



National Tracking Poll #190560
May 31 - June 02, 2019

Crosstabulation Results

Methodology:

This poll was conducted from May 31 - June 02, 2019, among a national sample of 2201 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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Crosstabulation Results by Respondent Demographics

Table HR1_1: *In general, what kind of fan do you consider yourself of the following?
Dystopian movies or TV shows, such as 'The Hunger Games' and 'The Handmaid's Tale'*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	22%	(478)	34%	(741)	45%	(982)	2201
Gender: Male	23%	(249)	37%	(388)	40%	(426)	1062
Gender: Female	20%	(229)	31%	(353)	49%	(556)	1139
Age: 18-29	32%	(146)	38%	(175)	30%	(137)	458
Age: 30-44	27%	(150)	40%	(220)	33%	(185)	555
Age: 45-54	23%	(85)	32%	(118)	44%	(161)	364
Age: 55-64	13%	(51)	33%	(127)	54%	(208)	387
Age: 65+	10%	(45)	23%	(101)	67%	(290)	436
Generation Z: 18-22	32%	(60)	43%	(80)	25%	(47)	186
Millennial: Age 23-38	31%	(193)	36%	(226)	32%	(200)	619
Generation X: Age 39-54	22%	(128)	36%	(208)	41%	(236)	572
Boomers: Age 55-73	12%	(86)	29%	(212)	59%	(431)	729
PID: Dem (no lean)	25%	(206)	36%	(292)	39%	(320)	818
PID: Ind (no lean)	20%	(148)	36%	(269)	44%	(328)	744
PID: Rep (no lean)	19%	(124)	28%	(180)	52%	(334)	639
PID/Gender: Dem Men	26%	(104)	40%	(163)	34%	(137)	404
PID/Gender: Dem Women	25%	(102)	31%	(130)	44%	(183)	414
PID/Gender: Ind Men	21%	(77)	38%	(136)	41%	(146)	359
PID/Gender: Ind Women	18%	(71)	34%	(133)	47%	(181)	385
PID/Gender: Rep Men	23%	(68)	30%	(89)	48%	(142)	299
PID/Gender: Rep Women	17%	(57)	27%	(91)	57%	(192)	340
Ideo: Liberal (1-3)	30%	(202)	38%	(254)	32%	(215)	671
Ideo: Moderate (4)	21%	(106)	34%	(174)	45%	(233)	513
Ideo: Conservative (5-7)	18%	(130)	29%	(206)	53%	(383)	720
Educ: < College	20%	(310)	33%	(506)	46%	(697)	1513
Educ: Bachelors degree	26%	(116)	36%	(158)	38%	(170)	444
Educ: Post-grad	21%	(52)	31%	(77)	47%	(115)	244

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Table HR1_1: *In general, what kind of fan do you consider yourself of the following?
Dystopian movies or TV shows, such as 'The Hunger Games' and 'The Handmaid's Tale'*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	22%	(478)	34%	(741)	45%	(982)	2201
Income: Under 50k	22%	(289)	34%	(443)	45%	(587)	1319
Income: 50k-100k	20%	(119)	35%	(213)	46%	(277)	609
Income: 100k+	26%	(71)	31%	(86)	43%	(118)	274
Ethnicity: White	21%	(362)	33%	(576)	46%	(784)	1722
Ethnicity: Hispanic	30%	(104)	36%	(125)	34%	(120)	350
Ethnicity: Afr. Am.	26%	(71)	27%	(74)	47%	(129)	274
Ethnicity: Other	22%	(45)	45%	(91)	33%	(68)	204
All Christian	18%	(170)	31%	(296)	52%	(500)	967
All Non-Christian	30%	(24)	30%	(24)	40%	(33)	81
Atheist	34%	(30)	31%	(28)	35%	(31)	89
Agnostic/Nothing in particular	24%	(253)	37%	(393)	39%	(418)	1064
Religious Non-Protestant/Catholic	29%	(30)	31%	(32)	40%	(42)	105
Evangelical	20%	(116)	29%	(166)	51%	(294)	577
Non-Evangelical	19%	(154)	33%	(269)	48%	(385)	808
Community: Urban	22%	(130)	35%	(202)	42%	(245)	578
Community: Suburban	23%	(231)	33%	(328)	43%	(427)	986
Community: Rural	18%	(117)	33%	(211)	49%	(310)	637
Employ: Private Sector	25%	(157)	39%	(248)	37%	(235)	639
Employ: Government	30%	(43)	37%	(54)	33%	(47)	144
Employ: Self-Employed	26%	(44)	36%	(60)	38%	(64)	168
Employ: Homemaker	21%	(38)	33%	(60)	47%	(86)	185
Employ: Student	39%	(38)	40%	(39)	21%	(21)	98
Employ: Retired	13%	(63)	25%	(124)	62%	(307)	494
Employ: Unemployed	19%	(49)	33%	(87)	48%	(126)	261
Employ: Other	22%	(47)	32%	(68)	46%	(96)	211
Military HH: Yes	23%	(80)	32%	(108)	45%	(153)	341
Military HH: No	21%	(398)	34%	(633)	45%	(829)	1860
RD/WT: Right Direction	20%	(166)	32%	(270)	48%	(397)	832
RD/WT: Wrong Track	23%	(312)	34%	(471)	43%	(585)	1369
Trump Job Approve	20%	(175)	30%	(269)	50%	(446)	890
Trump Job Disapprove	24%	(287)	36%	(417)	40%	(468)	1172

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Table HR1_1: *In general, what kind of fan do you consider yourself of the following? Dystopian movies or TV shows, such as 'The Hunger Games' and 'The Handmaid's Tale'*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	22%	(478)	34%	(741)	45%	(982)	2201
Trump Job Strongly Approve	20%	(97)	28%	(135)	52%	(249)	482
Trump Job Somewhat Approve	19%	(77)	33%	(133)	48%	(197)	408
Trump Job Somewhat Disapprove	26%	(68)	37%	(98)	37%	(96)	262
Trump Job Strongly Disapprove	24%	(219)	35%	(320)	41%	(371)	910
Favorable of Trump	19%	(167)	30%	(257)	51%	(447)	870
Unfavorable of Trump	24%	(287)	36%	(425)	40%	(468)	1181
Very Favorable of Trump	18%	(93)	30%	(148)	52%	(260)	502
Somewhat Favorable of Trump	20%	(74)	29%	(108)	51%	(186)	369
Somewhat Unfavorable of Trump	24%	(45)	37%	(71)	39%	(74)	190
Very Unfavorable of Trump	24%	(242)	36%	(354)	40%	(394)	991
#1 Issue: Economy	21%	(109)	38%	(201)	42%	(221)	530
#1 Issue: Security	20%	(88)	27%	(116)	52%	(225)	429
#1 Issue: Health Care	28%	(103)	34%	(126)	38%	(138)	367
#1 Issue: Medicare / Social Security	11%	(39)	29%	(101)	59%	(203)	343
#1 Issue: Women's Issues	30%	(54)	38%	(67)	32%	(58)	178
#1 Issue: Education	27%	(35)	41%	(54)	31%	(40)	130
#1 Issue: Energy	34%	(38)	40%	(45)	26%	(29)	112
#1 Issue: Other	11%	(12)	29%	(32)	60%	(68)	112
2018 House Vote: Democrat	25%	(198)	36%	(286)	39%	(314)	798
2018 House Vote: Republican	19%	(127)	28%	(187)	53%	(355)	669
2018 House Vote: Someone else	24%	(28)	38%	(45)	38%	(44)	118
2018 House Vote: Didnt Vote	20%	(124)	36%	(221)	44%	(267)	612
2016 Vote: Hillary Clinton	23%	(160)	37%	(256)	40%	(280)	696
2016 Vote: Donald Trump	17%	(115)	27%	(184)	56%	(387)	685
2016 Vote: Someone else	27%	(45)	32%	(53)	40%	(67)	166
2016 Vote: Didnt Vote	24%	(155)	38%	(248)	37%	(241)	644
Voted in 2014: Yes	20%	(275)	32%	(429)	48%	(652)	1356
Voted in 2014: No	24%	(203)	37%	(312)	39%	(330)	845

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Table HR1_1: *In general, what kind of fan do you consider yourself of the following?
Dystopian movies or TV shows, such as 'The Hunger Games' and 'The Handmaid's Tale'*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	22%	(478)	34%	(741)	45%	(982)	2201
2012 Vote: Barack Obama	21%	(172)	36%	(295)	43%	(350)	816
2012 Vote: Mitt Romney	19%	(98)	25%	(128)	55%	(278)	503
2012 Vote: Other	12%	(13)	32%	(33)	56%	(59)	105
2012 Vote: Didn't Vote	25%	(196)	37%	(285)	38%	(291)	772
4-Region: Northeast	21%	(82)	33%	(132)	46%	(181)	394
4-Region: Midwest	20%	(93)	34%	(158)	46%	(211)	462
4-Region: South	21%	(175)	32%	(267)	46%	(383)	825
4-Region: West	25%	(129)	35%	(184)	40%	(207)	520
Watch TV: Every day	26%	(296)	33%	(372)	41%	(463)	1131
Watch TV: Several times per week	21%	(97)	38%	(171)	41%	(184)	452
Watch TV: About once per week	20%	(33)	30%	(50)	50%	(82)	166
Watch TV: Several times per month	15%	(16)	47%	(51)	38%	(41)	108
Watch TV: About once per month	16%	(9)	33%	(18)	50%	(28)	55
Watch TV: Less often than once per month	10%	(10)	39%	(38)	51%	(49)	97
Watch TV: Never	9%	(17)	21%	(40)	70%	(135)	191
Watch Movies: Every day	32%	(130)	33%	(136)	34%	(139)	404
Watch Movies: Several times per week	31%	(187)	39%	(232)	30%	(177)	596
Watch Movies: About once per week	16%	(60)	38%	(140)	46%	(171)	372
Watch Movies: Several times per month	17%	(43)	38%	(99)	45%	(118)	260
Watch Movies: About once per month	14%	(22)	30%	(48)	56%	(90)	160
Watch Movies: Less often than once per month	7%	(16)	26%	(57)	67%	(149)	222
Watch Movies: Never	10%	(19)	16%	(30)	74%	(138)	187
Watch Sporting Events: Every day	27%	(44)	37%	(61)	36%	(59)	165
Watch Sporting Events: Several times per week	24%	(81)	41%	(139)	36%	(122)	342
Watch Sporting Events: About once per week	31%	(80)	33%	(84)	36%	(93)	257
Watch Sporting Events: Several times per month	26%	(49)	32%	(60)	42%	(79)	188
Watch Sporting Events: About once per month	24%	(33)	38%	(52)	39%	(53)	138
Watch Sporting Events: Less often than once per month	17%	(58)	36%	(121)	47%	(159)	339
Watch Sporting Events: Never	17%	(133)	29%	(223)	54%	(416)	772

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Table HR1_1: *In general, what kind of fan do you consider yourself of the following? Dystopian movies or TV shows, such as 'The Hunger Games' and 'The Handmaid's Tale'*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	22%	(478)	34%	(741)	45%	(982)	2201
Cable TV: Currently subscribe	20%	(208)	35%	(352)	45%	(458)	1018
Cable TV: Subscribed in past	27%	(206)	34%	(257)	39%	(297)	760
Cable TV: Never subscribed	15%	(64)	31%	(133)	54%	(227)	423
Satellite TV: Currently subscribe	24%	(112)	35%	(162)	42%	(196)	470
Satellite TV: Subscribed in past	26%	(150)	34%	(200)	40%	(231)	580
Satellite TV: Never subscribed	19%	(217)	33%	(379)	48%	(555)	1152
Streaming Services: Currently subscribe	28%	(361)	38%	(493)	34%	(437)	1292
Streaming Services: Subscribed in past	24%	(52)	33%	(71)	44%	(95)	218
Streaming Services: Never subscribed	9%	(65)	26%	(176)	65%	(450)	691
Film: An avid fan	37%	(289)	37%	(291)	26%	(207)	787
Film: A casual fan	15%	(167)	35%	(396)	51%	(578)	1142
Film: Not a fan	8%	(22)	20%	(54)	72%	(196)	272
Television: An avid fan	29%	(306)	34%	(357)	36%	(376)	1039
Television: A casual fan	15%	(152)	35%	(345)	50%	(499)	995
Television: Not a fan	12%	(20)	24%	(39)	64%	(107)	167
Music: An avid fan	29%	(326)	35%	(385)	36%	(397)	1109
Music: A casual fan	14%	(140)	34%	(333)	52%	(503)	975
Music: Not a fan	10%	(12)	20%	(23)	70%	(82)	117
Fashion: An avid fan	30%	(90)	33%	(98)	37%	(111)	300
Fashion: A casual fan	25%	(231)	37%	(350)	38%	(356)	937
Fashion: Not a fan	16%	(157)	30%	(293)	53%	(515)	964

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

Table HR1_2: *In general, what kind of fan do you consider yourself of the following?
Utopian movies or TV shows, such as 'The Orville' and 'Star Trek'*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	18%	(400)	37%	(818)	45%	(983)	2201
Gender: Male	25%	(263)	44%	(468)	31%	(331)	1062
Gender: Female	12%	(137)	31%	(350)	57%	(652)	1139
Age: 18-29	15%	(70)	36%	(166)	49%	(223)	458
Age: 30-44	18%	(97)	37%	(206)	45%	(251)	555
Age: 45-54	19%	(68)	36%	(131)	45%	(165)	364
Age: 55-64	24%	(91)	39%	(149)	38%	(146)	387
Age: 65+	17%	(73)	38%	(166)	45%	(198)	436
Generation Z: 18-22	14%	(26)	36%	(68)	49%	(92)	186
Millennial: Age 23-38	16%	(96)	38%	(238)	46%	(285)	619
Generation X: Age 39-54	20%	(113)	34%	(197)	46%	(262)	572
Boomers: Age 55-73	22%	(157)	37%	(273)	41%	(300)	729
PID: Dem (no lean)	19%	(156)	37%	(305)	44%	(357)	818
PID: Ind (no lean)	19%	(143)	37%	(277)	44%	(325)	744
PID: Rep (no lean)	16%	(100)	37%	(236)	47%	(302)	639
PID/Gender: Dem Men	27%	(107)	44%	(178)	29%	(119)	404
PID/Gender: Dem Women	12%	(49)	31%	(127)	58%	(238)	414
PID/Gender: Ind Men	25%	(88)	44%	(157)	32%	(114)	359
PID/Gender: Ind Women	14%	(54)	31%	(120)	55%	(211)	385
PID/Gender: Rep Men	22%	(67)	45%	(133)	33%	(99)	299
PID/Gender: Rep Women	10%	(34)	30%	(103)	60%	(203)	340
Ideo: Liberal (1-3)	22%	(148)	40%	(272)	37%	(251)	671
Ideo: Moderate (4)	20%	(105)	40%	(204)	40%	(204)	513
Ideo: Conservative (5-7)	16%	(116)	37%	(268)	47%	(335)	720
Educ: < College	16%	(246)	37%	(553)	47%	(714)	1513
Educ: Bachelors degree	22%	(99)	39%	(173)	39%	(172)	444
Educ: Post-grad	22%	(55)	38%	(92)	40%	(97)	244

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Table HR1_2: *In general, what kind of fan do you consider yourself of the following?
Utopian movies or TV shows, such as 'The Orville' and 'Star Trek'*

Demographic	An avid fan		A casual fan		Not a fan	Total N
Adults	18%	(400)	37%	(818)	45% (983)	2201
Income: Under 50k	18%	(232)	36%	(472)	47% (614)	1319
Income: 50k-100k	18%	(111)	40%	(243)	42% (255)	609
Income: 100k+	21%	(56)	38%	(103)	42% (114)	274
Ethnicity: White	18%	(318)	38%	(650)	44% (754)	1722
Ethnicity: Hispanic	17%	(61)	38%	(133)	44% (155)	350
Ethnicity: Afr. Am.	19%	(52)	32%	(89)	49% (134)	274
Ethnicity: Other	15%	(30)	39%	(79)	47% (95)	204
All Christian	18%	(170)	39%	(376)	43% (420)	967
All Non-Christian	25%	(20)	32%	(26)	43% (35)	81
Atheist	20%	(18)	41%	(37)	38% (34)	89
Agnostic/Nothing in particular	18%	(191)	36%	(379)	46% (494)	1064
Religious Non-Protestant/Catholic	22%	(23)	35%	(37)	43% (45)	105
Evangelical	17%	(100)	35%	(199)	48% (278)	577
Non-Evangelical	16%	(131)	40%	(325)	44% (353)	808
Community: Urban	18%	(105)	38%	(220)	44% (254)	578
Community: Suburban	19%	(188)	37%	(367)	44% (430)	986
Community: Rural	17%	(107)	36%	(231)	47% (300)	637
Employ: Private Sector	19%	(123)	40%	(254)	41% (263)	639
Employ: Government	22%	(31)	34%	(50)	44% (63)	144
Employ: Self-Employed	22%	(37)	43%	(72)	35% (59)	168
Employ: Homemaker	14%	(25)	31%	(58)	55% (102)	185
Employ: Student	15%	(15)	37%	(37)	47% (46)	98
Employ: Retired	20%	(98)	37%	(184)	43% (212)	494
Employ: Unemployed	12%	(31)	38%	(98)	51% (132)	261
Employ: Other	19%	(39)	31%	(66)	50% (106)	211
Military HH: Yes	21%	(72)	41%	(140)	38% (129)	341
Military HH: No	18%	(327)	36%	(678)	46% (854)	1860
RD/WT: Right Direction	16%	(135)	40%	(332)	44% (365)	832
RD/WT: Wrong Track	19%	(264)	36%	(486)	45% (618)	1369
Trump Job Approve	17%	(153)	39%	(344)	44% (392)	890
Trump Job Disapprove	19%	(224)	37%	(435)	44% (513)	1172

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Table HR1_2: In general, what kind of fan do you consider yourself of the following?
Utopian movies or TV shows, such as 'The Orville' and 'Star Trek'

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	18%	(400)	37%	(818)	45%	(983)	2201
Trump Job Strongly Approve	17%	(83)	38%	(184)	45%	(215)	482
Trump Job Somewhat Approve	17%	(70)	39%	(160)	43%	(177)	408
Trump Job Somewhat Disapprove	16%	(41)	42%	(109)	43%	(112)	262
Trump Job Strongly Disapprove	20%	(183)	36%	(326)	44%	(402)	910
Favorable of Trump	17%	(145)	38%	(330)	45%	(396)	870
Unfavorable of Trump	20%	(234)	37%	(435)	43%	(511)	1181
Very Favorable of Trump	17%	(88)	37%	(183)	46%	(231)	502
Somewhat Favorable of Trump	16%	(57)	40%	(146)	45%	(165)	369
Somewhat Unfavorable of Trump	16%	(31)	42%	(80)	42%	(79)	190
Very Unfavorable of Trump	21%	(204)	36%	(355)	44%	(432)	991
#1 Issue: Economy	17%	(90)	37%	(198)	46%	(242)	530
#1 Issue: Security	20%	(84)	36%	(155)	44%	(190)	429
#1 Issue: Health Care	19%	(70)	39%	(144)	42%	(154)	367
#1 Issue: Medicare / Social Security	20%	(69)	35%	(119)	45%	(154)	343
#1 Issue: Women's Issues	14%	(25)	37%	(66)	49%	(87)	178
#1 Issue: Education	11%	(15)	40%	(51)	49%	(64)	130
#1 Issue: Energy	30%	(34)	36%	(41)	33%	(37)	112
#1 Issue: Other	12%	(13)	39%	(44)	49%	(55)	112
2018 House Vote: Democrat	22%	(173)	38%	(303)	40%	(322)	798
2018 House Vote: Republican	18%	(121)	37%	(251)	44%	(297)	669
2018 House Vote: Someone else	28%	(33)	35%	(41)	37%	(44)	118
2018 House Vote: Didnt Vote	12%	(72)	36%	(220)	52%	(320)	612
2016 Vote: Hillary Clinton	22%	(152)	39%	(270)	39%	(275)	696
2016 Vote: Donald Trump	17%	(114)	37%	(250)	47%	(321)	685
2016 Vote: Someone else	27%	(44)	33%	(55)	40%	(67)	166
2016 Vote: Didnt Vote	13%	(86)	38%	(242)	49%	(316)	644
Voted in 2014: Yes	21%	(286)	37%	(505)	42%	(565)	1356
Voted in 2014: No	13%	(114)	37%	(313)	49%	(418)	845

Continued on next page

Table HR1_2: In general, what kind of fan do you consider yourself of the following?
Utopian movies or TV shows, such as 'The Orville' and 'Star Trek'

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	18%	(400)	37%	(818)	45%	(983)	2201
2012 Vote: Barack Obama	22%	(181)	37%	(306)	40%	(329)	816
2012 Vote: Mitt Romney	18%	(92)	38%	(191)	44%	(220)	503
2012 Vote: Other	25%	(27)	31%	(33)	44%	(46)	105
2012 Vote: Didn't Vote	13%	(98)	37%	(287)	50%	(387)	772
4-Region: Northeast	17%	(69)	35%	(139)	47%	(186)	394
4-Region: Midwest	18%	(82)	36%	(168)	46%	(212)	462
4-Region: South	20%	(161)	37%	(305)	43%	(358)	825
4-Region: West	17%	(87)	39%	(205)	44%	(228)	520
Watch TV: Every day	21%	(237)	37%	(419)	42%	(475)	1131
Watch TV: Several times per week	17%	(79)	41%	(183)	42%	(190)	452
Watch TV: About once per week	18%	(29)	35%	(59)	47%	(78)	166
Watch TV: Several times per month	19%	(20)	44%	(47)	38%	(41)	108
Watch TV: About once per month	12%	(7)	42%	(23)	46%	(25)	55
Watch TV: Less often than once per month	11%	(11)	49%	(47)	40%	(39)	97
Watch TV: Never	9%	(16)	21%	(39)	71%	(135)	191
Watch Movies: Every day	26%	(106)	36%	(147)	37%	(152)	404
Watch Movies: Several times per week	20%	(119)	46%	(275)	34%	(202)	596
Watch Movies: About once per week	17%	(63)	38%	(143)	45%	(166)	372
Watch Movies: Several times per month	17%	(46)	38%	(100)	44%	(115)	260
Watch Movies: About once per month	15%	(25)	28%	(45)	57%	(91)	160
Watch Movies: Less often than once per month	12%	(26)	30%	(66)	58%	(129)	222
Watch Movies: Never	8%	(15)	23%	(43)	69%	(129)	187
Watch Sporting Events: Every day	21%	(35)	42%	(70)	36%	(60)	165
Watch Sporting Events: Several times per week	23%	(77)	42%	(144)	35%	(121)	342
Watch Sporting Events: About once per week	23%	(60)	40%	(102)	37%	(95)	257
Watch Sporting Events: Several times per month	19%	(35)	48%	(90)	33%	(63)	188
Watch Sporting Events: About once per month	12%	(16)	44%	(61)	44%	(61)	138
Watch Sporting Events: Less often than once per month	17%	(59)	36%	(122)	47%	(158)	339
Watch Sporting Events: Never	15%	(118)	30%	(229)	55%	(426)	772

Continued on next page

Table HR1_2: In general, what kind of fan do you consider yourself of the following?
Utopian movies or TV shows, such as 'The Orville' and 'Star Trek'

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	18%	(400)	37%	(818)	45%	(983)	2201
Cable TV: Currently subscribe	18%	(183)	37%	(374)	45%	(461)	1018
Cable TV: Subscribed in past	21%	(158)	41%	(309)	39%	(292)	760
Cable TV: Never subscribed	14%	(58)	32%	(135)	54%	(230)	423
Satellite TV: Currently subscribe	18%	(87)	40%	(188)	41%	(195)	470
Satellite TV: Subscribed in past	19%	(110)	40%	(233)	41%	(237)	580
Satellite TV: Never subscribed	18%	(202)	34%	(397)	48%	(552)	1152
Streaming Services: Currently subscribe	20%	(253)	42%	(543)	38%	(496)	1292
Streaming Services: Subscribed in past	22%	(48)	33%	(71)	46%	(99)	218
Streaming Services: Never subscribed	14%	(99)	30%	(205)	56%	(388)	691
Film: An avid fan	29%	(228)	41%	(326)	30%	(233)	787
Film: A casual fan	14%	(160)	38%	(438)	48%	(545)	1142
Film: Not a fan	4%	(12)	20%	(55)	76%	(206)	272
Television: An avid fan	24%	(248)	37%	(387)	39%	(404)	1039
Television: A casual fan	14%	(138)	38%	(378)	48%	(480)	995
Television: Not a fan	9%	(14)	32%	(53)	60%	(99)	167
Music: An avid fan	21%	(236)	37%	(414)	41%	(458)	1109
Music: A casual fan	15%	(150)	38%	(369)	47%	(457)	975
Music: Not a fan	12%	(13)	30%	(35)	59%	(69)	117
Fashion: An avid fan	16%	(48)	37%	(112)	47%	(140)	300
Fashion: A casual fan	18%	(167)	37%	(348)	45%	(422)	937
Fashion: Not a fan	19%	(185)	37%	(358)	44%	(421)	964

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

Table HR2_1: Do you have a favorable or unfavorable impression of the following movie or TV show genres?
Action/Adventure

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	48% (1052)	38% (846)	6% (129)	3% (59)	5% (117)	2201
Gender: Male	56% (597)	36% (379)	3% (34)	1% (16)	3% (37)	1062
Gender: Female	40% (455)	41% (467)	8% (94)	4% (43)	7% (80)	1139
Age: 18-29	54% (249)	32% (145)	7% (31)	2% (9)	5% (25)	458
Age: 30-44	49% (271)	38% (212)	5% (29)	2% (11)	6% (31)	555
Age: 45-54	45% (163)	41% (150)	5% (19)	2% (8)	6% (24)	364
Age: 55-64	50% (194)	39% (150)	4% (16)	4% (17)	2% (9)	387
Age: 65+	40% (175)	43% (188)	8% (33)	3% (13)	6% (27)	436
Generation Z: 18-22	54% (101)	32% (59)	7% (14)	1% (3)	5% (10)	186
Millennial: Age 23-38	53% (328)	33% (205)	6% (37)	2% (15)	6% (35)	619
Generation X: Age 39-54	44% (254)	43% (244)	5% (28)	2% (11)	6% (35)	572
Boomers: Age 55-73	46% (339)	40% (293)	6% (41)	4% (27)	4% (29)	729
PID: Dem (no lean)	50% (407)	37% (299)	7% (59)	3% (24)	4% (29)	818
PID: Ind (no lean)	46% (342)	38% (283)	6% (44)	3% (22)	7% (54)	744
PID: Rep (no lean)	47% (302)	41% (263)	4% (26)	2% (13)	5% (34)	639
PID/Gender: Dem Men	55% (224)	36% (144)	5% (22)	2% (10)	1% (5)	404
PID/Gender: Dem Women	44% (183)	38% (155)	9% (37)	3% (14)	6% (24)	414
PID/Gender: Ind Men	55% (199)	35% (125)	3% (11)	1% (5)	5% (19)	359
PID/Gender: Ind Women	37% (143)	41% (157)	9% (33)	5% (17)	9% (34)	385
PID/Gender: Rep Men	58% (174)	37% (109)	1% (2)	— (1)	4% (13)	299
PID/Gender: Rep Women	38% (128)	45% (154)	7% (24)	3% (12)	6% (21)	340
Ideo: Liberal (1-3)	47% (314)	39% (259)	8% (56)	3% (19)	3% (23)	671
Ideo: Moderate (4)	52% (266)	34% (174)	5% (28)	3% (17)	6% (29)	513
Ideo: Conservative (5-7)	46% (334)	43% (309)	4% (29)	2% (17)	4% (30)	720
Educ: < College	49% (739)	37% (554)	6% (89)	2% (35)	6% (96)	1513
Educ: Bachelors degree	49% (220)	39% (173)	5% (23)	3% (14)	3% (13)	444
Educ: Post-grad	38% (93)	48% (118)	7% (17)	4% (9)	3% (8)	244

Continued on next page

Table HR2_1: Do you have a favorable or unfavorable impression of the following movie or TV show genres?*Action/Adventure*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	48% (1052)	38% (846)	6% (129)	3% (59)	5% (117)	2201
Income: Under 50k	49% (640)	37% (493)	5% (67)	2% (32)	7% (86)	1319
Income: 50k-100k	47% (289)	39% (238)	7% (44)	3% (17)	3% (21)	609
Income: 100k+	45% (123)	42% (115)	6% (18)	3% (9)	4% (10)	274
Ethnicity: White	46% (794)	40% (692)	6% (99)	3% (48)	5% (89)	1722
Ethnicity: Hispanic	54% (190)	29% (100)	6% (22)	4% (15)	7% (23)	350
Ethnicity: Afr. Am.	57% (157)	34% (93)	4% (12)	1% (4)	3% (9)	274
Ethnicity: Other	49% (100)	30% (61)	9% (18)	4% (8)	9% (19)	204
All Christian	47% (450)	41% (395)	5% (48)	2% (23)	5% (51)	967
All Non-Christian	39% (32)	40% (33)	9% (7)	8% (7)	3% (3)	81
Atheist	38% (34)	40% (36)	8% (7)	3% (3)	10% (9)	89
Agnostic/Nothing in particular	50% (535)	36% (382)	6% (66)	2% (27)	5% (55)	1064
Religious Non-Protestant/Catholic	40% (42)	40% (42)	8% (9)	6% (7)	5% (5)	105
Evangelical	49% (282)	39% (222)	6% (32)	2% (11)	5% (30)	577
Non-Evangelical	47% (382)	41% (333)	5% (37)	2% (17)	5% (40)	808
Community: Urban	48% (279)	38% (217)	5% (30)	3% (17)	6% (35)	578
Community: Suburban	49% (480)	37% (362)	7% (70)	3% (30)	4% (44)	986
Community: Rural	46% (293)	42% (266)	4% (28)	2% (11)	6% (38)	637
Employ: Private Sector	51% (326)	37% (239)	5% (34)	3% (19)	3% (20)	639
Employ: Government	51% (73)	36% (53)	4% (5)	1% (2)	8% (12)	144
Employ: Self-Employed	47% (79)	39% (65)	5% (9)	3% (4)	7% (12)	168
Employ: Homemaker	44% (81)	40% (74)	6% (11)	2% (4)	8% (14)	185
Employ: Student	58% (57)	33% (32)	6% (6)	3% (3)	— (0)	98
Employ: Retired	44% (217)	41% (201)	6% (31)	3% (15)	6% (30)	494
Employ: Unemployed	47% (122)	37% (97)	8% (20)	3% (8)	5% (14)	261
Employ: Other	46% (97)	40% (84)	6% (12)	2% (4)	7% (14)	211
Military HH: Yes	53% (181)	35% (120)	6% (19)	2% (7)	4% (13)	341
Military HH: No	47% (870)	39% (725)	6% (110)	3% (51)	6% (103)	1860
RD/WT: Right Direction	49% (405)	39% (324)	4% (37)	2% (15)	6% (50)	832
RD/WT: Wrong Track	47% (647)	38% (521)	7% (91)	3% (43)	5% (66)	1369

Continued on next page

Table HR2_1: Do you have a favorable or unfavorable impression of the following movie or TV show genres?

Action/Adventure

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	48% (1052)	38% (846)	6% (129)	3% (59)	5% (117)	2201
Trump Job Approve	48% (431)	40% (356)	5% (42)	2% (15)	5% (46)	890
Trump Job Disapprove	49% (575)	38% (444)	7% (78)	3% (39)	3% (36)	1172
Trump Job Strongly Approve	50% (242)	39% (186)	5% (22)	2% (10)	5% (22)	482
Trump Job Somewhat Approve	46% (189)	42% (170)	5% (19)	1% (5)	6% (24)	408
Trump Job Somewhat Disapprove	50% (132)	40% (103)	7% (18)	1% (3)	2% (6)	262
Trump Job Strongly Disapprove	49% (443)	37% (340)	7% (60)	4% (37)	3% (30)	910
Favorable of Trump	49% (424)	40% (351)	4% (39)	2% (13)	5% (43)	870
Unfavorable of Trump	49% (578)	38% (447)	7% (77)	3% (41)	3% (37)	1181
Very Favorable of Trump	51% (256)	39% (198)	4% (18)	2% (11)	4% (19)	502
Somewhat Favorable of Trump	46% (169)	41% (153)	6% (21)	1% (2)	7% (24)	369
Somewhat Unfavorable of Trump	50% (95)	40% (76)	4% (8)	2% (3)	4% (8)	190
Very Unfavorable of Trump	49% (483)	37% (371)	7% (69)	4% (38)	3% (30)	991
#1 Issue: Economy	51% (269)	39% (207)	6% (29)	1% (3)	4% (22)	530
#1 Issue: Security	49% (210)	38% (163)	5% (23)	3% (13)	5% (20)	429
#1 Issue: Health Care	49% (180)	37% (135)	7% (24)	3% (12)	4% (16)	367
#1 Issue: Medicare / Social Security	48% (165)	38% (130)	5% (18)	3% (9)	6% (21)	343
#1 Issue: Women's Issues	38% (68)	45% (80)	6% (11)	6% (11)	4% (8)	178
#1 Issue: Education	52% (67)	34% (45)	6% (8)	2% (2)	6% (8)	130
#1 Issue: Energy	47% (53)	35% (39)	11% (12)	2% (2)	5% (5)	112
#1 Issue: Other	35% (39)	42% (47)	3% (4)	5% (6)	14% (16)	112
2018 House Vote: Democrat	48% (381)	39% (308)	7% (54)	4% (31)	3% (25)	798
2018 House Vote: Republican	49% (329)	40% (268)	4% (29)	2% (13)	4% (29)	669
2018 House Vote: Someone else	45% (53)	35% (41)	6% (7)	6% (7)	8% (9)	118
2018 House Vote: Didnt Vote	47% (286)	37% (227)	6% (38)	1% (8)	9% (54)	612
2016 Vote: Hillary Clinton	48% (333)	41% (286)	6% (39)	3% (20)	3% (18)	696
2016 Vote: Donald Trump	49% (336)	39% (271)	5% (31)	2% (16)	5% (31)	685
2016 Vote: Someone else	45% (75)	33% (54)	8% (13)	9% (14)	6% (9)	166
2016 Vote: Didnt Vote	47% (300)	36% (234)	7% (45)	1% (8)	9% (57)	644
Voted in 2014: Yes	48% (647)	39% (532)	6% (80)	3% (42)	4% (55)	1356
Voted in 2014: No	48% (405)	37% (313)	6% (48)	2% (17)	7% (61)	845

Continued on next page

Table HR2_1: Do you have a favorable or unfavorable impression of the following movie or TV show genres?*Action/Adventure*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	48% (1052)	38% (846)	6% (129)	3% (59)	5% (117)	2201
2012 Vote: Barack Obama	48% (393)	39% (317)	7% (54)	4% (30)	3% (22)	816
2012 Vote: Mitt Romney	46% (232)	42% (210)	6% (31)	2% (8)	5% (23)	503
2012 Vote: Other	49% (52)	37% (39)	3% (3)	4% (4)	8% (8)	105
2012 Vote: Didn't Vote	48% (373)	36% (277)	5% (41)	2% (17)	8% (63)	772
4-Region: Northeast	49% (192)	41% (161)	5% (18)	2% (9)	3% (13)	394
4-Region: Midwest	45% (207)	41% (189)	6% (27)	3% (13)	6% (26)	462
4-Region: South	49% (404)	38% (317)	6% (47)	2% (15)	5% (41)	825
4-Region: West	48% (248)	34% (177)	7% (36)	4% (22)	7% (36)	520
Watch TV: Every day	54% (615)	34% (387)	6% (69)	3% (29)	3% (32)	1131
Watch TV: Several times per week	48% (217)	42% (191)	5% (21)	2% (10)	3% (14)	452
Watch TV: About once per week	40% (66)	49% (80)	6% (10)	2% (4)	4% (6)	166
Watch TV: Several times per month	43% (47)	35% (38)	9% (10)	4% (4)	9% (10)	108
Watch TV: About once per month	36% (20)	43% (24)	10% (5)	1% (0)	11% (6)	55
Watch TV: Less often than once per month	25% (24)	59% (58)	7% (6)	4% (4)	5% (5)	97
Watch TV: Never	33% (63)	36% (68)	4% (8)	4% (8)	23% (44)	191
Watch Movies: Every day	69% (278)	24% (99)	4% (14)	2% (10)	1% (4)	404
Watch Movies: Several times per week	61% (363)	30% (181)	5% (32)	2% (10)	2% (10)	596
Watch Movies: About once per week	41% (151)	49% (181)	6% (24)	2% (9)	2% (8)	372
Watch Movies: Several times per month	40% (104)	46% (120)	8% (20)	2% (5)	4% (11)	260
Watch Movies: About once per month	31% (50)	51% (81)	5% (8)	5% (8)	8% (13)	160
Watch Movies: Less often than once per month	26% (59)	52% (116)	8% (19)	5% (10)	8% (19)	222
Watch Movies: Never	25% (47)	36% (68)	6% (12)	4% (7)	28% (53)	187
Watch Sporting Events: Every day	64% (106)	27% (44)	5% (8)	— (0)	4% (7)	165
Watch Sporting Events: Several times per week	56% (191)	37% (127)	4% (14)	1% (3)	2% (7)	342
Watch Sporting Events: About once per week	52% (134)	39% (100)	6% (14)	2% (4)	2% (5)	257
Watch Sporting Events: Several times per month	58% (109)	30% (56)	6% (11)	2% (3)	5% (9)	188
Watch Sporting Events: About once per month	51% (71)	37% (51)	4% (6)	6% (8)	2% (3)	138
Watch Sporting Events: Less often than once per month	43% (144)	45% (151)	4% (14)	2% (5)	7% (24)	339
Watch Sporting Events: Never	38% (297)	41% (317)	8% (62)	5% (35)	8% (62)	772

Continued on next page

Table HR2_1: Do you have a favorable or unfavorable impression of the following movie or TV show genres?

Action/Adventure

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	48% (1052)	38% (846)	6% (129)	3% (59)	5% (117)	2201
Cable TV: Currently subscribe	48% (494)	39% (396)	7% (69)	2% (19)	4% (40)	1018
Cable TV: Subscribed in past	48% (364)	41% (312)	5% (40)	2% (13)	4% (31)	760
Cable TV: Never subscribed	46% (194)	32% (137)	5% (20)	6% (27)	11% (45)	423
Satellite TV: Currently subscribe	50% (235)	41% (193)	4% (20)	2% (7)	3% (13)	470
Satellite TV: Subscribed in past	52% (300)	38% (217)	5% (32)	1% (7)	4% (24)	580
Satellite TV: Never subscribed	45% (517)	38% (435)	7% (76)	4% (45)	7% (79)	1152
Streaming Services: Currently subscribe	54% (701)	36% (467)	5% (62)	2% (29)	2% (32)	1292
Streaming Services: Subscribed in past	37% (80)	46% (100)	8% (18)	2% (5)	7% (15)	218
Streaming Services: Never subscribed	39% (270)	40% (279)	7% (49)	4% (24)	10% (69)	691
Film: An avid fan	67% (526)	28% (218)	3% (23)	1% (8)	2% (12)	787
Film: A casual fan	40% (451)	47% (533)	8% (86)	3% (32)	3% (40)	1142
Film: Not a fan	27% (75)	35% (95)	7% (19)	7% (19)	24% (64)	272
Television: An avid fan	61% (631)	32% (332)	4% (44)	1% (15)	2% (17)	1039
Television: A casual fan	38% (378)	46% (459)	7% (74)	2% (25)	6% (60)	995
Television: Not a fan	25% (42)	33% (55)	7% (11)	11% (19)	24% (40)	167
Music: An avid fan	57% (635)	32% (360)	5% (56)	2% (24)	3% (34)	1109
Music: A casual fan	39% (382)	45% (442)	7% (67)	3% (33)	5% (51)	975
Music: Not a fan	30% (34)	38% (44)	4% (5)	2% (2)	27% (31)	117
Fashion: An avid fan	64% (191)	28% (83)	5% (14)	2% (5)	2% (6)	300
Fashion: A casual fan	49% (454)	39% (362)	7% (63)	3% (24)	4% (33)	937
Fashion: Not a fan	42% (406)	42% (400)	5% (51)	3% (30)	8% (77)	964

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

Table HR2_2: Do you have a favorable or unfavorable impression of the following movie or TV show genres?

Drama

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	37% (821)	43% (954)	10% (210)	4% (82)	6% (135)	2201
Gender: Male	31% (329)	45% (476)	13% (139)	5% (53)	6% (65)	1062
Gender: Female	43% (493)	42% (477)	6% (70)	3% (29)	6% (70)	1139
Age: 18-29	35% (159)	38% (176)	13% (57)	7% (31)	8% (35)	458
Age: 30-44	34% (187)	43% (237)	12% (65)	5% (25)	7% (41)	555
Age: 45-54	34% (125)	48% (174)	9% (33)	2% (9)	7% (25)	364
Age: 55-64	40% (155)	47% (183)	7% (28)	3% (10)	3% (11)	387
Age: 65+	45% (195)	42% (185)	6% (27)	2% (7)	5% (22)	436
Generation Z: 18-22	37% (69)	35% (65)	12% (22)	6% (11)	11% (20)	186
Millennial: Age 23-38	33% (203)	42% (262)	13% (77)	6% (37)	7% (41)	619
Generation X: Age 39-54	35% (199)	45% (260)	10% (56)	3% (16)	7% (40)	572
Boomers: Age 55-73	42% (308)	46% (333)	6% (46)	2% (17)	3% (25)	729
PID: Dem (no lean)	43% (353)	41% (333)	9% (76)	2% (20)	4% (35)	818
PID: Ind (no lean)	34% (254)	42% (316)	10% (76)	4% (30)	9% (68)	744
PID: Rep (no lean)	33% (213)	48% (304)	9% (57)	5% (32)	5% (32)	639
PID/Gender: Dem Men	34% (139)	45% (183)	13% (52)	3% (13)	4% (17)	404
PID/Gender: Dem Women	52% (215)	36% (150)	6% (25)	2% (7)	4% (18)	414
PID/Gender: Ind Men	31% (113)	41% (149)	13% (47)	6% (20)	8% (30)	359
PID/Gender: Ind Women	37% (142)	43% (167)	7% (29)	3% (10)	10% (38)	385
PID/Gender: Rep Men	26% (77)	48% (144)	13% (40)	6% (19)	6% (18)	299
PID/Gender: Rep Women	40% (136)	47% (160)	5% (17)	4% (12)	4% (14)	340
Ideo: Liberal (1-3)	45% (304)	36% (245)	11% (75)	3% (17)	5% (31)	671
Ideo: Moderate (4)	35% (180)	49% (249)	8% (42)	3% (16)	5% (25)	513
Ideo: Conservative (5-7)	33% (239)	48% (346)	9% (66)	5% (34)	5% (34)	720
Educ: < College	36% (552)	42% (642)	9% (143)	4% (62)	8% (114)	1513
Educ: Bachelors degree	36% (160)	46% (206)	11% (49)	3% (15)	3% (15)	444
Educ: Post-grad	45% (110)	43% (106)	7% (18)	2% (4)	2% (6)	244

Continued on next page

Table HR2_2: Do you have a favorable or unfavorable impression of the following movie or TV show genres?

Drama

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	37% (821)	43% (954)	10% (210)	4% (82)	6% (135)	2201
Income: Under 50k	37% (485)	41% (537)	11% (141)	4% (55)	8% (100)	1319
Income: 50k-100k	38% (234)	47% (284)	7% (43)	3% (21)	4% (27)	609
Income: 100k+	37% (102)	48% (132)	9% (26)	2% (6)	3% (8)	274
Ethnicity: White	37% (636)	44% (766)	9% (164)	4% (63)	5% (94)	1722
Ethnicity: Hispanic	40% (138)	37% (130)	10% (36)	6% (19)	8% (26)	350
Ethnicity: Afr. Am.	47% (128)	34% (94)	9% (24)	3% (8)	7% (21)	274
Ethnicity: Other	28% (57)	46% (93)	11% (22)	5% (11)	10% (20)	204
All Christian	38% (370)	44% (425)	9% (83)	4% (36)	5% (52)	967
All Non-Christian	38% (31)	54% (44)	1% (1)	4% (3)	3% (2)	81
Atheist	35% (31)	38% (33)	14% (12)	8% (7)	5% (4)	89
Agnostic/Nothing in particular	37% (389)	42% (451)	11% (114)	3% (35)	7% (76)	1064
Religious Non-Protestant/Catholic	32% (34)	55% (57)	3% (3)	5% (6)	5% (5)	105
Evangelical	36% (206)	45% (259)	10% (56)	4% (24)	6% (32)	577
Non-Evangelical	39% (314)	44% (354)	8% (67)	3% (24)	6% (49)	808
Community: Urban	39% (224)	39% (227)	9% (53)	5% (27)	8% (47)	578
Community: Suburban	38% (375)	46% (451)	9% (89)	3% (33)	4% (37)	986
Community: Rural	35% (222)	43% (275)	11% (67)	3% (21)	8% (51)	637
Employ: Private Sector	37% (236)	45% (290)	10% (63)	4% (27)	4% (24)	639
Employ: Government	38% (55)	40% (58)	10% (15)	2% (3)	9% (14)	144
Employ: Self-Employed	30% (51)	41% (69)	17% (29)	6% (9)	6% (11)	168
Employ: Homemaker	41% (75)	42% (78)	8% (15)	3% (6)	6% (11)	185
Employ: Student	40% (39)	42% (41)	7% (7)	5% (5)	6% (6)	98
Employ: Retired	40% (198)	47% (233)	5% (26)	2% (12)	5% (26)	494
Employ: Unemployed	33% (87)	39% (100)	13% (35)	6% (16)	9% (22)	261
Employ: Other	38% (80)	40% (85)	10% (22)	2% (3)	10% (22)	211
Military HH: Yes	36% (122)	46% (159)	9% (32)	4% (13)	4% (15)	341
Military HH: No	38% (699)	43% (795)	10% (177)	4% (68)	6% (120)	1860
RD/WT: Right Direction	35% (291)	43% (357)	10% (81)	5% (42)	7% (61)	832
RD/WT: Wrong Track	39% (530)	44% (597)	9% (129)	3% (40)	5% (74)	1369

Continued on next page

Table HR2_2: Do you have a favorable or unfavorable impression of the following movie or TV show genres?*Drama*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	37% (821)	43% (954)	10% (210)	4% (82)	6% (135)	2201
Trump Job Approve	34% (304)	45% (404)	9% (82)	5% (48)	6% (52)	890
Trump Job Disapprove	41% (477)	43% (500)	10% (118)	2% (29)	4% (48)	1172
Trump Job Strongly Approve	35% (169)	46% (223)	9% (45)	5% (25)	4% (21)	482
Trump Job Somewhat Approve	33% (135)	44% (181)	9% (38)	6% (23)	8% (31)	408
Trump Job Somewhat Disapprove	39% (101)	45% (118)	10% (27)	2% (6)	4% (10)	262
Trump Job Strongly Disapprove	41% (376)	42% (382)	10% (91)	3% (23)	4% (38)	910
Favorable of Trump	35% (302)	46% (398)	9% (75)	5% (44)	6% (52)	870
Unfavorable of Trump	41% (481)	42% (499)	10% (120)	2% (29)	4% (52)	1181
Very Favorable of Trump	37% (183)	43% (218)	9% (46)	6% (29)	5% (25)	502
Somewhat Favorable of Trump	32% (119)	49% (180)	8% (29)	4% (15)	7% (27)	369
Somewhat Unfavorable of Trump	37% (70)	43% (82)	12% (22)	2% (5)	6% (12)	190
Very Unfavorable of Trump	41% (411)	42% (417)	10% (97)	3% (25)	4% (41)	991
#1 Issue: Economy	36% (191)	43% (226)	10% (55)	4% (23)	7% (35)	530
#1 Issue: Security	32% (137)	46% (198)	10% (43)	6% (26)	6% (24)	429
#1 Issue: Health Care	42% (154)	41% (150)	9% (33)	3% (12)	5% (18)	367
#1 Issue: Medicare / Social Security	43% (148)	41% (140)	9% (30)	1% (5)	6% (19)	343
#1 Issue: Women's Issues	47% (84)	39% (69)	7% (12)	1% (1)	7% (12)	178
#1 Issue: Education	37% (48)	42% (55)	11% (15)	4% (6)	5% (6)	130
#1 Issue: Energy	31% (35)	54% (61)	8% (9)	1% (2)	5% (5)	112
#1 Issue: Other	23% (25)	49% (54)	11% (12)	6% (6)	13% (14)	112
2018 House Vote: Democrat	45% (358)	40% (318)	10% (77)	2% (19)	3% (26)	798
2018 House Vote: Republican	36% (239)	47% (315)	9% (58)	4% (28)	4% (29)	669
2018 House Vote: Someone else	35% (41)	42% (49)	8% (9)	4% (4)	11% (14)	118
2018 House Vote: Didnt Vote	29% (180)	44% (270)	11% (66)	5% (30)	11% (66)	612
2016 Vote: Hillary Clinton	44% (307)	43% (298)	7% (49)	2% (17)	4% (26)	696
2016 Vote: Donald Trump	36% (244)	46% (315)	9% (61)	5% (35)	5% (31)	685
2016 Vote: Someone else	38% (62)	43% (71)	10% (16)	4% (6)	6% (10)	166
2016 Vote: Didnt Vote	32% (207)	41% (263)	13% (82)	4% (24)	11% (68)	644
Voted in 2014: Yes	40% (541)	44% (603)	8% (115)	3% (37)	4% (60)	1356
Voted in 2014: No	33% (280)	42% (351)	11% (95)	5% (44)	9% (75)	845

Continued on next page

Table HR2_2: Do you have a favorable or unfavorable impression of the following movie or TV show genres?

