | 28\% | (95) | 28\% | (97) | 44\% | (150) | 342 |
| Fashion: A casual fan | 10\% | (90) | 30\% | (256) | 60\% | (515) | 861 |
| Fashion: Not a fan | 9\% | (93) | $32 \%$ | (318) | 59\% | (585) | 996 |

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

Table HR19_9: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
John Delaney

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (255) | 31\% | (693) | 57\% | (1251) | 2199 |
| Gender: Male | 15\% | (158) | 34\% | (365) | 51\% | (538) | 1061 |
| Gender: Female | 9\% | (97) | 29\% | (327) | 63\% | (714) | 1138 |
| Age: 18-29 | 15\% | (62) | 25\% | (104) | 60\% | (245) | 411 |
| Age: 30-44 | 13\% | (75) | 28\% | (167) | 60\% | (358) | 600 |
| Age: 45-54 | 12\% | (40) | 34\% | (115) | 54\% | (180) | 335 |
| Age: 55-64 | 11\% | (47) | 35\% | (145) | 54\% | (225) | 417 |
| Age: 65+ | 7\% | (32) | 37\% | (161) | 56\% | (243) | 436 |
| Generation Z: 18-21 | 13\% | (15) | 21\% | (24) | 66\% | (77) | 116 |
| Millennial: Age 22-37 | 13\% | (87) | 29\% | (189) | 58\% | (381) | 657 |
| Generation X: Age 38-53 | 12\% | (68) | 29\% | (160) | 58\% | (316) | 543 |
| Boomers: Age 54-72 | 10\% | (77) | 37\% | (282) | 54\% | (413) | 772 |
| PID: Dem (no lean) | 18\% | (145) | 24\% | (191) | 58\% | (470) | 806 |
| PID: Ind (no lean) | 8\% | (59) | 28\% | (209) | 64\% | (486) | 754 |
| PID: Rep (no lean) | 8\% | (52) | 46\% | (292) | 46\% | (296) | 639 |
| PID/Gender: Dem Men | 24\% | (95) | 24\% | (94) | $52 \%$ | (206) | 395 |
| PID/Gender: Dem Women | 12\% | (50) | 24\% | (97) | 64\% | (264) | 411 |
| PID/Gender: Ind Men | 10\% | (31) | 31\% | (102) | 59\% | (192) | 326 |
| PID/Gender: Ind Women | 6\% | (27) | 25\% | (107) | 69\% | (293) | 427 |
| PID/Gender: Rep Men | 9\% | (31) | 50\% | (169) | 41\% | (140) | 339 |
| PID/Gender: Rep Women | 7\% | (20) | 41\% | (123) | 52\% | (156) | 300 |
| Ideo: Liberal (1-3) | 19\% | (130) | 23\% | (157) | 57\% | (387) | 674 |
| Ideo: Moderate (4) | 12\% | (63) | 32\% | (176) | 56\% | (305) | 544 |
| Ideo: Conservative (5-7) | 8\% | (58) | 45\% | (318) | 47\% | (336) | 712 |
| Educ: < College | 12\% | (176) | 31\% | (463) | 58\% | (872) | 1512 |
| Educ: Bachelors degree | 12\% | (52) | $33 \%$ | (146) | 55\% | (246) | 444 |
| Educ: Post-grad | 11\% | (28) | 34\% | (83) | 54\% | (133) | 243 |

[^289]Table HR19_9: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
John Delaney

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (255) | 31\% | (693) | 57\% | (1251) | 2199 |
| Income: Under 50k | 11\% | (147) | 30\% | (383) | 59\% | (766) | 1297 |
| Income: 50k-100k | 13\% | (81) | 33\% | (202) | 54\% | (331) | 615 |
| Income: 100k+ | 9\% | (27) | 37\% | (107) | 53\% | (154) | 287 |
| Ethnicity: White | 10\% | (164) | $33 \%$ | (562) | 58\% | (996) | 1722 |
| Ethnicity: Hispanic | 17\% | (58) | 24\% | (82) | 60\% | (209) | 350 |
| Ethnicity: Afr. Am. | 22\% | (59) | 21\% | (58) | 57\% | (157) | 274 |
| Ethnicity: Other | 16\% | (32) | $36 \%$ | (72) | 49\% | (99) | 203 |
| Relig: Protestant | 11\% | (57) | 39\% | (208) | 51\% | (274) | 539 |
| Relig: Roman Catholic | 15\% | (67) | 34\% | (148) | 51\% | (222) | 436 |
| Relig: Something Else | 6\% | (12) | 27\% | (51) | 66\% | (123) | 187 |
| Relig: Jewish | 8\% | (4) | 30\% | (16) | 62\% | (34) | 54 |
| Relig: Evangelical | 10\% | (84) | 32\% | (257) | 58\% | (463) | 805 |
| Relig: Non-Evang. Catholics | 15\% | (52) | 42\% | (150) | 43\% | (155) | 357 |
| Relig: All Christian | 12\% | (136) | 35\% | (407) | 53\% | (619) | 1161 |
| Relig: All Non-Christian | 12\% | (27) | 24\% | (54) | 64\% | (144) | 224 |
| Community: Urban | 15\% | (88) | 27\% | (155) | 58\% | (332) | 575 |
| Community: Suburban | 12\% | (119) | 33\% | (320) | 55\% | (542) | 982 |
| Community: Rural | 7\% | (48) | 34\% | (217) | 59\% | (377) | 643 |
| Employ: Private Sector | 14\% | (92) | 34\% | (222) | 52\% | (347) | 661 |
| Employ: Government | 15\% | (18) | 40\% | (50) | 45\% | (56) | 124 |
| Employ: Self-Employed | 14\% | (27) | 34\% | (66) | 53\% | (103) | 195 |
| Employ: Homemaker | 10\% | (17) | 28\% | (47) | 63\% | (107) | 170 |
| Employ: Student | 16\% | (13) | 30\% | (24) | 54\% | (43) | 79 |
| Employ: Retired | 8\% | (43) | 37\% | (195) | 55\% | (286) | 523 |
| Employ: Unemployed | 12\% | (32) | 23\% | (59) | 65\% | (171) | 262 |
| Employ: Other | 8\% | (14) | 17\% | (31) | 76\% | (140) | 185 |
| Military HH: Yes | $11 \%$ | (42) | 36\% | (137) | 53\% | (205) | 384 |
| Military HH: No | 12\% | (213) | $31 \%$ | (556) | 58\% | (1046) | 1815 |
| RD/WT: Right Direction | 9\% | (74) | 41\% | (335) | 50\% | (417) | 826 |
| RD/WT: Wrong Track | 13\% | (181) | 26\% | (357) | 61\% | (834) | 1373 |

[^290]Table HR19_9: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
John Delaney

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (255) | $31 \%$ | (693) | 57\% | (1251) | 2199 |
| Trump Job Approve | 9\% | (81) | 43\% | (370) | 48\% | (419) | 870 |
| Trump Job Disapprove | 14\% | (171) | 26\% | (316) | 60\% | (740) | 1227 |
| Trump Job Strongly Approve | 9\% | (38) | 45\% | (196) | 47\% | (206) | 440 |
| Trump Job Somewhat Approve | 10\% | (43) | 40\% | (174) | 49\% | (212) | 429 |
| Trump Job Somewhat Disapprove | 10\% | (30) | 30\% | (88) | 60\% | (179) | 297 |
| Trump Job Strongly Disapprove | 15\% | (141) | 25\% | (228) | 60\% | (561) | 930 |
| Favorable of Trump | 9\% | (78) | 44\% | (372) | 47\% | (398) | 847 |
| Unfavorable of Trump | 14\% | (172) | 25\% | (308) | 60\% | (732) | 1212 |
| Very Favorable of Trump | 9\% | (43) | 44\% | (208) | 48\% | (228) | 479 |
| Somewhat Favorable of Trump | 9\% | (35) | 44\% | (163) | 46\% | (170) | 368 |
| Somewhat Unfavorable of Trump | 10\% | (24) | $32 \%$ | (74) | 58\% | (138) | 236 |
| Very Unfavorable of Trump | 15\% | (149) | 24\% | (233) | 61\% | (594) | 976 |
| \#1 Issue: Economy | 10\% | (58) | $33 \%$ | (183) | 57\% | (319) | 560 |
| \#1 Issue: Security | 6\% | (28) | 45\% | (197) | 49\% | (215) | 441 |
| \#1 Issue: Health Care | 18\% | (68) | 20\% | (73) | 62\% | (228) | 368 |
| \#1 Issue: Medicare / Social Security | 12\% | (42) | 34\% | (123) | 54\% | (194) | 359 |
| \#1 Issue: Women's Issues | 18\% | (22) | $21 \%$ | (26) | 61\% | (77) | 126 |
| \#1 Issue: Education | 9\% | (14) | 27\% | (42) | 64\% | (98) | 154 |
| \#1 Issue: Energy | 17\% | (17) | 23\% | (23) | 60\% | (60) | 100 |
| \#1 Issue: Other | 6\% | (6) | 28\% | (26) | 66\% | (61) | 93 |
| 2018 House Vote: Democrat | 19\% | (157) | 24\% | (203) | 57\% | (480) | 839 |
| 2018 House Vote: Republican | 8\% | (52) | 48\% | (309) | 44\% | (282) | 643 |
| 2018 House Vote: Someone else | 1\% | (1) | 29\% | (30) | 71\% | (74) | 105 |
| 2018 House Vote: Didnt Vote | 7\% | (43) | 25\% | (149) | 68\% | (413) | 605 |
| 2016 Vote: Hillary Clinton | 20\% | (141) | 22\% | (156) | 59\% | (422) | 719 |
| 2016 Vote: Donald Trump | 8\% | (54) | 48\% | (322) | 44\% | (290) | 666 |
| 2016 Vote: Someone else | 7\% | (13) | 37\% | (65) | $56 \%$ | (100) | 178 |
| 2016 Vote: Didnt Vote | 8\% | (48) | 23\% | (146) | 69\% | (435) | 629 |
| Voted in 2014: Yes | 13\% | (183) | 35\% | (473) | 52\% | (710) | 1366 |
| Voted in 2014: No | 9\% | (72) | 26\% | (220) | 65\% | (541) | 833 |

Continued on next page

Table HR19_9: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
John Delaney

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total $\mathbf{N}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (255) | 31\% | (693) | 57\% | (1251) | 2199 |
| 2012 Vote: Barack Obama | 18\% | (155) | 24\% | (202) | 58\% | (497) | 854 |
| 2012 Vote: Mitt Romney | 6\% | (32) | 47\% | (237) | 46\% | (233) | 501 |
| 2012 Vote: Other | $3 \%$ | (2) | 44\% | (39) | 53\% | (46) | 87 |
| 2012 Vote: Didn't Vote | 9\% | (66) | 29\% | (215) | 63\% | (472) | 752 |
| 4-Region: Northeast | 13\% | (52) | 30\% | (116) | 57\% | (226) | 394 |
| 4-Region: Midwest | 12\% | (53) | 35\% | (163) | 53\% | (246) | 462 |
| 4-Region: South | 12\% | (97) | 30\% | (249) | 58\% | (478) | 824 |
| 4-Region: West | 10\% | (53) | 32\% | (164) | 58\% | (301) | 519 |
| TV shows: Every day | 15\% | (174) | $31 \%$ | (358) | 54\% | (617) | 1148 |
| TV shows: Several times per week | 8\% | (40) | 35\% | (178) | 57\% | (294) | 512 |
| TV shows: About once per week | 9\% | (14) | 34\% | (48) | 57\% | (82) | 144 |
| TV shows: Several times per month | $11 \%$ | (12) | 36\% | (37) | 52\% | (53) | 101 |
| TV shows: About once per month | 8\% | (4) | 25\% | (12) | 67\% | (32) | 48 |
| TV shows: Less often than once per month | 6\% | (5) | 29\% | (23) | 65\% | (50) | 78 |
| TV shows: Never | 5\% | (8) | 22\% | (37) | 73\% | (124) | 169 |
| Movies: Every day | 20\% | (78) | 28\% | (110) | 53\% | (211) | 399 |
| Movies: Several times per week | 13\% | (73) | 38\% | (218) | 49\% | (282) | 574 |
| Movies: About once per week | 12\% | (46) | 32\% | (124) | 56\% | (213) | 383 |
| Movies: Several times per month | 10\% | (28) | $31 \%$ | (86) | 59\% | (160) | 273 |
| Movies: About once per month | 6\% | (11) | 35\% | (60) | 59\% | (102) | 173 |
| Movies: Less often than once per month | 6\% | (12) | 26\% | (52) | 68\% | (137) | 201 |
| Movies: Never | 4\% | (8) | 22\% | (43) | 74\% | (146) | 196 |
| Sports: Every day | $34 \%$ | (54) | 26\% | (40) | 40\% | (64) | 158 |
| Sports: Several times per week | 15\% | (49) | 43\% | (142) | 42\% | (141) | 332 |
| Sports: About once per week | 12\% | (34) | 35\% | (98) | 53\% | (147) | 279 |
| Sports: Several times per month | 10\% | (22) | 33\% | (75) | 58\% | (131) | 228 |
| Sports: About once per month | 10\% | (18) | 26\% | (46) | 63\% | (110) | 174 |
| Sports: Less often than once per month | 7\% | (26) | 33\% | (120) | 60\% | (217) | 363 |
| Sports: Never | 8\% | (54) | 26\% | (171) | 66\% | (441) | 666 |

Continued on next page

Table HR19_9: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
John Delaney

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (255) | $31 \%$ | (693) | 57\% | (1251) | 2199 |
| Cable: I currently subscribe | 16\% | (173) | $31 \%$ | (348) | 53\% | (586) | 1108 |
| Cable: I subscribed in the past | 8\% | (60) | 34\% | (246) | 58\% | (421) | 727 |
| Cable: I have never subscribed | 6\% | (22) | $27 \%$ | (98) | 67\% | (244) | 365 |
| Satellite television: I currently subscribe | 11\% | (56) | 34\% | (179) | 55\% | (290) | 526 |
| Satellite television: I subscribed in the past | 12\% | (73) | 36\% | (214) | 52\% | (310) | 597 |
| Satellite television: I have never subscribed | 12\% | (126) | 28\% | (299) | 61\% | (651) | 1076 |
| Streaming service: I currently subscribe | 13\% | (172) | 33\% | (432) | 54\% | (698) | 1302 |
| Streaming service: I subscribed in the past | 15\% | (35) | 27\% | (63) | 58\% | (135) | 234 |
| Streaming service: I have never subscribed | 7\% | (49) | 30\% | (197) | 63\% | (418) | 663 |
| Film: An avid fan | 18\% | (138) | $31 \%$ | (244) | 51\% | (397) | 779 |
| Film: A casual fan | 9\% | (106) | 32\% | (369) | 59\% | (678) | 1153 |
| Film: Not a fan | 4\% | (11) | 30\% | (79) | 66\% | (177) | 267 |
| Television: An avid fan | 15\% | (177) | 32\% | (371) | 53\% | (606) | 1154 |
| Television: A casual fan | 8\% | (74) | $31 \%$ | (285) | 60\% | (548) | 907 |
| Television: Not a fan | 4\% | (5) | 26\% | (36) | 70\% | (98) | 139 |
| Music: An avid fan | 15\% | (170) | $31 \%$ | (360) | 54\% | (622) | 1152 |
| Music: A casual fan | 9\% | (79) | $33 \%$ | (303) | 58\% | (525) | 907 |
| Music: Not a fan | 5\% | (6) | $21 \%$ | (29) | 75\% | (104) | 140 |
| Fashion: An avid fan | $31 \%$ | (106) | 26\% | (90) | 43\% | (147) | 342 |
| Fashion: A casual fan | 9\% | (76) | 32\% | (274) | 59\% | (511) | 861 |
| Fashion: Not a fan | 7\% | (74) | $33 \%$ | (329) | 60\% | (593) | 996 |

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

Table HR19_10: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
John Kasich

| Demographic | I want them to appear <br> on SNL | I don't want them to <br> appear on SNL | Don't know / No <br> opinion |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | Total N |  |  |

[^291]Table HR19_10: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
John Kasich

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 16\% | (354) | 33\% | (727) | 51\% | (1117) | 2199 |
| Income: Under 50k | 15\% | (197) | 30\% | (383) | 55\% | (717) | 1297 |
| Income: 50k-100k | 17\% | (105) | 38\% | (232) | 45\% | (278) | 615 |
| Income: 100k+ | 18\% | (52) | 39\% | (113) | 43\% | (122) | 287 |
| Ethnicity: White | 13\% | (230) | 36\% | (617) | 51\% | (875) | 1722 |
| Ethnicity: Hispanic | 24\% | (82) | 24\% | (84) | 52\% | (183) | 350 |
| Ethnicity: Afr. Am. | 28\% | (76) | 18\% | (48) | 55\% | (150) | 274 |
| Ethnicity: Other | 24\% | (48) | $31 \%$ | (62) | 46\% | (92) | 203 |
| Relig: Protestant | 15\% | (82) | 43\% | (230) | 42\% | (226) | 539 |
| Relig: Roman Catholic | 23\% | (99) | 35\% | (152) | 42\% | (185) | 436 |
| Relig: Something Else | 8\% | (15) | 30\% | (56) | 62\% | (115) | 187 |
| Relig: Jewish | 20\% | (11) | 27\% | (14) | 53\% | (29) | 54 |
| Relig: Evangelical | 16\% | (125) | $36 \%$ | (287) | 49\% | (392) | 805 |
| Relig: Non-Evang. Catholics | 20\% | (71) | 42\% | (151) | 38\% | (135) | 357 |
| Relig: All Christian | 17\% | (196) | 38\% | (438) | 45\% | (527) | 1161 |
| Relig: All Non-Christian | 14\% | (31) | 23\% | (51) | 63\% | (142) | 224 |
| Community: Urban | 18\% | (104) | 29\% | (167) | 53\% | (304) | 575 |
| Community: Suburban | 18\% | (177) | 34\% | (331) | 48\% | (474) | 982 |
| Community: Rural | 11\% | (73) | $36 \%$ | (230) | 53\% | (339) | 643 |
| Employ: Private Sector | 18\% | (121) | 37\% | (244) | 45\% | (295) | 661 |
| Employ: Government | 25\% | (32) | 38\% | (48) | 36\% | (45) | 124 |
| Employ: Self-Employed | 19\% | (38) | $32 \%$ | (63) | 48\% | (94) | 195 |
| Employ: Homemaker | 12\% | (20) | 25\% | (42) | 63\% | (108) | 170 |
| Employ: Student | 22\% | (18) | 23\% | (18) | 54\% | (43) | 79 |
| Employ: Retired | 14\% | (73) | 42\% | (218) | 44\% | (232) | 523 |
| Employ: Unemployed | 13\% | (35) | 22\% | (56) | 65\% | (170) | 262 |
| Employ: Other | 10\% | (19) | 20\% | (37) | 70\% | (129) | 185 |
| Military HH: Yes | 17\% | (66) | 38\% | (145) | 45\% | (174) | 384 |
| Military HH: No | 16\% | (289) | 32\% | (582) | 52\% | (943) | 1815 |
| RD/WT: Right Direction | 14\% | (119) | 42\% | (343) | 44\% | (365) | 826 |
| RD/WT: Wrong Track | 17\% | (236) | 28\% | (384) | 55\% | (753) | 1373 |

Continued on next page

Table HR19_10: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
John Kasich

\left.| Demographic | I want them to appear |  | I don't want them to |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: |
| appear on SNL |  |  |  |\(\right\left.] \begin{array}{c}Don't know / No <br>

opinion\end{array}\right]\)

Continued on next page

Table HR19_10: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
John Kasich

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 16\% | (354) | $33 \%$ | (727) | $51 \%$ | (1117) | 2199 |
| 2012 Vote: Barack Obama | 24\% | (207) | 27\% | (229) | 49\% | (418) | 854 |
| 2012 Vote: Mitt Romney | 11\% | (53) | 53\% | (264) | 37\% | (184) | 501 |
| 2012 Vote: Other | 10\% | (8) | 42\% | (36) | 49\% | (43) | 87 |
| 2012 Vote: Didn't Vote | 12\% | (87) | 26\% | (198) | 62\% | (467) | 752 |
| 4-Region: Northeast | 18\% | (72) | 34\% | (134) | 48\% | (188) | 394 |
| 4-Region: Midwest | 15\% | (69) | 37\% | (173) | 48\% | (221) | 462 |
| 4-Region: South | 16\% | (134) | $32 \%$ | (267) | 51\% | (424) | 824 |
| 4-Region: West | 15\% | (80) | 30\% | (154) | 55\% | (285) | 519 |
| TV shows: Every day | 19\% | (214) | 34\% | (394) | 47\% | (540) | 1148 |
| TV shows: Several times per week | 15\% | (76) | 35\% | (179) | 50\% | (257) | 512 |
| TV shows: About once per week | 18\% | (25) | 30\% | (43) | 52\% | (75) | 144 |
| TV shows: Several times per month | 19\% | (20) | 34\% | (34) | 47\% | (47) | 101 |
| TV shows: About once per month | 9\% | (4) | 23\% | (11) | 68\% | (32) | 48 |
| TV shows: Less often than once per month | 6\% | (4) | 39\% | (30) | 56\% | (43) | 78 |
| TV shows: Never | 6\% | (11) | 21\% | (36) | 72\% | (122) | 169 |
| Movies: Every day | 23\% | (90) | $31 \%$ | (125) | 46\% | (184) | 399 |
| Movies: Several times per week | 18\% | (101) | 37\% | (214) | 45\% | (259) | 574 |
| Movies: About once per week | 18\% | (71) | 33\% | (127) | 48\% | (185) | 383 |
| Movies: Several times per month | 14\% | (40) | 33\% | (89) | 53\% | (144) | 273 |
| Movies: About once per month | 12\% | (21) | 39\% | (67) | 49\% | (85) | 173 |
| Movies: Less often than once per month | 11\% | (23) | 28\% | (55) | 61\% | (123) | 201 |
| Movies: Never | 5\% | (9) | 25\% | (50) | 70\% | (137) | 196 |
| Sports: Every day | $32 \%$ | (50) | 33\% | (51) | 36\% | (57) | 158 |
| Sports: Several times per week | 19\% | (62) | 42\% | (141) | 39\% | (129) | 332 |
| Sports: About once per week | 24\% | (68) | 34\% | (96) | 41\% | (115) | 279 |
| Sports: Several times per month | 17\% | (39) | $33 \%$ | (76) | 50\% | (113) | 228 |
| Sports: About once per month | 14\% | (24) | 31\% | (54) | 55\% | (96) | 174 |
| Sports: Less often than once per month | 13\% | (49) | 36\% | (129) | $51 \%$ | (185) | 363 |
| Sports: Never | 9\% | (62) | 27\% | (180) | 64\% | (423) | 666 |

Continued on next page

Table HR19_10: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
John Kasich

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 16\% | (354) | $33 \%$ | (727) | 51\% | (1117) | 2199 |
| Cable: I currently subscribe | 21\% | (234) | $33 \%$ | (368) | 46\% | (506) | 1108 |
| Cable: I subscribed in the past | 13\% | (97) | 34\% | (248) | 53\% | (382) | 727 |
| Cable: I have never subscribed | 6\% | (23) | $31 \%$ | (112) | 63\% | (229) | 365 |
| Satellite television: I currently subscribe | 15\% | (79) | 37\% | (193) | 48\% | (254) | 526 |
| Satellite television: I subscribed in the past | 17\% | (99) | $34 \%$ | (204) | 49\% | (294) | 597 |
| Satellite television: I have never subscribed | 16\% | (176) | $31 \%$ | (330) | 53\% | (570) | 1076 |
| Streaming service: I currently subscribe | 18\% | (239) | 35\% | (461) | 46\% | (602) | 1302 |
| Streaming service: I subscribed in the past | 17\% | (40) | 26\% | (62) | 56\% | (132) | 234 |
| Streaming service: I have never subscribed | 11\% | (75) | $31 \%$ | (204) | 58\% | (384) | 663 |
| Film: An avid fan | 20\% | (158) | 36\% | (277) | 44\% | (344) | 779 |
| Film: A casual fan | 15\% | (172) | 32\% | (372) | 53\% | (609) | 1153 |
| Film: Not a fan | 9\% | (25) | 29\% | (77) | 62\% | (165) | 267 |
| Television: An avid fan | 20\% | (229) | 35\% | (400) | 45\% | (524) | 1154 |
| Television: A casual fan | 13\% | (119) | 32\% | (291) | 55\% | (496) | 907 |
| Television: Not a fan | 5\% | (6) | 26\% | (36) | 69\% | (97) | 139 |
| Music: An avid fan | 18\% | (213) | $33 \%$ | (375) | 49\% | (564) | 1152 |
| Music: A casual fan | 14\% | (126) | 36\% | (324) | 50\% | (457) | 907 |
| Music: Not a fan | 11\% | (15) | 20\% | (28) | 69\% | (97) | 140 |
| Fashion: An avid fan | $31 \%$ | (106) | 25\% | (85) | 44\% | (151) | 342 |
| Fashion: A casual fan | 13\% | (114) | 34\% | (295) | $52 \%$ | (452) | 861 |
| Fashion: Not a fan | 14\% | (135) | 35\% | (347) | 52\% | (515) | 996 |

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

Table HR19_11: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Mike Pence

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 20\% | (430) | 44\% | (965) | 37\% | (804) | 2199 |
| Gender: Male | 23\% | (240) | 47\% | (503) | 30\% | (319) | 1061 |
| Gender: Female | 17\% | (190) | 41\% | (463) | 43\% | (485) | 1138 |
| Age: 18-29 | 22\% | (89) | $31 \%$ | (127) | 47\% | (195) | 411 |
| Age: 30-44 | 23\% | (137) | 38\% | (226) | 40\% | (238) | 600 |
| Age: 45-54 | 17\% | (57) | 47\% | (158) | 36\% | (120) | 335 |
| Age: 55-64 | 17\% | (73) | 53\% | (220) | 30\% | (124) | 417 |
| Age: 65+ | 17\% | (75) | 53\% | (233) | 29\% | (128) | 436 |
| Generation Z: 18-21 | 24\% | (27) | 27\% | (31) | 50\% | (58) | 116 |
| Millennial: Age 22-37 | 23\% | (149) | 36\% | (238) | 41\% | (270) | 657 |
| Generation X: Age 38-53 | 18\% | (100) | 41\% | (224) | 40\% | (219) | 543 |
| Boomers: Age 54-72 | 18\% | (137) | 53\% | (409) | 29\% | (226) | 772 |
| PID: Dem (no lean) | 22\% | (174) | 44\% | (355) | 34\% | (277) | 806 |
| PID: Ind (no lean) | 18\% | (135) | 37\% | (279) | 45\% | (340) | 754 |
| PID: Rep (no lean) | 19\% | (120) | 52\% | (332) | 29\% | (187) | 639 |
| PID/Gender: Dem Men | 23\% | (92) | 49\% | (193) | 28\% | (111) | 395 |
| PID/Gender: Dem Women | 20\% | (83) | 39\% | (162) | 40\% | (166) | 411 |
| PID/Gender: Ind Men | 22\% | (72) | 40\% | (132) | 37\% | (122) | 326 |
| PID/Gender: Ind Women | 15\% | (63) | 34\% | (147) | 51\% | (218) | 427 |
| PID/Gender: Rep Men | 22\% | (76) | 52\% | (178) | 25\% | (86) | 339 |
| PID/Gender: Rep Women | 15\% | (45) | 51\% | (154) | 34\% | (101) | 300 |
| Ideo: Liberal (1-3) | 25\% | (167) | 45\% | (307) | 30\% | (201) | 674 |
| Ideo: Moderate (4) | 21\% | (117) | 43\% | (234) | 35\% | (193) | 544 |
| Ideo: Conservative (5-7) | 18\% | (130) | 52\% | (372) | 30\% | (210) | 712 |
| Educ: < College | 19\% | (283) | 40\% | (600) | 42\% | (629) | 1512 |
| Educ: Bachelors degree | 22\% | (98) | 54\% | (239) | 24\% | (107) | 444 |
| Educ: Post-grad | 20\% | (49) | 52\% | (126) | 28\% | (69) | 243 |

[^292]Table HR19_11: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not? Mike Pence

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 20\% | (430) | 44\% | (965) | 37\% | (804) | 2199 |
| Income: Under 50k | 18\% | (231) | 40\% | (524) | 42\% | (542) | 1297 |
| Income: 50k-100k | 24\% | (148) | 45\% | (280) | 30\% | (187) | 615 |
| Income: 100k+ | 18\% | (51) | $56 \%$ | (162) | 26\% | (75) | 287 |
| Ethnicity: White | 18\% | (309) | 46\% | (798) | 36\% | (615) | 1722 |
| Ethnicity: Hispanic | 25\% | (88) | 32\% | (111) | 43\% | (150) | 350 |
| Ethnicity: Afr. Am. | 27\% | (74) | 31\% | (84) | 42\% | (116) | 274 |
| Ethnicity: Other | 23\% | (47) | 41\% | (83) | 36\% | (73) | 203 |
| Relig: Protestant | 19\% | (101) | 51\% | (275) | 30\% | (162) | 539 |
| Relig: Roman Catholic | 22\% | (96) | 47\% | (205) | $31 \%$ | (135) | 436 |
| Relig: Something Else | 17\% | (31) | $37 \%$ | (68) | 47\% | (87) | 187 |
| Relig: Jewish | 21\% | (11) | 58\% | (31) | $21 \%$ | (11) | 54 |
| Relig: Evangelical | 19\% | (150) | 46\% | (371) | 35\% | (283) | 805 |
| Relig: Non-Evang. Catholics | 22\% | (78) | 50\% | (177) | 28\% | (101) | 357 |
| Relig: All Christian | 20\% | (229) | 47\% | (548) | 33\% | (384) | 1161 |
| Relig: All Non-Christian | 25\% | (55) | 31\% | (70) | 44\% | (99) | 224 |
| Community: Urban | 22\% | (126) | 42\% | (240) | 36\% | (209) | 575 |
| Community: Suburban | $21 \%$ | (202) | 46\% | (450) | 34\% | (329) | 982 |
| Community: Rural | 16\% | (102) | 43\% | (275) | 41\% | (266) | 643 |
| Employ: Private Sector | 23\% | (153) | 46\% | (301) | $31 \%$ | (207) | 661 |
| Employ: Government | 18\% | (22) | 44\% | (55) | 38\% | (47) | 124 |
| Employ: Self-Employed | 23\% | (44) | 47\% | (93) | 30\% | (58) | 195 |
| Employ: Homemaker | 17\% | (29) | 37\% | (62) | 47\% | (79) | 170 |
| Employ: Student | 37\% | (29) | 37\% | (29) | 26\% | (20) | 79 |
| Employ: Retired | 18\% | (92) | 53\% | (277) | 29\% | (154) | 523 |
| Employ: Unemployed | 14\% | (36) | 34\% | (88) | 52\% | (137) | 262 |
| Employ: Other | 13\% | (25) | $32 \%$ | (59) | 55\% | (101) | 185 |
| Military HH: Yes | 19\% | (73) | 47\% | (180) | 34\% | (131) | 384 |
| Military HH: No | 20\% | (357) | 43\% | (785) | 37\% | (673) | 1815 |
| RD/WT: Right Direction | 20\% | (165) | 45\% | (368) | 36\% | (293) | 826 |
| RD/WT: Wrong Track | 19\% | (265) | 44\% | (597) | 37\% | (511) | 1373 |

[^293]Table HR19_11: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not? Mike Pence

\left.| Demographic | I want them to appear |  | I don't want them to |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: |
| appear on SNL |  |  |  |\(\right\left.] \begin{array}{c}Don't know / No <br>

opinion\end{array}\right]\)

Continued on next page

Table HR19_11: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not? Mike Pence

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total $\mathbf{N}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 20\% | (430) | 44\% | (965) | 37\% | (804) | 2199 |
| 2012 Vote: Barack Obama | 27\% | (231) | 41\% | (352) | 32\% | (271) | 854 |
| 2012 Vote: Mitt Romney | 14\% | (71) | 60\% | (298) | 26\% | (132) | 501 |
| 2012 Vote: Other | 9\% | (8) | 57\% | (49) | 34\% | (29) | 87 |
| 2012 Vote: Didn't Vote | 16\% | (119) | 35\% | (265) | 49\% | (368) | 752 |
| 4-Region: Northeast | 17\% | (69) | 48\% | (189) | 35\% | (136) | 394 |
| 4-Region: Midwest | 17\% | (79) | 51\% | (234) | $32 \%$ | (150) | 462 |
| 4-Region: South | 20\% | (167) | 39\% | (322) | 41\% | (336) | 824 |
| 4-Region: West | 22\% | (116) | 42\% | (221) | 35\% | (183) | 519 |
| TV shows: Every day | 21\% | (247) | 47\% | (534) | $32 \%$ | (367) | 1148 |
| TV shows: Several times per week | 20\% | (102) | 47\% | (239) | $34 \%$ | (172) | 512 |
| TV shows: About once per week | 19\% | (27) | $32 \%$ | (46) | 49\% | (71) | 144 |
| TV shows: Several times per month | 19\% | (20) | 44\% | (44) | 37\% | (37) | 101 |
| TV shows: About once per month | 13\% | (6) | 35\% | (17) | 53\% | (25) | 48 |
| TV shows: Less often than once per month | 14\% | (11) | 49\% | (38) | 38\% | (29) | 78 |
| TV shows: Never | 11\% | (18) | 28\% | (47) | 61\% | (103) | 169 |
| Movies: Every day | 25\% | (99) | 39\% | (156) | 36\% | (143) | 399 |
| Movies: Several times per week | 24\% | (136) | 46\% | (263) | $31 \%$ | (176) | 574 |
| Movies: About once per week | 20\% | (75) | 47\% | (178) | 34\% | (130) | 383 |
| Movies: Several times per month | 18\% | (49) | 47\% | (129) | 35\% | (95) | 273 |
| Movies: About once per month | 14\% | (23) | 54\% | (94) | $32 \%$ | (56) | 173 |
| Movies: Less often than once per month | 15\% | (30) | 39\% | (78) | 46\% | (93) | 201 |
| Movies: Never | 9\% | (18) | 34\% | (66) | 57\% | (112) | 196 |
| Sports: Every day | 36\% | (56) | 37\% | (59) | 27\% | (43) | 158 |
| Sports: Several times per week | 25\% | (83) | 48\% | (159) | 27\% | (90) | 332 |
| Sports: About once per week | 24\% | (68) | 47\% | (130) | 29\% | (82) | 279 |
| Sports: Several times per month | 16\% | (37) | 48\% | (110) | 35\% | (80) | 228 |
| Sports: About once per month | 23\% | (40) | 44\% | (76) | $33 \%$ | (58) | 174 |
| Sports: Less often than once per month | 18\% | (64) | 48\% | (176) | 34\% | (123) | 363 |
| Sports: Never | 12\% | (81) | 38\% | (255) | 49\% | (330) | 666 |

Continued on next page

Table HR19_11: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not? Mike Pence

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 20\% | (430) | 44\% | (965) | 37\% | (804) | 2199 |
| Cable: I currently subscribe | 22\% | (247) | $46 \%$ | (508) | 32\% | (353) | 1108 |
| Cable: I subscribed in the past | 19\% | (139) | 46\% | (332) | 35\% | (256) | 727 |
| Cable: I have never subscribed | 12\% | (44) | $34 \%$ | (125) | 54\% | (196) | 365 |
| Satellite television: I currently subscribe | 21\% | (112) | 44\% | (231) | 35\% | (183) | 526 |
| Satellite television: I subscribed in the past | 20\% | (120) | 43\% | (256) | 37\% | (221) | 597 |
| Satellite television: I have never subscribed | 18\% | (198) | 44\% | (478) | 37\% | (400) | 1076 |
| Streaming service: I currently subscribe | 23\% | (294) | $46 \%$ | (603) | $31 \%$ | (406) | 1302 |
| Streaming service: I subscribed in the past | 20\% | (46) | 37\% | (87) | 43\% | (101) | 234 |
| Streaming service: I have never subscribed | 14\% | (90) | 42\% | (276) | 45\% | (297) | 663 |
| Film: An avid fan | 26\% | (202) | $46 \%$ | (357) | 28\% | (220) | 779 |
| Film: A casual fan | 17\% | (192) | 44\% | (510) | 39\% | (450) | 1153 |
| Film: Not a fan | 13\% | (36) | $36 \%$ | (98) | 50\% | (134) | 267 |
| Television: An avid fan | 24\% | (273) | 45\% | (521) | 31\% | (360) | 1154 |
| Television: A casual fan | 15\% | (140) | 44\% | (402) | 40\% | (366) | 907 |
| Television: Not a fan | 13\% | (17) | $31 \%$ | (43) | 57\% | (79) | 139 |
| Music: An avid fan | 24\% | (277) | 42\% | (481) | 34\% | (395) | 1152 |
| Music: A casual fan | 15\% | (138) | 49\% | (446) | 36\% | (324) | 907 |
| Music: Not a fan | 11\% | (15) | 28\% | (39) | 62\% | (86) | 140 |
| Fashion: An avid fan | 31\% | (105) | 38\% | (130) | 32\% | (108) | 342 |
| Fashion: A casual fan | 18\% | (154) | 44\% | (381) | 38\% | (326) | 861 |
| Fashion: Not a fan | 17\% | (171) | 46\% | (454) | 37\% | (371) | 996 |

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

Table HR19_12: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Nancy Pelosi

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $24 \%$ | (530) | 39\% | (868) | $36 \%$ | (801) | 2199 |
| Gender: Male | 27\% | (290) | 41\% | (440) | $31 \%$ | (332) | 1061 |
| Gender: Female | 21\% | (240) | 38\% | (428) | 41\% | (470) | 1138 |
| Age: 18-29 | 24\% | (98) | 29\% | (118) | 48\% | (195) | 411 |
| Age: 30-44 | 25\% | (150) | 36\% | (218) | 39\% | (232) | 600 |
| Age: 45-54 | 23\% | (77) | 45\% | (149) | 32\% | (108) | 335 |
| Age: 55-64 | 27\% | (114) | 41\% | (172) | $31 \%$ | (131) | 417 |
| Age: 65+ | 21\% | (92) | 48\% | (210) | $31 \%$ | (135) | 436 |
| Generation Z: 18-21 | 17\% | (20) | 27\% | (31) | 56\% | (66) | 116 |
| Millennial: Age 22-37 | 26\% | (170) | 35\% | (227) | 40\% | (260) | 657 |
| Generation X: Age 38-53 | 23\% | (126) | 39\% | (211) | 38\% | (207) | 543 |
| Boomers: Age 54-72 | 24\% | (188) | 45\% | (348) | 31\% | (236) | 772 |
| PID: Dem (no lean) | 39\% | (314) | 29\% | (231) | 32\% | (261) | 806 |
| PID: Ind (no lean) | 18\% | (134) | 37\% | (278) | 45\% | (341) | 754 |
| PID: Rep (no lean) | 13\% | (82) | 56\% | (359) | $31 \%$ | (199) | 639 |
| PID/Gender: Dem Men | 43\% | (170) | 28\% | (112) | 29\% | (113) | 395 |
| PID/Gender: Dem Women | 35\% | (144) | 29\% | (119) | 36\% | (148) | 411 |
| PID/Gender: Ind Men | 22\% | (73) | 39\% | (127) | 39\% | (127) | 326 |
| PID/Gender: Ind Women | 14\% | (61) | 35\% | (152) | 50\% | (215) | 427 |
| PID/Gender: Rep Men | 14\% | (46) | 59\% | (202) | 27\% | (91) | 339 |
| PID/Gender: Rep Women | 12\% | (35) | 53\% | (158) | 36\% | (107) | 300 |
| Ideo: Liberal (1-3) | 40\% | (270) | 31\% | (211) | 29\% | (193) | 674 |
| Ideo: Moderate (4) | 25\% | (134) | 39\% | (211) | 37\% | (199) | 544 |
| Ideo: Conservative (5-7) | 16\% | (113) | 54\% | (385) | 30\% | (214) | 712 |
| Educ: < College | 21\% | (321) | 38\% | (578) | 41\% | (613) | 1512 |
| Educ: Bachelors degree | 29\% | (127) | 44\% | (194) | 28\% | (123) | 444 |
| Educ: Post-grad | $33 \%$ | (81) | 40\% | (97) | 27\% | (66) | 243 |

[^294]Table HR19_12: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Nancy Pelosi

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 24\% | (530) | 39\% | (868) | 36\% | (801) | 2199 |
| Income: Under 50k | 24\% | (305) | 36\% | (465) | 41\% | (527) | 1297 |
| Income: 50k-100k | 26\% | (157) | 44\% | (272) | 30\% | (186) | 615 |
| Income: 100k+ | 24\% | (68) | 46\% | (131) | $31 \%$ | (88) | 287 |
| Ethnicity: White | 21\% | (356) | 43\% | (749) | 36\% | (617) | 1722 |
| Ethnicity: Hispanic | $34 \%$ | (118) | 29\% | (102) | 37\% | (129) | 350 |
| Ethnicity: Afr. Am. | 39\% | (106) | 18\% | (50) | 43\% | (119) | 274 |
| Ethnicity: Other | $33 \%$ | (68) | 34\% | (69) | 32\% | (66) | 203 |
| Relig: Protestant | 21\% | (115) | 48\% | (258) | $31 \%$ | (167) | 539 |
| Relig: Roman Catholic | 30\% | (132) | 40\% | (175) | 29\% | (128) | 436 |
| Relig: Something Else | 23\% | (43) | 32\% | (60) | 45\% | (83) | 187 |
| Relig: Jewish | $34 \%$ | (18) | 37\% | (20) | 30\% | (16) | 54 |
| Relig: Evangelical | 24\% | (196) | $42 \%$ | (335) | 34\% | (273) | 805 |
| Relig: Non-Evang. Catholics | 26\% | (94) | 44\% | (159) | 29\% | (104) | 357 |
| Relig: All Christian | 25\% | (290) | 42\% | (493) | $33 \%$ | (378) | 1161 |
| Relig: All Non-Christian | 19\% | (43) | 34\% | (76) | 47\% | (105) | 224 |
| Community: Urban | 31\% | (177) | $32 \%$ | (185) | 37\% | (213) | 575 |
| Community: Suburban | 25\% | (249) | 42\% | (413) | $33 \%$ | (319) | 982 |
| Community: Rural | 16\% | (104) | 42\% | (270) | 42\% | (269) | 643 |
| Employ: Private Sector | 25\% | (167) | 43\% | (286) | $31 \%$ | (208) | 661 |
| Employ: Government | 23\% | (29) | 48\% | (60) | 29\% | (36) | 124 |
| Employ: Self-Employed | 29\% | (57) | 37\% | (72) | 34\% | (66) | 195 |
| Employ: Homemaker | 17\% | (28) | 42\% | (71) | 42\% | (71) | 170 |
| Employ: Student | 35\% | (27) | 23\% | (18) | 42\% | (34) | 79 |
| Employ: Retired | 22\% | (115) | 48\% | (251) | 30\% | (158) | 523 |
| Employ: Unemployed | 21\% | (56) | 26\% | (69) | $52 \%$ | (137) | 262 |
| Employ: Other | 28\% | (51) | 23\% | (42) | 50\% | (92) | 185 |
| Military HH: Yes | 24\% | (94) | 43\% | (165) | $33 \%$ | (126) | 384 |
| Military HH: No | 24\% | (436) | 39\% | (703) | 37\% | (675) | 1815 |
| RD/WT: Right Direction | 15\% | (123) | $51 \%$ | (422) | 34\% | (282) | 826 |
| RD/WT: Wrong Track | 30\% | (407) | $33 \%$ | (446) | 38\% | (519) | 1373 |

[^295]Table HR19_12: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Nancy Pelosi

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 24\% | (530) | 39\% | (868) | $36 \%$ | (801) | 2199 |
| Trump Job Approve | 15\% | (131) | 54\% | (466) | $31 \%$ | (272) | 870 |
| Trump Job Disapprove | 32\% | (396) | 32\% | (394) | 36\% | (438) | 1227 |
| Trump Job Strongly Approve | 17\% | (74) | 54\% | (238) | 29\% | (128) | 440 |
| Trump Job Somewhat Approve | 13\% | (57) | $53 \%$ | (228) | 33\% | (144) | 429 |
| Trump Job Somewhat Disapprove | 21\% | (62) | 41\% | (123) | 38\% | (112) | 297 |
| Trump Job Strongly Disapprove | 36\% | (334) | 29\% | (271) | 35\% | (326) | 930 |
| Favorable of Trump | 15\% | (123) | 55\% | (465) | $31 \%$ | (260) | 847 |
| Unfavorable of Trump | 33\% | (402) | 32\% | (383) | 35\% | (427) | 1212 |
| Very Favorable of Trump | 14\% | (65) | 55\% | (265) | $31 \%$ | (148) | 479 |
| Somewhat Favorable of Trump | 16\% | (57) | 54\% | (199) | 30\% | (112) | 368 |
| Somewhat Unfavorable of Trump | 18\% | (43) | 44\% | (104) | 38\% | (89) | 236 |
| Very Unfavorable of Trump | 37\% | (359) | 29\% | (279) | 35\% | (338) | 976 |
| \#1 Issue: Economy | 22\% | (126) | 41\% | (229) | 37\% | (205) | 560 |
| \#1 Issue: Security | 16\% | (69) | 52\% | (230) | 32\% | (141) | 441 |
| \#1 Issue: Health Care | 30\% | (110) | 32\% | (119) | 38\% | (139) | 368 |
| \#1 Issue: Medicare / Social Security | 28\% | (102) | 39\% | (141) | 32\% | (116) | 359 |
| \#1 Issue: Women's Issues | 31\% | (39) | 26\% | (33) | 42\% | (53) | 126 |
| \#1 Issue: Education | 23\% | (35) | 37\% | (57) | 40\% | (62) | 154 |
| \#1 Issue: Energy | 37\% | (37) | 25\% | (25) | 38\% | (38) | 100 |
| \#1 Issue: Other | 13\% | (12) | 37\% | (34) | $51 \%$ | (47) | 93 |
| 2018 House Vote: Democrat | 39\% | (326) | 30\% | (252) | 31\% | (261) | 839 |
| 2018 House Vote: Republican | 14\% | (88) | 59\% | (377) | 28\% | (178) | 643 |
| 2018 House Vote: Someone else | 12\% | (13) | 45\% | (47) | 43\% | (45) | 105 |
| 2018 House Vote: Didnt Vote | 16\% | (98) | 32\% | (192) | $52 \%$ | (316) | 605 |
| 2016 Vote: Hillary Clinton | 39\% | (284) | 28\% | (201) | $32 \%$ | (234) | 719 |
| 2016 Vote: Donald Trump | 15\% | (102) | 56\% | (373) | 29\% | (191) | 666 |
| 2016 Vote: Someone else | 21\% | (37) | 50\% | (89) | 29\% | (51) | 178 |
| 2016 Vote: Didnt Vote | 17\% | (107) | 32\% | (200) | 51\% | (323) | 629 |
| Voted in 2014: Yes | 28\% | (388) | 42\% | (576) | 29\% | (402) | 1366 |
| Voted in 2014: No | 17\% | (142) | 35\% | (292) | 48\% | (399) | 833 |

Continued on next page

Table HR19_12: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Nancy Pelosi

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 24\% | (530) | 39\% | (868) | $36 \%$ | (801) | 2199 |
| 2012 Vote: Barack Obama | 38\% | (326) | $31 \%$ | (262) | 31\% | (267) | 854 |
| 2012 Vote: Mitt Romney | 12\% | (60) | 60\% | (298) | 28\% | (142) | 501 |
| 2012 Vote: Other | 20\% | (17) | 47\% | (41) | 33\% | (29) | 87 |
| 2012 Vote: Didn't Vote | 16\% | (123) | 35\% | (266) | 48\% | (363) | 752 |
| 4-Region: Northeast | 28\% | (108) | 37\% | (145) | 36\% | (140) | 394 |
| 4-Region: Midwest | 21\% | (99) | 43\% | (199) | 36\% | (165) | 462 |
| 4-Region: South | 21\% | (173) | 41\% | (336) | 38\% | (316) | 824 |
| 4-Region: West | 29\% | (150) | 36\% | (189) | 35\% | (181) | 519 |
| TV shows: Every day | 27\% | (314) | 41\% | (466) | 32\% | (368) | 1148 |
| TV shows: Several times per week | 26\% | (131) | 42\% | (214) | $33 \%$ | (167) | 512 |
| TV shows: About once per week | 17\% | (24) | 41\% | (58) | 42\% | (61) | 144 |
| TV shows: Several times per month | 18\% | (18) | 38\% | (39) | 44\% | (44) | 101 |
| TV shows: About once per month | 17\% | (8) | 28\% | (13) | 55\% | (26) | 48 |
| TV shows: Less often than once per month | 24\% | (18) | 36\% | (28) | 40\% | (31) | 78 |
| TV shows: Never | 9\% | (16) | 29\% | (49) | 62\% | (104) | 169 |
| Movies: Every day | 29\% | (114) | 37\% | (148) | 34\% | (137) | 399 |
| Movies: Several times per week | 27\% | (158) | 43\% | (250) | 29\% | (167) | 574 |
| Movies: About once per week | 26\% | (99) | 43\% | (164) | 31\% | (120) | 383 |
| Movies: Several times per month | 22\% | (61) | 38\% | (104) | 40\% | (108) | 273 |
| Movies: About once per month | 20\% | (35) | 45\% | (78) | 34\% | (60) | 173 |
| Movies: Less often than once per month | 18\% | (36) | 34\% | (68) | 48\% | (97) | 201 |
| Movies: Never | 14\% | (27) | 29\% | (57) | 57\% | (112) | 196 |
| Sports: Every day | 38\% | (59) | 38\% | (60) | 25\% | (39) | 158 |
| Sports: Several times per week | 27\% | (89) | 48\% | (159) | 25\% | (83) | 332 |
| Sports: About once per week | 30\% | (83) | 42\% | (116) | 29\% | (80) | 279 |
| Sports: Several times per month | 24\% | (55) | 38\% | (86) | 38\% | (87) | 228 |
| Sports: About once per month | 24\% | (42) | 39\% | (67) | 37\% | (65) | 174 |
| Sports: Less often than once per month | 23\% | (83) | 44\% | (161) | $33 \%$ | (119) | 363 |
| Sports: Never | 18\% | (119) | 33\% | (219) | 49\% | (329) | 666 |

Continued on next page

Table HR19_12: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Nancy Pelosi

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 24\% | (530) | 39\% | (868) | $36 \%$ | (801) | 2199 |
| Cable: I currently subscribe | 28\% | (313) | 40\% | (448) | $31 \%$ | (347) | 1108 |
| Cable: I subscribed in the past | 22\% | (163) | 42\% | (304) | 36\% | (260) | 727 |
| Cable: I have never subscribed | 15\% | (54) | $32 \%$ | (117) | 53\% | (193) | 365 |
| Satellite television: I currently subscribe | 24\% | (127) | 41\% | (217) | 35\% | (182) | 526 |
| Satellite television: I subscribed in the past | 24\% | (143) | 42\% | (248) | 35\% | (206) | 597 |
| Satellite television: I have never subscribed | 24\% | (260) | 37\% | (403) | 38\% | (413) | 1076 |
| Streaming service: I currently subscribe | 28\% | (364) | 40\% | (526) | 32\% | (412) | 1302 |
| Streaming service: I subscribed in the past | 25\% | (58) | 36\% | (83) | 40\% | (93) | 234 |
| Streaming service: I have never subscribed | 16\% | (108) | 39\% | (259) | 45\% | (297) | 663 |
| Film: An avid fan | $31 \%$ | (244) | 40\% | (308) | 29\% | (227) | 779 |
| Film: A casual fan | 21\% | (247) | 41\% | (471) | 38\% | (434) | 1153 |
| Film: Not a fan | 14\% | (38) | 33\% | (89) | 52\% | (140) | 267 |
| Television: An avid fan | 29\% | (339) | 40\% | (466) | 30\% | (349) | 1154 |
| Television: A casual fan | 20\% | (179) | 39\% | (356) | 41\% | (372) | 907 |
| Television: Not a fan | 9\% | (12) | 33\% | (46) | 58\% | (81) | 139 |
| Music: An avid fan | 29\% | (338) | 38\% | (440) | 33\% | (375) | 1152 |
| Music: A casual fan | 20\% | (183) | 43\% | (386) | 37\% | (338) | 907 |
| Music: Not a fan | 7\% | (10) | 30\% | (42) | 63\% | (88) | 140 |
| Fashion: An avid fan | 41\% | (140) | 28\% | (96) | 31\% | (106) | 342 |
| Fashion: A casual fan | 25\% | (213) | 39\% | (335) | 36\% | (313) | 861 |
| Fashion: Not a fan | 18\% | (177) | 44\% | (438) | 38\% | (382) | 996 |

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

Table HR19_13: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not? Alexandria Ocasio-Cortez

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 24\% | (525) | $32 \%$ | (708) | 44\% | (966) | 2199 |
| Gender: Male | 30\% | (319) | $34 \%$ | (362) | 36\% | (380) | 1061 |
| Gender: Female | 18\% | (206) | 30\% | (345) | $52 \%$ | (587) | 1138 |
| Age: 18-29 | 26\% | (106) | $21 \%$ | (88) | 53\% | (216) | 411 |
| Age: 30-44 | 26\% | (158) | 26\% | (158) | 47\% | (285) | 600 |
| Age: 45-54 | $21 \%$ | (69) | 37\% | (124) | 43\% | (142) | 335 |
| Age: 55-64 | 24\% | (102) | $38 \%$ | (159) | 38\% | (156) | 417 |
| Age: 65+ | $21 \%$ | (90) | $41 \%$ | (180) | $38 \%$ | (167) | 436 |
| Generation Z: 18-21 | 25\% | (29) | 17\% | (20) | 58\% | (67) | 116 |
| Millennial: Age 22-37 | 28\% | (182) | 26\% | (173) | 46\% | (303) | 657 |
| Generation X: Age 38-53 | $21 \%$ | (115) | 30\% | (164) | 49\% | (265) | 543 |
| Boomers: Age 54-72 | 23\% | (175) | 40\% | (309) | 37\% | (288) | 772 |
| PID: Dem (no lean) | 37\% | (295) | $21 \%$ | (171) | $42 \%$ | (340) | 806 |
| PID: Ind (no lean) | 20\% | (148) | 29\% | (218) | $52 \%$ | (388) | 754 |
| PID: Rep (no lean) | 13\% | (82) | 50\% | (319) | 37\% | (238) | 639 |
| PID/Gender: Dem Men | 45\% | (179) | $21 \%$ | (84) | $34 \%$ | (133) | 395 |
| PID/Gender: Dem Women | 28\% | (117) | $21 \%$ | (87) | 50\% | (207) | 411 |
| PID/Gender: Ind Men | 27\% | (88) | 29\% | (94) | 44\% | (144) | 326 |
| PID/Gender: Ind Women | 14\% | (59) | 29\% | (123) | 57\% | (245) | 427 |
| PID/Gender: Rep Men | 15\% | (52) | 54\% | (184) | 30\% | (103) | 339 |
| PID/Gender: Rep Women | 10\% | (30) | 45\% | (135) | 45\% | (135) | 300 |
| Ideo: Liberal (1-3) | 44\% | (296) | 22\% | (146) | $34 \%$ | (232) | 674 |
| Ideo: Moderate (4) | 24\% | (129) | $32 \%$ | (176) | 44\% | (239) | 544 |
| Ideo: Conservative (5-7) | 13\% | (93) | 48\% | (341) | 39\% | (278) | 712 |
| Educ: < College | 20\% | (309) | 30\% | (458) | 49\% | (744) | 1512 |
| Educ: Bachelors degree | $31 \%$ | (139) | 36\% | (159) | $33 \%$ | (146) | 444 |
| Educ: Post-grad | 32\% | (77) | 37\% | (90) | $31 \%$ | (76) | 243 |

[^296]Table HR19_13: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Alexandria Ocasio-Cortez

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total $\mathbf{N}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 24\% | (525) | 32\% | (708) | 44\% | (966) | 2199 |
| Income: Under 50k | 23\% | (299) | 28\% | (366) | 49\% | (632) | 1297 |
| Income: 50k-100k | 25\% | (156) | 37\% | (225) | 38\% | (234) | 615 |
| Income: 100k+ | 24\% | (70) | 41\% | (117) | 35\% | (101) | 287 |
| Ethnicity: White | 21\% | (357) | 36\% | (613) | 44\% | (752) | 1722 |
| Ethnicity: Hispanic | 30\% | (105) | $21 \%$ | (74) | 49\% | (170) | 350 |
| Ethnicity: Afr. Am. | 39\% | (108) | 14\% | (38) | 47\% | (129) | 274 |
| Ethnicity: Other | 30\% | (60) | 28\% | (57) | 42\% | (86) | 203 |
| Relig: Protestant | 20\% | (106) | 41\% | (222) | 39\% | (211) | 539 |
| Relig: Roman Catholic | 25\% | (107) | 38\% | (164) | 38\% | (164) | 436 |
| Relig: Something Else | 20\% | (38) | 25\% | (47) | 55\% | (102) | 187 |
| Relig: Jewish | 26\% | (14) | 39\% | (21) | 35\% | (19) | 54 |
| Relig: Evangelical | 22\% | (178) | 35\% | (281) | 43\% | (345) | 805 |
| Relig: Non-Evang. Catholics | 20\% | (72) | 43\% | (153) | 37\% | (132) | 357 |
| Relig: All Christian | 22\% | (251) | 37\% | (433) | 41\% | (477) | 1161 |
| Relig: All Non-Christian | 16\% | (35) | 26\% | (57) | 59\% | (132) | 224 |
| Community: Urban | 31\% | (181) | 27\% | (154) | 42\% | (240) | 575 |
| Community: Suburban | 26\% | (253) | 33\% | (325) | 41\% | (404) | 982 |
| Community: Rural | 14\% | (91) | 36\% | (229) | 50\% | (322) | 643 |
| Employ: Private Sector | 29\% | (191) | 32\% | (214) | 39\% | (256) | 661 |
| Employ: Government | 25\% | (32) | 40\% | (49) | 35\% | (44) | 124 |
| Employ: Self-Employed | 29\% | (56) | 34\% | (66) | 37\% | (73) | 195 |
| Employ: Homemaker | 22\% | (38) | 27\% | (47) | 50\% | (86) | 170 |
| Employ: Student | 30\% | (23) | 29\% | (23) | 42\% | (33) | 79 |
| Employ: Retired | 21\% | (108) | 40\% | (211) | 39\% | (204) | 523 |
| Employ: Unemployed | 16\% | (43) | 23\% | (59) | 61\% | (160) | 262 |
| Employ: Other | 19\% | (34) | 21\% | (39) | 60\% | (112) | 185 |
| Military HH: Yes | 25\% | (97) | $36 \%$ | (138) | 39\% | (150) | 384 |
| Military HH: No | 24\% | (428) | $31 \%$ | (570) | 45\% | (817) | 1815 |
| RD/WT: Right Direction | 13\% | (108) | 44\% | (366) | 43\% | (352) | 826 |
| RD/WT: Wrong Track | 30\% | (417) | 25\% | (341) | 45\% | (615) | 1373 |

[^297]Table HR19_13: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Alexandria Ocasio-Cortez

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 24\% | (525) | $32 \%$ | (708) | 44\% | (966) | 2199 |
| Trump Job Approve | 14\% | (121) | 48\% | (414) | 38\% | (335) | 870 |
| Trump Job Disapprove | 33\% | (400) | 23\% | (287) | 44\% | (541) | 1227 |
| Trump Job Strongly Approve | 14\% | (62) | 52\% | (227) | 34\% | (151) | 440 |
| Trump Job Somewhat Approve | 14\% | (59) | 43\% | (187) | 43\% | (184) | 429 |
| Trump Job Somewhat Disapprove | 17\% | (50) | 32\% | (96) | $51 \%$ | (151) | 297 |
| Trump Job Strongly Disapprove | 38\% | (350) | 21\% | (191) | 42\% | (390) | 930 |
| Favorable of Trump | 14\% | (118) | 48\% | (405) | 38\% | (324) | 847 |
| Unfavorable of Trump | $33 \%$ | (400) | 24\% | (290) | 43\% | (522) | 1212 |
| Very Favorable of Trump | 14\% | (69) | 49\% | (234) | 37\% | (176) | 479 |
| Somewhat Favorable of Trump | 13\% | (49) | 47\% | (171) | 40\% | (148) | 368 |
| Somewhat Unfavorable of Trump | 17\% | (41) | 33\% | (78) | 49\% | (116) | 236 |
| Very Unfavorable of Trump | 37\% | (359) | 22\% | (212) | 42\% | (406) | 976 |
| \#1 Issue: Economy | 23\% | (127) | $33 \%$ | (186) | 44\% | (247) | 560 |
| \#1 Issue: Security | 14\% | (62) | 47\% | (209) | 39\% | (170) | 441 |
| \#1 Issue: Health Care | 28\% | (105) | 23\% | (86) | 48\% | (178) | 368 |
| \#1 Issue: Medicare / Social Security | 25\% | (91) | 34\% | (123) | 40\% | (144) | 359 |
| \#1 Issue: Women's Issues | 38\% | (48) | 14\% | (17) | 48\% | (60) | 126 |
| \#1 Issue: Education | 23\% | (36) | 25\% | (39) | $51 \%$ | (79) | 154 |
| \#1 Issue: Energy | 44\% | (44) | 19\% | (19) | 37\% | (37) | 100 |
| \#1 Issue: Other | 14\% | (13) | 30\% | (28) | 55\% | (51) | 93 |
| 2018 House Vote: Democrat | 41\% | (341) | 22\% | (184) | 37\% | (314) | 839 |
| 2018 House Vote: Republican | 12\% | (76) | 54\% | (345) | 35\% | (222) | 643 |
| 2018 House Vote: Someone else | 15\% | (16) | 30\% | (32) | $54 \%$ | (57) | 105 |
| 2018 House Vote: Didnt Vote | 15\% | (88) | 24\% | (145) | 62\% | (373) | 605 |
| 2016 Vote: Hillary Clinton | 40\% | (287) | 19\% | (138) | 41\% | (294) | 719 |
| 2016 Vote: Donald Trump | 14\% | (91) | 50\% | (334) | 36\% | (241) | 666 |
| 2016 Vote: Someone else | 21\% | (37) | 43\% | (77) | 36\% | (64) | 178 |
| 2016 Vote: Didnt Vote | 18\% | (110) | 25\% | (155) | 58\% | (364) | 629 |
| Voted in 2014: Yes | 27\% | (371) | 36\% | (488) | 37\% | (507) | 1366 |
| Voted in 2014: No | 19\% | (155) | 26\% | (220) | 55\% | (459) | 833 |

Continued on next page

Table HR19_13: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Alexandria Ocasio-Cortez

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total $\mathbf{N}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 24\% | (525) | $32 \%$ | (708) | 44\% | (966) | 2199 |
| 2012 Vote: Barack Obama | $37 \%$ | (318) | 24\% | (204) | 39\% | (332) | 854 |
| 2012 Vote: Mitt Romney | $11 \%$ | (55) | 54\% | (269) | 35\% | (176) | 501 |
| 2012 Vote: Other | 20\% | (17) | 37\% | (32) | 44\% | (38) | 87 |
| 2012 Vote: Didn't Vote | 18\% | (135) | 27\% | (201) | 55\% | (416) | 752 |
| 4-Region: Northeast | 27\% | (104) | 32\% | (126) | 42\% | (164) | 394 |
| 4-Region: Midwest | 21\% | (97) | 35\% | (164) | 44\% | (202) | 462 |
| 4-Region: South | 23\% | (186) | $31 \%$ | (256) | 46\% | (381) | 824 |
| 4-Region: West | 27\% | (138) | $31 \%$ | (162) | 42\% | (219) | 519 |
| TV shows: Every day | 27\% | (312) | 32\% | (369) | 41\% | (467) | 1148 |
| TV shows: Several times per week | 24\% | (121) | 35\% | (178) | 42\% | (213) | 512 |
| TV shows: About once per week | 16\% | (24) | 35\% | (50) | 49\% | (70) | 144 |
| TV shows: Several times per month | 24\% | (24) | 30\% | (31) | 46\% | (46) | 101 |
| TV shows: About once per month | 22\% | (11) | 23\% | (11) | 55\% | (26) | 48 |
| TV shows: Less often than once per month | 20\% | (15) | 36\% | (28) | 45\% | (35) | 78 |
| TV shows: Never | 11\% | (19) | 24\% | (41) | 65\% | (109) | 169 |
| Movies: Every day | 26\% | (106) | $31 \%$ | (122) | 43\% | (171) | 399 |
| Movies: Several times per week | 28\% | (159) | 34\% | (197) | 38\% | (218) | 574 |
| Movies: About once per week | 25\% | (97) | 35\% | (135) | 39\% | (151) | 383 |
| Movies: Several times per month | 24\% | (65) | $31 \%$ | (84) | 45\% | (124) | 273 |
| Movies: About once per month | 21\% | (36) | 39\% | (67) | 40\% | (70) | 173 |
| Movies: Less often than once per month | 18\% | (36) | 28\% | (57) | 54\% | (108) | 201 |
| Movies: Never | 14\% | (27) | 23\% | (45) | 64\% | (125) | 196 |
| Sports: Every day | 37\% | (58) | 33\% | (52) | 30\% | (47) | 158 |
| Sports: Several times per week | 29\% | (96) | 39\% | (128) | 32\% | (108) | 332 |
| Sports: About once per week | 28\% | (77) | 39\% | (110) | 33\% | (92) | 279 |
| Sports: Several times per month | 28\% | (63) | 28\% | (65) | 44\% | (100) | 228 |
| Sports: About once per month | 24\% | (41) | 29\% | (51) | 47\% | (82) | 174 |
| Sports: Less often than once per month | 21\% | (77) | 35\% | (125) | 44\% | (160) | 363 |
| Sports: Never | 17\% | (112) | 27\% | (177) | 57\% | (377) | 666 |

Continued on next page

Table HR19_13: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Alexandria Ocasio-Cortez

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 24\% | (525) | $32 \%$ | (708) | 44\% | (966) | 2199 |
| Cable: I currently subscribe | 29\% | (317) | 31\% | (348) | 40\% | (444) | 1108 |
| Cable: I subscribed in the past | 21\% | (152) | $36 \%$ | (259) | 43\% | (315) | 727 |
| Cable: I have never subscribed | 16\% | (57) | 28\% | (101) | 57\% | (207) | 365 |
| Satellite television: I currently subscribe | 20\% | (106) | 37\% | (195) | 43\% | (226) | 526 |
| Satellite television: I subscribed in the past | 23\% | (140) | 35\% | (209) | 41\% | (248) | 597 |
| Satellite television: I have never subscribed | 26\% | (280) | 28\% | (304) | 46\% | (493) | 1076 |
| Streaming service: I currently subscribe | 29\% | (371) | 33\% | (434) | 38\% | (497) | 1302 |
| Streaming service: I subscribed in the past | 25\% | (59) | 22\% | (52) | 52\% | (122) | 234 |
| Streaming service: I have never subscribed | 14\% | (95) | 33\% | (221) | 52\% | (347) | 663 |
| Film: An avid fan | $32 \%$ | (252) | 32\% | (248) | 36\% | (280) | 779 |
| Film: A casual fan | 22\% | (249) | 32\% | (374) | 46\% | (530) | 1153 |
| Film: Not a fan | 9\% | (25) | 32\% | (86) | 59\% | (157) | 267 |
| Television: An avid fan | 29\% | (332) | 31\% | (360) | 40\% | (462) | 1154 |
| Television: A casual fan | 20\% | (180) | 34\% | (309) | 46\% | (418) | 907 |
| Television: Not a fan | 10\% | (14) | 28\% | (39) | 62\% | (86) | 139 |
| Music: An avid fan | 29\% | (331) | 30\% | (349) | 41\% | (471) | 1152 |
| Music: A casual fan | 20\% | (179) | 35\% | (322) | 45\% | (406) | 907 |
| Music: Not a fan | 11\% | (15) | 26\% | (36) | 64\% | (89) | 140 |
| Fashion: An avid fan | 34\% | (116) | 26\% | (87) | 41\% | (139) | 342 |
| Fashion: A casual fan | 24\% | (206) | 32\% | (272) | 44\% | (383) | 861 |
| Fashion: Not a fan | 20\% | (203) | 35\% | (348) | 45\% | (445) | 996 |

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

Table HR19_14: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Chuck Schumer

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 19\% | (416) | 37\% | (812) | 44\% | (971) | 2199 |
| Gender: Male | 24\% | (257) | 40\% | (428) | 35\% | (376) | 1061 |
| Gender: Female | 14\% | (159) | 34\% | (384) | $52 \%$ | (595) | 1138 |
| Age: 18-29 | 18\% | (73) | 26\% | (108) | 56\% | (230) | 411 |
| Age: 30-44 | 21\% | (126) | 33\% | (199) | 46\% | (275) | 600 |
| Age: 45-54 | 16\% | (53) | $41 \%$ | (137) | 43\% | (145) | 335 |
| Age: 55-64 | 20\% | (85) | 41\% | (171) | 39\% | (161) | 417 |
| Age: 65+ | 18\% | (80) | 45\% | (198) | 36\% | (159) | 436 |
| Generation Z: 18-21 | 12\% | (14) | 23\% | (27) | 65\% | (75) | 116 |
| Millennial: Age 22-37 | 20\% | (134) | 33\% | (214) | 47\% | (309) | 657 |
| Generation X: Age 38-53 | 17\% | (94) | 35\% | (189) | 48\% | (260) | 543 |
| Boomers: Age 54-72 | 19\% | (150) | 44\% | (337) | 37\% | (285) | 772 |
| PID: Dem (no lean) | 28\% | (225) | 29\% | (231) | 43\% | (350) | 806 |
| PID: Ind (no lean) | 15\% | (111) | 33\% | (245) | 53\% | (397) | 754 |
| PID: Rep (no lean) | 13\% | (81) | 52\% | (336) | 35\% | (223) | 639 |
| PID/Gender: Dem Men | 34\% | (134) | $31 \%$ | (122) | 35\% | (140) | 395 |
| PID/Gender: Dem Women | 22\% | (91) | 27\% | (110) | $51 \%$ | (210) | 411 |
| PID/Gender: Ind Men | 23\% | (75) | 34\% | (111) | 43\% | (140) | 326 |
| PID/Gender: Ind Women | 8\% | (36) | $31 \%$ | (134) | 60\% | (257) | 427 |
| PID/Gender: Rep Men | 14\% | (48) | 58\% | (195) | 28\% | (96) | 339 |
| PID/Gender: Rep Women | $11 \%$ | (32) | 47\% | (140) | $42 \%$ | (127) | 300 |
| Ideo: Liberal (1-3) | $31 \%$ | (212) | 29\% | (197) | $39 \%$ | (265) | 674 |
| Ideo: Moderate (4) | 21\% | (113) | 37\% | (200) | 43\% | (231) | 544 |
| Ideo: Conservative (5-7) | 12\% | (82) | $51 \%$ | (365) | $37 \%$ | (265) | 712 |
| Educ: < College | 17\% | (254) | 35\% | (534) | 48\% | (724) | 1512 |
| Educ: Bachelors degree | 21\% | (94) | 43\% | (191) | 36\% | (158) | 444 |
| Educ: Post-grad | 28\% | (68) | 36\% | (87) | $36 \%$ | (88) | 243 |

[^298]Table HR19_14: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Chuck Schumer

| Demographic | I want them to appear <br> on SNL | I don't want them to <br> appear on SNL | Don't know / No <br> opinion |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: |
| Adults | Total N |  |  |

Continued on next page

Table HR19_14: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Chuck Schumer

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 19\% | (416) | 37\% | (812) | 44\% | (971) | 2199 |
| Trump Job Approve | 13\% | (114) | 50\% | (437) | 37\% | (318) | 870 |
| Trump Job Disapprove | 24\% | (296) | 30\% | (367) | 46\% | (565) | 1227 |
| Trump Job Strongly Approve | 14\% | (61) | 54\% | (237) | $32 \%$ | (142) | 440 |
| Trump Job Somewhat Approve | 13\% | (54) | 47\% | (200) | 41\% | (176) | 429 |
| Trump Job Somewhat Disapprove | 17\% | (51) | 34\% | (101) | 49\% | (145) | 297 |
| Trump Job Strongly Disapprove | 26\% | (245) | 29\% | (266) | 45\% | (420) | 930 |
| Favorable of Trump | 12\% | (103) | 52\% | (440) | 36\% | (304) | 847 |
| Unfavorable of Trump | 25\% | (304) | 29\% | (355) | 46\% | (553) | 1212 |
| Very Favorable of Trump | 13\% | (62) | 53\% | (256) | 34\% | (161) | 479 |
| Somewhat Favorable of Trump | 11\% | (40) | 50\% | (185) | 39\% | (143) | 368 |
| Somewhat Unfavorable of Trump | 19\% | (44) | 37\% | (88) | 44\% | (104) | 236 |
| Very Unfavorable of Trump | 27\% | (260) | 27\% | (267) | 46\% | (449) | 976 |
| \#1 Issue: Economy | 16\% | (89) | 39\% | (218) | 45\% | (253) | 560 |
| \#1 Issue: Security | 14\% | (61) | 49\% | (216) | 37\% | (164) | 441 |
| \#1 Issue: Health Care | 24\% | (89) | 29\% | (108) | 47\% | (172) | 368 |
| \#1 Issue: Medicare / Social Security | 23\% | (83) | 36\% | (130) | 41\% | (146) | 359 |
| \#1 Issue: Women's Issues | 22\% | (27) | 24\% | (30) | 54\% | (68) | 126 |
| \#1 Issue: Education | 20\% | (31) | $31 \%$ | (48) | 49\% | (75) | 154 |
| \#1 Issue: Energy | 25\% | (25) | $34 \%$ | (34) | 41\% | (41) | 100 |
| \#1 Issue: Other | 12\% | (11) | $31 \%$ | (29) | 57\% | (53) | 93 |
| 2018 House Vote: Democrat | 30\% | (251) | 29\% | (245) | 41\% | (343) | 839 |
| 2018 House Vote: Republican | 13\% | (82) | 55\% | (355) | $32 \%$ | (206) | 643 |
| 2018 House Vote: Someone else | 18\% | (19) | $31 \%$ | (32) | $51 \%$ | (54) | 105 |
| 2018 House Vote: Didnt Vote | 10\% | (59) | 30\% | (179) | 61\% | (367) | 605 |
| 2016 Vote: Hillary Clinton | 30\% | (217) | 27\% | (196) | 43\% | (306) | 719 |
| 2016 Vote: Donald Trump | 12\% | (82) | 53\% | (355) | 34\% | (229) | 666 |
| 2016 Vote: Someone else | 18\% | (33) | 44\% | (79) | 37\% | (66) | 178 |
| 2016 Vote: Didnt Vote | 13\% | (83) | 28\% | (179) | 58\% | (368) | 629 |
| Voted in 2014: Yes | 22\% | (304) | 40\% | (552) | 37\% | (509) | 1366 |
| Voted in 2014: No | 13\% | (112) | $31 \%$ | (260) | 55\% | (461) | 833 |

Continued on next page

Table HR19_14: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Chuck Schumer

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 19\% | (416) | 37\% | (812) | 44\% | (971) | 2199 |
| 2012 Vote: Barack Obama | $31 \%$ | (262) | 29\% | (246) | 41\% | (346) | 854 |
| 2012 Vote: Mitt Romney | 11\% | (54) | 55\% | (277) | $34 \%$ | (170) | 501 |
| 2012 Vote: Other | 6\% | (5) | 50\% | (44) | 44\% | (38) | 87 |
| 2012 Vote: Didn't Vote | 13\% | (95) | $33 \%$ | (245) | 55\% | (412) | 752 |
| 4-Region: Northeast | 25\% | (100) | 35\% | (140) | 39\% | (154) | 394 |
| 4-Region: Midwest | 16\% | (75) | 39\% | (182) | 44\% | (206) | 462 |
| 4-Region: South | 18\% | (147) | 37\% | (304) | 45\% | (373) | 824 |
| 4-Region: West | 18\% | (94) | 36\% | (187) | 46\% | (239) | 519 |
| TV shows: Every day | 22\% | (255) | 38\% | (434) | 40\% | (459) | 1148 |
| TV shows: Several times per week | 19\% | (97) | 38\% | (196) | 43\% | (219) | 512 |
| TV shows: About once per week | 12\% | (17) | $36 \%$ | (51) | $52 \%$ | (75) | 144 |
| TV shows: Several times per month | 14\% | (14) | 44\% | (45) | 42\% | (42) | 101 |
| TV shows: About once per month | 11\% | (5) | 23\% | (11) | 66\% | (31) | 48 |
| TV shows: Less often than once per month | 21\% | (16) | 40\% | (31) | 39\% | (31) | 78 |
| TV shows: Never | 7\% | (12) | 26\% | (44) | 67\% | (113) | 169 |
| Movies: Every day | 25\% | (100) | 36\% | (142) | 39\% | (157) | 399 |
| Movies: Several times per week | 21\% | (123) | 41\% | (237) | 37\% | (214) | 574 |
| Movies: About once per week | 19\% | (75) | 38\% | (145) | 43\% | (163) | 383 |
| Movies: Several times per month | 15\% | (42) | 37\% | (102) | 48\% | (130) | 273 |
| Movies: About once per month | 18\% | (31) | 38\% | (66) | 44\% | (76) | 173 |
| Movies: Less often than once per month | 12\% | (24) | 36\% | (72) | 53\% | (106) | 201 |
| Movies: Never | 11\% | (22) | 25\% | (49) | 64\% | (125) | 196 |
| Sports: Every day | $34 \%$ | (53) | 37\% | (59) | 29\% | (46) | 158 |
| Sports: Several times per week | 21\% | (70) | 48\% | (159) | $31 \%$ | (102) | 332 |
| Sports: About once per week | 23\% | (65) | 40\% | (112) | 36\% | (102) | 279 |
| Sports: Several times per month | 17\% | (39) | 39\% | (88) | 44\% | (101) | 228 |
| Sports: About once per month | 23\% | (40) | 34\% | (58) | 43\% | (76) | 174 |
| Sports: Less often than once per month | 17\% | (61) | 38\% | (136) | 46\% | (166) | 363 |
| Sports: Never | 13\% | (88) | 30\% | (199) | 57\% | (378) | 666 |

[^299]Table HR19_14: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Chuck Schumer

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 19\% | (416) | $37 \%$ | (812) | 44\% | (971) | 2199 |
| Cable: I currently subscribe | 23\% | (256) | 38\% | (420) | 39\% | (432) | 1108 |
| Cable: I subscribed in the past | 16\% | (118) | 39\% | (282) | 45\% | (327) | 727 |
| Cable: I have never subscribed | 11\% | (42) | 30\% | (111) | 58\% | (212) | 365 |
| Satellite television: I currently subscribe | 16\% | (86) | 41\% | (217) | 42\% | (223) | 526 |
| Satellite television: I subscribed in the past | 17\% | (103) | 40\% | (241) | 43\% | (254) | 597 |
| Satellite television: I have never subscribed | 21\% | (228) | $33 \%$ | (355) | 46\% | (494) | 1076 |
| Streaming service: I currently subscribe | 22\% | (291) | 38\% | (495) | 40\% | (517) | 1302 |
| Streaming service: I subscribed in the past | 18\% | (43) | 33\% | (76) | 49\% | (115) | 234 |
| Streaming service: I have never subscribed | 12\% | (83) | $36 \%$ | (242) | 51\% | (339) | 663 |
| Film: An avid fan | 25\% | (191) | $37 \%$ | (290) | 38\% | (298) | 779 |
| Film: A casual fan | 17\% | (195) | 38\% | (437) | 45\% | (521) | 1153 |
| Film: Not a fan | 11\% | (31) | 32\% | (85) | 57\% | (151) | 267 |
| Television: An avid fan | 24\% | (272) | 38\% | (436) | 39\% | (445) | 1154 |
| Television: A casual fan | 15\% | (133) | 37\% | (339) | 48\% | (436) | 907 |
| Television: Not a fan | 8\% | (11) | 27\% | (38) | 65\% | (90) | 139 |
| Music: An avid fan | 23\% | (262) | 36\% | (413) | 41\% | (477) | 1152 |
| Music: A casual fan | 15\% | (137) | 40\% | (362) | 45\% | (408) | 907 |
| Music: Not a fan | 12\% | (16) | 27\% | (38) | 61\% | (86) | 140 |
| Fashion: An avid fan | 32\% | (111) | 32\% | (109) | 36\% | (123) | 342 |
| Fashion: A casual fan | 17\% | (144) | 36\% | (306) | 48\% | (411) | 861 |
| Fashion: Not a fan | 16\% | (161) | 40\% | (398) | 44\% | (437) | 996 |

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

Table HR19_15: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not? Mitch McConnell

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 16\% | (356) | 41\% | (907) | 43\% | (936) | 2199 |
| Gender: Male | 20\% | (214) | 46\% | (488) | 34\% | (359) | 1061 |
| Gender: Female | 13\% | (142) | 37\% | (419) | $51 \%$ | (577) | 1138 |
| Age: 18-29 | 22\% | (90) | 25\% | (102) | 53\% | (220) | 411 |
| Age: 30-44 | 17\% | (99) | $37 \%$ | (224) | 46\% | (277) | 600 |
| Age: 45-54 | 13\% | (42) | 46\% | (155) | $41 \%$ | (137) | 335 |
| Age: 55-64 | 16\% | (65) | 49\% | (204) | 35\% | (148) | 417 |
| Age: 65+ | 14\% | (60) | 51\% | (222) | 35\% | (154) | 436 |
| Generation Z: 18-21 | 16\% | (19) | 24\% | (28) | 60\% | (69) | 116 |
| Millennial: Age 22-37 | 19\% | (127) | $34 \%$ | (225) | 46\% | (306) | 657 |
| Generation X: Age 38-53 | 14\% | (79) | 39\% | (211) | 47\% | (253) | 543 |
| Boomers: Age 54-72 | 15\% | (116) | 50\% | (389) | 35\% | (267) | 772 |
| PID: Dem (no lean) | 22\% | (176) | 37\% | (300) | $41 \%$ | (330) | 806 |
| PID: Ind (no lean) | 12\% | (89) | 39\% | (290) | 50\% | (375) | 754 |
| PID: Rep (no lean) | 14\% | (91) | 49\% | (316) | 36\% | (232) | 639 |
| PID/Gender: Dem Men | 26\% | (103) | 42\% | (165) | $32 \%$ | (127) | 395 |
| PID/Gender: Dem Women | 18\% | (73) | $33 \%$ | (135) | 49\% | (203) | 411 |
| PID/Gender: Ind Men | 16\% | (52) | 44\% | (144) | 40\% | (130) | 326 |
| PID/Gender: Ind Women | 9\% | (37) | 34\% | (146) | 57\% | (245) | 427 |
| PID/Gender: Rep Men | 17\% | (59) | 53\% | (178) | 30\% | (102) | 339 |
| PID/Gender: Rep Women | $11 \%$ | (33) | 46\% | (138) | 43\% | (129) | 300 |
| Ideo: Liberal (1-3) | 24\% | (164) | 41\% | (279) | $34 \%$ | (231) | 674 |
| Ideo: Moderate (4) | 18\% | (99) | 40\% | (218) | 42\% | (228) | 544 |
| Ideo: Conservative (5-7) | 12\% | (88) | 50\% | (358) | 37\% | (266) | 712 |
| Educ: < College | 15\% | (223) | 38\% | (577) | 47\% | (711) | 1512 |
| Educ: Bachelors degree | 20\% | (90) | 46\% | (204) | $34 \%$ | (150) | 444 |
| Educ: Post-grad | 18\% | (44) | 52\% | (125) | $31 \%$ | (74) | 243 |

[^300]Table HR19_15: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Mitch McConnell

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 16\% | (356) | 41\% | (907) | 43\% | (936) | 2199 |
| Income: Under 50k | 16\% | (202) | 37\% | (483) | 47\% | (612) | 1297 |
| Income: 50k-100k | 17\% | (103) | 46\% | (285) | 37\% | (227) | 615 |
| Income: 100k+ | 18\% | (51) | 48\% | (139) | 34\% | (98) | 287 |
| Ethnicity: White | 14\% | (237) | 44\% | (757) | 42\% | (728) | 1722 |
| Ethnicity: Hispanic | 22\% | (76) | 32\% | (111) | 46\% | (163) | 350 |
| Ethnicity: Afr. Am. | 23\% | (63) | 28\% | (78) | 48\% | (133) | 274 |
| Ethnicity: Other | 28\% | (56) | 35\% | (72) | 37\% | (75) | 203 |
| Relig: Protestant | 14\% | (76) | 50\% | (272) | 35\% | (191) | 539 |
| Relig: Roman Catholic | 18\% | (77) | 45\% | (194) | 38\% | (164) | 436 |
| Relig: Something Else | 11\% | (20) | $33 \%$ | (62) | 56\% | (104) | 187 |
| Relig: Jewish | 18\% | (10) | 54\% | (29) | 28\% | (15) | 54 |
| Relig: Evangelical | 15\% | (123) | 42\% | (340) | 42\% | (341) | 805 |
| Relig: Non-Evang. Catholics | 14\% | (50) | 53\% | (188) | $33 \%$ | (118) | 357 |
| Relig: All Christian | 15\% | (174) | 46\% | (529) | 40\% | (459) | 1161 |
| Relig: All Non-Christian | 21\% | (47) | 23\% | (51) | 56\% | (126) | 224 |
| Community: Urban | 23\% | (131) | 35\% | (204) | 42\% | (240) | 575 |
| Community: Suburban | 15\% | (147) | 45\% | (442) | 40\% | (393) | 982 |
| Community: Rural | 12\% | (78) | 41\% | (261) | 47\% | (303) | 643 |
| Employ: Private Sector | 17\% | (115) | 45\% | (297) | 38\% | (249) | 661 |
| Employ: Government | 25\% | (31) | 40\% | (49) | 35\% | (44) | 124 |
| Employ: Self-Employed | 21\% | (41) | 42\% | (83) | 37\% | (72) | 195 |
| Employ: Homemaker | 12\% | (20) | 37\% | (63) | $51 \%$ | (87) | 170 |
| Employ: Student | 24\% | (19) | $32 \%$ | (25) | 44\% | (35) | 79 |
| Employ: Retired | 15\% | (79) | 49\% | (257) | 36\% | (187) | 523 |
| Employ: Unemployed | $11 \%$ | (28) | 32\% | (82) | 58\% | (151) | 262 |
| Employ: Other | 13\% | (24) | 27\% | (50) | 60\% | (111) | 185 |
| Military HH: Yes | 16\% | (61) | 42\% | (160) | 42\% | (163) | 384 |
| Military HH: No | 16\% | (295) | $41 \%$ | (747) | 43\% | (773) | 1815 |
| RD/WT: Right Direction | 16\% | (131) | 44\% | (366) | 40\% | (330) | 826 |
| RD/WT: Wrong Track | 16\% | (226) | 39\% | (541) | 44\% | (606) | 1373 |

Continued on next page

Table HR19_15: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not? Mitch McConnell

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total $\mathbf{N}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 16\% | (356) | 41\% | (907) | 43\% | (936) | 2199 |
| Trump Job Approve | 15\% | (134) | 48\% | (417) | 37\% | (318) | 870 |
| Trump Job Disapprove | 18\% | (218) | 39\% | (482) | 43\% | (527) | 1227 |
| Trump Job Strongly Approve | 15\% | (67) | $52 \%$ | (230) | $32 \%$ | (142) | 440 |
| Trump Job Somewhat Approve | 16\% | (67) | 44\% | (187) | 41\% | (175) | 429 |
| Trump Job Somewhat Disapprove | 17\% | (51) | $36 \%$ | (105) | 47\% | (140) | 297 |
| Trump Job Strongly Disapprove | 18\% | (167) | 40\% | (376) | 42\% | (387) | 930 |
| Favorable of Trump | 14\% | (123) | 49\% | (418) | 36\% | (307) | 847 |
| Unfavorable of Trump | 19\% | (228) | 39\% | (472) | 42\% | (512) | 1212 |
| Very Favorable of Trump | 15\% | (70) | 51\% | (242) | 35\% | (166) | 479 |
| Somewhat Favorable of Trump | 14\% | (52) | 48\% | (176) | 38\% | (140) | 368 |
| Somewhat Unfavorable of Trump | 17\% | (41) | 39\% | (91) | 44\% | (104) | 236 |
| Very Unfavorable of Trump | 19\% | (187) | 39\% | (381) | 42\% | (408) | 976 |
| \#1 Issue: Economy | 16\% | (88) | $41 \%$ | (232) | 43\% | (240) | 560 |
| \#1 Issue: Security | 14\% | (62) | 49\% | (218) | 36\% | (161) | 441 |
| \#1 Issue: Health Care | 15\% | (55) | 39\% | (143) | 46\% | (170) | 368 |
| \#1 Issue: Medicare / Social Security | 18\% | (65) | 43\% | (154) | 39\% | (140) | 359 |
| \#1 Issue: Women's Issues | 18\% | (23) | 34\% | (43) | 48\% | (60) | 126 |
| \#1 Issue: Education | 17\% | (26) | $32 \%$ | (50) | 51\% | (78) | 154 |
| \#1 Issue: Energy | 29\% | (29) | 34\% | (34) | 37\% | (37) | 100 |
| \#1 Issue: Other | 10\% | (9) | 36\% | (34) | $54 \%$ | (50) | 93 |
| 2018 House Vote: Democrat | 22\% | (185) | 42\% | (349) | 36\% | (305) | 839 |
| 2018 House Vote: Republican | 13\% | (84) | $54 \%$ | (349) | 33\% | (210) | 643 |
| 2018 House Vote: Someone else | 12\% | (12) | 39\% | (41) | 50\% | (53) | 105 |
| 2018 House Vote: Didnt Vote | 12\% | (70) | 28\% | (167) | 61\% | (369) | 605 |
| 2016 Vote: Hillary Clinton | 23\% | (166) | 39\% | (283) | 38\% | (270) | 719 |
| 2016 Vote: Donald Trump | 12\% | (83) | $54 \%$ | (363) | $33 \%$ | (220) | 666 |
| 2016 Vote: Someone else | $21 \%$ | (37) | 43\% | (76) | 37\% | (65) | 178 |
| 2016 Vote: Didnt Vote | $11 \%$ | (67) | 29\% | (185) | 60\% | (377) | 629 |
| Voted in 2014: Yes | 18\% | (247) | 48\% | (649) | 34\% | (470) | 1366 |
| Voted in 2014: No | 13\% | (110) | $31 \%$ | (258) | $56 \%$ | (466) | 833 |

Continued on next page

Table HR19_15: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Mitch McConnell

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 16\% | (356) | 41\% | (907) | 43\% | (936) | 2199 |
| 2012 Vote: Barack Obama | 24\% | (203) | 40\% | (343) | 36\% | (309) | 854 |
| 2012 Vote: Mitt Romney | 10\% | (51) | 57\% | (287) | $32 \%$ | (163) | 501 |
| 2012 Vote: Other | 9\% | (7) | 47\% | (41) | 44\% | (38) | 87 |
| 2012 Vote: Didn't Vote | 13\% | (95) | $31 \%$ | (235) | 56\% | (422) | 752 |
| 4-Region: Northeast | 15\% | (60) | 45\% | (176) | 40\% | (158) | 394 |
| 4-Region: Midwest | 15\% | (71) | 45\% | (209) | 39\% | (182) | 462 |
| 4-Region: South | 15\% | (125) | 39\% | (318) | 46\% | (381) | 824 |
| 4-Region: West | 19\% | (100) | 39\% | (204) | 41\% | (215) | 519 |
| TV shows: Every day | 20\% | (226) | 42\% | (483) | 38\% | (439) | 1148 |
| TV shows: Several times per week | 14\% | (71) | 47\% | (238) | 40\% | (203) | 512 |
| TV shows: About once per week | 20\% | (29) | 29\% | (42) | 50\% | (72) | 144 |
| TV shows: Several times per month | 12\% | (12) | 44\% | (45) | 44\% | (44) | 101 |
| TV shows: About once per month | 12\% | (6) | 28\% | (13) | 59\% | (28) | 48 |
| TV shows: Less often than once per month | 5\% | (4) | 49\% | (38) | 47\% | (36) | 78 |
| TV shows: Never | 5\% | (8) | 28\% | (47) | 67\% | (113) | 169 |
| Movies: Every day | 24\% | (96) | 35\% | (138) | 41\% | (165) | 399 |
| Movies: Several times per week | 21\% | (123) | 44\% | (250) | 35\% | (201) | 574 |
| Movies: About once per week | 16\% | (62) | 44\% | (167) | 40\% | (154) | 383 |
| Movies: Several times per month | 11\% | (30) | 47\% | (128) | 42\% | (115) | 273 |
| Movies: About once per month | 8\% | (14) | 51\% | (89) | 41\% | (70) | 173 |
| Movies: Less often than once per month | 9\% | (19) | 36\% | (73) | 54\% | (109) | 201 |
| Movies: Never | 6\% | (12) | 32\% | (62) | 62\% | (122) | 196 |
| Sports: Every day | 36\% | (56) | $37 \%$ | (58) | 28\% | (44) | 158 |
| Sports: Several times per week | $21 \%$ | (68) | 49\% | (164) | 30\% | (100) | 332 |
| Sports: About once per week | 22\% | (63) | 43\% | (119) | 35\% | (97) | 279 |
| Sports: Several times per month | 19\% | (44) | 38\% | (87) | 42\% | (97) | 228 |
| Sports: About once per month | 19\% | (34) | 38\% | (66) | 43\% | (75) | 174 |
| Sports: Less often than once per month | 10\% | (37) | 47\% | (171) | 43\% | (155) | 363 |
| Sports: Never | 8\% | (54) | $36 \%$ | (243) | 55\% | (369) | 666 |

Continued on next page

Table HR19_15: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not? Mitch McConnell

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 16\% | (356) | 41\% | (907) | 43\% | (936) | 2199 |
| Cable: I currently subscribe | 20\% | (218) | 42\% | (466) | 38\% | (424) | 1108 |
| Cable: I subscribed in the past | 14\% | (104) | 44\% | (318) | 42\% | (305) | 727 |
| Cable: I have never subscribed | 9\% | (34) | 34\% | (123) | 57\% | (207) | 365 |
| Satellite television: I currently subscribe | 19\% | (98) | 40\% | (212) | 41\% | (216) | 526 |
| Satellite television: I subscribed in the past | 17\% | (101) | 40\% | (237) | 43\% | (259) | 597 |
| Satellite television: I have never subscribed | 15\% | (157) | 43\% | (458) | 43\% | (461) | 1076 |
| Streaming service: I currently subscribe | 18\% | (241) | 44\% | (579) | 37\% | (483) | 1302 |
| Streaming service: I subscribed in the past | 17\% | (39) | 30\% | (71) | 53\% | (124) | 234 |
| Streaming service: I have never subscribed | 12\% | (76) | 39\% | (257) | 50\% | (330) | 663 |
| Film: An avid fan | 21\% | (162) | 44\% | (343) | 35\% | (274) | 779 |
| Film: A casual fan | 15\% | (174) | 41\% | (471) | 44\% | (508) | 1153 |
| Film: Not a fan | 8\% | (20) | 35\% | (93) | 58\% | (154) | 267 |
| Television: An avid fan | 20\% | (232) | 42\% | (487) | 38\% | (435) | 1154 |
| Television: A casual fan | 13\% | (116) | 42\% | (378) | 45\% | (412) | 907 |
| Television: Not a fan | 6\% | (9) | 30\% | (42) | 64\% | (89) | 139 |
| Music: An avid fan | 19\% | (222) | 42\% | (487) | 38\% | (443) | 1152 |
| Music: A casual fan | 14\% | (124) | 42\% | (383) | 44\% | (400) | 907 |
| Music: Not a fan | 7\% | (10) | 26\% | (36) | 67\% | (93) | 140 |
| Fashion: An avid fan | 32\% | (111) | 32\% | (110) | 36\% | (122) | 342 |
| Fashion: A casual fan | 13\% | (116) | 42\% | (358) | 45\% | (387) | 861 |
| Fashion: Not a fan | 13\% | (129) | 44\% | (439) | 43\% | (427) | 996 |

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

Table HR19_16: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Kevin McCarthy

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (273) | 35\% | (761) | 53\% | (1165) | 2199 |
| Gender: Male | 15\% | (163) | 40\% | (422) | 45\% | (476) | 1061 |
| Gender: Female | 10\% | (109) | 30\% | (339) | 61\% | (690) | 1138 |
| Age: 18-29 | 19\% | (78) | 22\% | (92) | 58\% | (240) | 411 |
| Age: 30-44 | 14\% | (84) | 29\% | (176) | 57\% | (340) | 600 |
| Age: 45-54 | 12\% | (39) | 35\% | (118) | 53\% | (178) | 335 |
| Age: 55-64 | 8\% | (35) | 43\% | (180) | 48\% | (202) | 417 |
| Age: 65+ | 8\% | (36) | 45\% | (195) | 47\% | (205) | 436 |
| Generation Z: 18-21 | 14\% | (16) | 22\% | (25) | 64\% | (74) | 116 |
| Millennial: Age 22-37 | 17\% | (114) | 27\% | (175) | 56\% | (368) | 657 |
| Generation X: Age 38-53 | 12\% | (66) | 31\% | (170) | 57\% | (308) | 543 |
| Boomers: Age 54-72 | 8\% | (65) | 45\% | (346) | 47\% | (361) | 772 |
| PID: Dem (no lean) | 17\% | (135) | 28\% | (229) | 55\% | (443) | 806 |
| PID: Ind (no lean) | 8\% | (62) | $32 \%$ | (243) | 60\% | (449) | 754 |
| PID: Rep (no lean) | 12\% | (76) | 45\% | (290) | 43\% | (274) | 639 |
| PID/Gender: Dem Men | 20\% | (80) | 35\% | (140) | 44\% | (176) | 395 |
| PID/Gender: Dem Women | 13\% | (55) | 22\% | (89) | 65\% | (267) | 411 |
| PID/Gender: Ind Men | 10\% | (34) | 36\% | (118) | 53\% | (174) | 326 |
| PID/Gender: Ind Women | 7\% | (28) | 29\% | (124) | 64\% | (275) | 427 |
| PID/Gender: Rep Men | 15\% | (49) | 48\% | (164) | 37\% | (126) | 339 |
| PID/Gender: Rep Women | 9\% | (26) | 42\% | (126) | 49\% | (148) | 300 |
| Ideo: Liberal (1-3) | 20\% | (134) | 29\% | (193) | 52\% | (347) | 674 |
| Ideo: Moderate (4) | $11 \%$ | (59) | 37\% | (199) | 53\% | (286) | 544 |
| Ideo: Conservative (5-7) | 10\% | (70) | 46\% | (325) | 45\% | (317) | 712 |
| Educ: < College | 12\% | (177) | 33\% | (496) | 56\% | (839) | 1512 |
| Educ: Bachelors degree | 14\% | (61) | 38\% | (171) | 48\% | (212) | 444 |
| Educ: Post-grad | 14\% | (35) | 39\% | (94) | 47\% | (114) | 243 |

[^301]Table HR19_16: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not? Kevin McCarthy

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (273) | 35\% | (761) | 53\% | (1165) | 2199 |
| Income: Under 50k | 13\% | (163) | 32\% | (414) | 55\% | (720) | 1297 |
| Income: 50k-100k | 14\% | (84) | 36\% | (223) | 50\% | (308) | 615 |
| Income: 100k+ | 9\% | (26) | 43\% | (124) | 48\% | (138) | 287 |
| Ethnicity: White | 10\% | (164) | 37\% | (630) | 54\% | (928) | 1722 |
| Ethnicity: Hispanic | 15\% | (52) | 29\% | (102) | 56\% | (195) | 350 |
| Ethnicity: Afr. Am. | 22\% | (62) | 23\% | (64) | 54\% | (149) | 274 |
| Ethnicity: Other | 23\% | (47) | 33\% | (67) | 44\% | (89) | 203 |
| Relig: Protestant | 11\% | (59) | 42\% | (227) | 47\% | (253) | 539 |
| Relig: Roman Catholic | 14\% | (62) | 39\% | (172) | 46\% | (202) | 436 |
| Relig: Something Else | $11 \%$ | (21) | 28\% | (53) | 61\% | (113) | 187 |
| Relig: Jewish | 8\% | (4) | 38\% | (20) | 55\% | (29) | 54 |
| Relig: Evangelical | 11\% | (92) | 38\% | (305) | 51\% | (407) | 805 |
| Relig: Non-Evang. Catholics | 14\% | (50) | 41\% | (146) | 45\% | (161) | 357 |
| Relig: All Christian | 12\% | (142) | 39\% | (452) | 49\% | (568) | 1161 |
| Relig: All Non-Christian | 15\% | (33) | 23\% | (52) | 62\% | (140) | 224 |
| Community: Urban | 17\% | (100) | 30\% | (170) | 53\% | (305) | 575 |
| Community: Suburban | 13\% | (129) | 36\% | (355) | 51\% | (497) | 982 |
| Community: Rural | 7\% | (43) | 37\% | (237) | 56\% | (363) | 643 |
| Employ: Private Sector | 14\% | (90) | 35\% | (234) | 51\% | (336) | 661 |
| Employ: Government | 20\% | (25) | 33\% | (42) | 47\% | (58) | 124 |
| Employ: Self-Employed | 15\% | (28) | 43\% | (84) | 42\% | (83) | 195 |
| Employ: Homemaker | 13\% | (23) | 26\% | (44) | 61\% | (104) | 170 |
| Employ: Student | 27\% | (22) | 26\% | (20) | 47\% | (37) | 79 |
| Employ: Retired | 9\% | (48) | 44\% | (231) | 47\% | (244) | 523 |
| Employ: Unemployed | 8\% | (21) | 27\% | (71) | 65\% | (170) | 262 |
| Employ: Other | 9\% | (16) | 19\% | (34) | 73\% | (135) | 185 |
| Military HH: Yes | 10\% | (40) | 40\% | (155) | 49\% | (189) | 384 |
| Military HH: No | 13\% | (233) | $33 \%$ | (606) | 54\% | (976) | 1815 |
| RD/WT: Right Direction | 12\% | (103) | 41\% | (336) | 47\% | (388) | 826 |
| RD/WT: Wrong Track | 12\% | (170) | $31 \%$ | (425) | 57\% | (778) | 1373 |

Continued on next page

Table HR19_16: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Kevin McCarthy

| Demographic | I want them to appear <br> on SNL | I don't want them to <br> appear on SNL | Don't know / No <br> opinion |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: |
| Adults | Total N |  |  |

[^302]Table HR19_16: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not? Kevin McCarthy

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (273) | 35\% | (761) | 53\% | (1165) | 2199 |
| 2012 Vote: Barack Obama | 18\% | (151) | 30\% | (252) | 53\% | (451) | 854 |
| 2012 Vote: Mitt Romney | 8\% | (40) | 51\% | (255) | 41\% | (205) | 501 |
| 2012 Vote: Other | 6\% | (5) | 45\% | (40) | 49\% | (42) | 87 |
| 2012 Vote: Didn't Vote | 10\% | (75) | 28\% | (214) | 62\% | (463) | 752 |
| 4-Region: Northeast | 11\% | (42) | 35\% | (139) | 54\% | (213) | 394 |
| 4-Region: Midwest | 12\% | (56) | 37\% | (172) | 51\% | (235) | 462 |
| 4-Region: South | 13\% | (109) | $33 \%$ | (273) | 54\% | (442) | 824 |
| 4-Region: West | 13\% | (66) | 34\% | (177) | 53\% | (275) | 519 |
| TV shows: Every day | 14\% | (161) | 36\% | (418) | 50\% | (569) | 1148 |
| TV shows: Several times per week | 11\% | (54) | 37\% | (192) | $52 \%$ | (266) | 512 |
| TV shows: About once per week | 20\% | (28) | 25\% | (35) | 56\% | (80) | 144 |
| TV shows: Several times per month | 11\% | (11) | 39\% | (40) | 50\% | (51) | 101 |
| TV shows: About once per month | 9\% | (4) | 25\% | (12) | 66\% | (32) | 48 |
| TV shows: Less often than once per month | 10\% | (7) | 30\% | (23) | 61\% | (47) | 78 |
| TV shows: Never | 4\% | (6) | 25\% | (42) | 71\% | (120) | 169 |
| Movies: Every day | 21\% | (82) | $31 \%$ | (124) | 48\% | (192) | 399 |
| Movies: Several times per week | 15\% | (83) | 40\% | (231) | 45\% | (260) | 574 |
| Movies: About once per week | 13\% | (49) | 36\% | (138) | 51\% | (196) | 383 |
| Movies: Several times per month | 8\% | (23) | 37\% | (100) | 55\% | (151) | 273 |
| Movies: About once per month | 6\% | (11) | $41 \%$ | (70) | 53\% | (92) | 173 |
| Movies: Less often than once per month | 6\% | (12) | 26\% | (52) | 68\% | (137) | 201 |
| Movies: Never | 6\% | (12) | 23\% | (45) | 71\% | (139) | 196 |
| Sports: Every day | 32\% | (50) | 32\% | (50) | 37\% | (58) | 158 |
| Sports: Several times per week | 15\% | (51) | 44\% | (147) | 40\% | (133) | 332 |
| Sports: About once per week | 16\% | (46) | 36\% | (101) | 47\% | (132) | 279 |
| Sports: Several times per month | 13\% | (29) | 35\% | (80) | $52 \%$ | (118) | 228 |
| Sports: About once per month | 8\% | (13) | 35\% | (61) | 57\% | (100) | 174 |
| Sports: Less often than once per month | 10\% | (35) | 35\% | (128) | 55\% | (200) | 363 |
| Sports: Never | 7\% | (49) | 29\% | (194) | 64\% | (423) | 666 |

Continued on next page

Table HR19_16: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Kevin McCarthy

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (273) | 35\% | (761) | 53\% | (1165) | 2199 |
| Cable: I currently subscribe | 16\% | (179) | 35\% | (391) | 49\% | (539) | 1108 |
| Cable: I subscribed in the past | 9\% | (69) | 36\% | (260) | 55\% | (398) | 727 |
| Cable: I have never subscribed | 7\% | (26) | 30\% | (110) | 63\% | (229) | 365 |
| Satellite television: I currently subscribe | 13\% | (71) | 36\% | (191) | 50\% | (264) | 526 |
| Satellite television: I subscribed in the past | 15\% | (87) | $34 \%$ | (204) | 51\% | (306) | 597 |
| Satellite television: I have never subscribed | 11\% | (115) | 34\% | (366) | 55\% | (596) | 1076 |
| Streaming service: I currently subscribe | 14\% | (184) | 37\% | (483) | 49\% | (635) | 1302 |
| Streaming service: I subscribed in the past | 15\% | (34) | 24\% | (56) | 61\% | (143) | 234 |
| Streaming service: I have never subscribed | 8\% | (54) | $33 \%$ | (222) | 58\% | (387) | 663 |
| Film: An avid fan | 18\% | (141) | 37\% | (285) | 45\% | (352) | 779 |
| Film: A casual fan | 10\% | (111) | 35\% | (401) | 56\% | (640) | 1153 |
| Film: Not a fan | 8\% | (20) | 28\% | (74) | 65\% | (173) | 267 |
| Television: An avid fan | 14\% | (163) | 37\% | (425) | 49\% | (566) | 1154 |
| Television: A casual fan | 11\% | (104) | $33 \%$ | (303) | 55\% | (500) | 907 |
| Television: Not a fan | 4\% | (6) | 24\% | (34) | 72\% | (99) | 139 |
| Music: An avid fan | 16\% | (180) | 34\% | (393) | 50\% | (579) | 1152 |
| Music: A casual fan | 10\% | (87) | 37\% | (332) | 54\% | (489) | 907 |
| Music: Not a fan | 4\% | (6) | 26\% | (36) | 70\% | (98) | 140 |
| Fashion: An avid fan | 30\% | (102) | 29\% | (98) | 42\% | (142) | 342 |
| Fashion: A casual fan | 10\% | (86) | 35\% | (304) | 55\% | (471) | 861 |
| Fashion: Not a fan | 8\% | (85) | 36\% | (360) | 55\% | (552) | 996 |

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

Table HR19_17: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not? Bill de Blasio

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% | (331) | $31 \%$ | (692) | 53\% | (1176) | 2199 |
| Gender: Male | 20\% | (216) | $34 \%$ | (356) | 46\% | (488) | 1061 |
| Gender: Female | 10\% | (114) | 30\% | (336) | 60\% | (688) | 1138 |
| Age: 18-29 | 15\% | (62) | 23\% | (96) | 62\% | (253) | 411 |
| Age: 30-44 | 17\% | (103) | 26\% | (159) | 56\% | (339) | 600 |
| Age: 45-54 | 14\% | (48) | 32\% | (107) | 54\% | (179) | 335 |
| Age: 55-64 | 16\% | (67) | 36\% | (149) | 48\% | (201) | 417 |
| Age: 65+ | 12\% | (51) | $41 \%$ | (181) | 47\% | (205) | 436 |
| Generation Z: 18-21 | 10\% | (11) | 18\% | (21) | 72\% | (84) | 116 |
| Millennial: Age 22-37 | 18\% | (120) | 26\% | (173) | 55\% | (364) | 657 |
| Generation X: Age 38-53 | 14\% | (74) | 29\% | (157) | 57\% | (312) | 543 |
| Boomers: Age 54-72 | 14\% | (110) | 39\% | (300) | 47\% | (362) | 772 |
| PID: Dem (no lean) | 23\% | (183) | 23\% | (184) | 54\% | (439) | 806 |
| PID: Ind (no lean) | $11 \%$ | (79) | 28\% | (214) | $61 \%$ | (460) | 754 |
| PID: Rep (no lean) | $11 \%$ | (68) | 46\% | (294) | 43\% | (277) | 639 |
| PID/Gender: Dem Men | $31 \%$ | (123) | 23\% | (89) | 46\% | (183) | 395 |
| PID/Gender: Dem Women | 15\% | (60) | 23\% | (95) | 62\% | (256) | 411 |
| PID/Gender: Ind Men | 16\% | (51) | 29\% | (96) | 55\% | (180) | 326 |
| PID/Gender: Ind Women | 7\% | (29) | 28\% | (118) | 66\% | (281) | 427 |
| PID/Gender: Rep Men | 13\% | (43) | 50\% | (171) | 37\% | (126) | 339 |
| PID/Gender: Rep Women | 9\% | (26) | 41\% | (123) | 50\% | (151) | 300 |
| Ideo: Liberal (1-3) | 25\% | (167) | 22\% | (146) | 53\% | (360) | 674 |
| Ideo: Moderate (4) | 16\% | (87) | $31 \%$ | (167) | 53\% | (290) | 544 |
| Ideo: Conservative (5-7) | 10\% | (72) | 47\% | (334) | 43\% | (306) | 712 |
| Educ: < College | 14\% | (207) | 30\% | (446) | 57\% | (859) | 1512 |
| Educ: Bachelors degree | 16\% | (72) | 37\% | (163) | 47\% | (209) | 444 |
| Educ: Post-grad | $21 \%$ | (52) | 34\% | (83) | 45\% | (108) | 243 |

[^303]Table HR19_17: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Bill de Blasio

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% | (331) | $31 \%$ | (692) | 53\% | (1176) | 2199 |
| Income: Under 50k | 15\% | (189) | 28\% | (360) | 58\% | (747) | 1297 |
| Income: 50k-100k | 17\% | (104) | 35\% | (214) | 48\% | (297) | 615 |
| Income: 100k+ | 13\% | (38) | $41 \%$ | (117) | 46\% | (132) | 287 |
| Ethnicity: White | 11\% | (195) | 35\% | (597) | 54\% | (930) | 1722 |
| Ethnicity: Hispanic | 23\% | (79) | 20\% | (71) | 57\% | (199) | 350 |
| Ethnicity: Afr. Am. | 30\% | (83) | 15\% | (41) | 55\% | (151) | 274 |
| Ethnicity: Other | 26\% | (53) | 27\% | (55) | 47\% | (95) | 203 |
| Relig: Protestant | 11\% | (61) | 39\% | (212) | 49\% | (266) | 539 |
| Relig: Roman Catholic | 19\% | (81) | 37\% | (160) | 45\% | (195) | 436 |
| Relig: Something Else | 14\% | (27) | 26\% | (49) | 59\% | (111) | 187 |
| Relig: Jewish | 20\% | (11) | 34\% | (18) | 46\% | (25) | 54 |
| Relig: Evangelical | 15\% | (122) | 33\% | (267) | 52\% | (416) | 805 |
| Relig: Non-Evang. Catholics | 13\% | (47) | 43\% | (153) | 44\% | (156) | 357 |
| Relig: All Christian | 15\% | (169) | 36\% | (421) | 49\% | (572) | 1161 |
| Relig: All Non-Christian | 12\% | (26) | 25\% | (55) | 64\% | (143) | 224 |
| Community: Urban | 19\% | (108) | 27\% | (157) | 54\% | (310) | 575 |
| Community: Suburban | 16\% | (155) | $33 \%$ | (325) | 51\% | (502) | 982 |
| Community: Rural | 11\% | (68) | 33\% | (210) | 57\% | (365) | 643 |
| Employ: Private Sector | 16\% | (106) | 35\% | (233) | 49\% | (322) | 661 |
| Employ: Government | 26\% | (32) | 30\% | (37) | 44\% | (55) | 124 |
| Employ: Self-Employed | 20\% | (39) | 30\% | (58) | 50\% | (98) | 195 |
| Employ: Homemaker | 12\% | (21) | 27\% | (46) | 61\% | (104) | 170 |
| Employ: Student | 15\% | (12) | 27\% | (21) | 58\% | (46) | 79 |
| Employ: Retired | 13\% | (66) | 40\% | (210) | 47\% | (248) | 523 |
| Employ: Unemployed | 14\% | (37) | 22\% | (57) | 64\% | (168) | 262 |
| Employ: Other | 10\% | (19) | 17\% | (31) | 73\% | (136) | 185 |
| Military HH: Yes | 17\% | (65) | 34\% | (129) | 50\% | (191) | 384 |
| Military HH: No | 15\% | (266) | $31 \%$ | (563) | 54\% | (986) | 1815 |
| RD/WT: Right Direction | 12\% | (97) | 41\% | (341) | 47\% | (388) | 826 |
| RD/WT: Wrong Track | 17\% | (233) | 26\% | (351) | 57\% | (789) | 1373 |

[^304]Table HR19_17: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not? Bill de Blasio

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% | (331) | 31\% | (692) | 53\% | (1176) | 2199 |
| Trump Job Approve | $11 \%$ | (100) | 46\% | (396) | 43\% | (374) | 870 |
| Trump Job Disapprove | 19\% | (228) | 24\% | (290) | 58\% | (710) | 1227 |
| Trump Job Strongly Approve | 12\% | (53) | 48\% | (212) | 40\% | (175) | 440 |
| Trump Job Somewhat Approve | 11\% | (46) | 43\% | (184) | 46\% | (199) | 429 |
| Trump Job Somewhat Disapprove | 10\% | (31) | 29\% | (86) | 61\% | (181) | 297 |
| Trump Job Strongly Disapprove | 21\% | (197) | 22\% | (204) | 57\% | (529) | 930 |
| Favorable of Trump | 12\% | (102) | 46\% | (388) | 42\% | (357) | 847 |
| Unfavorable of Trump | 18\% | (221) | 24\% | (292) | 58\% | (699) | 1212 |
| Very Favorable of Trump | 13\% | (62) | 46\% | (220) | 41\% | (197) | 479 |
| Somewhat Favorable of Trump | $11 \%$ | (40) | 46\% | (169) | 43\% | (160) | 368 |
| Somewhat Unfavorable of Trump | $11 \%$ | (25) | 32\% | (76) | 57\% | (134) | 236 |
| Very Unfavorable of Trump | 20\% | (196) | 22\% | (216) | 58\% | (565) | 976 |
| \#1 Issue: Economy | 15\% | (82) | 33\% | (184) | 53\% | (294) | 560 |
| \#1 Issue: Security | 9\% | (41) | 45\% | (199) | 45\% | (200) | 441 |
| \#1 Issue: Health Care | 16\% | (60) | 24\% | (90) | 59\% | (218) | 368 |
| \#1 Issue: Medicare / Social Security | 18\% | (64) | $33 \%$ | (118) | 49\% | (177) | 359 |
| \#1 Issue: Women's Issues | 23\% | (28) | 16\% | (20) | 62\% | (77) | 126 |
| \#1 Issue: Education | 16\% | (25) | 22\% | (34) | 62\% | (95) | 154 |
| \#1 Issue: Energy | 23\% | (23) | 20\% | (20) | 56\% | (56) | 100 |
| \#1 Issue: Other | 8\% | (7) | 29\% | (27) | 64\% | (59) | 93 |
| 2018 House Vote: Democrat | $24 \%$ | (198) | 23\% | (196) | 53\% | (445) | 839 |
| 2018 House Vote: Republican | 9\% | (59) | 51\% | (328) | 40\% | (256) | 643 |
| 2018 House Vote: Someone else | 5\% | (5) | 31\% | (33) | 64\% | (67) | 105 |
| 2018 House Vote: Didnt Vote | 11\% | (64) | 22\% | (134) | 67\% | (407) | 605 |
| 2016 Vote: Hillary Clinton | 25\% | (176) | 20\% | (146) | 55\% | (396) | 719 |
| 2016 Vote: Donald Trump | 10\% | (68) | 50\% | (335) | 40\% | (263) | 666 |
| 2016 Vote: Someone else | 12\% | (21) | 38\% | (69) | 50\% | (89) | 178 |
| 2016 Vote: Didnt Vote | $11 \%$ | (66) | 22\% | (138) | 68\% | (425) | 629 |
| Voted in 2014: Yes | 17\% | (234) | 36\% | (486) | 47\% | (646) | 1366 |
| Voted in 2014: No | 12\% | (97) | 25\% | (206) | 64\% | (531) | 833 |

Continued on next page

Table HR19_17: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Bill de Blasio

| Demographic | I want them to appear |  | I don't want them to | Don't know / No |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: |
| opinion |  |  |  |  |

Continued on next page

Table HR19_17: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not? Bill de Blasio

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% | (331) | $31 \%$ | (692) | 53\% | (1176) | 2199 |
| Cable: I currently subscribe | 19\% | (206) | $33 \%$ | (367) | 48\% | (534) | 1108 |
| Cable: I subscribed in the past | 13\% | (96) | $31 \%$ | (227) | 56\% | (404) | 727 |
| Cable: I have never subscribed | 8\% | (28) | 27\% | (98) | 65\% | (238) | 365 |
| Satellite television: I currently subscribe | 14\% | (73) | 33\% | (174) | 53\% | (278) | 526 |
| Satellite television: I subscribed in the past | 17\% | (99) | 33\% | (200) | 50\% | (298) | 597 |
| Satellite television: I have never subscribed | 15\% | (159) | 30\% | (318) | 56\% | (600) | 1076 |
| Streaming service: I currently subscribe | 17\% | (215) | 34\% | (440) | 50\% | (648) | 1302 |
| Streaming service: I subscribed in the past | 21\% | (50) | 23\% | (53) | 56\% | (131) | 234 |
| Streaming service: I have never subscribed | 10\% | (66) | 30\% | (200) | 60\% | (398) | 663 |
| Film: An avid fan | 20\% | (156) | $33 \%$ | (256) | 47\% | (367) | 779 |
| Film: A casual fan | 13\% | (154) | $31 \%$ | (353) | 56\% | (646) | 1153 |
| Film: Not a fan | 8\% | (21) | $31 \%$ | (83) | 61\% | (163) | 267 |
| Television: An avid fan | 19\% | (223) | 32\% | (373) | 48\% | (558) | 1154 |
| Television: A casual fan | 11\% | (98) | $31 \%$ | (282) | 58\% | (526) | 907 |
| Television: Not a fan | 7\% | (10) | 27\% | (37) | 66\% | (92) | 139 |
| Music: An avid fan | 17\% | (195) | $31 \%$ | (362) | 52\% | (595) | 1152 |
| Music: A casual fan | 14\% | (127) | $33 \%$ | (301) | 53\% | (480) | 907 |
| Music: Not a fan | 7\% | (9) | 21\% | (29) | 73\% | (102) | 140 |
| Fashion: An avid fan | 28\% | (96) | 28\% | (97) | 44\% | (150) | 342 |
| Fashion: A casual fan | 15\% | (127) | $31 \%$ | (269) | $54 \%$ | (465) | 861 |
| Fashion: Not a fan | 11\% | (108) | $33 \%$ | (327) | 56\% | (562) | 996 |

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

Table HR19_18: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Donald Trump

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 22\% | (486) | 47\% | (1044) | 30\% | (669) | 2199 |
| Gender: Male | 23\% | (244) | $51 \%$ | (545) | 26\% | (273) | 1061 |
| Gender: Female | 21\% | (243) | 44\% | (500) | 35\% | (396) | 1138 |
| Age: 18-29 | 30\% | (122) | $34 \%$ | (142) | $36 \%$ | (147) | 411 |
| Age: 30-44 | 24\% | (146) | 45\% | (268) | $31 \%$ | (187) | 600 |
| Age: 45-54 | 19\% | (62) | $51 \%$ | (169) | $31 \%$ | (103) | 335 |
| Age: 55-64 | 19\% | (80) | 54\% | (225) | $27 \%$ | (112) | 417 |
| Age: 65+ | 17\% | (76) | 55\% | (241) | 27\% | (119) | 436 |
| Generation Z: 18-21 | 24\% | (28) | 37\% | (43) | 39\% | (45) | 116 |
| Millennial: Age 22-37 | 28\% | (182) | 42\% | (276) | 30\% | (200) | 657 |
| Generation X: Age 38-53 | 21\% | (113) | 44\% | (242) | 35\% | (189) | 543 |
| Boomers: Age 54-72 | 19\% | (147) | 54\% | (418) | $27 \%$ | (207) | 772 |
| PID: Dem (no lean) | 22\% | (181) | $51 \%$ | (411) | $27 \%$ | (214) | 806 |
| PID: Ind (no lean) | 21\% | (158) | 41\% | (306) | 38\% | (289) | 754 |
| PID: Rep (no lean) | 23\% | (148) | 51\% | (327) | 26\% | (165) | 639 |
| PID/Gender: Dem Men | 22\% | (89) | 56\% | (220) | 22\% | (86) | 395 |
| PID/Gender: Dem Women | 22\% | (92) | 46\% | (191) | $31 \%$ | (128) | 411 |
| PID/Gender: Ind Men | 22\% | (72) | 44\% | (143) | $34 \%$ | (111) | 326 |
| PID/Gender: Ind Women | 20\% | (86) | 38\% | (163) | $42 \%$ | (178) | 427 |
| PID/Gender: Rep Men | 25\% | (83) | 53\% | (181) | $22 \%$ | (75) | 339 |
| PID/Gender: Rep Women | 21\% | (64) | 49\% | (146) | 30\% | (90) | 300 |
| Ideo: Liberal (1-3) | 26\% | (178) | 52\% | (352) | $21 \%$ | (143) | 674 |
| Ideo: Moderate (4) | 21\% | (117) | 47\% | (258) | $31 \%$ | (170) | 544 |
| Ideo: Conservative (5-7) | 22\% | (156) | 52\% | (371) | 26\% | (184) | 712 |
| Educ: < College | 21\% | (322) | 44\% | (663) | 35\% | (527) | 1512 |
| Educ: Bachelors degree | 26\% | (117) | 55\% | (243) | 19\% | (84) | 444 |
| Educ: Post-grad | 19\% | (47) | 57\% | (138) | $24 \%$ | (58) | 243 |

Continued on next page

Table HR19_18: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Donald Trump

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 22\% | (486) | 47\% | (1044) | 30\% | (669) | 2199 |
| Income: Under 50k | 22\% | (290) | 43\% | (562) | 34\% | (445) | 1297 |
| Income: 50k-100k | 23\% | (144) | 51\% | (313) | 26\% | (158) | 615 |
| Income: 100k+ | 18\% | (52) | 59\% | (170) | 23\% | (65) | 287 |
| Ethnicity: White | 20\% | (349) | 49\% | (846) | 31\% | (527) | 1722 |
| Ethnicity: Hispanic | 24\% | (85) | 44\% | (153) | 32\% | (111) | 350 |
| Ethnicity: Afr. Am. | 27\% | (73) | 40\% | (109) | 34\% | (93) | 274 |
| Ethnicity: Other | $32 \%$ | (65) | 44\% | (90) | 24\% | (49) | 203 |
| Relig: Protestant | 19\% | (105) | $56 \%$ | (303) | 24\% | (131) | 539 |
| Relig: Roman Catholic | 23\% | (99) | $51 \%$ | (221) | 27\% | (116) | 436 |
| Relig: Something Else | 18\% | (33) | 45\% | (84) | 37\% | (69) | 187 |
| Relig: Jewish | 28\% | (15) | 49\% | (27) | 23\% | (13) | 54 |
| Relig: Evangelical | 19\% | (151) | 51\% | (411) | 30\% | (243) | 805 |
| Relig: Non-Evang. Catholics | 24\% | (86) | 55\% | (197) | 21\% | (73) | 357 |
| Relig: All Christian | 20\% | (237) | 52\% | (608) | 27\% | (316) | 1161 |
| Relig: All Non-Christian | 25\% | (56) | 33\% | (73) | 43\% | (95) | 224 |
| Community: Urban | 24\% | (136) | 47\% | (271) | 29\% | (168) | 575 |
| Community: Suburban | 24\% | (231) | 49\% | (477) | 28\% | (274) | 982 |
| Community: Rural | 19\% | (120) | 46\% | (296) | 35\% | (227) | 643 |
| Employ: Private Sector | 23\% | (151) | $52 \%$ | (346) | 25\% | (164) | 661 |
| Employ: Government | 27\% | (34) | 48\% | (60) | 25\% | (31) | 124 |
| Employ: Self-Employed | 29\% | (57) | 43\% | (85) | 28\% | (54) | 195 |
| Employ: Homemaker | 19\% | (32) | 40\% | (69) | 41\% | (69) | 170 |
| Employ: Student | 42\% | (33) | 36\% | (28) | 22\% | (17) | 79 |
| Employ: Retired | 18\% | (95) | 55\% | (286) | 27\% | (142) | 523 |
| Employ: Unemployed | 22\% | (58) | 35\% | (91) | 43\% | (113) | 262 |
| Employ: Other | 15\% | (27) | 43\% | (79) | 43\% | (79) | 185 |
| Military HH: Yes | 25\% | (97) | 45\% | (173) | 30\% | (115) | 384 |
| Military HH: No | 21\% | (390) | 48\% | (871) | 31\% | (554) | 1815 |
| RD/WT: Right Direction | 24\% | (195) | 45\% | (374) | $31 \%$ | (257) | 826 |
| RD/WT: Wrong Track | 21\% | (291) | 49\% | (670) | 30\% | (412) | 1373 |

Table HR19_18: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Donald Trump

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 22\% | (486) | 47\% | (1044) | $30 \%$ | (669) | 2199 |
| Trump Job Approve | 24\% | (212) | 48\% | (420) | 27\% | (238) | 870 |
| Trump Job Disapprove | 22\% | (270) | 50\% | (613) | 28\% | (345) | 1227 |
| Trump Job Strongly Approve | 23\% | (100) | 54\% | (239) | 23\% | (101) | 440 |
| Trump Job Somewhat Approve | 26\% | (111) | 42\% | (181) | 32\% | (137) | 429 |
| Trump Job Somewhat Disapprove | 24\% | (70) | 46\% | (135) | 31\% | (91) | 297 |
| Trump Job Strongly Disapprove | 21\% | (200) | 51\% | (478) | 27\% | (253) | 930 |
| Favorable of Trump | 23\% | (196) | 50\% | (427) | 26\% | (224) | 847 |
| Unfavorable of Trump | 23\% | (280) | 49\% | (594) | 28\% | (337) | 1212 |
| Very Favorable of Trump | 24\% | (114) | $52 \%$ | (248) | 24\% | (117) | 479 |
| Somewhat Favorable of Trump | 22\% | (82) | 49\% | (179) | 29\% | (107) | 368 |
| Somewhat Unfavorable of Trump | 22\% | (53) | 46\% | (109) | 31\% | (74) | 236 |
| Very Unfavorable of Trump | 23\% | (227) | 50\% | (485) | 27\% | (263) | 976 |
| \#1 Issue: Economy | 24\% | (137) | 49\% | (273) | 27\% | (150) | 560 |
| \#1 Issue: Security | 17\% | (76) | 55\% | (241) | 28\% | (124) | 441 |
| \#1 Issue: Health Care | 23\% | (84) | 46\% | (169) | 31\% | (115) | 368 |
| \#1 Issue: Medicare / Social Security | 23\% | (81) | 45\% | (161) | $33 \%$ | (117) | 359 |
| \#1 Issue: Women's Issues | 23\% | (29) | 37\% | (47) | 40\% | (50) | 126 |
| \#1 Issue: Education | 28\% | (43) | 37\% | (57) | 35\% | (53) | 154 |
| \#1 Issue: Energy | 23\% | (23) | $52 \%$ | (52) | 25\% | (24) | 100 |
| \#1 Issue: Other | 15\% | (14) | 48\% | (44) | 37\% | (35) | 93 |
| 2018 House Vote: Democrat | 24\% | (201) | 52\% | (433) | 24\% | (205) | 839 |
| 2018 House Vote: Republican | 21\% | (135) | 55\% | (353) | 24\% | (155) | 643 |
| 2018 House Vote: Someone else | 13\% | (13) | 45\% | (48) | 42\% | (44) | 105 |
| 2018 House Vote: Didnt Vote | 22\% | (132) | 35\% | (210) | 44\% | (264) | 605 |
| 2016 Vote: Hillary Clinton | 23\% | (166) | 49\% | (355) | 27\% | (197) | 719 |
| 2016 Vote: Donald Trump | 21\% | (139) | 54\% | (358) | 25\% | (169) | 666 |
| 2016 Vote: Someone else | 20\% | (35) | 58\% | (104) | 22\% | (39) | 178 |
| 2016 Vote: Didnt Vote | 23\% | (142) | 36\% | (226) | 42\% | (262) | 629 |
| Voted in 2014: Yes | 22\% | (306) | 52\% | (714) | 25\% | (346) | 1366 |
| Voted in 2014: No | 22\% | (180) | 40\% | (331) | 39\% | (323) | 833 |

Continued on next page

Table HR19_18: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Donald Trump

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total $\mathbf{N}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 22\% | (486) | 47\% | (1044) | 30\% | (669) | 2199 |
| 2012 Vote: Barack Obama | 25\% | (211) | 48\% | (412) | 27\% | (231) | 854 |
| 2012 Vote: Mitt Romney | 18\% | (89) | 59\% | (297) | 23\% | (115) | 501 |
| 2012 Vote: Other | $21 \%$ | (18) | $51 \%$ | (44) | 29\% | (25) | 87 |
| 2012 Vote: Didn't Vote | 22\% | (168) | 38\% | (286) | 40\% | (298) | 752 |
| 4-Region: Northeast | 18\% | (71) | 52\% | (204) | 30\% | (118) | 394 |
| 4-Region: Midwest | 21\% | (97) | 52\% | (239) | 27\% | (126) | 462 |
| 4-Region: South | 23\% | (190) | 43\% | (353) | 34\% | (281) | 824 |
| 4-Region: West | 25\% | (129) | 48\% | (248) | 28\% | (143) | 519 |
| TV shows: Every day | 24\% | (279) | 49\% | (567) | 26\% | (303) | 1148 |
| TV shows: Several times per week | 20\% | (103) | $54 \%$ | (276) | 26\% | (133) | 512 |
| TV shows: About once per week | 23\% | (33) | 34\% | (49) | 43\% | (61) | 144 |
| TV shows: Several times per month | 25\% | (25) | 42\% | (43) | 33\% | (33) | 101 |
| TV shows: About once per month | 23\% | (11) | 35\% | (17) | 42\% | (20) | 48 |
| TV shows: Less often than once per month | 20\% | (16) | 49\% | (38) | $31 \%$ | (24) | 78 |
| TV shows: Never | 12\% | (20) | 32\% | (54) | 56\% | (94) | 169 |
| Movies: Every day | $32 \%$ | (127) | 39\% | (157) | 29\% | (115) | 399 |
| Movies: Several times per week | 24\% | (136) | 53\% | (303) | 24\% | (136) | 574 |
| Movies: About once per week | $21 \%$ | (82) | $52 \%$ | (200) | 26\% | (101) | 383 |
| Movies: Several times per month | 20\% | (56) | $52 \%$ | (141) | 28\% | (76) | 273 |
| Movies: About once per month | 18\% | (31) | 52\% | (90) | 30\% | (53) | 173 |
| Movies: Less often than once per month | 18\% | (36) | 42\% | (84) | 40\% | (81) | 201 |
| Movies: Never | 10\% | (19) | $36 \%$ | (70) | 55\% | (107) | 196 |
| Sports: Every day | 36\% | (56) | 42\% | (67) | 22\% | (34) | 158 |
| Sports: Several times per week | 29\% | (96) | $50 \%$ | (165) | 21\% | (71) | 332 |
| Sports: About once per week | 27\% | (76) | $51 \%$ | (141) | 22\% | (62) | 279 |
| Sports: Several times per month | 18\% | (41) | 49\% | (111) | 33\% | (76) | 228 |
| Sports: About once per month | 23\% | (39) | 50\% | (87) | 27\% | (47) | 174 |
| Sports: Less often than once per month | 16\% | (59) | 57\% | (206) | 27\% | (98) | 363 |
| Sports: Never | 18\% | (119) | 40\% | (267) | 42\% | (280) | 666 |

Continued on next page

Table HR19_18: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Donald Trump

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 22\% | (486) | 47\% | (1044) | 30\% | (669) | 2199 |
| Cable: I currently subscribe | 25\% | (274) | 50\% | (555) | 25\% | (279) | 1108 |
| Cable: I subscribed in the past | 21\% | (154) | 50\% | (362) | 29\% | (211) | 727 |
| Cable: I have never subscribed | 16\% | (58) | 35\% | (128) | 49\% | (179) | 365 |
| Satellite television: I currently subscribe | 23\% | (122) | 48\% | (252) | 29\% | (152) | 526 |
| Satellite television: I subscribed in the past | 25\% | (147) | 47\% | (283) | 28\% | (167) | 597 |
| Satellite television: I have never subscribed | 20\% | (217) | 47\% | (509) | 32\% | (350) | 1076 |
| Streaming service: I currently subscribe | 25\% | (326) | 51\% | (662) | 24\% | (314) | 1302 |
| Streaming service: I subscribed in the past | 24\% | (57) | 37\% | (86) | 39\% | (90) | 234 |
| Streaming service: I have never subscribed | 16\% | (103) | 45\% | (296) | 40\% | (264) | 663 |
| Film: An avid fan | 28\% | (218) | 49\% | (380) | 23\% | (182) | 779 |
| Film: A casual fan | 20\% | (230) | 49\% | (564) | 31\% | (358) | 1153 |
| Film: Not a fan | 14\% | (38) | 38\% | (101) | 48\% | (129) | 267 |
| Television: An avid fan | 25\% | (285) | 50\% | (578) | 25\% | (290) | 1154 |
| Television: A casual fan | 19\% | (176) | 47\% | (425) | 34\% | (306) | 907 |
| Television: Not a fan | 18\% | (25) | 29\% | (41) | 52\% | (73) | 139 |
| Music: An avid fan | 27\% | (315) | 47\% | (540) | 26\% | (297) | 1152 |
| Music: A casual fan | 17\% | (157) | $51 \%$ | (463) | 32\% | (288) | 907 |
| Music: Not a fan | 11\% | (15) | 30\% | (41) | 60\% | (84) | 140 |
| Fashion: An avid fan | 39\% | (133) | 38\% | (129) | 24\% | (81) | 342 |
| Fashion: A casual fan | 20\% | (171) | 49\% | (423) | 31\% | (267) | 861 |
| Fashion: Not a fan | 18\% | (183) | 49\% | (492) | 32\% | (322) | 996 |

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

Table HR19_19: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Hillary Clinton

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 29\% | (638) | 38\% | (835) | $33 \%$ | (726) | 2199 |
| Gender: Male | 30\% | (318) | 41\% | (430) | 30\% | (313) | 1061 |
| Gender: Female | 28\% | (320) | $36 \%$ | (404) | 36\% | (413) | 1138 |
| Age: 18-29 | 35\% | (145) | 25\% | (103) | 40\% | (163) | 411 |
| Age: 30-44 | 31\% | (187) | 35\% | (210) | 34\% | (204) | 600 |
| Age: 45-54 | 28\% | (93) | 43\% | (144) | 29\% | (98) | 335 |
| Age: 55-64 | 29\% | (120) | 41\% | (171) | 30\% | (126) | 417 |
| Age: 65+ | 21\% | (93) | 48\% | (208) | $31 \%$ | (136) | 436 |
| Generation Z: 18-21 | 37\% | (43) | 24\% | (28) | 39\% | (45) | 116 |
| Millennial: Age 22-37 | 33\% | (220) | $31 \%$ | (203) | 36\% | (234) | 657 |
| Generation X: Age 38-53 | 28\% | (154) | 38\% | (207) | 33\% | (182) | 543 |
| Boomers: Age 54-72 | 26\% | (198) | 44\% | (343) | 30\% | (231) | 772 |
| PID: Dem (no lean) | 44\% | (357) | 26\% | (212) | 29\% | (237) | 806 |
| PID: Ind (no lean) | 25\% | (185) | 35\% | (265) | 40\% | (304) | 754 |
| PID: Rep (no lean) | 15\% | (96) | $56 \%$ | (358) | 29\% | (186) | 639 |
| PID/Gender: Dem Men | 45\% | (179) | 29\% | (115) | 26\% | (102) | 395 |
| PID/Gender: Dem Women | 43\% | (178) | 24\% | (98) | 33\% | (135) | 411 |
| PID/Gender: Ind Men | 27\% | (87) | $36 \%$ | (119) | 37\% | (120) | 326 |
| PID/Gender: Ind Women | 23\% | (98) | 34\% | (146) | 43\% | (184) | 427 |
| PID/Gender: Rep Men | 15\% | (51) | 58\% | (197) | 27\% | (91) | 339 |
| PID/Gender: Rep Women | 15\% | (45) | 54\% | (161) | 32\% | (95) | 300 |
| Ideo: Liberal (1-3) | 48\% | (321) | 28\% | (186) | 25\% | (167) | 674 |
| Ideo: Moderate (4) | $31 \%$ | (166) | 35\% | (192) | 34\% | (186) | 544 |
| Ideo: Conservative (5-7) | 17\% | (119) | $57 \%$ | (405) | 26\% | (189) | 712 |
| Educ: < College | 28\% | (420) | 34\% | (520) | 38\% | (572) | 1512 |
| Educ: Bachelors degree | 32\% | (141) | 46\% | (205) | 22\% | (98) | 444 |
| Educ: Post-grad | $31 \%$ | (77) | 45\% | (110) | 23\% | (57) | 243 |

[^305]Table HR19_19: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Hillary Clinton

