



National Tracking Poll #190524
May 09-11, 2019

Crosstabulation Results

Methodology:

This poll was conducted between May 9-May 11, 2019 among a national sample of 2201 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, 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: How much have you seen, read or heard about each of the following?
A live-action version of 'The Lion King' premiering on July 19, 2019

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	20%	(444)	30%	(655)	20%	(440)	30%	(663)	2201
Gender: Male	17%	(186)	31%	(329)	20%	(210)	32%	(338)	1062
Gender: Female	23%	(258)	29%	(326)	20%	(230)	29%	(325)	1139
Age: 18-29	46%	(225)	30%	(148)	12%	(60)	12%	(59)	492
Age: 30-44	26%	(133)	35%	(185)	18%	(96)	21%	(107)	521
Age: 45-54	11%	(38)	31%	(111)	21%	(75)	37%	(134)	358
Age: 55-64	8%	(31)	27%	(106)	24%	(96)	41%	(160)	393
Age: 65+	4%	(17)	24%	(105)	26%	(113)	46%	(202)	436
Generation Z: 18-22	46%	(110)	33%	(79)	10%	(24)	11%	(26)	238
Millennial: Age 23-38	37%	(205)	33%	(181)	14%	(80)	16%	(89)	555
Generation X: Age 39-54	14%	(81)	32%	(185)	22%	(127)	32%	(186)	578
Boomers: Age 55-73	6%	(42)	26%	(193)	25%	(179)	43%	(314)	728
PID: Dem (no lean)	26%	(193)	30%	(225)	17%	(130)	27%	(199)	747
PID: Ind (no lean)	19%	(153)	31%	(257)	21%	(171)	29%	(242)	823
PID: Rep (no lean)	16%	(98)	27%	(172)	22%	(139)	35%	(222)	631
PID/Gender: Dem Men	23%	(69)	30%	(91)	17%	(50)	30%	(89)	299
PID/Gender: Dem Women	28%	(124)	30%	(134)	18%	(79)	25%	(110)	448
PID/Gender: Ind Men	15%	(65)	33%	(144)	21%	(93)	30%	(131)	433
PID/Gender: Ind Women	22%	(88)	29%	(114)	20%	(79)	28%	(110)	390
PID/Gender: Rep Men	16%	(52)	28%	(94)	20%	(67)	36%	(118)	330
PID/Gender: Rep Women	15%	(46)	26%	(78)	24%	(72)	35%	(104)	300
Ideo: Liberal (1-3)	26%	(187)	30%	(214)	18%	(129)	26%	(183)	714
Ideo: Moderate (4)	18%	(86)	33%	(154)	22%	(102)	28%	(130)	471
Ideo: Conservative (5-7)	15%	(107)	29%	(208)	21%	(150)	36%	(256)	721
Educ: < College	21%	(319)	28%	(422)	19%	(288)	32%	(484)	1513
Educ: Bachelors degree	19%	(85)	36%	(159)	21%	(94)	24%	(106)	444
Educ: Post-grad	16%	(40)	30%	(73)	24%	(58)	30%	(73)	244

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Table HR1_1: How much have you seen, read or heard about each of the following?
A live-action version of 'The Lion King' premiering on July 19, 2019

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	20%	(444)	30%	(655)	20%	(440)	30%	(663)	2201
Income: Under 50k	21%	(263)	27%	(336)	19%	(230)	33%	(411)	1241
Income: 50k-100k	19%	(130)	32%	(221)	23%	(157)	27%	(184)	692
Income: 100k+	19%	(51)	36%	(98)	19%	(52)	25%	(68)	268
Ethnicity: White	16%	(282)	30%	(520)	21%	(358)	33%	(562)	1723
Ethnicity: Hispanic	37%	(129)	27%	(94)	19%	(66)	17%	(61)	350
Ethnicity: Afr. Am.	32%	(88)	28%	(76)	15%	(41)	26%	(70)	274
Ethnicity: Other	36%	(74)	29%	(59)	20%	(41)	15%	(30)	204
Relig: Protestant	12%	(56)	32%	(152)	21%	(98)	35%	(164)	470
Relig: Roman Catholic	20%	(79)	29%	(115)	22%	(90)	29%	(116)	400
Relig: Ath./Agn./None	25%	(185)	28%	(209)	19%	(140)	28%	(207)	742
Relig: Something Else	20%	(66)	34%	(111)	18%	(59)	28%	(92)	328
Relig: Jewish	10%	(5)	41%	(21)	18%	(9)	31%	(16)	51
Relig: Evangelical	18%	(99)	30%	(162)	20%	(107)	33%	(180)	549
Relig: Non-Evang. Catholics	16%	(93)	30%	(173)	23%	(133)	32%	(184)	582
Relig: All Christian	17%	(192)	30%	(335)	21%	(240)	32%	(364)	1131
Relig: All Non-Christian	24%	(252)	30%	(320)	19%	(200)	28%	(299)	1070
Community: Urban	23%	(124)	27%	(143)	20%	(104)	30%	(158)	529
Community: Suburban	22%	(230)	31%	(325)	20%	(205)	27%	(285)	1046
Community: Rural	14%	(89)	30%	(187)	21%	(131)	35%	(220)	626
Employ: Private Sector	23%	(137)	34%	(204)	19%	(117)	24%	(143)	600
Employ: Government	26%	(37)	40%	(56)	18%	(26)	15%	(21)	140
Employ: Self-Employed	23%	(47)	23%	(48)	20%	(41)	34%	(70)	206
Employ: Homemaker	19%	(29)	31%	(47)	22%	(34)	27%	(41)	150
Employ: Student	53%	(70)	27%	(36)	12%	(16)	8%	(11)	132
Employ: Retired	6%	(33)	24%	(127)	25%	(132)	45%	(236)	527
Employ: Unemployed	16%	(41)	33%	(83)	17%	(43)	34%	(85)	252
Employ: Other	26%	(50)	28%	(54)	17%	(32)	30%	(58)	195
Military HH: Yes	17%	(64)	29%	(112)	21%	(80)	34%	(129)	385
Military HH: No	21%	(380)	30%	(542)	20%	(360)	29%	(534)	1816
RD/WT: Right Direction	16%	(125)	28%	(217)	22%	(171)	34%	(263)	777
RD/WT: Wrong Track	22%	(319)	31%	(437)	19%	(269)	28%	(399)	1424

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Table HR1_1: How much have you seen, read or heard about each of the following?
A live-action version of 'The Lion King' premiering on July 19, 2019

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	20%	(444)	30%	(655)	20%	(440)	30%	(663)	2201
Trump Job Approve	15%	(128)	28%	(244)	22%	(186)	35%	(300)	858
Trump Job Disapprove	24%	(295)	30%	(369)	19%	(230)	26%	(319)	1214
Trump Job Strongly Approve	13%	(58)	26%	(117)	23%	(105)	39%	(177)	458
Trump Job Somewhat Approve	17%	(69)	32%	(127)	20%	(80)	31%	(124)	400
Trump Job Somewhat Disapprove	25%	(72)	34%	(95)	16%	(45)	25%	(70)	282
Trump Job Strongly Disapprove	24%	(223)	29%	(274)	20%	(185)	27%	(249)	931
Favorable of Trump	14%	(118)	30%	(257)	22%	(189)	34%	(292)	855
Unfavorable of Trump	25%	(295)	31%	(369)	19%	(222)	26%	(309)	1194
Very Favorable of Trump	13%	(63)	25%	(119)	23%	(110)	39%	(187)	479
Somewhat Favorable of Trump	14%	(54)	37%	(137)	21%	(79)	28%	(105)	376
Somewhat Unfavorable of Trump	23%	(43)	35%	(66)	19%	(35)	24%	(46)	190
Very Unfavorable of Trump	25%	(251)	30%	(302)	19%	(187)	26%	(264)	1004
#1 Issue: Economy	26%	(142)	31%	(171)	16%	(85)	27%	(145)	542
#1 Issue: Security	14%	(61)	26%	(112)	25%	(107)	35%	(151)	431
#1 Issue: Health Care	18%	(66)	31%	(112)	19%	(69)	31%	(113)	360
#1 Issue: Medicare / Social Security	6%	(20)	27%	(88)	24%	(79)	43%	(141)	329
#1 Issue: Women's Issues	38%	(45)	32%	(38)	13%	(15)	17%	(21)	119
#1 Issue: Education	28%	(43)	38%	(58)	16%	(24)	18%	(27)	153
#1 Issue: Energy	33%	(39)	31%	(37)	21%	(25)	16%	(19)	121
#1 Issue: Other	18%	(26)	27%	(39)	25%	(36)	31%	(45)	146
2018 House Vote: Democrat	22%	(180)	32%	(262)	20%	(159)	26%	(212)	813
2018 House Vote: Republican	14%	(92)	27%	(177)	24%	(158)	35%	(232)	658
2018 House Vote: Someone else	19%	(23)	34%	(40)	13%	(15)	34%	(40)	117
2018 House Vote: Didnt Vote	24%	(146)	29%	(174)	18%	(106)	30%	(179)	606
2016 Vote: Hillary Clinton	20%	(143)	33%	(234)	21%	(147)	25%	(177)	702
2016 Vote: Donald Trump	13%	(85)	27%	(173)	24%	(155)	37%	(241)	654
2016 Vote: Someone else	18%	(34)	29%	(55)	20%	(39)	34%	(65)	193
2016 Vote: Didnt Vote	28%	(180)	30%	(192)	15%	(99)	28%	(179)	650
Voted in 2014: Yes	15%	(204)	30%	(396)	23%	(304)	32%	(424)	1329
Voted in 2014: No	27%	(239)	30%	(259)	16%	(136)	27%	(238)	872

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Table HR1_1: How much have you seen, read or heard about each of the following?
A live-action version of 'The Lion King' premiering on July 19, 2019

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	20%	(444)	30%	(655)	20%	(440)	30%	(663)	2201
2012 Vote: Barack Obama	19%	(154)	32%	(259)	21%	(174)	28%	(226)	814
2012 Vote: Mitt Romney	11%	(57)	28%	(143)	23%	(114)	37%	(188)	502
2012 Vote: Other	9%	(10)	28%	(31)	22%	(25)	40%	(44)	111
2012 Vote: Didn't Vote	29%	(222)	29%	(220)	16%	(127)	26%	(203)	772
4-Region: Northeast	19%	(75)	27%	(107)	21%	(84)	32%	(128)	394
4-Region: Midwest	16%	(76)	30%	(141)	23%	(105)	30%	(141)	462
4-Region: South	22%	(179)	30%	(248)	18%	(150)	30%	(248)	825
4-Region: West	22%	(114)	31%	(159)	20%	(102)	28%	(146)	520

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

Table HR1_2: How much have you seen, read or heard about each of the following?
A live-action version of 'Aladdin' premiering on May 24, 2019

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	19%	(428)	29%	(632)	18%	(391)	34%	(750)	2201
Gender: Male	16%	(173)	31%	(326)	18%	(196)	35%	(368)	1062
Gender: Female	22%	(254)	27%	(307)	17%	(195)	34%	(382)	1139
Age: 18-29	38%	(188)	31%	(153)	13%	(64)	18%	(86)	492
Age: 30-44	26%	(138)	32%	(169)	16%	(84)	25%	(130)	521
Age: 45-54	11%	(38)	32%	(116)	20%	(73)	37%	(132)	358
Age: 55-64	11%	(41)	24%	(93)	20%	(78)	46%	(180)	393
Age: 65+	5%	(22)	23%	(101)	21%	(92)	51%	(221)	436
Generation Z: 18-22	36%	(86)	31%	(74)	14%	(34)	18%	(43)	238
Millennial: Age 23-38	34%	(190)	33%	(185)	12%	(65)	21%	(116)	555
Generation X: Age 39-54	15%	(88)	31%	(179)	21%	(122)	33%	(190)	578
Boomers: Age 55-73	8%	(58)	25%	(179)	20%	(144)	48%	(348)	728
PID: Dem (no lean)	23%	(171)	31%	(235)	16%	(121)	29%	(220)	747
PID: Ind (no lean)	18%	(152)	28%	(234)	19%	(157)	34%	(281)	823
PID: Rep (no lean)	17%	(105)	26%	(163)	18%	(114)	39%	(249)	631
PID/Gender: Dem Men	19%	(56)	32%	(95)	17%	(52)	32%	(96)	299
PID/Gender: Dem Women	26%	(115)	31%	(140)	15%	(69)	28%	(124)	448
PID/Gender: Ind Men	15%	(65)	30%	(129)	19%	(83)	36%	(156)	433
PID/Gender: Ind Women	22%	(87)	27%	(105)	19%	(74)	32%	(125)	390
PID/Gender: Rep Men	16%	(53)	31%	(101)	18%	(61)	35%	(115)	330
PID/Gender: Rep Women	17%	(52)	21%	(62)	18%	(53)	45%	(134)	300
Ideo: Liberal (1-3)	24%	(168)	32%	(232)	16%	(113)	28%	(202)	714
Ideo: Moderate (4)	19%	(88)	31%	(145)	21%	(97)	30%	(142)	471
Ideo: Conservative (5-7)	16%	(118)	26%	(184)	17%	(125)	41%	(294)	721
Educ: < College	20%	(299)	27%	(412)	16%	(244)	37%	(558)	1513
Educ: Bachelors degree	20%	(89)	34%	(150)	21%	(91)	26%	(114)	444
Educ: Post-grad	16%	(39)	29%	(71)	23%	(56)	32%	(78)	244

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Table HR1_2: How much have you seen, read or heard about each of the following?
A live-action version of 'Aladdin' premiering on May 24, 2019

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	19%	(428)	29%	(632)	18%	(391)	34%	(750)	2201
Income: Under 50k	20%	(249)	26%	(317)	17%	(205)	38%	(469)	1241
Income: 50k-100k	18%	(126)	32%	(220)	20%	(135)	30%	(210)	692
Income: 100k+	19%	(52)	35%	(95)	19%	(51)	26%	(71)	268
Ethnicity: White	17%	(298)	28%	(484)	18%	(316)	36%	(624)	1723
Ethnicity: Hispanic	31%	(109)	28%	(98)	19%	(66)	22%	(77)	350
Ethnicity: Afr. Am.	24%	(65)	32%	(88)	14%	(39)	30%	(83)	274
Ethnicity: Other	31%	(64)	30%	(61)	18%	(36)	21%	(42)	204
Relig: Protestant	15%	(71)	33%	(154)	16%	(73)	37%	(173)	470
Relig: Roman Catholic	20%	(78)	26%	(105)	20%	(81)	34%	(136)	400
Relig: Ath./Agn./None	21%	(155)	27%	(203)	19%	(140)	33%	(244)	742
Relig: Something Else	20%	(66)	29%	(96)	19%	(61)	32%	(105)	328
Relig: Jewish	17%	(9)	35%	(18)	11%	(6)	37%	(19)	51
Relig: Evangelical	20%	(111)	29%	(159)	14%	(79)	36%	(200)	549
Relig: Non-Evang. Catholics	16%	(95)	30%	(174)	19%	(112)	35%	(201)	582
Relig: All Christian	18%	(206)	29%	(333)	17%	(191)	35%	(401)	1131
Relig: All Non-Christian	21%	(221)	28%	(299)	19%	(201)	33%	(349)	1070
Community: Urban	22%	(117)	27%	(140)	17%	(88)	35%	(184)	529
Community: Suburban	21%	(216)	30%	(315)	18%	(186)	31%	(328)	1046
Community: Rural	15%	(94)	28%	(177)	19%	(117)	38%	(238)	626
Employ: Private Sector	25%	(149)	31%	(183)	19%	(112)	26%	(156)	600
Employ: Government	24%	(33)	35%	(49)	17%	(24)	24%	(33)	140
Employ: Self-Employed	19%	(39)	29%	(59)	17%	(36)	35%	(72)	206
Employ: Homemaker	22%	(32)	32%	(48)	17%	(26)	29%	(44)	150
Employ: Student	40%	(54)	30%	(40)	15%	(19)	15%	(20)	132
Employ: Retired	6%	(33)	23%	(123)	23%	(119)	48%	(252)	527
Employ: Unemployed	17%	(43)	31%	(78)	12%	(29)	41%	(102)	252
Employ: Other	23%	(45)	27%	(52)	13%	(26)	36%	(71)	195
Military HH: Yes	20%	(77)	27%	(105)	17%	(65)	36%	(138)	385
Military HH: No	19%	(351)	29%	(527)	18%	(327)	34%	(612)	1816
RD/WT: Right Direction	16%	(121)	26%	(204)	20%	(152)	39%	(300)	777
RD/WT: Wrong Track	22%	(307)	30%	(429)	17%	(239)	32%	(450)	1424

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Table HR1_2: How much have you seen, read or heard about each of the following?
A live-action version of 'Aladdin' premiering on May 24, 2019

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	19%	(428)	29%	(632)	18%	(391)	34%	(750)	2201
Trump Job Approve	14%	(123)	26%	(225)	19%	(164)	40%	(345)	858
Trump Job Disapprove	23%	(280)	31%	(372)	17%	(208)	29%	(354)	1214
Trump Job Strongly Approve	12%	(55)	25%	(114)	20%	(90)	43%	(199)	458
Trump Job Somewhat Approve	17%	(68)	28%	(111)	18%	(74)	37%	(147)	400
Trump Job Somewhat Disapprove	24%	(68)	36%	(102)	16%	(44)	24%	(68)	282
Trump Job Strongly Disapprove	23%	(212)	29%	(270)	18%	(164)	31%	(285)	931
Favorable of Trump	15%	(128)	27%	(229)	19%	(160)	40%	(338)	855
Unfavorable of Trump	23%	(272)	31%	(370)	17%	(207)	29%	(346)	1194
Very Favorable of Trump	12%	(56)	24%	(116)	20%	(95)	44%	(213)	479
Somewhat Favorable of Trump	19%	(72)	30%	(113)	17%	(65)	33%	(125)	376
Somewhat Unfavorable of Trump	19%	(35)	36%	(69)	20%	(39)	25%	(47)	190
Very Unfavorable of Trump	24%	(237)	30%	(301)	17%	(168)	30%	(298)	1004
#1 Issue: Economy	23%	(123)	31%	(170)	17%	(94)	29%	(155)	542
#1 Issue: Security	15%	(65)	22%	(97)	20%	(87)	42%	(183)	431
#1 Issue: Health Care	18%	(65)	30%	(110)	14%	(49)	38%	(136)	360
#1 Issue: Medicare / Social Security	9%	(30)	29%	(96)	20%	(66)	42%	(138)	329
#1 Issue: Women's Issues	33%	(40)	32%	(38)	12%	(15)	22%	(27)	119
#1 Issue: Education	29%	(45)	32%	(49)	19%	(29)	20%	(30)	153
#1 Issue: Energy	32%	(39)	25%	(30)	18%	(21)	26%	(31)	121
#1 Issue: Other	15%	(22)	30%	(43)	21%	(30)	35%	(51)	146
2018 House Vote: Democrat	21%	(171)	31%	(253)	19%	(154)	29%	(236)	813
2018 House Vote: Republican	15%	(96)	27%	(175)	20%	(130)	39%	(256)	658
2018 House Vote: Someone else	21%	(25)	29%	(34)	10%	(12)	40%	(47)	117
2018 House Vote: Didnt Vote	22%	(135)	27%	(165)	16%	(95)	35%	(211)	606
2016 Vote: Hillary Clinton	19%	(133)	34%	(241)	18%	(125)	29%	(203)	702
2016 Vote: Donald Trump	15%	(95)	27%	(176)	19%	(125)	40%	(258)	654
2016 Vote: Someone else	18%	(35)	27%	(52)	17%	(33)	37%	(72)	193
2016 Vote: Didnt Vote	25%	(162)	25%	(163)	17%	(108)	33%	(216)	650
Voted in 2014: Yes	16%	(213)	30%	(393)	19%	(253)	35%	(470)	1329
Voted in 2014: No	25%	(214)	27%	(240)	16%	(138)	32%	(280)	872

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Table HR1_2: How much have you seen, read or heard about each of the following?
A live-action version of 'Aladdin' premiering on May 24, 2019

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	19%	(428)	29%	(632)	18%	(391)	34%	(750)	2201
2012 Vote: Barack Obama	19%	(158)	31%	(256)	19%	(153)	30%	(247)	814
2012 Vote: Mitt Romney	13%	(66)	26%	(131)	19%	(98)	41%	(208)	502
2012 Vote: Other	6%	(7)	31%	(35)	19%	(21)	44%	(48)	111
2012 Vote: Didn't Vote	26%	(197)	27%	(209)	15%	(120)	32%	(246)	772
4-Region: Northeast	19%	(74)	27%	(107)	17%	(66)	37%	(147)	394
4-Region: Midwest	15%	(71)	29%	(135)	20%	(94)	35%	(163)	462
4-Region: South	22%	(179)	28%	(230)	17%	(136)	34%	(279)	825
4-Region: West	20%	(105)	31%	(159)	18%	(95)	31%	(161)	520

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

Table HR1_3: How much have you seen, read or heard about each of the following?*A live-action version of 'Mulan' premiering on March 27, 2020*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(117)	13%	(297)	24%	(518)	58%	(1270)	2201
Gender: Male	4%	(41)	11%	(121)	23%	(243)	62%	(657)	1062
Gender: Female	7%	(75)	15%	(176)	24%	(274)	54%	(614)	1139
Age: 18-29	13%	(62)	24%	(120)	27%	(133)	36%	(177)	492
Age: 30-44	6%	(31)	15%	(77)	27%	(142)	52%	(271)	521
Age: 45-54	4%	(13)	11%	(40)	26%	(94)	59%	(210)	358
Age: 55-64	1%	(5)	11%	(42)	20%	(80)	67%	(265)	393
Age: 65+	1%	(4)	4%	(17)	16%	(69)	79%	(347)	436
Generation Z: 18-22	10%	(24)	26%	(62)	31%	(75)	32%	(77)	238
Millennial: Age 23-38	10%	(58)	21%	(114)	25%	(137)	44%	(247)	555
Generation X: Age 39-54	4%	(25)	11%	(61)	27%	(158)	58%	(335)	578
Boomers: Age 55-73	1%	(8)	8%	(57)	18%	(131)	73%	(532)	728
PID: Dem (no lean)	6%	(46)	14%	(108)	26%	(196)	53%	(397)	747
PID: Ind (no lean)	6%	(46)	14%	(115)	24%	(197)	57%	(466)	823
PID: Rep (no lean)	4%	(25)	12%	(73)	20%	(125)	65%	(408)	631
PID/Gender: Dem Men	5%	(15)	10%	(30)	26%	(78)	59%	(176)	299
PID/Gender: Dem Women	7%	(31)	17%	(78)	26%	(119)	49%	(221)	448
PID/Gender: Ind Men	4%	(16)	13%	(57)	22%	(94)	61%	(266)	433
PID/Gender: Ind Women	8%	(30)	15%	(58)	26%	(102)	51%	(200)	390
PID/Gender: Rep Men	3%	(11)	10%	(33)	22%	(71)	65%	(215)	330
PID/Gender: Rep Women	5%	(14)	13%	(40)	18%	(54)	64%	(193)	300
Ideo: Liberal (1-3)	6%	(42)	18%	(127)	26%	(186)	50%	(359)	714
Ideo: Moderate (4)	4%	(17)	11%	(53)	25%	(118)	60%	(282)	471
Ideo: Conservative (5-7)	4%	(25)	12%	(86)	21%	(148)	64%	(462)	721
Educ: < College	6%	(90)	13%	(192)	23%	(346)	58%	(885)	1513
Educ: Bachelors degree	5%	(22)	15%	(65)	25%	(111)	55%	(246)	444
Educ: Post-grad	2%	(5)	16%	(39)	25%	(61)	57%	(139)	244

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Table HR1_3: How much have you seen, read or heard about each of the following?
A live-action version of 'Mulan' premiering on March 27, 2020

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(117)	13%	(297)	24%	(518)	58%	(1270)	2201
Income: Under 50k	6%	(73)	15%	(182)	21%	(261)	58%	(724)	1241
Income: 50k-100k	5%	(32)	11%	(79)	26%	(181)	58%	(400)	692
Income: 100k+	4%	(11)	13%	(36)	28%	(76)	54%	(146)	268
Ethnicity: White	4%	(62)	12%	(205)	23%	(403)	61%	(1053)	1723
Ethnicity: Hispanic	9%	(32)	18%	(63)	30%	(105)	43%	(150)	350
Ethnicity: Afr. Am.	12%	(34)	16%	(45)	21%	(58)	50%	(138)	274
Ethnicity: Other	10%	(21)	23%	(47)	28%	(57)	39%	(79)	204
Relig: Protestant	2%	(7)	13%	(61)	20%	(92)	66%	(310)	470
Relig: Roman Catholic	4%	(17)	12%	(48)	25%	(100)	59%	(236)	400
Relig: Ath./Agn./None	7%	(54)	14%	(104)	25%	(185)	54%	(399)	742
Relig: Something Else	5%	(17)	15%	(50)	26%	(84)	54%	(176)	328
Relig: Jewish	4%	(2)	9%	(4)	23%	(12)	64%	(33)	51
Relig: Evangelical	6%	(33)	13%	(71)	20%	(110)	61%	(336)	549
Relig: Non-Evang. Catholics	2%	(13)	12%	(72)	24%	(139)	62%	(358)	582
Relig: All Christian	4%	(46)	13%	(143)	22%	(249)	61%	(694)	1131
Relig: All Non-Christian	7%	(71)	14%	(154)	25%	(269)	54%	(576)	1070
Community: Urban	7%	(36)	16%	(86)	24%	(125)	53%	(281)	529
Community: Suburban	5%	(54)	14%	(145)	24%	(248)	57%	(598)	1046
Community: Rural	4%	(26)	10%	(65)	23%	(144)	62%	(391)	626
Employ: Private Sector	6%	(38)	16%	(95)	27%	(160)	51%	(307)	600
Employ: Government	4%	(5)	17%	(24)	33%	(45)	46%	(65)	140
Employ: Self-Employed	8%	(16)	12%	(25)	23%	(46)	57%	(118)	206
Employ: Homemaker	3%	(5)	13%	(19)	23%	(34)	61%	(92)	150
Employ: Student	11%	(15)	34%	(46)	27%	(35)	27%	(36)	132
Employ: Retired	2%	(9)	6%	(33)	19%	(98)	73%	(387)	527
Employ: Unemployed	4%	(11)	10%	(25)	22%	(56)	64%	(161)	252
Employ: Other	9%	(17)	15%	(30)	22%	(43)	54%	(105)	195
Military HH: Yes	5%	(20)	12%	(47)	23%	(88)	60%	(231)	385
Military HH: No	5%	(97)	14%	(250)	24%	(430)	57%	(1039)	1816
RD/WT: Right Direction	4%	(34)	12%	(95)	21%	(161)	63%	(486)	777
RD/WT: Wrong Track	6%	(82)	14%	(202)	25%	(356)	55%	(784)	1424

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Table HR1_3: How much have you seen, read or heard about each of the following?

A live-action version of 'Mulan' premiering on March 27, 2020

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(117)	13%	(297)	24%	(518)	58%	(1270)	2201
Trump Job Approve	4%	(32)	12%	(100)	20%	(168)	65%	(558)	858
Trump Job Disapprove	6%	(71)	15%	(185)	26%	(315)	53%	(643)	1214
Trump Job Strongly Approve	3%	(14)	10%	(46)	19%	(86)	68%	(311)	458
Trump Job Somewhat Approve	5%	(18)	13%	(53)	20%	(82)	62%	(247)	400
Trump Job Somewhat Disapprove	5%	(15)	15%	(42)	29%	(82)	51%	(144)	282
Trump Job Strongly Disapprove	6%	(57)	15%	(143)	25%	(233)	54%	(498)	931
Favorable of Trump	4%	(32)	12%	(106)	20%	(167)	64%	(550)	855
Unfavorable of Trump	6%	(74)	14%	(171)	27%	(324)	52%	(626)	1194
Very Favorable of Trump	3%	(14)	10%	(50)	18%	(86)	69%	(330)	479
Somewhat Favorable of Trump	5%	(18)	15%	(56)	22%	(81)	59%	(220)	376
Somewhat Unfavorable of Trump	5%	(9)	14%	(27)	27%	(51)	55%	(104)	190
Very Unfavorable of Trump	7%	(65)	14%	(144)	27%	(273)	52%	(522)	1004
#1 Issue: Economy	6%	(35)	15%	(80)	26%	(141)	53%	(287)	542
#1 Issue: Security	4%	(18)	10%	(45)	20%	(87)	65%	(282)	431
#1 Issue: Health Care	3%	(11)	12%	(43)	23%	(82)	62%	(223)	360
#1 Issue: Medicare / Social Security	3%	(8)	8%	(26)	20%	(65)	70%	(230)	329
#1 Issue: Women's Issues	10%	(11)	21%	(25)	31%	(38)	38%	(46)	119
#1 Issue: Education	11%	(17)	20%	(31)	23%	(36)	45%	(69)	153
#1 Issue: Energy	9%	(11)	17%	(20)	31%	(37)	43%	(52)	121
#1 Issue: Other	4%	(6)	18%	(27)	22%	(32)	56%	(82)	146
2018 House Vote: Democrat	5%	(43)	15%	(121)	26%	(213)	54%	(436)	813
2018 House Vote: Republican	3%	(22)	10%	(68)	20%	(129)	67%	(439)	658
2018 House Vote: Someone else	10%	(12)	16%	(19)	22%	(26)	52%	(61)	117
2018 House Vote: Didnt Vote	7%	(40)	15%	(89)	24%	(144)	55%	(332)	606
2016 Vote: Hillary Clinton	4%	(30)	15%	(104)	26%	(183)	55%	(384)	702
2016 Vote: Donald Trump	4%	(24)	10%	(67)	19%	(126)	67%	(437)	654
2016 Vote: Someone else	5%	(10)	11%	(21)	25%	(47)	60%	(115)	193
2016 Vote: Didnt Vote	8%	(51)	16%	(105)	25%	(161)	51%	(333)	650
Voted in 2014: Yes	4%	(52)	12%	(157)	24%	(315)	61%	(805)	1329
Voted in 2014: No	7%	(64)	16%	(140)	23%	(203)	53%	(465)	872

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Table HR1_3: How much have you seen, read or heard about each of the following?
A live-action version of 'Mulan' premiering on March 27, 2020

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(117)	13%	(297)	24%	(518)	58%	(1270)	2201
2012 Vote: Barack Obama	4%	(34)	13%	(105)	27%	(218)	56%	(457)	814
2012 Vote: Mitt Romney	3%	(14)	11%	(53)	19%	(93)	68%	(342)	502
2012 Vote: Other	3%	(3)	11%	(12)	19%	(21)	68%	(75)	111
2012 Vote: Didn't Vote	9%	(66)	16%	(126)	24%	(185)	51%	(396)	772
4-Region: Northeast	6%	(24)	13%	(51)	23%	(91)	58%	(228)	394
4-Region: Midwest	4%	(17)	15%	(70)	23%	(106)	58%	(270)	462
4-Region: South	6%	(50)	13%	(105)	23%	(189)	58%	(480)	825
4-Region: West	5%	(26)	13%	(70)	25%	(132)	56%	(293)	520

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

Table HR2_1: Based on what you know about each movie, how likely are you to see the following upcoming movies in theaters?
The live-action version of 'The Lion King'

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	24% (523)	22% (479)	16% (349)	28% (620)	10% (231)	2201
Gender: Male	20% (216)	19% (206)	18% (186)	34% (357)	9% (97)	1062
Gender: Female	27% (307)	24% (272)	14% (163)	23% (263)	12% (133)	1139
Age: 18-29	46% (224)	24% (119)	13% (66)	12% (58)	5% (24)	492
Age: 30-44	30% (155)	24% (127)	15% (76)	18% (93)	13% (70)	521
Age: 45-54	17% (60)	25% (90)	17% (60)	28% (102)	13% (47)	358
Age: 55-64	12% (48)	18% (70)	18% (73)	42% (167)	9% (36)	393
Age: 65+	8% (36)	17% (73)	17% (75)	46% (200)	12% (54)	436
Generation Z: 18-22	48% (114)	24% (56)	10% (25)	15% (35)	3% (8)	238
Millennial: Age 23-38	39% (216)	24% (131)	16% (86)	11% (63)	10% (58)	555
Generation X: Age 39-54	19% (109)	26% (148)	16% (92)	27% (155)	13% (75)	578
Boomers: Age 55-73	10% (74)	18% (131)	18% (128)	44% (317)	11% (77)	728
PID: Dem (no lean)	29% (219)	22% (168)	16% (120)	23% (169)	10% (72)	747
PID: Ind (no lean)	21% (176)	22% (185)	14% (119)	29% (242)	12% (101)	823
PID: Rep (no lean)	20% (128)	20% (126)	17% (110)	33% (209)	9% (58)	631
PID/Gender: Dem Men	24% (71)	20% (60)	17% (50)	31% (92)	8% (25)	299
PID/Gender: Dem Women	33% (148)	24% (108)	16% (70)	17% (76)	10% (46)	448
PID/Gender: Ind Men	17% (74)	20% (88)	16% (68)	34% (148)	12% (54)	433
PID/Gender: Ind Women	26% (102)	25% (96)	13% (51)	24% (94)	12% (47)	390
PID/Gender: Rep Men	21% (70)	18% (58)	20% (68)	35% (116)	5% (18)	330
PID/Gender: Rep Women	19% (57)	23% (68)	14% (43)	31% (92)	13% (40)	300
Ideo: Liberal (1-3)	27% (192)	22% (155)	16% (116)	25% (180)	10% (71)	714
Ideo: Moderate (4)	26% (121)	23% (109)	13% (63)	28% (131)	10% (47)	471
Ideo: Conservative (5-7)	19% (136)	19% (138)	18% (130)	35% (252)	9% (65)	721
Educ: < College	25% (375)	21% (323)	15% (231)	26% (399)	12% (184)	1513
Educ: Bachelors degree	24% (107)	23% (102)	17% (76)	30% (133)	6% (26)	444
Educ: Post-grad	17% (41)	22% (54)	17% (42)	36% (87)	9% (21)	244

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Table HR2_1: Based on what you know about each movie, how likely are you to see the following upcoming movies in theaters?
The live-action version of 'The Lion King'

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	24% (523)	22% (479)	16% (349)	28% (620)	10% (231)	2201
Income: Under 50k	24% (303)	21% (258)	15% (184)	28% (344)	12% (152)	1241
Income: 50k-100k	22% (155)	23% (157)	16% (112)	29% (200)	10% (68)	692
Income: 100k+	24% (65)	24% (63)	20% (53)	28% (76)	4% (11)	268
Ethnicity: White	20% (343)	21% (360)	17% (294)	32% (549)	10% (176)	1723
Ethnicity: Hispanic	37% (128)	24% (82)	18% (63)	13% (45)	9% (31)	350
Ethnicity: Afr. Am.	42% (114)	22% (60)	8% (23)	13% (37)	15% (40)	274
Ethnicity: Other	32% (66)	28% (58)	16% (32)	17% (34)	7% (14)	204
Relig: Protestant	19% (89)	20% (95)	17% (81)	35% (165)	9% (41)	470
Relig: Roman Catholic	26% (102)	24% (94)	18% (73)	27% (106)	6% (25)	400
Relig: Ath./Agn./None	25% (186)	20% (146)	16% (115)	28% (211)	11% (84)	742
Relig: Something Else	24% (78)	29% (94)	14% (47)	23% (75)	11% (35)	328
Relig: Jewish	22% (11)	32% (16)	10% (5)	26% (13)	10% (5)	51
Relig: Evangelical	25% (138)	19% (105)	15% (84)	28% (154)	12% (68)	549
Relig: Non-Evang. Catholics	21% (122)	23% (134)	18% (103)	31% (180)	7% (43)	582
Relig: All Christian	23% (259)	21% (239)	17% (187)	30% (334)	10% (111)	1131
Relig: All Non-Christian	25% (263)	22% (239)	15% (162)	27% (286)	11% (119)	1070
Community: Urban	29% (154)	21% (113)	14% (74)	23% (122)	12% (65)	529
Community: Suburban	27% (278)	21% (215)	16% (167)	28% (295)	9% (91)	1046
Community: Rural	14% (91)	24% (150)	17% (108)	32% (202)	12% (75)	626
Employ: Private Sector	27% (161)	22% (130)	20% (118)	23% (138)	9% (54)	600
Employ: Government	32% (45)	32% (45)	11% (15)	17% (23)	8% (11)	140
Employ: Self-Employed	27% (55)	19% (38)	17% (36)	28% (57)	10% (20)	206
Employ: Homemaker	25% (38)	25% (37)	16% (24)	25% (37)	9% (14)	150
Employ: Student	50% (67)	26% (35)	10% (13)	11% (15)	3% (3)	132
Employ: Retired	8% (44)	18% (97)	17% (88)	46% (241)	11% (57)	527
Employ: Unemployed	25% (63)	19% (49)	15% (37)	25% (63)	16% (39)	252
Employ: Other	26% (51)	24% (47)	10% (19)	23% (45)	17% (32)	195
Military HH: Yes	21% (81)	22% (86)	17% (65)	30% (114)	10% (40)	385
Military HH: No	24% (442)	22% (393)	16% (284)	28% (506)	11% (191)	1816

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Table HR2_1: Based on what you know about each movie, how likely are you to see the following upcoming movies in theaters?
The live-action version of 'The Lion King'

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	24% (523)	22% (479)	16% (349)	28% (620)	10% (231)	2201
RD/WT: Right Direction	20% (156)	22% (169)	15% (118)	32% (251)	11% (82)	777
RD/WT: Wrong Track	26% (366)	22% (310)	16% (231)	26% (368)	10% (149)	1424
Trump Job Approve	19% (166)	20% (174)	16% (138)	34% (288)	11% (92)	858
Trump Job Disapprove	27% (324)	22% (270)	17% (206)	25% (303)	9% (111)	1214
Trump Job Strongly Approve	15% (67)	20% (91)	16% (72)	38% (173)	12% (54)	458
Trump Job Somewhat Approve	25% (99)	21% (83)	16% (66)	29% (115)	9% (38)	400
Trump Job Somewhat Disapprove	30% (84)	26% (74)	14% (40)	20% (57)	9% (26)	282
Trump Job Strongly Disapprove	26% (239)	21% (196)	18% (165)	26% (246)	9% (85)	931
Favorable of Trump	19% (160)	21% (178)	16% (141)	34% (292)	10% (84)	855
Unfavorable of Trump	27% (323)	23% (270)	17% (198)	25% (298)	9% (105)	1194
Very Favorable of Trump	15% (74)	21% (101)	16% (76)	36% (172)	12% (56)	479
Somewhat Favorable of Trump	23% (86)	21% (77)	17% (65)	32% (120)	7% (28)	376
Somewhat Unfavorable of Trump	28% (53)	29% (56)	15% (29)	21% (40)	6% (12)	190
Very Unfavorable of Trump	27% (270)	21% (214)	17% (169)	26% (258)	9% (93)	1004
#1 Issue: Economy	29% (155)	23% (124)	14% (76)	24% (130)	11% (57)	542
#1 Issue: Security	16% (70)	22% (94)	16% (67)	35% (152)	11% (48)	431
#1 Issue: Health Care	25% (88)	22% (80)	17% (61)	23% (83)	13% (47)	360
#1 Issue: Medicare / Social Security	9% (31)	21% (68)	19% (62)	42% (138)	9% (31)	329
#1 Issue: Women's Issues	43% (52)	24% (28)	7% (8)	19% (23)	7% (9)	119
#1 Issue: Education	38% (59)	18% (28)	14% (21)	20% (31)	9% (14)	153
#1 Issue: Energy	37% (45)	18% (22)	22% (26)	18% (22)	4% (5)	121
#1 Issue: Other	16% (24)	23% (34)	19% (28)	28% (41)	13% (19)	146
2018 House Vote: Democrat	26% (209)	23% (184)	17% (140)	25% (199)	10% (81)	813
2018 House Vote: Republican	17% (114)	19% (128)	17% (112)	37% (243)	9% (62)	658
2018 House Vote: Someone else	23% (26)	19% (23)	9% (10)	38% (44)	12% (14)	117
2018 House Vote: Didnt Vote	28% (171)	23% (141)	14% (87)	22% (132)	12% (74)	606
2016 Vote: Hillary Clinton	26% (184)	22% (154)	18% (124)	25% (173)	10% (67)	702
2016 Vote: Donald Trump	17% (110)	19% (122)	17% (110)	38% (249)	10% (63)	654
2016 Vote: Someone else	14% (26)	20% (39)	16% (30)	37% (71)	14% (26)	193
2016 Vote: Didnt Vote	31% (201)	25% (163)	13% (85)	20% (127)	11% (74)	650

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Table HR2_1: Based on what you know about each movie, how likely are you to see the following upcoming movies in theaters?
The live-action version of 'The Lion King'

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	24% (523)	22% (479)	16% (349)	28% (620)	10% (231)	2201
Voted in 2014: Yes	19% (257)	20% (267)	17% (231)	33% (440)	10% (133)	1329
Voted in 2014: No	30% (266)	24% (212)	14% (118)	21% (179)	11% (97)	872
2012 Vote: Barack Obama	24% (194)	21% (173)	18% (143)	27% (221)	10% (83)	814
2012 Vote: Mitt Romney	14% (71)	18% (92)	18% (88)	41% (205)	9% (45)	502
2012 Vote: Other	12% (13)	25% (27)	14% (16)	40% (44)	9% (10)	111
2012 Vote: Didn't Vote	32% (244)	24% (185)	13% (102)	19% (149)	12% (92)	772
4-Region: Northeast	24% (96)	19% (77)	18% (70)	30% (116)	9% (35)	394
4-Region: Midwest	20% (94)	22% (104)	16% (72)	30% (137)	12% (56)	462
4-Region: South	25% (208)	22% (181)	16% (129)	27% (224)	10% (83)	825
4-Region: West	24% (125)	22% (117)	15% (79)	27% (142)	11% (57)	520

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

Table HR2_2: Based on what you know about each movie, how likely are you to see the following upcoming movies in theaters?
The live-action version of 'Aladdin'

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	19% (413)	21% (463)	18% (399)	31% (676)	11% (250)	2201
Gender: Male	15% (155)	21% (223)	18% (191)	37% (391)	10% (103)	1062
Gender: Female	23% (258)	21% (241)	18% (208)	25% (285)	13% (147)	1139
Age: 18-29	31% (154)	30% (148)	16% (79)	16% (78)	7% (33)	492
Age: 30-44	25% (131)	24% (126)	16% (82)	22% (116)	13% (66)	521
Age: 45-54	17% (62)	20% (70)	19% (67)	30% (108)	14% (51)	358
Age: 55-64	11% (41)	14% (56)	21% (84)	44% (172)	10% (40)	393
Age: 65+	6% (24)	14% (63)	20% (87)	47% (203)	14% (59)	436
Generation Z: 18-22	30% (72)	27% (65)	17% (42)	18% (43)	7% (16)	238
Millennial: Age 23-38	30% (165)	29% (163)	15% (83)	16% (87)	10% (57)	555
Generation X: Age 39-54	19% (110)	20% (117)	18% (103)	30% (171)	13% (78)	578
Boomers: Age 55-73	8% (61)	14% (104)	21% (153)	44% (323)	12% (86)	728
PID: Dem (no lean)	22% (164)	22% (165)	19% (145)	27% (201)	10% (72)	747
PID: Ind (no lean)	18% (145)	21% (176)	17% (139)	31% (253)	13% (111)	823
PID: Rep (no lean)	17% (104)	19% (122)	18% (115)	35% (223)	11% (67)	631
PID/Gender: Dem Men	15% (46)	23% (69)	17% (52)	36% (107)	9% (26)	299
PID/Gender: Dem Women	26% (119)	22% (96)	21% (93)	21% (94)	10% (46)	448
PID/Gender: Ind Men	13% (57)	22% (93)	17% (72)	36% (156)	13% (55)	433
PID/Gender: Ind Women	23% (88)	21% (83)	17% (67)	25% (97)	14% (56)	390
PID/Gender: Rep Men	16% (53)	18% (60)	20% (67)	39% (128)	7% (22)	330
PID/Gender: Rep Women	17% (52)	20% (61)	16% (48)	31% (94)	15% (45)	300
Ideo: Liberal (1-3)	21% (151)	22% (157)	20% (143)	27% (195)	9% (68)	714
Ideo: Moderate (4)	20% (93)	23% (110)	17% (79)	30% (139)	10% (49)	471
Ideo: Conservative (5-7)	15% (109)	19% (140)	18% (133)	37% (264)	10% (76)	721
Educ: < College	20% (309)	21% (314)	17% (256)	29% (434)	13% (200)	1513
Educ: Bachelors degree	17% (74)	24% (105)	19% (86)	34% (151)	6% (28)	444
Educ: Post-grad	12% (30)	18% (44)	23% (56)	37% (91)	9% (22)	244

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Table HR2_2: Based on what you know about each movie, how likely are you to see the following upcoming movies in theaters?
The live-action version of 'Aladdin'

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	19% (413)	21% (463)	18% (399)	31% (676)	11% (250)	2201
Income: Under 50k	20% (247)	20% (251)	17% (208)	30% (368)	13% (166)	1241
Income: 50k-100k	16% (114)	22% (153)	19% (133)	32% (220)	10% (72)	692
Income: 100k+	19% (52)	22% (59)	22% (58)	33% (88)	5% (12)	268
Ethnicity: White	16% (283)	20% (346)	18% (318)	34% (582)	11% (194)	1723
Ethnicity: Hispanic	29% (101)	29% (102)	19% (67)	14% (50)	9% (30)	350
Ethnicity: Afr. Am.	26% (71)	25% (68)	14% (39)	20% (55)	15% (41)	274
Ethnicity: Other	29% (59)	24% (49)	21% (42)	19% (39)	7% (15)	204
Relig: Protestant	14% (66)	21% (101)	20% (95)	35% (166)	9% (43)	470
Relig: Roman Catholic	20% (80)	21% (85)	22% (90)	28% (114)	8% (31)	400
Relig: Ath./Agn./None	18% (137)	20% (151)	15% (115)	33% (248)	12% (91)	742
Relig: Something Else	21% (67)	23% (75)	19% (61)	26% (86)	12% (39)	328
Relig: Jewish	22% (11)	18% (9)	4% (2)	42% (22)	14% (7)	51
Relig: Evangelical	21% (116)	20% (109)	17% (96)	28% (155)	13% (73)	549
Relig: Non-Evang. Catholics	16% (92)	22% (129)	22% (127)	32% (187)	8% (47)	582
Relig: All Christian	18% (209)	21% (237)	20% (223)	30% (343)	11% (120)	1131
Relig: All Non-Christian	19% (204)	21% (226)	16% (176)	31% (334)	12% (130)	1070
Community: Urban	24% (125)	24% (128)	15% (79)	25% (130)	13% (67)	529
Community: Suburban	21% (215)	20% (205)	19% (193)	32% (329)	10% (102)	1046
Community: Rural	12% (73)	21% (130)	20% (126)	35% (217)	13% (80)	626
Employ: Private Sector	20% (122)	22% (133)	22% (135)	27% (161)	8% (50)	600
Employ: Government	25% (35)	30% (42)	16% (23)	20% (28)	9% (12)	140
Employ: Self-Employed	16% (33)	29% (60)	15% (30)	28% (58)	12% (25)	206
Employ: Homemaker	30% (45)	14% (21)	22% (33)	26% (39)	8% (12)	150
Employ: Student	33% (43)	26% (34)	18% (23)	20% (26)	4% (5)	132
Employ: Retired	7% (39)	14% (75)	20% (105)	46% (245)	12% (64)	527
Employ: Unemployed	19% (47)	22% (55)	11% (28)	30% (76)	18% (46)	252
Employ: Other	25% (49)	22% (43)	11% (22)	23% (45)	18% (35)	195
Military HH: Yes	19% (73)	20% (76)	21% (81)	29% (113)	11% (43)	385
Military HH: No	19% (340)	21% (387)	17% (318)	31% (564)	11% (207)	1816

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Table HR2_2: Based on what you know about each movie, how likely are you to see the following upcoming movies in theaters?
The live-action version of 'Aladdin'

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	19% (413)	21% (463)	18% (399)	31% (676)	11% (250)	2201
RD/WT: Right Direction	15% (115)	22% (167)	18% (138)	34% (267)	11% (89)	777
RD/WT: Wrong Track	21% (298)	21% (296)	18% (261)	29% (409)	11% (161)	1424
Trump Job Approve	15% (133)	20% (171)	17% (146)	36% (307)	12% (101)	858
Trump Job Disapprove	21% (251)	22% (267)	20% (240)	28% (341)	9% (115)	1214
Trump Job Strongly Approve	12% (57)	17% (79)	16% (72)	41% (186)	14% (64)	458
Trump Job Somewhat Approve	19% (76)	23% (92)	18% (74)	30% (121)	9% (37)	400
Trump Job Somewhat Disapprove	21% (59)	31% (87)	19% (55)	20% (56)	9% (25)	282
Trump Job Strongly Disapprove	21% (192)	19% (179)	20% (185)	31% (285)	10% (91)	931
Favorable of Trump	16% (134)	20% (169)	17% (146)	37% (314)	11% (92)	855
Unfavorable of Trump	21% (248)	22% (265)	20% (238)	28% (333)	9% (110)	1194
Very Favorable of Trump	13% (61)	19% (90)	17% (81)	38% (184)	13% (64)	479
Somewhat Favorable of Trump	19% (73)	21% (79)	17% (65)	35% (130)	8% (28)	376
Somewhat Unfavorable of Trump	17% (33)	30% (57)	24% (45)	23% (44)	6% (12)	190
Very Unfavorable of Trump	21% (215)	21% (209)	19% (192)	29% (289)	10% (99)	1004
#1 Issue: Economy	22% (119)	24% (131)	16% (88)	27% (147)	11% (57)	542
#1 Issue: Security	14% (58)	20% (87)	15% (66)	38% (165)	13% (54)	431
#1 Issue: Health Care	17% (63)	23% (82)	21% (74)	26% (92)	14% (49)	360
#1 Issue: Medicare / Social Security	9% (30)	16% (52)	22% (73)	42% (137)	11% (37)	329
#1 Issue: Women's Issues	34% (41)	23% (27)	15% (18)	19% (23)	9% (11)	119
#1 Issue: Education	33% (50)	24% (37)	13% (20)	20% (30)	10% (16)	153
#1 Issue: Energy	21% (25)	21% (25)	25% (30)	28% (33)	6% (8)	121
#1 Issue: Other	19% (28)	15% (22)	20% (30)	33% (48)	12% (18)	146
2018 House Vote: Democrat	19% (158)	21% (173)	21% (172)	28% (230)	10% (80)	813
2018 House Vote: Republican	14% (89)	20% (130)	18% (119)	38% (250)	11% (70)	658
2018 House Vote: Someone else	20% (23)	14% (16)	15% (18)	37% (44)	14% (16)	117
2018 House Vote: Didnt Vote	23% (142)	24% (142)	15% (90)	25% (149)	14% (83)	606
2016 Vote: Hillary Clinton	20% (140)	21% (148)	21% (148)	28% (194)	10% (72)	702
2016 Vote: Donald Trump	14% (89)	18% (118)	18% (115)	39% (257)	11% (74)	654
2016 Vote: Someone else	14% (27)	16% (31)	19% (37)	38% (73)	13% (25)	193
2016 Vote: Didnt Vote	24% (154)	26% (166)	15% (98)	23% (152)	12% (78)	650

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Table HR2_2: Based on what you know about each movie, how likely are you to see the following upcoming movies in theaters?
The live-action version of 'Aladdin'

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	19% (413)	21% (463)	18% (399)	31% (676)	11% (250)	2201
Voted in 2014: Yes	16% (213)	18% (238)	19% (258)	36% (475)	11% (146)	1329
Voted in 2014: No	23% (200)	26% (225)	16% (141)	23% (202)	12% (104)	872
2012 Vote: Barack Obama	19% (156)	19% (156)	21% (170)	31% (250)	10% (82)	814
2012 Vote: Mitt Romney	11% (57)	18% (91)	19% (93)	41% (207)	11% (54)	502
2012 Vote: Other	9% (10)	17% (19)	19% (21)	43% (47)	11% (12)	111
2012 Vote: Didn't Vote	25% (189)	25% (196)	15% (114)	22% (172)	13% (101)	772
4-Region: Northeast	19% (74)	18% (71)	18% (72)	34% (136)	10% (41)	394
4-Region: Midwest	14% (67)	21% (99)	20% (91)	32% (146)	13% (59)	462
4-Region: South	20% (168)	21% (169)	18% (147)	30% (250)	11% (90)	825
4-Region: West	20% (103)	24% (123)	17% (89)	28% (144)	12% (60)	520

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

Table HR2_3: Based on what you know about each movie, how likely are you to see the following upcoming movies in theaters?
The live-action version of 'Mulan'

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	13% (284)	18% (404)	20% (432)	35% (769)	14% (311)	2201
Gender: Male	9% (98)	18% (189)	20% (213)	40% (423)	13% (140)	1062
Gender: Female	16% (186)	19% (216)	19% (219)	30% (346)	15% (171)	1139
Age: 18-29	28% (135)	28% (140)	18% (91)	15% (75)	10% (50)	492
Age: 30-44	16% (81)	24% (123)	17% (87)	28% (145)	16% (85)	521
Age: 45-54	8% (30)	18% (65)	21% (77)	37% (131)	16% (57)	358
Age: 55-64	7% (26)	13% (50)	23% (90)	46% (179)	12% (48)	393
Age: 65+	3% (11)	6% (27)	20% (89)	55% (239)	16% (71)	436
Generation Z: 18-22	27% (65)	29% (69)	18% (42)	17% (42)	9% (21)	238
Millennial: Age 23-38	23% (126)	27% (151)	17% (93)	19% (107)	14% (77)	555
Generation X: Age 39-54	10% (56)	19% (107)	20% (118)	35% (203)	16% (95)	578
Boomers: Age 55-73	5% (36)	9% (69)	22% (160)	50% (361)	14% (103)	728
PID: Dem (no lean)	16% (118)	21% (153)	21% (156)	30% (227)	12% (93)	747
PID: Ind (no lean)	12% (98)	19% (154)	17% (139)	36% (297)	16% (135)	823
PID: Rep (no lean)	11% (68)	15% (97)	22% (138)	39% (245)	13% (82)	631
PID/Gender: Dem Men	11% (32)	19% (58)	21% (62)	36% (108)	13% (39)	299
PID/Gender: Dem Women	19% (85)	21% (96)	21% (94)	27% (119)	12% (54)	448
PID/Gender: Ind Men	8% (35)	18% (76)	17% (73)	41% (178)	17% (72)	433
PID/Gender: Ind Women	16% (64)	20% (78)	17% (66)	30% (119)	16% (64)	390
PID/Gender: Rep Men	9% (31)	17% (55)	24% (79)	41% (137)	9% (29)	330
PID/Gender: Rep Women	12% (37)	14% (42)	20% (59)	36% (108)	18% (54)	300
Ideo: Liberal (1-3)	17% (120)	19% (136)	20% (144)	31% (219)	13% (95)	714
Ideo: Moderate (4)	12% (58)	22% (101)	19% (88)	35% (163)	13% (60)	471
Ideo: Conservative (5-7)	9% (66)	15% (110)	20% (148)	42% (304)	13% (94)	721
Educ: < College	13% (204)	19% (287)	19% (281)	33% (506)	16% (235)	1513
Educ: Bachelors degree	12% (54)	18% (81)	22% (96)	37% (166)	11% (48)	444
Educ: Post-grad	11% (26)	15% (37)	23% (55)	40% (97)	12% (29)	244

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Table HR2_3: Based on what you know about each movie, how likely are you to see the following upcoming movies in theaters?
The live-action version of 'Mulan'

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	13% (284)	18% (404)	20% (432)	35% (769)	14% (311)	2201
Income: Under 50k	14% (173)	18% (225)	19% (233)	33% (414)	16% (196)	1241
Income: 50k-100k	11% (76)	18% (126)	20% (138)	37% (258)	13% (93)	692
Income: 100k+	13% (36)	19% (52)	23% (61)	36% (97)	8% (22)	268
Ethnicity: White	11% (183)	17% (292)	20% (351)	38% (658)	14% (240)	1723
Ethnicity: Hispanic	22% (77)	26% (92)	20% (69)	19% (67)	13% (44)	350
Ethnicity: Afr. Am.	20% (54)	23% (63)	15% (42)	24% (67)	18% (48)	274
Ethnicity: Other	23% (47)	24% (50)	19% (39)	22% (44)	11% (23)	204
Relig: Protestant	9% (42)	15% (72)	21% (100)	41% (192)	14% (64)	470
Relig: Roman Catholic	13% (52)	17% (69)	24% (98)	34% (136)	11% (45)	400
Relig: Ath./Agn./None	14% (105)	21% (153)	18% (132)	34% (252)	13% (100)	742
Relig: Something Else	13% (43)	21% (69)	17% (57)	33% (109)	16% (51)	328
Relig: Jewish	8% (4)	16% (8)	12% (6)	43% (22)	21% (11)	51
Relig: Evangelical	15% (81)	15% (82)	20% (110)	34% (189)	16% (88)	549
Relig: Non-Evang. Catholics	10% (57)	17% (101)	23% (133)	38% (220)	12% (73)	582
Relig: All Christian	12% (137)	16% (182)	21% (243)	36% (409)	14% (160)	1131
Relig: All Non-Christian	14% (147)	21% (222)	18% (189)	34% (360)	14% (151)	1070
Community: Urban	15% (81)	22% (118)	17% (89)	31% (163)	15% (78)	529
Community: Suburban	15% (157)	17% (177)	20% (211)	35% (371)	12% (130)	1046
Community: Rural	7% (46)	17% (109)	21% (132)	38% (235)	17% (104)	626
Employ: Private Sector	14% (87)	20% (121)	25% (147)	30% (181)	11% (64)	600
Employ: Government	22% (31)	25% (35)	17% (24)	23% (32)	13% (18)	140
Employ: Self-Employed	11% (22)	21% (42)	21% (43)	33% (68)	15% (30)	206
Employ: Homemaker	12% (18)	27% (40)	17% (26)	31% (47)	13% (19)	150
Employ: Student	26% (35)	33% (44)	17% (23)	16% (21)	8% (11)	132
Employ: Retired	4% (20)	7% (38)	20% (108)	54% (286)	14% (76)	527
Employ: Unemployed	13% (33)	21% (53)	13% (34)	31% (78)	21% (54)	252
Employ: Other	20% (39)	16% (31)	14% (28)	30% (58)	20% (39)	195
Military HH: Yes	12% (45)	17% (66)	22% (84)	35% (136)	14% (54)	385
Military HH: No	13% (239)	19% (338)	19% (348)	35% (634)	14% (257)	1816

Continued on next page

Table HR2_3: Based on what you know about each movie, how likely are you to see the following upcoming movies in theaters?
The live-action version of 'Mulan'

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	13% (284)	18% (404)	20% (432)	35% (769)	14% (311)	2201
RD/WT: Right Direction	10% (79)	16% (125)	20% (153)	39% (301)	15% (118)	777
RD/WT: Wrong Track	14% (205)	20% (279)	20% (279)	33% (468)	14% (193)	1424
Trump Job Approve	8% (72)	16% (137)	20% (173)	41% (349)	15% (127)	858
Trump Job Disapprove	16% (193)	20% (238)	20% (247)	32% (388)	12% (146)	1214
Trump Job Strongly Approve	7% (32)	13% (59)	18% (82)	46% (210)	16% (74)	458
Trump Job Somewhat Approve	10% (39)	20% (79)	23% (91)	35% (138)	13% (53)	400
Trump Job Somewhat Disapprove	17% (49)	24% (69)	22% (62)	25% (71)	11% (31)	282
Trump Job Strongly Disapprove	16% (145)	18% (170)	20% (185)	34% (317)	12% (115)	931
Favorable of Trump	9% (75)	16% (137)	20% (172)	42% (355)	14% (116)	855
Unfavorable of Trump	15% (184)	20% (244)	20% (240)	32% (384)	12% (143)	1194
Very Favorable of Trump	8% (40)	13% (61)	20% (94)	43% (207)	16% (78)	479
Somewhat Favorable of Trump	9% (35)	20% (76)	21% (78)	39% (148)	10% (38)	376
Somewhat Unfavorable of Trump	16% (30)	23% (44)	22% (42)	30% (57)	10% (19)	190
Very Unfavorable of Trump	15% (154)	20% (200)	20% (199)	33% (327)	12% (125)	1004
#1 Issue: Economy	14% (78)	22% (120)	19% (100)	31% (165)	14% (78)	542
#1 Issue: Security	8% (34)	17% (75)	18% (79)	42% (182)	14% (61)	431
#1 Issue: Health Care	13% (46)	18% (65)	22% (78)	31% (113)	16% (56)	360
#1 Issue: Medicare / Social Security	5% (18)	11% (35)	21% (68)	49% (163)	14% (46)	329
#1 Issue: Women's Issues	26% (31)	23% (28)	18% (22)	22% (27)	10% (12)	119
#1 Issue: Education	27% (40)	24% (36)	13% (20)	22% (34)	15% (22)	153
#1 Issue: Energy	17% (21)	20% (25)	23% (28)	30% (36)	10% (12)	121
#1 Issue: Other	11% (16)	15% (21)	25% (36)	33% (49)	16% (23)	146
2018 House Vote: Democrat	14% (117)	20% (160)	21% (171)	33% (266)	12% (98)	813
2018 House Vote: Republican	8% (51)	15% (102)	20% (135)	43% (280)	14% (91)	658
2018 House Vote: Someone else	14% (16)	16% (19)	16% (18)	38% (45)	16% (19)	117
2018 House Vote: Didnt Vote	16% (98)	20% (123)	18% (106)	29% (175)	17% (103)	606
2016 Vote: Hillary Clinton	14% (98)	19% (131)	22% (157)	31% (220)	14% (96)	702
2016 Vote: Donald Trump	8% (54)	13% (88)	21% (136)	44% (288)	13% (87)	654
2016 Vote: Someone else	9% (18)	16% (31)	19% (37)	41% (78)	14% (28)	193
2016 Vote: Didnt Vote	17% (112)	24% (154)	16% (102)	28% (182)	15% (100)	650

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Table HR2_3: Based on what you know about each movie, how likely are you to see the following upcoming movies in theaters?
The live-action version of 'Mulan'

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	13% (284)	18% (404)	20% (432)	35% (769)	14% (311)	2201
Voted in 2014: Yes	11% (141)	15% (199)	21% (284)	40% (533)	13% (172)	1329
Voted in 2014: No	16% (144)	24% (205)	17% (148)	27% (236)	16% (139)	872
2012 Vote: Barack Obama	12% (101)	17% (137)	23% (187)	35% (287)	12% (102)	814
2012 Vote: Mitt Romney	7% (37)	12% (61)	21% (106)	47% (237)	12% (61)	502
2012 Vote: Other	5% (6)	18% (20)	20% (22)	43% (47)	14% (16)	111
2012 Vote: Didn't Vote	18% (140)	24% (185)	15% (118)	26% (198)	17% (132)	772
4-Region: Northeast	12% (46)	16% (64)	20% (80)	37% (146)	15% (57)	394
4-Region: Midwest	8% (38)	18% (82)	22% (102)	38% (175)	14% (66)	462
4-Region: South	15% (120)	17% (142)	20% (162)	35% (285)	14% (117)	825
4-Region: West	15% (80)	22% (117)	17% (88)	31% (164)	14% (71)	520

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

Table HR3: Which of the following statements comes closest to your view, even if none are exactly right?

