



National Tracking Poll #180835
August 24-26, 2018

Crosstabulation Results

Methodology:

This poll was conducted from August 24-26, 2018, among a national sample of 1992 Registered Voters. The interviews were conducted online and the data were weighted to approximate a target sample of Registered Voters based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

Table Index

1	Table BRD2: <i>How important are expert reviews in deciding to see or rent a film?</i>	4
2	Table BRD3: <i>If the expert reviews are positive, do they make you more or less likely to see or rent a film?</i>	7
3	Table BRD4: <i>If the expert reviews are negative, do they make you more or less likely to see or rent a film?</i>	10
4	Table BRD5: <i>How important are consumer reviews in deciding to see or rent a film?</i>	13
5	Table BRD6: <i>If the consumer reviews are positive, do they make you more or less likely to see or rent a film?</i>	16
6	Table BRD7: <i>If the consumer reviews are negative, do they make you more or less likely to see or rent a film?</i>	19
7	Table BRD9: <i>How important are expert reviews in deciding to start watching a television series?</i>	22
8	Table BRD10: <i>If the expert reviews are positive, do they make you more or less likely to start watching the television series?</i>	25
9	Table BRD11: <i>If the expert reviews are negative, do they make you more or less likely to start watching the television series?</i>	28
10	Table BRD12: <i>How important are consumer reviews in deciding to start watching a television series?</i>	31
11	Table BRD13: <i>If the consumer reviews are positive, do they make you more or less likely to start watching a television series?</i>	34
12	Table BRD14: <i>If the consumer reviews are negative, do they make you more or less likely to start watching a television series?</i>	37
13	Table BRD16: <i>Which of the following is most important in your decision to see or rent a film?</i>	40
14	Table BRD18: <i>Which of the following is most important in your decision to start watching a television series?</i>	43
15	Table BRD19: <i>Do you ever check the Rotten Tomatoes website before you see or rent a film?</i>	46
16	Table BRD20: <i>Have you ever decided not to see or rent a film because of its Rotten Tomatoes score?</i>	49
17	Table BRD22: <i>If a film is rated as 'Certified Fresh' by Rotten Tomatoes, does it make you more or less likely to see a film or start watching a television series?</i>	52
18	Table BRD23: <i>If a film is rated as 'Rotten' by Rotten Tomatoes, does it make you more or less likely to see a film or start watching a television series?</i>	55
19	Table BRD24: <i>How often do you watch films in a theater?</i>	58
20	Table BRD25: <i>How often do you watch television shows?</i>	61
21	Table BRD26: <i>How much have you seen, read, or heard about facial recognition software?</i>	64

22	Table BRD27: <i>In general, do you support or oppose the use of facial recognition software?</i>	67
23	Table BRD29: <i>How secure do you think facial recognition software is in protecting user data?</i>	70
24	Table BRD30: <i>Do you agree or disagree that use of facial recognition software by private companies should be regulated by the government?</i>	73
25	Table BRD32: <i>Which of the following would you say should be most responsible for protecting the privacy of personal data such as fingerprint or facial recognition?</i>	76
26	Summary Statistics of Survey Respondent Demographics	79

Crosstabulation Results by Respondent Demographics

Table BRD2: How important are expert reviews in deciding to see or rent a film?

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	17%	(144)	61%	(520)	20%	(169)	2%	(14)	847
Gender: Male	19%	(75)	60%	(242)	19%	(76)	2%	(10)	403
Gender: Female	15%	(69)	63%	(279)	21%	(93)	1%	(4)	444
Age: 18-29	31%	(54)	55%	(96)	12%	(20)	2%	(4)	174
Age: 30-44	17%	(36)	59%	(124)	22%	(46)	2%	(4)	210
Age: 45-54	14%	(22)	63%	(99)	21%	(34)	1%	(2)	157
Age: 55-64	10%	(14)	64%	(93)	24%	(34)	3%	(4)	146
Age: 65+	11%	(17)	67%	(109)	22%	(35)	—	(0)	161
Generation Z: 18-22	36%	(19)	59%	(31)	5%	(3)	—	(0)	53
Millennial: Age 23-38	23%	(53)	57%	(132)	18%	(42)	2%	(6)	232
Generation X: Age 39-54	16%	(38)	61%	(149)	22%	(53)	2%	(4)	244
Boomers: Age 55-73	11%	(29)	64%	(179)	23%	(65)	2%	(4)	278
PID: Dem (no lean)	20%	(70)	62%	(212)	16%	(54)	2%	(6)	342
PID: Ind (no lean)	15%	(40)	61%	(160)	22%	(59)	2%	(5)	264
PID: Rep (no lean)	14%	(35)	61%	(148)	23%	(56)	1%	(3)	242
PID/Gender: Dem Men	21%	(31)	62%	(91)	14%	(20)	3%	(4)	146
PID/Gender: Dem Women	20%	(39)	62%	(121)	17%	(34)	1%	(1)	196
PID/Gender: Ind Men	15%	(20)	62%	(79)	21%	(27)	2%	(3)	129
PID/Gender: Ind Women	15%	(20)	60%	(81)	24%	(33)	2%	(2)	135
PID/Gender: Rep Men	19%	(25)	55%	(71)	23%	(30)	2%	(3)	129
PID/Gender: Rep Women	9%	(10)	68%	(77)	23%	(27)	—	(0)	113
Ideo: Liberal (1-3)	21%	(73)	59%	(200)	18%	(61)	1%	(5)	339
Ideo: Moderate (4)	13%	(25)	66%	(125)	20%	(37)	1%	(2)	190
Ideo: Conservative (5-7)	14%	(35)	63%	(164)	22%	(56)	2%	(6)	262
Educ: < College	20%	(88)	58%	(260)	20%	(89)	2%	(10)	447
Educ: Bachelors degree	14%	(35)	66%	(166)	20%	(49)	1%	(2)	251
Educ: Post-grad	14%	(21)	64%	(95)	21%	(31)	2%	(2)	150

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Table BRD2: *How important are expert reviews in deciding to see or rent a film?*

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	17%	(144)	61%	(520)	20%	(169)	2%	(14)	847
Income: Under 50k	21%	(81)	59%	(230)	18%	(70)	2%	(8)	388
Income: 50k-100k	16%	(45)	59%	(173)	23%	(68)	1%	(4)	290
Income: 100k+	11%	(18)	70%	(118)	18%	(31)	1%	(2)	169
Ethnicity: White	13%	(89)	63%	(422)	22%	(150)	2%	(11)	672
Ethnicity: Hispanic	34%	(32)	51%	(49)	13%	(13)	1%	(1)	95
Ethnicity: Afr. Am.	34%	(38)	55%	(61)	10%	(11)	1%	(1)	111
Ethnicity: Other	28%	(17)	58%	(37)	12%	(7)	3%	(2)	63
Community: Urban	28%	(61)	55%	(122)	15%	(32)	2%	(5)	221
Community: Suburban	12%	(50)	64%	(272)	23%	(96)	1%	(5)	423
Community: Rural	16%	(33)	62%	(126)	20%	(41)	2%	(3)	203
Employ: Private Sector	16%	(49)	59%	(185)	23%	(72)	2%	(6)	312
Employ: Government	19%	(12)	62%	(40)	19%	(12)	—	(0)	65
Employ: Self-Employed	27%	(23)	57%	(48)	16%	(14)	—	(0)	85
Employ: Homemaker	10%	(6)	68%	(42)	20%	(12)	2%	(1)	63
Employ: Retired	8%	(13)	71%	(113)	20%	(32)	1%	(2)	160
Employ: Unemployed	21%	(11)	58%	(31)	16%	(8)	5%	(3)	53
Employ: Other	24%	(17)	54%	(37)	21%	(15)	1%	(0)	70
Military HH: Yes	21%	(33)	57%	(91)	21%	(34)	1%	(2)	159
Military HH: No	16%	(111)	62%	(430)	20%	(136)	2%	(12)	689
RD/WT: Right Direction	21%	(67)	54%	(170)	22%	(70)	2%	(6)	313
RD/WT: Wrong Track	14%	(77)	66%	(350)	19%	(99)	1%	(8)	534
Trump Job Approve	21%	(67)	53%	(171)	24%	(76)	2%	(6)	320
Trump Job Disapprove	15%	(71)	67%	(327)	18%	(86)	1%	(7)	491
Trump Job Strongly Approve	24%	(39)	51%	(83)	24%	(39)	2%	(2)	163
Trump Job Somewhat Approve	18%	(28)	56%	(89)	24%	(37)	2%	(4)	157
Trump Job Somewhat Disapprove	17%	(21)	66%	(85)	15%	(20)	2%	(2)	128
Trump Job Strongly Disapprove	14%	(50)	67%	(242)	18%	(66)	1%	(5)	363

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Table BRD2: How important are expert reviews in deciding to see or rent a film?

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	17%	(144)	61%	(520)	20%	(169)	2%	(14)	847
#1 Issue: Economy	15%	(40)	65%	(172)	19%	(50)	2%	(4)	266
#1 Issue: Security	19%	(26)	52%	(69)	27%	(36)	1%	(2)	133
#1 Issue: Health Care	15%	(23)	63%	(95)	19%	(29)	3%	(5)	151
#1 Issue: Medicare / Social Security	21%	(18)	64%	(54)	15%	(13)	1%	(0)	85
#1 Issue: Education	20%	(15)	55%	(41)	23%	(17)	2%	(1)	75
#1 Issue: Other	12%	(6)	65%	(33)	21%	(11)	1%	(1)	50
2016 Vote: Hillary Clinton	20%	(69)	62%	(217)	17%	(61)	1%	(4)	351
2016 Vote: Donald Trump	16%	(43)	59%	(159)	23%	(63)	2%	(5)	271
2016 Vote: Someone else	6%	(5)	61%	(51)	32%	(27)	1%	(1)	84
2016 Vote: Didn't Vote	19%	(26)	66%	(93)	13%	(18)	2%	(4)	141
Voted in 2014: Yes	16%	(97)	62%	(381)	21%	(129)	1%	(9)	616
Voted in 2014: No	20%	(47)	60%	(140)	17%	(40)	2%	(5)	231
2012 Vote: Barack Obama	16%	(65)	66%	(270)	17%	(68)	1%	(5)	410
2012 Vote: Mitt Romney	15%	(31)	57%	(120)	27%	(57)	2%	(4)	213
2012 Vote: Didn't Vote	20%	(39)	59%	(113)	18%	(35)	2%	(4)	190
4-Region: Northeast	21%	(33)	61%	(96)	16%	(26)	1%	(2)	156
4-Region: Midwest	12%	(24)	63%	(121)	23%	(44)	2%	(4)	194
4-Region: South	20%	(60)	57%	(172)	22%	(65)	1%	(3)	300
4-Region: West	14%	(27)	67%	(132)	17%	(34)	2%	(4)	197
Favorable of Trump	18%	(58)	57%	(185)	23%	(75)	2%	(6)	324
Unfavorable of Trump	16%	(64)	65%	(262)	18%	(73)	1%	(6)	405
Very Favorable of Trump	21%	(36)	53%	(91)	24%	(42)	2%	(4)	174
Somewhat Favorable of Trump	14%	(21)	63%	(94)	22%	(33)	2%	(2)	150
Somewhat Unfavorable of Trump	24%	(32)	60%	(79)	14%	(18)	2%	(2)	131
Very Unfavorable of Trump	12%	(32)	67%	(183)	20%	(55)	1%	(4)	275

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

Table BRD3: *If the expert reviews are positive, do they make you more or less likely to see or rent a film?*

Demographic	No impact on										Total N
	Much more likely	Somewhat more likely	my likelihood	Somewhat less likely	Much less likely	Don't know / No Opinion					
Registered Voters	24% (201)	56% (475)	17% (148)	1% (10)	1% (4)	1% (9)	847				
Gender: Male	24% (95)	58% (234)	16% (65)	1% (3)	— (2)	1% (5)	403				
Gender: Female	24% (106)	54% (241)	19% (83)	2% (7)	1% (3)	1% (4)	444				
Age: 18-29	43% (75)	44% (77)	10% (17)	— (0)	1% (2)	1% (3)	174				
Age: 30-44	25% (52)	59% (124)	14% (30)	2% (4)	— (0)	— (0)	210				
Age: 45-54	16% (26)	57% (90)	24% (38)	— (1)	— (0)	1% (2)	157				
Age: 55-64	17% (24)	56% (81)	23% (33)	2% (3)	2% (3)	1% (2)	146				
Age: 65+	15% (24)	64% (103)	18% (29)	2% (3)	— (0)	1% (2)	161				
Generation Z: 18-22	46% (24)	41% (22)	8% (4)	— (0)	3% (2)	2% (1)	53				
Millennial: Age 23-38	34% (78)	52% (120)	12% (28)	2% (4)	— (0)	1% (1)	232				
Generation X: Age 39-54	20% (50)	57% (140)	21% (52)	— (1)	— (0)	1% (2)	244				
Boomers: Age 55-73	15% (42)	61% (169)	20% (56)	2% (5)	1% (3)	1% (3)	278				
PID: Dem (no lean)	29% (99)	53% (181)	17% (59)	— (2)	— (0)	— (1)	342				
PID: Ind (no lean)	18% (48)	62% (163)	17% (46)	1% (4)	— (1)	1% (2)	264				
PID: Rep (no lean)	22% (54)	54% (131)	18% (43)	2% (4)	2% (4)	2% (6)	242				
PID/Gender: Dem Men	27% (39)	56% (82)	16% (23)	1% (1)	— (0)	1% (1)	146				
PID/Gender: Dem Women	31% (61)	50% (99)	18% (36)	— (1)	— (0)	— (0)	196				
PID/Gender: Ind Men	16% (21)	65% (84)	18% (23)	— (0)	— (0)	1% (1)	129				
PID/Gender: Ind Women	20% (27)	59% (80)	17% (23)	3% (4)	— (1)	1% (1)	135				
PID/Gender: Rep Men	27% (35)	53% (68)	14% (19)	1% (2)	1% (2)	2% (3)	129				
PID/Gender: Rep Women	17% (19)	56% (63)	21% (24)	2% (3)	2% (2)	2% (3)	113				
Ideo: Liberal (1-3)	27% (92)	56% (192)	15% (50)	1% (4)	— (0)	— (1)	339				
Ideo: Moderate (4)	23% (43)	57% (108)	19% (35)	1% (1)	— (0)	1% (2)	190				
Ideo: Conservative (5-7)	20% (54)	58% (152)	17% (45)	2% (4)	1% (3)	2% (4)	262				
Educ: < College	28% (123)	48% (216)	20% (91)	2% (8)	1% (4)	1% (4)	447				
Educ: Bachelors degree	19% (48)	65% (163)	15% (37)	— (0)	— (1)	1% (2)	251				
Educ: Post-grad	20% (30)	64% (97)	13% (20)	1% (1)	— (0)	2% (3)	150				

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Table BRD3: If the expert reviews are positive, do they make you more or less likely to see or rent a film?

Demographic	No impact on											Total N	
	Much more likely		Somewhat more likely		my likelihood		Somewhat less likely		Much less likely		Don't know / No Opinion		
Registered Voters	24%	(201)	56%	(475)	17%	(148)	1%	(10)	1%	(4)	1%	(9)	847
Income: Under 50k	28%	(108)	52%	(200)	18%	(69)	2%	(7)	—	(1)	1%	(4)	388
Income: 50k-100k	21%	(61)	59%	(172)	17%	(49)	1%	(2)	1%	(4)	1%	(3)	290
Income: 100k+	19%	(32)	61%	(103)	18%	(30)	1%	(2)	—	(0)	1%	(2)	169
Ethnicity: White	21%	(140)	57%	(385)	19%	(128)	1%	(9)	—	(2)	1%	(8)	672
Ethnicity: Hispanic	33%	(32)	43%	(41)	22%	(21)	—	(0)	2%	(2)	—	(0)	95
Ethnicity: Afr. Am.	33%	(37)	58%	(64)	7%	(8)	—	(0)	1%	(2)	1%	(1)	111
Ethnicity: Other	39%	(25)	41%	(26)	19%	(12)	1%	(0)	1%	(1)	—	(0)	63
Community: Urban	26%	(58)	53%	(117)	18%	(40)	1%	(1)	1%	(2)	1%	(2)	221
Community: Suburban	20%	(86)	60%	(253)	17%	(71)	1%	(4)	1%	(2)	2%	(7)	423
Community: Rural	28%	(57)	52%	(105)	18%	(37)	2%	(4)	—	(0)	—	(1)	203
Employ: Private Sector	24%	(74)	57%	(178)	17%	(53)	1%	(4)	—	(0)	1%	(3)	312
Employ: Government	22%	(14)	60%	(39)	16%	(10)	2%	(1)	—	(0)	—	(0)	65
Employ: Self-Employed	38%	(32)	51%	(44)	9%	(8)	—	(0)	—	(0)	2%	(2)	85
Employ: Homemaker	14%	(9)	57%	(36)	25%	(16)	—	(0)	3%	(2)	1%	(1)	63
Employ: Retired	13%	(21)	64%	(102)	20%	(32)	2%	(3)	—	(1)	1%	(1)	160
Employ: Unemployed	28%	(15)	49%	(26)	19%	(10)	—	(0)	4%	(2)	—	(0)	53
Employ: Other	32%	(22)	42%	(29)	20%	(14)	3%	(2)	—	(0)	3%	(2)	70
Military HH: Yes	25%	(40)	57%	(90)	17%	(28)	—	(0)	—	(0)	1%	(2)	159
Military HH: No	23%	(162)	56%	(385)	17%	(120)	1%	(10)	1%	(4)	1%	(7)	689
RD/WT: Right Direction	25%	(77)	52%	(163)	19%	(59)	1%	(4)	1%	(4)	2%	(5)	313
RD/WT: Wrong Track	23%	(124)	58%	(312)	17%	(89)	1%	(6)	—	(1)	1%	(4)	534
Trump Job Approve	25%	(80)	53%	(170)	18%	(58)	1%	(4)	1%	(2)	2%	(5)	320
Trump Job Disapprove	23%	(111)	59%	(289)	17%	(81)	1%	(6)	—	(2)	1%	(3)	491
Trump Job Strongly Approve	28%	(45)	52%	(85)	17%	(27)	1%	(2)	1%	(2)	2%	(3)	163
Trump Job Somewhat Approve	22%	(35)	55%	(86)	20%	(31)	2%	(3)	—	(0)	2%	(3)	157
Trump Job Somewhat Disapprove	19%	(25)	62%	(80)	16%	(20)	2%	(2)	1%	(2)	—	(0)	128
Trump Job Strongly Disapprove	24%	(86)	58%	(209)	17%	(61)	1%	(3)	—	(1)	1%	(3)	363

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Table BRD3: *If the expert reviews are positive, do they make you more or less likely to see or rent a film?*

Demographic	No impact on												Total N
	Much more likely		Somewhat more likely		my likelihood		Somewhat less likely		Much less likely		Don't know / No Opinion		
Registered Voters	24%	(201)	56%	(475)	17%	(148)	1%	(10)	1%	(4)	1%	(9)	847
#1 Issue: Economy	23%	(62)	59%	(157)	15%	(41)	1%	(3)	1%	(2)	1%	(3)	266
#1 Issue: Security	23%	(31)	50%	(67)	25%	(34)	—	(0)	—	(0)	2%	(2)	133
#1 Issue: Health Care	24%	(36)	59%	(89)	15%	(23)	1%	(1)	1%	(2)	—	(1)	151
#1 Issue: Medicare / Social Security	26%	(22)	62%	(53)	11%	(10)	—	(0)	1%	(1)	—	(0)	85
#1 Issue: Education	29%	(22)	46%	(35)	21%	(16)	2%	(2)	—	(0)	2%	(1)	75
#1 Issue: Other	19%	(9)	51%	(26)	18%	(9)	8%	(4)	—	(0)	4%	(2)	50
2016 Vote: Hillary Clinton	24%	(86)	59%	(207)	16%	(54)	—	(2)	—	(1)	—	(2)	351
2016 Vote: Donald Trump	23%	(63)	56%	(152)	16%	(44)	2%	(4)	1%	(2)	2%	(5)	271
2016 Vote: Someone else	13%	(11)	57%	(48)	26%	(22)	2%	(2)	—	(0)	2%	(2)	84
2016 Vote: Didnt Vote	29%	(41)	49%	(69)	19%	(27)	2%	(2)	1%	(2)	—	(0)	141
Voted in 2014: Yes	23%	(141)	56%	(344)	18%	(113)	1%	(9)	—	(3)	1%	(6)	616
Voted in 2014: No	26%	(60)	57%	(131)	15%	(34)	1%	(1)	1%	(2)	1%	(3)	231
2012 Vote: Barack Obama	22%	(92)	59%	(243)	17%	(70)	1%	(3)	—	(1)	—	(1)	410
2012 Vote: Mitt Romney	19%	(41)	53%	(113)	22%	(46)	2%	(5)	1%	(2)	3%	(6)	213
2012 Vote: Didn't Vote	31%	(59)	53%	(101)	13%	(25)	1%	(2)	1%	(2)	1%	(1)	190
4-Region: Northeast	26%	(41)	54%	(84)	18%	(29)	1%	(1)	—	(0)	1%	(1)	156
4-Region: Midwest	19%	(37)	59%	(114)	18%	(34)	4%	(7)	—	(1)	—	(1)	194
4-Region: South	27%	(81)	52%	(157)	17%	(51)	—	(1)	1%	(4)	2%	(7)	300
4-Region: West	21%	(42)	61%	(120)	17%	(34)	—	(1)	—	(0)	—	(0)	197
Favorable of Trump	24%	(76)	54%	(175)	18%	(59)	1%	(5)	1%	(2)	2%	(7)	324
Unfavorable of Trump	23%	(93)	59%	(239)	16%	(65)	1%	(5)	—	(1)	1%	(2)	405
Very Favorable of Trump	25%	(43)	52%	(90)	19%	(33)	1%	(2)	1%	(2)	2%	(4)	174
Somewhat Favorable of Trump	22%	(34)	57%	(85)	17%	(26)	2%	(3)	—	(0)	2%	(2)	150
Somewhat Unfavorable of Trump	28%	(36)	58%	(75)	12%	(15)	2%	(3)	—	(0)	—	(1)	131
Very Unfavorable of Trump	21%	(57)	60%	(164)	18%	(50)	1%	(2)	—	(1)	1%	(2)	275

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

Table BRD4: *If the expert reviews are negative, do they make you more or less likely to see or rent a film?*

Demographic	No impact on										Total N		
	Much more likely		Somewhat more likely		my likelihood		Somewhat less likely		Much less likely			Don't know / No Opinion	
Registered Voters	2%	(19)	9%	(76)	30%	(251)	45%	(378)	13%	(114)	1%	(10)	847
Gender: Male	2%	(9)	10%	(41)	28%	(111)	45%	(182)	13%	(54)	1%	(6)	403
Gender: Female	2%	(9)	8%	(35)	31%	(140)	44%	(196)	14%	(60)	1%	(4)	444
Age: 18-29	5%	(9)	12%	(20)	20%	(35)	45%	(78)	15%	(26)	3%	(5)	174
Age: 30-44	3%	(7)	9%	(18)	29%	(60)	44%	(93)	15%	(31)	1%	(1)	210
Age: 45-54	2%	(3)	6%	(10)	41%	(65)	42%	(66)	8%	(13)	—	(1)	157
Age: 55-64	—	(0)	9%	(14)	30%	(43)	50%	(73)	10%	(14)	1%	(2)	146
Age: 65+	—	(0)	9%	(14)	30%	(48)	42%	(68)	18%	(29)	1%	(1)	161
Generation Z: 18-22	7%	(4)	9%	(5)	7%	(4)	51%	(27)	19%	(10)	7%	(4)	53
Millennial: Age 23-38	3%	(7)	11%	(26)	25%	(57)	45%	(105)	15%	(35)	1%	(2)	232
Generation X: Age 39-54	3%	(8)	7%	(18)	39%	(94)	41%	(99)	10%	(25)	1%	(1)	244
Boomers: Age 55-73	—	(0)	9%	(26)	30%	(83)	47%	(130)	13%	(36)	1%	(3)	278
PID: Dem (no lean)	2%	(7)	12%	(41)	29%	(99)	45%	(153)	12%	(41)	—	(1)	342
PID: Ind (no lean)	2%	(5)	8%	(21)	28%	(74)	48%	(126)	13%	(35)	1%	(2)	264
PID: Rep (no lean)	3%	(6)	6%	(14)	32%	(78)	41%	(99)	16%	(38)	3%	(7)	242
PID/Gender: Dem Men	2%	(3)	16%	(24)	23%	(34)	45%	(65)	13%	(19)	1%	(1)	146
PID/Gender: Dem Women	2%	(4)	9%	(18)	33%	(65)	45%	(88)	11%	(21)	—	(0)	196
PID/Gender: Ind Men	1%	(2)	8%	(10)	27%	(35)	53%	(68)	11%	(14)	—	(1)	129
PID/Gender: Ind Women	3%	(4)	8%	(11)	29%	(40)	43%	(58)	16%	(21)	1%	(2)	135
PID/Gender: Rep Men	3%	(4)	6%	(7)	33%	(43)	38%	(49)	16%	(21)	4%	(5)	129
PID/Gender: Rep Women	2%	(2)	6%	(6)	31%	(35)	45%	(51)	15%	(17)	2%	(2)	113
Ideo: Liberal (1-3)	4%	(13)	10%	(35)	27%	(90)	48%	(164)	11%	(36)	—	(1)	339
Ideo: Moderate (4)	—	(0)	9%	(17)	27%	(51)	50%	(94)	14%	(26)	1%	(1)	190
Ideo: Conservative (5-7)	1%	(3)	8%	(21)	33%	(87)	41%	(106)	15%	(40)	2%	(4)	262
Educ: < College	2%	(11)	9%	(42)	32%	(144)	39%	(174)	15%	(69)	2%	(7)	447
Educ: Bachelors degree	2%	(5)	9%	(22)	27%	(67)	50%	(126)	11%	(29)	1%	(2)	251
Educ: Post-grad	2%	(3)	8%	(12)	27%	(40)	52%	(78)	11%	(16)	1%	(1)	150

Continued on next page

Table BRD4: *If the expert reviews are negative, do they make you more or less likely to see or rent a film?*

Demographic	No impact on										Total N		
	Much more likely		Somewhat more likely		my likelihood		Somewhat less likely		Much less likely			Don't know / No Opinion	
Registered Voters	2%	(19)	9%	(76)	30%	(251)	45%	(378)	13%	(114)	1%	(10)	847
Income: Under 50k	3%	(12)	10%	(40)	32%	(123)	39%	(150)	15%	(58)	1%	(5)	388
Income: 50k-100k	2%	(6)	8%	(22)	31%	(89)	46%	(135)	12%	(36)	1%	(3)	290
Income: 100k+	1%	(1)	8%	(14)	23%	(39)	56%	(94)	11%	(19)	1%	(1)	169
Ethnicity: White	2%	(12)	7%	(45)	32%	(216)	46%	(307)	13%	(87)	1%	(7)	672
Ethnicity: Hispanic	4%	(4)	12%	(11)	24%	(23)	50%	(47)	10%	(10)	—	(0)	95
Ethnicity: Afr. Am.	5%	(6)	20%	(23)	18%	(20)	41%	(46)	13%	(15)	2%	(2)	111
Ethnicity: Other	1%	(1)	14%	(9)	25%	(16)	40%	(25)	19%	(12)	2%	(1)	63
Community: Urban	2%	(5)	14%	(31)	25%	(56)	39%	(85)	18%	(40)	2%	(4)	221
Community: Suburban	2%	(10)	7%	(28)	30%	(127)	48%	(205)	11%	(48)	1%	(5)	423
Community: Rural	2%	(3)	8%	(17)	33%	(68)	44%	(89)	13%	(25)	1%	(2)	203
Employ: Private Sector	2%	(7)	7%	(23)	32%	(100)	45%	(140)	13%	(40)	1%	(3)	312
Employ: Government	—	(0)	11%	(7)	19%	(12)	54%	(35)	15%	(10)	1%	(1)	65
Employ: Self-Employed	3%	(3)	5%	(5)	23%	(19)	50%	(43)	17%	(14)	2%	(2)	85
Employ: Homemaker	2%	(1)	11%	(7)	39%	(25)	35%	(22)	10%	(6)	3%	(2)	63
Employ: Retired	—	(0)	13%	(21)	30%	(48)	44%	(70)	13%	(21)	—	(0)	160
Employ: Unemployed	2%	(1)	9%	(5)	32%	(17)	40%	(21)	17%	(9)	—	(0)	53
Employ: Other	5%	(4)	9%	(6)	34%	(24)	36%	(25)	12%	(8)	3%	(2)	70
Military HH: Yes	4%	(6)	10%	(16)	26%	(41)	44%	(70)	16%	(25)	1%	(2)	159
Military HH: No	2%	(13)	9%	(60)	30%	(210)	45%	(309)	13%	(88)	1%	(8)	689
RD/WT: Right Direction	5%	(15)	9%	(29)	33%	(102)	36%	(113)	15%	(48)	2%	(7)	313
RD/WT: Wrong Track	1%	(3)	9%	(47)	28%	(149)	50%	(266)	12%	(65)	1%	(3)	534
Trump Job Approve	4%	(14)	7%	(22)	34%	(110)	39%	(125)	14%	(44)	2%	(5)	320
Trump Job Disapprove	1%	(3)	10%	(50)	27%	(131)	49%	(239)	13%	(64)	1%	(4)	491
Trump Job Strongly Approve	7%	(12)	7%	(11)	33%	(54)	37%	(61)	15%	(25)	1%	(1)	163
Trump Job Somewhat Approve	1%	(2)	7%	(11)	36%	(56)	41%	(64)	12%	(19)	3%	(4)	157
Trump Job Somewhat Disapprove	1%	(2)	8%	(10)	27%	(35)	54%	(69)	8%	(11)	1%	(2)	128
Trump Job Strongly Disapprove	—	(2)	11%	(40)	27%	(96)	47%	(170)	15%	(53)	1%	(2)	363

Continued on next page

Table BRD4: *If the expert reviews are negative, do they make you more or less likely to see or rent a film?*

Demographic	No impact on										Total N		
	Much more likely		Somewhat more likely		my likelihood		Somewhat less likely		Much less likely			Don't know / No Opinion	
Registered Voters	2%	(19)	9%	(76)	30%	(251)	45%	(378)	13%	(114)	1%	(10)	847
#1 Issue: Economy	2%	(5)	9%	(25)	27%	(73)	50%	(134)	10%	(27)	1%	(3)	266
#1 Issue: Security	—	(0)	5%	(7)	38%	(51)	39%	(52)	16%	(21)	1%	(2)	133
#1 Issue: Health Care	2%	(3)	9%	(14)	26%	(40)	49%	(74)	14%	(21)	—	(0)	151
#1 Issue: Medicare / Social Security	3%	(2)	13%	(11)	30%	(25)	34%	(29)	21%	(18)	—	(0)	85
#1 Issue: Education	6%	(4)	9%	(7)	30%	(22)	38%	(29)	16%	(12)	2%	(1)	75
#1 Issue: Other	1%	(1)	2%	(1)	27%	(14)	54%	(27)	11%	(6)	4%	(2)	50
2016 Vote: Hillary Clinton	2%	(7)	9%	(33)	27%	(96)	48%	(167)	14%	(48)	—	(1)	351
2016 Vote: Donald Trump	2%	(6)	5%	(14)	35%	(96)	42%	(113)	14%	(38)	2%	(4)	271
2016 Vote: Someone else	1%	(1)	10%	(8)	32%	(27)	48%	(41)	6%	(5)	3%	(2)	84
2016 Vote: Didnt Vote	3%	(4)	14%	(20)	23%	(33)	41%	(58)	16%	(23)	2%	(3)	141
Voted in 2014: Yes	2%	(14)	10%	(59)	31%	(191)	44%	(270)	13%	(78)	1%	(5)	616
Voted in 2014: No	2%	(4)	8%	(17)	26%	(60)	47%	(109)	16%	(36)	2%	(5)	231
2012 Vote: Barack Obama	2%	(8)	10%	(40)	31%	(127)	46%	(188)	11%	(44)	—	(2)	410
2012 Vote: Mitt Romney	2%	(5)	7%	(15)	34%	(72)	39%	(84)	15%	(33)	2%	(4)	213
2012 Vote: Didn't Vote	2%	(4)	10%	(18)	23%	(43)	47%	(89)	17%	(32)	2%	(4)	190
4-Region: Northeast	2%	(4)	6%	(10)	31%	(48)	46%	(72)	14%	(22)	1%	(2)	156
4-Region: Midwest	2%	(4)	13%	(25)	27%	(51)	44%	(86)	14%	(28)	—	(0)	194
4-Region: South	2%	(6)	9%	(28)	31%	(92)	41%	(122)	15%	(45)	2%	(7)	300
4-Region: West	2%	(4)	7%	(13)	30%	(60)	50%	(99)	10%	(19)	1%	(2)	197
Favorable of Trump	4%	(12)	8%	(27)	34%	(109)	40%	(130)	12%	(40)	2%	(6)	324
Unfavorable of Trump	1%	(5)	10%	(39)	28%	(114)	48%	(194)	13%	(52)	1%	(2)	405
Very Favorable of Trump	5%	(9)	7%	(13)	36%	(63)	34%	(58)	15%	(26)	2%	(4)	174
Somewhat Favorable of Trump	2%	(3)	9%	(14)	30%	(45)	48%	(72)	10%	(14)	1%	(2)	150
Somewhat Unfavorable of Trump	2%	(3)	11%	(15)	29%	(38)	41%	(54)	16%	(20)	1%	(1)	131
Very Unfavorable of Trump	1%	(2)	9%	(24)	28%	(76)	51%	(140)	12%	(32)	1%	(1)	275

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

Table BRD5: How important are consumer reviews in deciding to see or rent a film?

