



National Tracking Poll #190507
May 02-05, 2019

Crosstabulation Results

Methodology:

This poll was conducted between May 2-May 5, 2019 among a national sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, educational attainment, gender, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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Crosstabulation Results by Respondent Demographics

Table HR1_1: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Netflix

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	49% (1085)	10% (211)	14% (310)	24% (533)	3% (60)	2200
Gender: Male	48% (510)	10% (102)	18% (187)	23% (242)	2% (22)	1062
Gender: Female	51% (576)	10% (109)	11% (124)	26% (291)	3% (38)	1138
Age: 18-29	63% (296)	16% (77)	12% (57)	7% (31)	3% (12)	474
Age: 30-44	59% (319)	8% (45)	16% (88)	13% (70)	3% (17)	539
Age: 45-54	53% (193)	9% (31)	14% (52)	23% (84)	1% (4)	365
Age: 55-64	37% (144)	8% (29)	16% (60)	37% (142)	3% (11)	386
Age: 65+	30% (132)	7% (29)	12% (54)	47% (206)	3% (15)	436
Generation Z: 18-22	60% (142)	18% (42)	13% (30)	7% (16)	3% (7)	238
Millennial: Age 23-38	63% (359)	11% (64)	13% (75)	10% (54)	3% (16)	568
Generation X: Age 39-54	54% (308)	8% (47)	16% (92)	20% (115)	2% (12)	572
Boomers: Age 55-73	35% (254)	7% (49)	14% (102)	41% (295)	3% (20)	720
PID: Dem (no lean)	54% (397)	8% (62)	11% (80)	25% (181)	3% (19)	739
PID: Ind (no lean)	48% (375)	11% (89)	17% (135)	20% (157)	3% (25)	782
PID: Rep (no lean)	46% (314)	9% (60)	14% (96)	29% (194)	2% (15)	679
PID/Gender: Dem Men	55% (183)	10% (34)	11% (38)	22% (72)	2% (8)	335
PID/Gender: Dem Women	53% (214)	7% (28)	10% (42)	27% (109)	3% (11)	404
PID/Gender: Ind Men	45% (179)	11% (42)	23% (91)	20% (80)	2% (8)	401
PID/Gender: Ind Women	51% (195)	12% (47)	11% (44)	20% (78)	4% (17)	381
PID/Gender: Rep Men	45% (147)	8% (26)	18% (57)	28% (90)	1% (5)	326
PID/Gender: Rep Women	47% (167)	10% (34)	11% (38)	30% (104)	3% (10)	353
Ideo: Liberal (1-3)	56% (369)	10% (67)	11% (74)	19% (127)	3% (18)	655
Ideo: Moderate (4)	49% (232)	9% (43)	13% (59)	27% (129)	2% (8)	472
Ideo: Conservative (5-7)	43% (327)	9% (70)	16% (121)	29% (221)	3% (19)	759

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Table HR1_1: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Netflix

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	49% (1085)	10% (211)	14% (310)	24% (533)	3% (60)	2200
Educ: < College	46% (701)	10% (155)	15% (233)	25% (373)	3% (50)	1512
Educ: Bachelors degree	56% (251)	8% (38)	11% (49)	23% (103)	1% (3)	444
Educ: Post-grad	55% (133)	8% (19)	12% (28)	23% (57)	3% (7)	244
Income: Under 50k	43% (513)	10% (125)	16% (191)	27% (318)	4% (43)	1189
Income: 50k-100k	55% (371)	9% (60)	13% (88)	22% (149)	2% (12)	680
Income: 100k+	61% (202)	8% (27)	10% (32)	20% (66)	1% (4)	331
Ethnicity: White	49% (836)	9% (162)	14% (246)	25% (434)	3% (44)	1722
Ethnicity: Hispanic	64% (224)	13% (45)	11% (39)	9% (33)	2% (9)	349
Ethnicity: Afr. Am.	50% (138)	7% (20)	16% (45)	22% (61)	3% (9)	274
Ethnicity: Other	54% (111)	14% (29)	10% (20)	19% (38)	3% (6)	204
Relig: Protestant	43% (219)	9% (47)	12% (60)	35% (177)	2% (8)	510
Relig: Roman Catholic	45% (172)	9% (34)	12% (47)	30% (113)	3% (13)	381
Relig: Ath./Agn./None	57% (397)	11% (78)	14% (101)	14% (99)	3% (22)	697
Relig: Something Else	47% (165)	10% (36)	16% (55)	23% (81)	4% (13)	349
Relig: Jewish	36% (20)	10% (5)	15% (9)	38% (21)	1% (1)	56
Relig: All Christian	45% (524)	8% (97)	13% (155)	31% (353)	2% (25)	1154
Relig: All Non-Christian	54% (562)	11% (114)	15% (156)	17% (180)	3% (35)	1046
Community: Urban	52% (278)	9% (50)	16% (85)	20% (104)	3% (15)	533
Community: Suburban	53% (546)	10% (102)	10% (107)	24% (248)	3% (27)	1030
Community: Rural	41% (262)	9% (59)	19% (118)	28% (180)	3% (18)	638
Employ: Private Sector	58% (392)	10% (64)	12% (83)	18% (122)	1% (10)	671
Employ: Government	66% (106)	11% (18)	7% (12)	15% (24)	1% (2)	161
Employ: Self-Employed	47% (83)	11% (19)	15% (27)	25% (44)	2% (4)	176
Employ: Homemaker	56% (77)	8% (11)	14% (20)	22% (30)	1% (1)	139
Employ: Student	64% (81)	14% (18)	11% (14)	5% (6)	7% (8)	127
Employ: Retired	32% (147)	7% (32)	15% (70)	44% (203)	3% (14)	467
Employ: Unemployed	41% (96)	11% (27)	19% (44)	25% (60)	4% (9)	236
Employ: Other	46% (103)	10% (23)	19% (42)	20% (44)	5% (12)	225

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Table HR1_1: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Netflix

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	49% (1085)	10% (211)	14% (310)	24% (533)	3% (60)	2200
Military HH: Yes	49% (194)	10% (41)	13% (53)	27% (107)	1% (2)	396
Military HH: No	49% (892)	9% (171)	14% (257)	24% (426)	3% (57)	1804
RD/WT: Right Direction	48% (405)	10% (84)	14% (123)	25% (217)	3% (24)	852
RD/WT: Wrong Track	50% (680)	9% (127)	14% (188)	23% (316)	3% (36)	1348
Trump Job Approve	46% (402)	9% (83)	16% (138)	27% (238)	2% (20)	881
Trump Job Disapprove	52% (619)	10% (119)	13% (149)	23% (270)	2% (24)	1180
Trump Job Strongly Approve	43% (198)	9% (41)	17% (77)	28% (131)	3% (13)	460
Trump Job Somewhat Approve	48% (204)	10% (42)	14% (60)	26% (108)	2% (8)	421
Trump Job Somewhat Disapprove	50% (137)	14% (39)	14% (39)	21% (58)	1% (2)	275
Trump Job Strongly Disapprove	53% (481)	9% (81)	12% (110)	23% (212)	2% (22)	906
Favorable of Trump	46% (399)	9% (78)	15% (132)	28% (242)	2% (17)	869
Unfavorable of Trump	53% (618)	10% (117)	13% (154)	22% (256)	2% (23)	1168
Very Favorable of Trump	44% (211)	9% (43)	17% (83)	27% (127)	3% (16)	480
Somewhat Favorable of Trump	49% (188)	9% (35)	13% (49)	30% (115)	— (1)	388
Somewhat Unfavorable of Trump	50% (111)	10% (21)	17% (37)	22% (50)	2% (4)	224
Very Unfavorable of Trump	54% (507)	10% (96)	12% (117)	22% (207)	2% (19)	944
#1 Issue: Economy	55% (312)	10% (59)	16% (90)	17% (98)	2% (10)	569
#1 Issue: Security	44% (195)	8% (38)	16% (70)	29% (126)	3% (14)	443
#1 Issue: Health Care	51% (188)	9% (33)	14% (53)	24% (90)	1% (4)	368
#1 Issue: Medicare / Social Security	35% (110)	9% (27)	13% (42)	42% (132)	2% (7)	318
#1 Issue: Women's Issues	58% (69)	17% (20)	13% (16)	9% (11)	3% (3)	119
#1 Issue: Education	53% (78)	12% (17)	9% (13)	18% (27)	8% (12)	148
#1 Issue: Energy	68% (76)	7% (8)	9% (10)	15% (16)	1% (1)	111
#1 Issue: Other	46% (57)	7% (9)	13% (16)	27% (33)	7% (8)	123
2018 House Vote: Democrat	54% (419)	8% (66)	9% (72)	27% (208)	2% (14)	779
2018 House Vote: Republican	47% (335)	9% (64)	13% (90)	29% (209)	2% (14)	713
2018 House Vote: Someone else	50% (45)	6% (5)	11% (10)	24% (21)	10% (9)	90
2018 House Vote: Didnt Vote	46% (283)	12% (76)	22% (136)	16% (95)	4% (22)	612

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Table HR1_1: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Netflix

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	49% (1085)	10% (211)	14% (310)	24% (533)	3% (60)	2200
2016 Vote: Hillary Clinton	52% (362)	8% (57)	12% (81)	26% (182)	3% (19)	700
2016 Vote: Donald Trump	45% (297)	8% (55)	12% (79)	32% (210)	2% (14)	655
2016 Vote: Someone else	54% (98)	9% (16)	14% (26)	22% (40)	1% (2)	183
2016 Vote: Didn't Vote	49% (325)	13% (82)	19% (125)	15% (100)	4% (25)	657
Voted in 2014: Yes	49% (667)	8% (112)	12% (167)	29% (399)	2% (30)	1374
Voted in 2014: No	51% (419)	12% (100)	17% (144)	16% (134)	4% (30)	826
2012 Vote: Barack Obama	51% (418)	8% (65)	12% (96)	27% (220)	2% (16)	816
2012 Vote: Mitt Romney	43% (223)	8% (41)	12% (62)	35% (180)	2% (11)	517
2012 Vote: Other	49% (45)	4% (4)	18% (16)	27% (24)	2% (2)	92
2012 Vote: Didn't Vote	52% (398)	13% (101)	18% (135)	14% (107)	4% (30)	771
4-Region: Northeast	49% (193)	10% (39)	12% (49)	27% (105)	2% (8)	394
4-Region: Midwest	48% (224)	8% (38)	13% (59)	29% (132)	2% (9)	462
4-Region: South	50% (409)	8% (70)	15% (123)	24% (198)	3% (25)	824
4-Region: West	50% (260)	13% (65)	15% (79)	19% (98)	3% (18)	520
Watch TV: Every day	54% (558)	9% (93)	11% (117)	24% (254)	2% (18)	1039
Watch TV: Several times per week	56% (271)	10% (50)	14% (65)	20% (95)	1% (3)	484
Watch TV: About once per week	58% (93)	10% (17)	13% (21)	16% (26)	2% (4)	160
Watch TV: Several times per month	43% (55)	16% (21)	13% (17)	25% (31)	2% (3)	127
Watch TV: About once per month	47% (28)	13% (8)	31% (18)	9% (5)	— (0)	59
Watch TV: Less often than once per month	28% (28)	9% (9)	27% (26)	32% (32)	3% (3)	99
Watch TV: Never	23% (53)	6% (14)	20% (46)	39% (90)	13% (29)	231
Watch Movies: Every day	69% (241)	5% (19)	10% (37)	15% (51)	1% (3)	350
Watch Movies: Several times per week	58% (332)	13% (76)	11% (65)	17% (95)	1% (7)	576
Watch Movies: About once per week	53% (216)	12% (49)	14% (59)	19% (78)	1% (5)	406
Watch Movies: Several times per month	46% (116)	15% (37)	11% (28)	27% (68)	2% (4)	254
Watch Movies: About once per month	47% (90)	7% (14)	19% (35)	26% (49)	1% (1)	190
Watch Movies: Less often than once per month	29% (59)	5% (9)	20% (41)	43% (89)	4% (8)	207
Watch Movies: Never	15% (32)	4% (8)	21% (45)	47% (102)	14% (31)	218

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Table HR1_1: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Netflix

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	49% (1085)	10% (211)	14% (310)	24% (533)	3% (60)	2200
Watch Sporting Events: Every day	57% (102)	9% (17)	10% (18)	23% (42)	1% (2)	181
Watch Sporting Events: Several times per week	51% (173)	11% (36)	12% (42)	25% (86)	1% (4)	342
Watch Sporting Events: About once per week	52% (114)	7% (16)	14% (30)	27% (58)	— (0)	217
Watch Sporting Events: Several times per month	45% (75)	12% (20)	13% (21)	27% (45)	3% (4)	165
Watch Sporting Events: About once per month	56% (90)	9% (15)	16% (25)	19% (31)	— (0)	162
Watch Sporting Events: Less often than once per month	50% (176)	10% (37)	18% (64)	20% (69)	1% (5)	351
Watch Sporting Events: Never	45% (355)	9% (70)	14% (111)	26% (201)	6% (44)	782
Cable TV: Currently subscribe	51% (551)	8% (86)	12% (134)	26% (281)	2% (21)	1073
Cable TV: Subscribed in past	52% (372)	11% (81)	17% (120)	18% (126)	1% (10)	709
Cable TV: Never subscribed	39% (162)	11% (44)	14% (57)	30% (126)	7% (28)	418
Sattelite TV: Currently subscribe	52% (261)	8% (42)	11% (56)	27% (134)	2% (9)	502
Sattelite TV: Subscribed in past	52% (293)	10% (57)	18% (101)	18% (99)	2% (12)	563
Sattelite TV: Never subscribed	47% (532)	10% (113)	14% (154)	26% (299)	3% (38)	1136
Streaming services: Currently subscribe	71% (902)	11% (143)	8% (106)	8% (99)	1% (14)	1265
Streaming services: Subscribed in past	28% (64)	13% (30)	35% (82)	23% (52)	2% (4)	231
Streaming services: Never subscribed	17% (120)	5% (39)	17% (123)	54% (382)	6% (41)	705
Film: An avid fan	62% (506)	9% (70)	12% (99)	16% (127)	1% (11)	813
Film: A casual fan	44% (505)	11% (122)	15% (177)	28% (316)	2% (23)	1143
Film: Not a fan	31% (75)	8% (18)	14% (35)	37% (91)	10% (25)	244
Television: An avid fan	54% (583)	8% (90)	12% (124)	24% (262)	1% (15)	1075
Television: A casual fan	47% (461)	10% (101)	16% (159)	24% (237)	2% (20)	977
Television: Not a fan	28% (42)	14% (21)	18% (27)	23% (34)	16% (24)	148
Music: An avid fan	56% (675)	9% (112)	15% (176)	18% (211)	2% (21)	1195
Music: A casual fan	43% (384)	10% (92)	13% (119)	31% (279)	2% (18)	891
Music: Not a fan	23% (27)	6% (7)	14% (16)	38% (44)	18% (20)	114
Fashion: An avid fan	66% (215)	10% (32)	10% (34)	13% (43)	1% (2)	326
Fashion: A casual fan	51% (473)	9% (85)	14% (131)	24% (222)	2% (21)	932
Fashion: Not a fan	42% (397)	10% (95)	15% (145)	29% (269)	4% (36)	942

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Table HR1_1: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Netflix

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	49% (1085)	10% (211)	14% (310)	24% (533)	3% (60)	2200
Evangelical	45% (273)	7% (45)	16% (99)	29% (177)	2% (12)	606
Non-Evangelical	51% (812)	10% (166)	13% (212)	22% (356)	3% (48)	1594
Frequent TV watchers	54% (829)	9% (143)	12% (183)	23% (349)	1% (21)	1524
Frequent movie watchers	62% (573)	10% (95)	11% (102)	16% (146)	1% (10)	926

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

Table HR1_2: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
 Amazon Prime Video

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	34% (758)	5% (121)	9% (206)	40% (886)	10% (229)	2200
Gender: Male	34% (365)	6% (64)	10% (111)	40% (428)	9% (93)	1062
Gender: Female	35% (393)	5% (57)	8% (94)	40% (458)	12% (136)	1138
Age: 18-29	31% (146)	9% (41)	12% (56)	34% (163)	14% (67)	474
Age: 30-44	44% (235)	6% (30)	11% (57)	29% (156)	11% (61)	539
Age: 45-54	38% (138)	3% (13)	10% (35)	40% (146)	9% (32)	365
Age: 55-64	31% (120)	4% (16)	8% (31)	48% (185)	9% (35)	386
Age: 65+	27% (120)	5% (20)	6% (26)	54% (236)	8% (34)	436
Generation Z: 18-22	29% (69)	10% (23)	12% (27)	34% (82)	15% (36)	238
Millennial: Age 23-38	40% (229)	7% (40)	12% (67)	30% (170)	11% (62)	568
Generation X: Age 39-54	39% (221)	4% (21)	10% (55)	37% (213)	11% (62)	572
Boomers: Age 55-73	30% (216)	5% (33)	7% (50)	50% (364)	8% (58)	720
PID: Dem (no lean)	39% (289)	5% (38)	9% (66)	37% (275)	10% (72)	739
PID: Ind (no lean)	29% (230)	5% (43)	11% (86)	40% (314)	14% (110)	782
PID: Rep (no lean)	35% (240)	6% (40)	8% (54)	44% (297)	7% (48)	679
PID/Gender: Dem Men	36% (122)	7% (22)	11% (35)	37% (125)	9% (31)	335
PID/Gender: Dem Women	41% (166)	4% (15)	8% (31)	37% (150)	10% (41)	404
PID/Gender: Ind Men	31% (122)	5% (19)	12% (46)	42% (170)	11% (43)	401
PID/Gender: Ind Women	28% (107)	6% (23)	10% (40)	38% (143)	18% (67)	381
PID/Gender: Rep Men	37% (121)	7% (22)	9% (30)	41% (133)	6% (20)	326
PID/Gender: Rep Women	34% (120)	5% (18)	7% (24)	47% (164)	8% (28)	353
Ideo: Liberal (1-3)	44% (288)	6% (42)	10% (63)	33% (215)	7% (47)	655
Ideo: Moderate (4)	31% (147)	6% (30)	9% (44)	45% (214)	8% (36)	472
Ideo: Conservative (5-7)	34% (260)	5% (39)	8% (64)	44% (331)	8% (64)	759

Continued on next page

Table HR1_2: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Amazon Prime Video

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	34% (758)	5% (121)	9% (206)	40% (886)	10% (229)	2200
Educ: < College	29% (441)	5% (80)	10% (149)	43% (656)	12% (186)	1512
Educ: Bachelors degree	46% (204)	6% (26)	8% (35)	35% (156)	5% (23)	444
Educ: Post-grad	47% (114)	6% (14)	9% (21)	30% (74)	9% (21)	244
Income: Under 50k	24% (281)	5% (65)	11% (128)	47% (559)	13% (157)	1189
Income: 50k-100k	43% (295)	5% (36)	9% (60)	34% (228)	9% (60)	680
Income: 100k+	55% (182)	6% (20)	5% (18)	30% (99)	4% (12)	331
Ethnicity: White	37% (634)	6% (99)	9% (150)	40% (689)	9% (150)	1722
Ethnicity: Hispanic	37% (128)	6% (20)	7% (25)	35% (123)	15% (54)	349
Ethnicity: Afr. Am.	24% (66)	4% (11)	13% (35)	45% (124)	14% (38)	274
Ethnicity: Other	29% (58)	5% (10)	10% (21)	36% (73)	20% (42)	204
Relig: Protestant	32% (165)	5% (24)	10% (53)	45% (228)	8% (39)	510
Relig: Roman Catholic	39% (149)	5% (20)	5% (19)	42% (158)	9% (34)	381
Relig: Ath./Agn./None	35% (241)	6% (42)	10% (71)	37% (256)	13% (88)	697
Relig: Something Else	36% (125)	4% (15)	10% (35)	38% (132)	12% (42)	349
Relig: Jewish	46% (26)	6% (3)	3% (2)	42% (24)	3% (2)	56
Relig: All Christian	34% (393)	6% (64)	9% (99)	43% (498)	9% (100)	1154
Relig: All Non-Christian	35% (366)	5% (57)	10% (106)	37% (388)	12% (130)	1046
Community: Urban	35% (187)	5% (28)	11% (56)	37% (198)	12% (64)	533
Community: Suburban	38% (392)	7% (69)	9% (93)	39% (398)	7% (77)	1030
Community: Rural	28% (179)	4% (23)	9% (56)	46% (291)	14% (88)	638
Employ: Private Sector	45% (304)	7% (48)	9% (64)	33% (220)	5% (36)	671
Employ: Government	47% (76)	6% (9)	6% (10)	31% (50)	9% (15)	161
Employ: Self-Employed	37% (65)	4% (7)	11% (19)	39% (68)	9% (16)	176
Employ: Homemaker	34% (47)	5% (7)	10% (14)	39% (54)	12% (17)	139
Employ: Student	33% (42)	12% (15)	9% (12)	28% (35)	18% (24)	127
Employ: Retired	27% (128)	3% (16)	6% (29)	53% (245)	10% (48)	467
Employ: Unemployed	20% (46)	4% (10)	10% (23)	46% (109)	20% (47)	236
Employ: Other	22% (50)	4% (8)	16% (35)	46% (104)	12% (27)	225

Continued on next page

Table HR1_2: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Amazon Prime Video

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	34% (758)	5% (121)	9% (206)	40% (886)	10% (229)	2200
Military HH: Yes	34% (136)	6% (23)	12% (47)	43% (172)	5% (19)	396
Military HH: No	34% (622)	5% (98)	9% (159)	40% (714)	12% (210)	1804
RD/WT: Right Direction	32% (270)	6% (52)	9% (78)	41% (351)	12% (101)	852
RD/WT: Wrong Track	36% (488)	5% (69)	9% (128)	40% (535)	10% (129)	1348
Trump Job Approve	34% (296)	6% (56)	9% (76)	42% (367)	10% (86)	881
Trump Job Disapprove	37% (435)	5% (57)	10% (123)	39% (461)	9% (105)	1180
Trump Job Strongly Approve	33% (151)	6% (26)	9% (41)	44% (203)	8% (39)	460
Trump Job Somewhat Approve	34% (145)	7% (30)	8% (35)	39% (164)	11% (47)	421
Trump Job Somewhat Disapprove	36% (98)	4% (12)	10% (28)	45% (123)	5% (14)	275
Trump Job Strongly Disapprove	37% (337)	5% (45)	10% (95)	37% (338)	10% (91)	906
Favorable of Trump	33% (289)	6% (52)	9% (79)	42% (364)	10% (84)	869
Unfavorable of Trump	38% (443)	5% (60)	10% (112)	39% (457)	8% (96)	1168
Very Favorable of Trump	31% (150)	6% (31)	9% (44)	43% (209)	10% (46)	480
Somewhat Favorable of Trump	36% (139)	5% (21)	9% (35)	40% (155)	10% (39)	388
Somewhat Unfavorable of Trump	33% (74)	4% (10)	8% (19)	47% (105)	7% (16)	224
Very Unfavorable of Trump	39% (369)	5% (50)	10% (93)	37% (352)	9% (81)	944
#1 Issue: Economy	38% (215)	5% (30)	10% (55)	37% (209)	11% (60)	569
#1 Issue: Security	33% (148)	7% (33)	10% (42)	43% (189)	7% (31)	443
#1 Issue: Health Care	40% (145)	5% (19)	11% (39)	38% (139)	7% (26)	368
#1 Issue: Medicare / Social Security	24% (75)	4% (12)	7% (21)	54% (171)	12% (38)	318
#1 Issue: Women's Issues	38% (45)	10% (12)	10% (12)	31% (36)	11% (14)	119
#1 Issue: Education	33% (48)	3% (4)	5% (8)	36% (54)	23% (34)	148
#1 Issue: Energy	45% (50)	8% (8)	15% (17)	28% (31)	5% (5)	111
#1 Issue: Other	25% (31)	1% (2)	9% (12)	47% (58)	17% (21)	123
2018 House Vote: Democrat	39% (303)	5% (35)	9% (71)	39% (303)	9% (67)	779
2018 House Vote: Republican	38% (271)	6% (41)	8% (57)	43% (304)	6% (40)	713
2018 House Vote: Someone else	27% (25)	5% (5)	14% (13)	34% (31)	20% (18)	90
2018 House Vote: Didnt Vote	26% (158)	6% (39)	11% (64)	41% (249)	17% (103)	612

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Table HR1_2: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Amazon Prime Video

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	34% (758)	5% (121)	9% (206)	40% (886)	10% (229)	2200
2016 Vote: Hillary Clinton	40% (283)	4% (28)	9% (61)	39% (272)	8% (56)	700
2016 Vote: Donald Trump	36% (238)	6% (40)	8% (55)	42% (278)	7% (44)	655
2016 Vote: Someone else	38% (70)	4% (7)	9% (16)	44% (80)	6% (11)	183
2016 Vote: Didnt Vote	25% (166)	7% (45)	11% (74)	39% (254)	18% (118)	657
Voted in 2014: Yes	39% (533)	5% (66)	8% (111)	42% (572)	7% (92)	1374
Voted in 2014: No	27% (226)	7% (55)	11% (95)	38% (314)	17% (137)	826
2012 Vote: Barack Obama	39% (318)	4% (35)	8% (66)	41% (337)	7% (59)	816
2012 Vote: Mitt Romney	38% (198)	6% (29)	7% (38)	42% (220)	6% (34)	517
2012 Vote: Other	36% (33)	4% (3)	12% (11)	41% (38)	7% (6)	92
2012 Vote: Didn't Vote	27% (208)	7% (53)	12% (91)	37% (289)	17% (130)	771
4-Region: Northeast	36% (141)	6% (23)	11% (42)	39% (153)	9% (35)	394
4-Region: Midwest	30% (139)	5% (24)	9% (40)	43% (201)	13% (59)	462
4-Region: South	33% (275)	5% (42)	9% (75)	42% (350)	10% (83)	824
4-Region: West	39% (203)	6% (32)	9% (49)	35% (183)	10% (53)	520
Watch TV: Every day	37% (382)	5% (53)	9% (93)	41% (430)	8% (81)	1039
Watch TV: Several times per week	42% (203)	7% (35)	12% (56)	32% (157)	7% (33)	484
Watch TV: About once per week	48% (77)	6% (10)	3% (5)	33% (53)	9% (15)	160
Watch TV: Several times per month	28% (35)	6% (8)	11% (14)	45% (57)	10% (12)	127
Watch TV: About once per month	18% (11)	8% (5)	17% (10)	45% (26)	12% (7)	59
Watch TV: Less often than once per month	26% (26)	4% (3)	14% (14)	40% (40)	16% (15)	99
Watch TV: Never	10% (24)	3% (6)	5% (12)	53% (123)	29% (66)	231
Watch Movies: Every day	35% (123)	5% (19)	11% (39)	36% (127)	12% (41)	350
Watch Movies: Several times per week	43% (245)	7% (38)	10% (57)	36% (205)	5% (31)	576
Watch Movies: About once per week	40% (163)	6% (25)	8% (34)	36% (146)	9% (37)	406
Watch Movies: Several times per month	32% (81)	9% (22)	11% (28)	42% (105)	7% (17)	254
Watch Movies: About once per month	33% (62)	4% (8)	11% (21)	42% (79)	11% (20)	190
Watch Movies: Less often than once per month	28% (59)	2% (5)	7% (14)	50% (103)	13% (26)	207
Watch Movies: Never	12% (26)	2% (3)	5% (12)	55% (120)	26% (57)	218

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Table HR1_2: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Amazon Prime Video

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	34% (758)	5% (121)	9% (206)	40% (886)	10% (229)	2200
Watch Sporting Events: Every day	37% (67)	4% (8)	8% (14)	40% (72)	11% (19)	181
Watch Sporting Events: Several times per week	38% (130)	7% (25)	9% (32)	37% (127)	8% (27)	342
Watch Sporting Events: About once per week	38% (83)	6% (14)	8% (18)	41% (89)	7% (15)	217
Watch Sporting Events: Several times per month	39% (64)	6% (9)	11% (18)	38% (62)	7% (11)	165
Watch Sporting Events: About once per month	34% (56)	8% (13)	6% (10)	41% (66)	10% (17)	162
Watch Sporting Events: Less often than once per month	39% (137)	5% (16)	10% (36)	38% (135)	8% (27)	351
Watch Sporting Events: Never	28% (221)	5% (35)	10% (76)	43% (335)	15% (115)	782
Cable TV: Currently subscribe	35% (380)	6% (60)	9% (97)	41% (436)	9% (99)	1073
Cable TV: Subscribed in past	41% (290)	5% (34)	11% (78)	37% (265)	6% (43)	709
Cable TV: Never subscribed	21% (89)	6% (26)	7% (31)	44% (185)	21% (87)	418
Sattelite TV: Currently subscribe	34% (169)	6% (28)	8% (42)	42% (208)	11% (54)	502
Sattelite TV: Subscribed in past	42% (234)	5% (29)	13% (76)	32% (182)	7% (42)	563
Sattelite TV: Never subscribed	31% (356)	6% (64)	8% (87)	44% (495)	12% (133)	1136
Streaming services: Currently subscribe	50% (633)	7% (85)	11% (136)	26% (335)	6% (76)	1265
Streaming services: Subscribed in past	21% (48)	6% (14)	13% (31)	46% (107)	13% (31)	231
Streaming services: Never subscribed	11% (77)	3% (22)	5% (39)	63% (444)	17% (123)	705
Film: An avid fan	45% (363)	6% (49)	10% (84)	31% (254)	8% (63)	813
Film: A casual fan	30% (347)	6% (65)	9% (104)	45% (518)	10% (109)	1143
Film: Not a fan	20% (48)	3% (7)	7% (17)	47% (114)	24% (58)	244
Television: An avid fan	38% (410)	5% (55)	8% (87)	41% (436)	8% (87)	1075
Television: A casual fan	32% (317)	6% (59)	11% (104)	40% (395)	10% (101)	977
Television: Not a fan	21% (32)	4% (6)	10% (14)	37% (55)	27% (41)	148
Music: An avid fan	39% (461)	6% (68)	12% (141)	34% (412)	10% (114)	1195
Music: A casual fan	31% (275)	6% (50)	7% (59)	47% (423)	9% (84)	891
Music: Not a fan	20% (23)	2% (2)	5% (6)	45% (51)	28% (32)	114
Fashion: An avid fan	39% (128)	7% (22)	11% (35)	31% (102)	12% (38)	326
Fashion: A casual fan	35% (329)	6% (59)	9% (83)	41% (380)	9% (81)	932
Fashion: Not a fan	32% (301)	4% (40)	9% (87)	43% (404)	12% (110)	942

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Table HR1_2: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Amazon Prime Video

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	34% (758)	5% (121)	9% (206)	40% (886)	10% (229)	2200
Evangelical	29% (177)	6% (38)	10% (62)	45% (271)	10% (58)	606
Non-Evangelical	36% (581)	5% (82)	9% (144)	39% (615)	11% (172)	1594
Frequent TV watchers	38% (585)	6% (88)	10% (150)	38% (587)	7% (114)	1524
Frequent movie watchers	40% (368)	6% (57)	10% (96)	36% (333)	8% (72)	926

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

Table HR1_3: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Hulu

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	23%	(517)	5%	(115)	15%	(322)	50%	(1109)	6%	(136)	2200
Gender: Male	22%	(236)	4%	(45)	16%	(173)	51%	(544)	6%	(63)	1062
Gender: Female	25%	(281)	6%	(71)	13%	(149)	50%	(565)	6%	(73)	1138
Age: 18-29	36%	(171)	10%	(45)	17%	(82)	29%	(138)	8%	(37)	474
Age: 30-44	32%	(173)	4%	(24)	15%	(83)	42%	(225)	6%	(35)	539
Age: 45-54	17%	(63)	5%	(18)	19%	(68)	55%	(202)	4%	(14)	365
Age: 55-64	17%	(65)	4%	(15)	13%	(52)	60%	(233)	5%	(21)	386
Age: 65+	10%	(45)	3%	(13)	9%	(38)	71%	(312)	7%	(29)	436
Generation Z: 18-22	37%	(87)	10%	(24)	20%	(47)	26%	(63)	7%	(17)	238
Millennial: Age 23-38	36%	(202)	6%	(33)	14%	(82)	37%	(208)	7%	(42)	568
Generation X: Age 39-54	21%	(118)	5%	(30)	18%	(104)	51%	(294)	5%	(27)	572
Boomers: Age 55-73	15%	(106)	4%	(27)	12%	(85)	64%	(459)	6%	(43)	720
PID: Dem (no lean)	27%	(202)	4%	(30)	15%	(113)	47%	(349)	6%	(45)	739
PID: Ind (no lean)	23%	(176)	6%	(44)	16%	(127)	48%	(377)	7%	(57)	782
PID: Rep (no lean)	20%	(138)	6%	(41)	12%	(83)	56%	(383)	5%	(34)	679
PID/Gender: Dem Men	24%	(82)	4%	(13)	17%	(56)	48%	(161)	7%	(23)	335
PID/Gender: Dem Women	30%	(120)	4%	(17)	14%	(57)	46%	(188)	5%	(22)	404
PID/Gender: Ind Men	21%	(84)	5%	(19)	17%	(66)	51%	(204)	7%	(26)	401
PID/Gender: Ind Women	24%	(92)	7%	(25)	16%	(60)	45%	(173)	8%	(30)	381
PID/Gender: Rep Men	22%	(70)	4%	(12)	16%	(51)	55%	(178)	4%	(14)	326
PID/Gender: Rep Women	19%	(68)	8%	(28)	9%	(32)	58%	(204)	6%	(20)	353
Ideo: Liberal (1-3)	31%	(203)	5%	(34)	15%	(100)	43%	(281)	6%	(37)	655
Ideo: Moderate (4)	22%	(103)	3%	(16)	17%	(79)	52%	(243)	6%	(30)	472
Ideo: Conservative (5-7)	19%	(142)	6%	(42)	13%	(95)	58%	(439)	5%	(40)	759

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Table HR1_3: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Hulu

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	23% (517)	5% (115)	15% (322)	50% (1109)	6% (136)	2200
Educ: < College	22% (331)	6% (91)	15% (231)	50% (757)	7% (102)	1512
Educ: Bachelors degree	27% (121)	4% (16)	14% (62)	51% (228)	4% (16)	444
Educ: Post-grad	27% (65)	4% (9)	12% (29)	51% (124)	7% (18)	244
Income: Under 50k	21% (251)	6% (68)	15% (178)	51% (601)	8% (92)	1189
Income: 50k-100k	27% (186)	4% (30)	14% (95)	49% (333)	5% (36)	680
Income: 100k+	24% (80)	5% (18)	15% (50)	53% (175)	2% (8)	331
Ethnicity: White	23% (404)	5% (93)	14% (239)	52% (893)	5% (92)	1722
Ethnicity: Hispanic	30% (105)	6% (21)	19% (66)	38% (134)	7% (23)	349
Ethnicity: Afr. Am.	21% (58)	3% (9)	21% (58)	47% (128)	8% (21)	274
Ethnicity: Other	27% (54)	7% (13)	12% (25)	43% (88)	11% (23)	204
Relig: Protestant	19% (96)	4% (22)	12% (61)	61% (310)	4% (21)	510
Relig: Roman Catholic	23% (89)	5% (20)	10% (37)	56% (213)	6% (22)	381
Relig: Ath./Agn./None	28% (194)	6% (45)	16% (110)	42% (294)	8% (55)	697
Relig: Something Else	24% (85)	4% (16)	20% (68)	46% (159)	6% (22)	349
Relig: Jewish	20% (11)	8% (4)	11% (6)	60% (34)	2% (1)	56
Relig: All Christian	21% (239)	5% (55)	12% (144)	57% (656)	5% (60)	1154
Relig: All Non-Christian	27% (278)	6% (60)	17% (178)	43% (453)	7% (76)	1046
Community: Urban	26% (140)	6% (33)	13% (70)	48% (256)	6% (33)	533
Community: Suburban	26% (271)	4% (44)	15% (154)	50% (510)	5% (51)	1030
Community: Rural	17% (106)	6% (39)	15% (99)	54% (343)	8% (52)	638
Employ: Private Sector	28% (189)	6% (40)	17% (112)	45% (303)	4% (27)	671
Employ: Government	34% (55)	3% (5)	13% (20)	42% (68)	8% (13)	161
Employ: Self-Employed	24% (42)	4% (8)	13% (23)	51% (89)	8% (13)	176
Employ: Homemaker	26% (36)	7% (10)	14% (20)	49% (68)	4% (5)	139
Employ: Student	37% (48)	10% (13)	18% (23)	30% (38)	4% (6)	127
Employ: Retired	11% (53)	3% (12)	9% (41)	71% (331)	6% (29)	467
Employ: Unemployed	20% (48)	7% (16)	16% (38)	50% (117)	7% (17)	236
Employ: Other	21% (47)	6% (12)	20% (46)	43% (96)	11% (24)	225

Continued on next page

Table HR1_3: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Hulu

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	23% (517)	5% (115)	15% (322)	50% (1109)	6% (136)	2200
Military HH: Yes	26% (103)	6% (24)	13% (52)	51% (203)	4% (15)	396
Military HH: No	23% (414)	5% (92)	15% (270)	50% (907)	7% (122)	1804
RD/WT: Right Direction	21% (177)	6% (49)	14% (123)	52% (443)	7% (60)	852
RD/WT: Wrong Track	25% (340)	5% (66)	15% (199)	49% (666)	6% (76)	1348
Trump Job Approve	20% (179)	7% (58)	13% (111)	55% (485)	5% (48)	881
Trump Job Disapprove	26% (304)	4% (49)	16% (193)	48% (571)	5% (64)	1180
Trump Job Strongly Approve	18% (85)	6% (30)	15% (67)	54% (248)	7% (30)	460
Trump Job Somewhat Approve	22% (94)	7% (29)	10% (44)	56% (236)	4% (18)	421
Trump Job Somewhat Disapprove	23% (63)	4% (11)	20% (55)	48% (131)	5% (13)	275
Trump Job Strongly Disapprove	27% (241)	4% (37)	15% (138)	49% (439)	6% (50)	906
Favorable of Trump	20% (172)	6% (50)	14% (119)	55% (479)	6% (48)	869
Unfavorable of Trump	27% (311)	4% (51)	16% (189)	48% (558)	5% (60)	1168
Very Favorable of Trump	18% (84)	7% (34)	15% (70)	54% (257)	7% (35)	480
Somewhat Favorable of Trump	23% (88)	4% (16)	13% (49)	57% (222)	3% (13)	388
Somewhat Unfavorable of Trump	23% (52)	4% (9)	20% (44)	47% (105)	7% (15)	224
Very Unfavorable of Trump	27% (259)	4% (42)	15% (145)	48% (453)	5% (45)	944
#1 Issue: Economy	29% (163)	6% (33)	15% (85)	48% (272)	3% (17)	569
#1 Issue: Security	17% (76)	5% (24)	17% (74)	55% (243)	6% (26)	443
#1 Issue: Health Care	27% (99)	4% (14)	16% (59)	46% (170)	7% (26)	368
#1 Issue: Medicare / Social Security	11% (36)	4% (14)	9% (30)	67% (214)	8% (25)	318
#1 Issue: Women's Issues	33% (39)	8% (10)	17% (21)	37% (44)	4% (5)	119
#1 Issue: Education	28% (41)	3% (4)	14% (21)	43% (64)	12% (18)	148
#1 Issue: Energy	31% (34)	4% (5)	18% (20)	42% (47)	6% (6)	111
#1 Issue: Other	24% (29)	10% (12)	12% (14)	45% (56)	10% (12)	123
2018 House Vote: Democrat	27% (211)	4% (34)	14% (110)	49% (382)	5% (42)	779
2018 House Vote: Republican	20% (143)	5% (33)	12% (87)	58% (414)	5% (36)	713
2018 House Vote: Someone else	22% (20)	2% (2)	19% (17)	46% (42)	11% (10)	90
2018 House Vote: Didnt Vote	23% (139)	7% (46)	18% (108)	44% (272)	8% (47)	612

Continued on next page

Table HR1_3: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Hulu

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	23% (517)	5% (115)	15% (322)	50% (1109)	6% (136)	2200
2016 Vote: Hillary Clinton	25% (178)	4% (25)	15% (103)	50% (353)	6% (41)	700
2016 Vote: Donald Trump	18% (119)	5% (32)	13% (82)	60% (392)	5% (30)	655
2016 Vote: Someone else	27% (50)	3% (6)	16% (29)	50% (91)	4% (6)	183
2016 Vote: Didn't Vote	26% (170)	8% (53)	16% (108)	41% (271)	9% (56)	657
Voted in 2014: Yes	22% (297)	4% (56)	14% (186)	56% (767)	5% (68)	1374
Voted in 2014: No	27% (220)	7% (59)	17% (137)	41% (343)	8% (68)	826
2012 Vote: Barack Obama	24% (195)	3% (26)	15% (123)	53% (431)	5% (40)	816
2012 Vote: Mitt Romney	18% (93)	5% (27)	11% (56)	62% (319)	4% (23)	517
2012 Vote: Other	26% (24)	2% (2)	19% (17)	50% (46)	4% (3)	92
2012 Vote: Didn't Vote	26% (204)	8% (60)	16% (126)	40% (310)	9% (70)	771
4-Region: Northeast	20% (79)	5% (18)	13% (52)	56% (219)	6% (25)	394
4-Region: Midwest	24% (113)	6% (26)	13% (59)	51% (235)	7% (31)	462
4-Region: South	23% (191)	5% (41)	16% (128)	51% (416)	6% (47)	824
4-Region: West	26% (134)	6% (30)	16% (83)	46% (239)	7% (34)	520
Watch TV: Every day	26% (274)	4% (43)	14% (148)	50% (521)	5% (54)	1039
Watch TV: Several times per week	26% (125)	6% (30)	17% (83)	47% (225)	4% (21)	484
Watch TV: About once per week	31% (49)	5% (8)	12% (20)	48% (76)	4% (7)	160
Watch TV: Several times per month	20% (26)	13% (17)	10% (13)	50% (63)	6% (8)	127
Watch TV: About once per month	26% (15)	5% (3)	22% (13)	44% (26)	4% (2)	59
Watch TV: Less often than once per month	12% (12)	6% (6)	16% (16)	59% (59)	6% (5)	99
Watch TV: Never	7% (17)	3% (8)	13% (30)	60% (138)	17% (40)	231
Watch Movies: Every day	34% (119)	4% (13)	15% (51)	43% (150)	5% (17)	350
Watch Movies: Several times per week	30% (171)	7% (41)	16% (93)	41% (238)	5% (31)	576
Watch Movies: About once per week	23% (94)	7% (27)	15% (62)	50% (204)	4% (17)	406
Watch Movies: Several times per month	23% (58)	5% (13)	16% (40)	52% (133)	4% (10)	254
Watch Movies: About once per month	19% (36)	6% (12)	15% (29)	54% (103)	5% (10)	190
Watch Movies: Less often than once per month	11% (22)	1% (2)	12% (25)	70% (145)	6% (13)	207
Watch Movies: Never	8% (17)	3% (7)	10% (21)	62% (135)	17% (38)	218

Continued on next page

Table HR1_3: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Hulu

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	23% (517)	5% (115)	15% (322)	50% (1109)	6% (136)	2200
Watch Sporting Events: Every day	24% (43)	1% (2)	14% (26)	52% (94)	9% (16)	181
Watch Sporting Events: Several times per week	19% (65)	4% (12)	17% (59)	56% (191)	4% (14)	342
Watch Sporting Events: About once per week	27% (59)	5% (11)	13% (29)	51% (112)	3% (7)	217
Watch Sporting Events: Several times per month	24% (40)	7% (11)	18% (30)	44% (73)	7% (12)	165
Watch Sporting Events: About once per month	30% (49)	7% (11)	22% (36)	39% (63)	2% (3)	162
Watch Sporting Events: Less often than once per month	22% (77)	6% (21)	15% (51)	54% (190)	3% (12)	351
Watch Sporting Events: Never	24% (184)	6% (47)	12% (92)	49% (386)	9% (72)	782
Cable TV: Currently subscribe	20% (210)	4% (41)	13% (142)	58% (624)	5% (55)	1073
Cable TV: Subscribed in past	33% (231)	6% (40)	17% (119)	41% (290)	4% (30)	709
Cable TV: Never subscribed	18% (76)	8% (35)	15% (62)	47% (196)	12% (50)	418
Sattelite TV: Currently subscribe	20% (98)	6% (28)	14% (69)	55% (274)	7% (33)	502
Sattelite TV: Subscribed in past	30% (171)	7% (37)	19% (106)	40% (226)	4% (23)	563
Sattelite TV: Never subscribed	22% (248)	4% (51)	13% (148)	54% (609)	7% (80)	1136
Streaming services: Currently subscribe	35% (448)	7% (87)	17% (216)	37% (466)	4% (48)	1265
Streaming services: Subscribed in past	10% (23)	4% (10)	21% (48)	57% (132)	8% (18)	231
Streaming services: Never subscribed	7% (46)	3% (19)	8% (59)	72% (511)	10% (70)	705
Film: An avid fan	30% (245)	5% (42)	18% (148)	42% (338)	5% (40)	813
Film: A casual fan	21% (235)	6% (64)	13% (149)	56% (636)	5% (59)	1143
Film: Not a fan	15% (37)	4% (9)	10% (25)	56% (136)	15% (37)	244
Television: An avid fan	27% (286)	4% (48)	15% (161)	49% (529)	5% (51)	1075
Television: A casual fan	21% (210)	6% (61)	14% (139)	52% (506)	6% (61)	977
Television: Not a fan	14% (21)	4% (6)	15% (22)	50% (75)	16% (24)	148
Music: An avid fan	28% (329)	5% (63)	18% (212)	45% (535)	5% (56)	1195
Music: A casual fan	19% (168)	6% (49)	11% (101)	58% (516)	6% (57)	891
Music: Not a fan	18% (20)	3% (3)	8% (9)	51% (58)	20% (23)	114
Fashion: An avid fan	30% (97)	6% (20)	22% (73)	37% (119)	5% (16)	326
Fashion: A casual fan	24% (219)	6% (52)	13% (123)	53% (490)	5% (47)	932
Fashion: Not a fan	21% (201)	5% (43)	13% (127)	53% (499)	8% (72)	942

Continued on next page

Table HR1_3: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Hulu

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	23% (517)	5% (115)	15% (322)	50% (1109)	6% (136)	2200
Evangelical	21% (129)	5% (28)	15% (93)	54% (325)	5% (32)	606
Non-Evangelical	24% (388)	6% (88)	14% (229)	49% (785)	7% (104)	1594
Frequent TV watchers	26% (398)	5% (73)	15% (231)	49% (747)	5% (75)	1524
Frequent movie watchers	31% (290)	6% (54)	16% (145)	42% (389)	5% (48)	926

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

Table HR1_4: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Sling Orange

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	2%	(38)	—	(6)	3%	(67)	32%	(709)	63%	(1380)	2200
Gender: Male	2%	(18)	—	(2)	3%	(28)	37%	(389)	59%	(625)	1062
Gender: Female	2%	(19)	—	(4)	3%	(39)	28%	(320)	66%	(756)	1138
Age: 18-29	3%	(12)	—	(2)	3%	(14)	29%	(137)	65%	(308)	474
Age: 30-44	2%	(12)	—	(1)	4%	(24)	36%	(192)	58%	(311)	539
Age: 45-54	1%	(5)	1%	(3)	3%	(11)	34%	(123)	61%	(223)	365
Age: 55-64	2%	(6)	—	(0)	3%	(13)	33%	(129)	61%	(237)	386
Age: 65+	1%	(2)	—	(0)	1%	(5)	29%	(129)	69%	(301)	436
Generation Z: 18-22	2%	(5)	1%	(2)	3%	(8)	25%	(59)	69%	(164)	238
Millennial: Age 23-38	2%	(14)	—	(1)	4%	(20)	35%	(199)	59%	(334)	568
Generation X: Age 39-54	2%	(10)	1%	(3)	4%	(21)	34%	(194)	60%	(345)	572
Boomers: Age 55-73	1%	(9)	—	(0)	3%	(18)	32%	(231)	64%	(463)	720
PID: Dem (no lean)	2%	(14)	—	(1)	3%	(23)	34%	(251)	61%	(451)	739
PID: Ind (no lean)	1%	(11)	—	(3)	3%	(20)	31%	(239)	65%	(509)	782
PID: Rep (no lean)	2%	(12)	—	(3)	4%	(24)	32%	(219)	62%	(421)	679
PID/Gender: Dem Men	1%	(4)	—	(1)	3%	(9)	38%	(126)	58%	(196)	335
PID/Gender: Dem Women	2%	(10)	—	(0)	4%	(14)	31%	(125)	63%	(255)	404
PID/Gender: Ind Men	1%	(4)	—	(1)	2%	(9)	37%	(147)	60%	(240)	401
PID/Gender: Ind Women	2%	(7)	1%	(2)	3%	(11)	24%	(92)	71%	(268)	381
PID/Gender: Rep Men	3%	(10)	—	(1)	3%	(10)	36%	(116)	58%	(189)	326
PID/Gender: Rep Women	1%	(2)	1%	(2)	4%	(14)	29%	(103)	66%	(232)	353
Ideo: Liberal (1-3)	2%	(13)	—	(3)	4%	(23)	32%	(212)	62%	(405)	655
Ideo: Moderate (4)	2%	(9)	—	(0)	4%	(18)	37%	(173)	58%	(272)	472
Ideo: Conservative (5-7)	1%	(9)	—	(3)	3%	(21)	34%	(257)	62%	(470)	759

Continued on next page

Table HR1_4: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Sling Orange

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	2%	(38)	—	(6)	3%	(67)	32%	(709)	63%	(1380)	2200
Educ: < College	2%	(23)	—	(5)	2%	(35)	32%	(480)	64%	(968)	1512
Educ: Bachelors degree	2%	(8)	—	(0)	5%	(21)	33%	(148)	60%	(267)	444
Educ: Post-grad	3%	(7)	—	(1)	4%	(11)	33%	(81)	59%	(145)	244
Income: Under 50k	2%	(24)	—	(5)	3%	(32)	31%	(368)	64%	(760)	1189
Income: 50k-100k	1%	(7)	—	(1)	4%	(27)	33%	(224)	62%	(421)	680
Income: 100k+	2%	(6)	—	(0)	2%	(8)	36%	(118)	60%	(199)	331
Ethnicity: White	2%	(27)	—	(2)	3%	(57)	32%	(559)	63%	(1076)	1722
Ethnicity: Hispanic	4%	(15)	—	(1)	3%	(10)	32%	(112)	61%	(213)	349
Ethnicity: Afr. Am.	2%	(4)	1%	(2)	3%	(7)	30%	(81)	66%	(180)	274
Ethnicity: Other	3%	(7)	1%	(1)	1%	(3)	34%	(69)	61%	(124)	204
Relig: Protestant	1%	(8)	—	(0)	3%	(16)	35%	(181)	60%	(306)	510
Relig: Roman Catholic	1%	(5)	1%	(3)	3%	(12)	32%	(120)	63%	(241)	381
Relig: Ath./Agn./None	2%	(15)	—	(2)	3%	(23)	30%	(212)	64%	(445)	697
Relig: Something Else	1%	(5)	—	(1)	3%	(10)	31%	(108)	64%	(225)	349
Relig: Jewish	—	(0)	—	(0)	2%	(1)	27%	(15)	71%	(40)	56
Relig: All Christian	2%	(19)	—	(3)	3%	(34)	34%	(389)	62%	(710)	1154
Relig: All Non-Christian	2%	(19)	—	(3)	3%	(34)	31%	(320)	64%	(670)	1046
Community: Urban	3%	(14)	—	(1)	3%	(16)	34%	(181)	60%	(321)	533
Community: Suburban	2%	(18)	—	(2)	3%	(32)	35%	(358)	60%	(620)	1030
Community: Rural	1%	(6)	—	(2)	3%	(19)	27%	(170)	69%	(439)	638
Employ: Private Sector	2%	(16)	—	(1)	4%	(27)	37%	(247)	57%	(380)	671
Employ: Government	4%	(6)	—	(1)	5%	(8)	32%	(52)	59%	(94)	161
Employ: Self-Employed	2%	(4)	1%	(2)	4%	(7)	34%	(60)	59%	(104)	176
Employ: Homemaker	—	(1)	—	(0)	5%	(7)	26%	(36)	68%	(95)	139
Employ: Student	1%	(2)	1%	(1)	4%	(5)	27%	(34)	67%	(86)	127
Employ: Retired	—	(2)	—	(0)	2%	(8)	31%	(146)	66%	(310)	467
Employ: Unemployed	2%	(5)	—	(0)	2%	(4)	26%	(60)	71%	(166)	236
Employ: Other	1%	(2)	1%	(2)	1%	(3)	33%	(73)	64%	(144)	225

Continued on next page

Table HR1_4: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Sling Orange

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	2%	(38)	—	(6)	3%	(67)	32%	(709)	63%	(1380)	2200
Military HH: Yes	1%	(3)	—	(1)	2%	(7)	36%	(144)	61%	(241)	396
Military HH: No	2%	(34)	—	(5)	3%	(60)	31%	(565)	63%	(1140)	1804
RD/WT: Right Direction	1%	(7)	—	(3)	2%	(18)	32%	(271)	65%	(554)	852
RD/WT: Wrong Track	2%	(31)	—	(3)	4%	(49)	33%	(438)	61%	(827)	1348
Trump Job Approve	1%	(11)	—	(3)	3%	(27)	32%	(278)	64%	(562)	881
Trump Job Disapprove	2%	(27)	—	(3)	3%	(38)	33%	(394)	61%	(719)	1180
Trump Job Strongly Approve	2%	(7)	1%	(3)	2%	(8)	33%	(152)	63%	(290)	460
Trump Job Somewhat Approve	1%	(3)	—	(1)	5%	(19)	30%	(126)	65%	(272)	421
Trump Job Somewhat Disapprove	1%	(2)	—	(1)	4%	(10)	39%	(106)	57%	(156)	275
Trump Job Strongly Disapprove	3%	(25)	—	(2)	3%	(28)	32%	(287)	62%	(563)	906
Favorable of Trump	1%	(10)	—	(4)	3%	(26)	32%	(282)	63%	(546)	869
Unfavorable of Trump	2%	(28)	—	(2)	3%	(38)	33%	(381)	62%	(719)	1168
Very Favorable of Trump	1%	(6)	1%	(3)	2%	(10)	32%	(156)	64%	(306)	480
Somewhat Favorable of Trump	1%	(4)	—	(1)	4%	(17)	32%	(126)	62%	(241)	388
Somewhat Unfavorable of Trump	1%	(2)	—	(0)	5%	(12)	31%	(69)	63%	(140)	224
Very Unfavorable of Trump	3%	(25)	—	(2)	3%	(26)	33%	(312)	61%	(579)	944
#1 Issue: Economy	3%	(17)	—	(0)	3%	(16)	34%	(196)	60%	(340)	569
#1 Issue: Security	1%	(4)	1%	(3)	4%	(17)	32%	(142)	62%	(276)	443
#1 Issue: Health Care	2%	(7)	—	(0)	3%	(11)	38%	(138)	57%	(211)	368
#1 Issue: Medicare / Social Security	—	(1)	—	(0)	1%	(5)	28%	(90)	70%	(223)	318
#1 Issue: Women's Issues	2%	(2)	2%	(2)	6%	(7)	25%	(30)	66%	(78)	119
#1 Issue: Education	2%	(3)	—	(0)	2%	(4)	32%	(48)	63%	(94)	148
#1 Issue: Energy	1%	(1)	1%	(1)	4%	(5)	33%	(37)	61%	(68)	111
#1 Issue: Other	2%	(3)	—	(0)	2%	(3)	23%	(28)	73%	(90)	123
2018 House Vote: Democrat	2%	(18)	—	(1)	3%	(26)	36%	(278)	58%	(456)	779
2018 House Vote: Republican	2%	(12)	—	(1)	3%	(22)	35%	(248)	60%	(430)	713
2018 House Vote: Someone else	—	(0)	—	(0)	1%	(1)	31%	(28)	68%	(61)	90
2018 House Vote: Didnt Vote	1%	(8)	—	(2)	3%	(18)	25%	(154)	70%	(431)	612

Continued on next page

Table HR1_4: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Sling Orange

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	2%	(38)	—	(6)	3%	(67)	32%	(709)	63%	(1380)	2200
2016 Vote: Hillary Clinton	2%	(12)	—	(1)	3%	(22)	35%	(246)	60%	(420)	700
2016 Vote: Donald Trump	1%	(7)	—	(3)	3%	(20)	34%	(221)	62%	(405)	655
2016 Vote: Someone else	3%	(6)	—	(0)	4%	(7)	36%	(65)	57%	(105)	183
2016 Vote: Didnt Vote	2%	(13)	—	(3)	3%	(18)	27%	(175)	68%	(448)	657
Voted in 2014: Yes	1%	(19)	—	(4)	3%	(42)	35%	(483)	60%	(826)	1374
Voted in 2014: No	2%	(18)	—	(2)	3%	(25)	27%	(227)	67%	(555)	826
2012 Vote: Barack Obama	2%	(16)	—	(1)	3%	(24)	36%	(293)	59%	(483)	816
2012 Vote: Mitt Romney	1%	(6)	—	(3)	4%	(19)	33%	(169)	62%	(321)	517
2012 Vote: Other	—	(0)	—	(0)	1%	(1)	36%	(33)	64%	(58)	92
2012 Vote: Didn't Vote	2%	(16)	—	(3)	3%	(23)	28%	(215)	67%	(514)	771
4-Region: Northeast	2%	(7)	1%	(5)	4%	(15)	28%	(110)	65%	(257)	394
4-Region: Midwest	3%	(12)	—	(0)	3%	(12)	35%	(164)	60%	(275)	462
4-Region: South	1%	(11)	—	(1)	3%	(25)	32%	(264)	64%	(524)	824
4-Region: West	2%	(8)	—	(1)	3%	(15)	33%	(172)	62%	(324)	520
Watch TV: Every day	2%	(22)	—	(3)	4%	(36)	34%	(355)	60%	(623)	1039
Watch TV: Several times per week	2%	(8)	—	(1)	3%	(14)	35%	(170)	60%	(292)	484
Watch TV: About once per week	3%	(4)	—	(0)	2%	(4)	27%	(43)	68%	(109)	160
Watch TV: Several times per month	2%	(2)	1%	(2)	3%	(3)	32%	(41)	62%	(78)	127
Watch TV: About once per month	1%	(1)	—	(0)	5%	(3)	25%	(15)	70%	(41)	59
Watch TV: Less often than once per month	—	(0)	—	(0)	4%	(4)	32%	(32)	63%	(62)	99
Watch TV: Never	1%	(1)	—	(0)	1%	(3)	23%	(54)	75%	(174)	231
Watch Movies: Every day	4%	(13)	1%	(3)	3%	(11)	28%	(97)	64%	(225)	350
Watch Movies: Several times per week	1%	(8)	—	(2)	4%	(22)	39%	(227)	55%	(317)	576
Watch Movies: About once per week	3%	(13)	—	(0)	4%	(15)	33%	(134)	60%	(243)	406
Watch Movies: Several times per month	—	(1)	—	(1)	2%	(6)	30%	(75)	67%	(170)	254
Watch Movies: About once per month	1%	(2)	—	(0)	2%	(3)	29%	(55)	68%	(129)	190
Watch Movies: Less often than once per month	—	(0)	—	(0)	3%	(6)	31%	(63)	67%	(138)	207
Watch Movies: Never	—	(0)	—	(0)	2%	(3)	26%	(57)	72%	(158)	218

Continued on next page

Table HR1_4: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Sling Orange

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	2%	(38)	—	(6)	3%	(67)	32%	(709)	63%	(1380)	2200
Watch Sporting Events: Every day	4%	(7)	—	(0)	3%	(5)	41%	(74)	53%	(95)	181
Watch Sporting Events: Several times per week	1%	(3)	1%	(2)	4%	(13)	39%	(132)	56%	(192)	342
Watch Sporting Events: About once per week	1%	(1)	—	(0)	3%	(7)	36%	(77)	61%	(132)	217
Watch Sporting Events: Several times per month	3%	(5)	—	(0)	2%	(3)	35%	(58)	60%	(99)	165
Watch Sporting Events: About once per month	4%	(6)	—	(0)	3%	(5)	41%	(67)	52%	(84)	162
Watch Sporting Events: Less often than once per month	3%	(9)	1%	(3)	3%	(10)	28%	(98)	66%	(230)	351
Watch Sporting Events: Never	1%	(5)	—	(1)	3%	(24)	26%	(203)	70%	(548)	782
Cable TV: Currently subscribe	1%	(14)	—	(4)	2%	(18)	33%	(358)	63%	(678)	1073
Cable TV: Subscribed in past	3%	(21)	—	(1)	6%	(43)	32%	(226)	59%	(418)	709
Cable TV: Never subscribed	1%	(2)	—	(1)	2%	(7)	30%	(124)	68%	(284)	418
Sattelite TV: Currently subscribe	1%	(6)	—	(1)	1%	(6)	34%	(173)	63%	(316)	502
Sattelite TV: Subscribed in past	3%	(17)	1%	(4)	5%	(30)	31%	(177)	60%	(336)	563
Sattelite TV: Never subscribed	1%	(15)	—	(1)	3%	(31)	32%	(360)	64%	(729)	1136
Streaming services: Currently subscribe	2%	(31)	—	(4)	5%	(57)	35%	(438)	58%	(735)	1265
Streaming services: Subscribed in past	1%	(3)	1%	(1)	2%	(5)	27%	(62)	69%	(159)	231
Streaming services: Never subscribed	—	(3)	—	(0)	1%	(5)	30%	(209)	69%	(487)	705
Film: An avid fan	2%	(19)	—	(4)	4%	(35)	36%	(291)	57%	(464)	813
Film: A casual fan	1%	(17)	—	(1)	3%	(30)	32%	(368)	64%	(726)	1143
Film: Not a fan	1%	(1)	—	(1)	1%	(2)	21%	(50)	78%	(190)	244
Television: An avid fan	2%	(23)	—	(4)	4%	(38)	34%	(366)	60%	(643)	1075
Television: A casual fan	1%	(14)	—	(1)	2%	(23)	32%	(315)	64%	(624)	977
Television: Not a fan	—	(1)	—	(1)	4%	(6)	19%	(28)	76%	(113)	148
Music: An avid fan	3%	(31)	—	(2)	4%	(43)	35%	(416)	59%	(703)	1195
Music: A casual fan	1%	(6)	—	(3)	3%	(22)	29%	(263)	67%	(596)	891
Music: Not a fan	—	(0)	1%	(1)	1%	(1)	27%	(31)	71%	(81)	114
Fashion: An avid fan	4%	(13)	—	(0)	2%	(8)	33%	(109)	60%	(196)	326
Fashion: A casual fan	1%	(13)	1%	(5)	3%	(29)	36%	(332)	59%	(553)	932
Fashion: Not a fan	1%	(12)	—	(1)	3%	(30)	29%	(269)	67%	(630)	942

Continued on next page

Table HR1_4: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Sling Orange

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	2%	(38)	—	(6)	3%	(67)	32%	(709)	63%	(1380)	2200
Evangelical	2%	(12)	—	(0)	3%	(17)	35%	(209)	61%	(368)	606
Non-Evangelical	2%	(26)	—	(6)	3%	(50)	31%	(500)	64%	(1012)	1594
Frequent TV watchers	2%	(29)	—	(4)	3%	(50)	34%	(525)	60%	(916)	1524
Frequent movie watchers	2%	(22)	—	(5)	4%	(34)	35%	(324)	59%	(542)	926