Demographic	When films are remade, they should be remade as close to their original as possible, even if it contains stereotypes or plotlines that might offend people	When films are remade, they should change with the times and try to remove offensive stereotypes or plotlines that might offend people	Don't Know / No Opinion	Total N
Adults	55% (1207)	21% (472)	24% (522)	2201
Gender: Male	54% (579)	21% (228)	24% (256)	1062
Gender: Female	55% (629)	21% (244)	23% (266)	1139
Age: 18-29	54% (266)	25% (125)	20% (101)	492
Age: 30-44	56% (291)	24% (123)	21% (107)	521
Age: 45-54	56% (199)	19% (69)	25% (90)	358
Age: 55-64	56% (220)	19% (74)	25% (99)	393
Age: 65+	53% (230)	19% (81)	29% (125)	436
Generation Z: 18-22	53% (126)	27% (64)	20% (48)	238
Millennial: Age 23-38	57% (315)	23% (127)	20% (114)	555
Generation X: Age 39-54	55% (316)	22% (126)	24% (136)	578
Boomers: Age 55-73	53% (386)	19% (137)	28% (204)	728
PID: Dem (no lean)	47% (351)	33% (245)	20% (152)	747
PID: Ind (no lean)	53% (437)	19% (155)	28% (231)	823
PID: Rep (no lean)	66% (419)	11% (72)	22% (139)	631
PID/Gender: Dem Men	46% (136)	36% (108)	18% (54)	299
PID/Gender: Dem Women	48% (214)	30% (136)	22% (98)	448
PID/Gender: Ind Men	53% (230)	20% (86)	27% (117)	433
PID/Gender: Ind Women	53% (207)	18% (69)	29% (114)	390
PID/Gender: Rep Men	64% (212)	10% (33)	26% (85)	330
PID/Gender: Rep Women	69% (207)	13% (39)	18% (55)	300
Ideo: Liberal (1-3)	42% (303)	36% (256)	22% (154)	714
Ideo: Moderate (4)	60% (281)	19% (90)	21% (100)	471
Ideo: Conservative (5-7)	67% (483)	13% (92)	20% (147)	721

Continued on next page

Table HR3: Which of the following statements comes closest to your view, even if none are exactly right?

Demographic	When films are remade, they should be remade as close to their original as possible, even if it contains stereotypes or plotlines that might offend people		When films are remade, they should change with the times and try to remove offensive stereotypes or plotlines that might offend people		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	55%	(1207)	21%	(472)	24%	(522)	2201
Educ: < College	57%	(862)	18%	(270)	25%	(381)	1513
Educ: Bachelors degree	53%	(236)	27%	(122)	20%	(87)	444
Educ: Post-grad	45%	(110)	33%	(80)	22%	(54)	244
Income: Under 50k	56%	(698)	18%	(229)	25%	(313)	1241
Income: 50k-100k	53%	(368)	23%	(160)	24%	(164)	692
Income: 100k+	53%	(142)	31%	(82)	17%	(45)	268
Ethnicity: White	57%	(978)	21%	(355)	23%	(389)	1723
Ethnicity: Hispanic	55%	(192)	25%	(86)	21%	(72)	350
Ethnicity: Afr. Am.	45%	(123)	25%	(70)	30%	(82)	274
Ethnicity: Other	52%	(106)	23%	(47)	25%	(51)	204
Relig: Protestant	56%	(263)	21%	(100)	23%	(108)	470
Relig: Roman Catholic	62%	(249)	21%	(86)	16%	(66)	400
Relig: Ath./Agn./None	47%	(346)	25%	(185)	28%	(211)	742
Relig: Something Else	57%	(188)	21%	(67)	22%	(73)	328
Relig: Jewish	59%	(30)	30%	(15)	11%	(6)	51
Relig: Evangelical	62%	(341)	15%	(85)	22%	(123)	549
Relig: Non-Evang. Catholics	57%	(332)	23%	(135)	20%	(115)	582
Relig: All Christian	60%	(673)	19%	(220)	21%	(238)	1131
Relig: All Non-Christian	50%	(534)	24%	(252)	27%	(284)	1070
Community: Urban	51%	(271)	25%	(130)	24%	(127)	529
Community: Suburban	53%	(553)	23%	(237)	24%	(256)	1046
Community: Rural	61%	(383)	17%	(104)	22%	(139)	626

Continued on next page

Table HR3: Which of the following statements comes closest to your view, even if none are exactly right?

Demographic	When films are remade, they should be remade as close to their original as possible, even if it contains stereotypes or plotlines that might offend people		When films are remade, they should change with the times and try to remove offensive stereotypes or plotlines that might offend people		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	55%	(1207)	21%	(472)	24%	(522)	2201
Employ: Private Sector	53%	(320)	25%	(150)	22%	(130)	600
Employ: Government	53%	(74)	29%	(41)	18%	(25)	140
Employ: Self-Employed	54%	(111)	24%	(49)	22%	(45)	206
Employ: Homemaker	60%	(90)	13%	(20)	27%	(40)	150
Employ: Student	54%	(72)	27%	(36)	18%	(24)	132
Employ: Retired	57%	(298)	17%	(91)	26%	(138)	527
Employ: Unemployed	58%	(147)	21%	(53)	21%	(52)	252
Employ: Other	49%	(95)	16%	(32)	35%	(68)	195
Military HH: Yes	58%	(225)	18%	(70)	23%	(90)	385
Military HH: No	54%	(982)	22%	(402)	24%	(432)	1816
RD/WT: Right Direction	65%	(507)	14%	(109)	21%	(160)	777
RD/WT: Wrong Track	49%	(700)	25%	(363)	25%	(362)	1424
Trump Job Approve	68%	(587)	11%	(94)	21%	(177)	858
Trump Job Disapprove	47%	(567)	30%	(361)	24%	(286)	1214
Trump Job Strongly Approve	70%	(321)	9%	(39)	21%	(97)	458
Trump Job Somewhat Approve	66%	(266)	14%	(54)	20%	(80)	400
Trump Job Somewhat Disapprove	51%	(144)	28%	(79)	21%	(60)	282
Trump Job Strongly Disapprove	45%	(423)	30%	(283)	24%	(226)	931
Favorable of Trump	69%	(592)	10%	(87)	21%	(175)	855
Unfavorable of Trump	47%	(556)	30%	(358)	24%	(281)	1194
Very Favorable of Trump	71%	(341)	7%	(32)	22%	(106)	479
Somewhat Favorable of Trump	67%	(251)	15%	(56)	18%	(69)	376
Somewhat Unfavorable of Trump	51%	(98)	26%	(49)	23%	(43)	190
Very Unfavorable of Trump	46%	(458)	31%	(309)	24%	(238)	1004

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Table HR3: Which of the following statements comes closest to your view, even if none are exactly right?

Demographic	When films are remade, they should be remade as close to their original as possible, even if it contains stereotypes or plotlines that might offend people		When films are remade, they should change with the times and try to remove offensive stereotypes or plotlines that might offend people		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	55%	(1207)	21%	(472)	24%	(522)	2201
#1 Issue: Economy	58%	(317)	19%	(105)	22%	(120)	542
#1 Issue: Security	65%	(281)	13%	(55)	22%	(95)	431
#1 Issue: Health Care	50%	(181)	29%	(105)	21%	(74)	360
#1 Issue: Medicare / Social Security	55%	(182)	15%	(49)	30%	(98)	329
#1 Issue: Women's Issues	36%	(43)	39%	(47)	24%	(29)	119
#1 Issue: Education	51%	(78)	25%	(38)	24%	(37)	153
#1 Issue: Energy	49%	(59)	33%	(40)	17%	(21)	121
#1 Issue: Other	46%	(67)	22%	(32)	32%	(47)	146
2018 House Vote: Democrat	45%	(362)	34%	(277)	21%	(174)	813
2018 House Vote: Republican	67%	(440)	13%	(87)	20%	(131)	658
2018 House Vote: Someone else	48%	(57)	17%	(20)	34%	(40)	117
2018 House Vote: Didn't Vote	57%	(345)	14%	(86)	29%	(174)	606
2016 Vote: Hillary Clinton	42%	(293)	36%	(253)	22%	(157)	702
2016 Vote: Donald Trump	68%	(445)	11%	(71)	21%	(137)	654
2016 Vote: Someone else	55%	(105)	17%	(32)	29%	(55)	193
2016 Vote: Didn't Vote	56%	(361)	18%	(116)	27%	(173)	650
Voted in 2014: Yes	55%	(733)	23%	(303)	22%	(293)	1329
Voted in 2014: No	54%	(474)	19%	(169)	26%	(229)	872
2012 Vote: Barack Obama	47%	(385)	30%	(247)	22%	(182)	814
2012 Vote: Mitt Romney	66%	(329)	14%	(69)	21%	(103)	502
2012 Vote: Other	61%	(68)	7%	(8)	32%	(35)	111
2012 Vote: Didn't Vote	55%	(424)	19%	(148)	26%	(201)	772
4-Region: Northeast	53%	(207)	22%	(86)	25%	(100)	394
4-Region: Midwest	55%	(252)	20%	(95)	25%	(115)	462
4-Region: South	57%	(469)	22%	(179)	21%	(177)	825
4-Region: West	54%	(279)	22%	(112)	25%	(129)	520

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

Table HR4: Which of the following statements comes closest to your view, even if none are exactly right?

Demographic	I mostly see live-action movie remakes of classic cartoon movies in theaters because I enjoy them		I mostly see live-action movie remakes of classic cartoon movies in theaters because my children enjoy them		I mostly see live-action movie remakes of classic cartoon movies in theaters because both my children and I enjoy them		I don't see live-action movie remakes of classic cartoon movies in theaters		Don't Know / No Opinion	Total N	
	%	(N)	%	(N)	%	(N)	%	(N)			
Adults	14%	(144)	11%	(111)	22%	(232)	38%	(396)	16%	(164)	1046
Gender: Male	14%	(66)	12%	(56)	18%	(86)	41%	(191)	15%	(69)	468
Gender: Female	14%	(78)	9%	(54)	25%	(145)	35%	(205)	16%	(95)	578
Age: 18-29	26%	(34)	12%	(15)	31%	(40)	15%	(20)	17%	(22)	130
Age: 30-44	17%	(55)	12%	(39)	31%	(101)	27%	(87)	12%	(40)	322
Age: 45-54	12%	(26)	14%	(31)	22%	(47)	33%	(72)	19%	(42)	219
Age: 55-64	10%	(18)	8%	(14)	18%	(33)	49%	(88)	15%	(27)	181
Age: 65+	6%	(12)	6%	(11)	5%	(10)	66%	(129)	17%	(33)	194
Millennial: Age 23-38	21%	(58)	13%	(34)	32%	(87)	22%	(60)	11%	(31)	270
Generation X: Age 39-54	13%	(48)	13%	(49)	25%	(93)	31%	(116)	17%	(63)	371
Boomers: Age 55-73	9%	(28)	7%	(24)	13%	(43)	54%	(180)	17%	(56)	331
PID: Dem (no lean)	15%	(53)	14%	(47)	24%	(82)	33%	(113)	14%	(48)	343
PID: Ind (no lean)	12%	(43)	7%	(26)	22%	(79)	40%	(145)	20%	(72)	366
PID: Rep (no lean)	14%	(48)	11%	(38)	21%	(71)	41%	(137)	13%	(43)	337
PID/Gender: Dem Men	15%	(18)	17%	(21)	17%	(22)	35%	(43)	16%	(20)	124
PID/Gender: Dem Women	16%	(35)	12%	(26)	27%	(60)	32%	(71)	13%	(28)	219
PID/Gender: Ind Men	13%	(22)	8%	(13)	19%	(33)	46%	(80)	16%	(27)	175
PID/Gender: Ind Women	11%	(21)	6%	(12)	24%	(46)	34%	(66)	24%	(45)	191
PID/Gender: Rep Men	15%	(25)	13%	(22)	19%	(32)	40%	(68)	13%	(22)	169
PID/Gender: Rep Women	13%	(22)	10%	(16)	23%	(39)	41%	(69)	13%	(22)	168
Ideo: Liberal (1-3)	16%	(48)	16%	(48)	23%	(70)	28%	(85)	16%	(48)	299
Ideo: Moderate (4)	16%	(36)	10%	(24)	21%	(48)	40%	(92)	14%	(32)	233
Ideo: Conservative (5-7)	12%	(44)	9%	(33)	21%	(79)	47%	(177)	12%	(47)	378

Continued on next page

Table HR4: Which of the following statements comes closest to your view, even if none are exactly right?

Demographic	I mostly see live-action movie remakes of classic cartoon movies in theaters because I enjoy them		I mostly see live-action movie remakes of classic cartoon movies in theaters because my children enjoy them		I mostly see live-action movie remakes of classic cartoon movies in theaters because both my children and I enjoy them		I don't see live-action movie remakes of classic cartoon movies in theaters		Don't Know / No Opinion		Total N
	14%	(144)	11%	(111)	22%	(232)	38%	(396)	16%	(164)	
Adults	14%	(144)	11%	(111)	22%	(232)	38%	(396)	16%	(164)	1046
Educ: < College	13%	(96)	8%	(54)	24%	(170)	36%	(257)	19%	(137)	713
Educ: Bachelors degree	12%	(26)	19%	(41)	20%	(42)	42%	(90)	8%	(16)	215
Educ: Post-grad	19%	(22)	13%	(16)	17%	(20)	42%	(50)	9%	(10)	118
Income: Under 50k	15%	(77)	8%	(44)	23%	(123)	35%	(183)	19%	(103)	529
Income: 50k-100k	13%	(45)	12%	(41)	21%	(73)	42%	(148)	13%	(46)	354
Income: 100k+	13%	(21)	16%	(26)	22%	(36)	40%	(65)	9%	(14)	163
Ethnicity: White	14%	(111)	10%	(83)	20%	(166)	41%	(337)	15%	(123)	820
Ethnicity: Hispanic	19%	(31)	14%	(22)	24%	(39)	22%	(35)	21%	(34)	161
Ethnicity: Afr. Am.	17%	(23)	13%	(18)	30%	(41)	27%	(37)	14%	(18)	137
Ethnicity: Other	12%	(10)	10%	(9)	28%	(25)	25%	(22)	25%	(22)	89
Relig: Protestant	12%	(30)	9%	(22)	18%	(45)	49%	(122)	13%	(33)	251
Relig: Roman Catholic	14%	(29)	14%	(29)	22%	(47)	38%	(80)	13%	(27)	211
Relig: Ath./Agn./None	13%	(35)	10%	(27)	20%	(55)	39%	(106)	18%	(48)	270
Relig: Something Else	16%	(28)	10%	(17)	29%	(48)	31%	(51)	14%	(23)	167
Relig: Evangelical	16%	(49)	9%	(27)	22%	(70)	36%	(114)	17%	(52)	312
Relig: Non-Evang. Catholics	11%	(32)	13%	(40)	20%	(59)	42%	(125)	14%	(40)	297
Relig: All Christian	13%	(82)	11%	(67)	21%	(129)	39%	(239)	15%	(93)	609
Relig: All Non-Christian	14%	(62)	10%	(44)	23%	(102)	36%	(157)	16%	(71)	437
Community: Urban	17%	(35)	15%	(32)	24%	(50)	25%	(52)	18%	(38)	206
Community: Suburban	15%	(79)	11%	(54)	20%	(102)	40%	(200)	14%	(73)	507
Community: Rural	9%	(30)	8%	(25)	24%	(80)	43%	(144)	16%	(53)	333

Continued on next page

Table HR4: Which of the following statements comes closest to your view, even if none are exactly right?

Demographic	I mostly see live-action movie remakes of classic cartoon movies in theaters because I enjoy them		I mostly see live-action movie remakes of classic cartoon movies in theaters because my children enjoy them		I mostly see live-action movie remakes of classic cartoon movies in theaters because both my children and I enjoy them		I don't see live-action movie remakes of classic cartoon movies in theaters		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	14%	(144)	11%	(111)	22%	(232)	38%	(396)	16%	(164)	1046
Employ: Private Sector	17%	(53)	13%	(42)	30%	(96)	30%	(96)	10%	(33)	319
Employ: Government	22%	(17)	18%	(14)	18%	(13)	29%	(22)	13%	(10)	76
Employ: Self-Employed	13%	(13)	13%	(13)	21%	(21)	39%	(39)	14%	(14)	100
Employ: Homemaker	13%	(15)	12%	(13)	32%	(36)	27%	(31)	16%	(18)	115
Employ: Retired	4%	(10)	6%	(14)	9%	(21)	64%	(144)	16%	(37)	226
Employ: Unemployed	13%	(13)	8%	(8)	23%	(22)	37%	(36)	19%	(19)	98
Employ: Other	19%	(18)	4%	(4)	17%	(17)	28%	(27)	32%	(31)	96
Military HH: Yes	13%	(25)	11%	(22)	22%	(44)	40%	(78)	14%	(27)	196
Military HH: No	14%	(119)	10%	(89)	22%	(188)	37%	(318)	16%	(137)	849
RD/WT: Right Direction	14%	(57)	9%	(36)	20%	(82)	42%	(168)	15%	(59)	402
RD/WT: Wrong Track	13%	(87)	12%	(75)	23%	(149)	35%	(227)	16%	(105)	644
Trump Job Approve	12%	(55)	8%	(38)	22%	(99)	43%	(196)	15%	(67)	455
Trump Job Disapprove	15%	(82)	13%	(70)	23%	(124)	35%	(188)	14%	(75)	540
Trump Job Strongly Approve	11%	(28)	8%	(21)	20%	(48)	45%	(109)	16%	(38)	244
Trump Job Somewhat Approve	13%	(27)	8%	(17)	24%	(51)	41%	(87)	14%	(29)	211
Trump Job Somewhat Disapprove	14%	(18)	14%	(18)	30%	(38)	32%	(41)	10%	(13)	127
Trump Job Strongly Disapprove	16%	(64)	12%	(51)	21%	(86)	36%	(148)	15%	(63)	413
Favorable of Trump	13%	(61)	9%	(40)	22%	(100)	42%	(190)	14%	(64)	455
Unfavorable of Trump	15%	(78)	12%	(66)	23%	(121)	35%	(189)	15%	(80)	536
Very Favorable of Trump	12%	(31)	8%	(21)	19%	(51)	42%	(110)	18%	(48)	261
Somewhat Favorable of Trump	15%	(30)	10%	(19)	25%	(49)	41%	(80)	8%	(16)	194
Somewhat Unfavorable of Trump	13%	(11)	15%	(13)	26%	(22)	32%	(28)	14%	(12)	86
Very Unfavorable of Trump	15%	(67)	12%	(53)	22%	(99)	36%	(162)	15%	(69)	450

Continued on next page

Table HR4: Which of the following statements comes closest to your view, even if none are exactly right?

Demographic	I mostly see live-action movie remakes of classic cartoon movies in theaters because I enjoy them		I mostly see live-action movie remakes of classic cartoon movies in theaters because my children enjoy them		I mostly see live-action movie remakes of classic cartoon movies in theaters because both my children and I enjoy them		I don't see live-action movie remakes of classic cartoon movies in theaters		Don't Know / No Opinion	Total N	
	%	(N)	%	(N)	%	(N)	%	(N)			
Adults	14%	(144)	11%	(111)	22%	(232)	38%	(396)	16%	(164)	1046
#1 Issue: Economy	11%	(30)	12%	(32)	31%	(86)	29%	(78)	17%	(48)	273
#1 Issue: Security	11%	(25)	9%	(21)	21%	(47)	44%	(98)	14%	(32)	223
#1 Issue: Health Care	13%	(23)	14%	(25)	20%	(36)	36%	(65)	17%	(31)	180
#1 Issue: Medicare / Social Security	8%	(12)	6%	(8)	13%	(19)	57%	(82)	16%	(23)	144
#1 Issue: Education	23%	(17)	14%	(10)	29%	(21)	27%	(20)	8%	(6)	74
#1 Issue: Other	10%	(6)	8%	(5)	16%	(10)	42%	(27)	24%	(15)	64
2018 House Vote: Democrat	15%	(55)	15%	(57)	22%	(84)	35%	(131)	13%	(49)	377
2018 House Vote: Republican	13%	(44)	11%	(37)	20%	(71)	45%	(156)	12%	(40)	348
2018 House Vote: Someone else	12%	(7)	5%	(3)	22%	(12)	46%	(25)	15%	(8)	54
2018 House Vote: Didnt Vote	14%	(38)	5%	(14)	24%	(65)	31%	(82)	25%	(66)	265
2016 Vote: Hillary Clinton	17%	(56)	14%	(47)	21%	(70)	34%	(114)	14%	(48)	334
2016 Vote: Donald Trump	13%	(45)	11%	(38)	19%	(68)	46%	(163)	11%	(37)	352
2016 Vote: Someone else	8%	(7)	10%	(9)	28%	(27)	43%	(41)	12%	(11)	96
2016 Vote: Didnt Vote	13%	(35)	6%	(17)	25%	(66)	30%	(79)	25%	(67)	264
Voted in 2014: Yes	12%	(83)	13%	(90)	20%	(138)	42%	(296)	13%	(90)	696
Voted in 2014: No	18%	(61)	6%	(20)	27%	(94)	29%	(100)	21%	(74)	349
2012 Vote: Barack Obama	16%	(64)	14%	(58)	19%	(79)	36%	(149)	15%	(60)	409
2012 Vote: Mitt Romney	10%	(29)	10%	(27)	20%	(56)	49%	(136)	11%	(32)	280
2012 Vote: Other	2%	(1)	8%	(5)	31%	(17)	48%	(27)	10%	(6)	55
2012 Vote: Didn't Vote	17%	(50)	7%	(21)	27%	(79)	28%	(83)	22%	(66)	299
4-Region: Northeast	12%	(22)	13%	(23)	22%	(39)	38%	(68)	15%	(26)	178
4-Region: Midwest	14%	(31)	9%	(21)	19%	(43)	42%	(96)	16%	(35)	227
4-Region: South	14%	(58)	10%	(42)	22%	(89)	38%	(152)	15%	(62)	404
4-Region: West	14%	(34)	10%	(24)	25%	(60)	33%	(79)	17%	(40)	237

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

Table HR5_1: Do you agree or disagree with the following statements?
There are too many live-action movie remakes of classic cartoon movies.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	16%	(346)	27%	(593)	21%	(458)	12%	(264)	25%	(540)	2201
Gender: Male	18%	(189)	28%	(300)	21%	(219)	11%	(114)	23%	(240)	1062
Gender: Female	14%	(156)	26%	(293)	21%	(239)	13%	(150)	26%	(300)	1139
Age: 18-29	19%	(92)	28%	(138)	22%	(108)	14%	(71)	17%	(83)	492
Age: 30-44	15%	(80)	25%	(131)	24%	(123)	17%	(89)	19%	(98)	521
Age: 45-54	16%	(58)	27%	(95)	23%	(83)	12%	(42)	23%	(81)	358
Age: 55-64	15%	(60)	30%	(118)	17%	(68)	8%	(32)	30%	(116)	393
Age: 65+	13%	(55)	25%	(110)	18%	(77)	7%	(30)	37%	(163)	436
Generation Z: 18-22	21%	(51)	28%	(68)	21%	(51)	13%	(32)	15%	(37)	238
Millennial: Age 23-38	16%	(87)	26%	(144)	23%	(126)	17%	(97)	18%	(101)	555
Generation X: Age 39-54	16%	(92)	26%	(153)	23%	(136)	13%	(74)	21%	(124)	578
Boomers: Age 55-73	14%	(103)	28%	(201)	17%	(125)	7%	(51)	34%	(248)	728
PID: Dem (no lean)	15%	(109)	28%	(212)	20%	(153)	14%	(102)	23%	(172)	747
PID: Ind (no lean)	18%	(145)	27%	(220)	20%	(167)	12%	(100)	23%	(191)	823
PID: Rep (no lean)	15%	(92)	26%	(161)	22%	(139)	10%	(62)	28%	(177)	631
PID/Gender: Dem Men	17%	(50)	31%	(93)	20%	(61)	11%	(32)	21%	(63)	299
PID/Gender: Dem Women	13%	(59)	27%	(120)	20%	(91)	16%	(70)	24%	(109)	448
PID/Gender: Ind Men	21%	(91)	28%	(120)	20%	(84)	11%	(48)	21%	(90)	433
PID/Gender: Ind Women	14%	(55)	26%	(100)	21%	(82)	13%	(53)	26%	(101)	390
PID/Gender: Rep Men	15%	(49)	27%	(88)	22%	(73)	10%	(35)	26%	(86)	330
PID/Gender: Rep Women	14%	(43)	24%	(73)	22%	(65)	9%	(28)	30%	(91)	300
Ideo: Liberal (1-3)	17%	(121)	29%	(205)	20%	(145)	12%	(89)	22%	(154)	714
Ideo: Moderate (4)	14%	(66)	29%	(138)	19%	(92)	13%	(61)	24%	(115)	471
Ideo: Conservative (5-7)	16%	(115)	26%	(187)	22%	(159)	10%	(71)	26%	(190)	721
Educ: < College	15%	(229)	26%	(391)	21%	(317)	13%	(194)	25%	(381)	1513
Educ: Bachelors degree	18%	(79)	30%	(133)	20%	(89)	10%	(45)	22%	(98)	444
Educ: Post-grad	16%	(38)	28%	(69)	21%	(51)	10%	(25)	25%	(62)	244

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Table HR5_1: Do you agree or disagree with the following statements?
There are too many live-action movie remakes of classic cartoon movies.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't Know / No Opinion	Total N
Adults	16% (346)	27% (593)	21% (458)	12% (264)	25% (540)	2201
Income: Under 50k	16% (196)	25% (305)	21% (266)	13% (161)	25% (312)	1241
Income: 50k-100k	15% (107)	31% (214)	19% (134)	10% (69)	24% (168)	692
Income: 100k+	16% (43)	27% (73)	22% (58)	13% (34)	22% (60)	268
Ethnicity: White	15% (261)	28% (487)	20% (348)	11% (192)	25% (433)	1723
Ethnicity: Hispanic	18% (63)	25% (88)	25% (89)	13% (46)	18% (64)	350
Ethnicity: Afr. Am.	15% (41)	21% (58)	22% (61)	18% (48)	24% (66)	274
Ethnicity: Other	22% (44)	23% (47)	24% (49)	11% (23)	20% (41)	204
Relig: Protestant	14% (65)	26% (123)	21% (100)	12% (55)	27% (126)	470
Relig: Roman Catholic	14% (57)	32% (128)	23% (91)	9% (37)	22% (88)	400
Relig: Ath./Agn./None	17% (129)	25% (187)	18% (135)	14% (107)	25% (184)	742
Relig: Something Else	15% (48)	31% (101)	24% (77)	10% (33)	21% (68)	328
Relig: Jewish	25% (13)	22% (11)	24% (12)	8% (4)	20% (10)	51
Relig: Evangelical	16% (89)	24% (132)	20% (111)	14% (75)	26% (143)	549
Relig: Non-Evang. Catholics	14% (80)	30% (173)	23% (134)	8% (49)	25% (145)	582
Relig: All Christian	15% (169)	27% (305)	22% (245)	11% (124)	25% (288)	1131
Relig: All Non-Christian	17% (177)	27% (288)	20% (213)	13% (140)	24% (252)	1070
Community: Urban	16% (86)	31% (164)	21% (113)	11% (60)	20% (106)	529
Community: Suburban	15% (159)	25% (265)	21% (222)	13% (132)	26% (268)	1046
Community: Rural	16% (101)	26% (164)	20% (123)	12% (73)	26% (166)	626
Employ: Private Sector	18% (106)	28% (168)	22% (133)	13% (76)	20% (117)	600
Employ: Government	10% (14)	35% (48)	21% (29)	15% (21)	19% (27)	140
Employ: Self-Employed	11% (23)	27% (56)	21% (43)	15% (31)	25% (52)	206
Employ: Homemaker	18% (27)	20% (30)	25% (38)	14% (21)	23% (34)	150
Employ: Student	19% (26)	27% (36)	26% (35)	14% (19)	13% (17)	132
Employ: Retired	13% (67)	28% (145)	19% (99)	7% (38)	34% (178)	527
Employ: Unemployed	19% (47)	22% (56)	19% (48)	16% (40)	24% (60)	252
Employ: Other	18% (35)	27% (53)	17% (34)	9% (17)	28% (55)	195
Military HH: Yes	13% (51)	26% (99)	19% (74)	13% (51)	28% (109)	385
Military HH: No	16% (295)	27% (494)	21% (384)	12% (213)	24% (431)	1816

Continued on next page

Table HR5_1: Do you agree or disagree with the following statements?
There are too many live-action movie remakes of classic cartoon movies.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't Know / No Opinion	Total N
Adults	16% (346)	27% (593)	21% (458)	12% (264)	25% (540)	2201
RD/WT: Right Direction	14% (108)	26% (200)	21% (164)	11% (88)	28% (217)	777
RD/WT: Wrong Track	17% (238)	28% (393)	21% (294)	12% (176)	23% (323)	1424
Trump Job Approve	15% (127)	26% (226)	21% (176)	11% (95)	27% (233)	858
Trump Job Disapprove	17% (205)	28% (340)	22% (264)	13% (158)	20% (246)	1214
Trump Job Strongly Approve	17% (76)	25% (113)	18% (83)	11% (49)	30% (137)	458
Trump Job Somewhat Approve	13% (51)	28% (113)	23% (93)	12% (46)	24% (96)	400
Trump Job Somewhat Disapprove	14% (40)	34% (97)	23% (66)	14% (40)	14% (40)	282
Trump Job Strongly Disapprove	18% (165)	26% (244)	21% (197)	13% (119)	22% (207)	931
Favorable of Trump	15% (131)	27% (227)	19% (166)	12% (100)	27% (231)	855
Unfavorable of Trump	16% (196)	28% (338)	22% (265)	13% (153)	20% (244)	1194
Very Favorable of Trump	16% (76)	22% (107)	20% (95)	12% (56)	31% (146)	479
Somewhat Favorable of Trump	15% (55)	32% (120)	19% (72)	12% (44)	23% (85)	376
Somewhat Unfavorable of Trump	15% (28)	31% (60)	25% (48)	14% (27)	14% (28)	190
Very Unfavorable of Trump	17% (167)	28% (278)	22% (216)	13% (126)	22% (216)	1004
#1 Issue: Economy	16% (86)	27% (146)	21% (116)	12% (67)	23% (126)	542
#1 Issue: Security	18% (76)	25% (109)	19% (83)	13% (56)	25% (107)	431
#1 Issue: Health Care	14% (51)	29% (103)	22% (79)	12% (42)	23% (84)	360
#1 Issue: Medicare / Social Security	14% (46)	26% (87)	20% (66)	7% (24)	32% (107)	329
#1 Issue: Women's Issues	17% (20)	26% (31)	24% (28)	16% (19)	18% (22)	119
#1 Issue: Education	20% (30)	21% (33)	23% (36)	17% (26)	18% (28)	153
#1 Issue: Energy	16% (20)	31% (37)	23% (27)	13% (16)	17% (20)	121
#1 Issue: Other	11% (16)	33% (47)	15% (22)	10% (14)	31% (46)	146
2018 House Vote: Democrat	15% (120)	29% (235)	21% (167)	13% (104)	23% (187)	813
2018 House Vote: Republican	15% (98)	27% (179)	20% (134)	12% (76)	26% (171)	658
2018 House Vote: Someone else	20% (23)	24% (29)	18% (21)	9% (10)	29% (34)	117
2018 House Vote: Didnt Vote	17% (105)	24% (146)	22% (134)	12% (73)	24% (148)	606
2016 Vote: Hillary Clinton	13% (88)	28% (199)	22% (154)	13% (88)	25% (172)	702
2016 Vote: Donald Trump	16% (102)	26% (167)	21% (140)	11% (71)	27% (173)	654
2016 Vote: Someone else	20% (39)	29% (57)	11% (21)	10% (20)	29% (56)	193
2016 Vote: Didnt Vote	18% (115)	26% (170)	22% (142)	13% (85)	21% (138)	650

Continued on next page

Table HR5_1: Do you agree or disagree with the following statements?
There are too many live-action movie remakes of classic cartoon movies.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	16%	(346)	27%	(593)	21%	(458)	12%	(264)	25%	(540)	2201
Voted in 2014: Yes	16%	(208)	26%	(349)	21%	(275)	11%	(149)	26%	(348)	1329
Voted in 2014: No	16%	(137)	28%	(244)	21%	(183)	13%	(115)	22%	(193)	872
2012 Vote: Barack Obama	15%	(122)	28%	(225)	23%	(186)	11%	(89)	24%	(192)	814
2012 Vote: Mitt Romney	15%	(75)	26%	(129)	21%	(106)	10%	(51)	28%	(142)	502
2012 Vote: Other	28%	(31)	22%	(24)	12%	(14)	9%	(10)	29%	(32)	111
2012 Vote: Didn't Vote	15%	(118)	28%	(214)	20%	(152)	15%	(114)	23%	(174)	772
4-Region: Northeast	16%	(64)	24%	(95)	21%	(84)	11%	(44)	27%	(106)	394
4-Region: Midwest	17%	(77)	23%	(105)	20%	(90)	13%	(59)	28%	(130)	462
4-Region: South	16%	(133)	28%	(227)	20%	(169)	13%	(106)	23%	(190)	825
4-Region: West	14%	(71)	32%	(165)	22%	(115)	11%	(55)	22%	(114)	520

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

Table HR5_2: Do you agree or disagree with the following statements?
I usually prefer the original classic cartoon movie over the live-action movie remake.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't Know / No Opinion	Total N
Adults	32% (703)	33% (722)	14% (299)	4% (80)	18% (397)	2201
Gender: Male	33% (352)	33% (349)	13% (136)	4% (39)	18% (187)	1062
Gender: Female	31% (351)	33% (373)	14% (163)	4% (42)	18% (209)	1139
Age: 18-29	38% (188)	30% (147)	13% (63)	3% (16)	16% (78)	492
Age: 30-44	34% (177)	30% (157)	16% (84)	3% (18)	16% (84)	521
Age: 45-54	30% (106)	36% (128)	14% (51)	5% (17)	16% (56)	358
Age: 55-64	30% (116)	35% (138)	12% (47)	4% (16)	19% (76)	393
Age: 65+	26% (116)	35% (152)	12% (54)	3% (13)	23% (102)	436
Generation Z: 18-22	39% (93)	25% (59)	17% (41)	4% (9)	15% (36)	238
Millennial: Age 23-38	36% (201)	31% (174)	14% (75)	3% (15)	16% (90)	555
Generation X: Age 39-54	31% (178)	35% (200)	14% (82)	5% (27)	16% (92)	578
Boomers: Age 55-73	29% (210)	34% (250)	12% (86)	3% (24)	22% (158)	728
PID: Dem (no lean)	30% (221)	37% (273)	13% (100)	4% (27)	17% (125)	747
PID: Ind (no lean)	34% (283)	27% (223)	14% (114)	4% (33)	21% (171)	823
PID: Rep (no lean)	32% (199)	36% (225)	13% (85)	3% (20)	16% (101)	631
PID/Gender: Dem Men	33% (99)	38% (114)	12% (36)	4% (11)	13% (39)	299
PID/Gender: Dem Women	27% (123)	36% (159)	14% (64)	4% (16)	19% (86)	448
PID/Gender: Ind Men	37% (159)	26% (111)	13% (56)	4% (16)	21% (91)	433
PID/Gender: Ind Women	32% (124)	29% (112)	15% (58)	4% (17)	20% (80)	390
PID/Gender: Rep Men	29% (94)	37% (124)	13% (44)	3% (11)	17% (57)	330
PID/Gender: Rep Women	35% (105)	34% (102)	14% (41)	3% (9)	15% (44)	300
Ideo: Liberal (1-3)	30% (211)	35% (248)	14% (103)	4% (26)	18% (127)	714
Ideo: Moderate (4)	33% (158)	31% (148)	13% (63)	2% (10)	20% (93)	471
Ideo: Conservative (5-7)	32% (231)	35% (256)	13% (93)	5% (34)	15% (107)	721
Educ: < College	32% (491)	32% (485)	14% (204)	4% (59)	18% (274)	1513
Educ: Bachelors degree	32% (140)	35% (155)	12% (54)	3% (14)	18% (80)	444
Educ: Post-grad	30% (73)	33% (81)	16% (40)	3% (7)	18% (43)	244

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Table HR5_2: Do you agree or disagree with the following statements?
I usually prefer the original classic cartoon movie over the live-action movie remake.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't Know / No Opinion	Total N
Adults	32% (703)	33% (722)	14% (299)	4% (80)	18% (397)	2201
Income: Under 50k	33% (415)	31% (381)	13% (161)	3% (42)	20% (242)	1241
Income: 50k-100k	30% (209)	36% (248)	14% (94)	4% (29)	16% (111)	692
Income: 100k+	30% (79)	35% (93)	16% (43)	3% (9)	16% (44)	268
Ethnicity: White	32% (546)	34% (581)	14% (238)	3% (58)	17% (299)	1723
Ethnicity: Hispanic	32% (113)	33% (115)	20% (69)	3% (10)	12% (42)	350
Ethnicity: Afr. Am.	29% (81)	32% (88)	10% (27)	5% (15)	23% (64)	274
Ethnicity: Other	38% (77)	26% (52)	17% (34)	4% (7)	17% (34)	204
Relig: Protestant	29% (138)	37% (173)	14% (64)	3% (13)	18% (83)	470
Relig: Roman Catholic	33% (134)	37% (149)	14% (56)	4% (15)	12% (46)	400
Relig: Ath./Agn./None	31% (231)	31% (227)	13% (94)	4% (29)	22% (161)	742
Relig: Something Else	32% (105)	32% (104)	14% (46)	4% (14)	18% (59)	328
Relig: Jewish	37% (19)	35% (18)	8% (4)	1% (1)	18% (9)	51
Relig: Evangelical	35% (191)	31% (171)	14% (76)	4% (20)	16% (90)	549
Relig: Non-Evang. Catholics	30% (176)	38% (219)	14% (83)	3% (17)	15% (87)	582
Relig: All Christian	32% (367)	35% (390)	14% (159)	3% (37)	16% (178)	1131
Relig: All Non-Christian	31% (336)	31% (332)	13% (140)	4% (43)	20% (219)	1070
Community: Urban	35% (186)	33% (174)	14% (75)	2% (10)	16% (84)	529
Community: Suburban	31% (327)	31% (328)	15% (153)	3% (36)	19% (202)	1046
Community: Rural	30% (191)	35% (221)	11% (70)	5% (34)	18% (110)	626
Employ: Private Sector	33% (196)	37% (221)	12% (72)	3% (20)	15% (92)	600
Employ: Government	29% (41)	39% (55)	16% (22)	4% (5)	11% (16)	140
Employ: Self-Employed	26% (53)	34% (71)	18% (37)	5% (11)	17% (34)	206
Employ: Homemaker	39% (59)	28% (42)	14% (22)	1% (1)	18% (26)	150
Employ: Student	35% (46)	27% (35)	17% (22)	7% (9)	15% (20)	132
Employ: Retired	27% (143)	35% (185)	12% (66)	4% (18)	22% (115)	527
Employ: Unemployed	41% (104)	23% (58)	12% (31)	3% (9)	20% (50)	252
Employ: Other	32% (63)	28% (55)	13% (26)	3% (6)	22% (44)	195
Military HH: Yes	28% (110)	39% (152)	13% (52)	5% (19)	14% (53)	385
Military HH: No	33% (594)	31% (570)	14% (247)	3% (61)	19% (344)	1816

Continued on next page

Table HR5_2: Do you agree or disagree with the following statements?
I usually prefer the original classic cartoon movie over the live-action movie remake.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't Know / No Opinion	Total N
Adults	32% (703)	33% (722)	14% (299)	4% (80)	18% (397)	2201
RD/WT: Right Direction	31% (243)	33% (255)	13% (102)	5% (38)	18% (138)	777
RD/WT: Wrong Track	32% (460)	33% (467)	14% (197)	3% (42)	18% (259)	1424
Trump Job Approve	32% (270)	34% (295)	12% (106)	4% (37)	17% (150)	858
Trump Job Disapprove	32% (393)	33% (404)	14% (176)	3% (38)	17% (203)	1214
Trump Job Strongly Approve	33% (152)	33% (153)	11% (51)	5% (21)	18% (82)	458
Trump Job Somewhat Approve	30% (119)	36% (143)	14% (54)	4% (16)	17% (68)	400
Trump Job Somewhat Disapprove	34% (95)	30% (84)	20% (57)	4% (11)	12% (35)	282
Trump Job Strongly Disapprove	32% (298)	34% (320)	13% (119)	3% (27)	18% (168)	931
Favorable of Trump	33% (284)	33% (283)	13% (110)	4% (38)	16% (139)	855
Unfavorable of Trump	31% (374)	34% (408)	15% (174)	3% (34)	17% (204)	1194
Very Favorable of Trump	34% (164)	32% (152)	12% (57)	5% (22)	18% (84)	479
Somewhat Favorable of Trump	32% (120)	35% (131)	14% (53)	4% (16)	15% (55)	376
Somewhat Unfavorable of Trump	33% (62)	31% (60)	17% (33)	6% (12)	13% (24)	190
Very Unfavorable of Trump	31% (312)	35% (349)	14% (142)	2% (22)	18% (180)	1004
#1 Issue: Economy	31% (170)	35% (187)	13% (72)	3% (15)	18% (98)	542
#1 Issue: Security	33% (142)	29% (126)	15% (65)	4% (17)	19% (80)	431
#1 Issue: Health Care	30% (106)	37% (133)	14% (52)	4% (14)	15% (54)	360
#1 Issue: Medicare / Social Security	31% (101)	36% (119)	11% (35)	4% (13)	18% (61)	329
#1 Issue: Women's Issues	35% (42)	29% (35)	18% (21)	4% (4)	14% (17)	119
#1 Issue: Education	40% (61)	28% (43)	14% (21)	2% (2)	16% (25)	153
#1 Issue: Energy	34% (41)	31% (38)	11% (13)	5% (7)	19% (22)	121
#1 Issue: Other	28% (40)	27% (40)	13% (19)	5% (7)	27% (40)	146
2018 House Vote: Democrat	29% (236)	36% (289)	14% (115)	3% (23)	19% (151)	813
2018 House Vote: Republican	33% (215)	34% (225)	14% (91)	4% (25)	16% (102)	658
2018 House Vote: Someone else	31% (37)	29% (34)	8% (9)	6% (7)	26% (30)	117
2018 House Vote: Didnt Vote	35% (215)	28% (170)	14% (82)	4% (26)	19% (113)	606
2016 Vote: Hillary Clinton	27% (187)	38% (264)	13% (94)	3% (24)	19% (132)	702
2016 Vote: Donald Trump	32% (212)	34% (224)	14% (91)	4% (27)	15% (100)	654
2016 Vote: Someone else	31% (59)	30% (58)	8% (16)	5% (9)	26% (51)	193
2016 Vote: Didnt Vote	38% (245)	27% (175)	15% (96)	3% (20)	17% (114)	650

Continued on next page

Table HR5_2: Do you agree or disagree with the following statements?
I usually prefer the original classic cartoon movie over the live-action movie remake.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't Know / No Opinion	Total N
Adults	32% (703)	33% (722)	14% (299)	4% (80)	18% (397)	2201
Voted in 2014: Yes	30% (398)	35% (463)	13% (178)	4% (49)	18% (241)	1329
Voted in 2014: No	35% (305)	30% (259)	14% (121)	4% (31)	18% (156)	872
2012 Vote: Barack Obama	31% (253)	35% (284)	13% (107)	3% (21)	18% (150)	814
2012 Vote: Mitt Romney	32% (160)	32% (162)	15% (74)	4% (21)	17% (85)	502
2012 Vote: Other	32% (36)	33% (36)	7% (7)	6% (7)	22% (24)	111
2012 Vote: Didn't Vote	33% (255)	31% (238)	14% (111)	4% (31)	18% (137)	772
4-Region: Northeast	32% (125)	35% (136)	13% (50)	3% (12)	18% (70)	394
4-Region: Midwest	32% (147)	32% (146)	12% (56)	4% (18)	21% (95)	462
4-Region: South	35% (285)	31% (252)	14% (112)	4% (32)	17% (144)	825
4-Region: West	28% (146)	36% (188)	15% (80)	3% (18)	17% (88)	520

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

Table HR5_3: Do you agree or disagree with the following statements?*I enjoy watching actors from classic cartoon movies reprise their role in live-action movie remakes.*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't Know / No Opinion	Total N
Adults	19% (420)	35% (776)	13% (280)	7% (161)	26% (563)	2201
Gender: Male	17% (186)	34% (364)	14% (150)	10% (102)	25% (261)	1062
Gender: Female	21% (235)	36% (413)	11% (129)	5% (60)	27% (302)	1139
Age: 18-29	33% (164)	37% (180)	8% (37)	4% (18)	19% (92)	492
Age: 30-44	25% (133)	39% (203)	12% (61)	4% (21)	20% (104)	521
Age: 45-54	13% (46)	41% (147)	13% (48)	10% (34)	23% (82)	358
Age: 55-64	12% (47)	33% (130)	12% (49)	13% (52)	29% (115)	393
Age: 65+	7% (31)	26% (115)	19% (84)	8% (36)	39% (170)	436
Generation Z: 18-22	37% (89)	28% (67)	12% (28)	6% (14)	17% (40)	238
Millennial: Age 23-38	30% (164)	41% (229)	8% (42)	2% (14)	19% (106)	555
Generation X: Age 39-54	16% (90)	41% (235)	13% (77)	8% (45)	23% (132)	578
Boomers: Age 55-73	9% (69)	30% (222)	15% (112)	10% (73)	35% (252)	728
PID: Dem (no lean)	20% (151)	41% (308)	11% (80)	6% (45)	22% (164)	747
PID: Ind (no lean)	18% (149)	33% (268)	14% (116)	7% (61)	28% (229)	823
PID: Rep (no lean)	19% (120)	32% (200)	13% (84)	9% (56)	27% (171)	631
PID/Gender: Dem Men	19% (56)	38% (114)	11% (34)	10% (31)	21% (63)	299
PID/Gender: Dem Women	21% (95)	43% (194)	10% (46)	3% (13)	23% (101)	448
PID/Gender: Ind Men	18% (77)	31% (133)	16% (69)	9% (40)	26% (114)	433
PID/Gender: Ind Women	18% (72)	35% (135)	12% (47)	5% (21)	29% (114)	390
PID/Gender: Rep Men	16% (53)	35% (117)	14% (47)	9% (30)	25% (84)	330
PID/Gender: Rep Women	23% (68)	28% (84)	12% (37)	8% (25)	29% (87)	300
Ideo: Liberal (1-3)	21% (147)	38% (273)	13% (95)	7% (48)	21% (151)	714
Ideo: Moderate (4)	19% (89)	37% (172)	12% (57)	6% (29)	26% (124)	471
Ideo: Conservative (5-7)	17% (124)	33% (235)	14% (100)	9% (65)	27% (197)	721
Educ: < College	21% (314)	35% (522)	12% (179)	7% (99)	26% (399)	1513
Educ: Bachelors degree	16% (71)	40% (176)	15% (65)	8% (34)	22% (98)	444
Educ: Post-grad	14% (35)	32% (78)	15% (36)	12% (29)	27% (67)	244

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Table HR5_3: Do you agree or disagree with the following statements?
I enjoy watching actors from classic cartoon movies reprise their role in live-action movie remakes.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't Know / No Opinion	Total N
Adults	19% (420)	35% (776)	13% (280)	7% (161)	26% (563)	2201
Income: Under 50k	21% (261)	34% (417)	12% (154)	7% (91)	26% (319)	1241
Income: 50k-100k	17% (117)	37% (258)	13% (92)	7% (48)	26% (177)	692
Income: 100k+	16% (43)	38% (101)	13% (34)	8% (23)	25% (67)	268
Ethnicity: White	17% (288)	35% (603)	14% (239)	8% (134)	27% (457)	1723
Ethnicity: Hispanic	31% (107)	33% (115)	16% (55)	6% (23)	14% (50)	350
Ethnicity: Afr. Am.	29% (79)	37% (100)	7% (19)	6% (15)	22% (61)	274
Ethnicity: Other	26% (53)	36% (73)	11% (22)	6% (12)	22% (45)	204
Relig: Protestant	14% (68)	36% (170)	15% (73)	8% (36)	26% (124)	470
Relig: Roman Catholic	20% (81)	34% (137)	17% (70)	9% (37)	19% (76)	400
Relig: Ath./Agn./None	18% (134)	33% (247)	11% (81)	8% (61)	29% (218)	742
Relig: Something Else	21% (68)	39% (127)	10% (34)	6% (20)	24% (79)	328
Relig: Jewish	18% (9)	33% (17)	14% (7)	14% (7)	22% (11)	51
Relig: Evangelical	24% (130)	35% (192)	11% (62)	6% (31)	24% (134)	549
Relig: Non-Evang. Catholics	15% (88)	36% (211)	17% (102)	9% (50)	23% (132)	582
Relig: All Christian	19% (218)	36% (403)	14% (164)	7% (81)	24% (266)	1131
Relig: All Non-Christian	19% (203)	35% (373)	11% (116)	8% (81)	28% (297)	1070
Community: Urban	23% (122)	37% (193)	13% (69)	8% (40)	20% (104)	529
Community: Suburban	19% (201)	34% (356)	13% (140)	6% (60)	28% (289)	1046
Community: Rural	16% (98)	36% (227)	11% (70)	10% (60)	27% (170)	626
Employ: Private Sector	18% (109)	42% (250)	11% (65)	7% (39)	23% (137)	600
Employ: Government	25% (34)	35% (49)	18% (25)	5% (7)	18% (25)	140
Employ: Self-Employed	23% (48)	39% (80)	9% (19)	6% (13)	22% (45)	206
Employ: Homemaker	23% (34)	36% (53)	10% (15)	8% (12)	23% (35)	150
Employ: Student	37% (49)	30% (40)	11% (15)	10% (13)	12% (16)	132
Employ: Retired	9% (47)	30% (157)	19% (98)	10% (52)	33% (174)	527
Employ: Unemployed	22% (54)	35% (88)	10% (24)	6% (14)	28% (71)	252
Employ: Other	23% (45)	30% (59)	10% (19)	5% (10)	32% (62)	195
Military HH: Yes	15% (60)	34% (132)	17% (64)	7% (27)	27% (103)	385
Military HH: No	20% (361)	35% (644)	12% (216)	7% (135)	25% (460)	1816

Continued on next page

Table HR5_3: Do you agree or disagree with the following statements?*I enjoy watching actors from classic cartoon movies reprise their role in live-action movie remakes.*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't Know / No Opinion	Total N
Adults	19% (420)	35% (776)	13% (280)	7% (161)	26% (563)	2201
RD/WT: Right Direction	18% (137)	34% (266)	13% (101)	9% (70)	26% (202)	777
RD/WT: Wrong Track	20% (283)	36% (510)	13% (179)	6% (91)	25% (361)	1424
Trump Job Approve	18% (154)	32% (277)	13% (110)	10% (85)	27% (232)	858
Trump Job Disapprove	20% (241)	38% (466)	13% (159)	6% (73)	23% (275)	1214
Trump Job Strongly Approve	17% (79)	29% (132)	12% (55)	11% (52)	30% (139)	458
Trump Job Somewhat Approve	19% (75)	36% (145)	14% (55)	8% (34)	23% (92)	400
Trump Job Somewhat Disapprove	21% (60)	46% (130)	12% (35)	2% (6)	18% (51)	282
Trump Job Strongly Disapprove	19% (181)	36% (336)	13% (124)	7% (67)	24% (224)	931
Favorable of Trump	18% (156)	32% (273)	14% (117)	10% (86)	26% (223)	855
Unfavorable of Trump	20% (235)	39% (462)	13% (158)	6% (71)	23% (269)	1194
Very Favorable of Trump	16% (79)	29% (138)	12% (59)	12% (56)	31% (147)	479
Somewhat Favorable of Trump	21% (77)	36% (135)	15% (57)	8% (31)	20% (76)	376
Somewhat Unfavorable of Trump	20% (38)	50% (95)	10% (18)	2% (4)	19% (35)	190
Very Unfavorable of Trump	20% (197)	36% (366)	14% (140)	7% (67)	23% (234)	1004
#1 Issue: Economy	21% (116)	39% (211)	12% (67)	4% (24)	23% (126)	542
#1 Issue: Security	17% (73)	29% (125)	13% (56)	11% (47)	30% (130)	431
#1 Issue: Health Care	17% (60)	43% (156)	14% (49)	5% (18)	22% (77)	360
#1 Issue: Medicare / Social Security	15% (48)	32% (104)	17% (55)	11% (35)	26% (87)	329
#1 Issue: Women's Issues	26% (31)	37% (45)	11% (13)	6% (7)	20% (24)	119
#1 Issue: Education	28% (43)	31% (47)	13% (20)	4% (6)	23% (35)	153
#1 Issue: Energy	25% (30)	35% (42)	9% (11)	11% (13)	20% (24)	121
#1 Issue: Other	14% (21)	32% (47)	6% (8)	7% (10)	41% (60)	146
2018 House Vote: Democrat	19% (152)	40% (322)	13% (105)	6% (51)	22% (183)	813
2018 House Vote: Republican	17% (114)	32% (212)	13% (83)	10% (65)	28% (185)	658
2018 House Vote: Someone else	18% (21)	35% (41)	9% (10)	10% (12)	29% (33)	117
2018 House Vote: Didnt Vote	22% (133)	33% (198)	13% (79)	6% (34)	27% (162)	606
2016 Vote: Hillary Clinton	18% (125)	40% (278)	12% (87)	7% (46)	24% (167)	702
2016 Vote: Donald Trump	14% (94)	34% (221)	14% (90)	11% (69)	27% (179)	654
2016 Vote: Someone else	10% (20)	35% (68)	15% (30)	7% (14)	32% (61)	193
2016 Vote: Didnt Vote	28% (181)	32% (208)	11% (73)	5% (33)	24% (156)	650

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Table HR5_3: Do you agree or disagree with the following statements?
I enjoy watching actors from classic cartoon movies reprise their role in live-action movie remakes.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	19%	(420)	35%	(776)	13%	(280)	7%	(161)	26%	(563)	2201
Voted in 2014: Yes	15%	(199)	37%	(486)	13%	(173)	9%	(122)	26%	(350)	1329
Voted in 2014: No	25%	(222)	33%	(291)	12%	(107)	5%	(40)	24%	(213)	872
2012 Vote: Barack Obama	16%	(130)	41%	(335)	12%	(97)	7%	(61)	23%	(190)	814
2012 Vote: Mitt Romney	13%	(66)	34%	(169)	14%	(71)	10%	(51)	29%	(146)	502
2012 Vote: Other	16%	(17)	23%	(25)	15%	(17)	10%	(11)	36%	(40)	111
2012 Vote: Didn't Vote	27%	(207)	32%	(245)	12%	(94)	5%	(39)	24%	(187)	772
4-Region: Northeast	17%	(68)	34%	(136)	14%	(56)	7%	(26)	27%	(108)	394
4-Region: Midwest	15%	(71)	35%	(162)	10%	(48)	8%	(39)	31%	(142)	462
4-Region: South	19%	(155)	37%	(307)	13%	(106)	8%	(62)	24%	(195)	825
4-Region: West	24%	(126)	33%	(172)	13%	(70)	7%	(34)	23%	(119)	520

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

Table HR6_1: Do you agree or disagree with the following statements?
I see accurate representations of my gender identity in movies.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	22% (492)	32% (711)	11% (239)	8% (174)	27% (586)	2201
Gender: Male	21% (227)	34% (362)	12% (126)	8% (87)	25% (260)	1062
Gender: Female	23% (265)	31% (349)	10% (113)	8% (87)	29% (325)	1139
Age: 18-29	27% (132)	32% (157)	10% (50)	7% (34)	24% (118)	492
Age: 30-44	29% (152)	29% (149)	12% (60)	6% (31)	25% (130)	521
Age: 45-54	20% (70)	35% (126)	12% (42)	7% (23)	27% (98)	358
Age: 55-64	21% (84)	33% (131)	9% (37)	7% (29)	28% (112)	393
Age: 65+	12% (54)	34% (148)	11% (50)	13% (56)	29% (128)	436
Generation Z: 18-22	28% (67)	30% (70)	9% (22)	8% (18)	26% (61)	238
Millennial: Age 23-38	28% (157)	32% (175)	10% (56)	6% (35)	24% (131)	555
Generation X: Age 39-54	23% (130)	32% (186)	13% (74)	6% (35)	27% (154)	578
Boomers: Age 55-73	18% (131)	33% (240)	9% (68)	10% (73)	30% (216)	728
PID: Dem (no lean)	26% (197)	38% (285)	10% (73)	6% (46)	19% (146)	747
PID: Ind (no lean)	20% (164)	29% (238)	12% (97)	8% (66)	31% (258)	823
PID: Rep (no lean)	21% (131)	30% (188)	11% (69)	10% (61)	29% (182)	631
PID/Gender: Dem Men	25% (74)	40% (120)	10% (31)	8% (23)	17% (51)	299
PID/Gender: Dem Women	27% (123)	37% (165)	9% (42)	5% (24)	21% (94)	448
PID/Gender: Ind Men	20% (87)	31% (135)	12% (53)	8% (37)	28% (121)	433
PID/Gender: Ind Women	20% (77)	26% (103)	11% (44)	8% (29)	35% (137)	390
PID/Gender: Rep Men	20% (67)	32% (107)	12% (41)	8% (27)	27% (88)	330
PID/Gender: Rep Women	21% (64)	27% (81)	9% (27)	11% (34)	31% (93)	300
Ideo: Liberal (1-3)	28% (198)	37% (265)	10% (75)	7% (47)	18% (130)	714
Ideo: Moderate (4)	22% (102)	35% (166)	12% (56)	7% (33)	24% (115)	471
Ideo: Conservative (5-7)	20% (146)	31% (224)	12% (85)	9% (66)	28% (200)	721
Educ: < College	21% (324)	30% (451)	9% (139)	8% (121)	32% (478)	1513
Educ: Bachelors degree	27% (120)	40% (175)	11% (51)	7% (32)	15% (66)	444
Educ: Post-grad	20% (49)	35% (85)	20% (49)	8% (20)	17% (42)	244

