



National Tracking Poll #190463
April 25-27, 2019

Crosstabulation Results

Methodology:

This poll was conducted from April 25-27, 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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Table HR1: How much have you seen, read, or heard about prosecutors dropping charges against actor Jussie Smollett, who was accused of paying two men \$3,500 to stage an attack on him in which they yelled racist and homophobic slurs and tied a rope around his neck.

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	40%	(876)	31%	(673)	11%	(243)	19%	(408)	2201
Gender: Male	41%	(432)	34%	(365)	9%	(100)	16%	(165)	1062
Gender: Female	39%	(445)	27%	(308)	13%	(143)	21%	(243)	1139
Age: 18-29	27%	(131)	28%	(133)	10%	(47)	35%	(167)	477
Age: 30-44	38%	(205)	28%	(150)	12%	(63)	22%	(118)	536
Age: 45-54	40%	(165)	33%	(134)	11%	(43)	16%	(65)	407
Age: 55-64	45%	(156)	31%	(108)	13%	(46)	10%	(35)	344
Age: 65+	50%	(219)	34%	(149)	10%	(44)	6%	(24)	436
Generation Z: 18-22	24%	(57)	29%	(68)	10%	(22)	37%	(87)	234
Millennial: Age 23-38	36%	(193)	25%	(137)	12%	(62)	27%	(147)	539
Generation X: Age 39-54	39%	(251)	33%	(211)	11%	(68)	18%	(116)	647
Boomers: Age 55-73	48%	(330)	33%	(227)	12%	(79)	8%	(52)	688
PID: Dem (no lean)	44%	(335)	31%	(233)	11%	(85)	14%	(103)	756
PID: Ind (no lean)	33%	(253)	31%	(236)	12%	(90)	25%	(193)	774
PID: Rep (no lean)	43%	(288)	30%	(204)	10%	(68)	17%	(112)	672
PID/Gender: Dem Men	43%	(142)	34%	(113)	12%	(41)	10%	(34)	330
PID/Gender: Dem Women	45%	(193)	28%	(120)	10%	(44)	16%	(69)	426
PID/Gender: Ind Men	33%	(129)	37%	(144)	8%	(33)	21%	(84)	390
PID/Gender: Ind Women	32%	(125)	24%	(92)	15%	(58)	29%	(110)	384
PID/Gender: Rep Men	47%	(161)	32%	(109)	8%	(26)	14%	(47)	343
PID/Gender: Rep Women	39%	(127)	29%	(95)	13%	(42)	20%	(64)	329
Ideo: Liberal (1-3)	42%	(298)	32%	(230)	10%	(72)	16%	(111)	710
Ideo: Moderate (4)	39%	(183)	32%	(150)	11%	(52)	18%	(82)	467
Ideo: Conservative (5-7)	45%	(327)	31%	(227)	10%	(72)	14%	(99)	725
Educ: < College	36%	(539)	30%	(452)	12%	(181)	23%	(341)	1513
Educ: Bachelors degree	51%	(227)	30%	(134)	8%	(34)	11%	(48)	444
Educ: Post-grad	45%	(111)	35%	(86)	11%	(28)	8%	(19)	244

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Table HR1: How much have you seen, read, or heard about prosecutors dropping charges against actor Jussie Smollett, who was accused of paying two men \$3,500 to stage an attack on him in which they yelled racist and homophobic slurs and tied a rope around his neck.

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	40%	(876)	31%	(673)	11%	(243)	19%	(408)	2201
Income: Under 50k	37%	(467)	28%	(357)	13%	(164)	22%	(282)	1271
Income: 50k-100k	43%	(259)	33%	(200)	8%	(51)	16%	(95)	605
Income: 100k+	46%	(151)	36%	(116)	9%	(28)	9%	(31)	326
Ethnicity: White	39%	(670)	32%	(552)	11%	(188)	18%	(313)	1723
Ethnicity: Hispanic	43%	(149)	25%	(89)	10%	(34)	22%	(78)	350
Ethnicity: Afr. Am.	50%	(138)	25%	(69)	8%	(23)	16%	(44)	274
Ethnicity: Other	33%	(68)	26%	(52)	16%	(33)	25%	(51)	204
Relig: Protestant	47%	(210)	33%	(149)	9%	(40)	11%	(48)	446
Relig: Roman Catholic	45%	(194)	34%	(149)	10%	(42)	11%	(48)	433
Relig: Ath./Agn./None	34%	(224)	33%	(218)	11%	(75)	22%	(150)	666
Relig: Something Else	39%	(134)	26%	(89)	14%	(48)	21%	(72)	343
Relig: Jewish	56%	(27)	30%	(14)	6%	(3)	9%	(5)	49
Relig: Evangelical	43%	(264)	25%	(153)	11%	(66)	21%	(131)	615
Relig: Non-Evang. Catholics	44%	(254)	37%	(213)	9%	(54)	10%	(56)	577
Relig: All Christian	44%	(519)	31%	(366)	10%	(120)	16%	(187)	1192
Relig: All Non-Christian	35%	(358)	30%	(307)	12%	(123)	22%	(221)	1009
Community: Urban	46%	(261)	27%	(154)	7%	(42)	20%	(114)	572
Community: Suburban	40%	(399)	34%	(340)	11%	(116)	15%	(155)	1011
Community: Rural	35%	(216)	29%	(178)	14%	(85)	22%	(139)	618
Employ: Private Sector	41%	(262)	36%	(229)	8%	(53)	15%	(95)	638
Employ: Government	50%	(66)	26%	(34)	11%	(15)	13%	(17)	132
Employ: Self-Employed	41%	(82)	25%	(51)	12%	(24)	22%	(43)	200
Employ: Homemaker	31%	(52)	21%	(35)	21%	(36)	27%	(46)	168
Employ: Student	29%	(41)	27%	(38)	10%	(13)	34%	(47)	140
Employ: Retired	47%	(235)	35%	(174)	12%	(60)	7%	(33)	501
Employ: Unemployed	33%	(71)	28%	(61)	9%	(20)	30%	(64)	216
Employ: Other	33%	(68)	25%	(52)	11%	(23)	31%	(63)	205
Military HH: Yes	48%	(177)	30%	(111)	11%	(40)	12%	(45)	373
Military HH: No	38%	(699)	31%	(562)	11%	(203)	20%	(363)	1828
RD/WT: Right Direction	42%	(336)	29%	(232)	10%	(80)	20%	(159)	807
RD/WT: Wrong Track	39%	(540)	32%	(441)	12%	(164)	18%	(249)	1394

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Table HR1: How much have you seen, read, or heard about prosecutors dropping charges against actor Jussie Smollett, who was accused of paying two men \$3,500 to stage an attack on him in which they yelled racist and homophobic slurs and tied a rope around his neck.

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	40%	(876)	31%	(673)	11%	(243)	19%	(408)	2201
Trump Job Approve	42%	(380)	29%	(265)	9%	(82)	19%	(173)	900
Trump Job Disapprove	40%	(465)	33%	(388)	11%	(132)	15%	(178)	1163
Trump Job Strongly Approve	49%	(217)	27%	(118)	7%	(29)	18%	(78)	443
Trump Job Somewhat Approve	36%	(163)	32%	(147)	11%	(52)	21%	(95)	457
Trump Job Somewhat Disapprove	27%	(79)	42%	(121)	10%	(30)	20%	(59)	289
Trump Job Strongly Disapprove	44%	(386)	31%	(267)	12%	(102)	14%	(120)	874
Favorable of Trump	43%	(378)	29%	(260)	9%	(83)	19%	(167)	889
Unfavorable of Trump	40%	(467)	34%	(396)	11%	(134)	15%	(176)	1174
Very Favorable of Trump	46%	(224)	25%	(122)	8%	(40)	20%	(97)	484
Somewhat Favorable of Trump	38%	(154)	34%	(138)	11%	(43)	17%	(70)	404
Somewhat Unfavorable of Trump	23%	(51)	44%	(99)	11%	(25)	22%	(48)	224
Very Unfavorable of Trump	44%	(416)	31%	(297)	11%	(109)	13%	(128)	950
#1 Issue: Economy	40%	(236)	29%	(173)	12%	(70)	20%	(118)	597
#1 Issue: Security	50%	(213)	29%	(123)	6%	(27)	14%	(60)	422
#1 Issue: Health Care	38%	(141)	32%	(121)	12%	(44)	18%	(69)	375
#1 Issue: Medicare / Social Security	40%	(122)	33%	(102)	15%	(45)	12%	(38)	305
#1 Issue: Women's Issues	40%	(34)	25%	(21)	17%	(14)	18%	(15)	85
#1 Issue: Education	37%	(58)	23%	(36)	14%	(21)	26%	(41)	156
#1 Issue: Energy	29%	(38)	40%	(54)	7%	(10)	24%	(32)	133
#1 Issue: Other	27%	(34)	35%	(44)	10%	(12)	28%	(36)	126
2018 House Vote: Democrat	45%	(350)	33%	(256)	11%	(86)	11%	(85)	777
2018 House Vote: Republican	48%	(323)	30%	(200)	9%	(58)	13%	(89)	670
2018 House Vote: Someone else	30%	(36)	38%	(46)	13%	(15)	19%	(23)	121
2018 House Vote: Didnt Vote	26%	(165)	27%	(171)	13%	(84)	33%	(209)	630
2016 Vote: Hillary Clinton	48%	(313)	31%	(200)	11%	(74)	10%	(65)	652
2016 Vote: Donald Trump	47%	(311)	31%	(210)	9%	(59)	13%	(89)	670
2016 Vote: Someone else	35%	(69)	41%	(81)	11%	(23)	13%	(26)	199
2016 Vote: Didnt Vote	27%	(182)	27%	(181)	13%	(87)	33%	(227)	677
Voted in 2014: Yes	45%	(600)	33%	(447)	10%	(138)	11%	(150)	1334
Voted in 2014: No	32%	(276)	26%	(227)	12%	(105)	30%	(258)	867

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Table HR1: How much have you seen, read, or heard about prosecutors dropping charges against actor Jussie Smollett, who was accused of paying two men \$3,500 to stage an attack on him in which they yelled racist and homophobic slurs and tied a rope around his neck.

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	40%	(876)	31%	(673)	11%	(243)	19%	(408)	2201
2012 Vote: Barack Obama	45%	(365)	34%	(274)	11%	(85)	10%	(79)	803
2012 Vote: Mitt Romney	46%	(228)	33%	(163)	10%	(48)	12%	(58)	497
2012 Vote: Other	37%	(42)	34%	(38)	14%	(15)	16%	(18)	113
2012 Vote: Didn't Vote	30%	(239)	25%	(198)	12%	(95)	32%	(253)	785
4-Region: Northeast	39%	(154)	37%	(146)	10%	(39)	14%	(55)	394
4-Region: Midwest	38%	(175)	35%	(160)	9%	(40)	19%	(87)	462
4-Region: South	43%	(352)	26%	(218)	12%	(99)	19%	(156)	825
4-Region: West	37%	(194)	29%	(149)	13%	(65)	21%	(111)	520

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

Table HR2_1: How much have you seen, read or heard about the following?
Festival de Cannes Film Festival

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(181)	23%	(498)	24%	(530)	45%	(992)	2201
Gender: Male	9%	(95)	24%	(259)	25%	(265)	42%	(443)	1062
Gender: Female	8%	(87)	21%	(239)	23%	(265)	48%	(548)	1139
Age: 18-29	6%	(27)	15%	(71)	21%	(102)	58%	(278)	477
Age: 30-44	10%	(54)	25%	(133)	23%	(124)	42%	(225)	536
Age: 45-54	9%	(37)	23%	(95)	27%	(109)	41%	(165)	407
Age: 55-64	9%	(29)	27%	(92)	27%	(92)	38%	(131)	344
Age: 65+	8%	(34)	25%	(107)	23%	(102)	44%	(193)	436
Generation Z: 18-22	6%	(14)	17%	(39)	20%	(47)	57%	(134)	234
Millennial: Age 23-38	8%	(45)	19%	(105)	22%	(117)	50%	(272)	539
Generation X: Age 39-54	9%	(59)	24%	(155)	26%	(171)	40%	(261)	647
Boomers: Age 55-73	9%	(61)	26%	(179)	25%	(173)	40%	(275)	688
PID: Dem (no lean)	12%	(89)	25%	(188)	25%	(186)	39%	(292)	756
PID: Ind (no lean)	7%	(51)	24%	(184)	22%	(171)	48%	(368)	774
PID: Rep (no lean)	6%	(41)	19%	(126)	26%	(173)	49%	(332)	672
PID/Gender: Dem Men	13%	(43)	27%	(90)	30%	(98)	30%	(98)	330
PID/Gender: Dem Women	11%	(46)	23%	(98)	21%	(88)	46%	(194)	426
PID/Gender: Ind Men	7%	(28)	26%	(100)	21%	(83)	46%	(179)	390
PID/Gender: Ind Women	6%	(24)	22%	(83)	23%	(88)	49%	(189)	384
PID/Gender: Rep Men	7%	(24)	20%	(69)	24%	(83)	49%	(166)	343
PID/Gender: Rep Women	5%	(16)	17%	(57)	27%	(90)	50%	(165)	329
Ideo: Liberal (1-3)	13%	(91)	30%	(211)	26%	(183)	32%	(225)	710
Ideo: Moderate (4)	9%	(41)	26%	(123)	22%	(102)	43%	(202)	467
Ideo: Conservative (5-7)	6%	(41)	17%	(127)	25%	(180)	52%	(377)	725
Educ: < College	6%	(85)	19%	(286)	23%	(355)	52%	(786)	1513
Educ: Bachelors degree	14%	(64)	28%	(123)	24%	(106)	34%	(151)	444
Educ: Post-grad	13%	(32)	36%	(89)	28%	(69)	22%	(54)	244

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Table HR2_1: How much have you seen, read or heard about the following?
Festival de Cannes Film Festival

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(181)	23%	(498)	24%	(530)	45%	(992)	2201
Income: Under 50k	7%	(93)	20%	(249)	22%	(284)	51%	(645)	1271
Income: 50k-100k	8%	(46)	25%	(150)	26%	(160)	41%	(249)	605
Income: 100k+	13%	(42)	31%	(100)	26%	(86)	30%	(97)	326
Ethnicity: White	8%	(135)	24%	(415)	24%	(422)	44%	(751)	1723
Ethnicity: Hispanic	16%	(57)	22%	(76)	21%	(73)	41%	(143)	350
Ethnicity: Afr. Am.	8%	(22)	15%	(41)	20%	(56)	57%	(155)	274
Ethnicity: Other	12%	(24)	21%	(42)	25%	(52)	42%	(86)	204
Relig: Protestant	8%	(36)	21%	(95)	25%	(111)	46%	(204)	446
Relig: Roman Catholic	11%	(47)	29%	(124)	27%	(116)	34%	(146)	433
Relig: Ath./Agn./None	8%	(55)	24%	(163)	21%	(137)	47%	(312)	666
Relig: Something Else	8%	(27)	23%	(77)	31%	(106)	39%	(132)	343
Relig: Jewish	9%	(4)	36%	(18)	28%	(14)	27%	(13)	49
Relig: Evangelical	6%	(38)	16%	(96)	22%	(134)	56%	(346)	615
Relig: Non-Evang. Catholics	11%	(61)	28%	(162)	27%	(153)	35%	(201)	577
Relig: All Christian	8%	(99)	22%	(258)	24%	(287)	46%	(548)	1192
Relig: All Non-Christian	8%	(82)	24%	(240)	24%	(243)	44%	(444)	1009
Community: Urban	9%	(54)	25%	(141)	22%	(125)	44%	(252)	572
Community: Suburban	9%	(90)	24%	(244)	24%	(244)	43%	(433)	1011
Community: Rural	6%	(38)	18%	(112)	26%	(161)	50%	(307)	618
Employ: Private Sector	12%	(76)	23%	(146)	25%	(163)	40%	(253)	638
Employ: Government	10%	(13)	26%	(35)	28%	(37)	36%	(47)	132
Employ: Self-Employed	10%	(21)	29%	(59)	25%	(49)	36%	(72)	200
Employ: Homemaker	4%	(6)	25%	(41)	17%	(29)	55%	(92)	168
Employ: Student	7%	(10)	17%	(23)	22%	(31)	54%	(76)	140
Employ: Retired	8%	(39)	24%	(122)	23%	(117)	44%	(223)	501
Employ: Unemployed	3%	(6)	18%	(40)	21%	(44)	58%	(126)	216
Employ: Other	5%	(10)	15%	(31)	29%	(60)	51%	(104)	205
Military HH: Yes	5%	(20)	26%	(98)	25%	(93)	43%	(161)	373
Military HH: No	9%	(161)	22%	(399)	24%	(436)	45%	(831)	1828
RD/WT: Right Direction	7%	(53)	19%	(151)	24%	(191)	51%	(412)	807
RD/WT: Wrong Track	9%	(128)	25%	(347)	24%	(339)	42%	(580)	1394

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**Table HR2_1: How much have you seen, read or heard about the following?
Festival de Cannes Film Festival**

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(181)	23%	(498)	24%	(530)	45%	(992)	2201
Trump Job Approve	7%	(61)	19%	(175)	24%	(214)	50%	(450)	900
Trump Job Disapprove	10%	(111)	26%	(307)	25%	(293)	39%	(452)	1163
Trump Job Strongly Approve	8%	(34)	16%	(70)	24%	(105)	53%	(234)	443
Trump Job Somewhat Approve	6%	(27)	23%	(105)	24%	(109)	47%	(216)	457
Trump Job Somewhat Disapprove	6%	(19)	24%	(71)	25%	(73)	44%	(127)	289
Trump Job Strongly Disapprove	11%	(93)	27%	(236)	25%	(220)	37%	(325)	874
Favorable of Trump	7%	(61)	18%	(160)	24%	(215)	51%	(452)	889
Unfavorable of Trump	9%	(110)	27%	(321)	25%	(289)	39%	(453)	1174
Very Favorable of Trump	8%	(37)	16%	(76)	23%	(111)	54%	(261)	484
Somewhat Favorable of Trump	6%	(24)	21%	(85)	26%	(105)	47%	(191)	404
Somewhat Unfavorable of Trump	8%	(18)	25%	(57)	25%	(56)	41%	(93)	224
Very Unfavorable of Trump	10%	(92)	28%	(264)	25%	(233)	38%	(360)	950
#1 Issue: Economy	11%	(68)	19%	(116)	24%	(142)	46%	(272)	597
#1 Issue: Security	5%	(23)	21%	(89)	26%	(110)	48%	(201)	422
#1 Issue: Health Care	8%	(32)	25%	(92)	25%	(93)	42%	(158)	375
#1 Issue: Medicare / Social Security	5%	(16)	23%	(70)	26%	(81)	45%	(138)	305
#1 Issue: Women's Issues	12%	(10)	21%	(18)	16%	(13)	51%	(43)	85
#1 Issue: Education	6%	(9)	28%	(44)	21%	(32)	45%	(71)	156
#1 Issue: Energy	9%	(12)	27%	(36)	23%	(30)	41%	(54)	133
#1 Issue: Other	8%	(10)	26%	(32)	23%	(29)	43%	(55)	126
2018 House Vote: Democrat	10%	(80)	30%	(230)	25%	(196)	35%	(271)	777
2018 House Vote: Republican	7%	(45)	21%	(141)	25%	(170)	47%	(315)	670
2018 House Vote: Someone else	12%	(14)	28%	(33)	23%	(28)	37%	(45)	121
2018 House Vote: Didnt Vote	7%	(41)	15%	(93)	22%	(137)	57%	(359)	630
2016 Vote: Hillary Clinton	10%	(68)	29%	(192)	24%	(159)	36%	(233)	652
2016 Vote: Donald Trump	8%	(50)	19%	(125)	26%	(177)	47%	(317)	670
2016 Vote: Someone else	10%	(19)	35%	(70)	24%	(49)	31%	(61)	199
2016 Vote: Didnt Vote	6%	(44)	16%	(110)	21%	(144)	56%	(379)	677
Voted in 2014: Yes	9%	(120)	26%	(352)	25%	(329)	40%	(533)	1334
Voted in 2014: No	7%	(61)	17%	(146)	23%	(201)	53%	(459)	867

Continued on next page

Table HR2_1: How much have you seen, read or heard about the following?*Festival de Cannes Film Festival*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(181)	23%	(498)	24%	(530)	45%	(992)	2201
2012 Vote: Barack Obama	12%	(93)	30%	(237)	24%	(193)	35%	(280)	803
2012 Vote: Mitt Romney	7%	(34)	20%	(97)	27%	(133)	47%	(233)	497
2012 Vote: Other	6%	(7)	31%	(35)	26%	(30)	36%	(41)	113
2012 Vote: Didn't Vote	6%	(47)	16%	(129)	22%	(172)	56%	(438)	785
4-Region: Northeast	8%	(31)	26%	(104)	22%	(88)	43%	(171)	394
4-Region: Midwest	6%	(29)	18%	(82)	25%	(116)	51%	(235)	462
4-Region: South	8%	(64)	23%	(190)	23%	(189)	46%	(382)	825
4-Region: West	11%	(57)	24%	(122)	26%	(137)	39%	(204)	520

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

Table HR2_2: How much have you seen, read or heard about the following?
Sundance Film Festival

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	15%	(336)	31%	(673)	24%	(519)	31%	(672)	2201
Gender: Male	16%	(173)	30%	(323)	24%	(253)	29%	(313)	1062
Gender: Female	14%	(163)	31%	(350)	23%	(266)	32%	(359)	1139
Age: 18-29	15%	(71)	27%	(130)	19%	(89)	39%	(188)	477
Age: 30-44	19%	(102)	32%	(169)	23%	(126)	26%	(138)	536
Age: 45-54	16%	(66)	31%	(126)	27%	(108)	26%	(107)	407
Age: 55-64	17%	(58)	35%	(122)	21%	(71)	27%	(94)	344
Age: 65+	9%	(39)	29%	(126)	29%	(126)	33%	(145)	436
Generation Z: 18-22	16%	(38)	26%	(60)	17%	(39)	41%	(97)	234
Millennial: Age 23-38	17%	(94)	29%	(157)	22%	(120)	31%	(169)	539
Generation X: Age 39-54	17%	(108)	32%	(208)	25%	(163)	26%	(167)	647
Boomers: Age 55-73	14%	(93)	33%	(224)	24%	(166)	30%	(205)	688
PID: Dem (no lean)	19%	(147)	32%	(245)	22%	(167)	26%	(197)	756
PID: Ind (no lean)	14%	(106)	32%	(247)	23%	(177)	32%	(244)	774
PID: Rep (no lean)	12%	(84)	27%	(181)	26%	(175)	35%	(232)	672
PID/Gender: Dem Men	23%	(77)	29%	(95)	26%	(85)	22%	(73)	330
PID/Gender: Dem Women	16%	(69)	35%	(150)	19%	(83)	29%	(124)	426
PID/Gender: Ind Men	13%	(52)	34%	(131)	21%	(81)	32%	(126)	390
PID/Gender: Ind Women	14%	(53)	30%	(116)	25%	(96)	31%	(118)	384
PID/Gender: Rep Men	13%	(43)	28%	(98)	26%	(88)	33%	(115)	343
PID/Gender: Rep Women	12%	(41)	25%	(84)	27%	(87)	36%	(117)	329
Ideo: Liberal (1-3)	20%	(145)	36%	(252)	23%	(164)	21%	(148)	710
Ideo: Moderate (4)	17%	(79)	33%	(156)	23%	(107)	27%	(126)	467
Ideo: Conservative (5-7)	11%	(83)	29%	(207)	25%	(182)	35%	(253)	725
Educ: < College	14%	(219)	28%	(418)	23%	(345)	35%	(532)	1513
Educ: Bachelors degree	18%	(78)	34%	(151)	25%	(112)	23%	(104)	444
Educ: Post-grad	16%	(39)	43%	(105)	26%	(63)	15%	(37)	244

Continued on next page

Table HR2_2: How much have you seen, read or heard about the following?
Sundance Film Festival

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	15%	(336)	31%	(673)	24%	(519)	31%	(672)	2201
Income: Under 50k	15%	(195)	28%	(358)	22%	(279)	35%	(439)	1271
Income: 50k-100k	15%	(92)	31%	(187)	27%	(162)	27%	(163)	605
Income: 100k+	15%	(49)	39%	(128)	24%	(79)	22%	(70)	326
Ethnicity: White	14%	(244)	33%	(560)	24%	(416)	29%	(503)	1723
Ethnicity: Hispanic	24%	(83)	33%	(115)	16%	(56)	27%	(96)	350
Ethnicity: Afr. Am.	19%	(52)	22%	(60)	22%	(61)	37%	(102)	274
Ethnicity: Other	20%	(41)	26%	(54)	21%	(43)	33%	(67)	204
Relig: Protestant	13%	(60)	29%	(131)	25%	(110)	33%	(146)	446
Relig: Roman Catholic	16%	(70)	35%	(151)	28%	(120)	21%	(92)	433
Relig: Ath./Agn./None	15%	(103)	31%	(205)	21%	(139)	33%	(220)	666
Relig: Something Else	18%	(62)	32%	(110)	24%	(81)	26%	(90)	343
Relig: Jewish	7%	(4)	43%	(21)	23%	(11)	27%	(13)	49
Relig: Evangelical	13%	(81)	26%	(163)	24%	(150)	36%	(221)	615
Relig: Non-Evang. Catholics	16%	(90)	34%	(196)	26%	(150)	24%	(141)	577
Relig: All Christian	14%	(172)	30%	(359)	25%	(299)	30%	(362)	1192
Relig: All Non-Christian	16%	(164)	31%	(315)	22%	(220)	31%	(311)	1009
Community: Urban	20%	(112)	30%	(173)	22%	(126)	28%	(162)	572
Community: Suburban	14%	(146)	32%	(325)	25%	(254)	28%	(286)	1011
Community: Rural	13%	(78)	28%	(176)	23%	(139)	36%	(225)	618
Employ: Private Sector	20%	(125)	33%	(208)	24%	(155)	24%	(151)	638
Employ: Government	18%	(24)	32%	(43)	30%	(40)	19%	(25)	132
Employ: Self-Employed	17%	(34)	37%	(73)	22%	(45)	24%	(48)	200
Employ: Homemaker	14%	(23)	34%	(57)	20%	(33)	33%	(56)	168
Employ: Student	18%	(25)	23%	(32)	18%	(26)	41%	(58)	140
Employ: Retired	11%	(55)	29%	(143)	27%	(133)	34%	(170)	501
Employ: Unemployed	10%	(23)	29%	(62)	21%	(44)	40%	(87)	216
Employ: Other	13%	(28)	27%	(56)	21%	(44)	38%	(78)	205
Military HH: Yes	11%	(42)	32%	(118)	24%	(90)	33%	(122)	373
Military HH: No	16%	(294)	30%	(555)	23%	(429)	30%	(551)	1828
RD/WT: Right Direction	12%	(93)	28%	(226)	23%	(189)	37%	(299)	807
RD/WT: Wrong Track	17%	(243)	32%	(447)	24%	(331)	27%	(373)	1394

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**Table HR2_2: How much have you seen, read or heard about the following?
Sundance Film Festival**

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	15%	(336)	31%	(673)	24%	(519)	31%	(672)	2201
Trump Job Approve	13%	(116)	28%	(252)	25%	(223)	34%	(310)	900
Trump Job Disapprove	18%	(207)	34%	(397)	24%	(275)	24%	(284)	1163
Trump Job Strongly Approve	12%	(53)	27%	(120)	25%	(109)	36%	(161)	443
Trump Job Somewhat Approve	14%	(63)	29%	(132)	25%	(114)	33%	(149)	457
Trump Job Somewhat Disapprove	15%	(43)	32%	(92)	25%	(72)	28%	(81)	289
Trump Job Strongly Disapprove	19%	(164)	35%	(304)	23%	(203)	23%	(203)	874
Favorable of Trump	13%	(117)	27%	(237)	24%	(215)	36%	(321)	889
Unfavorable of Trump	18%	(206)	35%	(415)	23%	(274)	24%	(279)	1174
Very Favorable of Trump	13%	(65)	25%	(123)	24%	(117)	37%	(179)	484
Somewhat Favorable of Trump	13%	(52)	28%	(113)	24%	(98)	35%	(141)	404
Somewhat Unfavorable of Trump	17%	(39)	32%	(71)	28%	(62)	23%	(52)	224
Very Unfavorable of Trump	18%	(167)	36%	(344)	22%	(211)	24%	(227)	950
#1 Issue: Economy	20%	(119)	29%	(170)	23%	(138)	28%	(170)	597
#1 Issue: Security	12%	(49)	29%	(123)	24%	(99)	36%	(151)	422
#1 Issue: Health Care	17%	(63)	30%	(111)	29%	(107)	25%	(93)	375
#1 Issue: Medicare / Social Security	8%	(25)	33%	(100)	26%	(79)	34%	(102)	305
#1 Issue: Women's Issues	20%	(17)	31%	(26)	20%	(17)	29%	(25)	85
#1 Issue: Education	12%	(18)	40%	(63)	14%	(23)	34%	(53)	156
#1 Issue: Energy	17%	(22)	37%	(49)	19%	(26)	27%	(36)	133
#1 Issue: Other	18%	(22)	24%	(30)	24%	(31)	34%	(43)	126
2018 House Vote: Democrat	20%	(152)	36%	(278)	23%	(181)	21%	(167)	777
2018 House Vote: Republican	13%	(86)	29%	(193)	27%	(178)	32%	(213)	670
2018 House Vote: Someone else	18%	(22)	29%	(35)	25%	(30)	27%	(33)	121
2018 House Vote: Didnt Vote	12%	(76)	26%	(164)	21%	(130)	41%	(259)	630
2016 Vote: Hillary Clinton	19%	(126)	36%	(233)	23%	(147)	22%	(146)	652
2016 Vote: Donald Trump	13%	(87)	27%	(181)	28%	(190)	32%	(212)	670
2016 Vote: Someone else	16%	(32)	37%	(73)	27%	(53)	21%	(42)	199
2016 Vote: Didnt Vote	13%	(90)	27%	(186)	19%	(129)	40%	(272)	677
Voted in 2014: Yes	16%	(214)	32%	(432)	26%	(347)	25%	(340)	1334
Voted in 2014: No	14%	(122)	28%	(241)	20%	(172)	38%	(332)	867

Continued on next page

Table HR2_2: How much have you seen, read or heard about the following?*Sundance Film Festival*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	15%	(336)	31%	(673)	24%	(519)	31%	(672)	2201
2012 Vote: Barack Obama	20%	(161)	35%	(278)	22%	(175)	24%	(190)	803
2012 Vote: Mitt Romney	11%	(55)	27%	(134)	31%	(152)	31%	(155)	497
2012 Vote: Other	9%	(11)	37%	(42)	32%	(37)	21%	(24)	113
2012 Vote: Didn't Vote	14%	(109)	28%	(219)	20%	(155)	39%	(303)	785
4-Region: Northeast	12%	(49)	32%	(127)	26%	(102)	29%	(116)	394
4-Region: Midwest	14%	(64)	28%	(128)	24%	(112)	34%	(158)	462
4-Region: South	16%	(128)	29%	(242)	23%	(190)	32%	(263)	825
4-Region: West	18%	(95)	34%	(176)	22%	(115)	26%	(135)	520

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

Table HR2_3: How much have you seen, read or heard about the following?
South By South West Film Festival

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(117)	15%	(322)	23%	(503)	57%	(1259)	2201
Gender: Male	6%	(67)	18%	(190)	24%	(253)	52%	(553)	1062
Gender: Female	4%	(51)	12%	(132)	22%	(251)	62%	(706)	1139
Age: 18-29	8%	(39)	13%	(63)	21%	(99)	58%	(276)	477
Age: 30-44	7%	(40)	20%	(105)	24%	(127)	49%	(264)	536
Age: 45-54	5%	(20)	16%	(66)	26%	(106)	53%	(215)	407
Age: 55-64	3%	(10)	14%	(47)	21%	(74)	62%	(213)	344
Age: 65+	2%	(8)	9%	(41)	22%	(97)	67%	(291)	436
Generation Z: 18-22	6%	(14)	16%	(38)	20%	(47)	58%	(136)	234
Millennial: Age 23-38	9%	(49)	15%	(81)	23%	(121)	54%	(289)	539
Generation X: Age 39-54	6%	(37)	18%	(114)	25%	(165)	51%	(331)	647
Boomers: Age 55-73	2%	(17)	12%	(80)	22%	(151)	64%	(440)	688
PID: Dem (no lean)	6%	(43)	18%	(133)	25%	(185)	52%	(395)	756
PID: Ind (no lean)	5%	(39)	14%	(110)	23%	(175)	58%	(449)	774
PID: Rep (no lean)	5%	(36)	12%	(79)	21%	(142)	62%	(415)	672
PID/Gender: Dem Men	7%	(24)	21%	(68)	28%	(91)	45%	(147)	330
PID/Gender: Dem Women	4%	(19)	15%	(65)	22%	(94)	58%	(248)	426
PID/Gender: Ind Men	6%	(22)	18%	(69)	23%	(89)	54%	(210)	390
PID/Gender: Ind Women	4%	(17)	11%	(41)	22%	(86)	62%	(240)	384
PID/Gender: Rep Men	6%	(21)	16%	(54)	21%	(72)	57%	(196)	343
PID/Gender: Rep Women	4%	(15)	8%	(26)	21%	(71)	66%	(218)	329
Ideo: Liberal (1-3)	8%	(58)	20%	(143)	26%	(182)	46%	(327)	710
Ideo: Moderate (4)	5%	(24)	16%	(74)	24%	(113)	55%	(257)	467
Ideo: Conservative (5-7)	4%	(26)	11%	(83)	22%	(156)	63%	(459)	725
Educ: < College	5%	(73)	13%	(191)	21%	(324)	61%	(925)	1513
Educ: Bachelors degree	7%	(30)	16%	(73)	25%	(113)	51%	(228)	444
Educ: Post-grad	6%	(14)	24%	(58)	27%	(66)	43%	(106)	244

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**Table HR2_3: How much have you seen, read or heard about the following?
South By South West Film Festival**

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(117)	15%	(322)	23%	(503)	57%	(1259)	2201
Income: Under 50k	5%	(64)	13%	(164)	22%	(273)	61%	(769)	1271
Income: 50k-100k	5%	(29)	16%	(99)	23%	(139)	56%	(338)	605
Income: 100k+	8%	(25)	18%	(58)	28%	(91)	47%	(152)	326
Ethnicity: White	5%	(83)	15%	(250)	23%	(389)	58%	(1001)	1723
Ethnicity: Hispanic	10%	(34)	22%	(76)	19%	(65)	50%	(174)	350
Ethnicity: Afr. Am.	8%	(21)	13%	(35)	23%	(64)	57%	(155)	274
Ethnicity: Other	7%	(14)	18%	(37)	25%	(51)	50%	(102)	204
Relig: Protestant	4%	(18)	14%	(62)	20%	(90)	62%	(275)	446
Relig: Roman Catholic	4%	(19)	17%	(72)	29%	(124)	50%	(218)	433
Relig: Ath./Agn./None	7%	(46)	16%	(106)	20%	(136)	57%	(378)	666
Relig: Something Else	5%	(17)	14%	(47)	29%	(100)	52%	(179)	343
Relig: Jewish	—	(0)	26%	(13)	21%	(10)	53%	(26)	49
Relig: Evangelical	5%	(33)	12%	(76)	20%	(122)	62%	(383)	615
Relig: Non-Evang. Catholics	4%	(20)	16%	(94)	25%	(146)	55%	(317)	577
Relig: All Christian	5%	(54)	14%	(169)	22%	(268)	59%	(701)	1192
Relig: All Non-Christian	6%	(64)	15%	(152)	23%	(235)	55%	(558)	1009
Community: Urban	8%	(47)	17%	(95)	22%	(124)	53%	(306)	572
Community: Suburban	5%	(54)	16%	(161)	23%	(235)	55%	(560)	1011
Community: Rural	3%	(16)	11%	(66)	23%	(144)	63%	(393)	618
Employ: Private Sector	7%	(47)	17%	(108)	25%	(161)	51%	(323)	638
Employ: Government	8%	(11)	21%	(27)	24%	(31)	48%	(63)	132
Employ: Self-Employed	9%	(18)	23%	(47)	20%	(41)	47%	(95)	200
Employ: Homemaker	1%	(2)	15%	(26)	23%	(38)	61%	(102)	168
Employ: Student	6%	(8)	16%	(22)	24%	(33)	55%	(77)	140
Employ: Retired	2%	(9)	9%	(46)	24%	(118)	66%	(329)	501
Employ: Unemployed	6%	(13)	11%	(24)	18%	(39)	65%	(140)	216
Employ: Other	5%	(10)	11%	(22)	20%	(41)	64%	(131)	205
Military HH: Yes	4%	(14)	14%	(54)	24%	(91)	57%	(214)	373
Military HH: No	6%	(103)	15%	(268)	23%	(413)	57%	(1044)	1828
RD/WT: Right Direction	5%	(41)	12%	(93)	21%	(168)	63%	(505)	807
RD/WT: Wrong Track	5%	(76)	16%	(229)	24%	(335)	54%	(754)	1394

Continued on next page

**Table HR2_3: How much have you seen, read or heard about the following?
South By South West Film Festival**

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(117)	15%	(322)	23%	(503)	57%	(1259)	2201
Trump Job Approve	4%	(37)	12%	(106)	22%	(195)	62%	(562)	900
Trump Job Disapprove	6%	(71)	18%	(210)	24%	(284)	51%	(598)	1163
Trump Job Strongly Approve	5%	(22)	11%	(47)	22%	(96)	63%	(277)	443
Trump Job Somewhat Approve	3%	(15)	13%	(59)	22%	(99)	62%	(284)	457
Trump Job Somewhat Disapprove	5%	(15)	12%	(35)	26%	(76)	56%	(163)	289
Trump Job Strongly Disapprove	6%	(56)	20%	(175)	24%	(207)	50%	(436)	874
Favorable of Trump	4%	(39)	11%	(97)	22%	(199)	62%	(554)	889
Unfavorable of Trump	6%	(73)	18%	(214)	24%	(282)	52%	(605)	1174
Very Favorable of Trump	5%	(25)	11%	(52)	22%	(105)	62%	(302)	484
Somewhat Favorable of Trump	3%	(14)	11%	(45)	23%	(94)	62%	(252)	404
Somewhat Unfavorable of Trump	5%	(12)	13%	(30)	25%	(56)	56%	(126)	224
Very Unfavorable of Trump	6%	(61)	19%	(184)	24%	(226)	50%	(479)	950
#1 Issue: Economy	8%	(45)	14%	(85)	23%	(139)	55%	(328)	597
#1 Issue: Security	4%	(17)	12%	(50)	23%	(99)	61%	(256)	422
#1 Issue: Health Care	5%	(19)	16%	(60)	23%	(88)	56%	(208)	375
#1 Issue: Medicare / Social Security	2%	(5)	11%	(33)	19%	(58)	68%	(209)	305
#1 Issue: Women's Issues	8%	(7)	13%	(11)	21%	(18)	57%	(49)	85
#1 Issue: Education	4%	(6)	20%	(32)	22%	(34)	54%	(84)	156
#1 Issue: Energy	7%	(9)	20%	(26)	29%	(38)	45%	(59)	133
#1 Issue: Other	8%	(10)	19%	(24)	23%	(29)	51%	(64)	126
2018 House Vote: Democrat	6%	(49)	20%	(154)	25%	(196)	49%	(378)	777
2018 House Vote: Republican	5%	(31)	12%	(80)	24%	(158)	60%	(401)	670
2018 House Vote: Someone else	4%	(5)	14%	(17)	29%	(35)	53%	(64)	121
2018 House Vote: Didnt Vote	5%	(32)	11%	(70)	18%	(113)	66%	(414)	630
2016 Vote: Hillary Clinton	6%	(37)	19%	(127)	26%	(168)	49%	(321)	652
2016 Vote: Donald Trump	5%	(32)	11%	(76)	23%	(157)	61%	(405)	670
2016 Vote: Someone else	8%	(16)	18%	(36)	24%	(48)	50%	(100)	199
2016 Vote: Didnt Vote	5%	(33)	12%	(83)	19%	(130)	64%	(431)	677
Voted in 2014: Yes	5%	(70)	15%	(200)	25%	(329)	55%	(735)	1334
Voted in 2014: No	6%	(48)	14%	(122)	20%	(174)	60%	(523)	867

Continued on next page

Table HR2_3: How much have you seen, read or heard about the following?*South By South West Film Festival*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(117)	15%	(322)	23%	(503)	57%	(1259)	2201
2012 Vote: Barack Obama	6%	(46)	19%	(151)	24%	(195)	51%	(411)	803
2012 Vote: Mitt Romney	4%	(22)	11%	(53)	22%	(112)	62%	(309)	497
2012 Vote: Other	2%	(2)	12%	(13)	28%	(32)	58%	(66)	113
2012 Vote: Didn't Vote	6%	(45)	13%	(104)	21%	(164)	60%	(472)	785
4-Region: Northeast	3%	(14)	15%	(58)	22%	(85)	60%	(237)	394
4-Region: Midwest	3%	(13)	10%	(47)	23%	(107)	64%	(295)	462
4-Region: South	8%	(65)	16%	(131)	21%	(174)	55%	(455)	825
4-Region: West	5%	(26)	17%	(86)	26%	(136)	52%	(272)	520

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

Table HR2_4: How much have you seen, read or heard about the following?
Toronto International Film Festival

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(98)	17%	(376)	26%	(569)	53%	(1158)	2201
Gender: Male	5%	(55)	19%	(198)	27%	(286)	49%	(524)	1062
Gender: Female	4%	(44)	16%	(177)	25%	(283)	56%	(634)	1139
Age: 18-29	8%	(39)	18%	(85)	20%	(95)	54%	(258)	477
Age: 30-44	5%	(26)	18%	(99)	31%	(164)	46%	(248)	536
Age: 45-54	3%	(13)	21%	(83)	25%	(101)	51%	(209)	407
Age: 55-64	3%	(10)	15%	(52)	28%	(97)	54%	(185)	344
Age: 65+	2%	(10)	13%	(56)	26%	(112)	59%	(259)	436
Generation Z: 18-22	11%	(25)	23%	(54)	15%	(35)	52%	(121)	234
Millennial: Age 23-38	5%	(29)	17%	(92)	27%	(146)	51%	(273)	539
Generation X: Age 39-54	4%	(24)	19%	(122)	28%	(179)	50%	(321)	647
Boomers: Age 55-73	3%	(20)	14%	(99)	28%	(191)	55%	(378)	688
PID: Dem (no lean)	6%	(46)	18%	(138)	29%	(217)	47%	(355)	756
PID: Ind (no lean)	3%	(24)	20%	(155)	26%	(198)	51%	(396)	774
PID: Rep (no lean)	4%	(28)	12%	(82)	23%	(154)	61%	(407)	672
PID/Gender: Dem Men	8%	(27)	21%	(70)	30%	(100)	40%	(133)	330
PID/Gender: Dem Women	4%	(19)	16%	(69)	27%	(117)	52%	(222)	426
PID/Gender: Ind Men	4%	(16)	22%	(84)	25%	(99)	49%	(191)	390
PID/Gender: Ind Women	2%	(9)	18%	(71)	26%	(99)	53%	(205)	384
PID/Gender: Rep Men	4%	(12)	13%	(44)	25%	(87)	58%	(200)	343
PID/Gender: Rep Women	5%	(16)	12%	(38)	20%	(67)	63%	(208)	329
Ideo: Liberal (1-3)	6%	(44)	23%	(164)	31%	(217)	40%	(285)	710
Ideo: Moderate (4)	6%	(28)	18%	(85)	25%	(117)	51%	(237)	467
Ideo: Conservative (5-7)	3%	(23)	13%	(96)	24%	(176)	59%	(430)	725
Educ: < College	4%	(58)	14%	(210)	25%	(379)	57%	(866)	1513
Educ: Bachelors degree	6%	(27)	22%	(100)	27%	(121)	44%	(196)	444
Educ: Post-grad	5%	(13)	27%	(66)	28%	(68)	39%	(96)	244

Continued on next page

Table HR2_4: How much have you seen, read or heard about the following?
Toronto International Film Festival

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(98)	17%	(376)	26%	(569)	53%	(1158)	2201
Income: Under 50k	4%	(49)	14%	(184)	25%	(321)	56%	(717)	1271
Income: 50k-100k	5%	(30)	19%	(116)	26%	(160)	49%	(299)	605
Income: 100k+	6%	(19)	23%	(75)	27%	(88)	44%	(143)	326
Ethnicity: White	4%	(67)	17%	(290)	26%	(448)	53%	(918)	1723
Ethnicity: Hispanic	9%	(31)	25%	(88)	23%	(80)	43%	(151)	350
Ethnicity: Afr. Am.	6%	(16)	14%	(39)	25%	(70)	55%	(150)	274
Ethnicity: Other	7%	(15)	23%	(47)	25%	(51)	44%	(91)	204
Relig: Protestant	4%	(16)	14%	(61)	26%	(116)	57%	(253)	446
Relig: Roman Catholic	4%	(17)	21%	(92)	29%	(125)	46%	(198)	433
Relig: Ath./Agn./None	6%	(40)	17%	(114)	25%	(165)	52%	(348)	666
Relig: Something Else	4%	(15)	19%	(66)	28%	(95)	49%	(167)	343
Relig: Jewish	4%	(2)	19%	(9)	31%	(15)	46%	(22)	49
Relig: Evangelical	3%	(21)	13%	(81)	24%	(149)	59%	(364)	615
Relig: Non-Evang. Catholics	4%	(22)	20%	(116)	28%	(160)	48%	(279)	577
Relig: All Christian	4%	(44)	16%	(196)	26%	(309)	54%	(643)	1192
Relig: All Non-Christian	5%	(55)	18%	(179)	26%	(260)	51%	(515)	1009
Community: Urban	5%	(30)	18%	(104)	26%	(149)	51%	(289)	572
Community: Suburban	4%	(45)	18%	(184)	26%	(267)	51%	(515)	1011
Community: Rural	4%	(24)	14%	(88)	25%	(152)	57%	(354)	618
Employ: Private Sector	7%	(44)	20%	(125)	28%	(177)	46%	(293)	638
Employ: Government	10%	(14)	17%	(23)	31%	(41)	41%	(54)	132
Employ: Self-Employed	4%	(8)	27%	(53)	26%	(53)	43%	(86)	200
Employ: Homemaker	4%	(6)	11%	(18)	29%	(48)	57%	(96)	168
Employ: Student	5%	(7)	29%	(40)	16%	(22)	51%	(71)	140
Employ: Retired	2%	(10)	13%	(66)	24%	(118)	61%	(307)	501
Employ: Unemployed	2%	(5)	10%	(23)	24%	(52)	63%	(136)	216
Employ: Other	2%	(5)	13%	(28)	28%	(58)	56%	(116)	205
Military HH: Yes	5%	(20)	16%	(59)	26%	(98)	53%	(196)	373
Military HH: No	4%	(79)	17%	(316)	26%	(471)	53%	(962)	1828
RD/WT: Right Direction	4%	(32)	13%	(108)	24%	(192)	59%	(475)	807
RD/WT: Wrong Track	5%	(67)	19%	(267)	27%	(377)	49%	(683)	1394

Continued on next page

**Table HR2_4: How much have you seen, read or heard about the following?
Toronto International Film Festival**

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(98)	17%	(376)	26%	(569)	53%	(1158)	2201
Trump Job Approve	4%	(32)	13%	(118)	24%	(215)	59%	(535)	900
Trump Job Disapprove	5%	(57)	21%	(239)	28%	(327)	46%	(540)	1163
Trump Job Strongly Approve	3%	(12)	13%	(57)	22%	(97)	62%	(276)	443
Trump Job Somewhat Approve	4%	(20)	14%	(62)	26%	(117)	57%	(259)	457
Trump Job Somewhat Disapprove	4%	(13)	21%	(60)	23%	(68)	51%	(148)	289
Trump Job Strongly Disapprove	5%	(44)	20%	(179)	30%	(259)	45%	(392)	874
Favorable of Trump	4%	(34)	13%	(116)	24%	(213)	59%	(526)	889
Unfavorable of Trump	5%	(57)	21%	(250)	28%	(326)	46%	(541)	1174
Very Favorable of Trump	4%	(18)	13%	(64)	22%	(104)	62%	(298)	484
Somewhat Favorable of Trump	4%	(16)	13%	(52)	27%	(108)	56%	(228)	404
Somewhat Unfavorable of Trump	5%	(12)	19%	(43)	22%	(50)	53%	(120)	224
Very Unfavorable of Trump	5%	(45)	22%	(207)	29%	(276)	44%	(421)	950
#1 Issue: Economy	6%	(36)	16%	(95)	26%	(154)	52%	(313)	597
#1 Issue: Security	2%	(10)	14%	(59)	26%	(109)	58%	(244)	422
#1 Issue: Health Care	3%	(11)	21%	(79)	28%	(104)	48%	(181)	375
#1 Issue: Medicare / Social Security	2%	(7)	12%	(38)	26%	(78)	60%	(182)	305
#1 Issue: Women's Issues	8%	(7)	15%	(13)	18%	(16)	59%	(50)	85
#1 Issue: Education	5%	(7)	22%	(34)	26%	(40)	48%	(76)	156
#1 Issue: Energy	6%	(8)	26%	(35)	25%	(34)	43%	(57)	133
#1 Issue: Other	10%	(12)	18%	(23)	28%	(35)	44%	(56)	126
2018 House Vote: Democrat	5%	(40)	23%	(176)	29%	(227)	43%	(335)	777
2018 House Vote: Republican	4%	(27)	13%	(90)	24%	(161)	59%	(392)	670
2018 House Vote: Someone else	4%	(5)	25%	(30)	28%	(33)	43%	(52)	121
2018 House Vote: Didnt Vote	4%	(27)	12%	(79)	23%	(146)	60%	(378)	630
2016 Vote: Hillary Clinton	5%	(31)	21%	(136)	32%	(208)	42%	(276)	652
2016 Vote: Donald Trump	4%	(25)	12%	(83)	24%	(161)	60%	(401)	670
2016 Vote: Someone else	6%	(12)	26%	(53)	28%	(55)	40%	(80)	199
2016 Vote: Didnt Vote	5%	(31)	15%	(101)	21%	(144)	59%	(401)	677
Voted in 2014: Yes	4%	(56)	19%	(249)	27%	(365)	50%	(664)	1334
Voted in 2014: No	5%	(42)	15%	(127)	24%	(204)	57%	(494)	867

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Table HR2_4: How much have you seen, read or heard about the following?
 Toronto International Film Festival

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(98)	17%	(376)	26%	(569)	53%	(1158)	2201
2012 Vote: Barack Obama	6%	(45)	21%	(171)	29%	(232)	44%	(355)	803
2012 Vote: Mitt Romney	3%	(13)	12%	(58)	25%	(123)	61%	(303)	497
2012 Vote: Other	4%	(4)	20%	(23)	32%	(36)	44%	(50)	113
2012 Vote: Didn't Vote	4%	(35)	16%	(124)	23%	(177)	57%	(449)	785
4-Region: Northeast	6%	(23)	19%	(76)	22%	(88)	53%	(207)	394
4-Region: Midwest	3%	(15)	16%	(73)	27%	(123)	54%	(252)	462
4-Region: South	4%	(34)	15%	(124)	26%	(215)	55%	(452)	825
4-Region: West	5%	(28)	20%	(103)	27%	(142)	48%	(248)	520

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

Table HR3: (One third of respondents shown plain movie poster.) Based on the movie poster above, would you see this movie?