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	23%	(266)	59%	(682)	16%	(179)	2%	(23)	1150
Gender: Male	22%	(117)	60%	(316)	16%	(83)	2%	(11)	527
Gender: Female	24%	(148)	59%	(367)	15%	(96)	2%	(13)	623
Age: 18-29	31%	(77)	55%	(137)	11%	(28)	3%	(8)	250
Age: 30-44	24%	(69)	58%	(171)	16%	(48)	2%	(5)	294
Age: 45-54	18%	(36)	64%	(132)	15%	(31)	3%	(7)	206
Age: 55-64	20%	(36)	63%	(116)	16%	(30)	1%	(2)	185
Age: 65+	22%	(47)	59%	(126)	19%	(41)	—	(1)	215
Generation Z: 18-22	30%	(23)	60%	(45)	10%	(7)	—	(0)	75
Millennial: Age 23-38	27%	(89)	56%	(186)	14%	(48)	3%	(11)	335
Generation X: Age 39-54	21%	(68)	61%	(196)	15%	(49)	3%	(9)	322
Boomers: Age 55-73	18%	(67)	64%	(236)	17%	(62)	1%	(4)	369
PID: Dem (no lean)	26%	(110)	61%	(258)	13%	(53)	1%	(4)	425
PID: Ind (no lean)	21%	(78)	56%	(208)	20%	(74)	3%	(12)	373
PID: Rep (no lean)	22%	(77)	61%	(216)	15%	(52)	2%	(7)	352
PID/Gender: Dem Men	25%	(43)	60%	(102)	14%	(24)	1%	(1)	171
PID/Gender: Dem Women	26%	(66)	61%	(156)	11%	(29)	1%	(3)	254
PID/Gender: Ind Men	19%	(34)	56%	(99)	21%	(37)	4%	(7)	177
PID/Gender: Ind Women	23%	(44)	56%	(110)	19%	(37)	3%	(5)	196
PID/Gender: Rep Men	22%	(40)	64%	(115)	12%	(22)	2%	(3)	180
PID/Gender: Rep Women	22%	(38)	58%	(101)	17%	(30)	3%	(4)	173
Ideo: Liberal (1-3)	26%	(106)	58%	(243)	14%	(58)	2%	(8)	416
Ideo: Moderate (4)	24%	(62)	62%	(159)	13%	(32)	1%	(3)	257
Ideo: Conservative (5-7)	21%	(80)	60%	(228)	18%	(68)	2%	(7)	383
Educ: < College	23%	(154)	56%	(369)	18%	(121)	2%	(16)	660
Educ: Bachelors degree	24%	(78)	62%	(199)	12%	(37)	2%	(5)	320
Educ: Post-grad	20%	(34)	67%	(114)	12%	(20)	1%	(2)	170
Income: Under 50k	26%	(144)	54%	(299)	17%	(96)	3%	(14)	552
Income: 50k-100k	20%	(76)	65%	(246)	14%	(52)	1%	(6)	379
Income: 100k+	21%	(46)	63%	(138)	14%	(31)	2%	(4)	219

Continued on next page

Table BRD5: How important are consumer reviews in deciding to see or rent a film?

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	23%	(266)	59%	(682)	16%	(179)	2%	(23)	1150
Ethnicity: White	21%	(194)	59%	(543)	17%	(161)	2%	(22)	920
Ethnicity: Hispanic	23%	(34)	55%	(81)	19%	(28)	2%	(3)	147
Ethnicity: Afr. Am.	34%	(50)	59%	(87)	7%	(10)	—	(0)	147
Ethnicity: Other	26%	(22)	63%	(53)	9%	(8)	2%	(1)	84
Community: Urban	25%	(73)	61%	(175)	11%	(32)	3%	(8)	288
Community: Suburban	24%	(135)	57%	(322)	18%	(99)	1%	(5)	561
Community: Rural	19%	(58)	61%	(185)	16%	(48)	3%	(10)	301
Employ: Private Sector	21%	(86)	61%	(250)	16%	(66)	2%	(10)	412
Employ: Government	29%	(25)	61%	(54)	10%	(9)	—	(0)	88
Employ: Self-Employed	36%	(39)	57%	(62)	8%	(8)	—	(0)	108
Employ: Homemaker	15%	(14)	57%	(52)	24%	(22)	5%	(4)	93
Employ: Student	39%	(21)	57%	(31)	2%	(1)	2%	(1)	54
Employ: Retired	18%	(39)	60%	(132)	22%	(47)	—	(0)	219
Employ: Unemployed	20%	(16)	56%	(43)	20%	(16)	3%	(3)	77
Employ: Other	26%	(26)	58%	(58)	9%	(9)	6%	(6)	99
Military HH: Yes	25%	(55)	57%	(128)	16%	(36)	2%	(5)	224
Military HH: No	23%	(211)	60%	(555)	15%	(143)	2%	(19)	926
RD/WT: Right Direction	25%	(113)	57%	(259)	17%	(75)	1%	(6)	454
RD/WT: Wrong Track	22%	(153)	61%	(423)	15%	(104)	2%	(17)	696
Trump Job Approve	24%	(117)	57%	(279)	18%	(87)	2%	(8)	491
Trump Job Disapprove	22%	(135)	62%	(378)	14%	(84)	2%	(11)	607
Trump Job Strongly Approve	26%	(66)	57%	(147)	16%	(41)	—	(1)	255
Trump Job Somewhat Approve	22%	(51)	56%	(132)	19%	(46)	3%	(7)	236
Trump Job Somewhat Disapprove	23%	(36)	57%	(86)	20%	(30)	—	(0)	151
Trump Job Strongly Disapprove	22%	(100)	64%	(291)	12%	(54)	2%	(11)	456

Continued on next page

Table BRD5: How important are consumer reviews in deciding to see or rent a film?

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	23%	(266)	59%	(682)	16%	(179)	2%	(23)	1150
#1 Issue: Economy	21%	(72)	64%	(223)	14%	(48)	1%	(4)	347
#1 Issue: Security	22%	(45)	58%	(117)	18%	(35)	2%	(4)	200
#1 Issue: Health Care	25%	(54)	56%	(120)	16%	(34)	3%	(6)	213
#1 Issue: Medicare / Social Security	23%	(24)	59%	(62)	18%	(18)	—	(0)	105
#1 Issue: Women's Issues	18%	(11)	67%	(42)	14%	(9)	1%	(1)	63
#1 Issue: Education	31%	(32)	52%	(54)	14%	(14)	4%	(4)	104
#1 Issue: Energy	24%	(13)	55%	(31)	19%	(10)	2%	(1)	56
#1 Issue: Other	24%	(15)	53%	(34)	16%	(10)	6%	(4)	63
2016 Vote: Hillary Clinton	26%	(111)	62%	(262)	11%	(45)	1%	(3)	422
2016 Vote: Donald Trump	23%	(92)	58%	(231)	17%	(69)	2%	(8)	399
2016 Vote: Someone else	13%	(14)	59%	(65)	24%	(26)	4%	(5)	109
2016 Vote: Didn't Vote	22%	(49)	56%	(123)	18%	(39)	3%	(7)	219
Voted in 2014: Yes	24%	(191)	58%	(470)	16%	(128)	2%	(20)	809
Voted in 2014: No	22%	(74)	62%	(212)	15%	(51)	1%	(4)	341
2012 Vote: Barack Obama	25%	(126)	60%	(302)	13%	(64)	2%	(11)	503
2012 Vote: Mitt Romney	19%	(59)	60%	(188)	20%	(63)	1%	(4)	314
2012 Vote: Other	26%	(13)	48%	(25)	20%	(10)	6%	(3)	51
2012 Vote: Didn't Vote	23%	(65)	60%	(167)	15%	(41)	2%	(6)	280
4-Region: Northeast	28%	(55)	56%	(109)	15%	(29)	1%	(2)	194
4-Region: Midwest	18%	(46)	60%	(153)	19%	(47)	3%	(7)	253
4-Region: South	23%	(104)	58%	(256)	17%	(76)	2%	(7)	442
4-Region: West	24%	(62)	63%	(164)	10%	(27)	3%	(7)	261
Favorable of Trump	25%	(114)	58%	(269)	16%	(73)	1%	(5)	462
Unfavorable of Trump	22%	(115)	60%	(310)	15%	(78)	3%	(14)	518
Very Favorable of Trump	26%	(64)	57%	(144)	16%	(41)	1%	(1)	251
Somewhat Favorable of Trump	24%	(50)	59%	(125)	15%	(32)	2%	(3)	211
Somewhat Unfavorable of Trump	25%	(43)	56%	(94)	14%	(23)	5%	(8)	169
Very Unfavorable of Trump	21%	(72)	62%	(216)	16%	(55)	2%	(6)	349

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

Table BRD6: *If the consumer reviews are positive, do they make you more or less likely to see or rent a film?*

Demographic	No impact on											Total N	
	Much more likely		Somewhat more likely		my likelihood		Somewhat less likely		Much less likely		Don't know / No Opinion		
Registered Voters	26%	(295)	56%	(645)	16%	(180)	2%	(19)	—	(2)	1%	(9)	1150
Gender: Male	26%	(139)	56%	(298)	15%	(78)	1%	(7)	—	(1)	1%	(6)	527
Gender: Female	25%	(157)	56%	(347)	17%	(103)	2%	(12)	—	(1)	1%	(4)	623
Age: 18-29	37%	(94)	48%	(119)	11%	(28)	3%	(8)	—	(0)	1%	(2)	250
Age: 30-44	28%	(81)	54%	(159)	14%	(41)	2%	(6)	1%	(2)	2%	(4)	294
Age: 45-54	18%	(37)	62%	(127)	19%	(40)	1%	(2)	—	(0)	—	(1)	206
Age: 55-64	21%	(38)	61%	(112)	17%	(32)	1%	(2)	—	(0)	—	(0)	185
Age: 65+	21%	(45)	59%	(127)	18%	(39)	1%	(2)	—	(0)	1%	(3)	215
Generation Z: 18-22	40%	(30)	45%	(34)	8%	(6)	6%	(4)	—	(0)	2%	(1)	75
Millennial: Age 23-38	31%	(103)	52%	(174)	14%	(45)	3%	(9)	—	(0)	1%	(3)	335
Generation X: Age 39-54	24%	(77)	57%	(185)	17%	(54)	1%	(2)	—	(2)	1%	(3)	322
Boomers: Age 55-73	20%	(73)	62%	(227)	17%	(62)	1%	(3)	—	(0)	1%	(3)	369
PID: Dem (no lean)	26%	(110)	55%	(235)	16%	(69)	3%	(11)	—	(1)	—	(0)	425
PID: Ind (no lean)	26%	(96)	52%	(194)	19%	(71)	2%	(6)	—	(1)	1%	(5)	373
PID: Rep (no lean)	25%	(90)	61%	(216)	11%	(41)	1%	(2)	—	(0)	1%	(4)	352
PID/Gender: Dem Men	28%	(47)	53%	(91)	16%	(27)	3%	(4)	1%	(1)	—	(0)	171
PID/Gender: Dem Women	25%	(63)	56%	(144)	16%	(41)	3%	(7)	—	(0)	—	(0)	254
PID/Gender: Ind Men	25%	(43)	52%	(92)	22%	(38)	1%	(1)	—	(0)	1%	(2)	177
PID/Gender: Ind Women	27%	(52)	52%	(102)	17%	(33)	2%	(5)	—	(1)	1%	(3)	196
PID/Gender: Rep Men	27%	(48)	64%	(115)	7%	(12)	1%	(1)	—	(0)	2%	(3)	180
PID/Gender: Rep Women	24%	(42)	58%	(101)	17%	(29)	—	(1)	—	(0)	1%	(1)	173
Ideo: Liberal (1-3)	26%	(108)	57%	(236)	16%	(65)	1%	(5)	—	(1)	—	(2)	416
Ideo: Moderate (4)	27%	(70)	55%	(140)	14%	(37)	3%	(8)	—	(0)	1%	(2)	257
Ideo: Conservative (5-7)	24%	(92)	59%	(227)	15%	(58)	1%	(3)	—	(0)	1%	(3)	383
Educ: < College	26%	(175)	52%	(345)	17%	(114)	3%	(17)	—	(2)	1%	(8)	660
Educ: Bachelors degree	26%	(84)	59%	(189)	14%	(46)	—	(1)	—	(0)	—	(0)	320
Educ: Post-grad	21%	(36)	65%	(110)	12%	(20)	1%	(1)	—	(0)	1%	(1)	170

Continued on next page

Table BRD6: *If the consumer reviews are positive, do they make you more or less likely to see or rent a film?*

Demographic	No impact on										Total N
	Much more likely	Somewhat more likely	my likelihood	Somewhat less likely	Much less likely	Don't know / No Opinion					
Registered Voters	26% (295)	56% (645)	16% (180)	2% (19)	— (2)	1% (9)	1150				
Income: Under 50k	25% (141)	55% (302)	16% (91)	2% (13)	— (1)	1% (5)	552				
Income: 50k-100k	28% (105)	56% (212)	15% (56)	1% (3)	— (1)	— (2)	379				
Income: 100k+	23% (50)	60% (131)	15% (33)	1% (3)	— (0)	1% (3)	219				
Ethnicity: White	23% (216)	58% (533)	16% (151)	1% (10)	— (2)	1% (8)	920				
Ethnicity: Hispanic	25% (37)	53% (77)	17% (26)	4% (6)	— (0)	— (1)	147				
Ethnicity: Afr. Am.	32% (47)	50% (74)	12% (18)	6% (9)	— (0)	— (0)	147				
Ethnicity: Other	39% (33)	45% (38)	14% (12)	— (0)	— (0)	1% (1)	84				
Community: Urban	28% (80)	56% (163)	13% (36)	3% (9)	— (0)	— (1)	288				
Community: Suburban	26% (144)	56% (314)	16% (89)	2% (9)	— (0)	1% (5)	561				
Community: Rural	24% (71)	56% (168)	18% (55)	1% (2)	1% (2)	1% (3)	301				
Employ: Private Sector	26% (105)	55% (229)	17% (71)	1% (5)	— (0)	— (2)	412				
Employ: Government	32% (28)	58% (51)	8% (7)	2% (1)	— (0)	— (0)	88				
Employ: Self-Employed	31% (33)	58% (63)	11% (12)	1% (1)	— (0)	— (0)	108				
Employ: Homemaker	16% (15)	56% (52)	23% (21)	5% (4)	— (0)	— (0)	93				
Employ: Student	40% (22)	54% (29)	1% (1)	3% (2)	1% (1)	1% (1)	54				
Employ: Retired	19% (41)	62% (136)	17% (38)	— (1)	— (0)	1% (3)	219				
Employ: Unemployed	24% (19)	50% (39)	20% (16)	4% (3)	— (0)	1% (1)	77				
Employ: Other	32% (32)	46% (46)	15% (15)	2% (2)	1% (1)	4% (4)	99				
Military HH: Yes	26% (57)	61% (136)	12% (27)	1% (2)	— (0)	1% (2)	224				
Military HH: No	26% (238)	55% (509)	17% (153)	2% (17)	— (2)	1% (7)	926				
RD/WT: Right Direction	28% (127)	54% (245)	16% (72)	1% (5)	— (1)	1% (4)	454				
RD/WT: Wrong Track	24% (168)	57% (400)	16% (109)	2% (14)	— (1)	1% (6)	696				
Trump Job Approve	27% (132)	58% (285)	13% (65)	1% (3)	— (2)	1% (4)	491				
Trump Job Disapprove	24% (146)	55% (337)	18% (107)	2% (14)	— (0)	1% (4)	607				
Trump Job Strongly Approve	30% (75)	56% (144)	13% (33)	— (1)	— (1)	1% (1)	255				
Trump Job Somewhat Approve	24% (57)	60% (141)	14% (32)	1% (3)	— (1)	1% (3)	236				
Trump Job Somewhat Disapprove	25% (38)	55% (83)	17% (26)	3% (4)	— (0)	— (0)	151				
Trump Job Strongly Disapprove	24% (107)	56% (254)	18% (81)	2% (10)	— (0)	1% (4)	456				

Continued on next page

Table BRD6: *If the consumer reviews are positive, do they make you more or less likely to see or rent a film?*

Demographic	No impact on										Total N
	Much more likely	Somewhat more likely	my likelihood	Somewhat less likely	Much less likely	Don't know / No Opinion					
Registered Voters	26% (295)	56% (645)	16% (180)	2% (19)	— (2)	1% (9)	1150				
#1 Issue: Economy	26% (90)	59% (205)	13% (44)	2% (6)	— (1)	— (0)	347				
#1 Issue: Security	23% (46)	57% (113)	18% (37)	1% (3)	— (0)	1% (1)	200				
#1 Issue: Health Care	26% (55)	59% (125)	14% (29)	— (1)	— (0)	2% (3)	213				
#1 Issue: Medicare / Social Security	25% (26)	52% (54)	21% (22)	— (0)	— (0)	1% (1)	105				
#1 Issue: Women's Issues	23% (15)	60% (38)	14% (9)	3% (2)	— (0)	— (0)	63				
#1 Issue: Education	35% (36)	49% (51)	12% (12)	3% (4)	— (0)	1% (1)	104				
#1 Issue: Energy	25% (14)	51% (28)	23% (13)	1% (1)	— (0)	— (0)	56				
#1 Issue: Other	21% (13)	47% (30)	22% (14)	5% (3)	2% (1)	4% (2)	63				
2016 Vote: Hillary Clinton	25% (104)	58% (243)	16% (67)	2% (7)	— (1)	— (0)	422				
2016 Vote: Donald Trump	28% (110)	57% (229)	14% (55)	— (1)	— (0)	1% (4)	399				
2016 Vote: Someone else	14% (16)	58% (64)	22% (24)	4% (5)	— (0)	— (0)	109				
2016 Vote: Didn't Vote	30% (65)	50% (108)	16% (34)	3% (6)	— (1)	2% (5)	219				
Voted in 2014: Yes	24% (197)	57% (463)	17% (134)	1% (11)	— (1)	— (3)	809				
Voted in 2014: No	29% (98)	53% (181)	14% (47)	2% (7)	— (1)	2% (6)	341				
2012 Vote: Barack Obama	24% (119)	58% (293)	16% (82)	1% (7)	— (1)	— (1)	503				
2012 Vote: Mitt Romney	24% (76)	57% (179)	17% (54)	1% (2)	— (0)	1% (3)	314				
2012 Vote: Other	20% (10)	64% (33)	14% (7)	1% (1)	— (0)	— (0)	51				
2012 Vote: Didn't Vote	32% (90)	49% (137)	13% (36)	3% (9)	— (1)	2% (6)	280				
4-Region: Northeast	30% (58)	47% (92)	21% (42)	1% (2)	— (0)	— (1)	194				
4-Region: Midwest	21% (53)	60% (152)	16% (40)	2% (4)	— (1)	1% (3)	253				
4-Region: South	26% (114)	56% (246)	15% (65)	2% (11)	— (1)	1% (6)	442				
4-Region: West	27% (70)	59% (155)	13% (34)	1% (2)	— (0)	— (0)	261				
Favorable of Trump	26% (119)	58% (269)	15% (67)	— (1)	— (1)	1% (5)	462				
Unfavorable of Trump	25% (128)	55% (284)	17% (87)	3% (15)	— (0)	1% (3)	518				
Very Favorable of Trump	28% (71)	56% (139)	15% (38)	— (1)	— (0)	1% (2)	251				
Somewhat Favorable of Trump	23% (49)	62% (130)	14% (29)	— (0)	— (1)	1% (3)	211				
Somewhat Unfavorable of Trump	26% (44)	59% (100)	11% (19)	2% (4)	— (0)	1% (2)	169				
Very Unfavorable of Trump	24% (84)	53% (184)	20% (68)	3% (11)	— (0)	— (1)	349				

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

Table BRD7: *If the consumer reviews are negative, do they make you more or less likely to see or rent a film?*

Demographic	No impact on										Total N		
	Much more likely		Somewhat more likely		my likelihood		Somewhat less likely		Much less likely			Don't know / No Opinion	
Registered Voters	3%	(38)	8%	(91)	25%	(290)	43%	(500)	19%	(216)	1%	(16)	1150
Gender: Male	5%	(27)	10%	(52)	25%	(132)	40%	(210)	18%	(98)	2%	(8)	527
Gender: Female	2%	(11)	6%	(39)	25%	(158)	46%	(290)	19%	(119)	1%	(8)	623
Age: 18-29	8%	(19)	9%	(23)	21%	(52)	36%	(91)	24%	(60)	2%	(6)	250
Age: 30-44	4%	(11)	8%	(23)	22%	(65)	43%	(126)	22%	(64)	2%	(5)	294
Age: 45-54	2%	(4)	9%	(19)	30%	(62)	40%	(83)	18%	(36)	1%	(1)	206
Age: 55-64	—	(1)	4%	(7)	27%	(50)	56%	(102)	13%	(24)	—	(0)	185
Age: 65+	1%	(3)	9%	(19)	28%	(60)	45%	(97)	15%	(32)	2%	(4)	215
Generation Z: 18-22	6%	(4)	4%	(3)	16%	(12)	32%	(24)	35%	(26)	7%	(5)	75
Millennial: Age 23-38	6%	(20)	10%	(32)	22%	(74)	41%	(138)	20%	(68)	1%	(3)	335
Generation X: Age 39-54	3%	(10)	9%	(29)	27%	(87)	40%	(129)	19%	(63)	1%	(4)	322
Boomers: Age 55-73	1%	(4)	7%	(25)	27%	(99)	51%	(186)	14%	(51)	1%	(4)	369
PID: Dem (no lean)	4%	(16)	9%	(39)	26%	(110)	44%	(185)	17%	(73)	—	(2)	425
PID: Ind (no lean)	3%	(11)	7%	(28)	27%	(99)	41%	(154)	20%	(74)	2%	(8)	373
PID: Rep (no lean)	3%	(11)	7%	(24)	23%	(81)	45%	(160)	20%	(69)	2%	(7)	352
PID/Gender: Dem Men	6%	(10)	14%	(23)	26%	(45)	37%	(62)	17%	(29)	1%	(2)	171
PID/Gender: Dem Women	2%	(6)	6%	(16)	26%	(66)	48%	(123)	17%	(44)	—	(0)	254
PID/Gender: Ind Men	4%	(7)	6%	(10)	32%	(56)	38%	(67)	18%	(32)	2%	(4)	177
PID/Gender: Ind Women	2%	(4)	9%	(17)	22%	(43)	44%	(87)	21%	(42)	2%	(3)	196
PID/Gender: Rep Men	5%	(10)	11%	(19)	17%	(31)	45%	(80)	21%	(37)	1%	(2)	180
PID/Gender: Rep Women	1%	(1)	3%	(5)	29%	(49)	46%	(80)	19%	(32)	3%	(4)	173
Ideo: Liberal (1-3)	5%	(21)	9%	(37)	21%	(87)	47%	(197)	17%	(71)	1%	(3)	416
Ideo: Moderate (4)	2%	(5)	8%	(20)	28%	(71)	42%	(107)	19%	(50)	1%	(3)	257
Ideo: Conservative (5-7)	2%	(8)	7%	(28)	26%	(99)	43%	(165)	20%	(75)	2%	(7)	383
Educ: < College	4%	(28)	8%	(51)	28%	(184)	38%	(249)	20%	(133)	2%	(16)	660
Educ: Bachelors degree	3%	(8)	7%	(22)	22%	(69)	50%	(161)	19%	(60)	—	(0)	320
Educ: Post-grad	1%	(2)	10%	(18)	22%	(37)	53%	(90)	14%	(23)	—	(0)	170

Continued on next page

Table BRD7: If the consumer reviews are negative, do they make you more or less likely to see or rent a film?

Demographic	No impact on										Total N		
	Much more likely		Somewhat more likely		my likelihood		Somewhat less likely		Much less likely			Don't know / No Opinion	
Registered Voters	3%	(38)	8%	(91)	25%	(290)	43%	(500)	19%	(216)	1%	(16)	1150
Income: Under 50k	4%	(24)	9%	(51)	25%	(139)	39%	(214)	20%	(112)	2%	(12)	552
Income: 50k-100k	2%	(7)	8%	(30)	25%	(95)	46%	(176)	18%	(68)	1%	(3)	379
Income: 100k+	3%	(7)	5%	(10)	25%	(55)	50%	(110)	16%	(36)	—	(1)	219
Ethnicity: White	3%	(24)	7%	(64)	26%	(243)	44%	(409)	18%	(170)	1%	(10)	920
Ethnicity: Hispanic	4%	(6)	8%	(12)	20%	(30)	44%	(64)	22%	(33)	1%	(2)	147
Ethnicity: Afr. Am.	7%	(10)	15%	(23)	22%	(32)	36%	(52)	20%	(29)	1%	(2)	147
Ethnicity: Other	5%	(4)	6%	(5)	18%	(15)	45%	(38)	21%	(17)	5%	(4)	84
Community: Urban	2%	(7)	14%	(41)	19%	(56)	42%	(121)	21%	(62)	—	(1)	288
Community: Suburban	4%	(20)	5%	(28)	28%	(155)	43%	(242)	19%	(108)	1%	(8)	561
Community: Rural	4%	(11)	7%	(21)	26%	(79)	45%	(136)	15%	(47)	2%	(7)	301
Employ: Private Sector	4%	(16)	6%	(24)	25%	(104)	45%	(187)	19%	(78)	1%	(2)	412
Employ: Government	3%	(3)	13%	(12)	13%	(12)	48%	(42)	23%	(20)	—	(0)	88
Employ: Self-Employed	2%	(2)	13%	(14)	14%	(15)	50%	(54)	22%	(24)	—	(0)	108
Employ: Homemaker	2%	(2)	3%	(3)	37%	(35)	38%	(35)	19%	(18)	—	(0)	93
Employ: Student	4%	(2)	5%	(3)	16%	(9)	37%	(20)	35%	(19)	3%	(2)	54
Employ: Retired	2%	(4)	10%	(21)	30%	(67)	46%	(101)	10%	(22)	2%	(4)	219
Employ: Unemployed	2%	(2)	5%	(4)	31%	(24)	35%	(27)	22%	(17)	5%	(4)	77
Employ: Other	8%	(8)	11%	(11)	25%	(25)	33%	(33)	18%	(18)	4%	(4)	99
Military HH: Yes	5%	(11)	8%	(18)	25%	(57)	42%	(93)	20%	(45)	1%	(1)	224
Military HH: No	3%	(28)	8%	(73)	25%	(233)	44%	(406)	18%	(171)	2%	(14)	926
RD/WT: Right Direction	5%	(22)	8%	(36)	26%	(119)	41%	(185)	18%	(83)	2%	(7)	454
RD/WT: Wrong Track	2%	(16)	8%	(55)	24%	(171)	45%	(314)	19%	(133)	1%	(8)	696
Trump Job Approve	4%	(21)	9%	(42)	27%	(131)	41%	(204)	17%	(86)	2%	(8)	491
Trump Job Disapprove	3%	(16)	7%	(45)	25%	(150)	45%	(276)	19%	(113)	1%	(7)	607
Trump Job Strongly Approve	6%	(15)	8%	(19)	25%	(63)	41%	(104)	20%	(52)	—	(1)	255
Trump Job Somewhat Approve	3%	(6)	9%	(22)	29%	(67)	42%	(99)	14%	(34)	3%	(7)	236
Trump Job Somewhat Disapprove	3%	(4)	10%	(15)	24%	(36)	46%	(70)	16%	(25)	1%	(2)	151
Trump Job Strongly Disapprove	3%	(12)	6%	(30)	25%	(114)	45%	(207)	19%	(88)	1%	(5)	456

Continued on next page

Table BRD7: If the consumer reviews are negative, do they make you more or less likely to see or rent a film?