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 29\% | (638) | 38\% | (835) | $33 \%$ | (726) | 2199 |
| Income: Under 50k | 30\% | (385) | 32\% | (420) | 38\% | (492) | 1297 |
| Income: 50k-100k | 31\% | (189) | 43\% | (266) | 26\% | (160) | 615 |
| Income: 100k+ | 23\% | (65) | $52 \%$ | (149) | 26\% | (74) | 287 |
| Ethnicity: White | 25\% | (423) | 42\% | (729) | $33 \%$ | (570) | 1722 |
| Ethnicity: Hispanic | 40\% | (142) | 24\% | (83) | 36\% | (125) | 350 |
| Ethnicity: Afr. Am. | 52\% | (141) | 16\% | (45) | 32\% | (88) | 274 |
| Ethnicity: Other | 36\% | (74) | 30\% | (61) | $33 \%$ | (68) | 203 |
| Relig: Protestant | 23\% | (124) | 47\% | (254) | 30\% | (161) | 539 |
| Relig: Roman Catholic | 32\% | (139) | 41\% | (180) | 27\% | (118) | 436 |
| Relig: Something Else | 35\% | (66) | 29\% | (54) | 36\% | (67) | 187 |
| Relig: Jewish | $31 \%$ | (17) | 42\% | (23) | 27\% | (15) | 54 |
| Relig: Evangelical | 30\% | (245) | 39\% | (312) | $31 \%$ | (247) | 805 |
| Relig: Non-Evang. Catholics | 23\% | (83) | 49\% | (175) | 28\% | (98) | 357 |
| Relig: All Christian | 28\% | (329) | 42\% | (488) | 30\% | (345) | 1161 |
| Relig: All Non-Christian | 24\% | (54) | 33\% | (74) | 43\% | (96) | 224 |
| Community: Urban | 36\% | (204) | 33\% | (188) | $32 \%$ | (183) | 575 |
| Community: Suburban | 30\% | (293) | 39\% | (383) | 31\% | (305) | 982 |
| Community: Rural | 22\% | (141) | 41\% | (264) | 37\% | (238) | 643 |
| Employ: Private Sector | 33\% | (216) | 40\% | (267) | 27\% | (178) | 661 |
| Employ: Government | 28\% | (35) | 41\% | (51) | $31 \%$ | (39) | 124 |
| Employ: Self-Employed | 33\% | (65) | 39\% | (76) | 28\% | (55) | 195 |
| Employ: Homemaker | 25\% | (42) | 37\% | (63) | 39\% | (66) | 170 |
| Employ: Student | 48\% | (38) | 26\% | (21) | 26\% | (20) | 79 |
| Employ: Retired | 23\% | (121) | 46\% | (243) | 30\% | (159) | 523 |
| Employ: Unemployed | 25\% | (66) | 26\% | (67) | 49\% | (128) | 262 |
| Employ: Other | 30\% | (55) | 25\% | (47) | 45\% | (83) | 185 |
| Military HH: Yes | 27\% | (102) | 41\% | (157) | 32\% | (125) | 384 |
| Military HH: No | 30\% | (536) | 37\% | (677) | $33 \%$ | (602) | 1815 |
| RD/WT: Right Direction | 16\% | (135) | 51\% | (417) | 33\% | (274) | 826 |
| RD/WT: Wrong Track | 37\% | (504) | 30\% | (417) | $33 \%$ | (452) | 1373 |

Continued on next page

Table HR19_19: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not? Hillary Clinton

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 29\% | (638) | $38 \%$ | (835) | $33 \%$ | (726) | 2199 |
| Trump Job Approve | 16\% | (141) | 54\% | (469) | 30\% | (260) | 870 |
| Trump Job Disapprove | 40\% | (488) | 29\% | (358) | 31\% | (381) | 1227 |
| Trump Job Strongly Approve | 16\% | (69) | $56 \%$ | (248) | 28\% | (123) | 440 |
| Trump Job Somewhat Approve | 17\% | (72) | $51 \%$ | (221) | 32\% | (136) | 429 |
| Trump Job Somewhat Disapprove | 33\% | (99) | 33\% | (97) | 34\% | (101) | 297 |
| Trump Job Strongly Disapprove | 42\% | (389) | 28\% | (262) | 30\% | (280) | 930 |
| Favorable of Trump | 15\% | (131) | 56\% | (476) | 28\% | (240) | 847 |
| Unfavorable of Trump | 41\% | (493) | 28\% | (339) | 31\% | (379) | 1212 |
| Very Favorable of Trump | 14\% | (68) | 56\% | (269) | 29\% | (141) | 479 |
| Somewhat Favorable of Trump | 17\% | (63) | 56\% | (207) | 27\% | (98) | 368 |
| Somewhat Unfavorable of Trump | 30\% | (71) | 35\% | (83) | 35\% | (82) | 236 |
| Very Unfavorable of Trump | 43\% | (422) | 26\% | (257) | 30\% | (297) | 976 |
| \#1 Issue: Economy | 28\% | (158) | 42\% | (232) | 30\% | (169) | 560 |
| \#1 Issue: Security | 17\% | (76) | 53\% | (234) | 30\% | (131) | 441 |
| \#1 Issue: Health Care | 37\% | (135) | 31\% | (114) | 32\% | (119) | 368 |
| \#1 Issue: Medicare / Social Security | 28\% | (102) | 38\% | (135) | 34\% | (122) | 359 |
| \#1 Issue: Women's Issues | 37\% | (47) | 24\% | (31) | 38\% | (48) | 126 |
| \#1 Issue: Education | 35\% | (53) | 23\% | (36) | 42\% | (65) | 154 |
| \#1 Issue: Energy | 48\% | (48) | 24\% | (24) | 28\% | (28) | 100 |
| \#1 Issue: Other | 20\% | (19) | $31 \%$ | (29) | 48\% | (45) | 93 |
| 2018 House Vote: Democrat | 44\% | (372) | 28\% | (234) | 28\% | (233) | 839 |
| 2018 House Vote: Republican | 14\% | (90) | 60\% | (386) | 26\% | (167) | 643 |
| 2018 House Vote: Someone else | 20\% | (21) | 33\% | (35) | 47\% | (49) | 105 |
| 2018 House Vote: Didnt Vote | 24\% | (148) | 30\% | (180) | 46\% | (278) | 605 |
| 2016 Vote: Hillary Clinton | 47\% | (340) | 24\% | (171) | 29\% | (208) | 719 |
| 2016 Vote: Donald Trump | 15\% | (97) | 58\% | (388) | 27\% | (181) | 666 |
| 2016 Vote: Someone else | 23\% | (41) | 48\% | (86) | 29\% | (51) | 178 |
| 2016 Vote: Didnt Vote | 25\% | (155) | 30\% | (189) | 45\% | (286) | 629 |
| Voted in 2014: Yes | 31\% | (421) | 42\% | (568) | 28\% | (376) | 1366 |
| Voted in 2014: No | 26\% | (217) | $32 \%$ | (266) | 42\% | (350) | 833 |

Continued on next page

Table HR19_19: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Hillary Clinton

| Demographic | I want them to appear |  | I don't want them to | Don't know / No |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: |
| on SNL | opinion |  |  |  |

Continued on next page

Table HR19_19: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Hillary Clinton

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 29\% | (638) | 38\% | (835) | 33\% | (726) | 2199 |
| Cable: I currently subscribe | 33\% | (369) | 38\% | (423) | 28\% | (315) | 1108 |
| Cable: I subscribed in the past | 29\% | (207) | $41 \%$ | (295) | 31\% | (224) | 727 |
| Cable: I have never subscribed | 17\% | (61) | $32 \%$ | (116) | 51\% | (187) | 365 |
| Satellite television: I currently subscribe | 30\% | (158) | 40\% | (211) | 30\% | (157) | 526 |
| Satellite television: I subscribed in the past | 29\% | (171) | 39\% | (234) | 32\% | (192) | 597 |
| Satellite television: I have never subscribed | 29\% | (309) | 36\% | (389) | 35\% | (378) | 1076 |
| Streaming service: I currently subscribe | 34\% | (438) | 39\% | (513) | 27\% | (351) | 1302 |
| Streaming service: I subscribed in the past | $34 \%$ | (79) | 32\% | (74) | 35\% | (81) | 234 |
| Streaming service: I have never subscribed | 18\% | (122) | 37\% | (247) | 44\% | (294) | 663 |
| Film: An avid fan | 39\% | (305) | 36\% | (280) | 25\% | (195) | 779 |
| Film: A casual fan | 26\% | (298) | 40\% | (463) | 34\% | (393) | 1153 |
| Film: Not a fan | 13\% | (36) | 35\% | (92) | 52\% | (139) | 267 |
| Television: An avid fan | 35\% | (407) | 37\% | (430) | 27\% | (317) | 1154 |
| Television: A casual fan | 24\% | (214) | 39\% | (358) | 37\% | (335) | 907 |
| Television: Not a fan | 12\% | (17) | 34\% | (47) | 54\% | (75) | 139 |
| Music: An avid fan | 36\% | (419) | 35\% | (401) | 29\% | (332) | 1152 |
| Music: A casual fan | 23\% | (205) | 43\% | (392) | 34\% | (310) | 907 |
| Music: Not a fan | 10\% | (14) | 29\% | (41) | 61\% | (85) | 140 |
| Fashion: An avid fan | 49\% | (166) | 29\% | (98) | 23\% | (78) | 342 |
| Fashion: A casual fan | 29\% | (249) | 38\% | (323) | 34\% | (289) | 861 |
| Fashion: Not a fan | 22\% | (223) | 42\% | (414) | 36\% | (359) | 996 |

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

Table HR19_20: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
George W. Bush

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 31\% | (681) | 34\% | (747) | 35\% | (771) | 2199 |
| Gender: Male | 33\% | (346) | 36\% | (385) | 31\% | (330) | 1061 |
| Gender: Female | 29\% | (334) | 32\% | (363) | 39\% | (441) | 1138 |
| Age: 18-29 | 34\% | (139) | 24\% | (98) | 42\% | (174) | 411 |
| Age: 30-44 | 35\% | (207) | 29\% | (177) | 36\% | (217) | 600 |
| Age: 45-54 | 28\% | (95) | 38\% | (129) | $33 \%$ | (111) | 335 |
| Age: 55-64 | 32\% | (133) | 36\% | (148) | 33\% | (136) | 417 |
| Age: 65+ | 25\% | (107) | 45\% | (195) | 31\% | (134) | 436 |
| Generation Z: 18-21 | 27\% | (31) | 27\% | (31) | 46\% | (54) | 116 |
| Millennial: Age 22-37 | 37\% | (246) | 26\% | (171) | 37\% | (240) | 657 |
| Generation X: Age 38-53 | 29\% | (156) | 34\% | (184) | 38\% | (204) | 543 |
| Boomers: Age 54-72 | 29\% | (223) | 40\% | (308) | $31 \%$ | (241) | 772 |
| PID: Dem (no lean) | 42\% | (342) | 27\% | (219) | 30\% | (245) | 806 |
| PID: Ind (no lean) | 26\% | (197) | 30\% | (228) | 44\% | (328) | 754 |
| PID: Rep (no lean) | $22 \%$ | (141) | 47\% | (300) | $31 \%$ | (198) | 639 |
| PID/Gender: Dem Men | 44\% | (172) | $31 \%$ | (124) | 25\% | (99) | 395 |
| PID/Gender: Dem Women | $41 \%$ | (170) | 23\% | (95) | 35\% | (146) | 411 |
| PID/Gender: Ind Men | 30\% | (98) | 29\% | (95) | 41\% | (133) | 326 |
| PID/Gender: Ind Women | 23\% | (99) | $31 \%$ | (133) | 46\% | (195) | 427 |
| PID/Gender: Rep Men | 22\% | (76) | 49\% | (165) | 29\% | (98) | 339 |
| PID/Gender: Rep Women | 22\% | (65) | 45\% | (134) | 33\% | (100) | 300 |
| Ideo: Liberal (1-3) | 46\% | (312) | 26\% | (175) | 28\% | (187) | 674 |
| Ideo: Moderate (4) | 32\% | (176) | $33 \%$ | (182) | 34\% | (187) | 544 |
| Ideo: Conservative (5-7) | 23\% | (163) | 47\% | (337) | 30\% | (212) | 712 |
| Educ: < College | 28\% | (425) | 32\% | (479) | 40\% | (608) | 1512 |
| Educ: Bachelors degree | 38\% | (167) | 39\% | (173) | 23\% | (104) | 444 |
| Educ: Post-grad | 36\% | (88) | 39\% | (95) | 24\% | (60) | 243 |

[^306]Table HR19_20: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
George W. Bush

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $31 \%$ | (681) | $34 \%$ | (747) | 35\% | (771) | 2199 |
| Income: Under 50k | 29\% | (378) | 31\% | (403) | 40\% | (516) | 1297 |
| Income: 50k-100k | 35\% | (213) | 36\% | (221) | 30\% | (182) | 615 |
| Income: 100k+ | $31 \%$ | (90) | 43\% | (123) | 26\% | (74) | 287 |
| Ethnicity: White | 29\% | (505) | 36\% | (627) | 34\% | (591) | 1722 |
| Ethnicity: Hispanic | 39\% | (137) | 23\% | (80) | 38\% | (133) | 350 |
| Ethnicity: Afr. Am. | 41\% | (113) | 19\% | (52) | 40\% | (110) | 274 |
| Ethnicity: Other | $31 \%$ | (63) | 34\% | (69) | 35\% | (71) | 203 |
| Relig: Protestant | 30\% | (160) | 40\% | (215) | 30\% | (164) | 539 |
| Relig: Roman Catholic | $32 \%$ | (141) | 34\% | (150) | $33 \%$ | (145) | 436 |
| Relig: Something Else | 29\% | (55) | 30\% | (56) | 41\% | (76) | 187 |
| Relig: Jewish | 49\% | (27) | 26\% | (14) | 24\% | (13) | 54 |
| Relig: Evangelical | $31 \%$ | (247) | 35\% | (282) | 34\% | (276) | 805 |
| Relig: Non-Evang. Catholics | 30\% | (108) | 39\% | (140) | 30\% | (109) | 357 |
| Relig: All Christian | 31\% | (356) | 36\% | (422) | 33\% | (384) | 1161 |
| Relig: All Non-Christian | 24\% | (54) | 32\% | (71) | 44\% | (99) | 224 |
| Community: Urban | 31\% | (180) | 33\% | (188) | $36 \%$ | (207) | 575 |
| Community: Suburban | 35\% | (344) | 34\% | (330) | $31 \%$ | (308) | 982 |
| Community: Rural | 24\% | (156) | $36 \%$ | (230) | 40\% | (256) | 643 |
| Employ: Private Sector | 37\% | (242) | 33\% | (221) | 30\% | (198) | 661 |
| Employ: Government | 27\% | (33) | 43\% | (54) | 30\% | (37) | 124 |
| Employ: Self-Employed | 35\% | (68) | 35\% | (69) | 30\% | (59) | 195 |
| Employ: Homemaker | 26\% | (45) | $31 \%$ | (53) | 43\% | (72) | 170 |
| Employ: Student | 46\% | (36) | 19\% | (15) | 35\% | (27) | 79 |
| Employ: Retired | 27\% | (143) | 41\% | (215) | 32\% | (165) | 523 |
| Employ: Unemployed | 28\% | (72) | 25\% | (66) | 47\% | (123) | 262 |
| Employ: Other | 22\% | (41) | 30\% | (55) | 48\% | (89) | 185 |
| Military HH: Yes | 31\% | (119) | 34\% | (130) | 35\% | (136) | 384 |
| Military HH: No | 31\% | (562) | 34\% | (618) | 35\% | (635) | 1815 |
| RD/WT: Right Direction | 22\% | (179) | 42\% | (344) | 37\% | (303) | 826 |
| RD/WT: Wrong Track | 37\% | (501) | 29\% | (403) | 34\% | (468) | 1373 |

[^307]Table HR19_20: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
George W. Bush

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $31 \%$ | (681) | $34 \%$ | (747) | 35\% | (771) | 2199 |
| Trump Job Approve | $21 \%$ | (184) | $46 \%$ | (401) | 33\% | (284) | 870 |
| Trump Job Disapprove | 40\% | (489) | 28\% | (341) | 32\% | (398) | 1227 |
| Trump Job Strongly Approve | 20\% | (89) | 49\% | (215) | $31 \%$ | (136) | 440 |
| Trump Job Somewhat Approve | 22\% | (96) | 43\% | (186) | 34\% | (148) | 429 |
| Trump Job Somewhat Disapprove | 35\% | (105) | 29\% | (86) | 36\% | (106) | 297 |
| Trump Job Strongly Disapprove | 41\% | (384) | 27\% | (254) | $31 \%$ | (292) | 930 |
| Favorable of Trump | $21 \%$ | (181) | 47\% | (400) | 31\% | (266) | 847 |
| Unfavorable of Trump | 40\% | (485) | 27\% | (332) | 33\% | (395) | 1212 |
| Very Favorable of Trump | 20\% | (97) | 48\% | (231) | 32\% | (151) | 479 |
| Somewhat Favorable of Trump | 23\% | (84) | 46\% | (170) | 31\% | (114) | 368 |
| Somewhat Unfavorable of Trump | 35\% | (83) | 32\% | (75) | 33\% | (77) | 236 |
| Very Unfavorable of Trump | 41\% | (402) | 26\% | (257) | 32\% | (317) | 976 |
| \#1 Issue: Economy | 34\% | (190) | 33\% | (185) | 33\% | (186) | 560 |
| \#1 Issue: Security | 20\% | (88) | 47\% | (209) | 33\% | (144) | 441 |
| \#1 Issue: Health Care | 38\% | (139) | 28\% | (103) | 34\% | (126) | 368 |
| \#1 Issue: Medicare / Social Security | 27\% | (97) | 36\% | (130) | 37\% | (131) | 359 |
| \#1 Issue: Women's Issues | 40\% | (51) | 21\% | (27) | 38\% | (48) | 126 |
| \#1 Issue: Education | 38\% | (59) | 21\% | (32) | 41\% | (62) | 154 |
| \#1 Issue: Energy | 41\% | (41) | 26\% | (26) | 33\% | (33) | 100 |
| \#1 Issue: Other | 18\% | (17) | 38\% | (35) | 44\% | (41) | 93 |
| 2018 House Vote: Democrat | 42\% | (352) | 27\% | (230) | 31\% | (258) | 839 |
| 2018 House Vote: Republican | $21 \%$ | (133) | 51\% | (325) | 29\% | (185) | 643 |
| 2018 House Vote: Someone else | $31 \%$ | (32) | 26\% | (28) | 43\% | (45) | 105 |
| 2018 House Vote: Didnt Vote | 26\% | (158) | 27\% | (163) | 47\% | (284) | 605 |
| 2016 Vote: Hillary Clinton | 42\% | (300) | 27\% | (192) | 32\% | (227) | 719 |
| 2016 Vote: Donald Trump | 20\% | (135) | 50\% | (334) | 30\% | (197) | 666 |
| 2016 Vote: Someone else | 36\% | (63) | 34\% | (60) | 31\% | (55) | 178 |
| 2016 Vote: Didnt Vote | 28\% | (176) | 26\% | (161) | 46\% | (292) | 629 |
| Voted in 2014: Yes | 34\% | (465) | $36 \%$ | (485) | 30\% | (416) | 1366 |
| Voted in 2014: No | 26\% | (216) | $31 \%$ | (262) | 43\% | (356) | 833 |

Continued on next page

Table HR19_20: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
George W. Bush

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total $\mathbf{N}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $31 \%$ | (681) | $34 \%$ | (747) | 35\% | (771) | 2199 |
| 2012 Vote: Barack Obama | 44\% | (373) | 26\% | (219) | 31\% | (262) | 854 |
| 2012 Vote: Mitt Romney | 19\% | (95) | 53\% | (267) | 28\% | (139) | 501 |
| 2012 Vote: Other | 22\% | (19) | 46\% | (40) | 32\% | (28) | 87 |
| 2012 Vote: Didn't Vote | 26\% | (192) | 29\% | (221) | 45\% | (339) | 752 |
| 4-Region: Northeast | 33\% | (128) | 36\% | (142) | 31\% | (124) | 394 |
| 4-Region: Midwest | 29\% | (132) | 38\% | (174) | 34\% | (156) | 462 |
| 4-Region: South | 32\% | (260) | $31 \%$ | (253) | 38\% | (311) | 824 |
| 4-Region: West | 31\% | (159) | 34\% | (179) | 35\% | (181) | 519 |
| TV shows: Every day | 37\% | (422) | $33 \%$ | (375) | $31 \%$ | (352) | 1148 |
| TV shows: Several times per week | 29\% | (151) | 40\% | (204) | $31 \%$ | (157) | 512 |
| TV shows: About once per week | 21\% | (30) | $33 \%$ | (47) | 47\% | (67) | 144 |
| TV shows: Several times per month | 27\% | (27) | 32\% | (33) | 41\% | (41) | 101 |
| TV shows: About once per month | 17\% | (8) | 28\% | (14) | 54\% | (26) | 48 |
| TV shows: Less often than once per month | 27\% | (21) | 40\% | (31) | $33 \%$ | (26) | 78 |
| TV shows: Never | 13\% | (22) | 26\% | (45) | 61\% | (102) | 169 |
| Movies: Every day | 39\% | (156) | 30\% | (119) | 31\% | (123) | 399 |
| Movies: Several times per week | 35\% | (203) | 35\% | (203) | 29\% | (169) | 574 |
| Movies: About once per week | 32\% | (124) | $36 \%$ | (139) | $31 \%$ | (120) | 383 |
| Movies: Several times per month | 28\% | (77) | 37\% | (101) | 35\% | (95) | 273 |
| Movies: About once per month | 26\% | (44) | 40\% | (69) | 34\% | (59) | 173 |
| Movies: Less often than once per month | 26\% | (53) | 28\% | (57) | 46\% | (92) | 201 |
| Movies: Never | 12\% | (24) | 30\% | (59) | 58\% | (114) | 196 |
| Sports: Every day | 44\% | (69) | 29\% | (46) | 27\% | (42) | 158 |
| Sports: Several times per week | 39\% | (128) | 36\% | (120) | 25\% | (84) | 332 |
| Sports: About once per week | 34\% | (94) | $33 \%$ | (91) | 34\% | (94) | 279 |
| Sports: Several times per month | 30\% | (67) | 37\% | (83) | 34\% | (77) | 228 |
| Sports: About once per month | 32\% | (56) | 35\% | (61) | 33\% | (58) | 174 |
| Sports: Less often than once per month | 29\% | (106) | 40\% | (145) | 31\% | (111) | 363 |
| Sports: Never | 24\% | (159) | 30\% | (201) | 46\% | (305) | 666 |

Continued on next page

Table HR19_20: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
George W. Bush

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $31 \%$ | (681) | 34\% | (747) | 35\% | (771) | 2199 |
| Cable: I currently subscribe | 35\% | (390) | 35\% | (383) | 30\% | (335) | 1108 |
| Cable: I subscribed in the past | 30\% | (221) | 35\% | (258) | 34\% | (248) | 727 |
| Cable: I have never subscribed | 19\% | (69) | 29\% | (107) | 52\% | (188) | 365 |
| Satellite television: I currently subscribe | 33\% | (173) | 34\% | (180) | 33\% | (173) | 526 |
| Satellite television: I subscribed in the past | 30\% | (180) | 34\% | (203) | 36\% | (213) | 597 |
| Satellite television: I have never subscribed | 30\% | (327) | 34\% | (364) | $36 \%$ | (385) | 1076 |
| Streaming service: I currently subscribe | 37\% | (479) | 34\% | (448) | 29\% | (375) | 1302 |
| Streaming service: I subscribed in the past | 30\% | (70) | 27\% | (64) | 43\% | (100) | 234 |
| Streaming service: I have never subscribed | 20\% | (132) | 35\% | (235) | 45\% | (296) | 663 |
| Film: An avid fan | 39\% | (302) | 35\% | (271) | 26\% | (206) | 779 |
| Film: A casual fan | 30\% | (342) | 34\% | (391) | 36\% | (420) | 1153 |
| Film: Not a fan | 14\% | (37) | 32\% | (85) | 54\% | (145) | 267 |
| Television: An avid fan | 36\% | (415) | 35\% | (405) | 29\% | (333) | 1154 |
| Television: A casual fan | 27\% | (248) | 33\% | (299) | 40\% | (359) | 907 |
| Television: Not a fan | 12\% | (17) | 31\% | (43) | 57\% | (79) | 139 |
| Music: An avid fan | 36\% | (416) | 33\% | (376) | 31\% | (360) | 1152 |
| Music: A casual fan | 27\% | (245) | 37\% | (339) | 36\% | (323) | 907 |
| Music: Not a fan | 14\% | (19) | 23\% | (32) | 63\% | (89) | 140 |
| Fashion: An avid fan | 43\% | (146) | 29\% | (101) | 28\% | (96) | 342 |
| Fashion: A casual fan | $33 \%$ | (282) | 33\% | (288) | $34 \%$ | (291) | 861 |
| Fashion: Not a fan | 25\% | (252) | 36\% | (359) | 39\% | (385) | 996 |

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

Table HR19_21: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Jimmy Carter

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 27\% | (597) | 33\% | (737) | 39\% | (866) | 2199 |
| Gender: Male | 30\% | (321) | 36\% | (382) | 34\% | (358) | 1061 |
| Gender: Female | 24\% | (276) | 31\% | (354) | 45\% | (507) | 1138 |
| Age: 18-29 | 29\% | (118) | 23\% | (93) | 49\% | (200) | 411 |
| Age: 30-44 | 28\% | (169) | 29\% | (174) | 43\% | (257) | 600 |
| Age: 45-54 | 27\% | (90) | 37\% | (125) | 36\% | (120) | 335 |
| Age: 55-64 | 29\% | (122) | 35\% | (148) | 35\% | (147) | 417 |
| Age: 65+ | 22\% | (98) | 45\% | (197) | 32\% | (142) | 436 |
| Generation Z: 18-21 | 23\% | (26) | 18\% | (21) | 59\% | (68) | 116 |
| Millennial: Age 22-37 | 30\% | (199) | 27\% | (178) | 43\% | (281) | 657 |
| Generation X: Age 38-53 | 26\% | (143) | $33 \%$ | (178) | 41\% | (222) | 543 |
| Boomers: Age 54-72 | 27\% | (205) | 40\% | (308) | 34\% | (259) | 772 |
| PID: Dem (no lean) | 38\% | (307) | 25\% | (204) | 37\% | (295) | 806 |
| PID: Ind (no lean) | 23\% | (175) | 29\% | (218) | 48\% | (361) | 754 |
| PID: Rep (no lean) | 18\% | (115) | 49\% | (315) | 33\% | (209) | 639 |
| PID/Gender: Dem Men | 41\% | (162) | 27\% | (106) | 32\% | (127) | 395 |
| PID/Gender: Dem Women | 35\% | (144) | 24\% | (98) | 41\% | (168) | 411 |
| PID/Gender: Ind Men | 29\% | (93) | 30\% | (98) | 41\% | (135) | 326 |
| PID/Gender: Ind Women | 19\% | (82) | 28\% | (120) | 53\% | (226) | 427 |
| PID/Gender: Rep Men | 19\% | (65) | 53\% | (178) | 28\% | (96) | 339 |
| PID/Gender: Rep Women | 17\% | (50) | 46\% | (137) | 38\% | (113) | 300 |
| Ideo: Liberal (1-3) | 43\% | (291) | 25\% | (167) | 32\% | (216) | 674 |
| Ideo: Moderate (4) | 28\% | (152) | 33\% | (179) | 39\% | (213) | 544 |
| Ideo: Conservative (5-7) | 19\% | (135) | 48\% | (345) | $33 \%$ | (232) | 712 |
| Educ: < College | 25\% | (383) | 31\% | (468) | 44\% | (660) | 1512 |
| Educ: Bachelors degree | 30\% | (133) | 40\% | (178) | 30\% | (133) | 444 |
| Educ: Post-grad | $33 \%$ | (80) | 37\% | (90) | 30\% | (73) | 243 |

[^308]Table HR19_21: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Jimmy Carter

| Demographic | I want them to appear |  | I don't want them to |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: |
| on SNL | appear on SNL | Don't know / No |  |
| opinion |  |  |  |

Continued on next page

Table HR19_21: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Jimmy Carter

\left.| Demographic | I want them to appear |  | I don't want them to |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: |
| oppear on SNL |  |  |  |\(\right\left.] \begin{array}{c}Don't know / No <br>

opinion\end{array}\right]\)

[^309]Table HR19_21: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Jimmy Carter

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total $\mathbf{N}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 27\% | (597) | $33 \%$ | (737) | 39\% | (866) | 2199 |
| 2012 Vote: Barack Obama | 40\% | (341) | 26\% | (220) | 34\% | (293) | 854 |
| 2012 Vote: Mitt Romney | 15\% | (77) | 54\% | (271) | $31 \%$ | (153) | 501 |
| 2012 Vote: Other | 17\% | (15) | 43\% | (38) | 39\% | (34) | 87 |
| 2012 Vote: Didn't Vote | 21\% | (159) | 28\% | (207) | 51\% | (386) | 752 |
| 4-Region: Northeast | 28\% | (111) | 34\% | (136) | 37\% | (147) | 394 |
| 4-Region: Midwest | 25\% | (116) | 38\% | (177) | 37\% | (170) | 462 |
| 4-Region: South | 28\% | (228) | 31\% | (256) | 41\% | (339) | 824 |
| 4-Region: West | 27\% | (141) | 32\% | (168) | 40\% | (210) | 519 |
| TV shows: Every day | 31\% | (358) | $33 \%$ | (378) | 36\% | (412) | 1148 |
| TV shows: Several times per week | 26\% | (134) | 39\% | (198) | 35\% | (180) | 512 |
| TV shows: About once per week | 22\% | (31) | 32\% | (46) | 46\% | (67) | 144 |
| TV shows: Several times per month | 23\% | (23) | 33\% | (33) | 44\% | (44) | 101 |
| TV shows: About once per month | 21\% | (10) | 24\% | (12) | 54\% | (26) | 48 |
| TV shows: Less often than once per month | 26\% | (20) | $36 \%$ | (28) | 39\% | (30) | 78 |
| TV shows: Never | 12\% | (20) | 25\% | (42) | 63\% | (107) | 169 |
| Movies: Every day | 35\% | (140) | 29\% | (114) | 36\% | (145) | 399 |
| Movies: Several times per week | 29\% | (167) | 39\% | (221) | 32\% | (185) | 574 |
| Movies: About once per week | 29\% | (110) | 35\% | (135) | 36\% | (138) | 383 |
| Movies: Several times per month | 26\% | (72) | 34\% | (93) | 40\% | (108) | 273 |
| Movies: About once per month | 21\% | (37) | 38\% | (66) | 40\% | (70) | 173 |
| Movies: Less often than once per month | 20\% | (40) | 31\% | (62) | 49\% | (99) | 201 |
| Movies: Never | 16\% | (31) | 23\% | (45) | 61\% | (120) | 196 |
| Sports: Every day | 47\% | (74) | 29\% | (46) | 24\% | (38) | 158 |
| Sports: Several times per week | 29\% | (95) | 41\% | (135) | $31 \%$ | (102) | 332 |
| Sports: About once per week | 31\% | (86) | 36\% | (99) | $34 \%$ | (94) | 279 |
| Sports: Several times per month | 25\% | (58) | 35\% | (79) | 40\% | (91) | 228 |
| Sports: About once per month | 34\% | (59) | 28\% | (49) | 38\% | (66) | 174 |
| Sports: Less often than once per month | 24\% | (88) | 36\% | (131) | 40\% | (144) | 363 |
| Sports: Never | 21\% | (137) | 30\% | (197) | 50\% | (332) | 666 |

Continued on next page

Table HR19_21: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Jimmy Carter

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 27\% | (597) | $33 \%$ | (737) | 39\% | (866) | 2199 |
| Cable: I currently subscribe | 31\% | (348) | $33 \%$ | (370) | 35\% | (390) | 1108 |
| Cable: I subscribed in the past | 26\% | (189) | 35\% | (256) | 39\% | (281) | 727 |
| Cable: I have never subscribed | 16\% | (59) | 30\% | (110) | 53\% | (195) | 365 |
| Satellite television: I currently subscribe | 26\% | (136) | 38\% | (197) | 37\% | (193) | 526 |
| Satellite television: I subscribed in the past | 29\% | (173) | $33 \%$ | (199) | 38\% | (225) | 597 |
| Satellite television: I have never subscribed | 27\% | (288) | 32\% | (340) | 42\% | (448) | 1076 |
| Streaming service: I currently subscribe | 29\% | (384) | 35\% | (458) | 35\% | (461) | 1302 |
| Streaming service: I subscribed in the past | 38\% | (89) | 20\% | (48) | 42\% | (97) | 234 |
| Streaming service: I have never subscribed | 19\% | (125) | 35\% | (231) | 46\% | (307) | 663 |
| Film: An avid fan | 34\% | (266) | $33 \%$ | (257) | $33 \%$ | (257) | 779 |
| Film: A casual fan | 26\% | (294) | 34\% | (393) | 40\% | (466) | 1153 |
| Film: Not a fan | 14\% | (37) | 33\% | (87) | 54\% | (143) | 267 |
| Television: An avid fan | 32\% | (372) | 34\% | (388) | 34\% | (394) | 1154 |
| Television: A casual fan | 23\% | (211) | 34\% | (308) | 43\% | (388) | 907 |
| Television: Not a fan | 11\% | (15) | 29\% | (40) | 60\% | (84) | 139 |
| Music: An avid fan | $31 \%$ | (360) | $31 \%$ | (357) | 38\% | (435) | 1152 |
| Music: A casual fan | 24\% | (221) | 38\% | (342) | 38\% | (344) | 907 |
| Music: Not a fan | 11\% | (16) | 27\% | (38) | 62\% | (86) | 140 |
| Fashion: An avid fan | 40\% | (136) | 28\% | (96) | 32\% | (110) | 342 |
| Fashion: A casual fan | 28\% | (239) | 33\% | (282) | 39\% | (340) | 861 |
| Fashion: Not a fan | 22\% | (222) | 36\% | (359) | 42\% | (416) | 996 |

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

Table HR19_22: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not? Barack Obama

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 39\% | (863) | $31 \%$ | (674) | 30\% | (663) | 2199 |
| Gender: Male | 43\% | (454) | $31 \%$ | (324) | 27\% | (283) | 1061 |
| Gender: Female | 36\% | (409) | $31 \%$ | (350) | 33\% | (379) | 1138 |
| Age: 18-29 | 49\% | (202) | 18\% | (74) | 33\% | (134) | 411 |
| Age: 30-44 | 44\% | (261) | 24\% | (146) | 32\% | (193) | 600 |
| Age: 45-54 | 36\% | (121) | 35\% | (118) | 29\% | (96) | 335 |
| Age: 55-64 | 38\% | (158) | 34\% | (143) | 28\% | (115) | 417 |
| Age: 65+ | 28\% | (120) | 44\% | (192) | 28\% | (124) | 436 |
| Generation Z: 18-21 | 56\% | (65) | 17\% | (19) | 27\% | (31) | 116 |
| Millennial: Age 22-37 | 47\% | (307) | 23\% | (149) | $31 \%$ | (201) | 657 |
| Generation X: Age 38-53 | 37\% | (199) | 29\% | (157) | 34\% | (187) | 543 |
| Boomers: Age 54-72 | 34\% | (261) | 39\% | (300) | 27\% | (211) | 772 |
| PID: Dem (no lean) | 60\% | (487) | 15\% | (123) | 24\% | (195) | 806 |
| PID: Ind (no lean) | 32\% | (245) | 30\% | (222) | 38\% | (287) | 754 |
| PID: Rep (no lean) | 20\% | (131) | $51 \%$ | (328) | 28\% | (181) | 639 |
| PID/Gender: Dem Men | 63\% | (251) | 16\% | (61) | 21\% | (83) | 395 |
| PID/Gender: Dem Women | 58\% | (237) | 15\% | (62) | 27\% | (112) | 411 |
| PID/Gender: Ind Men | 38\% | (124) | 26\% | (85) | 36\% | (117) | 326 |
| PID/Gender: Ind Women | 28\% | (120) | 32\% | (138) | 40\% | (170) | 427 |
| PID/Gender: Rep Men | 23\% | (79) | $52 \%$ | (178) | 24\% | (83) | 339 |
| PID/Gender: Rep Women | 17\% | (52) | 50\% | (150) | 33\% | (98) | 300 |
| Ideo: Liberal (1-3) | 65\% | (438) | 13\% | (91) | $22 \%$ | (145) | 674 |
| Ideo: Moderate (4) | 41\% | (224) | 30\% | (162) | 29\% | (158) | 544 |
| Ideo: Conservative (5-7) | 22\% | (157) | $51 \%$ | (365) | 27\% | (190) | 712 |
| Educ: < College | 36\% | (550) | 30\% | (447) | 34\% | (515) | 1512 |
| Educ: Bachelors degree | 45\% | (200) | 34\% | (153) | 21\% | (91) | 444 |
| Educ: Post-grad | 46\% | (113) | 30\% | (74) | 23\% | (56) | 243 |

[^310]Table HR19_22: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Barack Obama

| Demographic | I want them to appear <br> on SNL | I don't want them to <br> appear on SNL | Don't know / No <br> opinion |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: |
| Adults | Total N |  |  |

Continued on next page

Table HR19_22: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Barack Obama

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 39\% | (863) | $31 \%$ | (674) | 30\% | (663) | 2199 |
| Trump Job Approve | 22\% | (192) | 49\% | (425) | 29\% | (253) | 870 |
| Trump Job Disapprove | 54\% | (661) | 20\% | (241) | 27\% | (326) | 1227 |
| Trump Job Strongly Approve | 18\% | (79) | 54\% | (237) | 28\% | (124) | 440 |
| Trump Job Somewhat Approve | 26\% | (112) | 44\% | (188) | 30\% | (129) | 429 |
| Trump Job Somewhat Disapprove | 42\% | (125) | 27\% | (79) | $31 \%$ | (93) | 297 |
| Trump Job Strongly Disapprove | 58\% | (536) | 17\% | (162) | 25\% | (232) | 930 |
| Favorable of Trump | 20\% | (173) | 51\% | (431) | 29\% | (243) | 847 |
| Unfavorable of Trump | 56\% | (677) | 18\% | (223) | 26\% | (312) | 1212 |
| Very Favorable of Trump | 16\% | (74) | 55\% | (265) | 29\% | (140) | 479 |
| Somewhat Favorable of Trump | 27\% | (98) | 45\% | (167) | 28\% | (103) | 368 |
| Somewhat Unfavorable of Trump | 40\% | (94) | 30\% | (70) | 30\% | (72) | 236 |
| Very Unfavorable of Trump | 60\% | (583) | 16\% | (153) | 25\% | (240) | 976 |
| \#1 Issue: Economy | 42\% | (234) | 30\% | (165) | 29\% | (161) | 560 |
| \#1 Issue: Security | 20\% | (89) | 51\% | (224) | 29\% | (127) | 441 |
| \#1 Issue: Health Care | 48\% | (175) | 21\% | (78) | $31 \%$ | (115) | 368 |
| \#1 Issue: Medicare / Social Security | 36\% | (128) | 32\% | (116) | 32\% | (114) | 359 |
| \#1 Issue: Women's Issues | 52\% | (65) | 16\% | (20) | 32\% | (41) | 126 |
| \#1 Issue: Education | 53\% | (82) | 20\% | (30) | 27\% | (41) | 154 |
| \#1 Issue: Energy | 66\% | (66) | 9\% | (9) | 24\% | (24) | 100 |
| \#1 Issue: Other | 25\% | (23) | 33\% | (31) | 42\% | (39) | 93 |
| 2018 House Vote: Democrat | 60\% | (507) | 16\% | (136) | 23\% | (197) | 839 |
| 2018 House Vote: Republican | 18\% | (118) | 55\% | (355) | 27\% | (170) | 643 |
| 2018 House Vote: Someone else | 33\% | (35) | 24\% | (25) | 43\% | (45) | 105 |
| 2018 House Vote: Didnt Vote | 33\% | (197) | 26\% | (158) | 41\% | (250) | 605 |
| 2016 Vote: Hillary Clinton | 59\% | (426) | 15\% | (108) | 26\% | (185) | 719 |
| 2016 Vote: Donald Trump | 19\% | (124) | 53\% | (356) | 28\% | (186) | 666 |
| 2016 Vote: Someone else | 43\% | (77) | 32\% | (57) | 25\% | (44) | 178 |
| 2016 Vote: Didnt Vote | 37\% | (232) | 24\% | (151) | 39\% | (247) | 629 |
| Voted in 2014: Yes | 42\% | (569) | 32\% | (440) | 26\% | (358) | 1366 |
| Voted in 2014: No | 35\% | (294) | 28\% | (234) | 37\% | (305) | 833 |

Continued on next page

Table HR19_22: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Barack Obama

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total $\mathbf{N}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 39\% | (863) | $31 \%$ | (674) | 30\% | (663) | 2199 |
| 2012 Vote: Barack Obama | 58\% | (495) | 17\% | (143) | 25\% | (216) | 854 |
| 2012 Vote: Mitt Romney | 16\% | (80) | 57\% | (286) | 27\% | (135) | 501 |
| 2012 Vote: Other | 24\% | (20) | 45\% | (40) | 31\% | (27) | 87 |
| 2012 Vote: Didn't Vote | 35\% | (264) | 27\% | (204) | 38\% | (285) | 752 |
| 4-Region: Northeast | 40\% | (157) | 30\% | (118) | 30\% | (119) | 394 |
| 4-Region: Midwest | 39\% | (180) | 34\% | (155) | 28\% | (128) | 462 |
| 4-Region: South | 37\% | (301) | 32\% | (262) | 32\% | (261) | 824 |
| 4-Region: West | 43\% | (226) | 27\% | (138) | 30\% | (155) | 519 |
| TV shows: Every day | 44\% | (506) | $31 \%$ | (351) | 25\% | (291) | 1148 |
| TV shows: Several times per week | $41 \%$ | (211) | $32 \%$ | (162) | 27\% | (140) | 512 |
| TV shows: About once per week | 29\% | (42) | $31 \%$ | (45) | 40\% | (57) | 144 |
| TV shows: Several times per month | 35\% | (36) | $31 \%$ | (31) | 34\% | (34) | 101 |
| TV shows: About once per month | 26\% | (12) | 25\% | (12) | 49\% | (23) | 48 |
| TV shows: Less often than once per month | 38\% | (30) | 33\% | (25) | 29\% | (23) | 78 |
| TV shows: Never | 16\% | (27) | 28\% | (47) | 56\% | (95) | 169 |
| Movies: Every day | 44\% | (177) | 29\% | (115) | 27\% | (107) | 399 |
| Movies: Several times per week | 46\% | (262) | $32 \%$ | (182) | 23\% | (130) | 574 |
| Movies: About once per week | 42\% | (160) | 32\% | (123) | 26\% | (100) | 383 |
| Movies: Several times per month | 38\% | (104) | 32\% | (88) | 30\% | (81) | 273 |
| Movies: About once per month | 33\% | (57) | 35\% | (61) | 32\% | (55) | 173 |
| Movies: Less often than once per month | 36\% | (72) | 25\% | (51) | 39\% | (78) | 201 |
| Movies: Never | 16\% | (32) | 27\% | (53) | 57\% | (112) | 196 |
| Sports: Every day | 51\% | (80) | 26\% | (41) | 23\% | (37) | 158 |
| Sports: Several times per week | 47\% | (157) | $33 \%$ | (110) | 20\% | (65) | 332 |
| Sports: About once per week | 45\% | (126) | $31 \%$ | (87) | 24\% | (67) | 279 |
| Sports: Several times per month | 36\% | (83) | $31 \%$ | (70) | 33\% | (75) | 228 |
| Sports: About once per month | 45\% | (79) | $31 \%$ | (54) | 24\% | (41) | 174 |
| Sports: Less often than once per month | 43\% | (154) | 32\% | (115) | 26\% | (93) | 363 |
| Sports: Never | 28\% | (185) | 29\% | (196) | 43\% | (285) | 666 |

Continued on next page

Table HR19_22: Thinking of the following politicians, would you want to see them appear on SNL, or would you rather they did not?
Barack Obama

| Demographic | I want them to appear on SNL |  | I don't want them to appear on SNL |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 39\% | (863) | 31\% | (674) | $30 \%$ | (663) | 2199 |
| Cable: I currently subscribe | 44\% | (491) | 30\% | (332) | 26\% | (285) | 1108 |
| Cable: I subscribed in the past | 38\% | (278) | 34\% | (244) | 28\% | (205) | 727 |
| Cable: I have never subscribed | 26\% | (94) | 27\% | (98) | 47\% | (172) | 365 |
| Satellite television: I currently subscribe | 38\% | (198) | 35\% | (184) | 27\% | (144) | 526 |
| Satellite television: I subscribed in the past | 39\% | (231) | 32\% | (189) | 30\% | (177) | 597 |
| Satellite television: I have never subscribed | 40\% | (435) | 28\% | (301) | 32\% | (341) | 1076 |
| Streaming service: I currently subscribe | 46\% | (593) | 30\% | (386) | 25\% | (323) | 1302 |
| Streaming service: I subscribed in the past | 39\% | (92) | 26\% | (61) | 34\% | (80) | 234 |
| Streaming service: I have never subscribed | 27\% | (177) | 34\% | (226) | 39\% | (260) | 663 |
| Film: An avid fan | 49\% | (385) | 29\% | (226) | 22\% | (168) | 779 |
| Film: A casual fan | 37\% | (425) | 32\% | (367) | 31\% | (361) | 1153 |
| Film: Not a fan | 20\% | (53) | 30\% | (81) | 50\% | (134) | 267 |
| Television: An avid fan | 46\% | (527) | 30\% | (345) | 24\% | (282) | 1154 |
| Television: A casual fan | $34 \%$ | (312) | $32 \%$ | (287) | $34 \%$ | (307) | 907 |
| Television: Not a fan | 17\% | (24) | 30\% | (42) | 53\% | (73) | 139 |
| Music: An avid fan | 48\% | (555) | 27\% | (312) | 25\% | (285) | 1152 |
| Music: A casual fan | $31 \%$ | (284) | 36\% | (328) | 32\% | (295) | 907 |
| Music: Not a fan | 17\% | (24) | 24\% | (33) | 59\% | (83) | 140 |
| Fashion: An avid fan | 54\% | (185) | 23\% | (79) | 23\% | (79) | 342 |
| Fashion: A casual fan | 40\% | (348) | 30\% | (257) | 30\% | (256) | 861 |
| Fashion: Not a fan | $33 \%$ | (330) | $34 \%$ | (338) | 33\% | (328) | 996 |

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

Table HR20: And who would you most want to see appear on SNL?

| Demographic | Joe <br> Biden |  | Bernie Sander |  | Kamal Harris |  | Elizab Warren |  | Beto <br> O'Rou |  | Cory Booker |  | Amy <br> Klobuc |  | Tulsi Gabbard |  |  |  | John Каsich |  | Mike <br> Pence |  | Nancy Pelosi |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 4\% | (93) | 4\% | (94) | 1\% | (22) | 1\% | (13) | 2\% | (54) | 1\% | (21) | - | (5) | - | (9) | - | (1) | 1\% | (11) | 1\% | (21) | 2\% | (48) |
| Gender: Male | 5\% | (51) | 5\% | (50) |  | (13) | 1\% | (7) | 3\% | (30) | 1\% | (13) | - | (2) | 1\% | (7) | - | (0) | 1\% | (10) | 1\% | (12) | 3\% | (28) |
| Gender: Female | $4 \%$ | (41) | 4\% | (44) | 1\% | (9) | 1\% |  | 2\% | (24) | 1\% | (9) | - | (3) | - | (2) | - | (1) | - | (1) | 1\% | (9) | 2\% | (20) |
| Age: 18-29 | 2\% | (10) | 8\% | (34) | $2 \%$ | (6) | - | (0) | 3\% | (12) | 2\% | (10) | - | (0) | 1\% | (4) | - | (1) | - | (1) | - | (1) | 2\% | (10) |
| Age: 30-44 | 6\% | (36) | 4\% | (24) | $2 \%$ | (11) | - | (0) | $2 \%$ | (15) | - | (1) | - | (0) | 1\% | (3) | - | (0) | - | (2) | 2\% | (9) | 1\% | (4) |
| Age: 45-54 | $4 \%$ | (12) | 5\% | (18) | 1\% | (2) | 1\% | (4) | 2\% | (6) | - | (1) | 1\% | (3) | - | (1) | - | (0) | 1\% | (3) | 1\% | (4) | 4\% | (13) |
| Age: 55-64 | 4\% | (15) | $2 \%$ | (10) | - | (1) | - | (2) | 2\% | (10) | 2\% | (7) | - | (1) | - | (0) | - | (0) | 1\% | (5) | 1\% | (2) | 3\% | (13) |
| Age: 65+ | $4 \%$ | (20) | 2\% | (8) | 1\% | (3) | 2\% | (7) | 2\% | (11) | - | (2) | - | (1) | - | (0) |  | (0) | - | (1) | 1\% | (5) | $2 \%$ | (8) |
| Generation Z: 18-21 | 3\% | (4) | 7\% | (8) | 1\% | (1) | - | (0) | $3 \%$ | (3) | - | (0) | - | (0) | 3\% | (4) |  | (0) | - | (0) | - | (0) | 1\% | (1) |
| Millennial: Age 22-37 | 4\% | (29) | 6\% | (41) | 2\% | (13) | - | (0) | 3\% | (22) | 2\% | (11) | - | (0) | - | (3) | - | (1) | - | (3) | 1\% | (7) | 2\% | (12) |
| Generation X: Age 38-53 | 5\% | (25) | 5\% | (27) | 1\% | (5) | 1\% | (4) | $1 \%$ | (8) | - | (1) | 1\% | (3) | - | (1) | - | (0) | 1\% | (3) | 1\% | (7) | 2\% | (13) |
| Boomers: Age 54-72 | 4\% | (31) | 2\% | (17) | - | (4) | 1\% | (5) | 2\% | (19) | 1\% | (10) | - | (2) | - | (0) | - | (0) | 1\% | (5) | 1\% | (7) | 2\% | (18) |
| PID: Dem (no lean) | 7\% | (56) | 6\% | (49) | 3\% | (22) | - | (3) | $4 \%$ | (35) | 1\% | (10) | - | (4) | - | (3) | - | (0) | 1\% | (5) | - | (3) | 2\% | (15) |
| PID: Ind (no lean) | 4\% | (28) | $4 \%$ | (31) | - | (1) | 1\% | (4) | 2\% | (14) | - | (3) | - | (0) | $1 \%$ | (4) | - | (1) | - | (2) | 1\% | (10) | 2\% | (16) |
| PID: Rep (no lean) | 1\% | (9) | 2\% | (14) | - | (0) | 1\% | (6) | $1 \%$ | (5) | 1\% | (8) | - | (1) | - | (2) | - | (1) | 1\% | (4) | 1\% | (8) | 3\% | (16) |
| PID/Gender: Dem Men | 8\% | (31) | 6\% | (25) | 3\% | (13) | - | (1) | 5\% | (19) | 1\% | (4) | 1\% | (2) | 1\% | (3) | - | (0) | 1\% | (5) | - | (1) | 3\% | (11) |
| PID/Gender: Dem Women | 6\% | (25) | 6\% | (23) | 2\% | (8) | - | (2) | $4 \%$ | (16) | 1\% | (6) | - | (1) | - | (0) | - | (0) | - | (0) | - | (2) | 1\% | (4) |
| PID/Gender: Ind Men | 5\% | (16) | 5\% | (16) | - | (0) | - | (1) | 3\% | (9) | 1\% | (2) | - | (0) | 1\% | (4) | - | (0) | 1\% | (2) | 2\% | (6) | 2\% | (7) |
| PID/Gender: Ind Women | 3\% | (12) | $4 \%$ | (15) | - | (1) | 1\% | (3) | $1 \%$ | (5) | - | (2) | - | (0) | - | (0) | - | (1) | - | (0) | 1\% | (4) | 2\% | (9) |
| PID/Gender: Rep Men | 1\% | (5) | 3\% | (9) | - | (0) | 1\% | (5) | - | (1) | 2\% | (7) | - | (0) | - | (0) | - | (0) | 1\% | (3) | 2\% | (5) | 3\% | (9) |
| PID/Gender: Rep Women | 1\% | (4) | 2\% | (5) | - | (0) | 1\% | (2) | 1\% | (4) | - | (1) | - | (1) | 1\% | (2) | - | (1) | - | (1) | 1\% | (3) | 2\% | (7) |
| Ideo: Liberal (1-3) | 6\% | (40) | 8\% | (56) | 2\% | (16) | 1\% | (7) | $4 \%$ | (28) | 2\% | (14) | - | (2) | - | (1) | - | (0) | - | (3) | 1\% | (8) | 2\% | (12) |
| Ideo: Moderate (4) | 7\% | (36) | $4 \%$ | (23) | 1\% | (6) | - | (0) | 3\% | (16) | 1\% | (5) | - | (1) | 1\% | (4) | - | (1) | 1\% | (5) | 1\% | (5) | 2\% | (12) |
| Ideo: Conservative (5-7) | 2\% | (14) | $2 \%$ | (11) | - | (1) | 1\% | (6) | 1\% | (8) | - | (2) | - | (2) | - | (3) | - | (0) | 1\% | (4) | 1\% | (6) | 3\% | (24) |
| Educ: < College | 4\% | (54) | $4 \%$ | (63) | - | (6) | - | (4) | 3\% | (39) | 1\% | (15) | - | (5) | - | (7) | - | (1) | - | (4) | 1\% | (8) | 2\% | (29) |
| Educ: Bachelors degree | 7\% | (30) | 5\% | (22) | $2 \%$ | (10) | 2\% | (7) | 3\% | (11) | 1\% | (3) | - | (0) | - | (1) | - | (0) | 1\% | (6) | 2\% | (9) | 3\% | (14) |
| Educ: Post-grad | 4\% | (9) | $4 \%$ | (9) | 3\% | (7) | 1\% | (2) | 1\% | (3) | 1\% | (3) | - | (0) | - | (0) | - | (1) | - | (1) | $2 \%$ | (4) | 2\% | (4) |
| Income: Under 50k | 4\% | (46) | 4\% | (58) | 1\% | (8) | 1\% | (10) | 2\% | (30) | 1\% | (14) | - | (5) | - | (5) | - | (1) | - | (3) | 1\% | (9) | 2\% | (26) |
| Income: $50 \mathrm{k}-100 \mathrm{k}$ | 5\% | (30) | 5\% | (30) | 2\% | (10) | - | (2) | $4 \%$ | (22) | 1\% | (6) | - | (0) | - | (0) | - | (1) | $1 \%$ | (8) | 1\% | (9) | 2\% | (13) |
| Income: 100k+ | 6\% | (17) | $2 \%$ | (6) | 2\% | (5) | - | (1) | $1 \%$ | (3) | 1\% | (2) | - | (0) | 1\% | (3) | - | (0) | - | (1) | 1\% | (3) | 3\% | (8) |
| Ethnicity: White | 4\% | (73) | $4 \%$ | (69) | 1\% | (9) | 1\% | (10) | 3\% | (50) | - | (7) | - | (3) | - | (0) | - | (1) | 1\% | (9) | 1\% | (13) | 2\% | (35) |
| Ethnicity: Hispanic | 2\% | (8) | 7\% | (23) | $3 \%$ | (11) | - | (0) | 7\% | (25) | 3\% | (9) | 1\% | (2) | - | (0) | - | (0) | - | (0) | 1\% | (5) | 3\% | (11) |
| Ethnicity: Afr. Am. | 5\% | (14) | 6\% | (17) | $2 \%$ | (5) | - | (1) | 1\% | (3) | 3\% | (7) | - | (0) | 3\% | (7) | - | (0) | 1\% | (2) | 1\% | (3) | 2\% | (7) |
| Ethnicity: Other | 3\% | (6) | $4 \%$ | (9) | 4\% | (8) | 1\% | (2) | - | (0) | 3\% | (7) | 1\% | (2) | 1\% | (1) | - | (1) | - | (0) | 2\% | (4) | 3\% | (6) |
| Relig: Protestant | 3\% | (18) | $4 \%$ | (20) | $1 \%$ | (3) | 1\% | (5) | $3 \%$ | (14) | - | (2) | - | (1) | - | (2) | - | (0) | 1\% | (6) | 1\% | (5) | 3\% | (16) |
| Relig: Roman Catholic | 3\% | (14) | $4 \%$ | (19) | 1\% | (5) | 1\% | (2) | $4 \%$ | (16) | 1\% | (4) | 1\% | (4) | - | (0) | - | (0) | - | (1) | - | (2) | 1\% | (5) |
| Relig: Something Else | 5\% | (10) | 5\% | (10) | - | (1) | - | (0) | 1\% | (1) | - | (0) | - | (0) | 1\% | (1) | - | (0) | - | (0) | 2\% | (3) | 3\% | (6) |
| Relig: Jewish | 11\% | (6) | 6\% | (3) | $2 \%$ | (1) | 1\% | (1) | 5\% | (3) | - | (0) | - | (0) | - | (0) | - | (0) | - | (0) | - | (0) | 1\% | (1) |
| Relig: Evangelical | 4\% | (30) | $4 \%$ | (35) | $1 \%$ | (6) | 1\% | (4) | 4\% | (30) | - | (3) | 1\% | (5) | - | (3) | - | (0) | 1\% | (6) | 1\% | (7) | 3\% | (20) |
| Relig: Non-Evang. Catholics | 3\% | (12) | 4\% | (14) | 1\% | (2) | 1\% | (3) | - | (1) | 1\% | (4) | - | (0) | - | (0) | - | (0) | - | (1) | 1\% | (3) | 2\% |  |


| Demographic | Joe Biden |  | Bernie <br> Sande |  | Kamal Harris |  | Elizab Warren |  | Beto <br> O'Rou |  | Cory Booker |  | Amy <br> Klobuch |  | Tulsi <br> Gab- <br> bard |  |  |  | John Kasich |  | Mike <br> Pence |  | Nancy Pelosi |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 4\% | (93) | 4\% | (94) | 1\% | (22) | $1 \%$ | (13) | 2\% | (54) | 1\% | (21) | - | (5) | - | (9) | - | (1) | 1\% | (11) | 1\% | (21) | 2\% | (48) |
| Relig: All Christian | 4\% | (42) | 4\% | (49) |  | (8) | 1\% | (7) | $3 \%$ | (32) | 1\% | (7) | - | (5) | - | (3) | - | (0) | 1\% | (7) | 1\% | (10) | 2\% | (27) |
| Relig: All Non-Christian | 3\% | (6) | 2\% | (4) | - | (1) | - | (0) | $1 \%$ | (1) | 1\% | (3) | - | (0) | 2\% | (4) | - | (0) | - | (0) | 1\% | (2) | 2\% | (4) |
| Community: Urban | 4\% | (20) | 5\% | (28) | 1\% | (6) | 1\% | (3) | 3\% | (16) | 2\% | (12) | - | (0) | 1\% | (5) |  | (0) | - | (3) | 1\% | (5) | 2\% | (13) |
| Community: Suburban | 4\% | (41) | 5\% | (46) |  | (14) | $1 \%$ | (7) | 3\% | (26) | 1\% | (7) | 1\% | (5) | - | (0) |  | (1) | - | (5) | 1\% | (12) | 2\% | (18) |
| Community: Rural | 5\% | (32) | 3\% | (20) | - | (3) | $1 \%$ | (3) | 2\% | (12) | - | (3) | - | (0) | 1\% | (3) |  | (0) | 1\% | (3) | 1\% | (4) | 3\% | (17) |
| Employ: Private Sector | 4\% | (29) | 7\% | (43) | 2\% | (12) | 1\% | (5) | 3\% | (19) | 1\% | (5) | - | (2) | - | (1) | - | (1) | 1\% | (7) | 1\% | (8) | 3\% | (20) |
| Employ: Government | 5\% | (6) | 2\% | (3) | 1\% | (2) | - | (0) | 2\% | (2) | 6\% | (7) | - | (0) | 1\% | (1) |  | (0) | - | (0) | - | (0) | 1\% | (1) |
| Employ: Self-Employed | 7\% | (13) | 6\% | (11) | 1\% | (3) | - | (0) | - | (1) | - | (1) | - | (0) | 2\% | (4) |  | (0) | - | (0) | 4\% | (7) | 4\% | (8) |
| Employ: Homemaker | 6\% | (10) | 6\% | (9) | - | (1) | 1\% | (1) | 4\% | (7) | - | (0) | 1\% | (1) | - | (0) |  | (0) | - | (0) | - | (0) | 1\% | (2) |
| Employ: Student | 4\% | (3) | 6\% | (5) | 1\% | (1) | - | (0) | 5\% | (4) | - | (0) | - | (0) | - | (0) | - | (0) | - | (0) | 1\% | (1) | 2\% | (2) |
| Employ: Retired | 5\% | (25) | 2\% | (11) | 1\% | (4) | $1 \%$ | (7) | 2\% | (13) | 1\% | (6) | - | (2) | - | (2) | - | (0) | - | (2) | 1\% | (6) | 1\% | (6) |
| Employ: Unemployed | 2\% | (4) | 3\% | (7) | - | (0) | - | (0) | 2\% | (6) | - | (0) | - | (0) | - | (0) | - | (1) | - | (0) | - | (0) | 3\% | (8) |
| Employ: Other | 1\% | (3) | 3\% | (5) | 1\% | (1) | $1 \%$ | (1) | 1\% | (1) | 1\% | (2) | - | (0) | - | (0) | - | (0) | 1\% | (2) | - | (0) | 1\% | (2) |
| Military HH: Yes | 4\% | (17) | 2\% | (8) | 1\% | (6) | 1\% | (5) | 3\% | (10) | 3\% | (10) | - | (1) | - | (1) | - | (0) | - | (1) | 1\% | (2) | 2\% | (9) |
| Military HH: No | $4 \%$ | (76) | 5\% | (86) | 1\% | (17) | - | (8) | 2\% | (44) | 1\% | (11) | - | (5) | - | (7) | - | (1) | 1\% | (10) | 1\% | (19) | 2\% | (39) |
| RD/WT: Right Direction | 2\% | (13) | 3\% | (21) | 1\% | (7) | $1 \%$ | (5) | 1\% | (4) | 1\% | (10) | - | (2) | - | (2) | - | (1) | - | (3) | 1\% | (8) | 2\% | (16) |
| RD/WT: Wrong Track | 6\% | (80) | 5\% | (73) | 1\% | (15) | $1 \%$ | (8) | $4 \%$ | (49) | 1\% | (12) | - | (3) | - | (7) | - | (0) | 1\% | (8) | 1\% | (13) | 2\% | (32) |
| Trump Job Approve | 2\% | (14) | 2\% | (14) | - | (0) | 1\% | (6) | 1\% | (6) | 1\% | (10) | - | (0) | - | (2) | - | (1) | - | (2) | 1\% | (10) | 2\% | (19) |
| Trump Job Disapprove | 6\% | (76) | 7\% | (80) | 2\% | (22) | 1\% | (7) | $4 \%$ | (48) | 1\% | (12) | - | (5) | $1 \%$ | (7) | - | (1) | 1\% | (9) | 1\% | (11) | 2\% | (29) |
| Trump Job Strongly Approve | 1\% | (4) | 1\% | (3) | - | (0) | 1\% | (3) | 1\% | (3) | - | (1) | - | (0) | - | (2) | - | (0) | - | (0) | 2\% | (7) | 3\% | (14) |
| Trump Job Somewhat Approve | 2\% | (11) | 3\% | (12) | - | (0) | $1 \%$ | (3) | - | (2) | 2\% | (9) | - | (0) | - | (0) | - | (1) | - | (2) | 1\% | (2) | 1\% | (6) |
| Trump Job Somewhat Disapprove | 4\% | (12) | 9\% | (27) | 2\% | (6) | 1\% | (2) | $4 \%$ | (13) | 1\% | (2) | 1\% | (3) | 1\% | (4) | - | (1) | 1\% | (4) | - | (0) | 4\% | (11) |
| Trump Job Strongly Disapprove | 7\% | (65) | 6\% | (53) | 2\% | (16) | 1\% | (5) | $4 \%$ | (34) | 1\% | (10) | - | (2) | - | (3) | - | (0) | 1\% | (5) | 1\% | (11) | 2\% | (17) |
| Favorable of Trump | 2\% | (14) | 2\% | (13) | - | (0) | 1\% | (6) | 1\% | (7) | - | (3) | - | (0) | - | (2) | - | (1) | - | (2) | 1\% | (8) | 3\% | (23) |
| Unfavorable of Trump | 6\% | (75) | 6\% | (78) | 2\% | (22) | $1 \%$ | (7) | $4 \%$ | (47) | 1\% | (17) | - | (5) | $1 \%$ | (7) | - | (0) | 1\% | (9) | 1\% | (12) | 2\% | (25) |
| Very Favorable of Trump | 1\% | (4) | 1\% | (5) | - | (0) | $1 \%$ | (3) | 1\% | (2) | - | (0) | - | (0) | - | (2) | - | (0) | - | (0) | 2\% | (8) | 3\% | (14) |
| Somewhat Favorable of Trump | 3\% | (11) | $2 \%$ | (8) | - | (0) | $1 \%$ | (3) | 1\% | (4) | 1\% | (3) | - | (0) | - | (0) | - | (1) | 1\% | (2) | - | (0) | 2\% | (9) |
| Somewhat Unfavorable of Trump | 2\% | (4) | 4\% | (9) | 2\% | (5) | $1 \%$ | (2) | 5\% | (11) | - | (1) | 1\% | (3) | 2\% | (4) | - | (0) | 1\% | (3) | 1\% | (2) | 2\% | (5) |
| Very Unfavorable of Trump | 7\% | (70) | 7\% | (69) | 2\% | (17) | - | (5) | 4\% | (35) | 2\% | (16) | - | (2) | - | (3) | - | (0) | 1\% | (6) | 1\% | (10) | 2\% | (21) |
| \#1 Issue: Economy | 4\% | (22) | 4\% | (22) | 1\% | (4) | 1\% | (3) | 1\% | (5) | - | (0) | - | (0) | - | (0) | - | (1) | 1\% | (5) | 2\% | (9) | 2\% | (10) |
| \#1 Issue: Security | 3\% | (11) | 2\% | (9) | 1\% | (2) | $1 \%$ | (4) | 2\% | (11) | - | (0) | - | (1) | - | (0) | - | (0) | - | (1) | 1\% | (3) | 4\% | (17) |
| \#1 Issue: Health Care | 4\% | (14) | 9\% | (33) | 2\% | (7) | - | (0) | 3\% | (10) | 1\% | (3) | - | (1) | 1\% | (5) | - | (0) | - | (0) | 1\% | (3) | 1\% | (3) |
| \#1 Issue: Medicare / Social Security | 6\% | (20) | 1\% | (5) | 1\% | (2) | - | (2) | 2\% | (9) | 1\% | (4) | 1\% | (2) | - | (0) | - | (0) | 1\% | (3) | 1\% | (3) | 2\% | (9) |
| \#1 Issue: Women's Issues | 8\% | (10) | 6\% | (7) | 2\% | (2) | $1 \%$ | (1) | 11\% | (13) | 1\% | (2) | - | (0) | - | (0) | - | (0) | - | (1) | 2\% | (2) | - | (0) |
| \#1 Issue: Education | 3\% | (4) | 4\% | (6) | 2\% | (3) | - | (0) | 3\% | (4) | 8\% | (12) | - | (0) | - | (0) | - | (1) | 1\% | (2) | - | (0) | 1\% | (2) |
| \#1 Issue: Energy | 5\% | (5) | 10\% | (10) | 2\% | (2) | 2\% | (2) | 2\% | (2) | 1\% | (1) | - | (0) | 4\% | (4) | - | (0) | - | (0) | - | (0) | 7\% | (7) |
| \#1 Issue: Other | 7\% | (6) | 2\% | (2) | - | (0) | $1 \%$ | (1) | - | (0) | - | (0) | - | (0) | - | (0) | - | (0) | - | (0) | 1\% | (1) | - | (0) |
| 2018 House Vote: Democrat | 7\% | (61) | 7\% | (56) | 2\% | (20) | 1\% | (6) | 5\% | (38) | 2\% | (15) | - | (1) | - | (3) | - | (0) | 1\% | (6) | 1\% | (9) | 2\% | (20) |
| 2018 House Vote: Republican | 2\% | (10) | 2\% | (11) | - | (0) | 1\% | (6) | 1\% | (4) | - | (1) | - | (1) | - | (2) | - | (1) | - | (2) | 1\% | (8) | 3\% | (17) |
| 2018 House Vote: Someone else | 2\% | (2) | $1 \%$ | (1) | - | (0) | $1 \%$ | (1) | 7\% | (8) | - | (0) | - | (0) | - | (0) | - | (0) | - | (0) | - | (0) | 2\% | (2) |
| 2018 House Vote: Didnt Vote | 3\% | (20) | 4\% | (26) | - | (3) | - | (0) | 1\% | (4) | 1\% | (5) | - | (3) | 1\% | (4) | - | (1) | - | (3) | 1\% | (3) | 1\% |  |


| Demographic | Joe <br> Biden |  | Bernie <br> Sande |  | Kamal Harris |  | Elizab Warren |  | Beto <br> O'Rou |  | Cory Booker |  | Amy <br> Klobuc |  | Tulsi Gabbard |  |  |  | John Kasich |  | Mike <br> Pence |  | Nancy <br> Pelosi |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 4\% | (93) | $4 \%$ | (94) | 1\% | (22) | 1\% | (13) | 2\% | (54) | 1\% | (21) | - | (5) | - | (9) | - | (1) | 1\% | (11) | 1\% | (21) | 2\% | (48) |
| 2016 Vote: Hillary Clinton | 7\% | (48) | 6\% | (42) |  | (19) | 1\% | (4) | 4\% | (31) | 2\% | (11) | - | (2) | - | (1) | - | (0) | 1\% | (7) | 1\% | (4) | 2\% | (13) |
| 2016 Vote: Donald Trump | 2\% | (16) | 2\% | (14) |  | (0) | 1\% | (8) | - | (3) | - | (1) | - | (1) | - | (3) |  | (1) | - | (3) | 2\% | (12) | 3\% | (22) |
| 2016 Vote: Someone else | 3\% | (6) | 7\% | (13) | 1\% | (1) | 1\% | (1) | 6\% | (11) | $4 \%$ | (7) | - | (0) | - | (0) |  | (0) | 1\% | (1) | - | (1) | 1\% | (3) |
| 2016 Vote: Didnt Vote | 4\% | (23) | 4\% | (25) | - | (1) | - | (0) | $1 \%$ | (8) | - | (2) | - | (2) | 1\% | (4) | - | (1) | - | (0) | 1\% | (4) | 2\% | (10) |
| Voted in 2014: Yes | 5\% | (67) | 5\% | (62) | 1\% | (20) | 1\% | (13) | 2\% | (34) | 1\% | (18) | - | (2) | - | (3) | - | (1) | 1\% | (10) | 1\% | (17) | 3\% | (39) |
| Voted in 2014: No | 3\% | (25) | $4 \%$ | (32) | - | (3) | - | (0) | 2\% | (20) | - | (3) | - | (3) | $1 \%$ | (5) | - | (1) | - | (1) | - | (4) | 1\% | (9) |
| 2012 Vote: Barack Obama | 6\% | (54) | 6\% | (50) | $2 \%$ | (21) | 1\% | (5) | $4 \%$ | (37) | 1\% | (10) | - | (3) | - | (3) | - | (0) | 1\% | (5) | 1\% | (11) | 2\% | (16) |
| 2012 Vote: Mitt Romney | 3\% | (14) | 2\% | (10) | - | (0) | 1\% | (7) | $1 \%$ | (5) | - | (1) | - | (0) | - | (2) |  | (1) | 1\% | (6) | 1\% | (5) | 2\% | (11) |
| 2012 Vote: Other | - | (0) | 1\% | (1) | - | (0) | 1\% | (1) | - | (0) | - | (0) | - | (0) | - | (0) |  | (0) | - | (0) | 1\% | (1) | 7\% | (6) |
| 2012 Vote: Didn't Vote | 3\% | (24) | $4 \%$ | (33) | - | (1) | - | (0) | $2 \%$ | (11) | 1\% | (10) | - | (2) | 1\% | (4) | - | (1) | - | (0) | - | (3) | 2\% | (15) |
| 4-Region: Northeast | 6\% | (24) | $4 \%$ | (15) | - | (1) | 1\% | (3) | 1\% | (5) | 1\% | (5) | - | (0) | 1\% | (3) | - | (1) | - | (0) | 1\% | (2) | 1\% | (6) |
| 4-Region: Midwest | 3\% | (16) | 4\% | (20) | 1\% | (4) | - | (0) | 1\% | (3) | - | (1) | 1\% | (3) |  | (0) | - | (0) | 1\% | (3) | 1\% | (3) | 3\% | (12) |
| 4-Region: South | 3\% | (28) | 4\% | (36) | 1\% | (6) | - | (4) | 3\% | (28) | 1\% | (5) | - | (3) | 1\% | (5) | - | (1) | 1\% | (7) | 1\% | (8) | 2\% | (14) |
| 4-Region: West | 5\% | (26) | 5\% | (24) | $2 \%$ | (12) | 1\% | (6) | 3\% | (18) | 2\% | (10) | - | (0) | - | (0) | - | (0) | - | (1) | 1\% | (7) | 3\% | (15) |
| TV shows: Every day | 4\% | (48) | $4 \%$ | (43) | 1\% | (14) | 1\% | (7) | 3\% | (29) | 1\% | (8) | - | (1) | 1\% | (7) | - | (1) | - | (4) | 1\% | (8) | 3\% | (29) |
| TV shows: Several times per week | 5\% | (24) | $4 \%$ | (23) | 1\% | (5) | - | (1) | 4\% | (19) | 1\% | (3) | - | (0) | - | (0) | - | (0) | 1\% | (3) | 2\% | (8) | 2\% | (12) |
| TV shows: About once per week | 3\% | (4) | 9\% | (13) | - | (0) | 1\% | (1) | 1\% | (1) | 5\% | (8) | 1\% | (2) | - | (0) | - | (1) | 2\% | (3) | - | (0) | 2\% | (3) |
| TV shows: Several times per month | 7\% | (7) | 5\% | (5) | 1\% | (1) | 1\% | (1) | 1\% | (1) | 2\% | (2) | 2\% | (2) | 2\% | (2) | - | (0) | - | (0) | 1\% | (1) | 4\% | (4) |
| TV shows: About once per month | 6\% | (3) | 9\% | (4) | - | (0) | - | (0) | - | (0) | - | (0) | - | (0) | - | (0) | - | (0) | - | (0) | 1\% | (1) | - | (0) |
| TV shows: Less often than once per month | 1\% | (1) | 1\% | (1) | 2\% | (2) | - | (0) | 3\% | (2) | - | (0) | 1\% | (1) | - | (0) | - | (0) | - | (0) | 2\% | (1) | - | (0) |
| TV shows: Never | 4\% | (7) | 3\% | (5) | - | (0) | 2\% | (3) | - | (0) | - | (1) | - | (0) | - | (0) | - | (0) | 1\% | (1) | 1\% | (2) | - | (1) |
| Movies: Every day | 5\% | (19) | 3\% | (12) | 2\% | (8) | - | (1) | 2\% | (9) | - | (1) | - | (0) | - | (1) | - | (1) | - | (0) | - | (0) | 2\% | (7) |
| Movies: Several times per week | 5\% | (26) | 4\% | (21) | 1\% | (3) | 1\% | (3) | 3\% | (19) | 2\% | (11) | - | (3) | 1\% | (4) | - | (0) | 1\% | (4) | 2\% | (9) | 3\% | (17) |
| Movies: About once per week | 4\% | (14) | 9\% | (33) | 1\% | (2) | - | (1) | 3\% | (13) | 1\% | (5) | - | (0) | 1\% | (3) | - | (1) | 1\% | (3) | 1\% | (4) | 2\% | (9) |
| Movies: Several times per month | 3\% | (9) | $4 \%$ | (12) | 1\% | (4) | - | (1) | 2\% | (7) | 1\% | (3) | - | (0) | - | (0) | - | (0) | - | (0) | 1\% | (3) | 2\% | (6) |
| Movies: About once per month | 6\% | (10) | $1 \%$ | (2) | 3\% | (5) | 2\% | (3) | $1 \%$ | (2) | - | (0) | 1\% | (1) | - | (0) | - | (0) | - | (0) | 1\% | (2) | 1\% | (1) |
| Movies: Less often than once per month | 3\% | (7) | 7\% | (14) | - | (1) | - | (1) | 1\% | (2) | 1\% | (1) | - | (0) | - | (0) | - | (0) | 1\% | (3) | 2\% | (3) | 2\% | (3) |
| Movies: Never | 4\% | (8) | - | (0) | - | (0) | 1\% | (3) | 1\% | (2) | - | (0) | - | (1) | - | (0) | - | (0) | 1\% | (1) | - | (1) | 2\% | (4) |
| Sports: Every day | 6\% | (10) | $4 \%$ | (7) | - | (0) | - | (0) | 1\% | (1) | - | (0) | - | (0) | 1\% | (1) | - | (0) | 1\% | (1) | 3\% | (4) | 3\% | (4) |
| Sports: Several times per week | 5\% | (16) | 3\% | (10) | 2\% | (8) | - | (0) | 3\% | (10) | - | (1) | - | (0) | - | (0) | - | (0) | 1\% | (2) | 2\% | (5) | $4 \%$ | (12) |
| Sports: About once per week | 3\% | (9) | 8\% | (23) | - | (0) | - | (1) | 2\% | (5) | 5\% | (13) | - | (0) | 1\% | (2) | - | (0) | 2\% | (5) | - | (1) | 4\% | (11) |
| Sports: Several times per month | 7\% | (15) | $4 \%$ | (8) | 3\% | (6) | - | (0) | 5\% | (11) | 1\% | (3) | - | (0) | 2\% | (4) | - | (1) | - | (0) | 1\% | (1) | 1\% | (3) |
| Sports: About once per month | 4\% | (6) | 4\% | (8) | 3\% | (6) | 1\% | (1) | 6\% | (10) | 1\% | (1) | - | (0) | - | (0) | - | (1) | - | (0) | 1\% | (1) | 1\% | (3) |
| Sports: Less often than once per month | 5\% | (17) | 5\% | (19) | - | (0) | 1\% | (3) | 3\% | (11) | 1\% | (2) | 1\% | (4) | - | (0) | - | (0) | - | (1) | 1\% | (2) | 2\% | (8) |
| Sports: Never | 3\% | (19) | 3\% | (19) | - | (2) | 1\% | (7) | 1\% | (5) | - | (1) | - | (1) | - | (1) | - | (0) | - | (2) | 1\% | (6) | 1\% | (7) |
| Cable: I currently subscribe | 5\% | (56) | 3\% | (38) | 1\% | (16) | - | (2) | 2\% | (22) | 2\% | (17) | - | (1) | 1\% | (9) | - | (1) | 1\% | (7) | 1\% | (13) | 2\% | (20) |
| Cable: I subscribed in the past | 3\% | (25) | 6\% | (46) | 1\% | (7) | 1\% | (7) | 4\% | (26) | - | (2) | - | (2) | - | (0) | - | (1) | 1\% | (4) | 1\% | (7) | 3\% | (21) |
| Cable: I have never subscribed | 3\% | (12) | 3\% | (11) | - | (0) | 1\% | (4) | $2 \%$ | (6) | 1\% | (2) | 1\% | (2) | - | (0) | - | (0) | - | (0) | - | (1) | 2\% | (7) |
| Satellite television: I currently subscribe | 3\% | (17) | 3\% | (14) | 1\% | (5) | 1\% | (3) | 3\% | (15) | - | (2) | - | (1) | 1\% | (4) | - | (0) | 1\% | (3) | 1\% | (4) | $4 \%$ | (23) |
| Satellite television: I subscribed in the past | 5\% | (30) | 5\% | (30) | 1\% | (5) | 1\% | (3) | 2\% | (14) | 2\% | (11) | - | (2) | - | (0) | - | (1) | - | (2) | 1\% | (4) | $2 \%$ | (13) |
| Satellite television: I have never subscribed | 4\% | (46) | 5\% | (50) | $1 \%$ | (12) | 1\% | (6) | 2\% | (25) | 1\% | (9) | - | (2) | - | (5) | - | (1) | 1\% | (6) | 1\% | (13) | 1\% | (12) |
| Streaming service: I currently subscribe | 4\% | (57) | 4\% | (58) | $1 \%$ | (14) | - | (5) | 3\% | (35) | 1\% | (9) | - | (4) | 1\% | (7) | - | (1) | 1\% | (8) | 1\% | (13) | 3\% | (33) |
| Streaming service: I subscribed in the past | $4 \%$ | (10) | 8\% | (20) | $2 \%$ | (5) | - | (1) | 5\% | (12) | 1\% | (3) | - | (0) | - | (0) | - | (0) | - | (0) | 1\% | (2) | 1\% | (2) |
| Streaming service: I have never subscribed | 4\% | (25) | 2\% | (16) | 1\% | (4) | 1\% | (7) | 1\% | (6) | 1\% | (9) | - | (2) | - | (1) | - | (1) | - | (3) | 1\% | (6) | 2\% | (13) |

Table HR20: And who would you most want to see appear on SNL?


Table HR21_1: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way? Joe Biden

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don' No | know / <br> pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% | (323) | 14\% | (305) | 8\% | (170) | 17\% | (385) | 46\% | (1016) | 2199 |
| Gender: Male | 18\% | (190) | 15\% | (161) | 9\% | (97) | 19\% | (206) | 38\% | (408) | 1061 |
| Gender: Female | 12\% | (133) | 13\% | (144) | 6\% | (74) | 16\% | (179) | $53 \%$ | (608) | 1138 |
| Age: 18-29 | 20\% | (84) | 15\% | (61) | 10\% | (41) | 8\% | (32) | 47\% | (193) | 411 |
| Age: 30-44 | 16\% | (98) | 15\% | (89) | 6\% | (37) | $11 \%$ | (68) | $52 \%$ | (310) | 600 |
| Age: 45-54 | 11\% | (36) | 12\% | (40) | 7\% | (24) | 20\% | (68) | 50\% | (166) | 335 |
| Age: 55-64 | 15\% | (61) | 14\% | (59) | 8\% | (31) | 23\% | (96) | 41\% | (169) | 417 |
| Age: 65+ | 10\% | (45) | 13\% | (56) | 9\% | (38) | 28\% | (120) | 41\% | (178) | 436 |
| Generation Z: 18-21 | 25\% | (29) | 13\% | (15) | 7\% | (8) | 6\% | (7) | 49\% | (57) | 116 |
| Millennial: Age 22-37 | 18\% | (121) | 16\% | (108) | 9\% | (60) | 8\% | (55) | 48\% | (314) | 657 |
| Generation X: Age 38-53 | 12\% | (63) | 12\% | (63) | 6\% | (31) | 18\% | (97) | $53 \%$ | (289) | 543 |
| Boomers: Age 54-72 | 13\% | (99) | 14\% | (105) | 8\% | (61) | 25\% | (191) | 41\% | (315) | 772 |
| PID: Dem (no lean) | 28\% | (227) | 19\% | (156) | 5\% | (37) | 6\% | (49) | 42\% | (337) | 806 |
| PID: Ind (no lean) | 8\% | (57) | 13\% | (101) | 8\% | (59) | 15\% | (116) | 56\% | (420) | 754 |
| PID: Rep (no lean) | 6\% | (40) | 7\% | (48) | $12 \%$ | (74) | $34 \%$ | (219) | 40\% | (258) | 639 |
| PID/Gender: Dem Men | 33\% | (131) | 22\% | (86) | 5\% | (20) | 7\% | (28) | 33\% | (131) | 395 |
| PID/Gender: Dem Women | 23\% | (96) | 17\% | (70) | $4 \%$ | (17) | 5\% | (21) | 50\% | (206) | 411 |
| PID/Gender: Ind Men | 10\% | (34) | 16\% | (51) | 10\% | (33) | 16\% | (51) | 48\% | (157) | 326 |
| PID/Gender: Ind Women | 5\% | (23) | 12\% | (50) | 6\% | (26) | 15\% | (65) | 62\% | (263) | 427 |
| PID/Gender: Rep Men | 8\% | (26) | 7\% | (24) | 13\% | (43) | $37 \%$ | (127) | 35\% | (120) | 339 |
| PID/Gender: Rep Women | 5\% | (14) | 8\% | (24) | 10\% | (31) | $31 \%$ | (93) | 46\% | (139) | 300 |
| Ideo: Liberal (1-3) | 28\% | (190) | $21 \%$ | (140) | 6\% | (44) | 7\% | (45) | 38\% | (255) | 674 |
| Ideo: Moderate (4) | 14\% | (78) | 16\% | (85) | 10\% | (54) | 12\% | (67) | 48\% | (259) | 544 |
| Ideo: Conservative (5-7) | 6\% | (46) | 10\% | (71) | 9\% | (64) | $34 \%$ | (241) | 41\% | (290) | 712 |

Continued on next page

Table HR21_1: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way? Joe Biden

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% | (323) | 14\% | (305) | 8\% | (170) | 17\% | (385) | 46\% | (1016) | 2199 |
| Educ: < College | 13\% | (204) | 12\% | (185) | 7\% | (106) | 17\% | (259) | 50\% | (758) | 1512 |
| Educ: Bachelors degree | 18\% | (79) | 16\% | (71) | 10\% | (43) | 19\% | (86) | 37\% | (166) | 444 |
| Educ: Post-grad | 17\% | (41) | 20\% | (49) | 9\% | (22) | 16\% | (40) | 38\% | (92) | 243 |
| Income: Under 50k | 14\% | (184) | 14\% | (177) | 7\% | (96) | 15\% | (192) | 50\% | (647) | 1297 |
| Income: 50k-100k | 16\% | (101) | 14\% | (84) | 8\% | (50) | 20\% | (124) | 42\% | (256) | 615 |
| Income: 100k+ | 13\% | (38) | 15\% | (44) | 8\% | (24) | 24\% | (69) | 39\% | (113) | 287 |
| Ethnicity: White | 11\% | (196) | 14\% | (237) | 7\% | (122) | 20\% | (351) | 47\% | (816) | 1722 |
| Ethnicity: Hispanic | 25\% | (87) | 16\% | (57) | 4\% | (15) | 9\% | (32) | 45\% | (158) | 350 |
| Ethnicity: Afr. Am. | 33\% | (90) | 14\% | (37) | 10\% | (26) | 3\% | (8) | 41\% | (113) | 274 |
| Ethnicity: Other | 19\% | (38) | 15\% | (30) | 11\% | (22) | 13\% | (26) | 43\% | (87) | 203 |
| Relig: Protestant | 11\% | (57) | 14\% | (74) | 10\% | (52) | 25\% | (136) | 41\% | (219) | 539 |
| Relig: Roman Catholic | 20\% | (87) | 12\% | (50) | 7\% | (29) | 19\% | (82) | 43\% | (187) | 436 |
| Relig: Something Else | 15\% | (27) | 16\% | (29) | 3\% | (6) | 13\% | (24) | 53\% | (99) | 187 |
| Relig: Jewish | 25\% | (13) | 17\% | (9) | 6\% | (4) | 14\% | (8) | 38\% | (20) | 54 |
| Relig: Evangelical | 15\% | (120) | 14\% | (111) | 6\% | (51) | 19\% | (150) | 46\% | (372) | 805 |
| Relig: Non-Evang. Catholics | 14\% | (52) | 12\% | (43) | 10\% | (36) | 26\% | (93) | 37\% | (133) | 357 |
| Relig: All Christian | 15\% | (172) | 13\% | (154) | 8\% | (87) | 21\% | (243) | 43\% | (505) | 1161 |
| Relig: All Non-Christian | 12\% | (27) | 9\% | (20) | 8\% | (17) | 17\% | (38) | 54\% | (121) | 224 |
| Community: Urban | 19\% | (110) | 16\% | (93) | 9\% | (53) | 14\% | (81) | 42\% | (239) | 575 |
| Community: Suburban | 16\% | (158) | 13\% | (128) | 8\% | (81) | 18\% | (172) | 45\% | (443) | 982 |
| Community: Rural | 9\% | (56) | 13\% | (83) | 6\% | (37) | 20\% | (131) | 52\% | (335) | 643 |

[^311]Table HR21_1: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way? Joe Biden

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% | (323) | 14\% | (305) | 8\% | (170) | 17\% | (385) | 46\% | (1016) | 2199 |
| Employ: Private Sector | 18\% | (122) | 17\% | (109) | 8\% | (50) | 18\% | (116) | 40\% | (263) | 661 |
| Employ: Government | 16\% | (20) | 16\% | (19) | 16\% | (20) | 14\% | (17) | 38\% | (48) | 124 |
| Employ: Self-Employed | 16\% | (30) | 9\% | (17) | 9\% | (17) | 16\% | (32) | 51\% | (99) | 195 |
| Employ: Homemaker | 8\% | (13) | 10\% | (16) | 7\% | (12) | 15\% | (26) | 60\% | (103) | 170 |
| Employ: Student | 27\% | (21) | 23\% | (18) | 6\% | (5) | 3\% | (3) | 41\% | (33) | 79 |
| Employ: Retired | 10\% | (52) | 16\% | (82) | 9\% | (45) | 26\% | (135) | 40\% | (209) | 523 |
| Employ: Unemployed | 12\% | (32) | 6\% | (16) | 7\% | (18) | 15\% | (38) | 60\% | (157) | 262 |
| Employ: Other | 18\% | (33) | 15\% | (27) | 1\% | (3) | 10\% | (18) | 56\% | (104) | 185 |
| Military HH: Yes | 17\% | (64) | 12\% | (48) | 8\% | (30) | 20\% | (77) | 43\% | (166) | 384 |
| Military HH: No | 14\% | (259) | 14\% | (257) | 8\% | (141) | 17\% | (308) | 47\% | (850) | 1815 |
| RD/WT: Right Direction | 9\% | (75) | 9\% | (71) | 10\% | (82) | 30\% | (250) | 42\% | (349) | 826 |
| RD/WT: Wrong Track | 18\% | (249) | 17\% | (233) | 6\% | (88) | 10\% | (135) | 49\% | (667) | 1373 |
| Trump Job Approve | 9\% | (77) | 8\% | (71) | 10\% | (86) | 33\% | (284) | 40\% | (351) | 870 |
| Trump Job Disapprove | 20\% | (246) | 19\% | (229) | 7\% | (83) | 7\% | (90) | 47\% | (579) | 1227 |
| Trump Job Strongly Approve | 12\% | (52) | 6\% | (27) | 6\% | (25) | 40\% | (175) | 36\% | (161) | 440 |
| Trump Job Somewhat Approve | 6\% | (25) | 10\% | (44) | 14\% | (61) | 25\% | (109) | 44\% | (190) | 429 |
| Trump Job Somewhat Disapprove | 8\% | (24) | 17\% | (51) | 13\% | (39) | 12\% | (36) | 49\% | (147) | 297 |
| Trump Job Strongly Disapprove | 24\% | (222) | 19\% | (179) | 5\% | (44) | 6\% | (54) | 46\% | (432) | 930 |
| Favorable of Trump | 8\% | (66) | 8\% | (69) | 10\% | (82) | 34\% | (285) | 41\% | (345) | 847 |
| Unfavorable of Trump | 21\% | (257) | 19\% | (230) | 7\% | (84) | 7\% | (87) | 46\% | (554) | 1212 |
| Very Favorable of Trump | 9\% | (44) | 7\% | (31) | 7\% | (31) | 39\% | (186) | 39\% | (186) | 479 |
| Somewhat Favorable of Trump | 6\% | (22) | 10\% | (37) | 14\% | (51) | 27\% | (99) | 43\% | (158) | 368 |
| Somewhat Unfavorable of Trump | 8\% | (18) | 15\% | (35) | 16\% | (37) | 14\% | (33) | 47\% | (112) | 236 |
| Very Unfavorable of Trump | 24\% | (239) | 20\% | (194) | 5\% | (47) | 5\% | (53) | 45\% | (442) | 976 |

[^312]Table HR21_1: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way? Joe Biden

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% | (323) | 14\% | (305) | 8\% | (170) | 17\% | (385) | 46\% | (1016) | 2199 |
| \#1 Issue: Economy | 16\% | (89) | 16\% | (91) | 8\% | (43) | 15\% | (83) | 45\% | (254) | 560 |
| \#1 Issue: Security | 8\% | (36) | 10\% | (44) | 9\% | (39) | 36\% | (157) | 37\% | (165) | 441 |
| \#1 Issue: Health Care | 20\% | (74) | 15\% | (54) | 6\% | (24) | 13\% | (47) | 46\% | (170) | 368 |
| \#1 Issue: Medicare / Social Security | 15\% | (53) | 14\% | (50) | 7\% | (24) | 19\% | (68) | 46\% | (165) | 359 |
| \#1 Issue: Women's Issues | 23\% | (29) | 12\% | (16) | 6\% | (7) | 10\% | (12) | 49\% | (62) | 126 |
| \#1 Issue: Education | 9\% | (13) | 15\% | (23) | 14\% | (21) | 3\% | (5) | 60\% | (92) | 154 |
| \#1 Issue: Energy | 21\% | (21) | 22\% | (22) | 7\% | (7) | 2\% | (2) | 48\% | (48) | 100 |
| \#1 Issue: Other | 10\% | (9) | 5\% | (5) | 7\% | (6) | 12\% | (11) | 67\% | (62) | 93 |
| 2018 House Vote: Democrat | 26\% | (217) | 21\% | (172) | 6\% | (54) | 6\% | (49) | 41\% | (347) | 839 |
| 2018 House Vote: Republican | 6\% | (41) | 7\% | (43) | 10\% | (65) | 39\% | (248) | 38\% | (245) | 643 |
| 2018 House Vote: Someone else | 2\% | (2) | 20\% | (21) | 3\% | (4) | $21 \%$ | (22) | 54\% | (57) | 105 |
| 2018 House Vote: Didnt Vote | 10\% | (59) | $11 \%$ | (66) | 8\% | (48) | $11 \%$ | (66) | 61\% | (367) | 605 |
| 2016 Vote: Hillary Clinton | 26\% | (189) | $21 \%$ | (148) | 6\% | (42) | 5\% | (38) | 42\% | (301) | 719 |
| 2016 Vote: Donald Trump | 6\% | (43) | 8\% | (53) | 10\% | (68) | 37\% | (244) | 39\% | (258) | 666 |
| 2016 Vote: Someone else | 6\% | (10) | 20\% | (35) | 9\% | (16) | 13\% | (24) | 52\% | (93) | 178 |
| 2016 Vote: Didnt Vote | 12\% | (76) | 11\% | (68) | 7\% | (44) | 12\% | (78) | 58\% | (362) | 629 |
| Voted in 2014: Yes | 17\% | (228) | 15\% | (211) | 8\% | (105) | 20\% | (272) | 40\% | (550) | 1366 |
| Voted in 2014: No | 11\% | (96) | 11\% | (94) | 8\% | (66) | 13\% | (112) | 56\% | (466) | 833 |
| 2012 Vote: Barack Obama | 24\% | (205) | 20\% | (174) | 6\% | (48) | 8\% | (71) | 42\% | (356) | 854 |
| 2012 Vote: Mitt Romney | 5\% | (23) | 7\% | (35) | 10\% | (49) | 39\% | (193) | 40\% | (200) | 501 |
| 2012 Vote: Other | 5\% | (4) | 8\% | (7) | 10\% | (9) | 28\% | (25) | 49\% | (42) | 87 |
| 2012 Vote: Didn't Vote | 12\% | (92) | 12\% | (88) | 9\% | (65) | 13\% | (95) | 55\% | (413) | 752 |
| 4-Region: Northeast | 17\% | (68) | 14\% | (55) | $7 \%$ | (27) | 16\% | (63) | 46\% | (181) | 394 |
| 4-Region: Midwest | 13\% | (59) | 14\% | (65) | 8\% | (37) | 18\% | (82) | 47\% | (219) | 462 |
| 4-Region: South | 14\% | (119) | 13\% | (103) | 7\% | (59) | 18\% | (152) | 47\% | (390) | 824 |
| 4-Region: West | 15\% | (77) | 16\% | (81) | 9\% | (47) | 17\% | (88) | 44\% | (226) | 519 |

Continued on next page

Table HR21_1: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way? Joe Biden

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% | (323) | 14\% | (305) | 8\% | (170) | 17\% | (385) | 46\% | (1016) | 2199 |
| TV shows: Every day | 17\% | (191) | 15\% | (177) | 7\% | (79) | 17\% | (200) | 44\% | (501) | 1148 |
| TV shows: Several times per week | 14\% | (73) | 16\% | (81) | 7\% | (37) | 18\% | (91) | 45\% | (229) | 512 |
| TV shows: About once per week | 10\% | (15) | 10\% | (15) | 16\% | (23) | 20\% | (28) | 44\% | (63) | 144 |
| TV shows: Several times per month | 9\% | (9) | 16\% | (16) | 12\% | (13) | 14\% | (14) | 49\% | (49) | 101 |
| TV shows: About once per month | 11\% | (5) | 7\% | (3) | 6\% | (3) | 14\% | (7) | 62\% | (30) | 48 |
| TV shows: Less often than once per month | 16\% | (12) | 5\% | (4) | 5\% | (4) | 24\% | (19) | 51\% | (39) | 78 |
| TV shows: Never | 11\% | (18) | 5\% | (9) | 7\% | (11) | 15\% | (26) | 62\% | (105) | 169 |
| Movies: Every day | 22\% | (87) | 13\% | (50) | 7\% | (27) | 15\% | (61) | 44\% | (174) | 399 |
| Movies: Several times per week | 16\% | (93) | 19\% | (110) | 8\% | (44) | 19\% | (107) | 38\% | (221) | 574 |
| Movies: About once per week | 14\% | (52) | 15\% | (58) | 12\% | (45) | 18\% | (69) | 42\% | (160) | 383 |
| Movies: Several times per month | 12\% | (32) | 13\% | (35) | 9\% | (25) | 18\% | (50) | 48\% | (130) | 273 |
| Movies: About once per month | 12\% | (21) | 10\% | (18) | 8\% | (14) | 20\% | (34) | 50\% | (87) | 173 |
| Movies: Less often than once per month | 8\% | (15) | 13\% | (27) | 3\% | (5) | 16\% | (33) | 60\% | (121) | 201 |
| Movies: Never | 12\% | (24) | 4\% | (7) | 6\% | (11) | 16\% | (31) | 63\% | (123) | 196 |
| Sports: Every day | 26\% | (41) | 19\% | (30) | 7\% | (12) | 15\% | (23) | 33\% | (52) | 158 |
| Sports: Several times per week | 18\% | (60) | 17\% | (58) | 8\% | (26) | 22\% | (72) | 35\% | (116) | 332 |
| Sports: About once per week | 15\% | (43) | 15\% | (42) | 10\% | (29) | 17\% | (47) | 43\% | (119) | 279 |
| Sports: Several times per month | 18\% | (42) | 12\% | (27) | 13\% | (31) | 15\% | (34) | 41\% | (94) | 228 |
| Sports: About once per month | 12\% | (20) | 19\% | (32) | 7\% | (12) | 19\% | (33) | 44\% | (76) | 174 |
| Sports: Less often than once per month | 13\% | (46) | 14\% | (51) | 5\% | (20) | 19\% | (68) | 49\% | (178) | 363 |
| Sports: Never | 11\% | (71) | 10\% | (65) | 6\% | (41) | 16\% | (108) | 57\% | (381) | 666 |
| Cable: I currently subscribe | 18\% | (199) | 15\% | (164) | 9\% | (98) | 16\% | (172) | 43\% | (476) | 1108 |
| Cable: I subscribed in the past | 13\% | (96) | 15\% | (110) | 6\% | (47) | 22\% | (158) | 43\% | (315) | 727 |
| Cable: I have never subscribed | 8\% | (28) | 9\% | (31) | 7\% | (25) | 15\% | (55) | 62\% | (225) | 365 |
| Satellite television: I currently subscribe | 16\% | (83) | 15\% | (77) | 7\% | (39) | 22\% | (118) | 40\% | (210) | 526 |
| Satellite television: I subscribed in the past | 15\% | (90) | 14\% | (81) | 8\% | (46) | 17\% | (103) | 46\% | (276) | 597 |
| Satellite television: I have never subscribed | 14\% | (151) | 14\% | (146) | 8\% | (85) | 15\% | (164) | 49\% | (530) | 1076 |

Continued on next page

Table HR21_1: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Joe Biden

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% | (323) | 14\% | (305) | 8\% | (170) | 17\% | (385) | 46\% | (1016) | 2199 |
| Streaming service: I currently subscribe | 17\% | (221) | 17\% | (221) | 7\% | (89) | 16\% | (210) | 43\% | (562) | 1302 |
| Streaming service: I subscribed in the past | 14\% | (32) | 12\% | (28) | $11 \%$ | (25) | 13\% | (31) | 50\% | (118) | 234 |
| Streaming service: I have never subscribed | $11 \%$ | (71) | 8\% | (55) | 9\% | (57) | 22\% | (144) | 51\% | (337) | 663 |
| Film: An avid fan | 21\% | (163) | 19\% | (149) | 6\% | (48) | 15\% | (114) | 39\% | (305) | 779 |
| Film: A casual fan | 12\% | (142) | 12\% | (137) | 9\% | (104) | 19\% | (216) | 48\% | (553) | 1153 |
| Film: Not a fan | 7\% | (18) | 7\% | (18) | 7\% | (18) | 20\% | (55) | 59\% | (158) | 267 |
| Television: An avid fan | 19\% | (217) | 17\% | (199) | 6\% | (74) | 17\% | (195) | 41\% | (468) | 1154 |
| Television: A casual fan | 11\% | (102) | $11 \%$ | (96) | 9\% | (85) | 18\% | (162) | 51\% | (462) | 907 |
| Television: Not a fan | 3\% | (4) | 7\% | (9) | 9\% | (12) | 19\% | (27) | 62\% | (86) | 139 |
| Music: An avid fan | 19\% | (222) | 17\% | (192) | 8\% | (88) | 15\% | (169) | 42\% | (480) | 1152 |
| Music: A casual fan | 10\% | (90) | 11\% | (102) | 8\% | (74) | 21\% | (190) | 50\% | (451) | 907 |
| Music: Not a fan | 8\% | (11) | 7\% | (10) | 6\% | (8) | 18\% | (26) | 61\% | (85) | 140 |
| Fashion: An avid fan | 30\% | (103) | 15\% | (52) | 8\% | (28) | 11\% | (36) | 36\% | (123) | 342 |
| Fashion: A casual fan | 13\% | (111) | 15\% | (133) | 7\% | (60) | 17\% | (145) | 48\% | (411) | 861 |
| Fashion: Not a fan | 11\% | (109) | 12\% | (120) | 8\% | (83) | 20\% | (203) | 48\% | (481) | 996 |

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

Table HR21_2: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Bernie Sanders

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  |  | know / <br> pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 14\% | (300) | 14\% | (308) | 8\% | (172) | 20\% | (436) | 45\% | (983) | 2199 |
| Gender: Male | 16\% | (166) | 16\% | (166) | 10\% | (102) | $21 \%$ | (227) | 38\% | (400) | 1061 |
| Gender: Female | 12\% | (134) | 12\% | (142) | 6\% | (70) | 18\% | (209) | 51\% | (583) | 1138 |
| Age: 18-29 | 21\% | (88) | 16\% | (66) | 8\% | (33) | 12\% | (51) | 42\% | (173) | 411 |
| Age: 30-44 | 15\% | (92) | 16\% | (97) | 8\% | (48) | $11 \%$ | (67) | 49\% | (296) | 600 |
| Age: 45-54 | 10\% | (35) | 9\% | (32) | 8\% | (25) | 24\% | (82) | 48\% | (161) | 335 |
| Age: 55-64 | 12\% | (52) | 15\% | (63) | 5\% | (22) | 26\% | (109) | 41\% | (170) | 417 |
| Age: 65+ | 8\% | (34) | 11\% | (49) | 10\% | (43) | 29\% | (128) | 42\% | (183) | 436 |
| Generation Z: 18-21 | 30\% | (34) | 15\% | (18) | 3\% | (4) | 9\% | (10) | 43\% | (50) | 116 |
| Millennial: Age 22-37 | 17\% | (109) | 18\% | (120) | 10\% | (67) | $11 \%$ | (70) | 44\% | (291) | 657 |
| Generation X: Age 38-53 | 12\% | (67) | 10\% | (55) | 6\% | (33) | 20\% | (109) | 51\% | (278) | 543 |
| Boomers: Age 54-72 | 11\% | (83) | 13\% | (99) | 8\% | (59) | 27\% | (211) | 41\% | (320) | 772 |
| PID: Dem (no lean) | 25\% | (198) | 21\% | (167) | 7\% | (52) | 9\% | (69) | 40\% | (320) | 806 |
| PID: Ind (no lean) | 9\% | (68) | 13\% | (100) | 7\% | (55) | 19\% | (141) | 52\% | (390) | 754 |
| PID: Rep (no lean) | 5\% | (34) | 6\% | (41) | 10\% | (64) | $36 \%$ | (227) | 43\% | (273) | 639 |
| PID/Gender: Dem Men | 27\% | (105) | 24\% | (97) | 8\% | (31) | 10\% | (40) | 31\% | (123) | 395 |
| PID/Gender: Dem Women | 23\% | (93) | 17\% | (71) | 5\% | (21) | 7\% | (29) | 48\% | (197) | 411 |
| PID/Gender: Ind Men | 12\% | (40) | 15\% | (48) | 9\% | (28) | 18\% | (58) | 47\% | (152) | 326 |
| PID/Gender: Ind Women | 7\% | (28) | 12\% | (52) | 6\% | (27) | 19\% | (83) | 56\% | (238) | 427 |
| PID/Gender: Rep Men | 6\% | (21) | 6\% | (22) | 13\% | (43) | 38\% | (130) | 37\% | (124) | 339 |
| PID/Gender: Rep Women | 4\% | (13) | 7\% | (20) | 7\% | (21) | 32\% | (97) | 49\% | (148) | 300 |
| Ideo: Liberal (1-3) | 24\% | (164) | 24\% | (163) | 8\% | (52) | 8\% | (54) | 36\% | (240) | 674 |
| Ideo: Moderate (4) | 15\% | (81) | 15\% | (81) | 9\% | (47) | 15\% | (82) | 47\% | (254) | 544 |
| Ideo: Conservative (5-7) | 7\% | (49) | 7\% | (52) | 8\% | (60) | 37\% | (267) | 40\% | (285) | 712 |

Continued on next page

Table HR21_2: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Bernie Sanders

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 14\% | (300) | 14\% | (308) | 8\% | (172) | 20\% | (436) | 45\% | (983) | 2199 |
| Educ: < College | 13\% | (197) | 13\% | (196) | 7\% | (102) | 19\% | (288) | 48\% | (729) | 1512 |
| Educ: Bachelors degree | 13\% | (58) | 17\% | (74) | 11\% | (49) | 23\% | (100) | 37\% | (163) | 444 |
| Educ: Post-grad | 19\% | (45) | 16\% | (38) | 9\% | (22) | 20\% | (48) | 37\% | (90) | 243 |
| Income: Under 50k | 14\% | (186) | 13\% | (173) | 7\% | (95) | 17\% | (219) | 48\% | (624) | 1297 |
| Income: 50k-100k | 14\% | (86) | 16\% | (96) | 8\% | (49) | 23\% | (140) | 40\% | (245) | 615 |
| Income: 100k+ | 10\% | (29) | 14\% | (40) | 10\% | (28) | 27\% | (77) | 40\% | (114) | 287 |
| Ethnicity: White | 11\% | (185) | 14\% | (235) | 8\% | (130) | 22\% | (386) | 46\% | (787) | 1722 |
| Ethnicity: Hispanic | 26\% | (91) | 15\% | (53) | 7\% | (24) | 13\% | (45) | 39\% | (136) | 350 |
| Ethnicity: Afr. Am. | 27\% | (73) | 13\% | (37) | 7\% | (20) | 9\% | (25) | 43\% | (119) | 274 |
| Ethnicity: Other | $21 \%$ | (43) | 18\% | (37) | 11\% | (22) | 12\% | (25) | 38\% | (77) | 203 |
| Relig: Protestant | 8\% | (45) | 13\% | (70) | 9\% | (46) | 29\% | (158) | 41\% | (220) | 539 |
| Relig: Roman Catholic | 19\% | (83) | 12\% | (54) | 7\% | (32) | 21\% | (91) | 40\% | (175) | 436 |
| Relig: Something Else | 13\% | (23) | 16\% | (31) | 3\% | (6) | 15\% | (28) | 53\% | (98) | 187 |
| Relig: Jewish | 15\% | (8) | 19\% | (10) | 11\% | (6) | 18\% | (10) | 37\% | (20) | 54 |
| Relig: Evangelical | 13\% | (107) | 14\% | (113) | $7 \%$ | (52) | $21 \%$ | (169) | 45\% | (363) | 805 |
| Relig: Non-Evang. Catholics | 12\% | (45) | 12\% | (42) | 9\% | (32) | 30\% | (108) | 36\% | (130) | 357 |
| Relig: All Christian | 13\% | (152) | 13\% | (155) | 7\% | (84) | 24\% | (277) | 42\% | (493) | 1161 |
| Relig: All Non-Christian | $12 \%$ | (27) | 9\% | (19) | $5 \%$ | (12) | 21\% | (47) | 53\% | (118) | 224 |
| Community: Urban | 21\% | (122) | 15\% | (89) | 8\% | (46) | 15\% | (88) | 40\% | (230) | 575 |
| Community: Suburban | 14\% | (140) | 14\% | (138) | 8\% | (77) | 20\% | (195) | 44\% | (430) | 982 |
| Community: Rural | 6\% | (38) | 13\% | (81) | 8\% | (48) | 24\% | (153) | 50\% | (323) | 643 |

[^313]Table HR21_2: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Bernie Sanders

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 14\% | (300) | 14\% | (308) | 8\% | (172) | 20\% | (436) | 45\% | (983) | 2199 |
| Employ: Private Sector | 15\% | (99) | 17\% | (116) | 9\% | (62) | 20\% | (132) | 38\% | (251) | 661 |
| Employ: Government | 11\% | (14) | 15\% | (18) | 17\% | (21) | 17\% | (21) | 41\% | (51) | 124 |
| Employ: Self-Employed | 12\% | (24) | 13\% | (26) | 6\% | (12) | 23\% | (44) | 46\% | (90) | 195 |
| Employ: Homemaker | 9\% | (15) | $11 \%$ | (18) | 6\% | (11) | 18\% | (31) | 56\% | (96) | 170 |
| Employ: Student | 39\% | (31) | 17\% | (13) | $4 \%$ | (3) | 3\% | (3) | 37\% | (29) | 79 |
| Employ: Retired | 8\% | (40) | 13\% | (70) | 8\% | (44) | 29\% | (151) | 42\% | (218) | 523 |
| Employ: Unemployed | 16\% | (42) | 10\% | (25) | 5\% | (13) | 14\% | (37) | 55\% | (145) | 262 |
| Employ: Other | 19\% | (34) | 12\% | (22) | 3\% | (6) | 10\% | (18) | 56\% | (104) | 185 |
| Military HH: Yes | 15\% | (59) | 9\% | (33) | 10\% | (37) | 24\% | (94) | 42\% | (162) | 384 |
| Military HH: No | 13\% | (241) | 15\% | (275) | 7\% | (135) | 19\% | (343) | 45\% | (821) | 1815 |
| RD/WT: Right Direction | 6\% | (53) | 9\% | (77) | 9\% | (74) | 33\% | (273) | 42\% | (349) | 826 |
| RD/WT: Wrong Track | 18\% | (247) | 17\% | (231) | 7\% | (98) | 12\% | (163) | 46\% | (634) | 1373 |
| Trump Job Approve | 7\% | (61) | 8\% | (69) | 9\% | (77) | 35\% | (304) | 41\% | (358) | 870 |
| Trump Job Disapprove | 19\% | (237) | 19\% | (235) | 8\% | (94) | 10\% | (121) | 44\% | (540) | 1227 |
| Trump Job Strongly Approve | 7\% | (33) | 7\% | (30) | 6\% | (26) | 42\% | (187) | 37\% | (165) | 440 |
| Trump Job Somewhat Approve | 7\% | (28) | 9\% | (40) | 12\% | (51) | 27\% | (117) | 45\% | (194) | 429 |
| Trump Job Somewhat Disapprove | 13\% | (37) | 19\% | (55) | 9\% | (27) | 16\% | (47) | 44\% | (130) | 297 |
| Trump Job Strongly Disapprove | 21\% | (200) | 19\% | (180) | 7\% | (67) | 8\% | (74) | 44\% | (410) | 930 |
| Favorable of Trump | 6\% | (53) | 8\% | (72) | 8\% | (70) | 36\% | (304) | 41\% | (347) | 847 |
| Unfavorable of Trump | 20\% | (245) | 19\% | (230) | 8\% | (96) | 10\% | (119) | 43\% | (522) | 1212 |
| Very Favorable of Trump | 7\% | (34) | 6\% | (29) | 7\% | (32) | 41\% | (196) | 39\% | (188) | 479 |
| Somewhat Favorable of Trump | 5\% | (20) | 12\% | (43) | 11\% | (39) | 29\% | (108) | 43\% | (159) | 368 |
| Somewhat Unfavorable of Trump | 9\% | (21) | 15\% | (36) | 13\% | (31) | 18\% | (42) | 45\% | (106) | 236 |
| Very Unfavorable of Trump | 23\% | (224) | 20\% | (194) | 7\% | (65) | 8\% | (78) | 43\% | (415) | 976 |

[^314]Table HR21_2: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Bernie Sanders

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 14\% | (300) | 14\% | (308) | 8\% | (172) | 20\% | (436) | 45\% | (983) | 2199 |
| \#1 Issue: Economy | 14\% | (78) | 16\% | (88) | 9\% | (52) | 18\% | (100) | 43\% | (242) | 560 |
| \#1 Issue: Security | 6\% | (26) | 10\% | (44) | 8\% | (33) | 38\% | (169) | 38\% | (169) | 441 |
| \#1 Issue: Health Care | 19\% | (71) | 17\% | (62) | 7\% | (24) | 12\% | (44) | 45\% | (166) | 368 |
| \#1 Issue: Medicare / Social Security | 14\% | (50) | 14\% | (49) | 8\% | (27) | 22\% | (79) | 43\% | (154) | 359 |
| \#1 Issue: Women's Issues | 28\% | (35) | 6\% | (8) | 7\% | (8) | 11\% | (14) | 48\% | (61) | 126 |
| \#1 Issue: Education | 8\% | (13) | 19\% | (30) | 10\% | (15) | 6\% | (9) | 57\% | (88) | 154 |
| \#1 Issue: Energy | 18\% | (18) | 24\% | (24) | 5\% | (5) | 8\% | (8) | 45\% | (45) | 100 |
| \#1 Issue: Other | 10\% | (10) | 4\% | (4) | 8\% | (7) | 15\% | (14) | 62\% | (58) | 93 |
| 2018 House Vote: Democrat | 23\% | (197) | 22\% | (185) | 8\% | (66) | 8\% | (69) | 38\% | (322) | 839 |
| 2018 House Vote: Republican | 5\% | (31) | 6\% | (41) | 9\% | (59) | 40\% | (259) | 39\% | (253) | 643 |
| 2018 House Vote: Someone else | 5\% | (6) | 10\% | (10) | 6\% | (6) | 25\% | (26) | 54\% | (57) | 105 |
| 2018 House Vote: Didnt Vote | 10\% | (60) | 12\% | (71) | 7\% | (40) | 14\% | (83) | 58\% | (351) | 605 |
| 2016 Vote: Hillary Clinton | 23\% | (167) | 22\% | (156) | 9\% | (62) | 6\% | (47) | 40\% | (287) | 719 |
| 2016 Vote: Donald Trump | 6\% | (39) | 7\% | (46) | 8\% | (53) | 39\% | (261) | 40\% | (268) | 666 |
| 2016 Vote: Someone else | 11\% | (19) | 18\% | (31) | 10\% | (17) | 17\% | (31) | 44\% | (79) | 178 |
| 2016 Vote: Didnt Vote | 11\% | (72) | 12\% | (75) | 6\% | (40) | 15\% | (96) | 55\% | (347) | 629 |
| Voted in 2014: Yes | 15\% | (200) | 16\% | (214) | 8\% | (108) | 22\% | (304) | 39\% | (539) | 1366 |
| Voted in 2014: No | 12\% | (100) | 11\% | (94) | 8\% | (64) | 16\% | (132) | 53\% | (444) | 833 |
| 2012 Vote: Barack Obama | 21\% | (183) | 21\% | (177) | 7\% | (57) | 10\% | (89) | 41\% | (347) | 854 |
| 2012 Vote: Mitt Romney | 3\% | (17) | 7\% | (34) | 9\% | (43) | 40\% | (201) | 41\% | (205) | 501 |
| 2012 Vote: Other | 7\% | (6) | 5\% | (5) | 6\% | (6) | 34\% | (30) | 47\% | (41) | 87 |
| 2012 Vote: Didn't Vote | 12\% | (94) | 12\% | (93) | 9\% | (66) | 15\% | (116) | 51\% | (384) | 752 |
| 4-Region: Northeast | 20\% | (77) | 13\% | (51) | 7\% | (27) | 16\% | (63) | 45\% | (175) | 394 |
| 4-Region: Midwest | 11\% | (52) | 16\% | (76) | 9\% | (42) | 19\% | (88) | 44\% | (204) | 462 |
| 4-Region: South | 12\% | (100) | 10\% | (86) | 7\% | (56) | 23\% | (189) | 48\% | (393) | 824 |
| 4-Region: West | 14\% | (71) | 18\% | (95) | 9\% | (47) | 19\% | (97) | 40\% | (210) | 519 |

Continued on next page

Table HR21_2: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Bernie Sanders

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  |  | know / <br> pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 14\% | (300) | 14\% | (308) | 8\% | (172) | 20\% | (436) | 45\% | (983) | 2199 |
| TV shows: Every day | 15\% | (173) | 14\% | (162) | 8\% | (92) | 20\% | (225) | 43\% | (496) | 1148 |
| TV shows: Several times per week | 14\% | (74) | 18\% | (90) | 7\% | (35) | $21 \%$ | (106) | 40\% | (207) | 512 |
| TV shows: About once per week | 8\% | (11) | 15\% | (21) | 13\% | (19) | 20\% | (28) | 45\% | (65) | 144 |
| TV shows: Several times per month | 9\% | (9) | 12\% | (12) | 10\% | (10) | 17\% | (18) | 52\% | (53) | 101 |
| TV shows: About once per month | 14\% | (7) | 9\% | (4) | 6\% | (3) | 17\% | (8) | 54\% | (26) | 48 |
| TV shows: Less often than once per month | 18\% | (14) | 5\% | (4) | 6\% | (5) | 26\% | (20) | 45\% | (35) | 78 |
| TV shows: Never | 8\% | (13) | 9\% | (15) | 5\% | (8) | 18\% | (31) | 60\% | (102) | 169 |
| Movies: Every day | 20\% | (82) | 13\% | (50) | 8\% | (31) | 16\% | (62) | 43\% | (173) | 399 |
| Movies: Several times per week | 13\% | (77) | 17\% | (97) | 10\% | (55) | 23\% | (131) | 37\% | (214) | 574 |
| Movies: About once per week | 13\% | (48) | 18\% | (69) | 10\% | (38) | 19\% | (74) | 40\% | (153) | 383 |
| Movies: Several times per month | 13\% | (36) | 14\% | (38) | 9\% | (23) | 21\% | (58) | 43\% | (117) | 273 |
| Movies: About once per month | $11 \%$ | (19) | $11 \%$ | (19) | 6\% | (10) | 22\% | (39) | 50\% | (87) | 173 |
| Movies: Less often than once per month | 12\% | (25) | 8\% | (16) | 3\% | (6) | 18\% | (36) | 59\% | (118) | 201 |
| Movies: Never | 7\% | (15) | 9\% | (19) | 4\% | (8) | 18\% | (35) | 61\% | (120) | 196 |
| Sports: Every day | 24\% | (38) | 18\% | (28) | 10\% | (16) | 13\% | (21) | 35\% | (55) | 158 |
| Sports: Several times per week | 15\% | (50) | 17\% | (58) | 11\% | (36) | 27\% | (88) | 30\% | (100) | 332 |
| Sports: About once per week | 13\% | (35) | 15\% | (42) | 10\% | (28) | 17\% | (49) | 45\% | (125) | 279 |
| Sports: Several times per month | 14\% | (32) | 16\% | (37) | 10\% | (22) | 22\% | (51) | 38\% | (86) | 228 |
| Sports: About once per month | 15\% | (26) | 19\% | (32) | 7\% | (12) | 18\% | (31) | 42\% | (73) | 174 |
| Sports: Less often than once per month | 11\% | (41) | 14\% | (51) | 7\% | (24) | 20\% | (71) | 48\% | (175) | 363 |
| Sports: Never | 12\% | (77) | 9\% | (60) | 5\% | (35) | 19\% | (126) | 55\% | (368) | 666 |
| Cable: I currently subscribe | 16\% | (175) | 17\% | (190) | 8\% | (89) | 18\% | (205) | 41\% | (450) | 1108 |
| Cable: I subscribed in the past | 12\% | (90) | 14\% | (101) | 7\% | (53) | 23\% | (170) | 43\% | (312) | 727 |
| Cable: I have never subscribed | 10\% | (35) | 5\% | (17) | 8\% | (30) | 17\% | (62) | 61\% | (221) | 365 |
| Satellite television: I currently subscribe | 14\% | (75) | 14\% | (72) | 8\% | (40) | 24\% | (128) | 40\% | (210) | 526 |
| Satellite television: I subscribed in the past | 14\% | (83) | 13\% | (80) | 9\% | (54) | 20\% | (120) | 44\% | (261) | 597 |
| Satellite television: I have never subscribed | 13\% | (143) | 14\% | (155) | 7\% | (78) | 17\% | (188) | 48\% | (512) | 1076 |

Continued on next page

Table HR21_2: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Bernie Sanders

| Demographic | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Don't know / <br> No opinion | Total N |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Adults | $14 \%$ | $(300)$ | $14 \%$ | $(308)$ | $8 \%$ | $(172)$ | $20 \%$ | $(436)$ | $45 \%$ |

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

Table HR21_3: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Kamala Harris

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 9\% | (205) | 11\% | (245) | 7\% | (160) | 18\% | (399) | 54\% | (1189) | 2199 |
| Gender: Male | 12\% | (130) | 14\% | (149) | 8\% | (90) | 21\% | (224) | 44\% | (469) | 1061 |
| Gender: Female | 7\% | (75) | 8\% | (96) | 6\% | (70) | 15\% | (176) | 63\% | (721) | 1138 |
| Age: 18-29 | 12\% | (51) | 16\% | (65) | 8\% | (31) | 9\% | (35) | 56\% | (229) | 411 |
| Age: 30-44 | 10\% | (58) | 13\% | (77) | 8\% | (50) | 10\% | (62) | 59\% | (354) | 600 |
| Age: 45-54 | 9\% | (29) | 9\% | (32) | 7\% | (24) | 20\% | (68) | 55\% | (183) | 335 |
| Age: 55-64 | 9\% | (36) | 9\% | (38) | 5\% | (21) | 28\% | (115) | 50\% | (207) | 417 |
| Age: 65+ | 7\% | (30) | 8\% | (34) | 8\% | (35) | 28\% | (121) | 50\% | (216) | 436 |
| Generation Z: 18-21 | 12\% | (14) | 7\% | (9) | $11 \%$ | (13) | 8\% | (10) | 61\% | (71) | 116 |
| Millennial: Age 22-37 | 10\% | (67) | 18\% | (115) | 9\% | (56) | 8\% | (55) | 55\% | (363) | 657 |
| Generation X: Age 38-53 | 10\% | (53) | 8\% | (46) | 6\% | (33) | 16\% | (89) | 59\% | (322) | 543 |
| Boomers: Age 54-72 | 8\% | (63) | 9\% | (66) | 7\% | (52) | 27\% | (210) | 49\% | (380) | 772 |
| PID: Dem (no lean) | 18\% | (142) | 18\% | (142) | 6\% | (47) | 8\% | (67) | $51 \%$ | (408) | 806 |
| PID: Ind (no lean) | 5\% | (37) | 9\% | (69) | 7\% | (53) | 16\% | (120) | 63\% | (476) | 754 |
| PID: Rep (no lean) | 4\% | (26) | 5\% | (34) | 9\% | (61) | $33 \%$ | (212) | 48\% | (306) | 639 |
| PID/Gender: Dem Men | 22\% | (86) | 22\% | (85) | 6\% | (25) | 10\% | (39) | 40\% | (160) | 395 |
| PID/Gender: Dem Women | 14\% | (56) | 14\% | (57) | 5\% | (22) | 7\% | (28) | 60\% | (248) | 411 |
| PID/Gender: Ind Men | 7\% | (24) | 12\% | (39) | 10\% | (31) | 17\% | (57) | 53\% | (174) | 326 |
| PID/Gender: Ind Women | $3 \%$ | (12) | 7\% | (29) | $5 \%$ | (21) | 15\% | (63) | 71\% | (301) | 427 |
| PID/Gender: Rep Men | 6\% | (19) | 7\% | (24) | 10\% | (33) | 38\% | (127) | 40\% | (135) | 339 |
| PID/Gender: Rep Women | 2\% | (7) | 3\% | (10) | 9\% | (27) | 28\% | (85) | 57\% | (171) | 300 |
| Ideo: Liberal (1-3) | $21 \%$ | (141) | $21 \%$ | (139) | 6\% | (39) | 6\% | (42) | 46\% | (312) | 674 |
| Ideo: Moderate (4) | 6\% | (35) | 12\% | (67) | 10\% | (56) | 15\% | (79) | 56\% | (307) | 544 |
| Ideo: Conservative (5-7) | 4\% | (29) | 4\% | (31) | 8\% | (57) | $35 \%$ | (249) | 49\% | (346) | 712 |

Continued on next page

Table HR21_3: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Kamala Harris

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 9\% | (205) | 11\% | (245) | 7\% | (160) | 18\% | (399) | 54\% | (1189) | 2199 |
| Educ: < College | 8\% | (128) | 10\% | (146) | 6\% | (95) | 18\% | (267) | 58\% | (875) | 1512 |
| Educ: Bachelors degree | 10\% | (43) | 15\% | (67) | 10\% | (44) | 19\% | (84) | 46\% | (206) | 444 |
| Educ: Post-grad | 14\% | (35) | 13\% | (32) | 9\% | (21) | 20\% | (48) | 44\% | (108) | 243 |
| Income: Under 50k | 10\% | (126) | 11\% | (145) | 7\% | (85) | 15\% | (199) | 57\% | (741) | 1297 |
| Income: $50 \mathrm{k}-100 \mathrm{k}$ | 9\% | (54) | 12\% | (73) | 9\% | (52) | 20\% | (125) | 50\% | (310) | 615 |
| Income: 100k+ | 9\% | (25) | 9\% | (27) | 8\% | (23) | 26\% | (75) | 48\% | (138) | 287 |
| Ethnicity: White | 8\% | (130) | 9\% | (150) | 7\% | (119) | $21 \%$ | (363) | 56\% | (960) | 1722 |
| Ethnicity: Hispanic | 19\% | (66) | 18\% | (62) | 4\% | (15) | 11\% | (39) | 48\% | (168) | 350 |
| Ethnicity: Afr. Am. | 16\% | (45) | 22\% | (60) | 10\% | (28) | 6\% | (17) | 45\% | (125) | 274 |
| Ethnicity: Other | 15\% | (31) | 17\% | (35) | 7\% | (14) | 10\% | (20) | 51\% | (104) | 203 |
| Relig: Protestant | 6\% | (33) | 10\% | (55) | 8\% | (45) | 27\% | (143) | 49\% | (263) | 539 |
| Relig: Roman Catholic | 14\% | (61) | 10\% | (42) | 8\% | (34) | 20\% | (87) | 48\% | (211) | 436 |
| Relig: Something Else | 7\% | (12) | 10\% | (18) | 4\% | (7) | 13\% | (24) | 67\% | (125) | 187 |
| Relig: Jewish | 16\% | (9) | 12\% | (7) | 8\% | (4) | 15\% | (8) | 48\% | (26) | 54 |
| Relig: Evangelical | 9\% | (74) | 11\% | (87) | 5\% | (43) | 19\% | (154) | 55\% | (446) | 805 |
| Relig: Non-Evang. Catholics | 9\% | (32) | 8\% | (28) | 12\% | (44) | 28\% | (100) | 43\% | (153) | 357 |
| Relig: All Christian | 9\% | (106) | 10\% | (115) | 7\% | (86) | 22\% | (254) | 52\% | (600) | 1161 |
| Relig: All Non-Christian | 7\% | (16) | 6\% | (13) | 7\% | (16) | 18\% | (41) | 62\% | (139) | 224 |
| Community: Urban | 14\% | (80) | 13\% | (74) | 8\% | (45) | 13\% | (74) | 52\% | (302) | 575 |
| Community: Suburban | 10\% | (101) | 12\% | (117) | 8\% | (76) | 18\% | (174) | 52\% | (514) | 982 |
| Community: Rural | 4\% | (24) | 8\% | (54) | 6\% | (39) | 24\% | (151) | 58\% | (374) | 643 |

[^315]Table HR21_3: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Kamala Harris

|  | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Demographic | Don't know / <br> No opinion | Total N |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

[^316]Table HR21_3: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Kamala Harris

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 9\% | (205) | 11\% | (245) | $7 \%$ | (160) | 18\% | (399) | 54\% | (1189) | 2199 |
| \#1 Issue: Economy | 8\% | (43) | 11\% | (63) | 9\% | (50) | 16\% | (91) | 56\% | (313) | 560 |
| \#1 Issue: Security | 4\% | (16) | 7\% | (32) | 9\% | (39) | 38\% | (168) | 42\% | (185) | 441 |
| \#1 Issue: Health Care | 13\% | (48) | 13\% | (47) | 6\% | (24) | 11\% | (42) | 57\% | (208) | 368 |
| \#1 Issue: Medicare / Social Security | 12\% | (44) | 11\% | (38) | $4 \%$ | (14) | 18\% | (65) | 55\% | (198) | 359 |
| \#1 Issue: Women's Issues | 19\% | (24) | 16\% | (20) | 7\% | (8) | 10\% | (13) | 48\% | (60) | 126 |
| \#1 Issue: Education | 9\% | (13) | 15\% | (22) | 10\% | (15) | 4\% | (6) | 63\% | (97) | 154 |
| \#1 Issue: Energy | 12\% | (12) | 19\% | (19) | 5\% | (5) | 4\% | (4) | 60\% | (60) | 100 |
| \#1 Issue: Other | 7\% | (6) | 5\% | (4) | 5\% | (4) | 11\% | (11) | 73\% | (68) | 93 |
| 2018 House Vote: Democrat | 17\% | (146) | 19\% | (162) | 6\% | (52) | 7\% | (63) | 50\% | (417) | 839 |
| 2018 House Vote: Republican | $3 \%$ | (20) | $3 \%$ | (20) | 10\% | (64) | 39\% | (249) | 45\% | (290) | 643 |
| 2018 House Vote: Someone else | 2\% | (2) | 11\% | (11) | 4\% | (4) | 24\% | (25) | 60\% | (63) | 105 |
| 2018 House Vote: Didnt Vote | 5\% | (32) | 9\% | (52) | 7\% | (40) | 10\% | (63) | 69\% | (419) | 605 |
| 2016 Vote: Hillary Clinton | 17\% | (122) | $21 \%$ | (147) | 6\% | (43) | 6\% | (45) | 50\% | (362) | 719 |
| 2016 Vote: Donald Trump | 4\% | (25) | 5\% | (33) | 10\% | (64) | $37 \%$ | (247) | 45\% | (297) | 666 |
| 2016 Vote: Someone else | 5\% | (10) | 14\% | (25) | 4\% | (8) | 19\% | (34) | 57\% | (102) | 178 |
| 2016 Vote: Didnt Vote | 7\% | (45) | 6\% | (40) | 7\% | (46) | 11\% | (72) | 68\% | (427) | 629 |
| Voted in 2014: Yes | 10\% | (139) | 13\% | (181) | 7\% | (98) | 21\% | (284) | 49\% | (665) | 1366 |
| Voted in 2014: No | 8\% | (66) | 8\% | (64) | 8\% | (63) | 14\% | (115) | 63\% | (524) | 833 |
| 2012 Vote: Barack Obama | 16\% | (134) | 17\% | (143) | 6\% | (55) | 10\% | (87) | 51\% | (435) | 854 |
| 2012 Vote: Mitt Romney | 2\% | (9) | 6\% | (28) | 7\% | (36) | 38\% | (190) | 48\% | (239) | 501 |
| 2012 Vote: Other | 1\% | (0) | 12\% | (11) | $11 \%$ | (10) | 24\% | (21) | 52\% | (45) | 87 |
| 2012 Vote: Didn't Vote | 8\% | (62) | 8\% | (63) | 8\% | (60) | 14\% | (102) | 62\% | (465) | 752 |
| 4-Region: Northeast | 13\% | (52) | 10\% | (38) | 6\% | (23) | 17\% | (67) | 54\% | (214) | 394 |
| 4-Region: Midwest | 7\% | (30) | 8\% | (36) | 8\% | (37) | 19\% | (89) | 59\% | (271) | 462 |
| 4-Region: South | 9\% | (71) | 9\% | (77) | 8\% | (69) | 20\% | (164) | 54\% | (443) | 824 |
| 4-Region: West | 10\% | (52) | 18\% | (94) | 6\% | (32) | 15\% | (79) | 51\% | (262) | 519 |

Continued on next page

Table HR21_3: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Kamala Harris

|  | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Demographic | Don't know / <br> No opinion | Total N |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

Continued on next page

Table HR21_3: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Kamala Harris

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 9\% | (205) | $11 \%$ | (245) | 7\% | (160) | 18\% | (399) | 54\% | (1189) | 2199 |
| Streaming service: I currently subscribe | $11 \%$ | (148) | $14 \%$ | (177) | 7\% | (89) | 16\% | (213) | 52\% | (676) | 1302 |
| Streaming service: I subscribed in the past | $11 \%$ | (25) | 12\% | (28) | 12\% | (28) | 12\% | (28) | 53\% | (125) | 234 |
| Streaming service: I have never subscribed | 5\% | (32) | 6\% | (40) | 7\% | (44) | 24\% | (158) | 59\% | (388) | 663 |
| Film: An avid fan | 14\% | (113) | 15\% | (115) | 6\% | (48) | 16\% | (128) | 48\% | (375) | 779 |
| Film: A casual fan | 7\% | (77) | $11 \%$ | (125) | 8\% | (89) | 19\% | (218) | 56\% | (644) | 1153 |
| Film: Not a fan | 6\% | (16) | $2 \%$ | (5) | 9\% | (23) | 20\% | (53) | 64\% | (170) | 267 |
| Television: An avid fan | 12\% | (142) | 13\% | (154) | 6\% | (75) | 18\% | (202) | 50\% | (581) | 1154 |
| Television: A casual fan | 6\% | (56) | 10\% | (86) | 8\% | (76) | 19\% | (171) | 57\% | (517) | 907 |
| Television: Not a fan | 5\% | (8) | 3\% | (4) | 7\% | (10) | 18\% | (26) | 66\% | (92) | 139 |
| Music: An avid fan | 13\% | (149) | 15\% | (167) | 7\% | (86) | 15\% | (175) | 50\% | (574) | 1152 |
| Music: A casual fan | 5\% | (47) | 8\% | (73) | 8\% | (70) | 22\% | (197) | 57\% | (520) | 907 |
| Music: Not a fan | 6\% | (9) | 4\% | (5) | 3\% | (4) | 19\% | (27) | 68\% | (95) | 140 |
| Fashion: An avid fan | 23\% | (80) | 16\% | (56) | 8\% | (26) | 9\% | (32) | 43\% | (149) | 342 |
| Fashion: A casual fan | 9\% | (75) | 12\% | (101) | 7\% | (59) | 17\% | (146) | 56\% | (480) | 861 |
| Fashion: Not a fan | 5\% | (50) | 9\% | (88) | 8\% | (75) | 22\% | (222) | 56\% | (561) | 996 |

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

Table HR21_4: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Elizabeth Warren

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 8\% | (176) | 12\% | (274) | 8\% | (180) | 19\% | (427) | 52\% | (1141) | 2199 |
| Gender: Male | $11 \%$ | (113) | 15\% | (163) | 10\% | (111) | 22\% | (228) | 42\% | (446) | 1061 |
| Gender: Female | 6\% | (64) | 10\% | (111) | 6\% | (70) | 17\% | (198) | 61\% | (695) | 1138 |
| Age: 18-29 | 11\% | (43) | 17\% | (70) | 8\% | (33) | 11\% | (45) | 54\% | (220) | 411 |
| Age: 30-44 | 11\% | (64) | 12\% | (74) | 9\% | (55) | 11\% | (67) | 57\% | (341) | 600 |
| Age: 45-54 | 7\% | (25) | 11\% | (36) | 7\% | (22) | 21\% | (69) | 55\% | (183) | 335 |
| Age: 55-64 | 5\% | (19) | 12\% | (50) | 8\% | (34) | 27\% | (112) | 48\% | (201) | 417 |
| Age: 65+ | 6\% | (25) | 10\% | (44) | 8\% | (37) | $31 \%$ | (135) | 45\% | (196) | 436 |
| Generation Z: 18-21 | 10\% | (12) | 17\% | (20) | 9\% | (10) | 8\% | (9) | 56\% | (65) | 116 |
| Millennial: Age 22-37 | $11 \%$ | (72) | 15\% | (100) | 9\% | (57) | 11\% | (70) | 55\% | (359) | 657 |
| Generation X: Age 38-53 | 8\% | (45) | 11\% | (57) | 8\% | (41) | 17\% | (90) | 57\% | (310) | 543 |
| Boomers: Age 54-72 | 6\% | (44) | 11\% | (81) | 9\% | (66) | 29\% | (221) | 47\% | (360) | 772 |
| PID: Dem (no lean) | 15\% | (118) | 20\% | (163) | 7\% | (59) | 7\% | (60) | 50\% | (406) | 806 |
| PID: Ind (no lean) | 4\% | (31) | 9\% | (65) | 8\% | (59) | 20\% | (147) | 60\% | (452) | 754 |
| PID: Rep (no lean) | 4\% | (27) | 7\% | (47) | 10\% | (62) | 34\% | (220) | 44\% | (283) | 639 |
| PID/Gender: Dem Men | 20\% | (79) | 24\% | (96) | 9\% | (36) | 8\% | (32) | 39\% | (153) | 395 |
| PID/Gender: Dem Women | 10\% | (40) | 16\% | (66) | 6\% | (23) | 7\% | (28) | 62\% | (254) | 411 |
| PID/Gender: Ind Men | 5\% | (17) | 11\% | (36) | 10\% | (34) | 22\% | (72) | 51\% | (168) | 326 |
| PID/Gender: Ind Women | 3\% | (14) | 7\% | (28) | 6\% | (26) | 18\% | (76) | 67\% | (284) | 427 |
| PID/Gender: Rep Men | 5\% | (17) | 9\% | (31) | 12\% | (41) | 37\% | (125) | 37\% | (126) | 339 |
| PID/Gender: Rep Women | 3\% | (10) | 6\% | (17) | 7\% | (21) | 32\% | (95) | 52\% | (157) | 300 |
| Ideo: Liberal (1-3) | 17\% | (115) | 23\% | (156) | 7\% | (50) | 6\% | (42) | 46\% | (310) | 674 |
| Ideo: Moderate (4) | 8\% | (41) | 11\% | (62) | $11 \%$ | (60) | 16\% | (88) | 54\% | (292) | 544 |
| Ideo: Conservative (5-7) | 3\% | (20) | 7\% | (52) | 8\% | (60) | 38\% | (268) | 44\% | (312) | 712 |

Continued on next page

Table HR21_4: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Elizabeth Warren

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 8\% | (176) | 12\% | (274) | 8\% | (180) | 19\% | (427) | 52\% | (1141) | 2199 |
| Educ: < College | 8\% | (117) | 11\% | (159) | 7\% | (104) | 19\% | (286) | 56\% | (846) | 1512 |
| Educ: Bachelors degree | 7\% | (31) | 18\% | (79) | 11\% | (51) | 20\% | (90) | 44\% | (194) | 444 |
| Educ: Post-grad | 12\% | (29) | 15\% | (37) | 10\% | (25) | 21\% | (51) | 42\% | (102) | 243 |
| Income: Under 50k | 8\% | (105) | 13\% | (165) | 7\% | (94) | 17\% | (215) | 55\% | (718) | 1297 |
| Income: 50k-100k | 9\% | (55) | 11\% | (67) | 10\% | (62) | 23\% | (139) | 47\% | (291) | 615 |
| Income: $100 \mathrm{k}+$ | 6\% | (16) | 15\% | (42) | 8\% | (24) | 25\% | (73) | 46\% | (132) | 287 |
| Ethnicity: White | 6\% | (110) | 10\% | (181) | 8\% | (138) | 22\% | (378) | 53\% | (915) | 1722 |
| Ethnicity: Hispanic | 15\% | (53) | 15\% | (52) | 5\% | (17) | 12\% | (41) | 53\% | (186) | 350 |
| Ethnicity: Afr. Am. | 17\% | (46) | 16\% | (43) | 13\% | (34) | 9\% | (24) | 46\% | (127) | 274 |
| Ethnicity: Other | 10\% | (20) | 25\% | (50) | 4\% | (8) | 12\% | (25) | 49\% | (99) | 203 |
| Relig: Protestant | 4\% | (20) | 12\% | (67) | 10\% | (54) | 27\% | (145) | 47\% | (253) | 539 |
| Relig: Roman Catholic | 14\% | (60) | 11\% | (47) | 8\% | (35) | 22\% | (94) | 46\% | (200) | 436 |
| Relig: Something Else | 4\% | (7) | 12\% | (22) | 8\% | (14) | 16\% | (29) | 61\% | (114) | 187 |
| Relig: Jewish | 12\% | (7) | 17\% | (9) | 6\% | (3) | 20\% | (11) | 45\% | (24) | 54 |
| Relig: Evangelical | 7\% | (57) | 12\% | (98) | 9\% | (69) | 20\% | (162) | 52\% | (418) | 805 |
| Relig: Non-Evang. Catholics | 8\% | (29) | 11\% | (38) | 10\% | (34) | 30\% | (106) | 42\% | (149) | 357 |
| Relig: All Christian | 7\% | (86) | 12\% | (136) | 9\% | (104) | 23\% | (268) | 49\% | (567) | 1161 |
| Relig: All Non-Christian | 8\% | (18) | 5\% | (12) | 7\% | (15) | 21\% | (48) | 58\% | (131) | 224 |
| Community: Urban | 12\% | (71) | 15\% | (87) | 8\% | (46) | 15\% | (87) | 49\% | (284) | 575 |
| Community: Suburban | 8\% | (78) | 14\% | (134) | 9\% | (87) | 20\% | (197) | 50\% | (486) | 982 |
| Community: Rural | 4\% | (27) | 8\% | (54) | 7\% | (47) | 22\% | (143) | 58\% | (372) | 643 |