Demographic	Yes, I definitely would see that movie		Yes, I probably would see that movie		No, I probably wouldn't see that movie		No, I definitely wouldn't see that movie		Don't know / No opinion		Total N
Adults	3%	(25)	18%	(131)	39%	(279)	16%	(115)	23%	(162)	712
Gender: Male	3%	(11)	17%	(58)	41%	(138)	15%	(51)	24%	(83)	340
Gender: Female	4%	(14)	20%	(73)	38%	(141)	17%	(64)	21%	(79)	372
Age: 18-29	7%	(11)	31%	(51)	33%	(53)	14%	(22)	15%	(25)	163
Age: 30-44	3%	(5)	17%	(28)	47%	(77)	18%	(29)	15%	(25)	164
Age: 45-54	1%	(1)	12%	(14)	41%	(48)	21%	(25)	24%	(28)	116
Age: 55-64	5%	(6)	18%	(23)	38%	(50)	10%	(13)	29%	(38)	131
Age: 65+	1%	(1)	11%	(15)	37%	(51)	19%	(26)	33%	(46)	138
Generation Z: 18-22	9%	(8)	34%	(29)	26%	(23)	14%	(12)	18%	(15)	86
Millennial: Age 23-38	3%	(5)	23%	(38)	46%	(75)	16%	(26)	12%	(20)	164
Generation X: Age 39-54	2%	(5)	13%	(26)	41%	(80)	20%	(39)	23%	(43)	192
Boomers: Age 55-73	3%	(7)	15%	(37)	37%	(89)	15%	(35)	30%	(73)	240
PID: Dem (no lean)	3%	(8)	21%	(52)	40%	(97)	14%	(34)	21%	(51)	242
PID: Ind (no lean)	2%	(6)	19%	(51)	35%	(93)	16%	(42)	27%	(72)	263
PID: Rep (no lean)	5%	(11)	14%	(28)	43%	(90)	19%	(39)	19%	(39)	207
PID/Gender: Dem Men	4%	(4)	18%	(18)	41%	(41)	12%	(12)	24%	(24)	100
PID/Gender: Dem Women	3%	(4)	23%	(33)	39%	(56)	15%	(22)	19%	(27)	142
PID/Gender: Ind Men	—	(0)	18%	(24)	36%	(49)	15%	(20)	31%	(43)	136
PID/Gender: Ind Women	5%	(6)	21%	(27)	34%	(43)	18%	(22)	23%	(29)	127
PID/Gender: Rep Men	6%	(7)	15%	(15)	46%	(47)	18%	(19)	15%	(16)	104
PID/Gender: Rep Women	4%	(4)	13%	(13)	41%	(42)	19%	(20)	23%	(24)	103
Ideo: Liberal (1-3)	3%	(8)	24%	(56)	40%	(96)	10%	(23)	23%	(54)	238
Ideo: Moderate (4)	2%	(3)	18%	(26)	35%	(50)	18%	(25)	27%	(38)	141
Ideo: Conservative (5-7)	5%	(11)	12%	(29)	46%	(109)	20%	(47)	17%	(41)	237
Educ: < College	3%	(15)	19%	(95)	40%	(198)	14%	(70)	23%	(112)	490
Educ: Bachelors degree	7%	(9)	12%	(17)	36%	(50)	23%	(32)	22%	(30)	138
Educ: Post-grad	1%	(1)	22%	(19)	37%	(31)	16%	(13)	24%	(20)	84

Continued on next page

Table HR3: (One third of respondents shown plain movie poster.) Based on the movie poster above, would you see this movie?

Demographic	Yes, I definitely would see that movie		Yes, I probably would see that movie		No, I probably wouldn't see that movie		No, I definitely wouldn't see that movie		Don't know / No opinion		Total N
Adults	3%	(25)	18%	(131)	39%	(279)	16%	(115)	23%	(162)	712
Income: Under 50k	4%	(16)	19%	(76)	40%	(164)	15%	(61)	22%	(89)	405
Income: 50k-100k	3%	(6)	18%	(36)	37%	(74)	20%	(40)	22%	(45)	200
Income: 100k+	3%	(3)	18%	(19)	39%	(42)	13%	(14)	27%	(28)	107
Ethnicity: White	3%	(18)	18%	(98)	41%	(226)	15%	(85)	23%	(130)	558
Ethnicity: Hispanic	9%	(10)	19%	(22)	33%	(37)	16%	(18)	22%	(25)	111
Ethnicity: Afr. Am.	3%	(3)	21%	(18)	36%	(32)	22%	(19)	18%	(16)	87
Ethnicity: Other	6%	(4)	22%	(15)	32%	(21)	17%	(11)	23%	(16)	67
Relig: Protestant	4%	(5)	20%	(26)	38%	(50)	18%	(23)	20%	(27)	132
Relig: Roman Catholic	3%	(5)	16%	(24)	46%	(66)	13%	(19)	21%	(30)	143
Relig: Ath./Agn./None	3%	(7)	17%	(40)	37%	(86)	17%	(40)	26%	(61)	233
Relig: Something Else	2%	(3)	23%	(24)	38%	(40)	15%	(16)	22%	(23)	106
Relig: Jewish	—	(0)	19%	(3)	25%	(4)	11%	(2)	44%	(7)	17
Relig: Evangelical	4%	(8)	16%	(30)	40%	(73)	19%	(35)	21%	(39)	185
Relig: Non-Evang. Catholics	4%	(7)	20%	(37)	42%	(80)	13%	(25)	21%	(39)	188
Relig: All Christian	4%	(15)	18%	(67)	41%	(153)	16%	(60)	21%	(78)	373
Relig: All Non-Christian	3%	(9)	19%	(63)	37%	(126)	16%	(56)	25%	(84)	338
Community: Urban	6%	(10)	21%	(37)	38%	(66)	16%	(28)	19%	(33)	174
Community: Suburban	3%	(10)	17%	(58)	40%	(137)	13%	(45)	27%	(91)	341
Community: Rural	2%	(4)	18%	(35)	39%	(76)	22%	(43)	19%	(38)	197
Employ: Private Sector	3%	(7)	19%	(36)	41%	(76)	16%	(29)	21%	(39)	187
Employ: Government	10%	(5)	22%	(10)	39%	(17)	18%	(8)	11%	(5)	44
Employ: Self-Employed	4%	(3)	25%	(15)	41%	(25)	12%	(8)	18%	(11)	61
Employ: Homemaker	2%	(1)	21%	(11)	38%	(20)	23%	(13)	16%	(9)	54
Employ: Student	—	(0)	27%	(13)	36%	(17)	19%	(9)	18%	(9)	48
Employ: Retired	2%	(3)	12%	(20)	35%	(60)	18%	(31)	34%	(57)	170
Employ: Unemployed	3%	(2)	19%	(12)	32%	(20)	10%	(7)	36%	(22)	63
Employ: Other	6%	(5)	17%	(14)	51%	(44)	14%	(12)	12%	(11)	85
Military HH: Yes	3%	(4)	20%	(25)	35%	(44)	15%	(19)	27%	(35)	127
Military HH: No	3%	(20)	18%	(105)	40%	(235)	17%	(97)	22%	(127)	584

Continued on next page

Table HR3: (One third of respondents shown plain movie poster.) Based on the movie poster above, would you see this movie?

Demographic	Yes, I definitely would see that movie		Yes, I probably would see that movie		No, I probably wouldn't see that movie		No, I definitely wouldn't see that movie		Don't know / No opinion		Total N
Adults	3%	(25)	18%	(131)	39%	(279)	16%	(115)	23%	(162)	712
RD/WT: Right Direction	4%	(9)	14%	(35)	42%	(102)	20%	(49)	20%	(50)	246
RD/WT: Wrong Track	3%	(16)	21%	(96)	38%	(177)	14%	(66)	24%	(112)	466
Trump Job Approve	3%	(9)	16%	(45)	41%	(115)	21%	(59)	20%	(56)	283
Trump Job Disapprove	4%	(14)	21%	(81)	38%	(145)	14%	(52)	24%	(90)	382
Trump Job Strongly Approve	4%	(7)	12%	(17)	41%	(61)	20%	(30)	22%	(32)	147
Trump Job Somewhat Approve	2%	(2)	20%	(27)	40%	(54)	21%	(29)	17%	(23)	136
Trump Job Somewhat Disapprove	2%	(2)	25%	(27)	44%	(46)	7%	(7)	22%	(23)	106
Trump Job Strongly Disapprove	4%	(12)	19%	(54)	36%	(99)	16%	(45)	24%	(67)	276
Favorable of Trump	3%	(8)	15%	(42)	42%	(118)	20%	(56)	21%	(61)	285
Unfavorable of Trump	4%	(15)	22%	(84)	38%	(148)	13%	(50)	23%	(91)	388
Very Favorable of Trump	4%	(7)	14%	(22)	44%	(72)	19%	(31)	19%	(31)	163
Somewhat Favorable of Trump	1%	(2)	16%	(19)	38%	(47)	21%	(25)	24%	(29)	123
Somewhat Unfavorable of Trump	1%	(1)	28%	(22)	40%	(31)	10%	(8)	22%	(17)	79
Very Unfavorable of Trump	5%	(14)	20%	(62)	38%	(117)	14%	(42)	24%	(73)	309
#1 Issue: Economy	4%	(8)	17%	(33)	43%	(82)	17%	(32)	18%	(35)	190
#1 Issue: Security	2%	(3)	14%	(20)	37%	(51)	20%	(28)	27%	(36)	137
#1 Issue: Health Care	3%	(3)	16%	(21)	45%	(59)	16%	(21)	21%	(27)	132
#1 Issue: Medicare / Social Security	3%	(3)	18%	(14)	39%	(31)	9%	(7)	30%	(24)	79
#1 Issue: Women's Issues	—	(0)	25%	(7)	35%	(10)	24%	(7)	16%	(4)	27
#1 Issue: Education	7%	(4)	29%	(15)	36%	(19)	14%	(7)	14%	(7)	53
#1 Issue: Energy	1%	(1)	27%	(15)	32%	(18)	9%	(5)	30%	(17)	56
#1 Issue: Other	10%	(4)	13%	(5)	28%	(11)	21%	(8)	28%	(11)	38
2018 House Vote: Democrat	3%	(8)	19%	(46)	41%	(100)	13%	(32)	25%	(61)	247
2018 House Vote: Republican	5%	(11)	11%	(24)	40%	(84)	22%	(45)	21%	(44)	209
2018 House Vote: Someone else	—	(0)	25%	(12)	35%	(17)	19%	(10)	21%	(10)	49
2018 House Vote: Didnt Vote	3%	(6)	24%	(49)	37%	(76)	14%	(29)	22%	(46)	206
2016 Vote: Hillary Clinton	4%	(8)	17%	(36)	39%	(83)	14%	(30)	26%	(56)	214
2016 Vote: Donald Trump	4%	(8)	15%	(31)	43%	(89)	17%	(35)	21%	(44)	207
2016 Vote: Someone else	—	(0)	13%	(9)	41%	(28)	20%	(13)	26%	(17)	67
2016 Vote: Didnt Vote	4%	(8)	24%	(55)	36%	(79)	16%	(36)	20%	(45)	223

Continued on next page

Table HR3: (One third of respondents shown plain movie poster.) Based on the movie poster above, would you see this movie?

Demographic	Yes, I definitely would see that movie		Yes, I probably would see that movie		No, I probably wouldn't see that movie		No, I definitely wouldn't see that movie		Don't know / No opinion		Total N
Adults	3%	(25)	18%	(131)	39%	(279)	16%	(115)	23%	(162)	712
Voted in 2014: Yes	3%	(11)	16%	(67)	38%	(163)	17%	(71)	27%	(112)	424
Voted in 2014: No	5%	(14)	22%	(64)	40%	(117)	15%	(44)	17%	(49)	288
2012 Vote: Barack Obama	2%	(6)	17%	(43)	44%	(112)	12%	(30)	25%	(63)	254
2012 Vote: Mitt Romney	3%	(5)	13%	(19)	35%	(53)	22%	(33)	26%	(40)	150
2012 Vote: Other	2%	(1)	8%	(4)	34%	(15)	20%	(9)	35%	(16)	45
2012 Vote: Didn't Vote	5%	(13)	25%	(65)	38%	(99)	16%	(43)	16%	(43)	263
4-Region: Northeast	1%	(2)	20%	(28)	37%	(50)	16%	(21)	27%	(36)	137
4-Region: Midwest	3%	(4)	17%	(24)	42%	(60)	18%	(25)	20%	(29)	142
4-Region: South	5%	(12)	15%	(39)	39%	(102)	19%	(50)	22%	(56)	259
4-Region: West	4%	(7)	24%	(41)	39%	(67)	11%	(19)	23%	(40)	174

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

Table HR4: (One third of respondents shown plain movie poster.) And how prestigious do you think this movie is? By prestigious, we mean the movie is artistic and celebrated by the film industry.

Demographic	Very prestigious		Somewhat prestigious		Not very prestigious		Not prestigious at all		Don't know / No opinion		Total N
Adults	2%	(13)	23%	(165)	21%	(147)	17%	(120)	37%	(266)	712
Gender: Male	2%	(6)	24%	(83)	20%	(68)	15%	(51)	39%	(132)	340
Gender: Female	2%	(7)	22%	(82)	21%	(80)	19%	(69)	36%	(134)	372
Age: 18-29	4%	(6)	37%	(60)	18%	(30)	12%	(19)	29%	(47)	163
Age: 30-44	2%	(4)	22%	(37)	28%	(47)	17%	(28)	30%	(49)	164
Age: 45-54	1%	(2)	16%	(18)	23%	(27)	23%	(26)	36%	(42)	116
Age: 55-64	1%	(2)	27%	(35)	18%	(24)	12%	(16)	42%	(55)	131
Age: 65+	—	(0)	11%	(15)	14%	(20)	22%	(31)	52%	(73)	138
Generation Z: 18-22	3%	(3)	43%	(37)	17%	(14)	5%	(5)	32%	(27)	86
Millennial: Age 23-38	4%	(6)	26%	(43)	26%	(43)	15%	(25)	29%	(47)	164
Generation X: Age 39-54	1%	(3)	18%	(35)	24%	(46)	23%	(44)	33%	(64)	192
Boomers: Age 55-73	1%	(2)	20%	(48)	16%	(40)	18%	(43)	45%	(108)	240
PID: Dem (no lean)	3%	(6)	25%	(60)	21%	(51)	14%	(34)	37%	(91)	242
PID: Ind (no lean)	1%	(3)	25%	(65)	16%	(42)	15%	(39)	43%	(113)	263
PID: Rep (no lean)	2%	(4)	20%	(40)	26%	(54)	23%	(47)	30%	(62)	207
PID/Gender: Dem Men	2%	(2)	28%	(28)	18%	(18)	13%	(13)	40%	(40)	100
PID/Gender: Dem Women	3%	(5)	23%	(32)	24%	(33)	15%	(21)	36%	(51)	142
PID/Gender: Ind Men	—	(0)	24%	(33)	20%	(28)	11%	(16)	44%	(60)	136
PID/Gender: Ind Women	2%	(3)	25%	(32)	12%	(15)	19%	(24)	42%	(54)	127
PID/Gender: Rep Men	4%	(4)	21%	(22)	22%	(22)	22%	(23)	31%	(32)	104
PID/Gender: Rep Women	—	(0)	18%	(18)	31%	(32)	23%	(24)	28%	(29)	103
Ideo: Liberal (1-3)	2%	(5)	31%	(74)	23%	(55)	13%	(32)	30%	(71)	238
Ideo: Moderate (4)	2%	(2)	19%	(26)	21%	(29)	16%	(23)	42%	(60)	141
Ideo: Conservative (5-7)	2%	(4)	18%	(44)	23%	(56)	21%	(50)	35%	(84)	237
Educ: < College	1%	(6)	23%	(113)	19%	(92)	18%	(89)	39%	(190)	490
Educ: Bachelors degree	4%	(6)	28%	(38)	21%	(29)	16%	(21)	32%	(44)	138
Educ: Post-grad	2%	(1)	17%	(14)	32%	(27)	12%	(10)	38%	(32)	84

Continued on next page

Table HR4: (One third of respondents shown plain movie poster.) And how prestigious do you think this movie is? By prestigious, we mean the movie is artistic and celebrated by the film industry.

Demographic	Very prestigious		Somewhat prestigious		Not very prestigious		Not prestigious at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	2%	(13)	23%	(165)	21%	(147)	17%	(120)	37%	(266)	712
Income: Under 50k	1%	(3)	19%	(76)	20%	(80)	17%	(68)	44%	(178)	405
Income: 50k-100k	2%	(3)	28%	(56)	21%	(43)	17%	(34)	31%	(63)	200
Income: 100k+	6%	(7)	30%	(32)	23%	(25)	17%	(18)	23%	(25)	107
Ethnicity: White	2%	(10)	23%	(128)	20%	(112)	18%	(98)	38%	(210)	558
Ethnicity: Hispanic	2%	(3)	28%	(32)	24%	(27)	13%	(15)	32%	(35)	111
Ethnicity: Afr. Am.	—	(0)	15%	(13)	19%	(17)	16%	(14)	50%	(43)	87
Ethnicity: Other	5%	(3)	37%	(25)	28%	(19)	11%	(8)	19%	(13)	67
Relig: Protestant	3%	(4)	23%	(31)	20%	(26)	18%	(24)	36%	(47)	132
Relig: Roman Catholic	2%	(3)	27%	(39)	24%	(35)	13%	(18)	34%	(49)	143
Relig: Ath./Agn./None	1%	(3)	23%	(54)	19%	(43)	20%	(46)	37%	(86)	233
Relig: Something Else	1%	(2)	22%	(23)	18%	(19)	16%	(17)	43%	(46)	106
Relig: Jewish	9%	(2)	14%	(2)	11%	(2)	8%	(1)	58%	(10)	17
Relig: Evangelical	2%	(3)	20%	(37)	23%	(43)	18%	(33)	38%	(70)	185
Relig: Non-Evang. Catholics	3%	(5)	27%	(51)	23%	(43)	13%	(25)	34%	(64)	188
Relig: All Christian	2%	(8)	24%	(88)	23%	(85)	15%	(57)	36%	(134)	373
Relig: All Non-Christian	1%	(5)	23%	(77)	18%	(62)	19%	(63)	39%	(132)	338
Community: Urban	4%	(6)	23%	(40)	20%	(34)	14%	(24)	40%	(69)	174
Community: Suburban	1%	(5)	27%	(91)	23%	(78)	14%	(49)	35%	(119)	341
Community: Rural	1%	(2)	17%	(34)	18%	(36)	24%	(47)	40%	(78)	197
Employ: Private Sector	2%	(4)	29%	(54)	25%	(47)	17%	(32)	27%	(51)	187
Employ: Government	—	(0)	30%	(13)	22%	(10)	22%	(10)	25%	(11)	44
Employ: Self-Employed	9%	(5)	9%	(6)	35%	(21)	9%	(6)	37%	(23)	61
Employ: Homemaker	1%	(1)	25%	(14)	8%	(5)	24%	(13)	41%	(22)	54
Employ: Student	2%	(1)	34%	(16)	21%	(10)	7%	(3)	35%	(17)	48
Employ: Retired	—	(0)	13%	(21)	17%	(28)	20%	(34)	51%	(87)	170
Employ: Unemployed	4%	(2)	37%	(23)	8%	(5)	13%	(8)	39%	(24)	63
Employ: Other	—	(0)	21%	(18)	26%	(22)	18%	(15)	36%	(31)	85
Military HH: Yes	1%	(1)	21%	(27)	26%	(33)	16%	(21)	36%	(46)	127
Military HH: No	2%	(12)	24%	(138)	20%	(115)	17%	(99)	38%	(220)	584

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Table HR4: (One third of respondents shown plain movie poster.) And how prestigious do you think this movie is? By prestigious, we mean the movie is artistic and celebrated by the film industry.

Demographic	Very prestigious		Somewhat prestigious		Not very prestigious		Not prestigious at all		Don't know / No opinion		Total N
Adults	2%	(13)	23%	(165)	21%	(147)	17%	(120)	37%	(266)	712
RD/WT: Right Direction	2%	(5)	20%	(50)	23%	(56)	20%	(49)	36%	(87)	246
RD/WT: Wrong Track	2%	(9)	25%	(116)	20%	(92)	15%	(72)	38%	(179)	466
Trump Job Approve	2%	(5)	22%	(63)	22%	(61)	22%	(62)	33%	(93)	283
Trump Job Disapprove	2%	(8)	26%	(98)	21%	(81)	13%	(50)	38%	(145)	382
Trump Job Strongly Approve	2%	(3)	17%	(25)	18%	(27)	24%	(35)	39%	(57)	147
Trump Job Somewhat Approve	1%	(1)	28%	(38)	25%	(34)	20%	(27)	26%	(36)	136
Trump Job Somewhat Disapprove	2%	(2)	30%	(32)	27%	(28)	11%	(11)	30%	(32)	106
Trump Job Strongly Disapprove	2%	(6)	24%	(66)	19%	(53)	14%	(39)	41%	(113)	276
Favorable of Trump	2%	(5)	19%	(53)	21%	(61)	21%	(60)	37%	(106)	285
Unfavorable of Trump	2%	(8)	27%	(104)	22%	(84)	13%	(50)	37%	(142)	388
Very Favorable of Trump	2%	(3)	15%	(24)	18%	(30)	26%	(42)	39%	(63)	163
Somewhat Favorable of Trump	1%	(1)	24%	(29)	25%	(31)	15%	(18)	35%	(43)	123
Somewhat Unfavorable of Trump	1%	(1)	20%	(16)	35%	(28)	14%	(11)	30%	(24)	79
Very Unfavorable of Trump	2%	(7)	28%	(88)	18%	(56)	13%	(39)	38%	(118)	309
#1 Issue: Economy	1%	(3)	24%	(45)	27%	(51)	15%	(29)	33%	(63)	190
#1 Issue: Security	1%	(2)	16%	(22)	24%	(33)	20%	(27)	39%	(53)	137
#1 Issue: Health Care	4%	(5)	24%	(31)	16%	(21)	18%	(24)	39%	(51)	132
#1 Issue: Medicare / Social Security	—	(0)	20%	(16)	21%	(17)	16%	(12)	43%	(34)	79
#1 Issue: Women's Issues	—	(0)	43%	(12)	13%	(4)	31%	(8)	13%	(3)	27
#1 Issue: Education	—	(0)	19%	(10)	30%	(16)	13%	(7)	39%	(21)	53
#1 Issue: Energy	3%	(2)	41%	(23)	8%	(4)	10%	(6)	37%	(21)	56
#1 Issue: Other	4%	(2)	18%	(7)	5%	(2)	19%	(7)	54%	(21)	38
2018 House Vote: Democrat	2%	(6)	26%	(65)	23%	(57)	12%	(31)	36%	(89)	247
2018 House Vote: Republican	2%	(4)	19%	(39)	24%	(49)	22%	(47)	33%	(70)	209
2018 House Vote: Someone else	1%	(0)	17%	(9)	14%	(7)	17%	(8)	51%	(25)	49
2018 House Vote: Didnt Vote	1%	(3)	26%	(53)	17%	(34)	16%	(34)	39%	(81)	206
2016 Vote: Hillary Clinton	2%	(5)	24%	(52)	23%	(49)	13%	(28)	37%	(80)	214
2016 Vote: Donald Trump	2%	(4)	17%	(36)	26%	(53)	21%	(44)	34%	(70)	207
2016 Vote: Someone else	1%	(0)	18%	(12)	17%	(11)	20%	(13)	44%	(30)	67
2016 Vote: Didnt Vote	2%	(3)	29%	(66)	15%	(33)	16%	(35)	39%	(86)	223

Continued on next page

Table HR4: (One third of respondents shown plain movie poster.) And how prestigious do you think this movie is? By prestigious, we mean the movie is artistic and celebrated by the film industry.

Demographic	Very prestigious		Somewhat prestigious		Not very prestigious		Not prestigious at all		Don't know / No opinion		Total N
Adults	2%	(13)	23%	(165)	21%	(147)	17%	(120)	37%	(266)	712
Voted in 2014: Yes	2%	(7)	21%	(88)	22%	(95)	17%	(72)	38%	(163)	424
Voted in 2014: No	2%	(6)	27%	(78)	18%	(52)	17%	(48)	36%	(103)	288
2012 Vote: Barack Obama	3%	(6)	22%	(56)	24%	(60)	14%	(35)	38%	(97)	254
2012 Vote: Mitt Romney	1%	(1)	23%	(34)	21%	(31)	18%	(27)	38%	(56)	150
2012 Vote: Other	—	(0)	14%	(6)	9%	(4)	31%	(14)	46%	(21)	45
2012 Vote: Didn't Vote	2%	(6)	26%	(69)	20%	(52)	17%	(44)	35%	(92)	263
4-Region: Northeast	2%	(3)	24%	(32)	20%	(28)	16%	(22)	38%	(52)	137
4-Region: Midwest	1%	(1)	25%	(36)	19%	(27)	19%	(27)	36%	(51)	142
4-Region: South	1%	(4)	21%	(55)	21%	(54)	19%	(49)	37%	(97)	259
4-Region: West	4%	(7)	24%	(41)	22%	(39)	12%	(21)	38%	(66)	174

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

Table HR5_1: (One third of respondents shown plain movie poster.) Do you agree or disagree with the following statements?
This seems like a movie I would enjoy.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	5%	(35)	17%	(124)	20%	(143)	22%	(157)	36%	(253)	712
Gender: Male	4%	(15)	18%	(61)	23%	(78)	21%	(70)	34%	(115)	340
Gender: Female	5%	(20)	17%	(63)	18%	(65)	23%	(87)	37%	(137)	372
Age: 18-29	8%	(13)	28%	(46)	26%	(42)	13%	(20)	25%	(41)	163
Age: 30-44	4%	(6)	18%	(29)	23%	(38)	31%	(51)	25%	(41)	164
Age: 45-54	4%	(5)	11%	(12)	17%	(19)	31%	(36)	37%	(43)	116
Age: 55-64	5%	(7)	19%	(24)	18%	(24)	14%	(19)	43%	(57)	131
Age: 65+	3%	(4)	9%	(12)	15%	(20)	22%	(31)	51%	(70)	138
Generation Z: 18-22	9%	(8)	28%	(24)	23%	(20)	10%	(9)	30%	(26)	86
Millennial: Age 23-38	5%	(9)	21%	(34)	28%	(46)	21%	(34)	25%	(40)	164
Generation X: Age 39-54	4%	(7)	15%	(29)	17%	(33)	33%	(64)	31%	(60)	192
Boomers: Age 55-73	5%	(11)	15%	(36)	16%	(39)	18%	(42)	47%	(112)	240
PID: Dem (no lean)	5%	(11)	21%	(50)	22%	(53)	21%	(52)	31%	(75)	242
PID: Ind (no lean)	4%	(11)	19%	(50)	19%	(49)	17%	(44)	41%	(108)	263
PID: Rep (no lean)	6%	(13)	11%	(23)	20%	(41)	29%	(61)	33%	(69)	207
PID/Gender: Dem Men	6%	(6)	17%	(17)	29%	(29)	20%	(20)	29%	(29)	100
PID/Gender: Dem Women	4%	(6)	24%	(33)	17%	(25)	23%	(32)	33%	(47)	142
PID/Gender: Ind Men	2%	(3)	22%	(30)	18%	(24)	15%	(21)	43%	(58)	136
PID/Gender: Ind Women	7%	(8)	16%	(20)	20%	(25)	18%	(23)	40%	(50)	127
PID/Gender: Rep Men	6%	(7)	14%	(15)	24%	(25)	28%	(29)	27%	(28)	104
PID/Gender: Rep Women	6%	(6)	9%	(9)	15%	(16)	31%	(32)	40%	(41)	103
Ideo: Liberal (1-3)	5%	(13)	25%	(59)	21%	(51)	18%	(43)	30%	(72)	238
Ideo: Moderate (4)	5%	(7)	19%	(26)	19%	(27)	20%	(28)	37%	(52)	141
Ideo: Conservative (5-7)	3%	(8)	12%	(28)	24%	(56)	30%	(70)	31%	(74)	237
Educ: < College	5%	(23)	17%	(82)	18%	(89)	23%	(113)	37%	(183)	490
Educ: Bachelors degree	6%	(9)	18%	(25)	25%	(35)	21%	(29)	29%	(40)	138
Educ: Post-grad	4%	(4)	20%	(17)	23%	(19)	18%	(15)	35%	(30)	84

Continued on next page

Table HR5_1: (One third of respondents shown plain movie poster.) Do you agree or disagree with the following statements?
This seems like a movie I would enjoy.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	5%	(35)	17%	(124)	20%	(143)	22%	(157)	36%	(253)	712
Income: Under 50k	5%	(20)	16%	(67)	19%	(78)	21%	(84)	39%	(157)	405
Income: 50k-100k	4%	(8)	20%	(40)	21%	(42)	26%	(52)	29%	(58)	200
Income: 100k+	7%	(8)	16%	(17)	22%	(24)	19%	(20)	36%	(38)	107
Ethnicity: White	4%	(23)	16%	(91)	21%	(120)	22%	(123)	36%	(202)	558
Ethnicity: Hispanic	9%	(10)	24%	(27)	20%	(22)	16%	(17)	31%	(34)	111
Ethnicity: Afr. Am.	5%	(4)	16%	(14)	15%	(13)	26%	(23)	38%	(33)	87
Ethnicity: Other	11%	(7)	29%	(19)	16%	(11)	16%	(11)	28%	(19)	67
Relig: Protestant	11%	(15)	13%	(17)	20%	(27)	24%	(31)	31%	(41)	132
Relig: Roman Catholic	4%	(6)	20%	(29)	26%	(38)	20%	(29)	29%	(41)	143
Relig: Ath./Agn./None	3%	(8)	18%	(43)	18%	(43)	18%	(43)	41%	(96)	233
Relig: Something Else	2%	(2)	16%	(17)	20%	(21)	22%	(24)	40%	(42)	106
Relig: Jewish	4%	(1)	16%	(3)	24%	(4)	3%	(0)	54%	(9)	17
Relig: Evangelical	5%	(9)	16%	(29)	18%	(34)	29%	(55)	32%	(59)	185
Relig: Non-Evang. Catholics	9%	(16)	19%	(35)	24%	(46)	19%	(35)	30%	(56)	188
Relig: All Christian	7%	(25)	17%	(64)	21%	(80)	24%	(90)	31%	(115)	373
Relig: All Non-Christian	3%	(10)	18%	(60)	19%	(64)	20%	(67)	41%	(138)	338
Community: Urban	9%	(15)	20%	(36)	19%	(33)	20%	(34)	32%	(56)	174
Community: Suburban	4%	(13)	17%	(58)	24%	(83)	20%	(69)	35%	(119)	341
Community: Rural	4%	(7)	15%	(30)	14%	(28)	27%	(53)	40%	(78)	197
Employ: Private Sector	3%	(5)	21%	(40)	24%	(45)	22%	(41)	29%	(55)	187
Employ: Government	9%	(4)	18%	(8)	28%	(12)	24%	(11)	21%	(9)	44
Employ: Self-Employed	8%	(5)	26%	(16)	15%	(9)	27%	(16)	24%	(14)	61
Employ: Homemaker	—	(0)	13%	(7)	23%	(13)	17%	(9)	46%	(25)	54
Employ: Student	5%	(2)	19%	(9)	27%	(13)	20%	(10)	30%	(14)	48
Employ: Retired	6%	(10)	7%	(12)	13%	(22)	23%	(40)	51%	(87)	170
Employ: Unemployed	6%	(4)	29%	(18)	19%	(12)	12%	(7)	33%	(21)	63
Employ: Other	5%	(4)	16%	(14)	21%	(18)	26%	(22)	32%	(28)	85
Military HH: Yes	4%	(5)	16%	(20)	20%	(25)	24%	(30)	37%	(47)	127
Military HH: No	5%	(30)	18%	(103)	20%	(118)	22%	(127)	35%	(206)	584

Continued on next page

Table HR5_1: (One third of respondents shown plain movie poster.) Do you agree or disagree with the following statements?
This seems like a movie I would enjoy.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	5%	(35)	17%	(124)	20%	(143)	22%	(157)	36%	(253)	712
RD/WT: Right Direction	4%	(10)	16%	(38)	17%	(41)	30%	(74)	33%	(82)	246
RD/WT: Wrong Track	5%	(25)	18%	(86)	22%	(102)	18%	(82)	37%	(171)	466
Trump Job Approve	5%	(13)	14%	(40)	19%	(53)	28%	(80)	34%	(97)	283
Trump Job Disapprove	5%	(21)	22%	(83)	22%	(83)	18%	(71)	33%	(125)	382
Trump Job Strongly Approve	6%	(9)	13%	(19)	14%	(20)	32%	(47)	35%	(52)	147
Trump Job Somewhat Approve	3%	(4)	16%	(21)	24%	(33)	24%	(33)	33%	(45)	136
Trump Job Somewhat Disapprove	6%	(6)	27%	(28)	30%	(31)	15%	(16)	23%	(25)	106
Trump Job Strongly Disapprove	5%	(15)	20%	(54)	19%	(52)	20%	(55)	36%	(101)	276
Favorable of Trump	5%	(13)	13%	(38)	19%	(54)	27%	(77)	36%	(103)	285
Unfavorable of Trump	5%	(20)	22%	(85)	22%	(85)	18%	(70)	33%	(128)	388
Very Favorable of Trump	6%	(10)	13%	(22)	14%	(22)	31%	(50)	36%	(58)	163
Somewhat Favorable of Trump	3%	(4)	13%	(16)	25%	(31)	22%	(27)	37%	(45)	123
Somewhat Unfavorable of Trump	3%	(3)	23%	(18)	31%	(25)	15%	(12)	28%	(22)	79
Very Unfavorable of Trump	6%	(17)	22%	(67)	20%	(60)	19%	(58)	34%	(106)	309
#1 Issue: Economy	7%	(12)	18%	(34)	24%	(46)	24%	(45)	28%	(52)	190
#1 Issue: Security	5%	(6)	10%	(14)	12%	(16)	31%	(42)	43%	(58)	137
#1 Issue: Health Care	5%	(6)	18%	(23)	25%	(33)	15%	(20)	38%	(50)	132
#1 Issue: Medicare / Social Security	3%	(2)	20%	(16)	16%	(13)	20%	(16)	41%	(32)	79
#1 Issue: Women's Issues	3%	(1)	25%	(7)	23%	(6)	21%	(6)	28%	(8)	27
#1 Issue: Education	2%	(1)	28%	(15)	12%	(6)	26%	(14)	31%	(17)	53
#1 Issue: Energy	5%	(3)	22%	(12)	28%	(16)	8%	(4)	36%	(20)	56
#1 Issue: Other	8%	(3)	9%	(3)	18%	(7)	24%	(9)	42%	(16)	38
2018 House Vote: Democrat	5%	(12)	22%	(54)	17%	(43)	19%	(48)	36%	(90)	247
2018 House Vote: Republican	6%	(12)	11%	(23)	19%	(40)	29%	(59)	36%	(74)	209
2018 House Vote: Someone else	2%	(1)	17%	(8)	24%	(12)	14%	(7)	43%	(21)	49
2018 House Vote: Didnt Vote	5%	(10)	19%	(39)	24%	(48)	20%	(41)	33%	(68)	206
2016 Vote: Hillary Clinton	5%	(11)	19%	(42)	18%	(38)	21%	(45)	37%	(78)	214
2016 Vote: Donald Trump	5%	(10)	14%	(30)	20%	(41)	26%	(55)	34%	(71)	207
2016 Vote: Someone else	2%	(1)	10%	(7)	25%	(17)	26%	(17)	37%	(25)	67
2016 Vote: Didnt Vote	6%	(13)	20%	(45)	21%	(46)	18%	(40)	35%	(79)	223

Continued on next page

Table HR5_1: (One third of respondents shown plain movie poster.) Do you agree or disagree with the following statements?*This seems like a movie I would enjoy.*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	5%	(35)	17%	(124)	20%	(143)	22%	(157)	36%	(253)	712
Voted in 2014: Yes	4%	(18)	16%	(67)	19%	(79)	23%	(98)	38%	(162)	424
Voted in 2014: No	6%	(17)	20%	(56)	22%	(64)	21%	(59)	32%	(91)	288
2012 Vote: Barack Obama	4%	(10)	18%	(45)	19%	(49)	22%	(57)	37%	(93)	254
2012 Vote: Mitt Romney	4%	(6)	14%	(20)	19%	(28)	24%	(35)	40%	(60)	150
2012 Vote: Other	2%	(1)	14%	(6)	20%	(9)	25%	(11)	40%	(18)	45
2012 Vote: Didn't Vote	7%	(19)	20%	(52)	22%	(57)	20%	(53)	31%	(82)	263
4-Region: Northeast	4%	(6)	21%	(29)	21%	(29)	16%	(22)	38%	(52)	137
4-Region: Midwest	4%	(6)	12%	(18)	19%	(27)	28%	(39)	36%	(52)	142
4-Region: South	5%	(13)	15%	(38)	21%	(54)	27%	(69)	33%	(85)	259
4-Region: West	6%	(10)	22%	(39)	19%	(34)	15%	(26)	37%	(65)	174

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

Table HR5_2: (One third of respondents shown plain movie poster.) Do you agree or disagree with the following statements?
This seems like a movie made for people like me.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	4%	(29)	15%	(107)	19%	(137)	27%	(189)	35%	(250)	712
Gender: Male	5%	(16)	14%	(49)	23%	(77)	26%	(88)	33%	(111)	340
Gender: Female	4%	(14)	16%	(58)	16%	(60)	27%	(101)	37%	(139)	372
Age: 18-29	8%	(14)	17%	(27)	23%	(37)	27%	(43)	26%	(42)	163
Age: 30-44	5%	(8)	15%	(24)	21%	(35)	30%	(49)	29%	(48)	164
Age: 45-54	1%	(2)	16%	(19)	16%	(18)	31%	(35)	36%	(42)	116
Age: 55-64	4%	(5)	19%	(25)	17%	(23)	23%	(30)	37%	(48)	131
Age: 65+	1%	(1)	8%	(11)	17%	(23)	23%	(32)	51%	(70)	138
Generation Z: 18-22	11%	(9)	19%	(16)	19%	(16)	25%	(22)	27%	(23)	86
Millennial: Age 23-38	5%	(8)	14%	(23)	26%	(42)	26%	(43)	29%	(47)	164
Generation X: Age 39-54	3%	(6)	16%	(31)	17%	(33)	32%	(62)	31%	(60)	192
Boomers: Age 55-73	2%	(6)	15%	(36)	17%	(41)	23%	(56)	42%	(102)	240
PID: Dem (no lean)	5%	(11)	18%	(44)	22%	(52)	25%	(61)	31%	(75)	242
PID: Ind (no lean)	4%	(10)	14%	(36)	16%	(43)	23%	(61)	43%	(113)	263
PID: Rep (no lean)	4%	(8)	13%	(27)	20%	(42)	33%	(67)	30%	(62)	207
PID/Gender: Dem Men	7%	(7)	15%	(15)	27%	(27)	23%	(23)	28%	(28)	100
PID/Gender: Dem Women	3%	(4)	20%	(29)	18%	(26)	27%	(38)	33%	(46)	142
PID/Gender: Ind Men	2%	(3)	14%	(19)	17%	(23)	26%	(35)	42%	(57)	136
PID/Gender: Ind Women	6%	(7)	14%	(17)	16%	(20)	21%	(26)	44%	(56)	127
PID/Gender: Rep Men	6%	(6)	14%	(15)	27%	(28)	29%	(30)	24%	(25)	104
PID/Gender: Rep Women	2%	(2)	12%	(12)	14%	(14)	36%	(37)	36%	(37)	103
Ideo: Liberal (1-3)	4%	(10)	20%	(48)	23%	(54)	23%	(55)	30%	(71)	238
Ideo: Moderate (4)	2%	(2)	19%	(27)	20%	(29)	22%	(31)	37%	(51)	141
Ideo: Conservative (5-7)	5%	(12)	9%	(22)	19%	(46)	34%	(81)	32%	(75)	237
Educ: < College	4%	(18)	14%	(67)	18%	(86)	27%	(133)	38%	(186)	490
Educ: Bachelors degree	8%	(11)	16%	(22)	23%	(32)	27%	(37)	26%	(36)	138
Educ: Post-grad	2%	(1)	21%	(18)	22%	(19)	22%	(19)	33%	(28)	84

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Table HR5_2: (One third of respondents shown plain movie poster.) Do you agree or disagree with the following statements?
This seems like a movie made for people like me.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	4%	(29)	15%	(107)	19%	(137)	27%	(189)	35%	(250)	712
Income: Under 50k	4%	(15)	14%	(57)	18%	(74)	24%	(96)	40%	(163)	405
Income: 50k-100k	5%	(9)	15%	(31)	21%	(43)	33%	(66)	26%	(51)	200
Income: 100k+	5%	(6)	18%	(19)	19%	(20)	25%	(27)	33%	(35)	107
Ethnicity: White	3%	(18)	16%	(88)	20%	(110)	26%	(145)	35%	(196)	558
Ethnicity: Hispanic	11%	(12)	19%	(21)	18%	(20)	27%	(30)	25%	(27)	111
Ethnicity: Afr. Am.	5%	(4)	6%	(5)	16%	(14)	27%	(23)	46%	(40)	87
Ethnicity: Other	10%	(7)	20%	(13)	20%	(13)	30%	(20)	21%	(14)	67
Relig: Protestant	7%	(9)	17%	(22)	18%	(24)	26%	(34)	32%	(43)	132
Relig: Roman Catholic	4%	(6)	16%	(23)	26%	(37)	27%	(38)	27%	(39)	143
Relig: Ath./Agn./None	2%	(5)	16%	(37)	18%	(41)	24%	(55)	40%	(93)	233
Relig: Something Else	4%	(4)	11%	(12)	19%	(20)	25%	(26)	41%	(44)	106
Relig: Jewish	4%	(1)	9%	(2)	33%	(6)	10%	(2)	44%	(7)	17
Relig: Evangelical	5%	(10)	12%	(23)	18%	(33)	33%	(61)	32%	(59)	185
Relig: Non-Evang. Catholics	6%	(10)	19%	(35)	23%	(43)	24%	(46)	29%	(54)	188
Relig: All Christian	5%	(20)	15%	(57)	20%	(76)	29%	(107)	30%	(112)	373
Relig: All Non-Christian	3%	(9)	15%	(49)	18%	(61)	24%	(82)	41%	(137)	338
Community: Urban	7%	(13)	16%	(28)	18%	(32)	24%	(42)	33%	(58)	174
Community: Suburban	4%	(13)	16%	(53)	21%	(71)	25%	(86)	35%	(118)	341
Community: Rural	2%	(4)	13%	(25)	17%	(34)	31%	(60)	37%	(73)	197
Employ: Private Sector	4%	(8)	16%	(29)	25%	(46)	28%	(52)	27%	(51)	187
Employ: Government	13%	(6)	15%	(7)	13%	(6)	35%	(15)	24%	(10)	44
Employ: Self-Employed	5%	(3)	18%	(11)	15%	(9)	31%	(19)	30%	(18)	61
Employ: Homemaker	6%	(3)	13%	(7)	23%	(12)	22%	(12)	36%	(20)	54
Employ: Student	1%	(0)	17%	(8)	28%	(13)	34%	(16)	21%	(10)	48
Employ: Retired	3%	(5)	8%	(14)	15%	(25)	25%	(43)	49%	(83)	170
Employ: Unemployed	4%	(3)	21%	(13)	15%	(10)	16%	(10)	44%	(27)	63
Employ: Other	2%	(2)	21%	(18)	18%	(15)	24%	(21)	35%	(30)	85
Military HH: Yes	3%	(4)	16%	(20)	20%	(25)	26%	(33)	35%	(45)	127
Military HH: No	4%	(26)	15%	(87)	19%	(112)	27%	(155)	35%	(205)	584

Continued on next page

Table HR5_2: (One third of respondents shown plain movie poster.) Do you agree or disagree with the following statements?
This seems like a movie made for people like me.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	4%	(29)	15%	(107)	19%	(137)	27%	(189)	35%	(250)	712
RD/WT: Right Direction	4%	(9)	13%	(31)	15%	(37)	35%	(85)	34%	(82)	246
RD/WT: Wrong Track	4%	(20)	16%	(75)	21%	(100)	22%	(104)	36%	(167)	466
Trump Job Approve	4%	(11)	13%	(36)	17%	(49)	35%	(98)	31%	(88)	283
Trump Job Disapprove	5%	(18)	18%	(69)	22%	(86)	22%	(82)	33%	(127)	382
Trump Job Strongly Approve	3%	(5)	13%	(20)	16%	(23)	33%	(49)	34%	(51)	147
Trump Job Somewhat Approve	5%	(6)	12%	(16)	19%	(26)	36%	(49)	28%	(38)	136
Trump Job Somewhat Disapprove	5%	(5)	18%	(19)	28%	(30)	18%	(19)	31%	(33)	106
Trump Job Strongly Disapprove	5%	(13)	18%	(50)	20%	(56)	23%	(63)	34%	(94)	276
Favorable of Trump	4%	(10)	13%	(37)	17%	(49)	32%	(91)	34%	(98)	285
Unfavorable of Trump	5%	(19)	18%	(70)	21%	(83)	21%	(83)	34%	(133)	388
Very Favorable of Trump	4%	(6)	13%	(20)	17%	(27)	32%	(52)	35%	(57)	163
Somewhat Favorable of Trump	3%	(4)	13%	(16)	18%	(22)	32%	(39)	33%	(41)	123
Somewhat Unfavorable of Trump	3%	(2)	18%	(14)	29%	(23)	20%	(16)	30%	(24)	79
Very Unfavorable of Trump	5%	(17)	18%	(56)	20%	(60)	22%	(67)	35%	(109)	309
#1 Issue: Economy	4%	(7)	15%	(28)	22%	(41)	28%	(53)	32%	(61)	190
#1 Issue: Security	3%	(4)	9%	(12)	17%	(23)	32%	(44)	40%	(55)	137
#1 Issue: Health Care	6%	(7)	18%	(23)	20%	(27)	22%	(29)	34%	(45)	132
#1 Issue: Medicare / Social Security	3%	(2)	16%	(13)	23%	(18)	20%	(16)	38%	(30)	79
#1 Issue: Women's Issues	—	(0)	17%	(5)	20%	(5)	32%	(9)	31%	(8)	27
#1 Issue: Education	7%	(4)	18%	(9)	5%	(3)	37%	(20)	33%	(17)	53
#1 Issue: Energy	5%	(3)	24%	(13)	29%	(16)	12%	(7)	30%	(17)	56
#1 Issue: Other	7%	(3)	10%	(4)	10%	(4)	30%	(11)	43%	(16)	38
2018 House Vote: Democrat	4%	(11)	18%	(45)	20%	(48)	23%	(56)	35%	(86)	247
2018 House Vote: Republican	5%	(10)	10%	(21)	17%	(36)	33%	(69)	34%	(72)	209
2018 House Vote: Someone else	—	(0)	15%	(7)	21%	(10)	20%	(10)	44%	(22)	49
2018 House Vote: Didnt Vote	4%	(8)	16%	(33)	21%	(42)	26%	(54)	33%	(69)	206
2016 Vote: Hillary Clinton	4%	(9)	17%	(37)	19%	(42)	24%	(52)	35%	(74)	214
2016 Vote: Donald Trump	4%	(8)	14%	(30)	20%	(41)	30%	(63)	32%	(66)	207
2016 Vote: Someone else	2%	(1)	8%	(5)	18%	(12)	29%	(20)	43%	(29)	67
2016 Vote: Didnt Vote	5%	(12)	16%	(35)	19%	(42)	24%	(53)	36%	(81)	223

Continued on next page

Table HR5_2: (One third of respondents shown plain movie poster.) Do you agree or disagree with the following statements?*This seems like a movie made for people like me.*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	4%	(29)	15%	(107)	19%	(137)	27%	(189)	35%	(250)	712
Voted in 2014: Yes	3%	(13)	16%	(69)	19%	(80)	25%	(107)	37%	(155)	424
Voted in 2014: No	6%	(17)	13%	(37)	20%	(58)	28%	(82)	33%	(95)	288
2012 Vote: Barack Obama	3%	(9)	18%	(45)	20%	(50)	24%	(61)	35%	(90)	254
2012 Vote: Mitt Romney	3%	(4)	14%	(21)	17%	(25)	29%	(44)	37%	(55)	150
2012 Vote: Other	—	(0)	11%	(5)	21%	(9)	22%	(10)	45%	(21)	45
2012 Vote: Didn't Vote	6%	(17)	14%	(36)	20%	(52)	28%	(74)	32%	(84)	263
4-Region: Northeast	3%	(4)	17%	(23)	20%	(28)	20%	(28)	39%	(54)	137
4-Region: Midwest	2%	(3)	13%	(18)	19%	(28)	33%	(47)	33%	(47)	142
4-Region: South	6%	(16)	11%	(28)	19%	(50)	29%	(75)	35%	(90)	259
4-Region: West	3%	(6)	22%	(38)	19%	(32)	23%	(39)	34%	(59)	174