Demographic	No impact on										Total N		
	Much more likely		Somewhat more likely		my likelihood		Somewhat less likely		Much less likely			Don't know / No Opinion	
Registered Voters	3%	(38)	8%	(91)	25%	(290)	43%	(500)	19%	(216)	1%	(16)	1150
#1 Issue: Economy	3%	(11)	9%	(30)	24%	(82)	41%	(143)	22%	(77)	1%	(4)	347
#1 Issue: Security	1%	(2)	7%	(14)	29%	(58)	44%	(89)	18%	(35)	1%	(2)	200
#1 Issue: Health Care	5%	(10)	7%	(16)	24%	(50)	43%	(92)	19%	(41)	2%	(4)	213
#1 Issue: Medicare / Social Security	2%	(2)	13%	(13)	20%	(21)	51%	(54)	14%	(14)	—	(0)	105
#1 Issue: Women's Issues	5%	(3)	8%	(5)	27%	(17)	44%	(28)	16%	(10)	—	(0)	63
#1 Issue: Education	5%	(5)	7%	(7)	24%	(25)	45%	(47)	17%	(18)	1%	(1)	104
#1 Issue: Energy	4%	(2)	9%	(5)	31%	(17)	34%	(19)	19%	(10)	3%	(1)	56
#1 Issue: Other	3%	(2)	2%	(1)	31%	(19)	46%	(29)	15%	(10)	4%	(2)	63
2016 Vote: Hillary Clinton	3%	(13)	7%	(29)	24%	(100)	47%	(200)	19%	(79)	—	(0)	422
2016 Vote: Donald Trump	3%	(14)	7%	(29)	26%	(103)	43%	(171)	19%	(76)	2%	(7)	399
2016 Vote: Someone else	3%	(3)	8%	(9)	31%	(34)	46%	(50)	11%	(12)	—	(0)	109
2016 Vote: Didn't Vote	4%	(8)	11%	(24)	24%	(52)	36%	(78)	22%	(48)	4%	(8)	219
Voted in 2014: Yes	4%	(29)	8%	(62)	26%	(210)	45%	(361)	17%	(141)	1%	(7)	809
Voted in 2014: No	3%	(9)	8%	(29)	23%	(80)	41%	(139)	22%	(75)	3%	(9)	341
2012 Vote: Barack Obama	3%	(16)	8%	(41)	25%	(125)	47%	(236)	16%	(82)	1%	(3)	503
2012 Vote: Mitt Romney	3%	(10)	6%	(19)	29%	(92)	43%	(135)	17%	(55)	1%	(4)	314
2012 Vote: Other	5%	(3)	13%	(7)	21%	(11)	42%	(22)	18%	(9)	—	(0)	51
2012 Vote: Didn't Vote	4%	(10)	9%	(25)	22%	(62)	38%	(105)	25%	(70)	3%	(8)	280
4-Region: Northeast	5%	(10)	7%	(14)	24%	(46)	43%	(83)	21%	(41)	—	(1)	194
4-Region: Midwest	2%	(6)	10%	(26)	24%	(62)	44%	(110)	17%	(44)	2%	(6)	253
4-Region: South	3%	(15)	7%	(31)	28%	(124)	41%	(182)	19%	(82)	2%	(8)	442
4-Region: West	3%	(8)	8%	(20)	22%	(58)	48%	(125)	19%	(50)	—	(1)	261
Favorable of Trump	4%	(18)	9%	(40)	26%	(118)	43%	(200)	17%	(78)	2%	(8)	462
Unfavorable of Trump	3%	(16)	7%	(35)	25%	(130)	45%	(232)	19%	(98)	1%	(5)	518
Very Favorable of Trump	4%	(10)	9%	(22)	27%	(69)	40%	(102)	18%	(45)	1%	(3)	251
Somewhat Favorable of Trump	3%	(7)	8%	(18)	23%	(49)	47%	(99)	16%	(33)	2%	(4)	211
Somewhat Unfavorable of Trump	5%	(8)	9%	(16)	20%	(34)	49%	(83)	15%	(25)	2%	(3)	169
Very Unfavorable of Trump	2%	(8)	6%	(20)	28%	(96)	43%	(149)	21%	(73)	1%	(2)	349

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

Table BRD9: How important are expert reviews in deciding to start watching a television series?

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	24%	(110)	61%	(286)	14%	(63)	2%	(8)	467
Gender: Male	25%	(61)	62%	(150)	12%	(28)	1%	(2)	241
Gender: Female	22%	(49)	60%	(136)	16%	(35)	3%	(6)	225
Age: 18-29	34%	(42)	57%	(69)	9%	(10)	1%	(1)	122
Age: 30-44	25%	(33)	56%	(72)	16%	(20)	3%	(4)	129
Age: 45-54	22%	(18)	61%	(51)	14%	(12)	3%	(3)	84
Age: 55-64	13%	(8)	65%	(39)	21%	(13)	—	(0)	60
Age: 65+	13%	(9)	76%	(54)	12%	(8)	—	(0)	72
Millennial: Age 23-38	29%	(43)	54%	(81)	14%	(22)	3%	(5)	150
Generation X: Age 39-54	24%	(33)	60%	(82)	13%	(18)	2%	(3)	135
Boomers: Age 55-73	13%	(15)	71%	(82)	16%	(18)	—	(0)	115
PID: Dem (no lean)	25%	(54)	60%	(129)	14%	(30)	1%	(2)	215
PID: Ind (no lean)	16%	(22)	69%	(94)	12%	(17)	3%	(3)	136
PID: Rep (no lean)	30%	(34)	54%	(62)	14%	(16)	2%	(2)	115
PID/Gender: Dem Men	27%	(28)	58%	(59)	13%	(14)	1%	(1)	101
PID/Gender: Dem Women	23%	(26)	62%	(70)	15%	(17)	1%	(1)	114
PID/Gender: Ind Men	12%	(8)	78%	(54)	10%	(7)	1%	(0)	69
PID/Gender: Ind Women	21%	(14)	60%	(40)	15%	(10)	4%	(3)	67
PID/Gender: Rep Men	36%	(26)	52%	(37)	11%	(8)	1%	(1)	71
Ideo: Liberal (1-3)	22%	(45)	61%	(128)	16%	(34)	1%	(3)	209
Ideo: Moderate (4)	19%	(23)	69%	(81)	10%	(11)	1%	(2)	116
Ideo: Conservative (5-7)	29%	(35)	55%	(65)	14%	(17)	2%	(2)	119
Educ: < College	26%	(63)	59%	(147)	12%	(31)	3%	(7)	248
Educ: Bachelors degree	23%	(34)	60%	(91)	17%	(25)	1%	(1)	150
Educ: Post-grad	18%	(13)	71%	(48)	11%	(7)	—	(0)	69
Income: Under 50k	26%	(60)	58%	(133)	13%	(29)	3%	(7)	228
Income: 50k-100k	24%	(37)	65%	(101)	10%	(16)	1%	(1)	155
Income: 100k+	16%	(13)	62%	(53)	22%	(19)	—	(0)	85
Ethnicity: White	20%	(69)	64%	(224)	14%	(49)	2%	(7)	348
Ethnicity: Hispanic	31%	(22)	60%	(43)	9%	(7)	—	(0)	72

Continued on next page

Table BRD9: How important are expert reviews in deciding to start watching a television series?

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	24%	(110)	61%	(286)	14%	(63)	2%	(8)	467
Ethnicity: Afr. Am.	36%	(28)	53%	(41)	10%	(8)	1%	(1)	78
Community: Urban	31%	(43)	55%	(76)	11%	(16)	3%	(4)	138
Community: Suburban	18%	(39)	65%	(144)	18%	(39)	—	(0)	222
Community: Rural	26%	(28)	62%	(66)	8%	(8)	3%	(4)	106
Employ: Private Sector	24%	(39)	60%	(97)	15%	(25)	1%	(2)	162
Employ: Retired	12%	(9)	77%	(62)	11%	(9)	—	(0)	80
Military HH: Yes	31%	(29)	57%	(53)	11%	(10)	2%	(2)	93
Military HH: No	22%	(81)	62%	(233)	14%	(53)	2%	(6)	373
RD/WT: Right Direction	36%	(63)	49%	(85)	15%	(26)	—	(1)	174
RD/WT: Wrong Track	16%	(47)	69%	(201)	13%	(37)	2%	(7)	292
Trump Job Approve	34%	(56)	52%	(87)	14%	(23)	—	(1)	166
Trump Job Disapprove	19%	(53)	66%	(189)	14%	(39)	2%	(5)	287
Trump Job Strongly Approve	38%	(33)	52%	(45)	10%	(9)	1%	(1)	87
Trump Job Somewhat Approve	29%	(23)	53%	(42)	18%	(14)	—	(0)	79
Trump Job Somewhat Disapprove	24%	(19)	59%	(46)	16%	(12)	1%	(1)	77
Trump Job Strongly Disapprove	16%	(34)	69%	(144)	13%	(27)	2%	(5)	209
#1 Issue: Economy	22%	(35)	63%	(98)	15%	(23)	—	(1)	156
#1 Issue: Security	31%	(20)	61%	(39)	7%	(5)	1%	(1)	63
#1 Issue: Health Care	14%	(13)	65%	(58)	17%	(15)	4%	(4)	91
#1 Issue: Education	40%	(20)	53%	(27)	5%	(2)	2%	(1)	51
2016 Vote: Hillary Clinton	21%	(46)	63%	(136)	15%	(33)	—	(1)	216
2016 Vote: Donald Trump	29%	(37)	57%	(74)	12%	(16)	2%	(3)	130
2016 Vote: Didnt Vote	28%	(24)	59%	(51)	10%	(9)	4%	(3)	87
Voted in 2014: Yes	23%	(78)	60%	(203)	15%	(51)	2%	(6)	338
Voted in 2014: No	25%	(32)	65%	(83)	9%	(12)	1%	(1)	128
2012 Vote: Barack Obama	21%	(51)	63%	(152)	15%	(37)	1%	(1)	241
2012 Vote: Mitt Romney	27%	(24)	62%	(56)	11%	(10)	1%	(1)	90
2012 Vote: Didn't Vote	28%	(30)	59%	(65)	10%	(11)	3%	(3)	110

Continued on next page

Table BRD9: How important are expert reviews in deciding to start watching a television series?

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	24%	(110)	61%	(286)	14%	(63)	2%	(8)	467
4-Region: Northeast	20%	(21)	62%	(63)	15%	(16)	3%	(3)	103
4-Region: Midwest	21%	(21)	62%	(62)	15%	(15)	2%	(2)	100
4-Region: South	26%	(43)	58%	(96)	15%	(25)	1%	(1)	165
4-Region: West	25%	(25)	65%	(64)	8%	(8)	2%	(2)	99
Favorable of Trump	32%	(51)	54%	(87)	13%	(21)	—	(1)	160
Unfavorable of Trump	18%	(42)	65%	(153)	15%	(35)	3%	(6)	236
Very Favorable of Trump	36%	(31)	52%	(46)	12%	(11)	1%	(1)	88
Somewhat Favorable of Trump	28%	(20)	58%	(42)	14%	(10)	—	(0)	72
Somewhat Unfavorable of Trump	26%	(21)	52%	(44)	17%	(14)	5%	(4)	84
Very Unfavorable of Trump	14%	(21)	71%	(109)	14%	(21)	1%	(2)	152

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

Table BRD10: *If the expert reviews are positive, do they make you more or less likely to start watching the television series?*

Demographic	No impact on												Total N
	Much more likely		Somewhat more likely		my likelihood		Somewhat less likely		Much less likely		Don't know / No Opinion		
Registered Voters	26%	(120)	58%	(270)	13%	(62)	2%	(8)	—	(1)	1%	(5)	467
Gender: Male	27%	(65)	59%	(143)	11%	(27)	1%	(2)	—	(1)	1%	(2)	241
Gender: Female	24%	(55)	56%	(126)	15%	(35)	3%	(6)	—	(1)	1%	(2)	225
Age: 18-29	43%	(52)	45%	(55)	7%	(9)	3%	(3)	—	(0)	2%	(2)	122
Age: 30-44	24%	(31)	56%	(72)	16%	(21)	2%	(3)	1%	(1)	1%	(2)	129
Age: 45-54	18%	(15)	66%	(55)	14%	(12)	1%	(1)	—	(0)	—	(0)	84
Age: 55-64	17%	(10)	53%	(32)	27%	(16)	2%	(1)	—	(0)	1%	(1)	60
Age: 65+	16%	(12)	78%	(56)	6%	(4)	—	(0)	—	(0)	—	(0)	72
Millennial: Age 23-38	31%	(47)	54%	(81)	10%	(16)	3%	(4)	—	(1)	2%	(2)	150
Generation X: Age 39-54	24%	(33)	57%	(77)	16%	(22)	2%	(3)	—	(1)	—	(0)	135
Boomers: Age 55-73	15%	(17)	67%	(77)	17%	(19)	1%	(1)	—	(0)	1%	(1)	115
PID: Dem (no lean)	28%	(61)	55%	(119)	14%	(30)	2%	(3)	—	(1)	—	(1)	215
PID: Ind (no lean)	21%	(28)	64%	(87)	12%	(16)	1%	(2)	—	(0)	2%	(3)	136
PID: Rep (no lean)	27%	(31)	55%	(63)	14%	(16)	3%	(3)	—	(1)	1%	(1)	115
PID/Gender: Dem Men	28%	(29)	62%	(63)	8%	(8)	1%	(1)	—	(0)	—	(0)	101
PID/Gender: Dem Women	28%	(32)	49%	(56)	19%	(22)	2%	(2)	1%	(1)	1%	(1)	114
PID/Gender: Ind Men	18%	(13)	68%	(47)	10%	(7)	1%	(1)	—	(0)	2%	(1)	69
PID/Gender: Ind Women	24%	(16)	59%	(40)	13%	(9)	1%	(1)	—	(0)	3%	(2)	67
PID/Gender: Rep Men	34%	(24)	46%	(33)	16%	(12)	1%	(1)	1%	(1)	2%	(1)	71
Ideo: Liberal (1-3)	26%	(55)	58%	(121)	12%	(25)	3%	(6)	—	(1)	1%	(2)	209
Ideo: Moderate (4)	27%	(32)	59%	(69)	12%	(14)	—	(0)	—	(0)	1%	(1)	116
Ideo: Conservative (5-7)	23%	(28)	61%	(72)	14%	(16)	1%	(2)	—	(1)	1%	(1)	119
Educ: < College	28%	(70)	53%	(131)	14%	(35)	2%	(6)	—	(1)	2%	(5)	248
Educ: Bachelors degree	27%	(41)	60%	(90)	13%	(19)	—	(1)	—	(0)	—	(0)	150
Educ: Post-grad	14%	(10)	71%	(49)	12%	(8)	2%	(2)	1%	(1)	—	(0)	69
Income: Under 50k	31%	(71)	52%	(119)	13%	(29)	2%	(5)	—	(1)	1%	(3)	228
Income: 50k-100k	22%	(35)	63%	(98)	13%	(20)	1%	(2)	—	(0)	1%	(1)	155
Income: 100k+	18%	(15)	63%	(53)	16%	(14)	2%	(2)	1%	(1)	1%	(1)	85
Ethnicity: White	23%	(79)	61%	(213)	13%	(46)	1%	(5)	—	(1)	1%	(4)	348

Continued on next page

Table BRD10: *If the expert reviews are positive, do they make you more or less likely to start watching the television series?*

Demographic	No impact on											Total N
	Much more likely	Somewhat more likely	my likelihood	Somewhat less likely	Much less likely	Don't know / No Opinion						
Registered Voters	26% (120)	58% (270)	13% (62)	2% (8)	— (1)	1% (5)	467					
Ethnicity: Hispanic	38% (28)	44% (31)	15% (10)	3% (2)	— (0)	— (0)	72					
Ethnicity: Afr. Am.	34% (27)	48% (38)	13% (10)	3% (3)	— (0)	1% (1)	78					
Community: Urban	33% (45)	52% (72)	13% (19)	2% (2)	— (0)	— (0)	138					
Community: Suburban	20% (44)	62% (139)	14% (32)	2% (4)	— (1)	1% (3)	222					
Community: Rural	30% (32)	56% (59)	11% (11)	2% (2)	1% (1)	1% (1)	106					
Employ: Private Sector	25% (41)	59% (96)	13% (22)	1% (2)	— (1)	— (0)	162					
Employ: Retired	15% (12)	72% (58)	11% (9)	1% (1)	— (0)	1% (1)	80					
Military HH: Yes	30% (28)	55% (51)	15% (14)	— (0)	— (0)	— (0)	93					
Military HH: No	25% (93)	59% (218)	13% (48)	2% (8)	— (1)	1% (5)	373					
RD/WT: Right Direction	36% (63)	46% (80)	13% (23)	3% (6)	— (1)	1% (2)	174					
RD/WT: Wrong Track	19% (57)	65% (190)	13% (39)	1% (2)	— (1)	1% (3)	292					
Trump Job Approve	33% (55)	51% (85)	13% (22)	2% (3)	— (1)	— (1)	166					
Trump Job Disapprove	22% (64)	61% (174)	13% (38)	2% (6)	— (1)	2% (4)	287					
Trump Job Strongly Approve	38% (33)	50% (43)	9% (8)	2% (2)	1% (1)	— (0)	87					
Trump Job Somewhat Approve	27% (22)	53% (42)	18% (14)	1% (1)	— (0)	1% (1)	79					
Trump Job Somewhat Disapprove	33% (25)	55% (43)	7% (5)	4% (3)	— (0)	1% (1)	77					
Trump Job Strongly Disapprove	18% (38)	63% (131)	16% (33)	1% (3)	— (1)	2% (4)	209					
#1 Issue: Economy	19% (30)	65% (101)	15% (23)	1% (2)	— (0)	— (1)	156					
#1 Issue: Security	34% (21)	54% (34)	7% (4)	3% (2)	1% (1)	2% (1)	63					
#1 Issue: Health Care	21% (19)	65% (59)	12% (11)	1% (1)	1% (1)	1% (0)	91					
#1 Issue: Education	39% (20)	49% (25)	12% (6)	— (0)	— (0)	— (0)	51					
2016 Vote: Hillary Clinton	26% (56)	57% (124)	14% (31)	2% (5)	— (1)	— (0)	216					
2016 Vote: Donald Trump	30% (38)	55% (72)	12% (16)	1% (2)	— (1)	1% (2)	130					
2016 Vote: Didn't Vote	25% (22)	58% (50)	11% (10)	2% (2)	— (0)	3% (3)	87					
Voted in 2014: Yes	27% (90)	57% (193)	13% (45)	2% (8)	— (1)	— (1)	338					
Voted in 2014: No	24% (30)	60% (77)	13% (17)	— (0)	— (0)	3% (4)	128					
2012 Vote: Barack Obama	23% (56)	61% (148)	13% (31)	2% (5)	— (1)	— (1)	241					
2012 Vote: Mitt Romney	29% (26)	53% (48)	16% (14)	2% (2)	— (0)	— (0)	90					
2012 Vote: Didn't Vote	28% (31)	54% (59)	13% (14)	2% (2)	— (0)	3% (4)	110					

Continued on next page

Table BRD10: *If the expert reviews are positive, do they make you more or less likely to start watching the television series?*

Demographic	No impact on											Total N	
	Much more likely		Somewhat more likely		my likelihood		Somewhat less likely		Much less likely		Don't know / No Opinion		
Registered Voters	26%	(120)	58%	(270)	13%	(62)	2%	(8)	—	(1)	1%	(5)	467
4-Region: Northeast	32%	(32)	49%	(51)	17%	(17)	2%	(2)	—	(0)	—	(0)	103
4-Region: Midwest	15%	(15)	74%	(74)	8%	(8)	1%	(1)	1%	(1)	1%	(1)	100
4-Region: South	31%	(51)	47%	(77)	17%	(28)	3%	(5)	—	(1)	2%	(4)	165
4-Region: West	23%	(23)	69%	(68)	8%	(8)	—	(0)	—	(0)	—	(0)	99
Favorable of Trump	35%	(56)	50%	(80)	11%	(17)	3%	(5)	—	(1)	1%	(2)	160
Unfavorable of Trump	21%	(48)	63%	(148)	14%	(34)	1%	(3)	—	(1)	1%	(2)	236
Very Favorable of Trump	36%	(32)	48%	(42)	13%	(12)	1%	(1)	1%	(1)	1%	(1)	88
Somewhat Favorable of Trump	33%	(24)	53%	(38)	7%	(5)	5%	(4)	—	(0)	1%	(1)	72
Somewhat Unfavorable of Trump	24%	(20)	57%	(48)	12%	(10)	3%	(2)	1%	(1)	3%	(2)	84
Very Unfavorable of Trump	19%	(28)	65%	(100)	15%	(23)	1%	(1)	—	(0)	—	(0)	152

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

Table BRD11: *If the expert reviews are negative, do they make you more or less likely to start watching the television series?*

Demographic	No impact on										Total N		
	Much more likely		Somewhat more likely		my likelihood		Somewhat less likely		Much less likely			Don't know / No Opinion	
Registered Voters	6%	(29)	13%	(62)	23%	(107)	43%	(200)	13%	(62)	1%	(6)	467
Gender: Male	7%	(18)	15%	(35)	24%	(57)	41%	(99)	12%	(28)	2%	(4)	241
Gender: Female	5%	(11)	12%	(27)	22%	(50)	45%	(101)	15%	(34)	1%	(2)	225
Age: 18-29	12%	(15)	17%	(21)	17%	(21)	35%	(43)	16%	(20)	3%	(4)	122
Age: 30-44	4%	(6)	13%	(16)	26%	(33)	40%	(52)	15%	(19)	2%	(3)	129
Age: 45-54	7%	(6)	11%	(9)	27%	(23)	44%	(37)	11%	(9)	—	(0)	84
Age: 55-64	2%	(1)	8%	(5)	38%	(23)	48%	(29)	5%	(3)	—	(0)	60
Age: 65+	3%	(2)	15%	(11)	11%	(8)	55%	(39)	16%	(12)	—	(0)	72
Millennial: Age 23-38	9%	(13)	15%	(23)	22%	(32)	39%	(58)	15%	(22)	1%	(2)	150
Generation X: Age 39-54	6%	(9)	12%	(17)	28%	(37)	39%	(52)	14%	(19)	1%	(1)	135
Boomers: Age 55-73	3%	(3)	11%	(13)	28%	(32)	50%	(57)	9%	(10)	—	(0)	115
PID: Dem (no lean)	8%	(17)	13%	(28)	24%	(51)	43%	(93)	12%	(26)	—	(0)	215
PID: Ind (no lean)	3%	(4)	13%	(17)	21%	(29)	45%	(61)	16%	(22)	3%	(4)	136
PID: Rep (no lean)	7%	(8)	14%	(16)	24%	(28)	40%	(45)	13%	(15)	2%	(3)	115
PID/Gender: Dem Men	10%	(10)	14%	(15)	23%	(23)	43%	(43)	10%	(10)	—	(0)	101
PID/Gender: Dem Women	6%	(7)	12%	(14)	24%	(28)	44%	(50)	13%	(15)	—	(0)	114
PID/Gender: Ind Men	2%	(2)	15%	(11)	23%	(16)	43%	(30)	15%	(10)	2%	(1)	69
PID/Gender: Ind Women	4%	(3)	10%	(7)	19%	(13)	46%	(31)	17%	(12)	3%	(2)	67
PID/Gender: Rep Men	9%	(7)	14%	(10)	25%	(18)	37%	(26)	11%	(8)	4%	(3)	71
Ideo: Liberal (1-3)	7%	(15)	15%	(32)	22%	(46)	45%	(95)	9%	(20)	1%	(3)	209
Ideo: Moderate (4)	4%	(5)	12%	(14)	22%	(25)	41%	(47)	20%	(23)	1%	(1)	116
Ideo: Conservative (5-7)	6%	(7)	12%	(14)	24%	(29)	44%	(52)	15%	(17)	—	(0)	119
Educ: < College	8%	(20)	15%	(37)	23%	(56)	39%	(97)	13%	(32)	3%	(6)	248
Educ: Bachelors degree	4%	(5)	13%	(20)	25%	(38)	41%	(62)	17%	(25)	—	(0)	150
Educ: Post-grad	5%	(4)	7%	(5)	20%	(14)	61%	(42)	7%	(5)	—	(0)	69
Income: Under 50k	9%	(20)	15%	(35)	25%	(58)	35%	(79)	14%	(33)	2%	(3)	228
Income: 50k-100k	4%	(6)	13%	(21)	19%	(29)	50%	(77)	13%	(21)	1%	(2)	155
Income: 100k+	4%	(4)	7%	(6)	24%	(20)	53%	(45)	11%	(9)	1%	(1)	85
Ethnicity: White	4%	(15)	12%	(42)	23%	(79)	45%	(157)	14%	(50)	1%	(4)	348

Continued on next page

Table BRD11: *If the expert reviews are negative, do they make you more or less likely to start watching the television series?*

Demographic	No impact on											Total N	
	Much more likely		Somewhat more likely		my likelihood		Somewhat less likely		Much less likely		Don't know / No Opinion		
Registered Voters	6%	(29)	13%	(62)	23%	(107)	43%	(200)	13%	(62)	1%	(6)	467
Ethnicity: Hispanic	11%	(8)	16%	(11)	19%	(14)	37%	(26)	18%	(13)	—	(0)	72
Ethnicity: Afr. Am.	14%	(11)	22%	(17)	26%	(21)	30%	(24)	4%	(3)	3%	(2)	78
Community: Urban	4%	(5)	16%	(22)	24%	(33)	36%	(49)	19%	(26)	2%	(3)	138
Community: Suburban	6%	(14)	11%	(25)	25%	(55)	45%	(100)	12%	(27)	1%	(2)	222
Community: Rural	9%	(10)	14%	(15)	18%	(19)	48%	(51)	9%	(10)	1%	(1)	106
Employ: Private Sector	7%	(11)	10%	(15)	27%	(44)	42%	(68)	14%	(23)	—	(0)	162
Employ: Retired	3%	(2)	15%	(12)	17%	(14)	54%	(43)	11%	(9)	—	(0)	80
Military HH: Yes	11%	(10)	14%	(13)	18%	(17)	41%	(38)	16%	(15)	—	(0)	93
Military HH: No	5%	(19)	13%	(49)	24%	(90)	43%	(162)	13%	(47)	2%	(6)	373
RD/WT: Right Direction	10%	(18)	16%	(27)	24%	(42)	34%	(60)	13%	(22)	3%	(5)	174
RD/WT: Wrong Track	4%	(11)	12%	(35)	22%	(65)	48%	(140)	14%	(40)	1%	(2)	292
Trump Job Approve	10%	(16)	14%	(24)	25%	(42)	38%	(63)	12%	(20)	1%	(1)	166
Trump Job Disapprove	5%	(13)	13%	(36)	22%	(63)	45%	(130)	14%	(39)	2%	(5)	287
Trump Job Strongly Approve	14%	(12)	14%	(12)	24%	(21)	32%	(28)	15%	(13)	1%	(1)	87
Trump Job Somewhat Approve	5%	(4)	15%	(12)	27%	(21)	45%	(35)	9%	(7)	—	(0)	79
Trump Job Somewhat Disapprove	5%	(4)	20%	(15)	16%	(12)	45%	(35)	13%	(10)	2%	(2)	77
Trump Job Strongly Disapprove	4%	(9)	10%	(21)	24%	(51)	45%	(95)	14%	(29)	2%	(4)	209
#1 Issue: Economy	3%	(5)	15%	(23)	28%	(43)	41%	(63)	12%	(19)	2%	(3)	156
#1 Issue: Security	—	(0)	24%	(15)	18%	(12)	35%	(22)	21%	(13)	2%	(1)	63
#1 Issue: Health Care	9%	(8)	5%	(4)	25%	(22)	47%	(42)	14%	(13)	1%	(0)	91
#1 Issue: Education	14%	(7)	13%	(6)	12%	(6)	50%	(25)	12%	(6)	—	(0)	51
2016 Vote: Hillary Clinton	7%	(15)	13%	(27)	24%	(51)	43%	(92)	14%	(31)	—	(0)	216
2016 Vote: Donald Trump	7%	(9)	10%	(13)	26%	(34)	42%	(55)	14%	(18)	1%	(1)	130
2016 Vote: Didnt Vote	5%	(4)	19%	(16)	16%	(13)	43%	(37)	12%	(11)	5%	(5)	87
Voted in 2014: Yes	7%	(24)	13%	(45)	25%	(85)	40%	(137)	14%	(48)	—	(0)	338
Voted in 2014: No	4%	(5)	13%	(17)	18%	(23)	49%	(63)	11%	(14)	5%	(6)	128
2012 Vote: Barack Obama	6%	(14)	11%	(27)	25%	(60)	44%	(107)	14%	(33)	—	(0)	241
2012 Vote: Mitt Romney	8%	(7)	12%	(10)	24%	(22)	44%	(39)	12%	(11)	—	(0)	90
2012 Vote: Didn't Vote	5%	(6)	18%	(20)	20%	(22)	38%	(42)	13%	(15)	5%	(6)	110

Continued on next page

Table BRD11: *If the expert reviews are negative, do they make you more or less likely to start watching the television series?*

Demographic	No impact on											Total N	
	Much more likely		Somewhat more likely		my likelihood		Somewhat less likely		Much less likely		Don't know / No Opinion		
Registered Voters	6%	(29)	13%	(62)	23%	(107)	43%	(200)	13%	(62)	1%	(6)	467
4-Region: Northeast	4%	(4)	12%	(12)	28%	(29)	40%	(41)	16%	(17)	—	(0)	103
4-Region: Midwest	7%	(7)	16%	(16)	19%	(19)	44%	(44)	12%	(12)	1%	(1)	100
4-Region: South	8%	(12)	13%	(21)	24%	(40)	40%	(66)	12%	(20)	3%	(5)	165
4-Region: West	6%	(6)	12%	(12)	20%	(19)	49%	(49)	13%	(13)	—	(0)	99
Favorable of Trump	9%	(14)	16%	(26)	23%	(37)	36%	(59)	14%	(23)	1%	(2)	160
Unfavorable of Trump	5%	(11)	10%	(23)	24%	(56)	47%	(112)	14%	(32)	1%	(2)	236
Very Favorable of Trump	10%	(9)	20%	(18)	24%	(22)	30%	(26)	14%	(13)	1%	(1)	88
Somewhat Favorable of Trump	8%	(5)	12%	(8)	21%	(15)	45%	(32)	14%	(10)	1%	(1)	72
Somewhat Unfavorable of Trump	7%	(6)	16%	(14)	17%	(14)	46%	(39)	11%	(9)	2%	(2)	84
Very Unfavorable of Trump	4%	(6)	6%	(9)	28%	(42)	48%	(73)	15%	(22)	—	(0)	152

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

Table BRD12: How important are consumer reviews in deciding to start watching a television series?

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	28%	(169)	56%	(343)	14%	(84)	2%	(14)	610
Gender: Male	31%	(91)	54%	(161)	13%	(37)	3%	(7)	296
Gender: Female	25%	(79)	58%	(182)	15%	(47)	2%	(7)	314
Age: 18-29	36%	(62)	49%	(86)	12%	(20)	4%	(6)	175
Age: 30-44	30%	(54)	54%	(97)	13%	(23)	3%	(6)	181
Age: 45-54	22%	(22)	65%	(65)	13%	(13)	—	(0)	99
Age: 55-64	18%	(12)	60%	(41)	22%	(15)	—	(0)	68
Age: 65+	22%	(19)	61%	(53)	15%	(13)	2%	(2)	87
Generation Z: 18-22	39%	(22)	46%	(26)	10%	(5)	6%	(3)	56
Millennial: Age 23-38	31%	(67)	54%	(115)	12%	(26)	3%	(6)	214
Generation X: Age 39-54	28%	(48)	57%	(97)	14%	(23)	2%	(3)	172
Boomers: Age 55-73	19%	(27)	66%	(94)	15%	(21)	1%	(2)	143
PID: Dem (no lean)	31%	(77)	55%	(138)	12%	(29)	2%	(5)	249
PID: Ind (no lean)	23%	(42)	59%	(110)	16%	(29)	3%	(5)	187
PID: Rep (no lean)	29%	(50)	54%	(95)	15%	(26)	2%	(4)	175
PID/Gender: Dem Men	34%	(37)	54%	(58)	10%	(11)	2%	(2)	108
PID/Gender: Dem Women	28%	(40)	56%	(79)	13%	(18)	2%	(3)	141
PID/Gender: Ind Men	20%	(18)	62%	(56)	17%	(15)	2%	(2)	90
PID/Gender: Ind Women	25%	(24)	56%	(54)	15%	(14)	4%	(4)	96
PID/Gender: Rep Men	37%	(36)	48%	(46)	12%	(11)	4%	(4)	97
PID/Gender: Rep Women	19%	(14)	63%	(49)	19%	(14)	—	(0)	77
Ideo: Liberal (1-3)	27%	(63)	60%	(139)	11%	(26)	1%	(3)	231
Ideo: Moderate (4)	27%	(37)	56%	(78)	14%	(19)	3%	(4)	139
Ideo: Conservative (5-7)	30%	(56)	53%	(100)	16%	(31)	2%	(3)	190
Educ: < College	29%	(99)	52%	(179)	15%	(52)	4%	(14)	343
Educ: Bachelors degree	28%	(49)	63%	(110)	9%	(16)	—	(0)	175
Educ: Post-grad	24%	(22)	58%	(54)	17%	(16)	1%	(1)	92
Income: Under 50k	29%	(91)	54%	(170)	13%	(41)	4%	(13)	315
Income: 50k-100k	28%	(53)	60%	(111)	11%	(21)	1%	(1)	185
Income: 100k+	23%	(25)	56%	(61)	20%	(22)	1%	(1)	110

Continued on next page

Table BRD12: How important are consumer reviews in deciding to start watching a television series?