[^317]Table HR21_4: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Elizabeth Warren

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 8\% | (176) | 12\% | (274) | 8\% | (180) | 19\% | (427) | 52\% | (1141) | 2199 |
| Employ: Private Sector | $11 \%$ | (70) | 13\% | (87) | $11 \%$ | (74) | 19\% | (125) | 46\% | (304) | 661 |
| Employ: Government | 10\% | (12) | $22 \%$ | (28) | $4 \%$ | (5) | 16\% | (20) | 48\% | (59) | 124 |
| Employ: Self-Employed | 7\% | (14) | 14\% | (27) | 8\% | (16) | 19\% | (37) | 52\% | (101) | 195 |
| Employ: Homemaker | 6\% | (10) | 6\% | (10) | 6\% | (11) | 17\% | (29) | 65\% | (110) | 170 |
| Employ: Student | 11\% | (8) | 27\% | (21) | 7\% | (6) | 3\% | (3) | 52\% | (41) | 79 |
| Employ: Retired | $4 \%$ | (18) | 13\% | (70) | 8\% | (42) | 30\% | (157) | 45\% | (236) | 523 |
| Employ: Unemployed | $11 \%$ | (29) | $4 \%$ | (11) | 6\% | (17) | 15\% | (39) | 63\% | (166) | 262 |
| Employ: Other | 7\% | (14) | $11 \%$ | (20) | 5\% | (10) | 9\% | (17) | 67\% | (125) | 185 |
| Military HH: Yes | 6\% | (23) | 15\% | (56) | 8\% | (32) | 22\% | (86) | 49\% | (188) | 384 |
| Military HH: No | 8\% | (153) | 12\% | (219) | 8\% | (148) | 19\% | (341) | 53\% | (953) | 1815 |
| RD/WT: Right Direction | 6\% | (47) | 9\% | (76) | $8 \%$ | (66) | $33 \%$ | (274) | 44\% | (362) | 826 |
| RD/WT: Wrong Track | 9\% | (129) | 14\% | (198) | 8\% | (114) | 11\% | (153) | 57\% | (779) | 1373 |
| Trump Job Approve | 6\% | (53) | 7\% | (64) | $9 \%$ | (79) | 35\% | (307) | 42\% | (368) | 870 |
| Trump Job Disapprove | 10\% | (121) | 17\% | (209) | 8\% | (100) | 9\% | (112) | 56\% | (685) | 1227 |
| Trump Job Strongly Approve | 8\% | (36) | 5\% | (24) | 7\% | (31) | 41\% | (180) | 38\% | (169) | 440 |
| Trump Job Somewhat Approve | 4\% | (17) | 9\% | (40) | $11 \%$ | (47) | 29\% | (127) | 46\% | (199) | 429 |
| Trump Job Somewhat Disapprove | 1\% | (4) | 12\% | (37) | $11 \%$ | (34) | 14\% | (41) | $61 \%$ | (181) | 297 |
| Trump Job Strongly Disapprove | 13\% | (117) | 19\% | (172) | 7\% | (66) | 8\% | (71) | 54\% | (504) | 930 |
| Favorable of Trump | 6\% | (50) | 7\% | (57) | 9\% | (74) | 35\% | (299) | 43\% | (367) | 847 |
| Unfavorable of Trump | 10\% | (124) | 18\% | (215) | 8\% | (98) | 9\% | (114) | 55\% | (661) | 1212 |
| Very Favorable of Trump | 8\% | (37) | 5\% | (26) | 6\% | (30) | 40\% | (193) | 40\% | (192) | 479 |
| Somewhat Favorable of Trump | $4 \%$ | (13) | 8\% | (31) | 12\% | (44) | 29\% | (106) | 47\% | (174) | 368 |
| Somewhat Unfavorable of Trump | 3\% | (7) | $11 \%$ | (26) | 14\% | (32) | 17\% | (39) | 56\% | (132) | 236 |
| Very Unfavorable of Trump | 12\% | (117) | 19\% | (189) | 7\% | (65) | 8\% | (75) | 54\% | (530) | 976 |

[^318]Table HR21_4: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Elizabeth Warren

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 8\% | (176) | 12\% | (274) | 8\% | (180) | 19\% | (427) | 52\% | (1141) | 2199 |
| \#1 Issue: Economy | 8\% | (44) | 13\% | (73) | 9\% | (49) | 18\% | (103) | 52\% | (290) | 560 |
| \#1 Issue: Security | 5\% | (20) | 6\% | (25) | $11 \%$ | (47) | 36\% | (160) | 43\% | (188) | 441 |
| \#1 Issue: Health Care | 12\% | (43) | 15\% | (55) | 6\% | (23) | 14\% | (50) | 53\% | (196) | 368 |
| \#1 Issue: Medicare / Social Security | 7\% | (26) | 15\% | (55) | 5\% | (18) | 22\% | (78) | 50\% | (181) | 359 |
| \#1 Issue: Women's Issues | 18\% | (23) | 14\% | (18) | 8\% | (10) | 7\% | (9) | 52\% | (66) | 126 |
| \#1 Issue: Education | 5\% | (7) | 12\% | (19) | $11 \%$ | (17) | 9\% | (14) | 63\% | (97) | 154 |
| \#1 Issue: Energy | 7\% | (7) | 22\% | (22) | 10\% | (10) | 3\% | (3) | 58\% | (57) | 100 |
| \#1 Issue: Other | 5\% | (5) | 7\% | (7) | 6\% | (5) | 11\% | (10) | 71\% | (66) | 93 |
| 2018 House Vote: Democrat | 14\% | (120) | $21 \%$ | (180) | 7\% | (61) | 8\% | (67) | 49\% | (411) | 839 |
| 2018 House Vote: Republican | $3 \%$ | (20) | 5\% | (35) | $11 \%$ | (68) | 40\% | (257) | 41\% | (263) | 643 |
| 2018 House Vote: Someone else | 1\% | (1) | 7\% | (7) | 3\% | (3) | 25\% | (26) | 64\% | (67) | 105 |
| 2018 House Vote: Didnt Vote | 5\% | (31) | 8\% | (49) | 8\% | (49) | 13\% | (76) | 66\% | (400) | 605 |
| 2016 Vote: Hillary Clinton | 15\% | (110) | $21 \%$ | (149) | 8\% | (57) | 6\% | (45) | 50\% | (358) | 719 |
| 2016 Vote: Donald Trump | 4\% | (26) | 7\% | (49) | 9\% | (61) | 38\% | (256) | 41\% | (274) | 666 |
| 2016 Vote: Someone else | 4\% | (8) | 12\% | (22) | 6\% | (11) | 18\% | (33) | 58\% | (104) | 178 |
| 2016 Vote: Didnt Vote | 5\% | (32) | 8\% | (51) | 8\% | (51) | 14\% | (91) | 64\% | (404) | 629 |
| Voted in 2014: Yes | 9\% | (126) | 14\% | (195) | 8\% | (115) | 22\% | (300) | 46\% | (630) | 1366 |
| Voted in 2014: No | 6\% | (50) | 10\% | (80) | 8\% | (66) | 15\% | (127) | 61\% | (511) | 833 |
| 2012 Vote: Barack Obama | 14\% | (116) | 18\% | (151) | 8\% | (66) | 11\% | (91) | 50\% | (430) | 854 |
| 2012 Vote: Mitt Romney | 2\% | (9) | 7\% | (36) | 9\% | (44) | 40\% | (198) | 43\% | (214) | 501 |
| 2012 Vote: Other | 5\% | (4) | 7\% | (6) | $11 \%$ | (9) | 24\% | (21) | 53\% | (46) | 87 |
| 2012 Vote: Didn't Vote | 6\% | (47) | 11\% | (81) | 8\% | (60) | 15\% | (116) | 59\% | (448) | 752 |
| 4-Region: Northeast | 13\% | (51) | 12\% | (48) | 7\% | (26) | 20\% | (77) | 49\% | (191) | 394 |
| 4-Region: Midwest | 7\% | (34) | 8\% | (35) | 10\% | (45) | 19\% | (87) | 57\% | (262) | 462 |
| 4-Region: South | 6\% | (52) | 11\% | (94) | 8\% | (67) | 23\% | (187) | 51\% | (423) | 824 |
| 4-Region: West | 8\% | (39) | 19\% | (96) | 8\% | (42) | 15\% | (76) | 51\% | (265) | 519 |

Continued on next page

Table HR21_4: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Elizabeth Warren

|  | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Don't know / <br> No opinion | Total N |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |

[^319]Table HR21_4: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Elizabeth Warren

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 8\% | (176) | 12\% | (274) | 8\% | (180) | 19\% | (427) | $52 \%$ | (1141) | 2199 |
| Streaming service: I currently subscribe | 10\% | (130) | 14\% | (186) | 8\% | (103) | 18\% | (232) | 50\% | (651) | 1302 |
| Streaming service: I subscribed in the past | 9\% | (20) | 14\% | (34) | $11 \%$ | (26) | 15\% | (36) | 51\% | (118) | 234 |
| Streaming service: I have never subscribed | 4\% | (26) | 8\% | (55) | 8\% | (52) | 24\% | (158) | 56\% | (372) | 663 |
| Film: An avid fan | 13\% | (101) | 17\% | (132) | 8\% | (61) | 17\% | (134) | 45\% | (352) | 779 |
| Film: A casual fan | 6\% | (66) | 11\% | (129) | 9\% | (99) | 21\% | (240) | 54\% | (618) | 1153 |
| Film: Not a fan | 3\% | (9) | 5\% | (13) | 8\% | (20) | 20\% | (53) | 64\% | (171) | 267 |
| Television: An avid fan | $11 \%$ | (125) | 15\% | (169) | 9\% | (101) | 18\% | (203) | 48\% | (556) | 1154 |
| Television: A casual fan | 5\% | (45) | 11\% | (99) | 8\% | (71) | 22\% | (198) | 55\% | (494) | 907 |
| Television: Not a fan | $4 \%$ | (6) | $4 \%$ | (6) | 7\% | (9) | 19\% | (26) | 66\% | (91) | 139 |
| Music: An avid fan | 10\% | (117) | 16\% | (186) | 9\% | (107) | 16\% | (188) | 48\% | (555) | 1152 |
| Music: A casual fan | 6\% | (56) | 9\% | (81) | 7\% | (67) | 23\% | (210) | 54\% | (493) | 907 |
| Music: Not a fan | $2 \%$ | (3) | 5\% | (7) | 5\% | (7) | 21\% | (29) | 67\% | (94) | 140 |
| Fashion: An avid fan | 21\% | (71) | 23\% | (77) | 6\% | (22) | 9\% | (32) | 41\% | (140) | 342 |
| Fashion: A casual fan | 8\% | (67) | 10\% | (89) | 7\% | (60) | 19\% | (168) | 55\% | (476) | 861 |
| Fashion: Not a fan | $4 \%$ | (39) | 11\% | (108) | 10\% | (98) | 23\% | (227) | 53\% | (525) | 996 |

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

Table HR21_5: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Beto O'Rourke

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don No | know / <br> pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 9\% | (189) | $11 \%$ | (250) | 6\% | (137) | 18\% | (403) | 55\% | (1220) | 2199 |
| Gender: Male | 11\% | (113) | 14\% | (147) | 7\% | (78) | 21\% | (222) | 47\% | (500) | 1061 |
| Gender: Female | 7\% | (76) | 9\% | (103) | 5\% | (59) | 16\% | (181) | 63\% | (719) | 1138 |
| Age: 18-29 | 11\% | (45) | 13\% | (55) | 8\% | (33) | 10\% | (42) | 57\% | (236) | 411 |
| Age: 30-44 | 10\% | (58) | 13\% | (77) | 5\% | (32) | 13\% | (77) | 59\% | (357) | 600 |
| Age: 45-54 | 7\% | (25) | 12\% | (39) | 5\% | (17) | 20\% | (66) | 56\% | (188) | 335 |
| Age: 55-64 | 8\% | (33) | 10\% | (43) | 5\% | (22) | 25\% | (104) | 51\% | (214) | 417 |
| Age: 65+ | 7\% | (29) | 8\% | (36) | 8\% | (33) | 26\% | (114) | 52\% | (225) | 436 |
| Generation Z: 18-21 | 14\% | (17) | 13\% | (15) | 10\% | (12) | 4\% | (5) | $59 \%$ | (68) | 116 |
| Millennial: Age 22-37 | 10\% | (64) | 15\% | (98) | 7\% | (44) | 12\% | (79) | 57\% | (373) | 657 |
| Generation X: Age 38-53 | 8\% | (43) | 10\% | (55) | 5\% | (25) | 17\% | (92) | 61\% | (329) | 543 |
| Boomers: Age 54-72 | 8\% | (61) | 9\% | (73) | 6\% | (46) | 25\% | (196) | $51 \%$ | (396) | 772 |
| PID: Dem (no lean) | 16\% | (130) | 18\% | (144) | 5\% | (41) | 8\% | (64) | 53\% | (427) | 806 |
| PID: Ind (no lean) | 5\% | (38) | 9\% | (69) | 5\% | (39) | 17\% | (130) | 63\% | (478) | 754 |
| PID: Rep (no lean) | 3\% | (22) | 6\% | (37) | 9\% | (57) | 33\% | (210) | 49\% | (315) | 639 |
| PID/Gender: Dem Men | 19\% | (75) | 22\% | (86) | 6\% | (22) | 9\% | (37) | 44\% | (175) | 395 |
| PID/Gender: Dem Women | 13\% | (55) | $14 \%$ | (58) | 5\% | (19) | 7\% | (27) | 61\% | (252) | 411 |
| PID/Gender: Ind Men | 7\% | (24) | 11\% | (37) | 7\% | (24) | 17\% | (56) | 57\% | (185) | 326 |
| PID/Gender: Ind Women | 3\% | (13) | 8\% | (32) | 4\% | (15) | 17\% | (73) | 69\% | (293) | 427 |
| PID/Gender: Rep Men | 4\% | (14) | 7\% | (24) | 9\% | (32) | 38\% | (129) | 41\% | (140) | 339 |
| PID/Gender: Rep Women | 3\% | (8) | 4\% | (13) | 8\% | (25) | 27\% | (81) | 58\% | (174) | 300 |
| Ideo: Liberal (1-3) | 17\% | (113) | 22\% | (148) | 4\% | (30) | 8\% | (55) | 49\% | (328) | 674 |
| Ideo: Moderate (4) | 7\% | (37) | 11\% | (61) | 9\% | (51) | 14\% | (78) | 58\% | (318) | 544 |
| Ideo: Conservative (5-7) | 5\% | (34) | 5\% | (37) | 7\% | (51) | $34 \%$ | (241) | 49\% | (349) | 712 |

Continued on next page

Table HR21_5: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Beto O'Rourke

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 9\% | (189) | 11\% | (250) | 6\% | (137) | 18\% | (403) | 55\% | (1220) | 2199 |
| Educ: < College | 8\% | (123) | 10\% | (148) | 5\% | (79) | 18\% | (270) | 59\% | (892) | 1512 |
| Educ: Bachelors degree | 8\% | (36) | 16\% | (69) | 9\% | (38) | 19\% | (84) | 49\% | (216) | 444 |
| Educ: Post-grad | 12\% | (30) | 14\% | (33) | 8\% | (19) | 20\% | (49) | 46\% | (112) | 243 |
| Income: Under 50k | 9\% | (119) | 11\% | (136) | 5\% | (71) | 16\% | (206) | 59\% | (764) | 1297 |
| Income: 50k-100k | 9\% | (52) | 13\% | (82) | 7\% | (42) | 20\% | (125) | 51\% | (312) | 615 |
| Income: 100k+ | 6\% | (17) | 11\% | (31) | 8\% | (23) | 25\% | (72) | 50\% | (143) | 287 |
| Ethnicity: White | 7\% | (116) | 10\% | (180) | 6\% | (103) | 21\% | (354) | 56\% | (969) | 1722 |
| Ethnicity: Hispanic | 20\% | (71) | 16\% | (56) | 4\% | (13) | 13\% | (44) | 48\% | (166) | 350 |
| Ethnicity: Afr. Am. | 17\% | (47) | 13\% | (35) | 8\% | (23) | 9\% | (24) | 53\% | (145) | 274 |
| Ethnicity: Other | 13\% | (27) | 17\% | (35) | 5\% | (11) | 12\% | (25) | 52\% | (105) | 203 |
| Relig: Protestant | 6\% | (30) | 11\% | (57) | 8\% | (41) | 26\% | (140) | 50\% | (272) | 539 |
| Relig: Roman Catholic | 13\% | (56) | 12\% | (52) | 6\% | (26) | 19\% | (83) | 50\% | (219) | 436 |
| Relig: Something Else | 5\% | (10) | 8\% | (14) | 4\% | (8) | 16\% | (30) | 67\% | (124) | 187 |
| Relig: Jewish | 8\% | (4) | 17\% | (9) | 8\% | (4) | 17\% | (9) | 51\% | (27) | 54 |
| Relig: Evangelical | 9\% | (76) | 10\% | (84) | 6\% | (48) | 19\% | (150) | 56\% | (447) | 805 |
| Relig: Non-Evang. Catholics | 5\% | (20) | 11\% | (39) | 8\% | (27) | 29\% | (102) | 47\% | (168) | 357 |
| Relig: All Christian | 8\% | (96) | 11\% | (123) | 6\% | (75) | 22\% | (252) | 53\% | (615) | 1161 |
| Relig: All Non-Christian | 6\% | (14) | 8\% | (19) | $4 \%$ | (9) | 19\% | (42) | 63\% | (141) | 224 |
| Community: Urban | 14\% | (79) | 13\% | (76) | 5\% | (27) | 15\% | (87) | 53\% | (306) | 575 |
| Community: Suburban | 9\% | (86) | 11\% | (107) | 7\% | (73) | 17\% | (171) | 55\% | (545) | 982 |
| Community: Rural | 4\% | (25) | 11\% | (68) | 6\% | (37) | 23\% | (145) | 57\% | (369) | 643 |

[^320]Table HR21_5: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Beto O'Rourke

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 9\% | (189) | 11\% | (250) | 6\% | (137) | 18\% | (403) | 55\% | (1220) | 2199 |
| Employ: Private Sector | 9\% | (57) | 14\% | (93) | 7\% | (43) | 20\% | (134) | 51\% | (334) | 661 |
| Employ: Government | 10\% | (12) | 17\% | (21) | 7\% | (9) | 17\% | (21) | 49\% | (62) | 124 |
| Employ: Self-Employed | 9\% | (17) | 12\% | (23) | 7\% | (13) | 17\% | (34) | 56\% | (109) | 195 |
| Employ: Homemaker | 10\% | (17) | 8\% | (14) | 5\% | (8) | $12 \%$ | (21) | 65\% | (110) | 170 |
| Employ: Student | 26\% | (20) | 8\% | (6) | 8\% | (6) | 4\% | (3) | 55\% | (43) | 79 |
| Employ: Retired | 6\% | (31) | 11\% | (55) | 7\% | (37) | 27\% | (139) | 50\% | (261) | 523 |
| Employ: Unemployed | 10\% | (26) | 8\% | (20) | 5\% | (12) | 14\% | (36) | 64\% | (167) | 262 |
| Employ: Other | 5\% | (9) | 10\% | (19) | 4\% | (8) | 8\% | (15) | 73\% | (134) | 185 |
| Military HH: Yes | 9\% | (35) | 12\% | (48) | 5\% | (19) | 22\% | (86) | 51\% | (197) | 384 |
| Military HH: No | 9\% | (155) | 11\% | (203) | 6\% | (118) | 17\% | (318) | 56\% | (1022) | 1815 |
| RD/WT: Right Direction | 5\% | (43) | 8\% | (65) | 8\% | (67) | $31 \%$ | (256) | 48\% | (395) | 826 |
| RD/WT: Wrong Track | 11\% | (147) | 13\% | (185) | 5\% | (70) | 11\% | (147) | 60\% | (825) | 1373 |
| Trump Job Approve | 4\% | (39) | 7\% | (61) | 8\% | (74) | $33 \%$ | (285) | 47\% | (411) | 870 |
| Trump Job Disapprove | 12\% | (146) | 15\% | (189) | 5\% | (63) | 9\% | (108) | 59\% | (721) | 1227 |
| Trump Job Strongly Approve | 5\% | (24) | 6\% | (26) | 6\% | (28) | 39\% | (173) | 43\% | (188) | 440 |
| Trump Job Somewhat Approve | 4\% | (15) | 8\% | (35) | 11\% | (45) | 26\% | (112) | 52\% | (222) | 429 |
| Trump Job Somewhat Disapprove | 5\% | (15) | 11\% | (34) | 8\% | (25) | 12\% | (37) | 63\% | (187) | 297 |
| Trump Job Strongly Disapprove | 14\% | (131) | 17\% | (156) | 4\% | (38) | 8\% | (72) | 57\% | (534) | 930 |
| Favorable of Trump | 4\% | (33) | 6\% | (54) | 9\% | (72) | $33 \%$ | (281) | 48\% | (407) | 847 |
| Unfavorable of Trump | 13\% | (153) | 16\% | (196) | 5\% | (61) | 9\% | (107) | 57\% | (695) | 1212 |
| Very Favorable of Trump | 6\% | (30) | 5\% | (24) | 6\% | (27) | 39\% | (186) | 44\% | (212) | 479 |
| Somewhat Favorable of Trump | 1\% | (3) | 8\% | (30) | 12\% | (45) | 26\% | (95) | 53\% | (195) | 368 |
| Somewhat Unfavorable of Trump | 6\% | (13) | 12\% | (27) | 10\% | (24) | 16\% | (38) | 56\% | (133) | 236 |
| Very Unfavorable of Trump | 14\% | (140) | 17\% | (168) | 4\% | (36) | 7\% | (69) | 58\% | (563) | 976 |

Continued on next page

Table HR21_5: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Beto O'Rourke

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 9\% | (189) | 11\% | (250) | 6\% | (137) | 18\% | (403) | 55\% | (1220) | 2199 |
| \#1 Issue: Economy | 7\% | (42) | 12\% | (66) | 10\% | (55) | 17\% | (95) | 54\% | (303) | 560 |
| \#1 Issue: Security | 3\% | (12) | 7\% | (32) | 7\% | (33) | 36\% | (160) | 46\% | (204) | 441 |
| \#1 Issue: Health Care | $14 \%$ | (50) | 12\% | (45) | 5\% | (20) | 13\% | (47) | 56\% | (207) | 368 |
| \#1 Issue: Medicare / Social Security | 9\% | (32) | 10\% | (37) | 4\% | (13) | 20\% | (72) | 57\% | (205) | 359 |
| \#1 Issue: Women's Issues | $21 \%$ | (26) | 13\% | (16) | 5\% | (7) | 6\% | (7) | 55\% | (69) | 126 |
| \#1 Issue: Education | 7\% | (11) | 12\% | (19) | 3\% | (4) | 8\% | (12) | 70\% | (107) | 154 |
| \#1 Issue: Energy | 11\% | (11) | 30\% | (30) | 1\% | (1) | 1\% | (1) | 57\% | (57) | 100 |
| \#1 Issue: Other | 6\% | (5) | 6\% | (5) | 5\% | (5) | 11\% | (10) | 73\% | (68) | 93 |
| 2018 House Vote: Democrat | 17\% | (146) | 19\% | (158) | 5\% | (39) | 7\% | (61) | 52\% | (436) | 839 |
| 2018 House Vote: Republican | 3\% | (17) | 5\% | (29) | 9\% | (59) | 38\% | (246) | 45\% | (291) | 643 |
| 2018 House Vote: Someone else | 1\% | (1) | 9\% | (10) | 1\% | (2) | 27\% | (28) | 62\% | (65) | 105 |
| 2018 House Vote: Didnt Vote | 3\% | (20) | 9\% | (54) | 6\% | (37) | 11\% | (67) | 71\% | (428) | 605 |
| 2016 Vote: Hillary Clinton | 16\% | (115) | 19\% | (134) | 6\% | (40) | 8\% | (57) | 52\% | (372) | 719 |
| 2016 Vote: Donald Trump | 3\% | (21) | 6\% | (41) | 9\% | (58) | 36\% | (239) | 46\% | (307) | 666 |
| 2016 Vote: Someone else | 6\% | (10) | 17\% | (30) | $3 \%$ | (5) | 16\% | (28) | 59\% | (105) | 178 |
| 2016 Vote: Didnt Vote | 6\% | (40) | 7\% | (45) | 5\% | (33) | 13\% | (79) | 69\% | (432) | 629 |
| Voted in 2014: Yes | 9\% | (124) | 14\% | (191) | 6\% | (82) | 21\% | (291) | 50\% | (678) | 1366 |
| Voted in 2014: No | 8\% | (65) | 7\% | (60) | 7\% | (55) | 13\% | (112) | 65\% | (541) | 833 |
| 2012 Vote: Barack Obama | $14 \%$ | (124) | 18\% | (150) | 5\% | (46) | 11\% | (95) | 51\% | (439) | 854 |
| 2012 Vote: Mitt Romney | 2\% | (11) | 3\% | (17) | 7\% | (35) | 37\% | (186) | 50\% | (251) | 501 |
| 2012 Vote: Other | 1\% | (1) | 8\% | (7) | 12\% | (10) | 24\% | (21) | 55\% | (48) | 87 |
| 2012 Vote: Didn't Vote | 7\% | (54) | 10\% | (75) | 6\% | (46) | 13\% | (100) | 63\% | (477) | 752 |
| 4-Region: Northeast | 13\% | (52) | 9\% | (36) | 5\% | (21) | 15\% | (59) | 57\% | (225) | 394 |
| 4-Region: Midwest | $4 \%$ | (21) | 9\% | (43) | 7\% | (32) | 21\% | (96) | 58\% | (270) | 462 |
| 4-Region: South | 8\% | (69) | 11\% | (88) | 7\% | (59) | 21\% | (169) | 53\% | (438) | 824 |
| 4-Region: West | 9\% | (47) | 16\% | (83) | 5\% | (25) | 15\% | (79) | 55\% | (285) | 519 |

Continued on next page

Table HR21_5: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Beto O'Rourke

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 9\% | (189) | 11\% | (250) | 6\% | (137) | 18\% | (403) | 55\% | (1220) | 2199 |
| TV shows: Every day | 10\% | (117) | 12\% | (142) | 5\% | (63) | 18\% | (205) | 54\% | (620) | 1148 |
| TV shows: Several times per week | 8\% | (39) | 12\% | (63) | 8\% | (43) | 18\% | (90) | 54\% | (278) | 512 |
| TV shows: About once per week | 5\% | (8) | 15\% | (21) | 9\% | (13) | 24\% | (34) | 47\% | (68) | 144 |
| TV shows: Several times per month | 11\% | (11) | $11 \%$ | (11) | 7\% | (7) | 21\% | (21) | 51\% | (52) | 101 |
| TV shows: About once per month | 8\% | (4) | 9\% | (4) | 5\% | (2) | 15\% | (7) | 63\% | (30) | 48 |
| TV shows: Less often than once per month | 8\% | (6) | 7\% | (5) | 3\% | (2) | 24\% | (19) | 58\% | (45) | 78 |
| TV shows: Never | 3\% | (4) | 3\% | (4) | 4\% | (6) | 16\% | (28) | 75\% | (126) | 169 |
| Movies: Every day | 16\% | (63) | 11\% | (43) | 7\% | (26) | 15\% | (62) | 51\% | (205) | 399 |
| Movies: Several times per week | 8\% | (45) | 18\% | (101) | 7\% | (39) | 21\% | (120) | 47\% | (269) | 574 |
| Movies: About once per week | 8\% | (32) | 10\% | (38) | 8\% | (31) | 18\% | (68) | 56\% | (214) | 383 |
| Movies: Several times per month | 8\% | (22) | 8\% | (23) | 8\% | (21) | 19\% | (53) | 56\% | (154) | 273 |
| Movies: About once per month | 7\% | (12) | 11\% | (20) | 5\% | (8) | 19\% | (33) | 58\% | (101) | 173 |
| Movies: Less often than once per month | 5\% | (11) | 8\% | (17) | 3\% | (5) | 19\% | (39) | 65\% | (130) | 201 |
| Movies: Never | 3\% | (5) | 4\% | (8) | 4\% | (7) | 15\% | (29) | 75\% | (147) | 196 |
| Sports: Every day | 20\% | (31) | 20\% | (31) | 11\% | (17) | 13\% | (20) | 37\% | (58) | 158 |
| Sports: Several times per week | 10\% | (33) | 19\% | (61) | 7\% | (25) | 24\% | (81) | 40\% | (132) | 332 |
| Sports: About once per week | 6\% | (16) | 13\% | (35) | 9\% | (24) | 17\% | (48) | 56\% | (156) | 279 |
| Sports: Several times per month | 11\% | (26) | 12\% | (26) | 8\% | (18) | 21\% | (48) | 48\% | (109) | 228 |
| Sports: About once per month | 9\% | (16) | 13\% | (23) | 4\% | (7) | 18\% | (31) | 56\% | (97) | 174 |
| Sports: Less often than once per month | 6\% | (23) | 8\% | (31) | 5\% | (18) | 18\% | (66) | 62\% | (225) | 363 |
| Sports: Never | 7\% | (44) | 6\% | (43) | 4\% | (29) | 16\% | (109) | 66\% | (441) | 666 |
| Cable: I currently subscribe | 11\% | (122) | 14\% | (157) | 6\% | (66) | 16\% | (182) | 52\% | (580) | 1108 |
| Cable: I subscribed in the past | 6\% | (44) | 10\% | (70) | 7\% | (47) | 23\% | (168) | 55\% | (396) | 727 |
| Cable: I have never subscribed | 6\% | (23) | 6\% | (23) | 6\% | (23) | 14\% | (53) | 67\% | (243) | 365 |
| Satellite television: I currently subscribe | 9\% | (48) | 12\% | (62) | 6\% | (30) | 23\% | (119) | 51\% | (267) | 526 |
| Satellite television: I subscribed in the past | 7\% | (39) | 14\% | (85) | 7\% | (42) | 19\% | (114) | 53\% | (317) | 597 |
| Satellite television: I have never subscribed | 9\% | (102) | 10\% | (104) | 6\% | (65) | 16\% | (170) | 59\% | (635) | 1076 |

[^321]Table HR21_5: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Beto O'Rourke

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  |  | know / <br> pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 9\% | (189) | 11\% | (250) | 6\% | (137) | 18\% | (403) | 55\% | (1220) | 2199 |
| Streaming service: I currently subscribe | $11 \%$ | (146) | 13\% | (176) | 6\% | (75) | 17\% | (221) | 53\% | (685) | 1302 |
| Streaming service: I subscribed in the past | 6\% | (15) | 14\% | (32) | 9\% | (22) | 14\% | (33) | 57\% | (133) | 234 |
| Streaming service: I have never subscribed | 4\% | (28) | 6\% | (43) | 6\% | (40) | 23\% | (150) | 61\% | (402) | 663 |
| Film: An avid fan | 13\% | (102) | 14\% | (110) | 5\% | (40) | 18\% | (139) | 50\% | (389) | 779 |
| Film: A casual fan | 7\% | (81) | $11 \%$ | (124) | 7\% | (82) | 18\% | (207) | 57\% | (659) | 1153 |
| Film: Not a fan | 2\% | (7) | 6\% | (16) | 6\% | (15) | 22\% | (58) | 64\% | (172) | 267 |
| Television: An avid fan | $11 \%$ | (126) | 14\% | (161) | 6\% | (66) | 17\% | (199) | 52\% | (601) | 1154 |
| Television: A casual fan | 6\% | (58) | 9\% | (86) | 7\% | (62) | 19\% | (175) | 58\% | (525) | 907 |
| Television: Not a fan | 4\% | (5) | 3\% | (4) | 6\% | (8) | 21\% | (29) | 67\% | (93) | 139 |
| Music: An avid fan | 12\% | (141) | 14\% | (161) | 6\% | (68) | 17\% | (192) | 51\% | (590) | 1152 |
| Music: A casual fan | 5\% | (44) | 9\% | (83) | 7\% | (62) | 21\% | (189) | 58\% | (530) | 907 |
| Music: Not a fan | 3\% | (4) | 5\% | (7) | 5\% | (7) | 16\% | (23) | 71\% | (99) | 140 |
| Fashion: An avid fan | 22\% | (75) | 20\% | (68) | 6\% | (19) | 11\% | (37) | 42\% | (142) | 342 |
| Fashion: A casual fan | 8\% | (66) | 10\% | (86) | 7\% | (57) | 17\% | (144) | 59\% | (507) | 861 |
| Fashion: Not a fan | 5\% | (48) | 10\% | (96) | 6\% | (60) | 22\% | (222) | 57\% | (571) | 996 |

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

Table HR21_6: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Cory Booker

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 7\% | (158) | 10\% | (225) | 7\% | (161) | 18\% | (407) | 57\% | (1249) | 2199 |
| Gender: Male | 10\% | (102) | 12\% | (124) | 9\% | (98) | 22\% | (232) | 48\% | (505) | 1061 |
| Gender: Female | 5\% | (56) | 9\% | (101) | 6\% | (63) | 15\% | (175) | 65\% | (744) | 1138 |
| Age: 18-29 | 8\% | (34) | 10\% | (42) | 9\% | (39) | 12\% | (49) | 60\% | (246) | 411 |
| Age: 30-44 | 8\% | (50) | 9\% | (55) | 7\% | (42) | $11 \%$ | (68) | 64\% | (385) | 600 |
| Age: 45-54 | 6\% | (20) | 12\% | (40) | 6\% | (21) | 20\% | (66) | 56\% | (187) | 335 |
| Age: 55-64 | 7\% | (28) | 11\% | (47) | 6\% | (24) | 26\% | (109) | 50\% | (209) | 417 |
| Age: 65+ | 6\% | (25) | 9\% | (41) | 8\% | (34) | 26\% | (115) | 51\% | (222) | 436 |
| Generation Z: 18-21 | 12\% | (13) | 10\% | (12) | 3\% | (4) | 14\% | (16) | $61 \%$ | (71) | 116 |
| Millennial: Age 22-37 | 7\% | (47) | 11\% | (69) | 10\% | (64) | $11 \%$ | (75) | 61\% | (402) | 657 |
| Generation X: Age 38-53 | 7\% | (40) | 10\% | (52) | 6\% | (33) | 15\% | (82) | 62\% | (337) | 543 |
| Boomers: Age 54-72 | 7\% | (53) | 11\% | (81) | 7\% | (51) | 26\% | (199) | 50\% | (387) | 772 |
| PID: Dem (no lean) | 13\% | (108) | 17\% | (140) | 7\% | (55) | 8\% | (67) | 54\% | (436) | 806 |
| PID: Ind (no lean) | 4\% | (27) | 7\% | (51) | 6\% | (46) | 17\% | (130) | 66\% | (500) | 754 |
| PID: Rep (no lean) | 3\% | (22) | 5\% | (33) | 9\% | (60) | 33\% | (210) | 49\% | (313) | 639 |
| PID/Gender: Dem Men | 18\% | (72) | 20\% | (78) | 8\% | (31) | 10\% | (40) | 44\% | (174) | 395 |
| PID/Gender: Dem Women | 9\% | (36) | 15\% | (62) | 6\% | (23) | 7\% | (27) | 64\% | (262) | 411 |
| PID/Gender: Ind Men | 5\% | (15) | 9\% | (30) | 8\% | (26) | 18\% | (60) | 60\% | (195) | 326 |
| PID/Gender: Ind Women | 3\% | (12) | 5\% | (22) | 5\% | (20) | 16\% | (70) | 71\% | (304) | 427 |
| PID/Gender: Rep Men | 4\% | (14) | 5\% | (17) | 12\% | (41) | 39\% | (132) | 40\% | (136) | 339 |
| PID/Gender: Rep Women | 3\% | (8) | 6\% | (17) | 7\% | (20) | 26\% | (78) | 59\% | (178) | 300 |
| Ideo: Liberal (1-3) | 14\% | (96) | 20\% | (136) | 8\% | (53) | 8\% | (52) | 50\% | (336) | 674 |
| Ideo: Moderate (4) | 7\% | (38) | 9\% | (52) | 7\% | (40) | 16\% | (85) | 61\% | (329) | 544 |
| Ideo: Conservative (5-7) | $3 \%$ | (24) | 5\% | (34) | 8\% | (60) | $34 \%$ | (243) | 49\% | (351) | 712 |

Continued on next page

Table HR21_6: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Cory Booker

| Demographic | Much more <br> favorable | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable | Don't know <br> impression | No opinion |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | Total N

[^322]Table HR21_6: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Cory Booker

|  | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Demographic | Don't know/ <br> No opinion | Total N |
| :--- | :---: | ---: | :---: | ---: | :---: | ---: | ---: | ---: | ---: | ---: |

[^323]Table HR21_6: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Cory Booker

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $7 \%$ | (158) | 10\% | (225) | 7\% | (161) | 18\% | (407) | 57\% | (1249) | 2199 |
| \#1 Issue: Economy | 5\% | (29) | 10\% | (56) | 7\% | (41) | 19\% | (105) | 59\% | (329) | 560 |
| \#1 Issue: Security | 2\% | (10) | 5\% | (24) | 8\% | (34) | 36\% | (160) | 48\% | (213) | 441 |
| \#1 Issue: Health Care | 13\% | (46) | 11\% | (41) | 7\% | (27) | 11\% | (42) | 57\% | (211) | 368 |
| \#1 Issue: Medicare / Social Security | 8\% | (28) | 14\% | (50) | 4\% | (13) | 19\% | (68) | 56\% | (200) | 359 |
| \#1 Issue: Women's Issues | 11\% | (14) | 17\% | (21) | 11\% | (14) | 12\% | (15) | 49\% | (62) | 126 |
| \#1 Issue: Education | 7\% | (10) | 7\% | (11) | 13\% | (19) | 3\% | (4) | 70\% | (108) | 154 |
| \#1 Issue: Energy | 15\% | (15) | 16\% | (16) | 7\% | (7) | 3\% | (3) | 60\% | (60) | 100 |
| \#1 Issue: Other | 7\% | (6) | 6\% | (6) | 6\% | (5) | 10\% | (9) | 71\% | (66) | 93 |
| 2018 House Vote: Democrat | 13\% | (111) | 18\% | (154) | 9\% | (75) | 8\% | (63) | 52\% | (435) | 839 |
| 2018 House Vote: Republican | 3\% | (19) | 4\% | (27) | 8\% | (54) | 39\% | (248) | 46\% | (295) | 643 |
| 2018 House Vote: Someone else | 1\% | (1) | 2\% | (3) | 1\% | (1) | 27\% | (28) | 69\% | (72) | 105 |
| 2018 House Vote: Didnt Vote | $4 \%$ | (22) | 7\% | (40) | 5\% | (30) | 11\% | (67) | 74\% | (446) | 605 |
| 2016 Vote: Hillary Clinton | 15\% | (106) | 18\% | (132) | 8\% | (56) | 7\% | (53) | 52\% | (371) | 719 |
| 2016 Vote: Donald Trump | 3\% | (20) | 5\% | (36) | 9\% | (57) | 37\% | (246) | 46\% | (307) | 666 |
| 2016 Vote: Someone else | $2 \%$ | (4) | 7\% | (12) | 8\% | (14) | 19\% | (33) | 64\% | (115) | 178 |
| 2016 Vote: Didnt Vote | $4 \%$ | (28) | 7\% | (41) | 5\% | (34) | 12\% | (73) | 72\% | (453) | 629 |
| Voted in 2014: Yes | 9\% | (116) | 12\% | (162) | 8\% | (105) | 21\% | (291) | 51\% | (692) | 1366 |
| Voted in 2014: No | 5\% | (41) | 8\% | (63) | 7\% | (56) | 14\% | (116) | 67\% | (557) | 833 |
| 2012 Vote: Barack Obama | 13\% | (107) | 17\% | (143) | 6\% | (50) | 11\% | (93) | 54\% | (462) | 854 |
| 2012 Vote: Mitt Romney | 1\% | (6) | 4\% | (22) | 8\% | (42) | 38\% | (190) | 48\% | (241) | 501 |
| 2012 Vote: Other | 2\% | (2) | 6\% | (5) | 5\% | (5) | 29\% | (25) | 58\% | (50) | 87 |
| 2012 Vote: Didn't Vote | 6\% | (43) | 7\% | (55) | 9\% | (64) | 13\% | (99) | 65\% | (492) | 752 |
| 4-Region: Northeast | 12\% | (49) | 9\% | (37) | 7\% | (29) | 16\% | (62) | 55\% | (217) | 394 |
| 4-Region: Midwest | 3\% | (16) | 11\% | (50) | 8\% | (35) | 20\% | (95) | 58\% | (268) | 462 |
| 4-Region: South | 8\% | (65) | 8\% | (68) | 6\% | (53) | 20\% | (163) | 58\% | (476) | 824 |
| 4-Region: West | 5\% | (28) | 14\% | (70) | 8\% | (44) | 17\% | (88) | 56\% | (289) | 519 |

Continued on next page

Table HR21_6: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Cory Booker

|  | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Don't know/ <br> No opinion | Total N |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |

[^324]Table HR21_6: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Cory Booker

| Demographic | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Don't know / <br> No opinion | Total N |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

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

Table HR21_7: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Amy Klobuchar

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don' No | know / <br> pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 6\% | (127) | 9\% | (193) | 7\% | (155) | 18\% | (395) | 60\% | (1329) | 2199 |
| Gender: Male | 8\% | (82) | $11 \%$ | (121) | 8\% | (82) | 22\% | (235) | $51 \%$ | (541) | 1061 |
| Gender: Female | 4\% | (45) | 6\% | (72) | 6\% | (73) | 14\% | (160) | 69\% | (788) | 1138 |
| Age: 18-29 | 8\% | (34) | 7\% | (31) | 12\% | (47) | 12\% | (49) | 61\% | (250) | 411 |
| Age: 30-44 | 6\% | (34) | 8\% | (46) | 6\% | (36) | 14\% | (82) | 67\% | (402) | 600 |
| Age: 45-54 | 4\% | (15) | $11 \%$ | (38) | 6\% | (19) | 17\% | (58) | 61\% | (205) | 335 |
| Age: 55-64 | 6\% | (24) | 10\% | (41) | $5 \%$ | (22) | 23\% | (97) | 56\% | (233) | 417 |
| Age: 65+ | 5\% | (20) | 9\% | (37) | 7\% | (31) | 25\% | (109) | 55\% | (240) | 436 |
| Generation Z: 18-21 | 10\% | (12) | 6\% | (7) | 8\% | (9) | 16\% | (19) | 60\% | (69) | 116 |
| Millennial: Age 22-37 | 5\% | (33) | 9\% | (56) | 10\% | (66) | 12\% | (77) | 65\% | (425) | 657 |
| Generation X: Age 38-53 | 6\% | (35) | 9\% | (47) | 5\% | (26) | 16\% | (84) | 65\% | (351) | 543 |
| Boomers: Age 54-72 | 6\% | (45) | 9\% | (71) | 6\% | (46) | 24\% | (186) | 55\% | (424) | 772 |
| PID: Dem (no lean) | 11\% | (86) | $14 \%$ | (114) | 7\% | (56) | 8\% | (64) | 60\% | (486) | 806 |
| PID: Ind (no lean) | 3\% | (22) | 6\% | (48) | 6\% | (44) | 17\% | (130) | 68\% | (510) | 754 |
| PID: Rep (no lean) | 3\% | (19) | 5\% | (31) | 9\% | (55) | $31 \%$ | (201) | $52 \%$ | (334) | 639 |
| PID/Gender: Dem Men | 14\% | (56) | 18\% | (72) | 9\% | (34) | 10\% | (40) | 49\% | (193) | 395 |
| PID/Gender: Dem Women | 7\% | (31) | 10\% | (43) | 5\% | (22) | 6\% | (24) | $71 \%$ | (292) | 411 |
| PID/Gender: Ind Men | 4\% | (13) | 9\% | (30) | 5\% | (18) | 23\% | (74) | 59\% | (191) | 326 |
| PID/Gender: Ind Women | 2\% | (9) | $4 \%$ | (18) | 6\% | (27) | 13\% | (56) | $74 \%$ | (318) | 427 |
| PID/Gender: Rep Men | 4\% | (14) | 6\% | (19) | 9\% | (30) | 36\% | (121) | 46\% | (156) | 339 |
| PID/Gender: Rep Women | 2\% | (5) | $4 \%$ | (11) | 8\% | (25) | 27\% | (80) | 59\% | (178) | 300 |
| Ideo: Liberal (1-3) | 11\% | (71) | 19\% | (129) | 7\% | (46) | 7\% | (46) | 57\% | (382) | 674 |
| Ideo: Moderate (4) | 5\% | (27) | 8\% | (41) | 9\% | (47) | 16\% | (89) | 62\% | (340) | 544 |
| Ideo: Conservative (5-7) | $4 \%$ | (29) | 3\% | (19) | $7 \%$ | (52) | $33 \%$ | (236) | 53\% | (376) | 712 |

Continued on next page

Table HR21_7: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Amy Klobuchar

| Demographic | Much more <br> favorable | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Don't know / <br> No opinion | Total N |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

[^325]Table HR21_7: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Amy Klobuchar

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 6\% | (127) | 9\% | (193) | 7\% | (155) | 18\% | (395) | 60\% | (1329) | 2199 |
| Employ: Private Sector | 6\% | (39) | $11 \%$ | (73) | 8\% | (52) | 18\% | (121) | $57 \%$ | (375) | 661 |
| Employ: Government | 5\% | (6) | 13\% | (16) | 9\% | (11) | 16\% | (19) | $58 \%$ | (72) | 124 |
| Employ: Self-Employed | 6\% | (11) | 5\% | (10) | 9\% | (17) | $21 \%$ | (42) | $59 \%$ | (115) | 195 |
| Employ: Homemaker | 5\% | (8) | 5\% | (8) | 9\% | (15) | 10\% | (17) | 72\% | (123) | 170 |
| Employ: Student | 15\% | (12) | 6\% | (5) | 5\% | (4) | 18\% | (14) | 56\% | (44) | 79 |
| Employ: Retired | 4\% | (20) | 10\% | (52) | 7\% | (36) | 25\% | (129) | 55\% | (287) | 523 |
| Employ: Unemployed | 9\% | (24) | 7\% | (18) | 6\% | (15) | 12\% | (33) | 66\% | (172) | 262 |
| Employ: Other | 4\% | (7) | 6\% | (11) | 3\% | (6) | 11\% | (20) | 76\% | (140) | 185 |
| Military HH: Yes | 5\% | (18) | 10\% | (38) | 6\% | (24) | 22\% | (84) | 57\% | (220) | 384 |
| Military HH: No | 6\% | (109) | 9\% | (155) | 7\% | (131) | 17\% | (311) | $61 \%$ | (1109) | 1815 |
| RD/WT: Right Direction | 3\% | (28) | 6\% | (53) | 9\% | (73) | 30\% | (248) | $51 \%$ | (424) | 826 |
| RD/WT: Wrong Track | 7\% | (99) | 10\% | (139) | 6\% | (82) | 11\% | (147) | 66\% | (905) | 1373 |
| Trump Job Approve | 4\% | (34) | 6\% | (50) | 8\% | (73) | $31 \%$ | (272) | $51 \%$ | (441) | 870 |
| Trump Job Disapprove | 7\% | (91) | $11 \%$ | (141) | 7\% | (82) | 9\% | (114) | 65\% | (800) | 1227 |
| Trump Job Strongly Approve | 4\% | (17) | 5\% | (23) | 7\% | (31) | 39\% | (170) | 45\% | (199) | 440 |
| Trump Job Somewhat Approve | 4\% | (17) | 6\% | (27) | 10\% | (42) | 24\% | (102) | 56\% | (241) | 429 |
| Trump Job Somewhat Disapprove | 3\% | (8) | 8\% | (23) | 10\% | (30) | 13\% | (40) | 66\% | (195) | 297 |
| Trump Job Strongly Disapprove | 9\% | (83) | 13\% | (117) | 6\% | (51) | 8\% | (74) | 65\% | (605) | 930 |
| Favorable of Trump | 3\% | (26) | 6\% | (51) | 9\% | (74) | $32 \%$ | (269) | 50\% | (427) | 847 |
| Unfavorable of Trump | 8\% | (100) | $12 \%$ | (140) | 6\% | (77) | 9\% | (110) | 65\% | (785) | 1212 |
| Very Favorable of Trump | 4\% | (20) | 4\% | (21) | 8\% | (38) | 36\% | (174) | 47\% | (226) | 479 |
| Somewhat Favorable of Trump | $2 \%$ | (6) | 8\% | (30) | 10\% | (36) | 26\% | (95) | 55\% | (201) | 368 |
| Somewhat Unfavorable of Trump | 4\% | (9) | 6\% | (15) | 12\% | (29) | 15\% | (35) | 63\% | (148) | 236 |
| Very Unfavorable of Trump | 9\% | (91) | 13\% | (125) | 5\% | (48) | 8\% | (75) | 65\% | (637) | 976 |

[^326]Table HR21_7: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Amy Klobuchar

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 6\% | (127) | 9\% | (193) | 7\% | (155) | 18\% | (395) | 60\% | (1329) | 2199 |
| \#1 Issue: Economy | 5\% | (30) | 9\% | (50) | 8\% | (47) | 18\% | (99) | 60\% | (335) | 560 |
| \#1 Issue: Security | 2\% | (8) | 4\% | (20) | 8\% | (36) | 35\% | (155) | 50\% | (221) | 441 |
| \#1 Issue: Health Care | 10\% | (36) | 10\% | (37) | 8\% | (30) | 9\% | (33) | 63\% | (233) | 368 |
| \#1 Issue: Medicare / Social Security | 5\% | (17) | 12\% | (45) | 4\% | (14) | 18\% | (65) | 61\% | (217) | 359 |
| \#1 Issue: Women's Issues | 14\% | (18) | 10\% | (12) | 9\% | (11) | 10\% | (13) | 56\% | (71) | 126 |
| \#1 Issue: Education | $3 \%$ | (5) | 8\% | (12) | 4\% | (6) | 8\% | (12) | 78\% | (119) | 154 |
| \#1 Issue: Energy | 10\% | (10) | 13\% | (13) | 5\% | (5) | 6\% | (6) | 66\% | (66) | 100 |
| \#1 Issue: Other | 4\% | (4) | 5\% | (5) | 6\% | (5) | 13\% | (12) | 72\% | (67) | 93 |
| 2018 House Vote: Democrat | 10\% | (87) | 15\% | (126) | 7\% | (59) | 9\% | (73) | 59\% | (495) | 839 |
| 2018 House Vote: Republican | 2\% | (15) | 4\% | (24) | 8\% | (49) | 38\% | (243) | 48\% | (312) | 643 |
| 2018 House Vote: Someone else | 1\% | (1) | 3\% | (4) | - | (0) | 23\% | (24) | 73\% | (77) | 105 |
| 2018 House Vote: Didnt Vote | 3\% | (20) | 6\% | (37) | 8\% | (47) | 9\% | (54) | 74\% | (446) | 605 |
| 2016 Vote: Hillary Clinton | 11\% | (76) | 15\% | (109) | 8\% | (55) | 7\% | (52) | 59\% | (426) | 719 |
| 2016 Vote: Donald Trump | 3\% | (19) | 5\% | (35) | 8\% | (50) | 37\% | (243) | 48\% | (318) | 666 |
| 2016 Vote: Someone else | 4\% | (6) | 6\% | (10) | 3\% | (5) | 15\% | (27) | 73\% | (130) | 178 |
| 2016 Vote: Didnt Vote | 3\% | (22) | 6\% | (37) | 7\% | (45) | 12\% | (73) | 72\% | (452) | 629 |
| Voted in 2014: Yes | 6\% | (78) | 11\% | (156) | 6\% | (89) | 21\% | (288) | 55\% | (755) | 1366 |
| Voted in 2014: No | 6\% | (49) | 4\% | (36) | 8\% | (67) | 13\% | (107) | 69\% | (574) | 833 |
| 2012 Vote: Barack Obama | 9\% | (78) | 15\% | (127) | 6\% | (52) | $11 \%$ | (94) | 59\% | (504) | 854 |
| 2012 Vote: Mitt Romney | 1\% | (6) | $4 \%$ | (21) | 7\% | (33) | 36\% | (180) | 52\% | (262) | 501 |
| 2012 Vote: Other | - | (0) | 8\% | (7) | 9\% | (8) | 24\% | (21) | 58\% | (50) | 87 |
| 2012 Vote: Didn't Vote | 6\% | (43) | 5\% | (37) | 8\% | (63) | 13\% | (101) | 68\% | (509) | 752 |
| 4-Region: Northeast | 9\% | (34) | 9\% | (36) | 8\% | (30) | 16\% | (64) | 59\% | (231) | 394 |
| 4-Region: Midwest | 4\% | (20) | 8\% | (36) | 7\% | (33) | 19\% | (90) | 61\% | (283) | 462 |
| 4-Region: South | 5\% | (44) | 8\% | (63) | 6\% | (53) | 20\% | (168) | 60\% | (496) | 824 |
| 4-Region: West | 6\% | (29) | $11 \%$ | (57) | 8\% | (39) | 14\% | (74) | 62\% | (320) | 519 |

Continued on next page

Table HR21_7: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Amy Klobuchar

|  | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Demographic | Don't know / <br> No opinion | Total N |
| :--- | :---: | ---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |

[^327]Table HR21_7: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Amy Klobuchar

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 6\% | (127) | 9\% | (193) | 7\% | (155) | 18\% | (395) | 60\% | (1329) | 2199 |
| Streaming service: I currently subscribe | 7\% | (97) | 9\% | (120) | 6\% | (84) | 17\% | (224) | 60\% | (778) | 1302 |
| Streaming service: I subscribed in the past | 7\% | (16) | 12\% | (29) | 11\% | (27) | 13\% | (30) | 57\% | (133) | 234 |
| Streaming service: I have never subscribed | 2\% | (15) | 7\% | (43) | 7\% | (45) | 21\% | (141) | 63\% | (419) | 663 |
| Film: An avid fan | 10\% | (75) | 12\% | (96) | 7\% | (52) | 15\% | (120) | 56\% | (437) | 779 |
| Film: A casual fan | $4 \%$ | (45) | 7\% | (84) | 8\% | (88) | 19\% | (220) | 62\% | (715) | 1153 |
| Film: Not a fan | 3\% | (7) | 5\% | (13) | 6\% | (15) | 21\% | (55) | 66\% | (177) | 267 |
| Television: An avid fan | 8\% | (95) | $11 \%$ | (129) | 7\% | (79) | 16\% | (188) | $58 \%$ | (663) | 1154 |
| Television: A casual fan | 3\% | (30) | 6\% | (58) | 7\% | (65) | 20\% | (183) | 63\% | (570) | 907 |
| Television: Not a fan | 1\% | (2) | $4 \%$ | (6) | 8\% | (11) | 18\% | (25) | 69\% | (96) | 139 |
| Music: An avid fan | 8\% | (89) | $11 \%$ | (124) | 7\% | (82) | 16\% | (186) | 58\% | (670) | 1152 |
| Music: A casual fan | $4 \%$ | (34) | 7\% | (62) | 7\% | (66) | 21\% | (189) | $61 \%$ | (556) | 907 |
| Music: Not a fan | $2 \%$ | (3) | 5\% | (6) | 5\% | (6) | 15\% | (21) | 74\% | (103) | 140 |
| Fashion: An avid fan | 17\% | (57) | 14\% | (49) | 10\% | (33) | 14\% | (49) | 45\% | (155) | 342 |
| Fashion: A casual fan | 5\% | (40) | 8\% | (65) | 8\% | (68) | 16\% | (139) | 64\% | (548) | 861 |
| Fashion: Not a fan | 3\% | (31) | 8\% | (79) | 5\% | (54) | $21 \%$ | (207) | $63 \%$ | (626) | 996 |

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

Table HR21_8: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Tulsi Gabbard

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 5\% | (115) | 7\% | (163) | 7\% | (158) | 17\% | (364) | 64\% | (1399) | 2199 |
| Gender: Male | 8\% | (89) | 10\% | (102) | 9\% | (91) | 19\% | (201) | 54\% | (577) | 1061 |
| Gender: Female | 2\% | (26) | 5\% | (61) | 6\% | (67) | 14\% | (163) | 72\% | (822) | 1138 |
| Age: 18-29 | 8\% | (32) | $11 \%$ | (44) | 9\% | (37) | 11\% | (45) | 61\% | (253) | 411 |
| Age: 30-44 | 9\% | (57) | 4\% | (26) | 9\% | (51) | 10\% | (61) | 68\% | (406) | 600 |
| Age: 45-54 | 3\% | (11) | 8\% | (28) | 6\% | (22) | 17\% | (56) | 65\% | (218) | 335 |
| Age: 55-64 | 1\% | (5) | 9\% | (38) | 5\% | (19) | 24\% | (100) | 61\% | (254) | 417 |
| Age: 65+ | 2\% | (10) | 6\% | (27) | 6\% | (28) | 23\% | (102) | 62\% | (269) | 436 |
| Generation Z: 18-21 | 6\% | (7) | 6\% | (7) | 12\% | (14) | 11\% | (13) | 65\% | (75) | 116 |
| Millennial: Age 22-37 | 9\% | (56) | 8\% | (54) | 10\% | (65) | 10\% | (63) | 64\% | (419) | 657 |
| Generation X: Age 38-53 | 6\% | (32) | 6\% | (34) | 6\% | (30) | 14\% | (77) | 68\% | (370) | 543 |
| Boomers: Age 54-72 | 2\% | (16) | 8\% | (64) | 5\% | (42) | 24\% | (182) | 61\% | (468) | 772 |
| PID: Dem (no lean) | 9\% | (72) | 12\% | (97) | 7\% | (53) | 8\% | (64) | 65\% | (521) | 806 |
| PID: Ind (no lean) | 2\% | (18) | 5\% | (37) | 8\% | (57) | 16\% | (118) | 69\% | (524) | 754 |
| PID: Rep (no lean) | $4 \%$ | (25) | 5\% | (30) | 7\% | (48) | 29\% | (183) | 55\% | (354) | 639 |
| PID/Gender: Dem Men | 15\% | (58) | 14\% | (54) | 9\% | (34) | 9\% | (35) | 54\% | (215) | 395 |
| PID/Gender: Dem Women | 3\% | (14) | 10\% | (43) | 5\% | (19) | 7\% | (29) | 74\% | (306) | 411 |
| PID/Gender: Ind Men | $4 \%$ | (12) | 8\% | (26) | 10\% | (33) | 17\% | (56) | 61\% | (200) | 326 |
| PID/Gender: Ind Women | 2\% | (7) | 3\% | (11) | 6\% | (24) | 14\% | (62) | 76\% | (324) | 427 |
| PID/Gender: Rep Men | 6\% | (20) | 7\% | (23) | 7\% | (24) | 32\% | (110) | 48\% | (163) | 339 |
| PID/Gender: Rep Women | 2\% | (5) | $2 \%$ | (7) | 8\% | (23) | 24\% | (72) | 64\% | (192) | 300 |
| Ideo: Liberal (1-3) | 9\% | (63) | 14\% | (96) | 6\% | (43) | 8\% | (52) | 62\% | (420) | 674 |
| Ideo: Moderate (4) | 6\% | (31) | 8\% | (41) | 10\% | (56) | 14\% | (75) | 63\% | (341) | 544 |
| Ideo: Conservative (5-7) | 3\% | (20) | 4\% | (25) | 7\% | (49) | 30\% | (212) | 57\% | (406) | 712 |

Continued on next page

Table HR21_8: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Tulsi Gabbard

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 5\% | (115) | 7\% | (163) | 7\% | (158) | 17\% | (364) | 64\% | (1399) | 2199 |
| Educ: < College | 4\% | (67) | 7\% | (100) | 7\% | (105) | 16\% | (245) | 66\% | (995) | 1512 |
| Educ: Bachelors degree | 7\% | (33) | 10\% | (43) | 7\% | (33) | 17\% | (75) | 59\% | (260) | 444 |
| Educ: Post-grad | 6\% | (15) | 8\% | (20) | 8\% | (20) | 18\% | (44) | 59\% | (144) | 243 |
| Income: Under 50k | 4\% | (58) | 9\% | (113) | 7\% | (87) | 14\% | (181) | 66\% | (858) | 1297 |
| Income: 50k-100k | 7\% | (45) | 5\% | (32) | 8\% | (50) | 19\% | (115) | 61\% | (373) | 615 |
| Income: 100k+ | 4\% | (13) | 6\% | (18) | 7\% | (21) | 23\% | (67) | 58\% | (168) | 287 |
| Ethnicity: White | 4\% | (67) | 6\% | (107) | 6\% | (105) | 18\% | (316) | 65\% | (1127) | 1722 |
| Ethnicity: Hispanic | 10\% | (35) | 12\% | (42) | 6\% | (21) | 10\% | (36) | 62\% | (216) | 350 |
| Ethnicity: Afr. Am. | 9\% | (25) | 11\% | (31) | 13\% | (35) | 9\% | (25) | 57\% | (157) | 274 |
| Ethnicity: Other | $11 \%$ | (23) | 12\% | (25) | 9\% | (18) | 11\% | (22) | 57\% | (115) | 203 |
| Relig: Protestant | 4\% | (19) | 7\% | (40) | 6\% | (33) | 24\% | (129) | 59\% | (318) | 539 |
| Relig: Roman Catholic | 8\% | (37) | 9\% | (40) | 7\% | (32) | 19\% | (83) | 56\% | (245) | 436 |
| Relig: Something Else | 3\% | (5) | 3\% | (5) | 6\% | (10) | 13\% | (24) | 76\% | (142) | 187 |
| Relig: Jewish | 3\% | (2) | 13\% | (7) | 4\% | (2) | 16\% | (9) | 63\% | (34) | 54 |
| Relig: Evangelical | 5\% | (43) | 7\% | (60) | 6\% | (45) | 18\% | (145) | 64\% | (512) | 805 |
| Relig: Non-Evang. Catholics | 5\% | (19) | 7\% | (25) | 8\% | (30) | 25\% | (90) | 54\% | (193) | 357 |
| Relig: All Christian | 5\% | (61) | 7\% | (85) | 7\% | (76) | 20\% | (235) | 61\% | (704) | 1161 |
| Relig: All Non-Christian | 6\% | (13) | $3 \%$ | (6) | 7\% | (17) | 15\% | (35) | 68\% | (153) | 224 |
| Community: Urban | 9\% | (50) | 10\% | (58) | 7\% | (40) | 13\% | (74) | 62\% | (354) | 575 |
| Community: Suburban | 4\% | (43) | 8\% | (76) | 8\% | (75) | 17\% | (163) | 64\% | (625) | 982 |
| Community: Rural | $4 \%$ | (23) | 5\% | (30) | 7\% | (44) | 20\% | (127) | 65\% | (419) | 643 |

[^328]Table HR21_8: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Tulsi Gabbard

|  | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Demographic | Don't know/ <br> No opinion | Total N |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

[^329]Table HR21_8: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Tulsi Gabbard

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 5\% | (115) | 7\% | (163) | 7\% | (158) | 17\% | (364) | 64\% | (1399) | 2199 |
| \#1 Issue: Economy | 4\% | (24) | 6\% | (35) | 9\% | (48) | 17\% | (97) | 64\% | (356) | 560 |
| \#1 Issue: Security | 4\% | (17) | 3\% | (15) | 8\% | (36) | 32\% | (141) | 53\% | (232) | 441 |
| \#1 Issue: Health Care | 7\% | (27) | 8\% | (30) | 7\% | (24) | 10\% | (35) | 68\% | (252) | 368 |
| \#1 Issue: Medicare / Social Security | 3\% | (12) | 10\% | (35) | 5\% | (18) | 16\% | (57) | 66\% | (236) | 359 |
| \#1 Issue: Women's Issues | 14\% | (17) | 11\% | (13) | 6\% | (7) | 11\% | (13) | 60\% | (75) | 126 |
| \#1 Issue: Education | 6\% | (8) | 11\% | (17) | 8\% | (13) | 5\% | (7) | 70\% | (108) | 154 |
| \#1 Issue: Energy | 6\% | (6) | 17\% | (17) | 7\% | (7) | 2\% | (2) | 68\% | (67) | 100 |
| \#1 Issue: Other | 3\% | (3) | 3\% | (3) | 5\% | (5) | 11\% | (10) | 78\% | (73) | 93 |
| 2018 House Vote: Democrat | 9\% | (77) | 13\% | (111) | 7\% | (57) | 7\% | (61) | 64\% | (534) | 839 |
| 2018 House Vote: Republican | 2\% | (16) | 3\% | (21) | 8\% | (50) | 35\% | (222) | 52\% | (333) | 643 |
| 2018 House Vote: Someone else | 1\% | (1) | 3\% | (3) | - | (0) | 24\% | (25) | 72\% | (76) | 105 |
| 2018 House Vote: Didnt Vote | 3\% | (17) | 4\% | (27) | 8\% | (51) | 9\% | (55) | 75\% | (456) | 605 |
| 2016 Vote: Hillary Clinton | 10\% | (70) | 12\% | (85) | 7\% | (49) | 7\% | (47) | 65\% | (467) | 719 |
| 2016 Vote: Donald Trump | 3\% | (21) | 4\% | (26) | 8\% | (56) | $33 \%$ | (218) | 52\% | (344) | 666 |
| 2016 Vote: Someone else | 1\% | (2) | 9\% | (16) | 4\% | (7) | 16\% | (28) | 70\% | (124) | 178 |
| 2016 Vote: Didnt Vote | 3\% | (22) | 5\% | (32) | 7\% | (47) | 11\% | (70) | 73\% | (460) | 629 |
| Voted in 2014: Yes | 5\% | (71) | 9\% | (127) | 6\% | (88) | 20\% | (273) | 59\% | (807) | 1366 |
| Voted in 2014: No | 5\% | (44) | 4\% | (36) | 8\% | (70) | 11\% | (91) | 71\% | (592) | 833 |
| 2012 Vote: Barack Obama | 8\% | (66) | 11\% | (95) | 6\% | (52) | 11\% | (92) | 64\% | (550) | 854 |
| 2012 Vote: Mitt Romney | 2\% | (10) | 3\% | (15) | 6\% | (31) | 33\% | (164) | 56\% | (281) | 501 |
| 2012 Vote: Other | - | (0) | 7\% | (6) | 9\% | (8) | 25\% | (22) | 58\% | (51) | 87 |
| 2012 Vote: Didn't Vote | 5\% | (39) | 6\% | (47) | 9\% | (67) | 11\% | (85) | 68\% | (513) | 752 |
| 4-Region: Northeast | 6\% | (23) | 9\% | (36) | 6\% | (22) | 16\% | (62) | 64\% | (251) | 394 |
| 4-Region: Midwest | 3\% | (12) | 6\% | (27) | 9\% | (42) | 17\% | (78) | 66\% | (303) | 462 |
| 4-Region: South | 6\% | (48) | 6\% | (52) | 7\% | (62) | 19\% | (153) | 62\% | (509) | 824 |
| 4-Region: West | 6\% | (32) | 9\% | (48) | 6\% | (32) | 14\% | (71) | 65\% | (336) | 519 |

Continued on next page

Table HR21_8: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Tulsi Gabbard

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 5\% | (115) | 7\% | (163) | 7\% | (158) | 17\% | (364) | 64\% | (1399) | 2199 |
| TV shows: Every day | 7\% | (81) | 8\% | (96) | 7\% | (81) | 16\% | (185) | 61\% | (705) | 1148 |
| TV shows: Several times per week | 3\% | (18) | 9\% | (44) | 7\% | (36) | 18\% | (90) | 63\% | (324) | 512 |
| TV shows: About once per week | 5\% | (8) | 7\% | (10) | 13\% | (19) | 17\% | (25) | 57\% | (82) | 144 |
| TV shows: Several times per month | 3\% | (3) | 9\% | (10) | 9\% | (9) | 17\% | (17) | 62\% | (63) | 101 |
| TV shows: About once per month | 5\% | (3) | 1\% | (1) | 5\% | (3) | 15\% | (7) | 73\% | (35) | 48 |
| TV shows: Less often than once per month | 3\% | (2) | - | (0) | 6\% | (4) | 21\% | (16) | 71\% | (55) | 78 |
| TV shows: Never | 1\% | (2) | 1\% | (3) | 3\% | (6) | 14\% | (24) | 80\% | (135) | 169 |
| Movies: Every day | 13\% | (53) | 7\% | (28) | 11\% | (46) | 15\% | (60) | 53\% | (213) | 399 |
| Movies: Several times per week | 5\% | (30) | 12\% | (67) | 7\% | (43) | 18\% | (101) | 58\% | (334) | 574 |
| Movies: About once per week | 4\% | (17) | 9\% | (33) | 7\% | (28) | 18\% | (69) | 62\% | (236) | 383 |
| Movies: Several times per month | 3\% | (9) | 9\% | (24) | 7\% | (19) | 15\% | (40) | 67\% | (182) | 273 |
| Movies: About once per month | 1\% | (2) | 4\% | (8) | 5\% | (9) | 18\% | (31) | 71\% | (123) | 173 |
| Movies: Less often than once per month | 1\% | (3) | 1\% | (3) | $2 \%$ | (5) | 19\% | (38) | 76\% | (152) | 201 |
| Movies: Never | 1\% | (2) | 1\% | (2) | $4 \%$ | (8) | 13\% | (25) | 81\% | (159) | 196 |
| Sports: Every day | 20\% | (31) | 12\% | (20) | 12\% | (19) | $11 \%$ | (17) | 45\% | (70) | 158 |
| Sports: Several times per week | 7\% | (25) | 13\% | (44) | 10\% | (32) | 22\% | (74) | 47\% | (157) | 332 |
| Sports: About once per week | 5\% | (14) | 10\% | (27) | 7\% | (19) | 16\% | (46) | 62\% | (174) | 279 |
| Sports: Several times per month | 8\% | (17) | 6\% | (15) | 11\% | (25) | 20\% | (45) | 55\% | (126) | 228 |
| Sports: About once per month | 3\% | (4) | 8\% | (13) | 4\% | (8) | 17\% | (30) | 68\% | (119) | 174 |
| Sports: Less often than once per month | 2\% | (7) | 5\% | (17) | 5\% | (17) | 15\% | (53) | 74\% | (268) | 363 |
| Sports: Never | 3\% | (17) | 4\% | (27) | 6\% | (38) | 15\% | (99) | 73\% | (485) | 666 |
| Cable: I currently subscribe | 8\% | (90) | 9\% | (103) | 7\% | (81) | 15\% | (169) | 60\% | (665) | 1108 |
| Cable: I subscribed in the past | 3\% | (20) | 6\% | (45) | 7\% | (52) | 19\% | (142) | 64\% | (468) | 727 |
| Cable: I have never subscribed | 1\% | (5) | $4 \%$ | (14) | 7\% | (25) | 15\% | (54) | 73\% | (266) | 365 |
| Satellite television: I currently subscribe | 8\% | (40) | 5\% | (28) | 8\% | (42) | 19\% | (98) | 61\% | (319) | 526 |
| Satellite television: I subscribed in the past | 5\% | (27) | 10\% | (58) | 8\% | (50) | 17\% | (104) | 60\% | (358) | 597 |
| Satellite television: I have never subscribed | 5\% | (49) | 7\% | (78) | 6\% | (66) | 15\% | (162) | 67\% | (723) | 1076 |

[^330]Table HR21_8: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Tulsi Gabbard

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 5\% | (115) | 7\% | (163) | 7\% | (158) | 17\% | (364) | 64\% | (1399) | 2199 |
| Streaming service: I currently subscribe | 7\% | (93) | 8\% | (109) | 7\% | (88) | 15\% | (200) | $62 \%$ | (812) | 1302 |
| Streaming service: I subscribed in the past | 5\% | (12) | 8\% | (19) | 13\% | (30) | 13\% | (29) | $61 \%$ | (143) | 234 |
| Streaming service: I have never subscribed | 2\% | (11) | 5\% | (35) | 6\% | (40) | 20\% | (134) | 67\% | (444) | 663 |
| Film: An avid fan | 10\% | (81) | 9\% | (70) | 7\% | (53) | 15\% | (113) | 59\% | (462) | 779 |
| Film: A casual fan | 3\% | (31) | 8\% | (89) | 8\% | (91) | 17\% | (192) | 65\% | (750) | 1153 |
| Film: Not a fan | 1\% | (3) | 2\% | (4) | 5\% | (14) | 22\% | (59) | 70\% | (187) | 267 |
| Television: An avid fan | 7\% | (82) | 10\% | (114) | 7\% | (80) | 15\% | (176) | $61 \%$ | (702) | 1154 |
| Television: A casual fan | 3\% | (30) | 5\% | (49) | 7\% | (67) | 18\% | (164) | 66\% | (597) | 907 |
| Television: Not a fan | 2\% | (3) | 1\% | (1) | 7\% | (10) | 17\% | (24) | 72\% | (100) | 139 |
| Music: An avid fan | 7\% | (83) | 9\% | (105) | 8\% | (91) | 15\% | (169) | 61\% | (705) | 1152 |
| Music: A casual fan | 3\% | (31) | 6\% | (52) | 7\% | (64) | 19\% | (169) | 65\% | (592) | 907 |
| Music: Not a fan | 1\% | (1) | 5\% | (6) | 3\% | (4) | 19\% | (26) | 73\% | (102) | 140 |
| Fashion: An avid fan | 19\% | (64) | $11 \%$ | (39) | 10\% | (33) | $11 \%$ | (38) | 49\% | (169) | 342 |
| Fashion: A casual fan | 3\% | (28) | 7\% | (58) | 8\% | (66) | 15\% | (129) | 67\% | (581) | 861 |
| Fashion: Not a fan | 2\% | (23) | 7\% | (67) | 6\% | (59) | 20\% | (198) | 65\% | (649) | 996 |

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

Table HR21_9: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way? John Delaney

|  | Much more <br> favorable | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Don't know <br> ( Demographic opinion | Total N |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

Continued on next page

Table HR21_9: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
John Delaney

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | $\begin{gathered} \text { Don } \\ \text { No } \end{gathered}$ | know / <br> pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 6\% | (128) | 8\% | (165) | 7\% | (144) | 16\% | (341) | 65\% | (1421) | 2199 |
| Educ: < College | 6\% | (85) | 7\% | (109) | 6\% | (85) | 15\% | (232) | 66\% | (1001) | 1512 |
| Educ: Bachelors degree | 6\% | (27) | 9\% | (40) | 9\% | (41) | 16\% | (69) | 60\% | (267) | 444 |
| Educ: Post-grad | 6\% | (15) | 6\% | (16) | 8\% | (18) | 17\% | (40) | 63\% | (154) | 243 |
| Income: Under 50k | 6\% | (79) | 8\% | (107) | 6\% | (81) | 13\% | (174) | 66\% | (855) | 1297 |
| Income: 50k-100k | 6\% | (37) | 6\% | (37) | 8\% | (47) | 18\% | (109) | 63\% | (385) | 615 |
| Income: 100k+ | 4\% | (11) | 7\% | (21) | 5\% | (15) | 20\% | (59) | 63\% | (181) | 287 |
| Ethnicity: White | 4\% | (64) | 6\% | (111) | 6\% | (107) | 18\% | (308) | 66\% | (1132) | 1722 |
| Ethnicity: Hispanic | 13\% | (47) | 11\% | (39) | 6\% | (19) | 10\% | (34) | 60\% | (210) | 350 |
| Ethnicity: Afr. Am. | 15\% | (42) | 12\% | (32) | 6\% | (17) | 5\% | (14) | 62\% | (170) | 274 |
| Ethnicity: Other | 11\% | (21) | 11\% | (22) | 10\% | (19) | 10\% | (20) | 59\% | (120) | 203 |
| Relig: Protestant | 3\% | (14) | 7\% | (38) | 8\% | (45) | $21 \%$ | (116) | 61\% | (327) | 539 |
| Relig: Roman Catholic | 10\% | (45) | 10\% | (42) | 6\% | (26) | 16\% | (71) | 58\% | (252) | 436 |
| Relig: Something Else | 2\% | (5) | 7\% | (14) | 3\% | (6) | 15\% | (27) | 72\% | (135) | 187 |
| Relig: Jewish | 6\% | (3) | 6\% | (3) | 6\% | (3) | 16\% | (9) | 66\% | (36) | 54 |
| Relig: Evangelical | 5\% | (44) | 7\% | (59) | 6\% | (50) | 16\% | (127) | 65\% | (525) | 805 |
| Relig: Non-Evang. Catholics | 5\% | (19) | 10\% | (35) | 8\% | (27) | 24\% | (87) | 53\% | (189) | 357 |
| Relig: All Christian | 5\% | (63) | 8\% | (94) | 7\% | (77) | 18\% | (214) | 61\% | (714) | 1161 |
| Relig: All Non-Christian | 7\% | (17) | 4\% | (8) | 5\% | (11) | 17\% | (39) | 67\% | (150) | 224 |
| Community: Urban | 10\% | (55) | 9\% | (50) | 6\% | (33) | 12\% | (69) | 64\% | (368) | 575 |
| Community: Suburban | 5\% | (51) | 8\% | (77) | 7\% | (72) | 15\% | (150) | 64\% | (631) | 982 |
| Community: Rural | 3\% | (21) | 6\% | (38) | 6\% | (39) | 19\% | (122) | 66\% | (422) | 643 |

[^331]Table HR21_9: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
John Delaney

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 6\% | (128) | 8\% | (165) | 7\% | (144) | 16\% | (341) | 65\% | (1421) | 2199 |
| Employ: Private Sector | 8\% | (52) | 9\% | (61) | 7\% | (48) | 15\% | (101) | 60\% | (398) | 661 |
| Employ: Government | 9\% | (11) | 14\% | (18) | 8\% | (10) | 12\% | (15) | 57\% | (71) | 124 |
| Employ: Self-Employed | 6\% | (13) | 5\% | (9) | 8\% | (15) | 16\% | (32) | 65\% | (127) | 195 |
| Employ: Homemaker | 5\% | (8) | 6\% | (10) | 6\% | (10) | 12\% | (20) | 72\% | (122) | 170 |
| Employ: Student | 9\% | (7) | 11\% | (9) | $11 \%$ | (8) | 7\% | (5) | 63\% | (50) | 79 |
| Employ: Retired | 1\% | (6) | 7\% | (34) | 7\% | (37) | 23\% | (122) | 62\% | (324) | 523 |
| Employ: Unemployed | 9\% | (23) | 6\% | (16) | 4\% | (11) | 11\% | (27) | 70\% | (184) | 262 |
| Employ: Other | 4\% | (8) | 5\% | (9) | 3\% | (5) | 10\% | (19) | 78\% | (145) | 185 |
| Military HH: Yes | 6\% | (21) | 8\% | (32) | 6\% | (24) | 18\% | (70) | 62\% | (237) | 384 |
| Military HH: No | 6\% | (106) | 7\% | (133) | 7\% | (120) | 15\% | (271) | 65\% | (1185) | 1815 |
| RD/WT: Right Direction | 6\% | (53) | 6\% | (50) | 8\% | (64) | 26\% | (214) | 54\% | (445) | 826 |
| RD/WT: Wrong Track | 5\% | (75) | 8\% | (115) | 6\% | (80) | 9\% | (127) | 71\% | (976) | 1373 |
| Trump Job Approve | 6\% | (49) | 6\% | (51) | 8\% | (71) | 28\% | (242) | 52\% | (456) | 870 |
| Trump Job Disapprove | 6\% | (76) | 9\% | (114) | 6\% | (70) | 7\% | (91) | $71 \%$ | (876) | 1227 |
| Trump Job Strongly Approve | 8\% | (35) | 4\% | (18) | 5\% | (24) | 33\% | (147) | 49\% | (216) | 440 |
| Trump Job Somewhat Approve | $3 \%$ | (14) | 8\% | (33) | $11 \%$ | (48) | 22\% | (95) | 56\% | (240) | 429 |
| Trump Job Somewhat Disapprove | $3 \%$ | (9) | 7\% | (21) | 8\% | (23) | 11\% | (34) | 70\% | (209) | 297 |
| Trump Job Strongly Disapprove | 7\% | (66) | 10\% | (93) | 5\% | (47) | 6\% | (57) | 72\% | (666) | 930 |
| Favorable of Trump | 6\% | (49) | 5\% | (39) | 8\% | (68) | 29\% | (242) | 53\% | (450) | 847 |
| Unfavorable of Trump | 6\% | (77) | 10\% | (126) | 6\% | (71) | 7\% | (90) | 70\% | (848) | 1212 |
| Very Favorable of Trump | 7\% | (35) | 3\% | (14) | 6\% | (30) | 33\% | (158) | 50\% | (242) | 479 |
| Somewhat Favorable of Trump | 4\% | (13) | 7\% | (25) | 10\% | (37) | 23\% | (84) | 57\% | (209) | 368 |
| Somewhat Unfavorable of Trump | 4\% | (10) | 7\% | (18) | 9\% | (22) | 12\% | (29) | 67\% | (158) | 236 |
| Very Unfavorable of Trump | 7\% | (67) | 11\% | (108) | 5\% | (49) | 6\% | (61) | 71\% | (690) | 976 |

[^332]Table HR21_9: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
John Delaney

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 6\% | (128) | 8\% | (165) | 7\% | (144) | 16\% | (341) | 65\% | (1421) | 2199 |
| \#1 Issue: Economy | 5\% | (29) | 9\% | (50) | 6\% | (34) | 14\% | (77) | 66\% | (370) | 560 |
| \#1 Issue: Security | 4\% | (16) | $4 \%$ | (20) | 8\% | (36) | $31 \%$ | (136) | 53\% | (233) | 441 |
| \#1 Issue: Health Care | 9\% | (31) | 7\% | (27) | 6\% | (24) | 9\% | (35) | 68\% | (252) | 368 |
| \#1 Issue: Medicare / Social Security | 4\% | (15) | 9\% | (32) | $4 \%$ | (14) | 17\% | (62) | 65\% | (234) | 359 |
| \#1 Issue: Women's Issues | 15\% | (18) | 5\% | (7) | 9\% | (11) | 9\% | (11) | 62\% | (78) | 126 |
| \#1 Issue: Education | 6\% | (9) | 9\% | (14) | 9\% | (13) | 2\% | (4) | 74\% | (114) | 154 |
| \#1 Issue: Energy | 7\% | (7) | 13\% | (13) | 7\% | (7) | 7\% | (7) | 66\% | (66) | 100 |
| \#1 Issue: Other | 1\% | (1) | 3\% | (3) | 5\% | (5) | $11 \%$ | (10) | 80\% | (74) | 93 |
| 2018 House Vote: Democrat | 9\% | (79) | 13\% | (106) | 6\% | (50) | 5\% | (43) | 67\% | (562) | 839 |
| 2018 House Vote: Republican | 3\% | (19) | $4 \%$ | (28) | 9\% | (55) | 32\% | (208) | 52\% | (333) | 643 |
| 2018 House Vote: Someone else | 1\% | (1) | 2\% | (2) | - | (1) | 26\% | (27) | 71\% | (74) | 105 |
| 2018 House Vote: Didnt Vote | 4\% | (25) | 5\% | (29) | 6\% | (37) | 10\% | (63) | 75\% | (452) | 605 |
| 2016 Vote: Hillary Clinton | 11\% | (77) | 12\% | (83) | 6\% | (41) | 5\% | (34) | 67\% | (483) | 719 |
| 2016 Vote: Donald Trump | 3\% | (22) | 6\% | (40) | 8\% | (55) | $31 \%$ | (208) | 51\% | (341) | 666 |
| 2016 Vote: Someone else | 2\% | (4) | 7\% | (12) | 3\% | (5) | 14\% | (25) | 74\% | (132) | 178 |
| 2016 Vote: Didnt Vote | 4\% | (25) | 5\% | (30) | 6\% | (38) | 12\% | (75) | 73\% | (461) | 629 |
| Voted in 2014: Yes | 6\% | (79) | 10\% | (130) | 6\% | (85) | 18\% | (242) | 61\% | (830) | 1366 |
| Voted in 2014: No | 6\% | (49) | 4\% | (36) | 7\% | (59) | 12\% | (99) | 71\% | (591) | 833 |
| 2012 Vote: Barack Obama | 9\% | (74) | 12\% | (101) | $4 \%$ | (38) | 8\% | (72) | 67\% | (569) | 854 |
| 2012 Vote: Mitt Romney | 1\% | (6) | $4 \%$ | (21) | 8\% | (38) | $31 \%$ | (157) | 56\% | (279) | 501 |
| 2012 Vote: Other | 5\% | (4) | 2\% | (2) | 5\% | (5) | 23\% | (20) | 64\% | (56) | 87 |
| 2012 Vote: Didn't Vote | 6\% | (43) | 5\% | (41) | 8\% | (63) | 12\% | (93) | 68\% | (513) | 752 |
| 4-Region: Northeast | 8\% | (31) | 6\% | (23) | 6\% | (23) | 13\% | (51) | 67\% | (265) | 394 |
| 4-Region: Midwest | 4\% | (19) | 7\% | (34) | 7\% | (30) | 17\% | (80) | 65\% | (298) | 462 |
| 4-Region: South | 6\% | (49) | 8\% | (64) | 5\% | (45) | 18\% | (151) | 63\% | (515) | 824 |
| 4-Region: West | 6\% | (29) | 8\% | (44) | 9\% | (45) | $11 \%$ | (59) | 66\% | (342) | 519 |

Continued on next page

Table HR21_9: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
John Delaney

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 6\% | (128) | 8\% | (165) | 7\% | (144) | 16\% | (341) | 65\% | (1421) | 2199 |
| TV shows: Every day | 8\% | (87) | 8\% | (94) | 6\% | (64) | 16\% | (181) | 63\% | (722) | 1148 |
| TV shows: Several times per week | 4\% | (20) | 8\% | (40) | 8\% | (42) | 16\% | (81) | 64\% | (329) | 512 |
| TV shows: About once per week | 6\% | (8) | 14\% | (20) | $11 \%$ | (16) | 12\% | (18) | 57\% | (82) | 144 |
| TV shows: Several times per month | 6\% | (6) | 6\% | (6) | 12\% | (12) | 12\% | (12) | 65\% | (65) | 101 |
| TV shows: About once per month | 5\% | (3) | 5\% | (2) | 4\% | (2) | 18\% | (9) | 68\% | (33) | 48 |
| TV shows: Less often than once per month | 3\% | (2) | 1\% | (1) | 3\% | (2) | 19\% | (15) | 74\% | (58) | 78 |
| TV shows: Never | 1\% | (2) | 1\% | (2) | $4 \%$ | (6) | 16\% | (27) | 78\% | (132) | 169 |
| Movies: Every day | 14\% | (56) | 10\% | (39) | 8\% | (32) | 14\% | (55) | 54\% | (216) | 399 |
| Movies: Several times per week | 7\% | (42) | 12\% | (68) | 6\% | (33) | 18\% | (103) | 57\% | (329) | 574 |
| Movies: About once per week | $4 \%$ | (15) | 7\% | (27) | 10\% | (36) | 14\% | (52) | 66\% | (252) | 383 |
| Movies: Several times per month | 2\% | (6) | 5\% | (15) | 9\% | (24) | 16\% | (43) | 68\% | (185) | 273 |
| Movies: About once per month | 2\% | (4) | 5\% | (8) | 5\% | (9) | 15\% | (26) | 73\% | (126) | 173 |
| Movies: Less often than once per month | 1\% | (3) | 3\% | (5) | 2\% | (3) | 17\% | (34) | 77\% | (155) | 201 |
| Movies: Never | 1\% | (2) | 1\% | (2) | 3\% | (5) | 15\% | (29) | 80\% | (158) | 196 |
| Sports: Every day | 21\% | (33) | 15\% | (23) | 10\% | (15) | 11\% | (18) | 43\% | (68) | 158 |
| Sports: Several times per week | 9\% | (29) | 12\% | (39) | 8\% | (27) | 20\% | (67) | 51\% | (170) | 332 |
| Sports: About once per week | 5\% | (13) | 14\% | (39) | 7\% | (19) | 12\% | (34) | 62\% | (174) | 279 |
| Sports: Several times per month | 7\% | (17) | 7\% | (15) | 9\% | (21) | 18\% | (40) | 59\% | (135) | 228 |
| Sports: About once per month | $4 \%$ | (7) | 7\% | (12) | $4 \%$ | (6) | 15\% | (27) | 71\% | (123) | 174 |
| Sports: Less often than once per month | 2\% | (6) | 5\% | (17) | 6\% | (20) | 14\% | (52) | 74\% | (267) | 363 |
| Sports: Never | 3\% | (22) | 3\% | (20) | 5\% | (36) | 16\% | (103) | 73\% | (484) | 666 |
| Cable: I currently subscribe | 8\% | (91) | 9\% | (103) | 7\% | (75) | 15\% | (163) | 61\% | (676) | 1108 |
| Cable: I subscribed in the past | $4 \%$ | (29) | 7\% | (52) | 6\% | (42) | 19\% | (137) | 64\% | (466) | 727 |
| Cable: I have never subscribed | 2\% | (7) | 3\% | (10) | 7\% | (26) | 12\% | (42) | 77\% | (280) | 365 |
| Satellite television: I currently subscribe | 8\% | (43) | 6\% | (33) | 7\% | (35) | 18\% | (96) | 60\% | (318) | 526 |
| Satellite television: I subscribed in the past | 6\% | (35) | 10\% | (58) | 8\% | (45) | 16\% | (98) | 60\% | (360) | 597 |
| Satellite television: I have never subscribed | 5\% | (49) | 7\% | (74) | 6\% | (63) | 14\% | (147) | 69\% | (743) | 1076 |

[^333]Table HR21_9: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
John Delaney

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  |  | know / <br> pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 6\% | (128) | 8\% | (165) | 7\% | (144) | 16\% | (341) | 65\% | (1421) | 2199 |
| Streaming service: I currently subscribe | 7\% | (96) | 9\% | (113) | 6\% | (75) | 15\% | (196) | 63\% | (823) | 1302 |
| Streaming service: I subscribed in the past | 9\% | (22) | 7\% | (17) | 12\% | (28) | 9\% | (22) | 62\% | (146) | 234 |
| Streaming service: I have never subscribed | 1\% | (10) | 5\% | (35) | 6\% | (41) | 19\% | (124) | 68\% | (453) | 663 |
| Film: An avid fan | 10\% | (81) | 10\% | (81) | 6\% | (48) | 14\% | (107) | 59\% | (463) | 779 |
| Film: A casual fan | 4\% | (42) | 7\% | (75) | 7\% | (79) | 16\% | (189) | 67\% | (767) | 1153 |
| Film: Not a fan | $2 \%$ | (5) | $3 \%$ | (9) | 6\% | (17) | 17\% | (46) | 72\% | (191) | 267 |
| Television: An avid fan | 8\% | (93) | 9\% | (108) | 7\% | (76) | 14\% | (166) | 62\% | (711) | 1154 |
| Television: A casual fan | $4 \%$ | (35) | 6\% | (57) | 6\% | (55) | 17\% | (151) | 67\% | (609) | 907 |
| Television: Not a fan | - | (0) | - | (0) | 9\% | (13) | 18\% | (24) | 73\% | (102) | 139 |
| Music: An avid fan | $7 \%$ | (83) | 11\% | (126) | 6\% | (73) | 14\% | (165) | 61\% | (704) | 1152 |
| Music: A casual fan | 5\% | (44) | 4\% | (37) | 7\% | (61) | 17\% | (154) | 67\% | (612) | 907 |
| Music: Not a fan | 1\% | (1) | 2\% | (2) | 7\% | (10) | 16\% | (22) | 75\% | (105) | 140 |
| Fashion: An avid fan | 18\% | (63) | 17\% | (57) | 7\% | (23) | 10\% | (34) | 48\% | (166) | 342 |
| Fashion: A casual fan | 5\% | (41) | 5\% | (47) | 6\% | (55) | 14\% | (119) | 70\% | (599) | 861 |
| Fashion: Not a fan | $2 \%$ | (24) | 6\% | (62) | 7\% | (66) | 19\% | (188) | 66\% | (656) | 996 |

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

Table HR21_10: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
John Kasich

|  | Much more <br> favorable | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable | Don't know <br> impression | No opinion |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | Total N

Continued on next page

Table HR21_10: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
John Kasich

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | $\begin{gathered} \text { Don } \\ \text { No } \end{gathered}$ | know / pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 5\% | (116) | 10\% | (223) | 8\% | (178) | 18\% | (388) | 59\% | (1293) | 2199 |
| Educ: < College | 5\% | (75) | 9\% | (131) | 7\% | (101) | 18\% | (265) | 62\% | (939) | 1512 |
| Educ: Bachelors degree | 6\% | (25) | 14\% | (63) | 13\% | (56) | 17\% | (73) | 51\% | (226) | 444 |
| Educ: Post-grad | 7\% | (16) | 12\% | (29) | 9\% | (21) | 20\% | (49) | 52\% | (128) | 243 |
| Income: Under 50k | 5\% | (66) | 9\% | (116) | 8\% | (104) | 15\% | (199) | 63\% | (811) | 1297 |
| Income: 50k-100k | 7\% | (40) | 11\% | (69) | 8\% | (51) | 19\% | (116) | 55\% | (339) | 615 |
| Income: 100k+ | 3\% | (10) | 13\% | (38) | 8\% | (23) | 25\% | (73) | 50\% | (143) | 287 |
| Ethnicity: White | 4\% | (76) | 9\% | (164) | 8\% | (131) | 19\% | (324) | 60\% | (1028) | 1722 |
| Ethnicity: Hispanic | 7\% | (25) | 17\% | (60) | 7\% | (23) | 11\% | (38) | 58\% | (203) | 350 |
| Ethnicity: Afr. Am. | 10\% | (28) | 11\% | (31) | 10\% | (27) | 14\% | (37) | 55\% | (152) | 274 |
| Ethnicity: Other | 6\% | (12) | 14\% | (29) | 10\% | (20) | 13\% | (27) | 56\% | (114) | 203 |
| Relig: Protestant | 5\% | (29) | 10\% | (54) | 10\% | (52) | 24\% | (128) | 51\% | (277) | 539 |
| Relig: Roman Catholic | 7\% | (31) | 14\% | (60) | 8\% | (34) | 18\% | (80) | 53\% | (231) | 436 |
| Relig: Something Else | 3\% | (6) | 6\% | (11) | 4\% | (7) | 16\% | (30) | 71\% | (132) | 187 |
| Relig: Jewish | 2\% | (1) | 26\% | (14) | 4\% | (2) | 16\% | (9) | 52\% | (28) | 54 |
| Relig: Evangelical | 5\% | (39) | 12\% | (94) | 8\% | (61) | 18\% | (142) | 58\% | (469) | 805 |
| Relig: Non-Evang. Catholics | 7\% | (26) | 9\% | (31) | 9\% | (33) | 27\% | (96) | 48\% | (171) | 357 |
| Relig: All Christian | 6\% | (65) | 11\% | (125) | 8\% | (93) | 20\% | (238) | 55\% | (640) | 1161 |
| Relig: All Non-Christian | 6\% | (14) | 4\% | (8) | 8\% | (17) | 19\% | (42) | 64\% | (143) | 224 |
| Community: Urban | 8\% | (47) | 10\% | (57) | 8\% | (44) | 17\% | (98) | 57\% | (330) | 575 |
| Community: Suburban | 5\% | (52) | 11\% | (108) | 9\% | (92) | 17\% | (163) | 58\% | (567) | 982 |
| Community: Rural | 3\% | (17) | 9\% | (59) | 7\% | (42) | 20\% | (127) | 62\% | (396) | 643 |

[^334]Table HR21_10: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
John Kasich

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 5\% | (116) | 10\% | (223) | 8\% | (178) | 18\% | (388) | 59\% | (1293) | 2199 |
| Employ: Private Sector | 8\% | (50) | 15\% | (97) | 8\% | (53) | 17\% | (112) | 53\% | (350) | 661 |
| Employ: Government | 5\% | (6) | 16\% | (20) | 13\% | (16) | 12\% | (15) | 53\% | (67) | 124 |
| Employ: Self-Employed | 2\% | (3) | 9\% | (17) | 7\% | (14) | 19\% | (38) | 63\% | (123) | 195 |
| Employ: Homemaker | 5\% | (8) | 6\% | (10) | 7\% | (13) | 15\% | (25) | 67\% | (115) | 170 |
| Employ: Student | 8\% | (6) | 10\% | (8) | $4 \%$ | (3) | 19\% | (15) | 58\% | (46) | 79 |
| Employ: Retired | 3\% | (16) | 8\% | (44) | 9\% | (49) | 26\% | (136) | 53\% | (278) | 523 |
| Employ: Unemployed | 7\% | (19) | 7\% | (19) | 5\% | (13) | 11\% | (29) | 69\% | (181) | 262 |
| Employ: Other | 5\% | (8) | 4\% | (8) | 9\% | (16) | 10\% | (18) | 73\% | (135) | 185 |
| Military HH: Yes | 6\% | (21) | 9\% | (37) | 7\% | (28) | 22\% | (85) | 56\% | (214) | 384 |
| Military HH: No | 5\% | (95) | 10\% | (187) | 8\% | (150) | 17\% | (303) | 59\% | (1079) | 1815 |
| RD/WT: Right Direction | 4\% | (36) | 9\% | (71) | 10\% | (84) | 27\% | (227) | 49\% | (408) | 826 |
| RD/WT: Wrong Track | 6\% | (80) | 11\% | (152) | 7\% | (94) | 12\% | (161) | 64\% | (885) | 1373 |
| Trump Job Approve | 5\% | (41) | 8\% | (65) | $11 \%$ | (93) | 29\% | (252) | 48\% | (418) | 870 |
| Trump Job Disapprove | 6\% | (75) | 13\% | (156) | 7\% | (84) | 10\% | (126) | 64\% | (786) | 1227 |
| Trump Job Strongly Approve | 6\% | (26) | 7\% | (29) | 8\% | (35) | 34\% | (152) | 45\% | (198) | 440 |
| Trump Job Somewhat Approve | 3\% | (15) | 8\% | (36) | 13\% | (58) | 23\% | (101) | 51\% | (220) | 429 |
| Trump Job Somewhat Disapprove | $3 \%$ | (8) | 11\% | (32) | 9\% | (27) | 14\% | (40) | 64\% | (190) | 297 |
| Trump Job Strongly Disapprove | 7\% | (67) | 13\% | (125) | 6\% | (57) | 9\% | (86) | 64\% | (596) | 930 |
| Favorable of Trump | 5\% | (39) | 6\% | (54) | $11 \%$ | (93) | $30 \%$ | (252) | 48\% | (409) | 847 |
| Unfavorable of Trump | 6\% | (78) | 14\% | (166) | 7\% | (81) | 10\% | (123) | 63\% | (765) | 1212 |
| Very Favorable of Trump | 5\% | (25) | 6\% | (31) | 8\% | (40) | 33\% | (159) | 47\% | (225) | 479 |
| Somewhat Favorable of Trump | 4\% | (14) | 6\% | (24) | 15\% | (54) | 25\% | (93) | 50\% | (184) | 368 |
| Somewhat Unfavorable of Trump | 4\% | (10) | 10\% | (24) | $11 \%$ | (27) | 15\% | (36) | 59\% | (139) | 236 |
| Very Unfavorable of Trump | 7\% | (67) | 14\% | (141) | 6\% | (55) | 9\% | (88) | 64\% | (626) | 976 |

[^335]Table HR21_10: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
John Kasich

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 5\% | (116) | 10\% | (223) | 8\% | (178) | 18\% | (388) | 59\% | (1293) | 2199 |
| \#1 Issue: Economy | 5\% | (29) | 8\% | (46) | 9\% | (49) | 17\% | (98) | 60\% | (338) | 560 |
| \#1 Issue: Security | 3\% | (14) | 8\% | (36) | 9\% | (42) | $33 \%$ | (146) | 46\% | (202) | 441 |
| \#1 Issue: Health Care | 7\% | (26) | 12\% | (45) | 8\% | (29) | $11 \%$ | (41) | 62\% | (227) | 368 |
| \#1 Issue: Medicare / Social Security | 5\% | (18) | $11 \%$ | (40) | 6\% | (23) | 19\% | (68) | 59\% | (210) | 359 |
| \#1 Issue: Women's Issues | 12\% | (15) | $11 \%$ | (14) | 10\% | (12) | 9\% | (11) | 58\% | (73) | 126 |
| \#1 Issue: Education | 4\% | (6) | $11 \%$ | (17) | 7\% | (11) | 6\% | (9) | 72\% | (111) | 154 |
| \#1 Issue: Energy | $4 \%$ | (4) | $21 \%$ | (21) | 7\% | (7) | 5\% | (5) | 62\% | (62) | 100 |
| \#1 Issue: Other | 4\% | (3) | 5\% | (5) | 6\% | (5) | 10\% | (10) | 76\% | (70) | 93 |
| 2018 House Vote: Democrat | 9\% | (77) | 17\% | (141) | 7\% | (61) | 9\% | (74) | 58\% | (486) | 839 |
| 2018 House Vote: Republican | 3\% | (20) | 5\% | (35) | 10\% | (67) | 36\% | (228) | 46\% | (293) | 643 |
| 2018 House Vote: Someone else | 1\% | (1) | 12\% | (13) | 1\% | (2) | 28\% | (29) | 58\% | (61) | 105 |
| 2018 House Vote: Didnt Vote | 3\% | (15) | 6\% | (34) | 8\% | (48) | 9\% | (57) | 75\% | (452) | 605 |
| 2016 Vote: Hillary Clinton | 9\% | (68) | 16\% | (115) | 9\% | (63) | 8\% | (61) | 57\% | (412) | 719 |
| 2016 Vote: Donald Trump | 4\% | (27) | 7\% | (46) | 10\% | (66) | 34\% | (224) | 45\% | (303) | 666 |
| 2016 Vote: Someone else | 1\% | (1) | 15\% | (27) | 6\% | (10) | 15\% | (27) | 63\% | (112) | 178 |
| 2016 Vote: Didnt Vote | 3\% | (19) | 6\% | (35) | 6\% | (38) | 12\% | (73) | 74\% | (463) | 629 |
| Voted in 2014: Yes | 5\% | (74) | 14\% | (185) | 9\% | (120) | 20\% | (278) | 52\% | (709) | 1366 |
| Voted in 2014: No | 5\% | (42) | 5\% | (38) | 7\% | (58) | 13\% | (111) | 70\% | (584) | 833 |
| 2012 Vote: Barack Obama | 8\% | (64) | 17\% | (146) | 7\% | (63) | $11 \%$ | (94) | 57\% | (487) | 854 |
| 2012 Vote: Mitt Romney | 2\% | (11) | 6\% | (32) | 9\% | (46) | $34 \%$ | (170) | 48\% | (242) | 501 |
| 2012 Vote: Other | 4\% | (3) | 2\% | (2) | $11 \%$ | (10) | 28\% | (24) | 55\% | (48) | 87 |
| 2012 Vote: Didn't Vote | 5\% | (37) | 6\% | (43) | 8\% | (59) | 13\% | (101) | 68\% | (512) | 752 |
| 4-Region: Northeast | 6\% | (23) | $11 \%$ | (42) | 8\% | (31) | 17\% | (68) | 58\% | (229) | 394 |
| 4-Region: Midwest | 5\% | (24) | 9\% | (43) | 8\% | (35) | 18\% | (85) | 60\% | (276) | 462 |
| 4-Region: South | 5\% | (44) | 8\% | (62) | 8\% | (70) | 20\% | (163) | 59\% | (485) | 824 |
| 4-Region: West | 5\% | (25) | 15\% | (76) | 8\% | (42) | 14\% | (72) | 59\% | (304) | 519 |

Continued on next page

Table HR21_10: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
John Kasich

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 5\% | (116) | 10\% | (223) | 8\% | (178) | 18\% | (388) | 59\% | (1293) | 2199 |
| TV shows: Every day | 7\% | (79) | 11\% | (126) | 7\% | (82) | 17\% | (197) | 58\% | (665) | 1148 |
| TV shows: Several times per week | 5\% | (23) | 11\% | (59) | 11\% | (55) | 18\% | (91) | 55\% | (284) | 512 |
| TV shows: About once per week | 4\% | (5) | 14\% | (20) | 11\% | (15) | 17\% | (24) | 55\% | (79) | 144 |
| TV shows: Several times per month | 2\% | (2) | 11\% | (11) | 12\% | (12) | 19\% | (19) | 56\% | (57) | 101 |
| TV shows: About once per month | 5\% | (3) | 2\% | (1) | 8\% | (4) | 13\% | (6) | 72\% | (35) | 48 |
| TV shows: Less often than once per month | 2\% | (1) | 2\% | (2) | 4\% | (3) | 31\% | (24) | 62\% | (48) | 78 |
| TV shows: Never | 2\% | (4) | 3\% | (4) | 5\% | (8) | 16\% | (26) | 75\% | (127) | 169 |
| Movies: Every day | 12\% | (47) | 10\% | (41) | 10\% | (39) | 15\% | (60) | 53\% | (212) | 399 |
| Movies: Several times per week | 6\% | (32) | 16\% | (89) | 7\% | (41) | 21\% | (121) | 51\% | (291) | 574 |
| Movies: About once per week | 4\% | (14) | 10\% | (37) | 12\% | (45) | 17\% | (65) | 58\% | (221) | 383 |
| Movies: Several times per month | 5\% | (12) | 9\% | (26) | 7\% | (20) | 18\% | (49) | 61\% | (167) | 273 |
| Movies: About once per month | 3\% | (5) | 9\% | (15) | 7\% | (13) | 17\% | (29) | 64\% | (111) | 173 |
| Movies: Less often than once per month | 2\% | (4) | 5\% | (10) | 5\% | (9) | 17\% | (33) | 72\% | (144) | 201 |
| Movies: Never | 1\% | (1) | 2\% | (4) | 6\% | (11) | 16\% | (32) | 75\% | (148) | 196 |
| Sports: Every day | 20\% | (31) | 17\% | (27) | 13\% | (20) | 12\% | (19) | 38\% | (60) | 158 |
| Sports: Several times per week | 6\% | (21) | 15\% | (50) | 12\% | (39) | 23\% | (77) | 44\% | (145) | 332 |
| Sports: About once per week | 6\% | (17) | 15\% | (42) | 10\% | (27) | 15\% | (41) | 54\% | (152) | 279 |
| Sports: Several times per month | 8\% | (19) | 10\% | (22) | 8\% | (17) | 20\% | (46) | 54\% | (122) | 228 |
| Sports: About once per month | 3\% | (5) | 13\% | (22) | 6\% | (11) | 18\% | (32) | 60\% | (105) | 174 |
| Sports: Less often than once per month | 1\% | (5) | 7\% | (27) | 6\% | (23) | 16\% | (58) | 69\% | (249) | 363 |
| Sports: Never | 3\% | (18) | 5\% | (34) | 6\% | (40) | 17\% | (114) | 69\% | (459) | 666 |
| Cable: I currently subscribe | 7\% | (82) | 13\% | (143) | 9\% | (103) | 16\% | (172) | 55\% | (609) | 1108 |
| Cable: I subscribed in the past | 4\% | (27) | 9\% | (65) | 6\% | (47) | 22\% | (158) | 59\% | (430) | 727 |
| Cable: I have never subscribed | 2\% | (8) | 4\% | (16) | 8\% | (28) | 16\% | (59) | 70\% | (254) | 365 |
| Satellite television: I currently subscribe | 7\% | (35) | 10\% | (54) | 9\% | (46) | 21\% | (108) | 54\% | (282) | 526 |
| Satellite television: I subscribed in the past | 5\% | (32) | 9\% | (55) | 9\% | (54) | 20\% | (117) | 57\% | (339) | 597 |
| Satellite television: I have never subscribed | 5\% | (49) | 11\% | (114) | 7\% | (78) | 15\% | (164) | 62\% | (672) | 1076 |

Continued on next page

Table HR21_10: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
John Kasich

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  |  | know / <br> pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 5\% | (116) | 10\% | (223) | 8\% | (178) | 18\% | (388) | 59\% | (1293) | 2199 |
| Streaming service: I currently subscribe | 7\% | (85) | 12\% | (154) | 7\% | (96) | 17\% | (223) | 57\% | (743) | 1302 |
| Streaming service: I subscribed in the past | 6\% | (14) | 9\% | (21) | 12\% | (29) | 13\% | (30) | 60\% | (140) | 234 |
| Streaming service: I have never subscribed | 3\% | (17) | 7\% | (49) | 8\% | (53) | 20\% | (134) | 62\% | (410) | 663 |
| Film: An avid fan | 9\% | (71) | 12\% | (97) | 7\% | (53) | 17\% | (132) | 55\% | (426) | 779 |
| Film: A casual fan | $4 \%$ | (42) | 10\% | (117) | 9\% | (104) | 18\% | (207) | 59\% | (683) | 1153 |
| Film: Not a fan | 1\% | (3) | 4\% | (10) | 8\% | (21) | 18\% | (49) | 69\% | (184) | 267 |
| Television: An avid fan | 7\% | (85) | 14\% | (159) | 8\% | (90) | 16\% | (179) | 55\% | (640) | 1154 |
| Television: A casual fan | 3\% | (30) | 7\% | (64) | 8\% | (75) | 20\% | (181) | 61\% | (557) | 907 |
| Television: Not a fan | 1\% | (1) | 1\% | (1) | 9\% | (13) | 20\% | (27) | 70\% | (97) | 139 |
| Music: An avid fan | 7\% | (82) | 13\% | (150) | 8\% | (91) | 16\% | (182) | 56\% | (647) | 1152 |
| Music: A casual fan | 3\% | (31) | 7\% | (67) | 9\% | (79) | 20\% | (182) | 60\% | (548) | 907 |
| Music: Not a fan | $2 \%$ | (3) | 5\% | (6) | 5\% | (7) | 18\% | (25) | 70\% | (98) | 140 |
| Fashion: An avid fan | 16\% | (55) | 15\% | (52) | 10\% | (33) | 13\% | (44) | 46\% | (158) | 342 |
| Fashion: A casual fan | 3\% | (28) | 10\% | (83) | 8\% | (67) | 16\% | (138) | 63\% | (545) | 861 |
| Fashion: Not a fan | 3\% | (33) | 9\% | (88) | 8\% | (78) | 21\% | (206) | 59\% | (591) | 996 |

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

Table HR21_11: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way? Mike Pence

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don' No | know / pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 8\% | (167) | 12\% | (259) | 9\% | (191) | 23\% | (496) | 49\% | (1087) | 2199 |
| Gender: Male | 10\% | (108) | 13\% | (142) | 10\% | (103) | 25\% | (269) | 41\% | (438) | 1061 |
| Gender: Female | 5\% | (60) | 10\% | (116) | 8\% | (87) | 20\% | (226) | 57\% | (648) | 1138 |
| Age: 18-29 | 11\% | (45) | 17\% | (69) | 9\% | (39) | 14\% | (56) | 49\% | (201) | 411 |
| Age: 30-44 | 9\% | (57) | 14\% | (83) | 6\% | (38) | 18\% | (107) | 53\% | (316) | 600 |
| Age: 45-54 | 7\% | (24) | $11 \%$ | (37) | 8\% | (27) | 20\% | (68) | 53\% | (178) | 335 |
| Age: 55-64 | 5\% | (22) | 8\% | (35) | 10\% | (41) | 32\% | (135) | 44\% | (184) | 417 |
| Age: 65+ | 4\% | (19) | 8\% | (35) | 10\% | (45) | 30\% | (130) | 48\% | (207) | 436 |
| Generation Z: 18-21 | 9\% | (11) | 15\% | (17) | 10\% | (11) | 15\% | (18) | $51 \%$ | (59) | 116 |
| Millennial: Age 22-37 | 10\% | (65) | 16\% | (106) | 8\% | (55) | 16\% | (108) | 49\% | (324) | 657 |
| Generation X: Age 38-53 | 9\% | (48) | 12\% | (64) | 6\% | (34) | 17\% | (94) | 56\% | (304) | 543 |
| Boomers: Age 54-72 | 5\% | (38) | 8\% | (63) | 10\% | (78) | $31 \%$ | (238) | 46\% | (356) | 772 |
| PID: Dem (no lean) | 8\% | (61) | 14\% | (112) | 8\% | (64) | 24\% | (191) | 47\% | (378) | 806 |
| PID: Ind (no lean) | 4\% | (32) | 10\% | (75) | 9\% | (66) | 20\% | (147) | 57\% | (433) | 754 |
| PID: Rep (no lean) | 12\% | (75) | $11 \%$ | (72) | 9\% | (60) | 25\% | (157) | 43\% | (275) | 639 |
| PID/Gender: Dem Men | 10\% | (40) | 15\% | (61) | 10\% | (38) | 28\% | (112) | 37\% | (146) | 395 |
| PID/Gender: Dem Women | 5\% | (21) | 12\% | (51) | 6\% | (26) | 19\% | (80) | 57\% | (233) | 411 |
| PID/Gender: Ind Men | 6\% | (20) | $11 \%$ | (37) | 10\% | (33) | 21\% | (69) | 51\% | (167) | 326 |
| PID/Gender: Ind Women | 3\% | (12) | 9\% | (38) | 8\% | (34) | 18\% | (78) | 62\% | (266) | 427 |
| PID/Gender: Rep Men | 14\% | (47) | 13\% | (45) | 10\% | (33) | 26\% | (89) | 37\% | (126) | 339 |
| PID/Gender: Rep Women | 9\% | (27) | 9\% | (27) | 9\% | (27) | 23\% | (69) | 50\% | (150) | 300 |
| Ideo: Liberal (1-3) | 10\% | (69) | 14\% | (96) | 9\% | (64) | 23\% | (154) | 43\% | (291) | 674 |
| Ideo: Moderate (4) | 5\% | (29) | 14\% | (78) | 9\% | (50) | 21\% | (116) | 50\% | (270) | 544 |
| Ideo: Conservative (5-7) | 9\% | (67) | 11\% | (78) | 10\% | (70) | 26\% | (188) | 44\% | (310) | 712 |

Continued on next page

Table HR21_11: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Mike Pence

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | $\begin{gathered} \text { Don } \\ \text { No } \end{gathered}$ | know / <br> pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 8\% | (167) | 12\% | (259) | 9\% | (191) | 23\% | (496) | 49\% | (1087) | 2199 |
| Educ: < College | 8\% | (120) | 10\% | (152) | 8\% | (123) | 21\% | (317) | 53\% | (800) | 1512 |
| Educ: Bachelors degree | 7\% | (29) | 18\% | (79) | 10\% | (46) | 24\% | (108) | 41\% | (182) | 444 |
| Educ: Post-grad | 8\% | (18) | $11 \%$ | (27) | 9\% | (22) | 29\% | (71) | 43\% | (105) | 243 |
| Income: Under 50k | 7\% | (97) | $11 \%$ | (140) | 9\% | (113) | 21\% | (270) | 52\% | (676) | 1297 |
| Income: 50k-100k | 9\% | (53) | 14\% | (88) | 9\% | (54) | 23\% | (142) | 45\% | (279) | 615 |
| Income: $100 \mathrm{k}+$ | 6\% | (18) | $11 \%$ | (31) | 8\% | (23) | 29\% | (84) | 46\% | (131) | 287 |
| Ethnicity: White | 7\% | (117) | $11 \%$ | (195) | 8\% | (144) | 24\% | (405) | 50\% | (861) | 1722 |
| Ethnicity: Hispanic | 14\% | (50) | 13\% | (46) | 7\% | (25) | 19\% | (66) | 46\% | (162) | 350 |
| Ethnicity: Afr. Am. | 10\% | (27) | 16\% | (43) | 10\% | (29) | 16\% | (43) | 48\% | (133) | 274 |
| Ethnicity: Other | 12\% | (24) | 10\% | (21) | 9\% | (18) | 24\% | (48) | 46\% | (93) | 203 |
| Relig: Protestant | 8\% | (42) | 13\% | (69) | 9\% | (50) | 26\% | (141) | 44\% | (237) | 539 |
| Relig: Roman Catholic | 9\% | (40) | 12\% | (52) | 11\% | (48) | 23\% | (98) | 45\% | (198) | 436 |
| Relig: Something Else | 4\% | (7) | $11 \%$ | (20) | 6\% | (10) | 20\% | (37) | 60\% | (112) | 187 |
| Relig: Jewish | 7\% | (4) | 9\% | (5) | 10\% | (6) | 28\% | (15) | 46\% | (25) | 54 |
| Relig: Evangelical | 6\% | (50) | 13\% | (101) | 9\% | (76) | 22\% | (174) | 50\% | (404) | 805 |
| Relig: Non-Evang. Catholics | 11\% | (39) | $11 \%$ | (40) | 9\% | (33) | 28\% | (101) | 40\% | (144) | 357 |
| Relig: All Christian | 8\% | (89) | 12\% | (141) | 9\% | (109) | 24\% | (276) | 47\% | (548) | 1161 |
| Relig: All Non-Christian | 12\% | (28) | 10\% | (23) | 6\% | (14) | 17\% | (38) | 54\% | (122) | 224 |
| Community: Urban | 11\% | (63) | 11\% | (63) | 10\% | (57) | 22\% | (126) | 46\% | (266) | 575 |
| Community: Suburban | 7\% | (71) | $11 \%$ | (108) | 9\% | (91) | 23\% | (227) | 49\% | (485) | 982 |
| Community: Rural | 5\% | (34) | $14 \%$ | (87) | 7\% | (43) | $22 \%$ | (143) | 52\% | (336) | 643 |

[^336]Table HR21_11: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Mike Pence

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 8\% | (167) | 12\% | (259) | 9\% | (191) | 23\% | (496) | 49\% | (1087) | 2199 |
| Employ: Private Sector | 11\% | (70) | 15\% | (101) | 8\% | (51) | 22\% | (145) | 44\% | (293) | 661 |
| Employ: Government | 13\% | (17) | 12\% | (15) | 10\% | (13) | 22\% | (27) | 43\% | (53) | 124 |
| Employ: Self-Employed | 7\% | (14) | 12\% | (24) | 8\% | (16) | 18\% | (35) | 54\% | (106) | 195 |
| Employ: Homemaker | 7\% | (12) | 10\% | (17) | 7\% | (12) | 20\% | (33) | 57\% | (96) | 170 |
| Employ: Student | 11\% | (8) | 24\% | (19) | 7\% | (6) | 24\% | (19) | 34\% | (27) | 79 |
| Employ: Retired | 5\% | (27) | 10\% | (50) | 9\% | (49) | 32\% | (165) | 44\% | (232) | 523 |
| Employ: Unemployed | 7\% | (18) | 3\% | (9) | 14\% | (37) | 12\% | (31) | 64\% | (167) | 262 |
| Employ: Other | 1\% | (2) | 13\% | (24) | 3\% | (6) | 22\% | (40) | 61\% | (112) | 185 |
| Military HH: Yes | 8\% | (33) | 9\% | (36) | 9\% | (33) | 26\% | (99) | 48\% | (183) | 384 |
| Military HH: No | 7\% | (135) | 12\% | (222) | 9\% | (158) | 22\% | (397) | 50\% | (903) | 1815 |
| RD/WT: Right Direction | 11\% | (90) | 13\% | (109) | 8\% | (67) | 23\% | (192) | 45\% | (368) | 826 |
| RD/WT: Wrong Track | 6\% | (77) | 11\% | (149) | 9\% | (124) | 22\% | (304) | 52\% | (718) | 1373 |
| Trump Job Approve | 11\% | (94) | 12\% | (105) | 9\% | (80) | 25\% | (220) | 42\% | (369) | 870 |
| Trump Job Disapprove | 6\% | (71) | 12\% | (152) | 9\% | (107) | 22\% | (264) | 52\% | (633) | 1227 |
| Trump Job Strongly Approve | 14\% | (62) | 11\% | (46) | 8\% | (35) | 27\% | (120) | 40\% | (176) | 440 |
| Trump Job Somewhat Approve | 8\% | (33) | 14\% | (59) | 11\% | (45) | 23\% | (100) | 45\% | (193) | 429 |
| Trump Job Somewhat Disapprove | 4\% | (12) | 16\% | (47) | 11\% | (33) | 15\% | (46) | 54\% | (160) | 297 |
| Trump Job Strongly Disapprove | 6\% | (59) | 11\% | (105) | 8\% | (75) | 24\% | (219) | 51\% | (473) | 930 |
| Favorable of Trump | 10\% | (83) | 13\% | (110) | 10\% | (83) | 24\% | (208) | 43\% | (365) | 847 |
| Unfavorable of Trump | 7\% | (83) | 12\% | (146) | 8\% | (101) | 23\% | (275) | 50\% | (607) | 1212 |
| Very Favorable of Trump | 14\% | (65) | 10\% | (50) | 8\% | (38) | 26\% | (125) | 42\% | (201) | 479 |
| Somewhat Favorable of Trump | 5\% | (18) | 16\% | (60) | 12\% | (44) | 23\% | (83) | 44\% | (163) | 368 |
| Somewhat Unfavorable of Trump | 6\% | (14) | 17\% | (41) | 12\% | (28) | 17\% | (40) | 48\% | (112) | 236 |
| Very Unfavorable of Trump | 7\% | (68) | 11\% | (105) | 8\% | (73) | 24\% | (235) | 51\% | (495) | 976 |

[^337]Table HR21_11: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Mike Pence

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 8\% | (167) | 12\% | (259) | 9\% | (191) | 23\% | (496) | 49\% | (1087) | 2199 |
| \#1 Issue: Economy | 6\% | (34) | 15\% | (82) | 8\% | (47) | 22\% | (125) | 49\% | (272) | 560 |
| \#1 Issue: Security | 9\% | (38) | 14\% | (61) | 10\% | (44) | 27\% | (117) | 41\% | (180) | 441 |
| \#1 Issue: Health Care | 6\% | (23) | 10\% | (38) | 7\% | (27) | 26\% | (95) | 51\% | (186) | 368 |
| \#1 Issue: Medicare / Social Security | 7\% | (24) | 8\% | (30) | 8\% | (30) | 25\% | (91) | 51\% | (183) | 359 |
| \#1 Issue: Women's Issues | 14\% | (17) | 11\% | (13) | 14\% | (18) | 15\% | (19) | 46\% | (58) | 126 |
| \#1 Issue: Education | 10\% | (16) | 10\% | (15) | 10\% | (15) | 10\% | (15) | 60\% | (93) | 154 |
| \#1 Issue: Energy | 10\% | (10) | 15\% | (15) | 4\% | (4) | 15\% | (15) | 55\% | (55) | 100 |
| \#1 Issue: Other | 5\% | (4) | 4\% | (4) | 6\% | (6) | 20\% | (19) | 65\% | (60) | 93 |
| 2018 House Vote: Democrat | 9\% | (75) | 13\% | (110) | 8\% | (71) | 25\% | (206) | 45\% | (378) | 839 |
| 2018 House Vote: Republican | 10\% | (65) | 11\% | (71) | 10\% | (66) | 27\% | (177) | 41\% | (264) | 643 |
| 2018 House Vote: Someone else | 1\% | (2) | 10\% | (10) | 3\% | (4) | 27\% | (29) | 58\% | (61) | 105 |
| 2018 House Vote: Didnt Vote | 3\% | (20) | 11\% | (66) | 8\% | (50) | 14\% | (84) | 63\% | (384) | 605 |
| 2016 Vote: Hillary Clinton | 8\% | (55) | 14\% | (97) | 8\% | (60) | 25\% | (177) | 46\% | (329) | 719 |
| 2016 Vote: Donald Trump | 11\% | (70) | 11\% | (75) | 9\% | (62) | 28\% | (189) | 41\% | (270) | 666 |
| 2016 Vote: Someone else | 5\% | (8) | 13\% | (23) | 7\% | (13) | 20\% | (35) | 55\% | (99) | 178 |
| 2016 Vote: Didnt Vote | 5\% | (34) | 10\% | (62) | 9\% | (55) | 14\% | (91) | 62\% | (387) | 629 |
| Voted in 2014: Yes | 8\% | (114) | 13\% | (176) | 9\% | (124) | 26\% | (349) | 44\% | (603) | 1366 |
| Voted in 2014: No | 6\% | (54) | 10\% | (82) | 8\% | (67) | 18\% | (147) | 58\% | (483) | 833 |
| 2012 Vote: Barack Obama | 8\% | (65) | 15\% | (125) | 8\% | (66) | 25\% | (209) | 45\% | (388) | 854 |
| 2012 Vote: Mitt Romney | 8\% | (39) | 9\% | (45) | 10\% | (51) | 29\% | (146) | 44\% | (220) | 501 |
| 2012 Vote: Other | 5\% | (4) | 8\% | (7) | 12\% | (10) | 30\% | (26) | 46\% | (40) | 87 |
| 2012 Vote: Didn't Vote | 8\% | (59) | 11\% | (82) | 8\% | (63) | 15\% | (114) | 58\% | (434) | 752 |
| 4-Region: Northeast | 5\% | (19) | 10\% | (41) | 11\% | (42) | 25\% | (98) | 49\% | (194) | 394 |
| 4-Region: Midwest | 6\% | (29) | 12\% | (56) | 10\% | (45) | 21\% | (98) | 51\% | (235) | 462 |
| 4-Region: South | 9\% | (77) | 11\% | (94) | 7\% | (59) | 21\% | (176) | 51\% | (417) | 824 |
| 4-Region: West | 8\% | (42) | 13\% | (68) | 9\% | (45) | 24\% | (123) | 46\% | (241) | 519 |

Continued on next page

Table HR21_11: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Mike Pence

|  | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Don't know/ <br> No opinion | Total N |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

[^338]Table HR21_11: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Mike Pence

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 8\% | (167) | 12\% | (259) | 9\% | (191) | 23\% | (496) | 49\% | (1087) | 2199 |
| Streaming service: I currently subscribe | 8\% | (107) | $14 \%$ | (187) | 8\% | (103) | 23\% | (304) | 46\% | (601) | 1302 |
| Streaming service: I subscribed in the past | 10\% | (22) | $12 \%$ | (28) | 13\% | (31) | 12\% | (27) | 53\% | (125) | 234 |
| Streaming service: I have never subscribed | 6\% | (38) | 7\% | (43) | 8\% | (56) | 25\% | (165) | 54\% | (360) | 663 |
| Film: An avid fan | $11 \%$ | (84) | 14\% | (106) | 8\% | (61) | 23\% | (180) | 45\% | (348) | 779 |
| Film: A casual fan | 6\% | (70) | $11 \%$ | (128) | 10\% | (111) | 23\% | (267) | 50\% | (577) | 1153 |
| Film: Not a fan | 5\% | (14) | $9 \%$ | (24) | 7\% | (18) | 18\% | (49) | 60\% | (162) | 267 |
| Television: An avid fan | 10\% | (116) | 14\% | (160) | 8\% | (96) | 22\% | (257) | 45\% | (524) | 1154 |
| Television: A casual fan | 5\% | (47) | 10\% | (88) | 9\% | (84) | 24\% | (215) | 52\% | (473) | 907 |
| Television: Not a fan | 3\% | (5) | 7\% | (10) | 7\% | (10) | 17\% | (24) | 65\% | (90) | 139 |
| Music: An avid fan | 10\% | (116) | 14\% | (158) | 8\% | (95) | 22\% | (251) | 46\% | (531) | 1152 |
| Music: A casual fan | 5\% | (47) | 10\% | (92) | 9\% | (83) | 24\% | (216) | 52\% | (469) | 907 |
| Music: Not a fan | 3\% | (4) | 6\% | (8) | 9\% | (12) | 20\% | (28) | 62\% | (87) | 140 |
| Fashion: An avid fan | 19\% | (65) | 15\% | (51) | 8\% | (29) | 19\% | (67) | 38\% | (131) | 342 |
| Fashion: A casual fan | 5\% | (45) | 12\% | (101) | 9\% | (73) | 22\% | (192) | 52\% | (449) | 861 |
| Fashion: Not a fan | 6\% | (57) | $11 \%$ | (106) | 9\% | (89) | $24 \%$ | (237) | $51 \%$ | (507) | 996 |

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

Table HR21_12: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Nancy Pelosi

| Demographic | Much more <br> favorable | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable | Don't know <br> impression | No opinion |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | Total N

Continued on next page

Table HR21_12: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Nancy Pelosi

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | $\begin{gathered} \text { Don } \\ \text { No } \end{gathered}$ | know / <br> pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 10\% | (223) | 13\% | (283) | 8\% | (167) | 23\% | (499) | 47\% | (1026) | 2199 |
| Educ: < College | 10\% | (153) | 11\% | (161) | 6\% | (98) | 23\% | (343) | 50\% | (757) | 1512 |
| Educ: Bachelors degree | 9\% | (41) | 18\% | (78) | 10\% | (43) | 24\% | (105) | 40\% | (176) | 444 |
| Educ: Post-grad | 12\% | (29) | 18\% | (44) | $11 \%$ | (26) | 21\% | (51) | 38\% | (93) | 243 |
| Income: Under 50k | 11\% | (140) | 13\% | (169) | 8\% | (105) | 18\% | (237) | 50\% | (646) | 1297 |
| Income: 50k-100k | 10\% | (64) | 13\% | (78) | 7\% | (44) | 28\% | (171) | 42\% | (258) | 615 |
| Income: 100k+ | 7\% | (20) | 13\% | (37) | 6\% | (18) | 32\% | (91) | 42\% | (122) | 287 |
| Ethnicity: White | 8\% | (132) | 12\% | (201) | 7\% | (128) | 25\% | (439) | 48\% | (821) | 1722 |
| Ethnicity: Hispanic | 18\% | (63) | 18\% | (64) | 6\% | (19) | 16\% | (56) | 42\% | (148) | 350 |
| Ethnicity: Afr. Am. | 21\% | (59) | 15\% | (42) | 10\% | (28) | 12\% | (32) | 41\% | (113) | 274 |
| Ethnicity: Other | 16\% | (32) | 19\% | (39) | 6\% | (12) | $14 \%$ | (28) | 45\% | (92) | 203 |
| Relig: Protestant | 6\% | (32) | 12\% | (62) | 8\% | (41) | 33\% | (179) | 42\% | (224) | 539 |
| Relig: Roman Catholic | 16\% | (70) | 11\% | (50) | 7\% | (31) | 25\% | (108) | 40\% | (176) | 436 |
| Relig: Something Else | 12\% | (22) | 9\% | (16) | 7\% | (13) | 17\% | (32) | 55\% | (103) | 187 |
| Relig: Jewish | 10\% | (5) | $31 \%$ | (17) | 7\% | (4) | 15\% | (8) | 37\% | (20) | 54 |
| Relig: Evangelical | 11\% | (88) | 12\% | (96) | $7 \%$ | (57) | 24\% | (195) | 46\% | (369) | 805 |
| Relig: Non-Evang. Catholics | 10\% | (36) | 9\% | (33) | 8\% | (29) | 35\% | (125) | 38\% | (135) | 357 |
| Relig: All Christian | 11\% | (124) | 11\% | (129) | 7\% | (85) | 28\% | (320) | 43\% | (504) | 1161 |
| Relig: All Non-Christian | 8\% | (17) | 9\% | (19) | 3\% | (7) | 27\% | (61) | 53\% | (119) | 224 |
| Community: Urban | 14\% | (80) | 17\% | (96) | 8\% | (49) | 17\% | (98) | 44\% | (252) | 575 |
| Community: Suburban | 11\% | (107) | 13\% | (132) | 8\% | (82) | 23\% | (227) | 44\% | (435) | 982 |
| Community: Rural | 6\% | (36) | 9\% | (55) | 6\% | (37) | 27\% | (174) | 53\% | (340) | 643 |

[^339]Table HR21_12: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Nancy Pelosi

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 10\% | (223) | 13\% | (283) | 8\% | (167) | 23\% | (499) | 47\% | (1026) | 2199 |
| Employ: Private Sector | 11\% | (73) | 14\% | (93) | 9\% | (58) | 25\% | (165) | 41\% | (271) | 661 |
| Employ: Government | 7\% | (9) | 22\% | (28) | $11 \%$ | (14) | 18\% | (22) | 42\% | (52) | 124 |
| Employ: Self-Employed | 12\% | (23) | 14\% | (28) | 5\% | (10) | 22\% | (43) | 46\% | (91) | 195 |
| Employ: Homemaker | 4\% | (7) | 8\% | (13) | 8\% | (13) | 18\% | (31) | 62\% | (105) | 170 |
| Employ: Student | 16\% | (13) | 25\% | (20) | 5\% | (4) | 11\% | (8) | 44\% | (34) | 79 |
| Employ: Retired | 8\% | (39) | 12\% | (64) | 8\% | (43) | $31 \%$ | (162) | 41\% | (214) | 523 |
| Employ: Unemployed | $11 \%$ | (28) | 7\% | (19) | 6\% | (15) | 17\% | (44) | 59\% | (154) | 262 |
| Employ: Other | 17\% | (31) | 10\% | (18) | 5\% | (10) | 12\% | (22) | 56\% | (104) | 185 |
| Military HH: Yes | 10\% | (37) | 13\% | (52) | 5\% | (21) | 27\% | (103) | 45\% | (173) | 384 |
| Military HH: No | 10\% | (186) | 13\% | (232) | 8\% | (147) | 22\% | (397) | 47\% | (853) | 1815 |
| RD/WT: Right Direction | 6\% | (53) | 7\% | (59) | 8\% | (67) | 38\% | (311) | 41\% | (337) | 826 |
| RD/WT: Wrong Track | 12\% | (170) | 16\% | (224) | 7\% | (100) | 14\% | (188) | 50\% | (689) | 1373 |
| Trump Job Approve | 7\% | (61) | 6\% | (55) | 8\% | (69) | 40\% | (345) | 39\% | (339) | 870 |
| Trump Job Disapprove | 13\% | (160) | 18\% | (226) | 8\% | (98) | 12\% | (144) | 49\% | (600) | 1227 |
| Trump Job Strongly Approve | 9\% | (42) | 4\% | (19) | 5\% | (22) | 45\% | (199) | 36\% | (159) | 440 |
| Trump Job Somewhat Approve | 4\% | (19) | 8\% | (36) | $11 \%$ | (48) | 34\% | (146) | 42\% | (181) | 429 |
| Trump Job Somewhat Disapprove | 6\% | (17) | 13\% | (40) | 9\% | (27) | 22\% | (65) | 50\% | (148) | 297 |
| Trump Job Strongly Disapprove | 15\% | (143) | 20\% | (186) | 8\% | (71) | 8\% | (79) | 49\% | (452) | 930 |
| Favorable of Trump | 6\% | (50) | 5\% | (45) | 8\% | (70) | 41\% | (345) | 40\% | (337) | 847 |
| Unfavorable of Trump | 14\% | (171) | 19\% | (234) | 8\% | (93) | 11\% | (133) | 48\% | (580) | 1212 |
| Very Favorable of Trump | 8\% | (36) | 3\% | (16) | 6\% | (28) | 44\% | (213) | 39\% | (185) | 479 |
| Somewhat Favorable of Trump | 4\% | (14) | 8\% | (29) | 11\% | (42) | 36\% | (132) | 41\% | (151) | 368 |
| Somewhat Unfavorable of Trump | 6\% | (15) | 12\% | (27) | 12\% | (27) | 24\% | (56) | 47\% | (111) | 236 |
| Very Unfavorable of Trump | 16\% | (156) | 21\% | (207) | 7\% | (66) | 8\% | (78) | 48\% | (469) | 976 |

[^340]Table HR21_12: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Nancy Pelosi

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 10\% | (223) | 13\% | (283) | 8\% | (167) | 23\% | (499) | 47\% | (1026) | 2199 |
| \#1 Issue: Economy | 11\% | (60) | 14\% | (81) | 9\% | (51) | 19\% | (109) | 46\% | (259) | 560 |
| \#1 Issue: Security | 5\% | (21) | 7\% | (32) | 7\% | (29) | 45\% | (198) | 37\% | (161) | 441 |
| \#1 Issue: Health Care | 15\% | (54) | 13\% | (49) | 9\% | (32) | 15\% | (56) | 48\% | (177) | 368 |
| \#1 Issue: Medicare / Social Security | 11\% | (38) | 16\% | (56) | 5\% | (17) | 24\% | (87) | 45\% | (162) | 359 |
| \#1 Issue: Women's Issues | 19\% | (24) | 10\% | (12) | $11 \%$ | (14) | 10\% | (13) | 50\% | (63) | 126 |
| \#1 Issue: Education | 8\% | (12) | 17\% | (25) | 9\% | (13) | 8\% | (13) | 59\% | (90) | 154 |
| \#1 Issue: Energy | 8\% | (8) | 22\% | (22) | 6\% | (6) | 12\% | (12) | 51\% | (51) | 100 |
| \#1 Issue: Other | 7\% | (7) | 6\% | (6) | 6\% | (6) | 13\% | (12) | 67\% | (63) | 93 |
| 2018 House Vote: Democrat | 18\% | (153) | 22\% | (183) | 8\% | (71) | 8\% | (69) | 43\% | (363) | 839 |
| 2018 House Vote: Republican | $4 \%$ | (24) | 6\% | (37) | 8\% | (54) | 44\% | (283) | 38\% | (244) | 643 |
| 2018 House Vote: Someone else | 1\% | (1) | 6\% | (7) | 2\% | (2) | 37\% | (39) | 54\% | (57) | 105 |
| 2018 House Vote: Didnt Vote | 7\% | (42) | 9\% | (55) | 6\% | (39) | 18\% | (107) | 60\% | (362) | 605 |
| 2016 Vote: Hillary Clinton | 18\% | (133) | 22\% | (158) | 9\% | (62) | 8\% | (55) | 43\% | (311) | 719 |
| 2016 Vote: Donald Trump | 5\% | (31) | $7 \%$ | (46) | 8\% | (50) | 42\% | (282) | 39\% | (257) | 666 |
| 2016 Vote: Someone else | 2\% | (4) | 14\% | (25) | 7\% | (12) | 25\% | (44) | 53\% | (93) | 178 |
| 2016 Vote: Didnt Vote | 9\% | (55) | 8\% | (51) | 7\% | (44) | 18\% | (116) | 58\% | (363) | 629 |
| Voted in 2014: Yes | 11\% | (152) | 15\% | (208) | $7 \%$ | (99) | 25\% | (338) | 42\% | (569) | 1366 |
| Voted in 2014: No | 9\% | (71) | 9\% | (75) | 8\% | (69) | 19\% | (161) | 55\% | (457) | 833 |
| 2012 Vote: Barack Obama | 17\% | (142) | 20\% | (168) | 8\% | (68) | 12\% | (106) | 43\% | (370) | 854 |
| 2012 Vote: Mitt Romney | 3\% | (15) | 6\% | (28) | 6\% | (31) | 45\% | (228) | 40\% | (199) | 501 |
| 2012 Vote: Other | 1\% | (1) | 11\% | (9) | 8\% | (7) | $34 \%$ | (29) | 47\% | (41) | 87 |
| 2012 Vote: Didn't Vote | 9\% | (65) | 10\% | (79) | 8\% | (61) | 18\% | (137) | 55\% | (411) | 752 |
| 4-Region: Northeast | $14 \%$ | (57) | 12\% | (47) | 8\% | (30) | $21 \%$ | (82) | 45\% | (178) | 394 |
| 4-Region: Midwest | 8\% | (38) | 10\% | (47) | 8\% | (38) | 24\% | (111) | 50\% | (229) | 462 |
| 4-Region: South | 9\% | (73) | 12\% | (101) | 7\% | (54) | 25\% | (209) | 47\% | (387) | 824 |
| 4-Region: West | 11\% | (55) | 17\% | (89) | 9\% | (46) | 19\% | (97) | 45\% | (232) | 519 |

