



National Tracking Poll #190615
June 06-09, 2019

Crosstabulation Results

Methodology:

This poll was conducted from June 06-09, 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.

Table Index

1	Table HR1: <i>Based on what you know about the following actors, who do you think would be a better Batman in the upcoming movie, 'The Batman'?</i>	4
2	Table HR2: <i>As you may know, it was recently confirmed that Robert Pattinson will play Batman in the upcoming movie, 'The Batman.' How much have you seen, read, or heard about the announcement that Robert Pattinson will be the next Batman?</i>	9
3	Table HR3: <i>Based on what you know about Robert Pattinson, do you expect his portrayal of Batman to be excellent, good, fair, or poor?</i>	14
4	Table HR4: <i>As you may know, Joaquin Phoenix will play the Joker in the upcoming movie, 'Joker.' Based on what you know about Phoenix, do you expect his portrayal of the Joker to be excellent, good, fair, or poor?</i>	19
5	Table HR5_1: <i>In the past 30 years, five actors have portrayed Batman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Batman? Michael Keaton</i> . .	24
6	Table HR5_2: <i>In the past 30 years, five actors have portrayed Batman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Batman? Val Kilmer</i>	29
7	Table HR5_3: <i>In the past 30 years, five actors have portrayed Batman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Batman? George Clooney</i> . .	34
8	Table HR5_4: <i>In the past 30 years, five actors have portrayed Batman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Batman? Christian Bale</i> . . .	39
9	Table HR5_5: <i>In the past 30 years, five actors have portrayed Batman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Batman? Ben Affleck</i>	44
10	Table HR6_1: <i>In the past 30 years, three actors have portrayed the Joker in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of the Joker? Jack Nicholson</i>	49
11	Table HR6_2: <i>In the past 30 years, three actors have portrayed the Joker in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of the Joker? Heath Ledger</i>	54
12	Table HR6_3: <i>In the past 30 years, three actors have portrayed the Joker in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of the Joker? Jared Leto</i> . .	59
13	Table HR7_1: <i>In the past 30 years, three actors have portrayed Catwoman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Catwoman? Anne Hathaway</i>	64
14	Table HR7_2: <i>In the past 30 years, three actors have portrayed Catwoman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Catwoman? Michelle Pfeiffer</i>	69
15	Table HR7_3: <i>In the past 30 years, three actors have portrayed Catwoman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Catwoman? Halle Berry</i>	74

16	Table HRdem1_1: <i>How often do you watch or stream the following? TV shows</i>	79
17	Table HRdem1_2: <i>How often do you watch or stream the following? Movies</i>	84
18	Table HRdem1_3: <i>How often do you watch or stream the following? Sporting events</i>	90
19	Table HRdem2_1: <i>Do you, or anyone in your household, subscribe to the following? Cable television .</i>	96
20	Table HRdem2_2: <i>Do you, or anyone in your household, subscribe to the following? Satellite television</i>	101
21	Table HRdem2_3: <i>Do you, or anyone in your household, subscribe to the following? Streaming service(s)</i>	106
22	Table HRdem3_1: <i>In general, what kind of fan do you consider yourself of the following? Film</i>	111
23	Table HRdem3_2: <i>In general, what kind of fan do you consider yourself of the following? Television . .</i>	116
24	Table HRdem3_3: <i>In general, what kind of fan do you consider yourself of the following? Music</i>	121
25	Table HRdem3_4: <i>In general, what kind of fan do you consider yourself of the following? Fashion . . .</i>	126
26	Summary Statistics of Survey Respondent Demographics	131

Crosstabulation Results by Respondent Demographics

Table HR1: Based on what you know about the following actors, who do you think would be a better Batman in the upcoming movie, 'The Batman'?

Demographic	Robert Pattinson		Nicholas Hoult		Don't know / No opinion		Total N
Adults	30%	(666)	30%	(658)	40%	(877)	2201
Gender: Male	27%	(285)	28%	(297)	45%	(480)	1062
Gender: Female	33%	(381)	32%	(361)	35%	(397)	1139
Age: 18-29	42%	(187)	30%	(135)	28%	(123)	445
Age: 30-44	35%	(200)	36%	(206)	28%	(162)	568
Age: 45-54	28%	(98)	35%	(122)	37%	(128)	348
Age: 55-64	22%	(88)	29%	(116)	50%	(200)	404
Age: 65+	21%	(94)	18%	(79)	61%	(264)	436
Generation Z: 18-22	48%	(94)	23%	(45)	28%	(55)	194
Millennial: Age 23-38	38%	(239)	37%	(232)	26%	(162)	633
Generation X: Age 39-54	29%	(152)	35%	(187)	36%	(195)	533
Boomers: Age 55-73	23%	(167)	24%	(178)	53%	(394)	739
PID: Dem (no lean)	34%	(269)	31%	(244)	36%	(285)	799
PID: Ind (no lean)	29%	(224)	29%	(229)	42%	(330)	784
PID: Rep (no lean)	28%	(173)	30%	(184)	42%	(261)	618
PID/Gender: Dem Men	34%	(121)	29%	(100)	37%	(130)	350
PID/Gender: Dem Women	33%	(149)	32%	(145)	35%	(156)	449
PID/Gender: Ind Men	24%	(96)	25%	(101)	50%	(199)	396
PID/Gender: Ind Women	33%	(128)	33%	(128)	34%	(131)	388
PID/Gender: Rep Men	22%	(69)	30%	(96)	48%	(152)	316
PID/Gender: Rep Women	34%	(104)	29%	(88)	36%	(110)	302
Ideo: Liberal (1-3)	36%	(250)	30%	(204)	34%	(234)	688
Ideo: Moderate (4)	33%	(174)	30%	(162)	37%	(200)	536
Ideo: Conservative (5-7)	26%	(184)	28%	(204)	46%	(329)	717
Educ: < College	32%	(480)	31%	(469)	37%	(564)	1513
Educ: Bachelors degree	28%	(125)	29%	(129)	43%	(190)	444
Educ: Post-grad	25%	(62)	25%	(60)	50%	(122)	244

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Table HR1: Based on what you know about the following actors, who do you think would be a better Batman in the upcoming movie, 'The Batman'?

Demographic	Robert Pattinson		Nicholas Hoult		Don't know / No opinion	Total N	
Adults	30%	(666)	30%	(658)	40%	(877)	2201
Income: Under 50k	31%	(399)	30%	(383)	40%	(513)	1295
Income: 50k-100k	30%	(198)	30%	(202)	40%	(265)	664
Income: 100k+	29%	(70)	30%	(73)	41%	(99)	242
Ethnicity: White	29%	(507)	30%	(510)	41%	(705)	1723
Ethnicity: Hispanic	33%	(115)	31%	(108)	36%	(127)	350
Ethnicity: Afr. Am.	32%	(88)	33%	(90)	35%	(96)	274
Ethnicity: Other	35%	(71)	28%	(57)	37%	(76)	204
All Christian	28%	(263)	28%	(266)	45%	(425)	954
All Non-Christian	22%	(23)	30%	(31)	48%	(49)	103
Atheist	40%	(47)	28%	(33)	32%	(37)	117
Agnostic/Nothing in particular	32%	(333)	32%	(328)	36%	(366)	1027
Religious Non-Protestant/Catholic	28%	(36)	30%	(40)	42%	(56)	132
Evangelical	31%	(191)	30%	(183)	39%	(239)	613
Non-Evangelical	28%	(224)	29%	(231)	42%	(332)	787
Community: Urban	30%	(181)	35%	(211)	35%	(210)	602
Community: Suburban	31%	(310)	29%	(291)	40%	(403)	1004
Community: Rural	30%	(175)	26%	(156)	44%	(264)	595
Employ: Private Sector	32%	(208)	32%	(206)	36%	(228)	642
Employ: Government	24%	(30)	35%	(43)	42%	(52)	124
Employ: Self-Employed	33%	(60)	34%	(62)	32%	(58)	180
Employ: Homemaker	34%	(58)	36%	(62)	30%	(51)	170
Employ: Student	54%	(60)	27%	(30)	19%	(21)	111
Employ: Retired	21%	(109)	23%	(119)	56%	(293)	521
Employ: Unemployed	29%	(73)	30%	(75)	41%	(102)	250
Employ: Other	34%	(69)	30%	(61)	36%	(72)	202
Military HH: Yes	28%	(99)	27%	(95)	45%	(158)	353
Military HH: No	31%	(567)	30%	(563)	39%	(718)	1848
RD/WT: Right Direction	27%	(230)	30%	(253)	42%	(356)	839
RD/WT: Wrong Track	32%	(436)	30%	(405)	38%	(521)	1362
Trump Job Approve	27%	(235)	31%	(267)	43%	(371)	873
Trump Job Disapprove	33%	(387)	30%	(358)	37%	(445)	1190

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Table HR1: Based on what you know about the following actors, who do you think would be a better Batman in the upcoming movie, 'The Batman'?

Demographic	Robert Pattinson		Nicholas Hoult		Don't know / No opinion	Total N	
Adults	30%	(666)	30%	(658)	40%	(877)	2201
Trump Job Strongly Approve	24%	(108)	29%	(128)	47%	(210)	446
Trump Job Somewhat Approve	30%	(127)	32%	(139)	38%	(162)	427
Trump Job Somewhat Disapprove	36%	(98)	34%	(94)	30%	(83)	275
Trump Job Strongly Disapprove	32%	(289)	29%	(264)	40%	(363)	915
Favorable of Trump	27%	(230)	31%	(262)	43%	(368)	860
Unfavorable of Trump	32%	(388)	31%	(369)	37%	(437)	1194
Very Favorable of Trump	25%	(116)	28%	(126)	47%	(214)	456
Somewhat Favorable of Trump	28%	(113)	34%	(137)	38%	(154)	404
Somewhat Unfavorable of Trump	38%	(79)	32%	(66)	31%	(64)	208
Very Unfavorable of Trump	31%	(309)	31%	(303)	38%	(373)	985
#1 Issue: Economy	32%	(169)	32%	(168)	36%	(192)	528
#1 Issue: Security	25%	(104)	27%	(113)	48%	(199)	415
#1 Issue: Health Care	33%	(118)	36%	(129)	31%	(110)	357
#1 Issue: Medicare / Social Security	24%	(83)	26%	(89)	50%	(172)	344
#1 Issue: Women's Issues	40%	(72)	31%	(55)	29%	(52)	179
#1 Issue: Education	35%	(58)	36%	(60)	29%	(48)	167
#1 Issue: Energy	36%	(39)	24%	(26)	40%	(44)	109
#1 Issue: Other	24%	(24)	18%	(18)	58%	(59)	101
2018 House Vote: Democrat	33%	(264)	29%	(233)	38%	(306)	803
2018 House Vote: Republican	26%	(163)	28%	(178)	46%	(290)	630
2018 House Vote: Someone else	22%	(23)	35%	(36)	42%	(43)	101
2018 House Vote: Didnt Vote	33%	(217)	32%	(210)	36%	(236)	663
2016 Vote: Hillary Clinton	31%	(217)	28%	(196)	40%	(280)	693
2016 Vote: Donald Trump	25%	(161)	29%	(187)	46%	(295)	643
2016 Vote: Someone else	32%	(57)	35%	(63)	33%	(60)	181
2016 Vote: Didnt Vote	34%	(229)	31%	(211)	35%	(237)	677
Voted in 2014: Yes	27%	(362)	31%	(415)	43%	(579)	1356
Voted in 2014: No	36%	(304)	29%	(243)	35%	(298)	845

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Table HR1: Based on what you know about the following actors, who do you think would be a better Batman in the upcoming movie, 'The Batman'?

Demographic	Robert Pattinson		Nicholas Hoult		Don't know / No opinion	Total N	
Adults	30%	(666)	30%	(658)	40%	(877)	2201
2012 Vote: Barack Obama	29%	(243)	31%	(261)	41%	(343)	846
2012 Vote: Mitt Romney	24%	(118)	28%	(138)	48%	(241)	497
2012 Vote: Other	24%	(26)	34%	(37)	42%	(47)	110
2012 Vote: Didn't Vote	38%	(279)	30%	(219)	33%	(242)	741
4-Region: Northeast	28%	(112)	24%	(94)	48%	(188)	394
4-Region: Midwest	28%	(129)	32%	(147)	40%	(186)	462
4-Region: South	33%	(271)	29%	(240)	38%	(314)	825
4-Region: West	30%	(155)	34%	(178)	36%	(188)	520
Watch TV: Every day	31%	(339)	34%	(372)	36%	(400)	1111
Watch TV: Several times per week	33%	(167)	27%	(140)	40%	(202)	508
Watch TV: About once per week	32%	(47)	28%	(43)	40%	(60)	150
Watch TV: Several times per month	40%	(33)	25%	(21)	35%	(29)	83
Watch TV: About once per month	37%	(23)	34%	(22)	29%	(18)	63
Watch TV: Less often than once per month	17%	(18)	29%	(31)	54%	(57)	105
Watch TV: Never	21%	(38)	17%	(31)	62%	(112)	181
Watch Movies: Every day	40%	(190)	38%	(179)	22%	(103)	472
Watch Movies: Several times per week	33%	(189)	33%	(190)	34%	(199)	577
Watch Movies: About once per week	31%	(102)	28%	(95)	41%	(137)	334
Watch Movies: Several times per month	28%	(70)	28%	(69)	44%	(111)	251
Watch Movies: About once per month	22%	(43)	31%	(60)	47%	(93)	196
Watch Movies: Less often than once per month	20%	(33)	20%	(35)	60%	(102)	170
Watch Movies: Never	20%	(39)	15%	(31)	65%	(130)	200
Watch Sporting Events: Every day	33%	(63)	34%	(65)	33%	(64)	193
Watch Sporting Events: Several times per week	33%	(119)	33%	(119)	34%	(120)	359
Watch Sporting Events: About once per week	31%	(69)	30%	(68)	39%	(87)	225
Watch Sporting Events: Several times per month	29%	(42)	30%	(42)	41%	(59)	144
Watch Sporting Events: About once per month	31%	(49)	38%	(60)	32%	(50)	160
Watch Sporting Events: Less often than once per month	32%	(108)	26%	(89)	43%	(147)	344
Watch Sporting Events: Never	28%	(215)	28%	(214)	45%	(348)	778

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Table HR1: Based on what you know about the following actors, who do you think would be a better Batman in the upcoming movie, 'The Batman'?

Demographic	Robert Pattinson		Nicholas Hoult		Don't know / No opinion	Total N	
Adults	30%	(666)	30%	(658)	40%	(877)	2201
Cable TV: Currently subscribe	32%	(331)	27%	(277)	41%	(426)	1034
Cable TV: Subscribed in past	30%	(229)	34%	(258)	36%	(268)	756
Cable TV: Never subscribed	26%	(106)	30%	(123)	44%	(182)	411
Satellite TV: Currently subscribe	32%	(147)	31%	(142)	38%	(174)	464
Satellite TV: Subscribed in past	30%	(185)	31%	(192)	39%	(242)	620
Satellite TV: Never subscribed	30%	(334)	29%	(323)	41%	(460)	1117
Streaming Services: Currently subscribe	35%	(445)	34%	(434)	32%	(410)	1288
Streaming Services: Subscribed in past	30%	(62)	33%	(66)	37%	(75)	203
Streaming Services: Never subscribed	23%	(160)	22%	(158)	55%	(392)	710
Film: An avid fan	40%	(343)	33%	(281)	27%	(229)	853
Film: A casual fan	25%	(283)	30%	(330)	45%	(499)	1112
Film: Not a fan	17%	(41)	20%	(47)	63%	(149)	237
Television: An avid fan	34%	(386)	32%	(364)	33%	(372)	1122
Television: A casual fan	27%	(255)	28%	(259)	45%	(421)	935
Television: Not a fan	17%	(25)	24%	(35)	58%	(84)	143
Music: An avid fan	35%	(403)	35%	(398)	30%	(342)	1143
Music: A casual fan	26%	(244)	25%	(237)	49%	(470)	951
Music: Not a fan	18%	(20)	21%	(23)	60%	(64)	107
Fashion: An avid fan	46%	(149)	35%	(112)	19%	(61)	322
Fashion: A casual fan	33%	(290)	32%	(282)	35%	(309)	881
Fashion: Not a fan	23%	(227)	26%	(264)	51%	(507)	998

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

Table HR2: As you may know, it was recently confirmed that Robert Pattinson will play Batman in the upcoming movie, 'The Batman.' How much have you seen, read, or heard about the announcement that Robert Pattinson will be the next Batman?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(161)	22%	(480)	21%	(472)	49%	(1088)	2201
Gender: Male	8%	(84)	20%	(212)	23%	(245)	49%	(521)	1062
Gender: Female	7%	(77)	24%	(268)	20%	(227)	50%	(567)	1139
Age: 18-29	16%	(72)	30%	(132)	23%	(103)	31%	(138)	445
Age: 30-44	10%	(57)	28%	(157)	25%	(140)	37%	(213)	568
Age: 45-54	5%	(18)	25%	(86)	18%	(62)	52%	(181)	348
Age: 55-64	2%	(10)	12%	(49)	22%	(89)	64%	(257)	404
Age: 65+	1%	(4)	13%	(56)	18%	(78)	69%	(299)	436
Generation Z: 18-22	18%	(34)	31%	(60)	23%	(45)	28%	(55)	194
Millennial: Age 23-38	13%	(81)	29%	(187)	24%	(154)	33%	(212)	633
Generation X: Age 39-54	6%	(32)	24%	(129)	20%	(107)	50%	(265)	533
Boomers: Age 55-73	2%	(13)	13%	(97)	20%	(150)	65%	(479)	739
PID: Dem (no lean)	9%	(73)	27%	(215)	22%	(178)	42%	(332)	799
PID: Ind (no lean)	5%	(39)	19%	(152)	23%	(179)	53%	(413)	784
PID: Rep (no lean)	8%	(49)	18%	(112)	19%	(115)	55%	(342)	618
PID/Gender: Dem Men	13%	(45)	27%	(95)	23%	(80)	37%	(130)	350
PID/Gender: Dem Women	6%	(29)	27%	(120)	22%	(98)	45%	(202)	449
PID/Gender: Ind Men	3%	(12)	16%	(64)	26%	(103)	55%	(217)	396
PID/Gender: Ind Women	7%	(27)	23%	(89)	20%	(76)	51%	(196)	388
PID/Gender: Rep Men	9%	(27)	17%	(54)	20%	(62)	55%	(173)	316
PID/Gender: Rep Women	7%	(22)	19%	(58)	18%	(53)	56%	(169)	302
Ideo: Liberal (1-3)	11%	(77)	29%	(199)	23%	(157)	37%	(255)	688
Ideo: Moderate (4)	5%	(27)	22%	(120)	22%	(118)	50%	(271)	536
Ideo: Conservative (5-7)	7%	(47)	18%	(131)	22%	(155)	54%	(384)	717
Educ: < College	7%	(106)	20%	(310)	22%	(330)	51%	(767)	1513
Educ: Bachelors degree	9%	(39)	27%	(119)	21%	(93)	43%	(192)	444
Educ: Post-grad	7%	(16)	21%	(51)	20%	(48)	53%	(128)	244

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Table HR2: As you may know, it was recently confirmed that Robert Pattinson will play Batman in the upcoming movie, 'The Batman.' How much have you seen, read, or heard about the announcement that Robert Pattinson will be the next Batman?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(161)	22%	(480)	21%	(472)	49%	(1088)	2201
Income: Under 50k	6%	(82)	21%	(270)	20%	(260)	53%	(682)	1295
Income: 50k-100k	9%	(59)	23%	(155)	24%	(158)	44%	(292)	664
Income: 100k+	8%	(20)	23%	(55)	22%	(54)	47%	(113)	242
Ethnicity: White	7%	(118)	21%	(360)	21%	(363)	51%	(882)	1723
Ethnicity: Hispanic	10%	(35)	23%	(79)	20%	(71)	47%	(164)	350
Ethnicity: Afr. Am.	8%	(22)	27%	(75)	22%	(60)	43%	(117)	274
Ethnicity: Other	11%	(21)	22%	(45)	24%	(49)	43%	(88)	204
All Christian	6%	(56)	20%	(194)	21%	(200)	53%	(505)	954
All Non-Christian	13%	(13)	21%	(21)	18%	(19)	48%	(50)	103
Atheist	12%	(14)	33%	(38)	23%	(27)	32%	(38)	117
Agnostic/Nothing in particular	8%	(79)	22%	(226)	22%	(226)	48%	(495)	1027
Religious Non-Protestant/Catholic	12%	(16)	22%	(29)	23%	(30)	43%	(57)	132
Evangelical	7%	(42)	19%	(115)	19%	(116)	55%	(339)	613
Non-Evangelical	6%	(47)	22%	(170)	21%	(164)	52%	(406)	787
Community: Urban	8%	(46)	27%	(162)	22%	(134)	43%	(260)	602
Community: Suburban	8%	(76)	22%	(220)	21%	(214)	49%	(494)	1004
Community: Rural	7%	(39)	16%	(98)	21%	(124)	56%	(334)	595
Employ: Private Sector	10%	(64)	25%	(161)	25%	(161)	40%	(255)	642
Employ: Government	2%	(3)	26%	(33)	23%	(29)	48%	(60)	124
Employ: Self-Employed	10%	(18)	23%	(41)	24%	(43)	44%	(79)	180
Employ: Homemaker	7%	(13)	29%	(49)	18%	(30)	46%	(79)	170
Employ: Student	23%	(25)	32%	(36)	21%	(23)	24%	(27)	111
Employ: Retired	1%	(6)	13%	(67)	18%	(93)	68%	(356)	521
Employ: Unemployed	5%	(12)	21%	(52)	21%	(54)	53%	(133)	250
Employ: Other	10%	(21)	21%	(42)	20%	(40)	49%	(100)	202
Military HH: Yes	3%	(10)	20%	(71)	19%	(68)	58%	(204)	353
Military HH: No	8%	(151)	22%	(409)	22%	(404)	48%	(884)	1848
RD/WT: Right Direction	6%	(49)	21%	(175)	20%	(167)	53%	(448)	839
RD/WT: Wrong Track	8%	(112)	22%	(305)	22%	(305)	47%	(640)	1362
Trump Job Approve	6%	(53)	18%	(160)	21%	(185)	54%	(475)	873
Trump Job Disapprove	9%	(104)	24%	(291)	22%	(266)	44%	(529)	1190

Continued on next page

Table HR2: As you may know, it was recently confirmed that Robert Pattinson will play Batman in the upcoming movie, 'The Batman.' How much have you seen, read, or heard about the announcement that Robert Pattinson will be the next Batman?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(161)	22%	(480)	21%	(472)	49%	(1088)	2201
Trump Job Strongly Approve	8%	(34)	17%	(74)	17%	(76)	59%	(262)	446
Trump Job Somewhat Approve	4%	(19)	20%	(86)	25%	(108)	50%	(214)	427
Trump Job Somewhat Disapprove	9%	(25)	27%	(75)	22%	(60)	42%	(114)	275
Trump Job Strongly Disapprove	9%	(78)	24%	(216)	23%	(206)	45%	(414)	915
Favorable of Trump	6%	(53)	19%	(161)	21%	(181)	54%	(465)	860
Unfavorable of Trump	8%	(101)	24%	(289)	22%	(265)	45%	(538)	1194
Very Favorable of Trump	7%	(34)	17%	(77)	18%	(83)	57%	(261)	456
Somewhat Favorable of Trump	5%	(19)	21%	(84)	24%	(98)	50%	(204)	404
Somewhat Unfavorable of Trump	10%	(21)	22%	(45)	25%	(53)	43%	(89)	208
Very Unfavorable of Trump	8%	(80)	25%	(243)	22%	(213)	46%	(449)	985
#1 Issue: Economy	7%	(35)	25%	(130)	22%	(115)	47%	(248)	528
#1 Issue: Security	6%	(23)	18%	(74)	22%	(93)	54%	(226)	415
#1 Issue: Health Care	8%	(29)	23%	(81)	23%	(81)	47%	(167)	357
#1 Issue: Medicare / Social Security	3%	(11)	14%	(47)	17%	(59)	66%	(227)	344
#1 Issue: Women's Issues	17%	(30)	26%	(46)	24%	(44)	33%	(59)	179
#1 Issue: Education	10%	(16)	28%	(48)	20%	(33)	42%	(70)	167
#1 Issue: Energy	8%	(9)	36%	(39)	24%	(26)	32%	(35)	109
#1 Issue: Other	8%	(8)	16%	(16)	20%	(21)	56%	(57)	101
2018 House Vote: Democrat	9%	(70)	27%	(213)	22%	(176)	43%	(344)	803
2018 House Vote: Republican	7%	(43)	17%	(108)	22%	(136)	55%	(343)	630
2018 House Vote: Someone else	11%	(11)	24%	(24)	20%	(20)	46%	(46)	101
2018 House Vote: Didnt Vote	6%	(37)	20%	(133)	21%	(141)	53%	(352)	663
2016 Vote: Hillary Clinton	8%	(54)	26%	(177)	22%	(153)	45%	(309)	693
2016 Vote: Donald Trump	5%	(33)	18%	(114)	21%	(138)	56%	(358)	643
2016 Vote: Someone else	11%	(19)	25%	(45)	22%	(41)	42%	(76)	181
2016 Vote: Didnt Vote	8%	(55)	21%	(143)	20%	(138)	50%	(341)	677
Voted in 2014: Yes	7%	(98)	19%	(262)	23%	(307)	51%	(689)	1356
Voted in 2014: No	8%	(63)	26%	(218)	20%	(165)	47%	(399)	845

Continued on next page

Table HR2: As you may know, it was recently confirmed that Robert Pattinson will play Batman in the upcoming movie, 'The Batman.' How much have you seen, read, or heard about the announcement that Robert Pattinson will be the next Batman?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(161)	22%	(480)	21%	(472)	49%	(1088)	2201
2012 Vote: Barack Obama	7%	(56)	25%	(212)	22%	(184)	47%	(394)	846
2012 Vote: Mitt Romney	5%	(27)	14%	(70)	22%	(111)	58%	(289)	497
2012 Vote: Other	10%	(11)	18%	(20)	18%	(20)	54%	(59)	110
2012 Vote: Didn't Vote	9%	(68)	24%	(179)	21%	(154)	46%	(340)	741
4-Region: Northeast	8%	(30)	21%	(84)	21%	(83)	50%	(196)	394
4-Region: Midwest	7%	(33)	24%	(110)	19%	(88)	50%	(232)	462
4-Region: South	7%	(61)	21%	(173)	24%	(199)	47%	(391)	825
4-Region: West	7%	(37)	22%	(113)	20%	(102)	51%	(268)	520
Watch TV: Every day	9%	(100)	23%	(253)	22%	(243)	46%	(515)	1111
Watch TV: Several times per week	8%	(39)	27%	(136)	20%	(100)	46%	(234)	508
Watch TV: About once per week	8%	(13)	22%	(33)	26%	(38)	44%	(65)	150
Watch TV: Several times per month	6%	(5)	24%	(20)	26%	(22)	44%	(36)	83
Watch TV: About once per month	3%	(2)	19%	(12)	23%	(14)	55%	(35)	63
Watch TV: Less often than once per month	—	(0)	12%	(13)	34%	(36)	53%	(56)	105
Watch TV: Never	1%	(2)	7%	(13)	10%	(19)	81%	(146)	181
Watch Movies: Every day	13%	(59)	24%	(115)	20%	(96)	43%	(202)	472
Watch Movies: Several times per week	9%	(55)	27%	(155)	22%	(128)	42%	(241)	577
Watch Movies: About once per week	7%	(23)	24%	(80)	22%	(75)	47%	(156)	334
Watch Movies: Several times per month	4%	(10)	23%	(59)	26%	(65)	46%	(116)	251
Watch Movies: About once per month	4%	(8)	16%	(32)	22%	(43)	58%	(114)	196
Watch Movies: Less often than once per month	2%	(3)	15%	(26)	26%	(45)	57%	(97)	170
Watch Movies: Never	2%	(4)	7%	(14)	10%	(20)	81%	(161)	200
Watch Sporting Events: Every day	16%	(31)	28%	(53)	22%	(43)	34%	(65)	193
Watch Sporting Events: Several times per week	13%	(45)	28%	(102)	24%	(85)	35%	(127)	359
Watch Sporting Events: About once per week	4%	(9)	25%	(56)	26%	(58)	45%	(101)	225
Watch Sporting Events: Several times per month	9%	(13)	19%	(28)	21%	(30)	51%	(73)	144
Watch Sporting Events: About once per month	6%	(9)	24%	(39)	20%	(33)	50%	(79)	160
Watch Sporting Events: Less often than once per month	5%	(18)	19%	(67)	24%	(82)	51%	(177)	344
Watch Sporting Events: Never	5%	(36)	17%	(135)	18%	(140)	60%	(466)	778

Continued on next page

Table HR2: As you may know, it was recently confirmed that Robert Pattinson will play Batman in the upcoming movie, 'The Batman.' How much have you seen, read, or heard about the announcement that Robert Pattinson will be the next Batman?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(161)	22%	(480)	21%	(472)	49%	(1088)	2201
Cable TV: Currently subscribe	9%	(91)	23%	(233)	20%	(205)	49%	(506)	1034
Cable TV: Subscribed in past	7%	(53)	24%	(179)	23%	(177)	46%	(346)	756
Cable TV: Never subscribed	4%	(18)	17%	(68)	22%	(89)	57%	(236)	411
Satellite TV: Currently subscribe	8%	(39)	23%	(104)	24%	(112)	45%	(209)	464
Satellite TV: Subscribed in past	9%	(55)	26%	(161)	21%	(131)	44%	(273)	620
Satellite TV: Never subscribed	6%	(67)	19%	(215)	20%	(228)	54%	(607)	1117
Streaming Services: Currently subscribe	10%	(129)	28%	(359)	24%	(304)	39%	(496)	1288
Streaming Services: Subscribed in past	6%	(12)	26%	(52)	21%	(43)	47%	(96)	203
Streaming Services: Never subscribed	3%	(20)	10%	(69)	18%	(126)	70%	(495)	710
Film: An avid fan	14%	(117)	30%	(252)	23%	(192)	34%	(292)	853
Film: A casual fan	4%	(39)	19%	(207)	22%	(250)	55%	(615)	1112
Film: Not a fan	2%	(5)	9%	(22)	13%	(30)	76%	(180)	237
Television: An avid fan	11%	(119)	24%	(266)	22%	(252)	43%	(486)	1122
Television: A casual fan	4%	(40)	20%	(189)	21%	(199)	54%	(508)	935
Television: Not a fan	2%	(3)	18%	(25)	14%	(21)	66%	(94)	143
Music: An avid fan	11%	(124)	25%	(290)	21%	(239)	43%	(491)	1143
Music: A casual fan	4%	(34)	19%	(182)	23%	(220)	54%	(516)	951
Music: Not a fan	4%	(4)	8%	(8)	13%	(13)	76%	(81)	107
Fashion: An avid fan	18%	(58)	28%	(89)	23%	(73)	32%	(102)	322
Fashion: A casual fan	8%	(66)	26%	(226)	23%	(200)	44%	(387)	881
Fashion: Not a fan	4%	(36)	16%	(165)	20%	(198)	60%	(599)	998

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

Table HR3: Based on what you know about Robert Pattinson, do you expect his portrayal of Batman to be excellent, good, fair, or poor?

Demographic	Excellent	Good	Fair	Poor	Don't know / No opinion	Total N
Adults	11% (234)	27% (595)	19% (425)	10% (218)	33% (729)	2201
Gender: Male	7% (74)	26% (275)	21% (218)	10% (105)	37% (389)	1062
Gender: Female	14% (160)	28% (321)	18% (207)	10% (112)	30% (339)	1139
Age: 18-29	13% (59)	26% (114)	31% (139)	13% (57)	17% (77)	445
Age: 30-44	12% (69)	30% (169)	20% (114)	15% (84)	23% (131)	568
Age: 45-54	12% (40)	29% (100)	17% (59)	11% (39)	31% (109)	348
Age: 55-64	9% (36)	23% (92)	17% (69)	6% (24)	45% (183)	404
Age: 65+	7% (29)	28% (121)	10% (44)	3% (14)	52% (228)	436
Generation Z: 18-22	13% (26)	24% (46)	35% (68)	10% (20)	18% (36)	194
Millennial: Age 23-38	12% (79)	29% (185)	24% (153)	15% (96)	19% (121)	633
Generation X: Age 39-54	12% (65)	29% (152)	17% (91)	12% (64)	30% (161)	533
Boomers: Age 55-73	8% (58)	26% (193)	14% (103)	5% (38)	47% (346)	739
PID: Dem (no lean)	13% (100)	30% (240)	21% (165)	10% (81)	27% (212)	799
PID: Ind (no lean)	8% (61)	24% (186)	21% (164)	10% (82)	37% (292)	784
PID: Rep (no lean)	12% (73)	27% (169)	16% (97)	9% (55)	36% (225)	618
PID/Gender: Dem Men	11% (37)	30% (105)	22% (76)	11% (39)	26% (93)	350
PID/Gender: Dem Women	14% (63)	30% (135)	20% (88)	9% (42)	27% (120)	449
PID/Gender: Ind Men	4% (15)	23% (89)	22% (88)	10% (40)	41% (163)	396
PID/Gender: Ind Women	12% (45)	25% (97)	20% (76)	11% (42)	33% (128)	388
PID/Gender: Rep Men	7% (22)	25% (80)	17% (54)	8% (27)	42% (133)	316
PID/Gender: Rep Women	17% (51)	29% (88)	14% (43)	9% (28)	30% (91)	302
Ideo: Liberal (1-3)	12% (80)	30% (203)	22% (151)	12% (80)	25% (173)	688
Ideo: Moderate (4)	8% (45)	31% (165)	19% (101)	10% (52)	32% (173)	536
Ideo: Conservative (5-7)	11% (82)	24% (173)	18% (129)	8% (60)	38% (272)	717
Educ: < College	11% (172)	27% (413)	20% (308)	9% (134)	32% (486)	1513
Educ: Bachelors degree	9% (38)	29% (128)	17% (77)	14% (64)	31% (137)	444
Educ: Post-grad	10% (23)	22% (55)	17% (41)	8% (20)	43% (106)	244
Income: Under 50k	11% (142)	27% (343)	19% (251)	9% (112)	34% (446)	1295
Income: 50k-100k	10% (68)	28% (185)	20% (131)	13% (84)	30% (196)	664
Income: 100k+	10% (23)	28% (67)	18% (44)	9% (21)	36% (86)	242

Continued on next page

Table HR3: Based on what you know about Robert Pattinson, do you expect his portrayal of Batman to be excellent, good, fair, or poor?

Demographic	Excellent	Good	Fair	Poor	Don't know / No opinion	Total N
Adults	11% (234)	27% (595)	19% (425)	10% (218)	33% (729)	2201
Ethnicity: White	10% (170)	27% (462)	19% (322)	10% (173)	35% (595)	1723
Ethnicity: Hispanic	16% (55)	28% (99)	24% (85)	5% (18)	26% (92)	350
Ethnicity: Afr. Am.	15% (41)	30% (82)	21% (57)	8% (22)	26% (72)	274
Ethnicity: Other	11% (23)	25% (51)	23% (46)	11% (22)	30% (61)	204
All Christian	10% (95)	30% (286)	16% (149)	9% (83)	36% (341)	954
All Non-Christian	11% (11)	22% (22)	25% (26)	7% (8)	35% (37)	103
Atheist	9% (11)	28% (32)	21% (25)	14% (17)	27% (32)	117
Agnostic/Nothing in particular	11% (117)	25% (254)	22% (226)	11% (111)	31% (319)	1027
Religious Non-Protestant/Catholic	10% (14)	25% (33)	24% (31)	7% (10)	34% (45)	132
Evangelical	16% (97)	26% (161)	17% (106)	8% (52)	32% (197)	613
Non-Evangelical	8% (66)	31% (243)	18% (139)	10% (76)	33% (263)	787
Community: Urban	12% (71)	27% (163)	20% (122)	12% (70)	29% (176)	602
Community: Suburban	8% (82)	28% (284)	20% (199)	9% (89)	35% (350)	1004
Community: Rural	13% (80)	25% (148)	18% (105)	10% (59)	34% (202)	595
Employ: Private Sector	11% (72)	27% (170)	22% (141)	14% (88)	26% (170)	642
Employ: Government	6% (8)	30% (38)	19% (24)	11% (14)	33% (41)	124
Employ: Self-Employed	14% (26)	34% (61)	14% (25)	12% (21)	27% (48)	180
Employ: Homemaker	11% (18)	34% (59)	17% (28)	14% (24)	24% (42)	170
Employ: Student	15% (16)	30% (33)	34% (38)	12% (14)	9% (10)	111
Employ: Retired	7% (36)	27% (141)	12% (60)	5% (28)	49% (255)	521
Employ: Unemployed	10% (24)	18% (45)	28% (71)	4% (11)	40% (99)	250
Employ: Other	16% (33)	24% (49)	19% (38)	9% (17)	32% (65)	202
Military HH: Yes	10% (35)	23% (82)	16% (56)	11% (38)	40% (141)	353
Military HH: No	11% (198)	28% (513)	20% (369)	10% (180)	32% (588)	1848
RD/WT: Right Direction	11% (96)	29% (245)	15% (127)	9% (74)	35% (297)	839
RD/WT: Wrong Track	10% (138)	26% (350)	22% (298)	11% (144)	32% (431)	1362
Trump Job Approve	10% (91)	27% (232)	18% (155)	9% (77)	36% (318)	873
Trump Job Disapprove	11% (126)	27% (326)	21% (250)	11% (136)	30% (352)	1190

Continued on next page

Table HR3: Based on what you know about Robert Pattinson, do you expect his portrayal of Batman to be excellent, good, fair, or poor?