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	28%	(169)	56%	(343)	14%	(84)	2%	(14)	610
Ethnicity: White	26%	(118)	57%	(258)	15%	(69)	2%	(10)	455
Ethnicity: Hispanic	30%	(28)	58%	(55)	9%	(8)	3%	(3)	94
Ethnicity: Afr. Am.	34%	(34)	55%	(55)	7%	(7)	4%	(4)	100
Ethnicity: Other	31%	(17)	54%	(30)	14%	(8)	1%	(1)	56
Community: Urban	29%	(50)	56%	(96)	10%	(18)	5%	(8)	171
Community: Suburban	25%	(73)	57%	(165)	17%	(48)	—	(1)	288
Community: Rural	31%	(47)	54%	(82)	12%	(18)	3%	(5)	151
Employ: Private Sector	27%	(59)	57%	(125)	15%	(34)	1%	(3)	221
Employ: Government	30%	(17)	59%	(33)	11%	(6)	—	(0)	56
Employ: Self-Employed	35%	(21)	50%	(30)	10%	(6)	5%	(3)	59
Employ: Retired	20%	(17)	61%	(52)	19%	(17)	—	(0)	86
Employ: Other	30%	(18)	53%	(30)	9%	(5)	8%	(5)	57
Military HH: Yes	33%	(38)	51%	(57)	15%	(17)	—	(1)	113
Military HH: No	26%	(132)	57%	(285)	13%	(67)	3%	(14)	497
RD/WT: Right Direction	36%	(87)	51%	(125)	12%	(29)	1%	(2)	243
RD/WT: Wrong Track	22%	(82)	59%	(218)	15%	(55)	3%	(12)	368
Trump Job Approve	34%	(83)	52%	(126)	13%	(32)	1%	(3)	244
Trump Job Disapprove	24%	(83)	60%	(204)	14%	(48)	2%	(8)	342
Trump Job Strongly Approve	42%	(54)	48%	(62)	9%	(12)	—	(1)	128
Trump Job Somewhat Approve	25%	(29)	56%	(65)	17%	(20)	2%	(3)	116
Trump Job Somewhat Disapprove	29%	(26)	59%	(53)	12%	(11)	1%	(1)	91
Trump Job Strongly Disapprove	23%	(57)	60%	(151)	15%	(37)	3%	(7)	251
#1 Issue: Economy	25%	(48)	59%	(113)	16%	(30)	—	(1)	192
#1 Issue: Security	35%	(33)	54%	(52)	9%	(8)	2%	(2)	96
#1 Issue: Health Care	24%	(28)	58%	(66)	16%	(19)	2%	(2)	115
#1 Issue: Education	43%	(29)	45%	(30)	11%	(7)	2%	(1)	67
2016 Vote: Hillary Clinton	26%	(60)	62%	(144)	11%	(27)	1%	(3)	234
2016 Vote: Donald Trump	31%	(59)	53%	(103)	15%	(28)	1%	(2)	193
2016 Vote: Someone else	18%	(10)	52%	(28)	28%	(15)	2%	(1)	53
2016 Vote: Didnt Vote	31%	(40)	52%	(67)	11%	(14)	6%	(8)	129

Continued on next page

Table BRD12: How important are consumer reviews in deciding to start watching a television series?

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	28%	(169)	56%	(343)	14%	(84)	2%	(14)	610
Voted in 2014: Yes	28%	(115)	56%	(232)	15%	(61)	1%	(5)	413
Voted in 2014: No	28%	(55)	56%	(110)	12%	(23)	5%	(9)	197
2012 Vote: Barack Obama	25%	(66)	60%	(160)	13%	(35)	1%	(4)	264
2012 Vote: Mitt Romney	32%	(44)	55%	(76)	13%	(19)	—	(0)	139
2012 Vote: Didn't Vote	29%	(51)	52%	(90)	13%	(22)	6%	(10)	173
4-Region: Northeast	29%	(31)	51%	(56)	18%	(19)	2%	(2)	109
4-Region: Midwest	24%	(30)	58%	(73)	16%	(20)	2%	(3)	126
4-Region: South	31%	(74)	55%	(132)	12%	(30)	2%	(6)	241
4-Region: West	25%	(34)	61%	(82)	11%	(14)	3%	(3)	134
Favorable of Trump	33%	(74)	55%	(126)	11%	(24)	1%	(3)	228
Unfavorable of Trump	26%	(75)	56%	(159)	14%	(41)	4%	(10)	286
Very Favorable of Trump	39%	(46)	50%	(59)	10%	(11)	1%	(2)	118
Somewhat Favorable of Trump	26%	(29)	61%	(67)	12%	(13)	1%	(1)	110
Somewhat Unfavorable of Trump	32%	(31)	50%	(50)	16%	(16)	2%	(2)	99
Very Unfavorable of Trump	24%	(44)	59%	(110)	14%	(25)	4%	(8)	187

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

Table BRD13: *If the consumer reviews are positive, do they make you more or less likely to start watching a television series?*

Demographic	No impact on												Total N
	Much more likely		Somewhat more likely		my likelihood		Somewhat less likely		Much less likely		Don't know / No Opinion		
Registered Voters	29%	(178)	54%	(329)	13%	(78)	2%	(10)	1%	(7)	1%	(9)	610
Gender: Male	30%	(88)	54%	(159)	12%	(36)	2%	(7)	1%	(2)	1%	(4)	296
Gender: Female	29%	(90)	54%	(170)	13%	(42)	1%	(3)	1%	(5)	2%	(5)	314
Age: 18-29	38%	(66)	49%	(85)	7%	(13)	3%	(5)	1%	(2)	2%	(3)	175
Age: 30-44	31%	(56)	51%	(93)	13%	(24)	1%	(1)	2%	(3)	2%	(4)	181
Age: 45-54	23%	(23)	57%	(57)	18%	(18)	2%	(2)	1%	(1)	—	(0)	99
Age: 55-64	14%	(10)	62%	(42)	21%	(14)	2%	(1)	1%	(1)	—	(0)	68
Age: 65+	28%	(24)	59%	(52)	11%	(10)	—	(0)	—	(0)	2%	(1)	87
Generation Z: 18-22	45%	(25)	38%	(21)	11%	(6)	4%	(2)	—	(0)	2%	(1)	56
Millennial: Age 23-38	32%	(68)	56%	(119)	8%	(16)	2%	(3)	1%	(2)	2%	(5)	214
Generation X: Age 39-54	28%	(48)	51%	(88)	17%	(29)	2%	(3)	2%	(4)	1%	(1)	172
Boomers: Age 55-73	21%	(30)	59%	(84)	18%	(25)	1%	(1)	1%	(1)	1%	(1)	143
PID: Dem (no lean)	28%	(71)	57%	(141)	12%	(29)	1%	(4)	2%	(5)	—	(0)	249
PID: Ind (no lean)	27%	(51)	55%	(102)	13%	(24)	3%	(5)	—	(1)	2%	(4)	187
PID: Rep (no lean)	32%	(57)	49%	(86)	14%	(25)	1%	(1)	1%	(1)	3%	(5)	175
PID/Gender: Dem Men	31%	(34)	54%	(59)	12%	(13)	2%	(2)	1%	(1)	—	(0)	108
PID/Gender: Dem Women	26%	(37)	58%	(82)	11%	(16)	1%	(2)	3%	(4)	—	(0)	141
PID/Gender: Ind Men	24%	(22)	60%	(54)	11%	(10)	4%	(4)	—	(0)	1%	(0)	90
PID/Gender: Ind Women	30%	(29)	50%	(48)	15%	(14)	1%	(1)	1%	(1)	3%	(3)	96
PID/Gender: Rep Men	33%	(32)	48%	(46)	13%	(13)	1%	(1)	1%	(1)	3%	(3)	97
PID/Gender: Rep Women	31%	(24)	52%	(40)	15%	(12)	—	(0)	—	(0)	2%	(1)	77
Ideo: Liberal (1-3)	28%	(65)	59%	(136)	10%	(22)	2%	(4)	1%	(2)	1%	(2)	231
Ideo: Moderate (4)	26%	(36)	55%	(76)	14%	(19)	2%	(3)	2%	(2)	1%	(2)	139
Ideo: Conservative (5-7)	31%	(60)	51%	(98)	14%	(26)	1%	(2)	1%	(1)	2%	(4)	190
Educ: < College	32%	(109)	48%	(166)	14%	(49)	1%	(5)	2%	(6)	2%	(9)	343
Educ: Bachelors degree	26%	(46)	62%	(108)	10%	(17)	2%	(3)	—	(1)	—	(0)	175
Educ: Post-grad	25%	(23)	59%	(55)	14%	(13)	2%	(2)	—	(0)	—	(0)	92

Continued on next page

Table BRD13: *If the consumer reviews are positive, do they make you more or less likely to start watching a television series?*

Demographic	No impact on											Total N
	Much more likely	Somewhat more likely	my likelihood	Somewhat less likely	Much less likely	Don't know / No Opinion						
Registered Voters	29% (178)	54% (329)	13% (78)	2% (10)	1% (7)	1% (9)	610					
Income: Under 50k	33% (104)	49% (154)	14% (44)	1% (3)	1% (3)	3% (8)	315					
Income: 50k-100k	28% (52)	60% (111)	10% (19)	2% (4)	— (0)	— (0)	185					
Income: 100k+	21% (23)	58% (64)	15% (16)	3% (3)	3% (4)	— (0)	110					
Ethnicity: White	27% (123)	55% (250)	14% (64)	2% (7)	1% (4)	1% (6)	455					
Ethnicity: Hispanic	33% (31)	51% (47)	11% (11)	1% (1)	3% (3)	— (0)	94					
Ethnicity: Afr. Am.	36% (36)	50% (50)	12% (12)	— (0)	— (0)	2% (2)	100					
Ethnicity: Other	34% (19)	52% (29)	5% (3)	4% (2)	4% (2)	— (0)	56					
Community: Urban	29% (50)	53% (90)	14% (23)	1% (2)	1% (1)	2% (4)	171					
Community: Suburban	25% (73)	59% (169)	12% (36)	2% (5)	1% (4)	— (1)	288					
Community: Rural	37% (56)	46% (70)	13% (19)	1% (2)	1% (1)	2% (3)	151					
Employ: Private Sector	27% (59)	58% (129)	12% (26)	1% (3)	1% (1)	1% (2)	221					
Employ: Government	33% (18)	49% (28)	17% (10)	1% (1)	— (0)	— (0)	56					
Employ: Self-Employed	28% (17)	51% (30)	9% (5)	1% (1)	7% (4)	4% (2)	59					
Employ: Retired	20% (17)	68% (59)	12% (10)	— (0)	— (0)	— (0)	86					
Employ: Other	44% (25)	32% (18)	13% (7)	3% (2)	2% (1)	6% (4)	57					
Military HH: Yes	32% (36)	53% (60)	14% (15)	— (0)	1% (2)	— (0)	113					
Military HH: No	29% (143)	54% (269)	13% (63)	2% (10)	1% (5)	2% (9)	497					
RD/WT: Right Direction	36% (88)	47% (113)	13% (32)	1% (4)	2% (4)	1% (3)	243					
RD/WT: Wrong Track	25% (91)	59% (215)	13% (46)	2% (6)	1% (3)	2% (6)	368					
Trump Job Approve	35% (85)	47% (115)	15% (36)	1% (3)	1% (3)	1% (4)	244					
Trump Job Disapprove	26% (88)	59% (202)	11% (37)	2% (7)	1% (4)	1% (4)	342					
Trump Job Strongly Approve	41% (53)	42% (54)	15% (19)	1% (1)	1% (1)	1% (1)	128					
Trump Job Somewhat Approve	28% (32)	53% (61)	15% (17)	1% (1)	2% (2)	2% (2)	116					
Trump Job Somewhat Disapprove	28% (26)	57% (51)	11% (10)	3% (3)	1% (1)	— (0)	91					
Trump Job Strongly Disapprove	25% (63)	60% (151)	11% (28)	1% (4)	1% (3)	2% (4)	251					
#1 Issue: Economy	29% (55)	59% (113)	10% (19)	2% (4)	— (1)	— (0)	192					
#1 Issue: Security	30% (29)	53% (51)	11% (11)	1% (1)	2% (2)	3% (3)	96					
#1 Issue: Health Care	29% (33)	55% (63)	14% (16)	1% (1)	1% (1)	1% (1)	115					
#1 Issue: Education	41% (28)	42% (28)	13% (9)	1% (1)	1% (1)	2% (1)	67					

Continued on next page

Table BRD13: *If the consumer reviews are positive, do they make you more or less likely to start watching a television series?*

Demographic	No impact on											Total N
	Much more likely	Somewhat more likely	my likelihood	Somewhat less likely	Much less likely	Don't know / No Opinion						
Registered Voters	29% (178)	54% (329)	13% (78)	2% (10)	1% (7)	1% (9)	610					
2016 Vote: Hillary Clinton	27% (63)	57% (134)	13% (31)	2% (4)	1% (3)	— (0)	234					
2016 Vote: Donald Trump	33% (63)	49% (94)	16% (30)	— (1)	1% (2)	1% (3)	193					
2016 Vote: Someone else	17% (9)	70% (37)	9% (5)	2% (1)	1% (1)	1% (0)	53					
2016 Vote: Didn't Vote	33% (43)	49% (64)	10% (13)	3% (4)	— (1)	4% (5)	129					
Voted in 2014: Yes	27% (113)	55% (229)	14% (59)	1% (4)	1% (5)	1% (3)	413					
Voted in 2014: No	33% (65)	50% (100)	10% (19)	3% (6)	1% (1)	3% (6)	197					
2012 Vote: Barack Obama	27% (71)	59% (155)	12% (32)	2% (4)	1% (2)	— (0)	264					
2012 Vote: Mitt Romney	31% (43)	51% (71)	14% (20)	1% (2)	2% (2)	1% (1)	139					
2012 Vote: Didn't Vote	33% (57)	48% (83)	12% (20)	2% (4)	1% (2)	4% (7)	173					
4-Region: Northeast	28% (30)	56% (61)	13% (14)	2% (3)	— (0)	1% (1)	109					
4-Region: Midwest	20% (26)	62% (78)	14% (17)	3% (3)	1% (1)	1% (1)	126					
4-Region: South	36% (87)	47% (113)	14% (34)	1% (2)	1% (3)	1% (3)	241					
4-Region: West	27% (36)	57% (77)	10% (13)	1% (2)	2% (2)	3% (4)	134					
Favorable of Trump	34% (77)	50% (113)	15% (33)	1% (1)	1% (2)	1% (1)	228					
Unfavorable of Trump	27% (77)	57% (164)	10% (29)	3% (8)	1% (3)	2% (5)	286					
Very Favorable of Trump	39% (46)	44% (52)	14% (16)	1% (1)	1% (1)	1% (1)	118					
Somewhat Favorable of Trump	28% (31)	55% (61)	15% (17)	— (0)	1% (2)	— (0)	110					
Somewhat Unfavorable of Trump	26% (26)	57% (57)	9% (9)	4% (4)	2% (2)	2% (2)	99					
Very Unfavorable of Trump	28% (52)	57% (107)	11% (20)	2% (4)	— (1)	2% (3)	187					

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

Table BRD14: *If the consumer reviews are negative, do they make you more or less likely to start watching a television series?*

Demographic	No impact on										Total N		
	Much more likely		Somewhat more likely		my likelihood		Somewhat less likely		Much less likely			Don't know / No Opinion	
Registered Voters	4%	(25)	10%	(60)	24%	(144)	39%	(240)	21%	(129)	2%	(13)	610
Gender: Male	4%	(13)	13%	(37)	23%	(69)	37%	(109)	21%	(62)	2%	(6)	296
Gender: Female	4%	(13)	7%	(23)	24%	(75)	42%	(131)	21%	(66)	2%	(7)	314
Age: 18-29	6%	(11)	11%	(19)	20%	(34)	37%	(64)	25%	(43)	2%	(4)	175
Age: 30-44	4%	(7)	8%	(15)	23%	(42)	39%	(71)	23%	(41)	3%	(5)	181
Age: 45-54	3%	(3)	10%	(10)	25%	(25)	45%	(44)	17%	(17)	—	(0)	99
Age: 55-64	—	(0)	6%	(4)	35%	(24)	46%	(32)	13%	(9)	—	(0)	68
Age: 65+	4%	(4)	15%	(13)	22%	(19)	33%	(28)	22%	(19)	4%	(4)	87
Generation Z: 18-22	6%	(4)	9%	(5)	20%	(11)	28%	(16)	33%	(18)	3%	(2)	56
Millennial: Age 23-38	5%	(10)	9%	(19)	21%	(45)	42%	(89)	21%	(46)	2%	(5)	214
Generation X: Age 39-54	4%	(7)	11%	(18)	25%	(43)	40%	(68)	19%	(33)	1%	(2)	172
Boomers: Age 55-73	3%	(4)	9%	(12)	25%	(36)	42%	(60)	19%	(27)	3%	(4)	143
PID: Dem (no lean)	6%	(14)	10%	(24)	27%	(67)	36%	(90)	21%	(53)	—	(0)	249
PID: Ind (no lean)	2%	(3)	10%	(19)	20%	(37)	46%	(87)	18%	(34)	4%	(7)	187
PID: Rep (no lean)	5%	(8)	9%	(16)	23%	(40)	36%	(63)	24%	(41)	4%	(6)	175
PID/Gender: Dem Men	7%	(7)	11%	(11)	28%	(30)	33%	(36)	22%	(24)	—	(0)	108
PID/Gender: Dem Women	5%	(7)	9%	(12)	27%	(37)	39%	(55)	21%	(29)	—	(0)	141
PID/Gender: Ind Men	2%	(2)	13%	(12)	22%	(20)	46%	(41)	16%	(14)	1%	(1)	90
PID/Gender: Ind Women	2%	(1)	8%	(7)	18%	(17)	47%	(45)	20%	(20)	6%	(5)	96
PID/Gender: Rep Men	4%	(4)	14%	(14)	20%	(19)	33%	(32)	25%	(24)	5%	(5)	97
PID/Gender: Rep Women	5%	(4)	4%	(3)	27%	(21)	40%	(31)	22%	(17)	2%	(1)	77
Ideo: Liberal (1-3)	5%	(12)	12%	(28)	22%	(51)	42%	(98)	17%	(38)	2%	(4)	231
Ideo: Moderate (4)	3%	(4)	5%	(8)	26%	(36)	37%	(51)	27%	(38)	2%	(3)	139
Ideo: Conservative (5-7)	4%	(7)	11%	(21)	23%	(43)	40%	(76)	20%	(38)	2%	(4)	190
Educ: < College	3%	(12)	11%	(38)	24%	(83)	33%	(112)	25%	(85)	4%	(13)	343
Educ: Bachelors degree	4%	(8)	9%	(16)	22%	(39)	48%	(84)	17%	(29)	—	(0)	175
Educ: Post-grad	6%	(6)	6%	(6)	24%	(22)	47%	(44)	16%	(15)	—	(0)	92

Continued on next page

Table BRD14: *If the consumer reviews are negative, do they make you more or less likely to start watching a television series?*

Demographic	No impact on											Total N	
	Much more likely		Somewhat more likely		my likelihood		Somewhat less likely		Much less likely		Don't know / No Opinion		
Registered Voters	4%	(25)	10%	(60)	24%	(144)	39%	(240)	21%	(129)	2%	(13)	610
Income: Under 50k	4%	(11)	14%	(45)	25%	(78)	30%	(95)	24%	(75)	4%	(11)	315
Income: 50k-100k	4%	(7)	6%	(12)	24%	(45)	49%	(91)	16%	(30)	—	(0)	185
Income: 100k+	6%	(7)	3%	(3)	19%	(21)	49%	(54)	21%	(23)	1%	(1)	110
Ethnicity: White	3%	(15)	10%	(44)	24%	(109)	41%	(186)	19%	(88)	3%	(12)	455
Ethnicity: Hispanic	4%	(4)	8%	(8)	17%	(16)	39%	(36)	31%	(29)	1%	(1)	94
Ethnicity: Afr. Am.	9%	(9)	11%	(11)	26%	(26)	29%	(29)	24%	(24)	1%	(1)	100
Ethnicity: Other	3%	(2)	8%	(4)	15%	(8)	44%	(24)	30%	(17)	—	(0)	56
Community: Urban	2%	(4)	11%	(19)	22%	(37)	35%	(60)	27%	(47)	2%	(4)	171
Community: Suburban	4%	(13)	9%	(26)	26%	(75)	40%	(116)	19%	(55)	1%	(3)	288
Community: Rural	6%	(9)	9%	(14)	21%	(32)	42%	(64)	18%	(27)	4%	(6)	151
Employ: Private Sector	6%	(14)	6%	(14)	27%	(59)	41%	(92)	18%	(40)	1%	(2)	221
Employ: Government	—	(0)	5%	(3)	25%	(14)	46%	(26)	23%	(13)	—	(0)	56
Employ: Self-Employed	3%	(2)	9%	(5)	17%	(10)	38%	(23)	25%	(15)	7%	(4)	59
Employ: Retired	4%	(4)	16%	(14)	31%	(26)	40%	(34)	9%	(8)	—	(0)	86
Employ: Other	4%	(2)	18%	(11)	18%	(10)	24%	(14)	29%	(17)	7%	(4)	57
Military HH: Yes	7%	(8)	9%	(10)	26%	(29)	32%	(36)	23%	(27)	3%	(4)	113
Military HH: No	3%	(17)	10%	(50)	23%	(115)	41%	(204)	21%	(102)	2%	(9)	497
RD/WT: Right Direction	7%	(17)	11%	(27)	20%	(49)	35%	(85)	24%	(58)	3%	(8)	243
RD/WT: Wrong Track	2%	(8)	9%	(33)	26%	(95)	42%	(155)	19%	(71)	1%	(5)	368
Trump Job Approve	7%	(16)	11%	(27)	22%	(54)	34%	(84)	24%	(59)	2%	(5)	244
Trump Job Disapprove	2%	(8)	9%	(31)	25%	(85)	44%	(150)	18%	(61)	2%	(7)	342
Trump Job Strongly Approve	11%	(14)	11%	(14)	18%	(24)	35%	(45)	21%	(27)	4%	(5)	128
Trump Job Somewhat Approve	2%	(3)	11%	(13)	26%	(30)	34%	(39)	27%	(32)	—	(0)	116
Trump Job Somewhat Disapprove	2%	(2)	12%	(11)	23%	(21)	48%	(44)	15%	(14)	—	(0)	91
Trump Job Strongly Disapprove	2%	(6)	8%	(20)	26%	(65)	42%	(106)	19%	(47)	3%	(7)	251
#1 Issue: Economy	3%	(6)	9%	(18)	23%	(44)	45%	(86)	19%	(37)	—	(1)	192
#1 Issue: Security	2%	(2)	11%	(11)	17%	(17)	35%	(34)	29%	(28)	5%	(5)	96
#1 Issue: Health Care	4%	(5)	5%	(6)	26%	(30)	41%	(47)	21%	(24)	2%	(2)	115
#1 Issue: Education	5%	(4)	7%	(5)	19%	(13)	45%	(30)	22%	(15)	2%	(1)	67

Continued on next page

Table BRD14: *If the consumer reviews are negative, do they make you more or less likely to start watching a television series?*

Demographic	No impact on											Total N	
	Much more likely		Somewhat more likely		my likelihood		Somewhat less likely		Much less likely		Don't know / No Opinion		
Registered Voters	4%	(25)	10%	(60)	24%	(144)	39%	(240)	21%	(129)	2%	(13)	610
2016 Vote: Hillary Clinton	5%	(13)	8%	(19)	25%	(58)	42%	(98)	19%	(45)	—	(1)	234
2016 Vote: Donald Trump	4%	(8)	7%	(13)	23%	(45)	39%	(75)	24%	(45)	3%	(6)	193
2016 Vote: Someone else	3%	(2)	8%	(4)	34%	(18)	46%	(24)	9%	(5)	1%	(0)	53
2016 Vote: Didnt Vote	2%	(3)	17%	(22)	18%	(23)	33%	(42)	25%	(33)	4%	(5)	129
Voted in 2014: Yes	5%	(21)	9%	(38)	27%	(111)	39%	(162)	19%	(78)	1%	(3)	413
Voted in 2014: No	2%	(4)	11%	(22)	17%	(33)	39%	(78)	26%	(51)	5%	(10)	197
2012 Vote: Barack Obama	4%	(12)	10%	(27)	27%	(72)	40%	(106)	17%	(46)	—	(1)	264
2012 Vote: Mitt Romney	5%	(7)	8%	(11)	23%	(32)	41%	(56)	23%	(32)	1%	(1)	139
2012 Vote: Didn't Vote	2%	(4)	12%	(21)	19%	(33)	36%	(63)	25%	(44)	5%	(8)	173
4-Region: Northeast	5%	(5)	4%	(4)	31%	(34)	38%	(41)	21%	(23)	1%	(1)	109
4-Region: Midwest	4%	(5)	13%	(17)	26%	(33)	41%	(52)	15%	(19)	1%	(1)	126
4-Region: South	5%	(11)	10%	(24)	22%	(54)	36%	(86)	25%	(60)	3%	(7)	241
4-Region: West	3%	(4)	11%	(15)	18%	(24)	46%	(61)	20%	(27)	3%	(3)	134
Favorable of Trump	6%	(14)	10%	(24)	23%	(52)	36%	(83)	22%	(50)	2%	(6)	228
Unfavorable of Trump	3%	(9)	9%	(27)	23%	(67)	42%	(120)	21%	(59)	1%	(4)	286
Very Favorable of Trump	10%	(11)	13%	(16)	19%	(23)	33%	(39)	20%	(24)	4%	(5)	118
Somewhat Favorable of Trump	3%	(3)	7%	(8)	26%	(29)	40%	(44)	24%	(26)	1%	(1)	110
Somewhat Unfavorable of Trump	5%	(5)	13%	(13)	15%	(15)	46%	(46)	19%	(19)	2%	(2)	99
Very Unfavorable of Trump	2%	(4)	7%	(14)	28%	(53)	40%	(74)	22%	(40)	1%	(2)	187

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

Table BRD16: Which of the following is most important in your decision to see or rent a film?

Demographic	Expert reviews	Family/friends reviews	Consumer reviews	Nominated for or won awards	The actors	Quality of the trailer	Total N
Registered Voters	4% (87)	34% (687)	7% (141)	3% (54)	26% (520)	25% (504)	1992
Gender: Male	6% (55)	32% (299)	8% (72)	4% (33)	25% (230)	26% (243)	932
Gender: Female	3% (32)	37% (387)	6% (69)	2% (22)	27% (289)	25% (261)	1060
Age: 18-29	5% (18)	30% (105)	9% (33)	5% (16)	20% (71)	32% (112)	355
Age: 30-44	5% (20)	32% (141)	10% (43)	2% (8)	22% (100)	30% (135)	448
Age: 45-54	3% (11)	32% (114)	5% (17)	2% (6)	27% (97)	31% (110)	354
Age: 55-64	5% (17)	38% (142)	6% (21)	2% (7)	29% (108)	21% (77)	371
Age: 65+	4% (20)	40% (185)	6% (26)	4% (18)	31% (144)	15% (70)	463
Generation Z: 18-22	7% (8)	27% (30)	10% (11)	3% (4)	19% (21)	33% (36)	109
Millennial: Age 23-38	5% (23)	32% (156)	10% (51)	3% (16)	20% (101)	30% (146)	492
Generation X: Age 39-54	4% (19)	31% (163)	5% (29)	2% (8)	26% (136)	32% (164)	521
Boomers: Age 55-73	4% (33)	39% (291)	6% (41)	3% (19)	29% (220)	19% (145)	750
PID: Dem (no lean)	6% (44)	29% (210)	7% (47)	3% (19)	30% (215)	26% (184)	720
PID: Ind (no lean)	4% (24)	35% (225)	8% (51)	3% (17)	24% (154)	26% (169)	640
PID: Rep (no lean)	3% (19)	40% (252)	7% (43)	3% (18)	24% (150)	24% (150)	632
PID/Gender: Dem Men	7% (23)	24% (74)	8% (24)	4% (13)	29% (90)	27% (84)	307
PID/Gender: Dem Women	5% (21)	33% (136)	6% (23)	2% (7)	30% (125)	24% (101)	413
PID/Gender: Ind Men	5% (16)	36% (115)	8% (24)	3% (10)	23% (73)	25% (80)	318
PID/Gender: Ind Women	2% (8)	34% (110)	8% (27)	2% (7)	25% (81)	28% (90)	322
PID/Gender: Rep Men	5% (16)	36% (111)	8% (24)	3% (10)	22% (67)	26% (80)	307
PID/Gender: Rep Women	1% (3)	43% (141)	6% (19)	2% (8)	26% (83)	22% (70)	325
Ideo: Liberal (1-3)	7% (45)	30% (189)	8% (52)	4% (23)	28% (174)	23% (148)	632
Ideo: Moderate (4)	4% (18)	33% (153)	8% (37)	2% (10)	24% (112)	29% (133)	463
Ideo: Conservative (5-7)	3% (22)	41% (284)	6% (43)	3% (18)	26% (179)	22% (151)	697
Educ: < College	3% (39)	32% (402)	7% (83)	3% (32)	28% (350)	28% (347)	1253
Educ: Bachelors degree	6% (27)	37% (174)	8% (37)	3% (14)	24% (115)	22% (104)	471
Educ: Post-grad	8% (21)	41% (110)	7% (20)	3% (8)	21% (55)	20% (54)	268

Continued on next page

Table BRD16: Which of the following is most important in your decision to see or rent a film?