Drama

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	37% (821)	43% (954)	10% (210)	4% (82)	6% (135)	2201
2012 Vote: Barack Obama	44% (362)	42% (346)	8% (66)	2% (14)	3% (28)	816
2012 Vote: Mitt Romney	34% (173)	48% (240)	10% (49)	4% (19)	4% (22)	503
2012 Vote: Other	33% (35)	44% (46)	10% (10)	4% (4)	9% (10)	105
2012 Vote: Didn't Vote	32% (250)	41% (317)	11% (85)	6% (45)	10% (75)	772
4-Region: Northeast	41% (163)	42% (164)	7% (26)	5% (19)	6% (22)	394
4-Region: Midwest	40% (186)	45% (207)	6% (26)	4% (17)	5% (25)	462
4-Region: South	38% (312)	42% (343)	11% (88)	4% (34)	6% (47)	825
4-Region: West	31% (159)	46% (239)	13% (70)	2% (11)	8% (41)	520
Watch TV: Every day	46% (515)	40% (458)	8% (87)	3% (37)	3% (35)	1131
Watch TV: Several times per week	34% (156)	46% (210)	13% (57)	3% (13)	4% (16)	452
Watch TV: About once per week	26% (44)	49% (82)	12% (20)	4% (7)	8% (13)	166
Watch TV: Several times per month	25% (27)	49% (53)	13% (15)	2% (2)	10% (11)	108
Watch TV: About once per month	20% (11)	54% (30)	7% (4)	5% (3)	14% (8)	55
Watch TV: Less often than once per month	29% (29)	40% (39)	14% (14)	6% (5)	11% (11)	97
Watch TV: Never	21% (39)	43% (82)	7% (14)	7% (14)	22% (42)	191
Watch Movies: Every day	52% (209)	35% (140)	8% (32)	3% (12)	3% (12)	404
Watch Movies: Several times per week	41% (247)	42% (248)	11% (66)	3% (19)	3% (15)	596
Watch Movies: About once per week	35% (131)	49% (183)	9% (34)	3% (12)	3% (12)	372
Watch Movies: Several times per month	36% (94)	47% (123)	8% (22)	3% (8)	5% (14)	260
Watch Movies: About once per month	23% (37)	53% (85)	9% (14)	6% (10)	9% (14)	160
Watch Movies: Less often than once per month	26% (57)	45% (99)	13% (29)	6% (14)	10% (23)	222
Watch Movies: Never	25% (46)	40% (75)	7% (13)	4% (7)	25% (46)	187
Watch Sporting Events: Every day	40% (65)	48% (79)	5% (9)	2% (3)	5% (8)	165
Watch Sporting Events: Several times per week	39% (135)	43% (148)	9% (29)	5% (17)	4% (13)	342
Watch Sporting Events: About once per week	40% (103)	43% (110)	9% (24)	4% (10)	4% (10)	257
Watch Sporting Events: Several times per month	38% (72)	39% (74)	14% (27)	3% (5)	5% (10)	188
Watch Sporting Events: About once per month	44% (61)	46% (64)	5% (6)	3% (4)	2% (3)	138
Watch Sporting Events: Less often than once per month	36% (120)	43% (147)	10% (35)	4% (13)	7% (24)	339
Watch Sporting Events: Never	34% (264)	43% (331)	10% (81)	4% (29)	9% (67)	772

Continued on next page

Table HR2_2: Do you have a favorable or unfavorable impression of the following movie or TV show genres?*Drama*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	37% (821)	43% (954)	10% (210)	4% (82)	6% (135)	2201
Cable TV: Currently subscribe	40% (403)	44% (450)	8% (84)	4% (37)	4% (44)	1018
Cable TV: Subscribed in past	38% (288)	43% (329)	11% (86)	3% (23)	5% (35)	760
Cable TV: Never subscribed	31% (131)	41% (175)	9% (40)	5% (22)	13% (56)	423
Satellite TV: Currently subscribe	42% (195)	44% (208)	7% (32)	3% (16)	4% (18)	470
Satellite TV: Subscribed in past	36% (209)	41% (240)	13% (74)	4% (25)	6% (32)	580
Satellite TV: Never subscribed	36% (417)	44% (505)	9% (104)	4% (41)	7% (84)	1152
Streaming Services: Currently subscribe	41% (524)	44% (563)	10% (127)	3% (41)	3% (36)	1292
Streaming Services: Subscribed in past	35% (76)	37% (81)	11% (25)	5% (11)	11% (24)	218
Streaming Services: Never subscribed	32% (221)	45% (309)	8% (58)	4% (29)	11% (75)	691
Film: An avid fan	50% (396)	37% (290)	8% (62)	3% (20)	2% (19)	787
Film: A casual fan	32% (368)	48% (547)	11% (128)	4% (40)	5% (58)	1142
Film: Not a fan	21% (57)	43% (116)	7% (20)	8% (21)	21% (58)	272
Television: An avid fan	51% (527)	37% (382)	8% (78)	3% (30)	2% (22)	1039
Television: A casual fan	27% (265)	51% (511)	11% (114)	4% (35)	7% (71)	995
Television: Not a fan	18% (29)	37% (61)	11% (18)	10% (16)	25% (42)	167
Music: An avid fan	44% (491)	40% (439)	8% (84)	4% (42)	5% (54)	1109
Music: A casual fan	32% (308)	48% (466)	12% (117)	3% (32)	5% (52)	975
Music: Not a fan	19% (23)	42% (49)	8% (9)	7% (8)	24% (29)	117
Fashion: An avid fan	58% (174)	30% (89)	6% (18)	4% (13)	2% (5)	300
Fashion: A casual fan	41% (385)	44% (411)	9% (87)	2% (17)	4% (37)	937
Fashion: Not a fan	27% (262)	47% (454)	11% (104)	5% (51)	10% (93)	964

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

Table HR2_3: Do you have a favorable or unfavorable impression of the following movie or TV show genres?
Comedy

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	53% (1165)	34% (745)	6% (127)	3% (65)	5% (100)	2201
Gender: Male	55% (579)	32% (345)	6% (67)	3% (30)	4% (42)	1062
Gender: Female	51% (586)	35% (400)	5% (60)	3% (35)	5% (57)	1139
Age: 18-29	62% (284)	25% (114)	5% (25)	3% (13)	5% (22)	458
Age: 30-44	57% (316)	32% (176)	4% (23)	3% (15)	4% (24)	555
Age: 45-54	47% (172)	35% (127)	7% (27)	3% (9)	8% (28)	364
Age: 55-64	55% (214)	34% (133)	6% (22)	3% (12)	1% (5)	387
Age: 65+	41% (178)	45% (194)	7% (29)	3% (15)	4% (20)	436
Generation Z: 18-22	62% (115)	27% (51)	6% (11)	1% (2)	4% (8)	186
Millennial: Age 23-38	59% (362)	28% (174)	5% (33)	4% (23)	4% (28)	619
Generation X: Age 39-54	52% (295)	34% (193)	6% (32)	2% (13)	7% (39)	572
Boomers: Age 55-73	49% (358)	38% (279)	7% (49)	3% (24)	3% (19)	729
PID: Dem (no lean)	55% (452)	33% (268)	6% (51)	3% (25)	3% (22)	818
PID: Ind (no lean)	52% (389)	34% (252)	5% (36)	3% (22)	6% (46)	744
PID: Rep (no lean)	51% (324)	35% (225)	6% (40)	3% (18)	5% (32)	639
PID/Gender: Dem Men	55% (221)	34% (135)	7% (28)	3% (12)	2% (8)	404
PID/Gender: Dem Women	56% (231)	32% (133)	5% (23)	3% (14)	3% (14)	414
PID/Gender: Ind Men	56% (202)	30% (109)	6% (21)	2% (8)	5% (20)	359
PID/Gender: Ind Women	49% (188)	37% (143)	4% (14)	4% (14)	7% (26)	385
PID/Gender: Rep Men	52% (156)	34% (101)	6% (17)	3% (10)	5% (15)	299
PID/Gender: Rep Women	49% (167)	37% (124)	7% (23)	2% (8)	5% (17)	340
Ideo: Liberal (1-3)	55% (368)	35% (232)	6% (37)	2% (15)	3% (19)	671
Ideo: Moderate (4)	57% (294)	29% (151)	5% (27)	4% (18)	4% (22)	513
Ideo: Conservative (5-7)	45% (326)	39% (283)	8% (56)	3% (24)	4% (30)	720
Educ: < College	54% (818)	32% (487)	5% (77)	3% (49)	5% (81)	1513
Educ: Bachelors degree	53% (234)	35% (155)	7% (32)	2% (10)	3% (13)	444
Educ: Post-grad	46% (113)	42% (103)	7% (18)	2% (5)	2% (6)	244

Continued on next page

Table HR2_3: Do you have a favorable or unfavorable impression of the following movie or TV show genres?*Comedy*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	53% (1165)	34% (745)	6% (127)	3% (65)	5% (100)	2201
Income: Under 50k	53% (696)	33% (434)	6% (79)	3% (40)	5% (71)	1319
Income: 50k-100k	53% (321)	35% (213)	6% (34)	4% (23)	3% (18)	609
Income: 100k+	54% (149)	36% (98)	5% (14)	1% (2)	4% (11)	274
Ethnicity: White	52% (889)	36% (612)	5% (94)	3% (53)	4% (75)	1722
Ethnicity: Hispanic	53% (187)	31% (107)	6% (22)	4% (15)	5% (19)	350
Ethnicity: Afr. Am.	61% (168)	30% (82)	5% (13)	1% (3)	3% (8)	274
Ethnicity: Other	52% (107)	25% (51)	10% (20)	4% (9)	8% (17)	204
All Christian	51% (489)	37% (356)	7% (64)	2% (19)	4% (39)	967
All Non-Christian	54% (44)	32% (26)	9% (7)	3% (2)	2% (1)	81
Atheist	45% (40)	39% (35)	3% (3)	5% (5)	7% (6)	89
Agnostic/Nothing in particular	56% (592)	31% (328)	5% (53)	4% (39)	5% (53)	1064
Religious Non-Protestant/Catholic	53% (55)	34% (36)	7% (7)	2% (2)	4% (5)	105
Evangelical	50% (289)	35% (199)	6% (37)	5% (28)	4% (24)	577
Non-Evangelical	54% (436)	35% (280)	6% (51)	1% (9)	4% (32)	808
Community: Urban	55% (319)	30% (176)	6% (36)	3% (18)	5% (29)	578
Community: Suburban	54% (533)	33% (326)	6% (57)	3% (28)	4% (41)	986
Community: Rural	49% (313)	38% (243)	5% (34)	3% (19)	5% (29)	637
Employ: Private Sector	54% (348)	35% (225)	5% (35)	2% (15)	3% (18)	639
Employ: Government	48% (70)	39% (57)	7% (10)	1% (1)	5% (7)	144
Employ: Self-Employed	51% (87)	35% (59)	6% (10)	3% (5)	5% (8)	168
Employ: Homemaker	60% (111)	27% (51)	4% (8)	1% (2)	7% (13)	185
Employ: Student	66% (64)	22% (22)	6% (6)	5% (5)	1% (1)	98
Employ: Retired	42% (209)	42% (205)	7% (34)	4% (22)	5% (24)	494
Employ: Unemployed	61% (158)	24% (63)	5% (14)	5% (12)	6% (14)	261
Employ: Other	56% (119)	30% (64)	5% (11)	2% (3)	7% (14)	211
Military HH: Yes	56% (191)	33% (113)	8% (28)	2% (5)	1% (5)	341
Military HH: No	52% (974)	34% (632)	5% (99)	3% (60)	5% (95)	1860
RD/WT: Right Direction	49% (409)	37% (304)	6% (53)	2% (20)	6% (47)	832
RD/WT: Wrong Track	55% (755)	32% (441)	5% (74)	3% (45)	4% (53)	1369

Continued on next page

Table HR2_3: Do you have a favorable or unfavorable impression of the following movie or TV show genres?

Comedy

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	53% (1165)	34% (745)	6% (127)	3% (65)	5% (100)	2201
Trump Job Approve	49% (433)	37% (333)	7% (63)	2% (19)	5% (42)	890
Trump Job Disapprove	57% (665)	32% (378)	5% (62)	4% (42)	2% (26)	1172
Trump Job Strongly Approve	50% (239)	36% (175)	7% (33)	3% (12)	5% (22)	482
Trump Job Somewhat Approve	47% (194)	39% (157)	7% (30)	2% (7)	5% (20)	408
Trump Job Somewhat Disapprove	59% (155)	30% (79)	6% (15)	3% (8)	2% (5)	262
Trump Job Strongly Disapprove	56% (509)	33% (298)	5% (47)	4% (34)	2% (22)	910
Favorable of Trump	49% (423)	38% (327)	7% (58)	2% (20)	5% (43)	870
Unfavorable of Trump	57% (671)	32% (378)	5% (62)	4% (42)	2% (27)	1181
Very Favorable of Trump	49% (248)	36% (178)	7% (37)	3% (13)	5% (26)	502
Somewhat Favorable of Trump	48% (175)	40% (148)	6% (21)	2% (7)	5% (17)	369
Somewhat Unfavorable of Trump	56% (106)	34% (64)	6% (11)	2% (4)	3% (5)	190
Very Unfavorable of Trump	57% (565)	32% (314)	5% (51)	4% (39)	2% (22)	991
#1 Issue: Economy	59% (313)	32% (168)	5% (24)	2% (10)	3% (15)	530
#1 Issue: Security	46% (199)	38% (162)	7% (28)	3% (15)	6% (25)	429
#1 Issue: Health Care	56% (205)	33% (122)	5% (19)	2% (8)	4% (13)	367
#1 Issue: Medicare / Social Security	45% (153)	40% (139)	7% (25)	4% (15)	3% (11)	343
#1 Issue: Women's Issues	54% (96)	33% (58)	5% (9)	2% (3)	7% (12)	178
#1 Issue: Education	62% (81)	21% (27)	7% (9)	5% (6)	5% (7)	130
#1 Issue: Energy	63% (70)	29% (33)	4% (4)	2% (2)	2% (2)	112
#1 Issue: Other	43% (48)	32% (36)	7% (8)	5% (5)	13% (14)	112
2018 House Vote: Democrat	56% (447)	33% (265)	5% (40)	3% (25)	3% (22)	798
2018 House Vote: Republican	49% (327)	37% (248)	7% (50)	3% (18)	4% (26)	669
2018 House Vote: Someone else	53% (63)	32% (38)	3% (4)	2% (2)	9% (10)	118
2018 House Vote: Didnt Vote	53% (327)	31% (193)	5% (32)	3% (19)	7% (41)	612
2016 Vote: Hillary Clinton	56% (392)	34% (235)	4% (31)	3% (24)	2% (15)	696
2016 Vote: Donald Trump	48% (331)	37% (253)	7% (48)	3% (21)	5% (33)	685
2016 Vote: Someone else	53% (88)	35% (58)	4% (7)	3% (5)	5% (8)	166
2016 Vote: Didnt Vote	54% (347)	31% (197)	6% (41)	2% (15)	7% (45)	644
Voted in 2014: Yes	52% (707)	36% (486)	6% (80)	3% (36)	3% (47)	1356
Voted in 2014: No	54% (458)	31% (260)	5% (46)	3% (28)	6% (53)	845

Continued on next page

Table HR2_3: Do you have a favorable or unfavorable impression of the following movie or TV show genres?*Comedy*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	53% (1165)	34% (745)	6% (127)	3% (65)	5% (100)	2201
2012 Vote: Barack Obama	56% (457)	34% (277)	5% (43)	3% (21)	2% (17)	816
2012 Vote: Mitt Romney	45% (224)	41% (207)	7% (34)	3% (17)	4% (21)	503
2012 Vote: Other	58% (62)	30% (32)	4% (5)	1% (1)	7% (7)	105
2012 Vote: Didn't Vote	54% (418)	29% (227)	6% (45)	3% (27)	7% (54)	772
4-Region: Northeast	55% (218)	34% (134)	4% (14)	2% (6)	5% (21)	394
4-Region: Midwest	53% (244)	33% (154)	5% (25)	3% (13)	6% (26)	462
4-Region: South	56% (462)	31% (260)	6% (48)	3% (28)	3% (27)	825
4-Region: West	46% (240)	38% (197)	8% (40)	3% (18)	5% (25)	520
Watch TV: Every day	60% (683)	29% (331)	5% (61)	2% (25)	3% (31)	1131
Watch TV: Several times per week	51% (230)	38% (173)	7% (33)	2% (10)	1% (6)	452
Watch TV: About once per week	43% (72)	45% (75)	7% (11)	1% (2)	4% (6)	166
Watch TV: Several times per month	43% (47)	37% (40)	9% (9)	5% (5)	6% (7)	108
Watch TV: About once per month	42% (23)	37% (20)	4% (2)	6% (3)	11% (6)	55
Watch TV: Less often than once per month	38% (37)	43% (41)	4% (4)	8% (8)	7% (7)	97
Watch TV: Never	38% (72)	33% (64)	3% (7)	6% (11)	19% (37)	191
Watch Movies: Every day	68% (275)	24% (99)	4% (18)	3% (11)	— (2)	404
Watch Movies: Several times per week	60% (355)	31% (184)	6% (36)	2% (11)	1% (9)	596
Watch Movies: About once per week	50% (186)	37% (139)	7% (24)	2% (9)	4% (13)	372
Watch Movies: Several times per month	43% (113)	42% (111)	7% (18)	3% (8)	4% (11)	260
Watch Movies: About once per month	47% (76)	38% (61)	6% (10)	3% (5)	6% (10)	160
Watch Movies: Less often than once per month	44% (97)	42% (92)	7% (15)	2% (5)	6% (12)	222
Watch Movies: Never	34% (64)	32% (60)	3% (5)	8% (16)	23% (43)	187
Watch Sporting Events: Every day	69% (114)	24% (40)	4% (7)	1% (2)	1% (2)	165
Watch Sporting Events: Several times per week	58% (197)	32% (111)	5% (19)	2% (7)	2% (8)	342
Watch Sporting Events: About once per week	58% (149)	32% (82)	7% (18)	— (0)	3% (7)	257
Watch Sporting Events: Several times per month	55% (104)	30% (57)	10% (19)	1% (2)	3% (6)	188
Watch Sporting Events: About once per month	63% (86)	28% (39)	5% (7)	1% (1)	3% (4)	138
Watch Sporting Events: Less often than once per month	51% (174)	38% (128)	5% (17)	2% (8)	4% (12)	339
Watch Sporting Events: Never	44% (341)	37% (287)	5% (40)	6% (44)	8% (60)	772

Continued on next page

Table HR2_3: Do you have a favorable or unfavorable impression of the following movie or TV show genres?

Comedy

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	53% (1165)	34% (745)	6% (127)	3% (65)	5% (100)	2201
Cable TV: Currently subscribe	56% (568)	33% (335)	5% (53)	2% (24)	4% (38)	1018
Cable TV: Subscribed in past	52% (398)	37% (280)	6% (47)	2% (15)	3% (20)	760
Cable TV: Never subscribed	47% (199)	31% (131)	6% (27)	6% (25)	10% (42)	423
Satellite TV: Currently subscribe	54% (255)	37% (173)	6% (28)	2% (8)	1% (5)	470
Satellite TV: Subscribed in past	56% (325)	31% (181)	7% (39)	2% (10)	4% (25)	580
Satellite TV: Never subscribed	51% (585)	34% (391)	5% (59)	4% (46)	6% (70)	1152
Streaming Services: Currently subscribe	58% (754)	32% (409)	6% (72)	2% (30)	2% (26)	1292
Streaming Services: Subscribed in past	51% (112)	34% (74)	6% (13)	2% (5)	6% (13)	218
Streaming Services: Never subscribed	43% (298)	38% (263)	6% (41)	4% (29)	9% (60)	691
Film: An avid fan	65% (512)	27% (209)	5% (38)	1% (11)	2% (16)	787
Film: A casual fan	49% (560)	39% (451)	6% (74)	2% (28)	3% (30)	1142
Film: Not a fan	34% (93)	31% (86)	5% (15)	10% (26)	19% (53)	272
Television: An avid fan	65% (675)	27% (282)	4% (39)	2% (19)	2% (24)	1039
Television: A casual fan	45% (445)	41% (409)	7% (73)	3% (31)	4% (36)	995
Television: Not a fan	27% (44)	33% (54)	8% (14)	9% (15)	23% (39)	167
Music: An avid fan	66% (731)	26% (286)	4% (43)	2% (22)	3% (28)	1109
Music: A casual fan	42% (409)	43% (422)	7% (72)	3% (33)	4% (40)	975
Music: Not a fan	22% (25)	32% (38)	11% (12)	9% (10)	27% (31)	117
Fashion: An avid fan	75% (225)	18% (55)	4% (11)	1% (4)	2% (5)	300
Fashion: A casual fan	54% (506)	36% (335)	6% (53)	2% (17)	3% (25)	937
Fashion: Not a fan	45% (433)	37% (356)	6% (62)	5% (44)	7% (69)	964

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

Table HR2_4: Do you have a favorable or unfavorable impression of the following movie or TV show genres?
 Thriller/Mystery

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	41% (892)	40% (891)	9% (195)	4% (98)	6% (126)	2201
Gender: Male	40% (422)	45% (478)	8% (86)	2% (24)	5% (54)	1062
Gender: Female	41% (470)	36% (413)	10% (110)	6% (74)	6% (72)	1139
Age: 18-29	44% (201)	38% (172)	10% (48)	3% (14)	5% (24)	458
Age: 30-44	39% (215)	41% (229)	9% (52)	4% (22)	7% (37)	555
Age: 45-54	41% (150)	38% (139)	7% (24)	6% (22)	8% (29)	364
Age: 55-64	41% (159)	41% (157)	11% (44)	3% (13)	4% (14)	387
Age: 65+	38% (166)	44% (193)	6% (28)	6% (27)	5% (22)	436
Generation Z: 18-22	44% (81)	40% (74)	12% (22)	1% (2)	4% (8)	186
Millennial: Age 23-38	41% (255)	39% (239)	10% (61)	4% (25)	6% (39)	619
Generation X: Age 39-54	40% (230)	40% (228)	7% (41)	5% (31)	7% (42)	572
Boomers: Age 55-73	40% (290)	43% (311)	9% (67)	5% (34)	4% (28)	729
PID: Dem (no lean)	42% (346)	41% (336)	9% (70)	4% (29)	4% (37)	818
PID: Ind (no lean)	40% (299)	39% (292)	9% (68)	4% (31)	7% (55)	744
PID: Rep (no lean)	39% (246)	41% (262)	9% (58)	6% (37)	5% (35)	639
PID/Gender: Dem Men	42% (168)	45% (181)	8% (33)	1% (5)	4% (17)	404
PID/Gender: Dem Women	43% (178)	38% (155)	9% (36)	6% (24)	5% (20)	414
PID/Gender: Ind Men	38% (137)	44% (156)	8% (28)	4% (15)	6% (22)	359
PID/Gender: Ind Women	42% (161)	35% (136)	10% (40)	4% (16)	8% (32)	385
PID/Gender: Rep Men	39% (116)	47% (140)	8% (25)	1% (4)	5% (15)	299
PID/Gender: Rep Women	38% (131)	36% (122)	10% (33)	10% (34)	6% (20)	340
Ideo: Liberal (1-3)	44% (293)	39% (265)	10% (68)	3% (22)	4% (25)	671
Ideo: Moderate (4)	39% (201)	44% (225)	7% (37)	4% (21)	6% (29)	513
Ideo: Conservative (5-7)	39% (277)	42% (305)	9% (67)	5% (36)	5% (34)	720
Educ: < College	42% (630)	38% (580)	9% (134)	4% (68)	7% (100)	1513
Educ: Bachelors degree	38% (171)	44% (197)	9% (42)	3% (15)	4% (19)	444
Educ: Post-grad	37% (90)	46% (113)	8% (19)	6% (15)	3% (7)	244

Continued on next page

Table HR2_4: Do you have a favorable or unfavorable impression of the following movie or TV show genres?

Thriller/Mystery

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	41% (892)	40% (891)	9% (195)	4% (98)	6% (126)	2201
Income: Under 50k	43% (563)	38% (500)	8% (110)	4% (47)	7% (98)	1319
Income: 50k-100k	38% (232)	43% (262)	9% (56)	6% (38)	3% (20)	609
Income: 100k+	35% (97)	47% (128)	11% (30)	4% (12)	3% (8)	274
Ethnicity: White	40% (684)	41% (705)	9% (156)	5% (83)	6% (95)	1722
Ethnicity: Hispanic	46% (161)	31% (107)	13% (46)	4% (13)	6% (22)	350
Ethnicity: Afr. Am.	48% (131)	37% (102)	6% (16)	4% (11)	5% (14)	274
Ethnicity: Other	38% (77)	41% (84)	11% (23)	2% (5)	8% (16)	204
All Christian	39% (377)	42% (405)	10% (93)	4% (42)	5% (50)	967
All Non-Christian	40% (33)	43% (35)	11% (9)	2% (1)	4% (3)	81
Atheist	37% (33)	45% (40)	7% (7)	4% (4)	6% (5)	89
Agnostic/Nothing in particular	42% (449)	39% (411)	8% (87)	5% (51)	6% (67)	1064
Religious Non-Protestant/Catholic	36% (38)	40% (42)	13% (14)	3% (3)	7% (8)	105
Evangelical	40% (230)	37% (213)	12% (69)	6% (34)	5% (31)	577
Non-Evangelical	41% (335)	43% (350)	7% (57)	3% (25)	5% (42)	808
Community: Urban	44% (254)	39% (223)	8% (49)	2% (14)	6% (37)	578
Community: Suburban	40% (393)	43% (420)	9% (84)	4% (44)	4% (44)	986
Community: Rural	38% (244)	39% (247)	10% (62)	6% (39)	7% (45)	637
Employ: Private Sector	41% (260)	43% (274)	10% (63)	4% (23)	3% (19)	639
Employ: Government	36% (52)	45% (65)	7% (10)	5% (7)	7% (10)	144
Employ: Self-Employed	36% (60)	41% (70)	11% (19)	4% (7)	8% (13)	168
Employ: Homemaker	43% (79)	34% (64)	9% (17)	5% (9)	9% (16)	185
Employ: Student	51% (50)	32% (31)	13% (13)	2% (2)	2% (2)	98
Employ: Retired	37% (185)	46% (228)	6% (28)	6% (27)	5% (26)	494
Employ: Unemployed	43% (111)	33% (85)	10% (27)	7% (18)	7% (19)	261
Employ: Other	45% (95)	35% (74)	9% (19)	2% (4)	9% (19)	211
Military HH: Yes	44% (149)	44% (150)	6% (21)	2% (8)	4% (13)	341
Military HH: No	40% (743)	40% (741)	9% (174)	5% (89)	6% (112)	1860
RD/WT: Right Direction	40% (329)	42% (347)	8% (64)	5% (41)	6% (52)	832
RD/WT: Wrong Track	41% (563)	40% (544)	10% (131)	4% (57)	5% (74)	1369

Continued on next page

Table HR2_4: Do you have a favorable or unfavorable impression of the following movie or TV show genres?*Thriller/Mystery*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	41% (892)	40% (891)	9% (195)	4% (98)	6% (126)	2201
Trump Job Approve	40% (356)	42% (369)	9% (79)	4% (38)	5% (47)	890
Trump Job Disapprove	42% (496)	41% (475)	9% (105)	4% (50)	4% (46)	1172
Trump Job Strongly Approve	41% (198)	39% (190)	9% (44)	6% (27)	5% (23)	482
Trump Job Somewhat Approve	39% (157)	44% (179)	9% (36)	3% (11)	6% (25)	408
Trump Job Somewhat Disapprove	41% (107)	46% (120)	8% (21)	3% (8)	3% (7)	262
Trump Job Strongly Disapprove	43% (389)	39% (356)	9% (85)	5% (42)	4% (39)	910
Favorable of Trump	39% (343)	43% (371)	8% (71)	5% (40)	5% (46)	870
Unfavorable of Trump	42% (500)	40% (475)	9% (106)	4% (50)	4% (50)	1181
Very Favorable of Trump	42% (213)	39% (196)	8% (42)	5% (27)	5% (24)	502
Somewhat Favorable of Trump	35% (130)	47% (174)	8% (29)	4% (13)	6% (22)	369
Somewhat Unfavorable of Trump	36% (68)	47% (89)	8% (15)	3% (6)	6% (11)	190
Very Unfavorable of Trump	44% (432)	39% (386)	9% (90)	4% (44)	4% (39)	991
#1 Issue: Economy	41% (217)	43% (227)	8% (43)	4% (21)	4% (23)	530
#1 Issue: Security	36% (153)	43% (187)	9% (38)	7% (30)	5% (22)	429
#1 Issue: Health Care	45% (165)	37% (136)	8% (31)	4% (14)	6% (21)	367
#1 Issue: Medicare / Social Security	42% (143)	39% (134)	8% (28)	6% (19)	6% (19)	343
#1 Issue: Women's Issues	40% (72)	43% (76)	9% (15)	2% (3)	7% (12)	178
#1 Issue: Education	49% (64)	31% (40)	11% (15)	3% (4)	6% (7)	130
#1 Issue: Energy	36% (40)	45% (51)	10% (11)	3% (3)	6% (6)	112
#1 Issue: Other	34% (38)	37% (42)	13% (15)	3% (4)	13% (14)	112
2018 House Vote: Democrat	42% (332)	43% (345)	6% (52)	4% (35)	4% (35)	798
2018 House Vote: Republican	40% (269)	41% (273)	9% (63)	5% (34)	5% (31)	669
2018 House Vote: Someone else	49% (58)	32% (38)	8% (9)	2% (3)	8% (10)	118
2018 House Vote: Didnt Vote	38% (232)	38% (233)	12% (71)	4% (26)	8% (50)	612
2016 Vote: Hillary Clinton	44% (310)	41% (285)	7% (48)	4% (30)	3% (24)	696
2016 Vote: Donald Trump	39% (267)	41% (284)	9% (65)	6% (38)	5% (31)	685
2016 Vote: Someone else	39% (64)	44% (73)	9% (14)	3% (5)	6% (10)	166
2016 Vote: Didnt Vote	38% (248)	38% (246)	10% (65)	4% (25)	9% (61)	644
Voted in 2014: Yes	42% (563)	41% (563)	8% (106)	5% (66)	4% (58)	1356
Voted in 2014: No	39% (328)	39% (328)	11% (90)	4% (31)	8% (68)	845

Continued on next page

Table HR2_4: Do you have a favorable or unfavorable impression of the following movie or TV show genres?

Thriller/Mystery

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	41% (892)	40% (891)	9% (195)	4% (98)	6% (126)	2201
2012 Vote: Barack Obama	43% (354)	42% (343)	7% (57)	4% (31)	4% (31)	816
2012 Vote: Mitt Romney	38% (190)	42% (211)	9% (48)	7% (36)	4% (19)	503
2012 Vote: Other	40% (42)	42% (44)	10% (10)	1% (1)	8% (8)	105
2012 Vote: Didn't Vote	39% (304)	38% (291)	10% (81)	4% (28)	9% (67)	772
4-Region: Northeast	46% (180)	40% (156)	8% (32)	3% (12)	4% (14)	394
4-Region: Midwest	39% (179)	41% (190)	9% (43)	5% (21)	6% (30)	462
4-Region: South	43% (355)	40% (326)	8% (67)	5% (37)	5% (39)	825
4-Region: West	34% (178)	42% (219)	10% (53)	5% (28)	8% (43)	520
Watch TV: Every day	47% (532)	38% (435)	8% (85)	4% (45)	3% (33)	1131
Watch TV: Several times per week	40% (182)	44% (200)	9% (41)	3% (15)	3% (14)	452
Watch TV: About once per week	29% (48)	49% (81)	14% (23)	3% (5)	6% (10)	166
Watch TV: Several times per month	38% (41)	34% (37)	15% (16)	6% (6)	7% (8)	108
Watch TV: About once per month	26% (14)	44% (24)	12% (7)	2% (1)	16% (9)	55
Watch TV: Less often than once per month	24% (24)	51% (49)	10% (9)	4% (4)	12% (11)	97
Watch TV: Never	26% (50)	34% (65)	7% (14)	11% (21)	21% (41)	191
Watch Movies: Every day	61% (246)	30% (120)	4% (16)	3% (12)	2% (10)	404
Watch Movies: Several times per week	49% (289)	40% (238)	7% (43)	2% (13)	2% (12)	596
Watch Movies: About once per week	36% (132)	46% (172)	13% (47)	2% (9)	3% (12)	372
Watch Movies: Several times per month	36% (95)	43% (111)	11% (28)	6% (15)	4% (11)	260
Watch Movies: About once per month	24% (39)	45% (73)	13% (20)	9% (14)	9% (14)	160
Watch Movies: Less often than once per month	22% (48)	51% (112)	12% (27)	8% (17)	8% (17)	222
Watch Movies: Never	23% (43)	34% (63)	8% (14)	9% (17)	26% (49)	187
Watch Sporting Events: Every day	53% (87)	28% (47)	9% (14)	6% (9)	4% (7)	165
Watch Sporting Events: Several times per week	44% (152)	45% (153)	5% (18)	3% (9)	3% (11)	342
Watch Sporting Events: About once per week	43% (110)	41% (106)	10% (26)	3% (7)	3% (8)	257
Watch Sporting Events: Several times per month	43% (82)	37% (70)	12% (22)	4% (7)	4% (8)	188
Watch Sporting Events: About once per month	42% (58)	41% (56)	8% (12)	5% (7)	3% (5)	138
Watch Sporting Events: Less often than once per month	38% (129)	46% (156)	8% (27)	3% (11)	5% (15)	339
Watch Sporting Events: Never	35% (273)	39% (304)	10% (77)	6% (46)	9% (73)	772

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Table HR2_4: Do you have a favorable or unfavorable impression of the following movie or TV show genres?*Thriller/Mystery*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	41% (892)	40% (891)	9% (195)	4% (98)	6% (126)	2201
Cable TV: Currently subscribe	42% (429)	42% (425)	8% (82)	4% (45)	4% (36)	1018
Cable TV: Subscribed in past	43% (326)	40% (307)	7% (57)	4% (29)	5% (40)	760
Cable TV: Never subscribed	32% (136)	37% (158)	13% (57)	5% (23)	12% (49)	423
Satellite TV: Currently subscribe	40% (186)	42% (197)	9% (45)	5% (24)	4% (18)	470
Satellite TV: Subscribed in past	44% (257)	40% (232)	8% (46)	3% (17)	5% (28)	580
Satellite TV: Never subscribed	39% (449)	40% (462)	9% (105)	5% (57)	7% (79)	1152
Streaming Services: Currently subscribe	45% (578)	41% (535)	8% (107)	3% (34)	3% (38)	1292
Streaming Services: Subscribed in past	41% (89)	35% (75)	9% (20)	5% (10)	11% (23)	218
Streaming Services: Never subscribed	32% (224)	41% (281)	10% (68)	8% (54)	9% (64)	691
Film: An avid fan	60% (469)	32% (254)	5% (38)	2% (16)	1% (10)	787
Film: A casual fan	32% (362)	48% (545)	11% (128)	5% (52)	5% (56)	1142
Film: Not a fan	22% (61)	34% (92)	11% (29)	11% (30)	22% (60)	272
Television: An avid fan	52% (538)	37% (381)	5% (55)	4% (37)	3% (27)	1039
Television: A casual fan	32% (320)	45% (448)	12% (118)	5% (45)	6% (64)	995
Television: Not a fan	20% (33)	37% (62)	13% (22)	9% (15)	21% (34)	167
Music: An avid fan	48% (528)	38% (419)	7% (74)	4% (41)	4% (47)	1109
Music: A casual fan	34% (331)	45% (439)	12% (112)	5% (46)	5% (47)	975
Music: Not a fan	28% (33)	28% (33)	8% (9)	9% (10)	27% (32)	117
Fashion: An avid fan	58% (175)	29% (86)	7% (21)	4% (11)	2% (7)	300
Fashion: A casual fan	41% (381)	41% (382)	10% (92)	5% (44)	4% (37)	937
Fashion: Not a fan	35% (335)	44% (422)	9% (83)	4% (43)	9% (82)	964

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

Table HR2_5: Do you have a favorable or unfavorable impression of the following movie or TV show genres?
Horror

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	29% (629)	24% (518)	15% (336)	27% (588)	6% (130)	2201
Gender: Male	31% (329)	28% (296)	17% (180)	18% (194)	6% (64)	1062
Gender: Female	26% (300)	19% (222)	14% (157)	35% (394)	6% (66)	1139
Age: 18-29	41% (189)	26% (120)	13% (61)	15% (67)	5% (21)	458
Age: 30-44	37% (203)	25% (141)	14% (79)	19% (103)	5% (29)	555
Age: 45-54	30% (109)	20% (75)	16% (57)	26% (96)	8% (29)	364
Age: 55-64	22% (84)	23% (87)	17% (67)	34% (130)	5% (19)	387
Age: 65+	10% (45)	22% (95)	17% (73)	44% (192)	7% (32)	436
Generation Z: 18-22	42% (78)	28% (51)	17% (31)	8% (16)	5% (9)	186
Millennial: Age 23-38	38% (237)	26% (160)	13% (79)	18% (114)	5% (29)	619
Generation X: Age 39-54	32% (184)	22% (125)	15% (86)	24% (137)	7% (40)	572
Boomers: Age 55-73	17% (124)	23% (167)	17% (124)	38% (276)	5% (39)	729
PID: Dem (no lean)	32% (264)	24% (195)	17% (139)	23% (189)	4% (31)	818
PID: Ind (no lean)	28% (212)	26% (191)	14% (102)	23% (175)	9% (64)	744
PID: Rep (no lean)	24% (153)	21% (132)	15% (95)	35% (224)	5% (35)	639
PID/Gender: Dem Men	36% (146)	27% (108)	18% (74)	16% (64)	3% (12)	404
PID/Gender: Dem Women	29% (118)	21% (87)	15% (64)	30% (125)	5% (19)	414
PID/Gender: Ind Men	28% (100)	31% (111)	15% (54)	18% (64)	8% (30)	359
PID/Gender: Ind Women	29% (112)	21% (80)	13% (49)	29% (111)	9% (34)	385
PID/Gender: Rep Men	28% (83)	26% (77)	17% (52)	22% (66)	7% (21)	299
PID/Gender: Rep Women	21% (70)	16% (54)	13% (44)	46% (158)	4% (13)	340
Ideo: Liberal (1-3)	31% (210)	27% (182)	17% (115)	21% (138)	4% (27)	671
Ideo: Moderate (4)	33% (168)	24% (124)	13% (65)	25% (131)	5% (25)	513
Ideo: Conservative (5-7)	21% (151)	20% (145)	17% (126)	36% (260)	5% (38)	720
Educ: < College	32% (487)	24% (363)	13% (204)	23% (354)	7% (105)	1513
Educ: Bachelors degree	21% (94)	25% (110)	19% (83)	32% (142)	3% (15)	444
Educ: Post-grad	20% (48)	19% (45)	20% (49)	38% (92)	4% (10)	244

Continued on next page

Table HR2_5: Do you have a favorable or unfavorable impression of the following movie or TV show genres?*Horror*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	29% (629)	24% (518)	15% (336)	27% (588)	6% (130)	2201
Income: Under 50k	33% (441)	24% (314)	13% (167)	23% (304)	7% (93)	1319
Income: 50k-100k	21% (130)	25% (151)	17% (105)	32% (194)	5% (29)	609
Income: 100k+	21% (58)	20% (53)	24% (64)	33% (89)	3% (8)	274
Ethnicity: White	26% (454)	22% (387)	15% (267)	30% (511)	6% (104)	1722
Ethnicity: Hispanic	41% (142)	23% (79)	15% (54)	17% (58)	5% (17)	350
Ethnicity: Afr. Am.	41% (112)	26% (72)	11% (31)	18% (49)	4% (10)	274
Ethnicity: Other	31% (63)	29% (59)	19% (38)	14% (28)	8% (16)	204
All Christian	21% (207)	21% (199)	19% (185)	33% (317)	6% (59)	967
All Non-Christian	32% (26)	22% (18)	14% (11)	30% (24)	3% (2)	81
Atheist	34% (30)	26% (23)	18% (16)	18% (16)	3% (3)	89
Agnostic/Nothing in particular	34% (365)	26% (278)	12% (124)	22% (231)	6% (66)	1064
Religious Non-Protestant/Catholic	26% (27)	23% (24)	14% (15)	33% (35)	3% (3)	105
Evangelical	24% (138)	20% (117)	16% (90)	35% (203)	5% (29)	577
Non-Evangelical	27% (219)	22% (177)	17% (140)	27% (221)	6% (51)	808
Community: Urban	34% (199)	23% (135)	15% (86)	21% (121)	6% (37)	578
Community: Suburban	25% (245)	25% (245)	17% (165)	29% (284)	5% (47)	986
Community: Rural	29% (185)	22% (139)	13% (85)	29% (183)	7% (45)	637
Employ: Private Sector	31% (197)	23% (149)	18% (118)	24% (154)	4% (23)	639
Employ: Government	32% (46)	26% (38)	13% (19)	22% (31)	7% (10)	144
Employ: Self-Employed	23% (38)	25% (42)	16% (27)	30% (51)	6% (10)	168
Employ: Homemaker	33% (61)	22% (40)	7% (13)	32% (59)	6% (12)	185
Employ: Student	39% (38)	25% (25)	21% (21)	14% (14)	— (0)	98
Employ: Retired	14% (67)	25% (122)	15% (75)	38% (187)	9% (44)	494
Employ: Unemployed	35% (92)	21% (55)	17% (45)	21% (54)	6% (15)	261
Employ: Other	43% (90)	23% (48)	9% (19)	18% (38)	8% (16)	211
Military HH: Yes	25% (85)	24% (82)	17% (58)	29% (99)	5% (17)	341
Military HH: No	29% (544)	23% (436)	15% (278)	26% (489)	6% (113)	1860
RD/WT: Right Direction	27% (221)	24% (202)	14% (116)	28% (233)	7% (59)	832
RD/WT: Wrong Track	30% (408)	23% (316)	16% (220)	26% (355)	5% (71)	1369

Continued on next page

Table HR2_5: Do you have a favorable or unfavorable impression of the following movie or TV show genres?

Horror

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	29% (629)	24% (518)	15% (336)	27% (588)	6% (130)	2201
Trump Job Approve	25% (226)	24% (217)	14% (123)	30% (270)	6% (54)	890
Trump Job Disapprove	32% (375)	23% (270)	17% (195)	25% (291)	3% (40)	1172
Trump Job Strongly Approve	28% (133)	23% (112)	13% (61)	31% (152)	5% (25)	482
Trump Job Somewhat Approve	23% (93)	26% (104)	15% (62)	29% (119)	7% (29)	408
Trump Job Somewhat Disapprove	33% (86)	26% (69)	17% (44)	21% (55)	3% (7)	262
Trump Job Strongly Disapprove	32% (289)	22% (201)	17% (151)	26% (236)	4% (33)	910
Favorable of Trump	25% (218)	24% (205)	14% (119)	32% (277)	6% (51)	870
Unfavorable of Trump	31% (371)	24% (280)	17% (198)	25% (289)	4% (42)	1181
Very Favorable of Trump	29% (144)	22% (108)	13% (63)	32% (161)	5% (25)	502
Somewhat Favorable of Trump	20% (74)	26% (97)	15% (56)	31% (115)	7% (26)	369
Somewhat Unfavorable of Trump	27% (52)	29% (55)	18% (35)	22% (41)	4% (7)	190
Very Unfavorable of Trump	32% (319)	23% (225)	16% (163)	25% (248)	4% (35)	991
#1 Issue: Economy	32% (172)	21% (114)	14% (77)	26% (140)	5% (27)	530
#1 Issue: Security	24% (102)	21% (91)	15% (63)	34% (145)	6% (28)	429
#1 Issue: Health Care	31% (113)	27% (100)	15% (56)	23% (85)	4% (14)	367
#1 Issue: Medicare / Social Security	22% (74)	23% (77)	16% (57)	33% (112)	7% (23)	343
#1 Issue: Women's Issues	32% (57)	26% (47)	13% (23)	23% (42)	5% (9)	178
#1 Issue: Education	36% (46)	28% (36)	17% (22)	16% (21)	4% (5)	130
#1 Issue: Energy	33% (37)	30% (34)	19% (21)	12% (14)	5% (6)	112
#1 Issue: Other	24% (27)	18% (20)	15% (17)	27% (30)	16% (18)	112
2018 House Vote: Democrat	30% (238)	25% (197)	17% (135)	25% (201)	3% (28)	798
2018 House Vote: Republican	21% (139)	21% (140)	17% (115)	36% (241)	5% (34)	669
2018 House Vote: Someone else	33% (38)	27% (31)	13% (15)	17% (20)	11% (13)	118
2018 House Vote: Didnt Vote	35% (213)	24% (149)	11% (69)	20% (125)	9% (55)	612
2016 Vote: Hillary Clinton	30% (207)	25% (173)	17% (118)	25% (176)	3% (23)	696
2016 Vote: Donald Trump	20% (139)	23% (155)	16% (111)	35% (243)	5% (37)	685
2016 Vote: Someone else	28% (47)	20% (34)	19% (32)	24% (40)	8% (14)	166
2016 Vote: Didnt Vote	36% (234)	24% (157)	12% (75)	19% (123)	9% (55)	644
Voted in 2014: Yes	25% (345)	22% (299)	17% (233)	30% (405)	6% (76)	1356
Voted in 2014: No	34% (284)	26% (219)	12% (104)	22% (183)	6% (54)	845

Continued on next page

Table HR2_5: Do you have a favorable or unfavorable impression of the following movie or TV show genres?*Horror*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	29% (629)	24% (518)	15% (336)	27% (588)	6% (130)	2201
2012 Vote: Barack Obama	30% (247)	24% (199)	16% (135)	25% (202)	4% (34)	816
2012 Vote: Mitt Romney	19% (96)	19% (94)	17% (85)	39% (197)	6% (31)	503
2012 Vote: Other	25% (27)	23% (24)	16% (17)	27% (28)	9% (10)	105
2012 Vote: Didn't Vote	33% (258)	26% (202)	13% (100)	20% (157)	7% (55)	772
4-Region: Northeast	32% (127)	23% (92)	17% (66)	22% (86)	6% (23)	394
4-Region: Midwest	25% (116)	24% (111)	14% (67)	30% (137)	7% (32)	462
4-Region: South	31% (255)	21% (169)	16% (130)	27% (226)	5% (45)	825
4-Region: West	25% (131)	28% (146)	14% (74)	27% (139)	6% (30)	520
Watch TV: Every day	32% (361)	24% (267)	14% (160)	27% (301)	4% (42)	1131
Watch TV: Several times per week	28% (127)	25% (114)	17% (79)	25% (115)	4% (18)	452
Watch TV: About once per week	18% (29)	26% (43)	18% (30)	33% (55)	5% (8)	166
Watch TV: Several times per month	31% (33)	24% (26)	18% (20)	20% (22)	7% (8)	108
Watch TV: About once per month	25% (14)	22% (12)	14% (8)	32% (18)	7% (4)	55
Watch TV: Less often than once per month	23% (22)	27% (26)	14% (13)	26% (25)	10% (10)	97
Watch TV: Never	23% (43)	15% (30)	14% (26)	27% (51)	21% (41)	191
Watch Movies: Every day	49% (197)	22% (88)	11% (43)	18% (71)	1% (5)	404
Watch Movies: Several times per week	35% (208)	24% (142)	17% (101)	22% (129)	3% (15)	596
Watch Movies: About once per week	18% (68)	33% (122)	20% (73)	27% (99)	3% (10)	372
Watch Movies: Several times per month	19% (51)	25% (65)	15% (40)	34% (87)	7% (17)	260
Watch Movies: About once per month	16% (25)	20% (32)	15% (24)	37% (59)	12% (20)	160
Watch Movies: Less often than once per month	18% (41)	19% (43)	16% (35)	42% (92)	5% (11)	222
Watch Movies: Never	21% (40)	13% (25)	11% (21)	26% (49)	28% (51)	187
Watch Sporting Events: Every day	45% (74)	17% (27)	17% (28)	15% (25)	6% (10)	165
Watch Sporting Events: Several times per week	29% (99)	28% (95)	15% (53)	24% (84)	3% (12)	342
Watch Sporting Events: About once per week	27% (69)	25% (65)	20% (50)	24% (63)	4% (10)	257
Watch Sporting Events: Several times per month	30% (56)	18% (33)	19% (36)	31% (58)	3% (5)	188
Watch Sporting Events: About once per month	32% (44)	31% (43)	9% (12)	28% (39)	1% (1)	138
Watch Sporting Events: Less often than once per month	24% (80)	30% (101)	14% (46)	27% (90)	6% (22)	339
Watch Sporting Events: Never	27% (207)	20% (154)	14% (111)	30% (230)	9% (70)	772

Continued on next page

Table HR2_5: Do you have a favorable or unfavorable impression of the following movie or TV show genres?

Horror

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	29% (629)	24% (518)	15% (336)	27% (588)	6% (130)	2201
Cable TV: Currently subscribe	27% (276)	24% (244)	17% (176)	26% (263)	6% (59)	1018
Cable TV: Subscribed in past	31% (234)	24% (179)	15% (114)	28% (211)	3% (21)	760
Cable TV: Never subscribed	28% (119)	23% (95)	11% (45)	27% (114)	12% (50)	423
Satellite TV: Currently subscribe	32% (149)	21% (97)	17% (79)	28% (132)	3% (14)	470
Satellite TV: Subscribed in past	29% (167)	27% (154)	15% (88)	25% (145)	4% (26)	580
Satellite TV: Never subscribed	27% (313)	23% (268)	15% (170)	27% (311)	8% (90)	1152
Streaming Services: Currently subscribe	32% (414)	25% (319)	16% (204)	24% (316)	3% (40)	1292
Streaming Services: Subscribed in past	29% (64)	27% (58)	15% (33)	21% (45)	8% (17)	218
Streaming Services: Never subscribed	22% (151)	20% (141)	14% (99)	33% (227)	11% (73)	691
Film: An avid fan	43% (335)	22% (177)	13% (106)	20% (155)	2% (15)	787
Film: A casual fan	22% (246)	25% (289)	18% (211)	30% (342)	5% (54)	1142
Film: Not a fan	18% (48)	19% (52)	7% (20)	34% (92)	22% (61)	272
Television: An avid fan	35% (369)	23% (235)	14% (150)	24% (250)	3% (36)	1039
Television: A casual fan	22% (223)	25% (251)	17% (167)	29% (292)	6% (62)	995
Television: Not a fan	22% (37)	19% (32)	12% (19)	27% (46)	19% (32)	167
Music: An avid fan	37% (409)	22% (248)	15% (161)	22% (249)	4% (41)	1109
Music: A casual fan	21% (201)	25% (247)	17% (168)	31% (302)	6% (57)	975
Music: Not a fan	16% (19)	19% (22)	6% (7)	31% (36)	27% (32)	117
Fashion: An avid fan	42% (125)	20% (59)	12% (36)	24% (73)	2% (7)	300
Fashion: A casual fan	30% (277)	25% (234)	15% (139)	27% (252)	4% (34)	937
Fashion: Not a fan	23% (226)	23% (225)	17% (161)	27% (264)	9% (89)	964

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

Table HR2_6: Do you have a favorable or unfavorable impression of the following movie or TV show genres?
 Sci-Fi/Fantasy

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	31% (681)	34% (759)	12% (256)	13% (295)	10% (211)	2201
Gender: Male	40% (425)	36% (387)	10% (102)	7% (78)	7% (70)	1062
Gender: Female	22% (256)	33% (372)	14% (154)	19% (216)	12% (141)	1139
Age: 18-29	36% (165)	35% (160)	10% (45)	11% (48)	9% (40)	458
Age: 30-44	33% (185)	34% (189)	11% (61)	13% (73)	9% (47)	555
Age: 45-54	29% (105)	34% (125)	11% (41)	14% (52)	11% (42)	364
Age: 55-64	33% (128)	35% (137)	12% (47)	11% (42)	8% (32)	387
Age: 65+	23% (98)	34% (148)	14% (62)	18% (79)	11% (49)	436
Generation Z: 18-22	32% (60)	37% (68)	12% (22)	9% (17)	11% (20)	186
Millennial: Age 23-38	37% (229)	33% (206)	9% (57)	13% (78)	8% (49)	619
Generation X: Age 39-54	29% (166)	35% (199)	12% (67)	14% (79)	11% (60)	572
Boomers: Age 55-73	30% (219)	34% (247)	13% (95)	14% (99)	9% (68)	729
PID: Dem (no lean)	34% (277)	34% (280)	12% (98)	12% (97)	8% (65)	818
PID: Ind (no lean)	31% (231)	37% (273)	10% (74)	11% (84)	11% (83)	744
PID: Rep (no lean)	27% (173)	32% (206)	13% (83)	18% (114)	10% (63)	639
PID/Gender: Dem Men	41% (167)	37% (150)	11% (46)	6% (24)	4% (17)	404
PID/Gender: Dem Women	27% (110)	31% (130)	13% (53)	18% (73)	12% (48)	414
PID/Gender: Ind Men	40% (142)	37% (134)	8% (29)	7% (26)	8% (28)	359
PID/Gender: Ind Women	23% (88)	36% (139)	12% (45)	15% (58)	14% (54)	385
PID/Gender: Rep Men	39% (115)	35% (103)	9% (27)	10% (29)	8% (25)	299
PID/Gender: Rep Women	17% (58)	30% (102)	17% (56)	25% (85)	11% (38)	340
Ideo: Liberal (1-3)	37% (249)	33% (220)	11% (74)	12% (79)	7% (49)	671
Ideo: Moderate (4)	31% (157)	37% (192)	12% (59)	11% (58)	9% (48)	513
Ideo: Conservative (5-7)	27% (193)	35% (250)	13% (93)	17% (124)	8% (61)	720
Educ: < College	30% (453)	34% (517)	11% (166)	14% (209)	11% (167)	1513
Educ: Bachelors degree	35% (156)	34% (151)	13% (58)	11% (48)	7% (31)	444
Educ: Post-grad	29% (71)	37% (91)	13% (32)	15% (37)	5% (12)	244

Continued on next page

Table HR2_6: Do you have a favorable or unfavorable impression of the following movie or TV show genres?