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

Table HR1_5: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Crackle

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	6%	(124)	1%	(24)	7%	(164)	39%	(868)	46%	(1021)	2200
Gender: Male	7%	(74)	1%	(10)	9%	(97)	46%	(488)	37%	(393)	1062
Gender: Female	4%	(50)	1%	(14)	6%	(67)	33%	(380)	55%	(628)	1138
Age: 18-29	5%	(22)	1%	(7)	9%	(43)	40%	(189)	45%	(213)	474
Age: 30-44	8%	(43)	2%	(9)	11%	(58)	39%	(213)	40%	(217)	539
Age: 45-54	7%	(27)	1%	(3)	10%	(36)	41%	(148)	41%	(151)	365
Age: 55-64	5%	(21)	1%	(4)	4%	(16)	42%	(163)	47%	(182)	386
Age: 65+	3%	(12)	—	(2)	3%	(11)	35%	(155)	59%	(258)	436
Generation Z: 18-22	4%	(9)	2%	(4)	7%	(17)	39%	(92)	49%	(116)	238
Millennial: Age 23-38	8%	(44)	2%	(9)	10%	(57)	41%	(230)	40%	(227)	568
Generation X: Age 39-54	7%	(38)	1%	(5)	11%	(63)	40%	(228)	42%	(238)	572
Boomers: Age 55-73	4%	(31)	1%	(6)	4%	(25)	41%	(296)	50%	(363)	720
PID: Dem (no lean)	7%	(51)	1%	(10)	7%	(55)	43%	(318)	41%	(306)	739
PID: Ind (no lean)	5%	(43)	1%	(7)	10%	(77)	38%	(297)	46%	(358)	782
PID: Rep (no lean)	4%	(30)	1%	(7)	5%	(32)	37%	(253)	53%	(357)	679
PID/Gender: Dem Men	8%	(25)	—	(1)	8%	(28)	53%	(177)	31%	(105)	335
PID/Gender: Dem Women	6%	(26)	2%	(9)	7%	(27)	35%	(141)	50%	(201)	404
PID/Gender: Ind Men	8%	(33)	1%	(5)	13%	(51)	43%	(171)	35%	(141)	401
PID/Gender: Ind Women	3%	(10)	1%	(2)	7%	(26)	33%	(126)	57%	(217)	381
PID/Gender: Rep Men	5%	(16)	1%	(4)	6%	(18)	43%	(141)	45%	(148)	326
PID/Gender: Rep Women	4%	(15)	1%	(3)	4%	(13)	32%	(113)	59%	(209)	353
Ideo: Liberal (1-3)	5%	(35)	1%	(6)	9%	(56)	42%	(274)	43%	(284)	655
Ideo: Moderate (4)	8%	(36)	1%	(6)	6%	(28)	41%	(192)	45%	(211)	472
Ideo: Conservative (5-7)	6%	(43)	1%	(11)	6%	(48)	38%	(290)	48%	(368)	759

Continued on next page

Table HR1_5: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Crackle

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	6% (124)	1% (24)	7% (164)	39% (868)	46% (1021)	2200
Educ: < College	6% (91)	1% (16)	8% (121)	40% (603)	45% (681)	1512
Educ: Bachelors degree	5% (22)	1% (5)	6% (25)	39% (174)	49% (219)	444
Educ: Post-grad	5% (11)	1% (3)	7% (18)	37% (91)	50% (121)	244
Income: Under 50k	6% (71)	1% (15)	9% (112)	39% (468)	44% (524)	1189
Income: 50k-100k	6% (38)	1% (4)	5% (36)	38% (259)	50% (343)	680
Income: 100k+	5% (15)	1% (5)	5% (16)	42% (140)	47% (154)	331
Ethnicity: White	5% (81)	1% (16)	7% (113)	40% (682)	48% (830)	1722
Ethnicity: Hispanic	5% (19)	2% (7)	9% (33)	36% (127)	47% (163)	349
Ethnicity: Afr. Am.	8% (23)	2% (5)	13% (36)	40% (111)	36% (100)	274
Ethnicity: Other	10% (20)	2% (3)	7% (14)	37% (75)	45% (91)	204
Relig: Protestant	5% (23)	2% (9)	5% (25)	40% (202)	49% (251)	510
Relig: Roman Catholic	5% (18)	2% (8)	5% (18)	38% (144)	51% (194)	381
Relig: Ath./Agn./None	8% (53)	1% (4)	9% (62)	41% (285)	42% (294)	697
Relig: Something Else	4% (14)	1% (3)	10% (37)	42% (147)	43% (149)	349
Relig: Jewish	3% (2)	— (0)	1% (1)	54% (30)	42% (24)	56
Relig: All Christian	5% (57)	1% (17)	6% (65)	38% (436)	50% (578)	1154
Relig: All Non-Christian	6% (67)	1% (7)	9% (99)	41% (431)	42% (443)	1046
Community: Urban	6% (33)	1% (5)	10% (55)	39% (207)	44% (233)	533
Community: Suburban	5% (56)	1% (15)	6% (57)	42% (432)	46% (470)	1030
Community: Rural	6% (35)	1% (5)	8% (52)	36% (228)	50% (318)	638
Employ: Private Sector	6% (43)	2% (13)	8% (53)	44% (293)	40% (269)	671
Employ: Government	8% (12)	1% (1)	6% (9)	35% (56)	51% (82)	161
Employ: Self-Employed	6% (11)	— (0)	7% (12)	45% (79)	42% (74)	176
Employ: Homemaker	7% (10)	2% (3)	9% (12)	31% (44)	51% (71)	139
Employ: Student	2% (2)	3% (4)	7% (9)	34% (43)	54% (69)	127
Employ: Retired	4% (18)	— (1)	4% (18)	35% (161)	58% (269)	467
Employ: Unemployed	6% (14)	— (1)	11% (27)	43% (102)	39% (93)	236
Employ: Other	7% (15)	— (1)	11% (24)	40% (90)	42% (95)	225

Continued on next page

Table HR1_5: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Crackle

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	6% (124)	1% (24)	7% (164)	39% (868)	46% (1021)	2200
Military HH: Yes	5% (21)	1% (2)	7% (27)	40% (159)	47% (187)	396
Military HH: No	6% (103)	1% (22)	8% (136)	39% (709)	46% (834)	1804
RD/WT: Right Direction	6% (48)	1% (9)	7% (63)	36% (308)	50% (424)	852
RD/WT: Wrong Track	6% (76)	1% (15)	7% (100)	42% (560)	44% (596)	1348
Trump Job Approve	6% (49)	2% (14)	7% (58)	36% (321)	50% (439)	881
Trump Job Disapprove	6% (72)	1% (9)	8% (90)	43% (505)	43% (504)	1180
Trump Job Strongly Approve	5% (22)	1% (5)	7% (32)	36% (166)	51% (235)	460
Trump Job Somewhat Approve	6% (27)	2% (9)	6% (26)	37% (155)	48% (204)	421
Trump Job Somewhat Disapprove	7% (18)	1% (4)	10% (26)	44% (121)	38% (105)	275
Trump Job Strongly Disapprove	6% (54)	1% (5)	7% (64)	42% (384)	44% (398)	906
Favorable of Trump	6% (49)	1% (12)	7% (60)	35% (305)	51% (442)	869
Unfavorable of Trump	6% (71)	1% (9)	8% (97)	42% (495)	42% (495)	1168
Very Favorable of Trump	5% (24)	1% (4)	7% (35)	35% (168)	52% (250)	480
Somewhat Favorable of Trump	7% (26)	2% (9)	6% (25)	35% (138)	49% (191)	388
Somewhat Unfavorable of Trump	6% (13)	— (0)	9% (20)	43% (97)	42% (94)	224
Very Unfavorable of Trump	6% (58)	1% (9)	8% (77)	42% (399)	43% (401)	944
#1 Issue: Economy	6% (34)	1% (7)	7% (42)	42% (238)	44% (248)	569
#1 Issue: Security	6% (27)	2% (7)	5% (23)	38% (169)	49% (218)	443
#1 Issue: Health Care	6% (21)	— (2)	11% (40)	47% (174)	36% (131)	368
#1 Issue: Medicare / Social Security	4% (13)	— (1)	6% (18)	38% (121)	52% (165)	318
#1 Issue: Women's Issues	5% (6)	— (0)	12% (14)	32% (37)	52% (61)	119
#1 Issue: Education	9% (13)	1% (2)	5% (8)	31% (47)	53% (78)	148
#1 Issue: Energy	5% (6)	4% (5)	6% (7)	42% (46)	43% (48)	111
#1 Issue: Other	4% (5)	1% (1)	9% (11)	29% (35)	58% (71)	123
2018 House Vote: Democrat	6% (50)	1% (8)	7% (53)	44% (341)	42% (327)	779
2018 House Vote: Republican	5% (37)	1% (6)	5% (33)	38% (269)	52% (368)	713
2018 House Vote: Someone else	4% (4)	1% (1)	7% (6)	28% (26)	60% (55)	90
2018 House Vote: Didnt Vote	5% (33)	2% (9)	12% (71)	38% (231)	44% (267)	612

Continued on next page

Table HR1_5: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Crackle

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	6% (124)	1% (24)	7% (164)	39% (868)	46% (1021)	2200
2016 Vote: Hillary Clinton	6% (39)	1% (4)	7% (50)	43% (304)	43% (303)	700
2016 Vote: Donald Trump	6% (36)	1% (4)	5% (32)	36% (239)	52% (344)	655
2016 Vote: Someone else	6% (11)	2% (3)	7% (12)	32% (59)	53% (98)	183
2016 Vote: Didnt Vote	6% (37)	2% (12)	11% (69)	40% (266)	41% (272)	657
Voted in 2014: Yes	6% (79)	1% (13)	6% (77)	39% (542)	48% (661)	1374
Voted in 2014: No	5% (45)	1% (11)	10% (86)	39% (325)	43% (359)	826
2012 Vote: Barack Obama	7% (55)	1% (7)	7% (56)	41% (336)	44% (361)	816
2012 Vote: Mitt Romney	4% (21)	1% (4)	4% (23)	38% (195)	53% (274)	517
2012 Vote: Other	9% (8)	4% (4)	5% (4)	32% (29)	51% (47)	92
2012 Vote: Didn't Vote	5% (39)	1% (9)	10% (81)	39% (304)	44% (338)	771
4-Region: Northeast	7% (26)	1% (4)	8% (30)	36% (142)	49% (192)	394
4-Region: Midwest	4% (19)	1% (4)	7% (32)	39% (182)	49% (225)	462
4-Region: South	6% (48)	2% (15)	8% (69)	40% (330)	44% (363)	824
4-Region: West	6% (31)	— (1)	6% (32)	41% (214)	46% (241)	520
Watch TV: Every day	7% (73)	1% (11)	8% (83)	41% (430)	43% (443)	1039
Watch TV: Several times per week	6% (29)	2% (8)	6% (30)	45% (220)	41% (197)	484
Watch TV: About once per week	5% (8)	1% (1)	12% (18)	37% (58)	46% (74)	160
Watch TV: Several times per month	4% (5)	3% (4)	5% (6)	39% (49)	50% (63)	127
Watch TV: About once per month	6% (3)	— (0)	15% (9)	23% (14)	57% (34)	59
Watch TV: Less often than once per month	2% (2)	— (0)	12% (12)	39% (38)	47% (46)	99
Watch TV: Never	1% (3)	— (0)	2% (5)	25% (58)	71% (165)	231
Watch Movies: Every day	12% (41)	1% (5)	10% (33)	44% (153)	34% (117)	350
Watch Movies: Several times per week	8% (44)	2% (10)	11% (64)	44% (252)	36% (206)	576
Watch Movies: About once per week	6% (24)	1% (3)	9% (34)	37% (151)	48% (194)	406
Watch Movies: Several times per month	3% (6)	1% (2)	5% (12)	44% (111)	48% (122)	254
Watch Movies: About once per month	2% (4)	1% (2)	3% (6)	36% (68)	58% (110)	190
Watch Movies: Less often than once per month	1% (2)	1% (1)	6% (12)	34% (71)	59% (121)	207
Watch Movies: Never	1% (3)	— (0)	1% (2)	29% (62)	69% (151)	218

Continued on next page

Table HR1_5: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Crackle

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	6% (124)	1% (24)	7% (164)	39% (868)	46% (1021)	2200
Watch Sporting Events: Every day	12% (22)	— (0)	7% (13)	45% (82)	35% (64)	181
Watch Sporting Events: Several times per week	6% (21)	1% (2)	8% (29)	47% (160)	38% (130)	342
Watch Sporting Events: About once per week	7% (16)	1% (1)	10% (21)	42% (91)	41% (89)	217
Watch Sporting Events: Several times per month	4% (7)	2% (3)	6% (11)	43% (72)	44% (73)	165
Watch Sporting Events: About once per month	5% (8)	3% (4)	12% (20)	32% (52)	48% (78)	162
Watch Sporting Events: Less often than once per month	4% (14)	1% (4)	7% (25)	42% (147)	46% (162)	351
Watch Sporting Events: Never	5% (36)	1% (10)	6% (45)	34% (265)	54% (426)	782
Cable TV: Currently subscribe	5% (57)	1% (8)	5% (53)	41% (441)	48% (513)	1073
Cable TV: Subscribed in past	7% (49)	2% (15)	11% (75)	38% (271)	42% (298)	709
Cable TV: Never subscribed	4% (17)	— (1)	9% (36)	37% (155)	50% (209)	418
Sattelite TV: Currently subscribe	4% (21)	1% (6)	6% (30)	37% (184)	52% (260)	502
Sattelite TV: Subscribed in past	7% (41)	1% (6)	8% (46)	43% (241)	41% (229)	563
Sattelite TV: Never subscribed	6% (63)	1% (11)	8% (87)	39% (443)	47% (532)	1136
Streaming services: Currently subscribe	8% (104)	2% (21)	9% (109)	44% (560)	37% (471)	1265
Streaming services: Subscribed in past	4% (10)	1% (2)	12% (27)	30% (69)	53% (122)	231
Streaming services: Never subscribed	1% (10)	— (0)	4% (28)	34% (238)	61% (428)	705
Film: An avid fan	9% (75)	1% (12)	12% (95)	41% (331)	37% (301)	813
Film: A casual fan	4% (43)	1% (12)	5% (59)	41% (468)	49% (561)	1143
Film: Not a fan	3% (7)	— (1)	4% (9)	28% (69)	65% (159)	244
Television: An avid fan	8% (86)	1% (13)	9% (96)	41% (441)	41% (439)	1075
Television: A casual fan	4% (37)	1% (9)	6% (61)	39% (383)	50% (487)	977
Television: Not a fan	1% (2)	1% (1)	5% (7)	29% (43)	64% (94)	148
Music: An avid fan	7% (83)	1% (16)	9% (113)	41% (484)	42% (498)	1195
Music: A casual fan	4% (38)	1% (6)	5% (48)	38% (341)	51% (458)	891
Music: Not a fan	3% (3)	2% (2)	2% (2)	37% (42)	56% (64)	114
Fashion: An avid fan	9% (30)	2% (5)	12% (38)	38% (124)	40% (129)	326
Fashion: A casual fan	4% (40)	1% (12)	8% (70)	37% (349)	49% (461)	932
Fashion: Not a fan	6% (54)	1% (7)	6% (55)	42% (395)	46% (431)	942

Continued on next page

Table HR1_5: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Crackle

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	6% (124)	1% (24)	7% (164)	39% (868)	46% (1021)	2200
Evangelical	6% (35)	2% (13)	7% (41)	35% (215)	50% (302)	606
Non-Evangelical	6% (89)	1% (11)	8% (122)	41% (653)	45% (718)	1594
Frequent TV watchers	7% (102)	1% (19)	7% (113)	43% (650)	42% (640)	1524
Frequent movie watchers	9% (85)	2% (15)	11% (98)	44% (405)	35% (323)	926

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

Table HR1_6: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
HBOGo / HBO Now

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	12%	(269)	2%	(54)	14%	(311)	52%	(1154)	19%	(412)	2200
Gender: Male	12%	(130)	2%	(21)	14%	(145)	55%	(589)	17%	(177)	1062
Gender: Female	12%	(139)	3%	(34)	15%	(166)	50%	(565)	21%	(234)	1138
Age: 18-29	13%	(60)	3%	(16)	12%	(56)	49%	(232)	23%	(110)	474
Age: 30-44	18%	(99)	3%	(14)	18%	(95)	47%	(253)	14%	(78)	539
Age: 45-54	13%	(47)	2%	(7)	16%	(59)	57%	(206)	13%	(46)	365
Age: 55-64	10%	(38)	2%	(7)	15%	(57)	53%	(205)	20%	(79)	386
Age: 65+	6%	(26)	2%	(11)	10%	(45)	59%	(256)	23%	(98)	436
Generation Z: 18-22	11%	(26)	3%	(8)	11%	(26)	47%	(113)	27%	(65)	238
Millennial: Age 23-38	17%	(96)	3%	(18)	16%	(92)	49%	(276)	15%	(86)	568
Generation X: Age 39-54	15%	(83)	2%	(11)	16%	(92)	53%	(303)	14%	(83)	572
Boomers: Age 55-73	8%	(60)	2%	(17)	13%	(92)	55%	(399)	21%	(152)	720
PID: Dem (no lean)	17%	(125)	3%	(21)	14%	(103)	51%	(380)	15%	(110)	739
PID: Ind (no lean)	9%	(72)	3%	(20)	16%	(122)	49%	(385)	23%	(183)	782
PID: Rep (no lean)	11%	(72)	2%	(13)	13%	(86)	57%	(389)	17%	(119)	679
PID/Gender: Dem Men	17%	(58)	3%	(10)	14%	(47)	55%	(186)	11%	(35)	335
PID/Gender: Dem Women	17%	(68)	3%	(12)	14%	(56)	48%	(194)	18%	(75)	404
PID/Gender: Ind Men	9%	(38)	2%	(8)	14%	(58)	53%	(212)	21%	(86)	401
PID/Gender: Ind Women	9%	(34)	3%	(12)	17%	(64)	45%	(173)	26%	(97)	381
PID/Gender: Rep Men	11%	(35)	1%	(3)	12%	(40)	59%	(191)	17%	(56)	326
PID/Gender: Rep Women	11%	(37)	3%	(10)	13%	(46)	56%	(198)	18%	(62)	353
Ideo: Liberal (1-3)	18%	(118)	3%	(18)	13%	(87)	52%	(341)	14%	(91)	655
Ideo: Moderate (4)	13%	(63)	2%	(12)	17%	(78)	50%	(236)	17%	(83)	472
Ideo: Conservative (5-7)	10%	(74)	3%	(20)	13%	(99)	56%	(422)	19%	(144)	759

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Table HR1_6: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
HBOGo / HBO Now

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	12% (269)	2% (54)	14% (311)	52% (1154)	19% (412)	2200
Educ: < College	10% (153)	2% (33)	16% (238)	52% (792)	20% (296)	1512
Educ: Bachelors degree	15% (68)	3% (14)	10% (44)	55% (245)	16% (72)	444
Educ: Post-grad	19% (47)	3% (8)	12% (29)	48% (116)	18% (44)	244
Income: Under 50k	8% (93)	2% (26)	15% (182)	53% (635)	21% (254)	1189
Income: 50k-100k	16% (107)	3% (19)	14% (98)	50% (342)	17% (114)	680
Income: 100k+	21% (69)	3% (10)	9% (31)	53% (177)	13% (44)	331
Ethnicity: White	12% (212)	2% (41)	14% (233)	53% (917)	19% (319)	1722
Ethnicity: Hispanic	11% (40)	3% (11)	18% (63)	50% (174)	17% (61)	349
Ethnicity: Afr. Am.	11% (31)	3% (7)	19% (52)	50% (137)	17% (46)	274
Ethnicity: Other	13% (26)	3% (6)	13% (26)	49% (100)	23% (47)	204
Relig: Protestant	8% (42)	2% (8)	10% (53)	60% (304)	20% (102)	510
Relig: Roman Catholic	14% (54)	4% (16)	14% (53)	51% (195)	17% (64)	381
Relig: Ath./Agn./None	15% (105)	2% (15)	13% (91)	50% (348)	20% (137)	697
Relig: Something Else	11% (37)	2% (8)	18% (62)	49% (173)	20% (69)	349
Relig: Jewish	12% (7)	6% (3)	14% (8)	58% (32)	10% (5)	56
Relig: All Christian	11% (128)	3% (31)	14% (158)	55% (633)	18% (205)	1154
Relig: All Non-Christian	14% (142)	2% (24)	15% (153)	50% (521)	20% (207)	1046
Community: Urban	14% (73)	3% (14)	13% (68)	51% (272)	20% (105)	533
Community: Suburban	14% (146)	2% (25)	14% (140)	54% (553)	16% (166)	1030
Community: Rural	8% (50)	2% (16)	16% (103)	51% (328)	22% (141)	638
Employ: Private Sector	18% (120)	4% (24)	17% (114)	48% (320)	14% (93)	671
Employ: Government	21% (33)	3% (5)	11% (17)	48% (76)	18% (29)	161
Employ: Self-Employed	10% (17)	1% (2)	18% (32)	54% (95)	17% (30)	176
Employ: Homemaker	13% (18)	— (0)	11% (15)	60% (84)	15% (21)	139
Employ: Student	19% (25)	3% (4)	7% (8)	48% (61)	23% (30)	127
Employ: Retired	5% (24)	2% (9)	12% (54)	58% (270)	23% (109)	467
Employ: Unemployed	7% (17)	1% (3)	12% (27)	57% (133)	23% (55)	236
Employ: Other	7% (16)	3% (7)	19% (43)	51% (115)	19% (44)	225

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Table HR1_6: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
HBOGo / HBO Now

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	12% (269)	2% (54)	14% (311)	52% (1154)	19% (412)	2200
Military HH: Yes	11% (43)	2% (10)	14% (55)	58% (230)	15% (58)	396
Military HH: No	13% (226)	2% (45)	14% (256)	51% (924)	20% (353)	1804
RD/WT: Right Direction	10% (83)	2% (18)	14% (123)	53% (455)	20% (173)	852
RD/WT: Wrong Track	14% (186)	3% (36)	14% (188)	52% (699)	18% (238)	1348
Trump Job Approve	11% (95)	3% (24)	16% (140)	53% (465)	18% (156)	881
Trump Job Disapprove	14% (166)	2% (28)	13% (155)	53% (628)	17% (204)	1180
Trump Job Strongly Approve	8% (37)	3% (14)	16% (73)	54% (250)	19% (85)	460
Trump Job Somewhat Approve	14% (58)	2% (10)	16% (67)	51% (215)	17% (71)	421
Trump Job Somewhat Disapprove	13% (35)	3% (9)	15% (42)	52% (143)	17% (45)	275
Trump Job Strongly Disapprove	14% (131)	2% (19)	12% (113)	53% (484)	18% (159)	906
Favorable of Trump	11% (95)	3% (22)	15% (133)	54% (465)	18% (153)	869
Unfavorable of Trump	14% (160)	2% (28)	14% (167)	52% (612)	17% (202)	1168
Very Favorable of Trump	8% (37)	3% (14)	14% (67)	56% (268)	20% (94)	480
Somewhat Favorable of Trump	15% (58)	2% (8)	17% (65)	51% (198)	15% (59)	388
Somewhat Unfavorable of Trump	11% (26)	1% (3)	17% (37)	51% (114)	19% (44)	224
Very Unfavorable of Trump	14% (134)	3% (25)	14% (129)	53% (497)	17% (159)	944
#1 Issue: Economy	15% (87)	2% (13)	16% (92)	50% (287)	16% (90)	569
#1 Issue: Security	11% (47)	2% (8)	14% (64)	55% (244)	18% (80)	443
#1 Issue: Health Care	16% (58)	2% (6)	14% (52)	53% (194)	16% (59)	368
#1 Issue: Medicare / Social Security	5% (16)	2% (7)	13% (41)	57% (181)	23% (74)	318
#1 Issue: Women's Issues	13% (16)	9% (10)	12% (14)	47% (56)	19% (23)	119
#1 Issue: Education	12% (19)	2% (3)	10% (15)	50% (74)	25% (37)	148
#1 Issue: Energy	20% (23)	5% (5)	13% (15)	48% (53)	14% (16)	111
#1 Issue: Other	3% (4)	1% (1)	15% (19)	53% (65)	28% (35)	123
2018 House Vote: Democrat	17% (133)	3% (22)	13% (103)	53% (416)	13% (105)	779
2018 House Vote: Republican	11% (79)	3% (18)	13% (90)	58% (413)	16% (113)	713
2018 House Vote: Someone else	9% (8)	1% (1)	22% (20)	35% (32)	33% (30)	90
2018 House Vote: Didnt Vote	8% (49)	2% (12)	16% (98)	48% (293)	26% (161)	612

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Table HR1_6: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
HBOGo / HBO Now

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	12% (269)	2% (54)	14% (311)	52% (1154)	19% (412)	2200
2016 Vote: Hillary Clinton	15% (108)	2% (15)	13% (89)	54% (379)	15% (109)	700
2016 Vote: Donald Trump	10% (66)	3% (18)	15% (96)	55% (358)	18% (117)	655
2016 Vote: Someone else	15% (27)	2% (4)	18% (33)	49% (90)	16% (29)	183
2016 Vote: Didnt Vote	10% (66)	3% (16)	14% (93)	49% (325)	24% (157)	657
Voted in 2014: Yes	13% (174)	2% (29)	14% (191)	55% (750)	17% (230)	1374
Voted in 2014: No	11% (95)	3% (26)	15% (120)	49% (404)	22% (182)	826
2012 Vote: Barack Obama	15% (124)	2% (14)	14% (116)	55% (446)	14% (116)	816
2012 Vote: Mitt Romney	10% (51)	3% (14)	10% (54)	59% (306)	18% (93)	517
2012 Vote: Other	8% (7)	3% (2)	31% (29)	33% (30)	25% (23)	92
2012 Vote: Didn't Vote	11% (86)	3% (24)	14% (111)	48% (371)	23% (178)	771
4-Region: Northeast	13% (51)	4% (15)	12% (47)	51% (202)	20% (79)	394
4-Region: Midwest	13% (61)	2% (8)	13% (58)	53% (244)	20% (91)	462
4-Region: South	10% (85)	2% (15)	16% (130)	54% (448)	18% (147)	824
4-Region: West	14% (72)	3% (17)	15% (76)	50% (261)	18% (94)	520
Watch TV: Every day	14% (148)	2% (24)	15% (155)	55% (577)	13% (136)	1039
Watch TV: Several times per week	16% (76)	4% (18)	13% (65)	50% (243)	17% (82)	484
Watch TV: About once per week	11% (17)	1% (2)	20% (31)	48% (77)	21% (33)	160
Watch TV: Several times per month	6% (8)	3% (4)	15% (19)	58% (73)	17% (22)	127
Watch TV: About once per month	11% (7)	1% (1)	16% (10)	42% (25)	29% (17)	59
Watch TV: Less often than once per month	7% (7)	2% (2)	13% (13)	53% (52)	25% (25)	99
Watch TV: Never	3% (7)	1% (3)	7% (17)	46% (108)	42% (97)	231
Watch Movies: Every day	19% (67)	2% (8)	16% (58)	50% (174)	12% (43)	350
Watch Movies: Several times per week	14% (82)	5% (29)	17% (96)	52% (302)	12% (67)	576
Watch Movies: About once per week	13% (51)	2% (7)	15% (62)	53% (216)	17% (70)	406
Watch Movies: Several times per month	8% (21)	1% (4)	12% (32)	58% (147)	20% (51)	254
Watch Movies: About once per month	11% (20)	2% (3)	14% (26)	49% (93)	25% (47)	190
Watch Movies: Less often than once per month	7% (15)	1% (1)	11% (23)	58% (120)	23% (48)	207
Watch Movies: Never	6% (12)	1% (2)	7% (15)	47% (102)	40% (87)	218

Continued on next page

Table HR1_6: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
HBOGo / HBO Now

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	12% (269)	2% (54)	14% (311)	52% (1154)	19% (412)	2200
Watch Sporting Events: Every day	18% (32)	2% (4)	15% (27)	58% (104)	8% (14)	181
Watch Sporting Events: Several times per week	17% (57)	3% (11)	16% (55)	51% (173)	13% (46)	342
Watch Sporting Events: About once per week	10% (22)	3% (6)	14% (30)	60% (130)	13% (29)	217
Watch Sporting Events: Several times per month	11% (19)	4% (6)	12% (20)	51% (83)	22% (37)	165
Watch Sporting Events: About once per month	17% (28)	1% (2)	14% (22)	57% (92)	11% (18)	162
Watch Sporting Events: Less often than once per month	12% (41)	2% (8)	17% (60)	52% (184)	17% (58)	351
Watch Sporting Events: Never	9% (71)	2% (18)	12% (96)	49% (387)	27% (210)	782
Cable TV: Currently subscribe	14% (155)	2% (24)	13% (136)	53% (565)	18% (193)	1073
Cable TV: Subscribed in past	13% (90)	2% (16)	20% (141)	51% (362)	14% (101)	709
Cable TV: Never subscribed	6% (24)	3% (14)	8% (34)	54% (227)	28% (118)	418
Sattelite TV: Currently subscribe	12% (61)	3% (17)	13% (67)	55% (276)	16% (81)	502
Sattelite TV: Subscribed in past	15% (85)	2% (12)	19% (107)	49% (277)	15% (82)	563
Sattelite TV: Never subscribed	11% (123)	2% (25)	12% (137)	53% (601)	22% (249)	1136
Streaming services: Currently subscribe	18% (226)	3% (38)	16% (204)	51% (642)	12% (154)	1265
Streaming services: Subscribed in past	6% (14)	2% (5)	19% (44)	53% (123)	19% (44)	231
Streaming services: Never subscribed	4% (29)	2% (11)	9% (62)	55% (389)	30% (213)	705
Film: An avid fan	20% (159)	3% (22)	19% (151)	48% (394)	11% (89)	813
Film: A casual fan	9% (97)	3% (29)	12% (140)	56% (635)	21% (241)	1143
Film: Not a fan	5% (13)	1% (3)	8% (20)	51% (125)	34% (82)	244
Television: An avid fan	16% (169)	3% (28)	16% (176)	51% (552)	14% (150)	1075
Television: A casual fan	10% (93)	3% (25)	12% (120)	55% (540)	20% (198)	977
Television: Not a fan	5% (7)	1% (2)	10% (15)	41% (61)	43% (64)	148
Music: An avid fan	15% (176)	3% (33)	17% (209)	50% (599)	15% (177)	1195
Music: A casual fan	10% (91)	2% (21)	11% (95)	55% (492)	22% (192)	891
Music: Not a fan	1% (2)	— (0)	6% (7)	55% (62)	37% (42)	114
Fashion: An avid fan	18% (60)	3% (11)	20% (66)	43% (139)	15% (50)	326
Fashion: A casual fan	12% (111)	3% (30)	16% (152)	53% (494)	16% (145)	932
Fashion: Not a fan	10% (98)	1% (13)	10% (93)	55% (521)	23% (216)	942

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Table HR1_6: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
HBOGo / HBO Now

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	12% (269)	2% (54)	14% (311)	52% (1154)	19% (412)	2200
Evangelical	11% (66)	3% (16)	14% (84)	56% (339)	17% (101)	606
Non-Evangelical	13% (204)	2% (38)	14% (227)	51% (815)	19% (310)	1594
Frequent TV watchers	15% (224)	3% (42)	14% (220)	54% (819)	14% (218)	1524
Frequent movie watchers	16% (149)	4% (37)	17% (153)	51% (476)	12% (110)	926

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

Table HR1_7: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Twitch

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	5%	(105)	1%	(23)	3%	(68)	37%	(809)	54%	(1196)	2200
Gender: Male	7%	(80)	2%	(18)	4%	(41)	41%	(436)	46%	(487)	1062
Gender: Female	2%	(25)	—	(4)	2%	(26)	33%	(373)	62%	(709)	1138
Age: 18-29	15%	(70)	3%	(14)	9%	(45)	40%	(190)	33%	(155)	474
Age: 30-44	5%	(28)	1%	(4)	2%	(11)	41%	(221)	51%	(275)	539
Age: 45-54	2%	(6)	1%	(5)	1%	(3)	39%	(141)	57%	(209)	365
Age: 55-64	—	(0)	—	(0)	2%	(6)	36%	(141)	62%	(239)	386
Age: 65+	—	(1)	—	(0)	1%	(2)	26%	(116)	73%	(318)	436
Generation Z: 18-22	16%	(38)	3%	(8)	13%	(31)	41%	(96)	27%	(65)	238
Millennial: Age 23-38	9%	(53)	1%	(7)	4%	(22)	43%	(244)	42%	(241)	568
Generation X: Age 39-54	2%	(13)	1%	(7)	1%	(7)	37%	(212)	58%	(333)	572
Boomers: Age 55-73	—	(1)	—	(0)	1%	(7)	31%	(225)	68%	(488)	720
PID: Dem (no lean)	6%	(41)	1%	(9)	3%	(23)	39%	(290)	51%	(377)	739
PID: Ind (no lean)	5%	(42)	1%	(10)	4%	(30)	37%	(292)	52%	(408)	782
PID: Rep (no lean)	3%	(22)	1%	(3)	2%	(15)	33%	(227)	61%	(411)	679
PID/Gender: Dem Men	9%	(30)	2%	(8)	3%	(10)	46%	(153)	40%	(134)	335
PID/Gender: Dem Women	3%	(11)	—	(1)	3%	(12)	34%	(137)	60%	(243)	404
PID/Gender: Ind Men	8%	(33)	2%	(7)	5%	(21)	39%	(157)	46%	(183)	401
PID/Gender: Ind Women	2%	(9)	1%	(3)	2%	(9)	35%	(135)	59%	(224)	381
PID/Gender: Rep Men	5%	(17)	1%	(3)	3%	(10)	39%	(126)	52%	(170)	326
PID/Gender: Rep Women	1%	(5)	—	(0)	1%	(5)	29%	(101)	68%	(242)	353
Ideo: Liberal (1-3)	7%	(43)	1%	(9)	4%	(23)	39%	(256)	49%	(324)	655
Ideo: Moderate (4)	5%	(24)	1%	(5)	3%	(15)	41%	(192)	50%	(236)	472
Ideo: Conservative (5-7)	3%	(25)	1%	(6)	2%	(13)	35%	(266)	59%	(449)	759

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Table HR1_7: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Twitch

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	5% (105)	1% (23)	3% (68)	37% (809)	54% (1196)	2200
Educ: < College	5% (77)	1% (17)	4% (55)	37% (557)	53% (805)	1512
Educ: Bachelors degree	3% (15)	— (2)	1% (5)	39% (172)	56% (250)	444
Educ: Post-grad	5% (12)	1% (3)	3% (8)	33% (80)	58% (141)	244
Income: Under 50k	5% (60)	1% (12)	3% (38)	38% (457)	52% (624)	1189
Income: 50k-100k	5% (31)	1% (8)	3% (20)	34% (233)	57% (388)	680
Income: 100k+	4% (14)	1% (2)	3% (11)	36% (119)	56% (184)	331
Ethnicity: White	3% (54)	1% (11)	2% (43)	38% (648)	56% (965)	1722
Ethnicity: Hispanic	8% (28)	2% (6)	6% (20)	39% (136)	46% (160)	349
Ethnicity: Afr. Am.	8% (23)	3% (10)	5% (13)	36% (97)	48% (132)	274
Ethnicity: Other	13% (27)	1% (2)	6% (12)	31% (64)	49% (99)	204
Relig: Protestant	2% (11)	— (2)	1% (7)	34% (172)	62% (318)	510
Relig: Roman Catholic	5% (19)	1% (2)	2% (6)	34% (131)	59% (224)	381
Relig: Ath./Agn./None	8% (55)	1% (9)	4% (28)	40% (277)	47% (329)	697
Relig: Something Else	5% (16)	2% (9)	6% (22)	38% (134)	48% (168)	349
Relig: Jewish	2% (1)	1% (1)	5% (3)	28% (15)	64% (36)	56
Relig: All Christian	3% (34)	— (5)	2% (18)	35% (398)	61% (699)	1154
Relig: All Non-Christian	7% (71)	2% (17)	5% (50)	39% (411)	48% (497)	1046
Community: Urban	7% (36)	1% (7)	3% (14)	40% (215)	49% (261)	533
Community: Suburban	5% (48)	1% (13)	4% (39)	38% (393)	52% (537)	1030
Community: Rural	3% (21)	— (3)	2% (15)	32% (201)	62% (397)	638
Employ: Private Sector	5% (37)	1% (8)	3% (18)	40% (272)	50% (336)	671
Employ: Government	8% (14)	1% (1)	2% (4)	28% (45)	60% (97)	161
Employ: Self-Employed	3% (6)	1% (3)	4% (7)	39% (68)	52% (92)	176
Employ: Homemaker	2% (3)	2% (2)	3% (4)	35% (48)	59% (81)	139
Employ: Student	17% (21)	3% (4)	9% (12)	41% (52)	29% (37)	127
Employ: Retired	— (1)	— (0)	— (1)	30% (142)	69% (323)	467
Employ: Unemployed	6% (13)	1% (3)	5% (12)	46% (108)	42% (99)	236
Employ: Other	4% (10)	— (1)	4% (9)	33% (74)	58% (130)	225

Continued on next page

Table HR1_7: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Twitch

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	5% (105)	1% (23)	3% (68)	37% (809)	54% (1196)	2200
Military HH: Yes	4% (14)	1% (3)	3% (11)	40% (159)	53% (209)	396
Military HH: No	5% (91)	1% (19)	3% (57)	36% (650)	55% (987)	1804
RD/WT: Right Direction	3% (30)	2% (13)	3% (28)	33% (283)	58% (498)	852
RD/WT: Wrong Track	6% (75)	1% (9)	3% (40)	39% (526)	52% (698)	1348
Trump Job Approve	3% (28)	1% (8)	3% (23)	34% (302)	59% (519)	881
Trump Job Disapprove	6% (71)	1% (13)	3% (36)	39% (458)	51% (602)	1180
Trump Job Strongly Approve	3% (13)	1% (3)	3% (12)	33% (151)	61% (280)	460
Trump Job Somewhat Approve	3% (15)	1% (5)	3% (11)	36% (151)	57% (239)	421
Trump Job Somewhat Disapprove	6% (16)	3% (8)	4% (12)	38% (105)	49% (134)	275
Trump Job Strongly Disapprove	6% (56)	1% (5)	3% (24)	39% (353)	52% (468)	906
Favorable of Trump	3% (30)	1% (5)	3% (24)	33% (283)	61% (526)	869
Unfavorable of Trump	6% (71)	1% (12)	3% (39)	40% (462)	50% (584)	1168
Very Favorable of Trump	2% (12)	1% (4)	3% (16)	31% (151)	62% (298)	480
Somewhat Favorable of Trump	5% (19)	— (2)	2% (8)	34% (132)	59% (228)	388
Somewhat Unfavorable of Trump	4% (8)	2% (3)	3% (7)	39% (88)	52% (117)	224
Very Unfavorable of Trump	7% (63)	1% (9)	3% (31)	40% (374)	50% (468)	944
#1 Issue: Economy	6% (36)	1% (3)	5% (30)	38% (219)	49% (280)	569
#1 Issue: Security	2% (11)	2% (7)	2% (7)	38% (167)	57% (251)	443
#1 Issue: Health Care	5% (20)	2% (7)	1% (5)	36% (133)	55% (204)	368
#1 Issue: Medicare / Social Security	1% (4)	— (0)	1% (3)	31% (99)	67% (213)	318
#1 Issue: Women's Issues	5% (5)	2% (2)	6% (7)	48% (57)	40% (47)	119
#1 Issue: Education	8% (13)	1% (1)	5% (7)	30% (45)	55% (82)	148
#1 Issue: Energy	7% (8)	1% (1)	5% (6)	42% (46)	46% (51)	111
#1 Issue: Other	7% (8)	1% (1)	2% (3)	35% (43)	55% (68)	123
2018 House Vote: Democrat	5% (39)	1% (7)	2% (18)	40% (310)	52% (406)	779
2018 House Vote: Republican	3% (20)	— (3)	1% (9)	35% (250)	61% (432)	713
2018 House Vote: Someone else	7% (6)	3% (3)	5% (4)	23% (21)	63% (57)	90
2018 House Vote: Didnt Vote	6% (37)	2% (10)	6% (37)	37% (228)	49% (300)	612

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Table HR1_7: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Twitch

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	5% (105)	1% (23)	3% (68)	37% (809)	54% (1196)	2200
2016 Vote: Hillary Clinton	4% (25)	1% (7)	2% (17)	40% (281)	53% (370)	700
2016 Vote: Donald Trump	3% (19)	— (2)	2% (10)	34% (221)	61% (403)	655
2016 Vote: Someone else	4% (8)	1% (2)	3% (6)	39% (72)	52% (95)	183
2016 Vote: Didnt Vote	8% (52)	2% (12)	5% (34)	36% (234)	49% (325)	657
Voted in 2014: Yes	3% (45)	1% (9)	2% (23)	36% (495)	58% (802)	1374
Voted in 2014: No	7% (60)	2% (13)	5% (45)	38% (314)	48% (394)	826
2012 Vote: Barack Obama	4% (32)	1% (7)	2% (17)	37% (306)	56% (454)	816
2012 Vote: Mitt Romney	2% (9)	— (1)	1% (6)	34% (174)	63% (327)	517
2012 Vote: Other	2% (2)	1% (1)	2% (1)	42% (38)	54% (50)	92
2012 Vote: Didn't Vote	8% (62)	2% (13)	6% (44)	38% (290)	47% (362)	771
4-Region: Northeast	5% (21)	1% (5)	3% (11)	30% (120)	60% (237)	394
4-Region: Midwest	4% (17)	1% (5)	3% (13)	38% (174)	55% (254)	462
4-Region: South	4% (35)	1% (12)	2% (18)	37% (308)	55% (451)	824
4-Region: West	6% (30)	— (2)	5% (27)	40% (208)	49% (253)	520
Watch TV: Every day	5% (50)	1% (16)	3% (28)	38% (393)	53% (552)	1039
Watch TV: Several times per week	5% (24)	— (1)	3% (13)	40% (194)	52% (252)	484
Watch TV: About once per week	7% (11)	1% (1)	4% (7)	33% (53)	55% (87)	160
Watch TV: Several times per month	4% (5)	1% (1)	5% (6)	33% (42)	56% (71)	127
Watch TV: About once per month	8% (5)	2% (1)	11% (7)	29% (17)	50% (29)	59
Watch TV: Less often than once per month	3% (3)	— (0)	1% (1)	40% (40)	55% (55)	99
Watch TV: Never	3% (6)	1% (2)	3% (6)	30% (69)	64% (148)	231
Watch Movies: Every day	7% (26)	2% (6)	3% (12)	32% (113)	55% (194)	350
Watch Movies: Several times per week	5% (27)	2% (10)	4% (22)	46% (263)	44% (253)	576
Watch Movies: About once per week	6% (22)	1% (3)	2% (10)	37% (152)	54% (219)	406
Watch Movies: Several times per month	5% (12)	— (1)	6% (15)	36% (92)	53% (134)	254
Watch Movies: About once per month	6% (11)	1% (1)	1% (2)	30% (57)	62% (118)	190
Watch Movies: Less often than once per month	1% (3)	— (0)	1% (1)	34% (71)	64% (133)	207
Watch Movies: Never	1% (2)	1% (1)	3% (6)	28% (62)	67% (146)	218

Continued on next page

Table HR1_7: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Twitch

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	5% (105)	1% (23)	3% (68)	37% (809)	54% (1196)	2200
Watch Sporting Events: Every day	14% (25)	1% (1)	3% (5)	41% (74)	42% (75)	181
Watch Sporting Events: Several times per week	5% (16)	2% (8)	4% (12)	37% (126)	53% (180)	342
Watch Sporting Events: About once per week	5% (11)	1% (2)	1% (3)	44% (95)	49% (107)	217
Watch Sporting Events: Several times per month	6% (9)	2% (4)	3% (6)	28% (45)	61% (101)	165
Watch Sporting Events: About once per month	2% (4)	1% (1)	5% (7)	42% (68)	50% (82)	162
Watch Sporting Events: Less often than once per month	4% (15)	— (1)	3% (12)	40% (141)	52% (182)	351
Watch Sporting Events: Never	3% (24)	1% (6)	3% (23)	33% (260)	60% (469)	782
Cable TV: Currently subscribe	4% (47)	1% (7)	3% (28)	36% (384)	56% (606)	1073
Cable TV: Subscribed in past	4% (31)	1% (7)	3% (25)	40% (284)	51% (362)	709
Cable TV: Never subscribed	6% (27)	2% (8)	4% (15)	34% (141)	54% (227)	418
Sattelite TV: Currently subscribe	5% (27)	2% (11)	4% (18)	36% (178)	53% (267)	502
Sattelite TV: Subscribed in past	5% (28)	1% (6)	3% (19)	41% (232)	50% (279)	563
Sattelite TV: Never subscribed	4% (50)	1% (6)	3% (31)	35% (399)	57% (650)	1136
Streaming services: Currently subscribe	7% (85)	1% (18)	4% (47)	41% (520)	47% (595)	1265
Streaming services: Subscribed in past	4% (9)	— (1)	1% (3)	35% (80)	60% (137)	231
Streaming services: Never subscribed	2% (11)	1% (4)	3% (18)	30% (208)	66% (464)	705
Film: An avid fan	7% (56)	1% (11)	5% (39)	42% (340)	45% (367)	813
Film: A casual fan	4% (42)	1% (9)	2% (23)	35% (403)	58% (666)	1143
Film: Not a fan	3% (7)	1% (3)	2% (6)	27% (66)	67% (163)	244
Television: An avid fan	5% (52)	1% (13)	3% (35)	38% (409)	53% (566)	1075
Television: A casual fan	5% (45)	1% (6)	2% (22)	36% (356)	56% (548)	977
Television: Not a fan	5% (8)	2% (3)	8% (11)	29% (44)	56% (83)	148
Music: An avid fan	6% (68)	2% (18)	4% (52)	40% (473)	49% (584)	1195
Music: A casual fan	4% (37)	— (4)	1% (13)	34% (305)	60% (533)	891
Music: Not a fan	— (0)	— (0)	3% (3)	28% (32)	70% (79)	114
Fashion: An avid fan	6% (19)	2% (8)	7% (23)	38% (125)	46% (151)	326
Fashion: A casual fan	5% (44)	1% (7)	3% (24)	37% (349)	55% (508)	932
Fashion: Not a fan	4% (42)	1% (8)	2% (21)	35% (334)	57% (537)	942

Continued on next page

Table HR1_7: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Twitch

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	5% (105)	1% (23)	3% (68)	37% (809)	54% (1196)	2200
Evangelical	2% (12)	1% (4)	2% (12)	35% (215)	60% (364)	606
Non-Evangelical	6% (93)	1% (19)	4% (56)	37% (594)	52% (832)	1594
Frequent TV watchers	5% (74)	1% (17)	3% (41)	39% (588)	53% (804)	1524
Frequent movie watchers	6% (53)	2% (16)	4% (34)	41% (376)	48% (447)	926

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

Table HR1_8: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?

Vevo

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	3%	(59)	1%	(23)	5%	(106)	46%	(1017)	45%	(995)	2200
Gender: Male	2%	(21)	1%	(8)	4%	(45)	51%	(545)	42%	(444)	1062
Gender: Female	3%	(38)	1%	(15)	5%	(61)	42%	(473)	48%	(551)	1138
Age: 18-29	7%	(32)	2%	(9)	11%	(50)	53%	(253)	27%	(129)	474
Age: 30-44	3%	(18)	2%	(10)	6%	(33)	56%	(304)	32%	(174)	539
Age: 45-54	2%	(6)	1%	(2)	2%	(8)	50%	(183)	45%	(166)	365
Age: 55-64	1%	(3)	—	(1)	3%	(11)	42%	(164)	54%	(207)	386
Age: 65+	—	(1)	—	(0)	1%	(3)	26%	(113)	73%	(319)	436
Generation Z: 18-22	8%	(20)	2%	(4)	10%	(24)	53%	(126)	27%	(64)	238
Millennial: Age 23-38	5%	(26)	2%	(10)	8%	(46)	57%	(323)	29%	(164)	568
Generation X: Age 39-54	2%	(11)	1%	(7)	4%	(22)	51%	(292)	42%	(241)	572
Boomers: Age 55-73	—	(3)	—	(1)	2%	(14)	35%	(251)	63%	(451)	720
PID: Dem (no lean)	4%	(26)	1%	(6)	4%	(33)	48%	(356)	43%	(319)	739
PID: Ind (no lean)	3%	(21)	1%	(10)	7%	(58)	46%	(363)	42%	(329)	782
PID: Rep (no lean)	2%	(12)	1%	(6)	2%	(15)	44%	(298)	51%	(348)	679
PID/Gender: Dem Men	2%	(7)	1%	(2)	4%	(13)	54%	(181)	40%	(133)	335
PID/Gender: Dem Women	5%	(20)	1%	(4)	5%	(20)	43%	(175)	46%	(186)	404
PID/Gender: Ind Men	3%	(10)	1%	(4)	7%	(26)	50%	(200)	40%	(160)	401
PID/Gender: Ind Women	3%	(10)	2%	(6)	8%	(32)	43%	(163)	44%	(169)	381
PID/Gender: Rep Men	1%	(4)	—	(1)	2%	(6)	50%	(164)	46%	(151)	326
PID/Gender: Rep Women	2%	(9)	1%	(4)	3%	(9)	38%	(134)	56%	(197)	353
Ideo: Liberal (1-3)	4%	(25)	1%	(7)	5%	(32)	49%	(322)	41%	(269)	655
Ideo: Moderate (4)	3%	(14)	1%	(4)	4%	(17)	47%	(220)	46%	(217)	472
Ideo: Conservative (5-7)	2%	(11)	1%	(7)	4%	(28)	43%	(329)	51%	(384)	759

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Table HR1_8: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	3%	(59)	1%	(23)	5%	(106)	46%	(1017)	45%	(995)	2200
Educ: < College	3%	(43)	1%	(19)	5%	(79)	47%	(713)	44%	(659)	1512
Educ: Bachelors degree	2%	(8)	1%	(3)	4%	(17)	45%	(200)	48%	(215)	444
Educ: Post-grad	3%	(8)	—	(1)	4%	(10)	43%	(104)	50%	(122)	244
Income: Under 50k	3%	(37)	1%	(15)	7%	(78)	44%	(524)	45%	(535)	1189
Income: 50k-100k	1%	(8)	1%	(6)	3%	(20)	49%	(333)	46%	(313)	680
Income: 100k+	4%	(13)	—	(1)	3%	(8)	48%	(159)	45%	(148)	331
Ethnicity: White	2%	(33)	1%	(17)	4%	(73)	46%	(797)	47%	(801)	1722
Ethnicity: Hispanic	5%	(16)	1%	(3)	11%	(40)	52%	(181)	31%	(110)	349
Ethnicity: Afr. Am.	6%	(18)	1%	(3)	9%	(23)	47%	(129)	37%	(101)	274
Ethnicity: Other	4%	(9)	1%	(2)	4%	(9)	45%	(92)	45%	(93)	204
Relig: Protestant	1%	(7)	1%	(4)	2%	(10)	42%	(215)	54%	(274)	510
Relig: Roman Catholic	3%	(10)	1%	(3)	4%	(16)	43%	(165)	49%	(187)	381
Relig: Ath./Agn./None	3%	(23)	1%	(6)	4%	(30)	51%	(357)	40%	(281)	697
Relig: Something Else	3%	(12)	1%	(4)	9%	(31)	45%	(158)	41%	(145)	349
Relig: Jewish	—	(0)	—	(0)	—	(0)	41%	(23)	59%	(33)	56
Relig: All Christian	2%	(24)	1%	(13)	4%	(44)	44%	(503)	49%	(570)	1154
Relig: All Non-Christian	3%	(35)	1%	(10)	6%	(61)	49%	(515)	41%	(425)	1046
Community: Urban	3%	(19)	1%	(6)	8%	(42)	49%	(261)	39%	(205)	533
Community: Suburban	3%	(31)	1%	(6)	4%	(39)	48%	(499)	44%	(455)	1030
Community: Rural	2%	(10)	2%	(10)	4%	(25)	40%	(257)	52%	(335)	638
Employ: Private Sector	3%	(17)	1%	(9)	5%	(35)	50%	(337)	41%	(273)	671
Employ: Government	4%	(6)	1%	(2)	7%	(12)	54%	(87)	33%	(53)	161
Employ: Self-Employed	4%	(6)	—	(0)	4%	(7)	56%	(99)	36%	(63)	176
Employ: Homemaker	2%	(3)	3%	(4)	4%	(5)	49%	(67)	42%	(59)	139
Employ: Student	9%	(12)	—	(1)	7%	(9)	58%	(74)	25%	(32)	127
Employ: Retired	—	(1)	—	(1)	2%	(8)	28%	(130)	70%	(327)	467
Employ: Unemployed	3%	(6)	2%	(5)	5%	(12)	52%	(122)	39%	(91)	236
Employ: Other	3%	(7)	1%	(2)	8%	(18)	45%	(101)	43%	(97)	225

Continued on next page

Table HR1_8: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	3%	(59)	1%	(23)	5%	(106)	46%	(1017)	45%	(995)	2200
Military HH: Yes	2%	(6)	1%	(3)	4%	(18)	46%	(181)	48%	(189)	396
Military HH: No	3%	(53)	1%	(20)	5%	(88)	46%	(837)	45%	(806)	1804
RD/WT: Right Direction	2%	(18)	1%	(12)	4%	(37)	43%	(367)	49%	(418)	852
RD/WT: Wrong Track	3%	(41)	1%	(11)	5%	(69)	48%	(650)	43%	(578)	1348
Trump Job Approve	2%	(14)	2%	(14)	4%	(35)	43%	(379)	50%	(438)	881
Trump Job Disapprove	3%	(40)	1%	(7)	6%	(65)	48%	(567)	42%	(502)	1180
Trump Job Strongly Approve	1%	(6)	1%	(4)	4%	(20)	45%	(205)	49%	(224)	460
Trump Job Somewhat Approve	2%	(8)	2%	(10)	4%	(15)	41%	(174)	51%	(214)	421
Trump Job Somewhat Disapprove	4%	(12)	1%	(2)	3%	(8)	52%	(143)	40%	(109)	275
Trump Job Strongly Disapprove	3%	(28)	—	(4)	6%	(57)	47%	(424)	43%	(393)	906
Favorable of Trump	2%	(15)	1%	(8)	4%	(35)	44%	(380)	50%	(431)	869
Unfavorable of Trump	3%	(40)	1%	(11)	5%	(63)	48%	(559)	42%	(495)	1168
Very Favorable of Trump	1%	(6)	1%	(4)	5%	(25)	43%	(209)	49%	(237)	480
Somewhat Favorable of Trump	2%	(9)	1%	(4)	3%	(10)	44%	(171)	50%	(193)	388
Somewhat Unfavorable of Trump	1%	(3)	2%	(4)	5%	(10)	43%	(95)	50%	(111)	224
Very Unfavorable of Trump	4%	(37)	1%	(7)	6%	(53)	49%	(464)	41%	(383)	944
#1 Issue: Economy	3%	(17)	—	(3)	7%	(40)	52%	(295)	38%	(214)	569
#1 Issue: Security	2%	(10)	1%	(4)	3%	(13)	46%	(205)	48%	(211)	443
#1 Issue: Health Care	2%	(6)	2%	(6)	6%	(20)	47%	(175)	44%	(161)	368
#1 Issue: Medicare / Social Security	1%	(4)	1%	(2)	1%	(4)	33%	(106)	63%	(202)	318
#1 Issue: Women's Issues	7%	(8)	4%	(4)	3%	(3)	52%	(62)	34%	(41)	119
#1 Issue: Education	4%	(6)	—	(0)	9%	(13)	49%	(72)	38%	(57)	148
#1 Issue: Energy	6%	(6)	2%	(2)	5%	(5)	51%	(57)	37%	(41)	111
#1 Issue: Other	1%	(1)	1%	(1)	5%	(7)	37%	(46)	56%	(69)	123
2018 House Vote: Democrat	3%	(25)	1%	(8)	4%	(34)	45%	(353)	46%	(359)	779
2018 House Vote: Republican	1%	(10)	—	(3)	2%	(17)	45%	(320)	51%	(364)	713
2018 House Vote: Someone else	2%	(2)	—	(0)	3%	(3)	40%	(36)	56%	(50)	90
2018 House Vote: Didnt Vote	3%	(19)	2%	(12)	9%	(52)	50%	(308)	36%	(221)	612

Continued on next page

Table HR1_8: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	3%	(59)	1%	(23)	5%	(106)	46%	(1017)	45%	(995)	2200
2016 Vote: Hillary Clinton	2%	(17)	1%	(4)	4%	(27)	47%	(330)	46%	(322)	700
2016 Vote: Donald Trump	1%	(9)	1%	(4)	3%	(17)	41%	(266)	55%	(360)	655
2016 Vote: Someone else	1%	(3)	—	(1)	4%	(8)	53%	(96)	41%	(76)	183
2016 Vote: Didnt Vote	4%	(29)	2%	(14)	8%	(55)	49%	(325)	36%	(235)	657
Voted in 2014: Yes	1%	(18)	1%	(12)	3%	(47)	43%	(596)	51%	(701)	1374
Voted in 2014: No	5%	(41)	1%	(11)	7%	(59)	51%	(421)	36%	(294)	826
2012 Vote: Barack Obama	2%	(13)	1%	(5)	4%	(30)	47%	(380)	48%	(388)	816
2012 Vote: Mitt Romney	1%	(8)	—	(1)	2%	(11)	39%	(203)	57%	(295)	517
2012 Vote: Other	1%	(1)	2%	(2)	7%	(6)	45%	(41)	45%	(41)	92
2012 Vote: Didn't Vote	5%	(38)	2%	(14)	8%	(59)	51%	(392)	35%	(268)	771
4-Region: Northeast	3%	(10)	—	(2)	3%	(13)	41%	(163)	52%	(206)	394
4-Region: Midwest	2%	(10)	2%	(10)	3%	(16)	42%	(196)	50%	(231)	462
4-Region: South	3%	(22)	1%	(6)	4%	(32)	50%	(415)	42%	(349)	824
4-Region: West	3%	(17)	1%	(5)	9%	(45)	47%	(243)	40%	(210)	520
Watch TV: Every day	4%	(36)	1%	(9)	4%	(43)	48%	(496)	44%	(455)	1039
Watch TV: Several times per week	3%	(13)	1%	(3)	7%	(36)	49%	(238)	40%	(195)	484
Watch TV: About once per week	2%	(4)	2%	(4)	5%	(8)	46%	(74)	44%	(70)	160
Watch TV: Several times per month	—	(0)	2%	(2)	3%	(3)	46%	(58)	50%	(63)	127
Watch TV: About once per month	1%	(1)	—	(0)	1%	(1)	48%	(29)	50%	(30)	59
Watch TV: Less often than once per month	3%	(3)	4%	(4)	6%	(6)	41%	(41)	45%	(45)	99
Watch TV: Never	1%	(2)	—	(1)	4%	(9)	35%	(82)	60%	(138)	231
Watch Movies: Every day	6%	(21)	1%	(4)	8%	(30)	45%	(157)	39%	(138)	350
Watch Movies: Several times per week	3%	(17)	1%	(4)	7%	(38)	53%	(307)	36%	(209)	576
Watch Movies: About once per week	2%	(10)	1%	(5)	4%	(16)	48%	(196)	44%	(179)	406
Watch Movies: Several times per month	1%	(4)	1%	(2)	5%	(12)	45%	(114)	48%	(122)	254
Watch Movies: About once per month	2%	(5)	2%	(4)	1%	(2)	45%	(85)	49%	(93)	190
Watch Movies: Less often than once per month	—	(1)	—	(0)	1%	(3)	40%	(82)	59%	(122)	207
Watch Movies: Never	1%	(1)	1%	(3)	2%	(5)	35%	(76)	61%	(133)	218

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Table HR1_8: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?

Vevo

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	3%	(59)	1%	(23)	5%	(106)	46%	(1017)	45%	(995)	2200
Watch Sporting Events: Every day	5%	(10)	—	(0)	7%	(12)	45%	(81)	43%	(78)	181
Watch Sporting Events: Several times per week	3%	(9)	—	(1)	4%	(15)	44%	(151)	48%	(165)	342
Watch Sporting Events: About once per week	2%	(4)	2%	(4)	5%	(10)	48%	(105)	44%	(96)	217
Watch Sporting Events: Several times per month	6%	(9)	2%	(4)	4%	(7)	46%	(76)	42%	(70)	165
Watch Sporting Events: About once per month	2%	(3)	2%	(3)	7%	(11)	60%	(98)	29%	(47)	162
Watch Sporting Events: Less often than once per month	2%	(7)	1%	(3)	3%	(12)	50%	(176)	44%	(153)	351
Watch Sporting Events: Never	2%	(18)	1%	(8)	5%	(39)	42%	(330)	49%	(387)	782
Cable TV: Currently subscribe	3%	(28)	—	(5)	4%	(44)	44%	(473)	49%	(522)	1073
Cable TV: Subscribed in past	3%	(19)	1%	(9)	6%	(44)	50%	(357)	40%	(280)	709
Cable TV: Never subscribed	3%	(11)	2%	(9)	4%	(18)	45%	(187)	46%	(192)	418
Sattelite TV: Currently subscribe	5%	(23)	1%	(4)	5%	(25)	40%	(201)	49%	(248)	502
Sattelite TV: Subscribed in past	3%	(15)	2%	(10)	7%	(37)	52%	(291)	37%	(210)	563
Sattelite TV: Never subscribed	2%	(21)	1%	(8)	4%	(44)	46%	(525)	47%	(538)	1136
Streaming services: Currently subscribe	4%	(45)	1%	(13)	6%	(70)	53%	(674)	37%	(464)	1265
Streaming services: Subscribed in past	4%	(9)	1%	(3)	8%	(19)	42%	(97)	45%	(103)	231
Streaming services: Never subscribed	1%	(6)	1%	(7)	2%	(17)	35%	(247)	61%	(428)	705
Film: An avid fan	5%	(37)	1%	(5)	6%	(51)	52%	(426)	36%	(295)	813
Film: A casual fan	1%	(14)	1%	(14)	4%	(49)	45%	(510)	49%	(556)	1143
Film: Not a fan	3%	(7)	2%	(4)	3%	(6)	34%	(82)	59%	(144)	244
Television: An avid fan	3%	(34)	1%	(8)	5%	(51)	46%	(496)	45%	(484)	1075
Television: A casual fan	2%	(16)	1%	(9)	5%	(48)	47%	(458)	46%	(446)	977
Television: Not a fan	6%	(9)	3%	(5)	4%	(6)	43%	(64)	44%	(65)	148
Music: An avid fan	4%	(51)	1%	(12)	6%	(77)	53%	(631)	35%	(423)	1195
Music: A casual fan	1%	(6)	1%	(8)	3%	(26)	40%	(353)	56%	(499)	891
Music: Not a fan	2%	(2)	2%	(2)	2%	(3)	29%	(33)	65%	(74)	114
Fashion: An avid fan	9%	(29)	1%	(5)	11%	(34)	48%	(156)	31%	(102)	326
Fashion: A casual fan	2%	(22)	1%	(9)	5%	(42)	47%	(439)	45%	(420)	932
Fashion: Not a fan	1%	(8)	1%	(9)	3%	(29)	45%	(422)	50%	(474)	942

Continued on next page

Table HR1_8: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?