Demographic	Excellent		Good		Fair		Poor		Don't know / No opinion	Total N	
Adults	11%	(234)	27%	(595)	19%	(425)	10%	(218)	33%	(729)	2201
Trump Job Strongly Approve	12%	(54)	24%	(106)	14%	(60)	9%	(41)	41%	(185)	446
Trump Job Somewhat Approve	9%	(37)	30%	(126)	22%	(94)	8%	(36)	31%	(134)	427
Trump Job Somewhat Disapprove	11%	(30)	30%	(82)	27%	(74)	8%	(22)	24%	(66)	275
Trump Job Strongly Disapprove	11%	(96)	27%	(244)	19%	(175)	12%	(114)	31%	(286)	915
Favorable of Trump	10%	(89)	26%	(225)	17%	(148)	9%	(78)	37%	(320)	860
Unfavorable of Trump	11%	(126)	28%	(333)	22%	(260)	11%	(133)	29%	(341)	1194
Very Favorable of Trump	12%	(56)	26%	(116)	12%	(55)	9%	(42)	41%	(186)	456
Somewhat Favorable of Trump	8%	(33)	27%	(109)	23%	(93)	9%	(36)	33%	(134)	404
Somewhat Unfavorable of Trump	11%	(24)	36%	(76)	27%	(55)	7%	(14)	19%	(39)	208
Very Unfavorable of Trump	10%	(102)	26%	(257)	21%	(204)	12%	(119)	31%	(302)	985
#1 Issue: Economy	9%	(45)	25%	(132)	22%	(117)	12%	(64)	32%	(169)	528
#1 Issue: Security	11%	(44)	26%	(107)	16%	(66)	10%	(40)	38%	(158)	415
#1 Issue: Health Care	12%	(42)	34%	(123)	21%	(75)	9%	(33)	24%	(84)	357
#1 Issue: Medicare / Social Security	10%	(35)	26%	(90)	12%	(40)	4%	(15)	48%	(163)	344
#1 Issue: Women's Issues	14%	(25)	27%	(48)	24%	(43)	14%	(26)	20%	(36)	179
#1 Issue: Education	12%	(21)	32%	(53)	24%	(40)	8%	(14)	23%	(39)	167
#1 Issue: Energy	8%	(9)	27%	(29)	23%	(25)	11%	(12)	31%	(34)	109
#1 Issue: Other	13%	(13)	12%	(12)	19%	(20)	13%	(13)	43%	(44)	101
2018 House Vote: Democrat	12%	(95)	31%	(246)	18%	(148)	11%	(86)	28%	(228)	803
2018 House Vote: Republican	10%	(61)	26%	(166)	17%	(106)	8%	(49)	39%	(247)	630
2018 House Vote: Someone else	13%	(13)	15%	(15)	23%	(23)	17%	(17)	33%	(33)	101
2018 House Vote: Didnt Vote	10%	(65)	25%	(168)	22%	(146)	10%	(66)	33%	(218)	663
2016 Vote: Hillary Clinton	13%	(93)	28%	(194)	18%	(123)	9%	(65)	32%	(218)	693
2016 Vote: Donald Trump	9%	(59)	28%	(180)	16%	(102)	9%	(56)	38%	(247)	643
2016 Vote: Someone else	7%	(13)	35%	(64)	19%	(34)	13%	(24)	25%	(46)	181
2016 Vote: Didnt Vote	10%	(69)	23%	(157)	24%	(166)	11%	(73)	31%	(212)	677
Voted in 2014: Yes	11%	(150)	28%	(379)	18%	(239)	9%	(119)	35%	(470)	1356
Voted in 2014: No	10%	(84)	26%	(217)	22%	(187)	12%	(99)	31%	(259)	845

Continued on next page

Table HR3: Based on what you know about Robert Pattinson, do you expect his portrayal of Batman to be excellent, good, fair, or poor?

Demographic	Excellent	Good	Fair	Poor	Don't know / No opinion	Total N
Adults	11% (234)	27% (595)	19% (425)	10% (218)	33% (729)	2201
2012 Vote: Barack Obama	13% (107)	28% (239)	17% (146)	10% (87)	32% (267)	846
2012 Vote: Mitt Romney	9% (44)	25% (126)	17% (85)	9% (43)	40% (197)	497
2012 Vote: Other	6% (7)	24% (26)	17% (18)	9% (10)	44% (48)	110
2012 Vote: Didn't Vote	10% (76)	27% (203)	23% (172)	10% (77)	29% (211)	741
4-Region: Northeast	10% (39)	25% (98)	19% (75)	9% (35)	38% (148)	394
4-Region: Midwest	9% (43)	25% (114)	19% (89)	10% (48)	36% (168)	462
4-Region: South	11% (94)	29% (241)	20% (162)	9% (75)	31% (253)	825
4-Region: West	11% (58)	28% (143)	19% (100)	12% (60)	31% (159)	520
Watch TV: Every day	13% (147)	29% (317)	19% (212)	11% (125)	28% (310)	1111
Watch TV: Several times per week	9% (45)	26% (131)	23% (116)	10% (53)	32% (163)	508
Watch TV: About once per week	9% (13)	35% (52)	18% (27)	6% (9)	32% (48)	150
Watch TV: Several times per month	14% (12)	24% (20)	19% (16)	12% (10)	31% (26)	83
Watch TV: About once per month	10% (6)	19% (12)	31% (20)	8% (5)	33% (21)	63
Watch TV: Less often than once per month	3% (3)	19% (20)	19% (20)	7% (8)	52% (54)	105
Watch TV: Never	5% (8)	23% (42)	9% (16)	4% (8)	59% (106)	181
Watch Movies: Every day	19% (87)	30% (142)	19% (91)	12% (58)	20% (93)	472
Watch Movies: Several times per week	11% (61)	29% (165)	24% (138)	11% (63)	26% (150)	577
Watch Movies: About once per week	9% (30)	32% (106)	19% (65)	8% (27)	32% (107)	334
Watch Movies: Several times per month	10% (25)	24% (61)	20% (51)	12% (30)	34% (85)	251
Watch Movies: About once per month	7% (13)	23% (46)	18% (35)	9% (18)	43% (84)	196
Watch Movies: Less often than once per month	6% (10)	16% (28)	20% (33)	10% (17)	49% (83)	170
Watch Movies: Never	4% (9)	24% (47)	6% (12)	2% (5)	64% (127)	200
Watch Sporting Events: Every day	21% (40)	25% (49)	20% (39)	10% (18)	24% (46)	193
Watch Sporting Events: Several times per week	9% (30)	33% (118)	24% (86)	9% (32)	26% (92)	359
Watch Sporting Events: About once per week	10% (22)	28% (63)	20% (45)	13% (30)	29% (64)	225
Watch Sporting Events: Several times per month	11% (16)	30% (42)	19% (27)	6% (9)	34% (49)	144
Watch Sporting Events: About once per month	12% (19)	24% (38)	22% (36)	10% (16)	32% (52)	160
Watch Sporting Events: Less often than once per month	9% (31)	30% (104)	15% (50)	11% (38)	35% (120)	344
Watch Sporting Events: Never	10% (75)	23% (182)	18% (141)	9% (74)	39% (306)	778

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Table HR3: Based on what you know about Robert Pattinson, do you expect his portrayal of Batman to be excellent, good, fair, or poor?

Demographic	Excellent	Good	Fair	Poor	Don't know / No opinion	Total N
Adults	11% (234)	27% (595)	19% (425)	10% (218)	33% (729)	2201
Cable TV: Currently subscribe	11% (117)	29% (299)	19% (197)	8% (86)	32% (336)	1034
Cable TV: Subscribed in past	10% (73)	27% (202)	20% (150)	12% (93)	31% (237)	756
Cable TV: Never subscribed	11% (44)	23% (95)	19% (78)	9% (39)	38% (156)	411
Satellite TV: Currently subscribe	11% (50)	29% (137)	18% (83)	11% (51)	31% (144)	464
Satellite TV: Subscribed in past	10% (65)	26% (159)	20% (125)	11% (67)	33% (204)	620
Satellite TV: Never subscribed	11% (119)	27% (300)	19% (217)	9% (100)	34% (381)	1117
Streaming Services: Currently subscribe	12% (153)	30% (386)	21% (274)	13% (163)	24% (312)	1288
Streaming Services: Subscribed in past	10% (20)	26% (52)	24% (49)	8% (17)	32% (65)	203
Streaming Services: Never subscribed	9% (61)	22% (157)	14% (102)	5% (38)	50% (351)	710
Film: An avid fan	17% (145)	31% (264)	20% (172)	13% (108)	19% (164)	853
Film: A casual fan	7% (77)	27% (295)	21% (229)	8% (93)	38% (418)	1112
Film: Not a fan	5% (12)	16% (37)	10% (24)	7% (17)	62% (146)	237
Television: An avid fan	15% (166)	32% (354)	18% (201)	10% (109)	26% (292)	1122
Television: A casual fan	7% (64)	24% (221)	21% (195)	11% (101)	38% (356)	935
Television: Not a fan	3% (4)	14% (21)	20% (29)	5% (8)	57% (81)	143
Music: An avid fan	14% (159)	28% (326)	22% (255)	11% (129)	24% (275)	1143
Music: A casual fan	7% (68)	26% (250)	18% (167)	9% (83)	40% (383)	951
Music: Not a fan	6% (7)	19% (20)	3% (4)	5% (6)	66% (71)	107
Fashion: An avid fan	28% (89)	29% (93)	22% (69)	9% (28)	13% (43)	322
Fashion: A casual fan	10% (90)	34% (297)	20% (173)	10% (85)	27% (235)	881
Fashion: Not a fan	5% (54)	21% (206)	18% (183)	10% (104)	45% (450)	998

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

Table HR4: As you may know, Joaquin Phoenix will play the Joker in the upcoming movie, 'Joker.' Based on what you know about Phoenix, do you expect his portrayal of the Joker to be excellent, good, fair, or poor?

Demographic	Excellent	Good	Fair	Poor	Don't know / No opinion	Total N
Adults	37% (808)	31% (672)	9% (200)	2% (44)	22% (477)	2201
Gender: Male	34% (361)	31% (331)	11% (114)	2% (25)	22% (231)	1062
Gender: Female	39% (446)	30% (341)	8% (86)	2% (19)	22% (246)	1139
Age: 18-29	32% (142)	26% (118)	13% (59)	4% (19)	24% (107)	445
Age: 30-44	42% (238)	31% (179)	8% (46)	2% (13)	16% (92)	568
Age: 45-54	40% (140)	32% (112)	9% (30)	1% (5)	18% (61)	348
Age: 55-64	36% (143)	33% (133)	9% (36)	1% (4)	21% (86)	404
Age: 65+	33% (144)	30% (131)	7% (29)	1% (3)	30% (130)	436
Generation Z: 18-22	30% (59)	18% (35)	15% (30)	8% (16)	29% (56)	194
Millennial: Age 23-38	39% (244)	33% (209)	9% (58)	2% (12)	17% (111)	633
Generation X: Age 39-54	41% (217)	31% (165)	9% (47)	2% (10)	18% (94)	533
Boomers: Age 55-73	35% (260)	31% (231)	8% (57)	1% (7)	25% (183)	739
PID: Dem (no lean)	45% (356)	31% (246)	8% (63)	1% (9)	16% (125)	799
PID: Ind (no lean)	31% (242)	28% (222)	11% (86)	2% (15)	28% (219)	784
PID: Rep (no lean)	34% (210)	33% (204)	8% (51)	3% (20)	22% (133)	618
PID/Gender: Dem Men	41% (144)	34% (119)	9% (31)	1% (3)	15% (54)	350
PID/Gender: Dem Women	47% (212)	28% (127)	7% (32)	1% (6)	16% (71)	449
PID/Gender: Ind Men	29% (115)	29% (115)	13% (50)	2% (7)	28% (109)	396
PID/Gender: Ind Women	33% (127)	28% (107)	9% (35)	2% (9)	28% (110)	388
PID/Gender: Rep Men	33% (103)	30% (96)	10% (32)	5% (16)	22% (68)	316
PID/Gender: Rep Women	35% (107)	36% (107)	6% (18)	1% (4)	22% (65)	302
Ideo: Liberal (1-3)	42% (291)	32% (218)	7% (47)	2% (11)	17% (120)	688
Ideo: Moderate (4)	37% (196)	32% (170)	10% (52)	2% (12)	20% (106)	536
Ideo: Conservative (5-7)	36% (258)	31% (221)	10% (71)	2% (16)	21% (150)	717
Educ: < College	36% (550)	30% (458)	10% (144)	2% (32)	22% (327)	1513
Educ: Bachelors degree	39% (172)	31% (137)	9% (40)	2% (7)	20% (88)	444
Educ: Post-grad	35% (85)	31% (77)	6% (16)	2% (5)	25% (62)	244

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Table HR4: As you may know, Joaquin Phoenix will play the Joker in the upcoming movie, 'Joker.' Based on what you know about Phoenix, do you expect his portrayal of the Joker to be excellent, good, fair, or poor?

Demographic	Excellent	Good	Fair	Poor	Don't know / No opinion	Total N
Adults	37% (808)	31% (672)	9% (200)	2% (44)	22% (477)	2201
Income: Under 50k	34% (444)	30% (386)	9% (115)	2% (29)	25% (321)	1295
Income: 50k-100k	39% (259)	33% (216)	10% (64)	2% (14)	17% (111)	664
Income: 100k+	43% (105)	29% (70)	9% (21)	1% (1)	19% (45)	242
Ethnicity: White	37% (644)	30% (523)	9% (154)	2% (30)	22% (371)	1723
Ethnicity: Hispanic	41% (143)	32% (113)	7% (23)	2% (8)	18% (62)	350
Ethnicity: Afr. Am.	34% (93)	31% (84)	8% (23)	3% (8)	24% (66)	274
Ethnicity: Other	35% (71)	32% (64)	11% (23)	3% (6)	20% (40)	204
All Christian	37% (354)	32% (304)	9% (89)	1% (11)	21% (197)	954
All Non-Christian	37% (38)	33% (34)	12% (12)	5% (6)	13% (14)	103
Atheist	38% (44)	29% (34)	13% (15)	2% (3)	18% (22)	117
Agnostic/Nothing in particular	36% (372)	29% (300)	8% (84)	2% (25)	24% (246)	1027
Religious Non-Protestant/Catholic	36% (48)	33% (43)	12% (16)	4% (6)	15% (20)	132
Evangelical	36% (223)	31% (188)	8% (46)	2% (14)	23% (142)	613
Non-Evangelical	39% (305)	33% (256)	9% (72)	1% (7)	19% (147)	787
Community: Urban	40% (239)	30% (181)	10% (61)	1% (6)	19% (115)	602
Community: Suburban	35% (356)	31% (316)	8% (83)	3% (27)	22% (222)	1004
Community: Rural	36% (213)	29% (174)	9% (56)	2% (11)	24% (141)	595
Employ: Private Sector	41% (263)	32% (206)	9% (58)	1% (9)	16% (106)	642
Employ: Government	32% (39)	34% (43)	11% (14)	2% (2)	21% (26)	124
Employ: Self-Employed	39% (69)	32% (58)	12% (21)	2% (3)	16% (28)	180
Employ: Homemaker	32% (55)	36% (61)	10% (17)	— (1)	22% (37)	170
Employ: Student	39% (44)	17% (19)	15% (16)	4% (5)	25% (28)	111
Employ: Retired	34% (179)	30% (157)	6% (33)	1% (7)	28% (145)	521
Employ: Unemployed	33% (83)	24% (61)	12% (31)	4% (11)	26% (64)	250
Employ: Other	37% (74)	33% (67)	5% (10)	3% (7)	22% (44)	202
Military HH: Yes	44% (156)	26% (92)	9% (30)	1% (4)	20% (71)	353
Military HH: No	35% (652)	31% (580)	9% (169)	2% (40)	22% (406)	1848
RD/WT: Right Direction	37% (306)	32% (265)	8% (70)	3% (25)	21% (172)	839
RD/WT: Wrong Track	37% (501)	30% (407)	9% (129)	1% (19)	22% (305)	1362

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Table HR4: As you may know, Joaquin Phoenix will play the Joker in the upcoming movie, 'Joker.' Based on what you know about Phoenix, do you expect his portrayal of the Joker to be excellent, good, fair, or poor?

Demographic	Excellent	Good	Fair	Poor	Don't know / No opinion	Total N
Adults	37% (808)	31% (672)	9% (200)	2% (44)	22% (477)	2201
Trump Job Approve	37% (323)	31% (273)	8% (70)	2% (21)	21% (186)	873
Trump Job Disapprove	38% (449)	32% (379)	9% (106)	2% (20)	20% (236)	1190
Trump Job Strongly Approve	39% (174)	26% (118)	7% (32)	3% (12)	25% (110)	446
Trump Job Somewhat Approve	35% (149)	36% (155)	9% (38)	2% (9)	18% (76)	427
Trump Job Somewhat Disapprove	29% (81)	35% (95)	13% (37)	2% (6)	20% (56)	275
Trump Job Strongly Disapprove	40% (368)	31% (284)	8% (69)	2% (14)	20% (180)	915
Favorable of Trump	36% (310)	32% (272)	9% (75)	2% (17)	22% (186)	860
Unfavorable of Trump	38% (454)	31% (371)	9% (106)	2% (24)	20% (238)	1194
Very Favorable of Trump	37% (171)	29% (134)	7% (30)	3% (12)	24% (109)	456
Somewhat Favorable of Trump	34% (139)	34% (138)	11% (45)	1% (5)	19% (77)	404
Somewhat Unfavorable of Trump	34% (71)	33% (70)	12% (25)	4% (9)	16% (34)	208
Very Unfavorable of Trump	39% (383)	31% (301)	8% (82)	2% (15)	21% (205)	985
#1 Issue: Economy	38% (198)	31% (166)	10% (53)	2% (12)	19% (99)	528
#1 Issue: Security	36% (150)	31% (129)	8% (35)	3% (11)	22% (91)	415
#1 Issue: Health Care	37% (133)	37% (132)	9% (32)	2% (9)	14% (50)	357
#1 Issue: Medicare / Social Security	38% (130)	27% (92)	7% (24)	— (1)	28% (96)	344
#1 Issue: Women's Issues	41% (73)	29% (51)	7% (13)	3% (6)	20% (36)	179
#1 Issue: Education	35% (59)	31% (52)	11% (19)	1% (2)	21% (35)	167
#1 Issue: Energy	31% (34)	29% (31)	12% (13)	2% (2)	26% (28)	109
#1 Issue: Other	30% (30)	19% (19)	10% (10)	2% (2)	40% (41)	101
2018 House Vote: Democrat	44% (354)	30% (243)	8% (66)	1% (8)	17% (133)	803
2018 House Vote: Republican	34% (212)	32% (200)	9% (60)	3% (19)	22% (140)	630
2018 House Vote: Someone else	31% (31)	25% (25)	9% (9)	3% (3)	32% (33)	101
2018 House Vote: Didnt Vote	32% (209)	30% (202)	10% (65)	2% (15)	26% (172)	663
2016 Vote: Hillary Clinton	46% (316)	29% (201)	7% (47)	1% (9)	17% (120)	693
2016 Vote: Donald Trump	35% (226)	34% (216)	8% (49)	2% (14)	21% (138)	643
2016 Vote: Someone else	36% (65)	29% (52)	15% (27)	1% (2)	19% (34)	181
2016 Vote: Didnt Vote	29% (199)	30% (200)	11% (76)	3% (19)	27% (182)	677
Voted in 2014: Yes	41% (554)	31% (421)	7% (101)	2% (22)	19% (257)	1356
Voted in 2014: No	30% (253)	30% (251)	12% (98)	3% (22)	26% (220)	845

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Table HR4: As you may know, Joaquin Phoenix will play the Joker in the upcoming movie, 'Joker.' Based on what you know about Phoenix, do you expect his portrayal of the Joker to be excellent, good, fair, or poor?

Demographic	Excellent	Good	Fair	Poor	Don't know / No opinion	Total N
Adults	37% (808)	31% (672)	9% (200)	2% (44)	22% (477)	2201
2012 Vote: Barack Obama	44% (374)	31% (261)	7% (59)	1% (7)	17% (145)	846
2012 Vote: Mitt Romney	33% (162)	32% (160)	10% (48)	2% (10)	23% (116)	497
2012 Vote: Other	40% (44)	25% (28)	9% (9)	2% (2)	24% (27)	110
2012 Vote: Didn't Vote	30% (225)	30% (220)	11% (83)	3% (25)	25% (187)	741
4-Region: Northeast	35% (139)	31% (122)	8% (30)	2% (6)	24% (96)	394
4-Region: Midwest	34% (159)	30% (138)	11% (51)	2% (8)	23% (107)	462
4-Region: South	36% (299)	31% (258)	9% (77)	3% (24)	20% (167)	825
4-Region: West	40% (210)	30% (154)	8% (41)	1% (7)	21% (108)	520
Watch TV: Every day	41% (460)	32% (353)	9% (100)	2% (18)	16% (180)	1111
Watch TV: Several times per week	34% (171)	32% (164)	10% (49)	3% (14)	22% (110)	508
Watch TV: About once per week	36% (54)	28% (41)	9% (14)	3% (4)	24% (36)	150
Watch TV: Several times per month	50% (42)	18% (15)	10% (8)	4% (3)	18% (15)	83
Watch TV: About once per month	30% (19)	31% (20)	5% (3)	8% (5)	26% (16)	63
Watch TV: Less often than once per month	19% (20)	32% (34)	7% (7)	— (0)	42% (45)	105
Watch TV: Never	23% (42)	25% (45)	10% (18)	— (0)	41% (75)	181
Watch Movies: Every day	50% (236)	28% (133)	8% (36)	2% (9)	12% (57)	472
Watch Movies: Several times per week	40% (229)	33% (193)	8% (48)	2% (11)	17% (97)	577
Watch Movies: About once per week	33% (111)	34% (114)	9% (31)	3% (9)	21% (70)	334
Watch Movies: Several times per month	38% (96)	30% (74)	12% (31)	2% (5)	18% (44)	251
Watch Movies: About once per month	27% (52)	31% (60)	11% (21)	3% (6)	28% (56)	196
Watch Movies: Less often than once per month	26% (44)	31% (53)	6% (10)	1% (2)	36% (62)	170
Watch Movies: Never	20% (40)	22% (44)	12% (23)	1% (2)	46% (92)	200
Watch Sporting Events: Every day	52% (100)	31% (59)	7% (14)	— (1)	10% (19)	193
Watch Sporting Events: Several times per week	38% (137)	34% (121)	9% (33)	4% (15)	15% (53)	359
Watch Sporting Events: About once per week	36% (80)	35% (79)	9% (20)	2% (4)	19% (42)	225
Watch Sporting Events: Several times per month	31% (45)	32% (46)	14% (20)	— (0)	23% (33)	144
Watch Sporting Events: About once per month	43% (69)	28% (44)	5% (8)	4% (7)	19% (31)	160
Watch Sporting Events: Less often than once per month	39% (133)	31% (107)	7% (26)	1% (4)	22% (74)	344
Watch Sporting Events: Never	31% (244)	28% (216)	10% (79)	2% (14)	29% (225)	778

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Table HR4: As you may know, Joaquin Phoenix will play the Joker in the upcoming movie, 'Joker.' Based on what you know about Phoenix, do you expect his portrayal of the Joker to be excellent, good, fair, or poor?

Demographic	Excellent	Good	Fair	Poor	Don't know / No opinion	Total N
Adults	37% (808)	31% (672)	9% (200)	2% (44)	22% (477)	2201
Cable TV: Currently subscribe	40% (419)	31% (320)	8% (80)	2% (21)	19% (195)	1034
Cable TV: Subscribed in past	37% (282)	29% (221)	10% (74)	2% (16)	21% (162)	756
Cable TV: Never subscribed	26% (107)	32% (131)	11% (46)	2% (8)	29% (120)	411
Satellite TV: Currently subscribe	36% (167)	30% (138)	11% (50)	2% (8)	22% (101)	464
Satellite TV: Subscribed in past	39% (242)	28% (175)	10% (59)	2% (12)	21% (132)	620
Satellite TV: Never subscribed	36% (399)	32% (359)	8% (90)	2% (25)	22% (244)	1117
Streaming Services: Currently subscribe	42% (538)	33% (422)	9% (115)	1% (18)	15% (194)	1288
Streaming Services: Subscribed in past	35% (71)	30% (60)	11% (22)	2% (3)	23% (47)	203
Streaming Services: Never subscribed	28% (199)	27% (190)	9% (62)	3% (23)	33% (236)	710
Film: An avid fan	51% (434)	28% (238)	8% (70)	2% (13)	11% (98)	853
Film: A casual fan	30% (336)	34% (376)	9% (104)	2% (20)	25% (275)	1112
Film: Not a fan	16% (38)	25% (58)	11% (26)	5% (11)	44% (104)	237
Television: An avid fan	46% (512)	30% (337)	9% (98)	2% (21)	14% (154)	1122
Television: A casual fan	29% (267)	32% (304)	9% (81)	2% (21)	28% (262)	935
Television: Not a fan	20% (28)	22% (31)	14% (20)	2% (3)	43% (62)	143
Music: An avid fan	43% (494)	29% (335)	9% (107)	2% (22)	16% (186)	1143
Music: A casual fan	31% (292)	33% (313)	9% (86)	2% (19)	25% (241)	951
Music: Not a fan	21% (23)	22% (24)	6% (7)	4% (4)	47% (50)	107
Fashion: An avid fan	52% (167)	30% (98)	5% (17)	3% (8)	10% (32)	322
Fashion: A casual fan	42% (367)	29% (254)	9% (81)	1% (8)	19% (171)	881
Fashion: Not a fan	27% (274)	32% (320)	10% (101)	3% (28)	27% (274)	998

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

Table HR5_1: *In the past 30 years, five actors have portrayed Batman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Batman?*
Michael Keaton

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	38% (838)	33% (722)	9% (189)	3% (58)	13% (278)	5% (116)	2201
Gender: Male	38% (402)	32% (337)	10% (102)	3% (30)	12% (128)	6% (64)	1062
Gender: Female	38% (437)	34% (386)	8% (86)	2% (28)	13% (150)	5% (53)	1139
Age: 18-29	22% (96)	32% (144)	12% (54)	4% (20)	14% (63)	15% (69)	445
Age: 30-44	46% (264)	31% (179)	8% (45)	2% (10)	9% (49)	4% (21)	568
Age: 45-54	45% (157)	33% (116)	7% (23)	4% (14)	9% (32)	1% (5)	348
Age: 55-64	43% (172)	36% (145)	10% (40)	1% (6)	8% (34)	2% (6)	404
Age: 65+	34% (149)	32% (139)	6% (26)	2% (8)	23% (99)	3% (15)	436
Generation Z: 18-22	16% (32)	30% (58)	14% (27)	5% (9)	14% (28)	21% (41)	194
Millennial: Age 23-38	36% (227)	35% (219)	10% (61)	3% (17)	11% (71)	6% (39)	633
Generation X: Age 39-54	48% (258)	30% (162)	6% (34)	3% (18)	9% (46)	3% (14)	533
Boomers: Age 55-73	39% (292)	34% (254)	8% (62)	2% (11)	14% (106)	2% (14)	739
PID: Dem (no lean)	41% (328)	33% (267)	8% (65)	3% (22)	10% (81)	5% (36)	799
PID: Ind (no lean)	36% (280)	30% (232)	9% (67)	3% (22)	15% (121)	8% (62)	784
PID: Rep (no lean)	37% (230)	36% (222)	9% (57)	2% (14)	12% (76)	3% (19)	618
PID/Gender: Dem Men	41% (143)	34% (120)	9% (30)	3% (10)	9% (30)	5% (16)	350
PID/Gender: Dem Women	41% (184)	33% (147)	8% (34)	3% (13)	11% (51)	4% (20)	449
PID/Gender: Ind Men	35% (140)	26% (101)	10% (40)	3% (14)	16% (63)	10% (38)	396
PID/Gender: Ind Women	36% (140)	34% (131)	7% (27)	2% (8)	15% (57)	6% (24)	388
PID/Gender: Rep Men	37% (118)	36% (115)	10% (32)	2% (7)	11% (34)	3% (9)	316
PID/Gender: Rep Women	37% (112)	36% (107)	8% (25)	2% (7)	14% (41)	3% (9)	302
Ideo: Liberal (1-3)	41% (280)	31% (216)	9% (62)	4% (24)	12% (79)	4% (27)	688
Ideo: Moderate (4)	40% (214)	31% (166)	9% (47)	2% (8)	13% (71)	6% (30)	536
Ideo: Conservative (5-7)	39% (278)	36% (257)	8% (54)	2% (16)	12% (83)	4% (28)	717
Educ: < College	39% (584)	33% (496)	9% (131)	3% (39)	11% (171)	6% (92)	1513
Educ: Bachelors degree	39% (171)	32% (141)	9% (41)	2% (10)	16% (71)	2% (10)	444
Educ: Post-grad	34% (83)	35% (85)	7% (17)	4% (9)	14% (35)	6% (15)	244

Continued on next page

Table HR5_1: *In the past 30 years, five actors have portrayed Batman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Batman?**Michael Keaton*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	38% (838)	33% (722)	9% (189)	3% (58)	13% (278)	5% (116)	2201
Income: Under 50k	37% (485)	32% (419)	9% (112)	3% (35)	14% (179)	5% (65)	1295
Income: 50k-100k	40% (266)	34% (227)	8% (52)	2% (13)	11% (72)	5% (35)	664
Income: 100k+	36% (87)	31% (76)	10% (25)	4% (10)	11% (27)	7% (17)	242
Ethnicity: White	38% (659)	33% (571)	8% (145)	2% (40)	14% (236)	4% (70)	1723
Ethnicity: Hispanic	38% (134)	32% (112)	8% (29)	2% (9)	7% (26)	11% (40)	350
Ethnicity: Afr. Am.	40% (110)	31% (86)	9% (24)	4% (12)	9% (23)	7% (19)	274
Ethnicity: Other	34% (69)	32% (65)	9% (19)	3% (5)	9% (18)	13% (27)	204
All Christian	38% (364)	37% (357)	7% (67)	2% (22)	12% (116)	3% (29)	954
All Non-Christian	34% (35)	30% (31)	17% (18)	2% (2)	8% (8)	10% (10)	103
Atheist	37% (43)	30% (35)	5% (6)	5% (6)	18% (22)	5% (6)	117
Agnostic/Nothing in particular	39% (397)	29% (300)	9% (97)	3% (28)	13% (132)	7% (72)	1027
Religious Non-Protestant/Catholic	33% (44)	29% (39)	16% (21)	3% (4)	9% (11)	10% (13)	132
Evangelical	40% (243)	34% (211)	8% (49)	3% (16)	11% (64)	5% (30)	613
Non-Evangelical	41% (320)	35% (273)	7% (58)	2% (16)	12% (92)	3% (27)	787
Community: Urban	36% (214)	34% (202)	11% (65)	2% (12)	13% (80)	5% (29)	602
Community: Suburban	39% (390)	32% (326)	9% (87)	3% (30)	11% (111)	6% (60)	1004
Community: Rural	39% (234)	33% (194)	6% (37)	3% (16)	15% (87)	5% (27)	595
Employ: Private Sector	42% (270)	33% (209)	9% (55)	3% (17)	11% (68)	3% (22)	642
Employ: Government	34% (42)	38% (48)	8% (9)	7% (9)	10% (12)	3% (4)	124
Employ: Self-Employed	39% (71)	33% (60)	9% (16)	5% (10)	7% (12)	6% (12)	180
Employ: Homemaker	40% (67)	38% (65)	7% (13)	1% (2)	9% (15)	4% (7)	170
Employ: Student	14% (16)	39% (43)	13% (14)	5% (6)	13% (15)	15% (17)	111
Employ: Retired	36% (188)	32% (169)	8% (43)	1% (7)	20% (103)	2% (10)	521
Employ: Unemployed	46% (116)	22% (55)	11% (27)	2% (6)	11% (28)	8% (20)	250
Employ: Other	34% (68)	36% (72)	6% (12)	1% (1)	12% (24)	13% (25)	202
Military HH: Yes	41% (146)	32% (115)	7% (24)	2% (9)	14% (51)	2% (9)	353
Military HH: No	37% (692)	33% (608)	9% (165)	3% (49)	12% (227)	6% (108)	1848
RD/WT: Right Direction	39% (325)	37% (309)	8% (66)	3% (22)	10% (84)	4% (33)	839
RD/WT: Wrong Track	38% (514)	30% (413)	9% (123)	3% (36)	14% (194)	6% (83)	1362

Continued on next page

Table HR5_1: In the past 30 years, five actors have portrayed Batman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Batman?
Michael Keaton

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	38% (838)	33% (722)	9% (189)	3% (58)	13% (278)	5% (116)	2201
Trump Job Approve	39% (339)	35% (309)	8% (66)	3% (25)	12% (102)	4% (32)	873
Trump Job Disapprove	39% (460)	31% (374)	9% (102)	3% (32)	13% (157)	5% (64)	1190
Trump Job Strongly Approve	43% (193)	32% (141)	7% (30)	3% (12)	13% (60)	2% (10)	446
Trump Job Somewhat Approve	34% (146)	39% (168)	8% (36)	3% (13)	10% (42)	5% (21)	427
Trump Job Somewhat Disapprove	33% (91)	34% (94)	12% (34)	3% (8)	10% (28)	7% (20)	275
Trump Job Strongly Disapprove	40% (369)	31% (280)	7% (68)	3% (25)	14% (130)	5% (44)	915
Favorable of Trump	39% (337)	35% (303)	8% (66)	2% (21)	12% (103)	4% (31)	860
Unfavorable of Trump	38% (451)	32% (377)	9% (112)	3% (36)	13% (151)	5% (65)	1194
Very Favorable of Trump	45% (207)	31% (143)	6% (28)	3% (14)	12% (54)	2% (9)	456
Somewhat Favorable of Trump	32% (129)	40% (160)	9% (38)	2% (6)	12% (49)	5% (22)	404
Somewhat Unfavorable of Trump	38% (78)	34% (71)	13% (27)	1% (3)	7% (14)	7% (15)	208
Very Unfavorable of Trump	38% (373)	31% (307)	9% (85)	3% (33)	14% (137)	5% (50)	985
#1 Issue: Economy	42% (220)	30% (159)	9% (46)	4% (20)	12% (64)	4% (19)	528
#1 Issue: Security	37% (153)	35% (146)	7% (30)	3% (14)	14% (59)	3% (13)	415
#1 Issue: Health Care	42% (151)	32% (113)	9% (31)	2% (6)	11% (40)	5% (17)	357
#1 Issue: Medicare / Social Security	39% (136)	33% (115)	7% (25)	1% (4)	16% (54)	3% (11)	344
#1 Issue: Women's Issues	31% (55)	35% (63)	11% (19)	4% (6)	10% (18)	10% (18)	179
#1 Issue: Education	31% (52)	35% (58)	10% (17)	2% (3)	7% (12)	15% (26)	167
#1 Issue: Energy	35% (38)	37% (41)	10% (11)	2% (2)	13% (14)	3% (3)	109
#1 Issue: Other	33% (33)	27% (28)	9% (9)	3% (3)	18% (18)	10% (10)	101
2018 House Vote: Democrat	42% (335)	32% (256)	8% (65)	2% (18)	13% (101)	4% (29)	803
2018 House Vote: Republican	37% (235)	35% (218)	7% (45)	2% (15)	15% (95)	4% (22)	630
2018 House Vote: Someone else	36% (36)	29% (29)	8% (8)	4% (4)	9% (9)	15% (15)	101
2018 House Vote: Didnt Vote	35% (232)	33% (217)	11% (70)	3% (21)	11% (72)	8% (50)	663
2016 Vote: Hillary Clinton	44% (302)	30% (210)	8% (57)	2% (17)	13% (90)	2% (17)	693
2016 Vote: Donald Trump	40% (259)	36% (232)	6% (36)	3% (16)	14% (88)	2% (12)	643
2016 Vote: Someone else	37% (68)	37% (67)	7% (12)	2% (4)	13% (23)	4% (7)	181
2016 Vote: Didnt Vote	31% (209)	31% (209)	12% (82)	3% (21)	11% (75)	12% (81)	677

Continued on next page

Table HR5_1: *In the past 30 years, five actors have portrayed Batman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Batman?**Michael Keaton*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	38% (838)	33% (722)	9% (189)	3% (58)	13% (278)	5% (116)	2201
Voted in 2014: Yes	43% (577)	34% (454)	7% (94)	2% (32)	13% (174)	2% (26)	1356
Voted in 2014: No	31% (262)	32% (268)	11% (95)	3% (26)	12% (104)	11% (90)	845
2012 Vote: Barack Obama	43% (366)	33% (281)	8% (66)	2% (19)	12% (99)	2% (15)	846
2012 Vote: Mitt Romney	40% (201)	35% (172)	6% (28)	2% (12)	15% (74)	2% (10)	497
2012 Vote: Other	43% (48)	37% (40)	5% (6)	3% (3)	8% (8)	4% (5)	110
2012 Vote: Didn't Vote	30% (221)	31% (228)	12% (89)	3% (24)	13% (93)	12% (87)	741
4-Region: Northeast	38% (149)	34% (135)	6% (24)	3% (11)	15% (59)	4% (16)	394
4-Region: Midwest	39% (179)	35% (161)	8% (36)	1% (6)	15% (68)	3% (13)	462
4-Region: South	40% (327)	33% (271)	8% (64)	3% (21)	11% (92)	6% (50)	825
4-Region: West	35% (184)	30% (155)	12% (65)	4% (19)	11% (60)	7% (38)	520
Watch TV: Every day	42% (469)	32% (356)	9% (100)	2% (27)	11% (117)	4% (42)	1111
Watch TV: Several times per week	35% (176)	38% (193)	7% (38)	4% (18)	12% (62)	4% (21)	508
Watch TV: About once per week	37% (55)	28% (42)	10% (15)	2% (3)	19% (28)	4% (6)	150
Watch TV: Several times per month	34% (28)	29% (24)	9% (8)	2% (1)	16% (14)	10% (8)	83
Watch TV: About once per month	40% (25)	28% (18)	10% (6)	4% (3)	9% (6)	9% (5)	63
Watch TV: Less often than once per month	29% (30)	34% (35)	9% (9)	3% (3)	18% (19)	7% (8)	105
Watch TV: Never	30% (54)	30% (54)	7% (13)	1% (2)	17% (32)	15% (26)	181
Watch Movies: Every day	48% (226)	29% (135)	10% (47)	2% (11)	7% (31)	5% (22)	472
Watch Movies: Several times per week	38% (218)	38% (217)	9% (49)	4% (24)	9% (54)	3% (15)	577
Watch Movies: About once per week	37% (124)	35% (117)	11% (36)	3% (9)	12% (39)	3% (9)	334
Watch Movies: Several times per month	39% (97)	31% (78)	7% (17)	1% (2)	15% (38)	8% (19)	251
Watch Movies: About once per month	37% (72)	36% (70)	6% (12)	1% (1)	16% (32)	4% (8)	196
Watch Movies: Less often than once per month	28% (48)	30% (52)	7% (12)	3% (6)	23% (40)	8% (13)	170
Watch Movies: Never	27% (54)	26% (52)	8% (15)	2% (4)	22% (44)	15% (31)	200

Continued on next page

Table HR5_1: In the past 30 years, five actors have portrayed Batman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Batman?
Michael Keaton

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	38% (838)	33% (722)	9% (189)	3% (58)	13% (278)	5% (116)	2201
Watch Sporting Events: Every day	44% (85)	37% (71)	7% (14)	4% (7)	7% (13)	2% (3)	193
Watch Sporting Events: Several times per week	40% (145)	34% (122)	9% (32)	4% (14)	9% (34)	3% (12)	359
Watch Sporting Events: About once per week	38% (85)	32% (72)	13% (30)	2% (4)	12% (26)	4% (8)	225
Watch Sporting Events: Several times per month	36% (52)	33% (47)	6% (8)	3% (5)	14% (20)	8% (12)	144
Watch Sporting Events: About once per month	39% (62)	38% (61)	11% (18)	3% (5)	7% (12)	1% (2)	160
Watch Sporting Events: Less often than once per month	39% (134)	34% (118)	9% (29)	2% (6)	13% (43)	4% (13)	344
Watch Sporting Events: Never	35% (275)	30% (231)	7% (57)	2% (18)	17% (130)	9% (67)	778
Cable TV: Currently subscribe	40% (419)	32% (331)	9% (91)	3% (27)	12% (124)	4% (43)	1034
Cable TV: Subscribed in past	37% (277)	35% (263)	9% (71)	3% (23)	12% (87)	4% (34)	756
Cable TV: Never subscribed	35% (142)	31% (128)	6% (27)	2% (7)	16% (67)	10% (40)	411
Satellite TV: Currently subscribe	40% (184)	30% (140)	9% (42)	3% (16)	12% (55)	6% (27)	464
Satellite TV: Subscribed in past	39% (241)	35% (217)	9% (57)	3% (20)	10% (60)	4% (24)	620
Satellite TV: Never subscribed	37% (414)	33% (366)	8% (89)	2% (22)	14% (162)	6% (65)	1117
Streaming Services: Currently subscribe	40% (521)	33% (428)	9% (114)	3% (38)	10% (133)	4% (54)	1288
Streaming Services: Subscribed in past	39% (79)	35% (71)	8% (16)	4% (9)	11% (22)	3% (7)	203
Streaming Services: Never subscribed	34% (239)	32% (224)	8% (59)	1% (11)	17% (122)	8% (56)	710
Film: An avid fan	47% (400)	32% (273)	8% (67)	3% (27)	6% (55)	4% (32)	853
Film: A casual fan	35% (390)	35% (390)	9% (105)	2% (22)	15% (164)	4% (40)	1112
Film: Not a fan	21% (49)	25% (59)	7% (17)	4% (9)	25% (59)	19% (45)	237
Television: An avid fan	45% (507)	33% (366)	8% (85)	2% (25)	9% (101)	3% (39)	1122
Television: A casual fan	32% (296)	34% (314)	9% (86)	3% (29)	17% (162)	5% (49)	935
Television: Not a fan	25% (36)	29% (42)	13% (18)	3% (4)	10% (14)	20% (29)	143
Music: An avid fan	41% (473)	32% (371)	9% (101)	3% (33)	9% (107)	5% (59)	1143
Music: A casual fan	35% (335)	35% (329)	9% (83)	2% (20)	15% (147)	4% (37)	951
Music: Not a fan	28% (30)	21% (22)	5% (5)	5% (5)	22% (24)	19% (21)	107
Fashion: An avid fan	49% (158)	30% (98)	6% (21)	2% (5)	7% (24)	5% (17)	322
Fashion: A casual fan	38% (338)	33% (288)	9% (75)	3% (29)	12% (102)	5% (48)	881
Fashion: Not a fan	34% (343)	34% (337)	9% (92)	2% (24)	15% (152)	5% (51)	998