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

Table HR5_3: (One third of respondents shown plain movie poster.) Do you agree or disagree with the following statements?
This seems like a movie made for elite audiences.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	7%	(46)	18%	(131)	21%	(149)	12%	(89)	42%	(297)	712
Gender: Male	9%	(31)	18%	(61)	20%	(67)	13%	(46)	40%	(134)	340
Gender: Female	4%	(15)	19%	(69)	22%	(82)	12%	(43)	44%	(162)	372
Age: 18-29	8%	(14)	23%	(38)	24%	(39)	10%	(16)	35%	(56)	163
Age: 30-44	5%	(8)	25%	(42)	21%	(34)	17%	(28)	32%	(53)	164
Age: 45-54	10%	(11)	11%	(13)	19%	(22)	15%	(17)	45%	(52)	116
Age: 55-64	9%	(11)	13%	(17)	23%	(30)	10%	(13)	45%	(59)	131
Age: 65+	2%	(2)	15%	(21)	17%	(23)	11%	(16)	55%	(76)	138
Generation Z: 18-22	6%	(5)	21%	(18)	22%	(19)	9%	(8)	42%	(37)	86
Millennial: Age 23-38	6%	(10)	29%	(47)	21%	(35)	15%	(25)	29%	(48)	164
Generation X: Age 39-54	9%	(18)	14%	(28)	22%	(42)	14%	(28)	40%	(77)	192
Boomers: Age 55-73	6%	(14)	14%	(33)	21%	(50)	10%	(25)	49%	(119)	240
PID: Dem (no lean)	5%	(13)	16%	(38)	28%	(67)	15%	(36)	37%	(89)	242
PID: Ind (no lean)	7%	(18)	18%	(48)	15%	(39)	10%	(25)	50%	(132)	263
PID: Rep (no lean)	8%	(16)	22%	(45)	21%	(44)	13%	(27)	37%	(76)	207
PID/Gender: Dem Men	8%	(8)	20%	(20)	26%	(26)	12%	(12)	34%	(34)	100
PID/Gender: Dem Women	3%	(5)	13%	(18)	29%	(41)	17%	(24)	39%	(55)	142
PID/Gender: Ind Men	10%	(13)	17%	(23)	13%	(17)	12%	(17)	48%	(66)	136
PID/Gender: Ind Women	4%	(5)	20%	(26)	17%	(21)	7%	(9)	52%	(66)	127
PID/Gender: Rep Men	9%	(10)	18%	(19)	23%	(23)	16%	(17)	33%	(35)	104
PID/Gender: Rep Women	6%	(6)	25%	(26)	20%	(20)	10%	(10)	40%	(41)	103
Ideo: Liberal (1-3)	6%	(15)	19%	(45)	28%	(66)	11%	(27)	36%	(85)	238
Ideo: Moderate (4)	3%	(4)	17%	(24)	23%	(32)	15%	(21)	42%	(59)	141
Ideo: Conservative (5-7)	9%	(22)	21%	(50)	15%	(35)	13%	(30)	42%	(100)	237
Educ: < College	4%	(21)	18%	(88)	21%	(102)	12%	(59)	45%	(220)	490
Educ: Bachelors degree	14%	(19)	18%	(25)	22%	(30)	13%	(18)	33%	(46)	138
Educ: Post-grad	7%	(6)	22%	(18)	20%	(17)	13%	(11)	37%	(31)	84

Continued on next page

Table HR5_3: (One third of respondents shown plain movie poster.) Do you agree or disagree with the following statements?
This seems like a movie made for elite audiences.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	7%	(46)	18%	(131)	21%	(149)	12%	(89)	42%	(297)	712
Income: Under 50k	3%	(13)	16%	(67)	20%	(80)	11%	(46)	49%	(200)	405
Income: 50k-100k	10%	(20)	19%	(38)	25%	(49)	17%	(34)	29%	(59)	200
Income: 100k+	13%	(14)	24%	(26)	19%	(20)	8%	(8)	36%	(38)	107
Ethnicity: White	7%	(38)	19%	(106)	21%	(118)	11%	(63)	42%	(234)	558
Ethnicity: Hispanic	13%	(14)	25%	(28)	21%	(23)	4%	(4)	37%	(42)	111
Ethnicity: Afr. Am.	2%	(2)	10%	(9)	21%	(19)	22%	(19)	44%	(39)	87
Ethnicity: Other	10%	(7)	24%	(16)	18%	(12)	11%	(7)	37%	(25)	67
Relig: Protestant	9%	(12)	18%	(23)	25%	(33)	14%	(18)	34%	(45)	132
Relig: Roman Catholic	9%	(13)	23%	(33)	28%	(40)	5%	(7)	35%	(51)	143
Relig: Ath./Agn./None	3%	(8)	19%	(43)	17%	(39)	13%	(31)	48%	(111)	233
Relig: Something Else	6%	(7)	10%	(10)	20%	(21)	14%	(15)	49%	(52)	106
Relig: Jewish	9%	(2)	19%	(3)	16%	(3)	10%	(2)	45%	(8)	17
Relig: Evangelical	9%	(16)	21%	(38)	18%	(33)	15%	(27)	38%	(70)	185
Relig: Non-Evang. Catholics	8%	(15)	21%	(39)	29%	(55)	8%	(15)	34%	(63)	188
Relig: All Christian	8%	(32)	21%	(77)	24%	(88)	11%	(42)	36%	(134)	373
Relig: All Non-Christian	4%	(15)	16%	(54)	18%	(61)	14%	(46)	48%	(163)	338
Community: Urban	8%	(14)	17%	(29)	17%	(30)	13%	(22)	45%	(78)	174
Community: Suburban	4%	(15)	21%	(71)	24%	(83)	13%	(44)	37%	(128)	341
Community: Rural	9%	(17)	15%	(30)	18%	(36)	12%	(23)	46%	(91)	197
Employ: Private Sector	10%	(20)	22%	(41)	22%	(41)	14%	(26)	32%	(59)	187
Employ: Government	9%	(4)	17%	(8)	23%	(10)	11%	(5)	39%	(17)	44
Employ: Self-Employed	8%	(5)	21%	(13)	23%	(14)	16%	(10)	33%	(20)	61
Employ: Homemaker	4%	(2)	22%	(12)	15%	(8)	16%	(9)	43%	(23)	54
Employ: Student	6%	(3)	15%	(7)	26%	(12)	13%	(6)	41%	(20)	48
Employ: Retired	5%	(9)	12%	(20)	15%	(26)	12%	(21)	56%	(95)	170
Employ: Unemployed	4%	(2)	28%	(17)	17%	(11)	7%	(5)	44%	(28)	63
Employ: Other	2%	(2)	15%	(13)	32%	(27)	9%	(8)	42%	(36)	85
Military HH: Yes	5%	(6)	14%	(18)	19%	(24)	11%	(14)	51%	(64)	127
Military HH: No	7%	(40)	19%	(113)	21%	(125)	13%	(74)	40%	(232)	584

Continued on next page

Table HR5_3: (One third of respondents shown plain movie poster.) Do you agree or disagree with the following statements?
This seems like a movie made for elite audiences.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	7%	(46)	18%	(131)	21%	(149)	12%	(89)	42%	(297)	712
RD/WT: Right Direction	10%	(24)	17%	(41)	19%	(48)	15%	(36)	40%	(97)	246
RD/WT: Wrong Track	5%	(23)	19%	(90)	22%	(101)	11%	(53)	43%	(199)	466
Trump Job Approve	9%	(27)	20%	(56)	17%	(49)	14%	(40)	40%	(112)	283
Trump Job Disapprove	5%	(18)	19%	(72)	25%	(95)	12%	(47)	39%	(151)	382
Trump Job Strongly Approve	12%	(17)	19%	(28)	15%	(22)	14%	(20)	40%	(59)	147
Trump Job Somewhat Approve	7%	(9)	20%	(28)	20%	(27)	14%	(19)	39%	(53)	136
Trump Job Somewhat Disapprove	3%	(3)	26%	(27)	26%	(27)	13%	(14)	32%	(34)	106
Trump Job Strongly Disapprove	5%	(15)	16%	(44)	24%	(67)	12%	(32)	42%	(117)	276
Favorable of Trump	8%	(22)	20%	(58)	16%	(45)	14%	(40)	42%	(121)	285
Unfavorable of Trump	5%	(19)	17%	(68)	26%	(101)	12%	(47)	39%	(153)	388
Very Favorable of Trump	10%	(16)	19%	(31)	15%	(25)	13%	(22)	42%	(69)	163
Somewhat Favorable of Trump	5%	(6)	22%	(26)	16%	(20)	15%	(18)	43%	(52)	123
Somewhat Unfavorable of Trump	4%	(3)	21%	(17)	27%	(21)	14%	(11)	34%	(26)	79
Very Unfavorable of Trump	5%	(16)	16%	(51)	26%	(80)	11%	(36)	41%	(127)	309
#1 Issue: Economy	5%	(10)	19%	(37)	22%	(42)	16%	(30)	37%	(71)	190
#1 Issue: Security	6%	(9)	21%	(29)	20%	(27)	10%	(13)	43%	(60)	137
#1 Issue: Health Care	9%	(12)	15%	(19)	22%	(29)	10%	(14)	44%	(58)	132
#1 Issue: Medicare / Social Security	4%	(3)	15%	(12)	24%	(19)	9%	(7)	48%	(38)	79
#1 Issue: Women's Issues	18%	(5)	21%	(6)	23%	(6)	5%	(1)	33%	(9)	27
#1 Issue: Education	8%	(4)	20%	(10)	11%	(6)	18%	(10)	44%	(23)	53
#1 Issue: Energy	3%	(2)	25%	(14)	32%	(18)	9%	(5)	32%	(18)	56
#1 Issue: Other	6%	(2)	11%	(4)	6%	(2)	22%	(8)	55%	(21)	38
2018 House Vote: Democrat	7%	(17)	19%	(47)	26%	(65)	11%	(28)	36%	(90)	247
2018 House Vote: Republican	9%	(19)	20%	(43)	19%	(40)	13%	(26)	38%	(80)	209
2018 House Vote: Someone else	1%	(1)	17%	(8)	7%	(3)	17%	(8)	58%	(29)	49
2018 House Vote: Didnt Vote	5%	(9)	15%	(32)	20%	(41)	12%	(26)	48%	(98)	206
2016 Vote: Hillary Clinton	5%	(10)	19%	(41)	26%	(56)	11%	(24)	39%	(83)	214
2016 Vote: Donald Trump	10%	(22)	18%	(38)	22%	(45)	12%	(26)	37%	(77)	207
2016 Vote: Someone else	8%	(5)	15%	(10)	11%	(7)	18%	(12)	50%	(33)	67
2016 Vote: Didnt Vote	4%	(9)	19%	(42)	18%	(40)	12%	(27)	47%	(104)	223

Continued on next page

Table HR5_3: (One third of respondents shown plain movie poster.) Do you agree or disagree with the following statements?*This seems like a movie made for elite audiences.*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	7%	(46)	18%	(131)	21%	(149)	12%	(89)	42%	(297)	712
Voted in 2014: Yes	7%	(30)	18%	(76)	21%	(88)	12%	(50)	42%	(179)	424
Voted in 2014: No	6%	(17)	19%	(55)	21%	(61)	13%	(38)	41%	(117)	288
2012 Vote: Barack Obama	7%	(17)	18%	(47)	21%	(54)	12%	(30)	42%	(106)	254
2012 Vote: Mitt Romney	9%	(13)	18%	(27)	21%	(31)	13%	(19)	39%	(59)	150
2012 Vote: Other	8%	(3)	13%	(6)	10%	(5)	18%	(8)	51%	(23)	45
2012 Vote: Didn't Vote	5%	(12)	19%	(51)	23%	(59)	12%	(32)	41%	(109)	263
4-Region: Northeast	4%	(6)	19%	(26)	26%	(36)	10%	(13)	41%	(57)	137
4-Region: Midwest	6%	(9)	21%	(29)	16%	(22)	13%	(19)	44%	(62)	142
4-Region: South	6%	(17)	19%	(49)	18%	(45)	16%	(42)	41%	(106)	259
4-Region: West	9%	(15)	15%	(27)	26%	(46)	8%	(15)	41%	(72)	174

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

Table HR6: (One third of respondents shown movie poster with laurels.) Based on the movie poster above, would you see this movie?

Demographic	Yes, I definitely would see that movie		Yes, I probably would see that movie		No, I probably wouldn't see that movie		No, I definitely wouldn't see that movie		Don't know / No opinion		Total N
Adults	2%	(13)	21%	(161)	37%	(279)	16%	(120)	24%	(185)	758
Gender: Male	1%	(6)	19%	(72)	38%	(144)	19%	(70)	22%	(84)	376
Gender: Female	2%	(8)	23%	(89)	35%	(135)	13%	(50)	26%	(101)	383
Age: 18-29	1%	(2)	26%	(41)	37%	(60)	14%	(22)	22%	(35)	161
Age: 30-44	1%	(1)	27%	(48)	35%	(63)	17%	(31)	20%	(36)	180
Age: 45-54	4%	(7)	21%	(31)	40%	(60)	14%	(21)	21%	(31)	150
Age: 55-64	2%	(2)	19%	(21)	35%	(38)	18%	(19)	26%	(28)	108
Age: 65+	1%	(1)	12%	(20)	36%	(57)	16%	(26)	35%	(55)	160
Generation Z: 18-22	3%	(2)	29%	(18)	40%	(25)	6%	(4)	22%	(14)	63
Millennial: Age 23-38	—	(1)	27%	(52)	35%	(68)	18%	(34)	20%	(39)	195
Generation X: Age 39-54	3%	(7)	22%	(51)	39%	(90)	16%	(36)	21%	(49)	232
Boomers: Age 55-73	2%	(4)	16%	(38)	36%	(84)	18%	(42)	28%	(66)	233
PID: Dem (no lean)	2%	(5)	30%	(73)	31%	(77)	12%	(31)	25%	(62)	248
PID: Ind (no lean)	2%	(6)	17%	(46)	37%	(102)	16%	(44)	27%	(75)	273
PID: Rep (no lean)	1%	(2)	18%	(42)	42%	(100)	19%	(45)	20%	(48)	237
PID/Gender: Dem Men	3%	(3)	28%	(33)	30%	(35)	11%	(13)	28%	(33)	118
PID/Gender: Dem Women	2%	(2)	31%	(40)	32%	(42)	13%	(17)	22%	(29)	130
PID/Gender: Ind Men	1%	(1)	16%	(21)	39%	(50)	20%	(27)	24%	(31)	130
PID/Gender: Ind Women	3%	(5)	17%	(25)	36%	(52)	12%	(18)	31%	(44)	142
PID/Gender: Rep Men	1%	(1)	14%	(18)	46%	(58)	24%	(30)	15%	(19)	127
PID/Gender: Rep Women	1%	(1)	22%	(24)	37%	(41)	14%	(15)	26%	(29)	110
Ideo: Liberal (1-3)	2%	(4)	26%	(60)	37%	(86)	11%	(27)	25%	(58)	234
Ideo: Moderate (4)	2%	(4)	23%	(37)	34%	(55)	20%	(33)	21%	(35)	163
Ideo: Conservative (5-7)	2%	(6)	19%	(50)	44%	(114)	16%	(42)	18%	(47)	259
Educ: < College	2%	(12)	20%	(107)	35%	(183)	17%	(89)	26%	(134)	525
Educ: Bachelors degree	1%	(1)	26%	(42)	38%	(61)	12%	(19)	22%	(35)	157
Educ: Post-grad	1%	(1)	17%	(13)	46%	(35)	16%	(12)	20%	(15)	76

Continued on next page

Table HR6: (One third of respondents shown movie poster with laurels.) Based on the movie poster above, would you see this movie?

Demographic	Yes, I definitely would see that movie		Yes, I probably would see that movie		No, I probably wouldn't see that movie		No, I definitely wouldn't see that movie		Don't know / No opinion		Total N
Adults	2%	(13)	21%	(161)	37%	(279)	16%	(120)	24%	(185)	758
Income: Under 50k	2%	(11)	22%	(105)	33%	(158)	17%	(79)	26%	(121)	474
Income: 50k-100k	1%	(2)	18%	(36)	45%	(88)	13%	(26)	23%	(44)	196
Income: 100k+	—	(0)	23%	(20)	37%	(33)	18%	(16)	22%	(20)	89
Ethnicity: White	2%	(10)	19%	(115)	39%	(234)	16%	(97)	24%	(141)	596
Ethnicity: Hispanic	4%	(6)	31%	(42)	38%	(52)	15%	(20)	13%	(18)	137
Ethnicity: Afr. Am.	3%	(2)	26%	(23)	30%	(26)	12%	(10)	30%	(26)	88
Ethnicity: Other	2%	(1)	31%	(23)	25%	(19)	17%	(13)	25%	(18)	73
Relig: Protestant	—	(0)	20%	(35)	40%	(72)	18%	(32)	23%	(41)	180
Relig: Roman Catholic	6%	(8)	20%	(29)	37%	(52)	15%	(21)	22%	(30)	140
Relig: Ath./Agn./None	1%	(1)	20%	(41)	32%	(68)	16%	(34)	31%	(66)	210
Relig: Something Else	1%	(2)	21%	(26)	38%	(46)	16%	(20)	23%	(27)	120
Relig: Jewish	—	(0)	25%	(5)	25%	(5)	18%	(4)	31%	(6)	20
Relig: Evangelical	2%	(4)	24%	(54)	39%	(86)	16%	(35)	20%	(45)	222
Relig: Non-Evang. Catholics	3%	(7)	20%	(41)	38%	(79)	15%	(32)	23%	(47)	205
Relig: All Christian	2%	(10)	22%	(95)	38%	(164)	16%	(66)	21%	(92)	428
Relig: All Non-Christian	1%	(3)	20%	(67)	35%	(114)	16%	(54)	28%	(93)	331
Community: Urban	1%	(2)	23%	(47)	32%	(67)	17%	(35)	27%	(57)	208
Community: Suburban	3%	(11)	21%	(73)	37%	(127)	15%	(50)	25%	(85)	345
Community: Rural	—	(0)	20%	(42)	42%	(85)	17%	(35)	21%	(44)	205
Employ: Private Sector	1%	(1)	26%	(58)	44%	(99)	13%	(30)	17%	(37)	226
Employ: Government	2%	(1)	8%	(3)	50%	(20)	27%	(11)	12%	(5)	39
Employ: Self-Employed	3%	(2)	34%	(26)	35%	(27)	9%	(7)	18%	(13)	75
Employ: Homemaker	10%	(6)	21%	(12)	26%	(14)	18%	(10)	25%	(14)	56
Employ: Student	3%	(2)	28%	(13)	32%	(15)	8%	(4)	28%	(13)	46
Employ: Retired	1%	(1)	12%	(21)	35%	(64)	17%	(31)	35%	(63)	180
Employ: Unemployed	—	(0)	17%	(13)	33%	(25)	16%	(12)	35%	(27)	78
Employ: Other	—	(0)	27%	(15)	26%	(15)	26%	(15)	21%	(12)	58
Military HH: Yes	—	(0)	20%	(27)	40%	(53)	13%	(18)	27%	(37)	135
Military HH: No	2%	(13)	22%	(135)	36%	(225)	16%	(102)	24%	(148)	623

Continued on next page

Table HR6: (One third of respondents shown movie poster with laurels.) Based on the movie poster above, would you see this movie?

Demographic	Yes, I definitely would see that movie		Yes, I probably would see that movie		No, I probably wouldn't see that movie		No, I definitely wouldn't see that movie		Don't know / No opinion		Total N
Adults	2%	(13)	21%	(161)	37%	(279)	16%	(120)	24%	(185)	758
RD/WT: Right Direction	2%	(5)	21%	(66)	36%	(112)	19%	(58)	22%	(69)	308
RD/WT: Wrong Track	2%	(8)	21%	(96)	37%	(167)	14%	(62)	26%	(116)	450
Trump Job Approve	1%	(4)	19%	(63)	40%	(130)	20%	(65)	20%	(64)	326
Trump Job Disapprove	2%	(10)	24%	(92)	35%	(138)	13%	(52)	25%	(97)	389
Trump Job Strongly Approve	2%	(3)	13%	(21)	39%	(64)	25%	(40)	21%	(35)	162
Trump Job Somewhat Approve	1%	(1)	26%	(42)	40%	(67)	15%	(25)	18%	(30)	164
Trump Job Somewhat Disapprove	1%	(1)	37%	(33)	37%	(33)	10%	(9)	14%	(13)	88
Trump Job Strongly Disapprove	3%	(8)	20%	(59)	35%	(105)	14%	(43)	28%	(85)	300
Favorable of Trump	1%	(2)	18%	(56)	42%	(131)	20%	(62)	19%	(59)	311
Unfavorable of Trump	3%	(11)	25%	(98)	33%	(132)	14%	(54)	26%	(102)	398
Very Favorable of Trump	1%	(1)	14%	(25)	42%	(75)	23%	(42)	20%	(36)	179
Somewhat Favorable of Trump	1%	(1)	24%	(31)	43%	(56)	15%	(20)	17%	(23)	131
Somewhat Unfavorable of Trump	3%	(2)	26%	(19)	32%	(23)	15%	(10)	24%	(17)	71
Very Unfavorable of Trump	3%	(9)	24%	(80)	33%	(109)	13%	(44)	26%	(85)	327
#1 Issue: Economy	—	(1)	26%	(54)	44%	(91)	13%	(27)	17%	(35)	208
#1 Issue: Security	2%	(3)	17%	(25)	40%	(60)	19%	(29)	22%	(33)	150
#1 Issue: Health Care	1%	(2)	30%	(38)	26%	(33)	19%	(24)	23%	(30)	127
#1 Issue: Medicare / Social Security	1%	(1)	7%	(8)	39%	(46)	15%	(18)	38%	(45)	118
#1 Issue: Women's Issues	2%	(1)	35%	(10)	41%	(12)	6%	(2)	15%	(4)	28
#1 Issue: Education	11%	(5)	11%	(5)	38%	(17)	27%	(12)	13%	(6)	44
#1 Issue: Energy	—	(0)	31%	(11)	28%	(10)	14%	(5)	28%	(10)	35
#1 Issue: Other	2%	(1)	21%	(10)	22%	(10)	9%	(4)	46%	(23)	48
2018 House Vote: Democrat	1%	(4)	26%	(70)	35%	(94)	14%	(37)	25%	(67)	273
2018 House Vote: Republican	1%	(2)	16%	(38)	44%	(104)	20%	(48)	19%	(45)	236
2018 House Vote: Someone else	—	(0)	15%	(5)	32%	(11)	11%	(4)	43%	(15)	35
2018 House Vote: Didnt Vote	3%	(7)	22%	(47)	33%	(69)	15%	(31)	27%	(58)	213
2016 Vote: Hillary Clinton	1%	(3)	22%	(50)	33%	(75)	14%	(31)	29%	(66)	226
2016 Vote: Donald Trump	1%	(2)	17%	(41)	40%	(96)	21%	(51)	20%	(47)	238
2016 Vote: Someone else	—	(0)	24%	(15)	40%	(25)	15%	(9)	20%	(13)	62
2016 Vote: Didnt Vote	3%	(8)	24%	(55)	35%	(81)	12%	(29)	26%	(59)	232

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Table HR6: (One third of respondents shown movie poster with laurels.) Based on the movie poster above, would you see this movie?

Demographic	Yes, I definitely would see that movie		Yes, I probably would see that movie		No, I probably wouldn't see that movie		No, I definitely wouldn't see that movie		Don't know / No opinion		Total N
Adults	2%	(13)	21%	(161)	37%	(279)	16%	(120)	24%	(185)	758
Voted in 2014: Yes	1%	(4)	21%	(97)	37%	(171)	16%	(77)	25%	(118)	468
Voted in 2014: No	3%	(9)	22%	(64)	37%	(108)	15%	(43)	23%	(67)	291
2012 Vote: Barack Obama	1%	(3)	25%	(67)	29%	(78)	15%	(41)	30%	(80)	269
2012 Vote: Mitt Romney	1%	(1)	17%	(31)	43%	(79)	19%	(35)	21%	(39)	184
2012 Vote: Other	—	(0)	18%	(7)	40%	(15)	7%	(3)	35%	(14)	39
2012 Vote: Didn't Vote	3%	(9)	22%	(57)	40%	(105)	16%	(42)	20%	(52)	265
4-Region: Northeast	1%	(1)	23%	(30)	36%	(46)	15%	(20)	25%	(33)	130
4-Region: Midwest	3%	(5)	20%	(33)	34%	(57)	16%	(27)	27%	(45)	168
4-Region: South	1%	(3)	18%	(52)	40%	(116)	17%	(50)	23%	(67)	288
4-Region: West	3%	(5)	27%	(46)	34%	(59)	14%	(23)	23%	(39)	172

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

Table HR7: (One third of respondents shown movie poster with laurels.) And how prestigious do you think this movie is? By prestigious, we mean the movie is artistic and celebrated by the film industry.

Demographic	Very prestigious		Somewhat prestigious		Not very prestigious		Not prestigious at all		Don't know / No opinion		Total N
Adults	5%	(38)	23%	(176)	22%	(166)	15%	(112)	35%	(266)	758
Gender: Male	4%	(17)	25%	(95)	21%	(79)	18%	(68)	31%	(118)	376
Gender: Female	6%	(21)	21%	(82)	23%	(87)	12%	(44)	39%	(148)	383
Age: 18-29	4%	(7)	35%	(56)	23%	(38)	12%	(20)	25%	(40)	161
Age: 30-44	7%	(13)	33%	(59)	18%	(32)	15%	(27)	27%	(49)	180
Age: 45-54	8%	(12)	19%	(28)	25%	(37)	16%	(24)	32%	(48)	150
Age: 55-64	6%	(6)	18%	(19)	21%	(23)	16%	(17)	39%	(42)	108
Age: 65+	—	(0)	9%	(14)	23%	(36)	14%	(23)	54%	(87)	160
Generation Z: 18-22	7%	(4)	35%	(22)	23%	(14)	4%	(3)	32%	(20)	63
Millennial: Age 23-38	5%	(9)	34%	(66)	21%	(41)	17%	(32)	23%	(46)	195
Generation X: Age 39-54	8%	(19)	24%	(55)	22%	(51)	16%	(37)	31%	(71)	232
Boomers: Age 55-73	3%	(6)	14%	(33)	24%	(55)	15%	(35)	45%	(104)	233
PID: Dem (no lean)	7%	(16)	30%	(74)	20%	(49)	13%	(33)	31%	(77)	248
PID: Ind (no lean)	6%	(16)	21%	(56)	23%	(62)	13%	(36)	38%	(103)	273
PID: Rep (no lean)	3%	(6)	20%	(47)	23%	(55)	18%	(43)	37%	(87)	237
PID/Gender: Dem Men	6%	(7)	32%	(38)	20%	(24)	14%	(16)	28%	(32)	118
PID/Gender: Dem Women	7%	(9)	27%	(36)	19%	(25)	13%	(17)	34%	(44)	130
PID/Gender: Ind Men	3%	(4)	23%	(30)	24%	(31)	15%	(19)	35%	(46)	130
PID/Gender: Ind Women	8%	(11)	18%	(26)	22%	(31)	12%	(17)	40%	(56)	142
PID/Gender: Rep Men	4%	(5)	21%	(27)	19%	(24)	25%	(32)	31%	(39)	127
PID/Gender: Rep Women	1%	(1)	18%	(20)	28%	(31)	9%	(10)	44%	(48)	110
Ideo: Liberal (1-3)	4%	(9)	32%	(76)	21%	(48)	14%	(33)	29%	(69)	234
Ideo: Moderate (4)	7%	(11)	20%	(32)	28%	(45)	12%	(20)	33%	(54)	163
Ideo: Conservative (5-7)	7%	(18)	21%	(54)	20%	(51)	16%	(43)	36%	(94)	259
Educ: < College	5%	(24)	22%	(114)	21%	(112)	16%	(83)	37%	(193)	525
Educ: Bachelors degree	7%	(10)	24%	(37)	24%	(37)	12%	(19)	34%	(54)	157
Educ: Post-grad	5%	(4)	32%	(25)	22%	(17)	14%	(11)	26%	(20)	76

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Table HR7: (One third of respondents shown movie poster with laurels.) And how prestigious do you think this movie is? By prestigious, we mean the movie is artistic and celebrated by the film industry.

Demographic	Very prestigious		Somewhat prestigious		Not very prestigious		Not prestigious at all		Don't know / No opinion		Total N
Adults	5%	(38)	23%	(176)	22%	(166)	15%	(112)	35%	(266)	758
Income: Under 50k	4%	(21)	23%	(111)	19%	(88)	16%	(78)	37%	(176)	474
Income: 50k-100k	4%	(8)	22%	(43)	32%	(63)	12%	(24)	29%	(57)	196
Income: 100k+	10%	(9)	25%	(23)	17%	(15)	11%	(10)	37%	(33)	89
Ethnicity: White	4%	(26)	20%	(120)	23%	(137)	16%	(94)	37%	(219)	596
Ethnicity: Hispanic	9%	(13)	33%	(45)	24%	(32)	18%	(24)	16%	(23)	137
Ethnicity: Afr. Am.	5%	(5)	34%	(30)	23%	(20)	9%	(8)	28%	(25)	88
Ethnicity: Other	10%	(7)	35%	(26)	12%	(9)	13%	(10)	31%	(23)	73
Relig: Protestant	6%	(11)	19%	(35)	22%	(40)	11%	(19)	41%	(74)	180
Relig: Roman Catholic	10%	(14)	24%	(33)	21%	(29)	13%	(19)	32%	(45)	140
Relig: Ath./Agn./None	5%	(10)	26%	(54)	20%	(42)	17%	(35)	33%	(69)	210
Relig: Something Else	1%	(1)	27%	(33)	16%	(19)	19%	(23)	37%	(45)	120
Relig: Jewish	—	(0)	25%	(5)	16%	(3)	3%	(1)	56%	(11)	20
Relig: Evangelical	5%	(10)	20%	(44)	28%	(62)	14%	(31)	34%	(75)	222
Relig: Non-Evang. Catholics	8%	(17)	22%	(45)	21%	(43)	11%	(23)	37%	(77)	205
Relig: All Christian	6%	(27)	21%	(89)	25%	(105)	13%	(54)	36%	(152)	428
Relig: All Non-Christian	3%	(11)	26%	(87)	18%	(61)	17%	(58)	34%	(114)	331
Community: Urban	5%	(11)	24%	(50)	23%	(48)	15%	(30)	33%	(68)	208
Community: Suburban	6%	(21)	26%	(88)	20%	(70)	16%	(54)	32%	(112)	345
Community: Rural	3%	(5)	19%	(38)	23%	(47)	14%	(28)	42%	(86)	205
Employ: Private Sector	7%	(15)	31%	(71)	23%	(51)	14%	(31)	26%	(58)	226
Employ: Government	9%	(3)	20%	(8)	29%	(11)	21%	(8)	22%	(9)	39
Employ: Self-Employed	11%	(8)	31%	(23)	21%	(16)	13%	(10)	24%	(18)	75
Employ: Homemaker	13%	(7)	25%	(14)	19%	(11)	12%	(7)	31%	(18)	56
Employ: Student	7%	(3)	40%	(18)	19%	(9)	5%	(2)	30%	(14)	46
Employ: Retired	1%	(1)	7%	(12)	24%	(44)	14%	(26)	54%	(97)	180
Employ: Unemployed	1%	(1)	22%	(17)	20%	(16)	19%	(15)	39%	(30)	78
Employ: Other	—	(0)	23%	(13)	14%	(8)	23%	(13)	39%	(23)	58
Military HH: Yes	6%	(8)	16%	(22)	22%	(30)	12%	(17)	43%	(58)	135
Military HH: No	5%	(30)	25%	(154)	22%	(136)	15%	(95)	33%	(208)	623

Continued on next page

Table HR7: (One third of respondents shown movie poster with laurels.) And how prestigious do you think this movie is? By prestigious, we mean the movie is artistic and celebrated by the film industry.

Demographic	Very prestigious		Somewhat prestigious		Not very prestigious		Not prestigious at all		Don't know / No opinion		Total N
Adults	5%	(38)	23%	(176)	22%	(166)	15%	(112)	35%	(266)	758
RD/WT: Right Direction	5%	(14)	19%	(58)	24%	(75)	17%	(52)	35%	(109)	308
RD/WT: Wrong Track	5%	(24)	26%	(119)	20%	(91)	13%	(60)	35%	(157)	450
Trump Job Approve	4%	(14)	21%	(67)	22%	(72)	19%	(63)	34%	(111)	326
Trump Job Disapprove	6%	(24)	27%	(106)	22%	(85)	12%	(45)	33%	(129)	389
Trump Job Strongly Approve	3%	(6)	13%	(22)	21%	(34)	22%	(36)	40%	(65)	162
Trump Job Somewhat Approve	5%	(8)	28%	(45)	23%	(38)	16%	(27)	28%	(46)	164
Trump Job Somewhat Disapprove	4%	(4)	33%	(29)	25%	(22)	7%	(6)	30%	(27)	88
Trump Job Strongly Disapprove	7%	(21)	25%	(76)	21%	(62)	13%	(39)	34%	(102)	300
Favorable of Trump	4%	(13)	20%	(61)	23%	(70)	19%	(60)	34%	(105)	311
Unfavorable of Trump	6%	(24)	28%	(110)	22%	(87)	12%	(47)	32%	(129)	398
Very Favorable of Trump	3%	(6)	14%	(25)	22%	(39)	23%	(41)	39%	(70)	179
Somewhat Favorable of Trump	6%	(8)	28%	(37)	24%	(32)	15%	(20)	27%	(36)	131
Somewhat Unfavorable of Trump	7%	(5)	33%	(24)	25%	(18)	9%	(6)	27%	(19)	71
Very Unfavorable of Trump	6%	(19)	26%	(86)	21%	(70)	13%	(41)	34%	(110)	327
#1 Issue: Economy	4%	(7)	30%	(62)	26%	(54)	13%	(28)	27%	(57)	208
#1 Issue: Security	6%	(9)	16%	(24)	23%	(35)	18%	(28)	36%	(55)	150
#1 Issue: Health Care	4%	(5)	32%	(40)	23%	(30)	14%	(18)	28%	(35)	127
#1 Issue: Medicare / Social Security	—	(0)	8%	(9)	22%	(25)	22%	(25)	49%	(58)	118
#1 Issue: Women's Issues	16%	(5)	25%	(7)	10%	(3)	5%	(1)	43%	(12)	28
#1 Issue: Education	20%	(9)	26%	(11)	22%	(10)	10%	(5)	23%	(10)	44
#1 Issue: Energy	7%	(2)	35%	(12)	13%	(4)	9%	(3)	37%	(13)	35
#1 Issue: Other	3%	(2)	22%	(11)	10%	(5)	9%	(4)	55%	(27)	48
2018 House Vote: Democrat	6%	(18)	27%	(74)	18%	(48)	14%	(38)	35%	(95)	273
2018 House Vote: Republican	3%	(6)	18%	(43)	27%	(63)	16%	(38)	37%	(87)	236
2018 House Vote: Someone else	—	(0)	22%	(8)	27%	(9)	8%	(3)	43%	(15)	35
2018 House Vote: Didnt Vote	7%	(14)	24%	(50)	21%	(46)	16%	(33)	33%	(69)	213
2016 Vote: Hillary Clinton	6%	(14)	24%	(54)	19%	(42)	14%	(31)	37%	(84)	226
2016 Vote: Donald Trump	3%	(7)	19%	(46)	25%	(60)	19%	(44)	34%	(81)	238
2016 Vote: Someone else	6%	(4)	30%	(19)	19%	(12)	11%	(7)	33%	(20)	62
2016 Vote: Didnt Vote	6%	(13)	25%	(58)	22%	(51)	13%	(30)	35%	(80)	232

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Table HR7: (One third of respondents shown movie poster with laurels.) And how prestigious do you think this movie is? By prestigious, we mean the movie is artistic and celebrated by the film industry.

Demographic	Very prestigious		Somewhat prestigious		Not very prestigious		Not prestigious at all		Don't know / No opinion		Total N
Adults	5%	(38)	23%	(176)	22%	(166)	15%	(112)	35%	(266)	758
Voted in 2014: Yes	5%	(22)	21%	(96)	22%	(102)	16%	(77)	37%	(171)	468
Voted in 2014: No	5%	(16)	28%	(80)	22%	(64)	12%	(35)	33%	(95)	291
2012 Vote: Barack Obama	5%	(13)	25%	(67)	20%	(55)	15%	(39)	36%	(96)	269
2012 Vote: Mitt Romney	3%	(5)	17%	(31)	24%	(44)	16%	(29)	40%	(74)	184
2012 Vote: Other	—	(0)	31%	(12)	22%	(9)	—	(0)	47%	(18)	39
2012 Vote: Didn't Vote	8%	(20)	25%	(66)	22%	(59)	16%	(42)	30%	(78)	265
4-Region: Northeast	5%	(7)	19%	(25)	25%	(32)	14%	(18)	37%	(48)	130
4-Region: Midwest	3%	(5)	25%	(42)	21%	(36)	14%	(24)	36%	(61)	168
4-Region: South	4%	(11)	24%	(68)	22%	(62)	15%	(43)	36%	(104)	288
4-Region: West	9%	(15)	24%	(41)	21%	(35)	16%	(27)	31%	(53)	172

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

Table HR8_1: (One third of respondents shown movie poster with laurels.) Do you agree or disagree with the following statements?
This seems like a movie I would enjoy.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	4%	(29)	20%	(152)	17%	(130)	23%	(176)	36%	(272)	758
Gender: Male	3%	(13)	20%	(73)	19%	(73)	25%	(95)	32%	(122)	376
Gender: Female	4%	(16)	21%	(79)	15%	(57)	21%	(81)	39%	(150)	383
Age: 18-29	2%	(4)	26%	(42)	20%	(32)	19%	(30)	32%	(52)	161
Age: 30-44	2%	(4)	25%	(44)	16%	(29)	26%	(47)	31%	(55)	180
Age: 45-54	10%	(14)	15%	(23)	20%	(30)	24%	(35)	32%	(48)	150
Age: 55-64	4%	(4)	18%	(19)	16%	(17)	22%	(24)	41%	(44)	108
Age: 65+	2%	(3)	15%	(24)	13%	(21)	24%	(39)	46%	(73)	160
Generation Z: 18-22	4%	(3)	29%	(19)	24%	(15)	11%	(7)	32%	(20)	63
Millennial: Age 23-38	3%	(5)	24%	(47)	18%	(35)	26%	(51)	29%	(56)	195
Generation X: Age 39-54	6%	(15)	19%	(44)	18%	(41)	23%	(54)	34%	(78)	232
Boomers: Age 55-73	3%	(7)	18%	(41)	14%	(32)	24%	(56)	42%	(97)	233
PID: Dem (no lean)	5%	(13)	26%	(65)	18%	(45)	18%	(44)	33%	(81)	248
PID: Ind (no lean)	5%	(13)	17%	(46)	16%	(43)	25%	(68)	38%	(103)	273
PID: Rep (no lean)	2%	(4)	17%	(41)	18%	(42)	27%	(63)	37%	(87)	237
PID/Gender: Dem Men	6%	(8)	24%	(28)	16%	(19)	16%	(18)	38%	(44)	118
PID/Gender: Dem Women	4%	(5)	28%	(37)	20%	(26)	20%	(26)	28%	(37)	130
PID/Gender: Ind Men	3%	(3)	20%	(26)	19%	(25)	26%	(34)	33%	(43)	130
PID/Gender: Ind Women	7%	(9)	14%	(20)	13%	(18)	24%	(34)	42%	(60)	142
PID/Gender: Rep Men	2%	(2)	15%	(20)	23%	(29)	33%	(42)	27%	(35)	127
PID/Gender: Rep Women	2%	(2)	20%	(22)	11%	(12)	19%	(21)	48%	(53)	110
Ideo: Liberal (1-3)	4%	(9)	32%	(75)	16%	(37)	17%	(39)	32%	(74)	234
Ideo: Moderate (4)	3%	(5)	17%	(28)	16%	(26)	31%	(50)	32%	(53)	163
Ideo: Conservative (5-7)	6%	(15)	16%	(40)	22%	(56)	26%	(66)	31%	(81)	259
Educ: < College	5%	(24)	19%	(98)	16%	(83)	24%	(124)	37%	(195)	525
Educ: Bachelors degree	1%	(2)	26%	(40)	15%	(24)	23%	(36)	35%	(56)	157
Educ: Post-grad	4%	(3)	18%	(14)	30%	(23)	20%	(15)	27%	(21)	76

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Table HR8_1: (One third of respondents shown movie poster with laurels.) Do you agree or disagree with the following statements?
This seems like a movie I would enjoy.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	4%	(29)	20%	(152)	17%	(130)	23%	(176)	36%	(272)	758
Income: Under 50k	4%	(21)	20%	(96)	15%	(71)	24%	(114)	36%	(171)	474
Income: 50k-100k	3%	(6)	18%	(35)	21%	(42)	23%	(44)	35%	(68)	196
Income: 100k+	2%	(2)	23%	(21)	19%	(17)	20%	(18)	36%	(32)	89
Ethnicity: White	4%	(22)	18%	(108)	18%	(109)	24%	(142)	36%	(215)	596
Ethnicity: Hispanic	5%	(8)	33%	(45)	18%	(25)	22%	(30)	21%	(29)	137
Ethnicity: Afr. Am.	6%	(6)	27%	(24)	10%	(9)	21%	(19)	35%	(31)	88
Ethnicity: Other	2%	(1)	28%	(20)	15%	(11)	21%	(15)	34%	(25)	73
Relig: Protestant	4%	(8)	18%	(31)	18%	(32)	21%	(39)	39%	(70)	180
Relig: Roman Catholic	6%	(9)	22%	(31)	18%	(25)	19%	(27)	34%	(47)	140
Relig: Ath./Agn./None	1%	(3)	21%	(45)	16%	(35)	25%	(52)	36%	(76)	210
Relig: Something Else	4%	(4)	18%	(22)	19%	(23)	24%	(28)	36%	(43)	120
Relig: Jewish	3%	(1)	17%	(3)	19%	(4)	22%	(4)	39%	(8)	20
Relig: Evangelical	6%	(14)	20%	(45)	16%	(36)	25%	(55)	32%	(72)	222
Relig: Non-Evang. Catholics	4%	(8)	20%	(41)	17%	(36)	19%	(40)	39%	(81)	205
Relig: All Christian	5%	(22)	20%	(86)	17%	(72)	22%	(95)	36%	(153)	428
Relig: All Non-Christian	2%	(7)	20%	(66)	18%	(58)	24%	(81)	36%	(119)	331
Community: Urban	5%	(10)	20%	(41)	13%	(28)	25%	(52)	37%	(78)	208
Community: Suburban	5%	(17)	20%	(68)	21%	(71)	21%	(72)	34%	(117)	345
Community: Rural	1%	(3)	21%	(44)	15%	(30)	25%	(51)	37%	(77)	205
Employ: Private Sector	1%	(3)	24%	(53)	21%	(47)	21%	(48)	33%	(74)	226
Employ: Government	2%	(1)	4%	(2)	21%	(8)	49%	(19)	23%	(9)	39
Employ: Self-Employed	10%	(7)	27%	(20)	17%	(13)	16%	(12)	31%	(23)	75
Employ: Homemaker	14%	(8)	16%	(9)	18%	(10)	16%	(9)	36%	(20)	56
Employ: Student	4%	(2)	33%	(15)	15%	(7)	16%	(8)	31%	(15)	46
Employ: Retired	3%	(5)	15%	(27)	14%	(26)	23%	(42)	45%	(80)	180
Employ: Unemployed	2%	(1)	20%	(16)	20%	(15)	23%	(18)	36%	(28)	78
Employ: Other	3%	(2)	18%	(11)	5%	(3)	35%	(20)	38%	(22)	58
Military HH: Yes	1%	(2)	16%	(21)	17%	(23)	21%	(29)	45%	(60)	135
Military HH: No	4%	(28)	21%	(131)	17%	(107)	24%	(147)	34%	(211)	623

Continued on next page

Table HR8_1: (One third of respondents shown movie poster with laurels.) Do you agree or disagree with the following statements?
This seems like a movie I would enjoy.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	4%	(29)	20%	(152)	17%	(130)	23%	(176)	36%	(272)	758
RD/WT: Right Direction	5%	(14)	17%	(53)	15%	(46)	27%	(83)	36%	(112)	308
RD/WT: Wrong Track	3%	(15)	22%	(99)	19%	(84)	21%	(93)	35%	(159)	450
Trump Job Approve	3%	(11)	16%	(52)	17%	(54)	27%	(88)	37%	(121)	326
Trump Job Disapprove	5%	(18)	25%	(97)	18%	(72)	21%	(80)	31%	(122)	389
Trump Job Strongly Approve	3%	(4)	13%	(20)	13%	(22)	32%	(52)	39%	(63)	162
Trump Job Somewhat Approve	4%	(7)	19%	(31)	20%	(33)	22%	(36)	35%	(58)	164
Trump Job Somewhat Disapprove	—	(0)	35%	(31)	19%	(16)	21%	(19)	25%	(22)	88
Trump Job Strongly Disapprove	6%	(18)	22%	(66)	18%	(55)	20%	(61)	33%	(100)	300
Favorable of Trump	3%	(9)	16%	(48)	17%	(54)	28%	(87)	36%	(112)	311
Unfavorable of Trump	5%	(20)	25%	(101)	19%	(74)	21%	(82)	31%	(122)	398
Very Favorable of Trump	2%	(4)	13%	(24)	15%	(26)	33%	(59)	37%	(66)	179
Somewhat Favorable of Trump	4%	(5)	19%	(25)	21%	(27)	22%	(29)	35%	(46)	131
Somewhat Unfavorable of Trump	3%	(2)	23%	(17)	22%	(16)	26%	(18)	26%	(18)	71
Very Unfavorable of Trump	5%	(18)	26%	(84)	18%	(58)	19%	(63)	32%	(103)	327
#1 Issue: Economy	2%	(5)	21%	(43)	21%	(44)	24%	(49)	32%	(67)	208
#1 Issue: Security	6%	(8)	13%	(20)	16%	(24)	29%	(43)	37%	(55)	150
#1 Issue: Health Care	5%	(7)	32%	(40)	11%	(14)	22%	(27)	30%	(39)	127
#1 Issue: Medicare / Social Security	2%	(3)	10%	(12)	17%	(20)	24%	(28)	47%	(56)	118
#1 Issue: Women's Issues	4%	(1)	34%	(10)	18%	(5)	19%	(5)	24%	(7)	28
#1 Issue: Education	11%	(5)	14%	(6)	26%	(11)	25%	(11)	25%	(11)	44
#1 Issue: Energy	—	(0)	40%	(14)	21%	(7)	11%	(4)	29%	(10)	35
#1 Issue: Other	2%	(1)	17%	(8)	8%	(4)	15%	(7)	58%	(28)	48
2018 House Vote: Democrat	5%	(14)	26%	(70)	17%	(46)	18%	(50)	34%	(94)	273
2018 House Vote: Republican	2%	(4)	13%	(31)	20%	(47)	28%	(66)	37%	(88)	236
2018 House Vote: Someone else	3%	(1)	26%	(9)	19%	(7)	18%	(6)	34%	(12)	35
2018 House Vote: Didnt Vote	5%	(10)	19%	(41)	14%	(30)	25%	(53)	37%	(78)	213
2016 Vote: Hillary Clinton	5%	(12)	26%	(59)	17%	(39)	16%	(37)	35%	(79)	226
2016 Vote: Donald Trump	1%	(3)	16%	(39)	19%	(46)	27%	(64)	36%	(86)	238
2016 Vote: Someone else	1%	(1)	16%	(10)	15%	(10)	36%	(23)	31%	(19)	62
2016 Vote: Didnt Vote	6%	(13)	19%	(45)	15%	(34)	23%	(52)	38%	(87)	232

Continued on next page

Table HR8_1: (One third of respondents shown movie poster with laurels.) Do you agree or disagree with the following statements?
This seems like a movie I would enjoy.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	4%	(29)	20%	(152)	17%	(130)	23%	(176)	36%	(272)	758
Voted in 2014: Yes	4%	(19)	19%	(89)	16%	(77)	24%	(114)	36%	(170)	468
Voted in 2014: No	4%	(10)	22%	(63)	18%	(53)	21%	(62)	35%	(102)	291
2012 Vote: Barack Obama	4%	(10)	27%	(71)	13%	(36)	22%	(60)	34%	(92)	269
2012 Vote: Mitt Romney	2%	(4)	13%	(25)	21%	(39)	24%	(44)	40%	(73)	184
2012 Vote: Other	5%	(2)	14%	(5)	13%	(5)	25%	(10)	43%	(17)	39
2012 Vote: Didn't Vote	5%	(14)	19%	(51)	18%	(49)	23%	(62)	34%	(90)	265
4-Region: Northeast	4%	(5)	17%	(23)	14%	(18)	22%	(29)	44%	(57)	130
4-Region: Midwest	3%	(6)	21%	(36)	15%	(26)	24%	(40)	36%	(61)	168
4-Region: South	2%	(6)	21%	(59)	18%	(51)	27%	(77)	33%	(94)	288
4-Region: West	8%	(13)	20%	(34)	20%	(35)	17%	(30)	35%	(60)	172