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Table HR6_1: Do you agree or disagree with the following statements?
I see accurate representations of my gender identity in movies.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	22% (492)	32% (711)	11% (239)	8% (174)	27% (586)	2201
Income: Under 50k	20% (254)	29% (362)	10% (123)	9% (115)	31% (387)	1241
Income: 50k-100k	23% (156)	37% (257)	12% (82)	7% (46)	22% (150)	692
Income: 100k+	31% (82)	34% (92)	13% (34)	5% (13)	18% (48)	268
Ethnicity: White	21% (363)	32% (556)	11% (187)	8% (139)	28% (478)	1723
Ethnicity: Hispanic	25% (87)	33% (114)	15% (53)	5% (16)	23% (80)	350
Ethnicity: Afr. Am.	30% (83)	33% (91)	10% (28)	8% (21)	19% (51)	274
Ethnicity: Other	23% (46)	31% (63)	11% (23)	7% (14)	28% (57)	204
Relig: Protestant	21% (101)	37% (173)	12% (54)	9% (42)	21% (101)	470
Relig: Roman Catholic	21% (84)	43% (171)	11% (44)	6% (26)	19% (75)	400
Relig: Ath./Agn./None	20% (148)	27% (199)	12% (90)	9% (63)	33% (241)	742
Relig: Something Else	26% (87)	32% (106)	8% (25)	7% (23)	27% (88)	328
Relig: Jewish	28% (14)	38% (19)	7% (3)	7% (3)	21% (11)	51
Relig: Evangelical	25% (135)	30% (163)	12% (64)	8% (43)	26% (144)	549
Relig: Non-Evang. Catholics	21% (122)	42% (244)	10% (60)	8% (45)	19% (111)	582
Relig: All Christian	23% (257)	36% (407)	11% (124)	8% (88)	23% (256)	1131
Relig: All Non-Christian	22% (235)	28% (304)	11% (115)	8% (86)	31% (330)	1070
Community: Urban	23% (121)	37% (194)	10% (53)	7% (36)	24% (126)	529
Community: Suburban	24% (247)	33% (346)	10% (109)	8% (85)	25% (259)	1046
Community: Rural	20% (125)	27% (171)	12% (77)	8% (53)	32% (201)	626
Employ: Private Sector	25% (149)	40% (243)	10% (60)	5% (29)	20% (120)	600
Employ: Government	29% (40)	33% (46)	15% (21)	6% (8)	17% (24)	140
Employ: Self-Employed	21% (44)	34% (69)	13% (26)	7% (14)	26% (53)	206
Employ: Homemaker	24% (35)	26% (40)	8% (12)	7% (10)	36% (53)	150
Employ: Student	31% (41)	25% (33)	11% (14)	9% (12)	24% (32)	132
Employ: Retired	16% (86)	32% (170)	11% (58)	13% (69)	27% (144)	527
Employ: Unemployed	21% (52)	26% (67)	8% (20)	8% (19)	37% (94)	252
Employ: Other	23% (45)	23% (45)	14% (28)	6% (12)	34% (66)	195
Military HH: Yes	22% (86)	33% (127)	13% (49)	10% (37)	23% (87)	385
Military HH: No	22% (406)	32% (584)	10% (190)	8% (137)	27% (498)	1816

Continued on next page

Table HR6_1: Do you agree or disagree with the following statements?
I see accurate representations of my gender identity in movies.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	22% (492)	32% (711)	11% (239)	8% (174)	27% (586)	2201
RD/WT: Right Direction	21% (160)	29% (222)	11% (89)	8% (65)	31% (241)	777
RD/WT: Wrong Track	23% (332)	34% (489)	11% (150)	8% (109)	24% (345)	1424
Trump Job Approve	21% (178)	28% (244)	11% (96)	9% (78)	31% (262)	858
Trump Job Disapprove	24% (297)	36% (438)	11% (137)	7% (90)	21% (252)	1214
Trump Job Strongly Approve	19% (88)	26% (119)	9% (40)	13% (58)	33% (152)	458
Trump Job Somewhat Approve	23% (91)	31% (125)	14% (55)	5% (20)	27% (110)	400
Trump Job Somewhat Disapprove	23% (65)	40% (113)	13% (37)	3% (9)	20% (57)	282
Trump Job Strongly Disapprove	25% (232)	35% (325)	11% (100)	9% (80)	21% (195)	931
Favorable of Trump	21% (177)	28% (242)	12% (99)	9% (80)	30% (257)	855
Unfavorable of Trump	24% (290)	37% (442)	11% (132)	7% (86)	20% (245)	1194
Very Favorable of Trump	18% (88)	24% (116)	11% (50)	13% (63)	34% (162)	479
Somewhat Favorable of Trump	24% (89)	34% (126)	13% (49)	5% (17)	25% (95)	376
Somewhat Unfavorable of Trump	22% (42)	41% (78)	15% (28)	3% (6)	19% (37)	190
Very Unfavorable of Trump	25% (249)	36% (364)	10% (104)	8% (79)	21% (208)	1004
#1 Issue: Economy	24% (132)	31% (166)	13% (70)	6% (34)	26% (140)	542
#1 Issue: Security	21% (91)	32% (138)	10% (42)	10% (42)	27% (118)	431
#1 Issue: Health Care	23% (82)	40% (144)	11% (40)	4% (15)	22% (79)	360
#1 Issue: Medicare / Social Security	17% (56)	32% (105)	8% (27)	11% (36)	32% (106)	329
#1 Issue: Women's Issues	28% (33)	30% (35)	15% (18)	8% (9)	20% (24)	119
#1 Issue: Education	22% (33)	26% (39)	11% (17)	11% (17)	30% (46)	153
#1 Issue: Energy	33% (39)	36% (44)	10% (12)	4% (5)	17% (20)	121
#1 Issue: Other	17% (25)	27% (39)	9% (13)	11% (16)	36% (52)	146
2018 House Vote: Democrat	26% (215)	36% (290)	11% (93)	7% (58)	19% (157)	813
2018 House Vote: Republican	21% (139)	30% (196)	12% (80)	9% (59)	28% (184)	658
2018 House Vote: Someone else	6% (7)	33% (38)	12% (14)	12% (14)	38% (44)	117
2018 House Vote: Didnt Vote	21% (129)	30% (183)	9% (52)	7% (43)	33% (199)	606
2016 Vote: Hillary Clinton	25% (179)	38% (269)	10% (74)	7% (47)	19% (133)	702
2016 Vote: Donald Trump	19% (127)	31% (202)	12% (76)	10% (62)	29% (187)	654
2016 Vote: Someone else	18% (36)	26% (50)	14% (26)	9% (18)	32% (62)	193
2016 Vote: Didnt Vote	23% (151)	29% (189)	10% (63)	7% (46)	31% (202)	650

Continued on next page

Table HR6_1: Do you agree or disagree with the following statements?
I see accurate representations of my gender identity in movies.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	22% (492)	32% (711)	11% (239)	8% (174)	27% (586)	2201
Voted in 2014: Yes	22% (292)	34% (452)	12% (158)	8% (111)	24% (316)	1329
Voted in 2014: No	23% (200)	30% (259)	9% (80)	7% (63)	31% (269)	872
2012 Vote: Barack Obama	24% (195)	39% (317)	11% (92)	6% (50)	20% (160)	814
2012 Vote: Mitt Romney	20% (100)	31% (155)	13% (63)	9% (47)	27% (137)	502
2012 Vote: Other	19% (21)	20% (22)	13% (14)	13% (14)	35% (38)	111
2012 Vote: Didn't Vote	23% (175)	28% (217)	9% (69)	8% (61)	32% (250)	772
4-Region: Northeast	22% (85)	33% (132)	10% (40)	8% (31)	27% (105)	394
4-Region: Midwest	23% (105)	33% (153)	10% (46)	8% (37)	26% (121)	462
4-Region: South	22% (179)	32% (260)	11% (92)	8% (64)	28% (228)	825
4-Region: West	23% (122)	32% (165)	11% (60)	8% (41)	25% (132)	520

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

Table HR6_2: Do you agree or disagree with the following statements?
I see accurate representations of my racial or ethnic identity in movies.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	17%	(371)	31%	(674)	15%	(330)	11%	(252)	26%	(574)	2201
Gender: Male	17%	(182)	31%	(325)	17%	(178)	12%	(126)	24%	(252)	1062
Gender: Female	17%	(189)	31%	(349)	13%	(152)	11%	(126)	28%	(323)	1139
Age: 18-29	20%	(99)	30%	(145)	15%	(74)	11%	(56)	24%	(118)	492
Age: 30-44	23%	(118)	29%	(154)	16%	(83)	9%	(47)	23%	(119)	521
Age: 45-54	15%	(56)	35%	(125)	14%	(50)	10%	(35)	26%	(94)	358
Age: 55-64	13%	(52)	32%	(125)	18%	(69)	11%	(44)	26%	(103)	393
Age: 65+	11%	(47)	29%	(125)	12%	(54)	16%	(70)	32%	(140)	436
Generation Z: 18-22	18%	(42)	28%	(67)	17%	(40)	14%	(33)	23%	(55)	238
Millennial: Age 23-38	25%	(136)	29%	(159)	15%	(81)	9%	(48)	24%	(132)	555
Generation X: Age 39-54	16%	(94)	34%	(198)	15%	(85)	10%	(58)	25%	(144)	578
Boomers: Age 55-73	12%	(88)	30%	(218)	15%	(106)	14%	(104)	29%	(213)	728
PID: Dem (no lean)	20%	(149)	34%	(252)	17%	(129)	12%	(86)	18%	(131)	747
PID: Ind (no lean)	15%	(121)	28%	(229)	15%	(126)	11%	(90)	31%	(256)	823
PID: Rep (no lean)	16%	(101)	31%	(193)	12%	(74)	12%	(76)	30%	(187)	631
PID/Gender: Dem Men	23%	(68)	31%	(93)	19%	(56)	13%	(38)	15%	(44)	299
PID/Gender: Dem Women	18%	(81)	35%	(158)	16%	(73)	11%	(48)	20%	(87)	448
PID/Gender: Ind Men	14%	(61)	30%	(131)	17%	(75)	11%	(50)	27%	(116)	433
PID/Gender: Ind Women	15%	(60)	25%	(98)	13%	(51)	10%	(40)	36%	(140)	390
PID/Gender: Rep Men	16%	(53)	30%	(100)	14%	(46)	12%	(39)	28%	(92)	330
PID/Gender: Rep Women	16%	(48)	31%	(93)	9%	(28)	12%	(37)	32%	(95)	300
Ideo: Liberal (1-3)	23%	(167)	33%	(233)	16%	(117)	10%	(70)	18%	(127)	714
Ideo: Moderate (4)	14%	(64)	36%	(168)	15%	(70)	12%	(56)	24%	(114)	471
Ideo: Conservative (5-7)	16%	(115)	30%	(214)	15%	(110)	12%	(89)	27%	(194)	721
Educ: < College	15%	(228)	29%	(443)	14%	(210)	11%	(172)	30%	(460)	1513
Educ: Bachelors degree	22%	(96)	33%	(148)	18%	(80)	11%	(47)	16%	(72)	444
Educ: Post-grad	19%	(48)	34%	(83)	16%	(40)	13%	(32)	17%	(42)	244

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Table HR6_2: Do you agree or disagree with the following statements?
I see accurate representations of my racial or ethnic identity in movies.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	17%	(371)	31%	(674)	15%	(330)	11%	(252)	26%	(574)	2201
Income: Under 50k	15%	(190)	28%	(345)	15%	(182)	12%	(150)	30%	(375)	1241
Income: 50k-100k	17%	(119)	34%	(236)	17%	(114)	11%	(73)	22%	(150)	692
Income: 100k+	23%	(63)	35%	(93)	12%	(33)	11%	(29)	19%	(50)	268
Ethnicity: White	18%	(315)	32%	(546)	13%	(216)	9%	(163)	28%	(482)	1723
Ethnicity: Hispanic	11%	(38)	31%	(108)	23%	(81)	14%	(50)	21%	(73)	350
Ethnicity: Afr. Am.	14%	(37)	29%	(80)	27%	(75)	17%	(46)	13%	(36)	274
Ethnicity: Other	9%	(19)	24%	(49)	19%	(38)	21%	(43)	27%	(55)	204
Relig: Protestant	17%	(78)	34%	(160)	14%	(68)	13%	(62)	22%	(103)	470
Relig: Roman Catholic	14%	(57)	35%	(140)	18%	(73)	12%	(50)	20%	(80)	400
Relig: Ath./Agn./None	18%	(133)	26%	(191)	15%	(112)	9%	(68)	32%	(238)	742
Relig: Something Else	19%	(63)	33%	(108)	11%	(36)	11%	(37)	25%	(84)	328
Relig: Jewish	18%	(9)	51%	(26)	8%	(4)	6%	(3)	18%	(9)	51
Relig: Evangelical	16%	(89)	30%	(165)	17%	(95)	12%	(68)	24%	(132)	549
Relig: Non-Evang. Catholics	15%	(87)	36%	(209)	15%	(87)	14%	(79)	21%	(121)	582
Relig: All Christian	16%	(176)	33%	(374)	16%	(181)	13%	(147)	22%	(253)	1131
Relig: All Non-Christian	18%	(196)	28%	(300)	14%	(148)	10%	(105)	30%	(321)	1070
Community: Urban	17%	(89)	29%	(155)	20%	(107)	12%	(63)	22%	(115)	529
Community: Suburban	18%	(191)	33%	(347)	14%	(145)	11%	(118)	23%	(245)	1046
Community: Rural	15%	(91)	27%	(172)	12%	(78)	11%	(71)	34%	(214)	626
Employ: Private Sector	19%	(116)	37%	(221)	15%	(93)	9%	(54)	19%	(116)	600
Employ: Government	24%	(33)	29%	(41)	19%	(27)	12%	(17)	15%	(22)	140
Employ: Self-Employed	15%	(31)	34%	(70)	20%	(41)	10%	(20)	21%	(44)	206
Employ: Homemaker	17%	(26)	27%	(41)	11%	(16)	7%	(10)	38%	(57)	150
Employ: Student	23%	(30)	35%	(47)	12%	(16)	8%	(11)	21%	(28)	132
Employ: Retired	12%	(65)	28%	(148)	14%	(75)	16%	(87)	29%	(152)	527
Employ: Unemployed	14%	(35)	24%	(60)	15%	(38)	12%	(31)	35%	(89)	252
Employ: Other	18%	(35)	24%	(46)	12%	(24)	11%	(22)	34%	(67)	195
Military HH: Yes	15%	(57)	31%	(119)	16%	(60)	15%	(57)	24%	(92)	385
Military HH: No	17%	(315)	31%	(555)	15%	(270)	11%	(195)	27%	(482)	1816

Continued on next page

Table HR6_2: Do you agree or disagree with the following statements?
I see accurate representations of my racial or ethnic identity in movies.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	17% (371)	31% (674)	15% (330)	11% (252)	26% (574)	2201
RD/WT: Right Direction	14% (112)	30% (235)	15% (114)	11% (86)	30% (229)	777
RD/WT: Wrong Track	18% (259)	31% (439)	15% (216)	12% (166)	24% (345)	1424
Trump Job Approve	15% (132)	30% (255)	14% (118)	12% (99)	30% (254)	858
Trump Job Disapprove	19% (230)	32% (390)	17% (207)	12% (145)	20% (242)	1214
Trump Job Strongly Approve	15% (68)	25% (116)	13% (61)	13% (60)	33% (152)	458
Trump Job Somewhat Approve	16% (64)	35% (139)	14% (57)	10% (38)	26% (102)	400
Trump Job Somewhat Disapprove	18% (51)	31% (88)	19% (54)	11% (30)	21% (59)	282
Trump Job Strongly Disapprove	19% (179)	32% (301)	16% (153)	12% (115)	20% (183)	931
Favorable of Trump	16% (136)	30% (258)	13% (110)	12% (100)	29% (251)	855
Unfavorable of Trump	19% (221)	33% (391)	17% (203)	11% (137)	20% (242)	1194
Very Favorable of Trump	15% (74)	26% (123)	13% (62)	13% (61)	33% (159)	479
Somewhat Favorable of Trump	16% (62)	36% (135)	13% (48)	11% (40)	24% (91)	376
Somewhat Unfavorable of Trump	16% (30)	35% (67)	15% (29)	10% (20)	24% (46)	190
Very Unfavorable of Trump	19% (191)	32% (324)	17% (175)	12% (117)	20% (197)	1004
#1 Issue: Economy	19% (101)	30% (162)	16% (87)	10% (54)	25% (138)	542
#1 Issue: Security	13% (58)	29% (126)	14% (60)	14% (60)	30% (127)	431
#1 Issue: Health Care	17% (62)	32% (116)	19% (69)	10% (37)	21% (76)	360
#1 Issue: Medicare / Social Security	11% (37)	29% (95)	14% (47)	12% (41)	33% (110)	329
#1 Issue: Women's Issues	22% (26)	38% (45)	12% (14)	13% (15)	16% (19)	119
#1 Issue: Education	19% (29)	30% (46)	17% (25)	13% (20)	21% (32)	153
#1 Issue: Energy	29% (35)	36% (43)	12% (15)	8% (9)	16% (19)	121
#1 Issue: Other	16% (23)	28% (40)	8% (12)	11% (16)	37% (53)	146
2018 House Vote: Democrat	20% (163)	33% (271)	18% (143)	12% (95)	17% (142)	813
2018 House Vote: Republican	16% (107)	28% (184)	15% (98)	13% (86)	28% (184)	658
2018 House Vote: Someone else	6% (7)	30% (35)	12% (14)	14% (16)	39% (45)	117
2018 House Vote: Didnt Vote	15% (94)	30% (179)	12% (74)	9% (56)	34% (203)	606
2016 Vote: Hillary Clinton	19% (130)	35% (245)	18% (128)	11% (79)	17% (120)	702
2016 Vote: Donald Trump	14% (94)	30% (195)	14% (92)	12% (81)	29% (192)	654
2016 Vote: Someone else	18% (34)	26% (51)	12% (23)	11% (22)	33% (63)	193
2016 Vote: Didnt Vote	17% (113)	28% (182)	13% (87)	11% (69)	30% (198)	650

Continued on next page

Table HR6_2: Do you agree or disagree with the following statements?
I see accurate representations of my racial or ethnic identity in movies.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	17%	(371)	31%	(674)	15%	(330)	11%	(252)	26%	(574)	2201
Voted in 2014: Yes	17%	(226)	32%	(425)	16%	(217)	11%	(153)	23%	(308)	1329
Voted in 2014: No	17%	(145)	29%	(249)	13%	(113)	11%	(100)	31%	(266)	872
2012 Vote: Barack Obama	19%	(152)	34%	(280)	17%	(140)	12%	(94)	18%	(148)	814
2012 Vote: Mitt Romney	15%	(76)	31%	(158)	13%	(67)	12%	(60)	28%	(142)	502
2012 Vote: Other	18%	(19)	22%	(24)	21%	(23)	12%	(13)	29%	(32)	111
2012 Vote: Didn't Vote	16%	(124)	27%	(212)	13%	(100)	11%	(84)	33%	(253)	772
4-Region: Northeast	17%	(67)	31%	(123)	13%	(52)	10%	(40)	28%	(112)	394
4-Region: Midwest	14%	(66)	36%	(165)	14%	(65)	10%	(44)	26%	(122)	462
4-Region: South	17%	(138)	27%	(225)	17%	(136)	13%	(106)	27%	(219)	825
4-Region: West	19%	(101)	31%	(161)	15%	(76)	12%	(61)	23%	(121)	520

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

Table HR6_3: Do you agree or disagree with the following statements?
I see accurate representations of my sexuality in movies.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	19%	(425)	29%	(645)	12%	(267)	12%	(268)	27%	(595)	2201
Gender: Male	19%	(200)	31%	(330)	13%	(135)	13%	(136)	25%	(261)	1062
Gender: Female	20%	(225)	28%	(315)	12%	(132)	12%	(132)	29%	(334)	1139
Age: 18-29	25%	(121)	29%	(141)	12%	(59)	11%	(54)	24%	(116)	492
Age: 30-44	27%	(143)	26%	(135)	14%	(71)	8%	(43)	25%	(129)	521
Age: 45-54	17%	(61)	35%	(127)	11%	(40)	9%	(34)	27%	(97)	358
Age: 55-64	16%	(65)	32%	(125)	9%	(35)	17%	(67)	26%	(101)	393
Age: 65+	8%	(36)	27%	(116)	14%	(62)	16%	(71)	35%	(152)	436
Generation Z: 18-22	25%	(59)	24%	(57)	15%	(37)	13%	(30)	23%	(55)	238
Millennial: Age 23-38	25%	(141)	29%	(158)	13%	(72)	9%	(48)	24%	(135)	555
Generation X: Age 39-54	22%	(125)	33%	(188)	11%	(61)	9%	(52)	26%	(152)	578
Boomers: Age 55-73	13%	(94)	30%	(218)	10%	(74)	17%	(124)	30%	(218)	728
PID: Dem (no lean)	23%	(172)	35%	(263)	12%	(90)	11%	(82)	19%	(140)	747
PID: Ind (no lean)	17%	(141)	26%	(212)	14%	(112)	12%	(98)	32%	(260)	823
PID: Rep (no lean)	18%	(112)	27%	(170)	10%	(66)	14%	(88)	31%	(194)	631
PID/Gender: Dem Men	21%	(62)	38%	(113)	11%	(34)	13%	(38)	17%	(52)	299
PID/Gender: Dem Women	25%	(110)	33%	(149)	13%	(57)	10%	(43)	20%	(89)	448
PID/Gender: Ind Men	18%	(78)	27%	(119)	15%	(67)	12%	(53)	27%	(117)	433
PID/Gender: Ind Women	16%	(63)	24%	(93)	12%	(45)	12%	(46)	37%	(144)	390
PID/Gender: Rep Men	18%	(60)	29%	(97)	11%	(35)	14%	(45)	28%	(93)	330
PID/Gender: Rep Women	17%	(52)	24%	(73)	10%	(31)	14%	(43)	34%	(101)	300
Ideo: Liberal (1-3)	23%	(166)	33%	(239)	13%	(94)	12%	(85)	18%	(131)	714
Ideo: Moderate (4)	20%	(95)	32%	(152)	13%	(63)	10%	(45)	25%	(117)	471
Ideo: Conservative (5-7)	17%	(125)	28%	(200)	11%	(82)	15%	(105)	29%	(209)	721
Educ: < College	18%	(266)	27%	(409)	12%	(174)	13%	(191)	31%	(472)	1513
Educ: Bachelors degree	25%	(109)	36%	(161)	12%	(53)	9%	(40)	18%	(81)	444
Educ: Post-grad	20%	(50)	31%	(75)	17%	(40)	15%	(37)	17%	(42)	244

Continued on next page

Table HR6_3: Do you agree or disagree with the following statements?
I see accurate representations of my sexuality in movies.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	19% (425)	29% (645)	12% (267)	12% (268)	27% (595)	2201
Income: Under 50k	17% (210)	26% (320)	12% (155)	14% (168)	31% (388)	1241
Income: 50k-100k	21% (146)	32% (221)	12% (86)	11% (79)	23% (160)	692
Income: 100k+	26% (69)	39% (104)	10% (27)	8% (22)	18% (47)	268
Ethnicity: White	18% (311)	29% (501)	12% (204)	13% (220)	28% (486)	1723
Ethnicity: Hispanic	18% (62)	34% (118)	18% (64)	8% (29)	22% (75)	350
Ethnicity: Afr. Am.	27% (75)	33% (91)	11% (31)	9% (25)	19% (53)	274
Ethnicity: Other	19% (39)	26% (53)	16% (32)	11% (23)	28% (57)	204
Relig: Protestant	20% (93)	31% (144)	12% (58)	14% (67)	23% (107)	470
Relig: Roman Catholic	19% (76)	35% (139)	15% (58)	9% (34)	23% (93)	400
Relig: Ath./Agn./None	17% (123)	28% (209)	12% (91)	12% (92)	31% (227)	742
Relig: Something Else	24% (78)	27% (89)	11% (36)	10% (32)	28% (93)	328
Relig: Jewish	25% (13)	28% (14)	15% (8)	7% (4)	26% (13)	51
Relig: Evangelical	21% (116)	26% (144)	12% (63)	15% (83)	26% (142)	549
Relig: Non-Evang. Catholics	19% (108)	35% (203)	13% (77)	11% (61)	23% (133)	582
Relig: All Christian	20% (224)	31% (347)	12% (140)	13% (144)	24% (275)	1131
Relig: All Non-Christian	19% (201)	28% (297)	12% (127)	12% (124)	30% (320)	1070
Community: Urban	20% (105)	29% (154)	15% (78)	11% (57)	26% (135)	529
Community: Suburban	21% (222)	30% (318)	11% (112)	13% (138)	24% (255)	1046
Community: Rural	16% (98)	28% (173)	12% (77)	12% (73)	33% (205)	626
Employ: Private Sector	24% (141)	33% (198)	11% (67)	11% (69)	21% (125)	600
Employ: Government	28% (39)	35% (49)	14% (19)	8% (11)	15% (21)	140
Employ: Self-Employed	23% (47)	30% (61)	15% (31)	7% (15)	25% (52)	206
Employ: Homemaker	19% (28)	26% (40)	10% (16)	8% (13)	36% (54)	150
Employ: Student	25% (33)	25% (33)	15% (20)	12% (16)	23% (31)	132
Employ: Retired	11% (59)	27% (144)	13% (71)	17% (90)	31% (164)	527
Employ: Unemployed	19% (47)	26% (65)	9% (22)	14% (35)	33% (84)	252
Employ: Other	16% (31)	28% (55)	12% (23)	11% (21)	33% (64)	195
Military HH: Yes	15% (59)	33% (126)	11% (44)	15% (57)	26% (99)	385
Military HH: No	20% (366)	29% (518)	12% (224)	12% (211)	27% (496)	1816

Continued on next page

Table HR6_3: Do you agree or disagree with the following statements?
I see accurate representations of my sexuality in movies.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	19% (425)	29% (645)	12% (267)	12% (268)	27% (595)	2201
RD/WT: Right Direction	17% (130)	29% (221)	12% (95)	12% (97)	30% (234)	777
RD/WT: Wrong Track	21% (296)	30% (423)	12% (173)	12% (171)	25% (361)	1424
Trump Job Approve	17% (147)	28% (237)	11% (97)	13% (111)	31% (265)	858
Trump Job Disapprove	22% (265)	32% (384)	13% (162)	12% (149)	21% (253)	1214
Trump Job Strongly Approve	15% (68)	24% (112)	11% (50)	16% (72)	34% (155)	458
Trump Job Somewhat Approve	20% (79)	31% (125)	12% (47)	10% (39)	27% (110)	400
Trump Job Somewhat Disapprove	23% (66)	32% (89)	14% (40)	9% (25)	22% (62)	282
Trump Job Strongly Disapprove	21% (199)	32% (295)	13% (122)	13% (124)	21% (191)	931
Favorable of Trump	17% (144)	27% (233)	11% (97)	14% (116)	31% (265)	855
Unfavorable of Trump	22% (257)	33% (389)	14% (163)	12% (138)	21% (247)	1194
Very Favorable of Trump	15% (72)	24% (113)	10% (50)	17% (82)	34% (162)	479
Somewhat Favorable of Trump	19% (72)	32% (119)	13% (48)	9% (34)	27% (103)	376
Somewhat Unfavorable of Trump	26% (50)	33% (62)	14% (26)	8% (16)	19% (36)	190
Very Unfavorable of Trump	21% (207)	32% (326)	14% (138)	12% (122)	21% (211)	1004
#1 Issue: Economy	20% (109)	30% (163)	13% (68)	10% (53)	27% (149)	542
#1 Issue: Security	19% (83)	26% (113)	12% (51)	12% (53)	30% (130)	431
#1 Issue: Health Care	19% (67)	32% (115)	15% (55)	9% (32)	25% (91)	360
#1 Issue: Medicare / Social Security	12% (39)	31% (101)	11% (36)	16% (53)	31% (101)	329
#1 Issue: Women's Issues	32% (38)	25% (30)	8% (9)	15% (18)	20% (24)	119
#1 Issue: Education	21% (32)	29% (45)	11% (17)	14% (21)	25% (38)	153
#1 Issue: Energy	32% (38)	33% (40)	12% (14)	8% (10)	15% (18)	121
#1 Issue: Other	13% (19)	26% (38)	12% (17)	19% (27)	30% (44)	146
2018 House Vote: Democrat	23% (187)	33% (272)	14% (110)	11% (92)	19% (152)	813
2018 House Vote: Republican	17% (115)	27% (176)	12% (76)	15% (96)	30% (195)	658
2018 House Vote: Someone else	9% (11)	28% (33)	11% (12)	14% (17)	37% (44)	117
2018 House Vote: Didnt Vote	19% (112)	26% (159)	11% (68)	11% (64)	34% (203)	606
2016 Vote: Hillary Clinton	22% (155)	35% (247)	14% (96)	11% (77)	18% (127)	702
2016 Vote: Donald Trump	16% (107)	26% (173)	11% (75)	15% (98)	31% (201)	654
2016 Vote: Someone else	19% (37)	21% (41)	16% (32)	10% (20)	33% (64)	193
2016 Vote: Didnt Vote	19% (126)	28% (184)	10% (65)	11% (73)	31% (202)	650

Continued on next page

Table HR6_3: Do you agree or disagree with the following statements?
I see accurate representations of my sexuality in movies.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	19% (425)	29% (645)	12% (267)	12% (268)	27% (595)	2201
Voted in 2014: Yes	19% (258)	31% (415)	12% (165)	12% (159)	25% (332)	1329
Voted in 2014: No	19% (168)	26% (230)	12% (103)	13% (109)	30% (263)	872
2012 Vote: Barack Obama	22% (181)	34% (275)	13% (109)	10% (85)	20% (164)	814
2012 Vote: Mitt Romney	16% (83)	29% (144)	12% (58)	15% (74)	28% (142)	502
2012 Vote: Other	13% (14)	23% (25)	10% (11)	20% (22)	34% (38)	111
2012 Vote: Didn't Vote	19% (147)	26% (200)	11% (89)	11% (86)	32% (251)	772
4-Region: Northeast	18% (73)	32% (128)	10% (39)	11% (44)	28% (110)	394
4-Region: Midwest	18% (85)	31% (142)	10% (47)	14% (66)	27% (123)	462
4-Region: South	21% (170)	26% (218)	12% (103)	13% (107)	27% (226)	825
4-Region: West	19% (98)	30% (157)	15% (78)	10% (51)	26% (136)	520

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

Table HR6_4: Do you agree or disagree with the following statements?
I see accurate representations of my religion in movies.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	7%	(156)	20%	(447)	18%	(386)	19%	(424)	36%	(789)	2201
Gender: Male	8%	(87)	19%	(203)	18%	(195)	20%	(214)	34%	(363)	1062
Gender: Female	6%	(69)	21%	(243)	17%	(191)	18%	(210)	37%	(426)	1139
Age: 18-29	12%	(58)	21%	(106)	16%	(79)	14%	(69)	37%	(180)	492
Age: 30-44	7%	(39)	22%	(116)	18%	(96)	18%	(92)	34%	(179)	521
Age: 45-54	8%	(27)	18%	(66)	18%	(63)	17%	(62)	39%	(140)	358
Age: 55-64	6%	(23)	19%	(76)	17%	(67)	23%	(92)	34%	(135)	393
Age: 65+	2%	(8)	19%	(82)	19%	(81)	25%	(109)	36%	(156)	436
Generation Z: 18-22	13%	(31)	14%	(34)	19%	(45)	14%	(33)	40%	(95)	238
Millennial: Age 23-38	9%	(50)	25%	(141)	17%	(95)	15%	(81)	34%	(188)	555
Generation X: Age 39-54	7%	(43)	20%	(113)	17%	(98)	19%	(109)	37%	(215)	578
Boomers: Age 55-73	4%	(29)	19%	(141)	17%	(122)	24%	(176)	36%	(260)	728
PID: Dem (no lean)	9%	(65)	25%	(186)	16%	(122)	15%	(115)	35%	(259)	747
PID: Ind (no lean)	6%	(53)	17%	(142)	17%	(140)	20%	(166)	39%	(322)	823
PID: Rep (no lean)	6%	(38)	19%	(118)	20%	(124)	23%	(142)	33%	(208)	631
PID/Gender: Dem Men	11%	(32)	25%	(76)	16%	(49)	18%	(53)	30%	(90)	299
PID/Gender: Dem Women	7%	(33)	25%	(110)	16%	(73)	14%	(62)	38%	(169)	448
PID/Gender: Ind Men	8%	(36)	16%	(68)	17%	(74)	20%	(88)	39%	(167)	433
PID/Gender: Ind Women	4%	(17)	19%	(75)	17%	(66)	20%	(78)	40%	(155)	390
PID/Gender: Rep Men	6%	(19)	18%	(60)	22%	(72)	22%	(73)	32%	(106)	330
PID/Gender: Rep Women	6%	(19)	19%	(58)	17%	(52)	23%	(69)	34%	(102)	300
Ideo: Liberal (1-3)	9%	(64)	26%	(183)	16%	(111)	15%	(110)	35%	(247)	714
Ideo: Moderate (4)	7%	(33)	20%	(94)	20%	(93)	17%	(81)	36%	(170)	471
Ideo: Conservative (5-7)	6%	(42)	19%	(135)	19%	(135)	26%	(190)	30%	(219)	721
Educ: < College	7%	(111)	19%	(287)	17%	(254)	18%	(276)	39%	(585)	1513
Educ: Bachelors degree	7%	(30)	26%	(114)	17%	(75)	20%	(89)	31%	(136)	444
Educ: Post-grad	6%	(15)	19%	(46)	23%	(57)	24%	(58)	28%	(68)	244

Continued on next page

Table HR6_4: Do you agree or disagree with the following statements?
I see accurate representations of my religion in movies.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	7% (156)	20% (447)	18% (386)	19% (424)	36% (789)	2201
Income: Under 50k	8% (96)	18% (220)	17% (215)	19% (235)	38% (475)	1241
Income: 50k-100k	6% (39)	23% (163)	18% (124)	20% (140)	33% (226)	692
Income: 100k+	8% (20)	24% (65)	17% (47)	18% (48)	33% (88)	268
Ethnicity: White	6% (106)	20% (343)	18% (307)	19% (333)	37% (635)	1723
Ethnicity: Hispanic	8% (29)	27% (94)	20% (69)	14% (48)	31% (109)	350
Ethnicity: Afr. Am.	12% (33)	19% (53)	18% (48)	19% (52)	32% (88)	274
Ethnicity: Other	8% (16)	25% (51)	15% (31)	19% (39)	33% (67)	204
Relig: Protestant	6% (28)	25% (116)	21% (100)	24% (112)	24% (115)	470
Relig: Roman Catholic	9% (36)	25% (101)	22% (87)	17% (67)	27% (109)	400
Relig: Ath./Agn./None	5% (39)	13% (99)	13% (99)	15% (115)	52% (389)	742
Relig: Something Else	7% (24)	22% (73)	18% (58)	19% (62)	34% (112)	328
Relig: Jewish	2% (1)	37% (19)	35% (18)	7% (3)	19% (10)	51
Relig: Evangelical	10% (55)	21% (117)	20% (111)	27% (146)	22% (119)	549
Relig: Non-Evang. Catholics	6% (37)	27% (157)	20% (117)	17% (101)	29% (169)	582
Relig: All Christian	8% (92)	24% (275)	20% (228)	22% (247)	26% (289)	1131
Relig: All Non-Christian	6% (63)	16% (172)	15% (157)	16% (176)	47% (501)	1070
Community: Urban	9% (46)	21% (113)	19% (100)	17% (90)	34% (180)	529
Community: Suburban	7% (73)	21% (224)	17% (179)	20% (207)	35% (362)	1046
Community: Rural	6% (36)	18% (110)	17% (107)	20% (126)	39% (247)	626
Employ: Private Sector	8% (48)	24% (144)	19% (111)	17% (103)	32% (194)	600
Employ: Government	9% (13)	22% (31)	25% (35)	18% (25)	26% (37)	140
Employ: Self-Employed	7% (14)	24% (49)	16% (33)	23% (47)	30% (63)	206
Employ: Homemaker	5% (8)	17% (26)	12% (18)	19% (28)	47% (70)	150
Employ: Student	13% (17)	18% (24)	18% (23)	11% (15)	40% (53)	132
Employ: Retired	4% (19)	20% (107)	19% (98)	25% (133)	32% (171)	527
Employ: Unemployed	9% (22)	12% (29)	16% (40)	18% (46)	46% (115)	252
Employ: Other	8% (15)	19% (37)	14% (27)	14% (28)	45% (88)	195
Military HH: Yes	7% (25)	20% (78)	17% (64)	23% (90)	33% (128)	385
Military HH: No	7% (131)	20% (368)	18% (321)	18% (334)	36% (662)	1816

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Table HR6_4: Do you agree or disagree with the following statements?
I see accurate representations of my religion in movies.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	7% (156)	20% (447)	18% (386)	19% (424)	36% (789)	2201
RD/WT: Right Direction	6% (46)	21% (164)	20% (152)	20% (154)	34% (261)	777
RD/WT: Wrong Track	8% (110)	20% (282)	16% (234)	19% (269)	37% (529)	1424
Trump Job Approve	5% (46)	20% (169)	18% (157)	23% (198)	34% (289)	858
Trump Job Disapprove	9% (104)	22% (262)	17% (212)	18% (213)	35% (422)	1214
Trump Job Strongly Approve	5% (23)	18% (84)	17% (80)	26% (120)	33% (151)	458
Trump Job Somewhat Approve	6% (22)	21% (85)	19% (78)	20% (78)	34% (137)	400
Trump Job Somewhat Disapprove	9% (25)	25% (70)	20% (57)	16% (45)	31% (86)	282
Trump Job Strongly Disapprove	8% (79)	21% (192)	17% (156)	18% (169)	36% (336)	931
Favorable of Trump	5% (45)	19% (166)	18% (155)	24% (207)	33% (282)	855
Unfavorable of Trump	8% (96)	22% (259)	18% (213)	17% (204)	35% (422)	1194
Very Favorable of Trump	4% (21)	20% (94)	17% (83)	26% (127)	32% (154)	479
Somewhat Favorable of Trump	6% (24)	19% (73)	19% (72)	21% (80)	34% (128)	376
Somewhat Unfavorable of Trump	8% (15)	20% (38)	24% (46)	17% (32)	31% (59)	190
Very Unfavorable of Trump	8% (81)	22% (222)	17% (166)	17% (172)	36% (363)	1004
#1 Issue: Economy	7% (41)	21% (112)	19% (101)	19% (103)	34% (185)	542
#1 Issue: Security	6% (25)	18% (79)	19% (84)	25% (107)	32% (137)	431
#1 Issue: Health Care	6% (21)	26% (92)	15% (53)	15% (52)	39% (141)	360
#1 Issue: Medicare / Social Security	6% (20)	18% (59)	15% (51)	21% (69)	40% (132)	329
#1 Issue: Women's Issues	6% (7)	21% (25)	22% (27)	17% (20)	35% (42)	119
#1 Issue: Education	8% (13)	21% (31)	21% (32)	19% (29)	31% (48)	153
#1 Issue: Energy	10% (12)	22% (26)	19% (23)	16% (19)	34% (41)	121
#1 Issue: Other	12% (17)	16% (23)	10% (15)	17% (25)	45% (65)	146
2018 House Vote: Democrat	8% (64)	23% (189)	17% (140)	17% (135)	35% (286)	813
2018 House Vote: Republican	5% (30)	18% (118)	21% (138)	27% (175)	30% (198)	658
2018 House Vote: Someone else	5% (6)	11% (13)	13% (15)	28% (32)	44% (51)	117
2018 House Vote: Didnt Vote	9% (55)	21% (124)	15% (91)	13% (81)	42% (254)	606
2016 Vote: Hillary Clinton	7% (52)	25% (172)	17% (120)	17% (121)	34% (236)	702
2016 Vote: Donald Trump	5% (33)	19% (123)	20% (128)	25% (166)	31% (204)	654
2016 Vote: Someone else	3% (6)	14% (27)	20% (38)	20% (38)	43% (84)	193
2016 Vote: Didnt Vote	10% (63)	19% (124)	15% (99)	15% (98)	41% (265)	650

Continued on next page

Table HR6_4: Do you agree or disagree with the following statements?
I see accurate representations of my religion in movies.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	7%	(156)	20%	(447)	18%	(386)	19%	(424)	36%	(789)	2201
Voted in 2014: Yes	6%	(79)	21%	(273)	19%	(253)	21%	(284)	33%	(440)	1329
Voted in 2014: No	9%	(77)	20%	(174)	15%	(132)	16%	(139)	40%	(350)	872
2012 Vote: Barack Obama	7%	(58)	23%	(185)	18%	(144)	17%	(141)	35%	(286)	814
2012 Vote: Mitt Romney	5%	(26)	17%	(87)	22%	(111)	26%	(132)	29%	(147)	502
2012 Vote: Other	6%	(7)	17%	(19)	14%	(15)	29%	(32)	34%	(38)	111
2012 Vote: Didn't Vote	8%	(66)	20%	(156)	15%	(115)	15%	(118)	41%	(318)	772
4-Region: Northeast	9%	(35)	24%	(94)	14%	(56)	17%	(65)	37%	(145)	394
4-Region: Midwest	5%	(21)	20%	(94)	18%	(85)	20%	(90)	37%	(172)	462
4-Region: South	8%	(64)	18%	(151)	19%	(159)	21%	(172)	34%	(279)	825
4-Region: West	7%	(36)	21%	(108)	17%	(86)	18%	(96)	37%	(194)	520

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

Table HR6_5: Do you agree or disagree with the following statements?
I see accurate representations of myself in movies.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	10%	(209)	26%	(581)	21%	(457)	16%	(350)	27%	(604)	2201
Gender: Male	11%	(114)	26%	(279)	22%	(229)	16%	(171)	25%	(270)	1062
Gender: Female	8%	(96)	27%	(302)	20%	(228)	16%	(179)	29%	(334)	1139
Age: 18-29	16%	(79)	28%	(140)	21%	(102)	11%	(56)	23%	(115)	492
Age: 30-44	10%	(55)	31%	(160)	20%	(105)	13%	(70)	25%	(132)	521
Age: 45-54	8%	(29)	27%	(97)	21%	(76)	16%	(56)	28%	(101)	358
Age: 55-64	7%	(29)	24%	(95)	22%	(87)	18%	(72)	28%	(109)	393
Age: 65+	4%	(19)	20%	(88)	20%	(88)	22%	(95)	34%	(147)	436
Generation Z: 18-22	16%	(37)	24%	(57)	25%	(59)	13%	(30)	23%	(54)	238
Millennial: Age 23-38	14%	(75)	32%	(175)	20%	(109)	11%	(61)	24%	(135)	555
Generation X: Age 39-54	9%	(49)	29%	(165)	20%	(114)	16%	(91)	27%	(159)	578
Boomers: Age 55-73	6%	(44)	23%	(166)	21%	(151)	20%	(144)	31%	(223)	728
PID: Dem (no lean)	11%	(85)	31%	(229)	21%	(154)	15%	(114)	22%	(164)	747
PID: Ind (no lean)	8%	(62)	23%	(192)	23%	(188)	15%	(125)	31%	(257)	823
PID: Rep (no lean)	10%	(62)	25%	(160)	18%	(114)	18%	(111)	29%	(183)	631
PID/Gender: Dem Men	15%	(44)	27%	(81)	21%	(63)	17%	(50)	21%	(62)	299
PID/Gender: Dem Women	9%	(42)	33%	(148)	20%	(92)	14%	(64)	23%	(102)	448
PID/Gender: Ind Men	9%	(38)	23%	(100)	25%	(108)	17%	(72)	27%	(115)	433
PID/Gender: Ind Women	6%	(24)	24%	(92)	20%	(80)	13%	(53)	36%	(142)	390
PID/Gender: Rep Men	10%	(32)	30%	(98)	17%	(58)	15%	(49)	28%	(93)	330
PID/Gender: Rep Women	10%	(30)	21%	(62)	19%	(57)	21%	(62)	30%	(90)	300
Ideo: Liberal (1-3)	11%	(82)	30%	(218)	23%	(165)	15%	(104)	20%	(146)	714
Ideo: Moderate (4)	10%	(46)	28%	(133)	21%	(99)	15%	(70)	26%	(123)	471
Ideo: Conservative (5-7)	9%	(64)	24%	(173)	19%	(140)	20%	(144)	28%	(200)	721
Educ: < College	9%	(139)	25%	(374)	20%	(302)	16%	(235)	31%	(464)	1513
Educ: Bachelors degree	11%	(50)	31%	(136)	22%	(99)	16%	(69)	20%	(90)	444
Educ: Post-grad	8%	(21)	29%	(71)	23%	(56)	19%	(46)	21%	(50)	244

Continued on next page

Table HR6_5: Do you agree or disagree with the following statements?
I see accurate representations of myself in movies.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	10%	(209)	26%	(581)	21%	(457)	16%	(350)	27%	(604)	2201
Income: Under 50k	9%	(118)	23%	(291)	20%	(247)	17%	(209)	30%	(375)	1241
Income: 50k-100k	9%	(60)	30%	(209)	21%	(148)	15%	(104)	25%	(171)	692
Income: 100k+	12%	(32)	30%	(81)	23%	(62)	13%	(36)	22%	(58)	268
Ethnicity: White	8%	(139)	27%	(472)	21%	(361)	15%	(264)	28%	(486)	1723
Ethnicity: Hispanic	9%	(31)	27%	(93)	28%	(99)	15%	(54)	21%	(72)	350
Ethnicity: Afr. Am.	19%	(52)	25%	(67)	16%	(45)	18%	(50)	22%	(60)	274
Ethnicity: Other	9%	(18)	20%	(41)	25%	(51)	17%	(36)	29%	(58)	204
Relig: Protestant	8%	(39)	27%	(128)	19%	(92)	21%	(97)	24%	(114)	470
Relig: Roman Catholic	11%	(44)	29%	(117)	24%	(97)	16%	(62)	20%	(80)	400
Relig: Ath./Agn./None	8%	(61)	24%	(175)	22%	(165)	14%	(101)	32%	(239)	742
Relig: Something Else	10%	(34)	28%	(92)	17%	(56)	13%	(44)	31%	(101)	328
Relig: Jewish	14%	(7)	28%	(15)	25%	(13)	16%	(8)	16%	(8)	51
Relig: Evangelical	12%	(63)	26%	(140)	19%	(104)	20%	(107)	25%	(134)	549
Relig: Non-Evang. Catholics	9%	(51)	30%	(173)	23%	(132)	17%	(97)	22%	(130)	582
Relig: All Christian	10%	(114)	28%	(313)	21%	(235)	18%	(204)	23%	(265)	1131
Relig: All Non-Christian	9%	(96)	25%	(267)	21%	(222)	14%	(145)	32%	(340)	1070
Community: Urban	12%	(64)	27%	(143)	24%	(128)	13%	(71)	23%	(123)	529
Community: Suburban	9%	(92)	29%	(299)	20%	(212)	16%	(171)	26%	(271)	1046
Community: Rural	9%	(54)	22%	(139)	19%	(116)	17%	(108)	33%	(210)	626
Employ: Private Sector	11%	(67)	31%	(186)	24%	(145)	14%	(82)	20%	(120)	600
Employ: Government	12%	(17)	27%	(38)	24%	(34)	18%	(25)	19%	(26)	140
Employ: Self-Employed	13%	(26)	30%	(62)	18%	(37)	13%	(28)	26%	(53)	206
Employ: Homemaker	7%	(10)	31%	(46)	14%	(21)	13%	(19)	36%	(54)	150
Employ: Student	17%	(23)	28%	(37)	24%	(32)	6%	(9)	24%	(32)	132
Employ: Retired	5%	(28)	23%	(119)	21%	(108)	21%	(112)	30%	(160)	527
Employ: Unemployed	8%	(20)	22%	(54)	18%	(46)	16%	(41)	36%	(90)	252
Employ: Other	10%	(19)	20%	(39)	17%	(34)	18%	(34)	35%	(69)	195
Military HH: Yes	7%	(28)	27%	(106)	20%	(78)	17%	(66)	28%	(108)	385
Military HH: No	10%	(182)	26%	(475)	21%	(379)	16%	(283)	27%	(496)	1816

Continued on next page

Table HR6_5: Do you agree or disagree with the following statements?
I see accurate representations of myself in movies.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	10% (209)	26% (581)	21% (457)	16% (350)	27% (604)	2201
RD/WT: Right Direction	8% (62)	28% (216)	20% (152)	16% (125)	29% (222)	777
RD/WT: Wrong Track	10% (147)	26% (365)	21% (305)	16% (225)	27% (382)	1424
Trump Job Approve	8% (71)	25% (219)	20% (175)	17% (149)	28% (244)	858
Trump Job Disapprove	11% (132)	28% (338)	22% (262)	16% (194)	24% (288)	1214
Trump Job Strongly Approve	8% (36)	24% (111)	18% (81)	19% (86)	31% (144)	458
Trump Job Somewhat Approve	9% (35)	27% (107)	24% (94)	16% (63)	25% (100)	400
Trump Job Somewhat Disapprove	11% (31)	30% (83)	24% (68)	13% (37)	22% (63)	282
Trump Job Strongly Disapprove	11% (100)	27% (255)	21% (194)	17% (157)	24% (225)	931
Favorable of Trump	8% (68)	26% (223)	21% (176)	17% (149)	28% (240)	855
Unfavorable of Trump	11% (128)	28% (332)	22% (264)	16% (188)	24% (281)	1194
Very Favorable of Trump	7% (33)	23% (109)	20% (95)	19% (92)	31% (151)	479
Somewhat Favorable of Trump	9% (35)	30% (114)	22% (81)	15% (57)	24% (89)	376
Somewhat Unfavorable of Trump	14% (27)	24% (46)	22% (41)	16% (30)	24% (46)	190
Very Unfavorable of Trump	10% (101)	29% (287)	22% (223)	16% (158)	23% (235)	1004
#1 Issue: Economy	12% (63)	27% (148)	23% (122)	13% (70)	26% (139)	542
#1 Issue: Security	10% (43)	24% (105)	18% (78)	20% (84)	28% (120)	431
#1 Issue: Health Care	9% (33)	27% (96)	22% (81)	16% (58)	26% (92)	360
#1 Issue: Medicare / Social Security	6% (20)	24% (80)	18% (59)	16% (54)	35% (117)	329
#1 Issue: Women's Issues	8% (9)	35% (42)	26% (31)	15% (18)	16% (19)	119
#1 Issue: Education	7% (10)	29% (44)	22% (34)	18% (27)	24% (37)	153
#1 Issue: Energy	16% (20)	32% (39)	20% (25)	8% (10)	23% (28)	121
#1 Issue: Other	8% (11)	19% (27)	18% (27)	20% (29)	36% (52)	146
2018 House Vote: Democrat	11% (89)	27% (221)	22% (181)	17% (137)	23% (184)	813
2018 House Vote: Republican	8% (53)	25% (167)	20% (131)	20% (129)	27% (179)	658
2018 House Vote: Someone else	5% (6)	22% (26)	19% (22)	14% (16)	40% (47)	117
2018 House Vote: Didnt Vote	10% (60)	27% (162)	20% (122)	11% (68)	32% (194)	606
2016 Vote: Hillary Clinton	11% (80)	30% (210)	22% (153)	15% (104)	22% (155)	702
2016 Vote: Donald Trump	7% (48)	27% (177)	18% (119)	19% (126)	28% (184)	654
2016 Vote: Someone else	9% (18)	19% (36)	24% (47)	15% (29)	33% (64)	193
2016 Vote: Didnt Vote	10% (64)	24% (158)	21% (135)	14% (90)	31% (202)	650

Continued on next page

Table HR6_5: Do you agree or disagree with the following statements?
I see accurate representations of myself in movies.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	10% (209)	26% (581)	21% (457)	16% (350)	27% (604)	2201
Voted in 2014: Yes	9% (123)	28% (370)	20% (267)	17% (232)	25% (337)	1329
Voted in 2014: No	10% (86)	24% (211)	22% (190)	13% (117)	31% (268)	872
2012 Vote: Barack Obama	10% (78)	29% (235)	22% (177)	17% (138)	23% (187)	814
2012 Vote: Mitt Romney	8% (41)	28% (141)	19% (96)	18% (88)	27% (136)	502
2012 Vote: Other	5% (6)	17% (19)	19% (21)	29% (32)	30% (33)	111
2012 Vote: Didn't Vote	11% (85)	24% (186)	21% (161)	12% (92)	32% (249)	772
4-Region: Northeast	10% (41)	29% (113)	19% (74)	13% (52)	29% (114)	394
4-Region: Midwest	8% (37)	30% (138)	20% (92)	15% (71)	27% (125)	462
4-Region: South	10% (81)	25% (203)	21% (169)	19% (156)	26% (215)	825
4-Region: West	10% (51)	24% (127)	23% (122)	14% (70)	29% (151)	520

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

Table HR7_1: Do you agree or disagree with the following statements?
I see accurate representations of my gender identity in cartoon movies.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	13%	(285)	25%	(548)	12%	(268)	14%	(310)	36%	(789)	2201
Gender: Male	13%	(138)	24%	(260)	13%	(142)	16%	(170)	33%	(353)	1062
Gender: Female	13%	(147)	25%	(288)	11%	(127)	12%	(140)	38%	(437)	1139
Age: 18-29	22%	(110)	26%	(130)	10%	(47)	13%	(64)	29%	(142)	492
Age: 30-44	17%	(87)	26%	(136)	14%	(73)	11%	(57)	32%	(167)	521
Age: 45-54	9%	(31)	29%	(105)	11%	(41)	12%	(44)	38%	(137)	358
Age: 55-64	9%	(37)	24%	(94)	13%	(50)	16%	(65)	38%	(148)	393
Age: 65+	5%	(20)	19%	(83)	13%	(57)	19%	(81)	45%	(195)	436
Generation Z: 18-22	22%	(52)	25%	(60)	10%	(23)	15%	(35)	28%	(67)	238
Millennial: Age 23-38	20%	(109)	27%	(152)	13%	(71)	11%	(59)	30%	(165)	555
Generation X: Age 39-54	12%	(67)	28%	(160)	12%	(67)	12%	(71)	37%	(213)	578
Boomers: Age 55-73	7%	(53)	22%	(162)	12%	(87)	17%	(122)	42%	(303)	728
PID: Dem (no lean)	15%	(114)	32%	(236)	12%	(92)	14%	(105)	27%	(200)	747
PID: Ind (no lean)	13%	(104)	20%	(161)	14%	(112)	14%	(117)	40%	(330)	823
PID: Rep (no lean)	11%	(68)	24%	(151)	10%	(64)	14%	(89)	41%	(259)	631
PID/Gender: Dem Men	15%	(44)	30%	(89)	14%	(41)	18%	(54)	24%	(71)	299
PID/Gender: Dem Women	16%	(69)	33%	(146)	11%	(52)	12%	(52)	29%	(129)	448
PID/Gender: Ind Men	14%	(62)	21%	(91)	16%	(68)	16%	(69)	33%	(144)	433
PID/Gender: Ind Women	11%	(42)	18%	(70)	11%	(44)	12%	(48)	48%	(186)	390
PID/Gender: Rep Men	10%	(32)	24%	(79)	10%	(33)	15%	(48)	42%	(138)	330
PID/Gender: Rep Women	12%	(36)	24%	(72)	10%	(31)	13%	(40)	40%	(121)	300
Ideo: Liberal (1-3)	17%	(121)	26%	(187)	13%	(94)	14%	(102)	29%	(209)	714
Ideo: Moderate (4)	11%	(53)	29%	(138)	15%	(70)	14%	(66)	30%	(143)	471
Ideo: Conservative (5-7)	11%	(82)	25%	(178)	11%	(76)	15%	(106)	39%	(278)	721
Educ: < College	13%	(203)	23%	(344)	12%	(175)	14%	(210)	38%	(582)	1513
Educ: Bachelors degree	11%	(49)	32%	(141)	12%	(54)	14%	(62)	31%	(138)	444
Educ: Post-grad	13%	(33)	26%	(64)	16%	(39)	16%	(38)	29%	(70)	244

Continued on next page

Table HR7_1: Do you agree or disagree with the following statements?
I see accurate representations of my gender identity in cartoon movies.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	13% (285)	25% (548)	12% (268)	14% (310)	36% (789)	2201
Income: Under 50k	12% (152)	24% (292)	12% (148)	15% (189)	37% (460)	1241
Income: 50k-100k	13% (92)	26% (183)	12% (83)	13% (88)	36% (246)	692
Income: 100k+	15% (42)	27% (73)	14% (37)	13% (34)	31% (82)	268
Ethnicity: White	11% (196)	24% (406)	13% (223)	13% (230)	39% (668)	1723
Ethnicity: Hispanic	15% (53)	26% (90)	15% (51)	17% (60)	27% (96)	350
Ethnicity: Afr. Am.	20% (54)	32% (86)	11% (30)	15% (42)	23% (63)	274
Ethnicity: Other	17% (35)	27% (56)	8% (15)	19% (39)	29% (58)	204
Relig: Protestant	11% (54)	27% (126)	13% (62)	15% (70)	34% (159)	470
Relig: Roman Catholic	10% (42)	29% (114)	14% (57)	14% (56)	33% (131)	400
Relig: Ath./Agn./None	13% (98)	22% (161)	12% (87)	14% (104)	39% (292)	742
Relig: Something Else	16% (52)	26% (86)	11% (36)	13% (43)	34% (111)	328
Relig: Jewish	9% (5)	39% (20)	10% (5)	18% (9)	23% (12)	51
Relig: Evangelical	13% (71)	26% (143)	12% (63)	16% (86)	34% (185)	549
Relig: Non-Evang. Catholics	11% (63)	27% (158)	14% (83)	13% (77)	35% (201)	582
Relig: All Christian	12% (134)	27% (301)	13% (146)	14% (163)	34% (386)	1131
Relig: All Non-Christian	14% (151)	23% (247)	11% (123)	14% (147)	38% (403)	1070
Community: Urban	17% (89)	25% (130)	14% (74)	13% (70)	31% (166)	529
Community: Suburban	12% (130)	28% (291)	11% (113)	14% (151)	35% (361)	1046
Community: Rural	10% (66)	20% (127)	13% (82)	14% (89)	42% (262)	626
Employ: Private Sector	15% (89)	30% (181)	13% (75)	12% (71)	31% (184)	600
Employ: Government	12% (16)	34% (48)	14% (19)	14% (19)	27% (37)	140
Employ: Self-Employed	13% (26)	28% (58)	14% (28)	11% (23)	35% (71)	206
Employ: Homemaker	18% (26)	24% (36)	12% (18)	8% (13)	39% (58)	150
Employ: Student	25% (34)	21% (27)	10% (13)	18% (24)	26% (35)	132
Employ: Retired	5% (27)	21% (111)	12% (65)	19% (102)	42% (222)	527
Employ: Unemployed	14% (36)	20% (50)	12% (29)	14% (35)	40% (101)	252
Employ: Other	15% (30)	19% (37)	11% (21)	12% (24)	42% (82)	195
Military HH: Yes	12% (44)	25% (94)	12% (46)	18% (68)	34% (132)	385
Military HH: No	13% (241)	25% (454)	12% (222)	13% (243)	36% (657)	1816

Continued on next page

Table HR7_1: Do you agree or disagree with the following statements?
I see accurate representations of my gender identity in cartoon movies.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	13% (285)	25% (548)	12% (268)	14% (310)	36% (789)	2201
RD/WT: Right Direction	10% (79)	24% (184)	12% (96)	15% (113)	39% (304)	777
RD/WT: Wrong Track	14% (206)	26% (364)	12% (172)	14% (197)	34% (485)	1424
Trump Job Approve	10% (89)	23% (197)	12% (101)	14% (119)	41% (352)	858
Trump Job Disapprove	15% (185)	28% (334)	13% (158)	15% (183)	29% (354)	1214
Trump Job Strongly Approve	8% (36)	19% (87)	12% (53)	16% (72)	46% (211)	458
Trump Job Somewhat Approve	13% (53)	28% (111)	12% (49)	12% (47)	35% (141)	400
Trump Job Somewhat Disapprove	14% (39)	32% (91)	17% (48)	11% (30)	27% (75)	282
Trump Job Strongly Disapprove	16% (146)	26% (243)	12% (110)	16% (152)	30% (279)	931
Favorable of Trump	11% (91)	23% (196)	12% (103)	14% (121)	40% (345)	855
Unfavorable of Trump	15% (181)	28% (331)	13% (157)	14% (173)	30% (353)	1194
Very Favorable of Trump	9% (42)	19% (90)	11% (54)	16% (78)	45% (215)	479
Somewhat Favorable of Trump	13% (49)	28% (106)	13% (49)	11% (43)	34% (129)	376
Somewhat Unfavorable of Trump	18% (35)	30% (57)	14% (26)	11% (22)	27% (51)	190
Very Unfavorable of Trump	15% (146)	27% (274)	13% (131)	15% (151)	30% (302)	1004
#1 Issue: Economy	15% (82)	27% (146)	12% (67)	11% (59)	35% (189)	542
#1 Issue: Security	10% (44)	23% (99)	11% (49)	15% (63)	41% (176)	431
#1 Issue: Health Care	13% (48)	27% (97)	13% (48)	13% (48)	33% (119)	360
#1 Issue: Medicare / Social Security	7% (24)	21% (68)	14% (45)	17% (55)	42% (137)	329
#1 Issue: Women's Issues	16% (19)	27% (33)	15% (18)	17% (20)	24% (29)	119
#1 Issue: Education	12% (18)	22% (34)	14% (21)	19% (29)	33% (50)	153
#1 Issue: Energy	26% (31)	30% (36)	7% (8)	10% (13)	27% (33)	121
#1 Issue: Other	12% (18)	24% (35)	9% (13)	16% (23)	39% (57)	146
2018 House Vote: Democrat	13% (110)	29% (237)	13% (108)	15% (124)	29% (234)	813
2018 House Vote: Republican	10% (68)	23% (150)	11% (76)	16% (106)	39% (259)	658
2018 House Vote: Someone else	9% (10)	17% (20)	14% (16)	19% (23)	41% (48)	117
2018 House Vote: Didnt Vote	16% (97)	23% (137)	11% (68)	9% (57)	41% (247)	606
2016 Vote: Hillary Clinton	12% (84)	32% (226)	13% (93)	14% (99)	29% (200)	702
2016 Vote: Donald Trump	9% (59)	24% (154)	11% (73)	15% (99)	41% (270)	654
2016 Vote: Someone else	14% (26)	15% (29)	14% (28)	15% (29)	42% (81)	193
2016 Vote: Didnt Vote	18% (116)	21% (139)	11% (75)	13% (83)	36% (236)	650