Vevo

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	3%	(59)	1%	(23)	5%	(106)	46%	(1017)	45%	(995)	2200
Evangelical	3%	(18)	2%	(9)	6%	(33)	43%	(262)	47%	(283)	606
Non-Evangelical	3%	(41)	1%	(13)	5%	(72)	47%	(755)	45%	(713)	1594
Frequent TV watchers	3%	(49)	1%	(12)	5%	(78)	48%	(734)	43%	(650)	1524
Frequent movie watchers	4%	(39)	1%	(9)	7%	(68)	50%	(464)	37%	(347)	926

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

Table HR1_9: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
YouTube Red

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	5%	(106)	1%	(32)	7%	(150)	55%	(1219)	32%	(694)	2200
Gender: Male	5%	(51)	1%	(16)	6%	(68)	63%	(667)	24%	(260)	1062
Gender: Female	5%	(55)	1%	(16)	7%	(82)	48%	(551)	38%	(434)	1138
Age: 18-29	9%	(41)	2%	(11)	14%	(68)	57%	(271)	18%	(83)	474
Age: 30-44	7%	(40)	2%	(13)	7%	(39)	60%	(326)	23%	(122)	539
Age: 45-54	4%	(15)	1%	(3)	6%	(23)	59%	(215)	30%	(110)	365
Age: 55-64	2%	(8)	1%	(3)	3%	(11)	53%	(205)	41%	(158)	386
Age: 65+	1%	(3)	—	(2)	2%	(9)	46%	(202)	51%	(221)	436
Generation Z: 18-22	11%	(27)	3%	(8)	19%	(44)	50%	(120)	16%	(39)	238
Millennial: Age 23-38	7%	(42)	2%	(11)	9%	(52)	62%	(350)	20%	(113)	568
Generation X: Age 39-54	4%	(25)	1%	(8)	6%	(34)	60%	(341)	29%	(164)	572
Boomers: Age 55-73	1%	(9)	1%	(5)	3%	(19)	51%	(369)	44%	(319)	720
PID: Dem (no lean)	5%	(38)	2%	(12)	8%	(57)	57%	(424)	28%	(209)	739
PID: Ind (no lean)	6%	(45)	1%	(10)	8%	(62)	55%	(429)	30%	(235)	782
PID: Rep (no lean)	3%	(23)	1%	(9)	5%	(31)	54%	(365)	37%	(251)	679
PID/Gender: Dem Men	4%	(14)	1%	(2)	8%	(26)	65%	(219)	22%	(74)	335
PID/Gender: Dem Women	6%	(23)	2%	(10)	8%	(31)	51%	(205)	33%	(135)	404
PID/Gender: Ind Men	6%	(23)	2%	(8)	6%	(22)	63%	(253)	23%	(94)	401
PID/Gender: Ind Women	6%	(22)	1%	(2)	10%	(40)	46%	(176)	37%	(141)	381
PID/Gender: Rep Men	4%	(13)	2%	(5)	6%	(20)	60%	(195)	28%	(93)	326
PID/Gender: Rep Women	3%	(10)	1%	(4)	3%	(11)	48%	(171)	45%	(158)	353
Ideo: Liberal (1-3)	6%	(41)	1%	(7)	8%	(55)	55%	(361)	29%	(192)	655
Ideo: Moderate (4)	6%	(27)	2%	(8)	8%	(36)	55%	(259)	30%	(142)	472
Ideo: Conservative (5-7)	3%	(19)	2%	(12)	4%	(31)	57%	(429)	35%	(267)	759

Continued on next page

Table HR1_9: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
YouTube Red

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	5% (106)	1% (32)	7% (150)	55% (1219)	32% (694)	2200
Educ: < College	5% (81)	2% (27)	8% (114)	55% (828)	31% (463)	1512
Educ: Bachelors degree	3% (15)	1% (4)	5% (24)	56% (248)	35% (154)	444
Educ: Post-grad	4% (11)	— (1)	5% (12)	59% (143)	32% (78)	244
Income: Under 50k	5% (65)	2% (21)	7% (81)	56% (668)	30% (355)	1189
Income: 50k-100k	4% (24)	1% (8)	7% (47)	55% (373)	33% (227)	680
Income: 100k+	5% (17)	1% (3)	6% (21)	54% (178)	34% (112)	331
Ethnicity: White	4% (68)	1% (22)	6% (97)	55% (953)	34% (582)	1722
Ethnicity: Hispanic	4% (15)	3% (10)	12% (41)	57% (199)	24% (84)	349
Ethnicity: Afr. Am.	8% (21)	2% (6)	13% (34)	57% (155)	21% (57)	274
Ethnicity: Other	8% (17)	1% (3)	9% (18)	54% (111)	27% (55)	204
Relig: Protestant	1% (5)	1% (3)	3% (18)	55% (279)	40% (205)	510
Relig: Roman Catholic	4% (16)	3% (11)	4% (16)	54% (205)	35% (133)	381
Relig: Ath./Agn./None	6% (43)	1% (9)	8% (53)	58% (404)	27% (188)	697
Relig: Something Else	5% (19)	1% (4)	9% (31)	56% (195)	29% (101)	349
Relig: Jewish	— (0)	— (0)	3% (2)	54% (30)	43% (24)	56
Relig: All Christian	4% (44)	2% (19)	6% (66)	54% (620)	35% (405)	1154
Relig: All Non-Christian	6% (62)	1% (12)	8% (84)	57% (599)	28% (289)	1046
Community: Urban	5% (26)	2% (10)	7% (37)	62% (330)	24% (129)	533
Community: Suburban	5% (49)	1% (14)	6% (67)	57% (582)	31% (319)	1030
Community: Rural	5% (31)	1% (8)	7% (46)	48% (307)	39% (246)	638
Employ: Private Sector	5% (33)	2% (10)	7% (50)	59% (396)	27% (182)	671
Employ: Government	8% (13)	— (1)	5% (8)	52% (83)	35% (56)	161
Employ: Self-Employed	5% (8)	1% (2)	9% (16)	59% (104)	26% (45)	176
Employ: Homemaker	8% (12)	2% (2)	8% (10)	45% (63)	37% (52)	139
Employ: Student	11% (14)	2% (2)	14% (18)	58% (74)	15% (19)	127
Employ: Retired	1% (3)	— (2)	2% (11)	48% (223)	49% (228)	467
Employ: Unemployed	6% (13)	3% (7)	10% (23)	61% (143)	21% (50)	236
Employ: Other	5% (10)	2% (5)	6% (14)	59% (133)	28% (62)	225

Continued on next page

Table HR1_9: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
YouTube Red

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	5% (106)	1% (32)	7% (150)	55% (1219)	32% (694)	2200
Military HH: Yes	3% (13)	1% (5)	6% (22)	54% (215)	36% (141)	396
Military HH: No	5% (93)	1% (26)	7% (128)	56% (1004)	31% (553)	1804
RD/WT: Right Direction	5% (42)	1% (11)	7% (58)	52% (446)	35% (295)	852
RD/WT: Wrong Track	5% (64)	1% (20)	7% (92)	57% (773)	30% (399)	1348
Trump Job Approve	4% (39)	2% (15)	6% (53)	54% (478)	34% (296)	881
Trump Job Disapprove	5% (58)	1% (16)	7% (84)	57% (671)	30% (352)	1180
Trump Job Strongly Approve	5% (21)	2% (8)	5% (25)	53% (244)	35% (161)	460
Trump Job Somewhat Approve	4% (18)	2% (6)	7% (28)	56% (234)	32% (135)	421
Trump Job Somewhat Disapprove	3% (9)	2% (6)	12% (33)	53% (146)	29% (80)	275
Trump Job Strongly Disapprove	5% (48)	1% (9)	6% (51)	58% (525)	30% (273)	906
Favorable of Trump	4% (38)	1% (11)	6% (51)	54% (467)	35% (301)	869
Unfavorable of Trump	5% (56)	2% (19)	7% (81)	58% (675)	29% (337)	1168
Very Favorable of Trump	5% (23)	2% (8)	6% (27)	53% (252)	35% (170)	480
Somewhat Favorable of Trump	4% (15)	1% (3)	6% (24)	55% (215)	34% (131)	388
Somewhat Unfavorable of Trump	4% (8)	2% (5)	8% (17)	58% (129)	29% (64)	224
Very Unfavorable of Trump	5% (48)	1% (14)	7% (64)	58% (546)	29% (273)	944
#1 Issue: Economy	7% (42)	1% (6)	7% (42)	57% (323)	27% (156)	569
#1 Issue: Security	3% (13)	1% (6)	6% (28)	56% (249)	33% (147)	443
#1 Issue: Health Care	3% (12)	1% (2)	7% (25)	56% (204)	34% (124)	368
#1 Issue: Medicare / Social Security	2% (7)	1% (4)	3% (8)	52% (165)	42% (134)	318
#1 Issue: Women's Issues	10% (12)	1% (1)	9% (11)	58% (68)	22% (26)	119
#1 Issue: Education	4% (6)	3% (5)	10% (15)	58% (86)	25% (36)	148
#1 Issue: Energy	4% (5)	6% (7)	11% (12)	51% (57)	27% (30)	111
#1 Issue: Other	7% (9)	— (0)	7% (9)	53% (65)	33% (40)	123
2018 House Vote: Democrat	5% (40)	1% (9)	6% (43)	58% (449)	31% (239)	779
2018 House Vote: Republican	3% (22)	1% (6)	5% (34)	55% (394)	36% (257)	713
2018 House Vote: Someone else	9% (8)	1% (1)	8% (7)	41% (37)	42% (38)	90
2018 House Vote: Didnt Vote	6% (34)	3% (15)	11% (66)	55% (338)	26% (159)	612

Continued on next page

Table HR1_9: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
YouTube Red

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	5% (106)	1% (32)	7% (150)	55% (1219)	32% (694)	2200
2016 Vote: Hillary Clinton	4% (26)	1% (4)	5% (37)	58% (407)	32% (226)	700
2016 Vote: Donald Trump	3% (23)	1% (5)	5% (32)	54% (356)	36% (239)	655
2016 Vote: Someone else	4% (8)	— (1)	6% (11)	56% (102)	34% (62)	183
2016 Vote: Didn't Vote	7% (48)	3% (21)	11% (70)	53% (351)	25% (167)	657
Voted in 2014: Yes	4% (52)	1% (11)	4% (59)	56% (773)	35% (477)	1374
Voted in 2014: No	6% (54)	2% (20)	11% (91)	54% (445)	26% (217)	826
2012 Vote: Barack Obama	5% (39)	1% (8)	5% (40)	58% (471)	31% (256)	816
2012 Vote: Mitt Romney	1% (8)	1% (4)	4% (20)	55% (284)	39% (201)	517
2012 Vote: Other	9% (8)	— (0)	5% (4)	58% (53)	28% (26)	92
2012 Vote: Didn't Vote	7% (50)	2% (19)	11% (85)	53% (409)	27% (208)	771
4-Region: Northeast	5% (20)	1% (3)	5% (20)	58% (227)	32% (124)	394
4-Region: Midwest	3% (13)	1% (4)	6% (26)	56% (257)	35% (162)	462
4-Region: South	6% (47)	2% (19)	8% (67)	54% (445)	30% (248)	824
4-Region: West	5% (26)	1% (6)	7% (38)	56% (290)	31% (160)	520
Watch TV: Every day	6% (63)	2% (16)	7% (75)	55% (572)	30% (313)	1039
Watch TV: Several times per week	3% (12)	1% (5)	8% (38)	61% (296)	28% (134)	484
Watch TV: About once per week	6% (10)	2% (3)	7% (11)	57% (91)	28% (45)	160
Watch TV: Several times per month	2% (3)	3% (4)	3% (4)	59% (75)	32% (41)	127
Watch TV: About once per month	9% (5)	— (0)	8% (5)	53% (31)	30% (18)	59
Watch TV: Less often than once per month	6% (6)	2% (2)	6% (6)	48% (48)	37% (37)	99
Watch TV: Never	3% (6)	1% (2)	5% (11)	46% (106)	46% (106)	231
Watch Movies: Every day	11% (38)	2% (8)	9% (31)	56% (195)	22% (79)	350
Watch Movies: Several times per week	5% (26)	3% (15)	8% (48)	62% (357)	22% (129)	576
Watch Movies: About once per week	5% (22)	1% (3)	8% (32)	58% (237)	28% (112)	406
Watch Movies: Several times per month	3% (8)	1% (2)	6% (16)	58% (146)	32% (82)	254
Watch Movies: About once per month	3% (6)	1% (2)	4% (7)	51% (98)	40% (77)	190
Watch Movies: Less often than once per month	1% (2)	— (1)	2% (4)	49% (101)	48% (99)	207
Watch Movies: Never	2% (4)	— (1)	5% (11)	39% (85)	54% (118)	218

Continued on next page

Table HR1_9: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
YouTube Red

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	5% (106)	1% (32)	7% (150)	55% (1219)	32% (694)	2200
Watch Sporting Events: Every day	9% (16)	2% (4)	5% (10)	59% (108)	24% (44)	181
Watch Sporting Events: Several times per week	4% (13)	1% (3)	7% (23)	62% (212)	26% (90)	342
Watch Sporting Events: About once per week	5% (12)	1% (2)	7% (16)	61% (133)	26% (55)	217
Watch Sporting Events: Several times per month	6% (11)	3% (4)	7% (12)	48% (79)	36% (60)	165
Watch Sporting Events: About once per month	3% (5)	2% (3)	9% (15)	55% (90)	30% (49)	162
Watch Sporting Events: Less often than once per month	4% (15)	1% (5)	6% (21)	64% (223)	25% (86)	351
Watch Sporting Events: Never	4% (35)	1% (11)	7% (53)	48% (374)	40% (309)	782
Cable TV: Currently subscribe	4% (48)	1% (10)	6% (62)	57% (614)	31% (337)	1073
Cable TV: Subscribed in past	5% (35)	2% (14)	8% (54)	57% (406)	28% (200)	709
Cable TV: Never subscribed	6% (23)	2% (7)	8% (33)	48% (199)	37% (156)	418
Sattelite TV: Currently subscribe	7% (34)	1% (7)	8% (39)	49% (248)	35% (173)	502
Sattelite TV: Subscribed in past	6% (33)	2% (12)	9% (52)	58% (326)	25% (139)	563
Sattelite TV: Never subscribed	3% (39)	1% (12)	5% (58)	57% (645)	34% (382)	1136
Streaming services: Currently subscribe	6% (80)	1% (19)	9% (108)	61% (771)	23% (286)	1265
Streaming services: Subscribed in past	5% (12)	3% (7)	6% (15)	55% (128)	30% (70)	231
Streaming services: Never subscribed	2% (14)	1% (6)	4% (27)	45% (320)	48% (338)	705
Film: An avid fan	7% (58)	2% (13)	9% (75)	60% (489)	22% (177)	813
Film: A casual fan	3% (37)	1% (13)	5% (62)	55% (624)	36% (407)	1143
Film: Not a fan	4% (11)	2% (5)	5% (13)	43% (105)	45% (110)	244
Television: An avid fan	6% (64)	1% (13)	7% (75)	58% (623)	28% (300)	1075
Television: A casual fan	3% (32)	2% (17)	6% (60)	54% (528)	35% (340)	977
Television: Not a fan	7% (10)	1% (1)	10% (14)	46% (68)	37% (55)	148
Music: An avid fan	7% (86)	2% (21)	10% (118)	58% (694)	23% (276)	1195
Music: A casual fan	2% (20)	1% (9)	3% (29)	54% (479)	40% (354)	891
Music: Not a fan	— (0)	1% (1)	3% (3)	40% (45)	57% (64)	114
Fashion: An avid fan	11% (37)	3% (9)	13% (41)	52% (168)	22% (71)	326
Fashion: A casual fan	4% (39)	1% (11)	7% (69)	57% (530)	30% (282)	932
Fashion: Not a fan	3% (30)	1% (11)	4% (40)	55% (520)	36% (341)	942

Continued on next page

Table HR1_9: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
YouTube Red

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	5% (106)	1% (32)	7% (150)	55% (1219)	32% (694)	2200
Evangelical	4% (27)	2% (11)	8% (47)	55% (330)	32% (191)	606
Non-Evangelical	5% (79)	1% (21)	6% (103)	56% (888)	32% (503)	1594
Frequent TV watchers	5% (76)	1% (20)	7% (113)	57% (868)	29% (447)	1524
Frequent movie watchers	7% (65)	2% (22)	9% (79)	60% (552)	22% (207)	926

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

Table HR1_10: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
YouTube Live TV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	6%	(135)	1%	(29)	5%	(106)	65%	(1433)	23%	(498)	2200
Gender: Male	7%	(69)	1%	(13)	4%	(46)	69%	(728)	19%	(205)	1062
Gender: Female	6%	(65)	1%	(15)	5%	(60)	62%	(705)	26%	(293)	1138
Age: 18-29	9%	(41)	2%	(11)	5%	(23)	62%	(295)	22%	(104)	474
Age: 30-44	6%	(35)	1%	(6)	8%	(45)	64%	(345)	20%	(109)	539
Age: 45-54	10%	(37)	1%	(4)	3%	(10)	68%	(248)	18%	(65)	365
Age: 55-64	3%	(12)	1%	(5)	3%	(13)	68%	(264)	24%	(92)	386
Age: 65+	2%	(11)	—	(2)	3%	(15)	64%	(280)	29%	(128)	436
Generation Z: 18-22	8%	(19)	3%	(6)	5%	(12)	60%	(143)	24%	(58)	238
Millennial: Age 23-38	9%	(50)	2%	(10)	7%	(41)	63%	(358)	19%	(108)	568
Generation X: Age 39-54	8%	(43)	1%	(5)	4%	(24)	68%	(388)	19%	(112)	572
Boomers: Age 55-73	3%	(18)	1%	(6)	4%	(27)	66%	(474)	27%	(195)	720
PID: Dem (no lean)	7%	(54)	2%	(13)	7%	(48)	64%	(471)	21%	(153)	739
PID: Ind (no lean)	6%	(46)	1%	(8)	4%	(33)	63%	(493)	26%	(202)	782
PID: Rep (no lean)	5%	(34)	1%	(7)	4%	(24)	69%	(470)	21%	(144)	679
PID/Gender: Dem Men	8%	(26)	1%	(5)	5%	(17)	69%	(231)	17%	(56)	335
PID/Gender: Dem Women	7%	(28)	2%	(9)	8%	(31)	59%	(239)	24%	(96)	404
PID/Gender: Ind Men	5%	(22)	1%	(5)	4%	(14)	65%	(262)	25%	(98)	401
PID/Gender: Ind Women	6%	(24)	1%	(3)	5%	(19)	61%	(231)	27%	(103)	381
PID/Gender: Rep Men	7%	(22)	1%	(4)	5%	(15)	72%	(235)	15%	(50)	326
PID/Gender: Rep Women	4%	(13)	1%	(3)	2%	(9)	67%	(235)	26%	(93)	353
Ideo: Liberal (1-3)	8%	(50)	2%	(12)	5%	(34)	65%	(428)	20%	(133)	655
Ideo: Moderate (4)	6%	(26)	2%	(8)	6%	(29)	66%	(309)	21%	(100)	472
Ideo: Conservative (5-7)	5%	(37)	1%	(9)	3%	(25)	67%	(511)	23%	(177)	759

Continued on next page

Table HR1_10: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
YouTube Live TV

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	6% (135)	1% (29)	5% (106)	65% (1433)	23% (498)	2200
Educ: < College	6% (92)	1% (20)	5% (79)	65% (989)	22% (333)	1512
Educ: Bachelors degree	7% (29)	1% (5)	3% (14)	66% (294)	23% (102)	444
Educ: Post-grad	6% (14)	1% (3)	5% (13)	62% (151)	26% (63)	244
Income: Under 50k	6% (75)	1% (17)	5% (58)	64% (762)	23% (277)	1189
Income: 50k-100k	5% (33)	1% (5)	5% (33)	68% (460)	22% (149)	680
Income: 100k+	8% (27)	2% (6)	4% (14)	64% (211)	22% (72)	331
Ethnicity: White	5% (93)	1% (17)	4% (71)	67% (1148)	23% (392)	1722
Ethnicity: Hispanic	9% (32)	1% (5)	7% (23)	63% (221)	20% (69)	349
Ethnicity: Afr. Am.	9% (26)	3% (9)	7% (20)	60% (166)	20% (54)	274
Ethnicity: Other	8% (16)	1% (3)	7% (15)	58% (119)	25% (51)	204
Relig: Protestant	4% (22)	1% (4)	3% (13)	69% (352)	23% (119)	510
Relig: Roman Catholic	3% (11)	2% (6)	4% (16)	66% (252)	25% (95)	381
Relig: Ath./Agn./None	7% (49)	1% (9)	5% (38)	63% (440)	23% (161)	697
Relig: Something Else	7% (24)	1% (3)	5% (19)	65% (226)	22% (78)	349
Relig: Jewish	5% (3)	— (0)	— (0)	62% (35)	33% (18)	56
Relig: All Christian	5% (62)	1% (17)	4% (49)	66% (766)	22% (260)	1154
Relig: All Non-Christian	7% (73)	1% (12)	5% (56)	64% (667)	23% (239)	1046
Community: Urban	5% (26)	2% (10)	6% (30)	68% (361)	20% (106)	533
Community: Suburban	6% (66)	1% (13)	5% (50)	65% (673)	22% (229)	1030
Community: Rural	7% (43)	1% (6)	4% (26)	63% (399)	26% (164)	638
Employ: Private Sector	8% (51)	1% (8)	5% (31)	69% (462)	18% (119)	671
Employ: Government	5% (8)	— (0)	5% (7)	66% (107)	24% (38)	161
Employ: Self-Employed	11% (20)	1% (2)	9% (16)	63% (111)	15% (27)	176
Employ: Homemaker	7% (9)	1% (1)	5% (7)	58% (81)	29% (41)	139
Employ: Student	9% (12)	3% (4)	4% (6)	65% (83)	18% (23)	127
Employ: Retired	2% (10)	1% (6)	5% (21)	62% (291)	30% (138)	467
Employ: Unemployed	4% (11)	1% (2)	3% (7)	66% (156)	25% (59)	236
Employ: Other	6% (14)	2% (4)	4% (10)	64% (143)	24% (54)	225

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Table HR1_10: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
 YouTube Live TV

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	6% (135)	1% (29)	5% (106)	65% (1433)	23% (498)	2200
Military HH: Yes	6% (22)	2% (6)	3% (13)	65% (259)	24% (97)	396
Military HH: No	6% (112)	1% (22)	5% (93)	65% (1174)	22% (401)	1804
RD/WT: Right Direction	6% (55)	1% (12)	5% (40)	63% (541)	24% (205)	852
RD/WT: Wrong Track	6% (80)	1% (16)	5% (66)	66% (892)	22% (293)	1348
Trump Job Approve	6% (49)	1% (11)	4% (35)	66% (584)	23% (202)	881
Trump Job Disapprove	6% (74)	1% (17)	6% (67)	65% (766)	22% (257)	1180
Trump Job Strongly Approve	6% (25)	1% (6)	3% (15)	68% (313)	22% (101)	460
Trump Job Somewhat Approve	6% (23)	1% (5)	5% (21)	64% (270)	24% (102)	421
Trump Job Somewhat Disapprove	7% (18)	1% (3)	8% (21)	66% (180)	19% (52)	275
Trump Job Strongly Disapprove	6% (56)	1% (13)	5% (47)	65% (585)	23% (205)	906
Favorable of Trump	6% (53)	1% (9)	4% (33)	66% (576)	23% (198)	869
Unfavorable of Trump	6% (69)	1% (16)	6% (69)	65% (761)	22% (253)	1168
Very Favorable of Trump	5% (26)	1% (7)	3% (15)	66% (316)	24% (117)	480
Somewhat Favorable of Trump	7% (28)	1% (2)	5% (17)	67% (260)	21% (81)	388
Somewhat Unfavorable of Trump	3% (7)	1% (3)	8% (18)	68% (152)	19% (43)	224
Very Unfavorable of Trump	7% (62)	1% (13)	5% (51)	64% (608)	22% (210)	944
#1 Issue: Economy	7% (40)	1% (5)	4% (25)	69% (393)	18% (105)	569
#1 Issue: Security	5% (23)	2% (9)	4% (16)	68% (302)	21% (93)	443
#1 Issue: Health Care	8% (30)	1% (4)	6% (21)	63% (233)	21% (79)	368
#1 Issue: Medicare / Social Security	2% (6)	1% (5)	4% (13)	62% (199)	30% (95)	318
#1 Issue: Women's Issues	8% (10)	1% (2)	5% (6)	61% (72)	25% (29)	119
#1 Issue: Education	9% (13)	2% (3)	4% (7)	58% (86)	27% (40)	148
#1 Issue: Energy	4% (5)	1% (1)	8% (9)	65% (72)	22% (24)	111
#1 Issue: Other	6% (8)	— (0)	6% (7)	62% (76)	26% (32)	123
2018 House Vote: Democrat	7% (54)	2% (13)	5% (38)	67% (520)	20% (155)	779
2018 House Vote: Republican	5% (34)	1% (4)	4% (27)	69% (492)	22% (156)	713
2018 House Vote: Someone else	6% (5)	4% (3)	4% (4)	54% (49)	33% (30)	90
2018 House Vote: Didnt Vote	7% (40)	1% (9)	6% (37)	61% (371)	25% (155)	612

Continued on next page

Table HR1_10: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
YouTube Live TV

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	6% (135)	1% (29)	5% (106)	65% (1433)	23% (498)	2200
2016 Vote: Hillary Clinton	5% (37)	2% (11)	5% (37)	66% (465)	22% (151)	700
2016 Vote: Donald Trump	5% (35)	1% (5)	4% (23)	68% (447)	22% (145)	655
2016 Vote: Someone else	3% (6)	1% (2)	4% (8)	71% (131)	20% (36)	183
2016 Vote: Didnt Vote	8% (55)	2% (10)	6% (37)	59% (389)	25% (165)	657
Voted in 2014: Yes	6% (76)	1% (17)	4% (56)	67% (919)	22% (305)	1374
Voted in 2014: No	7% (58)	1% (11)	6% (49)	62% (514)	23% (193)	826
2012 Vote: Barack Obama	6% (51)	1% (11)	5% (41)	66% (537)	22% (177)	816
2012 Vote: Mitt Romney	5% (25)	1% (5)	4% (21)	66% (341)	24% (126)	517
2012 Vote: Other	6% (5)	— (0)	5% (5)	75% (69)	14% (13)	92
2012 Vote: Didn't Vote	7% (53)	2% (13)	5% (40)	63% (484)	23% (180)	771
4-Region: Northeast	5% (21)	1% (4)	5% (19)	64% (252)	25% (98)	394
4-Region: Midwest	5% (24)	1% (7)	3% (15)	65% (300)	25% (117)	462
4-Region: South	7% (55)	2% (16)	6% (52)	63% (521)	22% (180)	824
4-Region: West	7% (35)	— (2)	4% (19)	69% (360)	20% (104)	520
Watch TV: Every day	7% (75)	2% (16)	5% (50)	67% (694)	20% (204)	1039
Watch TV: Several times per week	4% (22)	1% (4)	6% (30)	67% (325)	21% (104)	484
Watch TV: About once per week	9% (14)	2% (3)	6% (10)	64% (102)	19% (31)	160
Watch TV: Several times per month	7% (8)	3% (3)	— (1)	67% (85)	23% (29)	127
Watch TV: About once per month	7% (4)	— (0)	5% (3)	51% (30)	37% (22)	59
Watch TV: Less often than once per month	1% (1)	1% (1)	5% (5)	67% (66)	26% (25)	99
Watch TV: Never	5% (11)	1% (2)	3% (6)	56% (130)	36% (83)	231
Watch Movies: Every day	10% (35)	2% (6)	5% (19)	63% (219)	20% (71)	350
Watch Movies: Several times per week	7% (42)	2% (9)	6% (36)	68% (389)	17% (100)	576
Watch Movies: About once per week	7% (28)	1% (3)	6% (24)	64% (261)	22% (89)	406
Watch Movies: Several times per month	5% (12)	1% (3)	4% (11)	68% (172)	22% (57)	254
Watch Movies: About once per month	4% (8)	1% (2)	3% (6)	67% (127)	25% (47)	190
Watch Movies: Less often than once per month	1% (3)	1% (1)	2% (4)	68% (141)	28% (58)	207
Watch Movies: Never	4% (8)	2% (4)	2% (5)	57% (123)	35% (77)	218

Continued on next page

Table HR1_10: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
YouTube Live TV

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	6% (135)	1% (29)	5% (106)	65% (1433)	23% (498)	2200
Watch Sporting Events: Every day	14% (25)	1% (2)	7% (12)	64% (116)	14% (26)	181
Watch Sporting Events: Several times per week	7% (24)	2% (5)	5% (18)	66% (224)	20% (70)	342
Watch Sporting Events: About once per week	8% (16)	2% (4)	5% (11)	63% (138)	22% (48)	217
Watch Sporting Events: Several times per month	8% (13)	4% (6)	5% (8)	58% (97)	25% (42)	165
Watch Sporting Events: About once per month	6% (9)	1% (2)	5% (8)	76% (124)	12% (20)	162
Watch Sporting Events: Less often than once per month	3% (10)	— (1)	4% (16)	72% (251)	21% (73)	351
Watch Sporting Events: Never	5% (37)	1% (8)	4% (33)	62% (484)	28% (220)	782
Cable TV: Currently subscribe	5% (54)	1% (13)	5% (50)	65% (701)	24% (254)	1073
Cable TV: Subscribed in past	7% (52)	2% (14)	6% (40)	67% (475)	18% (128)	709
Cable TV: Never subscribed	7% (29)	— (2)	4% (15)	61% (257)	28% (116)	418
Sattelite TV: Currently subscribe	8% (38)	1% (5)	5% (27)	64% (323)	22% (109)	502
Sattelite TV: Subscribed in past	9% (51)	2% (12)	7% (37)	64% (362)	18% (101)	563
Sattelite TV: Never subscribed	4% (46)	1% (12)	4% (42)	66% (748)	25% (288)	1136
Streaming services: Currently subscribe	8% (100)	1% (18)	6% (74)	68% (861)	17% (211)	1265
Streaming services: Subscribed in past	6% (14)	2% (5)	7% (15)	62% (144)	23% (53)	231
Streaming services: Never subscribed	3% (21)	1% (5)	2% (16)	61% (428)	33% (234)	705
Film: An avid fan	8% (67)	1% (9)	6% (51)	68% (555)	16% (131)	813
Film: A casual fan	5% (53)	1% (13)	4% (46)	66% (750)	25% (281)	1143
Film: Not a fan	6% (15)	2% (6)	3% (8)	53% (129)	36% (87)	244
Television: An avid fan	7% (76)	1% (15)	6% (64)	66% (708)	20% (212)	1075
Television: A casual fan	5% (50)	1% (11)	3% (33)	65% (639)	25% (243)	977
Television: Not a fan	6% (9)	1% (2)	5% (8)	58% (86)	29% (43)	148
Music: An avid fan	8% (97)	2% (19)	6% (77)	66% (788)	18% (214)	1195
Music: A casual fan	4% (37)	1% (5)	3% (25)	66% (587)	27% (237)	891
Music: Not a fan	— (0)	4% (4)	3% (4)	51% (58)	42% (48)	114
Fashion: An avid fan	14% (47)	2% (7)	9% (29)	59% (191)	16% (52)	326
Fashion: A casual fan	5% (47)	1% (12)	6% (52)	68% (629)	21% (191)	932
Fashion: Not a fan	4% (41)	1% (9)	3% (25)	65% (613)	27% (255)	942

Continued on next page

Table HR1_10: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
YouTube Live TV

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	6% (135)	1% (29)	5% (106)	65% (1433)	23% (498)	2200
Evangelical	8% (46)	2% (13)	5% (32)	65% (391)	20% (124)	606
Non-Evangelical	6% (88)	1% (16)	5% (74)	65% (1042)	23% (374)	1594
Frequent TV watchers	6% (96)	1% (20)	5% (80)	67% (1019)	20% (308)	1524
Frequent movie watchers	8% (76)	2% (15)	6% (56)	66% (608)	18% (171)	926

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

Table HR1_11: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
 PlayStation Vue

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	2%	(52)	1%	(29)	5%	(115)	54%	(1178)	38%	(827)	2200
Gender: Male	2%	(24)	1%	(13)	7%	(70)	62%	(653)	28%	(302)	1062
Gender: Female	2%	(28)	1%	(16)	4%	(45)	46%	(525)	46%	(525)	1138
Age: 18-29	5%	(25)	2%	(8)	8%	(40)	48%	(229)	36%	(171)	474
Age: 30-44	3%	(15)	2%	(12)	8%	(41)	56%	(303)	31%	(167)	539
Age: 45-54	2%	(7)	1%	(3)	5%	(18)	54%	(195)	39%	(142)	365
Age: 55-64	—	(2)	1%	(4)	2%	(9)	58%	(223)	38%	(148)	386
Age: 65+	1%	(3)	—	(1)	2%	(7)	52%	(227)	46%	(199)	436
Generation Z: 18-22	6%	(15)	2%	(4)	10%	(23)	47%	(111)	36%	(85)	238
Millennial: Age 23-38	4%	(24)	2%	(12)	7%	(40)	54%	(306)	33%	(185)	568
Generation X: Age 39-54	1%	(8)	1%	(7)	6%	(36)	54%	(311)	37%	(211)	572
Boomers: Age 55-73	1%	(4)	1%	(5)	2%	(15)	56%	(406)	40%	(290)	720
PID: Dem (no lean)	3%	(19)	2%	(11)	5%	(38)	54%	(403)	36%	(268)	739
PID: Ind (no lean)	2%	(18)	1%	(6)	6%	(50)	51%	(400)	39%	(308)	782
PID: Rep (no lean)	2%	(15)	2%	(12)	4%	(27)	55%	(375)	37%	(251)	679
PID/Gender: Dem Men	2%	(7)	1%	(4)	8%	(27)	65%	(216)	24%	(81)	335
PID/Gender: Dem Women	3%	(12)	2%	(7)	3%	(11)	46%	(186)	46%	(187)	404
PID/Gender: Ind Men	3%	(14)	1%	(4)	7%	(27)	58%	(234)	31%	(123)	401
PID/Gender: Ind Women	1%	(4)	—	(2)	6%	(23)	44%	(166)	49%	(185)	381
PID/Gender: Rep Men	1%	(3)	1%	(5)	5%	(16)	62%	(203)	30%	(98)	326
PID/Gender: Rep Women	3%	(12)	2%	(7)	3%	(11)	49%	(172)	43%	(152)	353
Ideo: Liberal (1-3)	3%	(20)	1%	(6)	5%	(33)	54%	(355)	37%	(241)	655
Ideo: Moderate (4)	3%	(14)	2%	(8)	6%	(27)	56%	(266)	33%	(156)	472
Ideo: Conservative (5-7)	1%	(11)	2%	(12)	4%	(30)	55%	(419)	38%	(288)	759

Continued on next page

Table HR1_11: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
PlayStation Vue

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	2%	(52)	1%	(29)	5%	(115)	54%	(1178)	38%	(827)	2200
Educ: < College	3%	(39)	1%	(15)	6%	(87)	54%	(811)	37%	(560)	1512
Educ: Bachelors degree	2%	(7)	2%	(9)	4%	(17)	54%	(240)	38%	(170)	444
Educ: Post-grad	2%	(6)	2%	(4)	5%	(11)	52%	(127)	39%	(96)	244
Income: Under 50k	3%	(32)	1%	(12)	6%	(70)	52%	(614)	39%	(461)	1189
Income: 50k-100k	2%	(11)	1%	(6)	4%	(27)	56%	(378)	38%	(258)	680
Income: 100k+	3%	(9)	3%	(10)	5%	(18)	56%	(185)	33%	(108)	331
Ethnicity: White	2%	(32)	1%	(23)	4%	(70)	55%	(948)	38%	(648)	1722
Ethnicity: Hispanic	2%	(6)	2%	(7)	8%	(27)	50%	(174)	39%	(135)	349
Ethnicity: Afr. Am.	4%	(10)	1%	(3)	10%	(28)	50%	(138)	35%	(95)	274
Ethnicity: Other	5%	(10)	1%	(3)	8%	(16)	45%	(92)	41%	(83)	204
Relig: Protestant	1%	(3)	1%	(6)	3%	(17)	56%	(287)	38%	(196)	510
Relig: Roman Catholic	2%	(8)	3%	(10)	4%	(15)	52%	(198)	39%	(149)	381
Relig: Ath./Agn./None	3%	(19)	1%	(6)	6%	(43)	53%	(369)	37%	(260)	697
Relig: Something Else	3%	(10)	—	(1)	6%	(20)	56%	(195)	35%	(122)	349
Relig: Jewish	2%	(1)	1%	(1)	—	(0)	53%	(30)	43%	(24)	56
Relig: All Christian	2%	(23)	2%	(21)	4%	(52)	53%	(613)	39%	(445)	1154
Relig: All Non-Christian	3%	(29)	1%	(7)	6%	(63)	54%	(565)	37%	(382)	1046
Community: Urban	3%	(16)	2%	(9)	6%	(32)	52%	(279)	37%	(197)	533
Community: Suburban	2%	(24)	1%	(11)	5%	(51)	57%	(586)	35%	(358)	1030
Community: Rural	2%	(12)	1%	(9)	5%	(31)	49%	(314)	43%	(272)	638
Employ: Private Sector	3%	(19)	2%	(15)	6%	(40)	57%	(383)	32%	(215)	671
Employ: Government	3%	(5)	—	(1)	6%	(10)	59%	(94)	32%	(51)	161
Employ: Self-Employed	1%	(2)	2%	(3)	6%	(10)	56%	(98)	35%	(62)	176
Employ: Homemaker	4%	(6)	1%	(2)	4%	(6)	49%	(68)	41%	(57)	139
Employ: Student	5%	(7)	3%	(3)	6%	(8)	40%	(51)	46%	(59)	127
Employ: Retired	—	(2)	1%	(2)	2%	(8)	53%	(245)	45%	(208)	467
Employ: Unemployed	2%	(4)	—	(0)	5%	(12)	55%	(129)	38%	(90)	236
Employ: Other	3%	(7)	1%	(2)	9%	(21)	49%	(109)	38%	(85)	225

Continued on next page

Table HR1_11: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
PlayStation Vue

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	2%	(52)	1%	(29)	5%	(115)	54%	(1178)	38%	(827)	2200
Military HH: Yes	3%	(11)	2%	(6)	4%	(16)	57%	(227)	34%	(136)	396
Military HH: No	2%	(41)	1%	(22)	5%	(99)	53%	(951)	38%	(691)	1804
RD/WT: Right Direction	3%	(22)	2%	(15)	5%	(46)	52%	(444)	38%	(325)	852
RD/WT: Wrong Track	2%	(30)	1%	(14)	5%	(69)	54%	(734)	37%	(502)	1348
Trump Job Approve	2%	(22)	2%	(18)	4%	(37)	55%	(487)	36%	(317)	881
Trump Job Disapprove	2%	(26)	1%	(9)	6%	(72)	54%	(637)	37%	(436)	1180
Trump Job Strongly Approve	3%	(12)	2%	(8)	4%	(20)	55%	(251)	37%	(169)	460
Trump Job Somewhat Approve	2%	(10)	2%	(10)	4%	(17)	56%	(236)	35%	(148)	421
Trump Job Somewhat Disapprove	2%	(6)	3%	(7)	8%	(23)	54%	(149)	32%	(89)	275
Trump Job Strongly Disapprove	2%	(20)	—	(2)	5%	(49)	54%	(487)	38%	(347)	906
Favorable of Trump	2%	(21)	1%	(13)	5%	(40)	55%	(475)	37%	(319)	869
Unfavorable of Trump	2%	(27)	1%	(14)	6%	(66)	55%	(637)	36%	(424)	1168
Very Favorable of Trump	2%	(8)	2%	(9)	5%	(25)	54%	(261)	37%	(177)	480
Somewhat Favorable of Trump	3%	(13)	1%	(4)	4%	(14)	55%	(214)	37%	(143)	388
Somewhat Unfavorable of Trump	2%	(4)	3%	(7)	4%	(9)	53%	(119)	37%	(84)	224
Very Unfavorable of Trump	2%	(22)	1%	(7)	6%	(57)	55%	(518)	36%	(340)	944
#1 Issue: Economy	2%	(13)	1%	(4)	6%	(32)	56%	(316)	36%	(204)	569
#1 Issue: Security	2%	(10)	3%	(13)	4%	(19)	55%	(243)	36%	(157)	443
#1 Issue: Health Care	2%	(7)	1%	(2)	5%	(19)	63%	(233)	29%	(107)	368
#1 Issue: Medicare / Social Security	2%	(5)	—	(2)	2%	(6)	53%	(168)	44%	(139)	318
#1 Issue: Women's Issues	6%	(7)	1%	(1)	6%	(7)	42%	(50)	45%	(54)	119
#1 Issue: Education	4%	(6)	—	(0)	5%	(7)	44%	(66)	47%	(69)	148
#1 Issue: Energy	2%	(2)	2%	(3)	12%	(13)	46%	(51)	38%	(42)	111
#1 Issue: Other	2%	(2)	3%	(3)	9%	(11)	42%	(51)	45%	(55)	123
2018 House Vote: Democrat	3%	(22)	1%	(10)	5%	(37)	55%	(427)	36%	(284)	779
2018 House Vote: Republican	2%	(14)	1%	(11)	3%	(23)	57%	(408)	36%	(256)	713
2018 House Vote: Someone else	4%	(4)	—	(0)	8%	(7)	43%	(39)	45%	(41)	90
2018 House Vote: Didnt Vote	2%	(10)	1%	(8)	8%	(48)	49%	(302)	40%	(245)	612

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Table HR1_11: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
PlayStation Vue

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	2%	(52)	1%	(29)	5%	(115)	54%	(1178)	38%	(827)	2200
2016 Vote: Hillary Clinton	2%	(12)	1%	(6)	4%	(31)	56%	(390)	37%	(261)	700
2016 Vote: Donald Trump	2%	(12)	2%	(11)	4%	(24)	56%	(370)	36%	(238)	655
2016 Vote: Someone else	2%	(4)	—	(1)	4%	(8)	59%	(109)	34%	(62)	183
2016 Vote: Didnt Vote	4%	(23)	2%	(11)	8%	(52)	47%	(308)	40%	(264)	657
Voted in 2014: Yes	2%	(28)	1%	(17)	4%	(54)	56%	(773)	37%	(502)	1374
Voted in 2014: No	3%	(24)	1%	(11)	7%	(61)	49%	(405)	39%	(325)	826
2012 Vote: Barack Obama	2%	(16)	1%	(9)	5%	(39)	56%	(458)	36%	(293)	816
2012 Vote: Mitt Romney	2%	(9)	2%	(10)	3%	(17)	56%	(292)	37%	(190)	517
2012 Vote: Other	2%	(2)	—	(0)	5%	(5)	59%	(54)	34%	(32)	92
2012 Vote: Didn't Vote	3%	(25)	1%	(9)	7%	(54)	48%	(373)	40%	(310)	771
4-Region: Northeast	3%	(11)	1%	(5)	4%	(15)	52%	(206)	40%	(157)	394
4-Region: Midwest	2%	(10)	1%	(6)	5%	(23)	53%	(244)	39%	(180)	462
4-Region: South	2%	(19)	1%	(12)	6%	(48)	55%	(454)	35%	(291)	824
4-Region: West	2%	(11)	1%	(6)	6%	(29)	53%	(274)	38%	(200)	520
Watch TV: Every day	3%	(30)	1%	(13)	6%	(62)	56%	(587)	33%	(347)	1039
Watch TV: Several times per week	2%	(9)	2%	(9)	4%	(19)	59%	(285)	33%	(162)	484
Watch TV: About once per week	4%	(6)	2%	(3)	6%	(10)	50%	(79)	39%	(62)	160
Watch TV: Several times per month	—	(0)	—	(0)	7%	(9)	53%	(67)	40%	(51)	127
Watch TV: About once per month	2%	(1)	1%	(1)	4%	(3)	50%	(29)	43%	(25)	59
Watch TV: Less often than once per month	2%	(1)	1%	(1)	3%	(2)	46%	(46)	49%	(48)	99
Watch TV: Never	2%	(4)	1%	(2)	4%	(10)	37%	(85)	57%	(132)	231
Watch Movies: Every day	8%	(27)	1%	(4)	8%	(30)	52%	(183)	30%	(107)	350
Watch Movies: Several times per week	2%	(10)	2%	(14)	7%	(38)	59%	(342)	30%	(173)	576
Watch Movies: About once per week	1%	(4)	1%	(4)	3%	(14)	57%	(232)	37%	(152)	406
Watch Movies: Several times per month	2%	(5)	1%	(4)	5%	(12)	57%	(146)	34%	(87)	254
Watch Movies: About once per month	2%	(4)	1%	(1)	3%	(6)	49%	(93)	45%	(85)	190
Watch Movies: Less often than once per month	—	(0)	—	(0)	4%	(9)	50%	(103)	46%	(95)	207
Watch Movies: Never	—	(1)	1%	(2)	3%	(7)	36%	(79)	59%	(129)	218

Continued on next page

Table HR1_11: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
PlayStation Vue

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	2%	(52)	1%	(29)	5%	(115)	54%	(1178)	38%	(827)	2200
Watch Sporting Events: Every day	6%	(12)	3%	(5)	8%	(15)	64%	(116)	19%	(34)	181
Watch Sporting Events: Several times per week	3%	(10)	2%	(8)	6%	(21)	63%	(214)	26%	(89)	342
Watch Sporting Events: About once per week	2%	(3)	2%	(3)	4%	(8)	63%	(138)	30%	(65)	217
Watch Sporting Events: Several times per month	4%	(7)	2%	(3)	6%	(10)	49%	(81)	39%	(65)	165
Watch Sporting Events: About once per month	2%	(3)	1%	(2)	4%	(6)	58%	(94)	35%	(56)	162
Watch Sporting Events: Less often than once per month	2%	(7)	1%	(2)	3%	(12)	54%	(189)	40%	(141)	351
Watch Sporting Events: Never	1%	(11)	1%	(5)	5%	(43)	44%	(347)	48%	(376)	782
Cable TV: Currently subscribe	2%	(23)	1%	(12)	4%	(40)	55%	(592)	38%	(407)	1073
Cable TV: Subscribed in past	3%	(21)	2%	(12)	7%	(49)	57%	(401)	32%	(227)	709
Cable TV: Never subscribed	2%	(8)	1%	(5)	6%	(26)	44%	(186)	46%	(193)	418
Sattelite TV: Currently subscribe	5%	(23)	2%	(10)	6%	(32)	50%	(249)	37%	(187)	502
Sattelite TV: Subscribed in past	2%	(14)	2%	(12)	5%	(31)	63%	(353)	27%	(152)	563
Sattelite TV: Never subscribed	1%	(15)	1%	(6)	5%	(52)	51%	(575)	43%	(487)	1136
Streaming services: Currently subscribe	3%	(41)	2%	(24)	7%	(83)	57%	(721)	31%	(395)	1265
Streaming services: Subscribed in past	2%	(6)	1%	(1)	3%	(6)	52%	(119)	43%	(99)	231
Streaming services: Never subscribed	1%	(5)	—	(3)	4%	(26)	48%	(338)	47%	(333)	705
Film: An avid fan	3%	(28)	2%	(12)	7%	(61)	58%	(473)	29%	(239)	813
Film: A casual fan	1%	(17)	1%	(14)	4%	(45)	54%	(615)	39%	(451)	1143
Film: Not a fan	3%	(7)	1%	(2)	4%	(9)	37%	(89)	56%	(137)	244
Television: An avid fan	3%	(35)	1%	(15)	6%	(63)	57%	(608)	33%	(354)	1075
Television: A casual fan	1%	(14)	1%	(13)	4%	(36)	53%	(515)	41%	(399)	977
Television: Not a fan	2%	(3)	—	(1)	11%	(16)	37%	(55)	50%	(73)	148
Music: An avid fan	3%	(36)	2%	(22)	7%	(82)	55%	(660)	33%	(395)	1195
Music: A casual fan	2%	(14)	1%	(6)	3%	(30)	53%	(472)	41%	(369)	891
Music: Not a fan	2%	(2)	—	(0)	2%	(3)	40%	(46)	55%	(63)	114
Fashion: An avid fan	5%	(18)	3%	(9)	10%	(32)	46%	(150)	36%	(118)	326
Fashion: A casual fan	2%	(19)	1%	(13)	5%	(49)	55%	(509)	37%	(342)	932
Fashion: Not a fan	2%	(15)	1%	(7)	4%	(34)	55%	(519)	39%	(367)	942

Continued on next page

Table HR1_11: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
PlayStation Vue

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	2%	(52)	1%	(29)	5%	(115)	54%	(1178)	38%	(827)	2200
Evangelical	2%	(14)	2%	(11)	6%	(35)	52%	(314)	38%	(232)	606
Non-Evangelical	2%	(37)	1%	(18)	5%	(80)	54%	(864)	37%	(595)	1594
Frequent TV watchers	3%	(39)	1%	(22)	5%	(81)	57%	(872)	33%	(509)	1524
Frequent movie watchers	4%	(37)	2%	(18)	7%	(68)	57%	(525)	30%	(279)	926

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

Table HR1_12: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Stirr

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
	—	(N)	—	(N)	1%	(N)	17%	(N)	82%	(N)	
Adults	—	(10)	—	(6)	1%	(18)	17%	(363)	82%	(1804)	2200
Gender: Male	—	(5)	—	(4)	1%	(13)	21%	(221)	77%	(819)	1062
Gender: Female	—	(5)	—	(1)	—	(4)	13%	(142)	87%	(985)	1138
Age: 18-29	1%	(5)	1%	(6)	2%	(7)	20%	(94)	76%	(362)	474
Age: 30-44	1%	(5)	—	(0)	1%	(4)	18%	(98)	80%	(432)	539
Age: 45-54	—	(0)	—	(0)	1%	(3)	16%	(59)	83%	(303)	365
Age: 55-64	—	(1)	—	(0)	—	(2)	15%	(58)	84%	(326)	386
Age: 65+	—	(0)	—	(0)	—	(1)	12%	(54)	87%	(381)	436
Generation Z: 18-22	2%	(4)	1%	(3)	2%	(4)	23%	(55)	72%	(172)	238
Millennial: Age 23-38	1%	(5)	1%	(3)	1%	(5)	18%	(101)	80%	(454)	568
Generation X: Age 39-54	—	(0)	—	(0)	1%	(5)	17%	(96)	82%	(471)	572
Boomers: Age 55-73	—	(1)	—	(0)	—	(3)	13%	(94)	86%	(622)	720
PID: Dem (no lean)	—	(3)	—	(1)	—	(3)	17%	(125)	82%	(607)	739
PID: Ind (no lean)	1%	(6)	—	(3)	1%	(9)	17%	(135)	80%	(628)	782
PID: Rep (no lean)	—	(1)	—	(1)	1%	(5)	15%	(103)	84%	(569)	679
PID/Gender: Dem Men	—	(0)	—	(1)	1%	(2)	23%	(78)	76%	(254)	335
PID/Gender: Dem Women	1%	(3)	—	(0)	—	(1)	12%	(47)	87%	(353)	404
PID/Gender: Ind Men	1%	(4)	1%	(3)	2%	(7)	21%	(86)	75%	(300)	401
PID/Gender: Ind Women	—	(2)	—	(0)	1%	(2)	13%	(49)	86%	(328)	381
PID/Gender: Rep Men	—	(0)	—	(0)	1%	(4)	17%	(56)	81%	(265)	326
PID/Gender: Rep Women	—	(1)	—	(1)	—	(1)	13%	(47)	86%	(303)	353
Ideo: Liberal (1-3)	—	(3)	—	(0)	1%	(7)	16%	(106)	82%	(540)	655
Ideo: Moderate (4)	1%	(4)	—	(1)	1%	(3)	19%	(89)	79%	(374)	472
Ideo: Conservative (5-7)	—	(1)	—	(1)	1%	(5)	16%	(121)	83%	(632)	759

Continued on next page

Table HR1_12: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?

Stirr

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	—	(10)	—	(6)	1%	(18)	17%	(363)	82%	(1804)	2200
Educ: < College	1%	(9)	—	(6)	1%	(11)	18%	(273)	80%	(1214)	1512
Educ: Bachelors degree	—	(0)	—	(0)	—	(1)	14%	(61)	86%	(382)	444
Educ: Post-grad	1%	(1)	—	(0)	2%	(5)	12%	(30)	85%	(208)	244
Income: Under 50k	—	(6)	—	(5)	1%	(10)	18%	(214)	80%	(955)	1189
Income: 50k-100k	—	(3)	—	(0)	1%	(5)	14%	(98)	84%	(574)	680
Income: 100k+	—	(1)	—	(1)	1%	(3)	16%	(52)	83%	(274)	331
Ethnicity: White	—	(5)	—	(1)	1%	(11)	15%	(262)	84%	(1442)	1722
Ethnicity: Hispanic	—	(1)	—	(1)	1%	(5)	24%	(83)	74%	(260)	349
Ethnicity: Afr. Am.	1%	(3)	1%	(3)	—	(1)	21%	(57)	77%	(210)	274
Ethnicity: Other	1%	(3)	—	(1)	2%	(5)	22%	(45)	74%	(151)	204
Relig: Protestant	—	(0)	—	(0)	1%	(4)	14%	(73)	85%	(434)	510
Relig: Roman Catholic	—	(0)	—	(1)	1%	(2)	17%	(64)	82%	(313)	381
Relig: Ath./Agn./None	1%	(6)	—	(0)	—	(3)	17%	(120)	81%	(567)	697
Relig: Something Else	1%	(3)	1%	(3)	2%	(7)	17%	(60)	79%	(276)	349
Relig: Jewish	—	(0)	—	(0)	—	(0)	14%	(8)	86%	(48)	56
Relig: All Christian	—	(1)	—	(2)	1%	(7)	16%	(183)	83%	(961)	1154
Relig: All Non-Christian	1%	(9)	—	(3)	1%	(10)	17%	(181)	81%	(843)	1046
Community: Urban	—	(2)	—	(1)	2%	(8)	18%	(94)	80%	(428)	533
Community: Suburban	—	(3)	—	(3)	1%	(7)	16%	(166)	83%	(850)	1030
Community: Rural	1%	(5)	—	(2)	—	(2)	16%	(103)	82%	(526)	638
Employ: Private Sector	—	(3)	—	(0)	1%	(7)	18%	(123)	80%	(537)	671
Employ: Government	1%	(1)	—	(0)	1%	(1)	14%	(22)	85%	(136)	161
Employ: Self-Employed	—	(0)	—	(0)	2%	(3)	22%	(39)	76%	(133)	176
Employ: Homemaker	—	(1)	2%	(3)	—	(0)	10%	(13)	87%	(121)	139
Employ: Student	1%	(1)	2%	(2)	—	(0)	16%	(20)	81%	(104)	127
Employ: Retired	—	(0)	—	(0)	—	(1)	12%	(56)	88%	(409)	467
Employ: Unemployed	1%	(3)	—	(0)	2%	(4)	21%	(49)	76%	(180)	236
Employ: Other	—	(1)	—	(0)	—	(1)	18%	(41)	81%	(182)	225

Continued on next page

Table HR1_12: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?

Stirr

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	—	(10)	—	(6)	1%	(18)	17%	(363)	82%	(1804)	2200
Military HH: Yes	—	(1)	—	(1)	1%	(2)	17%	(67)	82%	(326)	396
Military HH: No	—	(9)	—	(5)	1%	(15)	16%	(297)	82%	(1478)	1804
RD/WT: Right Direction	—	(2)	—	(3)	1%	(4)	16%	(135)	83%	(708)	852
RD/WT: Wrong Track	1%	(8)	—	(2)	1%	(13)	17%	(229)	81%	(1096)	1348
Trump Job Approve	—	(3)	1%	(5)	1%	(5)	15%	(135)	83%	(732)	881
Trump Job Disapprove	1%	(7)	—	(1)	1%	(12)	18%	(208)	81%	(953)	1180
Trump Job Strongly Approve	—	(1)	—	(1)	—	(2)	17%	(79)	82%	(376)	460
Trump Job Somewhat Approve	—	(2)	1%	(3)	1%	(3)	13%	(56)	85%	(356)	421
Trump Job Somewhat Disapprove	—	(1)	—	(0)	2%	(5)	23%	(65)	74%	(204)	275
Trump Job Strongly Disapprove	1%	(5)	—	(1)	1%	(6)	16%	(144)	83%	(750)	906
Favorable of Trump	—	(2)	—	(1)	1%	(10)	15%	(128)	84%	(728)	869
Unfavorable of Trump	1%	(6)	—	(3)	1%	(8)	17%	(204)	81%	(948)	1168
Very Favorable of Trump	—	(1)	—	(1)	1%	(6)	17%	(81)	81%	(391)	480
Somewhat Favorable of Trump	—	(1)	—	(0)	1%	(3)	12%	(47)	87%	(337)	388
Somewhat Unfavorable of Trump	—	(1)	1%	(3)	1%	(3)	21%	(47)	76%	(170)	224
Very Unfavorable of Trump	1%	(5)	—	(0)	1%	(5)	17%	(156)	82%	(778)	944
#1 Issue: Economy	1%	(5)	—	(2)	1%	(5)	17%	(97)	81%	(461)	569
#1 Issue: Security	—	(0)	—	(2)	—	(1)	17%	(74)	83%	(366)	443
#1 Issue: Health Care	—	(1)	—	(1)	1%	(2)	19%	(70)	80%	(294)	368
#1 Issue: Medicare / Social Security	—	(1)	—	(1)	1%	(2)	15%	(47)	84%	(268)	318
#1 Issue: Women's Issues	2%	(3)	—	(0)	3%	(3)	13%	(15)	83%	(98)	119
#1 Issue: Education	1%	(1)	—	(0)	1%	(1)	18%	(27)	80%	(119)	148
#1 Issue: Energy	—	(0)	—	(0)	1%	(1)	14%	(15)	85%	(95)	111
#1 Issue: Other	—	(0)	—	(0)	2%	(3)	15%	(18)	83%	(103)	123
2018 House Vote: Democrat	1%	(7)	—	(2)	—	(3)	17%	(132)	82%	(636)	779
2018 House Vote: Republican	—	(0)	—	(1)	1%	(7)	14%	(103)	84%	(601)	713
2018 House Vote: Someone else	—	(0)	—	(0)	2%	(2)	20%	(18)	78%	(71)	90
2018 House Vote: Didnt Vote	—	(3)	—	(2)	1%	(5)	18%	(111)	80%	(491)	612

Continued on next page

Table HR1_12: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?

Stirr

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	—	(10)	—	(6)	1%	(18)	17%	(363)	82%	(1804)	2200
2016 Vote: Hillary Clinton	—	(1)	—	(2)	—	(3)	15%	(108)	84%	(586)	700
2016 Vote: Donald Trump	—	(1)	—	(1)	1%	(5)	13%	(87)	86%	(561)	655
2016 Vote: Someone else	—	(0)	—	(0)	2%	(4)	20%	(37)	77%	(142)	183
2016 Vote: Didn't Vote	1%	(8)	—	(3)	1%	(5)	20%	(131)	78%	(511)	657
Voted in 2014: Yes	—	(3)	—	(1)	1%	(8)	15%	(204)	84%	(1157)	1374
Voted in 2014: No	1%	(7)	1%	(4)	1%	(9)	19%	(159)	78%	(647)	826
2012 Vote: Barack Obama	—	(2)	—	(0)	—	(3)	16%	(134)	83%	(676)	816
2012 Vote: Mitt Romney	—	(1)	—	(0)	1%	(4)	14%	(70)	86%	(443)	517
2012 Vote: Other	—	(0)	—	(0)	2%	(1)	15%	(14)	83%	(76)	92
2012 Vote: Didn't Vote	1%	(7)	1%	(6)	1%	(9)	19%	(145)	78%	(604)	771
4-Region: Northeast	—	(1)	—	(0)	1%	(4)	15%	(59)	84%	(330)	394
4-Region: Midwest	1%	(3)	1%	(3)	—	(1)	18%	(82)	81%	(373)	462
4-Region: South	—	(4)	—	(3)	—	(3)	16%	(134)	83%	(681)	824
4-Region: West	1%	(3)	—	(0)	2%	(10)	17%	(87)	81%	(420)	520
Watch TV: Every day	1%	(6)	—	(2)	1%	(7)	16%	(167)	82%	(857)	1039
Watch TV: Several times per week	—	(1)	—	(2)	1%	(5)	16%	(79)	82%	(398)	484
Watch TV: About once per week	—	(1)	—	(1)	—	(0)	21%	(33)	78%	(125)	160
Watch TV: Several times per month	—	(0)	—	(0)	3%	(4)	20%	(26)	77%	(97)	127
Watch TV: About once per month	1%	(1)	—	(0)	—	(0)	13%	(8)	86%	(51)	59
Watch TV: Less often than once per month	2%	(2)	—	(0)	1%	(1)	16%	(16)	81%	(80)	99
Watch TV: Never	—	(1)	1%	(1)	—	(1)	15%	(34)	84%	(195)	231
Watch Movies: Every day	2%	(5)	1%	(2)	1%	(3)	23%	(82)	74%	(258)	350
Watch Movies: Several times per week	—	(2)	1%	(3)	1%	(6)	17%	(99)	81%	(466)	576
Watch Movies: About once per week	—	(0)	—	(1)	1%	(3)	14%	(57)	85%	(345)	406
Watch Movies: Several times per month	—	(0)	—	(0)	1%	(3)	15%	(37)	84%	(214)	254
Watch Movies: About once per month	1%	(1)	—	(0)	—	(0)	15%	(29)	84%	(159)	190
Watch Movies: Less often than once per month	—	(0)	—	(0)	—	(1)	14%	(29)	86%	(177)	207
Watch Movies: Never	—	(1)	—	(0)	1%	(1)	14%	(31)	85%	(185)	218

Continued on next page

Table HR1_12: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	—	(10)	—	(6)	1%	(18)	17%	(363)	82%	(1804)	2200
Watch Sporting Events: Every day	2%	(4)	—	(0)	1%	(1)	25%	(44)	73%	(132)	181
Watch Sporting Events: Several times per week	—	(1)	—	(1)	2%	(7)	17%	(59)	80%	(273)	342
Watch Sporting Events: About once per week	—	(1)	1%	(1)	1%	(2)	18%	(39)	80%	(175)	217
Watch Sporting Events: Several times per month	2%	(3)	—	(0)	1%	(2)	16%	(26)	81%	(134)	165
Watch Sporting Events: About once per month	—	(0)	1%	(2)	—	(0)	19%	(30)	80%	(130)	162
Watch Sporting Events: Less often than once per month	—	(0)	—	(0)	—	(1)	17%	(60)	82%	(289)	351
Watch Sporting Events: Never	—	(2)	—	(1)	—	(4)	13%	(105)	86%	(670)	782
Cable TV: Currently subscribe	1%	(6)	—	(1)	1%	(7)	18%	(189)	81%	(871)	1073
Cable TV: Subscribed in past	—	(1)	—	(3)	1%	(6)	14%	(99)	84%	(599)	709
Cable TV: Never subscribed	1%	(2)	—	(2)	1%	(5)	18%	(75)	80%	(334)	418
Sattelite TV: Currently subscribe	1%	(5)	—	(1)	1%	(5)	16%	(82)	81%	(409)	502
Sattelite TV: Subscribed in past	1%	(4)	—	(1)	1%	(6)	17%	(98)	81%	(454)	563
Sattelite TV: Never subscribed	—	(1)	—	(3)	1%	(7)	16%	(184)	83%	(941)	1136
Streaming services: Currently subscribe	—	(6)	—	(3)	1%	(10)	16%	(206)	82%	(1038)	1265
Streaming services: Subscribed in past	1%	(1)	—	(0)	—	(0)	17%	(39)	82%	(190)	231
Streaming services: Never subscribed	—	(2)	—	(2)	1%	(7)	17%	(118)	82%	(576)	705
Film: An avid fan	1%	(7)	—	(3)	1%	(12)	19%	(156)	78%	(635)	813
Film: A casual fan	—	(1)	—	(2)	—	(5)	15%	(174)	84%	(960)	1143
Film: Not a fan	1%	(2)	—	(1)	—	(1)	13%	(33)	85%	(208)	244
Television: An avid fan	1%	(6)	—	(3)	1%	(12)	17%	(185)	81%	(868)	1075
Television: A casual fan	—	(2)	—	(1)	—	(4)	15%	(150)	84%	(821)	977
Television: Not a fan	1%	(2)	—	(1)	1%	(2)	19%	(28)	78%	(115)	148
Music: An avid fan	1%	(8)	—	(6)	1%	(14)	18%	(220)	79%	(946)	1195
Music: A casual fan	—	(2)	—	(0)	—	(4)	14%	(122)	86%	(764)	891
Music: Not a fan	—	(0)	—	(0)	—	(0)	18%	(20)	82%	(94)	114
Fashion: An avid fan	2%	(5)	1%	(2)	1%	(4)	21%	(69)	75%	(245)	326
Fashion: A casual fan	—	(5)	—	(2)	1%	(7)	16%	(149)	83%	(769)	932
Fashion: Not a fan	—	(0)	—	(1)	1%	(7)	15%	(145)	84%	(789)	942

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Table HR1_12: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?

Stirr

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
	—	(N)	—	(N)	1%	(N)	17%	(N)	82%	(N)	
Adults	—	(10)	—	(6)	1%	(18)	17%	(363)	82%	(1804)	2200
Evangelical	—	(1)	—	(2)	1%	(5)	16%	(97)	83%	(501)	606
Non-Evangelical	1%	(9)	—	(3)	1%	(13)	17%	(266)	82%	(1302)	1594
Frequent TV watchers	—	(7)	—	(3)	1%	(12)	16%	(246)	82%	(1255)	1524
Frequent movie watchers	1%	(7)	1%	(5)	1%	(9)	20%	(181)	78%	(724)	926

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

Table HR3: *If the TV show 'The Office' was removed from Netflix would you cancel your subscription?*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	14%	(147)	81%	(875)	6%	(64)	1085
Gender: Male	13%	(69)	81%	(411)	6%	(29)	510
Gender: Female	14%	(78)	81%	(464)	6%	(34)	576
Age: 18-29	29%	(86)	63%	(187)	8%	(23)	296
Age: 30-44	13%	(41)	80%	(256)	7%	(23)	319
Age: 45-54	7%	(14)	86%	(167)	6%	(12)	193
Age: 55-64	3%	(4)	95%	(138)	2%	(3)	144
Age: 65+	1%	(1)	97%	(128)	2%	(3)	132
Generation Z: 18-22	28%	(40)	64%	(91)	8%	(12)	142
Millennial: Age 23-38	21%	(77)	70%	(251)	9%	(31)	359
Generation X: Age 39-54	8%	(25)	87%	(267)	5%	(15)	308
Boomers: Age 55-73	2%	(5)	96%	(244)	2%	(5)	254
PID: Dem (no lean)	15%	(58)	80%	(317)	6%	(22)	397
PID: Ind (no lean)	15%	(58)	77%	(287)	8%	(30)	375
PID: Rep (no lean)	10%	(31)	87%	(272)	4%	(12)	314
PID/Gender: Dem Men	14%	(25)	82%	(150)	4%	(7)	183
PID/Gender: Dem Women	15%	(33)	78%	(166)	7%	(15)	214
PID/Gender: Ind Men	15%	(27)	76%	(136)	9%	(17)	179
PID/Gender: Ind Women	16%	(31)	77%	(151)	7%	(13)	195
PID/Gender: Rep Men	11%	(16)	85%	(126)	4%	(6)	147
PID/Gender: Rep Women	9%	(15)	88%	(146)	4%	(6)	167
Ideo: Liberal (1-3)	15%	(54)	79%	(291)	7%	(25)	369
Ideo: Moderate (4)	10%	(23)	84%	(196)	6%	(13)	232
Ideo: Conservative (5-7)	12%	(39)	85%	(277)	3%	(11)	327
Educ: < College	13%	(94)	80%	(563)	6%	(44)	701
Educ: Bachelors degree	13%	(33)	82%	(206)	5%	(11)	251
Educ: Post-grad	15%	(20)	79%	(106)	6%	(8)	133

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Table HR3: If the TV show 'The Office' was removed from Netflix would you cancel your subscription?