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

Table HR5_2: *In the past 30 years, five actors have portrayed Batman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Batman?*

Val Kilmer

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	17% (379)	34% (758)	16% (349)	7% (154)	16% (350)	10% (211)	2201
Gender: Male	15% (156)	35% (373)	18% (190)	9% (101)	15% (156)	8% (87)	1062
Gender: Female	20% (223)	34% (385)	14% (159)	5% (53)	17% (194)	11% (124)	1139
Age: 18-29	12% (51)	27% (120)	16% (73)	7% (30)	17% (78)	21% (94)	445
Age: 30-44	19% (106)	37% (213)	15% (85)	10% (56)	13% (73)	6% (35)	568
Age: 45-54	22% (76)	34% (117)	17% (61)	9% (32)	11% (38)	7% (23)	348
Age: 55-64	18% (74)	39% (157)	16% (66)	6% (25)	16% (65)	4% (16)	404
Age: 65+	16% (72)	35% (151)	15% (64)	3% (11)	22% (96)	10% (43)	436
Generation Z: 18-22	8% (15)	19% (36)	24% (46)	5% (10)	16% (30)	29% (56)	194
Millennial: Age 23-38	16% (104)	36% (230)	13% (83)	9% (57)	16% (101)	9% (58)	633
Generation X: Age 39-54	21% (114)	34% (183)	17% (89)	9% (51)	11% (58)	7% (38)	533
Boomers: Age 55-73	17% (125)	38% (278)	16% (121)	5% (35)	19% (139)	6% (42)	739
PID: Dem (no lean)	17% (133)	35% (279)	17% (135)	8% (66)	15% (118)	8% (67)	799
PID: Ind (no lean)	16% (126)	32% (253)	15% (114)	6% (50)	18% (143)	12% (97)	784
PID: Rep (no lean)	19% (119)	37% (226)	16% (100)	6% (37)	14% (89)	7% (46)	618
PID/Gender: Dem Men	14% (47)	39% (137)	19% (65)	13% (44)	12% (41)	4% (16)	350
PID/Gender: Dem Women	19% (86)	32% (142)	16% (70)	5% (22)	17% (77)	11% (52)	449
PID/Gender: Ind Men	13% (50)	32% (125)	16% (65)	9% (36)	18% (71)	12% (49)	396
PID/Gender: Ind Women	20% (77)	33% (128)	13% (49)	4% (14)	19% (72)	12% (48)	388
PID/Gender: Rep Men	19% (59)	35% (110)	19% (60)	7% (21)	14% (44)	7% (22)	316
PID/Gender: Rep Women	20% (60)	38% (116)	13% (40)	5% (16)	15% (45)	8% (24)	302
Ideo: Liberal (1-3)	16% (110)	35% (243)	17% (114)	7% (51)	16% (111)	8% (58)	688
Ideo: Moderate (4)	18% (99)	33% (178)	17% (93)	4% (23)	19% (104)	7% (38)	536
Ideo: Conservative (5-7)	17% (123)	37% (266)	17% (121)	8% (58)	13% (91)	8% (58)	717
Educ: < College	18% (276)	35% (525)	15% (223)	7% (103)	15% (220)	11% (166)	1513
Educ: Bachelors degree	14% (62)	34% (152)	20% (87)	7% (29)	20% (89)	5% (24)	444
Educ: Post-grad	17% (41)	33% (81)	16% (39)	9% (22)	17% (41)	8% (20)	244

Continued on next page

Table HR5_2: *In the past 30 years, five actors have portrayed Batman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Batman?*

Val Kilmer

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	17% (379)	34% (758)	16% (349)	7% (154)	16% (350)	10% (211)	2201
Income: Under 50k	18% (229)	32% (413)	16% (208)	7% (90)	17% (221)	10% (134)	1295
Income: 50k-100k	15% (100)	39% (260)	17% (110)	6% (43)	14% (95)	9% (57)	664
Income: 100k+	20% (49)	36% (86)	13% (31)	9% (22)	14% (34)	8% (20)	242
Ethnicity: White	18% (303)	36% (618)	16% (268)	7% (113)	17% (291)	7% (128)	1723
Ethnicity: Hispanic	19% (65)	29% (102)	17% (61)	8% (28)	13% (47)	13% (47)	350
Ethnicity: Afr. Am.	16% (44)	31% (85)	15% (42)	10% (29)	12% (33)	16% (43)	274
Ethnicity: Other	16% (32)	27% (55)	19% (39)	6% (12)	13% (26)	19% (40)	204
All Christian	17% (166)	37% (355)	15% (139)	6% (60)	17% (163)	8% (72)	954
All Non-Christian	13% (14)	33% (34)	20% (21)	8% (8)	12% (12)	14% (14)	103
Atheist	19% (22)	26% (30)	23% (27)	4% (5)	22% (25)	7% (8)	117
Agnostic/Nothing in particular	17% (176)	33% (340)	16% (163)	8% (81)	15% (150)	11% (117)	1027
Religious Non-Protestant/Catholic	16% (21)	35% (46)	18% (24)	7% (9)	11% (14)	14% (18)	132
Evangelical	23% (143)	34% (210)	14% (87)	5% (34)	12% (74)	11% (66)	613
Non-Evangelical	16% (126)	36% (286)	17% (131)	7% (54)	17% (137)	7% (52)	787
Community: Urban	17% (105)	31% (184)	18% (108)	10% (59)	15% (88)	10% (58)	602
Community: Suburban	16% (157)	36% (358)	18% (180)	5% (52)	16% (162)	10% (96)	1004
Community: Rural	20% (117)	36% (217)	10% (61)	7% (43)	17% (100)	10% (57)	595
Employ: Private Sector	17% (106)	37% (239)	17% (111)	10% (66)	13% (86)	5% (33)	642
Employ: Government	21% (26)	43% (54)	10% (13)	6% (7)	15% (19)	5% (6)	124
Employ: Self-Employed	19% (34)	37% (66)	19% (35)	8% (14)	9% (16)	8% (14)	180
Employ: Homemaker	22% (37)	33% (56)	17% (29)	3% (6)	16% (27)	10% (16)	170
Employ: Student	5% (5)	23% (26)	20% (22)	7% (8)	17% (19)	28% (31)	111
Employ: Retired	17% (86)	36% (186)	15% (76)	3% (18)	22% (115)	8% (40)	521
Employ: Unemployed	19% (49)	27% (66)	17% (42)	8% (19)	16% (41)	13% (33)	250
Employ: Other	18% (36)	32% (64)	10% (21)	8% (17)	14% (28)	18% (37)	202
Military HH: Yes	18% (62)	36% (125)	15% (52)	10% (36)	16% (56)	6% (21)	353
Military HH: No	17% (317)	34% (633)	16% (297)	6% (117)	16% (295)	10% (190)	1848
RD/WT: Right Direction	19% (163)	38% (321)	14% (115)	7% (59)	14% (115)	8% (65)	839
RD/WT: Wrong Track	16% (216)	32% (437)	17% (233)	7% (94)	17% (235)	11% (146)	1362

Continued on next page

Table HR5_2: In the past 30 years, five actors have portrayed Batman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Batman?
Val Kilmer

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	17% (379)	34% (758)	16% (349)	7% (154)	16% (350)	10% (211)	2201
Trump Job Approve	21% (184)	38% (330)	13% (113)	7% (64)	14% (118)	7% (64)	873
Trump Job Disapprove	14% (172)	33% (395)	18% (212)	7% (88)	17% (205)	10% (118)	1190
Trump Job Strongly Approve	25% (112)	33% (145)	14% (62)	8% (34)	14% (64)	7% (29)	446
Trump Job Somewhat Approve	17% (73)	43% (185)	12% (51)	7% (29)	13% (54)	8% (35)	427
Trump Job Somewhat Disapprove	14% (39)	33% (91)	19% (53)	6% (18)	16% (45)	11% (29)	275
Trump Job Strongly Disapprove	15% (134)	33% (304)	17% (159)	8% (71)	17% (160)	10% (89)	915
Favorable of Trump	21% (179)	38% (324)	14% (117)	7% (57)	13% (116)	8% (67)	860
Unfavorable of Trump	15% (177)	33% (399)	18% (210)	8% (92)	17% (206)	9% (109)	1194
Very Favorable of Trump	25% (112)	35% (159)	14% (64)	6% (29)	13% (57)	7% (33)	456
Somewhat Favorable of Trump	16% (67)	41% (165)	13% (53)	7% (28)	14% (58)	8% (33)	404
Somewhat Unfavorable of Trump	20% (42)	35% (72)	17% (36)	6% (13)	13% (27)	9% (19)	208
Very Unfavorable of Trump	14% (135)	33% (326)	18% (175)	8% (79)	18% (180)	9% (90)	985
#1 Issue: Economy	18% (93)	35% (185)	15% (81)	8% (40)	17% (90)	7% (39)	528
#1 Issue: Security	18% (77)	37% (152)	16% (64)	7% (28)	15% (63)	7% (31)	415
#1 Issue: Health Care	20% (70)	35% (126)	16% (58)	7% (24)	13% (48)	9% (32)	357
#1 Issue: Medicare / Social Security	16% (54)	39% (135)	13% (45)	6% (20)	16% (54)	11% (36)	344
#1 Issue: Women's Issues	17% (30)	25% (45)	20% (36)	7% (13)	19% (33)	12% (22)	179
#1 Issue: Education	19% (32)	31% (52)	14% (24)	8% (13)	13% (22)	14% (24)	167
#1 Issue: Energy	8% (8)	33% (36)	18% (20)	9% (9)	21% (23)	12% (13)	109
#1 Issue: Other	16% (16)	26% (27)	20% (20)	6% (6)	18% (18)	14% (15)	101
2018 House Vote: Democrat	18% (145)	35% (277)	15% (123)	8% (63)	17% (136)	7% (58)	803
2018 House Vote: Republican	19% (123)	36% (229)	14% (89)	6% (39)	16% (99)	8% (51)	630
2018 House Vote: Someone else	15% (15)	42% (42)	12% (12)	5% (5)	15% (16)	11% (11)	101
2018 House Vote: Didnt Vote	15% (96)	31% (208)	19% (123)	7% (46)	15% (98)	14% (91)	663
2016 Vote: Hillary Clinton	18% (122)	37% (258)	15% (103)	7% (49)	18% (121)	6% (39)	693
2016 Vote: Donald Trump	21% (137)	36% (228)	15% (94)	7% (46)	16% (102)	6% (35)	643
2016 Vote: Someone else	16% (28)	37% (67)	14% (26)	10% (18)	16% (29)	7% (13)	181
2016 Vote: Didnt Vote	14% (92)	29% (198)	19% (126)	6% (41)	14% (98)	18% (123)	677

Continued on next page

Table HR5_2: In the past 30 years, five actors have portrayed Batman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Batman?

Val Kilmer

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	17% (379)	34% (758)	16% (349)	7% (154)	16% (350)	10% (211)	2201
Voted in 2014: Yes	20% (271)	37% (507)	15% (208)	7% (93)	15% (205)	5% (72)	1356
Voted in 2014: No	13% (108)	30% (252)	17% (140)	7% (61)	17% (146)	16% (138)	845
2012 Vote: Barack Obama	19% (160)	36% (305)	17% (142)	7% (58)	16% (137)	5% (44)	846
2012 Vote: Mitt Romney	21% (104)	37% (183)	15% (74)	6% (31)	15% (75)	6% (30)	497
2012 Vote: Other	19% (21)	40% (44)	12% (13)	11% (12)	11% (12)	8% (9)	110
2012 Vote: Didn't Vote	13% (93)	31% (226)	16% (120)	7% (53)	16% (121)	17% (127)	741
4-Region: Northeast	16% (61)	31% (124)	17% (69)	7% (26)	20% (77)	9% (37)	394
4-Region: Midwest	18% (84)	37% (172)	13% (61)	6% (26)	17% (78)	9% (41)	462
4-Region: South	18% (148)	34% (280)	15% (123)	8% (70)	15% (123)	10% (81)	825
4-Region: West	16% (86)	35% (182)	19% (96)	6% (32)	14% (72)	10% (51)	520
Watch TV: Every day	19% (206)	38% (420)	15% (167)	7% (82)	14% (155)	7% (82)	1111
Watch TV: Several times per week	16% (82)	33% (169)	19% (98)	6% (31)	16% (81)	9% (47)	508
Watch TV: About once per week	16% (24)	28% (43)	15% (22)	9% (13)	24% (36)	7% (11)	150
Watch TV: Several times per month	16% (13)	33% (27)	14% (12)	9% (7)	18% (15)	10% (8)	83
Watch TV: About once per month	15% (10)	24% (15)	29% (18)	1% (1)	13% (8)	17% (11)	63
Watch TV: Less often than once per month	16% (17)	32% (33)	10% (11)	11% (12)	20% (21)	11% (12)	105
Watch TV: Never	15% (27)	28% (51)	11% (20)	4% (8)	19% (34)	22% (40)	181
Watch Movies: Every day	24% (112)	36% (171)	14% (64)	8% (40)	10% (48)	8% (37)	472
Watch Movies: Several times per week	15% (86)	40% (228)	21% (119)	8% (47)	11% (64)	6% (34)	577
Watch Movies: About once per week	16% (54)	37% (125)	15% (51)	6% (21)	18% (60)	7% (24)	334
Watch Movies: Several times per month	14% (35)	30% (74)	20% (51)	6% (16)	21% (53)	8% (21)	251
Watch Movies: About once per month	22% (43)	28% (56)	11% (22)	6% (12)	20% (40)	12% (23)	196
Watch Movies: Less often than once per month	15% (26)	32% (54)	12% (20)	5% (8)	22% (37)	15% (25)	170
Watch Movies: Never	12% (23)	25% (50)	11% (21)	5% (10)	25% (49)	23% (47)	200

Continued on next page

Table HR5_2: *In the past 30 years, five actors have portrayed Batman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Batman?*

Val Kilmer

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	17% (379)	34% (758)	16% (349)	7% (154)	16% (350)	10% (211)	2201
Watch Sporting Events: Every day	23% (44)	40% (76)	14% (26)	11% (22)	11% (21)	2% (4)	193
Watch Sporting Events: Several times per week	14% (50)	40% (144)	17% (62)	11% (40)	12% (41)	6% (21)	359
Watch Sporting Events: About once per week	15% (35)	38% (87)	16% (37)	12% (26)	11% (24)	7% (16)	225
Watch Sporting Events: Several times per month	18% (26)	34% (49)	15% (21)	4% (5)	18% (25)	11% (16)	144
Watch Sporting Events: About once per month	20% (32)	33% (53)	26% (41)	5% (8)	12% (19)	5% (8)	160
Watch Sporting Events: Less often than once per month	16% (56)	36% (124)	16% (55)	4% (14)	19% (67)	8% (27)	344
Watch Sporting Events: Never	17% (136)	29% (225)	14% (107)	5% (38)	20% (153)	15% (119)	778
Cable TV: Currently subscribe	17% (180)	37% (378)	16% (163)	8% (79)	14% (146)	8% (88)	1034
Cable TV: Subscribed in past	17% (125)	35% (267)	18% (133)	6% (43)	17% (129)	8% (58)	756
Cable TV: Never subscribed	18% (74)	28% (113)	13% (52)	8% (31)	18% (75)	16% (65)	411
Satellite TV: Currently subscribe	19% (87)	35% (162)	17% (77)	6% (29)	15% (71)	8% (38)	464
Satellite TV: Subscribed in past	18% (112)	37% (227)	18% (108)	7% (45)	13% (79)	8% (48)	620
Satellite TV: Never subscribed	16% (180)	33% (370)	15% (164)	7% (80)	18% (200)	11% (124)	1117
Streaming Services: Currently subscribe	17% (220)	37% (476)	16% (209)	9% (112)	14% (179)	7% (91)	1288
Streaming Services: Subscribed in past	25% (51)	22% (45)	18% (37)	5% (10)	17% (35)	13% (25)	203
Streaming Services: Never subscribed	15% (108)	33% (237)	14% (102)	5% (32)	19% (136)	13% (94)	710
Film: An avid fan	21% (178)	38% (326)	16% (138)	9% (75)	10% (89)	5% (46)	853
Film: A casual fan	16% (177)	34% (380)	17% (190)	6% (68)	19% (211)	8% (86)	1112
Film: Not a fan	10% (24)	22% (52)	9% (22)	5% (11)	21% (50)	33% (79)	237
Television: An avid fan	20% (219)	37% (421)	15% (172)	8% (85)	13% (148)	7% (77)	1122
Television: A casual fan	14% (134)	33% (308)	16% (153)	7% (64)	19% (177)	11% (100)	935
Television: Not a fan	18% (26)	21% (29)	17% (24)	3% (5)	18% (25)	24% (34)	143
Music: An avid fan	20% (229)	35% (398)	15% (172)	8% (89)	14% (159)	9% (97)	1143
Music: A casual fan	14% (131)	36% (341)	18% (169)	6% (59)	18% (171)	9% (81)	951
Music: Not a fan	18% (19)	19% (20)	8% (8)	5% (6)	19% (21)	31% (33)	107
Fashion: An avid fan	25% (80)	34% (111)	12% (40)	9% (30)	10% (33)	9% (28)	322
Fashion: A casual fan	18% (157)	38% (331)	16% (140)	6% (49)	14% (119)	10% (84)	881
Fashion: Not a fan	14% (142)	32% (316)	17% (169)	7% (74)	20% (198)	10% (98)	998

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

Table HR5_3: *In the past 30 years, five actors have portrayed Batman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Batman?*
George Clooney

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	19% (412)	34% (738)	17% (378)	11% (243)	15% (336)	4% (94)	2201
Gender: Male	14% (152)	33% (349)	17% (183)	16% (175)	15% (157)	4% (47)	1062
Gender: Female	23% (260)	34% (389)	17% (195)	6% (69)	16% (180)	4% (47)	1139
Age: 18-29	18% (80)	27% (119)	17% (77)	12% (54)	17% (76)	9% (40)	445
Age: 30-44	21% (119)	35% (198)	17% (96)	14% (79)	11% (61)	3% (16)	568
Age: 45-54	18% (64)	36% (126)	19% (67)	12% (43)	10% (34)	4% (14)	348
Age: 55-64	21% (86)	36% (147)	17% (69)	9% (35)	15% (59)	2% (7)	404
Age: 65+	14% (63)	34% (148)	16% (70)	8% (33)	24% (106)	4% (17)	436
Generation Z: 18-22	16% (32)	22% (43)	19% (36)	13% (25)	18% (36)	11% (22)	194
Millennial: Age 23-38	21% (130)	34% (216)	16% (102)	12% (74)	13% (85)	4% (26)	633
Generation X: Age 39-54	19% (101)	35% (184)	19% (100)	14% (77)	9% (50)	4% (21)	533
Boomers: Age 55-73	18% (130)	37% (273)	17% (128)	8% (58)	18% (133)	2% (17)	739
PID: Dem (no lean)	20% (161)	34% (271)	17% (136)	11% (91)	14% (109)	4% (31)	799
PID: Ind (no lean)	18% (144)	31% (242)	17% (134)	11% (86)	17% (131)	6% (47)	784
PID: Rep (no lean)	17% (106)	36% (225)	17% (107)	11% (66)	16% (97)	3% (16)	618
PID/Gender: Dem Men	19% (66)	34% (118)	14% (50)	19% (65)	12% (41)	3% (9)	350
PID/Gender: Dem Women	21% (95)	34% (153)	19% (86)	6% (26)	15% (68)	5% (22)	449
PID/Gender: Ind Men	12% (47)	30% (120)	17% (67)	17% (66)	16% (65)	8% (31)	396
PID/Gender: Ind Women	25% (97)	31% (122)	17% (67)	5% (21)	17% (66)	4% (16)	388
PID/Gender: Rep Men	12% (38)	35% (111)	21% (66)	14% (44)	16% (51)	2% (7)	316
PID/Gender: Rep Women	23% (68)	38% (115)	14% (42)	7% (22)	15% (46)	3% (9)	302
Ideo: Liberal (1-3)	20% (137)	31% (215)	19% (132)	11% (78)	14% (97)	4% (29)	688
Ideo: Moderate (4)	20% (108)	36% (193)	15% (79)	10% (51)	17% (93)	2% (10)	536
Ideo: Conservative (5-7)	15% (110)	36% (260)	18% (130)	12% (87)	14% (102)	4% (27)	717
Educ: < College	21% (312)	34% (509)	15% (234)	11% (172)	15% (220)	4% (66)	1513
Educ: Bachelors degree	14% (63)	33% (147)	21% (92)	11% (49)	18% (78)	3% (15)	444
Educ: Post-grad	15% (37)	33% (81)	21% (51)	9% (23)	16% (39)	5% (13)	244

Continued on next page

Table HR5_3: *In the past 30 years, five actors have portrayed Batman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Batman?**George Clooney*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	19% (412)	34% (738)	17% (378)	11% (243)	15% (336)	4% (94)	2201
Income: Under 50k	21% (270)	31% (403)	16% (212)	11% (148)	16% (208)	4% (55)	1295
Income: 50k-100k	16% (104)	38% (249)	17% (116)	10% (68)	16% (106)	3% (21)	664
Income: 100k+	16% (38)	36% (86)	20% (49)	12% (28)	10% (23)	7% (18)	242
Ethnicity: White	17% (298)	35% (599)	18% (303)	11% (190)	16% (279)	3% (54)	1723
Ethnicity: Hispanic	26% (89)	25% (89)	19% (65)	10% (36)	14% (47)	7% (23)	350
Ethnicity: Afr. Am.	26% (71)	30% (82)	16% (43)	11% (30)	12% (33)	6% (16)	274
Ethnicity: Other	21% (42)	28% (58)	16% (32)	11% (23)	12% (25)	12% (24)	204
All Christian	19% (181)	37% (357)	16% (153)	10% (92)	15% (141)	3% (30)	954
All Non-Christian	18% (18)	27% (27)	24% (25)	11% (11)	16% (17)	4% (4)	103
Atheist	12% (14)	38% (45)	19% (22)	13% (15)	17% (20)	1% (2)	117
Agnostic/Nothing in particular	19% (199)	30% (309)	17% (178)	12% (125)	15% (159)	6% (58)	1027
Religious Non-Protestant/Catholic	18% (24)	31% (41)	22% (29)	9% (12)	16% (21)	4% (6)	132
Evangelical	24% (149)	33% (204)	14% (85)	11% (66)	13% (82)	4% (27)	613
Non-Evangelical	19% (149)	37% (290)	17% (136)	10% (78)	14% (111)	3% (22)	787
Community: Urban	22% (134)	32% (193)	19% (116)	9% (54)	14% (83)	4% (22)	602
Community: Suburban	17% (169)	34% (346)	18% (186)	11% (111)	15% (154)	4% (38)	1004
Community: Rural	18% (109)	34% (200)	13% (76)	13% (78)	17% (99)	6% (33)	595
Employ: Private Sector	18% (117)	38% (242)	18% (113)	10% (67)	13% (81)	3% (22)	642
Employ: Government	25% (31)	31% (39)	21% (26)	14% (18)	7% (9)	2% (2)	124
Employ: Self-Employed	19% (35)	32% (57)	21% (38)	18% (32)	6% (11)	4% (7)	180
Employ: Homemaker	23% (39)	36% (61)	13% (22)	10% (18)	14% (24)	4% (6)	170
Employ: Student	16% (18)	22% (24)	22% (24)	15% (16)	17% (19)	8% (9)	111
Employ: Retired	16% (86)	33% (173)	16% (82)	9% (49)	23% (118)	3% (13)	521
Employ: Unemployed	20% (49)	32% (80)	14% (36)	9% (22)	20% (50)	5% (13)	250
Employ: Other	18% (37)	31% (62)	18% (37)	11% (21)	12% (24)	10% (21)	202
Military HH: Yes	14% (48)	41% (145)	15% (51)	11% (37)	17% (60)	3% (11)	353
Military HH: No	20% (364)	32% (593)	18% (326)	11% (206)	15% (277)	4% (83)	1848
RD/WT: Right Direction	19% (159)	36% (300)	16% (136)	13% (110)	13% (106)	3% (28)	839
RD/WT: Wrong Track	19% (252)	32% (438)	18% (242)	10% (133)	17% (231)	5% (66)	1362

Continued on next page

Table HR5_3: In the past 30 years, five actors have portrayed Batman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Batman?
George Clooney

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	19% (412)	34% (738)	17% (378)	11% (243)	15% (336)	4% (94)	2201
Trump Job Approve	17% (148)	36% (319)	16% (140)	13% (112)	15% (127)	3% (27)	873
Trump Job Disapprove	19% (228)	32% (379)	18% (219)	10% (120)	16% (190)	5% (54)	1190
Trump Job Strongly Approve	17% (76)	33% (147)	16% (72)	15% (67)	16% (72)	3% (12)	446
Trump Job Somewhat Approve	17% (72)	40% (171)	16% (69)	11% (45)	13% (56)	4% (15)	427
Trump Job Somewhat Disapprove	21% (56)	29% (79)	21% (59)	9% (26)	16% (43)	4% (11)	275
Trump Job Strongly Disapprove	19% (171)	33% (300)	18% (161)	10% (94)	16% (146)	5% (43)	915
Favorable of Trump	19% (159)	36% (312)	16% (138)	12% (101)	14% (122)	3% (28)	860
Unfavorable of Trump	19% (228)	32% (384)	19% (223)	11% (128)	15% (185)	4% (47)	1194
Very Favorable of Trump	20% (92)	32% (146)	17% (76)	14% (65)	15% (66)	2% (11)	456
Somewhat Favorable of Trump	17% (67)	41% (166)	15% (62)	9% (36)	14% (56)	4% (17)	404
Somewhat Unfavorable of Trump	21% (43)	31% (64)	23% (49)	13% (26)	10% (22)	3% (5)	208
Very Unfavorable of Trump	19% (185)	33% (321)	18% (174)	10% (101)	17% (163)	4% (41)	985
#1 Issue: Economy	18% (97)	38% (200)	14% (76)	13% (68)	13% (66)	4% (20)	528
#1 Issue: Security	16% (65)	32% (133)	18% (74)	16% (66)	15% (63)	3% (14)	415
#1 Issue: Health Care	21% (75)	33% (116)	19% (68)	8% (30)	16% (56)	3% (12)	357
#1 Issue: Medicare / Social Security	21% (73)	36% (122)	13% (45)	6% (22)	19% (64)	5% (17)	344
#1 Issue: Women's Issues	16% (29)	30% (53)	22% (40)	13% (23)	14% (25)	5% (9)	179
#1 Issue: Education	26% (43)	32% (53)	18% (30)	9% (15)	12% (19)	4% (6)	167
#1 Issue: Energy	11% (12)	34% (37)	25% (27)	8% (8)	17% (19)	6% (6)	109
#1 Issue: Other	18% (19)	23% (23)	17% (18)	11% (11)	22% (23)	8% (8)	101
2018 House Vote: Democrat	21% (167)	33% (263)	18% (148)	10% (77)	16% (125)	3% (22)	803
2018 House Vote: Republican	15% (93)	36% (227)	17% (109)	12% (73)	17% (105)	4% (23)	630
2018 House Vote: Someone else	20% (21)	34% (35)	16% (16)	9% (9)	11% (11)	9% (9)	101
2018 House Vote: Didnt Vote	20% (131)	32% (212)	16% (105)	13% (84)	14% (92)	6% (39)	663
2016 Vote: Hillary Clinton	22% (152)	34% (233)	19% (129)	8% (54)	16% (109)	2% (16)	693
2016 Vote: Donald Trump	16% (105)	34% (218)	19% (120)	13% (85)	16% (102)	2% (14)	643
2016 Vote: Someone else	17% (31)	35% (64)	17% (30)	11% (21)	16% (28)	4% (6)	181
2016 Vote: Didnt Vote	18% (123)	33% (222)	15% (98)	12% (82)	14% (95)	8% (57)	677

Continued on next page

Table HR5_3: *In the past 30 years, five actors have portrayed Batman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Batman?**George Clooney*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	19% (412)	34% (738)	17% (378)	11% (243)	15% (336)	4% (94)	2201
Voted in 2014: Yes	19% (260)	35% (471)	18% (251)	10% (137)	15% (206)	2% (31)	1356
Voted in 2014: No	18% (152)	32% (267)	15% (127)	13% (107)	15% (130)	7% (62)	845
2012 Vote: Barack Obama	23% (196)	35% (296)	18% (149)	8% (69)	14% (120)	2% (17)	846
2012 Vote: Mitt Romney	14% (71)	34% (168)	19% (94)	13% (65)	18% (88)	2% (11)	497
2012 Vote: Other	19% (21)	40% (44)	9% (10)	18% (20)	7% (7)	7% (8)	110
2012 Vote: Didn't Vote	16% (121)	31% (231)	17% (125)	12% (90)	16% (115)	8% (58)	741
4-Region: Northeast	17% (67)	34% (136)	18% (72)	9% (37)	18% (70)	3% (13)	394
4-Region: Midwest	21% (95)	36% (165)	16% (72)	9% (40)	17% (78)	3% (13)	462
4-Region: South	19% (153)	35% (285)	16% (134)	13% (107)	14% (113)	4% (32)	825
4-Region: West	19% (97)	29% (153)	19% (99)	12% (60)	15% (76)	7% (35)	520
Watch TV: Every day	22% (240)	36% (398)	16% (176)	10% (110)	14% (158)	3% (29)	1111
Watch TV: Several times per week	15% (78)	34% (175)	21% (107)	12% (62)	14% (72)	3% (15)	508
Watch TV: About once per week	21% (31)	33% (49)	11% (16)	16% (24)	19% (28)	1% (1)	150
Watch TV: Several times per month	15% (13)	33% (27)	14% (12)	13% (11)	17% (14)	8% (6)	83
Watch TV: About once per month	15% (9)	26% (16)	22% (14)	14% (9)	14% (9)	9% (6)	63
Watch TV: Less often than once per month	18% (19)	26% (28)	21% (22)	13% (13)	19% (20)	3% (3)	105
Watch TV: Never	12% (22)	26% (46)	17% (30)	8% (14)	19% (35)	18% (33)	181
Watch Movies: Every day	27% (126)	32% (153)	15% (70)	11% (50)	11% (54)	4% (19)	472
Watch Movies: Several times per week	17% (97)	36% (211)	21% (123)	14% (79)	10% (57)	2% (11)	577
Watch Movies: About once per week	18% (61)	36% (121)	18% (59)	9% (31)	17% (56)	2% (6)	334
Watch Movies: Several times per month	16% (41)	36% (91)	14% (34)	14% (35)	15% (37)	5% (13)	251
Watch Movies: About once per month	14% (28)	34% (67)	18% (35)	11% (22)	21% (42)	1% (3)	196
Watch Movies: Less often than once per month	16% (28)	29% (50)	17% (29)	8% (13)	25% (43)	5% (8)	170
Watch Movies: Never	16% (31)	23% (45)	14% (29)	7% (14)	24% (48)	17% (34)	200

Continued on next page

Table HR5_3: *In the past 30 years, five actors have portrayed Batman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Batman?*
George Clooney

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	19% (412)	34% (738)	17% (378)	11% (243)	15% (336)	4% (94)	2201
Watch Sporting Events: Every day	29% (57)	33% (64)	14% (26)	13% (25)	8% (15)	3% (5)	193
Watch Sporting Events: Several times per week	16% (56)	36% (130)	19% (69)	16% (58)	11% (41)	1% (5)	359
Watch Sporting Events: About once per week	12% (28)	42% (94)	20% (45)	9% (20)	12% (28)	5% (11)	225
Watch Sporting Events: Several times per month	23% (34)	30% (43)	14% (20)	10% (15)	19% (27)	3% (4)	144
Watch Sporting Events: About once per month	27% (43)	35% (56)	16% (26)	9% (14)	12% (19)	1% (2)	160
Watch Sporting Events: Less often than once per month	17% (58)	33% (115)	19% (65)	10% (35)	17% (57)	4% (14)	344
Watch Sporting Events: Never	18% (136)	30% (236)	16% (127)	10% (77)	19% (150)	7% (52)	778
Cable TV: Currently subscribe	19% (197)	33% (344)	18% (186)	11% (116)	15% (152)	4% (39)	1034
Cable TV: Subscribed in past	19% (142)	37% (276)	16% (122)	11% (82)	14% (106)	4% (27)	756
Cable TV: Never subscribed	18% (73)	29% (118)	17% (70)	11% (45)	19% (78)	7% (27)	411
Satellite TV: Currently subscribe	22% (100)	32% (150)	16% (76)	11% (49)	15% (68)	5% (21)	464
Satellite TV: Subscribed in past	18% (112)	36% (223)	17% (106)	13% (77)	13% (82)	3% (19)	620
Satellite TV: Never subscribed	18% (200)	33% (365)	18% (196)	10% (117)	17% (187)	5% (53)	1117
Streaming Services: Currently subscribe	19% (241)	33% (430)	19% (243)	12% (152)	14% (182)	3% (41)	1288
Streaming Services: Subscribed in past	19% (39)	39% (78)	18% (36)	10% (21)	10% (20)	5% (9)	203
Streaming Services: Never subscribed	19% (132)	32% (230)	14% (99)	10% (71)	19% (134)	6% (44)	710
Film: An avid fan	24% (202)	35% (299)	18% (153)	12% (101)	9% (79)	2% (19)	853
Film: A casual fan	16% (183)	36% (395)	18% (197)	10% (110)	18% (200)	2% (27)	1112
Film: Not a fan	11% (27)	19% (44)	12% (28)	14% (33)	24% (57)	20% (47)	237
Television: An avid fan	23% (255)	36% (400)	17% (193)	10% (107)	12% (136)	3% (32)	1122
Television: A casual fan	14% (134)	33% (312)	18% (164)	11% (105)	19% (182)	4% (39)	935
Television: Not a fan	16% (23)	18% (26)	14% (21)	22% (32)	13% (19)	16% (23)	143
Music: An avid fan	24% (275)	32% (365)	16% (178)	12% (139)	13% (144)	4% (42)	1143
Music: A casual fan	12% (116)	38% (357)	20% (190)	9% (89)	18% (172)	3% (27)	951
Music: Not a fan	19% (20)	16% (17)	9% (9)	14% (15)	20% (21)	23% (24)	107
Fashion: An avid fan	31% (101)	31% (101)	16% (51)	7% (24)	10% (31)	5% (15)	322
Fashion: A casual fan	20% (178)	39% (341)	16% (142)	9% (81)	12% (110)	3% (28)	881
Fashion: Not a fan	13% (133)	30% (296)	18% (184)	14% (139)	20% (195)	5% (51)	998

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

Table HR5_4: *In the past 30 years, five actors have portrayed Batman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Batman?*
 Christian Bale

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	39% (857)	31% (677)	8% (175)	2% (44)	14% (310)	6% (138)	2201
Gender: Male	40% (422)	31% (333)	9% (97)	2% (20)	13% (138)	5% (52)	1062
Gender: Female	38% (435)	30% (344)	7% (78)	2% (24)	15% (172)	7% (85)	1139
Age: 18-29	54% (243)	26% (115)	8% (34)	1% (5)	6% (26)	5% (23)	445
Age: 30-44	50% (284)	26% (148)	8% (43)	3% (15)	9% (50)	5% (27)	568
Age: 45-54	40% (138)	33% (114)	6% (21)	4% (12)	12% (41)	6% (22)	348
Age: 55-64	25% (100)	39% (156)	11% (43)	2% (7)	19% (78)	5% (19)	404
Age: 65+	21% (92)	33% (144)	8% (34)	1% (4)	26% (116)	11% (47)	436
Generation Z: 18-22	56% (109)	23% (44)	8% (15)	1% (1)	7% (13)	6% (12)	194
Millennial: Age 23-38	53% (337)	27% (170)	7% (44)	2% (15)	7% (43)	4% (23)	633
Generation X: Age 39-54	41% (218)	31% (163)	7% (40)	3% (17)	11% (60)	7% (36)	533
Boomers: Age 55-73	24% (176)	36% (266)	9% (69)	1% (11)	23% (169)	6% (48)	739
PID: Dem (no lean)	40% (324)	33% (262)	7% (55)	2% (18)	12% (99)	5% (42)	799
PID: Ind (no lean)	38% (295)	28% (219)	9% (70)	2% (15)	16% (123)	8% (61)	784
PID: Rep (no lean)	39% (238)	32% (196)	8% (50)	2% (11)	14% (88)	6% (35)	618
PID/Gender: Dem Men	42% (146)	36% (127)	7% (26)	1% (5)	10% (36)	3% (9)	350
PID/Gender: Dem Women	39% (177)	30% (135)	6% (29)	3% (13)	14% (64)	7% (33)	449
PID/Gender: Ind Men	36% (143)	27% (107)	12% (48)	2% (9)	15% (59)	7% (29)	396
PID/Gender: Ind Women	39% (152)	29% (113)	6% (23)	1% (6)	16% (63)	8% (32)	388
PID/Gender: Rep Men	42% (132)	31% (99)	7% (23)	2% (6)	14% (43)	4% (14)	316
PID/Gender: Rep Women	35% (106)	32% (97)	9% (27)	2% (6)	15% (45)	7% (21)	302
Ideo: Liberal (1-3)	42% (288)	30% (210)	7% (50)	2% (16)	13% (92)	5% (31)	688
Ideo: Moderate (4)	38% (206)	34% (181)	8% (41)	1% (7)	14% (73)	5% (28)	536
Ideo: Conservative (5-7)	35% (249)	33% (236)	9% (66)	2% (18)	15% (104)	6% (43)	717
Educ: < College	39% (596)	31% (462)	8% (125)	2% (33)	13% (203)	6% (94)	1513
Educ: Bachelors degree	39% (174)	32% (143)	7% (30)	2% (9)	15% (67)	5% (22)	444
Educ: Post-grad	36% (87)	30% (72)	8% (20)	1% (3)	16% (40)	9% (22)	244