Sci-Fi/Fantasy

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	31% (681)	34% (759)	12% (256)	13% (295)	10% (211)	2201
Income: Under 50k	33% (436)	34% (444)	10% (137)	12% (155)	11% (148)	1319
Income: 50k-100k	27% (165)	36% (222)	13% (81)	16% (97)	7% (44)	609
Income: 100k+	29% (80)	34% (93)	14% (38)	16% (43)	7% (19)	274
Ethnicity: White	30% (524)	33% (576)	12% (208)	14% (249)	10% (165)	1722
Ethnicity: Hispanic	31% (108)	36% (125)	13% (47)	9% (33)	11% (37)	350
Ethnicity: Afr. Am.	33% (90)	40% (110)	8% (22)	11% (30)	8% (23)	274
Ethnicity: Other	33% (67)	36% (73)	13% (26)	8% (16)	11% (23)	204
All Christian	27% (265)	34% (328)	14% (131)	14% (138)	11% (105)	967
All Non-Christian	29% (24)	34% (28)	18% (15)	15% (12)	4% (3)	81
Atheist	39% (35)	35% (31)	12% (11)	12% (10)	2% (2)	89
Agnostic/Nothing in particular	34% (357)	35% (372)	9% (99)	13% (134)	9% (101)	1064
Religious Non-Protestant/Catholic	31% (32)	34% (35)	16% (16)	14% (15)	6% (6)	105
Evangelical	28% (164)	31% (180)	14% (82)	15% (88)	11% (63)	577
Non-Evangelical	30% (240)	35% (286)	12% (95)	14% (115)	9% (72)	808
Community: Urban	32% (186)	37% (214)	11% (63)	10% (60)	10% (56)	578
Community: Suburban	31% (302)	35% (346)	12% (119)	14% (138)	8% (82)	986
Community: Rural	30% (194)	31% (199)	12% (75)	15% (97)	11% (73)	637
Employ: Private Sector	32% (207)	36% (229)	11% (69)	15% (95)	6% (40)	639
Employ: Government	30% (43)	34% (49)	17% (24)	7% (11)	12% (17)	144
Employ: Self-Employed	37% (63)	29% (48)	14% (23)	13% (22)	7% (12)	168
Employ: Homemaker	25% (46)	34% (64)	13% (24)	16% (29)	12% (22)	185
Employ: Student	39% (38)	35% (35)	10% (10)	10% (10)	6% (6)	98
Employ: Retired	26% (128)	36% (180)	12% (59)	14% (69)	12% (58)	494
Employ: Unemployed	29% (76)	33% (87)	11% (30)	14% (36)	12% (33)	261
Employ: Other	38% (80)	32% (67)	8% (17)	11% (23)	11% (24)	211
Military HH: Yes	34% (117)	36% (122)	12% (40)	12% (41)	6% (20)	341
Military HH: No	30% (563)	34% (637)	12% (216)	14% (253)	10% (191)	1860
RD/WT: Right Direction	26% (214)	38% (317)	11% (95)	15% (124)	10% (82)	832
RD/WT: Wrong Track	34% (467)	32% (442)	12% (161)	12% (170)	9% (128)	1369

Continued on next page

Table HR2_6: Do you have a favorable or unfavorable impression of the following movie or TV show genres?*Sci-Fi/Fantasy*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	31% (681)	34% (759)	12% (256)	13% (295)	10% (211)	2201
Trump Job Approve	28% (248)	36% (318)	11% (102)	16% (139)	9% (82)	890
Trump Job Disapprove	35% (413)	33% (387)	12% (141)	12% (144)	7% (88)	1172
Trump Job Strongly Approve	27% (132)	34% (164)	13% (61)	16% (77)	10% (48)	482
Trump Job Somewhat Approve	28% (116)	38% (154)	10% (41)	15% (62)	8% (34)	408
Trump Job Somewhat Disapprove	31% (82)	41% (108)	10% (27)	9% (24)	8% (20)	262
Trump Job Strongly Disapprove	36% (331)	31% (279)	13% (114)	13% (120)	7% (67)	910
Favorable of Trump	28% (247)	35% (308)	11% (99)	15% (134)	10% (84)	870
Unfavorable of Trump	35% (410)	34% (400)	12% (141)	12% (140)	8% (89)	1181
Very Favorable of Trump	29% (147)	33% (166)	12% (62)	15% (77)	10% (48)	502
Somewhat Favorable of Trump	27% (99)	38% (141)	10% (36)	15% (56)	10% (35)	369
Somewhat Unfavorable of Trump	27% (50)	47% (89)	11% (21)	7% (14)	8% (16)	190
Very Unfavorable of Trump	36% (359)	31% (312)	12% (120)	13% (126)	7% (73)	991
#1 Issue: Economy	32% (171)	37% (196)	10% (53)	13% (71)	7% (39)	530
#1 Issue: Security	27% (114)	34% (145)	12% (53)	18% (76)	9% (40)	429
#1 Issue: Health Care	36% (131)	33% (121)	13% (47)	10% (36)	9% (32)	367
#1 Issue: Medicare / Social Security	30% (103)	33% (113)	15% (51)	14% (46)	9% (29)	343
#1 Issue: Women's Issues	21% (37)	38% (68)	8% (14)	16% (29)	17% (30)	178
#1 Issue: Education	37% (48)	34% (44)	13% (17)	9% (11)	6% (8)	130
#1 Issue: Energy	47% (53)	30% (33)	7% (8)	8% (9)	8% (9)	112
#1 Issue: Other	21% (24)	34% (38)	11% (12)	14% (15)	21% (23)	112
2018 House Vote: Democrat	36% (286)	34% (271)	11% (91)	12% (99)	6% (51)	798
2018 House Vote: Republican	26% (177)	35% (231)	13% (85)	17% (113)	10% (64)	669
2018 House Vote: Someone else	37% (43)	33% (39)	9% (10)	11% (13)	11% (13)	118
2018 House Vote: Didnt Vote	29% (175)	36% (218)	11% (70)	11% (69)	13% (81)	612
2016 Vote: Hillary Clinton	35% (245)	36% (251)	11% (75)	11% (74)	7% (51)	696
2016 Vote: Donald Trump	25% (173)	36% (248)	12% (84)	18% (120)	9% (61)	685
2016 Vote: Someone else	43% (71)	22% (36)	11% (19)	15% (25)	9% (15)	166
2016 Vote: Didnt Vote	29% (189)	35% (225)	12% (77)	11% (71)	13% (83)	644
Voted in 2014: Yes	31% (421)	34% (466)	12% (167)	14% (193)	8% (109)	1356
Voted in 2014: No	31% (260)	35% (293)	10% (89)	12% (102)	12% (101)	845

Continued on next page

Table HR2_6: Do you have a favorable or unfavorable impression of the following movie or TV show genres?

Sci-Fi/Fantasy

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	31% (681)	34% (759)	12% (256)	13% (295)	10% (211)	2201
2012 Vote: Barack Obama	35% (285)	34% (279)	12% (96)	12% (97)	7% (59)	816
2012 Vote: Mitt Romney	26% (131)	35% (177)	12% (61)	18% (92)	8% (43)	503
2012 Vote: Other	30% (32)	34% (36)	14% (14)	10% (11)	11% (12)	105
2012 Vote: Didn't Vote	30% (232)	35% (268)	11% (83)	12% (93)	12% (96)	772
4-Region: Northeast	29% (116)	37% (144)	13% (51)	12% (48)	9% (35)	394
4-Region: Midwest	28% (128)	37% (172)	10% (45)	16% (74)	9% (44)	462
4-Region: South	34% (283)	32% (262)	11% (94)	13% (111)	9% (75)	825
4-Region: West	30% (154)	35% (182)	13% (66)	12% (61)	11% (57)	520
Watch TV: Every day	34% (388)	33% (373)	11% (123)	15% (170)	7% (76)	1131
Watch TV: Several times per week	35% (160)	39% (174)	10% (45)	10% (47)	6% (25)	452
Watch TV: About once per week	22% (36)	40% (66)	13% (22)	15% (24)	10% (17)	166
Watch TV: Several times per month	23% (25)	39% (43)	16% (18)	10% (10)	11% (12)	108
Watch TV: About once per month	22% (12)	28% (15)	20% (11)	15% (8)	16% (9)	55
Watch TV: Less often than once per month	25% (25)	44% (43)	12% (11)	7% (7)	12% (12)	97
Watch TV: Never	18% (34)	23% (44)	14% (26)	14% (28)	31% (59)	191
Watch Movies: Every day	46% (186)	32% (128)	8% (31)	10% (41)	5% (19)	404
Watch Movies: Several times per week	41% (244)	35% (206)	11% (64)	10% (59)	4% (23)	596
Watch Movies: About once per week	24% (88)	42% (157)	11% (42)	15% (56)	8% (29)	372
Watch Movies: Several times per month	24% (62)	39% (102)	15% (40)	13% (35)	8% (22)	260
Watch Movies: About once per month	22% (36)	32% (51)	12% (19)	17% (27)	17% (28)	160
Watch Movies: Less often than once per month	16% (35)	34% (75)	19% (41)	18% (41)	13% (30)	222
Watch Movies: Never	17% (31)	21% (39)	10% (19)	19% (36)	33% (61)	187
Watch Sporting Events: Every day	35% (58)	32% (53)	15% (24)	11% (18)	7% (11)	165
Watch Sporting Events: Several times per week	35% (120)	38% (131)	10% (33)	12% (42)	5% (17)	342
Watch Sporting Events: About once per week	37% (95)	35% (90)	13% (33)	10% (26)	6% (14)	257
Watch Sporting Events: Several times per month	33% (62)	37% (69)	17% (33)	7% (13)	6% (11)	188
Watch Sporting Events: About once per month	29% (40)	39% (54)	9% (13)	18% (25)	4% (6)	138
Watch Sporting Events: Less often than once per month	28% (93)	36% (122)	12% (42)	14% (49)	10% (33)	339
Watch Sporting Events: Never	28% (213)	31% (242)	10% (79)	16% (121)	15% (118)	772

Continued on next page

Table HR2_6: Do you have a favorable or unfavorable impression of the following movie or TV show genres?*Sci-Fi/Fantasy*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	31% (681)	34% (759)	12% (256)	13% (295)	10% (211)	2201
Cable TV: Currently subscribe	31% (320)	33% (339)	11% (117)	15% (157)	8% (84)	1018
Cable TV: Subscribed in past	33% (252)	37% (285)	14% (104)	10% (77)	6% (43)	760
Cable TV: Never subscribed	26% (109)	32% (135)	8% (35)	14% (61)	20% (83)	423
Satellite TV: Currently subscribe	30% (142)	34% (159)	15% (71)	14% (67)	7% (31)	470
Satellite TV: Subscribed in past	33% (194)	37% (216)	11% (61)	12% (71)	6% (37)	580
Satellite TV: Never subscribed	30% (345)	33% (384)	11% (123)	14% (157)	12% (143)	1152
Streaming Services: Currently subscribe	36% (471)	36% (469)	11% (138)	12% (158)	4% (56)	1292
Streaming Services: Subscribed in past	27% (58)	40% (86)	10% (22)	11% (25)	12% (26)	218
Streaming Services: Never subscribed	22% (152)	29% (204)	14% (95)	16% (112)	19% (128)	691
Film: An avid fan	47% (372)	35% (272)	8% (64)	7% (57)	3% (21)	787
Film: A casual fan	24% (278)	37% (424)	14% (159)	15% (173)	10% (108)	1142
Film: Not a fan	11% (31)	23% (63)	12% (33)	24% (65)	30% (82)	272
Television: An avid fan	36% (376)	35% (368)	11% (109)	13% (130)	5% (56)	1039
Television: A casual fan	27% (269)	35% (345)	13% (130)	14% (138)	11% (114)	995
Television: Not a fan	22% (36)	28% (46)	10% (17)	16% (27)	24% (40)	167
Music: An avid fan	35% (387)	36% (404)	9% (101)	13% (139)	7% (78)	1109
Music: A casual fan	27% (267)	34% (327)	15% (147)	14% (133)	10% (101)	975
Music: Not a fan	23% (27)	24% (28)	7% (8)	19% (22)	27% (32)	117
Fashion: An avid fan	32% (97)	34% (101)	12% (37)	13% (39)	9% (26)	300
Fashion: A casual fan	29% (275)	36% (333)	13% (122)	14% (133)	8% (74)	937
Fashion: Not a fan	32% (309)	34% (325)	10% (97)	13% (123)	11% (111)	964

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

Table HR2_7: Do you have a favorable or unfavorable impression of the following movie or TV show genres?

Documentary

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	34% (743)	41% (899)	10% (216)	6% (134)	9% (208)	2201
Gender: Male	37% (391)	42% (444)	9% (99)	4% (45)	8% (83)	1062
Gender: Female	31% (352)	40% (456)	10% (117)	8% (89)	11% (125)	1139
Age: 18-29	33% (153)	37% (168)	12% (57)	7% (34)	10% (46)	458
Age: 30-44	36% (199)	38% (211)	11% (63)	5% (29)	10% (53)	555
Age: 45-54	33% (121)	40% (147)	8% (30)	9% (31)	9% (34)	364
Age: 55-64	34% (132)	43% (168)	8% (31)	6% (25)	8% (30)	387
Age: 65+	32% (139)	47% (205)	8% (34)	3% (15)	10% (44)	436
Generation Z: 18-22	27% (50)	35% (66)	18% (33)	8% (15)	12% (23)	186
Millennial: Age 23-38	37% (226)	38% (233)	11% (66)	6% (38)	9% (56)	619
Generation X: Age 39-54	34% (196)	40% (227)	9% (52)	7% (42)	10% (55)	572
Boomers: Age 55-73	33% (244)	44% (322)	8% (59)	5% (38)	9% (66)	729
PID: Dem (no lean)	37% (307)	40% (328)	10% (79)	7% (54)	6% (50)	818
PID: Ind (no lean)	33% (247)	40% (298)	9% (67)	6% (44)	12% (89)	744
PID: Rep (no lean)	30% (190)	43% (274)	11% (70)	6% (36)	11% (69)	639
PID/Gender: Dem Men	40% (163)	40% (161)	10% (40)	6% (25)	4% (15)	404
PID/Gender: Dem Women	35% (144)	40% (167)	9% (39)	7% (29)	8% (35)	414
PID/Gender: Ind Men	36% (130)	43% (155)	8% (27)	3% (11)	10% (36)	359
PID/Gender: Ind Women	30% (116)	37% (143)	10% (40)	8% (33)	14% (53)	385
PID/Gender: Rep Men	33% (98)	43% (128)	11% (32)	3% (9)	11% (32)	299
PID/Gender: Rep Women	27% (91)	43% (145)	11% (38)	8% (28)	11% (37)	340
Ideo: Liberal (1-3)	42% (283)	39% (261)	8% (53)	6% (41)	5% (33)	671
Ideo: Moderate (4)	30% (152)	44% (225)	10% (49)	6% (30)	11% (57)	513
Ideo: Conservative (5-7)	32% (227)	44% (315)	10% (74)	6% (40)	9% (63)	720
Educ: < College	31% (476)	40% (607)	9% (142)	7% (113)	12% (175)	1513
Educ: Bachelors degree	39% (173)	43% (189)	11% (49)	2% (10)	5% (23)	444
Educ: Post-grad	39% (94)	42% (103)	10% (25)	5% (11)	4% (11)	244

Continued on next page

Table HR2_7: Do you have a favorable or unfavorable impression of the following movie or TV show genres?*Documentary*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	34% (743)	41% (899)	10% (216)	6% (134)	9% (208)	2201
Income: Under 50k	33% (439)	38% (495)	9% (124)	7% (95)	12% (164)	1319
Income: 50k-100k	33% (201)	48% (290)	10% (59)	5% (29)	5% (30)	609
Income: 100k+	38% (103)	42% (114)	12% (33)	4% (10)	5% (14)	274
Ethnicity: White	33% (564)	41% (710)	9% (163)	7% (120)	10% (166)	1722
Ethnicity: Hispanic	39% (136)	33% (115)	11% (38)	6% (23)	11% (38)	350
Ethnicity: Afr. Am.	36% (100)	42% (114)	10% (27)	5% (14)	7% (20)	274
Ethnicity: Other	39% (79)	37% (75)	13% (26)	— (1)	11% (22)	204
All Christian	31% (301)	45% (431)	10% (95)	5% (51)	9% (90)	967
All Non-Christian	38% (31)	47% (38)	8% (6)	3% (2)	5% (4)	81
Atheist	40% (36)	38% (33)	8% (7)	7% (6)	6% (6)	89
Agnostic/Nothing in particular	35% (376)	37% (397)	10% (108)	7% (75)	10% (108)	1064
Religious Non-Protestant/Catholic	32% (34)	45% (47)	13% (14)	2% (3)	8% (8)	105
Evangelical	30% (176)	42% (241)	12% (67)	7% (43)	9% (52)	577
Non-Evangelical	33% (264)	44% (357)	8% (69)	5% (41)	10% (78)	808
Community: Urban	40% (230)	36% (207)	9% (51)	6% (33)	10% (58)	578
Community: Suburban	34% (332)	43% (423)	10% (100)	5% (50)	8% (82)	986
Community: Rural	29% (182)	42% (270)	10% (66)	8% (52)	11% (68)	637
Employ: Private Sector	36% (231)	43% (276)	9% (60)	5% (35)	6% (38)	639
Employ: Government	32% (46)	40% (58)	13% (18)	5% (7)	10% (15)	144
Employ: Self-Employed	43% (73)	36% (60)	9% (15)	4% (8)	7% (13)	168
Employ: Homemaker	34% (63)	39% (72)	8% (15)	7% (13)	12% (21)	185
Employ: Student	30% (30)	38% (37)	16% (16)	7% (7)	8% (8)	98
Employ: Retired	29% (142)	47% (231)	7% (35)	6% (30)	11% (56)	494
Employ: Unemployed	31% (80)	34% (88)	14% (37)	9% (24)	12% (32)	261
Employ: Other	37% (79)	36% (77)	9% (19)	5% (12)	12% (25)	211
Military HH: Yes	33% (113)	45% (152)	8% (28)	5% (17)	9% (30)	341
Military HH: No	34% (630)	40% (747)	10% (188)	6% (117)	10% (178)	1860
RD/WT: Right Direction	32% (270)	42% (354)	9% (75)	5% (46)	11% (88)	832
RD/WT: Wrong Track	35% (473)	40% (546)	10% (141)	6% (89)	9% (120)	1369

Continued on next page

Table HR2_7: Do you have a favorable or unfavorable impression of the following movie or TV show genres?

Documentary

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	34% (743)	41% (899)	10% (216)	6% (134)	9% (208)	2201
Trump Job Approve	33% (292)	43% (382)	9% (81)	6% (50)	10% (85)	890
Trump Job Disapprove	35% (411)	41% (480)	11% (124)	7% (77)	7% (80)	1172
Trump Job Strongly Approve	33% (159)	43% (205)	9% (44)	6% (30)	9% (43)	482
Trump Job Somewhat Approve	33% (133)	43% (176)	9% (37)	5% (20)	10% (42)	408
Trump Job Somewhat Disapprove	30% (79)	44% (116)	14% (36)	6% (14)	6% (16)	262
Trump Job Strongly Disapprove	36% (331)	40% (364)	10% (88)	7% (62)	7% (65)	910
Favorable of Trump	33% (286)	43% (376)	9% (81)	5% (46)	9% (82)	870
Unfavorable of Trump	35% (416)	41% (479)	10% (121)	7% (78)	7% (87)	1181
Very Favorable of Trump	33% (163)	44% (219)	9% (44)	6% (30)	9% (45)	502
Somewhat Favorable of Trump	33% (122)	43% (157)	10% (36)	4% (16)	10% (37)	369
Somewhat Unfavorable of Trump	30% (57)	42% (79)	13% (24)	7% (13)	8% (15)	190
Very Unfavorable of Trump	36% (359)	40% (399)	10% (96)	7% (65)	7% (71)	991
#1 Issue: Economy	34% (180)	40% (215)	13% (68)	6% (31)	7% (37)	530
#1 Issue: Security	31% (134)	44% (188)	8% (34)	7% (30)	10% (43)	429
#1 Issue: Health Care	35% (130)	43% (157)	8% (29)	7% (25)	7% (26)	367
#1 Issue: Medicare / Social Security	28% (96)	44% (150)	11% (36)	6% (21)	11% (39)	343
#1 Issue: Women's Issues	36% (64)	37% (66)	10% (18)	5% (10)	12% (21)	178
#1 Issue: Education	33% (43)	34% (44)	14% (18)	6% (7)	13% (17)	130
#1 Issue: Energy	50% (56)	34% (38)	7% (8)	3% (4)	6% (6)	112
#1 Issue: Other	35% (39)	37% (42)	5% (6)	6% (7)	16% (18)	112
2018 House Vote: Democrat	39% (313)	42% (337)	9% (75)	5% (42)	4% (32)	798
2018 House Vote: Republican	30% (203)	47% (313)	9% (62)	5% (31)	9% (60)	669
2018 House Vote: Someone else	36% (42)	40% (47)	4% (5)	5% (6)	15% (18)	118
2018 House Vote: Didnt Vote	30% (184)	33% (202)	12% (73)	9% (55)	16% (98)	612
2016 Vote: Hillary Clinton	39% (274)	43% (299)	8% (55)	5% (36)	5% (31)	696
2016 Vote: Donald Trump	30% (206)	45% (312)	9% (64)	6% (38)	10% (66)	685
2016 Vote: Someone else	35% (59)	39% (64)	10% (17)	6% (10)	10% (16)	166
2016 Vote: Didnt Vote	32% (205)	34% (218)	12% (79)	7% (47)	15% (95)	644
Voted in 2014: Yes	35% (476)	44% (600)	8% (111)	6% (78)	7% (92)	1356
Voted in 2014: No	32% (267)	35% (300)	12% (105)	7% (57)	14% (116)	845

Continued on next page

Table HR2_7: Do you have a favorable or unfavorable impression of the following movie or TV show genres?

Documentary

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	34% (743)	41% (899)	10% (216)	6% (134)	9% (208)	2201
2012 Vote: Barack Obama	40% (323)	44% (356)	8% (62)	5% (38)	5% (37)	816
2012 Vote: Mitt Romney	29% (144)	47% (235)	10% (52)	6% (32)	8% (41)	503
2012 Vote: Other	30% (32)	35% (37)	8% (9)	10% (10)	18% (19)	105
2012 Vote: Didn't Vote	31% (243)	35% (269)	12% (94)	7% (55)	14% (111)	772
4-Region: Northeast	36% (140)	39% (154)	8% (30)	7% (28)	11% (41)	394
4-Region: Midwest	32% (146)	45% (207)	9% (40)	6% (26)	9% (44)	462
4-Region: South	33% (272)	40% (332)	11% (93)	7% (57)	9% (71)	825
4-Region: West	36% (185)	40% (207)	10% (53)	4% (23)	10% (52)	520
Watch TV: Every day	34% (390)	41% (465)	10% (114)	7% (76)	8% (87)	1131
Watch TV: Several times per week	35% (159)	45% (206)	10% (46)	2% (11)	7% (32)	452
Watch TV: About once per week	41% (68)	38% (63)	6% (10)	9% (15)	6% (10)	166
Watch TV: Several times per month	28% (30)	39% (42)	15% (16)	6% (7)	12% (13)	108
Watch TV: About once per month	40% (22)	39% (22)	12% (6)	4% (2)	5% (3)	55
Watch TV: Less often than once per month	25% (24)	46% (45)	10% (10)	7% (6)	12% (12)	97
Watch TV: Never	27% (51)	30% (57)	7% (13)	9% (18)	28% (53)	191
Watch Movies: Every day	44% (180)	32% (130)	11% (45)	7% (26)	6% (24)	404
Watch Movies: Several times per week	36% (217)	42% (252)	11% (63)	5% (32)	5% (32)	596
Watch Movies: About once per week	32% (117)	43% (161)	11% (40)	6% (22)	9% (32)	372
Watch Movies: Several times per month	31% (81)	44% (114)	11% (28)	6% (15)	9% (23)	260
Watch Movies: About once per month	23% (36)	49% (79)	10% (17)	6% (10)	12% (19)	160
Watch Movies: Less often than once per month	35% (77)	44% (97)	7% (16)	6% (13)	9% (19)	222
Watch Movies: Never	19% (36)	36% (68)	5% (9)	8% (16)	32% (59)	187
Watch Sporting Events: Every day	47% (78)	33% (54)	8% (13)	4% (6)	8% (14)	165
Watch Sporting Events: Several times per week	37% (126)	47% (161)	8% (26)	4% (13)	5% (16)	342
Watch Sporting Events: About once per week	32% (83)	46% (118)	11% (29)	4% (11)	6% (15)	257
Watch Sporting Events: Several times per month	38% (71)	34% (64)	17% (33)	5% (9)	6% (11)	188
Watch Sporting Events: About once per month	36% (49)	37% (51)	9% (13)	14% (19)	5% (6)	138
Watch Sporting Events: Less often than once per month	32% (107)	43% (147)	10% (35)	4% (15)	10% (35)	339
Watch Sporting Events: Never	30% (228)	39% (304)	9% (68)	8% (61)	14% (111)	772

Continued on next page

Table HR2_7: Do you have a favorable or unfavorable impression of the following movie or TV show genres?

Documentary

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	34% (743)	41% (899)	10% (216)	6% (134)	9% (208)	2201
Cable TV: Currently subscribe	33% (340)	43% (441)	9% (93)	5% (53)	9% (90)	1018
Cable TV: Subscribed in past	37% (279)	41% (310)	10% (73)	7% (50)	6% (47)	760
Cable TV: Never subscribed	29% (124)	35% (148)	12% (49)	7% (31)	17% (71)	423
Satellite TV: Currently subscribe	30% (140)	47% (220)	12% (54)	6% (27)	6% (28)	470
Satellite TV: Subscribed in past	36% (209)	40% (231)	10% (58)	6% (36)	8% (46)	580
Satellite TV: Never subscribed	34% (394)	39% (448)	9% (104)	6% (71)	12% (134)	1152
Streaming Services: Currently subscribe	38% (486)	42% (542)	10% (126)	5% (67)	5% (71)	1292
Streaming Services: Subscribed in past	35% (77)	35% (75)	12% (27)	6% (12)	12% (26)	218
Streaming Services: Never subscribed	26% (180)	41% (282)	9% (63)	8% (55)	16% (111)	691
Film: An avid fan	45% (358)	36% (283)	8% (65)	5% (40)	5% (40)	787
Film: A casual fan	30% (342)	46% (528)	11% (129)	5% (52)	8% (90)	1142
Film: Not a fan	16% (43)	32% (88)	8% (21)	16% (42)	29% (78)	272
Television: An avid fan	36% (378)	41% (429)	10% (104)	6% (59)	7% (69)	1039
Television: A casual fan	32% (319)	42% (422)	10% (98)	6% (61)	10% (95)	995
Television: Not a fan	28% (46)	29% (48)	9% (15)	9% (14)	26% (44)	167
Music: An avid fan	42% (469)	38% (422)	8% (92)	6% (61)	6% (65)	1109
Music: A casual fan	26% (258)	45% (444)	12% (114)	6% (55)	11% (105)	975
Music: Not a fan	14% (16)	29% (34)	9% (11)	15% (18)	33% (38)	117
Fashion: An avid fan	49% (146)	32% (96)	10% (29)	4% (13)	5% (15)	300
Fashion: A casual fan	33% (308)	44% (413)	10% (91)	6% (56)	7% (69)	937
Fashion: Not a fan	30% (289)	40% (390)	10% (96)	7% (65)	13% (124)	964

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

Table HR2_8: Do you have a favorable or unfavorable impression of the following movie or TV show genres?
 Reality

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	19% (424)	29% (632)	18% (405)	25% (549)	9% (190)	2201
Gender: Male	17% (179)	27% (288)	21% (221)	27% (283)	9% (91)	1062
Gender: Female	22% (245)	30% (344)	16% (184)	23% (266)	9% (99)	1139
Age: 18-29	25% (114)	32% (147)	18% (81)	15% (70)	10% (46)	458
Age: 30-44	20% (109)	29% (161)	19% (103)	24% (131)	9% (51)	555
Age: 45-54	22% (81)	29% (106)	18% (64)	25% (89)	7% (25)	364
Age: 55-64	14% (56)	28% (108)	19% (72)	33% (130)	6% (22)	387
Age: 65+	15% (64)	25% (111)	20% (85)	30% (130)	11% (46)	436
Generation Z: 18-22	20% (38)	34% (63)	15% (29)	16% (29)	15% (28)	186
Millennial: Age 23-38	24% (150)	29% (180)	19% (118)	20% (121)	8% (50)	619
Generation X: Age 39-54	20% (117)	30% (171)	18% (101)	24% (139)	8% (44)	572
Boomers: Age 55-73	15% (111)	26% (192)	19% (137)	32% (233)	8% (55)	729
PID: Dem (no lean)	23% (191)	29% (239)	19% (156)	23% (186)	6% (47)	818
PID: Ind (no lean)	16% (116)	27% (204)	17% (129)	29% (213)	11% (81)	744
PID: Rep (no lean)	18% (117)	30% (189)	19% (120)	23% (150)	10% (62)	639
PID/Gender: Dem Men	21% (86)	29% (118)	22% (87)	22% (89)	6% (24)	404
PID/Gender: Dem Women	25% (105)	29% (121)	17% (69)	23% (97)	5% (23)	414
PID/Gender: Ind Men	15% (54)	25% (90)	20% (71)	31% (112)	9% (32)	359
PID/Gender: Ind Women	16% (62)	30% (114)	15% (58)	26% (101)	13% (49)	385
PID/Gender: Rep Men	13% (39)	27% (81)	21% (63)	27% (82)	12% (35)	299
PID/Gender: Rep Women	23% (78)	32% (109)	17% (57)	20% (68)	8% (27)	340
Ideo: Liberal (1-3)	20% (131)	30% (200)	21% (138)	24% (164)	6% (38)	671
Ideo: Moderate (4)	19% (97)	28% (142)	20% (101)	26% (136)	7% (37)	513
Ideo: Conservative (5-7)	17% (122)	28% (198)	19% (138)	28% (205)	8% (57)	720
Educ: < College	20% (309)	29% (445)	16% (248)	24% (358)	10% (153)	1513
Educ: Bachelors degree	16% (72)	28% (125)	24% (106)	26% (116)	6% (25)	444
Educ: Post-grad	18% (44)	25% (61)	21% (51)	31% (75)	5% (12)	244

Continued on next page

Table HR2_8: Do you have a favorable or unfavorable impression of the following movie or TV show genres?

Reality

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	19% (424)	29% (632)	18% (405)	25% (549)	9% (190)	2201
Income: Under 50k	19% (257)	29% (384)	17% (228)	23% (307)	11% (143)	1319
Income: 50k-100k	19% (118)	29% (177)	20% (123)	26% (158)	5% (31)	609
Income: 100k+	18% (49)	26% (71)	20% (54)	31% (84)	6% (16)	274
Ethnicity: White	18% (308)	29% (496)	19% (322)	26% (456)	8% (140)	1722
Ethnicity: Hispanic	25% (87)	27% (94)	17% (60)	20% (70)	11% (39)	350
Ethnicity: Afr. Am.	28% (76)	31% (84)	15% (41)	18% (50)	8% (23)	274
Ethnicity: Other	20% (41)	25% (52)	21% (42)	21% (42)	13% (27)	204
All Christian	17% (163)	29% (283)	20% (198)	26% (251)	7% (71)	967
All Non-Christian	27% (22)	34% (28)	19% (15)	17% (14)	3% (3)	81
Atheist	9% (8)	23% (21)	18% (16)	42% (37)	8% (7)	89
Agnostic/Nothing in particular	22% (232)	28% (301)	17% (176)	23% (247)	10% (109)	1064
Religious Non-Protestant/Catholic	23% (24)	33% (34)	18% (19)	23% (24)	3% (4)	105
Evangelical	23% (133)	30% (176)	17% (95)	22% (130)	8% (44)	577
Non-Evangelical	16% (133)	31% (248)	20% (163)	25% (200)	8% (65)	808
Community: Urban	23% (131)	27% (157)	18% (106)	22% (125)	10% (59)	578
Community: Suburban	19% (186)	28% (280)	19% (191)	27% (264)	7% (65)	986
Community: Rural	17% (107)	31% (195)	17% (109)	25% (160)	10% (66)	637
Employ: Private Sector	21% (133)	28% (179)	19% (124)	27% (171)	5% (32)	639
Employ: Government	24% (34)	22% (32)	19% (28)	24% (34)	11% (16)	144
Employ: Self-Employed	16% (26)	30% (50)	16% (26)	28% (47)	11% (19)	168
Employ: Homemaker	23% (42)	32% (58)	18% (33)	18% (32)	10% (19)	185
Employ: Student	21% (20)	37% (36)	17% (17)	15% (14)	10% (10)	98
Employ: Retired	13% (67)	27% (136)	18% (90)	31% (151)	10% (50)	494
Employ: Unemployed	22% (58)	25% (66)	17% (45)	25% (65)	10% (27)	261
Employ: Other	21% (44)	35% (74)	20% (42)	16% (34)	8% (17)	211
Military HH: Yes	16% (54)	28% (97)	22% (74)	26% (89)	8% (27)	341
Military HH: No	20% (370)	29% (536)	18% (331)	25% (460)	9% (163)	1860
RD/WT: Right Direction	20% (169)	30% (249)	18% (152)	22% (179)	10% (82)	832
RD/WT: Wrong Track	19% (255)	28% (383)	18% (253)	27% (370)	8% (107)	1369

Continued on next page

Table HR2_8: Do you have a favorable or unfavorable impression of the following movie or TV show genres?*Reality*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	19% (424)	29% (632)	18% (405)	25% (549)	9% (190)	2201
Trump Job Approve	19% (167)	28% (246)	19% (169)	25% (222)	10% (86)	890
Trump Job Disapprove	20% (233)	29% (340)	19% (227)	26% (307)	6% (64)	1172
Trump Job Strongly Approve	18% (89)	31% (147)	17% (80)	25% (119)	10% (47)	482
Trump Job Somewhat Approve	19% (78)	24% (99)	22% (88)	25% (103)	10% (39)	408
Trump Job Somewhat Disapprove	20% (53)	36% (93)	17% (44)	22% (58)	5% (13)	262
Trump Job Strongly Disapprove	20% (180)	27% (247)	20% (183)	27% (249)	6% (51)	910
Favorable of Trump	20% (173)	28% (241)	19% (163)	25% (215)	9% (78)	870
Unfavorable of Trump	19% (230)	29% (337)	19% (230)	26% (312)	6% (72)	1181
Very Favorable of Trump	21% (103)	30% (149)	18% (89)	23% (117)	9% (44)	502
Somewhat Favorable of Trump	19% (70)	25% (92)	20% (75)	26% (98)	9% (35)	369
Somewhat Unfavorable of Trump	19% (35)	34% (65)	17% (32)	23% (44)	8% (14)	190
Very Unfavorable of Trump	20% (195)	27% (272)	20% (198)	27% (268)	6% (58)	991
#1 Issue: Economy	22% (115)	30% (157)	18% (94)	24% (129)	7% (35)	530
#1 Issue: Security	18% (79)	25% (109)	17% (74)	28% (120)	11% (48)	429
#1 Issue: Health Care	17% (64)	32% (116)	17% (64)	27% (100)	6% (23)	367
#1 Issue: Medicare / Social Security	17% (60)	30% (104)	20% (69)	24% (84)	8% (27)	343
#1 Issue: Women's Issues	22% (40)	32% (57)	15% (27)	19% (33)	12% (21)	178
#1 Issue: Education	22% (29)	28% (37)	26% (33)	16% (21)	8% (10)	130
#1 Issue: Energy	24% (27)	27% (30)	16% (18)	27% (31)	6% (7)	112
#1 Issue: Other	11% (12)	20% (23)	23% (26)	28% (31)	18% (20)	112
2018 House Vote: Democrat	21% (171)	28% (224)	20% (163)	25% (203)	5% (39)	798
2018 House Vote: Republican	16% (107)	29% (196)	19% (127)	27% (182)	8% (56)	669
2018 House Vote: Someone else	19% (22)	28% (33)	14% (16)	24% (29)	15% (18)	118
2018 House Vote: Didnt Vote	20% (124)	29% (179)	16% (99)	22% (135)	12% (75)	612
2016 Vote: Hillary Clinton	21% (146)	28% (196)	20% (139)	25% (177)	5% (37)	696
2016 Vote: Donald Trump	17% (114)	29% (199)	20% (135)	26% (177)	9% (60)	685
2016 Vote: Someone else	14% (22)	22% (36)	13% (21)	43% (71)	9% (15)	166
2016 Vote: Didnt Vote	22% (140)	31% (197)	17% (108)	19% (120)	12% (78)	644
Voted in 2014: Yes	18% (243)	28% (385)	19% (263)	27% (369)	7% (97)	1356
Voted in 2014: No	22% (182)	29% (247)	17% (142)	21% (181)	11% (93)	845

Continued on next page

Table HR2_8: Do you have a favorable or unfavorable impression of the following movie or TV show genres?

Reality

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	19% (424)	29% (632)	18% (405)	25% (549)	9% (190)	2201
2012 Vote: Barack Obama	22% (177)	28% (228)	21% (168)	24% (200)	5% (44)	816
2012 Vote: Mitt Romney	15% (77)	28% (141)	20% (103)	29% (144)	8% (38)	503
2012 Vote: Other	13% (14)	24% (25)	13% (13)	35% (37)	15% (16)	105
2012 Vote: Didn't Vote	20% (156)	31% (237)	16% (120)	21% (166)	12% (92)	772
4-Region: Northeast	20% (78)	27% (108)	22% (87)	23% (89)	8% (32)	394
4-Region: Midwest	19% (87)	28% (130)	17% (80)	26% (120)	10% (45)	462
4-Region: South	21% (176)	30% (245)	17% (139)	25% (203)	8% (62)	825
4-Region: West	16% (84)	29% (150)	19% (99)	26% (138)	10% (50)	520
Watch TV: Every day	25% (286)	28% (316)	20% (225)	21% (238)	6% (67)	1131
Watch TV: Several times per week	12% (56)	30% (136)	22% (99)	30% (134)	6% (28)	452
Watch TV: About once per week	15% (24)	32% (52)	17% (28)	26% (44)	11% (18)	166
Watch TV: Several times per month	13% (14)	28% (30)	22% (24)	26% (28)	12% (13)	108
Watch TV: About once per month	16% (9)	28% (15)	11% (6)	31% (17)	13% (7)	55
Watch TV: Less often than once per month	8% (8)	35% (34)	15% (15)	33% (32)	9% (9)	97
Watch TV: Never	15% (28)	26% (49)	5% (10)	30% (57)	25% (47)	191
Watch Movies: Every day	32% (131)	26% (105)	17% (70)	20% (82)	4% (16)	404
Watch Movies: Several times per week	21% (123)	29% (172)	21% (127)	24% (141)	6% (33)	596
Watch Movies: About once per week	17% (61)	29% (110)	23% (85)	25% (93)	6% (24)	372
Watch Movies: Several times per month	13% (35)	31% (81)	20% (52)	25% (65)	10% (27)	260
Watch Movies: About once per month	13% (22)	29% (46)	17% (27)	30% (48)	11% (18)	160
Watch Movies: Less often than once per month	14% (30)	28% (63)	15% (33)	33% (74)	9% (21)	222
Watch Movies: Never	12% (22)	30% (56)	6% (10)	25% (47)	28% (52)	187
Watch Sporting Events: Every day	39% (64)	26% (43)	14% (23)	17% (27)	5% (8)	165
Watch Sporting Events: Several times per week	17% (58)	31% (107)	23% (78)	24% (83)	5% (17)	342
Watch Sporting Events: About once per week	20% (51)	39% (99)	16% (41)	18% (47)	7% (18)	257
Watch Sporting Events: Several times per month	23% (43)	19% (36)	23% (43)	28% (53)	7% (13)	188
Watch Sporting Events: About once per month	26% (36)	27% (37)	19% (26)	25% (34)	4% (5)	138
Watch Sporting Events: Less often than once per month	14% (48)	31% (103)	26% (86)	20% (68)	10% (33)	339
Watch Sporting Events: Never	16% (124)	27% (207)	14% (107)	31% (238)	12% (97)	772

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Table HR2_8: Do you have a favorable or unfavorable impression of the following movie or TV show genres?*Reality*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	19% (424)	29% (632)	18% (405)	25% (549)	9% (190)	2201
Cable TV: Currently subscribe	21% (217)	30% (303)	19% (189)	22% (225)	8% (84)	1018
Cable TV: Subscribed in past	18% (140)	30% (230)	19% (144)	27% (203)	6% (43)	760
Cable TV: Never subscribed	16% (67)	23% (100)	17% (72)	29% (121)	15% (64)	423
Satellite TV: Currently subscribe	22% (105)	32% (150)	20% (96)	19% (91)	6% (28)	470
Satellite TV: Subscribed in past	18% (107)	32% (185)	17% (101)	24% (138)	9% (50)	580
Satellite TV: Never subscribed	18% (212)	26% (298)	18% (209)	28% (320)	10% (113)	1152
Streaming Services: Currently subscribe	21% (265)	28% (361)	21% (270)	26% (331)	5% (65)	1292
Streaming Services: Subscribed in past	19% (42)	38% (83)	11% (25)	21% (46)	10% (21)	218
Streaming Services: Never subscribed	17% (117)	27% (189)	16% (111)	25% (172)	15% (103)	691
Film: An avid fan	26% (203)	30% (238)	16% (129)	23% (181)	4% (35)	787
Film: A casual fan	15% (176)	29% (331)	21% (243)	26% (302)	8% (91)	1142
Film: Not a fan	17% (45)	23% (64)	12% (33)	24% (66)	24% (64)	272
Television: An avid fan	28% (290)	30% (311)	18% (182)	19% (199)	5% (57)	1039
Television: A casual fan	13% (125)	30% (301)	20% (198)	29% (287)	8% (84)	995
Television: Not a fan	6% (9)	12% (20)	15% (25)	38% (63)	30% (49)	167
Music: An avid fan	24% (266)	31% (344)	16% (172)	23% (257)	6% (70)	1109
Music: A casual fan	15% (144)	28% (272)	22% (218)	26% (257)	9% (84)	975
Music: Not a fan	12% (14)	14% (16)	13% (15)	30% (35)	31% (36)	117
Fashion: An avid fan	43% (128)	31% (93)	12% (37)	9% (28)	4% (13)	300
Fashion: A casual fan	20% (186)	34% (318)	20% (184)	21% (195)	6% (55)	937
Fashion: Not a fan	11% (110)	23% (222)	19% (184)	34% (326)	13% (123)	964

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

Table HR2_9: Do you have a favorable or unfavorable impression of the following movie or TV show genres?
Food/Travel

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	25% (542)	44% (959)	13% (276)	8% (168)	12% (256)	2201
Gender: Male	23% (242)	42% (448)	15% (155)	9% (100)	11% (117)	1062
Gender: Female	26% (300)	45% (510)	11% (121)	6% (68)	12% (139)	1139
Age: 18-29	29% (133)	43% (196)	12% (54)	6% (25)	11% (51)	458
Age: 30-44	27% (147)	46% (252)	11% (59)	8% (44)	9% (52)	555
Age: 45-54	21% (78)	46% (169)	14% (50)	6% (20)	13% (47)	364
Age: 55-64	26% (102)	41% (159)	13% (50)	10% (37)	10% (40)	387
Age: 65+	19% (83)	42% (182)	15% (64)	9% (41)	15% (66)	436
Generation Z: 18-22	20% (38)	50% (93)	12% (22)	4% (8)	13% (25)	186
Millennial: Age 23-38	30% (187)	43% (265)	11% (66)	7% (46)	9% (56)	619
Generation X: Age 39-54	23% (133)	45% (260)	13% (75)	6% (35)	12% (69)	572
Boomers: Age 55-73	22% (161)	42% (308)	14% (102)	9% (67)	12% (91)	729
PID: Dem (no lean)	26% (216)	44% (360)	13% (103)	6% (49)	11% (90)	818
PID: Ind (no lean)	22% (167)	45% (333)	11% (83)	9% (65)	13% (95)	744
PID: Rep (no lean)	25% (159)	42% (265)	14% (90)	8% (54)	11% (70)	639
PID/Gender: Dem Men	25% (101)	42% (169)	18% (71)	6% (26)	9% (37)	404
PID/Gender: Dem Women	28% (115)	46% (191)	8% (32)	5% (23)	13% (52)	414
PID/Gender: Ind Men	21% (74)	42% (150)	13% (48)	11% (39)	13% (48)	359
PID/Gender: Ind Women	24% (94)	48% (184)	9% (35)	7% (26)	12% (47)	385
PID/Gender: Rep Men	23% (68)	43% (130)	12% (36)	11% (34)	10% (31)	299
PID/Gender: Rep Women	27% (91)	40% (135)	16% (54)	6% (20)	12% (39)	340
Ideo: Liberal (1-3)	28% (187)	46% (312)	12% (81)	5% (36)	8% (56)	671
Ideo: Moderate (4)	26% (134)	39% (202)	14% (70)	7% (36)	14% (71)	513
Ideo: Conservative (5-7)	22% (160)	45% (325)	14% (97)	9% (64)	10% (74)	720
Educ: < College	22% (340)	43% (651)	13% (192)	8% (125)	14% (206)	1513
Educ: Bachelors degree	32% (140)	44% (194)	11% (50)	6% (25)	8% (36)	444
Educ: Post-grad	26% (63)	47% (114)	14% (35)	8% (19)	6% (14)	244

Continued on next page

Table HR2_9: Do you have a favorable or unfavorable impression of the following movie or TV show genres?*Food/Travel*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	25% (542)	44% (959)	13% (276)	8% (168)	12% (256)	2201
Income: Under 50k	24% (319)	41% (535)	12% (155)	9% (116)	15% (194)	1319
Income: 50k-100k	24% (148)	48% (294)	14% (84)	7% (40)	7% (42)	609
Income: 100k+	27% (75)	48% (130)	14% (38)	4% (12)	7% (19)	274
Ethnicity: White	23% (394)	44% (760)	13% (221)	8% (140)	12% (207)	1722
Ethnicity: Hispanic	25% (86)	38% (134)	12% (44)	12% (42)	13% (44)	350
Ethnicity: Afr. Am.	33% (91)	44% (122)	9% (25)	5% (15)	8% (22)	274
Ethnicity: Other	28% (58)	38% (77)	14% (29)	6% (13)	13% (27)	204
All Christian	23% (221)	44% (421)	14% (132)	8% (76)	12% (116)	967
All Non-Christian	34% (28)	33% (27)	18% (14)	6% (5)	9% (8)	81
Atheist	24% (21)	37% (32)	12% (10)	13% (11)	15% (14)	89
Agnostic/Nothing in particular	26% (273)	45% (479)	11% (119)	7% (76)	11% (118)	1064
Religious Non-Protestant/Catholic	30% (31)	33% (34)	21% (22)	6% (6)	11% (11)	105
Evangelical	25% (144)	46% (267)	11% (66)	8% (48)	9% (52)	577
Non-Evangelical	24% (193)	44% (359)	13% (103)	7% (57)	12% (97)	808
Community: Urban	32% (183)	40% (230)	11% (62)	7% (41)	11% (63)	578
Community: Suburban	23% (228)	46% (450)	13% (130)	7% (67)	11% (111)	986
Community: Rural	21% (131)	44% (279)	13% (84)	10% (61)	13% (82)	637
Employ: Private Sector	30% (192)	43% (278)	12% (77)	6% (40)	8% (52)	639
Employ: Government	24% (34)	47% (68)	14% (20)	2% (3)	14% (20)	144
Employ: Self-Employed	27% (45)	42% (71)	10% (18)	8% (13)	12% (20)	168
Employ: Homemaker	28% (51)	47% (88)	11% (20)	4% (7)	11% (20)	185
Employ: Student	28% (28)	48% (47)	9% (8)	4% (4)	11% (11)	98
Employ: Retired	17% (85)	41% (203)	15% (73)	12% (57)	16% (77)	494
Employ: Unemployed	17% (44)	45% (119)	16% (42)	11% (28)	11% (28)	261
Employ: Other	30% (63)	41% (86)	8% (18)	8% (16)	14% (29)	211
Military HH: Yes	24% (81)	44% (150)	14% (47)	8% (26)	11% (37)	341
Military HH: No	25% (461)	44% (809)	12% (229)	8% (142)	12% (218)	1860
RD/WT: Right Direction	23% (195)	42% (349)	14% (115)	9% (77)	12% (97)	832
RD/WT: Wrong Track	25% (347)	45% (610)	12% (162)	7% (91)	12% (159)	1369

Continued on next page

Table HR2_9: Do you have a favorable or unfavorable impression of the following movie or TV show genres?

