



National Tracking Poll #190527  
May 10-12, 2019

*Crosstabulation Results*

*Methodology:*

This poll was conducted between May 10-May 12, 2019 among a national sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, educational attainment, gender, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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## Crosstabulation Results by Respondent Demographics

**Table HR1:** As you may know, Georgia lawmakers passed HB 481, a bill that bans abortions once a heartbeat is detected in an embryo, typically about six weeks into a pregnancy. The bill passed in the Georgia House and Senate largely along party lines with most Republican members supporting and most Democratic members opposing. Governor Brian Kemp, a Republican, signed the bill into law on May 7, 2019. Before taking this survey, how much have you seen, read or heard about this issue?

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	18%	(392)	34%	(744)	23%	(498)	26%	(566)	2200
Gender: Male	17%	(184)	35%	(373)	24%	(255)	23%	(249)	1062
Gender: Female	18%	(208)	33%	(372)	21%	(242)	28%	(317)	1138
Age: 18-29	18%	(81)	28%	(124)	23%	(105)	31%	(139)	449
Age: 30-44	16%	(90)	32%	(179)	21%	(120)	31%	(175)	564
Age: 45-54	20%	(61)	34%	(104)	24%	(73)	23%	(69)	308
Age: 55-64	19%	(84)	39%	(172)	22%	(98)	20%	(89)	443
Age: 65+	17%	(76)	38%	(165)	23%	(102)	21%	(93)	436
Generation Z: 18-22	18%	(42)	23%	(55)	22%	(52)	38%	(91)	241
Millennial: Age 23-38	19%	(106)	31%	(175)	21%	(116)	29%	(159)	555
Generation X: Age 39-54	16%	(83)	34%	(178)	25%	(130)	26%	(134)	524
Boomers: Age 55-73	19%	(144)	38%	(295)	23%	(181)	20%	(157)	778
PID: Dem (no lean)	19%	(153)	36%	(285)	20%	(162)	24%	(194)	795
PID: Ind (no lean)	14%	(107)	29%	(217)	25%	(187)	32%	(239)	749
PID: Rep (no lean)	20%	(132)	37%	(242)	23%	(148)	20%	(133)	656
PID/Gender: Dem Men	19%	(66)	35%	(125)	22%	(77)	24%	(85)	352
PID/Gender: Dem Women	20%	(87)	36%	(161)	19%	(86)	25%	(110)	443
PID/Gender: Ind Men	13%	(47)	32%	(115)	27%	(97)	27%	(98)	356
PID/Gender: Ind Women	15%	(60)	26%	(102)	23%	(90)	36%	(141)	393
PID/Gender: Rep Men	20%	(72)	38%	(133)	23%	(82)	19%	(67)	353
PID/Gender: Rep Women	20%	(61)	36%	(109)	22%	(67)	22%	(66)	303
Ideo: Liberal (1-3)	22%	(160)	39%	(280)	18%	(127)	21%	(155)	722
Ideo: Moderate (4)	14%	(69)	35%	(180)	26%	(134)	25%	(130)	513
Ideo: Conservative (5-7)	20%	(136)	37%	(254)	24%	(166)	20%	(140)	695

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**Table HR1:** As you may know, Georgia lawmakers passed HB 481, a bill that bans abortions once a heartbeat is detected in an embryo, typically about six weeks into a pregnancy. The bill passed in the Georgia House and Senate largely along party lines with most Republican members supporting and most Democratic members opposing. Governor Brian Kemp, a Republican, signed the bill into law on May 7, 2019. Before taking this survey, how much have you seen, read or heard about this issue?

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	18%	(392)	34%	(744)	23%	(498)	26%	(566)	2200
Educ: < College	17%	(253)	29%	(442)	25%	(371)	29%	(446)	1512
Educ: Bachelors degree	18%	(78)	45%	(199)	19%	(84)	19%	(83)	444
Educ: Post-grad	25%	(61)	42%	(103)	17%	(42)	15%	(37)	244
Income: Under 50k	16%	(197)	30%	(372)	25%	(309)	30%	(380)	1258
Income: 50k-100k	20%	(132)	39%	(255)	21%	(137)	20%	(134)	659
Income: 100k+	22%	(63)	41%	(117)	18%	(52)	18%	(52)	284
Ethnicity: White	18%	(310)	36%	(624)	22%	(375)	24%	(413)	1722
Ethnicity: Hispanic	17%	(59)	25%	(88)	25%	(87)	33%	(115)	349
Ethnicity: Afr. Am.	19%	(53)	24%	(67)	26%	(70)	31%	(85)	274
Ethnicity: Other	14%	(29)	26%	(54)	26%	(53)	34%	(68)	204
Relig: Protestant	20%	(107)	42%	(229)	22%	(120)	16%	(88)	544
Relig: Roman Catholic	17%	(70)	31%	(126)	27%	(111)	25%	(104)	412
Relig: Ath./Agn./None	17%	(118)	31%	(211)	22%	(147)	30%	(206)	682
Relig: Something Else	15%	(45)	34%	(100)	21%	(61)	30%	(87)	293
Relig: All Christian	19%	(229)	35%	(433)	24%	(289)	22%	(273)	1224
Relig: All Non-Christian	17%	(163)	32%	(312)	21%	(208)	30%	(293)	976
Community: Urban	18%	(93)	30%	(157)	23%	(117)	29%	(153)	520
Community: Suburban	18%	(192)	37%	(387)	21%	(219)	23%	(244)	1043
Community: Rural	17%	(107)	31%	(200)	25%	(161)	26%	(169)	637
Employ: Private Sector	17%	(103)	38%	(238)	22%	(137)	23%	(143)	621
Employ: Government	18%	(21)	40%	(49)	21%	(26)	21%	(25)	122
Employ: Self-Employed	26%	(51)	30%	(61)	27%	(55)	17%	(34)	201
Employ: Homemaker	20%	(28)	33%	(47)	24%	(33)	22%	(31)	140
Employ: Student	16%	(18)	23%	(26)	22%	(24)	40%	(45)	113
Employ: Retired	19%	(108)	40%	(226)	21%	(121)	19%	(108)	564
Employ: Unemployed	14%	(35)	26%	(67)	21%	(54)	39%	(102)	258
Employ: Other	14%	(26)	17%	(31)	26%	(47)	42%	(77)	182
Military HH: Yes	24%	(90)	35%	(134)	20%	(77)	21%	(78)	379
Military HH: No	17%	(301)	34%	(610)	23%	(421)	27%	(488)	1821

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**Table HR1:** As you may know, Georgia lawmakers passed HB 481, a bill that bans abortions once a heartbeat is detected in an embryo, typically about six weeks into a pregnancy. The bill passed in the Georgia House and Senate largely along party lines with most Republican members supporting and most Democratic members opposing. Governor Brian Kemp, a Republican, signed the bill into law on May 7, 2019. Before taking this survey, how much have you seen, read or heard about this issue?

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	18%	(392)	34%	(744)	23%	(498)	26%	(566)	2200
RD/WT: Right Direction	18%	(143)	36%	(279)	22%	(176)	24%	(187)	785
RD/WT: Wrong Track	18%	(249)	33%	(465)	23%	(322)	27%	(379)	1415
Trump Job Approve	20%	(169)	35%	(295)	24%	(197)	21%	(176)	837
Trump Job Disapprove	18%	(215)	36%	(432)	22%	(264)	25%	(296)	1207
Trump Job Strongly Approve	27%	(125)	35%	(162)	21%	(100)	17%	(80)	467
Trump Job Somewhat Approve	12%	(43)	36%	(134)	26%	(97)	26%	(96)	370
Trump Job Somewhat Disapprove	9%	(23)	32%	(83)	26%	(66)	33%	(85)	256
Trump Job Strongly Disapprove	20%	(192)	37%	(349)	21%	(199)	22%	(212)	951
Favorable of Trump	20%	(164)	37%	(296)	24%	(192)	20%	(159)	811
Unfavorable of Trump	18%	(212)	36%	(436)	21%	(251)	25%	(302)	1201
Very Favorable of Trump	24%	(114)	36%	(174)	21%	(102)	18%	(86)	476
Somewhat Favorable of Trump	15%	(50)	37%	(123)	27%	(90)	22%	(72)	335
Somewhat Unfavorable of Trump	8%	(18)	24%	(52)	25%	(55)	42%	(90)	215
Very Unfavorable of Trump	20%	(194)	39%	(383)	20%	(196)	21%	(212)	986
#1 Issue: Economy	14%	(68)	37%	(188)	22%	(113)	27%	(136)	506
#1 Issue: Security	22%	(101)	35%	(161)	22%	(99)	21%	(98)	458
#1 Issue: Health Care	18%	(71)	33%	(130)	27%	(106)	22%	(85)	392
#1 Issue: Medicare / Social Security	13%	(42)	29%	(93)	30%	(95)	28%	(90)	320
#1 Issue: Women's Issues	39%	(53)	36%	(49)	9%	(12)	17%	(23)	137
#1 Issue: Education	21%	(29)	29%	(40)	23%	(32)	27%	(38)	139
#1 Issue: Energy	11%	(13)	37%	(45)	14%	(17)	39%	(47)	123
#1 Issue: Other	11%	(14)	31%	(39)	19%	(23)	39%	(48)	124
2018 House Vote: Democrat	20%	(157)	41%	(320)	19%	(149)	20%	(158)	785
2018 House Vote: Republican	23%	(144)	39%	(249)	22%	(142)	16%	(101)	636
2018 House Vote: Someone else	13%	(15)	30%	(34)	25%	(28)	32%	(37)	113
2018 House Vote: Didnt Vote	11%	(75)	21%	(142)	27%	(177)	41%	(270)	664

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Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	18%	(392)	34%	(744)	23%	(498)	26%	(566)	2200
2016 Vote: Hillary Clinton	21%	(135)	41%	(270)	19%	(121)	20%	(128)	654
2016 Vote: Donald Trump	20%	(131)	38%	(245)	25%	(158)	17%	(110)	644
2016 Vote: Someone else	16%	(27)	36%	(60)	27%	(45)	21%	(35)	168
2016 Vote: Didnt Vote	13%	(97)	23%	(167)	23%	(171)	40%	(292)	727
Voted in 2014: Yes	22%	(277)	40%	(519)	21%	(269)	17%	(221)	1286
Voted in 2014: No	13%	(115)	25%	(225)	25%	(228)	38%	(345)	914
2012 Vote: Barack Obama	20%	(159)	41%	(320)	20%	(157)	19%	(147)	784
2012 Vote: Mitt Romney	21%	(110)	39%	(206)	23%	(123)	16%	(86)	526
2012 Vote: Other	10%	(8)	33%	(24)	28%	(21)	29%	(21)	74
2012 Vote: Didn't Vote	14%	(114)	24%	(193)	24%	(194)	38%	(311)	811
4-Region: Northeast	15%	(58)	35%	(139)	20%	(77)	30%	(119)	394
4-Region: Midwest	18%	(81)	34%	(159)	22%	(102)	26%	(119)	462
4-Region: South	19%	(157)	33%	(269)	24%	(198)	24%	(200)	824
4-Region: West	18%	(95)	34%	(177)	23%	(120)	25%	(127)	520
Watch TV: Every day	19%	(217)	35%	(401)	22%	(251)	23%	(265)	1134
Watch TV: Several times per week	17%	(81)	34%	(166)	26%	(125)	23%	(109)	481
Watch TV: About once per week	17%	(24)	33%	(45)	23%	(31)	28%	(38)	137
Watch TV: Several times per month	6%	(6)	35%	(35)	26%	(26)	33%	(33)	101
Watch TV: Less often than once per month	14%	(15)	33%	(35)	19%	(20)	33%	(36)	107
Watch TV: Never	17%	(35)	26%	(52)	19%	(39)	38%	(76)	201
Watch Movies: Every day	23%	(91)	26%	(105)	23%	(93)	28%	(111)	400
Watch Movies: Several times per week	14%	(75)	36%	(188)	25%	(133)	25%	(132)	528
Watch Movies: About once per week	20%	(72)	39%	(142)	21%	(76)	21%	(75)	366
Watch Movies: Several times per month	16%	(42)	37%	(96)	21%	(55)	26%	(67)	260
Watch Movies: About once per month	24%	(48)	40%	(80)	19%	(37)	17%	(34)	199
Watch Movies: Less often than once per month	13%	(29)	35%	(79)	25%	(56)	27%	(60)	225
Watch Movies: Never	15%	(33)	25%	(54)	21%	(47)	39%	(87)	222

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**Table HR1:** As you may know, Georgia lawmakers passed HB 481, a bill that bans abortions once a heartbeat is detected in an embryo, typically about six weeks into a pregnancy. The bill passed in the Georgia House and Senate largely along party lines with most Republican members supporting and most Democratic members opposing. Governor Brian Kemp, a Republican, signed the bill into law on May 7, 2019. Before taking this survey, how much have you seen, read or heard about this issue?

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	18%	(392)	34%	(744)	23%	(498)	26%	(566)	2200
Watch Sports: Every day	24%	(43)	31%	(56)	20%	(36)	25%	(45)	179
Watch Sports: Several times per week	16%	(48)	45%	(135)	18%	(54)	20%	(60)	297
Watch Sports: About once per week	20%	(53)	33%	(88)	31%	(84)	16%	(43)	268
Watch Sports: Several times per month	14%	(27)	40%	(76)	26%	(50)	21%	(39)	192
Watch Sports: About once per month	22%	(37)	37%	(61)	23%	(38)	18%	(29)	165
Watch Sports: Less often than once per month	20%	(67)	33%	(113)	21%	(72)	27%	(92)	344
Watch Sports: Never	16%	(117)	29%	(216)	22%	(163)	34%	(258)	755
Cable subscriber: Yes	19%	(203)	35%	(372)	22%	(237)	24%	(257)	1070
Cable subscriber: In past, not now	19%	(134)	34%	(245)	22%	(159)	25%	(183)	721
Cable subscriber: Never subscribed	13%	(54)	31%	(128)	25%	(101)	31%	(126)	408
Satellite TV Subscriber: Yes	17%	(86)	34%	(170)	21%	(108)	28%	(141)	505
Satellite TV Subscriber: In past, not now	19%	(114)	36%	(213)	21%	(125)	23%	(137)	588
Satellite TV Subscriber: Never subscribed	17%	(192)	33%	(362)	24%	(265)	26%	(289)	1107
Streaming subscriber: Yes	20%	(247)	37%	(454)	21%	(256)	23%	(279)	1235
Streaming subscriber: In past, not now	21%	(49)	30%	(70)	25%	(57)	23%	(54)	230
Streaming subscriber: Never subscribed	13%	(96)	30%	(221)	25%	(184)	32%	(234)	735
Film: An avid fan	23%	(185)	32%	(253)	23%	(185)	21%	(167)	790
Film: A casual fan	15%	(162)	37%	(415)	21%	(238)	26%	(293)	1108
Film: Not a fan	15%	(44)	26%	(77)	25%	(74)	35%	(106)	301
TV: An avid fan	20%	(213)	34%	(368)	23%	(249)	24%	(259)	1089
TV: A casual fan	17%	(161)	36%	(339)	22%	(211)	26%	(243)	954
TV: Not a fan	11%	(18)	24%	(38)	24%	(38)	41%	(64)	157
Music: An avid fan	20%	(231)	32%	(360)	23%	(261)	25%	(282)	1134
Music: A casual fan	15%	(146)	38%	(363)	23%	(216)	24%	(229)	953
Music: Not a fan	13%	(15)	19%	(22)	19%	(21)	49%	(55)	114
Fashion: An avid fan	23%	(73)	29%	(91)	22%	(69)	25%	(79)	312
Fashion: A casual fan	17%	(146)	35%	(296)	24%	(198)	24%	(200)	840
Fashion: Not a fan	16%	(173)	34%	(357)	22%	(230)	27%	(288)	1049

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Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	18%	(392)	34%	(744)	23%	(498)	26%	(566)	2200
Evangelical	20%	(120)	35%	(208)	23%	(136)	22%	(133)	596
Non-Evangelical	17%	(272)	33%	(537)	23%	(362)	27%	(434)	1604
Frequent TV watchers	18%	(298)	35%	(567)	23%	(376)	23%	(375)	1615
Frequent movie watchers	18%	(167)	31%	(292)	24%	(226)	26%	(243)	928

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

**Table HR2:** *And based on what you know of HB 481, a bill that would ban abortions after a fetal heartbeat is detected, do you support or oppose the bill?*

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Nothing at all	Total N
Adults	30% (651)	15% (326)	14% (301)	26% (572)	16% (349)	2200
Gender: Male	32% (342)	15% (156)	14% (145)	24% (250)	16% (168)	1062
Gender: Female	27% (309)	15% (170)	14% (156)	28% (321)	16% (182)	1138
Age: 18-29	25% (112)	15% (66)	14% (64)	23% (105)	23% (103)	449
Age: 30-44	23% (131)	16% (91)	13% (72)	27% (154)	21% (116)	564
Age: 45-54	37% (113)	13% (41)	15% (47)	22% (67)	13% (41)	308
Age: 55-64	34% (149)	14% (64)	13% (60)	27% (120)	11% (50)	443
Age: 65+	34% (147)	15% (64)	14% (59)	29% (126)	9% (40)	436
Generation Z: 18-22	20% (47)	13% (31)	15% (36)	24% (59)	28% (67)	241
Millennial: Age 23-38	26% (142)	16% (87)	12% (68)	26% (146)	20% (112)	555
Generation X: Age 39-54	32% (166)	15% (79)	15% (79)	23% (120)	15% (80)	524
Boomers: Age 55-73	33% (258)	14% (109)	14% (108)	29% (223)	10% (80)	778
PID: Dem (no lean)	12% (99)	11% (89)	16% (127)	44% (347)	17% (133)	795
PID: Ind (no lean)	24% (181)	17% (126)	15% (114)	22% (165)	22% (163)	749
PID: Rep (no lean)	57% (372)	17% (111)	9% (60)	9% (60)	8% (53)	656
PID/Gender: Dem Men	14% (48)	10% (37)	15% (52)	43% (150)	19% (66)	352
PID/Gender: Dem Women	12% (51)	12% (52)	17% (75)	45% (197)	15% (68)	443
PID/Gender: Ind Men	26% (94)	17% (61)	17% (59)	19% (69)	20% (73)	356
PID/Gender: Ind Women	22% (87)	17% (65)	14% (55)	24% (96)	23% (90)	393
PID/Gender: Rep Men	57% (201)	17% (58)	9% (33)	9% (32)	8% (29)	353
PID/Gender: Rep Women	57% (171)	17% (53)	9% (27)	9% (28)	8% (23)	303
Ideo: Liberal (1-3)	9% (68)	11% (81)	15% (109)	50% (362)	14% (102)	722
Ideo: Moderate (4)	24% (121)	19% (95)	19% (98)	22% (114)	17% (86)	513
Ideo: Conservative (5-7)	57% (399)	17% (116)	9% (65)	9% (60)	8% (55)	695
Educ: < College	31% (465)	15% (227)	14% (205)	22% (327)	19% (289)	1512
Educ: Bachelors degree	27% (121)	14% (60)	14% (64)	35% (157)	9% (42)	444
Educ: Post-grad	27% (66)	16% (39)	13% (32)	36% (88)	8% (19)	244

Continued on next page

**Table HR2:** *And based on what you know of HB 481, a bill that would ban abortions after a fetal heartbeat is detected, do you support or oppose the bill?*

<b>Demographic</b>	<b>Strongly support</b>	<b>Somewhat support</b>	<b>Somewhat oppose</b>	<b>Strongly oppose</b>	<b>Nothing at all</b>	<b>Total N</b>
Adults	30% (651)	15% (326)	14% (301)	26% (572)	16% (349)	2200
Income: Under 50k	31% (393)	14% (170)	14% (182)	21% (263)	20% (250)	1258
Income: 50k-100k	28% (183)	16% (105)	14% (92)	32% (208)	11% (71)	659
Income: 100k+	27% (76)	18% (51)	10% (27)	36% (101)	10% (29)	284
Ethnicity: White	31% (542)	15% (257)	13% (223)	27% (471)	13% (229)	1722
Ethnicity: Hispanic	22% (78)	14% (47)	15% (53)	24% (83)	25% (89)	349
Ethnicity: Afr. Am.	19% (51)	14% (38)	19% (53)	20% (55)	28% (77)	274
Ethnicity: Other	29% (59)	15% (31)	12% (25)	22% (46)	21% (44)	204
Relig: Protestant	46% (250)	16% (87)	12% (64)	21% (114)	5% (29)	544
Relig: Roman Catholic	32% (131)	16% (68)	15% (64)	21% (87)	15% (63)	412
Relig: Ath./Agn./None	11% (77)	13% (86)	16% (106)	37% (256)	23% (158)	682
Relig: Something Else	26% (77)	16% (46)	13% (37)	29% (85)	16% (47)	293
Relig: All Christian	41% (498)	16% (194)	13% (158)	19% (231)	12% (144)	1224
Relig: All Non-Christian	16% (154)	14% (132)	15% (144)	35% (341)	21% (205)	976
Community: Urban	20% (103)	15% (75)	15% (76)	29% (153)	22% (112)	520
Community: Suburban	30% (316)	14% (150)	14% (147)	28% (288)	14% (141)	1043
Community: Rural	36% (232)	16% (100)	12% (78)	20% (130)	15% (96)	637
Employ: Private Sector	29% (181)	15% (92)	15% (93)	27% (169)	14% (87)	621
Employ: Government	31% (38)	23% (28)	14% (17)	23% (28)	10% (12)	122
Employ: Self-Employed	28% (56)	23% (45)	16% (31)	24% (48)	10% (20)	201
Employ: Homemaker	34% (48)	13% (18)	10% (13)	30% (42)	13% (18)	140
Employ: Student	17% (19)	12% (14)	12% (13)	30% (34)	29% (33)	113
Employ: Retired	34% (193)	15% (84)	13% (74)	28% (158)	10% (55)	564
Employ: Unemployed	26% (67)	11% (28)	18% (46)	20% (52)	26% (66)	258
Employ: Other	27% (50)	9% (17)	8% (14)	23% (41)	33% (59)	182
Military HH: Yes	39% (149)	15% (58)	13% (48)	25% (97)	7% (28)	379
Military HH: No	28% (503)	15% (268)	14% (253)	26% (475)	18% (321)	1821
RD/WT: Right Direction	51% (398)	17% (134)	10% (76)	9% (73)	13% (105)	785
RD/WT: Wrong Track	18% (254)	14% (193)	16% (225)	35% (499)	17% (244)	1415
Trump Job Approve	54% (454)	18% (151)	9% (75)	7% (59)	12% (97)	837
Trump Job Disapprove	14% (165)	13% (162)	18% (212)	41% (497)	14% (172)	1207

Continued on next page

**Table HR2:** And based on what you know of HB 481, a bill that would ban abortions after a fetal heartbeat is detected, do you support or oppose the bill?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Nothing at all	Total N
Adults	30% (651)	15% (326)	14% (301)	26% (572)	16% (349)	2200
Trump Job Strongly Approve	65% (304)	14% (66)	6% (29)	6% (26)	9% (42)	467
Trump Job Somewhat Approve	41% (150)	23% (85)	12% (46)	9% (33)	15% (56)	370
Trump Job Somewhat Disapprove	19% (47)	21% (53)	24% (61)	19% (49)	18% (45)	256
Trump Job Strongly Disapprove	12% (117)	11% (108)	16% (151)	47% (448)	13% (126)	951
Favorable of Trump	57% (460)	17% (141)	9% (73)	7% (53)	10% (85)	811
Unfavorable of Trump	13% (156)	13% (161)	18% (216)	42% (502)	14% (164)	1201
Very Favorable of Trump	65% (309)	14% (64)	5% (25)	6% (29)	10% (48)	476
Somewhat Favorable of Trump	45% (151)	23% (76)	14% (47)	7% (24)	11% (36)	335
Somewhat Unfavorable of Trump	17% (36)	20% (42)	26% (55)	14% (30)	24% (52)	215
Very Unfavorable of Trump	12% (120)	12% (119)	16% (162)	48% (472)	11% (113)	986
#1 Issue: Economy	29% (148)	15% (77)	15% (75)	25% (127)	16% (79)	506
#1 Issue: Security	54% (246)	16% (72)	10% (45)	9% (40)	12% (56)	458
#1 Issue: Health Care	19% (75)	15% (57)	16% (63)	34% (134)	16% (64)	392
#1 Issue: Medicare / Social Security	28% (89)	16% (53)	18% (57)	22% (72)	15% (50)	320
#1 Issue: Women's Issues	11% (15)	6% (9)	11% (15)	62% (85)	10% (14)	137
#1 Issue: Education	24% (33)	26% (36)	9% (13)	21% (30)	20% (28)	139
#1 Issue: Energy	16% (20)	11% (14)	16% (20)	33% (41)	23% (28)	123
#1 Issue: Other	20% (25)	7% (9)	12% (15)	35% (44)	26% (32)	124
2018 House Vote: Democrat	11% (85)	11% (89)	18% (144)	48% (379)	11% (87)	785
2018 House Vote: Republican	59% (377)	18% (113)	8% (54)	7% (44)	7% (48)	636
2018 House Vote: Someone else	27% (31)	10% (12)	10% (11)	28% (31)	25% (28)	113
2018 House Vote: Didnt Vote	24% (158)	17% (112)	14% (93)	17% (116)	28% (186)	664
2016 Vote: Hillary Clinton	9% (61)	10% (63)	19% (122)	51% (334)	11% (75)	654
2016 Vote: Donald Trump	58% (377)	17% (112)	9% (55)	8% (52)	7% (48)	644
2016 Vote: Someone else	22% (37)	17% (29)	14% (23)	28% (47)	19% (32)	168
2016 Vote: Didnt Vote	24% (176)	17% (122)	14% (100)	19% (135)	27% (195)	727
Voted in 2014: Yes	33% (427)	13% (167)	13% (171)	30% (388)	10% (133)	1286
Voted in 2014: No	25% (224)	17% (159)	14% (131)	20% (184)	24% (216)	914

Continued on next page

**Table HR2:** And based on what you know of HB 481, a bill that would ban abortions after a fetal heartbeat is detected, do you support or oppose the bill?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Nothing at all	Total N
Adults	30% (651)	15% (326)	14% (301)	26% (572)	16% (349)	2200
2012 Vote: Barack Obama	16% (127)	12% (95)	16% (128)	43% (335)	13% (100)	784
2012 Vote: Mitt Romney	56% (295)	16% (86)	9% (48)	10% (55)	8% (41)	526
2012 Vote: Other	43% (31)	13% (9)	8% (6)	21% (15)	16% (12)	74
2012 Vote: Didn't Vote	24% (197)	17% (135)	15% (119)	20% (164)	24% (196)	811
4-Region: Northeast	27% (106)	16% (62)	16% (64)	26% (103)	15% (60)	394
4-Region: Midwest	28% (129)	15% (68)	15% (70)	26% (122)	16% (73)	462
4-Region: South	33% (273)	15% (127)	12% (101)	23% (189)	16% (134)	824
4-Region: West	28% (144)	13% (69)	13% (67)	30% (158)	16% (82)	520
Watch TV: Every day	30% (342)	14% (163)	13% (150)	28% (319)	14% (160)	1134
Watch TV: Several times per week	28% (135)	16% (77)	16% (77)	28% (133)	12% (58)	481
Watch TV: About once per week	31% (42)	20% (27)	10% (14)	24% (33)	15% (21)	137
Watch TV: Several times per month	33% (34)	12% (12)	18% (18)	20% (20)	17% (17)	101
Watch TV: Less often than once per month	26% (28)	15% (16)	15% (16)	23% (24)	22% (23)	107
Watch TV: Never	30% (60)	12% (24)	12% (25)	15% (30)	31% (63)	201
Watch Movies: Every day	32% (126)	12% (47)	13% (53)	21% (83)	23% (91)	400
Watch Movies: Several times per week	30% (157)	17% (87)	15% (77)	25% (132)	14% (74)	528
Watch Movies: About once per week	28% (101)	15% (55)	13% (48)	31% (115)	13% (48)	366
Watch Movies: Several times per month	31% (81)	13% (34)	14% (37)	32% (83)	10% (26)	260
Watch Movies: About once per month	30% (61)	18% (35)	14% (28)	28% (55)	10% (20)	199
Watch Movies: Less often than once per month	27% (60)	15% (34)	14% (32)	30% (67)	14% (32)	225
Watch Movies: Never	29% (65)	15% (34)	11% (25)	17% (39)	27% (59)	222
Watch Sports: Every day	33% (59)	17% (30)	7% (12)	24% (44)	19% (34)	179
Watch Sports: Several times per week	25% (75)	19% (56)	18% (54)	24% (73)	14% (40)	297
Watch Sports: About once per week	34% (92)	17% (44)	14% (37)	25% (67)	10% (27)	268
Watch Sports: Several times per month	28% (54)	15% (29)	19% (36)	27% (53)	10% (20)	192
Watch Sports: About once per month	33% (55)	18% (29)	13% (21)	26% (43)	10% (17)	165
Watch Sports: Less often than once per month	30% (104)	15% (53)	12% (43)	29% (99)	13% (45)	344
Watch Sports: Never	28% (212)	11% (84)	13% (98)	26% (194)	22% (166)	755

Continued on next page

**Table HR2:** And based on what you know of HB 481, a bill that would ban abortions after a fetal heartbeat is detected, do you support or oppose the bill?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Nothing at all	Total N
Adults	30% (651)	15% (326)	14% (301)	26% (572)	16% (349)	2200
Cable subscriber: Yes	29% (308)	14% (151)	13% (136)	28% (304)	16% (171)	1070
Cable subscriber: In past, not now	33% (235)	17% (123)	15% (106)	25% (184)	10% (74)	721
Cable subscriber: Never subscribed	27% (108)	13% (52)	14% (59)	21% (84)	26% (105)	408
Satellite TV Subscriber: Yes	34% (173)	17% (87)	12% (59)	21% (107)	16% (80)	505
Satellite TV Subscriber: In past, not now	34% (198)	16% (95)	14% (83)	23% (136)	13% (75)	588
Satellite TV Subscriber: Never subscribed	25% (280)	13% (144)	14% (159)	30% (329)	18% (194)	1107
Streaming subscriber: Yes	29% (357)	16% (195)	11% (138)	31% (377)	14% (168)	1235
Streaming subscriber: In past, not now	35% (80)	17% (39)	20% (46)	15% (34)	13% (30)	230
Streaming subscriber: Never subscribed	29% (214)	13% (92)	16% (117)	22% (160)	21% (151)	735
Film: An avid fan	31% (241)	13% (103)	13% (105)	28% (221)	15% (120)	790
Film: A casual fan	29% (324)	16% (178)	14% (153)	27% (302)	14% (153)	1108
Film: Not a fan	29% (86)	15% (45)	15% (44)	16% (49)	26% (77)	301
TV: An avid fan	30% (327)	14% (155)	14% (154)	27% (299)	14% (154)	1089
TV: A casual fan	29% (278)	16% (153)	13% (126)	26% (247)	16% (150)	954
TV: Not a fan	30% (46)	12% (19)	14% (21)	16% (26)	29% (45)	157
Music: An avid fan	29% (325)	16% (177)	14% (161)	26% (289)	16% (182)	1134
Music: A casual fan	31% (298)	14% (133)	13% (126)	28% (262)	14% (134)	953
Music: Not a fan	25% (28)	14% (16)	13% (14)	18% (21)	30% (34)	114
Fashion: An avid fan	22% (69)	21% (64)	15% (47)	23% (72)	19% (59)	312
Fashion: A casual fan	29% (240)	16% (132)	13% (113)	26% (222)	16% (133)	840
Fashion: Not a fan	33% (342)	12% (130)	13% (141)	27% (278)	15% (157)	1049
Evangelical	53% (317)	15% (87)	9% (54)	11% (66)	12% (73)	596
Non-Evangelical	21% (335)	15% (239)	15% (247)	32% (506)	17% (276)	1604
Frequent TV watchers	30% (477)	15% (241)	14% (227)	28% (452)	14% (219)	1615
Frequent movie watchers	31% (284)	14% (134)	14% (130)	23% (214)	18% (165)	928

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

**Table HR3:** How much have you seen, read or heard about production companies stopping their filming of television shows and movies in Georgia after Georgia Governor Brian Kemp enacted HB 481, a bill that would ban abortions after a fetal heartbeat is detected?

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	9%	(197)	23%	(500)	22%	(474)	47%	(1028)	2200
Gender: Male	10%	(110)	24%	(258)	25%	(260)	41%	(434)	1062
Gender: Female	8%	(87)	21%	(242)	19%	(214)	52%	(595)	1138
Age: 18-29	10%	(43)	23%	(102)	24%	(109)	43%	(195)	449
Age: 30-44	9%	(52)	22%	(125)	18%	(99)	51%	(287)	564
Age: 45-54	7%	(21)	21%	(64)	28%	(87)	44%	(135)	308
Age: 55-64	10%	(43)	24%	(107)	20%	(90)	46%	(203)	443
Age: 65+	8%	(37)	24%	(103)	20%	(89)	48%	(208)	436
Generation Z: 18-22	10%	(24)	22%	(53)	21%	(51)	47%	(113)	241
Millennial: Age 23-38	9%	(51)	24%	(133)	21%	(116)	46%	(255)	555
Generation X: Age 39-54	8%	(42)	20%	(105)	24%	(128)	48%	(249)	524
Boomers: Age 55-73	9%	(71)	24%	(189)	20%	(158)	46%	(360)	778
PID: Dem (no lean)	10%	(77)	26%	(206)	18%	(140)	47%	(372)	795
PID: Ind (no lean)	8%	(57)	18%	(138)	24%	(179)	50%	(375)	749
PID: Rep (no lean)	10%	(63)	24%	(156)	24%	(155)	43%	(282)	656
PID/Gender: Dem Men	12%	(41)	28%	(100)	19%	(67)	41%	(145)	352
PID/Gender: Dem Women	8%	(36)	24%	(106)	17%	(74)	51%	(227)	443
PID/Gender: Ind Men	10%	(35)	21%	(76)	26%	(91)	43%	(154)	356
PID/Gender: Ind Women	6%	(22)	16%	(62)	22%	(88)	56%	(221)	393
PID/Gender: Rep Men	10%	(34)	23%	(82)	29%	(102)	38%	(134)	353
PID/Gender: Rep Women	9%	(29)	24%	(74)	17%	(53)	49%	(147)	303
Ideo: Liberal (1-3)	13%	(92)	27%	(198)	20%	(143)	40%	(289)	722
Ideo: Moderate (4)	7%	(33)	20%	(103)	22%	(115)	51%	(262)	513
Ideo: Conservative (5-7)	9%	(62)	25%	(172)	22%	(156)	44%	(305)	695
Educ: < College	8%	(123)	20%	(296)	22%	(338)	50%	(756)	1512
Educ: Bachelors degree	10%	(43)	30%	(132)	20%	(90)	40%	(179)	444
Educ: Post-grad	13%	(31)	30%	(73)	19%	(47)	38%	(93)	244

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**Table HR3:** How much have you seen, read or heard about production companies stopping their filming of television shows and movies in Georgia after Georgia Governor Brian Kemp enacted HB 481, a bill that would ban abortions after a fetal heartbeat is detected?

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	9%	(197)	23%	(500)	22%	(474)	47%	(1028)	2200
Income: Under 50k	8%	(104)	19%	(242)	23%	(284)	50%	(627)	1258
Income: 50k-100k	9%	(58)	28%	(186)	21%	(137)	42%	(277)	659
Income: 100k+	12%	(34)	25%	(72)	19%	(53)	44%	(124)	284
Ethnicity: White	9%	(147)	23%	(402)	21%	(368)	47%	(804)	1722
Ethnicity: Hispanic	7%	(26)	21%	(72)	22%	(75)	50%	(176)	349
Ethnicity: Afr. Am.	12%	(33)	22%	(61)	23%	(62)	43%	(119)	274
Ethnicity: Other	8%	(17)	19%	(38)	22%	(45)	51%	(105)	204
Relig: Protestant	8%	(44)	28%	(154)	21%	(113)	43%	(234)	544
Relig: Roman Catholic	9%	(35)	20%	(83)	20%	(81)	51%	(212)	412
Relig: Ath./Agn./None	9%	(62)	22%	(148)	21%	(143)	48%	(330)	682
Relig: Something Else	8%	(23)	22%	(64)	23%	(68)	47%	(138)	293
Relig: All Christian	9%	(112)	24%	(289)	22%	(263)	46%	(561)	1224
Relig: All Non-Christian	9%	(85)	22%	(212)	22%	(211)	48%	(468)	976
Community: Urban	8%	(42)	25%	(129)	20%	(106)	47%	(243)	520
Community: Suburban	9%	(94)	23%	(238)	24%	(246)	45%	(464)	1043
Community: Rural	9%	(60)	21%	(133)	19%	(122)	50%	(322)	637
Employ: Private Sector	10%	(61)	25%	(156)	24%	(147)	41%	(257)	621
Employ: Government	11%	(13)	25%	(30)	23%	(29)	41%	(50)	122
Employ: Self-Employed	12%	(24)	25%	(50)	23%	(47)	40%	(79)	201
Employ: Homemaker	4%	(6)	18%	(25)	21%	(30)	57%	(79)	140
Employ: Student	8%	(9)	18%	(20)	15%	(17)	59%	(67)	113
Employ: Retired	8%	(47)	25%	(143)	20%	(112)	47%	(263)	564
Employ: Unemployed	7%	(18)	18%	(46)	23%	(58)	52%	(135)	258
Employ: Other	10%	(19)	17%	(30)	19%	(35)	54%	(98)	182
Military HH: Yes	14%	(51)	26%	(98)	20%	(74)	41%	(155)	379
Military HH: No	8%	(145)	22%	(402)	22%	(400)	48%	(873)	1821
RD/WT: Right Direction	10%	(82)	24%	(188)	21%	(167)	44%	(349)	785
RD/WT: Wrong Track	8%	(115)	22%	(313)	22%	(307)	48%	(679)	1415
Trump Job Approve	11%	(92)	23%	(196)	23%	(196)	42%	(353)	837
Trump Job Disapprove	8%	(100)	24%	(285)	22%	(264)	46%	(559)	1207

Continued on next page



**Table HR3:** How much have you seen, read or heard about production companies stopping their filming of television shows and movies in Georgia after Georgia Governor Brian Kemp enacted HB 481, a bill that would ban abortions after a fetal heartbeat is detected?

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	9%	(197)	23%	(500)	22%	(474)	47%	(1028)	2200
Trump Job Strongly Approve	13%	(60)	26%	(123)	22%	(102)	39%	(181)	467
Trump Job Somewhat Approve	9%	(32)	20%	(73)	25%	(94)	46%	(172)	370
Trump Job Somewhat Disapprove	4%	(10)	21%	(55)	22%	(57)	52%	(134)	256
Trump Job Strongly Disapprove	9%	(90)	24%	(229)	22%	(207)	45%	(426)	951
Favorable of Trump	11%	(91)	23%	(187)	24%	(195)	42%	(338)	811
Unfavorable of Trump	8%	(97)	24%	(294)	21%	(252)	46%	(558)	1201
Very Favorable of Trump	13%	(64)	26%	(123)	21%	(100)	40%	(189)	476
Somewhat Favorable of Trump	8%	(27)	19%	(64)	28%	(95)	45%	(149)	335
Somewhat Unfavorable of Trump	2%	(4)	22%	(47)	19%	(40)	58%	(124)	215
Very Unfavorable of Trump	9%	(93)	25%	(247)	21%	(212)	44%	(434)	986
#1 Issue: Economy	7%	(37)	21%	(105)	27%	(137)	45%	(227)	506
#1 Issue: Security	11%	(50)	26%	(120)	21%	(98)	42%	(190)	458
#1 Issue: Health Care	9%	(35)	28%	(110)	21%	(81)	43%	(167)	392
#1 Issue: Medicare / Social Security	5%	(17)	19%	(59)	22%	(69)	54%	(174)	320
#1 Issue: Women's Issues	17%	(24)	27%	(38)	22%	(31)	33%	(45)	137
#1 Issue: Education	10%	(14)	15%	(21)	18%	(25)	57%	(80)	139
#1 Issue: Energy	7%	(9)	20%	(25)	15%	(18)	58%	(71)	123
#1 Issue: Other	8%	(11)	19%	(24)	13%	(16)	59%	(74)	124
2018 House Vote: Democrat	9%	(72)	28%	(219)	21%	(163)	42%	(331)	785
2018 House Vote: Republican	12%	(78)	27%	(173)	21%	(135)	39%	(250)	636
2018 House Vote: Someone else	4%	(5)	25%	(28)	22%	(25)	49%	(55)	113
2018 House Vote: Didnt Vote	6%	(41)	12%	(81)	23%	(151)	59%	(392)	664
2016 Vote: Hillary Clinton	9%	(62)	29%	(189)	22%	(142)	40%	(262)	654
2016 Vote: Donald Trump	11%	(70)	25%	(158)	21%	(137)	43%	(279)	644
2016 Vote: Someone else	8%	(13)	27%	(46)	21%	(35)	44%	(74)	168
2016 Vote: Didnt Vote	7%	(51)	15%	(106)	22%	(160)	56%	(410)	727
Voted in 2014: Yes	10%	(133)	27%	(353)	22%	(279)	40%	(521)	1286
Voted in 2014: No	7%	(64)	16%	(147)	21%	(195)	56%	(508)	914

Continued on next page

**Table HR3:** How much have you seen, read or heard about production companies stopping their filming of television shows and movies in Georgia after Georgia Governor Brian Kemp enacted HB 481, a bill that would ban abortions after a fetal heartbeat is detected?

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	9%	(197)	23%	(500)	22%	(474)	47%	(1028)	2200
2012 Vote: Barack Obama	9%	(72)	27%	(215)	21%	(163)	43%	(335)	784
2012 Vote: Mitt Romney	11%	(56)	26%	(135)	22%	(118)	41%	(217)	526
2012 Vote: Other	3%	(2)	18%	(14)	26%	(19)	53%	(39)	74
2012 Vote: Didn't Vote	8%	(66)	17%	(136)	21%	(173)	54%	(435)	811
4-Region: Northeast	7%	(26)	21%	(83)	21%	(81)	52%	(203)	394
4-Region: Midwest	8%	(37)	24%	(111)	20%	(92)	48%	(222)	462
4-Region: South	10%	(83)	22%	(181)	22%	(184)	46%	(376)	824
4-Region: West	10%	(51)	24%	(125)	23%	(117)	44%	(227)	520
Watch TV: Every day	11%	(122)	23%	(261)	21%	(244)	45%	(508)	1134
Watch TV: Several times per week	9%	(41)	25%	(118)	23%	(112)	44%	(209)	481
Watch TV: About once per week	6%	(8)	31%	(42)	17%	(24)	46%	(63)	137
Watch TV: Several times per month	—	(0)	21%	(22)	23%	(23)	56%	(56)	101
Watch TV: Less often than once per month	5%	(5)	23%	(25)	17%	(18)	55%	(59)	107
Watch TV: Never	7%	(15)	13%	(26)	21%	(43)	58%	(117)	201
Watch Movies: Every day	13%	(54)	22%	(86)	21%	(85)	44%	(175)	400
Watch Movies: Several times per week	10%	(52)	23%	(123)	23%	(119)	44%	(234)	528
Watch Movies: About once per week	8%	(30)	30%	(109)	22%	(81)	40%	(146)	366
Watch Movies: Several times per month	7%	(18)	24%	(63)	19%	(49)	50%	(131)	260
Watch Movies: About once per month	9%	(17)	20%	(40)	27%	(54)	44%	(88)	199
Watch Movies: Less often than once per month	5%	(11)	19%	(42)	23%	(51)	54%	(121)	225
Watch Movies: Never	7%	(15)	17%	(37)	16%	(36)	60%	(134)	222
Watch Sports: Every day	17%	(31)	24%	(43)	15%	(27)	43%	(78)	179
Watch Sports: Several times per week	9%	(28)	25%	(73)	25%	(75)	41%	(121)	297
Watch Sports: About once per week	10%	(27)	31%	(83)	23%	(62)	36%	(96)	268
Watch Sports: Several times per month	7%	(13)	28%	(53)	31%	(60)	34%	(66)	192
Watch Sports: About once per month	7%	(12)	24%	(39)	23%	(39)	45%	(75)	165
Watch Sports: Less often than once per month	8%	(29)	22%	(75)	18%	(62)	52%	(178)	344
Watch Sports: Never	7%	(57)	18%	(133)	20%	(150)	55%	(415)	755
Cable subscriber: Yes	9%	(95)	24%	(260)	21%	(229)	45%	(486)	1070
Cable subscriber: In past, not now	9%	(67)	22%	(161)	22%	(156)	47%	(338)	721
Cable subscriber: Never subscribed	9%	(35)	19%	(79)	22%	(90)	50%	(204)	408

Continued on next page

**Table HR3:** How much have you seen, read or heard about production companies stopping their filming of television shows and movies in Georgia after Georgia Governor Brian Kemp enacted HB 481, a bill that would ban abortions after a fetal heartbeat is detected?