Continued on next page

Table HR21_12: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Nancy Pelosi

| Demographic | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Don't know / <br> No opinion | Total N |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

Continued on next page

Table HR21_12: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Nancy Pelosi

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  |  | know / pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 10\% | (223) | 13\% | (283) | 8\% | (167) | 23\% | (499) | 47\% | (1026) | 2199 |
| Streaming service: I currently subscribe | 12\% | (151) | 16\% | (202) | 7\% | (96) | $21 \%$ | (275) | 44\% | (578) | 1302 |
| Streaming service: I subscribed in the past | 10\% | (23) | 10\% | (24) | 13\% | (30) | $21 \%$ | (49) | 46\% | (108) | 234 |
| Streaming service: I have never subscribed | 7\% | (49) | 9\% | (57) | 6\% | (41) | 26\% | (175) | 51\% | (340) | 663 |
| Film: An avid fan | 16\% | (122) | 16\% | (125) | 8\% | (62) | 20\% | (152) | 41\% | (318) | 779 |
| Film: A casual fan | 8\% | (90) | 13\% | (145) | 8\% | (91) | 24\% | (278) | 48\% | (549) | 1153 |
| Film: Not a fan | 4\% | (11) | 5\% | (13) | 5\% | (14) | 26\% | (69) | 60\% | (159) | 267 |
| Television: An avid fan | 13\% | (155) | 15\% | (170) | 8\% | (97) | 22\% | (255) | 41\% | (476) | 1154 |
| Television: A casual fan | 7\% | (64) | 12\% | (106) | 7\% | (63) | 23\% | (210) | 51\% | (465) | 907 |
| Television: Not a fan | 3\% | (4) | 5\% | (7) | 6\% | (8) | 25\% | (34) | 61\% | (85) | 139 |
| Music: An avid fan | 13\% | (152) | 16\% | (185) | 8\% | (92) | 20\% | (230) | 43\% | (493) | 1152 |
| Music: A casual fan | 7\% | (63) | 10\% | (87) | 7\% | (68) | 26\% | (239) | 50\% | (450) | 907 |
| Music: Not a fan | 6\% | (8) | 8\% | (11) | 6\% | (8) | $21 \%$ | (30) | 59\% | (83) | 140 |
| Fashion: An avid fan | 21\% | (74) | 19\% | (64) | 8\% | (26) | 15\% | (53) | 37\% | (125) | 342 |
| Fashion: A casual fan | 11\% | (91) | 13\% | (111) | 7\% | (63) | 21\% | (181) | 48\% | (415) | 861 |
| Fashion: Not a fan | 6\% | (58) | 11\% | (108) | 8\% | (78) | 27\% | (265) | 49\% | (487) | 996 |

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

Table HR21_13: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Alexandria Ocasio-Cortez

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  |  | know / pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 10\% | (210) | 11\% | (241) | 6\% | (143) | 20\% | (442) | 53\% | (1163) | 2199 |
| Gender: Male | 14\% | (144) | 13\% | (141) | 7\% | (73) | 23\% | (242) | 43\% | (461) | 1061 |
| Gender: Female | 6\% | (66) | 9\% | (100) | 6\% | (70) | 18\% | (200) | 62\% | (702) | 1138 |
| Age: 18-29 | 14\% | (59) | 11\% | (43) | 6\% | (23) | 15\% | (63) | 54\% | (223) | 411 |
| Age: 30-44 | 11\% | (67) | 12\% | (74) | 6\% | (37) | 12\% | (71) | 59\% | (352) | 600 |
| Age: 45-54 | 7\% | (23) | 10\% | (35) | 6\% | (21) | $21 \%$ | (71) | 55\% | (185) | 335 |
| Age: 55-64 | 9\% | (38) | 11\% | (46) | 7\% | (28) | 28\% | (115) | 45\% | (188) | 417 |
| Age: 65+ | 5\% | (23) | 10\% | (43) | 8\% | (33) | 28\% | (122) | 49\% | (215) | 436 |
| Generation Z: 18-21 | 14\% | (16) | 5\% | (6) | 6\% | (6) | 17\% | (19) | 59\% | (68) | 116 |
| Millennial: Age 22-37 | 12\% | (82) | 15\% | (98) | 7\% | (46) | 12\% | (78) | 54\% | (354) | 657 |
| Generation X: Age 38-53 | 9\% | (47) | 8\% | (45) | 5\% | (26) | 18\% | (97) | 60\% | (328) | 543 |
| Boomers: Age 54-72 | 8\% | (60) | 11\% | (83) | 7\% | (57) | 27\% | (212) | 47\% | (361) | 772 |
| PID: Dem (no lean) | 17\% | (135) | 19\% | (152) | 5\% | (39) | 8\% | (61) | 52\% | (419) | 806 |
| PID: Ind (no lean) | 6\% | (45) | 7\% | (56) | 6\% | (49) | 19\% | (145) | 61\% | (458) | 754 |
| PID: Rep (no lean) | 5\% | (30) | 5\% | (33) | 9\% | (55) | 37\% | (236) | 45\% | (286) | 639 |
| PID/Gender: Dem Men | 25\% | (99) | 21\% | (83) | 5\% | (18) | 8\% | (31) | 41\% | (164) | 395 |
| PID/Gender: Dem Women | 9\% | (36) | 17\% | (69) | 5\% | (21) | 7\% | (30) | 62\% | (255) | 411 |
| PID/Gender: Ind Men | 7\% | (23) | 11\% | (35) | 7\% | (23) | $21 \%$ | (68) | 54\% | (177) | 326 |
| PID/Gender: Ind Women | 5\% | (22) | 5\% | (22) | 6\% | (25) | 18\% | (77) | 66\% | (281) | 427 |
| PID/Gender: Rep Men | 6\% | (22) | 7\% | (23) | 9\% | (31) | 42\% | (143) | 36\% | (121) | 339 |
| PID/Gender: Rep Women | 3\% | (8) | 3\% | (10) | 8\% | (24) | 31\% | (93) | 55\% | (165) | 300 |
| Ideo: Liberal (1-3) | 21\% | (139) | 22\% | (147) | 5\% | (34) | 7\% | (49) | 45\% | (305) | 674 |
| Ideo: Moderate (4) | 7\% | (38) | 11\% | (58) | 9\% | (48) | 17\% | (91) | 57\% | (308) | 544 |
| Ideo: Conservative (5-7) | 4\% | (29) | 5\% | (33) | 7\% | (52) | $38 \%$ | (274) | 45\% | (324) | 712 |

Continued on next page

Table HR21_13: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Alexandria Ocasio-Cortez

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | $\begin{gathered} \text { Don } \\ \text { No } \end{gathered}$ | know / <br> pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 10\% | (210) | $11 \%$ | (241) | 6\% | (143) | 20\% | (442) | 53\% | (1163) | 2199 |
| Educ: < College | 8\% | (124) | 9\% | (136) | 5\% | (77) | 20\% | (300) | 58\% | (874) | 1512 |
| Educ: Bachelors degree | 11\% | (47) | 16\% | (69) | 10\% | (43) | $21 \%$ | (95) | 43\% | (190) | 444 |
| Educ: Post-grad | 16\% | (39) | 15\% | (36) | 9\% | (22) | 19\% | (47) | 41\% | (99) | 243 |
| Income: Under 50k | 11\% | (137) | 10\% | (132) | 6\% | (79) | 16\% | (212) | 57\% | (737) | 1297 |
| Income: 50k-100k | 9\% | (56) | 12\% | (72) | 6\% | (39) | 24\% | (150) | 48\% | (298) | 615 |
| Income: 100k+ | 6\% | (17) | 13\% | (37) | 8\% | (24) | 28\% | (81) | 45\% | (128) | 287 |
| Ethnicity: White | 7\% | (127) | 10\% | (169) | 7\% | (115) | 23\% | (388) | 54\% | (924) | 1722 |
| Ethnicity: Hispanic | 19\% | (68) | 15\% | (51) | $3 \%$ | (12) | 13\% | (44) | 50\% | (175) | 350 |
| Ethnicity: Afr. Am. | 18\% | (50) | 15\% | (42) | 7\% | (20) | 9\% | (23) | $51 \%$ | (139) | 274 |
| Ethnicity: Other | 16\% | (33) | 15\% | (30) | $4 \%$ | (8) | 15\% | (31) | 50\% | (101) | 203 |
| Relig: Protestant | 6\% | (35) | 9\% | (46) | 6\% | (32) | 29\% | (159) | 50\% | (267) | 539 |
| Relig: Roman Catholic | 12\% | (54) | 13\% | (55) | 6\% | (27) | $21 \%$ | (93) | 48\% | (207) | 436 |
| Relig: Something Else | 10\% | (18) | 6\% | (12) | 5\% | (9) | 17\% | (31) | 62\% | (116) | 187 |
| Relig: Jewish | 9\% | (5) | 17\% | (9) | 12\% | (6) | $21 \%$ | (12) | 41\% | (22) | 54 |
| Relig: Evangelical | 11\% | (86) | 9\% | (70) | 6\% | (49) | $21 \%$ | (170) | 53\% | (429) | 805 |
| Relig: Non-Evang. Catholics | 6\% | (21) | 12\% | (43) | 5\% | (19) | 32\% | (113) | 45\% | (161) | 357 |
| Relig: All Christian | 9\% | (107) | 10\% | (113) | 6\% | (68) | 24\% | (283) | 51\% | (590) | 1161 |
| Relig: All Non-Christian | 7\% | (16) | 3\% | (8) | 9\% | (21) | 19\% | (42) | 61\% | (136) | 224 |
| Community: Urban | 15\% | (85) | 14\% | (81) | 6\% | (35) | 15\% | (87) | 50\% | (287) | 575 |
| Community: Suburban | 10\% | (97) | 11\% | (111) | 7\% | (68) | 20\% | (197) | 52\% | (509) | 982 |
| Community: Rural | 4\% | (29) | 8\% | (49) | 6\% | (40) | 25\% | (158) | 57\% | (367) | 643 |

[^341]Table HR21_13: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Alexandria Ocasio-Cortez

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 10\% | (210) | $11 \%$ | (241) | 6\% | (143) | 20\% | (442) | $53 \%$ | (1163) | 2199 |
| Employ: Private Sector | 11\% | (75) | 14\% | (91) | 8\% | (50) | 20\% | (130) | 48\% | (315) | 661 |
| Employ: Government | 15\% | (19) | $21 \%$ | (26) | 3\% | (4) | 15\% | (19) | 46\% | (58) | 124 |
| Employ: Self-Employed | 10\% | (20) | 10\% | (20) | 6\% | (13) | 21\% | (41) | 52\% | (102) | 195 |
| Employ: Homemaker | 7\% | (11) | 7\% | (12) | 7\% | (12) | 15\% | (26) | 64\% | (109) | 170 |
| Employ: Student | 19\% | (15) | $11 \%$ | (9) | 5\% | (4) | 19\% | (15) | 46\% | (37) | 79 |
| Employ: Retired | 6\% | (32) | 10\% | (50) | 8\% | (40) | 30\% | (154) | 47\% | (246) | 523 |
| Employ: Unemployed | 9\% | (25) | 8\% | (20) | 3\% | (9) | 15\% | (39) | 65\% | (169) | 262 |
| Employ: Other | 7\% | (14) | 7\% | (13) | 6\% | (11) | 10\% | (19) | 69\% | (128) | 185 |
| Military HH: Yes | 11\% | (41) | 10\% | (38) | 7\% | (26) | 24\% | (93) | 48\% | (186) | 384 |
| Military HH: No | 9\% | (169) | 11\% | (203) | 6\% | (117) | 19\% | (349) | 54\% | (977) | 1815 |
| RD/WT: Right Direction | 6\% | (49) | 7\% | (61) | 7\% | (57) | 33\% | (275) | 46\% | (384) | 826 |
| RD/WT: Wrong Track | 12\% | (161) | 13\% | (180) | 6\% | (85) | 12\% | (167) | 57\% | (779) | 1373 |
| Trump Job Approve | 6\% | (48) | 6\% | (50) | 8\% | (69) | 36\% | (315) | 45\% | (388) | 870 |
| Trump Job Disapprove | 13\% | (158) | 16\% | (191) | 6\% | (73) | 10\% | (118) | 56\% | (686) | 1227 |
| Trump Job Strongly Approve | 6\% | (25) | 6\% | (25) | 6\% | (25) | 44\% | (194) | 39\% | (170) | 440 |
| Trump Job Somewhat Approve | 5\% | (23) | 6\% | (24) | 10\% | (44) | 28\% | (121) | 51\% | (218) | 429 |
| Trump Job Somewhat Disapprove | $4 \%$ | (12) | 8\% | (22) | 13\% | (38) | 15\% | (46) | 60\% | (179) | 297 |
| Trump Job Strongly Disapprove | 16\% | (147) | 18\% | (169) | $4 \%$ | (35) | 8\% | (73) | 55\% | (507) | 930 |
| Favorable of Trump | 4\% | (36) | 7\% | (61) | 7\% | (58) | 36\% | (305) | 46\% | (388) | 847 |
| Unfavorable of Trump | 14\% | (171) | 15\% | (180) | 7\% | (82) | 10\% | (123) | 54\% | (657) | 1212 |
| Very Favorable of Trump | 5\% | (25) | 7\% | (33) | 5\% | (24) | 42\% | (200) | 41\% | (197) | 479 |
| Somewhat Favorable of Trump | 3\% | (11) | 8\% | (28) | 9\% | (34) | 29\% | (105) | 52\% | (191) | 368 |
| Somewhat Unfavorable of Trump | 6\% | (13) | 7\% | (15) | 16\% | (39) | 16\% | (37) | 56\% | (132) | 236 |
| Very Unfavorable of Trump | 16\% | (158) | 17\% | (165) | 4\% | (43) | 9\% | (86) | 54\% | (525) | 976 |

[^342]Table HR21_13: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Alexandria Ocasio-Cortez

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 10\% | (210) | 11\% | (241) | 6\% | (143) | 20\% | (442) | 53\% | (1163) | 2199 |
| \#1 Issue: Economy | 9\% | (52) | 11\% | (63) | 8\% | (45) | 19\% | (105) | 53\% | (295) | 560 |
| \#1 Issue: Security | 2\% | (10) | 6\% | (25) | 8\% | (35) | 40\% | (177) | 44\% | (193) | 441 |
| \#1 Issue: Health Care | 12\% | (45) | 14\% | (53) | 5\% | (18) | 14\% | (50) | 55\% | (202) | 368 |
| \#1 Issue: Medicare / Social Security | 9\% | (32) | 13\% | (48) | 4\% | (16) | 20\% | (71) | 53\% | (192) | 359 |
| \#1 Issue: Women's Issues | 21\% | (27) | 13\% | (17) | 4\% | (5) | 12\% | (15) | 49\% | (61) | 126 |
| \#1 Issue: Education | 12\% | (19) | 12\% | (18) | 5\% | (8) | 6\% | (9) | 65\% | (100) | 154 |
| \#1 Issue: Energy | 17\% | (17) | 13\% | (13) | 8\% | (8) | 5\% | (5) | 56\% | (56) | 100 |
| \#1 Issue: Other | 8\% | (7) | 7\% | (6) | 6\% | (6) | 10\% | (10) | 69\% | (65) | 93 |
| 2018 House Vote: Democrat | 19\% | (157) | 19\% | (162) | 6\% | (49) | 7\% | (62) | 49\% | (410) | 839 |
| 2018 House Vote: Republican | 2\% | (16) | 4\% | (28) | 8\% | (54) | 43\% | (275) | 42\% | (270) | 643 |
| 2018 House Vote: Someone else | 5\% | (5) | 2\% | (2) | 2\% | (2) | 24\% | (25) | 68\% | (72) | 105 |
| 2018 House Vote: Didnt Vote | 4\% | (26) | 8\% | (50) | 6\% | (37) | 13\% | (81) | 68\% | (411) | 605 |
| 2016 Vote: Hillary Clinton | 18\% | (128) | 20\% | (141) | 6\% | (45) | 6\% | (42) | 51\% | (364) | 719 |
| 2016 Vote: Donald Trump | 3\% | (20) | 6\% | (37) | 8\% | (53) | 40\% | (269) | 43\% | (286) | 666 |
| 2016 Vote: Someone else | 9\% | (16) | 11\% | (19) | 3\% | (6) | $21 \%$ | (37) | 56\% | (100) | 178 |
| 2016 Vote: Didnt Vote | 7\% | (46) | 7\% | (44) | 6\% | (39) | 14\% | (91) | 65\% | (409) | 629 |
| Voted in 2014: Yes | 11\% | (145) | 13\% | (176) | 7\% | (89) | 23\% | (312) | 47\% | (643) | 1366 |
| Voted in 2014: No | 8\% | (65) | 8\% | (65) | 6\% | (54) | 16\% | (130) | 62\% | (520) | 833 |
| 2012 Vote: Barack Obama | 15\% | (125) | 18\% | (152) | 6\% | (48) | 12\% | (99) | 50\% | (431) | 854 |
| 2012 Vote: Mitt Romney | $2 \%$ | (12) | 5\% | (26) | 7\% | (38) | 41\% | (203) | 44\% | (223) | 501 |
| 2012 Vote: Other | 3\% | (2) | 9\% | (8) | 10\% | (8) | 25\% | (21) | 54\% | (47) | 87 |
| 2012 Vote: Didn't Vote | 9\% | (71) | 7\% | (56) | 6\% | (49) | 16\% | (118) | 61\% | (459) | 752 |
| 4-Region: Northeast | 14\% | (57) | 8\% | (32) | 7\% | (28) | 19\% | (76) | 51\% | (201) | 394 |
| 4-Region: Midwest | 5\% | (25) | 11\% | (49) | 7\% | (32) | 21\% | (97) | 56\% | (260) | 462 |
| 4-Region: South | 9\% | (76) | 8\% | (70) | 6\% | (51) | 22\% | (185) | 54\% | (442) | 824 |
| 4-Region: West | 10\% | (52) | 17\% | (91) | 6\% | (33) | 16\% | (85) | 50\% | (259) | 519 |

Continued on next page

Table HR21_13: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Alexandria Ocasio-Cortez

|  | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Don't know/ <br> No opinion | Total N |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |

Continued on next page

Table HR21_13: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Alexandria Ocasio-Cortez

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 10\% | (210) | 11\% | (241) | 6\% | (143) | 20\% | (442) | 53\% | (1163) | 2199 |
| Streaming service: I currently subscribe | 12\% | (159) | 13\% | (164) | 6\% | (77) | 19\% | (247) | 50\% | (655) | 1302 |
| Streaming service: I subscribed in the past | 9\% | (21) | 13\% | (30) | 8\% | (19) | 15\% | (35) | 55\% | (129) | 234 |
| Streaming service: I have never subscribed | 5\% | (30) | 7\% | (47) | 7\% | (47) | 24\% | (160) | 57\% | (379) | 663 |
| Film: An avid fan | 15\% | (115) | 15\% | (115) | 6\% | (43) | 17\% | (136) | 48\% | (370) | 779 |
| Film: A casual fan | 7\% | (85) | 9\% | (109) | 8\% | (87) | 21\% | (244) | 54\% | (627) | 1153 |
| Film: Not a fan | $4 \%$ | (10) | 6\% | (17) | 5\% | (12) | 23\% | (62) | 62\% | (166) | 267 |
| Television: An avid fan | 12\% | (136) | 13\% | (153) | 6\% | (63) | 19\% | (224) | 50\% | (577) | 1154 |
| Television: A casual fan | 7\% | (66) | 9\% | (81) | 8\% | (71) | 21\% | (192) | 55\% | (497) | 907 |
| Television: Not a fan | 6\% | (8) | 5\% | (7) | 6\% | (8) | 19\% | (27) | 64\% | (90) | 139 |
| Music: An avid fan | 13\% | (148) | 13\% | (153) | 7\% | (76) | 18\% | (206) | 49\% | (569) | 1152 |
| Music: A casual fan | 6\% | (58) | 9\% | (81) | 7\% | (63) | 23\% | (208) | 55\% | (497) | 907 |
| Music: Not a fan | 3\% | (4) | 5\% | (7) | $2 \%$ | (3) | 20\% | (28) | 69\% | (97) | 140 |
| Fashion: An avid fan | 19\% | (66) | 17\% | (58) | 6\% | (20) | 15\% | (52) | 43\% | (146) | 342 |
| Fashion: A casual fan | 9\% | (81) | 12\% | (100) | 7\% | (59) | 18\% | (151) | 55\% | (470) | 861 |
| Fashion: Not a fan | 6\% | (64) | 8\% | (83) | 6\% | (64) | 24\% | (239) | 55\% | (546) | 996 |

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

Table HR21_14: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way? Chuck Schumer

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don' No | $\begin{aligned} & \text { know / } \\ & \text { pinion } \end{aligned}$ | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 8\% | (172) | 10\% | (230) | 8\% | (166) | 19\% | (422) | 55\% | (1210) | 2199 |
| Gender: Male | 10\% | (111) | 13\% | (133) | 9\% | (96) | 22\% | (236) | 46\% | (486) | 1061 |
| Gender: Female | 5\% | (61) | 9\% | (97) | 6\% | (70) | 16\% | (186) | 64\% | (724) | 1138 |
| Age: 18-29 | 11\% | (44) | 11\% | (45) | 6\% | (27) | 11\% | (44) | 61\% | (252) | 411 |
| Age: 30-44 | 9\% | (57) | 9\% | (55) | 8\% | (50) | 11\% | (67) | 62\% | (371) | 600 |
| Age: 45-54 | 7\% | (24) | 11\% | (38) | 7\% | (25) | 20\% | (67) | 54\% | (181) | 335 |
| Age: 55-64 | 7\% | (29) | 12\% | (48) | 6\% | (25) | 27\% | (112) | 48\% | (202) | 417 |
| Age: 65+ | 4\% | (18) | 10\% | (44) | 9\% | (39) | 30\% | (132) | 47\% | (204) | 436 |
| Generation Z: 18-21 | 9\% | (11) | 10\% | (12) | 3\% | (4) | 9\% | (11) | 68\% | (79) | 116 |
| Millennial: Age 22-37 | 9\% | (62) | 11\% | (74) | 9\% | (62) | 10\% | (68) | 59\% | (391) | 657 |
| Generation X: Age 38-53 | 9\% | (48) | 9\% | (49) | 6\% | (33) | 16\% | (89) | 60\% | (325) | 543 |
| Boomers: Age 54-72 | 6\% | (48) | 11\% | (84) | 7\% | (57) | 28\% | (218) | 47\% | (365) | 772 |
| PID: Dem (no lean) | 14\% | (109) | 17\% | (138) | 7\% | (53) | 8\% | (61) | 55\% | (446) | 806 |
| PID: Ind (no lean) | 4\% | (28) | 7\% | (56) | 8\% | (59) | 18\% | (136) | 63\% | (475) | 754 |
| PID: Rep (no lean) | 5\% | (35) | 6\% | (36) | 8\% | (53) | 35\% | (225) | 45\% | (290) | 639 |
| PID/Gender: Dem Men | 18\% | (73) | 19\% | (75) | 7\% | (26) | 9\% | (37) | 47\% | (184) | 395 |
| PID/Gender: Dem Women | 9\% | (37) | 15\% | (62) | 7\% | (27) | 6\% | (24) | 64\% | (261) | 411 |
| PID/Gender: Ind Men | 5\% | (15) | 12\% | (38) | 11\% | (37) | 19\% | (63) | 53\% | (174) | 326 |
| PID/Gender: Ind Women | 3\% | (13) | 4\% | (18) | 5\% | (22) | 17\% | (73) | 70\% | (301) | 427 |
| PID/Gender: Rep Men | 7\% | (23) | 6\% | (20) | 10\% | (32) | 40\% | (137) | 38\% | (127) | 339 |
| PID/Gender: Rep Women | $4 \%$ | (12) | 5\% | (16) | 7\% | (21) | 30\% | (89) | 54\% | (162) | 300 |
| Ideo: Liberal (1-3) | 16\% | (108) | 19\% | (128) | $7 \%$ | (45) | 6\% | (42) | $52 \%$ | (351) | 674 |
| Ideo: Moderate (4) | 7\% | (37) | 10\% | (56) | 10\% | (54) | 17\% | (91) | 56\% | (306) | 544 |
| Ideo: Conservative (5-7) | $3 \%$ | (25) | 6\% | (43) | 9\% | (61) | 36\% | (259) | 46\% | (325) | 712 |

Continued on next page

Table HR21_14: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Chuck Schumer

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | $\begin{gathered} \text { Don } \\ \text { No } \end{gathered}$ | know / <br> pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 8\% | (172) | 10\% | (230) | 8\% | (166) | 19\% | (422) | 55\% | (1210) | 2199 |
| Educ: < College | 8\% | (117) | 9\% | (133) | 6\% | (91) | 18\% | (276) | 59\% | (894) | 1512 |
| Educ: Bachelors degree | 6\% | (28) | 14\% | (64) | $11 \%$ | (47) | 23\% | (102) | 46\% | (204) | 444 |
| Educ: Post-grad | 11\% | (27) | 14\% | (33) | $11 \%$ | (27) | 18\% | (44) | 46\% | (112) | 243 |
| Income: Under 50k | 9\% | (114) | 11\% | (140) | 7\% | (86) | 16\% | (204) | 58\% | (753) | 1297 |
| Income: 50k-100k | 7\% | (42) | 10\% | (61) | 8\% | (51) | 24\% | (145) | 52\% | (317) | 615 |
| Income: 100k+ | 6\% | (16) | 10\% | (30) | 10\% | (29) | 25\% | (73) | 49\% | (140) | 287 |
| Ethnicity: White | 5\% | (89) | 10\% | (173) | 8\% | (129) | 22\% | (376) | 55\% | (954) | 1722 |
| Ethnicity: Hispanic | 13\% | (47) | 12\% | (41) | 5\% | (19) | 13\% | (45) | 57\% | (198) | 350 |
| Ethnicity: Afr. Am. | 21\% | (57) | 11\% | (31) | 7\% | (20) | 6\% | (17) | 55\% | (151) | 274 |
| Ethnicity: Other | 13\% | (26) | 13\% | (26) | 8\% | (16) | $14 \%$ | (29) | 52\% | (105) | 203 |
| Relig: Protestant | 4\% | (23) | 10\% | (55) | 8\% | (42) | 27\% | (145) | 51\% | (273) | 539 |
| Relig: Roman Catholic | 12\% | (53) | 10\% | (44) | 8\% | (35) | 22\% | (97) | 47\% | (206) | 436 |
| Relig: Something Else | 7\% | (13) | 9\% | (17) | 3\% | (5) | 17\% | (32) | 64\% | (120) | 187 |
| Relig: Jewish | 11\% | (6) | 27\% | (15) | 3\% | (2) | 19\% | (10) | 40\% | (21) | 54 |
| Relig: Evangelical | 7\% | (60) | 10\% | (82) | $7 \%$ | (55) | 22\% | (174) | 54\% | (433) | 805 |
| Relig: Non-Evang. Catholics | 8\% | (29) | 9\% | (34) | 8\% | (28) | 28\% | (100) | 46\% | (166) | 357 |
| Relig: All Christian | 8\% | (89) | 10\% | (116) | 7\% | (83) | 24\% | (274) | 52\% | (599) | 1161 |
| Relig: All Non-Christian | 9\% | (21) | $5 \%$ | (12) | 6\% | (12) | 18\% | (41) | 62\% | (138) | 224 |
| Community: Urban | 12\% | (70) | 14\% | (79) | 8\% | (46) | 13\% | (73) | 53\% | (307) | 575 |
| Community: Suburban | 8\% | (74) | 11\% | (106) | 8\% | (81) | $21 \%$ | (203) | 53\% | (518) | 982 |
| Community: Rural | 4\% | (28) | 7\% | (45) | 6\% | (39) | 23\% | (146) | 60\% | (385) | 643 |

[^343]Table HR21_14: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Chuck Schumer

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 8\% | (172) | 10\% | (230) | 8\% | (166) | 19\% | (422) | 55\% | (1210) | 2199 |
| Employ: Private Sector | 9\% | (59) | 11\% | (76) | 10\% | (67) | 18\% | (120) | 51\% | (339) | 661 |
| Employ: Government | 18\% | (22) | 13\% | (16) | 9\% | (11) | 13\% | (17) | 47\% | (59) | 124 |
| Employ: Self-Employed | 6\% | (12) | 10\% | (20) | 6\% | (11) | 19\% | (37) | 59\% | (116) | 195 |
| Employ: Homemaker | 5\% | (9) | 8\% | (14) | $7 \%$ | (11) | 17\% | (30) | 62\% | (106) | 170 |
| Employ: Student | 9\% | (7) | 10\% | (8) | 7\% | (6) | 15\% | (12) | 58\% | (46) | 79 |
| Employ: Retired | 4\% | (24) | 11\% | (59) | 8\% | (41) | 30\% | (157) | 46\% | (242) | 523 |
| Employ: Unemployed | 12\% | (30) | 6\% | (15) | 5\% | (13) | 12\% | (32) | 65\% | (171) | 262 |
| Employ: Other | 5\% | (8) | 12\% | (22) | 3\% | (6) | 9\% | (18) | 71\% | (131) | 185 |
| Military HH: Yes | 9\% | (33) | 10\% | (40) | 9\% | (33) | 22\% | (84) | 51\% | (195) | 384 |
| Military HH: No | 8\% | (138) | 10\% | (190) | 7\% | (133) | 19\% | (338) | 56\% | (1015) | 1815 |
| RD/WT: Right Direction | 6\% | (50) | 6\% | (54) | 8\% | (66) | 33\% | (270) | 47\% | (388) | 826 |
| RD/WT: Wrong Track | 9\% | (122) | 13\% | (177) | 7\% | (100) | 11\% | (152) | 60\% | (822) | 1373 |
| Trump Job Approve | 6\% | (48) | 7\% | (61) | 8\% | (68) | 36\% | (312) | 44\% | (380) | 870 |
| Trump Job Disapprove | 10\% | (120) | 14\% | (169) | 8\% | (94) | 8\% | (103) | 60\% | (742) | 1227 |
| Trump Job Strongly Approve | 6\% | (27) | 4\% | (17) | 5\% | (23) | 45\% | (197) | 40\% | (175) | 440 |
| Trump Job Somewhat Approve | 5\% | (20) | 10\% | (44) | $11 \%$ | (45) | 27\% | (116) | 48\% | (205) | 429 |
| Trump Job Somewhat Disapprove | 2\% | (7) | 9\% | (28) | 12\% | (35) | 13\% | (38) | 64\% | (190) | 297 |
| Trump Job Strongly Disapprove | 12\% | (114) | 15\% | (141) | 6\% | (59) | 7\% | (65) | 59\% | (552) | 930 |
| Favorable of Trump | 5\% | (42) | 7\% | (56) | 8\% | (64) | 36\% | (308) | 45\% | (377) | 847 |
| Unfavorable of Trump | 10\% | (127) | 14\% | (174) | 8\% | (95) | 9\% | (103) | 59\% | (713) | 1212 |
| Very Favorable of Trump | 6\% | (28) | 5\% | (24) | 5\% | (26) | 42\% | (203) | 41\% | (198) | 479 |
| Somewhat Favorable of Trump | 4\% | (14) | 9\% | (32) | 10\% | (38) | 29\% | (105) | 49\% | (179) | 368 |
| Somewhat Unfavorable of Trump | 4\% | (9) | 9\% | (22) | 13\% | (30) | 15\% | (36) | 59\% | (140) | 236 |
| Very Unfavorable of Trump | 12\% | (118) | 16\% | (153) | 7\% | (65) | 7\% | (68) | 59\% | (573) | 976 |

[^344]Table HR21_14: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Chuck Schumer

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 8\% | (172) | 10\% | (230) | 8\% | (166) | 19\% | (422) | 55\% | (1210) | 2199 |
| \#1 Issue: Economy | 7\% | (37) | 11\% | (63) | 7\% | (40) | 19\% | (106) | 56\% | (313) | 560 |
| \#1 Issue: Security | 3\% | (13) | 6\% | (25) | 7\% | (31) | 39\% | (173) | 45\% | (199) | 441 |
| \#1 Issue: Health Care | 12\% | (43) | 13\% | (48) | 9\% | (34) | 12\% | (43) | 55\% | (202) | 368 |
| \#1 Issue: Medicare / Social Security | 9\% | (32) | 12\% | (43) | 7\% | (26) | 20\% | (73) | 52\% | (185) | 359 |
| \#1 Issue: Women's Issues | 16\% | (21) | 10\% | (12) | 8\% | (10) | 4\% | (6) | 62\% | (78) | 126 |
| \#1 Issue: Education | 10\% | (15) | 7\% | (11) | 9\% | (14) | 4\% | (5) | 70\% | (108) | 154 |
| \#1 Issue: Energy | 8\% | (8) | 24\% | (23) | 4\% | (4) | 5\% | (5) | 60\% | (60) | 100 |
| \#1 Issue: Other | $4 \%$ | (4) | 5\% | (5) | 8\% | (7) | 12\% | (11) | 70\% | (65) | 93 |
| 2018 House Vote: Democrat | 14\% | (119) | 18\% | (155) | 8\% | (69) | 6\% | (53) | 53\% | (444) | 839 |
| 2018 House Vote: Republican | 3\% | (21) | 5\% | (32) | 8\% | (54) | 42\% | (271) | 41\% | (265) | 643 |
| 2018 House Vote: Someone else | 1\% | (1) | 3\% | (3) | 6\% | (7) | 23\% | (25) | 66\% | (70) | 105 |
| 2018 House Vote: Didnt Vote | 4\% | (25) | 7\% | (40) | 6\% | (36) | 12\% | (73) | 71\% | (432) | 605 |
| 2016 Vote: Hillary Clinton | 15\% | (106) | 18\% | (127) | 9\% | (63) | 5\% | (39) | 53\% | (384) | 719 |
| 2016 Vote: Donald Trump | 4\% | (27) | 7\% | (45) | 8\% | (51) | 40\% | (264) | 42\% | (279) | 666 |
| 2016 Vote: Someone else | 7\% | (13) | 7\% | (12) | 7\% | (12) | 19\% | (33) | 60\% | (107) | 178 |
| 2016 Vote: Didnt Vote | 4\% | (25) | 7\% | (42) | 6\% | (39) | 14\% | (86) | 69\% | (436) | 629 |
| Voted in 2014: Yes | 9\% | (123) | 13\% | (184) | 8\% | (104) | 22\% | (301) | 48\% | (654) | 1366 |
| Voted in 2014: No | 6\% | (48) | 6\% | (46) | 7\% | (62) | 15\% | (121) | 67\% | (556) | 833 |
| 2012 Vote: Barack Obama | 12\% | (102) | 17\% | (146) | 7\% | (57) | 11\% | (95) | 53\% | (455) | 854 |
| 2012 Vote: Mitt Romney | 2\% | (8) | 6\% | (32) | 9\% | (44) | 39\% | (198) | 44\% | (219) | 501 |
| 2012 Vote: Other | 6\% | (5) | 4\% | (3) | 11\% | (9) | 27\% | (24) | 53\% | (46) | 87 |
| 2012 Vote: Didn't Vote | 8\% | (57) | 7\% | (50) | 7\% | (55) | 14\% | (106) | 64\% | (485) | 752 |
| 4-Region: Northeast | 12\% | (46) | 12\% | (46) | 9\% | (34) | 16\% | (62) | 52\% | (206) | 394 |
| 4-Region: Midwest | 5\% | (25) | 8\% | (38) | 8\% | (38) | 20\% | (93) | 58\% | (268) | 462 |
| 4-Region: South | 7\% | (57) | 9\% | (78) | 7\% | (56) | 22\% | (181) | 55\% | (452) | 824 |
| 4-Region: West | 8\% | (43) | 13\% | (68) | 7\% | (37) | 17\% | (87) | 55\% | (284) | 519 |

Continued on next page

Table HR21_14: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way? Chuck Schumer

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 8\% | (172) | 10\% | (230) | 8\% | (166) | 19\% | (422) | 55\% | (1210) | 2199 |
| TV shows: Every day | 10\% | (115) | 12\% | (135) | 7\% | (81) | 19\% | (220) | 52\% | (596) | 1148 |
| TV shows: Several times per week | 5\% | (24) | 12\% | (59) | 8\% | (41) | 20\% | (103) | 56\% | (285) | 512 |
| TV shows: About once per week | 11\% | (15) | 5\% | (8) | 11\% | (16) | 20\% | (29) | 52\% | (75) | 144 |
| TV shows: Several times per month | 1\% | (1) | 15\% | (15) | 11\% | (11) | 13\% | (13) | 61\% | (62) | 101 |
| TV shows: About once per month | 6\% | (3) | 1\% | (1) | 5\% | (3) | 18\% | (9) | 69\% | (33) | 48 |
| TV shows: Less often than once per month | 13\% | (10) | 6\% | (4) | 4\% | (3) | 28\% | (21) | 50\% | (39) | 78 |
| TV shows: Never | 2\% | (4) | 4\% | (7) | 7\% | (11) | 16\% | (26) | 71\% | (120) | 169 |
| Movies: Every day | 17\% | (66) | 9\% | (37) | 7\% | (29) | 16\% | (66) | 50\% | (200) | 399 |
| Movies: Several times per week | 7\% | (43) | 14\% | (79) | 9\% | (53) | 21\% | (119) | 49\% | (280) | 574 |
| Movies: About once per week | 7\% | (27) | 11\% | (41) | 10\% | (37) | 19\% | (74) | 53\% | (204) | 383 |
| Movies: Several times per month | 4\% | (11) | 10\% | (27) | 8\% | (21) | 18\% | (51) | 60\% | (164) | 273 |
| Movies: About once per month | 4\% | (7) | 10\% | (17) | 5\% | (9) | 24\% | (42) | 57\% | (98) | 173 |
| Movies: Less often than once per month | 3\% | (6) | 10\% | (19) | 2\% | (5) | 20\% | (40) | 65\% | (130) | 201 |
| Movies: Never | 6\% | (12) | 5\% | (10) | 5\% | (10) | 16\% | (31) | 68\% | (133) | 196 |
| Sports: Every day | 21\% | (33) | 18\% | (28) | 10\% | (15) | 16\% | (25) | 35\% | (56) | 158 |
| Sports: Several times per week | 10\% | (34) | 17\% | (55) | 8\% | (27) | 24\% | (80) | 41\% | (136) | 332 |
| Sports: About once per week | 6\% | (16) | 13\% | (35) | 10\% | (29) | 20\% | (57) | 51\% | (142) | 279 |
| Sports: Several times per month | 9\% | (20) | 10\% | (23) | 10\% | (23) | 18\% | (42) | 53\% | (121) | 228 |
| Sports: About once per month | 5\% | (10) | 11\% | (20) | 5\% | (9) | 19\% | (32) | 60\% | (104) | 174 |
| Sports: Less often than once per month | 5\% | (19) | 8\% | (29) | 7\% | (25) | 19\% | (69) | 61\% | (221) | 363 |
| Sports: Never | 6\% | (41) | 6\% | (40) | 6\% | (38) | 18\% | (117) | 65\% | (430) | 666 |
| Cable: I currently subscribe | 11\% | (124) | 13\% | (144) | 8\% | (85) | 18\% | (194) | 51\% | (561) | 1108 |
| Cable: I subscribed in the past | 5\% | (35) | 8\% | (60) | 7\% | (53) | 24\% | (174) | 56\% | (405) | 727 |
| Cable: I have never subscribed | 4\% | (13) | 7\% | (26) | 8\% | (28) | 15\% | (54) | 67\% | (244) | 365 |
| Satellite television: I currently subscribe | 9\% | (48) | 10\% | (51) | 7\% | (36) | 22\% | (117) | 52\% | (272) | 526 |
| Satellite television: I subscribed in the past | 8\% | (47) | 11\% | (66) | 9\% | (55) | 19\% | (114) | 53\% | (314) | 597 |
| Satellite television: I have never subscribed | 7\% | (76) | 10\% | (112) | 7\% | (74) | 18\% | (190) | 58\% | (623) | 1076 |

[^345]Table HR21_14: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Chuck Schumer

|  | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Demographic | Don't know / <br> No opinion | Total N |  |  |
| :--- | :---: | ---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $8 \%$ | $(172)$ | $10 \%$ | $(230)$ | $8 \%$ | $(166)$ | $19 \%$ | $(422)$ | $55 \%$ |

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

Table HR21_15: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Mitch McConnell

| Demographic | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Don't know <br> No opinion | Total N |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

Continued on next page

Table HR21_15: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Mitch McConnell

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | $\begin{gathered} \text { Don } \\ \text { No } \end{gathered}$ | know / <br> pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 6\% | (137) | 9\% | (191) | 9\% | (196) | 22\% | (473) | 55\% | (1202) | 2199 |
| Educ: < College | 6\% | (89) | 8\% | (128) | 7\% | (107) | 20\% | (307) | 58\% | (880) | 1512 |
| Educ: Bachelors degree | 7\% | (32) | 9\% | (39) | 14\% | (63) | 23\% | (104) | 46\% | (206) | 444 |
| Educ: Post-grad | 7\% | (16) | 10\% | (24) | 10\% | (25) | 25\% | (62) | 48\% | (116) | 243 |
| Income: Under 50k | 7\% | (89) | 8\% | (109) | 8\% | (104) | 19\% | (247) | 58\% | (748) | 1297 |
| Income: 50k-100k | 6\% | (37) | 10\% | (60) | 10\% | (64) | 23\% | (144) | 50\% | (310) | 615 |
| Income: $100 \mathrm{k}+$ | 4\% | (12) | 8\% | (23) | 9\% | (27) | 28\% | (82) | 50\% | (144) | 287 |
| Ethnicity: White | 5\% | (88) | 8\% | (133) | 8\% | (145) | 24\% | (407) | 55\% | (949) | 1722 |
| Ethnicity: Hispanic | 15\% | (51) | 8\% | (27) | 7\% | (23) | 16\% | (54) | 55\% | (194) | 350 |
| Ethnicity: Afr. Am. | 8\% | (23) | 15\% | (41) | $11 \%$ | (29) | 14\% | (38) | 53\% | (144) | 274 |
| Ethnicity: Other | 13\% | (26) | 9\% | (18) | $11 \%$ | (22) | $14 \%$ | (28) | 54\% | (109) | 203 |
| Relig: Protestant | 5\% | (26) | 6\% | (33) | 12\% | (65) | 26\% | (141) | 51\% | (275) | 539 |
| Relig: Roman Catholic | 10\% | (42) | 12\% | (50) | 6\% | (27) | 24\% | (106) | 48\% | (209) | 436 |
| Relig: Something Else | 4\% | (8) | 8\% | (16) | 8\% | (15) | 16\% | (30) | 63\% | (118) | 187 |
| Relig: Jewish | 6\% | (3) | 8\% | (4) | 6\% | (3) | 30\% | (16) | 50\% | (27) | 54 |
| Relig: Evangelical | 6\% | (47) | 8\% | (64) | 9\% | (75) | 22\% | (176) | 55\% | (443) | 805 |
| Relig: Non-Evang. Catholics | 8\% | (29) | 10\% | (34) | 9\% | (33) | 28\% | (101) | 45\% | (160) | 357 |
| Relig: All Christian | 7\% | (76) | 8\% | (99) | 9\% | (108) | 24\% | (277) | 52\% | (602) | 1161 |
| Relig: All Non-Christian | 8\% | (18) | 9\% | (20) | 7\% | (15) | 17\% | (38) | 59\% | (133) | 224 |
| Community: Urban | 12\% | (72) | 9\% | (52) | 9\% | (49) | 17\% | (98) | 53\% | (304) | 575 |
| Community: Suburban | 5\% | (45) | 9\% | (84) | 10\% | (101) | 24\% | (236) | 53\% | (515) | 982 |
| Community: Rural | 3\% | (20) | 9\% | (55) | 7\% | (46) | $22 \%$ | (138) | 60\% | (383) | 643 |

[^346]Table HR21_15: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Mitch McConnell

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 6\% | (137) | 9\% | (191) | 9\% | (196) | 22\% | (473) | 55\% | (1202) | 2199 |
| Employ: Private Sector | 8\% | (52) | 10\% | (65) | $11 \%$ | (70) | 22\% | (146) | 50\% | (328) | 661 |
| Employ: Government | 12\% | (15) | $11 \%$ | (14) | 9\% | (12) | 17\% | (21) | 51\% | (63) | 124 |
| Employ: Self-Employed | 6\% | (11) | 9\% | (17) | 7\% | (14) | 17\% | (34) | 61\% | (119) | 195 |
| Employ: Homemaker | 6\% | (10) | 5\% | (8) | 5\% | (9) | 18\% | (31) | 66\% | (113) | 170 |
| Employ: Student | 8\% | (6) | 19\% | (15) | 7\% | (5) | 11\% | (8) | 55\% | (44) | 79 |
| Employ: Retired | 2\% | (13) | 10\% | (52) | 12\% | (60) | $31 \%$ | (160) | 45\% | (237) | 523 |
| Employ: Unemployed | 10\% | (25) | 4\% | (10) | 5\% | (14) | 17\% | (44) | 64\% | (168) | 262 |
| Employ: Other | 3\% | (6) | 5\% | (10) | 7\% | (12) | 15\% | (28) | 70\% | (129) | 185 |
| Military HH: Yes | 10\% | (39) | 7\% | (28) | 7\% | (28) | 24\% | (93) | 51\% | (196) | 384 |
| Military HH: No | 5\% | (99) | 9\% | (163) | 9\% | (167) | 21\% | (380) | 55\% | (1006) | 1815 |
| RD/WT: Right Direction | 7\% | (58) | 9\% | (78) | 10\% | (86) | 27\% | (220) | 47\% | (384) | 826 |
| RD/WT: Wrong Track | 6\% | (80) | 8\% | (114) | 8\% | (109) | 18\% | (253) | 60\% | (817) | 1373 |
| Trump Job Approve | 7\% | (60) | 8\% | (72) | $11 \%$ | (96) | 28\% | (244) | 46\% | (397) | 870 |
| Trump Job Disapprove | 6\% | (77) | 10\% | (117) | 8\% | (98) | 18\% | (219) | 58\% | (715) | 1227 |
| Trump Job Strongly Approve | 8\% | (34) | 8\% | (36) | 9\% | (38) | 34\% | (151) | 41\% | (181) | 440 |
| Trump Job Somewhat Approve | 6\% | (26) | 8\% | (36) | 14\% | (58) | 22\% | (93) | 50\% | (216) | 429 |
| Trump Job Somewhat Disapprove | 2\% | (7) | 10\% | (31) | 12\% | (36) | 12\% | (36) | 63\% | (187) | 297 |
| Trump Job Strongly Disapprove | 8\% | (70) | 9\% | (87) | 7\% | (62) | 20\% | (183) | 57\% | (529) | 930 |
| Favorable of Trump | 6\% | (48) | 8\% | (71) | $11 \%$ | (89) | 29\% | (248) | 46\% | (391) | 847 |
| Unfavorable of Trump | 7\% | (89) | 10\% | (118) | 8\% | (102) | 17\% | (209) | 57\% | (694) | 1212 |
| Very Favorable of Trump | 8\% | (37) | 7\% | (36) | 8\% | (37) | 34\% | (163) | 43\% | (207) | 479 |
| Somewhat Favorable of Trump | 3\% | (11) | 10\% | (36) | 14\% | (52) | 23\% | (85) | 50\% | (184) | 368 |
| Somewhat Unfavorable of Trump | 5\% | (11) | 12\% | (28) | 12\% | (29) | 13\% | (30) | 58\% | (138) | 236 |
| Very Unfavorable of Trump | 8\% | (79) | 9\% | (90) | 7\% | (73) | 18\% | (178) | 57\% | (557) | 976 |

[^347]Table HR21_15: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Mitch McConnell

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 6\% | (137) | 9\% | (191) | 9\% | (196) | 22\% | (473) | 55\% | (1202) | 2199 |
| \#1 Issue: Economy | 7\% | (36) | 11\% | (60) | 11\% | (59) | 18\% | (100) | 54\% | (304) | 560 |
| \#1 Issue: Security | 5\% | (20) | 7\% | (32) | 10\% | (46) | 32\% | (141) | 46\% | (202) | 441 |
| \#1 Issue: Health Care | 6\% | (21) | 6\% | (22) | 8\% | (29) | 23\% | (85) | 57\% | (212) | 368 |
| \#1 Issue: Medicare / Social Security | 7\% | (25) | 9\% | (34) | 7\% | (23) | 25\% | (88) | 52\% | (188) | 359 |
| \#1 Issue: Women's Issues | 13\% | (17) | 7\% | (9) | 8\% | (10) | 16\% | (20) | 56\% | (71) | 126 |
| \#1 Issue: Education | 7\% | (11) | 6\% | (10) | 9\% | (14) | 10\% | (15) | 67\% | (104) | 154 |
| \#1 Issue: Energy | 5\% | (5) | 19\% | (19) | 10\% | (10) | 8\% | (8) | 57\% | (57) | 100 |
| \#1 Issue: Other | $2 \%$ | (2) | 5\% | (5) | 5\% | (4) | 18\% | (17) | 70\% | (65) | 93 |
| 2018 House Vote: Democrat | 9\% | (78) | 11\% | (97) | 8\% | (71) | 20\% | (169) | 51\% | (425) | 839 |
| 2018 House Vote: Republican | 4\% | (27) | 7\% | (45) | 12\% | (75) | 34\% | (217) | 43\% | (278) | 643 |
| 2018 House Vote: Someone else | 1\% | (1) | 3\% | (3) | 4\% | (4) | 24\% | (25) | 69\% | (73) | 105 |
| 2018 House Vote: Didnt Vote | 5\% | (29) | 8\% | (46) | 7\% | (45) | 10\% | (62) | 70\% | (423) | 605 |
| 2016 Vote: Hillary Clinton | 8\% | (57) | 13\% | (94) | 9\% | (64) | 20\% | (141) | 50\% | (362) | 719 |
| 2016 Vote: Donald Trump | 5\% | (36) | 6\% | (43) | 11\% | (74) | 34\% | (224) | 43\% | (289) | 666 |
| 2016 Vote: Someone else | 7\% | (12) | 7\% | (12) | 5\% | (9) | 18\% | (32) | 63\% | (113) | 178 |
| 2016 Vote: Didnt Vote | 5\% | (32) | 6\% | (39) | 8\% | (48) | 12\% | (76) | 69\% | (435) | 629 |
| Voted in 2014: Yes | 7\% | (92) | 9\% | (128) | 9\% | (130) | 26\% | (358) | 48\% | (658) | 1366 |
| Voted in 2014: No | 5\% | (45) | 8\% | (64) | 8\% | (66) | 14\% | (115) | 65\% | (544) | 833 |
| 2012 Vote: Barack Obama | 8\% | (67) | 11\% | (92) | 8\% | (73) | 21\% | (180) | 52\% | (442) | 854 |
| 2012 Vote: Mitt Romney | $2 \%$ | (12) | 6\% | (31) | 11\% | (56) | 34\% | (172) | 46\% | (229) | 501 |
| 2012 Vote: Other | 5\% | (4) | 5\% | (4) | 11\% | (9) | 26\% | (23) | 53\% | (46) | 87 |
| 2012 Vote: Didn't Vote | 7\% | (54) | 8\% | (64) | 8\% | (58) | 13\% | (97) | 64\% | (480) | 752 |
| 4-Region: Northeast | 6\% | (23) | 7\% | (26) | 9\% | (37) | 22\% | (88) | 56\% | (219) | 394 |
| 4-Region: Midwest | 5\% | (25) | 10\% | (45) | 9\% | (40) | 21\% | (98) | 55\% | (254) | 462 |
| 4-Region: South | 7\% | (54) | 9\% | (71) | 9\% | (73) | 21\% | (170) | 55\% | (456) | 824 |
| 4-Region: West | 7\% | (36) | 9\% | (48) | 9\% | (46) | 22\% | (116) | 53\% | (273) | 519 |

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Table HR21_15: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Mitch McConnell

|  | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Don't know/ <br> No opinion | Total N |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |

[^348]Table HR21_15: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Mitch McConnell

| Demographic | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Don't know / <br> No opinion | Total N |  |  |  |
| :--- | :---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Adults | $6 \%$ | $(137)$ | $9 \%$ | $(191)$ | $9 \%$ | $(196)$ | $22 \%$ | $(473)$ | $55 \%$ |
| Streaming service: I currently subscribe | $6 \%$ | $(81)$ | $11 \%$ | $(137)$ | $9 \%$ | $(115)$ | $22 \%$ | $(285)$ | $53 \%$ |
| Streaming service: I subscribed in the past | $12 \%$ | $(27)$ | $9 \%$ | $(20)$ | $11 \%$ | $(26)$ | $14 \%$ | $(32)$ | $55 \%$ |

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

Table HR21_16: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Kevin McCarthy

|  | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Don't know <br> No opinion | Total N |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

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Table HR21_16: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Kevin McCarthy

| Demographic | Much more <br> favorable | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable | Don't know <br> impression | No opinion |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | Total N

[^349]Table HR21_16: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Kevin McCarthy

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  |  | know / <br> pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 5\% | (106) | 8\% | (168) | 7\% | (152) | 18\% | (401) | 62\% | (1372) | 2199 |
| Employ: Private Sector | 5\% | (30) | 10\% | (63) | 8\% | (54) | 19\% | (125) | 59\% | (389) | 661 |
| Employ: Government | 5\% | (7) | 11\% | (14) | 12\% | (15) | 13\% | (16) | 58\% | (73) | 124 |
| Employ: Self-Employed | 4\% | (8) | 8\% | (16) | 6\% | (12) | 16\% | (32) | 65\% | (128) | 195 |
| Employ: Homemaker | 5\% | (9) | 7\% | (13) | 5\% | (9) | 12\% | (21) | 70\% | (120) | 170 |
| Employ: Student | 14\% | (11) | 17\% | (13) | 5\% | (4) | 9\% | (7) | 55\% | (43) | 79 |
| Employ: Retired | 2\% | (11) | 7\% | (38) | 7\% | (39) | 27\% | (144) | 56\% | (293) | 523 |
| Employ: Unemployed | 8\% | (21) | 3\% | (7) | 5\% | (13) | $14 \%$ | (38) | 70\% | (183) | 262 |
| Employ: Other | 5\% | (9) | 2\% | (4) | 4\% | (7) | $11 \%$ | (20) | 78\% | (145) | 185 |
| Military HH: Yes | 6\% | (23) | 8\% | (32) | 5\% | (20) | $22 \%$ | (85) | 58\% | (224) | 384 |
| Military HH: No | 5\% | (83) | 7\% | (136) | 7\% | (132) | 17\% | (317) | 63\% | (1148) | 1815 |
| RD/WT: Right Direction | 5\% | (38) | 8\% | (63) | 8\% | (68) | 26\% | (211) | 54\% | (447) | 826 |
| RD/WT: Wrong Track | 5\% | (68) | 8\% | (105) | 6\% | (84) | 14\% | (190) | 67\% | (926) | 1373 |
| Trump Job Approve | 5\% | (45) | 6\% | (56) | 8\% | (73) | 28\% | (240) | 52\% | (454) | 870 |
| Trump Job Disapprove | 5\% | (57) | 9\% | (111) | 6\% | (75) | 13\% | (154) | 68\% | (830) | 1227 |
| Trump Job Strongly Approve | 6\% | (25) | 5\% | (23) | 7\% | (32) | $32 \%$ | (139) | 50\% | (220) | 440 |
| Trump Job Somewhat Approve | 5\% | (21) | 8\% | (33) | 10\% | (41) | 23\% | (100) | 54\% | (234) | 429 |
| Trump Job Somewhat Disapprove | 2\% | (5) | 8\% | (24) | 8\% | (25) | 13\% | (39) | 69\% | (204) | 297 |
| Trump Job Strongly Disapprove | 6\% | (52) | 9\% | (86) | 5\% | (50) | 12\% | (115) | 67\% | (626) | 930 |
| Favorable of Trump | 4\% | (37) | 6\% | (49) | 8\% | (72) | 28\% | (236) | 54\% | (454) | 847 |
| Unfavorable of Trump | 5\% | (66) | 10\% | (118) | 6\% | (73) | 13\% | (156) | 66\% | (798) | 1212 |
| Very Favorable of Trump | 5\% | (26) | 5\% | (22) | 7\% | (34) | $32 \%$ | (151) | 51\% | (245) | 479 |
| Somewhat Favorable of Trump | 3\% | (11) | 7\% | (27) | 10\% | (38) | 23\% | (85) | 57\% | (208) | 368 |
| Somewhat Unfavorable of Trump | 5\% | (11) | 8\% | (18) | 11\% | (26) | 13\% | (31) | 63\% | (149) | 236 |
| Very Unfavorable of Trump | 6\% | (55) | 10\% | (100) | 5\% | (47) | 13\% | (125) | 66\% | (649) | 976 |

[^350]Table HR21_16: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Kevin McCarthy

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 5\% | (106) | 8\% | (168) | 7\% | (152) | 18\% | (401) | 62\% | (1372) | 2199 |
| \#1 Issue: Economy | 4\% | (25) | 7\% | (37) | 9\% | (50) | 16\% | (90) | 64\% | (359) | 560 |
| \#1 Issue: Security | 2\% | (8) | 5\% | (22) | 8\% | (35) | $32 \%$ | (141) | 53\% | (235) | 441 |
| \#1 Issue: Health Care | 6\% | (20) | 8\% | (28) | 6\% | (24) | 17\% | (64) | 63\% | (232) | 368 |
| \#1 Issue: Medicare / Social Security | 7\% | (26) | 7\% | (26) | 5\% | (16) | 19\% | (67) | 62\% | (223) | 359 |
| \#1 Issue: Women's Issues | 9\% | (11) | 13\% | (17) | 5\% | (6) | 10\% | (13) | 63\% | (79) | 126 |
| \#1 Issue: Education | 5\% | (8) | 11\% | (17) | 6\% | (9) | 6\% | (10) | $71 \%$ | (109) | 154 |
| \#1 Issue: Energy | 6\% | (6) | 15\% | (15) | 7\% | (7) | 4\% | (4) | 67\% | (67) | 100 |
| \#1 Issue: Other | 2\% | (2) | 6\% | (6) | 5\% | (5) | 13\% | (12) | 74\% | (69) | 93 |
| 2018 House Vote: Democrat | 6\% | (51) | 13\% | (111) | 7\% | (57) | 12\% | (100) | 62\% | (520) | 839 |
| 2018 House Vote: Republican | 3\% | (21) | 5\% | (30) | 9\% | (58) | 33\% | (214) | 50\% | (321) | 643 |
| 2018 House Vote: Someone else | 1\% | (1) | 3\% | (3) | 1\% | (1) | 26\% | (27) | 69\% | (73) | 105 |
| 2018 House Vote: Didnt Vote | 5\% | (28) | 4\% | (24) | 6\% | (36) | 10\% | (60) | 76\% | (458) | 605 |
| 2016 Vote: Hillary Clinton | 6\% | (40) | 13\% | (91) | 7\% | (53) | 12\% | (86) | 62\% | (448) | 719 |
| 2016 Vote: Donald Trump | 4\% | (27) | 5\% | (36) | 9\% | (60) | $32 \%$ | (211) | 50\% | (332) | 666 |
| 2016 Vote: Someone else | 2\% | (4) | 7\% | (12) | 4\% | (7) | 16\% | (29) | 71\% | (126) | 178 |
| 2016 Vote: Didnt Vote | 5\% | (31) | 5\% | (28) | 5\% | (32) | 12\% | (74) | 74\% | (465) | 629 |
| Voted in 2014: Yes | 5\% | (66) | 9\% | (123) | 7\% | (97) | 22\% | (298) | 57\% | (782) | 1366 |
| Voted in 2014: No | 5\% | (40) | 5\% | (45) | 7\% | (55) | 12\% | (103) | 71\% | (590) | 833 |
| 2012 Vote: Barack Obama | 7\% | (57) | 11\% | (92) | 6\% | (48) | $14 \%$ | (122) | 63\% | (536) | 854 |
| 2012 Vote: Mitt Romney | 2\% | (8) | 4\% | (19) | 9\% | (46) | $32 \%$ | (160) | $53 \%$ | (267) | 501 |
| 2012 Vote: Other | 5\% | (4) | 2\% | (2) | 6\% | (6) | 26\% | (23) | 61\% | (53) | 87 |
| 2012 Vote: Didn't Vote | 5\% | (37) | 7\% | (55) | 7\% | (52) | 13\% | (96) | 68\% | (512) | 752 |
| 4-Region: Northeast | 6\% | (23) | 6\% | (23) | 7\% | (27) | 20\% | (79) | 61\% | (241) | 394 |
| 4-Region: Midwest | 4\% | (17) | 7\% | (32) | 8\% | (37) | 18\% | (85) | 63\% | (291) | 462 |
| 4-Region: South | 5\% | (45) | 7\% | (62) | 7\% | (54) | 19\% | (153) | 62\% | (510) | 824 |
| 4-Region: West | 4\% | (20) | 10\% | (51) | 7\% | (34) | 16\% | (84) | 64\% | (330) | 519 |

Continued on next page

Table HR21_16: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Kevin McCarthy

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 5\% | (106) | 8\% | (168) | 7\% | (152) | 18\% | (401) | 62\% | (1372) | 2199 |
| TV shows: Every day | 6\% | (65) | 9\% | (107) | 6\% | (70) | 19\% | (221) | 60\% | (685) | 1148 |
| TV shows: Several times per week | $4 \%$ | (22) | 6\% | (33) | 8\% | (43) | 19\% | (96) | 62\% | (319) | 512 |
| TV shows: About once per week | 3\% | (4) | 10\% | (15) | 11\% | (16) | 17\% | (25) | 59\% | (84) | 144 |
| TV shows: Several times per month | 8\% | (8) | 8\% | (8) | 10\% | (10) | 9\% | (10) | 65\% | (66) | 101 |
| TV shows: About once per month | 5\% | (3) | 1\% | (1) | 5\% | (2) | 17\% | (8) | 71\% | (34) | 48 |
| TV shows: Less often than once per month | 3\% | (2) | - | (0) | 6\% | (4) | 23\% | (18) | 68\% | (53) | 78 |
| TV shows: Never | 2\% | (3) | 3\% | (5) | 4\% | (6) | 14\% | (24) | 77\% | (130) | 169 |
| Movies: Every day | 13\% | (52) | 8\% | (32) | 8\% | (30) | 18\% | (70) | 54\% | (214) | 399 |
| Movies: Several times per week | $4 \%$ | (23) | 11\% | (66) | 7\% | (42) | 20\% | (117) | 57\% | (326) | 574 |
| Movies: About once per week | $2 \%$ | (8) | 8\% | (31) | 11\% | (41) | 17\% | (66) | 62\% | (236) | 383 |
| Movies: Several times per month | 4\% | (11) | 6\% | (16) | 7\% | (18) | 18\% | (48) | 66\% | (180) | 273 |
| Movies: About once per month | 3\% | (5) | 8\% | (13) | 6\% | (10) | 18\% | (31) | 66\% | (114) | 173 |
| Movies: Less often than once per month | $2 \%$ | (5) | 2\% | (5) | 3\% | (6) | 19\% | (37) | 74\% | (148) | 201 |
| Movies: Never | 1\% | (2) | 2\% | (4) | 2\% | (5) | 16\% | (31) | 79\% | (154) | 196 |
| Sports: Every day | 21\% | (33) | 15\% | (24) | 9\% | (14) | 12\% | (19) | 43\% | (68) | 158 |
| Sports: Several times per week | 7\% | (23) | 11\% | (35) | 10\% | (34) | 24\% | (81) | 48\% | (158) | 332 |
| Sports: About once per week | 1\% | (4) | 11\% | (30) | 10\% | (27) | 16\% | (44) | 62\% | (174) | 279 |
| Sports: Several times per month | $4 \%$ | (9) | 12\% | (27) | 10\% | (22) | 19\% | (43) | 55\% | (126) | 228 |
| Sports: About once per month | 5\% | (9) | 5\% | (8) | 4\% | (6) | 20\% | (34) | 67\% | (116) | 174 |
| Sports: Less often than once per month | 3\% | (12) | 5\% | (19) | 4\% | (15) | 16\% | (57) | 72\% | (260) | 363 |
| Sports: Never | $2 \%$ | (16) | $4 \%$ | (23) | 5\% | (33) | 19\% | (123) | 71\% | (470) | 666 |
| Cable: I currently subscribe | 6\% | (64) | 10\% | (109) | 7\% | (79) | 19\% | (212) | 58\% | (644) | 1108 |
| Cable: I subscribed in the past | 5\% | (36) | 6\% | (46) | 6\% | (47) | 19\% | (137) | 63\% | (461) | 727 |
| Cable: I have never subscribed | $2 \%$ | (6) | 3\% | (13) | 7\% | (27) | 14\% | (52) | 73\% | (268) | 365 |
| Satellite television: I currently subscribe | 7\% | (35) | 9\% | (46) | 7\% | (36) | 18\% | (94) | 60\% | (314) | 526 |
| Satellite television: I subscribed in the past | $4 \%$ | (23) | 11\% | (63) | 8\% | (46) | 18\% | (108) | 60\% | (356) | 597 |
| Satellite television: I have never subscribed | $4 \%$ | (48) | 5\% | (58) | 6\% | (69) | 18\% | (199) | 65\% | (702) | 1076 |

[^351]Table HR21_16: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Kevin McCarthy

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 5\% | (106) | 8\% | (168) | 7\% | (152) | 18\% | (401) | 62\% | (1372) | 2199 |
| Streaming service: I currently subscribe | $6 \%$ | (78) | 9\% | (115) | 6\% | (79) | 18\% | (233) | $61 \%$ | (798) | 1302 |
| Streaming service: I subscribed in the past | $4 \%$ | (10) | 10\% | (23) | 12\% | (28) | $11 \%$ | (25) | 63\% | (148) | 234 |
| Streaming service: I have never subscribed | 3\% | (18) | 5\% | (30) | 7\% | (45) | 21\% | (142) | 64\% | (427) | 663 |
| Film: An avid fan | 8\% | (66) | 9\% | (73) | 6\% | (49) | 18\% | (137) | 58\% | (454) | 779 |
| Film: A casual fan | 3\% | (35) | 7\% | (86) | 8\% | (87) | 18\% | (213) | 63\% | (731) | 1153 |
| Film: Not a fan | $2 \%$ | (5) | 3\% | (9) | 6\% | (16) | 19\% | (51) | 70\% | (187) | 267 |
| Television: An avid fan | 7\% | (75) | 10\% | (115) | 7\% | (77) | 18\% | (204) | 59\% | (681) | 1154 |
| Television: A casual fan | 3\% | (29) | 6\% | (52) | 7\% | (62) | 19\% | (174) | 65\% | (590) | 907 |
| Television: Not a fan | 1\% | (2) | - | (1) | 9\% | (13) | 16\% | (23) | 73\% | (101) | 139 |
| Music: An avid fan | 7\% | (80) | 10\% | (113) | 7\% | (79) | 16\% | (187) | 60\% | (693) | 1152 |
| Music: A casual fan | $2 \%$ | (21) | 6\% | (51) | 7\% | (68) | 21\% | (190) | 64\% | (578) | 907 |
| Music: Not a fan | $4 \%$ | (6) | 3\% | (4) | 4\% | (5) | 17\% | (24) | 72\% | (101) | 140 |
| Fashion: An avid fan | 14\% | (46) | $21 \%$ | (73) | 8\% | (29) | 9\% | (30) | 48\% | (165) | 342 |
| Fashion: A casual fan | 3\% | (25) | 6\% | (52) | 7\% | (59) | 17\% | (149) | 67\% | (576) | 861 |
| Fashion: Not a fan | 3\% | (35) | 4\% | (43) | 6\% | (64) | 22\% | (223) | 63\% | (631) | 996 |

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

Table HR21_17: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way? Bill de Blasio

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don No | know / pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 6\% | (129) | 8\% | (182) | 7\% | (155) | 17\% | (381) | 62\% | (1353) | 2199 |
| Gender: Male | 9\% | (93) | 10\% | (103) | 8\% | (88) | 21\% | (218) | 53\% | (560) | 1061 |
| Gender: Female | 3\% | (35) | 7\% | (79) | 6\% | (67) | $14 \%$ | (163) | 70\% | (794) | 1138 |
| Age: 18-29 | 8\% | (34) | 10\% | (42) | 10\% | (41) | 9\% | (36) | 63\% | (258) | 411 |
| Age: 30-44 | 8\% | (49) | 7\% | (44) | 6\% | (38) | 13\% | (76) | 65\% | (393) | 600 |
| Age: 45-54 | 5\% | (17) | 8\% | (28) | 6\% | (21) | 17\% | (59) | 63\% | (210) | 335 |
| Age: 55-64 | 4\% | (16) | 10\% | (41) | 5\% | (22) | 23\% | (95) | 58\% | (243) | 417 |
| Age: 65+ | 3\% | (13) | 6\% | (27) | 7\% | (32) | 26\% | (115) | 57\% | (250) | 436 |
| Generation Z: 18-21 | 8\% | (10) | $4 \%$ | (4) | 10\% | (12) | 8\% | (9) | 70\% | (81) | 116 |
| Millennial: Age 22-37 | 8\% | (51) | $11 \%$ | (72) | 9\% | (59) | 10\% | (63) | 63\% | (412) | 657 |
| Generation X: Age 38-53 | 7\% | (36) | 6\% | (35) | 5\% | (28) | 17\% | (90) | 65\% | (354) | 543 |
| Boomers: Age 54-72 | 4\% | (30) | 8\% | (65) | 6\% | (48) | 24\% | (185) | 57\% | (444) | 772 |
| PID: Dem (no lean) | 10\% | (81) | 13\% | (103) | 6\% | (52) | 8\% | (68) | 62\% | (502) | 806 |
| PID: Ind (no lean) | 4\% | (27) | 5\% | (34) | 7\% | (54) | 16\% | (124) | 68\% | (514) | 754 |
| PID: Rep (no lean) | 3\% | (20) | 7\% | (45) | 8\% | (49) | 29\% | (188) | 53\% | (337) | 639 |
| PID/Gender: Dem Men | 16\% | (62) | 15\% | (58) | 8\% | (32) | 10\% | (41) | 51\% | (202) | 395 |
| PID/Gender: Dem Women | 5\% | (19) | $11 \%$ | (45) | 5\% | (20) | 6\% | (27) | 73\% | (300) | 411 |
| PID/Gender: Ind Men | 5\% | (17) | 6\% | (18) | 8\% | (26) | 19\% | (62) | 62\% | (202) | 326 |
| PID/Gender: Ind Women | 2\% | (10) | $4 \%$ | (16) | 6\% | (28) | 15\% | (62) | 73\% | (312) | 427 |
| PID/Gender: Rep Men | 4\% | (14) | 8\% | (27) | 9\% | (30) | $34 \%$ | (114) | 46\% | (155) | 339 |
| PID/Gender: Rep Women | 2\% | (6) | 6\% | (18) | 6\% | (19) | 25\% | (74) | 61\% | (182) | 300 |
| Ideo: Liberal (1-3) | 11\% | (72) | 16\% | (109) | 7\% | (49) | 7\% | (44) | 59\% | (400) | 674 |
| Ideo: Moderate (4) | 5\% | (28) | 8\% | (42) | 8\% | (45) | 16\% | (85) | 63\% | (345) | 544 |
| Ideo: Conservative (5-7) | 4\% | (28) | 4\% | (28) | 7\% | (52) | $32 \%$ | (225) | 53\% | (379) | 712 |

Continued on next page

Table HR21_17: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Bill de Blasio

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 6\% | (129) | 8\% | (182) | 7\% | (155) | 17\% | (381) | 62\% | (1353) | 2199 |
| Educ: < College | 6\% | (87) | 7\% | (107) | 6\% | (88) | 16\% | (247) | 65\% | (983) | 1512 |
| Educ: Bachelors degree | 5\% | (22) | 11\% | (50) | 10\% | (46) | 19\% | (86) | 54\% | (242) | 444 |
| Educ: Post-grad | 8\% | (21) | 10\% | (25) | 9\% | (21) | 19\% | (47) | 53\% | (129) | 243 |
| Income: Under 50k | 6\% | (81) | 8\% | (106) | 7\% | (86) | 14\% | (184) | 65\% | (839) | 1297 |
| Income: 50k-100k | 6\% | (37) | 7\% | (45) | 8\% | (51) | 19\% | (119) | 59\% | (363) | 615 |
| Income: 100k+ | $4 \%$ | (11) | 11\% | (31) | 6\% | (17) | 27\% | (78) | 53\% | (151) | 287 |
| Ethnicity: White | 4\% | (66) | 7\% | (128) | 6\% | (109) | 19\% | (331) | 63\% | (1088) | 1722 |
| Ethnicity: Hispanic | 13\% | (47) | 12\% | (40) | 4\% | (15) | 14\% | (48) | 57\% | (199) | 350 |
| Ethnicity: Afr. Am. | 12\% | (33) | 12\% | (33) | 12\% | (32) | 8\% | (22) | 56\% | (154) | 274 |
| Ethnicity: Other | 15\% | (30) | 10\% | (21) | 7\% | (14) | 13\% | (27) | 55\% | (112) | 203 |
| Relig: Protestant | 3\% | (18) | 7\% | (36) | 7\% | (39) | 23\% | (126) | 59\% | (320) | 539 |
| Relig: Roman Catholic | 9\% | (39) | 11\% | (48) | 7\% | (30) | 19\% | (85) | 54\% | (235) | 436 |
| Relig: Something Else | 2\% | (4) | 7\% | (13) | 6\% | (12) | 11\% | (21) | 73\% | (137) | 187 |
| Relig: Jewish | 2\% | (1) | 18\% | (10) | 6\% | (3) | 21\% | (11) | 54\% | (29) | 54 |
| Relig: Evangelical | 6\% | (45) | 7\% | (60) | 7\% | (57) | 18\% | (143) | 62\% | (499) | 805 |
| Relig: Non-Evang. Catholics | 5\% | (16) | 10\% | (36) | 7\% | (24) | 25\% | (89) | 54\% | (192) | 357 |
| Relig: All Christian | 5\% | (61) | 8\% | (96) | 7\% | (81) | 20\% | (232) | 60\% | (691) | 1161 |
| Relig: All Non-Christian | 6\% | (14) | $3 \%$ | (7) | 7\% | (16) | 20\% | (45) | 64\% | (142) | 224 |
| Community: Urban | 8\% | (48) | 10\% | (59) | 8\% | (47) | 14\% | (79) | 59\% | (342) | 575 |
| Community: Suburban | 7\% | (65) | 8\% | (81) | 7\% | (68) | 17\% | (171) | 61\% | (597) | 982 |
| Community: Rural | $2 \%$ | (15) | 6\% | (41) | 6\% | (40) | 20\% | (131) | 65\% | (415) | 643 |

[^352]Table HR21_17: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Bill de Blasio

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 6\% | (129) | 8\% | (182) | 7\% | (155) | 17\% | (381) | 62\% | (1353) | 2199 |
| Employ: Private Sector | 8\% | (51) | 10\% | (67) | 8\% | (52) | 17\% | (113) | 57\% | (377) | 661 |
| Employ: Government | 6\% | (7) | 15\% | (19) | 8\% | (10) | $14 \%$ | (18) | 56\% | (70) | 124 |
| Employ: Self-Employed | 5\% | (10) | 6\% | (11) | 12\% | (23) | 19\% | (38) | 58\% | (113) | 195 |
| Employ: Homemaker | 4\% | (7) | 5\% | (8) | 9\% | (15) | 12\% | (21) | 70\% | (120) | 170 |
| Employ: Student | 13\% | (11) | 6\% | (5) | 4\% | (3) | 11\% | (8) | 66\% | (52) | 79 |
| Employ: Retired | 3\% | (16) | 9\% | (46) | 6\% | (34) | 25\% | (131) | 57\% | (297) | 523 |
| Employ: Unemployed | 9\% | (22) | 7\% | (18) | 4\% | (11) | 13\% | (34) | 68\% | (177) | 262 |
| Employ: Other | $3 \%$ | (5) | 4\% | (8) | 4\% | (7) | 10\% | (18) | 80\% | (147) | 185 |
| Military HH: Yes | 8\% | (29) | 10\% | (38) | 6\% | (23) | 21\% | (82) | 55\% | (212) | 384 |
| Military HH: No | 5\% | (100) | 8\% | (144) | 7\% | (132) | 16\% | (298) | 63\% | (1141) | 1815 |
| RD/WT: Right Direction | $4 \%$ | (37) | 7\% | (62) | 8\% | (66) | 29\% | (238) | $51 \%$ | (423) | 826 |
| RD/WT: Wrong Track | 7\% | (92) | 9\% | (120) | 6\% | (89) | 10\% | (142) | 68\% | (930) | 1373 |
| Trump Job Approve | 5\% | (40) | 7\% | (58) | 8\% | (73) | $30 \%$ | (262) | 50\% | (436) | 870 |
| Trump Job Disapprove | 7\% | (84) | 10\% | (124) | 7\% | (81) | 9\% | (109) | 68\% | (829) | 1227 |
| Trump Job Strongly Approve | 5\% | (21) | 5\% | (20) | 7\% | (32) | 37\% | (162) | 47\% | (205) | 440 |
| Trump Job Somewhat Approve | 5\% | (19) | 9\% | (37) | 10\% | (42) | 23\% | (100) | 54\% | (231) | 429 |
| Trump Job Somewhat Disapprove | $4 \%$ | (12) | 4\% | (12) | 10\% | (30) | 12\% | (36) | 70\% | (207) | 297 |
| Trump Job Strongly Disapprove | 8\% | (72) | 12\% | (112) | 6\% | (51) | 8\% | (73) | 67\% | (622) | 930 |
| Favorable of Trump | $4 \%$ | (37) | 6\% | (49) | 8\% | (69) | 31\% | (264) | 51\% | (428) | 847 |
| Unfavorable of Trump | 7\% | (86) | 11\% | (132) | 7\% | (83) | 9\% | (104) | 67\% | (807) | 1212 |
| Very Favorable of Trump | 5\% | (26) | 4\% | (18) | 8\% | (37) | 35\% | (167) | 48\% | (230) | 479 |
| Somewhat Favorable of Trump | 3\% | (11) | 8\% | (31) | 9\% | (32) | 26\% | (97) | 54\% | (198) | 368 |
| Somewhat Unfavorable of Trump | 3\% | (8) | 5\% | (12) | 13\% | (30) | 15\% | (35) | 64\% | (151) | 236 |
| Very Unfavorable of Trump | 8\% | (78) | 12\% | (121) | 5\% | (53) | 7\% | (69) | 67\% | (656) | 976 |

[^353]Table HR21_17: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Bill de Blasio

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 6\% | (129) | 8\% | (182) | $7 \%$ | (155) | 17\% | (381) | 62\% | (1353) | 2199 |
| \#1 Issue: Economy | 5\% | (28) | 9\% | (50) | 7\% | (41) | 18\% | (101) | 61\% | (340) | 560 |
| \#1 Issue: Security | 2\% | (10) | 4\% | (19) | 7\% | (32) | 35\% | (153) | 51\% | (226) | 441 |
| \#1 Issue: Health Care | 9\% | (34) | 8\% | (31) | 8\% | (28) | 10\% | (36) | 65\% | (240) | 368 |
| \#1 Issue: Medicare / Social Security | 6\% | (20) | 10\% | (36) | 3\% | (12) | 17\% | (62) | 64\% | (229) | 359 |
| \#1 Issue: Women's Issues | 16\% | (20) | 9\% | (11) | 6\% | (8) | 8\% | (10) | 61\% | (77) | 126 |
| \#1 Issue: Education | 5\% | (7) | 11\% | (17) | 10\% | (15) | 3\% | (5) | 71\% | (109) | 154 |
| \#1 Issue: Energy | 7\% | (7) | 13\% | (13) | 13\% | (13) | 3\% | (3) | 63\% | (63) | 100 |
| \#1 Issue: Other | 3\% | (3) | 5\% | (5) | 5\% | (5) | 12\% | (11) | 75\% | (69) | 93 |
| 2018 House Vote: Democrat | 11\% | (91) | 14\% | (115) | 6\% | (52) | 8\% | (66) | 62\% | (516) | 839 |
| 2018 House Vote: Republican | 3\% | (17) | 4\% | (26) | 8\% | (50) | $36 \%$ | (234) | 49\% | (315) | 643 |
| 2018 House Vote: Someone else | 1\% | (1) | 2\% | (3) | 1\% | (1) | 23\% | (24) | 73\% | (77) | 105 |
| 2018 House Vote: Didnt Vote | 3\% | (15) | 6\% | (39) | 8\% | (51) | 9\% | (56) | 73\% | (444) | 605 |
| 2016 Vote: Hillary Clinton | 11\% | (81) | 14\% | (98) | 7\% | (48) | 7\% | (48) | 62\% | (445) | 719 |
| 2016 Vote: Donald Trump | 4\% | (24) | 5\% | (31) | 8\% | (52) | 35\% | (235) | 49\% | (324) | 666 |
| 2016 Vote: Someone else | 2\% | (3) | 10\% | (18) | $4 \%$ | (7) | 15\% | (27) | 69\% | (123) | 178 |
| 2016 Vote: Didnt Vote | 3\% | (18) | 6\% | (36) | 8\% | (48) | 11\% | (70) | 73\% | (458) | 629 |
| Voted in 2014: Yes | 6\% | (86) | 10\% | (142) | 6\% | (87) | 21\% | (283) | 56\% | (768) | 1366 |
| Voted in 2014: No | 5\% | (43) | 5\% | (40) | 8\% | (68) | $12 \%$ | (98) | 70\% | (585) | 833 |
| 2012 Vote: Barack Obama | 9\% | (80) | 13\% | (108) | 5\% | (47) | $11 \%$ | (95) | 61\% | (524) | 854 |
| 2012 Vote: Mitt Romney | 2\% | (8) | 5\% | (23) | 7\% | (33) | 35\% | (176) | 52\% | (261) | 501 |
| 2012 Vote: Other | 4\% | (3) | 2\% | (1) | 6\% | (5) | 25\% | (22) | 63\% | (55) | 87 |
| 2012 Vote: Didn't Vote | 5\% | (37) | 7\% | (50) | 9\% | (70) | 12\% | (87) | 68\% | (509) | 752 |
| 4-Region: Northeast | 10\% | (41) | 8\% | (30) | 6\% | (22) | 16\% | (62) | 61\% | (239) | 394 |
| 4-Region: Midwest | 4\% | (19) | 6\% | (29) | 9\% | (42) | 18\% | (83) | 63\% | (290) | 462 |
| 4-Region: South | 5\% | (45) | 8\% | (62) | 6\% | (52) | 19\% | (160) | 61\% | (505) | 824 |
| 4-Region: West | 5\% | (24) | 12\% | (62) | 7\% | (39) | 15\% | (76) | 61\% | (319) | 519 |

Continued on next page

Table HR21_17: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Bill de Blasio

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 6\% | (129) | 8\% | (182) | 7\% | (155) | 17\% | (381) | 62\% | (1353) | 2199 |
| TV shows: Every day | 7\% | (84) | 10\% | (111) | 6\% | (67) | 17\% | (199) | 60\% | (687) | 1148 |
| TV shows: Several times per week | 4\% | (19) | 6\% | (33) | 9\% | (48) | 18\% | (93) | 62\% | (319) | 512 |
| TV shows: About once per week | 5\% | (8) | 13\% | (19) | 10\% | (14) | 16\% | (23) | 55\% | (79) | 144 |
| TV shows: Several times per month | 7\% | (7) | 8\% | (8) | 11\% | (11) | 18\% | (18) | 57\% | (57) | 101 |
| TV shows: About once per month | 12\% | (6) | 3\% | (2) | 5\% | (2) | 18\% | (9) | 62\% | (30) | 48 |
| TV shows: Less often than once per month | 4\% | (3) | 5\% | (4) | 5\% | (4) | 22\% | (17) | 65\% | (50) | 78 |
| TV shows: Never | 1\% | (2) | 3\% | (5) | 5\% | (9) | 13\% | (22) | 78\% | (131) | 169 |
| Movies: Every day | 14\% | (55) | 10\% | (38) | 8\% | (31) | 15\% | (60) | 54\% | (214) | 399 |
| Movies: Several times per week | 5\% | (31) | 11\% | (64) | 7\% | (43) | 21\% | (120) | 55\% | (316) | 574 |
| Movies: About once per week | 5\% | (18) | 10\% | (37) | 8\% | (30) | 16\% | (62) | 62\% | (236) | 383 |
| Movies: Several times per month | 4\% | (10) | 6\% | (15) | 8\% | (22) | 18\% | (49) | 65\% | (177) | 273 |
| Movies: About once per month | 5\% | (8) | 6\% | (10) | 6\% | (11) | 17\% | (30) | 66\% | (114) | 173 |
| Movies: Less often than once per month | 2\% | (4) | 5\% | (11) | 4\% | (8) | 17\% | (33) | 72\% | (145) | 201 |
| Movies: Never | 1\% | (2) | 4\% | (7) | 5\% | (10) | $14 \%$ | (26) | 77\% | (150) | 196 |
| Sports: Every day | 23\% | (37) | 16\% | (25) | 5\% | (8) | 14\% | (22) | 42\% | (66) | 158 |
| Sports: Several times per week | 7\% | (23) | 10\% | (34) | 12\% | (39) | 22\% | (74) | 49\% | (162) | 332 |
| Sports: About once per week | 2\% | (5) | 12\% | (35) | 10\% | (27) | 15\% | (43) | 61\% | (170) | 279 |
| Sports: Several times per month | 8\% | (18) | 8\% | (18) | 8\% | (19) | 21\% | (48) | 55\% | (126) | 228 |
| Sports: About once per month | 4\% | (7) | 9\% | (15) | 3\% | (6) | 21\% | (36) | 63\% | (110) | 174 |
| Sports: Less often than once per month | 3\% | (9) | 7\% | (25) | 6\% | (20) | 16\% | (58) | 69\% | (250) | 363 |
| Sports: Never | 5\% | (30) | 5\% | (30) | 5\% | (37) | 15\% | (99) | 71\% | (470) | 666 |
| Cable: I currently subscribe | 7\% | (82) | 11\% | (123) | 7\% | (83) | 16\% | (181) | 58\% | (639) | 1108 |
| Cable: I subscribed in the past | 5\% | (33) | 6\% | (47) | 7\% | (48) | 21\% | (150) | 62\% | (449) | 727 |
| Cable: I have never subscribed | 4\% | (13) | 3\% | (12) | 7\% | (24) | 14\% | (50) | 73\% | (266) | 365 |
| Satellite television: I currently subscribe | 7\% | (38) | 8\% | (40) | 7\% | (35) | 20\% | (105) | 58\% | (307) | 526 |
| Satellite television: I subscribed in the past | 5\% | (29) | 11\% | (67) | 8\% | (48) | 18\% | (108) | 58\% | (344) | 597 |
| Satellite television: I have never subscribed | 6\% | (61) | 7\% | (75) | 7\% | (71) | 16\% | (167) | 65\% | (702) | 1076 |

[^354]Table HR21_17: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Bill de Blasio

| Demographic | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Don't know / <br> No opinion | Total N |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

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

Table HR21_18: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Donald Trump

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | $\begin{gathered} \text { Don } \\ \text { No } \end{gathered}$ | know / <br> pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 9\% | (187) | 9\% | (204) | 8\% | (179) | $31 \%$ | (679) | 43\% | (951) | 2199 |
| Gender: Male | 10\% | (104) | 10\% | (106) | 10\% | (102) | 33\% | (345) | 38\% | (404) | 1061 |
| Gender: Female | 7\% | (83) | 9\% | (98) | 7\% | (77) | 29\% | (334) | 48\% | (547) | 1138 |
| Age: 18-29 | 13\% | (52) | 13\% | (53) | 11\% | (43) | 25\% | (103) | 39\% | (159) | 411 |
| Age: 30-44 | 9\% | (54) | 9\% | (56) | 8\% | (49) | 27\% | (164) | 46\% | (278) | 600 |
| Age: 45-54 | 8\% | (28) | 11\% | (37) | 6\% | (21) | 29\% | (97) | 45\% | (152) | 335 |
| Age: 55-64 | 6\% | (27) | 8\% | (33) | 5\% | (22) | 39\% | (162) | 41\% | (173) | 417 |
| Age: 65+ | 6\% | (26) | 6\% | (25) | 10\% | (44) | 35\% | (153) | 43\% | (189) | 436 |
| Generation Z: 18-21 | 17\% | (20) | 9\% | (11) | 10\% | (11) | 27\% | (31) | 37\% | (43) | 116 |
| Millennial: Age 22-37 | 9\% | (60) | 12\% | (78) | 10\% | (63) | 29\% | (188) | 41\% | (269) | 657 |
| Generation X: Age 38-53 | 9\% | (50) | 10\% | (56) | 7\% | (36) | 25\% | (133) | 49\% | (268) | 543 |
| Boomers: Age 54-72 | 6\% | (48) | 7\% | (51) | 7\% | (58) | 37\% | (282) | 43\% | (333) | 772 |
| PID: Dem (no lean) | 7\% | (54) | 8\% | (62) | 7\% | (57) | 37\% | (302) | 41\% | (331) | 806 |
| PID: Ind (no lean) | 7\% | (50) | 10\% | (72) | 7\% | (53) | 27\% | (201) | 50\% | (377) | 754 |
| PID: Rep (no lean) | 13\% | (83) | 11\% | (70) | $11 \%$ | (69) | 28\% | (176) | 38\% | (242) | 639 |
| PID/Gender: Dem Men | 9\% | (35) | 10\% | (39) | 7\% | (29) | 39\% | (156) | 34\% | (136) | 395 |
| PID/Gender: Dem Women | 5\% | (19) | 6\% | (23) | 7\% | (27) | 36\% | (146) | 48\% | (195) | 411 |
| PID/Gender: Ind Men | 7\% | (24) | 10\% | (33) | 8\% | (26) | 28\% | (92) | 46\% | (151) | 326 |
| PID/Gender: Ind Women | 6\% | (26) | 9\% | (39) | 6\% | (27) | 25\% | (108) | 53\% | (227) | 427 |
| PID/Gender: Rep Men | 13\% | (44) | 10\% | (34) | 14\% | (47) | 29\% | (97) | 34\% | (117) | 339 |
| PID/Gender: Rep Women | 13\% | (38) | 12\% | (36) | 7\% | (22) | 26\% | (79) | 42\% | (125) | 300 |
| Ideo: Liberal (1-3) | 9\% | (59) | 9\% | (59) | 7\% | (48) | 37\% | (246) | 39\% | (262) | 674 |
| Ideo: Moderate (4) | 6\% | (34) | 10\% | (53) | 10\% | (56) | 32\% | (172) | 42\% | (229) | 544 |
| Ideo: Conservative (5-7) | 11\% | (80) | 11\% | (77) | 10\% | (70) | 29\% | (207) | 39\% | (279) | 712 |

Continued on next page

Table HR21_18: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Donald Trump

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 9\% | (187) | 9\% | (204) | 8\% | (179) | $31 \%$ | (679) | 43\% | (951) | 2199 |
| Educ: < College | 8\% | (126) | 9\% | (132) | 7\% | (104) | 30\% | (453) | 46\% | (697) | 1512 |
| Educ: Bachelors degree | 8\% | (37) | 12\% | (52) | 13\% | (58) | $32 \%$ | (143) | 35\% | (154) | 444 |
| Educ: Post-grad | 10\% | (25) | 8\% | (20) | 7\% | (17) | $34 \%$ | (82) | 41\% | (100) | 243 |
| Income: Under 50k | 10\% | (124) | 9\% | (110) | 8\% | (99) | 29\% | (382) | 45\% | (581) | 1297 |
| Income: 50k-100k | 8\% | (47) | 11\% | (69) | 8\% | (48) | 33\% | (203) | 40\% | (249) | 615 |
| Income: 100k+ | 6\% | (16) | 8\% | (24) | 11\% | (32) | 33\% | (93) | 42\% | (121) | 287 |
| Ethnicity: White | 8\% | (141) | 9\% | (162) | 8\% | (135) | 30\% | (522) | 44\% | (762) | 1722 |
| Ethnicity: Hispanic | 8\% | (29) | 7\% | (26) | 9\% | (33) | 38\% | (133) | 37\% | (128) | 350 |
| Ethnicity: Afr. Am. | 9\% | (25) | 10\% | (27) | 7\% | (20) | 30\% | (83) | 44\% | (120) | 274 |
| Ethnicity: Other | 11\% | (22) | 8\% | (15) | 12\% | (24) | $36 \%$ | (74) | 34\% | (69) | 203 |
| Relig: Protestant | 10\% | (55) | 7\% | (40) | 8\% | (46) | $33 \%$ | (178) | 41\% | (220) | 539 |
| Relig: Roman Catholic | 8\% | (33) | 9\% | (41) | 8\% | (37) | $34 \%$ | (148) | 40\% | (176) | 436 |
| Relig: Something Else | 5\% | (10) | 13\% | (25) | 6\% | (12) | $31 \%$ | (57) | 44\% | (83) | 187 |
| Relig: Jewish | 10\% | (5) | 9\% | (5) | 8\% | (4) | 36\% | (19) | 38\% | (20) | 54 |
| Relig: Evangelical | 7\% | (57) | 9\% | (76) | 7\% | (59) | $33 \%$ | (262) | 44\% | (350) | 805 |
| Relig: Non-Evang. Catholics | 12\% | (42) | 8\% | (30) | 10\% | (35) | $34 \%$ | (121) | 36\% | (129) | 357 |
| Relig: All Christian | 8\% | (99) | 9\% | (106) | 8\% | (94) | $33 \%$ | (383) | 41\% | (479) | 1161 |
| Relig: All Non-Christian | 14\% | (32) | 10\% | (22) | 4\% | (10) | 25\% | (56) | 46\% | (103) | 224 |
| Community: Urban | 10\% | (58) | 9\% | (49) | 9\% | (54) | $33 \%$ | (192) | 39\% | (222) | 575 |
| Community: Suburban | 8\% | (75) | 10\% | (93) | 9\% | (86) | $31 \%$ | (309) | 43\% | (419) | 982 |
| Community: Rural | 8\% | (54) | 10\% | (61) | 6\% | (39) | $28 \%$ | (178) | 48\% | (309) | 643 |

[^355]Table HR21_18: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Donald Trump

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 9\% | (187) | 9\% | (204) | 8\% | (179) | $31 \%$ | (679) | 43\% | (951) | 2199 |
| Employ: Private Sector | 9\% | (61) | 11\% | (72) | 10\% | (64) | $34 \%$ | (225) | 36\% | (239) | 661 |
| Employ: Government | 11\% | (14) | 10\% | (12) | 10\% | (13) | 23\% | (28) | 46\% | (57) | 124 |
| Employ: Self-Employed | 10\% | (19) | 12\% | (23) | 5\% | (9) | 26\% | (50) | 48\% | (94) | 195 |
| Employ: Homemaker | 8\% | (14) | 7\% | (12) | 8\% | (13) | 30\% | (52) | 47\% | (80) | 170 |
| Employ: Student | 12\% | (10) | 14\% | (11) | 15\% | (12) | 30\% | (24) | 29\% | (23) | 79 |
| Employ: Retired | 7\% | (37) | 8\% | (39) | 9\% | (47) | 35\% | (182) | 42\% | (217) | 523 |
| Employ: Unemployed | 9\% | (23) | 8\% | (21) | 4\% | (11) | 25\% | (66) | 54\% | (141) | 262 |
| Employ: Other | 5\% | (10) | 7\% | (13) | 5\% | (9) | 29\% | (53) | 54\% | (100) | 185 |
| Military HH: Yes | 8\% | (32) | 6\% | (25) | 10\% | (38) | $32 \%$ | (124) | 43\% | (166) | 384 |
| Military HH: No | 9\% | (155) | 10\% | (179) | 8\% | (141) | 31\% | (555) | 43\% | (785) | 1815 |
| RD/WT: Right Direction | 14\% | (114) | 13\% | (105) | 9\% | (76) | 24\% | (198) | 40\% | (333) | 826 |
| RD/WT: Wrong Track | 5\% | (73) | 7\% | (98) | 8\% | (103) | 35\% | (481) | 45\% | (617) | 1373 |
| Trump Job Approve | 13\% | (111) | 13\% | (114) | 9\% | (82) | 26\% | (230) | 38\% | (333) | 870 |
| Trump Job Disapprove | 6\% | (72) | 7\% | (89) | 8\% | (95) | 35\% | (435) | 44\% | (536) | 1227 |
| Trump Job Strongly Approve | 17\% | (76) | 11\% | (47) | 8\% | (34) | 28\% | (121) | 37\% | (162) | 440 |
| Trump Job Somewhat Approve | 8\% | (35) | 15\% | (66) | 11\% | (48) | 25\% | (109) | 40\% | (171) | 429 |
| Trump Job Somewhat Disapprove | 7\% | (22) | 7\% | (21) | 17\% | (49) | 26\% | (78) | 43\% | (127) | 297 |
| Trump Job Strongly Disapprove | 5\% | (50) | 7\% | (69) | 5\% | (45) | 38\% | (357) | 44\% | (410) | 930 |
| Favorable of Trump | 13\% | (113) | 14\% | (115) | 9\% | (75) | 25\% | (213) | 39\% | (331) | 847 |
| Unfavorable of Trump | 6\% | (70) | 7\% | (85) | 8\% | (95) | 37\% | (451) | 42\% | (512) | 1212 |
| Very Favorable of Trump | 19\% | (89) | 9\% | (43) | 8\% | (39) | 27\% | (127) | 38\% | (180) | 479 |
| Somewhat Favorable of Trump | 7\% | (24) | 20\% | (72) | 10\% | (35) | 23\% | (86) | 41\% | (150) | 368 |
| Somewhat Unfavorable of Trump | 9\% | (21) | 9\% | (20) | 17\% | (41) | 26\% | (62) | 39\% | (92) | 236 |
| Very Unfavorable of Trump | 5\% | (49) | 7\% | (65) | 6\% | (54) | 40\% | (389) | 43\% | (420) | 976 |

[^356]Table HR21_18: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Donald Trump

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 9\% | (187) | 9\% | (204) | 8\% | (179) | 31\% | (679) | 43\% | (951) | 2199 |
| \#1 Issue: Economy | 7\% | (40) | 14\% | (79) | 10\% | (57) | 28\% | (159) | 40\% | (224) | 560 |
| \#1 Issue: Security | $12 \%$ | (51) | 7\% | (33) | 9\% | (38) | 35\% | (154) | 37\% | (165) | 441 |
| \#1 Issue: Health Care | 8\% | (29) | 9\% | (34) | $4 \%$ | (15) | 35\% | (127) | 44\% | (163) | 368 |
| \#1 Issue: Medicare / Social Security | 8\% | (28) | 7\% | (25) | $7 \%$ | (23) | $31 \%$ | (112) | 47\% | (169) | 359 |
| \#1 Issue: Women's Issues | 11\% | (13) | 9\% | (12) | 8\% | (10) | 32\% | (41) | 40\% | (50) | 126 |
| \#1 Issue: Education | 7\% | (10) | 3\% | (5) | 16\% | (24) | 23\% | (36) | 51\% | (78) | 154 |
| \#1 Issue: Energy | 13\% | (13) | 11\% | (11) | 6\% | (6) | 22\% | (22) | 49\% | (49) | 100 |
| \#1 Issue: Other | 3\% | (3) | 5\% | (5) | 5\% | (5) | 30\% | (28) | 57\% | (53) | 93 |
| 2018 House Vote: Democrat | 7\% | (62) | 9\% | (73) | 8\% | (67) | 37\% | (307) | 39\% | (331) | 839 |
| 2018 House Vote: Republican | 11\% | (71) | 11\% | (74) | 9\% | (61) | $31 \%$ | (198) | 37\% | (239) | 643 |
| 2018 House Vote: Someone else | 2\% | (2) | 4\% | (4) | 6\% | (7) | 37\% | (39) | 51\% | (54) | 105 |
| 2018 House Vote: Didnt Vote | 8\% | (49) | 9\% | (53) | 7\% | (43) | 22\% | (134) | 54\% | (327) | 605 |
| 2016 Vote: Hillary Clinton | 6\% | (45) | 8\% | (56) | 7\% | (51) | 37\% | (266) | 42\% | (301) | 719 |
| 2016 Vote: Donald Trump | 12\% | (81) | 11\% | (76) | 9\% | (62) | 30\% | (197) | 38\% | (250) | 666 |
| 2016 Vote: Someone else | 2\% | (4) | 7\% | (12) | 10\% | (17) | 36\% | (64) | 45\% | (81) | 178 |
| 2016 Vote: Didnt Vote | 8\% | (53) | 9\% | (59) | 8\% | (49) | 24\% | (152) | 50\% | (317) | 629 |
| Voted in 2014: Yes | 8\% | (110) | 10\% | (130) | 8\% | (111) | 34\% | (468) | 40\% | (546) | 1366 |
| Voted in 2014: No | 9\% | (77) | 9\% | (73) | 8\% | (68) | 25\% | (211) | 49\% | (404) | 833 |
| 2012 Vote: Barack Obama | 7\% | (56) | 10\% | (82) | 5\% | (44) | 37\% | (318) | 42\% | (355) | 854 |
| 2012 Vote: Mitt Romney | 9\% | (45) | 9\% | (44) | $11 \%$ | (56) | $31 \%$ | (153) | 40\% | (202) | 501 |
| 2012 Vote: Other | 8\% | (7) | 14\% | (12) | 8\% | (7) | 32\% | (28) | 38\% | (33) | 87 |
| 2012 Vote: Didn't Vote | 11\% | (79) | 9\% | (66) | 10\% | (72) | 24\% | (180) | 47\% | (356) | 752 |
| 4-Region: Northeast | 8\% | (30) | 8\% | (31) | 8\% | (30) | 35\% | (138) | 42\% | (165) | 394 |
| 4-Region: Midwest | 7\% | (34) | 10\% | (48) | 8\% | (36) | 30\% | (139) | 45\% | (207) | 462 |
| 4-Region: South | 11\% | (89) | 9\% | (74) | 7\% | (62) | 29\% | (236) | 44\% | (364) | 824 |
| 4-Region: West | 7\% | (34) | 10\% | (50) | 10\% | (52) | 32\% | (167) | 42\% | (216) | 519 |

Continued on next page

Table HR21_18: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Donald Trump

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 9\% | (187) | 9\% | (204) | 8\% | (179) | $31 \%$ | (679) | 43\% | (951) | 2199 |
| TV shows: Every day | 9\% | (104) | 10\% | (113) | 7\% | (83) | $34 \%$ | (385) | 40\% | (464) | 1148 |
| TV shows: Several times per week | 8\% | (39) | 11\% | (57) | 9\% | (48) | 33\% | (169) | 39\% | (201) | 512 |
| TV shows: About once per week | 10\% | (14) | 7\% | (10) | 13\% | (18) | 22\% | (32) | 49\% | (70) | 144 |
| TV shows: Several times per month | 9\% | (9) | 9\% | (9) | 13\% | (13) | 17\% | (17) | 52\% | (53) | 101 |
| TV shows: About once per month | 10\% | (5) | 9\% | (4) | 5\% | (2) | 20\% | (10) | 57\% | (27) | 48 |
| TV shows: Less often than once per month | 8\% | (7) | 4\% | (3) | 4\% | (3) | 39\% | (31) | 44\% | (34) | 78 |
| TV shows: Never | 6\% | (11) | 5\% | (8) | 7\% | (12) | 21\% | (36) | 61\% | (103) | 169 |
| Movies: Every day | 13\% | (53) | 11\% | (43) | 11\% | (43) | 30\% | (121) | 35\% | (138) | 399 |
| Movies: Several times per week | 10\% | (60) | 11\% | (62) | 8\% | (46) | 36\% | (204) | 35\% | (201) | 574 |
| Movies: About once per week | 7\% | (26) | 11\% | (42) | 9\% | (35) | $31 \%$ | (120) | 42\% | (160) | 383 |
| Movies: Several times per month | 5\% | (15) | 11\% | (29) | 9\% | (24) | 30\% | (83) | 45\% | (122) | 273 |
| Movies: About once per month | 10\% | (16) | 6\% | (10) | 7\% | (12) | 28\% | (48) | 50\% | (87) | 173 |
| Movies: Less often than once per month | $4 \%$ | (8) | 6\% | (12) | 4\% | (8) | 27\% | (54) | 59\% | (118) | 201 |
| Movies: Never | 4\% | (8) | 2\% | (4) | 6\% | (11) | 25\% | (49) | 63\% | (124) | 196 |
| Sports: Every day | 16\% | (25) | 18\% | (28) | 7\% | (12) | 28\% | (45) | $31 \%$ | (48) | 158 |
| Sports: Several times per week | 14\% | (45) | 11\% | (38) | 14\% | (47) | 34\% | (112) | 27\% | (90) | 332 |
| Sports: About once per week | 6\% | (17) | 11\% | (31) | 8\% | (22) | 33\% | (91) | 42\% | (118) | 279 |
| Sports: Several times per month | 9\% | (20) | 7\% | (16) | 10\% | (23) | 30\% | (68) | 45\% | (101) | 228 |
| Sports: About once per month | 6\% | (11) | 10\% | (17) | 6\% | (10) | 37\% | (65) | 41\% | (72) | 174 |
| Sports: Less often than once per month | 8\% | (28) | 8\% | (30) | 8\% | (28) | 29\% | (105) | 47\% | (172) | 363 |
| Sports: Never | 6\% | (41) | 7\% | (45) | 6\% | (37) | 29\% | (193) | 52\% | (349) | 666 |
| Cable: I currently subscribe | 9\% | (99) | 10\% | (108) | 9\% | (98) | $31 \%$ | (349) | 41\% | (454) | 1108 |
| Cable: I subscribed in the past | 8\% | (55) | 10\% | (75) | 7\% | (52) | 34\% | (246) | 41\% | (298) | 727 |
| Cable: I have never subscribed | 9\% | (32) | 6\% | (21) | 8\% | (29) | 23\% | (84) | 54\% | (199) | 365 |
| Satellite television: I currently subscribe | 12\% | (65) | 11\% | (59) | 8\% | (45) | 28\% | (148) | 40\% | (209) | 526 |
| Satellite television: I subscribed in the past | 9\% | (53) | 11\% | (66) | 10\% | (61) | 30\% | (176) | 41\% | (242) | 597 |
| Satellite television: I have never subscribed | 6\% | (69) | 7\% | (79) | 7\% | (74) | 33\% | (355) | 46\% | (499) | 1076 |

[^357]Table HR21_18: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Donald Trump

|  | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Demographic | Don't know / <br> No opinion | Total N |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Adults | $9 \%$ | $(187)$ | $9 \%$ | $(204)$ | $8 \%$ | $(179)$ | $31 \%$ | $(679)$ | $43 \%$ |

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

Table HR21_19: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Hillary Clinton

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  |  | know / pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $12 \%$ | (261) | 15\% | (332) | 8\% | (174) | 22\% | (482) | 43\% | (951) | 2199 |
| Gender: Male | 14\% | (144) | 17\% | (176) | 9\% | (91) | 24\% | (256) | 37\% | (394) | 1061 |
| Gender: Female | 10\% | (117) | 14\% | (156) | 7\% | (83) | 20\% | (226) | 49\% | (556) | 1138 |
| Age: 18-29 | 16\% | (65) | 19\% | (79) | 9\% | (38) | 16\% | (66) | 40\% | (163) | 411 |
| Age: 30-44 | $14 \%$ | (81) | 14\% | (86) | 8\% | (46) | 16\% | (97) | 48\% | (290) | 600 |
| Age: 45-54 | 12\% | (41) | 16\% | (55) | 6\% | (21) | 20\% | (67) | 45\% | (150) | 335 |
| Age: 55-64 | 10\% | (43) | 15\% | (62) | 9\% | (36) | 27\% | (113) | 39\% | (163) | 417 |
| Age: 65+ | 7\% | (30) | 12\% | (50) | 8\% | (33) | 32\% | (138) | 42\% | (185) | 436 |
| Generation Z: 18-21 | 20\% | (23) | 18\% | (21) | 5\% | (6) | 15\% | (17) | 42\% | (48) | 116 |
| Millennial: Age 22-37 | 14\% | (94) | 17\% | (112) | 10\% | (63) | 15\% | (97) | 44\% | (290) | 657 |
| Generation X: Age 38-53 | $12 \%$ | (66) | 15\% | (82) | 6\% | (35) | 19\% | (106) | 47\% | (255) | 543 |
| Boomers: Age 54-72 | 9\% | (71) | 14\% | (106) | 8\% | (63) | 29\% | (223) | 40\% | (309) | 772 |
| PID: Dem (no lean) | 23\% | (189) | 24\% | (196) | 7\% | (57) | 7\% | (60) | 38\% | (304) | 806 |
| PID: Ind (no lean) | 6\% | (43) | 13\% | (95) | 9\% | (65) | 22\% | (166) | 51\% | (385) | 754 |
| PID: Rep (no lean) | 5\% | (29) | 6\% | (41) | 8\% | (52) | 40\% | (255) | 41\% | (261) | 639 |
| PID/Gender: Dem Men | 27\% | (108) | 25\% | (100) | 8\% | (31) | 8\% | (31) | 32\% | (126) | 395 |
| PID/Gender: Dem Women | 20\% | (81) | 23\% | (96) | 6\% | (27) | 7\% | (29) | 43\% | (178) | 411 |
| PID/Gender: Ind Men | 6\% | (18) | 16\% | (52) | 9\% | (29) | 25\% | (81) | 45\% | (146) | 326 |
| PID/Gender: Ind Women | 6\% | (25) | 10\% | (44) | 8\% | (35) | 20\% | (85) | 56\% | (239) | 427 |
| PID/Gender: Rep Men | 5\% | (18) | 7\% | (25) | 9\% | (31) | 42\% | (144) | 36\% | (122) | 339 |
| PID/Gender: Rep Women | $4 \%$ | (11) | 5\% | (16) | 7\% | (21) | 37\% | (111) | 47\% | (140) | 300 |
| Ideo: Liberal (1-3) | 21\% | (140) | 27\% | (182) | 8\% | (57) | 9\% | (59) | 35\% | (236) | 674 |
| Ideo: Moderate (4) | 13\% | (70) | 16\% | (86) | 9\% | (48) | 17\% | (92) | 46\% | (248) | 544 |
| Ideo: Conservative (5-7) | 6\% | (44) | 6\% | (46) | 8\% | (57) | 41\% | (295) | 38\% | (269) | 712 |

Continued on next page

Table HR21_19: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Hillary Clinton

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (261) | 15\% | (332) | 8\% | (174) | 22\% | (482) | 43\% | (951) | 2199 |
| Educ: < College | 12\% | (179) | 14\% | (218) | 7\% | (98) | $21 \%$ | (320) | 46\% | (695) | 1512 |
| Educ: Bachelors degree | 12\% | (51) | 17\% | (74) | 11\% | (49) | 23\% | (102) | 38\% | (167) | 444 |
| Educ: Post-grad | 12\% | (30) | 16\% | (40) | 11\% | (26) | 24\% | (59) | 36\% | (88) | 243 |
| Income: Under 50k | 13\% | (164) | 16\% | (204) | 7\% | (91) | 19\% | (245) | 46\% | (593) | 1297 |
| Income: 50k-100k | 12\% | (76) | 14\% | (85) | 9\% | (53) | 26\% | (158) | 40\% | (244) | 615 |
| Income: 100k+ | 7\% | (21) | 15\% | (43) | 11\% | (31) | 27\% | (78) | 40\% | (114) | 287 |
| Ethnicity: White | 9\% | (153) | 14\% | (233) | 8\% | (140) | 25\% | (426) | 45\% | (771) | 1722 |
| Ethnicity: Hispanic | 23\% | (81) | 17\% | (58) | 7\% | (23) | 16\% | (55) | 38\% | (132) | 350 |
| Ethnicity: Afr. Am. | 22\% | (61) | 26\% | (71) | 8\% | (21) | 7\% | (19) | 37\% | (102) | 274 |
| Ethnicity: Other | 23\% | (47) | 14\% | (28) | 7\% | (13) | 18\% | (36) | 38\% | (78) | 203 |
| Relig: Protestant | 7\% | (38) | 14\% | (78) | 7\% | (38) | 30\% | (163) | 41\% | (222) | 539 |
| Relig: Roman Catholic | 18\% | (80) | 12\% | (53) | 8\% | (36) | 23\% | (99) | 38\% | (167) | 436 |
| Relig: Something Else | 14\% | (26) | 14\% | (26) | 7\% | (13) | 16\% | (29) | 49\% | (92) | 187 |
| Relig: Jewish | 10\% | (5) | 26\% | (14) | 7\% | (4) | 17\% | (9) | 40\% | (22) | 54 |
| Relig: Evangelical | 13\% | (103) | 14\% | (113) | 8\% | (64) | 22\% | (174) | 44\% | (351) | 805 |
| Relig: Non-Evang. Catholics | 11\% | (41) | 13\% | (45) | 7\% | (24) | 33\% | (117) | 36\% | (130) | 357 |
| Relig: All Christian | 12\% | (144) | 14\% | (157) | 8\% | (88) | 25\% | (291) | 41\% | (481) | 1161 |
| Relig: All Non-Christian | 9\% | (21) | 16\% | (35) | 5\% | (11) | 24\% | (54) | 46\% | (103) | 224 |
| Community: Urban | 18\% | (106) | 17\% | (96) | 8\% | (45) | 18\% | (102) | 39\% | (226) | 575 |
| Community: Suburban | 11\% | (108) | 16\% | (158) | 9\% | (84) | 22\% | (218) | 42\% | (413) | 982 |
| Community: Rural | 7\% | (47) | 12\% | (78) | 7\% | (45) | 25\% | (161) | 48\% | (312) | 643 |

[^358]Table HR21_19: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Hillary Clinton

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (261) | 15\% | (332) | 8\% | (174) | 22\% | (482) | 43\% | (951) | 2199 |
| Employ: Private Sector | 13\% | (86) | 19\% | (127) | $11 \%$ | (73) | $21 \%$ | (141) | 35\% | (234) | 661 |
| Employ: Government | 12\% | (15) | 15\% | (19) | 8\% | (10) | 23\% | (29) | 41\% | (51) | 124 |
| Employ: Self-Employed | 15\% | (29) | 12\% | (23) | 7\% | (13) | 19\% | (37) | 48\% | (93) | 195 |
| Employ: Homemaker | 7\% | (12) | 12\% | (21) | 8\% | (13) | 20\% | (34) | 53\% | (91) | 170 |
| Employ: Student | 24\% | (19) | 22\% | (18) | 9\% | (7) | 13\% | (11) | 31\% | (25) | 79 |
| Employ: Retired | 6\% | (34) | 14\% | (76) | 7\% | (36) | $31 \%$ | (160) | 42\% | (218) | 523 |
| Employ: Unemployed | 15\% | (39) | 7\% | (19) | 6\% | (17) | 18\% | (47) | 53\% | (139) | 262 |
| Employ: Other | 15\% | (27) | 16\% | (30) | 3\% | (5) | 12\% | (23) | 54\% | (100) | 185 |
| Military HH: Yes | 11\% | (41) | 10\% | (39) | 8\% | (32) | 28\% | (109) | 42\% | (163) | 384 |
| Military HH: No | 12\% | (220) | 16\% | (293) | 8\% | (142) | 21\% | (372) | 43\% | (788) | 1815 |
| RD/WT: Right Direction | 7\% | (56) | 7\% | (61) | 8\% | (63) | 37\% | (309) | $41 \%$ | (338) | 826 |
| RD/WT: Wrong Track | 15\% | (205) | 20\% | (271) | 8\% | (111) | 13\% | (173) | 45\% | (613) | 1373 |
| Trump Job Approve | 6\% | (55) | 8\% | (67) | $7 \%$ | (63) | 40\% | (345) | 39\% | (339) | 870 |
| Trump Job Disapprove | 17\% | (203) | $21 \%$ | (263) | 9\% | (110) | 10\% | (125) | 43\% | (527) | 1227 |
| Trump Job Strongly Approve | 7\% | (33) | 6\% | (25) | 5\% | (20) | 46\% | (201) | 37\% | (162) | 440 |
| Trump Job Somewhat Approve | 5\% | (23) | 10\% | (42) | 10\% | (44) | $34 \%$ | (144) | 41\% | (178) | 429 |
| Trump Job Somewhat Disapprove | 9\% | (25) | 18\% | (54) | 13\% | (40) | 15\% | (46) | 44\% | (132) | 297 |
| Trump Job Strongly Disapprove | 19\% | (177) | 23\% | (210) | 8\% | (70) | 8\% | (79) | 42\% | (395) | 930 |
| Favorable of Trump | 5\% | (46) | 8\% | (64) | 7\% | (63) | 40\% | (336) | 40\% | (339) | 847 |
| Unfavorable of Trump | 17\% | (211) | 22\% | (261) | 9\% | (107) | 11\% | (130) | 41\% | (503) | 1212 |
| Very Favorable of Trump | 7\% | (33) | 5\% | (22) | 5\% | (25) | 44\% | (210) | 39\% | (189) | 479 |
| Somewhat Favorable of Trump | 4\% | (13) | 11\% | (42) | 10\% | (38) | 34\% | (126) | 41\% | (150) | 368 |
| Somewhat Unfavorable of Trump | 8\% | (18) | 17\% | (41) | 14\% | (33) | 19\% | (45) | 42\% | (99) | 236 |
| Very Unfavorable of Trump | 20\% | (193) | 23\% | (220) | 8\% | (74) | 9\% | (85) | $41 \%$ | (404) | 976 |

[^359]Table HR21_19: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Hillary Clinton

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (261) | 15\% | (332) | 8\% | (174) | 22\% | (482) | 43\% | (951) | 2199 |
| \#1 Issue: Economy | 13\% | (70) | 14\% | (80) | 10\% | (55) | 21\% | (119) | 42\% | (237) | 560 |
| \#1 Issue: Security | 6\% | (25) | 9\% | (39) | 7\% | (33) | 42\% | (184) | 36\% | (160) | 441 |
| \#1 Issue: Health Care | 17\% | (61) | 18\% | (68) | 9\% | (32) | 14\% | (50) | 43\% | (157) | 368 |
| \#1 Issue: Medicare / Social Security | 11\% | (40) | 17\% | (60) | 5\% | (17) | 22\% | (80) | 45\% | (162) | 359 |
| \#1 Issue: Women's Issues | 23\% | (29) | 17\% | (21) | 9\% | (11) | 11\% | (13) | 40\% | (50) | 126 |
| \#1 Issue: Education | 11\% | (17) | 20\% | (30) | 7\% | (10) | 10\% | (16) | 52\% | (80) | 154 |
| \#1 Issue: Energy | 12\% | (12) | 28\% | (28) | 8\% | (8) | 5\% | (5) | 46\% | (46) | 100 |
| \#1 Issue: Other | 7\% | (6) | 8\% | (7) | 8\% | (8) | 16\% | (15) | 61\% | (57) | 93 |
| 2018 House Vote: Democrat | 20\% | (172) | 25\% | (206) | 8\% | (64) | 9\% | (72) | 39\% | (325) | 839 |
| 2018 House Vote: Republican | 4\% | (24) | 5\% | (34) | 9\% | (55) | 44\% | (285) | 38\% | (244) | 643 |
| 2018 House Vote: Someone else | 1\% | (1) | 11\% | (12) | 9\% | (9) | 29\% | (30) | 50\% | (53) | 105 |
| 2018 House Vote: Didnt Vote | 10\% | (59) | 13\% | (79) | 7\% | (45) | 15\% | (94) | 54\% | (329) | 605 |
| 2016 Vote: Hillary Clinton | 22\% | (162) | 25\% | (180) | 8\% | (55) | 5\% | (39) | 39\% | (284) | 719 |
| 2016 Vote: Donald Trump | 3\% | (23) | 7\% | (45) | 8\% | (52) | 44\% | (292) | 38\% | (255) | 666 |
| 2016 Vote: Someone else | 4\% | (7) | 16\% | (29) | 8\% | (15) | 24\% | (42) | 48\% | (85) | 178 |
| 2016 Vote: Didnt Vote | 10\% | (65) | 12\% | (78) | 8\% | (53) | 17\% | (109) | 52\% | (326) | 629 |
| Voted in 2014: Yes | 12\% | (168) | 16\% | (222) | 8\% | (104) | 24\% | (330) | 40\% | (542) | 1366 |
| Voted in 2014: No | 11\% | (93) | 13\% | (110) | 8\% | (70) | 18\% | (151) | 49\% | (409) | 833 |
| 2012 Vote: Barack Obama | 18\% | (155) | 22\% | (191) | 7\% | (63) | 11\% | (96) | 41\% | (349) | 854 |
| 2012 Vote: Mitt Romney | 3\% | (14) | 7\% | (37) | 8\% | (41) | 42\% | (213) | 39\% | (197) | 501 |
| 2012 Vote: Other | 4\% | (3) | 11\% | (10) | 7\% | (7) | 33\% | (29) | 44\% | (38) | 87 |
| 2012 Vote: Didn't Vote | 12\% | (88) | 13\% | (94) | 8\% | (64) | 19\% | (143) | 48\% | (363) | 752 |
| 4-Region: Northeast | 14\% | (53) | 14\% | (57) | 7\% | (28) | 21\% | (82) | 44\% | (174) | 394 |
| 4-Region: Midwest | 10\% | (45) | 14\% | (63) | 10\% | (45) | 21\% | (98) | 46\% | (212) | 462 |
| 4-Region: South | 11\% | (89) | 13\% | (109) | 8\% | (64) | 24\% | (197) | 44\% | (364) | 824 |
| 4-Region: West | 14\% | (73) | 20\% | (104) | 7\% | (37) | 20\% | (105) | 39\% | (201) | 519 |

Continued on next page

Table HR21_19: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Hillary Clinton

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (261) | 15\% | (332) | 8\% | (174) | 22\% | (482) | 43\% | (951) | 2199 |
| TV shows: Every day | 14\% | (159) | 16\% | (186) | 8\% | (89) | 21\% | (247) | 41\% | (467) | 1148 |
| TV shows: Several times per week | 11\% | (58) | 17\% | (86) | 8\% | (43) | 23\% | (120) | 40\% | (204) | 512 |
| TV shows: About once per week | 9\% | (13) | 9\% | (12) | 8\% | (11) | 27\% | (38) | 48\% | (69) | 144 |
| TV shows: Several times per month | 6\% | (6) | 12\% | (12) | 13\% | (13) | 18\% | (18) | 52\% | (53) | 101 |
| TV shows: About once per month | 5\% | (3) | 16\% | (8) | 5\% | (2) | 17\% | (8) | 58\% | (28) | 48 |
| TV shows: Less often than once per month | 17\% | (13) | 8\% | (6) | 8\% | (6) | 25\% | (19) | 43\% | (33) | 78 |
| TV shows: Never | 5\% | (9) | 13\% | (22) | 6\% | (10) | 19\% | (32) | 57\% | (97) | 169 |
| Movies: Every day | 21\% | (82) | 15\% | (60) | 8\% | (33) | 18\% | (71) | 38\% | (152) | 399 |
| Movies: Several times per week | 14\% | (78) | 19\% | (107) | 7\% | (42) | 25\% | (142) | 36\% | (206) | 574 |
| Movies: About once per week | 10\% | (39) | 17\% | (65) | 10\% | (39) | 23\% | (88) | 40\% | (152) | 383 |
| Movies: Several times per month | 8\% | (22) | 13\% | (35) | 10\% | (28) | 24\% | (66) | 45\% | (122) | 273 |
| Movies: About once per month | 5\% | (8) | 13\% | (22) | 7\% | (12) | 22\% | (39) | 53\% | (92) | 173 |
| Movies: Less often than once per month | 10\% | (20) | 10\% | (20) | 5\% | (9) | 20\% | (40) | 55\% | (111) | 201 |
| Movies: Never | 6\% | (12) | 12\% | (23) | 5\% | (10) | 18\% | (35) | 59\% | (116) | 196 |
| Sports: Every day | 26\% | (41) | 22\% | (34) | 7\% | (11) | 13\% | (21) | 32\% | (50) | 158 |
| Sports: Several times per week | 16\% | (53) | 19\% | (64) | 8\% | (28) | 26\% | (87) | 30\% | (99) | 332 |
| Sports: About once per week | 11\% | (32) | 16\% | (45) | 7\% | (20) | 26\% | (72) | 40\% | (112) | 279 |
| Sports: Several times per month | 12\% | (26) | 15\% | (35) | 8\% | (19) | 23\% | (53) | 42\% | (95) | 228 |
| Sports: About once per month | 10\% | (18) | 18\% | (32) | 7\% | (13) | 21\% | (36) | 43\% | (75) | 174 |
| Sports: Less often than once per month | 10\% | (36) | 14\% | (49) | 8\% | (30) | 22\% | (78) | 47\% | (169) | 363 |
| Sports: Never | 8\% | (54) | 11\% | (74) | 8\% | (53) | 20\% | (134) | 53\% | (351) | 666 |
| Cable: I currently subscribe | 16\% | (180) | 17\% | (191) | 7\% | (81) | 20\% | (224) | 39\% | (432) | 1108 |
| Cable: I subscribed in the past | 8\% | (60) | 15\% | (112) | 9\% | (62) | 25\% | (182) | 43\% | (310) | 727 |
| Cable: I have never subscribed | 6\% | (21) | 8\% | (29) | 8\% | (30) | $21 \%$ | (76) | 57\% | (209) | 365 |
| Satellite television: I currently subscribe | 13\% | (69) | 15\% | (80) | 7\% | (36) | 26\% | (139) | 38\% | (202) | 526 |
| Satellite television: I subscribed in the past | 11\% | (65) | 17\% | (99) | 8\% | (51) | 22\% | (130) | 42\% | (253) | 597 |
| Satellite television: I have never subscribed | 12\% | (127) | 14\% | (153) | 8\% | (88) | 20\% | (213) | 46\% | (495) | 1076 |

Continued on next page

Table HR21_19: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Hillary Clinton

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  |  | know / <br> pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (261) | 15\% | (332) | 8\% | (174) | 22\% | (482) | 43\% | (951) | 2199 |
| Streaming service: I currently subscribe | 14\% | (189) | 18\% | (232) | 8\% | (100) | 20\% | (254) | 40\% | (527) | 1302 |
| Streaming service: I subscribed in the past | 16\% | (36) | 15\% | (34) | 11\% | (25) | 18\% | (42) | 41\% | (96) | 234 |
| Streaming service: I have never subscribed | 5\% | (36) | 10\% | (66) | 7\% | (48) | 28\% | (186) | 49\% | (327) | 663 |
| Film: An avid fan | 19\% | (149) | 18\% | (138) | 9\% | (67) | 20\% | (153) | 35\% | (273) | 779 |
| Film: A casual fan | 9\% | (98) | 15\% | (175) | 8\% | (92) | 23\% | (260) | 46\% | (528) | 1153 |
| Film: Not a fan | 5\% | (14) | 7\% | (20) | 6\% | (15) | 26\% | (69) | 56\% | (150) | 267 |
| Television: An avid fan | 16\% | (183) | 18\% | (208) | 7\% | (86) | 21\% | (239) | 38\% | (438) | 1154 |
| Television: A casual fan | 8\% | (73) | 12\% | (111) | 9\% | (78) | 23\% | (213) | 48\% | (432) | 907 |
| Television: Not a fan | $3 \%$ | (5) | 10\% | (13) | 8\% | (10) | 21\% | (30) | 58\% | (81) | 139 |
| Music: An avid fan | 16\% | (182) | 18\% | (211) | 8\% | (93) | 21\% | (236) | 37\% | (429) | 1152 |
| Music: A casual fan | 8\% | (70) | 12\% | (108) | 8\% | (75) | 24\% | (220) | 48\% | (434) | 907 |
| Music: Not a fan | 6\% | (9) | 9\% | (13) | 4\% | (6) | 18\% | (25) | 62\% | (87) | 140 |
| Fashion: An avid fan | 30\% | (101) | 21\% | (71) | 6\% | (22) | 13\% | (45) | 30\% | (103) | 342 |
| Fashion: A casual fan | 12\% | (100) | 14\% | (122) | 8\% | (71) | 22\% | (188) | 44\% | (380) | 861 |
| Fashion: Not a fan | 6\% | (59) | 14\% | (139) | 8\% | (82) | 25\% | (248) | 47\% | (468) | 996 |

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

Table HR21_20: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
George W. Bush

|  | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Don't know <br> No opinion | Total N |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

Continued on next page

Table HR21_20: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
George W. Bush

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 11\% | (253) | 18\% | (400) | 9\% | (194) | 16\% | (342) | 46\% | (1010) | 2199 |
| Educ: < College | 10\% | (154) | 16\% | (243) | 9\% | (130) | 15\% | (225) | 50\% | (760) | 1512 |
| Educ: Bachelors degree | 15\% | (68) | 24\% | (109) | 10\% | (44) | 15\% | (65) | 36\% | (159) | 444 |
| Educ: Post-grad | 13\% | (31) | 20\% | (49) | 8\% | (21) | 21\% | (52) | 38\% | (92) | 243 |
| Income: Under 50k | 12\% | (151) | 17\% | (223) | 8\% | (109) | 14\% | (178) | 49\% | (635) | 1297 |
| Income: 50k-100k | 12\% | (74) | 20\% | (126) | 8\% | (51) | 17\% | (104) | 42\% | (259) | 615 |
| Income: 100k+ | 10\% | (28) | 18\% | (51) | 12\% | (34) | 21\% | (59) | 40\% | (115) | 287 |
| Ethnicity: White | 10\% | (180) | 18\% | (307) | 8\% | (143) | 18\% | (302) | 46\% | (790) | 1722 |
| Ethnicity: Hispanic | 18\% | (63) | 24\% | (85) | 5\% | (18) | 12\% | (41) | 41\% | (142) | 350 |
| Ethnicity: Afr. Am. | 16\% | (44) | 19\% | (52) | 12\% | (34) | 6\% | (15) | 47\% | (129) | 274 |
| Ethnicity: Other | 14\% | (29) | 20\% | (41) | 9\% | (18) | 12\% | (24) | 45\% | (91) | 203 |
| Relig: Protestant | 9\% | (50) | 21\% | (113) | 10\% | (55) | 18\% | (99) | 41\% | (221) | 539 |
| Relig: Roman Catholic | 17\% | (73) | 16\% | (70) | 8\% | (35) | 17\% | (74) | 42\% | (184) | 436 |
| Relig: Something Else | 6\% | (12) | 17\% | (31) | 6\% | (12) | 11\% | (20) | 59\% | (111) | 187 |
| Relig: Jewish | 11\% | (6) | 29\% | (16) | 10\% | (5) | 12\% | (6) | 38\% | (21) | 54 |
| Relig: Evangelical | 11\% | (92) | 19\% | (153) | 7\% | (59) | 15\% | (117) | 48\% | (384) | 805 |
| Relig: Non-Evang. Catholics | 12\% | (43) | 17\% | (62) | 12\% | (44) | 21\% | (76) | 37\% | (132) | 357 |
| Relig: All Christian | 12\% | (135) | 19\% | (215) | 9\% | (102) | 17\% | (194) | 44\% | (516) | 1161 |
| Relig: All Non-Christian | 11\% | (24) | 10\% | (22) | 10\% | (21) | 16\% | (36) | 54\% | (121) | 224 |
| Community: Urban | 14\% | (80) | 17\% | (99) | 10\% | (59) | 14\% | (79) | 45\% | (257) | 575 |
| Community: Suburban | 12\% | (118) | 20\% | (192) | 9\% | (89) | 15\% | (151) | 44\% | (432) | 982 |
| Community: Rural | 8\% | (54) | 17\% | (110) | 7\% | (46) | 17\% | (112) | 50\% | (321) | 643 |

[^360]Table HR21_20: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
George W. Bush

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | $\begin{gathered} \text { Don } \\ \text { No } \end{gathered}$ | know / <br> pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 11\% | (253) | 18\% | (400) | 9\% | (194) | 16\% | (342) | 46\% | (1010) | 2199 |
| Employ: Private Sector | 14\% | (91) | 22\% | (147) | 9\% | (60) | 16\% | (103) | 39\% | (259) | 661 |
| Employ: Government | 12\% | (15) | $21 \%$ | (26) | 14\% | (17) | $14 \%$ | (18) | 39\% | (49) | 124 |
| Employ: Self-Employed | 14\% | (27) | 18\% | (35) | 10\% | (20) | 12\% | (24) | 46\% | (89) | 195 |
| Employ: Homemaker | 10\% | (17) | 12\% | (20) | 10\% | (18) | 12\% | (20) | 56\% | (96) | 170 |
| Employ: Student | 23\% | (18) | 19\% | (15) | 6\% | (5) | 8\% | (7) | 43\% | (34) | 79 |
| Employ: Retired | 8\% | (40) | 19\% | (101) | 10\% | (51) | 21\% | (111) | 42\% | (220) | 523 |
| Employ: Unemployed | 9\% | (24) | 14\% | (37) | 6\% | (16) | 16\% | (41) | 55\% | (143) | 262 |
| Employ: Other | 11\% | (21) | 10\% | (19) | 4\% | (7) | 10\% | (19) | 64\% | (118) | 185 |
| Military HH: Yes | 11\% | (43) | 19\% | (74) | 9\% | (34) | 18\% | (70) | 42\% | (163) | 384 |
| Military HH: No | 12\% | (210) | 18\% | (326) | 9\% | (160) | 15\% | (272) | 47\% | (847) | 1815 |
| RD/WT: Right Direction | 9\% | (74) | 13\% | (111) | 11\% | (91) | 25\% | (209) | 41\% | (341) | 826 |
| RD/WT: Wrong Track | 13\% | (179) | $21 \%$ | (290) | 8\% | (103) | 10\% | (132) | 49\% | (669) | 1373 |
| Trump Job Approve | 9\% | (82) | 13\% | (115) | 11\% | (98) | 26\% | (230) | 40\% | (344) | 870 |
| Trump Job Disapprove | 14\% | (167) | 23\% | (282) | 8\% | (95) | 8\% | (103) | 47\% | (579) | 1227 |
| Trump Job Strongly Approve | 11\% | (50) | 9\% | (42) | 10\% | (44) | $32 \%$ | (140) | 37\% | (164) | 440 |
| Trump Job Somewhat Approve | 8\% | (32) | 17\% | (73) | 13\% | (54) | 21\% | (90) | 42\% | (180) | 429 |
| Trump Job Somewhat Disapprove | 8\% | (23) | 19\% | (57) | 13\% | (38) | 11\% | (33) | 49\% | (146) | 297 |
| Trump Job Strongly Disapprove | 16\% | (145) | 24\% | (226) | 6\% | (57) | 8\% | (70) | 47\% | (433) | 930 |
| Favorable of Trump | 9\% | (77) | 14\% | (119) | 11\% | (91) | 27\% | (227) | 39\% | (332) | 847 |
| Unfavorable of Trump | 14\% | (172) | 23\% | (274) | 8\% | (97) | 8\% | (103) | 47\% | (567) | 1212 |
| Very Favorable of Trump | 10\% | (46) | 11\% | (54) | 10\% | (48) | 31\% | (146) | 39\% | (185) | 479 |
| Somewhat Favorable of Trump | 9\% | (31) | 18\% | (65) | 12\% | (43) | 22\% | (81) | 40\% | (147) | 368 |
| Somewhat Unfavorable of Trump | 8\% | (18) | 19\% | (45) | 16\% | (39) | 11\% | (27) | 45\% | (107) | 236 |
| Very Unfavorable of Trump | 16\% | (154) | 23\% | (229) | 6\% | (58) | 8\% | (76) | 47\% | (460) | 976 |

[^361]Table HR21_20: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
George W. Bush

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 11\% | (253) | 18\% | (400) | 9\% | (194) | 16\% | (342) | 46\% | (1010) | 2199 |
| \#1 Issue: Economy | 11\% | (64) | $21 \%$ | (118) | 7\% | (41) | 15\% | (87) | 45\% | (251) | 560 |
| \#1 Issue: Security | 8\% | (36) | 14\% | (63) | $11 \%$ | (49) | 26\% | (116) | 40\% | (176) | 441 |
| \#1 Issue: Health Care | 15\% | (56) | 20\% | (74) | 8\% | (28) | 12\% | (43) | 45\% | (167) | 368 |
| \#1 Issue: Medicare / Social Security | 10\% | (35) | 19\% | (67) | 7\% | (26) | 16\% | (57) | 48\% | (172) | 359 |
| \#1 Issue: Women's Issues | 16\% | (21) | $21 \%$ | (27) | 10\% | (12) | 7\% | (9) | 45\% | (57) | 126 |
| \#1 Issue: Education | 14\% | (21) | $11 \%$ | (17) | 16\% | (24) | 7\% | (10) | 52\% | (81) | 154 |
| \#1 Issue: Energy | 15\% | (15) | 22\% | (22) | 6\% | (6) | 6\% | (6) | 51\% | (51) | 100 |
| \#1 Issue: Other | 5\% | (5) | 12\% | (11) | 8\% | (7) | 16\% | (15) | 59\% | (55) | 93 |
| 2018 House Vote: Democrat | 17\% | (139) | 25\% | (214) | 7\% | (62) | 9\% | (72) | 42\% | (353) | 839 |
| 2018 House Vote: Republican | 7\% | (47) | 14\% | (91) | $11 \%$ | (73) | $30 \%$ | (193) | 37\% | (239) | 643 |
| 2018 House Vote: Someone else | 2\% | (2) | 22\% | (23) | 3\% | (3) | 15\% | (16) | 58\% | (61) | 105 |
| 2018 House Vote: Didnt Vote | 10\% | (59) | 12\% | (72) | 9\% | (56) | 10\% | (61) | 59\% | (357) | 605 |
| 2016 Vote: Hillary Clinton | 16\% | (115) | 26\% | (185) | 7\% | (51) | 8\% | (59) | 43\% | (309) | 719 |
| 2016 Vote: Donald Trump | 8\% | (53) | 14\% | (93) | $11 \%$ | (73) | 28\% | (187) | 39\% | (259) | 666 |
| 2016 Vote: Someone else | 11\% | (20) | 23\% | (40) | $11 \%$ | (20) | 12\% | (22) | 43\% | (76) | 178 |
| 2016 Vote: Didnt Vote | 9\% | (59) | 13\% | (82) | 8\% | (51) | 12\% | (73) | 58\% | (364) | 629 |
| Voted in 2014: Yes | 12\% | (169) | 22\% | (298) | 9\% | (124) | 16\% | (224) | 40\% | (550) | 1366 |
| Voted in 2014: No | 10\% | (83) | 12\% | (103) | 8\% | (70) | $14 \%$ | (118) | 55\% | (459) | 833 |
| 2012 Vote: Barack Obama | 14\% | (120) | 26\% | (225) | 7\% | (61) | 9\% | (80) | 43\% | (368) | 854 |
| 2012 Vote: Mitt Romney | 8\% | (39) | 14\% | (70) | $11 \%$ | (56) | 29\% | (143) | 38\% | (193) | 501 |
| 2012 Vote: Other | 7\% | (6) | 15\% | (13) | 10\% | (9) | 22\% | (19) | 46\% | (40) | 87 |
| 2012 Vote: Didn't Vote | 12\% | (87) | 12\% | (92) | 9\% | (69) | 13\% | (100) | 54\% | (404) | 752 |
| 4-Region: Northeast | 11\% | (42) | $21 \%$ | (84) | 8\% | (30) | 16\% | (62) | 45\% | (177) | 394 |
| 4-Region: Midwest | 10\% | (47) | 18\% | (84) | 9\% | (41) | 15\% | (69) | 48\% | (222) | 462 |
| 4-Region: South | 12\% | (98) | 17\% | (140) | 8\% | (66) | 17\% | (139) | 46\% | (381) | 824 |
| 4-Region: West | 13\% | (66) | 18\% | (93) | 11\% | (58) | $14 \%$ | (72) | 44\% | (229) | 519 |

Continued on next page

Table HR21_20: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
George W. Bush

|  | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Don't know/ <br> No opinion | Total N |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |

[^362]Table HR21_20: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
George W. Bush