Food/Travel

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	25% (542)	44% (959)	13% (276)	8% (168)	12% (256)	2201
Trump Job Approve	23% (206)	43% (384)	13% (119)	10% (85)	11% (96)	890
Trump Job Disapprove	27% (312)	44% (520)	12% (144)	6% (73)	10% (122)	1172
Trump Job Strongly Approve	25% (119)	43% (206)	12% (58)	10% (49)	11% (51)	482
Trump Job Somewhat Approve	21% (87)	44% (179)	15% (61)	9% (36)	11% (45)	408
Trump Job Somewhat Disapprove	28% (73)	49% (129)	11% (28)	4% (9)	9% (23)	262
Trump Job Strongly Disapprove	26% (239)	43% (392)	13% (117)	7% (64)	11% (99)	910
Favorable of Trump	24% (205)	43% (375)	13% (111)	9% (82)	11% (98)	870
Unfavorable of Trump	26% (308)	44% (518)	13% (151)	7% (82)	10% (122)	1181
Very Favorable of Trump	25% (126)	42% (209)	13% (65)	10% (52)	10% (49)	502
Somewhat Favorable of Trump	21% (79)	45% (166)	13% (46)	8% (29)	13% (49)	369
Somewhat Unfavorable of Trump	24% (46)	50% (94)	12% (23)	3% (5)	11% (22)	190
Very Unfavorable of Trump	27% (263)	43% (424)	13% (128)	8% (76)	10% (100)	991
#1 Issue: Economy	24% (127)	45% (239)	13% (70)	8% (44)	10% (51)	530
#1 Issue: Security	24% (102)	43% (185)	14% (61)	8% (36)	11% (46)	429
#1 Issue: Health Care	27% (100)	46% (168)	9% (33)	7% (25)	11% (41)	367
#1 Issue: Medicare / Social Security	16% (56)	43% (149)	18% (63)	8% (28)	14% (47)	343
#1 Issue: Women's Issues	27% (48)	50% (89)	4% (7)	6% (11)	13% (23)	178
#1 Issue: Education	29% (38)	38% (49)	15% (20)	7% (10)	10% (13)	130
#1 Issue: Energy	38% (43)	36% (40)	5% (6)	10% (11)	11% (12)	112
#1 Issue: Other	26% (29)	35% (40)	15% (16)	4% (5)	20% (23)	112
2018 House Vote: Democrat	28% (223)	45% (356)	11% (90)	7% (56)	9% (73)	798
2018 House Vote: Republican	24% (159)	44% (294)	14% (92)	9% (58)	10% (66)	669
2018 House Vote: Someone else	21% (24)	46% (54)	7% (9)	8% (9)	18% (21)	118
2018 House Vote: Didnt Vote	22% (136)	41% (252)	14% (84)	7% (46)	15% (95)	612
2016 Vote: Hillary Clinton	27% (188)	46% (319)	12% (81)	7% (46)	9% (62)	696
2016 Vote: Donald Trump	23% (159)	45% (306)	12% (86)	10% (65)	10% (69)	685
2016 Vote: Someone else	20% (33)	45% (75)	13% (22)	6% (10)	16% (26)	166
2016 Vote: Didnt Vote	25% (161)	40% (255)	13% (84)	7% (46)	15% (97)	644
Voted in 2014: Yes	25% (336)	44% (601)	13% (174)	8% (103)	10% (142)	1356
Voted in 2014: No	24% (207)	42% (358)	12% (102)	8% (65)	13% (113)	845

Continued on next page

Table HR2_9: Do you have a favorable or unfavorable impression of the following movie or TV show genres?*Food/Travel*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	25% (542)	44% (959)	13% (276)	8% (168)	12% (256)	2201
2012 Vote: Barack Obama	26% (216)	46% (371)	11% (91)	7% (59)	10% (79)	816
2012 Vote: Mitt Romney	22% (113)	44% (221)	14% (73)	9% (45)	10% (52)	503
2012 Vote: Other	21% (22)	40% (42)	12% (12)	8% (8)	20% (21)	105
2012 Vote: Didn't Vote	24% (189)	42% (324)	13% (100)	7% (56)	13% (103)	772
4-Region: Northeast	23% (91)	44% (173)	13% (49)	7% (27)	13% (53)	394
4-Region: Midwest	22% (102)	44% (203)	11% (50)	9% (40)	15% (67)	462
4-Region: South	29% (236)	42% (346)	12% (102)	7% (61)	10% (80)	825
4-Region: West	22% (113)	45% (236)	15% (75)	8% (40)	11% (56)	520
Watch TV: Every day	27% (309)	45% (510)	11% (128)	7% (78)	9% (107)	1131
Watch TV: Several times per week	24% (110)	46% (209)	15% (70)	6% (27)	8% (37)	452
Watch TV: About once per week	29% (47)	42% (69)	10% (16)	9% (15)	11% (18)	166
Watch TV: Several times per month	17% (19)	45% (49)	16% (17)	7% (8)	15% (16)	108
Watch TV: About once per month	20% (11)	48% (26)	7% (4)	11% (6)	14% (8)	55
Watch TV: Less often than once per month	14% (14)	43% (42)	13% (12)	16% (15)	14% (14)	97
Watch TV: Never	17% (33)	28% (53)	15% (29)	10% (19)	30% (57)	191
Watch Movies: Every day	34% (137)	37% (148)	12% (47)	10% (41)	8% (31)	404
Watch Movies: Several times per week	28% (165)	42% (253)	15% (90)	7% (41)	8% (47)	596
Watch Movies: About once per week	20% (74)	54% (201)	11% (41)	5% (20)	10% (36)	372
Watch Movies: Several times per month	24% (62)	46% (121)	10% (27)	7% (18)	13% (33)	260
Watch Movies: About once per month	23% (38)	45% (71)	13% (20)	5% (7)	15% (24)	160
Watch Movies: Less often than once per month	18% (39)	48% (106)	11% (25)	9% (21)	13% (30)	222
Watch Movies: Never	15% (28)	32% (59)	13% (25)	10% (19)	30% (55)	187
Watch Sporting Events: Every day	28% (46)	40% (66)	15% (25)	11% (18)	5% (9)	165
Watch Sporting Events: Several times per week	28% (97)	48% (163)	10% (33)	8% (28)	6% (20)	342
Watch Sporting Events: About once per week	28% (72)	47% (121)	12% (30)	4% (9)	10% (25)	257
Watch Sporting Events: Several times per month	23% (43)	45% (85)	19% (36)	6% (12)	6% (12)	188
Watch Sporting Events: About once per month	23% (32)	46% (64)	13% (18)	9% (12)	9% (12)	138
Watch Sporting Events: Less often than once per month	25% (86)	47% (158)	13% (44)	2% (8)	12% (42)	339
Watch Sporting Events: Never	22% (167)	39% (302)	12% (89)	10% (81)	17% (134)	772

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Table HR2_9: Do you have a favorable or unfavorable impression of the following movie or TV show genres?

Food/Travel

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	25% (542)	44% (959)	13% (276)	8% (168)	12% (256)	2201
Cable TV: Currently subscribe	25% (252)	46% (464)	12% (126)	7% (75)	10% (102)	1018
Cable TV: Subscribed in past	26% (198)	43% (327)	15% (111)	7% (52)	9% (71)	760
Cable TV: Never subscribed	22% (92)	40% (168)	9% (39)	10% (41)	20% (83)	423
Satellite TV: Currently subscribe	23% (107)	51% (238)	11% (52)	9% (41)	7% (32)	470
Satellite TV: Subscribed in past	26% (148)	42% (246)	14% (83)	7% (38)	11% (64)	580
Satellite TV: Never subscribed	25% (287)	41% (475)	12% (141)	8% (89)	14% (160)	1152
Streaming Services: Currently subscribe	28% (359)	46% (593)	13% (167)	6% (77)	7% (96)	1292
Streaming Services: Subscribed in past	25% (55)	41% (90)	11% (24)	9% (20)	13% (28)	218
Streaming Services: Never subscribed	19% (129)	40% (276)	12% (85)	10% (71)	19% (131)	691
Film: An avid fan	33% (258)	41% (326)	12% (96)	7% (51)	7% (56)	787
Film: A casual fan	22% (247)	48% (543)	12% (141)	7% (83)	11% (128)	1142
Film: Not a fan	14% (37)	33% (90)	15% (40)	12% (34)	27% (72)	272
Television: An avid fan	31% (327)	42% (440)	12% (125)	6% (64)	8% (83)	1039
Television: A casual fan	19% (189)	47% (464)	13% (134)	8% (83)	13% (125)	995
Television: Not a fan	16% (27)	33% (55)	10% (17)	13% (21)	28% (47)	167
Music: An avid fan	32% (360)	43% (479)	11% (118)	6% (66)	8% (86)	1109
Music: A casual fan	17% (168)	45% (443)	15% (147)	9% (90)	13% (128)	975
Music: Not a fan	13% (15)	32% (37)	9% (11)	11% (13)	36% (42)	117
Fashion: An avid fan	50% (150)	34% (102)	7% (22)	4% (11)	5% (15)	300
Fashion: A casual fan	26% (244)	48% (447)	13% (118)	5% (50)	8% (78)	937
Fashion: Not a fan	15% (149)	42% (410)	14% (137)	11% (107)	17% (162)	964

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

Table HR2_10: Do you have a favorable or unfavorable impression of the following movie or TV show genres?
 Science/Nature

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	30% (664)	42% (930)	11% (249)	7% (146)	10% (212)	2201
Gender: Male	37% (398)	42% (451)	9% (96)	4% (42)	7% (76)	1062
Gender: Female	23% (266)	42% (480)	13% (153)	9% (104)	12% (136)	1139
Age: 18-29	30% (138)	40% (183)	12% (54)	8% (38)	10% (46)	458
Age: 30-44	30% (164)	42% (232)	13% (73)	7% (37)	9% (49)	555
Age: 45-54	27% (98)	44% (160)	12% (43)	6% (23)	11% (41)	364
Age: 55-64	33% (127)	44% (172)	10% (39)	6% (23)	7% (26)	387
Age: 65+	31% (137)	42% (184)	9% (40)	6% (25)	12% (50)	436
Generation Z: 18-22	24% (45)	42% (79)	15% (27)	10% (19)	9% (17)	186
Millennial: Age 23-38	33% (206)	39% (239)	12% (71)	7% (44)	9% (58)	619
Generation X: Age 39-54	26% (149)	45% (257)	12% (71)	6% (35)	10% (60)	572
Boomers: Age 55-73	33% (239)	43% (316)	9% (66)	6% (42)	9% (67)	729
PID: Dem (no lean)	35% (289)	39% (318)	12% (96)	6% (53)	8% (62)	818
PID: Ind (no lean)	30% (220)	41% (308)	10% (78)	7% (54)	11% (84)	744
PID: Rep (no lean)	24% (155)	48% (305)	12% (75)	6% (39)	10% (65)	639
PID/Gender: Dem Men	45% (181)	37% (148)	10% (42)	4% (16)	4% (18)	404
PID/Gender: Dem Women	26% (108)	41% (170)	13% (54)	9% (37)	11% (44)	414
PID/Gender: Ind Men	34% (124)	42% (152)	9% (32)	5% (17)	9% (33)	359
PID/Gender: Ind Women	25% (97)	40% (155)	12% (46)	10% (37)	13% (51)	385
PID/Gender: Rep Men	31% (93)	50% (151)	7% (22)	3% (9)	8% (25)	299
PID/Gender: Rep Women	18% (62)	45% (154)	16% (53)	9% (30)	12% (41)	340
Ideo: Liberal (1-3)	38% (252)	40% (269)	11% (74)	5% (34)	6% (42)	671
Ideo: Moderate (4)	31% (159)	42% (215)	10% (54)	6% (28)	11% (57)	513
Ideo: Conservative (5-7)	26% (188)	48% (349)	11% (76)	7% (50)	8% (57)	720
Educ: < College	28% (427)	41% (617)	12% (180)	8% (117)	11% (172)	1513
Educ: Bachelors degree	36% (161)	44% (196)	10% (43)	4% (16)	7% (29)	444
Educ: Post-grad	31% (77)	48% (118)	11% (26)	5% (13)	4% (11)	244

Continued on next page

Table HR2_10: Do you have a favorable or unfavorable impression of the following movie or TV show genres?

Science/Nature

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	30% (664)	42% (930)	11% (249)	7% (146)	10% (212)	2201
Income: Under 50k	30% (397)	39% (520)	11% (147)	7% (98)	12% (155)	1319
Income: 50k-100k	30% (185)	47% (285)	11% (64)	6% (36)	6% (38)	609
Income: 100k+	30% (82)	46% (125)	14% (37)	4% (12)	7% (18)	274
Ethnicity: White	30% (512)	43% (746)	11% (189)	7% (112)	9% (163)	1722
Ethnicity: Hispanic	30% (106)	39% (135)	13% (46)	9% (30)	9% (33)	350
Ethnicity: Afr. Am.	33% (90)	39% (107)	11% (31)	7% (19)	10% (27)	274
Ethnicity: Other	30% (62)	38% (77)	14% (29)	7% (14)	11% (22)	204
All Christian	28% (267)	46% (441)	11% (105)	6% (54)	10% (99)	967
All Non-Christian	39% (32)	38% (31)	9% (7)	9% (7)	6% (5)	81
Atheist	40% (35)	33% (30)	14% (12)	5% (4)	9% (8)	89
Agnostic/Nothing in particular	31% (330)	40% (429)	12% (124)	8% (80)	9% (101)	1064
Religious Non-Protestant/Catholic	37% (39)	34% (35)	13% (13)	10% (10)	7% (7)	105
Evangelical	27% (158)	43% (246)	13% (75)	7% (41)	10% (56)	577
Non-Evangelical	27% (220)	46% (370)	11% (91)	5% (43)	10% (84)	808
Community: Urban	34% (197)	39% (224)	12% (68)	5% (32)	10% (57)	578
Community: Suburban	29% (287)	45% (442)	11% (104)	7% (67)	9% (86)	986
Community: Rural	28% (180)	41% (264)	12% (77)	7% (47)	11% (69)	637
Employ: Private Sector	32% (205)	46% (294)	9% (58)	6% (39)	7% (43)	639
Employ: Government	29% (42)	52% (75)	5% (8)	5% (7)	9% (13)	144
Employ: Self-Employed	33% (56)	43% (72)	12% (21)	4% (6)	8% (14)	168
Employ: Homemaker	22% (41)	42% (79)	16% (30)	8% (14)	11% (21)	185
Employ: Student	29% (28)	34% (33)	20% (19)	8% (8)	9% (9)	98
Employ: Retired	33% (163)	38% (190)	11% (56)	7% (32)	11% (53)	494
Employ: Unemployed	24% (62)	41% (107)	13% (34)	8% (21)	14% (37)	261
Employ: Other	31% (66)	38% (80)	11% (24)	8% (18)	11% (23)	211
Military HH: Yes	34% (116)	46% (158)	7% (24)	4% (14)	8% (28)	341
Military HH: No	29% (548)	42% (772)	12% (225)	7% (131)	10% (183)	1860
RD/WT: Right Direction	26% (219)	47% (389)	10% (87)	6% (53)	10% (84)	832
RD/WT: Wrong Track	33% (445)	40% (541)	12% (162)	7% (93)	9% (127)	1369

Continued on next page

Table HR2_10: Do you have a favorable or unfavorable impression of the following movie or TV show genres?
 Science/Nature

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	30% (664)	42% (930)	11% (249)	7% (146)	10% (212)	2201
Trump Job Approve	27% (238)	48% (428)	11% (96)	5% (47)	9% (81)	890
Trump Job Disapprove	33% (391)	40% (465)	12% (144)	7% (85)	7% (86)	1172
Trump Job Strongly Approve	29% (139)	47% (225)	10% (47)	6% (29)	8% (41)	482
Trump Job Somewhat Approve	24% (98)	50% (203)	12% (48)	4% (18)	10% (40)	408
Trump Job Somewhat Disapprove	30% (79)	43% (113)	13% (34)	6% (16)	7% (19)	262
Trump Job Strongly Disapprove	34% (312)	39% (352)	12% (110)	8% (69)	7% (67)	910
Favorable of Trump	26% (228)	47% (412)	11% (98)	6% (53)	9% (80)	870
Unfavorable of Trump	34% (396)	40% (475)	11% (134)	7% (83)	8% (93)	1181
Very Favorable of Trump	29% (147)	46% (232)	10% (50)	6% (31)	8% (40)	502
Somewhat Favorable of Trump	22% (80)	49% (179)	13% (47)	6% (22)	11% (40)	369
Somewhat Unfavorable of Trump	27% (51)	47% (89)	8% (16)	8% (15)	10% (19)	190
Very Unfavorable of Trump	35% (345)	39% (386)	12% (118)	7% (68)	7% (74)	991
#1 Issue: Economy	26% (136)	47% (250)	13% (71)	6% (30)	8% (44)	530
#1 Issue: Security	28% (119)	46% (197)	9% (40)	8% (36)	9% (37)	429
#1 Issue: Health Care	32% (116)	44% (162)	10% (36)	7% (24)	8% (29)	367
#1 Issue: Medicare / Social Security	28% (97)	41% (141)	12% (42)	7% (23)	12% (40)	343
#1 Issue: Women's Issues	28% (50)	38% (68)	11% (20)	8% (14)	14% (25)	178
#1 Issue: Education	36% (46)	36% (47)	13% (17)	7% (9)	9% (11)	130
#1 Issue: Energy	51% (57)	32% (36)	9% (10)	2% (3)	5% (6)	112
#1 Issue: Other	37% (42)	27% (30)	12% (14)	7% (7)	17% (20)	112
2018 House Vote: Democrat	38% (306)	39% (308)	11% (89)	6% (45)	6% (52)	798
2018 House Vote: Republican	26% (171)	49% (329)	11% (75)	6% (37)	9% (57)	669
2018 House Vote: Someone else	36% (42)	34% (40)	12% (15)	8% (10)	10% (12)	118
2018 House Vote: Didnt Vote	24% (146)	41% (252)	11% (70)	9% (54)	15% (91)	612
2016 Vote: Hillary Clinton	38% (265)	42% (289)	10% (69)	5% (35)	6% (39)	696
2016 Vote: Donald Trump	25% (170)	49% (334)	12% (79)	6% (43)	9% (59)	685
2016 Vote: Someone else	37% (62)	33% (55)	14% (23)	5% (9)	10% (17)	166
2016 Vote: Didnt Vote	26% (166)	39% (250)	12% (78)	9% (55)	15% (95)	644
Voted in 2014: Yes	32% (437)	44% (591)	11% (151)	5% (74)	8% (103)	1356
Voted in 2014: No	27% (227)	40% (339)	12% (98)	9% (72)	13% (109)	845

Continued on next page

Table HR2_10: Do you have a favorable or unfavorable impression of the following movie or TV show genres?

Science/Nature

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	30% (664)	42% (930)	11% (249)	7% (146)	10% (212)	2201
2012 Vote: Barack Obama	36% (298)	41% (338)	10% (83)	5% (44)	6% (53)	816
2012 Vote: Mitt Romney	25% (125)	49% (247)	12% (60)	5% (24)	10% (48)	503
2012 Vote: Other	32% (33)	36% (38)	12% (13)	6% (6)	14% (15)	105
2012 Vote: Didn't Vote	27% (206)	40% (306)	12% (93)	9% (71)	12% (96)	772
4-Region: Northeast	30% (120)	43% (170)	9% (36)	6% (24)	11% (43)	394
4-Region: Midwest	30% (137)	40% (187)	10% (45)	8% (39)	12% (55)	462
4-Region: South	29% (243)	43% (358)	11% (95)	7% (56)	9% (73)	825
4-Region: West	32% (164)	42% (216)	14% (73)	5% (27)	8% (40)	520
Watch TV: Every day	30% (339)	45% (503)	11% (120)	7% (85)	7% (84)	1131
Watch TV: Several times per week	33% (150)	45% (204)	11% (51)	3% (15)	7% (33)	452
Watch TV: About once per week	29% (48)	42% (69)	13% (21)	8% (13)	8% (13)	166
Watch TV: Several times per month	33% (36)	34% (37)	13% (14)	7% (8)	12% (13)	108
Watch TV: About once per month	30% (16)	39% (21)	14% (8)	7% (4)	11% (6)	55
Watch TV: Less often than once per month	31% (30)	34% (33)	15% (15)	8% (8)	12% (12)	97
Watch TV: Never	23% (44)	33% (63)	10% (20)	7% (13)	27% (51)	191
Watch Movies: Every day	37% (151)	37% (149)	11% (45)	9% (36)	6% (23)	404
Watch Movies: Several times per week	34% (202)	46% (274)	9% (56)	4% (25)	6% (38)	596
Watch Movies: About once per week	26% (96)	48% (178)	12% (45)	6% (24)	8% (28)	372
Watch Movies: Several times per month	32% (83)	44% (114)	11% (29)	6% (17)	7% (18)	260
Watch Movies: About once per month	24% (39)	41% (67)	16% (26)	5% (8)	13% (21)	160
Watch Movies: Less often than once per month	25% (55)	42% (92)	14% (31)	8% (17)	12% (26)	222
Watch Movies: Never	19% (36)	31% (58)	9% (17)	10% (18)	31% (57)	187
Watch Sporting Events: Every day	34% (56)	37% (61)	11% (18)	11% (19)	7% (11)	165
Watch Sporting Events: Several times per week	34% (116)	48% (164)	11% (36)	4% (12)	4% (14)	342
Watch Sporting Events: About once per week	32% (82)	49% (125)	10% (26)	2% (4)	8% (20)	257
Watch Sporting Events: Several times per month	29% (55)	44% (82)	15% (29)	7% (13)	5% (9)	188
Watch Sporting Events: About once per month	36% (50)	30% (42)	11% (15)	13% (18)	10% (14)	138
Watch Sporting Events: Less often than once per month	28% (96)	47% (160)	11% (36)	5% (18)	9% (29)	339
Watch Sporting Events: Never	27% (210)	38% (296)	11% (89)	8% (62)	15% (115)	772

Continued on next page

Table HR2_10: Do you have a favorable or unfavorable impression of the following movie or TV show genres?
 Science/Nature

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	30% (664)	42% (930)	11% (249)	7% (146)	10% (212)	2201
Cable TV: Currently subscribe	30% (306)	43% (440)	11% (116)	6% (64)	9% (92)	1018
Cable TV: Subscribed in past	33% (248)	45% (340)	11% (80)	5% (40)	7% (51)	760
Cable TV: Never subscribed	26% (110)	36% (151)	12% (53)	10% (41)	16% (69)	423
Satellite TV: Currently subscribe	30% (139)	45% (209)	12% (57)	8% (37)	6% (28)	470
Satellite TV: Subscribed in past	31% (182)	46% (264)	9% (54)	5% (30)	8% (49)	580
Satellite TV: Never subscribed	30% (343)	40% (457)	12% (138)	7% (78)	12% (135)	1152
Streaming Services: Currently subscribe	33% (432)	45% (585)	10% (129)	5% (67)	6% (79)	1292
Streaming Services: Subscribed in past	33% (72)	35% (76)	15% (33)	5% (11)	12% (25)	218
Streaming Services: Never subscribed	23% (160)	39% (269)	13% (87)	10% (68)	16% (107)	691
Film: An avid fan	39% (307)	42% (333)	10% (80)	4% (34)	4% (33)	787
Film: A casual fan	28% (316)	45% (518)	11% (131)	6% (73)	9% (104)	1142
Film: Not a fan	15% (42)	29% (79)	14% (38)	14% (39)	28% (75)	272
Television: An avid fan	33% (346)	41% (424)	11% (118)	8% (80)	7% (72)	1039
Television: A casual fan	28% (276)	46% (459)	11% (114)	5% (48)	10% (98)	995
Television: Not a fan	26% (43)	29% (48)	10% (17)	11% (18)	25% (42)	167
Music: An avid fan	35% (393)	41% (455)	10% (110)	6% (71)	7% (79)	1109
Music: A casual fan	26% (250)	45% (442)	13% (130)	6% (61)	9% (92)	975
Music: Not a fan	18% (21)	29% (33)	8% (9)	11% (13)	34% (40)	117
Fashion: An avid fan	36% (107)	38% (114)	10% (31)	9% (27)	7% (21)	300
Fashion: A casual fan	30% (280)	45% (425)	12% (110)	6% (59)	7% (64)	937
Fashion: Not a fan	29% (278)	41% (392)	11% (108)	6% (60)	13% (127)	964

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

Table HR2_11: Do you have a favorable or unfavorable impression of the following movie or TV show genres?
Utopian

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	10% (217)	31% (675)	15% (338)	13% (294)	31% (678)	2201
Gender: Male	12% (123)	35% (370)	16% (173)	12% (132)	25% (263)	1062
Gender: Female	8% (93)	27% (305)	14% (164)	14% (162)	36% (415)	1139
Age: 18-29	14% (64)	31% (142)	16% (76)	11% (50)	28% (126)	458
Age: 30-44	11% (64)	31% (172)	14% (77)	11% (63)	32% (178)	555
Age: 45-54	7% (26)	32% (116)	14% (52)	14% (52)	33% (119)	364
Age: 55-64	9% (36)	31% (121)	16% (60)	15% (57)	29% (113)	387
Age: 65+	6% (28)	28% (123)	17% (73)	16% (72)	32% (141)	436
Generation Z: 18-22	15% (29)	31% (58)	16% (31)	9% (17)	28% (52)	186
Millennial: Age 23-38	13% (80)	32% (196)	14% (89)	11% (67)	30% (188)	619
Generation X: Age 39-54	8% (45)	31% (177)	15% (85)	14% (81)	32% (184)	572
Boomers: Age 55-73	8% (61)	31% (224)	15% (113)	15% (110)	31% (223)	729
PID: Dem (no lean)	12% (99)	33% (267)	15% (123)	13% (102)	28% (227)	818
PID: Ind (no lean)	11% (80)	32% (236)	15% (110)	14% (102)	29% (217)	744
PID: Rep (no lean)	6% (38)	27% (172)	17% (105)	14% (89)	37% (234)	639
PID/Gender: Dem Men	15% (61)	36% (146)	16% (64)	13% (51)	20% (81)	404
PID/Gender: Dem Women	9% (38)	29% (120)	14% (59)	12% (51)	35% (145)	414
PID/Gender: Ind Men	12% (43)	37% (133)	15% (55)	13% (47)	23% (82)	359
PID/Gender: Ind Women	10% (37)	27% (103)	14% (55)	14% (55)	35% (135)	385
PID/Gender: Rep Men	7% (20)	30% (91)	18% (54)	11% (34)	33% (99)	299
PID/Gender: Rep Women	5% (18)	24% (81)	15% (51)	16% (55)	40% (134)	340
Ideo: Liberal (1-3)	16% (109)	36% (244)	15% (101)	11% (77)	21% (142)	671
Ideo: Moderate (4)	9% (45)	34% (175)	11% (58)	11% (57)	35% (178)	513
Ideo: Conservative (5-7)	7% (50)	28% (202)	19% (137)	16% (115)	30% (216)	720
Educ: < College	8% (128)	28% (431)	15% (220)	13% (198)	35% (536)	1513
Educ: Bachelors degree	12% (55)	38% (168)	18% (78)	11% (50)	21% (92)	444
Educ: Post-grad	14% (34)	31% (76)	16% (40)	18% (45)	20% (50)	244

Continued on next page

Table HR2_11: Do you have a favorable or unfavorable impression of the following movie or TV show genres?*Utopian*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	10% (217)	31% (675)	15% (338)	13% (294)	31% (678)	2201
Income: Under 50k	10% (129)	29% (387)	15% (197)	12% (155)	34% (451)	1319
Income: 50k-100k	9% (52)	33% (199)	16% (95)	15% (91)	28% (170)	609
Income: 100k+	13% (36)	32% (88)	16% (45)	18% (48)	21% (57)	274
Ethnicity: White	10% (170)	31% (541)	14% (246)	14% (235)	31% (530)	1722
Ethnicity: Hispanic	10% (35)	33% (114)	18% (62)	8% (28)	32% (110)	350
Ethnicity: Afr. Am.	11% (29)	21% (58)	19% (51)	17% (47)	32% (89)	274
Ethnicity: Other	9% (18)	37% (76)	20% (41)	6% (12)	29% (58)	204
All Christian	7% (71)	31% (300)	16% (158)	15% (144)	30% (294)	967
All Non-Christian	13% (10)	35% (29)	17% (13)	14% (11)	22% (18)	81
Atheist	16% (14)	41% (37)	13% (11)	9% (8)	21% (18)	89
Agnostic/Nothing in particular	11% (121)	29% (309)	15% (156)	12% (130)	33% (348)	1064
Religious Non-Protestant/Catholic	13% (14)	34% (35)	16% (16)	12% (12)	26% (27)	105
Evangelical	9% (51)	25% (145)	16% (92)	14% (81)	36% (209)	577
Non-Evangelical	8% (61)	34% (272)	16% (127)	14% (111)	29% (238)	808
Community: Urban	10% (56)	31% (178)	15% (88)	12% (69)	32% (187)	578
Community: Suburban	10% (97)	33% (325)	16% (158)	13% (132)	28% (274)	986
Community: Rural	10% (64)	27% (172)	14% (92)	15% (92)	34% (217)	637
Employ: Private Sector	13% (80)	36% (228)	17% (109)	13% (83)	22% (139)	639
Employ: Government	11% (16)	28% (40)	16% (23)	13% (19)	32% (45)	144
Employ: Self-Employed	10% (17)	41% (68)	15% (25)	11% (19)	23% (39)	168
Employ: Homemaker	8% (14)	24% (45)	14% (25)	14% (26)	40% (75)	185
Employ: Student	15% (14)	35% (34)	14% (14)	10% (10)	26% (26)	98
Employ: Retired	8% (38)	28% (139)	16% (77)	15% (77)	33% (164)	494
Employ: Unemployed	7% (19)	25% (67)	13% (35)	13% (35)	41% (106)	261
Employ: Other	9% (19)	25% (53)	14% (29)	13% (27)	39% (83)	211
Military HH: Yes	9% (32)	28% (97)	20% (69)	14% (49)	28% (95)	341
Military HH: No	10% (185)	31% (578)	14% (269)	13% (245)	31% (583)	1860
RD/WT: Right Direction	6% (52)	30% (247)	16% (136)	15% (125)	33% (272)	832
RD/WT: Wrong Track	12% (165)	31% (427)	15% (202)	12% (169)	30% (406)	1369

Continued on next page

Table HR2_11: Do you have a favorable or unfavorable impression of the following movie or TV show genres?
Utopian

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	10% (217)	31% (675)	15% (338)	13% (294)	31% (678)	2201
Trump Job Approve	7% (62)	30% (270)	16% (141)	14% (127)	33% (290)	890
Trump Job Disapprove	12% (141)	32% (379)	16% (182)	12% (144)	28% (325)	1172
Trump Job Strongly Approve	5% (23)	29% (140)	17% (82)	15% (74)	34% (163)	482
Trump Job Somewhat Approve	9% (39)	32% (130)	14% (59)	13% (53)	31% (128)	408
Trump Job Somewhat Disapprove	10% (27)	36% (94)	16% (43)	12% (31)	25% (66)	262
Trump Job Strongly Disapprove	12% (114)	31% (285)	15% (139)	12% (113)	28% (259)	910
Favorable of Trump	7% (57)	30% (265)	16% (138)	15% (129)	32% (282)	870
Unfavorable of Trump	12% (145)	32% (381)	16% (184)	12% (145)	28% (326)	1181
Very Favorable of Trump	6% (29)	29% (147)	16% (83)	15% (78)	33% (165)	502
Somewhat Favorable of Trump	8% (28)	32% (118)	15% (55)	14% (51)	32% (117)	369
Somewhat Unfavorable of Trump	12% (22)	39% (74)	16% (30)	8% (16)	26% (49)	190
Very Unfavorable of Trump	12% (123)	31% (307)	16% (154)	13% (129)	28% (277)	991
#1 Issue: Economy	9% (49)	32% (171)	18% (96)	13% (67)	28% (148)	530
#1 Issue: Security	7% (29)	24% (104)	19% (80)	15% (64)	35% (151)	429
#1 Issue: Health Care	12% (44)	34% (126)	13% (46)	15% (55)	26% (96)	367
#1 Issue: Medicare / Social Security	8% (26)	25% (85)	17% (57)	14% (47)	37% (128)	343
#1 Issue: Women's Issues	15% (27)	30% (53)	11% (20)	13% (22)	31% (55)	178
#1 Issue: Education	13% (17)	38% (50)	10% (13)	9% (12)	29% (37)	130
#1 Issue: Energy	18% (20)	45% (51)	11% (12)	11% (12)	15% (17)	112
#1 Issue: Other	4% (4)	31% (35)	12% (13)	13% (14)	40% (45)	112
2018 House Vote: Democrat	13% (106)	32% (254)	16% (127)	13% (103)	26% (209)	798
2018 House Vote: Republican	7% (45)	28% (190)	17% (115)	15% (100)	33% (219)	669
2018 House Vote: Someone else	15% (18)	33% (39)	14% (17)	7% (8)	30% (36)	118
2018 House Vote: Didnt Vote	8% (48)	31% (190)	13% (79)	13% (82)	35% (213)	612
2016 Vote: Hillary Clinton	12% (81)	34% (234)	15% (103)	12% (82)	28% (196)	696
2016 Vote: Donald Trump	6% (42)	27% (187)	17% (114)	17% (113)	33% (229)	685
2016 Vote: Someone else	17% (28)	30% (50)	16% (27)	12% (20)	25% (41)	166
2016 Vote: Didnt Vote	10% (64)	32% (203)	14% (93)	12% (79)	32% (206)	644
Voted in 2014: Yes	9% (126)	31% (426)	16% (221)	14% (189)	29% (394)	1356
Voted in 2014: No	11% (91)	29% (248)	14% (117)	12% (105)	34% (284)	845

Continued on next page

Table HR2_11: Do you have a favorable or unfavorable impression of the following movie or TV show genres?*Utopian*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	10% (217)	31% (675)	15% (338)	13% (294)	31% (678)	2201
2012 Vote: Barack Obama	11% (87)	33% (267)	16% (127)	13% (102)	29% (233)	816
2012 Vote: Mitt Romney	8% (39)	28% (142)	18% (90)	16% (82)	30% (150)	503
2012 Vote: Other	10% (11)	32% (34)	14% (15)	8% (9)	36% (38)	105
2012 Vote: Didn't Vote	10% (80)	30% (231)	14% (105)	13% (100)	33% (255)	772
4-Region: Northeast	8% (33)	32% (125)	15% (57)	13% (52)	32% (126)	394
4-Region: Midwest	9% (42)	32% (146)	14% (64)	14% (66)	31% (144)	462
4-Region: South	10% (86)	30% (247)	15% (126)	14% (113)	31% (252)	825
4-Region: West	11% (55)	30% (156)	17% (91)	12% (62)	30% (155)	520
Watch TV: Every day	12% (136)	29% (332)	15% (175)	14% (163)	29% (325)	1131
Watch TV: Several times per week	9% (42)	37% (169)	18% (80)	10% (47)	25% (115)	452
Watch TV: About once per week	10% (17)	29% (48)	14% (23)	12% (19)	35% (58)	166
Watch TV: Several times per month	7% (8)	42% (45)	14% (15)	12% (13)	26% (28)	108
Watch TV: About once per month	3% (1)	39% (21)	8% (5)	14% (7)	36% (20)	55
Watch TV: Less often than once per month	4% (4)	32% (31)	11% (11)	15% (15)	38% (37)	97
Watch TV: Never	5% (9)	15% (28)	15% (29)	16% (30)	50% (95)	191
Watch Movies: Every day	13% (51)	34% (138)	13% (51)	15% (62)	25% (103)	404
Watch Movies: Several times per week	14% (82)	36% (212)	16% (95)	11% (63)	24% (143)	596
Watch Movies: About once per week	10% (38)	36% (134)	17% (63)	11% (40)	26% (97)	372
Watch Movies: Several times per month	8% (22)	29% (76)	20% (51)	13% (35)	29% (77)	260
Watch Movies: About once per month	5% (8)	27% (43)	15% (24)	15% (24)	38% (61)	160
Watch Movies: Less often than once per month	3% (6)	21% (47)	13% (28)	18% (40)	45% (100)	222
Watch Movies: Never	5% (9)	14% (25)	13% (25)	16% (31)	52% (97)	187
Watch Sporting Events: Every day	6% (10)	30% (50)	16% (27)	17% (28)	30% (50)	165
Watch Sporting Events: Several times per week	13% (44)	35% (119)	15% (52)	15% (50)	23% (77)	342
Watch Sporting Events: About once per week	12% (30)	30% (78)	21% (55)	11% (29)	25% (65)	257
Watch Sporting Events: Several times per month	11% (21)	33% (61)	20% (38)	12% (22)	24% (46)	188
Watch Sporting Events: About once per month	12% (16)	41% (56)	14% (19)	9% (13)	25% (34)	138
Watch Sporting Events: Less often than once per month	9% (30)	33% (112)	14% (48)	11% (37)	33% (112)	339
Watch Sporting Events: Never	9% (66)	26% (199)	13% (100)	15% (114)	38% (294)	772

Continued on next page

Table HR2_11: Do you have a favorable or unfavorable impression of the following movie or TV show genres?
Utopian

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	10% (217)	31% (675)	15% (338)	13% (294)	31% (678)	2201
Cable TV: Currently subscribe	8% (83)	31% (317)	16% (162)	14% (140)	31% (317)	1018
Cable TV: Subscribed in past	14% (104)	31% (235)	18% (134)	12% (88)	26% (199)	760
Cable TV: Never subscribed	7% (31)	29% (123)	10% (42)	16% (66)	38% (161)	423
Satellite TV: Currently subscribe	9% (44)	28% (131)	17% (81)	16% (75)	30% (139)	470
Satellite TV: Subscribed in past	13% (74)	35% (202)	14% (81)	11% (64)	27% (159)	580
Satellite TV: Never subscribed	9% (98)	30% (342)	15% (176)	13% (155)	33% (380)	1152
Streaming Services: Currently subscribe	12% (157)	36% (470)	16% (203)	12% (151)	24% (312)	1292
Streaming Services: Subscribed in past	11% (23)	26% (57)	19% (42)	12% (26)	32% (70)	218
Streaming Services: Never subscribed	5% (37)	22% (149)	13% (93)	17% (117)	43% (296)	691
Film: An avid fan	16% (124)	37% (295)	13% (100)	9% (74)	25% (194)	787
Film: A casual fan	8% (88)	30% (343)	18% (208)	14% (156)	30% (348)	1142
Film: Not a fan	2% (5)	14% (38)	11% (30)	24% (64)	50% (136)	272
Television: An avid fan	13% (135)	31% (326)	14% (142)	13% (137)	29% (300)	1039
Television: A casual fan	7% (75)	31% (307)	18% (179)	13% (132)	31% (304)	995
Television: Not a fan	5% (8)	25% (42)	11% (18)	15% (25)	45% (74)	167
Music: An avid fan	11% (127)	34% (377)	15% (161)	12% (134)	28% (310)	1109
Music: A casual fan	8% (83)	29% (281)	17% (163)	14% (140)	32% (308)	975
Music: Not a fan	6% (7)	14% (17)	12% (14)	17% (20)	51% (59)	117
Fashion: An avid fan	11% (34)	29% (86)	15% (44)	11% (32)	34% (103)	300
Fashion: A casual fan	11% (103)	31% (295)	16% (150)	13% (126)	28% (264)	937
Fashion: Not a fan	8% (80)	31% (295)	15% (144)	14% (135)	32% (311)	964

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

Table HR2_12: Do you have a favorable or unfavorable impression of the following movie or TV show genres?
Dystopian

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	11% (251)	26% (573)	15% (325)	16% (351)	32% (702)	2201
Gender: Male	13% (138)	29% (306)	17% (181)	14% (148)	27% (289)	1062
Gender: Female	10% (113)	23% (267)	13% (143)	18% (203)	36% (413)	1139
Age: 18-29	19% (87)	27% (123)	15% (68)	10% (46)	29% (133)	458
Age: 30-44	16% (88)	27% (149)	11% (62)	13% (74)	33% (182)	555
Age: 45-54	11% (39)	26% (94)	16% (57)	15% (55)	33% (119)	364
Age: 55-64	5% (19)	30% (115)	15% (60)	19% (75)	30% (117)	387
Age: 65+	4% (17)	21% (91)	18% (78)	23% (100)	34% (150)	436
Generation Z: 18-22	22% (42)	27% (49)	18% (34)	5% (9)	28% (52)	186
Millennial: Age 23-38	17% (103)	27% (166)	12% (73)	13% (81)	32% (197)	619
Generation X: Age 39-54	12% (70)	27% (152)	14% (80)	15% (85)	32% (185)	572
Boomers: Age 55-73	5% (36)	25% (185)	17% (124)	20% (149)	32% (235)	729
PID: Dem (no lean)	14% (115)	28% (231)	15% (124)	15% (120)	28% (227)	818
PID: Ind (no lean)	11% (84)	29% (212)	14% (106)	15% (114)	31% (227)	744
PID: Rep (no lean)	8% (51)	20% (129)	15% (94)	18% (116)	39% (248)	639
PID/Gender: Dem Men	16% (65)	30% (122)	18% (73)	12% (50)	23% (94)	404
PID/Gender: Dem Women	12% (50)	26% (109)	12% (52)	17% (70)	32% (133)	414
PID/Gender: Ind Men	13% (47)	33% (119)	15% (55)	14% (49)	25% (89)	359
PID/Gender: Ind Women	10% (37)	24% (93)	13% (51)	17% (65)	36% (139)	385
PID/Gender: Rep Men	9% (26)	22% (65)	18% (53)	16% (49)	36% (107)	299
PID/Gender: Rep Women	8% (26)	19% (64)	12% (41)	20% (68)	42% (141)	340
Ideo: Liberal (1-3)	20% (132)	32% (213)	14% (97)	13% (85)	21% (144)	671
Ideo: Moderate (4)	9% (44)	28% (143)	14% (74)	14% (70)	36% (183)	513
Ideo: Conservative (5-7)	9% (62)	24% (170)	16% (117)	21% (148)	31% (223)	720
Educ: < College	10% (152)	24% (356)	14% (216)	15% (225)	37% (563)	1513
Educ: Bachelors degree	15% (68)	35% (157)	12% (54)	17% (75)	20% (89)	444
Educ: Post-grad	12% (30)	24% (59)	22% (55)	21% (50)	20% (50)	244

Continued on next page

Table HR2_12: Do you have a favorable or unfavorable impression of the following movie or TV show genres?

Dystopian

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	11% (251)	26% (573)	15% (325)	16% (351)	32% (702)	2201
Income: Under 50k	11% (148)	25% (326)	15% (196)	15% (196)	34% (454)	1319
Income: 50k-100k	11% (65)	28% (171)	14% (84)	17% (106)	30% (182)	609
Income: 100k+	14% (38)	28% (75)	16% (45)	18% (49)	24% (66)	274
Ethnicity: White	11% (185)	26% (448)	14% (243)	18% (304)	32% (543)	1722
Ethnicity: Hispanic	13% (44)	29% (101)	16% (57)	12% (43)	30% (105)	350
Ethnicity: Afr. Am.	15% (41)	22% (60)	17% (47)	13% (35)	33% (92)	274
Ethnicity: Other	12% (24)	32% (65)	17% (35)	6% (12)	33% (68)	204
All Christian	8% (77)	26% (249)	17% (163)	17% (169)	32% (308)	967
All Non-Christian	14% (12)	27% (22)	10% (8)	16% (13)	32% (26)	81
Atheist	22% (20)	37% (33)	9% (8)	17% (15)	15% (13)	89
Agnostic/Nothing in particular	13% (143)	25% (268)	14% (145)	14% (154)	33% (355)	1064
Religious Non-Protestant/Catholic	15% (15)	25% (26)	11% (12)	15% (15)	35% (36)	105
Evangelical	11% (64)	21% (119)	15% (87)	17% (100)	36% (206)	577
Non-Evangelical	8% (66)	28% (230)	17% (139)	15% (124)	31% (250)	808
Community: Urban	10% (60)	27% (156)	16% (91)	14% (81)	33% (190)	578
Community: Suburban	12% (118)	29% (290)	14% (135)	17% (163)	28% (280)	986
Community: Rural	12% (73)	20% (126)	15% (99)	17% (107)	36% (231)	637
Employ: Private Sector	13% (84)	33% (210)	16% (100)	18% (112)	21% (133)	639
Employ: Government	19% (28)	26% (38)	15% (21)	8% (12)	32% (46)	144
Employ: Self-Employed	12% (21)	35% (60)	15% (25)	11% (19)	26% (44)	168
Employ: Homemaker	9% (17)	23% (43)	8% (16)	14% (25)	45% (84)	185
Employ: Student	20% (20)	29% (28)	18% (18)	8% (8)	25% (25)	98
Employ: Retired	5% (27)	21% (104)	17% (84)	21% (102)	36% (178)	494
Employ: Unemployed	10% (27)	21% (55)	14% (37)	18% (46)	37% (96)	261
Employ: Other	13% (28)	16% (34)	12% (25)	13% (28)	45% (96)	211
Military HH: Yes	11% (37)	28% (94)	16% (54)	16% (56)	30% (101)	341
Military HH: No	11% (214)	26% (479)	15% (271)	16% (295)	32% (601)	1860
RD/WT: Right Direction	8% (67)	25% (204)	16% (130)	18% (147)	34% (284)	832
RD/WT: Wrong Track	13% (184)	27% (368)	14% (195)	15% (204)	30% (417)	1369

Continued on next page

Table HR2_12: Do you have a favorable or unfavorable impression of the following movie or TV show genres?
Dystopian

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	11% (251)	26% (573)	15% (325)	16% (351)	32% (702)	2201
Trump Job Approve	9% (76)	25% (223)	14% (128)	17% (156)	34% (307)	890
Trump Job Disapprove	14% (165)	28% (323)	16% (183)	15% (176)	28% (325)	1172
Trump Job Strongly Approve	8% (38)	22% (105)	15% (73)	19% (89)	37% (177)	482
Trump Job Somewhat Approve	9% (38)	29% (118)	14% (55)	16% (66)	32% (130)	408
Trump Job Somewhat Disapprove	11% (28)	32% (85)	19% (51)	12% (30)	26% (68)	262
Trump Job Strongly Disapprove	15% (137)	26% (239)	15% (132)	16% (146)	28% (257)	910
Favorable of Trump	9% (75)	24% (212)	14% (124)	18% (158)	35% (301)	870
Unfavorable of Trump	14% (167)	28% (328)	16% (184)	15% (173)	28% (329)	1181
Very Favorable of Trump	8% (42)	23% (114)	14% (68)	20% (102)	35% (175)	502
Somewhat Favorable of Trump	9% (33)	26% (97)	15% (56)	15% (57)	34% (126)	369
Somewhat Unfavorable of Trump	11% (20)	37% (70)	18% (33)	6% (12)	29% (54)	190
Very Unfavorable of Trump	15% (147)	26% (258)	15% (151)	16% (161)	28% (274)	991
#1 Issue: Economy	12% (61)	29% (152)	16% (86)	15% (82)	28% (150)	530
#1 Issue: Security	7% (30)	20% (87)	16% (70)	21% (90)	36% (153)	429
#1 Issue: Health Care	12% (44)	30% (109)	15% (55)	17% (61)	27% (97)	367
#1 Issue: Medicare / Social Security	7% (23)	22% (76)	14% (48)	17% (58)	40% (137)	343
#1 Issue: Women's Issues	21% (37)	22% (40)	12% (21)	14% (25)	31% (55)	178
#1 Issue: Education	15% (19)	31% (40)	17% (22)	9% (12)	29% (37)	130
#1 Issue: Energy	26% (29)	35% (39)	13% (14)	5% (6)	21% (24)	112
#1 Issue: Other	6% (7)	27% (30)	7% (8)	16% (19)	44% (49)	112
2018 House Vote: Democrat	15% (122)	29% (235)	15% (122)	15% (120)	25% (200)	798
2018 House Vote: Republican	8% (54)	23% (152)	15% (102)	20% (132)	34% (229)	669
2018 House Vote: Someone else	13% (15)	28% (34)	13% (15)	11% (13)	35% (42)	118
2018 House Vote: Didnt Vote	10% (60)	25% (151)	14% (86)	14% (87)	38% (230)	612
2016 Vote: Hillary Clinton	14% (99)	29% (203)	15% (106)	14% (100)	27% (188)	696
2016 Vote: Donald Trump	7% (47)	22% (151)	15% (104)	20% (139)	35% (243)	685
2016 Vote: Someone else	16% (27)	23% (38)	16% (27)	16% (27)	28% (47)	166
2016 Vote: Didnt Vote	12% (77)	28% (177)	13% (87)	13% (85)	34% (218)	644
Voted in 2014: Yes	11% (147)	26% (357)	15% (210)	18% (240)	30% (403)	1356
Voted in 2014: No	12% (103)	26% (216)	14% (115)	13% (111)	35% (299)	845

Continued on next page

Table HR2_12: Do you have a favorable or unfavorable impression of the following movie or TV show genres?
Dystopian

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	11% (251)	26% (573)	15% (325)	16% (351)	32% (702)	2201
2012 Vote: Barack Obama	12% (98)	29% (239)	15% (124)	14% (117)	29% (238)	816
2012 Vote: Mitt Romney	8% (41)	24% (120)	16% (80)	22% (110)	30% (152)	503
2012 Vote: Other	11% (12)	19% (20)	19% (20)	15% (16)	36% (38)	105
2012 Vote: Didn't Vote	13% (101)	25% (194)	13% (100)	14% (107)	35% (270)	772
4-Region: Northeast	10% (41)	27% (107)	15% (57)	15% (59)	33% (130)	394
4-Region: Midwest	10% (46)	25% (115)	14% (66)	18% (81)	33% (154)	462
4-Region: South	13% (110)	24% (194)	15% (121)	17% (137)	32% (262)	825
4-Region: West	10% (54)	30% (156)	16% (81)	14% (74)	30% (156)	520
Watch TV: Every day	13% (148)	26% (292)	14% (156)	17% (192)	30% (344)	1131
Watch TV: Several times per week	11% (51)	31% (138)	18% (80)	14% (61)	27% (122)	452
Watch TV: About once per week	13% (22)	29% (47)	11% (19)	13% (21)	34% (56)	166
Watch TV: Several times per month	9% (10)	31% (34)	17% (19)	13% (14)	29% (31)	108
Watch TV: About once per month	3% (1)	39% (21)	9% (5)	17% (9)	33% (18)	55
Watch TV: Less often than once per month	7% (7)	25% (25)	17% (16)	17% (17)	33% (32)	97
Watch TV: Never	6% (12)	8% (15)	16% (30)	19% (36)	51% (98)	191
Watch Movies: Every day	17% (70)	26% (105)	14% (56)	15% (62)	28% (112)	404
Watch Movies: Several times per week	15% (91)	32% (192)	13% (76)	12% (73)	27% (163)	596
Watch Movies: About once per week	10% (38)	30% (113)	17% (65)	15% (56)	27% (100)	372
Watch Movies: Several times per month	9% (24)	30% (78)	16% (42)	17% (44)	28% (72)	260
Watch Movies: About once per month	5% (9)	22% (35)	15% (24)	17% (27)	41% (65)	160
Watch Movies: Less often than once per month	4% (10)	17% (37)	18% (40)	21% (47)	40% (88)	222
Watch Movies: Never	4% (8)	7% (13)	12% (22)	23% (43)	54% (101)	187
Watch Sporting Events: Every day	9% (14)	26% (43)	16% (27)	15% (24)	34% (56)	165
Watch Sporting Events: Several times per week	12% (43)	31% (107)	14% (49)	19% (65)	23% (79)	342
Watch Sporting Events: About once per week	14% (36)	28% (72)	20% (52)	13% (33)	25% (64)	257
Watch Sporting Events: Several times per month	13% (25)	27% (50)	21% (39)	13% (24)	26% (50)	188
Watch Sporting Events: About once per month	14% (19)	29% (40)	15% (20)	13% (19)	29% (40)	138
Watch Sporting Events: Less often than once per month	12% (40)	30% (100)	13% (43)	14% (48)	32% (108)	339
Watch Sporting Events: Never	10% (74)	21% (160)	12% (94)	18% (139)	40% (305)	772

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Table HR2_12: Do you have a favorable or unfavorable impression of the following movie or TV show genres?*Dystopian*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	11% (251)	26% (573)	15% (325)	16% (351)	32% (702)	2201
Cable TV: Currently subscribe	9% (87)	26% (269)	15% (150)	18% (179)	33% (334)	1018
Cable TV: Subscribed in past	16% (124)	27% (202)	16% (123)	13% (95)	28% (216)	760
Cable TV: Never subscribed	9% (40)	24% (102)	12% (52)	18% (77)	36% (152)	423
Satellite TV: Currently subscribe	11% (53)	24% (113)	17% (78)	15% (72)	33% (154)	470
Satellite TV: Subscribed in past	15% (89)	28% (160)	14% (80)	13% (78)	30% (173)	580
Satellite TV: Never subscribed	9% (108)	26% (300)	15% (167)	17% (201)	33% (375)	1152
Streaming Services: Currently subscribe	15% (197)	32% (417)	14% (187)	13% (171)	25% (320)	1292
Streaming Services: Subscribed in past	9% (19)	24% (51)	20% (43)	15% (33)	33% (71)	218
Streaming Services: Never subscribed	5% (35)	15% (105)	14% (94)	21% (147)	45% (310)	691
Film: An avid fan	19% (146)	32% (249)	14% (110)	11% (86)	25% (195)	787
Film: A casual fan	9% (97)	25% (291)	16% (181)	18% (202)	32% (371)	1142
Film: Not a fan	3% (7)	12% (32)	12% (33)	23% (64)	50% (136)	272
Television: An avid fan	13% (137)	28% (287)	13% (137)	15% (159)	31% (319)	1039
Television: A casual fan	10% (98)	26% (261)	16% (161)	16% (162)	31% (313)	995
Television: Not a fan	9% (15)	15% (24)	16% (27)	18% (30)	42% (70)	167
Music: An avid fan	15% (164)	29% (318)	14% (157)	13% (147)	29% (323)	1109
Music: A casual fan	8% (81)	24% (237)	16% (157)	18% (180)	33% (320)	975
Music: Not a fan	5% (6)	15% (18)	9% (11)	21% (24)	50% (59)	117
Fashion: An avid fan	13% (38)	26% (77)	14% (42)	14% (41)	34% (102)	300
Fashion: A casual fan	13% (124)	28% (265)	15% (140)	15% (136)	29% (272)	937
Fashion: Not a fan	9% (89)	24% (231)	15% (142)	18% (174)	34% (328)	964

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

Table HR2_13: Do you have a favorable or unfavorable impression of the following movie or TV show genres?