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	9%	(197)	23%	(500)	22%	(474)	47%	(1028)	2200
Satellite TV Subscriber: Yes	10%	(52)	22%	(111)	20%	(103)	47%	(239)	505
Satellite TV Subscriber: In past, not now	9%	(52)	24%	(142)	21%	(124)	46%	(270)	588
Satellite TV Subscriber: Never subscribed	8%	(92)	22%	(248)	22%	(247)	47%	(520)	1107
Streaming subscriber: Yes	11%	(131)	26%	(324)	20%	(248)	43%	(532)	1235
Streaming subscriber: In past, not now	9%	(21)	22%	(49)	21%	(48)	49%	(112)	230
Streaming subscriber: Never subscribed	6%	(45)	17%	(127)	24%	(179)	52%	(384)	735
Film: An avid fan	12%	(97)	22%	(176)	24%	(189)	41%	(328)	790
Film: A casual fan	7%	(77)	25%	(275)	20%	(225)	48%	(532)	1108
Film: Not a fan	8%	(23)	16%	(49)	20%	(60)	56%	(169)	301
TV: An avid fan	11%	(117)	23%	(256)	20%	(218)	46%	(499)	1089
TV: A casual fan	7%	(70)	23%	(218)	24%	(231)	46%	(435)	954
TV: Not a fan	7%	(10)	17%	(27)	16%	(26)	60%	(94)	157
Music: An avid fan	10%	(114)	22%	(249)	22%	(254)	46%	(517)	1134
Music: A casual fan	7%	(70)	25%	(238)	22%	(210)	46%	(434)	953
Music: Not a fan	11%	(13)	12%	(13)	9%	(10)	68%	(77)	114
Fashion: An avid fan	14%	(44)	22%	(68)	22%	(69)	42%	(131)	312
Fashion: A casual fan	7%	(59)	25%	(206)	22%	(181)	47%	(394)	840
Fashion: Not a fan	9%	(95)	22%	(226)	21%	(225)	48%	(503)	1049
Evangelical	11%	(66)	24%	(142)	23%	(140)	42%	(248)	596
Non-Evangelical	8%	(131)	22%	(358)	21%	(335)	49%	(780)	1604
Frequent TV watchers	10%	(163)	23%	(379)	22%	(356)	44%	(717)	1615
Frequent movie watchers	11%	(106)	23%	(209)	22%	(204)	44%	(409)	928

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

**Table HR4:** *And based on what you know, how appropriate do you think it is for these production companies to stop filming in Georgia as a response to HB 481, a bill that would ban abortions after a fetal heartbeat is detected?*

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	22% (474)	12% (268)	11% (244)	25% (559)	30% (656)	2200
Gender: Male	22% (229)	13% (138)	11% (122)	30% (314)	24% (259)	1062
Gender: Female	21% (245)	11% (130)	11% (122)	21% (245)	35% (397)	1138
Age: 18-29	20% (88)	17% (78)	15% (65)	15% (69)	33% (148)	449
Age: 30-44	21% (121)	11% (63)	10% (59)	20% (113)	37% (207)	564
Age: 45-54	20% (62)	10% (29)	12% (38)	28% (87)	30% (91)	308
Age: 55-64	25% (109)	12% (54)	10% (43)	31% (135)	23% (102)	443
Age: 65+	21% (93)	10% (43)	9% (39)	35% (154)	25% (107)	436
Generation Z: 18-22	18% (44)	15% (36)	16% (37)	12% (29)	39% (95)	241
Millennial: Age 23-38	21% (114)	15% (82)	12% (65)	20% (113)	33% (181)	555
Generation X: Age 39-54	22% (113)	10% (53)	11% (59)	24% (128)	33% (171)	524
Boomers: Age 55-73	24% (183)	12% (90)	10% (74)	32% (252)	23% (178)	778
PID: Dem (no lean)	34% (272)	15% (123)	9% (73)	12% (93)	30% (235)	795
PID: Ind (no lean)	16% (123)	11% (85)	15% (110)	19% (145)	38% (286)	749
PID: Rep (no lean)	12% (80)	9% (59)	9% (61)	49% (321)	21% (135)	656
PID/Gender: Dem Men	34% (121)	17% (59)	11% (38)	12% (42)	26% (92)	352
PID/Gender: Dem Women	34% (151)	14% (64)	8% (35)	11% (50)	32% (143)	443
PID/Gender: Ind Men	18% (63)	13% (46)	14% (51)	24% (87)	31% (110)	356
PID/Gender: Ind Women	15% (60)	10% (39)	15% (59)	15% (59)	45% (176)	393
PID/Gender: Rep Men	13% (45)	9% (33)	9% (33)	52% (185)	16% (57)	353
PID/Gender: Rep Women	11% (34)	9% (27)	9% (28)	45% (136)	26% (78)	303
Ideo: Liberal (1-3)	39% (283)	16% (118)	9% (64)	10% (70)	26% (187)	722
Ideo: Moderate (4)	17% (87)	13% (68)	16% (82)	19% (95)	35% (182)	513
Ideo: Conservative (5-7)	11% (79)	8% (56)	11% (79)	52% (362)	17% (119)	695
Educ: < College	19% (282)	11% (162)	11% (162)	25% (371)	35% (535)	1512
Educ: Bachelors degree	26% (114)	16% (71)	13% (56)	28% (125)	18% (78)	444
Educ: Post-grad	32% (77)	15% (36)	10% (26)	26% (63)	17% (42)	244

Continued on next page

**Table HR4:** *And based on what you know, how appropriate do you think it is for these production companies to stop filming in Georgia as a response to HB 481, a bill that would ban abortions after a fetal heartbeat is detected?*

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	22% (474)	12% (268)	11% (244)	25% (559)	30% (656)	2200
Income: Under 50k	17% (220)	13% (159)	11% (136)	24% (300)	35% (444)	1258
Income: 50k-100k	27% (176)	11% (69)	12% (82)	28% (184)	22% (147)	659
Income: 100k+	27% (78)	14% (40)	9% (26)	26% (75)	23% (65)	284
Ethnicity: White	22% (374)	11% (195)	11% (184)	28% (488)	28% (481)	1722
Ethnicity: Hispanic	19% (65)	16% (56)	11% (37)	15% (54)	39% (138)	349
Ethnicity: Afr. Am.	21% (56)	15% (41)	14% (38)	13% (36)	38% (103)	274
Ethnicity: Other	21% (43)	16% (32)	11% (22)	17% (35)	35% (72)	204
Relig: Protestant	18% (96)	12% (67)	9% (51)	42% (227)	19% (103)	544
Relig: Roman Catholic	15% (61)	12% (51)	11% (46)	30% (123)	32% (131)	412
Relig: Ath./Agn./None	27% (186)	12% (85)	11% (75)	13% (90)	36% (246)	682
Relig: Something Else	23% (67)	13% (39)	13% (39)	19% (56)	32% (93)	293
Relig: All Christian	18% (221)	12% (144)	11% (130)	34% (413)	26% (316)	1224
Relig: All Non-Christian	26% (253)	13% (124)	12% (114)	15% (146)	35% (339)	976
Community: Urban	23% (120)	14% (75)	10% (54)	19% (97)	33% (173)	520
Community: Suburban	21% (224)	13% (139)	12% (128)	26% (273)	27% (278)	1043
Community: Rural	20% (129)	8% (54)	10% (61)	30% (189)	32% (205)	637
Employ: Private Sector	24% (147)	12% (76)	12% (72)	27% (171)	25% (156)	621
Employ: Government	25% (31)	18% (22)	13% (16)	21% (26)	22% (27)	122
Employ: Self-Employed	34% (68)	10% (19)	12% (23)	23% (46)	22% (45)	201
Employ: Homemaker	14% (19)	12% (17)	11% (15)	29% (41)	34% (47)	140
Employ: Student	14% (16)	8% (9)	18% (21)	13% (14)	47% (53)	113
Employ: Retired	22% (123)	11% (61)	8% (46)	34% (191)	25% (142)	564
Employ: Unemployed	13% (34)	17% (44)	12% (31)	19% (48)	39% (101)	258
Employ: Other	20% (36)	11% (19)	11% (19)	12% (22)	47% (86)	182
Military HH: Yes	23% (87)	11% (43)	9% (34)	37% (140)	20% (75)	379
Military HH: No	21% (387)	12% (225)	11% (209)	23% (419)	32% (581)	1821
RD/WT: Right Direction	11% (84)	10% (80)	11% (90)	42% (329)	26% (202)	785
RD/WT: Wrong Track	28% (389)	13% (188)	11% (154)	16% (230)	32% (454)	1415
Trump Job Approve	12% (98)	9% (72)	11% (91)	47% (392)	22% (183)	837
Trump Job Disapprove	31% (368)	15% (187)	12% (143)	13% (156)	29% (354)	1207

Continued on next page

**Table HR4:** *And based on what you know, how appropriate do you think it is for these production companies to stop filming in Georgia as a response to HB 481, a bill that would ban abortions after a fetal heartbeat is detected?*

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Don't know / No opinion		Total N
Adults	22%	(474)	12%	(268)	11%	(244)	25%	(559)	30%	(656)	2200
Trump Job Strongly Approve	13%	(62)	6%	(28)	7%	(32)	56%	(262)	18%	(82)	467
Trump Job Somewhat Approve	10%	(37)	12%	(44)	16%	(59)	35%	(130)	27%	(101)	370
Trump Job Somewhat Disapprove	9%	(24)	18%	(45)	20%	(52)	16%	(41)	37%	(95)	256
Trump Job Strongly Disapprove	36%	(345)	15%	(141)	10%	(91)	12%	(115)	27%	(259)	951
Favorable of Trump	12%	(95)	9%	(69)	10%	(83)	48%	(392)	21%	(172)	811
Unfavorable of Trump	30%	(363)	15%	(186)	12%	(147)	13%	(153)	29%	(352)	1201
Very Favorable of Trump	12%	(58)	7%	(35)	6%	(30)	56%	(266)	18%	(87)	476
Somewhat Favorable of Trump	11%	(38)	10%	(34)	16%	(53)	38%	(126)	25%	(85)	335
Somewhat Unfavorable of Trump	9%	(19)	10%	(22)	20%	(44)	16%	(35)	44%	(95)	215
Very Unfavorable of Trump	35%	(344)	17%	(164)	10%	(103)	12%	(118)	26%	(257)	986
#1 Issue: Economy	21%	(108)	13%	(65)	12%	(60)	25%	(125)	29%	(147)	506
#1 Issue: Security	13%	(59)	9%	(42)	9%	(43)	45%	(208)	23%	(105)	458
#1 Issue: Health Care	26%	(103)	17%	(65)	13%	(50)	17%	(66)	28%	(109)	392
#1 Issue: Medicare / Social Security	18%	(58)	12%	(37)	12%	(40)	24%	(78)	33%	(107)	320
#1 Issue: Women's Issues	40%	(55)	17%	(24)	9%	(13)	13%	(17)	21%	(28)	137
#1 Issue: Education	20%	(28)	9%	(13)	9%	(13)	24%	(33)	37%	(51)	139
#1 Issue: Energy	27%	(33)	11%	(13)	8%	(9)	12%	(14)	43%	(53)	123
#1 Issue: Other	23%	(29)	7%	(8)	12%	(15)	13%	(17)	45%	(55)	124
2018 House Vote: Democrat	37%	(288)	17%	(136)	11%	(89)	11%	(88)	23%	(184)	785
2018 House Vote: Republican	12%	(78)	8%	(52)	9%	(58)	52%	(333)	18%	(116)	636
2018 House Vote: Someone else	18%	(20)	11%	(13)	14%	(16)	19%	(22)	38%	(43)	113
2018 House Vote: Didnt Vote	13%	(87)	10%	(67)	12%	(81)	17%	(116)	47%	(313)	664
2016 Vote: Hillary Clinton	39%	(255)	19%	(122)	10%	(68)	11%	(72)	21%	(137)	654
2016 Vote: Donald Trump	12%	(79)	7%	(46)	10%	(63)	52%	(333)	19%	(123)	644
2016 Vote: Someone else	22%	(37)	7%	(11)	14%	(23)	24%	(40)	34%	(57)	168
2016 Vote: Didnt Vote	14%	(101)	12%	(88)	12%	(90)	15%	(111)	46%	(338)	727
Voted in 2014: Yes	26%	(335)	11%	(147)	10%	(131)	31%	(399)	21%	(274)	1286
Voted in 2014: No	15%	(139)	13%	(121)	12%	(113)	18%	(160)	42%	(382)	914

Continued on next page

**Table HR4:** *And based on what you know, how appropriate do you think it is for these production companies to stop filming in Georgia as a response to HB 481, a bill that would ban abortions after a fetal heartbeat is detected?*

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	22% (474)	12% (268)	11% (244)	25% (559)	30% (656)	2200
2012 Vote: Barack Obama	35% (277)	14% (111)	12% (91)	14% (109)	25% (196)	784
2012 Vote: Mitt Romney	11% (57)	8% (42)	10% (53)	54% (284)	17% (90)	526
2012 Vote: Other	21% (15)	8% (6)	4% (3)	39% (29)	28% (20)	74
2012 Vote: Didn't Vote	15% (123)	13% (108)	12% (97)	16% (134)	43% (349)	811
4-Region: Northeast	21% (84)	14% (53)	11% (43)	26% (103)	28% (110)	394
4-Region: Midwest	22% (103)	9% (43)	11% (51)	25% (116)	32% (148)	462
4-Region: South	18% (149)	14% (114)	12% (98)	27% (219)	30% (245)	824
4-Region: West	26% (137)	11% (57)	10% (52)	23% (121)	29% (152)	520
Watch TV: Every day	22% (249)	13% (146)	11% (130)	26% (298)	27% (311)	1134
Watch TV: Several times per week	24% (114)	12% (60)	12% (60)	24% (116)	27% (132)	481
Watch TV: About once per week	20% (27)	13% (18)	11% (16)	32% (44)	23% (32)	137
Watch TV: Several times per month	16% (16)	9% (9)	10% (10)	22% (22)	43% (44)	101
Watch TV: Less often than once per month	17% (19)	14% (15)	15% (16)	16% (18)	37% (39)	107
Watch TV: Never	19% (39)	9% (17)	5% (11)	25% (50)	42% (84)	201
Watch Movies: Every day	20% (79)	14% (56)	11% (43)	22% (87)	34% (134)	400
Watch Movies: Several times per week	20% (104)	12% (65)	14% (72)	25% (131)	30% (156)	528
Watch Movies: About once per week	27% (99)	14% (50)	11% (42)	23% (83)	25% (92)	366
Watch Movies: Several times per month	22% (57)	14% (36)	11% (28)	32% (82)	22% (57)	260
Watch Movies: About once per month	26% (51)	11% (22)	12% (24)	25% (50)	26% (52)	199
Watch Movies: Less often than once per month	22% (49)	10% (22)	9% (21)	26% (59)	33% (74)	225
Watch Movies: Never	15% (34)	7% (17)	7% (15)	30% (66)	41% (90)	222
Watch Sports: Every day	24% (44)	15% (27)	9% (16)	22% (39)	30% (53)	179
Watch Sports: Several times per week	19% (55)	18% (55)	14% (42)	27% (80)	22% (65)	297
Watch Sports: About once per week	23% (62)	13% (36)	9% (25)	34% (90)	21% (55)	268
Watch Sports: Several times per month	21% (41)	9% (17)	23% (44)	28% (54)	18% (35)	192
Watch Sports: About once per month	25% (41)	12% (20)	10% (17)	22% (37)	30% (50)	165
Watch Sports: Less often than once per month	21% (73)	11% (37)	10% (36)	26% (91)	31% (107)	344
Watch Sports: Never	21% (157)	10% (77)	8% (64)	22% (168)	38% (290)	755

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**Table HR4:** *And based on what you know, how appropriate do you think it is for these production companies to stop filming in Georgia as a response to HB 481, a bill that would ban abortions after a fetal heartbeat is detected?*

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	22% (474)	12% (268)	11% (244)	25% (559)	30% (656)	2200
Cable subscriber: Yes	23% (251)	12% (129)	11% (116)	24% (259)	29% (315)	1070
Cable subscriber: In past, not now	21% (153)	14% (98)	13% (92)	27% (198)	25% (181)	721
Cable subscriber: Never subscribed	17% (70)	10% (41)	9% (36)	25% (102)	39% (160)	408
Satellite TV Subscriber: Yes	19% (97)	12% (62)	11% (58)	26% (131)	31% (157)	505
Satellite TV Subscriber: In past, not now	18% (109)	13% (75)	11% (64)	28% (162)	30% (179)	588
Satellite TV Subscriber: Never subscribed	24% (268)	12% (131)	11% (122)	24% (266)	29% (319)	1107
Streaming subscriber: Yes	24% (298)	13% (162)	12% (147)	24% (298)	27% (330)	1235
Streaming subscriber: In past, not now	20% (45)	9% (20)	11% (25)	25% (58)	35% (81)	230
Streaming subscriber: Never subscribed	18% (131)	12% (86)	10% (72)	28% (203)	33% (244)	735
Film: An avid fan	25% (201)	13% (105)	12% (95)	23% (184)	26% (205)	790
Film: A casual fan	21% (232)	13% (145)	11% (121)	26% (285)	29% (325)	1108
Film: Not a fan	13% (41)	6% (18)	9% (28)	30% (89)	42% (126)	301
TV: An avid fan	22% (243)	13% (140)	12% (127)	25% (269)	29% (311)	1089
TV: A casual fan	21% (201)	12% (113)	11% (108)	26% (252)	29% (280)	954
TV: Not a fan	19% (30)	9% (15)	6% (9)	25% (39)	41% (64)	157
Music: An avid fan	21% (241)	14% (160)	12% (132)	23% (257)	30% (343)	1134
Music: A casual fan	22% (214)	11% (102)	11% (103)	29% (273)	27% (260)	953
Music: Not a fan	17% (19)	5% (6)	7% (8)	25% (29)	46% (52)	114
Fashion: An avid fan	24% (76)	16% (49)	15% (48)	14% (43)	31% (95)	312
Fashion: A casual fan	19% (163)	14% (120)	12% (99)	23% (190)	32% (269)	840
Fashion: Not a fan	22% (235)	9% (99)	9% (97)	31% (326)	28% (291)	1049
Evangelical	18% (104)	12% (71)	11% (63)	36% (214)	24% (144)	596
Non-Evangelical	23% (369)	12% (197)	11% (181)	22% (345)	32% (512)	1604
Frequent TV watchers	22% (363)	13% (206)	12% (189)	26% (414)	27% (443)	1615
Frequent movie watchers	20% (184)	13% (121)	12% (114)	24% (218)	31% (291)	928

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



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

Demographic	Companies should not make any public comments about political issues		Companies should feel free to comment on political issues that directly impact their business		Companies should feel free to comment on political issues regardless of the impact on their business if they feel it is the right thing to do		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	22%	(491)	23%	(499)	35%	(772)	20%	(439)	2200
Gender: Male	27%	(281)	22%	(237)	35%	(374)	16%	(169)	1062
Gender: Female	18%	(209)	23%	(262)	35%	(398)	24%	(269)	1138
Age: 18-29	18%	(80)	26%	(115)	34%	(151)	23%	(103)	449
Age: 30-44	20%	(114)	23%	(129)	33%	(184)	24%	(137)	564
Age: 45-54	24%	(73)	22%	(68)	34%	(104)	20%	(62)	308
Age: 55-64	25%	(110)	21%	(92)	37%	(163)	18%	(79)	443
Age: 65+	26%	(114)	22%	(95)	39%	(169)	13%	(59)	436
Generation Z: 18-22	19%	(45)	23%	(55)	33%	(80)	26%	(62)	241
Millennial: Age 23-38	19%	(103)	25%	(141)	33%	(186)	23%	(126)	555
Generation X: Age 39-54	23%	(120)	22%	(116)	33%	(175)	22%	(114)	524
Boomers: Age 55-73	26%	(200)	21%	(163)	38%	(294)	16%	(121)	778
PID: Dem (no lean)	14%	(113)	21%	(168)	49%	(389)	16%	(125)	795
PID: Ind (no lean)	21%	(156)	21%	(161)	30%	(225)	28%	(207)	749
PID: Rep (no lean)	34%	(221)	26%	(170)	24%	(158)	16%	(107)	656
PID/Gender: Dem Men	16%	(55)	20%	(70)	49%	(174)	15%	(53)	352
PID/Gender: Dem Women	13%	(58)	22%	(98)	49%	(215)	16%	(72)	443
PID/Gender: Ind Men	24%	(87)	21%	(74)	33%	(117)	22%	(78)	356
PID/Gender: Ind Women	18%	(69)	22%	(87)	28%	(108)	33%	(129)	393
PID/Gender: Rep Men	39%	(139)	26%	(93)	24%	(83)	11%	(38)	353
PID/Gender: Rep Women	27%	(82)	26%	(78)	25%	(75)	23%	(69)	303

Continued on next page

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

Demographic	Companies should not make any public comments about political issues		Companies should feel free to comment on political issues that directly impact their business		Companies should feel free to comment on political issues regardless of the impact on their business if they feel it is the right thing to do		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	22%	(491)	23%	(499)	35%	(772)	20%	(439)	2200
Ideo: Liberal (1-3)	15%	(111)	19%	(139)	49%	(357)	16%	(115)	722
Ideo: Moderate (4)	19%	(96)	24%	(123)	38%	(197)	19%	(97)	513
Ideo: Conservative (5-7)	35%	(246)	25%	(175)	24%	(169)	15%	(105)	695
Educ: < College	22%	(330)	22%	(333)	32%	(490)	24%	(359)	1512
Educ: Bachelors degree	25%	(111)	23%	(102)	40%	(178)	12%	(53)	444
Educ: Post-grad	21%	(51)	26%	(63)	42%	(103)	11%	(27)	244
Income: Under 50k	20%	(247)	22%	(271)	32%	(406)	27%	(334)	1258
Income: 50k-100k	27%	(175)	24%	(161)	38%	(247)	11%	(76)	659
Income: 100k+	24%	(69)	24%	(67)	42%	(119)	10%	(29)	284
Ethnicity: White	23%	(403)	23%	(402)	35%	(604)	18%	(312)	1722
Ethnicity: Hispanic	20%	(69)	21%	(75)	33%	(114)	26%	(91)	349
Ethnicity: Afr. Am.	15%	(42)	18%	(49)	36%	(98)	31%	(85)	274
Ethnicity: Other	22%	(46)	23%	(47)	34%	(70)	20%	(41)	204
Relig: Protestant	27%	(149)	24%	(132)	36%	(195)	13%	(68)	544
Relig: Roman Catholic	29%	(117)	21%	(85)	33%	(138)	17%	(71)	412
Relig: Ath./Agn./None	17%	(119)	22%	(148)	39%	(266)	22%	(150)	682
Relig: Something Else	17%	(50)	29%	(85)	31%	(90)	23%	(68)	293
Relig: All Christian	26%	(323)	22%	(266)	34%	(415)	18%	(221)	1224
Relig: All Non-Christian	17%	(168)	24%	(233)	37%	(357)	22%	(218)	976
Community: Urban	16%	(85)	22%	(115)	41%	(212)	21%	(109)	520
Community: Suburban	25%	(260)	24%	(246)	34%	(359)	17%	(178)	1043
Community: Rural	23%	(146)	22%	(138)	32%	(201)	24%	(152)	637

Continued on next page

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

Demographic	Companies should not make any public comments about political issues		Companies should feel free to comment on political issues that directly impact their business		Companies should feel free to comment on political issues regardless of the impact on their business if they feel it is the right thing to do		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	22%	(491)	23%	(499)	35%	(772)	20%	(439)	2200
Employ: Private Sector	22%	(135)	28%	(172)	34%	(213)	16%	(101)	621
Employ: Government	30%	(36)	22%	(26)	41%	(50)	8%	(9)	122
Employ: Self-Employed	23%	(46)	25%	(50)	36%	(73)	16%	(32)	201
Employ: Homemaker	18%	(25)	27%	(37)	34%	(47)	21%	(30)	140
Employ: Student	28%	(31)	23%	(25)	30%	(33)	20%	(23)	113
Employ: Retired	27%	(150)	21%	(119)	36%	(205)	16%	(89)	564
Employ: Unemployed	14%	(37)	17%	(43)	36%	(94)	33%	(84)	258
Employ: Other	16%	(30)	14%	(25)	31%	(56)	39%	(71)	182
Military HH: Yes	26%	(97)	27%	(103)	37%	(138)	11%	(41)	379
Military HH: No	22%	(394)	22%	(396)	35%	(634)	22%	(398)	1821
RD/WT: Right Direction	32%	(251)	24%	(188)	25%	(199)	19%	(147)	785
RD/WT: Wrong Track	17%	(239)	22%	(311)	41%	(573)	21%	(291)	1415
Trump Job Approve	34%	(286)	25%	(207)	23%	(197)	18%	(148)	837
Trump Job Disapprove	15%	(183)	22%	(265)	46%	(554)	17%	(206)	1207
Trump Job Strongly Approve	41%	(192)	21%	(97)	23%	(105)	15%	(72)	467
Trump Job Somewhat Approve	25%	(94)	29%	(109)	25%	(91)	21%	(76)	370
Trump Job Somewhat Disapprove	19%	(47)	26%	(68)	37%	(95)	18%	(47)	256
Trump Job Strongly Disapprove	14%	(135)	21%	(197)	48%	(459)	17%	(159)	951
Favorable of Trump	34%	(277)	25%	(203)	23%	(190)	17%	(141)	811
Unfavorable of Trump	16%	(187)	22%	(266)	46%	(553)	16%	(194)	1201
Very Favorable of Trump	40%	(191)	22%	(105)	21%	(98)	17%	(82)	476
Somewhat Favorable of Trump	26%	(86)	29%	(99)	27%	(92)	17%	(59)	335
Somewhat Unfavorable of Trump	23%	(50)	24%	(52)	36%	(78)	17%	(36)	215
Very Unfavorable of Trump	14%	(137)	22%	(215)	48%	(475)	16%	(159)	986

Continued on next page

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

<b>Demographic</b>	<b>Companies should not make any public comments about political issues</b>		<b>Companies should feel free to comment on political issues that directly impact their business</b>		<b>Companies should feel free to comment on political issues regardless of the impact on their business if they feel it is the right thing to do</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	22%	(491)	23%	(499)	35%	(772)	20%	(439)	2200
#1 Issue: Economy	21%	(106)	22%	(113)	34%	(170)	23%	(118)	506
#1 Issue: Security	33%	(150)	24%	(111)	27%	(123)	16%	(74)	458
#1 Issue: Health Care	21%	(81)	19%	(75)	42%	(163)	19%	(73)	392
#1 Issue: Medicare / Social Security	24%	(76)	23%	(74)	33%	(105)	20%	(66)	320
#1 Issue: Women's Issues	11%	(15)	22%	(31)	49%	(67)	17%	(24)	137
#1 Issue: Education	22%	(31)	30%	(42)	25%	(34)	23%	(32)	139
#1 Issue: Energy	15%	(19)	26%	(32)	45%	(55)	14%	(17)	123
#1 Issue: Other	10%	(13)	18%	(22)	44%	(54)	28%	(35)	124
2018 House Vote: Democrat	15%	(118)	22%	(174)	51%	(398)	12%	(95)	785
2018 House Vote: Republican	37%	(237)	25%	(161)	24%	(150)	14%	(87)	636
2018 House Vote: Someone else	20%	(22)	26%	(30)	25%	(28)	30%	(34)	113
2018 House Vote: Didn't Vote	17%	(113)	20%	(133)	29%	(196)	33%	(222)	664
2016 Vote: Hillary Clinton	13%	(84)	22%	(142)	52%	(340)	13%	(87)	654
2016 Vote: Donald Trump	37%	(236)	26%	(165)	23%	(149)	15%	(95)	644
2016 Vote: Someone else	21%	(35)	22%	(36)	38%	(63)	20%	(33)	168
2016 Vote: Didn't Vote	18%	(133)	21%	(153)	30%	(219)	30%	(222)	727
Voted in 2014: Yes	25%	(318)	23%	(298)	39%	(497)	13%	(173)	1286
Voted in 2014: No	19%	(173)	22%	(201)	30%	(275)	29%	(266)	914
2012 Vote: Barack Obama	16%	(127)	24%	(188)	46%	(358)	14%	(111)	784
2012 Vote: Mitt Romney	37%	(193)	23%	(123)	26%	(138)	14%	(73)	526
2012 Vote: Other	28%	(21)	26%	(19)	28%	(20)	18%	(13)	74
2012 Vote: Didn't Vote	18%	(148)	21%	(167)	31%	(255)	30%	(241)	811

Continued on next page

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

Demographic	Companies should not make any public comments about political issues		Companies should feel free to comment on political issues that directly impact their business		Companies should feel free to comment on political issues regardless of the impact on their business if they feel it is the right thing to do		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	22%	(491)	23%	(499)	35%	(772)	20%	(439)	2200
4-Region: Northeast	22%	(85)	23%	(90)	37%	(147)	18%	(72)	394
4-Region: Midwest	23%	(106)	23%	(104)	32%	(148)	23%	(105)	462
4-Region: South	25%	(205)	24%	(196)	32%	(261)	20%	(162)	824
4-Region: West	18%	(95)	21%	(108)	42%	(216)	19%	(100)	520
Watch TV: Every day	23%	(261)	23%	(260)	37%	(418)	17%	(196)	1134
Watch TV: Several times per week	22%	(103)	22%	(107)	39%	(188)	17%	(82)	481
Watch TV: About once per week	25%	(34)	23%	(31)	31%	(42)	21%	(29)	137
Watch TV: Several times per month	20%	(20)	21%	(22)	30%	(30)	29%	(29)	101
Watch TV: Less often than once per month	21%	(22)	21%	(22)	31%	(33)	27%	(29)	107
Watch TV: Never	21%	(42)	23%	(47)	21%	(42)	35%	(70)	201
Watch Movies: Every day	21%	(85)	24%	(97)	31%	(124)	23%	(93)	400
Watch Movies: Several times per week	21%	(113)	22%	(116)	36%	(191)	20%	(108)	528
Watch Movies: About once per week	21%	(78)	22%	(80)	40%	(145)	17%	(63)	366
Watch Movies: Several times per month	25%	(64)	22%	(58)	37%	(95)	17%	(44)	260
Watch Movies: About once per month	19%	(38)	28%	(57)	39%	(77)	14%	(27)	199
Watch Movies: Less often than once per month	27%	(62)	22%	(49)	34%	(76)	17%	(38)	225
Watch Movies: Never	23%	(50)	19%	(42)	29%	(64)	30%	(66)	222
Watch Sports: Every day	24%	(43)	25%	(44)	32%	(57)	19%	(34)	179
Watch Sports: Several times per week	22%	(66)	24%	(73)	41%	(121)	13%	(37)	297
Watch Sports: About once per week	25%	(67)	25%	(68)	37%	(98)	13%	(35)	268
Watch Sports: Several times per month	25%	(48)	26%	(51)	41%	(79)	8%	(15)	192
Watch Sports: About once per month	22%	(37)	21%	(35)	39%	(65)	17%	(28)	165
Watch Sports: Less often than once per month	23%	(78)	24%	(83)	35%	(119)	19%	(64)	344
Watch Sports: Never	20%	(152)	19%	(145)	31%	(233)	30%	(224)	755

Continued on next page

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

Demographic	Companies should not make any public comments about political issues		Companies should feel free to comment on political issues that directly impact their business		Companies should feel free to comment on political issues regardless of the impact on their business if they feel it is the right thing to do		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	22%	(491)	23%	(499)	35%	(772)	20%	(439)	2200
Cable subscriber: Yes	23%	(242)	22%	(235)	37%	(392)	19%	(201)	1070
Cable subscriber: In past, not now	23%	(168)	25%	(181)	36%	(258)	16%	(114)	721
Cable subscriber: Never subscribed	20%	(81)	20%	(82)	30%	(121)	30%	(124)	408
Satellite TV Subscriber: Yes	25%	(128)	22%	(109)	32%	(159)	22%	(109)	505
Satellite TV Subscriber: In past, not now	25%	(145)	27%	(160)	33%	(195)	15%	(89)	588
Satellite TV Subscriber: Never subscribed	20%	(218)	21%	(230)	38%	(418)	22%	(240)	1107
Streaming subscriber: Yes	21%	(262)	25%	(303)	38%	(470)	16%	(200)	1235
Streaming subscriber: In past, not now	26%	(60)	26%	(60)	31%	(72)	16%	(38)	230
Streaming subscriber: Never subscribed	23%	(168)	18%	(135)	31%	(231)	27%	(201)	735
Film: An avid fan	23%	(178)	23%	(179)	38%	(304)	16%	(129)	790
Film: A casual fan	22%	(239)	24%	(262)	35%	(393)	19%	(214)	1108
Film: Not a fan	24%	(74)	19%	(57)	25%	(75)	32%	(96)	301
TV: An avid fan	22%	(235)	23%	(253)	37%	(399)	19%	(203)	1089
TV: A casual fan	24%	(231)	22%	(215)	34%	(322)	20%	(187)	954
TV: Not a fan	16%	(25)	20%	(31)	33%	(51)	31%	(49)	157
Music: An avid fan	23%	(256)	25%	(278)	34%	(390)	18%	(209)	1134
Music: A casual fan	23%	(217)	22%	(207)	36%	(346)	19%	(183)	953
Music: Not a fan	15%	(17)	13%	(14)	32%	(36)	41%	(46)	114
Fashion: An avid fan	21%	(65)	25%	(77)	34%	(107)	20%	(63)	312
Fashion: A casual fan	22%	(181)	22%	(181)	36%	(304)	21%	(174)	840
Fashion: Not a fan	23%	(245)	23%	(241)	34%	(361)	19%	(202)	1049
Evangelical	25%	(148)	19%	(114)	34%	(205)	22%	(129)	596
Non-Evangelical	21%	(343)	24%	(385)	35%	(567)	19%	(309)	1604
Frequent TV watchers	23%	(364)	23%	(367)	38%	(606)	17%	(278)	1615
Frequent movie watchers	21%	(198)	23%	(213)	34%	(315)	22%	(201)	928

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

**Table HR6\_1:** Specifically, how appropriate do you think it is for companies to take a stand on the following issues?  
 Abortion

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	24% (533)	19% (411)	14% (313)	23% (505)	20% (439)	2200
Gender: Male	22% (236)	18% (196)	16% (174)	25% (265)	18% (192)	1062
Gender: Female	26% (297)	19% (215)	12% (139)	21% (240)	22% (247)	1138
Age: 18-29	23% (105)	18% (83)	21% (93)	17% (76)	21% (93)	449
Age: 30-44	28% (155)	17% (98)	11% (59)	20% (110)	25% (141)	564
Age: 45-54	22% (68)	21% (64)	13% (39)	21% (64)	24% (73)	308
Age: 55-64	24% (108)	18% (80)	12% (55)	30% (135)	15% (66)	443
Age: 65+	22% (98)	20% (86)	15% (67)	27% (120)	15% (66)	436
Generation Z: 18-22	23% (56)	18% (42)	20% (49)	18% (44)	21% (50)	241
Millennial: Age 23-38	25% (138)	18% (100)	16% (87)	18% (98)	24% (132)	555
Generation X: Age 39-54	25% (133)	20% (102)	10% (55)	21% (109)	24% (125)	524
Boomers: Age 55-73	23% (182)	19% (146)	13% (103)	29% (228)	15% (118)	778
PID: Dem (no lean)	33% (263)	22% (172)	14% (113)	13% (104)	18% (143)	795
PID: Ind (no lean)	21% (158)	17% (130)	13% (101)	22% (162)	27% (199)	749
PID: Rep (no lean)	17% (112)	17% (109)	15% (99)	36% (239)	15% (97)	656
PID/Gender: Dem Men	32% (111)	21% (72)	16% (57)	14% (48)	18% (64)	352
PID/Gender: Dem Women	34% (152)	23% (100)	13% (56)	13% (56)	18% (79)	443
PID/Gender: Ind Men	20% (70)	20% (70)	15% (54)	24% (84)	22% (79)	356
PID/Gender: Ind Women	22% (88)	15% (60)	12% (47)	20% (78)	31% (120)	393
PID/Gender: Rep Men	16% (55)	15% (54)	18% (63)	38% (133)	14% (49)	353
PID/Gender: Rep Women	19% (57)	18% (55)	12% (36)	35% (106)	16% (48)	303
Ideo: Liberal (1-3)	35% (253)	22% (157)	14% (103)	13% (96)	16% (113)	722
Ideo: Moderate (4)	23% (116)	21% (108)	14% (69)	19% (98)	24% (122)	513
Ideo: Conservative (5-7)	16% (112)	16% (109)	17% (122)	37% (259)	13% (94)	695
Educ: < College	23% (349)	17% (264)	14% (213)	22% (331)	23% (354)	1512
Educ: Bachelors degree	24% (106)	22% (99)	15% (66)	25% (111)	14% (62)	444
Educ: Post-grad	32% (78)	19% (47)	14% (34)	26% (62)	9% (23)	244

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**Table HR6\_1:** Specifically, how appropriate do you think it is for companies to take a stand on the following issues?

*Abortion*

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	24% (533)	19% (411)	14% (313)	23% (505)	20% (439)	2200
Income: Under 50k	24% (300)	16% (205)	14% (180)	21% (266)	24% (307)	1258
Income: 50k-100k	23% (154)	24% (161)	14% (89)	24% (159)	15% (96)	659
Income: 100k+	28% (79)	16% (45)	16% (44)	28% (80)	13% (37)	284
Ethnicity: White	23% (399)	19% (322)	15% (259)	25% (430)	18% (311)	1722
Ethnicity: Hispanic	26% (91)	20% (70)	15% (52)	14% (48)	25% (88)	349
Ethnicity: Afr. Am.	26% (72)	18% (51)	13% (35)	14% (38)	29% (79)	274
Ethnicity: Other	30% (62)	19% (38)	9% (18)	18% (36)	24% (49)	204
Relig: Protestant	21% (115)	19% (106)	17% (93)	27% (149)	15% (81)	544
Relig: Roman Catholic	22% (92)	20% (84)	12% (51)	27% (112)	18% (73)	412
Relig: Ath./Agn./None	25% (169)	18% (124)	15% (100)	17% (114)	26% (176)	682
Relig: Something Else	29% (85)	19% (54)	13% (37)	20% (60)	19% (57)	293
Relig: All Christian	23% (278)	19% (232)	14% (176)	27% (331)	17% (206)	1224
Relig: All Non-Christian	26% (254)	18% (178)	14% (137)	18% (173)	24% (233)	976
Community: Urban	27% (143)	21% (109)	12% (64)	16% (82)	23% (122)	520
Community: Suburban	21% (223)	20% (207)	16% (163)	25% (258)	18% (191)	1043
Community: Rural	26% (167)	15% (95)	13% (85)	26% (164)	20% (126)	637
Employ: Private Sector	22% (136)	22% (135)	16% (97)	21% (132)	20% (121)	621
Employ: Government	26% (32)	28% (34)	9% (11)	27% (33)	10% (12)	122
Employ: Self-Employed	28% (56)	19% (38)	14% (28)	25% (50)	14% (28)	201
Employ: Homemaker	26% (36)	18% (25)	10% (14)	23% (32)	23% (32)	140
Employ: Student	20% (23)	16% (18)	13% (14)	14% (16)	37% (41)	113
Employ: Retired	24% (135)	17% (97)	14% (78)	30% (166)	15% (87)	564
Employ: Unemployed	26% (66)	15% (40)	18% (47)	13% (35)	27% (70)	258
Employ: Other	27% (48)	13% (24)	12% (23)	22% (41)	26% (47)	182
Military HH: Yes	21% (81)	21% (78)	15% (55)	30% (112)	14% (53)	379
Military HH: No	25% (452)	18% (333)	14% (257)	22% (393)	21% (386)	1821
RD/WT: Right Direction	18% (144)	17% (131)	14% (108)	32% (253)	19% (149)	785
RD/WT: Wrong Track	27% (388)	20% (280)	14% (204)	18% (252)	20% (290)	1415
Trump Job Approve	17% (145)	16% (134)	15% (129)	35% (293)	16% (136)	837
Trump Job Disapprove	31% (375)	22% (263)	14% (172)	15% (181)	18% (216)	1207

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**Table HR6\_1:** Specifically, how appropriate do you think it is for companies to take a stand on the following issues?*Abortion*

<b>Demographic</b>	<b>Very appropriate</b>		<b>Somewhat appropriate</b>		<b>Somewhat inappropriate</b>		<b>Very inappropriate</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	24%	(533)	19%	(411)	14%	(313)	23%	(505)	20%	(439)	2200
Trump Job Strongly Approve	21%	(96)	14%	(66)	12%	(54)	41%	(191)	13%	(60)	467
Trump Job Somewhat Approve	13%	(49)	18%	(68)	20%	(75)	28%	(102)	21%	(76)	370
Trump Job Somewhat Disapprove	21%	(53)	17%	(44)	22%	(57)	19%	(48)	21%	(55)	256
Trump Job Strongly Disapprove	34%	(323)	23%	(219)	12%	(116)	14%	(133)	17%	(161)	951
Favorable of Trump	18%	(143)	16%	(129)	15%	(119)	36%	(290)	16%	(131)	811
Unfavorable of Trump	30%	(362)	22%	(267)	15%	(179)	15%	(186)	17%	(206)	1201
Very Favorable of Trump	19%	(92)	14%	(67)	10%	(47)	42%	(199)	15%	(70)	476
Somewhat Favorable of Trump	15%	(51)	18%	(61)	21%	(72)	27%	(91)	18%	(60)	335
Somewhat Unfavorable of Trump	16%	(34)	17%	(37)	23%	(50)	23%	(50)	21%	(44)	215
Very Unfavorable of Trump	33%	(328)	23%	(231)	13%	(130)	14%	(136)	16%	(162)	986
#1 Issue: Economy	25%	(125)	17%	(87)	15%	(76)	20%	(100)	23%	(118)	506
#1 Issue: Security	15%	(70)	18%	(81)	15%	(70)	37%	(167)	16%	(71)	458
#1 Issue: Health Care	32%	(126)	22%	(86)	16%	(62)	14%	(54)	16%	(65)	392
#1 Issue: Medicare / Social Security	23%	(73)	16%	(52)	13%	(43)	27%	(87)	21%	(66)	320
#1 Issue: Women's Issues	37%	(51)	20%	(28)	10%	(14)	15%	(21)	17%	(23)	137
#1 Issue: Education	20%	(28)	11%	(15)	15%	(20)	22%	(31)	32%	(45)	139
#1 Issue: Energy	23%	(28)	28%	(35)	15%	(18)	14%	(17)	20%	(25)	123
#1 Issue: Other	26%	(32)	22%	(28)	8%	(10)	22%	(27)	22%	(27)	124
2018 House Vote: Democrat	34%	(266)	25%	(198)	14%	(111)	12%	(97)	14%	(113)	785
2018 House Vote: Republican	15%	(96)	16%	(102)	15%	(94)	41%	(260)	13%	(84)	636
2018 House Vote: Someone else	16%	(18)	18%	(20)	11%	(13)	20%	(23)	35%	(40)	113
2018 House Vote: Didnt Vote	23%	(152)	14%	(91)	14%	(94)	19%	(125)	30%	(202)	664
2016 Vote: Hillary Clinton	36%	(234)	26%	(169)	14%	(94)	10%	(68)	14%	(89)	654
2016 Vote: Donald Trump	14%	(92)	15%	(98)	15%	(99)	40%	(257)	15%	(98)	644
2016 Vote: Someone else	19%	(32)	24%	(40)	11%	(19)	19%	(31)	28%	(46)	168
2016 Vote: Didnt Vote	24%	(172)	14%	(102)	14%	(100)	20%	(147)	28%	(206)	727
Voted in 2014: Yes	25%	(323)	20%	(252)	13%	(171)	27%	(342)	15%	(198)	1286
Voted in 2014: No	23%	(210)	17%	(159)	16%	(142)	18%	(163)	26%	(241)	914

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**Table HR6\_1:** Specifically, how appropriate do you think it is for companies to take a stand on the following issues?