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  |  | know / <br> pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 11\% | (253) | 18\% | (400) | 9\% | (194) | 16\% | (342) | 46\% | (1010) | 2199 |
| Streaming service: I currently subscribe | 15\% | (199) | 20\% | (264) | 8\% | (103) | $14 \%$ | (185) | 42\% | (552) | 1302 |
| Streaming service: I subscribed in the past | 9\% | (20) | 19\% | (46) | 16\% | (37) | 12\% | (29) | 44\% | (103) | 234 |
| Streaming service: I have never subscribed | 5\% | (34) | 14\% | (91) | 8\% | (55) | 19\% | (128) | 54\% | (355) | 663 |
| Film: An avid fan | 17\% | (132) | 20\% | (152) | 9\% | (72) | 15\% | (116) | 39\% | (307) | 779 |
| Film: A casual fan | 9\% | (105) | 19\% | (217) | 9\% | (106) | 15\% | (174) | 48\% | (550) | 1153 |
| Film: Not a fan | 6\% | (16) | 12\% | (31) | 6\% | (16) | 19\% | (52) | 57\% | (153) | 267 |
| Television: An avid fan | 14\% | (161) | 22\% | (254) | 9\% | (99) | 13\% | (153) | 42\% | (487) | 1154 |
| Television: A casual fan | 10\% | (87) | 15\% | (136) | 9\% | (83) | 18\% | (166) | 48\% | (435) | 907 |
| Television: Not a fan | 4\% | (5) | 8\% | (11) | 9\% | (12) | 16\% | (23) | 63\% | (88) | 139 |
| Music: An avid fan | 16\% | (181) | 20\% | (227) | 9\% | (107) | 14\% | (164) | 41\% | (473) | 1152 |
| Music: A casual fan | 7\% | (64) | 18\% | (160) | 9\% | (79) | 18\% | (160) | 49\% | (444) | 907 |
| Music: Not a fan | 5\% | (8) | 9\% | (13) | 6\% | (8) | 13\% | (18) | 66\% | (93) | 140 |
| Fashion: An avid fan | 25\% | (84) | 23\% | (78) | 8\% | (28) | 13\% | (45) | 31\% | (107) | 342 |
| Fashion: A casual fan | 10\% | (87) | 18\% | (157) | 9\% | (80) | 14\% | (125) | 48\% | (413) | 861 |
| Fashion: Not a fan | 8\% | (82) | 17\% | (166) | 9\% | (86) | 17\% | (172) | 49\% | (490) | 996 |

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

Table HR21_21: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Jimmy Carter

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 11\% | (252) | 16\% | (348) | 8\% | (168) | 16\% | (349) | 49\% | (1081) | 2199 |
| Gender: Male | 14\% | (145) | 20\% | (208) | 9\% | (92) | 17\% | (178) | 41\% | (438) | 1061 |
| Gender: Female | 9\% | (107) | 12\% | (140) | 7\% | (76) | 15\% | (171) | 57\% | (644) | 1138 |
| Age: 18-29 | 11\% | (44) | 17\% | (68) | 10\% | (43) | 8\% | (33) | 54\% | (223) | 411 |
| Age: 30-44 | 13\% | (79) | 15\% | (92) | 6\% | (34) | 13\% | (77) | 53\% | (318) | 600 |
| Age: 45-54 | 13\% | (42) | 16\% | (54) | 8\% | (28) | 15\% | (49) | 48\% | (162) | 335 |
| Age: 55-64 | 11\% | (48) | 16\% | (68) | 7\% | (29) | 21\% | (89) | 44\% | (182) | 417 |
| Age: 65+ | 9\% | (39) | 15\% | (66) | 8\% | (34) | 23\% | (102) | 45\% | (196) | 436 |
| Generation Z: 18-21 | 13\% | (16) | 17\% | (20) | 4\% | (5) | 5\% | (6) | 60\% | (70) | 116 |
| Millennial: Age 22-37 | 11\% | (75) | 17\% | (113) | 10\% | (64) | 10\% | (68) | 51\% | (338) | 657 |
| Generation X: Age 38-53 | 13\% | (70) | 14\% | (76) | 6\% | (34) | $14 \%$ | (77) | 53\% | (285) | 543 |
| Boomers: Age 54-72 | 11\% | (84) | 16\% | (124) | 7\% | (57) | 21\% | (165) | 44\% | (342) | 772 |
| PID: Dem (no lean) | 19\% | (152) | 21\% | (172) | 6\% | (51) | 7\% | (55) | 47\% | (377) | 806 |
| PID: Ind (no lean) | 7\% | (53) | 14\% | (109) | 7\% | (50) | 15\% | (114) | 57\% | (427) | 754 |
| PID: Rep (no lean) | 7\% | (47) | 11\% | (67) | 11\% | (67) | 28\% | (181) | 43\% | (277) | 639 |
| PID/Gender: Dem Men | 23\% | (89) | 25\% | (101) | 7\% | (28) | 7\% | (27) | 38\% | (151) | 395 |
| PID/Gender: Dem Women | 15\% | (63) | 17\% | (71) | 6\% | (23) | 7\% | (28) | 55\% | (226) | 411 |
| PID/Gender: Ind Men | 9\% | (29) | $21 \%$ | (70) | 7\% | (24) | 14\% | (47) | 48\% | (156) | 326 |
| PID/Gender: Ind Women | 6\% | (24) | 9\% | (39) | 6\% | (26) | 16\% | (67) | 63\% | (271) | 427 |
| PID/Gender: Rep Men | 8\% | (27) | 11\% | (38) | 12\% | (41) | 31\% | (104) | 38\% | (130) | 339 |
| PID/Gender: Rep Women | 7\% | (20) | 10\% | (30) | 9\% | (27) | 26\% | (77) | 49\% | (147) | 300 |
| Ideo: Liberal (1-3) | 19\% | (130) | 26\% | (178) | 6\% | (42) | 6\% | (40) | 42\% | (283) | 674 |
| Ideo: Moderate (4) | 10\% | (57) | 15\% | (83) | 9\% | (48) | 15\% | (79) | 51\% | (277) | 544 |
| Ideo: Conservative (5-7) | 8\% | (57) | 11\% | (79) | 9\% | (65) | 28\% | (203) | 43\% | (308) | 712 |

Continued on next page

Table HR21_21: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Jimmy Carter

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 11\% | (252) | 16\% | (348) | 8\% | (168) | 16\% | (349) | 49\% | (1081) | 2199 |
| Educ: < College | 11\% | (165) | 14\% | (208) | 7\% | (113) | 15\% | (224) | 53\% | (801) | 1512 |
| Educ: Bachelors degree | 12\% | (53) | $21 \%$ | (91) | 9\% | (38) | 17\% | (77) | 42\% | (184) | 444 |
| Educ: Post-grad | 14\% | (34) | 20\% | (49) | 7\% | (17) | 20\% | (48) | 39\% | (96) | 243 |
| Income: Under 50k | 12\% | (152) | 15\% | (195) | 8\% | (99) | 13\% | (172) | 52\% | (679) | 1297 |
| Income: 50k-100k | 12\% | (74) | 17\% | (102) | 7\% | (44) | 18\% | (114) | 46\% | (281) | 615 |
| Income: 100k+ | 9\% | (26) | 18\% | (52) | 8\% | (24) | 22\% | (64) | 42\% | (121) | 287 |
| Ethnicity: White | 9\% | (161) | 16\% | (277) | 7\% | (126) | 17\% | (298) | 50\% | (861) | 1722 |
| Ethnicity: Hispanic | 18\% | (63) | 17\% | (60) | 8\% | (27) | 10\% | (35) | 47\% | (165) | 350 |
| Ethnicity: Afr. Am. | 21\% | (58) | 14\% | (39) | 7\% | (20) | 11\% | (29) | 47\% | (128) | 274 |
| Ethnicity: Other | 17\% | (34) | 16\% | (33) | 11\% | (22) | 11\% | (23) | 46\% | (92) | 203 |
| Relig: Protestant | 9\% | (48) | 18\% | (96) | 9\% | (46) | 22\% | (121) | 42\% | (229) | 539 |
| Relig: Roman Catholic | 16\% | (68) | 16\% | (70) | 10\% | (41) | 16\% | (71) | 43\% | (186) | 436 |
| Relig: Something Else | 9\% | (16) | 12\% | (22) | 5\% | (9) | 16\% | (29) | 59\% | (111) | 187 |
| Relig: Jewish | 9\% | (5) | 29\% | (16) | 7\% | (4) | 15\% | (8) | 40\% | (22) | 54 |
| Relig: Evangelical | 12\% | (93) | 15\% | (124) | 8\% | (65) | 16\% | (132) | 49\% | (391) | 805 |
| Relig: Non-Evang. Catholics | 11\% | (40) | 18\% | (63) | 9\% | (31) | 25\% | (89) | 38\% | (134) | 357 |
| Relig: All Christian | 11\% | (133) | 16\% | (187) | 8\% | (96) | 19\% | (221) | 45\% | (525) | 1161 |
| Relig: All Non-Christian | 12\% | (28) | 10\% | (23) | 7\% | (15) | 16\% | (37) | 54\% | (122) | 224 |
| Community: Urban | 14\% | (80) | 15\% | (89) | 11\% | (61) | 13\% | (73) | 47\% | (273) | 575 |
| Community: Suburban | 12\% | (115) | 18\% | (179) | 7\% | (69) | 16\% | (157) | 47\% | (461) | 982 |
| Community: Rural | 9\% | (58) | 13\% | (81) | 6\% | (38) | 19\% | (119) | 54\% | (348) | 643 |

[^363]Table HR21_21: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Jimmy Carter

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 11\% | (252) | 16\% | (348) | 8\% | (168) | 16\% | (349) | 49\% | (1081) | 2199 |
| Employ: Private Sector | 13\% | (89) | 18\% | (117) | 9\% | (60) | 18\% | (116) | 42\% | (279) | 661 |
| Employ: Government | 11\% | (13) | 16\% | (21) | 12\% | (15) | 16\% | (20) | 45\% | (56) | 124 |
| Employ: Self-Employed | 11\% | (22) | 14\% | (28) | 7\% | (14) | $14 \%$ | (28) | 53\% | (103) | 195 |
| Employ: Homemaker | 9\% | (16) | 12\% | (20) | 5\% | (9) | 11\% | (18) | 63\% | (107) | 170 |
| Employ: Student | 16\% | (13) | 24\% | (19) | 4\% | (4) | 6\% | (5) | 49\% | (39) | 79 |
| Employ: Retired | 9\% | (45) | 17\% | (91) | 8\% | (40) | 23\% | (121) | 43\% | (226) | 523 |
| Employ: Unemployed | 13\% | (34) | 9\% | (24) | 6\% | (15) | 11\% | (28) | 61\% | (160) | 262 |
| Employ: Other | 11\% | (21) | 16\% | (29) | 6\% | (11) | 7\% | (13) | 60\% | (111) | 185 |
| Military HH: Yes | 13\% | (51) | 13\% | (51) | 10\% | (39) | 17\% | (64) | 47\% | (180) | 384 |
| Military HH: No | 11\% | (201) | 16\% | (298) | 7\% | (129) | 16\% | (285) | 50\% | (902) | 1815 |
| RD/WT: Right Direction | 8\% | (63) | 12\% | (101) | 9\% | (77) | 26\% | (217) | 45\% | (369) | 826 |
| RD/WT: Wrong Track | 14\% | (189) | 18\% | (247) | 7\% | (91) | 10\% | (132) | 52\% | (713) | 1373 |
| Trump Job Approve | 8\% | (69) | 12\% | (102) | 9\% | (82) | 28\% | (246) | 43\% | (370) | 870 |
| Trump Job Disapprove | 15\% | (180) | 20\% | (246) | 7\% | (84) | 8\% | (93) | 51\% | (624) | 1227 |
| Trump Job Strongly Approve | 9\% | (39) | 11\% | (49) | 7\% | (31) | 33\% | (146) | 40\% | (175) | 440 |
| Trump Job Somewhat Approve | 7\% | (31) | 12\% | (52) | 12\% | (52) | 23\% | (100) | 45\% | (195) | 429 |
| Trump Job Somewhat Disapprove | 6\% | (17) | 18\% | (55) | 14\% | (40) | 11\% | (32) | 51\% | (153) | 297 |
| Trump Job Strongly Disapprove | 18\% | (163) | $21 \%$ | (192) | 5\% | (43) | 7\% | (61) | 51\% | (472) | 930 |
| Favorable of Trump | 8\% | (64) | 12\% | (106) | 8\% | (71) | 29\% | (242) | 43\% | (365) | 847 |
| Unfavorable of Trump | 15\% | (185) | 20\% | (241) | 8\% | (92) | 7\% | (89) | 50\% | (604) | 1212 |
| Very Favorable of Trump | 9\% | (44) | 10\% | (48) | 7\% | (35) | 32\% | (152) | 42\% | (200) | 479 |
| Somewhat Favorable of Trump | 5\% | (20) | 16\% | (58) | 10\% | (36) | 24\% | (90) | 45\% | (165) | 368 |
| Somewhat Unfavorable of Trump | 7\% | (17) | 19\% | (44) | 15\% | (36) | 13\% | (30) | 46\% | (109) | 236 |
| Very Unfavorable of Trump | 17\% | (169) | 20\% | (198) | 6\% | (57) | 6\% | (58) | 51\% | (495) | 976 |

[^364]Table HR21_21: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Jimmy Carter

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 11\% | (252) | 16\% | (348) | 8\% | (168) | 16\% | (349) | 49\% | (1081) | 2199 |
| \#1 Issue: Economy | 13\% | (73) | 17\% | (94) | 9\% | (48) | 14\% | (77) | 48\% | (267) | 560 |
| \#1 Issue: Security | 6\% | (25) | 12\% | (53) | 10\% | (43) | $31 \%$ | (136) | 42\% | (184) | 441 |
| \#1 Issue: Health Care | 16\% | (61) | 17\% | (63) | 6\% | (20) | 11\% | (42) | 49\% | (182) | 368 |
| \#1 Issue: Medicare / Social Security | 13\% | (48) | 19\% | (67) | 4\% | (13) | 16\% | (59) | 48\% | (172) | 359 |
| \#1 Issue: Women's Issues | 12\% | (15) | 18\% | (22) | 10\% | (12) | 6\% | (8) | 54\% | (68) | 126 |
| \#1 Issue: Education | 6\% | (9) | 11\% | (17) | 14\% | (21) | 9\% | (14) | 60\% | (93) | 154 |
| \#1 Issue: Energy | 14\% | (14) | 24\% | (24) | 2\% | (2) | 4\% | (4) | 56\% | (56) | 100 |
| \#1 Issue: Other | 8\% | (8) | 9\% | (9) | 8\% | (8) | 11\% | (10) | 64\% | (59) | 93 |
| 2018 House Vote: Democrat | 20\% | (165) | 22\% | (185) | 7\% | (61) | 6\% | (51) | 45\% | (378) | 839 |
| 2018 House Vote: Republican | 6\% | (39) | 11\% | (68) | 9\% | (60) | 33\% | (213) | 41\% | (264) | 643 |
| 2018 House Vote: Someone else | 4\% | (4) | 18\% | (19) | $4 \%$ | (4) | 17\% | (18) | 58\% | (61) | 105 |
| 2018 House Vote: Didnt Vote | 7\% | (41) | 13\% | (77) | 7\% | (43) | 11\% | (65) | 63\% | (380) | 605 |
| 2016 Vote: Hillary Clinton | 20\% | (146) | 22\% | (157) | 7\% | (48) | 7\% | (47) | 45\% | (321) | 719 |
| 2016 Vote: Donald Trump | 7\% | (45) | $11 \%$ | (73) | 9\% | (60) | 32\% | (210) | 42\% | (278) | 666 |
| 2016 Vote: Someone else | 9\% | (16) | 20\% | (36) | 8\% | (14) | 12\% | (21) | 51\% | (91) | 178 |
| 2016 Vote: Didnt Vote | 7\% | (42) | 13\% | (83) | 7\% | (46) | 11\% | (69) | 62\% | (390) | 629 |
| Voted in 2014: Yes | 13\% | (181) | 18\% | (245) | 7\% | (100) | 18\% | (249) | 43\% | (591) | 1366 |
| Voted in 2014: No | 9\% | (71) | 12\% | (103) | 8\% | (68) | 12\% | (100) | 59\% | (491) | 833 |
| 2012 Vote: Barack Obama | 18\% | (150) | 22\% | (192) | 6\% | (54) | 9\% | (75) | 45\% | (383) | 854 |
| 2012 Vote: Mitt Romney | 5\% | (27) | 11\% | (53) | 7\% | (37) | 33\% | (166) | 43\% | (218) | 501 |
| 2012 Vote: Other | 10\% | (9) | 12\% | (10) | 9\% | (8) | 25\% | (22) | 45\% | (39) | 87 |
| 2012 Vote: Didn't Vote | 9\% | (65) | 12\% | (94) | 9\% | (69) | 12\% | (87) | 58\% | (438) | 752 |
| 4-Region: Northeast | 14\% | (57) | 15\% | (61) | 7\% | (27) | 14\% | (54) | 49\% | (195) | 394 |
| 4-Region: Midwest | 9\% | (44) | 12\% | (56) | 8\% | (39) | 18\% | (81) | 52\% | (242) | 462 |
| 4-Region: South | 12\% | (95) | 15\% | (120) | 8\% | (64) | 17\% | (142) | 49\% | (402) | 824 |
| 4-Region: West | $11 \%$ | (56) | $21 \%$ | (111) | 7\% | (38) | 14\% | (72) | 47\% | (242) | 519 |

Continued on next page

Table HR21_21: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Jimmy Carter

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 11\% | (252) | 16\% | (348) | 8\% | (168) | 16\% | (349) | 49\% | (1081) | 2199 |
| TV shows: Every day | 13\% | (151) | 18\% | (202) | 7\% | (83) | 15\% | (174) | 47\% | (538) | 1148 |
| TV shows: Several times per week | 11\% | (54) | 18\% | (94) | 7\% | (38) | 17\% | (88) | 46\% | (238) | 512 |
| TV shows: About once per week | 8\% | (11) | 11\% | (16) | 13\% | (19) | 19\% | (27) | 49\% | (70) | 144 |
| TV shows: Several times per month | 7\% | (7) | 15\% | (15) | 13\% | (13) | $12 \%$ | (12) | 54\% | (54) | 101 |
| TV shows: About once per month | 14\% | (7) | 6\% | (3) | 5\% | (2) | $14 \%$ | (7) | 62\% | (30) | 48 |
| TV shows: Less often than once per month | 20\% | (16) | 6\% | (5) | 6\% | (5) | 19\% | (15) | 48\% | (37) | 78 |
| TV shows: Never | 4\% | (7) | 8\% | (13) | 5\% | (8) | 16\% | (27) | 68\% | (114) | 169 |
| Movies: Every day | 20\% | (80) | 14\% | (54) | 7\% | (27) | 17\% | (68) | 42\% | (169) | 399 |
| Movies: Several times per week | 12\% | (68) | 23\% | (131) | 6\% | (37) | 17\% | (95) | 42\% | (243) | 574 |
| Movies: About once per week | 11\% | (41) | 13\% | (51) | 13\% | (49) | $14 \%$ | (54) | 49\% | (188) | 383 |
| Movies: Several times per month | 6\% | (17) | 20\% | (55) | 10\% | (26) | $14 \%$ | (39) | 50\% | (136) | 273 |
| Movies: About once per month | 8\% | (14) | 12\% | (21) | 5\% | (9) | 17\% | (30) | 58\% | (100) | 173 |
| Movies: Less often than once per month | 9\% | (17) | 10\% | (20) | 5\% | (10) | 18\% | (35) | 59\% | (118) | 201 |
| Movies: Never | 8\% | (15) | 8\% | (16) | 4\% | (9) | 14\% | (28) | 66\% | (129) | 196 |
| Sports: Every day | 30\% | (47) | 20\% | (32) | 11\% | (18) | 9\% | (14) | 30\% | (47) | 158 |
| Sports: Several times per week | 15\% | (51) | $21 \%$ | (69) | 7\% | (23) | 20\% | (66) | 37\% | (122) | 332 |
| Sports: About once per week | 10\% | (28) | 18\% | (50) | 9\% | (25) | 15\% | (43) | 48\% | (133) | 279 |
| Sports: Several times per month | 7\% | (16) | 17\% | (38) | 12\% | (28) | 20\% | (45) | 45\% | (102) | 228 |
| Sports: About once per month | 6\% | (10) | 26\% | (46) | 4\% | (7) | 16\% | (27) | 48\% | (83) | 174 |
| Sports: Less often than once per month | 9\% | (34) | 15\% | (53) | 6\% | (23) | 15\% | (54) | 55\% | (199) | 363 |
| Sports: Never | 10\% | (66) | 9\% | (60) | 7\% | (44) | 15\% | (101) | 59\% | (395) | 666 |
| Cable: I currently subscribe | 14\% | (153) | 18\% | (197) | 8\% | (89) | 14\% | (159) | 46\% | (509) | 1108 |
| Cable: I subscribed in the past | 10\% | (72) | 16\% | (120) | 7\% | (54) | 19\% | (138) | 47\% | (344) | 727 |
| Cable: I have never subscribed | 8\% | (27) | 9\% | (32) | 7\% | (25) | 14\% | (52) | 63\% | (228) | 365 |
| Satellite television: I currently subscribe | 13\% | (67) | 18\% | (96) | 6\% | (32) | 18\% | (95) | 45\% | (236) | 526 |
| Satellite television: I subscribed in the past | 11\% | (64) | 15\% | (87) | 10\% | (61) | 17\% | (101) | 48\% | (284) | 597 |
| Satellite television: I have never subscribed | 11\% | (122) | 15\% | (165) | 7\% | (74) | $14 \%$ | (154) | 52\% | (561) | 1076 |

[^365]Table HR21_21: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Jimmy Carter

| Demographic | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Don't know <br> No opinion | Total N |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

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

Table HR21_22: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Barack Obama

| Demographic | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Don't know <br> No opinion | Total N |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

Continued on next page

Table HR21_22: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Barack Obama

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 19\% | (420) | 16\% | (341) | 6\% | (132) | 19\% | (417) | 40\% | (889) | 2199 |
| Educ: < College | 19\% | (281) | 15\% | (222) | 5\% | (75) | 18\% | (279) | 43\% | (654) | 1512 |
| Educ: Bachelors degree | 19\% | (84) | 18\% | (80) | 9\% | (39) | 21\% | (92) | 34\% | (150) | 444 |
| Educ: Post-grad | 23\% | (55) | 16\% | (39) | 8\% | (19) | 19\% | (45) | 35\% | (85) | 243 |
| Income: Under 50k | 20\% | (261) | 15\% | (193) | 6\% | (76) | 16\% | (212) | 43\% | (556) | 1297 |
| Income: 50k-100k | 19\% | (117) | 17\% | (103) | 6\% | (37) | 21\% | (131) | 37\% | (228) | 615 |
| Income: 100k+ | 15\% | (42) | 16\% | (46) | 7\% | (20) | 26\% | (74) | 37\% | (106) | 287 |
| Ethnicity: White | 14\% | (249) | 15\% | (264) | 6\% | (107) | 21\% | (369) | 43\% | (733) | 1722 |
| Ethnicity: Hispanic | 33\% | (116) | 17\% | (61) | 6\% | (20) | 12\% | (43) | 31\% | (110) | 350 |
| Ethnicity: Afr. Am. | 37\% | (103) | 16\% | (45) | $4 \%$ | (11) | 9\% | (25) | 33\% | (91) | 274 |
| Ethnicity: Other | 34\% | (68) | 16\% | (33) | $7 \%$ | (15) | 11\% | (23) | $32 \%$ | (64) | 203 |
| Relig: Protestant | 13\% | (71) | 15\% | (82) | 8\% | (40) | 27\% | (145) | 37\% | (201) | 539 |
| Relig: Roman Catholic | $21 \%$ | (90) | 15\% | (64) | 5\% | (24) | 21\% | (92) | 38\% | (166) | 436 |
| Relig: Something Else | 28\% | (52) | 11\% | (20) | $4 \%$ | (7) | 15\% | (29) | 42\% | (79) | 187 |
| Relig: Jewish | 23\% | (12) | 23\% | (12) | 7\% | (4) | 19\% | (10) | 29\% | (16) | 54 |
| Relig: Evangelical | 20\% | (159) | 14\% | (116) | 6\% | (47) | 19\% | (155) | 41\% | (327) | 805 |
| Relig: Non-Evang. Catholics | 15\% | (55) | 14\% | (50) | 7\% | (24) | 31\% | (110) | 33\% | (118) | 357 |
| Relig: All Christian | 18\% | (213) | 14\% | (167) | 6\% | (71) | 23\% | (265) | 38\% | (445) | 1161 |
| Relig: All Non-Christian | 18\% | (40) | 14\% | (31) | 4\% | (9) | 21\% | (46) | 44\% | (98) | 224 |
| Community: Urban | 24\% | (140) | 18\% | (101) | $7 \%$ | (43) | $14 \%$ | (79) | $37 \%$ | (212) | 575 |
| Community: Suburban | 21\% | (206) | 16\% | (155) | 6\% | (58) | 19\% | (188) | 38\% | (375) | 982 |
| Community: Rural | 11\% | (73) | 13\% | (86) | 5\% | (32) | 23\% | (150) | 47\% | (302) | 643 |

[^366]Table HR21_22: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Barack Obama

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 19\% | (420) | 16\% | (341) | 6\% | (132) | 19\% | (417) | 40\% | (889) | 2199 |
| Employ: Private Sector | 22\% | (146) | 18\% | (120) | 6\% | (43) | 19\% | (123) | 35\% | (229) | 661 |
| Employ: Government | 20\% | (25) | 14\% | (17) | 12\% | (16) | 17\% | (22) | 37\% | (46) | 124 |
| Employ: Self-Employed | 16\% | (31) | 15\% | (30) | 6\% | (11) | 23\% | (44) | 41\% | (79) | 195 |
| Employ: Homemaker | 9\% | (16) | 18\% | (30) | 4\% | (7) | 17\% | (29) | 52\% | (89) | 170 |
| Employ: Student | 46\% | (36) | 14\% | (11) | 5\% | (4) | 6\% | (5) | 29\% | (23) | 79 |
| Employ: Retired | 13\% | (66) | 14\% | (74) | 6\% | (32) | 28\% | (145) | 39\% | (205) | 523 |
| Employ: Unemployed | 17\% | (44) | 15\% | (39) | 5\% | (13) | 15\% | (39) | 48\% | (127) | 262 |
| Employ: Other | 30\% | (56) | 11\% | (20) | 4\% | (7) | 5\% | (10) | 50\% | (92) | 185 |
| Military HH: Yes | 17\% | (67) | 13\% | (49) | 8\% | (32) | $22 \%$ | (84) | 40\% | (153) | 384 |
| Military HH: No | 19\% | (353) | 16\% | (292) | 6\% | (100) | 18\% | (332) | 41\% | (736) | 1815 |
| RD/WT: Right Direction | 7\% | (61) | 12\% | (97) | 8\% | (63) | 33\% | (276) | 40\% | (329) | 826 |
| RD/WT: Wrong Track | 26\% | (359) | 18\% | (244) | 5\% | (69) | 10\% | (140) | 41\% | (560) | 1373 |
| Trump Job Approve | 7\% | (61) | 10\% | (88) | 8\% | (68) | 37\% | (320) | 38\% | (334) | 870 |
| Trump Job Disapprove | 29\% | (354) | $21 \%$ | (253) | 5\% | (63) | 7\% | (86) | 38\% | (471) | 1227 |
| Trump Job Strongly Approve | 7\% | (33) | 7\% | (32) | 5\% | (23) | 44\% | (192) | 37\% | (161) | 440 |
| Trump Job Somewhat Approve | 7\% | (28) | 13\% | (56) | 11\% | (45) | 30\% | (128) | 40\% | (172) | 429 |
| Trump Job Somewhat Disapprove | 17\% | (51) | 19\% | (57) | 11\% | (33) | 11\% | (34) | 41\% | (122) | 297 |
| Trump Job Strongly Disapprove | 33\% | (302) | $21 \%$ | (197) | 3\% | (30) | 6\% | (52) | 38\% | (349) | 930 |
| Favorable of Trump | 6\% | (49) | 11\% | (94) | 7\% | (56) | 38\% | (318) | 39\% | (330) | 847 |
| Unfavorable of Trump | 30\% | (362) | 20\% | (243) | 6\% | (72) | 7\% | (84) | 37\% | (452) | 1212 |
| Very Favorable of Trump | 6\% | (30) | 7\% | (35) | 5\% | (25) | 43\% | (206) | 38\% | (183) | 479 |
| Somewhat Favorable of Trump | 5\% | (20) | 16\% | (58) | 8\% | (31) | 30\% | (112) | 40\% | (147) | 368 |
| Somewhat Unfavorable of Trump | 9\% | (21) | 20\% | (47) | 15\% | (36) | 16\% | (37) | 41\% | (96) | 236 |
| Very Unfavorable of Trump | 35\% | (341) | 20\% | (196) | 4\% | (35) | 5\% | (47) | 36\% | (356) | 976 |

[^367]Table HR21_22: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Barack Obama

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 19\% | (420) | 16\% | (341) | 6\% | (132) | 19\% | (417) | 40\% | (889) | 2199 |
| \#1 Issue: Economy | 21\% | (116) | 18\% | (101) | 7\% | (38) | 14\% | (81) | 40\% | (224) | 560 |
| \#1 Issue: Security | 8\% | (35) | $11 \%$ | (49) | 8\% | (36) | 39\% | (170) | 34\% | (151) | 441 |
| \#1 Issue: Health Care | 24\% | (89) | 18\% | (66) | 5\% | (19) | $11 \%$ | (42) | 41\% | (152) | 368 |
| \#1 Issue: Medicare / Social Security | 18\% | (65) | 15\% | (54) | 3\% | (12) | 20\% | (73) | 43\% | (155) | 359 |
| \#1 Issue: Women's Issues | 29\% | (36) | 19\% | (24) | 5\% | (6) | 10\% | (12) | 38\% | (48) | 126 |
| \#1 Issue: Education | 22\% | (34) | 16\% | (25) | 10\% | (15) | $11 \%$ | (17) | $41 \%$ | (63) | 154 |
| \#1 Issue: Energy | $31 \%$ | (30) | 18\% | (18) | 2\% | (2) | 7\% | (7) | 43\% | (43) | 100 |
| \#1 Issue: Other | 15\% | (14) | 5\% | (5) | 6\% | (5) | 16\% | (15) | 58\% | (54) | 93 |
| 2018 House Vote: Democrat | 32\% | (269) | 21\% | (176) | 6\% | (48) | 6\% | (50) | 35\% | (296) | 839 |
| 2018 House Vote: Republican | 6\% | (37) | 9\% | (55) | 8\% | (52) | 41\% | (264) | 37\% | (235) | 643 |
| 2018 House Vote: Someone else | 5\% | (6) | 23\% | (24) | 1\% | (1) | 18\% | (19) | 53\% | (56) | 105 |
| 2018 House Vote: Didnt Vote | 17\% | (104) | 14\% | (86) | 5\% | (31) | 14\% | (83) | 50\% | (302) | 605 |
| 2016 Vote: Hillary Clinton | 34\% | (242) | 22\% | (161) | $4 \%$ | (29) | 4\% | (30) | 36\% | (256) | 719 |
| 2016 Vote: Donald Trump | 7\% | (44) | 8\% | (54) | 8\% | (52) | 40\% | (263) | 38\% | (253) | 666 |
| 2016 Vote: Someone else | 12\% | (21) | 23\% | (42) | 8\% | (15) | 17\% | (30) | 39\% | (70) | 178 |
| 2016 Vote: Didnt Vote | 17\% | (106) | 13\% | (84) | 6\% | (37) | 15\% | (94) | 49\% | (308) | 629 |
| Voted in 2014: Yes | 19\% | (266) | 17\% | (231) | 6\% | (82) | $21 \%$ | (288) | 36\% | (498) | 1366 |
| Voted in 2014: No | 18\% | (154) | 13\% | (110) | 6\% | (50) | 15\% | (128) | 47\% | (391) | 833 |
| 2012 Vote: Barack Obama | 30\% | (258) | 22\% | (188) | 5\% | (41) | 7\% | (63) | 36\% | (305) | 854 |
| 2012 Vote: Mitt Romney | 3\% | (14) | 9\% | (43) | 8\% | (39) | 42\% | (212) | 38\% | (192) | 501 |
| 2012 Vote: Other | 7\% | (6) | 17\% | (15) | 5\% | (4) | $32 \%$ | (28) | 39\% | (34) | 87 |
| 2012 Vote: Didn't Vote | 19\% | (142) | 13\% | (95) | 6\% | (48) | 15\% | (113) | 47\% | (354) | 752 |
| 4-Region: Northeast | 21\% | (82) | 14\% | (55) | $7 \%$ | (29) | 16\% | (62) | 42\% | (165) | 394 |
| 4-Region: Midwest | 16\% | (76) | 15\% | (71) | 7\% | (32) | 18\% | (84) | 43\% | (200) | 462 |
| 4-Region: South | 19\% | (153) | 15\% | (120) | 5\% | (39) | 22\% | (184) | 40\% | (328) | 824 |
| 4-Region: West | 21\% | (109) | 18\% | (96) | 6\% | (32) | 16\% | (86) | 38\% | (197) | 519 |

Continued on next page

Table HR21_22: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Barack Obama

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 19\% | (420) | 16\% | (341) | 6\% | (132) | 19\% | (417) | 40\% | (889) | 2199 |
| TV shows: Every day | 22\% | (254) | 17\% | (198) | 5\% | (62) | 18\% | (204) | 37\% | (430) | 1148 |
| TV shows: Several times per week | 17\% | (86) | 19\% | (99) | 6\% | (30) | 19\% | (99) | 39\% | (198) | 512 |
| TV shows: About once per week | 12\% | (17) | 10\% | (15) | 11\% | (15) | 20\% | (28) | 48\% | (68) | 144 |
| TV shows: Several times per month | 10\% | (10) | 11\% | (11) | 11\% | (11) | 22\% | (22) | 47\% | (47) | 101 |
| TV shows: About once per month | 15\% | (7) | 11\% | (5) | 4\% | (2) | 19\% | (9) | 51\% | (24) | 48 |
| TV shows: Less often than once per month | 29\% | (23) | 7\% | (6) | 3\% | (2) | 29\% | (22) | 32\% | (25) | 78 |
| TV shows: Never | 14\% | (23) | 4\% | (7) | 6\% | (10) | 19\% | (31) | 58\% | (97) | 169 |
| Movies: Every day | 27\% | (109) | 15\% | (58) | 6\% | (25) | 17\% | (68) | 35\% | (139) | 399 |
| Movies: Several times per week | 20\% | (117) | 20\% | (118) | 6\% | (34) | 20\% | (114) | 33\% | (192) | 574 |
| Movies: About once per week | 17\% | (64) | 16\% | (61) | 9\% | (33) | 19\% | (72) | 40\% | (153) | 383 |
| Movies: Several times per month | 15\% | (40) | $21 \%$ | (56) | 7\% | (19) | 19\% | (51) | 39\% | (107) | 273 |
| Movies: About once per month | 15\% | (26) | 9\% | (16) | 5\% | (8) | 24\% | (41) | 48\% | (82) | 173 |
| Movies: Less often than once per month | 18\% | (37) | 10\% | (20) | 3\% | (5) | 17\% | (35) | 52\% | (104) | 201 |
| Movies: Never | 14\% | (28) | 7\% | (13) | 4\% | (8) | 18\% | (35) | 57\% | (112) | 196 |
| Sports: Every day | 31\% | (48) | $21 \%$ | (33) | 8\% | (13) | 11\% | (17) | 29\% | (46) | 158 |
| Sports: Several times per week | 23\% | (76) | 20\% | (68) | 7\% | (23) | 22\% | (74) | 28\% | (92) | 332 |
| Sports: About once per week | 16\% | (46) | 18\% | (49) | 8\% | (23) | 18\% | (50) | 40\% | (110) | 279 |
| Sports: Several times per month | 20\% | (46) | 16\% | (37) | 7\% | (16) | 17\% | (40) | 39\% | (89) | 228 |
| Sports: About once per month | 16\% | (28) | 24\% | (42) | 4\% | (8) | 16\% | (28) | 40\% | (69) | 174 |
| Sports: Less often than once per month | 19\% | (68) | 15\% | (56) | 4\% | (13) | 21\% | (75) | 42\% | (151) | 363 |
| Sports: Never | 16\% | (108) | 9\% | (57) | 6\% | (37) | 20\% | (133) | 50\% | (332) | 666 |
| Cable: I currently subscribe | 22\% | (247) | 17\% | (188) | 7\% | (73) | 17\% | (183) | 38\% | (417) | 1108 |
| Cable: I subscribed in the past | 17\% | (124) | 16\% | (116) | 5\% | (36) | 24\% | (174) | 38\% | (278) | 727 |
| Cable: I have never subscribed | 14\% | (49) | 10\% | (37) | 7\% | (24) | 16\% | (60) | 53\% | (195) | 365 |
| Satellite television: I currently subscribe | 18\% | (97) | 17\% | (87) | 5\% | (28) | 25\% | (130) | 35\% | (184) | 526 |
| Satellite television: I subscribed in the past | 20\% | (122) | 13\% | (79) | 7\% | (40) | 20\% | (118) | 40\% | (237) | 597 |
| Satellite television: I have never subscribed | 19\% | (201) | 16\% | (175) | 6\% | (64) | 16\% | (169) | 43\% | (467) | 1076 |

[^368]Table HR21_22: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Barack Obama

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  |  | know / <br> pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 19\% | (420) | 16\% | (341) | 6\% | (132) | 19\% | (417) | 40\% | (889) | 2199 |
| Streaming service: I currently subscribe | 22\% | (291) | 19\% | (250) | 5\% | (70) | 16\% | (205) | 37\% | (486) | 1302 |
| Streaming service: I subscribed in the past | 19\% | (45) | 13\% | (30) | 7\% | (17) | 20\% | (48) | 40\% | (94) | 234 |
| Streaming service: I have never subscribed | 13\% | (84) | 9\% | (62) | 7\% | (45) | 25\% | (164) | 47\% | (308) | 663 |
| Film: An avid fan | 28\% | (217) | 18\% | (140) | 5\% | (37) | 16\% | (126) | 33\% | (259) | 779 |
| Film: A casual fan | 15\% | (171) | 16\% | (184) | 7\% | (82) | 20\% | (229) | 42\% | (488) | 1153 |
| Film: Not a fan | 12\% | (32) | 6\% | (17) | 5\% | (14) | 23\% | (63) | 53\% | (142) | 267 |
| Television: An avid fan | 23\% | (269) | 18\% | (213) | 5\% | (58) | 18\% | (208) | 35\% | (405) | 1154 |
| Television: A casual fan | 15\% | (136) | 13\% | (122) | 7\% | (65) | 20\% | (178) | 45\% | (405) | 907 |
| Television: Not a fan | 10\% | (14) | $4 \%$ | (6) | 7\% | (9) | 22\% | (30) | 57\% | (79) | 139 |
| Music: An avid fan | 26\% | (294) | 18\% | (203) | 5\% | (63) | $17 \%$ | (193) | 35\% | (399) | 1152 |
| Music: A casual fan | 12\% | (105) | 14\% | (129) | 7\% | (65) | $21 \%$ | (194) | 46\% | (414) | 907 |
| Music: Not a fan | 15\% | (21) | 6\% | (9) | 3\% | (4) | $21 \%$ | (29) | 55\% | (76) | 140 |
| Fashion: An avid fan | $37 \%$ | (125) | 19\% | (65) | 5\% | (17) | $11 \%$ | (37) | 29\% | (98) | 342 |
| Fashion: A casual fan | 20\% | (169) | 15\% | (128) | 6\% | (50) | 19\% | (161) | 41\% | (353) | 861 |
| Fashion: Not a fan | 13\% | (126) | 15\% | (149) | 7\% | (65) | 22\% | (218) | 44\% | (438) | 996 |

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

Table HR21_23: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Don't know / No opinion

| Demographic | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Don't know <br> No opinion |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Total N |  |  |  |  |  |

Continued on next page

Table HR21_23: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Don't know / No opinion

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $4 \%$ | (78) | 4\% | (97) | 5\% | (110) | 9\% | (188) | 79\% | (1727) | 2199 |
| Educ: < College | 4\% | (55) | 5\% | (68) | 5\% | (71) | 8\% | (125) | 79\% | (1193) | 1512 |
| Educ: Bachelors degree | 2\% | (11) | 4\% | (19) | 6\% | (25) | 8\% | (34) | 80\% | (355) | 444 |
| Educ: Post-grad | 5\% | (12) | 4\% | (10) | 6\% | (14) | 12\% | (29) | 73\% | (179) | 243 |
| Income: Under 50k | 4\% | (46) | 5\% | (61) | 5\% | (64) | 7\% | (96) | 79\% | (1029) | 1297 |
| Income: 50k-100k | 4\% | (23) | 5\% | (29) | 5\% | (29) | 10\% | (62) | 77\% | (473) | 615 |
| Income: 100k+ | 3\% | (9) | 2\% | (6) | 6\% | (17) | 10\% | (30) | 78\% | (225) | 287 |
| Ethnicity: White | $3 \%$ | (50) | 3\% | (49) | 5\% | (82) | 9\% | (163) | 80\% | (1378) | 1722 |
| Ethnicity: Hispanic | 4\% | (15) | 6\% | (21) | 4\% | (15) | 6\% | (20) | 80\% | (278) | 350 |
| Ethnicity: Afr. Am. | 7\% | (19) | 9\% | (25) | 7\% | (20) | 5\% | (14) | 72\% | (197) | 274 |
| Ethnicity: Other | 4\% | (8) | 11\% | (23) | 4\% | (8) | 5\% | (11) | 75\% | (152) | 203 |
| Relig: Protestant | $3 \%$ | (17) | 3\% | (15) | 4\% | (24) | 12\% | (62) | 78\% | (421) | 539 |
| Relig: Roman Catholic | $3 \%$ | (11) | 6\% | (27) | 6\% | (26) | 10\% | (45) | 75\% | (327) | 436 |
| Relig: Something Else | 2\% | (4) | 3\% | (6) | 6\% | (11) | 4\% | (8) | 84\% | (157) | 187 |
| Relig: Jewish | 3\% | (2) | 2\% | (1) | 8\% | (5) | 5\% | (3) | 82\% | (44) | 54 |
| Relig: Evangelical | $3 \%$ | (22) | 3\% | (26) | 6\% | (46) | 8\% | (67) | 80\% | (644) | 805 |
| Relig: Non-Evang. Catholics | 3\% | (11) | 6\% | (21) | 4\% | (16) | 14\% | (48) | 73\% | (261) | 357 |
| Relig: All Christian | 3\% | (33) | 4\% | (47) | 5\% | (62) | 10\% | (115) | 78\% | (905) | 1161 |
| Relig: All Non-Christian | 7\% | (15) | 5\% | (10) | $4 \%$ | (10) | 9\% | (19) | 76\% | (170) | 224 |
| Community: Urban | 4\% | (26) | 6\% | (36) | 7\% | (42) | 7\% | (40) | 75\% | (432) | 575 |
| Community: Suburban | 4\% | (35) | 4\% | (41) | 4\% | (42) | 9\% | (85) | 79\% | (778) | 982 |
| Community: Rural | $3 \%$ | (16) | 3\% | (20) | 4\% | (26) | 10\% | (64) | 80\% | (517) | 643 |

[^369]Table HR21_23: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Don't know / No opinion

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 4\% | (78) | $4 \%$ | (97) | 5\% | (110) | 9\% | (188) | 79\% | (1727) | 2199 |
| Employ: Private Sector | 3\% | (22) | 4\% | (25) | 5\% | (33) | 9\% | (61) | 79\% | (519) | 661 |
| Employ: Government | 9\% | (11) | 12\% | (15) | 2\% | (2) | 9\% | (11) | 68\% | (84) | 124 |
| Employ: Self-Employed | 2\% | (4) | 7\% | (13) | 7\% | (13) | 6\% | (12) | 78\% | (152) | 195 |
| Employ: Homemaker | 2\% | (3) | $3 \%$ | (6) | 4\% | (7) | 7\% | (13) | 83\% | (142) | 170 |
| Employ: Student | 11\% | (8) | 7\% | (5) | 4\% | (4) | 5\% | (4) | 74\% | (58) | 79 |
| Employ: Retired | 2\% | (11) | 3\% | (17) | 6\% | (30) | 13\% | (66) | 76\% | (399) | 523 |
| Employ: Unemployed | 3\% | (9) | 3\% | (7) | 4\% | (11) | 7\% | (19) | 83\% | (216) | 262 |
| Employ: Other | 5\% | (9) | 5\% | (9) | 5\% | (9) | 1\% | (2) | 84\% | (156) | 185 |
| Military HH: Yes | 4\% | (16) | 7\% | (26) | 3\% | (12) | 11\% | (42) | 75\% | (289) | 384 |
| Military HH: No | 3\% | (62) | 4\% | (71) | 5\% | (98) | 8\% | (146) | 79\% | (1438) | 1815 |
| RD/WT: Right Direction | $4 \%$ | (33) | 6\% | (52) | 5\% | (43) | 14\% | (119) | 70\% | (581) | 826 |
| RD/WT: Wrong Track | 3\% | (45) | 3\% | (45) | 5\% | (67) | 5\% | (69) | 84\% | (1147) | 1373 |
| Trump Job Approve | $4 \%$ | (37) | 6\% | (52) | 6\% | (51) | 16\% | (137) | 68\% | (592) | 870 |
| Trump Job Disapprove | 3\% | (36) | 4\% | (44) | 5\% | (58) | $4 \%$ | (44) | 85\% | (1044) | 1227 |
| Trump Job Strongly Approve | 3\% | (15) | 5\% | (23) | 4\% | (17) | 19\% | (82) | 69\% | (303) | 440 |
| Trump Job Somewhat Approve | 5\% | (22) | 7\% | (30) | 8\% | (34) | 13\% | (55) | 67\% | (289) | 429 |
| Trump Job Somewhat Disapprove | 2\% | (6) | 3\% | (8) | 6\% | (18) | $4 \%$ | (13) | 85\% | (252) | 297 |
| Trump Job Strongly Disapprove | 3\% | (31) | 4\% | (36) | 4\% | (40) | 3\% | (31) | 85\% | (793) | 930 |
| Favorable of Trump | 3\% | (27) | 5\% | (46) | 6\% | (48) | 15\% | (131) | 70\% | (595) | 847 |
| Unfavorable of Trump | 4\% | (48) | 4\% | (49) | 5\% | (58) | $4 \%$ | (47) | 83\% | (1010) | 1212 |
| Very Favorable of Trump | 5\% | (22) | 4\% | (19) | 4\% | (18) | 18\% | (86) | 70\% | (335) | 479 |
| Somewhat Favorable of Trump | 1\% | (5) | 8\% | (28) | 8\% | (31) | 12\% | (44) | 71\% | (260) | 368 |
| Somewhat Unfavorable of Trump | 6\% | (14) | 3\% | (7) | 8\% | (18) | 7\% | (16) | 77\% | (181) | 236 |
| Very Unfavorable of Trump | 3\% | (34) | 4\% | (42) | 4\% | (40) | 3\% | (32) | 85\% | (829) | 976 |

[^370]Table HR21_23: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Don't know / No opinion

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 4\% | (78) | 4\% | (97) | 5\% | (110) | 9\% | (188) | 79\% | (1727) | 2199 |
| \#1 Issue: Economy | 4\% | (21) | 5\% | (28) | 4\% | (20) | 6\% | (35) | 81\% | (455) | 560 |
| \#1 Issue: Security | 3\% | (15) | 2\% | (8) | 6\% | (26) | 18\% | (77) | 71\% | (315) | 441 |
| \#1 Issue: Health Care | 4\% | (13) | 4\% | (16) | 3\% | (13) | 8\% | (28) | 81\% | (298) | 368 |
| \#1 Issue: Medicare / Social Security | 3\% | (10) | 6\% | (23) | 5\% | (17) | 10\% | (34) | 76\% | (274) | 359 |
| \#1 Issue: Women's Issues | 7\% | (9) | 4\% | (5) | 9\% | (11) | 4\% | (5) | 76\% | (96) | 126 |
| \#1 Issue: Education | 4\% | (6) | 6\% | (9) | 11\% | (17) | 2\% | (3) | 77\% | (119) | 154 |
| \#1 Issue: Energy | 2\% | (2) | 5\% | (5) | 4\% | (4) | 1\% | (1) | 87\% | (87) | 100 |
| \#1 Issue: Other | 2\% | (2) | 3\% | (2) | 1\% | (1) | 4\% | (4) | 90\% | (84) | 93 |
| 2018 House Vote: Democrat | 4\% | (37) | 6\% | (51) | 5\% | (41) | 3\% | (29) | 81\% | (682) | 839 |
| 2018 House Vote: Republican | 3\% | (18) | 2\% | (13) | 6\% | (36) | 18\% | (117) | 71\% | (458) | 643 |
| 2018 House Vote: Someone else | 1\% | (1) | 3\% | (4) | 1\% | (1) | 11\% | (11) | 85\% | (89) | 105 |
| 2018 House Vote: Didnt Vote | 4\% | (21) | 5\% | (28) | 5\% | (32) | 5\% | (31) | 81\% | (493) | 605 |
| 2016 Vote: Hillary Clinton | 5\% | (36) | 6\% | (42) | 5\% | (38) | 3\% | (20) | 81\% | (582) | 719 |
| 2016 Vote: Donald Trump | 2\% | (12) | 3\% | (20) | 5\% | (36) | $17 \%$ | (113) | 73\% | (486) | 666 |
| 2016 Vote: Someone else | 1\% | (2) | 7\% | (12) | 2\% | (4) | 8\% | (15) | 82\% | (145) | 178 |
| 2016 Vote: Didnt Vote | 4\% | (24) | 4\% | (23) | 5\% | (32) | 7\% | (41) | 81\% | (510) | 629 |
| Voted in 2014: Yes | 3\% | (42) | 5\% | (69) | 5\% | (64) | 10\% | (136) | 77\% | (1055) | 1366 |
| Voted in 2014: No | 4\% | (35) | 3\% | (28) | 6\% | (46) | 6\% | (52) | 81\% | (672) | 833 |
| 2012 Vote: Barack Obama | 4\% | (31) | 7\% | (61) | 4\% | (37) | 4\% | (34) | 81\% | (690) | 854 |
| 2012 Vote: Mitt Romney | 1\% | (7) | 2\% | (12) | 5\% | (25) | 18\% | (90) | 73\% | (367) | 501 |
| 2012 Vote: Other | 1\% | (0) | - | (0) | 4\% | (3) | 13\% | (12) | 82\% | (72) | 87 |
| 2012 Vote: Didn't Vote | 5\% | (39) | 3\% | (23) | 6\% | (44) | 7\% | (52) | 79\% | (594) | 752 |
| 4-Region: Northeast | 2\% | (7) | $4 \%$ | (16) | 6\% | (23) | 9\% | (35) | 79\% | (313) | 394 |
| 4-Region: Midwest | 4\% | (17) | 4\% | (19) | 5\% | (22) | 9\% | (42) | 78\% | (362) | 462 |
| 4-Region: South | 4\% | (33) | 3\% | (24) | 5\% | (41) | 9\% | (76) | 79\% | (650) | 824 |
| 4-Region: West | 4\% | (20) | 7\% | (37) | 5\% | (23) | 7\% | (35) | 78\% | (403) | 519 |

Continued on next page

Table HR21_23: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Don't know / No opinion

|  | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Don't know / <br> No opinion | Total N |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |

[^371]Table HR21_23: And would appearing on Saturday Night Live give you a more or less favorable opinion of each of the following politicians, or would it make no difference either way?
Don't know / No opinion

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 4\% | (78) | 4\% | (97) | 5\% | (110) | 9\% | (188) | 79\% | (1727) | 2199 |
| Streaming service: I currently subscribe | $4 \%$ | (56) | $4 \%$ | (50) | 4\% | (57) | 8\% | (102) | 80\% | (1037) | 1302 |
| Streaming service: I subscribed in the past | $4 \%$ | (10) | 8\% | (19) | 10\% | (22) | 7\% | (16) | 71\% | (166) | 234 |
| Streaming service: I have never subscribed | $2 \%$ | (11) | $4 \%$ | (28) | 5\% | (30) | $11 \%$ | (70) | 79\% | (524) | 663 |
| Film: An avid fan | 6\% | (47) | 6\% | (47) | 4\% | (34) | 8\% | (65) | 75\% | (585) | 779 |
| Film: A casual fan | 2\% | (25) | $4 \%$ | (47) | 6\% | (69) | 8\% | (97) | 79\% | (914) | 1153 |
| Film: Not a fan | 2\% | (5) | 1\% | (2) | 3\% | (7) | 10\% | (26) | 85\% | (227) | 267 |
| Television: An avid fan | 5\% | (57) | 5\% | (61) | 5\% | (60) | 7\% | (86) | 77\% | (890) | 1154 |
| Television: A casual fan | 2\% | (19) | 4\% | (32) | 5\% | (44) | 10\% | (92) | 79\% | (720) | 907 |
| Television: Not a fan | 1\% | (1) | 3\% | (4) | 4\% | (6) | 8\% | (10) | 84\% | (117) | 139 |
| Music: An avid fan | 5\% | (57) | 6\% | (67) | 5\% | (62) | 7\% | (77) | 77\% | (890) | 1152 |
| Music: A casual fan | 2\% | (17) | $3 \%$ | (29) | 5\% | (44) | 10\% | (94) | 80\% | (724) | 907 |
| Music: Not a fan | $3 \%$ | (4) | 1\% | (1) | 3\% | (4) | 12\% | (17) | 81\% | (114) | 140 |
| Fashion: An avid fan | 9\% | (29) | 9\% | (31) | 8\% | (29) | 7\% | (24) | 67\% | (229) | 342 |
| Fashion: A casual fan | 3\% | (28) | $4 \%$ | (36) | $4 \%$ | (37) | 7\% | (60) | 81\% | (699) | 861 |
| Fashion: Not a fan | $2 \%$ | (20) | $3 \%$ | (30) | 4\% | (44) | 10\% | (104) | 80\% | (798) | 996 |

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

Table HR22: Do guest appearances from politicians make you more or less likely to watch a late-night show?

| Demographic | Much more likely |  | Somewhat more likely |  | Somewhat less likely |  | Much less likely |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $11 \%$ | (244) | 21\% | (473) | 12\% | (270) | 25\% | (558) | 30\% | (655) | 2199 |
| Gender: Male | 12\% | (130) | 23\% | (247) | 12\% | (127) | 25\% | (268) | 27\% | (289) | 1061 |
| Gender: Female | 10\% | (114) | 20\% | (226) | 13\% | (143) | 25\% | (289) | $32 \%$ | (366) | 1138 |
| Age: 18-29 | 18\% | (73) | 27\% | (110) | 15\% | (63) | 13\% | (53) | 27\% | (112) | 411 |
| Age: 30-44 | 13\% | (76) | 21\% | (127) | 13\% | (79) | 19\% | (116) | 34\% | (202) | 600 |
| Age: 45-54 | 10\% | (35) | 20\% | (66) | 11\% | (38) | 27\% | (90) | 32\% | (106) | 335 |
| Age: 55-64 | 8\% | (35) | 22\% | (92) | 10\% | (42) | 33\% | (136) | 27\% | (113) | 417 |
| Age: 65+ | 6\% | (26) | 18\% | (78) | 11\% | (47) | 38\% | (164) | 28\% | (122) | 436 |
| Generation Z: 18-21 | 22\% | (26) | 25\% | (29) | 15\% | (17) | 12\% | (15) | 26\% | (30) | 116 |
| Millennial: Age 22-37 | 14\% | (91) | 27\% | (176) | 15\% | (101) | 15\% | (97) | 29\% | (193) | 657 |
| Generation X: Age 38-53 | $11 \%$ | (61) | 17\% | (93) | 11\% | (61) | 25\% | (135) | 36\% | (193) | 543 |
| Boomers: Age 54-72 | 8\% | (60) | 20\% | (156) | 11\% | (82) | $34 \%$ | (266) | 27\% | (207) | 772 |
| PID: Dem (no lean) | 18\% | (148) | 33\% | (265) | 10\% | (77) | 13\% | (103) | 26\% | (212) | 806 |
| PID: Ind (no lean) | 6\% | (45) | 18\% | (135) | 14\% | (107) | 24\% | (178) | 38\% | (288) | 754 |
| PID: Rep (no lean) | 8\% | (51) | $11 \%$ | (72) | 13\% | (86) | 43\% | (276) | 24\% | (155) | 639 |
| PID/Gender: Dem Men | 19\% | (75) | 37\% | (146) | 8\% | (32) | 13\% | (51) | 23\% | (91) | 395 |
| PID/Gender: Dem Women | 18\% | (73) | 29\% | (119) | 11\% | (45) | 13\% | (52) | 30\% | (122) | 411 |
| PID/Gender: Ind Men | 8\% | (26) | 19\% | (61) | 14\% | (46) | 22\% | (72) | 37\% | (122) | 326 |
| PID/Gender: Ind Women | 5\% | (20) | 17\% | (74) | 14\% | (61) | 25\% | (107) | 39\% | (166) | 427 |
| PID/Gender: Rep Men | 9\% | (29) | 12\% | (39) | 15\% | (49) | 43\% | (146) | 22\% | (76) | 339 |
| PID/Gender: Rep Women | 7\% | (22) | 11\% | (33) | 12\% | (36) | 43\% | (130) | 26\% | (79) | 300 |
| Ideo: Liberal (1-3) | 21\% | (139) | 33\% | (222) | 11\% | (74) | 8\% | (51) | 28\% | (188) | 674 |
| Ideo: Moderate (4) | 9\% | (51) | 26\% | (140) | 14\% | (77) | 21\% | (115) | 30\% | (162) | 544 |
| Ideo: Conservative (5-7) | 7\% | (48) | 13\% | (96) | 13\% | (93) | $43 \%$ | (307) | 24\% | (169) | 712 |
| Educ: < College | 10\% | (153) | 21\% | (314) | 12\% | (180) | 26\% | (395) | 31\% | (470) | 1512 |
| Educ: Bachelors degree | 14\% | (63) | 20\% | (90) | 15\% | (68) | $24 \%$ | (105) | 27\% | (119) | 444 |
| Educ: Post-grad | 12\% | (28) | 28\% | (68) | 9\% | (23) | $24 \%$ | (57) | 27\% | (67) | 243 |
| Income: Under 50k | 12\% | (157) | 20\% | (261) | 12\% | (159) | $24 \%$ | (306) | $32 \%$ | (414) | 1297 |
| Income: $50 \mathrm{k}-100 \mathrm{k}$ | 10\% | (63) | 25\% | (153) | 11\% | (66) | 27\% | (168) | 27\% | (165) | 615 |
| Income: $100 \mathrm{k}+$ | 8\% | (24) | 20\% | (59) | $16 \%$ | (45) | 29\% | (83) | 27\% | (77) | 287 |

Continued on next page

Table HR22: Do guest appearances from politicians make you more or less likely to watch a late-night show?

| Demographic | Much more likely |  | Somewhat more likely |  | Somewhat less likely |  | Much less likely |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 11\% | (244) | 21\% | (473) | 12\% | (270) | 25\% | (558) | $30 \%$ | (655) | 2199 |
| Ethnicity: White | 9\% | (150) | 19\% | (336) | 12\% | (211) | 29\% | (498) | 31\% | (527) | 1722 |
| Ethnicity: Hispanic | 14\% | (50) | 32\% | (113) | 9\% | (30) | 17\% | (61) | 27\% | (96) | 350 |
| Ethnicity: Afr. Am. | 20\% | (56) | 30\% | (82) | 13\% | (36) | 9\% | (24) | 28\% | (76) | 274 |
| Ethnicity: Other | 19\% | (38) | 27\% | (55) | 11\% | (22) | 18\% | (36) | 25\% | (51) | 203 |
| Relig: Protestant | 9\% | (47) | 18\% | (99) | 12\% | (64) | 35\% | (186) | 26\% | (143) | 539 |
| Relig: Roman Catholic | 15\% | (67) | 21\% | (92) | 9\% | (41) | 28\% | (123) | 26\% | (113) | 436 |
| Relig: Something Else | 11\% | (20) | 24\% | (45) | 14\% | (26) | $24 \%$ | (45) | 27\% | (49) | 187 |
| Relig: Jewish | 13\% | (7) | 29\% | (16) | 12\% | (6) | 15\% | (8) | 30\% | (16) | 54 |
| Relig: Evangelical | 10\% | (84) | 22\% | (175) | 12\% | (100) | 27\% | (220) | 28\% | (225) | 805 |
| Relig: Non-Evang. Catholics | 14\% | (49) | 17\% | (62) | 9\% | (32) | 38\% | (134) | 22\% | (80) | 357 |
| Relig: All Christian | 11\% | (134) | 20\% | (237) | 11\% | (131) | 30\% | (354) | 26\% | (305) | 1161 |
| Relig: All Non-Christian | 9\% | (20) | 18\% | (41) | 15\% | (33) | 29\% | (66) | 29\% | (64) | 224 |
| Community: Urban | 15\% | (85) | 24\% | (138) | 13\% | (75) | 17\% | (100) | 31\% | (177) | 575 |
| Community: Suburban | 12\% | (117) | 23\% | (226) | 12\% | (117) | $24 \%$ | (237) | 29\% | (285) | 982 |
| Community: Rural | 7\% | (42) | 17\% | (109) | 12\% | (77) | 34\% | (220) | 30\% | (193) | 643 |
| Employ: Private Sector | 14\% | (89) | 25\% | (162) | 12\% | (80) | 23\% | (153) | 27\% | (176) | 661 |
| Employ: Government | 12\% | (15) | 26\% | (33) | 12\% | (15) | 19\% | (24) | 30\% | (37) | 124 |
| Employ: Self-Employed | 10\% | (19) | 25\% | (49) | 12\% | (23) | 23\% | (45) | 31\% | (60) | 195 |
| Employ: Homemaker | 10\% | (17) | 13\% | (23) | 15\% | (25) | 23\% | (39) | 39\% | (66) | 170 |
| Employ: Student | 27\% | (21) | 32\% | (25) | 10\% | (8) | 10\% | (8) | 21\% | (17) | 79 |
| Employ: Retired | 8\% | (39) | 17\% | (90) | 11\% | (60) | 37\% | (194) | 27\% | (140) | 523 |
| Employ: Unemployed | 9\% | (23) | 18\% | (47) | 14\% | (37) | 21\% | (55) | 38\% | (100) | 262 |
| Employ: Other | 10\% | (19) | 24\% | (44) | 12\% | (22) | $22 \%$ | (40) | $32 \%$ | (59) | 185 |
| Military HH: Yes | 10\% | (40) | 21\% | (81) | 10\% | (38) | 29\% | (112) | 30\% | (115) | 384 |
| Military HH: No | 11\% | (204) | 22\% | (392) | 13\% | (232) | 25\% | (446) | 30\% | (540) | 1815 |
| RD/WT: Right Direction | 10\% | (80) | 14\% | (118) | 13\% | (110) | 37\% | (307) | 26\% | (212) | 826 |
| RD/WT: Wrong Track | 12\% | (164) | 26\% | (355) | 12\% | (160) | 18\% | (250) | $32 \%$ | (444) | 1373 |
| Trump Job Approve | 9\% | (76) | 12\% | (108) | 13\% | (114) | 42\% | (361) | 24\% | (211) | 870 |
| Trump Job Disapprove | 13\% | (163) | 29\% | (361) | 12\% | (151) | 15\% | (179) | 30\% | (374) | 1227 |

Continued on next page

Table HR22: Do guest appearances from politicians make you more or less likely to watch a late-night show?

| Demographic | Much more likely |  | Somewhat more likely |  | Somewhat less likely |  | Much less likely |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 11\% | (244) | 21\% | (473) | 12\% | (270) | 25\% | (558) | 30\% | (655) | 2199 |
| Trump Job Strongly Approve | 10\% | (45) | 10\% | (46) | 8\% | (36) | 48\% | (210) | 23\% | (103) | 440 |
| Trump Job Somewhat Approve | 7\% | (31) | 15\% | (62) | 18\% | (78) | 35\% | (151) | 25\% | (108) | 429 |
| Trump Job Somewhat Disapprove | 3\% | (10) | 29\% | (86) | 19\% | (56) | $22 \%$ | (64) | 27\% | (81) | 297 |
| Trump Job Strongly Disapprove | 16\% | (152) | 30\% | (275) | 10\% | (96) | 12\% | (115) | 32\% | (293) | 930 |
| Favorable of Trump | 9\% | (75) | 11\% | (96) | 14\% | (120) | 42\% | (357) | 23\% | (199) | 847 |
| Unfavorable of Trump | 14\% | (165) | 30\% | (368) | 11\% | (132) | 15\% | (180) | 30\% | (367) | 1212 |
| Very Favorable of Trump | 10\% | (46) | 9\% | (45) | 10\% | (48) | 47\% | (224) | 24\% | (116) | 479 |
| Somewhat Favorable of Trump | 8\% | (29) | 14\% | (51) | 20\% | (72) | 36\% | (133) | 23\% | (83) | 368 |
| Somewhat Unfavorable of Trump | 5\% | (11) | 23\% | (55) | 20\% | (46) | 24\% | (56) | 29\% | (68) | 236 |
| Very Unfavorable of Trump | 16\% | (154) | 32\% | (312) | 9\% | (86) | 13\% | (124) | $31 \%$ | (299) | 976 |
| \#1 Issue: Economy | 11\% | (60) | $21 \%$ | (119) | 16\% | (92) | 22\% | (123) | 30\% | (166) | 560 |
| \#1 Issue: Security | 5\% | (21) | 12\% | (54) | 11\% | (47) | 45\% | (199) | 27\% | (120) | 441 |
| \#1 Issue: Health Care | 17\% | (64) | 28\% | (104) | 12\% | (44) | 15\% | (57) | 27\% | (99) | 368 |
| \#1 Issue: Medicare / Social Security | 10\% | (37) | 20\% | (72) | 9\% | (34) | 30\% | (107) | 30\% | (108) | 359 |
| \#1 Issue: Women's Issues | 18\% | (22) | 22\% | (28) | 9\% | (11) | 16\% | (20) | 35\% | (44) | 126 |
| \#1 Issue: Education | 10\% | (16) | 30\% | (46) | 10\% | (15) | 14\% | (21) | 36\% | (56) | 154 |
| \#1 Issue: Energy | 16\% | (15) | 40\% | (40) | 14\% | (14) | 9\% | (9) | 21\% | (21) | 100 |
| \#1 Issue: Other | 9\% | (8) | 11\% | (11) | 13\% | (12) | 23\% | (22) | 43\% | (40) | 93 |
| 2018 House Vote: Democrat | 18\% | (150) | 33\% | (274) | 10\% | (88) | $11 \%$ | (92) | 28\% | (235) | 839 |
| 2018 House Vote: Republican | 6\% | (39) | 10\% | (65) | 12\% | (80) | 48\% | (311) | 23\% | (148) | 643 |
| 2018 House Vote: Someone else | 5\% | (6) | 23\% | (24) | 23\% | (24) | 16\% | (17) | 33\% | (35) | 105 |
| 2018 House Vote: Didnt Vote | 7\% | (45) | 18\% | (109) | 13\% | (79) | 23\% | (137) | 39\% | (236) | 605 |
| 2016 Vote: Hillary Clinton | 18\% | (129) | 32\% | (227) | 11\% | (76) | 10\% | (74) | 29\% | (212) | 719 |
| 2016 Vote: Donald Trump | $7 \%$ | (46) | 10\% | (64) | 12\% | (80) | 48\% | (319) | 23\% | (156) | 666 |
| 2016 Vote: Someone else | 8\% | (15) | 31\% | (55) | 15\% | (26) | 17\% | (31) | 28\% | (50) | 178 |
| 2016 Vote: Didnt Vote | 8\% | (48) | 20\% | (125) | 14\% | (87) | $21 \%$ | (133) | 37\% | (236) | 629 |
| Voted in 2014: Yes | 11\% | (156) | 24\% | (323) | 11\% | (153) | 28\% | (378) | 26\% | (357) | 1366 |
| Voted in 2014: No | 11\% | (88) | 18\% | (150) | 14\% | (117) | 22\% | (180) | 36\% | (299) | 833 |

Continued on next page

Table HR22: Do guest appearances from politicians make you more or less likely to watch a late-night show?

| Demographic | Much more likely |  | Somewhat more likely |  | Somewhat less likely |  | Much less likely |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 11\% | (244) | $21 \%$ | (473) | 12\% | (270) | 25\% | (558) | $30 \%$ | (655) | 2199 |
| 2012 Vote: Barack Obama | 16\% | (140) | $30 \%$ | (259) | 10\% | (89) | 15\% | (127) | 28\% | (240) | 854 |
| 2012 Vote: Mitt Romney | 4\% | (23) | 11\% | (54) | 11\% | (57) | 48\% | (240) | 25\% | (126) | 501 |
| 2012 Vote: Other | 5\% | (5) | $11 \%$ | (9) | 20\% | (17) | 37\% | (32) | 27\% | (24) | 87 |
| 2012 Vote: Didn't Vote | 10\% | (77) | 20\% | (150) | 14\% | (106) | $21 \%$ | (154) | 35\% | (265) | 752 |
| 4-Region: Northeast | 11\% | (42) | 22\% | (87) | 14\% | (57) | $22 \%$ | (88) | 30\% | (119) | 394 |
| 4-Region: Midwest | 10\% | (46) | 18\% | (82) | 14\% | (63) | 29\% | (136) | 29\% | (135) | 462 |
| 4-Region: South | 11\% | (90) | 20\% | (166) | 12\% | (95) | 26\% | (212) | 32\% | (261) | 824 |
| 4-Region: West | 13\% | (66) | 26\% | (138) | 11\% | (55) | 23\% | (121) | 27\% | (140) | 519 |
| TV shows: Every day | 13\% | (155) | 21\% | (246) | 11\% | (127) | 26\% | (304) | 28\% | (316) | 1148 |
| TV shows: Several times per week | 9\% | (44) | 26\% | (133) | 15\% | (76) | $22 \%$ | (114) | 28\% | (145) | 512 |
| TV shows: About once per week | 13\% | (19) | 25\% | (37) | 17\% | (24) | $21 \%$ | (30) | 23\% | (33) | 144 |
| TV shows: Several times per month | 9\% | (9) | 18\% | (18) | 19\% | (19) | $31 \%$ | (31) | 24\% | (25) | 101 |
| TV shows: About once per month | 9\% | (4) | 12\% | (6) | 10\% | (5) | 26\% | (12) | 44\% | (21) | 48 |
| TV shows: Less often than once per month | 5\% | (4) | 23\% | (18) | 9\% | (7) | 34\% | (27) | 29\% | (22) | 78 |
| TV shows: Never | 5\% | (9) | 9\% | (15) | 8\% | (13) | $23 \%$ | (39) | 55\% | (92) | 169 |
| Movies: Every day | 21\% | (85) | 18\% | (70) | 10\% | (42) | $24 \%$ | (95) | 27\% | (107) | 399 |
| Movies: Several times per week | 12\% | (69) | 27\% | (154) | 12\% | (67) | $24 \%$ | (139) | 25\% | (145) | 574 |
| Movies: About once per week | 10\% | (37) | 26\% | (101) | 17\% | (64) | 25\% | (94) | 23\% | (87) | 383 |
| Movies: Several times per month | 8\% | (21) | 22\% | (61) | 17\% | (46) | 28\% | (76) | 25\% | (69) | 273 |
| Movies: About once per month | 8\% | (14) | 17\% | (29) | 10\% | (17) | $24 \%$ | (41) | 41\% | (70) | 173 |
| Movies: Less often than once per month | 4\% | (9) | 22\% | (44) | 9\% | (17) | 28\% | (57) | 37\% | (74) | 201 |
| Movies: Never | 4\% | (9) | 7\% | (13) | 9\% | (18) | 28\% | (55) | 52\% | (102) | 196 |
| Sports: Every day | 29\% | (46) | 19\% | (30) | 18\% | (28) | 18\% | (28) | 16\% | (26) | 158 |
| Sports: Several times per week | 15\% | (49) | 22\% | (74) | 17\% | (56) | 27\% | (90) | 19\% | (63) | 332 |
| Sports: About once per week | 15\% | (41) | 28\% | (79) | 11\% | (30) | $21 \%$ | (57) | 26\% | (73) | 279 |
| Sports: Several times per month | 13\% | (30) | 20\% | (45) | 15\% | (35) | $24 \%$ | (55) | 28\% | (63) | 228 |
| Sports: About once per month | 9\% | (16) | 32\% | (55) | 12\% | (21) | $24 \%$ | (41) | 23\% | (41) | 174 |
| Sports: Less often than once per month | 7\% | (26) | 22\% | (81) | 9\% | (32) | 29\% | (105) | $33 \%$ | (120) | 363 |
| Sports: Never | 6\% | (37) | 17\% | (110) | 10\% | (68) | 27\% | (180) | 41\% | (270) | 666 |

[^372]Table HR22: Do guest appearances from politicians make you more or less likely to watch a late-night show?

| Demographic | Much more likely |  | Somewhat more likely |  | Somewhat less likely |  | Much less likely |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 11\% | (244) | 21\% | (473) | 12\% | (270) | 25\% | (558) | 30\% | (655) | 2199 |
| Cable: I currently subscribe | 14\% | (159) | 23\% | (260) | 12\% | (132) | $24 \%$ | (267) | 26\% | (291) | 1108 |
| Cable: I subscribed in the past | 8\% | (61) | 23\% | (165) | 14\% | (102) | $27 \%$ | (198) | 28\% | (200) | 727 |
| Cable: I have never subscribed | 7\% | (24) | 13\% | (48) | 10\% | (36) | 25\% | (92) | 45\% | (164) | 365 |
| Satellite television: I currently subscribe | 15\% | (78) | 18\% | (96) | 13\% | (68) | $26 \%$ | (137) | 28\% | (147) | 526 |
| Satellite television: I subscribed in the past | 12\% | (69) | 24\% | (141) | 13\% | (77) | 27\% | (160) | 25\% | (151) | 597 |
| Satellite television: I have never subscribed | 9\% | (97) | $22 \%$ | (236) | 12\% | (125) | $24 \%$ | (261) | 33\% | (358) | 1076 |
| Streaming service: I currently subscribe | 13\% | (165) | 26\% | (335) | 13\% | (169) | $22 \%$ | (290) | 26\% | (344) | 1302 |
| Streaming service: I subscribed in the past | 13\% | (31) | 23\% | (54) | 18\% | (42) | $21 \%$ | (49) | 25\% | (57) | 234 |
| Streaming service: I have never subscribed | 7\% | (48) | 13\% | (84) | $9 \%$ | (59) | $33 \%$ | (219) | 38\% | (254) | 663 |
| Film: An avid fan | 19\% | (147) | 25\% | (195) | 13\% | (101) | 19\% | (148) | 24\% | (189) | 779 |
| Film: A casual fan | 7\% | (82) | 22\% | (253) | 13\% | (151) | 28\% | (324) | 30\% | (344) | 1153 |
| Film: Not a fan | 6\% | (16) | 10\% | (25) | 7\% | (18) | $32 \%$ | (86) | 46\% | (122) | 267 |
| Television: An avid fan | 15\% | (168) | 24\% | (277) | 12\% | (143) | $24 \%$ | (275) | 25\% | (291) | 1154 |
| Television: A casual fan | 7\% | (66) | 20\% | (185) | 13\% | (118) | 27\% | (247) | $32 \%$ | (291) | 907 |
| Television: Not a fan | 8\% | (10) | 7\% | (10) | $7 \%$ | (9) | 25\% | (35) | 53\% | (74) | 139 |
| Music: An avid fan | 15\% | (170) | 26\% | (302) | 12\% | (138) | $21 \%$ | (247) | 26\% | (295) | 1152 |
| Music: A casual fan | 7\% | (68) | 18\% | (160) | 13\% | (121) | 30\% | (276) | $31 \%$ | (283) | 907 |
| Music: Not a fan | 4\% | (6) | 8\% | (11) | 7\% | (10) | 25\% | (35) | 55\% | (77) | 140 |
| Fashion: An avid fan | 30\% | (104) | 27\% | (93) | 7\% | (24) | 13\% | (44) | 23\% | (78) | 342 |
| Fashion: A casual fan | 9\% | (81) | 24\% | (206) | 15\% | (129) | 25\% | (211) | 27\% | (234) | 861 |
| Fashion: Not a fan | 6\% | (59) | 17\% | (174) | 12\% | (117) | $30 \%$ | (303) | $34 \%$ | (343) | 996 |

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

Table HR23: Do guest appearances from politicians make you more or less likely to watch Saturday Night Live?

| Demographic | Much more likely |  | Somewhat more likely |  | Somewhat less likely |  | Much less likely |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (265) | 20\% | (432) | 12\% | (254) | 26\% | (582) | 30\% | (667) | 2199 |
| Gender: Male | 14\% | (152) | 21\% | (222) | 12\% | (132) | 25\% | (269) | 27\% | (286) | 1061 |
| Gender: Female | 10\% | (113) | 18\% | (210) | $11 \%$ | (122) | 27\% | (312) | 33\% | (381) | 1138 |
| Age: 18-29 | 19\% | (78) | 25\% | (101) | 14\% | (56) | 15\% | (62) | 28\% | (114) | 411 |
| Age: 30-44 | 13\% | (80) | 19\% | (111) | 14\% | (83) | 19\% | (115) | 35\% | (210) | 600 |
| Age: 45-54 | 11\% | (36) | 21\% | (72) | 9\% | (30) | 28\% | (93) | 31\% | (104) | 335 |
| Age: 55-64 | 10\% | (40) | 20\% | (84) | 10\% | (41) | $34 \%$ | (141) | 27\% | (111) | 417 |
| Age: 65+ | 7\% | (30) | 15\% | (64) | 10\% | (44) | 39\% | (171) | 29\% | (128) | 436 |
| Generation Z: 18-21 | 19\% | (22) | 30\% | (35) | 7\% | (8) | 15\% | (17) | 30\% | (35) | 116 |
| Millennial: Age 22-37 | 16\% | (106) | 22\% | (145) | 17\% | (110) | 15\% | (100) | 30\% | (198) | 657 |
| Generation X: Age 38-53 | $11 \%$ | (61) | 18\% | (101) | 9\% | (50) | 26\% | (142) | 35\% | (190) | 543 |
| Boomers: Age 54-72 | 9\% | (68) | 18\% | (138) | 10\% | (77) | 36\% | (278) | 27\% | (211) | 772 |
| PID: Dem (no lean) | 20\% | (159) | 31\% | (253) | 9\% | (72) | 13\% | (107) | 27\% | (215) | 806 |
| PID: Ind (no lean) | 7\% | (51) | 16\% | (121) | 12\% | (88) | 25\% | (191) | 40\% | (302) | 754 |
| PID: Rep (no lean) | 9\% | (55) | 9\% | (57) | 15\% | (94) | 44\% | (284) | 23\% | (150) | 639 |
| PID/Gender: Dem Men | 22\% | (89) | 35\% | (137) | 8\% | (32) | 12\% | (47) | 23\% | (91) | 395 |
| PID/Gender: Dem Women | 17\% | (70) | 28\% | (116) | 10\% | (40) | 15\% | (60) | 30\% | (124) | 411 |
| PID/Gender: Ind Men | 9\% | (29) | 17\% | (56) | 13\% | (42) | 24\% | (78) | 37\% | (120) | 326 |
| PID/Gender: Ind Women | 5\% | (22) | 15\% | (65) | $11 \%$ | (46) | 26\% | (113) | 43\% | (182) | 427 |
| PID/Gender: Rep Men | 10\% | (34) | 9\% | (29) | 17\% | (57) | 43\% | (144) | 22\% | (75) | 339 |
| PID/Gender: Rep Women | 7\% | (21) | 10\% | (29) | 12\% | (37) | 46\% | (139) | 25\% | (75) | 300 |
| Ideo: Liberal (1-3) | 23\% | (154) | 32\% | (215) | $11 \%$ | (72) | 8\% | (53) | 27\% | (181) | 674 |
| Ideo: Moderate (4) | 9\% | (47) | 24\% | (132) | 13\% | (70) | 24\% | (129) | $31 \%$ | (166) | 544 |
| Ideo: Conservative (5-7) | 8\% | (58) | 10\% | (74) | 12\% | (88) | 45\% | (319) | 24\% | (174) | 712 |
| Educ: < College | $11 \%$ | (159) | 19\% | (292) | 10\% | (153) | 27\% | (412) | 33\% | (496) | 1512 |
| Educ: Bachelors degree | 16\% | (72) | 18\% | (80) | 16\% | (71) | 25\% | (109) | 25\% | (113) | 444 |
| Educ: Post-grad | 14\% | (34) | 25\% | (61) | 12\% | (30) | 25\% | (60) | 24\% | (59) | 243 |
| Income: Under 50k | 13\% | (165) | 19\% | (245) | 12\% | (150) | 24\% | (316) | $32 \%$ | (421) | 1297 |
| Income: $50 \mathrm{k}-100 \mathrm{k}$ | $11 \%$ | (69) | 22\% | (135) | 11\% | (70) | 28\% | (174) | 27\% | (167) | 615 |
| Income: $100 \mathrm{k}+$ | $11 \%$ | (31) | 18\% | (52) | 12\% | (33) | $32 \%$ | (92) | 28\% | (79) | 287 |

Continued on next page

Table HR23: Do guest appearances from politicians make you more or less likely to watch Saturday Night Live?

| Demographic | Much more likely |  | Somewhat more likely |  | Somewhat less likely |  | Much less likely |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (265) | 20\% | (432) | 12\% | (254) | 26\% | (582) | 30\% | (667) | 2199 |
| Ethnicity: White | 9\% | (161) | 18\% | (302) | $11 \%$ | (197) | 30\% | (523) | 31\% | (538) | 1722 |
| Ethnicity: Hispanic | 18\% | (62) | 24\% | (82) | 13\% | (44) | 17\% | (59) | 29\% | (102) | 350 |
| Ethnicity: Afr. Am. | 20\% | (55) | $32 \%$ | (87) | 10\% | (28) | 10\% | (29) | 28\% | (76) | 274 |
| Ethnicity: Other | 24\% | (48) | 21\% | (43) | 14\% | (29) | 15\% | (30) | 26\% | (53) | 203 |
| Relig: Protestant | 9\% | (49) | 17\% | (90) | 9\% | (50) | 37\% | (197) | 28\% | (153) | 539 |
| Relig: Roman Catholic | 15\% | (67) | 19\% | (83) | 12\% | (51) | 28\% | (121) | 26\% | (114) | 436 |
| Relig: Something Else | $11 \%$ | (21) | 21\% | (39) | 12\% | (22) | 26\% | (49) | 30\% | (56) | 187 |
| Relig: Jewish | 10\% | (6) | 29\% | (16) | 21\% | (11) | 16\% | (8) | 24\% | (13) | 54 |
| Relig: Evangelical | 12\% | (94) | 18\% | (147) | 11\% | (88) | 29\% | (232) | 30\% | (244) | 805 |
| Relig: Non-Evang. Catholics | 12\% | (43) | 18\% | (65) | 10\% | (35) | 38\% | (134) | 22\% | (80) | 357 |
| Relig: All Christian | 12\% | (137) | 18\% | (212) | $11 \%$ | (123) | $32 \%$ | (366) | 28\% | (323) | 1161 |
| Relig: All Non-Christian | 9\% | (21) | 16\% | (37) | 12\% | (27) | 32\% | (71) | 30\% | (68) | 224 |
| Community: Urban | 17\% | (96) | 23\% | (130) | 12\% | (70) | 19\% | (112) | 29\% | (168) | 575 |
| Community: Suburban | 12\% | (120) | 22\% | (215) | 12\% | (113) | 25\% | (249) | 29\% | (284) | 982 |
| Community: Rural | 8\% | (49) | 14\% | (87) | $11 \%$ | (70) | $34 \%$ | (221) | $34 \%$ | (216) | 643 |
| Employ: Private Sector | 15\% | (102) | 20\% | (132) | 13\% | (85) | 24\% | (158) | 28\% | (183) | 661 |
| Employ: Government | 13\% | (17) | 27\% | (34) | 8\% | (9) | 25\% | (31) | 27\% | (34) | 124 |
| Employ: Self-Employed | 10\% | (19) | 22\% | (43) | 16\% | (31) | 23\% | (45) | 29\% | (57) | 195 |
| Employ: Homemaker | 9\% | (16) | 16\% | (28) | 9\% | (15) | 27\% | (46) | 39\% | (66) | 170 |
| Employ: Student | 24\% | (19) | 35\% | (28) | 10\% | (8) | 9\% | (7) | 22\% | (17) | 79 |
| Employ: Retired | 10\% | (50) | 15\% | (80) | 10\% | (54) | 38\% | (199) | 27\% | (140) | 523 |
| Employ: Unemployed | 8\% | (21) | 16\% | (43) | 14\% | (36) | 22\% | (59) | 39\% | (102) | 262 |
| Employ: Other | 12\% | (22) | 24\% | (44) | 8\% | (14) | 20\% | (37) | $37 \%$ | (68) | 185 |
| Military HH: Yes | 14\% | (53) | 17\% | (67) | 10\% | (38) | 30\% | (116) | 29\% | (111) | 384 |
| Military HH: No | 12\% | (212) | 20\% | (365) | 12\% | (216) | 26\% | (466) | 31\% | (556) | 1815 |
| RD/WT: Right Direction | 10\% | (86) | 13\% | (104) | 12\% | (100) | 39\% | (323) | 26\% | (213) | 826 |
| RD/WT: Wrong Track | 13\% | (178) | 24\% | (328) | $11 \%$ | (154) | 19\% | (259) | $33 \%$ | (454) | 1373 |
| Trump Job Approve | 10\% | (83) | $11 \%$ | (94) | 12\% | (108) | 43\% | (376) | $24 \%$ | (209) | 870 |
| Trump Job Disapprove | $14 \%$ | (176) | 27\% | (337) | $11 \%$ | (139) | 15\% | (188) | $32 \%$ | (388) | 1227 |

[^373]Table HR23: Do guest appearances from politicians make you more or less likely to watch Saturday Night Live?

| Demographic | Much more likely |  | Somewhat more likely |  | Somewhat less likely |  | Much less likely |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (265) | 20\% | (432) | 12\% | (254) | 26\% | (582) | $30 \%$ | (667) | 2199 |
| Trump Job Strongly Approve | 11\% | (48) | 9\% | (38) | 9\% | (38) | 49\% | (216) | 23\% | (101) | 440 |
| Trump Job Somewhat Approve | 8\% | (35) | 13\% | (57) | 16\% | (70) | $37 \%$ | (160) | 25\% | (108) | 429 |
| Trump Job Somewhat Disapprove | 6\% | (18) | 23\% | (68) | 16\% | (48) | $24 \%$ | (72) | 31\% | (91) | 297 |
| Trump Job Strongly Disapprove | 17\% | (158) | 29\% | (268) | 10\% | (91) | 12\% | (116) | 32\% | (297) | 930 |
| Favorable of Trump | 9\% | (72) | 11\% | (96) | 13\% | (107) | 44\% | (372) | 24\% | (200) | 847 |
| Unfavorable of Trump | 15\% | (187) | 27\% | (328) | 11\% | (127) | 16\% | (191) | 31\% | (379) | 1212 |
| Very Favorable of Trump | 10\% | (49) | 9\% | (44) | 8\% | (38) | 48\% | (232) | 24\% | (116) | 479 |
| Somewhat Favorable of Trump | 6\% | (23) | 14\% | (52) | 19\% | (70) | 38\% | (140) | 23\% | (83) | 368 |
| Somewhat Unfavorable of Trump | 7\% | (17) | 16\% | (38) | 16\% | (39) | 27\% | (63) | 33\% | (79) | 236 |
| Very Unfavorable of Trump | 17\% | (170) | 30\% | (290) | 9\% | (88) | 13\% | (128) | 31\% | (300) | 976 |
| \#1 Issue: Economy | 10\% | (58) | 22\% | (124) | 16\% | (90) | 23\% | (131) | 28\% | (158) | 560 |
| \#1 Issue: Security | 5\% | (21) | 9\% | (42) | 9\% | (40) | 47\% | (208) | 29\% | (129) | 441 |
| \#1 Issue: Health Care | 20\% | (73) | 26\% | (96) | 11\% | (39) | 17\% | (63) | 27\% | (98) | 368 |
| \#1 Issue: Medicare / Social Security | 12\% | (44) | 17\% | (59) | 10\% | (35) | 30\% | (109) | $31 \%$ | (112) | 359 |
| \#1 Issue: Women's Issues | 17\% | (22) | 24\% | (30) | 6\% | (8) | 16\% | (20) | 37\% | (47) | 126 |
| \#1 Issue: Education | 12\% | (19) | 28\% | (43) | 12\% | (18) | 14\% | (22) | $34 \%$ | (53) | 154 |
| \#1 Issue: Energy | 21\% | (21) | 32\% | (32) | 14\% | (14) | 8\% | (8) | 25\% | (25) | 100 |
| \#1 Issue: Other | 9\% | (8) | 7\% | (7) | 12\% | (11) | 23\% | (22) | 49\% | (45) | 93 |
| 2018 House Vote: Democrat | 20\% | (171) | 30\% | (250) | 10\% | (84) | $11 \%$ | (96) | 29\% | (239) | 839 |
| 2018 House Vote: Republican | 6\% | (40) | 9\% | (58) | 12\% | (77) | $51 \%$ | (326) | 22\% | (142) | 643 |
| 2018 House Vote: Someone else | 5\% | (6) | 15\% | (16) | 19\% | (20) | 20\% | (21) | 41\% | (43) | 105 |
| 2018 House Vote: Didnt Vote | 7\% | (43) | 18\% | (108) | 12\% | (73) | 23\% | (139) | 40\% | (243) | 605 |
| 2016 Vote: Hillary Clinton | 20\% | (141) | 30\% | (219) | 10\% | (69) | $11 \%$ | (76) | 30\% | (213) | 719 |
| 2016 Vote: Donald Trump | 7\% | (46) | 9\% | (61) | 11\% | (71) | 50\% | (333) | 23\% | (155) | 666 |
| 2016 Vote: Someone else | 11\% | (20) | 23\% | (41) | 15\% | (27) | 18\% | (32) | 33\% | (58) | 178 |
| 2016 Vote: Didnt Vote | 8\% | (52) | 18\% | (111) | 14\% | (87) | 22\% | (140) | 38\% | (239) | 629 |
| Voted in 2014: Yes | 13\% | (181) | 21\% | (281) | 11\% | (150) | 28\% | (387) | 27\% | (367) | 1366 |
| Voted in 2014: No | 10\% | (83) | 18\% | (151) | 12\% | (104) | 23\% | (194) | 36\% | (300) | 833 |

Continued on next page

Table HR23: Do guest appearances from politicians make you more or less likely to watch Saturday Night Live?

| Demographic | Much more likely |  | Somewhat more likely |  | Somewhat less likely |  | Much less likely |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (265) | 20\% | (432) | 12\% | (254) | 26\% | (582) | 30\% | (667) | 2199 |
| 2012 Vote: Barack Obama | 16\% | (140) | 29\% | (244) | $11 \%$ | (91) | 16\% | (134) | 29\% | (245) | 854 |
| 2012 Vote: Mitt Romney | 5\% | (26) | 10\% | (49) | $11 \%$ | (54) | 50\% | (251) | 24\% | (120) | 501 |
| 2012 Vote: Other | 6\% | (5) | 8\% | (7) | 19\% | (17) | 34\% | (30) | $32 \%$ | (28) | 87 |
| 2012 Vote: Didn't Vote | 12\% | (92) | 17\% | (132) | 12\% | (92) | 22\% | (167) | 36\% | (270) | 752 |
| 4-Region: Northeast | 13\% | (50) | 21\% | (82) | 13\% | (51) | $24 \%$ | (94) | 30\% | (116) | 394 |
| 4-Region: Midwest | 9\% | (44) | 18\% | (84) | 13\% | (61) | $31 \%$ | (144) | 28\% | (130) | 462 |
| 4-Region: South | 11\% | (95) | 20\% | (162) | 10\% | (85) | 27\% | (221) | $32 \%$ | (261) | 824 |
| 4-Region: West | 15\% | (77) | 20\% | (104) | $11 \%$ | (57) | 24\% | (122) | 31\% | (159) | 519 |
| TV shows: Every day | 14\% | (163) | 21\% | (238) | 10\% | (110) | 28\% | (320) | 28\% | (317) | 1148 |
| TV shows: Several times per week | 8\% | (43) | 23\% | (116) | 15\% | (76) | 23\% | (120) | 31\% | (157) | 512 |
| TV shows: About once per week | 17\% | (25) | 22\% | (32) | 17\% | (24) | $24 \%$ | (35) | 20\% | (29) | 144 |
| TV shows: Several times per month | 12\% | (12) | 13\% | (13) | 23\% | (23) | 26\% | (27) | 26\% | (27) | 101 |
| TV shows: About once per month | 12\% | (6) | 12\% | (6) | 8\% | (4) | 26\% | (12) | 43\% | (20) | 48 |
| TV shows: Less often than once per month | 8\% | (6) | 20\% | (15) | 7\% | (5) | $34 \%$ | (27) | 31\% | (24) | 78 |
| TV shows: Never | 6\% | (10) | 7\% | (12) | 7\% | (12) | $24 \%$ | (41) | 56\% | (94) | 169 |
| Movies: Every day | 22\% | (87) | 16\% | (65) | 9\% | (37) | 26\% | (102) | 27\% | (108) | 399 |
| Movies: Several times per week | 13\% | (77) | 22\% | (127) | 12\% | (67) | 27\% | (155) | 26\% | (148) | 574 |
| Movies: About once per week | 10\% | (37) | 26\% | (99) | 16\% | (63) | 25\% | (95) | 23\% | (90) | 383 |
| Movies: Several times per month | 10\% | (27) | 24\% | (65) | 14\% | (37) | 28\% | (76) | 25\% | (69) | 273 |
| Movies: About once per month | 8\% | (14) | 15\% | (26) | 9\% | (15) | 24\% | (42) | 44\% | (77) | 173 |
| Movies: Less often than once per month | 5\% | (10) | 20\% | (40) | 9\% | (19) | 29\% | (58) | 37\% | (75) | 201 |
| Movies: Never | 7\% | (13) | 6\% | (11) | 8\% | (15) | 28\% | (55) | 52\% | (102) | 196 |
| Sports: Every day | 31\% | (48) | 23\% | (36) | 15\% | (24) | 19\% | (30) | 13\% | (20) | 158 |
| Sports: Several times per week | 16\% | (53) | 22\% | (72) | 15\% | (49) | 29\% | (97) | 18\% | (61) | 332 |
| Sports: About once per week | 17\% | (47) | $24 \%$ | (66) | 10\% | (27) | 23\% | (64) | 27\% | (75) | 279 |
| Sports: Several times per month | 11\% | (24) | 19\% | (43) | 15\% | (34) | 28\% | (63) | 27\% | (62) | 228 |
| Sports: About once per month | 10\% | (17) | 24\% | (41) | 12\% | (21) | 25\% | (43) | 30\% | (53) | 174 |
| Sports: Less often than once per month | 9\% | (33) | 20\% | (71) | 10\% | (35) | 28\% | (102) | $33 \%$ | (121) | 363 |
| Sports: Never | 6\% | (42) | 15\% | (103) | 10\% | (64) | 27\% | (182) | 41\% | (275) | 666 |

[^374]Table HR23: Do guest appearances from politicians make you more or less likely to watch Saturday Night Live?

| Demographic | Much more likely |  | Somewhat more likely |  | Somewhat less likely |  | Much less likely |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (265) | 20\% | (432) | 12\% | (254) | 26\% | (582) | 30\% | (667) | 2199 |
| Cable: I currently subscribe | 16\% | (175) | 21\% | (235) | 12\% | (135) | 25\% | (272) | 26\% | (292) | 1108 |
| Cable: I subscribed in the past | 9\% | (65) | 21\% | (155) | 12\% | (88) | 29\% | (213) | 28\% | (206) | 727 |
| Cable: I have never subscribed | 7\% | (26) | 12\% | (42) | 8\% | (31) | 27\% | (97) | 46\% | (169) | 365 |
| Satellite television: I currently subscribe | 13\% | (70) | 19\% | (98) | 10\% | (54) | 29\% | (151) | 29\% | (153) | 526 |
| Satellite television: I subscribed in the past | 13\% | (75) | 22\% | (133) | 13\% | (75) | 28\% | (166) | 25\% | (149) | 597 |
| Satellite television: I have never subscribed | $11 \%$ | (120) | 19\% | (202) | 12\% | (125) | 25\% | (264) | $34 \%$ | (365) | 1076 |
| Streaming service: I currently subscribe | 14\% | (178) | 23\% | (305) | $11 \%$ | (149) | 25\% | (320) | 27\% | (350) | 1302 |
| Streaming service: I subscribed in the past | $11 \%$ | (26) | 25\% | (59) | $19 \%$ | (44) | 20\% | (47) | 25\% | (58) | 234 |
| Streaming service: I have never subscribed | 9\% | (60) | 10\% | (68) | 9\% | (61) | $32 \%$ | (215) | 39\% | (259) | 663 |
| Film: An avid fan | 19\% | (148) | 24\% | (188) | 11\% | (89) | 21\% | (165) | 24\% | (188) | 779 |
| Film: A casual fan | $9 \%$ | (105) | 19\% | (225) | $12 \%$ | (133) | 29\% | (331) | $31 \%$ | (358) | 1153 |
| Film: Not a fan | 4\% | (11) | 7\% | (19) | 12\% | (31) | $32 \%$ | (85) | 45\% | (121) | 267 |
| Television: An avid fan | 15\% | (179) | 22\% | (258) | $11 \%$ | (124) | 25\% | (291) | 26\% | (302) | 1154 |
| Television: A casual fan | 9\% | (79) | 18\% | (161) | 13\% | (119) | 28\% | (255) | $32 \%$ | (292) | 907 |
| Television: Not a fan | 5\% | (7) | 9\% | (13) | 8\% | (11) | 26\% | (36) | 52\% | (72) | 139 |
| Music: An avid fan | 17\% | (197) | 23\% | (262) | 11\% | (124) | 23\% | (263) | 27\% | (306) | 1152 |
| Music: A casual fan | 7\% | (60) | 18\% | (160) | 13\% | (120) | $31 \%$ | (282) | $31 \%$ | (285) | 907 |
| Music: Not a fan | 6\% | (8) | 8\% | (11) | 7\% | (9) | 26\% | (36) | 54\% | (76) | 140 |
| Fashion: An avid fan | $31 \%$ | (106) | 24\% | (81) | 7\% | (25) | 15\% | (52) | 23\% | (80) | 342 |
| Fashion: A casual fan | 10\% | (90) | 22\% | (192) | $14 \%$ | (121) | 26\% | (224) | 27\% | (234) | 861 |
| Fashion: Not a fan | 7\% | (70) | $16 \%$ | (159) | $11 \%$ | (108) | $31 \%$ | (306) | 35\% | (354) | 996 |

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

Table HR24_1: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Alec Baldwin as Donald Trump

| Demographic | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Don't know <br> No opinion | Total N |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

Continued on next page

Table HR24_1: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Alec Baldwin as Donald Trump

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 27\% | (589) | 11\% | (247) | 6\% | (140) | 17\% | (379) | 38\% | (843) | 2199 |
| Educ: < College | 23\% | (350) | 11\% | (163) | 6\% | (96) | 16\% | (247) | 43\% | (656) | 1512 |
| Educ: Bachelors degree | 35\% | (154) | 13\% | (59) | 7\% | (29) | 20\% | (88) | 26\% | (114) | 444 |
| Educ: Post-grad | 35\% | (86) | 11\% | (26) | 6\% | (15) | 18\% | (44) | 30\% | (73) | 243 |
| Income: Under 50k | 25\% | (326) | 11\% | (147) | 6\% | (84) | 15\% | (189) | 43\% | (551) | 1297 |
| Income: 50k-100k | 29\% | (177) | 11\% | (67) | 7\% | (44) | 20\% | (121) | 34\% | (207) | 615 |
| Income: 100k+ | 30\% | (87) | 12\% | (33) | 4\% | (13) | 24\% | (70) | 29\% | (84) | 287 |
| Ethnicity: White | 25\% | (435) | 11\% | (185) | 5\% | (92) | 18\% | (318) | 40\% | (693) | 1722 |
| Ethnicity: Hispanic | 29\% | (102) | 10\% | (36) | 10\% | (36) | 14\% | (50) | 36\% | (125) | 350 |
| Ethnicity: Afr. Am. | 35\% | (97) | 13\% | (35) | 9\% | (23) | 14\% | (39) | 29\% | (81) | 274 |
| Ethnicity: Other | 29\% | (58) | 14\% | (28) | 12\% | (24) | 11\% | (23) | 34\% | (70) | 203 |
| Relig: Protestant | 23\% | (124) | 11\% | (59) | 6\% | (32) | 24\% | (129) | $36 \%$ | (196) | 539 |
| Relig: Roman Catholic | 28\% | (120) | 9\% | (37) | 7\% | (32) | 20\% | (86) | 37\% | (161) | 436 |
| Relig: Something Else | 27\% | (51) | 17\% | (31) | 3\% | (5) | 9\% | (17) | 44\% | (82) | 187 |
| Relig: Jewish | 54\% | (29) | 4\% | (2) | 2\% | (1) | 11\% | (6) | 29\% | (15) | 54 |
| Relig: Evangelical | 29\% | (233) | 12\% | (93) | 5\% | (41) | 16\% | (129) | 38\% | (309) | 805 |
| Relig: Non-Evang. Catholics | 17\% | (62) | 9\% | (33) | 8\% | (27) | 29\% | (103) | 36\% | (130) | 357 |
| Relig: All Christian | 25\% | (295) | 11\% | (127) | 6\% | (69) | 20\% | (232) | 38\% | (439) | 1161 |
| Relig: All Non-Christian | 23\% | (52) | 10\% | (23) | 7\% | (16) | 16\% | (36) | 43\% | (96) | 224 |
| Community: Urban | 32\% | (184) | 11\% | (65) | 6\% | (34) | 14\% | (83) | 36\% | (209) | 575 |
| Community: Suburban | 29\% | (285) | 11\% | (109) | 7\% | (72) | 17\% | (171) | 35\% | (345) | 982 |
| Community: Rural | 19\% | (120) | 11\% | (74) | 5\% | (34) | 20\% | (126) | 45\% | (289) | 643 |

[^375]Table HR24_1: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations? Alec Baldwin as Donald Trump

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 27\% | (589) | 11\% | (247) | 6\% | (140) | 17\% | (379) | 38\% | (843) | 2199 |
| Employ: Private Sector | 30\% | (198) | 13\% | (83) | 7\% | (45) | 18\% | (116) | 33\% | (219) | 661 |
| Employ: Government | 36\% | (44) | 11\% | (13) | 3\% | (3) | 22\% | (27) | 29\% | (36) | 124 |
| Employ: Self-Employed | 27\% | (53) | 10\% | (19) | 11\% | (21) | 18\% | (36) | 34\% | (67) | 195 |
| Employ: Homemaker | 20\% | (34) | 15\% | (26) | 5\% | (9) | 14\% | (25) | 45\% | (77) | 170 |
| Employ: Student | 26\% | (21) | 16\% | (12) | 8\% | (6) | 19\% | (15) | 31\% | (25) | 79 |
| Employ: Retired | 27\% | (140) | 11\% | (55) | 4\% | (20) | 22\% | (115) | 37\% | (193) | 523 |
| Employ: Unemployed | 18\% | (47) | 10\% | (27) | 8\% | (22) | 10\% | (27) | 53\% | (138) | 262 |
| Employ: Other | 28\% | (52) | 7\% | (12) | 7\% | (13) | 11\% | (19) | 47\% | (88) | 185 |
| Military HH: Yes | 25\% | (96) | 11\% | (44) | 6\% | (24) | 22\% | (86) | 35\% | (135) | 384 |
| Military HH: No | 27\% | (494) | 11\% | (204) | 6\% | (116) | 16\% | (294) | 39\% | (708) | 1815 |
| RD/WT: Right Direction | 15\% | (128) | 9\% | (72) | 6\% | (48) | 27\% | (222) | 43\% | (355) | 826 |
| RD/WT: Wrong Track | 34\% | (461) | 13\% | (175) | 7\% | (92) | 11\% | (157) | 36\% | (488) | 1373 |
| Trump Job Approve | 14\% | (124) | 10\% | (83) | 7\% | (60) | 29\% | (252) | 40\% | (351) | 870 |
| Trump Job Disapprove | 38\% | (460) | 13\% | (162) | 6\% | (76) | 10\% | (123) | 33\% | (407) | 1227 |
| Trump Job Strongly Approve | 15\% | (66) | 7\% | (29) | 6\% | (24) | 34\% | (152) | 39\% | (169) | 440 |
| Trump Job Somewhat Approve | 13\% | (58) | 13\% | (54) | 8\% | (36) | 23\% | (100) | 42\% | (181) | 429 |
| Trump Job Somewhat Disapprove | 23\% | (67) | 12\% | (35) | 9\% | (27) | 12\% | (36) | 44\% | (132) | 297 |
| Trump Job Strongly Disapprove | 42\% | (393) | 14\% | (126) | 5\% | (49) | 9\% | (87) | 30\% | (275) | 930 |
| Favorable of Trump | 14\% | (115) | 10\% | (83) | 8\% | (64) | 28\% | (240) | 41\% | (346) | 847 |
| Unfavorable of Trump | 38\% | (466) | 13\% | (162) | 6\% | (73) | 10\% | (120) | 32\% | (391) | 1212 |
| Very Favorable of Trump | 14\% | (65) | 7\% | (34) | 7\% | (32) | 34\% | (165) | 38\% | (183) | 479 |
| Somewhat Favorable of Trump | 13\% | (50) | 13\% | (49) | 9\% | (32) | 20\% | (75) | 44\% | (163) | 368 |
| Somewhat Unfavorable of Trump | 22\% | (52) | 11\% | (27) | 10\% | (23) | 16\% | (37) | 41\% | (97) | 236 |
| Very Unfavorable of Trump | 42\% | (414) | 14\% | (135) | 5\% | (50) | 9\% | (83) | 30\% | (294) | 976 |

[^376]Table HR24_1: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Alec Baldwin as Donald Trump

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 27\% | (589) | 11\% | (247) | 6\% | (140) | 17\% | (379) | 38\% | (843) | 2199 |
| \#1 Issue: Economy | 25\% | (142) | 13\% | (71) | 8\% | (43) | 16\% | (89) | 38\% | (215) | 560 |
| \#1 Issue: Security | 14\% | (62) | 7\% | (29) | 7\% | (29) | 28\% | (124) | 45\% | (196) | 441 |
| \#1 Issue: Health Care | 34\% | (126) | 11\% | (42) | 7\% | (27) | 11\% | (42) | 36\% | (132) | 368 |
| \#1 Issue: Medicare / Social Security | 30\% | (109) | 12\% | (43) | 4\% | (15) | 16\% | (57) | 38\% | (135) | 359 |
| \#1 Issue: Women's Issues | 39\% | (49) | 14\% | (17) | 5\% | (6) | 11\% | (13) | $32 \%$ | (40) | 126 |
| \#1 Issue: Education | 27\% | (41) | 8\% | (12) | 10\% | (15) | 19\% | (29) | 37\% | (57) | 154 |
| \#1 Issue: Energy | 41\% | (41) | 24\% | (24) | 3\% | (3) | 11\% | (11) | $21 \%$ | (21) | 100 |
| \#1 Issue: Other | 21\% | (20) | 10\% | (9) | 3\% | (3) | 16\% | (15) | 50\% | (47) | 93 |
| 2018 House Vote: Democrat | 44\% | (367) | 14\% | (120) | 6\% | (46) | 10\% | (83) | 27\% | (223) | 839 |
| 2018 House Vote: Republican | 12\% | (79) | 9\% | (57) | 6\% | (40) | 34\% | (220) | 39\% | (248) | 643 |
| 2018 House Vote: Someone else | 24\% | (26) | 10\% | (11) | 8\% | (8) | 18\% | (19) | 40\% | (42) | 105 |
| 2018 House Vote: Didnt Vote | 18\% | (112) | 10\% | (60) | 8\% | (46) | 10\% | (58) | 54\% | (330) | 605 |
| 2016 Vote: Hillary Clinton | 46\% | (328) | 12\% | (85) | 5\% | (34) | 9\% | (62) | 29\% | (211) | 719 |
| 2016 Vote: Donald Trump | 12\% | (77) | 10\% | (64) | 7\% | (45) | 33\% | (219) | 39\% | (262) | 666 |
| 2016 Vote: Someone else | $31 \%$ | (55) | 16\% | (29) | 6\% | (11) | 16\% | (28) | $31 \%$ | (55) | 178 |
| 2016 Vote: Didnt Vote | 21\% | (130) | 11\% | (66) | 8\% | (49) | 11\% | (71) | 50\% | (314) | 629 |
| Voted in 2014: Yes | $31 \%$ | (420) | 10\% | (142) | 6\% | (83) | 20\% | (274) | 33\% | (446) | 1366 |
| Voted in 2014: No | 20\% | (170) | 13\% | (105) | 7\% | (57) | 13\% | (105) | 48\% | (397) | 833 |
| 2012 Vote: Barack Obama | 43\% | (363) | 13\% | (109) | 5\% | (44) | 10\% | (90) | 29\% | (248) | 854 |
| 2012 Vote: Mitt Romney | 12\% | (62) | 9\% | (43) | 6\% | (32) | 34\% | (169) | 39\% | (194) | 501 |
| 2012 Vote: Other | 17\% | (15) | 11\% | (10) | 10\% | (9) | 24\% | (21) | 37\% | (32) | 87 |
| 2012 Vote: Didn't Vote | 19\% | (145) | 11\% | (86) | 7\% | (54) | 13\% | (100) | 49\% | (368) | 752 |
| 4-Region: Northeast | 30\% | (119) | 10\% | (38) | 8\% | (31) | 16\% | (62) | 37\% | (144) | 394 |
| 4-Region: Midwest | 25\% | (115) | 12\% | (57) | 7\% | (31) | 17\% | (78) | 39\% | (181) | 462 |
| 4-Region: South | 25\% | (204) | $11 \%$ | (89) | 5\% | (41) | 20\% | (165) | 39\% | (325) | 824 |
| 4-Region: West | 29\% | (151) | 12\% | (63) | 7\% | (37) | 14\% | (74) | 37\% | (193) | 519 |

Continued on next page

Table HR24_1: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations? Alec Baldwin as Donald Trump

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  |  | know / <br> pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 27\% | (589) | 11\% | (247) | 6\% | (140) | 17\% | (379) | 38\% | (843) | 2199 |
| TV shows: Every day | $31 \%$ | (359) | 11\% | (129) | 6\% | (70) | 16\% | (184) | 35\% | (406) | 1148 |
| TV shows: Several times per week | 27\% | (136) | 13\% | (65) | 7\% | (34) | 19\% | (99) | 35\% | (178) | 512 |
| TV shows: About once per week | 18\% | (26) | 13\% | (19) | 5\% | (7) | 25\% | (36) | 39\% | (56) | 144 |
| TV shows: Several times per month | 22\% | (22) | 13\% | (14) | 17\% | (17) | 10\% | (11) | 38\% | (38) | 101 |
| TV shows: About once per month | 15\% | (7) | 5\% | (3) | - | (0) | 15\% | (7) | 64\% | (31) | 48 |
| TV shows: Less often than once per month | 25\% | (20) | 3\% | (2) | 5\% | (4) | 20\% | (15) | 47\% | (37) | 78 |
| TV shows: Never | 12\% | (20) | 10\% | (17) | 4\% | (7) | 17\% | (28) | 57\% | (97) | 169 |
| Movies: Every day | $31 \%$ | (122) | 9\% | (34) | 9\% | (37) | 15\% | (61) | $36 \%$ | (145) | 399 |
| Movies: Several times per week | 30\% | (171) | 13\% | (74) | 6\% | (35) | 19\% | (111) | 32\% | (184) | 574 |
| Movies: About once per week | 29\% | (113) | 13\% | (50) | 6\% | (25) | 18\% | (69) | 33\% | (127) | 383 |
| Movies: Several times per month | 28\% | (78) | 14\% | (39) | 7\% | (20) | 19\% | (52) | $31 \%$ | (85) | 273 |
| Movies: About once per month | 24\% | (41) | 14\% | (23) | 5\% | (9) | 17\% | (29) | 41\% | (71) | 173 |
| Movies: Less often than once per month | 18\% | (36) | 9\% | (19) | 4\% | (8) | 14\% | (27) | 55\% | (111) | 201 |
| Movies: Never | 15\% | (29) | $4 \%$ | (8) | $4 \%$ | (8) | 16\% | (31) | 61\% | (120) | 196 |
| Sports: Every day | 39\% | (62) | 15\% | (24) | 7\% | (11) | 16\% | (26) | 23\% | (36) | 158 |
| Sports: Several times per week | 33\% | (109) | 11\% | (35) | 5\% | (16) | 25\% | (82) | 27\% | (90) | 332 |
| Sports: About once per week | 27\% | (74) | 14\% | (40) | 5\% | (15) | 18\% | (50) | 36\% | (100) | 279 |
| Sports: Several times per month | 29\% | (67) | 10\% | (23) | 10\% | (24) | 12\% | (26) | 38\% | (88) | 228 |
| Sports: About once per month | 30\% | (53) | 6\% | (11) | 8\% | (15) | 18\% | (32) | 36\% | (63) | 174 |
| Sports: Less often than once per month | 27\% | (99) | 15\% | (53) | 5\% | (20) | 17\% | (62) | 36\% | (129) | 363 |
| Sports: Never | 19\% | (125) | 9\% | (62) | 6\% | (41) | 15\% | (100) | 51\% | (338) | 666 |
| Cable: I currently subscribe | 32\% | (356) | 10\% | (114) | 7\% | (73) | 17\% | (194) | 33\% | (371) | 1108 |
| Cable: I subscribed in the past | 25\% | (180) | 13\% | (94) | 6\% | (40) | 18\% | (131) | 39\% | (281) | 727 |
| Cable: I have never subscribed | 15\% | (53) | 11\% | (39) | 7\% | (26) | 15\% | (55) | 52\% | (191) | 365 |
| Satellite television: I currently subscribe | 26\% | (136) | 12\% | (66) | 9\% | (49) | 16\% | (86) | 36\% | (190) | 526 |
| Satellite television: I subscribed in the past | 24\% | (144) | 13\% | (77) | 5\% | (27) | 21\% | (125) | 37\% | (224) | 597 |
| Satellite television: I have never subscribed | 29\% | (309) | 10\% | (104) | 6\% | (64) | 16\% | (169) | 40\% | (430) | 1076 |

[^377]Table HR24_1: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Alec Baldwin as Donald Trump

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 27\% | (589) | $11 \%$ | (247) | 6\% | (140) | 17\% | (379) | 38\% | (843) | 2199 |
| Streaming service: I currently subscribe | 31\% | (406) | 12\% | (161) | 7\% | (90) | 16\% | (207) | $34 \%$ | (439) | 1302 |
| Streaming service: I subscribed in the past | 26\% | (60) | 15\% | (35) | 9\% | (21) | 16\% | (38) | $34 \%$ | (80) | 234 |
| Streaming service: I have never subscribed | 19\% | (123) | 8\% | (51) | $4 \%$ | (29) | 20\% | (135) | 49\% | (325) | 663 |
| Film: An avid fan | 39\% | (302) | 13\% | (99) | 6\% | (47) | 15\% | (116) | 28\% | (215) | 779 |
| Film: A casual fan | 23\% | (262) | 12\% | (136) | 8\% | (88) | 18\% | (209) | 40\% | (457) | 1153 |
| Film: Not a fan | 9\% | (25) | $5 \%$ | (12) | $2 \%$ | (5) | 20\% | (55) | 64\% | (171) | 267 |
| Television: An avid fan | $34 \%$ | (390) | 12\% | (137) | 6\% | (72) | 16\% | (181) | $32 \%$ | (374) | 1154 |
| Television: A casual fan | 20\% | (185) | $11 \%$ | (102) | 7\% | (63) | 19\% | (175) | 42\% | (381) | 907 |
| Television: Not a fan | 10\% | (14) | 6\% | (9) | $4 \%$ | (5) | 17\% | (23) | 63\% | (88) | 139 |
| Music: An avid fan | $34 \%$ | (392) | $11 \%$ | (130) | 7\% | (77) | 15\% | (170) | $33 \%$ | (383) | 1152 |
| Music: A casual fan | 20\% | (182) | 12\% | (112) | 6\% | (55) | 21\% | (191) | $41 \%$ | (368) | 907 |
| Music: Not a fan | $11 \%$ | (15) | 4\% | (6) | 6\% | (8) | 13\% | (19) | 66\% | (92) | 140 |
| Fashion: An avid fan | 39\% | (133) | 12\% | (40) | 6\% | (21) | 13\% | (46) | 30\% | (103) | 342 |
| Fashion: A casual fan | 25\% | (217) | 13\% | (109) | 8\% | (66) | 17\% | (146) | 38\% | (323) | 861 |
| Fashion: Not a fan | $24 \%$ | (239) | 10\% | (99) | 5\% | (53) | 19\% | (188) | 42\% | (417) | 996 |

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

Table HR24_2: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Dana Carvey as George H.W. Bush

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don' | know / <br> pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 22\% | (485) | 17\% | (364) | 5\% | (109) | 10\% | (217) | 47\% | (1023) | 2199 |
| Gender: Male | 25\% | (267) | 20\% | (212) | 5\% | (55) | 11\% | (113) | 39\% | (415) | 1061 |
| Gender: Female | 19\% | (218) | 13\% | (153) | 5\% | (54) | 9\% | (104) | 53\% | (609) | 1138 |
| Age: 18-29 | 19\% | (77) | 13\% | (55) | 7\% | (28) | 7\% | (28) | $54 \%$ | (223) | 411 |
| Age: 30-44 | 23\% | (137) | $21 \%$ | (128) | 5\% | (31) | 8\% | (46) | 43\% | (259) | 600 |
| Age: 45-54 | 25\% | (84) | 13\% | (43) | 5\% | (17) | 10\% | (33) | 47\% | (157) | 335 |
| Age: 55-64 | 27\% | (112) | 18\% | (73) | $4 \%$ | (16) | 12\% | (49) | 40\% | (166) | 417 |
| Age: 65+ | 17\% | (76) | 15\% | (65) | $4 \%$ | (17) | 14\% | (60) | 50\% | (219) | 436 |
| Generation Z: 18-21 | 17\% | (20) | $11 \%$ | (13) | 12\% | (14) | 7\% | (8) | 52\% | (61) | 116 |
| Millennial: Age 22-37 | 20\% | (130) | 19\% | (125) | 6\% | (38) | 8\% | (54) | 47\% | (310) | 657 |
| Generation X: Age 38-53 | 25\% | (136) | 16\% | (85) | $4 \%$ | (23) | 7\% | (40) | 48\% | (260) | 543 |
| Boomers: Age 54-72 | 24\% | (184) | 16\% | (127) | 4\% | (29) | 13\% | (97) | 43\% | (335) | 772 |
| PID: Dem (no lean) | $31 \%$ | (248) | 19\% | (150) | 5\% | (42) | 5\% | (37) | 41\% | (331) | 806 |
| PID: Ind (no lean) | 19\% | (140) | 16\% | (120) | $4 \%$ | (31) | 9\% | (65) | 53\% | (397) | 754 |
| PID: Rep (no lean) | 15\% | (97) | 15\% | (94) | 6\% | (37) | 18\% | (115) | 46\% | (296) | 639 |
| PID/Gender: Dem Men | 34\% | (135) | 24\% | (94) | 6\% | (25) | 5\% | (19) | $31 \%$ | (122) | 395 |
| PID/Gender: Dem Women | 27\% | (112) | 13\% | (55) | $4 \%$ | (17) | 4\% | (18) | $51 \%$ | (209) | 411 |
| PID/Gender: Ind Men | 23\% | (76) | 19\% | (63) | $4 \%$ | (13) | 9\% | (30) | 44\% | (145) | 326 |
| PID/Gender: Ind Women | 15\% | (64) | 13\% | (57) | $4 \%$ | (18) | 8\% | (36) | 59\% | (252) | 427 |
| PID/Gender: Rep Men | 16\% | (55) | 16\% | (54) | 5\% | (18) | 19\% | (64) | 44\% | (148) | 339 |
| PID/Gender: Rep Women | 14\% | (42) | 13\% | (40) | 6\% | (19) | 17\% | (51) | 49\% | (148) | 300 |
| Ideo: Liberal (1-3) | 33\% | (222) | 24\% | (160) | $4 \%$ | (26) | 3\% | (23) | 36\% | (242) | 674 |
| Ideo: Moderate (4) | 21\% | (116) | 16\% | (89) | 7\% | (39) | 10\% | (55) | 45\% | (245) | 544 |
| Ideo: Conservative (5-7) | 17\% | (124) | 14\% | (101) | 5\% | (38) | 17\% | (122) | 46\% | (328) | 712 |

Continued on next page

Table HR24_2: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Dana Carvey as George H.W. Bush

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 22\% | (485) | 17\% | (364) | 5\% | (109) | 10\% | (217) | 47\% | (1023) | 2199 |
| Educ: < College | 20\% | (303) | 15\% | (223) | 5\% | (68) | 10\% | (151) | 51\% | (767) | 1512 |
| Educ: Bachelors degree | 27\% | (119) | 21\% | (91) | 6\% | (26) | 10\% | (44) | 37\% | (164) | 444 |
| Educ: Post-grad | 26\% | (64) | 21\% | (50) | 6\% | (15) | 9\% | (22) | 38\% | (92) | 243 |
| Income: Under 50k | 21\% | (268) | 16\% | (207) | 5\% | (63) | 9\% | (114) | 50\% | (645) | 1297 |
| Income: 50k-100k | 24\% | (145) | 16\% | (100) | 5\% | (33) | $11 \%$ | (68) | 44\% | (270) | 615 |
| Income: 100k+ | 25\% | (73) | 20\% | (57) | 5\% | (13) | 12\% | (35) | 38\% | (109) | 287 |
| Ethnicity: White | 21\% | (366) | 16\% | (273) | 4\% | (73) | $11 \%$ | (191) | 48\% | (819) | 1722 |
| Ethnicity: Hispanic | 29\% | (100) | 19\% | (65) | 2\% | (8) | 5\% | (17) | 46\% | (159) | 350 |
| Ethnicity: Afr. Am. | 27\% | (73) | 17\% | (47) | 8\% | (23) | 6\% | (15) | 42\% | (115) | 274 |
| Ethnicity: Other | 23\% | (46) | 22\% | (44) | 7\% | (14) | 5\% | (10) | 44\% | (89) | 203 |
| Relig: Protestant | 23\% | (124) | 14\% | (78) | 4\% | (24) | 14\% | (73) | 44\% | (240) | 539 |
| Relig: Roman Catholic | 22\% | (96) | 19\% | (84) | 4\% | (18) | 10\% | (42) | 45\% | (195) | 436 |
| Relig: Something Else | 21\% | (38) | 14\% | (26) | 5\% | (10) | 5\% | (10) | 55\% | (102) | 187 |
| Relig: Jewish | 32\% | (18) | 21\% | (11) | 3\% | (1) | 5\% | (3) | 39\% | (21) | 54 |
| Relig: Evangelical | 24\% | (192) | 16\% | (130) | 4\% | (33) | 8\% | (65) | 48\% | (385) | 805 |
| Relig: Non-Evang. Catholics | 19\% | (67) | 16\% | (58) | 5\% | (19) | 17\% | (61) | 43\% | (153) | 357 |
| Relig: All Christian | 22\% | (259) | 16\% | (187) | 4\% | (52) | $11 \%$ | (126) | 46\% | (538) | 1161 |
| Relig: All Non-Christian | 17\% | (38) | 12\% | (28) | 6\% | (12) | 13\% | (29) | 52\% | (116) | 224 |
| Community: Urban | 24\% | (136) | 16\% | (93) | 6\% | (34) | 8\% | (48) | 46\% | (265) | 575 |
| Community: Suburban | 24\% | (232) | 19\% | (183) | 5\% | (47) | 9\% | (91) | 44\% | (429) | 982 |
| Community: Rural | 18\% | (117) | 14\% | (89) | 4\% | (28) | 12\% | (78) | 51\% | (330) | 643 |

[^378]Table HR24_2: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Dana Carvey as George H.W. Bush

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 22\% | (485) | 17\% | (364) | 5\% | (109) | 10\% | (217) | 47\% | (1023) | 2199 |
| Employ: Private Sector | 25\% | (162) | 20\% | (132) | 6\% | (37) | 11\% | (70) | 39\% | (260) | 661 |
| Employ: Government | 26\% | (32) | 22\% | (27) | 7\% | (8) | 6\% | (8) | 39\% | (48) | 124 |
| Employ: Self-Employed | 26\% | (51) | 18\% | (36) | 4\% | (9) | 11\% | (22) | 40\% | (78) | 195 |
| Employ: Homemaker | 19\% | (32) | 11\% | (20) | 5\% | (9) | 8\% | (13) | 57\% | (97) | 170 |
| Employ: Student | 22\% | (18) | 9\% | (7) | 18\% | (14) | 6\% | (5) | 45\% | (35) | 79 |
| Employ: Retired | 20\% | (106) | 16\% | (85) | 3\% | (18) | 14\% | (73) | 46\% | (242) | 523 |
| Employ: Unemployed | 16\% | (41) | 14\% | (36) | 4\% | (9) | 5\% | (14) | 62\% | (162) | 262 |
| Employ: Other | 24\% | (44) | $11 \%$ | (21) | $3 \%$ | (6) | 7\% | (12) | 55\% | (102) | 185 |
| Military HH: Yes | 18\% | (70) | 21\% | (79) | 7\% | (29) | 13\% | (49) | 41\% | (158) | 384 |
| Military HH: No | 23\% | (415) | 16\% | (285) | 4\% | (81) | 9\% | (168) | 48\% | (866) | 1815 |
| RD/WT: Right Direction | 15\% | (122) | 16\% | (132) | 7\% | (54) | 15\% | (124) | 48\% | (394) | 826 |
| RD/WT: Wrong Track | 26\% | (363) | 17\% | (232) | 4\% | (55) | 7\% | (93) | 46\% | (629) | 1373 |
| Trump Job Approve | 14\% | (125) | 16\% | (140) | 6\% | (56) | 17\% | (146) | 46\% | (402) | 870 |
| Trump Job Disapprove | 29\% | (356) | 18\% | (219) | 4\% | (50) | 5\% | (65) | 44\% | (537) | 1227 |
| Trump Job Strongly Approve | 16\% | (71) | 13\% | (59) | 4\% | (19) | 22\% | (98) | 44\% | (193) | 440 |
| Trump Job Somewhat Approve | 12\% | (53) | 19\% | (82) | 9\% | (37) | 11\% | (48) | 49\% | (209) | 429 |
| Trump Job Somewhat Disapprove | $21 \%$ | (62) | 15\% | (45) | 6\% | (17) | 9\% | (26) | 50\% | (148) | 297 |
| Trump Job Strongly Disapprove | 32\% | (294) | 19\% | (175) | 4\% | (33) | 4\% | (40) | 42\% | (389) | 930 |
| Favorable of Trump | 15\% | (123) | 16\% | (135) | 7\% | (55) | 17\% | (143) | 46\% | (391) | 847 |
| Unfavorable of Trump | 29\% | (356) | 19\% | (225) | 4\% | (47) | 5\% | (61) | 43\% | (523) | 1212 |
| Very Favorable of Trump | 15\% | (72) | 13\% | (63) | 5\% | (26) | 22\% | (106) | 44\% | (212) | 479 |
| Somewhat Favorable of Trump | 14\% | (51) | 20\% | (72) | 8\% | (29) | 10\% | (37) | 49\% | (179) | 368 |
| Somewhat Unfavorable of Trump | 21\% | (48) | 15\% | (35) | 6\% | (14) | 10\% | (23) | 49\% | (115) | 236 |
| Very Unfavorable of Trump | 32\% | (308) | 19\% | (189) | 3\% | (33) | 4\% | (38) | 42\% | (408) | 976 |

Continued on next page

Table HR24_2: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Dana Carvey as George H. W. Bush

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 22\% | (485) | 17\% | (364) | 5\% | (109) | 10\% | (217) | 47\% | (1023) | 2199 |
| \#1 Issue: Economy | 24\% | (136) | 19\% | (108) | 5\% | (29) | 6\% | (35) | 45\% | (252) | 560 |
| \#1 Issue: Security | 14\% | (60) | 11\% | (46) | 6\% | (28) | 20\% | (89) | 49\% | (217) | 441 |
| \#1 Issue: Health Care | 24\% | (89) | 21\% | (76) | 4\% | (14) | 5\% | (20) | 46\% | (169) | 368 |
| \#1 Issue: Medicare / Social Security | 22\% | (79) | 14\% | (50) | 4\% | (13) | 12\% | (43) | 48\% | (173) | 359 |
| \#1 Issue: Women's Issues | 30\% | (38) | 14\% | (18) | 10\% | (13) | 3\% | (3) | 43\% | (54) | 126 |
| \#1 Issue: Education | 22\% | (34) | 16\% | (25) | 5\% | (7) | 10\% | (15) | 47\% | (73) | 154 |
| \#1 Issue: Energy | 32\% | (32) | 24\% | (24) | 2\% | (2) | 3\% | (3) | 38\% | (38) | 100 |
| \#1 Issue: Other | 19\% | (18) | 18\% | (17) | 3\% | (3) | 10\% | (9) | 50\% | (46) | 93 |
| 2018 House Vote: Democrat | 32\% | (272) | 21\% | (178) | 5\% | (43) | 4\% | (31) | 38\% | (316) | 839 |
| 2018 House Vote: Republican | 14\% | (89) | 13\% | (86) | 6\% | (38) | 21\% | (132) | 46\% | (298) | 643 |
| 2018 House Vote: Someone else | 25\% | (26) | 12\% | (12) | 4\% | (4) | 12\% | (12) | 49\% | (51) | 105 |
| 2018 House Vote: Didnt Vote | 15\% | (93) | 15\% | (88) | 4\% | (23) | 7\% | (42) | 59\% | (359) | 605 |
| 2016 Vote: Hillary Clinton | 33\% | (236) | 19\% | (138) | 4\% | (32) | 3\% | (19) | 41\% | (293) | 719 |
| 2016 Vote: Donald Trump | 14\% | (92) | 15\% | (102) | 5\% | (36) | 19\% | (129) | 46\% | (306) | 666 |
| 2016 Vote: Someone else | 33\% | (58) | 23\% | (42) | 3\% | (6) | 6\% | (11) | 34\% | (61) | 178 |
| 2016 Vote: Didnt Vote | 16\% | (98) | 13\% | (82) | 5\% | (30) | 9\% | (57) | 58\% | (362) | 629 |
| Voted in 2014: Yes | 25\% | (341) | 19\% | (258) | 5\% | (63) | 11\% | (146) | 41\% | (557) | 1366 |
| Voted in 2014: No | 17\% | (144) | 13\% | (106) | 6\% | (46) | 8\% | (71) | 56\% | (467) | 833 |
| 2012 Vote: Barack Obama | $31 \%$ | (269) | 20\% | (170) | 4\% | (33) | 5\% | (43) | 40\% | (340) | 854 |
| 2012 Vote: Mitt Romney | 15\% | (77) | 15\% | (76) | 6\% | (28) | 19\% | (95) | 45\% | (224) | 501 |
| 2012 Vote: Other | 22\% | (19) | 20\% | (18) | 4\% | (4) | 15\% | (13) | 38\% | (33) | 87 |
| 2012 Vote: Didn't Vote | 16\% | (120) | 13\% | (101) | 6\% | (43) | 9\% | (66) | 56\% | (423) | 752 |
| 4-Region: Northeast | 27\% | (106) | 15\% | (57) | 4\% | (17) | 9\% | (37) | 45\% | (176) | 394 |
| 4-Region: Midwest | 22\% | (100) | 18\% | (82) | 5\% | (22) | 10\% | (45) | 46\% | (214) | 462 |
| 4-Region: South | 20\% | (168) | 17\% | (140) | 6\% | (46) | 11\% | (89) | 46\% | (380) | 824 |
| 4-Region: West | 22\% | (112) | 16\% | (84) | 5\% | (24) | 9\% | (45) | 49\% | (254) | 519 |

Continued on next page

Table HR24_2: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Dana Carvey as George H.W. Bush

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  |  | know / <br> pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 22\% | (485) | 17\% | (364) | 5\% | (109) | 10\% | (217) | 47\% | (1023) | 2199 |
| TV shows: Every day | 24\% | (280) | 17\% | (199) | 5\% | (58) | 9\% | (108) | 44\% | (503) | 1148 |
| TV shows: Several times per week | 24\% | (123) | 18\% | (93) | 5\% | (24) | 9\% | (47) | 44\% | (226) | 512 |
| TV shows: About once per week | 14\% | (20) | 26\% | (37) | 4\% | (6) | 7\% | (11) | 48\% | (70) | 144 |
| TV shows: Several times per month | $21 \%$ | (21) | 15\% | (15) | 7\% | (7) | 15\% | (15) | 43\% | (44) | 101 |
| TV shows: About once per month | 11\% | (5) | 7\% | (4) | 8\% | (4) | 8\% | (4) | 65\% | (31) | 48 |
| TV shows: Less often than once per month | 14\% | (11) | 8\% | (6) | 5\% | (4) | 15\% | (12) | 58\% | (45) | 78 |
| TV shows: Never | 15\% | (25) | 6\% | (11) | 4\% | (7) | 12\% | (21) | 62\% | (104) | 169 |
| Movies: Every day | 24\% | (96) | 14\% | (56) | 8\% | (32) | 12\% | (48) | 42\% | (167) | 399 |
| Movies: Several times per week | 23\% | (134) | $21 \%$ | (120) | $4 \%$ | (24) | 8\% | (48) | 43\% | (249) | 574 |
| Movies: About once per week | 26\% | (101) | 17\% | (64) | 5\% | (19) | 9\% | (34) | 43\% | (165) | 383 |
| Movies: Several times per month | 22\% | (60) | 22\% | (59) | 6\% | (15) | 10\% | (27) | 41\% | (112) | 273 |
| Movies: About once per month | 20\% | (35) | 14\% | (24) | 3\% | (6) | 12\% | (20) | $51 \%$ | (88) | 173 |
| Movies: Less often than once per month | 18\% | (37) | 13\% | (26) | 2\% | (4) | 7\% | (15) | 59\% | (119) | 201 |
| Movies: Never | 12\% | (23) | 8\% | (16) | 4\% | (9) | 13\% | (25) | 63\% | (123) | 196 |
| Sports: Every day | 35\% | (55) | 21\% | (33) | 11\% | (18) | 5\% | (8) | 28\% | (44) | 158 |
| Sports: Several times per week | 26\% | (87) | 23\% | (75) | 4\% | (13) | 14\% | (46) | 33\% | (110) | 332 |
| Sports: About once per week | 26\% | (72) | 21\% | (59) | 5\% | (14) | 6\% | (16) | 42\% | (118) | 279 |
| Sports: Several times per month | 26\% | (58) | 15\% | (34) | 5\% | (12) | 10\% | (23) | 45\% | (101) | 228 |
| Sports: About once per month | 21\% | (37) | 15\% | (27) | 7\% | (12) | 9\% | (16) | 47\% | (82) | 174 |
| Sports: Less often than once per month | 17\% | (62) | 17\% | (62) | 4\% | (16) | 9\% | (34) | 52\% | (189) | 363 |
| Sports: Never | 17\% | (115) | 11\% | (74) | $4 \%$ | (25) | 11\% | (74) | 57\% | (378) | 666 |
| Cable: I currently subscribe | 25\% | (280) | 19\% | (215) | 5\% | (56) | 10\% | (107) | 41\% | (450) | 1108 |
| Cable: I subscribed in the past | 23\% | (167) | 15\% | (110) | 5\% | (34) | 9\% | (69) | 48\% | (347) | 727 |
| Cable: I have never subscribed | 10\% | (38) | 11\% | (39) | 5\% | (19) | 11\% | (42) | 62\% | (227) | 365 |
| Satellite television: I currently subscribe | $21 \%$ | (111) | 16\% | (82) | 6\% | (33) | 11\% | (59) | 46\% | (240) | 526 |
| Satellite television: I subscribed in the past | 21\% | (127) | 18\% | (107) | 6\% | (36) | 8\% | (50) | 46\% | (277) | 597 |
| Satellite television: I have never subscribed | 23\% | (247) | 16\% | (176) | 4\% | (41) | 10\% | (107) | 47\% | (506) | 1076 |

[^379]Table HR24_2: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Dana Carvey as George H. W. Bush

| Demographic | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Don't know / <br> No opinion | Total N |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

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

Table HR24_3: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Dana Carvey as Ross Perot

| Demographic | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Don't know <br> No opinion | Total N |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

Continued on next page

Table HR24_3: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Dana Carvey as Ross Perot

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 19\% | (424) | 14\% | (298) | 6\% | (127) | 10\% | (224) | 51\% | (1126) | 2199 |
| Educ: < College | 17\% | (250) | 12\% | (182) | 5\% | (83) | 10\% | (154) | 56\% | (844) | 1512 |
| Educ: Bachelors degree | 25\% | (110) | 17\% | (73) | 7\% | (33) | 11\% | (50) | 40\% | (179) | 444 |
| Educ: Post-grad | 26\% | (64) | 18\% | (43) | 5\% | (12) | 9\% | (21) | 42\% | (103) | 243 |
| Income: Under 50k | 17\% | (222) | 12\% | (152) | 6\% | (80) | 10\% | (124) | 55\% | (719) | 1297 |
| Income: 50k-100k | 23\% | (141) | 15\% | (90) | 5\% | (30) | 11\% | (69) | 46\% | (286) | 615 |
| Income: 100k+ | 21\% | (61) | 20\% | (57) | 6\% | (17) | 11\% | (31) | 42\% | (121) | 287 |
| Ethnicity: White | 18\% | (318) | 14\% | (237) | 5\% | (79) | 11\% | (185) | 52\% | (903) | 1722 |
| Ethnicity: Hispanic | 25\% | (86) | 13\% | (46) | 7\% | (25) | 10\% | (34) | 45\% | (158) | 350 |
| Ethnicity: Afr. Am. | 19\% | (51) | 12\% | (34) | 14\% | (38) | 9\% | (26) | 46\% | (125) | 274 |
| Ethnicity: Other | 27\% | (55) | 13\% | (27) | 5\% | (10) | 7\% | (14) | 48\% | (98) | 203 |
| Relig: Protestant | 20\% | (105) | 14\% | (76) | 6\% | (34) | 13\% | (71) | 47\% | (253) | 539 |
| Relig: Roman Catholic | 19\% | (85) | 14\% | (61) | 7\% | (30) | 11\% | (49) | 48\% | (211) | 436 |
| Relig: Something Else | 18\% | (34) | 12\% | (22) | 5\% | (10) | 7\% | (13) | 58\% | (108) | 187 |
| Relig: Jewish | 36\% | (20) | 10\% | (5) | 7\% | (4) | 3\% | (1) | 45\% | (24) | 54 |
| Relig: Evangelical | 21\% | (169) | 13\% | (103) | 6\% | (48) | 10\% | (79) | 50\% | (405) | 805 |
| Relig: Non-Evang. Catholics | 16\% | (56) | 16\% | (56) | 7\% | (25) | 15\% | (53) | 47\% | (167) | 357 |
| Relig: All Christian | 19\% | (224) | 14\% | (159) | 6\% | (73) | 11\% | (133) | 49\% | (572) | 1161 |
| Relig: All Non-Christian | 15\% | (33) | 11\% | (25) | 6\% | (14) | 10\% | (23) | 58\% | (129) | 224 |
| Community: Urban | 21\% | (122) | 13\% | (77) | 7\% | (39) | 9\% | (52) | 50\% | (286) | 575 |
| Community: Suburban | 20\% | (198) | 16\% | (159) | 6\% | (58) | 9\% | (90) | 49\% | (477) | 982 |
| Community: Rural | 16\% | (104) | 10\% | (63) | 5\% | (30) | 13\% | (83) | 56\% | (363) | 643 |

[^380]Table HR24_3: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Dana Carvey as Ross Perot