Continued on next page

Table HR5_4: In the past 30 years, five actors have portrayed Batman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Batman?
Christian Bale

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	39% (857)	31% (677)	8% (175)	2% (44)	14% (310)	6% (138)	2201
Income: Under 50k	38% (489)	31% (397)	7% (97)	2% (27)	15% (194)	7% (91)	1295
Income: 50k-100k	40% (265)	31% (209)	9% (61)	2% (10)	14% (90)	4% (29)	664
Income: 100k+	42% (103)	29% (71)	7% (17)	3% (8)	11% (26)	7% (17)	242
Ethnicity: White	38% (648)	31% (536)	9% (148)	2% (29)	16% (272)	5% (89)	1723
Ethnicity: Hispanic	53% (185)	23% (82)	8% (29)	1% (5)	7% (26)	7% (23)	350
Ethnicity: Afr. Am.	39% (107)	33% (91)	5% (15)	4% (12)	9% (23)	10% (27)	274
Ethnicity: Other	50% (102)	25% (50)	6% (13)	2% (4)	7% (15)	10% (21)	204
All Christian	36% (345)	32% (305)	7% (71)	2% (21)	16% (157)	6% (55)	954
All Non-Christian	42% (44)	29% (30)	10% (11)	1% (1)	11% (11)	7% (7)	103
Atheist	40% (47)	27% (31)	10% (12)	1% (1)	21% (24)	2% (2)	117
Agnostic/Nothing in particular	41% (421)	30% (312)	8% (81)	2% (21)	11% (118)	7% (74)	1027
Religious Non-Protestant/Catholic	43% (56)	29% (38)	10% (13)	1% (1)	11% (15)	6% (9)	132
Evangelical	38% (234)	31% (193)	8% (49)	2% (10)	13% (78)	8% (49)	613
Non-Evangelical	38% (297)	34% (265)	7% (55)	2% (17)	15% (118)	4% (34)	787
Community: Urban	44% (266)	29% (174)	6% (39)	2% (9)	14% (84)	5% (30)	602
Community: Suburban	37% (373)	32% (325)	9% (90)	2% (24)	12% (125)	7% (67)	1004
Community: Rural	37% (218)	30% (178)	8% (46)	2% (11)	17% (101)	7% (40)	595
Employ: Private Sector	46% (292)	31% (198)	8% (53)	1% (7)	11% (69)	4% (23)	642
Employ: Government	48% (59)	27% (34)	6% (8)	5% (6)	9% (11)	5% (6)	124
Employ: Self-Employed	38% (68)	31% (56)	13% (24)	3% (6)	8% (14)	7% (12)	180
Employ: Homemaker	40% (67)	31% (53)	9% (15)	1% (2)	14% (24)	6% (9)	170
Employ: Student	55% (62)	29% (32)	4% (4)	— (1)	6% (7)	6% (7)	111
Employ: Retired	21% (110)	36% (186)	8% (42)	2% (8)	25% (132)	8% (44)	521
Employ: Unemployed	36% (89)	31% (78)	10% (25)	5% (11)	13% (31)	6% (15)	250
Employ: Other	54% (108)	20% (41)	2% (4)	2% (4)	11% (23)	11% (22)	202
Military HH: Yes	37% (130)	36% (126)	4% (14)	3% (9)	15% (52)	6% (21)	353
Military HH: No	39% (727)	30% (551)	9% (161)	2% (35)	14% (258)	6% (117)	1848
RD/WT: Right Direction	39% (325)	32% (266)	9% (72)	2% (20)	13% (111)	5% (45)	839
RD/WT: Wrong Track	39% (532)	30% (411)	8% (103)	2% (25)	15% (199)	7% (92)	1362

Continued on next page

Table HR5_4: In the past 30 years, five actors have portrayed Batman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Batman?
Christian Bale

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	39% (857)	31% (677)	8% (175)	2% (44)	14% (310)	6% (138)	2201
Trump Job Approve	37% (327)	32% (281)	9% (78)	2% (20)	14% (119)	6% (49)	873
Trump Job Disapprove	40% (476)	31% (365)	7% (89)	2% (22)	14% (165)	6% (74)	1190
Trump Job Strongly Approve	35% (158)	32% (141)	10% (44)	3% (15)	14% (64)	5% (24)	446
Trump Job Somewhat Approve	40% (170)	33% (139)	8% (34)	1% (5)	13% (55)	6% (25)	427
Trump Job Somewhat Disapprove	44% (121)	31% (84)	8% (22)	2% (5)	10% (27)	5% (15)	275
Trump Job Strongly Disapprove	39% (355)	31% (280)	7% (67)	2% (17)	15% (138)	6% (59)	915
Favorable of Trump	38% (324)	32% (271)	9% (76)	3% (23)	14% (117)	6% (49)	860
Unfavorable of Trump	40% (482)	31% (375)	8% (90)	1% (18)	13% (159)	6% (71)	1194
Very Favorable of Trump	35% (161)	32% (147)	10% (48)	3% (14)	13% (61)	6% (25)	456
Somewhat Favorable of Trump	40% (163)	31% (125)	7% (28)	2% (9)	14% (56)	6% (23)	404
Somewhat Unfavorable of Trump	50% (103)	31% (65)	8% (17)	1% (2)	7% (14)	3% (7)	208
Very Unfavorable of Trump	38% (378)	31% (310)	7% (73)	2% (16)	15% (145)	6% (64)	985
#1 Issue: Economy	44% (234)	32% (170)	7% (38)	2% (10)	11% (58)	3% (18)	528
#1 Issue: Security	37% (155)	30% (127)	8% (33)	3% (12)	15% (61)	7% (28)	415
#1 Issue: Health Care	37% (131)	33% (117)	11% (39)	1% (4)	12% (42)	7% (24)	357
#1 Issue: Medicare / Social Security	25% (87)	31% (107)	9% (30)	1% (5)	24% (82)	9% (33)	344
#1 Issue: Women's Issues	48% (87)	27% (49)	7% (13)	3% (5)	9% (16)	5% (10)	179
#1 Issue: Education	55% (92)	23% (38)	3% (5)	3% (4)	9% (15)	8% (13)	167
#1 Issue: Energy	39% (43)	34% (37)	10% (11)	1% (1)	12% (13)	4% (4)	109
#1 Issue: Other	27% (28)	33% (33)	6% (6)	4% (4)	22% (22)	8% (8)	101
2018 House Vote: Democrat	39% (312)	35% (278)	7% (54)	1% (10)	14% (109)	5% (40)	803
2018 House Vote: Republican	34% (211)	31% (196)	10% (65)	2% (13)	16% (101)	7% (43)	630
2018 House Vote: Someone else	37% (37)	28% (29)	8% (8)	6% (6)	15% (15)	6% (6)	101
2018 House Vote: Didnt Vote	44% (294)	26% (172)	7% (47)	2% (15)	13% (85)	7% (49)	663
2016 Vote: Hillary Clinton	38% (262)	33% (231)	7% (47)	2% (11)	16% (114)	4% (29)	693
2016 Vote: Donald Trump	34% (220)	32% (204)	11% (71)	2% (14)	16% (100)	5% (34)	643
2016 Vote: Someone else	36% (64)	37% (67)	7% (13)	3% (5)	11% (20)	6% (12)	181
2016 Vote: Didnt Vote	46% (309)	25% (173)	6% (44)	2% (15)	11% (74)	9% (62)	677

Continued on next page

Table HR5_4: *In the past 30 years, five actors have portrayed Batman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Batman?*
Christian Bale

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	39% (857)	31% (677)	8% (175)	2% (44)	14% (310)	6% (138)	2201
Voted in 2014: Yes	35% (481)	33% (453)	9% (117)	2% (27)	15% (206)	5% (72)	1356
Voted in 2014: No	44% (376)	26% (224)	7% (58)	2% (18)	12% (104)	8% (66)	845
2012 Vote: Barack Obama	40% (335)	33% (277)	7% (56)	2% (16)	15% (125)	4% (37)	846
2012 Vote: Mitt Romney	30% (151)	34% (168)	11% (56)	2% (8)	17% (86)	6% (28)	497
2012 Vote: Other	29% (31)	35% (38)	11% (12)	3% (4)	14% (15)	9% (9)	110
2012 Vote: Didn't Vote	45% (336)	26% (190)	7% (51)	2% (16)	11% (84)	9% (64)	741
4-Region: Northeast	33% (132)	32% (124)	9% (35)	3% (13)	16% (62)	7% (28)	394
4-Region: Midwest	38% (176)	30% (137)	7% (32)	3% (12)	17% (77)	6% (28)	462
4-Region: South	39% (320)	33% (273)	7% (58)	2% (15)	12% (103)	7% (56)	825
4-Region: West	44% (229)	27% (143)	10% (50)	1% (4)	13% (69)	5% (26)	520
Watch TV: Every day	41% (455)	32% (360)	8% (91)	2% (22)	12% (132)	5% (52)	1111
Watch TV: Several times per week	41% (207)	29% (149)	9% (45)	2% (9)	14% (71)	6% (28)	508
Watch TV: About once per week	37% (55)	33% (49)	8% (12)	1% (2)	17% (26)	4% (5)	150
Watch TV: Several times per month	48% (40)	31% (25)	4% (4)	1% (1)	13% (11)	3% (3)	83
Watch TV: About once per month	39% (25)	29% (18)	12% (8)	2% (1)	12% (8)	5% (3)	63
Watch TV: Less often than once per month	24% (25)	38% (40)	4% (4)	5% (5)	23% (24)	6% (7)	105
Watch TV: Never	28% (50)	20% (36)	6% (12)	3% (5)	22% (39)	22% (40)	181
Watch Movies: Every day	53% (248)	30% (143)	7% (32)	2% (8)	5% (23)	4% (18)	472
Watch Movies: Several times per week	44% (252)	35% (200)	9% (50)	2% (12)	9% (51)	2% (13)	577
Watch Movies: About once per week	35% (118)	30% (100)	8% (26)	1% (3)	20% (66)	6% (21)	334
Watch Movies: Several times per month	38% (96)	34% (84)	8% (19)	2% (5)	15% (36)	4% (10)	251
Watch Movies: About once per month	29% (57)	30% (60)	9% (19)	4% (9)	21% (40)	6% (11)	196
Watch Movies: Less often than once per month	26% (45)	30% (52)	7% (12)	3% (6)	24% (41)	9% (15)	170
Watch Movies: Never	20% (41)	19% (38)	8% (16)	1% (3)	27% (53)	24% (49)	200

Continued on next page

Table HR5_4: In the past 30 years, five actors have portrayed Batman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Batman?

Christian Bale

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	39% (857)	31% (677)	8% (175)	2% (44)	14% (310)	6% (138)	2201
Watch Sporting Events: Every day	47% (91)	27% (51)	13% (25)	3% (6)	9% (17)	2% (3)	193
Watch Sporting Events: Several times per week	44% (157)	32% (114)	10% (35)	2% (6)	11% (40)	2% (7)	359
Watch Sporting Events: About once per week	41% (91)	37% (82)	6% (13)	4% (9)	9% (21)	4% (9)	225
Watch Sporting Events: Several times per month	39% (57)	32% (46)	6% (8)	3% (5)	18% (26)	1% (2)	144
Watch Sporting Events: About once per month	42% (67)	35% (56)	5% (9)	1% (1)	13% (21)	4% (6)	160
Watch Sporting Events: Less often than once per month	37% (127)	33% (112)	9% (30)	2% (5)	15% (52)	5% (18)	344
Watch Sporting Events: Never	34% (266)	28% (216)	7% (55)	2% (13)	17% (135)	12% (93)	778
Cable TV: Currently subscribe	38% (397)	31% (324)	8% (78)	2% (17)	14% (149)	7% (69)	1034
Cable TV: Subscribed in past	42% (316)	31% (235)	8% (62)	2% (13)	13% (98)	4% (32)	756
Cable TV: Never subscribed	35% (144)	29% (118)	8% (35)	3% (14)	15% (63)	9% (37)	411
Satellite TV: Currently subscribe	42% (196)	31% (142)	8% (36)	2% (7)	12% (57)	6% (26)	464
Satellite TV: Subscribed in past	40% (250)	32% (197)	10% (62)	2% (14)	11% (69)	5% (28)	620
Satellite TV: Never subscribed	37% (411)	30% (338)	7% (77)	2% (24)	17% (185)	7% (84)	1117
Streaming Services: Currently subscribe	47% (606)	31% (404)	7% (93)	2% (22)	9% (120)	3% (43)	1288
Streaming Services: Subscribed in past	40% (81)	26% (52)	13% (26)	5% (10)	10% (20)	7% (14)	203
Streaming Services: Never subscribed	24% (170)	31% (221)	8% (56)	2% (12)	24% (170)	11% (81)	710
Film: An avid fan	51% (436)	32% (272)	5% (46)	2% (19)	7% (62)	2% (18)	853
Film: A casual fan	34% (375)	33% (367)	10% (110)	2% (17)	18% (195)	4% (47)	1112
Film: Not a fan	19% (45)	16% (38)	8% (20)	3% (7)	22% (53)	31% (73)	237
Television: An avid fan	43% (483)	32% (363)	7% (76)	2% (21)	11% (128)	5% (52)	1122
Television: A casual fan	35% (330)	31% (287)	8% (79)	2% (19)	17% (162)	6% (58)	935
Television: Not a fan	31% (44)	19% (27)	14% (20)	3% (5)	14% (20)	19% (27)	143
Music: An avid fan	47% (538)	29% (336)	7% (75)	2% (25)	10% (117)	4% (51)	1143
Music: A casual fan	31% (299)	33% (317)	10% (91)	2% (16)	18% (174)	6% (55)	951
Music: Not a fan	18% (20)	23% (24)	8% (9)	3% (3)	18% (19)	30% (32)	107
Fashion: An avid fan	57% (185)	25% (81)	5% (16)	1% (5)	7% (22)	4% (14)	322
Fashion: A casual fan	38% (339)	35% (308)	7% (64)	2% (19)	12% (105)	5% (47)	881
Fashion: Not a fan	33% (333)	29% (288)	10% (96)	2% (21)	18% (183)	8% (77)	998

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

Table HR5_5: *In the past 30 years, five actors have portrayed Batman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Batman?*
Ben Affleck

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	18% (390)	31% (688)	18% (394)	13% (280)	16% (347)	5% (102)	2201
Gender: Male	17% (183)	30% (321)	18% (192)	14% (149)	16% (173)	4% (44)	1062
Gender: Female	18% (207)	32% (367)	18% (202)	12% (131)	15% (174)	5% (58)	1139
Age: 18-29	22% (99)	27% (120)	17% (75)	15% (65)	12% (55)	7% (32)	445
Age: 30-44	20% (112)	27% (155)	21% (119)	19% (108)	10% (56)	3% (18)	568
Age: 45-54	20% (71)	34% (118)	18% (64)	12% (43)	11% (38)	4% (14)	348
Age: 55-64	14% (56)	34% (137)	18% (73)	11% (45)	20% (81)	3% (11)	404
Age: 65+	12% (52)	36% (159)	14% (63)	4% (19)	27% (117)	6% (27)	436
Generation Z: 18-22	27% (52)	27% (53)	11% (21)	15% (30)	9% (18)	11% (21)	194
Millennial: Age 23-38	21% (135)	27% (171)	20% (129)	17% (106)	12% (73)	3% (20)	633
Generation X: Age 39-54	18% (95)	32% (169)	20% (108)	15% (80)	11% (57)	4% (23)	533
Boomers: Age 55-73	13% (93)	35% (259)	17% (127)	8% (58)	23% (171)	4% (32)	739
PID: Dem (no lean)	20% (161)	32% (254)	20% (158)	12% (97)	12% (100)	4% (28)	799
PID: Ind (no lean)	16% (124)	31% (240)	17% (135)	14% (109)	16% (128)	6% (47)	784
PID: Rep (no lean)	17% (104)	31% (194)	16% (102)	12% (73)	19% (119)	4% (26)	618
PID/Gender: Dem Men	21% (75)	32% (112)	19% (68)	13% (47)	12% (42)	2% (6)	350
PID/Gender: Dem Women	19% (86)	32% (142)	20% (90)	11% (50)	13% (58)	5% (22)	449
PID/Gender: Ind Men	14% (54)	29% (115)	19% (74)	16% (63)	17% (68)	6% (23)	396
PID/Gender: Ind Women	18% (71)	32% (126)	16% (61)	12% (47)	15% (60)	6% (24)	388
PID/Gender: Rep Men	17% (55)	30% (95)	16% (51)	12% (39)	20% (63)	5% (14)	316
PID/Gender: Rep Women	16% (50)	33% (99)	17% (51)	11% (34)	18% (56)	4% (12)	302
Ideo: Liberal (1-3)	18% (121)	30% (205)	22% (151)	14% (94)	14% (100)	2% (17)	688
Ideo: Moderate (4)	21% (115)	31% (166)	17% (91)	11% (61)	17% (90)	3% (13)	536
Ideo: Conservative (5-7)	15% (107)	34% (240)	17% (125)	12% (87)	17% (121)	5% (37)	717
Educ: < College	19% (293)	32% (482)	17% (254)	13% (189)	14% (217)	5% (77)	1513
Educ: Bachelors degree	15% (66)	31% (136)	20% (88)	14% (62)	18% (82)	3% (11)	444
Educ: Post-grad	13% (31)	29% (71)	21% (52)	12% (28)	20% (48)	5% (13)	244

Continued on next page

Table HR5_5: *In the past 30 years, five actors have portrayed Batman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Batman?**Ben Affleck*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	18% (390)	31% (688)	18% (394)	13% (280)	16% (347)	5% (102)	2201
Income: Under 50k	19% (243)	31% (395)	16% (212)	12% (161)	16% (212)	6% (72)	1295
Income: 50k-100k	16% (106)	33% (218)	20% (130)	14% (92)	16% (103)	2% (14)	664
Income: 100k+	17% (40)	31% (75)	22% (53)	11% (26)	13% (32)	6% (16)	242
Ethnicity: White	16% (273)	32% (552)	19% (319)	12% (210)	17% (298)	4% (71)	1723
Ethnicity: Hispanic	29% (101)	22% (77)	14% (49)	16% (56)	11% (40)	8% (27)	350
Ethnicity: Afr. Am.	26% (71)	30% (83)	15% (41)	13% (36)	10% (29)	5% (15)	274
Ethnicity: Other	22% (46)	27% (54)	17% (35)	17% (34)	10% (20)	8% (16)	204
All Christian	16% (155)	33% (311)	19% (178)	11% (105)	18% (167)	4% (37)	954
All Non-Christian	15% (16)	31% (32)	24% (25)	9% (10)	16% (16)	4% (5)	103
Atheist	14% (17)	32% (38)	16% (18)	16% (19)	22% (25)	— (0)	117
Agnostic/Nothing in particular	20% (203)	30% (308)	17% (172)	14% (146)	13% (137)	6% (61)	1027
Religious Non-Protestant/Catholic	14% (19)	31% (41)	24% (32)	8% (11)	17% (23)	6% (8)	132
Evangelical	24% (147)	30% (185)	13% (82)	11% (65)	17% (102)	5% (32)	613
Non-Evangelical	15% (114)	34% (266)	20% (158)	13% (103)	15% (119)	3% (26)	787
Community: Urban	19% (115)	32% (192)	18% (107)	14% (85)	13% (79)	4% (24)	602
Community: Suburban	17% (171)	31% (312)	20% (199)	13% (129)	15% (150)	4% (42)	1004
Community: Rural	17% (104)	31% (184)	15% (88)	11% (65)	20% (117)	6% (36)	595
Employ: Private Sector	17% (111)	29% (183)	23% (146)	15% (93)	13% (84)	4% (24)	642
Employ: Government	20% (25)	30% (38)	20% (25)	13% (16)	14% (17)	3% (4)	124
Employ: Self-Employed	20% (36)	33% (60)	17% (31)	16% (28)	10% (18)	4% (6)	180
Employ: Homemaker	15% (25)	35% (59)	20% (33)	10% (18)	16% (28)	4% (7)	170
Employ: Student	21% (23)	27% (30)	14% (16)	21% (23)	10% (11)	8% (9)	111
Employ: Retired	14% (74)	34% (179)	15% (76)	8% (42)	25% (132)	4% (18)	521
Employ: Unemployed	22% (56)	33% (83)	15% (39)	10% (26)	11% (28)	8% (19)	250
Employ: Other	20% (40)	28% (57)	14% (28)	17% (34)	14% (28)	7% (15)	202
Military HH: Yes	15% (54)	35% (122)	20% (72)	9% (30)	19% (66)	2% (8)	353
Military HH: No	18% (336)	31% (567)	17% (322)	13% (249)	15% (281)	5% (94)	1848
RD/WT: Right Direction	19% (159)	32% (266)	17% (140)	13% (106)	16% (131)	4% (37)	839
RD/WT: Wrong Track	17% (231)	31% (422)	19% (254)	13% (174)	16% (216)	5% (65)	1362

Continued on next page

Table HR5_5: In the past 30 years, five actors have portrayed Batman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Batman?
Ben Affleck

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	18% (390)	31% (688)	18% (394)	13% (280)	16% (347)	5% (102)	2201
Trump Job Approve	18% (154)	32% (283)	16% (141)	12% (109)	18% (156)	4% (31)	873
Trump Job Disapprove	18% (216)	30% (354)	20% (236)	13% (159)	15% (173)	4% (51)	1190
Trump Job Strongly Approve	18% (79)	31% (137)	17% (77)	14% (60)	17% (77)	3% (15)	446
Trump Job Somewhat Approve	17% (74)	34% (145)	15% (65)	11% (48)	19% (80)	4% (16)	427
Trump Job Somewhat Disapprove	15% (41)	35% (97)	20% (56)	13% (37)	12% (33)	4% (11)	275
Trump Job Strongly Disapprove	19% (175)	28% (257)	20% (181)	13% (122)	15% (140)	4% (40)	915
Favorable of Trump	18% (158)	33% (281)	16% (134)	13% (109)	17% (144)	4% (34)	860
Unfavorable of Trump	17% (197)	30% (364)	21% (246)	13% (159)	15% (177)	4% (51)	1194
Very Favorable of Trump	22% (100)	29% (131)	17% (76)	13% (61)	16% (73)	3% (15)	456
Somewhat Favorable of Trump	14% (58)	37% (149)	14% (58)	12% (48)	18% (72)	5% (19)	404
Somewhat Unfavorable of Trump	11% (24)	38% (80)	24% (50)	11% (24)	11% (23)	4% (8)	208
Very Unfavorable of Trump	18% (173)	29% (284)	20% (196)	14% (135)	16% (155)	4% (43)	985
#1 Issue: Economy	21% (111)	29% (155)	20% (107)	12% (64)	14% (72)	3% (18)	528
#1 Issue: Security	18% (75)	30% (124)	17% (72)	14% (59)	17% (69)	4% (16)	415
#1 Issue: Health Care	19% (67)	33% (117)	17% (62)	13% (48)	14% (50)	4% (13)	357
#1 Issue: Medicare / Social Security	14% (47)	36% (125)	17% (58)	6% (21)	22% (77)	5% (16)	344
#1 Issue: Women's Issues	12% (22)	31% (56)	23% (41)	15% (26)	13% (24)	6% (10)	179
#1 Issue: Education	19% (32)	27% (44)	16% (27)	20% (34)	11% (18)	7% (12)	167
#1 Issue: Energy	18% (19)	36% (39)	12% (13)	13% (14)	16% (17)	7% (7)	109
#1 Issue: Other	17% (17)	28% (29)	14% (14)	13% (14)	19% (20)	8% (8)	101
2018 House Vote: Democrat	19% (152)	31% (247)	19% (156)	12% (96)	15% (124)	3% (27)	803
2018 House Vote: Republican	14% (90)	32% (200)	19% (123)	11% (70)	20% (123)	4% (24)	630
2018 House Vote: Someone else	23% (23)	18% (18)	10% (10)	21% (22)	16% (16)	12% (12)	101
2018 House Vote: Didnt Vote	19% (124)	34% (222)	16% (104)	14% (92)	12% (82)	6% (38)	663
2016 Vote: Hillary Clinton	20% (141)	31% (215)	19% (129)	11% (79)	16% (109)	3% (21)	693
2016 Vote: Donald Trump	16% (101)	33% (212)	18% (117)	12% (76)	18% (116)	3% (20)	643
2016 Vote: Someone else	15% (27)	29% (53)	20% (37)	14% (26)	18% (32)	4% (7)	181
2016 Vote: Didnt Vote	18% (120)	30% (206)	16% (111)	14% (97)	13% (89)	8% (54)	677

Continued on next page

Table HR5_5: *In the past 30 years, five actors have portrayed Batman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Batman?**Ben Affleck*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	18% (390)	31% (688)	18% (394)	13% (280)	16% (347)	5% (102)	2201
Voted in 2014: Yes	19% (257)	31% (425)	19% (254)	12% (160)	17% (227)	3% (34)	1356
Voted in 2014: No	16% (133)	31% (264)	17% (141)	14% (120)	14% (120)	8% (68)	845
2012 Vote: Barack Obama	21% (174)	32% (270)	20% (165)	11% (91)	15% (127)	2% (19)	846
2012 Vote: Mitt Romney	13% (65)	33% (164)	20% (98)	11% (52)	21% (106)	2% (11)	497
2012 Vote: Other	21% (24)	28% (31)	15% (16)	17% (18)	13% (15)	6% (6)	110
2012 Vote: Didn't Vote	17% (126)	30% (222)	15% (114)	16% (118)	13% (94)	9% (66)	741
4-Region: Northeast	14% (53)	35% (136)	20% (77)	11% (43)	17% (69)	4% (15)	394
4-Region: Midwest	16% (76)	32% (149)	17% (80)	14% (64)	18% (82)	3% (12)	462
4-Region: South	20% (163)	30% (246)	18% (152)	11% (94)	15% (127)	5% (43)	825
4-Region: West	19% (97)	30% (157)	17% (86)	15% (79)	13% (68)	6% (32)	520
Watch TV: Every day	22% (240)	31% (347)	19% (216)	12% (131)	13% (147)	3% (30)	1111
Watch TV: Several times per week	13% (67)	35% (177)	17% (88)	14% (73)	16% (80)	5% (24)	508
Watch TV: About once per week	13% (20)	32% (48)	19% (29)	15% (23)	17% (25)	3% (4)	150
Watch TV: Several times per month	12% (10)	23% (19)	24% (20)	6% (5)	25% (21)	10% (8)	83
Watch TV: About once per month	28% (17)	22% (14)	13% (8)	19% (12)	17% (11)	2% (1)	63
Watch TV: Less often than once per month	10% (11)	32% (33)	10% (10)	24% (25)	21% (22)	4% (4)	105
Watch TV: Never	14% (24)	28% (51)	13% (23)	6% (11)	22% (41)	17% (31)	181
Watch Movies: Every day	28% (134)	30% (142)	15% (71)	17% (80)	7% (35)	2% (11)	472
Watch Movies: Several times per week	19% (110)	36% (209)	20% (114)	13% (75)	10% (56)	2% (13)	577
Watch Movies: About once per week	15% (51)	31% (104)	20% (66)	11% (36)	18% (59)	5% (18)	334
Watch Movies: Several times per month	13% (32)	30% (75)	23% (58)	10% (26)	20% (49)	4% (10)	251
Watch Movies: About once per month	11% (21)	33% (64)	17% (33)	13% (25)	23% (44)	4% (8)	196
Watch Movies: Less often than once per month	14% (24)	25% (43)	13% (23)	18% (30)	26% (45)	3% (5)	170
Watch Movies: Never	8% (17)	25% (51)	15% (29)	4% (8)	29% (58)	19% (37)	200

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Table HR5_5: In the past 30 years, five actors have portrayed Batman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Batman?
Ben Affleck

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	18% (390)	31% (688)	18% (394)	13% (280)	16% (347)	5% (102)	2201
Watch Sporting Events: Every day	29% (55)	26% (50)	20% (38)	14% (28)	8% (16)	3% (5)	193
Watch Sporting Events: Several times per week	20% (70)	31% (110)	21% (75)	14% (51)	13% (45)	2% (7)	359
Watch Sporting Events: About once per week	17% (38)	32% (72)	18% (41)	15% (33)	16% (36)	2% (5)	225
Watch Sporting Events: Several times per month	14% (20)	31% (45)	19% (27)	13% (19)	19% (28)	3% (5)	144
Watch Sporting Events: About once per month	17% (28)	34% (55)	27% (44)	13% (22)	7% (12)	— (1)	160
Watch Sporting Events: Less often than once per month	16% (57)	30% (105)	18% (61)	12% (40)	18% (63)	5% (18)	344
Watch Sporting Events: Never	16% (122)	32% (252)	14% (109)	11% (87)	19% (146)	8% (62)	778
Cable TV: Currently subscribe	19% (201)	33% (339)	18% (187)	11% (113)	14% (145)	5% (49)	1034
Cable TV: Subscribed in past	16% (124)	31% (232)	20% (150)	13% (102)	17% (126)	3% (21)	756
Cable TV: Never subscribed	16% (66)	28% (117)	14% (57)	16% (64)	18% (76)	8% (31)	411
Satellite TV: Currently subscribe	24% (110)	33% (152)	13% (59)	11% (52)	15% (69)	5% (23)	464
Satellite TV: Subscribed in past	17% (104)	32% (199)	22% (137)	13% (78)	13% (80)	4% (22)	620
Satellite TV: Never subscribed	16% (175)	30% (338)	18% (199)	13% (150)	18% (198)	5% (57)	1117
Streaming Services: Currently subscribe	20% (263)	29% (380)	20% (253)	15% (197)	12% (156)	3% (38)	1288
Streaming Services: Subscribed in past	16% (33)	31% (64)	22% (44)	13% (26)	13% (26)	5% (10)	203
Streaming Services: Never subscribed	13% (94)	35% (245)	14% (97)	8% (56)	23% (164)	7% (53)	710
Film: An avid fan	28% (237)	32% (269)	17% (145)	13% (113)	8% (70)	2% (18)	853
Film: A casual fan	11% (123)	32% (361)	21% (235)	13% (145)	19% (211)	3% (36)	1112
Film: Not a fan	13% (30)	25% (58)	6% (15)	9% (21)	28% (65)	20% (48)	237
Television: An avid fan	23% (256)	33% (366)	16% (185)	13% (143)	12% (136)	3% (37)	1122
Television: A casual fan	12% (114)	31% (287)	21% (192)	12% (112)	20% (186)	5% (44)	935
Television: Not a fan	14% (21)	25% (35)	12% (18)	17% (24)	17% (25)	14% (21)	143
Music: An avid fan	23% (267)	29% (331)	17% (195)	15% (169)	12% (141)	4% (41)	1143
Music: A casual fan	11% (106)	36% (341)	19% (185)	11% (101)	19% (179)	4% (38)	951
Music: Not a fan	16% (17)	16% (17)	14% (15)	9% (10)	24% (26)	21% (22)	107
Fashion: An avid fan	31% (102)	27% (88)	14% (45)	15% (49)	8% (26)	4% (13)	322
Fashion: A casual fan	17% (153)	37% (323)	18% (159)	13% (112)	11% (95)	4% (39)	881
Fashion: Not a fan	14% (136)	28% (278)	19% (190)	12% (119)	23% (226)	5% (50)	998

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

Table HR6_1: *In the past 30 years, three actors have portrayed the Joker in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of the Joker?**Jack Nicholson*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	58% (1278)	23% (514)	4% (98)	3% (63)	7% (163)	4% (84)	2201
Gender: Male	57% (610)	24% (252)	5% (49)	4% (42)	6% (65)	4% (44)	1062
Gender: Female	59% (668)	23% (262)	4% (50)	2% (21)	9% (98)	4% (40)	1139
Age: 18-29	34% (151)	29% (131)	9% (39)	7% (32)	10% (46)	10% (47)	445
Age: 30-44	61% (345)	23% (129)	5% (27)	3% (19)	5% (29)	3% (19)	568
Age: 45-54	65% (226)	22% (77)	3% (10)	1% (5)	6% (22)	2% (8)	348
Age: 55-64	69% (277)	23% (92)	2% (9)	1% (3)	5% (21)	1% (2)	404
Age: 65+	64% (280)	19% (85)	3% (12)	1% (5)	11% (46)	2% (8)	436
Generation Z: 18-22	29% (57)	26% (51)	12% (23)	11% (22)	11% (22)	10% (20)	194
Millennial: Age 23-38	51% (322)	27% (171)	6% (35)	4% (28)	6% (40)	6% (38)	633
Generation X: Age 39-54	64% (342)	22% (116)	4% (19)	1% (6)	6% (34)	3% (16)	533
Boomers: Age 55-73	67% (499)	21% (156)	3% (20)	1% (6)	7% (54)	1% (5)	739
PID: Dem (no lean)	60% (476)	24% (194)	4% (35)	2% (17)	6% (48)	4% (29)	799
PID: Ind (no lean)	55% (429)	20% (161)	5% (43)	4% (34)	10% (75)	5% (43)	784
PID: Rep (no lean)	60% (373)	26% (160)	3% (20)	2% (13)	7% (40)	2% (12)	618
PID/Gender: Dem Men	58% (205)	25% (88)	5% (16)	3% (10)	5% (18)	4% (13)	350
PID/Gender: Dem Women	60% (271)	23% (105)	4% (19)	2% (7)	7% (30)	4% (16)	449
PID/Gender: Ind Men	55% (216)	19% (75)	5% (21)	6% (26)	9% (34)	6% (23)	396
PID/Gender: Ind Women	55% (212)	22% (86)	6% (21)	2% (8)	10% (41)	5% (20)	388
PID/Gender: Rep Men	60% (189)	28% (89)	4% (11)	2% (7)	4% (13)	2% (8)	316
PID/Gender: Rep Women	61% (184)	23% (71)	3% (9)	2% (6)	9% (27)	2% (5)	302
Ideo: Liberal (1-3)	58% (400)	26% (179)	3% (18)	3% (20)	7% (48)	3% (23)	688
Ideo: Moderate (4)	61% (325)	20% (108)	6% (30)	3% (15)	8% (44)	3% (14)	536
Ideo: Conservative (5-7)	60% (431)	25% (179)	5% (32)	2% (14)	6% (40)	3% (20)	717
Educ: < College	59% (900)	21% (319)	5% (72)	4% (55)	7% (109)	4% (58)	1513
Educ: Bachelors degree	54% (240)	29% (129)	4% (17)	1% (7)	9% (38)	3% (14)	444
Educ: Post-grad	57% (138)	27% (66)	4% (9)	1% (2)	7% (17)	5% (12)	244

Continued on next page

Table HR6_1: In the past 30 years, three actors have portrayed the Joker in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of the Joker?
Jack Nicholson

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	58% (1278)	23% (514)	4% (98)	3% (63)	7% (163)	4% (84)	2201
Income: Under 50k	57% (734)	23% (292)	5% (62)	3% (37)	9% (113)	4% (56)	1295
Income: 50k-100k	62% (413)	23% (150)	4% (28)	3% (18)	6% (37)	3% (18)	664
Income: 100k+	54% (131)	30% (72)	3% (8)	3% (8)	6% (14)	4% (10)	242
Ethnicity: White	60% (1030)	24% (412)	4% (71)	2% (32)	7% (128)	3% (49)	1723
Ethnicity: Hispanic	55% (192)	20% (71)	6% (21)	5% (18)	8% (27)	6% (20)	350
Ethnicity: Afr. Am.	55% (150)	16% (44)	6% (16)	9% (24)	7% (19)	8% (21)	274
Ethnicity: Other	48% (98)	28% (58)	6% (11)	3% (7)	8% (16)	7% (15)	204
All Christian	62% (590)	25% (239)	3% (30)	1% (13)	6% (59)	2% (23)	954
All Non-Christian	59% (61)	25% (25)	5% (6)	4% (4)	3% (3)	4% (4)	103
Atheist	45% (53)	36% (42)	3% (4)	2% (2)	12% (14)	1% (1)	117
Agnostic/Nothing in particular	56% (574)	20% (208)	6% (58)	4% (43)	9% (88)	5% (56)	1027
Religious Non-Protestant/Catholic	58% (76)	26% (34)	6% (7)	5% (7)	2% (3)	3% (4)	132
Evangelical	62% (379)	22% (137)	4% (23)	2% (13)	7% (40)	3% (20)	613
Non-Evangelical	61% (480)	25% (199)	4% (32)	1% (9)	6% (44)	3% (22)	787
Community: Urban	59% (353)	20% (117)	5% (33)	4% (24)	9% (52)	4% (22)	602
Community: Suburban	59% (590)	24% (245)	4% (37)	3% (32)	6% (63)	4% (37)	1004
Community: Rural	56% (335)	25% (151)	5% (28)	1% (7)	8% (48)	4% (25)	595
Employ: Private Sector	59% (379)	26% (168)	3% (20)	3% (19)	5% (31)	4% (24)	642
Employ: Government	53% (66)	31% (38)	11% (14)	1% (1)	3% (4)	1% (1)	124
Employ: Self-Employed	68% (122)	18% (33)	4% (7)	3% (5)	4% (7)	3% (6)	180
Employ: Homemaker	56% (95)	30% (51)	5% (8)	1% (2)	7% (12)	2% (3)	170
Employ: Student	24% (27)	29% (33)	12% (13)	8% (9)	13% (15)	13% (14)	111
Employ: Retired	65% (338)	20% (106)	3% (15)	1% (5)	10% (51)	1% (7)	521
Employ: Unemployed	55% (137)	19% (47)	8% (19)	3% (9)	11% (27)	5% (12)	250
Employ: Other	56% (113)	19% (39)	1% (3)	7% (14)	9% (18)	8% (17)	202
Military HH: Yes	69% (243)	18% (65)	2% (8)	2% (6)	7% (24)	2% (6)	353
Military HH: No	56% (1035)	24% (449)	5% (90)	3% (57)	8% (140)	4% (78)	1848
RD/WT: Right Direction	62% (522)	23% (195)	5% (38)	2% (16)	5% (44)	3% (24)	839
RD/WT: Wrong Track	56% (756)	23% (319)	4% (60)	3% (47)	9% (120)	4% (61)	1362

Continued on next page

Table HR6_1: In the past 30 years, three actors have portrayed the Joker in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of the Joker?