*Abortion*

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	24% (533)	19% (411)	14% (313)	23% (505)	20% (439)	2200
2012 Vote: Barack Obama	32% (250)	22% (169)	13% (99)	18% (137)	16% (128)	784
2012 Vote: Mitt Romney	15% (78)	17% (90)	15% (78)	37% (194)	16% (86)	526
2012 Vote: Other	16% (12)	28% (20)	10% (7)	25% (18)	21% (16)	74
2012 Vote: Didn't Vote	23% (190)	16% (131)	16% (128)	19% (154)	26% (208)	811
4-Region: Northeast	23% (89)	21% (83)	13% (50)	20% (78)	24% (94)	394
4-Region: Midwest	22% (101)	17% (80)	16% (75)	25% (117)	19% (89)	462
4-Region: South	27% (221)	16% (128)	12% (103)	24% (200)	21% (172)	824
4-Region: West	23% (122)	23% (120)	16% (85)	21% (109)	16% (84)	520
Watch TV: Every day	24% (277)	20% (223)	14% (154)	23% (263)	19% (218)	1134
Watch TV: Several times per week	27% (130)	21% (102)	16% (76)	23% (110)	13% (62)	481
Watch TV: About once per week	24% (33)	12% (17)	19% (26)	25% (34)	20% (27)	137
Watch TV: Several times per month	18% (18)	20% (20)	14% (14)	23% (23)	26% (26)	101
Watch TV: Less often than once per month	21% (22)	19% (21)	14% (15)	19% (21)	26% (28)	107
Watch TV: Never	23% (46)	12% (25)	7% (14)	23% (46)	35% (70)	201
Watch Movies: Every day	30% (121)	16% (65)	12% (46)	23% (91)	19% (76)	400
Watch Movies: Several times per week	24% (125)	17% (89)	16% (86)	23% (121)	20% (106)	528
Watch Movies: About once per week	26% (93)	23% (86)	15% (56)	18% (67)	18% (64)	366
Watch Movies: Several times per month	24% (62)	22% (56)	12% (32)	24% (62)	18% (48)	260
Watch Movies: About once per month	20% (39)	21% (42)	19% (37)	28% (56)	13% (25)	199
Watch Movies: Less often than once per month	22% (50)	21% (47)	16% (36)	22% (50)	19% (42)	225
Watch Movies: Never	19% (41)	12% (27)	9% (19)	26% (58)	35% (77)	222
Watch Sports: Every day	34% (62)	18% (33)	14% (25)	19% (34)	14% (26)	179
Watch Sports: Several times per week	21% (61)	24% (71)	18% (53)	23% (69)	14% (42)	297
Watch Sports: About once per week	23% (61)	22% (58)	14% (39)	25% (67)	16% (43)	268
Watch Sports: Several times per month	23% (43)	21% (39)	21% (40)	22% (42)	14% (26)	192
Watch Sports: About once per month	29% (47)	17% (28)	16% (26)	24% (39)	15% (25)	165
Watch Sports: Less often than once per month	24% (81)	18% (61)	18% (62)	23% (79)	18% (60)	344
Watch Sports: Never	24% (178)	16% (121)	9% (67)	23% (174)	29% (215)	755

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**Table HR6\_1:** Specifically, how appropriate do you think it is for companies to take a stand on the following issues?  
*Abortion*

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	24% (533)	19% (411)	14% (313)	23% (505)	20% (439)	2200
Cable subscriber: Yes	26% (278)	18% (193)	14% (146)	23% (242)	20% (211)	1070
Cable subscriber: In past, not now	25% (183)	19% (137)	18% (127)	23% (168)	15% (106)	721
Cable subscriber: Never subscribed	17% (71)	20% (81)	10% (40)	23% (94)	30% (122)	408
Satellite TV Subscriber: Yes	22% (109)	19% (97)	17% (84)	24% (120)	19% (94)	505
Satellite TV Subscriber: In past, not now	25% (147)	19% (111)	13% (77)	26% (151)	17% (101)	588
Satellite TV Subscriber: Never subscribed	25% (277)	18% (202)	14% (152)	21% (233)	22% (243)	1107
Streaming subscriber: Yes	26% (322)	21% (254)	14% (174)	23% (285)	16% (199)	1235
Streaming subscriber: In past, not now	25% (57)	19% (43)	15% (34)	22% (50)	20% (45)	230
Streaming subscriber: Never subscribed	21% (153)	16% (114)	14% (104)	23% (169)	27% (195)	735
Film: An avid fan	30% (240)	18% (145)	13% (101)	20% (156)	19% (148)	790
Film: A casual fan	22% (248)	20% (221)	16% (182)	24% (264)	17% (193)	1108
Film: Not a fan	15% (44)	15% (45)	10% (29)	28% (85)	33% (98)	301
TV: An avid fan	26% (288)	19% (204)	14% (149)	22% (238)	19% (210)	1089
TV: A casual fan	22% (208)	20% (188)	15% (144)	24% (228)	19% (186)	954
TV: Not a fan	23% (36)	12% (20)	12% (19)	25% (39)	27% (43)	157
Music: An avid fan	27% (310)	17% (191)	15% (170)	22% (248)	19% (215)	1134
Music: A casual fan	22% (205)	21% (202)	14% (134)	24% (225)	20% (186)	953
Music: Not a fan	16% (18)	15% (17)	8% (9)	28% (31)	34% (38)	114
Fashion: An avid fan	30% (93)	14% (45)	12% (39)	20% (63)	23% (72)	312
Fashion: A casual fan	24% (205)	22% (181)	15% (123)	22% (184)	17% (146)	840
Fashion: Not a fan	22% (234)	18% (185)	14% (151)	25% (258)	21% (221)	1049
Evangelical	24% (144)	17% (103)	14% (81)	26% (153)	19% (114)	596
Non-Evangelical	24% (388)	19% (308)	14% (231)	22% (351)	20% (325)	1604
Frequent TV watchers	25% (407)	20% (325)	14% (230)	23% (373)	17% (280)	1615
Frequent movie watchers	27% (246)	17% (154)	14% (133)	23% (213)	20% (183)	928

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

**Table HR6\_2:** Specifically, how appropriate do you think it is for companies to take a stand on the following issues?  
*Immigration*

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	29% (645)	24% (519)	12% (255)	16% (361)	19% (420)	2200
Gender: Male	30% (315)	25% (265)	11% (121)	18% (187)	16% (173)	1062
Gender: Female	29% (330)	22% (254)	12% (133)	15% (174)	22% (247)	1138
Age: 18-29	28% (126)	25% (115)	10% (46)	15% (66)	21% (96)	449
Age: 30-44	31% (172)	21% (116)	12% (70)	13% (75)	23% (130)	564
Age: 45-54	30% (91)	23% (70)	12% (36)	14% (43)	22% (67)	308
Age: 55-64	29% (127)	25% (111)	10% (46)	22% (97)	14% (63)	443
Age: 65+	30% (129)	25% (107)	13% (57)	18% (80)	14% (63)	436
Generation Z: 18-22	28% (68)	20% (49)	10% (25)	15% (37)	26% (63)	241
Millennial: Age 23-38	29% (162)	25% (140)	10% (55)	13% (74)	22% (124)	555
Generation X: Age 39-54	30% (160)	21% (112)	14% (72)	14% (74)	20% (106)	524
Boomers: Age 55-73	29% (225)	25% (197)	10% (81)	21% (165)	14% (110)	778
PID: Dem (no lean)	40% (319)	25% (201)	9% (69)	9% (73)	17% (133)	795
PID: Ind (no lean)	26% (191)	22% (168)	11% (80)	16% (120)	25% (189)	749
PID: Rep (no lean)	21% (135)	23% (150)	16% (105)	26% (168)	15% (97)	656
PID/Gender: Dem Men	41% (143)	26% (93)	7% (25)	9% (33)	17% (58)	352
PID/Gender: Dem Women	40% (176)	24% (107)	10% (44)	9% (40)	17% (75)	443
PID/Gender: Ind Men	28% (100)	25% (89)	9% (33)	16% (56)	22% (78)	356
PID/Gender: Ind Women	23% (91)	20% (79)	12% (48)	16% (64)	28% (111)	393
PID/Gender: Rep Men	21% (72)	23% (83)	18% (63)	28% (98)	10% (36)	353
PID/Gender: Rep Women	21% (63)	22% (67)	14% (42)	23% (70)	20% (61)	303
Ideo: Liberal (1-3)	43% (307)	24% (174)	9% (61)	11% (76)	14% (103)	722
Ideo: Moderate (4)	28% (146)	28% (144)	10% (53)	12% (60)	22% (111)	513
Ideo: Conservative (5-7)	21% (146)	22% (151)	17% (121)	26% (181)	14% (97)	695
Educ: < College	28% (420)	23% (344)	11% (163)	16% (246)	22% (339)	1512
Educ: Bachelors degree	30% (134)	26% (115)	14% (62)	17% (77)	12% (55)	444
Educ: Post-grad	37% (91)	25% (60)	12% (30)	16% (38)	10% (25)	244

Continued on next page

**Table HR6\_2:** Specifically, how appropriate do you think it is for companies to take a stand on the following issues?*Immigration*

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	29% (645)	24% (519)	12% (255)	16% (361)	19% (420)	2200
Income: Under 50k	28% (350)	21% (269)	12% (149)	16% (197)	23% (293)	1258
Income: 50k-100k	30% (196)	28% (186)	11% (74)	16% (105)	15% (98)	659
Income: 100k+	35% (100)	23% (65)	11% (31)	21% (60)	10% (29)	284
Ethnicity: White	28% (480)	24% (418)	13% (216)	18% (301)	18% (306)	1722
Ethnicity: Hispanic	32% (110)	21% (74)	9% (32)	15% (54)	23% (79)	349
Ethnicity: Afr. Am.	37% (100)	20% (55)	9% (25)	9% (24)	25% (70)	274
Ethnicity: Other	32% (65)	22% (45)	7% (13)	18% (36)	22% (44)	204
Relig: Protestant	28% (152)	24% (132)	15% (83)	19% (103)	14% (74)	544
Relig: Roman Catholic	26% (105)	29% (120)	11% (46)	19% (78)	15% (62)	412
Relig: Ath./Agn./None	30% (208)	22% (150)	10% (70)	12% (82)	25% (172)	682
Relig: Something Else	33% (95)	25% (72)	12% (35)	13% (37)	18% (53)	293
Relig: All Christian	28% (342)	24% (297)	12% (149)	20% (243)	16% (194)	1224
Relig: All Non-Christian	31% (303)	23% (223)	11% (106)	12% (119)	23% (225)	976
Community: Urban	35% (180)	25% (130)	8% (42)	11% (59)	21% (108)	520
Community: Suburban	28% (288)	25% (260)	13% (135)	19% (195)	16% (165)	1043
Community: Rural	28% (177)	20% (129)	12% (77)	17% (108)	23% (146)	637
Employ: Private Sector	30% (188)	25% (157)	12% (75)	16% (101)	16% (101)	621
Employ: Government	27% (33)	24% (30)	17% (20)	21% (26)	11% (13)	122
Employ: Self-Employed	27% (53)	22% (44)	12% (23)	21% (41)	19% (39)	201
Employ: Homemaker	31% (43)	21% (30)	11% (15)	13% (19)	24% (33)	140
Employ: Student	25% (29)	24% (27)	6% (7)	17% (19)	28% (32)	113
Employ: Retired	29% (165)	24% (133)	14% (76)	19% (108)	14% (80)	564
Employ: Unemployed	33% (85)	20% (52)	8% (21)	10% (27)	28% (73)	258
Employ: Other	27% (49)	26% (47)	9% (16)	12% (21)	26% (48)	182
Military HH: Yes	30% (112)	23% (88)	14% (53)	23% (88)	10% (38)	379
Military HH: No	29% (533)	24% (431)	11% (202)	15% (273)	21% (382)	1821
RD/WT: Right Direction	23% (181)	22% (174)	14% (111)	23% (183)	17% (136)	785
RD/WT: Wrong Track	33% (464)	24% (345)	10% (144)	13% (178)	20% (284)	1415
Trump Job Approve	22% (185)	22% (184)	16% (132)	24% (203)	16% (134)	837
Trump Job Disapprove	37% (444)	26% (316)	9% (110)	11% (137)	17% (201)	1207

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**Table HR6\_2:** Specifically, how appropriate do you think it is for companies to take a stand on the following issues?  
*Immigration*

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	29% (645)	24% (519)	12% (255)	16% (361)	19% (420)	2200
Trump Job Strongly Approve	25% (115)	19% (89)	14% (65)	29% (137)	13% (61)	467
Trump Job Somewhat Approve	19% (70)	26% (95)	18% (67)	18% (66)	20% (72)	370
Trump Job Somewhat Disapprove	23% (59)	29% (73)	11% (29)	14% (36)	23% (59)	256
Trump Job Strongly Disapprove	41% (385)	25% (242)	9% (81)	11% (101)	15% (141)	951
Favorable of Trump	22% (180)	22% (178)	15% (124)	25% (206)	15% (123)	811
Unfavorable of Trump	37% (442)	26% (315)	10% (123)	11% (136)	15% (185)	1201
Very Favorable of Trump	25% (121)	18% (87)	13% (61)	30% (145)	13% (62)	476
Somewhat Favorable of Trump	18% (59)	27% (91)	19% (63)	18% (61)	18% (61)	335
Somewhat Unfavorable of Trump	18% (39)	26% (55)	15% (33)	17% (36)	24% (52)	215
Very Unfavorable of Trump	41% (403)	26% (260)	9% (90)	10% (100)	13% (133)	986
#1 Issue: Economy	28% (144)	23% (118)	10% (52)	14% (72)	24% (120)	506
#1 Issue: Security	25% (112)	24% (108)	15% (69)	25% (115)	12% (54)	458
#1 Issue: Health Care	35% (139)	28% (110)	10% (39)	12% (47)	15% (58)	392
#1 Issue: Medicare / Social Security	27% (88)	24% (76)	13% (41)	20% (63)	16% (52)	320
#1 Issue: Women's Issues	39% (54)	20% (28)	9% (13)	17% (23)	14% (20)	137
#1 Issue: Education	29% (41)	15% (20)	13% (18)	11% (16)	32% (44)	139
#1 Issue: Energy	26% (32)	24% (29)	11% (14)	11% (13)	29% (35)	123
#1 Issue: Other	29% (36)	24% (30)	6% (8)	10% (13)	30% (37)	124
2018 House Vote: Democrat	42% (326)	28% (217)	9% (70)	8% (66)	13% (106)	785
2018 House Vote: Republican	20% (129)	22% (141)	16% (104)	28% (181)	13% (81)	636
2018 House Vote: Someone else	24% (27)	20% (23)	12% (14)	15% (17)	29% (32)	113
2018 House Vote: Didnt Vote	25% (163)	21% (137)	10% (67)	15% (97)	30% (200)	664
2016 Vote: Hillary Clinton	44% (288)	27% (175)	9% (58)	8% (52)	12% (82)	654
2016 Vote: Donald Trump	19% (125)	22% (141)	16% (103)	28% (179)	15% (95)	644
2016 Vote: Someone else	28% (47)	27% (45)	10% (17)	14% (24)	20% (34)	168
2016 Vote: Didnt Vote	25% (183)	21% (156)	10% (75)	14% (105)	29% (208)	727
Voted in 2014: Yes	31% (398)	25% (326)	11% (140)	19% (241)	14% (181)	1286
Voted in 2014: No	27% (248)	21% (193)	13% (115)	13% (120)	26% (239)	914

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**Table HR6\_2:** Specifically, how appropriate do you think it is for companies to take a stand on the following issues?*Immigration*

<b>Demographic</b>	<b>Very appropriate</b>		<b>Somewhat appropriate</b>		<b>Somewhat inappropriate</b>		<b>Very inappropriate</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	29%	(645)	24%	(519)	12%	(255)	16%	(361)	19%	(420)	2200
2012 Vote: Barack Obama	40%	(312)	25%	(198)	9%	(71)	12%	(92)	14%	(111)	784
2012 Vote: Mitt Romney	19%	(102)	24%	(126)	15%	(79)	27%	(143)	14%	(76)	526
2012 Vote: Other	21%	(16)	29%	(21)	15%	(11)	17%	(13)	17%	(13)	74
2012 Vote: Didn't Vote	26%	(214)	21%	(173)	11%	(92)	14%	(113)	27%	(219)	811
4-Region: Northeast	29%	(112)	28%	(111)	10%	(41)	12%	(49)	20%	(80)	394
4-Region: Midwest	28%	(128)	23%	(106)	15%	(68)	16%	(74)	19%	(87)	462
4-Region: South	30%	(250)	22%	(181)	11%	(91)	18%	(147)	19%	(155)	824
4-Region: West	30%	(155)	23%	(122)	11%	(55)	18%	(91)	19%	(97)	520
Watch TV: Every day	31%	(348)	25%	(279)	11%	(120)	16%	(176)	19%	(212)	1134
Watch TV: Several times per week	31%	(149)	26%	(126)	13%	(61)	16%	(78)	14%	(67)	481
Watch TV: About once per week	23%	(31)	25%	(35)	17%	(23)	19%	(25)	17%	(23)	137
Watch TV: Several times per month	26%	(26)	20%	(20)	9%	(9)	18%	(18)	28%	(28)	101
Watch TV: Less often than once per month	25%	(27)	21%	(22)	15%	(16)	18%	(19)	21%	(22)	107
Watch TV: Never	24%	(47)	16%	(33)	8%	(16)	20%	(39)	32%	(65)	201
Watch Movies: Every day	33%	(130)	22%	(90)	10%	(40)	14%	(56)	21%	(84)	400
Watch Movies: Several times per week	28%	(149)	21%	(113)	13%	(67)	19%	(99)	19%	(100)	528
Watch Movies: About once per week	33%	(121)	27%	(99)	10%	(38)	15%	(55)	14%	(52)	366
Watch Movies: Several times per month	27%	(71)	29%	(76)	11%	(29)	14%	(37)	19%	(48)	260
Watch Movies: About once per month	29%	(57)	26%	(53)	12%	(24)	21%	(41)	12%	(24)	199
Watch Movies: Less often than once per month	30%	(68)	25%	(57)	13%	(29)	15%	(34)	17%	(37)	225
Watch Movies: Never	22%	(49)	14%	(32)	12%	(27)	18%	(39)	34%	(75)	222
Watch Sports: Every day	36%	(64)	28%	(50)	14%	(25)	10%	(19)	12%	(21)	179
Watch Sports: Several times per week	31%	(91)	30%	(89)	9%	(26)	17%	(50)	14%	(41)	297
Watch Sports: About once per week	28%	(76)	25%	(66)	13%	(35)	18%	(48)	16%	(44)	268
Watch Sports: Several times per month	35%	(66)	21%	(41)	15%	(28)	15%	(29)	14%	(28)	192
Watch Sports: About once per month	30%	(50)	22%	(37)	13%	(21)	18%	(30)	16%	(27)	165
Watch Sports: Less often than once per month	30%	(105)	23%	(79)	13%	(46)	17%	(59)	16%	(56)	344
Watch Sports: Never	26%	(193)	21%	(159)	10%	(74)	17%	(127)	27%	(203)	755

Continued on next page

**Table HR6\_2:** Specifically, how appropriate do you think it is for companies to take a stand on the following issues?

*Immigration*

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	29% (645)	24% (519)	12% (255)	16% (361)	19% (420)	2200
Cable subscriber: Yes	32% (338)	24% (261)	11% (115)	15% (165)	18% (191)	1070
Cable subscriber: In past, not now	31% (226)	24% (173)	14% (100)	17% (125)	14% (98)	721
Cable subscriber: Never subscribed	20% (81)	21% (85)	10% (39)	18% (72)	32% (131)	408
Satellite TV Subscriber: Yes	28% (143)	21% (104)	14% (68)	19% (95)	19% (95)	505
Satellite TV Subscriber: In past, not now	30% (175)	23% (135)	12% (70)	17% (99)	18% (109)	588
Satellite TV Subscriber: Never subscribed	30% (327)	25% (280)	10% (116)	15% (167)	20% (216)	1107
Streaming subscriber: Yes	32% (395)	24% (296)	10% (129)	17% (209)	17% (206)	1235
Streaming subscriber: In past, not now	31% (70)	26% (60)	13% (30)	19% (44)	11% (26)	230
Streaming subscriber: Never subscribed	25% (180)	22% (164)	13% (96)	15% (109)	25% (187)	735
Film: An avid fan	35% (275)	23% (182)	11% (84)	15% (119)	17% (131)	790
Film: A casual fan	28% (311)	26% (286)	12% (138)	15% (170)	18% (205)	1108
Film: Not a fan	20% (60)	17% (51)	11% (33)	24% (73)	28% (84)	301
TV: An avid fan	32% (351)	24% (261)	12% (131)	15% (158)	17% (188)	1089
TV: A casual fan	27% (261)	25% (239)	11% (101)	17% (166)	20% (187)	954
TV: Not a fan	21% (33)	12% (19)	14% (22)	24% (38)	29% (45)	157
Music: An avid fan	34% (382)	22% (248)	11% (122)	15% (175)	18% (206)	1134
Music: A casual fan	25% (242)	27% (253)	13% (124)	17% (161)	18% (172)	953
Music: Not a fan	18% (21)	16% (18)	7% (8)	22% (25)	37% (42)	114
Fashion: An avid fan	38% (118)	18% (56)	8% (23)	16% (49)	21% (64)	312
Fashion: A casual fan	29% (244)	25% (208)	14% (117)	14% (117)	18% (153)	840
Fashion: Not a fan	27% (283)	24% (254)	11% (114)	19% (195)	19% (202)	1049
Evangelical	29% (174)	22% (128)	10% (62)	20% (119)	19% (113)	596
Non-Evangelical	29% (471)	24% (391)	12% (193)	15% (242)	19% (307)	1604
Frequent TV watchers	31% (497)	25% (405)	11% (181)	16% (254)	17% (278)	1615
Frequent movie watchers	30% (280)	22% (202)	12% (107)	17% (156)	20% (184)	928

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



**Table HR6\_3:** Specifically, how appropriate do you think it is for companies to take a stand on the following issues?  
The #MeToo movement and gender issues

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	27% (595)	23% (514)	10% (216)	18% (397)	22% (477)	2200
Gender: Male	24% (258)	24% (259)	11% (115)	22% (233)	18% (196)	1062
Gender: Female	30% (337)	22% (255)	9% (101)	14% (164)	25% (281)	1138
Age: 18-29	30% (136)	24% (106)	8% (34)	15% (69)	23% (104)	449
Age: 30-44	31% (174)	20% (111)	10% (54)	14% (80)	26% (144)	564
Age: 45-54	24% (75)	27% (83)	8% (25)	16% (51)	24% (74)	308
Age: 55-64	24% (106)	24% (108)	11% (48)	25% (113)	16% (69)	443
Age: 65+	24% (105)	24% (107)	13% (55)	19% (84)	20% (86)	436
Generation Z: 18-22	31% (75)	25% (60)	8% (19)	14% (33)	22% (53)	241
Millennial: Age 23-38	30% (165)	22% (120)	10% (54)	13% (74)	26% (142)	555
Generation X: Age 39-54	28% (145)	23% (119)	8% (41)	18% (92)	24% (127)	524
Boomers: Age 55-73	24% (188)	25% (196)	11% (85)	23% (180)	16% (128)	778
PID: Dem (no lean)	43% (341)	28% (220)	6% (49)	7% (53)	17% (132)	795
PID: Ind (no lean)	24% (178)	21% (156)	9% (69)	17% (129)	29% (216)	749
PID: Rep (no lean)	12% (76)	21% (138)	15% (98)	33% (216)	20% (129)	656
PID/Gender: Dem Men	40% (142)	30% (107)	6% (20)	7% (24)	16% (58)	352
PID/Gender: Dem Women	45% (199)	26% (113)	6% (28)	6% (28)	17% (74)	443
PID/Gender: Ind Men	23% (82)	22% (78)	10% (36)	21% (76)	24% (85)	356
PID/Gender: Ind Women	25% (97)	20% (79)	8% (33)	14% (53)	33% (131)	393
PID/Gender: Rep Men	10% (35)	21% (74)	17% (59)	38% (133)	15% (52)	353
PID/Gender: Rep Women	14% (41)	21% (64)	13% (39)	27% (82)	25% (76)	303
Ideo: Liberal (1-3)	46% (334)	25% (180)	8% (60)	6% (45)	14% (104)	722
Ideo: Moderate (4)	27% (139)	29% (150)	8% (40)	13% (68)	23% (116)	513
Ideo: Conservative (5-7)	11% (77)	21% (145)	15% (106)	35% (240)	18% (126)	695
Educ: < College	23% (354)	23% (342)	10% (146)	18% (278)	26% (392)	1512
Educ: Bachelors degree	31% (137)	26% (116)	10% (43)	19% (86)	14% (63)	444
Educ: Post-grad	43% (104)	23% (57)	11% (28)	14% (33)	9% (22)	244

Continued on next page

**Table HR6\_3:** Specifically, how appropriate do you think it is for companies to take a stand on the following issues?  
The #MeToo movement and gender issues

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	27% (595)	23% (514)	10% (216)	18% (397)	22% (477)	2200
Income: Under 50k	24% (305)	21% (268)	10% (120)	17% (218)	28% (346)	1258
Income: 50k-100k	29% (191)	26% (175)	10% (69)	19% (124)	15% (100)	659
Income: 100k+	35% (99)	25% (72)	10% (27)	19% (55)	11% (31)	284
Ethnicity: White	25% (428)	24% (417)	10% (176)	21% (353)	20% (348)	1722
Ethnicity: Hispanic	28% (99)	31% (108)	8% (28)	10% (37)	22% (77)	349
Ethnicity: Afr. Am.	36% (98)	19% (52)	11% (30)	6% (15)	29% (79)	274
Ethnicity: Other	34% (69)	22% (46)	5% (10)	14% (29)	24% (50)	204
Relig: Protestant	24% (131)	23% (127)	15% (79)	21% (114)	17% (94)	544
Relig: Roman Catholic	26% (106)	28% (116)	8% (32)	21% (88)	17% (69)	412
Relig: Ath./Agn./None	30% (204)	23% (160)	8% (52)	13% (92)	26% (175)	682
Relig: Something Else	30% (88)	24% (71)	11% (32)	13% (38)	22% (65)	293
Relig: All Christian	25% (303)	23% (284)	11% (132)	22% (267)	19% (238)	1224
Relig: All Non-Christian	30% (292)	24% (230)	9% (84)	13% (130)	25% (239)	976
Community: Urban	34% (176)	27% (141)	5% (26)	11% (55)	24% (123)	520
Community: Suburban	26% (275)	24% (248)	11% (119)	20% (207)	18% (193)	1043
Community: Rural	23% (144)	20% (126)	11% (71)	21% (135)	25% (161)	637
Employ: Private Sector	28% (176)	26% (159)	9% (58)	18% (112)	19% (117)	621
Employ: Government	29% (35)	20% (24)	12% (15)	28% (34)	10% (12)	122
Employ: Self-Employed	29% (59)	17% (35)	11% (22)	20% (40)	22% (45)	201
Employ: Homemaker	32% (44)	19% (26)	8% (11)	18% (25)	23% (33)	140
Employ: Student	27% (31)	21% (23)	6% (7)	14% (15)	32% (37)	113
Employ: Retired	26% (144)	22% (127)	13% (74)	21% (120)	18% (99)	564
Employ: Unemployed	24% (63)	31% (79)	4% (11)	12% (30)	29% (75)	258
Employ: Other	24% (43)	22% (41)	9% (17)	11% (21)	33% (61)	182
Military HH: Yes	22% (84)	24% (92)	15% (55)	25% (95)	14% (53)	379
Military HH: No	28% (511)	23% (423)	9% (161)	17% (302)	23% (424)	1821
RD/WT: Right Direction	13% (101)	21% (162)	13% (105)	29% (231)	24% (187)	785
RD/WT: Wrong Track	35% (494)	25% (353)	8% (112)	12% (166)	20% (290)	1415
Trump Job Approve	12% (103)	19% (159)	14% (119)	32% (270)	22% (186)	837
Trump Job Disapprove	40% (483)	28% (337)	7% (82)	10% (115)	16% (191)	1207

Continued on next page

**Table HR6\_3:** Specifically, how appropriate do you think it is for companies to take a stand on the following issues?  
The #MeToo movement and gender issues

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	27% (595)	23% (514)	10% (216)	18% (397)	22% (477)	2200
Trump Job Strongly Approve	10% (48)	15% (68)	13% (60)	41% (193)	21% (99)	467
Trump Job Somewhat Approve	15% (56)	25% (91)	16% (59)	21% (77)	23% (87)	370
Trump Job Somewhat Disapprove	26% (66)	32% (81)	9% (24)	14% (36)	20% (50)	256
Trump Job Strongly Disapprove	44% (418)	27% (256)	6% (58)	8% (79)	15% (141)	951
Favorable of Trump	11% (93)	19% (153)	15% (121)	33% (270)	21% (174)	811
Unfavorable of Trump	40% (484)	28% (336)	7% (87)	9% (108)	15% (185)	1201
Very Favorable of Trump	9% (43)	15% (70)	13% (61)	42% (199)	22% (103)	476
Somewhat Favorable of Trump	15% (50)	25% (83)	18% (60)	21% (71)	21% (72)	335
Somewhat Unfavorable of Trump	20% (44)	30% (65)	12% (25)	16% (35)	22% (46)	215
Very Unfavorable of Trump	45% (440)	28% (271)	6% (62)	7% (73)	14% (139)	986
#1 Issue: Economy	25% (128)	24% (120)	10% (49)	18% (90)	23% (119)	506
#1 Issue: Security	12% (54)	24% (112)	10% (48)	32% (147)	21% (98)	458
#1 Issue: Health Care	42% (165)	24% (93)	7% (28)	10% (39)	17% (67)	392
#1 Issue: Medicare / Social Security	21% (68)	26% (83)	14% (45)	18% (57)	21% (67)	320
#1 Issue: Women's Issues	42% (58)	27% (36)	6% (8)	11% (15)	14% (20)	137
#1 Issue: Education	28% (39)	13% (18)	10% (14)	16% (22)	34% (47)	139
#1 Issue: Energy	34% (42)	24% (29)	12% (14)	14% (17)	16% (20)	123
#1 Issue: Other	33% (41)	19% (23)	8% (10)	9% (11)	32% (39)	124
2018 House Vote: Democrat	45% (355)	31% (243)	6% (47)	6% (50)	11% (90)	785
2018 House Vote: Republican	11% (71)	20% (124)	16% (102)	35% (224)	18% (115)	636
2018 House Vote: Someone else	22% (25)	16% (18)	9% (11)	21% (24)	32% (37)	113
2018 House Vote: Didnt Vote	22% (144)	19% (129)	8% (55)	15% (99)	36% (236)	664
2016 Vote: Hillary Clinton	47% (311)	29% (190)	6% (38)	6% (38)	12% (77)	654
2016 Vote: Donald Trump	11% (71)	19% (121)	16% (102)	35% (224)	20% (126)	644
2016 Vote: Someone else	27% (46)	27% (46)	8% (14)	15% (25)	22% (37)	168
2016 Vote: Didnt Vote	23% (165)	21% (155)	8% (62)	15% (108)	33% (237)	727
Voted in 2014: Yes	29% (368)	24% (307)	11% (138)	20% (264)	16% (209)	1286
Voted in 2014: No	25% (228)	23% (207)	9% (78)	15% (133)	29% (268)	914

Continued on next page

**Table HR6\_3:** Specifically, how appropriate do you think it is for companies to take a stand on the following issues?  
The #MeToo movement and gender issues

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	27% (595)	23% (514)	10% (216)	18% (397)	22% (477)	2200
2012 Vote: Barack Obama	42% (328)	25% (199)	8% (62)	11% (83)	14% (111)	784
2012 Vote: Mitt Romney	12% (61)	23% (119)	16% (82)	32% (170)	18% (94)	526
2012 Vote: Other	15% (11)	28% (21)	6% (5)	25% (19)	25% (19)	74
2012 Vote: Didn't Vote	24% (193)	21% (174)	8% (67)	15% (123)	31% (253)	811
4-Region: Northeast	30% (117)	24% (93)	7% (28)	16% (63)	23% (91)	394
4-Region: Midwest	26% (118)	23% (105)	9% (44)	19% (89)	23% (106)	462
4-Region: South	26% (218)	20% (162)	12% (95)	20% (167)	22% (183)	824
4-Region: West	27% (142)	30% (155)	9% (49)	15% (78)	19% (97)	520
Watch TV: Every day	29% (330)	24% (277)	10% (111)	17% (194)	20% (223)	1134
Watch TV: Several times per week	30% (143)	27% (130)	8% (41)	20% (95)	15% (72)	481
Watch TV: About once per week	26% (36)	18% (25)	10% (13)	22% (30)	24% (33)	137
Watch TV: Several times per month	22% (22)	16% (16)	16% (16)	20% (20)	26% (26)	101
Watch TV: Less often than once per month	20% (21)	22% (23)	18% (19)	13% (14)	28% (30)	107
Watch TV: Never	18% (36)	13% (26)	8% (15)	18% (36)	44% (88)	201
Watch Movies: Every day	29% (117)	18% (70)	11% (45)	17% (67)	25% (100)	400
Watch Movies: Several times per week	28% (145)	23% (121)	10% (52)	20% (107)	20% (103)	528
Watch Movies: About once per week	32% (116)	29% (108)	7% (24)	16% (57)	16% (60)	366
Watch Movies: Several times per month	26% (67)	25% (66)	9% (23)	20% (53)	20% (51)	260
Watch Movies: About once per month	27% (53)	30% (59)	11% (23)	18% (35)	15% (29)	199
Watch Movies: Less often than once per month	26% (58)	25% (57)	14% (32)	18% (40)	18% (40)	225
Watch Movies: Never	17% (38)	15% (34)	8% (17)	17% (39)	43% (94)	222
Watch Sports: Every day	29% (51)	29% (51)	15% (27)	13% (23)	15% (27)	179
Watch Sports: Several times per week	26% (78)	28% (84)	14% (40)	17% (52)	14% (43)	297
Watch Sports: About once per week	28% (76)	29% (78)	8% (22)	17% (47)	17% (45)	268
Watch Sports: Several times per month	26% (50)	27% (52)	12% (24)	17% (33)	17% (32)	192
Watch Sports: About once per month	32% (53)	24% (40)	8% (13)	19% (32)	17% (28)	165
Watch Sports: Less often than once per month	31% (106)	23% (78)	10% (35)	18% (64)	18% (62)	344
Watch Sports: Never	24% (180)	17% (132)	7% (55)	20% (147)	32% (240)	755

Continued on next page

**Table HR6\_3:** Specifically, how appropriate do you think it is for companies to take a stand on the following issues?  
The #MeToo movement and gender issues

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	27% (595)	23% (514)	10% (216)	18% (397)	22% (477)	2200
Cable subscriber: Yes	31% (333)	22% (241)	11% (114)	16% (172)	20% (210)	1070
Cable subscriber: In past, not now	26% (190)	27% (192)	10% (75)	18% (132)	18% (132)	721
Cable subscriber: Never subscribed	18% (72)	20% (82)	7% (27)	23% (93)	33% (135)	408
Satellite TV Subscriber: Yes	24% (121)	26% (134)	11% (56)	19% (98)	19% (96)	505
Satellite TV Subscriber: In past, not now	27% (157)	22% (128)	12% (71)	19% (111)	21% (122)	588
Satellite TV Subscriber: Never subscribed	29% (318)	23% (253)	8% (89)	17% (188)	23% (259)	1107
Streaming subscriber: Yes	32% (394)	24% (300)	10% (121)	18% (219)	16% (200)	1235
Streaming subscriber: In past, not now	19% (44)	24% (56)	13% (30)	22% (51)	21% (49)	230
Streaming subscriber: Never subscribed	21% (157)	22% (159)	9% (65)	17% (127)	31% (228)	735
Film: An avid fan	33% (263)	22% (177)	10% (77)	17% (134)	17% (138)	790
Film: A casual fan	26% (292)	26% (287)	10% (112)	18% (200)	20% (217)	1108
Film: Not a fan	13% (40)	17% (50)	9% (27)	21% (63)	40% (122)	301
TV: An avid fan	31% (332)	23% (247)	9% (103)	17% (185)	20% (222)	1089
TV: A casual fan	24% (230)	26% (244)	11% (103)	18% (172)	21% (204)	954
TV: Not a fan	21% (33)	15% (23)	6% (10)	25% (39)	32% (51)	157
Music: An avid fan	30% (342)	23% (261)	9% (102)	17% (197)	20% (231)	1134
Music: A casual fan	25% (238)	25% (234)	11% (107)	18% (172)	21% (201)	953
Music: Not a fan	13% (15)	17% (20)	6% (7)	24% (27)	39% (44)	114
Fashion: An avid fan	37% (115)	19% (60)	8% (26)	11% (36)	24% (75)	312
Fashion: A casual fan	29% (240)	25% (208)	11% (91)	16% (137)	19% (163)	840
Fashion: Not a fan	23% (240)	23% (246)	9% (98)	21% (224)	23% (239)	1049
Evangelical	24% (141)	20% (119)	10% (62)	22% (133)	24% (141)	596
Non-Evangelical	28% (454)	25% (396)	10% (154)	16% (264)	21% (336)	1604
Frequent TV watchers	29% (472)	25% (407)	9% (151)	18% (289)	18% (295)	1615
Frequent movie watchers	28% (262)	21% (191)	10% (97)	19% (174)	22% (203)	928

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

**Table HR6\_4:** Specifically, how appropriate do you think it is for companies to take a stand on the following issues?  
LGBT issues

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Don't know / No opinion		Total N
Adults	27%	(595)	20%	(444)	10%	(215)	20%	(429)	23%	(517)	2200
Gender: Male	25%	(263)	20%	(214)	12%	(125)	23%	(241)	21%	(219)	1062
Gender: Female	29%	(331)	20%	(230)	8%	(90)	17%	(188)	26%	(298)	1138
Age: 18-29	30%	(133)	21%	(93)	8%	(38)	17%	(77)	24%	(109)	449
Age: 30-44	32%	(181)	16%	(89)	7%	(40)	18%	(104)	27%	(150)	564
Age: 45-54	22%	(68)	22%	(69)	11%	(34)	15%	(46)	30%	(92)	308
Age: 55-64	24%	(107)	22%	(99)	11%	(49)	25%	(112)	17%	(77)	443
Age: 65+	24%	(105)	22%	(95)	13%	(55)	21%	(92)	21%	(90)	436
Generation Z: 18-22	32%	(78)	18%	(43)	9%	(21)	19%	(46)	22%	(53)	241
Millennial: Age 23-38	30%	(168)	20%	(111)	8%	(42)	16%	(90)	26%	(144)	555
Generation X: Age 39-54	26%	(137)	18%	(97)	9%	(48)	17%	(90)	29%	(153)	524
Boomers: Age 55-73	24%	(190)	22%	(174)	11%	(87)	24%	(184)	18%	(143)	778
PID: Dem (no lean)	43%	(344)	24%	(189)	6%	(45)	8%	(65)	19%	(153)	795
PID: Ind (no lean)	22%	(167)	20%	(148)	9%	(68)	19%	(141)	30%	(226)	749
PID: Rep (no lean)	13%	(84)	16%	(108)	16%	(102)	34%	(224)	21%	(138)	656
PID/Gender: Dem Men	43%	(150)	24%	(85)	5%	(18)	8%	(27)	20%	(72)	352
PID/Gender: Dem Women	44%	(193)	23%	(104)	6%	(27)	9%	(38)	18%	(81)	443
PID/Gender: Ind Men	22%	(78)	21%	(75)	11%	(38)	24%	(86)	22%	(80)	356
PID/Gender: Ind Women	23%	(89)	19%	(73)	8%	(30)	14%	(55)	37%	(146)	393
PID/Gender: Rep Men	10%	(35)	15%	(54)	20%	(69)	36%	(128)	19%	(67)	353
PID/Gender: Rep Women	16%	(49)	18%	(53)	11%	(33)	32%	(96)	24%	(71)	303
Ideo: Liberal (1-3)	47%	(340)	21%	(152)	7%	(51)	9%	(68)	15%	(111)	722
Ideo: Moderate (4)	26%	(136)	25%	(129)	8%	(40)	15%	(78)	25%	(130)	513
Ideo: Conservative (5-7)	10%	(73)	19%	(130)	16%	(113)	35%	(244)	19%	(135)	695
Educ: < College	24%	(356)	20%	(298)	9%	(136)	19%	(294)	28%	(428)	1512
Educ: Bachelors degree	33%	(146)	20%	(90)	12%	(53)	22%	(96)	14%	(60)	444
Educ: Post-grad	38%	(93)	23%	(57)	10%	(26)	16%	(40)	12%	(29)	244

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**Table HR6\_4:** Specifically, how appropriate do you think it is for companies to take a stand on the following issues?*LGBT issues*

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	27% (595)	20% (444)	10% (215)	20% (429)	23% (517)	2200
Income: Under 50k	25% (309)	18% (230)	10% (125)	19% (234)	29% (361)	1258
Income: 50k-100k	28% (182)	24% (158)	10% (67)	20% (130)	18% (122)	659
Income: 100k+	37% (105)	20% (56)	8% (23)	23% (65)	12% (35)	284
Ethnicity: White	26% (451)	21% (356)	11% (181)	21% (357)	22% (377)	1722
Ethnicity: Hispanic	31% (108)	17% (61)	8% (29)	18% (62)	26% (89)	349
Ethnicity: Afr. Am.	30% (83)	17% (48)	10% (26)	11% (31)	31% (86)	274
Ethnicity: Other	30% (61)	20% (41)	4% (7)	20% (41)	26% (54)	204
Relig: Protestant	22% (122)	17% (90)	17% (95)	25% (135)	19% (102)	544
Relig: Roman Catholic	24% (98)	25% (103)	9% (36)	21% (87)	21% (87)	412
Relig: Ath./Agn./None	34% (231)	20% (135)	7% (45)	14% (97)	26% (175)	682
Relig: Something Else	28% (82)	22% (65)	9% (26)	14% (42)	26% (77)	293
Relig: All Christian	23% (281)	20% (244)	12% (145)	24% (290)	22% (264)	1224
Relig: All Non-Christian	32% (313)	20% (200)	7% (70)	14% (140)	26% (252)	976
Community: Urban	33% (174)	21% (111)	5% (26)	13% (68)	27% (142)	520
Community: Suburban	27% (285)	21% (215)	12% (121)	21% (217)	20% (205)	1043
Community: Rural	21% (135)	19% (119)	11% (68)	23% (145)	27% (171)	637
Employ: Private Sector	30% (188)	23% (143)	10% (62)	16% (101)	20% (126)	621
Employ: Government	26% (31)	22% (27)	8% (10)	33% (40)	11% (14)	122
Employ: Self-Employed	27% (55)	17% (34)	9% (19)	24% (48)	23% (46)	201
Employ: Homemaker	30% (42)	16% (23)	11% (16)	16% (22)	26% (37)	140
Employ: Student	30% (34)	18% (20)	5% (6)	17% (19)	30% (34)	113
Employ: Retired	25% (142)	20% (112)	12% (68)	22% (126)	21% (116)	564
Employ: Unemployed	25% (64)	19% (49)	10% (25)	13% (34)	33% (86)	258
Employ: Other	21% (38)	20% (37)	5% (9)	22% (39)	32% (59)	182
Military HH: Yes	23% (86)	18% (68)	14% (54)	29% (111)	16% (59)	379
Military HH: No	28% (509)	21% (376)	9% (161)	17% (318)	25% (458)	1821
RD/WT: Right Direction	14% (106)	18% (140)	13% (103)	30% (234)	26% (202)	785
RD/WT: Wrong Track	35% (488)	21% (304)	8% (112)	14% (195)	22% (315)	1415
Trump Job Approve	12% (98)	17% (142)	14% (115)	34% (286)	23% (196)	837
Trump Job Disapprove	40% (486)	24% (287)	7% (80)	11% (128)	19% (225)	1207

Continued on next page

**Table HR6\_4:** Specifically, how appropriate do you think it is for companies to take a stand on the following issues?  
LGBT issues