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 19\% | (424) | 14\% | (298) | 6\% | (127) | 10\% | (224) | 51\% | (1126) | 2199 |
| Employ: Private Sector | 22\% | (145) | 16\% | (105) | 7\% | (46) | 11\% | (71) | 44\% | (293) | 661 |
| Employ: Government | 27\% | (34) | 23\% | (28) | 3\% | (4) | 10\% | (12) | 37\% | (46) | 124 |
| Employ: Self-Employed | 21\% | (41) | 14\% | (28) | 9\% | (17) | 8\% | (16) | 48\% | (94) | 195 |
| Employ: Homemaker | 16\% | (27) | 10\% | (18) | 6\% | (10) | 7\% | (12) | 61\% | (104) | 170 |
| Employ: Student | 19\% | (15) | 7\% | (5) | 3\% | (2) | 14\% | (11) | 57\% | (45) | 79 |
| Employ: Retired | 18\% | (92) | 15\% | (78) | $4 \%$ | (20) | 13\% | (71) | 50\% | (263) | 523 |
| Employ: Unemployed | 12\% | (32) | 7\% | (18) | 9\% | (23) | 6\% | (17) | 65\% | (171) | 262 |
| Employ: Other | 20\% | (37) | 10\% | (18) | 3\% | (5) | 8\% | (14) | 60\% | (110) | 185 |
| Military HH: Yes | 16\% | (62) | 19\% | (74) | 5\% | (18) | 13\% | (49) | 47\% | (182) | 384 |
| Military HH: No | 20\% | (362) | 12\% | (224) | 6\% | (109) | 10\% | (176) | 52\% | (944) | 1815 |
| RD/WT: Right Direction | 14\% | (119) | 14\% | (112) | 6\% | (52) | 16\% | (135) | 49\% | (408) | 826 |
| RD/WT: Wrong Track | 22\% | (304) | 14\% | (187) | 5\% | (75) | 6\% | (89) | 52\% | (718) | 1373 |
| Trump Job Approve | 14\% | (126) | 14\% | (122) | 6\% | (50) | 18\% | (156) | 48\% | (416) | 870 |
| Trump Job Disapprove | 24\% | (292) | 14\% | (176) | 6\% | (72) | 5\% | (60) | 51\% | (627) | 1227 |
| Trump Job Strongly Approve | 15\% | (67) | 13\% | (59) | 5\% | (21) | 23\% | (101) | 44\% | (192) | 440 |
| Trump Job Somewhat Approve | 14\% | (59) | 15\% | (63) | 7\% | (29) | 13\% | (55) | 52\% | (224) | 429 |
| Trump Job Somewhat Disapprove | 16\% | (47) | 13\% | (37) | 8\% | (22) | 6\% | (19) | 58\% | (171) | 297 |
| Trump Job Strongly Disapprove | 26\% | (245) | 15\% | (139) | 5\% | (50) | $4 \%$ | (41) | 49\% | (455) | 930 |
| Favorable of Trump | 14\% | (116) | 13\% | (109) | 7\% | (58) | 19\% | (158) | 48\% | (407) | 847 |
| Unfavorable of Trump | 25\% | (301) | 15\% | (186) | 5\% | (62) | $4 \%$ | (53) | 50\% | (610) | 1212 |
| Very Favorable of Trump | 15\% | (74) | $11 \%$ | (53) | 6\% | (29) | 23\% | (110) | 45\% | (214) | 479 |
| Somewhat Favorable of Trump | 12\% | (43) | 15\% | (56) | 8\% | (29) | 13\% | (47) | 53\% | (193) | 368 |
| Somewhat Unfavorable of Trump | 18\% | (43) | 13\% | (32) | 9\% | (21) | 9\% | (21) | 50\% | (119) | 236 |
| Very Unfavorable of Trump | 26\% | (258) | 16\% | (154) | $4 \%$ | (41) | 3\% | (32) | 50\% | (492) | 976 |

[^381]Table HR24_3: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Dana Carvey as Ross Perot

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 19\% | (424) | 14\% | (298) | 6\% | (127) | 10\% | (224) | 51\% | (1126) | 2199 |
| \#1 Issue: Economy | 22\% | (126) | 13\% | (73) | 5\% | (26) | 9\% | (49) | 51\% | (286) | 560 |
| \#1 Issue: Security | 15\% | (65) | 7\% | (33) | 6\% | (26) | 20\% | (89) | 52\% | (228) | 441 |
| \#1 Issue: Health Care | 21\% | (78) | 16\% | (58) | 7\% | (24) | 5\% | (20) | 51\% | (188) | 368 |
| \#1 Issue: Medicare / Social Security | 19\% | (68) | 15\% | (54) | 3\% | (12) | 11\% | (40) | 52\% | (185) | 359 |
| \#1 Issue: Women's Issues | 22\% | (27) | 12\% | (15) | 9\% | (12) | 8\% | (10) | 49\% | (62) | 126 |
| \#1 Issue: Education | 20\% | (30) | 16\% | (24) | 9\% | (14) | 4\% | (6) | 51\% | (79) | 154 |
| \#1 Issue: Energy | 18\% | (18) | 22\% | (22) | 9\% | (9) | 3\% | (3) | 48\% | (47) | 100 |
| \#1 Issue: Other | 12\% | (11) | $21 \%$ | (19) | 4\% | (4) | 8\% | (8) | 55\% | (51) | 93 |
| 2018 House Vote: Democrat | 28\% | (239) | 18\% | (151) | 5\% | (46) | 4\% | (37) | 44\% | (367) | 839 |
| 2018 House Vote: Republican | 13\% | (83) | 13\% | (81) | 6\% | (38) | 21\% | (132) | 48\% | (308) | 643 |
| 2018 House Vote: Someone else | 23\% | (24) | 13\% | (13) | 4\% | (4) | 13\% | (14) | 48\% | (50) | 105 |
| 2018 House Vote: Didnt Vote | 12\% | (71) | 9\% | (53) | 6\% | (39) | 7\% | (41) | 66\% | (402) | 605 |
| 2016 Vote: Hillary Clinton | 28\% | (199) | 15\% | (108) | 6\% | (44) | 4\% | (32) | 47\% | (336) | 719 |
| 2016 Vote: Donald Trump | 14\% | (92) | 14\% | (90) | 6\% | (42) | 19\% | (128) | 47\% | (314) | 666 |
| 2016 Vote: Someone else | 27\% | (48) | 25\% | (45) | 3\% | (5) | 5\% | (9) | 40\% | (71) | 178 |
| 2016 Vote: Didnt Vote | 13\% | (81) | 9\% | (55) | 5\% | (34) | 8\% | (53) | 64\% | (405) | 629 |
| Voted in 2014: Yes | 22\% | (302) | 16\% | (221) | 6\% | (85) | 11\% | (148) | 45\% | (609) | 1366 |
| Voted in 2014: No | 15\% | (122) | 9\% | (77) | 5\% | (42) | 9\% | (76) | 62\% | (517) | 833 |
| 2012 Vote: Barack Obama | 28\% | (241) | 17\% | (144) | 5\% | (46) | 5\% | (47) | 44\% | (376) | 854 |
| 2012 Vote: Mitt Romney | 14\% | (72) | 13\% | (63) | 6\% | (32) | 18\% | (91) | 48\% | (242) | 501 |
| 2012 Vote: Other | 15\% | (13) | 24\% | (20) | 3\% | (3) | 13\% | (11) | 46\% | (40) | 87 |
| 2012 Vote: Didn't Vote | 13\% | (98) | 9\% | (70) | 6\% | (45) | 10\% | (75) | 62\% | (464) | 752 |
| 4-Region: Northeast | 22\% | (85) | 15\% | (58) | 7\% | (26) | 8\% | (32) | 49\% | (193) | 394 |
| 4-Region: Midwest | 18\% | (83) | 14\% | (63) | 6\% | (26) | 11\% | (52) | 52\% | (239) | 462 |
| 4-Region: South | 19\% | (156) | 12\% | (96) | 6\% | (50) | 11\% | (93) | 52\% | (428) | 824 |
| 4-Region: West | 19\% | (99) | 16\% | (81) | 5\% | (25) | 9\% | (47) | 51\% | (267) | 519 |

Continued on next page

Table HR24_3: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Dana Carvey as Ross Perot

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 19\% | (424) | 14\% | (298) | 6\% | (127) | 10\% | (224) | 51\% | (1126) | 2199 |
| TV shows: Every day | 21\% | (244) | 14\% | (160) | 7\% | (75) | 10\% | (110) | 49\% | (560) | 1148 |
| TV shows: Several times per week | 21\% | (105) | 14\% | (74) | 5\% | (25) | 10\% | (53) | 50\% | (255) | 512 |
| TV shows: About once per week | 16\% | (23) | 19\% | (27) | 5\% | (7) | 11\% | (16) | 49\% | (70) | 144 |
| TV shows: Several times per month | 9\% | (9) | $21 \%$ | (21) | 12\% | (12) | 8\% | (8) | 49\% | (50) | 101 |
| TV shows: About once per month | 16\% | (8) | 3\% | (1) | 3\% | (2) | 8\% | (4) | 69\% | (33) | 48 |
| TV shows: Less often than once per month | 15\% | (12) | 6\% | (4) | 4\% | (3) | 11\% | (9) | 63\% | (49) | 78 |
| TV shows: Never | 13\% | (22) | 6\% | (11) | 2\% | (3) | 14\% | (24) | 64\% | (108) | 169 |
| Movies: Every day | 22\% | (88) | 13\% | (50) | 6\% | (25) | 13\% | (53) | 46\% | (182) | 399 |
| Movies: Several times per week | 19\% | (110) | 15\% | (86) | 8\% | (47) | 10\% | (55) | 48\% | (277) | 574 |
| Movies: About once per week | 22\% | (84) | 13\% | (50) | 6\% | (21) | 10\% | (38) | 50\% | (190) | 383 |
| Movies: Several times per month | 20\% | (54) | 20\% | (54) | 6\% | (16) | 7\% | (20) | 48\% | (130) | 273 |
| Movies: About once per month | 18\% | (32) | 14\% | (24) | 5\% | (9) | 10\% | (17) | 53\% | (92) | 173 |
| Movies: Less often than once per month | 15\% | (31) | 11\% | (22) | 3\% | (5) | 7\% | (14) | 64\% | (129) | 201 |
| Movies: Never | 13\% | (25) | 7\% | (13) | 2\% | (3) | 14\% | (28) | 64\% | (127) | 196 |
| Sports: Every day | 39\% | (62) | 15\% | (24) | 8\% | (13) | 6\% | (10) | 31\% | (49) | 158 |
| Sports: Several times per week | 26\% | (86) | 16\% | (53) | 8\% | (27) | 12\% | (40) | 38\% | (125) | 332 |
| Sports: About once per week | 18\% | (51) | 18\% | (50) | 8\% | (22) | 6\% | (17) | 50\% | (139) | 279 |
| Sports: Several times per month | 20\% | (46) | 15\% | (33) | 9\% | (20) | 10\% | (22) | 47\% | (106) | 228 |
| Sports: About once per month | 17\% | (29) | 16\% | (27) | $3 \%$ | (4) | 13\% | (23) | 52\% | (90) | 174 |
| Sports: Less often than once per month | 13\% | (48) | 15\% | (56) | $4 \%$ | (13) | $12 \%$ | (42) | 56\% | (204) | 363 |
| Sports: Never | 15\% | (101) | 8\% | (55) | $4 \%$ | (28) | $11 \%$ | (70) | 62\% | (412) | 666 |
| Cable: I currently subscribe | 22\% | (249) | 15\% | (167) | 8\% | (84) | 10\% | (107) | 45\% | (501) | 1108 |
| Cable: I subscribed in the past | 19\% | (138) | 13\% | (97) | 4\% | (31) | 11\% | (81) | 52\% | (379) | 727 |
| Cable: I have never subscribed | 10\% | (36) | 9\% | (34) | 3\% | (12) | 10\% | (36) | 67\% | (246) | 365 |
| Satellite television: I currently subscribe | 19\% | (100) | 14\% | (71) | 7\% | (36) | $11 \%$ | (56) | 50\% | (262) | 526 |
| Satellite television: I subscribed in the past | 17\% | (101) | 15\% | (88) | 8\% | (47) | $11 \%$ | (63) | 50\% | (299) | 597 |
| Satellite television: I have never subscribed | 21\% | (223) | 13\% | (139) | 4\% | (44) | 10\% | (105) | 52\% | (564) | 1076 |

[^382]Table HR24_3: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Dana Carvey as Ross Perot

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  |  | know / pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 19\% | (424) | 14\% | (298) | 6\% | (127) | 10\% | (224) | 51\% | (1126) | 2199 |
| Streaming service: I currently subscribe | 23\% | (298) | 14\% | (185) | 6\% | (72) | 9\% | (112) | 49\% | (635) | 1302 |
| Streaming service: I subscribed in the past | 15\% | (36) | 16\% | (37) | 13\% | (30) | 12\% | (29) | 44\% | (103) | 234 |
| Streaming service: I have never subscribed | 14\% | (90) | 12\% | (77) | 4\% | (25) | 13\% | (83) | 58\% | (388) | 663 |
| Film: An avid fan | 27\% | (213) | 17\% | (132) | 5\% | (38) | 7\% | (55) | 44\% | (341) | 779 |
| Film: A casual fan | 17\% | (191) | 13\% | (151) | 7\% | (81) | 11\% | (125) | 52\% | (605) | 1153 |
| Film: Not a fan | 7\% | (20) | 6\% | (16) | 3\% | (8) | 16\% | (44) | 67\% | (180) | 267 |
| Television: An avid fan | 25\% | (291) | 15\% | (174) | 6\% | (73) | 9\% | (108) | 44\% | (507) | 1154 |
| Television: A casual fan | 13\% | (120) | 13\% | (117) | 5\% | (49) | 11\% | (100) | 57\% | (520) | 907 |
| Television: Not a fan | 9\% | (12) | 5\% | (7) | 3\% | (5) | 12\% | (17) | 70\% | (98) | 139 |
| Music: An avid fan | 23\% | (263) | 15\% | (177) | 6\% | (75) | 9\% | (101) | 47\% | (537) | 1152 |
| Music: A casual fan | 16\% | (146) | 13\% | (115) | 5\% | (48) | 12\% | (110) | 54\% | (489) | 907 |
| Music: Not a fan | 11\% | (15) | 5\% | (7) | 4\% | (5) | 10\% | (14) | 71\% | (100) | 140 |
| Fashion: An avid fan | 27\% | (92) | 14\% | (48) | 10\% | (34) | 10\% | (33) | 39\% | (134) | 342 |
| Fashion: A casual fan | 17\% | (142) | 14\% | (119) | 6\% | (55) | 9\% | (75) | 55\% | (471) | 861 |
| Fashion: Not a fan | 19\% | (189) | 13\% | (132) | 4\% | (38) | 12\% | (116) | 52\% | (521) | 996 |

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

Table HR24_4: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations? Phil Hartman as Bill Clinton

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 20\% | (435) | 16\% | (360) | 5\% | (108) | 9\% | (205) | 50\% | (1091) | 2199 |
| Gender: Male | 24\% | (256) | 18\% | (191) | 6\% | (66) | 10\% | (103) | 42\% | (445) | 1061 |
| Gender: Female | 16\% | (180) | 15\% | (169) | $4 \%$ | (42) | 9\% | (102) | 57\% | (645) | 1138 |
| Age: 18-29 | 17\% | (69) | 15\% | (60) | 6\% | (25) | 8\% | (31) | 55\% | (226) | 411 |
| Age: 30-44 | 24\% | (144) | 18\% | (110) | 6\% | (38) | 6\% | (36) | 45\% | (271) | 600 |
| Age: 45-54 | 20\% | (67) | 15\% | (49) | 5\% | (18) | 10\% | (33) | 50\% | (168) | 335 |
| Age: 55-64 | $21 \%$ | (88) | 20\% | (83) | 3\% | (12) | 11\% | (45) | 45\% | (189) | 417 |
| Age: 65+ | 16\% | (68) | 13\% | (58) | 3\% | (15) | $14 \%$ | (59) | 54\% | (237) | 436 |
| Generation Z: 18-21 | 17\% | (20) | 14\% | (17) | 5\% | (6) | 4\% | (4) | 59\% | (69) | 116 |
| Millennial: Age 22-37 | 20\% | (133) | 16\% | (106) | 8\% | (50) | 8\% | (52) | 48\% | (315) | 657 |
| Generation X: Age 38-53 | 22\% | (118) | 17\% | (90) | $4 \%$ | (24) | 7\% | (40) | 50\% | (272) | 543 |
| Boomers: Age 54-72 | 20\% | (155) | 17\% | (134) | $3 \%$ | (24) | 12\% | (90) | 48\% | (368) | 772 |
| PID: Dem (no lean) | 29\% | (237) | 20\% | (164) | 3\% | (27) | 4\% | (34) | 43\% | (344) | 806 |
| PID: Ind (no lean) | 15\% | (111) | 15\% | (112) | $4 \%$ | (32) | 8\% | (60) | 58\% | (439) | 754 |
| PID: Rep (no lean) | 14\% | (88) | 13\% | (84) | 8\% | (49) | 17\% | (110) | 48\% | (308) | 639 |
| PID/Gender: Dem Men | 33\% | (131) | 24\% | (95) | 5\% | (18) | 5\% | (19) | 34\% | (133) | 395 |
| PID/Gender: Dem Women | 26\% | (106) | 17\% | (68) | 2\% | (9) | 4\% | (16) | 51\% | (211) | 411 |
| PID/Gender: Ind Men | $21 \%$ | (69) | 15\% | (50) | 5\% | (15) | 7\% | (24) | 51\% | (168) | 326 |
| PID/Gender: Ind Women | 10\% | (42) | 15\% | (62) | $4 \%$ | (17) | 8\% | (36) | 63\% | (271) | 427 |
| PID/Gender: Rep Men | 16\% | (56) | 13\% | (46) | 10\% | (33) | 18\% | (60) | 43\% | (145) | 339 |
| PID/Gender: Rep Women | 11\% | (32) | 13\% | (39) | 5\% | (16) | 17\% | (50) | 54\% | (163) | 300 |
| Ideo: Liberal (1-3) | $32 \%$ | (215) | $21 \%$ | (141) | 5\% | (33) | 3\% | (23) | 39\% | (262) | 674 |
| Ideo: Moderate (4) | 18\% | (100) | 17\% | (94) | 6\% | (31) | 8\% | (44) | 50\% | (275) | 544 |
| Ideo: Conservative (5-7) | 14\% | (100) | 15\% | (107) | 6\% | (41) | 17\% | (118) | 49\% | (347) | 712 |

Continued on next page

Table HR24_4: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Phil Hartman as Bill Clinton

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don | know / <br> pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 20\% | (435) | 16\% | (360) | 5\% | (108) | 9\% | (205) | 50\% | (1091) | 2199 |
| Educ: < College | 18\% | (272) | 15\% | (232) | 4\% | (66) | 9\% | (137) | 53\% | (804) | 1512 |
| Educ: Bachelors degree | 24\% | (109) | 18\% | (82) | 6\% | (27) | 10\% | (45) | 41\% | (182) | 444 |
| Educ: Post-grad | 22\% | (55) | 19\% | (46) | 6\% | (15) | 9\% | (23) | 43\% | (105) | 243 |
| Income: Under 50k | 18\% | (238) | 16\% | (203) | 5\% | (62) | 8\% | (102) | 53\% | (690) | 1297 |
| Income: 50k-100k | 22\% | (133) | 17\% | (103) | 5\% | (32) | 10\% | (62) | 46\% | (284) | 615 |
| Income: $100 \mathrm{k}+$ | 22\% | (63) | 19\% | (54) | 5\% | (14) | 14\% | (40) | 40\% | (116) | 287 |
| Ethnicity: White | 19\% | (323) | 16\% | (276) | 4\% | (73) | 10\% | (179) | 51\% | (870) | 1722 |
| Ethnicity: Hispanic | 26\% | (91) | 18\% | (64) | 5\% | (17) | 5\% | (18) | 46\% | (160) | 350 |
| Ethnicity: Afr. Am. | 24\% | (66) | 21\% | (56) | 5\% | (15) | 6\% | (15) | 44\% | (121) | 274 |
| Ethnicity: Other | 22\% | (45) | 14\% | (28) | 10\% | (21) | 5\% | (10) | 49\% | (99) | 203 |
| Relig: Protestant | 18\% | (94) | 17\% | (93) | 6\% | (30) | 13\% | (70) | 47\% | (252) | 539 |
| Relig: Roman Catholic | 22\% | (95) | 17\% | (75) | 5\% | (23) | 10\% | (44) | 46\% | (199) | 436 |
| Relig: Something Else | 20\% | (37) | 14\% | (26) | 2\% | (5) | 7\% | (12) | 57\% | (106) | 187 |
| Relig: Jewish | 39\% | (21) | 17\% | (9) | 3\% | (1) | 6\% | (3) | 36\% | (19) | 54 |
| Relig: Evangelical | 20\% | (164) | 16\% | (133) | 4\% | (30) | 9\% | (75) | 50\% | (403) | 805 |
| Relig: Non-Evang. Catholics | 17\% | (62) | 17\% | (61) | 8\% | (29) | 14\% | (51) | 43\% | (153) | 357 |
| Relig: All Christian | 19\% | (226) | 17\% | (194) | 5\% | (58) | 11\% | (126) | 48\% | (557) | 1161 |
| Relig: All Non-Christian | 15\% | (34) | 14\% | (31) | 4\% | (9) | 11\% | (26) | 55\% | (124) | 224 |
| Community: Urban | 24\% | (135) | 14\% | (81) | 5\% | (31) | 8\% | (46) | 49\% | (282) | 575 |
| Community: Suburban | 20\% | (197) | 19\% | (188) | 5\% | (49) | 9\% | (88) | 47\% | (460) | 982 |
| Community: Rural | 16\% | (103) | 14\% | (91) | 4\% | (27) | 11\% | (72) | 54\% | (350) | 643 |

[^383]Table HR24_4: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Phil Hartman as Bill Clinton

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 20\% | (435) | 16\% | (360) | 5\% | (108) | 9\% | (205) | 50\% | (1091) | 2199 |
| Employ: Private Sector | 22\% | (146) | $21 \%$ | (136) | 6\% | (39) | 10\% | (66) | 41\% | (274) | 661 |
| Employ: Government | 18\% | (23) | 18\% | (23) | 15\% | (19) | 5\% | (6) | 43\% | (54) | 124 |
| Employ: Self-Employed | 27\% | (53) | 13\% | (24) | 7\% | (13) | 10\% | (20) | 43\% | (85) | 195 |
| Employ: Homemaker | 17\% | (29) | 12\% | (21) | 5\% | (8) | 8\% | (14) | 58\% | (99) | 170 |
| Employ: Student | 22\% | (17) | 17\% | (14) | 5\% | (4) | 3\% | (3) | 53\% | (42) | 79 |
| Employ: Retired | 17\% | (87) | 16\% | (86) | 3\% | (16) | 13\% | (70) | 51\% | (265) | 523 |
| Employ: Unemployed | 14\% | (37) | 13\% | (33) | $2 \%$ | (6) | 7\% | (18) | 64\% | (167) | 262 |
| Employ: Other | 24\% | (44) | 13\% | (24) | $2 \%$ | (4) | 4\% | (7) | 58\% | (106) | 185 |
| Military HH: Yes | 16\% | (61) | 18\% | (69) | 9\% | (34) | $12 \%$ | (45) | 46\% | (175) | 384 |
| Military HH: No | $21 \%$ | (374) | 16\% | (291) | $4 \%$ | (74) | 9\% | (160) | 50\% | (915) | 1815 |
| RD/WT: Right Direction | 13\% | (108) | 16\% | (129) | 7\% | (55) | 14\% | (117) | 50\% | (417) | 826 |
| RD/WT: Wrong Track | 24\% | (327) | 17\% | (231) | $4 \%$ | (53) | 6\% | (88) | 49\% | (674) | 1373 |
| Trump Job Approve | 14\% | (122) | 15\% | (129) | $7 \%$ | (61) | 17\% | (146) | 47\% | (412) | 870 |
| Trump Job Disapprove | 25\% | (309) | 19\% | (229) | $4 \%$ | (45) | 4\% | (53) | 48\% | (592) | 1227 |
| Trump Job Strongly Approve | 16\% | (71) | $11 \%$ | (48) | $4 \%$ | (19) | 22\% | (97) | 47\% | (205) | 440 |
| Trump Job Somewhat Approve | 12\% | (51) | 19\% | (81) | 10\% | (42) | 11\% | (49) | 48\% | (207) | 429 |
| Trump Job Somewhat Disapprove | 15\% | (45) | 18\% | (52) | 7\% | (22) | 6\% | (18) | 54\% | (159) | 297 |
| Trump Job Strongly Disapprove | 28\% | (264) | 19\% | (177) | $2 \%$ | (23) | 4\% | (34) | 46\% | (432) | 930 |
| Favorable of Trump | 13\% | (113) | 15\% | (130) | 6\% | (53) | 17\% | (141) | 48\% | (410) | 847 |
| Unfavorable of Trump | 26\% | (315) | 19\% | (226) | $4 \%$ | (53) | 4\% | (51) | 47\% | (566) | 1212 |
| Very Favorable of Trump | 15\% | (70) | $11 \%$ | (51) | 5\% | (25) | 22\% | (103) | 48\% | (230) | 479 |
| Somewhat Favorable of Trump | 12\% | (43) | 22\% | (80) | 8\% | (28) | 10\% | (38) | 49\% | (180) | 368 |
| Somewhat Unfavorable of Trump | 20\% | (46) | 15\% | (34) | $11 \%$ | (26) | 8\% | (18) | 47\% | (112) | 236 |
| Very Unfavorable of Trump | 28\% | (269) | 20\% | (191) | 3\% | (27) | 3\% | (34) | 47\% | (455) | 976 |

[^384]Table HR24_4: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Phil Hartman as Bill Clinton

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 20\% | (435) | 16\% | (360) | 5\% | (108) | 9\% | (205) | 50\% | (1091) | 2199 |
| \#1 Issue: Economy | 21\% | (120) | 18\% | (101) | 6\% | (32) | 7\% | (37) | 48\% | (270) | 560 |
| \#1 Issue: Security | 13\% | (59) | 12\% | (52) | 4\% | (19) | 19\% | (85) | 51\% | (226) | 441 |
| \#1 Issue: Health Care | 22\% | (82) | 22\% | (80) | 2\% | (8) | 5\% | (20) | 49\% | (180) | 368 |
| \#1 Issue: Medicare / Social Security | 21\% | (75) | 12\% | (44) | 5\% | (19) | 11\% | (38) | 51\% | (183) | 359 |
| \#1 Issue: Women's Issues | 30\% | (37) | 20\% | (25) | 3\% | (4) | 5\% | (6) | 43\% | (54) | 126 |
| \#1 Issue: Education | 19\% | (29) | 13\% | (20) | $11 \%$ | (17) | 6\% | (10) | 51\% | (78) | 154 |
| \#1 Issue: Energy | 22\% | (22) | 24\% | (24) | 6\% | (6) | - | (0) | 47\% | (47) | 100 |
| \#1 Issue: Other | 13\% | (12) | 15\% | (14) | 4\% | (4) | 10\% | (9) | 58\% | (54) | 93 |
| 2018 House Vote: Democrat | 29\% | (243) | 21\% | (176) | 5\% | (41) | 3\% | (26) | 42\% | (353) | 839 |
| 2018 House Vote: Republican | 13\% | (84) | 13\% | (84) | 6\% | (38) | 20\% | (131) | 48\% | (307) | 643 |
| 2018 House Vote: Someone else | 23\% | (24) | 13\% | (14) | 3\% | (3) | 10\% | (11) | 51\% | (54) | 105 |
| 2018 House Vote: Didnt Vote | 13\% | (80) | 14\% | (85) | 4\% | (25) | 6\% | (38) | 62\% | (378) | 605 |
| 2016 Vote: Hillary Clinton | 30\% | (219) | 19\% | (139) | 4\% | (25) | 3\% | (18) | 44\% | (317) | 719 |
| 2016 Vote: Donald Trump | 13\% | (87) | 14\% | (93) | 6\% | (40) | 19\% | (127) | 48\% | (320) | 666 |
| 2016 Vote: Someone else | 23\% | (42) | 22\% | (39) | 8\% | (14) | 6\% | (11) | 41\% | (72) | 178 |
| 2016 Vote: Didnt Vote | 14\% | (88) | 14\% | (86) | 5\% | (30) | 8\% | (47) | 60\% | (379) | 629 |
| Voted in 2014: Yes | 23\% | (319) | 17\% | (232) | 5\% | (71) | 11\% | (145) | 44\% | (598) | 1366 |
| Voted in 2014: No | 14\% | (116) | 15\% | (128) | 5\% | (38) | 7\% | (60) | 59\% | (492) | 833 |
| 2012 Vote: Barack Obama | 31\% | (267) | 19\% | (163) | 3\% | (25) | 5\% | (44) | 42\% | (355) | 854 |
| 2012 Vote: Mitt Romney | 13\% | (64) | 14\% | (68) | 7\% | (34) | 18\% | (89) | 49\% | (245) | 501 |
| 2012 Vote: Other | 11\% | (10) | 22\% | (19) | 5\% | (4) | 17\% | (15) | 46\% | (40) | 87 |
| 2012 Vote: Didn't Vote | 13\% | (95) | 15\% | (110) | 6\% | (44) | 8\% | (57) | 59\% | (447) | 752 |
| 4-Region: Northeast | 23\% | (90) | 16\% | (64) | 4\% | (17) | 10\% | (38) | 47\% | (185) | 394 |
| 4-Region: Midwest | 19\% | (86) | 16\% | (75) | 6\% | (28) | 11\% | (49) | 49\% | (225) | 462 |
| 4-Region: South | 19\% | (156) | 16\% | (133) | 4\% | (36) | 10\% | (85) | 50\% | (415) | 824 |
| 4-Region: West | 20\% | (103) | 17\% | (88) | 5\% | (28) | 6\% | (33) | 51\% | (267) | 519 |

Continued on next page

Table HR24_4: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Phil Hartman as Bill Clinton

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 20\% | (435) | 16\% | (360) | 5\% | (108) | 9\% | (205) | 50\% | (1091) | 2199 |
| TV shows: Every day | 23\% | (262) | 18\% | (211) | 5\% | (54) | 9\% | (106) | 45\% | (514) | 1148 |
| TV shows: Several times per week | 20\% | (103) | 17\% | (86) | 4\% | (19) | 10\% | (49) | 50\% | (255) | 512 |
| TV shows: About once per week | 13\% | (18) | 18\% | (26) | 12\% | (17) | 7\% | (11) | $51 \%$ | (73) | 144 |
| TV shows: Several times per month | 15\% | (15) | 21\% | (21) | 12\% | (12) | 4\% | (4) | 49\% | (49) | 101 |
| TV shows: About once per month | 10\% | (5) | 6\% | (3) | 3\% | (1) | 9\% | (4) | 73\% | (35) | 48 |
| TV shows: Less often than once per month | 12\% | (9) | 4\% | (3) | 3\% | (2) | 12\% | (9) | 69\% | (54) | 78 |
| TV shows: Never | 14\% | (23) | 6\% | (10) | 2\% | (3) | 13\% | (22) | 65\% | (110) | 169 |
| Movies: Every day | 26\% | (105) | 16\% | (64) | 6\% | (24) | 9\% | (34) | 43\% | (171) | 399 |
| Movies: Several times per week | 20\% | (115) | $21 \%$ | (120) | 6\% | (34) | 9\% | (51) | 44\% | (255) | 574 |
| Movies: About once per week | 22\% | (83) | 16\% | (60) | 6\% | (23) | 10\% | (38) | 47\% | (179) | 383 |
| Movies: Several times per month | 19\% | (51) | 20\% | (56) | 5\% | (14) | 8\% | (23) | 47\% | (129) | 273 |
| Movies: About once per month | 15\% | (25) | 16\% | (27) | $4 \%$ | (7) | 10\% | (17) | 56\% | (96) | 173 |
| Movies: Less often than once per month | 15\% | (30) | 10\% | (20) | 1\% | (2) | 8\% | (17) | 65\% | (131) | 201 |
| Movies: Never | 13\% | (25) | 7\% | (13) | 2\% | (4) | 13\% | (25) | 66\% | (129) | 196 |
| Sports: Every day | 40\% | (64) | 18\% | (28) | 6\% | (10) | 5\% | (8) | 31\% | (48) | 158 |
| Sports: Several times per week | 21\% | (70) | 26\% | (85) | 6\% | (19) | 13\% | (43) | 35\% | (115) | 332 |
| Sports: About once per week | 21\% | (58) | 21\% | (59) | 7\% | (19) | 5\% | (14) | 46\% | (129) | 279 |
| Sports: Several times per month | 20\% | (46) | 17\% | (39) | 8\% | (19) | 4\% | (10) | 50\% | (114) | 228 |
| Sports: About once per month | 21\% | (37) | 15\% | (26) | 5\% | (9) | 10\% | (18) | 48\% | (84) | 174 |
| Sports: Less often than once per month | 18\% | (65) | 13\% | (49) | 3\% | (12) | 12\% | (42) | 54\% | (195) | 363 |
| Sports: Never | 14\% | (96) | $11 \%$ | (74) | $3 \%$ | (20) | 10\% | (69) | 61\% | (407) | 666 |
| Cable: I currently subscribe | 23\% | (253) | 19\% | (212) | 6\% | (62) | 9\% | (101) | 43\% | (480) | 1108 |
| Cable: I subscribed in the past | 20\% | (142) | 16\% | (113) | 4\% | (32) | 9\% | (65) | 52\% | (374) | 727 |
| Cable: I have never subscribed | 11\% | (40) | 10\% | (35) | 4\% | (14) | 11\% | (39) | 65\% | (237) | 365 |
| Satellite television: I currently subscribe | 18\% | (94) | 17\% | (88) | 6\% | (30) | 10\% | (51) | 50\% | (263) | 526 |
| Satellite television: I subscribed in the past | 20\% | (118) | 15\% | (90) | 6\% | (38) | 9\% | (55) | 50\% | (297) | 597 |
| Satellite television: I have never subscribed | $21 \%$ | (224) | 17\% | (182) | 4\% | (40) | 9\% | (99) | 49\% | (531) | 1076 |

Continued on next page

Table HR24_4: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Phil Hartman as Bill Clinton

| Demographic | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Don't know / <br> No opinion | Total N |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

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

Table HR24_5: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Phil Hartman as Ronald Reagan

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 18\% | (403) | 14\% | (306) | 4\% | (98) | 10\% | (225) | 53\% | (1167) | 2199 |
| Gender: Male | 22\% | (237) | 16\% | (174) | 5\% | (53) | 12\% | (122) | 45\% | (475) | 1061 |
| Gender: Female | 15\% | (166) | 12\% | (133) | 4\% | (45) | 9\% | (103) | 61\% | (692) | 1138 |
| Age: 18-29 | 16\% | (68) | 13\% | (54) | 5\% | (21) | 6\% | (25) | 59\% | (243) | 411 |
| Age: 30-44 | 20\% | (118) | 16\% | (94) | 5\% | (29) | 9\% | (52) | 51\% | (308) | 600 |
| Age: 45-54 | 19\% | (63) | 12\% | (39) | $4 \%$ | (15) | 12\% | (39) | 53\% | (178) | 335 |
| Age: 55-64 | 22\% | (90) | 17\% | (70) | $3 \%$ | (13) | 12\% | (51) | 46\% | (193) | 417 |
| Age: 65+ | 15\% | (64) | 11\% | (49) | $4 \%$ | (19) | 14\% | (59) | 56\% | (245) | 436 |
| Generation Z: 18-21 | 19\% | (22) | 10\% | (11) | 5\% | (6) | 7\% | (8) | 60\% | (70) | 116 |
| Millennial: Age 22-37 | 17\% | (111) | 16\% | (105) | 6\% | (38) | 8\% | (54) | 53\% | (349) | 657 |
| Generation X: Age 38-53 | 20\% | (107) | 12\% | (67) | $4 \%$ | (21) | 9\% | (48) | 55\% | (300) | 543 |
| Boomers: Age 54-72 | 20\% | (152) | 15\% | (113) | $4 \%$ | (28) | 13\% | (97) | 49\% | (382) | 772 |
| PID: Dem (no lean) | 27\% | (217) | 17\% | (139) | 3\% | (26) | 6\% | (46) | 47\% | (378) | 806 |
| PID: Ind (no lean) | 14\% | (104) | 13\% | (96) | 4\% | (31) | 9\% | (66) | 60\% | (456) | 754 |
| PID: Rep (no lean) | 13\% | (81) | 11\% | (71) | 7\% | (42) | 18\% | (113) | 52\% | (333) | 639 |
| PID/Gender: Dem Men | 32\% | (125) | 20\% | (81) | $4 \%$ | (17) | 7\% | (27) | 37\% | (146) | 395 |
| PID/Gender: Dem Women | 22\% | (92) | 14\% | (58) | $2 \%$ | (9) | 5\% | (20) | 56\% | (232) | 411 |
| PID/Gender: Ind Men | 19\% | (61) | 15\% | (48) | 5\% | (16) | 10\% | (31) | 52\% | (169) | 326 |
| PID/Gender: Ind Women | 10\% | (43) | 11\% | (48) | 3\% | (15) | 8\% | (35) | 67\% | (286) | 427 |
| PID/Gender: Rep Men | 15\% | (51) | 13\% | (45) | 6\% | (20) | 19\% | (64) | 47\% | (160) | 339 |
| PID/Gender: Rep Women | 10\% | (30) | 9\% | (26) | 7\% | (22) | 16\% | (48) | 58\% | (173) | 300 |
| Ideo: Liberal (1-3) | 28\% | (186) | $21 \%$ | (139) | 3\% | (21) | 6\% | (37) | 43\% | (290) | 674 |
| Ideo: Moderate (4) | 18\% | (99) | 14\% | (74) | 6\% | (34) | 9\% | (47) | 53\% | (290) | 544 |
| Ideo: Conservative (5-7) | 14\% | (99) | 11\% | (77) | 5\% | (39) | 17\% | (122) | 53\% | (376) | 712 |

Continued on next page

Table HR24_5: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Phil Hartman as Ronald Reagan

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | $\begin{gathered} \text { Don } \\ \text { No } \end{gathered}$ | know / <br> pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 18\% | (403) | 14\% | (306) | $4 \%$ | (98) | 10\% | (225) | $53 \%$ | (1167) | 2199 |
| Educ: < College | 17\% | (256) | 12\% | (184) | $4 \%$ | (58) | 11\% | (160) | 56\% | (853) | 1512 |
| Educ: Bachelors degree | 22\% | (99) | 17\% | (75) | 6\% | (28) | 10\% | (45) | 44\% | (196) | 444 |
| Educ: Post-grad | 19\% | (47) | 19\% | (47) | 5\% | (12) | 8\% | (20) | 48\% | (117) | 243 |
| Income: Under 50k | 18\% | (228) | 13\% | (170) | $4 \%$ | (55) | 9\% | (118) | 56\% | (725) | 1297 |
| Income: 50k-100k | 19\% | (117) | 15\% | (91) | 5\% | (32) | 12\% | (73) | 49\% | (302) | 615 |
| Income: 100k+ | 20\% | (57) | 16\% | (45) | $4 \%$ | (11) | $12 \%$ | (34) | 48\% | (139) | 287 |
| Ethnicity: White | 17\% | (297) | 13\% | (227) | $4 \%$ | (72) | $11 \%$ | (189) | 54\% | (937) | 1722 |
| Ethnicity: Hispanic | 27\% | (94) | 14\% | (49) | 3\% | (10) | 6\% | (20) | 51\% | (177) | 350 |
| Ethnicity: Afr. Am. | 24\% | (66) | 17\% | (47) | 6\% | (18) | 8\% | (23) | 44\% | (121) | 274 |
| Ethnicity: Other | 20\% | (40) | 16\% | (32) | $4 \%$ | (9) | 7\% | (13) | 54\% | (109) | 203 |
| Relig: Protestant | 17\% | (91) | 14\% | (77) | 5\% | (29) | 15\% | (79) | 49\% | (263) | 539 |
| Relig: Roman Catholic | $22 \%$ | (95) | 13\% | (57) | 5\% | (23) | 11\% | (47) | 49\% | (214) | 436 |
| Relig: Something Else | 15\% | (27) | 12\% | (22) | 6\% | (11) | 7\% | (13) | 60\% | (113) | 187 |
| Relig: Jewish | 32\% | (17) | 20\% | (11) | 3\% | (1) | 4\% | (2) | 42\% | (23) | 54 |
| Relig: Evangelical | 20\% | (164) | 13\% | (101) | 5\% | (39) | 9\% | (75) | 53\% | (426) | 805 |
| Relig: Non-Evang. Catholics | 14\% | (50) | 15\% | (55) | 7\% | (25) | 18\% | (63) | 46\% | (164) | 357 |
| Relig: All Christian | 18\% | (213) | 13\% | (156) | 5\% | (64) | $12 \%$ | (139) | 51\% | (590) | 1161 |
| Relig: All Non-Christian | 19\% | (43) | 7\% | (16) | 3\% | (6) | $11 \%$ | (24) | 60\% | (135) | 224 |
| Community: Urban | 22\% | (124) | 14\% | (82) | $4 \%$ | (22) | 9\% | (49) | 52\% | (298) | 575 |
| Community: Suburban | 17\% | (171) | 17\% | (165) | 6\% | (55) | 10\% | (99) | 50\% | (493) | 982 |
| Community: Rural | 17\% | (107) | 9\% | (60) | 3\% | (22) | 12\% | (77) | 59\% | (376) | 643 |

[^385]Table HR24_5: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Phil Hartman as Ronald Reagan

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 18\% | (403) | 14\% | (306) | 4\% | (98) | 10\% | (225) | $53 \%$ | (1167) | 2199 |
| Employ: Private Sector | 20\% | (131) | 17\% | (112) | 6\% | (37) | 11\% | (75) | 46\% | (306) | 661 |
| Employ: Government | 22\% | (28) | 20\% | (25) | $4 \%$ | (5) | 7\% | (9) | 47\% | (58) | 124 |
| Employ: Self-Employed | 22\% | (43) | 12\% | (23) | 6\% | (12) | 11\% | (21) | 49\% | (97) | 195 |
| Employ: Homemaker | 15\% | (26) | $11 \%$ | (19) | $4 \%$ | (6) | 10\% | (17) | 60\% | (102) | 170 |
| Employ: Student | 21\% | (17) | 12\% | (9) | 7\% | (6) | 4\% | (3) | 56\% | (44) | 79 |
| Employ: Retired | 18\% | (92) | 14\% | (72) | $4 \%$ | (19) | 13\% | (69) | 52\% | (272) | 523 |
| Employ: Unemployed | 13\% | (34) | $11 \%$ | (29) | $2 \%$ | (6) | 6\% | (16) | 67\% | (176) | 262 |
| Employ: Other | 18\% | (33) | 9\% | (17) | $4 \%$ | (8) | 8\% | (15) | 61\% | (112) | 185 |
| Military HH: Yes | 17\% | (66) | 14\% | (53) | 5\% | (20) | 13\% | (50) | 51\% | (195) | 384 |
| Military HH: No | 19\% | (337) | 14\% | (253) | $4 \%$ | (79) | 10\% | (176) | 54\% | (971) | 1815 |
| RD/WT: Right Direction | 14\% | (113) | 12\% | (96) | 6\% | (46) | 16\% | (133) | 53\% | (439) | 826 |
| RD/WT: Wrong Track | 21\% | (289) | 15\% | (211) | $4 \%$ | (53) | 7\% | (93) | 53\% | (727) | 1373 |
| Trump Job Approve | 13\% | (113) | 13\% | (110) | 6\% | (55) | 18\% | (156) | 50\% | (435) | 870 |
| Trump Job Disapprove | 23\% | (284) | 16\% | (194) | 3\% | (40) | 5\% | (65) | 52\% | (644) | 1227 |
| Trump Job Strongly Approve | 14\% | (62) | 9\% | (40) | $4 \%$ | (18) | 23\% | (102) | 49\% | (217) | 440 |
| Trump Job Somewhat Approve | 12\% | (51) | 16\% | (70) | 9\% | (37) | 12\% | (54) | 51\% | (218) | 429 |
| Trump Job Somewhat Disapprove | 18\% | (55) | $11 \%$ | (33) | $4 \%$ | (13) | 7\% | (19) | 59\% | (177) | 297 |
| Trump Job Strongly Disapprove | 25\% | (229) | 17\% | (161) | 3\% | (27) | 5\% | (46) | 50\% | (467) | 930 |
| Favorable of Trump | 12\% | (104) | 12\% | (100) | 6\% | (52) | 18\% | (155) | 51\% | (435) | 847 |
| Unfavorable of Trump | 24\% | (292) | 17\% | (201) | $4 \%$ | (44) | 5\% | (58) | 51\% | (617) | 1212 |
| Very Favorable of Trump | 15\% | (71) | 7\% | (36) | $4 \%$ | (20) | 23\% | (111) | 50\% | (241) | 479 |
| Somewhat Favorable of Trump | 9\% | (33) | 18\% | (64) | 9\% | (33) | 12\% | (44) | 53\% | (194) | 368 |
| Somewhat Unfavorable of Trump | 19\% | (44) | 14\% | (34) | 6\% | (14) | 10\% | (23) | 51\% | (120) | 236 |
| Very Unfavorable of Trump | 25\% | (248) | 17\% | (167) | 3\% | (30) | 4\% | (35) | 51\% | (496) | 976 |

Continued on next page

Table HR24_5: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Phil Hartman as Ronald Reagan

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 18\% | (403) | 14\% | (306) | 4\% | (98) | 10\% | (225) | 53\% | (1167) | 2199 |
| \#1 Issue: Economy | 17\% | (96) | 16\% | (87) | 6\% | (35) | 7\% | (38) | 54\% | (304) | 560 |
| \#1 Issue: Security | 14\% | (64) | 8\% | (34) | 4\% | (20) | 20\% | (90) | 53\% | (233) | 441 |
| \#1 Issue: Health Care | 22\% | (81) | 18\% | (67) | 3\% | (11) | 6\% | (22) | 51\% | (188) | 368 |
| \#1 Issue: Medicare / Social Security | 19\% | (68) | 12\% | (43) | 5\% | (17) | 11\% | (39) | 53\% | (191) | 359 |
| \#1 Issue: Women's Issues | 21\% | (27) | 20\% | (26) | 2\% | (2) | 7\% | (8) | 50\% | (63) | 126 |
| \#1 Issue: Education | 19\% | (30) | 13\% | (20) | 4\% | (6) | 13\% | (19) | 51\% | (79) | 154 |
| \#1 Issue: Energy | 23\% | (23) | 21\% | (21) | 3\% | (3) | - | (0) | 52\% | (52) | 100 |
| \#1 Issue: Other | 15\% | (14) | 10\% | (9) | 5\% | (5) | 8\% | (8) | 62\% | (58) | 93 |
| 2018 House Vote: Democrat | 26\% | (217) | 20\% | (167) | 4\% | (31) | 4\% | (38) | 46\% | (386) | 839 |
| 2018 House Vote: Republican | 12\% | (79) | 10\% | (63) | 7\% | (44) | 20\% | (127) | 51\% | (330) | 643 |
| 2018 House Vote: Someone else | 21\% | (22) | 13\% | (13) | 3\% | (4) | 11\% | (12) | 51\% | (54) | 105 |
| 2018 House Vote: Didnt Vote | 13\% | (79) | 10\% | (61) | 3\% | (19) | 8\% | (49) | 66\% | (397) | 605 |
| 2016 Vote: Hillary Clinton | 27\% | (194) | 18\% | (127) | 4\% | (27) | 4\% | (28) | 48\% | (342) | 719 |
| 2016 Vote: Donald Trump | 12\% | (80) | 10\% | (68) | 6\% | (42) | 20\% | (130) | 52\% | (346) | 666 |
| 2016 Vote: Someone else | 23\% | (41) | 21\% | (37) | 5\% | (9) | 6\% | (10) | 46\% | (81) | 178 |
| 2016 Vote: Didnt Vote | 13\% | (81) | 12\% | (75) | 3\% | (20) | 9\% | (57) | 63\% | (396) | 629 |
| Voted in 2014: Yes | 21\% | (282) | 16\% | (221) | 5\% | (68) | 11\% | (155) | 47\% | (639) | 1366 |
| Voted in 2014: No | 14\% | (120) | 10\% | (85) | $4 \%$ | (30) | 8\% | (71) | 63\% | (527) | 833 |
| 2012 Vote: Barack Obama | 26\% | (222) | 18\% | (154) | 4\% | (37) | 6\% | (51) | 46\% | (390) | 854 |
| 2012 Vote: Mitt Romney | 12\% | (62) | 11\% | (53) | 6\% | (28) | 19\% | (96) | 52\% | (261) | 501 |
| 2012 Vote: Other | 15\% | (13) | 11\% | (9) | 5\% | (4) | 16\% | (14) | 53\% | (46) | 87 |
| 2012 Vote: Didn't Vote | 14\% | (105) | 12\% | (89) | 4\% | (28) | 9\% | (64) | 62\% | (466) | 752 |
| 4-Region: Northeast | 20\% | (79) | 16\% | (64) | 4\% | (14) | 9\% | (37) | 51\% | (200) | 394 |
| 4-Region: Midwest | 15\% | (71) | 14\% | (66) | 5\% | (24) | 11\% | (52) | 54\% | (250) | 462 |
| 4-Region: South | 20\% | (164) | 12\% | (98) | 5\% | (45) | 11\% | (89) | 52\% | (428) | 824 |
| 4-Region: West | 17\% | (90) | 15\% | (77) | 3\% | (15) | 9\% | (48) | 56\% | (289) | 519 |

Continued on next page

Table HR24_5: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Phil Hartman as Ronald Reagan

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 18\% | (403) | 14\% | (306) | $4 \%$ | (98) | 10\% | (225) | 53\% | (1167) | 2199 |
| TV shows: Every day | 22\% | (255) | 15\% | (173) | 4\% | (47) | 9\% | (107) | 49\% | (566) | 1148 |
| TV shows: Several times per week | 16\% | (84) | 14\% | (73) | 6\% | (28) | 11\% | (54) | 53\% | (273) | 512 |
| TV shows: About once per week | 12\% | (17) | 19\% | (27) | 4\% | (6) | $11 \%$ | (15) | 54\% | (78) | 144 |
| TV shows: Several times per month | 15\% | (15) | 18\% | (18) | 9\% | (9) | 14\% | (14) | 45\% | (46) | 101 |
| TV shows: About once per month | 8\% | (4) | 7\% | (4) | 3\% | (1) | 11\% | (5) | 71\% | (34) | 48 |
| TV shows: Less often than once per month | 8\% | (6) | 5\% | (4) | 6\% | (5) | $11 \%$ | (9) | 70\% | (54) | 78 |
| TV shows: Never | 13\% | (22) | 5\% | (8) | 1\% | (2) | 13\% | (21) | 69\% | (116) | 169 |
| Movies: Every day | 24\% | (98) | 11\% | (45) | 5\% | (20) | $12 \%$ | (46) | 48\% | (191) | 399 |
| Movies: Several times per week | 19\% | (109) | 19\% | (112) | 6\% | (37) | 9\% | (54) | 46\% | (263) | 574 |
| Movies: About once per week | 20\% | (76) | 15\% | (59) | 3\% | (13) | 10\% | (39) | 51\% | (196) | 383 |
| Movies: Several times per month | 17\% | (46) | 15\% | (41) | 5\% | (15) | 11\% | (31) | 52\% | (142) | 273 |
| Movies: About once per month | 15\% | (25) | 13\% | (23) | 3\% | (5) | 9\% | (16) | 60\% | (104) | 173 |
| Movies: Less often than once per month | 14\% | (29) | 9\% | (18) | - | (0) | 8\% | (16) | 69\% | (138) | 201 |
| Movies: Never | 11\% | (21) | 5\% | (9) | 4\% | (9) | 12\% | (24) | 68\% | (133) | 196 |
| Sports: Every day | 37\% | (59) | 17\% | (27) | 8\% | (13) | 7\% | (11) | 30\% | (47) | 158 |
| Sports: Several times per week | 23\% | (76) | 18\% | (60) | 5\% | (17) | 15\% | (50) | 39\% | (128) | 332 |
| Sports: About once per week | 17\% | (48) | 18\% | (51) | 6\% | (18) | 8\% | (21) | 51\% | (141) | 279 |
| Sports: Several times per month | 19\% | (43) | 15\% | (34) | 6\% | (15) | 6\% | (15) | 54\% | (122) | 228 |
| Sports: About once per month | 21\% | (36) | 13\% | (23) | 2\% | (4) | $11 \%$ | (20) | 53\% | (92) | 174 |
| Sports: Less often than once per month | 15\% | (56) | 12\% | (44) | 4\% | (16) | 12\% | (44) | 56\% | (203) | 363 |
| Sports: Never | 13\% | (84) | 10\% | (67) | 2\% | (16) | 10\% | (65) | 65\% | (434) | 666 |
| Cable: I currently subscribe | 21\% | (237) | 16\% | (177) | 5\% | (59) | 11\% | (121) | 46\% | (514) | 1108 |
| Cable: I subscribed in the past | 18\% | (132) | 13\% | (94) | 4\% | (29) | 9\% | (65) | 56\% | (407) | 727 |
| Cable: I have never subscribed | 9\% | (34) | 10\% | (36) | 3\% | (10) | 11\% | (39) | 67\% | (246) | 365 |
| Satellite television: I currently subscribe | 21\% | (108) | 11\% | (58) | 4\% | (22) | 11\% | (60) | 53\% | (278) | 526 |
| Satellite television: I subscribed in the past | 16\% | (96) | 16\% | (98) | 5\% | (31) | 11\% | (64) | 52\% | (310) | 597 |
| Satellite television: I have never subscribed | 19\% | (199) | 14\% | (150) | 4\% | (46) | 10\% | (102) | 54\% | (579) | 1076 |

Continued on next page

Table HR24_5: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Phil Hartman as Ronald Reagan

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 18\% | (403) | 14\% | (306) | 4\% | (98) | 10\% | (225) | 53\% | (1167) | 2199 |
| Streaming service: I currently subscribe | 21\% | (277) | 16\% | (208) | 5\% | (60) | 9\% | (113) | 49\% | (644) | 1302 |
| Streaming service: I subscribed in the past | 16\% | (38) | 13\% | (30) | 6\% | (14) | 14\% | (33) | 50\% | (118) | 234 |
| Streaming service: I have never subscribed | 13\% | (88) | 10\% | (68) | 4\% | (24) | 12\% | (79) | 61\% | (405) | 663 |
| Film: An avid fan | 27\% | (207) | 17\% | (134) | 5\% | (39) | 8\% | (59) | 44\% | (340) | 779 |
| Film: A casual fan | 16\% | (179) | 14\% | (158) | $4 \%$ | (49) | 11\% | (127) | 56\% | (640) | 1153 |
| Film: Not a fan | 6\% | (17) | 5\% | (14) | $4 \%$ | (10) | 15\% | (40) | 70\% | (187) | 267 |
| Television: An avid fan | 24\% | (275) | 16\% | (187) | 4\% | (45) | 10\% | (110) | 46\% | (536) | 1154 |
| Television: A casual fan | 13\% | (119) | 13\% | (115) | 5\% | (49) | 10\% | (95) | 58\% | (528) | 907 |
| Television: Not a fan | 6\% | (8) | 3\% | (4) | 3\% | (4) | 15\% | (21) | 74\% | (103) | 139 |
| Music: An avid fan | 23\% | (270) | 16\% | (179) | 5\% | (53) | 9\% | (99) | 48\% | (550) | 1152 |
| Music: A casual fan | 13\% | (120) | 13\% | (121) | 4\% | (39) | 12\% | (109) | 57\% | (518) | 907 |
| Music: Not a fan | 9\% | (12) | 4\% | (6) | 4\% | (6) | 13\% | (18) | 70\% | (98) | 140 |
| Fashion: An avid fan | 32\% | (110) | 15\% | (52) | 4\% | (13) | 12\% | (40) | 37\% | (128) | 342 |
| Fashion: A casual fan | 16\% | (136) | 15\% | (126) | 6\% | (50) | 9\% | (76) | 55\% | (473) | 861 |
| Fashion: Not a fan | 16\% | (157) | 13\% | (129) | 4\% | (35) | 11\% | (110) | 57\% | (566) | 996 |

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

Table HR24_6: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Darrell Hammond as Bill Clinton

| Demographic | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Don't know <br> No opinion |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Total N |  |  |  |  |  |

Continued on next page

Table HR24_6: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Darrell Hammond as Bill Clinton

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 17\% | (384) | 16\% | (341) | 6\% | (130) | 10\% | (228) | 51\% | (1116) | 2199 |
| Educ: < College | 16\% | (247) | 13\% | (199) | 5\% | (81) | 11\% | (165) | 54\% | (820) | 1512 |
| Educ: Bachelors degree | 20\% | (87) | 21\% | (95) | 7\% | (33) | 10\% | (44) | 42\% | (185) | 444 |
| Educ: Post-grad | 21\% | (50) | 19\% | (47) | 7\% | (16) | 8\% | (20) | 45\% | (111) | 243 |
| Income: Under 50k | 17\% | (220) | 14\% | (185) | 5\% | (64) | 10\% | (129) | 54\% | (698) | 1297 |
| Income: 50k-100k | 18\% | (109) | 18\% | (108) | 7\% | (41) | 11\% | (68) | 47\% | (290) | 615 |
| Income: 100k+ | 19\% | (56) | 17\% | (48) | 8\% | (24) | 11\% | (31) | 45\% | (128) | 287 |
| Ethnicity: White | 16\% | (272) | 16\% | (271) | 5\% | (91) | 11\% | (190) | 52\% | (898) | 1722 |
| Ethnicity: Hispanic | 25\% | (88) | 16\% | (55) | 6\% | (20) | 8\% | (27) | 46\% | (160) | 350 |
| Ethnicity: Afr. Am. | 26\% | (71) | 15\% | (40) | 7\% | (20) | 9\% | (25) | 43\% | (118) | 274 |
| Ethnicity: Other | 20\% | (41) | 15\% | (30) | 9\% | (19) | 7\% | (13) | 49\% | (100) | 203 |
| Relig: Protestant | 18\% | (95) | 14\% | (76) | 7\% | (36) | 13\% | (72) | 48\% | (259) | 539 |
| Relig: Roman Catholic | 20\% | (89) | 15\% | (67) | 6\% | (27) | 9\% | (41) | 49\% | (212) | 436 |
| Relig: Something Else | 15\% | (27) | 12\% | (23) | 7\% | (13) | 7\% | (14) | 58\% | (109) | 187 |
| Relig: Jewish | 31\% | (17) | 22\% | (12) | 4\% | (2) | 4\% | (2) | 39\% | (21) | 54 |
| Relig: Evangelical | 19\% | (150) | 15\% | (124) | 6\% | (46) | 8\% | (66) | 52\% | (418) | 805 |
| Relig: Non-Evang. Catholics | 17\% | (61) | 12\% | (43) | 8\% | (30) | 17\% | (62) | 45\% | (161) | 357 |
| Relig: All Christian | 18\% | (212) | 14\% | (166) | 7\% | (76) | 11\% | (127) | 50\% | (580) | 1161 |
| Relig: All Non-Christian | $11 \%$ | (25) | 17\% | (38) | 5\% | (12) | 13\% | (29) | 54\% | (120) | 224 |
| Community: Urban | 22\% | (124) | 12\% | (72) | 7\% | (42) | 8\% | (47) | 50\% | (290) | 575 |
| Community: Suburban | 17\% | (169) | 18\% | (178) | 6\% | (64) | 10\% | (99) | 48\% | (472) | 982 |
| Community: Rural | 14\% | (91) | 14\% | (91) | 4\% | (24) | 13\% | (82) | 55\% | (354) | 643 |

[^386]Table HR24_6: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Darrell Hammond as Bill Clinton

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 17\% | (384) | 16\% | (341) | 6\% | (130) | 10\% | (228) | 51\% | (1116) | 2199 |
| Employ: Private Sector | 21\% | (138) | 18\% | (116) | 7\% | (48) | 10\% | (68) | 44\% | (290) | 661 |
| Employ: Government | 24\% | (30) | 14\% | (18) | 6\% | (7) | 4\% | (5) | 51\% | (64) | 124 |
| Employ: Self-Employed | 20\% | (39) | 14\% | (28) | 8\% | (16) | 13\% | (25) | 45\% | (88) | 195 |
| Employ: Homemaker | 14\% | (24) | 14\% | (24) | 6\% | (10) | 8\% | (14) | 58\% | (98) | 170 |
| Employ: Student | 17\% | (14) | 16\% | (13) | 8\% | (6) | 10\% | (8) | 49\% | (39) | 79 |
| Employ: Retired | 14\% | (73) | 16\% | (84) | $4 \%$ | (20) | $14 \%$ | (72) | 52\% | (274) | 523 |
| Employ: Unemployed | 13\% | (35) | 12\% | (31) | 5\% | (12) | 9\% | (24) | 61\% | (160) | 262 |
| Employ: Other | 17\% | (32) | 15\% | (27) | 6\% | (11) | 7\% | (13) | 55\% | (102) | 185 |
| Military HH: Yes | 14\% | (54) | 19\% | (74) | 6\% | (23) | 11\% | (42) | 50\% | (190) | 384 |
| Military HH: No | 18\% | (330) | 15\% | (267) | 6\% | (106) | 10\% | (186) | 51\% | (926) | 1815 |
| RD/WT: Right Direction | 12\% | (98) | 13\% | (110) | 7\% | (57) | 15\% | (125) | 53\% | (436) | 826 |
| RD/WT: Wrong Track | 21\% | (286) | 17\% | (231) | 5\% | (73) | 7\% | (103) | 50\% | (680) | 1373 |
| Trump Job Approve | 11\% | (99) | 14\% | (118) | 7\% | (59) | 18\% | (155) | 51\% | (439) | 870 |
| Trump Job Disapprove | 23\% | (280) | 18\% | (222) | 5\% | (66) | 6\% | (68) | 48\% | (591) | 1227 |
| Trump Job Strongly Approve | 13\% | (56) | 10\% | (42) | 7\% | (29) | 23\% | (100) | 48\% | (213) | 440 |
| Trump Job Somewhat Approve | 10\% | (43) | 18\% | (76) | 7\% | (29) | 13\% | (55) | 53\% | (227) | 429 |
| Trump Job Somewhat Disapprove | 16\% | (47) | 16\% | (46) | 9\% | (28) | 6\% | (19) | 53\% | (156) | 297 |
| Trump Job Strongly Disapprove | 25\% | (232) | 19\% | (176) | $4 \%$ | (39) | 5\% | (49) | 47\% | (434) | 930 |
| Favorable of Trump | 11\% | (97) | 12\% | (105) | 8\% | (65) | 18\% | (154) | 50\% | (426) | 847 |
| Unfavorable of Trump | 23\% | (279) | 19\% | (233) | 5\% | (62) | 5\% | (56) | 48\% | (582) | 1212 |
| Very Favorable of Trump | 12\% | (57) | 10\% | (46) | 7\% | (33) | 22\% | (107) | 49\% | (236) | 479 |
| Somewhat Favorable of Trump | 11\% | (40) | 16\% | (59) | 9\% | (32) | 13\% | (47) | 52\% | (190) | 368 |
| Somewhat Unfavorable of Trump | 16\% | (38) | 16\% | (38) | $11 \%$ | (26) | 8\% | (18) | 49\% | (115) | 236 |
| Very Unfavorable of Trump | 25\% | (241) | 20\% | (195) | $4 \%$ | (36) | 4\% | (39) | 48\% | (466) | 976 |

[^387]Table HR24_6: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Darrell Hammond as Bill Clinton

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 17\% | (384) | 16\% | (341) | 6\% | (130) | 10\% | (228) | 51\% | (1116) | 2199 |
| \#1 Issue: Economy | 17\% | (96) | 19\% | (106) | 8\% | (42) | 8\% | (43) | 49\% | (273) | 560 |
| \#1 Issue: Security | 12\% | (53) | 12\% | (52) | 6\% | (25) | 20\% | (87) | 51\% | (224) | 441 |
| \#1 Issue: Health Care | 22\% | (83) | 17\% | (64) | 5\% | (17) | 5\% | (20) | 50\% | (184) | 368 |
| \#1 Issue: Medicare / Social Security | 19\% | (68) | 14\% | (51) | $4 \%$ | (14) | $11 \%$ | (40) | 52\% | (185) | 359 |
| \#1 Issue: Women's Issues | 19\% | (24) | 14\% | (18) | 8\% | (11) | 6\% | (8) | 52\% | (65) | 126 |
| \#1 Issue: Education | 18\% | (27) | $11 \%$ | (17) | 7\% | (10) | 9\% | (13) | 56\% | (86) | 154 |
| \#1 Issue: Energy | 22\% | (22) | 17\% | (17) | 6\% | (6) | 8\% | (8) | 47\% | (47) | 100 |
| \#1 Issue: Other | 11\% | (10) | 17\% | (16) | 6\% | (6) | 10\% | (9) | 56\% | (53) | 93 |
| 2018 House Vote: Democrat | 27\% | (225) | 20\% | (170) | 5\% | (38) | $4 \%$ | (31) | 45\% | (376) | 839 |
| 2018 House Vote: Republican | 10\% | (63) | 13\% | (83) | 7\% | (44) | 21\% | (133) | 50\% | (320) | 643 |
| 2018 House Vote: Someone else | 20\% | (21) | 13\% | (14) | 3\% | (3) | 19\% | (20) | 45\% | (48) | 105 |
| 2018 House Vote: Didnt Vote | 12\% | (71) | 12\% | (73) | 7\% | (44) | 7\% | (44) | 62\% | (373) | 605 |
| 2016 Vote: Hillary Clinton | 28\% | (198) | 19\% | (137) | 5\% | (35) | 4\% | (29) | 44\% | (320) | 719 |
| 2016 Vote: Donald Trump | 11\% | (71) | 13\% | (84) | 7\% | (49) | 19\% | (128) | 50\% | (333) | 666 |
| 2016 Vote: Someone else | 18\% | (31) | $24 \%$ | (43) | 5\% | (9) | 6\% | (11) | 47\% | (84) | 178 |
| 2016 Vote: Didnt Vote | 13\% | (80) | 12\% | (75) | 6\% | (37) | 9\% | (60) | 60\% | (378) | 629 |
| Voted in 2014: Yes | 20\% | (275) | 17\% | (238) | 6\% | (81) | 11\% | (156) | 45\% | (616) | 1366 |
| Voted in 2014: No | 13\% | (109) | 12\% | (103) | 6\% | (49) | 9\% | (72) | 60\% | (500) | 833 |
| 2012 Vote: Barack Obama | 26\% | (224) | 20\% | (171) | 5\% | (42) | 7\% | (58) | 42\% | (360) | 854 |
| 2012 Vote: Mitt Romney | 11\% | (56) | 13\% | (65) | 8\% | (39) | 18\% | (89) | 50\% | (253) | 501 |
| 2012 Vote: Other | 13\% | (11) | 20\% | (18) | 2\% | (2) | 17\% | (14) | 48\% | (42) | 87 |
| 2012 Vote: Didn't Vote | 12\% | (93) | 12\% | (87) | 6\% | (46) | 9\% | (67) | 61\% | (459) | 752 |
| 4-Region: Northeast | 16\% | (64) | 18\% | (70) | 6\% | (23) | 10\% | (40) | 50\% | (197) | 394 |
| 4-Region: Midwest | 16\% | (75) | 17\% | (78) | 6\% | (26) | 11\% | (49) | 51\% | (234) | 462 |
| 4-Region: South | 18\% | (151) | 13\% | (108) | 6\% | (52) | 13\% | (103) | 50\% | (409) | 824 |
| 4-Region: West | 18\% | (94) | 16\% | (85) | 5\% | (28) | 7\% | (36) | 53\% | (276) | 519 |

Continued on next page

Table HR24_6: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Darrell Hammond as Bill Clinton

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  |  | know / <br> pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 17\% | (384) | 16\% | (341) | 6\% | (130) | 10\% | (228) | 51\% | (1116) | 2199 |
| TV shows: Every day | 21\% | (238) | 17\% | (191) | 5\% | (62) | 10\% | (115) | 47\% | (543) | 1148 |
| TV shows: Several times per week | 17\% | (85) | 17\% | (85) | 6\% | (33) | 10\% | (54) | 50\% | (256) | 512 |
| TV shows: About once per week | 11\% | (15) | 18\% | (26) | $7 \%$ | (10) | 14\% | (19) | 51\% | (73) | 144 |
| TV shows: Several times per month | 18\% | (18) | 13\% | (13) | 16\% | (16) | 10\% | (10) | 43\% | (44) | 101 |
| TV shows: About once per month | 6\% | (3) | 8\% | (4) | $4 \%$ | (2) | 9\% | (4) | 73\% | (35) | 48 |
| TV shows: Less often than once per month | 14\% | (11) | 5\% | (4) | $2 \%$ | (1) | 12\% | (9) | 67\% | (52) | 78 |
| TV shows: Never | 8\% | (14) | $11 \%$ | (19) | 3\% | (5) | 10\% | (17) | 67\% | (114) | 169 |
| Movies: Every day | 25\% | (99) | 14\% | (54) | 6\% | (26) | 11\% | (42) | 44\% | (177) | 399 |
| Movies: Several times per week | 18\% | (101) | 19\% | (109) | 6\% | (36) | $12 \%$ | (70) | 45\% | (258) | 574 |
| Movies: About once per week | 19\% | (72) | 14\% | (52) | 8\% | (31) | 9\% | (34) | 51\% | (195) | 383 |
| Movies: Several times per month | 18\% | (50) | 18\% | (50) | 8\% | (22) | 10\% | (26) | 46\% | (126) | 273 |
| Movies: About once per month | 11\% | (19) | 19\% | (33) | 3\% | (6) | 10\% | (18) | 56\% | (98) | 173 |
| Movies: Less often than once per month | 13\% | (25) | 12\% | (25) | $2 \%$ | (3) | 8\% | (17) | 65\% | (131) | 201 |
| Movies: Never | 9\% | (18) | 9\% | (17) | 3\% | (6) | 11\% | (22) | 68\% | (133) | 196 |
| Sports: Every day | $34 \%$ | (53) | 20\% | (32) | 10\% | (16) | 9\% | (14) | 27\% | (42) | 158 |
| Sports: Several times per week | 24\% | (81) | 18\% | (59) | 9\% | (28) | 15\% | (49) | 35\% | (115) | 332 |
| Sports: About once per week | 14\% | (40) | 20\% | (56) | 7\% | (21) | 8\% | (22) | 51\% | (141) | 279 |
| Sports: Several times per month | 21\% | (49) | 16\% | (37) | 8\% | (18) | 7\% | (15) | 48\% | (109) | 228 |
| Sports: About once per month | 19\% | (33) | 13\% | (23) | 6\% | (11) | 10\% | (18) | 52\% | (90) | 174 |
| Sports: Less often than once per month | 15\% | (55) | 15\% | (53) | $4 \%$ | (15) | 13\% | (46) | 54\% | (194) | 363 |
| Sports: Never | 11\% | (74) | 12\% | (82) | 3\% | (21) | 10\% | (64) | 64\% | (424) | 666 |
| Cable: I currently subscribe | 20\% | (221) | 17\% | (190) | 7\% | (80) | 10\% | (116) | 45\% | (502) | 1108 |
| Cable: I subscribed in the past | 18\% | (132) | 15\% | (109) | 5\% | (33) | 10\% | (72) | 52\% | (380) | 727 |
| Cable: I have never subscribed | 9\% | (31) | 12\% | (42) | 5\% | (17) | 11\% | (40) | 64\% | (234) | 365 |
| Satellite television: I currently subscribe | 19\% | (99) | 14\% | (73) | 8\% | (40) | 13\% | (66) | 47\% | (248) | 526 |
| Satellite television: I subscribed in the past | 16\% | (99) | 15\% | (87) | 6\% | (36) | $11 \%$ | (63) | 52\% | (313) | 597 |
| Satellite television: I have never subscribed | 17\% | (187) | 17\% | (181) | 5\% | (54) | 9\% | (99) | 52\% | (555) | 1076 |

Continued on next page

Table HR24_6: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Darrell Hammond as Bill Clinton

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 17\% | (384) | 16\% | (341) | 6\% | (130) | 10\% | (228) | 51\% | (1116) | 2199 |
| Streaming service: I currently subscribe | 21\% | (278) | 18\% | (229) | 5\% | (64) | 10\% | (129) | 46\% | (603) | 1302 |
| Streaming service: I subscribed in the past | 16\% | (38) | 14\% | (33) | 16\% | (37) | 9\% | (21) | 45\% | (105) | 234 |
| Streaming service: I have never subscribed | 10\% | (68) | 12\% | (80) | 4\% | (29) | 12\% | (78) | 62\% | (408) | 663 |
| Film: An avid fan | 26\% | (206) | 19\% | (146) | 6\% | (45) | 8\% | (66) | 41\% | (317) | 779 |
| Film: A casual fan | 14\% | (161) | 15\% | (176) | 7\% | (77) | 11\% | (121) | 54\% | (617) | 1153 |
| Film: Not a fan | 6\% | (17) | 7\% | (18) | 3\% | (8) | 15\% | (41) | 68\% | (182) | 267 |
| Television: An avid fan | 23\% | (271) | 17\% | (194) | 6\% | (69) | 9\% | (106) | 45\% | (514) | 1154 |
| Television: A casual fan | 12\% | (107) | 15\% | (138) | 6\% | (54) | 12\% | (105) | 55\% | (503) | 907 |
| Television: Not a fan | 5\% | (6) | 6\% | (9) | 5\% | (7) | 12\% | (17) | 72\% | (100) | 139 |
| Music: An avid fan | 23\% | (262) | 15\% | (177) | 6\% | (68) | $9 \%$ | (108) | 47\% | (538) | 1152 |
| Music: A casual fan | 12\% | (111) | 17\% | (152) | 6\% | (58) | 12\% | (105) | 53\% | (480) | 907 |
| Music: Not a fan | 8\% | (11) | 9\% | (12) | 3\% | (4) | 11\% | (15) | 70\% | (98) | 140 |
| Fashion: An avid fan | $31 \%$ | (105) | 13\% | (46) | 9\% | (30) | 11\% | (39) | $36 \%$ | (122) | 342 |
| Fashion: A casual fan | 16\% | (139) | 18\% | (152) | 6\% | (52) | 9\% | (77) | 51\% | (441) | 861 |
| Fashion: Not a fan | $14 \%$ | (140) | 14\% | (143) | 5\% | (48) | $11 \%$ | (112) | 56\% | (553) | 996 |

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

Table HR24_7: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Darrell Hammond as Al Gore

| Demographic | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Don't know <br> No opinion | Total N |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

Continued on next page

Table HR24_7: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Darrell Hammond as Al Gore

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 13\% | (291) | 16\% | (344) | 6\% | (136) | 10\% | (225) | 55\% | (1203) | 2199 |
| Educ: < College | 13\% | (193) | 13\% | (200) | 6\% | (88) | 10\% | (156) | 58\% | (874) | 1512 |
| Educ: Bachelors degree | 13\% | (58) | 22\% | (96) | 8\% | (34) | 10\% | (46) | 47\% | (211) | 444 |
| Educ: Post-grad | 17\% | (41) | 20\% | (48) | 6\% | (14) | 9\% | (23) | 48\% | (118) | 243 |
| Income: Under 50k | 13\% | (163) | 15\% | (195) | 6\% | (72) | 9\% | (120) | 58\% | (747) | 1297 |
| Income: 50k-100k | 14\% | (85) | 16\% | (100) | 7\% | (44) | 11\% | (68) | 52\% | (319) | 615 |
| Income: 100k+ | 15\% | (43) | 17\% | (50) | 7\% | (20) | 13\% | (37) | 48\% | (137) | 287 |
| Ethnicity: White | 12\% | (213) | 15\% | (251) | 5\% | (94) | 11\% | (188) | 57\% | (975) | 1722 |
| Ethnicity: Hispanic | 21\% | (75) | 18\% | (64) | $4 \%$ | (14) | 9\% | (31) | 47\% | (166) | 350 |
| Ethnicity: Afr. Am. | 17\% | (46) | $21 \%$ | (59) | 10\% | (28) | 6\% | (16) | 46\% | (125) | 274 |
| Ethnicity: Other | 16\% | (32) | 17\% | (34) | 7\% | (14) | 10\% | (21) | 50\% | (102) | 203 |
| Relig: Protestant | 12\% | (64) | 17\% | (90) | 6\% | (32) | 13\% | (72) | 52\% | (281) | 539 |
| Relig: Roman Catholic | 15\% | (63) | 17\% | (74) | 6\% | (28) | 11\% | (48) | 51\% | (222) | 436 |
| Relig: Something Else | 13\% | (24) | 12\% | (23) | 5\% | (10) | 7\% | (13) | 63\% | (117) | 187 |
| Relig: Jewish | 19\% | (10) | 23\% | (12) | 6\% | (3) | 8\% | (4) | 45\% | (24) | 54 |
| Relig: Evangelical | 14\% | (113) | 16\% | (125) | 5\% | (43) | 9\% | (75) | 56\% | (448) | 805 |
| Relig: Non-Evang. Catholics | 11\% | (38) | 17\% | (62) | 7\% | (27) | 16\% | (58) | 48\% | (173) | 357 |
| Relig: All Christian | 13\% | (151) | 16\% | (187) | 6\% | (70) | 11\% | (133) | 53\% | (620) | 1161 |
| Relig: All Non-Christian | 13\% | (28) | 10\% | (23) | 7\% | (16) | 10\% | (22) | 60\% | (135) | 224 |
| Community: Urban | 17\% | (98) | 16\% | (94) | 6\% | (33) | 9\% | (54) | 51\% | (296) | 575 |
| Community: Suburban | 13\% | (126) | 18\% | (180) | 7\% | (72) | 9\% | (92) | 52\% | (512) | 982 |
| Community: Rural | 11\% | (68) | 11\% | (71) | 5\% | (31) | 12\% | (79) | 61\% | (395) | 643 |

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Darrell Hammond as Al Gore

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 13\% | (291) | 16\% | (344) | 6\% | (136) | 10\% | (225) | 55\% | (1203) | 2199 |
| Employ: Private Sector | 16\% | (105) | 20\% | (132) | 8\% | (50) | 10\% | (68) | 46\% | (305) | 661 |
| Employ: Government | 17\% | (21) | $21 \%$ | (26) | - | (1) | 9\% | (12) | 52\% | (65) | 124 |
| Employ: Self-Employed | 15\% | (29) | 12\% | (23) | 13\% | (25) | 12\% | (23) | 48\% | (94) | 195 |
| Employ: Homemaker | 10\% | (17) | 13\% | (22) | 5\% | (8) | 8\% | (14) | 64\% | (109) | 170 |
| Employ: Student | 16\% | (12) | 13\% | (10) | 3\% | (3) | 12\% | (10) | 56\% | (44) | 79 |
| Employ: Retired | 11\% | (60) | 14\% | (71) | 5\% | (25) | 13\% | (69) | 57\% | (298) | 523 |
| Employ: Unemployed | 9\% | (22) | 13\% | (34) | 6\% | (15) | 8\% | (20) | 65\% | (170) | 262 |
| Employ: Other | 13\% | (24) | 14\% | (26) | 5\% | (9) | 5\% | (9) | 63\% | (117) | 185 |
| Military HH: Yes | 11\% | (43) | 17\% | (64) | 5\% | (20) | 15\% | (57) | 52\% | (200) | 384 |
| Military HH: No | 14\% | (248) | 15\% | (280) | 6\% | (116) | 9\% | (168) | 55\% | (1002) | 1815 |
| RD/WT: Right Direction | 10\% | (86) | 12\% | (99) | 7\% | (59) | 16\% | (132) | 55\% | (451) | 826 |
| RD/WT: Wrong Track | 15\% | (206) | 18\% | (245) | 6\% | (77) | 7\% | (93) | 55\% | (752) | 1373 |
| Trump Job Approve | 10\% | (88) | 11\% | (99) | 7\% | (64) | 19\% | (162) | 53\% | (457) | 870 |
| Trump Job Disapprove | 16\% | (200) | 20\% | (244) | 6\% | (69) | 5\% | (58) | 53\% | (657) | 1227 |
| Trump Job Strongly Approve | 12\% | (53) | 9\% | (38) | 5\% | (24) | 23\% | (101) | 51\% | (224) | 440 |
| Trump Job Somewhat Approve | 8\% | (35) | 14\% | (61) | 9\% | (40) | 14\% | (60) | 54\% | (233) | 429 |
| Trump Job Somewhat Disapprove | 13\% | (38) | 14\% | (43) | 10\% | (29) | 7\% | (20) | 56\% | (166) | 297 |
| Trump Job Strongly Disapprove | 17\% | (161) | 22\% | (201) | $4 \%$ | (40) | 4\% | (38) | 53\% | (491) | 930 |
| Favorable of Trump | 9\% | (75) | 13\% | (110) | 8\% | (66) | 18\% | (153) | 52\% | (443) | 847 |
| Unfavorable of Trump | 17\% | (211) | 19\% | (231) | 5\% | (63) | 5\% | (59) | 53\% | (648) | 1212 |
| Very Favorable of Trump | 12\% | (56) | 9\% | (44) | 7\% | (31) | 22\% | (106) | 50\% | (242) | 479 |
| Somewhat Favorable of Trump | 5\% | (19) | 18\% | (66) | 9\% | (35) | 13\% | (47) | 55\% | (202) | 368 |
| Somewhat Unfavorable of Trump | 15\% | (36) | 12\% | (29) | 10\% | (24) | 10\% | (24) | 52\% | (123) | 236 |
| Very Unfavorable of Trump | 18\% | (175) | 21\% | (202) | 4\% | (39) | 4\% | (35) | 54\% | (526) | 976 |

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Darrell Hammond as Al Gore

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 13\% | (291) | 16\% | (344) | 6\% | (136) | 10\% | (225) | 55\% | (1203) | 2199 |
| \#1 Issue: Economy | 13\% | (75) | 20\% | (115) | 6\% | (34) | 7\% | (39) | 53\% | (297) | 560 |
| \#1 Issue: Security | 8\% | (37) | 9\% | (39) | 7\% | (33) | 19\% | (85) | 56\% | (247) | 441 |
| \#1 Issue: Health Care | 17\% | (64) | 18\% | (67) | 6\% | (20) | 6\% | (21) | 53\% | (196) | 368 |
| \#1 Issue: Medicare / Social Security | 13\% | (46) | 15\% | (53) | 4\% | (16) | 11\% | (39) | 57\% | (205) | 359 |
| \#1 Issue: Women's Issues | 19\% | (24) | 17\% | (21) | 4\% | (4) | 5\% | (6) | 56\% | (70) | 126 |
| \#1 Issue: Education | 12\% | (19) | 10\% | (16) | 12\% | (19) | 12\% | (18) | 53\% | (82) | 154 |
| \#1 Issue: Energy | 18\% | (18) | 21\% | (21) | 5\% | (5) | 8\% | (8) | 48\% | (47) | 100 |
| \#1 Issue: Other | 9\% | (9) | 15\% | (14) | 5\% | (4) | 8\% | (8) | 63\% | (58) | 93 |
| 2018 House Vote: Democrat | 20\% | (170) | 23\% | (192) | 4\% | (35) | 4\% | (37) | 48\% | (406) | 839 |
| 2018 House Vote: Republican | 9\% | (58) | 10\% | (62) | 8\% | (51) | 21\% | (132) | 53\% | (340) | 643 |
| 2018 House Vote: Someone else | 20\% | (22) | 12\% | (12) | 3\% | (4) | 20\% | (21) | 44\% | (47) | 105 |
| 2018 House Vote: Didnt Vote | 6\% | (36) | 13\% | (78) | 8\% | (47) | 6\% | (35) | 68\% | (410) | 605 |
| 2016 Vote: Hillary Clinton | $21 \%$ | (149) | $21 \%$ | (151) | 5\% | (39) | 3\% | (22) | 50\% | (358) | 719 |
| 2016 Vote: Donald Trump | 9\% | (59) | 11\% | (75) | 7\% | (45) | 21\% | (137) | 53\% | (350) | 666 |
| 2016 Vote: Someone else | 13\% | (24) | 25\% | (45) | 6\% | (10) | 9\% | (16) | 46\% | (83) | 178 |
| 2016 Vote: Didnt Vote | 9\% | (57) | 11\% | (71) | 7\% | (42) | 8\% | (50) | 65\% | (410) | 629 |
| Voted in 2014: Yes | 15\% | (201) | 18\% | (247) | 7\% | (90) | 12\% | (161) | 49\% | (667) | 1366 |
| Voted in 2014: No | 11\% | (91) | 12\% | (97) | 6\% | (46) | 8\% | (64) | 64\% | (536) | 833 |
| 2012 Vote: Barack Obama | 20\% | (175) | $21 \%$ | (181) | 6\% | (55) | 5\% | (43) | 47\% | (401) | 854 |
| 2012 Vote: Mitt Romney | 8\% | (40) | 11\% | (54) | 7\% | (33) | 20\% | (98) | 55\% | (275) | 501 |
| 2012 Vote: Other | 6\% | (6) | 22\% | (20) | 6\% | (5) | 17\% | (14) | 49\% | (43) | 87 |
| 2012 Vote: Didn't Vote | 9\% | (71) | 12\% | (89) | 6\% | (42) | 9\% | (70) | 64\% | (481) | 752 |
| 4-Region: Northeast | 15\% | (60) | 15\% | (59) | 5\% | (21) | 10\% | (40) | 54\% | (214) | 394 |
| 4-Region: Midwest | 13\% | (58) | 17\% | (81) | 6\% | (28) | 11\% | (51) | 53\% | (245) | 462 |
| 4-Region: South | 14\% | (112) | 14\% | (115) | 7\% | (55) | 10\% | (85) | 55\% | (457) | 824 |
| 4-Region: West | 12\% | (62) | 17\% | (90) | 6\% | (32) | 9\% | (49) | 55\% | (286) | 519 |

Continued on next page

Table HR24_7: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Darrell Hammond as Al Gore

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 13\% | (291) | 16\% | (344) | 6\% | (136) | 10\% | (225) | 55\% | (1203) | 2199 |
| TV shows: Every day | 15\% | (177) | 17\% | (192) | 7\% | (80) | 9\% | (100) | 52\% | (600) | 1148 |
| TV shows: Several times per week | 12\% | (61) | 18\% | (93) | 6\% | (32) | $11 \%$ | (55) | 53\% | (272) | 512 |
| TV shows: About once per week | 10\% | (14) | 18\% | (27) | 4\% | (5) | 18\% | (26) | 50\% | (71) | 144 |
| TV shows: Several times per month | 12\% | (12) | 14\% | (14) | 13\% | (13) | 14\% | (14) | 46\% | (47) | 101 |
| TV shows: About once per month | 6\% | (3) | 1\% | (0) | 7\% | (3) | 6\% | (3) | 80\% | (38) | 48 |
| TV shows: Less often than once per month | 15\% | (11) | 6\% | (5) | 2\% | (1) | 12\% | (9) | 65\% | (51) | 78 |
| TV shows: Never | 7\% | (12) | 8\% | (14) | 1\% | (1) | 10\% | (17) | $74 \%$ | (124) | 169 |
| Movies: Every day | 20\% | (80) | 15\% | (61) | 7\% | (27) | 10\% | (39) | 48\% | (192) | 399 |
| Movies: Several times per week | 13\% | (77) | 19\% | (110) | 7\% | (42) | 13\% | (74) | 47\% | (270) | 574 |
| Movies: About once per week | 16\% | (59) | 14\% | (55) | 9\% | (36) | 7\% | (29) | 53\% | (204) | 383 |
| Movies: Several times per month | 9\% | (24) | 20\% | (56) | 7\% | (19) | 10\% | (27) | 54\% | (147) | 273 |
| Movies: About once per month | 8\% | (13) | 14\% | (25) | 5\% | (8) | $11 \%$ | (18) | 63\% | (108) | 173 |
| Movies: Less often than once per month | 10\% | (20) | 13\% | (26) | 1\% | (1) | 9\% | (17) | 68\% | (136) | 201 |
| Movies: Never | 8\% | (17) | 6\% | (12) | 1\% | (2) | 10\% | (20) | $74 \%$ | (145) | 196 |
| Sports: Every day | 26\% | (40) | $21 \%$ | (34) | 14\% | (21) | 13\% | (20) | 27\% | (42) | 158 |
| Sports: Several times per week | 16\% | (52) | 24\% | (81) | 9\% | (29) | 12\% | (41) | 39\% | (130) | 332 |
| Sports: About once per week | 16\% | (43) | 17\% | (47) | 7\% | (20) | 9\% | (25) | 52\% | (144) | 279 |
| Sports: Several times per month | 15\% | (35) | 18\% | (42) | 8\% | (19) | $7 \%$ | (15) | 52\% | (118) | 228 |
| Sports: About once per month | $14 \%$ | (24) | 15\% | (26) | 6\% | (11) | 10\% | (17) | 55\% | (95) | 174 |
| Sports: Less often than once per month | 12\% | (44) | 13\% | (48) | 4\% | (16) | 12\% | (42) | 59\% | (213) | 363 |
| Sports: Never | 8\% | (54) | 10\% | (67) | $3 \%$ | (20) | 10\% | (65) | 69\% | (460) | 666 |
| Cable: I currently subscribe | 15\% | (171) | 18\% | (202) | 8\% | (88) | 11\% | (118) | 48\% | (530) | 1108 |
| Cable: I subscribed in the past | 13\% | (95) | 15\% | (108) | 5\% | (37) | 10\% | (71) | 57\% | (416) | 727 |
| Cable: I have never subscribed | 7\% | (25) | 10\% | (35) | 3\% | (11) | 10\% | (37) | 71\% | (257) | 365 |
| Satellite television: I currently subscribe | 12\% | (61) | 17\% | (87) | 8\% | (40) | $11 \%$ | (59) | 53\% | (278) | 526 |
| Satellite television: I subscribed in the past | 13\% | (75) | 16\% | (96) | 7\% | (41) | 10\% | (61) | 54\% | (325) | 597 |
| Satellite television: I have never subscribed | $14 \%$ | (155) | 15\% | (161) | 5\% | (55) | 10\% | (105) | 56\% | (600) | 1076 |

[^390]Table HR24_7: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Darrell Hammond as Al Gore

| Demographic | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Don't know / <br> No opinion | Total N |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

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

Table HR24_8: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Darrell Hammond as Dick Cheney

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  |  | know / <br> pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 13\% | (294) | 14\% | (317) | 6\% | (136) | 10\% | (230) | 56\% | (1223) | 2199 |
| Gender: Male | 16\% | (168) | 18\% | (187) | 8\% | (90) | 12\% | (123) | 47\% | (493) | 1061 |
| Gender: Female | 11\% | (126) | $11 \%$ | (130) | 4\% | (46) | 9\% | (107) | 64\% | (729) | 1138 |
| Age: 18-29 | 13\% | (55) | 16\% | (65) | 7\% | (27) | 7\% | (31) | 57\% | (233) | 411 |
| Age: 30-44 | 17\% | (101) | 14\% | (84) | 8\% | (46) | 7\% | (40) | 55\% | (330) | 600 |
| Age: 45-54 | 14\% | (47) | 15\% | (52) | 3\% | (10) | $11 \%$ | (37) | 56\% | (188) | 335 |
| Age: 55-64 | 13\% | (54) | 15\% | (62) | 7\% | (30) | 13\% | (55) | 52\% | (216) | 417 |
| Age: 65+ | 8\% | (36) | 13\% | (55) | 5\% | (23) | 15\% | (67) | $59 \%$ | (256) | 436 |
| Generation Z: 18-21 | 17\% | (19) | 13\% | (15) | 8\% | (10) | 5\% | (5) | 57\% | (66) | 116 |
| Millennial: Age 22-37 | 15\% | (98) | 16\% | (102) | 8\% | (54) | 9\% | (57) | 53\% | (346) | 657 |
| Generation X: Age 38-53 | 15\% | (79) | $14 \%$ | (78) | 3\% | (19) | 7\% | (40) | 60\% | (328) | 543 |
| Boomers: Age 54-72 | 12\% | (89) | 14\% | (111) | 6\% | (50) | 14\% | (106) | 54\% | (416) | 772 |
| PID: Dem (no lean) | 20\% | (162) | 17\% | (140) | 6\% | (45) | 6\% | (50) | 51\% | (410) | 806 |
| PID: Ind (no lean) | 10\% | (74) | 15\% | (112) | 5\% | (40) | 8\% | (64) | 62\% | (464) | 754 |
| PID: Rep (no lean) | 9\% | (58) | 10\% | (65) | 8\% | (51) | 18\% | (116) | 55\% | (349) | 639 |
| PID/Gender: Dem Men | 26\% | (104) | 19\% | (74) | 9\% | (36) | 7\% | (28) | 39\% | (153) | 395 |
| PID/Gender: Dem Women | 14\% | (58) | 16\% | (66) | $2 \%$ | (9) | 5\% | (21) | 62\% | (257) | 411 |
| PID/Gender: Ind Men | 10\% | (34) | 21\% | (68) | 6\% | (21) | 9\% | (31) | 53\% | (173) | 326 |
| PID/Gender: Ind Women | 9\% | (40) | 10\% | (44) | 4\% | (19) | 8\% | (33) | 68\% | (292) | 427 |
| PID/Gender: Rep Men | 9\% | (30) | 13\% | (45) | 10\% | (33) | 19\% | (64) | 49\% | (168) | 339 |
| PID/Gender: Rep Women | 9\% | (28) | 7\% | (20) | 6\% | (18) | 18\% | (53) | 60\% | (181) | 300 |
| Ideo: Liberal (1-3) | $21 \%$ | (144) | 22\% | (151) | 6\% | (41) | 5\% | (31) | 46\% | (307) | 674 |
| Ideo: Moderate (4) | 14\% | (77) | 13\% | (72) | 8\% | (42) | 9\% | (48) | 56\% | (304) | 544 |
| Ideo: Conservative (5-7) | 9\% | (64) | 12\% | (87) | 7\% | (48) | 18\% | (131) | 54\% | (383) | 712 |

Continued on next page

Table HR24_8: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Darrell Hammond as Dick Cheney

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 13\% | (294) | 14\% | (317) | 6\% | (136) | 10\% | (230) | 56\% | (1223) | 2199 |
| Educ: < College | 13\% | (194) | 12\% | (182) | 6\% | (92) | 10\% | (150) | 59\% | (893) | 1512 |
| Educ: Bachelors degree | 14\% | (64) | $21 \%$ | (91) | 7\% | (29) | 12\% | (53) | 47\% | (207) | 444 |
| Educ: Post-grad | 15\% | (36) | 18\% | (44) | 6\% | (15) | 11\% | (26) | 50\% | (123) | 243 |
| Income: Under 50k | 12\% | (160) | 13\% | (174) | 7\% | (87) | 8\% | (110) | 59\% | (766) | 1297 |
| Income: 50k-100k | 15\% | (89) | 16\% | (96) | 6\% | (34) | 13\% | (82) | 51\% | (313) | 615 |
| Income: 100k+ | 15\% | (44) | 17\% | (48) | 5\% | (14) | 13\% | (38) | 50\% | (144) | 287 |
| Ethnicity: White | 12\% | (211) | 13\% | (230) | 5\% | (92) | 11\% | (191) | 58\% | (998) | 1722 |
| Ethnicity: Hispanic | 23\% | (82) | 12\% | (43) | 9\% | (31) | 5\% | (19) | 50\% | (175) | 350 |
| Ethnicity: Afr. Am. | 16\% | (44) | 20\% | (54) | 10\% | (27) | 9\% | (24) | 46\% | (126) | 274 |
| Ethnicity: Other | 19\% | (39) | 16\% | (33) | 8\% | (16) | 8\% | (15) | 49\% | (99) | 203 |
| Relig: Protestant | $11 \%$ | (58) | 14\% | (76) | 8\% | (40) | 14\% | (77) | 53\% | (288) | 539 |
| Relig: Roman Catholic | $14 \%$ | (62) | 15\% | (65) | 8\% | (35) | 11\% | (48) | 52\% | (225) | 436 |
| Relig: Something Else | 14\% | (27) | 12\% | (23) | 5\% | (9) | 7\% | (13) | 61\% | (114) | 187 |
| Relig: Jewish | 22\% | (12) | 25\% | (13) | 5\% | (3) | 6\% | (3) | 43\% | (23) | 54 |
| Relig: Evangelical | 14\% | (116) | 13\% | (105) | 7\% | (57) | 10\% | (83) | 55\% | (444) | 805 |
| Relig: Non-Evang. Catholics | 9\% | (32) | 17\% | (59) | 8\% | (27) | 16\% | (55) | 51\% | (183) | 357 |
| Relig: All Christian | 13\% | (148) | 14\% | (164) | 7\% | (84) | 12\% | (138) | 54\% | (627) | 1161 |
| Relig: All Non-Christian | 13\% | (29) | 10\% | (21) | 5\% | (11) | 12\% | (27) | 61\% | (136) | 224 |
| Community: Urban | 15\% | (87) | 17\% | (99) | 6\% | (34) | 9\% | (52) | 53\% | (302) | 575 |
| Community: Suburban | 14\% | (140) | 15\% | (149) | 7\% | (73) | 10\% | (99) | 53\% | (521) | 982 |
| Community: Rural | 10\% | (67) | 11\% | (69) | 4\% | (28) | 12\% | (78) | 62\% | (400) | 643 |

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Darrell Hammond as Dick Cheney

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 13\% | (294) | 14\% | (317) | 6\% | (136) | 10\% | (230) | 56\% | (1223) | 2199 |
| Employ: Private Sector | 18\% | (117) | 17\% | (111) | 6\% | (40) | 11\% | (71) | 49\% | (322) | 661 |
| Employ: Government | 13\% | (17) | 22\% | (27) | 6\% | (8) | 10\% | (12) | 49\% | (61) | 124 |
| Employ: Self-Employed | 13\% | (26) | 13\% | (26) | 12\% | (24) | 11\% | (22) | 50\% | (97) | 195 |
| Employ: Homemaker | 10\% | (17) | 10\% | (17) | 3\% | (6) | 10\% | (16) | 67\% | (114) | 170 |
| Employ: Student | 16\% | (12) | $22 \%$ | (17) | 6\% | (5) | 3\% | (2) | 53\% | (42) | 79 |
| Employ: Retired | 11\% | (59) | 14\% | (73) | 4\% | (23) | $14 \%$ | (74) | 56\% | (295) | 523 |
| Employ: Unemployed | 9\% | (24) | 6\% | (17) | 9\% | (23) | 8\% | (20) | 68\% | (178) | 262 |
| Employ: Other | 12\% | (23) | 16\% | (29) | 4\% | (7) | 7\% | (13) | 61\% | (113) | 185 |
| Military HH: Yes | 10\% | (40) | 17\% | (67) | 8\% | (29) | 12\% | (45) | 53\% | (203) | 384 |
| Military HH: No | 14\% | (254) | 14\% | (250) | 6\% | (106) | 10\% | (185) | 56\% | (1019) | 1815 |
| RD/WT: Right Direction | 10\% | (80) | 12\% | (102) | 7\% | (57) | 16\% | (135) | 55\% | (453) | 826 |
| RD/WT: Wrong Track | 16\% | (214) | 16\% | (215) | 6\% | (79) | 7\% | (95) | 56\% | (770) | 1373 |
| Trump Job Approve | 10\% | (84) | 13\% | (111) | 7\% | (58) | 18\% | (154) | 53\% | (462) | 870 |
| Trump Job Disapprove | 17\% | (206) | 17\% | (205) | 6\% | (75) | 6\% | (68) | 55\% | (674) | 1227 |
| Trump Job Strongly Approve | 11\% | (49) | 8\% | (34) | 4\% | (18) | 24\% | (108) | 52\% | (230) | 440 |
| Trump Job Somewhat Approve | 8\% | (35) | 18\% | (77) | 9\% | (40) | 11\% | (47) | 54\% | (232) | 429 |
| Trump Job Somewhat Disapprove | 14\% | (41) | 14\% | (43) | 7\% | (22) | 6\% | (19) | 58\% | (173) | 297 |
| Trump Job Strongly Disapprove | 18\% | (164) | 17\% | (163) | 6\% | (53) | 5\% | (49) | 54\% | (501) | 930 |
| Favorable of Trump | 9\% | (77) | 11\% | (96) | 7\% | (61) | 19\% | (163) | 53\% | (451) | 847 |
| Unfavorable of Trump | 18\% | (213) | 18\% | (217) | 5\% | (65) | 5\% | (58) | 54\% | (659) | 1212 |
| Very Favorable of Trump | 12\% | (55) | 7\% | (32) | 5\% | (26) | 25\% | (120) | 51\% | (245) | 479 |
| Somewhat Favorable of Trump | 6\% | (21) | 17\% | (64) | 9\% | (34) | 12\% | (43) | 56\% | (206) | 368 |
| Somewhat Unfavorable of Trump | 16\% | (38) | 16\% | (38) | 7\% | (15) | 8\% | (19) | 53\% | (126) | 236 |
| Very Unfavorable of Trump | 18\% | (175) | 18\% | (179) | 5\% | (49) | 4\% | (39) | 55\% | (533) | 976 |

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Darrell Hammond as Dick Cheney

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 13\% | (294) | 14\% | (317) | 6\% | (136) | 10\% | (230) | 56\% | (1223) | 2199 |
| \#1 Issue: Economy | 14\% | (80) | 17\% | (94) | 6\% | (31) | 7\% | (38) | 57\% | (317) | 560 |
| \#1 Issue: Security | 8\% | (35) | 9\% | (39) | 6\% | (28) | 20\% | (90) | 57\% | (249) | 441 |
| \#1 Issue: Health Care | 15\% | (57) | 16\% | (58) | 7\% | (27) | 7\% | (25) | 55\% | (201) | 368 |
| \#1 Issue: Medicare / Social Security | 12\% | (45) | 13\% | (48) | 5\% | (18) | 12\% | (42) | 57\% | (206) | 359 |
| \#1 Issue: Women's Issues | 23\% | (29) | 11\% | (14) | 7\% | (9) | 10\% | (12) | 49\% | (61) | 126 |
| \#1 Issue: Education | 14\% | (22) | 18\% | (27) | 10\% | (15) | 8\% | (13) | 50\% | (76) | 154 |
| \#1 Issue: Energy | 17\% | (17) | 26\% | (26) | 2\% | (2) | 1\% | (1) | 54\% | (54) | 100 |
| \#1 Issue: Other | 11\% | (10) | 12\% | (12) | 5\% | (5) | 8\% | (8) | 63\% | (59) | 93 |
| 2018 House Vote: Democrat | 20\% | (167) | 22\% | (181) | 6\% | (51) | 4\% | (33) | 49\% | (408) | 839 |
| 2018 House Vote: Republican | 8\% | (51) | 11\% | (68) | 8\% | (50) | 21\% | (138) | 52\% | (336) | 643 |
| 2018 House Vote: Someone else | 19\% | (19) | 13\% | (13) | 3\% | (3) | 12\% | (13) | 53\% | (56) | 105 |
| 2018 House Vote: Didnt Vote | 9\% | (52) | 9\% | (54) | 5\% | (32) | 7\% | (45) | 70\% | (422) | 605 |
| 2016 Vote: Hillary Clinton | $21 \%$ | (152) | 18\% | (129) | 7\% | (50) | 4\% | (26) | 50\% | (362) | 719 |
| 2016 Vote: Donald Trump | 9\% | (57) | 12\% | (81) | 7\% | (48) | 20\% | (135) | 52\% | (345) | 666 |
| 2016 Vote: Someone else | 11\% | (20) | 25\% | (44) | $4 \%$ | (7) | 7\% | (12) | 53\% | (95) | 178 |
| 2016 Vote: Didnt Vote | 10\% | (65) | 10\% | (60) | 5\% | (31) | 9\% | (55) | 67\% | (419) | 629 |
| Voted in 2014: Yes | 14\% | (194) | 17\% | (237) | 7\% | (98) | 12\% | (162) | 49\% | (675) | 1366 |
| Voted in 2014: No | 12\% | (100) | 10\% | (80) | 5\% | (38) | 8\% | (68) | 66\% | (548) | 833 |
| 2012 Vote: Barack Obama | 19\% | (164) | 20\% | (170) | 7\% | (57) | 6\% | (51) | 48\% | (413) | 854 |
| 2012 Vote: Mitt Romney | 8\% | (38) | 10\% | (51) | 7\% | (33) | 20\% | (100) | 56\% | (279) | 501 |
| 2012 Vote: Other | 4\% | (3) | 14\% | (12) | 7\% | (6) | 18\% | (16) | 57\% | (49) | 87 |
| 2012 Vote: Didn't Vote | 12\% | (89) | 11\% | (84) | 5\% | (39) | 8\% | (63) | 64\% | (478) | 752 |
| 4-Region: Northeast | 14\% | (54) | 15\% | (59) | 8\% | (32) | 8\% | (33) | 55\% | (216) | 394 |
| 4-Region: Midwest | 13\% | (59) | 15\% | (69) | 6\% | (27) | 12\% | (55) | 55\% | (253) | 462 |
| 4-Region: South | 14\% | (116) | 14\% | (115) | 6\% | (46) | 11\% | (92) | 55\% | (455) | 824 |
| 4-Region: West | 12\% | (65) | 14\% | (75) | 6\% | (31) | 10\% | (49) | 58\% | (299) | 519 |

Continued on next page

Table HR24_8: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Darrell Hammond as Dick Cheney

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  |  | know / pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 13\% | (294) | 14\% | (317) | 6\% | (136) | 10\% | (230) | 56\% | (1223) | 2199 |
| TV shows: Every day | 15\% | (177) | 15\% | (168) | 6\% | (70) | 10\% | (119) | 53\% | (614) | 1148 |
| TV shows: Several times per week | 13\% | (66) | 17\% | (86) | 7\% | (35) | 10\% | (50) | 54\% | (275) | 512 |
| TV shows: About once per week | 12\% | (17) | 18\% | (25) | $4 \%$ | (6) | 10\% | (14) | 57\% | (82) | 144 |
| TV shows: Several times per month | 15\% | (15) | 16\% | (16) | 12\% | (13) | 8\% | (9) | 48\% | (49) | 101 |
| TV shows: About once per month | 6\% | (3) | 5\% | (2) | 5\% | (2) | $11 \%$ | (5) | 73\% | (35) | 48 |
| TV shows: Less often than once per month | 4\% | (3) | $11 \%$ | (8) | $2 \%$ | (2) | 15\% | (12) | 68\% | (53) | 78 |
| TV shows: Never | 7\% | (12) | 6\% | (10) | 5\% | (9) | 13\% | (21) | 69\% | (116) | 169 |
| Movies: Every day | 19\% | (75) | 13\% | (50) | 8\% | (30) | 11\% | (44) | 50\% | (200) | 399 |
| Movies: Several times per week | 14\% | (82) | 18\% | (104) | 6\% | (34) | 11\% | (64) | 51\% | (290) | 574 |
| Movies: About once per week | 15\% | (56) | 16\% | (61) | 8\% | (30) | 10\% | (37) | 52\% | (199) | 383 |
| Movies: Several times per month | 11\% | (29) | 19\% | (52) | 7\% | (20) | 10\% | (27) | 53\% | (144) | 273 |
| Movies: About once per month | 12\% | (20) | 12\% | (21) | 3\% | (6) | 9\% | (16) | 64\% | (110) | 173 |
| Movies: Less often than once per month | 11\% | (22) | 8\% | (16) | 1\% | (3) | 9\% | (19) | 70\% | (141) | 201 |
| Movies: Never | 5\% | (10) | 7\% | (13) | 6\% | (12) | 12\% | (23) | 70\% | (138) | 196 |
| Sports: Every day | 23\% | (36) | 26\% | (41) | 9\% | (14) | 6\% | (9) | 36\% | (57) | 158 |
| Sports: Several times per week | 16\% | (55) | 19\% | (64) | 8\% | (26) | 16\% | (55) | 40\% | (133) | 332 |
| Sports: About once per week | 17\% | (47) | 20\% | (55) | 6\% | (17) | 8\% | (23) | 49\% | (138) | 279 |
| Sports: Several times per month | 15\% | (33) | 15\% | (35) | 10\% | (23) | 7\% | (16) | 53\% | (120) | 228 |
| Sports: About once per month | 15\% | (26) | 12\% | (20) | 8\% | (15) | 9\% | (15) | 57\% | (99) | 174 |
| Sports: Less often than once per month | 12\% | (42) | 13\% | (47) | 3\% | (11) | 12\% | (43) | 61\% | (220) | 363 |
| Sports: Never | 8\% | (56) | 8\% | (54) | 5\% | (31) | 10\% | (69) | 69\% | (456) | 666 |
| Cable: I currently subscribe | 16\% | (175) | 17\% | (191) | 7\% | (79) | 11\% | (119) | 49\% | (544) | 1108 |
| Cable: I subscribed in the past | 12\% | (89) | 13\% | (98) | 6\% | (40) | 10\% | (72) | 59\% | (427) | 727 |
| Cable: I have never subscribed | 8\% | (30) | 8\% | (28) | 5\% | (16) | 10\% | (38) | 69\% | (252) | 365 |
| Satellite television: I currently subscribe | 12\% | (62) | 13\% | (69) | 6\% | (32) | 12\% | (65) | 57\% | (298) | 526 |
| Satellite television: I subscribed in the past | 13\% | (79) | 18\% | (106) | 5\% | (33) | 10\% | (58) | 54\% | (322) | 597 |
| Satellite television: I have never subscribed | 14\% | (153) | 13\% | (143) | 7\% | (71) | 10\% | (107) | 56\% | (603) | 1076 |

Continued on next page

Table HR24_8: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Darrell Hammond as Dick Cheney

| Demographic | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Don't know / <br> No opinion | Total N |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

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

Table HR24_9: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Fred Armisen as Barack Obama

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don' No | know / <br> pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 18\% | (394) | 15\% | (331) | 6\% | (130) | 11\% | (234) | 50\% | (1110) | 2199 |
| Gender: Male | 21\% | (222) | 17\% | (176) | 8\% | (80) | 11\% | (117) | 44\% | (466) | 1061 |
| Gender: Female | 15\% | (172) | 14\% | (155) | 4\% | (50) | 10\% | (118) | 57\% | (644) | 1138 |
| Age: 18-29 | 20\% | (80) | 15\% | (64) | 8\% | (32) | 8\% | (32) | 50\% | (204) | 411 |
| Age: 30-44 | 21\% | (127) | 15\% | (88) | 7\% | (43) | 7\% | (43) | 50\% | (300) | 600 |
| Age: 45-54 | 19\% | (64) | 12\% | (41) | 6\% | (20) | 11\% | (37) | $52 \%$ | (173) | 335 |
| Age: 55-64 | 16\% | (66) | 19\% | (80) | 4\% | (15) | 15\% | (63) | 46\% | (193) | 417 |
| Age: 65+ | 13\% | (57) | 13\% | (59) | 5\% | (21) | 14\% | (60) | 55\% | (239) | 436 |
| Generation Z: 18-21 | 21\% | (25) | 19\% | (22) | 9\% | (11) | 7\% | (9) | 43\% | (50) | 116 |
| Millennial: Age 22-37 | 21\% | (135) | 14\% | (90) | 9\% | (60) | 8\% | (54) | 48\% | (318) | 657 |
| Generation X: Age 38-53 | 19\% | (104) | 14\% | (75) | 4\% | (22) | 8\% | (43) | 55\% | (299) | 543 |
| Boomers: Age 54-72 | 16\% | (121) | 16\% | (127) | 4\% | (34) | $14 \%$ | (111) | 49\% | (379) | 772 |
| PID: Dem (no lean) | 30\% | (240) | 19\% | (154) | 4\% | (32) | 4\% | (35) | 43\% | (345) | 806 |
| PID: Ind (no lean) | 12\% | (91) | 15\% | (114) | 7\% | (52) | 10\% | (76) | 56\% | (420) | 754 |
| PID: Rep (no lean) | 10\% | (63) | 10\% | (63) | 7\% | (46) | 19\% | (123) | $54 \%$ | (344) | 639 |
| PID/Gender: Dem Men | 35\% | (137) | 22\% | (86) | 5\% | (20) | 4\% | (17) | 34\% | (135) | 395 |
| PID/Gender: Dem Women | 25\% | (103) | 17\% | (68) | 3\% | (11) | 4\% | (18) | $51 \%$ | (210) | 411 |
| PID/Gender: Ind Men | 15\% | (50) | 17\% | (55) | 10\% | (34) | 9\% | (30) | 48\% | (158) | 326 |
| PID/Gender: Ind Women | 10\% | (41) | 14\% | (59) | 4\% | (19) | 11\% | (46) | 61\% | (262) | 427 |
| PID/Gender: Rep Men | 10\% | (35) | 11\% | (36) | 8\% | (26) | 20\% | (69) | 51\% | (173) | 339 |
| PID/Gender: Rep Women | 9\% | (28) | 9\% | (27) | 7\% | (20) | 18\% | (54) | 57\% | (171) | 300 |
| Ideo: Liberal (1-3) | 30\% | (204) | 23\% | (152) | 6\% | (40) | 3\% | (21) | 38\% | (257) | 674 |
| Ideo: Moderate (4) | 19\% | (106) | 15\% | (81) | 8\% | (42) | 9\% | (50) | 49\% | (265) | 544 |
| Ideo: Conservative (5-7) | 10\% | (70) | 12\% | (82) | 6\% | (42) | 20\% | (143) | 53\% | (375) | 712 |

Continued on next page

Table HR24_9: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Fred Armisen as Barack Obama

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 18\% | (394) | 15\% | (331) | 6\% | (130) | $11 \%$ | (234) | 50\% | (1110) | 2199 |
| Educ: < College | 17\% | (261) | 13\% | (199) | 6\% | (86) | 10\% | (155) | 54\% | (810) | 1512 |
| Educ: Bachelors degree | 19\% | (83) | 20\% | (87) | 7\% | (29) | $11 \%$ | (49) | 44\% | (196) | 444 |
| Educ: Post-grad | 21\% | (51) | 18\% | (45) | 6\% | (15) | 12\% | (30) | 43\% | (104) | 243 |
| Income: Under 50k | 17\% | (220) | 15\% | (196) | 6\% | (77) | 9\% | (117) | 53\% | (687) | 1297 |
| Income: 50k-100k | 20\% | (122) | 15\% | (89) | 7\% | (42) | $11 \%$ | (68) | 48\% | (294) | 615 |
| Income: 100k+ | 18\% | (52) | 16\% | (45) | 4\% | (12) | 17\% | (50) | 45\% | (129) | 287 |
| Ethnicity: White | 16\% | (275) | 15\% | (254) | 6\% | (95) | $11 \%$ | (190) | 53\% | (908) | 1722 |
| Ethnicity: Hispanic | 27\% | (93) | 11\% | (40) | 5\% | (18) | 10\% | (34) | 47\% | (165) | 350 |
| Ethnicity: Afr. Am. | 29\% | (79) | 19\% | (52) | 5\% | (14) | 8\% | (22) | 39\% | (107) | 274 |
| Ethnicity: Other | 20\% | (41) | 12\% | (25) | 10\% | (20) | $11 \%$ | (22) | 47\% | (95) | 203 |
| Relig: Protestant | 16\% | (88) | 14\% | (73) | 5\% | (27) | 16\% | (88) | 49\% | (263) | 539 |
| Relig: Roman Catholic | 19\% | (84) | 17\% | (72) | 6\% | (26) | 10\% | (46) | 48\% | (208) | 436 |
| Relig: Something Else | 17\% | (32) | 15\% | (28) | 3\% | (6) | 8\% | (16) | 56\% | (105) | 187 |
| Relig: Jewish | 30\% | (16) | 22\% | (12) | 3\% | (2) | 8\% | (4) | 36\% | (20) | 54 |
| Relig: Evangelical | 18\% | (146) | 15\% | (124) | 4\% | (35) | $11 \%$ | (85) | 52\% | (415) | 805 |
| Relig: Non-Evang. Catholics | 16\% | (57) | 14\% | (50) | 7\% | (24) | 18\% | (65) | 45\% | (161) | 357 |
| Relig: All Christian | 18\% | (204) | 15\% | (173) | 5\% | (59) | 13\% | (150) | 50\% | (576) | 1161 |
| Relig: All Non-Christian | 19\% | (41) | 10\% | (22) | 7\% | (15) | $11 \%$ | (24) | 54\% | (122) | 224 |
| Community: Urban | 22\% | (127) | 15\% | (89) | 7\% | (43) | 8\% | (49) | 47\% | (268) | 575 |
| Community: Suburban | 18\% | (175) | 17\% | (162) | 6\% | (63) | 11\% | (107) | 48\% | (475) | 982 |
| Community: Rural | 14\% | (92) | 12\% | (80) | 4\% | (24) | 12\% | (78) | 57\% | (368) | 643 |

[^393]Table HR24_9: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Fred Armisen as Barack Obama

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 18\% | (394) | 15\% | (331) | 6\% | (130) | 11\% | (234) | 50\% | (1110) | 2199 |
| Employ: Private Sector | 22\% | (144) | 17\% | (115) | 6\% | (40) | 12\% | (81) | 42\% | (280) | 661 |
| Employ: Government | 18\% | (23) | 15\% | (19) | 7\% | (9) | 7\% | (9) | 52\% | (64) | 124 |
| Employ: Self-Employed | 18\% | (35) | 12\% | (24) | 10\% | (20) | 11\% | (22) | 48\% | (94) | 195 |
| Employ: Homemaker | 15\% | (25) | 10\% | (18) | 7\% | (11) | 6\% | (11) | 62\% | (106) | 170 |
| Employ: Student | 27\% | (21) | 19\% | (15) | 3\% | (3) | 6\% | (5) | 45\% | (35) | 79 |
| Employ: Retired | 14\% | (75) | 15\% | (79) | 5\% | (25) | 15\% | (78) | 51\% | (266) | 523 |
| Employ: Unemployed | 13\% | (33) | 15\% | (40) | 5\% | (13) | 5\% | (12) | 63\% | (164) | 262 |
| Employ: Other | 21\% | (38) | 12\% | (21) | 5\% | (8) | 8\% | (16) | 55\% | (101) | 185 |
| Military HH: Yes | 13\% | (52) | 16\% | (61) | 7\% | (28) | $14 \%$ | (53) | 50\% | (191) | 384 |
| Military HH: No | 19\% | (342) | 15\% | (270) | 6\% | (102) | 10\% | (181) | 51\% | (919) | 1815 |
| RD/WT: Right Direction | 11\% | (89) | 11\% | (87) | 8\% | (65) | 16\% | (133) | 55\% | (452) | 826 |
| RD/WT: Wrong Track | 22\% | (305) | 18\% | (244) | 5\% | (65) | 7\% | (101) | 48\% | (658) | 1373 |
| Trump Job Approve | 10\% | (90) | 11\% | (99) | 7\% | (64) | 19\% | (161) | 52\% | (455) | 870 |
| Trump Job Disapprove | 25\% | (301) | 19\% | (230) | 5\% | (63) | 5\% | (67) | 46\% | (567) | 1227 |
| Trump Job Strongly Approve | 12\% | (53) | 8\% | (36) | 5\% | (22) | 23\% | (102) | 51\% | (226) | 440 |
| Trump Job Somewhat Approve | 9\% | (37) | 15\% | (62) | 10\% | (42) | 14\% | (59) | 53\% | (229) | 429 |
| Trump Job Somewhat Disapprove | 17\% | (51) | 14\% | (41) | 8\% | (22) | 10\% | (29) | 52\% | (154) | 297 |
| Trump Job Strongly Disapprove | 27\% | (250) | 20\% | (189) | 4\% | (41) | 4\% | (38) | 44\% | (413) | 930 |
| Favorable of Trump | 10\% | (85) | 10\% | (89) | 8\% | (66) | 19\% | (164) | 52\% | (444) | 847 |
| Unfavorable of Trump | 25\% | (302) | 20\% | (238) | 5\% | (62) | 5\% | (62) | 45\% | (548) | 1212 |
| Very Favorable of Trump | 11\% | (53) | 6\% | (30) | 7\% | (32) | $24 \%$ | (115) | 52\% | (249) | 479 |
| Somewhat Favorable of Trump | 9\% | (32) | 16\% | (59) | 9\% | (34) | 13\% | (49) | 53\% | (195) | 368 |
| Somewhat Unfavorable of Trump | 19\% | (44) | 13\% | (30) | 9\% | (22) | 8\% | (20) | 51\% | (120) | 236 |
| Very Unfavorable of Trump | 26\% | (258) | 21\% | (208) | 4\% | (40) | 4\% | (42) | 44\% | (428) | 976 |

[^394]Table HR24_9: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Fred Armisen as Barack Obama

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 18\% | (394) | 15\% | (331) | 6\% | (130) | 11\% | (234) | 50\% | (1110) | 2199 |
| \#1 Issue: Economy | 16\% | (88) | 19\% | (108) | 7\% | (38) | 9\% | (49) | 49\% | (277) | 560 |
| \#1 Issue: Security | 12\% | (53) | 8\% | (34) | 6\% | (27) | 21\% | (93) | 53\% | (234) | 441 |
| \#1 Issue: Health Care | 22\% | (83) | 20\% | (73) | 4\% | (15) | 5\% | (19) | 48\% | (178) | 368 |
| \#1 Issue: Medicare / Social Security | 19\% | (69) | 14\% | (49) | 6\% | (22) | 10\% | (37) | 50\% | (181) | 359 |
| \#1 Issue: Women's Issues | 30\% | (38) | 9\% | (11) | 4\% | (5) | 6\% | (8) | 50\% | (63) | 126 |
| \#1 Issue: Education | 14\% | (21) | 17\% | (26) | 8\% | (13) | 10\% | (15) | 51\% | (79) | 154 |
| \#1 Issue: Energy | 32\% | (31) | 18\% | (18) | 6\% | (6) | 1\% | (1) | 43\% | (43) | 100 |
| \#1 Issue: Other | 11\% | (10) | 12\% | (11) | 3\% | (3) | 14\% | (13) | 60\% | (56) | 93 |
| 2018 House Vote: Democrat | 28\% | (236) | $21 \%$ | (179) | 6\% | (48) | 3\% | (28) | 42\% | (349) | 839 |
| 2018 House Vote: Republican | 9\% | (59) | 10\% | (67) | 6\% | (41) | 23\% | (145) | 52\% | (332) | 643 |
| 2018 House Vote: Someone else | 21\% | (22) | 8\% | (8) | 8\% | (8) | 12\% | (12) | 52\% | (55) | 105 |
| 2018 House Vote: Didnt Vote | 12\% | (71) | 13\% | (77) | 6\% | (34) | 8\% | (49) | 62\% | (374) | 605 |
| 2016 Vote: Hillary Clinton | 29\% | (211) | 20\% | (143) | 4\% | (30) | 3\% | (22) | 43\% | (312) | 719 |
| 2016 Vote: Donald Trump | 8\% | (56) | 12\% | (80) | 7\% | (45) | 21\% | (138) | 52\% | (347) | 666 |
| 2016 Vote: Someone else | 20\% | (35) | 18\% | (31) | 7\% | (12) | 8\% | (15) | 48\% | (85) | 178 |
| 2016 Vote: Didnt Vote | 15\% | (92) | 12\% | (73) | 7\% | (43) | 9\% | (58) | 58\% | (364) | 629 |
| Voted in 2014: Yes | 20\% | (270) | 17\% | (228) | 6\% | (78) | 12\% | (162) | 46\% | (627) | 1366 |
| Voted in 2014: No | 15\% | (124) | 12\% | (103) | 6\% | (52) | 9\% | (72) | 58\% | (483) | 833 |
| 2012 Vote: Barack Obama | 28\% | (241) | $21 \%$ | (176) | 5\% | (40) | 5\% | (39) | 42\% | (358) | 854 |
| 2012 Vote: Mitt Romney | 7\% | (34) | 12\% | (60) | 6\% | (31) | 22\% | (112) | 53\% | (263) | 501 |
| 2012 Vote: Other | 8\% | (7) | 10\% | (8) | 10\% | (9) | 19\% | (16) | 53\% | (46) | 87 |
| 2012 Vote: Didn't Vote | 15\% | (112) | 11\% | (86) | 7\% | (49) | 9\% | (67) | 58\% | (439) | 752 |
| 4-Region: Northeast | 21\% | (83) | 14\% | (54) | 6\% | (24) | 11\% | (42) | 48\% | (190) | 394 |
| 4-Region: Midwest | 17\% | (77) | 16\% | (73) | 8\% | (36) | 10\% | (46) | 50\% | (230) | 462 |
| 4-Region: South | 18\% | (148) | 14\% | (115) | 5\% | (43) | 12\% | (97) | 51\% | (421) | 824 |
| 4-Region: West | 17\% | (86) | 17\% | (88) | 5\% | (27) | 9\% | (49) | 52\% | (268) | 519 |

Continued on next page

Table HR24_9: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Fred Armisen as Barack Obama

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  |  | know / <br> pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 18\% | (394) | 15\% | (331) | 6\% | (130) | 11\% | (234) | 50\% | (1110) | 2199 |
| TV shows: Every day | 20\% | (225) | 17\% | (191) | 5\% | (61) | $11 \%$ | (123) | 48\% | (548) | 1148 |
| TV shows: Several times per week | 18\% | (92) | 18\% | (90) | 6\% | (31) | 11\% | (57) | 47\% | (241) | 512 |
| TV shows: About once per week | 15\% | (21) | 15\% | (22) | 8\% | (12) | 7\% | (10) | 55\% | (78) | 144 |
| TV shows: Several times per month | 16\% | (16) | 12\% | (12) | 14\% | (14) | 12\% | (12) | 46\% | (47) | 101 |
| TV shows: About once per month | 8\% | (4) | 6\% | (3) | 5\% | (3) | 9\% | (4) | 72\% | (35) | 48 |
| TV shows: Less often than once per month | 17\% | (13) | 3\% | (2) | $7 \%$ | (5) | 11\% | (9) | 63\% | (49) | 78 |
| TV shows: Never | 13\% | (22) | 7\% | (11) | 2\% | (4) | 11\% | (19) | 66\% | (112) | 169 |
| Movies: Every day | 24\% | (95) | 12\% | (49) | 8\% | (31) | 11\% | (46) | 45\% | (179) | 399 |
| Movies: Several times per week | 20\% | (117) | 19\% | (112) | 5\% | (31) | 9\% | (52) | 46\% | (263) | 574 |
| Movies: About once per week | 19\% | (74) | 17\% | (65) | 6\% | (24) | 10\% | (38) | 48\% | (182) | 383 |
| Movies: Several times per month | 14\% | (39) | 17\% | (48) | 10\% | (27) | $12 \%$ | (34) | 46\% | (126) | 273 |
| Movies: About once per month | 13\% | (23) | 12\% | (21) | 6\% | (10) | $11 \%$ | (19) | 58\% | (100) | 173 |
| Movies: Less often than once per month | 12\% | (25) | 12\% | (24) | $2 \%$ | (4) | 12\% | (25) | 62\% | (124) | 201 |
| Movies: Never | 11\% | (22) | 7\% | (13) | 2\% | (3) | 11\% | (22) | 69\% | (135) | 196 |
| Sports: Every day | $31 \%$ | (49) | 17\% | (27) | 12\% | (19) | 8\% | (13) | $31 \%$ | (49) | 158 |
| Sports: Several times per week | 23\% | (76) | 21\% | (71) | 9\% | (28) | 13\% | (45) | 34\% | (112) | 332 |
| Sports: About once per week | 16\% | (46) | 18\% | (51) | 6\% | (16) | 9\% | (26) | 50\% | (141) | 279 |
| Sports: Several times per month | 20\% | (46) | 15\% | (34) | 9\% | (20) | 8\% | (18) | 48\% | (110) | 228 |
| Sports: About once per month | 16\% | (28) | 18\% | (31) | 5\% | (9) | 10\% | (18) | 51\% | (89) | 174 |
| Sports: Less often than once per month | 17\% | (63) | 14\% | (50) | 5\% | (18) | 12\% | (43) | 52\% | (189) | 363 |
| Sports: Never | 13\% | (87) | 10\% | (68) | 3\% | (19) | 11\% | (72) | 63\% | (420) | 666 |
| Cable: I currently subscribe | 22\% | (248) | 16\% | (177) | 7\% | (79) | 10\% | (115) | 44\% | (489) | 1108 |
| Cable: I subscribed in the past | 16\% | (113) | 16\% | (119) | 5\% | (37) | 12\% | (86) | $51 \%$ | (372) | 727 |
| Cable: I have never subscribed | 9\% | (33) | 10\% | (35) | $4 \%$ | (14) | 9\% | (33) | 68\% | (249) | 365 |
| Satellite television: I currently subscribe | 19\% | (98) | 11\% | (56) | 6\% | (34) | 12\% | (63) | 52\% | (275) | 526 |
| Satellite television: I subscribed in the past | $18 \%$ | (105) | 17\% | (100) | 7\% | (44) | 10\% | (62) | 48\% | (286) | 597 |
| Satellite television: I have never subscribed | 18\% | (191) | 16\% | (175) | 5\% | (52) | 10\% | (109) | 51\% | (549) | 1076 |

[^395]Table HR24_9: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Fred Armisen as Barack Obama

| Demographic | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Don't know / <br> No opinion | Total N |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

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

Table HR24_10: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Larry David as Bernie Sanders

| Demographic | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Don't know <br> No opinion | Total N |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

Continued on next page

Table HR24_10: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Larry David as Bernie Sanders

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 20\% | (430) | 14\% | (310) | 5\% | (113) | 11\% | (245) | 50\% | (1102) | 2199 |
| Educ: < College | 16\% | (248) | 13\% | (204) | 5\% | (69) | 11\% | (165) | 55\% | (826) | 1512 |
| Educ: Bachelors degree | 26\% | (114) | 16\% | (71) | 7\% | (29) | 11\% | (50) | 41\% | (180) | 444 |
| Educ: Post-grad | 28\% | (67) | 15\% | (35) | 6\% | (15) | 12\% | (30) | 39\% | (96) | 243 |
| Income: Under 50k | 18\% | (229) | 14\% | (182) | $4 \%$ | (53) | 10\% | (134) | 54\% | (699) | 1297 |
| Income: 50k-100k | 23\% | (139) | 12\% | (73) | 7\% | (43) | 12\% | (73) | 47\% | (286) | 615 |
| Income: 100k+ | 21\% | (62) | 19\% | (55) | 6\% | (17) | 13\% | (38) | 40\% | (116) | 287 |
| Ethnicity: White | 18\% | (311) | 13\% | (221) | 5\% | (81) | 12\% | (204) | 53\% | (904) | 1722 |
| Ethnicity: Hispanic | 29\% | (100) | 16\% | (56) | 5\% | (17) | 8\% | (27) | 43\% | (150) | 350 |
| Ethnicity: Afr. Am. | 23\% | (63) | $21 \%$ | (58) | 6\% | (17) | 9\% | (26) | 40\% | (110) | 274 |
| Ethnicity: Other | 27\% | (55) | 15\% | (31) | 7\% | (14) | 8\% | (16) | 43\% | (87) | 203 |
| Relig: Protestant | 17\% | (90) | 12\% | (63) | 5\% | (26) | 17\% | (89) | 50\% | (271) | 539 |
| Relig: Roman Catholic | 19\% | (85) | 14\% | (61) | 8\% | (36) | 9\% | (39) | 49\% | (215) | 436 |
| Relig: Something Else | 18\% | (33) | 15\% | (28) | $4 \%$ | (7) | 7\% | (14) | 56\% | (105) | 187 |
| Relig: Jewish | 37\% | (20) | 17\% | (9) | $2 \%$ | (1) | 8\% | (4) | 36\% | (19) | 54 |
| Relig: Evangelical | 20\% | (159) | 13\% | (108) | $4 \%$ | (35) | 9\% | (74) | 53\% | (428) | 805 |
| Relig: Non-Evang. Catholics | 14\% | (49) | 12\% | (44) | 9\% | (34) | 19\% | (68) | 46\% | (162) | 357 |
| Relig: All Christian | 18\% | (207) | 13\% | (152) | 6\% | (69) | 12\% | (142) | 51\% | (591) | 1161 |
| Relig: All Non-Christian | 14\% | (31) | 13\% | (29) | 3\% | (6) | 15\% | (34) | 55\% | (124) | 224 |
| Community: Urban | 23\% | (134) | 17\% | (96) | $4 \%$ | (25) | 9\% | (51) | 47\% | (268) | 575 |
| Community: Suburban | 21\% | (209) | 14\% | (141) | 6\% | (58) | 11\% | (104) | 48\% | (469) | 982 |
| Community: Rural | 14\% | (87) | 11\% | (73) | 4\% | (29) | $14 \%$ | (90) | 57\% | (364) | 643 |

[^396]Table HR24_10: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Larry David as Bernie Sanders

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 20\% | (430) | 14\% | (310) | 5\% | (113) | $11 \%$ | (245) | 50\% | (1102) | 2199 |
| Employ: Private Sector | 24\% | (161) | 15\% | (102) | 7\% | (46) | 12\% | (81) | 41\% | (271) | 661 |
| Employ: Government | 25\% | (31) | 28\% | (35) | $2 \%$ | (2) | 6\% | (7) | 39\% | (49) | 124 |
| Employ: Self-Employed | 19\% | (37) | 13\% | (26) | 7\% | (14) | 13\% | (26) | 47\% | (92) | 195 |
| Employ: Homemaker | 13\% | (23) | 10\% | (17) | $4 \%$ | (7) | 9\% | (15) | 63\% | (108) | 170 |
| Employ: Student | 35\% | (28) | 12\% | (10) | 7\% | (5) | 1\% | (1) | 45\% | (36) | 79 |
| Employ: Retired | 15\% | (80) | 13\% | (66) | $4 \%$ | (19) | 16\% | (81) | 53\% | (277) | 523 |
| Employ: Unemployed | 12\% | (30) | 13\% | (33) | 3\% | (8) | 8\% | (21) | 65\% | (169) | 262 |
| Employ: Other | $21 \%$ | (39) | 12\% | (22) | 5\% | (10) | 7\% | (13) | 54\% | (101) | 185 |
| Military HH: Yes | 20\% | (76) | 14\% | (52) | 6\% | (22) | 13\% | (50) | 48\% | (185) | 384 |
| Military HH: No | 20\% | (354) | 14\% | (258) | 5\% | (91) | $11 \%$ | (195) | 51\% | (917) | 1815 |
| RD/WT: Right Direction | $11 \%$ | (90) | 12\% | (99) | 7\% | (57) | 17\% | (138) | 54\% | (443) | 826 |
| RD/WT: Wrong Track | 25\% | (340) | 15\% | (211) | $4 \%$ | (55) | 8\% | (108) | 48\% | (659) | 1373 |
| Trump Job Approve | $11 \%$ | (99) | 11\% | (96) | $7 \%$ | (61) | 19\% | (169) | 51\% | (445) | 870 |
| Trump Job Disapprove | 27\% | (327) | 17\% | (212) | $4 \%$ | (49) | 6\% | (69) | 46\% | (570) | 1227 |
| Trump Job Strongly Approve | 10\% | (43) | 10\% | (44) | 8\% | (34) | 24\% | (106) | 49\% | (214) | 440 |
| Trump Job Somewhat Approve | 13\% | (56) | 12\% | (53) | 6\% | (27) | 15\% | (63) | 54\% | (231) | 429 |
| Trump Job Somewhat Disapprove | 14\% | (43) | 17\% | (51) | 8\% | (23) | 5\% | (16) | 55\% | (164) | 297 |
| Trump Job Strongly Disapprove | $31 \%$ | (284) | 17\% | (161) | 3\% | (26) | 6\% | (53) | 44\% | (406) | 930 |
| Favorable of Trump | $11 \%$ | (94) | 11\% | (90) | 8\% | (69) | 19\% | (161) | 51\% | (433) | 847 |
| Unfavorable of Trump | 27\% | (329) | 18\% | (219) | 3\% | (40) | 5\% | (66) | 46\% | (558) | 1212 |
| Very Favorable of Trump | $11 \%$ | (51) | 10\% | (47) | 6\% | (29) | 24\% | (114) | 49\% | (237) | 479 |
| Somewhat Favorable of Trump | 12\% | (43) | 12\% | (43) | $11 \%$ | (40) | 13\% | (47) | 53\% | (196) | 368 |
| Somewhat Unfavorable of Trump | 16\% | (38) | 16\% | (39) | 8\% | (18) | 10\% | (24) | 50\% | (118) | 236 |
| Very Unfavorable of Trump | 30\% | (290) | 18\% | (180) | $2 \%$ | (23) | $4 \%$ | (43) | 45\% | (440) | 976 |

[^397]Table HR24_10: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Larry David as Bernie Sanders

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 20\% | (430) | 14\% | (310) | 5\% | (113) | 11\% | (245) | 50\% | (1102) | 2199 |
| \#1 Issue: Economy | 18\% | (102) | 17\% | (93) | 8\% | (44) | 7\% | (38) | 50\% | (283) | 560 |
| \#1 Issue: Security | 10\% | (45) | 10\% | (45) | 5\% | (23) | 21\% | (93) | 53\% | (235) | 441 |
| \#1 Issue: Health Care | 25\% | (92) | 14\% | (50) | 5\% | (17) | 7\% | (25) | 50\% | (185) | 368 |
| \#1 Issue: Medicare / Social Security | 20\% | (73) | 12\% | (41) | 4\% | (15) | 12\% | (43) | 52\% | (187) | 359 |
| \#1 Issue: Women's Issues | 33\% | (42) | 11\% | (13) | 3\% | (4) | 7\% | (8) | 46\% | (58) | 126 |
| \#1 Issue: Education | 22\% | (34) | 20\% | (30) | 2\% | (4) | 14\% | (21) | 42\% | (64) | 154 |
| \#1 Issue: Energy | 28\% | (27) | 25\% | (25) | 3\% | (3) | 8\% | (8) | 36\% | (36) | 100 |
| \#1 Issue: Other | 16\% | (15) | 13\% | (12) | 3\% | (3) | 9\% | (8) | 59\% | (55) | 93 |
| 2018 House Vote: Democrat | $31 \%$ | (264) | 20\% | (167) | 5\% | (44) | 3\% | (27) | 40\% | (337) | 839 |
| 2018 House Vote: Republican | 10\% | (64) | 9\% | (59) | 7\% | (45) | 23\% | (147) | 51\% | (328) | 643 |
| 2018 House Vote: Someone else | 20\% | (22) | 8\% | (8) | 5\% | (5) | 18\% | (19) | 49\% | (51) | 105 |
| 2018 House Vote: Didnt Vote | 12\% | (76) | 12\% | (75) | 3\% | (18) | 9\% | (52) | 64\% | (386) | 605 |
| 2016 Vote: Hillary Clinton | 32\% | (228) | 18\% | (127) | 5\% | (37) | 4\% | (29) | 41\% | (298) | 719 |
| 2016 Vote: Donald Trump | 10\% | (70) | 11\% | (71) | 7\% | (44) | 22\% | (143) | $51 \%$ | (339) | 666 |
| 2016 Vote: Someone else | 24\% | (42) | 19\% | (34) | 5\% | (10) | 6\% | (11) | 46\% | (81) | 178 |
| 2016 Vote: Didnt Vote | 14\% | (87) | 12\% | (78) | 4\% | (22) | 10\% | (60) | 61\% | (382) | 629 |
| Voted in 2014: Yes | 22\% | (302) | 15\% | (200) | 6\% | (87) | 12\% | (170) | 44\% | (608) | 1366 |
| Voted in 2014: No | 15\% | (128) | 13\% | (110) | 3\% | (26) | 9\% | (76) | 59\% | (494) | 833 |
| 2012 Vote: Barack Obama | 30\% | (254) | 17\% | (147) | 6\% | (50) | 6\% | (50) | 41\% | (354) | 854 |
| 2012 Vote: Mitt Romney | 11\% | (54) | 10\% | (49) | 6\% | (29) | 21\% | (106) | 52\% | (262) | 501 |
| 2012 Vote: Other | 10\% | (9) | 11\% | (10) | 7\% | (6) | 19\% | (17) | 52\% | (45) | 87 |
| 2012 Vote: Didn't Vote | 15\% | (112) | 14\% | (105) | 4\% | (27) | 10\% | (72) | 58\% | (437) | 752 |
| 4-Region: Northeast | 21\% | (82) | 18\% | (72) | 4\% | (16) | 10\% | (40) | 47\% | (184) | 394 |
| 4-Region: Midwest | 17\% | (79) | 16\% | (72) | 6\% | (26) | 13\% | (61) | 49\% | (225) | 462 |
| 4-Region: South | 19\% | (161) | 11\% | (88) | 6\% | (47) | 12\% | (100) | 52\% | (429) | 824 |
| 4-Region: West | $21 \%$ | (108) | 15\% | (78) | 5\% | (24) | 8\% | (44) | 51\% | (264) | 519 |