Continued on next page

Table HR7_1: Do you agree or disagree with the following statements?
I see accurate representations of my gender identity in cartoon movies.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	13%	(285)	25%	(548)	12%	(268)	14%	(310)	36%	(789)	2201
Voted in 2014: Yes	11%	(145)	26%	(345)	14%	(184)	14%	(190)	35%	(465)	1329
Voted in 2014: No	16%	(140)	23%	(203)	10%	(85)	14%	(121)	37%	(324)	872
2012 Vote: Barack Obama	12%	(102)	28%	(231)	15%	(121)	13%	(110)	31%	(251)	814
2012 Vote: Mitt Romney	9%	(46)	24%	(119)	12%	(62)	14%	(71)	40%	(203)	502
2012 Vote: Other	8%	(9)	19%	(21)	13%	(14)	24%	(26)	37%	(40)	111
2012 Vote: Didn't Vote	17%	(128)	23%	(177)	9%	(70)	13%	(102)	38%	(295)	772
4-Region: Northeast	14%	(54)	23%	(90)	11%	(45)	14%	(57)	38%	(148)	394
4-Region: Midwest	11%	(53)	25%	(116)	10%	(48)	15%	(71)	38%	(175)	462
4-Region: South	13%	(111)	24%	(195)	13%	(107)	14%	(114)	36%	(298)	825
4-Region: West	13%	(68)	28%	(147)	13%	(68)	13%	(69)	32%	(168)	520

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

Table HR7_2: Do you agree or disagree with the following statements?
I see accurate representations of my racial or ethnic identity in cartoon movies.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	11%	(251)	23%	(508)	14%	(305)	16%	(361)	35%	(776)	2201
Gender: Male	11%	(120)	24%	(251)	15%	(162)	18%	(187)	32%	(342)	1062
Gender: Female	12%	(131)	23%	(257)	13%	(143)	15%	(174)	38%	(433)	1139
Age: 18-29	19%	(94)	27%	(134)	14%	(68)	12%	(61)	27%	(135)	492
Age: 30-44	13%	(70)	26%	(134)	13%	(70)	16%	(85)	31%	(163)	521
Age: 45-54	9%	(31)	24%	(88)	14%	(50)	18%	(65)	35%	(125)	358
Age: 55-64	10%	(39)	20%	(80)	14%	(54)	17%	(68)	39%	(151)	393
Age: 65+	4%	(18)	17%	(73)	14%	(62)	19%	(82)	46%	(202)	436
Generation Z: 18-22	19%	(45)	29%	(69)	11%	(27)	12%	(29)	29%	(69)	238
Millennial: Age 23-38	17%	(97)	25%	(138)	14%	(80)	15%	(83)	28%	(158)	555
Generation X: Age 39-54	9%	(53)	26%	(149)	14%	(81)	17%	(99)	34%	(196)	578
Boomers: Age 55-73	7%	(53)	19%	(141)	14%	(100)	17%	(126)	42%	(308)	728
PID: Dem (no lean)	13%	(100)	26%	(196)	16%	(120)	18%	(132)	27%	(198)	747
PID: Ind (no lean)	10%	(83)	21%	(172)	13%	(106)	16%	(135)	40%	(327)	823
PID: Rep (no lean)	11%	(69)	22%	(140)	12%	(79)	15%	(93)	40%	(250)	631
PID/Gender: Dem Men	15%	(44)	27%	(79)	17%	(51)	19%	(56)	23%	(68)	299
PID/Gender: Dem Women	12%	(56)	26%	(117)	15%	(69)	17%	(76)	29%	(131)	448
PID/Gender: Ind Men	11%	(46)	23%	(101)	14%	(61)	18%	(76)	35%	(149)	433
PID/Gender: Ind Women	9%	(37)	18%	(72)	12%	(45)	15%	(59)	46%	(178)	390
PID/Gender: Rep Men	9%	(30)	22%	(71)	15%	(50)	16%	(54)	38%	(125)	330
PID/Gender: Rep Women	13%	(39)	23%	(69)	9%	(28)	13%	(39)	42%	(125)	300
Ideo: Liberal (1-3)	14%	(98)	27%	(192)	14%	(99)	16%	(112)	30%	(213)	714
Ideo: Moderate (4)	12%	(57)	23%	(106)	16%	(78)	18%	(87)	30%	(144)	471
Ideo: Conservative (5-7)	10%	(69)	23%	(168)	13%	(95)	16%	(115)	38%	(274)	721
Educ: < College	11%	(162)	23%	(345)	13%	(195)	16%	(237)	38%	(575)	1513
Educ: Bachelors degree	11%	(50)	26%	(113)	16%	(73)	17%	(76)	30%	(132)	444
Educ: Post-grad	16%	(39)	21%	(51)	15%	(37)	20%	(48)	28%	(69)	244

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Table HR7_2: Do you agree or disagree with the following statements?
I see accurate representations of my racial or ethnic identity in cartoon movies.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	11%	(251)	23%	(508)	14%	(305)	16%	(361)	35%	(776)	2201
Income: Under 50k	12%	(143)	22%	(271)	13%	(162)	17%	(210)	37%	(455)	1241
Income: 50k-100k	11%	(78)	25%	(171)	14%	(96)	16%	(110)	34%	(236)	692
Income: 100k+	11%	(30)	25%	(66)	17%	(47)	15%	(41)	31%	(84)	268
Ethnicity: White	11%	(198)	24%	(411)	13%	(224)	14%	(235)	38%	(654)	1723
Ethnicity: Hispanic	10%	(33)	27%	(94)	17%	(61)	20%	(69)	27%	(93)	350
Ethnicity: Afr. Am.	14%	(38)	19%	(53)	19%	(52)	27%	(73)	21%	(59)	274
Ethnicity: Other	8%	(16)	22%	(44)	14%	(29)	26%	(53)	31%	(63)	204
Relig: Protestant	11%	(51)	23%	(110)	16%	(77)	18%	(83)	32%	(150)	470
Relig: Roman Catholic	11%	(45)	29%	(116)	14%	(54)	15%	(61)	31%	(124)	400
Relig: Ath./Agn./None	13%	(94)	20%	(145)	13%	(98)	15%	(108)	40%	(297)	742
Relig: Something Else	11%	(35)	26%	(87)	13%	(41)	14%	(46)	36%	(119)	328
Relig: Jewish	9%	(5)	37%	(19)	15%	(8)	13%	(6)	27%	(14)	51
Relig: Evangelical	12%	(64)	21%	(116)	15%	(81)	22%	(119)	31%	(168)	549
Relig: Non-Evang. Catholics	10%	(57)	28%	(161)	15%	(85)	15%	(88)	33%	(192)	582
Relig: All Christian	11%	(122)	24%	(277)	15%	(166)	18%	(207)	32%	(360)	1131
Relig: All Non-Christian	12%	(130)	22%	(231)	13%	(139)	14%	(154)	39%	(416)	1070
Community: Urban	14%	(76)	24%	(126)	15%	(78)	17%	(88)	30%	(160)	529
Community: Suburban	11%	(118)	24%	(256)	14%	(151)	16%	(164)	34%	(358)	1046
Community: Rural	9%	(58)	20%	(126)	12%	(76)	17%	(109)	41%	(258)	626
Employ: Private Sector	13%	(77)	29%	(175)	14%	(85)	15%	(90)	29%	(173)	600
Employ: Government	15%	(20)	31%	(43)	13%	(18)	17%	(23)	25%	(34)	140
Employ: Self-Employed	7%	(15)	22%	(46)	19%	(38)	19%	(40)	32%	(66)	206
Employ: Homemaker	17%	(25)	22%	(33)	11%	(16)	9%	(14)	41%	(62)	150
Employ: Student	19%	(25)	31%	(41)	9%	(12)	12%	(15)	30%	(39)	132
Employ: Retired	5%	(27)	18%	(94)	15%	(79)	20%	(106)	42%	(222)	527
Employ: Unemployed	12%	(31)	21%	(52)	11%	(28)	18%	(45)	38%	(96)	252
Employ: Other	16%	(31)	13%	(25)	15%	(28)	14%	(28)	42%	(82)	195
Military HH: Yes	8%	(31)	21%	(81)	17%	(66)	22%	(83)	32%	(124)	385
Military HH: No	12%	(221)	24%	(428)	13%	(239)	15%	(278)	36%	(651)	1816

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Table HR7_2: Do you agree or disagree with the following statements?
I see accurate representations of my racial or ethnic identity in cartoon movies.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	11% (251)	23% (508)	14% (305)	16% (361)	35% (776)	2201
RD/WT: Right Direction	10% (76)	22% (168)	14% (110)	15% (119)	39% (303)	777
RD/WT: Wrong Track	12% (175)	24% (340)	14% (194)	17% (242)	33% (473)	1424
Trump Job Approve	9% (81)	21% (183)	14% (119)	16% (139)	39% (336)	858
Trump Job Disapprove	13% (158)	25% (309)	15% (179)	17% (212)	29% (355)	1214
Trump Job Strongly Approve	9% (43)	18% (81)	13% (58)	17% (80)	43% (196)	458
Trump Job Somewhat Approve	10% (38)	25% (102)	15% (61)	15% (60)	35% (140)	400
Trump Job Somewhat Disapprove	12% (35)	26% (73)	17% (49)	17% (48)	27% (77)	282
Trump Job Strongly Disapprove	13% (123)	25% (236)	14% (130)	18% (164)	30% (278)	931
Favorable of Trump	11% (91)	22% (185)	13% (111)	16% (140)	38% (328)	855
Unfavorable of Trump	13% (151)	26% (306)	15% (175)	17% (208)	30% (355)	1194
Very Favorable of Trump	9% (44)	18% (86)	13% (61)	18% (85)	42% (203)	479
Somewhat Favorable of Trump	12% (47)	26% (99)	13% (51)	15% (55)	33% (125)	376
Somewhat Unfavorable of Trump	13% (25)	22% (42)	19% (36)	18% (35)	27% (52)	190
Very Unfavorable of Trump	13% (126)	26% (264)	14% (139)	17% (173)	30% (302)	1004
#1 Issue: Economy	13% (73)	24% (129)	16% (87)	13% (71)	34% (183)	542
#1 Issue: Security	10% (45)	20% (88)	13% (54)	17% (73)	40% (171)	431
#1 Issue: Health Care	11% (39)	25% (89)	16% (59)	18% (64)	30% (108)	360
#1 Issue: Medicare / Social Security	7% (22)	21% (69)	13% (41)	18% (60)	41% (137)	329
#1 Issue: Women's Issues	16% (19)	29% (34)	11% (13)	16% (19)	29% (34)	119
#1 Issue: Education	11% (17)	20% (31)	13% (20)	22% (33)	34% (51)	153
#1 Issue: Energy	20% (24)	31% (37)	10% (12)	14% (17)	25% (30)	121
#1 Issue: Other	9% (13)	21% (30)	12% (17)	16% (23)	43% (62)	146
2018 House Vote: Democrat	13% (107)	25% (203)	16% (126)	19% (151)	28% (226)	813
2018 House Vote: Republican	9% (62)	21% (137)	14% (91)	17% (113)	39% (256)	658
2018 House Vote: Someone else	5% (6)	20% (23)	11% (13)	19% (22)	45% (53)	117
2018 House Vote: Didnt Vote	13% (76)	24% (143)	12% (74)	12% (73)	39% (239)	606
2016 Vote: Hillary Clinton	14% (97)	26% (186)	15% (106)	18% (125)	27% (189)	702
2016 Vote: Donald Trump	9% (57)	21% (136)	13% (85)	18% (115)	40% (260)	654
2016 Vote: Someone else	8% (16)	19% (36)	12% (24)	17% (33)	43% (84)	193
2016 Vote: Didnt Vote	13% (81)	23% (151)	14% (89)	13% (88)	37% (241)	650

Continued on next page

Table HR7_2: Do you agree or disagree with the following statements?
I see accurate representations of my racial or ethnic identity in cartoon movies.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	11%	(251)	23%	(508)	14%	(305)	16%	(361)	35%	(776)	2201
Voted in 2014: Yes	11%	(142)	23%	(304)	15%	(197)	18%	(233)	34%	(452)	1329
Voted in 2014: No	12%	(109)	23%	(205)	12%	(107)	15%	(128)	37%	(323)	872
2012 Vote: Barack Obama	12%	(94)	24%	(198)	17%	(137)	18%	(147)	29%	(238)	814
2012 Vote: Mitt Romney	10%	(50)	22%	(109)	13%	(63)	16%	(83)	39%	(198)	502
2012 Vote: Other	7%	(8)	21%	(23)	16%	(17)	22%	(25)	34%	(38)	111
2012 Vote: Didn't Vote	13%	(100)	23%	(179)	11%	(86)	14%	(106)	39%	(302)	772
4-Region: Northeast	11%	(42)	24%	(96)	14%	(55)	14%	(55)	37%	(146)	394
4-Region: Midwest	11%	(53)	23%	(105)	15%	(68)	15%	(71)	36%	(166)	462
4-Region: South	11%	(90)	21%	(172)	14%	(113)	19%	(155)	36%	(295)	825
4-Region: West	13%	(66)	26%	(136)	13%	(69)	15%	(80)	32%	(168)	520

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

Table HR7_3: Do you agree or disagree with the following statements?
I see accurate representations of my sexuality in cartoon movies.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	11%	(239)	20%	(433)	13%	(286)	18%	(396)	38%	(847)	2201
Gender: Male	10%	(110)	21%	(228)	14%	(144)	20%	(210)	35%	(371)	1062
Gender: Female	11%	(129)	18%	(205)	13%	(143)	16%	(186)	42%	(477)	1139
Age: 18-29	19%	(92)	24%	(116)	14%	(67)	15%	(72)	29%	(145)	492
Age: 30-44	16%	(85)	21%	(107)	11%	(57)	17%	(87)	36%	(186)	521
Age: 45-54	8%	(27)	22%	(80)	14%	(49)	17%	(61)	39%	(141)	358
Age: 55-64	7%	(28)	18%	(71)	13%	(52)	21%	(81)	41%	(161)	393
Age: 65+	2%	(7)	13%	(58)	14%	(62)	22%	(96)	49%	(214)	436
Generation Z: 18-22	21%	(50)	24%	(57)	13%	(31)	12%	(28)	30%	(72)	238
Millennial: Age 23-38	16%	(91)	20%	(114)	13%	(74)	18%	(98)	32%	(179)	555
Generation X: Age 39-54	11%	(63)	23%	(133)	12%	(68)	16%	(93)	38%	(221)	578
Boomers: Age 55-73	5%	(34)	16%	(118)	13%	(93)	20%	(147)	46%	(335)	728
PID: Dem (no lean)	14%	(106)	22%	(168)	13%	(97)	20%	(147)	31%	(229)	747
PID: Ind (no lean)	10%	(86)	18%	(147)	13%	(109)	17%	(144)	41%	(338)	823
PID: Rep (no lean)	7%	(47)	19%	(118)	13%	(80)	17%	(105)	45%	(281)	631
PID/Gender: Dem Men	12%	(35)	28%	(84)	11%	(33)	25%	(74)	25%	(73)	299
PID/Gender: Dem Women	16%	(71)	19%	(84)	14%	(64)	16%	(74)	35%	(156)	448
PID/Gender: Ind Men	12%	(50)	19%	(84)	15%	(66)	19%	(81)	35%	(152)	433
PID/Gender: Ind Women	9%	(36)	16%	(63)	11%	(43)	16%	(63)	47%	(185)	390
PID/Gender: Rep Men	8%	(25)	18%	(60)	14%	(45)	17%	(55)	44%	(145)	330
PID/Gender: Rep Women	7%	(22)	19%	(58)	12%	(35)	16%	(49)	45%	(136)	300
Ideo: Liberal (1-3)	14%	(97)	23%	(163)	13%	(94)	19%	(134)	32%	(226)	714
Ideo: Moderate (4)	11%	(50)	21%	(99)	18%	(85)	18%	(85)	32%	(152)	471
Ideo: Conservative (5-7)	9%	(63)	19%	(135)	12%	(87)	18%	(128)	43%	(309)	721
Educ: < College	11%	(165)	19%	(284)	12%	(185)	17%	(260)	41%	(619)	1513
Educ: Bachelors degree	9%	(41)	24%	(108)	13%	(59)	18%	(82)	35%	(154)	444
Educ: Post-grad	14%	(33)	17%	(41)	17%	(42)	22%	(54)	31%	(75)	244

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Table HR7_3: Do you agree or disagree with the following statements?
I see accurate representations of my sexuality in cartoon movies.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	11% (239)	20% (433)	13% (286)	18% (396)	38% (847)	2201
Income: Under 50k	11% (134)	19% (230)	12% (152)	19% (238)	39% (486)	1241
Income: 50k-100k	10% (72)	21% (145)	13% (90)	17% (115)	39% (269)	692
Income: 100k+	12% (32)	21% (57)	16% (44)	16% (43)	34% (92)	268
Ethnicity: White	9% (163)	20% (337)	13% (226)	17% (293)	41% (704)	1723
Ethnicity: Hispanic	15% (51)	28% (99)	14% (48)	16% (55)	28% (98)	350
Ethnicity: Afr. Am.	17% (47)	18% (49)	13% (36)	23% (64)	29% (78)	274
Ethnicity: Other	14% (29)	23% (46)	12% (24)	19% (40)	32% (65)	204
Relig: Protestant	11% (53)	18% (82)	15% (72)	19% (87)	37% (176)	470
Relig: Roman Catholic	10% (41)	27% (109)	12% (46)	17% (67)	34% (137)	400
Relig: Ath./Agn./None	10% (72)	18% (136)	13% (99)	18% (132)	41% (303)	742
Relig: Something Else	12% (41)	20% (67)	13% (42)	17% (54)	38% (124)	328
Relig: Jewish	8% (4)	28% (14)	16% (8)	13% (7)	35% (18)	51
Relig: Evangelical	13% (70)	17% (93)	12% (66)	21% (116)	37% (204)	549
Relig: Non-Evang. Catholics	10% (56)	23% (136)	14% (80)	16% (94)	37% (216)	582
Relig: All Christian	11% (126)	20% (230)	13% (146)	19% (210)	37% (420)	1131
Relig: All Non-Christian	11% (113)	19% (203)	13% (141)	17% (186)	40% (427)	1070
Community: Urban	14% (72)	22% (117)	13% (70)	17% (91)	34% (179)	529
Community: Suburban	11% (117)	20% (204)	12% (130)	18% (190)	39% (405)	1046
Community: Rural	8% (49)	18% (112)	14% (86)	18% (115)	42% (264)	626
Employ: Private Sector	13% (79)	26% (157)	12% (69)	17% (99)	33% (196)	600
Employ: Government	14% (20)	25% (35)	15% (22)	15% (21)	30% (43)	140
Employ: Self-Employed	11% (23)	18% (37)	20% (40)	16% (33)	35% (72)	206
Employ: Homemaker	16% (24)	17% (25)	9% (14)	11% (17)	46% (70)	150
Employ: Student	24% (32)	19% (25)	12% (15)	15% (20)	30% (40)	132
Employ: Retired	3% (16)	16% (82)	13% (71)	24% (124)	44% (234)	527
Employ: Unemployed	10% (25)	15% (39)	13% (32)	19% (47)	43% (109)	252
Employ: Other	10% (20)	16% (32)	12% (23)	18% (34)	44% (85)	195
Military HH: Yes	8% (31)	20% (76)	15% (59)	20% (76)	37% (143)	385
Military HH: No	11% (208)	20% (357)	13% (227)	18% (320)	39% (704)	1816

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Table HR7_3: Do you agree or disagree with the following statements?
I see accurate representations of my sexuality in cartoon movies.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	11% (239)	20% (433)	13% (286)	18% (396)	38% (847)	2201
RD/WT: Right Direction	8% (59)	19% (149)	14% (110)	17% (132)	42% (326)	777
RD/WT: Wrong Track	13% (179)	20% (284)	12% (176)	19% (264)	37% (521)	1424
Trump Job Approve	7% (63)	18% (154)	14% (120)	18% (152)	43% (369)	858
Trump Job Disapprove	14% (164)	22% (263)	13% (162)	19% (232)	32% (394)	1214
Trump Job Strongly Approve	6% (27)	16% (75)	12% (56)	19% (86)	46% (213)	458
Trump Job Somewhat Approve	9% (36)	20% (79)	16% (64)	16% (65)	39% (156)	400
Trump Job Somewhat Disapprove	13% (36)	24% (67)	17% (49)	15% (42)	31% (89)	282
Trump Job Strongly Disapprove	14% (128)	21% (196)	12% (113)	20% (190)	33% (305)	931
Favorable of Trump	8% (67)	19% (158)	13% (113)	18% (153)	43% (363)	855
Unfavorable of Trump	13% (158)	21% (254)	14% (162)	19% (227)	33% (393)	1194
Very Favorable of Trump	7% (32)	16% (77)	12% (57)	20% (95)	46% (218)	479
Somewhat Favorable of Trump	9% (35)	22% (81)	15% (56)	16% (59)	39% (145)	376
Somewhat Unfavorable of Trump	18% (34)	17% (32)	16% (31)	17% (32)	32% (61)	190
Very Unfavorable of Trump	12% (124)	22% (222)	13% (131)	19% (195)	33% (332)	1004
#1 Issue: Economy	11% (59)	21% (112)	15% (83)	16% (89)	37% (199)	542
#1 Issue: Security	9% (39)	18% (78)	13% (57)	16% (70)	43% (187)	431
#1 Issue: Health Care	13% (46)	22% (81)	13% (47)	17% (62)	34% (124)	360
#1 Issue: Medicare / Social Security	5% (15)	15% (48)	13% (42)	21% (68)	47% (156)	329
#1 Issue: Women's Issues	22% (26)	21% (25)	12% (15)	18% (21)	28% (33)	119
#1 Issue: Education	10% (16)	18% (28)	11% (16)	22% (34)	39% (59)	153
#1 Issue: Energy	18% (22)	26% (32)	10% (12)	20% (24)	26% (31)	121
#1 Issue: Other	11% (15)	21% (30)	9% (14)	19% (28)	40% (58)	146
2018 House Vote: Democrat	13% (105)	22% (181)	13% (105)	20% (160)	32% (262)	813
2018 House Vote: Republican	8% (52)	18% (117)	15% (99)	17% (115)	42% (276)	658
2018 House Vote: Someone else	5% (6)	18% (21)	11% (13)	20% (23)	47% (55)	117
2018 House Vote: Didnt Vote	13% (76)	18% (111)	11% (68)	16% (98)	42% (252)	606
2016 Vote: Hillary Clinton	13% (91)	23% (162)	13% (93)	19% (134)	32% (223)	702
2016 Vote: Donald Trump	7% (47)	17% (113)	13% (87)	19% (125)	43% (283)	654
2016 Vote: Someone else	7% (13)	18% (34)	16% (31)	15% (30)	44% (85)	193
2016 Vote: Didnt Vote	14% (88)	19% (124)	12% (77)	16% (107)	39% (254)	650

Continued on next page

Table HR7_3: Do you agree or disagree with the following statements?
I see accurate representations of my sexuality in cartoon movies.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	11%	(239)	20%	(433)	13%	(286)	18%	(396)	38%	(847)	2201
Voted in 2014: Yes	10%	(133)	19%	(255)	14%	(191)	18%	(239)	38%	(511)	1329
Voted in 2014: No	12%	(106)	20%	(178)	11%	(95)	18%	(157)	39%	(336)	872
2012 Vote: Barack Obama	11%	(90)	21%	(172)	15%	(120)	19%	(156)	34%	(276)	814
2012 Vote: Mitt Romney	8%	(39)	17%	(83)	14%	(70)	18%	(89)	44%	(222)	502
2012 Vote: Other	6%	(7)	22%	(25)	11%	(12)	21%	(24)	39%	(43)	111
2012 Vote: Didn't Vote	13%	(103)	20%	(153)	11%	(84)	16%	(126)	40%	(307)	772
4-Region: Northeast	10%	(39)	22%	(88)	12%	(47)	17%	(66)	39%	(153)	394
4-Region: Midwest	9%	(43)	18%	(83)	13%	(59)	19%	(90)	41%	(188)	462
4-Region: South	12%	(102)	16%	(136)	13%	(109)	19%	(158)	39%	(320)	825
4-Region: West	11%	(55)	24%	(126)	14%	(71)	16%	(82)	36%	(186)	520

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

Table HR7_4: Do you agree or disagree with the following statements?
I see accurate representations of my religion in cartoon movies.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	5%	(112)	13%	(297)	15%	(330)	23%	(496)	44%	(965)	2201
Gender: Male	6%	(59)	14%	(152)	16%	(172)	24%	(250)	40%	(429)	1062
Gender: Female	5%	(53)	13%	(145)	14%	(158)	22%	(246)	47%	(537)	1139
Age: 18-29	10%	(49)	17%	(83)	16%	(77)	16%	(78)	42%	(205)	492
Age: 30-44	6%	(31)	16%	(86)	16%	(81)	23%	(120)	39%	(204)	521
Age: 45-54	3%	(10)	14%	(52)	15%	(53)	22%	(78)	46%	(165)	358
Age: 55-64	4%	(15)	13%	(51)	14%	(54)	25%	(98)	44%	(174)	393
Age: 65+	2%	(8)	6%	(26)	15%	(65)	28%	(121)	50%	(217)	436
Generation Z: 18-22	9%	(21)	14%	(33)	18%	(43)	16%	(39)	43%	(102)	238
Millennial: Age 23-38	9%	(52)	18%	(99)	16%	(86)	18%	(101)	39%	(217)	555
Generation X: Age 39-54	3%	(17)	15%	(88)	14%	(82)	24%	(137)	44%	(254)	578
Boomers: Age 55-73	3%	(21)	10%	(73)	14%	(101)	26%	(186)	48%	(347)	728
PID: Dem (no lean)	6%	(47)	16%	(123)	16%	(119)	22%	(161)	40%	(297)	747
PID: Ind (no lean)	4%	(35)	12%	(99)	14%	(117)	22%	(184)	47%	(389)	823
PID: Rep (no lean)	5%	(30)	12%	(75)	15%	(95)	24%	(151)	44%	(280)	631
PID/Gender: Dem Men	8%	(25)	19%	(55)	16%	(49)	25%	(76)	31%	(94)	299
PID/Gender: Dem Women	5%	(22)	15%	(68)	16%	(70)	19%	(85)	45%	(203)	448
PID/Gender: Ind Men	5%	(21)	13%	(55)	15%	(66)	23%	(101)	44%	(191)	433
PID/Gender: Ind Women	3%	(14)	11%	(44)	13%	(51)	21%	(83)	51%	(198)	390
PID/Gender: Rep Men	4%	(13)	13%	(42)	18%	(58)	22%	(73)	44%	(144)	330
PID/Gender: Rep Women	6%	(18)	11%	(33)	12%	(37)	26%	(78)	45%	(135)	300
Ideo: Liberal (1-3)	6%	(44)	15%	(110)	16%	(116)	20%	(140)	43%	(304)	714
Ideo: Moderate (4)	5%	(23)	14%	(65)	18%	(85)	24%	(111)	40%	(186)	471
Ideo: Conservative (5-7)	5%	(34)	12%	(88)	14%	(103)	26%	(189)	43%	(307)	721
Educ: < College	5%	(76)	13%	(204)	14%	(212)	22%	(326)	46%	(696)	1513
Educ: Bachelors degree	6%	(26)	15%	(65)	14%	(64)	23%	(104)	42%	(185)	444
Educ: Post-grad	4%	(10)	12%	(28)	23%	(55)	27%	(66)	35%	(84)	244

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Table HR7_4: Do you agree or disagree with the following statements?
I see accurate representations of my religion in cartoon movies.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	5%	(112)	13%	(297)	15%	(330)	23%	(496)	44%	(965)	2201
Income: Under 50k	6%	(69)	13%	(165)	14%	(175)	22%	(277)	45%	(554)	1241
Income: 50k-100k	5%	(32)	13%	(91)	15%	(106)	24%	(164)	43%	(298)	692
Income: 100k+	4%	(11)	15%	(41)	18%	(49)	21%	(55)	42%	(113)	268
Ethnicity: White	4%	(70)	13%	(220)	15%	(262)	22%	(379)	46%	(791)	1723
Ethnicity: Hispanic	7%	(25)	21%	(75)	17%	(60)	21%	(73)	33%	(117)	350
Ethnicity: Afr. Am.	11%	(31)	13%	(36)	14%	(39)	26%	(71)	36%	(98)	274
Ethnicity: Other	6%	(11)	20%	(40)	15%	(30)	23%	(47)	37%	(76)	204
Relig: Protestant	5%	(22)	14%	(67)	16%	(74)	28%	(130)	38%	(177)	470
Relig: Roman Catholic	6%	(23)	20%	(78)	18%	(72)	21%	(85)	36%	(142)	400
Relig: Ath./Agn./None	5%	(36)	10%	(77)	11%	(85)	18%	(135)	55%	(408)	742
Relig: Something Else	5%	(15)	13%	(42)	16%	(54)	22%	(72)	44%	(146)	328
Relig: Jewish	6%	(3)	12%	(6)	33%	(17)	20%	(10)	29%	(15)	51
Relig: Evangelical	7%	(40)	13%	(73)	16%	(88)	30%	(166)	33%	(183)	549
Relig: Non-Evang. Catholics	4%	(22)	18%	(105)	18%	(104)	21%	(123)	39%	(229)	582
Relig: All Christian	5%	(61)	16%	(178)	17%	(192)	26%	(289)	36%	(412)	1131
Relig: All Non-Christian	5%	(51)	11%	(119)	13%	(139)	19%	(207)	52%	(554)	1070
Community: Urban	8%	(40)	16%	(86)	18%	(93)	19%	(102)	39%	(207)	529
Community: Suburban	5%	(48)	15%	(152)	15%	(155)	23%	(238)	43%	(453)	1046
Community: Rural	4%	(24)	9%	(58)	13%	(82)	25%	(156)	49%	(306)	626
Employ: Private Sector	6%	(37)	17%	(102)	17%	(99)	22%	(131)	39%	(231)	600
Employ: Government	5%	(7)	18%	(25)	17%	(23)	24%	(34)	36%	(50)	140
Employ: Self-Employed	4%	(8)	17%	(35)	14%	(29)	24%	(50)	41%	(84)	206
Employ: Homemaker	7%	(10)	12%	(18)	11%	(16)	19%	(28)	51%	(77)	150
Employ: Student	11%	(14)	18%	(23)	13%	(18)	14%	(18)	45%	(59)	132
Employ: Retired	1%	(8)	9%	(49)	15%	(77)	28%	(150)	46%	(243)	527
Employ: Unemployed	7%	(17)	11%	(28)	16%	(40)	19%	(47)	47%	(119)	252
Employ: Other	6%	(11)	8%	(16)	14%	(28)	19%	(37)	52%	(102)	195
Military HH: Yes	5%	(18)	12%	(48)	17%	(67)	24%	(94)	41%	(158)	385
Military HH: No	5%	(94)	14%	(249)	15%	(264)	22%	(402)	44%	(808)	1816

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Table HR7_4: Do you agree or disagree with the following statements?
I see accurate representations of my religion in cartoon movies.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	5% (112)	13% (297)	15% (330)	23% (496)	44% (965)	2201
RD/WT: Right Direction	5% (36)	14% (110)	15% (119)	24% (184)	42% (328)	777
RD/WT: Wrong Track	5% (76)	13% (187)	15% (211)	22% (312)	45% (638)	1424
Trump Job Approve	4% (33)	13% (111)	14% (124)	26% (220)	43% (370)	858
Trump Job Disapprove	6% (73)	14% (173)	16% (194)	22% (263)	42% (511)	1214
Trump Job Strongly Approve	4% (20)	11% (50)	13% (58)	27% (122)	45% (208)	458
Trump Job Somewhat Approve	3% (13)	15% (61)	16% (66)	25% (98)	41% (162)	400
Trump Job Somewhat Disapprove	4% (11)	16% (46)	20% (57)	23% (65)	36% (102)	282
Trump Job Strongly Disapprove	7% (62)	14% (127)	15% (137)	21% (198)	44% (409)	931
Favorable of Trump	4% (37)	12% (105)	15% (131)	25% (217)	43% (365)	855
Unfavorable of Trump	6% (66)	15% (176)	16% (186)	22% (258)	43% (509)	1194
Very Favorable of Trump	4% (19)	11% (52)	13% (64)	26% (126)	45% (217)	479
Somewhat Favorable of Trump	5% (18)	14% (53)	18% (67)	24% (90)	39% (148)	376
Somewhat Unfavorable of Trump	6% (12)	14% (27)	20% (38)	22% (42)	37% (71)	190
Very Unfavorable of Trump	5% (54)	15% (149)	15% (147)	22% (216)	44% (438)	1004
#1 Issue: Economy	6% (34)	16% (85)	15% (79)	22% (119)	41% (225)	542
#1 Issue: Security	4% (18)	11% (49)	15% (66)	26% (113)	43% (185)	431
#1 Issue: Health Care	3% (12)	15% (53)	18% (64)	22% (78)	42% (152)	360
#1 Issue: Medicare / Social Security	3% (9)	10% (34)	13% (44)	24% (79)	49% (162)	329
#1 Issue: Women's Issues	7% (8)	12% (14)	17% (20)	22% (26)	43% (51)	119
#1 Issue: Education	7% (11)	13% (21)	17% (26)	24% (36)	38% (58)	153
#1 Issue: Energy	8% (9)	18% (22)	15% (18)	15% (18)	45% (54)	121
#1 Issue: Other	7% (10)	13% (19)	9% (14)	18% (26)	53% (78)	146
2018 House Vote: Democrat	6% (49)	13% (109)	15% (122)	23% (188)	42% (345)	813
2018 House Vote: Republican	4% (26)	10% (66)	18% (116)	27% (179)	41% (272)	658
2018 House Vote: Someone else	4% (5)	11% (13)	13% (16)	26% (30)	45% (53)	117
2018 House Vote: Didnt Vote	5% (33)	18% (106)	12% (74)	16% (98)	49% (295)	606
2016 Vote: Hillary Clinton	7% (49)	16% (112)	15% (104)	21% (150)	41% (286)	702
2016 Vote: Donald Trump	3% (22)	11% (75)	15% (101)	27% (178)	42% (278)	654
2016 Vote: Someone else	3% (5)	8% (16)	15% (28)	22% (43)	52% (100)	193
2016 Vote: Didnt Vote	5% (35)	14% (92)	15% (97)	19% (124)	46% (302)	650

Continued on next page

Table HR7_4: Do you agree or disagree with the following statements?
I see accurate representations of my religion in cartoon movies.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	5%	(112)	13%	(297)	15%	(330)	23%	(496)	44%	(965)	2201
Voted in 2014: Yes	5%	(62)	14%	(180)	16%	(213)	24%	(321)	42%	(553)	1329
Voted in 2014: No	6%	(50)	13%	(117)	13%	(117)	20%	(175)	47%	(413)	872
2012 Vote: Barack Obama	5%	(40)	15%	(121)	16%	(132)	23%	(191)	41%	(330)	814
2012 Vote: Mitt Romney	4%	(18)	10%	(51)	17%	(85)	26%	(130)	43%	(218)	502
2012 Vote: Other	4%	(4)	11%	(12)	11%	(12)	35%	(39)	39%	(43)	111
2012 Vote: Didn't Vote	6%	(50)	15%	(113)	13%	(101)	18%	(136)	48%	(373)	772
4-Region: Northeast	5%	(20)	13%	(52)	15%	(57)	21%	(84)	46%	(180)	394
4-Region: Midwest	4%	(21)	12%	(54)	16%	(75)	24%	(111)	43%	(201)	462
4-Region: South	6%	(48)	13%	(107)	15%	(121)	24%	(195)	43%	(354)	825
4-Region: West	5%	(23)	16%	(84)	15%	(76)	20%	(106)	44%	(230)	520

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

Table HR7_5: Do you agree or disagree with the following statements?
I see accurate representations of myself in cartoon movies.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	8%	(169)	22%	(484)	17%	(365)	18%	(407)	35%	(776)	2201
Gender: Male	9%	(91)	22%	(234)	19%	(197)	19%	(201)	32%	(339)	1062
Gender: Female	7%	(78)	22%	(250)	15%	(168)	18%	(206)	38%	(437)	1139
Age: 18-29	13%	(66)	31%	(150)	15%	(76)	13%	(63)	28%	(136)	492
Age: 30-44	9%	(48)	25%	(130)	16%	(83)	20%	(102)	30%	(159)	521
Age: 45-54	7%	(25)	23%	(83)	18%	(63)	17%	(62)	35%	(126)	358
Age: 55-64	6%	(25)	16%	(65)	18%	(72)	21%	(83)	38%	(148)	393
Age: 65+	1%	(6)	13%	(57)	16%	(72)	22%	(96)	47%	(206)	436
Generation Z: 18-22	14%	(33)	29%	(68)	15%	(35)	14%	(32)	29%	(70)	238
Millennial: Age 23-38	11%	(60)	29%	(159)	17%	(93)	16%	(88)	28%	(155)	555
Generation X: Age 39-54	8%	(46)	23%	(136)	16%	(94)	18%	(106)	34%	(197)	578
Boomers: Age 55-73	4%	(29)	16%	(113)	17%	(123)	21%	(153)	43%	(309)	728
PID: Dem (no lean)	9%	(66)	25%	(186)	16%	(122)	21%	(156)	29%	(217)	747
PID: Ind (no lean)	8%	(62)	19%	(156)	17%	(140)	18%	(148)	38%	(317)	823
PID: Rep (no lean)	7%	(41)	23%	(142)	16%	(103)	16%	(103)	38%	(242)	631
PID/Gender: Dem Men	11%	(33)	26%	(79)	15%	(46)	23%	(68)	25%	(73)	299
PID/Gender: Dem Women	7%	(33)	24%	(107)	17%	(76)	20%	(88)	32%	(144)	448
PID/Gender: Ind Men	9%	(37)	20%	(85)	20%	(87)	19%	(81)	33%	(143)	433
PID/Gender: Ind Women	6%	(25)	18%	(70)	14%	(54)	17%	(67)	45%	(174)	390
PID/Gender: Rep Men	6%	(21)	21%	(70)	20%	(64)	16%	(52)	37%	(123)	330
PID/Gender: Rep Women	7%	(20)	24%	(72)	13%	(38)	17%	(50)	39%	(119)	300
Ideo: Liberal (1-3)	9%	(62)	24%	(170)	18%	(130)	19%	(134)	31%	(218)	714
Ideo: Moderate (4)	9%	(42)	23%	(108)	18%	(86)	19%	(88)	31%	(148)	471
Ideo: Conservative (5-7)	6%	(43)	22%	(161)	17%	(120)	19%	(134)	36%	(263)	721
Educ: < College	8%	(118)	21%	(323)	16%	(243)	18%	(265)	37%	(564)	1513
Educ: Bachelors degree	7%	(32)	26%	(116)	16%	(73)	18%	(81)	32%	(142)	444
Educ: Post-grad	8%	(20)	19%	(45)	20%	(49)	25%	(60)	29%	(70)	244

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Table HR7_5: Do you agree or disagree with the following statements?
I see accurate representations of myself in cartoon movies.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	8% (169)	22% (484)	17% (365)	18% (407)	35% (776)	2201
Income: Under 50k	9% (107)	21% (260)	15% (188)	19% (235)	36% (451)	1241
Income: 50k-100k	6% (41)	23% (159)	18% (123)	18% (127)	35% (243)	692
Income: 100k+	8% (22)	25% (66)	20% (53)	17% (45)	31% (83)	268
Ethnicity: White	7% (118)	22% (371)	17% (288)	17% (294)	38% (652)	1723
Ethnicity: Hispanic	8% (26)	29% (103)	18% (63)	21% (75)	24% (83)	350
Ethnicity: Afr. Am.	13% (37)	22% (61)	17% (46)	24% (67)	23% (64)	274
Ethnicity: Other	8% (15)	25% (52)	15% (31)	22% (46)	30% (60)	204
Relig: Protestant	7% (35)	20% (94)	19% (88)	20% (95)	33% (157)	470
Relig: Roman Catholic	6% (25)	26% (102)	20% (79)	17% (68)	31% (126)	400
Relig: Ath./Agn./None	8% (58)	21% (152)	14% (107)	17% (124)	40% (300)	742
Relig: Something Else	8% (27)	24% (78)	17% (56)	16% (53)	35% (114)	328
Relig: Jewish	7% (4)	25% (13)	19% (10)	22% (11)	27% (14)	51
Relig: Evangelical	9% (49)	21% (118)	16% (90)	23% (127)	30% (166)	549
Relig: Non-Evang. Catholics	6% (35)	24% (137)	19% (112)	18% (102)	34% (196)	582
Relig: All Christian	7% (84)	23% (255)	18% (202)	20% (229)	32% (362)	1131
Relig: All Non-Christian	8% (86)	21% (230)	15% (163)	17% (178)	39% (414)	1070
Community: Urban	11% (57)	22% (119)	18% (97)	19% (101)	29% (154)	529
Community: Suburban	7% (71)	23% (244)	17% (174)	17% (180)	36% (377)	1046
Community: Rural	7% (41)	19% (122)	15% (94)	20% (126)	39% (244)	626
Employ: Private Sector	9% (53)	27% (161)	16% (98)	17% (103)	31% (186)	600
Employ: Government	6% (9)	40% (55)	14% (20)	16% (22)	24% (33)	140
Employ: Self-Employed	10% (20)	24% (49)	18% (36)	21% (42)	28% (58)	206
Employ: Homemaker	12% (18)	19% (28)	18% (27)	15% (23)	37% (55)	150
Employ: Student	15% (19)	25% (33)	15% (20)	17% (22)	29% (38)	132
Employ: Retired	2% (11)	15% (80)	18% (96)	22% (118)	42% (222)	527
Employ: Unemployed	9% (23)	17% (43)	17% (42)	16% (39)	41% (104)	252
Employ: Other	8% (16)	18% (34)	14% (27)	19% (38)	41% (80)	195
Military HH: Yes	6% (23)	18% (71)	21% (80)	20% (77)	35% (134)	385
Military HH: No	8% (146)	23% (413)	16% (285)	18% (330)	35% (642)	1816

Continued on next page

Table HR7_5: Do you agree or disagree with the following statements?
I see accurate representations of myself in cartoon movies.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	8% (169)	22% (484)	17% (365)	18% (407)	35% (776)	2201
RD/WT: Right Direction	7% (53)	22% (174)	18% (139)	17% (132)	36% (280)	777
RD/WT: Wrong Track	8% (117)	22% (311)	16% (226)	19% (275)	35% (496)	1424
Trump Job Approve	6% (49)	21% (184)	18% (153)	17% (149)	38% (323)	858
Trump Job Disapprove	9% (111)	23% (283)	17% (203)	20% (248)	30% (369)	1214
Trump Job Strongly Approve	7% (30)	18% (82)	15% (71)	19% (88)	41% (187)	458
Trump Job Somewhat Approve	5% (19)	25% (102)	21% (82)	15% (61)	34% (136)	400
Trump Job Somewhat Disapprove	7% (18)	29% (81)	20% (56)	18% (50)	27% (77)	282
Trump Job Strongly Disapprove	10% (93)	22% (202)	16% (147)	21% (198)	31% (292)	931
Favorable of Trump	6% (54)	22% (184)	18% (152)	17% (147)	37% (318)	855
Unfavorable of Trump	9% (105)	24% (281)	17% (200)	20% (238)	31% (370)	1194
Very Favorable of Trump	7% (32)	18% (88)	15% (72)	19% (91)	41% (196)	479
Somewhat Favorable of Trump	6% (21)	26% (96)	21% (80)	15% (57)	32% (122)	376
Somewhat Unfavorable of Trump	9% (18)	25% (48)	16% (31)	22% (42)	27% (51)	190
Very Unfavorable of Trump	9% (88)	23% (233)	17% (169)	19% (196)	32% (319)	1004
#1 Issue: Economy	8% (44)	23% (126)	20% (107)	16% (87)	33% (178)	542
#1 Issue: Security	6% (27)	20% (85)	16% (69)	18% (79)	40% (172)	431
#1 Issue: Health Care	8% (30)	23% (81)	18% (65)	19% (70)	32% (114)	360
#1 Issue: Medicare / Social Security	5% (15)	17% (55)	15% (50)	19% (62)	45% (148)	329
#1 Issue: Women's Issues	12% (14)	26% (31)	13% (16)	26% (31)	24% (29)	119
#1 Issue: Education	10% (15)	23% (35)	18% (27)	18% (27)	32% (48)	153
#1 Issue: Energy	13% (16)	33% (40)	13% (15)	17% (20)	24% (29)	121
#1 Issue: Other	6% (9)	21% (31)	12% (18)	21% (31)	40% (58)	146
2018 House Vote: Democrat	9% (70)	22% (179)	17% (137)	22% (178)	31% (249)	813
2018 House Vote: Republican	6% (40)	20% (133)	18% (120)	19% (125)	37% (241)	658
2018 House Vote: Someone else	4% (5)	18% (21)	16% (19)	22% (26)	40% (47)	117
2018 House Vote: Didnt Vote	9% (55)	25% (149)	15% (88)	13% (78)	39% (236)	606
2016 Vote: Hillary Clinton	9% (61)	24% (167)	17% (120)	20% (143)	30% (211)	702
2016 Vote: Donald Trump	5% (33)	20% (133)	17% (109)	19% (124)	39% (254)	654
2016 Vote: Someone else	6% (11)	17% (33)	18% (35)	18% (35)	41% (78)	193
2016 Vote: Didnt Vote	10% (64)	23% (152)	15% (100)	16% (104)	35% (230)	650

Continued on next page

Table HR7_5: Do you agree or disagree with the following statements?
I see accurate representations of myself in cartoon movies.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	8%	(169)	22%	(484)	17%	(365)	18%	(407)	35%	(776)	2201
Voted in 2014: Yes	7%	(88)	21%	(277)	18%	(237)	20%	(263)	35%	(463)	1329
Voted in 2014: No	9%	(81)	24%	(207)	15%	(128)	16%	(143)	36%	(312)	872
2012 Vote: Barack Obama	7%	(58)	22%	(177)	19%	(155)	21%	(174)	31%	(250)	814
2012 Vote: Mitt Romney	6%	(30)	20%	(99)	17%	(87)	18%	(91)	39%	(195)	502
2012 Vote: Other	5%	(5)	15%	(17)	18%	(20)	29%	(32)	33%	(37)	111
2012 Vote: Didn't Vote	10%	(76)	25%	(191)	13%	(102)	14%	(109)	38%	(294)	772
4-Region: Northeast	8%	(30)	20%	(80)	17%	(65)	18%	(72)	37%	(147)	394
4-Region: Midwest	8%	(36)	19%	(89)	18%	(83)	18%	(82)	37%	(173)	462
4-Region: South	9%	(71)	21%	(173)	17%	(139)	19%	(154)	35%	(287)	825
4-Region: West	6%	(32)	27%	(141)	15%	(79)	19%	(99)	33%	(169)	520

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

Table HR8_1: Do you agree or disagree with the following statements?
I see accurate representations of my gender identity in TV shows.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	20% (444)	33% (729)	11% (240)	10% (226)	26% (562)	2201
Gender: Male	20% (209)	32% (341)	13% (136)	12% (124)	24% (252)	1062
Gender: Female	21% (235)	34% (387)	9% (104)	9% (102)	27% (311)	1139
Age: 18-29	27% (135)	31% (151)	11% (55)	8% (42)	22% (110)	492
Age: 30-44	25% (130)	33% (171)	11% (57)	6% (31)	25% (133)	521
Age: 45-54	17% (61)	36% (128)	9% (32)	11% (40)	27% (96)	358
Age: 55-64	19% (76)	31% (122)	12% (45)	12% (49)	26% (101)	393
Age: 65+	10% (42)	36% (157)	12% (51)	15% (64)	28% (123)	436
Generation Z: 18-22	29% (68)	27% (64)	12% (29)	10% (24)	22% (53)	238
Millennial: Age 23-38	25% (139)	34% (187)	10% (56)	7% (36)	24% (136)	555
Generation X: Age 39-54	20% (118)	34% (199)	10% (58)	9% (53)	26% (150)	578
Boomers: Age 55-73	15% (112)	33% (241)	11% (81)	13% (96)	27% (198)	728
PID: Dem (no lean)	25% (184)	41% (307)	9% (71)	7% (49)	18% (137)	747
PID: Ind (no lean)	17% (143)	28% (230)	12% (97)	12% (100)	31% (253)	823
PID: Rep (no lean)	19% (117)	30% (191)	12% (73)	12% (77)	27% (172)	631
PID/Gender: Dem Men	24% (71)	41% (122)	10% (31)	9% (26)	17% (50)	299
PID/Gender: Dem Women	25% (114)	41% (185)	9% (40)	5% (23)	19% (87)	448
PID/Gender: Ind Men	18% (76)	29% (127)	14% (62)	13% (57)	26% (111)	433
PID/Gender: Ind Women	17% (66)	27% (104)	9% (35)	11% (43)	37% (143)	390
PID/Gender: Rep Men	19% (62)	28% (93)	13% (43)	12% (41)	28% (91)	330
PID/Gender: Rep Women	18% (55)	33% (99)	10% (30)	12% (36)	27% (81)	300
Ideo: Liberal (1-3)	25% (181)	39% (277)	11% (78)	9% (61)	16% (116)	714
Ideo: Moderate (4)	21% (101)	32% (153)	11% (54)	10% (47)	25% (117)	471
Ideo: Conservative (5-7)	17% (123)	33% (236)	12% (86)	12% (88)	26% (188)	721
Educ: < College	19% (287)	30% (458)	10% (156)	11% (161)	30% (451)	1513
Educ: Bachelors degree	25% (109)	41% (184)	9% (42)	8% (37)	16% (72)	444
Educ: Post-grad	19% (47)	36% (87)	18% (43)	12% (28)	16% (39)	244

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Table HR8_1: Do you agree or disagree with the following statements?
I see accurate representations of my gender identity in TV shows.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	20% (444)	33% (729)	11% (240)	10% (226)	26% (562)	2201
Income: Under 50k	18% (226)	30% (373)	11% (134)	12% (153)	29% (354)	1241
Income: 50k-100k	22% (149)	38% (261)	10% (68)	7% (50)	24% (163)	692
Income: 100k+	26% (69)	35% (94)	14% (38)	9% (23)	17% (45)	268
Ethnicity: White	18% (319)	34% (577)	11% (191)	10% (173)	27% (462)	1723
Ethnicity: Hispanic	20% (69)	36% (127)	15% (53)	7% (23)	22% (78)	350
Ethnicity: Afr. Am.	30% (83)	32% (89)	10% (27)	9% (25)	18% (50)	274
Ethnicity: Other	21% (42)	31% (63)	11% (22)	14% (28)	24% (50)	204
Relig: Protestant	19% (87)	36% (170)	13% (61)	12% (54)	21% (97)	470
Relig: Roman Catholic	19% (77)	41% (164)	10% (40)	9% (37)	20% (81)	400
Relig: Ath./Agn./None	20% (151)	30% (222)	11% (84)	10% (71)	29% (213)	742
Relig: Something Else	24% (77)	29% (95)	10% (33)	11% (35)	27% (88)	328
Relig: Jewish	28% (14)	35% (18)	7% (3)	10% (5)	20% (10)	51
Relig: Evangelical	20% (108)	31% (172)	10% (57)	11% (62)	27% (149)	549
Relig: Non-Evang. Catholics	18% (108)	41% (239)	11% (66)	10% (58)	19% (113)	582
Relig: All Christian	19% (215)	36% (411)	11% (123)	11% (120)	23% (262)	1131
Relig: All Non-Christian	21% (228)	30% (317)	11% (117)	10% (106)	28% (301)	1070
Community: Urban	23% (121)	33% (174)	12% (63)	9% (48)	23% (123)	529
Community: Suburban	21% (221)	35% (363)	11% (111)	10% (103)	24% (248)	1046
Community: Rural	16% (102)	31% (192)	11% (66)	12% (74)	31% (192)	626
Employ: Private Sector	23% (138)	37% (224)	11% (64)	9% (54)	20% (120)	600
Employ: Government	22% (31)	43% (61)	11% (16)	4% (6)	19% (26)	140
Employ: Self-Employed	18% (37)	36% (74)	13% (28)	9% (18)	24% (49)	206
Employ: Homemaker	23% (35)	31% (46)	8% (13)	6% (10)	31% (47)	150
Employ: Student	28% (38)	27% (36)	10% (13)	10% (13)	25% (32)	132
Employ: Retired	12% (64)	35% (182)	12% (61)	15% (80)	26% (139)	527
Employ: Unemployed	25% (63)	24% (60)	8% (21)	9% (23)	34% (85)	252
Employ: Other	20% (38)	23% (45)	12% (24)	11% (22)	33% (65)	195
Military HH: Yes	15% (59)	35% (135)	14% (54)	13% (50)	22% (87)	385
Military HH: No	21% (385)	33% (594)	10% (186)	10% (176)	26% (476)	1816

Continued on next page

Table HR8_1: Do you agree or disagree with the following statements?
I see accurate representations of my gender identity in TV shows.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	20% (444)	33% (729)	11% (240)	10% (226)	26% (562)	2201
RD/WT: Right Direction	17% (133)	31% (238)	12% (91)	11% (87)	29% (227)	777
RD/WT: Wrong Track	22% (310)	34% (490)	10% (149)	10% (139)	24% (335)	1424
Trump Job Approve	17% (149)	30% (259)	12% (101)	12% (106)	28% (244)	858
Trump Job Disapprove	23% (278)	37% (449)	11% (134)	9% (114)	20% (239)	1214
Trump Job Strongly Approve	16% (73)	27% (122)	12% (55)	15% (69)	31% (140)	458
Trump Job Somewhat Approve	19% (76)	34% (137)	11% (46)	9% (37)	26% (104)	400
Trump Job Somewhat Disapprove	23% (65)	37% (103)	13% (38)	8% (22)	19% (54)	282
Trump Job Strongly Disapprove	23% (213)	37% (346)	10% (96)	10% (91)	20% (185)	931
Favorable of Trump	18% (154)	29% (252)	12% (104)	12% (103)	28% (242)	855
Unfavorable of Trump	23% (272)	38% (450)	10% (125)	9% (111)	20% (236)	1194
Very Favorable of Trump	16% (76)	27% (129)	12% (55)	16% (76)	30% (143)	479
Somewhat Favorable of Trump	21% (78)	33% (123)	13% (48)	7% (27)	26% (99)	376
Somewhat Unfavorable of Trump	28% (52)	32% (60)	10% (20)	12% (23)	18% (35)	190
Very Unfavorable of Trump	22% (220)	39% (390)	10% (105)	9% (87)	20% (202)	1004
#1 Issue: Economy	21% (113)	33% (179)	11% (61)	9% (51)	25% (138)	542
#1 Issue: Security	19% (81)	29% (126)	13% (56)	13% (57)	26% (112)	431
#1 Issue: Health Care	23% (82)	36% (128)	10% (37)	7% (26)	24% (87)	360
#1 Issue: Medicare / Social Security	14% (47)	32% (107)	9% (28)	13% (42)	32% (105)	329
#1 Issue: Women's Issues	25% (30)	39% (47)	10% (12)	7% (9)	18% (21)	119
#1 Issue: Education	21% (32)	29% (44)	11% (17)	10% (15)	29% (44)	153
#1 Issue: Energy	34% (41)	38% (46)	10% (13)	5% (6)	12% (15)	121
#1 Issue: Other	12% (18)	35% (51)	11% (17)	14% (21)	27% (39)	146
2018 House Vote: Democrat	23% (191)	40% (324)	11% (88)	8% (62)	18% (148)	813
2018 House Vote: Republican	17% (110)	31% (202)	13% (86)	14% (90)	26% (171)	658
2018 House Vote: Someone else	8% (10)	28% (33)	14% (16)	15% (17)	36% (42)	117
2018 House Vote: Didnt Vote	21% (129)	28% (168)	8% (50)	10% (58)	33% (201)	606
2016 Vote: Hillary Clinton	21% (149)	43% (300)	10% (70)	8% (58)	18% (124)	702
2016 Vote: Donald Trump	17% (111)	30% (197)	12% (80)	12% (82)	28% (184)	654
2016 Vote: Someone else	19% (37)	24% (47)	15% (29)	11% (21)	31% (59)	193
2016 Vote: Didnt Vote	23% (147)	28% (184)	9% (61)	10% (64)	30% (193)	650

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**Table HR8_1: Do you agree or disagree with the following statements?
I see accurate representations of my gender identity in TV shows.**

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	20% (444)	33% (729)	11% (240)	10% (226)	26% (562)	2201
Voted in 2014: Yes	20% (261)	35% (462)	12% (163)	10% (136)	23% (308)	1329
Voted in 2014: No	21% (183)	31% (267)	9% (77)	10% (90)	29% (255)	872
2012 Vote: Barack Obama	22% (182)	40% (328)	11% (86)	7% (59)	19% (159)	814
2012 Vote: Mitt Romney	18% (88)	29% (145)	14% (71)	13% (68)	26% (130)	502
2012 Vote: Other	11% (12)	23% (26)	13% (14)	18% (20)	35% (38)	111
2012 Vote: Didn't Vote	21% (161)	30% (230)	9% (69)	10% (77)	30% (235)	772
4-Region: Northeast	20% (80)	36% (141)	8% (30)	9% (35)	27% (107)	394
4-Region: Midwest	20% (94)	34% (157)	11% (51)	10% (46)	25% (114)	462
4-Region: South	20% (168)	32% (261)	12% (97)	10% (86)	26% (213)	825
4-Region: West	20% (102)	33% (169)	12% (62)	11% (59)	25% (128)	520

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

Table HR8_2: Do you agree or disagree with the following statements?
I see accurate representations of my racial or ethnic identity in TV shows.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	16%	(355)	32%	(704)	15%	(323)	11%	(246)	26%	(573)	2201
Gender: Male	16%	(173)	31%	(332)	17%	(179)	12%	(128)	24%	(250)	1062
Gender: Female	16%	(182)	33%	(372)	13%	(143)	10%	(118)	28%	(323)	1139
Age: 18-29	23%	(115)	28%	(138)	16%	(79)	8%	(39)	25%	(121)	492
Age: 30-44	20%	(105)	29%	(152)	15%	(78)	11%	(55)	25%	(131)	521
Age: 45-54	12%	(42)	39%	(138)	12%	(44)	14%	(49)	24%	(86)	358
Age: 55-64	15%	(58)	33%	(131)	15%	(61)	10%	(38)	27%	(105)	393
Age: 65+	8%	(35)	33%	(145)	14%	(61)	15%	(65)	30%	(130)	436
Generation Z: 18-22	22%	(52)	30%	(71)	15%	(37)	8%	(20)	24%	(58)	238
Millennial: Age 23-38	22%	(123)	27%	(148)	16%	(89)	9%	(51)	26%	(143)	555
Generation X: Age 39-54	15%	(87)	36%	(208)	13%	(76)	12%	(71)	24%	(136)	578
Boomers: Age 55-73	12%	(87)	33%	(242)	15%	(107)	12%	(87)	28%	(205)	728
PID: Dem (no lean)	19%	(145)	36%	(272)	16%	(116)	11%	(80)	18%	(133)	747
PID: Ind (no lean)	15%	(123)	29%	(237)	14%	(113)	11%	(92)	31%	(259)	823
PID: Rep (no lean)	14%	(87)	31%	(195)	15%	(94)	12%	(74)	29%	(180)	631
PID/Gender: Dem Men	19%	(57)	38%	(113)	17%	(50)	13%	(38)	14%	(40)	299
PID/Gender: Dem Women	20%	(88)	35%	(159)	15%	(66)	9%	(42)	21%	(93)	448
PID/Gender: Ind Men	16%	(68)	30%	(129)	16%	(68)	12%	(51)	27%	(118)	433
PID/Gender: Ind Women	14%	(56)	28%	(108)	11%	(44)	10%	(41)	36%	(141)	390
PID/Gender: Rep Men	14%	(48)	27%	(91)	19%	(61)	12%	(39)	28%	(92)	330
PID/Gender: Rep Women	13%	(39)	35%	(104)	11%	(33)	12%	(35)	29%	(88)	300
Ideo: Liberal (1-3)	21%	(148)	36%	(261)	16%	(116)	9%	(66)	17%	(123)	714
Ideo: Moderate (4)	15%	(73)	35%	(165)	14%	(68)	11%	(53)	24%	(113)	471
Ideo: Conservative (5-7)	14%	(101)	31%	(224)	16%	(112)	13%	(95)	26%	(190)	721
Educ: < College	15%	(223)	30%	(447)	15%	(220)	11%	(164)	30%	(459)	1513
Educ: Bachelors degree	20%	(87)	39%	(174)	14%	(62)	11%	(47)	17%	(73)	444
Educ: Post-grad	19%	(45)	34%	(83)	17%	(41)	14%	(34)	17%	(40)	244