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Don't know / No opinion		Total N
Adults	27%	(595)	20%	(444)	10%	(215)	20%	(429)	23%	(517)	2200
Trump Job Strongly Approve	10%	(48)	14%	(65)	13%	(62)	40%	(186)	23%	(106)	467
Trump Job Somewhat Approve	13%	(50)	21%	(77)	14%	(53)	27%	(100)	24%	(90)	370
Trump Job Somewhat Disapprove	28%	(71)	23%	(58)	10%	(27)	14%	(35)	26%	(66)	256
Trump Job Strongly Disapprove	44%	(416)	24%	(229)	6%	(54)	10%	(94)	17%	(159)	951
Favorable of Trump	11%	(87)	17%	(141)	14%	(114)	34%	(279)	23%	(190)	811
Unfavorable of Trump	40%	(485)	23%	(279)	8%	(91)	11%	(130)	18%	(216)	1201
Very Favorable of Trump	9%	(44)	14%	(68)	13%	(61)	40%	(191)	23%	(111)	476
Somewhat Favorable of Trump	13%	(43)	22%	(72)	16%	(53)	26%	(88)	23%	(78)	335
Somewhat Unfavorable of Trump	16%	(35)	23%	(50)	15%	(32)	17%	(36)	29%	(62)	215
Very Unfavorable of Trump	46%	(450)	23%	(229)	6%	(58)	10%	(95)	16%	(154)	986
#1 Issue: Economy	27%	(137)	21%	(104)	10%	(49)	16%	(83)	26%	(132)	506
#1 Issue: Security	11%	(50)	19%	(86)	13%	(59)	34%	(154)	24%	(110)	458
#1 Issue: Health Care	37%	(146)	22%	(87)	10%	(37)	11%	(44)	20%	(79)	392
#1 Issue: Medicare / Social Security	24%	(78)	19%	(62)	13%	(40)	20%	(65)	23%	(74)	320
#1 Issue: Women's Issues	49%	(67)	20%	(28)	2%	(3)	13%	(17)	16%	(22)	137
#1 Issue: Education	25%	(34)	14%	(20)	9%	(12)	26%	(36)	26%	(36)	139
#1 Issue: Energy	37%	(46)	24%	(30)	7%	(9)	9%	(12)	22%	(27)	123
#1 Issue: Other	29%	(36)	22%	(27)	5%	(6)	15%	(18)	30%	(37)	124
2018 House Vote: Democrat	46%	(361)	25%	(199)	7%	(51)	8%	(60)	14%	(113)	785
2018 House Vote: Republican	12%	(79)	17%	(109)	15%	(95)	36%	(229)	19%	(124)	636
2018 House Vote: Someone else	21%	(24)	17%	(20)	6%	(6)	21%	(24)	35%	(39)	113
2018 House Vote: Didnt Vote	20%	(130)	17%	(116)	9%	(62)	18%	(116)	36%	(241)	664
2016 Vote: Hillary Clinton	48%	(312)	26%	(169)	6%	(42)	7%	(43)	13%	(88)	654
2016 Vote: Donald Trump	12%	(74)	16%	(106)	15%	(98)	36%	(229)	21%	(136)	644
2016 Vote: Someone else	27%	(46)	20%	(33)	11%	(19)	14%	(23)	28%	(47)	168
2016 Vote: Didnt Vote	22%	(160)	19%	(135)	8%	(55)	18%	(132)	34%	(246)	727
Voted in 2014: Yes	29%	(374)	21%	(273)	10%	(129)	22%	(282)	18%	(228)	1286
Voted in 2014: No	24%	(221)	19%	(171)	9%	(85)	16%	(147)	32%	(289)	914

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**Table HR6\_4:** Specifically, how appropriate do you think it is for companies to take a stand on the following issues?*LGBT issues*

<b>Demographic</b>	<b>Very appropriate</b>		<b>Somewhat appropriate</b>		<b>Somewhat inappropriate</b>		<b>Very inappropriate</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	27%	(595)	20%	(444)	10%	(215)	20%	(429)	23%	(517)	2200
2012 Vote: Barack Obama	40%	(317)	23%	(182)	8%	(62)	11%	(89)	17%	(133)	784
2012 Vote: Mitt Romney	13%	(66)	19%	(99)	15%	(79)	34%	(179)	20%	(103)	526
2012 Vote: Other	20%	(14)	24%	(18)	8%	(6)	25%	(18)	23%	(17)	74
2012 Vote: Didn't Vote	24%	(194)	18%	(145)	8%	(67)	17%	(141)	32%	(263)	811
4-Region: Northeast	29%	(115)	24%	(93)	8%	(30)	17%	(66)	23%	(90)	394
4-Region: Midwest	26%	(120)	18%	(84)	10%	(48)	21%	(96)	25%	(115)	462
4-Region: South	24%	(197)	19%	(153)	12%	(96)	21%	(175)	25%	(203)	824
4-Region: West	31%	(163)	22%	(115)	8%	(42)	18%	(92)	21%	(108)	520
Watch TV: Every day	28%	(322)	20%	(227)	10%	(116)	18%	(209)	23%	(260)	1134
Watch TV: Several times per week	29%	(140)	23%	(110)	9%	(44)	21%	(101)	18%	(86)	481
Watch TV: About once per week	25%	(34)	26%	(35)	10%	(14)	17%	(24)	22%	(31)	137
Watch TV: Several times per month	21%	(21)	23%	(23)	5%	(5)	23%	(23)	28%	(28)	101
Watch TV: Less often than once per month	21%	(22)	18%	(19)	15%	(16)	20%	(21)	27%	(28)	107
Watch TV: Never	21%	(43)	11%	(22)	7%	(14)	23%	(46)	38%	(77)	201
Watch Movies: Every day	29%	(115)	18%	(70)	9%	(38)	17%	(70)	27%	(107)	400
Watch Movies: Several times per week	24%	(127)	21%	(110)	11%	(56)	22%	(115)	23%	(120)	528
Watch Movies: About once per week	35%	(127)	20%	(74)	9%	(32)	17%	(64)	19%	(69)	366
Watch Movies: Several times per month	26%	(67)	22%	(58)	8%	(21)	21%	(54)	23%	(60)	260
Watch Movies: About once per month	31%	(61)	20%	(40)	11%	(22)	18%	(36)	20%	(40)	199
Watch Movies: Less often than once per month	26%	(58)	27%	(60)	12%	(26)	18%	(41)	18%	(40)	225
Watch Movies: Never	17%	(39)	14%	(32)	9%	(20)	23%	(50)	36%	(81)	222
Watch Sports: Every day	25%	(45)	24%	(43)	10%	(18)	17%	(30)	24%	(43)	179
Watch Sports: Several times per week	27%	(80)	24%	(71)	14%	(40)	20%	(58)	16%	(48)	297
Watch Sports: About once per week	28%	(74)	23%	(61)	10%	(28)	19%	(51)	20%	(55)	268
Watch Sports: Several times per month	27%	(52)	23%	(44)	10%	(20)	20%	(39)	19%	(37)	192
Watch Sports: About once per month	28%	(46)	19%	(32)	11%	(18)	22%	(35)	20%	(33)	165
Watch Sports: Less often than once per month	31%	(108)	19%	(66)	10%	(35)	17%	(59)	22%	(76)	344
Watch Sports: Never	25%	(189)	17%	(127)	7%	(55)	21%	(157)	30%	(226)	755

Continued on next page

**Table HR6\_4:** Specifically, how appropriate do you think it is for companies to take a stand on the following issues?  
LGBT issues

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	27% (595)	20% (444)	10% (215)	20% (429)	23% (517)	2200
Cable subscriber: Yes	31% (328)	20% (214)	9% (92)	19% (204)	22% (233)	1070
Cable subscriber: In past, not now	27% (197)	22% (157)	12% (85)	18% (129)	21% (154)	721
Cable subscriber: Never subscribed	17% (70)	18% (73)	9% (38)	24% (97)	32% (130)	408
Satellite TV Subscriber: Yes	23% (117)	23% (114)	10% (50)	22% (114)	22% (110)	505
Satellite TV Subscriber: In past, not now	27% (156)	19% (109)	10% (57)	19% (112)	26% (154)	588
Satellite TV Subscriber: Never subscribed	29% (321)	20% (221)	10% (108)	18% (204)	23% (253)	1107
Streaming subscriber: Yes	32% (400)	21% (258)	10% (120)	19% (237)	18% (220)	1235
Streaming subscriber: In past, not now	18% (42)	21% (49)	10% (23)	23% (53)	28% (64)	230
Streaming subscriber: Never subscribed	21% (153)	19% (137)	10% (72)	19% (140)	32% (233)	735
Film: An avid fan	33% (260)	20% (158)	9% (72)	16% (130)	22% (170)	790
Film: A casual fan	26% (287)	22% (245)	10% (111)	21% (229)	21% (236)	1108
Film: Not a fan	16% (47)	14% (41)	11% (32)	23% (71)	37% (111)	301
TV: An avid fan	30% (323)	20% (222)	9% (96)	18% (201)	23% (247)	1089
TV: A casual fan	25% (234)	22% (206)	11% (106)	20% (188)	23% (220)	954
TV: Not a fan	24% (38)	10% (16)	8% (13)	26% (41)	32% (50)	157
Music: An avid fan	32% (357)	19% (214)	8% (92)	19% (211)	23% (259)	1134
Music: A casual fan	23% (220)	22% (208)	12% (115)	20% (193)	23% (217)	953
Music: Not a fan	15% (17)	19% (22)	7% (8)	22% (25)	36% (41)	114
Fashion: An avid fan	33% (101)	16% (51)	7% (22)	16% (50)	28% (88)	312
Fashion: A casual fan	29% (246)	22% (188)	11% (89)	17% (146)	20% (172)	840
Fashion: Not a fan	24% (248)	20% (205)	10% (104)	22% (233)	25% (258)	1049
Evangelical	21% (126)	17% (103)	12% (70)	25% (150)	25% (147)	596
Non-Evangelical	29% (469)	21% (341)	9% (145)	17% (279)	23% (370)	1604
Frequent TV watchers	29% (462)	21% (338)	10% (160)	19% (309)	21% (346)	1615
Frequent movie watchers	26% (242)	19% (180)	10% (94)	20% (184)	25% (227)	928

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

**Table HR6\_5:** Specifically, how appropriate do you think it is for companies to take a stand on the following issues?  
*Racial inequality*

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	36% (799)	23% (505)	8% (174)	15% (340)	17% (381)	2200
Gender: Male	34% (365)	24% (252)	9% (97)	17% (185)	15% (163)	1062
Gender: Female	38% (434)	22% (253)	7% (77)	14% (155)	19% (219)	1138
Age: 18-29	36% (163)	20% (88)	8% (36)	17% (77)	19% (85)	449
Age: 30-44	42% (237)	17% (95)	8% (44)	11% (64)	22% (125)	564
Age: 45-54	34% (105)	26% (80)	7% (23)	13% (41)	19% (58)	308
Age: 55-64	34% (151)	26% (115)	7% (31)	20% (90)	13% (56)	443
Age: 65+	33% (144)	29% (127)	9% (40)	16% (69)	13% (57)	436
Generation Z: 18-22	32% (76)	19% (47)	8% (19)	19% (46)	22% (52)	241
Millennial: Age 23-38	43% (237)	18% (102)	8% (45)	12% (69)	18% (102)	555
Generation X: Age 39-54	36% (191)	22% (114)	7% (39)	13% (67)	22% (113)	524
Boomers: Age 55-73	34% (264)	27% (210)	8% (59)	19% (144)	13% (100)	778
PID: Dem (no lean)	53% (418)	22% (178)	4% (31)	8% (63)	13% (104)	795
PID: Ind (no lean)	30% (226)	22% (169)	7% (53)	17% (126)	23% (176)	749
PID: Rep (no lean)	24% (154)	24% (158)	14% (90)	23% (151)	15% (102)	656
PID/Gender: Dem Men	53% (185)	22% (76)	3% (12)	9% (33)	13% (46)	352
PID/Gender: Dem Women	53% (233)	23% (102)	4% (19)	7% (30)	13% (58)	443
PID/Gender: Ind Men	30% (107)	25% (88)	8% (30)	17% (60)	20% (72)	356
PID/Gender: Ind Women	30% (119)	21% (81)	6% (23)	17% (66)	27% (104)	393
PID/Gender: Rep Men	21% (72)	25% (88)	16% (56)	26% (92)	13% (46)	353
PID/Gender: Rep Women	27% (82)	23% (71)	12% (35)	20% (59)	18% (56)	303
Ideo: Liberal (1-3)	56% (401)	19% (139)	4% (31)	9% (63)	12% (88)	722
Ideo: Moderate (4)	37% (189)	27% (139)	7% (38)	10% (51)	19% (96)	513
Ideo: Conservative (5-7)	21% (147)	26% (183)	14% (97)	26% (179)	13% (89)	695
Educ: < College	34% (512)	22% (330)	8% (116)	16% (236)	21% (319)	1512
Educ: Bachelors degree	39% (171)	26% (117)	9% (41)	16% (70)	10% (44)	444
Educ: Post-grad	48% (116)	24% (58)	7% (18)	14% (34)	8% (18)	244

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**Table HR6\_5:** Specifically, how appropriate do you think it is for companies to take a stand on the following issues?

*Racial inequality*

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	36% (799)	23% (505)	8% (174)	15% (340)	17% (381)	2200
Income: Under 50k	35% (443)	20% (250)	7% (94)	15% (186)	23% (284)	1258
Income: 50k-100k	35% (231)	30% (196)	9% (57)	16% (104)	11% (70)	659
Income: 100k+	44% (124)	21% (59)	8% (23)	18% (50)	10% (27)	284
Ethnicity: White	35% (598)	25% (428)	9% (151)	16% (277)	16% (268)	1722
Ethnicity: Hispanic	37% (128)	20% (69)	8% (27)	12% (43)	24% (83)	349
Ethnicity: Afr. Am.	46% (127)	12% (34)	5% (14)	12% (32)	25% (68)	274
Ethnicity: Other	37% (75)	21% (43)	5% (9)	15% (31)	22% (45)	204
Relig: Protestant	34% (187)	25% (134)	13% (72)	16% (86)	12% (66)	544
Relig: Roman Catholic	31% (128)	32% (131)	6% (24)	17% (72)	14% (57)	412
Relig: Ath./Agn./None	39% (269)	20% (136)	6% (39)	13% (87)	22% (151)	682
Relig: Something Else	40% (117)	21% (61)	7% (19)	14% (41)	19% (55)	293
Relig: All Christian	34% (413)	25% (308)	9% (116)	17% (213)	14% (175)	1224
Relig: All Non-Christian	40% (386)	20% (197)	6% (59)	13% (127)	21% (207)	976
Community: Urban	43% (222)	21% (112)	5% (26)	11% (59)	19% (100)	520
Community: Suburban	36% (377)	24% (245)	9% (99)	16% (165)	15% (157)	1043
Community: Rural	31% (199)	23% (148)	8% (49)	18% (116)	20% (124)	637
Employ: Private Sector	39% (241)	25% (157)	7% (45)	13% (84)	15% (95)	621
Employ: Government	37% (45)	21% (26)	8% (9)	25% (30)	9% (12)	122
Employ: Self-Employed	33% (66)	21% (41)	11% (22)	21% (43)	14% (29)	201
Employ: Homemaker	40% (56)	23% (33)	8% (11)	11% (15)	18% (25)	140
Employ: Student	39% (44)	14% (16)	5% (5)	15% (17)	27% (31)	113
Employ: Retired	34% (194)	26% (144)	10% (54)	17% (95)	14% (76)	564
Employ: Unemployed	37% (96)	21% (54)	8% (20)	10% (26)	24% (62)	258
Employ: Other	31% (57)	19% (35)	4% (8)	17% (30)	29% (53)	182
Military HH: Yes	31% (119)	25% (96)	11% (40)	23% (86)	10% (38)	379
Military HH: No	37% (680)	22% (409)	7% (134)	14% (254)	19% (344)	1821
RD/WT: Right Direction	22% (175)	25% (197)	12% (94)	23% (180)	18% (139)	785
RD/WT: Wrong Track	44% (623)	22% (308)	6% (80)	11% (160)	17% (243)	1415
Trump Job Approve	22% (184)	25% (213)	12% (103)	24% (200)	16% (138)	837
Trump Job Disapprove	50% (600)	23% (272)	5% (59)	10% (117)	13% (158)	1207

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**Table HR6\_5:** Specifically, how appropriate do you think it is for companies to take a stand on the following issues?*Racial inequality*

<b>Demographic</b>	<b>Very appropriate</b>		<b>Somewhat appropriate</b>		<b>Somewhat inappropriate</b>		<b>Very inappropriate</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	36%	(799)	23%	(505)	8%	(174)	15%	(340)	17%	(381)	2200
Trump Job Strongly Approve	20%	(92)	25%	(115)	13%	(61)	31%	(142)	12%	(57)	467
Trump Job Somewhat Approve	25%	(92)	27%	(98)	11%	(43)	15%	(57)	22%	(81)	370
Trump Job Somewhat Disapprove	38%	(98)	27%	(69)	7%	(18)	14%	(35)	14%	(36)	256
Trump Job Strongly Disapprove	53%	(502)	21%	(204)	4%	(42)	9%	(82)	13%	(122)	951
Favorable of Trump	21%	(174)	26%	(208)	12%	(101)	24%	(197)	16%	(130)	811
Unfavorable of Trump	50%	(597)	22%	(270)	5%	(64)	10%	(124)	12%	(145)	1201
Very Favorable of Trump	20%	(93)	24%	(112)	12%	(56)	31%	(146)	15%	(69)	476
Somewhat Favorable of Trump	24%	(81)	29%	(96)	14%	(46)	15%	(52)	18%	(61)	335
Somewhat Unfavorable of Trump	28%	(60)	28%	(60)	10%	(21)	18%	(39)	17%	(36)	215
Very Unfavorable of Trump	55%	(538)	21%	(210)	4%	(43)	9%	(85)	11%	(109)	986
#1 Issue: Economy	38%	(194)	23%	(115)	7%	(34)	12%	(63)	20%	(101)	506
#1 Issue: Security	19%	(86)	28%	(128)	13%	(60)	26%	(119)	14%	(66)	458
#1 Issue: Health Care	47%	(186)	21%	(81)	6%	(25)	10%	(40)	15%	(60)	392
#1 Issue: Medicare / Social Security	36%	(117)	26%	(84)	7%	(24)	16%	(50)	14%	(46)	320
#1 Issue: Women's Issues	54%	(74)	16%	(22)	6%	(8)	13%	(17)	11%	(16)	137
#1 Issue: Education	33%	(46)	11%	(15)	9%	(13)	16%	(22)	30%	(42)	139
#1 Issue: Energy	39%	(48)	33%	(40)	8%	(10)	8%	(10)	11%	(14)	123
#1 Issue: Other	39%	(48)	16%	(20)	1%	(1)	15%	(19)	30%	(37)	124
2018 House Vote: Democrat	56%	(443)	23%	(183)	5%	(36)	6%	(50)	9%	(73)	785
2018 House Vote: Republican	21%	(133)	25%	(161)	13%	(84)	27%	(169)	14%	(88)	636
2018 House Vote: Someone else	32%	(37)	22%	(25)	4%	(5)	13%	(14)	29%	(33)	113
2018 House Vote: Didnt Vote	28%	(184)	20%	(136)	7%	(49)	16%	(107)	28%	(188)	664
2016 Vote: Hillary Clinton	59%	(385)	23%	(148)	5%	(31)	5%	(34)	9%	(57)	654
2016 Vote: Donald Trump	20%	(131)	27%	(172)	14%	(91)	25%	(158)	14%	(92)	644
2016 Vote: Someone else	39%	(65)	23%	(38)	8%	(13)	11%	(19)	19%	(33)	168
2016 Vote: Didnt Vote	29%	(214)	20%	(146)	5%	(38)	18%	(128)	28%	(200)	727
Voted in 2014: Yes	39%	(505)	25%	(318)	9%	(113)	15%	(198)	12%	(151)	1286
Voted in 2014: No	32%	(293)	20%	(187)	7%	(61)	16%	(142)	25%	(230)	914

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**Table HR6\_5:** Specifically, how appropriate do you think it is for companies to take a stand on the following issues?

*Racial inequality*

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	36% (799)	23% (505)	8% (174)	15% (340)	17% (381)	2200
2012 Vote: Barack Obama	51% (403)	23% (182)	6% (47)	9% (70)	10% (81)	784
2012 Vote: Mitt Romney	21% (110)	28% (147)	12% (65)	24% (127)	15% (78)	526
2012 Vote: Other	26% (19)	34% (25)	4% (3)	17% (13)	19% (14)	74
2012 Vote: Didn't Vote	33% (265)	19% (151)	7% (58)	16% (129)	26% (209)	811
4-Region: Northeast	37% (147)	26% (103)	8% (30)	12% (45)	18% (69)	394
4-Region: Midwest	33% (154)	23% (107)	8% (37)	16% (75)	19% (89)	462
4-Region: South	37% (306)	22% (180)	7% (58)	17% (137)	17% (143)	824
4-Region: West	37% (192)	22% (116)	9% (49)	16% (83)	15% (80)	520
Watch TV: Every day	38% (432)	24% (276)	8% (86)	14% (156)	16% (184)	1134
Watch TV: Several times per week	39% (189)	24% (118)	9% (43)	17% (80)	11% (51)	481
Watch TV: About once per week	30% (41)	20% (27)	7% (9)	28% (38)	16% (22)	137
Watch TV: Several times per month	29% (29)	23% (23)	7% (7)	15% (15)	26% (26)	101
Watch TV: Less often than once per month	32% (34)	23% (25)	10% (11)	13% (13)	22% (23)	107
Watch TV: Never	28% (56)	16% (32)	5% (10)	15% (31)	35% (71)	201
Watch Movies: Every day	39% (157)	18% (74)	7% (27)	14% (57)	21% (85)	400
Watch Movies: Several times per week	35% (183)	22% (114)	10% (51)	18% (94)	16% (86)	528
Watch Movies: About once per week	40% (147)	26% (94)	7% (25)	15% (54)	13% (46)	366
Watch Movies: Several times per month	34% (89)	25% (65)	9% (24)	17% (44)	15% (39)	260
Watch Movies: About once per month	42% (83)	26% (51)	9% (17)	13% (26)	11% (21)	199
Watch Movies: Less often than once per month	36% (81)	29% (64)	8% (18)	15% (34)	12% (28)	225
Watch Movies: Never	27% (60)	19% (43)	5% (11)	14% (32)	35% (77)	222
Watch Sports: Every day	39% (70)	29% (52)	9% (16)	10% (19)	13% (23)	179
Watch Sports: Several times per week	37% (111)	30% (88)	7% (20)	15% (45)	11% (34)	297
Watch Sports: About once per week	38% (102)	24% (63)	11% (29)	14% (38)	14% (36)	268
Watch Sports: Several times per month	38% (72)	22% (43)	12% (23)	15% (28)	13% (25)	192
Watch Sports: About once per month	35% (58)	25% (42)	8% (14)	17% (28)	15% (24)	165
Watch Sports: Less often than once per month	39% (134)	20% (69)	10% (33)	18% (63)	13% (45)	344
Watch Sports: Never	33% (252)	20% (148)	5% (40)	16% (120)	26% (195)	755

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**Table HR6\_5:** Specifically, how appropriate do you think it is for companies to take a stand on the following issues?*Racial inequality*

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	36% (799)	23% (505)	8% (174)	15% (340)	17% (381)	2200
Cable subscriber: Yes	39% (420)	23% (247)	8% (85)	15% (156)	15% (162)	1070
Cable subscriber: In past, not now	39% (281)	24% (173)	7% (54)	16% (118)	13% (96)	721
Cable subscriber: Never subscribed	24% (98)	21% (85)	9% (35)	16% (66)	30% (124)	408
Satellite TV Subscriber: Yes	33% (169)	25% (128)	8% (40)	18% (89)	16% (80)	505
Satellite TV Subscriber: In past, not now	36% (213)	23% (134)	10% (56)	14% (84)	17% (101)	588
Satellite TV Subscriber: Never subscribed	38% (417)	22% (243)	7% (78)	15% (168)	18% (201)	1107
Streaming subscriber: Yes	40% (498)	23% (284)	8% (93)	15% (181)	15% (179)	1235
Streaming subscriber: In past, not now	35% (81)	19% (43)	13% (29)	20% (46)	13% (31)	230
Streaming subscriber: Never subscribed	30% (220)	24% (178)	7% (52)	16% (114)	23% (172)	735
Film: An avid fan	41% (327)	22% (170)	8% (62)	15% (117)	14% (114)	790
Film: A casual fan	37% (411)	25% (273)	8% (93)	15% (164)	15% (167)	1108
Film: Not a fan	20% (61)	20% (62)	6% (19)	20% (59)	33% (100)	301
TV: An avid fan	38% (414)	24% (262)	7% (75)	15% (163)	16% (174)	1089
TV: A casual fan	36% (340)	23% (223)	9% (88)	16% (150)	16% (154)	954
TV: Not a fan	29% (45)	13% (21)	7% (11)	17% (27)	34% (53)	157
Music: An avid fan	40% (459)	20% (227)	7% (74)	17% (189)	16% (185)	1134
Music: A casual fan	33% (318)	27% (257)	10% (94)	14% (134)	16% (151)	953
Music: Not a fan	20% (23)	19% (22)	5% (6)	16% (18)	40% (46)	114
Fashion: An avid fan	41% (127)	16% (49)	7% (22)	16% (51)	20% (63)	312
Fashion: A casual fan	40% (332)	22% (188)	7% (61)	15% (130)	15% (129)	840
Fashion: Not a fan	32% (340)	26% (268)	9% (91)	15% (159)	18% (190)	1049
Evangelical	35% (211)	21% (123)	10% (58)	17% (104)	17% (100)	596
Non-Evangelical	37% (588)	24% (382)	7% (116)	15% (236)	18% (282)	1604
Frequent TV watchers	38% (621)	24% (394)	8% (129)	15% (236)	15% (235)	1615
Frequent movie watchers	37% (340)	20% (188)	8% (78)	16% (150)	18% (171)	928

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

**Table HR6\_6:** Specifically, how appropriate do you think it is for companies to take a stand on the following issues?  
Police brutality

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	32% (708)	22% (488)	10% (224)	18% (386)	18% (394)	2200
Gender: Male	31% (326)	23% (246)	11% (121)	20% (215)	15% (154)	1062
Gender: Female	34% (382)	21% (241)	9% (103)	15% (172)	21% (240)	1138
Age: 18-29	29% (131)	21% (93)	10% (47)	21% (93)	19% (85)	449
Age: 30-44	38% (213)	17% (97)	10% (54)	13% (75)	22% (125)	564
Age: 45-54	31% (96)	27% (83)	8% (25)	15% (48)	18% (57)	308
Age: 55-64	31% (138)	25% (113)	9% (41)	21% (92)	13% (59)	443
Age: 65+	30% (130)	23% (102)	13% (57)	18% (79)	16% (68)	436
Generation Z: 18-22	26% (63)	19% (45)	13% (30)	20% (49)	22% (54)	241
Millennial: Age 23-38	37% (206)	20% (111)	9% (47)	15% (85)	19% (106)	555
Generation X: Age 39-54	32% (170)	22% (116)	9% (48)	16% (82)	20% (107)	524
Boomers: Age 55-73	31% (244)	24% (188)	10% (80)	20% (154)	14% (111)	778
PID: Dem (no lean)	48% (379)	23% (181)	7% (52)	8% (60)	15% (123)	795
PID: Ind (no lean)	28% (209)	21% (159)	9% (71)	19% (139)	23% (172)	749
PID: Rep (no lean)	18% (120)	23% (148)	16% (102)	29% (187)	15% (99)	656
PID/Gender: Dem Men	48% (171)	24% (84)	6% (21)	8% (27)	14% (50)	352
PID/Gender: Dem Women	47% (208)	22% (96)	7% (31)	8% (33)	16% (73)	443
PID/Gender: Ind Men	27% (97)	23% (83)	10% (37)	23% (81)	17% (59)	356
PID/Gender: Ind Women	29% (112)	19% (76)	9% (34)	15% (58)	29% (114)	393
PID/Gender: Rep Men	17% (58)	22% (78)	18% (64)	30% (107)	13% (45)	353
PID/Gender: Rep Women	20% (62)	23% (70)	13% (38)	27% (81)	18% (53)	303
Ideo: Liberal (1-3)	48% (346)	22% (158)	8% (57)	8% (59)	14% (103)	722
Ideo: Moderate (4)	33% (169)	27% (137)	7% (36)	14% (73)	19% (99)	513
Ideo: Conservative (5-7)	18% (128)	22% (156)	16% (114)	30% (206)	13% (92)	695
Educ: < College	31% (462)	21% (324)	9% (138)	18% (268)	21% (320)	1512
Educ: Bachelors degree	33% (147)	24% (109)	13% (60)	17% (76)	12% (52)	444
Educ: Post-grad	40% (99)	23% (55)	11% (26)	17% (42)	9% (22)	244

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**Table HR6\_6:** Specifically, how appropriate do you think it is for companies to take a stand on the following issues?  
*Police brutality*

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	32% (708)	22% (488)	10% (224)	18% (386)	18% (394)	2200
Income: Under 50k	31% (394)	20% (256)	9% (115)	17% (214)	22% (279)	1258
Income: 50k-100k	33% (215)	26% (173)	10% (68)	18% (116)	13% (87)	659
Income: 100k+	35% (99)	21% (58)	15% (42)	20% (56)	10% (28)	284
Ethnicity: White	30% (517)	24% (409)	12% (200)	18% (308)	17% (289)	1722
Ethnicity: Hispanic	34% (118)	20% (68)	8% (26)	15% (53)	24% (84)	349
Ethnicity: Afr. Am.	45% (122)	13% (35)	6% (16)	13% (35)	24% (66)	274
Ethnicity: Other	34% (69)	22% (44)	5% (9)	21% (43)	19% (39)	204
Relig: Protestant	29% (160)	23% (127)	15% (81)	20% (109)	12% (67)	544
Relig: Roman Catholic	30% (125)	26% (108)	9% (39)	19% (78)	15% (62)	412
Relig: Ath./Agn./None	33% (224)	21% (144)	9% (63)	14% (95)	23% (157)	682
Relig: Something Else	34% (100)	26% (76)	8% (25)	14% (41)	18% (52)	293
Relig: All Christian	31% (383)	22% (268)	11% (137)	20% (250)	15% (186)	1224
Relig: All Non-Christian	33% (324)	22% (219)	9% (88)	14% (136)	21% (208)	976
Community: Urban	38% (197)	22% (114)	7% (38)	14% (71)	19% (100)	520
Community: Suburban	30% (310)	23% (244)	12% (126)	18% (191)	17% (173)	1043
Community: Rural	32% (201)	20% (130)	10% (61)	20% (125)	19% (121)	637
Employ: Private Sector	34% (212)	23% (145)	10% (63)	15% (90)	18% (110)	621
Employ: Government	25% (30)	26% (31)	10% (12)	28% (34)	11% (14)	122
Employ: Self-Employed	31% (62)	16% (33)	14% (28)	26% (53)	12% (24)	201
Employ: Homemaker	30% (42)	26% (36)	8% (11)	17% (24)	19% (26)	140
Employ: Student	38% (43)	14% (16)	7% (8)	19% (21)	22% (25)	113
Employ: Retired	31% (176)	22% (125)	12% (66)	20% (115)	15% (82)	564
Employ: Unemployed	33% (86)	22% (57)	8% (21)	12% (30)	25% (64)	258
Employ: Other	31% (57)	24% (43)	9% (16)	10% (18)	26% (48)	182
Military HH: Yes	28% (107)	23% (86)	13% (48)	26% (98)	10% (39)	379
Military HH: No	33% (601)	22% (401)	10% (176)	16% (288)	19% (355)	1821
RD/WT: Right Direction	21% (165)	21% (164)	13% (105)	27% (211)	18% (140)	785
RD/WT: Wrong Track	38% (542)	23% (323)	8% (120)	12% (175)	18% (254)	1415
Trump Job Approve	21% (172)	21% (179)	13% (109)	28% (237)	17% (140)	837
Trump Job Disapprove	43% (513)	24% (293)	8% (96)	11% (131)	14% (174)	1207

Continued on next page

**Table HR6\_6:** Specifically, how appropriate do you think it is for companies to take a stand on the following issues?  
Police brutality

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	32% (708)	22% (488)	10% (224)	18% (386)	18% (394)	2200
Trump Job Strongly Approve	21% (97)	20% (92)	12% (58)	34% (158)	13% (62)	467
Trump Job Somewhat Approve	20% (75)	23% (87)	14% (51)	21% (80)	21% (78)	370
Trump Job Somewhat Disapprove	30% (77)	29% (74)	9% (24)	15% (39)	16% (42)	256
Trump Job Strongly Disapprove	46% (437)	23% (218)	8% (72)	10% (91)	14% (132)	951
Favorable of Trump	19% (158)	22% (176)	14% (114)	29% (231)	16% (132)	811
Unfavorable of Trump	42% (509)	24% (294)	8% (100)	11% (133)	14% (164)	1201
Very Favorable of Trump	20% (95)	20% (94)	12% (56)	34% (164)	14% (67)	476
Somewhat Favorable of Trump	19% (63)	24% (82)	17% (57)	20% (68)	19% (65)	335
Somewhat Unfavorable of Trump	23% (50)	27% (58)	13% (28)	17% (37)	20% (42)	215
Very Unfavorable of Trump	47% (459)	24% (236)	7% (72)	10% (96)	12% (122)	986
#1 Issue: Economy	32% (163)	23% (114)	9% (48)	15% (78)	20% (103)	506
#1 Issue: Security	18% (81)	25% (116)	13% (60)	29% (132)	15% (69)	458
#1 Issue: Health Care	41% (160)	22% (87)	7% (26)	14% (57)	16% (62)	392
#1 Issue: Medicare / Social Security	36% (116)	20% (64)	12% (40)	18% (58)	13% (42)	320
#1 Issue: Women's Issues	40% (55)	20% (27)	9% (12)	13% (18)	18% (25)	137
#1 Issue: Education	25% (35)	18% (25)	11% (16)	15% (20)	31% (43)	139
#1 Issue: Energy	44% (54)	24% (30)	10% (13)	9% (11)	12% (15)	123
#1 Issue: Other	35% (44)	19% (23)	9% (11)	9% (12)	28% (34)	124
2018 House Vote: Democrat	49% (385)	26% (200)	7% (53)	7% (52)	12% (95)	785
2018 House Vote: Republican	18% (114)	21% (135)	15% (97)	31% (199)	14% (91)	636
2018 House Vote: Someone else	30% (34)	22% (25)	5% (6)	12% (14)	30% (35)	113
2018 House Vote: Didnt Vote	26% (175)	19% (126)	10% (68)	18% (122)	26% (174)	664
2016 Vote: Hillary Clinton	51% (332)	25% (165)	7% (43)	6% (39)	12% (76)	654
2016 Vote: Donald Trump	17% (107)	23% (148)	14% (93)	30% (194)	16% (102)	644
2016 Vote: Someone else	36% (61)	25% (41)	10% (17)	12% (21)	17% (28)	168
2016 Vote: Didnt Vote	28% (204)	18% (133)	10% (71)	18% (131)	26% (188)	727
Voted in 2014: Yes	34% (436)	23% (300)	10% (131)	19% (245)	14% (174)	1286
Voted in 2014: No	30% (272)	21% (188)	10% (94)	15% (141)	24% (220)	914

Continued on next page

**Table HR6\_6:** Specifically, how appropriate do you think it is for companies to take a stand on the following issues?  
*Police brutality*

<b>Demographic</b>	<b>Very appropriate</b>	<b>Somewhat appropriate</b>	<b>Somewhat inappropriate</b>	<b>Very inappropriate</b>	<b>Don't know / No opinion</b>	<b>Total N</b>
Adults	32% (708)	22% (488)	10% (224)	18% (386)	18% (394)	2200
2012 Vote: Barack Obama	45% (353)	24% (188)	8% (64)	10% (77)	13% (102)	784
2012 Vote: Mitt Romney	18% (96)	24% (124)	14% (74)	29% (155)	15% (78)	526
2012 Vote: Other	26% (19)	29% (21)	9% (6)	20% (15)	17% (13)	74
2012 Vote: Didn't Vote	29% (238)	19% (153)	10% (79)	17% (139)	25% (202)	811
4-Region: Northeast	32% (126)	24% (95)	11% (43)	14% (55)	19% (76)	394
4-Region: Midwest	28% (128)	24% (110)	10% (48)	17% (78)	21% (98)	462
4-Region: South	35% (289)	19% (160)	9% (75)	19% (158)	17% (143)	824
4-Region: West	32% (165)	24% (123)	11% (58)	18% (96)	15% (78)	520
Watch TV: Every day	33% (379)	23% (262)	9% (105)	17% (192)	17% (196)	1134
Watch TV: Several times per week	32% (154)	27% (131)	11% (53)	17% (83)	12% (60)	481
Watch TV: About once per week	26% (36)	21% (29)	13% (18)	25% (34)	15% (20)	137
Watch TV: Several times per month	38% (39)	14% (14)	5% (5)	21% (21)	21% (22)	101
Watch TV: Less often than once per month	31% (33)	22% (23)	16% (17)	14% (15)	18% (19)	107
Watch TV: Never	28% (57)	11% (23)	7% (14)	17% (34)	37% (74)	201
Watch Movies: Every day	38% (152)	15% (59)	9% (36)	19% (75)	20% (78)	400
Watch Movies: Several times per week	31% (166)	22% (118)	11% (59)	18% (94)	17% (91)	528
Watch Movies: About once per week	34% (125)	30% (110)	7% (24)	16% (60)	13% (47)	366
Watch Movies: Several times per month	29% (77)	23% (61)	10% (27)	21% (53)	16% (42)	260
Watch Movies: About once per month	28% (55)	29% (58)	16% (32)	15% (30)	12% (24)	199
Watch Movies: Less often than once per month	34% (76)	24% (54)	11% (25)	17% (38)	15% (33)	225
Watch Movies: Never	26% (58)	12% (27)	10% (22)	17% (37)	35% (79)	222
Watch Sports: Every day	40% (71)	23% (42)	14% (26)	14% (26)	8% (15)	179
Watch Sports: Several times per week	32% (94)	26% (78)	13% (39)	16% (47)	13% (38)	297
Watch Sports: About once per week	27% (73)	29% (79)	10% (26)	19% (51)	15% (40)	268
Watch Sports: Several times per month	36% (70)	22% (42)	10% (19)	21% (39)	11% (21)	192
Watch Sports: About once per month	34% (56)	23% (37)	9% (15)	20% (32)	15% (24)	165
Watch Sports: Less often than once per month	33% (113)	20% (67)	13% (43)	19% (64)	16% (56)	344
Watch Sports: Never	31% (230)	19% (142)	7% (56)	17% (127)	26% (200)	755

Continued on next page

**Table HR6\_6:** Specifically, how appropriate do you think it is for companies to take a stand on the following issues?  
Police brutality

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	32% (708)	22% (488)	10% (224)	18% (386)	18% (394)	2200
Cable subscriber: Yes	36% (386)	21% (228)	10% (112)	17% (177)	16% (168)	1070
Cable subscriber: In past, not now	33% (237)	25% (181)	10% (75)	18% (128)	14% (100)	721
Cable subscriber: Never subscribed	21% (85)	19% (78)	9% (37)	20% (81)	31% (126)	408
Satellite TV Subscriber: Yes	33% (164)	21% (105)	12% (58)	17% (88)	18% (89)	505
Satellite TV Subscriber: In past, not now	33% (197)	23% (134)	10% (57)	18% (105)	16% (95)	588
Satellite TV Subscriber: Never subscribed	31% (347)	22% (248)	10% (109)	17% (193)	19% (210)	1107
Streaming subscriber: Yes	35% (432)	24% (292)	10% (123)	16% (196)	16% (191)	1235
Streaming subscriber: In past, not now	34% (78)	19% (44)	11% (26)	24% (55)	12% (28)	230
Streaming subscriber: Never subscribed	27% (198)	21% (151)	10% (76)	18% (135)	24% (174)	735
Film: An avid fan	40% (314)	20% (158)	10% (78)	16% (126)	15% (115)	790
Film: A casual fan	30% (331)	26% (285)	10% (115)	18% (204)	16% (174)	1108
Film: Not a fan	21% (63)	15% (45)	11% (32)	19% (57)	35% (105)	301
TV: An avid fan	36% (389)	21% (232)	9% (100)	17% (188)	17% (180)	1089
TV: A casual fan	29% (274)	25% (239)	11% (109)	17% (166)	17% (166)	954
TV: Not a fan	29% (45)	10% (16)	10% (15)	21% (33)	30% (47)	157
Music: An avid fan	37% (414)	20% (224)	10% (111)	17% (197)	17% (188)	1134
Music: A casual fan	29% (273)	25% (239)	11% (107)	18% (169)	17% (165)	953
Music: Not a fan	19% (21)	22% (25)	5% (6)	19% (21)	36% (41)	114
Fashion: An avid fan	38% (118)	15% (48)	10% (32)	16% (49)	20% (64)	312
Fashion: A casual fan	34% (286)	23% (191)	9% (74)	18% (150)	16% (138)	840
Fashion: Not a fan	29% (303)	24% (248)	11% (118)	18% (187)	18% (192)	1049
Evangelical	34% (200)	18% (106)	10% (59)	21% (126)	18% (105)	596
Non-Evangelical	32% (507)	24% (382)	10% (165)	16% (261)	18% (289)	1604
Frequent TV watchers	33% (533)	24% (393)	10% (158)	17% (274)	16% (256)	1615
Frequent movie watchers	34% (317)	19% (178)	10% (94)	18% (169)	18% (169)	928

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

**Table HR7: And how appropriate do you think it is for entertainment companies to take a stance on political or social issues?**

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	24% (519)	23% (504)	11% (249)	22% (488)	20% (441)	2200
Gender: Male	24% (252)	23% (242)	12% (128)	26% (274)	16% (166)	1062
Gender: Female	23% (267)	23% (263)	11% (121)	19% (214)	24% (275)	1138
Age: 18-29	25% (114)	26% (118)	11% (50)	14% (64)	23% (104)	449
Age: 30-44	28% (160)	23% (127)	11% (61)	14% (80)	24% (136)	564
Age: 45-54	18% (56)	25% (76)	12% (38)	21% (66)	23% (72)	308
Age: 55-64	23% (101)	21% (95)	11% (48)	31% (136)	14% (63)	443
Age: 65+	20% (88)	20% (88)	12% (52)	33% (142)	15% (67)	436
Generation Z: 18-22	26% (63)	24% (58)	12% (28)	13% (31)	25% (61)	241
Millennial: Age 23-38	28% (154)	25% (140)	11% (61)	14% (75)	22% (125)	555
Generation X: Age 39-54	21% (112)	24% (124)	11% (59)	20% (104)	24% (126)	524
Boomers: Age 55-73	22% (169)	21% (166)	12% (91)	31% (240)	14% (111)	778
PID: Dem (no lean)	36% (289)	31% (249)	7% (59)	8% (62)	17% (135)	795
PID: Ind (no lean)	21% (154)	21% (160)	12% (88)	20% (148)	27% (199)	749
PID: Rep (no lean)	12% (76)	15% (95)	15% (101)	42% (278)	16% (106)	656
PID/Gender: Dem Men	35% (122)	36% (126)	7% (23)	6% (21)	17% (60)	352
PID/Gender: Dem Women	38% (167)	28% (123)	8% (36)	9% (41)	17% (75)	443
PID/Gender: Ind Men	24% (86)	22% (77)	11% (40)	25% (89)	18% (64)	356
PID/Gender: Ind Women	17% (68)	21% (82)	12% (48)	15% (59)	35% (136)	393
PID/Gender: Rep Men	12% (44)	11% (39)	18% (64)	46% (164)	12% (43)	353
PID/Gender: Rep Women	11% (32)	19% (57)	12% (37)	38% (114)	21% (64)	303
Ideo: Liberal (1-3)	40% (291)	29% (213)	7% (53)	7% (49)	16% (116)	722
Ideo: Moderate (4)	25% (127)	24% (125)	11% (58)	18% (93)	22% (111)	513
Ideo: Conservative (5-7)	10% (72)	16% (113)	15% (105)	45% (310)	14% (95)	695
Educ: < College	20% (309)	22% (333)	11% (167)	22% (330)	25% (373)	1512
Educ: Bachelors degree	28% (123)	25% (112)	12% (51)	24% (105)	12% (53)	444
Educ: Post-grad	35% (86)	24% (59)	13% (31)	22% (53)	6% (15)	244

Continued on next page

**Table HR7: And how appropriate do you think it is for entertainment companies to take a stance on political or social issues?**