Romance

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	20% (450)	40% (871)	19% (416)	11% (247)	10% (217)	2201
Gender: Male	11% (112)	36% (384)	26% (276)	16% (172)	11% (118)	1062
Gender: Female	30% (338)	43% (487)	12% (139)	7% (75)	9% (99)	1139
Age: 18-29	22% (103)	36% (167)	21% (96)	12% (53)	9% (40)	458
Age: 30-44	20% (108)	35% (195)	21% (118)	13% (73)	11% (60)	555
Age: 45-54	22% (80)	42% (153)	16% (60)	9% (32)	11% (39)	364
Age: 55-64	20% (79)	41% (157)	17% (66)	14% (53)	8% (32)	387
Age: 65+	18% (80)	45% (198)	17% (76)	8% (36)	11% (46)	436
Generation Z: 18-22	23% (42)	40% (75)	17% (32)	10% (18)	11% (20)	186
Millennial: Age 23-38	21% (128)	36% (222)	21% (129)	14% (84)	9% (56)	619
Generation X: Age 39-54	21% (121)	38% (219)	20% (113)	10% (56)	11% (63)	572
Boomers: Age 55-73	19% (137)	44% (319)	17% (126)	11% (83)	9% (64)	729
PID: Dem (no lean)	21% (175)	41% (337)	19% (156)	12% (95)	7% (53)	818
PID: Ind (no lean)	18% (135)	37% (273)	21% (153)	11% (81)	14% (102)	744
PID: Rep (no lean)	22% (139)	41% (261)	17% (106)	11% (70)	10% (62)	639
PID/Gender: Dem Men	13% (51)	36% (147)	27% (109)	17% (67)	7% (30)	404
PID/Gender: Dem Women	30% (124)	46% (190)	12% (48)	7% (28)	6% (23)	414
PID/Gender: Ind Men	7% (25)	35% (126)	27% (98)	16% (56)	15% (54)	359
PID/Gender: Ind Women	29% (110)	38% (147)	14% (55)	7% (26)	12% (47)	385
PID/Gender: Rep Men	12% (35)	37% (111)	23% (70)	17% (49)	11% (34)	299
PID/Gender: Rep Women	31% (104)	44% (150)	11% (36)	6% (21)	8% (28)	340
Ideo: Liberal (1-3)	22% (147)	42% (284)	19% (130)	11% (72)	6% (38)	671
Ideo: Moderate (4)	18% (92)	40% (206)	20% (105)	11% (57)	10% (53)	513
Ideo: Conservative (5-7)	18% (133)	40% (288)	19% (137)	13% (91)	10% (70)	720
Educ: < College	21% (322)	38% (572)	18% (274)	11% (170)	12% (174)	1513
Educ: Bachelors degree	18% (82)	41% (183)	22% (97)	12% (53)	7% (30)	444
Educ: Post-grad	19% (45)	48% (117)	18% (45)	10% (24)	5% (13)	244

Continued on next page

Table HR2_13: Do you have a favorable or unfavorable impression of the following movie or TV show genres?
 Romance

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	20% (450)	40% (871)	19% (416)	11% (247)	10% (217)	2201
Income: Under 50k	21% (277)	38% (504)	18% (239)	11% (143)	12% (156)	1319
Income: 50k-100k	20% (119)	42% (254)	19% (116)	12% (74)	8% (46)	609
Income: 100k+	20% (54)	42% (114)	22% (61)	11% (30)	6% (15)	274
Ethnicity: White	20% (342)	40% (685)	20% (336)	11% (198)	9% (161)	1722
Ethnicity: Hispanic	19% (65)	39% (135)	19% (66)	10% (35)	14% (48)	350
Ethnicity: Afr. Am.	24% (67)	39% (106)	15% (41)	11% (30)	11% (31)	274
Ethnicity: Other	20% (41)	39% (80)	19% (39)	9% (19)	12% (25)	204
All Christian	19% (188)	42% (405)	18% (176)	10% (100)	10% (96)	967
All Non-Christian	26% (21)	44% (36)	18% (14)	4% (3)	8% (7)	81
Atheist	4% (4)	38% (34)	31% (27)	20% (18)	7% (6)	89
Agnostic/Nothing in particular	22% (236)	37% (397)	19% (198)	12% (125)	10% (108)	1064
Religious Non-Protestant/Catholic	26% (28)	41% (43)	18% (18)	6% (6)	9% (9)	105
Evangelical	25% (143)	41% (239)	14% (82)	11% (66)	8% (48)	577
Non-Evangelical	19% (156)	42% (336)	20% (161)	9% (74)	10% (81)	808
Community: Urban	21% (120)	38% (220)	17% (99)	12% (68)	12% (71)	578
Community: Suburban	20% (195)	40% (395)	21% (206)	11% (109)	8% (81)	986
Community: Rural	21% (134)	40% (257)	17% (111)	11% (70)	10% (65)	637
Employ: Private Sector	21% (131)	40% (259)	19% (124)	12% (79)	7% (46)	639
Employ: Government	16% (24)	43% (63)	21% (30)	9% (13)	11% (15)	144
Employ: Self-Employed	16% (26)	35% (59)	22% (37)	17% (29)	10% (17)	168
Employ: Homemaker	31% (57)	37% (69)	13% (25)	6% (11)	12% (23)	185
Employ: Student	31% (30)	31% (30)	20% (19)	10% (10)	8% (8)	98
Employ: Retired	17% (86)	44% (217)	19% (92)	9% (46)	11% (53)	494
Employ: Unemployed	17% (43)	38% (99)	20% (53)	14% (36)	12% (30)	261
Employ: Other	25% (52)	35% (75)	17% (36)	11% (24)	12% (24)	211
Military HH: Yes	17% (58)	46% (156)	20% (67)	10% (35)	7% (24)	341
Military HH: No	21% (392)	38% (715)	19% (349)	11% (212)	10% (193)	1860
RD/WT: Right Direction	20% (169)	38% (319)	19% (159)	11% (95)	11% (91)	832
RD/WT: Wrong Track	21% (281)	40% (553)	19% (257)	11% (152)	9% (126)	1369

Continued on next page

Table HR2_13: Do you have a favorable or unfavorable impression of the following movie or TV show genres?

Romance

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	20% (450)	40% (871)	19% (416)	11% (247)	10% (217)	2201
Trump Job Approve	19% (170)	40% (352)	19% (168)	12% (105)	11% (95)	890
Trump Job Disapprove	21% (242)	41% (480)	20% (231)	12% (137)	7% (82)	1172
Trump Job Strongly Approve	23% (109)	37% (180)	17% (81)	12% (57)	12% (56)	482
Trump Job Somewhat Approve	15% (61)	42% (172)	21% (88)	12% (48)	10% (40)	408
Trump Job Somewhat Disapprove	24% (63)	45% (117)	19% (50)	7% (19)	5% (13)	262
Trump Job Strongly Disapprove	20% (179)	40% (364)	20% (181)	13% (118)	8% (69)	910
Favorable of Trump	20% (172)	40% (345)	19% (162)	12% (101)	10% (90)	870
Unfavorable of Trump	21% (246)	41% (480)	19% (228)	12% (137)	8% (89)	1181
Very Favorable of Trump	23% (117)	35% (176)	18% (91)	12% (61)	11% (57)	502
Somewhat Favorable of Trump	15% (56)	46% (169)	19% (72)	11% (40)	9% (33)	369
Somewhat Unfavorable of Trump	24% (46)	43% (81)	18% (34)	7% (13)	8% (15)	190
Very Unfavorable of Trump	20% (200)	40% (399)	20% (194)	13% (124)	7% (74)	991
#1 Issue: Economy	20% (105)	40% (213)	20% (107)	10% (54)	10% (51)	530
#1 Issue: Security	16% (70)	39% (169)	19% (83)	15% (63)	10% (44)	429
#1 Issue: Health Care	23% (84)	38% (140)	19% (69)	14% (51)	6% (23)	367
#1 Issue: Medicare / Social Security	22% (74)	40% (137)	19% (64)	9% (33)	10% (35)	343
#1 Issue: Women's Issues	26% (47)	41% (73)	14% (25)	10% (18)	9% (16)	178
#1 Issue: Education	24% (32)	36% (46)	20% (26)	8% (10)	12% (15)	130
#1 Issue: Energy	17% (19)	48% (53)	18% (20)	10% (12)	7% (8)	112
#1 Issue: Other	17% (19)	34% (39)	20% (23)	7% (8)	21% (24)	112
2018 House Vote: Democrat	21% (165)	40% (323)	19% (150)	13% (106)	7% (55)	798
2018 House Vote: Republican	20% (132)	42% (278)	18% (122)	11% (77)	9% (60)	669
2018 House Vote: Someone else	19% (23)	30% (36)	22% (25)	6% (7)	23% (27)	118
2018 House Vote: Didnt Vote	21% (128)	38% (233)	19% (119)	9% (56)	12% (76)	612
2016 Vote: Hillary Clinton	20% (140)	43% (298)	18% (126)	13% (89)	6% (44)	696
2016 Vote: Donald Trump	20% (136)	39% (271)	19% (127)	12% (85)	10% (67)	685
2016 Vote: Someone else	19% (32)	35% (58)	26% (43)	11% (18)	9% (15)	166
2016 Vote: Didnt Vote	22% (142)	37% (237)	19% (119)	9% (56)	14% (90)	644
Voted in 2014: Yes	20% (267)	41% (553)	19% (264)	12% (157)	9% (115)	1356
Voted in 2014: No	22% (183)	38% (319)	18% (152)	11% (90)	12% (102)	845

Continued on next page

Table HR2_13: Do you have a favorable or unfavorable impression of the following movie or TV show genres?*Romance*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	20% (450)	40% (871)	19% (416)	11% (247)	10% (217)	2201
2012 Vote: Barack Obama	20% (165)	42% (339)	20% (159)	12% (99)	7% (54)	816
2012 Vote: Mitt Romney	18% (93)	41% (206)	20% (101)	12% (58)	9% (46)	503
2012 Vote: Other	17% (18)	37% (39)	20% (21)	8% (9)	18% (19)	105
2012 Vote: Didn't Vote	22% (172)	37% (287)	17% (134)	11% (82)	13% (98)	772
4-Region: Northeast	19% (75)	41% (163)	17% (66)	12% (49)	11% (41)	394
4-Region: Midwest	21% (97)	42% (195)	18% (82)	10% (48)	9% (41)	462
4-Region: South	22% (185)	39% (325)	18% (150)	11% (92)	9% (73)	825
4-Region: West	18% (93)	36% (189)	23% (118)	11% (58)	12% (62)	520
Watch TV: Every day	26% (290)	39% (446)	18% (206)	11% (119)	6% (71)	1131
Watch TV: Several times per week	14% (64)	44% (201)	23% (106)	10% (45)	8% (37)	452
Watch TV: About once per week	22% (36)	43% (72)	12% (20)	11% (18)	12% (19)	166
Watch TV: Several times per month	12% (13)	41% (44)	25% (27)	10% (11)	12% (13)	108
Watch TV: About once per month	6% (3)	41% (22)	27% (15)	14% (8)	12% (6)	55
Watch TV: Less often than once per month	13% (12)	38% (37)	17% (16)	15% (14)	18% (18)	97
Watch TV: Never	16% (30)	26% (50)	14% (26)	17% (32)	28% (53)	191
Watch Movies: Every day	33% (132)	37% (149)	14% (56)	13% (51)	4% (16)	404
Watch Movies: Several times per week	22% (131)	38% (228)	23% (136)	11% (65)	6% (37)	596
Watch Movies: About once per week	14% (53)	47% (174)	21% (79)	10% (37)	8% (28)	372
Watch Movies: Several times per month	16% (42)	42% (110)	21% (54)	10% (27)	11% (28)	260
Watch Movies: About once per month	19% (30)	32% (51)	22% (35)	14% (23)	13% (21)	160
Watch Movies: Less often than once per month	18% (40)	45% (100)	13% (28)	10% (23)	14% (30)	222
Watch Movies: Never	11% (21)	31% (58)	15% (28)	12% (22)	30% (56)	187
Watch Sporting Events: Every day	24% (39)	39% (65)	23% (38)	8% (13)	5% (9)	165
Watch Sporting Events: Several times per week	19% (65)	36% (123)	22% (75)	16% (54)	8% (26)	342
Watch Sporting Events: About once per week	20% (53)	43% (112)	20% (52)	9% (23)	7% (18)	257
Watch Sporting Events: Several times per month	17% (31)	41% (77)	26% (48)	10% (19)	7% (12)	188
Watch Sporting Events: About once per month	20% (27)	47% (64)	13% (18)	14% (19)	7% (10)	138
Watch Sporting Events: Less often than once per month	21% (72)	41% (140)	16% (53)	9% (31)	13% (44)	339
Watch Sporting Events: Never	21% (163)	38% (291)	17% (131)	11% (88)	13% (99)	772

Continued on next page

Table HR2_13: Do you have a favorable or unfavorable impression of the following movie or TV show genres?

Romance

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	20% (450)	40% (871)	19% (416)	11% (247)	10% (217)	2201
Cable TV: Currently subscribe	22% (222)	40% (409)	18% (183)	11% (111)	9% (93)	1018
Cable TV: Subscribed in past	20% (150)	42% (317)	20% (154)	11% (85)	7% (53)	760
Cable TV: Never subscribed	18% (78)	34% (145)	19% (80)	12% (51)	17% (71)	423
Satellite TV: Currently subscribe	24% (114)	41% (191)	18% (86)	9% (44)	7% (35)	470
Satellite TV: Subscribed in past	22% (129)	40% (233)	19% (108)	11% (64)	8% (46)	580
Satellite TV: Never subscribed	18% (207)	39% (447)	19% (222)	12% (139)	12% (137)	1152
Streaming Services: Currently subscribe	21% (270)	41% (529)	21% (265)	12% (151)	6% (77)	1292
Streaming Services: Subscribed in past	24% (52)	34% (74)	18% (38)	11% (24)	13% (29)	218
Streaming Services: Never subscribed	19% (128)	39% (269)	16% (112)	10% (72)	16% (111)	691
Film: An avid fan	27% (214)	38% (303)	18% (139)	11% (88)	5% (42)	787
Film: A casual fan	17% (195)	43% (490)	21% (235)	11% (121)	9% (101)	1142
Film: Not a fan	15% (40)	29% (79)	15% (42)	14% (38)	27% (74)	272
Television: An avid fan	28% (293)	39% (406)	17% (171)	10% (100)	7% (69)	1039
Television: A casual fan	14% (140)	42% (420)	22% (216)	12% (118)	10% (100)	995
Television: Not a fan	10% (17)	27% (45)	17% (28)	17% (29)	29% (48)	167
Music: An avid fan	26% (293)	39% (428)	17% (188)	11% (117)	8% (84)	1109
Music: A casual fan	15% (143)	43% (418)	21% (209)	11% (107)	10% (97)	975
Music: Not a fan	12% (14)	21% (25)	16% (19)	20% (23)	31% (36)	117
Fashion: An avid fan	44% (131)	34% (103)	12% (36)	8% (23)	2% (7)	300
Fashion: A casual fan	25% (231)	47% (440)	14% (134)	7% (68)	7% (64)	937
Fashion: Not a fan	9% (88)	34% (328)	25% (246)	16% (157)	15% (146)	964

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

Table HR3: *If you had to choose, would you rather watch a utopian movie or TV show, in which characters are living in a near-perfect society, or a dystopian movie or TV show, in which characters are living in a society of great suffering or injustice?*

Demographic	A utopian film or TV show		A dystopian film or TV show		Don't know / No opinion		Total N
Adults	28%	(616)	30%	(651)	42%	(934)	2201
Gender: Male	27%	(284)	33%	(353)	40%	(425)	1062
Gender: Female	29%	(333)	26%	(298)	45%	(508)	1139
Age: 18-29	22%	(100)	40%	(183)	38%	(176)	458
Age: 30-44	23%	(126)	38%	(213)	39%	(215)	555
Age: 45-54	28%	(101)	28%	(103)	44%	(160)	364
Age: 55-64	35%	(134)	22%	(84)	44%	(168)	387
Age: 65+	36%	(155)	15%	(67)	49%	(214)	436
Generation Z: 18-22	19%	(36)	39%	(72)	42%	(78)	186
Millennial: Age 23-38	23%	(142)	41%	(256)	36%	(221)	619
Generation X: Age 39-54	26%	(148)	30%	(171)	44%	(252)	572
Boomers: Age 55-73	36%	(261)	19%	(140)	45%	(328)	729
PID: Dem (no lean)	30%	(244)	33%	(274)	37%	(300)	818
PID: Ind (no lean)	25%	(183)	28%	(209)	47%	(352)	744
PID: Rep (no lean)	30%	(189)	26%	(168)	44%	(282)	639
PID/Gender: Dem Men	28%	(114)	37%	(148)	35%	(141)	404
PID/Gender: Dem Women	31%	(130)	30%	(126)	38%	(158)	414
PID/Gender: Ind Men	22%	(80)	33%	(119)	45%	(160)	359
PID/Gender: Ind Women	27%	(103)	23%	(90)	50%	(192)	385
PID/Gender: Rep Men	30%	(89)	29%	(86)	42%	(124)	299
PID/Gender: Rep Women	29%	(100)	24%	(82)	46%	(158)	340
Ideo: Liberal (1-3)	27%	(181)	41%	(272)	33%	(219)	671
Ideo: Moderate (4)	31%	(158)	26%	(131)	44%	(224)	513
Ideo: Conservative (5-7)	32%	(230)	27%	(192)	41%	(297)	720
Educ: < College	25%	(381)	27%	(412)	48%	(721)	1513
Educ: Bachelors degree	33%	(147)	37%	(165)	30%	(132)	444
Educ: Post-grad	36%	(88)	31%	(75)	33%	(81)	244

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Table HR3: *If you had to choose, would you rather watch a utopian movie or TV show, in which characters are living in a near-perfect society, or a dystopian movie or TV show, in which characters are living in a society of great suffering or injustice?*

Demographic	A utopian film or TV show		A dystopian film or TV show		Don't know / No opinion		Total N
Adults	28%	(616)	30%	(651)	42%	(934)	2201
Income: Under 50k	26%	(341)	28%	(370)	46%	(608)	1319
Income: 50k-100k	31%	(186)	31%	(189)	38%	(234)	609
Income: 100k+	32%	(89)	34%	(93)	34%	(92)	274
Ethnicity: White	28%	(487)	30%	(515)	42%	(721)	1722
Ethnicity: Hispanic	19%	(68)	39%	(136)	42%	(146)	350
Ethnicity: Afr. Am.	28%	(77)	27%	(74)	45%	(124)	274
Ethnicity: Other	26%	(52)	31%	(63)	44%	(89)	204
All Christian	33%	(318)	26%	(253)	41%	(396)	967
All Non-Christian	32%	(26)	26%	(21)	42%	(34)	81
Atheist	18%	(16)	65%	(58)	17%	(15)	89
Agnostic/Nothing in particular	24%	(257)	30%	(320)	46%	(488)	1064
Religious Non-Protestant/Catholic	31%	(32)	27%	(28)	43%	(45)	105
Evangelical	32%	(186)	24%	(139)	44%	(252)	577
Non-Evangelical	30%	(246)	29%	(232)	41%	(330)	808
Community: Urban	29%	(166)	29%	(165)	43%	(247)	578
Community: Suburban	30%	(296)	33%	(325)	37%	(364)	986
Community: Rural	24%	(154)	25%	(161)	51%	(323)	637
Employ: Private Sector	33%	(210)	38%	(241)	29%	(189)	639
Employ: Government	21%	(31)	39%	(56)	40%	(58)	144
Employ: Self-Employed	35%	(59)	25%	(42)	40%	(68)	168
Employ: Homemaker	23%	(42)	29%	(53)	49%	(90)	185
Employ: Student	19%	(19)	44%	(43)	37%	(36)	98
Employ: Retired	32%	(156)	17%	(86)	51%	(252)	494
Employ: Unemployed	21%	(54)	29%	(75)	51%	(132)	261
Employ: Other	22%	(46)	26%	(56)	52%	(109)	211
Military HH: Yes	29%	(100)	31%	(106)	40%	(136)	341
Military HH: No	28%	(517)	29%	(545)	43%	(798)	1860
RD/WT: Right Direction	29%	(244)	25%	(211)	45%	(378)	832
RD/WT: Wrong Track	27%	(372)	32%	(441)	41%	(556)	1369

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Table HR3: *If you had to choose, would you rather watch a utopian movie or TV show, in which characters are living in a near-perfect society, or a dystopian movie or TV show, in which characters are living in a society of great suffering or injustice?*

Demographic	A utopian film or TV show		A dystopian film or TV show		Don't know / No opinion		Total N
Adults	28%	(616)	30%	(651)	42%	(934)	2201
Trump Job Approve	30%	(266)	27%	(236)	44%	(388)	890
Trump Job Disapprove	28%	(329)	34%	(396)	38%	(447)	1172
Trump Job Strongly Approve	29%	(140)	25%	(119)	46%	(223)	482
Trump Job Somewhat Approve	31%	(126)	29%	(117)	40%	(164)	408
Trump Job Somewhat Disapprove	27%	(71)	37%	(97)	36%	(93)	262
Trump Job Strongly Disapprove	28%	(257)	33%	(299)	39%	(354)	910
Favorable of Trump	31%	(269)	27%	(231)	43%	(371)	870
Unfavorable of Trump	28%	(327)	34%	(397)	39%	(457)	1181
Very Favorable of Trump	32%	(159)	25%	(125)	43%	(218)	502
Somewhat Favorable of Trump	30%	(110)	29%	(106)	41%	(152)	369
Somewhat Unfavorable of Trump	27%	(51)	33%	(63)	40%	(76)	190
Very Unfavorable of Trump	28%	(276)	34%	(334)	39%	(382)	991
#1 Issue: Economy	28%	(149)	32%	(168)	40%	(214)	530
#1 Issue: Security	27%	(114)	25%	(107)	48%	(208)	429
#1 Issue: Health Care	33%	(122)	34%	(123)	33%	(121)	367
#1 Issue: Medicare / Social Security	31%	(108)	17%	(59)	51%	(175)	343
#1 Issue: Women's Issues	20%	(35)	38%	(67)	43%	(76)	178
#1 Issue: Education	22%	(28)	37%	(48)	41%	(54)	130
#1 Issue: Energy	33%	(36)	49%	(55)	18%	(20)	112
#1 Issue: Other	21%	(24)	21%	(23)	58%	(66)	112
2018 House Vote: Democrat	31%	(247)	33%	(263)	36%	(288)	798
2018 House Vote: Republican	31%	(205)	26%	(175)	43%	(289)	669
2018 House Vote: Someone else	27%	(32)	24%	(28)	49%	(58)	118
2018 House Vote: Didnt Vote	21%	(132)	30%	(185)	48%	(296)	612
2016 Vote: Hillary Clinton	31%	(219)	30%	(211)	38%	(266)	696
2016 Vote: Donald Trump	31%	(211)	26%	(178)	43%	(296)	685
2016 Vote: Someone else	29%	(48)	31%	(52)	40%	(66)	166
2016 Vote: Didnt Vote	22%	(139)	32%	(207)	46%	(298)	644
Voted in 2014: Yes	31%	(426)	28%	(385)	40%	(546)	1356
Voted in 2014: No	23%	(190)	32%	(266)	46%	(388)	845

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Table HR3: *If you had to choose, would you rather watch a utopian movie or TV show, in which characters are living in a near-perfect society, or a dystopian movie or TV show, in which characters are living in a society of great suffering or injustice?*

Demographic	A utopian film or TV show		A dystopian film or TV show		Don't know / No opinion		Total N
Adults	28%	(616)	30%	(651)	42%	(934)	2201
2012 Vote: Barack Obama	32%	(261)	30%	(245)	38%	(309)	816
2012 Vote: Mitt Romney	32%	(162)	28%	(139)	40%	(203)	503
2012 Vote: Other	33%	(35)	18%	(19)	49%	(52)	105
2012 Vote: Didn't Vote	20%	(158)	32%	(247)	47%	(366)	772
4-Region: Northeast	27%	(107)	32%	(126)	41%	(161)	394
4-Region: Midwest	30%	(138)	27%	(125)	43%	(200)	462
4-Region: South	29%	(241)	29%	(240)	42%	(344)	825
4-Region: West	25%	(131)	31%	(160)	44%	(229)	520
Watch TV: Every day	32%	(361)	30%	(345)	38%	(425)	1131
Watch TV: Several times per week	27%	(120)	36%	(164)	37%	(168)	452
Watch TV: About once per week	25%	(41)	27%	(45)	48%	(80)	166
Watch TV: Several times per month	23%	(25)	33%	(35)	44%	(48)	108
Watch TV: About once per month	31%	(17)	24%	(13)	45%	(25)	55
Watch TV: Less often than once per month	19%	(19)	27%	(26)	54%	(53)	97
Watch TV: Never	17%	(33)	12%	(23)	71%	(136)	191
Watch Movies: Every day	31%	(126)	32%	(130)	37%	(148)	404
Watch Movies: Several times per week	26%	(155)	40%	(237)	34%	(204)	596
Watch Movies: About once per week	34%	(127)	31%	(115)	35%	(130)	372
Watch Movies: Several times per month	28%	(72)	25%	(66)	47%	(122)	260
Watch Movies: About once per month	22%	(35)	26%	(42)	52%	(83)	160
Watch Movies: Less often than once per month	31%	(70)	18%	(39)	51%	(113)	222
Watch Movies: Never	17%	(31)	11%	(21)	72%	(135)	187
Watch Sporting Events: Every day	31%	(52)	28%	(45)	41%	(68)	165
Watch Sporting Events: Several times per week	31%	(105)	35%	(119)	35%	(118)	342
Watch Sporting Events: About once per week	33%	(86)	31%	(80)	35%	(91)	257
Watch Sporting Events: Several times per month	31%	(58)	34%	(64)	35%	(66)	188
Watch Sporting Events: About once per month	21%	(30)	45%	(63)	33%	(46)	138
Watch Sporting Events: Less often than once per month	30%	(101)	30%	(101)	40%	(136)	339
Watch Sporting Events: Never	24%	(185)	23%	(180)	53%	(408)	772

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Table HR3: *If you had to choose, would you rather watch a utopian movie or TV show, in which characters are living in a near-perfect society, or a dystopian movie or TV show, in which characters are living in a society of great suffering or injustice?*

Demographic	A utopian film or TV show		A dystopian film or TV show		Don't know / No opinion		Total N
Adults	28%	(616)	30%	(651)	42%	(934)	2201
Cable TV: Currently subscribe	31%	(311)	28%	(285)	42%	(423)	1018
Cable TV: Subscribed in past	27%	(207)	35%	(264)	38%	(288)	760
Cable TV: Never subscribed	23%	(98)	24%	(102)	53%	(223)	423
Satellite TV: Currently subscribe	29%	(138)	30%	(139)	41%	(193)	470
Satellite TV: Subscribed in past	30%	(171)	31%	(181)	39%	(228)	580
Satellite TV: Never subscribed	27%	(307)	29%	(331)	45%	(514)	1152
Streaming Services: Currently subscribe	29%	(381)	37%	(483)	33%	(428)	1292
Streaming Services: Subscribed in past	24%	(53)	26%	(57)	50%	(108)	218
Streaming Services: Never subscribed	26%	(183)	16%	(111)	57%	(397)	691
Film: An avid fan	31%	(243)	38%	(298)	31%	(245)	787
Film: A casual fan	28%	(322)	27%	(310)	45%	(510)	1142
Film: Not a fan	18%	(50)	16%	(43)	66%	(179)	272
Television: An avid fan	32%	(333)	31%	(318)	37%	(388)	1039
Television: A casual fan	25%	(252)	29%	(289)	46%	(454)	995
Television: Not a fan	18%	(30)	27%	(44)	55%	(92)	167
Music: An avid fan	28%	(313)	34%	(374)	38%	(421)	1109
Music: A casual fan	29%	(283)	26%	(254)	45%	(438)	975
Music: Not a fan	17%	(19)	19%	(23)	64%	(75)	117
Fashion: An avid fan	37%	(112)	26%	(79)	36%	(109)	300
Fashion: A casual fan	28%	(266)	31%	(290)	41%	(382)	937
Fashion: Not a fan	25%	(238)	29%	(282)	46%	(444)	964

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

Table HR4: How much have you seen, read or heard about the season 3 premiere of 'The Handmaid's Tale' on June 5, 2019?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(113)	15%	(324)	21%	(464)	59%	(1300)	2201
Gender: Male	5%	(49)	16%	(168)	22%	(230)	58%	(615)	1062
Gender: Female	6%	(64)	14%	(156)	21%	(234)	60%	(685)	1139
Age: 18-29	10%	(46)	18%	(81)	19%	(87)	53%	(245)	458
Age: 30-44	7%	(38)	15%	(81)	23%	(128)	55%	(308)	555
Age: 45-54	3%	(13)	19%	(70)	21%	(76)	56%	(206)	364
Age: 55-64	3%	(12)	13%	(51)	21%	(82)	63%	(243)	387
Age: 65+	1%	(4)	10%	(41)	21%	(91)	69%	(299)	436
Generation Z: 18-22	8%	(15)	16%	(31)	18%	(33)	58%	(108)	186
Millennial: Age 23-38	9%	(53)	17%	(106)	22%	(138)	52%	(323)	619
Generation X: Age 39-54	5%	(29)	17%	(95)	21%	(121)	57%	(327)	572
Boomers: Age 55-73	2%	(16)	12%	(85)	21%	(156)	65%	(472)	729
PID: Dem (no lean)	7%	(59)	18%	(143)	22%	(181)	53%	(434)	818
PID: Ind (no lean)	3%	(24)	14%	(103)	22%	(162)	61%	(456)	744
PID: Rep (no lean)	5%	(29)	12%	(78)	19%	(122)	64%	(410)	639
PID/Gender: Dem Men	7%	(27)	18%	(75)	24%	(97)	51%	(206)	404
PID/Gender: Dem Women	8%	(33)	17%	(69)	20%	(84)	55%	(228)	414
PID/Gender: Ind Men	3%	(9)	15%	(55)	22%	(79)	60%	(216)	359
PID/Gender: Ind Women	4%	(15)	12%	(48)	21%	(82)	62%	(240)	385
PID/Gender: Rep Men	4%	(13)	13%	(38)	18%	(54)	65%	(193)	299
PID/Gender: Rep Women	5%	(16)	12%	(40)	20%	(68)	64%	(217)	340
Ideo: Liberal (1-3)	9%	(61)	21%	(139)	27%	(179)	44%	(293)	671
Ideo: Moderate (4)	3%	(14)	16%	(82)	21%	(110)	60%	(307)	513
Ideo: Conservative (5-7)	4%	(30)	12%	(88)	19%	(140)	64%	(461)	720
Educ: < College	4%	(56)	12%	(187)	19%	(293)	65%	(977)	1513
Educ: Bachelors degree	8%	(35)	21%	(94)	26%	(114)	45%	(201)	444
Educ: Post-grad	9%	(22)	17%	(43)	24%	(57)	50%	(122)	244
Income: Under 50k	4%	(57)	12%	(155)	20%	(262)	64%	(844)	1319
Income: 50k-100k	5%	(32)	17%	(104)	25%	(151)	53%	(322)	609
Income: 100k+	8%	(23)	24%	(65)	19%	(52)	49%	(134)	274
Ethnicity: White	5%	(83)	15%	(255)	21%	(368)	59%	(1016)	1722

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Table HR4: How much have you seen, read or heard about the season 3 premiere of 'The Handmaid's Tale' on June 5, 2019?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(113)	15%	(324)	21%	(464)	59%	(1300)	2201
Ethnicity: Hispanic	6%	(19)	18%	(61)	18%	(64)	58%	(204)	350
Ethnicity: Afr. Am.	7%	(20)	12%	(32)	20%	(56)	61%	(167)	274
Ethnicity: Other	5%	(10)	18%	(37)	20%	(40)	57%	(117)	204
All Christian	4%	(36)	14%	(137)	21%	(205)	61%	(589)	967
All Non-Christian	12%	(10)	18%	(15)	25%	(21)	45%	(36)	81
Atheist	12%	(10)	17%	(15)	24%	(22)	47%	(42)	89
Agnostic/Nothing in particular	5%	(56)	15%	(157)	20%	(218)	60%	(633)	1064
Religious Non-Protestant/Catholic	9%	(10)	17%	(18)	27%	(29)	46%	(49)	105
Evangelical	4%	(24)	12%	(67)	19%	(111)	65%	(375)	577
Non-Evangelical	5%	(38)	15%	(123)	21%	(170)	59%	(478)	808
Community: Urban	6%	(34)	14%	(82)	23%	(131)	57%	(331)	578
Community: Suburban	6%	(58)	17%	(169)	23%	(222)	54%	(537)	986
Community: Rural	3%	(21)	11%	(73)	17%	(111)	68%	(432)	637
Employ: Private Sector	8%	(54)	21%	(137)	23%	(145)	48%	(304)	639
Employ: Government	7%	(10)	13%	(18)	20%	(29)	60%	(86)	144
Employ: Self-Employed	6%	(10)	16%	(28)	25%	(42)	53%	(88)	168
Employ: Homemaker	3%	(5)	13%	(24)	22%	(41)	62%	(115)	185
Employ: Student	7%	(7)	26%	(25)	24%	(24)	43%	(42)	98
Employ: Retired	2%	(8)	11%	(54)	20%	(100)	67%	(332)	494
Employ: Unemployed	4%	(10)	5%	(13)	18%	(46)	74%	(192)	261
Employ: Other	4%	(8)	12%	(25)	18%	(37)	67%	(141)	211
Military HH: Yes	3%	(10)	16%	(53)	26%	(89)	56%	(190)	341
Military HH: No	6%	(103)	15%	(271)	20%	(375)	60%	(1110)	1860
RD/WT: Right Direction	5%	(39)	13%	(110)	22%	(180)	61%	(504)	832
RD/WT: Wrong Track	5%	(74)	16%	(214)	21%	(284)	58%	(796)	1369
Trump Job Approve	4%	(39)	12%	(110)	21%	(189)	62%	(553)	890
Trump Job Disapprove	6%	(73)	17%	(197)	22%	(260)	55%	(641)	1172
Trump Job Strongly Approve	4%	(19)	12%	(57)	20%	(96)	64%	(310)	482
Trump Job Somewhat Approve	5%	(20)	13%	(53)	23%	(93)	59%	(242)	408
Trump Job Somewhat Disapprove	6%	(16)	14%	(38)	23%	(60)	56%	(148)	262
Trump Job Strongly Disapprove	6%	(57)	18%	(159)	22%	(200)	54%	(494)	910

Continued on next page

Table HR4: How much have you seen, read or heard about the season 3 premiere of 'The Handmaid's Tale' on June 5, 2019?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(113)	15%	(324)	21%	(464)	59%	(1300)	2201
Favorable of Trump	4%	(35)	12%	(107)	19%	(168)	64%	(561)	870
Unfavorable of Trump	6%	(72)	17%	(202)	22%	(265)	54%	(642)	1181
Very Favorable of Trump	5%	(25)	12%	(59)	20%	(98)	64%	(320)	502
Somewhat Favorable of Trump	3%	(10)	13%	(48)	19%	(70)	65%	(241)	369
Somewhat Unfavorable of Trump	7%	(13)	13%	(24)	26%	(49)	55%	(104)	190
Very Unfavorable of Trump	6%	(60)	18%	(177)	22%	(216)	54%	(538)	991
#1 Issue: Economy	5%	(29)	14%	(74)	24%	(127)	57%	(300)	530
#1 Issue: Security	4%	(18)	13%	(55)	21%	(89)	62%	(268)	429
#1 Issue: Health Care	6%	(23)	19%	(69)	23%	(85)	52%	(190)	367
#1 Issue: Medicare / Social Security	3%	(9)	8%	(28)	19%	(66)	70%	(240)	343
#1 Issue: Women's Issues	10%	(17)	20%	(36)	17%	(31)	53%	(94)	178
#1 Issue: Education	8%	(10)	13%	(17)	23%	(30)	56%	(73)	130
#1 Issue: Energy	5%	(6)	29%	(32)	17%	(19)	49%	(55)	112
#1 Issue: Other	2%	(2)	12%	(13)	15%	(17)	71%	(80)	112
2018 House Vote: Democrat	8%	(63)	18%	(144)	25%	(199)	49%	(393)	798
2018 House Vote: Republican	4%	(29)	13%	(87)	21%	(141)	62%	(413)	669
2018 House Vote: Someone else	3%	(3)	13%	(15)	18%	(22)	66%	(78)	118
2018 House Vote: Didnt Vote	3%	(18)	13%	(78)	16%	(101)	68%	(416)	612
2016 Vote: Hillary Clinton	7%	(48)	19%	(132)	25%	(176)	49%	(339)	696
2016 Vote: Donald Trump	4%	(26)	11%	(74)	19%	(133)	66%	(453)	685
2016 Vote: Someone else	7%	(11)	19%	(31)	21%	(34)	54%	(89)	166
2016 Vote: Didnt Vote	4%	(28)	13%	(84)	19%	(120)	64%	(412)	644
Voted in 2014: Yes	6%	(76)	15%	(207)	23%	(311)	56%	(763)	1356
Voted in 2014: No	4%	(37)	14%	(117)	18%	(153)	64%	(537)	845
2012 Vote: Barack Obama	6%	(49)	18%	(148)	24%	(198)	52%	(422)	816
2012 Vote: Mitt Romney	4%	(20)	13%	(64)	21%	(104)	63%	(315)	503
2012 Vote: Other	4%	(4)	8%	(8)	16%	(17)	72%	(76)	105
2012 Vote: Didn't Vote	5%	(39)	13%	(104)	19%	(144)	63%	(484)	772
4-Region: Northeast	4%	(16)	15%	(61)	21%	(83)	60%	(235)	394
4-Region: Midwest	4%	(19)	13%	(60)	24%	(109)	60%	(275)	462
4-Region: South	7%	(54)	14%	(114)	21%	(170)	59%	(487)	825
4-Region: West	5%	(25)	17%	(89)	20%	(103)	58%	(303)	520

Continued on next page

Table HR4: How much have you seen, read or heard about the season 3 premiere of 'The Handmaid's Tale' on June 5, 2019?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(113)	15%	(324)	21%	(464)	59%	(1300)	2201
Watch TV: Every day	7%	(78)	17%	(192)	21%	(233)	55%	(628)	1131
Watch TV: Several times per week	4%	(18)	16%	(72)	26%	(116)	54%	(246)	452
Watch TV: About once per week	3%	(6)	13%	(22)	18%	(30)	66%	(109)	166
Watch TV: Several times per month	6%	(6)	11%	(12)	32%	(35)	51%	(55)	108
Watch TV: About once per month	4%	(2)	12%	(6)	16%	(9)	69%	(38)	55
Watch TV: Less often than once per month	1%	(1)	8%	(8)	20%	(19)	71%	(69)	97
Watch TV: Never	1%	(1)	6%	(12)	12%	(22)	81%	(155)	191
Watch Movies: Every day	8%	(33)	18%	(74)	19%	(78)	54%	(220)	404
Watch Movies: Several times per week	8%	(45)	19%	(110)	26%	(156)	48%	(284)	596
Watch Movies: About once per week	5%	(19)	16%	(59)	21%	(78)	58%	(217)	372
Watch Movies: Several times per month	4%	(9)	14%	(36)	25%	(64)	58%	(151)	260
Watch Movies: About once per month	1%	(2)	9%	(14)	20%	(32)	70%	(113)	160
Watch Movies: Less often than once per month	2%	(4)	7%	(16)	18%	(40)	73%	(161)	222
Watch Movies: Never	—	(0)	8%	(14)	9%	(17)	83%	(154)	187
Watch Sporting Events: Every day	11%	(18)	17%	(28)	19%	(31)	53%	(88)	165
Watch Sporting Events: Several times per week	7%	(24)	18%	(62)	24%	(83)	51%	(173)	342
Watch Sporting Events: About once per week	6%	(15)	20%	(51)	25%	(65)	49%	(126)	257
Watch Sporting Events: Several times per month	6%	(11)	15%	(29)	27%	(51)	52%	(98)	188
Watch Sporting Events: About once per month	2%	(3)	20%	(27)	26%	(36)	52%	(71)	138
Watch Sporting Events: Less often than once per month	3%	(9)	14%	(46)	21%	(71)	63%	(212)	339
Watch Sporting Events: Never	4%	(32)	10%	(81)	16%	(127)	69%	(532)	772
Cable TV: Currently subscribe	5%	(50)	15%	(156)	21%	(210)	59%	(602)	1018
Cable TV: Subscribed in past	7%	(52)	16%	(122)	24%	(185)	53%	(401)	760
Cable TV: Never subscribed	2%	(10)	11%	(46)	17%	(70)	70%	(298)	423
Satellite TV: Currently subscribe	6%	(27)	16%	(74)	24%	(110)	55%	(258)	470
Satellite TV: Subscribed in past	8%	(47)	16%	(95)	19%	(109)	57%	(329)	580
Satellite TV: Never subscribed	3%	(39)	13%	(154)	21%	(245)	62%	(713)	1152
Streaming Services: Currently subscribe	8%	(98)	20%	(254)	24%	(309)	49%	(631)	1292
Streaming Services: Subscribed in past	6%	(12)	14%	(30)	20%	(43)	61%	(132)	218
Streaming Services: Never subscribed	—	(3)	6%	(40)	16%	(112)	78%	(537)	691

Continued on next page

Table HR4: How much have you seen, read or heard about the season 3 premiere of 'The Handmaid's Tale' on June 5, 2019?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(113)	15%	(324)	21%	(464)	59%	(1300)	2201
Film: An avid fan	10%	(75)	21%	(163)	24%	(187)	46%	(361)	787
Film: A casual fan	3%	(35)	13%	(145)	22%	(255)	62%	(707)	1142
Film: Not a fan	1%	(2)	6%	(16)	8%	(22)	85%	(232)	272
Television: An avid fan	8%	(82)	16%	(171)	23%	(241)	52%	(545)	1039
Television: A casual fan	3%	(25)	14%	(141)	21%	(210)	62%	(619)	995
Television: Not a fan	3%	(6)	7%	(12)	8%	(14)	81%	(135)	167
Music: An avid fan	7%	(83)	18%	(201)	23%	(252)	52%	(574)	1109
Music: A casual fan	3%	(28)	12%	(113)	21%	(201)	65%	(633)	975
Music: Not a fan	2%	(2)	8%	(10)	10%	(12)	80%	(94)	117
Fashion: An avid fan	11%	(33)	21%	(63)	20%	(59)	48%	(144)	300
Fashion: A casual fan	5%	(49)	15%	(144)	24%	(223)	56%	(521)	937
Fashion: Not a fan	3%	(31)	12%	(116)	19%	(183)	66%	(635)	964

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

Table HR5: Which of the following statements do you agree more with, even if neither is exactly right?

Demographic	The dystopia shown in 'The Handmaid's Tale' is grounded in truth and could become reality someday.		The dystopia shown in 'The Handmaid's Tale' capitalizes on people's irrational fears and won't become a reality.		Don't know / No opinion	Total N	
Adults	17%	(383)	16%	(353)	67%	(1465)	2201
Gender: Male	18%	(191)	19%	(197)	64%	(675)	1062
Gender: Female	17%	(193)	14%	(156)	69%	(790)	1139
Age: 18-29	24%	(110)	14%	(66)	62%	(282)	458
Age: 30-44	22%	(121)	18%	(98)	61%	(336)	555
Age: 45-54	19%	(68)	15%	(54)	67%	(243)	364
Age: 55-64	12%	(47)	16%	(64)	71%	(276)	387
Age: 65+	9%	(37)	16%	(71)	75%	(328)	436
Generation Z: 18-22	22%	(41)	13%	(24)	65%	(121)	186
Millennial: Age 23-38	25%	(152)	16%	(101)	59%	(366)	619
Generation X: Age 39-54	19%	(106)	16%	(93)	65%	(373)	572
Boomers: Age 55-73	10%	(73)	17%	(122)	73%	(535)	729
PID: Dem (no lean)	27%	(224)	14%	(115)	59%	(480)	818
PID: Ind (no lean)	14%	(105)	14%	(103)	72%	(536)	744
PID: Rep (no lean)	9%	(54)	21%	(135)	70%	(449)	639
PID/Gender: Dem Men	29%	(117)	14%	(57)	57%	(229)	404
PID/Gender: Dem Women	26%	(106)	14%	(57)	61%	(251)	414
PID/Gender: Ind Men	14%	(49)	18%	(66)	68%	(244)	359
PID/Gender: Ind Women	15%	(56)	10%	(37)	76%	(292)	385
PID/Gender: Rep Men	8%	(24)	25%	(74)	67%	(201)	299
PID/Gender: Rep Women	9%	(30)	18%	(62)	73%	(248)	340
Ideo: Liberal (1-3)	32%	(214)	17%	(117)	51%	(340)	671
Ideo: Moderate (4)	15%	(75)	15%	(78)	70%	(360)	513
Ideo: Conservative (5-7)	10%	(69)	20%	(145)	70%	(506)	720
Educ: < College	15%	(229)	13%	(198)	72%	(1086)	1513
Educ: Bachelors degree	23%	(104)	22%	(95)	55%	(244)	444
Educ: Post-grad	21%	(50)	24%	(59)	55%	(134)	244

Continued on next page

Table HR5: Which of the following statements do you agree more with, even if neither is exactly right?

Demographic	The dystopia shown in 'The Handmaid's Tale' is grounded in truth and could become reality someday.		The dystopia shown in 'The Handmaid's Tale' capitalizes on people's irrational fears and won't become a reality.		Don't know / No opinion		Total N
Adults	17%	(383)	16%	(353)	67%	(1465)	2201
Income: Under 50k	17%	(218)	13%	(165)	71%	(936)	1319
Income: 50k-100k	18%	(109)	21%	(128)	61%	(372)	609
Income: 100k+	21%	(57)	22%	(60)	57%	(157)	274
Ethnicity: White	18%	(304)	16%	(269)	67%	(1149)	1722
Ethnicity: Hispanic	25%	(88)	13%	(46)	62%	(215)	350
Ethnicity: Afr. Am.	18%	(49)	15%	(42)	67%	(184)	274
Ethnicity: Other	14%	(29)	21%	(43)	65%	(132)	204
All Christian	13%	(128)	18%	(173)	69%	(666)	967
All Non-Christian	23%	(19)	25%	(20)	52%	(42)	81
Atheist	47%	(42)	13%	(11)	40%	(36)	89
Agnostic/Nothing in particular	18%	(195)	14%	(149)	68%	(720)	1064
Religious Non-Protestant/Catholic	19%	(20)	22%	(23)	59%	(61)	105
Evangelical	12%	(71)	17%	(98)	71%	(408)	577
Non-Evangelical	15%	(125)	17%	(136)	68%	(548)	808
Community: Urban	22%	(125)	15%	(86)	63%	(367)	578
Community: Suburban	19%	(186)	18%	(181)	63%	(619)	986
Community: Rural	11%	(72)	14%	(86)	75%	(479)	637
Employ: Private Sector	23%	(145)	21%	(137)	56%	(358)	639
Employ: Government	19%	(27)	20%	(28)	61%	(88)	144
Employ: Self-Employed	22%	(37)	20%	(34)	58%	(97)	168
Employ: Homemaker	14%	(25)	14%	(25)	73%	(135)	185
Employ: Student	33%	(32)	11%	(11)	55%	(54)	98
Employ: Retired	10%	(50)	16%	(78)	74%	(366)	494
Employ: Unemployed	15%	(40)	7%	(19)	77%	(202)	261
Employ: Other	13%	(27)	10%	(20)	78%	(164)	211
Military HH: Yes	15%	(53)	21%	(72)	64%	(217)	341
Military HH: No	18%	(330)	15%	(281)	67%	(1248)	1860

Continued on next page

Table HR5: Which of the following statements do you agree more with, even if neither is exactly right?