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Table HR8_2: Do you agree or disagree with the following statements?
I see accurate representations of my racial or ethnic identity in TV shows.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	16% (355)	32% (704)	15% (323)	11% (246)	26% (573)	2201
Income: Under 50k	15% (189)	29% (359)	14% (179)	12% (148)	29% (366)	1241
Income: 50k-100k	15% (107)	36% (249)	15% (105)	10% (69)	23% (162)	692
Income: 100k+	22% (59)	36% (97)	15% (39)	11% (29)	17% (45)	268
Ethnicity: White	17% (292)	33% (564)	13% (232)	9% (160)	28% (476)	1723
Ethnicity: Hispanic	9% (33)	36% (127)	17% (59)	14% (49)	23% (81)	350
Ethnicity: Afr. Am.	17% (47)	31% (84)	21% (59)	16% (43)	15% (41)	274
Ethnicity: Other	8% (17)	28% (56)	16% (32)	21% (43)	27% (55)	204
Relig: Protestant	16% (73)	34% (162)	17% (81)	14% (64)	19% (90)	470
Relig: Roman Catholic	13% (53)	38% (152)	17% (68)	9% (36)	23% (92)	400
Relig: Ath./Agn./None	19% (139)	28% (207)	14% (107)	8% (62)	31% (227)	742
Relig: Something Else	19% (62)	32% (107)	10% (32)	13% (43)	26% (85)	328
Relig: Jewish	24% (12)	40% (20)	5% (3)	13% (7)	17% (9)	51
Relig: Evangelical	13% (74)	32% (175)	16% (87)	14% (75)	25% (137)	549
Relig: Non-Evang. Catholics	14% (81)	37% (215)	17% (96)	11% (66)	21% (124)	582
Relig: All Christian	14% (155)	35% (391)	16% (184)	12% (141)	23% (261)	1131
Relig: All Non-Christian	19% (200)	29% (313)	13% (139)	10% (105)	29% (312)	1070
Community: Urban	17% (92)	32% (169)	16% (87)	12% (61)	23% (120)	529
Community: Suburban	17% (175)	35% (361)	13% (139)	11% (113)	25% (258)	1046
Community: Rural	14% (88)	28% (174)	16% (98)	11% (72)	31% (195)	626
Employ: Private Sector	19% (112)	36% (219)	13% (77)	11% (65)	21% (128)	600
Employ: Government	19% (26)	38% (54)	21% (30)	7% (9)	15% (20)	140
Employ: Self-Employed	14% (28)	32% (66)	18% (38)	12% (24)	24% (50)	206
Employ: Homemaker	19% (29)	30% (45)	9% (13)	6% (10)	35% (53)	150
Employ: Student	24% (32)	26% (35)	13% (17)	10% (13)	27% (36)	132
Employ: Retired	10% (52)	32% (170)	15% (79)	16% (83)	27% (142)	527
Employ: Unemployed	19% (48)	24% (60)	16% (41)	10% (25)	31% (78)	252
Employ: Other	14% (28)	28% (55)	15% (29)	8% (16)	34% (66)	195
Military HH: Yes	12% (47)	32% (124)	18% (70)	15% (59)	22% (86)	385
Military HH: No	17% (309)	32% (580)	14% (253)	10% (187)	27% (487)	1816

Continued on next page

Table HR8_2: Do you agree or disagree with the following statements?*I see accurate representations of my racial or ethnic identity in TV shows.*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	16% (355)	32% (704)	15% (323)	11% (246)	26% (573)	2201
RD/WT: Right Direction	13% (99)	30% (234)	16% (123)	12% (93)	29% (226)	777
RD/WT: Wrong Track	18% (256)	33% (470)	14% (199)	11% (153)	24% (346)	1424
Trump Job Approve	13% (115)	30% (260)	15% (132)	12% (106)	29% (245)	858
Trump Job Disapprove	18% (223)	35% (428)	15% (180)	11% (134)	20% (249)	1214
Trump Job Strongly Approve	11% (52)	28% (127)	15% (69)	15% (70)	30% (139)	458
Trump Job Somewhat Approve	16% (63)	33% (134)	16% (63)	9% (35)	26% (106)	400
Trump Job Somewhat Disapprove	15% (42)	37% (104)	17% (48)	9% (26)	22% (61)	282
Trump Job Strongly Disapprove	19% (181)	35% (324)	14% (132)	12% (108)	20% (187)	931
Favorable of Trump	14% (118)	30% (253)	16% (135)	13% (107)	28% (242)	855
Unfavorable of Trump	18% (220)	36% (428)	15% (175)	10% (123)	21% (248)	1194
Very Favorable of Trump	12% (58)	26% (125)	17% (82)	14% (67)	31% (147)	479
Somewhat Favorable of Trump	16% (60)	34% (128)	14% (53)	11% (40)	25% (95)	376
Somewhat Unfavorable of Trump	18% (34)	35% (66)	17% (33)	10% (19)	20% (38)	190
Very Unfavorable of Trump	18% (186)	36% (362)	14% (142)	10% (104)	21% (210)	1004
#1 Issue: Economy	17% (91)	35% (189)	14% (77)	11% (58)	23% (126)	542
#1 Issue: Security	15% (63)	30% (129)	17% (75)	11% (48)	27% (116)	431
#1 Issue: Health Care	16% (57)	30% (109)	18% (66)	11% (40)	24% (87)	360
#1 Issue: Medicare / Social Security	11% (35)	32% (106)	10% (34)	13% (44)	34% (110)	329
#1 Issue: Women's Issues	23% (27)	30% (36)	16% (20)	9% (11)	21% (26)	119
#1 Issue: Education	19% (29)	30% (45)	12% (18)	13% (19)	27% (41)	153
#1 Issue: Energy	31% (37)	37% (44)	12% (15)	6% (7)	14% (17)	121
#1 Issue: Other	12% (17)	30% (44)	12% (18)	13% (19)	33% (48)	146
2018 House Vote: Democrat	19% (157)	37% (304)	14% (114)	12% (94)	18% (144)	813
2018 House Vote: Republican	14% (92)	28% (188)	17% (114)	13% (87)	27% (178)	658
2018 House Vote: Someone else	7% (8)	26% (30)	14% (16)	15% (18)	38% (45)	117
2018 House Vote: Didnt Vote	16% (97)	29% (178)	13% (78)	8% (47)	34% (205)	606
2016 Vote: Hillary Clinton	18% (126)	38% (268)	15% (104)	11% (77)	18% (127)	702
2016 Vote: Donald Trump	13% (87)	31% (203)	15% (100)	12% (81)	28% (183)	654
2016 Vote: Someone else	14% (27)	25% (48)	16% (31)	14% (26)	31% (61)	193
2016 Vote: Didnt Vote	18% (115)	29% (186)	13% (87)	10% (62)	31% (200)	650

Continued on next page

Table HR8_2: Do you agree or disagree with the following statements?
I see accurate representations of my racial or ethnic identity in TV shows.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	16%	(355)	32%	(704)	15%	(323)	11%	(246)	26%	(573)	2201
Voted in 2014: Yes	16%	(210)	34%	(448)	16%	(210)	11%	(151)	23%	(310)	1329
Voted in 2014: No	17%	(145)	29%	(256)	13%	(113)	11%	(95)	30%	(262)	872
2012 Vote: Barack Obama	18%	(144)	38%	(309)	15%	(124)	10%	(80)	19%	(157)	814
2012 Vote: Mitt Romney	14%	(69)	29%	(145)	17%	(85)	13%	(65)	27%	(138)	502
2012 Vote: Other	11%	(12)	22%	(25)	11%	(12)	25%	(27)	31%	(34)	111
2012 Vote: Didn't Vote	17%	(130)	29%	(225)	13%	(100)	9%	(73)	32%	(244)	772
4-Region: Northeast	17%	(66)	35%	(136)	12%	(46)	9%	(36)	28%	(109)	394
4-Region: Midwest	17%	(78)	32%	(147)	13%	(58)	12%	(57)	26%	(122)	462
4-Region: South	16%	(134)	29%	(242)	17%	(139)	12%	(95)	26%	(214)	825
4-Region: West	15%	(78)	34%	(178)	15%	(79)	11%	(58)	25%	(127)	520

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

Table HR8_3: Do you agree or disagree with the following statements?
I see accurate representations of my sexuality in TV shows.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	19%	(409)	30%	(665)	12%	(269)	12%	(258)	27%	(600)	2201
Gender: Male	18%	(193)	31%	(334)	14%	(151)	12%	(130)	24%	(254)	1062
Gender: Female	19%	(215)	29%	(332)	10%	(119)	11%	(128)	30%	(346)	1139
Age: 18-29	28%	(136)	28%	(138)	14%	(67)	8%	(38)	23%	(113)	492
Age: 30-44	25%	(133)	30%	(154)	11%	(58)	8%	(44)	26%	(133)	521
Age: 45-54	15%	(55)	35%	(125)	11%	(38)	11%	(40)	28%	(99)	358
Age: 55-64	14%	(55)	31%	(122)	12%	(48)	15%	(58)	28%	(110)	393
Age: 65+	7%	(29)	29%	(127)	13%	(59)	18%	(77)	33%	(145)	436
Generation Z: 18-22	31%	(74)	24%	(57)	14%	(33)	8%	(20)	23%	(54)	238
Millennial: Age 23-38	25%	(137)	30%	(164)	13%	(73)	8%	(45)	25%	(136)	555
Generation X: Age 39-54	20%	(113)	34%	(196)	10%	(56)	10%	(57)	27%	(156)	578
Boomers: Age 55-73	11%	(81)	30%	(221)	12%	(87)	16%	(119)	30%	(220)	728
PID: Dem (no lean)	22%	(166)	38%	(284)	10%	(77)	10%	(73)	20%	(146)	747
PID: Ind (no lean)	17%	(143)	26%	(210)	12%	(98)	12%	(102)	33%	(270)	823
PID: Rep (no lean)	16%	(100)	27%	(171)	15%	(93)	13%	(83)	29%	(184)	631
PID/Gender: Dem Men	21%	(62)	40%	(120)	12%	(35)	12%	(35)	16%	(47)	299
PID/Gender: Dem Women	23%	(104)	37%	(164)	9%	(42)	9%	(38)	22%	(99)	448
PID/Gender: Ind Men	18%	(77)	29%	(125)	14%	(59)	13%	(55)	27%	(117)	433
PID/Gender: Ind Women	17%	(66)	22%	(85)	10%	(39)	12%	(47)	39%	(153)	390
PID/Gender: Rep Men	17%	(55)	27%	(89)	17%	(56)	12%	(41)	27%	(90)	330
PID/Gender: Rep Women	15%	(45)	27%	(82)	12%	(37)	14%	(42)	31%	(94)	300
Ideo: Liberal (1-3)	22%	(161)	37%	(262)	13%	(89)	10%	(71)	18%	(131)	714
Ideo: Moderate (4)	18%	(83)	33%	(154)	13%	(61)	10%	(49)	26%	(123)	471
Ideo: Conservative (5-7)	17%	(123)	27%	(197)	13%	(96)	14%	(104)	28%	(202)	721
Educ: < College	18%	(270)	27%	(407)	12%	(180)	12%	(181)	31%	(474)	1513
Educ: Bachelors degree	22%	(98)	39%	(172)	11%	(51)	10%	(42)	18%	(81)	444
Educ: Post-grad	17%	(40)	35%	(86)	16%	(38)	14%	(35)	18%	(44)	244

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Table HR8_3: Do you agree or disagree with the following statements?
I see accurate representations of my sexuality in TV shows.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	19% (409)	30% (665)	12% (269)	12% (258)	27% (600)	2201
Income: Under 50k	17% (215)	27% (335)	12% (145)	13% (159)	31% (387)	1241
Income: 50k-100k	19% (134)	34% (234)	12% (85)	11% (73)	24% (165)	692
Income: 100k+	22% (59)	36% (96)	14% (39)	10% (26)	18% (48)	268
Ethnicity: White	17% (290)	30% (522)	12% (214)	12% (200)	29% (497)	1723
Ethnicity: Hispanic	21% (73)	32% (110)	15% (51)	11% (38)	22% (77)	350
Ethnicity: Afr. Am.	27% (74)	32% (88)	12% (34)	10% (27)	19% (51)	274
Ethnicity: Other	21% (44)	27% (55)	11% (22)	15% (31)	25% (52)	204
Relig: Protestant	18% (83)	31% (144)	15% (70)	14% (66)	23% (107)	470
Relig: Roman Catholic	19% (76)	36% (144)	11% (46)	10% (42)	23% (93)	400
Relig: Ath./Agn./None	18% (135)	30% (220)	11% (84)	10% (76)	31% (227)	742
Relig: Something Else	22% (72)	28% (93)	12% (39)	10% (34)	28% (91)	328
Relig: Jewish	26% (13)	28% (14)	16% (8)	8% (4)	22% (11)	51
Relig: Evangelical	18% (100)	27% (149)	12% (68)	15% (83)	27% (148)	549
Relig: Non-Evang. Catholics	18% (102)	35% (203)	13% (78)	11% (65)	23% (134)	582
Relig: All Christian	18% (202)	31% (353)	13% (146)	13% (148)	25% (283)	1131
Relig: All Non-Christian	19% (206)	29% (313)	12% (123)	10% (110)	30% (317)	1070
Community: Urban	20% (105)	29% (155)	14% (73)	11% (58)	26% (136)	529
Community: Suburban	20% (208)	32% (339)	11% (113)	12% (122)	25% (264)	1046
Community: Rural	15% (96)	27% (171)	13% (83)	12% (77)	32% (199)	626
Employ: Private Sector	22% (131)	35% (209)	12% (73)	10% (57)	22% (130)	600
Employ: Government	22% (31)	44% (61)	10% (13)	7% (9)	18% (25)	140
Employ: Self-Employed	21% (43)	30% (62)	16% (33)	10% (20)	23% (47)	206
Employ: Homemaker	21% (31)	24% (36)	9% (13)	8% (12)	39% (59)	150
Employ: Student	30% (39)	26% (35)	12% (16)	10% (13)	22% (29)	132
Employ: Retired	10% (51)	30% (156)	13% (67)	18% (96)	30% (156)	527
Employ: Unemployed	18% (46)	26% (65)	12% (31)	9% (24)	34% (86)	252
Employ: Other	19% (37)	21% (41)	11% (22)	13% (26)	35% (68)	195
Military HH: Yes	14% (56)	31% (120)	14% (54)	16% (62)	24% (93)	385
Military HH: No	19% (353)	30% (545)	12% (215)	11% (196)	28% (507)	1816

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Table HR8_3: Do you agree or disagree with the following statements?
I see accurate representations of my sexuality in TV shows.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	19% (409)	30% (665)	12% (269)	12% (258)	27% (600)	2201
RD/WT: Right Direction	15% (116)	28% (221)	13% (103)	12% (96)	31% (241)	777
RD/WT: Wrong Track	21% (293)	31% (445)	12% (166)	11% (162)	25% (359)	1424
Trump Job Approve	16% (134)	27% (232)	14% (117)	15% (125)	29% (250)	858
Trump Job Disapprove	21% (255)	34% (417)	12% (148)	10% (125)	22% (268)	1214
Trump Job Strongly Approve	14% (63)	23% (107)	14% (65)	16% (74)	33% (149)	458
Trump Job Somewhat Approve	18% (71)	31% (125)	13% (52)	13% (51)	25% (101)	400
Trump Job Somewhat Disapprove	23% (64)	33% (93)	13% (37)	6% (18)	25% (70)	282
Trump Job Strongly Disapprove	21% (191)	35% (324)	12% (111)	12% (108)	21% (198)	931
Favorable of Trump	16% (137)	27% (229)	14% (118)	14% (122)	29% (248)	855
Unfavorable of Trump	21% (255)	35% (413)	12% (141)	10% (118)	22% (267)	1194
Very Favorable of Trump	14% (66)	24% (114)	15% (70)	17% (81)	31% (148)	479
Somewhat Favorable of Trump	19% (71)	31% (116)	13% (48)	11% (41)	27% (100)	376
Somewhat Unfavorable of Trump	25% (47)	32% (60)	12% (22)	10% (18)	22% (42)	190
Very Unfavorable of Trump	21% (208)	35% (353)	12% (119)	10% (99)	22% (225)	1004
#1 Issue: Economy	20% (108)	32% (172)	12% (66)	10% (55)	26% (141)	542
#1 Issue: Security	16% (68)	29% (126)	15% (65)	12% (54)	27% (118)	431
#1 Issue: Health Care	19% (70)	31% (112)	13% (48)	9% (32)	27% (98)	360
#1 Issue: Medicare / Social Security	10% (33)	30% (99)	10% (32)	15% (50)	35% (116)	329
#1 Issue: Women's Issues	31% (37)	30% (35)	7% (9)	16% (19)	17% (20)	119
#1 Issue: Education	20% (30)	23% (36)	11% (17)	14% (22)	31% (48)	153
#1 Issue: Energy	36% (43)	34% (42)	10% (13)	5% (6)	14% (17)	121
#1 Issue: Other	13% (20)	30% (44)	14% (20)	14% (20)	29% (42)	146
2018 House Vote: Democrat	21% (175)	36% (294)	12% (97)	10% (84)	20% (163)	813
2018 House Vote: Republican	15% (100)	27% (178)	14% (92)	15% (99)	29% (190)	658
2018 House Vote: Someone else	11% (13)	26% (30)	12% (14)	15% (17)	37% (43)	117
2018 House Vote: Didnt Vote	20% (121)	26% (158)	11% (66)	10% (58)	33% (203)	606
2016 Vote: Hillary Clinton	21% (147)	37% (262)	12% (82)	10% (72)	20% (139)	702
2016 Vote: Donald Trump	15% (97)	27% (177)	15% (95)	15% (96)	29% (189)	654
2016 Vote: Someone else	14% (28)	25% (48)	13% (26)	15% (29)	33% (63)	193
2016 Vote: Didnt Vote	21% (137)	27% (178)	10% (66)	9% (61)	32% (208)	650

Continued on next page

Table HR8_3: Do you agree or disagree with the following statements?
I see accurate representations of my sexuality in TV shows.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	19% (409)	30% (665)	12% (269)	12% (258)	27% (600)	2201
Voted in 2014: Yes	18% (233)	31% (419)	13% (176)	12% (164)	25% (337)	1329
Voted in 2014: No	20% (176)	28% (247)	11% (93)	11% (94)	30% (263)	872
2012 Vote: Barack Obama	20% (166)	37% (299)	12% (96)	10% (82)	21% (172)	814
2012 Vote: Mitt Romney	14% (72)	27% (135)	16% (81)	13% (68)	29% (147)	502
2012 Vote: Other	15% (17)	20% (22)	10% (11)	24% (26)	32% (35)	111
2012 Vote: Didn't Vote	20% (154)	27% (210)	10% (80)	11% (81)	32% (247)	772
4-Region: Northeast	17% (69)	34% (134)	9% (37)	11% (43)	28% (111)	394
4-Region: Midwest	17% (80)	30% (139)	13% (61)	12% (55)	27% (127)	462
4-Region: South	19% (157)	28% (234)	13% (105)	13% (105)	27% (224)	825
4-Region: West	20% (103)	31% (159)	13% (66)	10% (55)	27% (139)	520

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

Table HR8_4: Do you agree or disagree with the following statements?
I see accurate representations of my religion in TV shows.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	8%	(171)	20%	(451)	17%	(385)	19%	(427)	35%	(768)	2201
Gender: Male	9%	(97)	19%	(206)	19%	(197)	21%	(224)	32%	(338)	1062
Gender: Female	6%	(73)	22%	(245)	16%	(187)	18%	(203)	38%	(430)	1139
Age: 18-29	14%	(71)	24%	(116)	15%	(74)	13%	(63)	34%	(168)	492
Age: 30-44	8%	(40)	24%	(125)	17%	(90)	19%	(98)	32%	(169)	521
Age: 45-54	5%	(19)	21%	(74)	17%	(60)	19%	(67)	39%	(139)	358
Age: 55-64	7%	(27)	17%	(68)	21%	(83)	22%	(85)	33%	(130)	393
Age: 65+	3%	(15)	15%	(68)	18%	(77)	26%	(114)	37%	(162)	436
Generation Z: 18-22	19%	(46)	18%	(42)	14%	(34)	13%	(30)	36%	(87)	238
Millennial: Age 23-38	9%	(52)	25%	(141)	18%	(97)	15%	(81)	33%	(184)	555
Generation X: Age 39-54	5%	(31)	23%	(132)	16%	(94)	20%	(117)	36%	(205)	578
Boomers: Age 55-73	6%	(40)	16%	(119)	19%	(139)	23%	(169)	36%	(260)	728
PID: Dem (no lean)	8%	(63)	26%	(193)	19%	(140)	15%	(114)	32%	(237)	747
PID: Ind (no lean)	8%	(66)	18%	(147)	16%	(130)	19%	(160)	39%	(321)	823
PID: Rep (no lean)	7%	(41)	17%	(110)	18%	(115)	24%	(154)	33%	(210)	631
PID/Gender: Dem Men	12%	(37)	26%	(76)	19%	(57)	20%	(59)	23%	(70)	299
PID/Gender: Dem Women	6%	(26)	26%	(117)	19%	(83)	12%	(55)	37%	(168)	448
PID/Gender: Ind Men	10%	(43)	17%	(73)	16%	(71)	21%	(89)	36%	(158)	433
PID/Gender: Ind Women	6%	(23)	19%	(74)	15%	(59)	18%	(71)	42%	(163)	390
PID/Gender: Rep Men	5%	(17)	17%	(56)	21%	(70)	23%	(76)	33%	(111)	330
PID/Gender: Rep Women	8%	(24)	18%	(54)	15%	(45)	26%	(78)	33%	(99)	300
Ideo: Liberal (1-3)	10%	(75)	25%	(176)	17%	(124)	15%	(106)	33%	(234)	714
Ideo: Moderate (4)	8%	(40)	21%	(98)	19%	(89)	19%	(92)	32%	(153)	471
Ideo: Conservative (5-7)	5%	(38)	18%	(132)	18%	(132)	27%	(193)	31%	(226)	721
Educ: < College	7%	(110)	19%	(292)	16%	(242)	19%	(282)	39%	(587)	1513
Educ: Bachelors degree	10%	(45)	25%	(110)	18%	(81)	20%	(89)	27%	(119)	444
Educ: Post-grad	6%	(15)	20%	(49)	25%	(61)	23%	(57)	26%	(62)	244

Continued on next page

Table HR8_4: Do you agree or disagree with the following statements?
I see accurate representations of my religion in TV shows.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	8% (171)	20% (451)	17% (385)	19% (427)	35% (768)	2201
Income: Under 50k	7% (93)	20% (252)	16% (198)	19% (230)	38% (468)	1241
Income: 50k-100k	7% (50)	19% (135)	20% (140)	20% (139)	33% (228)	692
Income: 100k+	10% (28)	24% (64)	18% (47)	22% (58)	27% (72)	268
Ethnicity: White	7% (125)	20% (339)	18% (303)	20% (337)	36% (619)	1723
Ethnicity: Hispanic	9% (32)	29% (102)	19% (66)	14% (50)	29% (100)	350
Ethnicity: Afr. Am.	11% (31)	22% (59)	18% (50)	19% (53)	29% (81)	274
Ethnicity: Other	7% (14)	26% (52)	15% (32)	19% (38)	34% (69)	204
Relig: Protestant	7% (32)	22% (105)	20% (94)	28% (130)	23% (108)	470
Relig: Roman Catholic	9% (37)	29% (117)	20% (79)	16% (65)	26% (102)	400
Relig: Ath./Agn./None	8% (57)	14% (105)	14% (105)	14% (103)	50% (372)	742
Relig: Something Else	7% (24)	21% (70)	16% (52)	21% (70)	34% (112)	328
Relig: Jewish	13% (7)	29% (15)	19% (10)	15% (8)	23% (12)	51
Relig: Evangelical	8% (46)	19% (105)	20% (110)	28% (155)	24% (132)	549
Relig: Non-Evang. Catholics	8% (44)	29% (170)	20% (118)	17% (99)	26% (151)	582
Relig: All Christian	8% (90)	24% (275)	20% (228)	22% (254)	25% (284)	1131
Relig: All Non-Christian	8% (80)	16% (175)	15% (157)	16% (173)	45% (485)	1070
Community: Urban	10% (55)	24% (126)	20% (105)	16% (84)	30% (159)	529
Community: Suburban	8% (80)	22% (226)	17% (178)	20% (212)	33% (350)	1046
Community: Rural	6% (35)	16% (99)	16% (102)	21% (131)	41% (259)	626
Employ: Private Sector	8% (50)	25% (148)	17% (104)	18% (108)	32% (189)	600
Employ: Government	11% (16)	25% (34)	25% (35)	16% (22)	24% (33)	140
Employ: Self-Employed	6% (13)	24% (50)	20% (40)	22% (45)	28% (57)	206
Employ: Homemaker	6% (10)	22% (33)	10% (16)	17% (25)	45% (67)	150
Employ: Student	15% (20)	20% (27)	12% (16)	14% (18)	39% (51)	132
Employ: Retired	3% (18)	18% (93)	19% (100)	26% (137)	34% (180)	527
Employ: Unemployed	7% (18)	13% (32)	17% (42)	18% (44)	46% (115)	252
Employ: Other	13% (26)	17% (32)	17% (33)	14% (28)	39% (75)	195
Military HH: Yes	6% (21)	19% (73)	21% (80)	23% (88)	32% (122)	385
Military HH: No	8% (149)	21% (377)	17% (305)	19% (339)	36% (646)	1816

Continued on next page

Table HR8_4: Do you agree or disagree with the following statements?
I see accurate representations of my religion in TV shows.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	8% (171)	20% (451)	17% (385)	19% (427)	35% (768)	2201
RD/WT: Right Direction	6% (48)	20% (155)	18% (143)	22% (171)	33% (259)	777
RD/WT: Wrong Track	9% (122)	21% (296)	17% (241)	18% (256)	36% (509)	1424
Trump Job Approve	6% (54)	19% (166)	17% (149)	24% (204)	33% (286)	858
Trump Job Disapprove	9% (106)	22% (269)	19% (227)	17% (211)	33% (400)	1214
Trump Job Strongly Approve	6% (26)	18% (81)	16% (72)	27% (124)	34% (154)	458
Trump Job Somewhat Approve	7% (28)	21% (84)	19% (77)	20% (79)	33% (132)	400
Trump Job Somewhat Disapprove	6% (18)	23% (66)	21% (59)	17% (48)	33% (92)	282
Trump Job Strongly Disapprove	9% (88)	22% (203)	18% (168)	18% (163)	33% (308)	931
Favorable of Trump	7% (56)	19% (163)	18% (151)	24% (207)	33% (278)	855
Unfavorable of Trump	9% (104)	22% (266)	18% (219)	17% (203)	34% (402)	1194
Very Favorable of Trump	5% (26)	18% (88)	15% (70)	27% (128)	35% (166)	479
Somewhat Favorable of Trump	8% (30)	20% (74)	22% (81)	21% (78)	30% (112)	376
Somewhat Unfavorable of Trump	8% (15)	19% (37)	21% (40)	19% (36)	33% (63)	190
Very Unfavorable of Trump	9% (89)	23% (230)	18% (179)	17% (167)	34% (339)	1004
#1 Issue: Economy	9% (48)	21% (116)	19% (106)	17% (91)	33% (181)	542
#1 Issue: Security	7% (29)	18% (77)	18% (77)	26% (114)	31% (134)	431
#1 Issue: Health Care	5% (19)	23% (82)	19% (70)	17% (59)	36% (129)	360
#1 Issue: Medicare / Social Security	6% (19)	18% (58)	15% (50)	20% (66)	41% (136)	329
#1 Issue: Women's Issues	12% (15)	22% (27)	15% (18)	20% (24)	30% (36)	119
#1 Issue: Education	8% (13)	23% (35)	18% (28)	19% (29)	31% (48)	153
#1 Issue: Energy	13% (16)	24% (28)	11% (14)	15% (18)	37% (44)	121
#1 Issue: Other	8% (12)	19% (27)	15% (22)	17% (25)	41% (60)	146
2018 House Vote: Democrat	8% (69)	22% (182)	20% (163)	17% (137)	32% (262)	813
2018 House Vote: Republican	6% (38)	18% (118)	18% (122)	27% (179)	31% (202)	658
2018 House Vote: Someone else	5% (6)	13% (15)	19% (23)	25% (29)	37% (44)	117
2018 House Vote: Didnt Vote	9% (56)	22% (134)	13% (76)	13% (80)	43% (260)	606
2016 Vote: Hillary Clinton	8% (60)	25% (178)	19% (135)	16% (111)	31% (219)	702
2016 Vote: Donald Trump	5% (34)	19% (123)	17% (114)	27% (176)	32% (206)	654
2016 Vote: Someone else	5% (10)	13% (26)	23% (44)	20% (38)	39% (75)	193
2016 Vote: Didnt Vote	10% (67)	19% (124)	14% (91)	16% (101)	41% (266)	650

Continued on next page

Table HR8_4: Do you agree or disagree with the following statements?
I see accurate representations of my religion in TV shows.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	8%	(171)	20%	(451)	17%	(385)	19%	(427)	35%	(768)	2201
Voted in 2014: Yes	7%	(88)	21%	(273)	19%	(256)	22%	(287)	32%	(426)	1329
Voted in 2014: No	9%	(83)	20%	(178)	15%	(129)	16%	(140)	39%	(343)	872
2012 Vote: Barack Obama	7%	(61)	24%	(195)	19%	(155)	17%	(141)	32%	(262)	814
2012 Vote: Mitt Romney	5%	(25)	15%	(77)	21%	(104)	29%	(143)	30%	(152)	502
2012 Vote: Other	7%	(8)	11%	(12)	18%	(19)	29%	(32)	35%	(39)	111
2012 Vote: Didn't Vote	10%	(76)	21%	(166)	14%	(106)	14%	(110)	41%	(315)	772
4-Region: Northeast	9%	(36)	22%	(87)	16%	(65)	17%	(66)	36%	(140)	394
4-Region: Midwest	7%	(32)	18%	(85)	18%	(84)	19%	(89)	37%	(173)	462
4-Region: South	7%	(60)	19%	(159)	20%	(162)	21%	(177)	32%	(267)	825
4-Region: West	8%	(43)	23%	(120)	14%	(75)	18%	(94)	36%	(189)	520

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

Table HR8_5: Do you agree or disagree with the following statements?
I see accurate representations of myself in TV shows.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	12%	(265)	31%	(687)	17%	(372)	14%	(307)	26%	(569)	2201
Gender: Male	12%	(131)	31%	(333)	18%	(189)	15%	(160)	23%	(249)	1062
Gender: Female	12%	(134)	31%	(354)	16%	(184)	13%	(148)	28%	(320)	1139
Age: 18-29	19%	(91)	31%	(151)	18%	(88)	10%	(47)	23%	(114)	492
Age: 30-44	15%	(77)	32%	(165)	16%	(84)	13%	(66)	25%	(130)	521
Age: 45-54	10%	(34)	37%	(133)	15%	(54)	13%	(48)	25%	(89)	358
Age: 55-64	10%	(40)	31%	(121)	18%	(70)	16%	(62)	25%	(100)	393
Age: 65+	5%	(23)	27%	(117)	17%	(76)	19%	(85)	31%	(136)	436
Generation Z: 18-22	21%	(50)	25%	(60)	17%	(41)	10%	(24)	26%	(62)	238
Millennial: Age 23-38	14%	(80)	35%	(194)	18%	(98)	10%	(57)	23%	(127)	555
Generation X: Age 39-54	12%	(72)	34%	(196)	15%	(87)	14%	(80)	25%	(144)	578
Boomers: Age 55-73	8%	(59)	29%	(213)	18%	(130)	17%	(125)	28%	(201)	728
PID: Dem (no lean)	14%	(102)	35%	(265)	18%	(138)	13%	(101)	19%	(142)	747
PID: Ind (no lean)	11%	(92)	28%	(231)	16%	(132)	14%	(113)	31%	(255)	823
PID: Rep (no lean)	11%	(71)	30%	(190)	16%	(102)	15%	(94)	27%	(173)	631
PID/Gender: Dem Men	16%	(48)	33%	(99)	18%	(54)	17%	(50)	16%	(47)	299
PID/Gender: Dem Women	12%	(53)	37%	(166)	19%	(84)	11%	(51)	21%	(94)	448
PID/Gender: Ind Men	11%	(47)	31%	(133)	17%	(74)	15%	(66)	26%	(112)	433
PID/Gender: Ind Women	12%	(45)	25%	(98)	15%	(58)	12%	(46)	37%	(143)	390
PID/Gender: Rep Men	11%	(36)	30%	(100)	18%	(61)	13%	(43)	27%	(90)	330
PID/Gender: Rep Women	12%	(35)	30%	(90)	14%	(41)	17%	(51)	28%	(83)	300
Ideo: Liberal (1-3)	14%	(100)	35%	(247)	20%	(146)	13%	(94)	18%	(127)	714
Ideo: Moderate (4)	13%	(61)	32%	(153)	16%	(77)	14%	(67)	24%	(114)	471
Ideo: Conservative (5-7)	10%	(73)	31%	(224)	17%	(121)	16%	(118)	26%	(185)	721
Educ: < College	12%	(179)	29%	(444)	16%	(238)	14%	(206)	30%	(447)	1513
Educ: Bachelors degree	13%	(58)	38%	(167)	17%	(78)	14%	(63)	18%	(79)	444
Educ: Post-grad	12%	(29)	31%	(76)	23%	(57)	16%	(39)	18%	(43)	244

Continued on next page

Table HR8_5: Do you agree or disagree with the following statements?
I see accurate representations of myself in TV shows.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	12%	(265)	31%	(687)	17%	(372)	14%	(307)	26%	(569)	2201
Income: Under 50k	12%	(151)	28%	(351)	16%	(193)	15%	(185)	29%	(362)	1241
Income: 50k-100k	10%	(70)	34%	(235)	19%	(131)	13%	(91)	24%	(165)	692
Income: 100k+	16%	(44)	37%	(101)	18%	(49)	12%	(32)	16%	(43)	268
Ethnicity: White	11%	(188)	32%	(554)	16%	(282)	14%	(233)	27%	(465)	1723
Ethnicity: Hispanic	12%	(41)	35%	(122)	20%	(70)	12%	(42)	21%	(75)	350
Ethnicity: Afr. Am.	21%	(57)	26%	(72)	20%	(54)	15%	(41)	18%	(50)	274
Ethnicity: Other	10%	(20)	29%	(60)	18%	(36)	17%	(34)	27%	(54)	204
Relig: Protestant	10%	(45)	33%	(154)	20%	(93)	16%	(76)	21%	(101)	470
Relig: Roman Catholic	13%	(52)	38%	(152)	16%	(64)	12%	(49)	21%	(83)	400
Relig: Ath./Agn./None	12%	(90)	27%	(202)	18%	(132)	12%	(89)	31%	(228)	742
Relig: Something Else	13%	(44)	32%	(104)	13%	(44)	15%	(49)	27%	(88)	328
Relig: Jewish	14%	(7)	29%	(15)	15%	(8)	17%	(8)	26%	(13)	51
Relig: Evangelical	13%	(72)	29%	(157)	17%	(93)	17%	(95)	24%	(132)	549
Relig: Non-Evang. Catholics	10%	(59)	38%	(224)	18%	(104)	13%	(75)	21%	(121)	582
Relig: All Christian	12%	(131)	34%	(381)	17%	(197)	15%	(169)	22%	(253)	1131
Relig: All Non-Christian	13%	(134)	29%	(306)	16%	(176)	13%	(138)	30%	(316)	1070
Community: Urban	16%	(84)	29%	(154)	17%	(91)	15%	(79)	23%	(121)	529
Community: Suburban	12%	(123)	33%	(345)	17%	(178)	14%	(141)	25%	(258)	1046
Community: Rural	9%	(58)	30%	(188)	17%	(103)	14%	(87)	30%	(190)	626
Employ: Private Sector	13%	(76)	38%	(227)	16%	(96)	13%	(76)	21%	(125)	600
Employ: Government	17%	(24)	40%	(55)	18%	(25)	9%	(12)	16%	(22)	140
Employ: Self-Employed	13%	(26)	32%	(66)	19%	(38)	16%	(32)	21%	(43)	206
Employ: Homemaker	12%	(19)	33%	(50)	12%	(18)	9%	(14)	34%	(50)	150
Employ: Student	18%	(24)	29%	(39)	19%	(25)	7%	(9)	26%	(35)	132
Employ: Retired	8%	(40)	27%	(142)	18%	(96)	21%	(109)	27%	(140)	527
Employ: Unemployed	12%	(30)	25%	(64)	14%	(36)	13%	(33)	36%	(90)	252
Employ: Other	14%	(27)	22%	(44)	20%	(38)	11%	(22)	33%	(63)	195
Military HH: Yes	10%	(39)	30%	(115)	19%	(73)	16%	(63)	25%	(95)	385
Military HH: No	12%	(227)	31%	(571)	17%	(300)	13%	(244)	26%	(474)	1816

Continued on next page

Table HR8_5: Do you agree or disagree with the following statements?
I see accurate representations of myself in TV shows.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	12% (265)	31% (687)	17% (372)	14% (307)	26% (569)	2201
RD/WT: Right Direction	11% (82)	30% (235)	16% (124)	14% (109)	29% (227)	777
RD/WT: Wrong Track	13% (183)	32% (452)	17% (248)	14% (199)	24% (342)	1424
Trump Job Approve	10% (89)	30% (257)	17% (144)	15% (130)	28% (238)	858
Trump Job Disapprove	13% (158)	34% (416)	18% (221)	14% (171)	20% (247)	1214
Trump Job Strongly Approve	11% (50)	27% (123)	16% (74)	17% (77)	29% (134)	458
Trump Job Somewhat Approve	10% (40)	33% (134)	18% (70)	13% (53)	26% (104)	400
Trump Job Somewhat Disapprove	9% (26)	37% (104)	21% (58)	11% (31)	22% (63)	282
Trump Job Strongly Disapprove	14% (132)	34% (312)	18% (163)	15% (140)	20% (184)	931
Favorable of Trump	12% (99)	30% (256)	16% (139)	15% (127)	27% (234)	855
Unfavorable of Trump	13% (153)	34% (408)	18% (218)	14% (166)	21% (250)	1194
Very Favorable of Trump	10% (50)	27% (128)	17% (82)	17% (82)	29% (138)	479
Somewhat Favorable of Trump	13% (49)	34% (128)	15% (57)	12% (45)	26% (97)	376
Somewhat Unfavorable of Trump	11% (21)	31% (60)	19% (35)	17% (32)	22% (42)	190
Very Unfavorable of Trump	13% (132)	35% (348)	18% (183)	13% (133)	21% (208)	1004
#1 Issue: Economy	13% (70)	34% (183)	19% (103)	11% (58)	24% (129)	542
#1 Issue: Security	12% (51)	28% (122)	16% (70)	16% (70)	27% (118)	431
#1 Issue: Health Care	10% (35)	33% (119)	22% (80)	12% (43)	23% (83)	360
#1 Issue: Medicare / Social Security	7% (25)	30% (98)	12% (40)	16% (53)	34% (113)	329
#1 Issue: Women's Issues	20% (24)	34% (40)	13% (15)	13% (15)	21% (25)	119
#1 Issue: Education	16% (24)	27% (42)	14% (22)	18% (27)	24% (37)	153
#1 Issue: Energy	22% (26)	33% (39)	16% (20)	12% (15)	18% (21)	121
#1 Issue: Other	7% (11)	29% (43)	16% (23)	18% (27)	29% (43)	146
2018 House Vote: Democrat	13% (106)	34% (274)	19% (158)	15% (122)	19% (153)	813
2018 House Vote: Republican	10% (65)	30% (200)	17% (109)	17% (113)	26% (171)	658
2018 House Vote: Someone else	6% (7)	28% (33)	16% (19)	13% (16)	36% (42)	117
2018 House Vote: Didnt Vote	14% (85)	29% (177)	14% (86)	9% (54)	34% (203)	606
2016 Vote: Hillary Clinton	13% (91)	36% (251)	19% (134)	13% (93)	19% (133)	702
2016 Vote: Donald Trump	10% (65)	31% (202)	16% (104)	16% (107)	27% (177)	654
2016 Vote: Someone else	9% (16)	33% (63)	17% (32)	13% (25)	29% (56)	193
2016 Vote: Didnt Vote	14% (93)	26% (171)	16% (103)	13% (82)	31% (201)	650

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Table HR8_5: Do you agree or disagree with the following statements?
I see accurate representations of myself in TV shows.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	12% (265)	31% (687)	17% (372)	14% (307)	26% (569)	2201
Voted in 2014: Yes	11% (142)	34% (452)	18% (236)	14% (192)	23% (306)	1329
Voted in 2014: No	14% (123)	27% (234)	16% (136)	13% (116)	30% (263)	872
2012 Vote: Barack Obama	11% (93)	36% (294)	20% (163)	13% (105)	19% (158)	814
2012 Vote: Mitt Romney	11% (56)	30% (152)	16% (83)	16% (81)	26% (131)	502
2012 Vote: Other	7% (7)	23% (25)	15% (17)	27% (30)	28% (31)	111
2012 Vote: Didn't Vote	14% (109)	28% (216)	14% (108)	12% (90)	32% (249)	772
4-Region: Northeast	12% (47)	33% (131)	15% (58)	12% (49)	28% (109)	394
4-Region: Midwest	14% (63)	29% (133)	17% (78)	14% (64)	27% (124)	462
4-Region: South	12% (99)	30% (250)	18% (147)	15% (124)	25% (204)	825
4-Region: West	11% (56)	33% (172)	17% (90)	14% (70)	25% (132)	520

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

Table HR9_1: Do you agree or disagree with the following statements?
I see accurate representations of my gender identity in cartoon TV shows.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	12% (266)	24% (530)	13% (276)	14% (303)	37% (825)	2201
Gender: Male	13% (133)	24% (260)	13% (140)	16% (165)	34% (364)	1062
Gender: Female	12% (132)	24% (270)	12% (137)	12% (138)	40% (461)	1139
Age: 18-29	22% (107)	31% (151)	11% (56)	9% (47)	27% (132)	492
Age: 30-44	14% (71)	26% (136)	13% (70)	12% (64)	35% (180)	521
Age: 45-54	10% (35)	26% (94)	13% (46)	15% (54)	36% (129)	358
Age: 55-64	10% (39)	19% (74)	12% (47)	17% (66)	42% (166)	393
Age: 65+	3% (14)	17% (76)	13% (57)	17% (72)	50% (217)	436
Generation Z: 18-22	22% (52)	30% (72)	11% (27)	10% (24)	27% (63)	238
Millennial: Age 23-38	18% (100)	27% (151)	13% (75)	11% (63)	30% (167)	555
Generation X: Age 39-54	10% (61)	27% (158)	12% (71)	13% (78)	37% (211)	578
Boomers: Age 55-73	7% (49)	19% (141)	12% (84)	16% (119)	46% (334)	728
PID: Dem (no lean)	13% (100)	32% (235)	13% (94)	13% (97)	30% (221)	747
PID: Ind (no lean)	11% (93)	19% (156)	13% (105)	16% (129)	41% (339)	823
PID: Rep (no lean)	11% (72)	22% (139)	12% (78)	12% (77)	42% (265)	631
PID/Gender: Dem Men	14% (43)	35% (106)	10% (30)	16% (48)	24% (71)	299
PID/Gender: Dem Women	13% (57)	29% (129)	14% (63)	11% (48)	33% (150)	448
PID/Gender: Ind Men	13% (56)	19% (83)	16% (68)	18% (77)	35% (150)	433
PID/Gender: Ind Women	10% (38)	19% (73)	10% (38)	13% (53)	48% (189)	390
PID/Gender: Rep Men	11% (35)	22% (71)	13% (42)	12% (40)	43% (143)	330
PID/Gender: Rep Women	12% (37)	23% (68)	12% (36)	12% (37)	41% (122)	300
Ideo: Liberal (1-3)	15% (106)	28% (198)	14% (102)	13% (90)	31% (219)	714
Ideo: Moderate (4)	13% (59)	26% (124)	13% (60)	15% (71)	33% (156)	471
Ideo: Conservative (5-7)	9% (68)	23% (165)	13% (97)	14% (101)	40% (290)	721
Educ: < College	12% (176)	23% (344)	12% (179)	14% (206)	40% (608)	1513
Educ: Bachelors degree	13% (56)	30% (135)	13% (59)	13% (56)	31% (139)	444
Educ: Post-grad	14% (34)	21% (52)	16% (38)	17% (41)	32% (78)	244

Continued on next page

Table HR9_1: Do you agree or disagree with the following statements?
I see accurate representations of my gender identity in cartoon TV shows.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	12% (266)	24% (530)	13% (276)	14% (303)	37% (825)	2201
Income: Under 50k	11% (140)	24% (297)	11% (142)	15% (184)	39% (479)	1241
Income: 50k-100k	12% (85)	24% (169)	15% (100)	12% (81)	37% (256)	692
Income: 100k+	15% (41)	24% (64)	13% (34)	14% (39)	34% (90)	268
Ethnicity: White	11% (188)	23% (398)	13% (221)	13% (221)	40% (695)	1723
Ethnicity: Hispanic	9% (31)	33% (116)	17% (59)	14% (50)	27% (94)	350
Ethnicity: Afr. Am.	19% (53)	29% (79)	12% (32)	16% (44)	24% (66)	274
Ethnicity: Other	12% (25)	26% (54)	11% (23)	19% (38)	32% (64)	204
Relig: Protestant	11% (54)	23% (110)	14% (64)	15% (70)	37% (172)	470
Relig: Roman Catholic	9% (37)	31% (125)	12% (46)	13% (54)	34% (138)	400
Relig: Ath./Agn./None	13% (95)	22% (161)	13% (93)	14% (104)	39% (288)	742
Relig: Something Else	15% (49)	22% (73)	13% (44)	12% (39)	38% (124)	328
Relig: Jewish	14% (7)	24% (12)	11% (6)	11% (6)	40% (21)	51
Relig: Evangelical	12% (68)	24% (130)	11% (63)	14% (78)	38% (210)	549
Relig: Non-Evang. Catholics	9% (54)	29% (167)	13% (76)	14% (82)	35% (203)	582
Relig: All Christian	11% (122)	26% (297)	12% (139)	14% (160)	36% (413)	1131
Relig: All Non-Christian	13% (144)	22% (234)	13% (137)	13% (143)	39% (412)	1070
Community: Urban	14% (73)	29% (155)	13% (67)	12% (65)	32% (169)	529
Community: Suburban	13% (131)	24% (247)	13% (133)	14% (147)	37% (388)	1046
Community: Rural	10% (62)	21% (128)	12% (77)	14% (90)	43% (269)	626
Employ: Private Sector	15% (89)	30% (179)	12% (72)	12% (74)	31% (187)	600
Employ: Government	11% (16)	34% (48)	14% (20)	12% (17)	28% (39)	140
Employ: Self-Employed	10% (21)	26% (53)	19% (39)	16% (32)	30% (61)	206
Employ: Homemaker	15% (23)	22% (32)	9% (14)	10% (15)	44% (66)	150
Employ: Student	24% (32)	27% (36)	8% (10)	11% (15)	30% (39)	132
Employ: Retired	5% (25)	19% (100)	12% (61)	18% (93)	47% (248)	527
Employ: Unemployed	14% (36)	20% (50)	12% (31)	11% (28)	42% (106)	252
Employ: Other	13% (25)	17% (33)	15% (30)	15% (29)	40% (78)	195
Military HH: Yes	9% (36)	21% (80)	15% (59)	17% (66)	37% (144)	385
Military HH: No	13% (230)	25% (450)	12% (218)	13% (237)	37% (681)	1816

Continued on next page

Table HR9_1: Do you agree or disagree with the following statements?*I see accurate representations of my gender identity in cartoon TV shows.*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	12% (266)	24% (530)	13% (276)	14% (303)	37% (825)	2201
RD/WT: Right Direction	10% (80)	21% (165)	13% (104)	13% (99)	42% (329)	777
RD/WT: Wrong Track	13% (185)	26% (366)	12% (173)	14% (204)	35% (496)	1424
Trump Job Approve	10% (88)	21% (180)	12% (100)	14% (121)	43% (369)	858
Trump Job Disapprove	13% (164)	27% (332)	14% (170)	14% (173)	31% (375)	1214
Trump Job Strongly Approve	8% (36)	18% (82)	10% (48)	16% (72)	48% (220)	458
Trump Job Somewhat Approve	13% (51)	24% (98)	13% (53)	12% (49)	37% (149)	400
Trump Job Somewhat Disapprove	14% (40)	31% (87)	16% (45)	11% (32)	28% (78)	282
Trump Job Strongly Disapprove	13% (123)	26% (245)	13% (125)	15% (141)	32% (297)	931
Favorable of Trump	11% (95)	21% (178)	12% (103)	14% (116)	42% (363)	855
Unfavorable of Trump	13% (157)	28% (332)	14% (164)	14% (166)	31% (376)	1194
Very Favorable of Trump	9% (41)	18% (88)	11% (52)	17% (81)	45% (216)	479
Somewhat Favorable of Trump	14% (54)	24% (90)	13% (50)	9% (35)	39% (146)	376
Somewhat Unfavorable of Trump	17% (33)	29% (56)	14% (27)	11% (22)	28% (52)	190
Very Unfavorable of Trump	12% (124)	27% (275)	14% (138)	14% (144)	32% (323)	1004
#1 Issue: Economy	14% (74)	27% (145)	13% (70)	13% (73)	33% (181)	542
#1 Issue: Security	12% (51)	19% (84)	12% (52)	12% (54)	44% (191)	431
#1 Issue: Health Care	12% (42)	23% (83)	15% (55)	13% (45)	37% (134)	360
#1 Issue: Medicare / Social Security	6% (18)	20% (65)	11% (37)	17% (56)	47% (153)	329
#1 Issue: Women's Issues	16% (19)	26% (32)	13% (16)	16% (19)	28% (34)	119
#1 Issue: Education	12% (19)	27% (41)	13% (20)	17% (25)	31% (48)	153
#1 Issue: Energy	26% (31)	38% (45)	8% (9)	8% (9)	21% (26)	121
#1 Issue: Other	8% (12)	25% (36)	12% (17)	15% (22)	40% (58)	146
2018 House Vote: Democrat	12% (101)	30% (240)	14% (110)	14% (115)	30% (246)	813
2018 House Vote: Republican	10% (66)	20% (131)	13% (86)	14% (94)	43% (282)	658
2018 House Vote: Someone else	5% (6)	17% (20)	14% (17)	17% (20)	46% (54)	117
2018 House Vote: Didnt Vote	15% (93)	22% (136)	10% (61)	12% (74)	40% (242)	606
2016 Vote: Hillary Clinton	11% (80)	31% (220)	13% (88)	14% (98)	31% (215)	702
2016 Vote: Donald Trump	10% (63)	20% (130)	12% (79)	14% (91)	45% (291)	654
2016 Vote: Someone else	10% (20)	16% (31)	15% (29)	14% (27)	45% (86)	193
2016 Vote: Didnt Vote	16% (103)	23% (150)	12% (80)	13% (86)	36% (231)	650

Continued on next page

Table HR9_1: Do you agree or disagree with the following statements?
I see accurate representations of my gender identity in cartoon TV shows.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	12%	(266)	24%	(530)	13%	(276)	14%	(303)	37%	(825)	2201
Voted in 2014: Yes	11%	(146)	24%	(321)	13%	(177)	13%	(178)	38%	(507)	1329
Voted in 2014: No	14%	(120)	24%	(209)	11%	(100)	14%	(125)	36%	(318)	872
2012 Vote: Barack Obama	12%	(99)	28%	(229)	14%	(112)	13%	(108)	33%	(266)	814
2012 Vote: Mitt Romney	10%	(49)	20%	(101)	13%	(64)	14%	(68)	44%	(219)	502
2012 Vote: Other	8%	(8)	13%	(14)	20%	(22)	21%	(23)	39%	(43)	111
2012 Vote: Didn't Vote	14%	(109)	24%	(186)	10%	(78)	13%	(102)	38%	(297)	772
4-Region: Northeast	13%	(50)	26%	(102)	11%	(42)	11%	(45)	39%	(154)	394
4-Region: Midwest	13%	(61)	20%	(94)	13%	(62)	14%	(64)	39%	(181)	462
4-Region: South	13%	(103)	22%	(184)	13%	(108)	14%	(116)	38%	(314)	825
4-Region: West	10%	(51)	29%	(150)	12%	(64)	15%	(79)	34%	(175)	520

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

Table HR9_2: Do you agree or disagree with the following statements?
I see accurate representations of my racial or ethnic identity in cartoon TV shows.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	12%	(263)	21%	(460)	14%	(314)	15%	(330)	38%	(834)	2201
Gender: Male	12%	(126)	22%	(238)	15%	(163)	16%	(170)	34%	(366)	1062
Gender: Female	12%	(137)	19%	(222)	13%	(151)	14%	(160)	41%	(469)	1139
Age: 18-29	20%	(101)	26%	(127)	13%	(65)	12%	(57)	29%	(142)	492
Age: 30-44	17%	(86)	22%	(116)	14%	(71)	14%	(74)	33%	(174)	521
Age: 45-54	6%	(23)	23%	(81)	16%	(59)	18%	(63)	37%	(133)	358
Age: 55-64	10%	(38)	19%	(73)	15%	(59)	15%	(59)	42%	(163)	393
Age: 65+	4%	(15)	14%	(63)	13%	(59)	17%	(76)	51%	(223)	436
Generation Z: 18-22	22%	(52)	25%	(60)	13%	(31)	10%	(25)	30%	(71)	238
Millennial: Age 23-38	19%	(106)	23%	(126)	14%	(75)	13%	(74)	31%	(174)	555
Generation X: Age 39-54	9%	(52)	24%	(137)	16%	(90)	16%	(95)	35%	(204)	578
Boomers: Age 55-73	7%	(48)	18%	(128)	14%	(100)	16%	(118)	46%	(334)	728
PID: Dem (no lean)	13%	(98)	25%	(190)	15%	(111)	16%	(121)	30%	(227)	747
PID: Ind (no lean)	12%	(99)	19%	(154)	14%	(119)	13%	(110)	41%	(341)	823
PID: Rep (no lean)	10%	(65)	18%	(116)	13%	(84)	16%	(99)	42%	(265)	631
PID/Gender: Dem Men	14%	(43)	29%	(87)	14%	(41)	18%	(54)	25%	(74)	299
PID/Gender: Dem Women	12%	(55)	23%	(103)	15%	(69)	15%	(67)	34%	(154)	448
PID/Gender: Ind Men	13%	(54)	19%	(83)	17%	(75)	15%	(66)	36%	(154)	433
PID/Gender: Ind Women	12%	(45)	18%	(71)	11%	(44)	11%	(44)	48%	(187)	390
PID/Gender: Rep Men	9%	(28)	21%	(68)	14%	(47)	15%	(50)	42%	(138)	330
PID/Gender: Rep Women	12%	(37)	16%	(48)	13%	(38)	16%	(50)	43%	(128)	300
Ideo: Liberal (1-3)	15%	(110)	23%	(168)	14%	(97)	15%	(110)	32%	(229)	714
Ideo: Moderate (4)	11%	(54)	23%	(107)	18%	(86)	15%	(70)	33%	(155)	471
Ideo: Conservative (5-7)	9%	(67)	20%	(145)	14%	(104)	16%	(117)	40%	(288)	721
Educ: < College	11%	(171)	20%	(301)	14%	(216)	14%	(211)	41%	(614)	1513
Educ: Bachelors degree	12%	(53)	26%	(118)	15%	(65)	15%	(66)	32%	(142)	444
Educ: Post-grad	16%	(39)	17%	(42)	13%	(33)	22%	(53)	32%	(78)	244

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Table HR9_2: Do you agree or disagree with the following statements?
I see accurate representations of my racial or ethnic identity in cartoon TV shows.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	12% (263)	21% (460)	14% (314)	15% (330)	38% (834)	2201
Income: Under 50k	12% (145)	20% (254)	14% (168)	15% (184)	39% (490)	1241
Income: 50k-100k	11% (79)	21% (148)	16% (108)	15% (103)	37% (254)	692
Income: 100k+	15% (39)	21% (58)	14% (37)	16% (44)	34% (91)	268
Ethnicity: White	12% (208)	21% (354)	13% (229)	13% (232)	41% (701)	1723
Ethnicity: Hispanic	11% (38)	23% (80)	20% (71)	19% (65)	27% (96)	350
Ethnicity: Afr. Am.	12% (32)	22% (60)	20% (54)	22% (61)	24% (67)	274
Ethnicity: Other	11% (23)	22% (46)	15% (31)	19% (38)	33% (67)	204
Relig: Protestant	10% (49)	20% (95)	16% (77)	17% (80)	36% (171)	470
Relig: Roman Catholic	11% (44)	26% (102)	15% (60)	14% (57)	34% (138)	400
Relig: Ath./Agn./None	14% (104)	19% (144)	11% (82)	14% (105)	41% (307)	742
Relig: Something Else	12% (40)	22% (71)	15% (48)	13% (42)	39% (127)	328
Relig: Jewish	13% (6)	20% (10)	12% (6)	12% (6)	43% (22)	51
Relig: Evangelical	12% (65)	19% (103)	17% (96)	17% (93)	35% (192)	549
Relig: Non-Evang. Catholics	9% (53)	24% (142)	15% (88)	16% (91)	36% (208)	582
Relig: All Christian	10% (119)	22% (245)	16% (184)	16% (183)	35% (400)	1131
Relig: All Non-Christian	13% (144)	20% (215)	12% (130)	14% (147)	41% (434)	1070
Community: Urban	13% (68)	25% (130)	16% (87)	13% (69)	33% (175)	529
Community: Suburban	13% (134)	20% (208)	14% (149)	16% (164)	37% (391)	1046
Community: Rural	10% (61)	19% (121)	12% (78)	15% (97)	43% (268)	626
Employ: Private Sector	13% (81)	29% (174)	12% (73)	14% (82)	32% (191)	600
Employ: Government	18% (25)	24% (34)	14% (20)	15% (22)	28% (39)	140
Employ: Self-Employed	12% (25)	18% (38)	19% (38)	19% (39)	32% (66)	206
Employ: Homemaker	14% (22)	17% (26)	14% (21)	10% (15)	44% (66)	150
Employ: Student	23% (31)	26% (34)	9% (12)	10% (14)	31% (42)	132
Employ: Retired	4% (23)	15% (81)	15% (78)	19% (100)	47% (246)	527
Employ: Unemployed	13% (32)	17% (43)	17% (43)	10% (26)	42% (107)	252
Employ: Other	13% (25)	16% (31)	14% (27)	17% (33)	40% (79)	195
Military HH: Yes	6% (24)	18% (71)	18% (71)	21% (79)	36% (140)	385
Military HH: No	13% (239)	21% (389)	13% (243)	14% (251)	38% (694)	1816

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Table HR9_2: Do you agree or disagree with the following statements?*I see accurate representations of my racial or ethnic identity in cartoon TV shows.*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	12% (263)	21% (460)	14% (314)	15% (330)	38% (834)	2201
RD/WT: Right Direction	9% (70)	20% (156)	16% (123)	13% (101)	42% (326)	777
RD/WT: Wrong Track	14% (193)	21% (304)	13% (191)	16% (229)	36% (508)	1424
Trump Job Approve	9% (81)	19% (165)	14% (124)	15% (126)	42% (362)	858
Trump Job Disapprove	14% (168)	23% (282)	15% (181)	16% (197)	32% (385)	1214
Trump Job Strongly Approve	7% (31)	16% (73)	14% (64)	17% (77)	47% (213)	458
Trump Job Somewhat Approve	12% (50)	23% (93)	15% (60)	12% (49)	37% (149)	400
Trump Job Somewhat Disapprove	11% (32)	25% (71)	18% (52)	17% (48)	28% (79)	282
Trump Job Strongly Disapprove	15% (136)	23% (211)	14% (129)	16% (150)	33% (306)	931
Favorable of Trump	10% (87)	19% (159)	15% (127)	15% (128)	42% (355)	855
Unfavorable of Trump	13% (160)	24% (287)	14% (171)	16% (191)	32% (386)	1194
Very Favorable of Trump	8% (38)	15% (71)	14% (69)	18% (86)	45% (215)	479
Somewhat Favorable of Trump	13% (49)	23% (88)	15% (58)	11% (42)	37% (140)	376
Somewhat Unfavorable of Trump	11% (22)	22% (42)	22% (41)	17% (32)	29% (54)	190
Very Unfavorable of Trump	14% (138)	24% (245)	13% (130)	16% (159)	33% (331)	1004
#1 Issue: Economy	13% (73)	20% (109)	17% (90)	15% (84)	34% (187)	542
#1 Issue: Security	10% (41)	19% (80)	14% (60)	16% (69)	42% (181)	431
#1 Issue: Health Care	11% (41)	21% (75)	17% (61)	13% (49)	37% (134)	360
#1 Issue: Medicare / Social Security	6% (20)	16% (52)	16% (51)	16% (52)	47% (155)	329
#1 Issue: Women's Issues	21% (26)	26% (31)	12% (14)	13% (15)	28% (34)	119
#1 Issue: Education	12% (18)	26% (39)	9% (14)	19% (29)	34% (52)	153
#1 Issue: Energy	23% (28)	35% (43)	10% (12)	10% (12)	22% (26)	121
#1 Issue: Other	11% (16)	22% (32)	8% (12)	14% (20)	45% (65)	146
2018 House Vote: Democrat	13% (108)	24% (192)	15% (124)	17% (138)	31% (251)	813
2018 House Vote: Republican	10% (63)	18% (118)	15% (100)	16% (105)	41% (271)	658
2018 House Vote: Someone else	10% (11)	16% (19)	14% (17)	13% (15)	47% (55)	117
2018 House Vote: Didnt Vote	13% (80)	21% (125)	12% (72)	12% (72)	42% (256)	606
2016 Vote: Hillary Clinton	13% (93)	26% (185)	14% (101)	16% (111)	30% (211)	702
2016 Vote: Donald Trump	9% (60)	18% (115)	15% (95)	16% (102)	43% (281)	654
2016 Vote: Someone else	8% (15)	17% (33)	14% (26)	14% (27)	48% (92)	193
2016 Vote: Didnt Vote	15% (95)	20% (127)	14% (90)	14% (89)	38% (248)	650