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	24% (519)	23% (504)	11% (249)	22% (488)	20% (441)	2200
Income: Under 50k	21% (269)	22% (271)	11% (142)	20% (252)	26% (324)	1258
Income: 50k-100k	25% (167)	25% (161)	12% (77)	25% (164)	14% (90)	659
Income: 100k+	29% (83)	25% (72)	10% (30)	25% (71)	10% (27)	284
Ethnicity: White	22% (371)	23% (396)	12% (204)	25% (433)	18% (318)	1722
Ethnicity: Hispanic	27% (96)	25% (89)	8% (27)	15% (51)	25% (87)	349
Ethnicity: Afr. Am.	31% (86)	25% (70)	8% (22)	8% (22)	27% (74)	274
Ethnicity: Other	30% (62)	19% (38)	11% (23)	16% (33)	24% (48)	204
Relig: Protestant	19% (102)	21% (115)	14% (77)	33% (181)	13% (69)	544
Relig: Roman Catholic	21% (86)	25% (104)	9% (36)	28% (115)	17% (71)	412
Relig: Ath./Agn./None	27% (183)	23% (157)	11% (76)	13% (90)	26% (177)	682
Relig: Something Else	27% (79)	24% (69)	13% (39)	13% (40)	23% (67)	293
Relig: All Christian	21% (257)	23% (278)	11% (134)	29% (359)	16% (197)	1224
Relig: All Non-Christian	27% (262)	23% (226)	12% (115)	13% (129)	25% (244)	976
Community: Urban	29% (152)	27% (142)	9% (44)	14% (71)	21% (111)	520
Community: Suburban	22% (227)	24% (248)	12% (122)	25% (257)	18% (188)	1043
Community: Rural	22% (139)	18% (114)	13% (82)	25% (160)	22% (142)	637
Employ: Private Sector	26% (162)	28% (171)	11% (70)	19% (121)	16% (98)	621
Employ: Government	30% (36)	23% (28)	11% (14)	23% (27)	14% (17)	122
Employ: Self-Employed	28% (57)	20% (40)	12% (24)	22% (43)	18% (36)	201
Employ: Homemaker	17% (24)	25% (35)	11% (15)	25% (35)	22% (30)	140
Employ: Student	23% (26)	22% (25)	10% (12)	15% (16)	30% (34)	113
Employ: Retired	22% (126)	18% (100)	14% (77)	32% (181)	14% (79)	564
Employ: Unemployed	22% (57)	23% (59)	8% (20)	16% (40)	32% (82)	258
Employ: Other	17% (30)	26% (47)	10% (18)	13% (23)	35% (64)	182
Military HH: Yes	21% (79)	19% (71)	12% (47)	34% (130)	14% (53)	379
Military HH: No	24% (440)	24% (433)	11% (201)	20% (358)	21% (388)	1821
RD/WT: Right Direction	12% (98)	16% (128)	13% (105)	39% (304)	19% (150)	785
RD/WT: Wrong Track	30% (420)	27% (376)	10% (143)	13% (184)	21% (291)	1415
Trump Job Approve	13% (108)	14% (113)	15% (125)	40% (338)	18% (152)	837
Trump Job Disapprove	33% (398)	30% (366)	9% (106)	11% (132)	17% (206)	1207

Continued on next page

**Table HR7:** *And how appropriate do you think it is for entertainment companies to take a stance on political or social issues?*

<b>Demographic</b>	<b>Very appropriate</b>	<b>Somewhat appropriate</b>	<b>Somewhat inappropriate</b>	<b>Very inappropriate</b>	<b>Don't know / No opinion</b>	<b>Total N</b>
Adults	24% (519)	23% (504)	11% (249)	22% (488)	20% (441)	2200
Trump Job Strongly Approve	12% (58)	11% (49)	11% (54)	50% (235)	15% (71)	467
Trump Job Somewhat Approve	14% (50)	17% (64)	19% (72)	28% (102)	22% (82)	370
Trump Job Somewhat Disapprove	17% (44)	31% (80)	15% (38)	17% (43)	20% (52)	256
Trump Job Strongly Disapprove	37% (354)	30% (287)	7% (68)	9% (89)	16% (154)	951
Favorable of Trump	12% (95)	14% (111)	15% (121)	43% (345)	17% (140)	811
Unfavorable of Trump	33% (396)	31% (371)	9% (113)	10% (124)	16% (197)	1201
Very Favorable of Trump	10% (47)	11% (51)	11% (54)	52% (249)	16% (75)	476
Somewhat Favorable of Trump	14% (48)	18% (60)	20% (68)	29% (96)	19% (64)	335
Somewhat Unfavorable of Trump	14% (30)	28% (61)	13% (28)	21% (44)	24% (51)	215
Very Unfavorable of Trump	37% (365)	31% (310)	9% (85)	8% (80)	15% (146)	986
#1 Issue: Economy	24% (119)	23% (117)	12% (60)	20% (103)	21% (107)	506
#1 Issue: Security	10% (45)	18% (84)	11% (51)	42% (191)	19% (87)	458
#1 Issue: Health Care	34% (134)	26% (102)	10% (39)	14% (54)	16% (64)	392
#1 Issue: Medicare / Social Security	20% (65)	25% (80)	16% (50)	23% (75)	16% (51)	320
#1 Issue: Women's Issues	39% (54)	24% (33)	7% (9)	10% (13)	20% (28)	137
#1 Issue: Education	23% (33)	14% (20)	17% (23)	16% (22)	29% (41)	139
#1 Issue: Energy	28% (35)	33% (40)	6% (8)	12% (15)	21% (25)	123
#1 Issue: Other	28% (34)	23% (28)	7% (9)	12% (15)	30% (38)	124
2018 House Vote: Democrat	40% (311)	32% (253)	9% (70)	6% (51)	13% (100)	785
2018 House Vote: Republican	10% (66)	12% (79)	16% (103)	46% (293)	15% (95)	636
2018 House Vote: Someone else	23% (26)	23% (26)	9% (11)	18% (20)	28% (31)	113
2018 House Vote: Didnt Vote	17% (115)	22% (146)	10% (65)	19% (123)	32% (215)	664
2016 Vote: Hillary Clinton	41% (271)	34% (225)	7% (45)	5% (34)	12% (79)	654
2016 Vote: Donald Trump	10% (65)	12% (80)	16% (104)	46% (294)	16% (100)	644
2016 Vote: Someone else	23% (38)	27% (45)	12% (20)	17% (29)	22% (36)	168
2016 Vote: Didnt Vote	20% (142)	21% (153)	11% (79)	17% (127)	31% (226)	727
Voted in 2014: Yes	26% (333)	24% (303)	11% (145)	25% (322)	14% (183)	1286
Voted in 2014: No	20% (186)	22% (201)	11% (103)	18% (166)	28% (258)	914

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**Table HR7: And how appropriate do you think it is for entertainment companies to take a stance on political or social issues?**

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	24% (519)	23% (504)	11% (249)	22% (488)	20% (441)	2200
2012 Vote: Barack Obama	36% (281)	30% (235)	8% (62)	10% (82)	16% (124)	784
2012 Vote: Mitt Romney	11% (57)	13% (70)	17% (88)	44% (234)	15% (78)	526
2012 Vote: Other	18% (13)	23% (17)	14% (10)	30% (22)	16% (12)	74
2012 Vote: Didn't Vote	20% (165)	22% (181)	11% (89)	18% (148)	28% (227)	811
4-Region: Northeast	25% (100)	27% (107)	9% (36)	20% (78)	19% (73)	394
4-Region: Midwest	20% (95)	19% (90)	13% (62)	25% (116)	22% (99)	462
4-Region: South	23% (193)	19% (159)	14% (114)	25% (206)	18% (152)	824
4-Region: West	25% (131)	29% (148)	7% (37)	17% (87)	22% (116)	520
Watch TV: Every day	25% (286)	22% (250)	12% (133)	22% (254)	19% (211)	1134
Watch TV: Several times per week	25% (120)	28% (134)	12% (58)	20% (98)	15% (71)	481
Watch TV: About once per week	21% (29)	25% (34)	12% (16)	28% (38)	14% (20)	137
Watch TV: Several times per month	21% (21)	21% (21)	12% (12)	24% (24)	22% (22)	101
Watch TV: Less often than once per month	22% (24)	20% (21)	8% (9)	20% (21)	30% (32)	107
Watch TV: Never	15% (29)	15% (31)	8% (16)	23% (45)	39% (79)	201
Watch Movies: Every day	28% (110)	21% (86)	11% (45)	19% (75)	21% (84)	400
Watch Movies: Several times per week	23% (124)	23% (124)	12% (66)	23% (122)	17% (92)	528
Watch Movies: About once per week	27% (99)	27% (98)	11% (42)	16% (60)	18% (67)	366
Watch Movies: Several times per month	24% (62)	22% (58)	10% (26)	28% (72)	16% (42)	260
Watch Movies: About once per month	27% (53)	26% (51)	12% (24)	20% (39)	16% (33)	199
Watch Movies: Less often than once per month	19% (43)	24% (54)	12% (27)	28% (64)	16% (37)	225
Watch Movies: Never	13% (28)	15% (34)	8% (19)	25% (55)	39% (86)	222
Watch Sports: Every day	28% (50)	25% (45)	12% (22)	19% (34)	16% (29)	179
Watch Sports: Several times per week	22% (65)	30% (89)	13% (38)	24% (70)	12% (35)	297
Watch Sports: About once per week	24% (65)	24% (64)	10% (27)	29% (79)	13% (34)	268
Watch Sports: Several times per month	29% (55)	27% (52)	13% (25)	20% (39)	11% (21)	192
Watch Sports: About once per month	23% (38)	23% (38)	14% (23)	19% (31)	22% (36)	165
Watch Sports: Less often than once per month	25% (85)	24% (84)	13% (46)	21% (72)	17% (59)	344
Watch Sports: Never	21% (161)	18% (133)	9% (69)	22% (165)	30% (228)	755
Cable subscriber: Yes	26% (276)	24% (261)	10% (110)	21% (229)	18% (195)	1070
Cable subscriber: In past, not now	24% (173)	23% (168)	12% (88)	23% (163)	18% (130)	721
Cable subscriber: Never subscribed	17% (69)	18% (75)	12% (51)	24% (97)	28% (116)	408

Continued on next page



**Table HR7:** *And how appropriate do you think it is for entertainment companies to take a stance on political or social issues?*

<b>Demographic</b>	<b>Very appropriate</b>	<b>Somewhat appropriate</b>	<b>Somewhat inappropriate</b>	<b>Very inappropriate</b>	<b>Don't know / No opinion</b>	<b>Total N</b>
Adults	24% (519)	23% (504)	11% (249)	22% (488)	20% (441)	2200
Satellite TV Subscriber: Yes	21% (105)	23% (119)	11% (56)	24% (122)	21% (104)	505
Satellite TV Subscriber: In past, not now	23% (136)	21% (126)	12% (73)	24% (143)	19% (111)	588
Satellite TV Subscriber: Never subscribed	25% (278)	23% (260)	11% (120)	20% (223)	20% (227)	1107
Streaming subscriber: Yes	27% (337)	24% (302)	11% (136)	21% (258)	16% (202)	1235
Streaming subscriber: In past, not now	24% (56)	19% (44)	14% (33)	22% (51)	20% (45)	230
Streaming subscriber: Never subscribed	17% (126)	21% (157)	11% (80)	24% (178)	26% (194)	735
Film: An avid fan	32% (251)	23% (179)	10% (81)	19% (149)	17% (131)	790
Film: A casual fan	22% (241)	26% (285)	12% (135)	22% (244)	18% (204)	1108
Film: Not a fan	9% (26)	13% (40)	11% (33)	32% (96)	35% (106)	301
TV: An avid fan	26% (285)	23% (247)	12% (132)	20% (221)	19% (205)	1089
TV: A casual fan	20% (191)	25% (242)	11% (102)	24% (231)	20% (187)	954
TV: Not a fan	27% (43)	10% (15)	9% (15)	23% (36)	31% (49)	157
Music: An avid fan	27% (308)	25% (281)	11% (121)	18% (209)	19% (214)	1134
Music: A casual fan	21% (196)	22% (211)	13% (121)	26% (245)	19% (180)	953
Music: Not a fan	13% (15)	10% (11)	5% (6)	30% (35)	41% (47)	114
Fashion: An avid fan	34% (107)	22% (69)	7% (22)	17% (54)	19% (60)	312
Fashion: A casual fan	23% (192)	25% (214)	13% (110)	19% (160)	20% (164)	840
Fashion: Not a fan	21% (220)	21% (221)	11% (116)	26% (274)	21% (217)	1049
Evangelical	21% (126)	20% (122)	12% (70)	29% (170)	18% (108)	596
Non-Evangelical	24% (393)	24% (382)	11% (178)	20% (318)	21% (333)	1604
Frequent TV watchers	25% (406)	24% (385)	12% (191)	22% (352)	17% (282)	1615
Frequent movie watchers	25% (234)	23% (209)	12% (111)	21% (197)	19% (176)	928

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

**Table HR8:** Which of the following best describes how you feel about a woman's right to have an abortion?

Demographic	It should be legal in all circumstances		It should be legal only in some circumstances		It should be illegal		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	34%	(752)	37%	(824)	16%	(358)	12%	(265)	2200
Gender: Male	33%	(348)	38%	(407)	17%	(179)	12%	(128)	1062
Gender: Female	36%	(404)	37%	(417)	16%	(179)	12%	(137)	1138
Age: 18-29	34%	(152)	32%	(145)	19%	(86)	15%	(66)	449
Age: 30-44	33%	(185)	35%	(199)	16%	(91)	16%	(88)	564
Age: 45-54	34%	(105)	38%	(118)	17%	(53)	10%	(32)	308
Age: 55-64	36%	(159)	40%	(177)	14%	(63)	10%	(44)	443
Age: 65+	35%	(151)	43%	(186)	15%	(66)	8%	(34)	436
Generation Z: 18-22	37%	(89)	29%	(71)	18%	(43)	16%	(38)	241
Millennial: Age 23-38	32%	(179)	34%	(188)	18%	(100)	16%	(88)	555
Generation X: Age 39-54	33%	(174)	39%	(203)	17%	(87)	11%	(60)	524
Boomers: Age 55-73	36%	(279)	40%	(313)	15%	(114)	9%	(72)	778
PID: Dem (no lean)	52%	(411)	30%	(239)	7%	(59)	11%	(86)	795
PID: Ind (no lean)	32%	(239)	37%	(276)	14%	(108)	17%	(127)	749
PID: Rep (no lean)	16%	(103)	47%	(310)	29%	(192)	8%	(52)	656
PID/Gender: Dem Men	49%	(171)	30%	(106)	9%	(31)	12%	(44)	352
PID/Gender: Dem Women	54%	(240)	30%	(133)	6%	(28)	10%	(42)	443
PID/Gender: Ind Men	33%	(119)	35%	(123)	16%	(57)	16%	(58)	356
PID/Gender: Ind Women	31%	(120)	39%	(152)	13%	(51)	18%	(69)	393
PID/Gender: Rep Men	17%	(58)	50%	(177)	26%	(91)	7%	(26)	353
PID/Gender: Rep Women	15%	(45)	44%	(132)	33%	(100)	9%	(26)	303
Ideo: Liberal (1-3)	56%	(403)	27%	(193)	7%	(49)	11%	(76)	722
Ideo: Moderate (4)	37%	(191)	38%	(195)	11%	(57)	14%	(71)	513
Ideo: Conservative (5-7)	14%	(97)	50%	(351)	29%	(200)	7%	(47)	695
Educ: < College	32%	(484)	36%	(548)	18%	(266)	14%	(214)	1512
Educ: Bachelors degree	38%	(167)	41%	(180)	14%	(62)	8%	(35)	444
Educ: Post-grad	41%	(101)	40%	(97)	13%	(31)	6%	(15)	244

Continued on next page

**Table HR8:** Which of the following best describes how you feel about a woman's right to have an abortion?

Demographic	It should be legal in all circumstances		It should be legal only in some circumstances		It should be illegal		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	34%	(752)	37%	(824)	16%	(358)	12%	(265)	2200
Income: Under 50k	31%	(394)	35%	(444)	19%	(239)	14%	(181)	1258
Income: 50k-100k	37%	(244)	41%	(267)	13%	(85)	9%	(62)	659
Income: 100k+	41%	(115)	40%	(113)	12%	(34)	8%	(21)	284
Ethnicity: White	34%	(593)	39%	(664)	17%	(290)	10%	(175)	1722
Ethnicity: Hispanic	36%	(126)	32%	(113)	13%	(46)	18%	(64)	349
Ethnicity: Afr. Am.	33%	(91)	30%	(81)	14%	(40)	23%	(62)	274
Ethnicity: Other	33%	(68)	39%	(79)	14%	(29)	14%	(28)	204
Relig: Protestant	24%	(130)	46%	(252)	23%	(124)	7%	(38)	544
Relig: Roman Catholic	30%	(125)	44%	(179)	14%	(57)	12%	(50)	412
Relig: Ath./Agn./None	48%	(327)	30%	(202)	7%	(45)	16%	(108)	682
Relig: Something Else	40%	(118)	30%	(89)	16%	(48)	13%	(39)	293
Relig: All Christian	25%	(308)	44%	(533)	22%	(266)	10%	(118)	1224
Relig: All Non-Christian	46%	(445)	30%	(291)	10%	(93)	15%	(147)	976
Community: Urban	42%	(217)	33%	(173)	12%	(60)	13%	(70)	520
Community: Suburban	33%	(347)	40%	(418)	16%	(169)	10%	(109)	1043
Community: Rural	30%	(189)	37%	(233)	20%	(129)	13%	(86)	637
Employ: Private Sector	35%	(217)	38%	(236)	15%	(95)	12%	(73)	621
Employ: Government	38%	(47)	34%	(41)	19%	(23)	8%	(10)	122
Employ: Self-Employed	34%	(68)	39%	(77)	19%	(38)	8%	(17)	201
Employ: Homemaker	34%	(47)	41%	(57)	15%	(21)	10%	(15)	140
Employ: Student	36%	(40)	33%	(37)	16%	(18)	15%	(17)	113
Employ: Retired	35%	(198)	42%	(239)	15%	(85)	7%	(41)	564
Employ: Unemployed	31%	(81)	33%	(86)	17%	(44)	18%	(47)	258
Employ: Other	29%	(54)	27%	(49)	19%	(35)	24%	(44)	182
Military HH: Yes	32%	(122)	46%	(173)	17%	(63)	6%	(22)	379
Military HH: No	35%	(630)	36%	(651)	16%	(296)	13%	(243)	1821
RD/WT: Right Direction	16%	(129)	47%	(368)	24%	(192)	12%	(96)	785
RD/WT: Wrong Track	44%	(623)	32%	(456)	12%	(167)	12%	(169)	1415
Trump Job Approve	16%	(132)	48%	(400)	26%	(222)	10%	(84)	837
Trump Job Disapprove	49%	(589)	32%	(391)	10%	(118)	9%	(108)	1207

Continued on next page

**Table HR8:** Which of the following best describes how you feel about a woman's right to have an abortion?

Demographic	It should be legal in all circumstances		It should be legal only in some circumstances		It should be illegal		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	34%	(752)	37%	(824)	16%	(358)	12%	(265)	2200
Trump Job Strongly Approve	15%	(69)	44%	(208)	32%	(151)	8%	(39)	467
Trump Job Somewhat Approve	17%	(63)	52%	(192)	19%	(70)	12%	(44)	370
Trump Job Somewhat Disapprove	30%	(78)	45%	(116)	12%	(31)	12%	(32)	256
Trump Job Strongly Disapprove	54%	(511)	29%	(275)	9%	(88)	8%	(77)	951
Favorable of Trump	15%	(119)	49%	(397)	28%	(224)	9%	(71)	811
Unfavorable of Trump	50%	(596)	32%	(386)	9%	(114)	9%	(105)	1201
Very Favorable of Trump	13%	(61)	47%	(223)	33%	(156)	8%	(37)	476
Somewhat Favorable of Trump	17%	(58)	52%	(174)	20%	(68)	10%	(34)	335
Somewhat Unfavorable of Trump	31%	(66)	45%	(97)	12%	(26)	12%	(26)	215
Very Unfavorable of Trump	54%	(530)	29%	(289)	9%	(88)	8%	(79)	986
#1 Issue: Economy	31%	(159)	40%	(202)	16%	(82)	13%	(63)	506
#1 Issue: Security	18%	(84)	47%	(215)	26%	(117)	9%	(42)	458
#1 Issue: Health Care	45%	(177)	32%	(127)	12%	(48)	10%	(40)	392
#1 Issue: Medicare / Social Security	37%	(119)	43%	(138)	11%	(37)	8%	(26)	320
#1 Issue: Women's Issues	60%	(83)	17%	(24)	10%	(13)	12%	(17)	137
#1 Issue: Education	30%	(41)	35%	(49)	17%	(23)	19%	(26)	139
#1 Issue: Energy	32%	(40)	32%	(39)	14%	(18)	21%	(26)	123
#1 Issue: Other	40%	(49)	24%	(30)	17%	(21)	20%	(24)	124
2018 House Vote: Democrat	57%	(444)	31%	(241)	5%	(42)	7%	(58)	785
2018 House Vote: Republican	13%	(85)	50%	(315)	30%	(190)	7%	(46)	636
2018 House Vote: Someone else	28%	(32)	41%	(47)	17%	(19)	14%	(16)	113
2018 House Vote: Didnt Vote	29%	(191)	33%	(221)	16%	(107)	22%	(145)	664
2016 Vote: Hillary Clinton	59%	(383)	29%	(193)	6%	(37)	6%	(42)	654
2016 Vote: Donald Trump	15%	(95)	50%	(324)	26%	(167)	9%	(58)	644
2016 Vote: Someone else	37%	(62)	36%	(61)	14%	(24)	13%	(21)	168
2016 Vote: Didnt Vote	28%	(207)	34%	(246)	18%	(131)	20%	(144)	727
Voted in 2014: Yes	38%	(489)	39%	(498)	15%	(197)	8%	(102)	1286
Voted in 2014: No	29%	(263)	36%	(326)	18%	(161)	18%	(163)	914

Continued on next page

**Table HR8:** Which of the following best describes how you feel about a woman's right to have an abortion?

Demographic	It should be legal in all circumstances		It should be legal only in some circumstances		It should be illegal		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	34%	(752)	37%	(824)	16%	(358)	12%	(265)	2200
2012 Vote: Barack Obama	52%	(409)	31%	(239)	8%	(63)	9%	(73)	784
2012 Vote: Mitt Romney	18%	(95)	50%	(262)	24%	(128)	8%	(42)	526
2012 Vote: Other	22%	(16)	47%	(35)	22%	(16)	9%	(7)	74
2012 Vote: Didn't Vote	28%	(230)	35%	(286)	19%	(152)	18%	(144)	811
4-Region: Northeast	37%	(146)	38%	(150)	11%	(44)	14%	(53)	394
4-Region: Midwest	32%	(150)	35%	(163)	19%	(90)	13%	(60)	462
4-Region: South	31%	(254)	38%	(309)	19%	(159)	12%	(102)	824
4-Region: West	39%	(203)	39%	(202)	13%	(66)	9%	(49)	520
Watch TV: Every day	37%	(422)	38%	(429)	15%	(173)	10%	(111)	1134
Watch TV: Several times per week	35%	(167)	41%	(198)	14%	(69)	10%	(47)	481
Watch TV: About once per week	28%	(38)	38%	(52)	23%	(31)	12%	(16)	137
Watch TV: Several times per month	28%	(28)	37%	(37)	18%	(18)	17%	(17)	101
Watch TV: Less often than once per month	35%	(38)	31%	(33)	16%	(17)	18%	(19)	107
Watch TV: Never	21%	(42)	31%	(63)	21%	(43)	26%	(52)	201
Watch Movies: Every day	36%	(145)	32%	(128)	19%	(76)	13%	(51)	400
Watch Movies: Several times per week	31%	(165)	43%	(226)	15%	(77)	12%	(61)	528
Watch Movies: About once per week	40%	(145)	39%	(144)	14%	(52)	7%	(25)	366
Watch Movies: Several times per month	33%	(85)	42%	(109)	16%	(42)	9%	(24)	260
Watch Movies: About once per month	36%	(71)	36%	(72)	20%	(39)	9%	(17)	199
Watch Movies: Less often than once per month	35%	(78)	38%	(86)	16%	(36)	11%	(25)	225
Watch Movies: Never	28%	(63)	27%	(60)	17%	(37)	28%	(62)	222
Watch Sports: Every day	38%	(68)	30%	(55)	19%	(34)	12%	(22)	179
Watch Sports: Several times per week	36%	(106)	42%	(124)	13%	(38)	10%	(29)	297
Watch Sports: About once per week	31%	(83)	44%	(119)	16%	(42)	9%	(25)	268
Watch Sports: Several times per month	34%	(65)	43%	(82)	14%	(28)	9%	(17)	192
Watch Sports: About once per month	39%	(64)	33%	(55)	20%	(33)	7%	(12)	165
Watch Sports: Less often than once per month	35%	(122)	40%	(138)	15%	(51)	10%	(33)	344
Watch Sports: Never	32%	(244)	33%	(252)	17%	(131)	17%	(127)	755

Continued on next page

**Table HR8:** Which of the following best describes how you feel about a woman's right to have an abortion?

Demographic	It should be legal in all circumstances		It should be legal only in some circumstances		It should be illegal		Don't know / No opinion		Total N
Adults	34%	(752)	37%	(824)	16%	(358)	12%	(265)	2200
Cable subscriber: Yes	35%	(377)	38%	(406)	15%	(164)	11%	(123)	1070
Cable subscriber: In past, not now	35%	(253)	40%	(287)	18%	(126)	8%	(55)	721
Cable subscriber: Never subscribed	30%	(122)	32%	(132)	17%	(68)	21%	(87)	408
Satellite TV Subscriber: Yes	32%	(162)	40%	(204)	19%	(94)	9%	(45)	505
Satellite TV Subscriber: In past, not now	30%	(178)	42%	(250)	18%	(103)	10%	(57)	588
Satellite TV Subscriber: Never subscribed	37%	(412)	33%	(370)	15%	(161)	15%	(163)	1107
Streaming subscriber: Yes	38%	(464)	38%	(470)	15%	(190)	9%	(110)	1235
Streaming subscriber: In past, not now	31%	(71)	34%	(77)	24%	(56)	11%	(25)	230
Streaming subscriber: Never subscribed	29%	(217)	38%	(277)	15%	(112)	18%	(129)	735
Film: An avid fan	39%	(308)	35%	(280)	15%	(119)	11%	(84)	790
Film: A casual fan	34%	(375)	40%	(438)	16%	(179)	10%	(116)	1108
Film: Not a fan	23%	(69)	35%	(106)	20%	(60)	22%	(65)	301
TV: An avid fan	38%	(410)	38%	(409)	15%	(158)	10%	(112)	1089
TV: A casual fan	32%	(306)	39%	(370)	18%	(168)	12%	(110)	954
TV: Not a fan	23%	(37)	29%	(45)	20%	(32)	27%	(43)	157
Music: An avid fan	37%	(421)	35%	(395)	16%	(181)	12%	(136)	1134
Music: A casual fan	32%	(305)	41%	(394)	16%	(152)	11%	(102)	953
Music: Not a fan	23%	(26)	32%	(36)	22%	(25)	24%	(27)	114
Fashion: An avid fan	44%	(136)	30%	(92)	16%	(50)	11%	(34)	312
Fashion: A casual fan	33%	(280)	39%	(327)	16%	(132)	12%	(101)	840
Fashion: Not a fan	32%	(336)	39%	(406)	17%	(176)	12%	(130)	1049
Evangelical	17%	(100)	41%	(242)	33%	(199)	9%	(55)	596
Non-Evangelical	41%	(653)	36%	(582)	10%	(159)	13%	(209)	1604
Frequent TV watchers	36%	(589)	39%	(627)	15%	(241)	10%	(158)	1615
Frequent movie watchers	33%	(309)	38%	(354)	16%	(153)	12%	(112)	928

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

**Table HRdem1\_1: How often do you watch or stream the following?**  
 TV shows

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total N
Adults	52% (1134)	22% (481)	6% (137)	5% (101)	2% (40)	5% (107)	9% (201)	2200
Gender: Male	50% (533)	24% (251)	7% (70)	4% (42)	2% (21)	5% (51)	9% (94)	1062
Gender: Female	53% (601)	20% (230)	6% (66)	5% (58)	2% (19)	5% (56)	9% (107)	1138
Age: 18-29	42% (188)	24% (110)	10% (44)	5% (24)	5% (21)	3% (15)	11% (48)	449
Age: 30-44	52% (292)	24% (134)	6% (36)	5% (29)	1% (4)	4% (21)	8% (46)	564
Age: 45-54	54% (166)	22% (68)	5% (15)	4% (14)	2% (5)	6% (17)	8% (24)	308
Age: 55-64	53% (233)	21% (93)	6% (27)	5% (24)	1% (5)	7% (31)	7% (30)	443
Age: 65+	59% (256)	18% (77)	3% (14)	2% (10)	1% (6)	5% (22)	12% (52)	436
Generation Z: 18-22	37% (89)	29% (69)	8% (20)	3% (7)	7% (16)	4% (9)	13% (30)	241
Millennial: Age 23-38	50% (277)	22% (121)	9% (50)	7% (38)	1% (6)	4% (20)	8% (43)	555
Generation X: Age 39-54	53% (280)	23% (122)	5% (26)	4% (21)	1% (7)	5% (24)	9% (45)	524
Boomers: Age 55-73	57% (442)	19% (145)	5% (39)	4% (31)	1% (8)	6% (46)	9% (67)	778
PID: Dem (no lean)	53% (422)	21% (168)	6% (45)	6% (44)	2% (18)	5% (38)	8% (61)	795
PID: Ind (no lean)	48% (356)	21% (157)	8% (57)	6% (42)	1% (9)	6% (42)	12% (87)	749
PID: Rep (no lean)	54% (356)	24% (156)	5% (35)	2% (15)	2% (13)	4% (27)	8% (53)	656
PID/Gender: Dem Men	50% (175)	24% (84)	6% (22)	5% (17)	3% (9)	5% (18)	8% (27)	352
PID/Gender: Dem Women	56% (247)	19% (85)	5% (23)	6% (27)	2% (9)	4% (19)	8% (33)	443
PID/Gender: Ind Men	48% (173)	22% (77)	9% (31)	5% (17)	1% (3)	5% (17)	11% (40)	356
PID/Gender: Ind Women	47% (184)	20% (80)	7% (26)	6% (25)	2% (7)	6% (25)	12% (47)	393
PID/Gender: Rep Men	53% (186)	26% (91)	5% (17)	2% (8)	3% (9)	4% (15)	7% (26)	353
PID/Gender: Rep Women	56% (170)	21% (65)	6% (18)	2% (7)	1% (4)	4% (12)	9% (27)	303
Ideo: Liberal (1-3)	52% (377)	22% (159)	6% (46)	4% (32)	2% (16)	4% (32)	9% (61)	722
Ideo: Moderate (4)	53% (271)	23% (119)	5% (24)	6% (30)	1% (6)	5% (26)	7% (38)	513
Ideo: Conservative (5-7)	53% (367)	23% (157)	6% (44)	4% (25)	2% (13)	5% (34)	8% (56)	695

Continued on next page

**Table HRdem1\_1: How often do you watch or stream the following?**

TV shows

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total N
Adults	52% (1134)	22% (481)	6% (137)	5% (101)	2% (40)	5% (107)	9% (201)	2200
Educ: < College	52% (785)	20% (305)	6% (94)	5% (71)	2% (27)	5% (74)	10% (156)	1512
Educ: Bachelors degree	52% (230)	25% (110)	6% (27)	4% (18)	2% (7)	5% (23)	7% (29)	444
Educ: Post-grad	49% (120)	27% (66)	7% (16)	5% (11)	2% (5)	4% (10)	6% (15)	244
Income: Under 50k	50% (633)	19% (237)	7% (85)	5% (60)	2% (20)	6% (71)	12% (153)	1258
Income: 50k-100k	54% (354)	26% (171)	5% (34)	5% (30)	1% (8)	3% (23)	6% (38)	659
Income: 100k+	52% (147)	26% (73)	6% (18)	4% (10)	4% (12)	4% (13)	4% (10)	284
Ethnicity: White	54% (925)	22% (371)	6% (104)	4% (67)	2% (33)	5% (79)	8% (143)	1722
Ethnicity: Hispanic	45% (157)	23% (79)	6% (21)	7% (26)	4% (15)	5% (19)	9% (32)	349
Ethnicity: Afr. Am.	43% (118)	23% (64)	6% (17)	9% (25)	— (1)	5% (14)	13% (35)	274
Ethnicity: Other	45% (91)	22% (46)	8% (16)	4% (8)	3% (6)	7% (14)	11% (22)	204
Relig: Protestant	58% (316)	21% (113)	4% (22)	4% (20)	2% (9)	5% (25)	7% (40)	544
Relig: Roman Catholic	49% (202)	27% (110)	7% (29)	4% (17)	1% (4)	5% (21)	7% (30)	412
Relig: Ath./Agn./None	49% (335)	21% (145)	7% (47)	5% (33)	3% (18)	5% (37)	10% (67)	682
Relig: Something Else	49% (144)	23% (69)	7% (21)	4% (13)	2% (7)	5% (16)	8% (24)	293
Relig: All Christian	54% (656)	22% (267)	6% (69)	4% (54)	1% (15)	4% (54)	9% (109)	1224
Relig: All Non-Christian	49% (479)	22% (214)	7% (68)	5% (46)	3% (24)	5% (53)	9% (91)	976
Community: Urban	54% (278)	20% (102)	7% (35)	5% (26)	2% (10)	5% (26)	8% (43)	520
Community: Suburban	50% (526)	24% (247)	6% (64)	4% (40)	2% (18)	5% (51)	9% (97)	1043
Community: Rural	52% (330)	21% (132)	6% (39)	5% (34)	2% (12)	5% (30)	10% (61)	637
Employ: Private Sector	53% (331)	26% (159)	7% (42)	5% (29)	1% (5)	5% (33)	4% (23)	621
Employ: Government	43% (52)	30% (36)	6% (8)	6% (8)	2% (2)	8% (9)	5% (6)	122
Employ: Self-Employed	45% (90)	20% (41)	11% (21)	6% (11)	1% (3)	3% (6)	14% (29)	201
Employ: Homemaker	61% (85)	17% (24)	9% (12)	3% (5)	1% (1)	— (1)	9% (13)	140
Employ: Student	45% (51)	28% (32)	5% (5)	8% (9)	6% (7)	4% (5)	4% (4)	113
Employ: Retired	58% (326)	18% (99)	4% (23)	3% (20)	1% (8)	5% (26)	11% (63)	564
Employ: Unemployed	46% (119)	18% (45)	6% (15)	6% (16)	2% (6)	7% (17)	15% (38)	258
Employ: Other	44% (81)	25% (45)	6% (11)	2% (4)	4% (7)	6% (10)	13% (24)	182

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**Table HRdem1\_1: How often do you watch or stream the following?**

## TV shows

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total N
Adults	52% (1134)	22% (481)	6% (137)	5% (101)	2% (40)	5% (107)	9% (201)	2200
Military HH: Yes	56% (211)	20% (76)	5% (18)	4% (15)	3% (13)	4% (16)	8% (30)	379
Military HH: No	51% (923)	22% (405)	7% (119)	5% (85)	1% (27)	5% (91)	9% (171)	1821
RD/WT: Right Direction	53% (415)	21% (162)	6% (46)	4% (31)	2% (14)	5% (43)	9% (74)	785
RD/WT: Wrong Track	51% (719)	23% (319)	6% (91)	5% (69)	2% (26)	4% (64)	9% (127)	1415
Trump Job Approve	54% (448)	22% (184)	5% (45)	4% (37)	2% (15)	4% (37)	9% (72)	837
Trump Job Disapprove	51% (619)	23% (283)	6% (76)	4% (52)	2% (22)	4% (51)	9% (104)	1207
Trump Job Strongly Approve	50% (235)	23% (107)	5% (24)	4% (19)	2% (10)	4% (21)	11% (50)	467
Trump Job Somewhat Approve	58% (213)	21% (76)	6% (20)	5% (18)	1% (5)	4% (16)	6% (22)	370
Trump Job Somewhat Disapprove	54% (137)	29% (73)	5% (12)	4% (11)	1% (3)	3% (6)	5% (13)	256
Trump Job Strongly Disapprove	51% (481)	22% (210)	7% (63)	4% (41)	2% (19)	5% (45)	10% (91)	951
Favorable of Trump	54% (439)	21% (172)	6% (49)	4% (31)	2% (15)	5% (37)	8% (68)	811
Unfavorable of Trump	52% (628)	24% (287)	6% (68)	4% (50)	2% (22)	4% (50)	8% (96)	1201
Very Favorable of Trump	52% (249)	23% (107)	6% (28)	4% (17)	1% (4)	4% (20)	11% (51)	476
Somewhat Favorable of Trump	57% (191)	19% (65)	6% (21)	4% (14)	3% (12)	5% (17)	5% (17)	335
Somewhat Unfavorable of Trump	54% (115)	29% (63)	6% (13)	4% (9)	1% (3)	1% (3)	4% (8)	215
Very Unfavorable of Trump	52% (513)	23% (223)	6% (55)	4% (40)	2% (19)	5% (47)	9% (87)	986
#1 Issue: Economy	51% (259)	21% (104)	8% (40)	5% (25)	1% (7)	5% (23)	9% (48)	506
#1 Issue: Security	53% (244)	20% (92)	6% (29)	4% (19)	3% (15)	5% (24)	8% (35)	458
#1 Issue: Health Care	54% (210)	27% (106)	5% (21)	4% (16)	1% (4)	5% (20)	4% (16)	392
#1 Issue: Medicare / Social Security	57% (183)	17% (55)	3% (8)	4% (13)	2% (5)	5% (17)	12% (38)	320
#1 Issue: Women's Issues	47% (64)	29% (40)	9% (12)	1% (1)	1% (1)	4% (6)	9% (12)	137
#1 Issue: Education	48% (66)	16% (22)	6% (8)	4% (6)	2% (2)	2% (3)	22% (30)	139
#1 Issue: Energy	38% (46)	30% (37)	7% (8)	10% (12)	3% (4)	6% (8)	6% (8)	123
#1 Issue: Other	49% (61)	20% (24)	8% (10)	7% (9)	1% (2)	5% (6)	10% (13)	124
2018 House Vote: Democrat	54% (425)	23% (180)	5% (40)	5% (35)	1% (9)	5% (36)	8% (60)	785
2018 House Vote: Republican	55% (351)	22% (142)	6% (39)	3% (21)	1% (7)	3% (22)	8% (53)	636
2018 House Vote: Someone else	51% (57)	22% (24)	6% (7)	7% (8)	— (0)	5% (6)	9% (11)	113
2018 House Vote: Didnt Vote	45% (300)	20% (134)	8% (51)	6% (37)	3% (23)	6% (42)	12% (77)	664

Continued on next page

**Table HRdem1\_1: How often do you watch or stream the following?**

TV shows

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total N
Adults	52% (1134)	22% (481)	6% (137)	5% (101)	2% (40)	5% (107)	9% (201)	2200
2016 Vote: Hillary Clinton	56% (365)	21% (136)	5% (36)	4% (28)	1% (5)	5% (34)	8% (49)	654
2016 Vote: Donald Trump	55% (356)	23% (148)	6% (38)	4% (25)	1% (8)	3% (22)	7% (47)	644
2016 Vote: Someone else	46% (77)	25% (42)	8% (13)	4% (7)	3% (5)	5% (9)	9% (15)	168
2016 Vote: Didnt Vote	45% (331)	21% (154)	7% (50)	5% (40)	3% (22)	6% (41)	12% (90)	727
Voted in 2014: Yes	54% (698)	23% (295)	5% (70)	4% (48)	1% (17)	5% (58)	8% (99)	1286
Voted in 2014: No	48% (436)	20% (186)	7% (67)	6% (52)	3% (23)	5% (49)	11% (101)	914
2012 Vote: Barack Obama	55% (435)	22% (169)	5% (37)	4% (31)	1% (9)	6% (44)	8% (59)	784
2012 Vote: Mitt Romney	55% (288)	25% (130)	7% (35)	3% (14)	2% (8)	3% (17)	7% (34)	526
2012 Vote: Other	36% (27)	20% (14)	9% (7)	14% (10)	1% (1)	3% (2)	17% (12)	74
2012 Vote: Didn't Vote	47% (381)	21% (167)	7% (58)	6% (46)	3% (21)	5% (43)	12% (95)	811
4-Region: Northeast	51% (201)	24% (93)	8% (30)	5% (19)	1% (5)	4% (17)	7% (28)	394
4-Region: Midwest	53% (246)	23% (105)	4% (17)	3% (13)	1% (7)	5% (21)	12% (54)	462
4-Region: South	51% (417)	20% (162)	7% (61)	6% (48)	1% (8)	5% (45)	10% (83)	824
4-Region: West	52% (271)	23% (120)	6% (29)	4% (20)	4% (20)	5% (24)	7% (35)	520
Watch TV: Every day	100% (1134)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	1134
Watch TV: Several times per week	— (0)	100% (481)	— (0)	— (0)	— (0)	— (0)	— (0)	481
Watch TV: About once per week	— (0)	— (0)	100% (137)	— (0)	— (0)	— (0)	— (0)	137
Watch TV: Several times per month	— (0)	— (0)	— (0)	100% (101)	— (0)	— (0)	— (0)	101
Watch TV: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (107)	— (0)	107
Watch TV: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (201)	201
Watch Movies: Every day	79% (315)	13% (50)	3% (12)	— (2)	— (2)	2% (7)	3% (12)	400
Watch Movies: Several times per week	53% (280)	35% (186)	4% (23)	3% (18)	— (0)	2% (13)	1% (7)	528
Watch Movies: About once per week	52% (191)	32% (119)	9% (34)	2% (8)	1% (3)	1% (4)	2% (8)	366
Watch Movies: Several times per month	46% (120)	18% (47)	10% (26)	16% (41)	2% (5)	3% (7)	5% (14)	260
Watch Movies: About once per month	43% (86)	19% (38)	6% (13)	9% (18)	11% (21)	7% (14)	4% (9)	199
Watch Movies: Less often than once per month	44% (99)	13% (30)	7% (15)	5% (12)	3% (7)	22% (49)	6% (14)	225
Watch Movies: Never	20% (44)	5% (11)	6% (13)	1% (2)	1% (2)	6% (13)	62% (137)	222

Continued on next page

**Table HRdem1\_1: How often do you watch or stream the following?**

## TV shows

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total N
Adults	52% (1134)	22% (481)	6% (137)	5% (101)	2% (40)	5% (107)	9% (201)	2200
Watch Sports: Every day	74% (133)	17% (30)	3% (5)	1% (2)	— (0)	4% (6)	2% (3)	179
Watch Sports: Several times per week	60% (178)	34% (100)	3% (8)	2% (6)	1% (2)	1% (3)	1% (2)	297
Watch Sports: About once per week	62% (167)	25% (67)	9% (24)	2% (6)	1% (2)	1% (2)	— (0)	268
Watch Sports: Several times per month	53% (102)	24% (46)	6% (11)	10% (18)	5% (9)	2% (4)	1% (1)	192
Watch Sports: About once per month	57% (94)	20% (32)	7% (11)	8% (14)	2% (3)	2% (3)	4% (7)	165
Watch Sports: Less often than once per month	50% (172)	23% (79)	8% (28)	5% (19)	3% (11)	9% (32)	1% (4)	344
Watch Sports: Never	38% (289)	17% (126)	6% (49)	5% (37)	2% (13)	8% (57)	24% (184)	755
Cable subscriber: Yes	53% (567)	25% (270)	5% (54)	3% (35)	1% (10)	6% (61)	7% (73)	1070
Cable subscriber: In past, not now	54% (388)	19% (135)	8% (59)	6% (43)	3% (23)	3% (23)	7% (50)	721
Cable subscriber: Never subscribed	44% (180)	19% (76)	6% (24)	5% (22)	2% (7)	6% (23)	19% (77)	408
Satellite TV Subscriber: Yes	57% (289)	22% (110)	5% (23)	5% (26)	2% (8)	4% (18)	6% (30)	505
Satellite TV Subscriber: In past, not now	52% (306)	21% (126)	7% (42)	6% (32)	1% (8)	4% (26)	8% (47)	588
Satellite TV Subscriber: Never subscribed	49% (539)	22% (244)	6% (71)	4% (42)	2% (23)	6% (62)	11% (124)	1107
Streaming subscriber: Yes	56% (694)	25% (311)	6% (73)	5% (60)	2% (21)	3% (39)	3% (37)	1235
Streaming subscriber: In past, not now	42% (95)	15% (35)	10% (24)	4% (10)	5% (12)	9% (20)	15% (34)	230
Streaming subscriber: Never subscribed	47% (345)	18% (135)	5% (40)	4% (31)	1% (7)	6% (48)	18% (130)	735
Film: An avid fan	57% (453)	24% (191)	4% (33)	4% (32)	2% (14)	3% (24)	5% (43)	790
Film: A casual fan	51% (568)	23% (250)	7% (79)	5% (58)	2% (19)	6% (61)	7% (73)	1108
Film: Not a fan	38% (114)	13% (39)	8% (25)	4% (11)	2% (6)	7% (21)	28% (85)	301
TV: An avid fan	69% (749)	19% (206)	4% (38)	2% (20)	1% (6)	2% (25)	4% (45)	1089
TV: A casual fan	39% (367)	27% (255)	8% (78)	7% (70)	3% (25)	6% (58)	11% (101)	954
TV: Not a fan	12% (18)	13% (20)	13% (21)	7% (11)	6% (9)	15% (23)	35% (55)	157
Music: An avid fan	52% (594)	24% (277)	6% (67)	4% (44)	2% (24)	4% (41)	8% (87)	1134
Music: A casual fan	53% (502)	20% (192)	6% (56)	5% (50)	2% (15)	6% (57)	8% (81)	953
Music: Not a fan	34% (39)	11% (12)	12% (14)	6% (7)	— (1)	7% (9)	29% (33)	114
Fashion: An avid fan	55% (173)	18% (57)	10% (31)	4% (12)	1% (5)	3% (10)	8% (24)	312
Fashion: A casual fan	55% (464)	23% (197)	4% (32)	5% (44)	1% (9)	5% (39)	6% (55)	840
Fashion: Not a fan	47% (498)	22% (227)	7% (73)	4% (44)	2% (26)	6% (58)	12% (122)	1049