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	14%	(147)	81%	(875)	6%	(64)	1085
Income: Under 50k	12%	(64)	80%	(411)	7%	(37)	513
Income: 50k-100k	15%	(56)	79%	(295)	5%	(20)	371
Income: 100k+	13%	(27)	84%	(169)	3%	(6)	202
Ethnicity: White	12%	(99)	83%	(694)	5%	(43)	836
Ethnicity: Hispanic	21%	(48)	71%	(160)	7%	(16)	224
Ethnicity: Afr. Am.	8%	(12)	85%	(118)	6%	(9)	138
Ethnicity: Other	33%	(36)	57%	(63)	10%	(12)	111
Relig: Protestant	10%	(22)	87%	(189)	3%	(7)	219
Relig: Roman Catholic	9%	(15)	84%	(145)	7%	(13)	172
Relig: Ath./Agn./None	17%	(68)	76%	(302)	7%	(27)	397
Relig: Something Else	17%	(28)	77%	(127)	6%	(9)	165
Relig: All Christian	10%	(50)	85%	(446)	5%	(28)	524
Relig: All Non-Christian	17%	(96)	76%	(429)	6%	(36)	562
Community: Urban	15%	(42)	80%	(221)	5%	(15)	278
Community: Suburban	15%	(82)	79%	(429)	6%	(35)	546
Community: Rural	9%	(23)	86%	(224)	6%	(15)	262
Employ: Private Sector	13%	(52)	82%	(321)	5%	(19)	392
Employ: Government	18%	(20)	78%	(83)	4%	(4)	106
Employ: Self-Employed	11%	(9)	83%	(69)	6%	(5)	83
Employ: Homemaker	12%	(10)	82%	(63)	5%	(4)	77
Employ: Student	29%	(24)	58%	(47)	12%	(10)	81
Employ: Retired	1%	(1)	97%	(142)	3%	(4)	147
Employ: Unemployed	15%	(15)	83%	(80)	1%	(1)	96
Employ: Other	16%	(16)	68%	(70)	16%	(17)	103
Military HH: Yes	10%	(19)	85%	(164)	6%	(11)	194
Military HH: No	14%	(128)	80%	(711)	6%	(53)	892
RD/WT: Right Direction	12%	(48)	83%	(335)	6%	(23)	405
RD/WT: Wrong Track	15%	(99)	79%	(540)	6%	(41)	680
Trump Job Approve	11%	(43)	85%	(340)	5%	(19)	402
Trump Job Disapprove	15%	(92)	80%	(492)	6%	(35)	619

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Table HR3: If the TV show 'The Office' was removed from Netflix would you cancel your subscription?

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	14%	(147)	81%	(875)	6%	(64)	1085
Trump Job Strongly Approve	6%	(12)	91%	(180)	3%	(6)	198
Trump Job Somewhat Approve	15%	(31)	79%	(161)	6%	(13)	204
Trump Job Somewhat Disapprove	15%	(20)	81%	(111)	4%	(6)	137
Trump Job Strongly Disapprove	15%	(71)	79%	(380)	6%	(29)	481
Favorable of Trump	9%	(38)	87%	(346)	4%	(16)	399
Unfavorable of Trump	15%	(95)	78%	(482)	7%	(41)	618
Very Favorable of Trump	9%	(18)	88%	(186)	3%	(7)	211
Somewhat Favorable of Trump	10%	(20)	85%	(160)	5%	(9)	188
Somewhat Unfavorable of Trump	13%	(15)	80%	(89)	7%	(8)	111
Very Unfavorable of Trump	16%	(80)	78%	(393)	7%	(34)	507
#1 Issue: Economy	12%	(38)	82%	(255)	6%	(19)	312
#1 Issue: Security	10%	(19)	84%	(165)	6%	(12)	195
#1 Issue: Health Care	12%	(23)	81%	(152)	7%	(13)	188
#1 Issue: Medicare / Social Security	4%	(4)	94%	(103)	3%	(3)	110
#1 Issue: Women's Issues	26%	(18)	67%	(46)	7%	(5)	69
#1 Issue: Education	27%	(21)	65%	(51)	8%	(7)	78
#1 Issue: Energy	20%	(15)	77%	(58)	3%	(2)	76
#1 Issue: Other	17%	(10)	79%	(45)	4%	(2)	57
2018 House Vote: Democrat	14%	(59)	81%	(337)	5%	(23)	419
2018 House Vote: Republican	11%	(36)	85%	(284)	4%	(15)	335
2018 House Vote: Didnt Vote	16%	(44)	77%	(219)	7%	(20)	283
2016 Vote: Hillary Clinton	14%	(49)	83%	(299)	4%	(14)	362
2016 Vote: Donald Trump	10%	(29)	86%	(256)	4%	(12)	297
2016 Vote: Someone else	8%	(8)	85%	(84)	7%	(7)	98
2016 Vote: Didnt Vote	18%	(59)	73%	(237)	9%	(29)	325
Voted in 2014: Yes	10%	(65)	86%	(574)	4%	(28)	667
Voted in 2014: No	19%	(82)	72%	(301)	9%	(36)	419
2012 Vote: Barack Obama	10%	(43)	85%	(354)	5%	(21)	418
2012 Vote: Mitt Romney	9%	(21)	87%	(194)	4%	(8)	223
2012 Vote: Didn't Vote	19%	(76)	73%	(290)	8%	(32)	398

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Table HR3: If the TV show 'The Office' was removed from Netflix would you cancel your subscription?

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	14%	(147)	81%	(875)	6%	(64)	1085
4-Region: Northeast	19%	(36)	79%	(152)	2%	(5)	193
4-Region: Midwest	13%	(30)	81%	(181)	6%	(14)	224
4-Region: South	11%	(46)	82%	(336)	7%	(27)	409
4-Region: West	14%	(35)	79%	(206)	7%	(18)	260
Watch TV: Every day	13%	(74)	81%	(452)	6%	(32)	558
Watch TV: Several times per week	15%	(41)	79%	(213)	6%	(17)	271
Watch TV: About once per week	10%	(9)	86%	(80)	4%	(4)	93
Watch TV: Several times per month	15%	(8)	80%	(44)	5%	(2)	55
Watch TV: Never	9%	(5)	86%	(46)	4%	(2)	53
Watch Movies: Every day	15%	(36)	79%	(190)	6%	(15)	241
Watch Movies: Several times per week	14%	(46)	79%	(264)	7%	(23)	332
Watch Movies: About once per week	16%	(34)	80%	(172)	4%	(9)	216
Watch Movies: Several times per month	15%	(17)	82%	(94)	3%	(4)	116
Watch Movies: About once per month	10%	(9)	81%	(73)	9%	(8)	90
Watch Movies: Less often than once per month	4%	(3)	91%	(54)	4%	(3)	59
Watch Sporting Events: Every day	21%	(21)	72%	(74)	7%	(7)	102
Watch Sporting Events: Several times per week	12%	(20)	82%	(142)	6%	(10)	173
Watch Sporting Events: About once per week	8%	(10)	83%	(95)	8%	(9)	114
Watch Sporting Events: Several times per month	15%	(11)	79%	(59)	6%	(4)	75
Watch Sporting Events: About once per month	20%	(18)	76%	(68)	5%	(4)	90
Watch Sporting Events: Less often than once per month	15%	(26)	81%	(143)	4%	(7)	176
Watch Sporting Events: Never	12%	(41)	83%	(293)	6%	(21)	355
Cable TV: Currently subscribe	14%	(79)	80%	(443)	5%	(29)	551
Cable TV: Subscribed in past	12%	(45)	83%	(307)	5%	(20)	372
Cable TV: Never subscribed	14%	(23)	77%	(125)	9%	(15)	162
Sattelite TV: Currently subscribe	16%	(43)	78%	(203)	6%	(15)	261
Sattelite TV: Subscribed in past	12%	(36)	81%	(237)	7%	(20)	293
Sattelite TV: Never subscribed	13%	(68)	82%	(434)	5%	(29)	532
Streaming services: Currently subscribe	14%	(129)	80%	(719)	6%	(54)	902
Streaming services: Subscribed in past	10%	(6)	85%	(54)	5%	(3)	64
Streaming services: Never subscribed	9%	(11)	85%	(102)	5%	(6)	120

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Table HR3: *If the TV show 'The Office' was removed from Netflix would you cancel your subscription?*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	14%	(147)	81%	(875)	6%	(64)	1085
Film: An avid fan	14%	(72)	79%	(399)	7%	(34)	506
Film: A casual fan	13%	(65)	82%	(415)	5%	(25)	505
Film: Not a fan	12%	(9)	82%	(61)	6%	(4)	75
Television: An avid fan	13%	(74)	81%	(474)	6%	(35)	583
Television: A casual fan	15%	(70)	80%	(370)	5%	(21)	461
Music: An avid fan	16%	(107)	78%	(528)	6%	(39)	675
Music: A casual fan	10%	(39)	84%	(322)	6%	(23)	384
Fashion: An avid fan	18%	(40)	73%	(158)	8%	(18)	215
Fashion: A casual fan	14%	(67)	81%	(383)	5%	(23)	473
Fashion: Not a fan	10%	(40)	84%	(335)	6%	(23)	397
Evangelical	10%	(27)	85%	(232)	5%	(15)	273
Non-Evangelical	15%	(120)	79%	(643)	6%	(49)	812
Frequent TV watchers	14%	(116)	80%	(665)	6%	(48)	829
Frequent movie watchers	14%	(82)	79%	(453)	7%	(38)	573

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

Table HR4: *If the TV show 'Friends' was removed from Netflix would you cancel your subscription?*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	11%	(114)	85%	(918)	5%	(53)	1085
Gender: Male	8%	(38)	88%	(449)	4%	(22)	510
Gender: Female	13%	(76)	81%	(469)	5%	(31)	576
Age: 18-29	17%	(50)	77%	(227)	6%	(19)	296
Age: 30-44	11%	(35)	82%	(261)	7%	(23)	319
Age: 45-54	10%	(19)	88%	(171)	2%	(4)	193
Age: 55-64	4%	(6)	93%	(134)	4%	(5)	144
Age: 65+	3%	(5)	95%	(126)	1%	(2)	132
Generation Z: 18-22	21%	(29)	75%	(107)	5%	(7)	142
Millennial: Age 23-38	13%	(46)	79%	(284)	8%	(29)	359
Generation X: Age 39-54	9%	(29)	87%	(268)	3%	(11)	308
Boomers: Age 55-73	4%	(10)	93%	(238)	3%	(6)	254
PID: Dem (no lean)	10%	(38)	86%	(340)	5%	(19)	397
PID: Ind (no lean)	10%	(38)	84%	(314)	6%	(23)	375
PID: Rep (no lean)	12%	(38)	84%	(264)	4%	(12)	314
PID/Gender: Dem Men	6%	(11)	90%	(165)	4%	(6)	183
PID/Gender: Dem Women	13%	(27)	82%	(175)	6%	(12)	214
PID/Gender: Ind Men	5%	(10)	88%	(158)	6%	(11)	179
PID/Gender: Ind Women	14%	(28)	80%	(156)	6%	(11)	195
PID/Gender: Rep Men	12%	(18)	85%	(126)	3%	(4)	147
PID/Gender: Rep Women	12%	(21)	83%	(139)	4%	(7)	167
Ideo: Liberal (1-3)	9%	(31)	87%	(321)	5%	(17)	369
Ideo: Moderate (4)	10%	(24)	85%	(197)	5%	(11)	232
Ideo: Conservative (5-7)	13%	(41)	84%	(275)	3%	(11)	327
Educ: < College	11%	(80)	83%	(585)	5%	(37)	701
Educ: Bachelors degree	10%	(25)	87%	(217)	3%	(8)	251
Educ: Post-grad	7%	(9)	87%	(116)	6%	(8)	133

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Table HR4: *If the TV show 'Friends' was removed from Netflix would you cancel your subscription?*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	11%	(114)	85%	(918)	5%	(53)	1085
Income: Under 50k	11%	(56)	82%	(421)	7%	(35)	513
Income: 50k-100k	11%	(39)	86%	(321)	3%	(11)	371
Income: 100k+	9%	(19)	87%	(176)	3%	(7)	202
Ethnicity: White	10%	(83)	85%	(712)	5%	(41)	836
Ethnicity: Hispanic	13%	(29)	81%	(181)	6%	(14)	224
Ethnicity: Afr. Am.	12%	(16)	87%	(120)	2%	(3)	138
Ethnicity: Other	14%	(15)	78%	(86)	9%	(9)	111
Relig: Protestant	10%	(22)	86%	(188)	4%	(9)	219
Relig: Roman Catholic	11%	(19)	86%	(148)	3%	(5)	172
Relig: Ath./Agn./None	10%	(38)	84%	(335)	6%	(24)	397
Relig: Something Else	13%	(22)	82%	(135)	5%	(7)	165
Relig: All Christian	10%	(54)	85%	(448)	4%	(22)	524
Relig: All Non-Christian	11%	(60)	84%	(471)	6%	(31)	562
Community: Urban	9%	(26)	84%	(232)	7%	(20)	278
Community: Suburban	11%	(61)	84%	(461)	4%	(24)	546
Community: Rural	10%	(27)	86%	(225)	4%	(9)	262
Employ: Private Sector	12%	(46)	84%	(328)	5%	(18)	392
Employ: Government	12%	(13)	84%	(89)	3%	(4)	106
Employ: Self-Employed	12%	(10)	84%	(69)	5%	(4)	83
Employ: Homemaker	5%	(4)	90%	(69)	5%	(4)	77
Employ: Student	23%	(18)	72%	(58)	6%	(5)	81
Employ: Retired	2%	(3)	95%	(141)	3%	(4)	147
Employ: Unemployed	10%	(10)	82%	(78)	8%	(8)	96
Employ: Other	10%	(11)	82%	(85)	7%	(8)	103
Military HH: Yes	9%	(17)	89%	(172)	3%	(5)	194
Military HH: No	11%	(97)	84%	(747)	5%	(48)	892
RD/WT: Right Direction	13%	(54)	81%	(328)	6%	(24)	405
RD/WT: Wrong Track	9%	(60)	87%	(591)	4%	(29)	680
Trump Job Approve	13%	(52)	83%	(333)	4%	(17)	402
Trump Job Disapprove	9%	(56)	87%	(535)	4%	(27)	619

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Table HR4: *If the TV show 'Friends' was removed from Netflix would you cancel your subscription?*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	11%	(114)	85%	(918)	5%	(53)	1085
Trump Job Strongly Approve	8%	(17)	88%	(174)	3%	(7)	198
Trump Job Somewhat Approve	17%	(35)	78%	(159)	5%	(10)	204
Trump Job Somewhat Disapprove	12%	(17)	81%	(112)	6%	(9)	137
Trump Job Strongly Disapprove	8%	(39)	88%	(424)	4%	(19)	481
Favorable of Trump	12%	(46)	85%	(340)	3%	(13)	399
Unfavorable of Trump	9%	(57)	86%	(529)	5%	(32)	618
Very Favorable of Trump	9%	(20)	87%	(185)	3%	(7)	211
Somewhat Favorable of Trump	14%	(26)	83%	(156)	3%	(6)	188
Somewhat Unfavorable of Trump	14%	(16)	80%	(89)	5%	(6)	111
Very Unfavorable of Trump	8%	(41)	87%	(440)	5%	(26)	507
#1 Issue: Economy	9%	(28)	87%	(270)	5%	(14)	312
#1 Issue: Security	13%	(25)	82%	(160)	5%	(10)	195
#1 Issue: Health Care	7%	(13)	90%	(169)	3%	(5)	188
#1 Issue: Medicare / Social Security	5%	(6)	91%	(101)	4%	(4)	110
#1 Issue: Women's Issues	21%	(14)	70%	(48)	9%	(6)	69
#1 Issue: Education	17%	(14)	73%	(58)	9%	(7)	78
#1 Issue: Energy	11%	(8)	84%	(64)	5%	(4)	76
#1 Issue: Other	11%	(6)	85%	(49)	4%	(2)	57
2018 House Vote: Democrat	8%	(34)	86%	(360)	6%	(24)	419
2018 House Vote: Republican	11%	(37)	85%	(286)	4%	(12)	335
2018 House Vote: Didnt Vote	13%	(38)	82%	(234)	4%	(12)	283
2016 Vote: Hillary Clinton	8%	(28)	87%	(316)	5%	(18)	362
2016 Vote: Donald Trump	9%	(26)	88%	(262)	3%	(10)	297
2016 Vote: Someone else	10%	(10)	84%	(82)	6%	(6)	98
2016 Vote: Didnt Vote	15%	(50)	79%	(256)	6%	(19)	325
Voted in 2014: Yes	9%	(57)	87%	(579)	5%	(30)	667
Voted in 2014: No	14%	(57)	81%	(339)	5%	(23)	419
2012 Vote: Barack Obama	6%	(23)	90%	(377)	4%	(18)	418
2012 Vote: Mitt Romney	10%	(22)	88%	(195)	3%	(6)	223
2012 Vote: Didn't Vote	15%	(59)	79%	(314)	6%	(25)	398

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Table HR4: *If the TV show 'Friends' was removed from Netflix would you cancel your subscription?*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	11%	(114)	85%	(918)	5%	(53)	1085
4-Region: Northeast	7%	(14)	89%	(171)	4%	(8)	193
4-Region: Midwest	8%	(18)	86%	(193)	6%	(13)	224
4-Region: South	12%	(50)	83%	(339)	5%	(20)	409
4-Region: West	12%	(32)	83%	(215)	5%	(13)	260
Watch TV: Every day	11%	(61)	83%	(464)	6%	(33)	558
Watch TV: Several times per week	10%	(27)	85%	(229)	5%	(15)	271
Watch TV: About once per week	12%	(12)	85%	(79)	2%	(2)	93
Watch TV: Several times per month	6%	(3)	92%	(51)	2%	(1)	55
Watch TV: Never	11%	(6)	89%	(47)	—	(0)	53
Watch Movies: Every day	10%	(24)	85%	(204)	5%	(13)	241
Watch Movies: Several times per week	12%	(41)	81%	(270)	6%	(21)	332
Watch Movies: About once per week	13%	(29)	83%	(179)	4%	(8)	216
Watch Movies: Several times per month	6%	(7)	90%	(105)	3%	(4)	116
Watch Movies: About once per month	9%	(8)	87%	(78)	4%	(4)	90
Watch Movies: Less often than once per month	—	(0)	98%	(58)	2%	(1)	59
Watch Sporting Events: Every day	14%	(14)	81%	(83)	5%	(5)	102
Watch Sporting Events: Several times per week	10%	(17)	85%	(148)	5%	(8)	173
Watch Sporting Events: About once per week	8%	(9)	89%	(101)	3%	(4)	114
Watch Sporting Events: Several times per month	18%	(13)	76%	(57)	6%	(5)	75
Watch Sporting Events: About once per month	11%	(10)	84%	(76)	5%	(4)	90
Watch Sporting Events: Less often than once per month	11%	(20)	85%	(150)	4%	(7)	176
Watch Sporting Events: Never	9%	(31)	86%	(304)	6%	(20)	355
Cable TV: Currently subscribe	11%	(59)	85%	(466)	5%	(26)	551
Cable TV: Subscribed in past	9%	(33)	87%	(324)	4%	(15)	372
Cable TV: Never subscribed	13%	(22)	79%	(128)	8%	(13)	162
Sattelite TV: Currently subscribe	12%	(31)	82%	(213)	6%	(16)	261
Sattelite TV: Subscribed in past	11%	(31)	84%	(246)	5%	(16)	293
Sattelite TV: Never subscribed	10%	(51)	86%	(459)	4%	(21)	532
Streaming services: Currently subscribe	10%	(90)	85%	(771)	5%	(41)	902
Streaming services: Subscribed in past	12%	(7)	80%	(51)	9%	(6)	64
Streaming services: Never subscribed	14%	(17)	81%	(97)	5%	(6)	120

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Table HR4: *If the TV show 'Friends' was removed from Netflix would you cancel your subscription?*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	11%	(114)	85%	(918)	5%	(53)	1085
Film: An avid fan	10%	(50)	84%	(427)	6%	(28)	506
Film: A casual fan	11%	(54)	85%	(428)	5%	(24)	505
Film: Not a fan	13%	(10)	85%	(63)	2%	(1)	75
Television: An avid fan	10%	(59)	84%	(489)	6%	(35)	583
Television: A casual fan	11%	(49)	86%	(395)	4%	(17)	461
Music: An avid fan	12%	(84)	82%	(551)	6%	(40)	675
Music: A casual fan	8%	(30)	89%	(341)	3%	(13)	384
Fashion: An avid fan	13%	(28)	79%	(170)	9%	(18)	215
Fashion: A casual fan	12%	(59)	83%	(394)	4%	(19)	473
Fashion: Not a fan	7%	(28)	89%	(354)	4%	(15)	397
Evangelical	12%	(34)	82%	(224)	5%	(15)	273
Non-Evangelical	10%	(80)	85%	(694)	5%	(38)	812
Frequent TV watchers	11%	(88)	84%	(694)	6%	(47)	829
Frequent movie watchers	11%	(65)	83%	(473)	6%	(35)	573

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

Table HR5: *If all Marvel superhero movies, such as 'Black Panther,' were removed from Netflix, would you cancel your subscription?*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	22%	(242)	66%	(713)	12%	(131)	1085
Gender: Male	22%	(111)	65%	(333)	13%	(66)	510
Gender: Female	23%	(131)	66%	(380)	11%	(64)	576
Age: 18-29	35%	(104)	51%	(152)	14%	(41)	296
Age: 30-44	25%	(80)	65%	(208)	10%	(32)	319
Age: 45-54	13%	(25)	72%	(138)	15%	(30)	193
Age: 55-64	14%	(20)	78%	(112)	8%	(12)	144
Age: 65+	9%	(13)	78%	(103)	13%	(17)	132
Generation Z: 18-22	38%	(54)	48%	(69)	14%	(20)	142
Millennial: Age 23-38	29%	(103)	59%	(210)	13%	(46)	359
Generation X: Age 39-54	17%	(52)	71%	(219)	12%	(37)	308
Boomers: Age 55-73	12%	(31)	77%	(196)	10%	(27)	254
PID: Dem (no lean)	22%	(87)	66%	(262)	12%	(48)	397
PID: Ind (no lean)	26%	(97)	60%	(225)	14%	(53)	375
PID: Rep (no lean)	18%	(58)	72%	(227)	10%	(30)	314
PID/Gender: Dem Men	20%	(36)	68%	(123)	13%	(24)	183
PID/Gender: Dem Women	24%	(51)	65%	(139)	11%	(24)	214
PID/Gender: Ind Men	28%	(50)	56%	(101)	16%	(28)	179
PID/Gender: Ind Women	24%	(47)	63%	(124)	13%	(25)	195
PID/Gender: Rep Men	17%	(25)	73%	(108)	10%	(14)	147
PID/Gender: Rep Women	20%	(33)	71%	(118)	9%	(16)	167
Ideo: Liberal (1-3)	22%	(83)	69%	(254)	9%	(33)	369
Ideo: Moderate (4)	17%	(40)	68%	(157)	15%	(35)	232
Ideo: Conservative (5-7)	20%	(66)	67%	(220)	13%	(41)	327
Educ: < College	24%	(169)	63%	(442)	13%	(91)	701
Educ: Bachelors degree	20%	(49)	69%	(174)	11%	(27)	251
Educ: Post-grad	18%	(23)	73%	(98)	9%	(12)	133

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Table HR5: *If all Marvel superhero movies, such as 'Black Panther,' were removed from Netflix, would you cancel your subscription?*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	22%	(242)	66%	(713)	12%	(131)	1085
Income: Under 50k	27%	(137)	58%	(298)	15%	(77)	513
Income: 50k-100k	18%	(68)	72%	(269)	9%	(34)	371
Income: 100k+	18%	(37)	73%	(146)	9%	(19)	202
Ethnicity: White	18%	(155)	71%	(597)	10%	(84)	836
Ethnicity: Hispanic	30%	(67)	53%	(119)	17%	(38)	224
Ethnicity: Afr. Am.	38%	(52)	41%	(57)	21%	(29)	138
Ethnicity: Other	32%	(35)	53%	(59)	15%	(17)	111
Relig: Protestant	17%	(36)	73%	(160)	10%	(22)	219
Relig: Roman Catholic	24%	(41)	66%	(115)	10%	(17)	172
Relig: Ath./Agn./None	23%	(90)	64%	(252)	14%	(55)	397
Relig: Something Else	22%	(37)	65%	(106)	13%	(21)	165
Relig: All Christian	22%	(115)	68%	(355)	10%	(54)	524
Relig: All Non-Christian	23%	(127)	64%	(358)	14%	(76)	562
Community: Urban	22%	(61)	66%	(183)	12%	(34)	278
Community: Suburban	20%	(110)	68%	(368)	12%	(68)	546
Community: Rural	27%	(71)	62%	(162)	11%	(29)	262
Employ: Private Sector	22%	(85)	68%	(268)	10%	(39)	392
Employ: Government	26%	(27)	66%	(70)	8%	(9)	106
Employ: Self-Employed	19%	(16)	73%	(61)	7%	(6)	83
Employ: Homemaker	20%	(15)	72%	(56)	8%	(6)	77
Employ: Student	33%	(27)	53%	(42)	14%	(12)	81
Employ: Retired	9%	(14)	78%	(116)	12%	(18)	147
Employ: Unemployed	27%	(25)	49%	(47)	24%	(23)	96
Employ: Other	31%	(32)	51%	(53)	18%	(18)	103
Military HH: Yes	22%	(42)	67%	(131)	11%	(21)	194
Military HH: No	22%	(199)	65%	(582)	12%	(110)	892
RD/WT: Right Direction	23%	(92)	66%	(269)	11%	(45)	405
RD/WT: Wrong Track	22%	(150)	65%	(444)	13%	(86)	680
Trump Job Approve	21%	(86)	70%	(281)	9%	(35)	402
Trump Job Disapprove	22%	(138)	64%	(398)	13%	(83)	619

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Table HR5: *If all Marvel superhero movies, such as 'Black Panther,' were removed from Netflix, would you cancel your subscription?*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	22%	(242)	66%	(713)	12%	(131)	1085
Trump Job Strongly Approve	19%	(38)	72%	(143)	9%	(17)	198
Trump Job Somewhat Approve	23%	(48)	68%	(138)	9%	(18)	204
Trump Job Somewhat Disapprove	24%	(33)	61%	(83)	15%	(21)	137
Trump Job Strongly Disapprove	22%	(105)	65%	(314)	13%	(62)	481
Favorable of Trump	21%	(85)	69%	(278)	9%	(37)	399
Unfavorable of Trump	22%	(135)	65%	(402)	13%	(81)	618
Very Favorable of Trump	18%	(38)	73%	(153)	9%	(20)	211
Somewhat Favorable of Trump	25%	(47)	66%	(124)	9%	(17)	188
Somewhat Unfavorable of Trump	23%	(25)	61%	(68)	16%	(18)	111
Very Unfavorable of Trump	22%	(109)	66%	(334)	13%	(63)	507
#1 Issue: Economy	26%	(82)	63%	(195)	11%	(35)	312
#1 Issue: Security	18%	(35)	69%	(135)	13%	(25)	195
#1 Issue: Health Care	22%	(42)	68%	(127)	10%	(18)	188
#1 Issue: Medicare / Social Security	12%	(13)	77%	(84)	12%	(13)	110
#1 Issue: Women's Issues	27%	(18)	60%	(42)	13%	(9)	69
#1 Issue: Education	27%	(21)	52%	(41)	21%	(16)	78
#1 Issue: Energy	12%	(9)	76%	(57)	12%	(9)	76
#1 Issue: Other	36%	(21)	55%	(32)	9%	(5)	57
2018 House Vote: Democrat	23%	(96)	65%	(272)	12%	(51)	419
2018 House Vote: Republican	17%	(55)	74%	(249)	9%	(30)	335
2018 House Vote: Didnt Vote	27%	(78)	58%	(163)	15%	(42)	283
2016 Vote: Hillary Clinton	21%	(75)	68%	(245)	12%	(42)	362
2016 Vote: Donald Trump	16%	(49)	73%	(218)	10%	(31)	297
2016 Vote: Someone else	21%	(21)	69%	(68)	10%	(10)	98
2016 Vote: Didnt Vote	29%	(96)	56%	(181)	15%	(48)	325
Voted in 2014: Yes	18%	(119)	71%	(476)	11%	(72)	667
Voted in 2014: No	29%	(123)	57%	(237)	14%	(59)	419
2012 Vote: Barack Obama	21%	(87)	69%	(288)	10%	(44)	418
2012 Vote: Mitt Romney	17%	(37)	74%	(165)	9%	(21)	223
2012 Vote: Didn't Vote	28%	(109)	58%	(230)	15%	(58)	398

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Table HR5: *If all Marvel superhero movies, such as 'Black Panther,' were removed from Netflix, would you cancel your subscription?*

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	22% (242)	66% (713)	12% (131)	1085
4-Region: Northeast	20% (39)	68% (130)	12% (23)	193
4-Region: Midwest	20% (44)	70% (157)	10% (23)	224
4-Region: South	22% (91)	64% (261)	14% (57)	409
4-Region: West	26% (67)	63% (165)	11% (28)	260
Watch TV: Every day	23% (128)	66% (369)	11% (61)	558
Watch TV: Several times per week	21% (56)	66% (178)	14% (37)	271
Watch TV: About once per week	25% (23)	64% (60)	11% (10)	93
Watch TV: Several times per month	24% (13)	62% (34)	14% (7)	55
Watch TV: Never	15% (8)	73% (38)	12% (7)	53
Watch Movies: Every day	30% (71)	56% (135)	14% (35)	241
Watch Movies: Several times per week	25% (83)	65% (215)	10% (34)	332
Watch Movies: About once per week	17% (37)	69% (149)	14% (29)	216
Watch Movies: Several times per month	15% (18)	68% (78)	17% (20)	116
Watch Movies: About once per month	18% (16)	73% (66)	9% (8)	90
Watch Movies: Less often than once per month	19% (11)	76% (45)	5% (3)	59
Watch Sporting Events: Every day	36% (36)	53% (54)	12% (12)	102
Watch Sporting Events: Several times per week	22% (38)	63% (109)	15% (26)	173
Watch Sporting Events: About once per week	25% (28)	69% (78)	7% (8)	114
Watch Sporting Events: Several times per month	27% (20)	64% (48)	9% (6)	75
Watch Sporting Events: About once per month	13% (12)	71% (64)	16% (14)	90
Watch Sporting Events: Less often than once per month	17% (30)	72% (127)	11% (19)	176
Watch Sporting Events: Never	22% (78)	65% (232)	13% (46)	355
Cable TV: Currently subscribe	22% (121)	67% (371)	11% (58)	551
Cable TV: Subscribed in past	20% (74)	69% (259)	11% (40)	372
Cable TV: Never subscribed	29% (46)	51% (83)	20% (33)	162
Sattelite TV: Currently subscribe	26% (68)	60% (156)	14% (36)	261
Sattelite TV: Subscribed in past	21% (61)	69% (202)	10% (31)	293
Sattelite TV: Never subscribed	21% (113)	67% (355)	12% (64)	532
Streaming services: Currently subscribe	23% (207)	65% (589)	12% (106)	902
Streaming services: Subscribed in past	24% (15)	68% (43)	8% (5)	64
Streaming services: Never subscribed	17% (20)	67% (80)	16% (20)	120

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Table HR5: *If all Marvel superhero movies, such as 'Black Panther,' were removed from Netflix, would you cancel your subscription?*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	22%	(242)	66%	(713)	12%	(131)	1085
Film: An avid fan	25%	(124)	65%	(330)	10%	(51)	506
Film: A casual fan	20%	(100)	66%	(334)	14%	(71)	505
Film: Not a fan	24%	(18)	66%	(49)	10%	(8)	75
Television: An avid fan	21%	(124)	69%	(399)	10%	(60)	583
Television: A casual fan	23%	(106)	62%	(287)	15%	(68)	461
Music: An avid fan	25%	(169)	63%	(424)	12%	(82)	675
Music: A casual fan	19%	(72)	69%	(266)	12%	(46)	384
Fashion: An avid fan	26%	(56)	60%	(130)	14%	(30)	215
Fashion: A casual fan	23%	(106)	65%	(308)	12%	(58)	473
Fashion: Not a fan	20%	(79)	69%	(276)	11%	(43)	397
Evangelical	24%	(65)	66%	(179)	10%	(28)	273
Non-Evangelical	22%	(176)	66%	(534)	13%	(102)	812
Frequent TV watchers	22%	(184)	66%	(547)	12%	(98)	829
Frequent movie watchers	27%	(153)	61%	(350)	12%	(69)	573

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

Table HR6: *If all Disney content, such as the 'Star Wars' films, was removed from Netflix, would you cancel your subscription?*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	20%	(214)	67%	(731)	13%	(140)	1085
Gender: Male	16%	(84)	72%	(367)	11%	(59)	510
Gender: Female	23%	(130)	63%	(364)	14%	(82)	576
Age: 18-29	26%	(78)	61%	(180)	13%	(38)	296
Age: 30-44	23%	(74)	63%	(200)	14%	(45)	319
Age: 45-54	20%	(38)	65%	(126)	15%	(29)	193
Age: 55-64	8%	(12)	80%	(115)	12%	(17)	144
Age: 65+	9%	(11)	83%	(110)	8%	(11)	132
Generation Z: 18-22	28%	(40)	60%	(85)	12%	(17)	142
Millennial: Age 23-38	25%	(91)	60%	(217)	14%	(51)	359
Generation X: Age 39-54	19%	(59)	66%	(204)	15%	(45)	308
Boomers: Age 55-73	9%	(22)	81%	(206)	10%	(26)	254
PID: Dem (no lean)	17%	(66)	71%	(280)	13%	(50)	397
PID: Ind (no lean)	22%	(82)	65%	(242)	13%	(51)	375
PID: Rep (no lean)	21%	(65)	66%	(209)	13%	(40)	314
PID/Gender: Dem Men	14%	(26)	75%	(137)	11%	(20)	183
PID/Gender: Dem Women	19%	(41)	67%	(143)	14%	(30)	214
PID/Gender: Ind Men	18%	(31)	72%	(130)	10%	(18)	179
PID/Gender: Ind Women	26%	(51)	57%	(112)	17%	(33)	195
PID/Gender: Rep Men	18%	(27)	68%	(100)	14%	(21)	147
PID/Gender: Rep Women	23%	(39)	65%	(109)	11%	(19)	167
Ideo: Liberal (1-3)	18%	(67)	68%	(252)	14%	(50)	369
Ideo: Moderate (4)	17%	(40)	70%	(163)	13%	(29)	232
Ideo: Conservative (5-7)	19%	(62)	70%	(230)	11%	(36)	327
Educ: < College	20%	(139)	66%	(466)	14%	(96)	701
Educ: Bachelors degree	20%	(49)	69%	(173)	11%	(29)	251
Educ: Post-grad	19%	(26)	69%	(92)	12%	(16)	133

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Table HR6: *If all Disney content, such as the 'Star Wars' films, was removed from Netflix, would you cancel your subscription?*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	20%	(214)	67%	(731)	13%	(140)	1085
Income: Under 50k	21%	(107)	65%	(333)	14%	(72)	513
Income: 50k-100k	18%	(65)	70%	(261)	12%	(45)	371
Income: 100k+	21%	(42)	68%	(137)	12%	(24)	202
Ethnicity: White	19%	(162)	67%	(564)	13%	(110)	836
Ethnicity: Hispanic	28%	(63)	63%	(140)	9%	(21)	224
Ethnicity: Afr. Am.	18%	(24)	71%	(99)	11%	(15)	138
Ethnicity: Other	25%	(27)	61%	(68)	14%	(15)	111
Relig: Protestant	16%	(35)	72%	(159)	11%	(25)	219
Relig: Roman Catholic	16%	(28)	70%	(121)	13%	(23)	172
Relig: Ath./Agn./None	18%	(72)	71%	(280)	11%	(45)	397
Relig: Something Else	27%	(44)	61%	(101)	12%	(19)	165
Relig: All Christian	19%	(97)	67%	(350)	15%	(76)	524
Relig: All Non-Christian	21%	(117)	68%	(381)	11%	(64)	562
Community: Urban	17%	(47)	71%	(198)	12%	(34)	278
Community: Suburban	18%	(100)	69%	(377)	13%	(69)	546
Community: Rural	26%	(68)	60%	(156)	14%	(38)	262
Employ: Private Sector	19%	(74)	66%	(261)	15%	(57)	392
Employ: Government	20%	(21)	70%	(75)	10%	(10)	106
Employ: Self-Employed	20%	(16)	71%	(59)	9%	(7)	83
Employ: Homemaker	27%	(21)	54%	(42)	20%	(15)	77
Employ: Student	26%	(21)	57%	(46)	17%	(13)	81
Employ: Retired	7%	(11)	85%	(125)	8%	(12)	147
Employ: Unemployed	27%	(26)	63%	(60)	10%	(9)	96
Employ: Other	23%	(24)	62%	(64)	15%	(16)	103
Military HH: Yes	16%	(31)	72%	(140)	12%	(23)	194
Military HH: No	21%	(183)	66%	(591)	13%	(118)	892
RD/WT: Right Direction	21%	(84)	68%	(274)	12%	(47)	405
RD/WT: Wrong Track	19%	(130)	67%	(457)	14%	(94)	680
Trump Job Approve	21%	(84)	68%	(273)	11%	(45)	402
Trump Job Disapprove	19%	(115)	68%	(418)	14%	(86)	619

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Table HR6: *If all Disney content, such as the 'Star Wars' films, was removed from Netflix, would you cancel your subscription?*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	20%	(214)	67%	(731)	13%	(140)	1085
Trump Job Strongly Approve	17%	(34)	74%	(146)	9%	(18)	198
Trump Job Somewhat Approve	24%	(49)	62%	(127)	13%	(27)	204
Trump Job Somewhat Disapprove	22%	(31)	65%	(90)	13%	(17)	137
Trump Job Strongly Disapprove	18%	(84)	68%	(328)	14%	(68)	481
Favorable of Trump	19%	(77)	67%	(270)	13%	(53)	399
Unfavorable of Trump	19%	(117)	68%	(423)	13%	(79)	618
Very Favorable of Trump	18%	(37)	71%	(150)	11%	(24)	211
Somewhat Favorable of Trump	21%	(40)	64%	(120)	15%	(29)	188
Somewhat Unfavorable of Trump	26%	(29)	66%	(73)	8%	(9)	111
Very Unfavorable of Trump	17%	(88)	69%	(350)	14%	(69)	507
#1 Issue: Economy	20%	(63)	65%	(202)	15%	(47)	312
#1 Issue: Security	23%	(44)	68%	(132)	10%	(19)	195
#1 Issue: Health Care	17%	(32)	73%	(138)	10%	(18)	188
#1 Issue: Medicare / Social Security	6%	(7)	85%	(94)	8%	(9)	110
#1 Issue: Women's Issues	13%	(9)	72%	(49)	15%	(11)	69
#1 Issue: Education	31%	(24)	53%	(42)	16%	(13)	78
#1 Issue: Energy	25%	(19)	61%	(46)	14%	(10)	76
#1 Issue: Other	27%	(15)	49%	(28)	24%	(14)	57
2018 House Vote: Democrat	18%	(75)	68%	(285)	14%	(58)	419
2018 House Vote: Republican	20%	(67)	68%	(229)	12%	(40)	335
2018 House Vote: Didnt Vote	21%	(60)	66%	(188)	13%	(36)	283
2016 Vote: Hillary Clinton	15%	(53)	72%	(261)	13%	(48)	362
2016 Vote: Donald Trump	19%	(58)	69%	(206)	11%	(33)	297
2016 Vote: Someone else	26%	(25)	58%	(57)	16%	(16)	98
2016 Vote: Didnt Vote	24%	(78)	63%	(204)	13%	(43)	325
Voted in 2014: Yes	17%	(116)	69%	(463)	13%	(88)	667
Voted in 2014: No	23%	(98)	64%	(268)	13%	(52)	419
2012 Vote: Barack Obama	16%	(67)	69%	(290)	14%	(60)	418
2012 Vote: Mitt Romney	19%	(41)	70%	(156)	11%	(25)	223
2012 Vote: Didn't Vote	23%	(92)	65%	(259)	12%	(46)	398

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Table HR6: *If all Disney content, such as the 'Star Wars' films, was removed from Netflix, would you cancel your subscription?*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	20%	(214)	67%	(731)	13%	(140)	1085
4-Region: Northeast	15%	(29)	72%	(139)	13%	(25)	193
4-Region: Midwest	16%	(36)	68%	(152)	16%	(36)	224
4-Region: South	20%	(81)	69%	(281)	12%	(48)	409
4-Region: West	27%	(69)	61%	(159)	12%	(31)	260
Watch TV: Every day	20%	(109)	67%	(373)	14%	(76)	558
Watch TV: Several times per week	19%	(52)	65%	(177)	15%	(42)	271
Watch TV: About once per week	17%	(16)	78%	(72)	5%	(5)	93
Watch TV: Several times per month	24%	(13)	56%	(31)	19%	(11)	55
Watch TV: Never	17%	(9)	78%	(41)	5%	(3)	53
Watch Movies: Every day	20%	(47)	68%	(164)	12%	(30)	241
Watch Movies: Several times per week	22%	(74)	62%	(207)	15%	(51)	332
Watch Movies: About once per week	22%	(47)	64%	(137)	15%	(32)	216
Watch Movies: Several times per month	22%	(26)	65%	(76)	13%	(15)	116
Watch Movies: About once per month	12%	(11)	76%	(68)	12%	(11)	90
Watch Movies: Less often than once per month	11%	(6)	87%	(52)	2%	(1)	59
Watch Sporting Events: Every day	29%	(30)	58%	(60)	13%	(13)	102
Watch Sporting Events: Several times per week	18%	(30)	66%	(113)	17%	(29)	173
Watch Sporting Events: About once per week	19%	(22)	68%	(77)	13%	(15)	114
Watch Sporting Events: Several times per month	26%	(20)	61%	(46)	13%	(9)	75
Watch Sporting Events: About once per month	16%	(15)	74%	(67)	10%	(9)	90
Watch Sporting Events: Less often than once per month	21%	(37)	69%	(122)	10%	(18)	176
Watch Sporting Events: Never	17%	(61)	69%	(246)	13%	(48)	355
Cable TV: Currently subscribe	19%	(106)	68%	(375)	13%	(70)	551
Cable TV: Subscribed in past	21%	(80)	67%	(249)	12%	(44)	372
Cable TV: Never subscribed	17%	(28)	66%	(107)	17%	(27)	162
Sattelite TV: Currently subscribe	23%	(61)	67%	(173)	10%	(26)	261
Sattelite TV: Subscribed in past	25%	(74)	64%	(188)	10%	(31)	293
Sattelite TV: Never subscribed	15%	(79)	69%	(369)	16%	(84)	532
Streaming services: Currently subscribe	19%	(173)	67%	(608)	13%	(121)	902
Streaming services: Subscribed in past	30%	(19)	61%	(39)	9%	(6)	64
Streaming services: Never subscribed	18%	(22)	71%	(85)	11%	(13)	120

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Table HR6: *If all Disney content, such as the 'Star Wars' films, was removed from Netflix, would you cancel your subscription?*

Demographic	Yes		No		Don't know / No opinion	Total N
Adults	20%	(214)	67%	(731)	13% (140)	1085
Film: An avid fan	22%	(112)	66%	(334)	12% (61)	506
Film: A casual fan	18%	(91)	67%	(340)	15% (74)	505
Film: Not a fan	16%	(12)	77%	(57)	8% (6)	75
Television: An avid fan	17%	(101)	70%	(406)	13% (76)	583
Television: A casual fan	22%	(102)	65%	(300)	13% (59)	461
Music: An avid fan	22%	(149)	64%	(432)	14% (94)	675
Music: A casual fan	16%	(63)	73%	(279)	11% (42)	384
Fashion: An avid fan	26%	(56)	60%	(130)	14% (30)	215
Fashion: A casual fan	18%	(87)	69%	(325)	13% (61)	473
Fashion: Not a fan	18%	(72)	70%	(276)	12% (49)	397
Evangelical	24%	(66)	60%	(164)	16% (44)	273
Non-Evangelical	18%	(148)	70%	(567)	12% (96)	812
Frequent TV watchers	19%	(161)	66%	(550)	14% (118)	829
Frequent movie watchers	21%	(121)	65%	(371)	14% (81)	573

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

Table HR7: If the TV shows 'The Office' and 'Friends' were removed from Netflix would you cancel your subscription?

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	17%	(183)	77%	(835)	6%	(68)	1085
Gender: Male	15%	(79)	78%	(398)	7%	(33)	510
Gender: Female	18%	(104)	76%	(437)	6%	(35)	576
Age: 18-29	30%	(89)	63%	(186)	7%	(21)	296
Age: 30-44	17%	(54)	75%	(239)	9%	(27)	319
Age: 45-54	12%	(23)	83%	(160)	6%	(11)	193
Age: 55-64	7%	(10)	91%	(132)	2%	(2)	144
Age: 65+	5%	(7)	89%	(119)	5%	(7)	132
Generation Z: 18-22	29%	(41)	64%	(91)	8%	(11)	142
Millennial: Age 23-38	25%	(89)	68%	(244)	7%	(25)	359
Generation X: Age 39-54	12%	(36)	81%	(249)	7%	(22)	308
Boomers: Age 55-73	6%	(16)	90%	(230)	4%	(9)	254
PID: Dem (no lean)	16%	(63)	77%	(305)	7%	(29)	397
PID: Ind (no lean)	20%	(73)	75%	(282)	5%	(20)	375
PID: Rep (no lean)	15%	(47)	79%	(248)	6%	(19)	314
PID/Gender: Dem Men	15%	(28)	76%	(139)	8%	(15)	183
PID/Gender: Dem Women	16%	(35)	78%	(166)	6%	(14)	214
PID/Gender: Ind Men	17%	(31)	78%	(140)	5%	(8)	179
PID/Gender: Ind Women	22%	(42)	72%	(142)	6%	(11)	195
PID/Gender: Rep Men	13%	(20)	80%	(118)	6%	(9)	147
PID/Gender: Rep Women	16%	(27)	78%	(130)	6%	(10)	167
Ideo: Liberal (1-3)	15%	(56)	78%	(289)	7%	(24)	369
Ideo: Moderate (4)	17%	(40)	74%	(172)	8%	(19)	232
Ideo: Conservative (5-7)	14%	(45)	82%	(267)	5%	(16)	327
Educ: < College	15%	(108)	78%	(547)	7%	(46)	701
Educ: Bachelors degree	17%	(42)	79%	(199)	4%	(9)	251
Educ: Post-grad	24%	(32)	66%	(89)	10%	(13)	133

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Table HR7: If the TV shows 'The Office' and 'Friends' were removed from Netflix would you cancel your subscription?

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	17%	(183)	77%	(835)	6%	(68)	1085
Income: Under 50k	16%	(82)	76%	(387)	8%	(43)	513
Income: 50k-100k	18%	(67)	78%	(289)	4%	(15)	371
Income: 100k+	17%	(34)	78%	(158)	5%	(10)	202
Ethnicity: White	15%	(123)	80%	(668)	5%	(46)	836
Ethnicity: Hispanic	21%	(48)	71%	(159)	8%	(17)	224
Ethnicity: Afr. Am.	15%	(21)	75%	(104)	10%	(13)	138
Ethnicity: Other	35%	(39)	57%	(63)	8%	(9)	111
Relig: Protestant	13%	(29)	84%	(183)	3%	(7)	219
Relig: Roman Catholic	13%	(23)	81%	(140)	6%	(10)	172
Relig: Ath./Agn./None	18%	(73)	75%	(298)	7%	(26)	397
Relig: Something Else	23%	(38)	69%	(113)	9%	(14)	165
Relig: All Christian	14%	(72)	81%	(424)	5%	(28)	524
Relig: All Non-Christian	20%	(111)	73%	(410)	7%	(40)	562
Community: Urban	18%	(50)	77%	(213)	5%	(15)	278
Community: Suburban	16%	(88)	76%	(416)	8%	(42)	546
Community: Rural	17%	(44)	79%	(205)	5%	(12)	262
Employ: Private Sector	16%	(61)	77%	(300)	8%	(31)	392
Employ: Government	24%	(25)	75%	(79)	2%	(2)	106
Employ: Self-Employed	20%	(17)	74%	(62)	5%	(4)	83
Employ: Homemaker	11%	(8)	85%	(65)	4%	(3)	77
Employ: Student	33%	(26)	58%	(47)	9%	(7)	81
Employ: Retired	5%	(7)	91%	(134)	5%	(7)	147
Employ: Unemployed	18%	(18)	74%	(71)	8%	(7)	96
Employ: Other	20%	(20)	74%	(77)	6%	(6)	103
Military HH: Yes	14%	(27)	80%	(156)	5%	(11)	194
Military HH: No	17%	(155)	76%	(679)	6%	(58)	892
RD/WT: Right Direction	19%	(77)	74%	(300)	7%	(28)	405
RD/WT: Wrong Track	16%	(106)	79%	(534)	6%	(40)	680
Trump Job Approve	17%	(68)	77%	(310)	6%	(24)	402
Trump Job Disapprove	17%	(103)	77%	(479)	6%	(36)	619

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Table HR7: If the TV shows 'The Office' and 'Friends' were removed from Netflix would you cancel your subscription?

Demographic	Yes		No		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	17%	(183)	77%	(835)	6%	(68)	1085
Trump Job Strongly Approve	12%	(24)	84%	(167)	4%	(7)	198
Trump Job Somewhat Approve	22%	(44)	70%	(143)	8%	(16)	204
Trump Job Somewhat Disapprove	21%	(29)	76%	(104)	3%	(5)	137
Trump Job Strongly Disapprove	15%	(74)	78%	(375)	7%	(32)	481
Favorable of Trump	15%	(61)	80%	(318)	5%	(20)	399
Unfavorable of Trump	17%	(104)	76%	(473)	7%	(41)	618
Very Favorable of Trump	13%	(28)	82%	(173)	5%	(11)	211
Somewhat Favorable of Trump	18%	(34)	77%	(145)	5%	(9)	188
Somewhat Unfavorable of Trump	22%	(25)	72%	(80)	6%	(6)	111
Very Unfavorable of Trump	16%	(80)	77%	(392)	7%	(35)	507
#1 Issue: Economy	12%	(38)	81%	(251)	7%	(23)	312
#1 Issue: Security	19%	(37)	75%	(147)	6%	(12)	195
#1 Issue: Health Care	13%	(25)	78%	(146)	9%	(17)	188
#1 Issue: Medicare / Social Security	7%	(7)	92%	(101)	1%	(2)	110
#1 Issue: Women's Issues	22%	(15)	73%	(50)	5%	(3)	69
#1 Issue: Education	41%	(32)	54%	(42)	5%	(4)	78
#1 Issue: Energy	24%	(18)	70%	(53)	6%	(4)	76
#1 Issue: Other	18%	(11)	77%	(44)	5%	(3)	57
2018 House Vote: Democrat	15%	(63)	77%	(322)	8%	(34)	419
2018 House Vote: Republican	14%	(49)	80%	(267)	6%	(20)	335
2018 House Vote: Didnt Vote	22%	(61)	74%	(210)	4%	(11)	283
2016 Vote: Hillary Clinton	15%	(55)	78%	(281)	7%	(26)	362
2016 Vote: Donald Trump	14%	(41)	82%	(242)	5%	(14)	297
2016 Vote: Someone else	13%	(12)	82%	(80)	6%	(6)	98
2016 Vote: Didnt Vote	23%	(74)	70%	(228)	7%	(23)	325
Voted in 2014: Yes	13%	(84)	81%	(540)	6%	(42)	667
Voted in 2014: No	23%	(98)	70%	(294)	6%	(26)	419
2012 Vote: Barack Obama	13%	(56)	80%	(333)	7%	(30)	418
2012 Vote: Mitt Romney	13%	(29)	82%	(184)	5%	(10)	223
2012 Vote: Didn't Vote	23%	(91)	71%	(281)	6%	(26)	398

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Table HR7: If the TV shows 'The Office' and 'Friends' were removed from Netflix would you cancel your subscription?

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	17%	(183)	77%	(835)	6%	(68)	1085
4-Region: Northeast	17%	(34)	77%	(148)	6%	(11)	193
4-Region: Midwest	14%	(32)	79%	(177)	7%	(15)	224
4-Region: South	17%	(70)	76%	(310)	7%	(28)	409
4-Region: West	18%	(47)	77%	(199)	5%	(14)	260
Watch TV: Every day	17%	(93)	76%	(424)	7%	(42)	558
Watch TV: Several times per week	18%	(48)	75%	(204)	7%	(19)	271
Watch TV: About once per week	20%	(19)	77%	(72)	2%	(2)	93
Watch TV: Several times per month	15%	(8)	81%	(44)	5%	(3)	55
Watch TV: Never	10%	(5)	90%	(48)	—	(0)	53
Watch Movies: Every day	17%	(42)	77%	(184)	6%	(15)	241
Watch Movies: Several times per week	18%	(60)	76%	(251)	6%	(21)	332
Watch Movies: About once per week	21%	(45)	71%	(153)	8%	(18)	216
Watch Movies: Several times per month	15%	(18)	80%	(93)	5%	(5)	116
Watch Movies: About once per month	13%	(12)	81%	(73)	5%	(5)	90
Watch Movies: Less often than once per month	8%	(5)	88%	(53)	4%	(2)	59
Watch Sporting Events: Every day	17%	(18)	74%	(75)	9%	(9)	102
Watch Sporting Events: Several times per week	19%	(32)	77%	(133)	4%	(8)	173
Watch Sporting Events: About once per week	12%	(14)	76%	(87)	11%	(13)	114
Watch Sporting Events: Several times per month	23%	(17)	71%	(53)	6%	(4)	75
Watch Sporting Events: About once per month	20%	(18)	74%	(67)	6%	(5)	90
Watch Sporting Events: Less often than once per month	18%	(31)	78%	(137)	4%	(8)	176
Watch Sporting Events: Never	15%	(52)	79%	(282)	6%	(21)	355
Cable TV: Currently subscribe	17%	(92)	79%	(435)	4%	(24)	551
Cable TV: Subscribed in past	18%	(68)	73%	(273)	8%	(31)	372
Cable TV: Never subscribed	14%	(23)	78%	(127)	8%	(13)	162
Sattelite TV: Currently subscribe	20%	(53)	74%	(194)	5%	(14)	261
Sattelite TV: Subscribed in past	15%	(45)	77%	(226)	8%	(23)	293
Sattelite TV: Never subscribed	16%	(85)	78%	(415)	6%	(31)	532
Streaming services: Currently subscribe	17%	(154)	77%	(693)	6%	(55)	902
Streaming services: Subscribed in past	20%	(13)	78%	(50)	2%	(1)	64
Streaming services: Never subscribed	13%	(16)	77%	(92)	10%	(12)	120

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Table HR7: *If the TV shows 'The Office' and 'Friends' were removed from Netflix would you cancel your subscription?*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	17%	(183)	77%	(835)	6%	(68)	1085
Film: An avid fan	19%	(97)	74%	(376)	6%	(32)	506
Film: A casual fan	14%	(73)	79%	(397)	7%	(35)	505
Film: Not a fan	17%	(12)	82%	(61)	1%	(1)	75
Television: An avid fan	19%	(109)	76%	(441)	6%	(33)	583
Television: A casual fan	14%	(66)	79%	(362)	7%	(32)	461
Music: An avid fan	19%	(131)	73%	(496)	7%	(48)	675
Music: A casual fan	13%	(50)	82%	(315)	5%	(19)	384
Fashion: An avid fan	24%	(51)	68%	(147)	8%	(17)	215
Fashion: A casual fan	18%	(84)	76%	(360)	6%	(29)	473
Fashion: Not a fan	12%	(48)	82%	(327)	6%	(22)	397
Evangelical	16%	(44)	77%	(211)	6%	(17)	273
Non-Evangelical	17%	(138)	77%	(623)	6%	(51)	812
Frequent TV watchers	17%	(141)	76%	(628)	7%	(60)	829
Frequent movie watchers	18%	(102)	76%	(435)	6%	(36)	573

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

Table HR8: *If the TV show 'The Office' and all Marvel superhero movies, such as 'Black Panther,' were removed from Netflix would you cancel your subscription?*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	28%	(300)	62%	(673)	10%	(112)	1085
Gender: Male	29%	(146)	60%	(307)	11%	(57)	510
Gender: Female	27%	(155)	64%	(366)	10%	(55)	576
Age: 18-29	46%	(136)	43%	(128)	11%	(32)	296
Age: 30-44	31%	(100)	57%	(181)	12%	(38)	319
Age: 45-54	17%	(33)	73%	(140)	10%	(20)	193
Age: 55-64	12%	(17)	82%	(118)	6%	(9)	144
Age: 65+	10%	(13)	80%	(106)	10%	(13)	132
Generation Z: 18-22	42%	(59)	46%	(65)	12%	(18)	142
Millennial: Age 23-38	40%	(142)	49%	(176)	11%	(41)	359
Generation X: Age 39-54	22%	(68)	68%	(208)	10%	(32)	308
Boomers: Age 55-73	12%	(30)	80%	(204)	8%	(20)	254
PID: Dem (no lean)	27%	(109)	61%	(243)	11%	(45)	397
PID: Ind (no lean)	32%	(120)	57%	(215)	11%	(39)	375
PID: Rep (no lean)	23%	(71)	68%	(214)	9%	(28)	314
PID/Gender: Dem Men	24%	(45)	62%	(113)	14%	(26)	183
PID/Gender: Dem Women	30%	(64)	61%	(131)	9%	(19)	214
PID/Gender: Ind Men	36%	(65)	55%	(99)	9%	(16)	179
PID/Gender: Ind Women	28%	(56)	59%	(116)	12%	(24)	195
PID/Gender: Rep Men	25%	(37)	64%	(95)	11%	(16)	147
PID/Gender: Rep Women	21%	(34)	72%	(120)	8%	(13)	167
Ideo: Liberal (1-3)	27%	(100)	65%	(240)	8%	(30)	369
Ideo: Moderate (4)	27%	(63)	55%	(128)	17%	(40)	232
Ideo: Conservative (5-7)	23%	(76)	69%	(225)	8%	(26)	327
Educ: < College	28%	(198)	61%	(425)	11%	(79)	701
Educ: Bachelors degree	28%	(70)	66%	(164)	6%	(16)	251
Educ: Post-grad	24%	(33)	63%	(84)	13%	(17)	133

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Table HR8: *If the TV show 'The Office' and all Marvel superhero movies, such as 'Black Panther,' were removed from Netflix would you cancel your subscription?*

Demographic	Yes		No		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	28%	(300)	62%	(673)	10%	(112)	1085
Income: Under 50k	33%	(167)	55%	(279)	13%	(66)	513
Income: 50k-100k	21%	(77)	70%	(261)	9%	(33)	371
Income: 100k+	28%	(56)	66%	(132)	7%	(13)	202
Ethnicity: White	24%	(204)	66%	(555)	9%	(77)	836
Ethnicity: Hispanic	36%	(81)	50%	(111)	14%	(31)	224
Ethnicity: Afr. Am.	38%	(52)	48%	(66)	15%	(20)	138
Ethnicity: Other	40%	(44)	46%	(51)	14%	(15)	111
Relig: Protestant	21%	(45)	71%	(156)	8%	(17)	219
Relig: Roman Catholic	26%	(44)	68%	(117)	7%	(11)	172
Relig: Ath./Agn./None	29%	(114)	59%	(235)	12%	(48)	397
Relig: Something Else	33%	(54)	56%	(92)	11%	(18)	165
Relig: All Christian	25%	(132)	66%	(346)	9%	(46)	524
Relig: All Non-Christian	30%	(168)	58%	(326)	12%	(67)	562
Community: Urban	30%	(82)	60%	(168)	10%	(28)	278
Community: Suburban	25%	(137)	64%	(347)	11%	(62)	546
Community: Rural	31%	(81)	61%	(158)	9%	(22)	262
Employ: Private Sector	27%	(107)	62%	(242)	11%	(42)	392
Employ: Government	28%	(30)	67%	(71)	5%	(5)	106
Employ: Self-Employed	23%	(19)	67%	(55)	10%	(8)	83
Employ: Homemaker	26%	(20)	66%	(51)	9%	(7)	77
Employ: Student	46%	(37)	39%	(31)	15%	(12)	81
Employ: Retired	10%	(15)	80%	(118)	10%	(14)	147
Employ: Unemployed	30%	(28)	54%	(52)	16%	(15)	96
Employ: Other	42%	(43)	50%	(52)	8%	(8)	103
Military HH: Yes	23%	(44)	67%	(129)	10%	(20)	194
Military HH: No	29%	(256)	61%	(543)	10%	(92)	892
RD/WT: Right Direction	25%	(103)	63%	(257)	11%	(45)	405
RD/WT: Wrong Track	29%	(197)	61%	(416)	10%	(68)	680
Trump Job Approve	24%	(96)	67%	(271)	9%	(35)	402
Trump Job Disapprove	29%	(178)	61%	(375)	11%	(65)	619

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Table HR8: *If the TV show 'The Office' and all Marvel superhero movies, such as 'Black Panther,' were removed from Netflix would you cancel your subscription?*

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	28% (300)	62% (673)	10% (112)	1085
Trump Job Strongly Approve	16% (32)	77% (153)	6% (13)	198
Trump Job Somewhat Approve	31% (64)	58% (117)	11% (23)	204
Trump Job Somewhat Disapprove	33% (45)	62% (85)	5% (7)	137
Trump Job Strongly Disapprove	28% (133)	60% (290)	12% (58)	481
Favorable of Trump	24% (95)	68% (270)	9% (35)	399
Unfavorable of Trump	29% (177)	60% (372)	11% (69)	618
Very Favorable of Trump	20% (43)	71% (151)	8% (17)	211
Somewhat Favorable of Trump	27% (52)	63% (120)	9% (17)	188
Somewhat Unfavorable of Trump	36% (40)	57% (63)	8% (8)	111
Very Unfavorable of Trump	27% (137)	61% (309)	12% (61)	507
#1 Issue: Economy	26% (82)	60% (186)	14% (43)	312
#1 Issue: Security	25% (49)	63% (124)	11% (22)	195
#1 Issue: Health Care	28% (53)	61% (114)	11% (20)	188
#1 Issue: Medicare / Social Security	17% (19)	80% (88)	3% (4)	110
#1 Issue: Women's Issues	31% (21)	60% (41)	9% (6)	69
#1 Issue: Education	46% (36)	47% (37)	6% (5)	78
#1 Issue: Energy	30% (22)	65% (49)	5% (4)	76
#1 Issue: Other	29% (16)	58% (33)	13% (8)	57
2018 House Vote: Democrat	28% (119)	60% (253)	11% (47)	419
2018 House Vote: Republican	19% (64)	72% (240)	9% (31)	335
2018 House Vote: Didn't Vote	36% (103)	55% (155)	9% (26)	283
2016 Vote: Hillary Clinton	27% (97)	62% (226)	11% (39)	362
2016 Vote: Donald Trump	18% (54)	73% (217)	9% (26)	297
2016 Vote: Someone else	27% (27)	62% (61)	11% (11)	98
2016 Vote: Didn't Vote	37% (121)	52% (168)	11% (36)	325
Voted in 2014: Yes	21% (143)	69% (460)	10% (64)	667
Voted in 2014: No	38% (157)	51% (213)	12% (49)	419
2012 Vote: Barack Obama	26% (108)	65% (270)	10% (40)	418
2012 Vote: Mitt Romney	19% (43)	75% (167)	6% (13)	223
2012 Vote: Didn't Vote	35% (138)	52% (209)	13% (51)	398

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Table HR8: *If the TV show 'The Office' and all Marvel superhero movies, such as 'Black Panther,' were removed from Netflix would you cancel your subscription?*