Jack Nicholson

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	58% (1278)	23% (514)	4% (98)	3% (63)	7% (163)	4% (84)	2201
Trump Job Approve	61% (535)	24% (210)	4% (38)	2% (16)	6% (51)	3% (23)	873
Trump Job Disapprove	57% (677)	23% (275)	4% (46)	4% (45)	8% (98)	4% (48)	1190
Trump Job Strongly Approve	64% (285)	22% (99)	4% (18)	1% (5)	6% (27)	3% (12)	446
Trump Job Somewhat Approve	58% (249)	26% (111)	5% (21)	3% (11)	6% (24)	3% (11)	427
Trump Job Somewhat Disapprove	56% (154)	20% (56)	6% (17)	4% (11)	9% (24)	5% (14)	275
Trump Job Strongly Disapprove	57% (523)	24% (220)	3% (29)	4% (34)	8% (75)	4% (34)	915
Favorable of Trump	62% (533)	25% (212)	3% (30)	2% (17)	5% (46)	3% (22)	860
Unfavorable of Trump	57% (682)	23% (276)	5% (58)	3% (40)	8% (97)	3% (41)	1194
Very Favorable of Trump	66% (303)	21% (95)	4% (20)	1% (5)	5% (25)	2% (8)	456
Somewhat Favorable of Trump	57% (230)	29% (117)	2% (10)	3% (12)	5% (21)	3% (14)	404
Somewhat Unfavorable of Trump	62% (129)	22% (45)	5% (11)	4% (7)	5% (11)	2% (5)	208
Very Unfavorable of Trump	56% (552)	23% (231)	5% (47)	3% (32)	9% (86)	4% (36)	985
#1 Issue: Economy	58% (308)	24% (125)	7% (35)	3% (17)	5% (26)	3% (17)	528
#1 Issue: Security	59% (246)	27% (112)	3% (11)	3% (11)	6% (23)	3% (13)	415
#1 Issue: Health Care	62% (222)	20% (71)	5% (18)	2% (8)	7% (24)	4% (15)	357
#1 Issue: Medicare / Social Security	67% (231)	16% (56)	2% (8)	1% (3)	11% (38)	2% (6)	344
#1 Issue: Women's Issues	46% (83)	32% (58)	7% (12)	3% (5)	8% (15)	4% (7)	179
#1 Issue: Education	47% (79)	25% (41)	4% (7)	9% (16)	10% (17)	4% (7)	167
#1 Issue: Energy	52% (57)	25% (27)	4% (5)	2% (2)	9% (10)	8% (8)	109
#1 Issue: Other	52% (53)	24% (24)	2% (2)	1% (1)	10% (11)	10% (10)	101
2018 House Vote: Democrat	62% (498)	22% (177)	3% (28)	2% (13)	8% (64)	3% (23)	803
2018 House Vote: Republican	60% (377)	26% (165)	3% (17)	2% (11)	7% (42)	3% (17)	630
2018 House Vote: Someone else	56% (57)	21% (21)	6% (6)	5% (5)	6% (6)	7% (7)	101
2018 House Vote: Didnt Vote	52% (342)	23% (150)	7% (48)	5% (33)	8% (52)	5% (36)	663
2016 Vote: Hillary Clinton	65% (451)	21% (144)	3% (21)	1% (9)	8% (53)	2% (16)	693
2016 Vote: Donald Trump	62% (398)	26% (165)	3% (18)	2% (12)	6% (39)	2% (11)	643
2016 Vote: Someone else	58% (105)	26% (47)	3% (5)	2% (3)	9% (16)	3% (5)	181
2016 Vote: Didnt Vote	47% (320)	23% (157)	8% (53)	6% (40)	8% (55)	8% (52)	677

Continued on next page

Table HR6_1: In the past 30 years, three actors have portrayed the Joker in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of the Joker?
Jack Nicholson

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	58% (1278)	23% (514)	4% (98)	3% (63)	7% (163)	4% (84)	2201
Voted in 2014: Yes	64% (872)	22% (303)	3% (39)	2% (26)	7% (91)	2% (26)	1356
Voted in 2014: No	48% (406)	25% (211)	7% (60)	4% (37)	9% (73)	7% (59)	845
2012 Vote: Barack Obama	66% (561)	22% (182)	3% (22)	1% (12)	7% (58)	1% (10)	846
2012 Vote: Mitt Romney	61% (302)	27% (132)	2% (12)	1% (6)	7% (35)	2% (10)	497
2012 Vote: Other	67% (74)	19% (21)	5% (5)	1% (1)	4% (5)	4% (4)	110
2012 Vote: Didn't Vote	45% (336)	24% (179)	8% (59)	6% (44)	8% (63)	8% (60)	741
4-Region: Northeast	60% (235)	22% (88)	3% (10)	2% (8)	11% (42)	3% (10)	394
4-Region: Midwest	58% (269)	24% (109)	5% (23)	2% (11)	8% (36)	3% (15)	462
4-Region: South	57% (473)	25% (205)	4% (35)	3% (21)	6% (50)	5% (41)	825
4-Region: West	58% (301)	21% (111)	6% (30)	4% (23)	7% (35)	4% (19)	520
Watch TV: Every day	63% (703)	21% (231)	4% (43)	3% (28)	7% (77)	3% (29)	1111
Watch TV: Several times per week	52% (266)	29% (149)	6% (31)	2% (10)	7% (35)	3% (17)	508
Watch TV: About once per week	61% (91)	26% (39)	3% (4)	1% (2)	5% (8)	4% (6)	150
Watch TV: Several times per month	54% (45)	24% (20)	3% (2)	7% (6)	8% (7)	4% (4)	83
Watch TV: About once per month	59% (37)	16% (10)	6% (4)	13% (8)	4% (2)	2% (1)	63
Watch TV: Less often than once per month	48% (51)	22% (24)	8% (8)	7% (8)	11% (12)	4% (4)	105
Watch TV: Never	47% (85)	23% (41)	3% (6)	1% (2)	13% (23)	13% (23)	181
Watch Movies: Every day	65% (306)	19% (88)	6% (26)	3% (14)	5% (23)	3% (14)	472
Watch Movies: Several times per week	61% (354)	24% (140)	5% (26)	2% (10)	6% (33)	2% (14)	577
Watch Movies: About once per week	58% (195)	26% (88)	5% (18)	2% (7)	4% (13)	4% (14)	334
Watch Movies: Several times per month	56% (140)	25% (63)	6% (14)	3% (7)	7% (19)	3% (8)	251
Watch Movies: About once per month	56% (110)	25% (48)	2% (5)	4% (8)	9% (18)	3% (7)	196
Watch Movies: Less often than once per month	47% (80)	25% (42)	3% (6)	9% (15)	14% (24)	2% (4)	170
Watch Movies: Never	46% (93)	22% (44)	1% (3)	1% (2)	17% (35)	12% (25)	200

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Table HR6_1: In the past 30 years, three actors have portrayed the Joker in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of the Joker?

Jack Nicholson

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	58% (1278)	23% (514)	4% (98)	3% (63)	7% (163)	4% (84)	2201
Watch Sporting Events: Every day	66% (127)	23% (44)	3% (6)	3% (5)	2% (3)	4% (7)	193
Watch Sporting Events: Several times per week	61% (219)	23% (82)	5% (18)	5% (19)	5% (18)	1% (2)	359
Watch Sporting Events: About once per week	60% (136)	24% (55)	4% (10)	4% (9)	3% (7)	4% (9)	225
Watch Sporting Events: Several times per month	55% (80)	29% (42)	5% (7)	1% (1)	7% (10)	3% (5)	144
Watch Sporting Events: About once per month	62% (99)	21% (33)	10% (17)	— (1)	6% (10)	1% (1)	160
Watch Sporting Events: Less often than once per month	58% (200)	23% (81)	2% (8)	2% (8)	10% (35)	4% (12)	344
Watch Sporting Events: Never	54% (417)	23% (178)	4% (32)	3% (22)	10% (81)	6% (48)	778
Cable TV: Currently subscribe	62% (639)	21% (220)	4% (37)	2% (21)	8% (80)	4% (36)	1034
Cable TV: Subscribed in past	58% (439)	24% (184)	6% (45)	3% (26)	6% (43)	3% (19)	756
Cable TV: Never subscribed	49% (200)	27% (110)	4% (16)	4% (16)	10% (41)	7% (29)	411
Satellite TV: Currently subscribe	56% (261)	24% (110)	4% (20)	5% (24)	7% (34)	3% (14)	464
Satellite TV: Subscribed in past	61% (381)	24% (146)	6% (36)	1% (9)	6% (36)	2% (13)	620
Satellite TV: Never subscribed	57% (636)	23% (258)	4% (42)	3% (30)	8% (94)	5% (58)	1117
Streaming Services: Currently subscribe	59% (755)	24% (314)	5% (63)	3% (44)	6% (74)	3% (39)	1288
Streaming Services: Subscribed in past	62% (127)	23% (46)	5% (10)	4% (7)	5% (10)	1% (3)	203
Streaming Services: Never subscribed	56% (396)	22% (154)	4% (25)	2% (12)	11% (79)	6% (43)	710
Film: An avid fan	66% (565)	20% (172)	4% (36)	4% (31)	4% (34)	2% (13)	853
Film: A casual fan	56% (617)	27% (296)	5% (51)	2% (27)	8% (90)	3% (31)	1112
Film: Not a fan	40% (95)	19% (46)	5% (11)	2% (5)	17% (40)	17% (40)	237
Television: An avid fan	66% (745)	20% (229)	3% (34)	2% (25)	6% (62)	2% (27)	1122
Television: A casual fan	50% (471)	27% (253)	6% (52)	3% (31)	10% (89)	4% (39)	935
Television: Not a fan	43% (61)	22% (32)	9% (13)	5% (7)	8% (12)	13% (18)	143
Music: An avid fan	62% (703)	21% (242)	5% (58)	4% (46)	5% (62)	3% (32)	1143
Music: A casual fan	56% (528)	26% (246)	4% (37)	2% (17)	9% (89)	4% (34)	951
Music: Not a fan	44% (47)	25% (26)	3% (3)	— (0)	12% (13)	17% (18)	107
Fashion: An avid fan	62% (199)	18% (57)	5% (17)	7% (23)	5% (17)	3% (9)	322
Fashion: A casual fan	61% (538)	24% (211)	5% (45)	2% (15)	5% (46)	3% (27)	881
Fashion: Not a fan	54% (541)	25% (246)	4% (36)	3% (25)	10% (100)	5% (49)	998

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

Table HR6_2: *In the past 30 years, three actors have portrayed the Joker in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of the Joker?*
Heath Ledger

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	60% (1311)	18% (404)	4% (99)	2% (40)	10% (219)	6% (128)	2201
Gender: Male	59% (624)	19% (202)	5% (50)	3% (27)	10% (101)	6% (59)	1062
Gender: Female	60% (687)	18% (203)	4% (49)	1% (13)	10% (118)	6% (70)	1139
Age: 18-29	77% (343)	10% (46)	3% (13)	1% (5)	6% (25)	3% (14)	445
Age: 30-44	73% (413)	13% (74)	5% (28)	1% (4)	4% (25)	4% (23)	568
Age: 45-54	65% (227)	18% (64)	3% (10)	3% (9)	6% (21)	5% (16)	348
Age: 55-64	47% (190)	27% (111)	6% (22)	2% (9)	13% (52)	5% (19)	404
Age: 65+	32% (138)	25% (109)	6% (25)	3% (12)	22% (96)	13% (56)	436
Generation Z: 18-22	76% (147)	10% (19)	3% (7)	2% (4)	6% (11)	3% (7)	194
Millennial: Age 23-38	78% (494)	12% (73)	3% (22)	1% (4)	4% (24)	3% (18)	633
Generation X: Age 39-54	64% (342)	17% (92)	4% (23)	2% (11)	7% (36)	5% (28)	533
Boomers: Age 55-73	42% (310)	26% (192)	6% (44)	2% (17)	17% (123)	7% (53)	739
PID: Dem (no lean)	66% (526)	16% (128)	4% (30)	2% (12)	9% (70)	4% (33)	799
PID: Ind (no lean)	58% (454)	19% (146)	4% (31)	1% (11)	11% (86)	7% (56)	784
PID: Rep (no lean)	54% (332)	21% (131)	6% (37)	3% (17)	10% (63)	6% (38)	618
PID/Gender: Dem Men	69% (243)	15% (51)	4% (13)	2% (8)	8% (27)	3% (9)	350
PID/Gender: Dem Women	63% (283)	17% (77)	4% (18)	1% (5)	9% (42)	5% (24)	449
PID/Gender: Ind Men	54% (213)	20% (77)	6% (24)	2% (7)	11% (45)	7% (28)	396
PID/Gender: Ind Women	62% (241)	18% (68)	2% (7)	1% (3)	10% (41)	7% (28)	388
PID/Gender: Rep Men	53% (168)	23% (73)	4% (13)	4% (12)	9% (28)	7% (22)	316
PID/Gender: Rep Women	54% (163)	19% (57)	8% (24)	2% (5)	11% (35)	6% (17)	302
Ideo: Liberal (1-3)	69% (473)	15% (101)	3% (22)	1% (6)	9% (63)	3% (22)	688
Ideo: Moderate (4)	55% (294)	22% (119)	5% (24)	2% (9)	12% (62)	5% (27)	536
Ideo: Conservative (5-7)	52% (376)	22% (158)	6% (41)	3% (20)	10% (73)	7% (50)	717
Educ: < College	60% (913)	18% (279)	5% (72)	2% (26)	9% (141)	5% (82)	1513
Educ: Bachelors degree	61% (273)	17% (78)	3% (13)	2% (8)	11% (48)	6% (25)	444
Educ: Post-grad	51% (125)	20% (48)	6% (14)	3% (6)	12% (30)	9% (21)	244

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Table HR6_2: In the past 30 years, three actors have portrayed the Joker in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of the Joker?

Heath Ledger

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	60% (1311)	18% (404)	4% (99)	2% (40)	10% (219)	6% (128)	2201
Income: Under 50k	59% (770)	18% (228)	4% (55)	2% (20)	11% (141)	6% (80)	1295
Income: 50k-100k	60% (400)	19% (128)	5% (35)	2% (10)	9% (58)	5% (33)	664
Income: 100k+	58% (141)	20% (48)	3% (8)	4% (9)	8% (19)	7% (16)	242
Ethnicity: White	58% (998)	20% (336)	5% (80)	2% (32)	11% (187)	5% (89)	1723
Ethnicity: Hispanic	67% (235)	13% (46)	6% (22)	— (1)	8% (27)	5% (19)	350
Ethnicity: Afr. Am.	65% (178)	15% (41)	3% (9)	2% (5)	7% (18)	8% (23)	274
Ethnicity: Other	66% (136)	13% (27)	5% (9)	1% (3)	6% (13)	8% (16)	204
All Christian	53% (503)	22% (209)	5% (44)	3% (25)	12% (112)	6% (62)	954
All Non-Christian	59% (61)	20% (21)	3% (3)	2% (2)	8% (8)	8% (8)	103
Atheist	67% (78)	12% (15)	5% (6)	2% (2)	10% (12)	4% (4)	117
Agnostic/Nothing in particular	65% (669)	16% (160)	5% (46)	1% (10)	8% (87)	5% (54)	1027
Religious Non-Protestant/Catholic	60% (80)	20% (26)	3% (4)	4% (5)	7% (9)	7% (9)	132
Evangelical	54% (333)	21% (128)	6% (40)	2% (11)	9% (57)	7% (44)	613
Non-Evangelical	59% (466)	20% (157)	4% (29)	2% (17)	11% (86)	4% (32)	787
Community: Urban	66% (399)	17% (101)	2% (14)	1% (8)	8% (47)	5% (32)	602
Community: Suburban	59% (588)	19% (190)	6% (56)	2% (21)	10% (96)	5% (55)	1004
Community: Rural	54% (324)	19% (113)	5% (29)	2% (11)	13% (76)	7% (42)	595
Employ: Private Sector	66% (426)	18% (114)	4% (27)	2% (13)	7% (48)	2% (14)	642
Employ: Government	65% (81)	19% (24)	6% (7)	— (0)	8% (10)	2% (3)	124
Employ: Self-Employed	57% (103)	24% (42)	4% (7)	4% (8)	4% (8)	6% (11)	180
Employ: Homemaker	60% (102)	19% (33)	5% (9)	2% (3)	6% (10)	8% (13)	170
Employ: Student	82% (91)	6% (6)	6% (7)	1% (1)	4% (5)	— (0)	111
Employ: Retired	40% (209)	23% (120)	5% (26)	2% (11)	19% (98)	11% (57)	521
Employ: Unemployed	64% (161)	15% (37)	4% (10)	2% (4)	11% (28)	4% (10)	250
Employ: Other	68% (138)	14% (28)	3% (5)	— (1)	6% (12)	9% (19)	202
Military HH: Yes	59% (209)	16% (58)	3% (10)	3% (10)	11% (38)	8% (28)	353
Military HH: No	60% (1102)	19% (347)	5% (89)	2% (30)	10% (181)	5% (100)	1848
RD/WT: Right Direction	57% (477)	21% (172)	6% (47)	3% (23)	9% (73)	6% (47)	839
RD/WT: Wrong Track	61% (834)	17% (232)	4% (52)	1% (17)	11% (146)	6% (81)	1362

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Table HR6_2: In the past 30 years, three actors have portrayed the Joker in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of the Joker?
Heath Ledger

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	60% (1311)	18% (404)	4% (99)	2% (40)	10% (219)	6% (128)	2201
Trump Job Approve	54% (470)	22% (193)	6% (49)	3% (23)	10% (88)	6% (51)	873
Trump Job Disapprove	63% (752)	16% (191)	4% (49)	1% (16)	10% (121)	5% (61)	1190
Trump Job Strongly Approve	52% (230)	21% (92)	6% (29)	4% (16)	11% (50)	7% (30)	446
Trump Job Somewhat Approve	56% (240)	24% (102)	5% (20)	2% (7)	9% (38)	5% (21)	427
Trump Job Somewhat Disapprove	62% (170)	19% (53)	5% (13)	2% (5)	9% (24)	4% (10)	275
Trump Job Strongly Disapprove	64% (582)	15% (138)	4% (36)	1% (11)	11% (97)	6% (51)	915
Favorable of Trump	53% (458)	23% (197)	5% (45)	2% (21)	10% (84)	6% (55)	860
Unfavorable of Trump	65% (774)	15% (182)	4% (49)	1% (17)	10% (118)	5% (54)	1194
Very Favorable of Trump	50% (230)	23% (106)	7% (32)	3% (13)	10% (45)	7% (30)	456
Somewhat Favorable of Trump	56% (228)	23% (91)	3% (14)	2% (8)	10% (39)	6% (25)	404
Somewhat Unfavorable of Trump	66% (138)	18% (37)	5% (9)	3% (6)	7% (14)	2% (5)	208
Very Unfavorable of Trump	65% (636)	15% (145)	4% (39)	1% (11)	11% (104)	5% (49)	985
#1 Issue: Economy	68% (358)	16% (84)	4% (22)	3% (15)	7% (35)	3% (14)	528
#1 Issue: Security	50% (207)	23% (97)	5% (23)	2% (9)	13% (53)	6% (26)	415
#1 Issue: Health Care	60% (213)	20% (72)	5% (19)	1% (3)	8% (27)	6% (23)	357
#1 Issue: Medicare / Social Security	44% (152)	22% (75)	4% (13)	2% (5)	19% (65)	10% (33)	344
#1 Issue: Women's Issues	71% (126)	14% (26)	4% (6)	2% (4)	6% (10)	4% (7)	179
#1 Issue: Education	73% (123)	11% (18)	6% (9)	2% (3)	5% (8)	3% (5)	167
#1 Issue: Energy	71% (78)	16% (17)	2% (2)	— (0)	7% (8)	4% (5)	109
#1 Issue: Other	54% (54)	15% (16)	4% (4)	— (0)	12% (12)	15% (15)	101
2018 House Vote: Democrat	64% (516)	17% (136)	3% (26)	1% (11)	11% (85)	4% (29)	803
2018 House Vote: Republican	49% (308)	22% (141)	6% (35)	3% (17)	12% (76)	8% (52)	630
2018 House Vote: Someone else	57% (58)	24% (24)	— (0)	1% (1)	11% (11)	7% (7)	101
2018 House Vote: Didnt Vote	64% (426)	15% (102)	6% (37)	2% (11)	7% (47)	6% (40)	663
2016 Vote: Hillary Clinton	61% (425)	17% (121)	4% (25)	1% (10)	12% (86)	4% (28)	693
2016 Vote: Donald Trump	50% (321)	23% (149)	6% (37)	3% (19)	11% (73)	7% (43)	643
2016 Vote: Someone else	63% (114)	21% (38)	2% (3)	1% (1)	7% (13)	6% (12)	181
2016 Vote: Didnt Vote	66% (448)	14% (95)	5% (34)	1% (9)	7% (45)	7% (45)	677

Continued on next page

Table HR6_2: In the past 30 years, three actors have portrayed the Joker in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of the Joker?

Heath Ledger

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	60% (1311)	18% (404)	4% (99)	2% (40)	10% (219)	6% (128)	2201
Voted in 2014: Yes	56% (759)	20% (277)	5% (64)	2% (28)	11% (152)	6% (77)	1356
Voted in 2014: No	65% (552)	15% (127)	4% (35)	1% (12)	8% (67)	6% (52)	845
2012 Vote: Barack Obama	62% (526)	18% (153)	4% (32)	1% (9)	11% (92)	4% (33)	846
2012 Vote: Mitt Romney	48% (237)	22% (110)	6% (28)	3% (16)	13% (67)	8% (40)	497
2012 Vote: Other	52% (57)	27% (30)	6% (6)	— (0)	7% (7)	8% (9)	110
2012 Vote: Didn't Vote	66% (485)	15% (111)	4% (33)	2% (14)	7% (53)	6% (44)	741
4-Region: Northeast	56% (220)	20% (78)	4% (18)	3% (10)	12% (48)	5% (21)	394
4-Region: Midwest	57% (264)	21% (99)	5% (23)	1% (6)	9% (43)	6% (28)	462
4-Region: South	60% (498)	18% (148)	4% (29)	2% (17)	9% (78)	7% (55)	825
4-Region: West	63% (330)	15% (80)	5% (29)	1% (6)	10% (51)	5% (25)	520
Watch TV: Every day	64% (710)	18% (201)	3% (33)	1% (15)	9% (103)	4% (50)	1111
Watch TV: Several times per week	58% (295)	19% (98)	7% (37)	2% (9)	8% (43)	5% (27)	508
Watch TV: About once per week	59% (88)	21% (31)	4% (6)	3% (4)	11% (16)	3% (5)	150
Watch TV: Several times per month	60% (50)	24% (20)	6% (5)	2% (2)	6% (5)	1% (1)	83
Watch TV: About once per month	59% (37)	16% (10)	12% (8)	2% (1)	8% (5)	2% (1)	63
Watch TV: Less often than once per month	53% (56)	20% (21)	6% (6)	1% (1)	13% (14)	7% (7)	105
Watch TV: Never	41% (75)	13% (23)	3% (5)	4% (7)	19% (33)	21% (37)	181
Watch Movies: Every day	73% (345)	15% (70)	3% (16)	1% (5)	5% (23)	3% (12)	472
Watch Movies: Several times per week	66% (383)	17% (99)	6% (36)	1% (4)	6% (37)	3% (20)	577
Watch Movies: About once per week	57% (191)	22% (74)	2% (6)	4% (12)	11% (36)	5% (15)	334
Watch Movies: Several times per month	59% (148)	21% (54)	5% (13)	— (1)	10% (25)	5% (12)	251
Watch Movies: About once per month	49% (96)	22% (43)	5% (10)	5% (11)	14% (27)	5% (10)	196
Watch Movies: Less often than once per month	45% (77)	21% (37)	5% (8)	2% (3)	17% (30)	10% (16)	170
Watch Movies: Never	35% (71)	14% (28)	6% (11)	2% (4)	21% (42)	22% (44)	200

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Table HR6_2: In the past 30 years, three actors have portrayed the Joker in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of the Joker?
Heath Ledger

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	60% (1311)	18% (404)	4% (99)	2% (40)	10% (219)	6% (128)	2201
Watch Sporting Events: Every day	68% (131)	20% (38)	4% (8)	1% (1)	3% (6)	4% (8)	193
Watch Sporting Events: Several times per week	61% (219)	20% (71)	7% (24)	2% (6)	8% (29)	2% (9)	359
Watch Sporting Events: About once per week	61% (137)	17% (39)	3% (8)	2% (5)	10% (23)	5% (12)	225
Watch Sporting Events: Several times per month	57% (82)	26% (38)	5% (7)	— (0)	10% (14)	3% (4)	144
Watch Sporting Events: About once per month	66% (105)	16% (26)	3% (5)	4% (7)	7% (11)	4% (6)	160
Watch Sporting Events: Less often than once per month	60% (206)	18% (60)	5% (17)	1% (5)	12% (42)	4% (14)	344
Watch Sporting Events: Never	55% (430)	17% (132)	4% (30)	2% (16)	12% (94)	10% (75)	778
Cable TV: Currently subscribe	58% (598)	19% (198)	4% (46)	2% (22)	11% (115)	5% (55)	1034
Cable TV: Subscribed in past	63% (478)	18% (138)	5% (37)	2% (12)	8% (60)	4% (31)	756
Cable TV: Never subscribed	57% (235)	17% (68)	4% (16)	1% (5)	11% (44)	10% (42)	411
Satellite TV: Currently subscribe	59% (273)	18% (81)	5% (23)	2% (8)	10% (48)	7% (31)	464
Satellite TV: Subscribed in past	66% (409)	16% (99)	6% (36)	2% (12)	8% (48)	3% (16)	620
Satellite TV: Never subscribed	56% (630)	20% (224)	4% (40)	2% (20)	11% (123)	7% (81)	1117
Streaming Services: Currently subscribe	70% (906)	16% (207)	4% (47)	1% (11)	6% (82)	3% (35)	1288
Streaming Services: Subscribed in past	57% (116)	17% (34)	7% (15)	5% (11)	7% (15)	7% (13)	203
Streaming Services: Never subscribed	41% (289)	23% (163)	5% (37)	3% (18)	17% (122)	11% (80)	710
Film: An avid fan	74% (627)	16% (138)	2% (20)	1% (12)	5% (42)	2% (14)	853
Film: A casual fan	55% (614)	22% (242)	6% (62)	1% (17)	12% (128)	4% (49)	1112
Film: Not a fan	30% (71)	10% (24)	7% (17)	5% (11)	21% (49)	27% (65)	237
Television: An avid fan	66% (740)	18% (207)	3% (30)	1% (17)	7% (83)	4% (46)	1122
Television: A casual fan	54% (505)	18% (171)	7% (61)	2% (18)	13% (124)	6% (57)	935
Television: Not a fan	46% (66)	18% (26)	6% (8)	4% (6)	8% (12)	18% (26)	143
Music: An avid fan	70% (802)	15% (166)	3% (39)	2% (18)	7% (78)	4% (40)	1143
Music: A casual fan	50% (475)	23% (221)	6% (58)	2% (18)	13% (121)	6% (57)	951
Music: Not a fan	32% (34)	16% (17)	1% (1)	3% (3)	18% (20)	29% (31)	107
Fashion: An avid fan	75% (242)	13% (42)	3% (8)	1% (2)	7% (23)	2% (5)	322
Fashion: A casual fan	62% (549)	20% (172)	5% (48)	1% (12)	7% (63)	4% (37)	881
Fashion: Not a fan	52% (521)	19% (190)	4% (42)	3% (26)	13% (132)	9% (87)	998

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

Table HR6_3: *In the past 30 years, three actors have portrayed the Joker in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of the Joker?**Jared Leto*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	18% (388)	26% (569)	15% (340)	11% (243)	14% (310)	16% (352)	2201
Gender: Male	14% (148)	28% (297)	17% (180)	15% (161)	12% (127)	14% (150)	1062
Gender: Female	21% (240)	24% (273)	14% (160)	7% (82)	16% (183)	18% (202)	1139
Age: 18-29	30% (134)	22% (100)	16% (71)	20% (88)	6% (26)	6% (27)	445
Age: 30-44	23% (131)	29% (164)	17% (94)	11% (61)	12% (66)	9% (51)	568
Age: 45-54	18% (64)	28% (98)	14% (48)	11% (38)	15% (53)	13% (47)	348
Age: 55-64	9% (35)	27% (109)	18% (73)	7% (27)	18% (74)	21% (85)	404
Age: 65+	6% (24)	22% (98)	12% (53)	7% (28)	21% (90)	33% (142)	436
Generation Z: 18-22	36% (69)	22% (44)	14% (27)	17% (33)	4% (7)	7% (14)	194
Millennial: Age 23-38	26% (163)	26% (165)	17% (108)	15% (96)	10% (60)	6% (40)	633
Generation X: Age 39-54	18% (96)	29% (153)	15% (78)	11% (59)	15% (78)	13% (70)	533
Boomers: Age 55-73	8% (58)	25% (187)	16% (119)	7% (50)	20% (145)	24% (179)	739
PID: Dem (no lean)	21% (168)	26% (210)	15% (121)	13% (103)	12% (99)	12% (99)	799
PID: Ind (no lean)	19% (146)	27% (213)	14% (107)	10% (76)	16% (125)	15% (118)	784
PID: Rep (no lean)	12% (74)	24% (147)	18% (112)	10% (64)	14% (86)	22% (135)	618
PID/Gender: Dem Men	19% (66)	28% (99)	16% (58)	18% (62)	10% (37)	8% (28)	350
PID/Gender: Dem Women	23% (101)	25% (110)	14% (63)	9% (40)	14% (62)	16% (71)	449
PID/Gender: Ind Men	13% (52)	28% (111)	15% (60)	14% (56)	15% (59)	14% (57)	396
PID/Gender: Ind Women	24% (94)	26% (101)	12% (47)	5% (20)	17% (66)	16% (61)	388
PID/Gender: Rep Men	9% (29)	27% (86)	20% (62)	13% (42)	10% (31)	21% (65)	316
PID/Gender: Rep Women	15% (45)	20% (61)	17% (50)	7% (22)	18% (55)	23% (70)	302
Ideo: Liberal (1-3)	20% (140)	28% (195)	15% (104)	14% (96)	13% (87)	10% (66)	688
Ideo: Moderate (4)	21% (110)	28% (150)	15% (80)	9% (46)	14% (77)	14% (73)	536
Ideo: Conservative (5-7)	10% (73)	25% (176)	17% (123)	12% (83)	15% (108)	22% (154)	717
Educ: < College	20% (299)	27% (402)	15% (229)	11% (172)	12% (183)	15% (228)	1513
Educ: Bachelors degree	13% (56)	25% (112)	17% (73)	10% (46)	19% (83)	16% (73)	444
Educ: Post-grad	14% (33)	23% (55)	15% (38)	10% (24)	18% (44)	20% (50)	244

Continued on next page

Table HR6_3: In the past 30 years, three actors have portrayed the Joker in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of the Joker?
Jared Leto

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	18% (388)	26% (569)	15% (340)	11% (243)	14% (310)	16% (352)	2201
Income: Under 50k	19% (241)	26% (339)	14% (177)	11% (140)	14% (186)	16% (212)	1295
Income: 50k-100k	15% (103)	26% (170)	18% (119)	12% (77)	14% (95)	15% (101)	664
Income: 100k+	18% (44)	25% (60)	18% (44)	11% (27)	12% (29)	16% (38)	242
Ethnicity: White	15% (260)	25% (436)	15% (266)	12% (198)	16% (270)	17% (293)	1723
Ethnicity: Hispanic	33% (117)	26% (90)	17% (58)	6% (21)	11% (40)	7% (24)	350
Ethnicity: Afr. Am.	24% (67)	29% (80)	17% (45)	8% (23)	9% (24)	13% (36)	274
Ethnicity: Other	30% (61)	26% (54)	14% (28)	11% (22)	8% (16)	11% (23)	204
All Christian	13% (120)	25% (237)	16% (149)	11% (107)	15% (147)	20% (194)	954
All Non-Christian	17% (17)	28% (29)	14% (15)	13% (13)	13% (13)	15% (16)	103
Atheist	18% (21)	24% (28)	15% (18)	20% (24)	16% (19)	6% (7)	117
Agnostic/Nothing in particular	22% (230)	27% (274)	15% (158)	10% (99)	13% (131)	13% (134)	1027
Religious Non-Protestant/Catholic	16% (21)	25% (33)	16% (21)	13% (17)	14% (18)	16% (22)	132
Evangelical	21% (129)	24% (146)	14% (87)	8% (51)	12% (73)	21% (128)	613
Non-Evangelical	14% (112)	27% (211)	17% (133)	12% (93)	15% (119)	15% (119)	787
Community: Urban	19% (116)	29% (176)	15% (88)	11% (66)	14% (87)	11% (68)	602
Community: Suburban	16% (164)	26% (265)	16% (165)	12% (122)	12% (123)	16% (165)	1004
Community: Rural	18% (108)	21% (127)	14% (86)	9% (55)	17% (100)	20% (119)	595
Employ: Private Sector	15% (98)	32% (204)	19% (121)	11% (72)	12% (78)	11% (68)	642
Employ: Government	17% (21)	29% (36)	17% (21)	14% (17)	14% (17)	9% (12)	124
Employ: Self-Employed	23% (42)	22% (40)	16% (29)	11% (21)	16% (28)	12% (21)	180
Employ: Homemaker	23% (40)	21% (36)	13% (22)	11% (18)	15% (25)	18% (30)	170
Employ: Student	23% (25)	25% (27)	15% (17)	20% (22)	10% (11)	7% (8)	111
Employ: Retired	8% (43)	23% (122)	12% (60)	9% (46)	19% (99)	29% (151)	521
Employ: Unemployed	23% (57)	24% (60)	17% (43)	13% (31)	12% (31)	12% (29)	250
Employ: Other	30% (61)	22% (44)	13% (27)	8% (16)	10% (20)	17% (34)	202
Military HH: Yes	14% (49)	30% (105)	14% (50)	11% (38)	13% (45)	19% (66)	353
Military HH: No	18% (339)	25% (464)	16% (290)	11% (205)	14% (265)	15% (285)	1848
RD/WT: Right Direction	18% (152)	26% (219)	14% (114)	11% (92)	14% (114)	18% (148)	839
RD/WT: Wrong Track	17% (236)	26% (350)	17% (226)	11% (150)	14% (196)	15% (204)	1362

Continued on next page

Table HR6_3: In the past 30 years, three actors have portrayed the Joker in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of the Joker?

Jared Leto

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	18% (388)	26% (569)	15% (340)	11% (243)	14% (310)	16% (352)	2201
Trump Job Approve	15% (135)	25% (219)	14% (127)	11% (95)	15% (128)	19% (169)	873
Trump Job Disapprove	19% (227)	27% (317)	16% (187)	12% (139)	13% (160)	13% (158)	1190
Trump Job Strongly Approve	16% (69)	25% (113)	13% (59)	10% (45)	15% (65)	21% (95)	446
Trump Job Somewhat Approve	15% (66)	25% (106)	16% (68)	12% (50)	15% (63)	17% (74)	427
Trump Job Somewhat Disapprove	21% (56)	26% (72)	19% (51)	11% (31)	13% (37)	10% (28)	275
Trump Job Strongly Disapprove	19% (171)	27% (246)	15% (136)	12% (108)	14% (124)	14% (130)	915
Favorable of Trump	15% (131)	25% (212)	16% (134)	10% (88)	14% (121)	20% (174)	860
Unfavorable of Trump	19% (232)	26% (315)	16% (188)	12% (147)	14% (163)	12% (149)	1194
Very Favorable of Trump	18% (82)	24% (107)	13% (61)	11% (51)	14% (63)	20% (91)	456
Somewhat Favorable of Trump	12% (48)	26% (105)	18% (73)	9% (37)	14% (57)	21% (83)	404
Somewhat Unfavorable of Trump	17% (35)	28% (59)	22% (45)	13% (28)	10% (20)	10% (21)	208
Very Unfavorable of Trump	20% (197)	26% (256)	14% (142)	12% (119)	14% (142)	13% (128)	985
#1 Issue: Economy	20% (106)	29% (151)	15% (78)	12% (65)	13% (71)	11% (58)	528
#1 Issue: Security	12% (51)	24% (101)	16% (65)	12% (49)	16% (65)	20% (83)	415
#1 Issue: Health Care	22% (80)	28% (98)	17% (59)	9% (33)	12% (44)	12% (43)	357
#1 Issue: Medicare / Social Security	9% (32)	24% (82)	12% (42)	8% (27)	20% (68)	27% (93)	344
#1 Issue: Women's Issues	26% (47)	26% (46)	15% (27)	14% (26)	8% (15)	10% (18)	179
#1 Issue: Education	23% (38)	29% (48)	16% (27)	11% (18)	9% (15)	12% (20)	167
#1 Issue: Energy	16% (17)	28% (30)	22% (24)	12% (13)	13% (14)	10% (11)	109
#1 Issue: Other	15% (15)	12% (12)	18% (18)	11% (11)	19% (19)	26% (26)	101
2018 House Vote: Democrat	19% (151)	28% (223)	15% (119)	11% (92)	15% (123)	12% (96)	803
2018 House Vote: Republican	13% (82)	24% (153)	15% (98)	9% (60)	15% (96)	22% (141)	630
2018 House Vote: Someone else	21% (21)	31% (32)	13% (13)	10% (10)	12% (12)	14% (14)	101
2018 House Vote: Didnt Vote	20% (134)	24% (158)	17% (110)	12% (81)	12% (79)	15% (100)	663
2016 Vote: Hillary Clinton	18% (128)	27% (187)	14% (99)	11% (78)	16% (112)	13% (90)	693
2016 Vote: Donald Trump	13% (81)	25% (164)	15% (99)	10% (65)	15% (99)	21% (136)	643
2016 Vote: Someone else	13% (23)	28% (51)	19% (34)	11% (19)	14% (26)	16% (28)	181
2016 Vote: Didnt Vote	23% (157)	25% (167)	16% (108)	12% (80)	10% (71)	14% (95)	677

Continued on next page

Table HR6_3: In the past 30 years, three actors have portrayed the Joker in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of the Joker?
Jared Leto

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	18% (388)	26% (569)	15% (340)	11% (243)	14% (310)	16% (352)	2201
Voted in 2014: Yes	16% (212)	27% (370)	15% (206)	10% (130)	15% (205)	17% (233)	1356
Voted in 2014: No	21% (176)	24% (199)	16% (133)	13% (113)	12% (105)	14% (119)	845
2012 Vote: Barack Obama	18% (155)	29% (244)	14% (122)	9% (80)	16% (131)	13% (114)	846
2012 Vote: Mitt Romney	9% (44)	24% (119)	17% (86)	10% (52)	15% (74)	25% (123)	497
2012 Vote: Other	6% (7)	32% (35)	16% (18)	10% (11)	21% (23)	15% (17)	110
2012 Vote: Didn't Vote	25% (182)	23% (169)	15% (114)	14% (101)	11% (78)	13% (97)	741
4-Region: Northeast	14% (54)	22% (85)	16% (63)	10% (41)	21% (82)	17% (69)	394
4-Region: Midwest	13% (59)	25% (116)	18% (82)	12% (56)	14% (65)	18% (85)	462
4-Region: South	19% (160)	27% (226)	15% (122)	11% (87)	12% (100)	16% (130)	825
4-Region: West	22% (115)	27% (142)	14% (73)	11% (59)	12% (63)	13% (68)	520
Watch TV: Every day	20% (221)	26% (283)	15% (167)	11% (118)	15% (164)	14% (158)	1111
Watch TV: Several times per week	14% (70)	29% (149)	18% (89)	15% (77)	11% (54)	13% (68)	508
Watch TV: About once per week	16% (24)	22% (33)	18% (28)	11% (17)	19% (28)	14% (21)	150
Watch TV: Several times per month	22% (19)	24% (20)	14% (12)	8% (7)	17% (14)	15% (12)	83
Watch TV: About once per month	24% (15)	33% (21)	17% (11)	3% (2)	14% (9)	8% (5)	63
Watch TV: Less often than once per month	8% (8)	32% (33)	18% (19)	8% (8)	14% (15)	21% (22)	105
Watch TV: Never	17% (30)	16% (30)	8% (15)	8% (14)	15% (26)	36% (66)	181
Watch Movies: Every day	30% (142)	29% (135)	13% (62)	10% (47)	9% (43)	9% (44)	472
Watch Movies: Several times per week	17% (99)	31% (181)	17% (99)	15% (85)	10% (60)	9% (54)	577
Watch Movies: About once per week	12% (41)	27% (90)	16% (52)	12% (41)	15% (50)	18% (59)	334
Watch Movies: Several times per month	19% (48)	21% (54)	20% (51)	10% (24)	15% (36)	15% (37)	251
Watch Movies: About once per month	10% (19)	21% (41)	15% (30)	11% (22)	24% (46)	19% (38)	196
Watch Movies: Less often than once per month	10% (17)	24% (41)	14% (25)	5% (8)	25% (43)	21% (36)	170
Watch Movies: Never	11% (22)	14% (28)	11% (21)	8% (16)	16% (31)	41% (83)	200

Continued on next page

Table HR6_3: In the past 30 years, three actors have portrayed the Joker in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of the Joker?