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

Table HR8_2: (One third of respondents shown movie poster with laurels.) Do you agree or disagree with the following statements?
This seems like a movie made for people like me.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	3%	(25)	18%	(134)	17%	(127)	27%	(202)	36%	(271)	758
Gender: Male	5%	(17)	15%	(56)	18%	(67)	29%	(110)	33%	(126)	376
Gender: Female	2%	(8)	20%	(78)	16%	(60)	24%	(91)	38%	(145)	383
Age: 18-29	3%	(5)	21%	(33)	20%	(32)	22%	(35)	35%	(55)	161
Age: 30-44	6%	(10)	20%	(35)	17%	(31)	26%	(47)	31%	(56)	180
Age: 45-54	2%	(3)	21%	(31)	19%	(29)	29%	(44)	29%	(43)	150
Age: 55-64	4%	(4)	14%	(15)	12%	(13)	30%	(33)	41%	(44)	108
Age: 65+	2%	(3)	12%	(20)	14%	(23)	27%	(43)	45%	(72)	160
Generation Z: 18-22	2%	(1)	22%	(14)	22%	(14)	18%	(12)	36%	(23)	63
Millennial: Age 23-38	6%	(13)	18%	(36)	17%	(33)	27%	(53)	31%	(61)	195
Generation X: Age 39-54	2%	(4)	22%	(50)	19%	(45)	27%	(62)	31%	(72)	232
Boomers: Age 55-73	3%	(7)	14%	(33)	13%	(30)	30%	(70)	40%	(94)	233
PID: Dem (no lean)	6%	(14)	23%	(57)	14%	(35)	20%	(51)	37%	(91)	248
PID: Ind (no lean)	2%	(6)	15%	(40)	16%	(43)	28%	(76)	40%	(108)	273
PID: Rep (no lean)	2%	(4)	16%	(37)	21%	(49)	31%	(74)	30%	(72)	237
PID/Gender: Dem Men	9%	(11)	18%	(21)	15%	(18)	17%	(20)	42%	(49)	118
PID/Gender: Dem Women	3%	(4)	28%	(36)	13%	(17)	24%	(31)	32%	(42)	130
PID/Gender: Ind Men	2%	(3)	17%	(22)	16%	(20)	32%	(41)	34%	(44)	130
PID/Gender: Ind Women	2%	(3)	13%	(18)	16%	(22)	25%	(35)	45%	(64)	142
PID/Gender: Rep Men	3%	(3)	10%	(13)	22%	(29)	39%	(50)	26%	(33)	127
PID/Gender: Rep Women	1%	(1)	22%	(24)	19%	(21)	23%	(25)	36%	(39)	110
Ideo: Liberal (1-3)	4%	(10)	26%	(60)	14%	(33)	21%	(48)	36%	(84)	234
Ideo: Moderate (4)	3%	(6)	18%	(29)	14%	(23)	31%	(51)	33%	(54)	163
Ideo: Conservative (5-7)	4%	(9)	15%	(38)	22%	(58)	31%	(81)	28%	(72)	259
Educ: < College	4%	(19)	17%	(88)	15%	(77)	27%	(144)	38%	(197)	525
Educ: Bachelors degree	2%	(4)	21%	(33)	21%	(33)	23%	(36)	33%	(52)	157
Educ: Post-grad	3%	(2)	17%	(13)	22%	(17)	29%	(22)	29%	(22)	76

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Table HR8_2: (One third of respondents shown movie poster with laurels.) Do you agree or disagree with the following statements?
This seems like a movie made for people like me.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	3%	(25)	18%	(134)	17%	(127)	27%	(202)	36%	(271)	758
Income: Under 50k	4%	(19)	16%	(77)	15%	(69)	27%	(129)	38%	(180)	474
Income: 50k-100k	2%	(3)	22%	(43)	21%	(42)	26%	(51)	29%	(57)	196
Income: 100k+	3%	(3)	17%	(15)	18%	(16)	25%	(22)	38%	(34)	89
Ethnicity: White	3%	(18)	17%	(103)	17%	(100)	27%	(160)	36%	(215)	596
Ethnicity: Hispanic	4%	(6)	25%	(34)	16%	(21)	30%	(41)	26%	(35)	137
Ethnicity: Afr. Am.	7%	(6)	19%	(17)	16%	(14)	21%	(19)	38%	(33)	88
Ethnicity: Other	2%	(1)	20%	(15)	17%	(12)	31%	(23)	30%	(22)	73
Relig: Protestant	4%	(6)	15%	(28)	21%	(38)	24%	(44)	35%	(64)	180
Relig: Roman Catholic	6%	(8)	19%	(27)	17%	(24)	25%	(35)	32%	(45)	140
Relig: Ath./Agn./None	2%	(5)	14%	(30)	14%	(30)	27%	(57)	42%	(88)	210
Relig: Something Else	4%	(4)	17%	(20)	15%	(19)	29%	(35)	35%	(42)	120
Relig: Jewish	3%	(1)	22%	(4)	4%	(1)	28%	(6)	42%	(8)	20
Relig: Evangelical	3%	(7)	22%	(50)	19%	(43)	26%	(58)	29%	(65)	222
Relig: Non-Evang. Catholics	4%	(8)	17%	(35)	17%	(36)	25%	(51)	37%	(75)	205
Relig: All Christian	4%	(15)	20%	(84)	18%	(78)	26%	(109)	33%	(141)	428
Relig: All Non-Christian	3%	(10)	15%	(50)	15%	(48)	28%	(92)	39%	(130)	331
Community: Urban	2%	(5)	18%	(38)	14%	(30)	26%	(54)	39%	(81)	208
Community: Suburban	4%	(15)	16%	(54)	20%	(69)	24%	(82)	36%	(125)	345
Community: Rural	2%	(4)	21%	(43)	14%	(28)	32%	(66)	32%	(65)	205
Employ: Private Sector	3%	(6)	21%	(48)	23%	(52)	25%	(57)	28%	(62)	226
Employ: Government	4%	(2)	2%	(1)	17%	(7)	49%	(19)	27%	(11)	39
Employ: Self-Employed	8%	(6)	26%	(20)	15%	(11)	16%	(12)	35%	(26)	75
Employ: Homemaker	4%	(2)	14%	(8)	18%	(10)	23%	(13)	42%	(23)	56
Employ: Student	2%	(1)	24%	(11)	16%	(7)	29%	(13)	29%	(13)	46
Employ: Retired	1%	(2)	13%	(23)	13%	(23)	27%	(49)	46%	(83)	180
Employ: Unemployed	5%	(4)	19%	(15)	14%	(11)	24%	(19)	38%	(30)	78
Employ: Other	2%	(1)	16%	(9)	11%	(7)	32%	(19)	38%	(22)	58
Military HH: Yes	—	(1)	15%	(20)	15%	(20)	27%	(36)	43%	(58)	135
Military HH: No	4%	(24)	18%	(115)	17%	(107)	27%	(165)	34%	(212)	623

Continued on next page

Table HR8_2: (One third of respondents shown movie poster with laurels.) Do you agree or disagree with the following statements?
This seems like a movie made for people like me.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	3%	(25)	18%	(134)	17%	(127)	27%	(202)	36%	(271)	758
RD/WT: Right Direction	5%	(14)	16%	(51)	18%	(56)	30%	(91)	31%	(96)	308
RD/WT: Wrong Track	2%	(11)	19%	(84)	16%	(71)	25%	(111)	39%	(174)	450
Trump Job Approve	4%	(12)	14%	(47)	19%	(62)	30%	(97)	33%	(109)	326
Trump Job Disapprove	3%	(13)	22%	(84)	16%	(62)	25%	(97)	34%	(133)	389
Trump Job Strongly Approve	4%	(6)	11%	(18)	11%	(18)	38%	(61)	36%	(58)	162
Trump Job Somewhat Approve	3%	(5)	17%	(28)	27%	(44)	22%	(37)	31%	(51)	164
Trump Job Somewhat Disapprove	6%	(5)	28%	(25)	18%	(16)	27%	(24)	21%	(19)	88
Trump Job Strongly Disapprove	2%	(7)	20%	(59)	15%	(46)	24%	(74)	38%	(114)	300
Favorable of Trump	4%	(12)	13%	(40)	19%	(59)	32%	(100)	32%	(99)	311
Unfavorable of Trump	3%	(12)	23%	(91)	16%	(65)	24%	(95)	34%	(135)	398
Very Favorable of Trump	3%	(6)	13%	(23)	14%	(25)	36%	(65)	34%	(60)	179
Somewhat Favorable of Trump	5%	(7)	13%	(17)	25%	(33)	27%	(35)	30%	(39)	131
Somewhat Unfavorable of Trump	6%	(4)	25%	(18)	22%	(16)	21%	(15)	26%	(19)	71
Very Unfavorable of Trump	2%	(8)	22%	(73)	15%	(49)	25%	(80)	36%	(117)	327
#1 Issue: Economy	4%	(7)	18%	(37)	20%	(41)	26%	(54)	33%	(68)	208
#1 Issue: Security	5%	(8)	11%	(17)	18%	(27)	33%	(50)	32%	(49)	150
#1 Issue: Health Care	1%	(1)	34%	(44)	13%	(16)	23%	(29)	29%	(37)	127
#1 Issue: Medicare / Social Security	2%	(3)	9%	(11)	13%	(15)	29%	(35)	46%	(55)	118
#1 Issue: Women's Issues	4%	(1)	26%	(7)	14%	(4)	27%	(8)	30%	(8)	28
#1 Issue: Education	2%	(1)	18%	(8)	23%	(10)	28%	(12)	30%	(13)	44
#1 Issue: Energy	5%	(2)	18%	(6)	23%	(8)	12%	(4)	42%	(15)	35
#1 Issue: Other	3%	(2)	9%	(4)	13%	(6)	21%	(10)	54%	(26)	48
2018 House Vote: Democrat	5%	(14)	22%	(61)	14%	(39)	23%	(62)	35%	(96)	273
2018 House Vote: Republican	2%	(4)	13%	(32)	21%	(51)	31%	(74)	32%	(76)	236
2018 House Vote: Someone else	5%	(2)	9%	(3)	31%	(11)	18%	(6)	38%	(13)	35
2018 House Vote: Didnt Vote	2%	(4)	18%	(39)	13%	(27)	28%	(59)	40%	(85)	213
2016 Vote: Hillary Clinton	3%	(7)	22%	(49)	14%	(32)	22%	(49)	39%	(88)	226
2016 Vote: Donald Trump	2%	(4)	14%	(34)	23%	(54)	32%	(76)	29%	(69)	238
2016 Vote: Someone else	2%	(1)	18%	(11)	13%	(8)	34%	(21)	33%	(21)	62
2016 Vote: Didnt Vote	5%	(12)	17%	(40)	14%	(32)	24%	(56)	40%	(92)	232

Continued on next page

Table HR8_2: (One third of respondents shown movie poster with laurels.) Do you agree or disagree with the following statements?
This seems like a movie made for people like me.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	3%	(25)	18%	(134)	17%	(127)	27%	(202)	36%	(271)	758
Voted in 2014: Yes	3%	(15)	19%	(88)	16%	(76)	28%	(132)	33%	(156)	468
Voted in 2014: No	3%	(9)	16%	(46)	17%	(51)	24%	(69)	40%	(115)	291
2012 Vote: Barack Obama	3%	(8)	23%	(61)	13%	(34)	26%	(70)	35%	(96)	269
2012 Vote: Mitt Romney	2%	(4)	13%	(24)	25%	(46)	27%	(50)	33%	(60)	184
2012 Vote: Other	2%	(1)	16%	(6)	14%	(6)	32%	(12)	36%	(14)	39
2012 Vote: Didn't Vote	4%	(12)	16%	(42)	15%	(41)	26%	(69)	38%	(101)	265
4-Region: Northeast	3%	(4)	18%	(24)	16%	(20)	25%	(33)	38%	(49)	130
4-Region: Midwest	2%	(4)	15%	(26)	21%	(35)	23%	(39)	38%	(64)	168
4-Region: South	2%	(7)	20%	(57)	15%	(43)	31%	(88)	32%	(93)	288
4-Region: West	6%	(10)	16%	(28)	17%	(28)	24%	(41)	37%	(65)	172

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

Table HR8_3: (One third of respondents shown movie poster with laurels.) Do you agree or disagree with the following statements?
This seems like a movie made for elite audiences.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	6%	(49)	19%	(143)	19%	(146)	15%	(116)	40%	(304)	758
Gender: Male	9%	(34)	22%	(81)	20%	(75)	13%	(48)	37%	(138)	376
Gender: Female	4%	(15)	16%	(62)	19%	(71)	18%	(68)	43%	(166)	383
Age: 18-29	9%	(14)	15%	(24)	26%	(41)	19%	(31)	31%	(50)	161
Age: 30-44	7%	(13)	26%	(48)	19%	(34)	14%	(26)	33%	(59)	180
Age: 45-54	8%	(12)	19%	(28)	20%	(29)	18%	(27)	36%	(54)	150
Age: 55-64	5%	(5)	18%	(20)	18%	(20)	11%	(12)	48%	(52)	108
Age: 65+	3%	(4)	15%	(24)	14%	(22)	13%	(21)	56%	(89)	160
Generation Z: 18-22	6%	(4)	17%	(11)	28%	(18)	11%	(7)	37%	(23)	63
Millennial: Age 23-38	9%	(17)	20%	(40)	23%	(44)	22%	(42)	26%	(51)	195
Generation X: Age 39-54	8%	(18)	21%	(49)	18%	(42)	15%	(34)	38%	(89)	232
Boomers: Age 55-73	4%	(9)	18%	(41)	16%	(38)	13%	(30)	49%	(115)	233
PID: Dem (no lean)	7%	(19)	20%	(49)	23%	(56)	14%	(36)	36%	(89)	248
PID: Ind (no lean)	6%	(16)	19%	(52)	15%	(41)	17%	(46)	43%	(118)	273
PID: Rep (no lean)	6%	(14)	18%	(43)	21%	(49)	14%	(34)	41%	(97)	237
PID/Gender: Dem Men	12%	(15)	18%	(21)	21%	(25)	11%	(13)	37%	(44)	118
PID/Gender: Dem Women	3%	(4)	21%	(28)	24%	(31)	17%	(22)	35%	(45)	130
PID/Gender: Ind Men	9%	(11)	25%	(33)	16%	(20)	14%	(18)	36%	(47)	130
PID/Gender: Ind Women	3%	(4)	13%	(19)	15%	(21)	20%	(28)	49%	(70)	142
PID/Gender: Rep Men	6%	(8)	21%	(27)	23%	(29)	13%	(16)	37%	(47)	127
PID/Gender: Rep Women	6%	(6)	14%	(16)	18%	(20)	16%	(18)	46%	(51)	110
Ideo: Liberal (1-3)	7%	(17)	20%	(47)	21%	(49)	18%	(41)	35%	(81)	234
Ideo: Moderate (4)	10%	(16)	22%	(35)	16%	(27)	12%	(19)	40%	(66)	163
Ideo: Conservative (5-7)	6%	(14)	19%	(50)	21%	(56)	16%	(42)	38%	(97)	259
Educ: < College	5%	(27)	18%	(92)	19%	(97)	17%	(87)	42%	(222)	525
Educ: Bachelors degree	10%	(15)	18%	(29)	20%	(32)	16%	(25)	36%	(57)	157
Educ: Post-grad	8%	(6)	29%	(22)	22%	(17)	7%	(5)	34%	(26)	76

Continued on next page

Table HR8_3: (One third of respondents shown movie poster with laurels.) Do you agree or disagree with the following statements?
This seems like a movie made for elite audiences.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	6%	(49)	19%	(143)	19%	(146)	15%	(116)	40%	(304)	758
Income: Under 50k	6%	(28)	18%	(85)	16%	(74)	18%	(84)	43%	(202)	474
Income: 50k-100k	6%	(12)	22%	(43)	25%	(49)	12%	(23)	35%	(69)	196
Income: 100k+	9%	(8)	17%	(15)	26%	(23)	10%	(9)	37%	(33)	89
Ethnicity: White	6%	(34)	20%	(120)	17%	(104)	16%	(93)	41%	(245)	596
Ethnicity: Hispanic	10%	(14)	15%	(20)	25%	(35)	32%	(45)	17%	(24)	137
Ethnicity: Afr. Am.	10%	(9)	12%	(11)	27%	(24)	18%	(16)	33%	(29)	88
Ethnicity: Other	8%	(6)	17%	(12)	24%	(18)	10%	(7)	41%	(30)	73
Relig: Protestant	7%	(12)	17%	(30)	21%	(37)	10%	(18)	46%	(82)	180
Relig: Roman Catholic	11%	(15)	20%	(28)	15%	(22)	17%	(24)	37%	(51)	140
Relig: Ath./Agn./None	5%	(11)	18%	(38)	23%	(49)	14%	(30)	39%	(82)	210
Relig: Something Else	6%	(7)	20%	(25)	16%	(19)	16%	(19)	42%	(51)	120
Relig: Jewish	7%	(1)	31%	(6)	17%	(3)	3%	(1)	42%	(8)	20
Relig: Evangelical	6%	(14)	18%	(41)	19%	(42)	18%	(41)	38%	(85)	222
Relig: Non-Evang. Catholics	8%	(16)	19%	(39)	17%	(36)	13%	(27)	42%	(86)	205
Relig: All Christian	7%	(30)	19%	(80)	18%	(78)	16%	(68)	40%	(171)	428
Relig: All Non-Christian	6%	(18)	19%	(63)	21%	(68)	15%	(49)	40%	(133)	331
Community: Urban	9%	(19)	14%	(29)	18%	(37)	18%	(37)	41%	(86)	208
Community: Suburban	6%	(20)	21%	(73)	23%	(79)	14%	(48)	36%	(126)	345
Community: Rural	5%	(10)	20%	(42)	15%	(31)	15%	(31)	45%	(92)	205
Employ: Private Sector	7%	(15)	23%	(52)	24%	(54)	17%	(38)	30%	(67)	226
Employ: Government	11%	(4)	16%	(6)	20%	(8)	22%	(9)	31%	(12)	39
Employ: Self-Employed	19%	(14)	20%	(15)	23%	(17)	13%	(10)	25%	(19)	75
Employ: Homemaker	5%	(3)	8%	(5)	23%	(13)	23%	(13)	41%	(23)	56
Employ: Student	7%	(3)	21%	(9)	18%	(8)	19%	(9)	35%	(16)	46
Employ: Retired	2%	(3)	14%	(26)	14%	(26)	14%	(25)	56%	(100)	180
Employ: Unemployed	6%	(5)	24%	(19)	12%	(9)	12%	(9)	46%	(36)	78
Employ: Other	2%	(1)	19%	(11)	18%	(11)	6%	(4)	54%	(31)	58
Military HH: Yes	5%	(6)	16%	(22)	16%	(22)	13%	(18)	49%	(67)	135
Military HH: No	7%	(42)	19%	(121)	20%	(124)	16%	(98)	38%	(237)	623

Continued on next page

Table HR8_3: (One third of respondents shown movie poster with laurels.) Do you agree or disagree with the following statements?
This seems like a movie made for elite audiences.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	6%	(49)	19%	(143)	19%	(146)	15%	(116)	40%	(304)	758
RD/WT: Right Direction	8%	(26)	19%	(59)	17%	(51)	16%	(48)	40%	(124)	308
RD/WT: Wrong Track	5%	(23)	19%	(84)	21%	(95)	15%	(68)	40%	(180)	450
Trump Job Approve	7%	(24)	20%	(66)	19%	(62)	14%	(45)	39%	(129)	326
Trump Job Disapprove	6%	(24)	20%	(76)	20%	(77)	17%	(65)	38%	(146)	389
Trump Job Strongly Approve	8%	(13)	17%	(28)	13%	(21)	17%	(28)	44%	(72)	162
Trump Job Somewhat Approve	7%	(11)	23%	(37)	25%	(41)	11%	(17)	35%	(57)	164
Trump Job Somewhat Disapprove	4%	(4)	28%	(25)	16%	(14)	19%	(17)	32%	(29)	88
Trump Job Strongly Disapprove	7%	(20)	17%	(51)	21%	(63)	16%	(48)	39%	(118)	300
Favorable of Trump	7%	(23)	21%	(64)	19%	(60)	15%	(46)	38%	(117)	311
Unfavorable of Trump	6%	(25)	19%	(77)	21%	(83)	16%	(65)	37%	(148)	398
Very Favorable of Trump	7%	(13)	19%	(34)	15%	(28)	17%	(31)	41%	(73)	179
Somewhat Favorable of Trump	8%	(10)	23%	(30)	25%	(33)	12%	(15)	33%	(43)	131
Somewhat Unfavorable of Trump	9%	(6)	19%	(14)	18%	(13)	17%	(12)	36%	(25)	71
Very Unfavorable of Trump	6%	(18)	19%	(63)	21%	(70)	16%	(52)	38%	(123)	327
#1 Issue: Economy	8%	(16)	21%	(43)	25%	(51)	14%	(29)	33%	(68)	208
#1 Issue: Security	8%	(11)	17%	(26)	13%	(20)	20%	(30)	42%	(63)	150
#1 Issue: Health Care	5%	(7)	18%	(22)	27%	(34)	16%	(20)	34%	(43)	127
#1 Issue: Medicare / Social Security	4%	(4)	12%	(14)	15%	(18)	14%	(16)	55%	(65)	118
#1 Issue: Women's Issues	5%	(1)	36%	(10)	18%	(5)	11%	(3)	29%	(8)	28
#1 Issue: Education	4%	(2)	33%	(15)	13%	(6)	12%	(5)	39%	(17)	44
#1 Issue: Energy	14%	(5)	22%	(8)	15%	(5)	22%	(8)	27%	(9)	35
#1 Issue: Other	3%	(2)	11%	(5)	13%	(6)	9%	(4)	63%	(31)	48
2018 House Vote: Democrat	9%	(25)	20%	(54)	20%	(55)	13%	(35)	38%	(104)	273
2018 House Vote: Republican	7%	(15)	17%	(41)	19%	(46)	15%	(35)	42%	(100)	236
2018 House Vote: Someone else	—	(0)	24%	(8)	22%	(8)	14%	(5)	40%	(14)	35
2018 House Vote: Didnt Vote	4%	(8)	18%	(39)	18%	(38)	19%	(41)	41%	(87)	213
2016 Vote: Hillary Clinton	9%	(19)	20%	(44)	21%	(47)	12%	(26)	39%	(88)	226
2016 Vote: Donald Trump	6%	(13)	19%	(45)	21%	(51)	16%	(37)	38%	(91)	238
2016 Vote: Someone else	5%	(3)	29%	(18)	10%	(7)	11%	(7)	45%	(28)	62
2016 Vote: Didnt Vote	5%	(13)	15%	(35)	18%	(41)	20%	(46)	42%	(97)	232

Continued on next page

Table HR8_3: (One third of respondents shown movie poster with laurels.) Do you agree or disagree with the following statements?
This seems like a movie made for elite audiences.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	6%	(49)	19%	(143)	19%	(146)	15%	(116)	40%	(304)	758
Voted in 2014: Yes	7%	(31)	21%	(98)	17%	(78)	15%	(71)	41%	(190)	468
Voted in 2014: No	6%	(17)	16%	(45)	24%	(68)	16%	(46)	39%	(114)	291
2012 Vote: Barack Obama	6%	(16)	21%	(55)	17%	(46)	15%	(40)	41%	(111)	269
2012 Vote: Mitt Romney	6%	(11)	19%	(35)	19%	(35)	13%	(24)	44%	(80)	184
2012 Vote: Other	4%	(1)	23%	(9)	22%	(8)	9%	(3)	42%	(16)	39
2012 Vote: Didn't Vote	8%	(20)	17%	(44)	21%	(55)	19%	(50)	36%	(96)	265
4-Region: Northeast	6%	(7)	21%	(27)	14%	(19)	22%	(29)	37%	(49)	130
4-Region: Midwest	6%	(11)	22%	(37)	19%	(32)	12%	(20)	41%	(68)	168
4-Region: South	7%	(21)	19%	(55)	20%	(58)	14%	(40)	40%	(114)	288
4-Region: West	6%	(10)	14%	(24)	22%	(37)	16%	(28)	42%	(73)	172

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

Table HR9: (One third of respondents shown movie poster with quotes.) Based on the movie poster above, would you see this movie?

Demographic	Yes, I definitely would see that movie		Yes, I probably would see that movie		No, I probably wouldn't see that movie		No, I definitely wouldn't see that movie		Don't know / No opinion		Total N
Adults	4%	(28)	24%	(176)	34%	(249)	18%	(130)	20%	(148)	731
Gender: Male	4%	(13)	24%	(83)	37%	(129)	18%	(63)	17%	(59)	347
Gender: Female	4%	(15)	24%	(92)	31%	(120)	18%	(67)	23%	(90)	384
Age: 18-29	6%	(9)	27%	(42)	35%	(55)	16%	(24)	16%	(24)	154
Age: 30-44	7%	(13)	30%	(58)	32%	(61)	16%	(30)	15%	(30)	192
Age: 45-54	1%	(2)	18%	(26)	40%	(57)	19%	(26)	21%	(30)	141
Age: 55-64	1%	(2)	27%	(28)	28%	(30)	17%	(18)	26%	(27)	105
Age: 65+	2%	(3)	16%	(22)	34%	(47)	22%	(31)	27%	(37)	138
Generation Z: 18-22	8%	(7)	29%	(25)	31%	(26)	18%	(15)	14%	(12)	84
Millennial: Age 23-38	8%	(14)	26%	(48)	37%	(68)	14%	(25)	14%	(26)	181
Generation X: Age 39-54	1%	(3)	24%	(53)	35%	(79)	18%	(41)	21%	(46)	222
Boomers: Age 55-73	2%	(3)	21%	(46)	30%	(64)	19%	(41)	28%	(60)	215
PID: Dem (no lean)	4%	(11)	26%	(68)	32%	(85)	17%	(46)	21%	(55)	265
PID: Ind (no lean)	4%	(10)	24%	(56)	35%	(83)	18%	(42)	19%	(46)	238
PID: Rep (no lean)	3%	(7)	22%	(51)	35%	(81)	18%	(42)	21%	(48)	228
PID/Gender: Dem Men	2%	(3)	30%	(33)	31%	(34)	17%	(19)	21%	(23)	112
PID/Gender: Dem Women	6%	(9)	23%	(35)	33%	(51)	18%	(27)	21%	(32)	153
PID/Gender: Ind Men	6%	(7)	21%	(26)	41%	(51)	18%	(22)	15%	(18)	123
PID/Gender: Ind Women	3%	(3)	27%	(30)	28%	(32)	18%	(21)	25%	(28)	115
PID/Gender: Rep Men	3%	(4)	22%	(25)	39%	(44)	20%	(22)	16%	(18)	112
PID/Gender: Rep Women	3%	(3)	23%	(26)	32%	(37)	17%	(19)	26%	(30)	116
Ideo: Liberal (1-3)	7%	(16)	27%	(63)	33%	(79)	13%	(31)	21%	(50)	238
Ideo: Moderate (4)	3%	(4)	29%	(48)	33%	(55)	15%	(24)	20%	(33)	164
Ideo: Conservative (5-7)	2%	(4)	21%	(47)	38%	(86)	24%	(54)	17%	(38)	229
Educ: < College	4%	(22)	24%	(118)	34%	(167)	19%	(92)	20%	(98)	498
Educ: Bachelors degree	4%	(6)	27%	(40)	35%	(51)	17%	(25)	18%	(27)	149
Educ: Post-grad	1%	(1)	21%	(18)	35%	(30)	15%	(13)	28%	(24)	84

Continued on next page

Table HR9: (One third of respondents shown movie poster with quotes.) Based on the movie poster above, would you see this movie?

Demographic	Yes, I definitely would see that movie		Yes, I probably would see that movie		No, I probably wouldn't see that movie		No, I definitely wouldn't see that movie		Don't know / No opinion		Total N
Adults	4%	(28)	24%	(176)	34%	(249)	18%	(130)	20%	(148)	731
Income: Under 50k	5%	(20)	24%	(94)	33%	(130)	18%	(71)	20%	(77)	392
Income: 50k-100k	3%	(7)	24%	(51)	37%	(77)	17%	(36)	18%	(38)	209
Income: 100k+	1%	(1)	23%	(30)	32%	(41)	18%	(23)	26%	(34)	130
Ethnicity: White	2%	(13)	24%	(136)	35%	(199)	18%	(103)	20%	(116)	568
Ethnicity: Hispanic	7%	(7)	32%	(33)	30%	(30)	20%	(20)	11%	(11)	102
Ethnicity: Afr. Am.	10%	(10)	25%	(25)	26%	(26)	18%	(17)	22%	(22)	99
Ethnicity: Other	8%	(5)	23%	(15)	37%	(23)	15%	(9)	17%	(11)	63
Relig: Protestant	1%	(2)	27%	(36)	35%	(48)	21%	(28)	16%	(21)	135
Relig: Roman Catholic	4%	(7)	25%	(37)	30%	(46)	13%	(20)	27%	(40)	150
Relig: Ath./Agn./None	6%	(13)	25%	(55)	32%	(72)	18%	(41)	19%	(42)	223
Relig: Something Else	3%	(4)	26%	(31)	41%	(48)	15%	(18)	14%	(16)	117
Relig: Jewish	6%	(1)	6%	(1)	28%	(3)	26%	(3)	33%	(4)	12
Relig: Evangelical	3%	(7)	22%	(46)	30%	(62)	24%	(49)	20%	(42)	207
Relig: Non-Evang. Catholics	2%	(4)	24%	(44)	36%	(66)	12%	(22)	26%	(48)	184
Relig: All Christian	3%	(11)	23%	(90)	33%	(128)	18%	(71)	23%	(90)	391
Relig: All Non-Christian	5%	(17)	25%	(86)	35%	(120)	17%	(59)	17%	(58)	340
Community: Urban	6%	(12)	33%	(63)	32%	(61)	15%	(29)	13%	(25)	190
Community: Suburban	4%	(12)	20%	(64)	38%	(123)	20%	(64)	19%	(62)	325
Community: Rural	2%	(4)	23%	(49)	30%	(64)	17%	(37)	28%	(61)	216
Employ: Private Sector	3%	(6)	24%	(55)	39%	(88)	17%	(38)	17%	(38)	226
Employ: Government	7%	(4)	16%	(8)	32%	(16)	35%	(17)	9%	(4)	49
Employ: Self-Employed	12%	(8)	22%	(14)	31%	(20)	12%	(8)	24%	(16)	65
Employ: Homemaker	4%	(2)	34%	(19)	28%	(16)	7%	(4)	27%	(16)	58
Employ: Student	4%	(2)	42%	(19)	32%	(15)	13%	(6)	9%	(4)	46
Employ: Retired	1%	(2)	20%	(31)	35%	(52)	17%	(26)	27%	(40)	151
Employ: Unemployed	3%	(2)	27%	(20)	28%	(21)	20%	(15)	23%	(17)	75
Employ: Other	5%	(3)	15%	(9)	34%	(21)	26%	(16)	21%	(13)	63
Military HH: Yes	6%	(7)	23%	(25)	36%	(40)	17%	(19)	17%	(19)	110
Military HH: No	3%	(21)	24%	(150)	34%	(209)	18%	(111)	21%	(129)	621

Continued on next page

Table HR9: (One third of respondents shown movie poster with quotes.) Based on the movie poster above, would you see this movie?

Demographic	Yes, I definitely would see that movie		Yes, I probably would see that movie		No, I probably wouldn't see that movie		No, I definitely wouldn't see that movie		Don't know / No opinion		Total N
Adults	4%	(28)	24%	(176)	34%	(249)	18%	(130)	20%	(148)	731
RD/WT: Right Direction	5%	(12)	20%	(51)	33%	(83)	22%	(55)	21%	(52)	253
RD/WT: Wrong Track	3%	(16)	26%	(124)	35%	(166)	16%	(75)	20%	(96)	478
Trump Job Approve	3%	(8)	22%	(63)	35%	(103)	22%	(63)	19%	(54)	291
Trump Job Disapprove	4%	(17)	25%	(98)	34%	(135)	14%	(56)	22%	(86)	393
Trump Job Strongly Approve	6%	(8)	15%	(20)	32%	(42)	26%	(35)	21%	(28)	134
Trump Job Somewhat Approve	—	(0)	27%	(43)	39%	(61)	18%	(28)	17%	(26)	157
Trump Job Somewhat Disapprove	1%	(1)	21%	(20)	45%	(43)	11%	(11)	21%	(20)	94
Trump Job Strongly Disapprove	6%	(17)	26%	(78)	31%	(92)	15%	(45)	22%	(66)	298
Favorable of Trump	4%	(11)	23%	(66)	36%	(104)	20%	(60)	18%	(51)	293
Unfavorable of Trump	4%	(14)	25%	(99)	36%	(138)	16%	(61)	20%	(76)	388
Very Favorable of Trump	7%	(10)	17%	(25)	32%	(45)	26%	(37)	18%	(26)	143
Somewhat Favorable of Trump	1%	(1)	28%	(42)	39%	(59)	15%	(23)	17%	(26)	150
Somewhat Unfavorable of Trump	1%	(1)	21%	(15)	49%	(36)	18%	(13)	12%	(9)	74
Very Unfavorable of Trump	4%	(13)	27%	(84)	32%	(102)	15%	(48)	21%	(67)	314
#1 Issue: Economy	2%	(4)	26%	(52)	33%	(66)	21%	(42)	18%	(36)	200
#1 Issue: Security	4%	(6)	17%	(24)	33%	(44)	25%	(33)	21%	(28)	135
#1 Issue: Health Care	4%	(5)	33%	(39)	36%	(41)	12%	(15)	15%	(17)	117
#1 Issue: Medicare / Social Security	2%	(2)	16%	(18)	36%	(39)	19%	(21)	26%	(28)	108
#1 Issue: Women's Issues	16%	(5)	28%	(9)	28%	(8)	5%	(1)	23%	(7)	30
#1 Issue: Education	6%	(4)	23%	(13)	36%	(21)	15%	(9)	20%	(12)	59
#1 Issue: Energy	3%	(1)	24%	(10)	31%	(13)	16%	(7)	26%	(11)	42
#1 Issue: Other	3%	(1)	29%	(11)	36%	(14)	7%	(3)	26%	(10)	39
2018 House Vote: Democrat	5%	(12)	24%	(62)	35%	(89)	15%	(38)	21%	(55)	257
2018 House Vote: Republican	3%	(6)	21%	(46)	38%	(85)	20%	(45)	18%	(42)	225
2018 House Vote: Someone else	6%	(2)	16%	(6)	26%	(9)	15%	(6)	38%	(14)	37
2018 House Vote: Didnt Vote	3%	(7)	29%	(61)	31%	(64)	19%	(41)	18%	(38)	211
2016 Vote: Hillary Clinton	4%	(8)	22%	(47)	38%	(80)	15%	(32)	21%	(46)	212
2016 Vote: Donald Trump	3%	(7)	20%	(45)	34%	(76)	24%	(53)	19%	(43)	225
2016 Vote: Someone else	2%	(1)	25%	(17)	34%	(24)	11%	(8)	29%	(20)	70
2016 Vote: Didnt Vote	5%	(12)	30%	(66)	31%	(68)	16%	(37)	18%	(39)	222

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Table HR9: (One third of respondents shown movie poster with quotes.) Based on the movie poster above, would you see this movie?

Demographic	Yes, I definitely would see that movie		Yes, I probably would see that movie		No, I probably wouldn't see that movie		No, I definitely wouldn't see that movie		Don't know / No opinion		Total N
Adults	4%	(28)	24%	(176)	34%	(249)	18%	(130)	20%	(148)	731
Voted in 2014: Yes	3%	(13)	20%	(91)	36%	(157)	19%	(86)	22%	(96)	443
Voted in 2014: No	5%	(15)	29%	(85)	32%	(92)	15%	(44)	18%	(52)	288
2012 Vote: Barack Obama	3%	(9)	23%	(65)	33%	(92)	17%	(48)	23%	(65)	280
2012 Vote: Mitt Romney	3%	(5)	18%	(29)	39%	(63)	19%	(31)	22%	(35)	163
2012 Vote: Other	—	(0)	22%	(6)	41%	(12)	21%	(6)	16%	(5)	29
2012 Vote: Didn't Vote	5%	(13)	29%	(75)	31%	(81)	18%	(45)	17%	(43)	258
4-Region: Northeast	4%	(5)	26%	(32)	26%	(32)	18%	(23)	27%	(34)	126
4-Region: Midwest	5%	(7)	18%	(28)	36%	(55)	23%	(36)	17%	(27)	153
4-Region: South	4%	(12)	24%	(67)	35%	(97)	15%	(41)	22%	(60)	278
4-Region: West	3%	(4)	28%	(48)	37%	(64)	17%	(30)	16%	(28)	174

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

Table HR10: (One third of respondents shown movie poster with quotes.) And how prestigious do you think this movie is? By prestigious, we mean the movie is artistic and celebrated the film industry.

Demographic	Very prestigious		Somewhat prestigious		Not very prestigious		Not prestigious at all		Don't know / No opinion		Total N
Adults	5%	(33)	25%	(184)	18%	(132)	14%	(100)	38%	(281)	731
Gender: Male	5%	(16)	25%	(88)	21%	(74)	13%	(46)	36%	(123)	347
Gender: Female	5%	(17)	25%	(96)	15%	(58)	14%	(54)	41%	(158)	384
Age: 18-29	12%	(18)	40%	(62)	15%	(23)	13%	(20)	20%	(31)	154
Age: 30-44	6%	(12)	27%	(51)	19%	(37)	16%	(31)	32%	(62)	192
Age: 45-54	1%	(2)	15%	(21)	26%	(37)	17%	(24)	41%	(57)	141
Age: 55-64	1%	(1)	27%	(29)	17%	(18)	9%	(10)	45%	(48)	105
Age: 65+	1%	(1)	15%	(21)	12%	(17)	11%	(15)	61%	(84)	138
Generation Z: 18-22	17%	(14)	42%	(35)	14%	(12)	12%	(10)	15%	(13)	84
Millennial: Age 23-38	7%	(12)	31%	(56)	18%	(33)	14%	(25)	30%	(55)	181
Generation X: Age 39-54	2%	(5)	19%	(43)	24%	(53)	18%	(40)	37%	(82)	222
Boomers: Age 55-73	1%	(1)	20%	(42)	15%	(31)	10%	(22)	55%	(117)	215
PID: Dem (no lean)	4%	(12)	32%	(85)	16%	(42)	8%	(21)	40%	(106)	265
PID: Ind (no lean)	5%	(13)	23%	(54)	20%	(47)	15%	(35)	37%	(89)	238
PID: Rep (no lean)	4%	(9)	19%	(44)	19%	(43)	19%	(44)	38%	(87)	228
PID/Gender: Dem Men	2%	(3)	35%	(40)	18%	(20)	7%	(8)	37%	(42)	112
PID/Gender: Dem Women	6%	(9)	30%	(45)	14%	(21)	9%	(14)	42%	(64)	153
PID/Gender: Ind Men	5%	(6)	22%	(26)	24%	(30)	14%	(18)	35%	(43)	123
PID/Gender: Ind Women	6%	(7)	24%	(28)	15%	(17)	15%	(17)	40%	(46)	115
PID/Gender: Rep Men	6%	(7)	20%	(22)	21%	(23)	18%	(21)	35%	(39)	112
PID/Gender: Rep Women	1%	(2)	19%	(22)	17%	(20)	20%	(23)	42%	(48)	116
Ideo: Liberal (1-3)	6%	(15)	32%	(77)	15%	(35)	10%	(24)	37%	(87)	238
Ideo: Moderate (4)	3%	(5)	26%	(43)	18%	(29)	15%	(25)	38%	(63)	164
Ideo: Conservative (5-7)	4%	(9)	20%	(45)	22%	(49)	16%	(37)	39%	(90)	229
Educ: < College	5%	(23)	25%	(125)	18%	(89)	14%	(72)	38%	(188)	498
Educ: Bachelors degree	5%	(8)	27%	(40)	17%	(26)	14%	(20)	37%	(55)	149
Educ: Post-grad	2%	(2)	23%	(19)	20%	(17)	10%	(8)	46%	(38)	84

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Table HR10: (One third of respondents shown movie poster with quotes.) And how prestigious do you think this movie is? By prestigious, we mean the movie is artistic and celebrated the film industry.

Demographic	Very prestigious		Somewhat prestigious		Not very prestigious		Not prestigious at all		Don't know / No opinion		Total N
Adults	5%	(33)	25%	(184)	18%	(132)	14%	(100)	38%	(281)	731
Income: Under 50k	5%	(18)	25%	(97)	18%	(72)	14%	(53)	39%	(152)	392
Income: 50k-100k	5%	(11)	23%	(47)	19%	(40)	13%	(28)	40%	(83)	209
Income: 100k+	3%	(4)	31%	(40)	15%	(20)	15%	(20)	36%	(47)	130
Ethnicity: White	3%	(18)	24%	(135)	18%	(100)	15%	(88)	40%	(229)	568
Ethnicity: Hispanic	10%	(10)	31%	(31)	21%	(22)	10%	(10)	29%	(30)	102
Ethnicity: Afr. Am.	12%	(12)	27%	(27)	21%	(21)	9%	(9)	31%	(31)	99
Ethnicity: Other	6%	(4)	35%	(22)	18%	(12)	6%	(4)	34%	(22)	63
Relig: Protestant	2%	(3)	21%	(29)	18%	(24)	16%	(22)	42%	(57)	135
Relig: Roman Catholic	2%	(3)	29%	(44)	17%	(26)	14%	(21)	38%	(56)	150
Relig: Ath./Agn./None	7%	(17)	27%	(61)	14%	(32)	12%	(27)	39%	(88)	223
Relig: Something Else	4%	(4)	28%	(33)	25%	(30)	13%	(15)	30%	(35)	117
Relig: Jewish	—	(0)	26%	(3)	8%	(1)	25%	(3)	42%	(5)	12
Relig: Evangelical	5%	(10)	20%	(41)	18%	(38)	17%	(35)	40%	(83)	207
Relig: Non-Evang. Catholics	1%	(3)	27%	(49)	18%	(33)	13%	(24)	41%	(76)	184
Relig: All Christian	3%	(12)	23%	(90)	18%	(71)	15%	(59)	41%	(159)	391
Relig: All Non-Christian	6%	(21)	28%	(94)	18%	(61)	12%	(41)	36%	(123)	340
Community: Urban	6%	(11)	25%	(48)	22%	(41)	10%	(19)	38%	(72)	190
Community: Suburban	5%	(17)	26%	(86)	17%	(54)	16%	(52)	36%	(117)	325
Community: Rural	3%	(6)	23%	(51)	17%	(37)	14%	(30)	43%	(93)	216
Employ: Private Sector	4%	(8)	25%	(57)	22%	(51)	15%	(35)	33%	(75)	226
Employ: Government	14%	(7)	25%	(12)	21%	(10)	16%	(8)	24%	(12)	49
Employ: Self-Employed	11%	(7)	23%	(15)	17%	(11)	16%	(10)	34%	(22)	65
Employ: Homemaker	3%	(2)	25%	(15)	15%	(9)	14%	(8)	43%	(25)	58
Employ: Student	9%	(4)	56%	(25)	13%	(6)	11%	(5)	12%	(5)	46
Employ: Retired	2%	(3)	20%	(30)	14%	(21)	7%	(10)	58%	(87)	151
Employ: Unemployed	4%	(3)	21%	(16)	19%	(14)	20%	(15)	37%	(28)	75
Employ: Other	—	(0)	24%	(15)	18%	(11)	15%	(9)	44%	(27)	63
Military HH: Yes	4%	(4)	26%	(29)	16%	(18)	12%	(13)	42%	(46)	110
Military HH: No	5%	(29)	25%	(155)	18%	(114)	14%	(87)	38%	(235)	621

Continued on next page

Table HR10: (One third of respondents shown movie poster with quotes.) And how prestigious do you think this movie is? By prestigious, we mean the movie is artistic and celebrated the film industry.

Demographic	Very prestigious		Somewhat prestigious		Not very prestigious		Not prestigious at all		Don't know / No opinion		Total N
Adults	5%	(33)	25%	(184)	18%	(132)	14%	(100)	38%	(281)	731
RD/WT: Right Direction	4%	(10)	19%	(47)	18%	(46)	17%	(44)	42%	(107)	253
RD/WT: Wrong Track	5%	(23)	29%	(137)	18%	(86)	12%	(57)	37%	(174)	478
Trump Job Approve	4%	(12)	20%	(57)	18%	(52)	17%	(50)	41%	(120)	291
Trump Job Disapprove	5%	(20)	29%	(112)	18%	(71)	12%	(47)	36%	(142)	393
Trump Job Strongly Approve	4%	(5)	18%	(25)	16%	(21)	22%	(29)	41%	(54)	134
Trump Job Somewhat Approve	5%	(7)	20%	(32)	20%	(31)	13%	(21)	42%	(66)	157
Trump Job Somewhat Disapprove	1%	(1)	23%	(21)	25%	(24)	17%	(16)	34%	(32)	94
Trump Job Strongly Disapprove	6%	(19)	30%	(91)	16%	(47)	10%	(31)	37%	(111)	298
Favorable of Trump	4%	(13)	20%	(58)	18%	(53)	18%	(54)	39%	(115)	293
Unfavorable of Trump	5%	(20)	30%	(116)	20%	(77)	11%	(41)	34%	(134)	388
Very Favorable of Trump	6%	(8)	19%	(28)	15%	(21)	22%	(32)	38%	(55)	143
Somewhat Favorable of Trump	3%	(5)	20%	(30)	22%	(33)	15%	(22)	40%	(60)	150
Somewhat Unfavorable of Trump	5%	(4)	25%	(19)	29%	(21)	15%	(11)	26%	(20)	74
Very Unfavorable of Trump	5%	(16)	31%	(97)	18%	(56)	10%	(30)	36%	(114)	314
#1 Issue: Economy	4%	(9)	24%	(48)	22%	(43)	17%	(34)	33%	(66)	200
#1 Issue: Security	3%	(3)	18%	(25)	15%	(21)	16%	(21)	48%	(66)	135
#1 Issue: Health Care	5%	(6)	31%	(37)	12%	(14)	15%	(18)	37%	(43)	117
#1 Issue: Medicare / Social Security	—	(0)	20%	(21)	20%	(21)	11%	(12)	49%	(53)	108
#1 Issue: Women's Issues	14%	(4)	30%	(9)	18%	(5)	15%	(5)	23%	(7)	30
#1 Issue: Education	8%	(5)	27%	(16)	29%	(17)	9%	(6)	26%	(16)	59
#1 Issue: Energy	13%	(6)	27%	(11)	10%	(4)	8%	(3)	43%	(18)	42
#1 Issue: Other	3%	(1)	42%	(17)	16%	(6)	5%	(2)	34%	(13)	39
2018 House Vote: Democrat	5%	(13)	32%	(81)	15%	(37)	9%	(24)	40%	(102)	257
2018 House Vote: Republican	4%	(8)	21%	(48)	23%	(51)	16%	(37)	36%	(81)	225
2018 House Vote: Someone else	9%	(3)	8%	(3)	20%	(7)	19%	(7)	44%	(16)	37
2018 House Vote: Didnt Vote	4%	(8)	25%	(52)	17%	(37)	16%	(33)	38%	(81)	211
2016 Vote: Hillary Clinton	3%	(7)	31%	(65)	16%	(33)	9%	(20)	41%	(87)	212
2016 Vote: Donald Trump	5%	(11)	20%	(44)	20%	(46)	15%	(34)	40%	(89)	225
2016 Vote: Someone else	1%	(1)	19%	(13)	24%	(17)	19%	(13)	37%	(26)	70
2016 Vote: Didnt Vote	6%	(13)	27%	(61)	16%	(35)	15%	(34)	35%	(78)	222

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Table HR10: (One third of respondents shown movie poster with quotes.) And how prestigious do you think this movie is? By prestigious, we mean the movie is artistic and celebrated the film industry.