Demographic	The dystopia shown in 'The Handmaid's Tale' is grounded in truth and could become reality someday.		The dystopia shown in 'The Handmaid's Tale' capitalizes on people's irrational fears and won't become a reality.		Don't know / No opinion		Total N
Adults	17%	(383)	16%	(353)	67%	(1465)	2201
RD/WT: Right Direction	13%	(110)	18%	(152)	69%	(571)	832
RD/WT: Wrong Track	20%	(273)	15%	(202)	65%	(894)	1369
Trump Job Approve	11%	(101)	19%	(169)	70%	(619)	890
Trump Job Disapprove	23%	(271)	15%	(180)	62%	(721)	1172
Trump Job Strongly Approve	9%	(46)	20%	(94)	71%	(342)	482
Trump Job Somewhat Approve	14%	(55)	18%	(75)	68%	(277)	408
Trump Job Somewhat Disapprove	18%	(48)	18%	(47)	64%	(167)	262
Trump Job Strongly Disapprove	25%	(223)	15%	(133)	61%	(554)	910
Favorable of Trump	11%	(97)	18%	(161)	70%	(613)	870
Unfavorable of Trump	23%	(272)	15%	(177)	62%	(731)	1181
Very Favorable of Trump	8%	(42)	20%	(100)	72%	(359)	502
Somewhat Favorable of Trump	15%	(55)	17%	(61)	69%	(253)	369
Somewhat Unfavorable of Trump	13%	(24)	19%	(36)	68%	(130)	190
Very Unfavorable of Trump	25%	(247)	14%	(142)	61%	(602)	991
#1 Issue: Economy	17%	(90)	20%	(104)	63%	(336)	530
#1 Issue: Security	11%	(47)	19%	(80)	71%	(303)	429
#1 Issue: Health Care	22%	(81)	16%	(58)	62%	(229)	367
#1 Issue: Medicare / Social Security	9%	(32)	14%	(50)	76%	(261)	343
#1 Issue: Women's Issues	30%	(54)	11%	(19)	59%	(105)	178
#1 Issue: Education	21%	(27)	9%	(12)	70%	(91)	130
#1 Issue: Energy	31%	(35)	20%	(22)	49%	(55)	112
#1 Issue: Other	16%	(18)	7%	(8)	77%	(86)	112
2018 House Vote: Democrat	28%	(221)	16%	(131)	56%	(446)	798
2018 House Vote: Republican	10%	(66)	23%	(151)	68%	(453)	669
2018 House Vote: Someone else	10%	(12)	11%	(13)	79%	(93)	118
2018 House Vote: Didnt Vote	14%	(83)	9%	(57)	77%	(472)	612

Continued on next page

Table HR5: Which of the following statements do you agree more with, even if neither is exactly right?

Demographic	The dystopia shown in 'The Handmaid's Tale' is grounded in truth and could become reality someday.		The dystopia shown in 'The Handmaid's Tale' capitalizes on people's irrational fears and won't become a reality.		Don't know / No opinion	Total N	
Adults	17%	(383)	16%	(353)	67%	(1465)	2201
2016 Vote: Hillary Clinton	27%	(185)	17%	(117)	57%	(394)	696
2016 Vote: Donald Trump	10%	(67)	21%	(146)	69%	(472)	685
2016 Vote: Someone else	18%	(29)	16%	(27)	66%	(110)	166
2016 Vote: Didn't Vote	16%	(102)	9%	(61)	75%	(481)	644
Voted in 2014: Yes	18%	(242)	19%	(257)	63%	(858)	1356
Voted in 2014: No	17%	(141)	11%	(96)	72%	(607)	845
2012 Vote: Barack Obama	22%	(181)	17%	(136)	61%	(499)	816
2012 Vote: Mitt Romney	11%	(53)	23%	(115)	67%	(335)	503
2012 Vote: Other	11%	(12)	12%	(13)	76%	(81)	105
2012 Vote: Didn't Vote	18%	(137)	12%	(89)	71%	(546)	772
4-Region: Northeast	22%	(85)	11%	(42)	68%	(266)	394
4-Region: Midwest	14%	(66)	16%	(75)	70%	(321)	462
4-Region: South	17%	(137)	18%	(147)	66%	(541)	825
4-Region: West	18%	(95)	17%	(89)	65%	(336)	520
Watch TV: Every day	19%	(210)	18%	(204)	63%	(717)	1131
Watch TV: Several times per week	20%	(92)	18%	(83)	61%	(277)	452
Watch TV: About once per week	16%	(27)	15%	(24)	69%	(114)	166
Watch TV: Several times per month	17%	(19)	11%	(12)	72%	(77)	108
Watch TV: About once per month	14%	(8)	11%	(6)	75%	(41)	55
Watch TV: Less often than once per month	13%	(13)	11%	(10)	76%	(74)	97
Watch TV: Never	7%	(14)	7%	(14)	85%	(164)	191
Watch Movies: Every day	19%	(77)	18%	(72)	63%	(256)	404
Watch Movies: Several times per week	24%	(145)	18%	(110)	57%	(341)	596
Watch Movies: About once per week	18%	(66)	18%	(68)	64%	(238)	372
Watch Movies: Several times per month	17%	(45)	13%	(35)	69%	(180)	260
Watch Movies: About once per month	12%	(19)	17%	(28)	71%	(114)	160
Watch Movies: Less often than once per month	10%	(21)	13%	(28)	78%	(172)	222
Watch Movies: Never	5%	(10)	7%	(13)	88%	(164)	187

Continued on next page

Table HR5: Which of the following statements do you agree more with, even if neither is exactly right?

Demographic	The dystopia shown in 'The Handmaid's Tale' is grounded in truth and could become reality someday.		The dystopia shown in 'The Handmaid's Tale' capitalizes on people's irrational fears and won't become a reality.		Don't know / No opinion	Total N	
Adults	17%	(383)	16%	(353)	67%	(1465)	2201
Watch Sporting Events: Every day	13%	(21)	25%	(41)	62%	(102)	165
Watch Sporting Events: Several times per week	21%	(71)	21%	(71)	59%	(201)	342
Watch Sporting Events: About once per week	21%	(54)	20%	(53)	59%	(151)	257
Watch Sporting Events: Several times per month	20%	(37)	14%	(26)	67%	(125)	188
Watch Sporting Events: About once per month	17%	(24)	15%	(20)	68%	(94)	138
Watch Sporting Events: Less often than once per month	16%	(55)	15%	(50)	69%	(233)	339
Watch Sporting Events: Never	16%	(121)	12%	(93)	72%	(558)	772
Cable TV: Currently subscribe	17%	(173)	16%	(166)	67%	(679)	1018
Cable TV: Subscribed in past	21%	(161)	17%	(131)	62%	(468)	760
Cable TV: Never subscribed	12%	(49)	13%	(56)	75%	(318)	423
Satellite TV: Currently subscribe	18%	(83)	19%	(91)	63%	(295)	470
Satellite TV: Subscribed in past	21%	(123)	15%	(88)	64%	(369)	580
Satellite TV: Never subscribed	15%	(177)	15%	(173)	70%	(801)	1152
Streaming Services: Currently subscribe	23%	(294)	20%	(252)	58%	(747)	1292
Streaming Services: Subscribed in past	16%	(35)	13%	(29)	71%	(154)	218
Streaming Services: Never subscribed	8%	(55)	10%	(72)	82%	(565)	691
Film: An avid fan	26%	(204)	19%	(147)	55%	(435)	787
Film: A casual fan	14%	(160)	17%	(189)	69%	(793)	1142
Film: Not a fan	7%	(19)	6%	(16)	87%	(237)	272
Television: An avid fan	21%	(215)	18%	(189)	61%	(635)	1039
Television: A casual fan	15%	(154)	15%	(149)	70%	(692)	995
Television: Not a fan	8%	(14)	9%	(14)	83%	(138)	167
Music: An avid fan	23%	(250)	16%	(178)	61%	(681)	1109
Music: A casual fan	13%	(126)	17%	(166)	70%	(684)	975
Music: Not a fan	7%	(8)	8%	(10)	85%	(100)	117
Fashion: An avid fan	28%	(85)	18%	(55)	53%	(160)	300
Fashion: A casual fan	18%	(165)	16%	(148)	67%	(624)	937
Fashion: Not a fan	14%	(133)	16%	(151)	71%	(681)	964

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

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

Demographic	Watch TV: Every day	Watch TV:	Watch TV:	Watch TV:	Watch TV:	Watch TV:	Watch TV: Never	Total
		Several times per week	About once per week	Several times per month	About once per month	Less often than once per month		
Adults	51% (1131)	21% (452)	8% (166)	5% (108)	2% (55)	4% (97)	9% (191)	22%
Gender: Male	50% (529)	22% (236)	7% (77)	5% (57)	3% (27)	4% (43)	9% (93)	100%
Gender: Female	53% (603)	19% (217)	8% (89)	4% (51)	2% (27)	5% (54)	9% (98)	113%
Age: 18-29	51% (236)	22% (102)	8% (39)	4% (18)	3% (14)	3% (16)	7% (34)	45%
Age: 30-44	48% (265)	22% (120)	10% (58)	7% (39)	1% (5)	4% (24)	8% (45)	55%
Age: 45-54	50% (184)	19% (70)	6% (23)	7% (26)	3% (13)	5% (17)	9% (32)	36%
Age: 55-64	52% (202)	21% (79)	6% (23)	4% (14)	2% (9)	5% (20)	10% (39)	38%
Age: 65+	56% (245)	19% (81)	5% (23)	3% (12)	3% (14)	5% (20)	9% (41)	43%
Generation Z: 18-22	51% (95)	20% (37)	11% (21)	3% (5)	3% (6)	4% (8)	8% (15)	18%
Millennial: Age 23-38	51% (314)	20% (123)	10% (62)	6% (39)	2% (10)	4% (25)	7% (46)	61%
Generation X: Age 39-54	48% (276)	23% (132)	6% (36)	7% (38)	3% (15)	4% (24)	9% (51)	55%
Boomers: Age 55-73	55% (404)	19% (137)	6% (42)	3% (23)	3% (19)	5% (37)	9% (68)	72%
PID: Dem (no lean)	54% (443)	19% (159)	8% (62)	5% (40)	3% (27)	4% (30)	7% (57)	81%
PID: Ind (no lean)	47% (349)	21% (154)	9% (65)	6% (41)	2% (17)	5% (40)	10% (78)	74%
PID: Rep (no lean)	53% (340)	22% (140)	6% (38)	4% (26)	2% (10)	4% (27)	9% (57)	63%
PID/Gender: Dem Men	53% (213)	19% (76)	7% (29)	6% (26)	4% (17)	4% (15)	7% (29)	40%
PID/Gender: Dem Women	55% (230)	20% (83)	8% (33)	4% (15)	3% (10)	4% (15)	7% (28)	41%
PID/Gender: Ind Men	45% (163)	24% (88)	8% (30)	6% (21)	2% (7)	5% (17)	9% (34)	35%
PID/Gender: Ind Women	48% (186)	17% (66)	9% (35)	5% (20)	3% (10)	6% (23)	11% (44)	38%
PID/Gender: Rep Men	51% (153)	24% (72)	6% (18)	4% (10)	1% (4)	4% (12)	10% (30)	29%
PID/Gender: Rep Women	55% (187)	20% (68)	6% (21)	5% (16)	2% (7)	5% (15)	8% (27)	34%
Ideo: Liberal (1-3)	53% (354)	22% (145)	7% (48)	5% (33)	3% (18)	5% (33)	6% (41)	61%
Ideo: Moderate (4)	52% (266)	20% (103)	6% (33)	6% (31)	3% (16)	4% (19)	9% (45)	51%
Ideo: Conservative (5-7)	53% (379)	23% (164)	8% (56)	4% (25)	1% (9)	3% (25)	9% (62)	72%

Continued on next page

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

TV shows

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total
Adults	51% (1131)	21% (452)	8% (166)	5% (108)	2% (55)	4% (97)	9% (191)	22
Educ: < College	50% (756)	20% (303)	7% (109)	5% (78)	3% (41)	5% (70)	10% (157)	15
Educ: Bachelors degree	55% (245)	21% (95)	9% (41)	4% (18)	2% (11)	4% (16)	4% (18)	44
Educ: Post-grad	53% (130)	22% (54)	7% (16)	5% (12)	1% (3)	5% (12)	7% (16)	24
Income: Under 50k	51% (671)	18% (238)	8% (109)	5% (70)	3% (36)	5% (68)	10% (128)	13
Income: 50k-100k	53% (321)	24% (145)	6% (38)	3% (21)	3% (16)	4% (25)	7% (43)	60
Income: 100k+	51% (139)	25% (69)	7% (19)	6% (17)	1% (4)	2% (5)	8% (21)	27
Ethnicity: White	53% (904)	21% (355)	7% (116)	5% (81)	2% (40)	4% (77)	9% (149)	172
Ethnicity: Hispanic	47% (166)	20% (71)	9% (32)	8% (28)	3% (10)	4% (13)	9% (30)	35
Ethnicity: Afr. Am.	52% (144)	18% (50)	11% (29)	4% (11)	2% (7)	4% (10)	9% (24)	27
Ethnicity: Other	41% (83)	23% (47)	10% (20)	8% (16)	4% (8)	5% (11)	9% (19)	20
All Christian	55% (533)	22% (209)	6% (62)	3% (31)	2% (23)	4% (42)	7% (66)	96
All Non-Christian	59% (48)	16% (13)	9% (7)	4% (3)	1% (0)	3% (2)	9% (7)	8
Atheist	45% (40)	29% (25)	3% (3)	8% (7)	2% (2)	5% (5)	8% (7)	8
Agnostic/Nothing in particular	48% (511)	19% (205)	9% (94)	6% (67)	3% (29)	4% (48)	10% (111)	106
Religious Non-Protestant/Catholic	56% (59)	14% (15)	9% (9)	4% (4)	2% (3)	4% (4)	10% (11)	10
Evangelical	53% (306)	21% (121)	7% (38)	3% (17)	3% (15)	5% (32)	8% (47)	57
Non-Evangelical	56% (451)	20% (162)	7% (59)	4% (33)	2% (15)	4% (30)	7% (59)	80
Community: Urban	49% (281)	21% (122)	9% (53)	7% (40)	4% (21)	4% (22)	7% (38)	57
Community: Suburban	55% (537)	21% (207)	7% (68)	4% (35)	2% (21)	4% (40)	8% (77)	98
Community: Rural	49% (312)	19% (123)	7% (45)	5% (33)	2% (13)	5% (35)	12% (77)	63
Employ: Private Sector	54% (348)	22% (141)	9% (59)	4% (26)	1% (6)	3% (17)	7% (42)	63
Employ: Government	38% (55)	27% (39)	13% (18)	5% (7)	2% (3)	5% (7)	11% (16)	14
Employ: Self-Employed	43% (73)	25% (41)	10% (17)	4% (7)	6% (9)	4% (8)	8% (13)	16
Employ: Homemaker	55% (102)	20% (37)	7% (14)	5% (10)	1% (2)	4% (8)	7% (12)	18
Employ: Student	44% (43)	28% (27)	3% (3)	7% (7)	6% (6)	7% (7)	4% (4)	9
Employ: Retired	56% (276)	16% (78)	5% (24)	4% (21)	3% (14)	5% (27)	11% (55)	49
Employ: Unemployed	51% (133)	20% (53)	5% (13)	7% (17)	3% (7)	4% (10)	11% (28)	28
Employ: Other	48% (102)	17% (35)	8% (17)	6% (13)	4% (8)	7% (14)	10% (21)	28

Continued on next page

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

TV shows

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total
Adults	51% (1131)	21% (452)	8% (166)	5% (108)	2% (55)	4% (97)	9% (191)	22
Military HH: Yes	54% (185)	21% (71)	5% (18)	4% (13)	2% (6)	5% (16)	9% (32)	3
Military HH: No	51% (946)	21% (381)	8% (147)	5% (96)	3% (48)	4% (82)	9% (159)	186
RD/WT: Right Direction	53% (438)	21% (173)	7% (54)	4% (34)	2% (13)	5% (38)	10% (81)	83
RD/WT: Wrong Track	51% (693)	20% (279)	8% (111)	5% (74)	3% (42)	4% (59)	8% (110)	136
Trump Job Approve	53% (471)	21% (187)	7% (60)	4% (33)	2% (14)	5% (40)	9% (84)	89
Trump Job Disapprove	52% (607)	21% (249)	8% (90)	5% (59)	3% (33)	4% (49)	7% (85)	117
Trump Job Strongly Approve	53% (254)	23% (109)	6% (31)	3% (17)	1% (3)	5% (23)	9% (45)	48
Trump Job Somewhat Approve	53% (217)	19% (78)	7% (29)	4% (17)	3% (11)	4% (17)	10% (39)	40
Trump Job Somewhat Disapprove	45% (118)	25% (65)	8% (22)	6% (16)	5% (14)	5% (12)	6% (15)	26
Trump Job Strongly Disapprove	54% (489)	20% (184)	7% (68)	5% (43)	2% (19)	4% (37)	8% (70)	91
Favorable of Trump	53% (463)	21% (182)	7% (58)	3% (27)	2% (16)	5% (41)	10% (84)	87
Unfavorable of Trump	52% (609)	21% (250)	7% (85)	5% (63)	3% (34)	4% (51)	8% (89)	111
Very Favorable of Trump	52% (263)	23% (116)	6% (30)	3% (17)	1% (3)	5% (24)	10% (50)	50
Somewhat Favorable of Trump	54% (200)	18% (66)	8% (28)	3% (11)	3% (12)	5% (18)	9% (34)	36
Somewhat Unfavorable of Trump	44% (83)	24% (45)	6% (11)	8% (16)	5% (9)	5% (9)	9% (16)	19
Very Unfavorable of Trump	53% (526)	21% (205)	7% (73)	5% (47)	3% (25)	4% (42)	7% (73)	91
#1 Issue: Economy	49% (260)	25% (133)	8% (41)	5% (27)	3% (18)	3% (17)	6% (33)	53
#1 Issue: Security	54% (231)	21% (90)	7% (29)	3% (14)	1% (4)	5% (22)	9% (38)	42
#1 Issue: Health Care	55% (201)	19% (71)	5% (20)	4% (15)	3% (10)	5% (17)	9% (33)	36
#1 Issue: Medicare / Social Security	56% (192)	16% (56)	5% (16)	4% (12)	3% (9)	4% (15)	12% (42)	34
#1 Issue: Women's Issues	54% (97)	17% (30)	11% (20)	7% (12)	1% (2)	4% (6)	6% (11)	17
#1 Issue: Education	45% (58)	21% (27)	10% (13)	12% (15)	— (1)	5% (7)	7% (8)	13
#1 Issue: Energy	42% (47)	24% (27)	10% (11)	8% (9)	4% (5)	7% (8)	6% (6)	11
#1 Issue: Other	42% (47)	16% (18)	15% (16)	3% (3)	4% (5)	5% (5)	16% (18)	11
2018 House Vote: Democrat	55% (437)	21% (164)	7% (53)	5% (38)	3% (21)	4% (35)	6% (51)	79
2018 House Vote: Republican	53% (355)	23% (151)	7% (45)	3% (21)	1% (9)	5% (34)	8% (54)	66
2018 House Vote: Someone else	45% (53)	17% (20)	14% (16)	1% (1)	1% (1)	8% (9)	14% (16)	11
2018 House Vote: Didnt Vote	47% (286)	19% (116)	8% (51)	8% (47)	4% (23)	3% (19)	11% (70)	61

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

TV shows

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total
Adults	51% (1131)	21% (452)	8% (166)	5% (108)	2% (55)	4% (97)	9% (191)	22
2016 Vote: Hillary Clinton	56% (387)	20% (142)	7% (46)	5% (35)	3% (19)	4% (25)	6% (43)	69
2016 Vote: Donald Trump	52% (359)	23% (160)	7% (47)	3% (19)	1% (8)	5% (37)	8% (55)	68
2016 Vote: Someone else	52% (86)	20% (33)	7% (11)	3% (6)	3% (5)	5% (8)	11% (18)	16
2016 Vote: Didnt Vote	46% (294)	18% (118)	9% (57)	8% (50)	4% (23)	4% (27)	12% (74)	64
Voted in 2014: Yes	54% (727)	21% (286)	7% (89)	4% (54)	3% (34)	5% (61)	8% (105)	135
Voted in 2014: No	48% (404)	20% (166)	9% (77)	6% (54)	2% (21)	4% (36)	10% (87)	84
2012 Vote: Barack Obama	54% (443)	20% (165)	7% (55)	5% (42)	3% (26)	4% (30)	7% (54)	81
2012 Vote: Mitt Romney	54% (270)	23% (114)	6% (32)	3% (14)	1% (7)	5% (24)	8% (43)	50
2012 Vote: Other	49% (51)	20% (21)	7% (8)	4% (4)	2% (2)	5% (6)	13% (13)	10
2012 Vote: Didn't Vote	47% (366)	20% (152)	9% (70)	6% (47)	3% (20)	5% (38)	10% (79)	77
4-Region: Northeast	54% (211)	20% (78)	8% (31)	5% (20)	2% (9)	3% (12)	8% (32)	39
4-Region: Midwest	52% (243)	20% (92)	7% (31)	6% (27)	2% (10)	4% (20)	9% (40)	40
4-Region: South	50% (414)	23% (192)	7% (62)	4% (34)	2% (19)	5% (37)	8% (67)	82
4-Region: West	51% (263)	17% (91)	8% (42)	5% (27)	3% (16)	5% (28)	10% (53)	52
Watch TV: Every day	100% (1131)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	11
Watch TV: Several times per week	— (0)	100% (452)	— (0)	— (0)	— (0)	— (0)	— (0)	45
Watch TV: About once per week	— (0)	— (0)	100% (166)	— (0)	— (0)	— (0)	— (0)	16
Watch TV: Several times per month	— (0)	— (0)	— (0)	100% (108)	— (0)	— (0)	— (0)	10
Watch TV: About once per month	— (0)	— (0)	— (0)	— (0)	100% (55)	— (0)	— (0)	5
Watch TV: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (97)	— (0)	9
Watch TV: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (191)	19
Watch Movies: Every day	77% (313)	13% (51)	2% (10)	2% (7)	2% (8)	2% (6)	2% (10)	40
Watch Movies: Several times per week	56% (334)	32% (188)	6% (37)	2% (11)	1% (8)	2% (14)	1% (4)	59
Watch Movies: About once per week	54% (200)	22% (83)	16% (59)	4% (14)	1% (4)	1% (2)	3% (10)	37
Watch Movies: Several times per month	37% (98)	21% (55)	9% (22)	20% (52)	5% (13)	5% (12)	3% (9)	26
Watch Movies: About once per month	47% (76)	18% (28)	8% (12)	8% (12)	7% (11)	8% (13)	4% (7)	16
Watch Movies: Less often than once per month	38% (85)	16% (35)	9% (21)	4% (9)	4% (8)	18% (40)	11% (23)	22
Watch Movies: Never	14% (27)	6% (11)	2% (4)	2% (4)	1% (3)	5% (10)	69% (129)	18

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

TV shows

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total
Adults	51% (1131)	21% (452)	8% (166)	5% (108)	2% (55)	4% (97)	9% (191)	22%
Watch Sporting Events: Every day	82% (134)	11% (18)	3% (4)	1% (2)	1% (2)	— (1)	2% (4)	16%
Watch Sporting Events: Several times per week	64% (219)	26% (90)	5% (17)	1% (5)	1% (4)	— (1)	2% (6)	34%
Watch Sporting Events: About once per week	59% (153)	22% (56)	12% (30)	3% (9)	2% (6)	1% (1)	1% (2)	25%
Watch Sporting Events: Several times per month	47% (87)	25% (47)	6% (12)	13% (25)	1% (3)	5% (9)	3% (6)	18%
Watch Sporting Events: About once per month	53% (73)	24% (33)	10% (14)	4% (5)	2% (3)	2% (3)	5% (7)	13%
Watch Sporting Events: Less often than once per month	52% (178)	20% (69)	7% (23)	5% (16)	4% (12)	10% (33)	2% (8)	33%
Watch Sporting Events: Never	37% (287)	18% (139)	8% (64)	6% (47)	3% (25)	6% (50)	21% (160)	77%
Cable TV: Currently subscribe	56% (569)	20% (201)	6% (66)	5% (49)	2% (25)	4% (37)	7% (71)	10%
Cable TV: Subscribed in past	49% (372)	23% (174)	9% (67)	6% (44)	2% (14)	4% (33)	7% (56)	76%
Cable TV: Never subscribed	45% (191)	18% (77)	8% (33)	4% (15)	4% (16)	7% (28)	15% (64)	42%
Satellite TV: Currently subscribe	57% (266)	20% (94)	7% (33)	4% (16)	2% (9)	5% (23)	6% (28)	47%
Satellite TV: Subscribed in past	49% (283)	26% (153)	8% (46)	5% (28)	2% (12)	5% (29)	5% (28)	58%
Satellite TV: Never subscribed	51% (582)	18% (205)	7% (86)	6% (64)	3% (34)	4% (45)	12% (135)	11%
Streaming Services: Currently subscribe	55% (715)	25% (320)	8% (98)	4% (53)	2% (32)	3% (44)	2% (31)	12%
Streaming Services: Subscribed in past	40% (87)	14% (31)	14% (31)	11% (24)	2% (4)	7% (16)	11% (24)	2%
Streaming Services: Never subscribed	48% (329)	15% (102)	5% (37)	5% (32)	3% (19)	5% (37)	20% (136)	6%
Film: An avid fan	60% (474)	20% (157)	6% (49)	5% (37)	2% (16)	3% (20)	4% (32)	7%
Film: A casual fan	47% (535)	23% (261)	9% (103)	5% (58)	3% (30)	6% (63)	8% (91)	11%
Film: Not a fan	45% (122)	13% (34)	5% (13)	5% (12)	3% (9)	5% (14)	25% (68)	27%
Television: An avid fan	68% (707)	17% (172)	5% (47)	3% (31)	1% (12)	2% (24)	5% (48)	10%
Television: A casual fan	40% (398)	26% (260)	10% (100)	6% (62)	3% (32)	6% (55)	9% (88)	9%
Television: Not a fan	16% (27)	12% (21)	11% (19)	9% (15)	7% (11)	11% (19)	33% (56)	16%
Music: An avid fan	55% (606)	19% (215)	8% (86)	5% (56)	3% (29)	4% (42)	7% (74)	11%
Music: A casual fan	49% (474)	22% (219)	8% (74)	5% (45)	2% (22)	5% (51)	9% (91)	9%
Music: Not a fan	44% (51)	16% (19)	4% (5)	6% (7)	3% (4)	4% (5)	22% (26)	1%
Fashion: An avid fan	64% (191)	17% (52)	6% (17)	4% (12)	2% (6)	2% (7)	5% (15)	3%
Fashion: A casual fan	51% (481)	22% (202)	9% (84)	5% (49)	2% (22)	5% (43)	6% (56)	9%
Fashion: Not a fan	48% (459)	21% (198)	7% (65)	5% (48)	3% (27)	5% (48)	12% (120)	9%

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

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

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	18% (404)	27% (596)	17% (372)	12% (260)	7% (160)	10% (222)	8% (187)	22
Gender: Male	20% (214)	30% (317)	17% (182)	11% (117)	6% (60)	8% (81)	9% (91)	106
Gender: Female	17% (191)	24% (279)	17% (190)	13% (144)	9% (100)	12% (141)	8% (95)	113
Age: 18-29	24% (108)	31% (140)	16% (75)	13% (60)	6% (26)	6% (25)	5% (25)	45
Age: 30-44	22% (124)	29% (160)	18% (101)	9% (52)	8% (44)	8% (43)	6% (32)	55
Age: 45-54	16% (59)	28% (103)	17% (60)	11% (40)	7% (26)	12% (43)	9% (33)	36
Age: 55-64	17% (64)	22% (86)	18% (70)	15% (59)	8% (31)	11% (44)	9% (34)	38
Age: 65+	11% (50)	24% (106)	15% (66)	12% (50)	8% (34)	15% (66)	15% (64)	43
Generation Z: 18-22	22% (41)	27% (50)	20% (38)	18% (34)	5% (9)	4% (7)	4% (7)	18
Millennial: Age 23-38	23% (140)	32% (200)	16% (99)	10% (62)	7% (41)	6% (37)	6% (40)	61
Generation X: Age 39-54	19% (108)	27% (154)	17% (98)	10% (56)	8% (45)	12% (67)	8% (43)	55
Boomers: Age 55-73	14% (105)	23% (167)	18% (131)	13% (97)	8% (59)	13% (94)	11% (77)	72
PID: Dem (no lean)	21% (172)	27% (219)	18% (149)	11% (91)	7% (55)	9% (74)	7% (57)	81
PID: Ind (no lean)	18% (136)	27% (198)	14% (107)	13% (95)	7% (55)	10% (74)	11% (79)	74
PID: Rep (no lean)	15% (96)	28% (179)	18% (116)	12% (74)	8% (50)	11% (73)	8% (50)	63
PID/Gender: Dem Men	24% (98)	29% (119)	16% (67)	10% (41)	6% (24)	8% (31)	6% (24)	40
PID/Gender: Dem Women	18% (73)	24% (100)	20% (83)	12% (50)	7% (31)	10% (43)	8% (33)	41
PID/Gender: Ind Men	18% (66)	28% (102)	16% (58)	13% (46)	5% (19)	8% (27)	11% (41)	35
PID/Gender: Ind Women	18% (71)	25% (96)	13% (49)	13% (49)	9% (36)	12% (47)	10% (38)	38
PID/Gender: Rep Men	17% (50)	32% (97)	19% (57)	10% (30)	5% (16)	8% (23)	9% (26)	29
PID/Gender: Rep Women	14% (47)	24% (82)	17% (59)	13% (44)	10% (33)	15% (51)	7% (24)	34
Ideo: Liberal (1-3)	20% (132)	28% (188)	18% (122)	13% (89)	7% (45)	10% (64)	5% (31)	61
Ideo: Moderate (4)	18% (93)	27% (140)	15% (78)	11% (58)	6% (32)	11% (56)	11% (57)	51
Ideo: Conservative (5-7)	14% (98)	28% (203)	20% (147)	12% (86)	8% (55)	9% (68)	9% (62)	72

Continued on next page

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

Movies

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	18% (404)	27% (596)	17% (372)	12% (260)	7% (160)	10% (222)	8% (187)	22
Educ: < College	20% (309)	27% (403)	15% (230)	10% (158)	7% (103)	10% (155)	10% (154)	15
Educ: Bachelors degree	15% (67)	29% (130)	20% (89)	14% (63)	8% (36)	8% (35)	5% (24)	44
Educ: Post-grad	12% (29)	25% (62)	22% (53)	16% (39)	9% (22)	13% (32)	3% (8)	24
Income: Under 50k	21% (271)	26% (348)	15% (192)	11% (150)	7% (93)	10% (135)	10% (130)	13
Income: 50k-100k	15% (94)	28% (169)	20% (124)	12% (72)	9% (53)	9% (53)	7% (43)	60
Income: 100k+	14% (39)	29% (79)	20% (56)	14% (38)	5% (15)	12% (34)	5% (14)	27
Ethnicity: White	16% (280)	27% (472)	18% (305)	12% (205)	8% (132)	10% (175)	9% (154)	172
Ethnicity: Hispanic	20% (69)	34% (119)	14% (50)	15% (53)	6% (20)	7% (26)	4% (12)	35
Ethnicity: Afr. Am.	35% (95)	24% (65)	10% (28)	11% (29)	4% (11)	8% (23)	8% (23)	27
Ethnicity: Other	14% (29)	29% (59)	19% (39)	13% (26)	9% (18)	11% (23)	5% (10)	20
All Christian	15% (148)	27% (259)	17% (164)	13% (124)	9% (84)	12% (116)	7% (72)	90
All Non-Christian	13% (10)	28% (22)	24% (20)	8% (7)	3% (2)	15% (13)	9% (7)	5
Atheist	8% (7)	32% (29)	24% (21)	13% (11)	6% (6)	11% (10)	6% (5)	8
Agnostic/Nothing in particular	22% (239)	27% (286)	16% (166)	11% (119)	6% (69)	8% (83)	10% (102)	100
Religious Non-Protestant/Catholic	15% (16)	24% (25)	27% (28)	9% (10)	6% (6)	12% (13)	8% (8)	10
Evangelical	21% (120)	28% (160)	14% (80)	12% (66)	8% (48)	9% (50)	9% (53)	57
Non-Evangelical	15% (123)	28% (224)	19% (150)	12% (98)	7% (59)	12% (94)	7% (60)	80
Community: Urban	23% (134)	27% (154)	16% (93)	11% (66)	8% (45)	8% (49)	6% (37)	57
Community: Suburban	15% (151)	29% (290)	19% (185)	11% (110)	7% (70)	10% (98)	8% (81)	98
Community: Rural	19% (119)	24% (151)	15% (94)	13% (85)	7% (46)	12% (74)	11% (68)	63

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

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	18% (404)	27% (596)	17% (372)	12% (260)	7% (160)	10% (222)	8% (187)	22
Employ: Private Sector	17% (111)	33% (210)	20% (126)	10% (63)	6% (41)	9% (56)	5% (33)	63
Employ: Government	17% (25)	25% (36)	16% (23)	20% (28)	8% (11)	8% (11)	7% (10)	14
Employ: Self-Employed	22% (37)	22% (37)	19% (33)	13% (22)	7% (12)	9% (15)	8% (14)	16
Employ: Homemaker	16% (30)	29% (53)	17% (31)	11% (21)	9% (16)	12% (22)	6% (12)	18
Employ: Student	23% (23)	23% (22)	21% (21)	17% (16)	9% (8)	7% (7)	— (0)	9
Employ: Retired	13% (66)	25% (123)	14% (71)	11% (56)	8% (40)	14% (68)	14% (70)	49
Employ: Unemployed	23% (59)	23% (60)	15% (39)	11% (29)	8% (20)	10% (27)	11% (27)	21
Employ: Other	25% (53)	26% (54)	14% (30)	11% (24)	6% (12)	8% (17)	10% (21)	21
Military HH: Yes	15% (51)	31% (106)	16% (53)	12% (42)	6% (21)	11% (37)	9% (31)	31
Military HH: No	19% (353)	26% (490)	17% (319)	12% (218)	7% (139)	10% (184)	8% (156)	186
RD/WT: Right Direction	19% (156)	27% (228)	16% (134)	11% (91)	8% (66)	10% (84)	9% (73)	83
RD/WT: Wrong Track	18% (248)	27% (367)	17% (238)	12% (170)	7% (95)	10% (137)	8% (114)	136
Trump Job Approve	18% (157)	28% (246)	17% (152)	11% (98)	7% (62)	11% (98)	9% (76)	89
Trump Job Disapprove	19% (219)	28% (333)	17% (204)	12% (136)	7% (83)	9% (111)	7% (85)	117
Trump Job Strongly Approve	20% (96)	27% (129)	16% (75)	11% (52)	6% (31)	12% (57)	9% (42)	48
Trump Job Somewhat Approve	15% (61)	29% (117)	19% (76)	11% (46)	8% (31)	10% (41)	9% (35)	40
Trump Job Somewhat Disapprove	18% (48)	28% (73)	16% (41)	12% (33)	7% (19)	10% (27)	8% (21)	26
Trump Job Strongly Disapprove	19% (171)	29% (261)	18% (164)	11% (103)	7% (64)	9% (83)	7% (64)	99
Favorable of Trump	18% (156)	27% (237)	16% (142)	11% (93)	7% (64)	12% (105)	8% (74)	87
Unfavorable of Trump	19% (219)	28% (330)	18% (211)	12% (144)	7% (80)	9% (105)	8% (90)	111
Very Favorable of Trump	19% (96)	28% (139)	15% (74)	10% (53)	7% (33)	12% (60)	9% (47)	50
Somewhat Favorable of Trump	16% (60)	26% (97)	18% (68)	11% (40)	8% (31)	12% (45)	7% (27)	36
Somewhat Unfavorable of Trump	12% (23)	33% (62)	15% (29)	16% (30)	6% (11)	8% (15)	10% (20)	19
Very Unfavorable of Trump	20% (196)	27% (267)	18% (182)	12% (115)	7% (70)	9% (90)	7% (71)	91

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

Movies

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	18% (404)	27% (596)	17% (372)	12% (260)	7% (160)	10% (222)	8% (187)	22
#1 Issue: Economy	20% (106)	31% (164)	16% (86)	11% (60)	8% (44)	9% (46)	5% (25)	53
#1 Issue: Security	15% (63)	27% (117)	18% (75)	12% (51)	7% (31)	14% (61)	7% (30)	42
#1 Issue: Health Care	22% (80)	25% (94)	15% (53)	11% (42)	8% (28)	9% (34)	10% (36)	36
#1 Issue: Medicare / Social Security	13% (46)	24% (83)	17% (58)	11% (38)	6% (22)	12% (42)	16% (54)	34
#1 Issue: Women's Issues	18% (33)	26% (46)	20% (36)	19% (34)	4% (7)	8% (15)	4% (8)	17
#1 Issue: Education	25% (32)	33% (42)	15% (20)	9% (11)	6% (8)	4% (5)	8% (10)	13
#1 Issue: Energy	20% (23)	27% (30)	20% (22)	12% (14)	8% (9)	5% (6)	7% (8)	11
#1 Issue: Other	19% (22)	17% (19)	20% (22)	9% (11)	10% (12)	11% (13)	13% (15)	11
2018 House Vote: Democrat	19% (153)	29% (229)	17% (139)	12% (92)	7% (53)	9% (76)	7% (56)	79
2018 House Vote: Republican	14% (97)	29% (193)	17% (116)	12% (78)	9% (57)	11% (75)	8% (54)	66
2018 House Vote: Someone else	20% (24)	24% (29)	14% (16)	10% (12)	6% (7)	9% (11)	16% (19)	11
2018 House Vote: Didnt Vote	21% (131)	24% (145)	16% (100)	13% (78)	7% (43)	10% (58)	9% (57)	61
2016 Vote: Hillary Clinton	20% (139)	28% (192)	18% (127)	11% (77)	7% (49)	9% (65)	7% (47)	69
2016 Vote: Donald Trump	14% (97)	29% (195)	17% (114)	12% (82)	8% (54)	13% (89)	8% (53)	68
2016 Vote: Someone else	16% (26)	33% (55)	11% (18)	9% (15)	10% (16)	10% (16)	12% (19)	16
2016 Vote: Didnt Vote	22% (143)	23% (151)	17% (108)	13% (86)	6% (39)	8% (51)	10% (65)	64
Voted in 2014: Yes	17% (232)	28% (379)	17% (226)	11% (148)	8% (109)	11% (150)	8% (113)	135
Voted in 2014: No	20% (173)	26% (217)	17% (146)	13% (112)	6% (52)	8% (72)	9% (74)	84
2012 Vote: Barack Obama	18% (148)	29% (234)	17% (142)	10% (85)	7% (57)	11% (87)	8% (64)	81
2012 Vote: Mitt Romney	12% (61)	31% (157)	16% (79)	12% (62)	8% (40)	12% (61)	9% (43)	50
2012 Vote: Other	21% (22)	20% (21)	17% (18)	10% (10)	8% (8)	15% (16)	11% (11)	10
2012 Vote: Didn't Vote	22% (173)	24% (183)	17% (133)	13% (103)	7% (54)	7% (57)	9% (68)	77
4-Region: Northeast	16% (61)	29% (116)	19% (76)	10% (41)	8% (31)	9% (37)	8% (31)	39
4-Region: Midwest	17% (78)	22% (101)	19% (87)	13% (60)	8% (37)	12% (54)	10% (44)	44
4-Region: South	22% (180)	27% (222)	15% (121)	12% (97)	7% (56)	10% (80)	8% (68)	82
4-Region: West	16% (85)	30% (157)	17% (87)	12% (62)	7% (37)	10% (50)	8% (43)	52

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

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	18% (404)	27% (596)	17% (372)	12% (260)	7% (160)	10% (222)	8% (187)	22
Watch TV: Every day	28% (313)	30% (334)	18% (200)	9% (98)	7% (76)	8% (85)	2% (27)	11
Watch TV: Several times per week	11% (51)	42% (188)	18% (83)	12% (55)	6% (28)	8% (35)	2% (11)	45
Watch TV: About once per week	6% (10)	22% (37)	36% (59)	14% (22)	7% (12)	13% (21)	2% (4)	16
Watch TV: Several times per month	6% (7)	10% (11)	13% (14)	48% (52)	12% (12)	8% (9)	4% (4)	10
Watch TV: About once per month	14% (8)	14% (8)	8% (4)	24% (13)	21% (11)	15% (8)	5% (3)	5
Watch TV: Less often than once per month	7% (6)	14% (14)	2% (2)	13% (12)	14% (13)	41% (40)	10% (10)	9
Watch TV: Never	5% (10)	2% (4)	5% (10)	5% (9)	4% (7)	12% (23)	67% (129)	1
Watch Movies: Every day	100% (404)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	40
Watch Movies: Several times per week	— (0)	100% (596)	— (0)	— (0)	— (0)	— (0)	— (0)	59
Watch Movies: About once per week	— (0)	— (0)	100% (372)	— (0)	— (0)	— (0)	— (0)	37
Watch Movies: Several times per month	— (0)	— (0)	— (0)	100% (260)	— (0)	— (0)	— (0)	26
Watch Movies: About once per month	— (0)	— (0)	— (0)	— (0)	100% (160)	— (0)	— (0)	16
Watch Movies: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (222)	— (0)	22
Watch Movies: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (187)	18
Watch Sporting Events: Every day	46% (76)	25% (42)	14% (22)	6% (9)	5% (8)	3% (5)	1% (2)	16
Watch Sporting Events: Several times per week	17% (59)	43% (147)	17% (59)	8% (28)	5% (19)	7% (25)	1% (5)	34
Watch Sporting Events: About once per week	19% (48)	36% (91)	22% (55)	10% (25)	5% (12)	7% (19)	2% (6)	25
Watch Sporting Events: Several times per month	19% (36)	27% (51)	15% (29)	23% (43)	9% (16)	6% (11)	1% (2)	18
Watch Sporting Events: About once per month	23% (32)	20% (28)	21% (29)	14% (19)	8% (12)	10% (14)	3% (5)	13
Watch Sporting Events: Less often than once per month	17% (58)	23% (80)	20% (68)	12% (40)	8% (29)	16% (56)	3% (9)	33
Watch Sporting Events: Never	12% (95)	20% (157)	14% (110)	12% (95)	8% (65)	12% (92)	20% (158)	77
Cable TV: Currently subscribe	17% (176)	28% (285)	17% (178)	11% (112)	8% (82)	10% (98)	8% (86)	10
Cable TV: Subscribed in past	20% (156)	29% (220)	18% (133)	12% (88)	6% (44)	11% (81)	5% (38)	76
Cable TV: Never subscribed	17% (73)	21% (90)	14% (61)	14% (60)	8% (34)	10% (42)	15% (63)	42
Satellite TV: Currently subscribe	17% (82)	29% (136)	16% (77)	13% (59)	7% (31)	11% (51)	7% (34)	47
Satellite TV: Subscribed in past	22% (125)	28% (162)	18% (104)	12% (71)	6% (36)	10% (58)	4% (25)	58
Satellite TV: Never subscribed	17% (198)	26% (298)	17% (191)	11% (130)	8% (93)	10% (113)	11% (128)	115

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

Movies

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	18% (404)	27% (596)	17% (372)	12% (260)	7% (160)	10% (222)	8% (187)	22%
Streaming Services: Currently subscribe	22% (279)	33% (432)	19% (247)	11% (145)	6% (82)	6% (81)	2% (25)	12%
Streaming Services: Subscribed in past	21% (45)	17% (37)	15% (32)	16% (36)	12% (25)	14% (30)	6% (12)	2%
Streaming Services: Never subscribed	12% (80)	18% (126)	13% (92)	12% (80)	8% (53)	16% (110)	22% (150)	6%
Film: An avid fan	31% (243)	37% (287)	14% (108)	8% (62)	4% (28)	4% (28)	4% (30)	7%
Film: A casual fan	12% (135)	24% (273)	21% (235)	15% (168)	9% (106)	13% (148)	7% (76)	11%
Film: Not a fan	10% (27)	13% (35)	11% (29)	11% (30)	10% (27)	17% (46)	29% (80)	2%
Television: An avid fan	23% (242)	32% (336)	16% (167)	8% (85)	6% (63)	8% (79)	6% (67)	10%
Television: A casual fan	14% (143)	23% (231)	19% (187)	15% (146)	9% (87)	12% (121)	8% (80)	9%
Television: Not a fan	11% (19)	17% (29)	11% (18)	17% (29)	6% (11)	13% (21)	24% (40)	1%
Music: An avid fan	23% (260)	30% (333)	16% (180)	10% (116)	7% (83)	7% (73)	6% (63)	11%
Music: A casual fan	13% (130)	25% (246)	18% (171)	13% (130)	7% (72)	14% (133)	10% (93)	9%
Music: Not a fan	12% (14)	14% (16)	17% (20)	13% (15)	5% (5)	13% (15)	27% (31)	1%
Fashion: An avid fan	29% (88)	28% (84)	18% (53)	9% (27)	6% (17)	5% (15)	5% (15)	3%
Fashion: A casual fan	18% (170)	30% (285)	16% (154)	12% (116)	7% (62)	10% (95)	6% (54)	9%
Fashion: Not a fan	15% (146)	23% (226)	17% (164)	12% (117)	8% (81)	12% (112)	12% (117)	9%

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

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

Demographic	Watch Sporting Events: Every day	Watch Sporting Events: Several times per week	Watch Sporting Events: About once per week	Watch Sporting Events: Several times per month	Watch Sporting Events: About once per month	Watch Sporting Events: Less often than once per month	Watch Sporting Events: Never	Total
Adults	7% (165)	16% (342)	12% (257)	9% (188)	6% (138)	15% (339)	35% (772)	22
Gender: Male	11% (121)	23% (241)	15% (154)	9% (100)	5% (57)	12% (131)	24% (258)	100
Gender: Female	4% (44)	9% (101)	9% (103)	8% (88)	7% (81)	18% (207)	45% (514)	113
Age: 18-29	10% (44)	11% (51)	12% (55)	8% (37)	9% (42)	15% (69)	35% (160)	43
Age: 30-44	9% (48)	17% (95)	12% (68)	8% (44)	5% (27)	17% (96)	32% (176)	53
Age: 45-54	9% (31)	14% (51)	9% (33)	10% (35)	6% (22)	13% (46)	40% (146)	36
Age: 55-64	6% (24)	17% (65)	13% (50)	10% (40)	4% (16)	14% (55)	36% (138)	38
Age: 65+	4% (17)	18% (80)	12% (52)	7% (32)	7% (32)	17% (73)	35% (152)	43
Generation Z: 18-22	11% (21)	9% (16)	9% (17)	9% (16)	11% (20)	13% (23)	39% (73)	18
Millennial: Age 23-38	8% (50)	16% (97)	13% (83)	8% (51)	6% (40)	16% (99)	32% (201)	63
Generation X: Age 39-54	9% (53)	15% (85)	10% (55)	9% (49)	5% (31)	16% (89)	37% (209)	57
Boomers: Age 55-73	5% (39)	18% (130)	13% (91)	9% (64)	6% (42)	15% (111)	34% (251)	72
PID: Dem (no lean)	8% (65)	15% (119)	12% (98)	10% (79)	7% (55)	13% (110)	36% (291)	83
PID: Ind (no lean)	6% (46)	14% (105)	11% (81)	8% (60)	5% (39)	18% (134)	38% (280)	74
PID: Rep (no lean)	8% (54)	18% (118)	12% (78)	8% (49)	7% (44)	15% (95)	31% (201)	63
PID/Gender: Dem Men	12% (49)	20% (82)	14% (58)	11% (44)	6% (24)	10% (40)	27% (107)	40
PID/Gender: Dem Women	4% (15)	9% (37)	10% (40)	8% (35)	8% (31)	17% (71)	44% (184)	43
PID/Gender: Ind Men	9% (33)	20% (73)	15% (55)	9% (33)	4% (15)	17% (60)	25% (90)	35
PID/Gender: Ind Women	3% (13)	9% (33)	7% (26)	7% (27)	6% (23)	19% (74)	49% (190)	38
PID/Gender: Rep Men	13% (39)	29% (87)	14% (41)	8% (22)	6% (18)	11% (31)	20% (60)	29
PID/Gender: Rep Women	5% (15)	9% (31)	11% (36)	8% (27)	8% (27)	19% (63)	41% (140)	34
Ideo: Liberal (1-3)	6% (43)	18% (121)	13% (85)	10% (67)	7% (48)	15% (98)	31% (209)	63
Ideo: Moderate (4)	9% (46)	16% (83)	11% (57)	8% (40)	6% (32)	16% (82)	34% (174)	53
Ideo: Conservative (5-7)	8% (55)	17% (125)	13% (90)	8% (60)	7% (48)	15% (105)	33% (236)	72

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

Demographic	Watch Sporting Events: Every day	Watch Sporting Events: Several times per week	Watch Sporting Events: About once per week	Watch Sporting Events: Several times per month	Watch Sporting Events: About once per month	Watch Sporting Events: Less often than once per month	Watch Sporting Events: Never	Total
Adults	7% (165)	16% (342)	12% (257)	9% (188)	6% (138)	15% (339)	35% (772)	22
Educ: < College	7% (104)	12% (179)	11% (171)	8% (128)	6% (89)	16% (240)	40% (601)	15
Educ: Bachelors degree	8% (35)	23% (101)	15% (66)	9% (38)	7% (32)	13% (58)	26% (114)	44
Educ: Post-grad	10% (25)	25% (62)	8% (19)	9% (22)	7% (17)	17% (41)	23% (57)	24
Income: Under 50k	6% (85)	12% (152)	11% (144)	8% (102)	6% (80)	16% (216)	41% (539)	13
Income: 50k-100k	9% (54)	21% (130)	12% (71)	9% (52)	8% (46)	13% (82)	29% (173)	60
Income: 100k+	9% (26)	22% (61)	15% (41)	12% (34)	4% (12)	15% (41)	22% (60)	27
Ethnicity: White	6% (109)	17% (286)	11% (193)	8% (137)	6% (107)	16% (272)	36% (618)	172
Ethnicity: Hispanic	10% (35)	9% (32)	15% (53)	10% (35)	8% (30)	9% (31)	38% (135)	35
Ethnicity: Afr. Am.	13% (36)	12% (33)	16% (43)	11% (30)	4% (10)	13% (37)	31% (85)	27
Ethnicity: Other	10% (19)	11% (23)	10% (21)	10% (21)	10% (21)	14% (29)	34% (69)	20
All Christian	8% (73)	18% (173)	12% (114)	10% (93)	7% (67)	15% (148)	31% (298)	96
All Non-Christian	12% (10)	19% (15)	9% (8)	9% (7)	4% (3)	19% (15)	29% (23)	8
Atheist	6% (5)	11% (9)	4% (4)	7% (6)	7% (6)	20% (18)	46% (41)	8
Agnostic/Nothing in particular	7% (77)	14% (145)	12% (132)	8% (82)	6% (61)	15% (158)	39% (410)	106
Religious Non-Protestant/Catholic	11% (11)	16% (16)	7% (8)	8% (8)	5% (5)	18% (19)	35% (37)	10
Evangelical	8% (44)	15% (87)	12% (67)	8% (49)	6% (32)	16% (93)	36% (205)	57
Non-Evangelical	7% (55)	18% (145)	14% (113)	10% (79)	8% (63)	14% (117)	29% (236)	80
Community: Urban	7% (41)	14% (83)	12% (71)	10% (60)	5% (32)	15% (86)	35% (205)	57
Community: Suburban	7% (73)	19% (185)	13% (124)	7% (70)	7% (69)	15% (147)	32% (317)	98
Community: Rural	8% (50)	12% (74)	10% (62)	9% (58)	6% (37)	16% (105)	39% (250)	63