Continued on next page

**Table HRdem1\_1: How often do you watch or stream the following?**

TV shows

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total N
Adults	52% (1134)	22% (481)	6% (137)	5% (101)	2% (40)	5% (107)	9% (201)	2200
Evangelical	54% (324)	18% (109)	5% (32)	6% (34)	2% (11)	4% (22)	11% (63)	596
Non-Evangelical	50% (810)	23% (372)	7% (105)	4% (66)	2% (29)	5% (85)	9% (137)	1604
Frequent TV watchers	70% (1134)	30% (481)	— (0)	— (0)	— (0)	— (0)	— (0)	1615
Frequent movie watchers	64% (594)	25% (236)	4% (36)	2% (20)	— (2)	2% (20)	2% (19)	928

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

**Table HRdem1\_2: How often do you watch or stream the following?**  
 Movies

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total N
Adults	18% (400)	24% (528)	17% (366)	12% (260)	9% (199)	10% (225)	10% (222)	2200
Gender: Male	19% (199)	26% (280)	16% (175)	12% (122)	8% (89)	9% (95)	9% (101)	1062
Gender: Female	18% (200)	22% (248)	17% (191)	12% (138)	10% (109)	11% (131)	11% (121)	1138
Age: 18-29	25% (114)	24% (108)	19% (84)	13% (58)	8% (37)	4% (20)	6% (29)	449
Age: 30-44	25% (142)	27% (151)	18% (102)	9% (53)	8% (47)	5% (30)	7% (39)	564
Age: 45-54	16% (51)	25% (76)	17% (54)	9% (28)	10% (31)	13% (40)	9% (28)	308
Age: 55-64	14% (62)	24% (104)	17% (75)	13% (59)	10% (43)	13% (58)	10% (42)	443
Age: 65+	7% (31)	20% (89)	12% (52)	14% (63)	9% (41)	18% (78)	19% (83)	436
Generation Z: 18-22	25% (61)	21% (51)	19% (45)	12% (29)	10% (25)	5% (13)	7% (17)	241
Millennial: Age 23-38	26% (146)	28% (156)	18% (99)	11% (63)	7% (38)	4% (23)	5% (30)	555
Generation X: Age 39-54	19% (100)	24% (127)	18% (95)	9% (47)	10% (52)	10% (54)	9% (49)	524
Boomers: Age 55-73	11% (88)	23% (177)	15% (114)	14% (106)	10% (76)	15% (118)	13% (99)	778
PID: Dem (no lean)	16% (129)	23% (185)	19% (151)	11% (91)	9% (70)	12% (96)	9% (74)	795
PID: Ind (no lean)	22% (161)	24% (180)	14% (106)	13% (97)	8% (59)	8% (62)	11% (84)	749
PID: Rep (no lean)	17% (109)	25% (164)	17% (109)	11% (73)	11% (69)	10% (67)	10% (64)	656
PID/Gender: Dem Men	18% (62)	26% (93)	19% (67)	11% (38)	8% (27)	9% (32)	10% (34)	352
PID/Gender: Dem Women	15% (67)	21% (92)	19% (84)	12% (53)	10% (43)	15% (64)	9% (40)	443
PID/Gender: Ind Men	20% (70)	26% (94)	15% (54)	13% (45)	7% (24)	8% (28)	12% (41)	356
PID/Gender: Ind Women	23% (92)	22% (86)	13% (52)	13% (51)	9% (36)	9% (34)	11% (43)	393
PID/Gender: Rep Men	19% (67)	27% (94)	15% (54)	11% (39)	11% (39)	10% (35)	7% (26)	353
PID/Gender: Rep Women	14% (42)	23% (70)	18% (55)	11% (34)	10% (31)	11% (32)	13% (38)	303
Ideo: Liberal (1-3)	18% (131)	23% (165)	19% (140)	11% (82)	10% (71)	10% (72)	9% (61)	722
Ideo: Moderate (4)	16% (82)	25% (128)	17% (88)	12% (62)	9% (47)	10% (53)	10% (54)	513
Ideo: Conservative (5-7)	14% (99)	25% (171)	16% (112)	13% (89)	10% (70)	12% (82)	11% (73)	695

Continued on next page

**Table HRdem1\_2: How often do you watch or stream the following?**

*Movies*

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total N
Adults	18% (400)	24% (528)	17% (366)	12% (260)	9% (199)	10% (225)	10% (222)	2200
Educ: < College	21% (314)	24% (364)	15% (227)	11% (168)	8% (127)	10% (147)	11% (165)	1512
Educ: Bachelors degree	11% (49)	24% (108)	21% (95)	14% (63)	9% (41)	10% (44)	10% (44)	444
Educ: Post-grad	15% (36)	23% (56)	18% (43)	12% (29)	13% (31)	14% (35)	5% (13)	244
Income: Under 50k	21% (266)	24% (297)	14% (181)	11% (140)	8% (100)	10% (123)	12% (151)	1258
Income: 50k-100k	15% (97)	25% (162)	20% (130)	14% (91)	8% (56)	10% (68)	8% (54)	659
Income: 100k+	13% (37)	24% (69)	20% (56)	10% (29)	15% (43)	12% (34)	6% (16)	284
Ethnicity: White	16% (283)	24% (419)	17% (289)	12% (200)	10% (173)	11% (186)	10% (172)	1722
Ethnicity: Hispanic	26% (92)	22% (77)	19% (67)	11% (37)	7% (25)	9% (31)	6% (21)	349
Ethnicity: Afr. Am.	25% (69)	21% (57)	16% (43)	13% (37)	6% (18)	7% (19)	12% (32)	274
Ethnicity: Other	24% (48)	25% (52)	17% (34)	11% (23)	4% (9)	10% (20)	9% (18)	204
Relig: Protestant	11% (61)	24% (132)	16% (88)	12% (67)	11% (59)	13% (70)	12% (67)	544
Relig: Roman Catholic	14% (57)	24% (97)	21% (87)	14% (59)	7% (28)	12% (50)	8% (34)	412
Relig: Ath./Agn./None	19% (132)	26% (175)	16% (107)	12% (79)	8% (54)	8% (57)	12% (80)	682
Relig: Something Else	21% (62)	20% (59)	19% (55)	12% (36)	12% (36)	9% (26)	6% (18)	293
Relig: All Christian	17% (206)	24% (294)	17% (205)	12% (145)	9% (109)	12% (142)	10% (124)	1224
Relig: All Non-Christian	20% (194)	24% (234)	17% (162)	12% (116)	9% (89)	9% (83)	10% (98)	976
Community: Urban	26% (133)	22% (114)	17% (87)	13% (65)	8% (40)	8% (40)	8% (40)	520
Community: Suburban	15% (154)	24% (248)	18% (192)	13% (133)	10% (100)	11% (117)	9% (98)	1043
Community: Rural	18% (113)	26% (166)	14% (86)	10% (62)	9% (59)	11% (68)	13% (83)	637
Employ: Private Sector	17% (106)	25% (158)	21% (128)	12% (71)	10% (62)	10% (60)	6% (36)	621
Employ: Government	17% (21)	24% (29)	20% (25)	12% (15)	11% (14)	9% (11)	7% (8)	122
Employ: Self-Employed	23% (47)	24% (49)	17% (34)	11% (22)	9% (18)	7% (15)	9% (17)	201
Employ: Homemaker	20% (28)	21% (29)	23% (32)	8% (11)	8% (12)	9% (13)	10% (14)	140
Employ: Student	19% (22)	28% (32)	19% (21)	16% (18)	5% (6)	8% (9)	4% (4)	113
Employ: Retired	11% (59)	24% (133)	12% (68)	14% (77)	8% (48)	15% (87)	16% (91)	564
Employ: Unemployed	23% (58)	25% (65)	14% (36)	13% (34)	7% (18)	7% (17)	12% (30)	258
Employ: Other	32% (58)	18% (33)	12% (22)	6% (12)	12% (22)	7% (14)	12% (22)	182

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**Table HRdem1\_2: How often do you watch or stream the following?**  
 Movies

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total N
Adults	18% (400)	24% (528)	17% (366)	12% (260)	9% (199)	10% (225)	10% (222)	2200
Military HH: Yes	18% (67)	25% (96)	15% (58)	14% (53)	10% (39)	11% (40)	7% (27)	379
Military HH: No	18% (333)	24% (432)	17% (308)	11% (207)	9% (160)	10% (185)	11% (195)	1821
RD/WT: Right Direction	19% (149)	25% (196)	14% (111)	12% (92)	10% (77)	10% (81)	10% (79)	785
RD/WT: Wrong Track	18% (250)	23% (332)	18% (255)	12% (169)	9% (122)	10% (144)	10% (143)	1415
Trump Job Approve	20% (166)	24% (204)	15% (126)	12% (104)	10% (81)	9% (78)	9% (77)	837
Trump Job Disapprove	16% (187)	24% (287)	19% (225)	12% (145)	9% (110)	11% (132)	10% (121)	1207
Trump Job Strongly Approve	20% (93)	23% (109)	13% (61)	12% (56)	10% (47)	11% (50)	11% (52)	467
Trump Job Somewhat Approve	20% (74)	26% (94)	18% (65)	13% (49)	9% (34)	8% (28)	7% (25)	370
Trump Job Somewhat Disapprove	13% (34)	24% (60)	23% (58)	13% (33)	14% (35)	7% (17)	7% (18)	256
Trump Job Strongly Disapprove	16% (153)	24% (227)	18% (167)	12% (111)	8% (75)	12% (115)	11% (103)	951
Favorable of Trump	19% (157)	25% (205)	15% (121)	12% (100)	10% (79)	9% (73)	9% (76)	811
Unfavorable of Trump	16% (193)	24% (289)	19% (228)	12% (139)	9% (108)	11% (133)	9% (111)	1201
Very Favorable of Trump	19% (93)	25% (120)	14% (65)	12% (58)	9% (41)	10% (47)	11% (52)	476
Somewhat Favorable of Trump	19% (65)	25% (85)	17% (56)	13% (42)	11% (39)	8% (26)	7% (23)	335
Somewhat Unfavorable of Trump	15% (32)	25% (55)	21% (45)	14% (31)	11% (23)	6% (12)	8% (18)	215
Very Unfavorable of Trump	16% (161)	24% (234)	19% (183)	11% (109)	9% (84)	12% (121)	9% (93)	986
#1 Issue: Economy	22% (112)	26% (132)	13% (68)	10% (51)	9% (48)	9% (44)	10% (52)	506
#1 Issue: Security	15% (68)	25% (112)	17% (79)	12% (57)	11% (48)	10% (44)	11% (50)	458
#1 Issue: Health Care	19% (75)	23% (89)	20% (79)	13% (51)	11% (41)	9% (34)	6% (23)	392
#1 Issue: Medicare / Social Security	16% (53)	22% (71)	11% (34)	11% (35)	9% (28)	16% (51)	15% (47)	320
#1 Issue: Women's Issues	26% (36)	14% (19)	25% (34)	13% (18)	4% (5)	12% (17)	6% (9)	137
#1 Issue: Education	18% (25)	26% (36)	19% (27)	14% (19)	6% (8)	3% (5)	14% (20)	139
#1 Issue: Energy	8% (10)	32% (39)	23% (29)	10% (13)	5% (6)	18% (22)	4% (5)	123
#1 Issue: Other	17% (21)	24% (29)	14% (17)	13% (16)	12% (15)	7% (9)	13% (16)	124

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**Table HRdem1\_2: How often do you watch or stream the following?**

*Movies*

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total N
Adults	18% (400)	24% (528)	17% (366)	12% (260)	9% (199)	10% (225)	10% (222)	2200
2018 House Vote: Democrat	13% (104)	25% (196)	20% (156)	12% (97)	9% (67)	12% (92)	9% (74)	785
2018 House Vote: Republican	16% (99)	25% (158)	16% (103)	12% (77)	10% (62)	12% (76)	10% (61)	636
2018 House Vote: Someone else	26% (29)	17% (19)	17% (19)	14% (16)	4% (5)	7% (8)	15% (17)	113
2018 House Vote: Didnt Vote	25% (167)	23% (154)	13% (88)	11% (70)	10% (66)	7% (49)	11% (70)	664
2016 Vote: Hillary Clinton	15% (98)	24% (156)	18% (119)	13% (83)	8% (55)	13% (85)	9% (57)	654
2016 Vote: Donald Trump	15% (96)	26% (170)	15% (95)	13% (86)	9% (60)	11% (70)	10% (66)	644
2016 Vote: Someone else	13% (22)	23% (38)	20% (34)	11% (19)	8% (13)	12% (20)	13% (22)	168
2016 Vote: Didnt Vote	25% (182)	22% (161)	16% (117)	10% (72)	10% (71)	7% (48)	10% (76)	727
Voted in 2014: Yes	15% (194)	25% (315)	17% (216)	12% (156)	9% (115)	12% (153)	11% (137)	1286
Voted in 2014: No	23% (206)	23% (213)	16% (150)	11% (104)	9% (84)	8% (72)	9% (85)	914
2012 Vote: Barack Obama	15% (115)	25% (200)	18% (140)	12% (92)	9% (68)	12% (98)	9% (71)	784
2012 Vote: Mitt Romney	13% (69)	24% (124)	19% (101)	13% (67)	9% (49)	11% (60)	11% (58)	526
2012 Vote: Other	12% (9)	19% (14)	14% (10)	13% (10)	13% (9)	10% (7)	19% (14)	74
2012 Vote: Didn't Vote	25% (205)	23% (189)	14% (114)	11% (91)	9% (73)	7% (60)	10% (80)	811
4-Region: Northeast	12% (49)	23% (90)	21% (81)	14% (54)	10% (40)	12% (46)	9% (35)	394
4-Region: Midwest	16% (76)	28% (130)	12% (56)	12% (56)	9% (41)	9% (40)	14% (63)	462
4-Region: South	22% (181)	22% (183)	14% (118)	12% (99)	9% (75)	10% (86)	10% (82)	824
4-Region: West	18% (94)	24% (125)	21% (111)	10% (52)	8% (43)	10% (53)	8% (42)	520
Watch TV: Every day	28% (315)	25% (280)	17% (191)	11% (120)	8% (86)	9% (99)	4% (44)	1134
Watch TV: Several times per week	10% (50)	39% (186)	25% (119)	10% (47)	8% (38)	6% (30)	2% (11)	481
Watch TV: About once per week	9% (12)	17% (23)	25% (34)	19% (26)	9% (13)	11% (15)	9% (13)	137
Watch TV: Several times per month	2% (2)	18% (18)	8% (8)	41% (41)	18% (18)	11% (12)	2% (2)	101
Watch TV: Less often than once per month	6% (7)	12% (13)	3% (4)	7% (7)	13% (14)	46% (49)	12% (13)	107
Watch TV: Never	6% (12)	3% (7)	4% (8)	7% (14)	4% (9)	7% (14)	68% (137)	201

Continued on next page



**Table HRdem1\_2: How often do you watch or stream the following?**  
 Movies

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total N
Adults	18% (400)	24% (528)	17% (366)	12% (260)	9% (199)	10% (225)	10% (222)	2200
Watch Movies: Every day	100% (400)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	400
Watch Movies: Several times per week	— (0)	100% (528)	— (0)	— (0)	— (0)	— (0)	— (0)	528
Watch Movies: About once per week	— (0)	— (0)	100% (366)	— (0)	— (0)	— (0)	— (0)	366
Watch Movies: Several times per month	— (0)	— (0)	— (0)	100% (260)	— (0)	— (0)	— (0)	260
Watch Movies: About once per month	— (0)	— (0)	— (0)	— (0)	100% (199)	— (0)	— (0)	199
Watch Movies: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (225)	— (0)	225
Watch Movies: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (222)	222
Watch Sports: Every day	45% (80)	25% (45)	11% (19)	4% (8)	5% (10)	4% (7)	5% (9)	179
Watch Sports: Several times per week	16% (48)	35% (104)	21% (62)	13% (38)	7% (21)	7% (22)	1% (3)	297
Watch Sports: About once per week	23% (61)	27% (72)	21% (56)	12% (33)	6% (17)	7% (19)	4% (10)	268
Watch Sports: Several times per month	16% (30)	28% (54)	21% (40)	19% (36)	9% (17)	5% (10)	3% (6)	192
Watch Sports: About once per month	15% (24)	23% (38)	16% (27)	11% (18)	18% (29)	9% (15)	9% (14)	165
Watch Sports: Less often than once per month	16% (53)	20% (68)	18% (61)	15% (52)	11% (39)	17% (60)	3% (11)	344
Watch Sports: Never	14% (103)	19% (147)	13% (102)	10% (75)	9% (66)	12% (93)	22% (168)	755
Cable subscriber: Yes	17% (183)	25% (271)	18% (188)	12% (127)	8% (87)	11% (117)	9% (97)	1070
Cable subscriber: In past, not now	20% (146)	23% (166)	16% (114)	13% (91)	11% (81)	10% (72)	7% (51)	721
Cable subscriber: Never subscribed	17% (71)	22% (91)	16% (64)	10% (42)	8% (31)	9% (36)	18% (74)	408
Satellite TV Subscriber: Yes	19% (96)	24% (121)	19% (94)	13% (63)	7% (37)	10% (48)	9% (46)	505
Satellite TV Subscriber: In past, not now	23% (133)	25% (146)	15% (87)	11% (63)	11% (63)	10% (57)	7% (39)	588
Satellite TV Subscriber: Never subscribed	15% (171)	24% (262)	17% (185)	12% (134)	9% (98)	11% (120)	12% (136)	1107
Streaming subscriber: Yes	24% (295)	28% (351)	20% (241)	11% (142)	7% (92)	7% (82)	3% (33)	1235
Streaming subscriber: In past, not now	17% (40)	18% (41)	14% (31)	13% (30)	17% (38)	11% (26)	10% (22)	230
Streaming subscriber: Never subscribed	9% (64)	18% (136)	13% (94)	12% (88)	9% (69)	16% (118)	23% (167)	735
Film: An avid fan	33% (262)	31% (242)	14% (112)	11% (83)	5% (42)	3% (22)	3% (27)	790
Film: A casual fan	10% (111)	24% (264)	19% (214)	14% (152)	11% (127)	14% (154)	8% (87)	1108
Film: Not a fan	9% (27)	7% (21)	13% (41)	8% (26)	10% (30)	16% (49)	36% (108)	301

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**Table HRdem1\_2: How often do you watch or stream the following?**

*Movies*

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total N
Adults	18% (400)	24% (528)	17% (366)	12% (260)	9% (199)	10% (225)	10% (222)	2200
TV: An avid fan	25% (275)	27% (297)	17% (182)	11% (122)	6% (70)	6% (70)	7% (74)	1089
TV: A casual fan	11% (106)	22% (207)	18% (170)	13% (127)	12% (110)	14% (132)	11% (102)	954
TV: Not a fan	12% (19)	15% (23)	9% (15)	8% (12)	12% (19)	15% (23)	29% (46)	157
Music: An avid fan	25% (288)	26% (291)	17% (194)	11% (122)	8% (86)	7% (76)	7% (76)	1134
Music: A casual fan	11% (101)	23% (214)	17% (164)	13% (128)	11% (102)	14% (134)	12% (110)	953
Music: Not a fan	9% (11)	20% (22)	8% (9)	9% (10)	10% (11)	13% (15)	31% (36)	114
Fashion: An avid fan	32% (99)	25% (78)	14% (44)	11% (34)	8% (24)	5% (16)	5% (17)	312
Fashion: A casual fan	20% (165)	25% (212)	19% (160)	12% (98)	8% (66)	9% (80)	7% (60)	840
Fashion: Not a fan	13% (136)	23% (238)	16% (163)	12% (128)	10% (109)	12% (130)	14% (145)	1049
Evangelical	23% (139)	24% (141)	15% (87)	10% (62)	8% (49)	10% (59)	10% (60)	596
Non-Evangelical	16% (261)	24% (386)	17% (279)	12% (198)	9% (150)	10% (166)	10% (162)	1604
Frequent TV watchers	23% (365)	29% (466)	19% (310)	10% (167)	8% (124)	8% (129)	3% (55)	1615
Frequent movie watchers	43% (400)	57% (528)	— (0)	— (0)	— (0)	— (0)	— (0)	928

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

**Table HRdem1\_3: How often do you watch or stream the following?  
 Sporting events**

Demographic	Watch Sports: Every day	Watch Sports: Several times per week	Watch Sports: About once per week	Watch Sports: Several times per month	Watch Sports: About once per month	Watch Sports: Less often than once per month	Watch Sports: Never	Total N
Adults	8% (179)	14% (297)	12% (268)	9% (192)	7% (165)	16% (344)	34% (755)	2200
Gender: Male	13% (134)	20% (216)	14% (152)	10% (103)	6% (64)	13% (134)	24% (258)	1062
Gender: Female	4% (45)	7% (81)	10% (116)	8% (88)	9% (101)	18% (210)	44% (497)	1138
Age: 18-29	7% (30)	12% (52)	13% (57)	11% (51)	9% (39)	14% (64)	35% (156)	449
Age: 30-44	11% (59)	12% (67)	11% (59)	8% (47)	7% (40)	16% (89)	36% (202)	564
Age: 45-54	10% (32)	19% (58)	16% (49)	6% (17)	9% (27)	13% (40)	27% (85)	308
Age: 55-64	7% (32)	13% (59)	13% (56)	9% (42)	5% (24)	19% (85)	33% (146)	443
Age: 65+	6% (26)	14% (61)	11% (48)	8% (35)	8% (35)	15% (66)	38% (166)	436
Generation Z: 18-22	8% (18)	10% (24)	9% (21)	12% (30)	6% (15)	17% (40)	39% (93)	241
Millennial: Age 23-38	10% (54)	12% (67)	14% (75)	9% (50)	8% (44)	14% (79)	33% (186)	555
Generation X: Age 39-54	9% (49)	16% (85)	13% (69)	7% (35)	9% (48)	14% (74)	31% (164)	524
Boomers: Age 55-73	7% (51)	14% (111)	12% (92)	9% (69)	7% (53)	18% (137)	34% (266)	778
PID: Dem (no lean)	10% (76)	13% (100)	11% (91)	9% (72)	8% (62)	17% (134)	33% (261)	795
PID: Ind (no lean)	6% (48)	14% (105)	11% (85)	7% (52)	7% (50)	15% (112)	40% (297)	749
PID: Rep (no lean)	8% (55)	14% (92)	14% (93)	10% (68)	8% (53)	15% (98)	30% (196)	656
PID/Gender: Dem Men	16% (56)	18% (64)	15% (52)	10% (36)	4% (16)	15% (53)	22% (76)	352
PID/Gender: Dem Women	4% (19)	8% (35)	9% (39)	8% (36)	10% (46)	18% (81)	42% (185)	443
PID/Gender: Ind Men	10% (35)	23% (83)	13% (47)	7% (26)	6% (23)	10% (36)	30% (108)	356
PID/Gender: Ind Women	3% (13)	6% (23)	10% (38)	7% (26)	7% (27)	19% (76)	48% (190)	393
PID/Gender: Rep Men	12% (43)	20% (69)	15% (53)	12% (41)	7% (26)	13% (46)	21% (75)	353
PID/Gender: Rep Women	4% (13)	8% (23)	13% (39)	9% (26)	9% (27)	17% (52)	40% (122)	303
Ideo: Liberal (1-3)	9% (62)	13% (94)	12% (83)	9% (65)	8% (61)	16% (115)	34% (243)	722
Ideo: Moderate (4)	8% (43)	16% (82)	12% (60)	7% (38)	8% (42)	17% (88)	31% (160)	513
Ideo: Conservative (5-7)	7% (51)	14% (99)	15% (102)	10% (70)	7% (47)	16% (108)	31% (218)	695

Continued on next page

**Table HRdem1\_3: How often do you watch or stream the following?**  
*Sporting events*

Demographic	Watch Sports: Every day	Watch Sports: Several times per week	Watch Sports: About once per week	Watch Sports: Several times per month	Watch Sports: About once per month	Watch Sports: Less often than once per month	Watch Sports: Never	Total N
Adults	8% (179)	14% (297)	12% (268)	9% (192)	7% (165)	16% (344)	34% (755)	2200
Educ: < College	8% (120)	12% (177)	12% (176)	9% (130)	7% (112)	15% (227)	38% (571)	1512
Educ: Bachelors degree	8% (36)	18% (78)	13% (59)	10% (44)	7% (33)	15% (65)	29% (129)	444
Educ: Post-grad	9% (23)	17% (42)	13% (33)	7% (17)	8% (20)	21% (52)	23% (56)	244
Income: Under 50k	7% (94)	12% (145)	11% (133)	7% (93)	8% (102)	13% (164)	42% (527)	1258
Income: 50k-100k	9% (58)	14% (92)	14% (93)	11% (75)	6% (43)	19% (126)	26% (172)	659
Income: 100k+	10% (27)	21% (60)	15% (42)	8% (24)	7% (20)	19% (55)	20% (55)	284
Ethnicity: White	7% (124)	13% (225)	12% (214)	9% (153)	8% (143)	16% (279)	34% (583)	1722
Ethnicity: Hispanic	14% (48)	10% (36)	15% (54)	8% (29)	5% (18)	15% (53)	32% (112)	349
Ethnicity: Afr. Am.	9% (26)	16% (45)	8% (22)	9% (23)	6% (18)	15% (42)	36% (98)	274
Ethnicity: Other	14% (29)	13% (27)	16% (32)	7% (15)	2% (4)	11% (23)	36% (73)	204
Relig: Protestant	7% (39)	16% (85)	14% (75)	9% (52)	8% (46)	18% (100)	27% (148)	544
Relig: Roman Catholic	10% (39)	20% (80)	14% (57)	8% (31)	6% (26)	16% (65)	27% (113)	412
Relig: Ath./Agn./None	6% (42)	12% (85)	10% (71)	9% (60)	8% (53)	15% (103)	39% (269)	682
Relig: Something Else	10% (30)	13% (38)	12% (36)	7% (20)	7% (22)	13% (38)	37% (109)	293
Relig: All Christian	9% (107)	14% (174)	13% (161)	9% (111)	7% (90)	17% (203)	31% (377)	1224
Relig: All Non-Christian	7% (72)	13% (123)	11% (107)	8% (80)	8% (75)	14% (141)	39% (378)	976
Community: Urban	14% (71)	14% (72)	13% (66)	9% (46)	5% (28)	15% (79)	30% (158)	520
Community: Suburban	6% (66)	15% (153)	12% (130)	9% (92)	8% (79)	16% (171)	34% (353)	1043
Community: Rural	7% (42)	11% (73)	11% (72)	9% (55)	9% (58)	15% (94)	38% (244)	637
Employ: Private Sector	8% (51)	18% (111)	14% (84)	10% (61)	8% (50)	15% (94)	27% (170)	621
Employ: Government	12% (15)	9% (12)	18% (22)	3% (4)	7% (9)	21% (25)	29% (35)	122
Employ: Self-Employed	8% (16)	13% (25)	13% (26)	6% (13)	10% (21)	17% (35)	32% (65)	201
Employ: Homemaker	2% (2)	7% (10)	14% (20)	6% (8)	4% (6)	22% (31)	45% (62)	140
Employ: Student	7% (8)	9% (11)	9% (11)	19% (21)	6% (7)	11% (12)	39% (44)	113
Employ: Retired	7% (37)	15% (82)	12% (66)	9% (50)	7% (37)	16% (90)	36% (201)	564
Employ: Unemployed	11% (28)	10% (26)	8% (21)	9% (24)	8% (20)	13% (33)	41% (105)	258
Employ: Other	11% (21)	11% (20)	11% (19)	6% (11)	8% (14)	13% (23)	40% (73)	182

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**Table HRdem1\_3: How often do you watch or stream the following?**  
*Sporting events*

Demographic	Watch Sports: Every day	Watch Sports: Several times per week	Watch Sports: About once per week	Watch Sports: Several times per month	Watch Sports: About once per month	Watch Sports: Less often than once per month	Watch Sports: Never	Total N
Adults	8% (179)	14% (297)	12% (268)	9% (192)	7% (165)	16% (344)	34% (755)	2200
Military HH: Yes	7% (25)	15% (55)	16% (60)	8% (32)	6% (25)	14% (52)	34% (131)	379
Military HH: No	8% (154)	13% (242)	11% (208)	9% (160)	8% (140)	16% (292)	34% (624)	1821
RD/WT: Right Direction	9% (70)	15% (115)	15% (115)	10% (77)	7% (56)	14% (111)	31% (242)	785
RD/WT: Wrong Track	8% (109)	13% (182)	11% (153)	8% (115)	8% (109)	16% (233)	36% (513)	1415
Trump Job Approve	8% (71)	16% (131)	14% (121)	9% (77)	8% (65)	14% (118)	31% (256)	837
Trump Job Disapprove	8% (95)	13% (158)	11% (130)	9% (104)	8% (93)	17% (202)	35% (425)	1207
Trump Job Strongly Approve	10% (45)	13% (61)	13% (61)	9% (43)	7% (32)	13% (62)	35% (162)	467
Trump Job Somewhat Approve	7% (25)	19% (70)	16% (60)	9% (34)	9% (32)	15% (56)	25% (93)	370
Trump Job Somewhat Disapprove	6% (15)	13% (34)	14% (35)	11% (29)	7% (19)	17% (43)	32% (81)	256
Trump Job Strongly Disapprove	8% (80)	13% (124)	10% (94)	8% (75)	8% (74)	17% (159)	36% (345)	951
Favorable of Trump	8% (69)	15% (124)	14% (115)	9% (75)	8% (64)	14% (114)	31% (250)	811
Unfavorable of Trump	8% (90)	14% (166)	11% (131)	9% (106)	7% (90)	17% (206)	34% (412)	1201
Very Favorable of Trump	9% (42)	15% (71)	12% (59)	8% (38)	8% (38)	13% (62)	35% (166)	476
Somewhat Favorable of Trump	8% (27)	16% (54)	17% (56)	11% (38)	8% (26)	16% (52)	25% (84)	335
Somewhat Unfavorable of Trump	7% (16)	17% (37)	12% (25)	11% (25)	10% (22)	19% (40)	23% (50)	215
Very Unfavorable of Trump	8% (75)	13% (129)	11% (106)	8% (81)	7% (68)	17% (166)	37% (362)	986
#1 Issue: Economy	9% (44)	14% (71)	11% (56)	8% (39)	7% (37)	15% (77)	36% (181)	506
#1 Issue: Security	7% (33)	14% (63)	12% (56)	12% (53)	8% (39)	13% (62)	33% (152)	458
#1 Issue: Health Care	13% (49)	11% (43)	18% (71)	9% (33)	10% (39)	15% (61)	24% (96)	392
#1 Issue: Medicare / Social Security	9% (29)	14% (45)	12% (38)	6% (21)	6% (20)	18% (59)	34% (110)	320
#1 Issue: Women's Issues	4% (5)	10% (14)	10% (13)	9% (13)	8% (11)	16% (21)	43% (60)	137
#1 Issue: Education	7% (10)	18% (26)	8% (11)	10% (14)	4% (5)	10% (13)	44% (61)	139
#1 Issue: Energy	4% (5)	17% (21)	12% (15)	8% (10)	6% (7)	20% (24)	33% (40)	123
#1 Issue: Other	4% (4)	11% (14)	6% (8)	7% (9)	5% (7)	22% (27)	44% (55)	124

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**Table HRdem1\_3: How often do you watch or stream the following?**  
*Sporting events*

Demographic	Watch Sports: Every day	Watch Sports: Several times per week	Watch Sports: About once per week	Watch Sports: Several times per month	Watch Sports: About once per month	Watch Sports: Less often than once per month	Watch Sports: Never	Total N
Adults	8% (179)	14% (297)	12% (268)	9% (192)	7% (165)	16% (344)	34% (755)	2200
2018 House Vote: Democrat	8% (66)	15% (120)	11% (87)	9% (74)	8% (60)	17% (136)	31% (242)	785
2018 House Vote: Republican	10% (62)	13% (85)	16% (99)	10% (63)	8% (54)	14% (90)	29% (183)	636
2018 House Vote: Someone else	6% (7)	18% (20)	17% (19)	2% (2)	4% (4)	13% (15)	40% (46)	113
2018 House Vote: Didnt Vote	7% (43)	11% (73)	9% (63)	8% (52)	7% (47)	15% (103)	43% (283)	664
2016 Vote: Hillary Clinton	8% (53)	14% (92)	13% (83)	9% (58)	7% (45)	17% (108)	33% (216)	654
2016 Vote: Donald Trump	9% (59)	17% (107)	15% (97)	10% (63)	8% (50)	15% (96)	27% (172)	644
2016 Vote: Someone else	6% (9)	12% (20)	17% (28)	6% (11)	11% (19)	13% (23)	35% (59)	168
2016 Vote: Didnt Vote	8% (58)	11% (78)	8% (58)	8% (58)	7% (51)	16% (117)	42% (308)	727
Voted in 2014: Yes	8% (104)	17% (215)	14% (179)	9% (111)	7% (96)	15% (198)	30% (384)	1286
Voted in 2014: No	8% (75)	9% (82)	10% (89)	9% (81)	8% (69)	16% (146)	41% (371)	914
2012 Vote: Barack Obama	8% (64)	15% (118)	13% (98)	8% (59)	8% (61)	16% (125)	33% (260)	784
2012 Vote: Mitt Romney	8% (43)	17% (92)	15% (80)	10% (51)	7% (38)	16% (84)	26% (137)	526
2012 Vote: Other	7% (5)	15% (11)	9% (6)	6% (4)	10% (8)	13% (10)	39% (29)	74
2012 Vote: Didn't Vote	8% (66)	9% (76)	10% (81)	9% (77)	7% (58)	15% (125)	40% (328)	811
4-Region: Northeast	7% (27)	16% (63)	13% (53)	7% (27)	5% (20)	15% (60)	37% (144)	394
4-Region: Midwest	8% (37)	14% (63)	13% (60)	10% (46)	7% (31)	13% (61)	36% (165)	462
4-Region: South	8% (65)	12% (95)	11% (90)	9% (70)	8% (70)	15% (125)	37% (308)	824
4-Region: West	10% (50)	15% (76)	12% (65)	9% (49)	9% (44)	19% (97)	27% (139)	520
Watch TV: Every day	12% (133)	16% (178)	15% (167)	9% (102)	8% (94)	15% (172)	25% (289)	1134
Watch TV: Several times per week	6% (30)	21% (100)	14% (67)	10% (46)	7% (32)	16% (79)	26% (126)	481
Watch TV: About once per week	4% (5)	6% (8)	18% (24)	8% (11)	8% (11)	20% (28)	36% (49)	137
Watch TV: Several times per month	2% (2)	6% (6)	6% (6)	18% (18)	14% (14)	19% (19)	37% (37)	101
Watch TV: Less often than once per month	6% (6)	3% (3)	2% (2)	3% (4)	3% (3)	30% (32)	53% (57)	107
Watch TV: Never	1% (3)	1% (2)	— (0)	1% (1)	4% (7)	2% (4)	92% (184)	201

Continued on next page

**Table HRdem1\_3: How often do you watch or stream the following?**  
*Sporting events*

Demographic	Watch Sports: Every day	Watch Sports: Several times per week	Watch Sports: About once per week	Watch Sports: Several times per month	Watch Sports: About once per month	Watch Sports: Less often than once per month	Watch Sports: Never	Total N
Adults	8% (179)	14% (297)	12% (268)	9% (192)	7% (165)	16% (344)	34% (755)	2200
Watch Movies: Every day	20% (80)	12% (48)	15% (61)	8% (30)	6% (24)	13% (53)	26% (103)	400
Watch Movies: Several times per week	9% (45)	20% (104)	14% (72)	10% (54)	7% (38)	13% (68)	28% (147)	528
Watch Movies: About once per week	5% (19)	17% (62)	15% (56)	11% (40)	7% (27)	17% (61)	28% (102)	366
Watch Movies: Several times per month	3% (8)	15% (38)	13% (33)	14% (36)	7% (18)	20% (52)	29% (75)	260
Watch Movies: About once per month	5% (10)	11% (21)	8% (17)	9% (17)	15% (29)	20% (39)	33% (66)	199
Watch Movies: Less often than once per month	3% (7)	10% (22)	9% (19)	4% (10)	6% (15)	26% (60)	41% (93)	225
Watch Movies: Never	4% (9)	1% (3)	4% (10)	3% (6)	6% (14)	5% (11)	76% (168)	222
Watch Sports: Every day	100% (179)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	179
Watch Sports: Several times per week	— (0)	100% (297)	— (0)	— (0)	— (0)	— (0)	— (0)	297
Watch Sports: About once per week	— (0)	— (0)	100% (268)	— (0)	— (0)	— (0)	— (0)	268
Watch Sports: Several times per month	— (0)	— (0)	— (0)	100% (192)	— (0)	— (0)	— (0)	192
Watch Sports: About once per month	— (0)	— (0)	— (0)	— (0)	100% (165)	— (0)	— (0)	165
Watch Sports: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (344)	— (0)	344
Watch Sports: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (755)	755
Cable subscriber: Yes	11% (121)	16% (175)	13% (142)	9% (99)	6% (66)	15% (159)	29% (309)	1070
Cable subscriber: In past, not now	6% (42)	11% (83)	12% (87)	10% (70)	9% (64)	19% (136)	33% (240)	721
Cable subscriber: Never subscribed	4% (16)	10% (39)	10% (40)	6% (24)	9% (35)	12% (49)	50% (206)	408
Satellite TV Subscriber: Yes	13% (64)	15% (76)	11% (55)	9% (48)	9% (48)	13% (68)	29% (146)	505
Satellite TV Subscriber: In past, not now	7% (40)	14% (80)	15% (87)	9% (51)	9% (50)	16% (92)	32% (189)	588
Satellite TV Subscriber: Never subscribed	7% (75)	13% (141)	11% (126)	8% (93)	6% (67)	17% (184)	38% (420)	1107
Streaming subscriber: Yes	9% (112)	15% (180)	13% (163)	10% (119)	8% (99)	17% (204)	29% (358)	1235
Streaming subscriber: In past, not now	10% (23)	13% (29)	12% (27)	9% (21)	7% (16)	12% (28)	37% (86)	230
Streaming subscriber: Never subscribed	6% (44)	12% (88)	11% (78)	7% (52)	7% (50)	15% (112)	42% (311)	735
Film: An avid fan	12% (93)	16% (123)	13% (100)	10% (78)	8% (60)	16% (123)	27% (213)	790
Film: A casual fan	6% (69)	14% (152)	13% (140)	8% (92)	7% (81)	17% (188)	35% (386)	1108
Film: Not a fan	5% (16)	7% (22)	9% (28)	7% (22)	8% (24)	11% (33)	52% (156)	301

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**Table HRdem1\_3: How often do you watch or stream the following?**  
*Sporting events*

Demographic	Watch Sports: Every day	Watch Sports: Several times per week	Watch Sports: About once per week	Watch Sports: Several times per month	Watch Sports: About once per month	Watch Sports: Less often than once per month	Watch Sports: Never	Total N
Adults	8% (179)	14% (297)	12% (268)	9% (192)	7% (165)	16% (344)	34% (755)	2200
TV: An avid fan	12% (129)	15% (165)	14% (157)	9% (94)	8% (85)	16% (170)	27% (290)	1089
TV: A casual fan	5% (46)	13% (123)	10% (99)	9% (89)	7% (70)	16% (157)	39% (369)	954
TV: Not a fan	2% (4)	6% (9)	8% (13)	6% (9)	6% (9)	11% (17)	61% (96)	157
Music: An avid fan	10% (108)	15% (173)	12% (135)	10% (108)	7% (82)	16% (180)	31% (346)	1134
Music: A casual fan	7% (64)	13% (120)	13% (122)	8% (77)	8% (78)	16% (150)	36% (341)	953
Music: Not a fan	6% (6)	4% (4)	10% (11)	5% (6)	4% (5)	12% (14)	60% (68)	114
Fashion: An avid fan	10% (32)	13% (39)	15% (47)	11% (34)	8% (25)	15% (47)	28% (87)	312
Fashion: A casual fan	8% (67)	14% (113)	12% (101)	8% (65)	9% (77)	17% (144)	32% (272)	840
Fashion: Not a fan	8% (80)	14% (144)	11% (120)	9% (93)	6% (63)	15% (152)	38% (396)	1049
Evangelical	9% (56)	11% (63)	13% (75)	10% (58)	7% (39)	17% (101)	34% (205)	596
Non-Evangelical	8% (123)	15% (234)	12% (193)	8% (134)	8% (126)	15% (244)	34% (550)	1604
Frequent TV watchers	10% (163)	17% (277)	15% (234)	9% (148)	8% (126)	16% (251)	26% (415)	1615
Frequent movie watchers	14% (125)	16% (152)	14% (133)	9% (84)	7% (62)	13% (121)	27% (250)	928

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



**Table HRdem2\_1:** Do you, or anyone in your household, subscribe to the following?  
 Cable television

Demographic	Cable subscriber: Yes		Cable subscriber: In past, not now		Cable subscriber: Never subscribed		Total N
	%	(N)	%	(N)	%	(N)	
Adults	49%	(1070)	33%	(721)	19%	(408)	2200
Gender: Male	50%	(528)	31%	(334)	19%	(200)	1062
Gender: Female	48%	(542)	34%	(388)	18%	(208)	1138
Age: 18-29	42%	(187)	32%	(142)	27%	(121)	449
Age: 30-44	43%	(242)	39%	(222)	18%	(99)	564
Age: 45-54	51%	(156)	31%	(95)	18%	(56)	308
Age: 55-64	54%	(241)	33%	(148)	12%	(54)	443
Age: 65+	56%	(244)	26%	(114)	18%	(78)	436
Generation Z: 18-22	45%	(109)	26%	(62)	29%	(70)	241
Millennial: Age 23-38	40%	(223)	38%	(212)	22%	(121)	555
Generation X: Age 39-54	48%	(253)	35%	(186)	16%	(86)	524
Boomers: Age 55-73	54%	(421)	31%	(243)	15%	(114)	778
PID: Dem (no lean)	53%	(422)	31%	(244)	16%	(128)	795
PID: Ind (no lean)	46%	(342)	35%	(259)	20%	(149)	749
PID: Rep (no lean)	47%	(306)	33%	(218)	20%	(131)	656
PID/Gender: Dem Men	57%	(200)	29%	(100)	15%	(52)	352
PID/Gender: Dem Women	50%	(222)	32%	(144)	17%	(76)	443
PID/Gender: Ind Men	47%	(166)	32%	(115)	21%	(76)	356
PID/Gender: Ind Women	45%	(176)	37%	(144)	19%	(73)	393
PID/Gender: Rep Men	46%	(162)	34%	(118)	21%	(72)	353
PID/Gender: Rep Women	48%	(144)	33%	(100)	19%	(59)	303
Ideo: Liberal (1-3)	53%	(384)	31%	(225)	16%	(114)	722
Ideo: Moderate (4)	49%	(250)	33%	(172)	18%	(92)	513
Ideo: Conservative (5-7)	48%	(334)	34%	(235)	18%	(127)	695
Educ: < College	46%	(702)	33%	(502)	20%	(308)	1512
Educ: Bachelors degree	53%	(233)	31%	(139)	16%	(72)	444
Educ: Post-grad	55%	(135)	33%	(81)	12%	(28)	244

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**Table HRdem2\_1: Do you, or anyone in your household, subscribe to the following?**