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	28% (300)	62% (673)	10% (112)	1085
4-Region: Northeast	30% (58)	59% (115)	10% (20)	193
4-Region: Midwest	25% (56)	64% (143)	11% (25)	224
4-Region: South	28% (114)	62% (253)	10% (41)	409
4-Region: West	27% (71)	62% (162)	10% (26)	260
Watch TV: Every day	29% (164)	60% (333)	11% (61)	558
Watch TV: Several times per week	23% (63)	65% (175)	12% (32)	271
Watch TV: About once per week	34% (32)	62% (58)	4% (3)	93
Watch TV: Several times per month	35% (19)	59% (32)	6% (3)	55
Watch TV: Never	17% (9)	75% (40)	8% (4)	53
Watch Movies: Every day	37% (89)	56% (136)	7% (16)	241
Watch Movies: Several times per week	28% (92)	59% (197)	13% (44)	332
Watch Movies: About once per week	26% (57)	62% (133)	12% (25)	216
Watch Movies: Several times per month	29% (33)	63% (73)	9% (10)	116
Watch Movies: About once per month	20% (18)	69% (62)	11% (10)	90
Watch Movies: Less often than once per month	16% (10)	77% (46)	6% (4)	59
Watch Sporting Events: Every day	38% (39)	52% (54)	9% (9)	102
Watch Sporting Events: Several times per week	33% (57)	55% (94)	12% (21)	173
Watch Sporting Events: About once per week	27% (31)	62% (70)	11% (12)	114
Watch Sporting Events: Several times per month	31% (23)	58% (43)	11% (8)	75
Watch Sporting Events: About once per month	27% (25)	63% (57)	9% (8)	90
Watch Sporting Events: Less often than once per month	28% (49)	65% (115)	7% (12)	176
Watch Sporting Events: Never	21% (75)	67% (239)	11% (41)	355
Cable TV: Currently subscribe	27% (150)	63% (347)	10% (54)	551
Cable TV: Subscribed in past	26% (96)	63% (234)	11% (42)	372
Cable TV: Never subscribed	33% (54)	57% (92)	10% (16)	162
Sattelite TV: Currently subscribe	27% (71)	63% (165)	9% (25)	261
Sattelite TV: Subscribed in past	31% (90)	60% (177)	9% (27)	293
Sattelite TV: Never subscribed	26% (140)	62% (331)	11% (61)	532

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Table HR8: *If the TV show 'The Office' and all Marvel superhero movies, such as 'Black Panther,' were removed from Netflix would you cancel your subscription?*

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	28% (300)	62% (673)	10% (112)	1085
Streaming services: Currently subscribe	28% (253)	62% (559)	10% (90)	902
Streaming services: Subscribed in past	29% (18)	60% (38)	12% (7)	64
Streaming services: Never subscribed	24% (29)	63% (76)	13% (15)	120
Film: An avid fan	32% (162)	60% (302)	8% (41)	506
Film: A casual fan	23% (118)	64% (323)	13% (64)	505
Film: Not a fan	27% (20)	64% (48)	9% (7)	75
Television: An avid fan	27% (156)	63% (365)	11% (62)	583
Television: A casual fan	28% (130)	61% (283)	10% (48)	461
Music: An avid fan	31% (208)	58% (390)	11% (77)	675
Music: A casual fan	23% (89)	68% (262)	9% (34)	384
Fashion: An avid fan	33% (71)	56% (121)	11% (24)	215
Fashion: A casual fan	26% (122)	63% (299)	11% (52)	473
Fashion: Not a fan	27% (107)	64% (253)	9% (37)	397
Evangelical	28% (77)	61% (166)	11% (30)	273
Non-Evangelical	28% (224)	62% (507)	10% (82)	812
Frequent TV watchers	27% (227)	61% (508)	11% (94)	829
Frequent movie watchers	32% (181)	58% (332)	10% (60)	573

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

Table HR9: *If the TV show 'The Office' and all Disney content, such as the 'Star Wars' films, were removed from Netflix would you cancel your subscription?*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	25%	(275)	64%	(691)	11%	(119)	1085
Gender: Male	24%	(122)	64%	(328)	12%	(59)	510
Gender: Female	27%	(153)	63%	(363)	10%	(60)	576
Age: 18-29	40%	(117)	49%	(146)	11%	(33)	296
Age: 30-44	30%	(95)	57%	(180)	14%	(44)	319
Age: 45-54	19%	(37)	70%	(136)	11%	(21)	193
Age: 55-64	12%	(17)	84%	(121)	5%	(7)	144
Age: 65+	7%	(9)	81%	(108)	12%	(16)	132
Generation Z: 18-22	39%	(55)	52%	(74)	9%	(13)	142
Millennial: Age 23-38	36%	(129)	50%	(179)	14%	(50)	359
Generation X: Age 39-54	21%	(65)	68%	(209)	11%	(34)	308
Boomers: Age 55-73	10%	(25)	83%	(211)	7%	(19)	254
PID: Dem (no lean)	25%	(99)	64%	(254)	11%	(44)	397
PID: Ind (no lean)	27%	(102)	61%	(228)	12%	(45)	375
PID: Rep (no lean)	24%	(75)	67%	(210)	9%	(30)	314
PID/Gender: Dem Men	21%	(39)	67%	(122)	12%	(21)	183
PID/Gender: Dem Women	28%	(60)	61%	(131)	11%	(23)	214
PID/Gender: Ind Men	26%	(47)	61%	(109)	13%	(23)	179
PID/Gender: Ind Women	28%	(54)	61%	(119)	12%	(23)	195
PID/Gender: Rep Men	24%	(36)	65%	(96)	10%	(15)	147
PID/Gender: Rep Women	23%	(39)	68%	(113)	9%	(15)	167
Ideo: Liberal (1-3)	25%	(91)	63%	(233)	12%	(46)	369
Ideo: Moderate (4)	24%	(56)	64%	(147)	12%	(29)	232
Ideo: Conservative (5-7)	22%	(74)	69%	(227)	8%	(27)	327
Educ: < College	25%	(174)	64%	(446)	12%	(82)	701
Educ: Bachelors degree	28%	(71)	64%	(161)	7%	(19)	251
Educ: Post-grad	23%	(31)	63%	(83)	14%	(19)	133

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Table HR9: *If the TV show 'The Office' and all Disney content, such as the 'Star Wars' films, were removed from Netflix would you cancel your subscription?*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	25%	(275)	64%	(691)	11%	(119)	1085
Income: Under 50k	27%	(140)	60%	(307)	13%	(66)	513
Income: 50k-100k	22%	(80)	69%	(255)	10%	(36)	371
Income: 100k+	27%	(55)	64%	(129)	9%	(17)	202
Ethnicity: White	23%	(196)	66%	(550)	11%	(90)	836
Ethnicity: Hispanic	35%	(78)	51%	(115)	14%	(32)	224
Ethnicity: Afr. Am.	25%	(34)	64%	(88)	11%	(16)	138
Ethnicity: Other	40%	(45)	48%	(53)	12%	(13)	111
Relig: Protestant	21%	(46)	69%	(151)	10%	(22)	219
Relig: Roman Catholic	19%	(33)	67%	(116)	13%	(23)	172
Relig: Ath./Agn./None	27%	(107)	63%	(250)	10%	(40)	397
Relig: Something Else	27%	(45)	62%	(102)	11%	(17)	165
Relig: All Christian	24%	(123)	65%	(339)	12%	(62)	524
Relig: All Non-Christian	27%	(152)	63%	(352)	10%	(57)	562
Community: Urban	26%	(73)	65%	(182)	8%	(23)	278
Community: Suburban	23%	(125)	65%	(353)	12%	(67)	546
Community: Rural	29%	(77)	60%	(156)	11%	(29)	262
Employ: Private Sector	26%	(104)	62%	(244)	11%	(45)	392
Employ: Government	26%	(27)	68%	(72)	6%	(7)	106
Employ: Self-Employed	22%	(18)	74%	(62)	4%	(3)	83
Employ: Homemaker	28%	(21)	65%	(50)	7%	(5)	77
Employ: Student	44%	(35)	43%	(35)	13%	(10)	81
Employ: Retired	8%	(12)	82%	(121)	10%	(14)	147
Employ: Unemployed	29%	(28)	52%	(50)	19%	(18)	96
Employ: Other	29%	(30)	55%	(57)	16%	(17)	103
Military HH: Yes	23%	(44)	67%	(130)	10%	(20)	194
Military HH: No	26%	(231)	63%	(561)	11%	(100)	892
RD/WT: Right Direction	27%	(108)	62%	(251)	11%	(46)	405
RD/WT: Wrong Track	25%	(167)	65%	(440)	11%	(73)	680
Trump Job Approve	26%	(104)	65%	(263)	9%	(35)	402
Trump Job Disapprove	25%	(152)	63%	(392)	12%	(75)	619

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Table HR9: *If the TV show 'The Office' and all Disney content, such as the 'Star Wars' films, were removed from Netflix would you cancel your subscription?*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	25%	(275)	64%	(691)	11%	(119)	1085
Trump Job Strongly Approve	19%	(38)	74%	(146)	7%	(14)	198
Trump Job Somewhat Approve	32%	(65)	58%	(117)	10%	(21)	204
Trump Job Somewhat Disapprove	29%	(40)	57%	(78)	14%	(19)	137
Trump Job Strongly Disapprove	23%	(112)	65%	(313)	12%	(56)	481
Favorable of Trump	25%	(99)	67%	(269)	8%	(31)	399
Unfavorable of Trump	24%	(151)	62%	(385)	13%	(82)	618
Very Favorable of Trump	22%	(46)	71%	(150)	7%	(15)	211
Somewhat Favorable of Trump	28%	(54)	63%	(119)	9%	(16)	188
Somewhat Unfavorable of Trump	29%	(32)	59%	(66)	12%	(13)	111
Very Unfavorable of Trump	23%	(119)	63%	(319)	14%	(69)	507
#1 Issue: Economy	23%	(71)	66%	(206)	11%	(35)	312
#1 Issue: Security	24%	(46)	64%	(124)	13%	(25)	195
#1 Issue: Health Care	22%	(41)	64%	(120)	14%	(27)	188
#1 Issue: Medicare / Social Security	8%	(9)	87%	(96)	5%	(5)	110
#1 Issue: Women's Issues	34%	(23)	54%	(37)	12%	(8)	69
#1 Issue: Education	55%	(43)	38%	(30)	7%	(5)	78
#1 Issue: Energy	32%	(24)	63%	(48)	5%	(4)	76
#1 Issue: Other	30%	(17)	54%	(31)	16%	(9)	57
2018 House Vote: Democrat	24%	(100)	64%	(269)	12%	(50)	419
2018 House Vote: Republican	24%	(80)	66%	(223)	10%	(33)	335
2018 House Vote: Didn't Vote	29%	(82)	61%	(174)	10%	(27)	283
2016 Vote: Hillary Clinton	19%	(69)	68%	(246)	13%	(47)	362
2016 Vote: Donald Trump	23%	(67)	68%	(203)	9%	(26)	297
2016 Vote: Someone else	25%	(25)	62%	(61)	12%	(12)	98
2016 Vote: Didn't Vote	35%	(113)	55%	(178)	10%	(34)	325
Voted in 2014: Yes	20%	(134)	69%	(459)	11%	(74)	667
Voted in 2014: No	34%	(142)	55%	(232)	11%	(45)	419
2012 Vote: Barack Obama	19%	(80)	71%	(297)	10%	(41)	418
2012 Vote: Mitt Romney	22%	(49)	69%	(154)	9%	(20)	223
2012 Vote: Didn't Vote	34%	(135)	54%	(214)	12%	(48)	398

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Table HR9: *If the TV show 'The Office' and all Disney content, such as the 'Star Wars' films, were removed from Netflix would you cancel your subscription?*

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	25% (275)	64% (691)	11% (119)	1085
4-Region: Northeast	26% (50)	65% (126)	9% (17)	193
4-Region: Midwest	20% (46)	68% (152)	12% (27)	224
4-Region: South	26% (105)	62% (254)	12% (50)	409
4-Region: West	29% (75)	61% (159)	10% (26)	260
Watch TV: Every day	27% (148)	63% (354)	10% (56)	558
Watch TV: Several times per week	26% (70)	58% (158)	16% (43)	271
Watch TV: About once per week	23% (22)	74% (69)	3% (2)	93
Watch TV: Several times per month	26% (14)	56% (31)	19% (10)	55
Watch TV: Never	16% (8)	79% (42)	5% (3)	53
Watch Movies: Every day	29% (69)	63% (151)	9% (21)	241
Watch Movies: Several times per week	28% (93)	59% (197)	13% (43)	332
Watch Movies: About once per week	28% (59)	59% (127)	14% (29)	216
Watch Movies: Several times per month	24% (28)	64% (75)	11% (13)	116
Watch Movies: About once per month	18% (16)	73% (66)	8% (8)	90
Watch Movies: Less often than once per month	13% (8)	84% (50)	3% (2)	59
Watch Sporting Events: Every day	35% (36)	54% (55)	10% (11)	102
Watch Sporting Events: Several times per week	30% (51)	60% (104)	10% (18)	173
Watch Sporting Events: About once per week	24% (27)	61% (69)	15% (17)	114
Watch Sporting Events: Several times per month	25% (19)	64% (48)	11% (8)	75
Watch Sporting Events: About once per month	22% (20)	67% (61)	11% (10)	90
Watch Sporting Events: Less often than once per month	26% (46)	67% (118)	7% (12)	176
Watch Sporting Events: Never	21% (76)	66% (236)	12% (44)	355
Cable TV: Currently subscribe	25% (139)	67% (367)	8% (44)	551
Cable TV: Subscribed in past	25% (92)	61% (226)	15% (54)	372
Cable TV: Never subscribed	27% (43)	60% (98)	13% (21)	162
Sattelite TV: Currently subscribe	25% (65)	62% (162)	13% (34)	261
Sattelite TV: Subscribed in past	28% (83)	62% (181)	10% (29)	293
Sattelite TV: Never subscribed	24% (127)	65% (348)	11% (57)	532

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Table HR9: *If the TV show 'The Office' and all Disney content, such as the 'Star Wars' films, were removed from Netflix would you cancel your subscription?*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	25%	(275)	64%	(691)	11%	(119)	1085
Streaming services: Currently subscribe	26%	(232)	63%	(571)	11%	(99)	902
Streaming services: Subscribed in past	29%	(18)	65%	(41)	7%	(4)	64
Streaming services: Never subscribed	21%	(25)	66%	(79)	13%	(16)	120
Film: An avid fan	29%	(148)	61%	(311)	9%	(47)	506
Film: A casual fan	22%	(112)	64%	(325)	13%	(68)	505
Film: Not a fan	20%	(15)	74%	(56)	6%	(4)	75
Television: An avid fan	25%	(144)	65%	(380)	10%	(60)	583
Television: A casual fan	26%	(120)	63%	(288)	11%	(53)	461
Music: An avid fan	29%	(194)	60%	(404)	11%	(77)	675
Music: A casual fan	21%	(79)	69%	(265)	10%	(39)	384
Fashion: An avid fan	29%	(62)	59%	(128)	12%	(26)	215
Fashion: A casual fan	24%	(116)	66%	(310)	10%	(47)	473
Fashion: Not a fan	25%	(98)	64%	(253)	12%	(47)	397
Evangelical	29%	(78)	59%	(160)	13%	(35)	273
Non-Evangelical	24%	(197)	65%	(531)	10%	(85)	812
Frequent TV watchers	26%	(218)	62%	(512)	12%	(99)	829
Frequent movie watchers	28%	(162)	61%	(348)	11%	(64)	573

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

Table HR10: *If the TV show 'Friends' and all Marvel superhero movies, such as 'Black Panther,' were removed from Netflix would you cancel your subscription?*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	24%	(265)	65%	(702)	11%	(119)	1085
Gender: Male	23%	(115)	66%	(338)	11%	(57)	510
Gender: Female	26%	(150)	63%	(364)	11%	(62)	576
Age: 18-29	37%	(110)	52%	(153)	11%	(33)	296
Age: 30-44	27%	(87)	62%	(198)	11%	(35)	319
Age: 45-54	17%	(33)	70%	(136)	13%	(24)	193
Age: 55-64	11%	(16)	79%	(115)	10%	(14)	144
Age: 65+	14%	(19)	76%	(101)	10%	(13)	132
Generation Z: 18-22	38%	(54)	52%	(74)	10%	(15)	142
Millennial: Age 23-38	32%	(116)	56%	(201)	12%	(42)	359
Generation X: Age 39-54	20%	(60)	69%	(211)	12%	(36)	308
Boomers: Age 55-73	12%	(31)	78%	(197)	10%	(26)	254
PID: Dem (no lean)	23%	(90)	68%	(271)	9%	(36)	397
PID: Ind (no lean)	28%	(105)	58%	(219)	13%	(51)	375
PID: Rep (no lean)	22%	(69)	68%	(212)	11%	(33)	314
PID/Gender: Dem Men	21%	(37)	70%	(127)	10%	(18)	183
PID/Gender: Dem Women	25%	(53)	67%	(143)	8%	(18)	214
PID/Gender: Ind Men	26%	(46)	60%	(107)	14%	(26)	179
PID/Gender: Ind Women	30%	(59)	57%	(111)	13%	(25)	195
PID/Gender: Rep Men	21%	(31)	70%	(103)	9%	(13)	147
PID/Gender: Rep Women	23%	(38)	65%	(109)	12%	(20)	167
Ideo: Liberal (1-3)	24%	(87)	67%	(248)	9%	(34)	369
Ideo: Moderate (4)	26%	(60)	60%	(139)	15%	(34)	232
Ideo: Conservative (5-7)	19%	(62)	69%	(226)	12%	(40)	327
Educ: < College	25%	(177)	63%	(442)	12%	(82)	701
Educ: Bachelors degree	23%	(57)	70%	(175)	7%	(19)	251
Educ: Post-grad	23%	(30)	63%	(85)	14%	(19)	133

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Table HR10: *If the TV show 'Friends' and all Marvel superhero movies, such as 'Black Panther,' were removed from Netflix would you cancel your subscription?*

Demographic	Yes		No		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	24%	(265)	65%	(702)	11%	(119)	1085
Income: Under 50k	28%	(146)	59%	(304)	12%	(62)	513
Income: 50k-100k	20%	(74)	70%	(259)	10%	(38)	371
Income: 100k+	22%	(45)	69%	(139)	9%	(19)	202
Ethnicity: White	22%	(187)	68%	(566)	10%	(84)	836
Ethnicity: Hispanic	26%	(59)	56%	(126)	17%	(39)	224
Ethnicity: Afr. Am.	35%	(49)	53%	(73)	12%	(17)	138
Ethnicity: Other	26%	(29)	57%	(63)	17%	(19)	111
Relig: Protestant	20%	(44)	72%	(157)	8%	(18)	219
Relig: Roman Catholic	23%	(39)	63%	(109)	14%	(24)	172
Relig: Ath./Agn./None	24%	(94)	66%	(261)	10%	(42)	397
Relig: Something Else	28%	(46)	62%	(102)	10%	(16)	165
Relig: All Christian	24%	(124)	65%	(339)	12%	(61)	524
Relig: All Non-Christian	25%	(140)	65%	(363)	10%	(58)	562
Community: Urban	24%	(66)	65%	(180)	12%	(33)	278
Community: Suburban	22%	(121)	66%	(360)	12%	(65)	546
Community: Rural	30%	(78)	62%	(162)	8%	(22)	262
Employ: Private Sector	25%	(98)	63%	(249)	12%	(45)	392
Employ: Government	24%	(26)	69%	(73)	7%	(7)	106
Employ: Self-Employed	22%	(18)	73%	(60)	5%	(4)	83
Employ: Homemaker	18%	(14)	64%	(49)	18%	(14)	77
Employ: Student	37%	(30)	50%	(40)	14%	(11)	81
Employ: Retired	9%	(13)	82%	(121)	9%	(14)	147
Employ: Unemployed	32%	(30)	55%	(53)	14%	(13)	96
Employ: Other	34%	(36)	55%	(57)	10%	(11)	103
Military HH: Yes	24%	(47)	69%	(134)	7%	(13)	194
Military HH: No	24%	(218)	64%	(567)	12%	(107)	892
RD/WT: Right Direction	26%	(104)	62%	(250)	13%	(52)	405
RD/WT: Wrong Track	24%	(161)	66%	(452)	10%	(68)	680
Trump Job Approve	22%	(90)	67%	(270)	10%	(42)	402
Trump Job Disapprove	25%	(153)	64%	(399)	11%	(67)	619

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Table HR10: *If the TV show 'Friends' and all Marvel superhero movies, such as 'Black Panther,' were removed from Netflix would you cancel your subscription?*

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	24% (265)	65% (702)	11% (119)	1085
Trump Job Strongly Approve	17% (34)	73% (145)	9% (18)	198
Trump Job Somewhat Approve	27% (55)	62% (125)	11% (23)	204
Trump Job Somewhat Disapprove	30% (41)	64% (87)	7% (9)	137
Trump Job Strongly Disapprove	23% (113)	65% (311)	12% (57)	481
Favorable of Trump	22% (89)	68% (271)	10% (39)	399
Unfavorable of Trump	25% (154)	64% (394)	11% (70)	618
Very Favorable of Trump	20% (41)	73% (153)	8% (16)	211
Somewhat Favorable of Trump	25% (47)	63% (118)	12% (23)	188
Somewhat Unfavorable of Trump	29% (33)	57% (64)	13% (15)	111
Very Unfavorable of Trump	24% (122)	65% (330)	11% (55)	507
#1 Issue: Economy	23% (71)	61% (190)	17% (52)	312
#1 Issue: Security	26% (51)	66% (128)	8% (16)	195
#1 Issue: Health Care	24% (45)	67% (125)	10% (18)	188
#1 Issue: Medicare / Social Security	16% (18)	76% (83)	8% (9)	110
#1 Issue: Women's Issues	28% (20)	64% (44)	8% (5)	69
#1 Issue: Education	37% (29)	56% (44)	7% (5)	78
#1 Issue: Energy	19% (15)	71% (53)	10% (8)	76
#1 Issue: Other	30% (17)	59% (34)	11% (6)	57
2018 House Vote: Democrat	24% (101)	66% (277)	10% (40)	419
2018 House Vote: Republican	18% (61)	71% (237)	11% (37)	335
2018 House Vote: Didn't Vote	31% (87)	57% (161)	13% (36)	283
2016 Vote: Hillary Clinton	23% (83)	67% (244)	10% (35)	362
2016 Vote: Donald Trump	19% (55)	71% (212)	10% (30)	297
2016 Vote: Someone else	21% (20)	66% (65)	14% (14)	98
2016 Vote: Didn't Vote	32% (104)	55% (180)	13% (41)	325
Voted in 2014: Yes	20% (135)	69% (460)	11% (72)	667
Voted in 2014: No	31% (129)	58% (242)	11% (47)	419
2012 Vote: Barack Obama	23% (94)	67% (279)	11% (45)	418
2012 Vote: Mitt Romney	17% (37)	74% (164)	10% (22)	223
2012 Vote: Didn't Vote	31% (121)	58% (232)	11% (45)	398

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Table HR10: *If the TV show 'Friends' and all Marvel superhero movies, such as 'Black Panther,' were removed from Netflix would you cancel your subscription?*

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	24% (265)	65% (702)	11% (119)	1085
4-Region: Northeast	23% (44)	66% (128)	11% (21)	193
4-Region: Midwest	21% (48)	67% (149)	12% (26)	224
4-Region: South	27% (109)	64% (260)	10% (40)	409
4-Region: West	25% (64)	63% (164)	12% (32)	260
Watch TV: Every day	25% (141)	64% (360)	10% (57)	558
Watch TV: Several times per week	23% (63)	65% (175)	12% (32)	271
Watch TV: About once per week	27% (25)	60% (56)	12% (11)	93
Watch TV: Several times per month	26% (14)	63% (34)	11% (6)	55
Watch TV: Never	16% (8)	70% (37)	14% (8)	53
Watch Movies: Every day	28% (67)	63% (150)	10% (23)	241
Watch Movies: Several times per week	26% (85)	63% (211)	11% (37)	332
Watch Movies: About once per week	23% (51)	63% (137)	13% (28)	216
Watch Movies: Several times per month	28% (33)	63% (73)	9% (10)	116
Watch Movies: About once per month	18% (16)	71% (64)	11% (10)	90
Watch Movies: Less often than once per month	11% (6)	76% (45)	14% (8)	59
Watch Sporting Events: Every day	32% (33)	53% (55)	14% (15)	102
Watch Sporting Events: Several times per week	28% (49)	63% (108)	9% (16)	173
Watch Sporting Events: About once per week	26% (30)	62% (71)	12% (13)	114
Watch Sporting Events: Several times per month	30% (22)	60% (45)	10% (8)	75
Watch Sporting Events: About once per month	22% (20)	66% (60)	12% (11)	90
Watch Sporting Events: Less often than once per month	24% (43)	70% (123)	6% (10)	176
Watch Sporting Events: Never	19% (68)	68% (240)	13% (47)	355
Cable TV: Currently subscribe	26% (141)	65% (361)	9% (49)	551
Cable TV: Subscribed in past	21% (77)	67% (249)	12% (46)	372
Cable TV: Never subscribed	29% (47)	57% (92)	15% (24)	162
Sattelite TV: Currently subscribe	24% (64)	63% (165)	12% (32)	261
Sattelite TV: Subscribed in past	25% (73)	65% (191)	10% (30)	293
Sattelite TV: Never subscribed	24% (128)	65% (346)	11% (58)	532

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Table HR10: *If the TV show 'Friends' and all Marvel superhero movies, such as 'Black Panther,' were removed from Netflix would you cancel your subscription?*

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	24% (265)	65% (702)	11% (119)	1085
Streaming services: Currently subscribe	24% (220)	65% (585)	11% (97)	902
Streaming services: Subscribed in past	33% (21)	57% (36)	10% (6)	64
Streaming services: Never subscribed	20% (23)	67% (80)	13% (16)	120
Film: An avid fan	27% (139)	64% (325)	8% (42)	506
Film: A casual fan	22% (112)	64% (322)	14% (71)	505
Film: Not a fan	18% (13)	74% (55)	8% (6)	75
Television: An avid fan	26% (152)	64% (375)	10% (56)	583
Television: A casual fan	22% (102)	65% (301)	13% (58)	461
Music: An avid fan	28% (186)	62% (420)	10% (69)	675
Music: A casual fan	20% (77)	68% (259)	13% (48)	384
Fashion: An avid fan	28% (60)	62% (134)	10% (21)	215
Fashion: A casual fan	26% (121)	63% (296)	12% (55)	473
Fashion: Not a fan	21% (84)	68% (271)	11% (43)	397
Evangelical	28% (76)	61% (167)	11% (30)	273
Non-Evangelical	23% (188)	66% (534)	11% (90)	812
Frequent TV watchers	25% (205)	65% (535)	11% (89)	829
Frequent movie watchers	27% (152)	63% (361)	10% (60)	573

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

Table HR11: *If the TV show 'Friends' and all Disney content, such as the 'Star Wars' films, were removed from Netflix would you cancel your subscription?*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	23%	(249)	67%	(727)	10%	(109)	1085
Gender: Male	22%	(112)	68%	(346)	10%	(51)	510
Gender: Female	24%	(137)	66%	(381)	10%	(58)	576
Age: 18-29	33%	(98)	60%	(177)	7%	(21)	296
Age: 30-44	28%	(89)	60%	(192)	12%	(38)	319
Age: 45-54	20%	(39)	69%	(132)	11%	(22)	193
Age: 55-64	9%	(13)	80%	(115)	11%	(16)	144
Age: 65+	8%	(11)	83%	(110)	9%	(12)	132
Generation Z: 18-22	33%	(47)	62%	(88)	5%	(8)	142
Millennial: Age 23-38	31%	(111)	57%	(203)	12%	(44)	359
Generation X: Age 39-54	22%	(67)	69%	(211)	10%	(30)	308
Boomers: Age 55-73	9%	(23)	80%	(204)	10%	(27)	254
PID: Dem (no lean)	20%	(79)	71%	(281)	9%	(37)	397
PID: Ind (no lean)	25%	(92)	64%	(239)	12%	(44)	375
PID: Rep (no lean)	25%	(78)	66%	(207)	9%	(28)	314
PID/Gender: Dem Men	18%	(33)	72%	(132)	10%	(19)	183
PID/Gender: Dem Women	22%	(46)	70%	(149)	9%	(19)	214
PID/Gender: Ind Men	24%	(44)	65%	(117)	11%	(19)	179
PID/Gender: Ind Women	25%	(49)	63%	(122)	13%	(25)	195
PID/Gender: Rep Men	25%	(36)	66%	(98)	9%	(13)	147
PID/Gender: Rep Women	25%	(42)	66%	(109)	9%	(15)	167
Ideo: Liberal (1-3)	21%	(77)	70%	(259)	9%	(34)	369
Ideo: Moderate (4)	27%	(63)	63%	(146)	10%	(23)	232
Ideo: Conservative (5-7)	21%	(69)	69%	(227)	10%	(31)	327
Educ: < College	23%	(162)	67%	(467)	10%	(72)	701
Educ: Bachelors degree	25%	(61)	67%	(169)	8%	(20)	251
Educ: Post-grad	20%	(26)	68%	(91)	12%	(17)	133

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Table HR11: *If the TV show 'Friends' and all Disney content, such as the 'Star Wars' films, were removed from Netflix would you cancel your subscription?*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	23%	(249)	67%	(727)	10%	(109)	1085
Income: Under 50k	24%	(125)	65%	(331)	11%	(57)	513
Income: 50k-100k	21%	(76)	70%	(260)	9%	(35)	371
Income: 100k+	24%	(48)	67%	(136)	9%	(17)	202
Ethnicity: White	22%	(188)	68%	(567)	10%	(82)	836
Ethnicity: Hispanic	26%	(58)	61%	(137)	13%	(29)	224
Ethnicity: Afr. Am.	23%	(33)	64%	(89)	12%	(17)	138
Ethnicity: Other	26%	(29)	64%	(71)	10%	(11)	111
Relig: Protestant	20%	(44)	71%	(155)	9%	(19)	219
Relig: Roman Catholic	20%	(35)	63%	(109)	17%	(28)	172
Relig: Ath./Agn./None	22%	(87)	70%	(279)	8%	(31)	397
Relig: Something Else	24%	(40)	67%	(110)	9%	(14)	165
Relig: All Christian	23%	(123)	64%	(337)	12%	(64)	524
Relig: All Non-Christian	23%	(127)	69%	(389)	8%	(45)	562
Community: Urban	23%	(65)	69%	(192)	8%	(22)	278
Community: Suburban	21%	(113)	68%	(370)	11%	(62)	546
Community: Rural	27%	(71)	63%	(165)	10%	(26)	262
Employ: Private Sector	27%	(106)	62%	(243)	11%	(43)	392
Employ: Government	14%	(14)	79%	(83)	8%	(8)	106
Employ: Self-Employed	19%	(16)	77%	(64)	4%	(3)	83
Employ: Homemaker	28%	(21)	69%	(53)	4%	(3)	77
Employ: Student	36%	(29)	49%	(40)	14%	(12)	81
Employ: Retired	5%	(8)	84%	(124)	10%	(15)	147
Employ: Unemployed	24%	(23)	65%	(62)	11%	(11)	96
Employ: Other	30%	(31)	55%	(57)	14%	(15)	103
Military HH: Yes	23%	(45)	68%	(132)	9%	(17)	194
Military HH: No	23%	(204)	67%	(595)	10%	(93)	892
RD/WT: Right Direction	27%	(108)	63%	(256)	10%	(41)	405
RD/WT: Wrong Track	21%	(141)	69%	(471)	10%	(69)	680
Trump Job Approve	27%	(108)	64%	(259)	9%	(35)	402
Trump Job Disapprove	21%	(128)	69%	(429)	10%	(61)	619

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Table HR11: *If the TV show 'Friends' and all Disney content, such as the 'Star Wars' films, were removed from Netflix would you cancel your subscription?*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	23%	(249)	67%	(727)	10%	(109)	1085
Trump Job Strongly Approve	18%	(36)	73%	(144)	9%	(18)	198
Trump Job Somewhat Approve	36%	(73)	56%	(115)	8%	(16)	204
Trump Job Somewhat Disapprove	27%	(38)	65%	(89)	8%	(11)	137
Trump Job Strongly Disapprove	19%	(90)	71%	(340)	11%	(51)	481
Favorable of Trump	26%	(106)	65%	(259)	9%	(34)	399
Unfavorable of Trump	21%	(127)	69%	(425)	11%	(66)	618
Very Favorable of Trump	19%	(41)	73%	(155)	7%	(15)	211
Somewhat Favorable of Trump	34%	(65)	56%	(105)	10%	(19)	188
Somewhat Unfavorable of Trump	31%	(34)	62%	(69)	8%	(9)	111
Very Unfavorable of Trump	18%	(93)	70%	(356)	11%	(58)	507
#1 Issue: Economy	20%	(61)	68%	(212)	12%	(39)	312
#1 Issue: Security	27%	(52)	64%	(125)	10%	(19)	195
#1 Issue: Health Care	18%	(33)	70%	(132)	12%	(23)	188
#1 Issue: Medicare / Social Security	9%	(10)	84%	(93)	7%	(7)	110
#1 Issue: Women's Issues	31%	(22)	63%	(43)	6%	(4)	69
#1 Issue: Education	44%	(35)	48%	(38)	8%	(6)	78
#1 Issue: Energy	29%	(22)	64%	(48)	7%	(5)	76
#1 Issue: Other	26%	(15)	63%	(36)	10%	(6)	57
2018 House Vote: Democrat	18%	(76)	71%	(299)	10%	(43)	419
2018 House Vote: Republican	24%	(80)	66%	(221)	10%	(34)	335
2018 House Vote: Didn't Vote	28%	(79)	63%	(179)	9%	(25)	283
2016 Vote: Hillary Clinton	16%	(58)	73%	(262)	11%	(41)	362
2016 Vote: Donald Trump	23%	(69)	67%	(198)	10%	(30)	297
2016 Vote: Someone else	25%	(25)	63%	(62)	11%	(11)	98
2016 Vote: Didn't Vote	30%	(97)	62%	(201)	8%	(27)	325
Voted in 2014: Yes	20%	(132)	69%	(458)	12%	(77)	667
Voted in 2014: No	28%	(118)	64%	(269)	8%	(32)	419
2012 Vote: Barack Obama	18%	(77)	70%	(292)	12%	(49)	418
2012 Vote: Mitt Romney	21%	(46)	69%	(155)	10%	(22)	223
2012 Vote: Didn't Vote	29%	(115)	63%	(252)	8%	(31)	398

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Table HR11: *If the TV show 'Friends' and all Disney content, such as the 'Star Wars' films, were removed from Netflix would you cancel your subscription?*

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	23% (249)	67% (727)	10% (109)	1085
4-Region: Northeast	21% (41)	71% (136)	8% (15)	193
4-Region: Midwest	15% (34)	73% (164)	12% (26)	224
4-Region: South	25% (101)	64% (263)	11% (45)	409
4-Region: West	28% (73)	63% (164)	9% (23)	260
Watch TV: Every day	25% (137)	66% (368)	9% (53)	558
Watch TV: Several times per week	24% (66)	63% (170)	13% (35)	271
Watch TV: About once per week	19% (18)	71% (66)	9% (9)	93
Watch TV: Several times per month	21% (12)	68% (38)	11% (6)	55
Watch TV: Never	10% (5)	83% (44)	7% (4)	53
Watch Movies: Every day	26% (64)	66% (159)	7% (18)	241
Watch Movies: Several times per week	27% (90)	62% (207)	11% (36)	332
Watch Movies: About once per week	24% (51)	65% (140)	12% (25)	216
Watch Movies: Several times per month	20% (23)	72% (83)	8% (10)	116
Watch Movies: About once per month	14% (13)	75% (67)	11% (10)	90
Watch Movies: Less often than once per month	13% (8)	72% (43)	14% (9)	59
Watch Sporting Events: Every day	35% (36)	55% (57)	9% (9)	102
Watch Sporting Events: Several times per week	28% (48)	62% (107)	10% (18)	173
Watch Sporting Events: About once per week	15% (18)	69% (78)	16% (18)	114
Watch Sporting Events: Several times per month	33% (24)	58% (43)	9% (7)	75
Watch Sporting Events: About once per month	19% (17)	72% (65)	9% (8)	90
Watch Sporting Events: Less often than once per month	27% (47)	69% (121)	5% (8)	176
Watch Sporting Events: Never	17% (59)	72% (255)	11% (40)	355
Cable TV: Currently subscribe	22% (122)	70% (386)	8% (43)	551
Cable TV: Subscribed in past	25% (93)	62% (232)	13% (47)	372
Cable TV: Never subscribed	21% (35)	67% (109)	12% (19)	162
Sattelite TV: Currently subscribe	25% (65)	62% (162)	13% (33)	261
Sattelite TV: Subscribed in past	26% (76)	66% (192)	8% (25)	293
Sattelite TV: Never subscribed	20% (108)	70% (373)	10% (51)	532

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Table HR11: *If the TV show 'Friends' and all Disney content, such as the 'Star Wars' films, were removed from Netflix would you cancel your subscription?*

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	23% (249)	67% (727)	10% (109)	1085
Streaming services: Currently subscribe	24% (217)	66% (597)	10% (87)	902
Streaming services: Subscribed in past	28% (18)	62% (39)	10% (6)	64
Streaming services: Never subscribed	12% (14)	75% (90)	13% (16)	120
Film: An avid fan	26% (133)	67% (338)	7% (34)	506
Film: A casual fan	21% (107)	65% (330)	13% (68)	505
Film: Not a fan	12% (9)	78% (58)	10% (8)	75
Television: An avid fan	23% (133)	68% (397)	9% (53)	583
Television: A casual fan	23% (106)	66% (304)	11% (51)	461
Music: An avid fan	26% (174)	65% (437)	9% (63)	675
Music: A casual fan	19% (73)	70% (269)	11% (42)	384
Fashion: An avid fan	29% (63)	62% (134)	9% (19)	215
Fashion: A casual fan	21% (102)	68% (321)	11% (50)	473
Fashion: Not a fan	21% (85)	68% (272)	10% (40)	397
Evangelical	29% (79)	60% (164)	11% (30)	273
Non-Evangelical	21% (170)	69% (563)	10% (79)	812
Frequent TV watchers	24% (203)	65% (539)	11% (88)	829
Frequent movie watchers	27% (153)	64% (366)	9% (54)	573

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

Table HR12: *If all Disney content, such as the 'Star Wars' films, and all Marvel superhero movies, such as 'Black Panther,' were removed from Netflix would you cancel your subscription?*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	28%	(307)	61%	(663)	11%	(115)	1085
Gender: Male	26%	(131)	63%	(320)	12%	(59)	510
Gender: Female	31%	(177)	59%	(342)	10%	(57)	576
Age: 18-29	40%	(119)	52%	(153)	8%	(24)	296
Age: 30-44	34%	(110)	53%	(171)	12%	(39)	319
Age: 45-54	20%	(38)	68%	(131)	12%	(23)	193
Age: 55-64	15%	(21)	75%	(109)	10%	(14)	144
Age: 65+	14%	(18)	75%	(99)	11%	(15)	132
Generation Z: 18-22	38%	(54)	54%	(78)	8%	(11)	142
Millennial: Age 23-38	39%	(141)	49%	(177)	11%	(40)	359
Generation X: Age 39-54	24%	(72)	65%	(200)	11%	(35)	308
Boomers: Age 55-73	15%	(38)	74%	(188)	11%	(28)	254
PID: Dem (no lean)	29%	(113)	61%	(243)	10%	(40)	397
PID: Ind (no lean)	28%	(106)	60%	(223)	12%	(45)	375
PID: Rep (no lean)	28%	(88)	63%	(196)	9%	(30)	314
PID/Gender: Dem Men	20%	(36)	67%	(122)	13%	(24)	183
PID/Gender: Dem Women	36%	(77)	57%	(121)	8%	(16)	214
PID/Gender: Ind Men	30%	(55)	59%	(105)	11%	(19)	179
PID/Gender: Ind Women	26%	(52)	60%	(118)	13%	(26)	195
PID/Gender: Rep Men	27%	(40)	63%	(92)	10%	(15)	147
PID/Gender: Rep Women	29%	(48)	62%	(104)	9%	(14)	167
Ideo: Liberal (1-3)	29%	(109)	61%	(226)	9%	(34)	369
Ideo: Moderate (4)	22%	(51)	62%	(144)	16%	(37)	232
Ideo: Conservative (5-7)	25%	(82)	65%	(213)	10%	(32)	327
Educ: < College	28%	(198)	60%	(419)	12%	(84)	701
Educ: Bachelors degree	28%	(70)	66%	(165)	6%	(16)	251
Educ: Post-grad	29%	(39)	59%	(79)	12%	(16)	133

Continued on next page

Table HR12: *If all Disney content, such as the 'Star Wars' films, and all Marvel superhero movies, such as 'Black Panther,' were removed from Netflix would you cancel your subscription?*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	28%	(307)	61%	(663)	11%	(115)	1085
Income: Under 50k	30%	(154)	57%	(290)	13%	(68)	513
Income: 50k-100k	27%	(99)	64%	(239)	9%	(33)	371
Income: 100k+	27%	(55)	66%	(133)	7%	(14)	202
Ethnicity: White	26%	(215)	64%	(536)	10%	(86)	836
Ethnicity: Hispanic	39%	(86)	49%	(110)	12%	(28)	224
Ethnicity: Afr. Am.	36%	(50)	52%	(72)	12%	(17)	138
Ethnicity: Other	39%	(43)	50%	(55)	12%	(13)	111
Relig: Protestant	23%	(51)	65%	(142)	12%	(26)	219
Relig: Roman Catholic	26%	(45)	61%	(104)	13%	(23)	172
Relig: Ath./Agn./None	29%	(115)	62%	(246)	9%	(36)	397
Relig: Something Else	30%	(49)	60%	(99)	10%	(16)	165
Relig: All Christian	27%	(144)	61%	(317)	12%	(63)	524
Relig: All Non-Christian	29%	(164)	62%	(345)	9%	(52)	562
Community: Urban	27%	(74)	62%	(172)	11%	(32)	278
Community: Suburban	28%	(152)	62%	(339)	10%	(55)	546
Community: Rural	31%	(82)	58%	(151)	11%	(29)	262
Employ: Private Sector	32%	(127)	59%	(230)	9%	(35)	392
Employ: Government	22%	(23)	74%	(78)	5%	(5)	106
Employ: Self-Employed	27%	(23)	68%	(56)	4%	(4)	83
Employ: Homemaker	22%	(17)	66%	(51)	12%	(9)	77
Employ: Student	42%	(34)	42%	(34)	16%	(13)	81
Employ: Retired	10%	(15)	78%	(114)	12%	(18)	147
Employ: Unemployed	33%	(31)	53%	(51)	14%	(14)	96
Employ: Other	37%	(38)	46%	(48)	17%	(17)	103
Military HH: Yes	29%	(56)	61%	(118)	10%	(20)	194
Military HH: No	28%	(251)	61%	(544)	11%	(96)	892
RD/WT: Right Direction	29%	(116)	60%	(245)	11%	(45)	405
RD/WT: Wrong Track	28%	(191)	61%	(418)	10%	(71)	680
Trump Job Approve	28%	(114)	62%	(249)	10%	(39)	402
Trump Job Disapprove	28%	(176)	61%	(376)	11%	(66)	619

Continued on next page

Table HR12: *If all Disney content, such as the 'Star Wars' films, and all Marvel superhero movies, such as 'Black Panther,' were removed from Netflix would you cancel your subscription?*

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	28% (307)	61% (663)	11% (115)	1085
Trump Job Strongly Approve	22% (44)	70% (138)	8% (16)	198
Trump Job Somewhat Approve	34% (70)	55% (112)	11% (23)	204
Trump Job Somewhat Disapprove	27% (38)	63% (87)	10% (13)	137
Trump Job Strongly Disapprove	29% (138)	60% (290)	11% (53)	481
Favorable of Trump	28% (111)	62% (248)	10% (40)	399
Unfavorable of Trump	28% (175)	61% (374)	11% (69)	618
Very Favorable of Trump	24% (50)	67% (142)	9% (19)	211
Somewhat Favorable of Trump	33% (61)	56% (106)	11% (21)	188
Somewhat Unfavorable of Trump	30% (33)	58% (64)	12% (14)	111
Very Unfavorable of Trump	28% (142)	61% (310)	11% (55)	507
#1 Issue: Economy	29% (90)	60% (187)	11% (35)	312
#1 Issue: Security	27% (52)	61% (120)	12% (24)	195
#1 Issue: Health Care	26% (49)	63% (119)	11% (20)	188
#1 Issue: Medicare / Social Security	17% (19)	76% (83)	7% (8)	110
#1 Issue: Women's Issues	34% (23)	54% (37)	12% (8)	69
#1 Issue: Education	46% (36)	44% (35)	10% (8)	78
#1 Issue: Energy	29% (22)	65% (50)	6% (4)	76
#1 Issue: Other	30% (17)	57% (33)	13% (8)	57
2018 House Vote: Democrat	29% (120)	62% (260)	9% (38)	419
2018 House Vote: Republican	27% (90)	63% (210)	11% (35)	335
2018 House Vote: Didnt Vote	30% (84)	59% (166)	12% (33)	283
2016 Vote: Hillary Clinton	26% (96)	64% (230)	10% (36)	362
2016 Vote: Donald Trump	26% (79)	63% (188)	10% (30)	297
2016 Vote: Someone else	28% (27)	59% (58)	13% (13)	98
2016 Vote: Didnt Vote	32% (104)	57% (185)	11% (36)	325
Voted in 2014: Yes	25% (169)	64% (426)	11% (72)	667
Voted in 2014: No	33% (139)	56% (236)	10% (44)	419
2012 Vote: Barack Obama	26% (107)	64% (270)	10% (41)	418
2012 Vote: Mitt Romney	26% (58)	63% (141)	11% (24)	223
2012 Vote: Didn't Vote	33% (130)	58% (229)	10% (38)	398

Continued on next page

Table HR12: *If all Disney content, such as the 'Star Wars' films, and all Marvel superhero movies, such as 'Black Panther,' were removed from Netflix would you cancel your subscription?*

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	28% (307)	61% (663)	11% (115)	1085
4-Region: Northeast	25% (49)	62% (119)	13% (26)	193
4-Region: Midwest	26% (59)	65% (146)	9% (19)	224
4-Region: South	28% (115)	62% (254)	10% (40)	409
4-Region: West	33% (86)	55% (144)	12% (30)	260
Watch TV: Every day	30% (168)	60% (332)	10% (58)	558
Watch TV: Several times per week	26% (70)	60% (162)	14% (38)	271
Watch TV: About once per week	30% (27)	67% (62)	3% (3)	93
Watch TV: Several times per month	31% (17)	54% (30)	15% (8)	55
Watch TV: Never	20% (11)	72% (38)	8% (4)	53
Watch Movies: Every day	33% (80)	60% (143)	7% (17)	241
Watch Movies: Several times per week	32% (106)	55% (182)	13% (44)	332
Watch Movies: About once per week	26% (55)	64% (138)	10% (22)	216
Watch Movies: Several times per month	26% (30)	63% (73)	11% (13)	116
Watch Movies: About once per month	22% (20)	65% (58)	14% (12)	90
Watch Movies: Less often than once per month	19% (11)	75% (45)	6% (4)	59
Watch Sporting Events: Every day	33% (34)	58% (59)	9% (9)	102
Watch Sporting Events: Several times per week	30% (52)	58% (100)	12% (21)	173
Watch Sporting Events: About once per week	32% (36)	57% (65)	11% (13)	114
Watch Sporting Events: Several times per month	37% (27)	51% (38)	12% (9)	75
Watch Sporting Events: About once per month	23% (20)	64% (58)	13% (12)	90
Watch Sporting Events: Less often than once per month	26% (45)	67% (119)	7% (12)	176
Watch Sporting Events: Never	26% (92)	63% (224)	11% (39)	355
Cable TV: Currently subscribe	26% (146)	65% (358)	9% (47)	551
Cable TV: Subscribed in past	29% (109)	58% (216)	13% (47)	372
Cable TV: Never subscribed	32% (52)	55% (89)	13% (21)	162
Sattelite TV: Currently subscribe	31% (80)	60% (156)	10% (25)	261
Sattelite TV: Subscribed in past	30% (88)	60% (177)	10% (29)	293
Sattelite TV: Never subscribed	26% (139)	62% (330)	12% (62)	532

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Table HR12: *If all Disney content, such as the 'Star Wars' films, and all Marvel superhero movies, such as 'Black Panther,' were removed from Netflix would you cancel your subscription?*

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	28% (307)	61% (663)	11% (115)	1085
Streaming services: Currently subscribe	29% (265)	60% (543)	10% (95)	902
Streaming services: Subscribed in past	33% (21)	59% (37)	8% (5)	64
Streaming services: Never subscribed	18% (21)	69% (83)	13% (16)	120
Film: An avid fan	33% (168)	59% (296)	8% (41)	506
Film: A casual fan	25% (125)	61% (308)	14% (72)	505
Film: Not a fan	18% (14)	78% (58)	4% (3)	75
Television: An avid fan	27% (155)	64% (371)	10% (57)	583
Television: A casual fan	30% (137)	58% (268)	12% (55)	461
Music: An avid fan	30% (202)	59% (399)	11% (73)	675
Music: A casual fan	26% (102)	63% (243)	10% (40)	384
Fashion: An avid fan	31% (67)	61% (132)	8% (17)	215
Fashion: A casual fan	29% (136)	59% (278)	12% (59)	473
Fashion: Not a fan	26% (105)	64% (253)	10% (40)	397
Evangelical	31% (85)	58% (158)	11% (31)	273
Non-Evangelical	27% (223)	62% (505)	10% (84)	812
Frequent TV watchers	29% (238)	60% (495)	12% (96)	829
Frequent movie watchers	33% (187)	57% (325)	11% (61)	573

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

Table HR13: *If the TV shows 'The Office,' 'Friends,' and all Marvel superhero movies, such as 'Black Panther,' were removed from Netflix would you cancel your subscription?*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	30%	(321)	60%	(651)	10%	(114)	1085
Gender: Male	28%	(144)	61%	(313)	10%	(53)	510
Gender: Female	31%	(176)	59%	(338)	11%	(61)	576
Age: 18-29	47%	(140)	40%	(119)	13%	(37)	296
Age: 30-44	33%	(105)	57%	(181)	10%	(33)	319
Age: 45-54	17%	(34)	70%	(135)	13%	(24)	193
Age: 55-64	14%	(20)	77%	(111)	9%	(13)	144
Age: 65+	16%	(22)	79%	(105)	4%	(6)	132
Generation Z: 18-22	44%	(63)	45%	(64)	11%	(15)	142
Millennial: Age 23-38	41%	(148)	46%	(166)	13%	(45)	359
Generation X: Age 39-54	22%	(68)	67%	(205)	11%	(34)	308
Boomers: Age 55-73	16%	(41)	77%	(196)	7%	(18)	254
PID: Dem (no lean)	30%	(121)	59%	(234)	11%	(42)	397
PID: Ind (no lean)	33%	(123)	55%	(206)	12%	(45)	375
PID: Rep (no lean)	24%	(77)	67%	(211)	8%	(26)	314
PID/Gender: Dem Men	28%	(52)	62%	(113)	10%	(19)	183
PID/Gender: Dem Women	32%	(69)	57%	(121)	11%	(24)	214
PID/Gender: Ind Men	31%	(56)	56%	(100)	13%	(23)	179
PID/Gender: Ind Women	34%	(67)	54%	(106)	11%	(22)	195
PID/Gender: Rep Men	25%	(37)	68%	(100)	7%	(11)	147
PID/Gender: Rep Women	24%	(40)	67%	(111)	9%	(15)	167
Ideo: Liberal (1-3)	30%	(111)	60%	(223)	9%	(34)	369
Ideo: Moderate (4)	31%	(72)	58%	(133)	11%	(26)	232
Ideo: Conservative (5-7)	22%	(73)	67%	(220)	10%	(34)	327
Educ: < College	29%	(206)	60%	(419)	11%	(77)	701
Educ: Bachelors degree	29%	(73)	62%	(156)	9%	(21)	251
Educ: Post-grad	31%	(42)	57%	(76)	12%	(15)	133

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Table HR13: *If the TV shows 'The Office,' 'Friends,' and all Marvel superhero movies, such as 'Black Panther,' were removed from Netflix would you cancel your subscription?*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	30%	(321)	60%	(651)	10%	(114)	1085
Income: Under 50k	33%	(169)	55%	(281)	12%	(62)	513
Income: 50k-100k	26%	(97)	65%	(241)	9%	(32)	371
Income: 100k+	27%	(54)	64%	(128)	10%	(19)	202
Ethnicity: White	27%	(227)	63%	(530)	9%	(79)	836
Ethnicity: Hispanic	40%	(90)	48%	(108)	12%	(26)	224
Ethnicity: Afr. Am.	39%	(54)	53%	(73)	8%	(11)	138
Ethnicity: Other	36%	(40)	43%	(48)	21%	(23)	111
Relig: Protestant	23%	(50)	65%	(142)	12%	(27)	219
Relig: Roman Catholic	25%	(44)	64%	(111)	10%	(18)	172
Relig: Ath./Agn./None	32%	(129)	58%	(230)	10%	(39)	397
Relig: Something Else	35%	(58)	56%	(93)	9%	(14)	165
Relig: All Christian	26%	(134)	63%	(329)	12%	(61)	524
Relig: All Non-Christian	33%	(186)	57%	(322)	9%	(53)	562
Community: Urban	29%	(80)	61%	(169)	11%	(29)	278
Community: Suburban	29%	(159)	61%	(331)	10%	(56)	546
Community: Rural	31%	(82)	58%	(151)	11%	(28)	262
Employ: Private Sector	31%	(122)	59%	(230)	10%	(40)	392
Employ: Government	30%	(31)	62%	(66)	8%	(9)	106
Employ: Self-Employed	28%	(23)	61%	(50)	11%	(9)	83
Employ: Homemaker	23%	(17)	65%	(51)	12%	(9)	77
Employ: Student	51%	(41)	32%	(26)	17%	(14)	81
Employ: Retired	12%	(18)	80%	(118)	8%	(12)	147
Employ: Unemployed	31%	(30)	60%	(57)	9%	(8)	96
Employ: Other	36%	(37)	52%	(53)	12%	(13)	103
Military HH: Yes	28%	(54)	66%	(128)	6%	(12)	194
Military HH: No	30%	(267)	59%	(523)	11%	(102)	892
RD/WT: Right Direction	29%	(116)	60%	(244)	11%	(46)	405
RD/WT: Wrong Track	30%	(205)	60%	(408)	10%	(68)	680
Trump Job Approve	25%	(102)	65%	(260)	10%	(40)	402
Trump Job Disapprove	32%	(198)	58%	(361)	10%	(60)	619

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Table HR13: *If the TV shows 'The Office,' 'Friends,' and all Marvel superhero movies, such as 'Black Panther,' were removed from Netflix would you cancel your subscription?*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	30%	(321)	60%	(651)	10%	(114)	1085
Trump Job Strongly Approve	17%	(34)	74%	(147)	9%	(17)	198
Trump Job Somewhat Approve	33%	(68)	55%	(113)	11%	(23)	204
Trump Job Somewhat Disapprove	37%	(51)	52%	(71)	11%	(16)	137
Trump Job Strongly Disapprove	31%	(147)	60%	(290)	9%	(45)	481
Favorable of Trump	24%	(96)	67%	(268)	9%	(35)	399
Unfavorable of Trump	33%	(203)	57%	(350)	10%	(64)	618
Very Favorable of Trump	19%	(41)	71%	(149)	10%	(21)	211
Somewhat Favorable of Trump	30%	(56)	63%	(118)	7%	(14)	188
Somewhat Unfavorable of Trump	35%	(39)	53%	(59)	12%	(13)	111
Very Unfavorable of Trump	32%	(164)	57%	(291)	10%	(51)	507
#1 Issue: Economy	27%	(85)	62%	(194)	10%	(33)	312
#1 Issue: Security	25%	(50)	62%	(120)	13%	(26)	195
#1 Issue: Health Care	31%	(58)	58%	(109)	11%	(21)	188
#1 Issue: Medicare / Social Security	15%	(16)	79%	(87)	6%	(6)	110
#1 Issue: Women's Issues	38%	(26)	48%	(33)	14%	(10)	69
#1 Issue: Education	48%	(38)	43%	(34)	9%	(7)	78
#1 Issue: Energy	36%	(27)	61%	(46)	3%	(3)	76
#1 Issue: Other	36%	(21)	48%	(28)	15%	(9)	57
2018 House Vote: Democrat	30%	(127)	59%	(249)	10%	(43)	419
2018 House Vote: Republican	22%	(75)	68%	(229)	9%	(31)	335
2018 House Vote: Didnt Vote	37%	(104)	53%	(149)	10%	(29)	283
2016 Vote: Hillary Clinton	30%	(110)	61%	(219)	9%	(32)	362
2016 Vote: Donald Trump	21%	(63)	70%	(207)	9%	(28)	297
2016 Vote: Someone else	32%	(31)	56%	(56)	12%	(12)	98
2016 Vote: Didnt Vote	36%	(117)	52%	(168)	12%	(40)	325
Voted in 2014: Yes	26%	(173)	64%	(430)	10%	(64)	667
Voted in 2014: No	35%	(147)	53%	(222)	12%	(50)	419
2012 Vote: Barack Obama	29%	(120)	62%	(259)	9%	(39)	418
2012 Vote: Mitt Romney	21%	(46)	71%	(159)	8%	(18)	223
2012 Vote: Didn't Vote	35%	(138)	53%	(211)	12%	(49)	398

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Table HR13: *If the TV shows 'The Office,' 'Friends,' and all Marvel superhero movies, such as 'Black Panther,' were removed from Netflix would you cancel your subscription?*

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	30% (321)	60% (651)	10% (114)	1085
4-Region: Northeast	31% (59)	58% (111)	12% (23)	193
4-Region: Midwest	27% (61)	63% (141)	10% (22)	224
4-Region: South	31% (125)	59% (241)	10% (43)	409
4-Region: West	29% (76)	61% (157)	10% (26)	260
Watch TV: Every day	32% (176)	59% (330)	9% (53)	558
Watch TV: Several times per week	27% (74)	62% (168)	11% (29)	271
Watch TV: About once per week	31% (29)	57% (53)	12% (11)	93
Watch TV: Several times per month	32% (18)	52% (29)	16% (9)	55
Watch TV: Never	21% (11)	68% (36)	11% (6)	53
Watch Movies: Every day	32% (77)	60% (143)	9% (20)	241
Watch Movies: Several times per week	37% (122)	56% (188)	7% (23)	332
Watch Movies: About once per week	30% (65)	56% (121)	14% (30)	216
Watch Movies: Several times per month	24% (28)	62% (72)	14% (16)	116
Watch Movies: About once per month	25% (22)	61% (55)	14% (13)	90
Watch Movies: Less often than once per month	7% (4)	85% (51)	8% (5)	59
Watch Sporting Events: Every day	42% (43)	48% (49)	10% (10)	102
Watch Sporting Events: Several times per week	37% (65)	55% (94)	8% (14)	173
Watch Sporting Events: About once per week	32% (36)	56% (64)	12% (14)	114
Watch Sporting Events: Several times per month	33% (25)	51% (38)	16% (12)	75
Watch Sporting Events: About once per month	26% (23)	65% (59)	9% (8)	90
Watch Sporting Events: Less often than once per month	28% (49)	62% (110)	10% (18)	176
Watch Sporting Events: Never	23% (80)	67% (238)	11% (38)	355
Cable TV: Currently subscribe	27% (151)	62% (341)	11% (59)	551
Cable TV: Subscribed in past	31% (116)	61% (226)	8% (30)	372
Cable TV: Never subscribed	34% (54)	51% (83)	15% (25)	162
Sattelite TV: Currently subscribe	30% (78)	60% (157)	10% (25)	261
Sattelite TV: Subscribed in past	31% (91)	60% (176)	9% (27)	293
Sattelite TV: Never subscribed	29% (152)	60% (318)	12% (62)	532

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Table HR13: *If the TV shows 'The Office,' 'Friends,' and all Marvel superhero movies, such as 'Black Panther,' were removed from Netflix would you cancel your subscription?*

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	30% (321)	60% (651)	10% (114)	1085
Streaming services: Currently subscribe	30% (269)	60% (543)	10% (91)	902
Streaming services: Subscribed in past	31% (20)	65% (41)	4% (3)	64
Streaming services: Never subscribed	27% (32)	56% (67)	17% (20)	120
Film: An avid fan	33% (167)	58% (293)	9% (45)	506
Film: A casual fan	28% (141)	61% (307)	11% (58)	505
Film: Not a fan	17% (13)	68% (51)	15% (11)	75
Television: An avid fan	29% (168)	61% (358)	10% (57)	583
Television: A casual fan	30% (138)	59% (271)	11% (51)	461
Music: An avid fan	32% (217)	57% (381)	11% (77)	675
Music: A casual fan	26% (99)	65% (251)	9% (35)	384
Fashion: An avid fan	31% (67)	59% (127)	10% (22)	215
Fashion: A casual fan	31% (149)	59% (277)	10% (47)	473
Fashion: Not a fan	26% (105)	62% (248)	11% (45)	397
Evangelical	30% (81)	58% (159)	12% (33)	273
Non-Evangelical	29% (239)	61% (493)	10% (80)	812
Frequent TV watchers	30% (250)	60% (497)	10% (81)	829
Frequent movie watchers	35% (198)	58% (331)	8% (44)	573

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

Table HR14: *If the TV shows "The Office," "Friends," and all Disney content, such as the "Star Wars" films, were removed from Netflix would you cancel your subscription?*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	28%	(302)	61%	(660)	11%	(124)	1085
Gender: Male	23%	(115)	65%	(331)	12%	(63)	510
Gender: Female	32%	(187)	57%	(328)	11%	(61)	576
Age: 18-29	44%	(130)	45%	(134)	11%	(33)	296
Age: 30-44	30%	(96)	57%	(182)	13%	(42)	319
Age: 45-54	25%	(47)	65%	(125)	11%	(21)	193
Age: 55-64	10%	(15)	80%	(116)	10%	(14)	144
Age: 65+	11%	(15)	78%	(103)	11%	(15)	132
Generation Z: 18-22	46%	(66)	47%	(67)	7%	(9)	142
Millennial: Age 23-38	37%	(134)	48%	(173)	14%	(52)	359
Generation X: Age 39-54	24%	(73)	65%	(201)	11%	(34)	308
Boomers: Age 55-73	11%	(28)	78%	(199)	11%	(27)	254
PID: Dem (no lean)	27%	(106)	64%	(253)	10%	(38)	397
PID: Ind (no lean)	32%	(118)	54%	(203)	14%	(53)	375
PID: Rep (no lean)	25%	(77)	65%	(203)	11%	(33)	314
PID/Gender: Dem Men	21%	(38)	68%	(124)	11%	(21)	183
PID/Gender: Dem Women	32%	(68)	60%	(129)	8%	(17)	214
PID/Gender: Ind Men	24%	(43)	60%	(107)	16%	(29)	179
PID/Gender: Ind Women	39%	(75)	49%	(96)	12%	(24)	195
PID/Gender: Rep Men	23%	(34)	68%	(100)	9%	(13)	147
PID/Gender: Rep Women	26%	(44)	62%	(103)	12%	(20)	167
Ideo: Liberal (1-3)	27%	(101)	62%	(228)	11%	(40)	369
Ideo: Moderate (4)	25%	(59)	61%	(141)	14%	(32)	232
Ideo: Conservative (5-7)	25%	(82)	65%	(214)	10%	(32)	327
Educ: < College	27%	(192)	61%	(426)	12%	(83)	701
Educ: Bachelors degree	29%	(72)	62%	(155)	9%	(24)	251
Educ: Post-grad	29%	(38)	58%	(78)	13%	(17)	133

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Table HR14: *If the TV shows "The Office," "Friends," and all Disney content, such as the "Star Wars" films, were removed from Netflix would you cancel your subscription?*