Jared Leto

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	18% (388)	26% (569)	15% (340)	11% (243)	14% (310)	16% (352)	2201
Watch Sporting Events: Every day	25% (48)	26% (51)	16% (31)	14% (26)	7% (13)	12% (23)	193
Watch Sporting Events: Several times per week	16% (59)	32% (114)	16% (57)	14% (51)	11% (41)	10% (37)	359
Watch Sporting Events: About once per week	17% (39)	28% (63)	15% (34)	10% (23)	16% (35)	14% (31)	225
Watch Sporting Events: Several times per month	18% (25)	25% (36)	18% (26)	9% (12)	15% (22)	15% (22)	144
Watch Sporting Events: About once per month	12% (20)	27% (43)	24% (38)	12% (19)	11% (18)	14% (22)	160
Watch Sporting Events: Less often than once per month	17% (59)	24% (83)	17% (57)	10% (33)	19% (65)	13% (46)	344
Watch Sporting Events: Never	18% (137)	23% (180)	12% (97)	10% (78)	15% (115)	22% (171)	778
Cable TV: Currently subscribe	17% (175)	27% (280)	15% (160)	10% (108)	14% (144)	16% (167)	1034
Cable TV: Subscribed in past	18% (134)	26% (196)	17% (131)	11% (84)	14% (109)	13% (102)	756
Cable TV: Never subscribed	19% (79)	23% (94)	12% (49)	12% (51)	14% (56)	20% (82)	411
Satellite TV: Currently subscribe	22% (103)	25% (117)	15% (67)	12% (54)	11% (51)	15% (71)	464
Satellite TV: Subscribed in past	17% (104)	27% (164)	17% (104)	13% (82)	14% (84)	13% (81)	620
Satellite TV: Never subscribed	16% (180)	26% (288)	15% (168)	10% (107)	16% (175)	18% (200)	1117
Streaming Services: Currently subscribe	20% (261)	28% (356)	17% (218)	13% (170)	12% (155)	10% (128)	1288
Streaming Services: Subscribed in past	17% (35)	29% (58)	21% (42)	7% (15)	11% (23)	15% (30)	203
Streaming Services: Never subscribed	13% (92)	22% (155)	11% (80)	8% (58)	19% (132)	27% (193)	710
Film: An avid fan	26% (221)	31% (265)	16% (134)	12% (105)	9% (79)	6% (48)	853
Film: A casual fan	12% (138)	25% (278)	17% (185)	10% (116)	17% (190)	18% (205)	1112
Film: Not a fan	12% (29)	11% (25)	9% (21)	9% (22)	17% (41)	42% (99)	237
Television: An avid fan	21% (238)	29% (325)	14% (162)	10% (115)	13% (141)	13% (141)	1122
Television: A casual fan	14% (126)	23% (215)	17% (160)	12% (113)	16% (146)	19% (175)	935
Television: Not a fan	16% (23)	20% (29)	13% (18)	10% (14)	16% (23)	25% (36)	143
Music: An avid fan	23% (267)	29% (329)	16% (179)	12% (137)	11% (124)	9% (108)	1143
Music: A casual fan	11% (108)	24% (228)	16% (151)	10% (94)	18% (170)	21% (199)	951
Music: Not a fan	12% (13)	11% (12)	9% (9)	11% (12)	15% (16)	42% (44)	107
Fashion: An avid fan	32% (104)	35% (113)	10% (32)	6% (18)	11% (36)	6% (20)	322
Fashion: A casual fan	19% (164)	29% (258)	16% (141)	10% (84)	12% (106)	15% (129)	881
Fashion: Not a fan	12% (120)	20% (198)	17% (167)	14% (141)	17% (168)	20% (203)	998

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

Table HR7_1: *In the past 30 years, three actors have portrayed Catwoman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Catwoman?*
Anne Hathaway

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	26% (573)	37% (819)	12% (274)	5% (117)	15% (327)	4% (90)	2201
Gender: Male	31% (326)	37% (388)	10% (101)	5% (55)	13% (141)	5% (50)	1062
Gender: Female	22% (247)	38% (431)	15% (173)	5% (61)	16% (186)	4% (40)	1139
Age: 18-29	36% (162)	32% (141)	10% (46)	7% (31)	9% (41)	5% (24)	445
Age: 30-44	26% (147)	36% (204)	16% (92)	7% (41)	11% (63)	4% (21)	568
Age: 45-54	25% (88)	40% (141)	14% (47)	6% (20)	12% (41)	3% (11)	348
Age: 55-64	25% (100)	43% (172)	12% (47)	3% (13)	15% (59)	3% (13)	404
Age: 65+	18% (77)	37% (161)	10% (42)	3% (12)	28% (122)	5% (22)	436
Generation Z: 18-22	44% (86)	21% (40)	9% (18)	11% (20)	8% (16)	7% (13)	194
Millennial: Age 23-38	28% (178)	37% (235)	15% (97)	7% (41)	10% (61)	3% (22)	633
Generation X: Age 39-54	25% (133)	39% (210)	13% (71)	6% (30)	13% (69)	4% (21)	533
Boomers: Age 55-73	22% (162)	40% (296)	11% (80)	3% (22)	21% (154)	3% (24)	739
PID: Dem (no lean)	26% (204)	38% (303)	14% (114)	5% (42)	13% (106)	4% (30)	799
PID: Ind (no lean)	24% (185)	38% (299)	11% (84)	5% (42)	17% (131)	5% (42)	784
PID: Rep (no lean)	30% (184)	35% (217)	12% (76)	5% (33)	15% (90)	3% (19)	618
PID/Gender: Dem Men	31% (109)	38% (132)	12% (43)	5% (18)	11% (38)	3% (9)	350
PID/Gender: Dem Women	21% (95)	38% (171)	16% (71)	5% (23)	15% (68)	5% (21)	449
PID/Gender: Ind Men	27% (107)	36% (144)	9% (34)	6% (22)	15% (60)	7% (28)	396
PID/Gender: Ind Women	20% (77)	40% (155)	13% (50)	5% (21)	18% (71)	4% (14)	388
PID/Gender: Rep Men	35% (110)	35% (112)	8% (24)	5% (15)	14% (43)	4% (13)	316
PID/Gender: Rep Women	25% (74)	35% (105)	17% (52)	6% (18)	16% (47)	2% (5)	302
Ideo: Liberal (1-3)	22% (149)	40% (275)	13% (92)	6% (41)	15% (105)	4% (26)	688
Ideo: Moderate (4)	28% (148)	39% (210)	13% (69)	3% (15)	15% (81)	2% (13)	536
Ideo: Conservative (5-7)	27% (196)	37% (262)	13% (92)	6% (40)	14% (100)	4% (26)	717
Educ: < College	27% (413)	37% (558)	13% (191)	6% (84)	14% (210)	4% (57)	1513
Educ: Bachelors degree	21% (94)	42% (188)	12% (53)	5% (22)	16% (72)	4% (16)	444
Educ: Post-grad	27% (66)	30% (74)	12% (30)	5% (11)	19% (45)	7% (18)	244

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Table HR7_1: *In the past 30 years, three actors have portrayed Catwoman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Catwoman?**Anne Hathaway*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	26% (573)	37% (819)	12% (274)	5% (117)	15% (327)	4% (90)	2201
Income: Under 50k	27% (345)	36% (466)	12% (155)	5% (69)	16% (205)	4% (55)	1295
Income: 50k-100k	25% (167)	38% (255)	13% (89)	6% (38)	13% (86)	4% (27)	664
Income: 100k+	25% (60)	40% (98)	13% (30)	4% (9)	15% (36)	3% (8)	242
Ethnicity: White	25% (435)	37% (631)	13% (232)	5% (81)	16% (283)	3% (60)	1723
Ethnicity: Hispanic	32% (113)	36% (124)	13% (46)	6% (21)	9% (32)	4% (14)	350
Ethnicity: Afr. Am.	25% (68)	43% (117)	10% (28)	7% (20)	10% (27)	5% (14)	274
Ethnicity: Other	34% (70)	35% (71)	7% (14)	8% (16)	8% (17)	8% (16)	204
All Christian	26% (248)	39% (372)	12% (116)	4% (35)	15% (145)	4% (38)	954
All Non-Christian	29% (30)	35% (36)	11% (12)	5% (5)	13% (13)	7% (7)	103
Atheist	23% (27)	36% (42)	14% (17)	7% (8)	19% (22)	1% (2)	117
Agnostic/Nothing in particular	26% (268)	36% (370)	13% (130)	7% (68)	14% (146)	4% (43)	1027
Religious Non-Protestant/Catholic	31% (41)	35% (46)	12% (16)	4% (5)	13% (17)	6% (7)	132
Evangelical	30% (181)	36% (219)	13% (81)	5% (28)	13% (78)	4% (26)	613
Non-Evangelical	24% (188)	40% (316)	13% (106)	4% (31)	15% (119)	3% (26)	787
Community: Urban	26% (159)	38% (227)	13% (81)	5% (30)	14% (84)	3% (20)	602
Community: Suburban	25% (248)	38% (383)	13% (129)	6% (60)	14% (141)	4% (43)	1004
Community: Rural	28% (166)	35% (209)	11% (65)	4% (26)	17% (102)	5% (27)	595
Employ: Private Sector	27% (175)	40% (253)	13% (83)	6% (36)	12% (75)	3% (19)	642
Employ: Government	25% (31)	46% (57)	13% (16)	3% (4)	11% (13)	2% (3)	124
Employ: Self-Employed	18% (32)	45% (81)	11% (20)	9% (16)	14% (25)	3% (6)	180
Employ: Homemaker	22% (37)	34% (58)	20% (35)	5% (9)	16% (27)	3% (5)	170
Employ: Student	35% (38)	28% (31)	11% (12)	16% (17)	9% (10)	3% (3)	111
Employ: Retired	21% (107)	40% (207)	10% (54)	2% (11)	23% (121)	4% (21)	521
Employ: Unemployed	36% (89)	28% (69)	14% (34)	4% (11)	12% (30)	7% (17)	250
Employ: Other	31% (63)	31% (63)	11% (21)	6% (13)	13% (26)	8% (17)	202
Military HH: Yes	26% (92)	38% (132)	15% (52)	4% (16)	13% (45)	4% (16)	353
Military HH: No	26% (482)	37% (687)	12% (222)	5% (101)	15% (283)	4% (74)	1848
RD/WT: Right Direction	30% (249)	38% (316)	12% (102)	5% (44)	11% (94)	4% (34)	839
RD/WT: Wrong Track	24% (324)	37% (504)	13% (173)	5% (72)	17% (233)	4% (56)	1362

Continued on next page

Table HR7_1: *In the past 30 years, three actors have portrayed Catwoman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Catwoman?*
Anne Hathaway

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	26% (573)	37% (819)	12% (274)	5% (117)	15% (327)	4% (90)	2201
Trump Job Approve	28% (247)	37% (322)	12% (106)	5% (47)	13% (117)	4% (34)	873
Trump Job Disapprove	24% (283)	38% (452)	13% (149)	5% (64)	16% (192)	4% (49)	1190
Trump Job Strongly Approve	28% (126)	35% (157)	13% (59)	6% (28)	14% (62)	3% (14)	446
Trump Job Somewhat Approve	28% (122)	39% (165)	11% (47)	4% (19)	13% (55)	5% (19)	427
Trump Job Somewhat Disapprove	25% (69)	40% (111)	14% (39)	4% (11)	13% (36)	3% (8)	275
Trump Job Strongly Disapprove	23% (213)	37% (341)	12% (110)	6% (53)	17% (156)	4% (41)	915
Favorable of Trump	29% (247)	37% (322)	12% (104)	5% (44)	13% (116)	3% (27)	860
Unfavorable of Trump	24% (284)	38% (457)	13% (152)	6% (67)	16% (186)	4% (48)	1194
Very Favorable of Trump	30% (137)	37% (167)	12% (54)	6% (28)	13% (58)	3% (12)	456
Somewhat Favorable of Trump	27% (109)	39% (156)	12% (50)	4% (16)	14% (58)	4% (15)	404
Somewhat Unfavorable of Trump	30% (63)	43% (90)	13% (27)	2% (5)	8% (18)	3% (6)	208
Very Unfavorable of Trump	22% (221)	37% (367)	13% (125)	6% (62)	17% (168)	4% (41)	985
#1 Issue: Economy	27% (143)	39% (206)	15% (77)	4% (21)	13% (68)	2% (12)	528
#1 Issue: Security	25% (103)	40% (167)	11% (47)	6% (25)	14% (58)	4% (16)	415
#1 Issue: Health Care	25% (88)	40% (141)	13% (47)	4% (15)	15% (55)	3% (11)	357
#1 Issue: Medicare / Social Security	26% (90)	35% (119)	10% (33)	3% (10)	21% (73)	6% (19)	344
#1 Issue: Women's Issues	26% (46)	38% (68)	14% (25)	7% (13)	10% (18)	5% (10)	179
#1 Issue: Education	29% (49)	32% (54)	13% (22)	11% (18)	8% (13)	7% (13)	167
#1 Issue: Energy	27% (30)	34% (37)	12% (13)	8% (8)	16% (17)	4% (4)	109
#1 Issue: Other	25% (25)	27% (28)	10% (11)	6% (6)	26% (26)	6% (6)	101
2018 House Vote: Democrat	24% (190)	39% (312)	14% (114)	4% (29)	17% (133)	3% (25)	803
2018 House Vote: Republican	25% (158)	38% (239)	12% (73)	5% (34)	16% (101)	4% (25)	630
2018 House Vote: Someone else	25% (25)	31% (32)	9% (9)	11% (11)	17% (17)	7% (7)	101
2018 House Vote: Didnt Vote	30% (199)	35% (233)	12% (79)	6% (43)	11% (76)	5% (33)	663
2016 Vote: Hillary Clinton	22% (154)	41% (284)	13% (90)	3% (24)	17% (116)	4% (25)	693
2016 Vote: Donald Trump	26% (164)	37% (240)	13% (82)	6% (42)	15% (97)	3% (18)	643
2016 Vote: Someone else	21% (39)	36% (65)	15% (27)	5% (9)	19% (35)	3% (6)	181
2016 Vote: Didnt Vote	32% (215)	34% (229)	11% (76)	6% (42)	11% (75)	6% (41)	677

Continued on next page

Table HR7_1: *In the past 30 years, three actors have portrayed Catwoman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Catwoman?**Anne Hathaway*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	26% (573)	37% (819)	12% (274)	5% (117)	15% (327)	4% (90)	2201
Voted in 2014: Yes	24% (327)	40% (543)	12% (165)	5% (73)	15% (204)	3% (44)	1356
Voted in 2014: No	29% (246)	33% (277)	13% (110)	5% (44)	15% (123)	5% (46)	845
2012 Vote: Barack Obama	24% (206)	41% (344)	13% (106)	3% (29)	16% (136)	3% (25)	846
2012 Vote: Mitt Romney	22% (111)	42% (208)	12% (60)	4% (22)	16% (78)	3% (17)	497
2012 Vote: Other	21% (23)	37% (41)	14% (16)	8% (8)	13% (15)	7% (7)	110
2012 Vote: Didn't Vote	31% (231)	30% (225)	13% (93)	8% (57)	13% (95)	5% (40)	741
4-Region: Northeast	22% (88)	39% (152)	9% (36)	7% (28)	18% (73)	4% (17)	394
4-Region: Midwest	27% (124)	37% (172)	13% (58)	5% (23)	16% (73)	3% (13)	462
4-Region: South	28% (230)	37% (308)	13% (107)	4% (33)	14% (115)	4% (32)	825
4-Region: West	25% (132)	36% (187)	14% (73)	6% (33)	13% (67)	6% (29)	520
Watch TV: Every day	28% (307)	38% (427)	13% (140)	6% (64)	14% (151)	2% (22)	1111
Watch TV: Several times per week	26% (131)	38% (193)	13% (67)	5% (25)	14% (72)	4% (21)	508
Watch TV: About once per week	16% (25)	49% (73)	12% (18)	4% (6)	13% (20)	5% (8)	150
Watch TV: Several times per month	26% (22)	34% (28)	14% (12)	2% (2)	19% (16)	5% (4)	83
Watch TV: About once per month	26% (16)	34% (22)	15% (10)	10% (6)	12% (8)	3% (2)	63
Watch TV: Less often than once per month	15% (15)	33% (34)	18% (18)	9% (9)	21% (22)	6% (6)	105
Watch TV: Never	32% (57)	23% (42)	6% (10)	2% (4)	22% (40)	15% (28)	181
Watch Movies: Every day	33% (157)	38% (178)	12% (58)	7% (31)	8% (37)	2% (11)	472
Watch Movies: Several times per week	24% (138)	43% (247)	14% (81)	5% (31)	12% (68)	2% (11)	577
Watch Movies: About once per week	25% (83)	37% (124)	16% (53)	5% (17)	14% (45)	3% (11)	334
Watch Movies: Several times per month	30% (75)	38% (95)	10% (24)	4% (10)	14% (34)	5% (13)	251
Watch Movies: About once per month	14% (28)	43% (84)	12% (23)	4% (7)	24% (47)	3% (7)	196
Watch Movies: Less often than once per month	20% (35)	30% (51)	11% (19)	10% (16)	25% (42)	4% (7)	170
Watch Movies: Never	29% (57)	20% (40)	8% (16)	2% (4)	27% (53)	15% (30)	200

Continued on next page

Table HR7_1: *In the past 30 years, three actors have portrayed Catwoman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Catwoman?*
Anne Hathaway

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	26% (573)	37% (819)	12% (274)	5% (117)	15% (327)	4% (90)	2201
Watch Sporting Events: Every day	34% (65)	39% (75)	11% (21)	6% (12)	9% (17)	1% (2)	193
Watch Sporting Events: Several times per week	27% (97)	42% (152)	11% (39)	8% (27)	9% (31)	4% (14)	359
Watch Sporting Events: About once per week	31% (69)	36% (82)	12% (28)	6% (13)	14% (31)	1% (3)	225
Watch Sporting Events: Several times per month	31% (45)	34% (48)	13% (18)	3% (4)	15% (22)	4% (6)	144
Watch Sporting Events: About once per month	29% (47)	44% (70)	12% (20)	4% (6)	9% (14)	2% (4)	160
Watch Sporting Events: Less often than once per month	18% (60)	39% (133)	16% (55)	4% (15)	19% (67)	4% (14)	344
Watch Sporting Events: Never	24% (190)	33% (260)	12% (95)	5% (39)	19% (146)	6% (47)	778
Cable TV: Currently subscribe	27% (282)	39% (399)	11% (119)	6% (59)	14% (144)	3% (31)	1034
Cable TV: Subscribed in past	25% (186)	38% (289)	14% (106)	4% (33)	16% (122)	3% (20)	756
Cable TV: Never subscribed	26% (105)	32% (131)	12% (50)	6% (25)	15% (61)	9% (39)	411
Satellite TV: Currently subscribe	29% (134)	37% (172)	11% (51)	4% (16)	16% (72)	4% (18)	464
Satellite TV: Subscribed in past	24% (152)	39% (242)	12% (74)	5% (32)	15% (92)	4% (27)	620
Satellite TV: Never subscribed	26% (287)	36% (405)	13% (149)	6% (68)	15% (163)	4% (46)	1117
Streaming Services: Currently subscribe	26% (337)	39% (508)	14% (179)	6% (73)	13% (164)	2% (28)	1288
Streaming Services: Subscribed in past	27% (54)	36% (74)	13% (26)	5% (11)	12% (24)	7% (14)	203
Streaming Services: Never subscribed	26% (182)	33% (238)	10% (69)	5% (33)	20% (139)	7% (49)	710
Film: An avid fan	32% (276)	39% (334)	12% (103)	6% (55)	9% (74)	1% (10)	853
Film: A casual fan	22% (249)	39% (429)	14% (154)	4% (50)	18% (196)	3% (33)	1112
Film: Not a fan	20% (48)	24% (57)	7% (17)	5% (12)	24% (57)	20% (47)	237
Television: An avid fan	29% (330)	40% (445)	12% (130)	5% (61)	12% (136)	2% (20)	1122
Television: A casual fan	22% (209)	37% (345)	13% (123)	5% (46)	18% (167)	5% (45)	935
Television: Not a fan	24% (34)	21% (30)	15% (21)	6% (9)	17% (24)	17% (25)	143
Music: An avid fan	30% (338)	39% (451)	11% (128)	6% (73)	11% (128)	2% (26)	1143
Music: A casual fan	23% (218)	36% (344)	15% (138)	4% (40)	18% (172)	4% (39)	951
Music: Not a fan	16% (17)	23% (24)	8% (8)	3% (4)	26% (28)	24% (25)	107
Fashion: An avid fan	34% (108)	39% (126)	10% (33)	8% (26)	6% (20)	3% (9)	322
Fashion: A casual fan	24% (211)	40% (356)	15% (130)	5% (46)	13% (117)	2% (21)	881
Fashion: Not a fan	25% (254)	34% (337)	11% (111)	5% (45)	19% (190)	6% (61)	998

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

Table HR7_2: *In the past 30 years, three actors have portrayed Catwoman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Catwoman?**Michelle Pfeiffer*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	41% (904)	32% (695)	8% (179)	3% (63)	12% (254)	5% (107)	2201
Gender: Male	42% (441)	33% (346)	7% (74)	3% (37)	10% (106)	5% (58)	1062
Gender: Female	41% (463)	31% (349)	9% (105)	2% (26)	13% (148)	4% (49)	1139
Age: 18-29	27% (118)	28% (123)	14% (60)	6% (26)	12% (52)	15% (65)	445
Age: 30-44	48% (274)	31% (178)	6% (36)	3% (15)	8% (44)	4% (21)	568
Age: 45-54	47% (162)	29% (102)	11% (40)	3% (11)	8% (29)	1% (5)	348
Age: 55-64	46% (184)	35% (141)	6% (22)	2% (7)	12% (47)	1% (3)	404
Age: 65+	38% (165)	35% (151)	5% (20)	1% (4)	19% (82)	3% (13)	436
Generation Z: 18-22	25% (48)	27% (52)	14% (27)	5% (10)	11% (21)	19% (36)	194
Millennial: Age 23-38	38% (243)	32% (200)	10% (62)	5% (30)	9% (58)	7% (41)	633
Generation X: Age 39-54	49% (263)	28% (150)	9% (47)	2% (12)	9% (47)	3% (14)	533
Boomers: Age 55-73	43% (317)	35% (255)	5% (40)	1% (9)	15% (109)	1% (9)	739
PID: Dem (no lean)	46% (367)	29% (228)	9% (72)	2% (19)	10% (78)	4% (35)	799
PID: Ind (no lean)	38% (301)	31% (241)	8% (60)	3% (25)	12% (95)	8% (62)	784
PID: Rep (no lean)	38% (236)	36% (225)	8% (46)	3% (18)	13% (81)	2% (11)	618
PID/Gender: Dem Men	48% (170)	30% (105)	7% (25)	2% (8)	8% (27)	4% (15)	350
PID/Gender: Dem Women	44% (197)	28% (124)	11% (47)	2% (11)	11% (50)	4% (19)	449
PID/Gender: Ind Men	38% (151)	30% (118)	7% (29)	4% (15)	12% (46)	9% (37)	396
PID/Gender: Ind Women	39% (150)	32% (123)	8% (31)	3% (10)	13% (49)	6% (25)	388
PID/Gender: Rep Men	38% (120)	39% (123)	6% (20)	4% (13)	11% (33)	2% (6)	316
PID/Gender: Rep Women	38% (115)	34% (102)	9% (26)	2% (5)	16% (48)	2% (5)	302
Ideo: Liberal (1-3)	44% (302)	31% (210)	8% (58)	3% (19)	9% (64)	5% (34)	688
Ideo: Moderate (4)	43% (231)	30% (159)	9% (49)	2% (10)	12% (65)	4% (22)	536
Ideo: Conservative (5-7)	39% (276)	35% (251)	7% (53)	3% (21)	13% (92)	3% (23)	717
Educ: < College	42% (635)	31% (469)	8% (128)	3% (46)	11% (159)	5% (76)	1513
Educ: Bachelors degree	41% (181)	32% (141)	8% (36)	2% (8)	13% (57)	5% (20)	444
Educ: Post-grad	36% (87)	34% (84)	6% (15)	3% (8)	16% (38)	5% (11)	244

Continued on next page

Table HR7_2: *In the past 30 years, three actors have portrayed Catwoman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Catwoman?*
Michelle Pfeiffer

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	41% (904)	32% (695)	8% (179)	3% (63)	12% (254)	5% (107)	2201
Income: Under 50k	41% (528)	31% (395)	8% (110)	3% (37)	12% (156)	5% (68)	1295
Income: 50k-100k	43% (283)	32% (210)	9% (57)	3% (20)	10% (69)	4% (25)	664
Income: 100k+	38% (93)	37% (89)	5% (12)	2% (5)	12% (29)	6% (15)	242
Ethnicity: White	41% (699)	32% (558)	8% (143)	2% (42)	13% (217)	4% (63)	1723
Ethnicity: Hispanic	47% (164)	27% (93)	8% (29)	4% (14)	7% (23)	8% (27)	350
Ethnicity: Afr. Am.	42% (114)	29% (80)	9% (25)	5% (13)	8% (21)	8% (23)	274
Ethnicity: Other	45% (91)	28% (57)	5% (11)	4% (8)	8% (16)	10% (21)	204
All Christian	43% (406)	34% (323)	7% (64)	2% (15)	12% (114)	3% (31)	954
All Non-Christian	37% (38)	30% (31)	15% (16)	5% (5)	7% (7)	5% (5)	103
Atheist	44% (51)	25% (29)	13% (15)	2% (2)	15% (18)	2% (2)	117
Agnostic/Nothing in particular	40% (408)	30% (311)	8% (84)	4% (40)	11% (114)	7% (69)	1027
Religious Non-Protestant/Catholic	38% (50)	31% (40)	14% (19)	4% (6)	8% (11)	5% (7)	132
Evangelical	46% (282)	29% (181)	7% (46)	3% (15)	10% (61)	5% (28)	613
Non-Evangelical	42% (332)	34% (266)	7% (56)	2% (16)	11% (90)	3% (27)	787
Community: Urban	39% (237)	31% (187)	10% (57)	2% (14)	12% (72)	6% (35)	602
Community: Suburban	42% (423)	33% (329)	7% (68)	3% (35)	11% (107)	4% (43)	1004
Community: Rural	41% (244)	30% (179)	9% (53)	2% (14)	13% (75)	5% (30)	595
Employ: Private Sector	41% (261)	36% (228)	7% (48)	2% (13)	10% (66)	4% (26)	642
Employ: Government	47% (59)	27% (34)	9% (12)	6% (7)	9% (11)	1% (2)	124
Employ: Self-Employed	46% (82)	26% (46)	10% (19)	5% (10)	8% (15)	4% (8)	180
Employ: Homemaker	45% (76)	31% (53)	9% (15)	2% (3)	12% (20)	2% (3)	170
Employ: Student	24% (27)	28% (31)	9% (10)	3% (3)	16% (18)	19% (21)	111
Employ: Retired	41% (212)	35% (181)	5% (28)	1% (7)	16% (82)	2% (12)	521
Employ: Unemployed	42% (105)	27% (68)	13% (32)	4% (10)	9% (21)	6% (14)	250
Employ: Other	40% (81)	26% (53)	7% (15)	5% (10)	10% (21)	11% (22)	202
Military HH: Yes	41% (145)	34% (118)	6% (22)	4% (14)	12% (42)	3% (12)	353
Military HH: No	41% (759)	31% (576)	8% (157)	3% (49)	11% (212)	5% (96)	1848
RD/WT: Right Direction	42% (355)	33% (274)	8% (64)	4% (31)	11% (94)	2% (21)	839
RD/WT: Wrong Track	40% (549)	31% (420)	8% (115)	2% (32)	12% (160)	6% (86)	1362

Continued on next page

Table HR7_2: In the past 30 years, three actors have portrayed Catwoman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Catwoman?

Michelle Pfeiffer

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	41% (904)	32% (695)	8% (179)	3% (63)	12% (254)	5% (107)	2201
Trump Job Approve	40% (350)	33% (292)	8% (72)	4% (37)	11% (97)	3% (27)	873
Trump Job Disapprove	42% (499)	30% (360)	8% (93)	2% (24)	12% (144)	6% (69)	1190
Trump Job Strongly Approve	42% (185)	33% (149)	8% (35)	3% (14)	11% (51)	3% (13)	446
Trump Job Somewhat Approve	38% (164)	33% (143)	9% (37)	5% (23)	11% (46)	3% (13)	427
Trump Job Somewhat Disapprove	36% (98)	34% (94)	9% (24)	2% (5)	12% (33)	7% (20)	275
Trump Job Strongly Disapprove	44% (401)	29% (266)	7% (69)	2% (19)	12% (111)	5% (49)	915
Favorable of Trump	40% (343)	34% (292)	8% (72)	3% (27)	11% (99)	3% (26)	860
Unfavorable of Trump	42% (504)	30% (356)	8% (100)	3% (34)	12% (138)	5% (62)	1194
Very Favorable of Trump	43% (198)	32% (147)	8% (36)	3% (14)	11% (49)	2% (11)	456
Somewhat Favorable of Trump	36% (146)	36% (145)	9% (37)	3% (13)	12% (49)	4% (14)	404
Somewhat Unfavorable of Trump	40% (83)	35% (73)	9% (19)	3% (7)	9% (18)	4% (9)	208
Very Unfavorable of Trump	43% (421)	29% (283)	8% (81)	3% (27)	12% (120)	5% (53)	985
#1 Issue: Economy	40% (213)	31% (162)	9% (49)	4% (20)	11% (60)	5% (24)	528
#1 Issue: Security	43% (181)	32% (135)	6% (27)	2% (9)	12% (50)	3% (13)	415
#1 Issue: Health Care	45% (162)	30% (108)	8% (28)	2% (9)	11% (38)	4% (13)	357
#1 Issue: Medicare / Social Security	44% (150)	33% (114)	7% (22)	1% (5)	12% (40)	4% (12)	344
#1 Issue: Women's Issues	33% (60)	31% (56)	16% (29)	5% (9)	10% (17)	5% (8)	179
#1 Issue: Education	36% (61)	32% (54)	6% (10)	5% (8)	9% (16)	11% (18)	167
#1 Issue: Energy	40% (44)	32% (34)	10% (11)	— (0)	14% (15)	5% (5)	109
#1 Issue: Other	34% (34)	31% (32)	3% (3)	2% (2)	17% (18)	12% (12)	101
2018 House Vote: Democrat	46% (368)	29% (235)	8% (64)	2% (20)	12% (94)	3% (23)	803
2018 House Vote: Republican	40% (249)	32% (203)	8% (51)	3% (18)	14% (89)	3% (20)	630
2018 House Vote: Someone else	42% (42)	28% (28)	7% (7)	4% (4)	12% (12)	8% (8)	101
2018 House Vote: Didnt Vote	37% (244)	34% (225)	9% (57)	3% (21)	9% (59)	8% (56)	663
2016 Vote: Hillary Clinton	45% (315)	31% (216)	7% (50)	2% (13)	11% (77)	3% (23)	693
2016 Vote: Donald Trump	41% (262)	34% (218)	8% (53)	3% (16)	13% (83)	2% (10)	643
2016 Vote: Someone else	41% (75)	30% (54)	6% (11)	3% (5)	17% (31)	3% (6)	181
2016 Vote: Didnt Vote	37% (250)	30% (206)	10% (65)	4% (28)	9% (60)	10% (68)	677

Continued on next page

Table HR7_2: In the past 30 years, three actors have portrayed Catwoman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Catwoman?
Michelle Pfeiffer

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	41% (904)	32% (695)	8% (179)	3% (63)	12% (254)	5% (107)	2201
Voted in 2014: Yes	45% (607)	32% (433)	7% (91)	2% (30)	12% (162)	2% (32)	1356
Voted in 2014: No	35% (296)	31% (261)	10% (87)	4% (32)	11% (92)	9% (75)	845
2012 Vote: Barack Obama	47% (394)	31% (263)	7% (58)	2% (16)	11% (95)	2% (20)	846
2012 Vote: Mitt Romney	39% (192)	35% (176)	8% (39)	2% (10)	14% (69)	2% (10)	497
2012 Vote: Other	54% (59)	26% (29)	6% (6)	4% (5)	6% (6)	4% (5)	110
2012 Vote: Didn't Vote	35% (256)	31% (226)	10% (76)	4% (32)	11% (79)	10% (72)	741
4-Region: Northeast	37% (147)	31% (124)	8% (33)	3% (11)	16% (65)	4% (14)	394
4-Region: Midwest	39% (178)	36% (165)	7% (33)	2% (10)	12% (56)	4% (20)	462
4-Region: South	43% (357)	29% (243)	8% (66)	3% (28)	10% (86)	6% (46)	825
4-Region: West	43% (221)	31% (163)	9% (48)	3% (14)	9% (47)	5% (28)	520
Watch TV: Every day	45% (497)	31% (341)	8% (94)	2% (27)	10% (111)	4% (41)	1111
Watch TV: Several times per week	37% (186)	35% (178)	9% (45)	4% (18)	12% (62)	4% (19)	508
Watch TV: About once per week	41% (61)	28% (41)	11% (16)	4% (7)	11% (17)	5% (7)	150
Watch TV: Several times per month	34% (28)	31% (26)	6% (5)	9% (7)	15% (13)	6% (5)	83
Watch TV: About once per month	40% (25)	32% (20)	6% (4)	3% (2)	9% (6)	10% (6)	63
Watch TV: Less often than once per month	31% (32)	40% (42)	7% (8)	1% (1)	17% (17)	5% (5)	105
Watch TV: Never	41% (74)	26% (46)	4% (8)	— (1)	16% (28)	13% (24)	181
Watch Movies: Every day	48% (226)	28% (133)	9% (42)	5% (22)	5% (22)	6% (26)	472
Watch Movies: Several times per week	43% (251)	35% (202)	8% (48)	3% (15)	8% (48)	2% (14)	577
Watch Movies: About once per week	40% (134)	35% (116)	8% (27)	2% (6)	11% (38)	4% (12)	334
Watch Movies: Several times per month	44% (110)	26% (64)	7% (18)	5% (13)	14% (35)	4% (11)	251
Watch Movies: About once per month	32% (62)	37% (72)	8% (16)	3% (5)	15% (30)	5% (10)	196
Watch Movies: Less often than once per month	33% (55)	29% (49)	11% (19)	1% (1)	22% (38)	5% (8)	170
Watch Movies: Never	33% (65)	29% (58)	5% (9)	— (0)	21% (42)	13% (26)	200

Continued on next page

Table HR7_2: In the past 30 years, three actors have portrayed Catwoman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Catwoman?

Michelle Pfeiffer

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	41% (904)	32% (695)	8% (179)	3% (63)	12% (254)	5% (107)	2201
Watch Sporting Events: Every day	45% (87)	35% (67)	6% (12)	3% (6)	7% (13)	4% (7)	193
Watch Sporting Events: Several times per week	37% (134)	41% (147)	7% (25)	5% (20)	7% (25)	2% (9)	359
Watch Sporting Events: About once per week	44% (99)	33% (75)	7% (16)	2% (5)	9% (19)	5% (12)	225
Watch Sporting Events: Several times per month	41% (60)	30% (43)	5% (8)	2% (3)	13% (18)	8% (11)	144
Watch Sporting Events: About once per month	53% (85)	25% (39)	11% (18)	1% (1)	8% (13)	2% (3)	160
Watch Sporting Events: Less often than once per month	40% (138)	27% (94)	10% (34)	4% (12)	16% (54)	3% (12)	344
Watch Sporting Events: Never	39% (301)	29% (229)	9% (67)	2% (16)	14% (111)	7% (54)	778
Cable TV: Currently subscribe	43% (442)	32% (332)	7% (75)	3% (30)	11% (110)	4% (45)	1034
Cable TV: Subscribed in past	42% (317)	31% (234)	9% (72)	3% (25)	11% (81)	4% (28)	756
Cable TV: Never subscribed	35% (145)	31% (128)	8% (32)	2% (8)	15% (63)	9% (35)	411
Satellite TV: Currently subscribe	39% (182)	35% (161)	8% (36)	2% (10)	10% (48)	6% (28)	464
Satellite TV: Subscribed in past	44% (270)	31% (189)	9% (54)	3% (21)	9% (59)	4% (27)	620
Satellite TV: Never subscribed	40% (452)	31% (345)	8% (89)	3% (32)	13% (148)	5% (52)	1117
Streaming Services: Currently subscribe	44% (564)	30% (392)	9% (113)	3% (35)	10% (123)	5% (61)	1288
Streaming Services: Subscribed in past	37% (75)	40% (81)	7% (15)	2% (5)	10% (21)	4% (8)	203
Streaming Services: Never subscribed	37% (265)	31% (221)	7% (51)	3% (23)	16% (111)	5% (39)	710
Film: An avid fan	48% (411)	31% (265)	9% (75)	3% (23)	6% (48)	4% (31)	853
Film: A casual fan	38% (427)	33% (367)	8% (92)	3% (33)	14% (153)	4% (40)	1112
Film: Not a fan	28% (65)	27% (63)	5% (12)	3% (7)	22% (53)	15% (37)	237
Television: An avid fan	45% (508)	33% (366)	9% (97)	3% (31)	8% (89)	3% (31)	1122
Television: A casual fan	37% (346)	32% (299)	7% (69)	3% (26)	15% (141)	6% (54)	935
Television: Not a fan	35% (50)	20% (29)	9% (13)	4% (6)	16% (23)	16% (22)	143
Music: An avid fan	46% (526)	28% (326)	9% (103)	3% (37)	8% (91)	5% (60)	1143
Music: A casual fan	36% (343)	36% (345)	8% (72)	2% (19)	15% (142)	3% (30)	951
Music: Not a fan	32% (34)	23% (24)	3% (4)	6% (7)	20% (21)	16% (17)	107
Fashion: An avid fan	48% (155)	30% (96)	7% (24)	3% (10)	5% (15)	7% (23)	322
Fashion: A casual fan	41% (362)	35% (306)	9% (75)	2% (22)	9% (79)	4% (38)	881
Fashion: Not a fan	39% (387)	29% (293)	8% (80)	3% (31)	16% (161)	5% (46)	998

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

Table HR7_3: *In the past 30 years, three actors have portrayed Catwoman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Catwoman?*
Halle Berry

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	42% (914)	28% (609)	10% (211)	7% (159)	11% (232)	4% (77)	2201
Gender: Male	43% (457)	26% (279)	10% (107)	8% (86)	9% (93)	4% (40)	1062
Gender: Female	40% (456)	29% (329)	9% (104)	6% (73)	12% (139)	3% (38)	1139
Age: 18-29	42% (188)	22% (99)	11% (49)	9% (38)	7% (33)	9% (38)	445
Age: 30-44	43% (245)	24% (134)	12% (69)	11% (60)	7% (40)	3% (18)	568
Age: 45-54	46% (159)	27% (95)	8% (28)	7% (25)	10% (34)	2% (8)	348
Age: 55-64	42% (168)	30% (122)	10% (42)	5% (19)	12% (48)	1% (4)	404
Age: 65+	35% (153)	36% (159)	5% (22)	4% (16)	18% (78)	2% (9)	436
Generation Z: 18-22	38% (75)	22% (42)	12% (23)	9% (18)	5% (10)	14% (27)	194
Millennial: Age 23-38	45% (282)	23% (145)	11% (71)	9% (60)	8% (52)	4% (23)	633
Generation X: Age 39-54	44% (235)	26% (141)	10% (53)	8% (45)	8% (44)	3% (15)	533
Boomers: Age 55-73	40% (293)	33% (247)	8% (61)	4% (26)	14% (105)	1% (7)	739
PID: Dem (no lean)	44% (349)	27% (213)	9% (74)	7% (56)	10% (78)	4% (29)	799
PID: Ind (no lean)	42% (333)	27% (208)	9% (72)	7% (54)	10% (81)	5% (36)	784
PID: Rep (no lean)	37% (232)	30% (188)	10% (65)	8% (49)	12% (73)	2% (12)	618
PID/Gender: Dem Men	43% (151)	24% (84)	11% (40)	9% (32)	9% (30)	4% (13)	350
PID/Gender: Dem Women	44% (198)	29% (129)	8% (34)	5% (24)	11% (48)	3% (15)	449
PID/Gender: Ind Men	43% (171)	27% (106)	9% (35)	6% (25)	9% (37)	5% (22)	396
PID/Gender: Ind Women	42% (161)	26% (103)	9% (37)	7% (28)	11% (45)	4% (15)	388
PID/Gender: Rep Men	43% (135)	28% (89)	10% (32)	9% (29)	8% (26)	1% (4)	316
PID/Gender: Rep Women	32% (97)	33% (98)	11% (33)	7% (20)	15% (46)	3% (8)	302
Ideo: Liberal (1-3)	38% (261)	29% (198)	11% (75)	9% (60)	10% (71)	3% (22)	688
Ideo: Moderate (4)	45% (244)	29% (157)	9% (50)	3% (19)	10% (54)	2% (12)	536
Ideo: Conservative (5-7)	38% (273)	28% (200)	10% (71)	8% (60)	13% (93)	3% (20)	717
Educ: < College	44% (668)	28% (425)	9% (129)	7% (104)	9% (131)	4% (56)	1513
Educ: Bachelors degree	35% (155)	28% (123)	12% (53)	7% (33)	15% (67)	3% (13)	444
Educ: Post-grad	37% (90)	25% (61)	12% (29)	9% (21)	14% (35)	3% (8)	244

Continued on next page

Table HR7_3: In the past 30 years, three actors have portrayed Catwoman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Catwoman?