*Cable television*

Demographic	Cable subscriber: Yes	Cable subscriber: In past, not now	Cable subscriber: Never subscribed	Total N
Adults	49% (1070)	33% (721)	19% (408)	2200
Income: Under 50k	44% (549)	34% (426)	23% (283)	1258
Income: 50k-100k	53% (347)	32% (210)	15% (102)	659
Income: 100k+	62% (175)	30% (85)	8% (23)	284
Ethnicity: White	47% (817)	33% (576)	19% (329)	1722
Ethnicity: Hispanic	50% (174)	32% (112)	18% (63)	349
Ethnicity: Afr. Am.	54% (148)	29% (80)	17% (46)	274
Ethnicity: Other	52% (105)	32% (65)	16% (34)	204
Relig: Protestant	48% (264)	33% (179)	19% (102)	544
Relig: Roman Catholic	58% (240)	28% (117)	14% (56)	412
Relig: Ath./Agn./None	45% (304)	34% (233)	21% (145)	682
Relig: Something Else	49% (143)	36% (106)	15% (45)	293
Relig: All Christian	51% (623)	31% (382)	18% (219)	1224
Relig: All Non-Christian	46% (447)	35% (339)	19% (189)	976
Community: Urban	52% (270)	33% (174)	15% (76)	520
Community: Suburban	53% (552)	31% (326)	16% (164)	1043
Community: Rural	39% (248)	35% (221)	26% (168)	637
Employ: Private Sector	52% (321)	34% (210)	14% (90)	621
Employ: Government	52% (63)	29% (36)	19% (23)	122
Employ: Self-Employed	43% (86)	37% (73)	21% (42)	201
Employ: Homemaker	41% (58)	42% (59)	17% (24)	140
Employ: Student	54% (61)	27% (30)	19% (22)	113
Employ: Retired	54% (302)	30% (168)	17% (94)	564
Employ: Unemployed	40% (103)	32% (83)	28% (72)	258
Employ: Other	43% (77)	34% (62)	24% (43)	182
Military HH: Yes	50% (188)	34% (128)	17% (63)	379
Military HH: No	48% (882)	33% (593)	19% (346)	1821
RD/WT: Right Direction	47% (369)	34% (270)	19% (146)	785
RD/WT: Wrong Track	50% (701)	32% (451)	19% (263)	1415
Trump Job Approve	48% (398)	34% (283)	19% (156)	837
Trump Job Disapprove	51% (616)	32% (388)	17% (203)	1207

Continued on next page

**Table HRdem2\_1: Do you, or anyone in your household, subscribe to the following?**  
 Cable television

Demographic	Cable subscriber: Yes	Cable subscriber: In past, not now	Cable subscriber: Never subscribed	Total N
Adults	49% (1070)	33% (721)	19% (408)	2200
Trump Job Strongly Approve	48% (223)	33% (153)	19% (90)	467
Trump Job Somewhat Approve	47% (175)	35% (130)	18% (66)	370
Trump Job Somewhat Disapprove	47% (120)	33% (83)	20% (52)	256
Trump Job Strongly Disapprove	52% (496)	32% (305)	16% (150)	951
Favorable of Trump	46% (375)	34% (277)	20% (160)	811
Unfavorable of Trump	51% (613)	33% (399)	16% (188)	1201
Very Favorable of Trump	48% (227)	33% (156)	20% (93)	476
Somewhat Favorable of Trump	44% (148)	36% (121)	20% (66)	335
Somewhat Unfavorable of Trump	43% (93)	37% (79)	20% (42)	215
Very Unfavorable of Trump	53% (520)	32% (320)	15% (146)	986
#1 Issue: Economy	46% (234)	35% (176)	19% (95)	506
#1 Issue: Security	48% (218)	33% (152)	19% (88)	458
#1 Issue: Health Care	53% (207)	34% (133)	14% (53)	392
#1 Issue: Medicare / Social Security	54% (172)	29% (93)	17% (56)	320
#1 Issue: Women's Issues	46% (63)	27% (37)	27% (37)	137
#1 Issue: Education	42% (58)	36% (50)	22% (31)	139
#1 Issue: Energy	50% (61)	30% (37)	20% (24)	123
#1 Issue: Other	45% (56)	35% (44)	20% (24)	124
2018 House Vote: Democrat	55% (429)	32% (247)	14% (108)	785
2018 House Vote: Republican	49% (310)	33% (209)	18% (117)	636
2018 House Vote: Someone else	58% (65)	30% (34)	12% (14)	113
2018 House Vote: Didnt Vote	40% (265)	35% (230)	26% (170)	664
2016 Vote: Hillary Clinton	55% (357)	32% (211)	13% (86)	654
2016 Vote: Donald Trump	50% (324)	33% (212)	17% (108)	644
2016 Vote: Someone else	44% (73)	33% (56)	23% (39)	168
2016 Vote: Didnt Vote	43% (310)	33% (241)	24% (176)	727
Voted in 2014: Yes	53% (682)	32% (415)	15% (189)	1286
Voted in 2014: No	42% (388)	34% (306)	24% (220)	914

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**Table HRdem2\_1: Do you, or anyone in your household, subscribe to the following?**

*Cable television*

<b>Demographic</b>	<b>Cable subscriber: Yes</b>		<b>Cable subscriber: In past, not now</b>		<b>Cable subscriber: Never subscribed</b>		<b>Total N</b>
Adults	49%	(1070)	33%	(721)	19%	(408)	2200
2012 Vote: Barack Obama	54%	(421)	33%	(261)	13%	(102)	784
2012 Vote: Mitt Romney	50%	(264)	33%	(172)	17%	(90)	526
2012 Vote: Other	48%	(36)	35%	(25)	17%	(13)	74
2012 Vote: Didn't Vote	43%	(346)	32%	(262)	25%	(203)	811
4-Region: Northeast	65%	(257)	23%	(89)	12%	(48)	394
4-Region: Midwest	47%	(216)	35%	(160)	19%	(87)	462
4-Region: South	44%	(366)	33%	(276)	22%	(182)	824
4-Region: West	45%	(232)	38%	(197)	17%	(91)	520
Watch TV: Every day	50%	(567)	34%	(388)	16%	(180)	1134
Watch TV: Several times per week	56%	(270)	28%	(135)	16%	(76)	481
Watch TV: About once per week	40%	(54)	43%	(59)	17%	(24)	137
Watch TV: Several times per month	35%	(35)	43%	(43)	22%	(22)	101
Watch TV: Less often than once per month	57%	(61)	22%	(23)	21%	(23)	107
Watch TV: Never	37%	(73)	25%	(50)	38%	(77)	201
Watch Movies: Every day	46%	(183)	36%	(146)	18%	(71)	400
Watch Movies: Several times per week	51%	(271)	31%	(166)	17%	(91)	528
Watch Movies: About once per week	51%	(188)	31%	(114)	17%	(64)	366
Watch Movies: Several times per month	49%	(127)	35%	(91)	16%	(42)	260
Watch Movies: About once per month	44%	(87)	41%	(81)	15%	(31)	199
Watch Movies: Less often than once per month	52%	(117)	32%	(72)	16%	(36)	225
Watch Movies: Never	44%	(97)	23%	(51)	33%	(74)	222
Watch Sports: Every day	68%	(121)	24%	(42)	9%	(16)	179
Watch Sports: Several times per week	59%	(175)	28%	(83)	13%	(39)	297
Watch Sports: About once per week	53%	(142)	32%	(87)	15%	(40)	268
Watch Sports: Several times per month	51%	(99)	36%	(70)	12%	(24)	192
Watch Sports: About once per month	40%	(66)	39%	(64)	21%	(35)	165
Watch Sports: Less often than once per month	46%	(159)	40%	(136)	14%	(49)	344
Watch Sports: Never	41%	(309)	32%	(240)	27%	(206)	755

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**Table HRdem2\_1: Do you, or anyone in your household, subscribe to the following?**  
Cable television

Demographic	Cable subscriber: Yes		Cable subscriber: In past, not now		Cable subscriber: Never subscribed		Total N
Adults	49%	(1070)	33%	(721)	19%	(408)	2200
Cable subscriber: Yes	100%	(1070)	—	(0)	—	(0)	1070
Cable subscriber: In past, not now	—	(0)	100%	(721)	—	(0)	721
Cable subscriber: Never subscribed	—	(0)	—	(0)	100%	(408)	408
Satellite TV Subscriber: Yes	30%	(153)	42%	(214)	27%	(139)	505
Satellite TV Subscriber: In past, not now	47%	(276)	48%	(282)	5%	(30)	588
Satellite TV Subscriber: Never subscribed	58%	(642)	20%	(226)	22%	(239)	1107
Streaming subscriber: Yes	47%	(586)	37%	(455)	16%	(194)	1235
Streaming subscriber: In past, not now	46%	(105)	46%	(105)	8%	(19)	230
Streaming subscriber: Never subscribed	52%	(379)	22%	(161)	27%	(195)	735
Film: An avid fan	52%	(411)	35%	(275)	13%	(104)	790
Film: A casual fan	48%	(530)	34%	(377)	18%	(202)	1108
Film: Not a fan	43%	(129)	23%	(70)	34%	(103)	301
TV: An avid fan	56%	(606)	30%	(329)	14%	(154)	1089
TV: A casual fan	43%	(413)	37%	(352)	20%	(188)	954
TV: Not a fan	32%	(51)	25%	(40)	42%	(66)	157
Music: An avid fan	49%	(553)	36%	(405)	16%	(176)	1134
Music: A casual fan	49%	(469)	31%	(297)	20%	(187)	953
Music: Not a fan	43%	(49)	17%	(19)	40%	(45)	114
Fashion: An avid fan	51%	(160)	31%	(97)	18%	(55)	312
Fashion: A casual fan	49%	(409)	34%	(287)	17%	(144)	840
Fashion: Not a fan	48%	(501)	32%	(338)	20%	(210)	1049
Evangelical	45%	(269)	34%	(203)	21%	(124)	596
Non-Evangelical	50%	(801)	32%	(519)	18%	(284)	1604
Frequent TV watchers	52%	(836)	32%	(523)	16%	(256)	1615
Frequent movie watchers	49%	(454)	34%	(312)	17%	(162)	928

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

**Table HRdem2\_2: Do you, or anyone in your household, subscribe to the following?**  
Satellite television

Demographic	Satellite TV Subscriber:		Satellite TV Subscriber:		Satellite TV Subscriber:		Total N
	Yes		In past, not now		Never subscribed		
Adults	23%	(505)	27%	(588)	50%	(1107)	2200
Gender: Male	22%	(236)	25%	(270)	52%	(556)	1062
Gender: Female	24%	(269)	28%	(318)	48%	(551)	1138
Age: 18-29	26%	(117)	29%	(131)	45%	(202)	449
Age: 30-44	23%	(127)	29%	(163)	48%	(273)	564
Age: 45-54	22%	(66)	29%	(89)	50%	(152)	308
Age: 55-64	19%	(84)	26%	(117)	55%	(242)	443
Age: 65+	25%	(110)	20%	(89)	54%	(237)	436
Generation Z: 18-22	28%	(68)	28%	(68)	44%	(105)	241
Millennial: Age 23-38	23%	(125)	29%	(160)	49%	(269)	555
Generation X: Age 39-54	22%	(117)	29%	(154)	48%	(253)	524
Boomers: Age 55-73	22%	(169)	24%	(185)	54%	(423)	778
PID: Dem (no lean)	24%	(192)	21%	(168)	55%	(434)	795
PID: Ind (no lean)	21%	(154)	30%	(228)	49%	(367)	749
PID: Rep (no lean)	24%	(158)	29%	(193)	46%	(305)	656
PID/Gender: Dem Men	22%	(76)	20%	(72)	58%	(204)	352
PID/Gender: Dem Women	26%	(116)	22%	(96)	52%	(230)	443
PID/Gender: Ind Men	24%	(84)	27%	(95)	50%	(177)	356
PID/Gender: Ind Women	18%	(70)	34%	(133)	48%	(190)	393
PID/Gender: Rep Men	21%	(75)	29%	(103)	49%	(175)	353
PID/Gender: Rep Women	27%	(83)	29%	(89)	43%	(130)	303
Ideo: Liberal (1-3)	23%	(164)	25%	(180)	52%	(378)	722
Ideo: Moderate (4)	23%	(120)	26%	(132)	51%	(261)	513
Ideo: Conservative (5-7)	23%	(162)	29%	(204)	47%	(330)	695
Educ: < College	23%	(350)	28%	(428)	49%	(735)	1512
Educ: Bachelors degree	23%	(101)	22%	(95)	56%	(247)	444
Educ: Post-grad	22%	(54)	27%	(65)	51%	(125)	244

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**Table HRdem2\_2: Do you, or anyone in your household, subscribe to the following?**  
 Satellite television

Demographic	Satellite TV Subscriber:		Satellite TV Subscriber:		Satellite TV Subscriber:		Total N
	Yes		In past, not now		Never subscribed		
Adults	23%	(505)	27%	(588)	50%	(1107)	2200
Income: Under 50k	21%	(269)	28%	(349)	51%	(640)	1258
Income: 50k-100k	25%	(166)	26%	(174)	48%	(319)	659
Income: 100k+	25%	(71)	23%	(65)	52%	(148)	284
Ethnicity: White	22%	(385)	26%	(456)	51%	(881)	1722
Ethnicity: Hispanic	26%	(92)	28%	(97)	46%	(161)	349
Ethnicity: Afr. Am.	28%	(76)	29%	(78)	44%	(120)	274
Ethnicity: Other	22%	(44)	26%	(54)	52%	(106)	204
Relig: Protestant	22%	(118)	29%	(160)	49%	(266)	544
Relig: Roman Catholic	27%	(112)	22%	(89)	51%	(210)	412
Relig: Ath./Agn./None	19%	(129)	24%	(166)	57%	(387)	682
Relig: Something Else	23%	(67)	30%	(89)	47%	(137)	293
Relig: All Christian	25%	(309)	27%	(334)	48%	(582)	1224
Relig: All Non-Christian	20%	(196)	26%	(255)	54%	(525)	976
Community: Urban	21%	(110)	26%	(135)	53%	(275)	520
Community: Suburban	20%	(212)	24%	(251)	56%	(579)	1043
Community: Rural	29%	(183)	32%	(203)	40%	(252)	637
Employ: Private Sector	23%	(144)	25%	(156)	52%	(321)	621
Employ: Government	28%	(34)	21%	(25)	51%	(62)	122
Employ: Self-Employed	17%	(35)	38%	(76)	45%	(89)	201
Employ: Homemaker	18%	(25)	35%	(48)	48%	(66)	140
Employ: Student	36%	(41)	29%	(32)	35%	(40)	113
Employ: Retired	25%	(141)	22%	(125)	53%	(298)	564
Employ: Unemployed	19%	(49)	29%	(75)	52%	(134)	258
Employ: Other	21%	(38)	27%	(49)	52%	(95)	182
Military HH: Yes	24%	(90)	28%	(108)	48%	(182)	379
Military HH: No	23%	(415)	26%	(481)	51%	(925)	1821
RD/WT: Right Direction	25%	(200)	28%	(221)	46%	(365)	785
RD/WT: Wrong Track	22%	(305)	26%	(367)	52%	(742)	1415
Trump Job Approve	26%	(216)	29%	(247)	45%	(375)	837
Trump Job Disapprove	21%	(259)	24%	(294)	54%	(654)	1207

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**Table HRdem2\_2:** Do you, or anyone in your household, subscribe to the following?

Satellite television

Demographic	Satellite TV Subscriber: Yes		Satellite TV Subscriber: In past, not now		Satellite TV Subscriber: Never subscribed		Total N
Adults	23%	(505)	27%	(588)	50%	(1107)	2200
Trump Job Strongly Approve	26%	(123)	31%	(144)	43%	(199)	467
Trump Job Somewhat Approve	25%	(92)	28%	(102)	47%	(175)	370
Trump Job Somewhat Disapprove	24%	(63)	28%	(71)	48%	(123)	256
Trump Job Strongly Disapprove	21%	(196)	24%	(224)	56%	(531)	951
Favorable of Trump	27%	(221)	29%	(237)	44%	(354)	811
Unfavorable of Trump	21%	(247)	25%	(300)	54%	(654)	1201
Very Favorable of Trump	28%	(132)	30%	(143)	42%	(200)	476
Somewhat Favorable of Trump	26%	(88)	28%	(93)	46%	(154)	335
Somewhat Unfavorable of Trump	24%	(52)	29%	(61)	47%	(102)	215
Very Unfavorable of Trump	20%	(195)	24%	(239)	56%	(552)	986
#1 Issue: Economy	17%	(86)	26%	(134)	57%	(286)	506
#1 Issue: Security	29%	(132)	31%	(140)	41%	(186)	458
#1 Issue: Health Care	23%	(89)	22%	(86)	55%	(217)	392
#1 Issue: Medicare / Social Security	24%	(76)	21%	(69)	55%	(175)	320
#1 Issue: Women's Issues	20%	(28)	29%	(39)	51%	(70)	137
#1 Issue: Education	27%	(38)	30%	(42)	43%	(59)	139
#1 Issue: Energy	20%	(25)	32%	(39)	48%	(59)	123
#1 Issue: Other	25%	(30)	32%	(39)	44%	(54)	124
2018 House Vote: Democrat	22%	(174)	21%	(164)	57%	(446)	785
2018 House Vote: Republican	26%	(164)	29%	(185)	45%	(286)	636
2018 House Vote: Someone else	19%	(22)	35%	(40)	45%	(52)	113
2018 House Vote: Didnt Vote	22%	(144)	30%	(199)	48%	(322)	664
2016 Vote: Hillary Clinton	21%	(140)	21%	(136)	58%	(379)	654
2016 Vote: Donald Trump	25%	(159)	29%	(185)	47%	(300)	644
2016 Vote: Someone else	17%	(29)	29%	(48)	54%	(91)	168
2016 Vote: Didnt Vote	24%	(176)	30%	(216)	46%	(335)	727
Voted in 2014: Yes	22%	(277)	25%	(321)	53%	(687)	1286
Voted in 2014: No	25%	(228)	29%	(267)	46%	(419)	914

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**Table HRdem2\_2: Do you, or anyone in your household, subscribe to the following?**  
*Satellite television*

<b>Demographic</b>	<b>Satellite TV Subscriber: Yes</b>		<b>Satellite TV Subscriber: In past, not now</b>		<b>Satellite TV Subscriber: Never subscribed</b>		<b>Total N</b>
Adults	23%	(505)	27%	(588)	50%	(1107)	2200
2012 Vote: Barack Obama	20%	(159)	22%	(176)	57%	(449)	784
2012 Vote: Mitt Romney	24%	(126)	27%	(141)	49%	(259)	526
2012 Vote: Other	17%	(13)	30%	(22)	52%	(38)	74
2012 Vote: Didn't Vote	25%	(206)	30%	(246)	44%	(359)	811
4-Region: Northeast	18%	(73)	20%	(78)	62%	(243)	394
4-Region: Midwest	21%	(99)	25%	(116)	53%	(247)	462
4-Region: South	25%	(207)	30%	(244)	45%	(373)	824
4-Region: West	24%	(126)	29%	(150)	47%	(244)	520
Watch TV: Every day	25%	(289)	27%	(306)	48%	(539)	1134
Watch TV: Several times per week	23%	(110)	26%	(126)	51%	(244)	481
Watch TV: About once per week	17%	(23)	31%	(42)	52%	(71)	137
Watch TV: Several times per month	26%	(26)	32%	(32)	42%	(42)	101
Watch TV: Less often than once per month	17%	(18)	24%	(26)	58%	(62)	107
Watch TV: Never	15%	(30)	23%	(47)	62%	(124)	201
Watch Movies: Every day	24%	(96)	33%	(133)	43%	(171)	400
Watch Movies: Several times per week	23%	(121)	28%	(146)	50%	(262)	528
Watch Movies: About once per week	26%	(94)	24%	(87)	51%	(185)	366
Watch Movies: Several times per month	24%	(63)	24%	(63)	51%	(134)	260
Watch Movies: About once per month	19%	(37)	32%	(63)	49%	(98)	199
Watch Movies: Less often than once per month	21%	(48)	25%	(57)	53%	(120)	225
Watch Movies: Never	21%	(46)	18%	(39)	62%	(136)	222
Watch Sports: Every day	36%	(64)	22%	(40)	42%	(75)	179
Watch Sports: Several times per week	26%	(76)	27%	(80)	47%	(141)	297
Watch Sports: About once per week	21%	(55)	32%	(87)	47%	(126)	268
Watch Sports: Several times per month	25%	(48)	27%	(51)	48%	(93)	192
Watch Sports: About once per month	29%	(48)	31%	(50)	40%	(67)	165
Watch Sports: Less often than once per month	20%	(68)	27%	(92)	54%	(184)	344
Watch Sports: Never	19%	(146)	25%	(189)	56%	(420)	755

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**Table HRdem2\_2: Do you, or anyone in your household, subscribe to the following?**

*Satellite television*

<b>Demographic</b>	<b>Satellite TV Subscriber: Yes</b>		<b>Satellite TV Subscriber: In past, not now</b>		<b>Satellite TV Subscriber: Never subscribed</b>		<b>Total N</b>
Adults	23%	(505)	27%	(588)	50%	(1107)	2200
Cable subscriber: Yes	14%	(153)	26%	(276)	60%	(642)	1070
Cable subscriber: In past, not now	30%	(214)	39%	(282)	31%	(226)	721
Cable subscriber: Never subscribed	34%	(139)	7%	(30)	59%	(239)	408
Satellite TV Subscriber: Yes	100%	(505)	—	(0)	—	(0)	505
Satellite TV Subscriber: In past, not now	—	(0)	100%	(588)	—	(0)	588
Satellite TV Subscriber: Never subscribed	—	(0)	—	(0)	100%	(1107)	1107
Streaming subscriber: Yes	25%	(306)	30%	(371)	45%	(557)	1235
Streaming subscriber: In past, not now	17%	(38)	43%	(98)	40%	(93)	230
Streaming subscriber: Never subscribed	22%	(160)	16%	(119)	62%	(456)	735
Film: An avid fan	25%	(198)	29%	(226)	46%	(366)	790
Film: A casual fan	22%	(242)	27%	(295)	52%	(571)	1108
Film: Not a fan	22%	(65)	22%	(67)	56%	(170)	301
TV: An avid fan	25%	(277)	27%	(292)	48%	(520)	1089
TV: A casual fan	22%	(209)	27%	(262)	51%	(483)	954
TV: Not a fan	12%	(19)	22%	(35)	66%	(104)	157
Music: An avid fan	24%	(274)	31%	(349)	45%	(511)	1134
Music: A casual fan	22%	(210)	24%	(224)	54%	(518)	953
Music: Not a fan	19%	(21)	13%	(15)	68%	(77)	114
Fashion: An avid fan	31%	(98)	30%	(94)	38%	(120)	312
Fashion: A casual fan	25%	(211)	29%	(246)	46%	(383)	840
Fashion: Not a fan	19%	(196)	24%	(249)	58%	(604)	1049
Evangelical	26%	(156)	30%	(179)	44%	(262)	596
Non-Evangelical	22%	(349)	26%	(410)	53%	(845)	1604
Frequent TV watchers	25%	(399)	27%	(432)	49%	(783)	1615
Frequent movie watchers	23%	(216)	30%	(278)	47%	(433)	928

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

**Table HRdem2\_3:** Do you, or anyone in your household, subscribe to the following?  
Streaming service(s)

Demographic	Streaming subscriber: Yes		Streaming subscriber: In past, not now		Streaming subscriber: Never subscribed		Total N
Adults	56%	(1235)	10%	(230)	33%	(735)	2200
Gender: Male	54%	(574)	12%	(131)	34%	(357)	1062
Gender: Female	58%	(661)	9%	(99)	33%	(378)	1138
Age: 18-29	64%	(288)	14%	(61)	22%	(100)	449
Age: 30-44	71%	(402)	11%	(61)	18%	(101)	564
Age: 45-54	53%	(164)	14%	(44)	33%	(100)	308
Age: 55-64	51%	(225)	9%	(38)	41%	(181)	443
Age: 65+	36%	(157)	6%	(26)	58%	(253)	436
Generation Z: 18-22	60%	(145)	17%	(40)	23%	(56)	241
Millennial: Age 23-38	72%	(402)	11%	(60)	17%	(93)	555
Generation X: Age 39-54	58%	(305)	12%	(65)	29%	(154)	524
Boomers: Age 55-73	45%	(352)	8%	(60)	47%	(366)	778
PID: Dem (no lean)	58%	(458)	8%	(66)	34%	(271)	795
PID: Ind (no lean)	57%	(425)	12%	(93)	31%	(232)	749
PID: Rep (no lean)	54%	(352)	11%	(70)	36%	(233)	656
PID/Gender: Dem Men	54%	(192)	10%	(36)	35%	(124)	352
PID/Gender: Dem Women	60%	(266)	7%	(30)	33%	(146)	443
PID/Gender: Ind Men	53%	(190)	15%	(53)	32%	(114)	356
PID/Gender: Ind Women	60%	(235)	10%	(40)	30%	(118)	393
PID/Gender: Rep Men	55%	(192)	12%	(42)	34%	(119)	353
PID/Gender: Rep Women	53%	(160)	9%	(29)	38%	(114)	303
Ideo: Liberal (1-3)	63%	(457)	10%	(69)	27%	(196)	722
Ideo: Moderate (4)	56%	(286)	10%	(51)	34%	(176)	513
Ideo: Conservative (5-7)	53%	(367)	10%	(67)	38%	(262)	695
Educ: < College	52%	(792)	12%	(189)	35%	(531)	1512
Educ: Bachelors degree	63%	(281)	6%	(26)	31%	(136)	444
Educ: Post-grad	66%	(161)	6%	(15)	28%	(68)	244

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**Table HRdem2\_3: Do you, or anyone in your household, subscribe to the following?  
Streaming service(s)**

<b>Demographic</b>	<b>Streaming subscriber: Yes</b>		<b>Streaming subscriber: In past, not now</b>		<b>Streaming subscriber: Never subscribed</b>		<b>Total N</b>
Adults	56%	(1235)	10%	(230)	33%	(735)	2200
Income: Under 50k	50%	(626)	13%	(162)	37%	(470)	1258
Income: 50k-100k	60%	(396)	8%	(52)	32%	(211)	659
Income: 100k+	75%	(213)	6%	(16)	19%	(55)	284
Ethnicity: White	57%	(986)	9%	(149)	34%	(586)	1722
Ethnicity: Hispanic	58%	(201)	18%	(63)	24%	(85)	349
Ethnicity: Afr. Am.	47%	(129)	20%	(55)	33%	(90)	274
Ethnicity: Other	59%	(119)	12%	(25)	29%	(59)	204
Relig: Protestant	52%	(285)	9%	(51)	38%	(208)	544
Relig: Roman Catholic	53%	(216)	8%	(34)	39%	(162)	412
Relig: Ath./Agn./None	59%	(400)	11%	(78)	30%	(205)	682
Relig: Something Else	58%	(171)	11%	(31)	31%	(91)	293
Relig: All Christian	54%	(664)	10%	(121)	36%	(440)	1224
Relig: All Non-Christian	59%	(571)	11%	(109)	30%	(296)	976
Community: Urban	57%	(298)	11%	(59)	31%	(164)	520
Community: Suburban	57%	(595)	9%	(94)	34%	(354)	1043
Community: Rural	54%	(343)	12%	(77)	34%	(218)	637
Employ: Private Sector	68%	(425)	6%	(38)	25%	(158)	621
Employ: Government	70%	(85)	8%	(10)	22%	(27)	122
Employ: Self-Employed	56%	(112)	18%	(36)	26%	(53)	201
Employ: Homemaker	71%	(99)	12%	(17)	17%	(23)	140
Employ: Student	65%	(73)	22%	(25)	13%	(15)	113
Employ: Retired	42%	(235)	9%	(53)	49%	(275)	564
Employ: Unemployed	44%	(113)	13%	(33)	44%	(113)	258
Employ: Other	51%	(93)	9%	(17)	39%	(72)	182
Military HH: Yes	60%	(227)	10%	(39)	30%	(114)	379
Military HH: No	55%	(1008)	10%	(191)	34%	(622)	1821
RD/WT: Right Direction	54%	(423)	12%	(91)	34%	(271)	785
RD/WT: Wrong Track	57%	(812)	10%	(138)	33%	(465)	1415
Trump Job Approve	56%	(468)	11%	(92)	33%	(278)	837
Trump Job Disapprove	57%	(685)	10%	(115)	34%	(408)	1207

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**Table HRdem2\_3:** Do you, or anyone in your household, subscribe to the following?  
 Streaming service(s)

Demographic	Streaming subscriber: Yes	Streaming subscriber: In past, not now	Streaming subscriber: Never subscribed	Total N
Adults	56% (1235)	10% (230)	33% (735)	2200
Trump Job Strongly Approve	51% (236)	13% (62)	36% (168)	467
Trump Job Somewhat Approve	62% (231)	8% (30)	30% (110)	370
Trump Job Somewhat Disapprove	52% (132)	13% (33)	35% (90)	256
Trump Job Strongly Disapprove	58% (552)	9% (81)	33% (318)	951
Favorable of Trump	56% (452)	10% (84)	34% (276)	811
Unfavorable of Trump	58% (695)	10% (119)	32% (387)	1201
Very Favorable of Trump	53% (250)	11% (53)	36% (173)	476
Somewhat Favorable of Trump	60% (202)	9% (31)	31% (103)	335
Somewhat Unfavorable of Trump	53% (114)	15% (31)	32% (69)	215
Very Unfavorable of Trump	59% (581)	9% (87)	32% (318)	986
#1 Issue: Economy	60% (303)	9% (43)	31% (159)	506
#1 Issue: Security	51% (235)	13% (58)	36% (165)	458
#1 Issue: Health Care	59% (233)	11% (43)	30% (116)	392
#1 Issue: Medicare / Social Security	39% (125)	10% (32)	51% (162)	320
#1 Issue: Women's Issues	71% (97)	5% (7)	24% (34)	137
#1 Issue: Education	72% (100)	16% (22)	12% (17)	139
#1 Issue: Energy	65% (80)	8% (10)	27% (33)	123
#1 Issue: Other	49% (60)	12% (15)	40% (49)	124
2018 House Vote: Democrat	59% (465)	7% (55)	34% (264)	785
2018 House Vote: Republican	54% (346)	10% (66)	35% (224)	636
2018 House Vote: Someone else	64% (72)	5% (6)	31% (35)	113
2018 House Vote: Didnt Vote	53% (351)	15% (102)	32% (212)	664
2016 Vote: Hillary Clinton	59% (386)	6% (40)	35% (229)	654
2016 Vote: Donald Trump	55% (352)	10% (63)	35% (229)	644
2016 Vote: Someone else	62% (104)	11% (19)	27% (45)	168
2016 Vote: Didnt Vote	53% (389)	15% (106)	32% (232)	727
Voted in 2014: Yes	57% (730)	9% (114)	34% (442)	1286
Voted in 2014: No	55% (505)	13% (115)	32% (294)	914

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**Table HRdem2\_3: Do you, or anyone in your household, subscribe to the following?  
Streaming service(s)**

<b>Demographic</b>	<b>Streaming subscriber: Yes</b>		<b>Streaming subscriber: In past, not now</b>		<b>Streaming subscriber: Never subscribed</b>		<b>Total N</b>
Adults	56%	(1235)	10%	(230)	33%	(735)	2200
2012 Vote: Barack Obama	60%	(470)	9%	(68)	31%	(246)	784
2012 Vote: Mitt Romney	53%	(280)	9%	(45)	38%	(201)	526
2012 Vote: Other	54%	(40)	10%	(8)	36%	(26)	74
2012 Vote: Didn't Vote	55%	(443)	13%	(108)	32%	(260)	811
4-Region: Northeast	54%	(214)	8%	(31)	38%	(148)	394
4-Region: Midwest	55%	(256)	8%	(37)	37%	(169)	462
4-Region: South	57%	(466)	13%	(103)	31%	(255)	824
4-Region: West	58%	(299)	11%	(58)	31%	(163)	520
Watch TV: Every day	61%	(694)	8%	(95)	30%	(345)	1134
Watch TV: Several times per week	65%	(311)	7%	(35)	28%	(135)	481
Watch TV: About once per week	53%	(73)	17%	(24)	29%	(40)	137
Watch TV: Several times per month	59%	(60)	10%	(10)	31%	(31)	101
Watch TV: Less often than once per month	37%	(39)	18%	(20)	45%	(48)	107
Watch TV: Never	19%	(37)	17%	(34)	65%	(130)	201
Watch Movies: Every day	74%	(295)	10%	(40)	16%	(64)	400
Watch Movies: Several times per week	66%	(351)	8%	(41)	26%	(136)	528
Watch Movies: About once per week	66%	(241)	9%	(31)	26%	(94)	366
Watch Movies: Several times per month	54%	(142)	12%	(30)	34%	(88)	260
Watch Movies: About once per month	46%	(92)	19%	(38)	35%	(69)	199
Watch Movies: Less often than once per month	36%	(82)	12%	(26)	52%	(118)	225
Watch Movies: Never	15%	(33)	10%	(22)	75%	(167)	222
Watch Sports: Every day	62%	(112)	13%	(23)	25%	(44)	179
Watch Sports: Several times per week	61%	(180)	10%	(29)	29%	(88)	297
Watch Sports: About once per week	61%	(163)	10%	(27)	29%	(78)	268
Watch Sports: Several times per month	62%	(119)	11%	(21)	27%	(52)	192
Watch Sports: About once per month	60%	(99)	10%	(16)	30%	(50)	165
Watch Sports: Less often than once per month	59%	(204)	8%	(28)	33%	(112)	344
Watch Sports: Never	47%	(358)	11%	(86)	41%	(311)	755

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**Table HRdem2\_3:** Do you, or anyone in your household, subscribe to the following?  
Streaming service(s)

Demographic	Streaming subscriber: Yes		Streaming subscriber: In past, not now		Streaming subscriber: Never subscribed		Total N
Adults	56%	(1235)	10%	(230)	33%	(735)	2200
Cable subscriber: Yes	55%	(586)	10%	(105)	35%	(379)	1070
Cable subscriber: In past, not now	63%	(455)	15%	(105)	22%	(161)	721
Cable subscriber: Never subscribed	47%	(194)	5%	(19)	48%	(195)	408
Satellite TV Subscriber: Yes	61%	(306)	8%	(38)	32%	(160)	505
Satellite TV Subscriber: In past, not now	63%	(371)	17%	(98)	20%	(119)	588
Satellite TV Subscriber: Never subscribed	50%	(557)	8%	(93)	41%	(456)	1107
Streaming subscriber: Yes	100%	(1235)	—	(0)	—	(0)	1235
Streaming subscriber: In past, not now	—	(0)	100%	(230)	—	(0)	230
Streaming subscriber: Never subscribed	—	(0)	—	(0)	100%	(735)	735
Film: An avid fan	70%	(556)	10%	(79)	20%	(154)	790
Film: A casual fan	53%	(582)	11%	(125)	36%	(402)	1108
Film: Not a fan	32%	(97)	8%	(25)	60%	(179)	301
TV: An avid fan	61%	(667)	8%	(90)	30%	(332)	1089
TV: A casual fan	54%	(512)	13%	(119)	34%	(322)	954
TV: Not a fan	36%	(56)	13%	(20)	52%	(81)	157
Music: An avid fan	64%	(721)	12%	(140)	24%	(273)	1134
Music: A casual fan	50%	(480)	9%	(81)	41%	(391)	953
Music: Not a fan	30%	(34)	7%	(8)	63%	(71)	114
Fashion: An avid fan	66%	(206)	12%	(37)	22%	(68)	312
Fashion: A casual fan	61%	(512)	11%	(91)	28%	(237)	840
Fashion: Not a fan	49%	(517)	10%	(102)	41%	(430)	1049
Evangelical	57%	(341)	12%	(71)	31%	(184)	596
Non-Evangelical	56%	(894)	10%	(159)	34%	(551)	1604
Frequent TV watchers	62%	(1005)	8%	(130)	30%	(480)	1615
Frequent movie watchers	70%	(646)	9%	(81)	22%	(200)	928

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

**Table HRdem3\_1:** *In general, what kind of fan do you consider yourself of the following?*

Demographic	Film: An avid fan	Film: A casual fan	Film: Not a fan	Total N
Adults	36% (790)	50% (1108)	14% (301)	2200
Gender: Male	40% (426)	47% (501)	13% (136)	1062
Gender: Female	32% (364)	53% (608)	15% (166)	1138
Age: 18-29	41% (183)	44% (197)	15% (69)	449
Age: 30-44	43% (243)	46% (261)	10% (59)	564
Age: 45-54	36% (111)	51% (156)	13% (41)	308
Age: 55-64	32% (141)	57% (255)	11% (48)	443
Age: 65+	25% (111)	55% (239)	20% (86)	436
Generation Z: 18-22	42% (100)	42% (102)	16% (39)	241
Millennial: Age 23-38	42% (236)	46% (257)	11% (62)	555
Generation X: Age 39-54	39% (202)	49% (255)	13% (67)	524
Boomers: Age 55-73	30% (234)	56% (437)	14% (107)	778
PID: Dem (no lean)	37% (294)	51% (409)	12% (92)	795
PID: Ind (no lean)	36% (272)	50% (373)	14% (104)	749
PID: Rep (no lean)	34% (224)	50% (326)	16% (106)	656
PID/Gender: Dem Men	40% (140)	48% (171)	12% (41)	352
PID/Gender: Dem Women	35% (154)	54% (238)	11% (51)	443
PID/Gender: Ind Men	40% (142)	48% (173)	12% (42)	356
PID/Gender: Ind Women	33% (130)	51% (201)	16% (61)	393
PID/Gender: Rep Men	41% (144)	45% (157)	15% (52)	353
PID/Gender: Rep Women	26% (80)	56% (169)	18% (53)	303
Ideo: Liberal (1-3)	39% (282)	51% (368)	10% (72)	722
Ideo: Moderate (4)	37% (191)	50% (259)	12% (64)	513
Ideo: Conservative (5-7)	32% (224)	52% (365)	15% (106)	695
Educ: < College	36% (540)	50% (750)	15% (222)	1512
Educ: Bachelors degree	37% (163)	51% (227)	12% (54)	444
Educ: Post-grad	36% (87)	54% (132)	10% (25)	244

Continued on next page



**Table HRdem3\_1: In general, what kind of fan do you consider yourself of the following?**

*Film*

Demographic	Film: An avid fan	Film: A casual fan	Film: Not a fan	Total N
Adults	36% (790)	50% (1108)	14% (301)	2200
Income: Under 50k	37% (459)	48% (602)	16% (196)	1258
Income: 50k-100k	35% (232)	54% (353)	11% (74)	659
Income: 100k+	35% (99)	54% (154)	11% (31)	284
Ethnicity: White	35% (599)	51% (886)	14% (237)	1722
Ethnicity: Hispanic	47% (164)	41% (142)	12% (43)	349
Ethnicity: Afr. Am.	39% (108)	49% (135)	11% (31)	274
Ethnicity: Other	41% (83)	43% (88)	16% (34)	204
Relig: Protestant	31% (168)	55% (297)	15% (79)	544
Relig: Roman Catholic	41% (169)	50% (206)	9% (36)	412
Relig: Ath./Agn./None	35% (237)	49% (333)	17% (113)	682
Relig: Something Else	37% (108)	50% (147)	13% (39)	293
Relig: All Christian	36% (446)	51% (629)	12% (150)	1224
Relig: All Non-Christian	35% (344)	49% (480)	16% (152)	976
Community: Urban	38% (198)	51% (266)	11% (56)	520
Community: Suburban	37% (388)	51% (528)	12% (127)	1043
Community: Rural	32% (204)	49% (315)	19% (118)	637
Employ: Private Sector	39% (241)	50% (309)	11% (70)	621
Employ: Government	39% (48)	52% (63)	9% (11)	122
Employ: Self-Employed	37% (74)	47% (95)	16% (32)	201
Employ: Homemaker	39% (54)	55% (77)	7% (9)	140
Employ: Student	44% (50)	47% (54)	8% (9)	113
Employ: Retired	28% (156)	56% (316)	16% (92)	564
Employ: Unemployed	35% (91)	42% (109)	22% (58)	258
Employ: Other	42% (76)	47% (85)	11% (21)	182
Military HH: Yes	36% (136)	53% (200)	12% (44)	379
Military HH: No	36% (654)	50% (909)	14% (258)	1821
RD/WT: Right Direction	34% (268)	50% (394)	16% (123)	785
RD/WT: Wrong Track	37% (522)	51% (715)	13% (178)	1415
Trump Job Approve	36% (299)	49% (410)	15% (129)	837
Trump Job Disapprove	37% (447)	52% (626)	11% (134)	1207

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**Table HRdem3\_1: In general, what kind of fan do you consider yourself of the following?**

*Film*

Demographic	Film: An avid fan	Film: A casual fan	Film: Not a fan	Total N
Adults	36% (790)	50% (1108)	14% (301)	2200
Trump Job Strongly Approve	34% (158)	49% (231)	17% (78)	467
Trump Job Somewhat Approve	38% (141)	48% (179)	14% (50)	370
Trump Job Somewhat Disapprove	31% (79)	56% (144)	13% (33)	256
Trump Job Strongly Disapprove	39% (369)	51% (482)	11% (101)	951
Favorable of Trump	35% (285)	48% (392)	17% (134)	811
Unfavorable of Trump	37% (442)	53% (631)	11% (127)	1201
Very Favorable of Trump	35% (167)	48% (227)	17% (82)	476
Somewhat Favorable of Trump	35% (119)	49% (164)	16% (53)	335
Somewhat Unfavorable of Trump	36% (77)	52% (113)	12% (26)	215
Very Unfavorable of Trump	37% (366)	53% (519)	10% (101)	986
#1 Issue: Economy	36% (180)	52% (262)	12% (63)	506
#1 Issue: Security	32% (145)	50% (229)	18% (85)	458
#1 Issue: Health Care	45% (178)	46% (180)	9% (35)	392
#1 Issue: Medicare / Social Security	31% (99)	55% (176)	14% (45)	320
#1 Issue: Women's Issues	46% (63)	36% (49)	18% (25)	137
#1 Issue: Education	34% (47)	49% (67)	18% (25)	139
#1 Issue: Energy	38% (46)	55% (68)	7% (9)	123
#1 Issue: Other	26% (32)	61% (76)	12% (15)	124
2018 House Vote: Democrat	36% (286)	54% (424)	10% (75)	785
2018 House Vote: Republican	32% (206)	51% (323)	17% (106)	636
2018 House Vote: Someone else	39% (44)	46% (52)	15% (17)	113
2018 House Vote: Didnt Vote	38% (254)	46% (308)	15% (102)	664
2016 Vote: Hillary Clinton	36% (233)	55% (362)	9% (59)	654
2016 Vote: Donald Trump	33% (214)	51% (331)	15% (99)	644
2016 Vote: Someone else	32% (54)	54% (91)	13% (23)	168
2016 Vote: Didnt Vote	39% (286)	44% (321)	17% (120)	727
Voted in 2014: Yes	35% (451)	53% (684)	12% (150)	1286
Voted in 2014: No	37% (339)	46% (424)	17% (151)	914

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**Table HRdem3\_1: In general, what kind of fan do you consider yourself of the following?**  
 Film

Demographic	Film: An avid fan	Film: A casual fan	Film: Not a fan	Total N
Adults	36% (790)	50% (1108)	14% (301)	2200
2012 Vote: Barack Obama	40% (311)	52% (408)	8% (64)	784
2012 Vote: Mitt Romney	30% (157)	55% (287)	16% (82)	526
2012 Vote: Other	37% (27)	53% (39)	10% (8)	74
2012 Vote: Didn't Vote	36% (292)	46% (371)	18% (148)	811
4-Region: Northeast	36% (141)	50% (199)	14% (53)	394
4-Region: Midwest	33% (151)	53% (246)	14% (65)	462
4-Region: South	36% (301)	49% (402)	15% (121)	824
4-Region: West	38% (197)	50% (261)	12% (62)	520
Watch TV: Every day	40% (453)	50% (568)	10% (114)	1134
Watch TV: Several times per week	40% (191)	52% (250)	8% (39)	481
Watch TV: About once per week	24% (33)	58% (79)	18% (25)	137
Watch TV: Several times per month	31% (32)	58% (58)	11% (11)	101
Watch TV: Less often than once per month	23% (24)	57% (61)	20% (21)	107
Watch TV: Never	21% (43)	36% (73)	42% (85)	201
Watch Movies: Every day	65% (262)	28% (111)	7% (27)	400
Watch Movies: Several times per week	46% (242)	50% (264)	4% (21)	528
Watch Movies: About once per week	31% (112)	58% (214)	11% (41)	366
Watch Movies: Several times per month	32% (83)	58% (152)	10% (26)	260
Watch Movies: About once per month	21% (42)	64% (127)	15% (30)	199
Watch Movies: Less often than once per month	10% (22)	68% (154)	22% (49)	225
Watch Movies: Never	12% (27)	39% (87)	49% (108)	222
Watch Sports: Every day	52% (93)	39% (69)	9% (16)	179
Watch Sports: Several times per week	41% (123)	51% (152)	8% (22)	297
Watch Sports: About once per week	37% (100)	52% (140)	11% (28)	268
Watch Sports: Several times per month	41% (78)	48% (92)	11% (22)	192
Watch Sports: About once per month	37% (60)	49% (81)	14% (24)	165
Watch Sports: Less often than once per month	36% (123)	55% (188)	9% (33)	344
Watch Sports: Never	28% (213)	51% (386)	21% (156)	755
Cable subscriber: Yes	38% (411)	50% (530)	12% (129)	1070
Cable subscriber: In past, not now	38% (275)	52% (377)	10% (70)	721
Cable subscriber: Never subscribed	25% (104)	49% (202)	25% (103)	408

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**Table HRdem3\_1: In general, what kind of fan do you consider yourself of the following?**