Demographic	Very prestigious		Somewhat prestigious		Not very prestigious		Not prestigious at all		Don't know / No opinion		Total N
Adults	5%	(33)	25%	(184)	18%	(132)	14%	(100)	38%	(281)	731
Voted in 2014: Yes	3%	(13)	22%	(98)	20%	(90)	14%	(61)	41%	(180)	443
Voted in 2014: No	7%	(20)	30%	(86)	14%	(42)	14%	(39)	35%	(102)	288
2012 Vote: Barack Obama	4%	(11)	28%	(79)	16%	(44)	10%	(29)	42%	(117)	280
2012 Vote: Mitt Romney	4%	(6)	16%	(27)	20%	(33)	19%	(30)	41%	(67)	163
2012 Vote: Other	—	(0)	12%	(4)	29%	(8)	22%	(6)	37%	(11)	29
2012 Vote: Didn't Vote	6%	(16)	29%	(75)	18%	(47)	13%	(34)	34%	(87)	258
4-Region: Northeast	4%	(5)	32%	(41)	14%	(18)	10%	(13)	39%	(50)	126
4-Region: Midwest	4%	(5)	20%	(31)	24%	(37)	14%	(21)	38%	(58)	153
4-Region: South	7%	(20)	24%	(66)	14%	(39)	16%	(43)	40%	(110)	278
4-Region: West	2%	(3)	27%	(47)	22%	(38)	14%	(24)	36%	(63)	174

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

Table HR11_1: (One third of respondents shown movie poster with quotes.) Do you agree or disagree with the following statements?
This seems like a movie I would enjoy.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	4%	(32)	24%	(173)	18%	(132)	22%	(157)	32%	(237)	731
Gender: Male	5%	(17)	23%	(81)	22%	(75)	21%	(72)	29%	(102)	347
Gender: Female	4%	(15)	24%	(92)	15%	(57)	22%	(85)	35%	(135)	384
Age: 18-29	8%	(12)	27%	(41)	24%	(36)	19%	(29)	24%	(37)	154
Age: 30-44	8%	(15)	26%	(50)	17%	(32)	25%	(47)	25%	(48)	192
Age: 45-54	1%	(1)	22%	(32)	22%	(30)	25%	(35)	31%	(43)	141
Age: 55-64	2%	(3)	24%	(25)	14%	(15)	17%	(17)	43%	(46)	105
Age: 65+	1%	(2)	19%	(26)	13%	(18)	21%	(29)	46%	(64)	138
Generation Z: 18-22	11%	(9)	28%	(24)	27%	(22)	17%	(14)	18%	(15)	84
Millennial: Age 23-38	7%	(12)	27%	(48)	21%	(37)	22%	(39)	24%	(44)	181
Generation X: Age 39-54	3%	(6)	23%	(51)	18%	(39)	26%	(58)	31%	(68)	222
Boomers: Age 55-73	2%	(4)	22%	(47)	14%	(30)	17%	(36)	46%	(98)	215
PID: Dem (no lean)	5%	(13)	26%	(69)	19%	(51)	17%	(44)	33%	(89)	265
PID: Ind (no lean)	4%	(10)	24%	(56)	17%	(41)	25%	(59)	30%	(72)	238
PID: Rep (no lean)	4%	(9)	21%	(48)	18%	(41)	24%	(54)	33%	(76)	228
PID/Gender: Dem Men	5%	(5)	31%	(35)	23%	(26)	13%	(14)	28%	(31)	112
PID/Gender: Dem Women	5%	(8)	22%	(34)	16%	(25)	20%	(30)	37%	(57)	153
PID/Gender: Ind Men	6%	(7)	19%	(24)	22%	(28)	22%	(27)	31%	(38)	123
PID/Gender: Ind Women	2%	(3)	28%	(32)	11%	(13)	28%	(32)	30%	(34)	115
PID/Gender: Rep Men	4%	(5)	20%	(22)	19%	(21)	28%	(31)	29%	(33)	112
PID/Gender: Rep Women	4%	(5)	22%	(26)	16%	(19)	20%	(23)	38%	(43)	116
Ideo: Liberal (1-3)	7%	(17)	25%	(59)	20%	(48)	16%	(38)	32%	(76)	238
Ideo: Moderate (4)	2%	(3)	28%	(46)	18%	(29)	18%	(30)	34%	(56)	164
Ideo: Conservative (5-7)	3%	(8)	18%	(42)	19%	(44)	29%	(66)	31%	(70)	229
Educ: < College	5%	(26)	23%	(114)	18%	(92)	21%	(106)	32%	(160)	498
Educ: Bachelors degree	2%	(2)	27%	(40)	15%	(23)	24%	(35)	33%	(48)	149
Educ: Post-grad	3%	(3)	23%	(19)	21%	(18)	19%	(16)	34%	(29)	84

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Table HR11_1: (One third of respondents shown movie poster with quotes.) Do you agree or disagree with the following statements?
This seems like a movie I would enjoy.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	4%	(32)	24%	(173)	18%	(132)	22%	(157)	32%	(237)	731
Income: Under 50k	6%	(23)	21%	(84)	19%	(76)	21%	(82)	33%	(128)	392
Income: 50k-100k	3%	(7)	26%	(54)	15%	(31)	23%	(48)	33%	(68)	209
Income: 100k+	2%	(2)	27%	(35)	19%	(25)	21%	(28)	31%	(40)	130
Ethnicity: White	3%	(17)	22%	(126)	17%	(98)	22%	(128)	35%	(200)	568
Ethnicity: Hispanic	8%	(9)	33%	(34)	16%	(17)	18%	(18)	24%	(24)	102
Ethnicity: Afr. Am.	9%	(9)	31%	(30)	21%	(21)	14%	(14)	25%	(25)	99
Ethnicity: Other	9%	(6)	27%	(17)	20%	(13)	24%	(15)	19%	(12)	63
Relig: Protestant	3%	(4)	20%	(28)	16%	(22)	28%	(38)	32%	(44)	135
Relig: Roman Catholic	3%	(4)	25%	(38)	15%	(22)	21%	(31)	36%	(54)	150
Relig: Ath./Agn./None	5%	(10)	26%	(58)	18%	(40)	17%	(38)	34%	(77)	223
Relig: Something Else	7%	(8)	27%	(32)	21%	(25)	18%	(22)	26%	(31)	117
Relig: Jewish	6%	(1)	6%	(1)	35%	(4)	18%	(2)	35%	(4)	12
Relig: Evangelical	4%	(9)	21%	(44)	18%	(37)	30%	(62)	27%	(55)	207
Relig: Non-Evang. Catholics	3%	(5)	21%	(39)	16%	(30)	19%	(36)	41%	(75)	184
Relig: All Christian	4%	(14)	21%	(83)	17%	(67)	25%	(98)	33%	(130)	391
Relig: All Non-Christian	5%	(18)	26%	(90)	19%	(65)	17%	(59)	32%	(108)	340
Community: Urban	6%	(12)	27%	(51)	19%	(35)	19%	(37)	29%	(55)	190
Community: Suburban	4%	(14)	23%	(74)	18%	(60)	22%	(72)	32%	(105)	325
Community: Rural	3%	(6)	22%	(48)	17%	(37)	22%	(48)	36%	(77)	216
Employ: Private Sector	4%	(9)	24%	(55)	19%	(42)	27%	(60)	27%	(60)	226
Employ: Government	3%	(1)	21%	(10)	27%	(13)	28%	(14)	21%	(10)	49
Employ: Self-Employed	10%	(7)	31%	(20)	10%	(7)	22%	(14)	26%	(17)	65
Employ: Homemaker	1%	(0)	34%	(20)	16%	(9)	11%	(7)	37%	(22)	58
Employ: Student	10%	(5)	39%	(18)	28%	(13)	10%	(4)	14%	(6)	46
Employ: Retired	2%	(4)	21%	(31)	15%	(23)	19%	(29)	43%	(64)	151
Employ: Unemployed	5%	(4)	15%	(11)	20%	(15)	18%	(13)	41%	(31)	75
Employ: Other	3%	(2)	13%	(8)	16%	(10)	24%	(15)	43%	(27)	63
Military HH: Yes	5%	(6)	26%	(29)	21%	(23)	20%	(22)	27%	(30)	110
Military HH: No	4%	(26)	23%	(144)	17%	(108)	22%	(135)	33%	(208)	621

Continued on next page

Table HR11_1: (One third of respondents shown movie poster with quotes.) Do you agree or disagree with the following statements?
This seems like a movie I would enjoy.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	4%	(32)	24%	(173)	18%	(132)	22%	(157)	32%	(237)	731
RD/WT: Right Direction	4%	(9)	22%	(55)	17%	(43)	23%	(59)	35%	(88)	253
RD/WT: Wrong Track	5%	(22)	25%	(118)	19%	(89)	21%	(99)	31%	(150)	478
Trump Job Approve	4%	(11)	21%	(61)	17%	(50)	25%	(74)	33%	(95)	291
Trump Job Disapprove	5%	(18)	25%	(100)	19%	(76)	18%	(72)	32%	(126)	393
Trump Job Strongly Approve	6%	(8)	19%	(26)	12%	(16)	24%	(33)	38%	(51)	134
Trump Job Somewhat Approve	2%	(3)	22%	(35)	22%	(34)	26%	(41)	28%	(44)	157
Trump Job Somewhat Disapprove	—	(0)	22%	(21)	26%	(24)	23%	(22)	29%	(27)	94
Trump Job Strongly Disapprove	6%	(18)	26%	(79)	17%	(52)	17%	(51)	33%	(99)	298
Favorable of Trump	5%	(14)	22%	(64)	16%	(46)	26%	(77)	32%	(93)	293
Unfavorable of Trump	4%	(16)	26%	(101)	20%	(79)	18%	(70)	31%	(121)	388
Very Favorable of Trump	7%	(9)	21%	(30)	12%	(18)	26%	(37)	34%	(49)	143
Somewhat Favorable of Trump	3%	(4)	22%	(33)	19%	(28)	27%	(40)	30%	(44)	150
Somewhat Unfavorable of Trump	1%	(1)	24%	(18)	28%	(21)	22%	(16)	26%	(19)	74
Very Unfavorable of Trump	5%	(15)	27%	(84)	19%	(58)	17%	(54)	33%	(102)	314
#1 Issue: Economy	3%	(6)	25%	(50)	19%	(38)	25%	(50)	28%	(56)	200
#1 Issue: Security	5%	(6)	21%	(29)	20%	(27)	19%	(25)	36%	(48)	135
#1 Issue: Health Care	6%	(7)	31%	(36)	15%	(17)	21%	(24)	27%	(32)	117
#1 Issue: Medicare / Social Security	2%	(2)	14%	(15)	19%	(20)	20%	(22)	46%	(49)	108
#1 Issue: Women's Issues	10%	(3)	33%	(10)	17%	(5)	15%	(4)	25%	(8)	30
#1 Issue: Education	7%	(4)	20%	(12)	28%	(16)	21%	(12)	24%	(14)	59
#1 Issue: Energy	3%	(1)	30%	(13)	9%	(4)	29%	(12)	29%	(12)	42
#1 Issue: Other	3%	(1)	22%	(9)	12%	(5)	18%	(7)	45%	(18)	39
2018 House Vote: Democrat	6%	(15)	25%	(65)	16%	(41)	18%	(47)	35%	(89)	257
2018 House Vote: Republican	4%	(10)	21%	(47)	18%	(41)	22%	(49)	35%	(78)	225
2018 House Vote: Someone else	6%	(2)	13%	(5)	7%	(3)	29%	(11)	44%	(16)	37
2018 House Vote: Didnt Vote	2%	(5)	26%	(55)	22%	(47)	24%	(50)	25%	(54)	211
2016 Vote: Hillary Clinton	4%	(9)	23%	(48)	17%	(35)	19%	(41)	37%	(78)	212
2016 Vote: Donald Trump	4%	(9)	18%	(41)	19%	(42)	23%	(53)	36%	(80)	225
2016 Vote: Someone else	1%	(0)	30%	(21)	11%	(8)	22%	(16)	36%	(25)	70
2016 Vote: Didnt Vote	6%	(13)	28%	(62)	21%	(47)	21%	(47)	24%	(54)	222

Continued on next page

Table HR11_1: (One third of respondents shown movie poster with quotes.) Do you agree or disagree with the following statements?
 This seems like a movie I would enjoy.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	4%	(32)	24%	(173)	18%	(132)	22%	(157)	32%	(237)	731
Voted in 2014: Yes	3%	(14)	22%	(96)	16%	(69)	22%	(99)	37%	(165)	443
Voted in 2014: No	6%	(17)	27%	(77)	22%	(63)	20%	(59)	25%	(72)	288
2012 Vote: Barack Obama	4%	(10)	25%	(70)	16%	(45)	19%	(55)	36%	(100)	280
2012 Vote: Mitt Romney	3%	(5)	18%	(30)	17%	(28)	22%	(35)	39%	(64)	163
2012 Vote: Other	—	(0)	20%	(6)	12%	(4)	52%	(15)	16%	(5)	29
2012 Vote: Didn't Vote	6%	(16)	26%	(67)	21%	(55)	20%	(52)	26%	(68)	258
4-Region: Northeast	4%	(5)	27%	(34)	20%	(25)	14%	(18)	36%	(45)	126
4-Region: Midwest	4%	(6)	19%	(30)	17%	(26)	25%	(38)	35%	(53)	153
4-Region: South	5%	(15)	21%	(59)	16%	(45)	24%	(67)	33%	(93)	278
4-Region: West	3%	(5)	29%	(51)	21%	(36)	20%	(35)	27%	(47)	174

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

Table HR11_2: (One third of respondents shown movie poster with quotes.) Do you agree or disagree with the following statements?
This seems like a movie made for people like me.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	4%	(29)	20%	(143)	17%	(122)	25%	(186)	34%	(251)	731
Gender: Male	4%	(14)	20%	(71)	19%	(65)	28%	(96)	29%	(102)	347
Gender: Female	4%	(15)	19%	(73)	15%	(57)	23%	(89)	39%	(149)	384
Age: 18-29	9%	(14)	20%	(30)	24%	(36)	27%	(41)	22%	(33)	154
Age: 30-44	5%	(10)	24%	(46)	16%	(30)	26%	(50)	29%	(56)	192
Age: 45-54	1%	(1)	18%	(25)	20%	(28)	26%	(37)	35%	(50)	141
Age: 55-64	4%	(4)	19%	(20)	12%	(12)	24%	(25)	42%	(44)	105
Age: 65+	—	(0)	16%	(23)	11%	(15)	23%	(32)	49%	(68)	138
Generation Z: 18-22	14%	(12)	17%	(15)	25%	(21)	25%	(21)	19%	(16)	84
Millennial: Age 23-38	5%	(10)	24%	(44)	18%	(32)	28%	(50)	25%	(45)	181
Generation X: Age 39-54	1%	(3)	19%	(43)	18%	(41)	26%	(57)	35%	(78)	222
Boomers: Age 55-73	2%	(4)	18%	(39)	10%	(21)	24%	(52)	46%	(99)	215
PID: Dem (no lean)	5%	(14)	22%	(59)	16%	(42)	21%	(56)	36%	(94)	265
PID: Ind (no lean)	2%	(5)	19%	(46)	19%	(44)	25%	(61)	34%	(82)	238
PID: Rep (no lean)	4%	(9)	17%	(39)	16%	(36)	30%	(69)	33%	(75)	228
PID/Gender: Dem Men	5%	(6)	27%	(31)	17%	(19)	18%	(20)	32%	(36)	112
PID/Gender: Dem Women	5%	(8)	19%	(29)	15%	(23)	23%	(36)	38%	(58)	153
PID/Gender: Ind Men	3%	(4)	18%	(23)	21%	(26)	26%	(32)	31%	(38)	123
PID/Gender: Ind Women	1%	(1)	20%	(23)	16%	(18)	25%	(29)	38%	(44)	115
PID/Gender: Rep Men	3%	(4)	16%	(17)	17%	(19)	39%	(44)	25%	(28)	112
PID/Gender: Rep Women	5%	(6)	18%	(21)	14%	(16)	22%	(25)	41%	(47)	116
Ideo: Liberal (1-3)	6%	(13)	24%	(57)	17%	(39)	21%	(51)	32%	(77)	238
Ideo: Moderate (4)	4%	(7)	22%	(35)	13%	(22)	23%	(37)	38%	(63)	164
Ideo: Conservative (5-7)	3%	(6)	14%	(33)	19%	(44)	31%	(70)	33%	(76)	229
Educ: < College	5%	(23)	18%	(90)	16%	(79)	27%	(133)	35%	(174)	498
Educ: Bachelors degree	3%	(4)	25%	(37)	17%	(25)	25%	(38)	30%	(44)	149
Educ: Post-grad	2%	(2)	20%	(17)	21%	(18)	18%	(15)	39%	(33)	84

Continued on next page

Table HR11_2: (One third of respondents shown movie poster with quotes.) Do you agree or disagree with the following statements?
This seems like a movie made for people like me.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	4%	(29)	20%	(143)	17%	(122)	25%	(186)	34%	(251)	731
Income: Under 50k	4%	(16)	19%	(75)	15%	(58)	27%	(105)	35%	(138)	392
Income: 50k-100k	3%	(7)	18%	(38)	18%	(39)	25%	(52)	35%	(73)	209
Income: 100k+	4%	(6)	23%	(30)	19%	(25)	22%	(29)	31%	(41)	130
Ethnicity: White	3%	(17)	20%	(112)	17%	(95)	25%	(142)	36%	(203)	568
Ethnicity: Hispanic	8%	(8)	24%	(24)	21%	(22)	20%	(20)	27%	(27)	102
Ethnicity: Afr. Am.	9%	(9)	20%	(20)	14%	(14)	29%	(29)	28%	(28)	99
Ethnicity: Other	6%	(4)	19%	(12)	21%	(13)	23%	(15)	32%	(20)	63
Relig: Protestant	3%	(5)	19%	(26)	19%	(25)	28%	(37)	31%	(42)	135
Relig: Roman Catholic	2%	(4)	20%	(30)	13%	(20)	27%	(40)	38%	(56)	150
Relig: Ath./Agn./None	7%	(15)	21%	(46)	15%	(34)	21%	(47)	37%	(82)	223
Relig: Something Else	3%	(4)	25%	(30)	20%	(24)	23%	(27)	28%	(32)	117
Relig: Jewish	—	(0)	7%	(1)	34%	(4)	24%	(3)	35%	(4)	12
Relig: Evangelical	2%	(5)	17%	(35)	17%	(36)	32%	(66)	31%	(65)	207
Relig: Non-Evang. Catholics	3%	(5)	18%	(33)	15%	(28)	25%	(45)	40%	(73)	184
Relig: All Christian	3%	(10)	17%	(68)	16%	(64)	29%	(112)	35%	(137)	391
Relig: All Non-Christian	5%	(19)	22%	(75)	17%	(58)	22%	(74)	34%	(114)	340
Community: Urban	3%	(6)	27%	(51)	12%	(23)	24%	(47)	33%	(64)	190
Community: Suburban	6%	(18)	17%	(54)	20%	(65)	27%	(86)	31%	(101)	325
Community: Rural	2%	(5)	18%	(38)	16%	(34)	24%	(53)	40%	(86)	216
Employ: Private Sector	3%	(7)	24%	(54)	17%	(39)	30%	(69)	25%	(57)	226
Employ: Government	5%	(2)	17%	(8)	26%	(13)	35%	(17)	17%	(9)	49
Employ: Self-Employed	5%	(3)	27%	(18)	14%	(9)	29%	(19)	24%	(15)	65
Employ: Homemaker	4%	(2)	22%	(13)	14%	(8)	12%	(7)	47%	(27)	58
Employ: Student	6%	(3)	22%	(10)	40%	(18)	19%	(9)	13%	(6)	46
Employ: Retired	2%	(3)	16%	(25)	11%	(17)	22%	(33)	49%	(74)	151
Employ: Unemployed	9%	(7)	7%	(5)	13%	(10)	23%	(17)	48%	(36)	75
Employ: Other	2%	(1)	17%	(10)	13%	(8)	25%	(15)	44%	(27)	63
Military HH: Yes	5%	(5)	22%	(24)	13%	(15)	28%	(30)	32%	(35)	110
Military HH: No	4%	(23)	19%	(119)	17%	(107)	25%	(155)	35%	(216)	621

Continued on next page

Table HR11_2: (One third of respondents shown movie poster with quotes.) Do you agree or disagree with the following statements?
This seems like a movie made for people like me.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	4%	(29)	20%	(143)	17%	(122)	25%	(186)	34%	(251)	731
RD/WT: Right Direction	4%	(10)	18%	(46)	16%	(41)	26%	(65)	36%	(91)	253
RD/WT: Wrong Track	4%	(19)	20%	(97)	17%	(81)	25%	(120)	34%	(160)	478
Trump Job Approve	3%	(10)	18%	(52)	16%	(46)	28%	(81)	35%	(102)	291
Trump Job Disapprove	4%	(16)	22%	(87)	17%	(66)	23%	(92)	34%	(133)	393
Trump Job Strongly Approve	6%	(8)	16%	(21)	11%	(15)	30%	(40)	37%	(50)	134
Trump Job Somewhat Approve	1%	(2)	20%	(31)	20%	(31)	26%	(41)	33%	(52)	157
Trump Job Somewhat Disapprove	3%	(3)	17%	(16)	19%	(18)	26%	(25)	34%	(32)	94
Trump Job Strongly Disapprove	4%	(13)	24%	(70)	16%	(48)	22%	(67)	34%	(100)	298
Favorable of Trump	5%	(14)	18%	(52)	15%	(43)	29%	(86)	33%	(97)	293
Unfavorable of Trump	3%	(13)	22%	(85)	18%	(72)	23%	(90)	33%	(129)	388
Very Favorable of Trump	9%	(12)	15%	(22)	11%	(16)	32%	(45)	33%	(47)	143
Somewhat Favorable of Trump	1%	(2)	20%	(31)	18%	(27)	27%	(41)	33%	(50)	150
Somewhat Unfavorable of Trump	5%	(4)	16%	(12)	21%	(16)	26%	(19)	32%	(24)	74
Very Unfavorable of Trump	3%	(9)	23%	(73)	18%	(56)	22%	(71)	34%	(105)	314
#1 Issue: Economy	4%	(8)	21%	(42)	19%	(37)	28%	(57)	28%	(56)	200
#1 Issue: Security	4%	(5)	19%	(26)	14%	(19)	27%	(36)	36%	(49)	135
#1 Issue: Health Care	6%	(8)	26%	(31)	14%	(17)	25%	(30)	27%	(32)	117
#1 Issue: Medicare / Social Security	—	(0)	15%	(16)	13%	(14)	21%	(23)	51%	(55)	108
#1 Issue: Women's Issues	10%	(3)	24%	(7)	13%	(4)	19%	(6)	34%	(10)	30
#1 Issue: Education	4%	(2)	22%	(13)	21%	(12)	30%	(18)	23%	(14)	59
#1 Issue: Energy	5%	(2)	12%	(5)	26%	(11)	25%	(11)	32%	(14)	42
#1 Issue: Other	3%	(1)	10%	(4)	20%	(8)	14%	(5)	54%	(21)	39
2018 House Vote: Democrat	4%	(11)	23%	(60)	16%	(42)	21%	(55)	35%	(90)	257
2018 House Vote: Republican	4%	(10)	18%	(41)	18%	(40)	27%	(61)	33%	(74)	225
2018 House Vote: Someone else	—	(0)	16%	(6)	11%	(4)	26%	(9)	48%	(18)	37
2018 House Vote: Didnt Vote	4%	(8)	17%	(36)	17%	(36)	29%	(60)	33%	(70)	211
2016 Vote: Hillary Clinton	2%	(5)	20%	(43)	17%	(37)	21%	(45)	39%	(82)	212
2016 Vote: Donald Trump	4%	(9)	16%	(36)	15%	(35)	31%	(71)	33%	(74)	225
2016 Vote: Someone else	1%	(1)	25%	(17)	17%	(12)	22%	(15)	35%	(25)	70
2016 Vote: Didnt Vote	6%	(14)	21%	(47)	17%	(39)	24%	(53)	31%	(70)	222

Continued on next page

Table HR11_2: (One third of respondents shown movie poster with quotes.) Do you agree or disagree with the following statements?
 This seems like a movie made for people like me.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	4%	(29)	20%	(143)	17%	(122)	25%	(186)	34%	(251)	731
Voted in 2014: Yes	4%	(16)	18%	(81)	15%	(67)	27%	(117)	36%	(161)	443
Voted in 2014: No	5%	(13)	22%	(62)	19%	(55)	24%	(68)	31%	(90)	288
2012 Vote: Barack Obama	3%	(8)	22%	(61)	13%	(37)	26%	(73)	36%	(101)	280
2012 Vote: Mitt Romney	3%	(5)	15%	(25)	19%	(31)	24%	(39)	38%	(62)	163
2012 Vote: Other	—	(0)	13%	(4)	9%	(3)	53%	(15)	25%	(7)	29
2012 Vote: Didn't Vote	6%	(15)	21%	(54)	20%	(50)	23%	(58)	31%	(80)	258
4-Region: Northeast	3%	(4)	23%	(29)	21%	(26)	19%	(24)	34%	(43)	126
4-Region: Midwest	2%	(4)	16%	(24)	14%	(22)	31%	(47)	37%	(56)	153
4-Region: South	6%	(16)	18%	(50)	14%	(40)	28%	(77)	34%	(95)	278
4-Region: West	3%	(6)	23%	(39)	19%	(34)	21%	(37)	33%	(58)	174

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

Table HR11_3: (One third of respondents shown movie poster with quotes.) Do you agree or disagree with the following statements?
This seems like a movie made for elite audiences.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	5%	(39)	20%	(145)	19%	(139)	14%	(99)	42%	(308)	731
Gender: Male	6%	(19)	20%	(69)	23%	(79)	12%	(42)	40%	(138)	347
Gender: Female	5%	(20)	20%	(77)	16%	(60)	15%	(57)	44%	(170)	384
Age: 18-29	11%	(16)	29%	(44)	24%	(37)	12%	(19)	25%	(38)	154
Age: 30-44	6%	(11)	24%	(45)	17%	(33)	16%	(32)	37%	(71)	192
Age: 45-54	4%	(6)	13%	(19)	21%	(30)	17%	(25)	44%	(62)	141
Age: 55-64	5%	(5)	18%	(19)	11%	(12)	13%	(13)	53%	(56)	105
Age: 65+	1%	(1)	13%	(18)	19%	(27)	8%	(11)	58%	(81)	138
Generation Z: 18-22	10%	(9)	26%	(22)	32%	(27)	11%	(9)	21%	(17)	84
Millennial: Age 23-38	8%	(15)	27%	(48)	18%	(33)	15%	(27)	32%	(58)	181
Generation X: Age 39-54	4%	(9)	17%	(38)	18%	(41)	17%	(39)	43%	(96)	222
Boomers: Age 55-73	3%	(6)	14%	(29)	16%	(34)	11%	(23)	57%	(123)	215
PID: Dem (no lean)	6%	(16)	24%	(64)	16%	(43)	12%	(32)	42%	(110)	265
PID: Ind (no lean)	6%	(14)	19%	(45)	22%	(52)	14%	(33)	39%	(94)	238
PID: Rep (no lean)	4%	(9)	16%	(37)	19%	(44)	15%	(34)	46%	(104)	228
PID/Gender: Dem Men	6%	(6)	28%	(31)	16%	(18)	9%	(10)	41%	(46)	112
PID/Gender: Dem Women	6%	(10)	21%	(32)	17%	(25)	14%	(22)	42%	(64)	153
PID/Gender: Ind Men	4%	(6)	17%	(21)	28%	(34)	11%	(14)	40%	(49)	123
PID/Gender: Ind Women	7%	(9)	21%	(24)	15%	(17)	17%	(20)	39%	(45)	115
PID/Gender: Rep Men	7%	(8)	15%	(17)	24%	(27)	16%	(18)	38%	(43)	112
PID/Gender: Rep Women	1%	(1)	17%	(20)	15%	(17)	14%	(16)	53%	(61)	116
Ideo: Liberal (1-3)	7%	(17)	25%	(60)	19%	(45)	14%	(32)	35%	(84)	238
Ideo: Moderate (4)	2%	(4)	22%	(36)	24%	(40)	12%	(19)	40%	(65)	164
Ideo: Conservative (5-7)	7%	(17)	15%	(34)	18%	(42)	14%	(33)	45%	(104)	229
Educ: < College	5%	(26)	19%	(95)	18%	(91)	15%	(74)	43%	(212)	498
Educ: Bachelors degree	7%	(10)	24%	(35)	20%	(30)	12%	(18)	37%	(55)	149
Educ: Post-grad	3%	(2)	19%	(16)	22%	(19)	9%	(7)	48%	(40)	84

Continued on next page

Table HR11_3: (One third of respondents shown movie poster with quotes.) Do you agree or disagree with the following statements?
This seems like a movie made for elite audiences.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	5%	(39)	20%	(145)	19%	(139)	14%	(99)	42%	(308)	731
Income: Under 50k	5%	(20)	20%	(79)	20%	(77)	13%	(50)	42%	(165)	392
Income: 50k-100k	4%	(8)	20%	(42)	18%	(37)	15%	(31)	43%	(91)	209
Income: 100k+	8%	(11)	19%	(24)	19%	(25)	14%	(18)	40%	(52)	130
Ethnicity: White	4%	(25)	19%	(105)	18%	(104)	13%	(74)	46%	(259)	568
Ethnicity: Hispanic	10%	(10)	25%	(25)	20%	(21)	13%	(13)	32%	(33)	102
Ethnicity: Afr. Am.	11%	(11)	21%	(21)	24%	(24)	14%	(14)	30%	(30)	99
Ethnicity: Other	5%	(3)	30%	(19)	18%	(11)	18%	(11)	30%	(19)	63
Relig: Protestant	5%	(7)	26%	(35)	15%	(20)	8%	(11)	46%	(62)	135
Relig: Roman Catholic	8%	(12)	18%	(27)	19%	(29)	17%	(26)	38%	(57)	150
Relig: Ath./Agn./None	5%	(12)	18%	(41)	21%	(46)	12%	(26)	44%	(98)	223
Relig: Something Else	1%	(1)	20%	(23)	26%	(30)	18%	(21)	35%	(41)	117
Relig: Jewish	—	(0)	6%	(1)	21%	(3)	32%	(4)	42%	(5)	12
Relig: Evangelical	7%	(15)	24%	(49)	12%	(26)	14%	(28)	43%	(89)	207
Relig: Non-Evang. Catholics	6%	(11)	17%	(32)	20%	(37)	13%	(23)	44%	(81)	184
Relig: All Christian	7%	(26)	21%	(81)	16%	(63)	13%	(52)	43%	(170)	391
Relig: All Non-Christian	4%	(13)	19%	(64)	23%	(77)	14%	(48)	41%	(138)	340
Community: Urban	6%	(12)	21%	(39)	20%	(38)	13%	(25)	40%	(76)	190
Community: Suburban	6%	(20)	19%	(60)	20%	(66)	16%	(51)	39%	(127)	325
Community: Rural	3%	(7)	21%	(46)	16%	(36)	11%	(24)	48%	(104)	216
Employ: Private Sector	8%	(18)	20%	(44)	21%	(48)	14%	(32)	37%	(83)	226
Employ: Government	11%	(5)	22%	(11)	20%	(10)	23%	(11)	24%	(12)	49
Employ: Self-Employed	4%	(3)	14%	(9)	29%	(19)	15%	(10)	38%	(24)	65
Employ: Homemaker	4%	(2)	14%	(8)	20%	(12)	11%	(6)	51%	(29)	58
Employ: Student	16%	(7)	32%	(14)	24%	(11)	10%	(5)	18%	(8)	46
Employ: Retired	2%	(3)	19%	(29)	14%	(22)	10%	(15)	55%	(83)	151
Employ: Unemployed	—	(0)	25%	(19)	17%	(13)	10%	(7)	48%	(36)	75
Employ: Other	1%	(1)	19%	(12)	9%	(5)	21%	(13)	51%	(32)	63
Military HH: Yes	3%	(4)	20%	(22)	16%	(18)	14%	(15)	47%	(52)	110
Military HH: No	6%	(35)	20%	(123)	20%	(122)	14%	(84)	41%	(256)	621

Continued on next page

Table HR11_3: (One third of respondents shown movie poster with quotes.) Do you agree or disagree with the following statements?
This seems like a movie made for elite audiences.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	5%	(39)	20%	(145)	19%	(139)	14%	(99)	42%	(308)	731
RD/WT: Right Direction	4%	(11)	18%	(45)	18%	(46)	14%	(35)	46%	(116)	253
RD/WT: Wrong Track	6%	(28)	21%	(100)	20%	(94)	13%	(64)	40%	(192)	478
Trump Job Approve	4%	(13)	17%	(51)	17%	(49)	16%	(45)	46%	(133)	291
Trump Job Disapprove	6%	(22)	23%	(89)	20%	(79)	13%	(51)	39%	(153)	393
Trump Job Strongly Approve	6%	(8)	12%	(16)	14%	(18)	18%	(25)	50%	(67)	134
Trump Job Somewhat Approve	3%	(5)	22%	(35)	19%	(30)	13%	(21)	42%	(66)	157
Trump Job Somewhat Disapprove	2%	(2)	24%	(22)	27%	(25)	13%	(12)	34%	(32)	94
Trump Job Strongly Disapprove	7%	(20)	22%	(66)	18%	(53)	13%	(38)	41%	(121)	298
Favorable of Trump	6%	(16)	15%	(43)	19%	(56)	17%	(49)	44%	(129)	293
Unfavorable of Trump	6%	(23)	24%	(93)	21%	(80)	12%	(46)	38%	(147)	388
Very Favorable of Trump	9%	(13)	12%	(17)	15%	(22)	19%	(27)	45%	(65)	143
Somewhat Favorable of Trump	3%	(4)	17%	(26)	23%	(34)	15%	(22)	43%	(64)	150
Somewhat Unfavorable of Trump	4%	(3)	27%	(20)	26%	(19)	10%	(7)	33%	(25)	74
Very Unfavorable of Trump	6%	(20)	23%	(73)	19%	(61)	12%	(39)	39%	(122)	314
#1 Issue: Economy	9%	(18)	22%	(43)	22%	(44)	15%	(29)	33%	(66)	200
#1 Issue: Security	3%	(4)	14%	(19)	20%	(27)	15%	(20)	48%	(65)	135
#1 Issue: Health Care	5%	(6)	25%	(30)	17%	(20)	18%	(21)	35%	(41)	117
#1 Issue: Medicare / Social Security	1%	(1)	18%	(19)	15%	(16)	11%	(12)	55%	(59)	108
#1 Issue: Women's Issues	4%	(1)	30%	(9)	19%	(6)	7%	(2)	40%	(12)	30
#1 Issue: Education	5%	(3)	18%	(11)	28%	(16)	7%	(4)	43%	(25)	59
#1 Issue: Energy	13%	(5)	9%	(4)	20%	(8)	18%	(8)	41%	(17)	42
#1 Issue: Other	1%	(1)	28%	(11)	5%	(2)	7%	(3)	58%	(23)	39
2018 House Vote: Democrat	6%	(16)	24%	(61)	19%	(48)	12%	(30)	40%	(102)	257
2018 House Vote: Republican	4%	(10)	16%	(37)	21%	(48)	14%	(32)	44%	(98)	225
2018 House Vote: Someone else	5%	(2)	14%	(5)	13%	(5)	18%	(7)	50%	(18)	37
2018 House Vote: Didnt Vote	5%	(11)	20%	(42)	18%	(38)	14%	(31)	42%	(89)	211
2016 Vote: Hillary Clinton	6%	(13)	23%	(49)	16%	(34)	13%	(27)	42%	(90)	212
2016 Vote: Donald Trump	5%	(10)	19%	(43)	16%	(35)	14%	(32)	47%	(105)	225
2016 Vote: Someone else	6%	(5)	15%	(10)	24%	(17)	16%	(11)	38%	(27)	70
2016 Vote: Didnt Vote	5%	(12)	19%	(43)	24%	(53)	13%	(29)	38%	(85)	222

Continued on next page

Table HR11_3: (One third of respondents shown movie poster with quotes.) Do you agree or disagree with the following statements?
This seems like a movie made for elite audiences.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	5%	(39)	20%	(145)	19%	(139)	14%	(99)	42%	(308)	731
Voted in 2014: Yes	5%	(22)	18%	(80)	18%	(82)	14%	(60)	45%	(199)	443
Voted in 2014: No	6%	(17)	23%	(65)	20%	(57)	14%	(39)	38%	(109)	288
2012 Vote: Barack Obama	6%	(16)	21%	(58)	15%	(42)	13%	(38)	45%	(126)	280
2012 Vote: Mitt Romney	4%	(6)	17%	(27)	19%	(31)	13%	(21)	48%	(78)	163
2012 Vote: Other	—	(0)	14%	(4)	25%	(7)	35%	(10)	26%	(8)	29
2012 Vote: Didn't Vote	6%	(17)	22%	(57)	23%	(59)	12%	(30)	37%	(96)	258
4-Region: Northeast	4%	(5)	23%	(29)	19%	(23)	12%	(16)	42%	(53)	126
4-Region: Midwest	4%	(7)	18%	(28)	16%	(24)	12%	(19)	49%	(75)	153
4-Region: South	5%	(15)	21%	(59)	17%	(47)	17%	(46)	40%	(110)	278
4-Region: West	7%	(12)	17%	(30)	26%	(45)	11%	(19)	40%	(69)	174

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

Table HR12_1: Do any of the following appearing on a movie poster make you more or less likely to see that movie, or would it make no difference?
Positive reviews from celebrities

Demographic	More likely to see the movie		Less likely to see the movie		Makes no difference		Don't know / No opinion		Total N
Adults	20%	(451)	8%	(174)	58%	(1276)	14%	(300)	2201
Gender: Male	17%	(180)	9%	(99)	62%	(655)	12%	(128)	1062
Gender: Female	24%	(270)	7%	(75)	55%	(621)	15%	(172)	1139
Age: 18-29	26%	(124)	9%	(45)	49%	(235)	16%	(74)	477
Age: 30-44	23%	(126)	7%	(40)	56%	(303)	13%	(67)	536
Age: 45-54	19%	(77)	7%	(28)	57%	(233)	17%	(69)	407
Age: 55-64	18%	(63)	9%	(30)	59%	(204)	14%	(47)	344
Age: 65+	14%	(60)	7%	(31)	69%	(303)	10%	(42)	436
Generation Z: 18-22	29%	(69)	8%	(18)	48%	(112)	15%	(36)	234
Millennial: Age 23-38	23%	(126)	10%	(53)	52%	(281)	15%	(79)	539
Generation X: Age 39-54	20%	(132)	7%	(42)	58%	(377)	15%	(96)	647
Boomers: Age 55-73	16%	(111)	9%	(59)	64%	(438)	12%	(79)	688
PID: Dem (no lean)	28%	(212)	6%	(45)	54%	(405)	12%	(94)	756
PID: Ind (no lean)	16%	(124)	8%	(62)	58%	(449)	18%	(138)	774
PID: Rep (no lean)	17%	(115)	10%	(67)	63%	(423)	10%	(67)	672
PID/Gender: Dem Men	25%	(81)	8%	(27)	58%	(190)	10%	(32)	330
PID/Gender: Dem Women	31%	(130)	4%	(18)	50%	(215)	15%	(63)	426
PID/Gender: Ind Men	12%	(45)	10%	(39)	61%	(237)	18%	(69)	390
PID/Gender: Ind Women	21%	(79)	6%	(24)	55%	(211)	18%	(69)	384
PID/Gender: Rep Men	16%	(54)	10%	(33)	66%	(228)	8%	(28)	343
PID/Gender: Rep Women	18%	(61)	10%	(33)	59%	(195)	12%	(40)	329
Ideo: Liberal (1-3)	27%	(194)	7%	(50)	55%	(391)	11%	(76)	710
Ideo: Moderate (4)	23%	(106)	7%	(33)	58%	(273)	12%	(55)	467
Ideo: Conservative (5-7)	13%	(93)	11%	(76)	65%	(473)	11%	(83)	725
Educ: < College	22%	(329)	8%	(121)	54%	(820)	16%	(243)	1513
Educ: Bachelors degree	17%	(76)	8%	(35)	67%	(295)	9%	(38)	444
Educ: Post-grad	19%	(47)	7%	(18)	66%	(161)	8%	(19)	244

Continued on next page

Table HR12_1: Do any of the following appearing on a movie poster make you more or less likely to see that movie, or would it make no difference?
Positive reviews from celebrities

Demographic	More likely to see the movie		Less likely to see the movie		Makes no difference		Don't know / No opinion		Total N
Adults	20%	(451)	8%	(174)	58%	(1276)	14%	(300)	2201
Income: Under 50k	22%	(276)	9%	(109)	52%	(666)	17%	(220)	1271
Income: 50k-100k	19%	(117)	8%	(47)	64%	(389)	9%	(52)	605
Income: 100k+	18%	(58)	6%	(19)	68%	(221)	9%	(28)	326
Ethnicity: White	18%	(305)	8%	(132)	62%	(1064)	13%	(222)	1723
Ethnicity: Hispanic	25%	(86)	8%	(28)	55%	(191)	12%	(43)	350
Ethnicity: Afr. Am.	33%	(89)	9%	(25)	41%	(112)	18%	(48)	274
Ethnicity: Other	28%	(56)	9%	(18)	49%	(100)	15%	(30)	204
Relig: Protestant	16%	(73)	8%	(34)	66%	(296)	10%	(44)	446
Relig: Roman Catholic	24%	(106)	6%	(27)	60%	(259)	10%	(42)	433
Relig: Ath./Agn./None	17%	(111)	8%	(54)	58%	(389)	17%	(112)	666
Relig: Something Else	18%	(63)	7%	(24)	60%	(206)	14%	(49)	343
Relig: Jewish	16%	(8)	4%	(2)	67%	(33)	12%	(6)	49
Relig: Evangelical	26%	(162)	9%	(57)	51%	(312)	14%	(84)	615
Relig: Non-Evang. Catholics	20%	(114)	7%	(39)	64%	(370)	9%	(54)	577
Relig: All Christian	23%	(276)	8%	(95)	57%	(682)	12%	(138)	1192
Relig: All Non-Christian	17%	(174)	8%	(79)	59%	(594)	16%	(162)	1009
Community: Urban	24%	(137)	9%	(50)	53%	(300)	15%	(84)	572
Community: Suburban	20%	(201)	8%	(82)	60%	(611)	12%	(117)	1011
Community: Rural	18%	(112)	7%	(42)	59%	(365)	16%	(99)	618
Employ: Private Sector	22%	(140)	7%	(44)	62%	(393)	10%	(62)	638
Employ: Government	24%	(32)	14%	(18)	51%	(67)	11%	(14)	132
Employ: Self-Employed	23%	(47)	6%	(13)	57%	(115)	13%	(26)	200
Employ: Homemaker	16%	(27)	7%	(12)	57%	(96)	20%	(34)	168
Employ: Student	30%	(42)	4%	(5)	52%	(73)	14%	(20)	140
Employ: Retired	13%	(66)	8%	(40)	67%	(334)	12%	(62)	501
Employ: Unemployed	21%	(45)	11%	(23)	50%	(108)	19%	(40)	216
Employ: Other	26%	(53)	9%	(19)	44%	(91)	21%	(42)	205
Military HH: Yes	18%	(69)	9%	(35)	61%	(226)	11%	(43)	373
Military HH: No	21%	(382)	8%	(139)	57%	(1050)	14%	(257)	1828

Continued on next page

Table HR12_1: Do any of the following appearing on a movie poster make you more or less likely to see that movie, or would it make no difference?
Positive reviews from celebrities

Demographic	More likely to see the movie		Less likely to see the movie		Makes no difference		Don't know / No opinion		Total N
Adults	20%	(451)	8%	(174)	58%	(1276)	14%	(300)	2201
RD/WT: Right Direction	15%	(125)	9%	(73)	61%	(491)	15%	(118)	807
RD/WT: Wrong Track	23%	(326)	7%	(101)	56%	(785)	13%	(182)	1394
Trump Job Approve	17%	(149)	10%	(88)	62%	(554)	12%	(109)	900
Trump Job Disapprove	24%	(283)	7%	(78)	57%	(663)	12%	(139)	1163
Trump Job Strongly Approve	16%	(71)	11%	(48)	59%	(261)	14%	(62)	443
Trump Job Somewhat Approve	17%	(78)	9%	(39)	64%	(293)	10%	(47)	457
Trump Job Somewhat Disapprove	22%	(63)	10%	(29)	59%	(169)	9%	(27)	289
Trump Job Strongly Disapprove	25%	(220)	6%	(49)	56%	(493)	13%	(112)	874
Favorable of Trump	17%	(150)	10%	(87)	61%	(540)	13%	(111)	889
Unfavorable of Trump	24%	(281)	6%	(75)	58%	(681)	12%	(138)	1174
Very Favorable of Trump	17%	(82)	11%	(53)	59%	(285)	14%	(66)	484
Somewhat Favorable of Trump	17%	(68)	8%	(34)	63%	(256)	11%	(46)	404
Somewhat Unfavorable of Trump	19%	(42)	13%	(29)	60%	(134)	9%	(20)	224
Very Unfavorable of Trump	25%	(239)	5%	(46)	58%	(547)	12%	(118)	950
#1 Issue: Economy	25%	(147)	8%	(48)	56%	(333)	12%	(70)	597
#1 Issue: Security	16%	(69)	10%	(41)	60%	(253)	14%	(60)	422
#1 Issue: Health Care	21%	(80)	6%	(24)	60%	(224)	13%	(48)	375
#1 Issue: Medicare / Social Security	15%	(47)	10%	(30)	61%	(186)	14%	(44)	305
#1 Issue: Women's Issues	22%	(19)	4%	(3)	58%	(49)	16%	(14)	85
#1 Issue: Education	24%	(37)	7%	(11)	54%	(84)	15%	(24)	156
#1 Issue: Energy	27%	(36)	7%	(10)	55%	(73)	11%	(14)	133
#1 Issue: Other	13%	(17)	6%	(8)	59%	(75)	21%	(27)	126
2018 House Vote: Democrat	26%	(198)	5%	(42)	59%	(459)	10%	(79)	777
2018 House Vote: Republican	15%	(98)	9%	(60)	65%	(438)	11%	(74)	670
2018 House Vote: Someone else	16%	(19)	11%	(14)	54%	(65)	19%	(23)	121
2018 House Vote: Didnt Vote	21%	(134)	9%	(58)	50%	(313)	20%	(123)	630
2016 Vote: Hillary Clinton	26%	(171)	4%	(29)	59%	(386)	10%	(66)	652
2016 Vote: Donald Trump	14%	(96)	11%	(71)	63%	(425)	12%	(79)	670
2016 Vote: Someone else	13%	(26)	10%	(20)	67%	(133)	11%	(21)	199
2016 Vote: Didnt Vote	23%	(157)	8%	(55)	49%	(331)	20%	(134)	677

Continued on next page

Table HR12_1: Do any of the following appearing on a movie poster make you more or less likely to see that movie, or would it make no difference?
 Positive reviews from celebrities

Demographic	More likely to see the movie		Less likely to see the movie		Makes no difference		Don't know / No opinion		Total N
Adults	20%	(451)	8%	(174)	58%	(1276)	14%	(300)	2201
Voted in 2014: Yes	19%	(253)	7%	(98)	62%	(830)	11%	(153)	1334
Voted in 2014: No	23%	(198)	9%	(76)	51%	(446)	17%	(147)	867
2012 Vote: Barack Obama	23%	(184)	6%	(49)	59%	(473)	12%	(96)	803
2012 Vote: Mitt Romney	15%	(75)	7%	(36)	66%	(327)	12%	(59)	497
2012 Vote: Other	11%	(12)	15%	(17)	60%	(68)	14%	(16)	113
2012 Vote: Didn't Vote	23%	(177)	9%	(72)	52%	(407)	16%	(129)	785
4-Region: Northeast	17%	(69)	7%	(29)	58%	(230)	17%	(66)	394
4-Region: Midwest	21%	(97)	8%	(37)	56%	(261)	15%	(68)	462
4-Region: South	22%	(180)	9%	(70)	57%	(473)	12%	(101)	825
4-Region: West	20%	(105)	7%	(38)	60%	(313)	12%	(65)	520

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

Table HR12_2: Do any of the following appearing on a movie poster make you more or less likely to see that movie, or would it make no difference?
Positive reviews from movie critics

Demographic	More likely to see the movie		Less likely to see the movie		Makes no difference		Don't know / No opinion		Total N
Adults	39%	(851)	6%	(138)	42%	(920)	13%	(293)	2201
Gender: Male	37%	(398)	8%	(84)	43%	(459)	11%	(121)	1062
Gender: Female	40%	(453)	5%	(53)	40%	(461)	15%	(172)	1139
Age: 18-29	43%	(203)	9%	(44)	34%	(163)	14%	(67)	477
Age: 30-44	42%	(227)	5%	(28)	40%	(214)	12%	(66)	536
Age: 45-54	36%	(148)	5%	(22)	40%	(163)	18%	(74)	407
Age: 55-64	35%	(121)	5%	(18)	48%	(164)	12%	(41)	344
Age: 65+	35%	(152)	6%	(25)	49%	(216)	10%	(44)	436
Generation Z: 18-22	42%	(99)	6%	(15)	37%	(87)	14%	(33)	234
Millennial: Age 23-38	42%	(228)	9%	(47)	35%	(189)	14%	(75)	539
Generation X: Age 39-54	39%	(251)	5%	(33)	41%	(263)	15%	(100)	647
Boomers: Age 55-73	35%	(240)	6%	(40)	49%	(334)	11%	(73)	688
PID: Dem (no lean)	42%	(320)	6%	(44)	39%	(294)	13%	(97)	756
PID: Ind (no lean)	35%	(270)	6%	(43)	43%	(333)	16%	(127)	774
PID: Rep (no lean)	39%	(260)	7%	(50)	44%	(292)	10%	(70)	672
PID/Gender: Dem Men	41%	(134)	8%	(27)	41%	(135)	10%	(33)	330
PID/Gender: Dem Women	44%	(186)	4%	(17)	37%	(159)	15%	(63)	426
PID/Gender: Ind Men	34%	(132)	7%	(29)	44%	(170)	15%	(59)	390
PID/Gender: Ind Women	36%	(138)	4%	(15)	43%	(163)	18%	(68)	384
PID/Gender: Rep Men	39%	(132)	8%	(29)	45%	(153)	8%	(29)	343
PID/Gender: Rep Women	39%	(128)	6%	(21)	42%	(139)	12%	(41)	329
Ideo: Liberal (1-3)	46%	(324)	6%	(39)	39%	(277)	10%	(70)	710
Ideo: Moderate (4)	40%	(185)	7%	(35)	40%	(189)	12%	(58)	467
Ideo: Conservative (5-7)	36%	(261)	6%	(44)	47%	(339)	11%	(82)	725
Educ: < College	36%	(537)	6%	(96)	42%	(640)	16%	(240)	1513
Educ: Bachelors degree	43%	(191)	6%	(27)	42%	(188)	9%	(38)	444
Educ: Post-grad	50%	(122)	6%	(15)	38%	(92)	6%	(15)	244

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Table HR12_2: Do any of the following appearing on a movie poster make you more or less likely to see that movie, or would it make no difference?
Positive reviews from movie critics

Demographic	More likely to see the movie		Less likely to see the movie		Makes no difference		Don't know / No opinion		Total N
Adults	39%	(851)	6%	(138)	42%	(920)	13%	(293)	2201
Income: Under 50k	38%	(481)	6%	(72)	39%	(498)	17%	(220)	1271
Income: 50k-100k	39%	(233)	7%	(40)	47%	(282)	8%	(49)	605
Income: 100k+	42%	(136)	8%	(26)	43%	(140)	7%	(24)	326
Ethnicity: White	37%	(639)	6%	(96)	45%	(777)	12%	(211)	1723
Ethnicity: Hispanic	39%	(138)	8%	(28)	40%	(139)	13%	(44)	350
Ethnicity: Afr. Am.	46%	(127)	9%	(25)	27%	(73)	18%	(49)	274
Ethnicity: Other	42%	(85)	8%	(16)	34%	(69)	16%	(33)	204
Relig: Protestant	35%	(154)	7%	(31)	50%	(222)	9%	(39)	446
Relig: Roman Catholic	40%	(173)	7%	(32)	42%	(184)	10%	(45)	433
Relig: Ath./Agn./None	36%	(243)	5%	(30)	42%	(278)	17%	(115)	666
Relig: Something Else	44%	(150)	6%	(20)	40%	(137)	11%	(36)	343
Relig: Jewish	44%	(21)	3%	(2)	45%	(22)	8%	(4)	49
Relig: Evangelical	39%	(237)	8%	(49)	39%	(238)	15%	(91)	615
Relig: Non-Evang. Catholics	38%	(220)	7%	(39)	46%	(267)	9%	(51)	577
Relig: All Christian	38%	(457)	7%	(88)	42%	(505)	12%	(142)	1192
Relig: All Non-Christian	39%	(393)	5%	(50)	41%	(415)	15%	(151)	1009
Community: Urban	41%	(232)	7%	(42)	37%	(209)	16%	(89)	572
Community: Suburban	40%	(408)	6%	(56)	43%	(435)	11%	(112)	1011
Community: Rural	34%	(211)	6%	(39)	45%	(275)	15%	(93)	618
Employ: Private Sector	41%	(261)	6%	(40)	43%	(275)	10%	(62)	638
Employ: Government	45%	(60)	7%	(9)	34%	(45)	14%	(18)	132
Employ: Self-Employed	42%	(85)	9%	(19)	40%	(79)	9%	(18)	200
Employ: Homemaker	30%	(51)	6%	(10)	42%	(71)	22%	(37)	168
Employ: Student	44%	(62)	6%	(9)	37%	(52)	12%	(17)	140
Employ: Retired	34%	(172)	6%	(28)	49%	(243)	12%	(58)	501
Employ: Unemployed	37%	(79)	7%	(14)	37%	(79)	20%	(43)	216
Employ: Other	40%	(82)	5%	(10)	36%	(75)	19%	(39)	205
Military HH: Yes	34%	(128)	6%	(23)	47%	(176)	12%	(46)	373
Military HH: No	40%	(723)	6%	(115)	41%	(744)	13%	(247)	1828