Halle Berry

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	42% (914)	28% (609)	10% (211)	7% (159)	11% (232)	4% (77)	2201
Income: Under 50k	44% (568)	27% (354)	8% (109)	6% (82)	10% (134)	4% (48)	1295
Income: 50k-100k	40% (263)	27% (176)	11% (75)	9% (59)	11% (71)	3% (19)	664
Income: 100k+	34% (82)	33% (79)	11% (27)	7% (17)	11% (27)	4% (10)	242
Ethnicity: White	38% (648)	30% (508)	10% (172)	8% (134)	12% (212)	3% (49)	1723
Ethnicity: Hispanic	48% (169)	26% (90)	6% (22)	6% (22)	7% (23)	7% (24)	350
Ethnicity: Afr. Am.	63% (173)	21% (58)	6% (16)	4% (10)	4% (10)	2% (7)	274
Ethnicity: Other	45% (93)	21% (42)	11% (22)	7% (15)	5% (10)	11% (22)	204
All Christian	38% (360)	31% (299)	10% (100)	6% (60)	12% (110)	3% (25)	954
All Non-Christian	31% (32)	29% (30)	17% (17)	9% (10)	11% (12)	3% (3)	103
Atheist	27% (31)	26% (30)	14% (16)	14% (16)	15% (18)	5% (6)	117
Agnostic/Nothing in particular	48% (490)	24% (250)	8% (78)	7% (74)	9% (92)	4% (43)	1027
Religious Non-Protestant/Catholic	30% (39)	27% (36)	19% (26)	7% (10)	13% (17)	3% (4)	132
Evangelical	48% (292)	26% (159)	8% (50)	7% (43)	8% (52)	3% (17)	613
Non-Evangelical	41% (325)	30% (239)	10% (80)	5% (39)	11% (87)	2% (17)	787
Community: Urban	46% (276)	23% (141)	10% (60)	7% (40)	11% (65)	3% (19)	602
Community: Suburban	39% (387)	29% (291)	10% (101)	8% (84)	11% (105)	4% (35)	1004
Community: Rural	42% (250)	30% (176)	8% (49)	6% (35)	10% (62)	4% (23)	595
Employ: Private Sector	41% (260)	26% (169)	13% (80)	8% (53)	9% (60)	3% (19)	642
Employ: Government	36% (44)	31% (39)	11% (13)	13% (16)	9% (11)	2% (2)	124
Employ: Self-Employed	44% (79)	28% (51)	10% (19)	5% (9)	9% (16)	3% (5)	180
Employ: Homemaker	39% (66)	26% (44)	13% (21)	11% (19)	10% (17)	2% (3)	170
Employ: Student	32% (35)	24% (26)	12% (13)	11% (12)	6% (6)	16% (18)	111
Employ: Retired	41% (214)	32% (165)	6% (32)	5% (25)	15% (78)	1% (6)	521
Employ: Unemployed	46% (114)	29% (71)	6% (15)	6% (15)	10% (24)	4% (11)	250
Employ: Other	50% (101)	21% (42)	8% (17)	5% (10)	10% (20)	7% (14)	202
Military HH: Yes	43% (151)	28% (99)	8% (28)	7% (26)	11% (38)	3% (10)	353
Military HH: No	41% (762)	28% (509)	10% (183)	7% (133)	11% (194)	4% (68)	1848
RD/WT: Right Direction	43% (363)	28% (234)	9% (73)	8% (70)	10% (80)	2% (18)	839
RD/WT: Wrong Track	40% (550)	27% (375)	10% (138)	7% (89)	11% (152)	4% (59)	1362

Continued on next page

Table HR7_3: In the past 30 years, three actors have portrayed Catwoman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Catwoman?
Halle Berry

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	42% (914)	28% (609)	10% (211)	7% (159)	11% (232)	4% (77)	2201
Trump Job Approve	40% (348)	28% (245)	10% (86)	8% (71)	11% (98)	3% (25)	873
Trump Job Disapprove	43% (507)	28% (330)	10% (113)	7% (78)	10% (122)	3% (39)	1190
Trump Job Strongly Approve	42% (189)	28% (125)	8% (34)	8% (34)	12% (54)	2% (10)	446
Trump Job Somewhat Approve	37% (158)	28% (120)	12% (52)	9% (37)	10% (44)	4% (16)	427
Trump Job Somewhat Disapprove	44% (120)	29% (79)	8% (22)	6% (16)	9% (25)	5% (13)	275
Trump Job Strongly Disapprove	42% (387)	27% (251)	10% (91)	7% (63)	11% (97)	3% (27)	915
Favorable of Trump	42% (359)	28% (240)	10% (87)	7% (58)	11% (93)	3% (24)	860
Unfavorable of Trump	42% (495)	28% (333)	10% (114)	8% (95)	10% (123)	3% (34)	1194
Very Favorable of Trump	45% (206)	27% (121)	8% (36)	8% (35)	11% (49)	2% (8)	456
Somewhat Favorable of Trump	38% (152)	29% (119)	13% (51)	6% (23)	11% (44)	4% (15)	404
Somewhat Unfavorable of Trump	40% (83)	34% (70)	10% (20)	6% (14)	9% (18)	2% (4)	208
Very Unfavorable of Trump	42% (413)	27% (263)	10% (94)	8% (81)	11% (105)	3% (30)	985
#1 Issue: Economy	45% (236)	26% (135)	10% (51)	8% (41)	10% (54)	2% (11)	528
#1 Issue: Security	36% (151)	32% (132)	10% (42)	8% (32)	11% (46)	3% (12)	415
#1 Issue: Health Care	43% (154)	28% (100)	9% (34)	9% (32)	8% (30)	2% (9)	357
#1 Issue: Medicare / Social Security	45% (153)	33% (115)	5% (18)	2% (7)	13% (44)	2% (7)	344
#1 Issue: Women's Issues	34% (61)	28% (50)	10% (17)	12% (21)	10% (18)	6% (12)	179
#1 Issue: Education	48% (80)	17% (29)	14% (23)	6% (10)	8% (14)	7% (12)	167
#1 Issue: Energy	30% (33)	23% (25)	14% (16)	13% (14)	12% (13)	8% (9)	109
#1 Issue: Other	45% (46)	23% (23)	10% (10)	3% (3)	14% (14)	6% (6)	101
2018 House Vote: Democrat	42% (337)	27% (221)	11% (85)	7% (52)	11% (92)	2% (16)	803
2018 House Vote: Republican	38% (238)	29% (185)	10% (64)	8% (51)	12% (77)	3% (16)	630
2018 House Vote: Someone else	31% (31)	30% (30)	14% (15)	10% (10)	10% (10)	6% (6)	101
2018 House Vote: Didnt Vote	46% (306)	26% (171)	7% (47)	7% (46)	8% (53)	6% (40)	663
2016 Vote: Hillary Clinton	43% (300)	28% (192)	10% (69)	5% (37)	12% (84)	2% (12)	693
2016 Vote: Donald Trump	38% (247)	30% (193)	10% (62)	8% (52)	12% (75)	2% (14)	643
2016 Vote: Someone else	34% (61)	29% (53)	13% (24)	9% (16)	12% (22)	3% (5)	181
2016 Vote: Didnt Vote	45% (304)	25% (168)	8% (57)	8% (53)	7% (49)	7% (46)	677

Continued on next page

Table HR7_3: In the past 30 years, three actors have portrayed Catwoman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Catwoman?

Halle Berry

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	42% (914)	28% (609)	10% (211)	7% (159)	11% (232)	4% (77)	2201
Voted in 2014: Yes	43% (579)	29% (389)	9% (125)	7% (90)	11% (149)	2% (24)	1356
Voted in 2014: No	40% (335)	26% (220)	10% (86)	8% (69)	10% (82)	6% (54)	845
2012 Vote: Barack Obama	45% (383)	28% (235)	8% (71)	6% (51)	11% (97)	1% (10)	846
2012 Vote: Mitt Romney	35% (172)	31% (156)	11% (55)	9% (44)	12% (59)	2% (11)	497
2012 Vote: Other	38% (42)	26% (29)	13% (14)	10% (11)	8% (9)	5% (6)	110
2012 Vote: Didn't Vote	42% (311)	26% (189)	10% (71)	7% (53)	9% (66)	7% (51)	741
4-Region: Northeast	36% (144)	26% (102)	12% (47)	8% (33)	13% (53)	4% (16)	394
4-Region: Midwest	43% (201)	26% (122)	9% (41)	8% (39)	11% (49)	2% (11)	462
4-Region: South	45% (371)	28% (230)	8% (67)	7% (55)	9% (78)	3% (23)	825
4-Region: West	38% (198)	30% (155)	11% (56)	6% (32)	10% (52)	5% (28)	520
Watch TV: Every day	45% (497)	29% (321)	10% (107)	6% (68)	9% (101)	2% (18)	1111
Watch TV: Several times per week	38% (194)	28% (142)	10% (51)	11% (56)	9% (48)	3% (17)	508
Watch TV: About once per week	32% (47)	28% (42)	15% (22)	7% (10)	16% (23)	3% (4)	150
Watch TV: Several times per month	38% (32)	31% (25)	9% (7)	7% (6)	10% (8)	6% (5)	83
Watch TV: About once per month	47% (30)	17% (11)	12% (7)	12% (7)	11% (7)	1% (0)	63
Watch TV: Less often than once per month	35% (37)	27% (28)	11% (11)	6% (6)	16% (16)	6% (6)	105
Watch TV: Never	42% (76)	22% (39)	3% (5)	3% (6)	15% (28)	15% (26)	181
Watch Movies: Every day	55% (258)	24% (111)	10% (46)	6% (27)	4% (19)	2% (11)	472
Watch Movies: Several times per week	41% (236)	32% (184)	10% (56)	8% (48)	7% (40)	2% (13)	577
Watch Movies: About once per week	39% (129)	31% (104)	9% (31)	8% (26)	12% (38)	1% (5)	334
Watch Movies: Several times per month	36% (91)	32% (80)	11% (28)	10% (25)	8% (20)	3% (7)	251
Watch Movies: About once per month	33% (65)	25% (49)	11% (22)	6% (11)	20% (38)	5% (10)	196
Watch Movies: Less often than once per month	36% (62)	20% (34)	12% (20)	9% (14)	22% (37)	2% (3)	170
Watch Movies: Never	37% (73)	23% (46)	3% (7)	3% (7)	19% (39)	14% (28)	200

Continued on next page

Table HR7_3: In the past 30 years, three actors have portrayed Catwoman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Catwoman?
Halle Berry

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	42% (914)	28% (609)	10% (211)	7% (159)	11% (232)	4% (77)	2201
Watch Sporting Events: Every day	54% (105)	24% (46)	10% (19)	6% (11)	5% (10)	1% (2)	193
Watch Sporting Events: Several times per week	45% (161)	30% (107)	8% (28)	11% (38)	6% (20)	1% (4)	359
Watch Sporting Events: About once per week	41% (93)	29% (65)	14% (31)	4% (10)	10% (22)	2% (5)	225
Watch Sporting Events: Several times per month	40% (57)	31% (44)	8% (11)	5% (7)	11% (15)	6% (9)	144
Watch Sporting Events: About once per month	34% (54)	36% (57)	11% (18)	11% (17)	6% (10)	2% (3)	160
Watch Sporting Events: Less often than once per month	41% (140)	28% (95)	8% (27)	6% (22)	15% (50)	3% (10)	344
Watch Sporting Events: Never	39% (305)	25% (194)	10% (76)	7% (54)	13% (105)	6% (44)	778
Cable TV: Currently subscribe	43% (449)	28% (293)	10% (101)	6% (66)	9% (92)	3% (33)	1034
Cable TV: Subscribed in past	40% (303)	28% (215)	11% (80)	8% (62)	11% (81)	2% (15)	756
Cable TV: Never subscribed	39% (161)	25% (101)	7% (29)	8% (31)	14% (59)	7% (29)	411
Satellite TV: Currently subscribe	44% (204)	29% (133)	8% (38)	6% (30)	9% (42)	4% (17)	464
Satellite TV: Subscribed in past	42% (261)	28% (172)	9% (58)	8% (51)	9% (59)	3% (20)	620
Satellite TV: Never subscribed	40% (449)	27% (304)	10% (115)	7% (79)	12% (132)	4% (40)	1117
Streaming Services: Currently subscribe	41% (530)	28% (358)	11% (145)	8% (103)	9% (117)	3% (36)	1288
Streaming Services: Subscribed in past	50% (102)	22% (44)	11% (21)	8% (15)	8% (17)	2% (4)	203
Streaming Services: Never subscribed	40% (282)	29% (207)	6% (45)	6% (40)	14% (99)	5% (38)	710
Film: An avid fan	48% (413)	26% (224)	11% (93)	8% (68)	5% (44)	1% (10)	853
Film: A casual fan	39% (429)	30% (330)	10% (106)	6% (69)	13% (142)	3% (36)	1112
Film: Not a fan	30% (72)	23% (54)	5% (12)	9% (22)	19% (46)	13% (31)	237
Television: An avid fan	45% (503)	29% (326)	10% (107)	7% (81)	8% (87)	2% (18)	1122
Television: A casual fan	38% (354)	28% (264)	10% (91)	7% (66)	13% (119)	4% (40)	935
Television: Not a fan	40% (57)	13% (18)	9% (12)	8% (12)	18% (25)	13% (19)	143
Music: An avid fan	48% (547)	26% (295)	9% (105)	8% (86)	7% (78)	3% (32)	1143
Music: A casual fan	35% (337)	30% (288)	10% (99)	7% (65)	14% (137)	3% (25)	951
Music: Not a fan	28% (30)	24% (26)	6% (7)	7% (7)	15% (17)	19% (21)	107
Fashion: An avid fan	55% (178)	20% (66)	10% (31)	7% (22)	6% (19)	2% (7)	322
Fashion: A casual fan	41% (365)	32% (279)	9% (78)	7% (58)	8% (71)	3% (29)	881
Fashion: Not a fan	37% (370)	26% (264)	10% (102)	8% (80)	14% (141)	4% (42)	998

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

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

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total
Adults	50% (1111)	23% (508)	7% (150)	4% (83)	3% (63)	5% (105)	8% (181)	22
Gender: Male	48% (512)	24% (254)	8% (80)	3% (35)	3% (32)	5% (54)	9% (96)	100
Gender: Female	53% (599)	22% (254)	6% (70)	4% (48)	3% (31)	5% (51)	7% (85)	113
Age: 18-29	48% (215)	28% (124)	7% (32)	5% (23)	4% (17)	3% (12)	5% (22)	44
Age: 30-44	49% (275)	24% (135)	7% (39)	5% (26)	3% (20)	6% (35)	7% (37)	56
Age: 45-54	52% (182)	21% (74)	9% (30)	4% (14)	2% (7)	4% (15)	8% (27)	34
Age: 55-64	52% (210)	21% (84)	7% (27)	2% (9)	2% (10)	7% (27)	9% (37)	40
Age: 65+	52% (229)	21% (90)	5% (22)	3% (12)	2% (10)	4% (16)	13% (57)	43
Generation Z: 18-22	43% (83)	32% (63)	8% (15)	4% (8)	5% (9)	2% (4)	6% (13)	19
Millennial: Age 23-38	51% (320)	25% (160)	7% (42)	4% (27)	3% (20)	5% (34)	5% (31)	63
Generation X: Age 39-54	51% (270)	21% (111)	8% (44)	5% (27)	3% (15)	4% (24)	8% (43)	53
Boomers: Age 55-73	53% (392)	20% (151)	6% (44)	2% (16)	3% (19)	5% (38)	11% (78)	73
PID: Dem (no lean)	56% (447)	23% (180)	5% (38)	4% (31)	1% (11)	4% (33)	7% (59)	79
PID: Ind (no lean)	44% (349)	23% (182)	8% (64)	3% (26)	5% (37)	6% (46)	10% (80)	78
PID: Rep (no lean)	51% (316)	24% (146)	8% (48)	4% (26)	2% (15)	4% (26)	7% (41)	61
PID/Gender: Dem Men	55% (194)	24% (83)	5% (19)	3% (11)	2% (5)	4% (16)	7% (24)	35
PID/Gender: Dem Women	56% (253)	22% (97)	4% (20)	4% (20)	1% (6)	4% (17)	8% (36)	44
PID/Gender: Ind Men	40% (158)	23% (91)	10% (41)	3% (13)	5% (18)	6% (25)	12% (49)	39
PID/Gender: Ind Women	49% (190)	23% (91)	6% (23)	3% (13)	5% (19)	5% (20)	8% (31)	38
PID/Gender: Rep Men	50% (160)	25% (80)	7% (21)	4% (12)	3% (9)	4% (13)	7% (23)	31
PID/Gender: Rep Women	52% (156)	22% (66)	9% (27)	5% (14)	2% (6)	5% (14)	6% (18)	30
Ideo: Liberal (1-3)	50% (346)	25% (168)	7% (47)	4% (28)	3% (23)	4% (31)	6% (45)	68
Ideo: Moderate (4)	49% (265)	24% (128)	7% (36)	4% (20)	4% (19)	4% (23)	8% (44)	53
Ideo: Conservative (5-7)	53% (379)	23% (165)	7% (51)	4% (26)	2% (14)	4% (29)	7% (51)	71

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	50% (1111)	23% (508)	7% (150)	4% (83)	3% (63)	5% (105)	8% (181)	22
Educ: < College	51% (766)	22% (334)	6% (97)	4% (59)	3% (46)	5% (70)	9% (140)	15
Educ: Bachelors degree	52% (232)	22% (99)	9% (41)	3% (14)	2% (10)	6% (25)	5% (23)	44
Educ: Post-grad	46% (113)	31% (75)	5% (12)	4% (10)	3% (7)	4% (10)	7% (18)	24
Income: Under 50k	49% (633)	22% (279)	6% (79)	4% (56)	3% (36)	6% (74)	11% (138)	129
Income: 50k-100k	53% (352)	26% (170)	7% (48)	3% (20)	3% (23)	3% (23)	4% (30)	66
Income: 100k+	52% (126)	24% (59)	9% (23)	3% (7)	2% (4)	4% (9)	6% (14)	24
Ethnicity: White	51% (878)	24% (405)	7% (116)	4% (65)	3% (45)	5% (78)	8% (135)	172
Ethnicity: Hispanic	52% (182)	23% (82)	5% (17)	3% (9)	3% (11)	5% (18)	9% (30)	35
Ethnicity: Afr. Am.	53% (146)	21% (57)	4% (12)	4% (11)	2% (6)	7% (19)	9% (24)	27
Ethnicity: Other	43% (87)	23% (47)	11% (22)	3% (7)	6% (13)	4% (8)	11% (22)	20
All Christian	51% (489)	24% (229)	8% (73)	3% (30)	2% (19)	4% (37)	8% (76)	99
All Non-Christian	51% (53)	25% (26)	11% (11)	2% (2)	4% (4)	2% (2)	5% (6)	10
Atheist	56% (66)	23% (27)	4% (5)	5% (6)	3% (4)	2% (2)	6% (7)	1
Agnostic/Nothing in particular	49% (503)	22% (226)	6% (61)	4% (45)	4% (36)	6% (64)	9% (91)	102
Religious Non-Protestant/Catholic	47% (62)	26% (34)	11% (15)	5% (7)	3% (4)	4% (5)	5% (6)	13
Evangelical	48% (292)	24% (145)	8% (49)	6% (35)	2% (10)	5% (30)	8% (52)	6
Non-Evangelical	51% (404)	24% (186)	6% (48)	3% (20)	4% (31)	4% (30)	9% (67)	78
Community: Urban	52% (312)	23% (139)	5% (30)	3% (15)	5% (29)	6% (36)	7% (41)	60
Community: Suburban	49% (492)	25% (253)	7% (73)	4% (37)	2% (23)	5% (52)	7% (75)	100
Community: Rural	52% (308)	20% (117)	8% (47)	5% (31)	2% (11)	3% (17)	11% (64)	59
Employ: Private Sector	49% (313)	26% (165)	7% (45)	5% (31)	2% (15)	6% (37)	5% (35)	64
Employ: Government	48% (60)	23% (29)	13% (17)	3% (3)	3% (4)	6% (8)	4% (4)	12
Employ: Self-Employed	48% (86)	25% (46)	9% (16)	3% (6)	5% (9)	5% (10)	5% (8)	18
Employ: Homemaker	55% (93)	30% (51)	4% (8)	4% (7)	1% (1)	2% (4)	4% (7)	17
Employ: Student	46% (51)	32% (35)	7% (8)	4% (4)	2% (3)	6% (6)	4% (4)	1
Employ: Retired	56% (294)	18% (93)	5% (27)	3% (13)	2% (12)	4% (21)	12% (62)	5
Employ: Unemployed	54% (134)	22% (56)	5% (13)	3% (8)	3% (8)	3% (8)	10% (24)	25
Employ: Other	40% (81)	17% (35)	8% (17)	5% (11)	6% (12)	6% (11)	18% (36)	20

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	50% (1111)	23% (508)	7% (150)	4% (83)	3% (63)	5% (105)	8% (181)	22
Military HH: Yes	54% (189)	23% (81)	6% (21)	3% (12)	1% (5)	4% (16)	8% (30)	35
Military HH: No	50% (922)	23% (427)	7% (129)	4% (71)	3% (58)	5% (89)	8% (151)	184
RD/WT: Right Direction	50% (418)	24% (199)	7% (58)	4% (30)	3% (22)	4% (34)	9% (78)	83
RD/WT: Wrong Track	51% (693)	23% (310)	7% (92)	4% (53)	3% (41)	5% (71)	8% (103)	136
Trump Job Approve	49% (426)	24% (208)	8% (74)	4% (34)	3% (24)	5% (40)	8% (69)	87
Trump Job Disapprove	53% (626)	23% (273)	5% (63)	4% (43)	3% (35)	5% (62)	7% (88)	119
Trump Job Strongly Approve	54% (242)	20% (88)	8% (36)	3% (13)	2% (10)	5% (21)	8% (36)	44
Trump Job Somewhat Approve	43% (184)	28% (119)	9% (38)	5% (21)	3% (13)	4% (18)	8% (33)	42
Trump Job Somewhat Disapprove	50% (136)	25% (69)	6% (16)	5% (15)	2% (7)	5% (15)	6% (17)	27
Trump Job Strongly Disapprove	54% (490)	22% (205)	5% (46)	3% (28)	3% (29)	5% (47)	8% (71)	91
Favorable of Trump	50% (433)	23% (198)	8% (73)	4% (33)	3% (24)	4% (37)	7% (62)	86
Unfavorable of Trump	52% (623)	23% (279)	6% (70)	4% (42)	3% (31)	5% (55)	8% (94)	119
Very Favorable of Trump	56% (257)	20% (90)	8% (34)	3% (13)	3% (13)	4% (20)	6% (29)	45
Somewhat Favorable of Trump	44% (176)	27% (107)	9% (38)	5% (20)	3% (11)	4% (17)	8% (34)	40
Somewhat Unfavorable of Trump	44% (91)	26% (53)	10% (21)	5% (11)	2% (3)	5% (11)	9% (18)	20
Very Unfavorable of Trump	54% (532)	23% (226)	5% (49)	3% (31)	3% (28)	4% (44)	8% (76)	98
#1 Issue: Economy	47% (251)	25% (134)	9% (47)	5% (25)	3% (17)	5% (24)	6% (31)	52
#1 Issue: Security	53% (219)	22% (93)	8% (32)	3% (12)	2% (8)	4% (18)	8% (32)	41
#1 Issue: Health Care	58% (208)	23% (83)	4% (13)	2% (9)	3% (10)	3% (11)	7% (23)	35
#1 Issue: Medicare / Social Security	54% (187)	18% (60)	4% (15)	3% (9)	2% (7)	5% (18)	14% (47)	34
#1 Issue: Women's Issues	52% (93)	28% (50)	7% (13)	4% (7)	3% (5)	1% (2)	5% (9)	17
#1 Issue: Education	40% (67)	21% (35)	9% (15)	9% (16)	6% (10)	9% (15)	5% (9)	16
#1 Issue: Energy	42% (45)	30% (33)	1% (1)	3% (4)	4% (4)	7% (7)	13% (15)	10
#1 Issue: Other	40% (41)	21% (21)	12% (12)	2% (2)	2% (2)	8% (8)	15% (15)	11
2018 House Vote: Democrat	54% (435)	23% (187)	6% (47)	4% (35)	2% (14)	4% (31)	7% (55)	80
2018 House Vote: Republican	53% (333)	21% (135)	9% (57)	3% (22)	3% (17)	4% (22)	7% (44)	63
2018 House Vote: Someone else	45% (45)	17% (18)	6% (6)	6% (6)	9% (9)	6% (6)	12% (12)	11
2018 House Vote: Didnt Vote	44% (294)	26% (169)	6% (40)	3% (20)	3% (23)	7% (46)	11% (70)	66

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	50% (1111)	23% (508)	7% (150)	4% (83)	3% (63)	5% (105)	8% (181)	22%
2016 Vote: Hillary Clinton	55% (379)	23% (158)	6% (41)	3% (24)	2% (14)	4% (30)	7% (49)	69%
2016 Vote: Donald Trump	50% (324)	23% (150)	9% (55)	3% (22)	2% (15)	4% (25)	8% (52)	64%
2016 Vote: Someone else	48% (87)	22% (40)	8% (15)	4% (8)	4% (7)	5% (9)	8% (15)	1%
2016 Vote: Didn't Vote	47% (319)	23% (159)	5% (36)	4% (30)	4% (26)	6% (41)	10% (66)	67%
Voted in 2014: Yes	54% (732)	21% (280)	6% (85)	3% (46)	3% (34)	5% (70)	8% (109)	135%
Voted in 2014: No	45% (379)	27% (228)	8% (65)	4% (37)	3% (29)	4% (35)	9% (72)	84%
2012 Vote: Barack Obama	56% (470)	22% (182)	5% (46)	3% (27)	3% (23)	4% (36)	7% (61)	84%
2012 Vote: Mitt Romney	50% (250)	22% (111)	8% (38)	4% (20)	3% (13)	4% (22)	8% (42)	49%
2012 Vote: Other	51% (56)	19% (21)	9% (9)	3% (3)	2% (2)	9% (10)	8% (9)	1%
2012 Vote: Didn't Vote	44% (326)	26% (194)	8% (56)	5% (34)	3% (24)	5% (37)	9% (69)	74%
4-Region: Northeast	51% (200)	24% (96)	5% (21)	3% (10)	3% (11)	4% (16)	10% (40)	39%
4-Region: Midwest	54% (249)	21% (98)	6% (26)	4% (18)	3% (14)	4% (20)	8% (39)	46%
4-Region: South	52% (425)	24% (196)	7% (57)	4% (35)	2% (15)	5% (39)	7% (56)	82%
4-Region: West	46% (237)	23% (118)	9% (46)	4% (20)	4% (23)	6% (30)	9% (45)	52%
Watch TV: Every day	100% (1111)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	11%
Watch TV: Several times per week	— (0)	100% (508)	— (0)	— (0)	— (0)	— (0)	— (0)	50%
Watch TV: About once per week	— (0)	— (0)	100% (150)	— (0)	— (0)	— (0)	— (0)	15%
Watch TV: Several times per month	— (0)	— (0)	— (0)	100% (83)	— (0)	— (0)	— (0)	8%
Watch TV: About once per month	— (0)	— (0)	— (0)	— (0)	100% (63)	— (0)	— (0)	6%
Watch TV: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (105)	— (0)	10%
Watch TV: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (181)	18%
Watch Movies: Every day	81% (383)	13% (60)	3% (15)	1% (4)	1% (3)	1% (3)	1% (5)	47%
Watch Movies: Several times per week	53% (304)	37% (215)	5% (27)	1% (5)	1% (4)	3% (16)	1% (6)	57%
Watch Movies: About once per week	47% (156)	30% (100)	12% (42)	3% (9)	3% (10)	2% (8)	3% (9)	33%
Watch Movies: Several times per month	44% (111)	18% (45)	8% (19)	18% (46)	6% (14)	4% (11)	2% (5)	2%
Watch Movies: About once per month	38% (74)	23% (46)	13% (25)	7% (14)	10% (20)	5% (9)	4% (8)	19%
Watch Movies: Less often than once per month	36% (62)	16% (26)	9% (15)	1% (2)	6% (10)	26% (44)	7% (11)	17%
Watch Movies: Never	10% (21)	8% (16)	3% (7)	1% (2)	1% (2)	7% (15)	68% (137)	20%

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	50% (1111)	23% (508)	7% (150)	4% (83)	3% (63)	5% (105)	8% (181)	22,000
Watch Sporting Events: Every day	75% (144)	19% (36)	2% (4)	— (1)	1% (3)	2% (4)	— (1)	19,000
Watch Sporting Events: Several times per week	59% (211)	30% (107)	6% (22)	2% (8)	— (0)	3% (9)	1% (2)	35,000
Watch Sporting Events: About once per week	62% (139)	26% (59)	7% (15)	— (1)	3% (6)	2% (4)	1% (2)	22,000
Watch Sporting Events: Several times per month	55% (79)	21% (31)	5% (8)	10% (14)	2% (2)	6% (9)	1% (1)	14,000
Watch Sporting Events: About once per month	52% (83)	32% (51)	7% (11)	2% (4)	5% (8)	1% (1)	1% (2)	16,000
Watch Sporting Events: Less often than once per month	42% (146)	29% (101)	9% (32)	4% (15)	5% (17)	7% (24)	3% (9)	34,000
Watch Sporting Events: Never	40% (311)	16% (124)	7% (58)	5% (42)	3% (27)	7% (53)	21% (163)	77,000
Cable TV: Currently subscribe	56% (582)	24% (244)	6% (58)	3% (29)	2% (18)	3% (32)	7% (71)	103,000
Cable TV: Subscribed in past	48% (362)	25% (188)	9% (65)	5% (40)	4% (29)	4% (33)	5% (39)	75,000
Cable TV: Never subscribed	41% (167)	19% (77)	7% (27)	3% (14)	4% (16)	10% (39)	17% (71)	44,000
Satellite TV: Currently subscribe	51% (239)	22% (104)	8% (36)	2% (10)	3% (14)	5% (24)	8% (36)	46,000
Satellite TV: Subscribed in past	53% (331)	25% (158)	7% (44)	4% (25)	2% (10)	4% (25)	4% (26)	62,000
Satellite TV: Never subscribed	48% (541)	22% (246)	6% (69)	4% (48)	3% (39)	5% (56)	11% (118)	111,000
Streaming Services: Currently subscribe	53% (688)	26% (340)	8% (97)	4% (47)	3% (36)	4% (55)	2% (25)	128,000
Streaming Services: Subscribed in past	45% (92)	24% (49)	6% (12)	6% (13)	6% (13)	6% (12)	6% (13)	20,000
Streaming Services: Never subscribed	47% (331)	17% (120)	6% (40)	3% (23)	2% (15)	5% (38)	20% (143)	77,000
Film: An avid fan	62% (531)	22% (187)	5% (42)	3% (23)	3% (22)	2% (18)	4% (30)	88,000
Film: A casual fan	45% (499)	25% (281)	8% (91)	5% (56)	3% (37)	6% (67)	7% (81)	111,000
Film: Not a fan	35% (82)	17% (40)	7% (17)	1% (3)	2% (5)	8% (20)	29% (70)	23,000
Television: An avid fan	68% (767)	18% (206)	5% (51)	2% (19)	— (5)	2% (21)	5% (53)	112,000
Television: A casual fan	35% (329)	30% (285)	10% (90)	6% (54)	5% (43)	7% (66)	7% (69)	99,000
Television: Not a fan	11% (16)	12% (17)	6% (9)	6% (9)	10% (15)	13% (18)	41% (59)	14,000
Music: An avid fan	55% (623)	24% (275)	6% (72)	3% (36)	3% (34)	4% (42)	5% (62)	114,000
Music: A casual fan	48% (452)	23% (216)	7% (69)	5% (46)	3% (28)	6% (53)	9% (87)	99,000
Music: Not a fan	34% (36)	17% (18)	8% (9)	1% (2)	1% (1)	9% (10)	30% (32)	10,000
Fashion: An avid fan	61% (198)	20% (65)	7% (22)	2% (5)	3% (10)	3% (11)	4% (12)	33,000
Fashion: A casual fan	51% (449)	25% (217)	7% (61)	4% (37)	4% (33)	4% (39)	5% (44)	88,000
Fashion: Not a fan	47% (464)	23% (226)	7% (67)	4% (40)	2% (21)	6% (55)	13% (125)	99,000

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	21% (472)	26% (577)	15% (334)	11% (251)	9% (196)	8% (170)	9% (200)	22
Gender: Male	21% (224)	28% (294)	15% (160)	10% (110)	8% (83)	8% (89)	10% (102)	106
Gender: Female	22% (248)	25% (283)	15% (174)	12% (141)	10% (113)	7% (82)	9% (98)	113
Age: 18-29	29% (129)	29% (129)	14% (64)	11% (47)	8% (35)	6% (25)	4% (17)	44
Age: 30-44	26% (147)	27% (156)	16% (89)	12% (68)	7% (38)	6% (35)	6% (34)	56
Age: 45-54	22% (78)	26% (91)	18% (61)	9% (32)	9% (30)	6% (20)	10% (35)	34
Age: 55-64	17% (67)	24% (97)	16% (65)	13% (53)	11% (43)	10% (38)	10% (40)	40
Age: 65+	12% (52)	24% (103)	12% (55)	12% (51)	11% (50)	12% (52)	17% (74)	43
Generation Z: 18-22	25% (48)	32% (63)	12% (23)	11% (22)	8% (16)	5% (10)	7% (13)	19
Millennial: Age 23-38	30% (188)	28% (177)	16% (103)	9% (59)	6% (39)	7% (41)	4% (26)	63
Generation X: Age 39-54	22% (117)	26% (137)	17% (88)	13% (67)	9% (47)	6% (29)	9% (47)	53
Boomers: Age 55-73	14% (104)	25% (182)	15% (110)	13% (95)	11% (81)	11% (78)	12% (89)	73
PID: Dem (no lean)	24% (194)	27% (218)	14% (109)	12% (98)	8% (65)	7% (53)	8% (62)	79
PID: Ind (no lean)	21% (163)	26% (207)	16% (123)	11% (88)	10% (75)	8% (60)	9% (70)	78
PID: Rep (no lean)	19% (115)	25% (152)	17% (102)	11% (66)	9% (56)	9% (57)	11% (69)	61
PID/Gender: Dem Men	29% (101)	31% (108)	11% (38)	9% (33)	7% (25)	6% (22)	7% (23)	35
PID/Gender: Dem Women	21% (93)	25% (111)	16% (71)	14% (65)	9% (40)	7% (31)	9% (39)	44
PID/Gender: Ind Men	18% (73)	24% (95)	16% (65)	13% (51)	8% (33)	10% (38)	10% (40)	39
PID/Gender: Ind Women	23% (90)	29% (111)	15% (58)	9% (37)	11% (42)	5% (21)	7% (29)	38
PID/Gender: Rep Men	16% (50)	29% (91)	18% (58)	8% (26)	8% (25)	9% (28)	12% (38)	31
PID/Gender: Rep Women	22% (65)	20% (61)	15% (45)	13% (40)	10% (31)	10% (29)	10% (30)	30
Ideo: Liberal (1-3)	20% (139)	28% (193)	16% (110)	13% (90)	9% (61)	8% (53)	6% (42)	68
Ideo: Moderate (4)	27% (144)	22% (120)	14% (75)	11% (59)	11% (57)	6% (34)	9% (47)	53
Ideo: Conservative (5-7)	16% (115)	29% (205)	16% (112)	11% (78)	10% (69)	10% (72)	9% (66)	71