Demographic	Film: An avid fan	Film: A casual fan	Film: Not a fan	Total N
Adults	36% (790)	50% (1108)	14% (301)	2200
Satellite TV Subscriber: Yes	39% (198)	48% (242)	13% (65)	505
Satellite TV Subscriber: In past, not now	39% (226)	50% (295)	11% (67)	588
Satellite TV Subscriber: Never subscribed	33% (366)	52% (571)	15% (170)	1107
Streaming subscriber: Yes	45% (556)	47% (582)	8% (97)	1235
Streaming subscriber: In past, not now	35% (79)	54% (125)	11% (25)	230
Streaming subscriber: Never subscribed	21% (154)	55% (402)	24% (179)	735
Film: An avid fan	100% (790)	— (0)	— (0)	790
Film: A casual fan	— (0)	100% (1108)	— (0)	1108
Film: Not a fan	— (0)	— (0)	100% (301)	301
TV: An avid fan	56% (606)	37% (406)	7% (76)	1089
TV: A casual fan	17% (163)	68% (653)	14% (138)	954
TV: Not a fan	13% (21)	31% (49)	55% (87)	157
Music: An avid fan	51% (582)	39% (443)	10% (108)	1134
Music: A casual fan	21% (199)	66% (627)	13% (127)	953
Music: Not a fan	8% (9)	34% (39)	58% (66)	114
Fashion: An avid fan	64% (199)	26% (82)	10% (30)	312
Fashion: A casual fan	36% (305)	57% (482)	6% (53)	840
Fashion: Not a fan	27% (286)	52% (544)	21% (218)	1049
Evangelical	40% (240)	47% (280)	13% (76)	596
Non-Evangelical	34% (550)	52% (828)	14% (226)	1604
Frequent TV watchers	40% (644)	51% (818)	9% (153)	1615
Frequent movie watchers	54% (504)	40% (375)	5% (48)	928

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

**Table HRdem3\_2:** *In general, what kind of fan do you consider yourself of the following?*  
 Television

Demographic	TV: An avid fan	TV: A casual fan	TV: Not a fan	Total N
Adults	49% (1089)	43% (954)	7% (157)	2200
Gender: Male	49% (516)	44% (463)	8% (83)	1062
Gender: Female	50% (573)	43% (491)	7% (74)	1138
Age: 18-29	39% (173)	50% (223)	12% (53)	449
Age: 30-44	52% (294)	40% (226)	8% (43)	564
Age: 45-54	51% (156)	43% (133)	6% (19)	308
Age: 55-64	52% (232)	42% (186)	6% (25)	443
Age: 65+	53% (233)	43% (186)	4% (17)	436
Generation Z: 18-22	36% (87)	50% (120)	14% (34)	241
Millennial: Age 23-38	47% (262)	45% (249)	8% (44)	555
Generation X: Age 39-54	52% (275)	41% (213)	7% (37)	524
Boomers: Age 55-73	53% (414)	42% (326)	5% (38)	778
PID: Dem (no lean)	54% (429)	41% (330)	5% (36)	795
PID: Ind (no lean)	43% (326)	47% (349)	10% (74)	749
PID: Rep (no lean)	51% (334)	42% (275)	7% (47)	656
PID/Gender: Dem Men	53% (187)	41% (144)	6% (21)	352
PID/Gender: Dem Women	55% (242)	42% (186)	3% (15)	443
PID/Gender: Ind Men	42% (149)	47% (167)	11% (40)	356
PID/Gender: Ind Women	45% (177)	46% (182)	9% (34)	393
PID/Gender: Rep Men	51% (179)	43% (151)	6% (23)	353
PID/Gender: Rep Women	51% (155)	41% (123)	8% (25)	303
Ideo: Liberal (1-3)	52% (375)	43% (310)	5% (37)	722
Ideo: Moderate (4)	49% (252)	47% (240)	4% (22)	513
Ideo: Conservative (5-7)	49% (338)	44% (303)	8% (55)	695
Educ: < College	51% (768)	42% (639)	7% (106)	1512
Educ: Bachelors degree	49% (218)	44% (194)	7% (33)	444
Educ: Post-grad	43% (104)	50% (122)	8% (19)	244

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**Table HRdem3\_2: In general, what kind of fan do you consider yourself of the following?**

Television

Demographic	TV: An avid fan	TV: A casual fan	TV: Not a fan	Total N
Adults	49% (1089)	43% (954)	7% (157)	2200
Income: Under 50k	49% (621)	42% (533)	8% (104)	1258
Income: 50k-100k	52% (345)	42% (279)	5% (35)	659
Income: 100k+	43% (123)	50% (142)	7% (19)	284
Ethnicity: White	50% (861)	43% (740)	7% (121)	1722
Ethnicity: Hispanic	47% (165)	41% (142)	12% (42)	349
Ethnicity: Afr. Am.	54% (148)	42% (115)	4% (12)	274
Ethnicity: Other	39% (80)	49% (99)	12% (25)	204
Relig: Protestant	52% (281)	43% (232)	6% (31)	544
Relig: Roman Catholic	57% (237)	38% (156)	5% (19)	412
Relig: Ath./Agn./None	44% (297)	47% (321)	9% (65)	682
Relig: Something Else	47% (138)	45% (133)	8% (23)	293
Relig: All Christian	53% (654)	41% (500)	6% (70)	1224
Relig: All Non-Christian	45% (435)	46% (453)	9% (88)	976
Community: Urban	52% (270)	40% (208)	8% (41)	520
Community: Suburban	49% (507)	45% (469)	6% (67)	1043
Community: Rural	49% (312)	43% (277)	8% (49)	637
Employ: Private Sector	51% (317)	42% (258)	7% (46)	621
Employ: Government	53% (65)	42% (51)	5% (7)	122
Employ: Self-Employed	39% (79)	48% (96)	13% (25)	201
Employ: Homemaker	52% (72)	47% (65)	1% (2)	140
Employ: Student	43% (48)	53% (60)	4% (5)	113
Employ: Retired	52% (296)	44% (247)	4% (21)	564
Employ: Unemployed	49% (128)	36% (93)	14% (37)	258
Employ: Other	46% (84)	46% (84)	8% (14)	182
Military HH: Yes	49% (186)	45% (170)	6% (23)	379
Military HH: No	50% (903)	43% (784)	7% (134)	1821
RD/WT: Right Direction	51% (403)	42% (329)	7% (54)	785
RD/WT: Wrong Track	49% (686)	44% (625)	7% (104)	1415
Trump Job Approve	51% (428)	43% (357)	6% (53)	837
Trump Job Disapprove	50% (601)	44% (529)	6% (77)	1207

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**Table HRdem3\_2: In general, what kind of fan do you consider yourself of the following?**  
 Television

Demographic	TV: An avid fan	TV: A casual fan	TV: Not a fan	Total N
Adults	49% (1089)	43% (954)	7% (157)	2200
Trump Job Strongly Approve	49% (230)	43% (202)	7% (34)	467
Trump Job Somewhat Approve	53% (197)	42% (154)	5% (18)	370
Trump Job Somewhat Disapprove	46% (118)	49% (125)	5% (14)	256
Trump Job Strongly Disapprove	51% (483)	43% (405)	7% (63)	951
Favorable of Trump	52% (420)	42% (340)	6% (51)	811
Unfavorable of Trump	50% (602)	44% (525)	6% (74)	1201
Very Favorable of Trump	53% (251)	41% (196)	6% (29)	476
Somewhat Favorable of Trump	50% (169)	43% (145)	7% (22)	335
Somewhat Unfavorable of Trump	48% (104)	47% (100)	5% (11)	215
Very Unfavorable of Trump	50% (498)	43% (425)	6% (63)	986
#1 Issue: Economy	45% (227)	45% (229)	10% (50)	506
#1 Issue: Security	48% (219)	45% (204)	8% (35)	458
#1 Issue: Health Care	56% (220)	41% (161)	3% (12)	392
#1 Issue: Medicare / Social Security	61% (195)	35% (112)	4% (14)	320
#1 Issue: Women's Issues	47% (64)	42% (58)	11% (16)	137
#1 Issue: Education	43% (59)	48% (67)	9% (12)	139
#1 Issue: Energy	44% (54)	50% (61)	6% (8)	123
#1 Issue: Other	41% (51)	50% (62)	9% (12)	124
2018 House Vote: Democrat	53% (413)	43% (338)	4% (35)	785
2018 House Vote: Republican	51% (322)	42% (267)	7% (46)	636
2018 House Vote: Someone else	49% (56)	44% (50)	7% (8)	113
2018 House Vote: Didnt Vote	45% (298)	45% (298)	10% (68)	664
2016 Vote: Hillary Clinton	54% (351)	42% (273)	5% (30)	654
2016 Vote: Donald Trump	52% (335)	43% (274)	5% (35)	644
2016 Vote: Someone else	39% (66)	50% (83)	11% (18)	168
2016 Vote: Didnt Vote	46% (333)	44% (321)	10% (73)	727
Voted in 2014: Yes	51% (661)	44% (565)	5% (60)	1286
Voted in 2014: No	47% (428)	43% (389)	11% (97)	914

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**Table HRdem3\_2:** In general, what kind of fan do you consider yourself of the following?

Television

Demographic	TV: An avid fan	TV: A casual fan	TV: Not a fan	Total N
Adults	49% (1089)	43% (954)	7% (157)	2200
2012 Vote: Barack Obama	55% (433)	41% (322)	4% (29)	784
2012 Vote: Mitt Romney	47% (248)	47% (246)	6% (32)	526
2012 Vote: Other	35% (26)	51% (38)	13% (10)	74
2012 Vote: Didn't Vote	47% (377)	43% (347)	11% (86)	811
4-Region: Northeast	52% (203)	43% (170)	5% (21)	394
4-Region: Midwest	51% (235)	42% (195)	7% (32)	462
4-Region: South	50% (409)	42% (350)	8% (66)	824
4-Region: West	47% (242)	46% (239)	7% (39)	520
Watch TV: Every day	66% (749)	32% (367)	2% (18)	1134
Watch TV: Several times per week	43% (206)	53% (255)	4% (20)	481
Watch TV: About once per week	28% (38)	57% (78)	15% (21)	137
Watch TV: Several times per month	20% (20)	69% (70)	11% (11)	101
Watch TV: Less often than once per month	23% (25)	55% (58)	22% (23)	107
Watch TV: Never	22% (45)	50% (101)	27% (55)	201
Watch Movies: Every day	69% (275)	27% (106)	5% (19)	400
Watch Movies: Several times per week	56% (297)	39% (207)	4% (23)	528
Watch Movies: About once per week	50% (182)	46% (170)	4% (15)	366
Watch Movies: Several times per month	47% (122)	49% (127)	5% (12)	260
Watch Movies: About once per month	35% (70)	55% (110)	10% (19)	199
Watch Movies: Less often than once per month	31% (70)	59% (132)	10% (23)	225
Watch Movies: Never	33% (74)	46% (102)	21% (46)	222
Watch Sports: Every day	72% (129)	26% (46)	2% (4)	179
Watch Sports: Several times per week	55% (165)	41% (123)	3% (9)	297
Watch Sports: About once per week	58% (157)	37% (99)	5% (13)	268
Watch Sports: Several times per month	49% (94)	46% (89)	5% (9)	192
Watch Sports: About once per month	52% (85)	43% (70)	6% (9)	165
Watch Sports: Less often than once per month	49% (170)	46% (157)	5% (17)	344
Watch Sports: Never	38% (290)	49% (369)	13% (96)	755
Cable subscriber: Yes	57% (606)	39% (413)	5% (51)	1070
Cable subscriber: In past, not now	46% (329)	49% (352)	6% (40)	721
Cable subscriber: Never subscribed	38% (154)	46% (188)	16% (66)	408

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**Table HRdem3\_2:** In general, what kind of fan do you consider yourself of the following?  
 Television

Demographic	TV: An avid fan	TV: A casual fan	TV: Not a fan	Total N
Adults	49% (1089)	43% (954)	7% (157)	2200
Satellite TV Subscriber: Yes	55% (277)	41% (209)	4% (19)	505
Satellite TV Subscriber: In past, not now	50% (292)	44% (262)	6% (35)	588
Satellite TV Subscriber: Never subscribed	47% (520)	44% (483)	9% (104)	1107
Streaming subscriber: Yes	54% (667)	41% (512)	5% (56)	1235
Streaming subscriber: In past, not now	39% (90)	52% (119)	9% (20)	230
Streaming subscriber: Never subscribed	45% (332)	44% (322)	11% (81)	735
Film: An avid fan	77% (606)	21% (163)	3% (21)	790
Film: A casual fan	37% (406)	59% (653)	4% (49)	1108
Film: Not a fan	25% (76)	46% (138)	29% (87)	301
TV: An avid fan	100% (1089)	— (0)	— (0)	1089
TV: A casual fan	— (0)	100% (954)	— (0)	954
TV: Not a fan	— (0)	— (0)	100% (157)	157
Music: An avid fan	59% (663)	36% (411)	5% (59)	1134
Music: A casual fan	42% (398)	52% (500)	6% (55)	953
Music: Not a fan	24% (28)	38% (43)	38% (43)	114
Fashion: An avid fan	68% (212)	29% (92)	3% (8)	312
Fashion: A casual fan	56% (474)	40% (336)	4% (29)	840
Fashion: Not a fan	38% (403)	50% (526)	11% (120)	1049
Evangelical	53% (313)	40% (241)	7% (42)	596
Non-Evangelical	48% (776)	44% (712)	7% (116)	1604
Frequent TV watchers	59% (955)	39% (622)	2% (38)	1615
Frequent movie watchers	62% (572)	34% (313)	5% (42)	928

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

**Table HRdem3\_3:** *In general, what kind of fan do you consider yourself of the following?*

*Music*

Demographic	Music: An avid fan	Music: A casual fan	Music: Not a fan	Total N
Adults	52% (1134)	43% (953)	5% (114)	2200
Gender: Male	51% (543)	43% (457)	6% (62)	1062
Gender: Female	52% (590)	44% (496)	5% (52)	1138
Age: 18-29	74% (333)	23% (101)	3% (15)	449
Age: 30-44	61% (344)	35% (196)	4% (24)	564
Age: 45-54	51% (156)	45% (139)	4% (12)	308
Age: 55-64	42% (186)	53% (233)	5% (24)	443
Age: 65+	26% (113)	65% (283)	9% (39)	436
Generation Z: 18-22	76% (183)	19% (46)	5% (12)	241
Millennial: Age 23-38	66% (368)	30% (168)	3% (19)	555
Generation X: Age 39-54	54% (282)	42% (222)	4% (20)	524
Boomers: Age 55-73	36% (281)	58% (447)	6% (49)	778
PID: Dem (no lean)	52% (414)	44% (354)	3% (27)	795
PID: Ind (no lean)	55% (415)	38% (287)	6% (48)	749
PID: Rep (no lean)	46% (304)	48% (312)	6% (39)	656
PID/Gender: Dem Men	54% (190)	41% (144)	5% (19)	352
PID/Gender: Dem Women	51% (224)	47% (210)	2% (8)	443
PID/Gender: Ind Men	53% (187)	41% (146)	7% (23)	356
PID/Gender: Ind Women	58% (228)	36% (141)	6% (25)	393
PID/Gender: Rep Men	47% (166)	47% (167)	6% (20)	353
PID/Gender: Rep Women	46% (138)	48% (146)	6% (19)	303
Ideo: Liberal (1-3)	56% (406)	41% (293)	3% (23)	722
Ideo: Moderate (4)	49% (250)	47% (242)	4% (21)	513
Ideo: Conservative (5-7)	43% (298)	50% (345)	8% (52)	695
Educ: < College	54% (818)	41% (619)	5% (75)	1512
Educ: Bachelors degree	48% (211)	48% (212)	5% (21)	444
Educ: Post-grad	43% (104)	50% (122)	7% (17)	244

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**Table HRdem3\_3:** In general, what kind of fan do you consider yourself of the following?

Music

Demographic	Music: An avid fan	Music: A casual fan	Music: Not a fan	Total N
Adults	52% (1134)	43% (953)	5% (114)	2200
Income: Under 50k	54% (674)	42% (524)	5% (60)	1258
Income: 50k-100k	48% (318)	46% (305)	5% (35)	659
Income: 100k+	50% (142)	43% (123)	7% (19)	284
Ethnicity: White	48% (834)	46% (790)	6% (98)	1722
Ethnicity: Hispanic	67% (232)	29% (103)	4% (14)	349
Ethnicity: Afr. Am.	65% (180)	34% (92)	1% (2)	274
Ethnicity: Other	59% (120)	35% (70)	7% (14)	204
Relig: Protestant	40% (218)	55% (298)	5% (27)	544
Relig: Roman Catholic	48% (198)	47% (192)	5% (21)	412
Relig: Ath./Agn./None	57% (391)	38% (256)	5% (35)	682
Relig: Something Else	55% (161)	40% (118)	5% (14)	293
Relig: All Christian	48% (582)	47% (578)	5% (64)	1224
Relig: All Non-Christian	57% (552)	38% (374)	5% (50)	976
Community: Urban	58% (303)	39% (201)	3% (17)	520
Community: Suburban	49% (507)	46% (479)	5% (57)	1043
Community: Rural	51% (324)	43% (274)	6% (40)	637
Employ: Private Sector	53% (329)	42% (262)	5% (30)	621
Employ: Government	58% (70)	41% (50)	1% (2)	122
Employ: Self-Employed	62% (125)	36% (72)	2% (3)	201
Employ: Homemaker	53% (74)	44% (62)	3% (4)	140
Employ: Student	72% (82)	25% (28)	3% (3)	113
Employ: Retired	32% (183)	60% (339)	7% (42)	564
Employ: Unemployed	61% (157)	33% (84)	7% (18)	258
Employ: Other	62% (113)	31% (56)	7% (12)	182
Military HH: Yes	46% (173)	47% (179)	7% (26)	379
Military HH: No	53% (960)	42% (773)	5% (87)	1821
RD/WT: Right Direction	49% (381)	46% (361)	5% (43)	785
RD/WT: Wrong Track	53% (752)	42% (592)	5% (71)	1415
Trump Job Approve	49% (413)	45% (378)	5% (46)	837
Trump Job Disapprove	53% (635)	43% (521)	4% (51)	1207

Continued on next page

**Table HRdem3\_3: In general, what kind of fan do you consider yourself of the following?**

Music

Demographic	Music: An avid fan	Music: A casual fan	Music: Not a fan	Total N
Adults	52% (1134)	43% (953)	5% (114)	2200
Trump Job Strongly Approve	48% (224)	46% (214)	6% (29)	467
Trump Job Somewhat Approve	51% (189)	44% (164)	5% (17)	370
Trump Job Somewhat Disapprove	51% (131)	45% (116)	4% (9)	256
Trump Job Strongly Disapprove	53% (504)	43% (405)	4% (42)	951
Favorable of Trump	48% (389)	46% (377)	6% (46)	811
Unfavorable of Trump	53% (636)	43% (519)	4% (45)	1201
Very Favorable of Trump	49% (234)	45% (213)	6% (29)	476
Somewhat Favorable of Trump	46% (154)	49% (164)	5% (17)	335
Somewhat Unfavorable of Trump	54% (115)	42% (91)	4% (8)	215
Very Unfavorable of Trump	53% (521)	43% (428)	4% (37)	986
#1 Issue: Economy	55% (279)	38% (191)	7% (36)	506
#1 Issue: Security	43% (196)	51% (235)	6% (27)	458
#1 Issue: Health Care	54% (212)	43% (169)	3% (11)	392
#1 Issue: Medicare / Social Security	40% (128)	55% (176)	5% (16)	320
#1 Issue: Women's Issues	69% (95)	26% (35)	5% (7)	137
#1 Issue: Education	72% (100)	24% (34)	4% (6)	139
#1 Issue: Energy	62% (76)	37% (46)	1% (1)	123
#1 Issue: Other	39% (48)	54% (67)	7% (9)	124
2018 House Vote: Democrat	48% (375)	49% (381)	4% (29)	785
2018 House Vote: Republican	43% (274)	50% (320)	6% (41)	636
2018 House Vote: Someone else	66% (75)	32% (37)	2% (2)	113
2018 House Vote: Didnt Vote	62% (410)	32% (214)	6% (41)	664
2016 Vote: Hillary Clinton	46% (304)	49% (320)	5% (31)	654
2016 Vote: Donald Trump	42% (270)	52% (332)	6% (41)	644
2016 Vote: Someone else	48% (80)	50% (84)	3% (4)	168
2016 Vote: Didnt Vote	65% (476)	29% (214)	5% (37)	727
Voted in 2014: Yes	45% (576)	50% (648)	5% (62)	1286
Voted in 2014: No	61% (557)	33% (305)	6% (52)	914

Continued on next page

**Table HRdem3\_3:** *In general, what kind of fan do you consider yourself of the following?*

*Music*

<b>Demographic</b>	<b>Music: An avid fan</b>		<b>Music: A casual fan</b>		<b>Music: Not a fan</b>		<b>Total N</b>
Adults	52%	(1134)	43%	(953)	5%	(114)	2200
2012 Vote: Barack Obama	47%	(365)	51%	(397)	3%	(22)	784
2012 Vote: Mitt Romney	38%	(202)	54%	(285)	7%	(39)	526
2012 Vote: Other	47%	(34)	51%	(38)	2%	(2)	74
2012 Vote: Didn't Vote	65%	(529)	29%	(232)	6%	(50)	811
4-Region: Northeast	52%	(206)	41%	(161)	7%	(26)	394
4-Region: Midwest	48%	(222)	47%	(218)	5%	(22)	462
4-Region: South	54%	(448)	41%	(336)	5%	(40)	824
4-Region: West	49%	(257)	46%	(238)	5%	(25)	520
Watch TV: Every day	52%	(594)	44%	(502)	3%	(39)	1134
Watch TV: Several times per week	58%	(277)	40%	(192)	2%	(12)	481
Watch TV: About once per week	49%	(67)	41%	(56)	10%	(14)	137
Watch TV: Several times per month	43%	(44)	50%	(50)	7%	(7)	101
Watch TV: Less often than once per month	38%	(41)	54%	(57)	8%	(9)	107
Watch TV: Never	44%	(87)	40%	(81)	16%	(33)	201
Watch Movies: Every day	72%	(288)	25%	(101)	3%	(11)	400
Watch Movies: Several times per week	55%	(291)	41%	(214)	4%	(22)	528
Watch Movies: About once per week	53%	(194)	45%	(164)	2%	(9)	366
Watch Movies: Several times per month	47%	(122)	49%	(128)	4%	(10)	260
Watch Movies: About once per month	43%	(86)	51%	(102)	6%	(11)	199
Watch Movies: Less often than once per month	34%	(76)	59%	(134)	7%	(15)	225
Watch Movies: Never	34%	(76)	50%	(110)	16%	(36)	222
Watch Sports: Every day	61%	(108)	36%	(64)	4%	(6)	179
Watch Sports: Several times per week	58%	(173)	40%	(120)	1%	(4)	297
Watch Sports: About once per week	50%	(135)	45%	(122)	4%	(11)	268
Watch Sports: Several times per month	56%	(108)	40%	(77)	3%	(6)	192
Watch Sports: About once per month	50%	(82)	47%	(78)	3%	(5)	165
Watch Sports: Less often than once per month	52%	(180)	44%	(150)	4%	(14)	344
Watch Sports: Never	46%	(346)	45%	(341)	9%	(68)	755
Cable subscriber: Yes	52%	(553)	44%	(469)	5%	(49)	1070
Cable subscriber: In past, not now	56%	(405)	41%	(297)	3%	(19)	721
Cable subscriber: Never subscribed	43%	(176)	46%	(187)	11%	(45)	408

Continued on next page

**Table HRdem3\_3:** In general, what kind of fan do you consider yourself of the following?

Music

Demographic	Music: An avid fan	Music: A casual fan	Music: Not a fan	Total N
Adults	52% (1134)	43% (953)	5% (114)	2200
Satellite TV Subscriber: Yes	54% (274)	42% (210)	4% (21)	505
Satellite TV Subscriber: In past, not now	59% (349)	38% (224)	3% (15)	588
Satellite TV Subscriber: Never subscribed	46% (511)	47% (518)	7% (77)	1107
Streaming subscriber: Yes	58% (721)	39% (480)	3% (34)	1235
Streaming subscriber: In past, not now	61% (140)	35% (81)	4% (8)	230
Streaming subscriber: Never subscribed	37% (273)	53% (391)	10% (71)	735
Film: An avid fan	74% (582)	25% (199)	1% (9)	790
Film: A casual fan	40% (443)	57% (627)	3% (39)	1108
Film: Not a fan	36% (108)	42% (127)	22% (66)	301
TV: An avid fan	61% (663)	37% (398)	3% (28)	1089
TV: A casual fan	43% (411)	52% (500)	4% (43)	954
TV: Not a fan	38% (59)	35% (55)	28% (43)	157
Music: An avid fan	100% (1134)	— (0)	— (0)	1134
Music: A casual fan	— (0)	100% (953)	— (0)	953
Music: Not a fan	— (0)	— (0)	100% (114)	114
Fashion: An avid fan	90% (280)	10% (31)	— (0)	312
Fashion: A casual fan	55% (458)	44% (370)	1% (12)	840
Fashion: Not a fan	38% (395)	53% (552)	10% (101)	1049
Evangelical	53% (318)	42% (251)	5% (27)	596
Non-Evangelical	51% (815)	44% (702)	5% (87)	1604
Frequent TV watchers	54% (870)	43% (694)	3% (51)	1615
Frequent movie watchers	62% (579)	34% (316)	4% (33)	928

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

**Table HRdem3\_4:** *In general, what kind of fan do you consider yourself of the following?*

*Fashion*

Demographic	Fashion: An avid fan		Fashion: A casual fan		Fashion: Not a fan		Total N
Adults	14%	(312)	38%	(840)	48%	(1049)	2200
Gender: Male	9%	(91)	28%	(294)	64%	(677)	1062
Gender: Female	19%	(221)	48%	(546)	33%	(371)	1138
Age: 18-29	26%	(116)	39%	(176)	35%	(157)	449
Age: 30-44	16%	(93)	43%	(242)	41%	(229)	564
Age: 45-54	15%	(45)	39%	(120)	46%	(143)	308
Age: 55-64	8%	(34)	32%	(143)	60%	(266)	443
Age: 65+	5%	(23)	36%	(159)	58%	(254)	436
Generation Z: 18-22	27%	(65)	39%	(93)	34%	(82)	241
Millennial: Age 23-38	20%	(110)	43%	(237)	37%	(208)	555
Generation X: Age 39-54	15%	(78)	39%	(207)	46%	(239)	524
Boomers: Age 55-73	7%	(52)	35%	(269)	59%	(457)	778
PID: Dem (no lean)	17%	(133)	40%	(315)	44%	(347)	795
PID: Ind (no lean)	16%	(120)	37%	(277)	47%	(352)	749
PID: Rep (no lean)	9%	(58)	38%	(248)	53%	(349)	656
PID/Gender: Dem Men	8%	(29)	33%	(115)	59%	(208)	352
PID/Gender: Dem Women	23%	(103)	45%	(201)	31%	(139)	443
PID/Gender: Ind Men	11%	(41)	26%	(92)	63%	(224)	356
PID/Gender: Ind Women	20%	(80)	47%	(184)	33%	(129)	393
PID/Gender: Rep Men	6%	(21)	25%	(87)	69%	(245)	353
PID/Gender: Rep Women	12%	(38)	53%	(161)	34%	(104)	303
Ideo: Liberal (1-3)	18%	(133)	39%	(280)	43%	(309)	722
Ideo: Moderate (4)	15%	(75)	41%	(213)	44%	(226)	513
Ideo: Conservative (5-7)	8%	(56)	35%	(245)	57%	(394)	695
Educ: < College	15%	(230)	38%	(581)	46%	(701)	1512
Educ: Bachelors degree	11%	(47)	38%	(170)	51%	(227)	444
Educ: Post-grad	14%	(34)	37%	(90)	49%	(120)	244

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**Table HRdem3\_4:** In general, what kind of fan do you consider yourself of the following?

*Fashion*

Demographic	Fashion: An avid fan		Fashion: A casual fan		Fashion: Not a fan		Total N
Adults	14%	(312)	38%	(840)	48%	(1049)	2200
Income: Under 50k	14%	(182)	38%	(478)	48%	(598)	1258
Income: 50k-100k	13%	(84)	39%	(255)	49%	(319)	659
Income: 100k+	16%	(45)	38%	(107)	46%	(131)	284
Ethnicity: White	10%	(173)	38%	(646)	52%	(903)	1722
Ethnicity: Hispanic	25%	(86)	40%	(139)	36%	(125)	349
Ethnicity: Afr. Am.	35%	(97)	45%	(123)	20%	(54)	274
Ethnicity: Other	20%	(42)	35%	(71)	45%	(91)	204
Relig: Protestant	9%	(52)	36%	(197)	54%	(296)	544
Relig: Roman Catholic	13%	(53)	41%	(168)	46%	(191)	412
Relig: Ath./Agn./None	16%	(109)	33%	(228)	51%	(345)	682
Relig: Something Else	14%	(41)	42%	(123)	44%	(129)	293
Relig: All Christian	13%	(162)	40%	(488)	47%	(575)	1224
Relig: All Non-Christian	15%	(150)	36%	(352)	49%	(474)	976
Community: Urban	18%	(94)	40%	(209)	42%	(217)	520
Community: Suburban	14%	(144)	38%	(398)	48%	(501)	1043
Community: Rural	12%	(74)	37%	(233)	52%	(330)	637
Employ: Private Sector	15%	(95)	37%	(233)	47%	(293)	621
Employ: Government	17%	(21)	51%	(62)	32%	(38)	122
Employ: Self-Employed	23%	(46)	37%	(74)	41%	(81)	201
Employ: Homemaker	17%	(24)	54%	(76)	29%	(41)	140
Employ: Student	27%	(31)	44%	(49)	29%	(33)	113
Employ: Retired	7%	(40)	34%	(191)	59%	(333)	564
Employ: Unemployed	14%	(37)	33%	(86)	52%	(135)	258
Employ: Other	10%	(18)	38%	(69)	52%	(95)	182
Military HH: Yes	10%	(37)	35%	(132)	56%	(211)	379
Military HH: No	15%	(275)	39%	(708)	46%	(838)	1821
RD/WT: Right Direction	12%	(97)	37%	(290)	51%	(398)	785
RD/WT: Wrong Track	15%	(214)	39%	(550)	46%	(650)	1415
Trump Job Approve	11%	(94)	36%	(300)	53%	(442)	837
Trump Job Disapprove	15%	(187)	39%	(467)	46%	(553)	1207

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**Table HRdem3\_4:** *In general, what kind of fan do you consider yourself of the following?*

*Fashion*

<b>Demographic</b>	<b>Fashion: An avid fan</b>		<b>Fashion: A casual fan</b>		<b>Fashion: Not a fan</b>		<b>Total N</b>
Adults	14%	(312)	38%	(840)	48%	(1049)	2200
Trump Job Strongly Approve	8%	(36)	36%	(169)	56%	(262)	467
Trump Job Somewhat Approve	16%	(58)	35%	(131)	49%	(181)	370
Trump Job Somewhat Disapprove	17%	(42)	41%	(105)	42%	(108)	256
Trump Job Strongly Disapprove	15%	(144)	38%	(362)	47%	(445)	951
Favorable of Trump	11%	(91)	35%	(287)	53%	(434)	811
Unfavorable of Trump	15%	(176)	40%	(477)	46%	(548)	1201
Very Favorable of Trump	11%	(51)	35%	(167)	54%	(258)	476
Somewhat Favorable of Trump	12%	(40)	36%	(120)	52%	(175)	335
Somewhat Unfavorable of Trump	15%	(32)	37%	(79)	48%	(104)	215
Very Unfavorable of Trump	15%	(144)	40%	(398)	45%	(444)	986
#1 Issue: Economy	16%	(83)	34%	(173)	49%	(249)	506
#1 Issue: Security	9%	(43)	38%	(174)	53%	(241)	458
#1 Issue: Health Care	16%	(62)	42%	(163)	43%	(167)	392
#1 Issue: Medicare / Social Security	8%	(24)	42%	(134)	51%	(162)	320
#1 Issue: Women's Issues	26%	(36)	40%	(55)	34%	(47)	137
#1 Issue: Education	23%	(32)	41%	(57)	36%	(50)	139
#1 Issue: Energy	12%	(14)	37%	(46)	51%	(62)	123
#1 Issue: Other	13%	(16)	30%	(38)	56%	(70)	124
2018 House Vote: Democrat	15%	(116)	41%	(319)	45%	(350)	785
2018 House Vote: Republican	8%	(52)	34%	(218)	58%	(367)	636
2018 House Vote: Someone else	18%	(20)	42%	(48)	40%	(45)	113
2018 House Vote: Didnt Vote	19%	(124)	38%	(255)	43%	(285)	664
2016 Vote: Hillary Clinton	15%	(96)	41%	(267)	45%	(292)	654
2016 Vote: Donald Trump	7%	(44)	34%	(222)	59%	(378)	644
2016 Vote: Someone else	12%	(20)	36%	(60)	52%	(88)	168
2016 Vote: Didnt Vote	20%	(149)	40%	(290)	40%	(289)	727
Voted in 2014: Yes	12%	(150)	37%	(471)	52%	(666)	1286
Voted in 2014: No	18%	(162)	40%	(369)	42%	(383)	914

Continued on next page

**Table HRdem3\_4:** In general, what kind of fan do you consider yourself of the following?

*Fashion*

Demographic	Fashion: An avid fan		Fashion: A casual fan		Fashion: Not a fan		Total N
Adults	14%	(312)	38%	(840)	48%	(1049)	2200
2012 Vote: Barack Obama	15%	(120)	41%	(319)	44%	(344)	784
2012 Vote: Mitt Romney	4%	(22)	33%	(172)	63%	(332)	526
2012 Vote: Other	9%	(6)	26%	(19)	66%	(48)	74
2012 Vote: Didn't Vote	20%	(161)	40%	(328)	40%	(321)	811
4-Region: Northeast	15%	(58)	35%	(138)	50%	(198)	394
4-Region: Midwest	11%	(49)	37%	(172)	52%	(241)	462
4-Region: South	17%	(139)	40%	(329)	43%	(356)	824
4-Region: West	13%	(65)	39%	(201)	49%	(254)	520
Watch TV: Every day	15%	(173)	41%	(464)	44%	(498)	1134
Watch TV: Several times per week	12%	(57)	41%	(197)	47%	(227)	481
Watch TV: About once per week	23%	(31)	24%	(32)	54%	(73)	137
Watch TV: Several times per month	12%	(12)	44%	(44)	44%	(44)	101
Watch TV: Less often than once per month	10%	(10)	36%	(39)	54%	(58)	107
Watch TV: Never	12%	(24)	27%	(55)	61%	(122)	201
Watch Movies: Every day	25%	(99)	41%	(165)	34%	(136)	400
Watch Movies: Several times per week	15%	(78)	40%	(212)	45%	(238)	528
Watch Movies: About once per week	12%	(44)	44%	(160)	44%	(163)	366
Watch Movies: Several times per month	13%	(34)	38%	(98)	49%	(128)	260
Watch Movies: About once per month	12%	(24)	33%	(66)	55%	(109)	199
Watch Movies: Less often than once per month	7%	(16)	35%	(80)	58%	(130)	225
Watch Movies: Never	8%	(17)	27%	(60)	65%	(145)	222
Watch Sports: Every day	18%	(32)	37%	(67)	45%	(80)	179
Watch Sports: Several times per week	13%	(39)	38%	(113)	49%	(144)	297
Watch Sports: About once per week	18%	(47)	38%	(101)	45%	(120)	268
Watch Sports: Several times per month	18%	(34)	34%	(65)	48%	(93)	192
Watch Sports: About once per month	15%	(25)	47%	(77)	38%	(63)	165
Watch Sports: Less often than once per month	14%	(47)	42%	(144)	44%	(152)	344
Watch Sports: Never	11%	(87)	36%	(272)	52%	(396)	755
Cable subscriber: Yes	15%	(160)	38%	(409)	47%	(501)	1070
Cable subscriber: In past, not now	13%	(97)	40%	(287)	47%	(338)	721
Cable subscriber: Never subscribed	13%	(55)	35%	(144)	51%	(210)	408

Continued on next page

**Table HRdem3\_4:** In general, what kind of fan do you consider yourself of the following?

*Fashion*

Demographic	Fashion: An avid fan		Fashion: A casual fan		Fashion: Not a fan		Total N
Adults	14%	(312)	38%	(840)	48%	(1049)	2200
Satellite TV Subscriber: Yes	19%	(98)	42%	(211)	39%	(196)	505
Satellite TV Subscriber: In past, not now	16%	(94)	42%	(246)	42%	(249)	588
Satellite TV Subscriber: Never subscribed	11%	(120)	35%	(383)	55%	(604)	1107
Streaming subscriber: Yes	17%	(206)	41%	(512)	42%	(517)	1235
Streaming subscriber: In past, not now	16%	(37)	39%	(91)	44%	(102)	230
Streaming subscriber: Never subscribed	9%	(68)	32%	(237)	58%	(430)	735
Film: An avid fan	25%	(199)	39%	(305)	36%	(286)	790
Film: A casual fan	7%	(82)	44%	(482)	49%	(544)	1108
Film: Not a fan	10%	(30)	18%	(53)	72%	(218)	301
TV: An avid fan	19%	(212)	44%	(474)	37%	(403)	1089
TV: A casual fan	10%	(92)	35%	(336)	55%	(526)	954
TV: Not a fan	5%	(8)	19%	(29)	76%	(120)	157
Music: An avid fan	25%	(280)	40%	(458)	35%	(395)	1134
Music: A casual fan	3%	(31)	39%	(370)	58%	(552)	953
Music: Not a fan	—	(0)	11%	(12)	89%	(101)	114
Fashion: An avid fan	100%	(312)	—	(0)	—	(0)	312
Fashion: A casual fan	—	(0)	100%	(840)	—	(0)	840
Fashion: Not a fan	—	(0)	—	(0)	100%	(1049)	1049
Evangelical	17%	(99)	41%	(247)	42%	(251)	596
Non-Evangelical	13%	(213)	37%	(593)	50%	(798)	1604
Frequent TV watchers	14%	(229)	41%	(661)	45%	(725)	1615
Frequent movie watchers	19%	(177)	41%	(376)	40%	(374)	928

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

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2200	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1138	52%
	N	2200	
age5	Age: 18-29	449	20%
	Age: 30-44	564	26%
	Age: 45-54	308	14%
	Age: 55-64	443	20%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	Generation Z: 18-22	241	11%
	Millennial: Age 23-38	555	25%
	Generation X: Age 39-54	524	24%
	Boomers: Age 55-73	778	35%
	N	2098	
xpid3	PID: Dem (no lean)	795	36%
	PID: Ind (no lean)	749	34%
	PID: Rep (no lean)	656	30%
	N	2200	
xpidGender	PID/Gender: Dem Men	352	16%
	PID/Gender: Dem Women	443	20%
	PID/Gender: Ind Men	356	16%
	PID/Gender: Ind Women	393	18%
	PID/Gender: Rep Men	353	16%
	PID/Gender: Rep Women	303	14%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	722	33%
	Ideo: Moderate (4)	513	23%
	Ideo: Conservative (5-7)	695	32%
	N	1931	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1258	57%
	Income: 50k-100k	659	30%
	Income: 100k+	284	13%
	N	2200	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Afr. Am.	274	12%
demRaceOther	Ethnicity: Other	204	9%
xrelNet	Relig: Protestant	544	25%
	Relig: Roman Catholic	412	19%
	Relig: Ath./Agn./None	682	31%
	Relig: Something Else	293	13%
	N	1931	
xreligion1	Relig: Jewish	47	2%
xreligion3	Relig: All Christian	1224	56%
	Relig: All Non-Christian	976	44%
	N	2200	
xdemUsr	Community: Urban	520	24%
	Community: Suburban	1043	47%
	Community: Rural	637	29%
	N	2200	
xdemEmploy	Employ: Private Sector	621	28%
	Employ: Government	122	6%
	Employ: Self-Employed	201	9%
	Employ: Homemaker	140	6%
	Employ: Student	113	5%
	Employ: Retired	564	26%
	Employ: Unemployed	258	12%
	Employ: Other	182	8%
	N	2200	
xdemMilHH1	Military HH: Yes	379	17%
	Military HH: No	1821	83%
	N	2200	
xnr1	RD/WT: Right Direction	785	36%
	RD/WT: Wrong Track	1415	64%
	N	2200	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
Trump_Approve	Trump Job Approve	837	38%
	Trump Job Disapprove	1207	55%
	N	2044	
Trump_Approve2	Trump Job Strongly Approve	467	21%
	Trump Job Somewhat Approve	370	17%
	Trump Job Somewhat Disapprove	256	12%
	Trump Job Strongly Disapprove	951	43%
	N	2044	
Trump_Fav	Favorable of Trump	811	37%
	Unfavorable of Trump	1201	55%
	N	2012	
Trump_Fav_FULL	Very Favorable of Trump	476	22%
	Somewhat Favorable of Trump	335	15%
	Somewhat Unfavorable of Trump	215	10%
	Very Unfavorable of Trump	986	45%
	N	2012	
xnr3	#1 Issue: Economy	506	23%
	#1 Issue: Security	458	21%
	#1 Issue: Health Care	392	18%
	#1 Issue: Medicare / Social Security	320	15%
	#1 Issue: Women's Issues	137	6%
	#1 Issue: Education	139	6%
	#1 Issue: Energy	123	6%
	#1 Issue: Other	124	6%
	N	2200	
xsubVote18O	2018 House Vote: Democrat	785	36%
	2018 House Vote: Republican	636	29%
	2018 House Vote: Someone else	113	5%
	2018 House Vote: Didnt Vote	664	30%
	N	2198	
xsubVote16O	2016 Vote: Hillary Clinton	654	30%
	2016 Vote: Donald Trump	644	29%
	2016 Vote: Someone else	168	8%
	2016 Vote: Didnt Vote	727	33%
	N	2194	
xsubVote14O	Voted in 2014: Yes	1286	58%
	Voted in 2014: No	914	42%
	N	2200	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xsubVote12O	2012 Vote: Barack Obama	784	36%
	2012 Vote: Mitt Romney	526	24%
	2012 Vote: Other	74	3%
	2012 Vote: Didn't Vote	811	37%
	N	2195	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	
HRdem1_1	Watch TV: Every day	1134	52%
	Watch TV: Several times per week	481	22%
	Watch TV: About once per week	137	6%
	Watch TV: Several times per month	101	5%
	Watch TV: About once per month	40	2%
	Watch TV: Less often than once per month	107	5%
	Watch TV: Never	201	9%
N	2200		
HRdem1_2	Watch Movies: Every day	400	18%
	Watch Movies: Several times per week	528	24%
	Watch Movies: About once per week	366	17%
	Watch Movies: Several times per month	260	12%
	Watch Movies: About once per month	199	9%
	Watch Movies: Less often than once per month	225	10%
	Watch Movies: Never	222	10%
N	2200		
HRdem1_3	Watch Sports: Every day	179	8%
	Watch Sports: Several times per week	297	14%
	Watch Sports: About once per week	268	12%
	Watch Sports: Several times per month	192	9%
	Watch Sports: About once per month	165	7%
	Watch Sports: Less often than once per month	344	16%
	Watch Sports: Never	755	34%
N	2200		
HRdem2_1	Cable subscriber: Yes	1070	49%
	Cable subscriber: In past, not now	721	33%
	Cable subscriber: Never subscribed	408	19%
	N	2200	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
HRdem2_2	Satellite TV Subscriber: Yes	505	23%
	Satellite TV Subscriber: In past, not now	588	27%
	Satellite TV Subscriber: Never subscribed	1107	50%
	N	2200	
HRdem2_3	Streaming subscriber: Yes	1235	56%
	Streaming subscriber: In past, not now	230	10%
	Streaming subscriber: Never subscribed	735	33%
	N	2200	
HRdem3_1	Film: An avid fan	790	36%
	Film: A casual fan	1108	50%
	Film: Not a fan	301	14%
	N	2200	
HRdem3_2	TV: An avid fan	1089	49%
	TV: A casual fan	954	43%
	TV: Not a fan	157	7%
	N	2200	
HRdem3_3	Music: An avid fan	1134	52%
	Music: A casual fan	953	43%
	Music: Not a fan	114	5%
	N	2200	
HRdem3_4	Fashion: An avid fan	312	14%
	Fashion: A casual fan	840	38%
	Fashion: Not a fan	1049	48%
	N	2200	
xdemEvang	Evangelical	596	27%
	Non-Evangelical	1604	73%
	N	2200	
HRdem3x	Frequent TV watchers	1615	73%
HRdem4x	Frequent movie watchers	928	42%

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





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