Demographic	Expert reviews	Family/friends reviews	Consumer reviews	Nominated for or won awards	The actors	Quality of the trailer	Total N
Registered Voters	4% (87)	34% (687)	7% (141)	3% (54)	26% (520)	25% (504)	1992
Income: Under 50k	4% (40)	33% (334)	7% (72)	2% (25)	28% (289)	26% (267)	1026
Income: 50k-100k	4% (22)	36% (222)	7% (43)	3% (17)	25% (154)	26% (161)	618
Income: 100k+	7% (25)	38% (131)	7% (25)	4% (13)	22% (77)	22% (76)	348
Ethnicity: White	4% (67)	36% (579)	7% (109)	3% (42)	27% (430)	24% (385)	1611
Ethnicity: Hispanic	4% (8)	29% (56)	8% (15)	3% (6)	26% (50)	30% (58)	193
Ethnicity: Afr. Am.	6% (16)	25% (64)	8% (19)	4% (10)	24% (61)	33% (82)	253
Ethnicity: Other	4% (5)	34% (43)	10% (13)	2% (2)	23% (29)	29% (37)	128
Community: Urban	6% (31)	33% (161)	8% (41)	3% (14)	21% (103)	29% (142)	493
Community: Suburban	4% (36)	33% (320)	7% (71)	3% (31)	29% (275)	24% (227)	959
Community: Rural	4% (20)	38% (205)	5% (29)	2% (10)	26% (141)	25% (135)	540
Employ: Private Sector	4% (28)	39% (254)	6% (40)	2% (11)	23% (147)	26% (166)	645
Employ: Government	4% (5)	36% (50)	9% (13)	3% (4)	25% (34)	24% (33)	139
Employ: Self-Employed	8% (14)	30% (51)	8% (14)	3% (5)	25% (42)	26% (46)	173
Employ: Homemaker	3% (5)	28% (44)	7% (11)	4% (7)	23% (37)	35% (57)	162
Employ: Student	7% (5)	21% (15)	19% (14)	2% (1)	24% (17)	27% (20)	71
Employ: Retired	4% (18)	38% (189)	6% (29)	2% (12)	32% (158)	17% (86)	492
Employ: Unemployed	2% (3)	24% (34)	5% (8)	6% (8)	25% (35)	37% (52)	140
Employ: Other	5% (9)	29% (48)	7% (12)	4% (6)	29% (48)	26% (45)	169
Military HH: Yes	4% (17)	32% (127)	7% (28)	3% (10)	30% (118)	24% (93)	394
Military HH: No	4% (69)	35% (559)	7% (113)	3% (44)	25% (402)	26% (411)	1598
RD/WT: Right Direction	4% (30)	37% (307)	7% (59)	3% (27)	25% (202)	24% (194)	819
RD/WT: Wrong Track	5% (57)	32% (380)	7% (81)	2% (27)	27% (318)	26% (309)	1173
Trump Job Approve	3% (28)	39% (337)	6% (54)	3% (25)	25% (213)	24% (207)	863
Trump Job Disapprove	6% (58)	31% (323)	7% (77)	3% (29)	27% (279)	26% (265)	1031
Trump Job Strongly Approve	3% (15)	40% (172)	6% (28)	4% (16)	25% (109)	21% (91)	431
Trump Job Somewhat Approve	3% (13)	38% (165)	6% (26)	2% (9)	24% (105)	27% (115)	432
Trump Job Somewhat Disapprove	5% (12)	29% (74)	8% (20)	2% (6)	26% (66)	29% (73)	252
Trump Job Strongly Disapprove	6% (46)	32% (248)	7% (56)	3% (23)	27% (213)	25% (192)	779

Continued on next page

Table BRD16: Which of the following is most important in your decision to see or rent a film?

Demographic	Expert reviews	Family/friends reviews	Consumer reviews	Nominated for or won awards	The actors	Quality of the trailer	Total N
Registered Voters	4% (87)	34% (687)	7% (141)	3% (54)	26% (520)	25% (504)	1992
#1 Issue: Economy	5% (29)	34% (191)	9% (52)	2% (11)	22% (122)	28% (155)	561
#1 Issue: Security	3% (9)	38% (135)	6% (23)	1% (5)	29% (103)	23% (83)	358
#1 Issue: Health Care	4% (13)	36% (122)	6% (21)	3% (9)	24% (80)	27% (90)	334
#1 Issue: Medicare / Social Security	4% (11)	34% (98)	4% (13)	4% (13)	33% (95)	20% (58)	289
#1 Issue: Women's Issues	3% (3)	27% (26)	8% (7)	5% (5)	23% (22)	34% (33)	96
#1 Issue: Education	4% (6)	39% (61)	7% (12)	1% (2)	23% (36)	26% (40)	156
#1 Issue: Energy	11% (9)	18% (15)	2% (1)	6% (5)	35% (29)	28% (23)	82
#1 Issue: Other	5% (6)	34% (39)	9% (11)	5% (6)	28% (32)	19% (22)	116
2016 Vote: Hillary Clinton	6% (43)	31% (218)	7% (50)	3% (21)	28% (194)	25% (179)	706
2016 Vote: Donald Trump	2% (17)	41% (298)	7% (48)	2% (14)	26% (190)	22% (164)	732
2016 Vote: Someone else	4% (7)	36% (63)	6% (11)	2% (4)	24% (42)	27% (47)	173
2016 Vote: Didn't Vote	5% (19)	28% (107)	8% (32)	4% (15)	25% (94)	30% (113)	381
Voted in 2014: Yes	4% (60)	36% (503)	7% (95)	3% (43)	27% (377)	23% (323)	1402
Voted in 2014: No	5% (27)	31% (183)	8% (45)	2% (12)	24% (142)	31% (181)	590
2012 Vote: Barack Obama	5% (45)	33% (277)	7% (58)	3% (26)	28% (236)	24% (206)	847
2012 Vote: Mitt Romney	2% (14)	41% (237)	7% (42)	3% (18)	22% (129)	24% (136)	576
2012 Vote: Other	7% (6)	32% (29)	5% (4)	2% (1)	31% (28)	23% (21)	91
2012 Vote: Didn't Vote	4% (21)	30% (141)	8% (37)	2% (9)	26% (125)	30% (141)	475
4-Region: Northeast	4% (15)	30% (107)	7% (25)	3% (12)	29% (103)	26% (93)	355
4-Region: Midwest	5% (21)	37% (170)	7% (31)	4% (18)	24% (108)	24% (109)	458
4-Region: South	4% (31)	35% (259)	7% (53)	2% (18)	28% (210)	23% (173)	744
4-Region: West	5% (20)	35% (151)	7% (31)	1% (6)	23% (98)	30% (129)	435
Favorable of Trump	4% (30)	39% (313)	7% (58)	3% (25)	25% (195)	22% (172)	793
Unfavorable of Trump	6% (50)	32% (271)	7% (59)	2% (20)	28% (240)	25% (215)	854
Very Favorable of Trump	3% (14)	42% (178)	8% (32)	3% (12)	26% (109)	19% (82)	427
Somewhat Favorable of Trump	5% (17)	37% (135)	7% (25)	4% (13)	23% (86)	25% (90)	367
Somewhat Unfavorable of Trump	5% (14)	31% (88)	6% (16)	2% (6)	29% (81)	27% (78)	284
Very Unfavorable of Trump	6% (35)	32% (183)	8% (43)	2% (13)	28% (159)	24% (137)	570

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

Table BRD18: Which of the following is most important in your decision to start watching a television series?

Demographic	Expert reviews	Family/friends reviews	Consumer reviews	Nominated for or won awards	The actors	Quality of the trailer	Total N
Registered Voters	4% (83)	36% (719)	6% (126)	2% (38)	27% (528)	25% (498)	1992
Gender: Male	5% (46)	35% (325)	7% (62)	2% (20)	27% (255)	24% (224)	932
Gender: Female	3% (37)	37% (394)	6% (64)	2% (18)	26% (273)	26% (274)	1060
Age: 18-29	5% (19)	34% (120)	11% (38)	2% (8)	19% (69)	28% (101)	355
Age: 30-44	5% (21)	36% (160)	8% (36)	2% (9)	20% (90)	30% (132)	448
Age: 45-54	4% (14)	36% (127)	5% (16)	4% (13)	25% (90)	26% (93)	354
Age: 55-64	4% (14)	36% (135)	5% (20)	1% (4)	32% (119)	21% (78)	371
Age: 65+	3% (15)	38% (176)	3% (15)	1% (3)	34% (160)	20% (94)	463
Generation Z: 18-22	6% (6)	38% (41)	8% (9)	5% (5)	20% (21)	24% (26)	109
Millennial: Age 23-38	4% (22)	35% (175)	10% (50)	2% (8)	20% (98)	28% (140)	492
Generation X: Age 39-54	5% (24)	34% (177)	6% (30)	3% (15)	23% (121)	30% (154)	521
Boomers: Age 55-73	4% (27)	37% (278)	5% (34)	1% (7)	32% (243)	21% (159)	750
PID: Dem (no lean)	6% (43)	30% (214)	7% (48)	2% (15)	30% (217)	25% (183)	720
PID: Ind (no lean)	3% (19)	39% (248)	4% (28)	2% (13)	26% (170)	25% (163)	640
PID: Rep (no lean)	3% (21)	41% (256)	8% (50)	2% (10)	22% (142)	24% (153)	632
PID/Gender: Dem Men	6% (19)	26% (79)	7% (21)	3% (8)	33% (100)	26% (79)	307
PID/Gender: Dem Women	6% (23)	33% (135)	7% (27)	2% (7)	28% (117)	25% (104)	413
PID/Gender: Ind Men	4% (12)	40% (129)	4% (14)	2% (8)	27% (86)	22% (70)	318
PID/Gender: Ind Women	2% (7)	37% (119)	4% (14)	2% (5)	26% (84)	29% (93)	322
PID/Gender: Rep Men	5% (14)	38% (117)	9% (27)	1% (4)	23% (70)	25% (75)	307
PID/Gender: Rep Women	2% (7)	43% (140)	7% (23)	2% (6)	22% (72)	24% (77)	325
Ideo: Liberal (1-3)	7% (43)	33% (209)	7% (44)	3% (17)	26% (163)	25% (156)	632
Ideo: Moderate (4)	4% (20)	34% (156)	6% (28)	2% (7)	28% (127)	27% (125)	463
Ideo: Conservative (5-7)	3% (20)	41% (283)	7% (48)	1% (8)	26% (182)	22% (155)	697
Educ: < College	3% (43)	34% (420)	6% (81)	2% (24)	29% (357)	26% (328)	1253
Educ: Bachelors degree	6% (27)	38% (178)	6% (30)	2% (10)	26% (121)	22% (105)	471
Educ: Post-grad	5% (13)	45% (120)	6% (15)	1% (4)	19% (50)	24% (65)	268

Continued on next page

Table BRD18: Which of the following is most important in your decision to start watching a television series?

Demographic	Expert reviews		Family/friends reviews		Consumer reviews		Nominated for or won awards		The actors		Quality of the trailer		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Registered Voters	4%	(83)	36%	(719)	6%	(126)	2%	(38)	27%	(528)	25%	(498)	1992
Income: Under 50k	4%	(44)	33%	(336)	7%	(70)	2%	(24)	29%	(298)	25%	(254)	1026
Income: 50k-100k	3%	(18)	39%	(242)	5%	(32)	1%	(8)	25%	(154)	27%	(165)	618
Income: 100k+	6%	(21)	40%	(141)	7%	(24)	2%	(6)	22%	(77)	23%	(79)	348
Ethnicity: White	4%	(60)	38%	(610)	6%	(92)	2%	(24)	27%	(435)	24%	(389)	1611
Ethnicity: Hispanic	5%	(10)	31%	(59)	14%	(27)	4%	(8)	21%	(40)	25%	(48)	193
Ethnicity: Afr. Am.	7%	(19)	25%	(64)	9%	(21)	3%	(8)	28%	(71)	27%	(69)	253
Ethnicity: Other	3%	(4)	35%	(45)	9%	(12)	4%	(5)	17%	(22)	31%	(40)	128
Community: Urban	6%	(31)	35%	(173)	8%	(37)	2%	(12)	23%	(114)	25%	(125)	493
Community: Suburban	4%	(36)	36%	(343)	6%	(57)	1%	(13)	27%	(263)	26%	(247)	959
Community: Rural	3%	(16)	38%	(203)	6%	(32)	2%	(13)	28%	(151)	23%	(126)	540
Employ: Private Sector	4%	(28)	39%	(255)	6%	(39)	2%	(13)	21%	(137)	27%	(173)	645
Employ: Government	7%	(9)	44%	(62)	7%	(10)	3%	(4)	23%	(32)	16%	(22)	139
Employ: Self-Employed	6%	(11)	34%	(58)	9%	(15)	4%	(7)	23%	(39)	25%	(43)	173
Employ: Homemaker	3%	(5)	32%	(52)	10%	(16)	1%	(2)	19%	(31)	35%	(56)	162
Employ: Student	4%	(3)	36%	(26)	13%	(10)	3%	(2)	19%	(13)	24%	(17)	71
Employ: Retired	4%	(18)	34%	(167)	4%	(22)	1%	(3)	37%	(182)	20%	(99)	492
Employ: Unemployed	5%	(8)	32%	(45)	2%	(3)	2%	(3)	25%	(35)	33%	(47)	140
Employ: Other	1%	(2)	32%	(54)	7%	(12)	2%	(3)	34%	(58)	24%	(40)	169
Military HH: Yes	3%	(11)	35%	(140)	7%	(26)	1%	(5)	31%	(123)	22%	(88)	394
Military HH: No	5%	(72)	36%	(579)	6%	(100)	2%	(32)	25%	(405)	26%	(410)	1598
RD/WT: Right Direction	3%	(28)	38%	(311)	7%	(59)	2%	(17)	26%	(215)	23%	(189)	819
RD/WT: Wrong Track	5%	(55)	35%	(408)	6%	(67)	2%	(20)	27%	(313)	26%	(309)	1173
Trump Job Approve	3%	(28)	39%	(333)	7%	(60)	2%	(15)	26%	(221)	24%	(206)	863
Trump Job Disapprove	5%	(53)	34%	(354)	6%	(60)	2%	(22)	27%	(277)	26%	(263)	1031
Trump Job Strongly Approve	4%	(18)	40%	(171)	8%	(36)	1%	(6)	24%	(103)	23%	(98)	431
Trump Job Somewhat Approve	2%	(10)	38%	(162)	6%	(24)	2%	(9)	27%	(118)	25%	(108)	432
Trump Job Somewhat Disapprove	7%	(19)	31%	(79)	7%	(19)	3%	(6)	27%	(68)	24%	(61)	252
Trump Job Strongly Disapprove	4%	(34)	35%	(275)	5%	(42)	2%	(16)	27%	(210)	26%	(202)	779

Continued on next page

Table BRD18: Which of the following is most important in your decision to start watching a television series?

Demographic	Expert reviews	Family/friends reviews	Consumer reviews	Nominated for or won awards	The actors	Quality of the trailer	Total N
Registered Voters	4% (83)	36% (719)	6% (126)	2% (38)	27% (528)	25% (498)	1992
#1 Issue: Economy	5% (30)	35% (198)	8% (43)	2% (12)	25% (138)	25% (141)	561
#1 Issue: Security	4% (13)	35% (127)	6% (22)	2% (8)	30% (109)	22% (80)	358
#1 Issue: Health Care	3% (9)	36% (122)	6% (19)	2% (8)	25% (84)	28% (93)	334
#1 Issue: Medicare / Social Security	4% (11)	34% (99)	4% (11)	1% (2)	36% (104)	21% (61)	289
#1 Issue: Women's Issues	2% (2)	36% (35)	5% (5)	2% (2)	19% (19)	36% (35)	96
#1 Issue: Education	3% (5)	48% (75)	7% (10)	2% (3)	18% (28)	22% (35)	156
#1 Issue: Energy	11% (9)	25% (21)	13% (10)	1% (1)	25% (21)	24% (20)	82
#1 Issue: Other	5% (6)	37% (43)	6% (7)	1% (1)	23% (26)	28% (33)	116
2016 Vote: Hillary Clinton	5% (38)	33% (234)	5% (37)	2% (14)	28% (199)	26% (183)	706
2016 Vote: Donald Trump	3% (21)	40% (295)	6% (47)	1% (10)	25% (182)	24% (177)	732
2016 Vote: Someone else	5% (8)	40% (70)	6% (10)	— (1)	26% (45)	23% (40)	173
2016 Vote: Didn't Vote	4% (15)	32% (121)	8% (32)	3% (12)	27% (102)	26% (98)	381
Voted in 2014: Yes	5% (65)	37% (516)	6% (86)	2% (26)	27% (377)	24% (333)	1402
Voted in 2014: No	3% (19)	34% (203)	7% (40)	2% (12)	26% (152)	28% (165)	590
2012 Vote: Barack Obama	6% (50)	34% (289)	5% (39)	3% (22)	28% (235)	25% (211)	847
2012 Vote: Mitt Romney	3% (16)	41% (235)	8% (45)	1% (6)	24% (137)	24% (137)	576
2012 Vote: Other	5% (5)	39% (36)	4% (4)	— (0)	26% (24)	25% (23)	91
2012 Vote: Didn't Vote	2% (12)	33% (157)	8% (38)	2% (9)	28% (131)	27% (127)	475
4-Region: Northeast	4% (15)	34% (120)	7% (25)	2% (9)	27% (95)	26% (92)	355
4-Region: Midwest	5% (24)	37% (170)	8% (37)	2% (8)	21% (97)	26% (121)	458
4-Region: South	4% (30)	36% (269)	6% (41)	2% (13)	30% (220)	23% (171)	744
4-Region: West	3% (15)	37% (160)	5% (23)	2% (8)	27% (116)	26% (114)	435
Favorable of Trump	4% (35)	37% (292)	8% (60)	1% (11)	25% (200)	25% (197)	793
Unfavorable of Trump	4% (38)	37% (313)	6% (52)	2% (18)	27% (230)	24% (203)	854
Very Favorable of Trump	5% (21)	38% (164)	9% (37)	1% (6)	26% (110)	21% (90)	427
Somewhat Favorable of Trump	4% (14)	35% (128)	6% (23)	2% (6)	24% (89)	29% (106)	367
Somewhat Unfavorable of Trump	4% (10)	38% (109)	7% (19)	2% (5)	28% (80)	21% (60)	284
Very Unfavorable of Trump	5% (27)	36% (205)	6% (32)	2% (14)	26% (149)	25% (143)	570

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

Table BRD19: Do you ever check the Rotten Tomatoes website before you see or rent a film?

Demographic	Yes	No	Don't Know	Total N
Registered Voters	30% (591)	66% (1319)	4% (82)	1992
Gender: Male	33% (303)	63% (591)	4% (38)	932
Gender: Female	27% (288)	69% (729)	4% (43)	1060
Age: 18-29	44% (155)	50% (178)	6% (22)	355
Age: 30-44	41% (183)	55% (247)	4% (18)	448
Age: 45-54	30% (107)	65% (231)	5% (16)	354
Age: 55-64	22% (81)	74% (276)	4% (14)	371
Age: 65+	14% (64)	83% (386)	3% (13)	463
Generation Z: 18-22	37% (40)	55% (60)	8% (9)	109
Millennial: Age 23-38	44% (217)	51% (249)	5% (26)	492
Generation X: Age 39-54	35% (182)	61% (319)	4% (20)	521
Boomers: Age 55-73	19% (141)	78% (585)	3% (24)	750
PID: Dem (no lean)	33% (236)	64% (459)	3% (25)	720
PID: Ind (no lean)	30% (191)	64% (412)	6% (38)	640
PID: Rep (no lean)	26% (164)	71% (448)	3% (19)	632
PID/Gender: Dem Men	35% (108)	61% (186)	4% (12)	307
PID/Gender: Dem Women	31% (128)	66% (273)	3% (13)	413
PID/Gender: Ind Men	31% (99)	64% (203)	5% (17)	318
PID/Gender: Ind Women	28% (91)	65% (209)	7% (21)	322
PID/Gender: Rep Men	31% (96)	66% (202)	3% (10)	307
PID/Gender: Rep Women	21% (69)	76% (247)	3% (9)	325
Ideo: Liberal (1-3)	39% (249)	57% (357)	4% (25)	632
Ideo: Moderate (4)	30% (138)	65% (299)	6% (26)	463
Ideo: Conservative (5-7)	25% (175)	73% (510)	2% (12)	697
Educ: < College	23% (288)	72% (900)	5% (65)	1253
Educ: Bachelors degree	42% (198)	56% (262)	2% (12)	471
Educ: Post-grad	39% (105)	59% (158)	2% (5)	268
Income: Under 50k	24% (245)	71% (727)	5% (54)	1026
Income: 50k-100k	35% (215)	63% (392)	2% (11)	618
Income: 100k+	38% (131)	58% (201)	5% (16)	348
Ethnicity: White	29% (470)	67% (1077)	4% (65)	1611

Continued on next page

Table BRD19: Do you ever check the Rotten Tomatoes website before you see or rent a film?

Demographic	Yes	No	Don't Know	Total N
Registered Voters	30% (591)	66% (1319)	4% (82)	1992
Ethnicity: Hispanic	43% (82)	53% (103)	4% (8)	193
Ethnicity: Afr. Am.	29% (73)	67% (168)	4% (11)	253
Ethnicity: Other	37% (48)	58% (74)	5% (6)	128
Community: Urban	33% (162)	62% (304)	6% (27)	493
Community: Suburban	33% (312)	64% (617)	3% (30)	959
Community: Rural	22% (117)	74% (399)	4% (24)	540
Employ: Private Sector	39% (252)	58% (376)	3% (17)	645
Employ: Government	46% (64)	53% (73)	1% (2)	139
Employ: Self-Employed	33% (57)	65% (112)	2% (4)	173
Employ: Homemaker	32% (52)	61% (98)	7% (11)	162
Employ: Student	41% (29)	53% (38)	6% (4)	71
Employ: Retired	12% (61)	84% (413)	4% (17)	492
Employ: Unemployed	26% (36)	68% (96)	6% (8)	140
Employ: Other	23% (39)	66% (112)	11% (18)	169
Military HH: Yes	25% (100)	72% (285)	2% (9)	394
Military HH: No	31% (491)	65% (1034)	5% (73)	1598
RD/WT: Right Direction	26% (210)	71% (581)	3% (28)	819
RD/WT: Wrong Track	32% (381)	63% (739)	5% (54)	1173
Trump Job Approve	26% (222)	71% (613)	3% (28)	863
Trump Job Disapprove	34% (349)	62% (643)	4% (38)	1031
Trump Job Strongly Approve	25% (109)	72% (310)	3% (12)	431
Trump Job Somewhat Approve	26% (114)	70% (303)	4% (16)	432
Trump Job Somewhat Disapprove	33% (84)	63% (159)	4% (9)	252
Trump Job Strongly Disapprove	34% (265)	62% (485)	4% (29)	779
#1 Issue: Economy	35% (195)	62% (348)	3% (18)	561
#1 Issue: Security	26% (93)	71% (256)	2% (9)	358
#1 Issue: Health Care	35% (117)	61% (204)	4% (13)	334
#1 Issue: Medicare / Social Security	13% (37)	83% (239)	4% (13)	289
#1 Issue: Women's Issues	37% (35)	59% (57)	5% (4)	96
#1 Issue: Education	41% (63)	54% (84)	6% (9)	156
#1 Issue: Energy	34% (28)	60% (49)	6% (5)	82
#1 Issue: Other	18% (21)	72% (84)	9% (11)	116

Continued on next page

Table BRD19: Do you ever check the Rotten Tomatoes website before you see or rent a film?

Demographic	Yes	No	Don't Know	Total N
Registered Voters	30% (591)	66% (1319)	4% (82)	1992
2016 Vote: Hillary Clinton	35% (246)	63% (444)	2% (15)	706
2016 Vote: Donald Trump	26% (189)	72% (530)	2% (13)	732
2016 Vote: Someone else	37% (64)	57% (98)	6% (11)	173
2016 Vote: Didn't Vote	24% (92)	65% (247)	11% (42)	381
Voted in 2014: Yes	30% (428)	67% (936)	3% (38)	1402
Voted in 2014: No	28% (163)	65% (383)	7% (44)	590
2012 Vote: Barack Obama	34% (292)	63% (531)	3% (24)	847
2012 Vote: Mitt Romney	26% (148)	72% (413)	3% (16)	576
2012 Vote: Other	26% (24)	70% (64)	3% (3)	91
2012 Vote: Didn't Vote	27% (128)	65% (310)	8% (37)	475
4-Region: Northeast	31% (110)	64% (227)	5% (18)	355
4-Region: Midwest	27% (124)	68% (313)	5% (21)	458
4-Region: South	28% (211)	68% (504)	4% (28)	744
4-Region: West	33% (145)	63% (275)	3% (15)	435
Favorable of Trump	27% (211)	70% (554)	4% (28)	793
Unfavorable of Trump	36% (307)	61% (520)	3% (27)	854
Very Favorable of Trump	27% (115)	71% (302)	3% (11)	427
Somewhat Favorable of Trump	26% (97)	69% (252)	5% (18)	367
Somewhat Unfavorable of Trump	32% (90)	63% (178)	6% (16)	284
Very Unfavorable of Trump	38% (217)	60% (342)	2% (11)	570

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

Table BRD20: Have you ever decided not to see or rent a film because of its Rotten Tomatoes score?

Demographic	Yes		No		Don't know		Total N
Registered Voters	53%	(311)	43%	(252)	5%	(28)	591
Gender: Male	49%	(150)	46%	(140)	5%	(14)	303
Gender: Female	56%	(161)	39%	(112)	5%	(15)	288
Age: 18-29	59%	(91)	37%	(58)	4%	(7)	155
Age: 30-44	52%	(96)	43%	(79)	4%	(8)	183
Age: 45-54	44%	(48)	52%	(55)	4%	(4)	107
Age: 55-64	53%	(43)	41%	(34)	6%	(5)	81
Age: 65+	52%	(33)	40%	(26)	8%	(5)	64
Millennial: Age 23-38	58%	(126)	37%	(81)	5%	(10)	217
Generation X: Age 39-54	45%	(82)	51%	(92)	5%	(8)	182
Boomers: Age 55-73	48%	(68)	45%	(63)	7%	(10)	141
PID: Dem (no lean)	56%	(131)	41%	(96)	4%	(9)	236
PID: Ind (no lean)	52%	(99)	44%	(85)	3%	(7)	191
PID: Rep (no lean)	49%	(81)	43%	(71)	8%	(13)	164
PID/Gender: Dem Men	56%	(60)	43%	(46)	1%	(1)	108
PID/Gender: Dem Women	55%	(71)	39%	(50)	6%	(7)	128
PID/Gender: Ind Men	43%	(43)	54%	(53)	3%	(3)	99
PID/Gender: Ind Women	62%	(56)	35%	(32)	4%	(4)	91
PID/Gender: Rep Men	49%	(47)	42%	(40)	10%	(9)	96
PID/Gender: Rep Women	50%	(34)	45%	(31)	6%	(4)	69
Ideo: Liberal (1-3)	52%	(130)	43%	(108)	5%	(11)	249
Ideo: Moderate (4)	54%	(75)	41%	(56)	5%	(6)	138
Ideo: Conservative (5-7)	54%	(94)	41%	(72)	5%	(9)	175
Educ: < College	48%	(137)	47%	(135)	5%	(16)	288
Educ: Bachelors degree	55%	(109)	41%	(81)	4%	(8)	198
Educ: Post-grad	61%	(64)	34%	(36)	5%	(5)	105
Income: Under 50k	54%	(131)	41%	(100)	5%	(13)	245
Income: 50k-100k	50%	(108)	45%	(98)	4%	(9)	215
Income: 100k+	54%	(71)	41%	(54)	5%	(6)	131
Ethnicity: White	52%	(244)	43%	(200)	6%	(26)	470
Ethnicity: Hispanic	51%	(42)	42%	(34)	7%	(6)	82

Continued on next page

Table BRD20: Have you ever decided not to see or rent a film because of its Rotten Tomatoes score?

Demographic	Yes		No		Don't know		Total N
Registered Voters	53%	(311)	43%	(252)	5%	(28)	591
Ethnicity: Afr. Am.	56%	(41)	42%	(30)	2%	(2)	73
Community: Urban	59%	(95)	37%	(60)	4%	(6)	162
Community: Suburban	53%	(166)	42%	(133)	4%	(13)	312
Community: Rural	42%	(49)	50%	(59)	8%	(9)	117
Employ: Private Sector	54%	(136)	43%	(108)	3%	(8)	252
Employ: Government	62%	(40)	30%	(19)	8%	(5)	64
Employ: Self-Employed	44%	(25)	46%	(27)	10%	(5)	57
Employ: Homemaker	48%	(25)	47%	(24)	5%	(2)	52
Employ: Retired	56%	(35)	39%	(24)	5%	(3)	61
Military HH: Yes	56%	(56)	38%	(38)	6%	(6)	100
Military HH: No	52%	(255)	44%	(214)	5%	(22)	491
RD/WT: Right Direction	51%	(107)	42%	(88)	7%	(15)	210
RD/WT: Wrong Track	53%	(203)	43%	(163)	4%	(14)	381
Trump Job Approve	53%	(118)	41%	(91)	6%	(13)	222
Trump Job Disapprove	53%	(183)	43%	(151)	4%	(15)	349
Trump Job Strongly Approve	58%	(64)	31%	(34)	11%	(11)	109
Trump Job Somewhat Approve	48%	(54)	51%	(57)	2%	(2)	114
Trump Job Somewhat Disapprove	47%	(39)	48%	(40)	5%	(4)	84
Trump Job Strongly Disapprove	54%	(144)	42%	(110)	4%	(11)	265
#1 Issue: Economy	58%	(113)	39%	(76)	3%	(6)	195
#1 Issue: Security	52%	(49)	42%	(39)	6%	(6)	93
#1 Issue: Health Care	49%	(58)	46%	(54)	5%	(5)	117
#1 Issue: Education	54%	(34)	40%	(25)	6%	(4)	63
2016 Vote: Hillary Clinton	53%	(131)	43%	(105)	4%	(10)	246
2016 Vote: Donald Trump	52%	(99)	39%	(73)	9%	(17)	189
2016 Vote: Someone else	58%	(37)	42%	(27)	—	(0)	64
2016 Vote: Didn't Vote	49%	(45)	50%	(46)	1%	(1)	92
Voted in 2014: Yes	52%	(224)	43%	(185)	4%	(18)	428
Voted in 2014: No	53%	(87)	41%	(66)	6%	(10)	163
2012 Vote: Barack Obama	52%	(152)	45%	(130)	3%	(10)	292
2012 Vote: Mitt Romney	53%	(78)	40%	(60)	7%	(10)	148
2012 Vote: Didn't Vote	55%	(71)	40%	(51)	5%	(6)	128

Continued on next page

Table BRD20: *Have you ever decided not to see or rent a film because of its Rotten Tomatoes score?*

Demographic	Yes		No		Don't know		Total N
Registered Voters	53%	(311)	43%	(252)	5%	(28)	591
4-Region: Northeast	55%	(61)	40%	(45)	4%	(5)	110
4-Region: Midwest	53%	(66)	42%	(52)	5%	(6)	124
4-Region: South	46%	(96)	48%	(101)	6%	(13)	211
4-Region: West	60%	(87)	37%	(54)	3%	(4)	145
Favorable of Trump	54%	(114)	38%	(81)	8%	(16)	211
Unfavorable of Trump	53%	(161)	44%	(136)	3%	(10)	307
Very Favorable of Trump	54%	(62)	36%	(42)	10%	(11)	115
Somewhat Favorable of Trump	54%	(53)	40%	(39)	5%	(5)	97
Somewhat Unfavorable of Trump	52%	(47)	42%	(38)	5%	(5)	90
Very Unfavorable of Trump	53%	(114)	45%	(97)	3%	(6)	217

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

Table BRD22: *If a film is rated as 'Certified Fresh' by Rotten Tomatoes, does it make you more or less likely to see a film or start watching a television series?*