Demographic	Yes		No		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	28%	(302)	61%	(660)	11%	(124)	1085
Income: Under 50k	29%	(147)	59%	(300)	13%	(65)	513
Income: 50k-100k	27%	(99)	63%	(233)	10%	(39)	371
Income: 100k+	28%	(56)	62%	(126)	10%	(20)	202
Ethnicity: White	27%	(222)	62%	(520)	11%	(94)	836
Ethnicity: Hispanic	38%	(86)	50%	(113)	11%	(25)	224
Ethnicity: Afr. Am.	26%	(36)	63%	(87)	11%	(15)	138
Ethnicity: Other	40%	(44)	47%	(52)	13%	(15)	111
Relig: Protestant	24%	(52)	64%	(140)	12%	(27)	219
Relig: Roman Catholic	23%	(39)	65%	(113)	12%	(20)	172
Relig: Ath./Agn./None	28%	(112)	60%	(240)	11%	(45)	397
Relig: Something Else	32%	(53)	60%	(98)	8%	(13)	165
Relig: All Christian	26%	(137)	61%	(321)	13%	(66)	524
Relig: All Non-Christian	29%	(165)	60%	(338)	10%	(58)	562
Community: Urban	27%	(76)	64%	(178)	9%	(25)	278
Community: Suburban	27%	(147)	61%	(332)	12%	(67)	546
Community: Rural	30%	(79)	57%	(150)	12%	(32)	262
Employ: Private Sector	26%	(102)	63%	(248)	11%	(43)	392
Employ: Government	25%	(27)	64%	(68)	11%	(11)	106
Employ: Self-Employed	22%	(18)	69%	(57)	9%	(8)	83
Employ: Homemaker	32%	(25)	54%	(41)	14%	(11)	77
Employ: Student	52%	(42)	35%	(28)	13%	(10)	81
Employ: Retired	9%	(13)	81%	(120)	10%	(15)	147
Employ: Unemployed	38%	(37)	52%	(50)	10%	(9)	96
Employ: Other	38%	(39)	46%	(47)	16%	(17)	103
Military HH: Yes	23%	(45)	67%	(129)	10%	(20)	194
Military HH: No	29%	(257)	60%	(531)	12%	(104)	892
RD/WT: Right Direction	30%	(120)	59%	(239)	12%	(47)	405
RD/WT: Wrong Track	27%	(182)	62%	(421)	11%	(77)	680
Trump Job Approve	26%	(106)	64%	(256)	10%	(40)	402
Trump Job Disapprove	29%	(177)	60%	(372)	11%	(70)	619

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Table HR14: *If the TV shows "The Office," "Friends," and all Disney content, such as the "Star Wars" films, were removed from Netflix would you cancel your subscription?*

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	28% (302)	61% (660)	11% (124)	1085
Trump Job Strongly Approve	19% (38)	73% (144)	8% (15)	198
Trump Job Somewhat Approve	33% (68)	55% (112)	12% (25)	204
Trump Job Somewhat Disapprove	38% (53)	50% (69)	12% (16)	137
Trump Job Strongly Disapprove	26% (124)	63% (303)	11% (54)	481
Favorable of Trump	26% (102)	64% (257)	10% (40)	399
Unfavorable of Trump	29% (178)	59% (368)	12% (73)	618
Very Favorable of Trump	20% (42)	70% (147)	10% (22)	211
Somewhat Favorable of Trump	32% (60)	58% (110)	10% (18)	188
Somewhat Unfavorable of Trump	39% (43)	51% (57)	10% (11)	111
Very Unfavorable of Trump	27% (135)	61% (310)	12% (62)	507
#1 Issue: Economy	22% (67)	64% (201)	14% (44)	312
#1 Issue: Security	31% (60)	57% (112)	12% (23)	195
#1 Issue: Health Care	23% (43)	64% (120)	13% (25)	188
#1 Issue: Medicare / Social Security	9% (10)	83% (92)	7% (8)	110
#1 Issue: Women's Issues	39% (27)	48% (33)	13% (9)	69
#1 Issue: Education	61% (48)	35% (28)	4% (3)	78
#1 Issue: Energy	30% (23)	64% (49)	5% (4)	76
#1 Issue: Other	42% (24)	45% (26)	13% (8)	57
2018 House Vote: Democrat	26% (111)	62% (260)	11% (48)	419
2018 House Vote: Republican	25% (82)	65% (216)	11% (36)	335
2018 House Vote: Didn't Vote	33% (95)	56% (160)	10% (29)	283
2016 Vote: Hillary Clinton	23% (83)	66% (237)	12% (42)	362
2016 Vote: Donald Trump	23% (69)	66% (197)	11% (32)	297
2016 Vote: Someone else	28% (28)	59% (58)	12% (12)	98
2016 Vote: Didn't Vote	38% (123)	51% (165)	11% (37)	325
Voted in 2014: Yes	23% (150)	66% (440)	12% (77)	667
Voted in 2014: No	36% (152)	53% (220)	11% (47)	419
2012 Vote: Barack Obama	20% (84)	69% (287)	11% (47)	418
2012 Vote: Mitt Romney	22% (50)	67% (150)	10% (23)	223
2012 Vote: Didn't Vote	38% (150)	51% (202)	11% (45)	398

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Table HR14: *If the TV shows "The Office," "Friends," and all Disney content, such as the "Star Wars" films, were removed from Netflix would you cancel your subscription?*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	28%	(302)	61%	(660)	11%	(124)	1085
4-Region: Northeast	29%	(56)	59%	(113)	12%	(23)	193
4-Region: Midwest	21%	(47)	69%	(155)	10%	(22)	224
4-Region: South	27%	(111)	59%	(239)	14%	(58)	409
4-Region: West	34%	(87)	58%	(152)	8%	(21)	260
Watch TV: Every day	28%	(154)	61%	(340)	12%	(65)	558
Watch TV: Several times per week	30%	(82)	57%	(153)	13%	(35)	271
Watch TV: About once per week	26%	(24)	66%	(61)	9%	(8)	93
Watch TV: Several times per month	35%	(19)	50%	(28)	15%	(8)	55
Watch TV: Never	19%	(10)	74%	(39)	8%	(4)	53
Watch Movies: Every day	31%	(75)	61%	(147)	8%	(19)	241
Watch Movies: Several times per week	29%	(98)	59%	(197)	11%	(38)	332
Watch Movies: About once per week	32%	(69)	54%	(116)	14%	(31)	216
Watch Movies: Several times per month	28%	(32)	57%	(67)	15%	(17)	116
Watch Movies: About once per month	18%	(16)	70%	(63)	12%	(11)	90
Watch Movies: Less often than once per month	9%	(6)	82%	(49)	9%	(5)	59
Watch Sporting Events: Every day	34%	(35)	53%	(54)	13%	(14)	102
Watch Sporting Events: Several times per week	36%	(62)	55%	(96)	9%	(15)	173
Watch Sporting Events: About once per week	21%	(24)	62%	(71)	17%	(19)	114
Watch Sporting Events: Several times per month	32%	(24)	54%	(40)	15%	(11)	75
Watch Sporting Events: About once per month	29%	(26)	60%	(54)	11%	(10)	90
Watch Sporting Events: Less often than once per month	28%	(49)	62%	(109)	10%	(18)	176
Watch Sporting Events: Never	23%	(82)	66%	(236)	10%	(37)	355
Cable TV: Currently subscribe	26%	(143)	63%	(344)	12%	(63)	551
Cable TV: Subscribed in past	29%	(110)	60%	(222)	11%	(41)	372
Cable TV: Never subscribed	30%	(49)	57%	(93)	12%	(20)	162
Sattelite TV: Currently subscribe	34%	(87)	53%	(137)	14%	(36)	261
Sattelite TV: Subscribed in past	29%	(84)	63%	(185)	8%	(24)	293
Sattelite TV: Never subscribed	25%	(131)	63%	(337)	12%	(64)	532

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Table HR14: *If the TV shows "The Office," "Friends," and all Disney content, such as the "Star Wars" films, were removed from Netflix would you cancel your subscription?*

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	28% (302)	61% (660)	11% (124)	1085
Streaming services: Currently subscribe	28% (250)	61% (551)	11% (101)	902
Streaming services: Subscribed in past	33% (21)	57% (36)	11% (7)	64
Streaming services: Never subscribed	26% (31)	61% (73)	13% (16)	120
Film: An avid fan	33% (165)	58% (293)	10% (48)	506
Film: A casual fan	24% (122)	63% (319)	13% (64)	505
Film: Not a fan	20% (15)	64% (48)	15% (11)	75
Television: An avid fan	28% (163)	62% (359)	10% (61)	583
Television: A casual fan	28% (127)	60% (278)	12% (55)	461
Music: An avid fan	31% (212)	57% (382)	12% (80)	675
Music: A casual fan	23% (87)	67% (256)	11% (41)	384
Fashion: An avid fan	34% (72)	55% (118)	12% (25)	215
Fashion: A casual fan	27% (129)	62% (295)	10% (49)	473
Fashion: Not a fan	25% (101)	62% (247)	13% (50)	397
Evangelical	31% (86)	56% (153)	13% (34)	273
Non-Evangelical	27% (216)	62% (506)	11% (90)	812
Frequent TV watchers	29% (236)	59% (493)	12% (99)	829
Frequent movie watchers	30% (173)	60% (343)	10% (57)	573

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

Table HR15: *If the TV show 'The Office,' all Marvel superhero movies, such as 'Black Panther,' and all Disney content, such as the 'Star Wars' films, were removed from Netflix would you cancel your subscription?*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	31%	(332)	59%	(639)	11%	(114)	1085
Gender: Male	30%	(151)	60%	(306)	10%	(53)	510
Gender: Female	31%	(181)	58%	(334)	11%	(61)	576
Age: 18-29	48%	(142)	43%	(126)	10%	(28)	296
Age: 30-44	36%	(115)	52%	(165)	12%	(39)	319
Age: 45-54	25%	(48)	64%	(123)	12%	(23)	193
Age: 55-64	10%	(15)	81%	(118)	8%	(12)	144
Age: 65+	10%	(13)	82%	(108)	9%	(11)	132
Generation Z: 18-22	48%	(68)	45%	(65)	7%	(10)	142
Millennial: Age 23-38	43%	(153)	45%	(161)	13%	(45)	359
Generation X: Age 39-54	27%	(84)	61%	(188)	12%	(35)	308
Boomers: Age 55-73	11%	(27)	81%	(205)	9%	(22)	254
PID: Dem (no lean)	33%	(132)	56%	(223)	10%	(41)	397
PID: Ind (no lean)	32%	(122)	56%	(210)	11%	(43)	375
PID: Rep (no lean)	25%	(78)	66%	(206)	10%	(30)	314
PID/Gender: Dem Men	25%	(46)	62%	(114)	12%	(22)	183
PID/Gender: Dem Women	40%	(86)	51%	(109)	9%	(19)	214
PID/Gender: Ind Men	38%	(68)	53%	(94)	10%	(17)	179
PID/Gender: Ind Women	28%	(54)	59%	(116)	13%	(26)	195
PID/Gender: Rep Men	25%	(37)	66%	(97)	9%	(14)	147
PID/Gender: Rep Women	25%	(41)	65%	(109)	10%	(16)	167
Ideo: Liberal (1-3)	31%	(115)	59%	(217)	10%	(37)	369
Ideo: Moderate (4)	31%	(71)	56%	(129)	14%	(32)	232
Ideo: Conservative (5-7)	24%	(79)	66%	(218)	9%	(31)	327
Educ: < College	31%	(216)	58%	(404)	12%	(82)	701
Educ: Bachelors degree	32%	(80)	61%	(153)	7%	(18)	251
Educ: Post-grad	27%	(37)	62%	(82)	11%	(15)	133

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Table HR15: *If the TV show 'The Office,' all Marvel superhero movies, such as 'Black Panther,' and all Disney content, such as the 'Star Wars' films, were removed from Netflix would you cancel your subscription?*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	31%	(332)	59%	(639)	11%	(114)	1085
Income: Under 50k	34%	(174)	54%	(275)	13%	(64)	513
Income: 50k-100k	26%	(95)	66%	(244)	9%	(32)	371
Income: 100k+	32%	(64)	60%	(120)	9%	(18)	202
Ethnicity: White	28%	(237)	62%	(515)	10%	(84)	836
Ethnicity: Hispanic	38%	(84)	52%	(116)	11%	(24)	224
Ethnicity: Afr. Am.	36%	(50)	54%	(75)	10%	(14)	138
Ethnicity: Other	41%	(45)	45%	(49)	15%	(16)	111
Relig: Protestant	24%	(53)	66%	(144)	10%	(22)	219
Relig: Roman Catholic	27%	(47)	62%	(107)	11%	(19)	172
Relig: Ath./Agn./None	34%	(134)	56%	(223)	10%	(40)	397
Relig: Something Else	32%	(53)	59%	(97)	9%	(15)	165
Relig: All Christian	28%	(145)	61%	(320)	11%	(60)	524
Relig: All Non-Christian	33%	(187)	57%	(320)	10%	(54)	562
Community: Urban	30%	(83)	59%	(165)	11%	(30)	278
Community: Suburban	29%	(161)	60%	(329)	10%	(55)	546
Community: Rural	34%	(88)	55%	(145)	11%	(29)	262
Employ: Private Sector	33%	(130)	56%	(218)	11%	(44)	392
Employ: Government	33%	(35)	62%	(66)	5%	(6)	106
Employ: Self-Employed	24%	(20)	71%	(59)	5%	(4)	83
Employ: Homemaker	26%	(20)	59%	(46)	15%	(12)	77
Employ: Student	55%	(44)	34%	(27)	11%	(9)	81
Employ: Retired	6%	(9)	85%	(125)	9%	(14)	147
Employ: Unemployed	36%	(35)	51%	(48)	13%	(13)	96
Employ: Other	38%	(39)	49%	(51)	13%	(13)	103
Military HH: Yes	27%	(52)	66%	(127)	8%	(15)	194
Military HH: No	31%	(280)	57%	(512)	11%	(99)	892
RD/WT: Right Direction	29%	(116)	61%	(248)	10%	(41)	405
RD/WT: Wrong Track	32%	(216)	57%	(391)	11%	(73)	680
Trump Job Approve	27%	(107)	65%	(260)	9%	(34)	402
Trump Job Disapprove	32%	(200)	57%	(352)	11%	(67)	619

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Table HR15: *If the TV show 'The Office,' all Marvel superhero movies, such as 'Black Panther,' and all Disney content, such as the 'Star Wars' films, were removed from Netflix would you cancel your subscription?*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	31%	(332)	59%	(639)	11%	(114)	1085
Trump Job Strongly Approve	18%	(35)	76%	(150)	6%	(12)	198
Trump Job Somewhat Approve	35%	(72)	54%	(110)	11%	(22)	204
Trump Job Somewhat Disapprove	38%	(53)	51%	(70)	11%	(15)	137
Trump Job Strongly Disapprove	31%	(147)	59%	(282)	11%	(52)	481
Favorable of Trump	26%	(104)	65%	(261)	9%	(34)	399
Unfavorable of Trump	32%	(198)	56%	(348)	12%	(71)	618
Very Favorable of Trump	20%	(43)	71%	(151)	8%	(17)	211
Somewhat Favorable of Trump	32%	(61)	59%	(111)	9%	(17)	188
Somewhat Unfavorable of Trump	34%	(37)	52%	(58)	15%	(16)	111
Very Unfavorable of Trump	32%	(161)	57%	(291)	11%	(55)	507
#1 Issue: Economy	27%	(85)	60%	(187)	13%	(40)	312
#1 Issue: Security	28%	(55)	62%	(121)	10%	(19)	195
#1 Issue: Health Care	27%	(51)	61%	(114)	12%	(22)	188
#1 Issue: Medicare / Social Security	15%	(17)	78%	(86)	6%	(7)	110
#1 Issue: Women's Issues	46%	(31)	43%	(29)	11%	(8)	69
#1 Issue: Education	53%	(41)	41%	(32)	7%	(5)	78
#1 Issue: Energy	37%	(28)	59%	(45)	4%	(3)	76
#1 Issue: Other	39%	(22)	43%	(25)	18%	(10)	57
2018 House Vote: Democrat	31%	(130)	58%	(243)	11%	(46)	419
2018 House Vote: Republican	25%	(82)	66%	(219)	10%	(33)	335
2018 House Vote: Didnt Vote	36%	(101)	55%	(156)	9%	(26)	283
2016 Vote: Hillary Clinton	27%	(99)	61%	(222)	11%	(41)	362
2016 Vote: Donald Trump	24%	(73)	67%	(199)	9%	(26)	297
2016 Vote: Someone else	31%	(31)	55%	(54)	14%	(14)	98
2016 Vote: Didnt Vote	40%	(129)	50%	(164)	10%	(32)	325
Voted in 2014: Yes	25%	(167)	65%	(434)	10%	(66)	667
Voted in 2014: No	39%	(165)	49%	(205)	12%	(49)	419
2012 Vote: Barack Obama	27%	(111)	63%	(265)	10%	(43)	418
2012 Vote: Mitt Romney	22%	(49)	71%	(159)	7%	(15)	223
2012 Vote: Didn't Vote	40%	(160)	48%	(192)	11%	(46)	398

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Table HR15: *If the TV show 'The Office,' all Marvel superhero movies, such as 'Black Panther,' and all Disney content, such as the 'Star Wars' films, were removed from Netflix would you cancel your subscription?*

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	31% (332)	59% (639)	11% (114)	1085
4-Region: Northeast	33% (64)	54% (105)	13% (24)	193
4-Region: Midwest	31% (69)	59% (132)	11% (24)	224
4-Region: South	32% (132)	58% (239)	9% (38)	409
4-Region: West	26% (68)	63% (164)	11% (28)	260
Watch TV: Every day	32% (176)	57% (321)	11% (61)	558
Watch TV: Several times per week	27% (74)	61% (164)	12% (32)	271
Watch TV: About once per week	30% (28)	61% (57)	8% (8)	93
Watch TV: Several times per month	46% (25)	43% (24)	11% (6)	55
Watch TV: Never	20% (11)	72% (38)	8% (4)	53
Watch Movies: Every day	31% (74)	60% (143)	10% (23)	241
Watch Movies: Several times per week	34% (112)	55% (183)	11% (37)	332
Watch Movies: About once per week	33% (70)	58% (125)	9% (20)	216
Watch Movies: Several times per month	32% (37)	56% (64)	12% (14)	116
Watch Movies: About once per month	27% (25)	61% (55)	12% (11)	90
Watch Movies: Less often than once per month	17% (10)	75% (44)	8% (5)	59
Watch Sporting Events: Every day	37% (38)	52% (53)	11% (11)	102
Watch Sporting Events: Several times per week	35% (61)	56% (97)	9% (15)	173
Watch Sporting Events: About once per week	35% (40)	56% (64)	9% (10)	114
Watch Sporting Events: Several times per month	31% (23)	52% (39)	17% (13)	75
Watch Sporting Events: About once per month	31% (28)	57% (51)	12% (11)	90
Watch Sporting Events: Less often than once per month	33% (58)	58% (102)	9% (16)	176
Watch Sporting Events: Never	24% (85)	66% (233)	11% (38)	355
Cable TV: Currently subscribe	29% (161)	60% (328)	11% (61)	551
Cable TV: Subscribed in past	30% (112)	60% (224)	10% (36)	372
Cable TV: Never subscribed	36% (59)	54% (87)	10% (17)	162
Sattelite TV: Currently subscribe	33% (86)	58% (150)	9% (24)	261
Sattelite TV: Subscribed in past	33% (97)	59% (172)	8% (24)	293
Sattelite TV: Never subscribed	28% (149)	60% (317)	12% (66)	532

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Table HR15: *If the TV show 'The Office,' all Marvel superhero movies, such as 'Black Panther,' and all Disney content, such as the 'Star Wars' films, were removed from Netflix would you cancel your subscription?*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	31%	(332)	59%	(639)	11%	(114)	1085
Streaming services: Currently subscribe	32%	(291)	57%	(516)	11%	(95)	902
Streaming services: Subscribed in past	28%	(18)	62%	(40)	10%	(6)	64
Streaming services: Never subscribed	19%	(23)	70%	(84)	10%	(12)	120
Film: An avid fan	35%	(175)	55%	(280)	10%	(50)	506
Film: A casual fan	29%	(145)	60%	(305)	11%	(55)	505
Film: Not a fan	15%	(11)	73%	(54)	12%	(9)	75
Television: An avid fan	32%	(186)	57%	(333)	11%	(64)	583
Television: A casual fan	28%	(130)	62%	(284)	10%	(47)	461
Music: An avid fan	34%	(231)	54%	(363)	12%	(80)	675
Music: A casual fan	25%	(98)	66%	(255)	8%	(31)	384
Fashion: An avid fan	34%	(74)	55%	(118)	11%	(23)	215
Fashion: A casual fan	31%	(148)	58%	(276)	10%	(49)	473
Fashion: Not a fan	28%	(110)	62%	(245)	11%	(42)	397
Evangelical	31%	(84)	57%	(155)	13%	(34)	273
Non-Evangelical	31%	(248)	60%	(485)	10%	(80)	812
Frequent TV watchers	30%	(250)	59%	(485)	11%	(94)	829
Frequent movie watchers	33%	(187)	57%	(327)	10%	(60)	573

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

Table HR16: *If the TV show 'Friends,' all Marvel superhero movies, such as 'Black Panther' and all Disney content, such as the 'Star Wars' films, were removed from Netflix would you cancel your subscription?*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	30%	(330)	60%	(646)	10%	(109)	1085
Gender: Male	26%	(130)	65%	(329)	10%	(51)	510
Gender: Female	35%	(201)	55%	(317)	10%	(58)	576
Age: 18-29	45%	(135)	44%	(131)	10%	(31)	296
Age: 30-44	36%	(115)	53%	(170)	11%	(35)	319
Age: 45-54	26%	(50)	64%	(124)	10%	(19)	193
Age: 55-64	10%	(15)	82%	(118)	8%	(11)	144
Age: 65+	12%	(16)	78%	(103)	10%	(13)	132
Generation Z: 18-22	47%	(67)	46%	(66)	7%	(10)	142
Millennial: Age 23-38	42%	(150)	46%	(163)	13%	(45)	359
Generation X: Age 39-54	27%	(82)	64%	(196)	10%	(30)	308
Boomers: Age 55-73	12%	(31)	79%	(201)	9%	(23)	254
PID: Dem (no lean)	30%	(121)	59%	(235)	10%	(41)	397
PID: Ind (no lean)	33%	(123)	55%	(208)	12%	(44)	375
PID: Rep (no lean)	28%	(87)	65%	(204)	8%	(24)	314
PID/Gender: Dem Men	19%	(35)	69%	(126)	12%	(21)	183
PID/Gender: Dem Women	40%	(85)	51%	(109)	9%	(20)	214
PID/Gender: Ind Men	31%	(55)	57%	(103)	12%	(21)	179
PID/Gender: Ind Women	35%	(68)	54%	(105)	11%	(22)	195
PID/Gender: Rep Men	27%	(40)	68%	(100)	5%	(8)	147
PID/Gender: Rep Women	28%	(47)	62%	(104)	10%	(16)	167
Ideo: Liberal (1-3)	29%	(109)	61%	(225)	10%	(35)	369
Ideo: Moderate (4)	32%	(74)	56%	(130)	12%	(28)	232
Ideo: Conservative (5-7)	25%	(83)	66%	(216)	9%	(28)	327
Educ: < College	31%	(217)	59%	(410)	11%	(74)	701
Educ: Bachelors degree	31%	(78)	60%	(150)	9%	(23)	251
Educ: Post-grad	26%	(35)	65%	(86)	9%	(12)	133

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Table HR16: *If the TV show 'Friends,' all Marvel superhero movies, such as 'Black Panther' and all Disney content, such as the 'Star Wars' films, were removed from Netflix would you cancel your subscription?*

Demographic	Yes		No		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	30%	(330)	60%	(646)	10%	(109)	1085
Income: Under 50k	35%	(179)	54%	(274)	12%	(59)	513
Income: 50k-100k	25%	(92)	66%	(245)	9%	(34)	371
Income: 100k+	30%	(60)	63%	(127)	8%	(15)	202
Ethnicity: White	28%	(235)	63%	(525)	9%	(77)	836
Ethnicity: Hispanic	41%	(92)	48%	(108)	11%	(24)	224
Ethnicity: Afr. Am.	37%	(51)	52%	(72)	11%	(16)	138
Ethnicity: Other	40%	(44)	45%	(50)	15%	(17)	111
Relig: Protestant	25%	(54)	65%	(143)	10%	(22)	219
Relig: Roman Catholic	27%	(46)	62%	(107)	11%	(20)	172
Relig: Ath./Agn./None	31%	(124)	60%	(238)	9%	(35)	397
Relig: Something Else	32%	(53)	58%	(95)	10%	(17)	165
Relig: All Christian	29%	(153)	60%	(313)	11%	(58)	524
Relig: All Non-Christian	32%	(177)	59%	(333)	9%	(51)	562
Community: Urban	29%	(81)	63%	(174)	8%	(23)	278
Community: Suburban	29%	(160)	60%	(325)	11%	(61)	546
Community: Rural	34%	(90)	56%	(147)	10%	(25)	262
Employ: Private Sector	35%	(136)	57%	(224)	8%	(32)	392
Employ: Government	29%	(31)	61%	(65)	10%	(11)	106
Employ: Self-Employed	24%	(20)	74%	(61)	3%	(2)	83
Employ: Homemaker	28%	(22)	62%	(48)	10%	(8)	77
Employ: Student	43%	(35)	43%	(35)	14%	(11)	81
Employ: Retired	9%	(13)	78%	(115)	13%	(19)	147
Employ: Unemployed	34%	(33)	54%	(51)	12%	(12)	96
Employ: Other	40%	(42)	46%	(47)	14%	(14)	103
Military HH: Yes	29%	(56)	64%	(123)	8%	(15)	194
Military HH: No	31%	(274)	59%	(523)	11%	(94)	892
RD/WT: Right Direction	31%	(127)	59%	(239)	10%	(39)	405
RD/WT: Wrong Track	30%	(203)	60%	(407)	10%	(70)	680
Trump Job Approve	29%	(118)	62%	(249)	9%	(34)	402
Trump Job Disapprove	31%	(191)	59%	(366)	10%	(62)	619

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Table HR16: *If the TV show 'Friends,' all Marvel superhero movies, such as 'Black Panther' and all Disney content, such as the 'Star Wars' films, were removed from Netflix would you cancel your subscription?*

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	30% (330)	60% (646)	10% (109)	1085
Trump Job Strongly Approve	21% (41)	73% (144)	6% (13)	198
Trump Job Somewhat Approve	38% (77)	51% (105)	11% (22)	204
Trump Job Somewhat Disapprove	38% (52)	51% (71)	11% (15)	137
Trump Job Strongly Disapprove	29% (140)	61% (295)	10% (46)	481
Favorable of Trump	27% (110)	64% (256)	8% (33)	399
Unfavorable of Trump	32% (195)	58% (358)	10% (65)	618
Very Favorable of Trump	23% (48)	70% (147)	8% (16)	211
Somewhat Favorable of Trump	33% (62)	58% (109)	9% (17)	188
Somewhat Unfavorable of Trump	42% (47)	48% (54)	9% (10)	111
Very Unfavorable of Trump	29% (148)	60% (304)	11% (54)	507
#1 Issue: Economy	30% (92)	59% (183)	12% (36)	312
#1 Issue: Security	30% (59)	60% (117)	10% (20)	195
#1 Issue: Health Care	26% (50)	64% (120)	10% (19)	188
#1 Issue: Medicare / Social Security	18% (19)	78% (86)	5% (5)	110
#1 Issue: Women's Issues	45% (31)	43% (30)	12% (8)	69
#1 Issue: Education	46% (36)	45% (36)	9% (7)	78
#1 Issue: Energy	29% (22)	64% (49)	6% (5)	76
#1 Issue: Other	38% (22)	47% (27)	15% (9)	57
2018 House Vote: Democrat	29% (123)	59% (249)	11% (46)	419
2018 House Vote: Republican	26% (86)	66% (222)	8% (27)	335
2018 House Vote: Didn't Vote	37% (105)	54% (153)	9% (25)	283
2016 Vote: Hillary Clinton	27% (99)	62% (225)	10% (38)	362
2016 Vote: Donald Trump	26% (78)	66% (195)	8% (24)	297
2016 Vote: Someone else	31% (30)	59% (59)	10% (9)	98
2016 Vote: Didn't Vote	38% (123)	51% (166)	11% (36)	325
Voted in 2014: Yes	27% (182)	63% (419)	10% (65)	667
Voted in 2014: No	35% (148)	54% (227)	10% (44)	419
2012 Vote: Barack Obama	26% (110)	64% (267)	10% (42)	418
2012 Vote: Mitt Romney	22% (50)	69% (155)	8% (19)	223
2012 Vote: Didn't Vote	38% (151)	52% (206)	10% (41)	398

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Table HR16: *If the TV show 'Friends,' all Marvel superhero movies, such as 'Black Panther' and all Disney content, such as the 'Star Wars' films, were removed from Netflix would you cancel your subscription?*

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	30% (330)	60% (646)	10% (109)	1085
4-Region: Northeast	28% (54)	61% (117)	11% (22)	193
4-Region: Midwest	28% (63)	63% (141)	9% (20)	224
4-Region: South	31% (126)	59% (240)	10% (42)	409
4-Region: West	34% (87)	57% (148)	9% (24)	260
Watch TV: Every day	31% (175)	59% (332)	9% (51)	558
Watch TV: Several times per week	27% (74)	61% (166)	11% (30)	271
Watch TV: About once per week	29% (27)	58% (54)	13% (12)	93
Watch TV: Several times per month	39% (21)	47% (26)	15% (8)	55
Watch TV: Never	28% (15)	62% (33)	10% (5)	53
Watch Movies: Every day	34% (83)	59% (142)	7% (16)	241
Watch Movies: Several times per week	34% (112)	58% (194)	8% (27)	332
Watch Movies: About once per week	31% (66)	56% (120)	14% (30)	216
Watch Movies: Several times per month	29% (34)	58% (67)	13% (15)	116
Watch Movies: About once per month	29% (26)	61% (55)	10% (9)	90
Watch Movies: Less often than once per month	11% (7)	78% (46)	11% (6)	59
Watch Sporting Events: Every day	39% (40)	49% (50)	12% (12)	102
Watch Sporting Events: Several times per week	38% (65)	57% (99)	5% (9)	173
Watch Sporting Events: About once per week	28% (32)	61% (70)	10% (11)	114
Watch Sporting Events: Several times per month	37% (28)	50% (37)	13% (10)	75
Watch Sporting Events: About once per month	31% (28)	60% (54)	9% (8)	90
Watch Sporting Events: Less often than once per month	29% (52)	61% (108)	9% (17)	176
Watch Sporting Events: Never	24% (86)	64% (227)	12% (42)	355
Cable TV: Currently subscribe	28% (153)	62% (341)	10% (57)	551
Cable TV: Subscribed in past	31% (116)	60% (222)	9% (34)	372
Cable TV: Never subscribed	37% (61)	52% (84)	11% (18)	162
Sattelite TV: Currently subscribe	33% (87)	56% (146)	11% (28)	261
Sattelite TV: Subscribed in past	31% (91)	62% (181)	7% (22)	293
Sattelite TV: Never subscribed	29% (153)	60% (319)	11% (59)	532

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Table HR16: *If the TV show 'Friends,' all Marvel superhero movies, such as 'Black Panther' and all Disney content, such as the 'Star Wars' films, were removed from Netflix would you cancel your subscription?*

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	30% (330)	60% (646)	10% (109)	1085
Streaming services: Currently subscribe	31% (280)	60% (538)	9% (84)	902
Streaming services: Subscribed in past	39% (25)	54% (34)	6% (4)	64
Streaming services: Never subscribed	21% (25)	62% (74)	17% (20)	120
Film: An avid fan	34% (172)	58% (292)	8% (42)	506
Film: A casual fan	29% (146)	59% (299)	12% (60)	505
Film: Not a fan	16% (12)	74% (55)	10% (7)	75
Television: An avid fan	31% (178)	61% (357)	8% (48)	583
Television: A casual fan	29% (135)	58% (269)	12% (57)	461
Music: An avid fan	35% (233)	55% (373)	10% (69)	675
Music: A casual fan	24% (94)	66% (253)	10% (37)	384
Fashion: An avid fan	36% (77)	55% (119)	9% (20)	215
Fashion: A casual fan	32% (150)	58% (275)	10% (47)	473
Fashion: Not a fan	26% (104)	64% (253)	10% (41)	397
Evangelical	35% (95)	54% (146)	12% (32)	273
Non-Evangelical	29% (235)	62% (500)	9% (77)	812
Frequent TV watchers	30% (249)	60% (498)	10% (82)	829
Frequent movie watchers	34% (195)	59% (336)	7% (43)	573

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

Table HR17: *If the TV shows 'The Office,' 'Friends,' all Marvel superhero movies, such as 'Black Panther,' and all Disney content, such as the 'Star Wars' films, were removed from Netflix would you cancel your subscription?*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	32%	(349)	57%	(616)	11%	(121)	1085
Gender: Male	32%	(161)	59%	(301)	9%	(48)	510
Gender: Female	33%	(188)	55%	(315)	13%	(73)	576
Age: 18-29	49%	(144)	40%	(119)	11%	(34)	296
Age: 30-44	37%	(119)	49%	(156)	14%	(45)	319
Age: 45-54	24%	(47)	66%	(127)	10%	(19)	193
Age: 55-64	11%	(16)	82%	(118)	7%	(10)	144
Age: 65+	17%	(23)	72%	(96)	11%	(14)	132
Generation Z: 18-22	46%	(66)	43%	(62)	10%	(15)	142
Millennial: Age 23-38	45%	(162)	41%	(148)	13%	(48)	359
Generation X: Age 39-54	27%	(82)	62%	(191)	11%	(34)	308
Boomers: Age 55-73	15%	(38)	77%	(196)	8%	(21)	254
PID: Dem (no lean)	33%	(132)	55%	(220)	11%	(45)	397
PID: Ind (no lean)	35%	(131)	52%	(196)	13%	(48)	375
PID: Rep (no lean)	27%	(86)	64%	(200)	9%	(28)	314
PID/Gender: Dem Men	28%	(52)	62%	(113)	10%	(18)	183
PID/Gender: Dem Women	38%	(80)	50%	(107)	12%	(26)	214
PID/Gender: Ind Men	37%	(67)	51%	(91)	12%	(22)	179
PID/Gender: Ind Women	33%	(64)	54%	(105)	13%	(26)	195
PID/Gender: Rep Men	29%	(42)	66%	(98)	5%	(8)	147
PID/Gender: Rep Women	26%	(44)	62%	(103)	12%	(20)	167
Ideo: Liberal (1-3)	33%	(120)	56%	(207)	11%	(42)	369
Ideo: Moderate (4)	34%	(79)	53%	(123)	13%	(30)	232
Ideo: Conservative (5-7)	26%	(86)	64%	(211)	9%	(30)	327
Educ: < College	32%	(228)	56%	(392)	12%	(82)	701
Educ: Bachelors degree	33%	(83)	58%	(146)	9%	(22)	251
Educ: Post-grad	29%	(38)	59%	(78)	12%	(16)	133

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Table HR17: *If the TV shows 'The Office,' 'Friends,' all Marvel superhero movies, such as 'Black Panther,' and all Disney content, such as the 'Star Wars' films, were removed from Netflix would you cancel your subscription?*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	32%	(349)	57%	(616)	11%	(121)	1085
Income: Under 50k	35%	(180)	52%	(267)	13%	(65)	513
Income: 50k-100k	28%	(105)	61%	(228)	10%	(38)	371
Income: 100k+	32%	(64)	60%	(121)	8%	(17)	202
Ethnicity: White	28%	(238)	60%	(506)	11%	(92)	836
Ethnicity: Hispanic	42%	(94)	47%	(105)	11%	(26)	224
Ethnicity: Afr. Am.	41%	(57)	48%	(67)	10%	(14)	138
Ethnicity: Other	48%	(53)	39%	(43)	13%	(14)	111
Relig: Protestant	25%	(55)	63%	(137)	12%	(27)	219
Relig: Roman Catholic	32%	(55)	60%	(104)	8%	(14)	172
Relig: Ath./Agn./None	33%	(133)	56%	(220)	11%	(44)	397
Relig: Something Else	37%	(61)	55%	(90)	8%	(14)	165
Relig: All Christian	30%	(156)	58%	(305)	12%	(63)	524
Relig: All Non-Christian	34%	(193)	55%	(310)	10%	(58)	562
Community: Urban	34%	(94)	56%	(156)	10%	(28)	278
Community: Suburban	30%	(163)	59%	(320)	11%	(62)	546
Community: Rural	35%	(92)	53%	(139)	12%	(30)	262
Employ: Private Sector	34%	(135)	56%	(219)	10%	(38)	392
Employ: Government	32%	(34)	56%	(59)	12%	(13)	106
Employ: Self-Employed	25%	(21)	66%	(54)	9%	(7)	83
Employ: Homemaker	28%	(22)	58%	(44)	14%	(11)	77
Employ: Student	54%	(43)	35%	(28)	11%	(9)	81
Employ: Retired	13%	(20)	77%	(113)	10%	(15)	147
Employ: Unemployed	31%	(29)	52%	(49)	18%	(17)	96
Employ: Other	43%	(45)	47%	(48)	10%	(10)	103
Military HH: Yes	32%	(63)	59%	(115)	8%	(16)	194
Military HH: No	32%	(286)	56%	(501)	12%	(105)	892
RD/WT: Right Direction	33%	(134)	56%	(228)	11%	(43)	405
RD/WT: Wrong Track	32%	(215)	57%	(388)	11%	(78)	680
Trump Job Approve	30%	(119)	61%	(244)	10%	(39)	402
Trump Job Disapprove	34%	(207)	55%	(342)	11%	(69)	619

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Table HR17: *If the TV shows 'The Office,' 'Friends,' all Marvel superhero movies, such as 'Black Panther,' and all Disney content, such as the 'Star Wars' films, were removed from Netflix would you cancel your subscription?*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	32%	(349)	57%	(616)	11%	(121)	1085
Trump Job Strongly Approve	20%	(39)	72%	(143)	8%	(16)	198
Trump Job Somewhat Approve	39%	(80)	49%	(101)	12%	(24)	204
Trump Job Somewhat Disapprove	41%	(56)	48%	(66)	12%	(16)	137
Trump Job Strongly Disapprove	32%	(152)	57%	(276)	11%	(53)	481
Favorable of Trump	29%	(117)	62%	(249)	8%	(34)	399
Unfavorable of Trump	34%	(207)	54%	(334)	12%	(76)	618
Very Favorable of Trump	21%	(44)	71%	(149)	9%	(18)	211
Somewhat Favorable of Trump	39%	(73)	53%	(100)	8%	(16)	188
Somewhat Unfavorable of Trump	46%	(51)	45%	(50)	9%	(10)	111
Very Unfavorable of Trump	31%	(157)	56%	(284)	13%	(66)	507
#1 Issue: Economy	29%	(90)	59%	(185)	12%	(37)	312
#1 Issue: Security	28%	(54)	58%	(113)	14%	(28)	195
#1 Issue: Health Care	34%	(64)	57%	(107)	9%	(17)	188
#1 Issue: Medicare / Social Security	20%	(22)	74%	(81)	6%	(7)	110
#1 Issue: Women's Issues	37%	(25)	42%	(29)	21%	(14)	69
#1 Issue: Education	57%	(45)	37%	(29)	6%	(4)	78
#1 Issue: Energy	39%	(30)	56%	(43)	4%	(3)	76
#1 Issue: Other	35%	(20)	49%	(28)	16%	(9)	57
2018 House Vote: Democrat	33%	(137)	56%	(232)	12%	(49)	419
2018 House Vote: Republican	26%	(89)	63%	(213)	10%	(34)	335
2018 House Vote: Didnt Vote	39%	(110)	52%	(148)	9%	(25)	283
2016 Vote: Hillary Clinton	31%	(113)	56%	(202)	13%	(48)	362
2016 Vote: Donald Trump	26%	(76)	65%	(193)	9%	(28)	297
2016 Vote: Someone else	29%	(28)	60%	(59)	12%	(12)	98
2016 Vote: Didnt Vote	41%	(132)	49%	(160)	10%	(34)	325
Voted in 2014: Yes	26%	(176)	63%	(418)	11%	(72)	667
Voted in 2014: No	41%	(173)	47%	(198)	12%	(48)	419
2012 Vote: Barack Obama	30%	(126)	60%	(252)	10%	(40)	418
2012 Vote: Mitt Romney	23%	(51)	67%	(150)	10%	(22)	223
2012 Vote: Didn't Vote	39%	(157)	48%	(191)	12%	(50)	398

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Table HR17: *If the TV shows 'The Office,' 'Friends,' all Marvel superhero movies, such as 'Black Panther,' and all Disney content, such as the 'Star Wars' films, were removed from Netflix would you cancel your subscription?*

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	32% (349)	57% (616)	11% (121)	1085
4-Region: Northeast	33% (63)	55% (107)	12% (23)	193
4-Region: Midwest	30% (68)	59% (132)	11% (24)	224
4-Region: South	32% (133)	56% (227)	12% (49)	409
4-Region: West	33% (85)	58% (150)	10% (25)	260
Watch TV: Every day	34% (188)	55% (306)	12% (64)	558
Watch TV: Several times per week	33% (88)	55% (149)	12% (33)	271
Watch TV: About once per week	32% (30)	57% (53)	11% (10)	93
Watch TV: Several times per month	35% (19)	51% (28)	14% (7)	55
Watch TV: Never	14% (8)	81% (43)	5% (2)	53
Watch Movies: Every day	36% (88)	55% (132)	9% (21)	241
Watch Movies: Several times per week	35% (115)	53% (177)	12% (41)	332
Watch Movies: About once per week	39% (83)	52% (111)	10% (21)	216
Watch Movies: Several times per month	29% (34)	55% (64)	15% (17)	116
Watch Movies: About once per month	23% (21)	65% (59)	11% (10)	90
Watch Movies: Less often than once per month	8% (5)	80% (48)	12% (7)	59
Watch Sporting Events: Every day	39% (40)	51% (53)	10% (10)	102
Watch Sporting Events: Several times per week	42% (72)	49% (85)	9% (16)	173
Watch Sporting Events: About once per week	33% (37)	56% (64)	11% (12)	114
Watch Sporting Events: Several times per month	35% (26)	47% (35)	18% (13)	75
Watch Sporting Events: About once per month	32% (29)	57% (51)	11% (10)	90
Watch Sporting Events: Less often than once per month	29% (52)	61% (109)	9% (16)	176
Watch Sporting Events: Never	26% (92)	62% (219)	12% (44)	355
Cable TV: Currently subscribe	31% (168)	58% (320)	11% (63)	551
Cable TV: Subscribed in past	34% (126)	56% (208)	10% (38)	372
Cable TV: Never subscribed	34% (55)	54% (88)	12% (20)	162
Sattelite TV: Currently subscribe	34% (90)	54% (140)	12% (31)	261
Sattelite TV: Subscribed in past	33% (98)	55% (160)	12% (36)	293
Sattelite TV: Never subscribed	30% (162)	59% (316)	10% (54)	532

Continued on next page

Table HR17: *If the TV shows 'The Office,' 'Friends,' all Marvel superhero movies, such as 'Black Panther,' and all Disney content, such as the 'Star Wars' films, were removed from Netflix would you cancel your subscription?*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	32%	(349)	57%	(616)	11%	(121)	1085
Streaming services: Currently subscribe	34%	(304)	55%	(497)	11%	(102)	902
Streaming services: Subscribed in past	32%	(21)	59%	(38)	8%	(5)	64
Streaming services: Never subscribed	21%	(25)	68%	(81)	11%	(14)	120
Film: An avid fan	38%	(194)	52%	(263)	10%	(49)	506
Film: A casual fan	28%	(143)	59%	(300)	12%	(62)	505
Film: Not a fan	16%	(12)	71%	(53)	13%	(10)	75
Television: An avid fan	33%	(191)	57%	(330)	11%	(62)	583
Television: A casual fan	31%	(143)	57%	(264)	12%	(54)	461
Music: An avid fan	36%	(246)	52%	(348)	12%	(81)	675
Music: A casual fan	26%	(99)	65%	(249)	9%	(36)	384
Fashion: An avid fan	36%	(78)	52%	(111)	12%	(26)	215
Fashion: A casual fan	33%	(154)	55%	(261)	12%	(57)	473
Fashion: Not a fan	29%	(117)	61%	(243)	9%	(37)	397
Evangelical	32%	(87)	53%	(146)	15%	(40)	273
Non-Evangelical	32%	(262)	58%	(470)	10%	(81)	812
Frequent TV watchers	33%	(276)	55%	(455)	12%	(97)	829
Frequent movie watchers	35%	(203)	54%	(309)	11%	(62)	573

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	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total
Adults	47% (1039)	22% (484)	7% (160)	6% (127)	3% (59)	4% (99)	11% (231)	220
Gender: Male	46% (486)	23% (248)	7% (72)	6% (62)	3% (30)	5% (50)	11% (114)	106
Gender: Female	49% (553)	21% (236)	8% (88)	6% (65)	3% (29)	4% (49)	10% (118)	113
Age: 18-29	41% (196)	21% (102)	9% (42)	8% (39)	5% (23)	4% (19)	11% (52)	47
Age: 30-44	49% (263)	25% (134)	6% (33)	5% (27)	2% (13)	5% (28)	8% (41)	53
Age: 45-54	47% (172)	23% (83)	9% (33)	7% (25)	1% (3)	4% (14)	10% (35)	36
Age: 55-64	47% (181)	22% (85)	6% (23)	4% (15)	3% (11)	5% (20)	13% (49)	38
Age: 65+	52% (227)	19% (81)	6% (28)	5% (21)	2% (9)	4% (17)	12% (54)	43
Generation Z: 18-22	38% (91)	19% (46)	8% (20)	8% (18)	7% (18)	4% (10)	14% (34)	23
Millennial: Age 23-38	48% (275)	24% (138)	7% (40)	6% (36)	2% (13)	4% (23)	7% (42)	56
Generation X: Age 39-54	47% (266)	23% (134)	9% (49)	6% (36)	1% (8)	5% (28)	9% (52)	57
Boomers: Age 55-73	49% (352)	21% (152)	6% (44)	5% (36)	3% (20)	4% (32)	12% (86)	72
PID: Dem (no lean)	54% (397)	19% (141)	7% (54)	5% (40)	3% (20)	4% (29)	8% (58)	73
PID: Ind (no lean)	43% (336)	22% (171)	8% (60)	6% (47)	4% (29)	5% (42)	12% (97)	78
PID: Rep (no lean)	45% (306)	25% (172)	7% (46)	6% (40)	2% (11)	4% (28)	11% (76)	67
PID/Gender: Dem Men	54% (181)	20% (69)	6% (21)	6% (20)	2% (7)	4% (12)	8% (26)	33
PID/Gender: Dem Women	54% (216)	18% (73)	8% (33)	5% (20)	3% (13)	4% (17)	8% (32)	40
PID/Gender: Ind Men	41% (164)	22% (88)	8% (33)	7% (27)	4% (18)	6% (24)	12% (47)	49
PID/Gender: Ind Women	45% (172)	22% (83)	7% (28)	5% (20)	3% (11)	5% (17)	13% (50)	39
PID/Gender: Rep Men	43% (142)	28% (91)	6% (18)	5% (15)	2% (5)	4% (14)	12% (40)	32
PID/Gender: Rep Women	47% (165)	23% (81)	8% (28)	7% (25)	1% (5)	4% (14)	10% (36)	35
Ideo: Liberal (1-3)	52% (338)	20% (130)	8% (50)	6% (42)	4% (23)	4% (28)	7% (44)	65
Ideo: Moderate (4)	48% (226)	23% (109)	6% (27)	6% (27)	3% (13)	3% (15)	12% (55)	47
Ideo: Conservative (5-7)	46% (346)	25% (191)	8% (59)	5% (35)	1% (11)	4% (33)	11% (83)	75

Continued on next page

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

TV shows

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total
Adults	47% (1039)	22% (484)	7% (160)	6% (127)	3% (59)	4% (99)	11% (231)	220
Educ: < College	46% (699)	21% (311)	7% (100)	6% (93)	3% (46)	5% (81)	12% (181)	15
Educ: Bachelors degree	52% (230)	24% (107)	9% (39)	5% (22)	1% (6)	3% (12)	6% (28)	44
Educ: Post-grad	45% (111)	27% (66)	8% (20)	5% (12)	3% (7)	2% (5)	9% (23)	24
Income: Under 50k	47% (562)	19% (229)	7% (78)	7% (79)	3% (34)	5% (63)	12% (144)	118
Income: 50k-100k	47% (318)	24% (163)	8% (54)	5% (36)	3% (17)	4% (24)	10% (67)	68
Income: 100k+	48% (158)	28% (92)	9% (28)	3% (11)	2% (8)	3% (11)	6% (21)	3
Ethnicity: White	48% (829)	23% (391)	7% (117)	6% (96)	2% (41)	5% (81)	10% (167)	172
Ethnicity: Hispanic	41% (142)	21% (74)	10% (36)	9% (31)	3% (12)	2% (8)	13% (46)	34
Ethnicity: Afr. Am.	49% (135)	18% (50)	10% (28)	4% (11)	3% (8)	3% (7)	13% (36)	27
Ethnicity: Other	37% (75)	21% (44)	7% (14)	10% (20)	5% (11)	5% (11)	14% (29)	20
Relig: Protestant	52% (266)	22% (110)	5% (27)	5% (27)	2% (10)	3% (16)	11% (54)	5
Relig: Roman Catholic	46% (176)	22% (82)	9% (36)	6% (24)	1% (5)	5% (18)	10% (39)	3
Relig: Ath./Agn./None	44% (308)	22% (151)	8% (54)	6% (42)	4% (29)	5% (35)	11% (79)	69
Relig: Something Else	49% (170)	23% (80)	7% (24)	5% (16)	3% (9)	5% (17)	9% (33)	34
Relig: Jewish	53% (30)	25% (14)	8% (4)	2% (1)	1% (1)	5% (3)	6% (4)	5
Relig: All Christian	49% (561)	22% (254)	7% (82)	6% (68)	2% (21)	4% (47)	10% (120)	115
Relig: All Non-Christian	46% (478)	22% (230)	7% (78)	6% (58)	4% (38)	5% (52)	11% (112)	104
Community: Urban	43% (228)	25% (134)	8% (45)	5% (28)	2% (12)	5% (26)	11% (59)	53
Community: Suburban	49% (508)	21% (218)	8% (77)	6% (59)	3% (28)	4% (42)	9% (98)	103
Community: Rural	48% (303)	21% (132)	6% (38)	6% (40)	3% (20)	5% (31)	12% (74)	63
Employ: Private Sector	49% (329)	27% (183)	7% (49)	5% (36)	1% (8)	4% (26)	6% (39)	6
Employ: Government	44% (71)	23% (37)	14% (22)	6% (10)	1% (2)	3% (5)	7% (12)	1
Employ: Self-Employed	49% (86)	26% (46)	7% (12)	4% (7)	4% (7)	1% (1)	10% (17)	17
Employ: Homemaker	57% (79)	17% (23)	6% (9)	5% (8)	3% (4)	3% (4)	9% (13)	13
Employ: Student	35% (45)	20% (26)	10% (13)	7% (9)	8% (10)	7% (10)	12% (15)	12
Employ: Retired	50% (235)	17% (80)	7% (33)	4% (20)	2% (11)	4% (20)	14% (67)	4
Employ: Unemployed	41% (97)	18% (42)	4% (9)	8% (18)	5% (11)	6% (13)	19% (45)	23
Employ: Other	43% (97)	21% (46)	5% (12)	9% (19)	2% (5)	9% (20)	11% (25)	22

Continued on next page

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

TV shows

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total
Adults	47% (1039)	22% (484)	7% (160)	6% (127)	3% (59)	4% (99)	11% (231)	220
Military HH: Yes	49% (194)	21% (85)	7% (26)	6% (24)	3% (11)	4% (18)	10% (38)	39
Military HH: No	47% (845)	22% (400)	7% (134)	6% (103)	3% (48)	4% (81)	11% (193)	180
RD/WT: Right Direction	46% (390)	22% (190)	8% (69)	6% (51)	2% (17)	5% (40)	11% (95)	83
RD/WT: Wrong Track	48% (649)	22% (294)	7% (91)	6% (76)	3% (42)	4% (59)	10% (137)	134
Trump Job Approve	47% (412)	24% (210)	8% (70)	5% (47)	2% (15)	5% (45)	9% (81)	8
Trump Job Disapprove	49% (583)	22% (255)	7% (79)	6% (75)	3% (34)	3% (39)	10% (116)	118
Trump Job Strongly Approve	46% (210)	23% (108)	6% (29)	5% (24)	2% (7)	6% (26)	12% (56)	46
Trump Job Somewhat Approve	48% (202)	24% (103)	10% (41)	6% (23)	2% (8)	5% (19)	6% (25)	4
Trump Job Somewhat Disapprove	43% (117)	29% (79)	7% (18)	9% (24)	2% (4)	4% (11)	8% (21)	27
Trump Job Strongly Disapprove	51% (466)	19% (176)	7% (61)	6% (51)	3% (30)	3% (28)	10% (95)	90
Favorable of Trump	47% (405)	24% (208)	7% (64)	5% (46)	2% (14)	5% (45)	10% (85)	86
Unfavorable of Trump	49% (574)	21% (249)	7% (82)	6% (72)	3% (36)	4% (43)	10% (112)	116
Very Favorable of Trump	47% (227)	25% (119)	5% (22)	5% (25)	1% (6)	5% (25)	12% (57)	48
Somewhat Favorable of Trump	46% (178)	23% (90)	11% (43)	5% (21)	2% (8)	5% (20)	7% (29)	38
Somewhat Unfavorable of Trump	46% (102)	25% (57)	10% (22)	6% (12)	2% (5)	4% (10)	7% (15)	22
Very Unfavorable of Trump	50% (472)	20% (192)	6% (60)	6% (60)	3% (30)	4% (33)	10% (97)	94
#1 Issue: Economy	45% (258)	27% (152)	8% (44)	4% (24)	4% (21)	3% (19)	9% (52)	56
#1 Issue: Security	51% (224)	22% (99)	5% (23)	4% (18)	2% (7)	4% (17)	12% (54)	44
#1 Issue: Health Care	49% (180)	21% (76)	10% (35)	6% (22)	2% (7)	5% (17)	8% (31)	36
#1 Issue: Medicare / Social Security	48% (152)	14% (44)	8% (24)	10% (32)	2% (7)	6% (19)	12% (39)	3
#1 Issue: Women's Issues	38% (45)	25% (29)	9% (11)	11% (13)	3% (4)	6% (7)	8% (10)	1
#1 Issue: Education	48% (71)	21% (31)	4% (5)	6% (9)	2% (4)	6% (9)	13% (19)	14
#1 Issue: Energy	50% (55)	25% (28)	10% (11)	4% (4)	5% (5)	2% (3)	4% (5)	1
#1 Issue: Other	45% (55)	20% (25)	4% (5)	4% (5)	3% (4)	6% (8)	18% (22)	12
2018 House Vote: Democrat	53% (415)	22% (168)	6% (50)	6% (46)	3% (21)	3% (24)	7% (56)	77
2018 House Vote: Republican	48% (339)	26% (184)	7% (48)	5% (32)	1% (8)	4% (28)	10% (74)	7
2018 House Vote: Someone else	54% (49)	16% (14)	8% (7)	5% (4)	1% (1)	4% (4)	12% (11)	9
2018 House Vote: Didnt Vote	38% (235)	19% (118)	9% (55)	7% (44)	5% (30)	7% (42)	14% (88)	6

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

TV shows

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total
Adults	47% (1039)	22% (484)	7% (160)	6% (127)	3% (59)	4% (99)	11% (231)	2200
2016 Vote: Hillary Clinton	53% (373)	20% (141)	7% (50)	5% (33)	3% (20)	3% (23)	9% (60)	700
2016 Vote: Donald Trump	49% (318)	25% (163)	6% (41)	5% (31)	1% (5)	4% (28)	10% (68)	650
2016 Vote: Someone else	46% (85)	24% (43)	6% (11)	7% (12)	3% (6)	4% (8)	10% (17)	180
2016 Vote: Didn't Vote	40% (261)	21% (137)	9% (58)	8% (50)	4% (28)	6% (40)	13% (84)	650
Voted in 2014: Yes	51% (694)	22% (303)	7% (102)	5% (67)	2% (24)	4% (54)	9% (130)	1370
Voted in 2014: No	42% (345)	22% (181)	7% (58)	7% (60)	4% (36)	5% (45)	12% (101)	820
2012 Vote: Barack Obama	53% (430)	22% (176)	7% (55)	5% (41)	2% (19)	4% (29)	8% (66)	810
2012 Vote: Mitt Romney	48% (251)	24% (125)	7% (36)	5% (23)	1% (5)	4% (20)	11% (58)	510
2012 Vote: Other	36% (33)	32% (29)	11% (10)	3% (2)	— (0)	9% (8)	10% (9)	90
2012 Vote: Didn't Vote	42% (323)	20% (155)	8% (60)	8% (59)	5% (35)	5% (42)	13% (98)	710
4-Region: Northeast	47% (187)	22% (85)	10% (39)	7% (26)	2% (8)	4% (17)	8% (32)	390
4-Region: Midwest	47% (218)	22% (100)	5% (25)	6% (29)	3% (13)	6% (29)	11% (50)	460
4-Region: South	49% (403)	22% (180)	8% (62)	4% (37)	3% (22)	3% (27)	11% (93)	820
4-Region: West	45% (232)	23% (120)	7% (35)	7% (35)	3% (16)	5% (26)	11% (56)	520
Watch TV: Every day	100% (1039)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	1039
Watch TV: Several times per week	— (0)	100% (484)	— (0)	— (0)	— (0)	— (0)	— (0)	484
Watch TV: About once per week	— (0)	— (0)	100% (160)	— (0)	— (0)	— (0)	— (0)	160
Watch TV: Several times per month	— (0)	— (0)	— (0)	100% (127)	— (0)	— (0)	— (0)	127
Watch TV: About once per month	— (0)	— (0)	— (0)	— (0)	100% (59)	— (0)	— (0)	59
Watch TV: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (99)	— (0)	99
Watch TV: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (231)	231
Watch Movies: Every day	77% (268)	9% (33)	5% (18)	2% (7)	1% (2)	1% (4)	5% (18)	350
Watch Movies: Several times per week	57% (329)	33% (188)	3% (19)	2% (13)	1% (6)	2% (11)	2% (10)	570
Watch Movies: About once per week	40% (162)	32% (132)	14% (57)	6% (25)	3% (11)	2% (7)	3% (13)	400
Watch Movies: Several times per month	38% (96)	19% (47)	11% (27)	18% (45)	8% (20)	4% (10)	4% (9)	250
Watch Movies: About once per month	36% (68)	21% (41)	9% (16)	8% (14)	7% (13)	11% (22)	8% (16)	190
Watch Movies: Less often than once per month	43% (90)	12% (24)	9% (19)	6% (13)	3% (6)	19% (40)	7% (15)	200
Watch Movies: Never	13% (27)	9% (19)	2% (3)	4% (9)	1% (3)	2% (5)	70% (152)	200

Continued on next page

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

TV shows

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total
Adults	47% (1039)	22% (484)	7% (160)	6% (127)	3% (59)	4% (99)	11% (231)	220
Watch Sporting Events: Every day	81% (146)	14% (25)	2% (3)	1% (2)	— (1)	— (1)	2% (3)	1
Watch Sporting Events: Several times per week	63% (217)	27% (93)	5% (16)	2% (5)	1% (2)	1% (4)	1% (5)	34
Watch Sporting Events: About once per week	57% (125)	28% (61)	8% (18)	3% (7)	1% (3)	1% (1)	1% (3)	2
Watch Sporting Events: Several times per month	54% (89)	17% (28)	7% (12)	13% (21)	5% (9)	3% (5)	1% (2)	16
Watch Sporting Events: About once per month	40% (65)	25% (41)	11% (19)	10% (16)	4% (6)	6% (10)	3% (5)	16
Watch Sporting Events: Less often than once per month	40% (141)	27% (95)	9% (30)	8% (28)	5% (18)	7% (25)	4% (13)	3
Watch Sporting Events: Never	33% (258)	18% (141)	8% (63)	6% (47)	3% (21)	7% (52)	26% (201)	78
Cable TV: Currently subscribe	52% (556)	23% (242)	6% (66)	6% (60)	3% (34)	3% (33)	8% (81)	107
Cable TV: Subscribed in past	48% (338)	23% (164)	9% (63)	6% (41)	2% (16)	4% (31)	8% (57)	70
Cable TV: Never subscribed	35% (145)	19% (78)	7% (31)	6% (26)	2% (9)	8% (35)	22% (94)	4
Sattelite TV: Currently subscribe	53% (264)	23% (116)	6% (32)	6% (28)	3% (14)	3% (13)	7% (34)	50
Sattelite TV: Subscribed in past	48% (267)	22% (123)	8% (43)	7% (38)	3% (17)	6% (32)	8% (43)	56
Sattelite TV: Never subscribed	45% (507)	22% (245)	7% (85)	5% (61)	3% (29)	5% (55)	14% (154)	113
Streaming services: Currently subscribe	52% (653)	26% (324)	7% (94)	6% (74)	2% (26)	3% (36)	5% (59)	126
Streaming services: Subscribed in past	36% (84)	21% (49)	9% (20)	8% (18)	7% (15)	11% (25)	9% (20)	2
Streaming services: Never subscribed	43% (303)	16% (111)	7% (46)	5% (34)	3% (19)	5% (38)	22% (153)	70
Film: An avid fan	57% (460)	22% (176)	7% (59)	4% (35)	2% (13)	3% (24)	5% (45)	8
Film: A casual fan	45% (509)	23% (267)	7% (86)	6% (72)	3% (32)	5% (53)	11% (125)	114
Film: Not a fan	29% (70)	17% (41)	6% (15)	8% (19)	6% (14)	9% (22)	25% (62)	24
Television: An avid fan	64% (687)	20% (213)	4% (48)	3% (31)	1% (9)	2% (22)	6% (64)	107
Television: A casual fan	35% (343)	26% (258)	10% (95)	9% (84)	5% (48)	5% (50)	10% (100)	97
Television: Not a fan	7% (10)	9% (13)	12% (17)	7% (11)	2% (3)	17% (26)	46% (68)	14
Music: An avid fan	51% (604)	23% (272)	7% (79)	5% (63)	3% (36)	4% (46)	8% (94)	119
Music: A casual fan	45% (398)	22% (196)	9% (76)	6% (52)	3% (23)	5% (44)	12% (103)	8
Music: Not a fan	33% (38)	14% (16)	4% (4)	11% (12)	— (0)	8% (9)	30% (35)	1
Fashion: An avid fan	58% (189)	18% (58)	6% (19)	4% (14)	4% (12)	3% (11)	7% (23)	32
Fashion: A casual fan	47% (438)	23% (211)	8% (78)	6% (54)	2% (21)	4% (41)	10% (89)	93
Fashion: Not a fan	44% (413)	23% (216)	7% (62)	6% (58)	3% (26)	5% (47)	13% (120)	94

Continued on next page

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

TV shows

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total
Adults	47%(1039)	22% (484)	7% (160)	6% (127)	3% (59)	4% (99)	11% (231)	220
Evangelical	48% (292)	22% (136)	6% (37)	6% (34)	2% (12)	4% (27)	11% (68)	60
Non-Evangelical	47% (748)	22% (348)	8% (123)	6% (92)	3% (48)	5% (72)	10% (163)	155
Frequent TV watchers	68%(1039)	32% (484)	— (0)	— (0)	— (0)	— (0)	— (0)	152
Frequent movie watchers	64% (597)	24% (221)	4% (37)	2% (21)	1% (8)	2% (15)	3% (27)	92