Continued on next page

Table HR9_2: Do you agree or disagree with the following statements?
I see accurate representations of my racial or ethnic identity in cartoon TV shows.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	12% (263)	21% (460)	14% (314)	15% (330)	38% (834)	2201
Voted in 2014: Yes	11% (141)	21% (278)	15% (202)	16% (211)	37% (497)	1329
Voted in 2014: No	14% (122)	21% (182)	13% (112)	14% (119)	39% (337)	872
2012 Vote: Barack Obama	12% (94)	23% (190)	16% (127)	16% (131)	33% (271)	814
2012 Vote: Mitt Romney	10% (50)	18% (88)	15% (76)	16% (82)	41% (205)	502
2012 Vote: Other	9% (10)	18% (20)	19% (21)	16% (17)	38% (42)	111
2012 Vote: Didn't Vote	14% (109)	21% (161)	11% (88)	13% (98)	41% (316)	772
4-Region: Northeast	13% (49)	22% (86)	13% (51)	12% (48)	41% (160)	394
4-Region: Midwest	11% (53)	20% (94)	15% (68)	14% (63)	40% (185)	462
4-Region: South	11% (88)	19% (160)	16% (132)	16% (134)	38% (311)	825
4-Region: West	14% (72)	23% (121)	12% (64)	16% (86)	34% (178)	520

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

Table HR9_3: Do you agree or disagree with the following statements?
I see accurate representations of my sexuality in cartoon TV shows.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	10%	(229)	20%	(433)	15%	(323)	16%	(355)	39%	(860)	2201
Gender: Male	10%	(106)	21%	(223)	15%	(163)	18%	(194)	35%	(376)	1062
Gender: Female	11%	(123)	18%	(210)	14%	(161)	14%	(161)	42%	(484)	1139
Age: 18-29	19%	(95)	24%	(119)	16%	(80)	12%	(61)	28%	(137)	492
Age: 30-44	16%	(81)	21%	(109)	14%	(73)	13%	(69)	36%	(188)	521
Age: 45-54	8%	(28)	23%	(83)	13%	(47)	19%	(67)	37%	(133)	358
Age: 55-64	5%	(19)	17%	(65)	16%	(64)	19%	(74)	43%	(171)	393
Age: 65+	1%	(6)	13%	(57)	14%	(59)	19%	(83)	53%	(231)	436
Generation Z: 18-22	22%	(52)	23%	(55)	18%	(43)	10%	(25)	27%	(63)	238
Millennial: Age 23-38	17%	(93)	22%	(123)	14%	(79)	15%	(81)	32%	(179)	555
Generation X: Age 39-54	10%	(60)	23%	(132)	14%	(78)	16%	(92)	37%	(216)	578
Boomers: Age 55-73	3%	(24)	16%	(113)	14%	(101)	19%	(137)	48%	(352)	728
PID: Dem (no lean)	11%	(85)	26%	(194)	13%	(99)	17%	(128)	32%	(242)	747
PID: Ind (no lean)	11%	(88)	15%	(126)	16%	(131)	15%	(122)	43%	(357)	823
PID: Rep (no lean)	9%	(57)	18%	(113)	15%	(93)	17%	(106)	41%	(262)	631
PID/Gender: Dem Men	10%	(30)	31%	(94)	10%	(31)	21%	(64)	27%	(80)	299
PID/Gender: Dem Women	12%	(55)	22%	(101)	15%	(68)	14%	(64)	36%	(162)	448
PID/Gender: Ind Men	12%	(53)	15%	(67)	18%	(78)	17%	(75)	37%	(160)	433
PID/Gender: Ind Women	9%	(35)	15%	(59)	14%	(53)	12%	(46)	50%	(197)	390
PID/Gender: Rep Men	7%	(24)	19%	(62)	16%	(53)	17%	(55)	41%	(136)	330
PID/Gender: Rep Women	11%	(33)	17%	(51)	13%	(40)	17%	(50)	42%	(125)	300
Ideo: Liberal (1-3)	12%	(86)	24%	(169)	16%	(112)	17%	(119)	32%	(228)	714
Ideo: Moderate (4)	10%	(48)	20%	(95)	17%	(79)	18%	(85)	35%	(164)	471
Ideo: Conservative (5-7)	9%	(66)	18%	(129)	15%	(108)	16%	(118)	42%	(300)	721
Educ: < College	10%	(156)	19%	(283)	14%	(211)	15%	(232)	42%	(630)	1513
Educ: Bachelors degree	10%	(46)	24%	(105)	17%	(73)	16%	(72)	33%	(148)	444
Educ: Post-grad	11%	(27)	18%	(45)	16%	(39)	21%	(51)	34%	(83)	244

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Table HR9_3: Do you agree or disagree with the following statements?
I see accurate representations of my sexuality in cartoon TV shows.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	10% (229)	20% (433)	15% (323)	16% (355)	39% (860)	2201
Income: Under 50k	10% (127)	20% (245)	14% (168)	16% (204)	40% (497)	1241
Income: 50k-100k	10% (71)	20% (140)	15% (106)	16% (108)	38% (266)	692
Income: 100k+	12% (32)	18% (47)	18% (49)	16% (43)	36% (97)	268
Ethnicity: White	9% (158)	19% (329)	14% (246)	15% (267)	42% (723)	1723
Ethnicity: Hispanic	12% (41)	29% (103)	18% (64)	15% (54)	25% (88)	350
Ethnicity: Afr. Am.	16% (43)	21% (58)	17% (46)	19% (52)	27% (75)	274
Ethnicity: Other	14% (28)	23% (47)	15% (31)	18% (36)	31% (63)	204
Relig: Protestant	9% (40)	20% (94)	14% (68)	19% (88)	38% (180)	470
Relig: Roman Catholic	10% (42)	26% (103)	14% (57)	13% (52)	37% (147)	400
Relig: Ath./Agn./None	11% (84)	18% (135)	14% (106)	15% (114)	41% (303)	742
Relig: Something Else	11% (37)	17% (55)	16% (54)	15% (48)	41% (134)	328
Relig: Jewish	10% (5)	16% (8)	14% (7)	14% (7)	46% (23)	51
Relig: Evangelical	10% (55)	19% (106)	14% (77)	19% (106)	37% (205)	549
Relig: Non-Evang. Catholics	9% (54)	23% (137)	15% (86)	15% (87)	37% (218)	582
Relig: All Christian	10% (109)	21% (243)	14% (163)	17% (193)	37% (423)	1131
Relig: All Non-Christian	11% (120)	18% (190)	15% (160)	15% (162)	41% (437)	1070
Community: Urban	10% (55)	24% (128)	17% (88)	16% (85)	33% (173)	529
Community: Suburban	11% (119)	19% (196)	14% (151)	17% (174)	39% (406)	1046
Community: Rural	9% (55)	17% (109)	14% (85)	15% (97)	45% (281)	626
Employ: Private Sector	14% (83)	24% (144)	14% (81)	15% (90)	34% (202)	600
Employ: Government	10% (13)	24% (34)	25% (35)	11% (15)	30% (43)	140
Employ: Self-Employed	9% (18)	21% (43)	21% (43)	18% (37)	31% (64)	206
Employ: Homemaker	13% (19)	15% (23)	10% (16)	14% (21)	48% (72)	150
Employ: Student	27% (35)	19% (26)	15% (19)	12% (16)	27% (36)	132
Employ: Retired	2% (10)	15% (81)	15% (77)	20% (104)	48% (255)	527
Employ: Unemployed	11% (27)	19% (48)	11% (27)	17% (42)	43% (108)	252
Employ: Other	12% (23)	18% (35)	13% (26)	16% (30)	41% (81)	195
Military HH: Yes	7% (26)	16% (63)	16% (60)	21% (79)	41% (156)	385
Military HH: No	11% (203)	20% (370)	14% (263)	15% (276)	39% (704)	1816

Continued on next page

Table HR9_3: Do you agree or disagree with the following statements?
I see accurate representations of my sexuality in cartoon TV shows.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	10% (229)	20% (433)	15% (323)	16% (355)	39% (860)	2201
RD/WT: Right Direction	8% (63)	18% (140)	16% (121)	15% (116)	43% (337)	777
RD/WT: Wrong Track	12% (166)	21% (293)	14% (202)	17% (239)	37% (523)	1424
Trump Job Approve	9% (73)	17% (149)	15% (129)	15% (128)	44% (379)	858
Trump Job Disapprove	12% (144)	22% (270)	15% (187)	18% (217)	33% (396)	1214
Trump Job Strongly Approve	6% (29)	15% (67)	14% (65)	17% (79)	48% (217)	458
Trump Job Somewhat Approve	11% (44)	20% (81)	16% (64)	12% (49)	40% (161)	400
Trump Job Somewhat Disapprove	13% (38)	27% (77)	16% (45)	11% (32)	32% (90)	282
Trump Job Strongly Disapprove	11% (106)	21% (193)	15% (142)	20% (184)	33% (306)	931
Favorable of Trump	9% (80)	17% (144)	15% (129)	15% (131)	43% (371)	855
Unfavorable of Trump	12% (138)	23% (278)	15% (177)	17% (208)	33% (393)	1194
Very Favorable of Trump	6% (31)	15% (72)	15% (70)	19% (89)	45% (217)	479
Somewhat Favorable of Trump	13% (49)	19% (72)	15% (58)	11% (42)	41% (155)	376
Somewhat Unfavorable of Trump	16% (30)	22% (41)	17% (32)	14% (27)	32% (60)	190
Very Unfavorable of Trump	11% (108)	24% (236)	14% (145)	18% (182)	33% (333)	1004
#1 Issue: Economy	10% (56)	23% (123)	16% (86)	16% (88)	35% (189)	542
#1 Issue: Security	9% (38)	15% (65)	17% (71)	16% (70)	43% (187)	431
#1 Issue: Health Care	13% (46)	18% (64)	16% (57)	14% (50)	40% (143)	360
#1 Issue: Medicare / Social Security	2% (8)	18% (59)	11% (38)	18% (59)	50% (166)	329
#1 Issue: Women's Issues	19% (23)	24% (29)	8% (9)	18% (22)	30% (36)	119
#1 Issue: Education	14% (22)	21% (31)	11% (16)	19% (30)	35% (54)	153
#1 Issue: Energy	21% (25)	28% (34)	22% (27)	7% (8)	22% (27)	121
#1 Issue: Other	8% (11)	19% (28)	14% (20)	19% (27)	40% (59)	146
2018 House Vote: Democrat	10% (85)	23% (190)	15% (123)	18% (148)	33% (267)	813
2018 House Vote: Republican	8% (56)	17% (110)	16% (104)	16% (103)	43% (286)	658
2018 House Vote: Someone else	5% (6)	11% (13)	15% (18)	20% (23)	49% (57)	117
2018 House Vote: Didnt Vote	14% (83)	19% (115)	13% (78)	13% (81)	41% (250)	606
2016 Vote: Hillary Clinton	9% (64)	26% (183)	14% (102)	17% (122)	33% (231)	702
2016 Vote: Donald Trump	8% (53)	16% (106)	15% (96)	16% (104)	45% (295)	654
2016 Vote: Someone else	9% (18)	11% (21)	15% (30)	17% (33)	47% (91)	193
2016 Vote: Didnt Vote	15% (95)	19% (123)	15% (96)	15% (95)	37% (241)	650

Continued on next page

Table HR9_3: Do you agree or disagree with the following statements?
I see accurate representations of my sexuality in cartoon TV shows.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	10% (229)	20% (433)	15% (323)	16% (355)	39% (860)	2201
Voted in 2014: Yes	9% (117)	20% (264)	14% (189)	17% (222)	40% (537)	1329
Voted in 2014: No	13% (112)	19% (169)	15% (134)	15% (133)	37% (324)	872
2012 Vote: Barack Obama	10% (80)	22% (183)	13% (109)	18% (148)	36% (294)	814
2012 Vote: Mitt Romney	7% (36)	17% (85)	16% (80)	16% (79)	44% (221)	502
2012 Vote: Other	4% (5)	12% (14)	21% (24)	21% (24)	41% (45)	111
2012 Vote: Didn't Vote	14% (109)	20% (152)	14% (109)	13% (103)	39% (300)	772
4-Region: Northeast	12% (47)	21% (81)	11% (42)	15% (60)	42% (164)	394
4-Region: Midwest	11% (49)	17% (79)	15% (71)	16% (75)	41% (188)	462
4-Region: South	10% (84)	18% (145)	16% (130)	17% (143)	39% (323)	825
4-Region: West	10% (50)	25% (128)	15% (80)	15% (78)	35% (184)	520

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

Table HR9_4: Do you agree or disagree with the following statements?
I see accurate representations of my religion in cartoon TV shows.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	6%	(128)	13%	(292)	16%	(356)	21%	(471)	43%	(954)	2201
Gender: Male	7%	(73)	12%	(130)	18%	(191)	23%	(240)	40%	(429)	1062
Gender: Female	5%	(55)	14%	(162)	14%	(165)	20%	(231)	46%	(525)	1139
Age: 18-29	12%	(59)	19%	(93)	16%	(78)	16%	(80)	37%	(181)	492
Age: 30-44	7%	(36)	18%	(93)	17%	(90)	20%	(104)	38%	(199)	521
Age: 45-54	5%	(19)	12%	(43)	15%	(54)	22%	(78)	46%	(164)	358
Age: 55-64	3%	(13)	10%	(38)	17%	(68)	25%	(97)	45%	(178)	393
Age: 65+	1%	(2)	6%	(25)	15%	(65)	26%	(111)	53%	(233)	436
Generation Z: 18-22	15%	(36)	18%	(42)	18%	(42)	10%	(25)	39%	(93)	238
Millennial: Age 23-38	9%	(47)	18%	(102)	16%	(88)	20%	(112)	37%	(205)	555
Generation X: Age 39-54	5%	(30)	15%	(84)	16%	(92)	22%	(126)	42%	(246)	578
Boomers: Age 55-73	2%	(14)	8%	(62)	16%	(115)	25%	(180)	49%	(357)	728
PID: Dem (no lean)	6%	(47)	16%	(123)	17%	(123)	20%	(150)	41%	(304)	747
PID: Ind (no lean)	7%	(56)	10%	(83)	17%	(140)	21%	(173)	45%	(371)	823
PID: Rep (no lean)	4%	(26)	14%	(86)	15%	(92)	23%	(148)	44%	(279)	631
PID/Gender: Dem Men	10%	(30)	17%	(52)	15%	(46)	25%	(73)	33%	(98)	299
PID/Gender: Dem Women	4%	(17)	16%	(72)	17%	(78)	17%	(77)	46%	(205)	448
PID/Gender: Ind Men	7%	(32)	9%	(38)	21%	(92)	21%	(91)	41%	(179)	433
PID/Gender: Ind Women	6%	(24)	11%	(45)	12%	(48)	21%	(82)	49%	(192)	390
PID/Gender: Rep Men	3%	(11)	12%	(40)	16%	(53)	23%	(75)	46%	(151)	330
PID/Gender: Rep Women	5%	(14)	15%	(46)	13%	(40)	24%	(72)	43%	(128)	300
Ideo: Liberal (1-3)	9%	(62)	16%	(115)	16%	(115)	18%	(132)	41%	(291)	714
Ideo: Moderate (4)	6%	(26)	14%	(64)	18%	(83)	22%	(103)	41%	(195)	471
Ideo: Conservative (5-7)	2%	(17)	13%	(91)	17%	(121)	25%	(184)	43%	(308)	721
Educ: < College	6%	(94)	13%	(191)	16%	(238)	20%	(300)	46%	(690)	1513
Educ: Bachelors degree	5%	(22)	16%	(71)	16%	(71)	23%	(104)	40%	(176)	444
Educ: Post-grad	5%	(12)	12%	(30)	19%	(47)	27%	(67)	36%	(88)	244

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Table HR9_4: Do you agree or disagree with the following statements?
I see accurate representations of my religion in cartoon TV shows.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	6% (128)	13% (292)	16% (356)	21% (471)	43% (954)	2201
Income: Under 50k	7% (81)	13% (161)	16% (194)	21% (260)	44% (545)	1241
Income: 50k-100k	4% (29)	14% (95)	17% (115)	22% (151)	44% (302)	692
Income: 100k+	7% (19)	13% (36)	18% (47)	22% (59)	40% (107)	268
Ethnicity: White	5% (87)	12% (215)	16% (276)	21% (357)	46% (787)	1723
Ethnicity: Hispanic	10% (34)	23% (79)	20% (68)	17% (60)	31% (108)	350
Ethnicity: Afr. Am.	9% (24)	14% (38)	19% (52)	25% (69)	34% (92)	274
Ethnicity: Other	9% (18)	19% (40)	14% (28)	22% (44)	37% (75)	204
Relig: Protestant	4% (18)	12% (56)	16% (76)	28% (132)	40% (188)	470
Relig: Roman Catholic	5% (20)	19% (78)	19% (76)	18% (71)	39% (155)	400
Relig: Ath./Agn./None	6% (47)	10% (74)	14% (102)	18% (130)	52% (388)	742
Relig: Something Else	7% (23)	12% (39)	16% (54)	22% (73)	42% (139)	328
Relig: Jewish	8% (4)	14% (7)	19% (10)	17% (9)	41% (21)	51
Relig: Evangelical	6% (35)	13% (74)	17% (94)	29% (158)	34% (187)	549
Relig: Non-Evang. Catholics	4% (23)	18% (105)	18% (105)	19% (110)	41% (240)	582
Relig: All Christian	5% (58)	16% (179)	18% (199)	24% (269)	38% (427)	1131
Relig: All Non-Christian	7% (70)	11% (113)	15% (156)	19% (202)	49% (528)	1070
Community: Urban	8% (41)	16% (87)	19% (102)	17% (91)	39% (207)	529
Community: Suburban	6% (58)	13% (136)	15% (154)	23% (238)	44% (459)	1046
Community: Rural	5% (29)	11% (68)	16% (99)	23% (142)	46% (288)	626
Employ: Private Sector	7% (39)	16% (99)	16% (99)	20% (122)	40% (241)	600
Employ: Government	8% (12)	17% (24)	23% (32)	20% (29)	31% (44)	140
Employ: Self-Employed	4% (7)	18% (38)	19% (39)	25% (52)	34% (70)	206
Employ: Homemaker	8% (12)	12% (18)	12% (19)	20% (30)	48% (71)	150
Employ: Student	12% (16)	17% (23)	15% (20)	12% (16)	43% (57)	132
Employ: Retired	1% (6)	8% (41)	15% (78)	27% (142)	49% (260)	527
Employ: Unemployed	6% (14)	10% (25)	17% (43)	18% (46)	49% (123)	252
Employ: Other	11% (22)	13% (25)	13% (26)	17% (33)	46% (89)	195
Military HH: Yes	3% (10)	11% (42)	18% (68)	25% (97)	44% (168)	385
Military HH: No	6% (118)	14% (250)	16% (288)	21% (374)	43% (786)	1816

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Table HR9_4: Do you agree or disagree with the following statements?
I see accurate representations of my religion in cartoon TV shows.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	6% (128)	13% (292)	16% (356)	21% (471)	43% (954)	2201
RD/WT: Right Direction	4% (30)	15% (113)	16% (123)	22% (173)	44% (339)	777
RD/WT: Wrong Track	7% (98)	13% (179)	16% (233)	21% (299)	43% (616)	1424
Trump Job Approve	4% (38)	13% (113)	15% (132)	23% (200)	44% (375)	858
Trump Job Disapprove	6% (76)	14% (172)	18% (214)	21% (258)	41% (495)	1214
Trump Job Strongly Approve	4% (16)	12% (54)	13% (61)	26% (118)	46% (209)	458
Trump Job Somewhat Approve	5% (22)	15% (59)	18% (70)	21% (82)	42% (167)	400
Trump Job Somewhat Disapprove	5% (14)	16% (45)	22% (62)	20% (55)	38% (106)	282
Trump Job Strongly Disapprove	7% (62)	14% (126)	16% (152)	22% (203)	42% (389)	931
Favorable of Trump	5% (39)	13% (111)	15% (130)	24% (205)	43% (371)	855
Unfavorable of Trump	6% (74)	15% (176)	17% (204)	21% (246)	41% (493)	1194
Very Favorable of Trump	4% (21)	13% (62)	13% (64)	25% (120)	44% (213)	479
Somewhat Favorable of Trump	5% (18)	13% (49)	18% (66)	23% (85)	42% (157)	376
Somewhat Unfavorable of Trump	5% (10)	11% (20)	22% (42)	23% (44)	39% (74)	190
Very Unfavorable of Trump	6% (64)	16% (156)	16% (163)	20% (202)	42% (419)	1004
#1 Issue: Economy	8% (41)	14% (79)	18% (99)	20% (110)	40% (214)	542
#1 Issue: Security	4% (18)	12% (52)	15% (63)	24% (103)	45% (195)	431
#1 Issue: Health Care	5% (18)	12% (45)	21% (74)	20% (70)	42% (152)	360
#1 Issue: Medicare / Social Security	1% (4)	11% (36)	13% (44)	24% (79)	50% (165)	329
#1 Issue: Women's Issues	11% (13)	14% (17)	15% (17)	21% (25)	39% (47)	119
#1 Issue: Education	7% (10)	17% (26)	17% (26)	21% (33)	38% (57)	153
#1 Issue: Energy	10% (12)	16% (20)	13% (15)	18% (22)	43% (52)	121
#1 Issue: Other	8% (12)	12% (17)	11% (17)	20% (29)	49% (72)	146
2018 House Vote: Democrat	6% (50)	14% (112)	17% (141)	22% (178)	41% (332)	813
2018 House Vote: Republican	3% (21)	11% (75)	17% (113)	25% (165)	43% (286)	658
2018 House Vote: Someone else	6% (7)	10% (12)	14% (17)	27% (32)	43% (50)	117
2018 House Vote: Didnt Vote	8% (51)	15% (89)	14% (85)	16% (97)	47% (285)	606
2016 Vote: Hillary Clinton	6% (40)	16% (113)	17% (120)	20% (143)	41% (286)	702
2016 Vote: Donald Trump	4% (24)	11% (72)	16% (102)	25% (163)	45% (292)	654
2016 Vote: Someone else	3% (6)	9% (17)	15% (29)	23% (45)	50% (96)	193
2016 Vote: Didnt Vote	9% (58)	14% (90)	16% (104)	18% (119)	43% (279)	650

Continued on next page

Table HR9_4: Do you agree or disagree with the following statements?
I see accurate representations of my religion in cartoon TV shows.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	6%	(128)	13%	(292)	16%	(356)	21%	(471)	43%	(954)	2201
Voted in 2014: Yes	4%	(57)	13%	(168)	17%	(223)	23%	(312)	43%	(569)	1329
Voted in 2014: No	8%	(71)	14%	(124)	15%	(133)	18%	(159)	44%	(385)	872
2012 Vote: Barack Obama	5%	(37)	14%	(118)	18%	(148)	22%	(175)	41%	(336)	814
2012 Vote: Mitt Romney	3%	(17)	9%	(45)	17%	(88)	26%	(130)	44%	(222)	502
2012 Vote: Other	6%	(6)	9%	(10)	15%	(16)	30%	(33)	40%	(45)	111
2012 Vote: Didn't Vote	9%	(68)	15%	(119)	13%	(103)	17%	(132)	45%	(350)	772
4-Region: Northeast	6%	(23)	15%	(58)	11%	(45)	20%	(81)	48%	(187)	394
4-Region: Midwest	5%	(22)	11%	(50)	17%	(77)	22%	(101)	46%	(212)	462
4-Region: South	6%	(51)	11%	(92)	18%	(145)	23%	(188)	42%	(348)	825
4-Region: West	6%	(32)	18%	(91)	17%	(89)	19%	(101)	40%	(207)	520

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

Table HR9_5: Do you agree or disagree with the following statements?
I see accurate representations of myself in cartoon TV shows.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	8%	(180)	21%	(466)	16%	(346)	17%	(370)	38%	(839)	2201
Gender: Male	8%	(90)	23%	(240)	17%	(181)	17%	(182)	35%	(369)	1062
Gender: Female	8%	(90)	20%	(227)	14%	(165)	16%	(187)	41%	(469)	1139
Age: 18-29	15%	(73)	29%	(141)	15%	(76)	12%	(60)	29%	(141)	492
Age: 30-44	11%	(57)	25%	(132)	14%	(74)	16%	(81)	34%	(178)	521
Age: 45-54	6%	(20)	24%	(86)	17%	(61)	17%	(62)	36%	(129)	358
Age: 55-64	6%	(23)	12%	(48)	20%	(79)	19%	(74)	43%	(169)	393
Age: 65+	2%	(8)	14%	(59)	13%	(56)	21%	(92)	51%	(221)	436
Generation Z: 18-22	16%	(39)	24%	(57)	18%	(42)	12%	(29)	30%	(72)	238
Millennial: Age 23-38	13%	(71)	29%	(159)	14%	(77)	14%	(78)	31%	(170)	555
Generation X: Age 39-54	7%	(40)	25%	(143)	16%	(91)	17%	(97)	36%	(207)	578
Boomers: Age 55-73	4%	(28)	14%	(98)	16%	(119)	20%	(143)	47%	(340)	728
PID: Dem (no lean)	9%	(64)	24%	(180)	17%	(126)	18%	(136)	32%	(241)	747
PID: Ind (no lean)	9%	(73)	18%	(148)	16%	(133)	16%	(135)	41%	(335)	823
PID: Rep (no lean)	7%	(43)	22%	(139)	14%	(87)	16%	(99)	42%	(263)	631
PID/Gender: Dem Men	11%	(32)	29%	(87)	14%	(42)	20%	(60)	26%	(78)	299
PID/Gender: Dem Women	7%	(32)	21%	(93)	19%	(84)	17%	(77)	36%	(162)	448
PID/Gender: Ind Men	9%	(40)	18%	(77)	21%	(91)	17%	(76)	34%	(149)	433
PID/Gender: Ind Women	8%	(33)	18%	(71)	11%	(42)	15%	(59)	48%	(186)	390
PID/Gender: Rep Men	5%	(18)	23%	(76)	15%	(48)	14%	(47)	43%	(142)	330
PID/Gender: Rep Women	8%	(25)	21%	(63)	13%	(39)	17%	(52)	40%	(121)	300
Ideo: Liberal (1-3)	10%	(75)	22%	(157)	18%	(126)	18%	(125)	32%	(231)	714
Ideo: Moderate (4)	7%	(34)	25%	(117)	17%	(82)	18%	(83)	33%	(155)	471
Ideo: Conservative (5-7)	6%	(46)	20%	(147)	16%	(113)	18%	(128)	40%	(288)	721
Educ: < College	8%	(123)	20%	(309)	15%	(232)	16%	(238)	40%	(611)	1513
Educ: Bachelors degree	8%	(35)	25%	(111)	16%	(72)	17%	(76)	34%	(151)	444
Educ: Post-grad	9%	(23)	19%	(47)	17%	(42)	23%	(55)	32%	(77)	244

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Table HR9_5: Do you agree or disagree with the following statements?
I see accurate representations of myself in cartoon TV shows.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	8% (180)	21% (466)	16% (346)	17% (370)	38% (839)	2201
Income: Under 50k	8% (101)	22% (271)	15% (180)	16% (201)	39% (488)	1241
Income: 50k-100k	8% (53)	19% (133)	17% (119)	18% (124)	38% (263)	692
Income: 100k+	10% (26)	23% (62)	18% (47)	17% (45)	33% (88)	268
Ethnicity: White	8% (130)	21% (357)	15% (266)	15% (266)	41% (703)	1723
Ethnicity: Hispanic	6% (23)	33% (116)	16% (57)	18% (63)	26% (91)	350
Ethnicity: Afr. Am.	12% (33)	23% (64)	17% (48)	23% (63)	24% (67)	274
Ethnicity: Other	9% (17)	22% (46)	16% (33)	20% (40)	33% (68)	204
Relig: Protestant	6% (30)	19% (89)	18% (84)	20% (96)	37% (172)	470
Relig: Roman Catholic	7% (28)	26% (105)	19% (77)	14% (56)	33% (134)	400
Relig: Ath./Agn./None	9% (68)	21% (155)	14% (103)	14% (107)	42% (308)	742
Relig: Something Else	10% (33)	20% (65)	13% (44)	17% (57)	39% (129)	328
Relig: Jewish	8% (4)	18% (9)	8% (4)	24% (12)	42% (21)	51
Relig: Evangelical	8% (44)	19% (106)	17% (92)	20% (112)	36% (195)	549
Relig: Non-Evang. Catholics	6% (34)	24% (141)	18% (107)	16% (94)	35% (206)	582
Relig: All Christian	7% (79)	22% (247)	18% (199)	18% (206)	35% (401)	1131
Relig: All Non-Christian	10% (102)	21% (220)	14% (147)	15% (164)	41% (438)	1070
Community: Urban	10% (51)	22% (119)	19% (100)	16% (87)	33% (172)	529
Community: Suburban	8% (84)	21% (221)	16% (163)	17% (177)	38% (400)	1046
Community: Rural	7% (45)	20% (126)	13% (83)	17% (106)	42% (266)	626
Employ: Private Sector	9% (57)	26% (157)	15% (92)	16% (96)	33% (199)	600
Employ: Government	11% (15)	30% (41)	20% (28)	14% (20)	25% (35)	140
Employ: Self-Employed	7% (15)	24% (50)	19% (40)	18% (38)	31% (64)	206
Employ: Homemaker	11% (16)	19% (28)	13% (19)	13% (20)	44% (67)	150
Employ: Student	17% (23)	24% (32)	16% (21)	12% (16)	30% (40)	132
Employ: Retired	3% (15)	15% (80)	14% (75)	22% (113)	46% (244)	527
Employ: Unemployed	8% (19)	18% (45)	16% (40)	16% (40)	43% (108)	252
Employ: Other	11% (21)	17% (34)	16% (31)	14% (27)	42% (82)	195
Military HH: Yes	4% (16)	18% (71)	18% (69)	21% (80)	39% (149)	385
Military HH: No	9% (164)	22% (395)	15% (277)	16% (289)	38% (690)	1816

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Table HR9_5: Do you agree or disagree with the following statements?
I see accurate representations of myself in cartoon TV shows.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	8% (180)	21% (466)	16% (346)	17% (370)	38% (839)	2201
RD/WT: Right Direction	7% (55)	20% (156)	15% (118)	16% (126)	42% (323)	777
RD/WT: Wrong Track	9% (126)	22% (311)	16% (228)	17% (244)	36% (516)	1424
Trump Job Approve	7% (61)	21% (178)	14% (119)	17% (142)	42% (358)	858
Trump Job Disapprove	9% (108)	23% (274)	18% (217)	18% (223)	32% (391)	1214
Trump Job Strongly Approve	6% (30)	16% (75)	13% (61)	18% (84)	45% (207)	458
Trump Job Somewhat Approve	8% (31)	26% (103)	15% (58)	14% (57)	38% (150)	400
Trump Job Somewhat Disapprove	7% (20)	25% (70)	18% (52)	20% (56)	30% (84)	282
Trump Job Strongly Disapprove	9% (88)	22% (204)	18% (165)	18% (167)	33% (307)	931
Favorable of Trump	8% (65)	21% (176)	15% (126)	16% (135)	41% (353)	855
Unfavorable of Trump	8% (100)	23% (279)	17% (206)	18% (212)	33% (398)	1194
Very Favorable of Trump	7% (31)	19% (90)	13% (61)	18% (88)	44% (209)	479
Somewhat Favorable of Trump	9% (33)	23% (86)	17% (65)	13% (47)	38% (144)	376
Somewhat Unfavorable of Trump	9% (16)	24% (47)	16% (31)	20% (39)	30% (58)	190
Very Unfavorable of Trump	8% (83)	23% (232)	17% (175)	17% (173)	34% (341)	1004
#1 Issue: Economy	7% (40)	25% (138)	17% (90)	16% (86)	35% (188)	542
#1 Issue: Security	8% (33)	16% (69)	16% (69)	16% (70)	44% (190)	431
#1 Issue: Health Care	9% (33)	19% (67)	20% (71)	17% (60)	36% (128)	360
#1 Issue: Medicare / Social Security	4% (14)	16% (53)	14% (46)	19% (61)	47% (156)	329
#1 Issue: Women's Issues	12% (14)	28% (34)	16% (19)	15% (17)	29% (35)	119
#1 Issue: Education	9% (14)	24% (36)	15% (24)	21% (32)	31% (47)	153
#1 Issue: Energy	19% (22)	32% (38)	12% (15)	10% (12)	28% (33)	121
#1 Issue: Other	6% (9)	22% (32)	9% (13)	21% (31)	42% (62)	146
2018 House Vote: Democrat	8% (68)	22% (177)	17% (141)	20% (160)	33% (267)	813
2018 House Vote: Republican	6% (40)	20% (133)	15% (100)	18% (116)	41% (269)	658
2018 House Vote: Someone else	5% (6)	14% (16)	18% (21)	19% (22)	44% (52)	117
2018 House Vote: Didnt Vote	11% (66)	23% (137)	13% (82)	12% (71)	41% (250)	606
2016 Vote: Hillary Clinton	8% (53)	25% (176)	17% (121)	18% (125)	32% (227)	702
2016 Vote: Donald Trump	6% (41)	19% (123)	15% (95)	17% (110)	43% (284)	654
2016 Vote: Someone else	5% (10)	17% (32)	18% (34)	15% (28)	45% (88)	193
2016 Vote: Didnt Vote	12% (77)	21% (135)	15% (95)	16% (105)	37% (238)	650

Continued on next page

Table HR9_5: Do you agree or disagree with the following statements?
I see accurate representations of myself in cartoon TV shows.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	8%	(180)	21%	(466)	16%	(346)	17%	(370)	38%	(839)	2201
Voted in 2014: Yes	7%	(95)	20%	(269)	17%	(222)	17%	(232)	38%	(511)	1329
Voted in 2014: No	10%	(86)	23%	(197)	14%	(124)	16%	(137)	38%	(328)	872
2012 Vote: Barack Obama	8%	(62)	23%	(187)	17%	(142)	18%	(148)	34%	(275)	814
2012 Vote: Mitt Romney	6%	(32)	17%	(85)	16%	(81)	18%	(89)	43%	(216)	502
2012 Vote: Other	4%	(4)	15%	(17)	18%	(20)	25%	(27)	38%	(43)	111
2012 Vote: Didn't Vote	11%	(82)	23%	(178)	13%	(102)	14%	(105)	40%	(305)	772
4-Region: Northeast	8%	(31)	25%	(99)	14%	(54)	14%	(56)	39%	(153)	394
4-Region: Midwest	9%	(42)	18%	(82)	16%	(76)	16%	(75)	41%	(187)	462
4-Region: South	8%	(64)	19%	(161)	17%	(139)	18%	(147)	38%	(314)	825
4-Region: West	8%	(43)	24%	(125)	15%	(77)	18%	(92)	35%	(184)	520

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

Table HR10_1: When deciding what movie to watch, how important are the following?

All of the actors are the same race as the characters they are portraying

Demographic	Very important		Somewhat important		Not that important		Not important at all		Don't know / No opinion		Total N
Adults	17%	(365)	22%	(487)	22%	(482)	26%	(565)	14%	(302)	2201
Gender: Male	17%	(177)	23%	(247)	20%	(214)	28%	(297)	12%	(127)	1062
Gender: Female	16%	(188)	21%	(240)	23%	(268)	24%	(268)	15%	(175)	1139
Age: 18-29	24%	(116)	25%	(123)	18%	(87)	18%	(90)	16%	(77)	492
Age: 30-44	14%	(75)	22%	(116)	22%	(116)	28%	(143)	13%	(70)	521
Age: 45-54	17%	(61)	21%	(76)	25%	(89)	25%	(89)	12%	(43)	358
Age: 55-64	15%	(60)	20%	(80)	24%	(93)	29%	(113)	12%	(46)	393
Age: 65+	12%	(52)	21%	(92)	22%	(96)	30%	(130)	15%	(66)	436
Generation Z: 18-22	27%	(64)	24%	(56)	20%	(47)	14%	(33)	16%	(38)	238
Millennial: Age 23-38	19%	(103)	24%	(133)	17%	(95)	26%	(142)	15%	(82)	555
Generation X: Age 39-54	15%	(85)	22%	(126)	26%	(149)	26%	(148)	12%	(70)	578
Boomers: Age 55-73	14%	(101)	20%	(144)	23%	(169)	30%	(220)	13%	(94)	728
PID: Dem (no lean)	19%	(145)	23%	(173)	22%	(167)	25%	(185)	10%	(78)	747
PID: Ind (no lean)	16%	(131)	22%	(179)	21%	(176)	23%	(192)	18%	(145)	823
PID: Rep (no lean)	14%	(89)	22%	(136)	22%	(139)	30%	(188)	12%	(79)	631
PID/Gender: Dem Men	21%	(61)	23%	(70)	19%	(58)	26%	(79)	10%	(31)	299
PID/Gender: Dem Women	19%	(84)	23%	(103)	24%	(109)	24%	(106)	10%	(47)	448
PID/Gender: Ind Men	15%	(67)	24%	(103)	21%	(93)	25%	(109)	14%	(62)	433
PID/Gender: Ind Women	16%	(64)	20%	(76)	21%	(83)	21%	(83)	21%	(84)	390
PID/Gender: Rep Men	15%	(49)	23%	(75)	19%	(63)	33%	(110)	10%	(34)	330
PID/Gender: Rep Women	13%	(40)	20%	(61)	25%	(76)	26%	(79)	15%	(44)	300
Ideo: Liberal (1-3)	22%	(157)	21%	(153)	23%	(166)	22%	(154)	12%	(84)	714
Ideo: Moderate (4)	15%	(71)	22%	(104)	23%	(109)	30%	(140)	10%	(47)	471
Ideo: Conservative (5-7)	14%	(98)	25%	(177)	23%	(163)	28%	(202)	11%	(81)	721
Educ: < College	16%	(248)	21%	(318)	21%	(325)	25%	(378)	16%	(243)	1513
Educ: Bachelors degree	16%	(71)	27%	(119)	24%	(104)	27%	(120)	7%	(29)	444
Educ: Post-grad	19%	(45)	21%	(50)	21%	(52)	27%	(66)	12%	(30)	244

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Table HR10_1: When deciding what movie to watch, how important are the following?
All of the actors are the same race as the characters they are portraying

Demographic	Very important	Somewhat important	Not that important	Not important at all	Don't know / No opinion	Total N
Adults	17% (365)	22% (487)	22% (482)	26% (565)	14% (302)	2201
Income: Under 50k	17% (213)	22% (268)	21% (267)	23% (286)	17% (207)	1241
Income: 50k-100k	15% (106)	23% (158)	22% (149)	30% (205)	11% (75)	692
Income: 100k+	17% (46)	23% (62)	24% (66)	28% (75)	7% (20)	268
Ethnicity: White	15% (258)	22% (381)	23% (390)	26% (454)	14% (240)	1723
Ethnicity: Hispanic	18% (62)	23% (81)	22% (76)	24% (84)	13% (46)	350
Ethnicity: Afr. Am.	26% (72)	21% (58)	19% (53)	18% (50)	15% (42)	274
Ethnicity: Other	17% (35)	24% (48)	19% (39)	30% (62)	10% (20)	204
Relig: Protestant	15% (70)	24% (111)	23% (109)	25% (120)	13% (60)	470
Relig: Roman Catholic	16% (64)	24% (98)	24% (97)	28% (111)	8% (31)	400
Relig: Ath./Agn./None	17% (123)	20% (145)	21% (154)	27% (199)	16% (120)	742
Relig: Something Else	16% (52)	25% (81)	19% (62)	26% (84)	15% (49)	328
Relig: Jewish	10% (5)	23% (12)	17% (9)	34% (17)	15% (8)	51
Relig: Evangelical	19% (102)	23% (124)	22% (121)	22% (121)	15% (81)	549
Relig: Non-Evang. Catholics	15% (89)	23% (136)	25% (144)	28% (162)	9% (52)	582
Relig: All Christian	17% (190)	23% (261)	23% (265)	25% (282)	12% (133)	1131
Relig: All Non-Christian	16% (174)	21% (227)	20% (217)	26% (283)	16% (169)	1070
Community: Urban	19% (102)	23% (122)	23% (119)	20% (106)	15% (80)	529
Community: Suburban	15% (155)	24% (255)	21% (223)	27% (281)	13% (131)	1046
Community: Rural	17% (107)	18% (110)	22% (139)	28% (178)	15% (91)	626
Employ: Private Sector	16% (98)	24% (145)	23% (137)	27% (164)	9% (55)	600
Employ: Government	17% (24)	16% (23)	27% (37)	26% (36)	14% (19)	140
Employ: Self-Employed	21% (43)	25% (50)	18% (38)	22% (46)	14% (29)	206
Employ: Homemaker	16% (24)	21% (32)	23% (35)	22% (33)	17% (25)	150
Employ: Student	25% (33)	18% (24)	20% (27)	20% (26)	17% (22)	132
Employ: Retired	13% (69)	22% (118)	22% (118)	29% (153)	13% (68)	527
Employ: Unemployed	18% (46)	17% (43)	21% (52)	25% (63)	20% (49)	252
Employ: Other	14% (27)	27% (53)	19% (37)	22% (43)	18% (34)	195
Military HH: Yes	16% (61)	25% (96)	24% (91)	26% (100)	10% (37)	385
Military HH: No	17% (304)	22% (392)	22% (391)	26% (465)	15% (264)	1816

Continued on next page

Table HR10_1: When deciding what movie to watch, how important are the following?
 All of the actors are the same race as the characters they are portraying

Demographic	Very important	Somewhat important	Not that important	Not important at all	Don't know / No opinion	Total N
Adults	17% (365)	22% (487)	22% (482)	26% (565)	14% (302)	2201
RD/WT: Right Direction	13% (101)	22% (173)	21% (161)	29% (226)	15% (115)	777
RD/WT: Wrong Track	18% (263)	22% (314)	22% (320)	24% (339)	13% (187)	1424
Trump Job Approve	13% (113)	24% (203)	22% (185)	29% (246)	13% (110)	858
Trump Job Disapprove	19% (237)	22% (267)	23% (273)	24% (297)	11% (139)	1214
Trump Job Strongly Approve	16% (72)	24% (109)	17% (78)	30% (137)	14% (62)	458
Trump Job Somewhat Approve	10% (41)	24% (94)	27% (108)	27% (110)	12% (48)	400
Trump Job Somewhat Disapprove	13% (38)	23% (64)	24% (68)	30% (84)	10% (28)	282
Trump Job Strongly Disapprove	21% (199)	22% (202)	22% (205)	23% (213)	12% (112)	931
Favorable of Trump	14% (116)	23% (196)	22% (190)	29% (247)	12% (107)	855
Unfavorable of Trump	20% (233)	22% (263)	23% (272)	25% (299)	11% (126)	1194
Very Favorable of Trump	15% (72)	22% (103)	20% (98)	29% (138)	14% (68)	479
Somewhat Favorable of Trump	12% (43)	25% (93)	24% (92)	29% (109)	10% (38)	376
Somewhat Unfavorable of Trump	13% (25)	24% (46)	21% (41)	35% (66)	7% (13)	190
Very Unfavorable of Trump	21% (208)	22% (218)	23% (232)	23% (233)	11% (114)	1004
#1 Issue: Economy	15% (79)	22% (118)	28% (151)	23% (127)	12% (67)	542
#1 Issue: Security	15% (65)	23% (98)	17% (75)	33% (140)	12% (53)	431
#1 Issue: Health Care	17% (60)	21% (76)	24% (86)	25% (91)	13% (47)	360
#1 Issue: Medicare / Social Security	17% (58)	19% (61)	21% (68)	26% (86)	17% (56)	329
#1 Issue: Women's Issues	29% (35)	21% (25)	18% (22)	20% (23)	11% (14)	119
#1 Issue: Education	16% (25)	25% (39)	18% (28)	25% (38)	15% (22)	153
#1 Issue: Energy	17% (21)	31% (37)	22% (27)	22% (27)	7% (9)	121
#1 Issue: Other	15% (22)	23% (33)	17% (25)	22% (32)	23% (33)	146
2018 House Vote: Democrat	20% (164)	22% (178)	24% (195)	24% (192)	10% (85)	813
2018 House Vote: Republican	14% (95)	24% (161)	19% (127)	30% (200)	12% (76)	658
2018 House Vote: Someone else	13% (15)	12% (14)	28% (33)	25% (29)	22% (26)	117
2018 House Vote: Didnt Vote	15% (91)	22% (132)	20% (124)	24% (145)	19% (115)	606
2016 Vote: Hillary Clinton	21% (144)	24% (166)	22% (156)	23% (158)	11% (78)	702
2016 Vote: Donald Trump	15% (96)	23% (152)	20% (132)	29% (193)	12% (81)	654
2016 Vote: Someone else	12% (23)	13% (26)	28% (54)	31% (59)	16% (30)	193
2016 Vote: Didnt Vote	16% (102)	22% (141)	21% (140)	24% (155)	17% (113)	650

Continued on next page

Table HR10_1: When deciding what movie to watch, how important are the following?
All of the actors are the same race as the characters they are portraying

Demographic	Very important		Somewhat important		Not that important		Not important at all		Don't know / No opinion		Total N
Adults	17%	(365)	22%	(487)	22%	(482)	26%	(565)	14%	(302)	2201
Voted in 2014: Yes	16%	(218)	22%	(296)	22%	(298)	27%	(361)	12%	(156)	1329
Voted in 2014: No	17%	(147)	22%	(191)	21%	(183)	23%	(205)	17%	(146)	872
2012 Vote: Barack Obama	19%	(154)	22%	(178)	24%	(193)	25%	(200)	11%	(90)	814
2012 Vote: Mitt Romney	14%	(71)	24%	(120)	22%	(110)	29%	(146)	11%	(55)	502
2012 Vote: Other	13%	(14)	16%	(18)	20%	(22)	32%	(35)	19%	(21)	111
2012 Vote: Didn't Vote	16%	(126)	22%	(171)	20%	(155)	24%	(184)	18%	(137)	772
4-Region: Northeast	14%	(55)	21%	(81)	21%	(82)	29%	(112)	16%	(63)	394
4-Region: Midwest	15%	(69)	21%	(95)	24%	(111)	24%	(112)	16%	(75)	462
4-Region: South	18%	(151)	21%	(176)	23%	(187)	26%	(216)	12%	(95)	825
4-Region: West	17%	(90)	26%	(135)	19%	(101)	24%	(125)	13%	(69)	520

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

Table HR10_2: When deciding what movie to watch, how important are the following?
The movie avoids gender stereotypes

Demographic	Very important		Somewhat important		Not that important		Not important at all		Don't know / No opinion		Total N
Adults	15%	(334)	23%	(498)	24%	(531)	23%	(509)	15%	(329)	2201
Gender: Male	13%	(133)	22%	(231)	25%	(268)	28%	(301)	12%	(130)	1062
Gender: Female	18%	(201)	23%	(267)	23%	(264)	18%	(208)	17%	(199)	1139
Age: 18-29	20%	(100)	25%	(125)	20%	(96)	19%	(92)	16%	(79)	492
Age: 30-44	15%	(79)	21%	(109)	26%	(135)	23%	(119)	15%	(79)	521
Age: 45-54	15%	(53)	22%	(81)	25%	(89)	24%	(86)	14%	(50)	358
Age: 55-64	14%	(56)	20%	(80)	27%	(107)	27%	(105)	11%	(45)	393
Age: 65+	11%	(46)	24%	(104)	24%	(104)	24%	(106)	18%	(76)	436
Generation Z: 18-22	25%	(60)	27%	(65)	16%	(38)	17%	(40)	15%	(35)	238
Millennial: Age 23-38	17%	(97)	22%	(121)	24%	(133)	21%	(119)	16%	(86)	555
Generation X: Age 39-54	13%	(76)	22%	(129)	26%	(149)	24%	(138)	15%	(87)	578
Boomers: Age 55-73	13%	(94)	21%	(154)	25%	(183)	26%	(193)	14%	(104)	728
PID: Dem (no lean)	21%	(159)	28%	(212)	22%	(165)	18%	(132)	11%	(79)	747
PID: Ind (no lean)	13%	(108)	22%	(177)	23%	(188)	25%	(204)	18%	(146)	823
PID: Rep (no lean)	11%	(67)	17%	(109)	28%	(178)	27%	(173)	16%	(104)	631
PID/Gender: Dem Men	19%	(55)	29%	(86)	23%	(68)	20%	(60)	10%	(29)	299
PID/Gender: Dem Women	23%	(103)	28%	(126)	22%	(97)	16%	(72)	11%	(50)	448
PID/Gender: Ind Men	11%	(49)	22%	(94)	24%	(105)	30%	(129)	13%	(56)	433
PID/Gender: Ind Women	15%	(59)	21%	(83)	21%	(83)	19%	(74)	23%	(91)	390
PID/Gender: Rep Men	9%	(28)	15%	(51)	29%	(94)	34%	(111)	14%	(46)	330
PID/Gender: Rep Women	13%	(38)	20%	(59)	28%	(84)	20%	(61)	19%	(58)	300
Ideo: Liberal (1-3)	23%	(163)	29%	(208)	20%	(143)	17%	(123)	11%	(78)	714
Ideo: Moderate (4)	10%	(49)	25%	(117)	28%	(134)	26%	(121)	11%	(51)	471
Ideo: Conservative (5-7)	11%	(82)	18%	(131)	27%	(194)	29%	(212)	14%	(103)	721
Educ: < College	15%	(231)	21%	(322)	23%	(342)	23%	(349)	18%	(269)	1513
Educ: Bachelors degree	16%	(71)	26%	(116)	26%	(118)	23%	(101)	9%	(38)	444
Educ: Post-grad	13%	(32)	24%	(60)	29%	(71)	24%	(59)	9%	(22)	244

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Table HR10_2: When deciding what movie to watch, how important are the following?
The movie avoids gender stereotypes

Demographic	Very important	Somewhat important	Not that important	Not important at all	Don't know / No opinion	Total N
Adults	15% (334)	23% (498)	24% (531)	23% (509)	15% (329)	2201
Income: Under 50k	16% (204)	20% (253)	23% (281)	23% (285)	18% (218)	1241
Income: 50k-100k	13% (88)	26% (180)	25% (171)	24% (163)	13% (89)	692
Income: 100k+	16% (42)	24% (65)	29% (79)	23% (61)	8% (22)	268
Ethnicity: White	13% (225)	22% (384)	25% (433)	24% (421)	15% (259)	1723
Ethnicity: Hispanic	13% (44)	23% (82)	26% (91)	23% (80)	15% (52)	350
Ethnicity: Afr. Am.	28% (77)	22% (59)	19% (51)	15% (41)	17% (46)	274
Ethnicity: Other	16% (32)	27% (55)	23% (47)	22% (46)	12% (24)	204
Relig: Protestant	13% (62)	25% (117)	23% (107)	24% (112)	15% (72)	470
Relig: Roman Catholic	13% (54)	22% (88)	32% (129)	23% (90)	10% (40)	400
Relig: Ath./Agn./None	15% (108)	24% (178)	22% (159)	24% (179)	16% (117)	742
Relig: Something Else	15% (51)	21% (69)	23% (75)	25% (83)	15% (50)	328
Relig: Jewish	10% (5)	31% (16)	16% (8)	28% (15)	14% (7)	51
Relig: Evangelical	18% (100)	21% (114)	23% (126)	19% (106)	19% (103)	549
Relig: Non-Evang. Catholics	13% (75)	23% (137)	29% (171)	24% (140)	10% (60)	582
Relig: All Christian	15% (175)	22% (251)	26% (296)	22% (246)	14% (163)	1131
Relig: All Non-Christian	15% (159)	23% (247)	22% (235)	25% (262)	16% (167)	1070
Community: Urban	19% (100)	26% (138)	21% (111)	19% (98)	15% (81)	529
Community: Suburban	15% (160)	22% (233)	25% (264)	23% (236)	15% (153)	1046
Community: Rural	12% (74)	20% (127)	25% (156)	28% (174)	15% (95)	626
Employ: Private Sector	13% (80)	23% (141)	27% (160)	25% (150)	12% (70)	600
Employ: Government	14% (20)	27% (38)	24% (34)	20% (28)	14% (20)	140
Employ: Self-Employed	18% (38)	25% (51)	22% (46)	21% (42)	14% (29)	206
Employ: Homemaker	12% (19)	23% (34)	26% (40)	17% (26)	21% (32)	150
Employ: Student	24% (32)	25% (34)	15% (19)	24% (31)	12% (16)	132
Employ: Retired	12% (65)	22% (115)	26% (137)	26% (136)	14% (73)	527
Employ: Unemployed	17% (42)	17% (43)	23% (57)	23% (58)	21% (52)	252
Employ: Other	20% (39)	21% (42)	20% (38)	19% (37)	20% (39)	195
Military HH: Yes	13% (49)	23% (90)	26% (100)	28% (107)	10% (39)	385
Military HH: No	16% (285)	22% (408)	24% (431)	22% (401)	16% (290)	1816

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Table HR10_2: When deciding what movie to watch, how important are the following?
The movie avoids gender stereotypes

Demographic	Very important	Somewhat important	Not that important	Not important at all	Don't know / No opinion	Total N
Adults	15% (334)	23% (498)	24% (531)	23% (509)	15% (329)	2201
RD/WT: Right Direction	10% (81)	19% (149)	26% (200)	29% (223)	16% (123)	777
RD/WT: Wrong Track	18% (253)	25% (349)	23% (331)	20% (285)	14% (206)	1424
Trump Job Approve	9% (78)	19% (162)	25% (218)	32% (270)	15% (129)	858
Trump Job Disapprove	20% (239)	26% (318)	24% (288)	18% (223)	12% (145)	1214
Trump Job Strongly Approve	11% (49)	18% (81)	22% (99)	33% (149)	17% (80)	458
Trump Job Somewhat Approve	7% (29)	20% (81)	30% (119)	30% (122)	12% (49)	400
Trump Job Somewhat Disapprove	12% (34)	28% (80)	31% (88)	18% (50)	11% (30)	282
Trump Job Strongly Disapprove	22% (205)	26% (238)	22% (201)	19% (173)	12% (115)	931
Favorable of Trump	9% (74)	19% (161)	26% (223)	32% (270)	15% (127)	855
Unfavorable of Trump	20% (237)	27% (319)	24% (289)	18% (215)	11% (135)	1194
Very Favorable of Trump	10% (48)	16% (76)	22% (105)	34% (163)	18% (87)	479
Somewhat Favorable of Trump	7% (26)	23% (85)	31% (118)	28% (106)	11% (41)	376
Somewhat Unfavorable of Trump	14% (26)	24% (46)	31% (60)	22% (41)	9% (17)	190
Very Unfavorable of Trump	21% (211)	27% (273)	23% (229)	17% (173)	12% (117)	1004
#1 Issue: Economy	12% (64)	23% (125)	29% (155)	24% (128)	13% (70)	542
#1 Issue: Security	10% (42)	18% (79)	24% (103)	34% (147)	14% (59)	431
#1 Issue: Health Care	17% (63)	25% (92)	27% (96)	15% (54)	15% (55)	360
#1 Issue: Medicare / Social Security	15% (48)	20% (67)	21% (70)	26% (85)	18% (60)	329
#1 Issue: Women's Issues	23% (28)	27% (33)	27% (32)	9% (11)	14% (16)	119
#1 Issue: Education	18% (28)	23% (35)	20% (31)	24% (36)	15% (23)	153
#1 Issue: Energy	22% (27)	32% (39)	17% (21)	19% (23)	9% (11)	121
#1 Issue: Other	24% (34)	20% (29)	16% (23)	17% (25)	23% (34)	146
2018 House Vote: Democrat	20% (164)	27% (218)	24% (192)	18% (149)	11% (91)	813
2018 House Vote: Republican	9% (60)	19% (128)	27% (181)	29% (194)	15% (96)	658
2018 House Vote: Someone else	12% (15)	23% (27)	21% (24)	25% (29)	19% (22)	117
2018 House Vote: Didnt Vote	15% (94)	21% (124)	22% (133)	22% (135)	20% (119)	606
2016 Vote: Hillary Clinton	22% (152)	27% (192)	23% (158)	17% (118)	12% (83)	702
2016 Vote: Donald Trump	9% (57)	19% (126)	27% (176)	29% (192)	16% (103)	654
2016 Vote: Someone else	10% (20)	20% (39)	28% (54)	26% (50)	16% (30)	193
2016 Vote: Didnt Vote	16% (105)	22% (140)	22% (142)	23% (149)	17% (113)	650

Continued on next page

Table HR10_2: When deciding what movie to watch, how important are the following?
The movie avoids gender stereotypes

Demographic	Very important		Somewhat important		Not that important		Not important at all		Don't know / No opinion		Total N
Adults	15%	(334)	23%	(498)	24%	(531)	23%	(509)	15%	(329)	2201
Voted in 2014: Yes	15%	(203)	22%	(298)	26%	(352)	23%	(310)	13%	(167)	1329
Voted in 2014: No	15%	(131)	23%	(200)	21%	(180)	23%	(199)	19%	(162)	872
2012 Vote: Barack Obama	20%	(167)	25%	(204)	26%	(208)	17%	(137)	12%	(99)	814
2012 Vote: Mitt Romney	9%	(45)	18%	(90)	29%	(144)	31%	(155)	14%	(68)	502
2012 Vote: Other	7%	(8)	16%	(18)	27%	(30)	34%	(38)	15%	(17)	111
2012 Vote: Didn't Vote	15%	(114)	24%	(186)	19%	(149)	23%	(178)	19%	(146)	772
4-Region: Northeast	17%	(68)	19%	(75)	23%	(89)	24%	(96)	17%	(66)	394
4-Region: Midwest	13%	(62)	21%	(99)	27%	(127)	21%	(97)	17%	(77)	462
4-Region: South	15%	(125)	23%	(190)	23%	(191)	24%	(196)	15%	(123)	825
4-Region: West	15%	(78)	26%	(135)	24%	(124)	23%	(119)	12%	(63)	520

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

Table HR10_3: When deciding what movie to watch, how important are the following?
The movie avoids racial stereotypes

Demographic	Very important		Somewhat important		Not that important		Not important at all		Don't know / No opinion		Total N
Adults	20%	(439)	25%	(545)	20%	(439)	20%	(442)	15%	(336)	2201
Gender: Male	16%	(173)	24%	(251)	22%	(234)	25%	(270)	13%	(134)	1062
Gender: Female	23%	(266)	26%	(294)	18%	(206)	15%	(172)	18%	(202)	1139
Age: 18-29	26%	(128)	23%	(114)	19%	(94)	16%	(80)	15%	(75)	492
Age: 30-44	20%	(102)	22%	(115)	22%	(116)	21%	(108)	16%	(82)	521
Age: 45-54	22%	(77)	22%	(80)	20%	(72)	22%	(79)	14%	(50)	358
Age: 55-64	19%	(73)	27%	(104)	16%	(65)	25%	(100)	13%	(51)	393
Age: 65+	14%	(59)	30%	(132)	21%	(92)	17%	(75)	18%	(78)	436
Generation Z: 18-22	30%	(72)	21%	(50)	19%	(45)	13%	(30)	17%	(41)	238
Millennial: Age 23-38	22%	(125)	24%	(131)	19%	(106)	20%	(113)	15%	(81)	555
Generation X: Age 39-54	19%	(111)	22%	(129)	23%	(131)	21%	(124)	15%	(85)	578
Boomers: Age 55-73	16%	(115)	29%	(209)	19%	(136)	22%	(159)	15%	(109)	728
PID: Dem (no lean)	28%	(212)	29%	(213)	18%	(137)	13%	(100)	11%	(84)	747
PID: Ind (no lean)	18%	(148)	23%	(186)	18%	(145)	23%	(191)	19%	(153)	823
PID: Rep (no lean)	12%	(79)	23%	(146)	25%	(157)	24%	(150)	16%	(99)	631
PID/Gender: Dem Men	24%	(72)	25%	(75)	22%	(67)	18%	(53)	11%	(32)	299
PID/Gender: Dem Women	31%	(140)	31%	(138)	16%	(70)	11%	(48)	12%	(52)	448
PID/Gender: Ind Men	16%	(68)	25%	(108)	19%	(81)	27%	(118)	13%	(58)	433
PID/Gender: Ind Women	20%	(80)	20%	(78)	16%	(64)	19%	(73)	24%	(95)	390
PID/Gender: Rep Men	10%	(33)	21%	(68)	26%	(86)	30%	(100)	13%	(44)	330
PID/Gender: Rep Women	15%	(45)	26%	(77)	24%	(72)	17%	(51)	18%	(55)	300
Ideo: Liberal (1-3)	28%	(199)	30%	(216)	18%	(130)	12%	(88)	11%	(81)	714
Ideo: Moderate (4)	17%	(80)	27%	(128)	20%	(94)	25%	(116)	11%	(53)	471
Ideo: Conservative (5-7)	15%	(108)	22%	(158)	23%	(167)	26%	(186)	14%	(102)	721
Educ: < College	20%	(304)	23%	(341)	19%	(292)	20%	(308)	18%	(269)	1513
Educ: Bachelors degree	21%	(93)	30%	(134)	22%	(96)	19%	(83)	9%	(38)	444
Educ: Post-grad	17%	(43)	29%	(71)	21%	(51)	21%	(51)	12%	(28)	244