Continued on next page

Table HR24_10: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Larry David as Bernie Sanders

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 20\% | (430) | 14\% | (310) | 5\% | (113) | $11 \%$ | (245) | 50\% | (1102) | 2199 |
| TV shows: Every day | 22\% | (252) | 15\% | (167) | 5\% | (56) | $11 \%$ | (127) | 48\% | (547) | 1148 |
| TV shows: Several times per week | 21\% | (107) | 15\% | (78) | 6\% | (30) | 10\% | (49) | 49\% | (249) | 512 |
| TV shows: About once per week | 15\% | (22) | 18\% | (26) | 7\% | (10) | 15\% | (22) | 44\% | (64) | 144 |
| TV shows: Several times per month | 13\% | (13) | 16\% | (16) | 10\% | (10) | 13\% | (13) | 48\% | (48) | 101 |
| TV shows: About once per month | 15\% | (7) | 7\% | (3) | 3\% | (1) | 10\% | (5) | 66\% | (32) | 48 |
| TV shows: Less often than once per month | 17\% | (13) | 2\% | (2) | 4\% | (3) | 14\% | (11) | 63\% | (49) | 78 |
| TV shows: Never | 9\% | (15) | 11\% | (19) | 1\% | (2) | $11 \%$ | (19) | 67\% | (114) | 169 |
| Movies: Every day | 23\% | (91) | 13\% | (51) | 8\% | (33) | $12 \%$ | (46) | 45\% | (178) | 399 |
| Movies: Several times per week | 24\% | (138) | 16\% | (91) | 5\% | (27) | $11 \%$ | (66) | 44\% | (253) | 574 |
| Movies: About once per week | 20\% | (75) | 18\% | (70) | 5\% | (20) | $11 \%$ | (42) | 46\% | (176) | 383 |
| Movies: Several times per month | 19\% | (51) | 16\% | (44) | 7\% | (19) | 11\% | (31) | 47\% | (128) | 273 |
| Movies: About once per month | 15\% | (26) | 14\% | (24) | $3 \%$ | (5) | $11 \%$ | (19) | 58\% | (100) | 173 |
| Movies: Less often than once per month | 15\% | (29) | 9\% | (18) | 3\% | (6) | 11\% | (23) | 62\% | (125) | 201 |
| Movies: Never | 10\% | (20) | 6\% | (13) | 2\% | (4) | 10\% | (19) | 72\% | (141) | 196 |
| Sports: Every day | 34\% | (53) | 13\% | (21) | 15\% | (23) | 9\% | (15) | 29\% | (45) | 158 |
| Sports: Several times per week | 24\% | (80) | 19\% | (62) | 5\% | (17) | 17\% | (57) | 35\% | (116) | 332 |
| Sports: About once per week | 20\% | (56) | $21 \%$ | (58) | 7\% | (21) | 7\% | (21) | 44\% | (123) | 279 |
| Sports: Several times per month | 20\% | (47) | 14\% | (32) | 8\% | (17) | 10\% | (23) | 48\% | (109) | 228 |
| Sports: About once per month | 23\% | (41) | 13\% | (23) | 3\% | (6) | 10\% | (17) | 51\% | (88) | 174 |
| Sports: Less often than once per month | 19\% | (68) | 12\% | (45) | 4\% | (14) | 12\% | (43) | 53\% | (192) | 363 |
| Sports: Never | 13\% | (85) | 10\% | (69) | 2\% | (14) | 10\% | (70) | 64\% | (428) | 666 |
| Cable: I currently subscribe | 23\% | (260) | 16\% | (182) | 6\% | (61) | 11\% | (121) | 44\% | (484) | 1108 |
| Cable: I subscribed in the past | 18\% | (133) | 13\% | (92) | 6\% | (40) | $12 \%$ | (85) | 52\% | (376) | 727 |
| Cable: I have never subscribed | 10\% | (37) | 10\% | (36) | 3\% | (11) | $11 \%$ | (39) | 66\% | (242) | 365 |
| Satellite television: I currently subscribe | 18\% | (94) | 12\% | (63) | 9\% | (45) | 13\% | (67) | 49\% | (257) | 526 |
| Satellite television: I subscribed in the past | 20\% | (120) | 15\% | (90) | 5\% | (29) | $11 \%$ | (65) | 49\% | (293) | 597 |
| Satellite television: I have never subscribed | 20\% | (215) | 15\% | (156) | 4\% | (39) | 11\% | (114) | 51\% | (552) | 1076 |

Continued on next page

Table HR24_10: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Larry David as Bernie Sanders

| Demographic | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Don't know <br> No opinion | Total N |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

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

Table HR24_11: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Will Ferrell as George W. Bush

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | $\begin{gathered} \text { Don } \\ \text { No } \end{gathered}$ | know / <br> pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 24\% | (520) | 16\% | (350) | 6\% | (131) | 11\% | (231) | 44\% | (967) | 2199 |
| Gender: Male | 27\% | (287) | 17\% | (183) | 6\% | (64) | 12\% | (127) | 38\% | (399) | 1061 |
| Gender: Female | 20\% | (233) | 15\% | (166) | 6\% | (66) | 9\% | (104) | 50\% | (568) | 1138 |
| Age: 18-29 | 26\% | (106) | 15\% | (61) | 9\% | (38) | 8\% | (32) | 42\% | (174) | 411 |
| Age: 30-44 | 30\% | (182) | 15\% | (89) | 7\% | (41) | 7\% | (44) | 41\% | (245) | 600 |
| Age: 45-54 | 24\% | (80) | 16\% | (53) | 4\% | (13) | 12\% | (38) | 45\% | (150) | 335 |
| Age: 55-64 | 23\% | (95) | 20\% | (82) | 5\% | (20) | 13\% | (52) | 40\% | (167) | 417 |
| Age: 65+ | 13\% | (57) | 15\% | (65) | 4\% | (19) | 15\% | (64) | 53\% | (231) | 436 |
| Generation Z: 18-21 | 18\% | (21) | 14\% | (16) | 15\% | (17) | 6\% | (7) | 47\% | (54) | 116 |
| Millennial: Age 22-37 | $32 \%$ | (208) | 14\% | (93) | 8\% | (51) | 9\% | (59) | 37\% | (246) | 657 |
| Generation X: Age 38-53 | 24\% | (128) | 17\% | (90) | 4\% | (23) | 8\% | (43) | 48\% | (259) | 543 |
| Boomers: Age 54-72 | 20\% | (155) | 18\% | (137) | 5\% | (35) | 13\% | (103) | 44\% | (341) | 772 |
| PID: Dem (no lean) | 35\% | (281) | 18\% | (143) | 5\% | (37) | 5\% | (39) | 38\% | (305) | 806 |
| PID: Ind (no lean) | 18\% | (137) | 16\% | (119) | 6\% | (48) | 10\% | (72) | 50\% | (377) | 754 |
| PID: Rep (no lean) | 16\% | (102) | 14\% | (88) | 7\% | (45) | 19\% | (119) | 45\% | (285) | 639 |
| PID/Gender: Dem Men | 40\% | (158) | 20\% | (79) | 4\% | (16) | 6\% | (23) | 30\% | (120) | 395 |
| PID/Gender: Dem Women | 30\% | (124) | 16\% | (65) | 5\% | (21) | $4 \%$ | (16) | 45\% | (185) | 411 |
| PID/Gender: Ind Men | 22\% | (70) | 17\% | (57) | 7\% | (23) | $11 \%$ | (36) | 43\% | (141) | 326 |
| PID/Gender: Ind Women | 16\% | (67) | 15\% | (62) | 6\% | (26) | 9\% | (37) | 55\% | (236) | 427 |
| PID/Gender: Rep Men | 18\% | (60) | 14\% | (48) | 8\% | (26) | 20\% | (68) | 41\% | (138) | 339 |
| PID/Gender: Rep Women | 14\% | (42) | 13\% | (39) | 7\% | (20) | 17\% | (51) | 49\% | (147) | 300 |
| Ideo: Liberal (1-3) | 39\% | (263) | $21 \%$ | (138) | 5\% | (33) | 5\% | (31) | $31 \%$ | (209) | 674 |
| Ideo: Moderate (4) | 23\% | (126) | 16\% | (90) | 7\% | (39) | 9\% | (49) | 44\% | (240) | 544 |
| Ideo: Conservative (5-7) | 15\% | (110) | 14\% | (102) | 7\% | (49) | 19\% | (132) | 45\% | (319) | 712 |

Continued on next page

Table HR24_11: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Will Ferrell as George W. Bush

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 24\% | (520) | 16\% | (350) | 6\% | (131) | $11 \%$ | (231) | 44\% | (967) | 2199 |
| Educ: < College | 22\% | (330) | 15\% | (223) | 5\% | (76) | 11\% | (161) | 48\% | (721) | 1512 |
| Educ: Bachelors degree | 28\% | (122) | 19\% | (83) | 9\% | (41) | $11 \%$ | (49) | 33\% | (148) | 444 |
| Educ: Post-grad | 28\% | (67) | 18\% | (43) | 5\% | (13) | 9\% | (22) | 40\% | (98) | 243 |
| Income: Under 50k | 23\% | (297) | 15\% | (199) | 5\% | (71) | 9\% | (119) | 47\% | (611) | 1297 |
| Income: 50k-100k | 25\% | (156) | 14\% | (88) | 7\% | (45) | 12\% | (71) | 41\% | (255) | 615 |
| Income: 100k+ | 23\% | (67) | 22\% | (63) | 5\% | (15) | 14\% | (41) | 35\% | (102) | 287 |
| Ethnicity: White | 21\% | (369) | 16\% | (268) | 5\% | (94) | 12\% | (203) | 46\% | (789) | 1722 |
| Ethnicity: Hispanic | 34\% | (117) | 14\% | (50) | 6\% | (20) | 8\% | (28) | 38\% | (133) | 350 |
| Ethnicity: Afr. Am. | 33\% | (90) | 17\% | (48) | 6\% | (15) | 6\% | (15) | $39 \%$ | (106) | 274 |
| Ethnicity: Other | 30\% | (62) | 17\% | (34) | 11\% | (21) | 6\% | (13) | 36\% | (73) | 203 |
| Relig: Protestant | 21\% | (112) | 15\% | (80) | 7\% | (37) | $14 \%$ | (76) | 43\% | (233) | 539 |
| Relig: Roman Catholic | 24\% | (107) | 16\% | (72) | 5\% | (22) | $12 \%$ | (52) | 42\% | (184) | 436 |
| Relig: Something Else | 21\% | (40) | 18\% | (34) | 4\% | (7) | 9\% | (17) | 48\% | (89) | 187 |
| Relig: Jewish | 31\% | (17) | 24\% | (13) | 3\% | (1) | 4\% | (2) | 38\% | (21) | 54 |
| Relig: Evangelical | 23\% | (187) | 17\% | (135) | 5\% | (42) | 10\% | (81) | 45\% | (360) | 805 |
| Relig: Non-Evang. Catholics | 20\% | (72) | 14\% | (51) | 7\% | (23) | 18\% | (64) | 41\% | (147) | 357 |
| Relig: All Christian | 22\% | (258) | 16\% | (186) | 6\% | (65) | 13\% | (146) | 44\% | (506) | 1161 |
| Relig: All Non-Christian | 20\% | (45) | 15\% | (34) | 6\% | (13) | 9\% | (20) | 49\% | (111) | 224 |
| Community: Urban | 26\% | (150) | 17\% | (96) | 7\% | (42) | 8\% | (48) | 42\% | (240) | 575 |
| Community: Suburban | 25\% | (243) | 17\% | (166) | 5\% | (53) | 11\% | (106) | 42\% | (413) | 982 |
| Community: Rural | 20\% | (127) | 14\% | (87) | 6\% | (36) | 12\% | (78) | 49\% | (314) | 643 |

[^398]Table HR24_11: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Will Ferrell as George W. Bush

| Demographic | Much more <br> favorable | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable | Don't know <br> impression | No opinion |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | Total N

[^399]Table HR24_11: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Will Ferrell as George W. Bush

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 24\% | (520) | 16\% | (350) | 6\% | (131) | 11\% | (231) | 44\% | (967) | 2199 |
| \#1 Issue: Economy | 25\% | (138) | 18\% | (99) | 6\% | (35) | 8\% | (44) | 44\% | (244) | 560 |
| \#1 Issue: Security | 16\% | (70) | 10\% | (43) | 7\% | (32) | 20\% | (88) | 47\% | (208) | 441 |
| \#1 Issue: Health Care | $31 \%$ | (113) | 18\% | (67) | $3 \%$ | (12) | 5\% | (20) | 43\% | (157) | 368 |
| \#1 Issue: Medicare / Social Security | 18\% | (66) | 17\% | (59) | 4\% | (15) | 13\% | (47) | 48\% | (172) | 359 |
| \#1 Issue: Women's Issues | 30\% | (38) | $21 \%$ | (26) | 10\% | (12) | 3\% | (4) | 36\% | (45) | 126 |
| \#1 Issue: Education | $33 \%$ | (50) | 11\% | (17) | 10\% | (16) | 7\% | (10) | 39\% | (60) | 154 |
| \#1 Issue: Energy | 31\% | (31) | 25\% | (25) | 4\% | (4) | 7\% | (7) | $34 \%$ | (33) | 100 |
| \#1 Issue: Other | 16\% | (15) | 15\% | (14) | 6\% | (6) | 12\% | (11) | 51\% | (48) | 93 |
| 2018 House Vote: Democrat | 35\% | (297) | 20\% | (165) | 5\% | (38) | 4\% | (35) | 36\% | (305) | 839 |
| 2018 House Vote: Republican | 13\% | (85) | 14\% | (87) | 7\% | (48) | 21\% | (134) | 45\% | (288) | 643 |
| 2018 House Vote: Someone else | 22\% | (23) | 14\% | (15) | 7\% | (8) | 16\% | (17) | 41\% | (43) | 105 |
| 2018 House Vote: Didnt Vote | 18\% | (112) | 14\% | (82) | 6\% | (37) | 7\% | (44) | 55\% | (331) | 605 |
| 2016 Vote: Hillary Clinton | 36\% | (256) | 18\% | (127) | 4\% | (27) | 5\% | (38) | 38\% | (270) | 719 |
| 2016 Vote: Donald Trump | 13\% | (89) | 14\% | (92) | 8\% | (50) | 20\% | (133) | 45\% | (302) | 666 |
| 2016 Vote: Someone else | 29\% | (52) | 22\% | (38) | 6\% | (11) | 5\% | (9) | 38\% | (68) | 178 |
| 2016 Vote: Didnt Vote | 19\% | (121) | 15\% | (92) | 6\% | (39) | 8\% | (51) | 52\% | (326) | 629 |
| Voted in 2014: Yes | 26\% | (354) | 17\% | (238) | 6\% | (80) | 11\% | (157) | 39\% | (537) | 1366 |
| Voted in 2014: No | 20\% | (166) | 13\% | (112) | 6\% | (50) | 9\% | (74) | 52\% | (430) | 833 |
| 2012 Vote: Barack Obama | 34\% | (291) | 20\% | (167) | 4\% | (35) | 6\% | (50) | 36\% | (311) | 854 |
| 2012 Vote: Mitt Romney | 13\% | (65) | 12\% | (63) | 8\% | (40) | 20\% | (101) | 47\% | (233) | 501 |
| 2012 Vote: Other | 16\% | (14) | 20\% | (17) | 10\% | (9) | 16\% | (14) | 39\% | (34) | 87 |
| 2012 Vote: Didn't Vote | 20\% | (151) | 13\% | (99) | 6\% | (46) | 9\% | (67) | 52\% | (389) | 752 |
| 4-Region: Northeast | 26\% | (102) | 17\% | (66) | 6\% | (25) | 10\% | (41) | 41\% | (160) | 394 |
| 4-Region: Midwest | 21\% | (99) | 17\% | (78) | 6\% | (27) | 12\% | (55) | 44\% | (204) | 462 |
| 4-Region: South | 24\% | (200) | 14\% | (116) | 5\% | (41) | $11 \%$ | (91) | 46\% | (377) | 824 |
| 4-Region: West | 23\% | (119) | 17\% | (91) | 7\% | (38) | 9\% | (44) | 44\% | (227) | 519 |

Continued on next page

Table HR24_11: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Will Ferrell as George W. Bush

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 24\% | (520) | 16\% | (350) | 6\% | (131) | 11\% | (231) | 44\% | (967) | 2199 |
| TV shows: Every day | 27\% | (306) | 17\% | (201) | 5\% | (58) | 10\% | (117) | 41\% | (466) | 1148 |
| TV shows: Several times per week | 24\% | (125) | 18\% | (91) | 7\% | (36) | 10\% | (50) | 41\% | (210) | 512 |
| TV shows: About once per week | 24\% | (34) | 13\% | (19) | 6\% | (9) | 14\% | (20) | 43\% | (62) | 144 |
| TV shows: Several times per month | 17\% | (17) | 18\% | (18) | 17\% | (17) | 7\% | (7) | 41\% | (42) | 101 |
| TV shows: About once per month | 12\% | (6) | 4\% | (2) | 7\% | (3) | 8\% | (4) | 70\% | (33) | 48 |
| TV shows: Less often than once per month | 16\% | (13) | 7\% | (6) | 1\% | (1) | 15\% | (12) | 60\% | (47) | 78 |
| TV shows: Never | $11 \%$ | (19) | 8\% | (14) | 4\% | (7) | 13\% | (21) | 64\% | (107) | 169 |
| Movies: Every day | 29\% | (115) | 13\% | (53) | 7\% | (27) | 10\% | (40) | 41\% | (164) | 399 |
| Movies: Several times per week | 28\% | (164) | 17\% | (95) | 7\% | (38) | $11 \%$ | (63) | 37\% | (215) | 574 |
| Movies: About once per week | 24\% | (92) | 20\% | (77) | 7\% | (28) | 9\% | (35) | 39\% | (150) | 383 |
| Movies: Several times per month | 21\% | (58) | $21 \%$ | (58) | 7\% | (20) | 13\% | (34) | 38\% | (103) | 273 |
| Movies: About once per month | 16\% | (27) | 15\% | (26) | 5\% | (9) | 10\% | (18) | 54\% | (93) | 173 |
| Movies: Less often than once per month | 19\% | (39) | 12\% | (24) | 2\% | (4) | 9\% | (17) | 58\% | (117) | 201 |
| Movies: Never | 13\% | (26) | 8\% | (16) | 3\% | (5) | 12\% | (24) | 64\% | (125) | 196 |
| Sports: Every day | 43\% | (67) | 17\% | (27) | 7\% | (11) | 8\% | (13) | 25\% | (39) | 158 |
| Sports: Several times per week | 29\% | (97) | 18\% | (60) | 7\% | (22) | 16\% | (53) | 31\% | (101) | 332 |
| Sports: About once per week | 28\% | (77) | 17\% | (48) | 6\% | (17) | $7 \%$ | (21) | 42\% | (117) | 279 |
| Sports: Several times per month | 24\% | (54) | 17\% | (38) | 8\% | (18) | 6\% | (13) | 46\% | (105) | 228 |
| Sports: About once per month | 23\% | (40) | 18\% | (30) | 10\% | (17) | 8\% | (13) | 42\% | (73) | 174 |
| Sports: Less often than once per month | 23\% | (83) | 17\% | (61) | 5\% | (17) | $12 \%$ | (43) | 44\% | (159) | 363 |
| Sports: Never | 15\% | (103) | 13\% | (86) | 4\% | (28) | $11 \%$ | (75) | 56\% | (373) | 666 |
| Cable: I currently subscribe | 29\% | (319) | 16\% | (182) | 6\% | (71) | $11 \%$ | (121) | 37\% | (414) | 1108 |
| Cable: I subscribed in the past | 21\% | (155) | 17\% | (124) | 5\% | (38) | 11\% | (78) | 46\% | (332) | 727 |
| Cable: I have never subscribed | 12\% | (45) | 12\% | (44) | 6\% | (21) | 9\% | (32) | 61\% | (222) | 365 |
| Satellite television: I currently subscribe | 24\% | (125) | 16\% | (83) | 6\% | (33) | $12 \%$ | (64) | 42\% | (221) | 526 |
| Satellite television: I subscribed in the past | 24\% | (144) | 16\% | (99) | 5\% | (32) | $11 \%$ | (64) | 43\% | (259) | 597 |
| Satellite television: I have never subscribed | 23\% | (252) | 16\% | (168) | 6\% | (66) | 10\% | (104) | 45\% | (487) | 1076 |

[^400]Table HR24_11: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Will Ferrell as George W. Bush

| Demographic | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Don't know / <br> No opinion | Total N |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

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

Table HR24_12: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Will Ferrell as Janet Reno

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | $\begin{gathered} \text { Don } \\ \text { No } \end{gathered}$ | know / pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 16\% | (362) | 13\% | (290) | 7\% | (146) | $11 \%$ | (252) | 52\% | (1149) | 2199 |
| Gender: Male | 20\% | (211) | 15\% | (159) | 8\% | (85) | 13\% | (140) | 44\% | (467) | 1061 |
| Gender: Female | 13\% | (152) | 12\% | (131) | 5\% | (60) | 10\% | (113) | 60\% | (682) | 1138 |
| Age: 18-29 | 15\% | (61) | 13\% | (53) | 9\% | (38) | 11\% | (44) | 52\% | (215) | 411 |
| Age: 30-44 | 23\% | (137) | 12\% | (74) | 8\% | (45) | 8\% | (45) | 50\% | (298) | 600 |
| Age: 45-54 | 17\% | (58) | 14\% | (47) | 6\% | (20) | 12\% | (39) | 51\% | (171) | 335 |
| Age: 55-64 | 16\% | (66) | 16\% | (66) | $4 \%$ | (19) | 15\% | (61) | 49\% | (206) | 417 |
| Age: 65+ | 9\% | (41) | 11\% | (50) | 5\% | (23) | 15\% | (64) | 59\% | (259) | 436 |
| Generation Z: 18-21 | 17\% | (19) | 12\% | (14) | 15\% | (17) | 5\% | (6) | 52\% | (60) | 116 |
| Millennial: Age 22-37 | 20\% | (131) | 12\% | (79) | 9\% | (59) | 10\% | (66) | 49\% | (323) | 657 |
| Generation X: Age 38-53 | 18\% | (98) | 14\% | (77) | 5\% | (26) | 9\% | (51) | 54\% | (292) | 543 |
| Boomers: Age 54-72 | 14\% | (108) | 15\% | (112) | 5\% | (37) | $14 \%$ | (112) | 52\% | (403) | 772 |
| PID: Dem (no lean) | 22\% | (181) | 17\% | (134) | 7\% | (58) | 6\% | (46) | 48\% | (387) | 806 |
| PID: Ind (no lean) | 15\% | (112) | 12\% | (91) | 6\% | (45) | 10\% | (75) | 57\% | (430) | 754 |
| PID: Rep (no lean) | 11\% | (69) | 10\% | (65) | 7\% | (43) | 21\% | (131) | 52\% | (331) | 639 |
| PID/Gender: Dem Men | 27\% | (107) | 18\% | (73) | 10\% | (39) | 6\% | (23) | 39\% | (153) | 395 |
| PID/Gender: Dem Women | 18\% | (74) | 15\% | (62) | 4\% | (18) | 5\% | (23) | 57\% | (234) | 411 |
| PID/Gender: Ind Men | 19\% | (61) | 15\% | (48) | 8\% | (26) | 12\% | (39) | 47\% | (153) | 326 |
| PID/Gender: Ind Women | 12\% | (51) | 10\% | (43) | 5\% | (20) | 9\% | (36) | 65\% | (277) | 427 |
| PID/Gender: Rep Men | 12\% | (42) | 11\% | (39) | 6\% | (20) | 23\% | (77) | 47\% | (161) | 339 |
| PID/Gender: Rep Women | 9\% | (27) | 9\% | (26) | 7\% | (22) | 18\% | (54) | 57\% | (170) | 300 |
| Ideo: Liberal (1-3) | 28\% | (189) | 18\% | (124) | $7 \%$ | (48) | $5 \%$ | (37) | 41\% | (277) | 674 |
| Ideo: Moderate (4) | 16\% | (87) | 14\% | (77) | 9\% | (47) | 9\% | (51) | 52\% | (282) | 544 |
| Ideo: Conservative (5-7) | 11\% | (78) | 11\% | (79) | 6\% | (41) | 21\% | (146) | 52\% | (367) | 712 |

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Table HR24_12: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Will Ferrell as Janet Reno

| Demographic | Much more <br> favorable | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable | Much less <br> impression | favorable <br> impression | Don't know <br> No opinion | Total N |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
|  |  | $16 \%$ | $(362)$ | $13 \%$ | $(290)$ | $7 \%$ | $(146)$ | $11 \%$ |

[^401]Table HR24_12: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Will Ferrell as Janet Reno

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 16\% | (362) | 13\% | (290) | 7\% | (146) | $11 \%$ | (252) | 52\% | (1149) | 2199 |
| Employ: Private Sector | 20\% | (133) | 15\% | (99) | 8\% | (54) | 12\% | (81) | 44\% | (294) | 661 |
| Employ: Government | 24\% | (29) | 17\% | (22) | 11\% | (13) | 12\% | (14) | 37\% | (46) | 124 |
| Employ: Self-Employed | 17\% | (34) | 11\% | (21) | 12\% | (24) | 10\% | (19) | 50\% | (97) | 195 |
| Employ: Homemaker | 16\% | (28) | 11\% | (18) | 5\% | (8) | 8\% | (14) | 60\% | (102) | 170 |
| Employ: Student | 14\% | (11) | 20\% | (15) | 5\% | (4) | 9\% | (7) | 53\% | (42) | 79 |
| Employ: Retired | 12\% | (61) | 14\% | (75) | 4\% | (22) | 15\% | (77) | 55\% | (288) | 523 |
| Employ: Unemployed | 13\% | (35) | 8\% | (21) | 5\% | (14) | 9\% | (24) | 64\% | (168) | 262 |
| Employ: Other | 17\% | (31) | 10\% | (19) | 3\% | (6) | 8\% | (15) | 61\% | (113) | 185 |
| Military HH: Yes | 16\% | (63) | 14\% | (54) | 6\% | (22) | 15\% | (56) | 49\% | (189) | 384 |
| Military HH: No | 16\% | (299) | 13\% | (236) | 7\% | (124) | $11 \%$ | (196) | 53\% | (960) | 1815 |
| RD/WT: Right Direction | 11\% | (88) | 10\% | (86) | 8\% | (69) | 18\% | (146) | 53\% | (438) | 826 |
| RD/WT: Wrong Track | 20\% | (274) | 15\% | (204) | 6\% | (77) | 8\% | (107) | 52\% | (711) | 1373 |
| Trump Job Approve | 10\% | (85) | 11\% | (97) | 8\% | (67) | 20\% | (172) | 52\% | (448) | 870 |
| Trump Job Disapprove | 22\% | (271) | 16\% | (191) | 6\% | (75) | 6\% | (76) | 50\% | (616) | 1227 |
| Trump Job Strongly Approve | 8\% | (37) | 9\% | (39) | 8\% | (34) | 26\% | (114) | 49\% | (217) | 440 |
| Trump Job Somewhat Approve | 11\% | (48) | 14\% | (59) | 8\% | (33) | $14 \%$ | (59) | 54\% | (231) | 429 |
| Trump Job Somewhat Disapprove | 18\% | (53) | 13\% | (39) | 6\% | (17) | 8\% | (22) | 56\% | (165) | 297 |
| Trump Job Strongly Disapprove | 23\% | (218) | 16\% | (151) | 6\% | (58) | 6\% | (53) | 48\% | (451) | 930 |
| Favorable of Trump | 10\% | (83) | 11\% | (91) | 9\% | (73) | 20\% | (169) | 51\% | (432) | 847 |
| Unfavorable of Trump | 22\% | (272) | 16\% | (196) | 5\% | (64) | 6\% | (68) | 50\% | (611) | 1212 |
| Very Favorable of Trump | 10\% | (47) | 8\% | (40) | 8\% | (36) | 25\% | (120) | 49\% | (236) | 479 |
| Somewhat Favorable of Trump | 10\% | (36) | 14\% | (51) | 10\% | (37) | 13\% | (49) | 53\% | (196) | 368 |
| Somewhat Unfavorable of Trump | 17\% | (40) | 13\% | (31) | 8\% | (18) | $11 \%$ | (25) | 52\% | (122) | 236 |
| Very Unfavorable of Trump | 24\% | (232) | 17\% | (165) | 5\% | (46) | $4 \%$ | (43) | 50\% | (489) | 976 |

Continued on next page

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Will Ferrell as Janet Reno

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 16\% | (362) | 13\% | (290) | 7\% | (146) | 11\% | (252) | 52\% | (1149) | 2199 |
| \#1 Issue: Economy | 16\% | (91) | 16\% | (91) | 6\% | (35) | 9\% | (50) | 52\% | (293) | 560 |
| \#1 Issue: Security | 9\% | (42) | 9\% | (39) | 6\% | (28) | 21\% | (93) | 54\% | (239) | 441 |
| \#1 Issue: Health Care | 18\% | (67) | 16\% | (58) | 7\% | (25) | 7\% | (27) | 52\% | (191) | 368 |
| \#1 Issue: Medicare / Social Security | 17\% | (61) | 9\% | (31) | 5\% | (17) | 12\% | (44) | 57\% | (206) | 359 |
| \#1 Issue: Women's Issues | 25\% | (32) | 14\% | (18) | 9\% | (11) | 9\% | (12) | 42\% | (53) | 126 |
| \#1 Issue: Education | 23\% | (35) | 15\% | (23) | 9\% | (13) | 6\% | (9) | 47\% | (73) | 154 |
| \#1 Issue: Energy | 22\% | (22) | 15\% | (15) | 12\% | (12) | 9\% | (9) | 41\% | (41) | 100 |
| \#1 Issue: Other | 12\% | (11) | 16\% | (15) | 5\% | (5) | 10\% | (9) | 57\% | (53) | 93 |
| 2018 House Vote: Democrat | 26\% | (216) | 18\% | (153) | 6\% | (52) | 5\% | (41) | 45\% | (377) | 839 |
| 2018 House Vote: Republican | 8\% | (55) | 12\% | (74) | 7\% | (42) | 24\% | (152) | 50\% | (320) | 643 |
| 2018 House Vote: Someone else | 19\% | (19) | 17\% | (18) | 5\% | (5) | 15\% | (16) | 44\% | (46) | 105 |
| 2018 House Vote: Didnt Vote | 11\% | (68) | 7\% | (43) | 8\% | (46) | 7\% | (43) | 67\% | (406) | 605 |
| 2016 Vote: Hillary Clinton | 25\% | (180) | 17\% | (121) | 6\% | (44) | 5\% | (38) | 47\% | (334) | 719 |
| 2016 Vote: Donald Trump | 9\% | (62) | $11 \%$ | (74) | 7\% | (44) | 23\% | (153) | 50\% | (333) | 666 |
| 2016 Vote: Someone else | 24\% | (42) | 23\% | (40) | 4\% | (7) | 8\% | (13) | 42\% | (75) | 178 |
| 2016 Vote: Didnt Vote | 12\% | (78) | 8\% | (51) | 8\% | (48) | 8\% | (48) | 64\% | (405) | 629 |
| Voted in 2014: Yes | 19\% | (253) | 16\% | (216) | 7\% | (92) | 13\% | (179) | 46\% | (625) | 1366 |
| Voted in 2014: No | 13\% | (109) | 9\% | (74) | 6\% | (53) | 9\% | (73) | 63\% | (524) | 833 |
| 2012 Vote: Barack Obama | 25\% | (218) | 18\% | (155) | 5\% | (46) | 7\% | (63) | 44\% | (372) | 854 |
| 2012 Vote: Mitt Romney | 9\% | (45) | $11 \%$ | (54) | 7\% | (35) | 22\% | (110) | 51\% | (257) | 501 |
| 2012 Vote: Other | 7\% | (6) | 15\% | (13) | 5\% | (5) | 22\% | (19) | 51\% | (44) | 87 |
| 2012 Vote: Didn't Vote | 12\% | (94) | 9\% | (68) | 8\% | (59) | 8\% | (60) | 63\% | (472) | 752 |
| 4-Region: Northeast | 17\% | (66) | 14\% | (55) | 6\% | (24) | 13\% | (51) | 50\% | (197) | 394 |
| 4-Region: Midwest | 14\% | (65) | 14\% | (64) | 8\% | (37) | 13\% | (62) | 51\% | (235) | 462 |
| 4-Region: South | 18\% | (151) | 11\% | (93) | 6\% | (48) | 11\% | (90) | 54\% | (442) | 824 |
| 4-Region: West | 16\% | (81) | 15\% | (79) | 7\% | (36) | 9\% | (49) | 53\% | (274) | 519 |

Continued on next page

Table HR24_12: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Will Ferrell as Janet Reno

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 16\% | (362) | 13\% | (290) | 7\% | (146) | 11\% | (252) | 52\% | (1149) | 2199 |
| TV shows: Every day | 19\% | (216) | 15\% | (170) | 7\% | (84) | 10\% | (117) | 49\% | (562) | 1148 |
| TV shows: Several times per week | 15\% | (77) | 16\% | (80) | 6\% | (33) | 12\% | (63) | 51\% | (259) | 512 |
| TV shows: About once per week | 16\% | (23) | 11\% | (15) | 7\% | (9) | 14\% | (20) | 53\% | (76) | 144 |
| TV shows: Several times per month | 16\% | (16) | 10\% | (10) | 14\% | (15) | 13\% | (14) | 47\% | (47) | 101 |
| TV shows: About once per month | 9\% | (4) | 6\% | (3) | 4\% | (2) | 10\% | (5) | 71\% | (34) | 48 |
| TV shows: Less often than once per month | 12\% | (9) | 4\% | (3) | 3\% | (2) | 15\% | (11) | 67\% | (52) | 78 |
| TV shows: Never | 10\% | (16) | 6\% | (10) | - | (1) | 13\% | (22) | 71\% | (119) | 169 |
| Movies: Every day | 18\% | (73) | 13\% | (53) | 11\% | (44) | 13\% | (52) | 44\% | (177) | 399 |
| Movies: Several times per week | 19\% | (108) | 18\% | (106) | 7\% | (38) | $11 \%$ | (63) | 45\% | (259) | 574 |
| Movies: About once per week | 18\% | (68) | 14\% | (54) | 6\% | (24) | $11 \%$ | (41) | 51\% | (197) | 383 |
| Movies: Several times per month | 20\% | (55) | 12\% | (33) | 9\% | (24) | $11 \%$ | (30) | 48\% | (132) | 273 |
| Movies: About once per month | $11 \%$ | (18) | 9\% | (15) | 7\% | (11) | $11 \%$ | (19) | 63\% | (109) | 173 |
| Movies: Less often than once per month | 11\% | (22) | 10\% | (19) | 1\% | (2) | $11 \%$ | (23) | 67\% | (134) | 201 |
| Movies: Never | 9\% | (18) | 5\% | (10) | 1\% | (2) | 13\% | (25) | 72\% | (140) | 196 |
| Sports: Every day | 31\% | (48) | 20\% | (31) | 12\% | (19) | $11 \%$ | (17) | 27\% | (43) | 158 |
| Sports: Several times per week | 17\% | (56) | 18\% | (61) | 11\% | (38) | 15\% | (50) | 38\% | (127) | 332 |
| Sports: About once per week | 16\% | (45) | 17\% | (46) | 7\% | (21) | 9\% | (25) | $51 \%$ | (143) | 279 |
| Sports: Several times per month | 19\% | (43) | 10\% | (23) | 11\% | (26) | 9\% | (21) | 50\% | (114) | 228 |
| Sports: About once per month | 19\% | (34) | 15\% | (26) | 3\% | (6) | 11\% | (20) | 51\% | (89) | 174 |
| Sports: Less often than once per month | 16\% | (58) | 12\% | (43) | 5\% | (18) | 12\% | (44) | 55\% | (200) | 363 |
| Sports: Never | 12\% | (78) | 9\% | (61) | 3\% | (18) | 12\% | (77) | 65\% | (432) | 666 |
| Cable: I currently subscribe | 19\% | (210) | 16\% | (180) | 8\% | (88) | $12 \%$ | (128) | 45\% | (502) | 1108 |
| Cable: I subscribed in the past | 16\% | (116) | 11\% | (81) | 6\% | (42) | 12\% | (90) | 55\% | (398) | 727 |
| Cable: I have never subscribed | 10\% | (36) | 8\% | (29) | 4\% | (16) | 10\% | (35) | 68\% | (249) | 365 |
| Satellite television: I currently subscribe | 16\% | (82) | 10\% | (55) | 11\% | (60) | 12\% | (63) | 51\% | (266) | 526 |
| Satellite television: I subscribed in the past | 18\% | (108) | 15\% | (87) | 6\% | (37) | 12\% | (73) | 49\% | (292) | 597 |
| Satellite television: I have never subscribed | 16\% | (172) | 14\% | (148) | 5\% | (49) | 11\% | (117) | 55\% | (590) | 1076 |

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Table HR24_12: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Will Ferrell as Janet Reno

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  |  | know / <br> pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 16\% | (362) | 13\% | (290) | 7\% | (146) | 11\% | (252) | 52\% | (1149) | 2199 |
| Streaming service: I currently subscribe | 20\% | (265) | 16\% | (202) | 6\% | (80) | 10\% | (136) | 47\% | (618) | 1302 |
| Streaming service: I subscribed in the past | 14\% | (34) | 13\% | (31) | 14\% | (33) | 12\% | (28) | 47\% | (109) | 234 |
| Streaming service: I have never subscribed | 10\% | (64) | 9\% | (57) | 5\% | (33) | 13\% | (89) | 63\% | (421) | 663 |
| Film: An avid fan | 25\% | (192) | 16\% | (126) | 7\% | (56) | 10\% | (81) | 42\% | (324) | 779 |
| Film: A casual fan | 13\% | (152) | 13\% | (146) | 7\% | (82) | 12\% | (135) | 55\% | (637) | 1153 |
| Film: Not a fan | 7\% | (18) | 7\% | (17) | 3\% | (8) | 14\% | (37) | 70\% | (187) | 267 |
| Television: An avid fan | 21\% | (237) | 15\% | (170) | 7\% | (85) | 11\% | (124) | 47\% | (537) | 1154 |
| Television: A casual fan | 13\% | (116) | 12\% | (113) | 6\% | (55) | 12\% | (111) | 56\% | (511) | 907 |
| Television: Not a fan | 7\% | (9) | 5\% | (7) | $4 \%$ | (5) | 13\% | (17) | 72\% | (100) | 139 |
| Music: An avid fan | 23\% | (265) | 15\% | (168) | 7\% | (76) | 9\% | (99) | 47\% | (545) | 1152 |
| Music: A casual fan | 10\% | (92) | 13\% | (120) | 7\% | (60) | 15\% | (136) | 55\% | (500) | 907 |
| Music: Not a fan | 4\% | (6) | 2\% | (2) | 7\% | (10) | 13\% | (18) | 74\% | (104) | 140 |
| Fashion: An avid fan | 25\% | (86) | 14\% | (48) | $11 \%$ | (39) | 10\% | (33) | 40\% | (136) | 342 |
| Fashion: A casual fan | 16\% | (136) | 14\% | (122) | 7\% | (62) | 10\% | (89) | 53\% | (452) | 861 |
| Fashion: Not a fan | 14\% | (140) | 12\% | (120) | 5\% | (45) | 13\% | (130) | 56\% | (560) | 996 |

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

Table HR24_13: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Norm MacDonald as Bob Dole

| Demographic | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Don't know <br> No opinion | Total N |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

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Table HR24_13: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Norm MacDonald as Bob Dole

| Demographic | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Don't know / <br> No opinion | Total N |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
|  |  | $13 \%$ | $(290)$ | $14 \%$ | $(312)$ | $6 \%$ | $(127)$ | $11 \%$ |

[^402]Table HR24_13: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Norm MacDonald as Bob Dole

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 13\% | (290) | 14\% | (312) | 6\% | (127) | 11\% | (234) | 56\% | (1237) | 2199 |
| Employ: Private Sector | 16\% | (103) | 17\% | (111) | 8\% | (52) | 11\% | (72) | 49\% | (323) | 661 |
| Employ: Government | 16\% | (20) | 15\% | (19) | 12\% | (15) | 7\% | (8) | 50\% | (62) | 124 |
| Employ: Self-Employed | 16\% | (31) | 13\% | (25) | 8\% | (15) | 10\% | (20) | 53\% | (104) | 195 |
| Employ: Homemaker | 11\% | (19) | 12\% | (21) | 4\% | (6) | 11\% | (18) | 63\% | (107) | 170 |
| Employ: Student | 20\% | (16) | 10\% | (8) | 6\% | (5) | 12\% | (10) | 51\% | (40) | 79 |
| Employ: Retired | 10\% | (55) | 13\% | (70) | 4\% | (20) | 14\% | (75) | 58\% | (303) | 523 |
| Employ: Unemployed | 10\% | (26) | 11\% | (30) | 3\% | (7) | 8\% | (21) | 68\% | (178) | 262 |
| Employ: Other | 11\% | (20) | 16\% | (29) | 3\% | (6) | 5\% | (10) | 65\% | (120) | 185 |
| Military HH: Yes | 12\% | (46) | 13\% | (51) | 9\% | (35) | 13\% | (51) | 53\% | (202) | 384 |
| Military HH: No | 13\% | (244) | 14\% | (261) | 5\% | (92) | 10\% | (183) | 57\% | (1034) | 1815 |
| RD/WT: Right Direction | 10\% | (84) | 11\% | (91) | 8\% | (64) | 17\% | (142) | 54\% | (446) | 826 |
| RD/WT: Wrong Track | 15\% | (206) | 16\% | (221) | 5\% | (63) | 7\% | (92) | 58\% | (791) | 1373 |
| Trump Job Approve | 9\% | (79) | 12\% | (101) | 8\% | (71) | 18\% | (160) | 53\% | (459) | 870 |
| Trump Job Disapprove | 17\% | (205) | 17\% | (211) | 4\% | (53) | 6\% | (68) | 56\% | (691) | 1227 |
| Trump Job Strongly Approve | 9\% | (41) | 11\% | (47) | 5\% | (22) | 24\% | (106) | 51\% | (225) | 440 |
| Trump Job Somewhat Approve | 9\% | (38) | 13\% | (54) | 11\% | (49) | 13\% | (55) | 54\% | (234) | 429 |
| Trump Job Somewhat Disapprove | $11 \%$ | (34) | 15\% | (46) | 5\% | (16) | 7\% | (22) | 60\% | (179) | 297 |
| Trump Job Strongly Disapprove | 18\% | (171) | 18\% | (165) | 4\% | (37) | 5\% | (46) | 55\% | (512) | 930 |
| Favorable of Trump | 8\% | (72) | 12\% | (102) | 8\% | (68) | 19\% | (157) | 53\% | (449) | 847 |
| Unfavorable of Trump | 17\% | (209) | 17\% | (208) | 5\% | (57) | 5\% | (62) | 56\% | (676) | 1212 |
| Very Favorable of Trump | 10\% | (47) | 9\% | (43) | 7\% | (34) | 23\% | (109) | $51 \%$ | (246) | 479 |
| Somewhat Favorable of Trump | 7\% | (24) | 16\% | (59) | 9\% | (34) | 13\% | (48) | 55\% | (204) | 368 |
| Somewhat Unfavorable of Trump | 17\% | (39) | 13\% | (31) | 5\% | (12) | 12\% | (27) | 53\% | (126) | 236 |
| Very Unfavorable of Trump | 17\% | (170) | 18\% | (177) | 5\% | (45) | 4\% | (34) | 56\% | (550) | 976 |

[^403]Table HR24_13: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Norm MacDonald as Bob Dole

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 13\% | (290) | 14\% | (312) | 6\% | (127) | $11 \%$ | (234) | 56\% | (1237) | 2199 |
| \#1 Issue: Economy | $11 \%$ | (64) | 16\% | (92) | 8\% | (43) | 9\% | (48) | 56\% | (313) | 560 |
| \#1 Issue: Security | 9\% | (38) | 9\% | (39) | 7\% | (31) | 20\% | (88) | 56\% | (246) | 441 |
| \#1 Issue: Health Care | 16\% | (60) | 17\% | (62) | 5\% | (20) | 5\% | (18) | 57\% | (208) | 368 |
| \#1 Issue: Medicare / Social Security | 13\% | (48) | 13\% | (48) | 4\% | (13) | 10\% | (36) | 59\% | (213) | 359 |
| \#1 Issue: Women's Issues | 19\% | (24) | 12\% | (15) | $3 \%$ | (4) | 16\% | (20) | 49\% | (62) | 126 |
| \#1 Issue: Education | 17\% | (26) | 12\% | (18) | 7\% | (11) | 8\% | (13) | 56\% | (86) | 154 |
| \#1 Issue: Energy | 23\% | (23) | 20\% | (20) | 2\% | (2) | 2\% | (2) | 53\% | (53) | 100 |
| \#1 Issue: Other | 8\% | (7) | 19\% | (18) | $4 \%$ | (3) | 10\% | (9) | $59 \%$ | (55) | 93 |
| 2018 House Vote: Democrat | 18\% | (152) | 21\% | (175) | 6\% | (49) | 5\% | (39) | 51\% | (424) | 839 |
| 2018 House Vote: Republican | 8\% | (54) | 10\% | (62) | 7\% | (47) | 21\% | (136) | 53\% | (343) | 643 |
| 2018 House Vote: Someone else | 24\% | (26) | 11\% | (12) | 3\% | (3) | 13\% | (14) | 49\% | (51) | 105 |
| 2018 House Vote: Didnt Vote | 9\% | (53) | 11\% | (64) | 4\% | (26) | 7\% | (45) | 69\% | (417) | 605 |
| 2016 Vote: Hillary Clinton | 19\% | (138) | 20\% | (141) | 5\% | (36) | 3\% | (25) | 53\% | (378) | 719 |
| 2016 Vote: Donald Trump | 8\% | (52) | 11\% | (74) | 8\% | (53) | 21\% | (138) | $52 \%$ | (349) | 666 |
| 2016 Vote: Someone else | 16\% | (29) | 21\% | (37) | 8\% | (14) | 7\% | (12) | 48\% | (86) | 178 |
| 2016 Vote: Didnt Vote | 11\% | (67) | 10\% | (60) | 4\% | (22) | 9\% | (59) | 67\% | (421) | 629 |
| Voted in 2014: Yes | 15\% | (199) | 17\% | (231) | 6\% | (87) | 12\% | (157) | 51\% | (691) | 1366 |
| Voted in 2014: No | 11\% | (91) | 10\% | (81) | 5\% | (40) | 9\% | (76) | 65\% | (545) | 833 |
| 2012 Vote: Barack Obama | 18\% | (153) | 20\% | (172) | 5\% | (42) | 6\% | (54) | 51\% | (433) | 854 |
| 2012 Vote: Mitt Romney | 8\% | (43) | 12\% | (60) | 7\% | (35) | 19\% | (95) | 54\% | (269) | 501 |
| 2012 Vote: Other | 10\% | (9) | 18\% | (15) | 7\% | (6) | 16\% | (14) | 49\% | (43) | 87 |
| 2012 Vote: Didn't Vote | 11\% | (85) | 9\% | (64) | 6\% | (44) | 9\% | (71) | 65\% | (488) | 752 |
| 4-Region: Northeast | $14 \%$ | (55) | 15\% | (58) | 6\% | (22) | 9\% | (35) | 57\% | (224) | 394 |
| 4-Region: Midwest | 11\% | (51) | 16\% | (75) | 5\% | (23) | 10\% | (48) | 57\% | (265) | 462 |
| 4-Region: South | 15\% | (120) | 12\% | (97) | 6\% | (53) | 12\% | (103) | 55\% | (451) | 824 |
| 4-Region: West | 12\% | (64) | 16\% | (82) | 6\% | (29) | 9\% | (47) | 57\% | (297) | 519 |

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Table HR24_13: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Norm MacDonald as Bob Dole

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 13\% | (290) | 14\% | (312) | 6\% | (127) | 11\% | (234) | 56\% | (1237) | 2199 |
| TV shows: Every day | 16\% | (178) | 15\% | (176) | 6\% | (64) | 9\% | (105) | 54\% | (624) | 1148 |
| TV shows: Several times per week | 12\% | (63) | 16\% | (81) | 6\% | (28) | 12\% | (62) | 54\% | (278) | 512 |
| TV shows: About once per week | 13\% | (19) | 13\% | (19) | 9\% | (13) | 8\% | (11) | 57\% | (82) | 144 |
| TV shows: Several times per month | 8\% | (8) | 20\% | (20) | 11\% | (11) | 15\% | (15) | 47\% | (47) | 101 |
| TV shows: About once per month | 6\% | (3) | 1\% | (1) | 7\% | (4) | 17\% | (8) | 68\% | (32) | 48 |
| TV shows: Less often than once per month | 9\% | (7) | 9\% | (7) | 3\% | (3) | 12\% | (9) | 68\% | (52) | 78 |
| TV shows: Never | 7\% | (12) | 5\% | (9) | 2\% | (4) | 14\% | (23) | 71\% | (120) | 169 |
| Movies: Every day | 20\% | (80) | 14\% | (56) | 6\% | (26) | 11\% | (43) | 49\% | (194) | 399 |
| Movies: Several times per week | 16\% | (91) | 16\% | (93) | 6\% | (37) | 10\% | (57) | 52\% | (296) | 574 |
| Movies: About once per week | 12\% | (45) | 16\% | (61) | 6\% | (24) | 9\% | (35) | 57\% | (219) | 383 |
| Movies: Several times per month | 13\% | (34) | 16\% | (43) | 9\% | (23) | 11\% | (29) | 53\% | (144) | 273 |
| Movies: About once per month | 10\% | (17) | 12\% | (20) | 6\% | (11) | 11\% | (20) | 61\% | (105) | 173 |
| Movies: Less often than once per month | 5\% | (11) | 12\% | (23) | 2\% | (3) | 12\% | (24) | 69\% | (139) | 201 |
| Movies: Never | 6\% | (12) | 8\% | (15) | 2\% | (3) | 13\% | (26) | 71\% | (139) | 196 |
| Sports: Every day | 28\% | (44) | 22\% | (34) | 8\% | (13) | 7\% | (11) | 35\% | (55) | 158 |
| Sports: Several times per week | 17\% | (55) | 20\% | (68) | 7\% | (23) | 15\% | (51) | 41\% | (135) | 332 |
| Sports: About once per week | 12\% | (33) | 17\% | (47) | 11\% | (32) | 7\% | (21) | 53\% | (147) | 279 |
| Sports: Several times per month | 15\% | (34) | 14\% | (33) | 7\% | (16) | 8\% | (18) | 56\% | (127) | 228 |
| Sports: About once per month | 15\% | (27) | 12\% | (20) | $4 \%$ | (7) | 11\% | (20) | 58\% | (100) | 174 |
| Sports: Less often than once per month | 9\% | (34) | 13\% | (48) | 4\% | (13) | 12\% | (44) | 61\% | (223) | 363 |
| Sports: Never | 9\% | (63) | 9\% | (62) | 3\% | (23) | 10\% | (68) | 68\% | (450) | 666 |
| Cable: I currently subscribe | 15\% | (166) | 17\% | (191) | 7\% | (83) | 10\% | (115) | 50\% | (552) | 1108 |
| Cable: I subscribed in the past | 13\% | (95) | 13\% | (94) | 4\% | (30) | 10\% | (76) | 60\% | (433) | 727 |
| Cable: I have never subscribed | 8\% | (29) | 7\% | (27) | 4\% | (15) | 12\% | (42) | 69\% | (252) | 365 |
| Satellite television: I currently subscribe | 13\% | (69) | 14\% | (72) | 7\% | (36) | 10\% | (51) | 57\% | (298) | 526 |
| Satellite television: I subscribed in the past | 13\% | (76) | 16\% | (97) | 5\% | (33) | 11\% | (68) | 54\% | (324) | 597 |
| Satellite television: I have never subscribed | 13\% | (145) | 13\% | (143) | 5\% | (59) | 11\% | (114) | 57\% | (614) | 1076 |

Continued on next page

Table HR24_13: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Norm MacDonald as Bob Dole

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 13\% | (290) | 14\% | (312) | 6\% | (127) | 11\% | (234) | 56\% | (1237) | 2199 |
| Streaming service: I currently subscribe | 16\% | (214) | 16\% | (212) | 6\% | (76) | 9\% | (116) | 53\% | (685) | 1302 |
| Streaming service: I subscribed in the past | $11 \%$ | (26) | 15\% | (34) | 9\% | (20) | 13\% | (31) | 53\% | (123) | 234 |
| Streaming service: I have never subscribed | 8\% | (50) | 10\% | (66) | 5\% | (31) | 13\% | (87) | 65\% | (429) | 663 |
| Film: An avid fan | 20\% | (154) | 17\% | (136) | 7\% | (54) | 7\% | (54) | 49\% | (381) | 779 |
| Film: A casual fan | 11\% | (127) | 14\% | (162) | 6\% | (68) | 12\% | (133) | 57\% | (662) | 1153 |
| Film: Not a fan | 3\% | (8) | 5\% | (14) | 2\% | (6) | 17\% | (47) | 72\% | (193) | 267 |
| Television: An avid fan | 17\% | (195) | 17\% | (194) | 6\% | (70) | 9\% | (107) | 51\% | (587) | 1154 |
| Television: A casual fan | 10\% | (89) | 12\% | (108) | 6\% | (56) | 12\% | (106) | 60\% | (548) | 907 |
| Television: Not a fan | 4\% | (6) | 7\% | (10) | 1\% | (2) | 15\% | (20) | 73\% | (101) | 139 |
| Music: An avid fan | 18\% | (204) | 16\% | (183) | 6\% | (73) | 9\% | (104) | $51 \%$ | (589) | 1152 |
| Music: A casual fan | 9\% | (81) | 14\% | (124) | 6\% | (51) | 12\% | (111) | 60\% | (540) | 907 |
| Music: Not a fan | $4 \%$ | (5) | 4\% | (6) | 2\% | (3) | $14 \%$ | (19) | 77\% | (107) | 140 |
| Fashion: An avid fan | 24\% | (81) | 19\% | (63) | 6\% | (20) | 11\% | (39) | 41\% | (139) | 342 |
| Fashion: A casual fan | $11 \%$ | (91) | 15\% | (132) | 7\% | (59) | 10\% | (83) | 58\% | (496) | 861 |
| Fashion: Not a fan | 12\% | (118) | 12\% | (117) | 5\% | (49) | 11\% | (112) | 60\% | (601) | 996 |

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

Table HR24_14: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Chevy Chase as Gerald Ford

| Demographic | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Don't know <br> No opinion | Total N |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

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Table HR24_14: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Chevy Chase as Gerald Ford

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 17\% | (381) | 16\% | (345) | 5\% | (112) | 10\% | (214) | 52\% | (1148) | 2199 |
| Educ: < College | 17\% | (254) | 14\% | (213) | 4\% | (60) | 10\% | (150) | 55\% | (835) | 1512 |
| Educ: Bachelors degree | 17\% | (73) | 21\% | (91) | 9\% | (38) | 10\% | (43) | 45\% | (198) | 444 |
| Educ: Post-grad | 22\% | (53) | 17\% | (41) | 6\% | (15) | 8\% | (21) | 47\% | (115) | 243 |
| Income: Under 50k | 17\% | (223) | 14\% | (184) | 4\% | (56) | 9\% | (120) | 55\% | (714) | 1297 |
| Income: 50k-100k | 17\% | (104) | 18\% | (109) | 6\% | (35) | 10\% | (62) | 50\% | (305) | 615 |
| Income: 100k+ | 19\% | (54) | 18\% | (52) | 7\% | (21) | 11\% | (32) | 45\% | (129) | 287 |
| Ethnicity: White | 16\% | (282) | 15\% | (263) | 5\% | (79) | 10\% | (179) | 53\% | (918) | 1722 |
| Ethnicity: Hispanic | $22 \%$ | (77) | 15\% | (52) | 5\% | (18) | 5\% | (19) | 53\% | (184) | 350 |
| Ethnicity: Afr. Am. | 21\% | (57) | 18\% | (49) | 5\% | (13) | 10\% | (28) | 46\% | (128) | 274 |
| Ethnicity: Other | 20\% | (41) | 16\% | (33) | 10\% | (20) | 3\% | (7) | 51\% | (103) | 203 |
| Relig: Protestant | 14\% | (78) | 16\% | (86) | 7\% | (36) | 13\% | (72) | 50\% | (268) | 539 |
| Relig: Roman Catholic | 22\% | (94) | 20\% | (88) | 3\% | (13) | 10\% | (44) | 45\% | (196) | 436 |
| Relig: Something Else | 15\% | (28) | 18\% | (33) | 4\% | (8) | 6\% | (12) | 56\% | (105) | 187 |
| Relig: Jewish | 30\% | (16) | 13\% | (7) | 9\% | (5) | 5\% | (3) | 43\% | (23) | 54 |
| Relig: Evangelical | 20\% | (159) | 18\% | (142) | 4\% | (32) | 9\% | (70) | 50\% | (402) | 805 |
| Relig: Non-Evang. Catholics | 11\% | (41) | 18\% | (66) | 7\% | (25) | 16\% | (58) | 47\% | (167) | 357 |
| Relig: All Christian | 17\% | (200) | 18\% | (207) | 5\% | (57) | $11 \%$ | (128) | 49\% | (569) | 1161 |
| Relig: All Non-Christian | 18\% | (41) | 10\% | (23) | 3\% | (6) | 12\% | (27) | 57\% | (127) | 224 |
| Community: Urban | 20\% | (117) | 15\% | (87) | 5\% | (27) | 9\% | (50) | 51\% | (294) | 575 |
| Community: Suburban | 17\% | (167) | 18\% | (173) | 7\% | (69) | 9\% | (91) | 49\% | (481) | 982 |
| Community: Rural | 15\% | (97) | 13\% | (85) | $3 \%$ | (17) | 11\% | (72) | 58\% | (373) | 643 |

[^404]Table HR24_14: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Chevy Chase as Gerald Ford

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  |  | know / <br> pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 17\% | (381) | 16\% | (345) | 5\% | (112) | 10\% | (214) | $52 \%$ | (1148) | 2199 |
| Employ: Private Sector | 19\% | (125) | 18\% | (119) | 7\% | (43) | 10\% | (63) | 47\% | (311) | 661 |
| Employ: Government | 19\% | (24) | 19\% | (24) | 6\% | (7) | 7\% | (8) | 49\% | (61) | 124 |
| Employ: Self-Employed | 20\% | (39) | 14\% | (28) | 6\% | (11) | 13\% | (25) | 47\% | (92) | 195 |
| Employ: Homemaker | 13\% | (23) | 10\% | (17) | $4 \%$ | (7) | 10\% | (16) | 63\% | (107) | 170 |
| Employ: Student | 22\% | (18) | 13\% | (10) | 6\% | (5) | 3\% | (2) | 56\% | (44) | 79 |
| Employ: Retired | 18\% | (96) | 17\% | (86) | $4 \%$ | (21) | $14 \%$ | (73) | 47\% | (246) | 523 |
| Employ: Unemployed | 11\% | (29) | 13\% | (33) | $4 \%$ | (11) | 5\% | (13) | 67\% | (176) | 262 |
| Employ: Other | 15\% | (28) | 15\% | (28) | $4 \%$ | (7) | 7\% | (13) | 60\% | (110) | 185 |
| Military HH: Yes | 15\% | (56) | $21 \%$ | (82) | $4 \%$ | (16) | $12 \%$ | (45) | 48\% | (185) | 384 |
| Military HH: No | 18\% | (325) | 14\% | (262) | 5\% | (96) | 9\% | (169) | 53\% | (962) | 1815 |
| RD/WT: Right Direction | 14\% | (115) | 14\% | (114) | 6\% | (46) | 14\% | (119) | 52\% | (432) | 826 |
| RD/WT: Wrong Track | 19\% | (266) | 17\% | (231) | 5\% | (66) | 7\% | (95) | 52\% | (716) | 1373 |
| Trump Job Approve | 13\% | (112) | 15\% | (130) | 6\% | (53) | 17\% | (150) | 49\% | (425) | 870 |
| Trump Job Disapprove | 21\% | (260) | 17\% | (212) | 5\% | (57) | 5\% | (59) | 52\% | (639) | 1227 |
| Trump Job Strongly Approve | 15\% | (64) | 11\% | (48) | 6\% | (25) | 22\% | (98) | 47\% | (205) | 440 |
| Trump Job Somewhat Approve | 11\% | (47) | 19\% | (83) | 6\% | (28) | 12\% | (52) | 51\% | (220) | 429 |
| Trump Job Somewhat Disapprove | 16\% | (48) | 14\% | (41) | 7\% | (20) | 6\% | (18) | 57\% | (169) | 297 |
| Trump Job Strongly Disapprove | 23\% | (211) | 18\% | (171) | $4 \%$ | (37) | 4\% | (41) | 50\% | (470) | 930 |
| Favorable of Trump | 12\% | (98) | 14\% | (121) | $7 \%$ | (57) | 18\% | (151) | 50\% | (421) | 847 |
| Unfavorable of Trump | 22\% | (272) | 18\% | (222) | $4 \%$ | (54) | 4\% | (52) | 50\% | (611) | 1212 |
| Very Favorable of Trump | 15\% | (70) | 9\% | (44) | 7\% | (32) | 22\% | (106) | 48\% | (228) | 479 |
| Somewhat Favorable of Trump | 8\% | (28) | 21\% | (76) | 7\% | (25) | 12\% | (45) | 53\% | (194) | 368 |
| Somewhat Unfavorable of Trump | 19\% | (45) | 16\% | (37) | 6\% | (15) | 9\% | (21) | 50\% | (119) | 236 |
| Very Unfavorable of Trump | 23\% | (228) | 19\% | (185) | $4 \%$ | (39) | 3\% | (32) | 50\% | (492) | 976 |

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Table HR24_14: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Chevy Chase as Gerald Ford

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 17\% | (381) | 16\% | (345) | 5\% | (112) | 10\% | (214) | 52\% | (1148) | 2199 |
| \#1 Issue: Economy | 16\% | (90) | 17\% | (94) | 6\% | (31) | 7\% | (37) | 55\% | (307) | 560 |
| \#1 Issue: Security | 12\% | (55) | 10\% | (43) | 7\% | (30) | 19\% | (84) | 52\% | (229) | 441 |
| \#1 Issue: Health Care | $21 \%$ | (78) | 20\% | (74) | $4 \%$ | (15) | 5\% | (19) | 49\% | (182) | 368 |
| \#1 Issue: Medicare / Social Security | 18\% | (65) | 18\% | (66) | $4 \%$ | (14) | $11 \%$ | (40) | 48\% | (174) | 359 |
| \#1 Issue: Women's Issues | 24\% | (30) | 12\% | (15) | 2\% | (3) | 8\% | (10) | 54\% | (67) | 126 |
| \#1 Issue: Education | 15\% | (23) | 15\% | (23) | 6\% | (9) | 9\% | (13) | 56\% | (86) | 154 |
| \#1 Issue: Energy | 26\% | (26) | 18\% | (18) | 6\% | (6) | 2\% | (2) | 48\% | (48) | 100 |
| \#1 Issue: Other | 15\% | (14) | 13\% | (12) | 4\% | (4) | 9\% | (8) | 59\% | (55) | 93 |
| 2018 House Vote: Democrat | 24\% | (204) | 22\% | (183) | 5\% | (38) | 4\% | (33) | 45\% | (381) | 839 |
| 2018 House Vote: Republican | $11 \%$ | (71) | 13\% | (81) | 7\% | (46) | 19\% | (122) | 50\% | (324) | 643 |
| 2018 House Vote: Someone else | 23\% | (24) | 12\% | (13) | 6\% | (6) | $11 \%$ | (11) | 48\% | (50) | 105 |
| 2018 House Vote: Didnt Vote | 13\% | (76) | $11 \%$ | (67) | 4\% | (22) | 8\% | (47) | 65\% | (393) | 605 |
| 2016 Vote: Hillary Clinton | 27\% | (192) | 19\% | (134) | 5\% | (34) | 3\% | (23) | 47\% | (335) | 719 |
| 2016 Vote: Donald Trump | 11\% | (73) | 16\% | (104) | 7\% | (47) | 19\% | (123) | 48\% | (319) | 666 |
| 2016 Vote: Someone else | 19\% | (34) | 23\% | (41) | $5 \%$ | (9) | 6\% | (10) | 47\% | (84) | 178 |
| 2016 Vote: Didnt Vote | 12\% | (78) | 10\% | (66) | 3\% | (22) | 9\% | (57) | 65\% | (407) | 629 |
| Voted in 2014: Yes | 19\% | (256) | 20\% | (269) | 6\% | (80) | 10\% | (143) | 45\% | (617) | 1366 |
| Voted in 2014: No | 15\% | (125) | 9\% | (75) | $4 \%$ | (32) | 8\% | (71) | 64\% | (531) | 833 |
| 2012 Vote: Barack Obama | 25\% | (218) | 21\% | (180) | 4\% | (32) | 5\% | (45) | 44\% | (379) | 854 |
| 2012 Vote: Mitt Romney | 10\% | (52) | 13\% | (66) | 8\% | (41) | 18\% | (89) | 50\% | (253) | 501 |
| 2012 Vote: Other | 8\% | (7) | 22\% | (19) | $11 \%$ | (10) | 13\% | (12) | 46\% | (40) | 87 |
| 2012 Vote: Didn't Vote | 14\% | (104) | $11 \%$ | (79) | 4\% | (30) | 9\% | (67) | 63\% | (472) | 752 |
| 4-Region: Northeast | 22\% | (86) | 15\% | (58) | 5\% | (21) | 8\% | (32) | 50\% | (196) | 394 |
| 4-Region: Midwest | 14\% | (67) | 15\% | (71) | 6\% | (28) | $11 \%$ | (52) | 53\% | (245) | 462 |
| 4-Region: South | 19\% | (154) | 16\% | (128) | 3\% | (28) | $11 \%$ | (87) | 52\% | (427) | 824 |
| 4-Region: West | 14\% | (74) | 17\% | (88) | 7\% | (36) | 8\% | (43) | 54\% | (279) | 519 |

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Table HR24_14: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Chevy Chase as Gerald Ford

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 17\% | (381) | 16\% | (345) | 5\% | (112) | 10\% | (214) | 52\% | (1148) | 2199 |
| TV shows: Every day | 20\% | (233) | 17\% | (193) | 5\% | (53) | 9\% | (106) | 49\% | (563) | 1148 |
| TV shows: Several times per week | 17\% | (88) | 18\% | (91) | 6\% | (30) | 10\% | (49) | 50\% | (255) | 512 |
| TV shows: About once per week | 11\% | (16) | 17\% | (24) | 6\% | (9) | 11\% | (16) | 56\% | (80) | 144 |
| TV shows: Several times per month | 13\% | (13) | 22\% | (22) | 12\% | (12) | 9\% | (9) | 44\% | (45) | 101 |
| TV shows: About once per month | 8\% | (4) | 3\% | (2) | 3\% | (2) | 12\% | (6) | 74\% | (36) | 48 |
| TV shows: Less often than once per month | 17\% | (13) | 7\% | (6) | 2\% | (2) | 15\% | (11) | 59\% | (46) | 78 |
| TV shows: Never | 8\% | (14) | 5\% | (9) | 3\% | (5) | 10\% | (16) | 74\% | (124) | 169 |
| Movies: Every day | 22\% | (88) | 14\% | (55) | 5\% | (19) | 12\% | (49) | 47\% | (188) | 399 |
| Movies: Several times per week | 19\% | (111) | 20\% | (114) | 6\% | (37) | 9\% | (52) | 45\% | (261) | 574 |
| Movies: About once per week | 21\% | (81) | 16\% | (60) | 5\% | (17) | 9\% | (33) | 50\% | (192) | 383 |
| Movies: Several times per month | 14\% | (38) | 17\% | (46) | 10\% | (28) | 8\% | (22) | 51\% | (139) | 273 |
| Movies: About once per month | 12\% | (20) | 17\% | (29) | 3\% | (5) | 12\% | (20) | 57\% | (99) | 173 |
| Movies: Less often than once per month | 12\% | (24) | 14\% | (28) | 1\% | (1) | 9\% | (18) | 65\% | (130) | 201 |
| Movies: Never | 9\% | (18) | 7\% | (14) | 2\% | (5) | 9\% | (19) | 72\% | (140) | 196 |
| Sports: Every day | 30\% | (47) | 24\% | (38) | 7\% | (12) | 7\% | (11) | 31\% | (49) | 158 |
| Sports: Several times per week | 21\% | (70) | 20\% | (66) | 12\% | (38) | 13\% | (42) | 35\% | (117) | 332 |
| Sports: About once per week | 19\% | (53) | 22\% | (62) | 3\% | (8) | 7\% | (19) | 49\% | (137) | 279 |
| Sports: Several times per month | 18\% | (41) | 15\% | (34) | 6\% | (14) | 7\% | (16) | 54\% | (123) | 228 |
| Sports: About once per month | 17\% | (30) | 16\% | (29) | 4\% | (7) | 11\% | (19) | 51\% | (89) | 174 |
| Sports: Less often than once per month | 15\% | (56) | 15\% | (53) | 3\% | (11) | 12\% | (42) | 55\% | (200) | 363 |
| Sports: Never | 13\% | (83) | 9\% | (63) | $3 \%$ | (22) | 10\% | (64) | 65\% | (434) | 666 |
| Cable: I currently subscribe | 19\% | (215) | 17\% | (190) | 6\% | (71) | 10\% | (115) | 47\% | (517) | 1108 |
| Cable: I subscribed in the past | 18\% | (127) | 16\% | (119) | 4\% | (29) | 9\% | (65) | 53\% | (387) | 727 |
| Cable: I have never subscribed | 10\% | (38) | 10\% | (36) | 4\% | (13) | 9\% | (34) | 67\% | (243) | 365 |
| Satellite television: I currently subscribe | 19\% | (99) | 15\% | (77) | 6\% | (31) | 10\% | (50) | 51\% | (269) | 526 |
| Satellite television: I subscribed in the past | 16\% | (95) | 18\% | (109) | 5\% | (31) | 11\% | (65) | 50\% | (298) | 597 |
| Satellite television: I have never subscribed | 17\% | (186) | 15\% | (159) | 5\% | (51) | 9\% | (99) | 54\% | (582) | 1076 |

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Table HR24_14: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Chevy Chase as Gerald Ford

| Demographic | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Don't know / <br> No opinion | Total N |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

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

Table HR24_15: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Jay Pharoah as Ben Carson

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | $\begin{gathered} \text { Don } \\ \text { No } \end{gathered}$ | know / <br> pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (261) | 11\% | (251) | 6\% | (127) | 12\% | (256) | 59\% | (1304) | 2199 |
| Gender: Male | 15\% | (160) | 13\% | (140) | 8\% | (83) | 13\% | (136) | 51\% | (541) | 1061 |
| Gender: Female | 9\% | (101) | 10\% | (110) | 4\% | (43) | 11\% | (120) | 67\% | (763) | 1138 |
| Age: 18-29 | 15\% | (61) | 15\% | (61) | 4\% | (17) | 10\% | (42) | 56\% | (229) | 411 |
| Age: 30-44 | 13\% | (79) | 11\% | (67) | 7\% | (43) | 9\% | (56) | 59\% | (355) | 600 |
| Age: 45-54 | 13\% | (44) | 12\% | (40) | 6\% | (21) | 10\% | (33) | 59\% | (196) | 335 |
| Age: 55-64 | 10\% | (43) | 11\% | (47) | 7\% | (30) | 15\% | (64) | 56\% | (233) | 417 |
| Age: 65+ | 8\% | (33) | 8\% | (35) | 4\% | (15) | $14 \%$ | (62) | 67\% | (290) | 436 |
| Generation Z: 18-21 | 11\% | (13) | 18\% | (21) | 5\% | (5) | 9\% | (11) | 56\% | (65) | 116 |
| Millennial: Age 22-37 | 14\% | (93) | 13\% | (88) | 6\% | (40) | 11\% | (73) | 55\% | (363) | 657 |
| Generation X: Age 38-53 | 13\% | (70) | 10\% | (54) | 6\% | (35) | 7\% | (40) | 63\% | (343) | 543 |
| Boomers: Age 54-72 | 10\% | (78) | 10\% | (80) | 6\% | (43) | 15\% | (116) | 59\% | (455) | 772 |
| PID: Dem (no lean) | 19\% | (155) | 14\% | (115) | 6\% | (51) | 7\% | (53) | 54\% | (432) | 806 |
| PID: Ind (no lean) | 7\% | (53) | 12\% | (89) | 5\% | (36) | 10\% | (79) | 66\% | (497) | 754 |
| PID: Rep (no lean) | 8\% | (53) | 7\% | (47) | 6\% | (40) | 19\% | (124) | 59\% | (375) | 639 |
| PID/Gender: Dem Men | 26\% | (102) | 16\% | (63) | 10\% | (39) | 7\% | (27) | 42\% | (164) | 395 |
| PID/Gender: Dem Women | 13\% | (53) | 13\% | (52) | 3\% | (11) | 6\% | (26) | 65\% | (268) | 411 |
| PID/Gender: Ind Men | 8\% | (27) | 15\% | (50) | 5\% | (16) | 12\% | (40) | 59\% | (194) | 326 |
| PID/Gender: Ind Women | 6\% | (26) | 9\% | (39) | 5\% | (20) | 9\% | (39) | 71\% | (303) | 427 |
| PID/Gender: Rep Men | 9\% | (31) | 8\% | (28) | 8\% | (29) | 20\% | (69) | 54\% | (183) | 339 |
| PID/Gender: Rep Women | 7\% | (22) | 6\% | (19) | 4\% | (12) | 18\% | (55) | 64\% | (192) | 300 |
| Ideo: Liberal (1-3) | 23\% | (154) | 17\% | (114) | 7\% | (47) | 5\% | (34) | 48\% | (324) | 674 |
| Ideo: Moderate (4) | 11\% | (58) | 10\% | (55) | 6\% | (33) | 13\% | (70) | 60\% | (329) | 544 |
| Ideo: Conservative (5-7) | 7\% | (46) | 10\% | (74) | 6\% | (40) | 19\% | (136) | 58\% | (416) | 712 |

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Table HR24_15: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Jay Pharoah as Ben Carson

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (261) | 11\% | (251) | 6\% | (127) | 12\% | (256) | $59 \%$ | (1304) | 2199 |
| Educ: < College | 11\% | (170) | 10\% | (146) | 5\% | (72) | 12\% | (181) | 62\% | (942) | 1512 |
| Educ: Bachelors degree | 12\% | (52) | 16\% | (72) | 9\% | (39) | $11 \%$ | (49) | 52\% | (232) | 444 |
| Educ: Post-grad | 16\% | (39) | 14\% | (33) | 6\% | (15) | 11\% | (27) | 53\% | (130) | 243 |
| Income: Under 50k | 13\% | (164) | 10\% | (126) | 6\% | (72) | 10\% | (136) | 62\% | (798) | 1297 |
| Income: 50k-100k | 10\% | (61) | 13\% | (81) | 7\% | (40) | 13\% | (80) | 57\% | (353) | 615 |
| Income: 100k+ | 12\% | (35) | 15\% | (44) | 5\% | (15) | 14\% | (40) | 53\% | (153) | 287 |
| Ethnicity: White | 10\% | (169) | 11\% | (185) | 5\% | (79) | 13\% | (216) | 62\% | (1073) | 1722 |
| Ethnicity: Hispanic | 18\% | (63) | 10\% | (34) | 6\% | (22) | 9\% | (33) | 56\% | (197) | 350 |
| Ethnicity: Afr. Am. | 19\% | (52) | 15\% | (40) | 12\% | (33) | 7\% | (20) | 47\% | (130) | 274 |
| Ethnicity: Other | 19\% | (39) | 13\% | (26) | 7\% | (15) | 10\% | (21) | 50\% | (102) | 203 |
| Relig: Protestant | 9\% | (51) | 12\% | (64) | 5\% | (29) | 16\% | (84) | 58\% | (311) | 539 |
| Relig: Roman Catholic | 12\% | (54) | 11\% | (50) | 7\% | (32) | $12 \%$ | (51) | 57\% | (249) | 436 |
| Relig: Something Else | 9\% | (17) | 11\% | (21) | 7\% | (13) | 8\% | (15) | 65\% | (121) | 187 |
| Relig: Jewish | 16\% | (9) | 12\% | (7) | 13\% | (7) | 6\% | (3) | 53\% | (29) | 54 |
| Relig: Evangelical | 11\% | (89) | 11\% | (87) | 6\% | (50) | 10\% | (82) | 62\% | (497) | 805 |
| Relig: Non-Evang. Catholics | 9\% | (33) | 13\% | (48) | 7\% | (24) | 19\% | (67) | 51\% | (184) | 357 |
| Relig: All Christian | 10\% | (122) | 12\% | (135) | 6\% | (75) | 13\% | (149) | 59\% | (681) | 1161 |
| Relig: All Non-Christian | 12\% | (28) | 7\% | (15) | 7\% | (15) | 12\% | (27) | 62\% | (140) | 224 |
| Community: Urban | 16\% | (92) | 12\% | (71) | 7\% | (39) | 10\% | (59) | 55\% | (315) | 575 |
| Community: Suburban | 12\% | (118) | 13\% | (130) | 6\% | (55) | 12\% | (114) | 57\% | (564) | 982 |
| Community: Rural | 8\% | (51) | 8\% | (50) | 5\% | (33) | 13\% | (83) | 66\% | (426) | 643 |

[^405]Table HR24_15: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Jay Pharoah as Ben Carson

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (261) | 11\% | (251) | 6\% | (127) | 12\% | (256) | $59 \%$ | (1304) | 2199 |
| Employ: Private Sector | 14\% | (92) | 15\% | (98) | 6\% | (42) | 13\% | (83) | 52\% | (346) | 661 |
| Employ: Government | 23\% | (28) | 8\% | (10) | 6\% | (8) | $11 \%$ | (13) | 52\% | (65) | 124 |
| Employ: Self-Employed | 11\% | (22) | 13\% | (25) | 9\% | (18) | 11\% | (22) | 55\% | (108) | 195 |
| Employ: Homemaker | 10\% | (17) | 10\% | (17) | $4 \%$ | (8) | 10\% | (16) | 66\% | (113) | 170 |
| Employ: Student | 22\% | (17) | 13\% | (10) | $1 \%$ | (1) | 12\% | (10) | 52\% | (41) | 79 |
| Employ: Retired | 9\% | (47) | 9\% | (50) | 3\% | (18) | 15\% | (78) | 63\% | (331) | 523 |
| Employ: Unemployed | 8\% | (22) | 8\% | (22) | 6\% | (17) | 8\% | (22) | 69\% | (180) | 262 |
| Employ: Other | 8\% | (16) | $11 \%$ | (21) | 8\% | (16) | 7\% | (12) | 65\% | (121) | 185 |
| Military HH: Yes | 12\% | (46) | 12\% | (45) | $4 \%$ | (14) | $14 \%$ | (53) | 59\% | (225) | 384 |
| Military HH: No | 12\% | (215) | $11 \%$ | (205) | 6\% | (112) | $11 \%$ | (203) | 59\% | (1079) | 1815 |
| RD/WT: Right Direction | 10\% | (79) | 7\% | (56) | 7\% | (59) | 18\% | (152) | 58\% | (481) | 826 |
| RD/WT: Wrong Track | 13\% | (182) | 14\% | (195) | 5\% | (68) | 8\% | (104) | 60\% | (823) | 1373 |
| Trump Job Approve | 8\% | (71) | 8\% | (67) | 8\% | (68) | 18\% | (159) | 58\% | (505) | 870 |
| Trump Job Disapprove | 15\% | (186) | 15\% | (182) | 5\% | (57) | 7\% | (91) | 58\% | (712) | 1227 |
| Trump Job Strongly Approve | 8\% | (36) | 5\% | (21) | 7\% | (31) | 23\% | (103) | 57\% | (249) | 440 |
| Trump Job Somewhat Approve | 8\% | (35) | $11 \%$ | (46) | 9\% | (37) | 13\% | (56) | 59\% | (255) | 429 |
| Trump Job Somewhat Disapprove | 8\% | (22) | 12\% | (36) | $4 \%$ | (13) | 8\% | (24) | 68\% | (202) | 297 |
| Trump Job Strongly Disapprove | 18\% | (163) | 16\% | (146) | 5\% | (44) | 7\% | (67) | 55\% | (511) | 930 |
| Favorable of Trump | 8\% | (67) | 8\% | (69) | 7\% | (62) | 19\% | (158) | 58\% | (491) | 847 |
| Unfavorable of Trump | 15\% | (187) | 15\% | (177) | 5\% | (63) | 7\% | (86) | 58\% | (698) | 1212 |
| Very Favorable of Trump | 9\% | (43) | 5\% | (26) | 7\% | (32) | 24\% | (113) | 55\% | (264) | 479 |
| Somewhat Favorable of Trump | 7\% | (24) | 12\% | (43) | 8\% | (30) | $12 \%$ | (45) | 62\% | (227) | 368 |
| Somewhat Unfavorable of Trump | 11\% | (25) | 9\% | (22) | 7\% | (16) | 11\% | (26) | 62\% | (147) | 236 |
| Very Unfavorable of Trump | 17\% | (162) | 16\% | (155) | 5\% | (47) | 6\% | (60) | 56\% | (551) | 976 |

[^406]Table HR24_15: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Jay Pharoah as Ben Carson

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (261) | 11\% | (251) | 6\% | (127) | 12\% | (256) | 59\% | (1304) | 2199 |
| \#1 Issue: Economy | 11\% | (63) | 14\% | (76) | 7\% | (37) | 11\% | (59) | 58\% | (325) | 560 |
| \#1 Issue: Security | 6\% | (26) | 6\% | (28) | 6\% | (25) | 20\% | (89) | 62\% | (271) | 441 |
| \#1 Issue: Health Care | 14\% | (52) | 12\% | (45) | 7\% | (27) | 8\% | (28) | 59\% | (217) | 368 |
| \#1 Issue: Medicare / Social Security | 12\% | (42) | 8\% | (30) | 5\% | (19) | 13\% | (46) | 62\% | (221) | 359 |
| \#1 Issue: Women's Issues | 24\% | (30) | 14\% | (17) | 4\% | (5) | 3\% | (4) | 55\% | (69) | 126 |
| \#1 Issue: Education | 17\% | (26) | $11 \%$ | (18) | 5\% | (8) | 12\% | (19) | 54\% | (84) | 154 |
| \#1 Issue: Energy | 13\% | (13) | 27\% | (27) | 3\% | (3) | 2\% | (2) | 54\% | (53) | 100 |
| \#1 Issue: Other | 9\% | (9) | 10\% | (10) | 3\% | (3) | 8\% | (8) | 69\% | (64) | 93 |
| 2018 House Vote: Democrat | 20\% | (165) | 16\% | (134) | 6\% | (54) | 5\% | (45) | 53\% | (441) | 839 |
| 2018 House Vote: Republican | 7\% | (42) | 8\% | (50) | 6\% | (39) | 22\% | (140) | 58\% | (372) | 643 |
| 2018 House Vote: Someone else | 11\% | (12) | 8\% | (9) | 5\% | (5) | 16\% | (17) | 60\% | (63) | 105 |
| 2018 House Vote: Didnt Vote | 6\% | (36) | 10\% | (58) | 5\% | (29) | 9\% | (55) | 71\% | (428) | 605 |
| 2016 Vote: Hillary Clinton | 20\% | (145) | 15\% | (110) | 7\% | (48) | 6\% | (42) | 52\% | (374) | 719 |
| 2016 Vote: Donald Trump | 6\% | (39) | 9\% | (57) | 6\% | (40) | 21\% | (140) | 59\% | (390) | 666 |
| 2016 Vote: Someone else | 14\% | (26) | 15\% | (28) | 6\% | (11) | 7\% | (12) | 57\% | (102) | 178 |
| 2016 Vote: Didnt Vote | 8\% | (47) | 9\% | (57) | 4\% | (27) | 10\% | (61) | 69\% | (437) | 629 |
| Voted in 2014: Yes | 13\% | (176) | 13\% | (182) | 7\% | (90) | 13\% | (172) | 55\% | (745) | 1366 |
| Voted in 2014: No | 10\% | (85) | 8\% | (69) | 4\% | (36) | 10\% | (85) | 67\% | (559) | 833 |
| 2012 Vote: Barack Obama | 17\% | (147) | 16\% | (134) | 7\% | (61) | 7\% | (62) | 53\% | (450) | 854 |
| 2012 Vote: Mitt Romney | 5\% | (25) | 8\% | (39) | 6\% | (32) | 20\% | (100) | 61\% | (304) | 501 |
| 2012 Vote: Other | 7\% | (6) | 5\% | (4) | 4\% | (3) | 19\% | (16) | 66\% | (57) | 87 |
| 2012 Vote: Didn't Vote | 11\% | (82) | 10\% | (74) | 4\% | (30) | 10\% | (78) | 65\% | (489) | 752 |
| 4-Region: Northeast | 14\% | (54) | 9\% | (36) | 7\% | (28) | 11\% | (43) | 59\% | (233) | 394 |
| 4-Region: Midwest | 10\% | (44) | 14\% | (63) | 5\% | (25) | 12\% | (55) | 59\% | (275) | 462 |
| 4-Region: South | 12\% | (102) | 11\% | (92) | 5\% | (43) | 13\% | (107) | 58\% | (479) | 824 |
| 4-Region: West | 12\% | (61) | 11\% | (59) | 6\% | (31) | 10\% | (51) | 61\% | (318) | 519 |

Continued on next page

Table HR24_15: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Jay Pharoah as Ben Carson

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (261) | 11\% | (251) | 6\% | (127) | 12\% | (256) | $59 \%$ | (1304) | 2199 |
| TV shows: Every day | 14\% | (158) | 13\% | (152) | 6\% | (66) | 11\% | (124) | 56\% | (647) | 1148 |
| TV shows: Several times per week | 10\% | (50) | 12\% | (63) | 6\% | (32) | 13\% | (67) | 59\% | (300) | 512 |
| TV shows: About once per week | 17\% | (24) | 9\% | (13) | 5\% | (7) | 14\% | (19) | 56\% | (81) | 144 |
| TV shows: Several times per month | 10\% | (10) | 11\% | (11) | 14\% | (14) | 10\% | (10) | 55\% | (55) | 101 |
| TV shows: About once per month | 6\% | (3) | 6\% | (3) | 1\% | (0) | 9\% | (5) | 77\% | (37) | 48 |
| TV shows: Less often than once per month | 6\% | (5) | 6\% | (5) | 6\% | (5) | $14 \%$ | (11) | 68\% | (52) | 78 |
| TV shows: Never | 6\% | (10) | 2\% | (3) | 2\% | (3) | 12\% | (20) | 78\% | (132) | 169 |
| Movies: Every day | 20\% | (79) | 11\% | (44) | 7\% | (26) | 12\% | (47) | 51\% | (203) | 399 |
| Movies: Several times per week | 13\% | (74) | 15\% | (86) | 7\% | (40) | 13\% | (73) | 53\% | (302) | 574 |
| Movies: About once per week | 12\% | (46) | 10\% | (38) | 5\% | (21) | 12\% | (45) | 61\% | (233) | 383 |
| Movies: Several times per month | 8\% | (22) | 16\% | (43) | 7\% | (20) | 11\% | (29) | 58\% | (159) | 273 |
| Movies: About once per month | 11\% | (19) | 10\% | (17) | 3\% | (6) | 9\% | (15) | 67\% | (116) | 173 |
| Movies: Less often than once per month | 6\% | (12) | 8\% | (16) | 4\% | (9) | 12\% | (24) | 70\% | (140) | 201 |
| Movies: Never | 4\% | (9) | 3\% | (6) | 3\% | (5) | 12\% | (24) | 78\% | (152) | 196 |
| Sports: Every day | 26\% | (41) | 24\% | (38) | 4\% | (6) | 12\% | (19) | 34\% | (54) | 158 |
| Sports: Several times per week | 13\% | (44) | 18\% | (59) | 7\% | (23) | 18\% | (58) | 44\% | (148) | 332 |
| Sports: About once per week | 15\% | (41) | 11\% | (32) | 11\% | (30) | 7\% | (18) | 57\% | (158) | 279 |
| Sports: Several times per month | 16\% | (36) | 12\% | (28) | 9\% | (20) | 7\% | (17) | 56\% | (127) | 228 |
| Sports: About once per month | 10\% | (17) | 12\% | (21) | 4\% | (7) | 13\% | (22) | 62\% | (107) | 174 |
| Sports: Less often than once per month | 10\% | (35) | 11\% | (39) | 5\% | (18) | 13\% | (47) | 62\% | (225) | 363 |
| Sports: Never | 7\% | (47) | 5\% | (35) | 4\% | (24) | 11\% | (75) | 73\% | (486) | 666 |
| Cable: I currently subscribe | 14\% | (155) | 14\% | (161) | 7\% | (78) | $12 \%$ | (134) | 52\% | (580) | 1108 |
| Cable: I subscribed in the past | 11\% | (79) | 10\% | (75) | 5\% | (34) | 11\% | (81) | 63\% | (458) | 727 |
| Cable: I have never subscribed | 7\% | (27) | 4\% | (16) | 4\% | (15) | 11\% | (42) | 73\% | (266) | 365 |
| Satellite television: I currently subscribe | 13\% | (69) | 10\% | (55) | 6\% | (32) | 13\% | (66) | 58\% | (303) | 526 |
| Satellite television: I subscribed in the past | 12\% | (73) | 13\% | (76) | 6\% | (36) | 11\% | (66) | 58\% | (346) | 597 |
| Satellite television: I have never subscribed | 11\% | (119) | 11\% | (119) | 5\% | (58) | 12\% | (125) | 61\% | (655) | 1076 |

Continued on next page

Table HR24_15: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations? Jay Pharoah as Ben Carson

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (261) | 11\% | (251) | 6\% | (127) | 12\% | (256) | 59\% | (1304) | 2199 |
| Streaming service: I currently subscribe | 14\% | (181) | 13\% | (176) | 7\% | (90) | 11\% | (142) | 55\% | (713) | 1302 |
| Streaming service: I subscribed in the past | 15\% | (35) | 10\% | (24) | 6\% | (14) | 13\% | (30) | 55\% | (130) | 234 |
| Streaming service: I have never subscribed | 7\% | (44) | 8\% | (51) | 3\% | (23) | 13\% | (84) | 70\% | (461) | 663 |
| Film: An avid fan | 20\% | (153) | 14\% | (112) | 7\% | (53) | 9\% | (71) | 50\% | (389) | 779 |
| Film: A casual fan | 8\% | (94) | $11 \%$ | (131) | 6\% | (67) | 13\% | (146) | 62\% | (715) | 1153 |
| Film: Not a fan | 5\% | (14) | 3\% | (8) | 2\% | (6) | 15\% | (39) | 75\% | (200) | 267 |
| Television: An avid fan | 15\% | (174) | 14\% | (157) | 6\% | (73) | $11 \%$ | (132) | 53\% | (617) | 1154 |
| Television: A casual fan | 9\% | (81) | 10\% | (92) | 5\% | (49) | 11\% | (102) | 64\% | (583) | 907 |
| Television: Not a fan | 4\% | (6) | 1\% | (2) | 3\% | (4) | 16\% | (22) | 75\% | (105) | 139 |
| Music: An avid fan | 16\% | (180) | 14\% | (161) | 6\% | (67) | 11\% | (124) | 54\% | (618) | 1152 |
| Music: A casual fan | 8\% | (74) | 9\% | (86) | 6\% | (58) | 13\% | (116) | 63\% | (574) | 907 |
| Music: Not a fan | 5\% | (7) | 3\% | (4) | 1\% | (1) | 11\% | (16) | 80\% | (112) | 140 |
| Fashion: An avid fan | 25\% | (85) | 15\% | (50) | 5\% | (18) | 15\% | (52) | 40\% | (136) | 342 |
| Fashion: A casual fan | 10\% | (88) | 12\% | (99) | 7\% | (63) | 9\% | (79) | 62\% | (531) | 861 |
| Fashion: Not a fan | 9\% | (88) | 10\% | (101) | 5\% | (45) | 13\% | (125) | 64\% | (637) | 996 |

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

Table HR24_16: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Kristen Wiig as Michele Bachmann

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | $\begin{gathered} \text { Don } \\ \text { No } \end{gathered}$ | know / <br> pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (271) | 10\% | (216) | 6\% | (127) | 11\% | (250) | 61\% | (1334) | 2199 |
| Gender: Male | 16\% | (171) | 12\% | (125) | 8\% | (80) | 13\% | (134) | 52\% | (551) | 1061 |
| Gender: Female | 9\% | (100) | 8\% | (91) | 4\% | (47) | 10\% | (117) | 69\% | (783) | 1138 |
| Age: 18-29 | 13\% | (54) | 11\% | (43) | 10\% | (40) | 7\% | (30) | 59\% | (244) | 411 |
| Age: 30-44 | 14\% | (83) | 12\% | (73) | 6\% | (39) | 8\% | (48) | 59\% | (357) | 600 |
| Age: 45-54 | 15\% | (50) | 10\% | (32) | 4\% | (13) | $11 \%$ | (36) | 61\% | (204) | 335 |
| Age: 55-64 | 10\% | (41) | 10\% | (43) | $4 \%$ | (18) | 18\% | (75) | 57\% | (239) | 417 |
| Age: 65+ | 10\% | (43) | 6\% | (25) | 4\% | (17) | 14\% | (61) | 67\% | (290) | 436 |
| Generation Z: 18-21 | 10\% | (11) | 14\% | (16) | 10\% | (11) | 7\% | (8) | 60\% | (69) | 116 |
| Millennial: Age 22-37 | 14\% | (93) | 12\% | (82) | 9\% | (60) | 9\% | (57) | 56\% | (366) | 657 |
| Generation X: Age 38-53 | $14 \%$ | (78) | 8\% | (45) | $4 \%$ | (20) | 8\% | (42) | 66\% | (359) | 543 |
| Boomers: Age 54-72 | 11\% | (81) | 9\% | (67) | $4 \%$ | (34) | 16\% | (125) | 60\% | (465) | 772 |
| PID: Dem (no lean) | 20\% | (162) | 13\% | (105) | 4\% | (35) | 7\% | (56) | 56\% | (448) | 806 |
| PID: Ind (no lean) | 10\% | (73) | 11\% | (80) | 5\% | (38) | 10\% | (75) | 65\% | (487) | 754 |
| PID: Rep (no lean) | 6\% | (35) | 5\% | (31) | 8\% | (54) | 19\% | (119) | 62\% | (399) | 639 |
| PID/Gender: Dem Men | 26\% | (104) | 15\% | (58) | 6\% | (23) | 9\% | (36) | 44\% | (174) | 395 |
| PID/Gender: Dem Women | 14\% | (58) | 11\% | (47) | 3\% | (12) | 5\% | (21) | 67\% | (274) | 411 |
| PID/Gender: Ind Men | 15\% | (47) | 14\% | (46) | 6\% | (19) | 10\% | (31) | 56\% | (183) | 326 |
| PID/Gender: Ind Women | 6\% | (26) | 8\% | (35) | 5\% | (20) | 10\% | (43) | 71\% | (304) | 427 |
| PID/Gender: Rep Men | 6\% | (19) | 6\% | (21) | $11 \%$ | (39) | 20\% | (67) | 57\% | (193) | 339 |
| PID/Gender: Rep Women | 5\% | (16) | 3\% | (10) | 5\% | (16) | 18\% | (53) | 69\% | (206) | 300 |
| Ideo: Liberal (1-3) | 23\% | (157) | 16\% | (106) | 5\% | (35) | 5\% | (35) | 51\% | (341) | 674 |
| Ideo: Moderate (4) | 12\% | (64) | 10\% | (52) | 8\% | (43) | 11\% | (59) | 60\% | (325) | 544 |
| Ideo: Conservative (5-7) | 6\% | (45) | 7\% | (50) | 6\% | (42) | 18\% | (131) | 62\% | (445) | 712 |

Continued on next page

Table HR24_16: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Kristen Wiig as Michele Bachmann

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don No | know / pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (271) | 10\% | (216) | 6\% | (127) | 11\% | (250) | 61\% | (1334) | 2199 |
| Educ: < College | 10\% | (158) | 9\% | (141) | 5\% | (80) | $12 \%$ | (177) | 63\% | (956) | 1512 |
| Educ: Bachelors degree | 17\% | (77) | 11\% | (49) | 7\% | (30) | 11\% | (49) | 54\% | (240) | 444 |
| Educ: Post-grad | 15\% | (36) | 11\% | (26) | 7\% | (18) | 10\% | (25) | 57\% | (138) | 243 |
| Income: Under 50k | 12\% | (151) | 9\% | (116) | 6\% | (80) | 11\% | (141) | 62\% | (810) | 1297 |
| Income: 50k-100k | 13\% | (82) | 11\% | (67) | 5\% | (29) | 12\% | (76) | 59\% | (360) | 615 |
| Income: 100k+ | 13\% | (38) | 11\% | (33) | 7\% | (19) | 12\% | (33) | 57\% | (164) | 287 |
| Ethnicity: White | 12\% | (203) | 9\% | (153) | $4 \%$ | (74) | $12 \%$ | (198) | 64\% | (1094) | 1722 |
| Ethnicity: Hispanic | 18\% | (64) | 12\% | (43) | 6\% | (21) | $11 \%$ | (39) | 52\% | (182) | 350 |
| Ethnicity: Afr. Am. | 14\% | (38) | 14\% | (37) | $11 \%$ | (29) | 13\% | (36) | 49\% | (134) | 274 |
| Ethnicity: Other | 15\% | (31) | 13\% | (26) | 12\% | (24) | 8\% | (16) | 52\% | (106) | 203 |
| Relig: Protestant | 10\% | (52) | 11\% | (57) | 6\% | (30) | 15\% | (78) | 60\% | (321) | 539 |
| Relig: Roman Catholic | 16\% | (70) | 8\% | (35) | $4 \%$ | (19) | 13\% | (57) | 58\% | (253) | 436 |
| Relig: Something Else | 10\% | (18) | 8\% | (16) | 2\% | (5) | 9\% | (16) | 71\% | (132) | 187 |
| Relig: Jewish | 27\% | (14) | 6\% | (3) | 6\% | (3) | 6\% | (3) | 55\% | (30) | 54 |
| Relig: Evangelical | 14\% | (111) | 8\% | (64) | $4 \%$ | (36) | 11\% | (86) | 63\% | (508) | 805 |
| Relig: Non-Evang. Catholics | 8\% | (30) | 12\% | (44) | 5\% | (19) | 18\% | (66) | 56\% | (199) | 357 |
| Relig: All Christian | 12\% | (141) | 9\% | (108) | 5\% | (54) | 13\% | (152) | 61\% | (707) | 1161 |
| Relig: All Non-Christian | 8\% | (18) | 6\% | (14) | 5\% | (12) | $14 \%$ | (30) | 67\% | (150) | 224 |
| Community: Urban | 16\% | (89) | 12\% | (66) | 7\% | (39) | 9\% | (54) | 57\% | (327) | 575 |
| Community: Suburban | 13\% | (126) | 10\% | (101) | 6\% | (60) | 11\% | (109) | 60\% | (585) | 982 |
| Community: Rural | 9\% | (56) | 8\% | (49) | 4\% | (28) | $14 \%$ | (87) | 66\% | (422) | 643 |

[^407]Table HR24_16: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations? Kristen Wiig as Michele Bachmann

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  |  | know / <br> pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (271) | 10\% | (216) | 6\% | (127) | 11\% | (250) | 61\% | (1334) | 2199 |
| Employ: Private Sector | 16\% | (109) | 13\% | (83) | 7\% | (46) | 11\% | (72) | 53\% | (350) | 661 |
| Employ: Government | 13\% | (16) | 14\% | (17) | 14\% | (18) | 8\% | (10) | 52\% | (64) | 124 |
| Employ: Self-Employed | 14\% | (27) | 8\% | (16) | 9\% | (18) | 11\% | (22) | 57\% | (112) | 195 |
| Employ: Homemaker | 10\% | (18) | 6\% | (10) | 5\% | (9) | 8\% | (14) | 71\% | (120) | 170 |
| Employ: Student | 14\% | (11) | 19\% | (15) | 9\% | (7) | 7\% | (6) | 51\% | (40) | 79 |
| Employ: Retired | 10\% | (50) | 8\% | (40) | 5\% | (24) | 15\% | (81) | 63\% | (329) | 523 |
| Employ: Unemployed | 9\% | (23) | 5\% | (12) | 1\% | (4) | 12\% | (31) | 73\% | (191) | 262 |
| Employ: Other | 10\% | (18) | 12\% | (22) | 1\% | (2) | 8\% | (15) | 69\% | (127) | 185 |
| Military HH: Yes | 11\% | (40) | 11\% | (42) | 6\% | (24) | 15\% | (57) | 58\% | (221) | 384 |
| Military HH: No | 13\% | (231) | 10\% | (174) | 6\% | (104) | 11\% | (193) | 61\% | (1113) | 1815 |
| RD/WT: Right Direction | 8\% | (70) | 6\% | (53) | 8\% | (68) | 17\% | (144) | 60\% | (492) | 826 |
| RD/WT: Wrong Track | 15\% | (201) | 12\% | (163) | $4 \%$ | (59) | 8\% | (107) | 61\% | (843) | 1373 |
| Trump Job Approve | 7\% | (61) | 7\% | (65) | 8\% | (66) | 18\% | (156) | 60\% | (521) | 870 |
| Trump Job Disapprove | 17\% | (204) | 12\% | (150) | 5\% | (59) | 7\% | (88) | 59\% | (726) | 1227 |
| Trump Job Strongly Approve | 8\% | (34) | 6\% | (24) | 5\% | (22) | 23\% | (101) | 59\% | (259) | 440 |
| Trump Job Somewhat Approve | 6\% | (27) | 9\% | (41) | 10\% | (44) | 13\% | (55) | 61\% | (262) | 429 |
| Trump Job Somewhat Disapprove | 9\% | (27) | 10\% | (29) | 8\% | (23) | 9\% | (26) | 65\% | (192) | 297 |
| Trump Job Strongly Disapprove | 19\% | (177) | 13\% | (122) | 4\% | (37) | 7\% | (62) | 57\% | (533) | 930 |
| Favorable of Trump | 8\% | (64) | 6\% | (52) | 8\% | (70) | 18\% | (150) | 60\% | (511) | 847 |
| Unfavorable of Trump | 17\% | (202) | 13\% | (159) | 5\% | (56) | 7\% | (84) | 59\% | (711) | 1212 |
| Very Favorable of Trump | 8\% | (39) | $4 \%$ | (21) | 6\% | (30) | 23\% | (109) | 58\% | (280) | 479 |
| Somewhat Favorable of Trump | 7\% | (24) | 8\% | (31) | 11\% | (41) | 11\% | (41) | 63\% | (232) | 368 |
| Somewhat Unfavorable of Trump | 9\% | (21) | 13\% | (30) | 9\% | (22) | 12\% | (28) | 57\% | (135) | 236 |
| Very Unfavorable of Trump | 19\% | (181) | 13\% | (129) | 4\% | (34) | 6\% | (56) | 59\% | (576) | 976 |

[^408]Table HR24_16: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Kristen Wiig as Michele Bachmann

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (271) | 10\% | (216) | 6\% | (127) | 11\% | (250) | 61\% | (1334) | 2199 |
| \#1 Issue: Economy | 10\% | (58) | 10\% | (57) | 8\% | (44) | 9\% | (53) | 62\% | (347) | 560 |
| \#1 Issue: Security | 7\% | (30) | 6\% | (26) | 7\% | (29) | 21\% | (93) | 60\% | (263) | 441 |
| \#1 Issue: Health Care | 17\% | (61) | 11\% | (40) | 4\% | (17) | 8\% | (28) | 61\% | (223) | 368 |
| \#1 Issue: Medicare / Social Security | 13\% | (48) | 9\% | (32) | 3\% | (11) | 11\% | (38) | 64\% | (230) | 359 |
| \#1 Issue: Women's Issues | 19\% | (24) | 13\% | (17) | 5\% | (6) | 11\% | (13) | $52 \%$ | (65) | 126 |
| \#1 Issue: Education | 13\% | (21) | 9\% | (14) | 9\% | (15) | 8\% | (13) | 60\% | (91) | 154 |
| \#1 Issue: Energy | 20\% | (20) | 17\% | (17) | 5\% | (5) | 2\% | (2) | 56\% | (55) | 100 |
| \#1 Issue: Other | 9\% | (8) | 15\% | (14) | 2\% | (2) | 10\% | (9) | 64\% | (60) | 93 |
| 2018 House Vote: Democrat | 21\% | (174) | 15\% | (128) | 5\% | (42) | 6\% | (50) | 53\% | (446) | 839 |
| 2018 House Vote: Republican | 6\% | (39) | 5\% | (32) | 7\% | (47) | 21\% | (136) | 60\% | (389) | 643 |
| 2018 House Vote: Someone else | 10\% | (11) | 17\% | (18) | 9\% | (9) | 12\% | (13) | 52\% | (55) | 105 |
| 2018 House Vote: Didnt Vote | 7\% | (43) | 6\% | (37) | 5\% | (29) | 8\% | (51) | 73\% | (445) | 605 |
| 2016 Vote: Hillary Clinton | 21\% | (150) | 13\% | (95) | 6\% | (40) | 5\% | (39) | 55\% | (395) | 719 |
| 2016 Vote: Donald Trump | 6\% | (42) | 7\% | (43) | 6\% | (41) | 21\% | (137) | 60\% | (402) | 666 |
| 2016 Vote: Someone else | 13\% | (23) | 17\% | (30) | 8\% | (14) | 6\% | (11) | 56\% | (100) | 178 |
| 2016 Vote: Didnt Vote | 9\% | (56) | 7\% | (45) | 5\% | (32) | 10\% | (61) | 69\% | (436) | 629 |
| Voted in 2014: Yes | 14\% | (193) | 12\% | (163) | 6\% | (83) | 12\% | (169) | 56\% | (759) | 1366 |
| Voted in 2014: No | 9\% | (78) | 6\% | (53) | 5\% | (45) | 10\% | (82) | 69\% | (576) | 833 |
| 2012 Vote: Barack Obama | 20\% | (172) | 15\% | (125) | 5\% | (41) | 7\% | (59) | 54\% | (458) | 854 |
| 2012 Vote: Mitt Romney | 4\% | (20) | 6\% | (31) | 6\% | (31) | 20\% | (100) | 64\% | (320) | 501 |
| 2012 Vote: Other | 5\% | (5) | 10\% | (9) | 8\% | (7) | 17\% | (14) | 60\% | (52) | 87 |
| 2012 Vote: Didn't Vote | 10\% | (74) | 7\% | (51) | 6\% | (49) | 10\% | (77) | 67\% | (501) | 752 |
| 4-Region: Northeast | 13\% | (53) | 10\% | (41) | 5\% | (19) | 13\% | (50) | 59\% | (231) | 394 |
| 4-Region: Midwest | 10\% | (46) | 10\% | (46) | 7\% | (31) | 13\% | (60) | 60\% | (280) | 462 |
| 4-Region: South | 14\% | (115) | 7\% | (58) | 5\% | (45) | 12\% | (101) | 61\% | (504) | 824 |
| 4-Region: West | $11 \%$ | (58) | 14\% | (71) | 6\% | (33) | 7\% | (39) | 62\% | (320) | 519 |

Continued on next page

Table HR24_16: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations? Kristen Wiig as Michele Bachmann

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $12 \%$ | (271) | 10\% | (216) | 6\% | (127) | 11\% | (250) | 61\% | (1334) | 2199 |
| TV shows: Every day | 14\% | (165) | 10\% | (112) | 6\% | (65) | 11\% | (128) | 59\% | (678) | 1148 |
| TV shows: Several times per week | 12\% | (60) | 14\% | (73) | 4\% | (21) | 10\% | (52) | 60\% | (306) | 512 |
| TV shows: About once per week | 8\% | (12) | 7\% | (10) | 13\% | (18) | 10\% | (14) | 62\% | (89) | 144 |
| TV shows: Several times per month | 8\% | (8) | 13\% | (13) | 18\% | (18) | $11 \%$ | (11) | 50\% | (51) | 101 |
| TV shows: About once per month | 10\% | (5) | 3\% | (1) | 3\% | (2) | 17\% | (8) | 67\% | (32) | 48 |
| TV shows: Less often than once per month | 13\% | (10) | 2\% | (1) | 2\% | (1) | 14\% | (11) | 70\% | (54) | 78 |
| TV shows: Never | 7\% | (11) | 3\% | (5) | 2\% | (3) | 15\% | (26) | 73\% | (123) | 169 |
| Movies: Every day | 18\% | (72) | 11\% | (43) | 9\% | (34) | 11\% | (42) | 52\% | (207) | 399 |
| Movies: Several times per week | 15\% | (84) | 12\% | (71) | 7\% | (39) | 12\% | (70) | 54\% | (311) | 574 |
| Movies: About once per week | 11\% | (42) | 10\% | (38) | 6\% | (24) | 9\% | (35) | 64\% | (244) | 383 |
| Movies: Several times per month | 11\% | (30) | 12\% | (32) | 7\% | (18) | 11\% | (30) | 60\% | (163) | 273 |
| Movies: About once per month | 9\% | (15) | 8\% | (15) | 5\% | (8) | 10\% | (18) | 68\% | (118) | 173 |
| Movies: Less often than once per month | 8\% | (16) | 5\% | (11) | 1\% | (2) | 13\% | (26) | 73\% | (146) | 201 |
| Movies: Never | 6\% | (12) | 4\% | (7) | 1\% | (2) | 15\% | (30) | 74\% | (145) | 196 |
| Sports: Every day | 23\% | (36) | 22\% | (34) | 8\% | (13) | 10\% | (15) | 38\% | (59) | 158 |
| Sports: Several times per week | 16\% | (54) | 11\% | (37) | 8\% | (28) | 16\% | (52) | 49\% | (162) | 332 |
| Sports: About once per week | 16\% | (44) | 12\% | (32) | 9\% | (24) | 6\% | (17) | 58\% | (162) | 279 |
| Sports: Several times per month | $12 \%$ | (27) | 8\% | (19) | 12\% | (27) | 7\% | (17) | 61\% | (138) | 228 |
| Sports: About once per month | 14\% | (24) | 10\% | (18) | 3\% | (6) | $11 \%$ | (20) | 61\% | (106) | 174 |
| Sports: Less often than once per month | 10\% | (36) | 8\% | (31) | 3\% | (12) | 13\% | (46) | 65\% | (238) | 363 |
| Sports: Never | 8\% | (51) | 7\% | (46) | 2\% | (17) | 13\% | (84) | 71\% | (470) | 666 |
| Cable: I currently subscribe | 16\% | (172) | 12\% | (128) | 7\% | (80) | 12\% | (133) | 54\% | (595) | 1108 |
| Cable: I subscribed in the past | 11\% | (77) | 9\% | (66) | 5\% | (34) | 10\% | (74) | 65\% | (476) | 727 |
| Cable: I have never subscribed | 6\% | (22) | 6\% | (22) | 4\% | (14) | 12\% | (43) | 72\% | (264) | 365 |
| Satellite television: I currently subscribe | 11\% | (56) | 7\% | (39) | 8\% | (41) | 11\% | (59) | 63\% | (332) | 526 |
| Satellite television: I subscribed in the past | 15\% | (88) | 10\% | (57) | 7\% | (42) | 11\% | (64) | 58\% | (346) | 597 |
| Satellite television: I have never subscribed | 12\% | (127) | 11\% | (120) | 4\% | (45) | $12 \%$ | (128) | 61\% | (657) | 1076 |

Continued on next page

Table HR24_16: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Kristen Wiig as Michele Bachmann

|  |  |  |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Demographic | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Don't know <br> No opinion | Total N |

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

Table HR24_17: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Jason Sudeikis as Mitt Romney

| Demographic | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Don't know <br> No opinion | Total N |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

Continued on next page

Table HR24_17: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Jason Sudeikis as Mitt Romney

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (271) | 13\% | (278) | 7\% | (145) | 11\% | (243) | 57\% | (1262) | 2199 |
| Educ: < College | 11\% | (169) | 12\% | (176) | 6\% | (90) | 12\% | (176) | 60\% | (901) | 1512 |
| Educ: Bachelors degree | 14\% | (62) | 16\% | (72) | 9\% | (40) | 9\% | (42) | 52\% | (229) | 444 |
| Educ: Post-grad | 17\% | (41) | 12\% | (30) | 6\% | (15) | 10\% | (25) | 54\% | (133) | 243 |
| Income: Under 50k | 12\% | (154) | 12\% | (152) | 6\% | (78) | 11\% | (136) | 60\% | (776) | 1297 |
| Income: 50k-100k | 13\% | (79) | 14\% | (89) | 7\% | (45) | 12\% | (71) | 54\% | (331) | 615 |
| Income: 100k+ | 14\% | (39) | 13\% | (36) | 7\% | (22) | 12\% | (35) | 54\% | (155) | 287 |
| Ethnicity: White | $11 \%$ | (189) | 12\% | (199) | 6\% | (103) | 12\% | (202) | 60\% | (1029) | 1722 |
| Ethnicity: Hispanic | 19\% | (65) | 17\% | (59) | 5\% | (16) | 8\% | (28) | 52\% | (180) | 350 |
| Ethnicity: Afr. Am. | 17\% | (47) | 18\% | (49) | 8\% | (22) | 11\% | (29) | 46\% | (127) | 274 |
| Ethnicity: Other | 17\% | (35) | 15\% | (30) | 10\% | (20) | 6\% | (12) | 52\% | (106) | 203 |
| Relig: Protestant | 9\% | (48) | 13\% | (69) | 6\% | (32) | 15\% | (82) | 57\% | (307) | 539 |
| Relig: Roman Catholic | 14\% | (62) | 14\% | (62) | 7\% | (29) | 10\% | (45) | 55\% | (238) | 436 |
| Relig: Something Else | 8\% | (15) | 11\% | (21) | 8\% | (14) | 9\% | (17) | 64\% | (119) | 187 |
| Relig: Jewish | 19\% | (10) | 24\% | (13) | 9\% | (5) | 6\% | (3) | 43\% | (23) | 54 |
| Relig: Evangelical | 12\% | (97) | 13\% | (103) | 6\% | (49) | 10\% | (80) | 59\% | (475) | 805 |
| Relig: Non-Evang. Catholics | 8\% | (28) | 14\% | (49) | 7\% | (26) | 18\% | (65) | 53\% | (188) | 357 |
| Relig: All Christian | 11\% | (125) | 13\% | (152) | 6\% | (75) | 12\% | (145) | 57\% | (664) | 1161 |
| Relig: All Non-Christian | 13\% | (29) | 7\% | (16) | 6\% | (12) | 12\% | (26) | 63\% | (140) | 224 |
| Community: Urban | 15\% | (87) | 12\% | (72) | 7\% | (41) | 10\% | (56) | 55\% | (319) | 575 |
| Community: Suburban | 13\% | (128) | 14\% | (133) | 7\% | (74) | 10\% | (100) | 56\% | (546) | 982 |
| Community: Rural | 9\% | (56) | 11\% | (72) | 5\% | (31) | 13\% | (87) | 62\% | (397) | 643 |

[^409]Table HR24_17: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Jason Sudeikis as Mitt Romney

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (271) | 13\% | (278) | 7\% | (145) | 11\% | (243) | 57\% | (1262) | 2199 |
| Employ: Private Sector | 13\% | (89) | 17\% | (113) | 9\% | (58) | 11\% | (70) | 50\% | (331) | 661 |
| Employ: Government | 19\% | (24) | 19\% | (23) | 4\% | (5) | 8\% | (10) | 49\% | (61) | 124 |
| Employ: Self-Employed | 14\% | (27) | 10\% | (20) | 12\% | (23) | 12\% | (24) | 52\% | (102) | 195 |
| Employ: Homemaker | 10\% | (17) | 8\% | (14) | $3 \%$ | (5) | 9\% | (15) | 70\% | (119) | 170 |
| Employ: Student | 23\% | (18) | 13\% | (11) | 6\% | (5) | 6\% | (4) | 52\% | (41) | 79 |
| Employ: Retired | 9\% | (49) | 11\% | (57) | 4\% | (22) | 15\% | (79) | 60\% | (316) | 523 |
| Employ: Unemployed | 9\% | (24) | 10\% | (25) | 5\% | (13) | 10\% | (26) | 67\% | (174) | 262 |
| Employ: Other | 12\% | (22) | 8\% | (15) | 8\% | (14) | 8\% | (15) | 64\% | (118) | 185 |
| Military HH: Yes | 11\% | (41) | 15\% | (59) | 5\% | (20) | $12 \%$ | (45) | 57\% | (220) | 384 |
| Military HH: No | 13\% | (231) | 12\% | (218) | 7\% | (125) | 11\% | (198) | 57\% | (1043) | 1815 |
| RD/WT: Right Direction | 9\% | (73) | 11\% | (87) | 7\% | (61) | 16\% | (132) | 57\% | (474) | 826 |
| RD/WT: Wrong Track | 14\% | (199) | 14\% | (190) | 6\% | (84) | 8\% | (111) | 57\% | (788) | 1373 |
| Trump Job Approve | 8\% | (71) | 10\% | (88) | 8\% | (66) | 18\% | (161) | 56\% | (484) | 870 |
| Trump Job Disapprove | 16\% | (197) | 15\% | (189) | 6\% | (74) | 6\% | (77) | 56\% | (691) | 1227 |
| Trump Job Strongly Approve | 8\% | (36) | 8\% | (34) | 6\% | (27) | 24\% | (105) | 54\% | (238) | 440 |
| Trump Job Somewhat Approve | 8\% | (35) | 13\% | (54) | 9\% | (39) | 13\% | (56) | 57\% | (246) | 429 |
| Trump Job Somewhat Disapprove | 10\% | (29) | 13\% | (39) | 10\% | (31) | 5\% | (15) | 62\% | (184) | 297 |
| Trump Job Strongly Disapprove | 18\% | (168) | 16\% | (150) | 5\% | (43) | 7\% | (62) | 55\% | (508) | 930 |
| Favorable of Trump | 8\% | (64) | 10\% | (82) | 8\% | (69) | 19\% | (163) | 55\% | (469) | 847 |
| Unfavorable of Trump | 17\% | (202) | 16\% | (192) | 6\% | (70) | 5\% | (64) | 56\% | (683) | 1212 |
| Very Favorable of Trump | 10\% | (48) | 6\% | (28) | 7\% | (33) | 24\% | (115) | 53\% | (255) | 479 |
| Somewhat Favorable of Trump | 4\% | (16) | 15\% | (55) | 10\% | (36) | 13\% | (48) | 58\% | (215) | 368 |
| Somewhat Unfavorable of Trump | 12\% | (29) | 11\% | (26) | 11\% | (27) | 8\% | (18) | 57\% | (135) | 236 |
| Very Unfavorable of Trump | 18\% | (173) | 17\% | (166) | 4\% | (43) | 5\% | (46) | 56\% | (548) | 976 |

Continued on next page

Table HR24_17: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Jason Sudeikis as Mitt Romney

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $12 \%$ | (271) | 13\% | (278) | 7\% | (145) | 11\% | (243) | 57\% | (1262) | 2199 |
| \#1 Issue: Economy | $11 \%$ | (61) | 14\% | (76) | 9\% | (52) | 8\% | (42) | 59\% | (328) | 560 |
| \#1 Issue: Security | 6\% | (26) | 10\% | (42) | 6\% | (27) | 20\% | (88) | 58\% | (258) | 441 |
| \#1 Issue: Health Care | 16\% | (59) | 15\% | (56) | 5\% | (19) | 8\% | (28) | 56\% | (207) | 368 |
| \#1 Issue: Medicare / Social Security | 13\% | (46) | 12\% | (42) | $4 \%$ | (16) | 11\% | (39) | 60\% | (215) | 359 |
| \#1 Issue: Women's Issues | 22\% | (27) | $11 \%$ | (14) | 7\% | (8) | 9\% | (11) | 52\% | (65) | 126 |
| \#1 Issue: Education | 15\% | (23) | 12\% | (18) | $11 \%$ | (16) | 11\% | (17) | $51 \%$ | (79) | 154 |
| \#1 Issue: Energy | 22\% | (22) | 19\% | (19) | $4 \%$ | (4) | 9\% | (9) | 46\% | (45) | 100 |
| \#1 Issue: Other | 8\% | (7) | 10\% | (9) | 3\% | (3) | 9\% | (9) | 70\% | (65) | 93 |
| 2018 House Vote: Democrat | 19\% | (162) | 18\% | (152) | 5\% | (44) | 5\% | (42) | 52\% | (439) | 839 |
| 2018 House Vote: Republican | 6\% | (38) | 9\% | (59) | 8\% | (53) | 22\% | (141) | 55\% | (352) | 643 |
| 2018 House Vote: Someone else | 11\% | (11) | 17\% | (18) | 5\% | (5) | 16\% | (17) | 51\% | (54) | 105 |
| 2018 House Vote: Didnt Vote | 9\% | (53) | 8\% | (48) | 7\% | (43) | 7\% | (43) | 69\% | (418) | 605 |
| 2016 Vote: Hillary Clinton | 20\% | (142) | 17\% | (119) | 7\% | (48) | 5\% | (36) | 52\% | (372) | 719 |
| 2016 Vote: Donald Trump | 7\% | (44) | 10\% | (67) | 8\% | (52) | 20\% | (133) | 55\% | (369) | 666 |
| 2016 Vote: Someone else | 11\% | (20) | 23\% | (41) | 5\% | (9) | 7\% | (12) | 54\% | (95) | 178 |
| 2016 Vote: Didnt Vote | 10\% | (61) | 8\% | (48) | 6\% | (35) | 10\% | (61) | 67\% | (424) | 629 |
| Voted in 2014: Yes | 13\% | (174) | 16\% | (218) | 7\% | (96) | 12\% | (171) | 52\% | (707) | 1366 |
| Voted in 2014: No | $12 \%$ | (97) | $7 \%$ | (60) | 6\% | (49) | 9\% | (72) | 67\% | (556) | 833 |
| 2012 Vote: Barack Obama | 18\% | (155) | 18\% | (152) | 6\% | (54) | 7\% | (62) | 50\% | (431) | 854 |
| 2012 Vote: Mitt Romney | 6\% | (30) | 10\% | (50) | 8\% | (38) | 20\% | (99) | 57\% | (285) | 501 |
| 2012 Vote: Other | $4 \%$ | (4) | $5 \%$ | (4) | 6\% | (6) | 17\% | (15) | 67\% | (59) | 87 |
| 2012 Vote: Didn't Vote | 11\% | (83) | 9\% | (70) | 6\% | (47) | 9\% | (67) | 64\% | (484) | 752 |
| 4-Region: Northeast | 14\% | (57) | 13\% | (53) | 5\% | (19) | 12\% | (49) | 55\% | (216) | 394 |
| 4-Region: Midwest | 10\% | (48) | 13\% | (59) | 9\% | (42) | 12\% | (54) | 56\% | (260) | 462 |
| 4-Region: South | 13\% | (110) | $11 \%$ | (92) | 5\% | (44) | 12\% | (97) | 58\% | (480) | 824 |
| 4-Region: West | 11\% | (57) | 14\% | (74) | 8\% | (40) | 8\% | (43) | 59\% | (306) | 519 |

Continued on next page

Table HR24_17: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Jason Sudeikis as Mitt Romney

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 12\% | (271) | 13\% | (278) | 7\% | (145) | 11\% | (243) | 57\% | (1262) | 2199 |
| TV shows: Every day | 15\% | (174) | 13\% | (144) | 6\% | (67) | 10\% | (118) | 56\% | (645) | 1148 |
| TV shows: Several times per week | 10\% | (53) | 16\% | (83) | 7\% | (35) | 12\% | (61) | 55\% | (280) | 512 |
| TV shows: About once per week | 8\% | (11) | 16\% | (23) | 10\% | (14) | 13\% | (18) | 54\% | (77) | 144 |
| TV shows: Several times per month | 10\% | (10) | 11\% | (12) | 16\% | (16) | 13\% | (13) | 50\% | (51) | 101 |
| TV shows: About once per month | 7\% | (3) | 3\% | (2) | 9\% | (4) | 9\% | (4) | 73\% | (35) | 48 |
| TV shows: Less often than once per month | 10\% | (8) | 8\% | (6) | 5\% | (4) | 11\% | (9) | 65\% | (51) | 78 |
| TV shows: Never | 7\% | (12) | 5\% | (8) | 3\% | (5) | 12\% | (20) | 73\% | (123) | 169 |
| Movies: Every day | 20\% | (80) | 10\% | (40) | 6\% | (25) | 13\% | (51) | 51\% | (203) | 399 |
| Movies: Several times per week | 14\% | (78) | 19\% | (112) | 6\% | (32) | 11\% | (66) | 50\% | (286) | 574 |
| Movies: About once per week | 11\% | (43) | 13\% | (49) | 7\% | (27) | 11\% | (43) | 58\% | (221) | 383 |
| Movies: Several times per month | 10\% | (27) | 12\% | (34) | 12\% | (32) | 10\% | (26) | 57\% | (155) | 273 |
| Movies: About once per month | 11\% | (19) | 8\% | (15) | 8\% | (14) | 10\% | (17) | 63\% | (109) | 173 |
| Movies: Less often than once per month | 7\% | (14) | 9\% | (18) | 5\% | (10) | 9\% | (18) | 70\% | (141) | 201 |
| Movies: Never | 5\% | (11) | 5\% | (10) | 3\% | (6) | 12\% | (23) | 75\% | (147) | 196 |
| Sports: Every day | 29\% | (45) | 16\% | (25) | 7\% | (11) | 14\% | (22) | 34\% | (54) | 158 |
| Sports: Several times per week | 16\% | (52) | 15\% | (50) | 10\% | (32) | 18\% | (59) | 42\% | (139) | 332 |
| Sports: About once per week | 11\% | (30) | 20\% | (54) | 7\% | (20) | 7\% | (18) | 56\% | (157) | 279 |
| Sports: Several times per month | 15\% | (35) | 14\% | (33) | 10\% | (22) | 7\% | (16) | 54\% | (122) | 228 |
| Sports: About once per month | 8\% | (14) | 15\% | (25) | 9\% | (15) | 11\% | (19) | 58\% | (100) | 174 |
| Sports: Less often than once per month | 10\% | (38) | 10\% | (35) | 6\% | (23) | 12\% | (43) | 62\% | (224) | 363 |
| Sports: Never | 9\% | (58) | 8\% | (54) | 3\% | (22) | 10\% | (66) | 70\% | (466) | 666 |
| Cable: I currently subscribe | 16\% | (179) | 15\% | (169) | 7\% | (76) | 11\% | (126) | 50\% | (558) | 1108 |
| Cable: I subscribed in the past | 10\% | (71) | 11\% | (81) | 7\% | (51) | 10\% | (73) | 62\% | (451) | 727 |
| Cable: I have never subscribed | 6\% | (22) | 8\% | (28) | 5\% | (18) | 12\% | (44) | 69\% | (253) | 365 |
| Satellite television: I currently subscribe | 13\% | (68) | 10\% | (55) | 7\% | (36) | $14 \%$ | (71) | 56\% | (296) | 526 |
| Satellite television: I subscribed in the past | 13\% | (75) | 14\% | (86) | 7\% | (41) | 11\% | (63) | 56\% | (333) | 597 |
| Satellite television: I have never subscribed | 12\% | (129) | 13\% | (137) | 6\% | (69) | 10\% | (109) | 59\% | (633) | 1076 |

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Table HR24_17: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Jason Sudeikis as Mitt Romney

| Demographic | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Don't know / <br> No opinion | Total N |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

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

Table HR24_18: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Jason Sudeikis as Joe Biden

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | $\begin{gathered} \text { Don } \\ \text { No } \end{gathered}$ | know / <br> pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% | (326) | 13\% | (293) | 6\% | (134) | $11 \%$ | (234) | 55\% | (1211) | 2199 |
| Gender: Male | 17\% | (183) | 15\% | (163) | 7\% | (77) | 12\% | (130) | 48\% | (508) | 1061 |
| Gender: Female | 13\% | (143) | 11\% | (130) | 5\% | (58) | 9\% | (104) | 62\% | (703) | 1138 |
| Age: 18-29 | 18\% | (75) | 13\% | (54) | 6\% | (25) | 10\% | (43) | 52\% | (214) | 411 |
| Age: 30-44 | 18\% | (111) | 13\% | (79) | 8\% | (48) | 7\% | (40) | 54\% | (322) | 600 |
| Age: 45-54 | 13\% | (43) | 15\% | (51) | 6\% | (19) | $11 \%$ | (36) | 56\% | (186) | 335 |
| Age: 55-64 | 13\% | (56) | 17\% | (69) | $4 \%$ | (16) | 14\% | (58) | 52\% | (218) | 417 |
| Age: 65+ | 10\% | (42) | 9\% | (40) | 6\% | (26) | 13\% | (57) | 62\% | (271) | 436 |
| Generation Z: 18-21 | 17\% | (20) | 14\% | (16) | 9\% | (11) | 12\% | (14) | 47\% | (55) | 116 |
| Millennial: Age 22-37 | 19\% | (124) | 14\% | (93) | 7\% | (47) | 9\% | (57) | $51 \%$ | (337) | 657 |
| Generation X: Age 38-53 | 15\% | (79) | 13\% | (69) | 6\% | (34) | 8\% | (42) | 59\% | (319) | 543 |
| Boomers: Age 54-72 | 13\% | (97) | 14\% | (108) | 5\% | (36) | 13\% | (103) | 55\% | (428) | 772 |
| PID: Dem (no lean) | 24\% | (197) | 19\% | (151) | 5\% | (42) | $5 \%$ | (39) | 47\% | (378) | 806 |
| PID: Ind (no lean) | 10\% | (74) | 11\% | (86) | 7\% | (52) | 9\% | (71) | 63\% | (471) | 754 |
| PID: Rep (no lean) | 9\% | (56) | 9\% | (56) | 6\% | (41) | 20\% | (125) | 57\% | (362) | 639 |
| PID/Gender: Dem Men | 28\% | (110) | 23\% | (91) | $7 \%$ | (27) | $5 \%$ | (21) | 37\% | (146) | 395 |
| PID/Gender: Dem Women | 21\% | (87) | 15\% | (60) | $4 \%$ | (14) | 4\% | (18) | 56\% | (232) | 411 |
| PID/Gender: Ind Men | 13\% | (43) | 12\% | (41) | 8\% | (25) | 10\% | (32) | 57\% | (186) | 326 |
| PID/Gender: Ind Women | $7 \%$ | (31) | 11\% | (46) | 6\% | (27) | 9\% | (39) | 67\% | (286) | 427 |
| PID/Gender: Rep Men | 9\% | (31) | 9\% | (31) | 7\% | (25) | 23\% | (76) | 52\% | (176) | 339 |
| PID/Gender: Rep Women | 8\% | (25) | 8\% | (25) | 5\% | (16) | 16\% | (48) | 62\% | (186) | 300 |
| Ideo: Liberal (1-3) | 26\% | (176) | 20\% | (137) | 6\% | (43) | $5 \%$ | (32) | 42\% | (285) | 674 |
| Ideo: Moderate (4) | 14\% | (78) | 14\% | (76) | 6\% | (30) | $11 \%$ | (60) | 55\% | (300) | 544 |
| Ideo: Conservative (5-7) | 9\% | (67) | 9\% | (65) | 8\% | (54) | 17\% | (122) | 57\% | (404) | 712 |

Continued on next page

Table HR24_18: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Jason Sudeikis as Joe Biden

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% | (326) | 13\% | (293) | 6\% | (134) | 11\% | (234) | 55\% | (1211) | 2199 |
| Educ: < College | 14\% | (217) | 12\% | (175) | 5\% | (82) | 11\% | (165) | 58\% | (873) | 1512 |
| Educ: Bachelors degree | 15\% | (68) | 17\% | (76) | 7\% | (31) | $11 \%$ | (50) | 49\% | (218) | 444 |
| Educ: Post-grad | 17\% | (41) | 17\% | (41) | 9\% | (22) | 8\% | (19) | 49\% | (120) | 243 |
| Income: Under 50k | 14\% | (185) | 12\% | (157) | 6\% | (79) | 10\% | (134) | 57\% | (742) | 1297 |
| Income: 50k-100k | 16\% | (100) | 14\% | (89) | 6\% | (38) | 11\% | (69) | 52\% | (320) | 615 |
| Income: 100k+ | 15\% | (42) | 16\% | (47) | 6\% | (17) | 11\% | (32) | 52\% | (149) | 287 |
| Ethnicity: White | 14\% | (233) | 13\% | (216) | 5\% | (91) | 11\% | (183) | 58\% | (999) | 1722 |
| Ethnicity: Hispanic | 26\% | (89) | 15\% | (52) | 5\% | (17) | 7\% | (26) | 47\% | (166) | 350 |
| Ethnicity: Afr. Am. | 21\% | (59) | 18\% | (51) | 8\% | (22) | 11\% | (29) | 42\% | (114) | 274 |
| Ethnicity: Other | 17\% | (35) | 13\% | (26) | $11 \%$ | (22) | 11\% | (22) | 48\% | (97) | 203 |
| Relig: Protestant | 14\% | (75) | 11\% | (60) | 6\% | (32) | 15\% | (79) | 54\% | (292) | 539 |
| Relig: Roman Catholic | 16\% | (71) | 18\% | (78) | 6\% | (24) | 9\% | (39) | 51\% | (224) | 436 |
| Relig: Something Else | 14\% | (26) | 9\% | (17) | 5\% | (10) | 9\% | (16) | 63\% | (118) | 187 |
| Relig: Jewish | 20\% | (11) | 19\% | (10) | 8\% | (4) | 8\% | (4) | 46\% | (25) | 54 |
| Relig: Evangelical | 16\% | (130) | 12\% | (98) | 5\% | (42) | 10\% | (77) | 57\% | (457) | 805 |
| Relig: Non-Evang. Catholics | 12\% | (43) | 16\% | (56) | 7\% | (24) | 16\% | (57) | 49\% | (176) | 357 |
| Relig: All Christian | 15\% | (173) | 13\% | (155) | 6\% | (66) | $12 \%$ | (134) | 55\% | (634) | 1161 |
| Relig: All Non-Christian | 13\% | (28) | 7\% | (16) | 7\% | (16) | 11\% | (26) | 62\% | (139) | 224 |
| Community: Urban | 18\% | (105) | 13\% | (78) | 7\% | (39) | 10\% | (57) | 51\% | (296) | 575 |
| Community: Suburban | 15\% | (147) | 16\% | (156) | 6\% | (58) | 10\% | (98) | 53\% | (523) | 982 |
| Community: Rural | 12\% | (75) | 9\% | (59) | 6\% | (37) | 12\% | (79) | 61\% | (392) | 643 |

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Jason Sudeikis as Joe Biden

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% | (326) | 13\% | (293) | 6\% | (134) | 11\% | (234) | 55\% | (1211) | 2199 |
| Employ: Private Sector | 19\% | (126) | 17\% | (115) | 6\% | (40) | 11\% | (74) | 46\% | (305) | 661 |
| Employ: Government | 16\% | (20) | 15\% | (18) | 7\% | (8) | 13\% | (16) | 50\% | (62) | 124 |
| Employ: Self-Employed | 15\% | (29) | 12\% | (23) | $11 \%$ | (22) | 12\% | (23) | 50\% | (99) | 195 |
| Employ: Homemaker | 12\% | (20) | 11\% | (19) | 5\% | (8) | 8\% | (13) | 65\% | (110) | 170 |
| Employ: Student | 23\% | (18) | 22\% | (17) | 4\% | (3) | 7\% | (6) | 44\% | (35) | 79 |
| Employ: Retired | 10\% | (54) | 10\% | (55) | 6\% | (30) | $14 \%$ | (73) | 59\% | (311) | 523 |
| Employ: Unemployed | 11\% | (28) | 9\% | (22) | 7\% | (18) | 7\% | (18) | 67\% | (175) | 262 |
| Employ: Other | 17\% | (32) | 13\% | (24) | 2\% | (4) | 6\% | (12) | 62\% | (114) | 185 |
| Military HH: Yes | 13\% | (52) | 12\% | (47) | 6\% | (22) | 15\% | (56) | 54\% | (207) | 384 |
| Military HH: No | 15\% | (275) | 14\% | (246) | 6\% | (112) | 10\% | (179) | 55\% | (1004) | 1815 |
| RD/WT: Right Direction | 8\% | (69) | 11\% | (94) | 6\% | (51) | 17\% | (143) | 57\% | (470) | 826 |
| RD/WT: Wrong Track | 19\% | (257) | 14\% | (198) | 6\% | (84) | 7\% | (92) | 54\% | (741) | 1373 |
| Trump Job Approve | 10\% | (83) | 9\% | (79) | $7 \%$ | (62) | 19\% | (163) | 55\% | (482) | 870 |
| Trump Job Disapprove | 20\% | (240) | 17\% | (212) | 6\% | (69) | 5\% | (67) | 52\% | (641) | 1227 |
| Trump Job Strongly Approve | 9\% | (38) | 7\% | (33) | 8\% | (35) | 22\% | (95) | 54\% | (239) | 440 |
| Trump Job Somewhat Approve | 10\% | (45) | $11 \%$ | (46) | 6\% | (28) | 16\% | (68) | 56\% | (243) | 429 |
| Trump Job Somewhat Disapprove | 12\% | (34) | 17\% | (49) | 7\% | (19) | 7\% | (22) | 58\% | (172) | 297 |
| Trump Job Strongly Disapprove | 22\% | (205) | 17\% | (162) | 5\% | (49) | 5\% | (45) | 50\% | (469) | 930 |
| Favorable of Trump | 9\% | (76) | 10\% | (83) | 7\% | (60) | 18\% | (153) | 56\% | (474) | 847 |
| Unfavorable of Trump | 20\% | (246) | 17\% | (206) | 6\% | (68) | 6\% | (68) | 51\% | (624) | 1212 |
| Very Favorable of Trump | 10\% | (46) | 7\% | (32) | 7\% | (35) | 22\% | (103) | 55\% | (263) | 479 |
| Somewhat Favorable of Trump | 8\% | (31) | 14\% | (52) | 7\% | (25) | 14\% | (50) | 57\% | (210) | 368 |
| Somewhat Unfavorable of Trump | 13\% | (32) | 13\% | (31) | 9\% | (21) | 10\% | (23) | 55\% | (129) | 236 |
| Very Unfavorable of Trump | 22\% | (214) | 18\% | (176) | 5\% | (47) | 5\% | (45) | 51\% | (494) | 976 |