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	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	16% (350)	26% (576)	18% (406)	12% (254)	9% (190)	9% (207)	10% (218)	220
Gender: Male	17% (182)	27% (283)	19% (198)	12% (123)	7% (79)	9% (97)	9% (99)	106
Gender: Female	15% (168)	26% (293)	18% (208)	11% (130)	10% (110)	10% (110)	10% (119)	113
Age: 18-29	19% (88)	26% (125)	24% (114)	13% (61)	9% (40)	4% (18)	6% (26)	47
Age: 30-44	24% (129)	31% (167)	14% (74)	12% (63)	8% (44)	7% (36)	5% (26)	53
Age: 45-54	15% (54)	27% (97)	20% (72)	10% (36)	9% (32)	9% (33)	11% (41)	36
Age: 55-64	10% (40)	25% (95)	17% (64)	9% (35)	10% (39)	14% (54)	15% (59)	38
Age: 65+	9% (38)	21% (92)	19% (82)	14% (59)	8% (34)	15% (65)	15% (65)	43
Generation Z: 18-22	18% (42)	25% (59)	21% (50)	15% (36)	9% (21)	4% (9)	8% (20)	23
Millennial: Age 23-38	23% (128)	29% (167)	19% (106)	13% (71)	8% (47)	4% (25)	4% (23)	56
Generation X: Age 39-54	18% (101)	29% (163)	18% (103)	9% (53)	8% (48)	9% (53)	9% (50)	57
Boomers: Age 55-73	10% (75)	24% (172)	17% (126)	12% (83)	9% (66)	14% (101)	14% (98)	72
PID: Dem (no lean)	16% (120)	29% (213)	19% (140)	9% (69)	9% (65)	8% (62)	10% (70)	73
PID: Ind (no lean)	18% (141)	24% (184)	18% (144)	13% (103)	9% (71)	8% (63)	10% (76)	78
PID: Rep (no lean)	13% (89)	26% (178)	18% (122)	12% (82)	8% (54)	12% (82)	11% (71)	67
PID/Gender: Dem Men	18% (60)	31% (106)	17% (58)	10% (33)	6% (22)	8% (28)	9% (29)	33
PID/Gender: Dem Women	15% (60)	27% (108)	20% (82)	9% (36)	11% (43)	8% (34)	10% (41)	40
PID/Gender: Ind Men	19% (77)	24% (94)	20% (81)	12% (47)	7% (28)	9% (37)	9% (36)	44
PID/Gender: Ind Women	17% (64)	24% (90)	16% (63)	15% (56)	11% (42)	7% (26)	10% (40)	39
PID/Gender: Rep Men	14% (45)	26% (83)	18% (59)	13% (43)	9% (29)	10% (32)	10% (34)	32
PID/Gender: Rep Women	13% (44)	27% (95)	18% (63)	11% (38)	7% (25)	14% (50)	11% (38)	35
Ideo: Liberal (1-3)	15% (99)	27% (178)	17% (110)	12% (80)	10% (67)	9% (61)	9% (60)	63
Ideo: Moderate (4)	17% (81)	27% (128)	20% (92)	12% (55)	7% (33)	8% (36)	10% (45)	47
Ideo: Conservative (5-7)	12% (93)	26% (195)	21% (161)	11% (87)	7% (56)	11% (86)	11% (82)	75

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

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	16% (350)	26% (576)	18% (406)	12% (254)	9% (190)	9% (207)	10% (218)	220
Educ: < College	19% (283)	25% (385)	17% (253)	11% (172)	8% (118)	9% (136)	11% (164)	15
Educ: Bachelors degree	9% (40)	28% (125)	22% (97)	13% (58)	11% (50)	10% (44)	7% (30)	44
Educ: Post-grad	11% (27)	27% (66)	23% (55)	10% (23)	9% (21)	11% (27)	10% (24)	24
Income: Under 50k	19% (227)	25% (298)	17% (201)	11% (131)	8% (94)	9% (105)	11% (134)	118
Income: 50k-100k	14% (93)	27% (181)	19% (132)	12% (84)	8% (53)	10% (70)	10% (67)	68
Income: 100k+	9% (30)	29% (97)	22% (72)	12% (39)	13% (43)	10% (32)	5% (17)	3
Ethnicity: White	14% (244)	27% (460)	19% (325)	12% (207)	8% (143)	10% (174)	10% (168)	172
Ethnicity: Hispanic	17% (58)	30% (105)	18% (63)	14% (49)	5% (17)	7% (25)	9% (32)	34
Ethnicity: Afr. Am.	27% (73)	26% (72)	13% (36)	7% (20)	9% (24)	6% (16)	12% (34)	27
Ethnicity: Other	16% (33)	21% (44)	22% (45)	13% (27)	11% (23)	8% (17)	8% (16)	20
Relig: Protestant	12% (59)	25% (125)	20% (100)	13% (64)	9% (47)	12% (60)	11% (54)	5
Relig: Roman Catholic	13% (51)	26% (100)	16% (62)	11% (43)	7% (28)	13% (48)	13% (49)	3
Relig: Ath./Agn./None	18% (124)	26% (180)	19% (131)	12% (85)	9% (63)	8% (54)	9% (61)	69
Relig: Something Else	19% (65)	28% (98)	16% (58)	10% (34)	10% (33)	9% (32)	9% (30)	34
Relig: Jewish	4% (2)	27% (15)	19% (11)	19% (10)	12% (7)	9% (5)	10% (6)	5
Relig: All Christian	14% (161)	26% (299)	19% (217)	12% (134)	8% (94)	11% (122)	11% (127)	115
Relig: All Non-Christian	18% (189)	27% (277)	18% (188)	11% (119)	9% (96)	8% (85)	9% (91)	104
Community: Urban	16% (87)	29% (154)	19% (103)	9% (48)	8% (41)	8% (42)	11% (57)	53
Community: Suburban	15% (157)	26% (266)	19% (191)	13% (133)	8% (84)	11% (110)	9% (88)	103
Community: Rural	17% (106)	24% (156)	17% (111)	11% (73)	10% (64)	9% (55)	11% (73)	63

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

Movies

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	16% (350)	26% (576)	18% (406)	12% (254)	9% (190)	9% (207)	10% (218)	220
Employ: Private Sector	14% (94)	32% (213)	20% (132)	11% (72)	10% (64)	8% (56)	6% (41)	6
Employ: Government	18% (29)	20% (33)	25% (41)	8% (13)	9% (14)	13% (20)	7% (11)	1
Employ: Self-Employed	18% (32)	30% (53)	20% (35)	9% (16)	6% (11)	7% (12)	9% (16)	17
Employ: Homemaker	22% (31)	30% (42)	20% (28)	8% (11)	7% (10)	6% (9)	7% (9)	13
Employ: Student	19% (25)	20% (26)	23% (29)	15% (19)	8% (10)	5% (7)	10% (13)	12
Employ: Retired	12% (54)	19% (90)	18% (82)	12% (57)	9% (40)	14% (65)	17% (78)	4
Employ: Unemployed	14% (33)	23% (54)	15% (36)	18% (42)	13% (30)	7% (17)	10% (24)	23
Employ: Other	23% (52)	29% (66)	10% (23)	11% (25)	5% (11)	10% (21)	11% (26)	22
Military HH: Yes	15% (60)	26% (101)	17% (66)	15% (58)	8% (32)	10% (39)	10% (40)	39
Military HH: No	16% (290)	26% (475)	19% (340)	11% (195)	9% (158)	9% (168)	10% (178)	18
RD/WT: Right Direction	17% (141)	26% (218)	17% (146)	12% (106)	8% (68)	9% (80)	11% (93)	8
RD/WT: Wrong Track	16% (209)	27% (358)	19% (260)	11% (147)	9% (122)	9% (127)	9% (125)	134
Trump Job Approve	16% (142)	26% (227)	19% (169)	10% (91)	8% (73)	11% (93)	10% (86)	8
Trump Job Disapprove	16% (183)	27% (317)	19% (222)	13% (149)	9% (101)	8% (98)	9% (111)	118
Trump Job Strongly Approve	16% (75)	26% (118)	17% (79)	9% (42)	8% (35)	12% (54)	12% (57)	4
Trump Job Somewhat Approve	16% (66)	26% (109)	21% (90)	12% (50)	9% (38)	9% (39)	7% (29)	4
Trump Job Somewhat Disapprove	15% (42)	31% (86)	17% (47)	17% (46)	5% (13)	7% (19)	7% (21)	27
Trump Job Strongly Disapprove	16% (141)	25% (230)	19% (175)	11% (102)	10% (88)	9% (78)	10% (91)	90
Favorable of Trump	16% (140)	25% (221)	19% (167)	11% (91)	8% (67)	11% (97)	10% (86)	8
Unfavorable of Trump	15% (175)	28% (322)	18% (215)	12% (145)	9% (107)	8% (99)	9% (106)	11
Very Favorable of Trump	17% (82)	26% (126)	16% (79)	10% (46)	8% (37)	11% (51)	12% (59)	4
Somewhat Favorable of Trump	15% (57)	24% (95)	23% (88)	12% (46)	8% (30)	12% (46)	7% (27)	3
Somewhat Unfavorable of Trump	17% (38)	27% (60)	18% (40)	13% (29)	10% (23)	7% (17)	8% (18)	22
Very Unfavorable of Trump	15% (137)	28% (262)	19% (175)	12% (115)	9% (85)	9% (82)	9% (88)	94

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

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	16% (350)	26% (576)	18% (406)	12% (254)	9% (190)	9% (207)	10% (218)	220
#1 Issue: Economy	19% (110)	28% (158)	17% (99)	11% (62)	8% (43)	10% (57)	7% (39)	56
#1 Issue: Security	12% (51)	31% (139)	17% (75)	11% (48)	8% (37)	10% (46)	11% (47)	44
#1 Issue: Health Care	12% (43)	25% (93)	21% (78)	14% (52)	10% (36)	8% (31)	10% (35)	36
#1 Issue: Medicare / Social Security	18% (56)	20% (64)	16% (52)	11% (35)	8% (24)	13% (42)	14% (46)	31
#1 Issue: Women's Issues	14% (17)	29% (35)	18% (22)	13% (16)	12% (14)	4% (4)	10% (11)	11
#1 Issue: Education	24% (35)	23% (34)	19% (29)	10% (15)	6% (9)	8% (12)	10% (15)	14
#1 Issue: Energy	17% (19)	26% (29)	23% (25)	13% (14)	12% (13)	5% (6)	4% (4)	11
#1 Issue: Other	15% (18)	19% (23)	21% (26)	10% (12)	11% (14)	7% (9)	17% (20)	12
2018 House Vote: Democrat	14% (113)	28% (215)	20% (152)	11% (84)	10% (78)	9% (70)	9% (67)	77
2018 House Vote: Republican	12% (86)	27% (193)	18% (127)	12% (89)	7% (52)	12% (89)	11% (77)	77
2018 House Vote: Someone else	23% (21)	22% (20)	14% (13)	11% (10)	11% (10)	7% (7)	11% (10)	9
2018 House Vote: Didnt Vote	21% (129)	24% (148)	18% (113)	12% (70)	8% (48)	7% (42)	10% (62)	61
2016 Vote: Hillary Clinton	14% (96)	27% (191)	18% (125)	11% (74)	11% (74)	9% (65)	11% (76)	70
2016 Vote: Donald Trump	13% (85)	28% (181)	17% (113)	12% (80)	8% (51)	12% (78)	10% (67)	63
2016 Vote: Someone else	12% (22)	30% (54)	23% (43)	10% (19)	6% (10)	10% (19)	9% (16)	18
2016 Vote: Didnt Vote	22% (147)	23% (149)	19% (123)	12% (82)	8% (54)	7% (44)	9% (58)	63
Voted in 2014: Yes	13% (172)	27% (377)	17% (240)	12% (159)	9% (125)	11% (157)	10% (144)	137
Voted in 2014: No	22% (178)	24% (199)	20% (166)	12% (95)	8% (64)	6% (51)	9% (74)	82
2012 Vote: Barack Obama	15% (119)	27% (222)	18% (144)	11% (88)	9% (76)	10% (82)	10% (85)	81
2012 Vote: Mitt Romney	10% (53)	26% (132)	19% (96)	12% (64)	8% (41)	14% (74)	11% (56)	51
2012 Vote: Other	12% (11)	34% (32)	17% (15)	15% (14)	7% (7)	10% (9)	5% (4)	9
2012 Vote: Didn't Vote	22% (166)	25% (189)	19% (150)	11% (88)	8% (65)	6% (43)	9% (70)	71
4-Region: Northeast	13% (53)	23% (92)	21% (82)	15% (57)	8% (33)	12% (48)	7% (29)	39
4-Region: Midwest	18% (83)	25% (115)	16% (74)	13% (59)	9% (42)	9% (43)	10% (46)	46
4-Region: South	17% (144)	27% (221)	18% (151)	10% (82)	8% (69)	8% (63)	12% (95)	82
4-Region: West	14% (70)	29% (148)	19% (99)	11% (56)	9% (46)	10% (53)	9% (48)	52

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

Movies

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	16% (350)	26% (576)	18% (406)	12% (254)	9% (190)	9% (207)	10% (218)	220
Watch TV: Every day	26% (268)	32% (329)	16% (162)	9% (96)	7% (68)	9% (90)	3% (27)	103
Watch TV: Several times per week	7% (33)	39% (188)	27% (132)	10% (47)	8% (41)	5% (24)	4% (19)	48
Watch TV: About once per week	11% (18)	12% (19)	36% (57)	17% (27)	10% (16)	12% (19)	2% (3)	16
Watch TV: Several times per month	6% (7)	11% (13)	20% (25)	35% (45)	11% (14)	11% (13)	7% (9)	12
Watch TV: About once per month	4% (2)	9% (6)	18% (11)	33% (20)	22% (13)	10% (6)	5% (3)	5
Watch TV: Less often than once per month	4% (4)	11% (11)	8% (7)	10% (10)	22% (22)	41% (40)	5% (5)	9
Watch TV: Never	8% (18)	4% (10)	6% (13)	4% (9)	7% (16)	6% (15)	65% (152)	2
Watch Movies: Every day	100% (350)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	35
Watch Movies: Several times per week	— (0)	100% (576)	— (0)	— (0)	— (0)	— (0)	— (0)	57
Watch Movies: About once per week	— (0)	— (0)	100% (406)	— (0)	— (0)	— (0)	— (0)	40
Watch Movies: Several times per month	— (0)	— (0)	— (0)	100% (254)	— (0)	— (0)	— (0)	25
Watch Movies: About once per month	— (0)	— (0)	— (0)	— (0)	100% (190)	— (0)	— (0)	19
Watch Movies: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (207)	— (0)	20
Watch Movies: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (218)	2
Watch Sporting Events: Every day	38% (69)	27% (49)	12% (22)	10% (18)	5% (8)	7% (12)	2% (4)	1
Watch Sporting Events: Several times per week	16% (53)	36% (123)	23% (77)	10% (36)	5% (16)	8% (26)	3% (10)	34
Watch Sporting Events: About once per week	14% (30)	29% (63)	25% (54)	13% (28)	12% (26)	6% (12)	2% (4)	2
Watch Sporting Events: Several times per month	16% (27)	25% (41)	16% (26)	21% (34)	12% (20)	9% (14)	2% (4)	16
Watch Sporting Events: About once per month	11% (18)	29% (47)	19% (31)	18% (29)	10% (16)	9% (15)	4% (6)	16
Watch Sporting Events: Less often than once per month	14% (48)	27% (96)	22% (76)	11% (40)	9% (33)	14% (48)	2% (9)	3
Watch Sporting Events: Never	14% (106)	20% (157)	15% (120)	9% (68)	9% (70)	10% (80)	23% (181)	78
Cable TV: Currently subscribe	16% (176)	26% (283)	19% (200)	12% (126)	9% (96)	9% (101)	9% (91)	107
Cable TV: Subscribed in past	17% (117)	29% (207)	21% (145)	11% (76)	7% (48)	9% (66)	7% (50)	70
Cable TV: Never subscribed	13% (56)	21% (86)	14% (60)	12% (52)	11% (46)	10% (40)	18% (77)	4
Sattelite TV: Currently subscribe	16% (82)	29% (143)	18% (89)	12% (62)	7% (34)	10% (50)	8% (40)	50
Sattelite TV: Subscribed in past	20% (112)	27% (155)	21% (117)	11% (63)	6% (36)	7% (42)	7% (38)	56
Sattelite TV: Never subscribed	14% (156)	24% (278)	18% (200)	11% (128)	10% (119)	10% (115)	12% (139)	113

Continued on next page

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

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	16% (350)	26% (576)	18% (406)	12% (254)	9% (190)	9% (207)	10% (218)	220
Streaming services: Currently subscribe	20% (247)	32% (404)	20% (258)	12% (150)	8% (102)	6% (75)	2% (28)	120
Streaming services: Subscribed in past	17% (38)	25% (57)	20% (47)	10% (24)	12% (28)	9% (21)	7% (16)	2
Streaming services: Never subscribed	9% (64)	16% (115)	14% (101)	11% (80)	8% (60)	16% (111)	25% (174)	70
Film: An avid fan	27% (219)	36% (296)	17% (139)	9% (70)	4% (29)	3% (25)	4% (36)	8
Film: A casual fan	10% (110)	23% (264)	21% (237)	14% (160)	11% (129)	12% (136)	9% (106)	114
Film: Not a fan	9% (21)	7% (16)	12% (30)	9% (23)	13% (32)	19% (46)	31% (76)	24
Television: An avid fan	20% (218)	32% (342)	17% (182)	11% (113)	6% (60)	7% (78)	8% (83)	107
Television: A casual fan	13% (123)	23% (220)	21% (204)	13% (124)	11% (106)	12% (112)	9% (88)	97
Television: Not a fan	6% (9)	10% (14)	14% (20)	12% (17)	16% (23)	12% (17)	32% (47)	14
Music: An avid fan	20% (240)	30% (361)	19% (225)	11% (130)	7% (86)	6% (68)	7% (84)	119
Music: A casual fan	11% (97)	23% (201)	19% (168)	13% (116)	11% (94)	13% (120)	11% (95)	8
Music: Not a fan	12% (13)	12% (14)	12% (13)	6% (7)	8% (9)	16% (19)	34% (39)	1
Fashion: An avid fan	27% (89)	29% (93)	17% (56)	9% (31)	6% (21)	5% (17)	6% (20)	32
Fashion: A casual fan	15% (135)	29% (267)	19% (175)	12% (116)	8% (75)	10% (89)	8% (74)	93
Fashion: Not a fan	13% (126)	23% (216)	19% (174)	11% (107)	10% (94)	11% (101)	13% (125)	94
Evangelical	16% (94)	26% (158)	19% (117)	12% (75)	7% (44)	9% (53)	11% (65)	60
Non-Evangelical	16% (256)	26% (418)	18% (288)	11% (179)	9% (145)	10% (155)	10% (153)	159
Frequent TV watchers	20% (301)	34% (517)	19% (293)	9% (143)	7% (108)	7% (114)	3% (47)	152
Frequent movie watchers	38% (350)	62% (576)	— (0)	— (0)	— (0)	— (0)	— (0)	92

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	Watch Sporting Events: Every day	Watch Sporting Events: Several times per week	Watch Sporting Events: About once per week	Watch Sporting Events: Several times per month	Watch Sporting Events: About once per month	Watch Sporting Events: Less often than once per month	Watch Sporting Events: Never	Total
Adults	8% (181)	16% (342)	10% (217)	8% (165)	7% (162)	16% (351)	36% (782)	220
Gender: Male	13% (141)	21% (220)	13% (135)	8% (82)	7% (80)	13% (138)	25% (266)	106
Gender: Female	3% (40)	11% (122)	7% (83)	7% (83)	7% (82)	19% (212)	45% (516)	113
Age: 18-29	8% (39)	10% (48)	10% (45)	9% (41)	7% (34)	17% (80)	39% (186)	47
Age: 30-44	12% (63)	16% (86)	8% (45)	6% (30)	9% (49)	16% (84)	34% (183)	53
Age: 45-54	9% (34)	17% (61)	11% (39)	7% (27)	6% (21)	18% (65)	32% (118)	36
Age: 55-64	6% (23)	18% (71)	12% (46)	7% (27)	10% (37)	13% (49)	35% (133)	38
Age: 65+	5% (23)	18% (77)	10% (43)	9% (39)	5% (21)	17% (73)	37% (161)	43
Generation Z: 18-22	7% (17)	9% (21)	8% (20)	9% (20)	6% (14)	19% (45)	42% (101)	23
Millennial: Age 23-38	12% (70)	14% (78)	10% (55)	7% (41)	9% (49)	15% (84)	34% (191)	56
Generation X: Age 39-54	9% (49)	17% (96)	10% (54)	7% (38)	7% (41)	17% (99)	34% (195)	57
Boomers: Age 55-73	5% (39)	18% (128)	11% (81)	8% (56)	7% (54)	15% (111)	35% (251)	72
PID: Dem (no lean)	11% (81)	15% (112)	9% (65)	8% (58)	6% (44)	13% (98)	38% (281)	73
PID: Ind (no lean)	7% (57)	14% (108)	10% (80)	6% (50)	9% (70)	18% (138)	36% (279)	78
PID: Rep (no lean)	6% (43)	18% (122)	11% (72)	8% (58)	7% (49)	17% (114)	33% (222)	67
PID/Gender: Dem Men	20% (68)	20% (66)	11% (38)	8% (27)	4% (13)	10% (33)	27% (90)	33
PID/Gender: Dem Women	3% (13)	11% (46)	7% (27)	8% (31)	8% (30)	16% (65)	47% (191)	40
PID/Gender: Ind Men	11% (44)	20% (79)	12% (50)	8% (30)	9% (35)	15% (60)	26% (103)	41
PID/Gender: Ind Women	3% (13)	8% (29)	8% (30)	5% (20)	9% (34)	20% (78)	46% (176)	31
PID/Gender: Rep Men	9% (29)	23% (75)	14% (46)	8% (25)	10% (31)	14% (45)	23% (74)	32
PID/Gender: Rep Women	4% (14)	13% (47)	7% (26)	9% (32)	5% (18)	20% (69)	42% (148)	35
Ideo: Liberal (1-3)	8% (53)	14% (89)	9% (59)	8% (54)	8% (52)	16% (102)	37% (246)	63
Ideo: Moderate (4)	9% (41)	16% (78)	13% (59)	8% (36)	8% (37)	15% (72)	32% (149)	47
Ideo: Conservative (5-7)	8% (60)	21% (157)	9% (71)	8% (60)	7% (53)	17% (125)	31% (232)	75

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

Sporting events

Demographic	Watch Sporting Events: Every day	Watch Sporting Events: Several times per week	Watch Sporting Events: About once per week	Watch Sporting Events: Several times per month	Watch Sporting Events: About once per month	Watch Sporting Events: Less often than once per month	Watch Sporting Events: Never	Total
Adults	8% (181)	16% (342)	10% (217)	8% (165)	7% (162)	16% (351)	36% (782)	220
Educ: < College	9% (138)	13% (193)	9% (141)	7% (105)	7% (101)	16% (239)	39% (596)	15
Educ: Bachelors degree	7% (32)	23% (100)	10% (45)	9% (39)	10% (44)	16% (73)	25% (111)	44
Educ: Post-grad	4% (10)	20% (49)	13% (31)	9% (22)	7% (18)	16% (39)	31% (75)	24
Income: Under 50k	8% (94)	12% (137)	9% (104)	6% (77)	7% (85)	16% (188)	42% (505)	118
Income: 50k-100k	9% (62)	18% (120)	11% (73)	8% (56)	7% (46)	17% (114)	31% (208)	68
Income: 100k+	8% (25)	26% (85)	12% (40)	10% (32)	9% (31)	15% (49)	21% (69)	3
Ethnicity: White	7% (125)	16% (270)	10% (170)	7% (129)	8% (132)	16% (271)	36% (624)	172
Ethnicity: Hispanic	10% (34)	9% (33)	9% (32)	6% (21)	9% (32)	16% (54)	41% (143)	34
Ethnicity: Afr. Am.	13% (36)	17% (48)	9% (26)	6% (17)	6% (16)	14% (38)	34% (93)	27
Ethnicity: Other	10% (20)	12% (24)	11% (22)	9% (19)	6% (13)	20% (41)	32% (65)	20
Relig: Protestant	7% (36)	19% (98)	11% (54)	9% (48)	7% (38)	17% (88)	29% (147)	5
Relig: Roman Catholic	10% (37)	19% (72)	11% (43)	8% (32)	6% (21)	11% (42)	35% (134)	3
Relig: Ath./Agn./None	8% (56)	12% (85)	8% (56)	8% (54)	6% (42)	16% (113)	42% (291)	69
Relig: Something Else	7% (26)	14% (50)	10% (35)	5% (17)	10% (34)	20% (71)	33% (117)	34
Relig: Jewish	6% (3)	15% (8)	8% (5)	10% (5)	7% (4)	20% (11)	35% (20)	5
Relig: All Christian	9% (99)	18% (206)	11% (126)	8% (94)	7% (86)	14% (167)	32% (375)	115
Relig: All Non-Christian	8% (82)	13% (136)	9% (91)	7% (71)	7% (76)	18% (183)	39% (407)	104
Community: Urban	9% (49)	15% (77)	10% (52)	8% (44)	8% (45)	14% (75)	36% (191)	53
Community: Suburban	8% (85)	18% (189)	10% (108)	7% (77)	7% (70)	16% (170)	32% (332)	103
Community: Rural	7% (47)	12% (76)	9% (57)	7% (45)	7% (47)	17% (107)	41% (259)	63

Continued on next page

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

Demographic	Watch Sporting Events: Every day	Watch Sporting Events: Several times per week	Watch Sporting Events: About once per week	Watch Sporting Events: Several times per month	Watch Sporting Events: About once per month	Watch Sporting Events: Less often than once per month	Watch Sporting Events: Never	Total
Adults	8% (181)	16% (342)	10% (217)	8% (165)	7% (162)	16% (351)	36% (782)	220
Employ: Private Sector	10% (66)	21% (144)	12% (83)	8% (55)	9% (60)	14% (92)	25% (170)	61
Employ: Government	7% (11)	12% (20)	7% (12)	9% (15)	12% (19)	20% (32)	32% (51)	10
Employ: Self-Employed	11% (19)	16% (28)	8% (14)	10% (17)	5% (10)	19% (33)	32% (56)	17
Employ: Homemaker	5% (7)	9% (13)	7% (10)	6% (8)	8% (11)	23% (32)	42% (58)	13
Employ: Student	6% (8)	10% (13)	11% (14)	8% (10)	7% (9)	18% (23)	40% (50)	12
Employ: Retired	6% (27)	16% (75)	11% (49)	8% (38)	6% (27)	15% (69)	39% (180)	46
Employ: Unemployed	9% (22)	9% (20)	6% (15)	4% (9)	4% (9)	15% (35)	53% (125)	23
Employ: Other	9% (20)	13% (30)	9% (20)	6% (13)	7% (17)	15% (35)	40% (91)	22
Military HH: Yes	8% (30)	19% (75)	13% (52)	7% (28)	9% (35)	13% (52)	32% (125)	39
Military HH: No	8% (151)	15% (267)	9% (166)	8% (137)	7% (127)	17% (299)	36% (657)	180
RD/WT: Right Direction	8% (65)	18% (154)	10% (82)	9% (79)	8% (67)	15% (125)	33% (281)	83
RD/WT: Wrong Track	9% (116)	14% (188)	10% (136)	6% (86)	7% (95)	17% (226)	37% (501)	134
Trump Job Approve	7% (60)	19% (167)	9% (83)	9% (76)	8% (67)	17% (151)	31% (277)	81
Trump Job Disapprove	9% (112)	14% (166)	11% (124)	7% (85)	7% (82)	15% (174)	37% (437)	118
Trump Job Strongly Approve	8% (36)	18% (84)	7% (34)	8% (35)	6% (29)	17% (80)	35% (161)	46
Trump Job Somewhat Approve	6% (24)	20% (83)	12% (49)	10% (40)	9% (38)	17% (70)	28% (116)	41
Trump Job Somewhat Disapprove	7% (19)	16% (44)	15% (41)	8% (23)	7% (20)	15% (41)	32% (87)	27
Trump Job Strongly Disapprove	10% (93)	13% (122)	9% (83)	7% (62)	7% (62)	15% (134)	39% (350)	90
Favorable of Trump	7% (57)	19% (165)	9% (75)	8% (69)	8% (71)	17% (149)	33% (283)	86
Unfavorable of Trump	9% (107)	14% (167)	11% (125)	7% (87)	7% (76)	15% (179)	37% (427)	116
Very Favorable of Trump	7% (32)	19% (93)	8% (37)	7% (35)	7% (35)	18% (85)	34% (163)	48
Somewhat Favorable of Trump	6% (24)	19% (72)	10% (38)	9% (34)	9% (36)	17% (64)	31% (120)	38
Somewhat Unfavorable of Trump	7% (17)	16% (37)	15% (34)	9% (21)	7% (15)	13% (30)	31% (70)	22
Very Unfavorable of Trump	10% (90)	14% (130)	10% (90)	7% (66)	7% (62)	16% (149)	38% (356)	94

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

Demographic	Watch	Watch	Watch	Watch	Watch	Watch	Watch	Total
	Sporting Events: Every day	Sporting Events: Several times per week	Sporting Events: About once per week	Sporting Events: Several times per month	Sporting Events: About once per month	Sporting Events: Less often than once per month	Sporting Events: Never	
Adults	8% (181)	16% (342)	10% (217)	8% (165)	7% (162)	16% (351)	36% (782)	220
#1 Issue: Economy	8% (47)	16% (93)	11% (63)	7% (41)	8% (47)	16% (93)	33% (186)	56
#1 Issue: Security	10% (44)	18% (78)	9% (39)	8% (34)	8% (34)	17% (77)	31% (137)	44
#1 Issue: Health Care	8% (31)	19% (72)	11% (41)	9% (32)	7% (26)	11% (41)	34% (125)	36
#1 Issue: Medicare / Social Security	8% (24)	14% (45)	9% (29)	10% (31)	5% (17)	13% (43)	41% (130)	31
#1 Issue: Women's Issues	3% (3)	9% (10)	8% (10)	10% (12)	4% (5)	23% (27)	44% (52)	11
#1 Issue: Education	10% (15)	15% (22)	8% (12)	5% (7)	9% (14)	16% (23)	38% (56)	14
#1 Issue: Energy	8% (9)	12% (13)	11% (12)	1% (1)	12% (13)	26% (28)	31% (35)	11
#1 Issue: Other	7% (9)	8% (9)	10% (13)	6% (8)	4% (5)	15% (19)	50% (61)	12
2018 House Vote: Democrat	11% (82)	16% (121)	10% (82)	8% (61)	7% (58)	15% (118)	33% (258)	77
2018 House Vote: Republican	7% (48)	21% (148)	10% (74)	8% (59)	7% (51)	16% (112)	31% (221)	71
2018 House Vote: Someone else	13% (12)	18% (17)	12% (11)	7% (7)	8% (7)	11% (10)	30% (27)	9
2018 House Vote: Didnt Vote	6% (39)	9% (54)	8% (51)	6% (39)	8% (46)	18% (109)	45% (274)	61
2016 Vote: Hillary Clinton	10% (71)	15% (108)	10% (73)	8% (54)	8% (54)	15% (102)	34% (238)	70
2016 Vote: Donald Trump	7% (47)	20% (133)	10% (63)	8% (53)	7% (49)	15% (100)	32% (210)	63
2016 Vote: Someone else	6% (11)	18% (32)	16% (30)	6% (11)	11% (20)	14% (26)	29% (53)	18
2016 Vote: Didnt Vote	8% (53)	10% (69)	8% (52)	7% (46)	6% (39)	19% (123)	42% (276)	63
Voted in 2014: Yes	8% (113)	19% (255)	11% (155)	8% (104)	7% (97)	15% (202)	33% (449)	137
Voted in 2014: No	8% (68)	11% (87)	8% (62)	7% (61)	8% (65)	18% (149)	40% (333)	82
2012 Vote: Barack Obama	9% (71)	17% (143)	12% (99)	7% (60)	8% (62)	14% (113)	33% (267)	81
2012 Vote: Mitt Romney	8% (41)	22% (112)	10% (53)	8% (41)	7% (38)	17% (87)	28% (146)	51
2012 Vote: Other	4% (3)	15% (13)	10% (9)	6% (6)	7% (6)	15% (14)	44% (40)	9
2012 Vote: Didn't Vote	8% (65)	10% (74)	7% (57)	8% (58)	7% (55)	18% (136)	42% (326)	71
4-Region: Northeast	10% (39)	15% (61)	10% (40)	7% (28)	7% (28)	16% (64)	34% (133)	39
4-Region: Midwest	8% (37)	16% (74)	10% (44)	6% (30)	10% (44)	16% (76)	34% (157)	46
4-Region: South	9% (71)	14% (119)	11% (93)	8% (68)	7% (55)	15% (123)	36% (296)	82
4-Region: West	7% (34)	17% (88)	8% (39)	8% (40)	7% (35)	17% (88)	38% (195)	52

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

Demographic	Watch Sporting Events: Every day	Watch Sporting Events: Several times per week	Watch Sporting Events: About once per week	Watch Sporting Events: Several times per month	Watch Sporting Events: About once per month	Watch Sporting Events: Less often than once per month	Watch Sporting Events: Never	Total
Adults	8% (181)	16% (342)	10% (217)	8% (165)	7% (162)	16% (351)	36% (782)	220
Watch TV: Every day	14% (146)	21% (217)	12% (125)	9% (89)	6% (65)	14% (141)	25% (258)	103
Watch TV: Several times per week	5% (25)	19% (93)	13% (61)	6% (28)	8% (41)	20% (95)	29% (141)	48
Watch TV: About once per week	2% (3)	10% (16)	11% (18)	8% (12)	12% (19)	19% (30)	39% (63)	16
Watch TV: Several times per month	2% (2)	4% (5)	6% (7)	16% (21)	13% (16)	22% (28)	37% (47)	12
Watch TV: About once per month	1% (1)	3% (2)	5% (3)	14% (9)	11% (6)	31% (18)	35% (21)	5
Watch TV: Less often than once per month	1% (1)	4% (4)	1% (1)	5% (5)	10% (10)	25% (25)	53% (52)	9
Watch TV: Never	1% (3)	2% (5)	1% (3)	1% (2)	2% (5)	6% (13)	87% (201)	2
Watch Movies: Every day	20% (69)	15% (53)	8% (30)	8% (27)	5% (18)	14% (48)	30% (106)	35
Watch Movies: Several times per week	8% (49)	21% (123)	11% (63)	7% (41)	8% (47)	17% (96)	27% (157)	57
Watch Movies: About once per week	5% (22)	19% (77)	13% (54)	6% (26)	8% (31)	19% (76)	29% (120)	40
Watch Movies: Several times per month	7% (18)	14% (36)	11% (28)	13% (34)	12% (29)	16% (40)	27% (68)	25
Watch Movies: About once per month	4% (8)	9% (16)	14% (26)	10% (20)	8% (16)	17% (33)	37% (70)	19
Watch Movies: Less often than once per month	6% (12)	13% (26)	6% (12)	7% (14)	7% (15)	23% (48)	38% (80)	20
Watch Movies: Never	2% (4)	5% (10)	2% (4)	2% (4)	3% (6)	4% (9)	83% (181)	2
Watch Sporting Events: Every day	100% (181)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	1
Watch Sporting Events: Several times per week	— (0)	100% (342)	— (0)	— (0)	— (0)	— (0)	— (0)	34
Watch Sporting Events: About once per week	— (0)	— (0)	100% (217)	— (0)	— (0)	— (0)	— (0)	2
Watch Sporting Events: Several times per month	— (0)	— (0)	— (0)	100% (165)	— (0)	— (0)	— (0)	16
Watch Sporting Events: About once per month	— (0)	— (0)	— (0)	— (0)	100% (162)	— (0)	— (0)	16
Watch Sporting Events: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (351)	— (0)	3
Watch Sporting Events: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (782)	78
Cable TV: Currently subscribe	10% (104)	20% (212)	11% (113)	8% (87)	7% (79)	15% (160)	30% (317)	107
Cable TV: Subscribed in past	7% (52)	15% (103)	11% (79)	6% (41)	7% (52)	19% (132)	35% (249)	70
Cable TV: Never subscribed	6% (24)	6% (27)	6% (25)	9% (37)	7% (31)	14% (59)	52% (216)	4

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

Demographic	Watch Sporting Events: Every day	Watch Sporting Events: Several times per week	Watch Sporting Events: About once per week	Watch Sporting Events: Several times per month	Watch Sporting Events: About once per month	Watch Sporting Events: Less often than once per month	Watch Sporting Events: Never	Total
Adults	8% (181)	16% (342)	10% (217)	8% (165)	7% (162)	16% (351)	36% (782)	220
Sattelite TV: Currently subscribe	13% (64)	18% (88)	11% (54)	9% (45)	7% (34)	13% (64)	30% (152)	50
Sattelite TV: Subscribed in past	9% (48)	15% (83)	9% (52)	9% (48)	6% (35)	20% (115)	32% (181)	56
Sattelite TV: Never subscribed	6% (69)	15% (171)	10% (111)	6% (72)	8% (93)	15% (172)	39% (448)	113
Streaming services: Currently subscribe	9% (115)	18% (221)	10% (130)	7% (93)	8% (103)	17% (214)	31% (388)	126
Streaming services: Subscribed in past	9% (21)	11% (26)	11% (26)	6% (13)	8% (18)	24% (56)	31% (71)	2
Streaming services: Never subscribed	6% (45)	13% (94)	9% (61)	8% (60)	6% (42)	11% (81)	46% (323)	70
Film: An avid fan	9% (77)	20% (162)	11% (93)	8% (62)	8% (64)	15% (124)	28% (231)	8
Film: A casual fan	8% (92)	14% (162)	9% (105)	7% (80)	7% (81)	17% (200)	37% (423)	114
Film: Not a fan	5% (11)	7% (18)	8% (19)	9% (23)	7% (17)	11% (27)	53% (128)	24
Television: An avid fan	10% (109)	20% (212)	11% (116)	8% (81)	7% (76)	16% (168)	29% (313)	107
Television: A casual fan	7% (68)	13% (123)	10% (93)	8% (74)	8% (78)	16% (156)	39% (385)	97
Television: Not a fan	2% (3)	5% (7)	6% (9)	7% (10)	6% (9)	18% (26)	57% (84)	14
Music: An avid fan	9% (106)	18% (210)	9% (109)	8% (96)	8% (96)	17% (202)	31% (375)	119
Music: A casual fan	8% (71)	14% (121)	11% (99)	7% (64)	7% (58)	16% (139)	38% (340)	8
Music: Not a fan	3% (4)	9% (10)	9% (10)	5% (6)	7% (8)	8% (9)	59% (67)	1
Fashion: An avid fan	12% (39)	14% (46)	8% (26)	9% (29)	9% (28)	16% (53)	32% (106)	32
Fashion: A casual fan	7% (67)	16% (146)	10% (92)	7% (69)	8% (74)	15% (144)	36% (340)	94
Fashion: Not a fan	8% (74)	16% (150)	11% (100)	7% (67)	6% (60)	16% (154)	36% (336)	94
Evangelical	9% (52)	17% (103)	10% (60)	8% (48)	7% (45)	15% (94)	34% (205)	60
Non-Evangelical	8% (129)	15% (239)	10% (157)	7% (118)	7% (116)	16% (257)	36% (577)	159
Frequent TV watchers	11% (171)	20% (310)	12% (186)	8% (117)	7% (105)	15% (236)	26% (398)	152
Frequent movie watchers	13% (117)	19% (176)	10% (93)	7% (68)	7% (64)	16% (145)	28% (263)	92

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	Cable TV: Currently subscribe		Cable TV: Subscribed in past		Cable TV: Never subscribed		Total N
Adults	49%	(1073)	32%	(709)	19%	(418)	2200
Gender: Male	48%	(506)	33%	(351)	19%	(205)	1062
Gender: Female	50%	(567)	31%	(358)	19%	(213)	1138
Age: 18-29	42%	(200)	31%	(149)	26%	(125)	474
Age: 30-44	41%	(219)	40%	(215)	20%	(105)	539
Age: 45-54	47%	(173)	34%	(126)	18%	(66)	365
Age: 55-64	53%	(206)	30%	(117)	16%	(63)	386
Age: 65+	63%	(275)	23%	(102)	13%	(59)	436
Generation Z: 18-22	41%	(99)	29%	(70)	29%	(69)	238
Millennial: Age 23-38	40%	(228)	38%	(215)	22%	(124)	568
Generation X: Age 39-54	46%	(265)	36%	(205)	18%	(103)	572
Boomers: Age 55-73	56%	(404)	29%	(209)	15%	(107)	720
PID: Dem (no lean)	56%	(415)	28%	(210)	15%	(114)	739
PID: Ind (no lean)	43%	(338)	33%	(262)	23%	(182)	782
PID: Rep (no lean)	47%	(319)	35%	(237)	18%	(122)	679
PID/Gender: Dem Men	52%	(175)	32%	(108)	16%	(53)	335
PID/Gender: Dem Women	60%	(241)	25%	(102)	15%	(61)	404
PID/Gender: Ind Men	44%	(177)	32%	(130)	24%	(94)	401
PID/Gender: Ind Women	42%	(161)	35%	(132)	23%	(88)	381
PID/Gender: Rep Men	48%	(155)	35%	(113)	18%	(57)	326
PID/Gender: Rep Women	47%	(165)	35%	(124)	18%	(65)	353
Ideo: Liberal (1-3)	51%	(335)	33%	(214)	16%	(106)	655
Ideo: Moderate (4)	52%	(247)	31%	(148)	16%	(77)	472
Ideo: Conservative (5-7)	49%	(369)	32%	(246)	19%	(144)	759
Educ: < College	46%	(691)	32%	(487)	22%	(334)	1512
Educ: Bachelors degree	57%	(252)	30%	(134)	13%	(58)	444
Educ: Post-grad	53%	(130)	36%	(88)	11%	(26)	244

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

Demographic	Cable TV: Currently subscribe	Cable TV: Subscribed in past	Cable TV: Never subscribed	Total N
Adults	49% (1073)	32% (709)	19% (418)	2200
Income: Under 50k	43% (511)	33% (391)	24% (287)	1189
Income: 50k-100k	52% (353)	34% (230)	14% (97)	680
Income: 100k+	63% (209)	27% (88)	10% (33)	331
Ethnicity: White	49% (849)	33% (574)	17% (299)	1722
Ethnicity: Hispanic	44% (153)	34% (118)	22% (78)	349
Ethnicity: Afr. Am.	51% (140)	27% (75)	21% (59)	274
Ethnicity: Other	41% (83)	30% (60)	30% (60)	204
Relig: Protestant	48% (244)	35% (177)	17% (88)	510
Relig: Roman Catholic	60% (227)	28% (108)	12% (46)	381
Relig: Ath./Agn./None	45% (317)	33% (227)	22% (153)	697
Relig: Something Else	49% (171)	32% (113)	19% (66)	349
Relig: Jewish	61% (34)	26% (14)	13% (7)	56
Relig: All Christian	51% (585)	32% (369)	17% (200)	1154
Relig: All Non-Christian	47% (488)	32% (340)	21% (218)	1046
Community: Urban	50% (264)	31% (165)	20% (104)	533
Community: Suburban	56% (574)	31% (315)	14% (140)	1030
Community: Rural	37% (234)	36% (229)	27% (174)	638
Employ: Private Sector	52% (350)	33% (222)	15% (99)	671
Employ: Government	49% (78)	37% (59)	15% (23)	161
Employ: Self-Employed	51% (89)	33% (58)	17% (29)	176
Employ: Homemaker	42% (59)	37% (52)	21% (29)	139
Employ: Student	38% (48)	32% (41)	30% (38)	127
Employ: Retired	59% (273)	26% (123)	15% (71)	467
Employ: Unemployed	36% (86)	35% (83)	28% (67)	236
Employ: Other	40% (90)	32% (73)	28% (62)	225
Military HH: Yes	52% (207)	34% (135)	14% (54)	396
Military HH: No	48% (866)	32% (574)	20% (364)	1804
RD/WT: Right Direction	47% (402)	33% (281)	20% (169)	852
RD/WT: Wrong Track	50% (671)	32% (428)	18% (249)	1348

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

Cable television

Demographic	Cable TV: Currently subscribe	Cable TV: Subscribed in past	Cable TV: Never subscribed	Total N
Adults	49% (1073)	32% (709)	19% (418)	2200
Trump Job Approve	48% (425)	34% (296)	18% (160)	881
Trump Job Disapprove	52% (610)	31% (368)	17% (202)	1180
Trump Job Strongly Approve	49% (227)	32% (145)	19% (87)	460
Trump Job Somewhat Approve	47% (197)	36% (151)	17% (73)	421
Trump Job Somewhat Disapprove	51% (141)	29% (80)	19% (53)	275
Trump Job Strongly Disapprove	52% (469)	32% (288)	16% (149)	906
Favorable of Trump	48% (415)	34% (297)	18% (156)	869
Unfavorable of Trump	51% (597)	32% (369)	17% (202)	1168
Very Favorable of Trump	49% (235)	31% (150)	20% (95)	480
Somewhat Favorable of Trump	46% (180)	38% (148)	16% (61)	388
Somewhat Unfavorable of Trump	51% (114)	31% (68)	19% (42)	224
Very Unfavorable of Trump	51% (483)	32% (301)	17% (160)	944
#1 Issue: Economy	50% (285)	34% (193)	16% (92)	569
#1 Issue: Security	47% (210)	34% (151)	19% (82)	443
#1 Issue: Health Care	48% (175)	34% (125)	18% (67)	368
#1 Issue: Medicare / Social Security	59% (187)	21% (68)	20% (63)	318
#1 Issue: Women's Issues	48% (57)	28% (34)	23% (28)	119
#1 Issue: Education	45% (67)	30% (44)	25% (38)	148
#1 Issue: Energy	42% (47)	48% (54)	9% (10)	111
#1 Issue: Other	36% (45)	33% (41)	31% (38)	123
2018 House Vote: Democrat	56% (437)	30% (233)	14% (109)	779
2018 House Vote: Republican	50% (359)	33% (238)	16% (116)	713
2018 House Vote: Someone else	51% (47)	25% (23)	24% (21)	90
2018 House Vote: Didnt Vote	37% (227)	35% (216)	28% (170)	612
2016 Vote: Hillary Clinton	56% (395)	28% (199)	15% (106)	700
2016 Vote: Donald Trump	51% (335)	33% (214)	16% (107)	655
2016 Vote: Someone else	46% (85)	38% (70)	15% (28)	183
2016 Vote: Didnt Vote	39% (257)	34% (225)	27% (175)	657
Voted in 2014: Yes	53% (732)	31% (433)	15% (209)	1374
Voted in 2014: No	41% (340)	33% (277)	25% (209)	826

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

Demographic	Cable TV: Currently subscribe	Cable TV: Subscribed in past	Cable TV: Never subscribed	Total N
Adults	49% (1073)	32% (709)	19% (418)	2200
2012 Vote: Barack Obama	56% (454)	31% (252)	13% (110)	816
2012 Vote: Mitt Romney	50% (260)	34% (176)	16% (81)	517
2012 Vote: Other	50% (46)	33% (30)	17% (16)	92
2012 Vote: Didn't Vote	40% (309)	32% (250)	27% (211)	771
4-Region: Northeast	63% (247)	24% (93)	14% (53)	394
4-Region: Midwest	47% (217)	31% (145)	22% (100)	462
4-Region: South	46% (382)	34% (281)	20% (162)	824
4-Region: West	44% (227)	37% (190)	20% (103)	520
Watch TV: Every day	53% (556)	33% (338)	14% (145)	1039
Watch TV: Several times per week	50% (242)	34% (164)	16% (78)	484
Watch TV: About once per week	41% (66)	39% (63)	19% (31)	160
Watch TV: Several times per month	47% (60)	32% (41)	21% (26)	127
Watch TV: About once per month	58% (34)	28% (16)	15% (9)	59
Watch TV: Less often than once per month	33% (33)	32% (31)	35% (35)	99
Watch TV: Never	35% (81)	24% (57)	40% (94)	231
Watch Movies: Every day	50% (176)	34% (117)	16% (56)	350
Watch Movies: Several times per week	49% (283)	36% (207)	15% (86)	576
Watch Movies: About once per week	49% (200)	36% (145)	15% (60)	406
Watch Movies: Several times per month	50% (126)	30% (76)	21% (52)	254
Watch Movies: About once per month	50% (96)	25% (48)	24% (46)	190
Watch Movies: Less often than once per month	49% (101)	32% (66)	19% (40)	207
Watch Movies: Never	42% (91)	23% (50)	35% (77)	218
Watch Sporting Events: Every day	58% (104)	29% (52)	13% (24)	181
Watch Sporting Events: Several times per week	62% (212)	30% (103)	8% (27)	342
Watch Sporting Events: About once per week	52% (113)	36% (79)	12% (25)	217
Watch Sporting Events: Several times per month	53% (87)	25% (41)	23% (37)	165
Watch Sporting Events: About once per month	49% (79)	32% (52)	19% (31)	162
Watch Sporting Events: Less often than once per month	46% (160)	38% (132)	17% (59)	351
Watch Sporting Events: Never	41% (317)	32% (249)	28% (216)	782

Continued on next page

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

Cable television

Demographic	Cable TV: Currently subscribe	Cable TV: Subscribed in past	Cable TV: Never subscribed	Total N
Adults	49% (1073)	32% (709)	19% (418)	2200
Cable TV: Currently subscribe	100% (1073)	— (0)	— (0)	1073
Cable TV: Subscribed in past	— (0)	100% (709)	— (0)	709
Cable TV: Never subscribed	— (0)	— (0)	100% (418)	418
Sattelite TV: Currently subscribe	28% (138)	45% (226)	27% (137)	502
Sattelite TV: Subscribed in past	44% (249)	51% (284)	5% (29)	563
Sattelite TV: Never subscribed	60% (685)	18% (199)	22% (252)	1136
Streaming services: Currently subscribe	49% (621)	37% (473)	14% (171)	1265
Streaming services: Subscribed in past	41% (95)	47% (108)	12% (28)	231
Streaming services: Never subscribed	51% (357)	18% (128)	31% (220)	705
Film: An avid fan	54% (443)	33% (272)	12% (98)	813
Film: A casual fan	47% (536)	33% (376)	20% (231)	1143
Film: Not a fan	39% (94)	25% (61)	36% (88)	244
Television: An avid fan	56% (604)	30% (319)	14% (152)	1075
Television: A casual fan	45% (436)	35% (343)	20% (198)	977
Television: Not a fan	22% (33)	32% (48)	46% (68)	148
Music: An avid fan	50% (596)	34% (402)	17% (197)	1195
Music: A casual fan	48% (431)	32% (288)	19% (173)	891
Music: Not a fan	40% (46)	17% (20)	42% (48)	114
Fashion: An avid fan	53% (174)	29% (95)	17% (57)	326
Fashion: A casual fan	52% (481)	33% (305)	16% (146)	932
Fashion: Not a fan	44% (417)	33% (309)	23% (215)	942
Evangelical	44% (267)	36% (220)	20% (119)	606
Non-Evangelical	51% (806)	31% (489)	19% (299)	1594
Frequent TV watchers	52% (798)	33% (502)	15% (224)	1524
Frequent movie watchers	50% (459)	35% (325)	15% (142)	926

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	Sattelite TV: Currently subscribe		Sattelite TV: Subscribed in past		Sattelite TV: Never subscribed		Total N
Adults	23%	(502)	26%	(563)	52%	(1136)	2200
Gender: Male	23%	(245)	26%	(278)	51%	(539)	1062
Gender: Female	23%	(257)	25%	(285)	52%	(596)	1138
Age: 18-29	24%	(114)	28%	(131)	48%	(229)	474
Age: 30-44	22%	(119)	27%	(147)	51%	(273)	539
Age: 45-54	25%	(90)	24%	(86)	52%	(188)	365
Age: 55-64	22%	(87)	26%	(99)	52%	(200)	386
Age: 65+	21%	(92)	23%	(99)	56%	(245)	436
Generation Z: 18-22	27%	(65)	32%	(76)	41%	(96)	238
Millennial: Age 23-38	23%	(128)	26%	(145)	52%	(295)	568
Generation X: Age 39-54	23%	(130)	25%	(143)	52%	(299)	572
Boomers: Age 55-73	23%	(165)	25%	(179)	52%	(377)	720
PID: Dem (no lean)	21%	(154)	27%	(196)	53%	(389)	739
PID: Ind (no lean)	20%	(160)	24%	(190)	55%	(432)	782
PID: Rep (no lean)	28%	(187)	26%	(177)	46%	(315)	679
PID/Gender: Dem Men	23%	(77)	28%	(93)	49%	(166)	335
PID/Gender: Dem Women	19%	(78)	26%	(103)	55%	(223)	404
PID/Gender: Ind Men	21%	(83)	24%	(96)	55%	(222)	401
PID/Gender: Ind Women	20%	(77)	25%	(94)	55%	(210)	381
PID/Gender: Rep Men	26%	(86)	27%	(89)	46%	(151)	326
PID/Gender: Rep Women	29%	(102)	25%	(88)	46%	(164)	353
Ideo: Liberal (1-3)	20%	(132)	26%	(174)	53%	(350)	655
Ideo: Moderate (4)	21%	(98)	25%	(117)	54%	(257)	472
Ideo: Conservative (5-7)	25%	(191)	26%	(200)	48%	(368)	759
Educ: < College	24%	(368)	27%	(409)	49%	(735)	1512
Educ: Bachelors degree	19%	(83)	22%	(100)	59%	(261)	444
Educ: Post-grad	21%	(50)	22%	(54)	57%	(140)	244

Continued on next page

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

Demographic	Sattelite TV: Currently subscribe		Sattelite TV: Subscribed in past		Sattelite TV: Never subscribed		Total N
Adults	23%	(502)	26%	(563)	52%	(1136)	2200
Income: Under 50k	22%	(257)	26%	(310)	52%	(623)	1189
Income: 50k-100k	26%	(174)	26%	(180)	48%	(326)	680
Income: 100k+	21%	(71)	22%	(73)	56%	(187)	331
Ethnicity: White	22%	(373)	26%	(447)	52%	(901)	1722
Ethnicity: Hispanic	29%	(103)	25%	(89)	45%	(158)	349
Ethnicity: Afr. Am.	24%	(65)	27%	(75)	49%	(135)	274
Ethnicity: Other	31%	(63)	20%	(41)	49%	(99)	204
Relig: Protestant	25%	(129)	27%	(137)	48%	(244)	510
Relig: Roman Catholic	24%	(91)	24%	(93)	52%	(197)	381
Relig: Ath./Agn./None	18%	(129)	25%	(175)	56%	(393)	697
Relig: Something Else	21%	(75)	25%	(87)	54%	(188)	349
Relig: Jewish	10%	(6)	13%	(7)	77%	(43)	56
Relig: All Christian	26%	(298)	26%	(300)	48%	(556)	1154
Relig: All Non-Christian	19%	(204)	25%	(262)	55%	(580)	1046
Community: Urban	21%	(112)	22%	(116)	57%	(305)	533
Community: Suburban	19%	(191)	26%	(268)	55%	(571)	1030
Community: Rural	31%	(198)	28%	(180)	41%	(260)	638
Employ: Private Sector	23%	(157)	25%	(166)	52%	(348)	671
Employ: Government	22%	(35)	26%	(42)	52%	(84)	161
Employ: Self-Employed	19%	(33)	35%	(62)	46%	(80)	176
Employ: Homemaker	18%	(24)	29%	(40)	54%	(75)	139
Employ: Student	27%	(35)	30%	(38)	43%	(55)	127
Employ: Retired	25%	(117)	23%	(109)	52%	(241)	467
Employ: Unemployed	23%	(54)	24%	(57)	53%	(124)	236
Employ: Other	21%	(46)	22%	(49)	57%	(129)	225
Military HH: Yes	27%	(107)	27%	(106)	46%	(184)	396
Military HH: No	22%	(394)	25%	(457)	53%	(952)	1804
RD/WT: Right Direction	26%	(219)	26%	(224)	48%	(409)	852
RD/WT: Wrong Track	21%	(282)	25%	(339)	54%	(726)	1348

Continued on next page

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

Demographic	Sattelite TV: Currently subscribe		Sattelite TV: Subscribed in past		Sattelite TV: Never subscribed		Total N
Adults	23%	(502)	26%	(563)	52%	(1136)	2200
Trump Job Approve	27%	(235)	26%	(232)	47%	(414)	881
Trump Job Disapprove	21%	(243)	25%	(294)	55%	(643)	1180
Trump Job Strongly Approve	28%	(129)	25%	(115)	47%	(216)	460
Trump Job Somewhat Approve	25%	(106)	28%	(117)	47%	(198)	421
Trump Job Somewhat Disapprove	25%	(68)	23%	(63)	52%	(143)	275
Trump Job Strongly Disapprove	19%	(175)	25%	(231)	55%	(500)	906
Favorable of Trump	27%	(232)	26%	(228)	47%	(408)	869
Unfavorable of Trump	20%	(237)	25%	(291)	55%	(640)	1168
Very Favorable of Trump	27%	(131)	26%	(126)	47%	(224)	480
Somewhat Favorable of Trump	26%	(101)	26%	(103)	48%	(185)	388
Somewhat Unfavorable of Trump	22%	(48)	23%	(52)	55%	(123)	224
Very Unfavorable of Trump	20%	(189)	25%	(239)	55%	(517)	944
#1 Issue: Economy	20%	(116)	25%	(144)	54%	(309)	569
#1 Issue: Security	30%	(131)	29%	(126)	42%	(185)	443
#1 Issue: Health Care	23%	(86)	20%	(75)	56%	(207)	368
#1 Issue: Medicare / Social Security	18%	(58)	28%	(88)	54%	(172)	318
#1 Issue: Women's Issues	20%	(23)	30%	(35)	51%	(60)	119
#1 Issue: Education	27%	(40)	23%	(34)	50%	(74)	148
#1 Issue: Energy	19%	(21)	33%	(37)	48%	(53)	111
#1 Issue: Other	21%	(26)	19%	(23)	60%	(74)	123
2018 House Vote: Democrat	20%	(154)	24%	(191)	56%	(434)	779
2018 House Vote: Republican	28%	(202)	24%	(171)	48%	(340)	713
2018 House Vote: Someone else	25%	(22)	22%	(20)	53%	(48)	90
2018 House Vote: Didnt Vote	20%	(121)	30%	(181)	51%	(310)	612
2016 Vote: Hillary Clinton	19%	(131)	23%	(164)	58%	(405)	700
2016 Vote: Donald Trump	28%	(182)	25%	(163)	47%	(310)	655
2016 Vote: Someone else	22%	(40)	27%	(50)	51%	(93)	183
2016 Vote: Didnt Vote	22%	(146)	28%	(184)	50%	(327)	657
Voted in 2014: Yes	23%	(316)	24%	(325)	53%	(733)	1374
Voted in 2014: No	23%	(186)	29%	(238)	49%	(403)	826

Continued on next page

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

Demographic	Sattelite TV: Currently subscribe		Sattelite TV: Subscribed in past		Sattelite TV: Never subscribed		Total N
Adults	23%	(502)	26%	(563)	52%	(1136)	2200
2012 Vote: Barack Obama	19%	(157)	24%	(200)	56%	(459)	816
2012 Vote: Mitt Romney	27%	(141)	25%	(130)	48%	(246)	517
2012 Vote: Other	26%	(24)	26%	(24)	48%	(44)	92
2012 Vote: Didn't Vote	23%	(180)	27%	(209)	50%	(382)	771
4-Region: Northeast	14%	(56)	23%	(90)	63%	(248)	394
4-Region: Midwest	22%	(103)	24%	(112)	53%	(247)	462
4-Region: South	27%	(221)	29%	(236)	45%	(367)	824
4-Region: West	23%	(121)	24%	(125)	53%	(274)	520
Watch TV: Every day	25%	(264)	26%	(267)	49%	(507)	1039
Watch TV: Several times per week	24%	(116)	25%	(123)	51%	(245)	484
Watch TV: About once per week	20%	(32)	27%	(43)	53%	(85)	160
Watch TV: Several times per month	22%	(28)	30%	(38)	48%	(61)	127
Watch TV: About once per month	23%	(14)	28%	(17)	49%	(29)	59
Watch TV: Less often than once per month	13%	(13)	32%	(32)	55%	(55)	99
Watch TV: Never	15%	(34)	18%	(43)	67%	(154)	231
Watch Movies: Every day	23%	(82)	32%	(112)	45%	(156)	350
Watch Movies: Several times per week	25%	(143)	27%	(155)	48%	(278)	576
Watch Movies: About once per week	22%	(89)	29%	(117)	49%	(200)	406
Watch Movies: Several times per month	25%	(62)	25%	(63)	50%	(128)	254
Watch Movies: About once per month	18%	(34)	19%	(36)	63%	(119)	190
Watch Movies: Less often than once per month	24%	(50)	20%	(42)	56%	(115)	207
Watch Movies: Never	19%	(40)	18%	(38)	64%	(139)	218
Watch Sporting Events: Every day	35%	(64)	26%	(48)	38%	(69)	181
Watch Sporting Events: Several times per week	26%	(88)	24%	(83)	50%	(171)	342
Watch Sporting Events: About once per week	25%	(54)	24%	(52)	51%	(111)	217
Watch Sporting Events: Several times per month	27%	(45)	29%	(48)	43%	(72)	165
Watch Sporting Events: About once per month	21%	(34)	22%	(35)	57%	(93)	162
Watch Sporting Events: Less often than once per month	18%	(64)	33%	(115)	49%	(172)	351
Watch Sporting Events: Never	19%	(152)	23%	(181)	57%	(448)	782

Continued on next page

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

Demographic	Sattelite TV: Currently subscribe		Sattelite TV: Subscribed in past		Sattelite TV: Never subscribed		Total N
Adults	23%	(502)	26%	(563)	52%	(1136)	2200
Cable TV: Currently subscribe	13%	(138)	23%	(249)	64%	(685)	1073
Cable TV: Subscribed in past	32%	(226)	40%	(284)	28%	(199)	709
Cable TV: Never subscribed	33%	(137)	7%	(29)	60%	(252)	418
Sattelite TV: Currently subscribe	100%	(502)	—	(0)	—	(0)	502
Sattelite TV: Subscribed in past	—	(0)	100%	(563)	—	(0)	563
Sattelite TV: Never subscribed	—	(0)	—	(0)	100%	(1136)	1136
Streaming services: Currently subscribe	24%	(306)	29%	(361)	47%	(598)	1265
Streaming services: Subscribed in past	16%	(38)	48%	(110)	36%	(83)	231
Streaming services: Never subscribed	22%	(158)	13%	(92)	64%	(454)	705
Film: An avid fan	23%	(187)	30%	(244)	47%	(383)	813
Film: A casual fan	22%	(247)	24%	(274)	54%	(622)	1143
Film: Not a fan	28%	(68)	18%	(45)	54%	(131)	244
Television: An avid fan	24%	(261)	26%	(276)	50%	(537)	1075
Television: A casual fan	23%	(225)	26%	(254)	51%	(498)	977
Television: Not a fan	10%	(15)	22%	(32)	68%	(101)	148
Music: An avid fan	23%	(271)	29%	(341)	49%	(582)	1195
Music: A casual fan	24%	(212)	23%	(201)	54%	(479)	891
Music: Not a fan	16%	(18)	18%	(21)	66%	(75)	114
Fashion: An avid fan	27%	(87)	29%	(95)	44%	(144)	326
Fashion: A casual fan	22%	(209)	26%	(241)	52%	(482)	932
Fashion: Not a fan	22%	(206)	24%	(226)	54%	(510)	942
Evangelical	27%	(164)	28%	(167)	45%	(275)	606
Non-Evangelical	21%	(338)	25%	(395)	54%	(861)	1594
Frequent TV watchers	25%	(381)	26%	(391)	49%	(752)	1524
Frequent movie watchers	24%	(226)	29%	(266)	47%	(434)	926

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	Streaming services: Currently subscribe		Streaming services: Subscribed in past		Streaming services: Never subscribed		Total N
Adults	57%	(1265)	10%	(231)	32%	(705)	2200
Gender: Male	59%	(628)	11%	(119)	30%	(315)	1062
Gender: Female	56%	(637)	10%	(111)	34%	(390)	1138
Age: 18-29	70%	(333)	10%	(47)	20%	(94)	474
Age: 30-44	69%	(374)	13%	(68)	18%	(97)	539
Age: 45-54	59%	(215)	13%	(48)	28%	(102)	365
Age: 55-64	47%	(182)	8%	(32)	45%	(173)	386
Age: 65+	37%	(161)	8%	(36)	55%	(239)	436
Generation Z: 18-22	68%	(161)	8%	(20)	24%	(56)	238
Millennial: Age 23-38	73%	(412)	12%	(68)	15%	(87)	568
Generation X: Age 39-54	61%	(348)	13%	(75)	26%	(149)	572
Boomers: Age 55-73	44%	(319)	9%	(62)	47%	(340)	720
PID: Dem (no lean)	64%	(474)	9%	(66)	27%	(199)	739
PID: Ind (no lean)	55%	(430)	12%	(94)	33%	(257)	782
PID: Rep (no lean)	53%	(361)	10%	(70)	37%	(248)	679
PID/Gender: Dem Men	64%	(216)	9%	(31)	26%	(88)	335
PID/Gender: Dem Women	64%	(257)	9%	(36)	27%	(111)	404
PID/Gender: Ind Men	55%	(220)	14%	(54)	31%	(126)	401
PID/Gender: Ind Women	55%	(210)	10%	(40)	34%	(131)	381
PID/Gender: Rep Men	59%	(191)	11%	(34)	31%	(100)	326
PID/Gender: Rep Women	48%	(170)	10%	(36)	42%	(148)	353
Ideo: Liberal (1-3)	67%	(436)	9%	(62)	24%	(158)	655
Ideo: Moderate (4)	56%	(264)	8%	(37)	36%	(171)	472
Ideo: Conservative (5-7)	54%	(407)	11%	(86)	35%	(266)	759
Educ: < College	54%	(811)	11%	(171)	35%	(530)	1512
Educ: Bachelors degree	65%	(290)	9%	(41)	25%	(113)	444
Educ: Post-grad	67%	(163)	8%	(19)	25%	(62)	244