Demographic	No impact on										Total N
	Much more likely	Somewhat more likely	my likelihood	Somewhat less likely	Much less likely	Don't know / No Opinion					
Registered Voters	17% (100)	47% (278)	27% (161)	1% (8)	— (2)	7% (42)	591				
Gender: Male	18% (54)	50% (151)	24% (74)	2% (5)	— (1)	6% (17)	303				
Gender: Female	16% (46)	44% (127)	30% (87)	1% (3)	— (1)	8% (24)	288				
Age: 18-29	29% (45)	51% (79)	14% (22)	2% (3)	— (0)	5% (7)	155				
Age: 30-44	19% (35)	43% (80)	32% (58)	— (1)	— (0)	5% (10)	183				
Age: 45-54	9% (9)	51% (55)	33% (35)	2% (2)	1% (1)	4% (4)	107				
Age: 55-64	8% (6)	41% (34)	34% (28)	1% (1)	1% (1)	15% (12)	81				
Age: 65+	7% (5)	48% (31)	28% (18)	2% (2)	— (0)	13% (9)	64				
Millennial: Age 23-38	20% (44)	48% (105)	25% (53)	2% (4)	— (0)	5% (11)	217				
Generation X: Age 39-54	15% (27)	47% (86)	32% (57)	1% (2)	1% (1)	5% (8)	182				
Boomers: Age 55-73	6% (8)	44% (61)	33% (47)	2% (2)	— (1)	15% (21)	141				
PID: Dem (no lean)	21% (50)	48% (113)	23% (54)	2% (4)	— (0)	6% (15)	236				
PID: Ind (no lean)	13% (24)	49% (93)	31% (60)	1% (3)	1% (1)	6% (11)	191				
PID: Rep (no lean)	16% (26)	44% (72)	29% (48)	1% (2)	— (1)	10% (16)	164				
PID/Gender: Dem Men	23% (25)	55% (59)	18% (19)	3% (3)	— (0)	1% (2)	108				
PID/Gender: Dem Women	20% (25)	42% (54)	27% (35)	1% (1)	— (0)	11% (13)	128				
PID/Gender: Ind Men	8% (8)	50% (50)	31% (31)	1% (1)	1% (1)	8% (8)	99				
PID/Gender: Ind Women	17% (16)	47% (43)	32% (29)	1% (1)	— (0)	3% (2)	91				
PID/Gender: Rep Men	22% (21)	44% (42)	25% (24)	1% (1)	— (0)	8% (8)	96				
PID/Gender: Rep Women	7% (5)	44% (30)	34% (24)	1% (1)	1% (1)	12% (8)	69				
Ideo: Liberal (1-3)	21% (53)	46% (115)	24% (59)	1% (3)	— (1)	8% (19)	249				
Ideo: Moderate (4)	14% (19)	54% (75)	28% (38)	1% (1)	— (0)	4% (5)	138				
Ideo: Conservative (5-7)	13% (23)	46% (81)	30% (52)	2% (3)	1% (1)	8% (15)	175				
Educ: < College	20% (57)	40% (115)	30% (87)	2% (7)	— (1)	8% (22)	288				
Educ: Bachelors degree	16% (32)	54% (106)	24% (47)	— (1)	1% (1)	5% (10)	198				
Educ: Post-grad	11% (11)	54% (57)	26% (27)	1% (1)	— (0)	9% (9)	105				

Continued on next page

Table BRD22: *If a film is rated as 'Certified Fresh' by Rotten Tomatoes, does it make you more or less likely to see a film or start watching a television series?*

Demographic	No impact on											Total N	
	Much more likely		Somewhat more likely		my likelihood		Somewhat less likely		Much less likely		Don't know / No Opinion		
Registered Voters	17%	(100)	47%	(278)	27%	(161)	1%	(8)	—	(2)	7%	(42)	591
Income: Under 50k	18%	(45)	46%	(112)	28%	(68)	1%	(3)	—	(1)	6%	(16)	245
Income: 50k-100k	17%	(37)	49%	(105)	26%	(56)	1%	(3)	1%	(1)	6%	(14)	215
Income: 100k+	14%	(18)	47%	(61)	29%	(38)	1%	(2)	—	(0)	9%	(12)	131
Ethnicity: White	14%	(67)	48%	(224)	28%	(133)	1%	(6)	—	(2)	8%	(38)	470
Ethnicity: Hispanic	16%	(13)	51%	(42)	23%	(19)	2%	(1)	—	(0)	8%	(7)	82
Ethnicity: Afr. Am.	27%	(20)	52%	(38)	18%	(13)	1%	(1)	—	(0)	2%	(1)	73
Community: Urban	16%	(26)	53%	(85)	26%	(41)	—	(0)	—	(0)	5%	(8)	162
Community: Suburban	17%	(52)	46%	(144)	27%	(85)	2%	(5)	—	(1)	8%	(25)	312
Community: Rural	19%	(22)	41%	(48)	30%	(35)	2%	(2)	1%	(1)	8%	(9)	117
Employ: Private Sector	16%	(41)	50%	(125)	25%	(64)	1%	(3)	—	(1)	7%	(18)	252
Employ: Government	16%	(10)	50%	(32)	31%	(20)	—	(0)	—	(0)	3%	(2)	64
Employ: Self-Employed	16%	(9)	40%	(23)	28%	(16)	1%	(1)	—	(0)	14%	(8)	57
Employ: Homemaker	16%	(8)	46%	(24)	31%	(16)	1%	(0)	1%	(1)	5%	(3)	52
Employ: Retired	9%	(5)	50%	(30)	30%	(18)	4%	(2)	—	(0)	8%	(5)	61
Military HH: Yes	22%	(22)	45%	(45)	24%	(24)	1%	(1)	—	(0)	9%	(9)	100
Military HH: No	16%	(78)	48%	(233)	28%	(137)	1%	(7)	—	(2)	7%	(33)	491
RD/WT: Right Direction	18%	(38)	43%	(91)	27%	(56)	2%	(4)	1%	(1)	9%	(19)	210
RD/WT: Wrong Track	16%	(62)	49%	(187)	27%	(105)	1%	(4)	—	(1)	6%	(23)	381
Trump Job Approve	16%	(35)	48%	(106)	27%	(60)	1%	(2)	—	(1)	9%	(19)	222
Trump Job Disapprove	18%	(62)	47%	(165)	27%	(95)	2%	(6)	—	(0)	6%	(22)	349
Trump Job Strongly Approve	19%	(21)	44%	(48)	26%	(29)	1%	(1)	—	(0)	10%	(11)	109
Trump Job Somewhat Approve	13%	(14)	51%	(58)	28%	(32)	1%	(1)	1%	(1)	7%	(8)	114
Trump Job Somewhat Disapprove	23%	(19)	41%	(34)	33%	(27)	2%	(2)	—	(0)	2%	(1)	84
Trump Job Strongly Disapprove	16%	(43)	49%	(131)	25%	(67)	2%	(4)	—	(0)	8%	(20)	265
#1 Issue: Economy	16%	(31)	54%	(106)	24%	(47)	1%	(2)	—	(1)	5%	(9)	195
#1 Issue: Security	14%	(13)	43%	(40)	32%	(30)	—	(0)	1%	(1)	9%	(8)	93
#1 Issue: Health Care	23%	(26)	38%	(45)	30%	(35)	—	(0)	—	(0)	9%	(11)	117
#1 Issue: Education	21%	(13)	54%	(34)	22%	(14)	1%	(1)	—	(0)	2%	(1)	63

Continued on next page

Table BRD22: *If a film is rated as 'Certified Fresh' by Rotten Tomatoes, does it make you more or less likely to see a film or start watching a television series?*

Demographic	No impact on											Total N	
	Much more likely		Somewhat more likely		my likelihood		Somewhat less likely		Much less likely		Don't know / No Opinion		
Registered Voters	17%	(100)	47%	(278)	27%	(161)	1%	(8)	—	(2)	7%	(42)	591
2016 Vote: Hillary Clinton	20%	(49)	47%	(115)	25%	(61)	2%	(5)	—	(0)	7%	(17)	246
2016 Vote: Donald Trump	16%	(29)	40%	(76)	32%	(60)	—	(1)	1%	(2)	11%	(20)	189
2016 Vote: Someone else	9%	(6)	55%	(35)	31%	(20)	2%	(1)	—	(0)	3%	(2)	64
2016 Vote: Didnt Vote	17%	(16)	56%	(52)	22%	(20)	2%	(2)	—	(0)	3%	(3)	92
Voted in 2014: Yes	16%	(68)	46%	(195)	29%	(126)	2%	(7)	—	(2)	7%	(30)	428
Voted in 2014: No	19%	(32)	51%	(83)	22%	(35)	1%	(2)	—	(0)	7%	(11)	163
2012 Vote: Barack Obama	17%	(49)	47%	(136)	27%	(80)	2%	(6)	—	(1)	7%	(20)	292
2012 Vote: Mitt Romney	11%	(16)	44%	(65)	34%	(51)	1%	(2)	1%	(1)	8%	(13)	148
2012 Vote: Didn't Vote	26%	(33)	51%	(65)	19%	(24)	—	(1)	—	(0)	4%	(5)	128
4-Region: Northeast	19%	(21)	56%	(62)	19%	(21)	1%	(1)	—	(0)	5%	(5)	110
4-Region: Midwest	14%	(18)	52%	(65)	26%	(33)	2%	(2)	—	(0)	5%	(6)	124
4-Region: South	17%	(35)	44%	(93)	30%	(63)	—	(1)	—	(1)	9%	(18)	211
4-Region: West	18%	(26)	40%	(57)	31%	(45)	3%	(4)	1%	(1)	8%	(11)	145
Favorable of Trump	15%	(32)	47%	(100)	26%	(56)	1%	(3)	1%	(2)	9%	(19)	211
Unfavorable of Trump	19%	(58)	46%	(142)	28%	(86)	1%	(2)	—	(0)	6%	(17)	307
Very Favorable of Trump	16%	(18)	46%	(52)	26%	(29)	1%	(1)	1%	(1)	11%	(12)	115
Somewhat Favorable of Trump	14%	(14)	49%	(48)	27%	(26)	2%	(2)	1%	(1)	7%	(7)	97
Somewhat Unfavorable of Trump	17%	(16)	41%	(37)	35%	(31)	2%	(1)	—	(0)	6%	(5)	90
Very Unfavorable of Trump	20%	(43)	49%	(106)	25%	(55)	—	(1)	—	(0)	6%	(12)	217

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

Table BRD23: *If a film is rated as 'Rotten' by Rotten Tomatoes, does it make you more or less likely to see a film or start watching a television series?*

Demographic	No impact on										Total N		
	Much more likely		Somewhat more likely		my likelihood		Somewhat less likely		Much less likely			Don't know / No Opinion	
Registered Voters	4%	(24)	11%	(62)	24%	(142)	34%	(203)	22%	(132)	5%	(29)	591
Gender: Male	5%	(16)	12%	(36)	23%	(70)	37%	(111)	19%	(58)	4%	(12)	303
Gender: Female	3%	(8)	9%	(26)	25%	(72)	32%	(91)	26%	(74)	6%	(16)	288
Age: 18-29	8%	(13)	12%	(19)	19%	(29)	32%	(50)	25%	(39)	4%	(6)	155
Age: 30-44	3%	(6)	10%	(18)	27%	(49)	34%	(62)	22%	(41)	4%	(7)	183
Age: 45-54	5%	(5)	11%	(12)	24%	(25)	44%	(47)	13%	(14)	4%	(4)	107
Age: 55-64	—	(0)	7%	(6)	27%	(22)	33%	(27)	28%	(22)	5%	(4)	81
Age: 65+	—	(0)	11%	(7)	26%	(17)	27%	(17)	24%	(15)	12%	(8)	64
Millennial: Age 23-38	6%	(14)	14%	(29)	23%	(51)	31%	(68)	21%	(46)	4%	(9)	217
Generation X: Age 39-54	5%	(8)	9%	(16)	26%	(48)	38%	(70)	18%	(33)	4%	(7)	182
Boomers: Age 55-73	—	(0)	8%	(12)	29%	(40)	31%	(43)	24%	(34)	8%	(11)	141
PID: Dem (no lean)	5%	(11)	14%	(33)	22%	(51)	33%	(78)	23%	(53)	4%	(9)	236
PID: Ind (no lean)	4%	(7)	8%	(15)	27%	(51)	38%	(72)	21%	(40)	3%	(6)	191
PID: Rep (no lean)	4%	(6)	8%	(14)	25%	(40)	33%	(53)	23%	(38)	8%	(13)	164
PID/Gender: Dem Men	7%	(8)	17%	(19)	20%	(22)	36%	(39)	19%	(21)	—	(0)	108
PID/Gender: Dem Women	3%	(3)	12%	(15)	23%	(29)	30%	(39)	25%	(33)	7%	(9)	128
PID/Gender: Ind Men	3%	(3)	8%	(8)	29%	(29)	40%	(40)	16%	(15)	4%	(4)	99
PID/Gender: Ind Women	4%	(4)	8%	(7)	24%	(22)	35%	(32)	27%	(25)	2%	(2)	91
PID/Gender: Rep Men	5%	(5)	10%	(10)	19%	(19)	34%	(33)	22%	(21)	9%	(8)	96
PID/Gender: Rep Women	2%	(1)	6%	(4)	32%	(22)	30%	(20)	24%	(17)	7%	(5)	69
Ideo: Liberal (1-3)	6%	(15)	13%	(32)	22%	(54)	32%	(79)	23%	(58)	4%	(11)	249
Ideo: Moderate (4)	1%	(2)	10%	(14)	24%	(33)	40%	(54)	23%	(32)	2%	(3)	138
Ideo: Conservative (5-7)	3%	(6)	8%	(13)	24%	(42)	36%	(63)	23%	(41)	6%	(10)	175
Educ: < College	4%	(11)	9%	(26)	27%	(77)	30%	(86)	23%	(67)	7%	(21)	288
Educ: Bachelors degree	6%	(11)	14%	(28)	24%	(47)	38%	(75)	17%	(34)	2%	(3)	198
Educ: Post-grad	2%	(2)	8%	(8)	18%	(19)	40%	(42)	29%	(30)	4%	(4)	105
Income: Under 50k	5%	(12)	14%	(33)	25%	(61)	30%	(74)	20%	(50)	6%	(15)	245
Income: 50k-100k	3%	(7)	10%	(22)	22%	(47)	37%	(81)	23%	(50)	4%	(9)	215
Income: 100k+	3%	(4)	5%	(7)	26%	(34)	37%	(48)	25%	(32)	4%	(5)	131

Continued on next page

Table BRD23: *If a film is rated as 'Rotten' by Rotten Tomatoes, does it make you more or less likely to see a film or start watching a television series?*

Demographic	No impact on										Total N		
	Much more likely		Somewhat more likely		my likelihood		Somewhat less likely		Much less likely			Don't know / No Opinion	
Registered Voters	4%	(24)	11%	(62)	24%	(142)	34%	(203)	22%	(132)	5%	(29)	591
Ethnicity: White	3%	(15)	9%	(40)	25%	(116)	35%	(166)	23%	(107)	5%	(25)	470
Ethnicity: Hispanic	3%	(2)	15%	(13)	19%	(15)	40%	(33)	17%	(14)	7%	(6)	82
Ethnicity: Afr. Am.	8%	(6)	21%	(15)	19%	(14)	32%	(23)	18%	(13)	2%	(2)	73
Community: Urban	7%	(11)	16%	(26)	24%	(38)	29%	(47)	22%	(36)	2%	(4)	162
Community: Suburban	4%	(12)	10%	(30)	22%	(68)	38%	(117)	22%	(69)	5%	(16)	312
Community: Rural	1%	(1)	6%	(7)	30%	(35)	33%	(39)	23%	(27)	8%	(9)	117
Employ: Private Sector	4%	(11)	13%	(33)	25%	(62)	33%	(84)	22%	(54)	3%	(7)	252
Employ: Government	4%	(2)	7%	(4)	19%	(12)	40%	(26)	30%	(19)	1%	(1)	64
Employ: Self-Employed	5%	(3)	7%	(4)	22%	(12)	30%	(17)	27%	(15)	10%	(6)	57
Employ: Homemaker	1%	(0)	10%	(5)	19%	(10)	34%	(18)	23%	(12)	14%	(7)	52
Employ: Retired	—	(0)	13%	(8)	26%	(16)	38%	(24)	18%	(11)	5%	(3)	61
Military HH: Yes	7%	(7)	11%	(11)	25%	(25)	28%	(28)	24%	(24)	5%	(5)	100
Military HH: No	3%	(17)	10%	(51)	24%	(117)	36%	(175)	22%	(108)	5%	(24)	491
RD/WT: Right Direction	8%	(16)	11%	(23)	24%	(50)	30%	(63)	22%	(46)	6%	(12)	210
RD/WT: Wrong Track	2%	(8)	10%	(39)	24%	(92)	37%	(139)	23%	(86)	4%	(16)	381
Trump Job Approve	6%	(14)	12%	(27)	22%	(49)	35%	(78)	20%	(45)	4%	(9)	222
Trump Job Disapprove	2%	(6)	10%	(35)	25%	(87)	35%	(121)	24%	(82)	5%	(18)	349
Trump Job Strongly Approve	9%	(10)	14%	(15)	21%	(23)	30%	(33)	20%	(21)	6%	(7)	109
Trump Job Somewhat Approve	4%	(5)	10%	(12)	23%	(26)	40%	(45)	21%	(24)	2%	(3)	114
Trump Job Somewhat Disapprove	2%	(2)	8%	(7)	27%	(23)	32%	(27)	24%	(20)	5%	(5)	84
Trump Job Strongly Disapprove	2%	(4)	10%	(28)	24%	(64)	35%	(94)	23%	(62)	5%	(13)	265
#1 Issue: Economy	4%	(7)	14%	(28)	21%	(41)	40%	(79)	17%	(33)	4%	(7)	195
#1 Issue: Security	3%	(3)	7%	(6)	24%	(23)	26%	(24)	33%	(30)	7%	(6)	93
#1 Issue: Health Care	4%	(5)	7%	(8)	28%	(33)	32%	(38)	23%	(27)	5%	(6)	117
#1 Issue: Education	3%	(2)	11%	(7)	20%	(13)	34%	(22)	26%	(17)	5%	(3)	63
2016 Vote: Hillary Clinton	5%	(12)	13%	(32)	24%	(59)	32%	(78)	23%	(57)	3%	(9)	246
2016 Vote: Donald Trump	3%	(6)	7%	(14)	24%	(46)	33%	(62)	24%	(46)	8%	(15)	189
2016 Vote: Someone else	4%	(3)	18%	(11)	23%	(14)	40%	(26)	13%	(8)	3%	(2)	64
2016 Vote: Didnt Vote	4%	(3)	5%	(5)	25%	(23)	40%	(37)	22%	(20)	4%	(3)	92

Continued on next page

Table BRD23: *If a film is rated as 'Rotten' by Rotten Tomatoes, does it make you more or less likely to see a film or start watching a television series?*

Demographic	No impact on										Total N		
	Much more likely		Somewhat more likely		my likelihood		Somewhat less likely		Much less likely			Don't know / No Opinion	
Registered Voters	4%	(24)	11%	(62)	24%	(142)	34%	(203)	22%	(132)	5%	(29)	591
Voted in 2014: Yes	4%	(19)	12%	(50)	25%	(106)	31%	(135)	23%	(97)	5%	(21)	428
Voted in 2014: No	3%	(5)	8%	(12)	22%	(36)	42%	(68)	21%	(35)	5%	(8)	163
2012 Vote: Barack Obama	4%	(12)	13%	(38)	24%	(71)	34%	(98)	21%	(60)	4%	(12)	292
2012 Vote: Mitt Romney	4%	(6)	7%	(11)	25%	(37)	36%	(53)	21%	(32)	6%	(8)	148
2012 Vote: Didn't Vote	4%	(5)	9%	(11)	22%	(28)	35%	(45)	27%	(34)	4%	(5)	128
4-Region: Northeast	7%	(8)	14%	(16)	17%	(19)	34%	(38)	24%	(27)	3%	(3)	110
4-Region: Midwest	3%	(4)	11%	(14)	25%	(31)	37%	(46)	21%	(26)	3%	(3)	124
4-Region: South	3%	(7)	10%	(21)	27%	(56)	34%	(73)	21%	(44)	5%	(11)	211
4-Region: West	4%	(6)	8%	(11)	25%	(36)	32%	(46)	25%	(36)	7%	(11)	145
Favorable of Trump	7%	(14)	11%	(22)	22%	(46)	34%	(72)	21%	(44)	6%	(13)	211
Unfavorable of Trump	3%	(8)	11%	(32)	25%	(76)	34%	(103)	24%	(74)	4%	(12)	307
Very Favorable of Trump	7%	(8)	10%	(12)	24%	(27)	29%	(33)	22%	(25)	8%	(9)	115
Somewhat Favorable of Trump	6%	(6)	11%	(11)	19%	(19)	40%	(39)	20%	(19)	3%	(3)	97
Somewhat Unfavorable of Trump	3%	(3)	7%	(7)	30%	(27)	30%	(27)	26%	(24)	4%	(4)	90
Very Unfavorable of Trump	3%	(6)	12%	(26)	23%	(50)	35%	(76)	23%	(50)	4%	(9)	217

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

Table BRD24: *How often do you watch films in a theater?*

Demographic	Several times a week	About once a week	A few times a month	Once or twice a month	A few times a year	Never	Total N
Registered Voters	2% (31)	4% (80)	9% (182)	17% (340)	50% (1004)	18% (355)	1992
Gender: Male	2% (18)	4% (41)	11% (100)	19% (178)	48% (449)	16% (146)	932
Gender: Female	1% (13)	4% (39)	8% (82)	15% (161)	52% (555)	20% (209)	1060
Age: 18-29	2% (9)	7% (26)	18% (64)	19% (67)	45% (160)	8% (29)	355
Age: 30-44	3% (15)	4% (17)	10% (43)	22% (98)	51% (229)	10% (46)	448
Age: 45-54	1% (5)	4% (15)	8% (30)	19% (67)	55% (195)	12% (42)	354
Age: 55-64	— (1)	4% (14)	5% (19)	13% (47)	48% (179)	30% (110)	371
Age: 65+	— (2)	2% (7)	6% (26)	13% (61)	52% (241)	27% (127)	463
Generation Z: 18-22	— (0)	5% (6)	18% (20)	20% (21)	47% (51)	10% (11)	109
Millennial: Age 23-38	3% (17)	5% (27)	13% (63)	22% (106)	47% (231)	10% (48)	492
Generation X: Age 39-54	2% (11)	5% (25)	10% (53)	18% (94)	54% (283)	10% (54)	521
Boomers: Age 55-73	— (3)	3% (21)	5% (39)	13% (100)	52% (389)	26% (198)	750
PID: Dem (no lean)	2% (17)	5% (36)	11% (80)	19% (137)	46% (331)	17% (119)	720
PID: Ind (no lean)	1% (7)	4% (23)	9% (56)	15% (99)	54% (344)	18% (112)	640
PID: Rep (no lean)	1% (7)	3% (22)	7% (46)	16% (104)	52% (328)	20% (124)	632
PID/Gender: Dem Men	3% (8)	6% (18)	13% (39)	20% (63)	44% (136)	14% (43)	307
PID/Gender: Dem Women	2% (9)	4% (18)	10% (41)	18% (74)	47% (196)	18% (76)	413
PID/Gender: Ind Men	2% (5)	3% (8)	9% (29)	19% (59)	51% (163)	17% (54)	318
PID/Gender: Ind Women	— (1)	5% (15)	8% (27)	12% (39)	56% (181)	18% (59)	322
PID/Gender: Rep Men	1% (4)	5% (15)	10% (32)	18% (56)	49% (150)	16% (50)	307
PID/Gender: Rep Women	1% (3)	2% (7)	4% (14)	15% (48)	55% (178)	23% (74)	325
Ideo: Liberal (1-3)	3% (18)	6% (36)	11% (71)	19% (119)	48% (305)	13% (82)	632
Ideo: Moderate (4)	2% (8)	5% (23)	10% (48)	16% (74)	52% (241)	15% (69)	463
Ideo: Conservative (5-7)	1% (5)	3% (19)	7% (49)	18% (126)	51% (356)	20% (140)	697
Educ: < College	1% (17)	3% (41)	9% (108)	15% (190)	50% (626)	22% (271)	1253
Educ: Bachelors degree	1% (7)	6% (27)	11% (51)	21% (97)	51% (240)	10% (49)	471
Educ: Post-grad	3% (7)	5% (12)	9% (23)	20% (53)	51% (137)	13% (35)	268

Continued on next page

Table BRD24: How often do you watch films in a theater?

Demographic	Several times a week	About once a week	A few times a month	Once or twice a month	A few times a year	Never	Total N
Registered Voters	2% (31)	4% (80)	9% (182)	17% (340)	50% (1004)	18% (355)	1992
Income: Under 50k	1% (12)	4% (43)	8% (77)	13% (135)	52% (529)	22% (229)	1026
Income: 50k-100k	2% (11)	3% (21)	11% (70)	23% (142)	46% (286)	14% (89)	618
Income: 100k+	2% (9)	5% (16)	10% (35)	18% (63)	54% (189)	11% (37)	348
Ethnicity: White	1% (20)	3% (52)	8% (130)	17% (269)	52% (835)	19% (305)	1611
Ethnicity: Hispanic	3% (5)	8% (15)	11% (22)	26% (50)	44% (85)	8% (16)	193
Ethnicity: Afr. Am.	3% (9)	7% (18)	14% (35)	16% (40)	45% (113)	15% (37)	253
Ethnicity: Other	2% (3)	7% (9)	13% (17)	24% (31)	43% (55)	10% (13)	128
Community: Urban	1% (6)	6% (32)	11% (54)	16% (80)	46% (227)	19% (94)	493
Community: Suburban	2% (15)	4% (35)	9% (90)	19% (186)	51% (490)	15% (143)	959
Community: Rural	2% (10)	2% (13)	7% (38)	14% (74)	53% (287)	22% (118)	540
Employ: Private Sector	2% (12)	6% (36)	11% (69)	20% (131)	49% (319)	12% (79)	645
Employ: Government	3% (4)	6% (8)	9% (12)	23% (32)	45% (63)	15% (21)	139
Employ: Self-Employed	3% (5)	6% (10)	13% (23)	22% (38)	47% (81)	9% (16)	173
Employ: Homemaker	1% (2)	2% (3)	7% (11)	18% (29)	49% (80)	23% (37)	162
Employ: Student	2% (1)	5% (3)	24% (17)	19% (13)	46% (33)	5% (3)	71
Employ: Retired	— (1)	2% (12)	5% (24)	10% (51)	54% (266)	28% (137)	492
Employ: Unemployed	1% (1)	1% (1)	5% (7)	17% (24)	53% (75)	24% (33)	140
Employ: Other	3% (4)	4% (6)	11% (18)	13% (22)	52% (88)	17% (29)	169
Military HH: Yes	2% (7)	5% (18)	6% (23)	19% (73)	51% (199)	19% (74)	394
Military HH: No	2% (25)	4% (62)	10% (159)	17% (267)	50% (805)	18% (281)	1598
RD/WT: Right Direction	2% (20)	5% (39)	9% (75)	15% (126)	51% (415)	17% (143)	819
RD/WT: Wrong Track	1% (11)	3% (41)	9% (107)	18% (213)	50% (589)	18% (212)	1173
Trump Job Approve	2% (18)	5% (43)	8% (73)	15% (130)	52% (445)	18% (154)	863
Trump Job Disapprove	1% (12)	3% (34)	10% (105)	19% (199)	49% (504)	17% (176)	1031
Trump Job Strongly Approve	3% (14)	4% (19)	6% (28)	11% (48)	52% (225)	23% (98)	431
Trump Job Somewhat Approve	1% (4)	6% (25)	10% (45)	19% (82)	51% (220)	13% (56)	432
Trump Job Somewhat Disapprove	1% (3)	4% (11)	8% (20)	22% (56)	51% (128)	13% (33)	252
Trump Job Strongly Disapprove	1% (9)	3% (23)	11% (85)	18% (143)	48% (376)	18% (142)	779

Continued on next page

Table BRD24: How often do you watch films in a theater?

Demographic	Several times a week		About once a week		A few times a month		Once or twice a month		A few times a year		Never		Total N
Registered Voters	2%	(31)	4%	(80)	9%	(182)	17%	(340)	50%	(1004)	18%	(355)	1992
#1 Issue: Economy	2%	(11)	4%	(22)	11%	(63)	18%	(99)	50%	(282)	15%	(84)	561
#1 Issue: Security	1%	(5)	3%	(12)	8%	(29)	17%	(60)	53%	(189)	17%	(62)	358
#1 Issue: Health Care	2%	(6)	6%	(19)	9%	(29)	19%	(62)	47%	(157)	18%	(61)	334
#1 Issue: Medicare / Social Security	1%	(4)	3%	(8)	6%	(16)	12%	(35)	48%	(139)	30%	(86)	289
#1 Issue: Women's Issues	2%	(2)	5%	(4)	10%	(10)	21%	(20)	50%	(48)	12%	(12)	96
#1 Issue: Education	—	(1)	5%	(8)	9%	(14)	25%	(39)	53%	(82)	7%	(12)	156
#1 Issue: Energy	4%	(3)	4%	(3)	13%	(10)	18%	(15)	49%	(40)	12%	(10)	82
#1 Issue: Other	—	(0)	2%	(2)	8%	(9)	8%	(9)	58%	(67)	25%	(29)	116
2016 Vote: Hillary Clinton	3%	(19)	4%	(30)	11%	(76)	19%	(136)	46%	(328)	17%	(117)	706
2016 Vote: Donald Trump	1%	(10)	3%	(24)	7%	(55)	17%	(124)	52%	(378)	19%	(142)	732
2016 Vote: Someone else	—	(1)	9%	(15)	7%	(12)	16%	(27)	52%	(90)	17%	(29)	173
2016 Vote: Didn't Vote	—	(2)	3%	(11)	10%	(40)	14%	(53)	55%	(208)	18%	(68)	381
Voted in 2014: Yes	2%	(29)	4%	(63)	9%	(126)	18%	(255)	49%	(684)	18%	(245)	1402
Voted in 2014: No	—	(3)	3%	(17)	9%	(56)	14%	(85)	54%	(320)	19%	(110)	590
2012 Vote: Barack Obama	2%	(18)	5%	(39)	10%	(87)	19%	(163)	48%	(405)	16%	(135)	847
2012 Vote: Mitt Romney	2%	(10)	3%	(20)	7%	(39)	17%	(100)	51%	(292)	20%	(115)	576
2012 Vote: Other	1%	(1)	4%	(4)	7%	(7)	7%	(6)	63%	(57)	18%	(16)	91
2012 Vote: Didn't Vote	1%	(3)	4%	(18)	10%	(49)	15%	(69)	52%	(249)	18%	(86)	475
4-Region: Northeast	2%	(8)	4%	(14)	11%	(39)	13%	(47)	52%	(184)	18%	(63)	355
4-Region: Midwest	1%	(3)	3%	(13)	9%	(40)	17%	(78)	50%	(227)	21%	(97)	458
4-Region: South	2%	(14)	4%	(28)	8%	(56)	17%	(127)	51%	(381)	18%	(137)	744
4-Region: West	1%	(6)	6%	(25)	11%	(46)	20%	(88)	49%	(212)	13%	(58)	435
Favorable of Trump	2%	(19)	5%	(36)	8%	(64)	16%	(130)	50%	(395)	19%	(149)	793
Unfavorable of Trump	1%	(10)	4%	(31)	10%	(86)	19%	(163)	51%	(433)	15%	(131)	854
Very Favorable of Trump	2%	(9)	3%	(15)	8%	(35)	15%	(62)	50%	(215)	21%	(90)	427
Somewhat Favorable of Trump	3%	(10)	6%	(21)	8%	(29)	18%	(68)	49%	(180)	16%	(59)	367
Somewhat Unfavorable of Trump	1%	(4)	3%	(7)	11%	(33)	18%	(51)	54%	(154)	12%	(35)	284
Very Unfavorable of Trump	1%	(6)	4%	(24)	9%	(53)	20%	(112)	49%	(279)	17%	(96)	570

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

Table BRD25: How often do you watch television shows?