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Jason Sudeikis as Joe Biden

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% | (326) | 13\% | (293) | 6\% | (134) | 11\% | (234) | 55\% | (1211) | 2199 |
| \#1 Issue: Economy | 13\% | (74) | 18\% | (101) | 7\% | (37) | 7\% | (39) | 55\% | (309) | 560 |
| \#1 Issue: Security | 9\% | (38) | 9\% | (38) | 8\% | (34) | 18\% | (81) | 57\% | (249) | 441 |
| \#1 Issue: Health Care | 18\% | (68) | 16\% | (58) | 5\% | (18) | 7\% | (24) | 54\% | (201) | 368 |
| \#1 Issue: Medicare / Social Security | 15\% | (55) | 8\% | (29) | 6\% | (21) | 12\% | (43) | 59\% | (210) | 359 |
| \#1 Issue: Women's Issues | 28\% | (36) | 15\% | (19) | 5\% | (6) | 6\% | (7) | 46\% | (58) | 126 |
| \#1 Issue: Education | 14\% | (22) | 12\% | (18) | 7\% | (11) | 15\% | (23) | 52\% | (79) | 154 |
| \#1 Issue: Energy | 28\% | (28) | 17\% | (17) | 3\% | (3) | 7\% | (7) | 45\% | (45) | 100 |
| \#1 Issue: Other | 7\% | (7) | 14\% | (13) | 5\% | (4) | 10\% | (9) | 65\% | (60) | 93 |
| 2018 House Vote: Democrat | 24\% | (198) | 19\% | (159) | 7\% | (57) | $4 \%$ | (35) | 47\% | (391) | 839 |
| 2018 House Vote: Republican | 8\% | (55) | 8\% | (55) | 7\% | (48) | 20\% | (130) | 55\% | (356) | 643 |
| 2018 House Vote: Someone else | 17\% | (18) | 11\% | (12) | 4\% | (4) | 10\% | (11) | 58\% | (61) | 105 |
| 2018 House Vote: Didnt Vote | 8\% | (51) | $11 \%$ | (68) | 4\% | (25) | 10\% | (58) | 67\% | (404) | 605 |
| 2016 Vote: Hillary Clinton | 24\% | (176) | 18\% | (132) | 6\% | (40) | 3\% | (25) | 48\% | (345) | 719 |
| 2016 Vote: Donald Trump | 6\% | (43) | 10\% | (68) | 8\% | (51) | 20\% | (130) | 56\% | (374) | 666 |
| 2016 Vote: Someone else | 14\% | (25) | 17\% | (31) | 8\% | (14) | 11\% | (19) | 51\% | (90) | 178 |
| 2016 Vote: Didnt Vote | 13\% | (80) | 10\% | (62) | 5\% | (29) | 9\% | (58) | 64\% | (400) | 629 |
| Voted in 2014: Yes | 16\% | (214) | 16\% | (213) | 6\% | (88) | 12\% | (159) | 51\% | (692) | 1366 |
| Voted in 2014: No | 14\% | (113) | 10\% | (80) | 6\% | (46) | 9\% | (76) | 62\% | (519) | 833 |
| 2012 Vote: Barack Obama | 22\% | (191) | 19\% | (166) | 6\% | (54) | 5\% | (41) | 47\% | (403) | 854 |
| 2012 Vote: Mitt Romney | 6\% | (30) | 8\% | (42) | 7\% | (36) | 21\% | (103) | 58\% | (291) | 501 |
| 2012 Vote: Other | $3 \%$ | (3) | 10\% | (8) | 4\% | (3) | 18\% | (15) | 65\% | (57) | 87 |
| 2012 Vote: Didn't Vote | 14\% | (103) | 10\% | (76) | 6\% | (41) | 10\% | (75) | 61\% | (457) | 752 |
| 4-Region: Northeast | 14\% | (53) | 16\% | (63) | 5\% | (19) | 10\% | (41) | 55\% | (218) | 394 |
| 4-Region: Midwest | 12\% | (58) | 16\% | (74) | 7\% | (33) | 11\% | (50) | 53\% | (247) | 462 |
| 4-Region: South | 16\% | (130) | $11 \%$ | (90) | 6\% | (48) | 12\% | (97) | 56\% | (459) | 824 |
| 4-Region: West | 16\% | (86) | 13\% | (66) | 7\% | (34) | 9\% | (46) | 55\% | (288) | 519 |

Continued on next page

Table HR24_18: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Jason Sudeikis as Joe Biden

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  |  | know / <br> pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% | (326) | 13\% | (293) | 6\% | (134) | 11\% | (234) | 55\% | (1211) | 2199 |
| TV shows: Every day | 17\% | (192) | 14\% | (166) | 6\% | (75) | 10\% | (110) | 53\% | (606) | 1148 |
| TV shows: Several times per week | 14\% | (73) | 16\% | (80) | 6\% | (30) | 10\% | (53) | 54\% | (276) | 512 |
| TV shows: About once per week | 13\% | (19) | 11\% | (16) | 5\% | (7) | 18\% | (26) | 52\% | (75) | 144 |
| TV shows: Several times per month | 10\% | (10) | 11\% | (11) | 16\% | (17) | 9\% | (9) | 54\% | (54) | 101 |
| TV shows: About once per month | 14\% | (6) | 5\% | (2) | $5 \%$ | (2) | 7\% | (3) | 70\% | (34) | 48 |
| TV shows: Less often than once per month | 12\% | (9) | 8\% | (6) | 3\% | (3) | 12\% | (9) | 65\% | (51) | 78 |
| TV shows: Never | 10\% | (17) | 7\% | (11) | 1\% | (1) | 14\% | (23) | 68\% | (115) | 169 |
| Movies: Every day | 21\% | (84) | 10\% | (42) | 8\% | (31) | 11\% | (44) | 50\% | (198) | 399 |
| Movies: Several times per week | 16\% | (92) | 18\% | (104) | 6\% | (37) | 12\% | (68) | 48\% | (273) | 574 |
| Movies: About once per week | 16\% | (62) | 15\% | (57) | 7\% | (27) | 9\% | (34) | 53\% | (202) | 383 |
| Movies: Several times per month | 13\% | (35) | 14\% | (39) | 9\% | (24) | 9\% | (24) | 55\% | (150) | 273 |
| Movies: About once per month | 12\% | (21) | 11\% | (19) | 5\% | (9) | 10\% | (17) | 62\% | (107) | 173 |
| Movies: Less often than once per month | 8\% | (17) | 9\% | (19) | $2 \%$ | (3) | 11\% | (21) | 70\% | (141) | 201 |
| Movies: Never | 8\% | (15) | 7\% | (13) | 1\% | (3) | 13\% | (26) | 71\% | (139) | 196 |
| Sports: Every day | 27\% | (43) | 20\% | (32) | $11 \%$ | (18) | 8\% | (12) | 34\% | (53) | 158 |
| Sports: Several times per week | 16\% | (53) | 19\% | (62) | 8\% | (26) | 16\% | (53) | 42\% | (138) | 332 |
| Sports: About once per week | 15\% | (41) | 18\% | (50) | 6\% | (16) | 8\% | (23) | 53\% | (149) | 279 |
| Sports: Several times per month | 14\% | (32) | 12\% | (28) | 12\% | (27) | 9\% | (21) | 52\% | (119) | 228 |
| Sports: About once per month | 21\% | (36) | 10\% | (17) | 4\% | (7) | 8\% | (15) | 57\% | (99) | 174 |
| Sports: Less often than once per month | 15\% | (54) | 11\% | (41) | 6\% | (21) | 11\% | (41) | 57\% | (205) | 363 |
| Sports: Never | 10\% | (68) | 9\% | (62) | 3\% | (19) | 11\% | (70) | 67\% | (446) | 666 |
| Cable: I currently subscribe | 17\% | (193) | 16\% | (172) | 7\% | (80) | 11\% | (126) | 48\% | (537) | 1108 |
| Cable: I subscribed in the past | 14\% | (98) | 13\% | (95) | $5 \%$ | (38) | 11\% | (78) | 57\% | (418) | 727 |
| Cable: I have never subscribed | 10\% | (35) | 7\% | (26) | 4\% | (16) | 8\% | (31) | 70\% | (256) | 365 |
| Satellite television: I currently subscribe | 14\% | (71) | 11\% | (59) | 8\% | (44) | 11\% | (59) | 55\% | (292) | 526 |
| Satellite television: I subscribed in the past | 16\% | (97) | 15\% | (88) | 5\% | (29) | 11\% | (68) | 53\% | (316) | 597 |
| Satellite television: I have never subscribed | 15\% | (158) | 14\% | (145) | 6\% | (61) | 10\% | (107) | 56\% | (604) | 1076 |

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Table HR24_18: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations? Jason Sudeikis as Joe Biden

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  |  | know / <br> pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% | (326) | 13\% | (293) | 6\% | (134) | 11\% | (234) | 55\% | (1211) | 2199 |
| Streaming service: I currently subscribe | 18\% | (235) | 15\% | (201) | 7\% | (85) | 9\% | (119) | 51\% | (662) | 1302 |
| Streaming service: I subscribed in the past | 14\% | (33) | 13\% | (31) | $11 \%$ | (25) | 14\% | (32) | 48\% | (113) | 234 |
| Streaming service: I have never subscribed | 9\% | (59) | 9\% | (60) | 4\% | (25) | 13\% | (84) | 66\% | (436) | 663 |
| Film: An avid fan | 22\% | (174) | 18\% | (137) | 6\% | (46) | 8\% | (66) | 46\% | (356) | 779 |
| Film: A casual fan | 12\% | (139) | 12\% | (141) | 7\% | (75) | 12\% | (137) | 57\% | (661) | 1153 |
| Film: Not a fan | 5\% | (13) | 5\% | (14) | 5\% | (13) | 12\% | (32) | 73\% | (194) | 267 |
| Television: An avid fan | 18\% | (212) | 16\% | (190) | 7\% | (80) | 9\% | (106) | 49\% | (565) | 1154 |
| Television: A casual fan | 12\% | (109) | 11\% | (98) | $5 \%$ | (50) | 12\% | (108) | 60\% | (542) | 907 |
| Television: Not a fan | 4\% | (5) | 3\% | (4) | 3\% | (5) | 15\% | (21) | 75\% | (104) | 139 |
| Music: An avid fan | 20\% | (233) | 15\% | (177) | 6\% | (71) | 10\% | (110) | 49\% | (560) | 1152 |
| Music: A casual fan | 10\% | (87) | 12\% | (107) | 6\% | (59) | 12\% | (105) | 60\% | (549) | 907 |
| Music: Not a fan | 4\% | (6) | 6\% | (9) | 3\% | (4) | 14\% | (19) | 73\% | (102) | 140 |
| Fashion: An avid fan | 29\% | (98) | 15\% | (52) | 9\% | (31) | 9\% | (31) | 38\% | (130) | 342 |
| Fashion: A casual fan | 13\% | (114) | 16\% | (139) | $7 \%$ | (58) | 9\% | (76) | 55\% | (474) | 861 |
| Fashion: Not a fan | 12\% | (115) | 10\% | (102) | 5\% | (45) | 13\% | (128) | 61\% | (607) | 996 |

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

Table HR24_19: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Molly Shannon as Monica Lewinsky

| Demographic | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Don't know <br> No opinion | Total N |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

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Table HR24_19: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Molly Shannon as Monica Lewinsky

| Demographic | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Don't know <br> No opinion | Total N |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
|  |  | $16 \%$ | $(356)$ | $13 \%$ | $(276)$ | $7 \%$ | $(150)$ | $12 \%$ |

[^412]Table HR24_19: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Molly Shannon as Monica Lewinsky

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 16\% | (356) | 13\% | (276) | 7\% | (150) | 12\% | (264) | 52\% | (1153) | 2199 |
| Employ: Private Sector | 19\% | (126) | 16\% | (105) | 8\% | (53) | 12\% | (77) | 45\% | (300) | 661 |
| Employ: Government | 23\% | (28) | 18\% | (23) | 3\% | (4) | 9\% | (11) | 47\% | (58) | 124 |
| Employ: Self-Employed | 16\% | (31) | 13\% | (26) | 7\% | (13) | 15\% | (30) | 49\% | (96) | 195 |
| Employ: Homemaker | 13\% | (23) | 10\% | (17) | 6\% | (11) | 10\% | (18) | 60\% | (103) | 170 |
| Employ: Student | 24\% | (19) | 9\% | (7) | 9\% | (7) | 11\% | (8) | 48\% | (38) | 79 |
| Employ: Retired | 12\% | (65) | 14\% | (72) | 5\% | (27) | 16\% | (83) | 53\% | (276) | 523 |
| Employ: Unemployed | 12\% | (31) | 4\% | (10) | 10\% | (26) | 7\% | (19) | 67\% | (176) | 262 |
| Employ: Other | 18\% | (34) | 9\% | (17) | 5\% | (10) | 9\% | (17) | 58\% | (107) | 185 |
| Military HH: Yes | 13\% | (50) | 13\% | (50) | 7\% | (26) | 14\% | (56) | 53\% | (203) | 384 |
| Military HH: No | 17\% | (306) | 12\% | (225) | 7\% | (124) | 12\% | (209) | 52\% | (951) | 1815 |
| RD/WT: Right Direction | 12\% | (97) | 8\% | (67) | 9\% | (73) | 17\% | (144) | 54\% | (446) | 826 |
| RD/WT: Wrong Track | 19\% | (259) | 15\% | (209) | 6\% | (77) | 9\% | (121) | 52\% | (708) | 1373 |
| Trump Job Approve | 11\% | (95) | 9\% | (77) | 9\% | (75) | 19\% | (167) | 52\% | (456) | 870 |
| Trump Job Disapprove | 21\% | (256) | 16\% | (198) | 6\% | (71) | 8\% | (92) | 50\% | (610) | 1227 |
| Trump Job Strongly Approve | 13\% | (56) | 5\% | (22) | 7\% | (30) | 24\% | (106) | $51 \%$ | (226) | 440 |
| Trump Job Somewhat Approve | 9\% | (39) | 13\% | (55) | 11\% | (45) | 14\% | (61) | 54\% | (230) | 429 |
| Trump Job Somewhat Disapprove | 16\% | (47) | 12\% | (36) | 6\% | (19) | 9\% | (26) | 57\% | (169) | 297 |
| Trump Job Strongly Disapprove | 22\% | (209) | 17\% | (162) | 6\% | (52) | 7\% | (66) | 47\% | (441) | 930 |
| Favorable of Trump | 10\% | (89) | 9\% | (74) | 9\% | (76) | 20\% | (166) | 52\% | (442) | 847 |
| Unfavorable of Trump | $21 \%$ | (259) | 16\% | (198) | 6\% | (71) | 6\% | (78) | 50\% | (606) | 1212 |
| Very Favorable of Trump | 12\% | (59) | 5\% | (24) | 7\% | (34) | 24\% | (113) | 52\% | (248) | 479 |
| Somewhat Favorable of Trump | 8\% | (30) | 13\% | (49) | 11\% | (42) | 15\% | (53) | 53\% | (194) | 368 |
| Somewhat Unfavorable of Trump | 15\% | (35) | 12\% | (29) | 10\% | (24) | 9\% | (22) | 53\% | (125) | 236 |
| Very Unfavorable of Trump | 23\% | (223) | 17\% | (169) | 5\% | (47) | 6\% | (56) | 49\% | (481) | 976 |

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Table HR24_19: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Molly Shannon as Monica Lewinsky

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  |  | know / <br> pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 16\% | (356) | 13\% | (276) | 7\% | (150) | 12\% | (264) | 52\% | (1153) | 2199 |
| \#1 Issue: Economy | 16\% | (90) | 14\% | (79) | 8\% | (43) | 7\% | (42) | 55\% | (306) | 560 |
| \#1 Issue: Security | 12\% | (52) | 6\% | (26) | 8\% | (34) | 21\% | (93) | 54\% | (236) | 441 |
| \#1 Issue: Health Care | 19\% | (71) | 14\% | (50) | 7\% | (25) | 8\% | (28) | 53\% | (194) | 368 |
| \#1 Issue: Medicare / Social Security | 16\% | (59) | 12\% | (42) | 5\% | (18) | 15\% | (53) | 52\% | (187) | 359 |
| \#1 Issue: Women's Issues | 22\% | (27) | 18\% | (22) | 5\% | (6) | 13\% | (16) | 43\% | (53) | 126 |
| \#1 Issue: Education | 18\% | (27) | 13\% | (20) | 10\% | (16) | 9\% | (14) | 50\% | (76) | 154 |
| \#1 Issue: Energy | 19\% | (19) | 25\% | (25) | 4\% | (4) | 8\% | (8) | 44\% | (44) | 100 |
| \#1 Issue: Other | $11 \%$ | (11) | 12\% | (11) | 6\% | (5) | 10\% | (10) | 61\% | (57) | 93 |
| 2018 House Vote: Democrat | 24\% | (206) | 18\% | (154) | 7\% | (55) | 5\% | (43) | 46\% | (382) | 839 |
| 2018 House Vote: Republican | 9\% | (57) | 8\% | (54) | 8\% | (54) | 23\% | (149) | 51\% | (329) | 643 |
| 2018 House Vote: Someone else | 20\% | (21) | 10\% | (11) | 3\% | (4) | 18\% | (18) | 49\% | (52) | 105 |
| 2018 House Vote: Didnt Vote | 11\% | (68) | 9\% | (57) | 6\% | (36) | 9\% | (54) | 65\% | (391) | 605 |
| 2016 Vote: Hillary Clinton | 25\% | (179) | 16\% | (117) | 6\% | (43) | 7\% | (47) | 46\% | (333) | 719 |
| 2016 Vote: Donald Trump | 9\% | (60) | 9\% | (58) | 8\% | (56) | 21\% | (143) | 52\% | (348) | 666 |
| 2016 Vote: Someone else | 19\% | (34) | 21\% | (37) | 5\% | (8) | 8\% | (14) | 47\% | (84) | 178 |
| 2016 Vote: Didnt Vote | 13\% | (79) | 10\% | (64) | 7\% | (42) | 9\% | (58) | 61\% | (386) | 629 |
| Voted in 2014: Yes | 17\% | (237) | 14\% | (192) | 7\% | (101) | 13\% | (181) | 48\% | (655) | 1366 |
| Voted in 2014: No | 14\% | (119) | 10\% | (84) | 6\% | (49) | 10\% | (83) | 60\% | (498) | 833 |
| 2012 Vote: Barack Obama | 24\% | (204) | 16\% | (136) | 7\% | (64) | 7\% | (61) | 46\% | (390) | 854 |
| 2012 Vote: Mitt Romney | 8\% | (40) | 9\% | (47) | 6\% | (32) | 23\% | (116) | 53\% | (266) | 501 |
| 2012 Vote: Other | 6\% | (5) | $14 \%$ | (13) | 8\% | (7) | 16\% | (14) | 55\% | (48) | 87 |
| 2012 Vote: Didn't Vote | 14\% | (108) | 11\% | (79) | 6\% | (46) | 10\% | (73) | 59\% | (446) | 752 |
| 4-Region: Northeast | 19\% | (77) | 13\% | (50) | 6\% | (26) | 13\% | (53) | 48\% | (190) | 394 |
| 4-Region: Midwest | 13\% | (62) | 14\% | (65) | 6\% | (28) | 13\% | (61) | 53\% | (246) | 462 |
| 4-Region: South | 17\% | (136) | 12\% | (96) | 8\% | (63) | 12\% | (103) | $52 \%$ | (426) | 824 |
| 4-Region: West | 16\% | (82) | 13\% | (65) | 6\% | (33) | 9\% | (48) | 56\% | (291) | 519 |

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Table HR24_19: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Molly Shannon as Monica Lewinsky

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 16\% | (356) | 13\% | (276) | 7\% | (150) | 12\% | (264) | 52\% | (1153) | 2199 |
| TV shows: Every day | 20\% | (224) | 13\% | (144) | 7\% | (78) | 11\% | (127) | 50\% | (574) | 1148 |
| TV shows: Several times per week | 14\% | (73) | 15\% | (79) | 9\% | (44) | 11\% | (55) | 51\% | (261) | 512 |
| TV shows: About once per week | 12\% | (17) | 12\% | (17) | 4\% | (5) | 17\% | (24) | 56\% | (81) | 144 |
| TV shows: Several times per month | 10\% | (10) | 15\% | (15) | 14\% | (14) | 15\% | (16) | 46\% | (47) | 101 |
| TV shows: About once per month | 9\% | (5) | 1\% | (0) | 8\% | (4) | 11\% | (5) | 71\% | (34) | 48 |
| TV shows: Less often than once per month | 15\% | (12) | 3\% | (2) | 1\% | (1) | 17\% | (13) | 64\% | (50) | 78 |
| TV shows: Never | 9\% | (15) | 10\% | (17) | 3\% | (5) | 14\% | (24) | 64\% | (107) | 169 |
| Movies: Every day | 25\% | (100) | 8\% | (31) | 8\% | (32) | 13\% | (51) | 46\% | (185) | 399 |
| Movies: Several times per week | 16\% | (94) | 18\% | (101) | 9\% | (50) | 12\% | (67) | 46\% | (262) | 574 |
| Movies: About once per week | 18\% | (68) | 14\% | (55) | 6\% | (23) | 11\% | (42) | 51\% | (195) | 383 |
| Movies: Several times per month | 13\% | (35) | 13\% | (36) | 8\% | (22) | 13\% | (34) | 53\% | (146) | 273 |
| Movies: About once per month | 10\% | (17) | 14\% | (24) | $4 \%$ | (8) | 12\% | (21) | $59 \%$ | (103) | 173 |
| Movies: Less often than once per month | 11\% | (22) | 7\% | (14) | 4\% | (8) | 11\% | (21) | 68\% | (136) | 201 |
| Movies: Never | 10\% | (20) | 7\% | (14) | 3\% | (7) | 14\% | (28) | 65\% | (127) | 196 |
| Sports: Every day | 33\% | (53) | 11\% | (18) | 11\% | (18) | 14\% | (23) | 30\% | (47) | 158 |
| Sports: Several times per week | 22\% | (73) | 18\% | (60) | 6\% | (21) | 16\% | (53) | 38\% | (125) | 332 |
| Sports: About once per week | 14\% | (40) | 15\% | (42) | 9\% | (26) | 7\% | (19) | 55\% | (153) | 279 |
| Sports: Several times per month | 15\% | (35) | 16\% | (37) | 7\% | (15) | 13\% | (29) | 49\% | (111) | 228 |
| Sports: About once per month | 20\% | (35) | 9\% | (15) | 8\% | (14) | 11\% | (20) | 52\% | (90) | 174 |
| Sports: Less often than once per month | 13\% | (49) | 11\% | (39) | 5\% | (18) | 15\% | (53) | 56\% | (205) | 363 |
| Sports: Never | $11 \%$ | (72) | 10\% | (64) | 6\% | (39) | 10\% | (67) | 64\% | (424) | 666 |
| Cable: I currently subscribe | 19\% | (212) | 14\% | (152) | 7\% | (82) | 13\% | (139) | 47\% | (523) | 1108 |
| Cable: I subscribed in the past | 16\% | (115) | 13\% | (92) | 7\% | (49) | 12\% | (84) | 53\% | (387) | 727 |
| Cable: I have never subscribed | 8\% | (28) | 9\% | (32) | 5\% | (20) | 11\% | (41) | 67\% | (243) | 365 |
| Satellite television: I currently subscribe | 19\% | (99) | 9\% | (48) | 7\% | (38) | 14\% | (74) | 51\% | (268) | 526 |
| Satellite television: I subscribed in the past | 15\% | (88) | 14\% | (83) | 8\% | (46) | 12\% | (69) | 52\% | (310) | 597 |
| Satellite television: I have never subscribed | 16\% | (169) | 13\% | (145) | 6\% | (66) | 11\% | (121) | 53\% | (575) | 1076 |

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Table HR24_19: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Molly Shannon as Monica Lewinsky

| Demographic | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Don't know / <br> No opinion | Total N |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

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

Table HR24_20: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Tina Fey as Sarah Palin

|  | Much more <br> favorable <br> impression |  |  |  |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

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Table HR24_20: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Tina Fey as Sarah Palin

| Demographic | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Don't know <br> No opinion | Total N |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
|  |  | $27 \%$ | $(589)$ | $13 \%$ | $(294)$ | $6 \%$ | $(124)$ | $13 \%$ |

[^413]Table HR24_20: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Tina Fey as Sarah Palin

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 27\% | (589) | 13\% | (294) | 6\% | (124) | 13\% | (276) | 42\% | (917) | 2199 |
| Employ: Private Sector | 30\% | (196) | 16\% | (108) | 6\% | (43) | 11\% | (75) | 36\% | (239) | 661 |
| Employ: Government | $32 \%$ | (40) | 20\% | (24) | 4\% | (5) | 13\% | (16) | 31\% | (39) | 124 |
| Employ: Self-Employed | $31 \%$ | (61) | 14\% | (28) | 7\% | (13) | 12\% | (24) | 35\% | (68) | 195 |
| Employ: Homemaker | 20\% | (34) | 10\% | (17) | 8\% | (14) | 9\% | (15) | 53\% | (91) | 170 |
| Employ: Student | 24\% | (19) | 20\% | (16) | 11\% | (9) | 6\% | (5) | 39\% | (31) | 79 |
| Employ: Retired | 27\% | (142) | $11 \%$ | (58) | 4\% | (22) | 16\% | (83) | 42\% | (218) | 523 |
| Employ: Unemployed | 19\% | (50) | 8\% | (20) | 6\% | (15) | $14 \%$ | (37) | 54\% | (140) | 262 |
| Employ: Other | 25\% | (47) | 12\% | (22) | 2\% | (4) | 11\% | (21) | 49\% | (91) | 185 |
| Military HH: Yes | 24\% | (93) | 16\% | (62) | 5\% | (20) | $14 \%$ | (55) | 40\% | (153) | 384 |
| Military HH: No | 27\% | (496) | 13\% | (231) | 6\% | (104) | 12\% | (221) | 42\% | (764) | 1815 |
| RD/WT: Right Direction | $14 \%$ | (116) | 14\% | (118) | 7\% | (60) | 18\% | (151) | 46\% | (382) | 826 |
| RD/WT: Wrong Track | $34 \%$ | (473) | 13\% | (176) | 5\% | (64) | 9\% | (125) | 39\% | (535) | 1373 |
| Trump Job Approve | 15\% | (128) | 14\% | (120) | 7\% | (64) | 20\% | (175) | 44\% | (383) | 870 |
| Trump Job Disapprove | $37 \%$ | (455) | 14\% | (171) | 5\% | (55) | 8\% | (95) | 37\% | (451) | 1227 |
| Trump Job Strongly Approve | $14 \%$ | (60) | $11 \%$ | (50) | 7\% | (30) | 24\% | (108) | 44\% | (193) | 440 |
| Trump Job Somewhat Approve | 16\% | (68) | 16\% | (70) | 8\% | (34) | 16\% | (67) | 44\% | (190) | 429 |
| Trump Job Somewhat Disapprove | 24\% | (71) | 14\% | (42) | 5\% | (14) | 9\% | (28) | 48\% | (142) | 297 |
| Trump Job Strongly Disapprove | 41\% | (384) | 14\% | (129) | 4\% | (41) | 7\% | (68) | 33\% | (309) | 930 |
| Favorable of Trump | $14 \%$ | (122) | 13\% | (108) | 8\% | (69) | 21\% | (180) | 43\% | (368) | 847 |
| Unfavorable of Trump | $38 \%$ | (460) | 15\% | (180) | 4\% | (48) | 7\% | (81) | 37\% | (443) | 1212 |
| Very Favorable of Trump | 12\% | (56) | 11\% | (54) | 7\% | (34) | 26\% | (126) | 44\% | (209) | 479 |
| Somewhat Favorable of Trump | 18\% | (66) | 15\% | (54) | 10\% | (35) | 15\% | (55) | 43\% | (159) | 368 |
| Somewhat Unfavorable of Trump | 25\% | (59) | 12\% | (29) | 7\% | (18) | 10\% | (23) | 46\% | (108) | 236 |
| Very Unfavorable of Trump | 41\% | (401) | 15\% | (151) | 3\% | (31) | 6\% | (58) | 34\% | (335) | 976 |

[^414]Table HR24_20: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Tina Fey as Sarah Palin

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 27\% | (589) | 13\% | (294) | 6\% | (124) | 13\% | (276) | 42\% | (917) | 2199 |
| \#1 Issue: Economy | 27\% | (152) | 14\% | (78) | 6\% | (31) | 10\% | (58) | 43\% | (240) | 560 |
| \#1 Issue: Security | 13\% | (58) | 10\% | (45) | 7\% | (32) | 23\% | (99) | 47\% | (207) | 441 |
| \#1 Issue: Health Care | 33\% | (122) | 14\% | (51) | 5\% | (20) | 9\% | (34) | 39\% | (142) | 368 |
| \#1 Issue: Medicare / Social Security | 30\% | (109) | 11\% | (38) | 4\% | (15) | 12\% | (44) | 43\% | (153) | 359 |
| \#1 Issue: Women's Issues | 39\% | (49) | 12\% | (15) | 3\% | (4) | 9\% | (11) | 37\% | (47) | 126 |
| \#1 Issue: Education | 30\% | (47) | 16\% | (25) | 10\% | (15) | 7\% | (11) | 36\% | (55) | 154 |
| \#1 Issue: Energy | 32\% | (32) | 29\% | (29) | 2\% | (2) | 9\% | (9) | 28\% | (28) | 100 |
| \#1 Issue: Other | 22\% | (20) | 14\% | (13) | 5\% | (4) | 11\% | (10) | 49\% | (45) | 93 |
| 2018 House Vote: Democrat | 43\% | (360) | 16\% | (137) | 3\% | (25) | 6\% | (50) | 32\% | (268) | 839 |
| 2018 House Vote: Republican | 14\% | (89) | 12\% | (78) | 7\% | (47) | 23\% | (151) | 43\% | (278) | 643 |
| 2018 House Vote: Someone else | 24\% | (26) | 9\% | (9) | 6\% | (6) | 23\% | (24) | 39\% | (41) | 105 |
| 2018 House Vote: Didnt Vote | 18\% | (110) | 11\% | (69) | 8\% | (46) | 8\% | (51) | 55\% | (330) | 605 |
| 2016 Vote: Hillary Clinton | 43\% | (308) | 13\% | (94) | 3\% | (24) | 7\% | (49) | 34\% | (243) | 719 |
| 2016 Vote: Donald Trump | 15\% | (99) | 12\% | (80) | 8\% | (52) | 22\% | (147) | 43\% | (287) | 666 |
| 2016 Vote: Someone else | 32\% | (56) | 19\% | (34) | 6\% | (10) | 8\% | (15) | 35\% | (63) | 178 |
| 2016 Vote: Didnt Vote | 20\% | (124) | 13\% | (80) | 6\% | (38) | 10\% | (65) | 51\% | (322) | 629 |
| Voted in 2014: Yes | 30\% | (413) | 14\% | (191) | 6\% | (78) | 14\% | (191) | 36\% | (494) | 1366 |
| Voted in 2014: No | $21 \%$ | (176) | 12\% | (103) | 6\% | (46) | 10\% | (85) | 51\% | (423) | 833 |
| 2012 Vote: Barack Obama | 41\% | (347) | 14\% | (118) | 5\% | (40) | 8\% | (68) | $33 \%$ | (282) | 854 |
| 2012 Vote: Mitt Romney | 17\% | (84) | 11\% | (57) | 8\% | (38) | 23\% | (113) | 42\% | (209) | 501 |
| 2012 Vote: Other | 29\% | (25) | 11\% | (10) | 7\% | (6) | 20\% | (18) | 32\% | (28) | 87 |
| 2012 Vote: Didn't Vote | 18\% | (133) | 14\% | (108) | 5\% | (39) | 10\% | (77) | 52\% | (395) | 752 |
| 4-Region: Northeast | 31\% | (124) | 13\% | (51) | 4\% | (17) | 14\% | (56) | 37\% | (146) | 394 |
| 4-Region: Midwest | 27\% | (127) | 11\% | (51) | 6\% | (29) | 13\% | (61) | 42\% | (195) | 462 |
| 4-Region: South | 24\% | (199) | 13\% | (110) | 6\% | (49) | 12\% | (99) | 44\% | (366) | 824 |
| 4-Region: West | 27\% | (139) | 16\% | (81) | 6\% | (29) | $11 \%$ | (60) | 41\% | (211) | 519 |

Continued on next page

Table HR24_20: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Tina Fey as Sarah Palin

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  |  | know / <br> pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 27\% | (589) | 13\% | (294) | 6\% | (124) | 13\% | (276) | 42\% | (917) | 2199 |
| TV shows: Every day | 30\% | (345) | 14\% | (156) | 5\% | (59) | 12\% | (142) | 39\% | (447) | 1148 |
| TV shows: Several times per week | 29\% | (151) | 16\% | (80) | 6\% | (29) | 13\% | (65) | 37\% | (187) | 512 |
| TV shows: About once per week | 18\% | (26) | 18\% | (26) | 7\% | (10) | $14 \%$ | (20) | 42\% | (61) | 144 |
| TV shows: Several times per month | 19\% | (19) | 14\% | (14) | 18\% | (18) | 7\% | (7) | 42\% | (42) | 101 |
| TV shows: About once per month | 18\% | (9) | 3\% | (1) | 6\% | (3) | 12\% | (6) | 60\% | (29) | 48 |
| TV shows: Less often than once per month | 19\% | (15) | 8\% | (6) | $4 \%$ | (3) | 17\% | (13) | 52\% | (41) | 78 |
| TV shows: Never | 15\% | (25) | 6\% | (10) | - | (1) | 13\% | (23) | 65\% | (110) | 169 |
| Movies: Every day | 25\% | (101) | 14\% | (56) | 8\% | (31) | 11\% | (44) | 42\% | (166) | 399 |
| Movies: Several times per week | 30\% | (172) | 17\% | (98) | 5\% | (29) | $14 \%$ | (80) | 34\% | (195) | 574 |
| Movies: About once per week | 32\% | (124) | 12\% | (45) | 7\% | (27) | 11\% | (43) | 37\% | (143) | 383 |
| Movies: Several times per month | 27\% | (75) | 14\% | (39) | 7\% | (20) | 14\% | (39) | 37\% | (100) | 273 |
| Movies: About once per month | 24\% | (42) | 12\% | (21) | 5\% | (9) | 13\% | (23) | 45\% | (78) | 173 |
| Movies: Less often than once per month | 23\% | (46) | 10\% | (20) | 3\% | (6) | 11\% | (22) | 53\% | (107) | 201 |
| Movies: Never | 15\% | (29) | 7\% | (13) | $2 \%$ | (3) | $12 \%$ | (24) | 65\% | (127) | 196 |
| Sports: Every day | 37\% | (59) | 18\% | (29) | 7\% | (11) | 11\% | (17) | 27\% | (42) | 158 |
| Sports: Several times per week | 30\% | (100) | 16\% | (54) | 5\% | (16) | 19\% | (63) | 30\% | (99) | 332 |
| Sports: About once per week | 26\% | (72) | $21 \%$ | (58) | 9\% | (24) | 7\% | (18) | 38\% | (106) | 279 |
| Sports: Several times per month | 28\% | (65) | 15\% | (35) | 8\% | (18) | 7\% | (16) | $41 \%$ | (94) | 228 |
| Sports: About once per month | 30\% | (52) | 11\% | (19) | 6\% | (11) | 11\% | (20) | $41 \%$ | (72) | 174 |
| Sports: Less often than once per month | 28\% | (102) | 12\% | (45) | 6\% | (23) | $14 \%$ | (50) | 39\% | (143) | 363 |
| Sports: Never | 21\% | (139) | 8\% | (54) | 3\% | (21) | $14 \%$ | (91) | 54\% | (361) | 666 |
| Cable: I currently subscribe | 30\% | (327) | 15\% | (167) | $7 \%$ | (75) | 13\% | (143) | $36 \%$ | (395) | 1108 |
| Cable: I subscribed in the past | 29\% | (212) | 11\% | (83) | 5\% | (33) | 12\% | (88) | 43\% | (310) | 727 |
| Cable: I have never subscribed | 14\% | (50) | 12\% | (43) | 4\% | (16) | 12\% | (45) | 58\% | (211) | 365 |
| Satellite television: I currently subscribe | 23\% | (121) | 17\% | (88) | 6\% | (31) | $14 \%$ | (75) | 40\% | (211) | 526 |
| Satellite television: I subscribed in the past | 25\% | (148) | 16\% | (93) | 7\% | (41) | 12\% | (71) | 41\% | (245) | 597 |
| Satellite television: I have never subscribed | 30\% | (320) | 10\% | (112) | $5 \%$ | (53) | 12\% | (130) | 43\% | (461) | 1076 |

Continued on next page

Table HR24_20: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Tina Fey as Sarah Palin

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 27\% | (589) | 13\% | (294) | 6\% | (124) | 13\% | (276) | 42\% | (917) | 2199 |
| Streaming service: I currently subscribe | 32\% | (415) | 15\% | (197) | 5\% | (71) | 12\% | (156) | 36\% | (463) | 1302 |
| Streaming service: I subscribed in the past | 24\% | (56) | 12\% | (27) | 12\% | (29) | 13\% | (30) | 39\% | (92) | 234 |
| Streaming service: I have never subscribed | 18\% | (118) | 10\% | (69) | 4\% | (24) | 14\% | (90) | 55\% | (362) | 663 |
| Film: An avid fan | 38\% | (293) | 15\% | (120) | 5\% | (36) | 10\% | (79) | 32\% | (251) | 779 |
| Film: A casual fan | 24\% | (273) | 14\% | (159) | 7\% | (76) | 14\% | (158) | 42\% | (487) | 1153 |
| Film: Not a fan | 8\% | (22) | 6\% | (15) | 5\% | (12) | 15\% | (39) | 67\% | (179) | 267 |
| Television: An avid fan | 33\% | (378) | 14\% | (166) | $4 \%$ | (52) | 12\% | (141) | 36\% | (417) | 1154 |
| Television: A casual fan | 22\% | (196) | 13\% | (120) | 7\% | (67) | 13\% | (118) | 45\% | (406) | 907 |
| Television: Not a fan | 11\% | (15) | 5\% | (7) | $4 \%$ | (5) | $12 \%$ | (17) | 68\% | (94) | 139 |
| Music: An avid fan | 33\% | (376) | 15\% | (167) | 6\% | (64) | 11\% | (123) | 37\% | (422) | 1152 |
| Music: A casual fan | 22\% | (202) | 13\% | (117) | 6\% | (52) | 15\% | (135) | 44\% | (402) | 907 |
| Music: Not a fan | 8\% | (11) | 7\% | (10) | 5\% | (8) | 13\% | (18) | 67\% | (94) | 140 |
| Fashion: An avid fan | 33\% | (112) | 18\% | (61) | 8\% | (28) | 11\% | (37) | 30\% | (104) | 342 |
| Fashion: A casual fan | 27\% | (229) | 14\% | (116) | 6\% | (49) | 12\% | (101) | 42\% | (365) | 861 |
| Fashion: Not a fan | 25\% | (247) | 12\% | (117) | 5\% | (47) | 14\% | (138) | 45\% | (447) | 996 |

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

Table HR24_21: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Kate McKinnon as Jeff Sessions

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | $\begin{gathered} \text { Don } \\ \text { No } \end{gathered}$ | know / pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% | (329) | 10\% | (218) | 6\% | (132) | 12\% | (256) | 58\% | (1265) | 2199 |
| Gender: Male | 18\% | (194) | 12\% | (123) | 7\% | (71) | $14 \%$ | (151) | 49\% | (521) | 1061 |
| Gender: Female | 12\% | (134) | 8\% | (95) | 5\% | (61) | 9\% | (104) | 65\% | (743) | 1138 |
| Age: 18-29 | 15\% | (63) | 10\% | (41) | 8\% | (31) | 9\% | (39) | 58\% | (237) | 411 |
| Age: 30-44 | 14\% | (87) | 13\% | (76) | 8\% | (48) | 8\% | (48) | 57\% | (342) | 600 |
| Age: 45-54 | 16\% | (53) | 11\% | (38) | 3\% | (12) | $11 \%$ | (37) | 58\% | (195) | 335 |
| Age: 55-64 | 16\% | (67) | 8\% | (34) | 6\% | (25) | 16\% | (65) | 54\% | (226) | 417 |
| Age: 65+ | 13\% | (58) | 7\% | (29) | 4\% | (16) | 15\% | (67) | 61\% | (265) | 436 |
| Generation Z: 18-21 | 12\% | (13) | 9\% | (11) | 16\% | (18) | 8\% | (9) | 55\% | (64) | 116 |
| Millennial: Age 22-37 | 15\% | (97) | 14\% | (89) | 8\% | (52) | 10\% | (63) | 54\% | (357) | 657 |
| Generation X: Age 38-53 | 16\% | (85) | 10\% | (52) | $4 \%$ | (20) | 8\% | (45) | 63\% | (342) | 543 |
| Boomers: Age 54-72 | 16\% | (121) | 8\% | (64) | 5\% | (38) | 16\% | (120) | 56\% | (429) | 772 |
| PID: Dem (no lean) | 25\% | (200) | 13\% | (104) | 5\% | (43) | $7 \%$ | (55) | 50\% | (404) | 806 |
| PID: Ind (no lean) | 11\% | (80) | 10\% | (74) | 6\% | (43) | 9\% | (69) | 65\% | (488) | 754 |
| PID: Rep (no lean) | 8\% | (49) | 6\% | (41) | 7\% | (46) | 21\% | (132) | 58\% | (372) | 639 |
| PID/Gender: Dem Men | 30\% | (119) | 15\% | (60) | 6\% | (22) | 9\% | (35) | 40\% | (159) | 395 |
| PID/Gender: Dem Women | 20\% | (81) | 11\% | (43) | 5\% | (21) | 5\% | (21) | 60\% | (245) | 411 |
| PID/Gender: Ind Men | 14\% | (46) | 12\% | (38) | 7\% | (23) | $11 \%$ | (37) | 56\% | (182) | 326 |
| PID/Gender: Ind Women | 8\% | (34) | 8\% | (36) | 5\% | (19) | 7\% | (32) | 72\% | (307) | 427 |
| PID/Gender: Rep Men | 9\% | (29) | 7\% | (24) | 8\% | (26) | $23 \%$ | (80) | 53\% | (180) | 339 |
| PID/Gender: Rep Women | 7\% | (20) | 5\% | (16) | 7\% | (20) | 17\% | (52) | 64\% | (192) | 300 |
| Ideo: Liberal (1-3) | 29\% | (199) | 14\% | (97) | 6\% | (42) | 6\% | (41) | 44\% | (295) | 674 |
| Ideo: Moderate (4) | 12\% | (67) | 12\% | (64) | 7\% | (40) | 10\% | (56) | 58\% | (317) | 544 |
| Ideo: Conservative (5-7) | 8\% | (58) | 7\% | (50) | 7\% | (46) | 19\% | (138) | 59\% | (420) | 712 |

Continued on next page

Table HR24_21: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Kate McKinnon as Jeff Sessions

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% | (329) | 10\% | (218) | 6\% | (132) | 12\% | (256) | 58\% | (1265) | 2199 |
| Educ: < College | 13\% | (192) | 8\% | (126) | 6\% | (90) | 11\% | (169) | 62\% | (934) | 1512 |
| Educ: Bachelors degree | 19\% | (85) | 14\% | (63) | 6\% | (26) | 13\% | (58) | 48\% | (212) | 444 |
| Educ: Post-grad | 21\% | (51) | 12\% | (29) | 7\% | (16) | $12 \%$ | (28) | 49\% | (119) | 243 |
| Income: Under 50k | 14\% | (183) | 8\% | (105) | 6\% | (77) | 11\% | (144) | 61\% | (787) | 1297 |
| Income: 50k-100k | 16\% | (95) | 13\% | (77) | 6\% | (35) | $12 \%$ | (72) | 55\% | (336) | 615 |
| Income: 100k+ | 17\% | (50) | 12\% | (36) | 7\% | (20) | $14 \%$ | (39) | 50\% | (142) | 287 |
| Ethnicity: White | 15\% | (250) | 9\% | (149) | 6\% | (95) | 12\% | (204) | 59\% | (1023) | 1722 |
| Ethnicity: Hispanic | 17\% | (59) | $11 \%$ | (40) | 5\% | (19) | $12 \%$ | (43) | 54\% | (189) | 350 |
| Ethnicity: Afr. Am. | 20\% | (54) | 13\% | (37) | 9\% | (26) | 9\% | (24) | 48\% | (133) | 274 |
| Ethnicity: Other | 12\% | (25) | 16\% | (32) | 5\% | (11) | 13\% | (27) | 53\% | (108) | 203 |
| Relig: Protestant | 14\% | (73) | 10\% | (56) | 7\% | (37) | 15\% | (82) | 54\% | (291) | 539 |
| Relig: Roman Catholic | 17\% | (73) | 9\% | (39) | 6\% | (27) | 15\% | (65) | 53\% | (232) | 436 |
| Relig: Something Else | 8\% | (16) | 12\% | (22) | $4 \%$ | (7) | 7\% | (13) | 69\% | (129) | 187 |
| Relig: Jewish | 32\% | (17) | 8\% | (4) | $2 \%$ | (1) | 10\% | (6) | 48\% | (26) | 54 |
| Relig: Evangelical | 14\% | (116) | $11 \%$ | (89) | 5\% | (41) | 11\% | (91) | 58\% | (469) | 805 |
| Relig: Non-Evang. Catholics | 13\% | (46) | 8\% | (28) | 9\% | (31) | 19\% | (69) | 51\% | (183) | 357 |
| Relig: All Christian | 14\% | (162) | 10\% | (116) | 6\% | (72) | $14 \%$ | (160) | 56\% | (651) | 1161 |
| Relig: All Non-Christian | 11\% | (25) | 3\% | (7) | 6\% | (12) | 9\% | (21) | 71\% | (159) | 224 |
| Community: Urban | 18\% | (102) | 10\% | (59) | 8\% | (49) | 10\% | (57) | 54\% | (308) | 575 |
| Community: Suburban | 16\% | (160) | 10\% | (102) | 6\% | (59) | 12\% | (116) | 56\% | (545) | 982 |
| Community: Rural | 10\% | (66) | 9\% | (57) | $4 \%$ | (25) | 13\% | (83) | 64\% | (412) | 643 |

[^415]Table HR24_21: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Kate McKinnon as Jeff Sessions

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% | (329) | 10\% | (218) | 6\% | (132) | 12\% | (256) | 58\% | (1265) | 2199 |
| Employ: Private Sector | 19\% | (122) | 13\% | (83) | 7\% | (48) | 12\% | (76) | 50\% | (331) | 661 |
| Employ: Government | 15\% | (19) | 13\% | (16) | 7\% | (8) | 13\% | (16) | 53\% | (66) | 124 |
| Employ: Self-Employed | 15\% | (30) | 8\% | (16) | 10\% | (20) | 14\% | (28) | 51\% | (100) | 195 |
| Employ: Homemaker | 11\% | (19) | $11 \%$ | (18) | 6\% | (9) | 6\% | (11) | 66\% | (113) | 170 |
| Employ: Student | 19\% | (15) | 14\% | (11) | 7\% | (5) | 11\% | (9) | 49\% | (39) | 79 |
| Employ: Retired | 14\% | (75) | 8\% | (43) | $4 \%$ | (23) | 15\% | (78) | 58\% | (304) | 523 |
| Employ: Unemployed | $11 \%$ | (28) | 3\% | (9) | 6\% | (14) | 9\% | (23) | 71\% | (186) | 262 |
| Employ: Other | 11\% | (20) | 12\% | (22) | $2 \%$ | (3) | 8\% | (14) | 68\% | (125) | 185 |
| Military HH: Yes | 15\% | (56) | 7\% | (28) | 7\% | (27) | 16\% | (63) | 55\% | (210) | 384 |
| Military HH: No | 15\% | (273) | 10\% | (191) | 6\% | (105) | 11\% | (193) | 58\% | (1054) | 1815 |
| RD/WT: Right Direction | 8\% | (64) | 8\% | (68) | 7\% | (62) | 17\% | (143) | 59\% | (490) | 826 |
| RD/WT: Wrong Track | 19\% | (265) | 11\% | (150) | 5\% | (70) | 8\% | (112) | 56\% | (775) | 1373 |
| Trump Job Approve | 8\% | (69) | 7\% | (63) | 8\% | (67) | 19\% | (168) | 58\% | (502) | 870 |
| Trump Job Disapprove | 21\% | (257) | 12\% | (151) | 5\% | (61) | 7\% | (83) | 55\% | (675) | 1227 |
| Trump Job Strongly Approve | 8\% | (37) | 7\% | (32) | 5\% | (24) | 24\% | (105) | 55\% | (242) | 440 |
| Trump Job Somewhat Approve | 8\% | (33) | 7\% | (30) | 10\% | (43) | 15\% | (63) | 61\% | (260) | 429 |
| Trump Job Somewhat Disapprove | 9\% | (26) | 11\% | (32) | 7\% | (22) | 7\% | (22) | 66\% | (195) | 297 |
| Trump Job Strongly Disapprove | 25\% | (231) | 13\% | (119) | $4 \%$ | (39) | 7\% | (61) | 52\% | (480) | 930 |
| Favorable of Trump | 7\% | (63) | 8\% | (68) | 8\% | (64) | 19\% | (158) | 58\% | (494) | 847 |
| Unfavorable of Trump | 22\% | (263) | 12\% | (142) | 5\% | (61) | 7\% | (87) | 54\% | (659) | 1212 |
| Very Favorable of Trump | 8\% | (38) | 6\% | (31) | 6\% | (28) | 24\% | (114) | 56\% | (268) | 479 |
| Somewhat Favorable of Trump | 7\% | (26) | 10\% | (37) | 10\% | (36) | $12 \%$ | (44) | 61\% | (225) | 368 |
| Somewhat Unfavorable of Trump | 10\% | (24) | $11 \%$ | (26) | $11 \%$ | (26) | 9\% | (22) | 59\% | (138) | 236 |
| Very Unfavorable of Trump | 24\% | (239) | 12\% | (116) | $4 \%$ | (35) | 7\% | (65) | 53\% | (521) | 976 |

[^416]Table HR24_21: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Kate McKinnon as Jeff Sessions

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% | (329) | 10\% | (218) | 6\% | (132) | 12\% | (256) | 58\% | (1265) | 2199 |
| \#1 Issue: Economy | 12\% | (66) | 12\% | (67) | 8\% | (45) | 9\% | (51) | 59\% | (331) | 560 |
| \#1 Issue: Security | 7\% | (33) | 6\% | (26) | 6\% | (25) | 21\% | (91) | 61\% | (267) | 441 |
| \#1 Issue: Health Care | 22\% | (81) | 10\% | (37) | 5\% | (19) | 8\% | (28) | 55\% | (203) | 368 |
| \#1 Issue: Medicare / Social Security | 16\% | (57) | 9\% | (32) | 3\% | (10) | 13\% | (48) | 59\% | (212) | 359 |
| \#1 Issue: Women's Issues | 25\% | (31) | 16\% | (20) | 5\% | (7) | 7\% | (9) | 46\% | (58) | 126 |
| \#1 Issue: Education | 14\% | (21) | 10\% | (15) | 9\% | (13) | 10\% | (16) | 58\% | (89) | 154 |
| \#1 Issue: Energy | 25\% | (25) | 15\% | (15) | 6\% | (6) | 4\% | (4) | 50\% | (50) | 100 |
| \#1 Issue: Other | 16\% | (15) | 7\% | (7) | 7\% | (7) | 10\% | (10) | 60\% | (55) | 93 |
| 2018 House Vote: Democrat | 27\% | (223) | 14\% | (116) | 5\% | (38) | 8\% | (66) | 47\% | (397) | 839 |
| 2018 House Vote: Republican | 7\% | (47) | 6\% | (39) | 8\% | (52) | 22\% | (142) | 56\% | (362) | 643 |
| 2018 House Vote: Someone else | 11\% | (12) | 15\% | (16) | 6\% | (7) | 10\% | (11) | 57\% | (60) | 105 |
| 2018 House Vote: Didnt Vote | 7\% | (42) | 8\% | (47) | 6\% | (35) | 6\% | (36) | 74\% | (445) | 605 |
| 2016 Vote: Hillary Clinton | 27\% | (191) | 12\% | (90) | 5\% | (38) | 6\% | (41) | 50\% | (360) | 719 |
| 2016 Vote: Donald Trump | 7\% | (46) | 8\% | (53) | 6\% | (42) | 23\% | (151) | 56\% | (374) | 666 |
| 2016 Vote: Someone else | 14\% | (24) | 19\% | (33) | 6\% | (10) | 10\% | (18) | 52\% | (92) | 178 |
| 2016 Vote: Didnt Vote | 10\% | (65) | 7\% | (42) | 6\% | (39) | 7\% | (45) | 69\% | (437) | 629 |
| Voted in 2014: Yes | 17\% | (234) | 11\% | (156) | 6\% | (83) | 14\% | (189) | 51\% | (703) | 1366 |
| Voted in 2014: No | $11 \%$ | (94) | 7\% | (62) | 6\% | (49) | 8\% | (67) | 67\% | (561) | 833 |
| 2012 Vote: Barack Obama | 24\% | (204) | 14\% | (122) | 6\% | (47) | 7\% | (58) | 49\% | (422) | 854 |
| 2012 Vote: Mitt Romney | 7\% | (34) | 6\% | (32) | 6\% | (31) | 22\% | (110) | 59\% | (294) | 501 |
| 2012 Vote: Other | 6\% | (5) | 7\% | (6) | 6\% | (5) | 19\% | (16) | 63\% | (54) | 87 |
| 2012 Vote: Didn't Vote | 11\% | (86) | 8\% | (57) | 6\% | (48) | 9\% | (71) | 65\% | (490) | 752 |
| 4-Region: Northeast | 17\% | (66) | 10\% | (38) | 5\% | (18) | 14\% | (54) | 55\% | (218) | 394 |
| 4-Region: Midwest | 12\% | (56) | 9\% | (41) | 7\% | (32) | 12\% | (56) | 60\% | (278) | 462 |
| 4-Region: South | 15\% | (126) | 10\% | (83) | 6\% | (53) | 12\% | (98) | 56\% | (465) | 824 |
| 4-Region: West | 16\% | (81) | 11\% | (57) | 6\% | (29) | 9\% | (47) | 59\% | (304) | 519 |

Continued on next page

Table HR24_21: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Kate McKinnon as Jeff Sessions

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% | (329) | 10\% | (218) | 6\% | (132) | 12\% | (256) | 58\% | (1265) | 2199 |
| TV shows: Every day | 19\% | (216) | 9\% | (100) | 6\% | (71) | 11\% | (122) | 56\% | (638) | 1148 |
| TV shows: Several times per week | 11\% | (58) | 16\% | (84) | 6\% | (29) | 12\% | (62) | 54\% | (279) | 512 |
| TV shows: About once per week | 10\% | (15) | 8\% | (11) | 7\% | (10) | 17\% | (24) | 58\% | (83) | 144 |
| TV shows: Several times per month | 14\% | (14) | 8\% | (8) | 14\% | (15) | 12\% | (12) | 52\% | (53) | 101 |
| TV shows: About once per month | 11\% | (5) | 2\% | (1) | 1\% | (0) | 8\% | (4) | 78\% | (37) | 48 |
| TV shows: Less often than once per month | 11\% | (8) | 8\% | (6) | 3\% | (2) | 15\% | (12) | 63\% | (49) | 78 |
| TV shows: Never | 7\% | (12) | 4\% | (7) | 3\% | (4) | 12\% | (20) | 74\% | (125) | 169 |
| Movies: Every day | 20\% | (81) | 9\% | (35) | 8\% | (31) | 11\% | (44) | 52\% | (209) | 399 |
| Movies: Several times per week | 16\% | (94) | 15\% | (86) | 6\% | (37) | 13\% | (76) | 49\% | (281) | 574 |
| Movies: About once per week | 16\% | (63) | 7\% | (25) | 8\% | (29) | 10\% | (39) | 59\% | (227) | 383 |
| Movies: Several times per month | 13\% | (35) | 12\% | (34) | 5\% | (14) | 11\% | (31) | 58\% | (158) | 273 |
| Movies: About once per month | 14\% | (24) | 8\% | (14) | 3\% | (6) | 12\% | (20) | 63\% | (110) | 173 |
| Movies: Less often than once per month | 10\% | (20) | 6\% | (13) | 5\% | (10) | 10\% | (20) | 69\% | (139) | 201 |
| Movies: Never | 6\% | (12) | 6\% | (12) | 2\% | (5) | 14\% | (27) | 72\% | (141) | 196 |
| Sports: Every day | 32\% | (51) | 11\% | (17) | 9\% | (14) | 10\% | (16) | 38\% | (59) | 158 |
| Sports: Several times per week | 17\% | (56) | 17\% | (55) | 9\% | (30) | 16\% | (54) | 41\% | (137) | 332 |
| Sports: About once per week | 15\% | (43) | 13\% | (36) | 8\% | (22) | 10\% | (29) | 53\% | (149) | 279 |
| Sports: Several times per month | 17\% | (38) | 8\% | (19) | 10\% | (22) | 9\% | (21) | 56\% | (127) | 228 |
| Sports: About once per month | 11\% | (20) | 14\% | (24) | $4 \%$ | (8) | 10\% | (17) | 60\% | (105) | 174 |
| Sports: Less often than once per month | 14\% | (52) | 10\% | (37) | 5\% | (17) | 11\% | (42) | 59\% | (215) | 363 |
| Sports: Never | 10\% | (69) | $4 \%$ | (29) | 3\% | (19) | 12\% | (77) | 71\% | (471) | 666 |
| Cable: I currently subscribe | 20\% | (217) | 11\% | (117) | 7\% | (78) | 12\% | (134) | 51\% | (561) | 1108 |
| Cable: I subscribed in the past | 13\% | (93) | 10\% | (73) | 5\% | (36) | 12\% | (86) | 60\% | (439) | 727 |
| Cable: I have never subscribed | 5\% | (19) | 8\% | (28) | 5\% | (18) | 10\% | (36) | 72\% | (264) | 365 |
| Satellite television: I currently subscribe | 13\% | (68) | 10\% | (52) | 6\% | (31) | 12\% | (62) | 60\% | (313) | 526 |
| Satellite television: I subscribed in the past | 15\% | (90) | 11\% | (68) | 8\% | (46) | 10\% | (61) | 56\% | (333) | 597 |
| Satellite television: I have never subscribed | 16\% | (171) | 9\% | (99) | 5\% | (55) | 12\% | (133) | 57\% | (619) | 1076 |

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Kate McKinnon as Jeff Sessions

| Demographic | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Don't know <br> No opinion | Total N |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

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

Table HR24_22: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Kate McKinnon as Hillary Clinton

|  | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Don't know <br> No opinion | Total N |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

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Table HR24_22: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Kate McKinnon as Hillary Clinton

| Demographic | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Don't know <br> No opinion | Total N |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
|  |  | $20 \%$ | $(429)$ | $17 \%$ | $(370)$ | $6 \%$ | $(123)$ | $11 \%$ |

[^418]Table HR24_22: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Kate McKinnon as Hillary Clinton

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 20\% | (429) | 17\% | (370) | 6\% | (123) | 11\% | (240) | 47\% | (1037) | 2199 |
| Employ: Private Sector | 23\% | (152) | 19\% | (125) | 5\% | (34) | $12 \%$ | (82) | 41\% | (268) | 661 |
| Employ: Government | 17\% | (21) | 20\% | (25) | 14\% | (17) | 9\% | (12) | 40\% | (50) | 124 |
| Employ: Self-Employed | 21\% | (42) | 14\% | (27) | 11\% | (21) | 11\% | (21) | 44\% | (85) | 195 |
| Employ: Homemaker | 11\% | (18) | 17\% | (30) | 5\% | (8) | 9\% | (16) | 58\% | (98) | 170 |
| Employ: Student | 34\% | (27) | 20\% | (16) | - | (0) | 3\% | (2) | 43\% | (34) | 79 |
| Employ: Retired | 17\% | (86) | 16\% | (82) | 5\% | (24) | 15\% | (77) | 48\% | (254) | 523 |
| Employ: Unemployed | 14\% | (37) | 14\% | (38) | 5\% | (12) | 7\% | (18) | 60\% | (156) | 262 |
| Employ: Other | 25\% | (46) | 15\% | (28) | 4\% | (7) | 7\% | (13) | 49\% | (91) | 185 |
| Military HH: Yes | 16\% | (62) | 16\% | (63) | 6\% | (25) | 14\% | (54) | 47\% | (182) | 384 |
| Military HH: No | 20\% | (367) | 17\% | (307) | 5\% | (98) | 10\% | (187) | 47\% | (855) | 1815 |
| RD/WT: Right Direction | 9\% | (75) | 13\% | (107) | 8\% | (69) | 17\% | (140) | 53\% | (435) | 826 |
| RD/WT: Wrong Track | 26\% | (354) | 19\% | (263) | 4\% | (55) | 7\% | (100) | 44\% | (602) | 1373 |
| Trump Job Approve | 9\% | (82) | 13\% | (114) | 8\% | (71) | 19\% | (166) | 50\% | (437) | 870 |
| Trump Job Disapprove | 28\% | (342) | $21 \%$ | (252) | 4\% | (49) | 6\% | (71) | 42\% | (513) | 1227 |
| Trump Job Strongly Approve | 11\% | (47) | 10\% | (46) | 6\% | (25) | 24\% | (104) | 49\% | (218) | 440 |
| Trump Job Somewhat Approve | 8\% | (35) | 16\% | (68) | 11\% | (46) | 14\% | (62) | 51\% | (219) | 429 |
| Trump Job Somewhat Disapprove | 19\% | (55) | 17\% | (50) | 6\% | (17) | 8\% | (23) | 51\% | (152) | 297 |
| Trump Job Strongly Disapprove | 31\% | (287) | 22\% | (202) | 3\% | (33) | 5\% | (48) | 39\% | (361) | 930 |
| Favorable of Trump | 9\% | (76) | 13\% | (107) | 9\% | (72) | 19\% | (163) | 51\% | (429) | 847 |
| Unfavorable of Trump | 28\% | (345) | $21 \%$ | (253) | $4 \%$ | (50) | 5\% | (65) | 41\% | (499) | 1212 |
| Very Favorable of Trump | 10\% | (46) | 9\% | (42) | 7\% | (35) | 24\% | (115) | 50\% | (240) | 479 |
| Somewhat Favorable of Trump | 8\% | (30) | 18\% | (65) | 10\% | (37) | 13\% | (48) | 51\% | (188) | 368 |
| Somewhat Unfavorable of Trump | 17\% | (40) | 16\% | (39) | 9\% | (20) | 11\% | (26) | 47\% | (111) | 236 |
| Very Unfavorable of Trump | 31\% | (305) | 22\% | (214) | $3 \%$ | (29) | $4 \%$ | (40) | 40\% | (388) | 976 |

[^419]Table HR24_22: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Kate McKinnon as Hillary Clinton

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 20\% | (429) | 17\% | (370) | 6\% | (123) | $11 \%$ | (240) | 47\% | (1037) | 2199 |
| \#1 Issue: Economy | 17\% | (98) | 19\% | (106) | 8\% | (44) | 8\% | (46) | 47\% | (266) | 560 |
| \#1 Issue: Security | 10\% | (44) | 10\% | (44) | 6\% | (25) | 22\% | (95) | 53\% | (232) | 441 |
| \#1 Issue: Health Care | 24\% | (90) | 20\% | (75) | 4\% | (15) | 6\% | (21) | 45\% | (167) | 368 |
| \#1 Issue: Medicare / Social Security | 21\% | (74) | 17\% | (60) | 4\% | (15) | $11 \%$ | (39) | 48\% | (171) | 359 |
| \#1 Issue: Women's Issues | 32\% | (41) | 20\% | (25) | 3\% | (4) | 6\% | (8) | 38\% | (48) | 126 |
| \#1 Issue: Education | 21\% | (32) | 17\% | (26) | 8\% | (12) | 8\% | (12) | 47\% | (72) | 154 |
| \#1 Issue: Energy | 38\% | (37) | 17\% | (17) | 4\% | (4) | 9\% | (9) | 32\% | (32) | 100 |
| \#1 Issue: Other | 14\% | (13) | 16\% | (15) | 4\% | (4) | $11 \%$ | (11) | 53\% | (50) | 93 |
| 2018 House Vote: Democrat | 33\% | (276) | 22\% | (188) | 6\% | (48) | 3\% | (26) | 36\% | (302) | 839 |
| 2018 House Vote: Republican | 9\% | (59) | 12\% | (78) | 7\% | (48) | 23\% | (147) | 48\% | (311) | 643 |
| 2018 House Vote: Someone else | 19\% | (20) | 9\% | (9) | 6\% | (7) | 18\% | (19) | 48\% | (50) | 105 |
| 2018 House Vote: Didnt Vote | 11\% | (70) | 15\% | (93) | 3\% | (21) | 8\% | (48) | 62\% | (374) | 605 |
| 2016 Vote: Hillary Clinton | 33\% | (236) | 21\% | (155) | 5\% | (35) | $4 \%$ | (29) | 37\% | (264) | 719 |
| 2016 Vote: Donald Trump | 9\% | (60) | 13\% | (85) | 7\% | (49) | 22\% | (143) | 49\% | (328) | 666 |
| 2016 Vote: Someone else | 17\% | (31) | 27\% | (48) | 3\% | (6) | 7\% | (13) | 45\% | (79) | 178 |
| 2016 Vote: Didnt Vote | 16\% | (99) | 13\% | (82) | 5\% | (33) | 8\% | (52) | 58\% | (364) | 629 |
| Voted in 2014: Yes | $21 \%$ | (291) | 19\% | (260) | 6\% | (78) | $12 \%$ | (168) | 42\% | (568) | 1366 |
| Voted in 2014: No | 17\% | (138) | 13\% | (110) | 5\% | (45) | 9\% | (72) | 56\% | (469) | 833 |
| 2012 Vote: Barack Obama | 29\% | (249) | 23\% | (193) | 6\% | (49) | 6\% | (52) | 37\% | (312) | 854 |
| 2012 Vote: Mitt Romney | 9\% | (46) | 13\% | (68) | 7\% | (33) | 21\% | (103) | 50\% | (251) | 501 |
| 2012 Vote: Other | 9\% | (7) | 20\% | (18) | 6\% | (5) | 18\% | (16) | 47\% | (41) | 87 |
| 2012 Vote: Didn't Vote | 16\% | (123) | 12\% | (91) | 5\% | (37) | 9\% | (69) | 57\% | (433) | 752 |
| 4-Region: Northeast | 22\% | (85) | 18\% | (72) | 6\% | (24) | $11 \%$ | (44) | 43\% | (169) | 394 |
| 4-Region: Midwest | 20\% | (93) | 15\% | (70) | 6\% | (28) | 12\% | (53) | 47\% | (218) | 462 |
| 4-Region: South | 19\% | (157) | 15\% | (128) | 5\% | (44) | $12 \%$ | (95) | 49\% | (400) | 824 |
| 4-Region: West | 18\% | (95) | 19\% | (99) | 5\% | (27) | 9\% | (48) | 48\% | (250) | 519 |

Continued on next page

Table HR24_22: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Kate McKinnon as Hillary Clinton

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 20\% | (429) | 17\% | (370) | 6\% | (123) | 11\% | (240) | 47\% | (1037) | 2199 |
| TV shows: Every day | 22\% | (256) | 17\% | (200) | 6\% | (69) | 11\% | (121) | 44\% | (502) | 1148 |
| TV shows: Several times per week | 19\% | (99) | 20\% | (101) | 5\% | (26) | 10\% | (52) | 46\% | (234) | 512 |
| TV shows: About once per week | 13\% | (19) | 18\% | (26) | 7\% | (9) | 13\% | (19) | 48\% | (70) | 144 |
| TV shows: Several times per month | 12\% | (12) | 17\% | (18) | 14\% | (14) | 12\% | (12) | 45\% | (45) | 101 |
| TV shows: About once per month | 14\% | (7) | 3\% | (1) | $2 \%$ | (1) | 13\% | (6) | 67\% | (32) | 48 |
| TV shows: Less often than once per month | 21\% | (16) | 6\% | (5) | $2 \%$ | (1) | 12\% | (9) | 60\% | (46) | 78 |
| TV shows: Never | 12\% | (20) | 11\% | (19) | 1\% | (2) | 12\% | (20) | 64\% | (108) | 169 |
| Movies: Every day | 23\% | (93) | 12\% | (48) | 8\% | (33) | 11\% | (44) | 46\% | (181) | 399 |
| Movies: Several times per week | 22\% | (124) | 21\% | (123) | 6\% | (35) | 11\% | (63) | 40\% | (229) | 574 |
| Movies: About once per week | 22\% | (83) | 17\% | (65) | 8\% | (31) | 11\% | (41) | 43\% | (164) | 383 |
| Movies: Several times per month | 19\% | (53) | 20\% | (54) | 6\% | (15) | 11\% | (31) | 44\% | (120) | 273 |
| Movies: About once per month | 16\% | (28) | 13\% | (23) | 3\% | (5) | 12\% | (21) | 55\% | (96) | 173 |
| Movies: Less often than once per month | 13\% | (27) | 17\% | (35) | 1\% | (3) | 9\% | (18) | 59\% | (118) | 201 |
| Movies: Never | 11\% | (22) | 11\% | (21) | 1\% | (1) | 12\% | (23) | 66\% | (129) | 196 |
| Sports: Every day | 32\% | (51) | 17\% | (26) | 14\% | (22) | 10\% | (16) | 27\% | (43) | 158 |
| Sports: Several times per week | 23\% | (77) | 23\% | (76) | 8\% | (26) | 14\% | (48) | 32\% | (106) | 332 |
| Sports: About once per week | 20\% | (56) | 22\% | (61) | 5\% | (15) | 8\% | (23) | 44\% | (123) | 279 |
| Sports: Several times per month | 22\% | (50) | 14\% | (32) | 9\% | (21) | 10\% | (22) | 45\% | (102) | 228 |
| Sports: About once per month | 22\% | (38) | 15\% | (27) | 3\% | (5) | 10\% | (18) | 49\% | (86) | 174 |
| Sports: Less often than once per month | 18\% | (65) | 18\% | (66) | $4 \%$ | (15) | 13\% | (45) | 47\% | (171) | 363 |
| Sports: Never | 14\% | (91) | 12\% | (81) | 3\% | (19) | 10\% | (68) | 61\% | (407) | 666 |
| Cable: I currently subscribe | 24\% | (269) | 18\% | (202) | 6\% | (70) | 10\% | (114) | 41\% | (454) | 1108 |
| Cable: I subscribed in the past | 17\% | (126) | 17\% | (125) | 5\% | (38) | 12\% | (88) | 48\% | (350) | 727 |
| Cable: I have never subscribed | 10\% | (35) | 12\% | (43) | $4 \%$ | (15) | $11 \%$ | (38) | 64\% | (234) | 365 |
| Satellite television: I currently subscribe | 17\% | (89) | 15\% | (79) | 8\% | (45) | 13\% | (70) | 46\% | (243) | 526 |
| Satellite television: I subscribed in the past | 20\% | (122) | 17\% | (102) | 5\% | (31) | 10\% | (61) | 47\% | (280) | 597 |
| Satellite television: I have never subscribed | 20\% | (218) | 17\% | (188) | 4\% | (48) | 10\% | (109) | 48\% | (514) | 1076 |

Continued on next page

Table HR24_22: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Kate McKinnon as Hillary Clinton

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 20\% | (429) | 17\% | (370) | 6\% | (123) | 11\% | (240) | 47\% | (1037) | 2199 |
| Streaming service: I currently subscribe | 23\% | (300) | 19\% | (253) | 6\% | (77) | 10\% | (129) | 42\% | (544) | 1302 |
| Streaming service: I subscribed in the past | 18\% | (42) | 14\% | (34) | 9\% | (21) | 14\% | (33) | 45\% | (104) | 234 |
| Streaming service: I have never subscribed | 13\% | (87) | 12\% | (83) | 4\% | (25) | 12\% | (79) | 59\% | (389) | 663 |
| Film: An avid fan | 31\% | (243) | 17\% | (135) | 6\% | (50) | 9\% | (73) | 36\% | (278) | 779 |
| Film: A casual fan | 15\% | (172) | 18\% | (209) | 6\% | (71) | $11 \%$ | (127) | 50\% | (574) | 1153 |
| Film: Not a fan | 5\% | (14) | 9\% | (25) | 1\% | (3) | 15\% | (40) | 69\% | (185) | 267 |
| Television: An avid fan | 26\% | (303) | 18\% | (202) | 6\% | (64) | 10\% | (115) | 41\% | (469) | 1154 |
| Television: A casual fan | 13\% | (116) | 18\% | (160) | 6\% | (54) | 12\% | (105) | 52\% | (472) | 907 |
| Television: Not a fan | 7\% | (10) | 6\% | (8) | $4 \%$ | (6) | $14 \%$ | (19) | 69\% | (96) | 139 |
| Music: An avid fan | 27\% | (306) | 18\% | (204) | 6\% | (73) | 8\% | (98) | 41\% | (472) | 1152 |
| Music: A casual fan | 13\% | (116) | 17\% | (151) | 5\% | (46) | 14\% | (126) | 52\% | (469) | 907 |
| Music: Not a fan | 5\% | (8) | $11 \%$ | (15) | 3\% | (4) | 12\% | (16) | 69\% | (96) | 140 |
| Fashion: An avid fan | $36 \%$ | (123) | 17\% | (58) | 6\% | (22) | 7\% | (23) | 34\% | (117) | 342 |
| Fashion: A casual fan | 17\% | (145) | 20\% | (171) | 6\% | (54) | $11 \%$ | (92) | 46\% | (399) | 861 |
| Fashion: Not a fan | 16\% | (161) | 14\% | (141) | 5\% | (48) | 13\% | (125) | 52\% | (521) | 996 |

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

Table HR24_23: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Kate McKinnon as Kellyanne Conway

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | $\begin{gathered} \text { Don } \\ \text { No } \end{gathered}$ | know / <br> pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 16\% | (353) | 10\% | (213) | 7\% | (156) | $11 \%$ | (246) | 56\% | (1230) | 2199 |
| Gender: Male | 20\% | (214) | 10\% | (111) | 9\% | (92) | 12\% | (132) | 48\% | (513) | 1061 |
| Gender: Female | 12\% | (139) | 9\% | (103) | 6\% | (65) | 10\% | (114) | 63\% | (718) | 1138 |
| Age: 18-29 | 16\% | (65) | 11\% | (44) | 9\% | (38) | 8\% | (33) | 56\% | (231) | 411 |
| Age: 30-44 | 18\% | (109) | 10\% | (59) | 10\% | (60) | 7\% | (41) | 55\% | (331) | 600 |
| Age: 45-54 | 16\% | (53) | 10\% | (33) | 5\% | (17) | $11 \%$ | (37) | 58\% | (194) | 335 |
| Age: 55-64 | 17\% | (72) | 10\% | (41) | 5\% | (23) | 17\% | (70) | 51\% | (212) | 417 |
| Age: 65+ | 12\% | (54) | 8\% | (37) | 4\% | (19) | 15\% | (65) | 60\% | (262) | 436 |
| Generation Z: 18-21 | 20\% | (24) | 10\% | (12) | 10\% | (12) | 4\% | (5) | 55\% | (64) | 116 |
| Millennial: Age 22-37 | 17\% | (109) | 11\% | (74) | $11 \%$ | (74) | 8\% | (54) | 53\% | (346) | 657 |
| Generation X: Age 38-53 | 16\% | (85) | 9\% | (47) | 5\% | (29) | 8\% | (46) | 62\% | (336) | 543 |
| Boomers: Age 54-72 | 16\% | (124) | 9\% | (72) | 5\% | (38) | 16\% | (121) | 54\% | (417) | 772 |
| PID: Dem (no lean) | 28\% | (222) | 12\% | (99) | 5\% | (40) | 6\% | (51) | 49\% | (394) | 806 |
| PID: Ind (no lean) | 12\% | (92) | 10\% | (77) | 7\% | (52) | 9\% | (70) | 61\% | (462) | 754 |
| PID: Rep (no lean) | 6\% | (39) | 6\% | (37) | 10\% | (64) | 20\% | (125) | 59\% | (374) | 639 |
| PID/Gender: Dem Men | 34\% | (133) | 14\% | (57) | 6\% | (23) | 8\% | (32) | 38\% | (151) | 395 |
| PID/Gender: Dem Women | 22\% | (89) | 10\% | (42) | $4 \%$ | (17) | 5\% | (20) | 59\% | (242) | 411 |
| PID/Gender: Ind Men | 17\% | (55) | 11\% | (36) | 9\% | (30) | 10\% | (31) | 53\% | (174) | 326 |
| PID/Gender: Ind Women | 9\% | (37) | 10\% | (42) | 5\% | (22) | 9\% | (38) | 67\% | (288) | 427 |
| PID/Gender: Rep Men | 8\% | (26) | 5\% | (19) | $11 \%$ | (39) | 20\% | (69) | 55\% | (187) | 339 |
| PID/Gender: Rep Women | $4 \%$ | (13) | 6\% | (19) | 8\% | (25) | 19\% | (56) | 62\% | (187) | 300 |
| Ideo: Liberal (1-3) | $31 \%$ | (207) | 15\% | (104) | 7\% | (48) | 5\% | (36) | 41\% | (279) | 674 |
| Ideo: Moderate (4) | 16\% | (89) | 8\% | (45) | 10\% | (53) | 8\% | (45) | 57\% | (312) | 544 |
| Ideo: Conservative (5-7) | 7\% | (51) | 8\% | (56) | 7\% | (48) | $21 \%$ | (151) | 57\% | (407) | 712 |

Continued on next page

Table HR24_23: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Kate McKinnon as Kellyanne Conway

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don | know / pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 16\% | (353) | 10\% | (213) | 7\% | (156) | 11\% | (246) | 56\% | (1230) | 2199 |
| Educ: < College | 15\% | (220) | 7\% | (111) | 7\% | (101) | 11\% | (170) | 60\% | (909) | 1512 |
| Educ: Bachelors degree | 19\% | (82) | 15\% | (68) | 9\% | (38) | 11\% | (51) | 46\% | (205) | 444 |
| Educ: Post-grad | 21\% | (51) | 14\% | (35) | 7\% | (17) | 10\% | (25) | 48\% | (116) | 243 |
| Income: Under 50k | 15\% | (200) | 9\% | (113) | 7\% | (88) | 10\% | (134) | 59\% | (761) | 1297 |
| Income: 50k-100k | 18\% | (113) | 10\% | (59) | 7\% | (43) | 12\% | (77) | 53\% | (323) | 615 |
| Income: $100 \mathrm{k}+$ | 14\% | (40) | 14\% | (41) | 9\% | (25) | 12\% | (35) | 51\% | (146) | 287 |
| Ethnicity: White | 15\% | (253) | 9\% | (161) | 6\% | (104) | 12\% | (203) | 58\% | (1001) | 1722 |
| Ethnicity: Hispanic | 20\% | (71) | 11\% | (40) | 8\% | (29) | 7\% | (24) | 53\% | (186) | 350 |
| Ethnicity: Afr. Am. | 23\% | (62) | 9\% | (24) | 12\% | (32) | 11\% | (31) | 46\% | (126) | 274 |
| Ethnicity: Other | 19\% | (38) | 14\% | (29) | 10\% | (20) | 6\% | (13) | 51\% | (104) | 203 |
| Relig: Protestant | 12\% | (67) | 10\% | (56) | 7\% | (36) | 17\% | (90) | 54\% | (291) | 539 |
| Relig: Roman Catholic | 19\% | (84) | 8\% | (34) | 6\% | (28) | 12\% | (52) | 55\% | (238) | 436 |
| Relig: Something Else | 13\% | (25) | 10\% | (19) | 7\% | (13) | 10\% | (18) | 60\% | (112) | 187 |
| Relig: Jewish | 29\% | (16) | 10\% | (5) | 7\% | (4) | 9\% | (5) | 45\% | (24) | 54 |
| Relig: Evangelical | 16\% | (130) | 9\% | (69) | 7\% | (53) | 12\% | (94) | 57\% | (458) | 805 |
| Relig: Non-Evang. Catholics | 13\% | (45) | 11\% | (39) | 7\% | (23) | 19\% | (67) | 51\% | (183) | 357 |
| Relig: All Christian | 15\% | (175) | 9\% | (108) | 7\% | (77) | 14\% | (160) | 55\% | (641) | 1161 |
| Relig: All Non-Christian | 10\% | (23) | 4\% | (8) | 8\% | (18) | 10\% | (23) | 68\% | (152) | 224 |
| Community: Urban | 19\% | (109) | 11\% | (66) | 8\% | (48) | 10\% | (57) | 51\% | (296) | 575 |
| Community: Suburban | 18\% | (174) | 10\% | (98) | 7\% | (70) | 11\% | (108) | 54\% | (532) | 982 |
| Community: Rural | 11\% | (70) | 8\% | (50) | 6\% | (39) | 13\% | (81) | 63\% | (403) | 643 |

[^420]Table HR24_23: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Kate McKinnon as Kellyanne Conway

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 16\% | (353) | 10\% | (213) | 7\% | (156) | 11\% | (246) | 56\% | (1230) | 2199 |
| Employ: Private Sector | 20\% | (130) | 11\% | (72) | 8\% | (55) | 11\% | (75) | 50\% | (328) | 661 |
| Employ: Government | 16\% | (21) | $11 \%$ | (14) | 14\% | (17) | 7\% | (9) | 51\% | (63) | 124 |
| Employ: Self-Employed | 16\% | (32) | 8\% | (16) | 13\% | (24) | 12\% | (24) | 51\% | (99) | 195 |
| Employ: Homemaker | 12\% | (20) | $11 \%$ | (18) | 5\% | (8) | 10\% | (17) | 62\% | (106) | 170 |
| Employ: Student | 28\% | (22) | 16\% | (13) | 2\% | (2) | 6\% | (5) | 48\% | (38) | 79 |
| Employ: Retired | 13\% | (68) | 10\% | (52) | 5\% | (27) | 15\% | (76) | 57\% | (300) | 523 |
| Employ: Unemployed | 12\% | (32) | 4\% | (9) | 5\% | (12) | 10\% | (27) | 69\% | (181) | 262 |
| Employ: Other | 15\% | (28) | $11 \%$ | (20) | 5\% | (10) | 7\% | (12) | 62\% | (114) | 185 |
| Military HH: Yes | 13\% | (49) | 12\% | (47) | 8\% | (33) | 13\% | (49) | 54\% | (207) | 384 |
| Military HH: No | 17\% | (304) | 9\% | (166) | 7\% | (124) | 11\% | (197) | 56\% | (1023) | 1815 |
| RD/WT: Right Direction | 9\% | (74) | 7\% | (60) | 9\% | (75) | 17\% | (138) | 58\% | (480) | 826 |
| RD/WT: Wrong Track | 20\% | (279) | $11 \%$ | (154) | 6\% | (82) | 8\% | (108) | 55\% | (751) | 1373 |
| Trump Job Approve | 8\% | (71) | 7\% | (59) | 9\% | (80) | 19\% | (164) | 57\% | (495) | 870 |
| Trump Job Disapprove | 23\% | (276) | 13\% | (154) | 6\% | (73) | 6\% | (77) | 53\% | (647) | 1227 |
| Trump Job Strongly Approve | 9\% | (39) | 5\% | (22) | 6\% | (27) | 25\% | (109) | 55\% | (242) | 440 |
| Trump Job Somewhat Approve | 7\% | (31) | 8\% | (36) | 13\% | (54) | 13\% | (55) | 59\% | (253) | 429 |
| Trump Job Somewhat Disapprove | $11 \%$ | (33) | 9\% | (26) | 7\% | (22) | 8\% | (24) | 64\% | (191) | 297 |
| Trump Job Strongly Disapprove | 26\% | (243) | 14\% | (127) | 5\% | (51) | 6\% | (53) | 49\% | (456) | 930 |
| Favorable of Trump | 7\% | (62) | 8\% | (65) | 9\% | (78) | 19\% | (159) | 57\% | (484) | 847 |
| Unfavorable of Trump | 23\% | (282) | 12\% | (144) | 6\% | (76) | 6\% | (79) | 52\% | (631) | 1212 |
| Very Favorable of Trump | 8\% | (36) | 6\% | (27) | 8\% | (36) | 24\% | (113) | 56\% | (266) | 479 |
| Somewhat Favorable of Trump | 7\% | (26) | 10\% | (37) | 11\% | (42) | 12\% | (45) | 59\% | (217) | 368 |
| Somewhat Unfavorable of Trump | $11 \%$ | (27) | 7\% | (17) | 11\% | (27) | 8\% | (19) | 62\% | (145) | 236 |
| Very Unfavorable of Trump | 26\% | (255) | 13\% | (127) | 5\% | (50) | 6\% | (59) | 50\% | (486) | 976 |

[^421]Table HR24_23: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Kate McKinnon as Kellyanne Conway

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 16\% | (353) | 10\% | (213) | 7\% | (156) | $11 \%$ | (246) | 56\% | (1230) | 2199 |
| \#1 Issue: Economy | 13\% | (75) | 13\% | (71) | 9\% | (50) | 9\% | (50) | 56\% | (315) | 560 |
| \#1 Issue: Security | 8\% | (33) | 4\% | (18) | 8\% | (37) | 20\% | (88) | 60\% | (264) | 441 |
| \#1 Issue: Health Care | 22\% | (81) | 8\% | (31) | 6\% | (21) | 9\% | (33) | 55\% | (203) | 368 |
| \#1 Issue: Medicare / Social Security | 19\% | (67) | 9\% | (32) | 5\% | (17) | $11 \%$ | (41) | 56\% | (200) | 359 |
| \#1 Issue: Women's Issues | 26\% | (33) | 13\% | (17) | 3\% | (4) | 5\% | (6) | 52\% | (66) | 126 |
| \#1 Issue: Education | 18\% | (28) | 9\% | (14) | 11\% | (17) | 10\% | (16) | 51\% | (79) | 154 |
| \#1 Issue: Energy | 24\% | (24) | 19\% | (19) | 4\% | (4) | 4\% | (4) | 49\% | (48) | 100 |
| \#1 Issue: Other | 13\% | (12) | 12\% | (11) | 5\% | (5) | 10\% | (9) | 60\% | (56) | 93 |
| 2018 House Vote: Democrat | 28\% | (239) | 14\% | (120) | 6\% | (53) | 5\% | (44) | 46\% | (384) | 839 |
| 2018 House Vote: Republican | 6\% | (41) | 6\% | (39) | 9\% | (56) | 22\% | (144) | 56\% | (362) | 643 |
| 2018 House Vote: Someone else | 12\% | (13) | 12\% | (12) | 4\% | (5) | 16\% | (17) | 56\% | (59) | 105 |
| 2018 House Vote: Didnt Vote | 9\% | (54) | 7\% | (41) | 7\% | (43) | 7\% | (41) | 70\% | (426) | 605 |
| 2016 Vote: Hillary Clinton | 29\% | (209) | 13\% | (97) | 6\% | (40) | 6\% | (40) | 46\% | (334) | 719 |
| 2016 Vote: Donald Trump | 6\% | (42) | 7\% | (48) | 8\% | (56) | 22\% | (145) | 56\% | (374) | 666 |
| 2016 Vote: Someone else | 11\% | (20) | 17\% | (30) | 9\% | (16) | 10\% | (17) | 54\% | (95) | 178 |
| 2016 Vote: Didnt Vote | 12\% | (78) | 6\% | (39) | 7\% | (42) | 7\% | (44) | 68\% | (426) | 629 |
| Voted in 2014: Yes | 18\% | (244) | 11\% | (151) | 8\% | (104) | 13\% | (179) | 50\% | (688) | 1366 |
| Voted in 2014: No | 13\% | (109) | 7\% | (62) | 6\% | (52) | 8\% | (67) | 65\% | (543) | 833 |
| 2012 Vote: Barack Obama | 26\% | (226) | 13\% | (114) | 6\% | (51) | 7\% | (64) | 47\% | (400) | 854 |
| 2012 Vote: Mitt Romney | 5\% | (24) | 8\% | (39) | 7\% | (34) | 22\% | (109) | 59\% | (295) | 501 |
| 2012 Vote: Other | 10\% | (8) | 6\% | (5) | 8\% | (7) | 20\% | (17) | 57\% | (50) | 87 |
| 2012 Vote: Didn't Vote | 12\% | (94) | 7\% | (56) | 9\% | (64) | 7\% | (56) | 64\% | (483) | 752 |
| 4-Region: Northeast | 17\% | (66) | 11\% | (44) | 5\% | (21) | 14\% | (54) | 53\% | (209) | 394 |
| 4-Region: Midwest | 14\% | (63) | 8\% | (38) | 10\% | (46) | 13\% | (60) | 55\% | (255) | 462 |
| 4-Region: South | 16\% | (134) | 9\% | (71) | 7\% | (55) | $11 \%$ | (93) | 57\% | (471) | 824 |
| 4-Region: West | 18\% | (91) | 12\% | (60) | 7\% | (35) | 8\% | (39) | 57\% | (294) | 519 |

Continued on next page

Table HR24_23: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Kate McKinnon as Kellyanne Conway

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  |  | know / <br> pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 16\% | (353) | 10\% | (213) | 7\% | (156) | $11 \%$ | (246) | 56\% | (1230) | 2199 |
| TV shows: Every day | 19\% | (219) | 10\% | (113) | 7\% | (82) | $11 \%$ | (123) | 53\% | (611) | 1148 |
| TV shows: Several times per week | 16\% | (80) | 11\% | (56) | 8\% | (38) | 13\% | (67) | 53\% | (271) | 512 |
| TV shows: About once per week | 12\% | (17) | 12\% | (17) | 12\% | (17) | 9\% | (13) | 56\% | (80) | 144 |
| TV shows: Several times per month | 11\% | (11) | 15\% | (15) | 10\% | (10) | $11 \%$ | (11) | 52\% | (53) | 101 |
| TV shows: About once per month | 12\% | (6) | 5\% | (2) | - | (0) | $11 \%$ | (5) | 72\% | (34) | 48 |
| TV shows: Less often than once per month | 12\% | (9) | 8\% | (6) | 2\% | (1) | 12\% | (9) | 67\% | (52) | 78 |
| TV shows: Never | 6\% | (11) | 2\% | (4) | 4\% | (7) | 10\% | (17) | 77\% | (129) | 169 |
| Movies: Every day | $21 \%$ | (85) | 9\% | (35) | 10\% | (38) | 8\% | (34) | 52\% | (207) | 399 |
| Movies: Several times per week | 17\% | (99) | 12\% | (69) | 9\% | (53) | 12\% | (69) | 50\% | (284) | 574 |
| Movies: About once per week | 17\% | (63) | 9\% | (36) | 7\% | (28) | 12\% | (44) | 55\% | (211) | 383 |
| Movies: Several times per month | 15\% | (42) | 12\% | (32) | 9\% | (24) | 12\% | (33) | 52\% | (142) | 273 |
| Movies: About once per month | 15\% | (26) | 10\% | (17) | 3\% | (6) | 12\% | (21) | 59\% | (103) | 173 |
| Movies: Less often than once per month | 11\% | (21) | 8\% | (15) | 1\% | (2) | 13\% | (27) | 67\% | (135) | 201 |
| Movies: Never | 8\% | (15) | 5\% | (9) | $3 \%$ | (5) | 9\% | (19) | 75\% | (148) | 196 |
| Sports: Every day | $31 \%$ | (49) | 10\% | (15) | 11\% | (17) | 8\% | (13) | 40\% | (64) | 158 |
| Sports: Several times per week | $21 \%$ | (69) | 15\% | (49) | 9\% | (31) | 17\% | (55) | 39\% | (128) | 332 |
| Sports: About once per week | 19\% | (53) | 11\% | (30) | 12\% | (34) | 8\% | (23) | 50\% | (140) | 279 |
| Sports: Several times per month | 15\% | (33) | 13\% | (29) | 12\% | (28) | 8\% | (19) | 52\% | (119) | 228 |
| Sports: About once per month | 13\% | (23) | 8\% | (15) | 4\% | (7) | $14 \%$ | (24) | 61\% | (107) | 174 |
| Sports: Less often than once per month | 16\% | (60) | 10\% | (36) | 5\% | (18) | $11 \%$ | (40) | 58\% | (209) | 363 |
| Sports: Never | 10\% | (67) | 6\% | (40) | 3\% | (21) | $11 \%$ | (72) | 70\% | (465) | 666 |
| Cable: I currently subscribe | 20\% | (220) | 11\% | (121) | 9\% | (96) | $12 \%$ | (131) | 49\% | (540) | 1108 |
| Cable: I subscribed in the past | 14\% | (104) | 9\% | (62) | 6\% | (41) | $11 \%$ | (78) | 61\% | (441) | 727 |
| Cable: I have never subscribed | 8\% | (30) | 8\% | (30) | 5\% | (19) | 10\% | (37) | 68\% | (249) | 365 |
| Satellite television: I currently subscribe | 14\% | (76) | 11\% | (57) | 8\% | (44) | $11 \%$ | (56) | 56\% | (293) | 526 |
| Satellite television: I subscribed in the past | 16\% | (97) | 10\% | (58) | 8\% | (49) | 9\% | (55) | 57\% | (339) | 597 |
| Satellite television: I have never subscribed | 17\% | (180) | 9\% | (99) | 6\% | (63) | 13\% | (135) | 56\% | (599) | 1076 |

[^422]Table HR24_23: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Kate McKinnon as Kellyanne Conway

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 16\% | (353) | 10\% | (213) | 7\% | (156) | $11 \%$ | (246) | $56 \%$ | (1230) | 2199 |
| Streaming service: I currently subscribe | 20\% | (257) | $12 \%$ | (153) | 7\% | (91) | 10\% | (132) | 51\% | (669) | 1302 |
| Streaming service: I subscribed in the past | 15\% | (35) | 10\% | (24) | $11 \%$ | (25) | 10\% | (24) | 54\% | (127) | 234 |
| Streaming service: I have never subscribed | $9 \%$ | (62) | 6\% | (37) | 6\% | (40) | 14\% | (91) | 65\% | (434) | 663 |
| Film: An avid fan | 26\% | (206) | 12\% | (90) | 7\% | (55) | 8\% | (65) | 47\% | (363) | 779 |
| Film: A casual fan | $11 \%$ | (130) | 10\% | (115) | 8\% | (91) | 12\% | (141) | 59\% | (676) | 1153 |
| Film: Not a fan | 6\% | (17) | 3\% | (9) | $4 \%$ | (11) | 15\% | (39) | 72\% | (191) | 267 |
| Television: An avid fan | 21\% | (245) | 11\% | (128) | 7\% | (79) | $11 \%$ | (121) | 50\% | (580) | 1154 |
| Television: A casual fan | $11 \%$ | (100) | 9\% | (81) | 8\% | (75) | 12\% | (106) | 60\% | (545) | 907 |
| Television: Not a fan | 5\% | (8) | 3\% | (4) | $2 \%$ | (3) | 14\% | (19) | $76 \%$ | (105) | 139 |
| Music: An avid fan | 21\% | (241) | 12\% | (141) | 8\% | (96) | 8\% | (96) | 50\% | (577) | 1152 |
| Music: A casual fan | 12\% | (106) | 8\% | (71) | 6\% | (56) | 14\% | (130) | 60\% | (545) | 907 |
| Music: Not a fan | $4 \%$ | (6) | 1\% | (2) | 3\% | (4) | 14\% | (20) | 77\% | (108) | 140 |
| Fashion: An avid fan | 27\% | (92) | $14 \%$ | (47) | 9\% | (29) | 13\% | (43) | $38 \%$ | (130) | 342 |
| Fashion: A casual fan | $14 \%$ | (124) | 11\% | (92) | 8\% | (66) | 10\% | (86) | 57\% | (493) | 861 |
| Fashion: Not a fan | $14 \%$ | (137) | 7\% | (74) | 6\% | (61) | 12\% | (117) | 61\% | (607) | 996 |

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

Table HR24_24: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Kate McKinnon as Ruth Bader Ginsburg

| Demographic | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Don't know <br> No opinion | Total N |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

Continued on next page

Table HR24_24: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Kate McKinnon as Ruth Bader Ginsburg

|  | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable <br> impression | Demographic | Don't know/ <br> No opinion | Total N |
| :--- | :---: | ---: | :---: | ---: | :---: | ---: | ---: | ---: | ---: |

[^423]Table HR24_24: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Kate McKinnon as Ruth Bader Ginsburg

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don' No | know / pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% | (323) | 12\% | (274) | 5\% | (118) | 11\% | (245) | 56\% | (1239) | 2199 |
| Employ: Private Sector | 15\% | (98) | 17\% | (113) | 5\% | (34) | 13\% | (83) | 50\% | (332) | 661 |
| Employ: Government | 17\% | (21) | 15\% | (18) | 8\% | (10) | 12\% | (15) | 49\% | (60) | 124 |
| Employ: Self-Employed | 18\% | (35) | 6\% | (12) | 11\% | (22) | 9\% | (18) | 56\% | (110) | 195 |
| Employ: Homemaker | 12\% | (20) | 10\% | (17) | 6\% | (10) | 6\% | (11) | 66\% | (112) | 170 |
| Employ: Student | 25\% | (19) | 10\% | (8) | 6\% | (5) | 19\% | (15) | 41\% | (33) | 79 |
| Employ: Retired | 13\% | (70) | 11\% | (59) | 3\% | (15) | 14\% | (74) | 58\% | (305) | 523 |
| Employ: Unemployed | 11\% | (28) | 10\% | (26) | 5\% | (13) | 7\% | (18) | 68\% | (177) | 262 |
| Employ: Other | 17\% | (32) | 11\% | (21) | 5\% | (9) | 7\% | (12) | 60\% | (110) | 185 |
| Military HH: Yes | 12\% | (45) | 13\% | (52) | 4\% | (17) | 16\% | (60) | 55\% | (211) | 384 |
| Military HH: No | 15\% | (278) | 12\% | (222) | 6\% | (101) | 10\% | (185) | 57\% | (1028) | 1815 |
| RD/WT: Right Direction | 9\% | (71) | 8\% | (63) | 6\% | (52) | 19\% | (154) | 59\% | (488) | 826 |
| RD/WT: Wrong Track | 18\% | (252) | 15\% | (211) | 5\% | (66) | 7\% | (91) | 55\% | (751) | 1373 |
| Trump Job Approve | 8\% | (70) | 8\% | (71) | 6\% | (54) | 20\% | (174) | 57\% | (499) | 870 |
| Trump Job Disapprove | 20\% | (249) | 16\% | (201) | 5\% | (60) | 5\% | (65) | 53\% | (652) | 1227 |
| Trump Job Strongly Approve | 7\% | (31) | 7\% | (32) | 5\% | (21) | 24\% | (107) | 57\% | (249) | 440 |
| Trump Job Somewhat Approve | 9\% | (39) | 9\% | (40) | 8\% | (33) | 16\% | (67) | 58\% | (250) | 429 |
| Trump Job Somewhat Disapprove | 11\% | (33) | 14\% | (42) | 6\% | (17) | 9\% | (28) | 60\% | (177) | 297 |
| Trump Job Strongly Disapprove | 23\% | (216) | 17\% | (159) | 5\% | (43) | 4\% | (37) | 51\% | (476) | 930 |
| Favorable of Trump | 8\% | (66) | 8\% | (66) | 7\% | (63) | 19\% | (162) | 58\% | (490) | 847 |
| Unfavorable of Trump | 21\% | (250) | 17\% | (205) | 4\% | (47) | 6\% | (71) | 53\% | (639) | 1212 |
| Very Favorable of Trump | 9\% | (42) | 6\% | (27) | 6\% | (27) | 24\% | (115) | 56\% | (269) | 479 |
| Somewhat Favorable of Trump | 7\% | (24) | 11\% | (40) | 10\% | (36) | 13\% | (46) | 60\% | (222) | 368 |
| Somewhat Unfavorable of Trump | 14\% | (34) | 12\% | (29) | 6\% | (13) | 11\% | (25) | 57\% | (134) | 236 |
| Very Unfavorable of Trump | 22\% | (216) | 18\% | (176) | 3\% | (34) | 5\% | (46) | 52\% | (504) | 976 |

[^424]Table HR24_24: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Kate McKinnon as Ruth Bader Ginsburg

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% | (323) | 12\% | (274) | 5\% | (118) | 11\% | (245) | $56 \%$ | (1239) | 2199 |
| \#1 Issue: Economy | 14\% | (76) | 12\% | (69) | 7\% | (38) | 10\% | (54) | 58\% | (322) | 560 |
| \#1 Issue: Security | 6\% | (26) | 8\% | (34) | 5\% | (24) | 21\% | (94) | 60\% | (263) | 441 |
| \#1 Issue: Health Care | 17\% | (63) | 18\% | (66) | 4\% | (14) | 6\% | (24) | 55\% | (202) | 368 |
| \#1 Issue: Medicare / Social Security | 17\% | (59) | 11\% | (40) | 5\% | (18) | 10\% | (37) | 57\% | (204) | 359 |
| \#1 Issue: Women's Issues | 27\% | (33) | 13\% | (17) | $4 \%$ | (5) | 8\% | (10) | 48\% | (60) | 126 |
| \#1 Issue: Education | 17\% | (26) | 11\% | (17) | 8\% | (13) | 10\% | (15) | 53\% | (82) | 154 |
| \#1 Issue: Energy | 26\% | (26) | 19\% | (19) | 3\% | (3) | 2\% | (2) | 50\% | (50) | 100 |
| \#1 Issue: Other | 14\% | (13) | 13\% | (12) | 4\% | (4) | 10\% | (9) | 59\% | (55) | 93 |
| 2018 House Vote: Democrat | 23\% | (196) | 20\% | (167) | 5\% | (38) | 5\% | (43) | 47\% | (395) | 839 |
| 2018 House Vote: Republican | 7\% | (48) | 7\% | (44) | 7\% | (44) | 22\% | (140) | 57\% | (368) | 643 |
| 2018 House Vote: Someone else | 13\% | (14) | 15\% | (16) | 8\% | (8) | 16\% | (16) | 48\% | (51) | 105 |
| 2018 House Vote: Didnt Vote | 10\% | (60) | 8\% | (46) | 5\% | (28) | 8\% | (47) | 70\% | (425) | 605 |
| 2016 Vote: Hillary Clinton | 25\% | (176) | 19\% | (135) | 4\% | (32) | 4\% | (32) | 48\% | (345) | 719 |
| 2016 Vote: Donald Trump | 7\% | (45) | 8\% | (55) | 7\% | (48) | 22\% | (144) | 56\% | (375) | 666 |
| 2016 Vote: Someone else | 12\% | (21) | 21\% | (38) | 6\% | (11) | 12\% | (22) | 49\% | (87) | 178 |
| 2016 Vote: Didnt Vote | 12\% | (78) | 7\% | (47) | 4\% | (28) | 8\% | (48) | 68\% | (429) | 629 |
| Voted in 2014: Yes | 16\% | (216) | 14\% | (197) | 6\% | (78) | 13\% | (174) | 51\% | (700) | 1366 |
| Voted in 2014: No | 13\% | (107) | 9\% | (76) | 5\% | (40) | 9\% | (71) | 65\% | (539) | 833 |
| 2012 Vote: Barack Obama | 23\% | (198) | 18\% | (150) | 4\% | (36) | 6\% | (55) | 49\% | (415) | 854 |
| 2012 Vote: Mitt Romney | 5\% | (23) | 9\% | (43) | 7\% | (34) | 21\% | (103) | 60\% | (298) | 501 |
| 2012 Vote: Other | 5\% | (5) | 11\% | (9) | 8\% | (7) | 15\% | (13) | 61\% | (53) | 87 |
| 2012 Vote: Didn't Vote | 13\% | (98) | 9\% | (68) | 5\% | (41) | 10\% | (74) | 63\% | (472) | 752 |
| 4-Region: Northeast | 18\% | (69) | 12\% | (48) | $4 \%$ | (17) | 10\% | (38) | 56\% | (221) | 394 |
| 4-Region: Midwest | 12\% | (56) | 14\% | (65) | 7\% | (32) | 11\% | (51) | 56\% | (260) | 462 |
| 4-Region: South | 15\% | (127) | 10\% | (81) | 5\% | (43) | 12\% | (103) | 57\% | (471) | 824 |
| 4-Region: West | 14\% | (71) | 15\% | (80) | 5\% | (27) | 10\% | (54) | 55\% | (287) | 519 |

Continued on next page

Table HR24_24: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Kate McKinnon as Ruth Bader Ginsburg

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  |  | know / <br> pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% | (323) | 12\% | (274) | 5\% | (118) | 11\% | (245) | 56\% | (1239) | 2199 |
| TV shows: Every day | 19\% | (215) | 13\% | (151) | 5\% | (57) | 10\% | (120) | 53\% | (605) | 1148 |
| TV shows: Several times per week | 11\% | (57) | 15\% | (78) | 6\% | (29) | 11\% | (56) | 57\% | (291) | 512 |
| TV shows: About once per week | 8\% | (12) | 11\% | (15) | 8\% | (12) | 14\% | (20) | 59\% | (85) | 144 |
| TV shows: Several times per month | 9\% | (9) | 12\% | (12) | 14\% | (14) | 11\% | (11) | 54\% | (55) | 101 |
| TV shows: About once per month | 13\% | (6) | 3\% | (1) | 2\% | (1) | 12\% | (6) | 70\% | (34) | 48 |
| TV shows: Less often than once per month | 12\% | (10) | 9\% | (7) | 3\% | (3) | 11\% | (9) | 64\% | (50) | 78 |
| TV shows: Never | 8\% | (14) | 6\% | (10) | 1\% | (2) | 14\% | (23) | 71\% | (120) | 169 |
| Movies: Every day | 22\% | (89) | 9\% | (36) | 9\% | (34) | 10\% | (39) | 50\% | (201) | 399 |
| Movies: Several times per week | 14\% | (81) | 18\% | (105) | 5\% | (27) | 13\% | (74) | 50\% | (287) | 574 |
| Movies: About once per week | 16\% | (62) | 11\% | (40) | 5\% | (19) | 13\% | (48) | 56\% | (213) | 383 |
| Movies: Several times per month | 12\% | (34) | 16\% | (45) | 9\% | (24) | 9\% | (24) | 54\% | (146) | 273 |
| Movies: About once per month | 12\% | (20) | 10\% | (17) | 4\% | (8) | 8\% | (14) | 66\% | (114) | 173 |
| Movies: Less often than once per month | 10\% | (20) | 9\% | (18) | 2\% | (5) | 10\% | (19) | 69\% | (139) | 201 |
| Movies: Never | 9\% | (17) | 7\% | (13) | - | (1) | 13\% | (26) | 71\% | (139) | 196 |
| Sports: Every day | 30\% | (47) | 14\% | (22) | 9\% | (14) | 9\% | (15) | 38\% | (60) | 158 |
| Sports: Several times per week | 17\% | (56) | 20\% | (65) | 8\% | (26) | 15\% | (51) | 40\% | (134) | 332 |
| Sports: About once per week | 13\% | (36) | 15\% | (41) | 5\% | (13) | 13\% | (35) | 55\% | (153) | 279 |
| Sports: Several times per month | 16\% | (37) | 12\% | (26) | 12\% | (28) | 6\% | (13) | 54\% | (123) | 228 |
| Sports: About once per month | 16\% | (28) | 13\% | (22) | 4\% | (6) | 10\% | (18) | 57\% | (99) | 174 |
| Sports: Less often than once per month | 14\% | (51) | 12\% | (43) | 4\% | (13) | 11\% | (41) | 59\% | (215) | 363 |
| Sports: Never | 10\% | (67) | 8\% | (55) | 3\% | (17) | 11\% | (72) | 68\% | (455) | 666 |
| Cable: I currently subscribe | 17\% | (187) | 16\% | (179) | 5\% | (60) | 11\% | (123) | 50\% | (558) | 1108 |
| Cable: I subscribed in the past | 14\% | (102) | 10\% | (73) | 6\% | (42) | 11\% | (83) | 59\% | (426) | 727 |
| Cable: I have never subscribed | 9\% | (34) | 6\% | (22) | 4\% | (16) | 10\% | (38) | 70\% | (255) | 365 |
| Satellite television: I currently subscribe | 15\% | (77) | 8\% | (45) | 8\% | (45) | 11\% | (56) | 58\% | (303) | 526 |
| Satellite television: I subscribed in the past | 14\% | (83) | 15\% | (87) | 6\% | (34) | 13\% | (75) | 53\% | (319) | 597 |
| Satellite television: I have never subscribed | 15\% | (163) | 13\% | (143) | 4\% | (40) | 11\% | (114) | 57\% | (617) | 1076 |

Continued on next page

Table HR24_24: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Kate McKinnon as Ruth Bader Ginsburg

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% | (323) | $12 \%$ | (274) | 5\% | (118) | $11 \%$ | (245) | 56\% | (1239) | 2199 |
| Streaming service: I currently subscribe | 18\% | (232) | $14 \%$ | (181) | 5\% | (69) | 10\% | (132) | 53\% | (688) | 1302 |
| Streaming service: I subscribed in the past | 15\% | (36) | 12\% | (28) | 10\% | (24) | 12\% | (27) | $51 \%$ | (119) | 234 |
| Streaming service: I have never subscribed | 8\% | (55) | 10\% | (65) | $4 \%$ | (25) | 13\% | (87) | 65\% | (432) | 663 |
| Film: An avid fan | 24\% | (186) | 16\% | (121) | $4 \%$ | (35) | 10\% | (76) | 46\% | (362) | 779 |
| Film: A casual fan | 11\% | (127) | 12\% | (142) | 6\% | (72) | $11 \%$ | (126) | 60\% | (686) | 1153 |
| Film: Not a fan | 4\% | (11) | 4\% | (10) | $4 \%$ | (11) | 16\% | (43) | 72\% | (191) | 267 |
| Television: An avid fan | 19\% | (220) | 16\% | (180) | 5\% | (62) | 10\% | (114) | 50\% | (576) | 1154 |
| Television: A casual fan | 11\% | (97) | 10\% | (89) | 6\% | (51) | 12\% | (112) | 62\% | (559) | 907 |
| Television: Not a fan | $4 \%$ | (6) | 3\% | (5) | 4\% | (5) | 14\% | (19) | 75\% | (104) | 139 |
| Music: An avid fan | 20\% | (231) | $14 \%$ | (156) | 5\% | (61) | $11 \%$ | (121) | $51 \%$ | (583) | 1152 |
| Music: A casual fan | 10\% | (87) | 12\% | (111) | 6\% | (54) | 12\% | (105) | $61 \%$ | (550) | 907 |
| Music: Not a fan | $4 \%$ | (5) | 5\% | (7) | 2\% | (3) | 13\% | (19) | 76\% | (106) | 140 |
| Fashion: An avid fan | 26\% | (89) | 16\% | (55) | 7\% | (25) | $11 \%$ | (38) | 39\% | (135) | 342 |
| Fashion: A casual fan | 14\% | (117) | 13\% | (112) | 6\% | (51) | 10\% | (83) | 58\% | (499) | 861 |
| Fashion: Not a fan | 12\% | (117) | $11 \%$ | (107) | 4\% | (42) | 12\% | (124) | $61 \%$ | (606) | 996 |

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

Table HR24_25: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Melissa McCarthy as Sean Spicer

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don No | know / <br> pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 23\% | (496) | 11\% | (239) | 6\% | (124) | 11\% | (246) | 50\% | (1096) | 2199 |
| Gender: Male | 26\% | (278) | 11\% | (114) | 7\% | (72) | 13\% | (134) | 44\% | (463) | 1061 |
| Gender: Female | 19\% | (217) | 11\% | (125) | $5 \%$ | (52) | 10\% | (111) | 56\% | (633) | 1138 |
| Age: 18-29 | 19\% | (77) | 15\% | (63) | 6\% | (24) | 9\% | (35) | 52\% | (212) | 411 |
| Age: 30-44 | 24\% | (146) | 12\% | (73) | 6\% | (35) | 8\% | (49) | 50\% | (297) | 600 |
| Age: 45-54 | 26\% | (88) | 7\% | (25) | 6\% | (19) | $11 \%$ | (36) | 50\% | (167) | 335 |
| Age: 55-64 | 26\% | (107) | 11\% | (45) | 6\% | (24) | 15\% | (64) | 43\% | (177) | 417 |
| Age: 65+ | 18\% | (78) | 7\% | (33) | 5\% | (22) | $14 \%$ | (62) | 55\% | (242) | 436 |
| Generation Z: 18-21 | 22\% | (25) | 13\% | (15) | 10\% | (11) | 8\% | (10) | 47\% | (55) | 116 |
| Millennial: Age 22-37 | 23\% | (150) | 14\% | (93) | 6\% | (42) | 9\% | (59) | 48\% | (313) | 657 |
| Generation X: Age 38-53 | 23\% | (125) | 9\% | (50) | 5\% | (25) | 8\% | (45) | 55\% | (299) | 543 |
| Boomers: Age 54-72 | 23\% | (179) | 10\% | (76) | 5\% | (40) | 15\% | (115) | 47\% | (362) | 772 |
| PID: Dem (no lean) | 36\% | (291) | 12\% | (100) | 4\% | (35) | 5\% | (43) | 42\% | (337) | 806 |
| PID: Ind (no lean) | 19\% | (145) | 10\% | (78) | 6\% | (42) | 10\% | (74) | 55\% | (416) | 754 |
| PID: Rep (no lean) | 9\% | (60) | 10\% | (61) | 7\% | (47) | 20\% | (128) | 54\% | (343) | 639 |
| PID/Gender: Dem Men | 42\% | (164) | 12\% | (48) | 7\% | (26) | 6\% | (24) | 34\% | (133) | 395 |
| PID/Gender: Dem Women | 31\% | (127) | 13\% | (51) | $2 \%$ | (9) | 5\% | (19) | 50\% | (204) | 411 |
| PID/Gender: Ind Men | 26\% | (84) | 10\% | (34) | 5\% | (16) | 10\% | (34) | 48\% | (158) | 326 |
| PID/Gender: Ind Women | 14\% | (60) | 10\% | (44) | 6\% | (25) | 9\% | (40) | 60\% | (258) | 427 |
| PID/Gender: Rep Men | 9\% | (30) | 9\% | (32) | 9\% | (30) | 22\% | (76) | 51\% | (172) | 339 |
| PID/Gender: Rep Women | 10\% | (30) | 10\% | (29) | 6\% | (17) | 17\% | (52) | 57\% | (171) | 300 |
| Ideo: Liberal (1-3) | 42\% | (284) | 15\% | (99) | 6\% | (39) | 4\% | (24) | 34\% | (228) | 674 |
| Ideo: Moderate (4) | 21\% | (113) | 12\% | (66) | 5\% | (29) | $11 \%$ | (59) | 51\% | (277) | 544 |
| Ideo: Conservative (5-7) | $11 \%$ | (81) | 9\% | (65) | 6\% | (45) | 20\% | (146) | 53\% | (376) | 712 |

Continued on next page

Table HR24_25: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Melissa McCarthy as Sean Spicer

| Demographic | Much more <br> favorable <br> impression | Somewhat <br> more favorable <br> impression | Somewhat less <br> favorable <br> impression | Much less <br> favorable | Don't know <br> impression | No opinion |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | Total N

[^425]Table HR24_25: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Melissa McCarthy as Sean Spicer

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 23\% | (496) | $11 \%$ | (239) | 6\% | (124) | 11\% | (246) | 50\% | (1096) | 2199 |
| Employ: Private Sector | 26\% | (175) | 13\% | (86) | 6\% | (40) | 13\% | (84) | 42\% | (277) | 661 |
| Employ: Government | 26\% | (33) | $21 \%$ | (27) | 9\% | (11) | 6\% | (8) | 38\% | (47) | 124 |
| Employ: Self-Employed | 22\% | (43) | 9\% | (19) | 7\% | (14) | 12\% | (23) | 50\% | (97) | 195 |
| Employ: Homemaker | 17\% | (30) | 13\% | (22) | 5\% | (8) | 7\% | (13) | 57\% | (97) | 170 |
| Employ: Student | 25\% | (19) | 14\% | (11) | $4 \%$ | (3) | 8\% | (6) | 49\% | (39) | 79 |
| Employ: Retired | 20\% | (104) | 9\% | (47) | $4 \%$ | (23) | 15\% | (78) | 52\% | (270) | 523 |
| Employ: Unemployed | 15\% | (39) | 5\% | (14) | 7\% | (18) | 7\% | (18) | 66\% | (172) | 262 |
| Employ: Other | 29\% | (54) | 7\% | (12) | $4 \%$ | (7) | 9\% | (16) | 52\% | (96) | 185 |
| Military HH: Yes | $21 \%$ | (79) | 14\% | (54) | 6\% | (22) | 13\% | (49) | 47\% | (180) | 384 |
| Military HH: No | 23\% | (417) | 10\% | (184) | 6\% | (102) | 11\% | (196) | 50\% | (916) | 1815 |
| RD/WT: Right Direction | 10\% | (84) | 9\% | (76) | 7\% | (56) | 18\% | (149) | 56\% | (461) | 826 |
| RD/WT: Wrong Track | 30\% | (411) | 12\% | (163) | 5\% | (67) | 7\% | (97) | 46\% | (635) | 1373 |
| Trump Job Approve | 10\% | (87) | 9\% | (81) | 7\% | (60) | 20\% | (176) | 54\% | (466) | 870 |
| Trump Job Disapprove | 33\% | (406) | 13\% | (155) | 5\% | (58) | 5\% | (65) | 44\% | (544) | 1227 |
| Trump Job Strongly Approve | 10\% | (42) | 5\% | (24) | 6\% | (26) | 27\% | (117) | 52\% | (231) | 440 |
| Trump Job Somewhat Approve | 10\% | (45) | 13\% | (57) | 8\% | (33) | 14\% | (59) | 55\% | (235) | 429 |
| Trump Job Somewhat Disapprove | 22\% | (65) | $11 \%$ | (33) | 7\% | (20) | 6\% | (18) | 54\% | (161) | 297 |
| Trump Job Strongly Disapprove | 37\% | (340) | 13\% | (122) | $4 \%$ | (38) | 5\% | (47) | 41\% | (383) | 930 |
| Favorable of Trump | 10\% | (84) | 8\% | (64) | 8\% | (70) | 20\% | (173) | 54\% | (456) | 847 |
| Unfavorable of Trump | $34 \%$ | (407) | 14\% | (169) | $4 \%$ | (50) | 5\% | (62) | 43\% | (524) | 1212 |
| Very Favorable of Trump | 8\% | (41) | 7\% | (32) | 7\% | (33) | 25\% | (120) | 53\% | (253) | 479 |
| Somewhat Favorable of Trump | 12\% | (44) | 9\% | (32) | 10\% | (37) | $14 \%$ | (53) | 55\% | (203) | 368 |
| Somewhat Unfavorable of Trump | 20\% | (47) | 13\% | (30) | 8\% | (18) | 8\% | (19) | 52\% | (123) | 236 |
| Very Unfavorable of Trump | 37\% | (361) | 14\% | (139) | 3\% | (32) | 4\% | (43) | 41\% | (402) | 976 |

[^426]Table HR24_25: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Melissa McCarthy as Sean Spicer

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 23\% | (496) | 11\% | (239) | 6\% | (124) | 11\% | (246) | 50\% | (1096) | 2199 |
| \#1 Issue: Economy | 19\% | (108) | 14\% | (77) | 7\% | (41) | 9\% | (50) | 51\% | (283) | 560 |
| \#1 Issue: Security | 12\% | (52) | 7\% | (30) | 5\% | (24) | 21\% | (93) | 55\% | (241) | 441 |
| \#1 Issue: Health Care | 29\% | (108) | 10\% | (37) | 5\% | (19) | 7\% | (26) | 48\% | (178) | 368 |
| \#1 Issue: Medicare / Social Security | 24\% | (86) | 9\% | (30) | 5\% | (17) | 13\% | (48) | 49\% | (177) | 359 |
| \#1 Issue: Women's Issues | 35\% | (44) | 13\% | (17) | 6\% | (7) | 4\% | (5) | 42\% | (52) | 126 |
| \#1 Issue: Education | 23\% | (35) | 14\% | (22) | 5\% | (8) | 7\% | (10) | 51\% | (79) | 154 |
| \#1 Issue: Energy | 44\% | (44) | 17\% | (16) | 2\% | (2) | 4\% | (4) | 33\% | (33) | 100 |
| \#1 Issue: Other | 20\% | (19) | 9\% | (8) | 6\% | (5) | 9\% | (8) | 56\% | (52) | 93 |
| 2018 House Vote: Democrat | 39\% | (329) | 14\% | (120) | 5\% | (45) | 4\% | (34) | 37\% | (311) | 839 |
| 2018 House Vote: Republican | 9\% | (56) | 8\% | (54) | 7\% | (44) | 24\% | (151) | 53\% | (338) | 643 |
| 2018 House Vote: Someone else | 21\% | (22) | 14\% | (15) | 5\% | (5) | 10\% | (10) | 50\% | (53) | 105 |
| 2018 House Vote: Didnt Vote | 14\% | (84) | 8\% | (48) | 5\% | (30) | 8\% | (50) | 65\% | (394) | 605 |
| 2016 Vote: Hillary Clinton | 38\% | (274) | 12\% | (88) | 6\% | (41) | 4\% | (28) | 40\% | (287) | 719 |
| 2016 Vote: Donald Trump | 9\% | (63) | 9\% | (57) | 6\% | (41) | 23\% | (153) | 53\% | (352) | 666 |
| 2016 Vote: Someone else | 25\% | (45) | 23\% | (42) | 4\% | (7) | 8\% | (15) | 39\% | (70) | 178 |
| 2016 Vote: Didnt Vote | 18\% | (114) | 8\% | (48) | 5\% | (34) | 8\% | (50) | 61\% | (383) | 629 |
| Voted in 2014: Yes | 26\% | (352) | 11\% | (153) | 6\% | (80) | 13\% | (176) | 44\% | (604) | 1366 |
| Voted in 2014: No | 17\% | (143) | 10\% | (86) | 5\% | (43) | 8\% | (70) | 59\% | (492) | 833 |
| 2012 Vote: Barack Obama | 35\% | (303) | 13\% | (110) | 5\% | (39) | 7\% | (60) | 40\% | (343) | 854 |
| 2012 Vote: Mitt Romney | 10\% | (51) | 8\% | (39) | 7\% | (35) | 22\% | (111) | 53\% | (266) | 501 |
| 2012 Vote: Other | 19\% | (16) | 8\% | (7) | 9\% | (8) | 17\% | (14) | 48\% | (42) | 87 |
| 2012 Vote: Didn't Vote | 16\% | (123) | 11\% | (83) | 5\% | (41) | 8\% | (61) | 59\% | (445) | 752 |
| 4-Region: Northeast | 27\% | (106) | 10\% | (41) | 7\% | (30) | 9\% | (36) | 46\% | (181) | 394 |
| 4-Region: Midwest | 21\% | (97) | 11\% | (49) | 8\% | (35) | 13\% | (59) | 48\% | (224) | 462 |
| 4-Region: South | 21\% | (175) | 10\% | (82) | 4\% | (37) | 13\% | (104) | 52\% | (426) | 824 |
| 4-Region: West | 23\% | (118) | 13\% | (67) | 4\% | (22) | 9\% | (47) | 51\% | (265) | 519 |

Continued on next page

Table HR24_25: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Melissa McCarthy as Sean Spicer

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  |  | know / <br> pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 23\% | (496) | $11 \%$ | (239) | 6\% | (124) | 11\% | (246) | 50\% | (1096) | 2199 |
| TV shows: Every day | 26\% | (300) | $11 \%$ | (127) | 5\% | (58) | $11 \%$ | (127) | 47\% | (535) | 1148 |
| TV shows: Several times per week | 23\% | (119) | 14\% | (70) | 5\% | (26) | 11\% | (59) | 47\% | (239) | 512 |
| TV shows: About once per week | 12\% | (17) | 10\% | (15) | 13\% | (19) | 8\% | (11) | 57\% | (82) | 144 |
| TV shows: Several times per month | 17\% | (17) | 13\% | (13) | 15\% | (15) | 12\% | (13) | 43\% | (43) | 101 |
| TV shows: About once per month | 13\% | (6) | 4\% | (2) | - | (0) | 10\% | (5) | 73\% | (35) | 48 |
| TV shows: Less often than once per month | 17\% | (13) | 5\% | (4) | $2 \%$ | (2) | 14\% | (11) | 62\% | (48) | 78 |
| TV shows: Never | 14\% | (24) | 5\% | (8) | 2\% | (3) | 12\% | (21) | 67\% | (113) | 169 |
| Movies: Every day | 24\% | (95) | 9\% | (36) | 5\% | (22) | 13\% | (52) | 49\% | (194) | 399 |
| Movies: Several times per week | 24\% | (137) | 14\% | (83) | 7\% | (41) | 11\% | (61) | 44\% | (252) | 574 |
| Movies: About once per week | 28\% | (105) | 10\% | (38) | 7\% | (26) | 10\% | (38) | 46\% | (175) | 383 |
| Movies: Several times per month | 25\% | (67) | 14\% | (37) | 7\% | (20) | 10\% | (27) | 44\% | (122) | 273 |
| Movies: About once per month | 17\% | (30) | 12\% | (21) | $4 \%$ | (7) | $11 \%$ | (20) | 55\% | (95) | 173 |
| Movies: Less often than once per month | 17\% | (34) | 5\% | (11) | 3\% | (5) | 11\% | (23) | 63\% | (128) | 201 |
| Movies: Never | 14\% | (27) | 6\% | (12) | 1\% | (3) | 12\% | (24) | 67\% | (131) | 196 |
| Sports: Every day | 37\% | (59) | 12\% | (20) | 7\% | (11) | 10\% | (15) | 34\% | (53) | 158 |
| Sports: Several times per week | 24\% | (79) | 16\% | (53) | 7\% | (23) | 18\% | (59) | 35\% | (117) | 332 |
| Sports: About once per week | 23\% | (66) | 14\% | (38) | 6\% | (18) | 9\% | (24) | 48\% | (133) | 279 |
| Sports: Several times per month | 23\% | (51) | 13\% | (29) | 9\% | (20) | 9\% | (21) | 47\% | (106) | 228 |
| Sports: About once per month | 24\% | (42) | 6\% | (11) | 5\% | (8) | 10\% | (17) | 55\% | (96) | 174 |
| Sports: Less often than once per month | 23\% | (82) | 12\% | (43) | 5\% | (20) | 9\% | (34) | 51\% | (184) | 363 |
| Sports: Never | 18\% | (117) | 7\% | (44) | $4 \%$ | (24) | 11\% | (74) | 61\% | (407) | 666 |
| Cable: I currently subscribe | 27\% | (304) | $11 \%$ | (124) | 6\% | (71) | 12\% | (130) | 43\% | (480) | 1108 |
| Cable: I subscribed in the past | 22\% | (159) | 11\% | (79) | 5\% | (35) | $11 \%$ | (81) | 51\% | (372) | 727 |
| Cable: I have never subscribed | 9\% | (33) | 10\% | (36) | 5\% | (18) | 10\% | (35) | 67\% | (244) | 365 |
| Satellite television: I currently subscribe | 21\% | (108) | 10\% | (51) | 6\% | (34) | 12\% | (61) | 52\% | (272) | 526 |
| Satellite television: I subscribed in the past | 22\% | (130) | $11 \%$ | (67) | 6\% | (33) | $12 \%$ | (70) | 50\% | (298) | 597 |
| Satellite television: I have never subscribed | 24\% | (258) | $11 \%$ | (121) | 5\% | (57) | $11 \%$ | (115) | 49\% | (526) | 1076 |

Continued on next page

Table HR24_25: Here is a list of impersonations of political figures that have been featured on Saturday Night Live through the years. Based on what you know, do you have a favorable or unfavorable impression of each of the following impersonations?
Melissa McCarthy as Sean Spicer

| Demographic | Much more favorable impression |  | Somewhat more favorable impression |  | Somewhat less favorable impression |  | Much less favorable impression |  |  | know / <br> pinion | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 23\% | (496) | 11\% | (239) | 6\% | (124) | 11\% | (246) | 50\% | (1096) | 2199 |
| Streaming service: I currently subscribe | 27\% | (352) | 13\% | (163) | 5\% | (68) | 10\% | (130) | 45\% | (589) | 1302 |
| Streaming service: I subscribed in the past | 19\% | (46) | 11\% | (25) | 12\% | (27) | 11\% | (27) | 47\% | (109) | 234 |
| Streaming service: I have never subscribed | 15\% | (99) | 8\% | (51) | 4\% | (28) | 13\% | (88) | 60\% | (397) | 663 |
| Film: An avid fan | 32\% | (252) | 15\% | (114) | 6\% | (45) | 8\% | (61) | 39\% | (306) | 779 |
| Film: A casual fan | 20\% | (225) | 10\% | (113) | 6\% | (66) | 13\% | (146) | 52\% | (603) | 1153 |
| Film: Not a fan | 7\% | (19) | 4\% | (11) | 5\% | (12) | 14\% | (38) | 70\% | (187) | 267 |
| Television: An avid fan | 29\% | (335) | 12\% | (138) | 6\% | (64) | 11\% | (123) | 43\% | (494) | 1154 |
| Television: A casual fan | 17\% | (151) | 11\% | (98) | 6\% | (54) | 12\% | (104) | 55\% | (499) | 907 |
| Television: Not a fan | 7\% | (10) | 2\% | (2) | 4\% | (6) | 13\% | (18) | 74\% | (103) | 139 |
| Music: An avid fan | 29\% | (329) | 13\% | (145) | 5\% | (62) | 10\% | (113) | 44\% | (503) | 1152 |
| Music: A casual fan | 17\% | (151) | 10\% | (88) | 7\% | (59) | 12\% | (113) | 55\% | (495) | 907 |
| Music: Not a fan | 11\% | (15) | 4\% | (5) | 2\% | (3) | 14\% | (19) | 70\% | (98) | 140 |
| Fashion: An avid fan | 33\% | (114) | 14\% | (48) | 5\% | (16) | 11\% | (37) | 37\% | (128) | 342 |
| Fashion: A casual fan | 20\% | (172) | 11\% | (98) | 8\% | (65) | 9\% | (78) | 52\% | (447) | 861 |
| Fashion: Not a fan | 21\% | (210) | 9\% | (92) | 4\% | (43) | 13\% | (130) | 52\% | (521) | 996 |

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

## Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

| Demographic | Group | Frequency | Percentage |
| :---: | :---: | :---: | :---: |
| xdemAll | Adults | 2201 | 100\% |
| xdemGender | Gender: Male Gender: Female $N$ | $\begin{gathered} 1062 \\ 1139 \\ 2201 \end{gathered}$ | $\begin{aligned} & 48 \% \\ & 52 \% \end{aligned}$ |
| age5 | Age: 18-29 <br> Age: 30-44 <br> Age: 45-54 <br> Age: 55-64 <br> Age: 65+ <br> $N$ | $\begin{array}{r} 413 \\ 600 \\ 335 \\ 417 \\ 436 \\ 2201 \end{array}$ | $\begin{gathered} 19 \% \\ 27 \% \\ 15 \% \\ 19 \% \\ 20 \% \end{gathered}$ |
| demAgeGeneration | Generation Z: 18-21 <br> Millennial: Age 22-37 <br> Generation X: Age 38-53 <br> Boomers: Age 54-72 <br> N | $\begin{array}{r} 116 \\ 659 \\ 543 \\ 772 \\ 2091 \end{array}$ | $\begin{array}{r} 5 \% \\ 30 \% \\ 25 \% \\ 35 \% \end{array}$ |
| xpid3 | PID: Dem (no lean) PID: Ind (no lean) PID: Rep (no lean) $N$ | $\begin{array}{r} 808 \\ 754 \\ 639 \\ 2201 \end{array}$ | $\begin{aligned} & 37 \% \\ & 34 \% \\ & 29 \% \end{aligned}$ |
| xpidGender | PID/Gender: Dem Men PID/Gender: Dem Women PID/Gender: Ind Men PID/Gender: Ind Women PID/Gender: Rep Men PID/Gender: Rep Women N | $\begin{array}{r} 397 \\ 411 \\ 326 \\ 427 \\ 339 \\ 300 \\ 2201 \end{array}$ | $\begin{aligned} & 18 \% \\ & 19 \% \\ & 15 \% \\ & 19 \% \\ & 15 \% \\ & 14 \% \end{aligned}$ |
| xdemIdeo3 | Ideo: Liberal (1-3) <br> Ideo: Moderate (4) <br> Ideo: Conservative (5-7) <br> N | $\begin{array}{r} 676 \\ 544 \\ 712 \\ 1932 \end{array}$ | $\begin{aligned} & 31 \% \\ & 25 \% \\ & 32 \% \end{aligned}$ |
| xeduc3 | Educ: < College <br> Educ: Bachelors degree <br> Educ: Post-grad <br> $N$ | $\begin{array}{r} 1513 \\ 444 \\ 244 \\ 2201 \end{array}$ | $\begin{array}{r} 69 \% \\ 20 \% \\ 11 \% \end{array}$ |

## Summary Statistics of Survey Respondent Demographics

| Demographic | Group | Frequency | Percentage |
| :---: | :---: | :---: | :---: |
| xdemInc3 | Income: Under 50k | 1297 | 59\% |
|  | Income: $50 \mathrm{k}-100 \mathrm{k}$ | 616 | 28\% |
|  | Income: 100k+ | 288 | 13\% |
|  | $N$ | 2201 |  |
| xdemWhite | Ethnicity: White | 1723 | 78\% |
| xdemHispBin | Ethnicity: Hispanic | 350 | 16\% |
| demBlackBin | Ethnicity: Afr. Am. | 274 | 12\% |
| demRaceOther | Ethnicity: Other | 204 | 9\% |
| xrelNet | Relig: Protestant | 539 | 24\% |
|  | Relig: Roman Catholic | 436 | 20\% |
|  | Relig: Something Else | 187 | 8\% |
|  | $N$ | 1161 |  |
| xreligion1 | Relig: Jewish | 54 | 2\% |
| xreligion2 | Relig: Evangelical | 805 | 37\% |
|  | Relig: Non-Evang. Catholics | 357 | 16\% |
|  | $N$ | 1161 |  |
| xreligion3 | Relig: All Christian | 1161 | 53\% |
|  | Relig: All Non-Christian | 224 | 10\% |
|  | $N$ | 1385 |  |
| xdemUsr | Community: Urban | 575 | 26\% |
|  | Community: Suburban | 982 | 45\% |
|  | Community: Rural | 644 | 29\% |
|  | $N$ | 2201 |  |
| xdemEmploy | Employ: Private Sector | 661 | 30\% |
|  | Employ: Government | 124 | 6\% |
|  | Employ: Self-Employed | 196 | 9\% |
|  | Employ: Homemaker | 170 | 8\% |
|  | Employ: Student | 79 | $4 \%$ |
|  | Employ: Retired | 523 | 24\% |
|  | Employ: Unemployed | 262 | 12\% |
|  | Employ: Other | 185 | 8\% |
|  | $N$ | 2201 |  |
| xdemMilHH1 | Military HH: Yes | 385 | 17\% |
|  | Military HH: No | 1816 | 83\% |
|  | $N$ | 2201 |  |

Summary Statistics of Survey Respondent Demographics

| Demographic | Group | Frequency | Percentage |
| :---: | :---: | :---: | :---: |
| xnr1 | RD/WT: Right Direction RD/WT: Wrong Track $N$ | $\begin{array}{r} 826 \\ 1375 \\ 2201 \end{array}$ | $\begin{aligned} & 38 \% \\ & 62 \% \end{aligned}$ |
| Trump_Approve | Trump Job Approve Trump Job Disapprove | $\begin{array}{r} 871 \\ 1228 \\ 2099 \end{array}$ | $\begin{aligned} & 40 \% \\ & 56 \% \end{aligned}$ |
| Trump_Approve2 | Trump Job Strongly Approve Trump Job Somewhat Approve Trump Job Somewhat Disapprove Trump Job Strongly Disapprove | $\begin{array}{r} 440 \\ 431 \\ 297 \\ 931 \\ 2099 \end{array}$ | $\begin{gathered} 20 \% \\ 20 \% \\ 13 \% \\ 42 \% \end{gathered}$ |
| Trump_Fav | Favorable of Trump Unfavorable of Trump $N$ | $\begin{gathered} 847 \\ 1214 \\ 2061 \end{gathered}$ | $\begin{aligned} & 38 \% \\ & 55 \% \end{aligned}$ |
| Trump_Fav_FULL | Very Favorable of Trump Somewhat Favorable of Trump Somewhat Unfavorable of Trump Very Unfavorable of Trump | $\begin{array}{r} 479 \\ 368 \\ 237 \\ 977 \\ 2061 \end{array}$ | $\begin{gathered} 22 \% \\ 17 \% \\ 11 \% \\ 44 \% \end{gathered}$ |
| xnr3 | \#1 Issue: Economy <br> \#1 Issue: Security \#1 Issue: Health Care <br> \#1 Issue: Medicare / Social Security \#1 Issue: Women's Issues \#1 Issue: Education \#1 Issue: Energy \#1 Issue: Other | $\begin{array}{r} 560 \\ 441 \\ 368 \\ 359 \\ 127 \\ 154 \\ 100 \\ 93 \\ 2201 \end{array}$ | $\begin{array}{r} 25 \% \\ 20 \% \\ 17 \% \\ 16 \% \\ 6 \% \\ 7 \% \\ 5 \% \\ 4 \% \end{array}$ |
| xsubVote180 | 2018 House Vote: Democrat 2018 House Vote: Republican 2018 House Vote: Someone else 2018 House Vote: Didnt Vote | $\begin{array}{r} 840 \\ 643 \\ 105 \\ 607 \\ 2195 \end{array}$ | $\begin{array}{r} 38 \% \\ 29 \% \\ 5 \% \\ 28 \% \end{array}$ |
| xsubVote16O | 2016 Vote: Hillary Clinton 2016 Vote: Donald Trump 2016 Vote: Someone else 2016 Vote: Didnt Vote | $\begin{array}{r} 719 \\ 666 \\ 178 \\ 630 \\ 2194 \end{array}$ | $\begin{array}{r} 33 \% \\ 30 \% \\ 8 \% \\ 29 \% \end{array}$ |

Continued on next page

## Summary Statistics of Survey Respondent Demographics

| Demographic | Group | Frequency | Percentage |
| :---: | :---: | :---: | :---: |
| xsubVote14O | Voted in 2014: Yes | 1366 | 62\% |
|  | Voted in 2014: No | 835 | 38\% |
|  | $N$ | 2201 |  |
| xsubVote12O | 2012 Vote: Barack Obama | 855 | 39\% |
|  | 2012 Vote: Mitt Romney | 501 | 23\% |
|  | 2012 Vote: Other | 87 | 4\% |
|  | 2012 Vote: Didn't Vote | 754 | $34 \%$ |
|  | $N$ | 2196 |  |
| xreg4 | 4-Region: Northeast | 394 | 18\% |
|  | 4-Region: Midwest | 462 | 21\% |
|  | 4-Region: South | 825 | 37\% |
|  | 4-Region: West | 520 | 24\% |
|  | $N$ | 2201 |  |
| HRdem1_1 | TV shows: Every day | 1148 | 52\% |
|  | TV shows: Several times per week | 512 | 23\% |
|  | TV shows: About once per week | 144 | 7\% |
|  | TV shows: Several times per month | 101 | 5\% |
|  | TV shows: About once per month | 48 | $2 \%$ |
|  | TV shows: Less often than once per month | 78 | 4\% |
|  | TV shows: Never | 169 | 8\% |
|  | $N$ | 2199 |  |
| HRdem1_2 | Movies: Every day | 399 | 18\% |
|  | Movies: Several times per week | 574 | 26\% |
|  | Movies: About once per week | 383 | 17\% |
|  | Movies: Several times per month | 273 | 12\% |
|  | Movies: About once per month | 173 | 8\% |
|  | Movies: Less often than once per month | 201 | 9\% |
|  | Movies: Never | 196 | 9\% |
|  | $N$ | 2199 |  |
| HRdem1_3 | Sports: Every day | 158 | 7\% |
|  | Sports: Several times per week | 332 | 15\% |
|  | Sports: About once per week | 279 | 13\% |
|  | Sports: Several times per month | 228 | 10\% |
|  | Sports: About once per month | 174 | 8\% |
|  | Sports: Less often than once per month | 363 | 16\% |
|  | Sports: Never | 666 | $30 \%$ |
|  | $N$ | 2199 |  |

Continued on next page

Summary Statistics of Survey Respondent Demographics

| Demographic | Group | Frequency | Percentage |
| :---: | :---: | :---: | :---: |
| HRdem2_1 | Cable: I currently subscribe | 1108 | 50\% |
|  | Cable: I subscribed in the past | 727 | 33\% |
|  | Cable: I have never subscribed | 365 | 17\% |
|  | $N$ | 2199 |  |
| HRdem2_2 | Satellite television: I currently subscribe | 526 | 24\% |
|  | Satellite television: I subscribed in the past | 597 | 27\% |
|  | Satellite television: I have never subscribed | 1076 | 49\% |
|  | $N$ | 2199 |  |
| HRdem2_3 | Streaming service: I currently subscribe | 1302 | 59\% |
|  | Streaming service: I subscribed in the past | 234 | 11\% |
|  | Streaming service: I have never subscribed | 663 | 30\% |
|  | $N$ | 2199 |  |
| HRdem3_1 | Film: An avid fan | 779 | 35\% |
|  | Film: A casual fan | 1153 | 52\% |
|  | Film: Not a fan | 267 | 12\% |
|  | $N$ | 2199 |  |
| HRdem3_2 | Television: An avid fan | 1154 | $52 \%$ |
|  | Television: A casual fan | 907 | 41\% |
|  | Television: Not a fan | 139 | 6\% |
|  | $N$ | 2199 |  |
| HRdem3_3 | Music: An avid fan | 1152 | 52\% |
|  | Music: A casual fan | 907 | 41\% |
|  | Music: Not a fan | 140 | 6\% |
|  | $N$ | 2199 |  |
| HRdem3_4 | Fashion: An avid fan | 342 | 16\% |
|  | Fashion: A casual fan | 861 | 39\% |
|  | Fashion: Not a fan | 996 | 45\% |
|  | $N$ | 2199 |  |

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

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