Continued on next page

Table HR12_2: Do any of the following appearing on a movie poster make you more or less likely to see that movie, or would it make no difference?
Positive reviews from movie critics

Demographic	More likely to see the movie		Less likely to see the movie		Makes no difference		Don't know / No opinion		Total N
Adults	39%	(851)	6%	(138)	42%	(920)	13%	(293)	2201
RD/WT: Right Direction	36%	(290)	7%	(55)	43%	(344)	15%	(119)	807
RD/WT: Wrong Track	40%	(561)	6%	(83)	41%	(576)	12%	(174)	1394
Trump Job Approve	36%	(323)	7%	(65)	46%	(411)	11%	(102)	900
Trump Job Disapprove	43%	(496)	6%	(65)	40%	(465)	12%	(137)	1163
Trump Job Strongly Approve	36%	(160)	8%	(36)	42%	(187)	14%	(60)	443
Trump Job Somewhat Approve	36%	(163)	6%	(29)	49%	(224)	9%	(42)	457
Trump Job Somewhat Disapprove	41%	(118)	8%	(23)	41%	(117)	11%	(31)	289
Trump Job Strongly Disapprove	43%	(378)	5%	(42)	40%	(348)	12%	(106)	874
Favorable of Trump	35%	(315)	8%	(68)	45%	(401)	12%	(105)	889
Unfavorable of Trump	43%	(504)	5%	(59)	41%	(476)	12%	(136)	1174
Very Favorable of Trump	35%	(171)	9%	(43)	43%	(208)	13%	(63)	484
Somewhat Favorable of Trump	36%	(144)	6%	(25)	48%	(192)	10%	(42)	404
Somewhat Unfavorable of Trump	42%	(95)	7%	(17)	38%	(85)	12%	(28)	224
Very Unfavorable of Trump	43%	(409)	4%	(42)	41%	(391)	11%	(108)	950
#1 Issue: Economy	46%	(275)	6%	(35)	38%	(225)	10%	(62)	597
#1 Issue: Security	36%	(151)	6%	(25)	45%	(188)	14%	(59)	422
#1 Issue: Health Care	38%	(141)	6%	(21)	43%	(163)	13%	(50)	375
#1 Issue: Medicare / Social Security	31%	(95)	8%	(25)	47%	(144)	14%	(42)	305
#1 Issue: Women's Issues	41%	(35)	4%	(4)	37%	(32)	18%	(15)	85
#1 Issue: Education	37%	(57)	7%	(11)	41%	(63)	15%	(24)	156
#1 Issue: Energy	47%	(63)	9%	(12)	34%	(46)	10%	(13)	133
#1 Issue: Other	27%	(35)	4%	(5)	46%	(59)	23%	(28)	126
2018 House Vote: Democrat	44%	(344)	6%	(46)	40%	(311)	10%	(77)	777
2018 House Vote: Republican	36%	(240)	6%	(42)	47%	(316)	11%	(72)	670
2018 House Vote: Someone else	36%	(44)	5%	(6)	42%	(51)	17%	(20)	121
2018 House Vote: Didnt Vote	35%	(220)	7%	(43)	39%	(242)	20%	(124)	630
2016 Vote: Hillary Clinton	43%	(279)	6%	(40)	41%	(266)	10%	(67)	652
2016 Vote: Donald Trump	35%	(236)	7%	(49)	47%	(311)	11%	(74)	670
2016 Vote: Someone else	41%	(82)	3%	(6)	43%	(86)	13%	(25)	199
2016 Vote: Didnt Vote	37%	(253)	6%	(42)	38%	(255)	19%	(128)	677

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Table HR12_2: Do any of the following appearing on a movie poster make you more or less likely to see that movie, or would it make no difference?
 Positive reviews from movie critics

Demographic	More likely to see the movie		Less likely to see the movie		Makes no difference		Don't know / No opinion		Total N
Adults	39%	(851)	6%	(138)	42%	(920)	13%	(293)	2201
Voted in 2014: Yes	39%	(517)	6%	(83)	44%	(584)	11%	(150)	1334
Voted in 2014: No	38%	(333)	6%	(55)	39%	(336)	17%	(143)	867
2012 Vote: Barack Obama	41%	(332)	5%	(43)	42%	(338)	11%	(90)	803
2012 Vote: Mitt Romney	37%	(182)	6%	(29)	46%	(230)	11%	(56)	497
2012 Vote: Other	33%	(37)	8%	(9)	45%	(51)	14%	(16)	113
2012 Vote: Didn't Vote	38%	(298)	7%	(57)	38%	(300)	17%	(130)	785
4-Region: Northeast	36%	(142)	5%	(18)	44%	(172)	16%	(62)	394
4-Region: Midwest	36%	(167)	6%	(26)	44%	(205)	14%	(64)	462
4-Region: South	40%	(328)	7%	(60)	40%	(331)	13%	(105)	825
4-Region: West	41%	(214)	6%	(33)	41%	(212)	12%	(62)	520

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

Table HR12_3: Do any of the following appearing on a movie poster make you more or less likely to see that movie, or would it make no difference?
The film's Rotten Tomatoes score

Demographic	More likely to see the movie		Less likely to see the movie		Makes no difference		Don't know / No opinion		Total N
Adults	27%	(587)	9%	(189)	47%	(1036)	18%	(388)	2201
Gender: Male	30%	(318)	8%	(85)	48%	(511)	14%	(149)	1062
Gender: Female	24%	(270)	9%	(105)	46%	(525)	21%	(240)	1139
Age: 18-29	33%	(158)	9%	(43)	40%	(192)	18%	(85)	477
Age: 30-44	33%	(177)	9%	(46)	44%	(238)	14%	(76)	536
Age: 45-54	25%	(104)	8%	(34)	45%	(182)	21%	(87)	407
Age: 55-64	23%	(81)	7%	(25)	53%	(183)	16%	(56)	344
Age: 65+	16%	(68)	10%	(42)	55%	(241)	20%	(85)	436
Generation Z: 18-22	33%	(77)	10%	(23)	40%	(93)	18%	(41)	234
Millennial: Age 23-38	33%	(177)	10%	(52)	41%	(220)	17%	(90)	539
Generation X: Age 39-54	28%	(184)	7%	(48)	46%	(299)	18%	(116)	647
Boomers: Age 55-73	20%	(137)	9%	(60)	54%	(372)	17%	(119)	688
PID: Dem (no lean)	29%	(219)	9%	(69)	46%	(345)	16%	(122)	756
PID: Ind (no lean)	26%	(204)	7%	(56)	45%	(350)	21%	(163)	774
PID: Rep (no lean)	24%	(164)	10%	(64)	51%	(341)	15%	(103)	672
PID/Gender: Dem Men	31%	(101)	9%	(29)	48%	(160)	12%	(40)	330
PID/Gender: Dem Women	28%	(119)	9%	(40)	43%	(185)	19%	(82)	426
PID/Gender: Ind Men	29%	(114)	7%	(26)	46%	(178)	18%	(72)	390
PID/Gender: Ind Women	23%	(90)	8%	(30)	45%	(172)	24%	(92)	384
PID/Gender: Rep Men	30%	(103)	9%	(30)	50%	(173)	11%	(37)	343
PID/Gender: Rep Women	19%	(61)	10%	(34)	51%	(168)	20%	(66)	329
Ideo: Liberal (1-3)	31%	(223)	10%	(73)	44%	(313)	14%	(101)	710
Ideo: Moderate (4)	27%	(128)	8%	(36)	47%	(219)	18%	(84)	467
Ideo: Conservative (5-7)	25%	(184)	9%	(62)	51%	(368)	15%	(111)	725
Educ: < College	23%	(345)	9%	(130)	48%	(730)	20%	(308)	1513
Educ: Bachelors degree	32%	(142)	9%	(41)	47%	(210)	11%	(51)	444
Educ: Post-grad	41%	(101)	8%	(18)	39%	(95)	12%	(30)	244

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Table HR12_3: Do any of the following appearing on a movie poster make you more or less likely to see that movie, or would it make no difference?
 The film's Rotten Tomatoes score

Demographic	More likely to see the movie		Less likely to see the movie		Makes no difference		Don't know / No opinion		Total N
Adults	27%	(587)	9%	(189)	47%	(1036)	18%	(388)	2201
Income: Under 50k	23%	(289)	9%	(113)	46%	(584)	22%	(285)	1271
Income: 50k-100k	30%	(180)	9%	(52)	51%	(305)	11%	(67)	605
Income: 100k+	36%	(118)	8%	(25)	45%	(147)	11%	(36)	326
Ethnicity: White	26%	(450)	8%	(145)	49%	(847)	16%	(280)	1723
Ethnicity: Hispanic	23%	(79)	11%	(37)	50%	(175)	16%	(57)	350
Ethnicity: Afr. Am.	26%	(72)	10%	(26)	40%	(109)	24%	(67)	274
Ethnicity: Other	32%	(65)	9%	(18)	39%	(80)	20%	(42)	204
Relig: Protestant	25%	(112)	9%	(41)	52%	(233)	13%	(60)	446
Relig: Roman Catholic	28%	(120)	8%	(33)	49%	(212)	16%	(68)	433
Relig: Ath./Agn./None	26%	(174)	8%	(51)	48%	(317)	19%	(125)	666
Relig: Something Else	30%	(101)	8%	(26)	47%	(162)	16%	(53)	343
Relig: Jewish	31%	(15)	5%	(3)	51%	(25)	12%	(6)	49
Relig: Evangelical	28%	(171)	11%	(66)	41%	(254)	20%	(124)	615
Relig: Non-Evang. Catholics	24%	(141)	8%	(47)	52%	(303)	15%	(86)	577
Relig: All Christian	26%	(312)	9%	(112)	47%	(557)	18%	(211)	1192
Relig: All Non-Christian	27%	(275)	8%	(77)	47%	(479)	18%	(178)	1009
Community: Urban	27%	(157)	8%	(47)	45%	(256)	20%	(112)	572
Community: Suburban	29%	(297)	9%	(92)	47%	(480)	14%	(142)	1011
Community: Rural	22%	(133)	8%	(51)	48%	(300)	22%	(134)	618
Employ: Private Sector	36%	(228)	9%	(55)	44%	(278)	12%	(78)	638
Employ: Government	36%	(48)	6%	(8)	45%	(59)	12%	(16)	132
Employ: Self-Employed	31%	(62)	7%	(13)	49%	(98)	13%	(27)	200
Employ: Homemaker	17%	(28)	6%	(10)	51%	(86)	27%	(45)	168
Employ: Student	33%	(47)	14%	(20)	34%	(47)	19%	(26)	140
Employ: Retired	16%	(80)	10%	(50)	55%	(273)	20%	(99)	501
Employ: Unemployed	22%	(48)	7%	(15)	48%	(103)	23%	(49)	216
Employ: Other	24%	(48)	9%	(19)	44%	(90)	24%	(49)	205
Military HH: Yes	23%	(85)	9%	(34)	50%	(187)	18%	(67)	373
Military HH: No	27%	(502)	8%	(155)	46%	(849)	18%	(322)	1828

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Table HR12_3: Do any of the following appearing on a movie poster make you more or less likely to see that movie, or would it make no difference?
The film's Rotten Tomatoes score

Demographic	More likely to see the movie		Less likely to see the movie		Makes no difference		Don't know / No opinion		Total N
Adults	27%	(587)	9%	(189)	47%	(1036)	18%	(388)	2201
RD/WT: Right Direction	25%	(201)	9%	(69)	49%	(393)	18%	(144)	807
RD/WT: Wrong Track	28%	(387)	9%	(121)	46%	(642)	17%	(244)	1394
Trump Job Approve	25%	(225)	9%	(81)	50%	(451)	16%	(143)	900
Trump Job Disapprove	30%	(344)	9%	(99)	46%	(531)	16%	(189)	1163
Trump Job Strongly Approve	23%	(102)	11%	(47)	49%	(217)	17%	(77)	443
Trump Job Somewhat Approve	27%	(123)	8%	(35)	51%	(233)	14%	(66)	457
Trump Job Somewhat Disapprove	27%	(77)	8%	(22)	49%	(141)	17%	(49)	289
Trump Job Strongly Disapprove	31%	(267)	9%	(78)	45%	(390)	16%	(140)	874
Favorable of Trump	24%	(216)	8%	(68)	52%	(459)	16%	(145)	889
Unfavorable of Trump	30%	(353)	9%	(108)	45%	(530)	16%	(183)	1174
Very Favorable of Trump	24%	(115)	9%	(45)	50%	(240)	18%	(85)	484
Somewhat Favorable of Trump	25%	(101)	6%	(24)	54%	(219)	15%	(60)	404
Somewhat Unfavorable of Trump	30%	(68)	9%	(20)	44%	(100)	16%	(36)	224
Very Unfavorable of Trump	30%	(285)	9%	(88)	45%	(431)	15%	(146)	950
#1 Issue: Economy	30%	(179)	8%	(47)	48%	(285)	14%	(85)	597
#1 Issue: Security	24%	(100)	9%	(38)	50%	(213)	17%	(71)	422
#1 Issue: Health Care	30%	(111)	9%	(32)	43%	(162)	19%	(70)	375
#1 Issue: Medicare / Social Security	15%	(45)	10%	(31)	54%	(164)	21%	(65)	305
#1 Issue: Women's Issues	31%	(26)	14%	(12)	37%	(32)	18%	(15)	85
#1 Issue: Education	25%	(39)	8%	(12)	48%	(75)	19%	(30)	156
#1 Issue: Energy	42%	(56)	10%	(13)	34%	(46)	14%	(18)	133
#1 Issue: Other	23%	(30)	3%	(3)	48%	(61)	26%	(33)	126
2018 House Vote: Democrat	30%	(234)	8%	(65)	48%	(369)	14%	(109)	777
2018 House Vote: Republican	26%	(174)	9%	(62)	50%	(337)	14%	(97)	670
2018 House Vote: Someone else	21%	(25)	10%	(12)	49%	(59)	20%	(24)	121
2018 House Vote: Didnt Vote	25%	(155)	8%	(48)	43%	(269)	25%	(158)	630
2016 Vote: Hillary Clinton	29%	(191)	8%	(54)	47%	(307)	15%	(99)	652
2016 Vote: Donald Trump	25%	(169)	8%	(55)	51%	(343)	15%	(103)	670
2016 Vote: Someone else	29%	(58)	10%	(19)	50%	(99)	11%	(23)	199
2016 Vote: Didnt Vote	25%	(169)	9%	(60)	42%	(284)	24%	(164)	677

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Table HR12_3: Do any of the following appearing on a movie poster make you more or less likely to see that movie, or would it make no difference?
 The film's Rotten Tomatoes score

Demographic	More likely to see the movie		Less likely to see the movie		Makes no difference		Don't know / No opinion		Total N
Adults	27%	(587)	9%	(189)	47%	(1036)	18%	(388)	2201
Voted in 2014: Yes	26%	(342)	8%	(112)	50%	(672)	16%	(207)	1334
Voted in 2014: No	28%	(245)	9%	(77)	42%	(363)	21%	(181)	867
2012 Vote: Barack Obama	27%	(220)	7%	(59)	48%	(388)	17%	(136)	803
2012 Vote: Mitt Romney	25%	(122)	8%	(39)	52%	(259)	15%	(77)	497
2012 Vote: Other	20%	(23)	13%	(15)	50%	(56)	17%	(19)	113
2012 Vote: Didn't Vote	28%	(220)	10%	(76)	42%	(332)	20%	(157)	785
4-Region: Northeast	27%	(106)	6%	(24)	48%	(190)	19%	(73)	394
4-Region: Midwest	25%	(116)	8%	(37)	49%	(227)	18%	(83)	462
4-Region: South	25%	(203)	11%	(87)	47%	(387)	18%	(147)	825
4-Region: West	31%	(162)	8%	(41)	45%	(232)	16%	(85)	520

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

Table HR12_4: Do any of the following appearing on a movie poster make you more or less likely to see that movie, or would it make no difference?
Awards or official selections from film festivals

Demographic	More likely to see the movie		Less likely to see the movie		Makes no difference		Don't know / No opinion		Total N
Adults	28%	(619)	7%	(156)	50%	(1099)	15%	(327)	2201
Gender: Male	28%	(299)	7%	(76)	52%	(551)	13%	(137)	1062
Gender: Female	28%	(321)	7%	(80)	48%	(548)	17%	(191)	1139
Age: 18-29	34%	(164)	7%	(36)	43%	(203)	16%	(74)	477
Age: 30-44	27%	(144)	7%	(35)	54%	(287)	13%	(70)	536
Age: 45-54	27%	(109)	7%	(27)	48%	(196)	18%	(74)	407
Age: 55-64	27%	(93)	9%	(31)	50%	(173)	14%	(48)	344
Age: 65+	25%	(109)	6%	(27)	55%	(240)	14%	(61)	436
Generation Z: 18-22	38%	(88)	4%	(11)	44%	(103)	14%	(33)	234
Millennial: Age 23-38	31%	(166)	8%	(42)	46%	(246)	16%	(85)	539
Generation X: Age 39-54	25%	(164)	7%	(45)	52%	(338)	15%	(100)	647
Boomers: Age 55-73	27%	(188)	8%	(56)	52%	(355)	13%	(89)	688
PID: Dem (no lean)	35%	(266)	6%	(43)	45%	(341)	14%	(105)	756
PID: Ind (no lean)	24%	(183)	8%	(61)	51%	(392)	18%	(138)	774
PID: Rep (no lean)	25%	(171)	8%	(52)	54%	(365)	13%	(84)	672
PID/Gender: Dem Men	35%	(115)	7%	(22)	48%	(158)	11%	(35)	330
PID/Gender: Dem Women	35%	(151)	5%	(22)	43%	(183)	17%	(70)	426
PID/Gender: Ind Men	24%	(92)	7%	(29)	52%	(203)	17%	(66)	390
PID/Gender: Ind Women	24%	(91)	8%	(32)	49%	(190)	19%	(72)	384
PID/Gender: Rep Men	27%	(91)	8%	(26)	55%	(190)	10%	(36)	343
PID/Gender: Rep Women	24%	(79)	8%	(26)	53%	(175)	15%	(49)	329
Ideo: Liberal (1-3)	39%	(276)	5%	(38)	45%	(317)	11%	(80)	710
Ideo: Moderate (4)	28%	(129)	7%	(33)	50%	(235)	15%	(71)	467
Ideo: Conservative (5-7)	22%	(159)	9%	(67)	56%	(405)	13%	(94)	725
Educ: < College	25%	(375)	7%	(111)	50%	(763)	17%	(264)	1513
Educ: Bachelors degree	31%	(137)	7%	(30)	52%	(233)	10%	(44)	444
Educ: Post-grad	44%	(107)	6%	(14)	42%	(103)	8%	(20)	244

Continued on next page

Table HR12_4: Do any of the following appearing on a movie poster make you more or less likely to see that movie, or would it make no difference?
Awards or official selections from film festivals

Demographic	More likely to see the movie		Less likely to see the movie		Makes no difference		Don't know / No opinion		Total N
Adults	28%	(619)	7%	(156)	50%	(1099)	15%	(327)	2201
Income: Under 50k	25%	(323)	7%	(95)	49%	(621)	18%	(232)	1271
Income: 50k-100k	29%	(176)	6%	(37)	54%	(324)	11%	(67)	605
Income: 100k+	37%	(120)	7%	(24)	47%	(154)	9%	(28)	326
Ethnicity: White	27%	(469)	6%	(111)	52%	(901)	14%	(241)	1723
Ethnicity: Hispanic	36%	(126)	7%	(26)	44%	(155)	12%	(43)	350
Ethnicity: Afr. Am.	27%	(75)	10%	(27)	43%	(117)	20%	(55)	274
Ethnicity: Other	37%	(75)	9%	(18)	39%	(80)	15%	(30)	204
Relig: Protestant	24%	(108)	6%	(27)	58%	(259)	11%	(51)	446
Relig: Roman Catholic	33%	(143)	5%	(22)	51%	(221)	11%	(47)	433
Relig: Ath./Agn./None	27%	(180)	7%	(49)	47%	(316)	18%	(121)	666
Relig: Something Else	34%	(115)	5%	(16)	49%	(169)	12%	(42)	343
Relig: Jewish	43%	(21)	2%	(1)	49%	(24)	7%	(3)	49
Relig: Evangelical	25%	(153)	9%	(57)	49%	(300)	17%	(104)	615
Relig: Non-Evang. Catholics	30%	(171)	6%	(32)	54%	(314)	10%	(60)	577
Relig: All Christian	27%	(324)	8%	(90)	51%	(614)	14%	(165)	1192
Relig: All Non-Christian	29%	(296)	7%	(66)	48%	(485)	16%	(163)	1009
Community: Urban	30%	(169)	9%	(53)	44%	(254)	17%	(97)	572
Community: Suburban	32%	(319)	6%	(60)	50%	(509)	12%	(122)	1011
Community: Rural	21%	(131)	7%	(43)	54%	(336)	18%	(108)	618
Employ: Private Sector	32%	(207)	6%	(38)	51%	(323)	11%	(70)	638
Employ: Government	29%	(38)	9%	(11)	52%	(69)	10%	(14)	132
Employ: Self-Employed	36%	(72)	6%	(12)	47%	(93)	11%	(23)	200
Employ: Homemaker	17%	(28)	5%	(8)	57%	(97)	21%	(36)	168
Employ: Student	36%	(50)	10%	(14)	38%	(54)	16%	(22)	140
Employ: Retired	24%	(121)	6%	(30)	54%	(272)	16%	(78)	501
Employ: Unemployed	23%	(49)	8%	(18)	51%	(109)	18%	(39)	216
Employ: Other	26%	(53)	12%	(24)	40%	(82)	23%	(46)	205
Military HH: Yes	27%	(100)	7%	(25)	53%	(196)	14%	(52)	373
Military HH: No	28%	(520)	7%	(131)	49%	(902)	15%	(275)	1828

Continued on next page

Table HR12_4: Do any of the following appearing on a movie poster make you more or less likely to see that movie, or would it make no difference?
Awards or official selections from film festivals

Demographic	More likely to see the movie		Less likely to see the movie		Makes no difference		Don't know / No opinion		Total N
Adults	28%	(619)	7%	(156)	50%	(1099)	15%	(327)	2201
RD/WT: Right Direction	25%	(205)	7%	(53)	52%	(416)	17%	(133)	807
RD/WT: Wrong Track	30%	(414)	7%	(103)	49%	(683)	14%	(194)	1394
Trump Job Approve	24%	(219)	8%	(69)	55%	(491)	13%	(120)	900
Trump Job Disapprove	33%	(383)	7%	(76)	47%	(550)	13%	(153)	1163
Trump Job Strongly Approve	23%	(101)	9%	(41)	53%	(233)	15%	(67)	443
Trump Job Somewhat Approve	26%	(118)	6%	(28)	57%	(259)	12%	(53)	457
Trump Job Somewhat Disapprove	29%	(83)	10%	(28)	49%	(142)	12%	(36)	289
Trump Job Strongly Disapprove	34%	(300)	6%	(48)	47%	(409)	13%	(118)	874
Favorable of Trump	24%	(214)	7%	(64)	55%	(488)	14%	(122)	889
Unfavorable of Trump	33%	(384)	7%	(82)	47%	(557)	13%	(152)	1174
Very Favorable of Trump	24%	(117)	8%	(38)	52%	(250)	16%	(80)	484
Somewhat Favorable of Trump	24%	(98)	6%	(26)	59%	(238)	10%	(42)	404
Somewhat Unfavorable of Trump	29%	(65)	10%	(22)	48%	(107)	13%	(29)	224
Very Unfavorable of Trump	34%	(319)	6%	(60)	47%	(449)	13%	(122)	950
#1 Issue: Economy	28%	(170)	9%	(51)	51%	(307)	12%	(69)	597
#1 Issue: Security	23%	(99)	7%	(30)	56%	(236)	14%	(58)	422
#1 Issue: Health Care	29%	(108)	7%	(26)	49%	(185)	15%	(57)	375
#1 Issue: Medicare / Social Security	24%	(72)	8%	(25)	49%	(150)	19%	(59)	305
#1 Issue: Women's Issues	39%	(33)	5%	(4)	40%	(34)	16%	(14)	85
#1 Issue: Education	31%	(48)	5%	(8)	48%	(75)	16%	(25)	156
#1 Issue: Energy	40%	(54)	9%	(11)	40%	(54)	11%	(14)	133
#1 Issue: Other	29%	(36)	1%	(1)	46%	(59)	24%	(30)	126
2018 House Vote: Democrat	36%	(281)	6%	(46)	47%	(364)	11%	(87)	777
2018 House Vote: Republican	24%	(159)	7%	(47)	57%	(379)	13%	(85)	670
2018 House Vote: Someone else	20%	(24)	11%	(13)	51%	(62)	18%	(22)	121
2018 House Vote: Didnt Vote	24%	(154)	8%	(50)	46%	(292)	21%	(134)	630
2016 Vote: Hillary Clinton	35%	(228)	5%	(35)	47%	(309)	12%	(79)	652
2016 Vote: Donald Trump	23%	(153)	8%	(56)	56%	(374)	13%	(87)	670
2016 Vote: Someone else	25%	(50)	8%	(15)	56%	(111)	12%	(23)	199
2016 Vote: Didnt Vote	28%	(187)	7%	(49)	45%	(302)	20%	(138)	677

Continued on next page

Table HR12_4: Do any of the following appearing on a movie poster make you more or less likely to see that movie, or would it make no difference?
 Awards or official selections from film festivals

Demographic	More likely to see the movie		Less likely to see the movie		Makes no difference		Don't know / No opinion		Total N
Adults	28%	(619)	7%	(156)	50%	(1099)	15%	(327)	2201
Voted in 2014: Yes	28%	(372)	7%	(94)	52%	(693)	13%	(175)	1334
Voted in 2014: No	29%	(247)	7%	(61)	47%	(406)	18%	(152)	867
2012 Vote: Barack Obama	31%	(253)	6%	(51)	49%	(393)	13%	(107)	803
2012 Vote: Mitt Romney	26%	(129)	7%	(32)	55%	(271)	13%	(64)	497
2012 Vote: Other	12%	(14)	12%	(14)	61%	(69)	15%	(17)	113
2012 Vote: Didn't Vote	28%	(222)	7%	(59)	47%	(365)	18%	(139)	785
4-Region: Northeast	26%	(101)	7%	(27)	52%	(203)	16%	(62)	394
4-Region: Midwest	24%	(113)	6%	(28)	54%	(249)	16%	(72)	462
4-Region: South	26%	(214)	8%	(67)	51%	(424)	14%	(119)	825
4-Region: West	37%	(191)	6%	(32)	43%	(223)	14%	(73)	520

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

Table HR12_5: Do any of the following appearing on a movie poster make you more or less likely to see that movie, or would it make no difference?
Awards or nominations from the Academy Awards

Demographic	More likely to see the movie		Less likely to see the movie		Makes no difference		Don't know / No opinion		Total N
Adults	36%	(801)	6%	(137)	44%	(979)	13%	(284)	2201
Gender: Male	34%	(364)	7%	(75)	47%	(503)	11%	(121)	1062
Gender: Female	38%	(437)	5%	(62)	42%	(476)	14%	(164)	1139
Age: 18-29	41%	(195)	7%	(31)	36%	(172)	17%	(80)	477
Age: 30-44	33%	(178)	7%	(38)	48%	(255)	12%	(64)	536
Age: 45-54	36%	(145)	7%	(29)	41%	(166)	16%	(66)	407
Age: 55-64	38%	(130)	5%	(18)	46%	(157)	11%	(39)	344
Age: 65+	35%	(152)	5%	(20)	52%	(229)	8%	(35)	436
Generation Z: 18-22	42%	(99)	5%	(11)	36%	(84)	17%	(40)	234
Millennial: Age 23-38	37%	(199)	8%	(43)	40%	(214)	15%	(83)	539
Generation X: Age 39-54	34%	(220)	7%	(45)	45%	(294)	14%	(88)	647
Boomers: Age 55-73	37%	(257)	5%	(37)	48%	(330)	9%	(65)	688
PID: Dem (no lean)	44%	(336)	5%	(40)	39%	(298)	11%	(83)	756
PID: Ind (no lean)	32%	(248)	6%	(46)	46%	(353)	16%	(126)	774
PID: Rep (no lean)	32%	(217)	8%	(51)	49%	(328)	11%	(76)	672
PID/Gender: Dem Men	45%	(148)	5%	(15)	41%	(137)	9%	(30)	330
PID/Gender: Dem Women	44%	(188)	6%	(24)	38%	(161)	12%	(53)	426
PID/Gender: Ind Men	29%	(112)	8%	(31)	48%	(187)	15%	(59)	390
PID/Gender: Ind Women	35%	(136)	4%	(15)	43%	(167)	17%	(66)	384
PID/Gender: Rep Men	30%	(103)	8%	(29)	52%	(179)	9%	(32)	343
PID/Gender: Rep Women	35%	(114)	7%	(22)	45%	(149)	13%	(44)	329
Ideo: Liberal (1-3)	46%	(326)	5%	(35)	40%	(283)	9%	(66)	710
Ideo: Moderate (4)	38%	(177)	7%	(34)	43%	(203)	11%	(53)	467
Ideo: Conservative (5-7)	31%	(222)	8%	(56)	52%	(376)	10%	(71)	725
Educ: < College	33%	(503)	6%	(94)	45%	(680)	16%	(236)	1513
Educ: Bachelors degree	39%	(172)	7%	(30)	47%	(208)	8%	(34)	444
Educ: Post-grad	52%	(126)	5%	(13)	37%	(90)	6%	(15)	244

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Table HR12_5: Do any of the following appearing on a movie poster make you more or less likely to see that movie, or would it make no difference?
Awards or nominations from the Academy Awards

Demographic	More likely to see the movie		Less likely to see the movie		Makes no difference		Don't know / No opinion		Total N
Adults	36%	(801)	6%	(137)	44%	(979)	13%	(284)	2201
Income: Under 50k	33%	(415)	7%	(91)	44%	(555)	17%	(210)	1271
Income: 50k-100k	40%	(239)	5%	(31)	47%	(286)	8%	(49)	605
Income: 100k+	45%	(146)	5%	(16)	42%	(138)	8%	(26)	326
Ethnicity: White	36%	(624)	6%	(104)	46%	(788)	12%	(207)	1723
Ethnicity: Hispanic	40%	(141)	8%	(27)	41%	(142)	11%	(39)	350
Ethnicity: Afr. Am.	33%	(91)	7%	(18)	42%	(114)	19%	(51)	274
Ethnicity: Other	42%	(86)	7%	(15)	38%	(77)	13%	(27)	204
Relig: Protestant	36%	(162)	5%	(22)	51%	(228)	8%	(34)	446
Relig: Roman Catholic	43%	(188)	5%	(22)	44%	(189)	8%	(35)	433
Relig: Ath./Agn./None	33%	(217)	6%	(42)	44%	(292)	17%	(115)	666
Relig: Something Else	40%	(137)	5%	(19)	44%	(149)	11%	(38)	343
Relig: Jewish	49%	(24)	3%	(2)	41%	(20)	6%	(3)	49
Relig: Evangelical	35%	(217)	8%	(47)	42%	(260)	15%	(90)	615
Relig: Non-Evang. Catholics	40%	(229)	5%	(30)	48%	(277)	7%	(41)	577
Relig: All Christian	37%	(446)	6%	(77)	45%	(537)	11%	(132)	1192
Relig: All Non-Christian	35%	(354)	6%	(60)	44%	(442)	15%	(153)	1009
Community: Urban	34%	(196)	8%	(46)	42%	(241)	15%	(88)	572
Community: Suburban	41%	(416)	5%	(49)	44%	(446)	10%	(100)	1011
Community: Rural	31%	(189)	7%	(42)	47%	(291)	16%	(97)	618
Employ: Private Sector	41%	(262)	5%	(34)	44%	(280)	10%	(63)	638
Employ: Government	38%	(50)	8%	(10)	43%	(57)	11%	(14)	132
Employ: Self-Employed	36%	(72)	5%	(11)	48%	(97)	11%	(21)	200
Employ: Homemaker	27%	(46)	9%	(15)	47%	(79)	17%	(29)	168
Employ: Student	47%	(65)	7%	(9)	29%	(41)	18%	(25)	140
Employ: Retired	35%	(174)	6%	(29)	50%	(248)	10%	(50)	501
Employ: Unemployed	30%	(64)	7%	(15)	45%	(96)	18%	(40)	216
Employ: Other	33%	(67)	7%	(15)	39%	(81)	21%	(42)	205
Military HH: Yes	32%	(118)	6%	(24)	49%	(184)	13%	(47)	373
Military HH: No	37%	(683)	6%	(113)	43%	(795)	13%	(237)	1828

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Table HR12_5: Do any of the following appearing on a movie poster make you more or less likely to see that movie, or would it make no difference?
Awards or nominations from the Academy Awards

Demographic	More likely to see the movie		Less likely to see the movie		Makes no difference		Don't know / No opinion		Total N
Adults	36%	(801)	6%	(137)	44%	(979)	13%	(284)	2201
RD/WT: Right Direction	30%	(244)	7%	(58)	48%	(387)	15%	(118)	807
RD/WT: Wrong Track	40%	(556)	6%	(79)	42%	(592)	12%	(166)	1394
Trump Job Approve	31%	(278)	8%	(72)	49%	(441)	12%	(110)	900
Trump Job Disapprove	43%	(499)	5%	(62)	42%	(483)	10%	(120)	1163
Trump Job Strongly Approve	27%	(121)	9%	(41)	48%	(211)	16%	(70)	443
Trump Job Somewhat Approve	34%	(157)	7%	(31)	50%	(230)	9%	(40)	457
Trump Job Somewhat Disapprove	41%	(117)	7%	(21)	42%	(122)	10%	(29)	289
Trump Job Strongly Disapprove	44%	(382)	5%	(41)	41%	(361)	10%	(91)	874
Favorable of Trump	30%	(269)	8%	(68)	49%	(438)	13%	(114)	889
Unfavorable of Trump	43%	(510)	5%	(60)	42%	(488)	10%	(117)	1174
Very Favorable of Trump	28%	(136)	9%	(42)	47%	(227)	16%	(79)	484
Somewhat Favorable of Trump	33%	(133)	6%	(26)	52%	(210)	9%	(35)	404
Somewhat Unfavorable of Trump	41%	(92)	9%	(20)	40%	(89)	11%	(24)	224
Very Unfavorable of Trump	44%	(418)	4%	(40)	42%	(399)	10%	(93)	950
#1 Issue: Economy	42%	(249)	6%	(34)	41%	(246)	11%	(68)	597
#1 Issue: Security	28%	(118)	8%	(36)	49%	(209)	14%	(60)	422
#1 Issue: Health Care	38%	(141)	7%	(25)	44%	(163)	12%	(45)	375
#1 Issue: Medicare / Social Security	30%	(93)	6%	(18)	52%	(159)	12%	(36)	305
#1 Issue: Women's Issues	39%	(33)	6%	(5)	37%	(32)	18%	(16)	85
#1 Issue: Education	41%	(65)	7%	(10)	40%	(63)	12%	(18)	156
#1 Issue: Energy	47%	(62)	6%	(8)	37%	(49)	10%	(14)	133
#1 Issue: Other	31%	(39)	1%	(1)	47%	(59)	22%	(27)	126
2018 House Vote: Democrat	46%	(360)	5%	(39)	41%	(316)	8%	(62)	777
2018 House Vote: Republican	30%	(204)	8%	(51)	51%	(341)	11%	(74)	670
2018 House Vote: Someone else	26%	(31)	8%	(10)	47%	(57)	19%	(22)	121
2018 House Vote: Didnt Vote	33%	(205)	6%	(35)	42%	(264)	20%	(126)	630
2016 Vote: Hillary Clinton	46%	(297)	4%	(29)	42%	(273)	8%	(53)	652
2016 Vote: Donald Trump	30%	(201)	8%	(56)	50%	(332)	12%	(80)	670
2016 Vote: Someone else	34%	(67)	7%	(13)	50%	(99)	10%	(19)	199
2016 Vote: Didnt Vote	34%	(233)	6%	(39)	40%	(273)	19%	(132)	677

Continued on next page

Table HR12_5: Do any of the following appearing on a movie poster make you more or less likely to see that movie, or would it make no difference?
Awards or nominations from the Academy Awards

Demographic	More likely to see the movie		Less likely to see the movie		Makes no difference		Don't know / No opinion		Total N
Adults	36%	(801)	6%	(137)	44%	(979)	13%	(284)	2201
Voted in 2014: Yes	37%	(490)	6%	(85)	46%	(616)	11%	(143)	1334
Voted in 2014: No	36%	(311)	6%	(52)	42%	(362)	16%	(142)	867
2012 Vote: Barack Obama	43%	(347)	6%	(45)	41%	(333)	10%	(78)	803
2012 Vote: Mitt Romney	31%	(155)	6%	(29)	51%	(253)	12%	(60)	497
2012 Vote: Other	20%	(23)	12%	(13)	54%	(61)	14%	(16)	113
2012 Vote: Didn't Vote	35%	(274)	6%	(50)	42%	(331)	17%	(130)	785
4-Region: Northeast	35%	(140)	5%	(18)	44%	(175)	15%	(61)	394
4-Region: Midwest	36%	(168)	6%	(28)	44%	(205)	13%	(62)	462
4-Region: South	35%	(292)	7%	(59)	45%	(370)	13%	(104)	825
4-Region: West	39%	(201)	6%	(32)	44%	(229)	11%	(58)	520

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

Table HR12_6: Do any of the following appearing on a movie poster make you more or less likely to see that movie, or would it make no difference?
Awards or nominations from the Golden Globes

Demographic	More likely to see the movie		Less likely to see the movie		Makes no difference		Don't know / No opinion		Total N
Adults	33%	(717)	6%	(134)	48%	(1063)	13%	(287)	2201
Gender: Male	29%	(313)	7%	(72)	52%	(552)	12%	(126)	1062
Gender: Female	35%	(404)	5%	(62)	45%	(511)	14%	(162)	1139
Age: 18-29	35%	(168)	7%	(35)	40%	(191)	17%	(83)	477
Age: 30-44	29%	(158)	5%	(28)	52%	(280)	13%	(70)	536
Age: 45-54	35%	(143)	6%	(23)	44%	(179)	15%	(62)	407
Age: 55-64	32%	(111)	9%	(30)	48%	(166)	11%	(37)	344
Age: 65+	31%	(137)	4%	(17)	56%	(246)	8%	(35)	436
Generation Z: 18-22	38%	(90)	5%	(12)	41%	(95)	16%	(38)	234
Millennial: Age 23-38	31%	(166)	8%	(42)	45%	(241)	17%	(90)	539
Generation X: Age 39-54	33%	(213)	5%	(34)	49%	(314)	13%	(87)	647
Boomers: Age 55-73	33%	(227)	7%	(45)	51%	(353)	9%	(63)	688
PID: Dem (no lean)	40%	(300)	5%	(39)	43%	(326)	12%	(90)	756
PID: Ind (no lean)	28%	(218)	6%	(43)	50%	(387)	16%	(126)	774
PID: Rep (no lean)	30%	(199)	8%	(52)	52%	(350)	11%	(71)	672
PID/Gender: Dem Men	36%	(119)	7%	(23)	47%	(155)	10%	(34)	330
PID/Gender: Dem Women	43%	(182)	4%	(16)	40%	(172)	13%	(57)	426
PID/Gender: Ind Men	24%	(95)	6%	(25)	54%	(209)	16%	(61)	390
PID/Gender: Ind Women	32%	(122)	5%	(18)	46%	(178)	17%	(65)	384
PID/Gender: Rep Men	29%	(99)	7%	(24)	55%	(188)	9%	(31)	343
PID/Gender: Rep Women	30%	(100)	8%	(28)	49%	(161)	12%	(40)	329
Ideo: Liberal (1-3)	43%	(303)	5%	(36)	43%	(302)	10%	(69)	710
Ideo: Moderate (4)	33%	(156)	7%	(34)	47%	(219)	12%	(58)	467
Ideo: Conservative (5-7)	26%	(191)	6%	(47)	58%	(417)	10%	(71)	725
Educ: < College	30%	(448)	7%	(99)	48%	(729)	16%	(237)	1513
Educ: Bachelors degree	35%	(156)	5%	(23)	52%	(232)	7%	(33)	444
Educ: Post-grad	46%	(113)	5%	(12)	41%	(101)	7%	(18)	244

Continued on next page

Table HR12_6: Do any of the following appearing on a movie poster make you more or less likely to see that movie, or would it make no difference?
Awards or nominations from the Golden Globes

Demographic	More likely to see the movie		Less likely to see the movie		Makes no difference		Don't know / No opinion		Total N
Adults	33%	(717)	6%	(134)	48%	(1063)	13%	(287)	2201
Income: Under 50k	30%	(378)	7%	(83)	47%	(592)	17%	(218)	1271
Income: 50k-100k	35%	(213)	5%	(33)	52%	(316)	7%	(43)	605
Income: 100k+	39%	(127)	6%	(18)	48%	(155)	8%	(26)	326
Ethnicity: White	32%	(554)	6%	(98)	50%	(863)	12%	(208)	1723
Ethnicity: Hispanic	36%	(125)	9%	(31)	43%	(152)	12%	(41)	350
Ethnicity: Afr. Am.	31%	(86)	8%	(21)	42%	(116)	19%	(52)	274
Ethnicity: Other	38%	(77)	7%	(15)	41%	(84)	14%	(28)	204
Relig: Protestant	30%	(135)	5%	(23)	57%	(255)	7%	(33)	446
Relig: Roman Catholic	39%	(170)	5%	(22)	47%	(204)	9%	(37)	433
Relig: Ath./Agn./None	29%	(195)	6%	(39)	47%	(311)	18%	(121)	666
Relig: Something Else	34%	(118)	4%	(14)	51%	(176)	10%	(35)	343
Relig: Jewish	44%	(21)	2%	(1)	48%	(23)	6%	(3)	49
Relig: Evangelical	31%	(191)	9%	(56)	46%	(284)	14%	(84)	615
Relig: Non-Evang. Catholics	37%	(213)	4%	(25)	51%	(292)	8%	(47)	577
Relig: All Christian	34%	(404)	7%	(81)	48%	(576)	11%	(131)	1192
Relig: All Non-Christian	31%	(313)	5%	(53)	48%	(487)	15%	(156)	1009
Community: Urban	34%	(195)	7%	(41)	43%	(245)	16%	(90)	572
Community: Suburban	35%	(351)	5%	(53)	50%	(502)	10%	(105)	1011
Community: Rural	28%	(171)	7%	(40)	51%	(315)	15%	(92)	618
Employ: Private Sector	35%	(227)	4%	(29)	50%	(320)	10%	(63)	638
Employ: Government	35%	(46)	12%	(16)	42%	(55)	12%	(16)	132
Employ: Self-Employed	37%	(74)	4%	(9)	48%	(96)	11%	(22)	200
Employ: Homemaker	22%	(37)	7%	(11)	53%	(90)	18%	(31)	168
Employ: Student	40%	(57)	6%	(8)	37%	(52)	16%	(23)	140
Employ: Retired	30%	(150)	6%	(29)	54%	(270)	10%	(52)	501
Employ: Unemployed	29%	(62)	9%	(20)	44%	(95)	18%	(39)	216
Employ: Other	32%	(66)	7%	(13)	41%	(85)	20%	(42)	205
Military HH: Yes	29%	(109)	5%	(20)	54%	(201)	11%	(43)	373
Military HH: No	33%	(608)	6%	(114)	47%	(862)	13%	(245)	1828

Continued on next page

Table HR12_6: Do any of the following appearing on a movie poster make you more or less likely to see that movie, or would it make no difference?
Awards or nominations from the Golden Globes

Demographic	More likely to see the movie		Less likely to see the movie		Makes no difference		Don't know / No opinion		Total N
Adults	33%	(717)	6%	(134)	48%	(1063)	13%	(287)	2201
RD/WT: Right Direction	28%	(226)	7%	(58)	51%	(413)	14%	(111)	807
RD/WT: Wrong Track	35%	(491)	5%	(76)	47%	(650)	13%	(177)	1394
Trump Job Approve	28%	(255)	7%	(62)	53%	(480)	12%	(104)	900
Trump Job Disapprove	38%	(443)	6%	(69)	45%	(525)	11%	(127)	1163
Trump Job Strongly Approve	28%	(123)	8%	(34)	51%	(225)	14%	(62)	443
Trump Job Somewhat Approve	29%	(132)	6%	(28)	56%	(256)	9%	(42)	457
Trump Job Somewhat Disapprove	33%	(97)	9%	(27)	47%	(135)	11%	(31)	289
Trump Job Strongly Disapprove	40%	(346)	5%	(42)	45%	(390)	11%	(96)	874
Favorable of Trump	27%	(241)	6%	(57)	54%	(483)	12%	(107)	889
Unfavorable of Trump	38%	(451)	6%	(65)	45%	(529)	11%	(128)	1174
Very Favorable of Trump	27%	(131)	7%	(32)	52%	(251)	14%	(70)	484
Somewhat Favorable of Trump	27%	(110)	6%	(25)	57%	(232)	9%	(37)	404
Somewhat Unfavorable of Trump	38%	(85)	9%	(21)	42%	(94)	11%	(24)	224
Very Unfavorable of Trump	39%	(366)	5%	(44)	46%	(435)	11%	(104)	950
#1 Issue: Economy	37%	(219)	7%	(43)	45%	(267)	11%	(67)	597
#1 Issue: Security	28%	(119)	6%	(26)	53%	(225)	12%	(52)	422
#1 Issue: Health Care	30%	(113)	5%	(18)	52%	(195)	13%	(49)	375
#1 Issue: Medicare / Social Security	28%	(86)	8%	(24)	51%	(157)	12%	(38)	305
#1 Issue: Women's Issues	42%	(36)	2%	(2)	37%	(32)	18%	(16)	85
#1 Issue: Education	38%	(60)	5%	(8)	42%	(65)	15%	(23)	156
#1 Issue: Energy	37%	(49)	7%	(9)	46%	(61)	11%	(15)	133
#1 Issue: Other	27%	(34)	3%	(4)	48%	(61)	22%	(28)	126
2018 House Vote: Democrat	40%	(314)	5%	(38)	45%	(354)	9%	(71)	777
2018 House Vote: Republican	29%	(191)	6%	(39)	55%	(369)	10%	(70)	670
2018 House Vote: Someone else	25%	(30)	6%	(7)	52%	(63)	17%	(21)	121
2018 House Vote: Didnt Vote	29%	(180)	8%	(49)	44%	(275)	20%	(126)	630
2016 Vote: Hillary Clinton	40%	(260)	4%	(25)	47%	(304)	10%	(62)	652
2016 Vote: Donald Trump	27%	(183)	7%	(49)	54%	(363)	11%	(74)	670
2016 Vote: Someone else	30%	(60)	7%	(13)	51%	(103)	12%	(23)	199
2016 Vote: Didnt Vote	31%	(212)	7%	(47)	43%	(290)	19%	(127)	677

Continued on next page

Table HR12_6: Do any of the following appearing on a movie poster make you more or less likely to see that movie, or would it make no difference?
 Awards or nominations from the Golden Globes

Demographic	More likely to see the movie		Less likely to see the movie		Makes no difference		Don't know / No opinion		Total N
Adults	33%	(717)	6%	(134)	48%	(1063)	13%	(287)	2201
Voted in 2014: Yes	33%	(439)	6%	(80)	50%	(672)	11%	(143)	1334
Voted in 2014: No	32%	(278)	6%	(54)	45%	(390)	17%	(144)	867
2012 Vote: Barack Obama	38%	(306)	6%	(48)	45%	(365)	11%	(85)	803
2012 Vote: Mitt Romney	30%	(150)	5%	(25)	54%	(267)	11%	(55)	497
2012 Vote: Other	18%	(20)	9%	(10)	60%	(68)	13%	(15)	113
2012 Vote: Didn't Vote	30%	(239)	7%	(51)	46%	(362)	17%	(133)	785
4-Region: Northeast	32%	(126)	5%	(19)	49%	(191)	15%	(58)	394
4-Region: Midwest	34%	(156)	6%	(26)	47%	(218)	13%	(62)	462
4-Region: South	30%	(245)	8%	(62)	50%	(409)	13%	(109)	825
4-Region: West	37%	(190)	5%	(26)	47%	(245)	11%	(59)	520