Demographic	Every day	Several times a week	About once a week	A few times a month	Once or twice a month	A few times a year	Never	Total N
Registered Voters	56% (1116)	26% (510)	7% (130)	5% (107)	2% (48)	2% (45)	2% (36)	1992
Gender: Male	53% (493)	27% (250)	8% (72)	6% (52)	2% (21)	3% (28)	2% (17)	932
Gender: Female	59% (623)	25% (261)	5% (57)	5% (55)	3% (27)	2% (17)	2% (20)	1060
Age: 18-29	48% (170)	27% (96)	8% (28)	6% (23)	3% (11)	3% (12)	4% (14)	355
Age: 30-44	50% (226)	31% (139)	8% (36)	5% (23)	2% (8)	1% (7)	2% (8)	448
Age: 45-54	54% (190)	27% (97)	7% (24)	6% (22)	2% (8)	2% (8)	1% (4)	354
Age: 55-64	60% (221)	23% (84)	5% (17)	5% (20)	4% (15)	2% (9)	1% (5)	371
Age: 65+	67% (308)	20% (93)	5% (24)	4% (19)	1% (5)	2% (10)	1% (5)	463
Generation Z: 18-22	43% (47)	30% (32)	2% (3)	8% (9)	3% (4)	7% (8)	6% (7)	109
Millennial: Age 23-38	49% (241)	29% (141)	10% (49)	6% (27)	3% (14)	1% (7)	3% (12)	492
Generation X: Age 39-54	53% (277)	28% (148)	7% (36)	6% (31)	2% (10)	2% (12)	1% (7)	521
Boomers: Age 55-73	63% (470)	22% (168)	5% (35)	4% (34)	3% (20)	2% (14)	1% (9)	750
PID: Dem (no lean)	63% (456)	23% (166)	5% (36)	5% (35)	1% (8)	2% (13)	1% (6)	720
PID: Ind (no lean)	51% (327)	25% (159)	8% (51)	7% (44)	3% (21)	3% (19)	3% (18)	640
PID: Rep (no lean)	53% (333)	29% (185)	7% (42)	4% (28)	3% (18)	2% (13)	2% (12)	632
PID/Gender: Dem Men	61% (187)	26% (80)	5% (15)	4% (13)	— (0)	3% (10)	1% (3)	307
PID/Gender: Dem Women	65% (269)	21% (86)	5% (21)	5% (22)	2% (8)	1% (3)	1% (4)	413
PID/Gender: Ind Men	49% (156)	23% (73)	9% (30)	8% (27)	4% (12)	3% (10)	3% (11)	318
PID/Gender: Ind Women	53% (171)	27% (86)	7% (22)	5% (18)	3% (9)	3% (9)	2% (7)	322
PID/Gender: Rep Men	49% (151)	31% (97)	9% (28)	4% (13)	3% (8)	3% (8)	1% (3)	307
PID/Gender: Rep Women	56% (182)	27% (88)	4% (15)	5% (16)	3% (10)	2% (5)	3% (9)	325
Ideo: Liberal (1-3)	56% (356)	25% (159)	7% (44)	5% (29)	2% (15)	3% (17)	2% (12)	632
Ideo: Moderate (4)	60% (277)	24% (111)	6% (27)	7% (32)	1% (4)	1% (5)	1% (7)	463
Ideo: Conservative (5-7)	55% (382)	28% (195)	6% (40)	5% (33)	3% (21)	2% (16)	1% (10)	697
Educ: < College	58% (733)	24% (301)	5% (66)	5% (63)	3% (34)	2% (29)	2% (28)	1253
Educ: Bachelors degree	55% (259)	28% (133)	8% (38)	5% (23)	2% (8)	2% (7)	1% (3)	471
Educ: Post-grad	46% (124)	29% (77)	10% (26)	8% (21)	2% (5)	3% (9)	2% (5)	268

Continued on next page

Table BRD25: How often do you watch television shows?

Demographic	Every day	Several times a week	About once a week	A few times a month	Once or twice a month	A few times a year	Never	Total N
Registered Voters	56% (1116)	26% (510)	7% (130)	5% (107)	2% (48)	2% (45)	2% (36)	1992
Income: Under 50k	57% (588)	22% (229)	7% (72)	6% (63)	2% (23)	3% (28)	2% (23)	1026
Income: 50k-100k	55% (339)	29% (181)	5% (34)	4% (27)	3% (16)	2% (11)	2% (10)	618
Income: 100k+	54% (189)	29% (100)	7% (24)	5% (17)	3% (9)	2% (6)	1% (3)	348
Ethnicity: White	57% (919)	25% (396)	7% (111)	5% (87)	2% (34)	2% (35)	2% (29)	1611
Ethnicity: Hispanic	48% (92)	23% (45)	11% (22)	6% (12)	5% (9)	5% (11)	1% (2)	193
Ethnicity: Afr. Am.	55% (140)	28% (70)	4% (10)	5% (13)	2% (6)	3% (8)	2% (5)	253
Ethnicity: Other	44% (57)	34% (43)	7% (9)	6% (7)	6% (8)	2% (2)	2% (2)	128
Community: Urban	56% (276)	24% (119)	5% (24)	7% (34)	3% (14)	3% (13)	3% (14)	493
Community: Suburban	56% (540)	26% (250)	7% (70)	4% (42)	2% (24)	2% (20)	1% (14)	959
Community: Rural	56% (300)	26% (141)	7% (35)	6% (32)	2% (10)	2% (13)	2% (8)	540
Employ: Private Sector	50% (324)	31% (197)	9% (58)	6% (39)	2% (15)	1% (10)	— (3)	645
Employ: Government	51% (71)	31% (43)	10% (14)	4% (6)	1% (2)	1% (2)	1% (2)	139
Employ: Self-Employed	58% (100)	21% (37)	6% (11)	7% (12)	4% (7)	1% (2)	3% (4)	173
Employ: Homemaker	58% (94)	32% (52)	3% (5)	2% (3)	1% (1)	1% (1)	3% (5)	162
Employ: Student	37% (27)	34% (24)	4% (3)	10% (7)	6% (5)	5% (4)	3% (2)	71
Employ: Retired	68% (335)	19% (92)	4% (22)	4% (19)	1% (7)	2% (12)	1% (5)	492
Employ: Unemployed	57% (80)	22% (31)	4% (6)	5% (7)	3% (4)	5% (7)	4% (5)	140
Employ: Other	51% (86)	20% (35)	7% (12)	7% (13)	4% (7)	5% (8)	5% (9)	169
Military HH: Yes	63% (249)	24% (93)	4% (17)	4% (15)	2% (7)	2% (6)	1% (6)	394
Military HH: No	54% (866)	26% (417)	7% (112)	6% (92)	3% (41)	2% (39)	2% (30)	1598
RD/WT: Right Direction	55% (447)	26% (215)	8% (62)	5% (39)	3% (21)	3% (23)	1% (12)	819
RD/WT: Wrong Track	57% (669)	25% (296)	6% (68)	6% (68)	2% (27)	2% (22)	2% (24)	1173
Trump Job Approve	55% (475)	26% (228)	7% (58)	5% (43)	3% (23)	3% (26)	1% (11)	863
Trump Job Disapprove	57% (591)	26% (264)	6% (64)	5% (55)	2% (21)	2% (16)	2% (20)	1031
Trump Job Strongly Approve	58% (251)	24% (102)	6% (28)	5% (23)	2% (10)	3% (11)	1% (5)	431
Trump Job Somewhat Approve	52% (224)	29% (126)	7% (30)	5% (20)	3% (13)	4% (15)	1% (5)	432
Trump Job Somewhat Disapprove	52% (132)	27% (69)	6% (16)	7% (19)	3% (8)	1% (4)	1% (3)	252
Trump Job Strongly Disapprove	59% (459)	25% (195)	6% (48)	5% (37)	2% (12)	2% (12)	2% (16)	779

Continued on next page

Table BRD25: How often do you watch television shows?

Demographic	Every day	Several times a week	About once a week	A few times a month	Once or twice a month	A few times a year	Never	Total N
Registered Voters	56% (1116)	26% (510)	7% (130)	5% (107)	2% (48)	2% (45)	2% (36)	1992
#1 Issue: Economy	52% (292)	27% (154)	7% (42)	7% (37)	3% (18)	2% (13)	1% (6)	561
#1 Issue: Security	60% (216)	24% (85)	5% (18)	6% (20)	2% (6)	2% (7)	2% (6)	358
#1 Issue: Health Care	58% (193)	26% (86)	7% (22)	5% (18)	1% (4)	2% (6)	2% (5)	334
#1 Issue: Medicare / Social Security	63% (183)	24% (69)	3% (10)	4% (12)	1% (4)	2% (7)	1% (4)	289
#1 Issue: Women's Issues	61% (59)	20% (20)	10% (10)	5% (5)	— (0)	1% (1)	2% (2)	96
#1 Issue: Education	48% (75)	27% (42)	8% (13)	5% (8)	4% (6)	3% (5)	4% (7)	156
#1 Issue: Energy	52% (42)	27% (22)	9% (8)	1% (0)	5% (4)	3% (2)	4% (3)	82
#1 Issue: Other	48% (56)	29% (34)	6% (7)	5% (6)	5% (6)	4% (5)	2% (3)	116
2016 Vote: Hillary Clinton	61% (431)	24% (171)	6% (43)	4% (29)	1% (9)	2% (16)	1% (7)	706
2016 Vote: Donald Trump	57% (414)	27% (200)	6% (44)	4% (32)	3% (19)	2% (16)	1% (8)	732
2016 Vote: Someone else	43% (74)	32% (56)	9% (15)	9% (15)	4% (7)	2% (3)	1% (2)	173
2016 Vote: Didn't Vote	52% (196)	22% (83)	7% (28)	8% (31)	3% (13)	3% (10)	5% (19)	381
Voted in 2014: Yes	59% (824)	25% (345)	7% (95)	5% (65)	2% (31)	2% (26)	1% (15)	1402
Voted in 2014: No	50% (292)	28% (165)	6% (34)	7% (42)	3% (16)	3% (19)	4% (21)	590
2012 Vote: Barack Obama	61% (515)	24% (205)	7% (55)	4% (36)	2% (14)	2% (14)	1% (9)	847
2012 Vote: Mitt Romney	54% (313)	26% (149)	7% (40)	7% (38)	3% (17)	2% (13)	1% (7)	576
2012 Vote: Other	58% (53)	28% (26)	7% (6)	5% (5)	— (0)	2% (1)	— (0)	91
2012 Vote: Didn't Vote	49% (233)	27% (130)	6% (27)	6% (29)	4% (17)	4% (18)	4% (21)	475
4-Region: Northeast	59% (209)	27% (97)	5% (18)	4% (14)	2% (6)	1% (5)	2% (7)	355
4-Region: Midwest	58% (264)	22% (99)	8% (35)	5% (24)	2% (8)	3% (16)	2% (11)	458
4-Region: South	57% (427)	24% (182)	7% (52)	5% (40)	2% (16)	3% (19)	1% (9)	744
4-Region: West	50% (216)	30% (132)	6% (24)	7% (30)	4% (18)	1% (5)	2% (10)	435
Favorable of Trump	57% (449)	26% (205)	6% (50)	5% (40)	3% (23)	2% (15)	1% (12)	793
Unfavorable of Trump	56% (477)	28% (240)	6% (50)	5% (39)	2% (16)	2% (18)	1% (12)	854
Very Favorable of Trump	56% (238)	25% (107)	7% (29)	5% (22)	3% (11)	3% (12)	2% (7)	427
Somewhat Favorable of Trump	58% (211)	27% (98)	6% (21)	5% (18)	3% (12)	1% (3)	1% (4)	367
Somewhat Unfavorable of Trump	52% (147)	30% (84)	8% (22)	5% (14)	2% (5)	3% (8)	2% (4)	284
Very Unfavorable of Trump	58% (330)	27% (156)	5% (28)	4% (25)	2% (11)	2% (10)	1% (8)	570

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

Table BRD26: How much have you seen, read, or heard about facial recognition software?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Registered Voters	14%	(282)	48%	(960)	25%	(493)	13%	(257)	1992
Gender: Male	18%	(171)	50%	(468)	20%	(189)	11%	(105)	932
Gender: Female	11%	(112)	46%	(492)	29%	(304)	14%	(153)	1060
Age: 18-29	27%	(97)	41%	(144)	19%	(68)	13%	(46)	355
Age: 30-44	19%	(85)	48%	(214)	21%	(96)	12%	(54)	448
Age: 45-54	14%	(51)	49%	(175)	25%	(88)	11%	(41)	354
Age: 55-64	8%	(29)	56%	(207)	24%	(89)	12%	(45)	371
Age: 65+	4%	(20)	47%	(220)	33%	(151)	16%	(72)	463
Generation Z: 18-22	30%	(33)	34%	(37)	23%	(25)	12%	(14)	109
Millennial: Age 23-38	23%	(114)	46%	(227)	18%	(90)	12%	(61)	492
Generation X: Age 39-54	16%	(82)	48%	(252)	24%	(127)	12%	(60)	521
Boomers: Age 55-73	7%	(53)	53%	(395)	27%	(205)	13%	(97)	750
PID: Dem (no lean)	14%	(100)	50%	(357)	24%	(173)	12%	(90)	720
PID: Ind (no lean)	17%	(107)	49%	(315)	22%	(139)	12%	(79)	640
PID: Rep (no lean)	12%	(75)	46%	(288)	29%	(180)	14%	(88)	632
PID/Gender: Dem Men	15%	(47)	51%	(155)	20%	(62)	14%	(42)	307
PID/Gender: Dem Women	13%	(52)	49%	(202)	27%	(111)	12%	(48)	413
PID/Gender: Ind Men	19%	(61)	52%	(165)	17%	(55)	12%	(38)	318
PID/Gender: Ind Women	14%	(46)	47%	(150)	26%	(84)	13%	(41)	322
PID/Gender: Rep Men	20%	(62)	48%	(149)	23%	(72)	8%	(25)	307
PID/Gender: Rep Women	4%	(13)	43%	(139)	33%	(108)	20%	(64)	325
Ideo: Liberal (1-3)	16%	(102)	54%	(338)	22%	(139)	8%	(53)	632
Ideo: Moderate (4)	14%	(63)	46%	(212)	29%	(132)	12%	(56)	463
Ideo: Conservative (5-7)	13%	(88)	49%	(343)	24%	(166)	14%	(99)	697
Educ: < College	14%	(171)	43%	(535)	26%	(332)	17%	(215)	1253
Educ: Bachelors degree	15%	(73)	58%	(272)	21%	(98)	6%	(28)	471
Educ: Post-grad	14%	(38)	57%	(153)	23%	(62)	5%	(15)	268
Income: Under 50k	14%	(141)	43%	(444)	26%	(270)	17%	(172)	1026
Income: 50k-100k	14%	(87)	53%	(326)	24%	(150)	9%	(55)	618
Income: 100k+	16%	(54)	55%	(191)	21%	(72)	9%	(31)	348
Ethnicity: White	13%	(204)	50%	(806)	25%	(397)	13%	(203)	1611

Continued on next page

Table BRD26: How much have you seen, read, or heard about facial recognition software?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Registered Voters	14%	(282)	48%	(960)	25%	(493)	13%	(257)	1992
Ethnicity: Hispanic	21%	(41)	46%	(88)	23%	(43)	10%	(20)	193
Ethnicity: Afr. Am.	20%	(50)	41%	(102)	26%	(65)	14%	(35)	253
Ethnicity: Other	22%	(28)	40%	(51)	24%	(30)	15%	(19)	128
Community: Urban	16%	(81)	45%	(224)	24%	(117)	15%	(72)	493
Community: Suburban	15%	(141)	51%	(490)	25%	(238)	9%	(91)	959
Community: Rural	11%	(60)	46%	(247)	26%	(138)	18%	(95)	540
Employ: Private Sector	18%	(117)	49%	(317)	26%	(165)	7%	(45)	645
Employ: Government	16%	(22)	53%	(74)	16%	(23)	15%	(21)	139
Employ: Self-Employed	22%	(38)	50%	(87)	20%	(35)	7%	(13)	173
Employ: Homemaker	8%	(14)	44%	(70)	24%	(40)	24%	(38)	162
Employ: Student	22%	(16)	46%	(33)	20%	(14)	11%	(8)	71
Employ: Retired	5%	(22)	51%	(250)	29%	(141)	16%	(78)	492
Employ: Unemployed	19%	(27)	39%	(55)	25%	(36)	16%	(23)	140
Employ: Other	15%	(25)	43%	(73)	23%	(39)	19%	(32)	169
Military HH: Yes	13%	(53)	54%	(213)	22%	(88)	10%	(40)	394
Military HH: No	14%	(230)	47%	(747)	25%	(405)	14%	(217)	1598
RD/WT: Right Direction	13%	(106)	46%	(374)	26%	(213)	15%	(125)	819
RD/WT: Wrong Track	15%	(176)	50%	(585)	24%	(280)	11%	(132)	1173
Trump Job Approve	14%	(117)	49%	(420)	24%	(208)	14%	(118)	863
Trump Job Disapprove	15%	(151)	49%	(509)	25%	(254)	11%	(116)	1031
Trump Job Strongly Approve	14%	(62)	48%	(206)	23%	(99)	15%	(64)	431
Trump Job Somewhat Approve	13%	(55)	50%	(214)	25%	(109)	13%	(54)	432
Trump Job Somewhat Disapprove	13%	(32)	47%	(119)	29%	(72)	11%	(29)	252
Trump Job Strongly Disapprove	15%	(120)	50%	(390)	23%	(182)	11%	(87)	779
#1 Issue: Economy	17%	(97)	50%	(281)	24%	(134)	9%	(49)	561
#1 Issue: Security	12%	(41)	52%	(186)	21%	(77)	15%	(55)	358
#1 Issue: Health Care	14%	(46)	49%	(165)	26%	(86)	11%	(36)	334
#1 Issue: Medicare / Social Security	8%	(22)	41%	(120)	27%	(79)	24%	(68)	289
#1 Issue: Women's Issues	17%	(17)	50%	(48)	27%	(26)	6%	(5)	96
#1 Issue: Education	18%	(28)	51%	(79)	20%	(32)	11%	(17)	156
#1 Issue: Energy	20%	(17)	37%	(31)	31%	(26)	11%	(9)	82
#1 Issue: Other	12%	(14)	44%	(51)	28%	(33)	15%	(18)	116

Continued on next page

Table BRD26: How much have you seen, read, or heard about facial recognition software?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Registered Voters	14%	(282)	48%	(960)	25%	(493)	13%	(257)	1992
2016 Vote: Hillary Clinton	13%	(89)	53%	(376)	25%	(175)	9%	(66)	706
2016 Vote: Donald Trump	13%	(97)	48%	(353)	25%	(182)	14%	(100)	732
2016 Vote: Someone else	21%	(36)	53%	(91)	19%	(32)	8%	(13)	173
2016 Vote: Didn't Vote	16%	(60)	37%	(139)	27%	(103)	21%	(79)	381
Voted in 2014: Yes	14%	(190)	52%	(725)	24%	(337)	11%	(149)	1402
Voted in 2014: No	16%	(92)	40%	(235)	26%	(155)	18%	(108)	590
2012 Vote: Barack Obama	13%	(109)	52%	(437)	26%	(217)	10%	(84)	847
2012 Vote: Mitt Romney	12%	(72)	51%	(294)	24%	(141)	12%	(69)	576
2012 Vote: Other	19%	(17)	52%	(48)	19%	(17)	10%	(9)	91
2012 Vote: Didn't Vote	18%	(84)	38%	(181)	25%	(117)	19%	(93)	475
4-Region: Northeast	13%	(47)	47%	(168)	24%	(87)	15%	(54)	355
4-Region: Midwest	12%	(56)	48%	(219)	30%	(136)	10%	(46)	458
4-Region: South	16%	(117)	47%	(352)	22%	(162)	15%	(112)	744
4-Region: West	14%	(61)	51%	(221)	25%	(108)	10%	(46)	435
Favorable of Trump	13%	(104)	49%	(390)	25%	(201)	12%	(99)	793
Unfavorable of Trump	15%	(132)	53%	(455)	23%	(194)	9%	(73)	854
Very Favorable of Trump	15%	(66)	50%	(214)	22%	(92)	13%	(55)	427
Somewhat Favorable of Trump	10%	(38)	48%	(176)	30%	(109)	12%	(44)	367
Somewhat Unfavorable of Trump	15%	(42)	49%	(139)	26%	(73)	11%	(31)	284
Very Unfavorable of Trump	16%	(90)	55%	(316)	21%	(122)	7%	(43)	570

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

Table BRD27: In general, do you support or oppose the use of facial recognition software?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No Opinion		Total N
Registered Voters	10%	(206)	39%	(774)	16%	(324)	6%	(119)	29%	(569)	1992
Gender: Male	13%	(120)	44%	(411)	14%	(132)	7%	(62)	22%	(208)	932
Gender: Female	8%	(86)	34%	(363)	18%	(192)	5%	(57)	34%	(361)	1060
Age: 18-29	18%	(64)	35%	(125)	17%	(61)	7%	(26)	22%	(79)	355
Age: 30-44	10%	(43)	39%	(174)	18%	(82)	7%	(32)	26%	(117)	448
Age: 45-54	7%	(26)	39%	(139)	19%	(68)	8%	(27)	26%	(94)	354
Age: 55-64	9%	(35)	39%	(144)	17%	(62)	5%	(20)	30%	(111)	371
Age: 65+	8%	(38)	42%	(193)	11%	(51)	3%	(14)	36%	(168)	463
Generation Z: 18-22	13%	(14)	42%	(45)	14%	(15)	7%	(7)	25%	(27)	109
Millennial: Age 23-38	15%	(73)	36%	(180)	18%	(86)	9%	(44)	22%	(110)	492
Generation X: Age 39-54	9%	(46)	39%	(204)	18%	(96)	6%	(33)	27%	(141)	521
Boomers: Age 55-73	9%	(68)	41%	(305)	15%	(113)	4%	(32)	31%	(231)	750
PID: Dem (no lean)	10%	(73)	42%	(303)	16%	(118)	5%	(35)	26%	(191)	720
PID: Ind (no lean)	9%	(61)	36%	(229)	17%	(111)	8%	(48)	30%	(190)	640
PID: Rep (no lean)	11%	(72)	38%	(242)	15%	(94)	6%	(36)	30%	(188)	632
PID/Gender: Dem Men	11%	(33)	47%	(143)	15%	(46)	5%	(16)	22%	(69)	307
PID/Gender: Dem Women	10%	(40)	39%	(160)	18%	(73)	5%	(19)	29%	(122)	413
PID/Gender: Ind Men	11%	(34)	40%	(126)	16%	(52)	9%	(28)	24%	(78)	318
PID/Gender: Ind Women	8%	(27)	32%	(103)	18%	(59)	6%	(20)	35%	(112)	322
PID/Gender: Rep Men	17%	(52)	46%	(141)	11%	(34)	6%	(18)	20%	(61)	307
PID/Gender: Rep Women	6%	(20)	31%	(101)	19%	(60)	5%	(18)	39%	(127)	325
Ideo: Liberal (1-3)	11%	(66)	43%	(270)	18%	(117)	5%	(33)	23%	(146)	632
Ideo: Moderate (4)	10%	(44)	39%	(180)	19%	(87)	6%	(26)	27%	(126)	463
Ideo: Conservative (5-7)	11%	(77)	40%	(279)	14%	(96)	7%	(47)	28%	(198)	697
Educ: < College	10%	(126)	36%	(453)	15%	(186)	7%	(82)	32%	(406)	1253
Educ: Bachelors degree	12%	(56)	42%	(198)	20%	(96)	5%	(24)	20%	(96)	471
Educ: Post-grad	8%	(23)	46%	(123)	16%	(42)	5%	(14)	25%	(67)	268
Income: Under 50k	10%	(105)	36%	(367)	16%	(167)	6%	(60)	32%	(327)	1026
Income: 50k-100k	10%	(61)	42%	(257)	16%	(98)	8%	(48)	25%	(155)	618
Income: 100k+	11%	(39)	43%	(150)	17%	(60)	3%	(12)	25%	(86)	348

Continued on next page

Table BRD27: In general, do you support or oppose the use of facial recognition software?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No Opinion		Total N
Registered Voters	10%	(206)	39%	(774)	16%	(324)	6%	(119)	29%	(569)	1992
Ethnicity: White	10%	(156)	39%	(633)	16%	(260)	6%	(91)	29%	(471)	1611
Ethnicity: Hispanic	12%	(24)	37%	(71)	26%	(50)	5%	(10)	20%	(39)	193
Ethnicity: Afr. Am.	14%	(35)	36%	(91)	17%	(42)	9%	(23)	25%	(62)	253
Ethnicity: Other	11%	(15)	39%	(50)	17%	(22)	5%	(6)	27%	(35)	128
Community: Urban	12%	(59)	36%	(178)	18%	(88)	5%	(27)	29%	(141)	493
Community: Suburban	9%	(90)	42%	(402)	16%	(156)	5%	(52)	27%	(259)	959
Community: Rural	10%	(56)	36%	(194)	15%	(80)	8%	(41)	31%	(169)	540
Employ: Private Sector	10%	(62)	42%	(273)	18%	(117)	6%	(41)	24%	(152)	645
Employ: Government	12%	(16)	43%	(61)	15%	(22)	3%	(4)	27%	(37)	139
Employ: Self-Employed	15%	(26)	39%	(67)	20%	(35)	7%	(12)	19%	(32)	173
Employ: Homemaker	10%	(16)	29%	(47)	18%	(29)	6%	(9)	37%	(60)	162
Employ: Student	11%	(8)	47%	(33)	13%	(9)	8%	(6)	22%	(15)	71
Employ: Retired	8%	(40)	41%	(200)	13%	(63)	4%	(18)	35%	(171)	492
Employ: Unemployed	9%	(13)	32%	(45)	19%	(26)	13%	(18)	27%	(39)	140
Employ: Other	15%	(25)	29%	(50)	13%	(22)	7%	(12)	36%	(61)	169
Military HH: Yes	12%	(45)	46%	(179)	13%	(51)	4%	(16)	26%	(101)	394
Military HH: No	10%	(160)	37%	(595)	17%	(273)	6%	(103)	29%	(467)	1598
RD/WT: Right Direction	14%	(117)	36%	(298)	15%	(123)	6%	(52)	28%	(228)	819
RD/WT: Wrong Track	8%	(89)	41%	(476)	17%	(201)	6%	(67)	29%	(340)	1173
Trump Job Approve	13%	(115)	38%	(324)	16%	(136)	7%	(57)	27%	(231)	863
Trump Job Disapprove	8%	(85)	42%	(429)	17%	(176)	6%	(57)	27%	(283)	1031
Trump Job Strongly Approve	16%	(69)	35%	(152)	13%	(56)	8%	(33)	28%	(122)	431
Trump Job Somewhat Approve	11%	(46)	40%	(173)	19%	(80)	6%	(24)	25%	(110)	432
Trump Job Somewhat Disapprove	9%	(23)	38%	(96)	21%	(53)	5%	(14)	26%	(66)	252
Trump Job Strongly Disapprove	8%	(61)	43%	(333)	16%	(124)	6%	(44)	28%	(217)	779

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Table BRD27: In general, do you support or oppose the use of facial recognition software?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No Opinion		Total N
Registered Voters	10%	(206)	39%	(774)	16%	(324)	6%	(119)	29%	(569)	1992
#1 Issue: Economy	10%	(57)	43%	(239)	20%	(112)	6%	(32)	22%	(122)	561
#1 Issue: Security	10%	(37)	35%	(126)	16%	(59)	6%	(23)	32%	(113)	358
#1 Issue: Health Care	9%	(30)	43%	(144)	12%	(40)	4%	(14)	32%	(106)	334
#1 Issue: Medicare / Social Security	12%	(36)	32%	(94)	12%	(33)	5%	(15)	38%	(111)	289
#1 Issue: Women's Issues	14%	(14)	47%	(46)	10%	(10)	12%	(12)	16%	(15)	96
#1 Issue: Education	11%	(17)	36%	(56)	17%	(26)	8%	(12)	29%	(45)	156
#1 Issue: Energy	10%	(8)	42%	(34)	24%	(20)	4%	(3)	20%	(17)	82
#1 Issue: Other	6%	(7)	31%	(36)	21%	(25)	7%	(8)	35%	(40)	116
2016 Vote: Hillary Clinton	10%	(69)	44%	(310)	16%	(116)	5%	(38)	25%	(173)	706
2016 Vote: Donald Trump	12%	(85)	38%	(275)	14%	(103)	7%	(52)	30%	(218)	732
2016 Vote: Someone else	10%	(17)	42%	(72)	21%	(36)	6%	(10)	22%	(38)	173
2016 Vote: Didn't Vote	9%	(34)	31%	(118)	18%	(70)	5%	(20)	37%	(139)	381
Voted in 2014: Yes	10%	(147)	41%	(581)	16%	(227)	6%	(82)	26%	(365)	1402
Voted in 2014: No	10%	(59)	33%	(193)	16%	(97)	6%	(37)	35%	(204)	590
2012 Vote: Barack Obama	9%	(76)	43%	(364)	16%	(133)	6%	(49)	26%	(224)	847
2012 Vote: Mitt Romney	11%	(66)	38%	(217)	18%	(102)	5%	(31)	28%	(160)	576
2012 Vote: Other	9%	(8)	39%	(35)	14%	(13)	10%	(9)	28%	(26)	91
2012 Vote: Didn't Vote	12%	(56)	33%	(158)	16%	(75)	6%	(30)	33%	(156)	475
4-Region: Northeast	10%	(37)	39%	(140)	18%	(62)	4%	(15)	29%	(102)	355
4-Region: Midwest	10%	(47)	37%	(171)	17%	(76)	6%	(29)	29%	(135)	458
4-Region: South	10%	(75)	36%	(269)	15%	(115)	7%	(54)	31%	(230)	744
4-Region: West	11%	(47)	45%	(195)	16%	(71)	5%	(21)	23%	(102)	435
Favorable of Trump	12%	(98)	39%	(312)	16%	(123)	6%	(46)	27%	(214)	793
Unfavorable of Trump	9%	(80)	42%	(359)	18%	(154)	7%	(56)	24%	(205)	854
Very Favorable of Trump	14%	(60)	38%	(164)	14%	(59)	6%	(26)	28%	(118)	427
Somewhat Favorable of Trump	10%	(38)	41%	(149)	18%	(65)	5%	(19)	26%	(97)	367
Somewhat Unfavorable of Trump	12%	(33)	36%	(102)	20%	(58)	7%	(19)	25%	(72)	284
Very Unfavorable of Trump	8%	(46)	45%	(257)	17%	(97)	6%	(37)	23%	(133)	570

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

Table BRD29: How secure do you think facial recognition software is in protecting user data?