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Table HR10_3: When deciding what movie to watch, how important are the following?
The movie avoids racial stereotypes

Demographic	Very important	Somewhat important	Not that important	Not important at all	Don't know / No opinion	Total N
Adults	20% (439)	25% (545)	20% (439)	20% (442)	15% (336)	2201
Income: Under 50k	21% (267)	23% (281)	18% (227)	20% (244)	18% (221)	1241
Income: 50k-100k	17% (118)	28% (194)	21% (147)	21% (142)	13% (91)	692
Income: 100k+	20% (55)	26% (70)	24% (65)	21% (56)	9% (23)	268
Ethnicity: White	17% (293)	25% (430)	22% (376)	21% (365)	15% (259)	1723
Ethnicity: Hispanic	20% (69)	22% (78)	21% (75)	21% (74)	15% (53)	350
Ethnicity: Afr. Am.	36% (98)	25% (67)	9% (26)	12% (32)	18% (51)	274
Ethnicity: Other	24% (48)	24% (48)	18% (37)	22% (45)	13% (26)	204
Relig: Protestant	18% (82)	30% (141)	21% (100)	17% (80)	14% (68)	470
Relig: Roman Catholic	16% (64)	26% (105)	27% (107)	20% (81)	11% (43)	400
Relig: Ath./Agn./None	19% (139)	23% (172)	19% (143)	22% (166)	16% (121)	742
Relig: Something Else	24% (79)	23% (75)	15% (50)	23% (74)	15% (49)	328
Relig: Jewish	18% (9)	30% (15)	12% (6)	23% (11)	18% (9)	51
Relig: Evangelical	23% (127)	26% (141)	18% (99)	15% (80)	19% (102)	549
Relig: Non-Evang. Catholics	16% (93)	27% (158)	25% (147)	21% (122)	11% (63)	582
Relig: All Christian	19% (220)	26% (299)	22% (246)	18% (201)	15% (165)	1131
Relig: All Non-Christian	20% (219)	23% (246)	18% (194)	22% (240)	16% (170)	1070
Community: Urban	24% (127)	29% (151)	17% (92)	15% (80)	15% (79)	529
Community: Suburban	21% (219)	25% (258)	21% (219)	19% (201)	14% (149)	1046
Community: Rural	15% (93)	22% (137)	20% (127)	26% (161)	17% (108)	626
Employ: Private Sector	19% (117)	27% (160)	22% (131)	22% (133)	10% (60)	600
Employ: Government	19% (26)	21% (30)	23% (32)	19% (27)	18% (25)	140
Employ: Self-Employed	21% (42)	31% (63)	16% (33)	20% (41)	13% (26)	206
Employ: Homemaker	19% (28)	26% (39)	18% (26)	16% (24)	22% (32)	150
Employ: Student	29% (38)	18% (24)	20% (27)	15% (20)	17% (23)	132
Employ: Retired	16% (82)	27% (140)	23% (121)	20% (105)	15% (79)	527
Employ: Unemployed	24% (60)	19% (49)	14% (36)	23% (57)	19% (49)	252
Employ: Other	23% (45)	21% (40)	17% (32)	18% (35)	22% (42)	195
Military HH: Yes	17% (66)	27% (102)	23% (88)	22% (85)	11% (43)	385
Military HH: No	21% (373)	24% (443)	19% (351)	20% (357)	16% (292)	1816

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Table HR10_3: When deciding what movie to watch, how important are the following?
The movie avoids racial stereotypes

Demographic	Very important	Somewhat important	Not that important	Not important at all	Don't know / No opinion	Total N
Adults	20% (439)	25% (545)	20% (439)	20% (442)	15% (336)	2201
RD/WT: Right Direction	13% (102)	22% (170)	23% (175)	26% (204)	16% (125)	777
RD/WT: Wrong Track	24% (336)	26% (375)	19% (264)	17% (237)	15% (211)	1424
Trump Job Approve	12% (105)	21% (184)	23% (193)	29% (251)	15% (125)	858
Trump Job Disapprove	26% (315)	28% (342)	19% (227)	15% (178)	12% (152)	1214
Trump Job Strongly Approve	14% (66)	19% (86)	20% (90)	30% (137)	17% (79)	458
Trump Job Somewhat Approve	10% (39)	25% (98)	26% (103)	29% (114)	11% (45)	400
Trump Job Somewhat Disapprove	19% (53)	30% (85)	23% (65)	16% (45)	12% (33)	282
Trump Job Strongly Disapprove	28% (262)	28% (256)	17% (161)	14% (133)	13% (119)	931
Favorable of Trump	12% (102)	22% (186)	23% (200)	29% (244)	14% (123)	855
Unfavorable of Trump	26% (309)	29% (342)	19% (225)	15% (176)	12% (142)	1194
Very Favorable of Trump	13% (61)	18% (85)	22% (108)	29% (140)	18% (86)	479
Somewhat Favorable of Trump	11% (41)	27% (102)	25% (92)	28% (104)	10% (37)	376
Somewhat Unfavorable of Trump	19% (36)	28% (53)	24% (45)	19% (36)	11% (20)	190
Very Unfavorable of Trump	27% (273)	29% (289)	18% (180)	14% (141)	12% (122)	1004
#1 Issue: Economy	16% (88)	27% (145)	22% (121)	21% (116)	14% (74)	542
#1 Issue: Security	16% (68)	19% (83)	20% (85)	30% (130)	15% (64)	431
#1 Issue: Health Care	24% (85)	27% (98)	21% (74)	13% (47)	16% (56)	360
#1 Issue: Medicare / Social Security	17% (55)	27% (89)	17% (56)	20% (67)	19% (63)	329
#1 Issue: Women's Issues	30% (36)	24% (29)	18% (22)	14% (17)	13% (15)	119
#1 Issue: Education	27% (41)	23% (35)	19% (30)	18% (27)	13% (20)	153
#1 Issue: Energy	27% (32)	28% (34)	22% (26)	13% (15)	11% (13)	121
#1 Issue: Other	24% (35)	21% (31)	18% (26)	16% (24)	21% (31)	146
2018 House Vote: Democrat	27% (220)	29% (233)	19% (151)	15% (118)	11% (90)	813
2018 House Vote: Republican	12% (79)	24% (156)	22% (145)	27% (181)	15% (97)	658
2018 House Vote: Someone else	16% (19)	25% (29)	15% (18)	20% (23)	24% (28)	117
2018 House Vote: Didnt Vote	20% (121)	20% (122)	21% (124)	19% (118)	20% (120)	606
2016 Vote: Hillary Clinton	29% (203)	29% (203)	17% (123)	13% (89)	12% (84)	702
2016 Vote: Donald Trump	12% (76)	23% (151)	24% (154)	26% (171)	16% (102)	654
2016 Vote: Someone else	15% (29)	24% (46)	21% (40)	22% (41)	19% (36)	193
2016 Vote: Didnt Vote	20% (130)	22% (143)	19% (123)	21% (140)	17% (114)	650

Continued on next page

Table HR10_3: When deciding what movie to watch, how important are the following?
The movie avoids racial stereotypes

Demographic	Very important		Somewhat important		Not that important		Not important at all		Don't know / No opinion		Total N
Adults	20%	(439)	25%	(545)	20%	(439)	20%	(442)	15%	(336)	2201
Voted in 2014: Yes	20%	(269)	25%	(339)	20%	(272)	20%	(266)	14%	(183)	1329
Voted in 2014: No	19%	(170)	24%	(207)	19%	(167)	20%	(176)	18%	(153)	872
2012 Vote: Barack Obama	27%	(218)	29%	(240)	18%	(143)	13%	(110)	13%	(103)	814
2012 Vote: Mitt Romney	12%	(59)	22%	(111)	26%	(133)	26%	(131)	14%	(68)	502
2012 Vote: Other	7%	(8)	20%	(23)	20%	(22)	33%	(37)	18%	(20)	111
2012 Vote: Didn't Vote	20%	(154)	22%	(170)	18%	(141)	21%	(164)	19%	(144)	772
4-Region: Northeast	20%	(81)	21%	(82)	21%	(83)	19%	(76)	18%	(72)	394
4-Region: Midwest	18%	(84)	24%	(111)	22%	(101)	20%	(91)	16%	(75)	462
4-Region: South	21%	(170)	26%	(213)	18%	(148)	20%	(166)	15%	(127)	825
4-Region: West	20%	(104)	27%	(139)	21%	(107)	21%	(109)	12%	(61)	520

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

Table HR10_4: When deciding what movie to watch, how important are the following?
The movie avoids cultural stereotypes

Demographic	Very important		Somewhat important		Not that important		Not important at all		Don't know / No opinion		Total N
Adults	15%	(328)	24%	(526)	24%	(519)	22%	(473)	16%	(355)	2201
Gender: Male	12%	(126)	22%	(230)	25%	(270)	28%	(295)	13%	(140)	1062
Gender: Female	18%	(201)	26%	(295)	22%	(249)	16%	(178)	19%	(214)	1139
Age: 18-29	22%	(110)	25%	(124)	19%	(94)	17%	(83)	17%	(82)	492
Age: 30-44	15%	(79)	23%	(118)	23%	(122)	24%	(126)	15%	(77)	521
Age: 45-54	14%	(49)	23%	(84)	27%	(95)	23%	(81)	14%	(49)	358
Age: 55-64	12%	(47)	23%	(91)	27%	(105)	24%	(94)	14%	(56)	393
Age: 65+	10%	(43)	25%	(109)	24%	(103)	21%	(90)	21%	(91)	436
Generation Z: 18-22	28%	(66)	26%	(62)	18%	(43)	12%	(29)	16%	(37)	238
Millennial: Age 23-38	17%	(92)	24%	(131)	22%	(124)	22%	(122)	15%	(86)	555
Generation X: Age 39-54	14%	(79)	23%	(132)	25%	(144)	24%	(139)	15%	(85)	578
Boomers: Age 55-73	11%	(80)	24%	(172)	25%	(185)	23%	(165)	17%	(124)	728
PID: Dem (no lean)	23%	(170)	29%	(215)	21%	(157)	15%	(115)	12%	(90)	747
PID: Ind (no lean)	12%	(100)	23%	(193)	23%	(186)	23%	(187)	19%	(157)	823
PID: Rep (no lean)	9%	(58)	19%	(118)	28%	(175)	27%	(171)	17%	(108)	631
PID/Gender: Dem Men	19%	(56)	26%	(79)	25%	(75)	19%	(57)	11%	(32)	299
PID/Gender: Dem Women	25%	(114)	30%	(137)	18%	(82)	13%	(57)	13%	(58)	448
PID/Gender: Ind Men	10%	(44)	22%	(97)	25%	(108)	29%	(126)	13%	(58)	433
PID/Gender: Ind Women	14%	(55)	25%	(96)	20%	(79)	16%	(61)	25%	(99)	390
PID/Gender: Rep Men	8%	(26)	17%	(55)	26%	(87)	34%	(112)	15%	(50)	330
PID/Gender: Rep Women	11%	(32)	21%	(63)	29%	(88)	20%	(59)	19%	(57)	300
Ideo: Liberal (1-3)	23%	(162)	28%	(203)	23%	(164)	14%	(99)	12%	(87)	714
Ideo: Moderate (4)	12%	(58)	27%	(125)	24%	(115)	24%	(113)	13%	(60)	471
Ideo: Conservative (5-7)	9%	(68)	21%	(150)	26%	(189)	29%	(210)	14%	(104)	721
Educ: < College	15%	(224)	22%	(330)	22%	(338)	21%	(325)	20%	(296)	1513
Educ: Bachelors degree	16%	(69)	28%	(126)	27%	(118)	23%	(100)	7%	(31)	444
Educ: Post-grad	14%	(34)	29%	(71)	26%	(63)	20%	(49)	12%	(28)	244

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Table HR10_4: When deciding what movie to watch, how important are the following?
The movie avoids cultural stereotypes

Demographic	Very important	Somewhat important	Not that important	Not important at all	Don't know / No opinion	Total N
Adults	15% (328)	24% (526)	24% (519)	22% (473)	16% (355)	2201
Income: Under 50k	15% (188)	23% (280)	23% (280)	20% (251)	20% (242)	1241
Income: 50k-100k	14% (97)	26% (178)	25% (174)	22% (153)	13% (90)	692
Income: 100k+	16% (43)	25% (67)	24% (66)	26% (70)	8% (23)	268
Ethnicity: White	12% (198)	24% (405)	25% (439)	23% (401)	16% (280)	1723
Ethnicity: Hispanic	18% (62)	24% (83)	23% (81)	21% (73)	14% (50)	350
Ethnicity: Afr. Am.	33% (90)	22% (61)	16% (44)	11% (29)	18% (49)	274
Ethnicity: Other	19% (39)	29% (60)	18% (36)	21% (44)	13% (26)	204
Relig: Protestant	12% (57)	26% (120)	26% (122)	20% (94)	16% (77)	470
Relig: Roman Catholic	13% (50)	25% (101)	28% (112)	24% (96)	10% (41)	400
Relig: Ath./Agn./None	14% (105)	24% (176)	23% (167)	22% (165)	17% (128)	742
Relig: Something Else	18% (60)	21% (71)	21% (69)	23% (75)	16% (53)	328
Relig: Jewish	11% (5)	28% (14)	19% (10)	23% (12)	19% (10)	51
Relig: Evangelical	18% (96)	23% (124)	23% (127)	16% (89)	21% (113)	549
Relig: Non-Evang. Catholics	11% (66)	27% (155)	27% (157)	25% (143)	10% (61)	582
Relig: All Christian	14% (162)	25% (279)	25% (283)	21% (233)	15% (174)	1131
Relig: All Non-Christian	15% (165)	23% (247)	22% (236)	22% (241)	17% (181)	1070
Community: Urban	19% (103)	29% (151)	20% (103)	16% (83)	17% (88)	529
Community: Suburban	15% (156)	23% (244)	25% (260)	22% (228)	15% (159)	1046
Community: Rural	11% (69)	21% (130)	25% (156)	26% (163)	17% (108)	626
Employ: Private Sector	14% (81)	27% (165)	25% (149)	23% (139)	11% (67)	600
Employ: Government	16% (22)	24% (33)	27% (38)	21% (29)	13% (18)	140
Employ: Self-Employed	17% (36)	24% (50)	21% (43)	24% (50)	13% (27)	206
Employ: Homemaker	13% (20)	25% (38)	22% (33)	19% (29)	21% (31)	150
Employ: Student	27% (36)	23% (30)	19% (25)	16% (21)	15% (20)	132
Employ: Retired	10% (52)	23% (121)	26% (139)	23% (122)	18% (93)	527
Employ: Unemployed	17% (42)	18% (46)	21% (54)	21% (54)	22% (56)	252
Employ: Other	20% (39)	22% (42)	20% (39)	16% (31)	22% (43)	195
Military HH: Yes	12% (45)	24% (94)	27% (103)	27% (103)	11% (41)	385
Military HH: No	16% (283)	24% (432)	23% (416)	20% (371)	17% (314)	1816

Continued on next page

Table HR10_4: When deciding what movie to watch, how important are the following?
The movie avoids cultural stereotypes

Demographic	Very important	Somewhat important	Not that important	Not important at all	Don't know / No opinion	Total N
Adults	15% (328)	24% (526)	24% (519)	22% (473)	16% (355)	2201
RD/WT: Right Direction	9% (71)	19% (145)	26% (199)	29% (224)	18% (138)	777
RD/WT: Wrong Track	18% (257)	27% (381)	22% (320)	17% (249)	15% (217)	1424
Trump Job Approve	8% (70)	19% (162)	26% (221)	31% (264)	17% (142)	858
Trump Job Disapprove	20% (242)	28% (345)	23% (275)	16% (197)	13% (154)	1214
Trump Job Strongly Approve	10% (46)	19% (86)	21% (97)	33% (151)	17% (79)	458
Trump Job Somewhat Approve	6% (24)	19% (76)	31% (124)	28% (113)	16% (63)	400
Trump Job Somewhat Disapprove	13% (36)	29% (81)	30% (83)	18% (51)	11% (30)	282
Trump Job Strongly Disapprove	22% (206)	28% (264)	21% (192)	16% (146)	13% (124)	931
Favorable of Trump	8% (66)	19% (162)	26% (221)	31% (265)	17% (141)	855
Unfavorable of Trump	20% (239)	29% (344)	23% (278)	16% (189)	12% (144)	1194
Very Favorable of Trump	8% (40)	17% (81)	23% (111)	33% (156)	19% (91)	479
Somewhat Favorable of Trump	7% (26)	22% (81)	29% (110)	29% (108)	13% (50)	376
Somewhat Unfavorable of Trump	17% (33)	24% (45)	31% (59)	20% (39)	8% (15)	190
Very Unfavorable of Trump	21% (206)	30% (299)	22% (219)	15% (151)	13% (129)	1004
#1 Issue: Economy	12% (67)	25% (133)	29% (159)	20% (109)	14% (75)	542
#1 Issue: Security	10% (45)	20% (84)	20% (88)	34% (149)	15% (65)	431
#1 Issue: Health Care	18% (66)	28% (101)	24% (87)	15% (53)	15% (53)	360
#1 Issue: Medicare / Social Security	12% (39)	20% (67)	25% (81)	21% (69)	22% (73)	329
#1 Issue: Women's Issues	28% (33)	26% (31)	20% (23)	13% (16)	13% (16)	119
#1 Issue: Education	17% (25)	30% (46)	20% (31)	20% (30)	13% (20)	153
#1 Issue: Energy	18% (21)	27% (33)	23% (28)	21% (26)	11% (13)	121
#1 Issue: Other	22% (31)	22% (32)	14% (21)	15% (22)	28% (40)	146
2018 House Vote: Democrat	21% (169)	30% (243)	22% (178)	16% (129)	12% (94)	813
2018 House Vote: Republican	7% (49)	21% (138)	26% (171)	30% (199)	15% (102)	658
2018 House Vote: Someone else	13% (15)	22% (26)	24% (28)	20% (23)	21% (25)	117
2018 House Vote: Didnt Vote	16% (95)	19% (114)	23% (142)	20% (121)	22% (134)	606
2016 Vote: Hillary Clinton	22% (153)	30% (211)	21% (150)	15% (105)	12% (83)	702
2016 Vote: Donald Trump	8% (49)	20% (133)	25% (164)	30% (194)	17% (113)	654
2016 Vote: Someone else	11% (20)	23% (44)	26% (50)	23% (44)	18% (34)	193
2016 Vote: Didnt Vote	16% (104)	21% (135)	24% (156)	20% (130)	19% (125)	650

Continued on next page

Table HR10_4: When deciding what movie to watch, how important are the following?
The movie avoids cultural stereotypes

Demographic	Very important		Somewhat important		Not that important		Not important at all		Don't know / No opinion		Total N
Adults	15%	(328)	24%	(526)	24%	(519)	22%	(473)	16%	(355)	2201
Voted in 2014: Yes	14%	(187)	26%	(339)	25%	(326)	22%	(289)	14%	(187)	1329
Voted in 2014: No	16%	(141)	21%	(186)	22%	(193)	21%	(184)	19%	(168)	872
2012 Vote: Barack Obama	18%	(150)	30%	(245)	24%	(195)	15%	(120)	13%	(104)	814
2012 Vote: Mitt Romney	8%	(38)	19%	(98)	26%	(133)	31%	(156)	15%	(77)	502
2012 Vote: Other	8%	(9)	21%	(23)	22%	(25)	30%	(33)	18%	(20)	111
2012 Vote: Didn't Vote	17%	(131)	21%	(158)	22%	(167)	21%	(163)	20%	(153)	772
4-Region: Northeast	16%	(62)	23%	(90)	21%	(82)	23%	(89)	18%	(71)	394
4-Region: Midwest	14%	(64)	23%	(107)	26%	(119)	19%	(90)	18%	(81)	462
4-Region: South	14%	(114)	24%	(198)	23%	(193)	23%	(187)	16%	(132)	825
4-Region: West	17%	(87)	25%	(131)	24%	(125)	21%	(108)	13%	(70)	520

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

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

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	48% (1057)	23% (511)	6% (136)	4% (98)	3% (64)	4% (99)	11% (237)	2201
Gender: Male	48% (507)	26% (273)	6% (61)	5% (51)	2% (25)	4% (41)	10% (102)	1062
Gender: Female	48% (550)	21% (238)	7% (74)	4% (46)	3% (39)	5% (57)	12% (134)	1139
Age: 18-29	48% (234)	24% (120)	10% (47)	4% (22)	3% (15)	4% (21)	7% (33)	492
Age: 30-44	48% (250)	24% (124)	8% (41)	3% (18)	2% (12)	4% (23)	10% (55)	521
Age: 45-54	46% (164)	28% (102)	2% (7)	6% (23)	6% (21)	4% (13)	8% (28)	358
Age: 55-64	48% (187)	21% (84)	6% (25)	4% (15)	3% (12)	6% (25)	11% (44)	393
Age: 65+	51% (222)	19% (83)	4% (16)	4% (19)	1% (4)	4% (16)	18% (77)	436
Generation Z: 18-22	43% (103)	25% (61)	12% (29)	4% (10)	5% (11)	2% (5)	8% (20)	238
Millennial: Age 23-38	52% (286)	23% (125)	7% (39)	4% (23)	2% (12)	5% (26)	8% (43)	555
Generation X: Age 39-54	45% (259)	27% (159)	5% (27)	5% (30)	4% (24)	5% (27)	9% (53)	578
Boomers: Age 55-73	49% (355)	21% (155)	5% (39)	3% (25)	2% (15)	5% (34)	14% (105)	728
PID: Dem (no lean)	52% (385)	25% (186)	6% (42)	4% (33)	2% (12)	4% (28)	8% (61)	747
PID: Ind (no lean)	44% (359)	22% (184)	8% (64)	5% (38)	4% (31)	5% (43)	13% (104)	823
PID: Rep (no lean)	50% (313)	22% (141)	5% (30)	4% (26)	3% (21)	4% (28)	11% (72)	631
PID/Gender: Dem Men	52% (154)	26% (78)	4% (12)	5% (16)	2% (7)	4% (11)	7% (22)	299
PID/Gender: Dem Women	52% (231)	24% (108)	7% (30)	4% (17)	1% (5)	4% (17)	9% (40)	448
PID/Gender: Ind Men	44% (190)	25% (107)	6% (27)	5% (20)	3% (12)	5% (23)	12% (54)	433
PID/Gender: Ind Women	43% (169)	20% (77)	9% (36)	5% (18)	5% (19)	5% (20)	13% (50)	390
PID/Gender: Rep Men	49% (163)	27% (89)	7% (22)	5% (15)	2% (7)	2% (8)	8% (27)	330
PID/Gender: Rep Women	50% (150)	17% (53)	3% (8)	4% (11)	5% (14)	7% (20)	15% (45)	300
Ideo: Liberal (1-3)	48% (346)	27% (195)	6% (46)	4% (29)	3% (19)	4% (28)	7% (51)	714
Ideo: Moderate (4)	51% (239)	21% (98)	6% (27)	3% (12)	3% (14)	4% (21)	13% (59)	471
Ideo: Conservative (5-7)	49% (351)	23% (164)	5% (38)	5% (33)	3% (21)	5% (36)	11% (78)	721
Educ: < College	48% (722)	21% (321)	6% (95)	4% (67)	3% (42)	5% (69)	13% (197)	1513
Educ: Bachelors degree	49% (218)	30% (135)	6% (27)	4% (16)	3% (12)	2% (10)	6% (25)	444
Educ: Post-grad	48% (117)	23% (56)	5% (13)	6% (14)	4% (10)	8% (20)	6% (14)	244

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

TV shows

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	48% (1057)	23% (511)	6% (136)	4% (98)	3% (64)	4% (99)	11% (237)	2201
Income: Under 50k	48% (600)	20% (248)	7% (88)	5% (58)	3% (36)	5% (56)	13% (156)	1241
Income: 50k-100k	47% (322)	28% (190)	5% (33)	4% (31)	3% (18)	5% (33)	9% (65)	692
Income: 100k+	50% (135)	27% (73)	5% (14)	4% (9)	4% (10)	4% (10)	6% (17)	268
Ethnicity: White	48% (834)	23% (392)	6% (100)	4% (70)	3% (52)	5% (85)	11% (190)	1723
Ethnicity: Hispanic	46% (160)	28% (98)	5% (16)	5% (17)	3% (12)	3% (10)	11% (37)	350
Ethnicity: Afr. Am.	53% (147)	25% (70)	7% (18)	5% (14)	2% (4)	1% (4)	6% (17)	274
Ethnicity: Other	37% (76)	24% (50)	9% (18)	7% (14)	4% (8)	5% (9)	14% (29)	204
Relig: Protestant	51% (241)	25% (116)	5% (23)	3% (14)	2% (10)	4% (20)	10% (47)	470
Relig: Roman Catholic	53% (211)	22% (90)	5% (18)	5% (18)	2% (7)	5% (19)	9% (37)	400
Relig: Ath./Agn./None	46% (340)	25% (183)	7% (54)	4% (30)	4% (28)	3% (23)	11% (84)	742
Relig: Something Else	50% (163)	21% (68)	7% (24)	6% (19)	3% (9)	5% (18)	9% (28)	328
Relig: Jewish	61% (31)	14% (7)	14% (7)	— (0)	3% (1)	— (0)	8% (4)	51
Relig: Evangelical	45% (248)	23% (129)	5% (30)	5% (25)	3% (16)	7% (37)	12% (64)	549
Relig: Non-Evang. Catholics	53% (306)	23% (132)	5% (27)	4% (23)	2% (12)	4% (21)	10% (61)	582
Relig: All Christian	49% (554)	23% (261)	5% (57)	4% (48)	2% (28)	5% (58)	11% (125)	1131
Relig: All Non-Christian	47% (502)	23% (250)	7% (79)	5% (49)	3% (36)	4% (41)	10% (112)	1070
Community: Urban	45% (240)	24% (129)	7% (36)	5% (24)	3% (14)	3% (17)	13% (67)	529
Community: Suburban	49% (511)	24% (249)	6% (61)	5% (51)	2% (20)	4% (47)	10% (107)	1046
Community: Rural	49% (306)	21% (133)	6% (39)	4% (22)	5% (29)	6% (35)	10% (63)	626
Employ: Private Sector	47% (283)	26% (156)	6% (38)	4% (27)	4% (23)	5% (28)	8% (46)	600
Employ: Government	50% (70)	27% (38)	8% (11)	5% (7)	4% (5)	2% (2)	4% (5)	140
Employ: Self-Employed	46% (94)	25% (51)	9% (19)	4% (9)	1% (3)	3% (6)	11% (23)	206
Employ: Homemaker	52% (78)	16% (25)	6% (10)	3% (5)	2% (3)	5% (7)	15% (23)	150
Employ: Student	35% (46)	36% (48)	14% (18)	4% (5)	6% (8)	2% (3)	3% (4)	132
Employ: Retired	53% (277)	19% (102)	3% (17)	4% (21)	1% (5)	4% (22)	15% (81)	527
Employ: Unemployed	46% (115)	21% (54)	5% (13)	7% (17)	2% (6)	6% (16)	12% (31)	252
Employ: Other	48% (94)	19% (37)	5% (10)	3% (7)	5% (10)	6% (13)	12% (24)	195
Military HH: Yes	46% (178)	24% (94)	6% (23)	4% (15)	4% (14)	6% (22)	10% (39)	385
Military HH: No	48% (879)	23% (417)	6% (113)	5% (82)	3% (50)	4% (77)	11% (197)	1816

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

TV shows

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	48% (1057)	23% (511)	6% (136)	4% (98)	3% (64)	4% (99)	11% (237)	2201
RD/WT: Right Direction	45% (352)	24% (187)	6% (43)	4% (34)	3% (22)	6% (47)	12% (92)	777
RD/WT: Wrong Track	49% (705)	23% (324)	6% (93)	4% (63)	3% (42)	4% (52)	10% (145)	1424
Trump Job Approve	47% (403)	23% (196)	5% (45)	5% (41)	3% (29)	5% (41)	12% (101)	858
Trump Job Disapprove	50% (612)	23% (281)	6% (77)	4% (53)	2% (27)	4% (53)	9% (113)	1214
Trump Job Strongly Approve	46% (209)	22% (102)	6% (27)	5% (21)	3% (12)	6% (28)	13% (58)	458
Trump Job Somewhat Approve	49% (194)	23% (94)	5% (18)	5% (20)	4% (17)	3% (13)	11% (43)	400
Trump Job Somewhat Disapprove	49% (137)	26% (73)	7% (19)	4% (12)	2% (6)	5% (14)	8% (22)	282
Trump Job Strongly Disapprove	51% (474)	22% (208)	6% (58)	4% (41)	2% (21)	4% (39)	10% (90)	931
Favorable of Trump	46% (397)	23% (195)	6% (48)	5% (39)	4% (31)	5% (45)	12% (101)	855
Unfavorable of Trump	51% (607)	24% (283)	6% (74)	4% (50)	2% (28)	4% (47)	9% (105)	1194
Very Favorable of Trump	45% (213)	21% (100)	7% (31)	4% (21)	4% (20)	6% (30)	13% (63)	479
Somewhat Favorable of Trump	49% (183)	25% (94)	4% (17)	5% (18)	3% (11)	4% (14)	10% (38)	376
Somewhat Unfavorable of Trump	50% (95)	25% (47)	7% (12)	6% (11)	3% (5)	4% (8)	6% (11)	190
Very Unfavorable of Trump	51% (513)	23% (236)	6% (61)	4% (39)	2% (23)	4% (39)	9% (94)	1004
#1 Issue: Economy	49% (268)	25% (134)	6% (33)	4% (19)	3% (18)	4% (24)	9% (46)	542
#1 Issue: Security	45% (193)	26% (113)	4% (19)	5% (20)	3% (11)	5% (22)	12% (53)	431
#1 Issue: Health Care	43% (156)	27% (99)	5% (19)	5% (17)	3% (11)	5% (16)	12% (42)	360
#1 Issue: Medicare / Social Security	54% (178)	17% (56)	5% (17)	5% (15)	2% (7)	4% (12)	14% (45)	329
#1 Issue: Women's Issues	54% (65)	23% (28)	5% (6)	4% (5)	1% (1)	3% (3)	9% (11)	119
#1 Issue: Education	46% (70)	24% (36)	11% (17)	5% (7)	3% (4)	4% (6)	8% (12)	153
#1 Issue: Energy	48% (59)	21% (25)	13% (16)	3% (4)	2% (2)	4% (5)	8% (10)	121
#1 Issue: Other	47% (68)	14% (21)	6% (9)	7% (10)	6% (9)	8% (11)	12% (18)	146
2018 House Vote: Democrat	52% (421)	25% (200)	5% (43)	4% (33)	2% (15)	4% (36)	8% (66)	813
2018 House Vote: Republican	49% (325)	23% (150)	4% (28)	4% (27)	3% (16)	5% (34)	12% (79)	658
2018 House Vote: Someone else	32% (38)	25% (29)	10% (12)	7% (9)	3% (4)	5% (5)	18% (21)	117
2018 House Vote: Didnt Vote	45% (273)	21% (129)	9% (53)	5% (29)	5% (29)	4% (22)	12% (70)	606

Continued on next page

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

TV shows

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	48% (1057)	23% (511)	6% (136)	4% (98)	3% (64)	4% (99)	11% (237)	2201
2016 Vote: Hillary Clinton	53% (371)	23% (159)	5% (37)	4% (29)	2% (12)	5% (32)	9% (60)	702
2016 Vote: Donald Trump	48% (313)	23% (153)	5% (33)	4% (27)	3% (18)	5% (31)	12% (78)	654
2016 Vote: Someone else	40% (76)	23% (44)	8% (16)	7% (13)	5% (10)	6% (11)	12% (23)	193
2016 Vote: Didnt Vote	45% (294)	24% (155)	8% (49)	4% (28)	4% (23)	4% (24)	12% (76)	650
Voted in 2014: Yes	49% (653)	24% (313)	5% (66)	5% (66)	2% (28)	5% (68)	10% (135)	1329
Voted in 2014: No	46% (404)	23% (198)	8% (70)	4% (32)	4% (36)	3% (30)	12% (102)	872
2012 Vote: Barack Obama	50% (410)	24% (193)	5% (41)	4% (36)	2% (12)	5% (43)	10% (79)	814
2012 Vote: Mitt Romney	49% (245)	22% (113)	5% (26)	5% (24)	2% (9)	5% (26)	12% (59)	502
2012 Vote: Other	34% (37)	27% (30)	4% (4)	8% (8)	7% (8)	6% (7)	15% (17)	111
2012 Vote: Didn't Vote	47% (362)	23% (176)	8% (65)	4% (30)	4% (35)	3% (23)	11% (82)	772
4-Region: Northeast	49% (191)	21% (81)	6% (25)	4% (18)	3% (11)	4% (17)	13% (50)	394
4-Region: Midwest	49% (225)	22% (100)	7% (32)	4% (17)	3% (15)	3% (14)	13% (59)	462
4-Region: South	49% (408)	25% (208)	6% (50)	4% (34)	2% (18)	4% (36)	9% (71)	825
4-Region: West	45% (233)	23% (122)	5% (28)	6% (29)	4% (19)	6% (32)	11% (57)	520

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

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

Movies

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	15% (339)	26% (583)	16% (347)	13% (280)	10% (220)	8% (180)	11% (252)	2201
Gender: Male	16% (168)	29% (305)	17% (178)	12% (133)	10% (104)	6% (65)	10% (110)	1062
Gender: Female	15% (171)	24% (278)	15% (170)	13% (148)	10% (116)	10% (115)	12% (141)	1139
Age: 18-29	21% (105)	31% (154)	16% (80)	13% (62)	8% (41)	4% (18)	6% (31)	492
Age: 30-44	19% (100)	27% (142)	17% (88)	13% (67)	8% (44)	6% (34)	9% (46)	521
Age: 45-54	12% (44)	29% (104)	17% (61)	14% (52)	10% (37)	8% (29)	9% (31)	358
Age: 55-64	15% (60)	23% (91)	15% (60)	13% (49)	11% (42)	10% (37)	14% (53)	393
Age: 65+	7% (30)	21% (93)	13% (57)	11% (50)	13% (55)	14% (62)	21% (90)	436
Generation Z: 18-22	18% (44)	31% (74)	20% (48)	13% (31)	8% (19)	3% (8)	6% (14)	238
Millennial: Age 23-38	24% (135)	29% (159)	13% (74)	13% (70)	8% (47)	5% (28)	8% (43)	555
Generation X: Age 39-54	12% (71)	29% (166)	19% (108)	14% (80)	10% (58)	8% (44)	9% (51)	578
Boomers: Age 55-73	11% (81)	23% (171)	14% (105)	12% (86)	11% (78)	12% (88)	16% (119)	728
PID: Dem (no lean)	17% (127)	26% (195)	16% (121)	13% (98)	10% (75)	9% (65)	9% (65)	747
PID: Ind (no lean)	17% (140)	26% (214)	15% (124)	12% (97)	10% (80)	7% (60)	13% (109)	823
PID: Rep (no lean)	11% (73)	28% (174)	16% (102)	14% (85)	10% (65)	9% (54)	12% (78)	631
PID/Gender: Dem Men	21% (62)	27% (80)	16% (48)	13% (40)	9% (27)	6% (17)	9% (26)	299
PID/Gender: Dem Women	15% (65)	26% (114)	16% (74)	13% (58)	11% (48)	11% (49)	9% (40)	448
PID/Gender: Ind Men	16% (69)	28% (120)	17% (74)	11% (50)	9% (41)	6% (28)	12% (51)	433
PID/Gender: Ind Women	18% (71)	24% (94)	13% (50)	12% (47)	10% (39)	8% (32)	15% (57)	390
PID/Gender: Rep Men	11% (37)	32% (104)	17% (56)	13% (43)	11% (36)	6% (20)	10% (33)	330
PID/Gender: Rep Women	12% (35)	23% (70)	15% (46)	14% (42)	10% (29)	11% (34)	15% (44)	300
Ideo: Liberal (1-3)	15% (105)	28% (202)	18% (131)	13% (96)	10% (74)	8% (57)	7% (50)	714
Ideo: Moderate (4)	16% (77)	30% (139)	14% (68)	10% (49)	10% (49)	8% (37)	11% (52)	471
Ideo: Conservative (5-7)	14% (100)	24% (173)	16% (117)	14% (102)	11% (77)	8% (59)	13% (94)	721
Educ: < College	18% (275)	26% (391)	15% (220)	12% (180)	8% (128)	7% (113)	14% (206)	1513
Educ: Bachelors degree	10% (46)	29% (130)	20% (87)	14% (61)	12% (55)	9% (38)	6% (27)	444
Educ: Post-grad	8% (19)	25% (62)	16% (40)	16% (40)	15% (36)	12% (29)	8% (19)	244

Continued on next page

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

Movies

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	15% (339)	26% (583)	16% (347)	13% (280)	10% (220)	8% (180)	11% (252)	2201
Income: Under 50k	18% (224)	25% (314)	14% (174)	12% (145)	10% (124)	7% (89)	14% (171)	1241
Income: 50k-100k	12% (83)	28% (194)	18% (128)	14% (97)	9% (59)	9% (65)	10% (66)	692
Income: 100k+	12% (32)	28% (75)	17% (45)	14% (39)	14% (37)	10% (26)	6% (15)	268
Ethnicity: White	14% (236)	26% (441)	16% (279)	13% (223)	11% (186)	8% (145)	12% (213)	1723
Ethnicity: Hispanic	19% (66)	31% (107)	18% (65)	11% (40)	7% (25)	3% (10)	11% (37)	350
Ethnicity: Afr. Am.	25% (70)	32% (87)	13% (35)	12% (32)	6% (17)	6% (17)	6% (16)	274
Ethnicity: Other	17% (34)	27% (54)	16% (33)	13% (26)	8% (16)	9% (18)	11% (22)	204
Relig: Protestant	10% (45)	26% (123)	14% (65)	14% (67)	11% (53)	11% (50)	14% (66)	470
Relig: Roman Catholic	13% (52)	27% (109)	19% (75)	12% (49)	8% (32)	10% (42)	11% (42)	400
Relig: Ath./Agn./None	18% (131)	27% (197)	17% (124)	12% (85)	10% (76)	6% (47)	11% (81)	742
Relig: Something Else	20% (67)	27% (88)	13% (42)	14% (46)	10% (32)	8% (25)	9% (28)	328
Relig: Jewish	23% (12)	24% (12)	15% (7)	14% (7)	8% (4)	8% (4)	9% (4)	51
Relig: Evangelical	14% (78)	27% (146)	15% (83)	13% (70)	10% (57)	8% (46)	13% (70)	549
Relig: Non-Evang. Catholics	11% (63)	26% (153)	17% (99)	13% (78)	9% (55)	11% (62)	12% (73)	582
Relig: All Christian	12% (141)	26% (298)	16% (181)	13% (149)	10% (111)	10% (108)	13% (143)	1131
Relig: All Non-Christian	19% (198)	27% (285)	16% (166)	12% (131)	10% (108)	7% (72)	10% (109)	1070
Community: Urban	16% (85)	25% (133)	19% (100)	13% (71)	8% (45)	6% (32)	12% (63)	529
Community: Suburban	13% (137)	28% (298)	15% (162)	13% (140)	10% (106)	9% (96)	10% (108)	1046
Community: Rural	19% (117)	24% (152)	14% (86)	11% (69)	11% (69)	8% (52)	13% (81)	626
Employ: Private Sector	13% (78)	29% (173)	17% (104)	14% (83)	12% (73)	8% (46)	7% (44)	600
Employ: Government	19% (26)	27% (38)	18% (26)	14% (19)	10% (14)	8% (11)	4% (5)	140
Employ: Self-Employed	24% (49)	24% (50)	17% (35)	12% (24)	8% (17)	5% (11)	9% (19)	206
Employ: Homemaker	19% (28)	27% (41)	14% (20)	11% (17)	6% (8)	13% (19)	11% (17)	150
Employ: Student	13% (17)	31% (41)	21% (27)	20% (26)	8% (11)	3% (4)	4% (6)	132
Employ: Retired	12% (65)	22% (116)	14% (75)	12% (62)	10% (55)	11% (57)	19% (98)	527
Employ: Unemployed	15% (37)	30% (75)	15% (37)	12% (31)	7% (18)	8% (19)	14% (34)	252
Employ: Other	20% (38)	25% (49)	12% (23)	9% (18)	13% (24)	7% (13)	15% (29)	195
Military HH: Yes	12% (47)	29% (112)	16% (63)	13% (49)	8% (32)	10% (40)	11% (42)	385
Military HH: No	16% (293)	26% (471)	16% (284)	13% (231)	10% (188)	8% (140)	12% (209)	1816

Continued on next page

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

Movies

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	15% (339)	26% (583)	16% (347)	13% (280)	10% (220)	8% (180)	11% (252)	2201
RD/WT: Right Direction	15% (117)	24% (187)	17% (129)	13% (104)	9% (72)	9% (66)	13% (102)	777
RD/WT: Wrong Track	16% (222)	28% (396)	15% (219)	12% (176)	10% (147)	8% (113)	11% (150)	1424
Trump Job Approve	15% (127)	25% (212)	16% (138)	12% (104)	10% (86)	9% (75)	14% (117)	858
Trump Job Disapprove	15% (185)	28% (337)	16% (197)	14% (164)	10% (126)	8% (96)	9% (108)	1214
Trump Job Strongly Approve	13% (57)	24% (108)	15% (69)	12% (57)	11% (52)	9% (43)	16% (72)	458
Trump Job Somewhat Approve	17% (69)	26% (104)	17% (69)	12% (47)	9% (34)	8% (32)	11% (44)	400
Trump Job Somewhat Disapprove	17% (47)	29% (82)	14% (39)	17% (48)	8% (22)	8% (23)	7% (21)	282
Trump Job Strongly Disapprove	15% (138)	27% (255)	17% (158)	13% (116)	11% (104)	8% (73)	9% (88)	931
Favorable of Trump	14% (122)	24% (209)	16% (137)	13% (109)	11% (91)	9% (74)	13% (113)	855
Unfavorable of Trump	15% (183)	28% (335)	17% (198)	13% (155)	10% (123)	8% (95)	9% (106)	1194
Very Favorable of Trump	11% (54)	23% (112)	16% (78)	13% (64)	12% (57)	8% (39)	15% (74)	479
Somewhat Favorable of Trump	18% (68)	26% (97)	16% (59)	12% (44)	9% (34)	9% (35)	10% (39)	376
Somewhat Unfavorable of Trump	15% (28)	31% (59)	17% (32)	17% (32)	5% (10)	7% (14)	8% (15)	190
Very Unfavorable of Trump	15% (154)	27% (276)	17% (166)	12% (123)	11% (113)	8% (81)	9% (91)	1004
#1 Issue: Economy	18% (95)	32% (174)	15% (81)	12% (64)	10% (53)	5% (25)	9% (49)	542
#1 Issue: Security	11% (48)	23% (101)	15% (64)	13% (57)	12% (53)	10% (42)	15% (67)	431
#1 Issue: Health Care	13% (45)	29% (106)	17% (61)	12% (42)	12% (43)	9% (34)	8% (29)	360
#1 Issue: Medicare / Social Security	15% (48)	23% (75)	13% (43)	12% (40)	8% (25)	11% (37)	18% (60)	329
#1 Issue: Women's Issues	20% (24)	24% (28)	18% (22)	15% (18)	7% (9)	7% (8)	9% (11)	119
#1 Issue: Education	22% (33)	27% (41)	20% (30)	9% (14)	7% (10)	9% (13)	8% (12)	153
#1 Issue: Energy	17% (20)	25% (31)	17% (20)	15% (18)	12% (15)	6% (7)	8% (10)	121
#1 Issue: Other	18% (26)	18% (27)	18% (26)	18% (27)	9% (12)	9% (13)	10% (14)	146
2018 House Vote: Democrat	16% (132)	26% (214)	17% (135)	12% (99)	10% (83)	9% (73)	9% (76)	813
2018 House Vote: Republican	11% (76)	26% (174)	16% (104)	12% (81)	11% (72)	10% (64)	13% (88)	658
2018 House Vote: Someone else	15% (18)	30% (35)	9% (10)	7% (9)	13% (15)	7% (8)	19% (22)	117
2018 House Vote: Didnt Vote	19% (114)	26% (157)	16% (96)	15% (91)	8% (49)	6% (34)	11% (65)	606

Continued on next page

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

Movies

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	15% (339)	26% (583)	16% (347)	13% (280)	10% (220)	8% (180)	11% (252)	2201
2016 Vote: Hillary Clinton	16% (110)	26% (186)	16% (112)	12% (87)	11% (75)	9% (63)	10% (70)	702
2016 Vote: Donald Trump	10% (66)	26% (169)	17% (113)	13% (82)	11% (72)	9% (60)	14% (93)	654
2016 Vote: Someone else	16% (31)	26% (50)	14% (26)	12% (23)	11% (21)	8% (15)	13% (25)	193
2016 Vote: Didnt Vote	20% (132)	27% (176)	15% (96)	13% (87)	8% (52)	7% (42)	10% (64)	650
Voted in 2014: Yes	13% (178)	26% (342)	15% (205)	13% (167)	12% (156)	9% (125)	12% (155)	1329
Voted in 2014: No	18% (161)	28% (241)	16% (142)	13% (113)	7% (63)	6% (54)	11% (97)	872
2012 Vote: Barack Obama	15% (122)	26% (208)	16% (128)	13% (103)	11% (90)	9% (77)	11% (86)	814
2012 Vote: Mitt Romney	9% (46)	25% (126)	18% (89)	13% (64)	11% (56)	10% (48)	15% (73)	502
2012 Vote: Other	12% (13)	25% (28)	10% (11)	11% (12)	14% (16)	10% (11)	19% (20)	111
2012 Vote: Didn't Vote	21% (159)	28% (219)	15% (119)	13% (101)	7% (58)	6% (44)	9% (72)	772
4-Region: Northeast	14% (55)	24% (93)	16% (62)	13% (50)	11% (43)	9% (36)	14% (54)	394
4-Region: Midwest	14% (64)	27% (125)	14% (67)	13% (61)	9% (41)	9% (42)	14% (63)	462
4-Region: South	17% (144)	27% (225)	18% (149)	11% (94)	9% (75)	7% (59)	9% (78)	825
4-Region: West	15% (76)	27% (140)	13% (70)	14% (75)	12% (61)	8% (42)	11% (57)	520

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

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

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	7% (163)	13% (286)	11% (248)	7% (165)	7% (158)	15% (332)	39% (848)	2201
Gender: Male	12% (133)	19% (199)	14% (150)	8% (88)	7% (76)	11% (120)	28% (297)	1062
Gender: Female	3% (31)	8% (87)	9% (99)	7% (77)	7% (83)	19% (212)	48% (550)	1139
Age: 18-29	9% (42)	11% (54)	11% (54)	7% (37)	11% (52)	14% (70)	37% (183)	492
Age: 30-44	9% (45)	11% (57)	11% (55)	6% (32)	8% (41)	18% (94)	38% (197)	521
Age: 45-54	6% (23)	17% (62)	12% (42)	9% (31)	3% (11)	15% (54)	38% (136)	358
Age: 55-64	6% (24)	14% (54)	13% (51)	7% (26)	8% (33)	15% (61)	37% (144)	393
Age: 65+	7% (29)	14% (59)	11% (46)	9% (39)	5% (22)	12% (53)	43% (188)	436
Generation Z: 18-22	9% (21)	13% (30)	9% (21)	5% (12)	8% (18)	15% (36)	42% (100)	238
Millennial: Age 23-38	9% (50)	10% (54)	12% (64)	8% (43)	11% (61)	16% (87)	35% (195)	555
Generation X: Age 39-54	7% (40)	15% (89)	11% (66)	8% (45)	4% (24)	16% (95)	38% (220)	578
Boomers: Age 55-73	6% (46)	12% (91)	12% (86)	7% (54)	6% (47)	15% (108)	41% (296)	728
PID: Dem (no lean)	8% (57)	13% (100)	10% (74)	9% (69)	7% (56)	15% (116)	37% (274)	747
PID: Ind (no lean)	7% (59)	11% (91)	10% (85)	5% (45)	7% (61)	15% (121)	44% (362)	823
PID: Rep (no lean)	7% (47)	15% (95)	14% (90)	8% (51)	7% (41)	15% (96)	34% (212)	631
PID/Gender: Dem Men	15% (45)	19% (57)	13% (38)	10% (30)	9% (25)	10% (29)	25% (75)	299
PID/Gender: Dem Women	3% (13)	10% (43)	8% (36)	9% (39)	7% (30)	19% (87)	44% (199)	448
PID/Gender: Ind Men	11% (49)	17% (75)	12% (50)	7% (30)	7% (31)	11% (47)	35% (152)	433
PID/Gender: Ind Women	3% (10)	4% (16)	9% (34)	4% (15)	8% (31)	19% (74)	54% (210)	390
PID/Gender: Rep Men	12% (39)	20% (67)	19% (61)	9% (28)	6% (20)	13% (45)	21% (70)	330
PID/Gender: Rep Women	2% (7)	9% (28)	9% (29)	7% (22)	7% (22)	17% (51)	47% (141)	300
Ideo: Liberal (1-3)	9% (61)	14% (97)	10% (69)	8% (60)	8% (58)	16% (111)	36% (259)	714
Ideo: Moderate (4)	6% (28)	17% (79)	13% (62)	7% (31)	8% (38)	13% (60)	37% (173)	471
Ideo: Conservative (5-7)	8% (61)	14% (99)	13% (97)	8% (57)	7% (49)	17% (121)	33% (237)	721
Educ: < College	6% (95)	11% (165)	11% (170)	7% (98)	6% (95)	15% (223)	44% (665)	1513
Educ: Bachelors degree	10% (44)	19% (86)	11% (49)	9% (39)	9% (41)	16% (70)	26% (116)	444
Educ: Post-grad	10% (24)	14% (35)	12% (30)	11% (27)	9% (22)	16% (39)	28% (67)	244

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

Sporting events

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	7% (163)	13% (286)	11% (248)	7% (165)	7% (158)	15% (332)	39% (848)	2201
Income: Under 50k	6% (78)	11% (138)	10% (127)	7% (83)	7% (83)	15% (187)	44% (544)	1241
Income: 50k-100k	8% (58)	15% (102)	13% (90)	9% (60)	8% (56)	14% (95)	34% (232)	692
Income: 100k+	10% (28)	17% (46)	12% (32)	8% (22)	7% (19)	19% (51)	27% (71)	268
Ethnicity: White	6% (111)	13% (221)	12% (206)	7% (127)	7% (124)	15% (265)	39% (669)	1723
Ethnicity: Hispanic	9% (31)	16% (54)	9% (33)	7% (23)	10% (35)	14% (49)	36% (124)	350
Ethnicity: Afr. Am.	12% (34)	16% (43)	9% (25)	10% (27)	7% (19)	13% (37)	33% (90)	274
Ethnicity: Other	9% (19)	11% (22)	9% (18)	5% (11)	8% (16)	15% (30)	43% (88)	204
Relig: Protestant	7% (31)	16% (75)	14% (65)	8% (36)	7% (32)	15% (70)	34% (162)	470
Relig: Roman Catholic	10% (42)	17% (69)	12% (46)	9% (38)	8% (33)	14% (57)	29% (114)	400
Relig: Ath./Agn./None	6% (44)	12% (86)	11% (83)	6% (46)	7% (49)	14% (106)	44% (329)	742
Relig: Something Else	10% (32)	9% (29)	11% (35)	7% (24)	7% (23)	17% (57)	39% (128)	328
Relig: Jewish	10% (5)	13% (7)	17% (9)	10% (5)	5% (2)	14% (7)	31% (16)	51
Relig: Evangelical	6% (34)	12% (66)	10% (57)	8% (42)	7% (39)	17% (95)	39% (216)	549
Relig: Non-Evang. Catholics	9% (54)	18% (106)	13% (74)	9% (52)	8% (47)	13% (75)	30% (175)	582
Relig: All Christian	8% (88)	15% (172)	12% (131)	8% (94)	8% (86)	15% (170)	35% (391)	1131
Relig: All Non-Christian	7% (76)	11% (114)	11% (117)	7% (71)	7% (73)	15% (163)	43% (456)	1070
Community: Urban	10% (52)	16% (83)	11% (56)	8% (40)	6% (34)	14% (76)	36% (188)	529
Community: Suburban	8% (80)	14% (145)	11% (120)	8% (89)	8% (80)	15% (152)	36% (380)	1046
Community: Rural	5% (31)	9% (58)	12% (73)	6% (36)	7% (45)	17% (104)	45% (279)	626
Employ: Private Sector	10% (58)	16% (96)	12% (72)	9% (52)	7% (45)	17% (104)	29% (173)	600
Employ: Government	10% (14)	15% (21)	12% (17)	9% (13)	10% (14)	19% (27)	24% (33)	140
Employ: Self-Employed	9% (18)	15% (30)	15% (30)	6% (13)	8% (17)	7% (14)	40% (83)	206
Employ: Homemaker	2% (3)	9% (13)	9% (13)	4% (5)	10% (15)	18% (27)	49% (73)	150
Employ: Student	4% (6)	8% (10)	11% (14)	8% (11)	9% (12)	18% (24)	41% (54)	132
Employ: Retired	6% (34)	15% (77)	12% (61)	10% (52)	5% (26)	12% (61)	41% (217)	527
Employ: Unemployed	8% (20)	8% (19)	11% (27)	3% (9)	6% (14)	16% (40)	48% (121)	252
Employ: Other	5% (10)	9% (18)	8% (15)	5% (9)	8% (15)	18% (34)	48% (93)	195
Military HH: Yes	6% (23)	14% (54)	12% (46)	6% (25)	7% (27)	16% (63)	38% (147)	385
Military HH: No	8% (140)	13% (232)	11% (202)	8% (140)	7% (131)	15% (269)	39% (700)	1816

Continued on next page

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

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	7% (163)	13% (286)	11% (248)	7% (165)	7% (158)	15% (332)	39% (848)	2201
RD/WT: Right Direction	7% (56)	15% (117)	14% (108)	8% (64)	7% (54)	15% (114)	34% (263)	777
RD/WT: Wrong Track	8% (108)	12% (169)	10% (140)	7% (101)	7% (104)	15% (218)	41% (585)	1424
Trump Job Approve	7% (57)	14% (122)	14% (121)	8% (67)	7% (61)	16% (140)	34% (290)	858
Trump Job Disapprove	9% (104)	13% (153)	10% (117)	8% (92)	8% (95)	14% (174)	39% (479)	1214
Trump Job Strongly Approve	6% (29)	13% (60)	13% (60)	7% (33)	7% (34)	16% (75)	36% (166)	458
Trump Job Somewhat Approve	7% (27)	15% (61)	15% (61)	8% (34)	7% (28)	16% (66)	31% (124)	400
Trump Job Somewhat Disapprove	9% (24)	12% (33)	12% (33)	8% (22)	11% (30)	16% (46)	33% (94)	282
Trump Job Strongly Disapprove	9% (79)	13% (121)	9% (84)	7% (69)	7% (65)	14% (128)	41% (385)	931
Favorable of Trump	6% (55)	13% (112)	14% (118)	8% (66)	7% (56)	18% (150)	35% (298)	855
Unfavorable of Trump	9% (102)	14% (162)	9% (113)	7% (88)	8% (95)	14% (165)	39% (468)	1194
Very Favorable of Trump	5% (26)	13% (61)	13% (63)	7% (32)	8% (36)	17% (84)	37% (178)	479
Somewhat Favorable of Trump	8% (29)	14% (51)	15% (55)	9% (33)	5% (20)	18% (67)	32% (120)	376
Somewhat Unfavorable of Trump	11% (21)	15% (28)	9% (18)	9% (18)	12% (23)	13% (25)	30% (58)	190
Very Unfavorable of Trump	8% (81)	13% (134)	10% (95)	7% (70)	7% (73)	14% (140)	41% (411)	1004
#1 Issue: Economy	10% (53)	15% (83)	12% (65)	7% (40)	8% (44)	15% (81)	32% (176)	542
#1 Issue: Security	6% (27)	13% (54)	14% (59)	7% (28)	6% (25)	17% (73)	38% (165)	431
#1 Issue: Health Care	8% (28)	15% (55)	11% (41)	7% (26)	7% (27)	14% (49)	37% (134)	360
#1 Issue: Medicare / Social Security	6% (18)	13% (44)	11% (35)	9% (31)	7% (22)	12% (38)	43% (142)	329
#1 Issue: Women's Issues	4% (5)	10% (12)	9% (11)	6% (7)	7% (8)	16% (19)	48% (57)	119
#1 Issue: Education	8% (13)	13% (20)	6% (9)	8% (12)	10% (15)	15% (23)	40% (61)	153
#1 Issue: Energy	8% (10)	11% (13)	14% (16)	8% (10)	6% (8)	16% (19)	37% (44)	121
#1 Issue: Other	6% (9)	4% (6)	8% (11)	7% (10)	7% (10)	21% (30)	47% (69)	146
2018 House Vote: Democrat	8% (67)	16% (127)	10% (83)	9% (71)	7% (58)	14% (112)	36% (295)	813
2018 House Vote: Republican	8% (52)	16% (104)	14% (92)	8% (53)	6% (41)	15% (99)	33% (218)	658
2018 House Vote: Someone else	7% (8)	9% (11)	9% (11)	4% (5)	8% (9)	15% (18)	47% (55)	117
2018 House Vote: Didnt Vote	6% (36)	7% (44)	10% (62)	6% (35)	8% (50)	17% (104)	45% (275)	606

Continued on next page

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

Sporting events

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	7% (163)	13% (286)	11% (248)	7% (165)	7% (158)	15% (332)	39% (848)	2201
2016 Vote: Hillary Clinton	8% (58)	15% (104)	12% (81)	8% (58)	7% (49)	14% (100)	36% (253)	702
2016 Vote: Donald Trump	7% (43)	15% (100)	14% (91)	9% (57)	7% (46)	15% (99)	33% (218)	654
2016 Vote: Someone else	7% (14)	9% (18)	9% (17)	6% (11)	6% (12)	21% (41)	41% (79)	193
2016 Vote: Didnt Vote	7% (48)	10% (64)	9% (59)	6% (39)	8% (52)	14% (93)	45% (295)	650
Voted in 2014: Yes	8% (105)	15% (206)	12% (160)	9% (114)	7% (91)	15% (206)	34% (447)	1329
Voted in 2014: No	7% (58)	9% (80)	10% (88)	6% (51)	8% (68)	15% (126)	46% (400)	872
2012 Vote: Barack Obama	8% (66)	15% (119)	11% (91)	9% (69)	8% (63)	15% (126)	34% (280)	814
2012 Vote: Mitt Romney	7% (34)	15% (77)	14% (70)	8% (43)	6% (32)	16% (79)	33% (168)	502
2012 Vote: Other	8% (9)	16% (18)	11% (12)	8% (9)	4% (4)	17% (19)	37% (41)	111
2012 Vote: Didn't Vote	7% (54)	9% (73)	10% (75)	6% (44)	8% (60)	14% (108)	46% (359)	772
4-Region: Northeast	10% (40)	12% (45)	12% (46)	6% (24)	7% (28)	14% (57)	39% (154)	394
4-Region: Midwest	5% (21)	17% (77)	10% (48)	7% (32)	6% (27)	16% (74)	39% (183)	462
4-Region: South	9% (74)	12% (99)	12% (102)	8% (66)	8% (62)	14% (113)	37% (307)	825
4-Region: West	5% (27)	13% (65)	10% (52)	8% (42)	8% (41)	17% (88)	39% (203)	520