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

Demographic	Streaming services: Currently subscribe	Streaming services: Subscribed in past	Streaming services: Never subscribed	Total N
Adults	57% (1265)	10% (231)	32% (705)	2200
Income: Under 50k	51% (612)	12% (144)	36% (433)	1189
Income: 50k-100k	60% (407)	11% (72)	30% (201)	680
Income: 100k+	75% (246)	4% (14)	21% (70)	331
Ethnicity: White	57% (984)	11% (182)	32% (557)	1722
Ethnicity: Hispanic	61% (214)	10% (36)	28% (99)	349
Ethnicity: Afr. Am.	58% (160)	10% (28)	31% (86)	274
Ethnicity: Other	60% (122)	10% (21)	30% (62)	204
Relig: Protestant	55% (278)	8% (39)	38% (193)	510
Relig: Roman Catholic	54% (206)	8% (32)	38% (143)	381
Relig: Ath./Agn./None	65% (449)	9% (66)	26% (182)	697
Relig: Something Else	53% (184)	15% (54)	32% (111)	349
Relig: Jewish	55% (31)	10% (6)	34% (19)	56
Relig: All Christian	55% (631)	10% (111)	36% (412)	1154
Relig: All Non-Christian	61% (634)	11% (119)	28% (293)	1046
Community: Urban	58% (309)	12% (65)	30% (158)	533
Community: Suburban	62% (636)	9% (95)	29% (298)	1030
Community: Rural	50% (319)	11% (70)	39% (248)	638
Employ: Private Sector	70% (472)	10% (66)	20% (132)	671
Employ: Government	66% (106)	9% (14)	25% (40)	161
Employ: Self-Employed	63% (111)	14% (24)	23% (41)	176
Employ: Homemaker	59% (82)	14% (20)	27% (37)	139
Employ: Student	71% (91)	7% (9)	21% (27)	127
Employ: Retired	39% (180)	7% (32)	55% (254)	467
Employ: Unemployed	47% (111)	16% (37)	37% (88)	236
Employ: Other	50% (112)	12% (28)	38% (85)	225
Military HH: Yes	55% (218)	9% (35)	36% (143)	396
Military HH: No	58% (1047)	11% (195)	31% (561)	1804
RD/WT: Right Direction	54% (461)	11% (97)	35% (295)	852
RD/WT: Wrong Track	60% (804)	10% (134)	30% (410)	1348

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

Demographic	Streaming services: Currently subscribe	Streaming services: Subscribed in past	Streaming services: Never subscribed	Total N
Adults	57% (1265)	10% (231)	32% (705)	2200
Trump Job Approve	54% (473)	11% (96)	35% (312)	881
Trump Job Disapprove	62% (727)	9% (108)	29% (345)	1180
Trump Job Strongly Approve	49% (227)	12% (55)	39% (177)	460
Trump Job Somewhat Approve	58% (246)	10% (41)	32% (135)	421
Trump Job Somewhat Disapprove	62% (169)	10% (28)	28% (78)	275
Trump Job Strongly Disapprove	62% (558)	9% (81)	29% (267)	906
Favorable of Trump	54% (465)	11% (92)	36% (312)	869
Unfavorable of Trump	62% (728)	9% (111)	28% (329)	1168
Very Favorable of Trump	51% (243)	12% (59)	37% (178)	480
Somewhat Favorable of Trump	57% (222)	8% (33)	34% (134)	388
Somewhat Unfavorable of Trump	56% (126)	11% (24)	33% (74)	224
Very Unfavorable of Trump	64% (602)	9% (87)	27% (255)	944
#1 Issue: Economy	62% (354)	13% (76)	25% (139)	569
#1 Issue: Security	53% (235)	9% (39)	38% (169)	443
#1 Issue: Health Care	59% (217)	8% (31)	33% (120)	368
#1 Issue: Medicare / Social Security	43% (138)	9% (30)	47% (150)	318
#1 Issue: Women's Issues	71% (84)	15% (18)	14% (17)	119
#1 Issue: Education	60% (88)	13% (20)	27% (40)	148
#1 Issue: Energy	75% (84)	11% (12)	14% (16)	111
#1 Issue: Other	52% (64)	4% (5)	44% (54)	123
2018 House Vote: Democrat	64% (496)	8% (60)	29% (224)	779
2018 House Vote: Republican	53% (380)	10% (68)	37% (265)	713
2018 House Vote: Someone else	56% (51)	10% (9)	33% (30)	90
2018 House Vote: Didnt Vote	55% (335)	15% (92)	30% (185)	612
2016 Vote: Hillary Clinton	62% (434)	8% (55)	30% (211)	700
2016 Vote: Donald Trump	53% (347)	9% (58)	38% (250)	655
2016 Vote: Someone else	62% (113)	9% (16)	30% (54)	183
2016 Vote: Didnt Vote	56% (371)	15% (99)	28% (187)	657
Voted in 2014: Yes	56% (771)	9% (118)	35% (485)	1374
Voted in 2014: No	60% (494)	14% (112)	27% (220)	826

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

Demographic	Streaming services: Currently subscribe	Streaming services: Subscribed in past	Streaming services: Never subscribed	Total N
Adults	57% (1265)	10% (231)	32% (705)	2200
2012 Vote: Barack Obama	60% (487)	9% (72)	32% (257)	816
2012 Vote: Mitt Romney	53% (274)	9% (45)	38% (198)	517
2012 Vote: Other	52% (48)	10% (9)	38% (35)	92
2012 Vote: Didn't Vote	59% (455)	14% (105)	27% (211)	771
4-Region: Northeast	58% (227)	11% (43)	31% (123)	394
4-Region: Midwest	57% (263)	9% (42)	34% (158)	462
4-Region: South	57% (470)	11% (94)	32% (261)	824
4-Region: West	59% (305)	10% (52)	31% (163)	520
Watch TV: Every day	63% (653)	8% (84)	29% (303)	1039
Watch TV: Several times per week	67% (324)	10% (49)	23% (111)	484
Watch TV: About once per week	59% (94)	13% (20)	29% (46)	160
Watch TV: Several times per month	59% (74)	14% (18)	27% (34)	127
Watch TV: About once per month	43% (26)	26% (15)	31% (19)	59
Watch TV: Less often than once per month	36% (36)	25% (25)	39% (38)	99
Watch TV: Never	25% (59)	9% (20)	66% (153)	231
Watch Movies: Every day	71% (247)	11% (38)	18% (64)	350
Watch Movies: Several times per week	70% (404)	10% (57)	20% (115)	576
Watch Movies: About once per week	64% (258)	12% (47)	25% (101)	406
Watch Movies: Several times per month	59% (150)	9% (24)	32% (80)	254
Watch Movies: About once per month	54% (102)	15% (28)	31% (60)	190
Watch Movies: Less often than once per month	36% (75)	10% (21)	53% (111)	207
Watch Movies: Never	13% (28)	7% (16)	80% (174)	218
Watch Sporting Events: Every day	64% (115)	12% (21)	25% (45)	181
Watch Sporting Events: Several times per week	65% (221)	8% (26)	28% (94)	342
Watch Sporting Events: About once per week	60% (130)	12% (26)	28% (61)	217
Watch Sporting Events: Several times per month	56% (93)	8% (13)	36% (60)	165
Watch Sporting Events: About once per month	63% (103)	11% (18)	26% (42)	162
Watch Sporting Events: Less often than once per month	61% (214)	16% (56)	23% (81)	351
Watch Sporting Events: Never	50% (388)	9% (71)	41% (323)	782

Continued on next page

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

Demographic	Streaming services: Currently subscribe		Streaming services: Subscribed in past		Streaming services: Never subscribed		Total N
Adults	57%	(1265)	10%	(231)	32%	(705)	2200
Cable TV: Currently subscribe	58%	(621)	9%	(95)	33%	(357)	1073
Cable TV: Subscribed in past	67%	(473)	15%	(108)	18%	(128)	709
Cable TV: Never subscribed	41%	(171)	7%	(28)	53%	(220)	418
Sattelite TV: Currently subscribe	61%	(306)	8%	(38)	32%	(158)	502
Sattelite TV: Subscribed in past	64%	(361)	20%	(110)	16%	(92)	563
Sattelite TV: Never subscribed	53%	(598)	7%	(83)	40%	(454)	1136
Streaming services: Currently subscribe	100%	(1265)	—	(0)	—	(0)	1265
Streaming services: Subscribed in past	—	(0)	100%	(231)	—	(0)	231
Streaming services: Never subscribed	—	(0)	—	(0)	100%	(705)	705
Film: An avid fan	71%	(576)	9%	(74)	20%	(163)	813
Film: A casual fan	53%	(609)	12%	(135)	35%	(398)	1143
Film: Not a fan	33%	(80)	9%	(22)	59%	(143)	244
Television: An avid fan	62%	(665)	8%	(86)	30%	(324)	1075
Television: A casual fan	55%	(542)	12%	(119)	32%	(316)	977
Television: Not a fan	39%	(58)	17%	(26)	43%	(64)	148
Music: An avid fan	64%	(768)	11%	(128)	25%	(299)	1195
Music: A casual fan	50%	(448)	11%	(94)	39%	(349)	891
Music: Not a fan	43%	(48)	8%	(9)	50%	(57)	114
Fashion: An avid fan	66%	(216)	11%	(37)	22%	(72)	326
Fashion: A casual fan	58%	(540)	11%	(106)	31%	(287)	932
Fashion: Not a fan	54%	(509)	9%	(87)	37%	(346)	942
Evangelical	54%	(325)	12%	(72)	35%	(209)	606
Non-Evangelical	59%	(940)	10%	(159)	31%	(495)	1594
Frequent TV watchers	64%	(977)	9%	(132)	27%	(415)	1524
Frequent movie watchers	70%	(651)	10%	(96)	19%	(179)	926

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	Film: An avid fan	Film: A casual fan	Film: Not a fan	Total N
Adults	37% (813)	52% (1143)	11% (244)	2200
Gender: Male	39% (416)	51% (539)	10% (107)	1062
Gender: Female	35% (397)	53% (604)	12% (137)	1138
Age: 18-29	43% (204)	45% (215)	11% (54)	474
Age: 30-44	43% (230)	49% (266)	8% (43)	539
Age: 45-54	40% (146)	50% (182)	10% (37)	365
Age: 55-64	31% (118)	57% (219)	13% (49)	386
Age: 65+	26% (115)	60% (260)	14% (61)	436
Generation Z: 18-22	44% (104)	42% (101)	14% (33)	238
Millennial: Age 23-38	43% (245)	48% (272)	9% (50)	568
Generation X: Age 39-54	40% (231)	51% (291)	9% (51)	572
Boomers: Age 55-73	29% (210)	59% (423)	12% (87)	720
PID: Dem (no lean)	43% (317)	47% (350)	10% (73)	739
PID: Ind (no lean)	34% (267)	55% (427)	11% (88)	782
PID: Rep (no lean)	34% (229)	54% (367)	12% (83)	679
PID/Gender: Dem Men	46% (156)	45% (152)	8% (28)	335
PID/Gender: Dem Women	40% (161)	49% (198)	11% (45)	404
PID/Gender: Ind Men	36% (144)	54% (218)	10% (40)	401
PID/Gender: Ind Women	32% (123)	55% (209)	13% (48)	381
PID/Gender: Rep Men	36% (117)	52% (169)	12% (40)	326
PID/Gender: Rep Women	32% (113)	56% (197)	12% (43)	353
Ideo: Liberal (1-3)	45% (296)	45% (297)	10% (63)	655
Ideo: Moderate (4)	36% (172)	54% (257)	9% (43)	472
Ideo: Conservative (5-7)	34% (257)	54% (412)	12% (91)	759
Educ: < College	37% (553)	52% (782)	12% (177)	1512
Educ: Bachelors degree	38% (168)	53% (234)	9% (42)	444
Educ: Post-grad	38% (93)	52% (127)	10% (24)	244

Continued on next page

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

Demographic	Film: An avid fan		Film: A casual fan		Film: Not a fan		Total N
Adults	37%	(813)	52%	(1143)	11%	(244)	2200
Income: Under 50k	36%	(432)	50%	(600)	13%	(157)	1189
Income: 50k-100k	37%	(250)	54%	(368)	9%	(62)	680
Income: 100k+	40%	(131)	53%	(175)	7%	(24)	331
Ethnicity: White	36%	(625)	54%	(922)	10%	(174)	1722
Ethnicity: Hispanic	47%	(164)	45%	(156)	8%	(29)	349
Ethnicity: Afr. Am.	40%	(109)	44%	(121)	16%	(44)	274
Ethnicity: Other	39%	(80)	49%	(99)	12%	(25)	204
Relig: Protestant	30%	(155)	58%	(297)	11%	(58)	510
Relig: Roman Catholic	38%	(143)	51%	(196)	11%	(42)	381
Relig: Ath./Agn./None	38%	(264)	50%	(346)	12%	(87)	697
Relig: Something Else	46%	(160)	46%	(160)	9%	(30)	349
Relig: Jewish	44%	(24)	47%	(26)	10%	(6)	56
Relig: All Christian	34%	(390)	55%	(637)	11%	(128)	1154
Relig: All Non-Christian	40%	(424)	48%	(506)	11%	(116)	1046
Community: Urban	43%	(230)	47%	(249)	10%	(53)	533
Community: Suburban	38%	(396)	52%	(537)	9%	(97)	1030
Community: Rural	29%	(187)	56%	(357)	15%	(94)	638
Employ: Private Sector	41%	(277)	51%	(343)	8%	(51)	671
Employ: Government	41%	(66)	45%	(73)	14%	(22)	161
Employ: Self-Employed	41%	(73)	49%	(85)	10%	(18)	176
Employ: Homemaker	45%	(62)	48%	(67)	7%	(10)	139
Employ: Student	46%	(59)	43%	(55)	11%	(14)	127
Employ: Retired	26%	(121)	58%	(272)	16%	(73)	467
Employ: Unemployed	36%	(84)	53%	(125)	12%	(27)	236
Employ: Other	32%	(73)	55%	(124)	13%	(28)	225
Military HH: Yes	35%	(139)	56%	(221)	9%	(36)	396
Military HH: No	37%	(674)	51%	(922)	12%	(208)	1804
RD/WT: Right Direction	36%	(305)	51%	(438)	13%	(110)	852
RD/WT: Wrong Track	38%	(508)	52%	(705)	10%	(134)	1348
Trump Job Approve	36%	(316)	52%	(461)	12%	(104)	881
Trump Job Disapprove	39%	(461)	51%	(606)	10%	(113)	1180

Continued on next page

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

Demographic	Film: An avid fan		Film: A casual fan		Film: Not a fan		Total N
Adults	37%	(813)	52%	(1143)	11%	(244)	2200
Trump Job Strongly Approve	38%	(174)	50%	(232)	12%	(54)	460
Trump Job Somewhat Approve	34%	(141)	55%	(230)	12%	(50)	421
Trump Job Somewhat Disapprove	37%	(101)	54%	(148)	10%	(27)	275
Trump Job Strongly Disapprove	40%	(361)	51%	(458)	10%	(87)	906
Favorable of Trump	35%	(302)	54%	(468)	11%	(99)	869
Unfavorable of Trump	40%	(468)	50%	(590)	9%	(110)	1168
Very Favorable of Trump	38%	(181)	50%	(241)	12%	(59)	480
Somewhat Favorable of Trump	31%	(121)	58%	(227)	10%	(40)	388
Somewhat Unfavorable of Trump	39%	(87)	53%	(117)	9%	(19)	224
Very Unfavorable of Trump	40%	(381)	50%	(472)	10%	(91)	944
#1 Issue: Economy	36%	(205)	56%	(317)	8%	(48)	569
#1 Issue: Security	36%	(158)	52%	(228)	13%	(57)	443
#1 Issue: Health Care	42%	(155)	48%	(175)	10%	(38)	368
#1 Issue: Medicare / Social Security	28%	(88)	58%	(184)	15%	(47)	318
#1 Issue: Women's Issues	49%	(58)	44%	(52)	7%	(9)	119
#1 Issue: Education	42%	(62)	44%	(65)	14%	(21)	148
#1 Issue: Energy	45%	(50)	49%	(54)	7%	(7)	111
#1 Issue: Other	32%	(39)	55%	(67)	14%	(17)	123
2018 House Vote: Democrat	40%	(312)	50%	(391)	10%	(76)	779
2018 House Vote: Republican	33%	(238)	55%	(395)	11%	(80)	713
2018 House Vote: Someone else	39%	(35)	49%	(44)	13%	(11)	90
2018 House Vote: Didnt Vote	37%	(226)	51%	(311)	12%	(75)	612
2016 Vote: Hillary Clinton	41%	(286)	48%	(340)	11%	(74)	700
2016 Vote: Donald Trump	34%	(222)	55%	(361)	11%	(72)	655
2016 Vote: Someone else	33%	(59)	56%	(103)	11%	(21)	183
2016 Vote: Didnt Vote	37%	(245)	51%	(338)	11%	(74)	657
Voted in 2014: Yes	36%	(495)	54%	(744)	10%	(136)	1374
Voted in 2014: No	39%	(319)	48%	(399)	13%	(108)	826

Continued on next page

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

Demographic	Film: An avid fan		Film: A casual fan		Film: Not a fan		Total N
Adults	37%	(813)	52%	(1143)	11%	(244)	2200
2012 Vote: Barack Obama	40%	(324)	50%	(404)	11%	(87)	816
2012 Vote: Mitt Romney	31%	(162)	59%	(304)	10%	(51)	517
2012 Vote: Other	40%	(37)	55%	(51)	4%	(4)	92
2012 Vote: Didn't Vote	37%	(289)	50%	(382)	13%	(100)	771
4-Region: Northeast	32%	(127)	57%	(226)	10%	(41)	394
4-Region: Midwest	36%	(168)	55%	(255)	9%	(40)	462
4-Region: South	39%	(320)	49%	(402)	12%	(102)	824
4-Region: West	38%	(199)	50%	(260)	12%	(61)	520
Watch TV: Every day	44%	(460)	49%	(509)	7%	(70)	1039
Watch TV: Several times per week	36%	(176)	55%	(267)	9%	(41)	484
Watch TV: About once per week	37%	(59)	54%	(86)	10%	(15)	160
Watch TV: Several times per month	28%	(35)	57%	(72)	15%	(19)	127
Watch TV: About once per month	22%	(13)	54%	(32)	23%	(14)	59
Watch TV: Less often than once per month	25%	(24)	53%	(53)	22%	(22)	99
Watch TV: Never	19%	(45)	54%	(125)	27%	(62)	231
Watch Movies: Every day	63%	(219)	31%	(110)	6%	(21)	350
Watch Movies: Several times per week	51%	(296)	46%	(264)	3%	(16)	576
Watch Movies: About once per week	34%	(139)	58%	(237)	7%	(30)	406
Watch Movies: Several times per month	28%	(70)	63%	(160)	9%	(23)	254
Watch Movies: About once per month	15%	(29)	68%	(129)	17%	(32)	190
Watch Movies: Less often than once per month	12%	(25)	66%	(136)	22%	(46)	207
Watch Movies: Never	16%	(36)	49%	(106)	35%	(76)	218
Watch Sporting Events: Every day	43%	(77)	51%	(92)	6%	(11)	181
Watch Sporting Events: Several times per week	47%	(162)	47%	(162)	5%	(18)	342
Watch Sporting Events: About once per week	43%	(93)	48%	(105)	9%	(19)	217
Watch Sporting Events: Several times per month	38%	(62)	49%	(80)	14%	(23)	165
Watch Sporting Events: About once per month	40%	(64)	50%	(81)	11%	(17)	162
Watch Sporting Events: Less often than once per month	35%	(124)	57%	(200)	8%	(27)	351
Watch Sporting Events: Never	30%	(231)	54%	(423)	16%	(128)	782

Continued on next page

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

Demographic	Film: An avid fan		Film: A casual fan		Film: Not a fan		Total N
Adults	37%	(813)	52%	(1143)	11%	(244)	2200
Cable TV: Currently subscribe	41%	(443)	50%	(536)	9%	(94)	1073
Cable TV: Subscribed in past	38%	(272)	53%	(376)	9%	(61)	709
Cable TV: Never subscribed	23%	(98)	55%	(231)	21%	(88)	418
Sattelite TV: Currently subscribe	37%	(187)	49%	(247)	13%	(68)	502
Sattelite TV: Subscribed in past	43%	(244)	49%	(274)	8%	(45)	563
Sattelite TV: Never subscribed	34%	(383)	55%	(622)	12%	(131)	1136
Streaming services: Currently subscribe	46%	(576)	48%	(609)	6%	(80)	1265
Streaming services: Subscribed in past	32%	(74)	59%	(135)	9%	(22)	231
Streaming services: Never subscribed	23%	(163)	57%	(398)	20%	(143)	705
Film: An avid fan	100%	(813)	—	(0)	—	(0)	813
Film: A casual fan	—	(0)	100%	(1143)	—	(0)	1143
Film: Not a fan	—	(0)	—	(0)	100%	(244)	244
Television: An avid fan	56%	(603)	38%	(407)	6%	(65)	1075
Television: A casual fan	20%	(192)	69%	(677)	11%	(108)	977
Television: Not a fan	12%	(18)	40%	(59)	48%	(72)	148
Music: An avid fan	53%	(631)	41%	(489)	6%	(74)	1195
Music: A casual fan	19%	(170)	69%	(613)	12%	(108)	891
Music: Not a fan	10%	(12)	36%	(41)	54%	(62)	114
Fashion: An avid fan	58%	(188)	35%	(115)	7%	(24)	326
Fashion: A casual fan	39%	(366)	54%	(505)	7%	(61)	932
Fashion: Not a fan	28%	(260)	55%	(523)	17%	(160)	942
Evangelical	32%	(194)	56%	(339)	12%	(72)	606
Non-Evangelical	39%	(619)	50%	(803)	11%	(172)	1594
Frequent TV watchers	42%	(637)	51%	(776)	7%	(112)	1524
Frequent movie watchers	56%	(515)	40%	(374)	4%	(37)	926

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	Television: An avid fan		Television: A casual fan		Television: Not a fan		Total N
Adults	49%	(1075)	44%	(977)	7%	(148)	2200
Gender: Male	50%	(526)	43%	(453)	8%	(83)	1062
Gender: Female	48%	(549)	46%	(524)	6%	(65)	1138
Age: 18-29	38%	(181)	51%	(240)	11%	(53)	474
Age: 30-44	49%	(263)	44%	(236)	7%	(40)	539
Age: 45-54	54%	(197)	40%	(144)	6%	(23)	365
Age: 55-64	51%	(197)	44%	(172)	4%	(17)	386
Age: 65+	54%	(237)	42%	(185)	3%	(15)	436
Generation Z: 18-22	37%	(89)	48%	(115)	14%	(34)	238
Millennial: Age 23-38	44%	(252)	48%	(272)	8%	(44)	568
Generation X: Age 39-54	52%	(300)	41%	(234)	7%	(38)	572
Boomers: Age 55-73	53%	(384)	43%	(311)	4%	(26)	720
PID: Dem (no lean)	57%	(424)	38%	(278)	5%	(38)	739
PID: Ind (no lean)	41%	(320)	50%	(389)	9%	(72)	782
PID: Rep (no lean)	49%	(331)	46%	(310)	6%	(38)	679
PID/Gender: Dem Men	59%	(197)	36%	(120)	6%	(19)	335
PID/Gender: Dem Women	56%	(227)	39%	(158)	5%	(19)	404
PID/Gender: Ind Men	40%	(162)	49%	(197)	10%	(41)	401
PID/Gender: Ind Women	41%	(157)	50%	(192)	8%	(31)	381
PID/Gender: Rep Men	51%	(166)	42%	(136)	7%	(23)	326
PID/Gender: Rep Women	47%	(165)	49%	(174)	4%	(15)	353
Ideo: Liberal (1-3)	53%	(347)	41%	(268)	6%	(41)	655
Ideo: Moderate (4)	52%	(245)	42%	(199)	6%	(28)	472
Ideo: Conservative (5-7)	47%	(360)	47%	(359)	5%	(41)	759
Educ: < College	49%	(741)	43%	(654)	8%	(117)	1512
Educ: Bachelors degree	49%	(219)	47%	(207)	4%	(18)	444
Educ: Post-grad	47%	(115)	48%	(116)	5%	(13)	244

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

Television

Demographic	Television: An avid fan		Television: A casual fan		Television: Not a fan		Total N
Adults	49%	(1075)	44%	(977)	7%	(148)	2200
Income: Under 50k	48%	(566)	44%	(526)	8%	(97)	1189
Income: 50k-100k	49%	(333)	46%	(312)	5%	(35)	680
Income: 100k+	53%	(175)	42%	(139)	5%	(17)	331
Ethnicity: White	49%	(846)	45%	(775)	6%	(101)	1722
Ethnicity: Hispanic	46%	(161)	43%	(152)	10%	(36)	349
Ethnicity: Afr. Am.	55%	(151)	38%	(104)	7%	(20)	274
Ethnicity: Other	38%	(78)	48%	(99)	13%	(27)	204
Relig: Protestant	48%	(246)	48%	(245)	4%	(19)	510
Relig: Roman Catholic	56%	(211)	40%	(153)	4%	(16)	381
Relig: Ath./Agn./None	44%	(304)	46%	(324)	10%	(69)	697
Relig: Something Else	51%	(177)	42%	(146)	7%	(26)	349
Relig: Jewish	53%	(30)	39%	(22)	8%	(4)	56
Relig: All Christian	51%	(594)	44%	(507)	5%	(53)	1154
Relig: All Non-Christian	46%	(481)	45%	(470)	9%	(95)	1046
Community: Urban	48%	(257)	44%	(234)	8%	(42)	533
Community: Suburban	53%	(542)	42%	(428)	6%	(59)	1030
Community: Rural	43%	(275)	49%	(315)	7%	(48)	638
Employ: Private Sector	53%	(353)	43%	(290)	4%	(28)	671
Employ: Government	48%	(78)	42%	(67)	10%	(16)	161
Employ: Self-Employed	50%	(87)	43%	(76)	7%	(13)	176
Employ: Homemaker	50%	(69)	48%	(67)	2%	(2)	139
Employ: Student	37%	(47)	48%	(62)	15%	(19)	127
Employ: Retired	54%	(253)	41%	(192)	5%	(22)	467
Employ: Unemployed	36%	(86)	51%	(120)	13%	(30)	236
Employ: Other	46%	(103)	46%	(103)	8%	(19)	225
Military HH: Yes	49%	(194)	46%	(181)	5%	(21)	396
Military HH: No	49%	(880)	44%	(796)	7%	(127)	1804
RD/WT: Right Direction	47%	(403)	46%	(389)	7%	(60)	852
RD/WT: Wrong Track	50%	(672)	44%	(588)	7%	(88)	1348
Trump Job Approve	48%	(421)	46%	(401)	7%	(59)	881
Trump Job Disapprove	52%	(618)	42%	(497)	6%	(65)	1180

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

Television

Demographic	Television: An avid fan		Television: A casual fan		Television: Not a fan		Total N
Adults	49%	(1075)	44%	(977)	7%	(148)	2200
Trump Job Strongly Approve	50%	(229)	43%	(199)	7%	(32)	460
Trump Job Somewhat Approve	46%	(192)	48%	(202)	6%	(27)	421
Trump Job Somewhat Disapprove	47%	(130)	47%	(130)	5%	(15)	275
Trump Job Strongly Disapprove	54%	(488)	41%	(367)	6%	(51)	906
Favorable of Trump	47%	(411)	47%	(405)	6%	(53)	869
Unfavorable of Trump	53%	(616)	42%	(485)	6%	(67)	1168
Very Favorable of Trump	52%	(248)	42%	(200)	7%	(32)	480
Somewhat Favorable of Trump	42%	(163)	53%	(204)	5%	(21)	388
Somewhat Unfavorable of Trump	49%	(109)	45%	(102)	6%	(13)	224
Very Unfavorable of Trump	54%	(507)	41%	(383)	6%	(54)	944
#1 Issue: Economy	45%	(258)	48%	(271)	7%	(39)	569
#1 Issue: Security	49%	(217)	46%	(202)	5%	(23)	443
#1 Issue: Health Care	55%	(203)	39%	(144)	6%	(21)	368
#1 Issue: Medicare / Social Security	55%	(174)	39%	(125)	6%	(19)	318
#1 Issue: Women's Issues	46%	(55)	46%	(55)	7%	(9)	119
#1 Issue: Education	45%	(66)	47%	(69)	8%	(12)	148
#1 Issue: Energy	41%	(46)	53%	(59)	6%	(6)	111
#1 Issue: Other	45%	(56)	41%	(51)	14%	(17)	123
2018 House Vote: Democrat	56%	(438)	40%	(313)	4%	(28)	779
2018 House Vote: Republican	50%	(355)	44%	(316)	6%	(42)	713
2018 House Vote: Someone else	50%	(45)	44%	(39)	7%	(6)	90
2018 House Vote: Didnt Vote	39%	(236)	50%	(309)	11%	(68)	612
2016 Vote: Hillary Clinton	58%	(410)	37%	(263)	4%	(28)	700
2016 Vote: Donald Trump	50%	(329)	44%	(288)	6%	(38)	655
2016 Vote: Someone else	43%	(78)	52%	(95)	6%	(10)	183
2016 Vote: Didnt Vote	39%	(257)	50%	(330)	11%	(70)	657
Voted in 2014: Yes	53%	(733)	41%	(570)	5%	(70)	1374
Voted in 2014: No	41%	(341)	49%	(407)	9%	(78)	826

Continued on next page

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

Demographic	Television: An avid fan		Television: A casual fan		Television: Not a fan		Total N
Adults	49%	(1075)	44%	(977)	7%	(148)	2200
2012 Vote: Barack Obama	56%	(459)	39%	(321)	4%	(36)	816
2012 Vote: Mitt Romney	49%	(251)	46%	(237)	6%	(29)	517
2012 Vote: Other	42%	(39)	52%	(48)	5%	(5)	92
2012 Vote: Didn't Vote	42%	(323)	48%	(371)	10%	(77)	771
4-Region: Northeast	53%	(209)	41%	(163)	5%	(21)	394
4-Region: Midwest	48%	(223)	46%	(214)	5%	(25)	462
4-Region: South	52%	(428)	43%	(357)	5%	(39)	824
4-Region: West	41%	(214)	47%	(243)	12%	(63)	520
Watch TV: Every day	66%	(687)	33%	(343)	1%	(10)	1039
Watch TV: Several times per week	44%	(213)	53%	(258)	3%	(13)	484
Watch TV: About once per week	30%	(48)	59%	(95)	11%	(17)	160
Watch TV: Several times per month	25%	(31)	67%	(84)	9%	(11)	127
Watch TV: About once per month	15%	(9)	80%	(48)	5%	(3)	59
Watch TV: Less often than once per month	23%	(22)	51%	(50)	26%	(26)	99
Watch TV: Never	28%	(64)	43%	(100)	29%	(68)	231
Watch Movies: Every day	62%	(218)	35%	(123)	3%	(9)	350
Watch Movies: Several times per week	59%	(342)	38%	(220)	2%	(14)	576
Watch Movies: About once per week	45%	(182)	50%	(204)	5%	(20)	406
Watch Movies: Several times per month	44%	(113)	49%	(124)	7%	(17)	254
Watch Movies: About once per month	32%	(60)	56%	(106)	12%	(23)	190
Watch Movies: Less often than once per month	37%	(78)	54%	(112)	8%	(17)	207
Watch Movies: Never	38%	(83)	40%	(88)	22%	(47)	218
Watch Sporting Events: Every day	61%	(109)	38%	(68)	2%	(3)	181
Watch Sporting Events: Several times per week	62%	(212)	36%	(123)	2%	(7)	342
Watch Sporting Events: About once per week	53%	(116)	43%	(93)	4%	(9)	217
Watch Sporting Events: Several times per month	49%	(81)	45%	(74)	6%	(10)	165
Watch Sporting Events: About once per month	47%	(76)	48%	(78)	5%	(9)	162
Watch Sporting Events: Less often than once per month	48%	(168)	45%	(156)	8%	(26)	351
Watch Sporting Events: Never	40%	(313)	49%	(385)	11%	(84)	782

Continued on next page

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

Television

Demographic	Television: An avid fan		Television: A casual fan		Television: Not a fan		Total N
Adults	49%	(1075)	44%	(977)	7%	(148)	2200
Cable TV: Currently subscribe	56%	(604)	41%	(436)	3%	(33)	1073
Cable TV: Subscribed in past	45%	(319)	48%	(343)	7%	(48)	709
Cable TV: Never subscribed	36%	(152)	47%	(198)	16%	(68)	418
Sattelite TV: Currently subscribe	52%	(261)	45%	(225)	3%	(15)	502
Sattelite TV: Subscribed in past	49%	(276)	45%	(254)	6%	(32)	563
Sattelite TV: Never subscribed	47%	(537)	44%	(498)	9%	(101)	1136
Streaming services: Currently subscribe	53%	(665)	43%	(542)	5%	(58)	1265
Streaming services: Subscribed in past	37%	(86)	52%	(119)	11%	(26)	231
Streaming services: Never subscribed	46%	(324)	45%	(316)	9%	(64)	705
Film: An avid fan	74%	(603)	24%	(192)	2%	(18)	813
Film: A casual fan	36%	(407)	59%	(677)	5%	(59)	1143
Film: Not a fan	26%	(65)	44%	(108)	29%	(72)	244
Television: An avid fan	100%	(1075)	—	(0)	—	(0)	1075
Television: A casual fan	—	(0)	100%	(977)	—	(0)	977
Television: Not a fan	—	(0)	—	(0)	100%	(148)	148
Music: An avid fan	60%	(713)	35%	(419)	5%	(62)	1195
Music: A casual fan	38%	(335)	57%	(509)	5%	(47)	891
Music: Not a fan	24%	(27)	43%	(49)	34%	(38)	114
Fashion: An avid fan	67%	(219)	27%	(87)	6%	(21)	326
Fashion: A casual fan	51%	(472)	46%	(428)	3%	(32)	932
Fashion: Not a fan	41%	(384)	49%	(462)	10%	(96)	942
Evangelical	50%	(301)	44%	(270)	6%	(36)	606
Non-Evangelical	49%	(774)	44%	(708)	7%	(112)	1594
Frequent TV watchers	59%	(900)	39%	(600)	2%	(23)	1524
Frequent movie watchers	60%	(560)	37%	(343)	2%	(23)	926

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	Music: An avid fan		Music: A casual fan		Music: Not a fan		Total N
Adults	54%	(1195)	41%	(891)	5%	(114)	2200
Gender: Male	54%	(572)	41%	(436)	5%	(54)	1062
Gender: Female	55%	(623)	40%	(455)	5%	(60)	1138
Age: 18-29	70%	(329)	28%	(134)	2%	(10)	474
Age: 30-44	63%	(341)	33%	(178)	4%	(20)	539
Age: 45-54	56%	(206)	38%	(139)	5%	(20)	365
Age: 55-64	43%	(166)	51%	(197)	6%	(23)	386
Age: 65+	35%	(153)	56%	(242)	9%	(41)	436
Generation Z: 18-22	77%	(182)	20%	(48)	3%	(8)	238
Millennial: Age 23-38	65%	(367)	32%	(184)	3%	(16)	568
Generation X: Age 39-54	57%	(326)	38%	(219)	5%	(27)	572
Boomers: Age 55-73	39%	(282)	54%	(392)	6%	(46)	720
PID: Dem (no lean)	57%	(421)	39%	(287)	4%	(32)	739
PID: Ind (no lean)	58%	(455)	37%	(287)	5%	(40)	782
PID: Rep (no lean)	47%	(319)	47%	(317)	6%	(42)	679
PID/Gender: Dem Men	56%	(187)	39%	(131)	5%	(17)	335
PID/Gender: Dem Women	58%	(234)	38%	(156)	4%	(15)	404
PID/Gender: Ind Men	58%	(234)	37%	(149)	4%	(18)	401
PID/Gender: Ind Women	58%	(221)	36%	(138)	6%	(22)	381
PID/Gender: Rep Men	46%	(151)	48%	(156)	6%	(19)	326
PID/Gender: Rep Women	48%	(168)	46%	(161)	7%	(24)	353
Ideo: Liberal (1-3)	61%	(398)	35%	(228)	4%	(29)	655
Ideo: Moderate (4)	54%	(256)	42%	(197)	4%	(18)	472
Ideo: Conservative (5-7)	47%	(355)	46%	(353)	7%	(52)	759
Educ: < College	58%	(873)	37%	(561)	5%	(79)	1512
Educ: Bachelors degree	48%	(211)	49%	(216)	4%	(16)	444
Educ: Post-grad	45%	(111)	47%	(114)	8%	(19)	244

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

Music

Demographic	Music: An avid fan	Music: A casual fan	Music: Not a fan	Total N
Adults	54% (1195)	41% (891)	5% (114)	2200
Income: Under 50k	56% (670)	38% (450)	6% (70)	1189
Income: 50k-100k	51% (347)	44% (300)	5% (33)	680
Income: 100k+	54% (178)	43% (142)	3% (11)	331
Ethnicity: White	52% (898)	43% (736)	5% (88)	1722
Ethnicity: Hispanic	63% (219)	35% (122)	2% (9)	349
Ethnicity: Afr. Am.	66% (182)	30% (82)	4% (11)	274
Ethnicity: Other	56% (115)	36% (74)	7% (15)	204
Relig: Protestant	45% (227)	49% (251)	6% (32)	510
Relig: Roman Catholic	48% (184)	46% (174)	6% (22)	381
Relig: Ath./Agn./None	58% (403)	37% (258)	5% (35)	697
Relig: Something Else	63% (221)	33% (114)	4% (15)	349
Relig: Jewish	45% (25)	47% (26)	9% (5)	56
Relig: All Christian	49% (570)	45% (519)	6% (64)	1154
Relig: All Non-Christian	60% (624)	36% (372)	5% (50)	1046
Community: Urban	60% (318)	35% (186)	5% (29)	533
Community: Suburban	54% (558)	41% (427)	4% (44)	1030
Community: Rural	50% (319)	44% (278)	6% (41)	638
Employ: Private Sector	58% (387)	39% (264)	3% (20)	671
Employ: Government	54% (87)	41% (66)	5% (7)	161
Employ: Self-Employed	61% (108)	35% (61)	4% (7)	176
Employ: Homemaker	59% (82)	38% (52)	4% (5)	139
Employ: Student	72% (92)	26% (33)	2% (2)	127
Employ: Retired	33% (155)	57% (264)	10% (47)	467
Employ: Unemployed	61% (144)	33% (78)	6% (14)	236
Employ: Other	62% (140)	32% (73)	5% (12)	225
Military HH: Yes	50% (197)	45% (178)	6% (22)	396
Military HH: No	55% (998)	40% (713)	5% (92)	1804
RD/WT: Right Direction	50% (424)	44% (378)	6% (50)	852
RD/WT: Wrong Track	57% (771)	38% (513)	5% (64)	1348
Trump Job Approve	50% (443)	44% (384)	6% (53)	881
Trump Job Disapprove	57% (671)	39% (462)	4% (48)	1180

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

Music

Demographic	Music: An avid fan	Music: A casual fan	Music: Not a fan	Total N
Adults	54% (1195)	41% (891)	5% (114)	2200
Trump Job Strongly Approve	53% (245)	41% (187)	6% (27)	460
Trump Job Somewhat Approve	47% (198)	47% (197)	6% (26)	421
Trump Job Somewhat Disapprove	55% (152)	41% (114)	3% (9)	275
Trump Job Strongly Disapprove	57% (519)	38% (348)	4% (38)	906
Favorable of Trump	50% (432)	45% (387)	6% (50)	869
Unfavorable of Trump	57% (661)	39% (456)	4% (51)	1168
Very Favorable of Trump	55% (265)	38% (182)	7% (33)	480
Somewhat Favorable of Trump	43% (166)	53% (205)	4% (17)	388
Somewhat Unfavorable of Trump	54% (122)	41% (91)	5% (11)	224
Very Unfavorable of Trump	57% (539)	39% (365)	4% (41)	944
#1 Issue: Economy	58% (329)	39% (220)	4% (20)	569
#1 Issue: Security	50% (222)	43% (191)	7% (30)	443
#1 Issue: Health Care	56% (204)	40% (148)	4% (16)	368
#1 Issue: Medicare / Social Security	48% (153)	44% (140)	8% (26)	318
#1 Issue: Women's Issues	60% (71)	39% (46)	1% (1)	119
#1 Issue: Education	58% (86)	35% (52)	7% (10)	148
#1 Issue: Energy	59% (66)	39% (43)	3% (3)	111
#1 Issue: Other	52% (65)	41% (51)	7% (8)	123
2018 House Vote: Democrat	54% (425)	41% (322)	4% (33)	779
2018 House Vote: Republican	48% (341)	46% (330)	6% (42)	713
2018 House Vote: Someone else	55% (50)	37% (34)	8% (7)	90
2018 House Vote: Didnt Vote	62% (378)	33% (204)	5% (30)	612
2016 Vote: Hillary Clinton	56% (390)	39% (273)	5% (37)	700
2016 Vote: Donald Trump	45% (298)	48% (314)	7% (44)	655
2016 Vote: Someone else	49% (89)	47% (85)	5% (8)	183
2016 Vote: Didnt Vote	63% (417)	33% (215)	4% (25)	657
Voted in 2014: Yes	50% (682)	45% (620)	5% (72)	1374
Voted in 2014: No	62% (513)	33% (271)	5% (42)	826

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

Music

Demographic	Music: An avid fan	Music: A casual fan	Music: Not a fan	Total N
Adults	54% (1195)	41% (891)	5% (114)	2200
2012 Vote: Barack Obama	54% (443)	41% (335)	5% (38)	816
2012 Vote: Mitt Romney	41% (212)	53% (273)	6% (32)	517
2012 Vote: Other	64% (59)	32% (29)	4% (4)	92
2012 Vote: Didn't Vote	62% (479)	33% (252)	5% (39)	771
4-Region: Northeast	54% (212)	40% (157)	6% (24)	394
4-Region: Midwest	54% (252)	42% (194)	4% (17)	462
4-Region: South	54% (449)	40% (333)	5% (42)	824
4-Region: West	54% (282)	40% (207)	6% (31)	520
Watch TV: Every day	58% (604)	38% (398)	4% (38)	1039
Watch TV: Several times per week	56% (272)	40% (196)	3% (16)	484
Watch TV: About once per week	49% (79)	48% (76)	3% (4)	160
Watch TV: Several times per month	49% (63)	41% (52)	9% (12)	127
Watch TV: About once per month	61% (36)	38% (23)	1% (0)	59
Watch TV: Less often than once per month	47% (46)	44% (44)	9% (9)	99
Watch TV: Never	41% (94)	44% (103)	15% (35)	231
Watch Movies: Every day	69% (240)	28% (97)	4% (13)	350
Watch Movies: Several times per week	63% (361)	35% (201)	2% (14)	576
Watch Movies: About once per week	55% (225)	41% (168)	3% (13)	406
Watch Movies: Several times per month	51% (130)	46% (116)	3% (7)	254
Watch Movies: About once per month	46% (86)	50% (94)	5% (9)	190
Watch Movies: Less often than once per month	33% (68)	58% (120)	9% (19)	207
Watch Movies: Never	38% (84)	43% (95)	18% (39)	218
Watch Sporting Events: Every day	59% (106)	39% (71)	2% (4)	181
Watch Sporting Events: Several times per week	61% (210)	36% (121)	3% (10)	342
Watch Sporting Events: About once per week	50% (109)	45% (99)	5% (10)	217
Watch Sporting Events: Several times per month	58% (96)	38% (64)	4% (6)	165
Watch Sporting Events: About once per month	59% (96)	36% (58)	5% (8)	162
Watch Sporting Events: Less often than once per month	58% (202)	40% (139)	3% (9)	351
Watch Sporting Events: Never	48% (375)	43% (340)	9% (67)	782

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

Music

Demographic	Music: An avid fan	Music: A casual fan	Music: Not a fan	Total N
Adults	54% (1195)	41% (891)	5% (114)	2200
Cable TV: Currently subscribe	56% (596)	40% (431)	4% (46)	1073
Cable TV: Subscribed in past	57% (402)	41% (288)	3% (20)	709
Cable TV: Never subscribed	47% (197)	41% (173)	12% (48)	418
Sattelite TV: Currently subscribe	54% (271)	42% (212)	4% (18)	502
Sattelite TV: Subscribed in past	61% (341)	36% (201)	4% (21)	563
Sattelite TV: Never subscribed	51% (582)	42% (479)	7% (75)	1136
Streaming services: Currently subscribe	61% (768)	35% (448)	4% (48)	1265
Streaming services: Subscribed in past	55% (128)	41% (94)	4% (9)	231
Streaming services: Never subscribed	42% (299)	50% (349)	8% (57)	705
Film: An avid fan	78% (631)	21% (170)	1% (12)	813
Film: A casual fan	43% (489)	54% (613)	4% (41)	1143
Film: Not a fan	30% (74)	44% (108)	25% (62)	244
Television: An avid fan	66% (713)	31% (335)	3% (27)	1075
Television: A casual fan	43% (419)	52% (509)	5% (49)	977
Television: Not a fan	42% (62)	32% (47)	26% (38)	148
Music: An avid fan	100% (1195)	— (0)	— (0)	1195
Music: A casual fan	— (0)	100% (891)	— (0)	891
Music: Not a fan	— (0)	— (0)	100% (114)	114
Fashion: An avid fan	89% (291)	10% (32)	1% (3)	326
Fashion: A casual fan	57% (527)	42% (388)	2% (17)	932
Fashion: Not a fan	40% (376)	50% (472)	10% (94)	942
Evangelical	53% (318)	42% (253)	6% (35)	606
Non-Evangelical	55% (876)	40% (638)	5% (79)	1594
Frequent TV watchers	58% (876)	39% (594)	4% (54)	1524
Frequent movie watchers	65% (601)	32% (298)	3% (27)	926

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	Fashion: An avid fan		Fashion: A casual fan		Fashion: Not a fan		Total N
Adults	15%	(326)	42%	(932)	43%	(942)	2200
Gender: Male	9%	(95)	32%	(344)	59%	(623)	1062
Gender: Female	20%	(231)	52%	(588)	28%	(320)	1138
Age: 18-29	24%	(113)	42%	(197)	34%	(163)	474
Age: 30-44	18%	(97)	44%	(235)	38%	(207)	539
Age: 45-54	15%	(56)	38%	(139)	46%	(169)	365
Age: 55-64	7%	(28)	45%	(172)	48%	(186)	386
Age: 65+	7%	(31)	43%	(188)	50%	(217)	436
Generation Z: 18-22	29%	(68)	41%	(98)	30%	(71)	238
Millennial: Age 23-38	19%	(107)	43%	(244)	38%	(217)	568
Generation X: Age 39-54	16%	(91)	40%	(230)	44%	(251)	572
Boomers: Age 55-73	7%	(53)	45%	(324)	48%	(343)	720
PID: Dem (no lean)	20%	(149)	47%	(347)	33%	(244)	739
PID: Ind (no lean)	15%	(115)	41%	(317)	45%	(350)	782
PID: Rep (no lean)	9%	(63)	39%	(268)	51%	(349)	679
PID/Gender: Dem Men	12%	(41)	40%	(134)	48%	(160)	335
PID/Gender: Dem Women	27%	(107)	53%	(213)	21%	(84)	404
PID/Gender: Ind Men	10%	(41)	32%	(127)	58%	(233)	401
PID/Gender: Ind Women	19%	(74)	50%	(190)	31%	(117)	381
PID/Gender: Rep Men	4%	(13)	25%	(83)	71%	(230)	326
PID/Gender: Rep Women	14%	(50)	52%	(185)	34%	(119)	353
Ideo: Liberal (1-3)	17%	(110)	48%	(317)	35%	(228)	655
Ideo: Moderate (4)	17%	(79)	46%	(217)	37%	(176)	472
Ideo: Conservative (5-7)	9%	(71)	38%	(289)	53%	(399)	759
Educ: < College	16%	(238)	43%	(657)	41%	(617)	1512
Educ: Bachelors degree	13%	(59)	40%	(178)	47%	(207)	444
Educ: Post-grad	12%	(29)	40%	(97)	49%	(119)	244

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

Fashion

Demographic	Fashion: An avid fan		Fashion: A casual fan		Fashion: Not a fan		Total N
Adults	15%	(326)	42%	(932)	43%	(942)	2200
Income: Under 50k	15%	(179)	42%	(497)	43%	(514)	1189
Income: 50k-100k	13%	(87)	45%	(309)	42%	(285)	680
Income: 100k+	18%	(60)	38%	(126)	44%	(144)	331
Ethnicity: White	11%	(197)	42%	(718)	47%	(807)	1722
Ethnicity: Hispanic	23%	(79)	45%	(158)	32%	(112)	349
Ethnicity: Afr. Am.	35%	(96)	43%	(119)	21%	(59)	274
Ethnicity: Other	16%	(32)	47%	(95)	38%	(77)	204
Relig: Protestant	9%	(46)	39%	(198)	52%	(266)	510
Relig: Roman Catholic	13%	(48)	47%	(178)	41%	(155)	381
Relig: Ath./Agn./None	16%	(112)	40%	(277)	44%	(307)	697
Relig: Something Else	20%	(69)	46%	(160)	34%	(120)	349
Relig: Jewish	6%	(4)	42%	(23)	52%	(29)	56
Relig: All Christian	13%	(144)	43%	(495)	45%	(515)	1154
Relig: All Non-Christian	17%	(182)	42%	(437)	41%	(428)	1046
Community: Urban	18%	(96)	47%	(250)	35%	(187)	533
Community: Suburban	15%	(149)	44%	(456)	41%	(425)	1030
Community: Rural	13%	(81)	36%	(227)	52%	(330)	638
Employ: Private Sector	15%	(103)	43%	(285)	42%	(283)	671
Employ: Government	12%	(20)	45%	(73)	42%	(68)	161
Employ: Self-Employed	22%	(38)	42%	(73)	37%	(65)	176
Employ: Homemaker	18%	(25)	47%	(65)	35%	(49)	139
Employ: Student	27%	(35)	40%	(51)	32%	(41)	127
Employ: Retired	7%	(32)	40%	(185)	53%	(249)	467
Employ: Unemployed	13%	(30)	42%	(99)	46%	(107)	236
Employ: Other	20%	(44)	45%	(100)	35%	(80)	225
Military HH: Yes	10%	(38)	44%	(173)	47%	(185)	396
Military HH: No	16%	(287)	42%	(759)	42%	(757)	1804
RD/WT: Right Direction	11%	(91)	41%	(349)	48%	(413)	852
RD/WT: Wrong Track	17%	(235)	43%	(583)	39%	(529)	1348
Trump Job Approve	10%	(91)	39%	(347)	50%	(443)	881
Trump Job Disapprove	18%	(211)	44%	(519)	38%	(450)	1180

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

Fashion

Demographic	Fashion: An avid fan		Fashion: A casual fan		Fashion: Not a fan		Total N
Adults	15%	(326)	42%	(932)	43%	(942)	2200
Trump Job Strongly Approve	9%	(43)	37%	(169)	54%	(247)	460
Trump Job Somewhat Approve	11%	(48)	42%	(178)	46%	(195)	421
Trump Job Somewhat Disapprove	20%	(55)	44%	(122)	36%	(98)	275
Trump Job Strongly Disapprove	17%	(156)	44%	(397)	39%	(353)	906
Favorable of Trump	10%	(89)	40%	(349)	50%	(431)	869
Unfavorable of Trump	17%	(193)	45%	(522)	39%	(453)	1168
Very Favorable of Trump	9%	(41)	37%	(177)	55%	(262)	480
Somewhat Favorable of Trump	12%	(48)	44%	(172)	43%	(169)	388
Somewhat Unfavorable of Trump	16%	(35)	42%	(95)	42%	(93)	224
Very Unfavorable of Trump	17%	(158)	45%	(427)	38%	(360)	944
#1 Issue: Economy	19%	(106)	39%	(221)	43%	(242)	569
#1 Issue: Security	10%	(44)	45%	(197)	46%	(202)	443
#1 Issue: Health Care	14%	(50)	45%	(165)	42%	(153)	368
#1 Issue: Medicare / Social Security	13%	(42)	42%	(133)	45%	(144)	318
#1 Issue: Women's Issues	17%	(21)	60%	(71)	23%	(27)	119
#1 Issue: Education	18%	(26)	34%	(51)	48%	(71)	148
#1 Issue: Energy	16%	(18)	41%	(46)	43%	(48)	111
#1 Issue: Other	16%	(20)	40%	(49)	44%	(55)	123
2018 House Vote: Democrat	18%	(143)	45%	(351)	37%	(285)	779
2018 House Vote: Republican	9%	(62)	40%	(285)	51%	(366)	713
2018 House Vote: Someone else	14%	(13)	46%	(41)	40%	(36)	90
2018 House Vote: Didnt Vote	17%	(106)	41%	(253)	41%	(253)	612
2016 Vote: Hillary Clinton	17%	(121)	45%	(314)	38%	(265)	700
2016 Vote: Donald Trump	9%	(57)	40%	(259)	52%	(339)	655
2016 Vote: Someone else	9%	(16)	45%	(83)	46%	(84)	183
2016 Vote: Didnt Vote	20%	(130)	42%	(276)	38%	(251)	657
Voted in 2014: Yes	13%	(172)	43%	(595)	44%	(606)	1374
Voted in 2014: No	19%	(154)	41%	(337)	41%	(336)	826

Continued on next page

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

Fashion

Demographic	Fashion: An avid fan		Fashion: A casual fan		Fashion: Not a fan		Total N
Adults	15%	(326)	42%	(932)	43%	(942)	2200
2012 Vote: Barack Obama	16%	(133)	45%	(367)	39%	(316)	816
2012 Vote: Mitt Romney	7%	(38)	40%	(207)	53%	(272)	517
2012 Vote: Other	6%	(6)	43%	(39)	51%	(47)	92
2012 Vote: Didn't Vote	19%	(149)	41%	(318)	39%	(303)	771
4-Region: Northeast	13%	(50)	48%	(189)	40%	(155)	394
4-Region: Midwest	15%	(71)	41%	(189)	44%	(202)	462
4-Region: South	17%	(143)	41%	(335)	42%	(346)	824
4-Region: West	12%	(62)	42%	(220)	46%	(238)	520
Watch TV: Every day	18%	(189)	42%	(438)	40%	(413)	1039
Watch TV: Several times per week	12%	(58)	43%	(211)	45%	(216)	484
Watch TV: About once per week	12%	(19)	49%	(78)	39%	(62)	160
Watch TV: Several times per month	11%	(14)	43%	(54)	46%	(58)	127
Watch TV: About once per month	20%	(12)	36%	(21)	44%	(26)	59
Watch TV: Less often than once per month	11%	(11)	41%	(41)	48%	(47)	99
Watch TV: Never	10%	(23)	39%	(89)	52%	(120)	231
Watch Movies: Every day	25%	(89)	39%	(135)	36%	(126)	350
Watch Movies: Several times per week	16%	(93)	46%	(267)	37%	(216)	576
Watch Movies: About once per week	14%	(56)	43%	(175)	43%	(174)	406
Watch Movies: Several times per month	12%	(31)	46%	(116)	42%	(107)	254
Watch Movies: About once per month	11%	(21)	40%	(75)	49%	(94)	190
Watch Movies: Less often than once per month	8%	(17)	43%	(89)	49%	(101)	207
Watch Movies: Never	9%	(20)	34%	(74)	57%	(125)	218
Watch Sporting Events: Every day	22%	(39)	37%	(67)	41%	(74)	181
Watch Sporting Events: Several times per week	13%	(46)	43%	(146)	44%	(150)	342
Watch Sporting Events: About once per week	12%	(26)	42%	(92)	46%	(100)	217
Watch Sporting Events: Several times per month	17%	(29)	42%	(69)	40%	(67)	165
Watch Sporting Events: About once per month	17%	(28)	46%	(74)	37%	(60)	162
Watch Sporting Events: Less often than once per month	15%	(53)	41%	(144)	44%	(154)	351
Watch Sporting Events: Never	14%	(106)	43%	(340)	43%	(336)	782

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

Fashion

Demographic	Fashion: An avid fan		Fashion: A casual fan		Fashion: Not a fan		Total N
Adults	15%	(326)	42%	(932)	43%	(942)	2200
Cable TV: Currently subscribe	16%	(174)	45%	(481)	39%	(417)	1073
Cable TV: Subscribed in past	13%	(95)	43%	(305)	44%	(309)	709
Cable TV: Never subscribed	14%	(57)	35%	(146)	52%	(215)	418
Sattelite TV: Currently subscribe	17%	(87)	42%	(209)	41%	(206)	502
Sattelite TV: Subscribed in past	17%	(95)	43%	(241)	40%	(226)	563
Sattelite TV: Never subscribed	13%	(144)	42%	(482)	45%	(510)	1136
Streaming services: Currently subscribe	17%	(216)	43%	(540)	40%	(509)	1265
Streaming services: Subscribed in past	16%	(37)	46%	(106)	38%	(87)	231
Streaming services: Never subscribed	10%	(72)	41%	(287)	49%	(346)	705
Film: An avid fan	23%	(188)	45%	(366)	32%	(260)	813
Film: A casual fan	10%	(115)	44%	(505)	46%	(523)	1143
Film: Not a fan	10%	(24)	25%	(61)	65%	(160)	244
Television: An avid fan	20%	(219)	44%	(472)	36%	(384)	1075
Television: A casual fan	9%	(87)	44%	(428)	47%	(462)	977
Television: Not a fan	14%	(21)	21%	(32)	65%	(96)	148
Music: An avid fan	24%	(291)	44%	(527)	31%	(376)	1195
Music: A casual fan	4%	(32)	43%	(388)	53%	(472)	891
Music: Not a fan	2%	(3)	15%	(17)	83%	(94)	114
Fashion: An avid fan	100%	(326)	—	(0)	—	(0)	326
Fashion: A casual fan	—	(0)	100%	(932)	—	(0)	932
Fashion: Not a fan	—	(0)	—	(0)	100%	(942)	942
Evangelical	15%	(90)	42%	(254)	43%	(262)	606
Non-Evangelical	15%	(236)	43%	(678)	43%	(680)	1594
Frequent TV watchers	16%	(247)	43%	(648)	41%	(629)	1524
Frequent movie watchers	20%	(182)	43%	(402)	37%	(342)	926

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	2200	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1138	52%
	N	2200	
age5	Age: 18-29	474	22%
	Age: 30-44	539	25%
	Age: 45-54	365	17%
	Age: 55-64	386	18%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	Generation Z: 18-22	238	11%
	Millennial: Age 23-38	568	26%
	Generation X: Age 39-54	572	26%
	Boomers: Age 55-73	720	33%
	N	2098	
xpid3	PID: Dem (no lean)	739	34%
	PID: Ind (no lean)	782	36%
	PID: Rep (no lean)	679	31%
	N	2200	
xpidGender	PID/Gender: Dem Men	335	15%
	PID/Gender: Dem Women	404	18%
	PID/Gender: Ind Men	401	18%
	PID/Gender: Ind Women	381	17%
	PID/Gender: Rep Men	326	15%
	PID/Gender: Rep Women	353	16%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	655	30%
	Ideo: Moderate (4)	472	21%
	Ideo: Conservative (5-7)	759	35%
	N	1887	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1189	54%
	Income: 50k-100k	680	31%
	Income: 100k+	331	15%
	N	2200	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Afr. Am.	274	12%
demRaceOther	Ethnicity: Other	204	9%
xrelNet	Relig: Protestant	510	23%
	Relig: Roman Catholic	381	17%
	Relig: Ath./Agn./None	697	32%
	Relig: Something Else	349	16%
	N	1937	
xreligion1	Relig: Jewish	56	3%
xreligion3	Relig: All Christian	1154	52%
	Relig: All Non-Christian	1046	48%
	N	2200	
xdemUsr	Community: Urban	533	24%
	Community: Suburban	1030	47%
	Community: Rural	638	29%
	N	2200	
xdemEmploy	Employ: Private Sector	671	30%
	Employ: Government	161	7%
	Employ: Self-Employed	176	8%
	Employ: Homemaker	139	6%
	Employ: Student	127	6%
	Employ: Retired	467	21%
	Employ: Unemployed	236	11%
	Employ: Other	225	10%
	N	2200	
xdemMilHH1	Military HH: Yes	396	18%
	Military HH: No	1804	82%
	N	2200	
xnr1	RD/WT: Right Direction	852	39%
	RD/WT: Wrong Track	1348	61%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Approve	Trump Job Approve	881	40%
	Trump Job Disapprove	1180	54%
	N	2061	
Trump_Approve2	Trump Job Strongly Approve	460	21%
	Trump Job Somewhat Approve	421	19%
	Trump Job Somewhat Disapprove	275	12%
	Trump Job Strongly Disapprove	906	41%
	N	2061	
Trump_Fav	Favorable of Trump	869	39%
	Unfavorable of Trump	1168	53%
	N	2037	
Trump_Fav_FULL	Very Favorable of Trump	480	22%
	Somewhat Favorable of Trump	388	18%
	Somewhat Unfavorable of Trump	224	10%
	Very Unfavorable of Trump	944	43%
	N	2037	
xnr3	#1 Issue: Economy	569	26%
	#1 Issue: Security	443	20%
	#1 Issue: Health Care	368	17%
	#1 Issue: Medicare / Social Security	318	14%
	#1 Issue: Women's Issues	119	5%
	#1 Issue: Education	148	7%
	#1 Issue: Energy	111	5%
	#1 Issue: Other	123	6%
	N	2200	
xsubVote18O	2018 House Vote: Democrat	779	35%
	2018 House Vote: Republican	713	32%
	2018 House Vote: Someone else	90	4%
	2018 House Vote: Didnt Vote	612	28%
	N	2195	
xsubVote16O	2016 Vote: Hillary Clinton	700	32%
	2016 Vote: Donald Trump	655	30%
	2016 Vote: Someone else	183	8%
	2016 Vote: Didnt Vote	657	30%
	N	2195	
xsubVote14O	Voted in 2014: Yes	1374	62%
	Voted in 2014: No	826	38%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote12O	2012 Vote: Barack Obama	816	37%
	2012 Vote: Mitt Romney	517	24%
	2012 Vote: Other	92	4%
	2012 Vote: Didn't Vote	771	35%
	N	2195	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	
HRdem1_1	Watch TV: Every day	1039	47%
	Watch TV: Several times per week	484	22%
	Watch TV: About once per week	160	7%
	Watch TV: Several times per month	127	6%
	Watch TV: About once per month	59	3%
	Watch TV: Less often than once per month	99	4%
	Watch TV: Never	231	11%
N	2200		
HRdem1_2	Watch Movies: Every day	350	16%
	Watch Movies: Several times per week	576	26%
	Watch Movies: About once per week	406	18%
	Watch Movies: Several times per month	254	12%
	Watch Movies: About once per month	190	9%
	Watch Movies: Less often than once per month	207	9%
	Watch Movies: Never	218	10%
N	2200		
HRdem1_3	Watch Sporting Events: Every day	181	8%
	Watch Sporting Events: Several times per week	342	16%
	Watch Sporting Events: About once per week	217	10%
	Watch Sporting Events: Several times per month	165	8%
	Watch Sporting Events: About once per month	162	7%
	Watch Sporting Events: Less often than once per month	351	16%
	Watch Sporting Events: Never	782	36%
N	2200		
HRdem2_1	Cable TV: Currently subscribe	1073	49%
	Cable TV: Subscribed in past	709	32%
	Cable TV: Never subscribed	418	19%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
HRdem2_2	Sattelite TV: Currently subscribe	502	23%
	Sattelite TV: Subscribed in past	563	26%
	Sattelite TV: Never subscribed	1136	52%
	N	2200	
HRdem2_3	Streaming services: Currently subscribe	1265	57%
	Streaming services: Subscribed in past	231	10%
	Streaming services: Never subscribed	705	32%
	N	2200	
HRdem3_1	Film: An avid fan	813	37%
	Film: A casual fan	1143	52%
	Film: Not a fan	244	11%
	N	2200	
HRdem3_2	Television: An avid fan	1075	49%
	Television: A casual fan	977	44%
	Television: Not a fan	148	7%
	N	2200	
HRdem3_3	Music: An avid fan	1195	54%
	Music: A casual fan	891	41%
	Music: Not a fan	114	5%
	N	2200	
HRdem3_4	Fashion: An avid fan	326	15%
	Fashion: A casual fan	932	42%
	Fashion: Not a fan	942	43%
	N	2200	
xdemEvang	Evangelical	606	28%
	Non-Evangelical	1594	72%
	N	2200	
HRdem3x	Frequent TV watchers	1524	69%
HRdem4x	Frequent movie watchers	926	42%

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