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

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

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	47% (1033)	23% (498)	8% (165)	6% (131)	4% (79)	4% (95)	9% (201)	2201
Gender: Male	44% (472)	26% (279)	8% (82)	6% (64)	4% (40)	5% (48)	7% (78)	1062
Gender: Female	49% (560)	19% (219)	7% (83)	6% (67)	3% (39)	4% (47)	11% (123)	1139
Age: 18-29	40% (192)	29% (139)	9% (41)	7% (33)	3% (14)	4% (19)	8% (40)	477
Age: 30-44	46% (248)	26% (141)	9% (50)	6% (34)	3% (15)	3% (18)	5% (29)	536
Age: 45-54	44% (180)	23% (93)	8% (32)	7% (27)	4% (16)	5% (20)	9% (39)	407
Age: 55-64	52% (180)	15% (50)	6% (19)	6% (19)	5% (16)	6% (20)	12% (40)	344
Age: 65+	53% (233)	17% (74)	5% (22)	4% (18)	4% (17)	4% (18)	12% (53)	436
Generation Z: 18-22	40% (94)	23% (53)	12% (27)	11% (25)	3% (8)	4% (9)	8% (18)	234
Millennial: Age 23-38	45% (242)	31% (167)	7% (36)	5% (25)	3% (18)	3% (16)	7% (36)	539
Generation X: Age 39-54	44% (283)	24% (153)	9% (61)	7% (43)	3% (19)	5% (33)	8% (54)	647
Boomers: Age 55-73	53% (364)	16% (113)	5% (36)	5% (31)	4% (29)	5% (32)	12% (82)	688
PID: Dem (no lean)	53% (399)	20% (151)	7% (52)	5% (37)	3% (26)	4% (32)	8% (58)	756
PID: Ind (no lean)	43% (333)	26% (198)	8% (59)	6% (47)	4% (28)	4% (30)	10% (78)	774
PID: Rep (no lean)	45% (301)	22% (148)	8% (54)	7% (47)	4% (24)	5% (33)	10% (65)	672
PID/Gender: Dem Men	51% (168)	23% (75)	8% (26)	5% (16)	4% (13)	4% (13)	6% (19)	330
PID/Gender: Dem Women	54% (231)	18% (76)	6% (26)	5% (21)	3% (14)	5% (19)	9% (39)	426
PID/Gender: Ind Men	39% (152)	28% (108)	8% (29)	7% (27)	5% (19)	5% (18)	10% (37)	390
PID/Gender: Ind Women	47% (181)	24% (90)	8% (30)	5% (19)	3% (10)	3% (12)	11% (41)	384
PID/Gender: Rep Men	45% (153)	28% (96)	8% (26)	6% (21)	2% (8)	5% (17)	6% (22)	343
PID/Gender: Rep Women	45% (148)	16% (53)	8% (27)	8% (27)	5% (16)	5% (16)	13% (43)	329
Ideo: Liberal (1-3)	50% (358)	22% (155)	9% (63)	6% (40)	3% (23)	4% (26)	6% (45)	710
Ideo: Moderate (4)	51% (238)	23% (105)	8% (37)	5% (23)	3% (13)	2% (11)	8% (40)	467
Ideo: Conservative (5-7)	43% (311)	24% (177)	7% (51)	7% (51)	5% (33)	5% (39)	9% (64)	725
Educ: < College	47% (718)	21% (311)	8% (121)	6% (94)	4% (53)	4% (66)	10% (150)	1513
Educ: Bachelors degree	45% (200)	26% (117)	6% (29)	5% (23)	4% (16)	5% (21)	8% (37)	444
Educ: Post-grad	47% (114)	29% (70)	6% (15)	6% (14)	4% (9)	3% (8)	5% (13)	244

Continued on next page

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

TV shows

Demographic	Several times per week		About once per week	Several times per month		About once per month	Less often than once per month	Never	Total N
	Every day								
Adults	47% (1033)	23% (498)	8% (165)	6% (131)	4% (79)	4% (95)	9% (201)	2201	
Income: Under 50k	47% (598)	20% (257)	8% (96)	6% (78)	4% (48)	4% (56)	11% (139)	1271	
Income: 50k-100k	47% (284)	25% (154)	7% (44)	7% (39)	3% (21)	4% (24)	6% (38)	605	
Income: 100k+	46% (151)	27% (88)	7% (24)	4% (14)	3% (10)	5% (15)	8% (25)	326	
Ethnicity: White	48% (834)	22% (384)	7% (129)	6% (99)	3% (59)	4% (73)	8% (144)	1723	
Ethnicity: Hispanic	41% (144)	24% (84)	10% (37)	5% (16)	3% (11)	5% (17)	12% (41)	350	
Ethnicity: Afr. Am.	45% (123)	23% (63)	7% (19)	7% (18)	5% (13)	5% (15)	9% (24)	274	
Ethnicity: Other	37% (75)	25% (51)	8% (17)	6% (13)	4% (7)	4% (8)	16% (33)	204	
Relig: Protestant	48% (216)	21% (94)	6% (27)	7% (31)	5% (23)	4% (17)	9% (39)	446	
Relig: Roman Catholic	47% (206)	23% (100)	6% (27)	5% (22)	3% (13)	5% (20)	11% (46)	433	
Relig: Ath./Agn./None	48% (319)	24% (157)	9% (57)	5% (34)	3% (19)	4% (24)	8% (56)	666	
Relig: Something Else	47% (160)	23% (80)	6% (20)	7% (24)	5% (16)	4% (15)	8% (27)	343	
Relig: Jewish	45% (22)	19% (9)	3% (2)	9% (4)	7% (3)	9% (4)	8% (4)	49	
Relig: Evangelical	45% (276)	22% (135)	7% (45)	7% (40)	4% (24)	5% (29)	11% (66)	615	
Relig: Non-Evang. Catholics	48% (278)	22% (126)	7% (43)	6% (32)	3% (20)	5% (26)	9% (52)	577	
Relig: All Christian	46% (554)	22% (261)	7% (88)	6% (72)	4% (44)	5% (55)	10% (118)	1192	
Relig: All Non-Christian	47% (479)	23% (237)	8% (77)	6% (58)	3% (35)	4% (40)	8% (83)	1009	
Community: Urban	46% (264)	23% (129)	7% (40)	7% (41)	4% (25)	3% (19)	10% (55)	572	
Community: Suburban	47% (474)	25% (249)	8% (79)	5% (51)	3% (34)	5% (46)	8% (79)	1011	
Community: Rural	48% (295)	19% (120)	8% (47)	6% (39)	3% (19)	5% (31)	11% (67)	618	
Employ: Private Sector	43% (277)	28% (177)	9% (58)	5% (31)	4% (23)	4% (28)	7% (44)	638	
Employ: Government	43% (56)	26% (34)	9% (12)	5% (6)	5% (7)	4% (5)	9% (12)	132	
Employ: Self-Employed	47% (93)	23% (45)	9% (19)	6% (12)	3% (6)	5% (10)	8% (15)	200	
Employ: Homemaker	50% (85)	18% (30)	6% (9)	8% (13)	3% (5)	5% (9)	10% (17)	168	
Employ: Student	35% (49)	31% (43)	7% (10)	12% (16)	4% (5)	4% (6)	8% (11)	140	
Employ: Retired	56% (283)	17% (83)	5% (25)	4% (22)	3% (17)	3% (14)	12% (58)	501	
Employ: Unemployed	47% (102)	20% (43)	6% (14)	5% (12)	4% (9)	4% (9)	13% (28)	216	
Employ: Other	42% (87)	21% (43)	9% (19)	9% (18)	4% (7)	7% (15)	8% (16)	205	
Military HH: Yes	49% (183)	21% (77)	8% (29)	5% (18)	4% (15)	4% (16)	9% (35)	373	
Military HH: No	46% (849)	23% (421)	7% (136)	6% (113)	3% (64)	4% (79)	9% (166)	1828	

Continued on next page

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

TV shows

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	47% (1033)	23% (498)	8% (165)	6% (131)	4% (79)	4% (95)	9% (201)	2201
RD/WT: Right Direction	42% (341)	22% (179)	7% (59)	6% (52)	5% (41)	6% (48)	11% (86)	807
RD/WT: Wrong Track	50% (691)	23% (319)	8% (106)	6% (78)	3% (38)	3% (47)	8% (115)	1394
Trump Job Approve	42% (377)	24% (214)	8% (73)	7% (60)	4% (39)	5% (42)	11% (95)	900
Trump Job Disapprove	52% (604)	22% (251)	8% (90)	6% (66)	3% (32)	4% (46)	6% (75)	1163
Trump Job Strongly Approve	43% (191)	23% (101)	7% (31)	5% (23)	5% (20)	6% (28)	11% (48)	443
Trump Job Somewhat Approve	41% (186)	25% (113)	9% (42)	8% (37)	4% (19)	3% (14)	10% (47)	457
Trump Job Somewhat Disapprove	50% (144)	20% (58)	8% (24)	9% (27)	3% (10)	4% (11)	5% (15)	289
Trump Job Strongly Disapprove	53% (460)	22% (192)	8% (66)	4% (39)	3% (22)	4% (35)	7% (60)	874
Favorable of Trump	41% (366)	24% (213)	8% (69)	6% (56)	5% (43)	5% (45)	11% (96)	889
Unfavorable of Trump	51% (604)	22% (253)	8% (91)	6% (70)	3% (33)	4% (41)	7% (81)	1174
Very Favorable of Trump	44% (214)	23% (111)	6% (31)	5% (25)	5% (23)	6% (28)	11% (54)	484
Somewhat Favorable of Trump	38% (153)	25% (102)	10% (39)	8% (31)	5% (21)	4% (17)	10% (42)	404
Somewhat Unfavorable of Trump	52% (115)	18% (39)	8% (19)	11% (26)	3% (7)	1% (3)	7% (15)	224
Very Unfavorable of Trump	51% (489)	23% (214)	8% (72)	5% (45)	3% (26)	4% (39)	7% (66)	950
#1 Issue: Economy	45% (267)	26% (157)	8% (49)	6% (38)	4% (24)	3% (17)	7% (44)	597
#1 Issue: Security	44% (186)	22% (92)	6% (26)	8% (35)	5% (21)	5% (23)	10% (40)	422
#1 Issue: Health Care	50% (189)	21% (78)	8% (31)	5% (19)	3% (10)	5% (19)	8% (30)	375
#1 Issue: Medicare / Social Security	54% (165)	17% (52)	5% (15)	5% (16)	3% (8)	4% (11)	13% (39)	305
#1 Issue: Women's Issues	51% (43)	17% (14)	9% (7)	3% (3)	3% (2)	7% (6)	11% (10)	85
#1 Issue: Education	43% (67)	25% (39)	10% (15)	6% (9)	4% (7)	4% (6)	8% (13)	156
#1 Issue: Energy	44% (59)	26% (34)	11% (15)	4% (5)	2% (3)	5% (7)	7% (9)	133
#1 Issue: Other	44% (56)	26% (32)	5% (6)	5% (6)	3% (4)	5% (6)	13% (16)	126
2018 House Vote: Democrat	53% (414)	22% (173)	8% (59)	4% (34)	3% (22)	3% (26)	6% (50)	777
2018 House Vote: Republican	43% (287)	24% (159)	7% (47)	6% (43)	5% (31)	5% (34)	10% (68)	670
2018 House Vote: Someone else	38% (46)	21% (25)	9% (10)	6% (7)	7% (8)	4% (5)	16% (19)	121
2018 House Vote: Didnt Vote	45% (284)	22% (140)	8% (49)	7% (46)	3% (17)	5% (31)	10% (63)	630

Continued on next page

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

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	47% (1033)	23% (498)	8% (165)	6% (131)	4% (79)	4% (95)	9% (201)	2201
2016 Vote: Hillary Clinton	53% (347)	23% (147)	5% (33)	5% (32)	4% (23)	4% (27)	7% (43)	652
2016 Vote: Donald Trump	46% (308)	22% (145)	7% (46)	6% (38)	4% (30)	5% (34)	10% (69)	670
2016 Vote: Someone else	49% (97)	22% (44)	10% (19)	7% (14)	3% (6)	1% (3)	8% (16)	199
2016 Vote: Didnt Vote	41% (279)	24% (161)	10% (68)	7% (46)	3% (20)	5% (32)	11% (72)	677
Voted in 2014: Yes	51% (676)	21% (283)	6% (84)	5% (69)	4% (53)	4% (56)	9% (115)	1334
Voted in 2014: No	41% (357)	25% (215)	9% (81)	7% (62)	3% (26)	5% (39)	10% (86)	867
2012 Vote: Barack Obama	55% (440)	19% (156)	6% (49)	5% (40)	3% (28)	4% (29)	8% (61)	803
2012 Vote: Mitt Romney	46% (229)	22% (111)	6% (31)	5% (26)	4% (20)	5% (23)	11% (57)	497
2012 Vote: Other	37% (42)	25% (28)	11% (12)	4% (5)	7% (8)	7% (8)	9% (11)	113
2012 Vote: Didn't Vote	41% (321)	26% (202)	9% (74)	8% (59)	3% (23)	4% (35)	9% (73)	785
4-Region: Northeast	49% (193)	22% (85)	8% (30)	4% (17)	4% (17)	5% (19)	8% (33)	394
4-Region: Midwest	48% (222)	25% (114)	7% (31)	6% (30)	3% (14)	5% (23)	6% (29)	462
4-Region: South	48% (399)	21% (170)	6% (51)	7% (59)	3% (26)	5% (39)	10% (81)	825
4-Region: West	42% (218)	25% (129)	10% (53)	5% (26)	4% (21)	3% (15)	11% (58)	520

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

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

Movies

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	16% (344)	26% (576)	17% (378)	12% (271)	11% (236)	9% (206)	9% (190)	2201
Gender: Male	15% (162)	27% (285)	20% (208)	12% (130)	10% (110)	9% (94)	7% (72)	1062
Gender: Female	16% (182)	26% (290)	15% (170)	12% (141)	11% (126)	10% (112)	10% (118)	1139
Age: 18-29	18% (87)	29% (139)	19% (92)	12% (59)	9% (45)	6% (27)	6% (28)	477
Age: 30-44	22% (120)	29% (157)	18% (96)	11% (60)	8% (44)	6% (34)	5% (25)	536
Age: 45-54	14% (57)	27% (110)	15% (61)	13% (51)	14% (57)	10% (40)	8% (31)	407
Age: 55-64	14% (49)	23% (81)	18% (62)	10% (34)	13% (43)	12% (41)	10% (35)	344
Age: 65+	7% (31)	20% (89)	15% (66)	15% (67)	11% (47)	15% (65)	16% (71)	436
Generation Z: 18-22	18% (41)	29% (68)	18% (43)	12% (29)	9% (22)	8% (19)	5% (12)	234
Millennial: Age 23-38	21% (114)	30% (160)	18% (100)	12% (64)	9% (50)	5% (24)	5% (27)	539
Generation X: Age 39-54	17% (109)	27% (177)	17% (107)	12% (78)	11% (73)	9% (58)	7% (45)	647
Boomers: Age 55-73	10% (71)	23% (158)	17% (115)	13% (86)	12% (81)	13% (93)	12% (84)	688
PID: Dem (no lean)	16% (118)	27% (200)	18% (139)	12% (90)	10% (77)	9% (70)	8% (61)	756
PID: Ind (no lean)	18% (141)	27% (205)	15% (117)	12% (95)	11% (83)	9% (67)	8% (65)	774
PID: Rep (no lean)	13% (85)	25% (170)	18% (122)	13% (85)	11% (75)	10% (69)	10% (64)	672
PID/Gender: Dem Men	18% (58)	26% (87)	22% (72)	12% (38)	10% (31)	8% (26)	5% (17)	330
PID/Gender: Dem Women	14% (60)	27% (114)	16% (67)	12% (52)	11% (46)	10% (44)	10% (44)	426
PID/Gender: Ind Men	18% (72)	24% (92)	17% (66)	12% (47)	12% (45)	9% (34)	8% (33)	390
PID/Gender: Ind Women	18% (69)	29% (113)	13% (50)	13% (49)	10% (38)	9% (33)	8% (32)	384
PID/Gender: Rep Men	9% (32)	31% (106)	20% (70)	13% (45)	10% (33)	10% (35)	6% (22)	343
PID/Gender: Rep Women	16% (53)	19% (64)	16% (52)	12% (40)	13% (42)	10% (34)	13% (43)	329
Ideo: Liberal (1-3)	17% (121)	27% (193)	18% (130)	12% (85)	11% (75)	8% (58)	7% (49)	710
Ideo: Moderate (4)	18% (82)	27% (126)	20% (92)	10% (47)	10% (44)	7% (35)	9% (42)	467
Ideo: Conservative (5-7)	11% (78)	27% (194)	16% (117)	14% (100)	12% (84)	12% (88)	9% (64)	725
Educ: < College	19% (283)	26% (400)	16% (236)	12% (179)	9% (137)	9% (140)	9% (137)	1513
Educ: Bachelors degree	9% (40)	26% (116)	19% (86)	12% (55)	14% (60)	11% (47)	9% (40)	444
Educ: Post-grad	9% (22)	24% (60)	23% (56)	15% (37)	16% (39)	8% (19)	5% (12)	244

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

Movies

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	16% (344)	26% (576)	17% (378)	12% (271)	11% (236)	9% (206)	9% (190)	2201
Income: Under 50k	19% (248)	26% (328)	14% (180)	11% (144)	10% (127)	9% (115)	10% (129)	1271
Income: 50k-100k	11% (64)	26% (155)	22% (134)	15% (92)	11% (69)	8% (51)	7% (40)	605
Income: 100k+	10% (33)	28% (92)	20% (64)	11% (36)	12% (40)	12% (40)	6% (21)	326
Ethnicity: White	14% (236)	26% (448)	18% (304)	13% (220)	11% (189)	10% (177)	9% (147)	1723
Ethnicity: Hispanic	20% (70)	28% (99)	16% (54)	13% (46)	12% (42)	6% (20)	5% (19)	350
Ethnicity: Afr. Am.	26% (71)	25% (69)	14% (38)	10% (27)	9% (25)	6% (18)	9% (26)	274
Ethnicity: Other	18% (37)	29% (59)	17% (35)	12% (24)	10% (21)	6% (11)	8% (16)	204
Relig: Protestant	7% (33)	26% (115)	21% (92)	13% (58)	13% (58)	10% (45)	10% (45)	446
Relig: Roman Catholic	12% (52)	24% (105)	15% (67)	16% (68)	12% (52)	10% (45)	10% (43)	433
Relig: Ath./Agn./None	18% (118)	26% (176)	18% (121)	12% (77)	10% (69)	7% (50)	8% (56)	666
Relig: Something Else	19% (65)	29% (98)	17% (59)	11% (39)	11% (37)	9% (32)	4% (13)	343
Relig: Jewish	11% (6)	18% (9)	12% (6)	11% (5)	21% (10)	22% (11)	5% (2)	49
Relig: Evangelical	17% (104)	27% (164)	16% (98)	11% (69)	8% (52)	10% (63)	11% (65)	615
Relig: Non-Evang. Catholics	10% (58)	24% (138)	17% (100)	15% (86)	14% (79)	11% (61)	10% (55)	577
Relig: All Christian	14% (162)	25% (302)	17% (198)	13% (155)	11% (130)	10% (124)	10% (121)	1192
Relig: All Non-Christian	18% (182)	27% (274)	18% (180)	12% (116)	10% (106)	8% (82)	7% (69)	1009
Community: Urban	20% (116)	25% (145)	17% (99)	13% (76)	9% (50)	8% (45)	7% (41)	572
Community: Suburban	13% (128)	27% (272)	19% (188)	13% (128)	11% (114)	10% (101)	8% (80)	1011
Community: Rural	16% (101)	26% (158)	15% (91)	11% (67)	12% (72)	10% (61)	11% (69)	618
Employ: Private Sector	13% (83)	30% (189)	22% (142)	11% (69)	11% (71)	7% (48)	6% (37)	638
Employ: Government	14% (18)	28% (37)	18% (24)	13% (17)	12% (16)	8% (11)	6% (9)	132
Employ: Self-Employed	21% (42)	26% (52)	16% (31)	12% (25)	10% (19)	9% (18)	6% (13)	200
Employ: Homemaker	25% (42)	27% (45)	13% (22)	8% (13)	10% (17)	10% (17)	8% (14)	168
Employ: Student	12% (17)	34% (47)	16% (22)	16% (23)	9% (13)	8% (12)	5% (7)	140
Employ: Retired	10% (50)	23% (114)	16% (79)	12% (62)	12% (58)	13% (64)	15% (74)	501
Employ: Unemployed	23% (50)	19% (41)	15% (32)	16% (35)	9% (19)	7% (14)	12% (25)	216
Employ: Other	21% (43)	25% (51)	13% (26)	14% (28)	11% (23)	11% (23)	6% (12)	205
Military HH: Yes	15% (54)	23% (84)	15% (55)	14% (51)	11% (41)	13% (47)	11% (40)	373
Military HH: No	16% (290)	27% (492)	18% (323)	12% (220)	11% (195)	9% (159)	8% (150)	1828

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

Movies

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	16% (344)	26% (576)	17% (378)	12% (271)	11% (236)	9% (206)	9% (190)	2201
RD/WT: Right Direction	14% (114)	24% (195)	17% (141)	12% (100)	10% (81)	12% (97)	10% (79)	807
RD/WT: Wrong Track	17% (230)	27% (381)	17% (237)	12% (171)	11% (154)	8% (109)	8% (111)	1394
Trump Job Approve	14% (130)	25% (228)	16% (147)	12% (110)	11% (101)	11% (96)	10% (88)	900
Trump Job Disapprove	16% (184)	27% (316)	18% (212)	13% (151)	11% (128)	8% (96)	7% (77)	1163
Trump Job Strongly Approve	14% (62)	25% (109)	16% (69)	12% (55)	11% (48)	11% (51)	11% (49)	443
Trump Job Somewhat Approve	15% (68)	26% (119)	17% (78)	12% (55)	12% (53)	10% (45)	9% (39)	457
Trump Job Somewhat Disapprove	13% (37)	27% (77)	25% (73)	13% (37)	10% (30)	7% (19)	5% (15)	289
Trump Job Strongly Disapprove	17% (147)	27% (238)	16% (139)	13% (113)	11% (98)	9% (76)	7% (62)	874
Favorable of Trump	14% (128)	25% (222)	18% (157)	12% (105)	10% (91)	10% (90)	11% (94)	889
Unfavorable of Trump	16% (188)	27% (319)	18% (208)	13% (150)	11% (135)	8% (99)	7% (77)	1174
Very Favorable of Trump	15% (74)	26% (126)	16% (77)	12% (59)	10% (47)	10% (48)	11% (52)	484
Somewhat Favorable of Trump	13% (54)	24% (96)	20% (81)	11% (46)	11% (44)	10% (42)	10% (42)	404
Somewhat Unfavorable of Trump	13% (29)	27% (61)	23% (51)	12% (26)	11% (25)	9% (20)	5% (12)	224
Very Unfavorable of Trump	17% (159)	27% (257)	17% (157)	13% (124)	12% (109)	8% (79)	7% (65)	950
#1 Issue: Economy	18% (107)	28% (165)	18% (106)	13% (76)	10% (59)	8% (46)	7% (39)	597
#1 Issue: Security	13% (56)	22% (94)	18% (74)	12% (50)	11% (48)	13% (56)	11% (45)	422
#1 Issue: Health Care	15% (57)	27% (101)	20% (74)	13% (49)	11% (40)	7% (27)	8% (28)	375
#1 Issue: Medicare / Social Security	15% (44)	25% (75)	12% (38)	13% (40)	11% (35)	12% (36)	12% (37)	305
#1 Issue: Women's Issues	12% (10)	32% (28)	15% (12)	12% (10)	15% (13)	8% (7)	6% (5)	85
#1 Issue: Education	18% (28)	22% (35)	22% (34)	11% (17)	13% (21)	5% (9)	8% (12)	156
#1 Issue: Energy	11% (15)	36% (48)	18% (24)	12% (15)	6% (7)	10% (13)	8% (11)	133
#1 Issue: Other	22% (28)	24% (31)	12% (16)	11% (13)	11% (14)	11% (13)	9% (12)	126
2018 House Vote: Democrat	15% (117)	27% (208)	18% (142)	14% (106)	11% (89)	8% (58)	7% (58)	777
2018 House Vote: Republican	10% (70)	25% (169)	19% (124)	12% (82)	12% (80)	11% (74)	10% (69)	670
2018 House Vote: Someone else	16% (19)	26% (32)	17% (21)	8% (10)	9% (11)	10% (12)	13% (16)	121
2018 House Vote: Didnt Vote	22% (136)	26% (166)	14% (91)	12% (72)	9% (55)	10% (62)	8% (47)	630

Continued on next page

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

Movies

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	16% (344)	26% (576)	17% (378)	12% (271)	11% (236)	9% (206)	9% (190)	2201
2016 Vote: Hillary Clinton	15% (96)	25% (162)	19% (122)	15% (95)	11% (73)	9% (58)	7% (46)	652
2016 Vote: Donald Trump	13% (86)	27% (179)	16% (108)	11% (74)	11% (76)	12% (78)	10% (70)	670
2016 Vote: Someone else	12% (24)	29% (59)	19% (38)	10% (20)	15% (29)	7% (14)	7% (15)	199
2016 Vote: Didnt Vote	20% (138)	26% (176)	16% (110)	12% (82)	9% (58)	8% (55)	9% (58)	677
Voted in 2014: Yes	14% (193)	25% (337)	17% (232)	12% (160)	11% (153)	10% (135)	9% (125)	1334
Voted in 2014: No	18% (152)	28% (238)	17% (147)	13% (111)	10% (83)	8% (71)	8% (65)	867
2012 Vote: Barack Obama	16% (129)	27% (214)	17% (136)	13% (106)	10% (82)	9% (70)	8% (66)	803
2012 Vote: Mitt Romney	10% (49)	25% (122)	18% (91)	13% (62)	12% (61)	11% (55)	11% (56)	497
2012 Vote: Other	10% (11)	27% (30)	18% (21)	12% (14)	13% (15)	13% (14)	8% (9)	113
2012 Vote: Didn't Vote	20% (155)	27% (208)	16% (128)	11% (89)	10% (78)	9% (68)	7% (58)	785
4-Region: Northeast	11% (44)	24% (94)	17% (67)	12% (46)	15% (61)	12% (47)	9% (35)	394
4-Region: Midwest	17% (80)	24% (110)	19% (86)	13% (58)	9% (42)	10% (44)	9% (42)	462
4-Region: South	16% (133)	28% (230)	17% (140)	13% (108)	9% (77)	7% (60)	9% (77)	825
4-Region: West	17% (87)	27% (141)	17% (86)	12% (60)	11% (56)	11% (55)	7% (35)	520

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

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

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	8% (168)	16% (354)	12% (257)	8% (176)	9% (190)	16% (357)	32% (698)	2201
Gender: Male	13% (136)	23% (241)	15% (157)	8% (86)	7% (77)	12% (130)	22% (236)	1062
Gender: Female	3% (32)	10% (113)	9% (100)	8% (90)	10% (113)	20% (228)	41% (463)	1139
Age: 18-29	9% (43)	13% (63)	14% (68)	5% (26)	10% (50)	14% (67)	34% (160)	477
Age: 30-44	8% (43)	19% (104)	11% (57)	8% (43)	7% (40)	19% (101)	28% (149)	536
Age: 45-54	8% (35)	15% (61)	9% (35)	8% (33)	9% (36)	18% (74)	33% (133)	407
Age: 55-64	7% (24)	20% (67)	12% (41)	10% (35)	10% (33)	12% (40)	30% (105)	344
Age: 65+	5% (24)	14% (59)	13% (55)	9% (39)	7% (31)	17% (76)	35% (153)	436
Generation Z: 18-22	8% (18)	12% (28)	16% (38)	5% (12)	10% (23)	14% (32)	35% (83)	234
Millennial: Age 23-38	9% (50)	19% (104)	11% (58)	6% (35)	9% (46)	17% (91)	29% (156)	539
Generation X: Age 39-54	8% (52)	15% (96)	10% (65)	9% (56)	9% (57)	18% (118)	31% (202)	647
Boomers: Age 55-73	6% (41)	17% (114)	13% (89)	9% (63)	9% (61)	14% (95)	33% (226)	688
PID: Dem (no lean)	9% (67)	13% (97)	13% (101)	8% (61)	8% (62)	15% (117)	33% (250)	756
PID: Ind (no lean)	6% (44)	16% (121)	10% (81)	9% (66)	9% (73)	16% (127)	34% (262)	774
PID: Rep (no lean)	9% (57)	20% (136)	11% (75)	7% (48)	8% (55)	17% (114)	28% (186)	672
PID/Gender: Dem Men	15% (50)	21% (71)	18% (61)	8% (26)	7% (22)	10% (32)	21% (68)	330
PID/Gender: Dem Women	4% (17)	6% (27)	9% (40)	8% (35)	9% (40)	20% (85)	43% (182)	426
PID/Gender: Ind Men	10% (38)	21% (83)	13% (51)	8% (30)	8% (32)	12% (48)	27% (107)	390
PID/Gender: Ind Women	1% (6)	10% (39)	8% (29)	9% (36)	11% (41)	20% (78)	40% (155)	384
PID/Gender: Rep Men	14% (47)	26% (88)	13% (45)	9% (30)	7% (22)	14% (49)	18% (61)	343
PID/Gender: Rep Women	3% (10)	15% (48)	9% (30)	5% (18)	10% (32)	20% (64)	38% (126)	329
Ideo: Liberal (1-3)	8% (56)	13% (95)	12% (82)	9% (63)	10% (68)	15% (105)	34% (241)	710
Ideo: Moderate (4)	8% (36)	19% (88)	14% (68)	8% (36)	7% (33)	13% (62)	31% (144)	467
Ideo: Conservative (5-7)	7% (54)	19% (137)	11% (76)	9% (65)	9% (65)	19% (134)	27% (194)	725
Educ: < College	7% (105)	14% (216)	12% (178)	8% (118)	9% (136)	17% (250)	34% (508)	1513
Educ: Bachelors degree	10% (46)	20% (88)	10% (46)	7% (31)	7% (33)	17% (74)	28% (126)	444
Educ: Post-grad	7% (16)	21% (50)	13% (33)	11% (27)	9% (21)	13% (33)	26% (64)	244

Continued on next page

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

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	8% (168)	16% (354)	12% (257)	8% (176)	9% (190)	16% (357)	32% (698)	2201
Income: Under 50k	8% (96)	12% (157)	11% (138)	8% (103)	8% (102)	17% (212)	36% (463)	1271
Income: 50k-100k	6% (35)	20% (122)	13% (77)	8% (49)	10% (62)	18% (106)	25% (154)	605
Income: 100k+	11% (37)	23% (75)	13% (42)	7% (24)	8% (26)	12% (40)	25% (81)	326
Ethnicity: White	7% (117)	16% (279)	11% (193)	8% (141)	9% (154)	16% (283)	32% (555)	1723
Ethnicity: Hispanic	7% (23)	15% (52)	13% (46)	7% (25)	11% (38)	17% (59)	30% (106)	350
Ethnicity: Afr. Am.	12% (33)	17% (46)	12% (33)	9% (25)	7% (18)	17% (46)	27% (74)	274
Ethnicity: Other	9% (18)	15% (30)	15% (31)	5% (11)	8% (17)	14% (28)	34% (69)	204
Relig: Protestant	5% (24)	17% (77)	13% (56)	9% (41)	8% (36)	19% (85)	28% (127)	446
Relig: Roman Catholic	10% (41)	19% (84)	14% (59)	7% (30)	8% (37)	14% (60)	28% (122)	433
Relig: Ath./Agn./None	8% (55)	15% (99)	12% (81)	6% (42)	9% (59)	13% (89)	36% (240)	666
Relig: Something Else	7% (24)	16% (54)	8% (28)	9% (32)	11% (39)	15% (50)	34% (116)	343
Relig: Jewish	7% (3)	16% (8)	9% (4)	6% (3)	18% (9)	12% (6)	32% (16)	49
Relig: Evangelical	6% (38)	14% (89)	12% (74)	9% (57)	7% (44)	21% (127)	30% (187)	615
Relig: Non-Evang. Catholics	9% (51)	19% (111)	13% (75)	8% (45)	8% (48)	16% (92)	27% (156)	577
Relig: All Christian	7% (88)	17% (200)	12% (148)	9% (102)	8% (92)	18% (218)	29% (343)	1192
Relig: All Non-Christian	8% (80)	15% (154)	11% (109)	7% (74)	10% (98)	14% (139)	35% (356)	1009
Community: Urban	9% (53)	17% (98)	12% (67)	8% (46)	9% (54)	14% (83)	30% (172)	572
Community: Suburban	7% (69)	17% (168)	13% (133)	9% (90)	8% (84)	16% (162)	30% (305)	1011
Community: Rural	7% (46)	14% (89)	9% (56)	7% (41)	8% (52)	18% (112)	36% (222)	618
Employ: Private Sector	9% (57)	18% (118)	11% (73)	8% (51)	11% (71)	12% (80)	30% (189)	638
Employ: Government	7% (9)	20% (26)	15% (20)	4% (5)	7% (10)	22% (29)	25% (33)	132
Employ: Self-Employed	12% (24)	20% (41)	12% (24)	7% (15)	5% (10)	15% (30)	28% (57)	200
Employ: Homemaker	3% (5)	10% (17)	7% (12)	8% (13)	9% (15)	23% (39)	41% (68)	168
Employ: Student	7% (10)	15% (21)	15% (21)	5% (8)	7% (10)	19% (26)	32% (45)	140
Employ: Retired	6% (31)	16% (80)	12% (61)	9% (46)	7% (35)	16% (81)	33% (168)	501
Employ: Unemployed	4% (10)	14% (29)	10% (22)	6% (14)	11% (24)	17% (36)	37% (80)	216
Employ: Other	11% (23)	11% (22)	12% (24)	12% (25)	7% (15)	18% (38)	28% (58)	205
Military HH: Yes	8% (28)	16% (58)	11% (41)	8% (31)	11% (40)	13% (49)	34% (125)	373
Military HH: No	8% (140)	16% (296)	12% (216)	8% (145)	8% (150)	17% (309)	31% (573)	1828

Continued on next page

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

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	8% (168)	16% (354)	12% (257)	8% (176)	9% (190)	16% (357)	32% (698)	2201
RD/WT: Right Direction	9% (71)	18% (143)	12% (97)	7% (60)	9% (71)	17% (139)	28% (226)	807
RD/WT: Wrong Track	7% (97)	15% (211)	12% (161)	8% (116)	9% (119)	16% (219)	34% (472)	1394
Trump Job Approve	7% (66)	18% (162)	12% (106)	8% (70)	8% (75)	17% (155)	29% (265)	900
Trump Job Disapprove	8% (89)	15% (170)	12% (143)	8% (98)	9% (103)	16% (182)	33% (378)	1163
Trump Job Strongly Approve	7% (32)	18% (81)	11% (51)	8% (34)	7% (33)	19% (86)	28% (125)	443
Trump Job Somewhat Approve	7% (34)	18% (81)	12% (55)	8% (36)	9% (43)	15% (69)	31% (140)	457
Trump Job Somewhat Disapprove	8% (23)	17% (50)	14% (41)	8% (22)	9% (27)	19% (54)	25% (73)	289
Trump Job Strongly Disapprove	8% (66)	14% (121)	12% (102)	9% (76)	9% (77)	15% (128)	35% (305)	874
Favorable of Trump	8% (67)	19% (167)	11% (101)	8% (69)	9% (76)	18% (157)	28% (251)	889
Unfavorable of Trump	8% (91)	14% (169)	12% (145)	8% (99)	9% (103)	15% (177)	33% (389)	1174
Very Favorable of Trump	8% (39)	18% (87)	11% (54)	8% (36)	9% (43)	18% (88)	28% (136)	484
Somewhat Favorable of Trump	7% (28)	20% (80)	12% (47)	8% (33)	8% (33)	17% (69)	28% (115)	404
Somewhat Unfavorable of Trump	7% (17)	15% (33)	16% (35)	7% (16)	10% (23)	16% (37)	28% (64)	224
Very Unfavorable of Trump	8% (74)	14% (137)	12% (110)	9% (84)	8% (80)	15% (140)	34% (326)	950
#1 Issue: Economy	7% (43)	18% (106)	12% (73)	9% (54)	10% (59)	17% (103)	26% (157)	597
#1 Issue: Security	9% (37)	17% (73)	10% (44)	7% (32)	6% (27)	19% (79)	31% (132)	422
#1 Issue: Health Care	7% (25)	18% (67)	11% (40)	7% (25)	7% (27)	15% (55)	36% (136)	375
#1 Issue: Medicare / Social Security	7% (20)	13% (40)	13% (40)	10% (30)	9% (26)	13% (39)	36% (110)	305
#1 Issue: Women's Issues	6% (5)	7% (6)	14% (12)	12% (10)	7% (6)	20% (17)	33% (28)	85
#1 Issue: Education	9% (14)	15% (23)	10% (15)	6% (9)	18% (29)	12% (18)	30% (48)	156
#1 Issue: Energy	11% (14)	17% (23)	14% (19)	4% (5)	6% (8)	18% (23)	30% (40)	133
#1 Issue: Other	8% (10)	13% (16)	11% (14)	8% (10)	6% (8)	18% (22)	37% (47)	126
2018 House Vote: Democrat	9% (69)	15% (120)	14% (106)	8% (65)	8% (63)	14% (111)	31% (244)	777
2018 House Vote: Republican	8% (51)	20% (133)	10% (69)	8% (55)	8% (55)	18% (120)	28% (185)	670
2018 House Vote: Someone else	7% (9)	14% (16)	15% (18)	8% (9)	6% (7)	18% (22)	33% (40)	121
2018 House Vote: Didnt Vote	6% (38)	13% (83)	10% (65)	7% (47)	10% (65)	17% (104)	36% (228)	630

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

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	8% (168)	16% (354)	12% (257)	8% (176)	9% (190)	16% (357)	32% (698)	2201
2016 Vote: Hillary Clinton	8% (54)	16% (104)	12% (78)	8% (54)	8% (55)	14% (94)	33% (213)	652
2016 Vote: Donald Trump	8% (55)	20% (134)	11% (72)	9% (57)	7% (50)	18% (119)	27% (182)	670
2016 Vote: Someone else	6% (12)	17% (33)	16% (32)	9% (18)	10% (20)	13% (26)	29% (58)	199
2016 Vote: Didnt Vote	7% (45)	12% (83)	11% (76)	7% (47)	10% (65)	17% (117)	36% (244)	677
Voted in 2014: Yes	8% (106)	18% (240)	12% (158)	8% (108)	8% (107)	16% (217)	30% (399)	1334
Voted in 2014: No	7% (62)	13% (114)	11% (99)	8% (68)	10% (83)	16% (141)	35% (299)	867
2012 Vote: Barack Obama	8% (63)	17% (136)	12% (100)	8% (65)	9% (70)	14% (115)	31% (253)	803
2012 Vote: Mitt Romney	8% (39)	20% (99)	11% (54)	8% (41)	7% (36)	18% (89)	28% (139)	497
2012 Vote: Other	6% (6)	16% (18)	11% (12)	13% (15)	6% (7)	22% (25)	27% (31)	113
2012 Vote: Didn't Vote	8% (59)	13% (100)	11% (90)	7% (55)	10% (77)	16% (128)	35% (276)	785
4-Region: Northeast	11% (44)	15% (60)	14% (55)	7% (29)	6% (24)	17% (65)	30% (118)	394
4-Region: Midwest	7% (32)	18% (82)	9% (43)	10% (46)	9% (43)	15% (69)	32% (147)	462
4-Region: South	7% (62)	15% (125)	11% (93)	9% (75)	9% (72)	17% (136)	32% (262)	825
4-Region: West	6% (30)	17% (87)	13% (67)	5% (26)	10% (51)	17% (87)	33% (172)	520

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

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

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	46%	(1019)	35%	(769)	19%	(413)	2201
Gender: Male	50%	(527)	33%	(346)	18%	(189)	1062
Gender: Female	43%	(492)	37%	(422)	20%	(224)	1139
Age: 18-29	40%	(190)	34%	(163)	26%	(124)	477
Age: 30-44	44%	(233)	41%	(222)	15%	(80)	536
Age: 45-54	49%	(200)	35%	(142)	16%	(64)	407
Age: 55-64	46%	(159)	32%	(110)	22%	(75)	344
Age: 65+	54%	(236)	30%	(131)	16%	(69)	436
Generation Z: 18-22	41%	(96)	31%	(73)	28%	(66)	234
Millennial: Age 23-38	40%	(213)	41%	(221)	20%	(105)	539
Generation X: Age 39-54	49%	(315)	36%	(233)	15%	(98)	647
Boomers: Age 55-73	50%	(347)	32%	(217)	18%	(124)	688
PID: Dem (no lean)	49%	(374)	35%	(262)	16%	(120)	756
PID: Ind (no lean)	44%	(340)	35%	(269)	21%	(164)	774
PID: Rep (no lean)	45%	(305)	35%	(238)	19%	(128)	672
PID/Gender: Dem Men	50%	(165)	35%	(115)	15%	(49)	330
PID/Gender: Dem Women	49%	(209)	34%	(146)	17%	(71)	426
PID/Gender: Ind Men	50%	(196)	29%	(111)	21%	(83)	390
PID/Gender: Ind Women	38%	(144)	41%	(158)	21%	(82)	384
PID/Gender: Rep Men	48%	(166)	35%	(120)	17%	(57)	343
PID/Gender: Rep Women	42%	(139)	36%	(118)	22%	(71)	329
Ideo: Liberal (1-3)	49%	(349)	32%	(229)	19%	(132)	710
Ideo: Moderate (4)	48%	(225)	36%	(167)	16%	(76)	467
Ideo: Conservative (5-7)	44%	(321)	36%	(263)	20%	(141)	725
Educ: < College	44%	(665)	36%	(539)	20%	(309)	1513
Educ: Bachelors degree	51%	(225)	34%	(150)	16%	(69)	444
Educ: Post-grad	53%	(130)	33%	(80)	14%	(34)	244

Continued on next page

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

Demographic	I (or someone in my household) currently subscribe	I (or someone in my household) subscribed in the past, but not now	I (or someone in my household) have never subscribed	Total N
Adults	46% (1019)	35% (769)	19% (413)	2201
Income: Under 50k	40% (509)	38% (478)	22% (284)	1271
Income: 50k-100k	53% (318)	33% (202)	14% (85)	605
Income: 100k+	59% (192)	27% (89)	14% (45)	326
Ethnicity: White	47% (813)	35% (600)	18% (310)	1723
Ethnicity: Hispanic	50% (175)	29% (101)	21% (74)	350
Ethnicity: Afr. Am.	43% (117)	36% (99)	21% (58)	274
Ethnicity: Other	44% (90)	34% (70)	22% (45)	204
Relig: Protestant	47% (212)	38% (170)	15% (65)	446
Relig: Roman Catholic	55% (238)	32% (137)	13% (58)	433
Relig: Ath./Agn./None	43% (287)	35% (235)	22% (145)	666
Relig: Something Else	47% (161)	34% (116)	19% (66)	343
Relig: Jewish	66% (32)	19% (9)	15% (7)	49
Relig: Evangelical	41% (251)	38% (236)	21% (128)	615
Relig: Non-Evang. Catholics	55% (320)	32% (182)	13% (75)	577
Relig: All Christian	48% (571)	35% (418)	17% (203)	1192
Relig: All Non-Christian	44% (448)	35% (350)	21% (210)	1009
Community: Urban	44% (253)	35% (200)	21% (119)	572
Community: Suburban	53% (535)	33% (336)	14% (140)	1011
Community: Rural	37% (232)	38% (232)	25% (154)	618
Employ: Private Sector	50% (317)	33% (212)	17% (109)	638
Employ: Government	43% (57)	38% (51)	19% (24)	132
Employ: Self-Employed	46% (91)	38% (75)	17% (34)	200
Employ: Homemaker	36% (61)	41% (69)	22% (38)	168
Employ: Student	42% (59)	35% (49)	23% (32)	140
Employ: Retired	55% (276)	30% (150)	15% (75)	501
Employ: Unemployed	35% (76)	38% (82)	27% (57)	216
Employ: Other	40% (81)	39% (81)	21% (43)	205
Military HH: Yes	49% (182)	35% (130)	16% (61)	373
Military HH: No	46% (838)	35% (639)	19% (352)	1828

Continued on next page

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

Cable television

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	46%	(1019)	35%	(769)	19%	(413)	2201
RD/WT: Right Direction	47%	(379)	35%	(283)	18%	(145)	807
RD/WT: Wrong Track	46%	(641)	35%	(485)	19%	(268)	1394
Trump Job Approve	45%	(405)	37%	(332)	18%	(163)	900
Trump Job Disapprove	48%	(554)	34%	(398)	18%	(211)	1163
Trump Job Strongly Approve	44%	(196)	38%	(166)	18%	(81)	443
Trump Job Somewhat Approve	46%	(209)	36%	(166)	18%	(83)	457
Trump Job Somewhat Disapprove	47%	(137)	35%	(102)	18%	(51)	289
Trump Job Strongly Disapprove	48%	(418)	34%	(296)	18%	(161)	874
Favorable of Trump	46%	(404)	36%	(321)	18%	(164)	889
Unfavorable of Trump	48%	(559)	35%	(406)	18%	(210)	1174
Very Favorable of Trump	45%	(220)	37%	(179)	18%	(85)	484
Somewhat Favorable of Trump	46%	(184)	35%	(142)	19%	(78)	404
Somewhat Unfavorable of Trump	44%	(100)	40%	(89)	16%	(35)	224
Very Unfavorable of Trump	48%	(459)	33%	(316)	18%	(174)	950
#1 Issue: Economy	46%	(278)	38%	(225)	16%	(95)	597
#1 Issue: Security	48%	(205)	35%	(148)	17%	(70)	422
#1 Issue: Health Care	47%	(178)	31%	(117)	21%	(80)	375
#1 Issue: Medicare / Social Security	52%	(157)	31%	(95)	17%	(53)	305
#1 Issue: Women's Issues	43%	(36)	34%	(29)	24%	(20)	85
#1 Issue: Education	39%	(61)	42%	(66)	19%	(29)	156
#1 Issue: Energy	41%	(55)	33%	(45)	25%	(34)	133
#1 Issue: Other	39%	(49)	36%	(45)	25%	(32)	126
2018 House Vote: Democrat	52%	(401)	33%	(260)	15%	(116)	777
2018 House Vote: Republican	48%	(323)	32%	(216)	19%	(131)	670
2018 House Vote: Someone else	42%	(51)	38%	(46)	20%	(24)	121
2018 House Vote: Didnt Vote	39%	(243)	39%	(245)	23%	(142)	630

Continued on next page

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

Demographic	I (or someone in my household) currently subscribe	I (or someone in my household) subscribed in the past, but not now	I (or someone in my household) have never subscribed	Total N
Adults	46% (1019)	35% (769)	19% (413)	2201
2016 Vote: Hillary Clinton	55% (357)	32% (207)	13% (88)	652
2016 Vote: Donald Trump	47% (318)	34% (228)	18% (124)	670
2016 Vote: Someone else	37% (73)	43% (86)	20% (40)	199
2016 Vote: Didnt Vote	40% (270)	36% (246)	24% (161)	677
Voted in 2014: Yes	50% (664)	33% (445)	17% (225)	1334
Voted in 2014: No	41% (355)	37% (324)	22% (188)	867
2012 Vote: Barack Obama	52% (417)	34% (273)	14% (113)	803
2012 Vote: Mitt Romney	47% (233)	33% (162)	21% (102)	497
2012 Vote: Other	40% (45)	40% (46)	20% (22)	113
2012 Vote: Didn't Vote	41% (324)	37% (287)	22% (174)	785
4-Region: Northeast	63% (246)	24% (94)	14% (53)	394
4-Region: Midwest	46% (214)	37% (169)	17% (79)	462
4-Region: South	42% (347)	38% (315)	20% (162)	825
4-Region: West	41% (212)	37% (190)	23% (118)	520

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

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

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	22%	(475)	29%	(647)	49%	(1079)	2201
Gender: Male	18%	(196)	30%	(314)	52%	(552)	1062
Gender: Female	25%	(279)	29%	(333)	46%	(526)	1139
Age: 18-29	22%	(107)	31%	(149)	46%	(221)	477
Age: 30-44	18%	(97)	32%	(170)	50%	(268)	536
Age: 45-54	19%	(78)	36%	(147)	45%	(182)	407
Age: 55-64	22%	(76)	24%	(83)	54%	(186)	344
Age: 65+	27%	(117)	22%	(98)	51%	(221)	436
Generation Z: 18-22	27%	(64)	30%	(69)	43%	(101)	234
Millennial: Age 23-38	17%	(94)	33%	(180)	49%	(266)	539
Generation X: Age 39-54	19%	(125)	34%	(218)	47%	(304)	647
Boomers: Age 55-73	24%	(164)	23%	(158)	53%	(366)	688
PID: Dem (no lean)	21%	(158)	28%	(209)	51%	(389)	756
PID: Ind (no lean)	18%	(140)	32%	(246)	50%	(387)	774
PID: Rep (no lean)	26%	(177)	29%	(192)	45%	(303)	672
PID/Gender: Dem Men	17%	(55)	28%	(92)	55%	(182)	330
PID/Gender: Dem Women	24%	(103)	27%	(117)	48%	(207)	426
PID/Gender: Ind Men	16%	(61)	31%	(123)	53%	(206)	390
PID/Gender: Ind Women	21%	(79)	32%	(124)	47%	(181)	384
PID/Gender: Rep Men	23%	(80)	29%	(99)	48%	(164)	343
PID/Gender: Rep Women	29%	(97)	28%	(93)	42%	(139)	329
Ideo: Liberal (1-3)	18%	(127)	31%	(219)	51%	(365)	710
Ideo: Moderate (4)	20%	(94)	30%	(142)	49%	(231)	467
Ideo: Conservative (5-7)	26%	(190)	28%	(204)	46%	(331)	725
Educ: < College	23%	(344)	30%	(453)	47%	(716)	1513
Educ: Bachelors degree	19%	(83)	32%	(140)	50%	(221)	444
Educ: Post-grad	20%	(49)	22%	(54)	58%	(142)	244

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

Demographic	I (or someone in my household) currently subscribe	I (or someone in my household) subscribed in the past, but not now	I (or someone in my household) have never subscribed	Total N
Adults	22% (475)	29% (647)	49% (1079)	2201
Income: Under 50k	20% (251)	31% (389)	50% (631)	1271
Income: 50k-100k	25% (149)	29% (174)	47% (282)	605
Income: 100k+	23% (76)	26% (84)	51% (166)	326
Ethnicity: White	23% (391)	30% (516)	47% (816)	1723
Ethnicity: Hispanic	18% (62)	30% (104)	53% (184)	350
Ethnicity: Afr. Am.	16% (43)	26% (72)	58% (160)	274
Ethnicity: Other	21% (42)	29% (59)	50% (103)	204
Relig: Protestant	24% (108)	31% (138)	45% (200)	446
Relig: Roman Catholic	22% (96)	28% (123)	50% (215)	433
Relig: Ath./Agn./None	20% (130)	29% (191)	52% (345)	666
Relig: Something Else	22% (74)	31% (107)	47% (161)	343
Relig: Jewish	19% (9)	16% (8)	64% (31)	49
Relig: Evangelical	25% (151)	32% (194)	44% (269)	615
Relig: Non-Evang. Catholics	21% (119)	27% (155)	52% (303)	577
Relig: All Christian	23% (271)	29% (349)	48% (572)	1192
Relig: All Non-Christian	20% (205)	29% (298)	50% (507)	1009
Community: Urban	15% (88)	30% (170)	55% (314)	572
Community: Suburban	20% (198)	29% (297)	51% (516)	1011
Community: Rural	31% (190)	29% (180)	40% (248)	618
Employ: Private Sector	18% (117)	30% (195)	51% (327)	638
Employ: Government	21% (27)	30% (40)	49% (65)	132
Employ: Self-Employed	22% (45)	31% (62)	47% (93)	200
Employ: Homemaker	21% (36)	34% (58)	44% (75)	168
Employ: Student	29% (41)	29% (41)	42% (58)	140
Employ: Retired	25% (126)	24% (118)	51% (258)	501
Employ: Unemployed	20% (43)	31% (67)	49% (106)	216
Employ: Other	20% (42)	33% (67)	47% (97)	205
Military HH: Yes	27% (99)	31% (114)	43% (159)	373
Military HH: No	21% (376)	29% (533)	50% (919)	1828