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

Demographic	Watch Sporting Events: Every day	Watch Sporting Events: Several times per week	Watch Sporting Events: About once per week	Watch Sporting Events: Several times per month	Watch Sporting Events: About once per month	Watch Sporting Events: Less often than once per month	Watch Sporting Events: Never	Total
Adults	7% (165)	16% (342)	12% (257)	9% (188)	6% (138)	15% (339)	35% (772)	22
Employ: Private Sector	11% (70)	20% (126)	15% (93)	6% (40)	6% (41)	14% (88)	28% (181)	63
Employ: Government	7% (10)	25% (36)	15% (22)	13% (19)	7% (11)	11% (15)	21% (31)	14
Employ: Self-Employed	7% (12)	15% (24)	14% (23)	10% (17)	3% (5)	20% (34)	31% (52)	16
Employ: Homemaker	3% (6)	8% (14)	9% (17)	8% (14)	8% (14)	20% (38)	44% (82)	18
Employ: Student	7% (7)	11% (10)	7% (7)	6% (6)	11% (10)	21% (21)	37% (37)	9
Employ: Retired	5% (23)	15% (75)	11% (53)	10% (48)	6% (27)	15% (75)	39% (194)	49
Employ: Unemployed	10% (26)	11% (28)	6% (16)	10% (25)	6% (15)	12% (32)	45% (118)	21
Employ: Other	5% (11)	13% (28)	12% (26)	9% (19)	7% (14)	17% (36)	37% (78)	21
Military HH: Yes	8% (26)	17% (57)	15% (50)	11% (39)	4% (15)	16% (55)	29% (100)	33
Military HH: No	7% (138)	15% (286)	11% (207)	8% (149)	7% (123)	15% (284)	36% (672)	186
RD/WT: Right Direction	10% (83)	17% (144)	12% (100)	8% (65)	7% (56)	14% (119)	32% (265)	83
RD/WT: Wrong Track	6% (82)	14% (198)	11% (157)	9% (123)	6% (82)	16% (219)	37% (507)	136
Trump Job Approve	8% (74)	17% (151)	11% (102)	8% (75)	7% (65)	15% (136)	32% (288)	89
Trump Job Disapprove	7% (77)	16% (185)	12% (138)	9% (103)	6% (71)	15% (177)	36% (422)	117
Trump Job Strongly Approve	9% (45)	17% (83)	12% (56)	8% (39)	7% (34)	15% (73)	32% (152)	48
Trump Job Somewhat Approve	7% (29)	17% (68)	11% (46)	9% (36)	8% (31)	15% (63)	33% (135)	40
Trump Job Somewhat Disapprove	5% (12)	15% (39)	15% (40)	11% (29)	6% (15)	19% (51)	29% (76)	20
Trump Job Strongly Disapprove	7% (64)	16% (146)	11% (98)	8% (74)	6% (57)	14% (126)	38% (346)	91
Favorable of Trump	9% (75)	16% (139)	12% (102)	8% (69)	7% (62)	16% (138)	33% (286)	87
Unfavorable of Trump	7% (79)	16% (186)	11% (127)	9% (102)	6% (75)	15% (177)	37% (435)	111
Very Favorable of Trump	8% (42)	15% (77)	12% (63)	8% (38)	8% (38)	15% (77)	33% (167)	50
Somewhat Favorable of Trump	9% (33)	17% (62)	11% (40)	8% (30)	7% (24)	17% (61)	32% (119)	36
Somewhat Unfavorable of Trump	5% (10)	14% (26)	15% (28)	7% (13)	6% (12)	17% (33)	36% (68)	19
Very Unfavorable of Trump	7% (70)	16% (160)	10% (98)	9% (89)	6% (62)	15% (144)	37% (367)	91

Continued on next page

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

Demographic	Watch Sporting Events: Every day	Watch Sporting Events: Several times per week	Watch Sporting Events: About once per week	Watch Sporting Events: Several times per month	Watch Sporting Events: About once per month	Watch Sporting Events: Less often than once per month	Watch Sporting Events: Never	Total
Adults	7% (165)	16% (342)	12% (257)	9% (188)	6% (138)	15% (339)	35% (772)	22
#1 Issue: Economy	11% (60)	20% (107)	11% (56)	10% (51)	6% (32)	15% (79)	27% (145)	53
#1 Issue: Security	8% (35)	16% (67)	15% (63)	9% (37)	4% (17)	15% (66)	34% (144)	42
#1 Issue: Health Care	4% (15)	16% (58)	16% (58)	12% (43)	8% (31)	12% (44)	32% (118)	36
#1 Issue: Medicare / Social Security	5% (18)	15% (51)	9% (30)	7% (25)	5% (16)	18% (60)	42% (142)	34
#1 Issue: Women's Issues	5% (10)	10% (17)	12% (21)	7% (13)	8% (14)	14% (24)	45% (80)	17
#1 Issue: Education	11% (15)	12% (16)	10% (13)	6% (8)	7% (10)	17% (22)	35% (46)	13
#1 Issue: Energy	6% (7)	14% (16)	7% (8)	7% (8)	10% (12)	10% (12)	44% (49)	1
#1 Issue: Other	5% (5)	9% (10)	7% (8)	3% (3)	6% (7)	27% (30)	42% (48)	1
2018 House Vote: Democrat	8% (60)	18% (141)	13% (102)	10% (76)	6% (49)	14% (109)	33% (261)	79
2018 House Vote: Republican	9% (59)	19% (126)	12% (83)	9% (58)	7% (44)	15% (100)	30% (199)	66
2018 House Vote: Someone else	1% (1)	12% (14)	13% (16)	9% (11)	7% (8)	19% (22)	39% (46)	1
2018 House Vote: Didnt Vote	7% (44)	10% (61)	9% (56)	7% (43)	6% (37)	18% (107)	43% (264)	6
2016 Vote: Hillary Clinton	8% (53)	20% (137)	13% (92)	9% (64)	5% (32)	14% (100)	31% (217)	69
2016 Vote: Donald Trump	8% (56)	17% (113)	13% (89)	9% (65)	7% (46)	16% (111)	30% (205)	68
2016 Vote: Someone else	5% (8)	13% (22)	6% (10)	8% (13)	9% (14)	16% (27)	44% (73)	16
2016 Vote: Didnt Vote	7% (48)	11% (71)	10% (66)	7% (45)	7% (42)	16% (101)	42% (271)	64
Voted in 2014: Yes	8% (109)	18% (246)	13% (174)	9% (123)	6% (78)	15% (203)	31% (423)	135
Voted in 2014: No	7% (55)	11% (96)	10% (83)	8% (65)	7% (60)	16% (136)	41% (349)	84
2012 Vote: Barack Obama	8% (64)	18% (147)	12% (101)	8% (68)	5% (40)	14% (115)	35% (282)	8
2012 Vote: Mitt Romney	9% (45)	19% (95)	13% (66)	10% (51)	7% (33)	14% (72)	28% (141)	50
2012 Vote: Other	3% (4)	18% (19)	6% (7)	6% (6)	8% (8)	22% (23)	37% (39)	10
2012 Vote: Didn't Vote	7% (52)	10% (80)	11% (83)	8% (63)	7% (57)	17% (129)	40% (307)	77
4-Region: Northeast	6% (25)	18% (72)	12% (49)	6% (25)	8% (32)	17% (67)	31% (124)	39
4-Region: Midwest	7% (34)	14% (63)	10% (49)	10% (46)	6% (30)	15% (71)	37% (171)	46
4-Region: South	9% (72)	15% (127)	13% (110)	9% (71)	5% (43)	14% (119)	34% (282)	82
4-Region: West	6% (34)	15% (80)	9% (49)	9% (46)	6% (34)	16% (81)	38% (196)	52

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

Sporting events

Demographic	Watch Sporting Events: Every day	Watch Sporting Events: Several times per week	Watch Sporting Events: About once per week	Watch Sporting Events: Several times per month	Watch Sporting Events: About once per month	Watch Sporting Events: Less often than once per month	Watch Sporting Events: Never	Total
Adults	7% (165)	16% (342)	12% (257)	9% (188)	6% (138)	15% (339)	35% (772)	22%
Watch TV: Every day	12% (134)	19% (219)	14% (153)	8% (87)	6% (73)	16% (178)	25% (287)	11%
Watch TV: Several times per week	4% (18)	20% (90)	12% (56)	10% (47)	7% (33)	15% (69)	31% (139)	4%
Watch TV: About once per week	3% (4)	11% (17)	18% (30)	7% (12)	9% (14)	14% (23)	39% (64)	16%
Watch TV: Several times per month	1% (2)	4% (5)	8% (9)	23% (25)	5% (5)	14% (16)	44% (47)	10%
Watch TV: About once per month	3% (2)	8% (4)	10% (6)	5% (3)	6% (3)	22% (12)	46% (25)	5%
Watch TV: Less often than once per month	1% (1)	1% (1)	1% (1)	9% (9)	3% (3)	34% (33)	51% (50)	9%
Watch TV: Never	2% (4)	3% (6)	1% (2)	3% (6)	4% (7)	4% (8)	84% (160)	1%
Watch Movies: Every day	19% (76)	15% (59)	12% (48)	9% (36)	8% (32)	14% (58)	24% (95)	40%
Watch Movies: Several times per week	7% (42)	25% (147)	15% (91)	9% (51)	5% (28)	13% (80)	26% (157)	5%
Watch Movies: About once per week	6% (22)	16% (59)	15% (55)	8% (29)	8% (29)	18% (68)	29% (110)	3%
Watch Movies: Several times per month	4% (9)	11% (28)	10% (25)	17% (43)	7% (19)	15% (40)	36% (95)	26%
Watch Movies: About once per month	5% (8)	12% (19)	8% (12)	10% (16)	7% (12)	18% (29)	41% (65)	16%
Watch Movies: Less often than once per month	2% (5)	11% (25)	8% (19)	5% (11)	6% (14)	25% (56)	42% (92)	22%
Watch Movies: Never	1% (2)	2% (5)	3% (6)	1% (2)	2% (5)	5% (9)	85% (158)	1%
Watch Sporting Events: Every day	100% (165)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	16%
Watch Sporting Events: Several times per week	— (0)	100% (342)	— (0)	— (0)	— (0)	— (0)	— (0)	34%
Watch Sporting Events: About once per week	— (0)	— (0)	100% (257)	— (0)	— (0)	— (0)	— (0)	25%
Watch Sporting Events: Several times per month	— (0)	— (0)	— (0)	100% (188)	— (0)	— (0)	— (0)	18%
Watch Sporting Events: About once per month	— (0)	— (0)	— (0)	— (0)	100% (138)	— (0)	— (0)	13%
Watch Sporting Events: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (339)	— (0)	33%
Watch Sporting Events: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (772)	77%
Cable TV: Currently subscribe	10% (104)	18% (187)	12% (124)	8% (77)	6% (63)	16% (160)	30% (302)	10%
Cable TV: Subscribed in past	6% (46)	14% (107)	13% (100)	10% (74)	8% (60)	16% (118)	34% (255)	76%
Cable TV: Never subscribed	3% (14)	11% (49)	8% (33)	9% (36)	4% (15)	14% (60)	51% (216)	4%

Continued on next page

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

Demographic	Watch Sporting Events: Every day	Watch Sporting Events: Several times per week	Watch Sporting Events: About once per week	Watch Sporting Events: Several times per month	Watch Sporting Events: About once per month	Watch Sporting Events: Less often than once per month	Watch Sporting Events: Never	Total
Adults	7% (165)	16% (342)	12% (257)	9% (188)	6% (138)	15% (339)	35% (772)	22
Satellite TV: Currently subscribe	10% (48)	17% (82)	12% (56)	10% (46)	6% (27)	12% (58)	33% (153)	47
Satellite TV: Subscribed in past	8% (48)	17% (100)	14% (80)	8% (48)	8% (46)	18% (102)	27% (157)	58
Satellite TV: Never subscribed	6% (69)	14% (160)	11% (121)	8% (95)	6% (65)	16% (179)	40% (463)	115
Streaming Services: Currently subscribe	9% (113)	17% (225)	11% (144)	9% (118)	7% (90)	15% (198)	31% (405)	129
Streaming Services: Subscribed in past	10% (22)	14% (31)	18% (38)	8% (17)	8% (18)	13% (28)	29% (64)	2
Streaming Services: Never subscribed	4% (30)	13% (87)	11% (75)	8% (54)	4% (31)	16% (112)	44% (303)	6
Film: An avid fan	11% (87)	20% (154)	13% (101)	8% (65)	6% (46)	13% (104)	29% (230)	78
Film: A casual fan	6% (69)	14% (165)	12% (135)	9% (107)	7% (77)	17% (197)	34% (393)	114
Film: Not a fan	3% (9)	9% (24)	8% (22)	6% (16)	5% (15)	14% (38)	55% (149)	27
Television: An avid fan	10% (109)	19% (195)	13% (133)	8% (82)	6% (62)	15% (152)	30% (307)	103
Television: A casual fan	6% (55)	14% (140)	11% (112)	9% (93)	7% (65)	16% (158)	37% (372)	99
Television: Not a fan	— (1)	5% (8)	8% (13)	8% (13)	7% (11)	17% (28)	56% (93)	16
Music: An avid fan	10% (114)	16% (181)	11% (123)	9% (101)	7% (80)	15% (164)	31% (344)	110
Music: A casual fan	5% (48)	15% (145)	13% (127)	8% (80)	6% (55)	16% (158)	37% (362)	97
Music: Not a fan	2% (2)	14% (16)	6% (7)	6% (7)	3% (3)	14% (16)	56% (66)	1
Fashion: An avid fan	13% (39)	16% (48)	15% (45)	7% (22)	7% (21)	14% (41)	28% (84)	30
Fashion: A casual fan	7% (69)	13% (120)	12% (110)	10% (91)	6% (57)	17% (157)	36% (333)	93
Fashion: Not a fan	6% (57)	18% (174)	11% (102)	8% (75)	6% (60)	15% (140)	37% (355)	96

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

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

Demographic	Cable TV: Currently subscribe		Cable TV: Subscribed in past		Cable TV: Never subscribed		Total N
Adults	46%	(1018)	35%	(760)	19%	(423)	2201
Gender: Male	48%	(511)	34%	(366)	17%	(184)	1062
Gender: Female	44%	(506)	35%	(393)	21%	(239)	1139
Age: 18-29	40%	(182)	33%	(152)	27%	(125)	458
Age: 30-44	44%	(242)	37%	(208)	19%	(104)	555
Age: 45-54	42%	(154)	41%	(148)	17%	(62)	364
Age: 55-64	48%	(186)	34%	(130)	18%	(71)	387
Age: 65+	58%	(253)	28%	(122)	14%	(61)	436
Generation Z: 18-22	42%	(79)	32%	(60)	25%	(47)	186
Millennial: Age 23-38	42%	(259)	34%	(212)	24%	(148)	619
Generation X: Age 39-54	42%	(240)	41%	(235)	17%	(96)	572
Boomers: Age 55-73	53%	(383)	32%	(232)	16%	(114)	729
PID: Dem (no lean)	53%	(431)	32%	(261)	15%	(126)	818
PID: Ind (no lean)	39%	(291)	37%	(278)	24%	(175)	744
PID: Rep (no lean)	46%	(296)	35%	(220)	19%	(123)	639
PID/Gender: Dem Men	52%	(210)	33%	(132)	15%	(62)	404
PID/Gender: Dem Women	53%	(221)	31%	(129)	15%	(64)	414
PID/Gender: Ind Men	43%	(153)	36%	(131)	21%	(76)	359
PID/Gender: Ind Women	36%	(138)	38%	(148)	26%	(100)	385
PID/Gender: Rep Men	50%	(149)	35%	(104)	16%	(47)	299
PID/Gender: Rep Women	43%	(147)	34%	(117)	22%	(76)	340
Ideo: Liberal (1-3)	48%	(322)	38%	(253)	14%	(97)	671
Ideo: Moderate (4)	47%	(243)	34%	(176)	18%	(94)	513
Ideo: Conservative (5-7)	47%	(341)	33%	(238)	20%	(140)	720
Educ: < College	44%	(660)	35%	(534)	21%	(319)	1513
Educ: Bachelors degree	49%	(220)	33%	(147)	17%	(77)	444
Educ: Post-grad	57%	(138)	32%	(79)	11%	(27)	244

Continued on next page

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

Cable television

Demographic	Cable TV: Currently subscribe	Cable TV: Subscribed in past	Cable TV: Never subscribed	Total N
Adults	46% (1018)	35% (760)	19% (423)	2201
Income: Under 50k	40% (531)	36% (474)	24% (314)	1319
Income: 50k-100k	52% (318)	33% (199)	15% (91)	609
Income: 100k+	62% (169)	32% (86)	7% (19)	274
Ethnicity: White	46% (789)	35% (609)	19% (325)	1722
Ethnicity: Hispanic	39% (136)	38% (132)	23% (81)	350
Ethnicity: Afr. Am.	51% (140)	30% (83)	19% (52)	274
Ethnicity: Other	44% (89)	33% (68)	23% (47)	204
All Christian	50% (483)	32% (311)	18% (172)	967
All Non-Christian	62% (51)	34% (28)	4% (3)	81
Atheist	34% (30)	44% (39)	22% (19)	89
Agnostic/Nothing in particular	43% (454)	36% (382)	22% (229)	1064
Religious Non-Protestant/Catholic	54% (56)	35% (36)	11% (12)	105
Evangelical	44% (253)	35% (202)	21% (123)	577
Non-Evangelical	51% (410)	33% (264)	17% (135)	808
Community: Urban	43% (249)	34% (195)	23% (134)	578
Community: Suburban	55% (546)	31% (305)	14% (135)	986
Community: Rural	35% (223)	41% (260)	24% (154)	637
Employ: Private Sector	52% (332)	33% (212)	15% (95)	639
Employ: Government	36% (51)	42% (61)	22% (32)	144
Employ: Self-Employed	39% (65)	42% (71)	19% (32)	168
Employ: Homemaker	37% (69)	42% (78)	21% (38)	185
Employ: Student	43% (42)	30% (30)	26% (26)	98
Employ: Retired	55% (273)	30% (148)	15% (73)	494
Employ: Unemployed	38% (98)	34% (90)	28% (73)	261
Employ: Other	41% (87)	33% (70)	25% (54)	211
Military HH: Yes	49% (168)	36% (123)	15% (50)	341
Military HH: No	46% (849)	34% (637)	20% (373)	1860
RD/WT: Right Direction	47% (388)	35% (288)	19% (157)	832
RD/WT: Wrong Track	46% (630)	34% (472)	19% (266)	1369

Continued on next page

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

Demographic	Cable TV: Currently subscribe	Cable TV: Subscribed in past	Cable TV: Never subscribed	Total N
Adults	46% (1018)	35% (760)	19% (423)	2201
Trump Job Approve	45% (402)	36% (323)	18% (164)	890
Trump Job Disapprove	49% (571)	34% (393)	18% (208)	1172
Trump Job Strongly Approve	45% (217)	36% (176)	19% (90)	482
Trump Job Somewhat Approve	46% (186)	36% (148)	18% (75)	408
Trump Job Somewhat Disapprove	48% (127)	32% (85)	19% (50)	262
Trump Job Strongly Disapprove	49% (445)	34% (308)	17% (157)	910
Favorable of Trump	44% (386)	36% (312)	20% (173)	870
Unfavorable of Trump	49% (577)	33% (395)	18% (208)	1181
Very Favorable of Trump	45% (228)	35% (176)	19% (97)	502
Somewhat Favorable of Trump	43% (158)	37% (136)	20% (75)	369
Somewhat Unfavorable of Trump	52% (99)	25% (48)	23% (43)	190
Very Unfavorable of Trump	48% (479)	35% (347)	17% (165)	991
#1 Issue: Economy	46% (244)	38% (200)	16% (86)	530
#1 Issue: Security	47% (203)	36% (153)	17% (74)	429
#1 Issue: Health Care	44% (163)	35% (129)	20% (75)	367
#1 Issue: Medicare / Social Security	53% (180)	31% (107)	16% (55)	343
#1 Issue: Women's Issues	44% (79)	32% (57)	24% (42)	178
#1 Issue: Education	50% (64)	35% (45)	15% (20)	130
#1 Issue: Energy	35% (39)	37% (41)	29% (32)	112
#1 Issue: Other	41% (46)	24% (27)	35% (39)	112
2018 House Vote: Democrat	53% (423)	33% (266)	14% (110)	798
2018 House Vote: Republican	48% (322)	33% (224)	18% (123)	669
2018 House Vote: Someone else	38% (44)	30% (35)	33% (38)	118
2018 House Vote: Didnt Vote	37% (228)	38% (234)	25% (151)	612
2016 Vote: Hillary Clinton	55% (380)	32% (222)	14% (95)	696
2016 Vote: Donald Trump	47% (322)	34% (230)	19% (133)	685
2016 Vote: Someone else	43% (72)	34% (56)	23% (38)	166
2016 Vote: Didnt Vote	37% (238)	39% (249)	24% (156)	644
Voted in 2014: Yes	51% (692)	33% (443)	16% (222)	1356
Voted in 2014: No	39% (326)	37% (317)	24% (202)	845

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

Cable television

Demographic	Cable TV: Currently subscribe	Cable TV: Subscribed in past	Cable TV: Never subscribed	Total N
Adults	46% (1018)	35% (760)	19% (423)	2201
2012 Vote: Barack Obama	54% (444)	32% (260)	14% (113)	816
2012 Vote: Mitt Romney	51% (257)	32% (159)	17% (87)	503
2012 Vote: Other	39% (41)	38% (40)	24% (25)	105
2012 Vote: Didn't Vote	36% (275)	39% (299)	26% (198)	772
4-Region: Northeast	60% (236)	26% (102)	14% (56)	394
4-Region: Midwest	42% (196)	34% (157)	24% (110)	462
4-Region: South	44% (364)	36% (300)	19% (160)	825
4-Region: West	43% (221)	39% (201)	19% (98)	520
Watch TV: Every day	50% (569)	33% (372)	17% (191)	1131
Watch TV: Several times per week	44% (201)	38% (174)	17% (77)	452
Watch TV: About once per week	40% (66)	40% (67)	20% (33)	166
Watch TV: Several times per month	45% (49)	41% (44)	14% (15)	108
Watch TV: About once per month	46% (25)	25% (14)	29% (16)	55
Watch TV: Less often than once per month	38% (37)	34% (33)	28% (28)	97
Watch TV: Never	37% (71)	29% (56)	34% (64)	191
Watch Movies: Every day	43% (176)	38% (156)	18% (73)	404
Watch Movies: Several times per week	48% (285)	37% (220)	15% (90)	596
Watch Movies: About once per week	48% (178)	36% (133)	16% (61)	372
Watch Movies: Several times per month	43% (112)	34% (88)	23% (60)	260
Watch Movies: About once per month	51% (82)	28% (44)	21% (34)	160
Watch Movies: Less often than once per month	44% (98)	36% (81)	19% (42)	222
Watch Movies: Never	46% (86)	20% (38)	34% (63)	187
Watch Sporting Events: Every day	63% (104)	28% (46)	9% (14)	165
Watch Sporting Events: Several times per week	55% (187)	31% (107)	14% (49)	342
Watch Sporting Events: About once per week	48% (124)	39% (100)	13% (33)	257
Watch Sporting Events: Several times per month	41% (77)	40% (74)	19% (36)	188
Watch Sporting Events: About once per month	46% (63)	43% (60)	11% (15)	138
Watch Sporting Events: Less often than once per month	47% (160)	35% (118)	18% (60)	339
Watch Sporting Events: Never	39% (302)	33% (255)	28% (216)	772

Continued on next page

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

Demographic	Cable TV: Currently subscribe		Cable TV: Subscribed in past		Cable TV: Never subscribed		Total N
Adults	46%	(1018)	35%	(760)	19%	(423)	2201
Cable TV: Currently subscribe	100%	(1018)	—	(0)	—	(0)	1018
Cable TV: Subscribed in past	—	(0)	100%	(760)	—	(0)	760
Cable TV: Never subscribed	—	(0)	—	(0)	100%	(423)	423
Satellite TV: Currently subscribe	22%	(104)	51%	(239)	27%	(126)	470
Satellite TV: Subscribed in past	41%	(236)	53%	(309)	6%	(34)	580
Satellite TV: Never subscribed	59%	(678)	18%	(211)	23%	(263)	1152
Streaming Services: Currently subscribe	46%	(598)	38%	(497)	15%	(197)	1292
Streaming Services: Subscribed in past	34%	(74)	51%	(111)	15%	(32)	218
Streaming Services: Never subscribed	50%	(346)	22%	(151)	28%	(194)	691
Film: An avid fan	49%	(385)	38%	(295)	14%	(107)	787
Film: A casual fan	46%	(529)	35%	(396)	19%	(216)	1142
Film: Not a fan	38%	(104)	25%	(68)	37%	(101)	272
Television: An avid fan	55%	(572)	32%	(333)	13%	(134)	1039
Television: A casual fan	40%	(402)	37%	(372)	22%	(221)	995
Television: Not a fan	26%	(44)	33%	(55)	41%	(68)	167
Music: An avid fan	47%	(523)	36%	(395)	17%	(191)	1109
Music: A casual fan	46%	(451)	34%	(330)	20%	(195)	975
Music: Not a fan	38%	(44)	30%	(35)	32%	(38)	117
Fashion: An avid fan	52%	(157)	30%	(90)	18%	(53)	300
Fashion: A casual fan	47%	(440)	36%	(339)	17%	(158)	937
Fashion: Not a fan	44%	(421)	34%	(331)	22%	(213)	964

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

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

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	21%	(470)	26%	(580)	52%	(1152)	2201
Gender: Male	20%	(214)	28%	(301)	52%	(547)	1062
Gender: Female	22%	(256)	24%	(279)	53%	(604)	1139
Age: 18-29	21%	(96)	27%	(126)	52%	(237)	458
Age: 30-44	20%	(111)	28%	(155)	52%	(289)	555
Age: 45-54	22%	(82)	28%	(101)	50%	(182)	364
Age: 55-64	20%	(79)	27%	(104)	53%	(204)	387
Age: 65+	23%	(103)	21%	(93)	55%	(241)	436
Generation Z: 18-22	25%	(47)	33%	(62)	42%	(78)	186
Millennial: Age 23-38	19%	(116)	25%	(152)	57%	(352)	619
Generation X: Age 39-54	22%	(126)	29%	(169)	48%	(277)	572
Boomers: Age 55-73	21%	(156)	25%	(184)	53%	(389)	729
PID: Dem (no lean)	18%	(149)	25%	(208)	56%	(462)	818
PID: Ind (no lean)	18%	(137)	27%	(201)	55%	(406)	744
PID: Rep (no lean)	29%	(184)	27%	(171)	44%	(284)	639
PID/Gender: Dem Men	17%	(70)	28%	(113)	55%	(220)	404
PID/Gender: Dem Women	19%	(78)	23%	(94)	58%	(241)	414
PID/Gender: Ind Men	18%	(64)	28%	(100)	54%	(195)	359
PID/Gender: Ind Women	19%	(73)	26%	(101)	55%	(211)	385
PID/Gender: Rep Men	27%	(80)	29%	(87)	44%	(131)	299
PID/Gender: Rep Women	31%	(104)	25%	(83)	45%	(152)	340
Ideo: Liberal (1-3)	19%	(127)	27%	(179)	54%	(365)	671
Ideo: Moderate (4)	18%	(92)	26%	(134)	56%	(287)	513
Ideo: Conservative (5-7)	25%	(183)	27%	(194)	48%	(342)	720
Educ: < College	21%	(318)	27%	(407)	52%	(788)	1513
Educ: Bachelors degree	24%	(105)	27%	(118)	50%	(222)	444
Educ: Post-grad	19%	(47)	22%	(55)	58%	(142)	244

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

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	21%	(470)	26%	(580)	52%	(1152)	2201
Income: Under 50k	19%	(253)	27%	(353)	54%	(712)	1319
Income: 50k-100k	26%	(160)	24%	(148)	49%	(301)	609
Income: 100k+	21%	(57)	29%	(79)	51%	(138)	274
Ethnicity: White	22%	(383)	27%	(457)	51%	(882)	1722
Ethnicity: Hispanic	19%	(67)	26%	(91)	55%	(191)	350
Ethnicity: Afr. Am.	20%	(56)	25%	(67)	55%	(151)	274
Ethnicity: Other	15%	(31)	27%	(55)	58%	(118)	204
All Christian	24%	(234)	27%	(261)	49%	(472)	967
All Non-Christian	27%	(22)	15%	(12)	58%	(47)	81
Atheist	14%	(13)	28%	(25)	58%	(51)	89
Agnostic/Nothing in particular	19%	(201)	26%	(281)	55%	(582)	1064
Religious Non-Protestant/Catholic	23%	(24)	18%	(19)	59%	(61)	105
Evangelical	28%	(162)	25%	(146)	47%	(269)	577
Non-Evangelical	22%	(178)	27%	(217)	51%	(414)	808
Community: Urban	15%	(84)	22%	(129)	63%	(365)	578
Community: Suburban	19%	(188)	27%	(269)	54%	(528)	986
Community: Rural	31%	(197)	28%	(181)	41%	(258)	637
Employ: Private Sector	22%	(138)	25%	(162)	53%	(339)	639
Employ: Government	25%	(36)	30%	(43)	46%	(66)	144
Employ: Self-Employed	24%	(40)	33%	(55)	44%	(74)	168
Employ: Homemaker	25%	(46)	26%	(48)	49%	(91)	185
Employ: Student	26%	(26)	31%	(30)	43%	(42)	98
Employ: Retired	21%	(104)	24%	(119)	55%	(272)	494
Employ: Unemployed	14%	(38)	26%	(68)	60%	(156)	261
Employ: Other	20%	(43)	26%	(56)	53%	(113)	211
Military HH: Yes	28%	(95)	28%	(94)	44%	(152)	341
Military HH: No	20%	(374)	26%	(485)	54%	(1000)	1860
RD/WT: Right Direction	25%	(209)	26%	(216)	49%	(407)	832
RD/WT: Wrong Track	19%	(261)	27%	(364)	54%	(744)	1369

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

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	21%	(470)	26%	(580)	52%	(1152)	2201
Trump Job Approve	27%	(238)	27%	(237)	47%	(416)	890
Trump Job Disapprove	18%	(212)	25%	(297)	57%	(663)	1172
Trump Job Strongly Approve	29%	(140)	25%	(119)	46%	(224)	482
Trump Job Somewhat Approve	24%	(98)	29%	(118)	47%	(192)	408
Trump Job Somewhat Disapprove	20%	(52)	23%	(59)	58%	(151)	262
Trump Job Strongly Disapprove	18%	(161)	26%	(237)	56%	(512)	910
Favorable of Trump	26%	(229)	26%	(229)	47%	(413)	870
Unfavorable of Trump	19%	(224)	26%	(301)	56%	(656)	1181
Very Favorable of Trump	29%	(146)	27%	(133)	44%	(223)	502
Somewhat Favorable of Trump	23%	(83)	26%	(96)	51%	(190)	369
Somewhat Unfavorable of Trump	21%	(41)	22%	(43)	56%	(107)	190
Very Unfavorable of Trump	18%	(183)	26%	(259)	55%	(549)	991
#1 Issue: Economy	19%	(100)	27%	(144)	54%	(287)	530
#1 Issue: Security	25%	(109)	28%	(119)	47%	(201)	429
#1 Issue: Health Care	22%	(81)	25%	(93)	53%	(194)	367
#1 Issue: Medicare / Social Security	23%	(79)	22%	(75)	55%	(188)	343
#1 Issue: Women's Issues	17%	(30)	27%	(48)	56%	(100)	178
#1 Issue: Education	18%	(23)	35%	(45)	47%	(61)	130
#1 Issue: Energy	27%	(30)	27%	(30)	47%	(52)	112
#1 Issue: Other	16%	(18)	23%	(26)	61%	(68)	112
2018 House Vote: Democrat	19%	(151)	26%	(208)	55%	(440)	798
2018 House Vote: Republican	28%	(187)	25%	(167)	47%	(316)	669
2018 House Vote: Someone else	21%	(25)	28%	(32)	51%	(60)	118
2018 House Vote: Didnt Vote	17%	(106)	28%	(173)	54%	(333)	612
2016 Vote: Hillary Clinton	18%	(123)	26%	(178)	57%	(395)	696
2016 Vote: Donald Trump	28%	(193)	25%	(171)	47%	(321)	685
2016 Vote: Someone else	18%	(30)	27%	(44)	55%	(92)	166
2016 Vote: Didnt Vote	19%	(124)	29%	(185)	52%	(336)	644
Voted in 2014: Yes	23%	(313)	26%	(349)	51%	(694)	1356
Voted in 2014: No	18%	(156)	27%	(230)	54%	(458)	845

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

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	21%	(470)	26%	(580)	52%	(1152)	2201
2012 Vote: Barack Obama	19%	(153)	26%	(213)	55%	(450)	816
2012 Vote: Mitt Romney	28%	(141)	25%	(125)	47%	(238)	503
2012 Vote: Other	25%	(26)	25%	(26)	50%	(53)	105
2012 Vote: Didn't Vote	19%	(150)	28%	(214)	53%	(407)	772
4-Region: Northeast	14%	(56)	20%	(77)	66%	(261)	394
4-Region: Midwest	22%	(103)	27%	(126)	50%	(233)	462
4-Region: South	26%	(218)	29%	(239)	45%	(368)	825
4-Region: West	18%	(93)	27%	(138)	56%	(289)	520
Watch TV: Every day	24%	(266)	25%	(283)	51%	(582)	1131
Watch TV: Several times per week	21%	(94)	34%	(153)	45%	(205)	452
Watch TV: About once per week	20%	(33)	28%	(46)	52%	(86)	166
Watch TV: Several times per month	15%	(16)	26%	(28)	59%	(64)	108
Watch TV: About once per month	16%	(9)	22%	(12)	63%	(34)	55
Watch TV: Less often than once per month	23%	(23)	30%	(29)	46%	(45)	97
Watch TV: Never	15%	(28)	14%	(28)	71%	(135)	191
Watch Movies: Every day	20%	(82)	31%	(125)	49%	(198)	404
Watch Movies: Several times per week	23%	(136)	27%	(162)	50%	(298)	596
Watch Movies: About once per week	21%	(77)	28%	(104)	51%	(191)	372
Watch Movies: Several times per month	23%	(59)	27%	(71)	50%	(130)	260
Watch Movies: About once per month	20%	(31)	22%	(36)	58%	(93)	160
Watch Movies: Less often than once per month	23%	(51)	26%	(58)	51%	(113)	222
Watch Movies: Never	18%	(34)	13%	(25)	68%	(128)	187
Watch Sporting Events: Every day	29%	(48)	29%	(48)	42%	(69)	165
Watch Sporting Events: Several times per week	24%	(82)	29%	(100)	47%	(160)	342
Watch Sporting Events: About once per week	22%	(56)	31%	(80)	47%	(121)	257
Watch Sporting Events: Several times per month	24%	(46)	25%	(48)	50%	(95)	188
Watch Sporting Events: About once per month	20%	(27)	33%	(46)	47%	(65)	138
Watch Sporting Events: Less often than once per month	17%	(58)	30%	(102)	53%	(179)	339
Watch Sporting Events: Never	20%	(153)	20%	(157)	60%	(463)	772

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

Satellite television

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	21%	(470)	26%	(580)	52%	(1152)	2201
Cable TV: Currently subscribe	10%	(104)	23%	(236)	67%	(678)	1018
Cable TV: Subscribed in past	31%	(239)	41%	(309)	28%	(211)	760
Cable TV: Never subscribed	30%	(126)	8%	(34)	62%	(263)	423
Satellite TV: Currently subscribe	100%	(470)	—	(0)	—	(0)	470
Satellite TV: Subscribed in past	—	(0)	100%	(580)	—	(0)	580
Satellite TV: Never subscribed	—	(0)	—	(0)	100%	(1152)	1152
Streaming Services: Currently subscribe	22%	(281)	30%	(388)	48%	(623)	1292
Streaming Services: Subscribed in past	19%	(42)	42%	(92)	38%	(83)	218
Streaming Services: Never subscribed	21%	(146)	14%	(100)	64%	(446)	691
Film: An avid fan	22%	(171)	29%	(228)	49%	(388)	787
Film: A casual fan	23%	(258)	26%	(293)	52%	(591)	1142
Film: Not a fan	15%	(41)	22%	(59)	63%	(172)	272
Television: An avid fan	25%	(257)	25%	(261)	50%	(521)	1039
Television: A casual fan	19%	(188)	28%	(275)	53%	(532)	995
Television: Not a fan	15%	(24)	26%	(43)	59%	(99)	167
Music: An avid fan	21%	(230)	29%	(320)	50%	(559)	1109
Music: A casual fan	23%	(221)	24%	(233)	54%	(522)	975
Music: Not a fan	16%	(19)	24%	(28)	60%	(70)	117
Fashion: An avid fan	25%	(75)	25%	(75)	50%	(150)	300
Fashion: A casual fan	21%	(199)	26%	(248)	52%	(490)	937
Fashion: Not a fan	20%	(196)	27%	(257)	53%	(511)	964

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

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

Demographic	Streaming Services: Currently subscribe		Streaming Services: Subscribed in past		Streaming Services: Never subscribed		Total N
Adults	59%	(1292)	10%	(218)	31%	(691)	2201
Gender: Male	62%	(660)	10%	(106)	28%	(296)	1062
Gender: Female	55%	(632)	10%	(111)	35%	(396)	1139
Age: 18-29	71%	(326)	11%	(48)	18%	(84)	458
Age: 30-44	68%	(376)	14%	(77)	18%	(101)	555
Age: 45-54	63%	(228)	8%	(29)	30%	(108)	364
Age: 55-64	51%	(196)	8%	(32)	41%	(159)	387
Age: 65+	38%	(166)	7%	(31)	55%	(239)	436
Generation Z: 18-22	70%	(130)	11%	(21)	19%	(36)	186
Millennial: Age 23-38	69%	(429)	13%	(79)	18%	(112)	619
Generation X: Age 39-54	65%	(371)	10%	(55)	25%	(146)	572
Boomers: Age 55-73	46%	(334)	8%	(58)	46%	(337)	729
PID: Dem (no lean)	63%	(513)	9%	(71)	29%	(234)	818
PID: Ind (no lean)	56%	(417)	14%	(101)	30%	(227)	744
PID: Rep (no lean)	57%	(362)	7%	(45)	36%	(231)	639
PID/Gender: Dem Men	65%	(265)	9%	(35)	26%	(104)	404
PID/Gender: Dem Women	60%	(248)	9%	(36)	31%	(130)	414
PID/Gender: Ind Men	58%	(207)	13%	(46)	30%	(107)	359
PID/Gender: Ind Women	55%	(210)	14%	(55)	31%	(120)	385
PID/Gender: Rep Men	63%	(189)	8%	(25)	28%	(85)	299
PID/Gender: Rep Women	51%	(173)	6%	(20)	43%	(146)	340
Ideo: Liberal (1-3)	67%	(453)	8%	(53)	25%	(165)	671
Ideo: Moderate (4)	58%	(297)	9%	(47)	33%	(169)	513
Ideo: Conservative (5-7)	58%	(414)	7%	(52)	35%	(253)	720
Educ: < College	54%	(816)	11%	(168)	35%	(529)	1513
Educ: Bachelors degree	70%	(312)	6%	(28)	23%	(103)	444
Educ: Post-grad	67%	(164)	8%	(21)	24%	(59)	244

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

Demographic	Streaming Services: Currently subscribe	Streaming Services: Subscribed in past	Streaming Services: Never subscribed	Total N
Adults	59% (1292)	10% (218)	31% (691)	2201
Income: Under 50k	53% (701)	12% (157)	35% (461)	1319
Income: 50k-100k	64% (391)	7% (41)	29% (176)	609
Income: 100k+	73% (200)	7% (19)	20% (54)	274
Ethnicity: White	58% (999)	9% (149)	33% (574)	1722
Ethnicity: Hispanic	60% (209)	14% (50)	26% (90)	350
Ethnicity: Afr. Am.	60% (164)	15% (40)	25% (70)	274
Ethnicity: Other	63% (129)	14% (28)	23% (48)	204
All Christian	56% (539)	8% (77)	36% (351)	967
All Non-Christian	65% (53)	10% (8)	25% (21)	81
Atheist	73% (65)	10% (9)	17% (15)	89
Agnostic/Nothing in particular	60% (636)	12% (124)	29% (305)	1064
Religious Non-Protestant/Catholic	68% (71)	10% (10)	22% (23)	105
Evangelical	51% (296)	10% (59)	39% (223)	577
Non-Evangelical	60% (488)	7% (58)	32% (262)	808
Community: Urban	62% (356)	10% (60)	28% (162)	578
Community: Suburban	62% (614)	8% (77)	30% (295)	986
Community: Rural	51% (322)	13% (81)	37% (234)	637
Employ: Private Sector	74% (474)	7% (45)	19% (121)	639
Employ: Government	59% (85)	15% (22)	26% (38)	144
Employ: Self-Employed	59% (99)	11% (19)	30% (50)	168
Employ: Homemaker	64% (119)	7% (12)	29% (54)	185
Employ: Student	74% (72)	10% (10)	16% (15)	98
Employ: Retired	43% (212)	9% (42)	48% (240)	494
Employ: Unemployed	48% (125)	12% (30)	40% (106)	261
Employ: Other	50% (106)	17% (37)	32% (68)	211
Military HH: Yes	60% (206)	7% (23)	33% (112)	341
Military HH: No	58% (1086)	10% (195)	31% (579)	1860
RD/WT: Right Direction	55% (455)	10% (81)	36% (297)	832
RD/WT: Wrong Track	61% (838)	10% (137)	29% (394)	1369

Continued on next page

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

Demographic	Streaming Services: Currently subscribe	Streaming Services: Subscribed in past	Streaming Services: Never subscribed	Total N
Adults	59% (1292)	10% (218)	31% (691)	2201
Trump Job Approve	56% (497)	8% (73)	36% (320)	890
Trump Job Disapprove	63% (743)	10% (116)	27% (313)	1172
Trump Job Strongly Approve	54% (262)	7% (32)	39% (188)	482
Trump Job Somewhat Approve	58% (235)	10% (41)	32% (132)	408
Trump Job Somewhat Disapprove	58% (151)	13% (34)	29% (76)	262
Trump Job Strongly Disapprove	65% (592)	9% (82)	26% (236)	910
Favorable of Trump	54% (470)	8% (72)	38% (328)	870
Unfavorable of Trump	64% (757)	10% (115)	26% (309)	1181
Very Favorable of Trump	54% (271)	7% (36)	39% (194)	502
Somewhat Favorable of Trump	54% (199)	10% (36)	36% (134)	369
Somewhat Unfavorable of Trump	59% (112)	11% (21)	30% (56)	190
Very Unfavorable of Trump	65% (644)	10% (94)	25% (252)	991
#1 Issue: Economy	67% (358)	9% (48)	24% (125)	530
#1 Issue: Security	56% (242)	8% (36)	35% (151)	429
#1 Issue: Health Care	61% (224)	10% (38)	29% (106)	367
#1 Issue: Medicare / Social Security	38% (129)	10% (33)	53% (181)	343
#1 Issue: Women's Issues	63% (112)	14% (25)	23% (41)	178
#1 Issue: Education	68% (88)	12% (16)	20% (26)	130
#1 Issue: Energy	73% (82)	10% (11)	17% (19)	112
#1 Issue: Other	51% (57)	10% (11)	39% (44)	112
2018 House Vote: Democrat	65% (520)	8% (67)	26% (211)	798
2018 House Vote: Republican	57% (383)	7% (48)	36% (238)	669
2018 House Vote: Someone else	49% (57)	18% (21)	34% (39)	118
2018 House Vote: Didnt Vote	54% (331)	13% (82)	33% (200)	612
2016 Vote: Hillary Clinton	64% (448)	8% (54)	28% (194)	696
2016 Vote: Donald Trump	55% (379)	7% (47)	38% (259)	685
2016 Vote: Someone else	62% (104)	12% (20)	26% (43)	166
2016 Vote: Didnt Vote	55% (353)	15% (96)	30% (194)	644
Voted in 2014: Yes	60% (810)	8% (103)	33% (444)	1356
Voted in 2014: No	57% (482)	14% (115)	29% (248)	845

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

Demographic	Streaming Services: Currently subscribe	Streaming Services: Subscribed in past	Streaming Services: Never subscribed	Total N
Adults	59% (1292)	10% (218)	31% (691)	2201
2012 Vote: Barack Obama	62% (503)	8% (62)	31% (250)	816
2012 Vote: Mitt Romney	57% (288)	7% (34)	36% (181)	503
2012 Vote: Other	53% (55)	12% (12)	36% (38)	105
2012 Vote: Didn't Vote	58% (445)	14% (108)	28% (219)	772
4-Region: Northeast	55% (218)	8% (32)	37% (144)	394
4-Region: Midwest	57% (262)	9% (41)	34% (159)	462
4-Region: South	59% (488)	11% (90)	30% (247)	825
4-Region: West	62% (325)	10% (54)	27% (142)	520
Watch TV: Every day	63% (715)	8% (87)	29% (329)	1131
Watch TV: Several times per week	71% (320)	7% (31)	23% (102)	452
Watch TV: About once per week	59% (98)	19% (31)	22% (37)	166
Watch TV: Several times per month	49% (53)	22% (24)	29% (32)	108
Watch TV: About once per month	58% (32)	8% (4)	34% (19)	55
Watch TV: Less often than once per month	46% (44)	17% (16)	38% (37)	97
Watch TV: Never	16% (31)	13% (24)	71% (136)	191
Watch Movies: Every day	69% (279)	11% (45)	20% (80)	404
Watch Movies: Several times per week	73% (432)	6% (37)	21% (126)	596
Watch Movies: About once per week	67% (247)	9% (32)	25% (92)	372
Watch Movies: Several times per month	56% (145)	14% (36)	31% (80)	260
Watch Movies: About once per month	51% (82)	16% (25)	33% (53)	160
Watch Movies: Less often than once per month	37% (81)	13% (30)	50% (110)	222
Watch Movies: Never	13% (25)	6% (12)	80% (150)	187
Watch Sporting Events: Every day	68% (113)	13% (22)	18% (30)	165
Watch Sporting Events: Several times per week	66% (225)	9% (31)	25% (87)	342
Watch Sporting Events: About once per week	56% (144)	15% (38)	29% (75)	257
Watch Sporting Events: Several times per month	63% (118)	9% (17)	29% (54)	188
Watch Sporting Events: About once per month	65% (90)	13% (18)	22% (31)	138
Watch Sporting Events: Less often than once per month	59% (198)	8% (28)	33% (112)	339
Watch Sporting Events: Never	52% (405)	8% (64)	39% (303)	772

Continued on next page

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

Demographic	Streaming Services: Currently subscribe		Streaming Services: Subscribed in past		Streaming Services: Never subscribed		Total N
Adults	59%	(1292)	10%	(218)	31%	(691)	2201
Cable TV: Currently subscribe	59%	(598)	7%	(74)	34%	(346)	1018
Cable TV: Subscribed in past	65%	(497)	15%	(111)	20%	(151)	760
Cable TV: Never subscribed	47%	(197)	8%	(32)	46%	(194)	423
Satellite TV: Currently subscribe	60%	(281)	9%	(42)	31%	(146)	470
Satellite TV: Subscribed in past	67%	(388)	16%	(92)	17%	(100)	580
Satellite TV: Never subscribed	54%	(623)	7%	(83)	39%	(446)	1152
Streaming Services: Currently subscribe	100%	(1292)	—	(0)	—	(0)	1292
Streaming Services: Subscribed in past	—	(0)	100%	(218)	—	(0)	218
Streaming Services: Never subscribed	—	(0)	—	(0)	100%	(691)	691
Film: An avid fan	71%	(558)	10%	(75)	20%	(154)	787
Film: A casual fan	58%	(658)	10%	(116)	32%	(368)	1142
Film: Not a fan	28%	(77)	10%	(26)	62%	(170)	272
Television: An avid fan	64%	(666)	8%	(84)	28%	(289)	1039
Television: A casual fan	55%	(550)	11%	(109)	34%	(336)	995
Television: Not a fan	46%	(76)	14%	(24)	40%	(66)	167
Music: An avid fan	68%	(749)	11%	(118)	22%	(242)	1109
Music: A casual fan	52%	(505)	9%	(87)	39%	(384)	975
Music: Not a fan	33%	(38)	11%	(13)	56%	(65)	117
Fashion: An avid fan	70%	(209)	8%	(23)	23%	(68)	300
Fashion: A casual fan	60%	(565)	12%	(113)	28%	(259)	937
Fashion: Not a fan	54%	(518)	8%	(82)	38%	(365)	964

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

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

Demographic	Film: An avid fan	Film: A casual fan	Film: Not a fan	Total N
Adults	36% (787)	52% (1142)	12% (272)	2201
Gender: Male	41% (431)	49% (524)	10% (107)	1062
Gender: Female	31% (355)	54% (618)	15% (166)	1139
Age: 18-29	42% (191)	49% (226)	9% (41)	458
Age: 30-44	39% (219)	51% (283)	9% (53)	555
Age: 45-54	35% (127)	49% (180)	16% (58)	364
Age: 55-64	32% (124)	54% (209)	14% (54)	387
Age: 65+	29% (126)	56% (244)	15% (67)	436
Generation Z: 18-22	42% (78)	49% (92)	9% (17)	186
Millennial: Age 23-38	41% (252)	50% (313)	9% (54)	619
Generation X: Age 39-54	36% (207)	50% (285)	14% (81)	572
Boomers: Age 55-73	31% (225)	55% (398)	15% (106)	729
PID: Dem (no lean)	40% (330)	50% (407)	10% (81)	818
PID: Ind (no lean)	33% (245)	51% (382)	16% (118)	744
PID: Rep (no lean)	33% (212)	55% (353)	12% (74)	639
PID/Gender: Dem Men	47% (189)	46% (187)	7% (28)	404
PID/Gender: Dem Women	34% (142)	53% (220)	13% (53)	414
PID/Gender: Ind Men	35% (126)	50% (181)	15% (52)	359
PID/Gender: Ind Women	31% (119)	52% (201)	17% (66)	385
PID/Gender: Rep Men	39% (117)	52% (156)	9% (26)	299
PID/Gender: Rep Women	28% (95)	58% (197)	14% (48)	340
Ideo: Liberal (1-3)	43% (286)	50% (337)	7% (49)	671
Ideo: Moderate (4)	34% (174)	51% (260)	15% (79)	513
Ideo: Conservative (5-7)	31% (225)	57% (407)	12% (87)	720
Educ: < College	35% (530)	50% (759)	15% (223)	1513
Educ: Bachelors degree	38% (170)	55% (244)	7% (30)	444
Educ: Post-grad	35% (86)	57% (139)	8% (19)	244