Demographic	Very secure	Somewhat secure	Not very secure	Not at all secure	Don't know / No Opinion	Total N
Registered Voters	10% (202)	33% (656)	21% (413)	11% (210)	26% (510)	1992
Gender: Male	13% (120)	35% (322)	20% (187)	11% (100)	22% (204)	932
Gender: Female	8% (82)	32% (334)	21% (227)	10% (110)	29% (307)	1060
Age: 18-29	14% (50)	34% (121)	26% (91)	12% (43)	14% (50)	355
Age: 30-44	11% (49)	34% (151)	21% (96)	12% (56)	22% (96)	448
Age: 45-54	10% (36)	33% (118)	20% (71)	9% (34)	27% (95)	354
Age: 55-64	10% (36)	31% (116)	20% (76)	11% (40)	28% (104)	371
Age: 65+	7% (31)	32% (150)	17% (80)	8% (38)	36% (165)	463
Generation Z: 18-22	14% (15)	37% (41)	23% (25)	9% (10)	16% (17)	109
Millennial: Age 23-38	13% (62)	33% (162)	24% (120)	13% (65)	17% (83)	492
Generation X: Age 39-54	11% (55)	34% (176)	19% (101)	11% (56)	25% (132)	521
Boomers: Age 55-73	8% (58)	33% (246)	19% (141)	9% (69)	31% (236)	750
PID: Dem (no lean)	12% (87)	37% (267)	21% (148)	9% (64)	21% (153)	720
PID: Ind (no lean)	8% (54)	29% (189)	22% (141)	13% (86)	27% (170)	640
PID: Rep (no lean)	10% (61)	32% (201)	20% (124)	9% (59)	30% (187)	632
PID/Gender: Dem Men	15% (46)	39% (121)	18% (57)	8% (25)	19% (59)	307
PID/Gender: Dem Women	10% (41)	35% (147)	22% (91)	10% (40)	23% (94)	413
PID/Gender: Ind Men	11% (34)	29% (91)	22% (72)	13% (43)	25% (79)	318
PID/Gender: Ind Women	6% (20)	30% (98)	22% (70)	13% (43)	28% (91)	322
PID/Gender: Rep Men	13% (40)	36% (111)	19% (58)	11% (32)	21% (66)	307
PID/Gender: Rep Women	6% (21)	28% (90)	20% (66)	8% (27)	37% (122)	325
Ideo: Liberal (1-3)	12% (76)	36% (225)	22% (137)	12% (74)	19% (119)	632
Ideo: Moderate (4)	10% (47)	35% (163)	23% (105)	10% (48)	22% (100)	463
Ideo: Conservative (5-7)	8% (58)	32% (220)	20% (137)	10% (69)	30% (212)	697
Educ: < College	10% (124)	31% (393)	19% (233)	10% (123)	30% (380)	1253
Educ: Bachelors degree	11% (54)	36% (170)	25% (119)	11% (51)	16% (77)	471
Educ: Post-grad	9% (24)	35% (93)	23% (61)	13% (36)	20% (54)	268
Income: Under 50k	11% (118)	32% (327)	19% (194)	10% (100)	28% (287)	1026
Income: 50k-100k	8% (49)	33% (202)	24% (147)	12% (72)	24% (149)	618
Income: 100k+	10% (35)	37% (128)	21% (72)	11% (38)	21% (74)	348

Continued on next page

Table BRD29: How secure do you think facial recognition software is in protecting user data?

Demographic	Very secure		Somewhat secure		Not very secure		Not at all secure		Don't know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Registered Voters	10%	(202)	33%	(656)	21%	(413)	11%	(210)	26%	(510)	1992
Ethnicity: White	9%	(144)	33%	(534)	20%	(323)	11%	(171)	27%	(439)	1611
Ethnicity: Hispanic	20%	(39)	26%	(50)	23%	(44)	12%	(23)	19%	(37)	193
Ethnicity: Afr. Am.	16%	(40)	35%	(89)	20%	(50)	9%	(22)	20%	(51)	253
Ethnicity: Other	14%	(18)	26%	(34)	31%	(40)	13%	(16)	16%	(20)	128
Community: Urban	11%	(54)	33%	(161)	21%	(103)	11%	(56)	24%	(118)	493
Community: Suburban	9%	(87)	34%	(328)	22%	(215)	10%	(94)	25%	(236)	959
Community: Rural	11%	(61)	31%	(167)	18%	(95)	11%	(60)	29%	(156)	540
Employ: Private Sector	10%	(63)	35%	(224)	24%	(152)	10%	(67)	21%	(138)	645
Employ: Government	11%	(15)	38%	(53)	25%	(36)	9%	(13)	16%	(23)	139
Employ: Self-Employed	15%	(26)	35%	(60)	18%	(31)	13%	(23)	19%	(33)	173
Employ: Homemaker	9%	(14)	28%	(46)	16%	(26)	15%	(25)	31%	(51)	162
Employ: Student	9%	(6)	36%	(26)	34%	(24)	8%	(6)	13%	(9)	71
Employ: Retired	7%	(33)	32%	(157)	19%	(92)	7%	(36)	35%	(173)	492
Employ: Unemployed	12%	(17)	35%	(49)	18%	(25)	13%	(18)	23%	(32)	140
Employ: Other	15%	(26)	25%	(42)	16%	(27)	13%	(22)	31%	(52)	169
Military HH: Yes	11%	(43)	36%	(141)	14%	(57)	10%	(40)	29%	(113)	394
Military HH: No	10%	(160)	32%	(516)	22%	(356)	11%	(169)	25%	(397)	1598
RD/WT: Right Direction	13%	(107)	33%	(271)	18%	(151)	10%	(80)	26%	(209)	819
RD/WT: Wrong Track	8%	(95)	33%	(386)	22%	(262)	11%	(130)	26%	(301)	1173
Trump Job Approve	13%	(113)	33%	(284)	18%	(158)	9%	(74)	27%	(233)	863
Trump Job Disapprove	8%	(84)	34%	(349)	24%	(244)	12%	(120)	23%	(233)	1031
Trump Job Strongly Approve	15%	(64)	31%	(132)	18%	(77)	9%	(41)	27%	(119)	431
Trump Job Somewhat Approve	12%	(50)	35%	(152)	19%	(82)	8%	(34)	26%	(115)	432
Trump Job Somewhat Disapprove	9%	(22)	34%	(86)	23%	(59)	11%	(28)	23%	(57)	252
Trump Job Strongly Disapprove	8%	(62)	34%	(263)	24%	(186)	12%	(92)	23%	(176)	779

Continued on next page

Table BRD29: How secure do you think facial recognition software is in protecting user data?

Demographic	Very secure		Somewhat secure		Not very secure		Not at all secure		Don't know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Registered Voters	10%	(202)	33%	(656)	21%	(413)	11%	(210)	26%	(510)	1992
#1 Issue: Economy	11%	(59)	34%	(190)	24%	(137)	9%	(49)	23%	(126)	561
#1 Issue: Security	9%	(34)	28%	(101)	24%	(86)	11%	(38)	28%	(100)	358
#1 Issue: Health Care	14%	(45)	30%	(100)	21%	(69)	11%	(36)	25%	(85)	334
#1 Issue: Medicare / Social Security	8%	(24)	31%	(91)	14%	(41)	11%	(32)	35%	(101)	289
#1 Issue: Women's Issues	11%	(10)	39%	(37)	24%	(23)	9%	(8)	18%	(17)	96
#1 Issue: Education	6%	(10)	45%	(70)	19%	(30)	14%	(22)	15%	(24)	156
#1 Issue: Energy	14%	(12)	38%	(31)	19%	(16)	12%	(9)	17%	(14)	82
#1 Issue: Other	7%	(8)	32%	(37)	10%	(11)	13%	(16)	38%	(44)	116
2016 Vote: Hillary Clinton	11%	(76)	37%	(262)	21%	(151)	10%	(70)	21%	(147)	706
2016 Vote: Donald Trump	11%	(77)	29%	(213)	20%	(146)	10%	(76)	30%	(220)	732
2016 Vote: Someone else	5%	(8)	34%	(59)	27%	(47)	14%	(24)	20%	(34)	173
2016 Vote: Didn't Vote	11%	(40)	32%	(122)	18%	(69)	11%	(40)	29%	(109)	381
Voted in 2014: Yes	10%	(144)	34%	(477)	21%	(298)	10%	(142)	24%	(341)	1402
Voted in 2014: No	10%	(58)	30%	(180)	20%	(115)	11%	(67)	29%	(170)	590
2012 Vote: Barack Obama	10%	(87)	37%	(312)	22%	(186)	9%	(76)	22%	(185)	847
2012 Vote: Mitt Romney	11%	(63)	29%	(165)	22%	(126)	11%	(63)	28%	(159)	576
2012 Vote: Other	4%	(4)	33%	(30)	22%	(20)	14%	(13)	27%	(25)	91
2012 Vote: Didn't Vote	10%	(47)	31%	(149)	17%	(81)	12%	(58)	29%	(139)	475
4-Region: Northeast	11%	(37)	35%	(126)	23%	(83)	8%	(28)	23%	(81)	355
4-Region: Midwest	9%	(43)	32%	(145)	20%	(91)	9%	(41)	30%	(138)	458
4-Region: South	11%	(85)	31%	(230)	19%	(140)	12%	(89)	27%	(199)	744
4-Region: West	8%	(36)	36%	(156)	23%	(99)	12%	(52)	21%	(92)	435
Favorable of Trump	12%	(95)	33%	(265)	19%	(150)	8%	(67)	27%	(216)	793
Unfavorable of Trump	9%	(76)	34%	(294)	25%	(212)	13%	(108)	19%	(165)	854
Very Favorable of Trump	13%	(55)	32%	(135)	19%	(82)	9%	(40)	27%	(115)	427
Somewhat Favorable of Trump	11%	(40)	36%	(130)	19%	(68)	7%	(27)	28%	(101)	367
Somewhat Unfavorable of Trump	10%	(28)	36%	(101)	24%	(68)	14%	(39)	17%	(48)	284
Very Unfavorable of Trump	8%	(47)	34%	(193)	25%	(144)	12%	(69)	21%	(117)	570

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

Table BRD30: Do you agree or disagree that use of facial recognition software by private companies should be regulated by the government?

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No Opinion	Total N
Registered Voters	23% (454)	29% (584)	13% (267)	10% (202)	24% (484)	1992
Gender: Male	24% (227)	32% (298)	13% (117)	11% (103)	20% (188)	932
Gender: Female	21% (227)	27% (287)	14% (150)	9% (99)	28% (296)	1060
Age: 18-29	27% (94)	30% (108)	15% (54)	11% (39)	17% (60)	355
Age: 30-44	24% (106)	29% (130)	15% (67)	11% (49)	22% (97)	448
Age: 45-54	22% (77)	34% (122)	10% (35)	10% (37)	24% (84)	354
Age: 55-64	22% (83)	29% (106)	13% (49)	9% (35)	26% (98)	371
Age: 65+	20% (94)	26% (119)	13% (62)	9% (43)	32% (146)	463
Generation Z: 18-22	20% (22)	27% (29)	18% (19)	14% (16)	21% (23)	109
Millennial: Age 23-38	27% (132)	30% (148)	16% (79)	10% (50)	17% (83)	492
Generation X: Age 39-54	21% (111)	33% (174)	10% (53)	11% (58)	24% (124)	521
Boomers: Age 55-73	22% (163)	28% (208)	13% (99)	10% (71)	28% (207)	750
PID: Dem (no lean)	25% (182)	32% (229)	12% (89)	9% (64)	22% (156)	720
PID: Ind (no lean)	23% (150)	29% (184)	12% (79)	12% (74)	24% (154)	640
PID: Rep (no lean)	19% (122)	27% (171)	16% (99)	10% (65)	28% (175)	632
PID/Gender: Dem Men	27% (84)	33% (100)	12% (36)	9% (29)	19% (58)	307
PID/Gender: Dem Women	24% (98)	31% (129)	13% (53)	9% (35)	24% (98)	413
PID/Gender: Ind Men	23% (74)	31% (100)	11% (34)	13% (41)	22% (70)	318
PID/Gender: Ind Women	24% (76)	26% (84)	14% (44)	10% (33)	26% (84)	322
PID/Gender: Rep Men	22% (69)	32% (98)	15% (47)	11% (34)	20% (60)	307
PID/Gender: Rep Women	16% (53)	23% (73)	16% (53)	10% (31)	35% (115)	325
Ideo: Liberal (1-3)	28% (176)	34% (214)	13% (80)	10% (62)	16% (100)	632
Ideo: Moderate (4)	23% (104)	34% (157)	11% (53)	8% (37)	24% (112)	463
Ideo: Conservative (5-7)	20% (139)	26% (178)	17% (116)	12% (82)	26% (182)	697
Educ: < College	21% (261)	26% (331)	13% (165)	12% (148)	28% (348)	1253
Educ: Bachelors degree	28% (131)	33% (157)	14% (64)	7% (35)	18% (85)	471
Educ: Post-grad	23% (62)	36% (97)	14% (38)	7% (19)	19% (51)	268
Income: Under 50k	24% (241)	26% (265)	14% (141)	10% (108)	26% (271)	1026
Income: 50k-100k	21% (132)	33% (203)	13% (79)	11% (69)	22% (134)	618
Income: 100k+	23% (81)	33% (116)	13% (47)	7% (26)	23% (79)	348

Continued on next page

Table BRD30: Do you agree or disagree that use of facial recognition software by private companies should be regulated by the government?

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No Opinion	Total N
Registered Voters	23% (454)	29% (584)	13% (267)	10% (202)	24% (484)	1992
Ethnicity: White	22% (353)	29% (466)	13% (217)	10% (161)	26% (414)	1611
Ethnicity: Hispanic	23% (45)	34% (65)	15% (28)	10% (19)	18% (35)	193
Ethnicity: Afr. Am.	27% (69)	29% (72)	13% (33)	13% (32)	18% (46)	253
Ethnicity: Other	25% (31)	36% (46)	13% (17)	7% (9)	19% (25)	128
Community: Urban	27% (134)	27% (135)	12% (61)	10% (50)	23% (113)	493
Community: Suburban	22% (212)	31% (297)	14% (136)	10% (94)	23% (220)	959
Community: Rural	20% (108)	28% (153)	13% (70)	11% (58)	28% (151)	540
Employ: Private Sector	25% (163)	32% (205)	13% (85)	11% (69)	19% (123)	645
Employ: Government	24% (33)	36% (50)	14% (19)	11% (15)	16% (23)	139
Employ: Self-Employed	27% (46)	30% (52)	17% (29)	11% (19)	16% (27)	173
Employ: Homemaker	18% (30)	29% (47)	14% (22)	9% (15)	29% (48)	162
Employ: Student	27% (19)	30% (21)	14% (10)	11% (8)	18% (13)	71
Employ: Retired	22% (108)	26% (126)	14% (68)	9% (43)	30% (146)	492
Employ: Unemployed	21% (29)	29% (40)	9% (12)	9% (13)	33% (46)	140
Employ: Other	15% (25)	26% (44)	12% (21)	12% (21)	35% (58)	169
Military HH: Yes	26% (104)	26% (104)	12% (46)	11% (43)	25% (97)	394
Military HH: No	22% (350)	30% (480)	14% (221)	10% (160)	24% (387)	1598
RD/WT: Right Direction	21% (170)	28% (231)	15% (125)	11% (89)	25% (204)	819
RD/WT: Wrong Track	24% (284)	30% (353)	12% (142)	10% (114)	24% (280)	1173
Trump Job Approve	20% (175)	28% (239)	15% (133)	11% (93)	26% (223)	863
Trump Job Disapprove	25% (261)	31% (323)	12% (127)	10% (99)	21% (220)	1031
Trump Job Strongly Approve	23% (97)	24% (105)	15% (64)	13% (55)	26% (110)	431
Trump Job Somewhat Approve	18% (78)	31% (134)	16% (69)	9% (39)	26% (113)	432
Trump Job Somewhat Disapprove	23% (58)	32% (81)	19% (47)	9% (22)	17% (43)	252
Trump Job Strongly Disapprove	26% (204)	31% (242)	10% (80)	10% (76)	23% (177)	779

Continued on next page

Table BRD30: Do you agree or disagree that use of facial recognition software by private companies should be regulated by the government?

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No Opinion	Total N
Registered Voters	23% (454)	29% (584)	13% (267)	10% (202)	24% (484)	1992
#1 Issue: Economy	21% (118)	33% (187)	14% (77)	10% (58)	21% (120)	561
#1 Issue: Security	21% (76)	27% (98)	15% (55)	7% (26)	29% (103)	358
#1 Issue: Health Care	26% (88)	28% (95)	12% (40)	11% (37)	22% (75)	334
#1 Issue: Medicare / Social Security	22% (64)	23% (68)	11% (32)	11% (31)	32% (94)	289
#1 Issue: Women's Issues	25% (24)	30% (29)	18% (17)	14% (13)	13% (13)	96
#1 Issue: Education	16% (25)	36% (56)	15% (24)	12% (19)	20% (31)	156
#1 Issue: Energy	31% (25)	34% (28)	14% (12)	7% (6)	14% (11)	82
#1 Issue: Other	29% (33)	21% (24)	8% (9)	10% (12)	32% (38)	116
2016 Vote: Hillary Clinton	27% (193)	34% (240)	11% (78)	9% (61)	19% (135)	706
2016 Vote: Donald Trump	19% (137)	27% (194)	15% (112)	12% (85)	28% (203)	732
2016 Vote: Someone else	24% (41)	28% (49)	13% (23)	11% (19)	24% (41)	173
2016 Vote: Didn't Vote	22% (83)	27% (102)	14% (53)	10% (38)	27% (105)	381
Voted in 2014: Yes	23% (327)	30% (417)	14% (199)	10% (140)	23% (319)	1402
Voted in 2014: No	22% (128)	28% (167)	11% (68)	11% (62)	28% (165)	590
2012 Vote: Barack Obama	26% (223)	34% (289)	11% (96)	9% (73)	20% (166)	847
2012 Vote: Mitt Romney	18% (105)	26% (152)	17% (99)	11% (64)	27% (157)	576
2012 Vote: Other	29% (26)	26% (23)	10% (9)	8% (7)	28% (25)	91
2012 Vote: Didn't Vote	21% (100)	25% (119)	13% (63)	12% (58)	28% (134)	475
4-Region: Northeast	24% (84)	29% (104)	12% (43)	8% (28)	27% (97)	355
4-Region: Midwest	21% (94)	28% (127)	19% (85)	9% (42)	24% (110)	458
4-Region: South	22% (165)	26% (195)	14% (104)	11% (82)	27% (197)	744
4-Region: West	26% (111)	36% (158)	8% (35)	12% (50)	19% (81)	435
Favorable of Trump	21% (163)	27% (215)	16% (130)	10% (83)	26% (203)	793
Unfavorable of Trump	27% (235)	32% (277)	11% (93)	10% (87)	19% (163)	854
Very Favorable of Trump	23% (97)	25% (108)	15% (65)	12% (49)	25% (108)	427
Somewhat Favorable of Trump	18% (66)	29% (107)	18% (65)	9% (34)	26% (95)	367
Somewhat Unfavorable of Trump	27% (78)	34% (97)	9% (26)	11% (31)	18% (52)	284
Very Unfavorable of Trump	27% (157)	32% (180)	12% (67)	10% (56)	19% (111)	570

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

Table BRD32: Which of the following would you say should be most responsible for protecting the privacy of personal data such as fingerprint or facial recognition?

Demographic	Federal government		State government		Private companies		Individuals		Don't know / No Opinion		Total N
Registered Voters	42%	(841)	6%	(121)	13%	(250)	24%	(473)	15%	(307)	1992
Gender: Male	42%	(394)	6%	(57)	13%	(125)	25%	(234)	13%	(123)	932
Gender: Female	42%	(447)	6%	(64)	12%	(125)	23%	(239)	17%	(184)	1060
Age: 18-29	36%	(129)	8%	(29)	14%	(50)	27%	(94)	15%	(53)	355
Age: 30-44	41%	(183)	7%	(30)	13%	(60)	24%	(107)	15%	(68)	448
Age: 45-54	47%	(168)	7%	(23)	12%	(41)	21%	(73)	14%	(49)	354
Age: 55-64	41%	(154)	4%	(16)	13%	(47)	22%	(83)	19%	(71)	371
Age: 65+	45%	(207)	5%	(22)	11%	(52)	25%	(115)	14%	(66)	463
Generation Z: 18-22	35%	(38)	12%	(13)	18%	(20)	16%	(17)	19%	(21)	109
Millennial: Age 23-38	39%	(191)	7%	(34)	11%	(56)	28%	(138)	15%	(74)	492
Generation X: Age 39-54	45%	(237)	5%	(27)	14%	(70)	22%	(113)	14%	(73)	521
Boomers: Age 55-73	43%	(321)	5%	(41)	13%	(97)	23%	(176)	15%	(115)	750
PID: Dem (no lean)	47%	(338)	6%	(43)	13%	(95)	18%	(131)	16%	(114)	720
PID: Ind (no lean)	38%	(242)	7%	(42)	11%	(68)	29%	(183)	16%	(105)	640
PID: Rep (no lean)	41%	(262)	6%	(36)	14%	(87)	25%	(160)	14%	(88)	632
PID/Gender: Dem Men	45%	(139)	5%	(17)	13%	(40)	20%	(61)	16%	(49)	307
PID/Gender: Dem Women	48%	(198)	6%	(26)	13%	(55)	17%	(70)	16%	(65)	413
PID/Gender: Ind Men	38%	(120)	6%	(18)	11%	(35)	31%	(98)	15%	(48)	318
PID/Gender: Ind Women	38%	(122)	8%	(24)	10%	(33)	27%	(85)	18%	(57)	322
PID/Gender: Rep Men	44%	(135)	7%	(22)	16%	(50)	25%	(76)	8%	(25)	307
PID/Gender: Rep Women	39%	(127)	4%	(13)	11%	(37)	26%	(84)	19%	(63)	325
Ideo: Liberal (1-3)	48%	(302)	7%	(47)	13%	(80)	19%	(123)	13%	(80)	632
Ideo: Moderate (4)	42%	(195)	7%	(33)	13%	(58)	24%	(111)	14%	(67)	463
Ideo: Conservative (5-7)	39%	(270)	4%	(28)	15%	(104)	28%	(198)	14%	(96)	697
Educ: < College	39%	(491)	6%	(80)	12%	(150)	24%	(300)	19%	(232)	1253
Educ: Bachelors degree	49%	(230)	6%	(28)	12%	(55)	24%	(115)	9%	(44)	471
Educ: Post-grad	45%	(119)	5%	(13)	17%	(46)	22%	(58)	12%	(31)	268

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Table BRD32: Which of the following would you say should be most responsible for protecting the privacy of personal data such as fingerprint or facial recognition?

Demographic	Federal government	State government	Private companies	Individuals	Don't know / No Opinion	Total N
Registered Voters	42% (841)	6% (121)	13% (250)	24% (473)	15% (307)	1992
Income: Under 50k	41% (423)	7% (74)	10% (106)	24% (245)	17% (178)	1026
Income: 50k-100k	43% (267)	5% (34)	15% (92)	23% (140)	14% (85)	618
Income: 100k+	43% (150)	4% (13)	15% (52)	25% (88)	13% (44)	348
Ethnicity: White	41% (653)	6% (91)	13% (204)	24% (394)	17% (269)	1611
Ethnicity: Hispanic	34% (66)	12% (22)	15% (30)	20% (39)	18% (36)	193
Ethnicity: Afr. Am.	51% (129)	7% (17)	12% (30)	20% (52)	10% (25)	253
Ethnicity: Other	45% (58)	10% (13)	13% (17)	22% (28)	10% (13)	128
Community: Urban	44% (217)	7% (35)	10% (50)	24% (116)	15% (75)	493
Community: Suburban	41% (396)	6% (60)	13% (127)	23% (223)	16% (154)	959
Community: Rural	42% (228)	5% (26)	13% (73)	25% (134)	15% (79)	540
Employ: Private Sector	40% (256)	7% (48)	17% (110)	23% (150)	13% (81)	645
Employ: Government	50% (70)	8% (11)	8% (11)	27% (37)	7% (10)	139
Employ: Self-Employed	47% (82)	7% (12)	16% (28)	20% (34)	10% (18)	173
Employ: Homemaker	40% (64)	6% (9)	15% (25)	20% (32)	20% (32)	162
Employ: Student	30% (21)	12% (8)	13% (9)	30% (22)	15% (11)	71
Employ: Retired	45% (224)	3% (17)	8% (37)	26% (129)	17% (85)	492
Employ: Unemployed	39% (54)	5% (7)	9% (13)	25% (35)	23% (32)	140
Employ: Other	41% (70)	5% (9)	10% (16)	21% (35)	23% (39)	169
Military HH: Yes	44% (175)	6% (25)	10% (41)	24% (95)	15% (57)	394
Military HH: No	42% (666)	6% (95)	13% (209)	24% (378)	16% (250)	1598
RD/WT: Right Direction	39% (316)	7% (57)	14% (111)	26% (211)	15% (124)	819
RD/WT: Wrong Track	45% (525)	5% (63)	12% (139)	22% (263)	16% (183)	1173
Trump Job Approve	39% (337)	6% (55)	14% (120)	27% (233)	14% (119)	863
Trump Job Disapprove	46% (473)	6% (59)	12% (122)	22% (224)	15% (152)	1031
Trump Job Strongly Approve	39% (166)	7% (30)	15% (64)	27% (115)	13% (57)	431
Trump Job Somewhat Approve	39% (171)	6% (25)	13% (56)	27% (118)	14% (62)	432
Trump Job Somewhat Disapprove	41% (102)	11% (29)	9% (24)	23% (58)	16% (39)	252
Trump Job Strongly Disapprove	48% (371)	4% (30)	13% (99)	21% (166)	15% (113)	779

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Table BRD32: Which of the following would you say should be most responsible for protecting the privacy of personal data such as fingerprint or facial recognition?

Demographic	Federal government	State government	Private companies	Individuals	Don't know / No Opinion	Total N
Registered Voters	42% (841)	6% (121)	13% (250)	24% (473)	15% (307)	1992
#1 Issue: Economy	42% (236)	6% (32)	13% (73)	27% (154)	12% (67)	561
#1 Issue: Security	41% (145)	7% (25)	14% (51)	24% (87)	14% (50)	358
#1 Issue: Health Care	49% (163)	5% (17)	7% (24)	21% (71)	18% (59)	334
#1 Issue: Medicare / Social Security	45% (130)	5% (16)	11% (33)	22% (64)	16% (47)	289
#1 Issue: Women's Issues	37% (35)	6% (6)	25% (24)	17% (16)	15% (15)	96
#1 Issue: Education	36% (56)	10% (16)	12% (19)	27% (42)	15% (23)	156
#1 Issue: Energy	44% (36)	6% (5)	19% (15)	15% (13)	16% (13)	82
#1 Issue: Other	35% (40)	4% (5)	9% (10)	23% (27)	29% (34)	116
2016 Vote: Hillary Clinton	48% (340)	7% (46)	13% (95)	20% (144)	11% (81)	706
2016 Vote: Donald Trump	40% (290)	6% (45)	14% (100)	27% (195)	14% (102)	732
2016 Vote: Someone else	38% (65)	4% (7)	9% (15)	28% (48)	22% (38)	173
2016 Vote: Didn't Vote	38% (146)	6% (22)	11% (40)	23% (86)	23% (86)	381
Voted in 2014: Yes	42% (593)	7% (93)	13% (186)	25% (345)	13% (185)	1402
Voted in 2014: No	42% (248)	5% (28)	11% (64)	22% (128)	21% (122)	590
2012 Vote: Barack Obama	49% (412)	6% (53)	12% (101)	21% (179)	12% (101)	847
2012 Vote: Mitt Romney	35% (202)	6% (37)	16% (92)	28% (163)	14% (83)	576
2012 Vote: Other	41% (37)	7% (7)	10% (9)	25% (23)	17% (15)	91
2012 Vote: Didn't Vote	40% (188)	5% (23)	10% (48)	23% (109)	23% (107)	475
4-Region: Northeast	41% (145)	5% (19)	14% (49)	24% (85)	16% (58)	355
4-Region: Midwest	40% (183)	4% (19)	12% (55)	28% (127)	16% (73)	458
4-Region: South	44% (326)	6% (48)	13% (94)	22% (162)	15% (113)	744
4-Region: West	43% (186)	8% (35)	12% (52)	23% (99)	15% (64)	435
Favorable of Trump	38% (304)	6% (51)	15% (115)	27% (213)	14% (110)	793
Unfavorable of Trump	46% (396)	5% (47)	13% (109)	22% (191)	13% (111)	854
Very Favorable of Trump	38% (161)	6% (25)	15% (64)	27% (114)	14% (62)	427
Somewhat Favorable of Trump	39% (142)	7% (25)	14% (51)	27% (100)	13% (48)	367
Somewhat Unfavorable of Trump	47% (135)	6% (17)	10% (30)	22% (63)	14% (40)	284
Very Unfavorable of Trump	46% (262)	5% (30)	14% (79)	23% (129)	12% (71)	570

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Registered Voters	1992	100%
xdemGender	Gender: Male	932	47%
	Gender: Female	1060	53%
	N	1992	
age5	Age: 18-29	355	18%
	Age: 30-44	448	22%
	Age: 45-54	354	18%
	Age: 55-64	371	19%
	Age: 65+	463	23%
	N	1992	
demAgeGeneration	Generation Z: 18-22	109	5%
	Millennial: Age 23-38	492	25%
	Generation X: Age 39-54	521	26%
	Boomers: Age 55-73	750	38%
	N	1871	
xpid3	PID: Dem (no lean)	720	36%
	PID: Ind (no lean)	640	32%
	PID: Rep (no lean)	632	32%
	N	1992	
xpidGender	PID/Gender: Dem Men	307	15%
	PID/Gender: Dem Women	413	21%
	PID/Gender: Ind Men	318	16%
	PID/Gender: Ind Women	322	16%
	PID/Gender: Rep Men	307	15%
	PID/Gender: Rep Women	325	16%
	N	1992	
xdemIdeo3	Ideo: Liberal (1-3)	632	32%
	Ideo: Moderate (4)	463	23%
	Ideo: Conservative (5-7)	697	35%
	N	1791	
xeduc3	Educ: < College	1253	63%
	Educ: Bachelors degree	471	24%
	Educ: Post-grad	268	13%
	N	1992	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1026	52%
	Income: 50k-100k	618	31%
	Income: 100k+	348	17%
	N	1992	
xdemWhite	Ethnicity: White	1611	81%
xdemHispBin	Ethnicity: Hispanic	193	10%
demBlackBin	Ethnicity: Afr. Am.	253	13%
demRaceOther	Ethnicity: Other	128	6%
xdemUsr	Community: Urban	493	25%
	Community: Suburban	959	48%
	Community: Rural	540	27%
	N	1992	
xdemEmploy	Employ: Private Sector	645	32%
	Employ: Government	139	7%
	Employ: Self-Employed	173	9%
	Employ: Homemaker	162	8%
	Employ: Student	71	4%
	Employ: Retired	492	25%
	Employ: Unemployed	140	7%
	Employ: Other	169	8%
	N	1992	
xdemMilHH1	Military HH: Yes	394	20%
	Military HH: No	1598	80%
	N	1992	
xnr1	RD/WT: Right Direction	819	41%
	RD/WT: Wrong Track	1173	59%
	N	1992	
Trump_Approve	Trump Job Approve	863	43%
	Trump Job Disapprove	1031	52%
	N	1894	
Trump_Approve2	Trump Job Strongly Approve	431	22%
	Trump Job Somewhat Approve	432	22%
	Trump Job Somewhat Disapprove	252	13%
	Trump Job Strongly Disapprove	779	39%
	N	1894	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr3	#1 Issue: Economy	561	28%
	#1 Issue: Security	358	18%
	#1 Issue: Health Care	334	17%
	#1 Issue: Medicare / Social Security	289	14%
	#1 Issue: Women's Issues	96	5%
	#1 Issue: Education	156	8%
	#1 Issue: Energy	82	4%
	#1 Issue: Other	116	6%
	N	1992	
xsubVote16O	2016 Vote: Hillary Clinton	706	35%
	2016 Vote: Donald Trump	732	37%
	2016 Vote: Someone else	173	9%
	2016 Vote: Didnt Vote	381	19%
	N	1991	
xsubVote14O	Voted in 2014: Yes	1402	70%
	Voted in 2014: No	590	30%
	N	1992	
xsubVote12O	2012 Vote: Barack Obama	847	43%
	2012 Vote: Mitt Romney	576	29%
	2012 Vote: Other	91	5%
	2012 Vote: Didn't Vote	475	24%
	N	1989	
xreg4	4-Region: Northeast	355	18%
	4-Region: Midwest	458	23%
	4-Region: South	744	37%
	4-Region: West	435	22%
	N	1992	
Trump_Fav	Favorable of Trump	793	40%
	Unfavorable of Trump	854	43%
	N	1647	
Trump_Fav_FULL	Very Favorable of Trump	427	21%
	Somewhat Favorable of Trump	367	18%
	Somewhat Unfavorable of Trump	284	14%
	Very Unfavorable of Trump	570	29%
	N	1647	

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