Continued on next page

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

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	22%	(475)	29%	(647)	49%	(1079)	2201
RD/WT: Right Direction	25%	(200)	28%	(230)	47%	(377)	807
RD/WT: Wrong Track	20%	(276)	30%	(417)	50%	(701)	1394
Trump Job Approve	26%	(238)	28%	(256)	45%	(406)	900
Trump Job Disapprove	19%	(220)	31%	(358)	50%	(585)	1163
Trump Job Strongly Approve	30%	(134)	26%	(117)	43%	(192)	443
Trump Job Somewhat Approve	23%	(104)	30%	(139)	47%	(214)	457
Trump Job Somewhat Disapprove	22%	(64)	35%	(100)	43%	(125)	289
Trump Job Strongly Disapprove	18%	(157)	30%	(258)	53%	(459)	874
Favorable of Trump	26%	(233)	29%	(261)	44%	(394)	889
Unfavorable of Trump	18%	(217)	30%	(350)	52%	(607)	1174
Very Favorable of Trump	30%	(145)	28%	(135)	42%	(204)	484
Somewhat Favorable of Trump	22%	(88)	31%	(126)	47%	(190)	404
Somewhat Unfavorable of Trump	20%	(46)	29%	(66)	50%	(113)	224
Very Unfavorable of Trump	18%	(172)	30%	(284)	52%	(495)	950
#1 Issue: Economy	21%	(123)	30%	(181)	49%	(293)	597
#1 Issue: Security	28%	(118)	26%	(111)	46%	(193)	422
#1 Issue: Health Care	19%	(73)	31%	(117)	49%	(186)	375
#1 Issue: Medicare / Social Security	21%	(64)	30%	(91)	50%	(151)	305
#1 Issue: Women's Issues	26%	(23)	16%	(14)	57%	(49)	85
#1 Issue: Education	17%	(27)	41%	(63)	42%	(66)	156
#1 Issue: Energy	18%	(24)	28%	(37)	54%	(72)	133
#1 Issue: Other	19%	(24)	26%	(33)	55%	(69)	126
2018 House Vote: Democrat	19%	(147)	28%	(217)	53%	(413)	777
2018 House Vote: Republican	28%	(185)	27%	(183)	45%	(302)	670
2018 House Vote: Someone else	16%	(20)	37%	(44)	47%	(56)	121
2018 House Vote: Didnt Vote	20%	(124)	32%	(199)	49%	(307)	630

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

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	22%	(475)	29%	(647)	49%	(1079)	2201
2016 Vote: Hillary Clinton	19%	(126)	28%	(183)	53%	(343)	652
2016 Vote: Donald Trump	28%	(186)	27%	(183)	45%	(300)	670
2016 Vote: Someone else	18%	(36)	31%	(63)	50%	(101)	199
2016 Vote: Didn't Vote	19%	(127)	32%	(218)	49%	(333)	677
Voted in 2014: Yes	23%	(313)	27%	(361)	49%	(660)	1334
Voted in 2014: No	19%	(162)	33%	(286)	48%	(419)	867
2012 Vote: Barack Obama	21%	(172)	28%	(226)	50%	(405)	803
2012 Vote: Mitt Romney	27%	(136)	27%	(134)	46%	(228)	497
2012 Vote: Other	19%	(22)	36%	(41)	44%	(50)	113
2012 Vote: Didn't Vote	18%	(145)	31%	(246)	50%	(395)	785
4-Region: Northeast	17%	(65)	20%	(80)	63%	(249)	394
4-Region: Midwest	21%	(99)	30%	(138)	49%	(226)	462
4-Region: South	23%	(190)	33%	(271)	44%	(364)	825
4-Region: West	23%	(122)	30%	(158)	46%	(240)	520

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

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

Demographic	I (or someone in my household) currently subscribe	I (or someone in my household) subscribed in the past, but not now	I (or someone in my household) have never subscribed	Total N
Adults	61% (1336)	11% (241)	28% (624)	2201
Gender: Male	64% (675)	10% (107)	26% (280)	1062
Gender: Female	58% (661)	12% (133)	30% (344)	1139
Age: 18-29	75% (359)	10% (48)	15% (71)	477
Age: 30-44	75% (402)	10% (56)	14% (77)	536
Age: 45-54	55% (226)	14% (59)	30% (123)	407
Age: 55-64	50% (172)	11% (40)	38% (133)	344
Age: 65+	41% (177)	9% (38)	51% (221)	436
Generation Z: 18-22	76% (177)	11% (27)	13% (30)	234
Millennial: Age 23-38	77% (414)	9% (50)	14% (76)	539
Generation X: Age 39-54	61% (395)	13% (86)	26% (165)	647
Boomers: Age 55-73	46% (317)	11% (73)	43% (298)	688
PID: Dem (no lean)	63% (477)	10% (77)	27% (202)	756
PID: Ind (no lean)	61% (470)	12% (89)	28% (214)	774
PID: Rep (no lean)	58% (389)	11% (74)	31% (209)	672
PID/Gender: Dem Men	66% (218)	12% (39)	22% (73)	330
PID/Gender: Dem Women	61% (259)	9% (38)	30% (129)	426
PID/Gender: Ind Men	61% (239)	10% (37)	29% (113)	390
PID/Gender: Ind Women	60% (231)	14% (52)	26% (100)	384
PID/Gender: Rep Men	64% (218)	9% (31)	27% (94)	343
PID/Gender: Rep Women	52% (171)	13% (43)	35% (115)	329
Ideo: Liberal (1-3)	70% (496)	10% (75)	20% (139)	710
Ideo: Moderate (4)	62% (289)	10% (45)	29% (133)	467
Ideo: Conservative (5-7)	55% (401)	11% (82)	33% (241)	725
Educ: < College	59% (892)	12% (177)	29% (444)	1513
Educ: Bachelors degree	64% (286)	9% (38)	27% (120)	444
Educ: Post-grad	65% (159)	10% (26)	24% (60)	244

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

Demographic	I (or someone in my household) currently subscribe	I (or someone in my household) subscribed in the past, but not now	I (or someone in my household) have never subscribed	Total N
Adults	61% (1336)	11% (241)	28% (624)	2201
Income: Under 50k	55% (704)	12% (156)	32% (410)	1271
Income: 50k-100k	67% (406)	10% (59)	23% (139)	605
Income: 100k+	69% (225)	8% (25)	23% (75)	326
Ethnicity: White	61% (1046)	10% (177)	29% (499)	1723
Ethnicity: Hispanic	70% (246)	12% (43)	18% (61)	350
Ethnicity: Afr. Am.	57% (155)	15% (42)	28% (78)	274
Ethnicity: Other	66% (135)	11% (22)	23% (48)	204
Relig: Protestant	56% (250)	8% (37)	36% (159)	446
Relig: Roman Catholic	58% (253)	13% (55)	29% (125)	433
Relig: Ath./Agn./None	66% (438)	9% (63)	25% (166)	666
Relig: Something Else	67% (228)	12% (41)	21% (74)	343
Relig: Jewish	45% (22)	12% (6)	43% (21)	49
Relig: Evangelical	55% (337)	12% (73)	33% (205)	615
Relig: Non-Evang. Catholics	58% (333)	11% (64)	31% (180)	577
Relig: All Christian	56% (670)	12% (137)	32% (385)	1192
Relig: All Non-Christian	66% (666)	10% (103)	24% (240)	1009
Community: Urban	58% (333)	14% (81)	28% (158)	572
Community: Suburban	65% (653)	10% (99)	26% (259)	1011
Community: Rural	57% (350)	10% (61)	34% (207)	618
Employ: Private Sector	72% (460)	8% (54)	20% (125)	638
Employ: Government	74% (97)	10% (13)	16% (22)	132
Employ: Self-Employed	66% (133)	13% (26)	21% (42)	200
Employ: Homemaker	66% (111)	11% (18)	23% (39)	168
Employ: Student	74% (104)	13% (19)	12% (17)	140
Employ: Retired	42% (212)	9% (44)	49% (245)	501
Employ: Unemployed	51% (110)	17% (36)	32% (70)	216
Employ: Other	53% (110)	15% (31)	31% (64)	205
Military HH: Yes	56% (208)	13% (49)	31% (116)	373
Military HH: No	62% (1129)	10% (192)	28% (508)	1828

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

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	61%	(1336)	11%	(241)	28%	(624)	2201
RD/WT: Right Direction	55%	(447)	12%	(97)	33%	(263)	807
RD/WT: Wrong Track	64%	(889)	10%	(144)	26%	(361)	1394
Trump Job Approve	57%	(516)	12%	(105)	31%	(279)	900
Trump Job Disapprove	65%	(756)	10%	(120)	25%	(287)	1163
Trump Job Strongly Approve	52%	(228)	12%	(51)	37%	(163)	443
Trump Job Somewhat Approve	63%	(288)	12%	(54)	25%	(116)	457
Trump Job Somewhat Disapprove	66%	(190)	10%	(29)	24%	(69)	289
Trump Job Strongly Disapprove	65%	(566)	10%	(90)	25%	(218)	874
Favorable of Trump	56%	(498)	12%	(106)	32%	(285)	889
Unfavorable of Trump	65%	(765)	11%	(125)	24%	(284)	1174
Very Favorable of Trump	53%	(258)	12%	(60)	34%	(166)	484
Somewhat Favorable of Trump	59%	(240)	11%	(46)	29%	(119)	404
Somewhat Unfavorable of Trump	63%	(142)	13%	(30)	23%	(53)	224
Very Unfavorable of Trump	66%	(623)	10%	(96)	24%	(231)	950
#1 Issue: Economy	67%	(397)	12%	(71)	22%	(129)	597
#1 Issue: Security	52%	(219)	13%	(53)	35%	(150)	422
#1 Issue: Health Care	63%	(238)	9%	(33)	28%	(104)	375
#1 Issue: Medicare / Social Security	47%	(144)	11%	(32)	42%	(129)	305
#1 Issue: Women's Issues	74%	(63)	6%	(5)	20%	(17)	85
#1 Issue: Education	71%	(110)	12%	(19)	17%	(27)	156
#1 Issue: Energy	71%	(95)	7%	(10)	21%	(28)	133
#1 Issue: Other	55%	(69)	14%	(17)	31%	(40)	126
2018 House Vote: Democrat	65%	(509)	9%	(68)	26%	(200)	777
2018 House Vote: Republican	58%	(386)	11%	(71)	32%	(212)	670
2018 House Vote: Someone else	59%	(72)	12%	(15)	29%	(34)	121
2018 House Vote: Didnt Vote	58%	(367)	14%	(86)	28%	(176)	630

Continued on next page

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

Demographic	I (or someone in my household) currently subscribe	I (or someone in my household) subscribed in the past, but not now	I (or someone in my household) have never subscribed	Total N
Adults	61% (1336)	11% (241)	28% (624)	2201
2016 Vote: Hillary Clinton	62% (407)	10% (68)	27% (177)	652
2016 Vote: Donald Trump	56% (374)	11% (74)	33% (221)	670
2016 Vote: Someone else	71% (141)	7% (14)	22% (44)	199
2016 Vote: Didn't Vote	61% (412)	12% (84)	27% (180)	677
Voted in 2014: Yes	60% (803)	9% (120)	31% (411)	1334
Voted in 2014: No	62% (533)	14% (121)	25% (213)	867
2012 Vote: Barack Obama	62% (502)	10% (77)	28% (224)	803
2012 Vote: Mitt Romney	56% (277)	9% (45)	35% (175)	497
2012 Vote: Other	59% (67)	11% (13)	30% (34)	113
2012 Vote: Didn't Vote	62% (491)	13% (105)	24% (190)	785
4-Region: Northeast	57% (225)	10% (40)	33% (129)	394
4-Region: Midwest	60% (278)	9% (40)	31% (145)	462
4-Region: South	61% (501)	11% (93)	28% (230)	825
4-Region: West	64% (333)	13% (68)	23% (120)	520

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

Table HRdem3_1: *In general, what kind of fan do you consider yourself of the following?*
Film

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	37%	(817)	51%	(1123)	12%	(261)	2201
Gender: Male	39%	(419)	50%	(529)	11%	(114)	1062
Gender: Female	35%	(398)	52%	(594)	13%	(147)	1139
Age: 18-29	36%	(174)	50%	(238)	14%	(65)	477
Age: 30-44	45%	(243)	47%	(251)	8%	(42)	536
Age: 45-54	42%	(171)	46%	(188)	12%	(48)	407
Age: 55-64	34%	(117)	56%	(192)	10%	(35)	344
Age: 65+	26%	(112)	58%	(253)	16%	(71)	436
Generation Z: 18-22	37%	(86)	49%	(114)	15%	(34)	234
Millennial: Age 23-38	41%	(221)	49%	(265)	10%	(54)	539
Generation X: Age 39-54	44%	(282)	46%	(298)	10%	(68)	647
Boomers: Age 55-73	30%	(209)	58%	(397)	12%	(82)	688
PID: Dem (no lean)	42%	(316)	48%	(363)	10%	(76)	756
PID: Ind (no lean)	36%	(281)	51%	(395)	13%	(97)	774
PID: Rep (no lean)	33%	(219)	54%	(365)	13%	(88)	672
PID/Gender: Dem Men	44%	(146)	47%	(157)	8%	(27)	330
PID/Gender: Dem Women	40%	(170)	48%	(207)	12%	(49)	426
PID/Gender: Ind Men	39%	(150)	48%	(189)	13%	(51)	390
PID/Gender: Ind Women	34%	(131)	54%	(206)	12%	(47)	384
PID/Gender: Rep Men	36%	(123)	54%	(183)	11%	(36)	343
PID/Gender: Rep Women	29%	(96)	55%	(181)	16%	(51)	329
Ideo: Liberal (1-3)	42%	(301)	49%	(349)	9%	(61)	710
Ideo: Moderate (4)	42%	(195)	49%	(229)	9%	(43)	467
Ideo: Conservative (5-7)	30%	(221)	56%	(404)	14%	(101)	725
Educ: < College	37%	(564)	49%	(747)	13%	(202)	1513
Educ: Bachelors degree	36%	(158)	54%	(241)	10%	(45)	444
Educ: Post-grad	39%	(95)	55%	(135)	6%	(14)	244

Continued on next page

Table HRdem3_1: In general, what kind of fan do you consider yourself of the following?
 Film

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	37%	(817)	51%	(1123)	12%	(261)	2201
Income: Under 50k	38%	(485)	47%	(603)	14%	(183)	1271
Income: 50k-100k	34%	(204)	58%	(348)	9%	(52)	605
Income: 100k+	39%	(128)	53%	(172)	8%	(26)	326
Ethnicity: White	35%	(607)	53%	(916)	12%	(200)	1723
Ethnicity: Hispanic	43%	(150)	46%	(160)	11%	(40)	350
Ethnicity: Afr. Am.	42%	(115)	44%	(121)	14%	(39)	274
Ethnicity: Other	47%	(95)	42%	(87)	11%	(22)	204
Relig: Protestant	32%	(143)	55%	(243)	13%	(60)	446
Relig: Roman Catholic	37%	(161)	56%	(242)	7%	(30)	433
Relig: Ath./Agn./None	39%	(260)	48%	(319)	13%	(87)	666
Relig: Something Else	39%	(133)	51%	(176)	10%	(34)	343
Relig: Jewish	33%	(16)	52%	(25)	15%	(7)	49
Relig: Evangelical	35%	(215)	51%	(311)	14%	(89)	615
Relig: Non-Evang. Catholics	36%	(209)	55%	(317)	9%	(51)	577
Relig: All Christian	36%	(424)	53%	(627)	12%	(140)	1192
Relig: All Non-Christian	39%	(392)	49%	(496)	12%	(121)	1009
Community: Urban	43%	(245)	45%	(258)	12%	(68)	572
Community: Suburban	37%	(379)	53%	(533)	10%	(99)	1011
Community: Rural	31%	(193)	54%	(332)	15%	(93)	618
Employ: Private Sector	39%	(250)	54%	(346)	7%	(43)	638
Employ: Government	42%	(55)	51%	(67)	7%	(9)	132
Employ: Self-Employed	44%	(88)	42%	(84)	14%	(28)	200
Employ: Homemaker	39%	(65)	46%	(77)	16%	(27)	168
Employ: Student	34%	(48)	53%	(75)	13%	(18)	140
Employ: Retired	30%	(149)	54%	(270)	16%	(83)	501
Employ: Unemployed	39%	(84)	47%	(101)	14%	(30)	216
Employ: Other	38%	(79)	50%	(103)	12%	(24)	205
Military HH: Yes	32%	(118)	56%	(208)	13%	(47)	373
Military HH: No	38%	(699)	50%	(915)	12%	(214)	1828
RD/WT: Right Direction	32%	(257)	54%	(436)	14%	(114)	807
RD/WT: Wrong Track	40%	(559)	49%	(687)	11%	(147)	1394

Continued on next page

Table HRdem3_1: In general, what kind of fan do you consider yourself of the following?

Film

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	37%	(817)	51%	(1123)	12%	(261)	2201
Trump Job Approve	31%	(280)	56%	(503)	13%	(118)	900
Trump Job Disapprove	42%	(489)	49%	(570)	9%	(103)	1163
Trump Job Strongly Approve	30%	(131)	54%	(239)	16%	(72)	443
Trump Job Somewhat Approve	32%	(148)	58%	(263)	10%	(46)	457
Trump Job Somewhat Disapprove	38%	(110)	53%	(153)	9%	(25)	289
Trump Job Strongly Disapprove	43%	(379)	48%	(417)	9%	(78)	874
Favorable of Trump	32%	(285)	53%	(474)	15%	(129)	889
Unfavorable of Trump	41%	(486)	50%	(589)	8%	(99)	1174
Very Favorable of Trump	31%	(152)	51%	(247)	18%	(85)	484
Somewhat Favorable of Trump	33%	(133)	56%	(227)	11%	(44)	404
Somewhat Unfavorable of Trump	39%	(87)	54%	(120)	8%	(17)	224
Very Unfavorable of Trump	42%	(399)	49%	(468)	9%	(82)	950
#1 Issue: Economy	39%	(230)	52%	(311)	9%	(57)	597
#1 Issue: Security	33%	(139)	54%	(226)	13%	(57)	422
#1 Issue: Health Care	40%	(149)	51%	(191)	9%	(35)	375
#1 Issue: Medicare / Social Security	33%	(99)	52%	(159)	15%	(47)	305
#1 Issue: Women's Issues	36%	(31)	50%	(43)	14%	(12)	85
#1 Issue: Education	36%	(56)	50%	(78)	15%	(23)	156
#1 Issue: Energy	50%	(67)	41%	(54)	9%	(12)	133
#1 Issue: Other	37%	(47)	48%	(61)	15%	(19)	126
2018 House Vote: Democrat	44%	(345)	48%	(372)	8%	(60)	777
2018 House Vote: Republican	31%	(211)	56%	(374)	13%	(85)	670
2018 House Vote: Someone else	34%	(41)	51%	(62)	15%	(18)	121
2018 House Vote: Didnt Vote	35%	(218)	50%	(314)	15%	(98)	630
2016 Vote: Hillary Clinton	44%	(287)	48%	(313)	8%	(51)	652
2016 Vote: Donald Trump	33%	(223)	55%	(365)	12%	(81)	670
2016 Vote: Someone else	33%	(66)	58%	(115)	9%	(18)	199
2016 Vote: Didnt Vote	35%	(239)	48%	(328)	16%	(111)	677
Voted in 2014: Yes	38%	(502)	52%	(698)	10%	(134)	1334
Voted in 2014: No	36%	(315)	49%	(425)	15%	(127)	867

Continued on next page

Table HRdem3_1: *In general, what kind of fan do you consider yourself of the following?*

Film

Demographic	An avid fan	A casual fan	Not a fan	Total N
Adults	37% (817)	51% (1123)	12% (261)	2201
2012 Vote: Barack Obama	43% (345)	48% (387)	9% (70)	803
2012 Vote: Mitt Romney	30% (151)	58% (289)	11% (57)	497
2012 Vote: Other	22% (25)	66% (75)	11% (13)	113
2012 Vote: Didn't Vote	38% (295)	47% (369)	15% (121)	785
4-Region: Northeast	36% (141)	52% (207)	12% (47)	394
4-Region: Midwest	36% (168)	52% (242)	11% (53)	462
4-Region: South	38% (310)	49% (407)	13% (107)	825
4-Region: West	38% (198)	51% (267)	11% (55)	520

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

Table HRdem3_2: *In general, what kind of fan do you consider yourself of the following?*
Television

Demographic	An avid fan	A casual fan	Not a fan	Total N
Adults	47% (1037)	46% (1008)	7% (156)	2201
Gender: Male	45% (474)	48% (512)	7% (76)	1062
Gender: Female	49% (563)	44% (496)	7% (79)	1139
Age: 18-29	39% (187)	49% (232)	12% (59)	477
Age: 30-44	49% (264)	45% (239)	6% (33)	536
Age: 45-54	51% (206)	42% (171)	7% (29)	407
Age: 55-64	49% (168)	46% (158)	5% (19)	344
Age: 65+	49% (213)	48% (209)	3% (15)	436
Generation Z: 18-22	39% (91)	51% (118)	11% (25)	234
Millennial: Age 23-38	44% (238)	47% (252)	9% (50)	539
Generation X: Age 39-54	51% (328)	42% (272)	7% (46)	647
Boomers: Age 55-73	50% (342)	46% (313)	5% (33)	688
PID: Dem (no lean)	51% (385)	43% (326)	6% (45)	756
PID: Ind (no lean)	42% (324)	49% (380)	9% (70)	774
PID: Rep (no lean)	49% (328)	45% (303)	6% (41)	672
PID/Gender: Dem Men	46% (153)	49% (161)	5% (16)	330
PID/Gender: Dem Women	55% (232)	39% (165)	7% (28)	426
PID/Gender: Ind Men	41% (160)	48% (188)	11% (41)	390
PID/Gender: Ind Women	43% (164)	50% (192)	7% (29)	384
PID/Gender: Rep Men	47% (161)	48% (164)	5% (18)	343
PID/Gender: Rep Women	51% (167)	42% (139)	7% (23)	329
Ideo: Liberal (1-3)	51% (363)	42% (302)	6% (46)	710
Ideo: Moderate (4)	52% (244)	44% (206)	4% (17)	467
Ideo: Conservative (5-7)	42% (302)	52% (377)	6% (46)	725
Educ: < College	49% (736)	44% (667)	7% (111)	1513
Educ: Bachelors degree	43% (189)	50% (224)	7% (31)	444
Educ: Post-grad	46% (113)	48% (118)	6% (14)	244

Continued on next page

Table HRdem3_2: In general, what kind of fan do you consider yourself of the following?
 Television

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	47%	(1037)	46%	(1008)	7%	(156)	2201
Income: Under 50k	47%	(597)	45%	(578)	8%	(96)	1271
Income: 50k-100k	47%	(287)	46%	(278)	7%	(40)	605
Income: 100k+	47%	(153)	47%	(153)	6%	(20)	326
Ethnicity: White	47%	(812)	47%	(802)	6%	(109)	1723
Ethnicity: Hispanic	44%	(153)	46%	(162)	10%	(35)	350
Ethnicity: Afr. Am.	47%	(129)	44%	(121)	9%	(24)	274
Ethnicity: Other	47%	(96)	42%	(86)	11%	(23)	204
Relig: Protestant	45%	(199)	50%	(223)	6%	(25)	446
Relig: Roman Catholic	51%	(221)	45%	(193)	4%	(19)	433
Relig: Ath./Agn./None	42%	(281)	49%	(324)	9%	(61)	666
Relig: Something Else	52%	(178)	40%	(139)	8%	(26)	343
Relig: Jewish	57%	(28)	32%	(16)	11%	(5)	49
Relig: Evangelical	48%	(295)	44%	(272)	8%	(48)	615
Relig: Non-Evang. Catholics	49%	(283)	47%	(274)	4%	(20)	577
Relig: All Christian	48%	(578)	46%	(546)	6%	(68)	1192
Relig: All Non-Christian	46%	(459)	46%	(463)	9%	(87)	1009
Community: Urban	50%	(285)	42%	(238)	9%	(49)	572
Community: Suburban	48%	(488)	45%	(460)	6%	(63)	1011
Community: Rural	43%	(263)	50%	(311)	7%	(44)	618
Employ: Private Sector	46%	(291)	49%	(311)	6%	(36)	638
Employ: Government	52%	(69)	42%	(56)	6%	(7)	132
Employ: Self-Employed	42%	(83)	45%	(90)	14%	(27)	200
Employ: Homemaker	44%	(74)	50%	(84)	6%	(10)	168
Employ: Student	36%	(50)	51%	(72)	13%	(18)	140
Employ: Retired	52%	(260)	44%	(221)	4%	(20)	501
Employ: Unemployed	52%	(113)	39%	(83)	9%	(20)	216
Employ: Other	48%	(98)	44%	(91)	8%	(17)	205
Military HH: Yes	44%	(164)	50%	(187)	6%	(21)	373
Military HH: No	48%	(873)	45%	(821)	7%	(134)	1828
RD/WT: Right Direction	47%	(379)	45%	(363)	8%	(65)	807
RD/WT: Wrong Track	47%	(658)	46%	(645)	6%	(90)	1394

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Table HRdem3_2: In general, what kind of fan do you consider yourself of the following?

Television

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	47%	(1037)	46%	(1008)	7%	(156)	2201
Trump Job Approve	45%	(405)	48%	(432)	7%	(63)	900
Trump Job Disapprove	50%	(577)	45%	(522)	6%	(64)	1163
Trump Job Strongly Approve	45%	(200)	49%	(215)	6%	(28)	443
Trump Job Somewhat Approve	45%	(205)	47%	(217)	8%	(35)	457
Trump Job Somewhat Disapprove	47%	(136)	49%	(140)	4%	(12)	289
Trump Job Strongly Disapprove	50%	(441)	44%	(381)	6%	(52)	874
Favorable of Trump	45%	(402)	48%	(423)	7%	(64)	889
Unfavorable of Trump	49%	(580)	45%	(528)	6%	(66)	1174
Very Favorable of Trump	48%	(235)	45%	(217)	7%	(33)	484
Somewhat Favorable of Trump	41%	(167)	51%	(206)	8%	(31)	404
Somewhat Unfavorable of Trump	49%	(109)	45%	(102)	6%	(14)	224
Very Unfavorable of Trump	50%	(472)	45%	(426)	5%	(52)	950
#1 Issue: Economy	46%	(277)	48%	(286)	6%	(33)	597
#1 Issue: Security	47%	(199)	45%	(191)	8%	(33)	422
#1 Issue: Health Care	52%	(193)	44%	(165)	5%	(17)	375
#1 Issue: Medicare / Social Security	54%	(165)	41%	(125)	5%	(16)	305
#1 Issue: Women's Issues	39%	(33)	52%	(44)	9%	(7)	85
#1 Issue: Education	43%	(67)	47%	(74)	10%	(16)	156
#1 Issue: Energy	43%	(58)	45%	(60)	11%	(15)	133
#1 Issue: Other	35%	(45)	50%	(63)	15%	(18)	126
2018 House Vote: Democrat	53%	(412)	43%	(335)	4%	(31)	777
2018 House Vote: Republican	46%	(307)	48%	(324)	6%	(39)	670
2018 House Vote: Someone else	33%	(39)	52%	(63)	15%	(18)	121
2018 House Vote: Didnt Vote	44%	(277)	45%	(285)	11%	(67)	630
2016 Vote: Hillary Clinton	53%	(343)	43%	(277)	5%	(32)	652
2016 Vote: Donald Trump	48%	(320)	46%	(306)	6%	(43)	670
2016 Vote: Someone else	42%	(83)	49%	(98)	9%	(18)	199
2016 Vote: Didnt Vote	43%	(289)	48%	(326)	9%	(62)	677
Voted in 2014: Yes	50%	(670)	44%	(592)	5%	(72)	1334
Voted in 2014: No	42%	(367)	48%	(416)	10%	(83)	867

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Table HRdem3_2: *In general, what kind of fan do you consider yourself of the following?*
 Television

Demographic	An avid fan	A casual fan	Not a fan	Total N
Adults	47% (1037)	46% (1008)	7% (156)	2201
2012 Vote: Barack Obama	54% (431)	42% (339)	4% (33)	803
2012 Vote: Mitt Romney	49% (243)	45% (221)	6% (32)	497
2012 Vote: Other	39% (44)	50% (57)	11% (13)	113
2012 Vote: Didn't Vote	41% (319)	49% (388)	10% (78)	785
4-Region: Northeast	49% (193)	46% (180)	5% (21)	394
4-Region: Midwest	50% (233)	45% (208)	5% (22)	462
4-Region: South	48% (399)	44% (359)	8% (67)	825
4-Region: West	41% (213)	50% (261)	9% (47)	520

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

Table HRdem3_3: *In general, what kind of fan do you consider yourself of the following?*

Music

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	54%	(1183)	41%	(912)	5%	(106)	2201
Gender: Male	51%	(543)	44%	(464)	5%	(55)	1062
Gender: Female	56%	(640)	39%	(448)	4%	(50)	1139
Age: 18-29	66%	(314)	31%	(147)	4%	(17)	477
Age: 30-44	60%	(322)	36%	(192)	4%	(22)	536
Age: 45-54	58%	(235)	39%	(160)	3%	(11)	407
Age: 55-64	50%	(173)	44%	(152)	6%	(19)	344
Age: 65+	32%	(140)	60%	(261)	8%	(36)	436
Generation Z: 18-22	72%	(169)	25%	(58)	3%	(8)	234
Millennial: Age 23-38	62%	(333)	34%	(185)	4%	(21)	539
Generation X: Age 39-54	57%	(369)	40%	(257)	3%	(22)	647
Boomers: Age 55-73	41%	(281)	52%	(360)	7%	(47)	688
PID: Dem (no lean)	59%	(443)	38%	(286)	3%	(26)	756
PID: Ind (no lean)	55%	(429)	40%	(307)	5%	(38)	774
PID: Rep (no lean)	46%	(312)	47%	(319)	6%	(41)	672
PID/Gender: Dem Men	59%	(195)	39%	(127)	2%	(8)	330
PID/Gender: Dem Women	58%	(248)	37%	(159)	4%	(19)	426
PID/Gender: Ind Men	52%	(201)	42%	(165)	6%	(24)	390
PID/Gender: Ind Women	59%	(228)	37%	(142)	4%	(14)	384
PID/Gender: Rep Men	43%	(147)	50%	(172)	7%	(23)	343
PID/Gender: Rep Women	50%	(164)	45%	(146)	5%	(18)	329
Ideo: Liberal (1-3)	62%	(437)	36%	(253)	3%	(20)	710
Ideo: Moderate (4)	55%	(257)	41%	(191)	4%	(19)	467
Ideo: Conservative (5-7)	44%	(319)	49%	(356)	7%	(49)	725
Educ: < College	57%	(864)	39%	(584)	4%	(65)	1513
Educ: Bachelors degree	46%	(203)	48%	(215)	6%	(26)	444
Educ: Post-grad	48%	(116)	46%	(113)	6%	(15)	244

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Table HRdem3_3: In general, what kind of fan do you consider yourself of the following?

Music

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	54%	(1183)	41%	(912)	5%	(106)	2201
Income: Under 50k	57%	(724)	38%	(481)	5%	(66)	1271
Income: 50k-100k	51%	(306)	45%	(272)	4%	(26)	605
Income: 100k+	47%	(153)	49%	(159)	4%	(14)	326
Ethnicity: White	51%	(874)	45%	(768)	5%	(81)	1723
Ethnicity: Hispanic	64%	(224)	33%	(115)	3%	(11)	350
Ethnicity: Afr. Am.	68%	(186)	27%	(74)	5%	(14)	274
Ethnicity: Other	61%	(124)	34%	(70)	5%	(10)	204
Relig: Protestant	42%	(185)	51%	(227)	8%	(34)	446
Relig: Roman Catholic	54%	(235)	43%	(188)	2%	(11)	433
Relig: Ath./Agn./None	54%	(362)	41%	(273)	5%	(32)	666
Relig: Something Else	57%	(197)	38%	(129)	5%	(17)	343
Relig: Jewish	40%	(19)	50%	(24)	10%	(5)	49
Relig: Evangelical	56%	(343)	39%	(237)	6%	(35)	615
Relig: Non-Evang. Catholics	49%	(282)	47%	(273)	4%	(22)	577
Relig: All Christian	52%	(625)	43%	(510)	5%	(57)	1192
Relig: All Non-Christian	55%	(559)	40%	(402)	5%	(49)	1009
Community: Urban	62%	(353)	35%	(198)	4%	(21)	572
Community: Suburban	52%	(528)	44%	(440)	4%	(43)	1011
Community: Rural	49%	(302)	44%	(274)	7%	(42)	618
Employ: Private Sector	55%	(352)	41%	(261)	4%	(25)	638
Employ: Government	52%	(69)	45%	(59)	3%	(4)	132
Employ: Self-Employed	62%	(125)	33%	(67)	4%	(8)	200
Employ: Homemaker	60%	(101)	36%	(60)	4%	(7)	168
Employ: Student	71%	(99)	26%	(36)	3%	(4)	140
Employ: Retired	36%	(179)	56%	(279)	9%	(43)	501
Employ: Unemployed	60%	(130)	35%	(75)	5%	(10)	216
Employ: Other	62%	(128)	36%	(74)	2%	(4)	205
Military HH: Yes	51%	(190)	43%	(161)	6%	(22)	373
Military HH: No	54%	(993)	41%	(751)	5%	(84)	1828
RD/WT: Right Direction	49%	(399)	44%	(359)	6%	(50)	807
RD/WT: Wrong Track	56%	(785)	40%	(553)	4%	(56)	1394

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Table HRdem3_3: In general, what kind of fan do you consider yourself of the following?

Music

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	54%	(1183)	41%	(912)	5%	(106)	2201
Trump Job Approve	48%	(429)	47%	(423)	5%	(48)	900
Trump Job Disapprove	59%	(687)	38%	(437)	3%	(39)	1163
Trump Job Strongly Approve	47%	(209)	46%	(205)	6%	(28)	443
Trump Job Somewhat Approve	48%	(220)	48%	(218)	4%	(20)	457
Trump Job Somewhat Disapprove	57%	(163)	41%	(119)	2%	(7)	289
Trump Job Strongly Disapprove	60%	(524)	36%	(318)	4%	(32)	874
Favorable of Trump	47%	(420)	47%	(418)	6%	(50)	889
Unfavorable of Trump	59%	(693)	38%	(442)	3%	(39)	1174
Very Favorable of Trump	49%	(236)	45%	(218)	6%	(31)	484
Somewhat Favorable of Trump	46%	(184)	50%	(200)	5%	(20)	404
Somewhat Unfavorable of Trump	58%	(129)	41%	(92)	1%	(3)	224
Very Unfavorable of Trump	59%	(563)	37%	(350)	4%	(36)	950
#1 Issue: Economy	55%	(331)	41%	(246)	3%	(20)	597
#1 Issue: Security	48%	(201)	45%	(191)	7%	(30)	422
#1 Issue: Health Care	58%	(218)	40%	(150)	2%	(7)	375
#1 Issue: Medicare / Social Security	43%	(133)	51%	(155)	6%	(18)	305
#1 Issue: Women's Issues	62%	(53)	30%	(26)	8%	(7)	85
#1 Issue: Education	64%	(99)	32%	(50)	5%	(7)	156
#1 Issue: Energy	63%	(84)	32%	(42)	5%	(6)	133
#1 Issue: Other	50%	(63)	42%	(53)	8%	(10)	126
2018 House Vote: Democrat	56%	(433)	41%	(318)	3%	(26)	777
2018 House Vote: Republican	47%	(312)	47%	(314)	6%	(43)	670
2018 House Vote: Someone else	53%	(64)	38%	(45)	10%	(12)	121
2018 House Vote: Didnt Vote	59%	(371)	37%	(234)	4%	(25)	630
2016 Vote: Hillary Clinton	56%	(362)	41%	(265)	4%	(24)	652
2016 Vote: Donald Trump	46%	(311)	47%	(317)	6%	(42)	670
2016 Vote: Someone else	49%	(97)	47%	(94)	4%	(8)	199
2016 Vote: Didnt Vote	61%	(412)	34%	(233)	5%	(32)	677
Voted in 2014: Yes	51%	(678)	44%	(588)	5%	(68)	1334
Voted in 2014: No	58%	(505)	37%	(324)	4%	(38)	867

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Table HRdem3_3: In general, what kind of fan do you consider yourself of the following?

Music

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	54%	(1183)	41%	(912)	5%	(106)	2201
2012 Vote: Barack Obama	57%	(458)	39%	(310)	4%	(36)	803
2012 Vote: Mitt Romney	44%	(218)	50%	(249)	6%	(30)	497
2012 Vote: Other	45%	(51)	49%	(56)	6%	(7)	113
2012 Vote: Didn't Vote	58%	(457)	38%	(296)	4%	(33)	785
4-Region: Northeast	53%	(210)	40%	(157)	7%	(26)	394
4-Region: Midwest	54%	(248)	42%	(195)	4%	(20)	462
4-Region: South	54%	(447)	41%	(342)	4%	(36)	825
4-Region: West	53%	(278)	42%	(219)	4%	(23)	520

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

Table HRdem3_4: *In general, what kind of fan do you consider yourself of the following?*
Fashion

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	14%	(297)	42%	(931)	44%	(972)	2201
Gender: Male	7%	(78)	30%	(323)	62%	(661)	1062
Gender: Female	19%	(220)	53%	(608)	27%	(311)	1139
Age: 18-29	20%	(94)	41%	(194)	40%	(190)	477
Age: 30-44	17%	(93)	42%	(227)	40%	(215)	536
Age: 45-54	12%	(48)	46%	(188)	42%	(171)	407
Age: 55-64	10%	(33)	44%	(151)	47%	(160)	344
Age: 65+	7%	(29)	39%	(171)	54%	(236)	436
Generation Z: 18-22	22%	(51)	39%	(91)	39%	(92)	234
Millennial: Age 23-38	18%	(96)	44%	(236)	38%	(207)	539
Generation X: Age 39-54	14%	(88)	44%	(283)	43%	(276)	647
Boomers: Age 55-73	9%	(59)	42%	(291)	49%	(338)	688
PID: Dem (no lean)	18%	(134)	44%	(335)	38%	(286)	756
PID: Ind (no lean)	11%	(86)	43%	(334)	46%	(353)	774
PID: Rep (no lean)	11%	(77)	39%	(262)	50%	(333)	672
PID/Gender: Dem Men	10%	(32)	37%	(121)	54%	(177)	330
PID/Gender: Dem Women	24%	(102)	50%	(215)	26%	(110)	426
PID/Gender: Ind Men	6%	(25)	29%	(114)	64%	(250)	390
PID/Gender: Ind Women	16%	(61)	57%	(220)	27%	(103)	384
PID/Gender: Rep Men	6%	(20)	26%	(88)	68%	(234)	343
PID/Gender: Rep Women	17%	(57)	53%	(174)	30%	(98)	329
Ideo: Liberal (1-3)	20%	(141)	43%	(304)	37%	(265)	710
Ideo: Moderate (4)	13%	(62)	42%	(198)	44%	(207)	467
Ideo: Conservative (5-7)	7%	(53)	39%	(285)	53%	(386)	725
Educ: < College	15%	(220)	43%	(656)	42%	(636)	1513
Educ: Bachelors degree	10%	(45)	42%	(188)	48%	(211)	444
Educ: Post-grad	13%	(32)	36%	(87)	51%	(125)	244

Continued on next page

Table HRdem3_4: In general, what kind of fan do you consider yourself of the following?

Fashion

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	14%	(297)	42%	(931)	44%	(972)	2201
Income: Under 50k	15%	(186)	43%	(545)	42%	(539)	1271
Income: 50k-100k	11%	(69)	41%	(249)	47%	(287)	605
Income: 100k+	13%	(42)	42%	(138)	45%	(146)	326
Ethnicity: White	9%	(161)	43%	(735)	48%	(827)	1723
Ethnicity: Hispanic	20%	(69)	47%	(164)	33%	(117)	350
Ethnicity: Afr. Am.	33%	(91)	43%	(117)	24%	(66)	274
Ethnicity: Other	22%	(45)	39%	(80)	39%	(79)	204
Relig: Protestant	8%	(37)	39%	(172)	53%	(237)	446
Relig: Roman Catholic	14%	(60)	47%	(206)	39%	(168)	433
Relig: Ath./Agn./None	12%	(78)	39%	(260)	49%	(328)	666
Relig: Something Else	15%	(52)	47%	(161)	38%	(129)	343
Relig: Jewish	12%	(6)	47%	(23)	41%	(20)	49
Relig: Evangelical	16%	(99)	42%	(256)	42%	(260)	615
Relig: Non-Evang. Catholics	12%	(68)	44%	(255)	44%	(255)	577
Relig: All Christian	14%	(167)	43%	(510)	43%	(514)	1192
Relig: All Non-Christian	13%	(130)	42%	(421)	45%	(458)	1009
Community: Urban	17%	(97)	46%	(266)	37%	(209)	572
Community: Suburban	13%	(134)	40%	(408)	46%	(469)	1011
Community: Rural	11%	(66)	42%	(258)	48%	(295)	618
Employ: Private Sector	12%	(76)	43%	(275)	45%	(288)	638
Employ: Government	18%	(24)	35%	(47)	47%	(61)	132
Employ: Self-Employed	24%	(48)	44%	(87)	33%	(65)	200
Employ: Homemaker	14%	(24)	61%	(103)	24%	(41)	168
Employ: Student	24%	(33)	40%	(57)	36%	(50)	140
Employ: Retired	6%	(32)	39%	(195)	55%	(275)	501
Employ: Unemployed	13%	(28)	39%	(85)	48%	(103)	216
Employ: Other	16%	(33)	40%	(83)	44%	(89)	205
Military HH: Yes	11%	(41)	42%	(156)	47%	(176)	373
Military HH: No	14%	(257)	42%	(775)	44%	(796)	1828
RD/WT: Right Direction	11%	(86)	41%	(329)	49%	(392)	807
RD/WT: Wrong Track	15%	(211)	43%	(603)	42%	(580)	1394

Continued on next page

Table HRdem3_4: In general, what kind of fan do you consider yourself of the following?

Fashion

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	14%	(297)	42%	(931)	44%	(972)	2201
Trump Job Approve	10%	(92)	42%	(375)	48%	(433)	900
Trump Job Disapprove	16%	(185)	43%	(506)	41%	(472)	1163
Trump Job Strongly Approve	11%	(48)	39%	(174)	50%	(221)	443
Trump Job Somewhat Approve	10%	(44)	44%	(200)	46%	(213)	457
Trump Job Somewhat Disapprove	10%	(28)	47%	(136)	43%	(125)	289
Trump Job Strongly Disapprove	18%	(157)	42%	(370)	40%	(347)	874
Favorable of Trump	11%	(94)	40%	(359)	49%	(435)	889
Unfavorable of Trump	16%	(183)	43%	(510)	41%	(481)	1174
Very Favorable of Trump	13%	(62)	37%	(179)	50%	(244)	484
Somewhat Favorable of Trump	8%	(32)	45%	(180)	47%	(192)	404
Somewhat Unfavorable of Trump	11%	(25)	48%	(108)	41%	(92)	224
Very Unfavorable of Trump	17%	(158)	42%	(402)	41%	(390)	950
#1 Issue: Economy	13%	(80)	45%	(271)	41%	(246)	597
#1 Issue: Security	13%	(53)	37%	(158)	50%	(211)	422
#1 Issue: Health Care	15%	(58)	43%	(163)	41%	(155)	375
#1 Issue: Medicare / Social Security	9%	(29)	44%	(134)	47%	(143)	305
#1 Issue: Women's Issues	18%	(15)	51%	(44)	31%	(26)	85
#1 Issue: Education	19%	(30)	43%	(67)	38%	(59)	156
#1 Issue: Energy	14%	(18)	35%	(47)	51%	(68)	133
#1 Issue: Other	11%	(14)	38%	(48)	51%	(64)	126
2018 House Vote: Democrat	16%	(128)	43%	(335)	41%	(315)	777
2018 House Vote: Republican	10%	(65)	40%	(269)	50%	(335)	670
2018 House Vote: Someone else	11%	(13)	40%	(49)	49%	(59)	121
2018 House Vote: Didnt Vote	14%	(90)	44%	(277)	42%	(263)	630
2016 Vote: Hillary Clinton	18%	(119)	44%	(286)	38%	(246)	652
2016 Vote: Donald Trump	9%	(63)	40%	(268)	50%	(338)	670
2016 Vote: Someone else	5%	(11)	43%	(86)	52%	(103)	199
2016 Vote: Didnt Vote	15%	(104)	43%	(290)	42%	(283)	677
Voted in 2014: Yes	13%	(168)	43%	(572)	44%	(593)	1334
Voted in 2014: No	15%	(129)	41%	(359)	44%	(379)	867

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Table HRdem3_4: In general, what kind of fan do you consider yourself of the following?*Fashion*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	14%	(297)	42%	(931)	44%	(972)	2201
2012 Vote: Barack Obama	17%	(133)	45%	(361)	39%	(309)	803
2012 Vote: Mitt Romney	8%	(38)	38%	(191)	54%	(268)	497
2012 Vote: Other	6%	(7)	45%	(51)	49%	(56)	113
2012 Vote: Didn't Vote	15%	(120)	42%	(328)	43%	(337)	785
4-Region: Northeast	11%	(43)	38%	(150)	51%	(201)	394
4-Region: Midwest	13%	(60)	40%	(185)	47%	(217)	462
4-Region: South	15%	(127)	43%	(359)	41%	(339)	825
4-Region: West	13%	(67)	46%	(238)	41%	(215)	520

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	1062	48%
	Gender: Female	1139	52%
	N	2201	
age5	Age: 18-29	477	22%
	Age: 30-44	536	24%
	Age: 45-54	407	18%
	Age: 55-64	344	16%
	Age: 65+	436	20%
	N	2201	
demAgeGeneration	Generation Z: 18-22	234	11%
	Millennial: Age 23-38	539	25%
	Generation X: Age 39-54	647	29%
	Boomers: Age 55-73	688	31%
	N	2108	
xpid3	PID: Dem (no lean)	756	34%
	PID: Ind (no lean)	774	35%
	PID: Rep (no lean)	672	31%
	N	2201	
xpidGender	PID/Gender: Dem Men	330	15%
	PID/Gender: Dem Women	426	19%
	PID/Gender: Ind Men	390	18%
	PID/Gender: Ind Women	384	17%
	PID/Gender: Rep Men	343	16%
	PID/Gender: Rep Women	329	15%
	N	2201	
xdemIdeo3	Ideo: Liberal (1-3)	710	32%
	Ideo: Moderate (4)	467	21%
	Ideo: Conservative (5-7)	725	33%
	N	1902	
xeduc3	Educ: < College	1513	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1271	58%
	Income: 50k-100k	605	27%
	Income: 100k+	326	15%
	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	446	20%
	Relig: Roman Catholic	433	20%
	Relig: Ath./Agn./None	666	30%
	Relig: Something Else	343	16%
	N	1889	
xreligion1	Relig: Jewish	49	2%
xreligion2	Relig: Evangelical	615	28%
	Relig: Non-Evang. Catholics	577	26%
	N	1192	
xreligion3	Relig: All Christian	1192	54%
	Relig: All Non-Christian	1009	46%
	N	2201	
xdemUsr	Community: Urban	572	26%
	Community: Suburban	1011	46%
	Community: Rural	618	28%
	N	2201	
xdemEmploy	Employ: Private Sector	638	29%
	Employ: Government	132	6%
	Employ: Self-Employed	200	9%
	Employ: Homemaker	168	8%
	Employ: Student	140	6%
	Employ: Retired	501	23%
	Employ: Unemployed	216	10%
	Employ: Other	205	9%
	N	2201	
xdemMilHH1	Military HH: Yes	373	17%
	Military HH: No	1828	83%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	807	37%
	RD/WT: Wrong Track	1394	63%
	N	2201	
Trump_Approve	Trump Job Approve	900	41%
	Trump Job Disapprove	1163	53%
	N	2063	
Trump_Approve2	Trump Job Strongly Approve	443	20%
	Trump Job Somewhat Approve	457	21%
	Trump Job Somewhat Disapprove	289	13%
	Trump Job Strongly Disapprove	874	40%
	N	2063	
Trump_Fav	Favorable of Trump	889	40%
	Unfavorable of Trump	1174	53%
	N	2063	
Trump_Fav_FULL	Very Favorable of Trump	484	22%
	Somewhat Favorable of Trump	404	18%
	Somewhat Unfavorable of Trump	224	10%
	Very Unfavorable of Trump	950	43%
	N	2063	
xnr3	#1 Issue: Economy	597	27%
	#1 Issue: Security	422	19%
	#1 Issue: Health Care	375	17%
	#1 Issue: Medicare / Social Security	305	14%
	#1 Issue: Women's Issues	85	4%
	#1 Issue: Education	156	7%
	#1 Issue: Energy	133	6%
	#1 Issue: Other	126	6%
	N	2201	
xsubVote18O	2018 House Vote: Democrat	777	35%
	2018 House Vote: Republican	670	30%
	2018 House Vote: Someone else	121	5%
	2018 House Vote: Didnt Vote	630	29%
	N	2197	
xsubVote16O	2016 Vote: Hillary Clinton	652	30%
	2016 Vote: Donald Trump	670	30%
	2016 Vote: Someone else	199	9%
	2016 Vote: Didnt Vote	677	31%
	N	2197	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote14O	Voted in 2014: Yes	1334	61%
	Voted in 2014: No	867	39%
	N	2201	
xsubVote12O	2012 Vote: Barack Obama	803	36%
	2012 Vote: Mitt Romney	497	23%
	2012 Vote: Other	113	5%
	2012 Vote: Didn't Vote	785	36%
	N	2198	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	825	37%
	4-Region: West	520	24%
	N	2201	

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