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

Film

Demographic	Film: An avid fan		Film: A casual fan		Film: Not a fan		Total N
Adults	36%	(787)	52%	(1142)	12%	(272)	2201
Income: Under 50k	36%	(480)	50%	(659)	14%	(179)	1319
Income: 50k-100k	35%	(210)	54%	(331)	11%	(68)	609
Income: 100k+	35%	(96)	56%	(152)	9%	(25)	274
Ethnicity: White	35%	(603)	52%	(889)	13%	(230)	1722
Ethnicity: Hispanic	43%	(150)	44%	(155)	13%	(44)	350
Ethnicity: Afr. Am.	43%	(118)	50%	(138)	7%	(19)	274
Ethnicity: Other	32%	(66)	56%	(115)	12%	(24)	204
All Christian	34%	(332)	53%	(511)	13%	(123)	967
All Non-Christian	42%	(34)	47%	(38)	11%	(9)	81
Atheist	45%	(40)	48%	(43)	7%	(6)	89
Agnostic/Nothing in particular	36%	(380)	52%	(550)	13%	(134)	1064
Religious Non-Protestant/Catholic	39%	(41)	49%	(52)	12%	(12)	105
Evangelical	34%	(195)	52%	(299)	14%	(83)	577
Non-Evangelical	36%	(292)	53%	(425)	11%	(92)	808
Community: Urban	40%	(231)	52%	(299)	8%	(49)	578
Community: Suburban	37%	(362)	51%	(507)	12%	(117)	986
Community: Rural	30%	(194)	53%	(337)	17%	(107)	637
Employ: Private Sector	39%	(252)	53%	(337)	8%	(50)	639
Employ: Government	27%	(39)	57%	(82)	16%	(24)	144
Employ: Self-Employed	46%	(77)	45%	(77)	9%	(14)	168
Employ: Homemaker	32%	(60)	56%	(103)	12%	(22)	185
Employ: Student	42%	(41)	55%	(54)	3%	(3)	98
Employ: Retired	28%	(139)	54%	(269)	17%	(86)	494
Employ: Unemployed	36%	(93)	47%	(122)	18%	(46)	261
Employ: Other	40%	(85)	47%	(99)	13%	(28)	211
Military HH: Yes	34%	(115)	58%	(198)	8%	(28)	341
Military HH: No	36%	(671)	51%	(944)	13%	(244)	1860
RD/WT: Right Direction	35%	(292)	51%	(426)	14%	(114)	832
RD/WT: Wrong Track	36%	(495)	52%	(716)	12%	(158)	1369
Trump Job Approve	34%	(302)	54%	(477)	13%	(112)	890
Trump Job Disapprove	39%	(452)	51%	(599)	10%	(120)	1172

Continued on next page

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

Demographic	Film: An avid fan		Film: A casual fan		Film: Not a fan		Total N
Adults	36%	(787)	52%	(1142)	12%	(272)	2201
Trump Job Strongly Approve	34%	(165)	52%	(249)	14%	(68)	482
Trump Job Somewhat Approve	34%	(137)	56%	(227)	11%	(44)	408
Trump Job Somewhat Disapprove	35%	(91)	54%	(142)	11%	(29)	262
Trump Job Strongly Disapprove	40%	(362)	50%	(458)	10%	(91)	910
Favorable of Trump	33%	(286)	54%	(469)	13%	(115)	870
Unfavorable of Trump	39%	(466)	50%	(595)	10%	(120)	1181
Very Favorable of Trump	33%	(168)	52%	(261)	14%	(73)	502
Somewhat Favorable of Trump	32%	(119)	56%	(208)	12%	(43)	369
Somewhat Unfavorable of Trump	33%	(62)	58%	(110)	9%	(17)	190
Very Unfavorable of Trump	41%	(404)	49%	(484)	10%	(102)	991
#1 Issue: Economy	39%	(207)	51%	(273)	10%	(51)	530
#1 Issue: Security	34%	(146)	54%	(231)	12%	(53)	429
#1 Issue: Health Care	42%	(153)	47%	(173)	11%	(40)	367
#1 Issue: Medicare / Social Security	30%	(102)	51%	(176)	19%	(65)	343
#1 Issue: Women's Issues	30%	(53)	58%	(102)	13%	(23)	178
#1 Issue: Education	40%	(52)	48%	(63)	12%	(15)	130
#1 Issue: Energy	37%	(42)	59%	(66)	4%	(5)	112
#1 Issue: Other	29%	(32)	52%	(58)	19%	(22)	112
2018 House Vote: Democrat	41%	(328)	52%	(413)	7%	(57)	798
2018 House Vote: Republican	31%	(210)	55%	(371)	13%	(88)	669
2018 House Vote: Someone else	28%	(33)	55%	(65)	17%	(20)	118
2018 House Vote: Didnt Vote	35%	(215)	47%	(291)	17%	(107)	612
2016 Vote: Hillary Clinton	42%	(289)	51%	(354)	8%	(53)	696
2016 Vote: Donald Trump	30%	(208)	56%	(384)	14%	(93)	685
2016 Vote: Someone else	33%	(55)	54%	(89)	13%	(22)	166
2016 Vote: Didnt Vote	36%	(230)	48%	(312)	16%	(102)	644
Voted in 2014: Yes	37%	(496)	52%	(704)	12%	(157)	1356
Voted in 2014: No	34%	(291)	52%	(438)	14%	(116)	845

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

Demographic	Film: An avid fan	Film: A casual fan	Film: Not a fan	Total N
Adults	36% (787)	52% (1142)	12% (272)	2201
2012 Vote: Barack Obama	40% (329)	51% (419)	8% (67)	816
2012 Vote: Mitt Romney	29% (148)	55% (277)	15% (78)	503
2012 Vote: Other	29% (30)	54% (57)	17% (18)	105
2012 Vote: Didn't Vote	36% (277)	50% (386)	14% (109)	772
4-Region: Northeast	40% (156)	51% (199)	10% (39)	394
4-Region: Midwest	35% (163)	53% (245)	12% (54)	462
4-Region: South	35% (290)	51% (417)	14% (117)	825
4-Region: West	34% (177)	54% (281)	12% (62)	520
Watch TV: Every day	42% (474)	47% (535)	11% (122)	1131
Watch TV: Several times per week	35% (157)	58% (261)	8% (34)	452
Watch TV: About once per week	30% (49)	62% (103)	8% (13)	166
Watch TV: Several times per month	35% (37)	54% (58)	11% (12)	108
Watch TV: About once per month	30% (16)	55% (30)	16% (9)	55
Watch TV: Less often than once per month	20% (20)	65% (63)	14% (14)	97
Watch TV: Never	17% (32)	47% (91)	36% (68)	191
Watch Movies: Every day	60% (243)	33% (135)	7% (27)	404
Watch Movies: Several times per week	48% (287)	46% (273)	6% (35)	596
Watch Movies: About once per week	29% (108)	63% (235)	8% (29)	372
Watch Movies: Several times per month	24% (62)	65% (168)	11% (30)	260
Watch Movies: About once per month	17% (28)	66% (106)	17% (27)	160
Watch Movies: Less often than once per month	12% (28)	67% (148)	21% (46)	222
Watch Movies: Never	16% (30)	41% (76)	43% (80)	187
Watch Sporting Events: Every day	53% (87)	42% (69)	5% (9)	165
Watch Sporting Events: Several times per week	45% (154)	48% (165)	7% (24)	342
Watch Sporting Events: About once per week	39% (101)	52% (135)	8% (22)	257
Watch Sporting Events: Several times per month	34% (65)	57% (107)	9% (16)	188
Watch Sporting Events: About once per month	34% (46)	56% (77)	11% (15)	138
Watch Sporting Events: Less often than once per month	31% (104)	58% (197)	11% (38)	339
Watch Sporting Events: Never	30% (230)	51% (393)	19% (149)	772

Continued on next page

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

Demographic	Film: An avid fan	Film: A casual fan	Film: Not a fan	Total N
Adults	36% (787)	52% (1142)	12% (272)	2201
Cable TV: Currently subscribe	38% (385)	52% (529)	10% (104)	1018
Cable TV: Subscribed in past	39% (295)	52% (396)	9% (68)	760
Cable TV: Never subscribed	25% (107)	51% (216)	24% (101)	423
Satellite TV: Currently subscribe	36% (171)	55% (258)	9% (41)	470
Satellite TV: Subscribed in past	39% (228)	50% (293)	10% (59)	580
Satellite TV: Never subscribed	34% (388)	51% (591)	15% (172)	1152
Streaming Services: Currently subscribe	43% (558)	51% (658)	6% (77)	1292
Streaming Services: Subscribed in past	35% (75)	54% (116)	12% (26)	218
Streaming Services: Never subscribed	22% (154)	53% (368)	25% (170)	691
Film: An avid fan	100% (787)	— (0)	— (0)	787
Film: A casual fan	— (0)	100% (1142)	— (0)	1142
Film: Not a fan	— (0)	— (0)	100% (272)	272
Television: An avid fan	55% (570)	39% (404)	6% (65)	1039
Television: A casual fan	19% (191)	68% (676)	13% (128)	995
Television: Not a fan	15% (26)	37% (62)	48% (79)	167
Music: An avid fan	52% (574)	40% (448)	8% (86)	1109
Music: A casual fan	20% (195)	67% (658)	13% (122)	975
Music: Not a fan	15% (17)	31% (36)	55% (64)	117
Fashion: An avid fan	59% (177)	35% (105)	6% (18)	300
Fashion: A casual fan	36% (342)	56% (529)	7% (66)	937
Fashion: Not a fan	28% (268)	53% (508)	20% (188)	964

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

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

Television

Demographic	Television: An avid fan		Television: A casual fan		Television: Not a fan		Total N
Adults	47%	(1039)	45%	(995)	8%	(167)	2201
Gender: Male	47%	(496)	46%	(487)	7%	(79)	1062
Gender: Female	48%	(543)	45%	(508)	8%	(87)	1139
Age: 18-29	44%	(200)	45%	(205)	12%	(53)	458
Age: 30-44	44%	(244)	49%	(272)	7%	(38)	555
Age: 45-54	51%	(186)	41%	(151)	8%	(28)	364
Age: 55-64	48%	(184)	46%	(179)	6%	(24)	387
Age: 65+	52%	(225)	43%	(188)	5%	(23)	436
Generation Z: 18-22	44%	(82)	42%	(79)	14%	(26)	186
Millennial: Age 23-38	43%	(265)	48%	(300)	9%	(54)	619
Generation X: Age 39-54	50%	(283)	44%	(249)	7%	(39)	572
Boomers: Age 55-73	50%	(364)	44%	(322)	6%	(43)	729
PID: Dem (no lean)	53%	(433)	42%	(343)	5%	(41)	818
PID: Ind (no lean)	39%	(290)	50%	(371)	11%	(84)	744
PID: Rep (no lean)	49%	(316)	44%	(281)	7%	(42)	639
PID/Gender: Dem Men	52%	(210)	43%	(175)	5%	(20)	404
PID/Gender: Dem Women	54%	(224)	41%	(168)	5%	(22)	414
PID/Gender: Ind Men	40%	(142)	50%	(179)	10%	(38)	359
PID/Gender: Ind Women	38%	(148)	50%	(191)	12%	(46)	385
PID/Gender: Rep Men	48%	(145)	44%	(133)	7%	(22)	299
PID/Gender: Rep Women	50%	(171)	44%	(149)	6%	(20)	340
Ideo: Liberal (1-3)	50%	(338)	44%	(295)	6%	(38)	671
Ideo: Moderate (4)	52%	(266)	42%	(217)	6%	(30)	513
Ideo: Conservative (5-7)	45%	(325)	48%	(343)	7%	(51)	720
Educ: < College	47%	(707)	45%	(685)	8%	(120)	1513
Educ: Bachelors degree	50%	(224)	43%	(193)	6%	(27)	444
Educ: Post-grad	44%	(108)	48%	(117)	8%	(19)	244

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

Television

Demographic	Television: An avid fan		Television: A casual fan		Television: Not a fan		Total N
Adults	47%	(1039)	45%	(995)	8%	(167)	2201
Income: Under 50k	46%	(608)	46%	(606)	8%	(105)	1319
Income: 50k-100k	50%	(302)	43%	(264)	7%	(43)	609
Income: 100k+	47%	(129)	46%	(126)	7%	(19)	274
Ethnicity: White	48%	(826)	45%	(783)	7%	(114)	1722
Ethnicity: Hispanic	44%	(153)	43%	(150)	13%	(46)	350
Ethnicity: Afr. Am.	52%	(144)	41%	(113)	6%	(17)	274
Ethnicity: Other	34%	(70)	48%	(99)	17%	(35)	204
All Christian	50%	(483)	44%	(422)	6%	(61)	967
All Non-Christian	57%	(46)	40%	(32)	3%	(3)	81
Atheist	39%	(34)	48%	(43)	13%	(12)	89
Agnostic/Nothing in particular	45%	(475)	47%	(498)	9%	(91)	1064
Religious Non-Protestant/Catholic	51%	(53)	41%	(43)	9%	(9)	105
Evangelical	47%	(273)	47%	(269)	6%	(35)	577
Non-Evangelical	51%	(413)	43%	(349)	6%	(47)	808
Community: Urban	45%	(261)	46%	(263)	9%	(54)	578
Community: Suburban	50%	(497)	43%	(424)	7%	(64)	986
Community: Rural	44%	(281)	48%	(308)	8%	(48)	637
Employ: Private Sector	48%	(306)	47%	(298)	5%	(35)	639
Employ: Government	40%	(58)	45%	(65)	15%	(22)	144
Employ: Self-Employed	41%	(69)	47%	(78)	13%	(21)	168
Employ: Homemaker	47%	(87)	50%	(92)	3%	(6)	185
Employ: Student	46%	(45)	48%	(47)	5%	(5)	98
Employ: Retired	52%	(256)	40%	(199)	8%	(39)	494
Employ: Unemployed	44%	(114)	48%	(125)	8%	(22)	261
Employ: Other	49%	(104)	43%	(91)	8%	(16)	211
Military HH: Yes	51%	(174)	42%	(144)	7%	(23)	341
Military HH: No	47%	(865)	46%	(851)	8%	(143)	1860
RD/WT: Right Direction	48%	(397)	45%	(375)	7%	(60)	832
RD/WT: Wrong Track	47%	(642)	45%	(620)	8%	(107)	1369
Trump Job Approve	46%	(412)	47%	(416)	7%	(62)	890
Trump Job Disapprove	50%	(582)	44%	(515)	6%	(75)	1172

Continued on next page

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

Demographic	Television: An avid fan		Television: A casual fan		Television: Not a fan		Total N
Adults	47%	(1039)	45%	(995)	8%	(167)	2201
Trump Job Strongly Approve	49%	(234)	45%	(216)	7%	(32)	482
Trump Job Somewhat Approve	44%	(178)	49%	(200)	7%	(30)	408
Trump Job Somewhat Disapprove	47%	(124)	47%	(123)	6%	(15)	262
Trump Job Strongly Disapprove	50%	(458)	43%	(392)	7%	(60)	910
Favorable of Trump	46%	(403)	47%	(409)	7%	(58)	870
Unfavorable of Trump	49%	(581)	44%	(521)	7%	(79)	1181
Very Favorable of Trump	49%	(245)	45%	(223)	7%	(34)	502
Somewhat Favorable of Trump	43%	(159)	50%	(186)	7%	(24)	369
Somewhat Unfavorable of Trump	52%	(99)	42%	(80)	6%	(11)	190
Very Unfavorable of Trump	49%	(482)	45%	(441)	7%	(68)	991
#1 Issue: Economy	46%	(245)	47%	(249)	7%	(37)	530
#1 Issue: Security	48%	(207)	45%	(194)	7%	(28)	429
#1 Issue: Health Care	52%	(190)	42%	(154)	6%	(23)	367
#1 Issue: Medicare / Social Security	55%	(188)	40%	(139)	5%	(17)	343
#1 Issue: Women's Issues	41%	(73)	46%	(81)	13%	(24)	178
#1 Issue: Education	43%	(56)	48%	(62)	9%	(12)	130
#1 Issue: Energy	36%	(41)	59%	(66)	5%	(5)	112
#1 Issue: Other	36%	(40)	45%	(50)	20%	(22)	112
2018 House Vote: Democrat	54%	(428)	41%	(324)	6%	(46)	798
2018 House Vote: Republican	46%	(311)	48%	(319)	6%	(39)	669
2018 House Vote: Someone else	37%	(43)	47%	(56)	16%	(19)	118
2018 House Vote: Didnt Vote	42%	(254)	48%	(295)	10%	(63)	612
2016 Vote: Hillary Clinton	55%	(382)	40%	(278)	5%	(36)	696
2016 Vote: Donald Trump	48%	(330)	46%	(316)	6%	(38)	685
2016 Vote: Someone else	38%	(64)	52%	(87)	9%	(15)	166
2016 Vote: Didnt Vote	40%	(259)	48%	(310)	12%	(76)	644
Voted in 2014: Yes	50%	(684)	44%	(595)	6%	(76)	1356
Voted in 2014: No	42%	(355)	47%	(400)	11%	(90)	845

Continued on next page

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

Television

Demographic	Television: An avid fan		Television: A casual fan		Television: Not a fan		Total N
Adults	47%	(1039)	45%	(995)	8%	(167)	2201
2012 Vote: Barack Obama	53%	(437)	41%	(337)	5%	(43)	816
2012 Vote: Mitt Romney	48%	(241)	47%	(237)	5%	(25)	503
2012 Vote: Other	45%	(48)	44%	(47)	10%	(11)	105
2012 Vote: Didn't Vote	41%	(313)	48%	(372)	11%	(86)	772
4-Region: Northeast	53%	(208)	41%	(160)	7%	(26)	394
4-Region: Midwest	50%	(231)	45%	(210)	5%	(22)	462
4-Region: South	48%	(396)	45%	(372)	7%	(57)	825
4-Region: West	39%	(205)	49%	(253)	12%	(62)	520
Watch TV: Every day	62%	(707)	35%	(398)	2%	(27)	1131
Watch TV: Several times per week	38%	(172)	57%	(260)	5%	(21)	452
Watch TV: About once per week	28%	(47)	60%	(100)	11%	(19)	166
Watch TV: Several times per month	28%	(31)	58%	(62)	14%	(15)	108
Watch TV: About once per month	21%	(12)	59%	(32)	20%	(11)	55
Watch TV: Less often than once per month	24%	(24)	56%	(55)	19%	(19)	97
Watch TV: Never	25%	(48)	46%	(88)	29%	(56)	191
Watch Movies: Every day	60%	(242)	35%	(143)	5%	(19)	404
Watch Movies: Several times per week	56%	(336)	39%	(231)	5%	(29)	596
Watch Movies: About once per week	45%	(167)	50%	(187)	5%	(18)	372
Watch Movies: Several times per month	33%	(85)	56%	(146)	11%	(29)	260
Watch Movies: About once per month	39%	(63)	54%	(87)	7%	(11)	160
Watch Movies: Less often than once per month	36%	(79)	55%	(121)	10%	(21)	222
Watch Movies: Never	36%	(67)	43%	(80)	21%	(40)	187
Watch Sporting Events: Every day	66%	(109)	34%	(55)	—	(1)	165
Watch Sporting Events: Several times per week	57%	(195)	41%	(140)	2%	(8)	342
Watch Sporting Events: About once per week	52%	(133)	43%	(112)	5%	(13)	257
Watch Sporting Events: Several times per month	44%	(82)	49%	(93)	7%	(13)	188
Watch Sporting Events: About once per month	45%	(62)	47%	(65)	8%	(11)	138
Watch Sporting Events: Less often than once per month	45%	(152)	47%	(158)	8%	(28)	339
Watch Sporting Events: Never	40%	(307)	48%	(372)	12%	(93)	772

Continued on next page

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

Demographic	Television: An avid fan		Television: A casual fan		Television: Not a fan		Total N
Adults	47%	(1039)	45%	(995)	8%	(167)	2201
Cable TV: Currently subscribe	56%	(572)	39%	(402)	4%	(44)	1018
Cable TV: Subscribed in past	44%	(333)	49%	(372)	7%	(55)	760
Cable TV: Never subscribed	32%	(134)	52%	(221)	16%	(68)	423
Satellite TV: Currently subscribe	55%	(257)	40%	(188)	5%	(24)	470
Satellite TV: Subscribed in past	45%	(261)	47%	(275)	7%	(43)	580
Satellite TV: Never subscribed	45%	(521)	46%	(532)	9%	(99)	1152
Streaming Services: Currently subscribe	52%	(666)	43%	(550)	6%	(76)	1292
Streaming Services: Subscribed in past	39%	(84)	50%	(109)	11%	(24)	218
Streaming Services: Never subscribed	42%	(289)	49%	(336)	10%	(66)	691
Film: An avid fan	72%	(570)	24%	(191)	3%	(26)	787
Film: A casual fan	35%	(404)	59%	(676)	5%	(62)	1142
Film: Not a fan	24%	(65)	47%	(128)	29%	(79)	272
Television: An avid fan	100%	(1039)	—	(0)	—	(0)	1039
Television: A casual fan	—	(0)	100%	(995)	—	(0)	995
Television: Not a fan	—	(0)	—	(0)	100%	(167)	167
Music: An avid fan	60%	(663)	34%	(381)	6%	(65)	1109
Music: A casual fan	35%	(338)	60%	(583)	6%	(55)	975
Music: Not a fan	33%	(39)	27%	(31)	40%	(47)	117
Fashion: An avid fan	70%	(211)	27%	(81)	3%	(8)	300
Fashion: A casual fan	49%	(461)	46%	(432)	5%	(44)	937
Fashion: Not a fan	38%	(367)	50%	(482)	12%	(115)	964

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

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

Music

Demographic	Music: An avid fan		Music: A casual fan		Music: Not a fan		Total N
Adults	50%	(1109)	44%	(975)	5%	(117)	2201
Gender: Male	50%	(529)	44%	(471)	6%	(62)	1062
Gender: Female	51%	(580)	44%	(504)	5%	(54)	1139
Age: 18-29	66%	(301)	31%	(141)	4%	(16)	458
Age: 30-44	55%	(305)	43%	(238)	2%	(13)	555
Age: 45-54	55%	(201)	38%	(139)	7%	(24)	364
Age: 55-64	43%	(167)	51%	(196)	6%	(24)	387
Age: 65+	31%	(135)	60%	(262)	9%	(39)	436
Generation Z: 18-22	68%	(126)	30%	(56)	2%	(4)	186
Millennial: Age 23-38	60%	(372)	37%	(228)	3%	(19)	619
Generation X: Age 39-54	54%	(308)	41%	(233)	5%	(30)	572
Boomers: Age 55-73	36%	(264)	56%	(408)	8%	(57)	729
PID: Dem (no lean)	53%	(430)	43%	(355)	4%	(33)	818
PID: Ind (no lean)	53%	(392)	41%	(305)	6%	(47)	744
PID: Rep (no lean)	45%	(287)	49%	(315)	6%	(36)	639
PID/Gender: Dem Men	55%	(222)	42%	(169)	3%	(13)	404
PID/Gender: Dem Women	50%	(208)	45%	(186)	5%	(20)	414
PID/Gender: Ind Men	48%	(171)	44%	(159)	8%	(29)	359
PID/Gender: Ind Women	57%	(220)	38%	(147)	5%	(18)	385
PID/Gender: Rep Men	45%	(135)	48%	(144)	7%	(20)	299
PID/Gender: Rep Women	45%	(152)	51%	(172)	5%	(16)	340
Ideo: Liberal (1-3)	55%	(367)	41%	(278)	4%	(26)	671
Ideo: Moderate (4)	50%	(258)	43%	(223)	6%	(32)	513
Ideo: Conservative (5-7)	45%	(322)	50%	(359)	5%	(38)	720
Educ: < College	51%	(771)	44%	(665)	5%	(77)	1513
Educ: Bachelors degree	50%	(220)	44%	(196)	6%	(28)	444
Educ: Post-grad	48%	(118)	47%	(115)	5%	(11)	244

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

Music

Demographic	Music: An avid fan	Music: A casual fan	Music: Not a fan	Total N
Adults	50% (1109)	44% (975)	5% (117)	2201
Income: Under 50k	52% (682)	43% (572)	5% (65)	1319
Income: 50k-100k	48% (291)	47% (284)	6% (34)	609
Income: 100k+	50% (136)	44% (120)	7% (18)	274
Ethnicity: White	48% (831)	46% (799)	5% (93)	1722
Ethnicity: Hispanic	51% (178)	47% (165)	2% (7)	350
Ethnicity: Afr. Am.	63% (173)	33% (91)	4% (10)	274
Ethnicity: Other	51% (105)	42% (85)	7% (14)	204
All Christian	44% (421)	51% (490)	6% (56)	967
All Non-Christian	51% (41)	45% (36)	5% (4)	81
Atheist	49% (43)	43% (38)	8% (7)	89
Agnostic/Nothing in particular	57% (603)	39% (411)	5% (50)	1064
Religious Non-Protestant/Catholic	49% (52)	45% (47)	5% (6)	105
Evangelical	49% (284)	46% (268)	4% (25)	577
Non-Evangelical	47% (384)	47% (383)	5% (42)	808
Community: Urban	55% (321)	40% (233)	4% (24)	578
Community: Suburban	49% (480)	46% (452)	5% (54)	986
Community: Rural	48% (308)	46% (290)	6% (38)	637
Employ: Private Sector	55% (354)	42% (272)	2% (14)	639
Employ: Government	46% (66)	50% (73)	4% (5)	144
Employ: Self-Employed	60% (101)	31% (53)	8% (14)	168
Employ: Homemaker	55% (102)	42% (78)	3% (5)	185
Employ: Student	70% (68)	29% (28)	2% (2)	98
Employ: Retired	31% (155)	58% (286)	11% (53)	494
Employ: Unemployed	54% (141)	40% (106)	6% (15)	261
Employ: Other	57% (121)	38% (80)	5% (10)	211
Military HH: Yes	46% (159)	47% (160)	7% (22)	341
Military HH: No	51% (950)	44% (815)	5% (94)	1860
RD/WT: Right Direction	48% (400)	46% (385)	6% (48)	832
RD/WT: Wrong Track	52% (709)	43% (590)	5% (69)	1369
Trump Job Approve	46% (410)	49% (436)	5% (44)	890
Trump Job Disapprove	53% (627)	42% (493)	4% (52)	1172

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

Music

Demographic	Music: An avid fan	Music: A casual fan	Music: Not a fan	Total N
Adults	50% (1109)	44% (975)	5% (117)	2201
Trump Job Strongly Approve	47% (228)	47% (226)	6% (28)	482
Trump Job Somewhat Approve	45% (182)	51% (210)	4% (16)	408
Trump Job Somewhat Disapprove	55% (144)	42% (109)	3% (8)	262
Trump Job Strongly Disapprove	53% (483)	42% (384)	5% (44)	910
Favorable of Trump	46% (397)	49% (428)	5% (45)	870
Unfavorable of Trump	54% (640)	41% (488)	4% (52)	1181
Very Favorable of Trump	48% (243)	46% (233)	5% (26)	502
Somewhat Favorable of Trump	42% (155)	53% (195)	5% (19)	369
Somewhat Unfavorable of Trump	56% (105)	40% (76)	4% (9)	190
Very Unfavorable of Trump	54% (534)	42% (412)	4% (44)	991
#1 Issue: Economy	56% (296)	41% (218)	3% (17)	530
#1 Issue: Security	46% (197)	50% (216)	4% (16)	429
#1 Issue: Health Care	53% (196)	41% (152)	5% (19)	367
#1 Issue: Medicare / Social Security	34% (118)	56% (192)	10% (33)	343
#1 Issue: Women's Issues	61% (108)	34% (61)	5% (9)	178
#1 Issue: Education	55% (71)	41% (53)	4% (5)	130
#1 Issue: Energy	60% (67)	37% (42)	3% (3)	112
#1 Issue: Other	51% (57)	37% (41)	13% (14)	112
2018 House Vote: Democrat	51% (406)	44% (351)	5% (41)	798
2018 House Vote: Republican	44% (292)	51% (342)	5% (35)	669
2018 House Vote: Someone else	47% (56)	48% (57)	5% (5)	118
2018 House Vote: Didnt Vote	58% (352)	37% (225)	6% (35)	612
2016 Vote: Hillary Clinton	52% (365)	43% (297)	5% (33)	696
2016 Vote: Donald Trump	41% (283)	53% (366)	5% (36)	685
2016 Vote: Someone else	50% (83)	46% (77)	3% (6)	166
2016 Vote: Didnt Vote	58% (372)	36% (231)	6% (41)	644
Voted in 2014: Yes	47% (634)	48% (653)	5% (69)	1356
Voted in 2014: No	56% (475)	38% (322)	6% (48)	845

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

Music

Demographic	Music: An avid fan	Music: A casual fan	Music: Not a fan	Total N
Adults	50% (1109)	44% (975)	5% (117)	2201
2012 Vote: Barack Obama	50% (405)	46% (372)	5% (40)	816
2012 Vote: Mitt Romney	40% (200)	54% (273)	6% (30)	503
2012 Vote: Other	46% (49)	49% (51)	5% (6)	105
2012 Vote: Didn't Vote	59% (453)	36% (278)	5% (40)	772
4-Region: Northeast	55% (218)	40% (156)	5% (20)	394
4-Region: Midwest	50% (231)	44% (204)	6% (28)	462
4-Region: South	49% (408)	46% (380)	4% (37)	825
4-Region: West	48% (252)	45% (236)	6% (33)	520
Watch TV: Every day	54% (606)	42% (474)	5% (51)	1131
Watch TV: Several times per week	48% (215)	48% (219)	4% (19)	452
Watch TV: About once per week	52% (86)	45% (74)	3% (5)	166
Watch TV: Several times per month	52% (56)	41% (45)	7% (7)	108
Watch TV: About once per month	53% (29)	41% (22)	7% (4)	55
Watch TV: Less often than once per month	43% (42)	52% (51)	5% (5)	97
Watch TV: Never	39% (74)	47% (91)	14% (26)	191
Watch Movies: Every day	64% (260)	32% (130)	3% (14)	404
Watch Movies: Several times per week	56% (333)	41% (246)	3% (16)	596
Watch Movies: About once per week	48% (180)	46% (171)	5% (20)	372
Watch Movies: Several times per month	44% (116)	50% (130)	6% (15)	260
Watch Movies: About once per month	52% (83)	45% (72)	3% (5)	160
Watch Movies: Less often than once per month	33% (73)	60% (133)	7% (15)	222
Watch Movies: Never	34% (63)	50% (93)	17% (31)	187
Watch Sporting Events: Every day	69% (114)	29% (48)	1% (2)	165
Watch Sporting Events: Several times per week	53% (181)	42% (145)	5% (16)	342
Watch Sporting Events: About once per week	48% (123)	49% (127)	3% (7)	257
Watch Sporting Events: Several times per month	54% (101)	43% (80)	4% (7)	188
Watch Sporting Events: About once per month	58% (80)	40% (55)	2% (3)	138
Watch Sporting Events: Less often than once per month	49% (164)	47% (158)	5% (16)	339
Watch Sporting Events: Never	45% (344)	47% (362)	9% (66)	772

Continued on next page

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

Music

Demographic	Music: An avid fan	Music: A casual fan	Music: Not a fan	Total N
Adults	50% (1109)	44% (975)	5% (117)	2201
Cable TV: Currently subscribe	51% (523)	44% (451)	4% (44)	1018
Cable TV: Subscribed in past	52% (395)	43% (330)	5% (35)	760
Cable TV: Never subscribed	45% (191)	46% (195)	9% (38)	423
Satellite TV: Currently subscribe	49% (230)	47% (221)	4% (19)	470
Satellite TV: Subscribed in past	55% (320)	40% (233)	5% (28)	580
Satellite TV: Never subscribed	49% (559)	45% (522)	6% (70)	1152
Streaming Services: Currently subscribe	58% (749)	39% (505)	3% (38)	1292
Streaming Services: Subscribed in past	54% (118)	40% (87)	6% (13)	218
Streaming Services: Never subscribed	35% (242)	56% (384)	9% (65)	691
Film: An avid fan	73% (574)	25% (195)	2% (17)	787
Film: A casual fan	39% (448)	58% (658)	3% (36)	1142
Film: Not a fan	32% (86)	45% (122)	23% (64)	272
Television: An avid fan	64% (663)	32% (338)	4% (39)	1039
Television: A casual fan	38% (381)	59% (583)	3% (31)	995
Television: Not a fan	39% (65)	33% (55)	28% (47)	167
Music: An avid fan	100% (1109)	— (0)	— (0)	1109
Music: A casual fan	— (0)	100% (975)	— (0)	975
Music: Not a fan	— (0)	— (0)	100% (117)	117
Fashion: An avid fan	85% (256)	14% (42)	— (1)	300
Fashion: A casual fan	52% (483)	47% (437)	2% (17)	937
Fashion: Not a fan	38% (370)	51% (496)	10% (99)	964

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

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

Fashion

Demographic	Fashion: An avid fan		Fashion: A casual fan		Fashion: Not a fan		Total N
Adults	14%	(300)	43%	(937)	44%	(964)	2201
Gender: Male	9%	(98)	32%	(337)	59%	(627)	1062
Gender: Female	18%	(202)	53%	(600)	30%	(337)	1139
Age: 18-29	25%	(113)	48%	(219)	28%	(127)	458
Age: 30-44	13%	(74)	44%	(242)	43%	(239)	555
Age: 45-54	12%	(45)	46%	(168)	42%	(152)	364
Age: 55-64	9%	(33)	39%	(152)	52%	(202)	387
Age: 65+	8%	(36)	36%	(156)	56%	(245)	436
Generation Z: 18-22	25%	(47)	52%	(96)	23%	(43)	186
Millennial: Age 23-38	18%	(114)	46%	(284)	36%	(221)	619
Generation X: Age 39-54	12%	(69)	43%	(249)	44%	(254)	572
Boomers: Age 55-73	8%	(58)	38%	(278)	54%	(393)	729
PID: Dem (no lean)	18%	(150)	47%	(386)	34%	(282)	818
PID: Ind (no lean)	11%	(80)	40%	(298)	49%	(366)	744
PID: Rep (no lean)	11%	(69)	40%	(253)	50%	(317)	639
PID/Gender: Dem Men	13%	(52)	41%	(165)	46%	(187)	404
PID/Gender: Dem Women	24%	(98)	53%	(221)	23%	(95)	414
PID/Gender: Ind Men	8%	(28)	29%	(102)	64%	(229)	359
PID/Gender: Ind Women	13%	(52)	51%	(196)	36%	(137)	385
PID/Gender: Rep Men	6%	(18)	23%	(69)	71%	(212)	299
PID/Gender: Rep Women	15%	(51)	54%	(184)	31%	(105)	340
Ideo: Liberal (1-3)	17%	(117)	49%	(329)	34%	(226)	671
Ideo: Moderate (4)	11%	(58)	42%	(217)	46%	(238)	513
Ideo: Conservative (5-7)	12%	(88)	35%	(255)	52%	(377)	720
Educ: < College	13%	(201)	45%	(676)	42%	(635)	1513
Educ: Bachelors degree	15%	(65)	39%	(175)	46%	(204)	444
Educ: Post-grad	14%	(34)	35%	(86)	51%	(125)	244

Continued on next page

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

Fashion

Demographic	Fashion: An avid fan		Fashion: A casual fan		Fashion: Not a fan		Total N
Adults	14%	(300)	43%	(937)	44%	(964)	2201
Income: Under 50k	13%	(173)	43%	(570)	44%	(575)	1319
Income: 50k-100k	14%	(84)	45%	(273)	41%	(252)	609
Income: 100k+	16%	(43)	34%	(94)	50%	(137)	274
Ethnicity: White	11%	(184)	41%	(698)	49%	(841)	1722
Ethnicity: Hispanic	15%	(53)	50%	(176)	35%	(121)	350
Ethnicity: Afr. Am.	28%	(76)	53%	(144)	20%	(54)	274
Ethnicity: Other	20%	(40)	46%	(94)	34%	(70)	204
All Christian	11%	(108)	39%	(381)	49%	(477)	967
All Non-Christian	28%	(23)	45%	(37)	27%	(22)	81
Atheist	9%	(8)	37%	(33)	54%	(47)	89
Agnostic/Nothing in particular	15%	(161)	46%	(486)	39%	(418)	1064
Religious Non-Protestant/Catholic	24%	(25)	47%	(49)	29%	(31)	105
Evangelical	16%	(92)	43%	(251)	41%	(234)	577
Non-Evangelical	11%	(92)	40%	(323)	49%	(394)	808
Community: Urban	20%	(115)	43%	(246)	38%	(218)	578
Community: Suburban	14%	(135)	43%	(419)	44%	(432)	986
Community: Rural	8%	(50)	43%	(272)	49%	(315)	637
Employ: Private Sector	14%	(92)	45%	(289)	41%	(259)	639
Employ: Government	17%	(25)	42%	(61)	41%	(59)	144
Employ: Self-Employed	16%	(28)	41%	(69)	42%	(71)	168
Employ: Homemaker	14%	(27)	52%	(97)	33%	(61)	185
Employ: Student	34%	(33)	47%	(45)	19%	(19)	98
Employ: Retired	7%	(32)	35%	(172)	59%	(290)	494
Employ: Unemployed	14%	(37)	40%	(105)	46%	(119)	261
Employ: Other	13%	(27)	47%	(99)	40%	(85)	211
Military HH: Yes	10%	(34)	39%	(132)	52%	(176)	341
Military HH: No	14%	(266)	43%	(805)	42%	(788)	1860
RD/WT: Right Direction	14%	(113)	38%	(316)	48%	(403)	832
RD/WT: Wrong Track	14%	(187)	45%	(621)	41%	(561)	1369
Trump Job Approve	12%	(106)	36%	(324)	52%	(460)	890
Trump Job Disapprove	15%	(181)	47%	(548)	38%	(442)	1172

Continued on next page

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

Fashion

Demographic	Fashion: An avid fan	Fashion: A casual fan	Fashion: Not a fan	Total N
Adults	14% (300)	43% (937)	44% (964)	2201
Trump Job Strongly Approve	13% (63)	36% (172)	51% (247)	482
Trump Job Somewhat Approve	11% (43)	37% (151)	52% (213)	408
Trump Job Somewhat Disapprove	16% (41)	51% (133)	34% (88)	262
Trump Job Strongly Disapprove	15% (141)	46% (416)	39% (354)	910
Favorable of Trump	12% (107)	36% (314)	52% (450)	870
Unfavorable of Trump	15% (173)	47% (550)	39% (457)	1181
Very Favorable of Trump	15% (76)	35% (174)	50% (251)	502
Somewhat Favorable of Trump	8% (30)	38% (140)	54% (199)	369
Somewhat Unfavorable of Trump	12% (23)	50% (95)	38% (71)	190
Very Unfavorable of Trump	15% (150)	46% (455)	39% (386)	991
#1 Issue: Economy	14% (77)	40% (210)	46% (244)	530
#1 Issue: Security	14% (61)	33% (140)	53% (228)	429
#1 Issue: Health Care	13% (47)	48% (176)	39% (144)	367
#1 Issue: Medicare / Social Security	7% (23)	44% (151)	49% (169)	343
#1 Issue: Women's Issues	24% (42)	53% (94)	24% (42)	178
#1 Issue: Education	18% (23)	53% (69)	29% (37)	130
#1 Issue: Energy	11% (13)	50% (56)	38% (43)	112
#1 Issue: Other	12% (14)	37% (41)	51% (57)	112
2018 House Vote: Democrat	18% (140)	45% (356)	38% (302)	798
2018 House Vote: Republican	11% (74)	34% (226)	55% (370)	669
2018 House Vote: Someone else	9% (10)	48% (56)	43% (51)	118
2018 House Vote: Didnt Vote	12% (76)	48% (297)	39% (240)	612
2016 Vote: Hillary Clinton	17% (118)	44% (307)	39% (271)	696
2016 Vote: Donald Trump	10% (69)	36% (247)	54% (370)	685
2016 Vote: Someone else	7% (12)	44% (73)	48% (80)	166
2016 Vote: Didnt Vote	16% (101)	47% (301)	38% (242)	644
Voted in 2014: Yes	13% (170)	40% (547)	47% (639)	1356
Voted in 2014: No	15% (130)	46% (390)	38% (325)	845

Continued on next page

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

Fashion

Demographic	Fashion: An avid fan		Fashion: A casual fan		Fashion: Not a fan		Total N
Adults	14%	(300)	43%	(937)	44%	(964)	2201
2012 Vote: Barack Obama	15%	(120)	46%	(375)	39%	(321)	816
2012 Vote: Mitt Romney	9%	(47)	34%	(172)	57%	(285)	503
2012 Vote: Other	5%	(5)	26%	(28)	69%	(73)	105
2012 Vote: Didn't Vote	17%	(129)	47%	(361)	37%	(282)	772
4-Region: Northeast	14%	(55)	42%	(167)	44%	(171)	394
4-Region: Midwest	13%	(60)	40%	(185)	47%	(218)	462
4-Region: South	14%	(117)	42%	(345)	44%	(363)	825
4-Region: West	13%	(68)	46%	(240)	41%	(212)	520
Watch TV: Every day	17%	(191)	43%	(481)	41%	(459)	1131
Watch TV: Several times per week	12%	(52)	45%	(202)	44%	(198)	452
Watch TV: About once per week	10%	(17)	51%	(84)	39%	(65)	166
Watch TV: Several times per month	11%	(12)	45%	(49)	44%	(48)	108
Watch TV: About once per month	10%	(6)	40%	(22)	50%	(27)	55
Watch TV: Less often than once per month	7%	(7)	44%	(43)	49%	(48)	97
Watch TV: Never	8%	(15)	29%	(56)	63%	(120)	191
Watch Movies: Every day	22%	(88)	42%	(170)	36%	(146)	404
Watch Movies: Several times per week	14%	(84)	48%	(285)	38%	(226)	596
Watch Movies: About once per week	14%	(53)	42%	(154)	44%	(164)	372
Watch Movies: Several times per month	10%	(27)	45%	(116)	45%	(117)	260
Watch Movies: About once per month	11%	(17)	39%	(62)	51%	(81)	160
Watch Movies: Less often than once per month	7%	(15)	43%	(95)	50%	(112)	222
Watch Movies: Never	8%	(15)	29%	(54)	63%	(117)	187
Watch Sporting Events: Every day	23%	(39)	42%	(69)	35%	(57)	165
Watch Sporting Events: Several times per week	14%	(48)	35%	(120)	51%	(174)	342
Watch Sporting Events: About once per week	17%	(45)	43%	(110)	40%	(102)	257
Watch Sporting Events: Several times per month	12%	(22)	48%	(91)	40%	(75)	188
Watch Sporting Events: About once per month	15%	(21)	42%	(57)	43%	(60)	138
Watch Sporting Events: Less often than once per month	12%	(41)	46%	(157)	41%	(140)	339
Watch Sporting Events: Never	11%	(84)	43%	(333)	46%	(355)	772

Continued on next page

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

Fashion

Demographic	Fashion: An avid fan		Fashion: A casual fan		Fashion: Not a fan		Total N
Adults	14%	(300)	43%	(937)	44%	(964)	2201
Cable TV: Currently subscribe	15%	(157)	43%	(440)	41%	(421)	1018
Cable TV: Subscribed in past	12%	(90)	45%	(339)	44%	(331)	760
Cable TV: Never subscribed	12%	(53)	37%	(158)	50%	(213)	423
Satellite TV: Currently subscribe	16%	(75)	42%	(199)	42%	(196)	470
Satellite TV: Subscribed in past	13%	(75)	43%	(248)	44%	(257)	580
Satellite TV: Never subscribed	13%	(150)	43%	(490)	44%	(511)	1152
Streaming Services: Currently subscribe	16%	(209)	44%	(565)	40%	(518)	1292
Streaming Services: Subscribed in past	10%	(23)	52%	(113)	37%	(82)	218
Streaming Services: Never subscribed	10%	(68)	37%	(259)	53%	(365)	691
Film: An avid fan	22%	(177)	43%	(342)	34%	(268)	787
Film: A casual fan	9%	(105)	46%	(529)	44%	(508)	1142
Film: Not a fan	7%	(18)	24%	(66)	69%	(188)	272
Television: An avid fan	20%	(211)	44%	(461)	35%	(367)	1039
Television: A casual fan	8%	(81)	43%	(432)	48%	(482)	995
Television: Not a fan	5%	(8)	26%	(44)	69%	(115)	167
Music: An avid fan	23%	(256)	44%	(483)	33%	(370)	1109
Music: A casual fan	4%	(42)	45%	(437)	51%	(496)	975
Music: Not a fan	1%	(1)	14%	(17)	85%	(99)	117
Fashion: An avid fan	100%	(300)	—	(0)	—	(0)	300
Fashion: A casual fan	—	(0)	100%	(937)	—	(0)	937
Fashion: Not a fan	—	(0)	—	(0)	100%	(964)	964

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2201	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1139	52%
	N	2201	
age5	Age: 18-29	458	21%
	Age: 30-44	555	25%
	Age: 45-54	364	17%
	Age: 55-64	387	18%
	Age: 65+	436	20%
	N	2201	
demAgeGeneration	Generation Z: 18-22	186	8%
	Millennial: Age 23-38	619	28%
	Generation X: Age 39-54	572	26%
	Boomers: Age 55-73	729	33%
	N	2107	
xpid3	PID: Dem (no lean)	818	37%
	PID: Ind (no lean)	744	34%
	PID: Rep (no lean)	639	29%
	N	2201	
xpidGender	PID/Gender: Dem Men	404	18%
	PID/Gender: Dem Women	414	19%
	PID/Gender: Ind Men	359	16%
	PID/Gender: Ind Women	385	18%
	PID/Gender: Rep Men	299	14%
	PID/Gender: Rep Women	340	15%
	N	2201	
xdemIdeo3	Ideo: Liberal (1-3)	671	31%
	Ideo: Moderate (4)	513	23%
	Ideo: Conservative (5-7)	720	33%
	N	1904	
xeduc3	Educ: < College	1513	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1319	60%
	Income: 50k-100k	609	28%
	Income: 100k+	274	12%
	N	2201	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	350	16%
demBlackBin	Ethnicity: Afr. Am.	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	967	44%
	All Non-Christian	81	4%
	Atheist	89	4%
	Agnostic/Nothing in particular	1064	48%
	N	2201	
xdemReligOther	Religious Non-Protestant/Catholic	105	5%
xdemEvang	Evangelical	577	26%
	Non-Evangelical	808	37%
	N	1386	
xdemUsr	Community: Urban	578	26%
	Community: Suburban	986	45%
	Community: Rural	637	29%
	N	2201	
xdemEmploy	Employ: Private Sector	639	29%
	Employ: Government	144	7%
	Employ: Self-Employed	168	8%
	Employ: Homemaker	185	8%
	Employ: Student	98	4%
	Employ: Retired	494	22%
	Employ: Unemployed	261	12%
	Employ: Other	211	10%
	N	2201	
xdemMilHH1	Military HH: Yes	341	16%
	Military HH: No	1860	84%
	N	2201	
xnrl	RD/WT: Right Direction	832	38%
	RD/WT: Wrong Track	1369	62%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Approve	Trump Job Approve	890	40%
	Trump Job Disapprove	1172	53%
	N	2062	
Trump_Approve2	Trump Job Strongly Approve	482	22%
	Trump Job Somewhat Approve	408	19%
	Trump Job Somewhat Disapprove	262	12%
	Trump Job Strongly Disapprove	910	41%
	N	2062	
Trump_Fav	Favorable of Trump	870	40%
	Unfavorable of Trump	1181	54%
	N	2051	
Trump_Fav_FULL	Very Favorable of Trump	502	23%
	Somewhat Favorable of Trump	369	17%
	Somewhat Unfavorable of Trump	190	9%
	Very Unfavorable of Trump	991	45%
	N	2051	
xnr3	#1 Issue: Economy	530	24%
	#1 Issue: Security	429	19%
	#1 Issue: Health Care	367	17%
	#1 Issue: Medicare / Social Security	343	16%
	#1 Issue: Women's Issues	178	8%
	#1 Issue: Education	130	6%
	#1 Issue: Energy	112	5%
	#1 Issue: Other	112	5%
	N	2201	
xsubVote18O	2018 House Vote: Democrat	798	36%
	2018 House Vote: Republican	669	30%
	2018 House Vote: Someone else	118	5%
	2018 House Vote: Didnt Vote	612	28%
	N	2198	
xsubVote16O	2016 Vote: Hillary Clinton	696	32%
	2016 Vote: Donald Trump	685	31%
	2016 Vote: Someone else	166	8%
	2016 Vote: Didnt Vote	644	29%
	N	2191	
xsubVote14O	Voted in 2014: Yes	1356	62%
	Voted in 2014: No	845	38%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote12O	2012 Vote: Barack Obama	816	37%
	2012 Vote: Mitt Romney	503	23%
	2012 Vote: Other	105	5%
	2012 Vote: Didn't Vote	772	35%
	N	2196	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	825	37%
	4-Region: West	520	24%
	N	2201	
HRdem1_1	Watch TV: Every day	1131	51%
	Watch TV: Several times per week	452	21%
	Watch TV: About once per week	166	8%
	Watch TV: Several times per month	108	5%
	Watch TV: About once per month	55	2%
	Watch TV: Less often than once per month	97	4%
	Watch TV: Never	191	9%
N	2201		
HRdem1_2	Watch Movies: Every day	404	18%
	Watch Movies: Several times per week	596	27%
	Watch Movies: About once per week	372	17%
	Watch Movies: Several times per month	260	12%
	Watch Movies: About once per month	160	7%
	Watch Movies: Less often than once per month	222	10%
	Watch Movies: Never	187	8%
N	2201		
HRdem1_3	Watch Sporting Events: Every day	165	7%
	Watch Sporting Events: Several times per week	342	16%
	Watch Sporting Events: About once per week	257	12%
	Watch Sporting Events: Several times per month	188	9%
	Watch Sporting Events: About once per month	138	6%
	Watch Sporting Events: Less often than once per month	339	15%
	Watch Sporting Events: Never	772	35%
N	2201		
HRdem2_1	Cable TV: Currently subscribe	1018	46%
	Cable TV: Subscribed in past	760	35%
	Cable TV: Never subscribed	423	19%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
HRdem2_2	Satellite TV: Currently subscribe	470	21%
	Satellite TV: Subscribed in past	580	26%
	Satellite TV: Never subscribed	1152	52%
	<i>N</i>	2201	
HRdem2_3	Streaming Services: Currently subscribe	1292	59%
	Streaming Services: Subscribed in past	218	10%
	Streaming Services: Never subscribed	691	31%
	<i>N</i>	2201	
HRdem3_1	Film: An avid fan	787	36%
	Film: A casual fan	1142	52%
	Film: Not a fan	272	12%
	<i>N</i>	2201	
HRdem3_2	Television: An avid fan	1039	47%
	Television: A casual fan	995	45%
	Television: Not a fan	167	8%
	<i>N</i>	2201	
HRdem3_3	Music: An avid fan	1109	50%
	Music: A casual fan	975	44%
	Music: Not a fan	117	5%
	<i>N</i>	2201	
HRdem3_4	Fashion: An avid fan	300	14%
	Fashion: A casual fan	937	43%
	Fashion: Not a fan	964	44%
	<i>N</i>	2201	

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



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