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

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

Demographic	I (or someone in my household) currently subscribe	I (or someone in my household) subscribed in the past, but not now	I (or someone in my household) have never subscribed	Total N
Adults	45% (988)	35% (763)	20% (450)	2201
Gender: Male	47% (500)	36% (385)	17% (177)	1062
Gender: Female	43% (489)	33% (377)	24% (272)	1139
Age: 18-29	42% (208)	32% (157)	26% (127)	492
Age: 30-44	38% (199)	40% (207)	22% (115)	521
Age: 45-54	47% (170)	38% (135)	15% (54)	358
Age: 55-64	44% (175)	36% (143)	19% (75)	393
Age: 65+	54% (237)	28% (120)	18% (79)	436
Generation Z: 18-22	44% (105)	30% (71)	26% (62)	238
Millennial: Age 23-38	39% (218)	36% (198)	25% (139)	555
Generation X: Age 39-54	44% (254)	40% (230)	16% (95)	578
Boomers: Age 55-73	48% (350)	33% (243)	19% (135)	728
PID: Dem (no lean)	50% (372)	35% (262)	15% (113)	747
PID: Ind (no lean)	40% (328)	34% (281)	26% (214)	823
PID: Rep (no lean)	46% (288)	35% (220)	19% (123)	631
PID/Gender: Dem Men	50% (149)	36% (107)	14% (43)	299
PID/Gender: Dem Women	50% (223)	35% (155)	16% (70)	448
PID/Gender: Ind Men	43% (188)	35% (152)	22% (93)	433
PID/Gender: Ind Women	36% (141)	33% (129)	31% (121)	390
PID/Gender: Rep Men	49% (163)	38% (126)	12% (41)	330
PID/Gender: Rep Women	42% (125)	31% (94)	27% (82)	300
Ideo: Liberal (1-3)	46% (332)	36% (259)	17% (123)	714
Ideo: Moderate (4)	53% (249)	31% (148)	16% (74)	471
Ideo: Conservative (5-7)	43% (310)	36% (260)	21% (151)	721
Educ: < College	43% (644)	34% (519)	23% (350)	1513
Educ: Bachelors degree	53% (236)	34% (153)	12% (55)	444
Educ: Post-grad	44% (108)	38% (92)	18% (45)	244

Continued on next page

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

Cable television

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	45%	(988)	35%	(763)	20%	(450)	2201
Income: Under 50k	40%	(499)	34%	(424)	26%	(318)	1241
Income: 50k-100k	50%	(348)	35%	(240)	15%	(104)	692
Income: 100k+	53%	(142)	37%	(98)	11%	(28)	268
Ethnicity: White	43%	(741)	36%	(615)	21%	(367)	1723
Ethnicity: Hispanic	48%	(166)	30%	(105)	22%	(78)	350
Ethnicity: Afr. Am.	54%	(149)	29%	(80)	17%	(46)	274
Ethnicity: Other	48%	(98)	33%	(68)	18%	(37)	204
Relig: Protestant	47%	(221)	36%	(169)	17%	(80)	470
Relig: Roman Catholic	54%	(215)	31%	(123)	15%	(62)	400
Relig: Ath./Agn./None	43%	(322)	34%	(255)	22%	(165)	742
Relig: Something Else	40%	(130)	38%	(126)	22%	(72)	328
Relig: Jewish	59%	(30)	30%	(15)	11%	(5)	51
Relig: Evangelical	41%	(226)	36%	(196)	23%	(127)	549
Relig: Non-Evang. Catholics	53%	(310)	32%	(186)	15%	(87)	582
Relig: All Christian	47%	(536)	34%	(382)	19%	(213)	1131
Relig: All Non-Christian	42%	(452)	36%	(381)	22%	(236)	1070
Community: Urban	47%	(246)	33%	(174)	20%	(108)	529
Community: Suburban	50%	(527)	33%	(347)	16%	(172)	1046
Community: Rural	34%	(215)	39%	(242)	27%	(169)	626
Employ: Private Sector	45%	(270)	40%	(237)	16%	(93)	600
Employ: Government	43%	(60)	41%	(57)	16%	(22)	140
Employ: Self-Employed	47%	(97)	31%	(63)	22%	(45)	206
Employ: Homemaker	34%	(52)	34%	(52)	31%	(47)	150
Employ: Student	46%	(61)	29%	(38)	25%	(34)	132
Employ: Retired	52%	(276)	28%	(148)	20%	(104)	527
Employ: Unemployed	41%	(102)	37%	(92)	23%	(58)	252
Employ: Other	37%	(71)	39%	(76)	24%	(47)	195
Military HH: Yes	48%	(186)	34%	(132)	18%	(68)	385
Military HH: No	44%	(803)	35%	(631)	21%	(382)	1816

Continued on next page

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

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	45%	(988)	35%	(763)	20%	(450)	2201
RD/WT: Right Direction	45%	(350)	34%	(264)	21%	(162)	777
RD/WT: Wrong Track	45%	(638)	35%	(499)	20%	(287)	1424
Trump Job Approve	44%	(375)	35%	(301)	21%	(182)	858
Trump Job Disapprove	46%	(560)	35%	(420)	19%	(234)	1214
Trump Job Strongly Approve	44%	(202)	35%	(160)	21%	(96)	458
Trump Job Somewhat Approve	43%	(173)	35%	(141)	21%	(86)	400
Trump Job Somewhat Disapprove	42%	(119)	36%	(102)	22%	(61)	282
Trump Job Strongly Disapprove	47%	(441)	34%	(318)	19%	(173)	931
Favorable of Trump	44%	(372)	35%	(297)	22%	(186)	855
Unfavorable of Trump	46%	(553)	36%	(426)	18%	(216)	1194
Very Favorable of Trump	43%	(205)	34%	(163)	23%	(111)	479
Somewhat Favorable of Trump	44%	(167)	36%	(134)	20%	(74)	376
Somewhat Unfavorable of Trump	45%	(86)	40%	(77)	14%	(27)	190
Very Unfavorable of Trump	46%	(467)	35%	(349)	19%	(188)	1004
#1 Issue: Economy	45%	(242)	33%	(181)	22%	(119)	542
#1 Issue: Security	48%	(206)	35%	(149)	18%	(76)	431
#1 Issue: Health Care	50%	(181)	34%	(124)	15%	(55)	360
#1 Issue: Medicare / Social Security	50%	(163)	29%	(97)	21%	(69)	329
#1 Issue: Women's Issues	38%	(45)	44%	(53)	18%	(22)	119
#1 Issue: Education	39%	(59)	34%	(52)	27%	(42)	153
#1 Issue: Energy	37%	(45)	38%	(46)	25%	(30)	121
#1 Issue: Other	33%	(48)	42%	(62)	25%	(36)	146
2018 House Vote: Democrat	48%	(390)	35%	(282)	17%	(141)	813
2018 House Vote: Republican	48%	(319)	33%	(220)	18%	(120)	658
2018 House Vote: Someone else	44%	(52)	34%	(40)	21%	(25)	117
2018 House Vote: Didnt Vote	37%	(221)	36%	(220)	27%	(164)	606

Continued on next page

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

Cable television

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	45%	(988)	35%	(763)	20%	(450)	2201
2016 Vote: Hillary Clinton	48%	(336)	34%	(242)	18%	(125)	702
2016 Vote: Donald Trump	46%	(302)	35%	(227)	19%	(124)	654
2016 Vote: Someone else	42%	(81)	40%	(77)	18%	(35)	193
2016 Vote: Didnt Vote	41%	(268)	33%	(217)	25%	(165)	650
Voted in 2014: Yes	49%	(645)	35%	(465)	16%	(219)	1329
Voted in 2014: No	39%	(343)	34%	(298)	26%	(231)	872
2012 Vote: Barack Obama	51%	(411)	34%	(277)	15%	(125)	814
2012 Vote: Mitt Romney	46%	(232)	37%	(187)	17%	(83)	502
2012 Vote: Other	41%	(45)	41%	(45)	18%	(20)	111
2012 Vote: Didn't Vote	39%	(299)	33%	(252)	29%	(221)	772
4-Region: Northeast	62%	(245)	22%	(85)	16%	(64)	394
4-Region: Midwest	43%	(197)	36%	(168)	21%	(97)	462
4-Region: South	42%	(345)	37%	(307)	21%	(172)	825
4-Region: West	39%	(202)	39%	(202)	22%	(116)	520

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

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

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	22%	(480)	27%	(600)	51%	(1121)	2201
Gender: Male	22%	(235)	30%	(317)	48%	(510)	1062
Gender: Female	22%	(245)	25%	(283)	54%	(611)	1139
Age: 18-29	22%	(106)	34%	(169)	44%	(217)	492
Age: 30-44	20%	(106)	31%	(159)	49%	(257)	521
Age: 45-54	22%	(78)	26%	(93)	52%	(187)	358
Age: 55-64	22%	(85)	25%	(97)	54%	(211)	393
Age: 65+	24%	(105)	19%	(82)	57%	(249)	436
Generation Z: 18-22	22%	(53)	37%	(88)	41%	(98)	238
Millennial: Age 23-38	21%	(118)	32%	(175)	47%	(263)	555
Generation X: Age 39-54	21%	(120)	27%	(158)	52%	(300)	578
Boomers: Age 55-73	23%	(168)	22%	(158)	55%	(402)	728
PID: Dem (no lean)	21%	(153)	25%	(183)	55%	(411)	747
PID: Ind (no lean)	20%	(167)	28%	(233)	51%	(423)	823
PID: Rep (no lean)	25%	(160)	29%	(184)	46%	(287)	631
PID/Gender: Dem Men	22%	(66)	26%	(78)	52%	(155)	299
PID/Gender: Dem Women	20%	(88)	23%	(105)	57%	(255)	448
PID/Gender: Ind Men	20%	(86)	32%	(137)	48%	(210)	433
PID/Gender: Ind Women	21%	(81)	25%	(96)	55%	(214)	390
PID/Gender: Rep Men	25%	(84)	31%	(102)	44%	(145)	330
PID/Gender: Rep Women	25%	(76)	27%	(82)	47%	(142)	300
Ideo: Liberal (1-3)	20%	(143)	28%	(198)	52%	(373)	714
Ideo: Moderate (4)	22%	(102)	24%	(113)	54%	(256)	471
Ideo: Conservative (5-7)	26%	(191)	30%	(219)	43%	(311)	721
Educ: < College	23%	(349)	29%	(437)	48%	(727)	1513
Educ: Bachelors degree	18%	(80)	25%	(110)	57%	(255)	444
Educ: Post-grad	21%	(52)	22%	(53)	57%	(140)	244

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

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	22%	(480)	27%	(600)	51%	(1121)	2201
Income: Under 50k	20%	(247)	28%	(343)	52%	(651)	1241
Income: 50k-100k	24%	(166)	27%	(190)	49%	(336)	692
Income: 100k+	25%	(67)	25%	(68)	50%	(133)	268
Ethnicity: White	23%	(389)	27%	(466)	50%	(867)	1723
Ethnicity: Hispanic	23%	(80)	25%	(88)	52%	(181)	350
Ethnicity: Afr. Am.	20%	(56)	30%	(83)	49%	(136)	274
Ethnicity: Other	17%	(35)	25%	(51)	58%	(118)	204
Relig: Protestant	24%	(112)	27%	(129)	49%	(229)	470
Relig: Roman Catholic	25%	(101)	22%	(89)	53%	(210)	400
Relig: Ath./Agn./None	17%	(128)	29%	(217)	53%	(396)	742
Relig: Something Else	21%	(70)	27%	(89)	52%	(169)	328
Relig: Jewish	17%	(9)	22%	(11)	61%	(31)	51
Relig: Evangelical	24%	(133)	29%	(157)	47%	(259)	549
Relig: Non-Evang. Catholics	25%	(148)	24%	(138)	51%	(296)	582
Relig: All Christian	25%	(281)	26%	(295)	49%	(555)	1131
Relig: All Non-Christian	19%	(199)	29%	(305)	53%	(565)	1070
Community: Urban	17%	(88)	25%	(134)	58%	(307)	529
Community: Suburban	20%	(206)	27%	(288)	53%	(553)	1046
Community: Rural	30%	(186)	29%	(179)	42%	(261)	626
Employ: Private Sector	19%	(116)	28%	(168)	53%	(316)	600
Employ: Government	29%	(41)	28%	(39)	43%	(60)	140
Employ: Self-Employed	23%	(48)	31%	(63)	46%	(95)	206
Employ: Homemaker	18%	(27)	29%	(43)	53%	(80)	150
Employ: Student	26%	(34)	37%	(49)	37%	(49)	132
Employ: Retired	25%	(130)	20%	(108)	55%	(290)	527
Employ: Unemployed	22%	(54)	26%	(65)	52%	(132)	252
Employ: Other	16%	(31)	33%	(65)	51%	(99)	195
Military HH: Yes	26%	(100)	29%	(110)	46%	(175)	385
Military HH: No	21%	(381)	27%	(490)	52%	(945)	1816

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

Demographic	I (or someone in my household) currently subscribe	I (or someone in my household) subscribed in the past, but not now	I (or someone in my household) have never subscribed	Total N
Adults	22% (480)	27% (600)	51% (1121)	2201
RD/WT: Right Direction	25% (191)	27% (206)	49% (380)	777
RD/WT: Wrong Track	20% (290)	28% (394)	52% (740)	1424
Trump Job Approve	25% (213)	28% (242)	47% (403)	858
Trump Job Disapprove	21% (251)	26% (318)	53% (645)	1214
Trump Job Strongly Approve	25% (116)	29% (132)	46% (209)	458
Trump Job Somewhat Approve	24% (96)	28% (110)	48% (193)	400
Trump Job Somewhat Disapprove	23% (64)	31% (88)	46% (130)	282
Trump Job Strongly Disapprove	20% (187)	25% (230)	55% (515)	931
Favorable of Trump	25% (212)	29% (245)	46% (398)	855
Unfavorable of Trump	21% (251)	26% (308)	53% (636)	1194
Very Favorable of Trump	27% (128)	28% (137)	45% (215)	479
Somewhat Favorable of Trump	23% (85)	29% (109)	49% (182)	376
Somewhat Unfavorable of Trump	21% (40)	30% (58)	49% (93)	190
Very Unfavorable of Trump	21% (211)	25% (250)	54% (543)	1004
#1 Issue: Economy	19% (104)	29% (155)	52% (283)	542
#1 Issue: Security	22% (96)	31% (132)	47% (203)	431
#1 Issue: Health Care	24% (87)	27% (97)	49% (176)	360
#1 Issue: Medicare / Social Security	22% (72)	19% (63)	59% (194)	329
#1 Issue: Women's Issues	25% (30)	30% (35)	45% (54)	119
#1 Issue: Education	27% (42)	24% (37)	48% (74)	153
#1 Issue: Energy	20% (24)	33% (40)	47% (57)	121
#1 Issue: Other	17% (25)	28% (41)	55% (80)	146
2018 House Vote: Democrat	21% (172)	25% (202)	54% (439)	813
2018 House Vote: Republican	27% (177)	28% (184)	45% (298)	658
2018 House Vote: Someone else	21% (25)	23% (27)	56% (65)	117
2018 House Vote: Didnt Vote	18% (106)	30% (185)	52% (315)	606

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

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	22%	(480)	27%	(600)	51%	(1121)	2201
2016 Vote: Hillary Clinton	21%	(147)	24%	(166)	55%	(389)	702
2016 Vote: Donald Trump	28%	(183)	27%	(175)	45%	(296)	654
2016 Vote: Someone else	17%	(34)	28%	(55)	54%	(104)	193
2016 Vote: Didnt Vote	18%	(117)	31%	(204)	51%	(329)	650
Voted in 2014: Yes	23%	(310)	25%	(334)	52%	(685)	1329
Voted in 2014: No	20%	(171)	30%	(266)	50%	(436)	872
2012 Vote: Barack Obama	21%	(168)	25%	(207)	54%	(439)	814
2012 Vote: Mitt Romney	26%	(130)	27%	(135)	47%	(237)	502
2012 Vote: Other	25%	(28)	28%	(31)	47%	(52)	111
2012 Vote: Didn't Vote	20%	(153)	29%	(228)	51%	(392)	772
4-Region: Northeast	12%	(49)	19%	(73)	69%	(271)	394
4-Region: Midwest	21%	(97)	28%	(132)	51%	(234)	462
4-Region: South	25%	(207)	32%	(267)	43%	(351)	825
4-Region: West	25%	(128)	25%	(128)	51%	(264)	520

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

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

Demographic	I (or someone in my household) currently subscribe	I (or someone in my household) subscribed in the past, but not now	I (or someone in my household) have never subscribed	Total N
Adults	59% (1297)	10% (209)	32% (695)	2201
Gender: Male	63% (670)	9% (98)	28% (295)	1062
Gender: Female	55% (627)	10% (112)	35% (400)	1139
Age: 18-29	72% (356)	10% (51)	17% (84)	492
Age: 30-44	72% (378)	10% (53)	17% (90)	521
Age: 45-54	58% (208)	11% (40)	31% (111)	358
Age: 55-64	53% (207)	10% (39)	37% (147)	393
Age: 65+	34% (148)	6% (26)	60% (263)	436
Generation Z: 18-22	72% (172)	12% (30)	15% (36)	238
Millennial: Age 23-38	73% (406)	9% (50)	18% (99)	555
Generation X: Age 39-54	63% (365)	11% (64)	26% (149)	578
Boomers: Age 55-73	45% (326)	8% (58)	47% (343)	728
PID: Dem (no lean)	65% (487)	7% (51)	28% (209)	747
PID: Ind (no lean)	56% (465)	11% (95)	32% (264)	823
PID: Rep (no lean)	55% (345)	10% (63)	35% (223)	631
PID/Gender: Dem Men	70% (208)	5% (15)	25% (76)	299
PID/Gender: Dem Women	62% (279)	8% (36)	30% (133)	448
PID/Gender: Ind Men	60% (261)	11% (48)	29% (124)	433
PID/Gender: Ind Women	52% (204)	12% (47)	36% (140)	390
PID/Gender: Rep Men	61% (201)	11% (35)	29% (94)	330
PID/Gender: Rep Women	48% (144)	10% (29)	43% (128)	300
Ideo: Liberal (1-3)	68% (483)	8% (58)	24% (172)	714
Ideo: Moderate (4)	59% (280)	9% (42)	32% (149)	471
Ideo: Conservative (5-7)	55% (397)	10% (69)	35% (255)	721
Educ: < College	55% (837)	11% (160)	34% (516)	1513
Educ: Bachelors degree	68% (304)	7% (31)	25% (109)	444
Educ: Post-grad	64% (156)	8% (19)	28% (70)	244

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

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	59%	(1297)	10%	(209)	32%	(695)	2201
Income: Under 50k	53%	(653)	11%	(137)	36%	(451)	1241
Income: 50k-100k	65%	(448)	8%	(58)	27%	(186)	692
Income: 100k+	73%	(197)	5%	(14)	22%	(58)	268
Ethnicity: White	59%	(1012)	9%	(152)	32%	(558)	1723
Ethnicity: Hispanic	68%	(237)	9%	(32)	23%	(81)	350
Ethnicity: Afr. Am.	58%	(159)	13%	(37)	29%	(78)	274
Ethnicity: Other	61%	(125)	10%	(20)	29%	(59)	204
Relig: Protestant	55%	(257)	6%	(29)	39%	(184)	470
Relig: Roman Catholic	60%	(239)	8%	(33)	32%	(128)	400
Relig: Ath./Agn./None	64%	(472)	10%	(77)	26%	(192)	742
Relig: Something Else	61%	(199)	10%	(32)	30%	(97)	328
Relig: Jewish	58%	(29)	7%	(4)	35%	(18)	51
Relig: Evangelical	54%	(299)	11%	(62)	34%	(188)	549
Relig: Non-Evang. Catholics	56%	(327)	7%	(38)	37%	(218)	582
Relig: All Christian	55%	(626)	9%	(100)	36%	(406)	1131
Relig: All Non-Christian	63%	(671)	10%	(110)	27%	(289)	1070
Community: Urban	60%	(315)	9%	(46)	32%	(168)	529
Community: Suburban	62%	(649)	10%	(102)	28%	(295)	1046
Community: Rural	53%	(333)	10%	(62)	37%	(232)	626
Employ: Private Sector	70%	(421)	9%	(56)	20%	(123)	600
Employ: Government	73%	(102)	9%	(13)	17%	(24)	140
Employ: Self-Employed	66%	(136)	9%	(18)	25%	(51)	206
Employ: Homemaker	64%	(96)	9%	(14)	27%	(41)	150
Employ: Student	75%	(99)	14%	(19)	11%	(15)	132
Employ: Retired	40%	(210)	7%	(36)	53%	(281)	527
Employ: Unemployed	55%	(137)	10%	(25)	35%	(89)	252
Employ: Other	49%	(96)	14%	(28)	36%	(71)	195
Military HH: Yes	59%	(225)	10%	(39)	31%	(121)	385
Military HH: No	59%	(1071)	9%	(171)	32%	(574)	1816

Continued on next page

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

Demographic	I (or someone in my household) currently subscribe	I (or someone in my household) subscribed in the past, but not now	I (or someone in my household) have never subscribed	Total N
Adults	59% (1297)	10% (209)	32% (695)	2201
RD/WT: Right Direction	54% (423)	10% (79)	35% (275)	777
RD/WT: Wrong Track	61% (874)	9% (130)	29% (420)	1424
Trump Job Approve	55% (470)	9% (80)	36% (308)	858
Trump Job Disapprove	63% (765)	9% (108)	28% (341)	1214
Trump Job Strongly Approve	53% (241)	9% (43)	38% (173)	458
Trump Job Somewhat Approve	57% (229)	9% (37)	34% (135)	400
Trump Job Somewhat Disapprove	68% (191)	9% (26)	23% (66)	282
Trump Job Strongly Disapprove	62% (574)	9% (82)	30% (275)	931
Favorable of Trump	55% (472)	10% (86)	35% (297)	855
Unfavorable of Trump	64% (761)	8% (99)	28% (335)	1194
Very Favorable of Trump	51% (244)	9% (45)	40% (190)	479
Somewhat Favorable of Trump	61% (227)	11% (41)	29% (108)	376
Somewhat Unfavorable of Trump	64% (122)	5% (10)	31% (58)	190
Very Unfavorable of Trump	64% (639)	9% (89)	28% (276)	1004
#1 Issue: Economy	64% (347)	12% (66)	24% (129)	542
#1 Issue: Security	55% (237)	7% (28)	38% (166)	431
#1 Issue: Health Care	60% (215)	10% (34)	31% (111)	360
#1 Issue: Medicare / Social Security	42% (139)	8% (26)	50% (164)	329
#1 Issue: Women's Issues	71% (85)	8% (10)	20% (24)	119
#1 Issue: Education	70% (107)	10% (15)	20% (31)	153
#1 Issue: Energy	74% (90)	6% (7)	20% (24)	121
#1 Issue: Other	53% (78)	15% (22)	32% (46)	146
2018 House Vote: Democrat	65% (529)	7% (54)	28% (230)	813
2018 House Vote: Republican	55% (360)	9% (59)	36% (240)	658
2018 House Vote: Someone else	49% (57)	16% (19)	34% (40)	117
2018 House Vote: Didnt Vote	57% (347)	12% (76)	30% (184)	606

Continued on next page

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

Demographic	I (or someone in my household) currently subscribe	I (or someone in my household) subscribed in the past, but not now	I (or someone in my household) have never subscribed	Total N
Adults	59% (1297)	10% (209)	32% (695)	2201
2016 Vote: Hillary Clinton	64% (451)	8% (54)	28% (197)	702
2016 Vote: Donald Trump	53% (349)	7% (47)	40% (258)	654
2016 Vote: Someone else	60% (115)	12% (23)	28% (54)	193
2016 Vote: Didnt Vote	59% (382)	13% (85)	28% (183)	650
Voted in 2014: Yes	58% (770)	8% (109)	34% (449)	1329
Voted in 2014: No	60% (527)	11% (100)	28% (246)	872
2012 Vote: Barack Obama	61% (498)	9% (69)	30% (247)	814
2012 Vote: Mitt Romney	53% (268)	8% (39)	39% (195)	502
2012 Vote: Other	50% (55)	11% (12)	39% (43)	111
2012 Vote: Didn't Vote	62% (476)	11% (88)	27% (208)	772
4-Region: Northeast	57% (226)	7% (28)	36% (140)	394
4-Region: Midwest	57% (264)	7% (34)	35% (164)	462
4-Region: South	60% (491)	12% (96)	29% (238)	825
4-Region: West	61% (316)	10% (52)	29% (153)	520

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

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

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	33%	(729)	55%	(1200)	12%	(272)	2201
Gender: Male	33%	(355)	55%	(583)	12%	(125)	1062
Gender: Female	33%	(374)	54%	(617)	13%	(147)	1139
Age: 18-29	40%	(199)	48%	(235)	12%	(57)	492
Age: 30-44	44%	(229)	47%	(243)	10%	(50)	521
Age: 45-54	35%	(126)	53%	(190)	12%	(42)	358
Age: 55-64	26%	(104)	60%	(238)	13%	(52)	393
Age: 65+	16%	(72)	67%	(294)	16%	(71)	436
Generation Z: 18-22	35%	(84)	50%	(120)	14%	(34)	238
Millennial: Age 23-38	47%	(258)	44%	(247)	9%	(50)	555
Generation X: Age 39-54	37%	(212)	52%	(301)	11%	(65)	578
Boomers: Age 55-73	21%	(154)	65%	(472)	14%	(102)	728
PID: Dem (no lean)	37%	(278)	53%	(395)	10%	(75)	747
PID: Ind (no lean)	34%	(277)	53%	(434)	14%	(112)	823
PID: Rep (no lean)	28%	(174)	59%	(371)	14%	(86)	631
PID/Gender: Dem Men	41%	(122)	49%	(147)	10%	(30)	299
PID/Gender: Dem Women	35%	(156)	55%	(248)	10%	(45)	448
PID/Gender: Ind Men	32%	(139)	55%	(240)	12%	(54)	433
PID/Gender: Ind Women	35%	(138)	50%	(194)	15%	(58)	390
PID/Gender: Rep Men	28%	(94)	59%	(196)	12%	(41)	330
PID/Gender: Rep Women	27%	(81)	58%	(175)	15%	(45)	300
Ideo: Liberal (1-3)	39%	(276)	53%	(381)	8%	(57)	714
Ideo: Moderate (4)	35%	(165)	56%	(262)	9%	(44)	471
Ideo: Conservative (5-7)	27%	(196)	57%	(414)	15%	(111)	721
Educ: < College	33%	(492)	53%	(805)	14%	(216)	1513
Educ: Bachelors degree	38%	(169)	55%	(246)	7%	(29)	444
Educ: Post-grad	28%	(68)	61%	(149)	11%	(27)	244

Continued on next page

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

Film

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	33%	(729)	55%	(1200)	12%	(272)	2201
Income: Under 50k	33%	(408)	54%	(673)	13%	(160)	1241
Income: 50k-100k	32%	(223)	56%	(386)	12%	(82)	692
Income: 100k+	37%	(98)	52%	(140)	11%	(30)	268
Ethnicity: White	30%	(525)	57%	(988)	12%	(210)	1723
Ethnicity: Hispanic	45%	(159)	45%	(156)	10%	(35)	350
Ethnicity: Afr. Am.	43%	(119)	45%	(123)	12%	(32)	274
Ethnicity: Other	42%	(86)	43%	(88)	15%	(30)	204
Relig: Protestant	26%	(121)	60%	(283)	14%	(66)	470
Relig: Roman Catholic	29%	(116)	63%	(254)	8%	(30)	400
Relig: Ath./Agn./None	34%	(253)	52%	(385)	14%	(103)	742
Relig: Something Else	41%	(135)	51%	(167)	8%	(26)	328
Relig: Jewish	40%	(20)	55%	(28)	5%	(3)	51
Relig: Evangelical	34%	(188)	50%	(273)	16%	(88)	549
Relig: Non-Evang. Catholics	26%	(152)	64%	(375)	9%	(55)	582
Relig: All Christian	30%	(341)	57%	(648)	13%	(143)	1131
Relig: All Non-Christian	36%	(389)	52%	(551)	12%	(129)	1070
Community: Urban	38%	(203)	48%	(254)	13%	(71)	529
Community: Suburban	32%	(335)	58%	(604)	10%	(107)	1046
Community: Rural	31%	(191)	54%	(341)	15%	(94)	626
Employ: Private Sector	39%	(232)	51%	(306)	10%	(61)	600
Employ: Government	34%	(48)	55%	(77)	10%	(14)	140
Employ: Self-Employed	37%	(75)	47%	(97)	16%	(34)	206
Employ: Homemaker	28%	(42)	57%	(85)	15%	(23)	150
Employ: Student	47%	(63)	46%	(61)	7%	(9)	132
Employ: Retired	21%	(109)	66%	(345)	14%	(73)	527
Employ: Unemployed	32%	(80)	56%	(142)	12%	(30)	252
Employ: Other	41%	(80)	44%	(87)	14%	(28)	195
Military HH: Yes	30%	(114)	60%	(230)	11%	(41)	385
Military HH: No	34%	(615)	53%	(969)	13%	(232)	1816
RD/WT: Right Direction	27%	(213)	58%	(448)	15%	(116)	777
RD/WT: Wrong Track	36%	(516)	53%	(752)	11%	(156)	1424

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

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	33%	(729)	55%	(1200)	12%	(272)	2201
Trump Job Approve	28%	(244)	58%	(496)	14%	(118)	858
Trump Job Disapprove	37%	(449)	52%	(636)	11%	(129)	1214
Trump Job Strongly Approve	27%	(124)	56%	(258)	16%	(75)	458
Trump Job Somewhat Approve	30%	(120)	59%	(238)	11%	(42)	400
Trump Job Somewhat Disapprove	37%	(105)	52%	(146)	11%	(31)	282
Trump Job Strongly Disapprove	37%	(344)	53%	(490)	10%	(98)	931
Favorable of Trump	29%	(248)	58%	(492)	13%	(115)	855
Unfavorable of Trump	37%	(442)	52%	(626)	11%	(126)	1194
Very Favorable of Trump	28%	(132)	57%	(272)	16%	(74)	479
Somewhat Favorable of Trump	31%	(116)	59%	(220)	11%	(40)	376
Somewhat Unfavorable of Trump	37%	(71)	55%	(105)	8%	(15)	190
Very Unfavorable of Trump	37%	(371)	52%	(522)	11%	(111)	1004
#1 Issue: Economy	37%	(201)	54%	(293)	9%	(48)	542
#1 Issue: Security	28%	(122)	59%	(253)	13%	(57)	431
#1 Issue: Health Care	35%	(126)	53%	(192)	11%	(41)	360
#1 Issue: Medicare / Social Security	24%	(78)	61%	(202)	15%	(49)	329
#1 Issue: Women's Issues	34%	(40)	52%	(62)	15%	(18)	119
#1 Issue: Education	39%	(60)	49%	(74)	12%	(18)	153
#1 Issue: Energy	46%	(55)	41%	(50)	13%	(16)	121
#1 Issue: Other	32%	(46)	51%	(74)	17%	(25)	146
2018 House Vote: Democrat	37%	(304)	53%	(429)	10%	(80)	813
2018 House Vote: Republican	29%	(190)	58%	(381)	13%	(87)	658
2018 House Vote: Someone else	29%	(34)	60%	(71)	11%	(13)	117
2018 House Vote: Didnt Vote	33%	(201)	52%	(314)	15%	(91)	606
2016 Vote: Hillary Clinton	37%	(261)	53%	(372)	10%	(69)	702
2016 Vote: Donald Trump	26%	(172)	60%	(390)	14%	(92)	654
2016 Vote: Someone else	34%	(65)	59%	(113)	8%	(15)	193
2016 Vote: Didnt Vote	36%	(232)	50%	(322)	15%	(96)	650
Voted in 2014: Yes	31%	(413)	57%	(757)	12%	(158)	1329
Voted in 2014: No	36%	(316)	51%	(442)	13%	(114)	872

Continued on next page

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

Film

Demographic	An avid fan	A casual fan	Not a fan	Total N
Adults	33% (729)	55% (1200)	12% (272)	2201
2012 Vote: Barack Obama	38% (308)	52% (424)	10% (82)	814
2012 Vote: Mitt Romney	25% (125)	61% (305)	14% (72)	502
2012 Vote: Other	17% (18)	71% (78)	13% (14)	111
2012 Vote: Didn't Vote	36% (277)	51% (392)	13% (104)	772
4-Region: Northeast	35% (137)	52% (204)	13% (52)	394
4-Region: Midwest	31% (141)	60% (276)	10% (45)	462
4-Region: South	32% (265)	55% (455)	13% (104)	825
4-Region: West	36% (185)	51% (265)	14% (70)	520

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

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

Demographic	An avid fan	A casual fan	Not a fan	Total N
Adults	46% (1022)	46% (1015)	7% (164)	2201
Gender: Male	45% (475)	47% (499)	8% (88)	1062
Gender: Female	48% (547)	45% (516)	7% (76)	1139
Age: 18-29	41% (203)	51% (249)	8% (39)	492
Age: 30-44	47% (246)	45% (236)	8% (39)	521
Age: 45-54	49% (174)	42% (152)	9% (32)	358
Age: 55-64	48% (188)	46% (182)	6% (24)	393
Age: 65+	48% (211)	45% (197)	7% (29)	436
Generation Z: 18-22	37% (88)	53% (126)	10% (24)	238
Millennial: Age 23-38	45% (248)	48% (268)	7% (39)	555
Generation X: Age 39-54	50% (288)	42% (243)	8% (48)	578
Boomers: Age 55-73	49% (354)	46% (334)	5% (40)	728
PID: Dem (no lean)	53% (393)	43% (321)	4% (33)	747
PID: Ind (no lean)	39% (321)	50% (412)	11% (90)	823
PID: Rep (no lean)	49% (308)	45% (282)	6% (41)	631
PID/Gender: Dem Men	54% (161)	40% (121)	6% (17)	299
PID/Gender: Dem Women	52% (232)	45% (200)	4% (16)	448
PID/Gender: Ind Men	37% (159)	52% (225)	11% (49)	433
PID/Gender: Ind Women	42% (162)	48% (187)	10% (41)	390
PID/Gender: Rep Men	47% (155)	46% (153)	7% (21)	330
PID/Gender: Rep Women	51% (152)	43% (129)	6% (19)	300
Ideo: Liberal (1-3)	49% (347)	45% (323)	6% (45)	714
Ideo: Moderate (4)	48% (227)	44% (208)	8% (36)	471
Ideo: Conservative (5-7)	46% (333)	46% (332)	8% (56)	721
Educ: < College	46% (703)	46% (691)	8% (119)	1513
Educ: Bachelors degree	48% (214)	46% (206)	5% (24)	444
Educ: Post-grad	43% (105)	48% (118)	9% (21)	244

Continued on next page

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

Television

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	46%	(1022)	46%	(1015)	7%	(164)	2201
Income: Under 50k	46%	(574)	46%	(572)	8%	(95)	1241
Income: 50k-100k	46%	(316)	47%	(327)	7%	(49)	692
Income: 100k+	49%	(132)	43%	(116)	7%	(20)	268
Ethnicity: White	47%	(802)	46%	(796)	7%	(125)	1723
Ethnicity: Hispanic	48%	(167)	45%	(158)	7%	(24)	350
Ethnicity: Afr. Am.	49%	(135)	45%	(123)	6%	(16)	274
Ethnicity: Other	41%	(84)	47%	(97)	11%	(23)	204
Relig: Protestant	49%	(231)	45%	(212)	6%	(27)	470
Relig: Roman Catholic	52%	(207)	45%	(181)	3%	(12)	400
Relig: Ath./Agn./None	41%	(304)	49%	(363)	10%	(74)	742
Relig: Something Else	49%	(160)	43%	(141)	8%	(27)	328
Relig: Jewish	59%	(30)	36%	(18)	5%	(3)	51
Relig: Evangelical	48%	(262)	44%	(243)	8%	(44)	549
Relig: Non-Evang. Catholics	51%	(296)	46%	(269)	3%	(18)	582
Relig: All Christian	49%	(558)	45%	(511)	6%	(62)	1131
Relig: All Non-Christian	43%	(464)	47%	(504)	9%	(101)	1070
Community: Urban	48%	(252)	43%	(226)	9%	(50)	529
Community: Suburban	47%	(489)	47%	(493)	6%	(64)	1046
Community: Rural	45%	(280)	47%	(296)	8%	(50)	626
Employ: Private Sector	48%	(286)	45%	(268)	8%	(46)	600
Employ: Government	45%	(63)	49%	(68)	6%	(8)	140
Employ: Self-Employed	41%	(84)	47%	(97)	12%	(24)	206
Employ: Homemaker	44%	(66)	49%	(73)	7%	(11)	150
Employ: Student	42%	(55)	52%	(69)	6%	(8)	132
Employ: Retired	50%	(262)	46%	(240)	5%	(24)	527
Employ: Unemployed	45%	(114)	46%	(116)	8%	(21)	252
Employ: Other	46%	(90)	43%	(83)	11%	(21)	195
Military HH: Yes	45%	(172)	49%	(190)	6%	(23)	385
Military HH: No	47%	(849)	45%	(826)	8%	(141)	1816
RD/WT: Right Direction	44%	(343)	48%	(375)	8%	(59)	777
RD/WT: Wrong Track	48%	(679)	45%	(641)	7%	(104)	1424

Continued on next page

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

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	46%	(1022)	46%	(1015)	7%	(164)	2201
Trump Job Approve	46%	(398)	46%	(393)	8%	(67)	858
Trump Job Disapprove	48%	(585)	45%	(547)	7%	(82)	1214
Trump Job Strongly Approve	47%	(215)	44%	(203)	9%	(40)	458
Trump Job Somewhat Approve	46%	(183)	48%	(190)	7%	(27)	400
Trump Job Somewhat Disapprove	44%	(125)	50%	(141)	6%	(16)	282
Trump Job Strongly Disapprove	49%	(460)	43%	(405)	7%	(66)	931
Favorable of Trump	47%	(404)	45%	(388)	7%	(63)	855
Unfavorable of Trump	48%	(570)	45%	(542)	7%	(83)	1194
Very Favorable of Trump	47%	(223)	45%	(214)	9%	(42)	479
Somewhat Favorable of Trump	48%	(181)	46%	(174)	5%	(20)	376
Somewhat Unfavorable of Trump	43%	(82)	52%	(98)	6%	(10)	190
Very Unfavorable of Trump	49%	(488)	44%	(443)	7%	(72)	1004
#1 Issue: Economy	47%	(252)	47%	(252)	7%	(37)	542
#1 Issue: Security	43%	(187)	49%	(211)	8%	(33)	431
#1 Issue: Health Care	48%	(174)	45%	(160)	7%	(26)	360
#1 Issue: Medicare / Social Security	55%	(180)	41%	(136)	4%	(14)	329
#1 Issue: Women's Issues	52%	(62)	42%	(50)	6%	(8)	119
#1 Issue: Education	39%	(59)	53%	(81)	8%	(13)	153
#1 Issue: Energy	49%	(59)	43%	(52)	8%	(9)	121
#1 Issue: Other	34%	(49)	50%	(73)	16%	(24)	146
2018 House Vote: Democrat	51%	(413)	43%	(351)	6%	(48)	813
2018 House Vote: Republican	48%	(314)	46%	(304)	6%	(40)	658
2018 House Vote: Someone else	36%	(42)	50%	(59)	14%	(16)	117
2018 House Vote: Didnt Vote	41%	(249)	49%	(297)	10%	(59)	606
2016 Vote: Hillary Clinton	53%	(369)	42%	(294)	6%	(39)	702
2016 Vote: Donald Trump	49%	(322)	44%	(290)	6%	(41)	654
2016 Vote: Someone else	35%	(68)	54%	(104)	11%	(20)	193
2016 Vote: Didnt Vote	40%	(263)	50%	(324)	10%	(62)	650
Voted in 2014: Yes	49%	(652)	45%	(599)	6%	(78)	1329
Voted in 2014: No	42%	(370)	48%	(416)	10%	(86)	872

Continued on next page

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

Television

Demographic	An avid fan	A casual fan	Not a fan	Total N
Adults	46% (1022)	46% (1015)	7% (164)	2201
2012 Vote: Barack Obama	51% (419)	43% (349)	6% (46)	814
2012 Vote: Mitt Romney	47% (234)	47% (238)	6% (29)	502
2012 Vote: Other	31% (34)	54% (59)	15% (17)	111
2012 Vote: Didn't Vote	43% (333)	48% (368)	9% (71)	772
4-Region: Northeast	49% (194)	43% (168)	8% (31)	394
4-Region: Midwest	46% (213)	47% (219)	7% (30)	462
4-Region: South	48% (392)	46% (382)	6% (51)	825
4-Region: West	43% (222)	47% (247)	10% (52)	520

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

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

Music

Demographic	An avid fan	A casual fan	Not a fan	Total N
Adults	52% (1153)	43% (954)	4% (94)	2201
Gender: Male	51% (541)	44% (471)	5% (50)	1062
Gender: Female	54% (612)	42% (482)	4% (44)	1139
Age: 18-29	72% (352)	26% (127)	3% (12)	492
Age: 30-44	61% (319)	36% (190)	2% (13)	521
Age: 45-54	52% (186)	45% (162)	3% (10)	358
Age: 55-64	42% (166)	53% (207)	5% (19)	393
Age: 65+	30% (130)	61% (267)	9% (40)	436
Generation Z: 18-22	76% (181)	20% (48)	4% (9)	238
Millennial: Age 23-38	66% (364)	32% (180)	2% (11)	555
Generation X: Age 39-54	54% (311)	44% (252)	3% (15)	578
Boomers: Age 55-73	36% (262)	58% (423)	6% (43)	728
PID: Dem (no lean)	57% (428)	40% (298)	3% (21)	747
PID: Ind (no lean)	54% (443)	41% (337)	5% (44)	823
PID: Rep (no lean)	45% (282)	51% (319)	5% (30)	631
PID/Gender: Dem Men	59% (175)	37% (112)	4% (12)	299
PID/Gender: Dem Women	56% (253)	41% (186)	2% (9)	448
PID/Gender: Ind Men	52% (224)	43% (186)	5% (23)	433
PID/Gender: Ind Women	56% (219)	39% (152)	5% (20)	390
PID/Gender: Rep Men	43% (142)	53% (174)	4% (15)	330
PID/Gender: Rep Women	47% (140)	48% (145)	5% (15)	300
Ideo: Liberal (1-3)	60% (426)	36% (260)	4% (27)	714
Ideo: Moderate (4)	50% (236)	47% (222)	3% (13)	471
Ideo: Conservative (5-7)	45% (322)	50% (358)	6% (40)	721
Educ: < College	54% (819)	41% (626)	4% (67)	1513
Educ: Bachelors degree	52% (230)	45% (202)	3% (12)	444
Educ: Post-grad	43% (104)	52% (126)	6% (15)	244

Continued on next page

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

Music

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	52%	(1153)	43%	(954)	4%	(94)	2201
Income: Under 50k	56%	(689)	40%	(499)	4%	(52)	1241
Income: 50k-100k	48%	(332)	47%	(328)	5%	(32)	692
Income: 100k+	49%	(132)	47%	(126)	4%	(10)	268
Ethnicity: White	48%	(829)	47%	(810)	5%	(83)	1723
Ethnicity: Hispanic	60%	(209)	37%	(130)	3%	(11)	350
Ethnicity: Afr. Am.	69%	(188)	29%	(81)	2%	(5)	274
Ethnicity: Other	66%	(135)	31%	(63)	3%	(6)	204
Relig: Protestant	43%	(201)	51%	(242)	6%	(27)	470
Relig: Roman Catholic	50%	(201)	46%	(185)	3%	(13)	400
Relig: Ath./Agn./None	53%	(392)	42%	(309)	5%	(41)	742
Relig: Something Else	66%	(216)	33%	(108)	1%	(4)	328
Relig: Jewish	48%	(25)	52%	(26)	—	(0)	51
Relig: Evangelical	49%	(270)	47%	(256)	4%	(22)	549
Relig: Non-Evang. Catholics	47%	(274)	48%	(281)	5%	(28)	582
Relig: All Christian	48%	(544)	47%	(537)	4%	(50)	1131
Relig: All Non-Christian	57%	(608)	39%	(417)	4%	(44)	1070
Community: Urban	59%	(313)	37%	(197)	3%	(18)	529
Community: Suburban	51%	(530)	45%	(471)	4%	(46)	1046
Community: Rural	50%	(310)	46%	(286)	5%	(30)	626
Employ: Private Sector	57%	(340)	40%	(242)	3%	(18)	600
Employ: Government	55%	(77)	43%	(61)	1%	(2)	140
Employ: Self-Employed	56%	(114)	39%	(80)	6%	(11)	206
Employ: Homemaker	48%	(73)	44%	(66)	7%	(11)	150
Employ: Student	81%	(107)	16%	(22)	3%	(4)	132
Employ: Retired	34%	(181)	59%	(310)	7%	(37)	527
Employ: Unemployed	55%	(137)	42%	(105)	4%	(9)	252
Employ: Other	63%	(123)	35%	(69)	1%	(3)	195
Military HH: Yes	51%	(196)	45%	(172)	5%	(18)	385
Military HH: No	53%	(957)	43%	(782)	4%	(77)	1816
RD/WT: Right Direction	47%	(366)	48%	(372)	5%	(38)	777
RD/WT: Wrong Track	55%	(787)	41%	(582)	4%	(56)	1424

Continued on next page

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

Music

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	52%	(1153)	43%	(954)	4%	(94)	2201
Trump Job Approve	47%	(402)	49%	(417)	5%	(39)	858
Trump Job Disapprove	56%	(683)	40%	(489)	3%	(42)	1214
Trump Job Strongly Approve	46%	(210)	48%	(218)	6%	(29)	458
Trump Job Somewhat Approve	48%	(192)	50%	(198)	2%	(10)	400
Trump Job Somewhat Disapprove	54%	(151)	44%	(125)	2%	(6)	282
Trump Job Strongly Disapprove	57%	(532)	39%	(364)	4%	(36)	931
Favorable of Trump	48%	(408)	48%	(414)	4%	(34)	855
Unfavorable of Trump	56%	(669)	40%	(481)	4%	(44)	1194
Very Favorable of Trump	47%	(226)	48%	(228)	5%	(25)	479
Somewhat Favorable of Trump	48%	(182)	49%	(186)	2%	(8)	376
Somewhat Unfavorable of Trump	50%	(96)	47%	(90)	2%	(4)	190
Very Unfavorable of Trump	57%	(573)	39%	(391)	4%	(40)	1004
#1 Issue: Economy	58%	(314)	39%	(213)	3%	(15)	542
#1 Issue: Security	43%	(187)	51%	(220)	6%	(24)	431
#1 Issue: Health Care	52%	(188)	44%	(157)	4%	(14)	360
#1 Issue: Medicare / Social Security	38%	(124)	55%	(182)	7%	(23)	329
#1 Issue: Women's Issues	65%	(78)	31%	(37)	4%	(4)	119
#1 Issue: Education	63%	(97)	34%	(52)	3%	(4)	153
#1 Issue: Energy	65%	(78)	31%	(38)	4%	(5)	121
#1 Issue: Other	60%	(87)	37%	(54)	3%	(5)	146
2018 House Vote: Democrat	53%	(432)	43%	(349)	4%	(32)	813
2018 House Vote: Republican	44%	(288)	52%	(341)	4%	(29)	658
2018 House Vote: Someone else	51%	(59)	44%	(52)	5%	(6)	117
2018 House Vote: Didnt Vote	61%	(370)	34%	(208)	5%	(27)	606
2016 Vote: Hillary Clinton	54%	(379)	42%	(295)	4%	(28)	702
2016 Vote: Donald Trump	40%	(261)	55%	(359)	5%	(34)	654
2016 Vote: Someone else	52%	(101)	42%	(80)	6%	(12)	193
2016 Vote: Didnt Vote	63%	(412)	33%	(217)	3%	(21)	650
Voted in 2014: Yes	46%	(616)	49%	(650)	5%	(64)	1329
Voted in 2014: No	62%	(537)	35%	(304)	4%	(31)	872

Continued on next page

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

Music

Demographic	An avid fan	A casual fan	Not a fan	Total N
Adults	52% (1153)	43% (954)	4% (94)	2201
2012 Vote: Barack Obama	54% (439)	43% (347)	4% (29)	814
2012 Vote: Mitt Romney	39% (195)	55% (278)	6% (29)	502
2012 Vote: Other	40% (44)	51% (57)	9% (10)	111
2012 Vote: Didn't Vote	62% (476)	35% (270)	3% (27)	772
4-Region: Northeast	53% (209)	43% (169)	4% (16)	394
4-Region: Midwest	49% (226)	44% (206)	7% (31)	462
4-Region: South	54% (442)	43% (357)	3% (26)	825
4-Region: West	53% (276)	43% (222)	4% (22)	520

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

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

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	13%	(291)	41%	(908)	46%	(1002)	2201
Gender: Male	8%	(82)	30%	(323)	62%	(658)	1062
Gender: Female	18%	(209)	51%	(585)	30%	(344)	1139
Age: 18-29	23%	(113)	46%	(227)	31%	(152)	492
Age: 30-44	16%	(83)	41%	(212)	43%	(226)	521
Age: 45-54	10%	(36)	48%	(171)	42%	(151)	358
Age: 55-64	9%	(37)	33%	(130)	58%	(226)	393
Age: 65+	5%	(23)	38%	(167)	57%	(247)	436
Generation Z: 18-22	25%	(60)	43%	(102)	32%	(75)	238
Millennial: Age 23-38	19%	(104)	43%	(238)	39%	(214)	555
Generation X: Age 39-54	12%	(68)	47%	(271)	41%	(240)	578
Boomers: Age 55-73	8%	(58)	35%	(256)	57%	(414)	728
PID: Dem (no lean)	18%	(131)	48%	(357)	35%	(259)	747
PID: Ind (no lean)	12%	(99)	38%	(311)	50%	(414)	823
PID: Rep (no lean)	10%	(61)	38%	(241)	52%	(329)	631
PID/Gender: Dem Men	11%	(33)	42%	(126)	47%	(140)	299
PID/Gender: Dem Women	22%	(98)	52%	(231)	27%	(119)	448
PID/Gender: Ind Men	6%	(27)	28%	(120)	66%	(286)	433
PID/Gender: Ind Women	18%	(72)	49%	(191)	33%	(128)	390
PID/Gender: Rep Men	7%	(22)	23%	(77)	70%	(232)	330
PID/Gender: Rep Women	13%	(39)	55%	(164)	32%	(97)	300
Ideo: Liberal (1-3)	18%	(127)	44%	(313)	38%	(274)	714
Ideo: Moderate (4)	14%	(68)	40%	(190)	45%	(213)	471
Ideo: Conservative (5-7)	8%	(55)	39%	(281)	53%	(385)	721
Educ: < College	14%	(211)	41%	(619)	45%	(683)	1513
Educ: Bachelors degree	13%	(58)	42%	(188)	45%	(198)	444
Educ: Post-grad	9%	(22)	41%	(101)	50%	(122)	244

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

Fashion

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	13%	(291)	41%	(908)	46%	(1002)	2201
Income: Under 50k	14%	(179)	42%	(523)	43%	(539)	1241
Income: 50k-100k	11%	(80)	41%	(280)	48%	(332)	692
Income: 100k+	12%	(33)	39%	(104)	49%	(131)	268
Ethnicity: White	9%	(156)	40%	(693)	51%	(873)	1723
Ethnicity: Hispanic	22%	(78)	45%	(158)	32%	(114)	350
Ethnicity: Afr. Am.	32%	(88)	46%	(125)	22%	(61)	274
Ethnicity: Other	23%	(47)	44%	(90)	33%	(68)	204
Relig: Protestant	7%	(33)	41%	(195)	51%	(242)	470
Relig: Roman Catholic	11%	(42)	44%	(178)	45%	(180)	400
Relig: Ath./Agn./None	14%	(105)	36%	(271)	49%	(366)	742
Relig: Something Else	19%	(62)	43%	(140)	39%	(126)	328
Relig: Jewish	23%	(12)	33%	(17)	45%	(23)	51
Relig: Evangelical	14%	(75)	45%	(247)	41%	(227)	549
Relig: Non-Evang. Catholics	8%	(49)	43%	(251)	48%	(282)	582
Relig: All Christian	11%	(124)	44%	(498)	45%	(509)	1131
Relig: All Non-Christian	16%	(167)	38%	(410)	46%	(493)	1070
Community: Urban	19%	(101)	44%	(230)	37%	(198)	529
Community: Suburban	12%	(124)	43%	(449)	45%	(473)	1046
Community: Rural	11%	(67)	37%	(229)	53%	(331)	626
Employ: Private Sector	13%	(75)	43%	(260)	44%	(265)	600
Employ: Government	16%	(22)	43%	(61)	41%	(57)	140
Employ: Self-Employed	18%	(37)	46%	(94)	37%	(75)	206
Employ: Homemaker	19%	(29)	41%	(62)	39%	(59)	150
Employ: Student	29%	(38)	46%	(61)	25%	(33)	132
Employ: Retired	6%	(32)	37%	(196)	57%	(299)	527
Employ: Unemployed	10%	(26)	39%	(99)	50%	(127)	252
Employ: Other	17%	(32)	39%	(76)	44%	(86)	195
Military HH: Yes	11%	(41)	40%	(153)	50%	(191)	385
Military HH: No	14%	(250)	42%	(754)	45%	(811)	1816
RD/WT: Right Direction	10%	(74)	39%	(303)	51%	(400)	777
RD/WT: Wrong Track	15%	(217)	42%	(605)	42%	(602)	1424

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

Fashion

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	13%	(291)	41%	(908)	46%	(1002)	2201
Trump Job Approve	8%	(70)	41%	(352)	51%	(436)	858
Trump Job Disapprove	16%	(194)	42%	(508)	42%	(511)	1214
Trump Job Strongly Approve	7%	(34)	38%	(176)	54%	(248)	458
Trump Job Somewhat Approve	9%	(36)	44%	(176)	47%	(188)	400
Trump Job Somewhat Disapprove	18%	(51)	42%	(120)	40%	(112)	282
Trump Job Strongly Disapprove	15%	(143)	42%	(389)	43%	(400)	931
Favorable of Trump	9%	(73)	40%	(344)	51%	(438)	855
Unfavorable of Trump	15%	(183)	42%	(504)	42%	(507)	1194
Very Favorable of Trump	7%	(35)	39%	(187)	54%	(257)	479
Somewhat Favorable of Trump	10%	(38)	42%	(157)	48%	(181)	376
Somewhat Unfavorable of Trump	12%	(22)	43%	(82)	45%	(86)	190
Very Unfavorable of Trump	16%	(161)	42%	(422)	42%	(421)	1004
#1 Issue: Economy	16%	(84)	42%	(227)	43%	(231)	542
#1 Issue: Security	8%	(35)	39%	(169)	53%	(227)	431
#1 Issue: Health Care	13%	(45)	45%	(161)	43%	(153)	360
#1 Issue: Medicare / Social Security	9%	(29)	37%	(123)	54%	(178)	329
#1 Issue: Women's Issues	24%	(29)	46%	(55)	30%	(36)	119
#1 Issue: Education	13%	(20)	44%	(67)	43%	(65)	153
#1 Issue: Energy	19%	(23)	39%	(48)	41%	(50)	121
#1 Issue: Other	18%	(26)	40%	(58)	43%	(62)	146
2018 House Vote: Democrat	16%	(130)	43%	(347)	41%	(336)	813
2018 House Vote: Republican	8%	(51)	39%	(254)	54%	(353)	658
2018 House Vote: Someone else	9%	(10)	42%	(50)	49%	(57)	117
2018 House Vote: Didnt Vote	16%	(99)	42%	(253)	42%	(254)	606
2016 Vote: Hillary Clinton	17%	(122)	42%	(295)	41%	(285)	702
2016 Vote: Donald Trump	7%	(47)	38%	(246)	55%	(361)	654
2016 Vote: Someone else	11%	(21)	34%	(65)	56%	(107)	193
2016 Vote: Didnt Vote	16%	(102)	46%	(301)	38%	(247)	650
Voted in 2014: Yes	11%	(152)	41%	(540)	48%	(636)	1329
Voted in 2014: No	16%	(139)	42%	(368)	42%	(365)	872

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

Fashion

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	13%	(291)	41%	(908)	46%	(1002)	2201
2012 Vote: Barack Obama	14%	(115)	45%	(367)	41%	(333)	814
2012 Vote: Mitt Romney	5%	(26)	37%	(187)	58%	(290)	502
2012 Vote: Other	8%	(9)	30%	(34)	61%	(68)	111
2012 Vote: Didn't Vote	18%	(142)	41%	(320)	40%	(311)	772
4-Region: Northeast	13%	(50)	45%	(178)	42%	(166)	394
4-Region: Midwest	11%	(52)	43%	(197)	46%	(214)	462
4-Region: South	13%	(111)	42%	(346)	45%	(368)	825
4-Region: West	15%	(78)	36%	(187)	49%	(255)	520

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2201	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1139	52%
	N	2201	
age5	Age: 18-29	492	22%
	Age: 30-44	521	24%
	Age: 45-54	358	16%
	Age: 55-64	393	18%
	Age: 65+	436	20%
	N	2201	
demAgeGeneration	Generation Z: 18-22	238	11%
	Millennial: Age 23-38	555	25%
	Generation X: Age 39-54	578	26%
	Boomers: Age 55-73	728	33%
	N	2099	
xpid3	PID: Dem (no lean)	747	34%
	PID: Ind (no lean)	823	37%
	PID: Rep (no lean)	631	29%
	N	2201	
xpidGender	PID/Gender: Dem Men	299	14%
	PID/Gender: Dem Women	448	20%
	PID/Gender: Ind Men	433	20%
	PID/Gender: Ind Women	390	18%
	PID/Gender: Rep Men	330	15%
	PID/Gender: Rep Women	300	14%
	N	2201	
xdemIdeo3	Ideo: Liberal (1-3)	714	32%
	Ideo: Moderate (4)	471	21%
	Ideo: Conservative (5-7)	721	33%
	N	1906	
xeduc3	Educ: < College	1513	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2201	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1241	56%
	Income: 50k-100k	692	31%
	Income: 100k+	268	12%
	N	2201	
xdemWhite	Ethnicity: White	1723	78%
xdemHispBin	Ethnicity: Hispanic	350	16%
demBlackBin	Ethnicity: Afr. Am.	274	12%
demRaceOther	Ethnicity: Other	204	9%
xrelNet	Relig: Protestant	470	21%
	Relig: Roman Catholic	400	18%
	Relig: Ath./Agn./None	742	34%
	Relig: Something Else	328	15%
	N	1940	
xreligion1	Relig: Jewish	51	2%
xreligion2	Relig: Evangelical	549	25%
	Relig: Non-Evang. Catholics	582	26%
	N	1131	
xreligion3	Relig: All Christian	1131	51%
	Relig: All Non-Christian	1070	49%
	N	2201	
xdemUsr	Community: Urban	529	24%
	Community: Suburban	1046	48%
	Community: Rural	626	28%
	N	2201	
xdemEmploy	Employ: Private Sector	600	27%
	Employ: Government	140	6%
	Employ: Self-Employed	206	9%
	Employ: Homemaker	150	7%
	Employ: Student	132	6%
	Employ: Retired	527	24%
	Employ: Unemployed	252	11%
	Employ: Other	195	9%
	N	2201	
xdemMilHH1	Military HH: Yes	385	18%
	Military HH: No	1816	82%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	777	35%
	RD/WT: Wrong Track	1424	65%
	N	2201	
Trump_Approve	Trump Job Approve	858	39%
	Trump Job Disapprove	1214	55%
	N	2071	
Trump_Approve2	Trump Job Strongly Approve	458	21%
	Trump Job Somewhat Approve	400	18%
	Trump Job Somewhat Disapprove	282	13%
	Trump Job Strongly Disapprove	931	42%
	N	2071	
Trump_Fav	Favorable of Trump	855	39%
	Unfavorable of Trump	1194	54%
	N	2049	
Trump_Fav_FULL	Very Favorable of Trump	479	22%
	Somewhat Favorable of Trump	376	17%
	Somewhat Unfavorable of Trump	190	9%
	Very Unfavorable of Trump	1004	46%
	N	2049	
xnr3	#1 Issue: Economy	542	25%
	#1 Issue: Security	431	20%
	#1 Issue: Health Care	360	16%
	#1 Issue: Medicare / Social Security	329	15%
	#1 Issue: Women's Issues	119	5%
	#1 Issue: Education	153	7%
	#1 Issue: Energy	121	5%
	#1 Issue: Other	146	7%
	N	2201	
xsubVote18O	2018 House Vote: Democrat	813	37%
	2018 House Vote: Republican	658	30%
	2018 House Vote: Someone else	117	5%
	2018 House Vote: Didnt Vote	606	28%
	N	2195	
xsubVote16O	2016 Vote: Hillary Clinton	702	32%
	2016 Vote: Donald Trump	654	30%
	2016 Vote: Someone else	193	9%
	2016 Vote: Didnt Vote	650	30%
	N	2198	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote14O	Voted in 2014: Yes	1329	60%
	Voted in 2014: No	872	40%
	N	2201	
xsubVote12O	2012 Vote: Barack Obama	814	37%
	2012 Vote: Mitt Romney	502	23%
	2012 Vote: Other	111	5%
	2012 Vote: Didn't Vote	772	35%
	N	2199	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	825	37%
	4-Region: West	520	24%
	N	2201	

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



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