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	21% (472)	26% (577)	15% (334)	11% (251)	9% (196)	8% (170)	9% (200)	22
Educ: < College	24% (363)	26% (397)	14% (211)	10% (157)	8% (125)	7% (102)	10% (159)	15
Educ: Bachelors degree	16% (71)	26% (117)	18% (80)	14% (62)	9% (42)	10% (46)	6% (26)	44
Educ: Post-grad	16% (38)	26% (63)	18% (44)	13% (32)	12% (29)	9% (22)	6% (15)	24
Income: Under 50k	24% (306)	24% (307)	14% (181)	11% (141)	9% (114)	8% (100)	11% (145)	129
Income: 50k-100k	19% (125)	31% (207)	16% (108)	12% (79)	8% (54)	7% (50)	6% (42)	66
Income: 100k+	17% (40)	26% (63)	19% (45)	13% (31)	12% (28)	9% (21)	6% (14)	24
Ethnicity: White	19% (320)	27% (466)	16% (279)	12% (201)	10% (164)	8% (133)	9% (159)	172
Ethnicity: Hispanic	29% (103)	31% (107)	10% (36)	11% (38)	5% (17)	8% (27)	7% (23)	35
Ethnicity: Afr. Am.	35% (95)	22% (61)	12% (33)	9% (25)	6% (16)	7% (19)	9% (26)	27
Ethnicity: Other	28% (57)	25% (50)	11% (22)	12% (25)	8% (16)	9% (19)	7% (15)	20
All Christian	17% (166)	27% (255)	18% (168)	11% (109)	10% (92)	8% (73)	10% (91)	99
All Non-Christian	22% (22)	24% (24)	17% (17)	10% (10)	10% (10)	10% (10)	9% (9)	10
Atheist	28% (33)	26% (30)	15% (18)	14% (17)	7% (9)	5% (5)	5% (6)	1
Agnostic/Nothing in particular	24% (251)	26% (268)	13% (131)	11% (115)	8% (86)	8% (82)	9% (94)	102
Religious Non-Protestant/Catholic	23% (30)	21% (27)	15% (19)	10% (13)	16% (21)	8% (11)	8% (10)	13
Evangelical	25% (151)	23% (140)	16% (100)	11% (68)	7% (45)	7% (42)	11% (67)	6
Non-Evangelical	17% (135)	29% (228)	16% (123)	12% (95)	10% (76)	8% (61)	8% (67)	78
Community: Urban	25% (150)	29% (174)	11% (66)	9% (56)	11% (64)	7% (44)	8% (49)	60
Community: Suburban	18% (185)	26% (260)	19% (187)	13% (127)	8% (80)	9% (86)	8% (80)	100
Community: Rural	23% (137)	24% (144)	14% (82)	11% (68)	9% (53)	7% (40)	12% (71)	59

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	21% (472)	26% (577)	15% (334)	11% (251)	9% (196)	8% (170)	9% (200)	22
Employ: Private Sector	19% (123)	29% (185)	17% (112)	13% (84)	9% (55)	6% (42)	6% (41)	64
Employ: Government	16% (20)	26% (32)	24% (30)	12% (14)	9% (12)	7% (9)	7% (9)	12
Employ: Self-Employed	25% (46)	30% (54)	8% (15)	9% (17)	14% (25)	9% (16)	4% (8)	18
Employ: Homemaker	29% (50)	24% (41)	18% (31)	10% (17)	7% (12)	6% (11)	5% (8)	17
Employ: Student	25% (28)	36% (40)	12% (14)	9% (10)	6% (7)	7% (8)	4% (4)	1
Employ: Retired	15% (78)	25% (132)	14% (73)	11% (60)	9% (48)	10% (53)	15% (78)	5
Employ: Unemployed	33% (84)	19% (48)	13% (33)	8% (20)	10% (25)	7% (19)	9% (23)	23
Employ: Other	22% (44)	23% (46)	14% (27)	14% (29)	6% (12)	7% (14)	15% (29)	20
Military HH: Yes	20% (70)	33% (117)	11% (38)	12% (42)	7% (25)	8% (27)	10% (34)	35
Military HH: No	22% (402)	25% (460)	16% (296)	11% (209)	9% (171)	8% (143)	9% (167)	184
RD/WT: Right Direction	20% (170)	25% (208)	15% (123)	11% (95)	10% (88)	8% (65)	11% (89)	83
RD/WT: Wrong Track	22% (302)	27% (369)	16% (211)	11% (156)	8% (108)	8% (105)	8% (111)	136
Trump Job Approve	20% (171)	26% (225)	16% (137)	11% (100)	9% (79)	9% (77)	10% (85)	87
Trump Job Disapprove	22% (265)	27% (327)	15% (177)	11% (137)	9% (105)	8% (92)	7% (86)	119
Trump Job Strongly Approve	24% (109)	26% (115)	11% (51)	9% (39)	9% (40)	9% (42)	11% (50)	44
Trump Job Somewhat Approve	15% (63)	26% (110)	20% (86)	14% (60)	9% (38)	8% (35)	8% (34)	42
Trump Job Somewhat Disapprove	21% (58)	27% (73)	20% (54)	9% (26)	12% (32)	5% (14)	6% (17)	27
Trump Job Strongly Disapprove	23% (207)	28% (254)	13% (124)	12% (111)	8% (73)	9% (78)	7% (69)	99
Favorable of Trump	19% (165)	26% (225)	15% (125)	12% (101)	10% (83)	10% (82)	9% (79)	86
Unfavorable of Trump	23% (270)	27% (320)	16% (192)	11% (135)	8% (99)	7% (83)	8% (95)	119
Very Favorable of Trump	25% (112)	25% (116)	12% (54)	10% (45)	9% (40)	10% (43)	10% (45)	45
Somewhat Favorable of Trump	13% (53)	27% (109)	18% (71)	14% (56)	11% (43)	10% (38)	8% (34)	40
Somewhat Unfavorable of Trump	15% (32)	27% (56)	22% (45)	11% (23)	11% (23)	4% (9)	9% (20)	20
Very Unfavorable of Trump	24% (238)	27% (264)	15% (146)	11% (112)	8% (76)	8% (74)	8% (76)	98

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	21% (472)	26% (577)	15% (334)	11% (251)	9% (196)	8% (170)	9% (200)	22
#1 Issue: Economy	24% (125)	28% (146)	15% (78)	10% (53)	9% (50)	8% (42)	7% (35)	52
#1 Issue: Security	19% (80)	26% (107)	16% (65)	12% (48)	8% (35)	10% (42)	9% (37)	4
#1 Issue: Health Care	27% (97)	28% (100)	13% (47)	9% (32)	9% (33)	7% (24)	7% (24)	35
#1 Issue: Medicare / Social Security	20% (69)	24% (83)	12% (41)	11% (39)	9% (30)	9% (30)	15% (51)	34
#1 Issue: Women's Issues	21% (37)	24% (43)	21% (37)	19% (34)	8% (14)	4% (7)	4% (7)	17
#1 Issue: Education	19% (32)	24% (41)	18% (29)	15% (24)	9% (15)	8% (13)	8% (13)	16
#1 Issue: Energy	13% (14)	31% (34)	17% (19)	7% (8)	9% (9)	7% (8)	15% (16)	10
#1 Issue: Other	17% (17)	24% (25)	16% (17)	12% (13)	10% (10)	4% (4)	16% (16)	1
2018 House Vote: Democrat	22% (174)	29% (229)	15% (121)	12% (98)	9% (72)	7% (56)	7% (53)	80
2018 House Vote: Republican	18% (111)	25% (155)	16% (101)	11% (72)	10% (61)	10% (65)	10% (63)	63
2018 House Vote: Someone else	24% (25)	24% (24)	14% (14)	17% (17)	8% (8)	5% (5)	9% (9)	1
2018 House Vote: Didnt Vote	24% (158)	26% (170)	15% (98)	10% (63)	8% (55)	7% (44)	11% (74)	66
2016 Vote: Hillary Clinton	21% (146)	27% (188)	17% (115)	12% (80)	9% (59)	8% (56)	7% (49)	69
2016 Vote: Donald Trump	18% (118)	26% (166)	15% (97)	11% (70)	9% (59)	10% (66)	10% (67)	64
2016 Vote: Someone else	22% (39)	27% (48)	16% (29)	12% (23)	10% (18)	5% (9)	8% (14)	1
2016 Vote: Didnt Vote	25% (167)	26% (174)	14% (93)	11% (77)	8% (57)	6% (39)	10% (70)	67
Voted in 2014: Yes	20% (276)	26% (351)	16% (215)	12% (158)	9% (121)	8% (113)	9% (121)	135
Voted in 2014: No	23% (196)	27% (227)	14% (119)	11% (93)	9% (75)	7% (57)	9% (79)	84
2012 Vote: Barack Obama	22% (190)	27% (228)	15% (126)	13% (108)	9% (72)	7% (62)	7% (60)	84
2012 Vote: Mitt Romney	15% (72)	25% (126)	16% (77)	12% (59)	11% (54)	11% (55)	11% (54)	49
2012 Vote: Other	25% (27)	27% (29)	17% (19)	10% (11)	8% (9)	4% (4)	9% (10)	1
2012 Vote: Didn't Vote	25% (182)	25% (189)	15% (110)	10% (73)	8% (60)	7% (50)	10% (76)	74
4-Region: Northeast	19% (74)	22% (88)	16% (62)	13% (50)	8% (32)	12% (49)	10% (39)	39
4-Region: Midwest	22% (100)	22% (100)	17% (77)	13% (61)	10% (44)	6% (29)	11% (50)	46
4-Region: South	22% (185)	29% (238)	15% (121)	12% (98)	8% (70)	6% (46)	8% (67)	82
4-Region: West	22% (113)	29% (150)	14% (74)	8% (42)	10% (50)	9% (47)	8% (44)	52

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	21% (472)	26% (577)	15% (334)	11% (251)	9% (196)	8% (170)	9% (200)	22
Watch TV: Every day	35% (383)	27% (304)	14% (156)	10% (111)	7% (74)	6% (62)	2% (21)	11
Watch TV: Several times per week	12% (60)	42% (215)	20% (100)	9% (45)	9% (46)	5% (26)	3% (16)	50
Watch TV: About once per week	10% (15)	18% (27)	28% (42)	13% (19)	17% (25)	10% (15)	5% (7)	15
Watch TV: Several times per month	5% (4)	7% (5)	11% (9)	55% (46)	17% (14)	2% (2)	3% (2)	8
Watch TV: About once per month	4% (3)	6% (4)	16% (10)	22% (14)	32% (20)	16% (10)	4% (2)	6
Watch TV: Less often than once per month	2% (3)	15% (16)	8% (8)	10% (11)	9% (9)	42% (44)	14% (15)	10
Watch TV: Never	3% (5)	3% (6)	5% (9)	3% (5)	5% (8)	6% (11)	76% (137)	1
Watch Movies: Every day	100% (472)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	47
Watch Movies: Several times per week	— (0)	100% (577)	— (0)	— (0)	— (0)	— (0)	— (0)	57
Watch Movies: About once per week	— (0)	— (0)	100% (334)	— (0)	— (0)	— (0)	— (0)	33
Watch Movies: Several times per month	— (0)	— (0)	— (0)	100% (251)	— (0)	— (0)	— (0)	2
Watch Movies: About once per month	— (0)	— (0)	— (0)	— (0)	100% (196)	— (0)	— (0)	19
Watch Movies: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (170)	— (0)	17
Watch Movies: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (200)	20
Watch Sporting Events: Every day	50% (96)	24% (47)	9% (17)	6% (11)	4% (7)	4% (7)	4% (7)	19
Watch Sporting Events: Several times per week	22% (79)	39% (139)	17% (60)	8% (30)	5% (19)	6% (23)	2% (9)	35
Watch Sporting Events: About once per week	17% (38)	32% (73)	26% (59)	6% (14)	6% (14)	10% (24)	2% (5)	22
Watch Sporting Events: Several times per month	17% (25)	28% (41)	16% (23)	21% (30)	11% (15)	4% (6)	2% (3)	14
Watch Sporting Events: About once per month	23% (37)	25% (40)	17% (28)	15% (24)	10% (17)	9% (14)	— (0)	16
Watch Sporting Events: Less often than once per month	20% (67)	24% (83)	14% (48)	14% (48)	12% (42)	12% (40)	4% (15)	34
Watch Sporting Events: Never	17% (130)	20% (154)	13% (100)	12% (94)	11% (82)	7% (57)	21% (161)	77
Cable TV: Currently subscribe	22% (232)	26% (272)	16% (162)	11% (114)	8% (80)	9% (89)	8% (85)	103
Cable TV: Subscribed in past	21% (155)	28% (215)	15% (113)	12% (90)	11% (84)	7% (50)	6% (48)	75
Cable TV: Never subscribed	21% (85)	22% (90)	14% (58)	11% (47)	8% (31)	8% (32)	16% (68)	4
Satellite TV: Currently subscribe	23% (107)	26% (121)	17% (77)	8% (39)	9% (43)	6% (29)	10% (48)	46
Satellite TV: Subscribed in past	26% (158)	30% (186)	15% (92)	10% (65)	8% (52)	6% (39)	4% (27)	62
Satellite TV: Never subscribed	18% (207)	24% (270)	15% (166)	13% (147)	9% (100)	9% (103)	11% (125)	11

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	21% (472)	26% (577)	15% (334)	11% (251)	9% (196)	8% (170)	9% (200)	22%
Streaming Services: Currently subscribe	27% (342)	29% (379)	17% (221)	11% (142)	9% (114)	5% (68)	2% (22)	12%
Streaming Services: Subscribed in past	20% (40)	25% (50)	15% (30)	11% (23)	10% (21)	12% (25)	7% (14)	20%
Streaming Services: Never subscribed	13% (90)	21% (149)	12% (83)	12% (86)	9% (61)	11% (78)	23% (164)	7%
Film: An avid fan	36% (307)	31% (267)	14% (121)	9% (77)	3% (29)	3% (27)	3% (24)	8%
Film: A casual fan	13% (148)	25% (278)	17% (188)	13% (149)	13% (142)	10% (113)	9% (95)	11%
Film: Not a fan	7% (17)	14% (32)	11% (26)	11% (25)	11% (25)	13% (31)	34% (81)	2%
Television: An avid fan	29% (330)	28% (319)	15% (166)	10% (110)	7% (76)	5% (52)	6% (69)	11%
Television: A casual fan	14% (128)	25% (235)	17% (158)	13% (119)	11% (106)	10% (97)	10% (93)	9%
Television: Not a fan	10% (14)	16% (23)	8% (11)	15% (22)	10% (14)	15% (21)	27% (38)	14%
Music: An avid fan	29% (335)	28% (319)	14% (162)	11% (124)	7% (80)	6% (68)	5% (57)	11%
Music: A casual fan	13% (122)	25% (240)	18% (167)	12% (117)	11% (106)	10% (96)	11% (103)	9%
Music: Not a fan	14% (15)	18% (19)	5% (5)	9% (10)	10% (11)	7% (7)	37% (40)	10%
Fashion: An avid fan	39% (127)	28% (90)	9% (30)	6% (19)	4% (14)	9% (28)	4% (14)	3%
Fashion: A casual fan	23% (201)	26% (228)	16% (144)	13% (115)	10% (86)	6% (57)	6% (50)	8%
Fashion: Not a fan	14% (143)	26% (259)	16% (160)	12% (117)	10% (96)	9% (86)	14% (137)	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	Watch	Watch	Watch	Watch	Watch	Total
	Sporting Events: Every day	Sporting Events: Several times per week	Sporting Events: About once per week	Sporting Events: Several times per month	Sporting Events: About once per month	Sporting Events: Less often than once per month	
Adults	9% (193)	16% (359)	10% (225)	7% (144)	7% (160)	16% (344)	22%
Gender: Male	14% (150)	25% (261)	12% (131)	6% (67)	7% (71)	12% (125)	100%
Gender: Female	4% (43)	9% (97)	8% (94)	7% (77)	8% (89)	19% (219)	113%
Age: 18-29	9% (42)	16% (70)	10% (44)	7% (29)	7% (32)	12% (54)	44%
Age: 30-44	12% (67)	19% (110)	7% (41)	7% (37)	8% (47)	16% (89)	56%
Age: 45-54	5% (16)	16% (57)	11% (38)	6% (20)	5% (19)	19% (66)	34%
Age: 55-64	8% (34)	15% (59)	14% (57)	6% (23)	7% (30)	18% (73)	40%
Age: 65+	7% (32)	14% (62)	10% (45)	8% (34)	8% (33)	14% (62)	43%
Generation Z: 18-22	7% (14)	17% (33)	10% (20)	9% (18)	4% (8)	13% (24)	19%
Millennial: Age 23-38	11% (70)	19% (118)	9% (55)	5% (34)	9% (60)	14% (89)	63%
Generation X: Age 39-54	8% (43)	16% (86)	9% (48)	6% (34)	6% (30)	18% (95)	53%
Boomers: Age 55-73	8% (61)	14% (104)	13% (93)	7% (51)	8% (56)	17% (124)	73%
PID: Dem (no lean)	12% (95)	16% (131)	10% (77)	6% (46)	7% (57)	15% (122)	79%
PID: Ind (no lean)	6% (45)	15% (115)	10% (78)	6% (48)	6% (49)	16% (122)	78%
PID: Rep (no lean)	8% (52)	18% (112)	11% (70)	8% (50)	9% (54)	16% (100)	60%
PID/Gender: Dem Men	22% (76)	25% (88)	10% (35)	4% (15)	7% (25)	10% (37)	35%
PID/Gender: Dem Women	4% (19)	10% (44)	9% (42)	7% (31)	7% (32)	19% (85)	44%
PID/Gender: Ind Men	10% (38)	22% (88)	14% (54)	7% (28)	5% (19)	12% (46)	39%
PID/Gender: Ind Women	2% (7)	7% (27)	6% (24)	5% (20)	8% (30)	20% (76)	38%
PID/Gender: Rep Men	11% (35)	27% (86)	13% (42)	8% (24)	8% (26)	13% (42)	31%
PID/Gender: Rep Women	5% (16)	9% (26)	9% (28)	9% (26)	9% (27)	19% (58)	30%
Ideo: Liberal (1-3)	10% (72)	14% (95)	11% (76)	5% (34)	9% (58)	15% (106)	68%
Ideo: Moderate (4)	8% (41)	18% (98)	9% (49)	8% (43)	7% (36)	17% (90)	53%
Ideo: Conservative (5-7)	10% (71)	19% (136)	11% (81)	7% (54)	7% (51)	15% (108)	71%

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	9% (193)	16% (359)	10% (225)	7% (144)	7% (160)	16% (344)	35% (778)	22
Educ: < College	8% (118)	14% (219)	10% (156)	6% (88)	7% (113)	15% (220)	40% (599)	15
Educ: Bachelors degree	11% (49)	19% (86)	10% (42)	8% (34)	8% (37)	18% (80)	26% (116)	44
Educ: Post-grad	10% (25)	22% (54)	11% (27)	9% (22)	4% (10)	18% (44)	26% (62)	24
Income: Under 50k	7% (88)	13% (167)	9% (123)	5% (69)	8% (100)	16% (206)	42% (544)	129
Income: 50k-100k	12% (80)	21% (139)	12% (79)	8% (51)	7% (47)	15% (101)	25% (167)	66
Income: 100k+	10% (25)	22% (53)	10% (24)	10% (24)	5% (13)	15% (37)	28% (67)	24
Ethnicity: White	8% (133)	16% (274)	10% (177)	6% (112)	7% (126)	16% (284)	36% (617)	172
Ethnicity: Hispanic	11% (38)	17% (58)	8% (28)	4% (14)	11% (40)	15% (53)	34% (119)	35
Ethnicity: Afr. Am.	16% (45)	22% (59)	8% (22)	6% (17)	5% (14)	10% (28)	32% (89)	27
Ethnicity: Other	7% (15)	12% (25)	13% (26)	7% (15)	10% (20)	16% (32)	35% (72)	20
All Christian	11% (106)	16% (152)	12% (118)	8% (72)	8% (78)	15% (139)	30% (288)	99
All Non-Christian	10% (10)	23% (24)	7% (7)	6% (7)	6% (6)	21% (21)	27% (28)	10
Atheist	4% (5)	16% (18)	6% (7)	7% (8)	10% (12)	16% (19)	42% (49)	1
Agnostic/Nothing in particular	7% (72)	16% (164)	9% (93)	6% (57)	6% (64)	16% (165)	40% (412)	102
Religious Non-Protestant/Catholic	8% (11)	19% (26)	8% (11)	6% (8)	6% (8)	24% (31)	29% (39)	13
Evangelical	10% (64)	16% (95)	11% (65)	7% (42)	6% (35)	16% (100)	35% (212)	6
Non-Evangelical	9% (74)	15% (121)	12% (95)	8% (59)	9% (71)	14% (112)	32% (254)	78
Community: Urban	9% (56)	18% (111)	11% (63)	5% (32)	8% (51)	14% (86)	34% (202)	60
Community: Suburban	10% (98)	17% (175)	10% (104)	7% (72)	6% (63)	15% (155)	34% (338)	100
Community: Rural	6% (38)	12% (72)	10% (58)	7% (40)	8% (46)	17% (103)	40% (237)	59

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	9% (193)	16% (359)	10% (225)	7% (144)	7% (160)	16% (344)	35% (778)	22
Employ: Private Sector	12% (78)	21% (136)	12% (77)	9% (58)	6% (38)	13% (86)	26% (169)	64
Employ: Government	12% (15)	20% (25)	11% (13)	8% (10)	7% (9)	16% (20)	25% (31)	12
Employ: Self-Employed	9% (15)	18% (32)	10% (17)	6% (11)	9% (17)	18% (33)	30% (55)	18
Employ: Homemaker	3% (5)	12% (21)	4% (8)	4% (6)	9% (15)	22% (38)	46% (77)	17
Employ: Student	10% (11)	14% (16)	9% (10)	9% (10)	6% (7)	15% (17)	36% (40)	1
Employ: Retired	8% (40)	15% (76)	10% (53)	6% (34)	7% (37)	16% (86)	38% (196)	5
Employ: Unemployed	7% (18)	10% (26)	10% (25)	4% (9)	10% (25)	12% (31)	46% (116)	23
Employ: Other	5% (10)	13% (26)	11% (22)	3% (6)	6% (11)	16% (33)	46% (94)	20
Military HH: Yes	10% (34)	14% (48)	16% (55)	6% (22)	8% (27)	17% (60)	30% (105)	33
Military HH: No	9% (158)	17% (310)	9% (170)	7% (121)	7% (132)	15% (284)	36% (673)	184
RD/WT: Right Direction	10% (84)	19% (161)	12% (99)	7% (57)	6% (53)	15% (127)	31% (259)	83
RD/WT: Wrong Track	8% (109)	14% (197)	9% (126)	6% (87)	8% (107)	16% (217)	38% (519)	136
Trump Job Approve	10% (83)	17% (147)	12% (102)	7% (59)	6% (57)	17% (146)	32% (280)	87
Trump Job Disapprove	9% (107)	17% (202)	10% (116)	6% (75)	8% (91)	15% (180)	35% (420)	119
Trump Job Strongly Approve	10% (44)	17% (77)	11% (50)	7% (30)	6% (28)	17% (77)	31% (140)	44
Trump Job Somewhat Approve	9% (39)	16% (70)	12% (52)	7% (29)	7% (28)	16% (69)	33% (140)	42
Trump Job Somewhat Disapprove	9% (24)	20% (55)	9% (24)	8% (21)	9% (26)	13% (37)	32% (89)	27
Trump Job Strongly Disapprove	9% (83)	16% (147)	10% (91)	6% (54)	7% (66)	16% (143)	36% (331)	99
Favorable of Trump	9% (77)	17% (144)	11% (92)	8% (65)	6% (54)	17% (144)	33% (284)	86
Unfavorable of Trump	9% (109)	17% (197)	10% (120)	6% (71)	8% (99)	15% (175)	35% (422)	119
Very Favorable of Trump	9% (42)	18% (80)	11% (48)	6% (30)	7% (31)	18% (84)	31% (142)	45
Somewhat Favorable of Trump	9% (35)	16% (64)	11% (44)	9% (35)	6% (23)	15% (60)	35% (143)	40
Somewhat Unfavorable of Trump	8% (17)	19% (40)	11% (23)	7% (14)	9% (20)	14% (28)	32% (67)	20
Very Unfavorable of Trump	9% (92)	16% (157)	10% (97)	6% (57)	8% (79)	15% (147)	36% (355)	98

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	9% (193)	16% (359)	10% (225)	7% (144)	7% (160)	16% (344)	35% (778)	22
#1 Issue: Economy	10% (52)	20% (103)	10% (55)	6% (30)	8% (43)	15% (78)	32% (168)	52
#1 Issue: Security	11% (45)	16% (66)	11% (46)	8% (35)	4% (16)	16% (68)	34% (140)	4
#1 Issue: Health Care	9% (33)	17% (60)	9% (33)	6% (23)	9% (31)	15% (52)	35% (125)	35
#1 Issue: Medicare / Social Security	10% (33)	13% (44)	11% (39)	6% (21)	7% (24)	17% (60)	36% (123)	34
#1 Issue: Women's Issues	5% (8)	12% (22)	10% (19)	3% (5)	9% (16)	16% (29)	44% (79)	17
#1 Issue: Education	7% (12)	23% (38)	6% (10)	11% (18)	7% (12)	14% (24)	32% (53)	10
#1 Issue: Energy	7% (8)	19% (21)	8% (9)	4% (4)	9% (10)	12% (13)	41% (45)	10
#1 Issue: Other	1% (1)	4% (4)	14% (14)	9% (9)	8% (8)	20% (20)	44% (45)	1
2018 House Vote: Democrat	11% (92)	18% (145)	10% (84)	6% (49)	7% (59)	14% (116)	32% (258)	80
2018 House Vote: Republican	9% (55)	20% (125)	12% (74)	8% (50)	6% (35)	18% (113)	28% (178)	63
2018 House Vote: Someone else	3% (3)	11% (11)	9% (9)	5% (5)	9% (9)	18% (18)	45% (46)	1
2018 House Vote: Didnt Vote	6% (42)	12% (76)	9% (57)	6% (41)	9% (56)	14% (96)	44% (294)	60
2016 Vote: Hillary Clinton	11% (79)	17% (120)	11% (79)	6% (38)	8% (53)	14% (98)	33% (226)	69
2016 Vote: Donald Trump	9% (60)	19% (124)	10% (65)	8% (52)	6% (36)	18% (114)	30% (192)	64
2016 Vote: Someone else	9% (16)	15% (27)	9% (17)	6% (11)	8% (15)	19% (34)	34% (62)	1
2016 Vote: Didnt Vote	6% (38)	13% (88)	9% (63)	6% (42)	8% (53)	14% (96)	44% (296)	67
Voted in 2014: Yes	11% (143)	18% (249)	11% (147)	6% (88)	7% (100)	16% (214)	31% (415)	135
Voted in 2014: No	6% (49)	13% (109)	9% (78)	7% (56)	7% (60)	15% (130)	43% (363)	84
2012 Vote: Barack Obama	11% (93)	17% (145)	11% (93)	6% (50)	8% (65)	15% (124)	33% (276)	84
2012 Vote: Mitt Romney	9% (42)	19% (93)	9% (47)	10% (48)	8% (38)	18% (89)	28% (141)	49
2012 Vote: Other	11% (12)	17% (19)	9% (10)	2% (2)	8% (9)	19% (21)	34% (37)	1
2012 Vote: Didn't Vote	6% (45)	14% (102)	10% (76)	6% (44)	7% (48)	15% (109)	43% (317)	74
4-Region: Northeast	8% (33)	17% (66)	8% (33)	6% (23)	7% (27)	17% (66)	37% (147)	39
4-Region: Midwest	10% (47)	17% (79)	10% (44)	7% (33)	8% (37)	12% (56)	36% (166)	40
4-Region: South	8% (68)	18% (150)	12% (96)	7% (57)	7% (54)	15% (123)	34% (278)	82
4-Region: West	9% (45)	12% (65)	10% (53)	6% (31)	8% (42)	19% (99)	36% (187)	52

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	9% (193)	16% (359)	10% (225)	7% (144)	7% (160)	16% (344)	35% (778)	22
Watch TV: Every day	13% (144)	19% (211)	12% (139)	7% (79)	7% (83)	13% (146)	28% (311)	11
Watch TV: Several times per week	7% (36)	21% (107)	12% (59)	6% (31)	10% (51)	20% (101)	24% (124)	50
Watch TV: About once per week	3% (4)	15% (22)	10% (15)	5% (8)	8% (11)	21% (32)	39% (58)	15
Watch TV: Several times per month	1% (1)	9% (8)	1% (1)	17% (14)	4% (4)	18% (15)	51% (42)	8
Watch TV: About once per month	4% (3)	— (0)	9% (6)	4% (2)	13% (8)	27% (17)	42% (27)	6
Watch TV: Less often than once per month	4% (4)	9% (9)	4% (4)	9% (9)	1% (1)	23% (24)	51% (53)	10
Watch TV: Never	— (1)	1% (2)	1% (2)	1% (1)	1% (2)	5% (9)	90% (163)	1
Watch Movies: Every day	20% (96)	17% (79)	8% (38)	5% (25)	8% (37)	14% (67)	28% (130)	47
Watch Movies: Several times per week	8% (47)	24% (139)	13% (73)	7% (41)	7% (40)	14% (83)	27% (154)	57
Watch Movies: About once per week	5% (17)	18% (60)	18% (59)	7% (23)	8% (28)	14% (48)	30% (100)	33
Watch Movies: Several times per month	4% (11)	12% (30)	5% (14)	12% (30)	10% (24)	19% (48)	38% (94)	2
Watch Movies: About once per month	4% (7)	10% (19)	7% (14)	8% (15)	8% (17)	21% (42)	42% (82)	19
Watch Movies: Less often than once per month	4% (7)	13% (23)	14% (24)	4% (6)	8% (14)	24% (40)	33% (57)	17
Watch Movies: Never	3% (7)	4% (9)	2% (5)	2% (3)	— (0)	8% (15)	80% (161)	20
Watch Sporting Events: Every day	100% (193)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	19
Watch Sporting Events: Several times per week	— (0)	100% (359)	— (0)	— (0)	— (0)	— (0)	— (0)	35
Watch Sporting Events: About once per week	— (0)	— (0)	100% (225)	— (0)	— (0)	— (0)	— (0)	22
Watch Sporting Events: Several times per month	— (0)	— (0)	— (0)	100% (144)	— (0)	— (0)	— (0)	14
Watch Sporting Events: About once per month	— (0)	— (0)	— (0)	— (0)	100% (160)	— (0)	— (0)	16
Watch Sporting Events: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (344)	— (0)	34
Watch Sporting Events: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (778)	77
Cable TV: Currently subscribe	12% (126)	19% (200)	11% (117)	7% (69)	8% (80)	14% (148)	28% (294)	103
Cable TV: Subscribed in past	7% (52)	15% (113)	10% (78)	7% (51)	8% (62)	17% (129)	36% (272)	75
Cable TV: Never subscribed	4% (16)	11% (45)	7% (30)	6% (25)	4% (18)	16% (67)	52% (212)	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	9% (193)	16% (359)	10% (225)	7% (144)	7% (160)	16% (344)	35% (778)	22
Satellite TV: Currently subscribe	11% (51)	17% (80)	11% (52)	5% (23)	5% (25)	17% (80)	33% (153)	46
Satellite TV: Subscribed in past	10% (60)	17% (107)	10% (65)	8% (51)	8% (49)	17% (105)	29% (182)	62
Satellite TV: Never subscribed	7% (82)	15% (172)	10% (108)	6% (69)	8% (86)	14% (159)	40% (442)	11
Streaming Services: Currently subscribe	9% (116)	18% (236)	11% (135)	7% (94)	7% (89)	17% (223)	31% (395)	128
Streaming Services: Subscribed in past	13% (25)	16% (32)	10% (20)	5% (10)	7% (14)	14% (29)	36% (73)	20
Streaming Services: Never subscribed	7% (52)	13% (90)	10% (70)	6% (40)	8% (56)	13% (92)	44% (310)	7
Film: An avid fan	12% (102)	20% (170)	11% (90)	6% (55)	9% (77)	13% (113)	29% (246)	83
Film: A casual fan	7% (78)	15% (169)	10% (113)	7% (81)	7% (74)	19% (207)	35% (390)	11
Film: Not a fan	6% (13)	8% (19)	9% (22)	4% (9)	4% (9)	10% (24)	60% (141)	23
Television: An avid fan	12% (133)	20% (220)	10% (117)	7% (84)	8% (91)	13% (151)	29% (327)	112
Television: A casual fan	5% (49)	14% (133)	11% (107)	6% (53)	7% (63)	19% (177)	38% (353)	93
Television: Not a fan	7% (10)	4% (5)	1% (2)	5% (7)	4% (6)	11% (16)	68% (97)	14
Music: An avid fan	10% (113)	19% (219)	10% (116)	7% (78)	8% (91)	16% (178)	31% (349)	114
Music: A casual fan	7% (69)	14% (130)	10% (99)	7% (63)	7% (65)	17% (158)	39% (366)	9
Music: Not a fan	10% (11)	9% (9)	9% (10)	3% (3)	3% (4)	8% (8)	58% (62)	10
Fashion: An avid fan	14% (44)	20% (65)	15% (47)	6% (18)	8% (25)	13% (42)	25% (81)	32
Fashion: A casual fan	7% (61)	16% (141)	10% (85)	8% (69)	8% (67)	17% (149)	35% (309)	8
Fashion: Not a fan	9% (87)	15% (153)	9% (93)	6% (57)	7% (68)	15% (152)	39% (387)	99

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	47%	(1034)	34%	(756)	19%	(411)	2201
Gender: Male	49%	(523)	34%	(359)	17%	(181)	1062
Gender: Female	45%	(511)	35%	(397)	20%	(230)	1139
Age: 18-29	42%	(189)	31%	(137)	27%	(119)	445
Age: 30-44	40%	(228)	41%	(230)	19%	(109)	568
Age: 45-54	50%	(173)	36%	(126)	14%	(48)	348
Age: 55-64	47%	(188)	37%	(148)	17%	(68)	404
Age: 65+	59%	(256)	26%	(114)	15%	(66)	436
Generation Z: 18-22	40%	(78)	36%	(69)	24%	(47)	194
Millennial: Age 23-38	41%	(262)	35%	(221)	24%	(150)	633
Generation X: Age 39-54	47%	(250)	38%	(203)	15%	(80)	533
Boomers: Age 55-73	52%	(387)	32%	(240)	15%	(112)	739
PID: Dem (no lean)	55%	(440)	29%	(235)	16%	(125)	799
PID: Ind (no lean)	39%	(303)	38%	(295)	24%	(186)	784
PID: Rep (no lean)	47%	(291)	37%	(226)	16%	(100)	618
PID/Gender: Dem Men	60%	(210)	29%	(101)	11%	(39)	350
PID/Gender: Dem Women	51%	(230)	30%	(133)	19%	(86)	449
PID/Gender: Ind Men	39%	(155)	36%	(142)	25%	(99)	396
PID/Gender: Ind Women	38%	(148)	39%	(153)	22%	(87)	388
PID/Gender: Rep Men	50%	(158)	37%	(116)	14%	(43)	316
PID/Gender: Rep Women	44%	(134)	37%	(110)	19%	(57)	302
Ideo: Liberal (1-3)	50%	(347)	34%	(234)	16%	(107)	688
Ideo: Moderate (4)	48%	(256)	34%	(183)	18%	(97)	536
Ideo: Conservative (5-7)	48%	(344)	34%	(244)	18%	(129)	717
Educ: < College	45%	(687)	34%	(514)	21%	(312)	1513
Educ: Bachelors degree	52%	(233)	32%	(143)	15%	(68)	444
Educ: Post-grad	47%	(114)	41%	(99)	13%	(31)	244

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

Demographic	Cable TV: Currently subscribe	Cable TV: Subscribed in past	Cable TV: Never subscribed	Total N
Adults	47% (1034)	34% (756)	19% (411)	2201
Income: Under 50k	44% (565)	35% (450)	22% (280)	1295
Income: 50k-100k	50% (332)	35% (232)	15% (100)	664
Income: 100k+	57% (138)	30% (73)	13% (31)	242
Ethnicity: White	47% (813)	35% (602)	18% (307)	1723
Ethnicity: Hispanic	44% (155)	32% (113)	23% (82)	350
Ethnicity: Afr. Am.	50% (136)	28% (75)	23% (63)	274
Ethnicity: Other	42% (85)	38% (78)	20% (41)	204
All Christian	49% (469)	33% (320)	17% (166)	954
All Non-Christian	55% (57)	32% (33)	13% (13)	103
Atheist	42% (49)	42% (49)	16% (18)	117
Agnostic/Nothing in particular	45% (459)	34% (354)	21% (213)	1027
Religious Non-Protestant/Catholic	47% (62)	37% (48)	16% (22)	132
Evangelical	44% (268)	37% (228)	19% (116)	613
Non-Evangelical	50% (395)	33% (258)	17% (134)	787
Community: Urban	47% (280)	36% (216)	18% (106)	602
Community: Suburban	54% (541)	32% (322)	14% (141)	1004
Community: Rural	36% (213)	37% (218)	28% (164)	595
Employ: Private Sector	48% (307)	35% (227)	17% (108)	642
Employ: Government	35% (44)	47% (58)	18% (23)	124
Employ: Self-Employed	48% (86)	36% (66)	16% (28)	180
Employ: Homemaker	34% (58)	41% (70)	25% (42)	170
Employ: Student	47% (52)	36% (40)	17% (19)	111
Employ: Retired	57% (299)	27% (139)	16% (83)	521
Employ: Unemployed	46% (114)	32% (80)	23% (57)	250
Employ: Other	37% (74)	38% (77)	25% (51)	202
Military HH: Yes	46% (162)	36% (126)	18% (64)	353
Military HH: No	47% (872)	34% (629)	19% (347)	1848
RD/WT: Right Direction	49% (407)	34% (285)	18% (147)	839
RD/WT: Wrong Track	46% (627)	35% (471)	19% (264)	1362

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	47% (1034)	34% (756)	19% (411)	2201
Trump Job Approve	47% (410)	36% (317)	17% (147)	873
Trump Job Disapprove	49% (578)	33% (389)	19% (223)	1190
Trump Job Strongly Approve	48% (216)	34% (150)	18% (80)	446
Trump Job Somewhat Approve	45% (194)	39% (168)	15% (66)	427
Trump Job Somewhat Disapprove	50% (138)	30% (81)	20% (55)	275
Trump Job Strongly Disapprove	48% (441)	34% (307)	18% (167)	915
Favorable of Trump	48% (416)	36% (310)	16% (135)	860
Unfavorable of Trump	47% (566)	34% (403)	19% (225)	1194
Very Favorable of Trump	49% (224)	34% (157)	17% (76)	456
Somewhat Favorable of Trump	48% (192)	38% (153)	15% (59)	404
Somewhat Unfavorable of Trump	44% (92)	33% (68)	23% (49)	208
Very Unfavorable of Trump	48% (474)	34% (335)	18% (176)	985
#1 Issue: Economy	45% (240)	37% (197)	17% (91)	528
#1 Issue: Security	50% (209)	31% (129)	19% (78)	415
#1 Issue: Health Care	47% (166)	37% (133)	16% (58)	357
#1 Issue: Medicare / Social Security	57% (196)	28% (96)	15% (52)	344
#1 Issue: Women's Issues	44% (78)	31% (56)	25% (45)	179
#1 Issue: Education	37% (61)	41% (69)	22% (37)	167
#1 Issue: Energy	39% (43)	34% (37)	27% (29)	109
#1 Issue: Other	40% (41)	38% (38)	22% (22)	101
2018 House Vote: Democrat	56% (453)	29% (236)	14% (114)	803
2018 House Vote: Republican	46% (293)	35% (222)	18% (116)	630
2018 House Vote: Someone else	33% (33)	40% (41)	27% (27)	101
2018 House Vote: Didnt Vote	38% (252)	39% (256)	23% (155)	663
2016 Vote: Hillary Clinton	58% (400)	28% (193)	14% (100)	693
2016 Vote: Donald Trump	46% (298)	36% (229)	18% (116)	643
2016 Vote: Someone else	43% (77)	35% (64)	22% (39)	181
2016 Vote: Didnt Vote	38% (257)	39% (266)	23% (154)	677
Voted in 2014: Yes	50% (683)	32% (434)	18% (239)	1356
Voted in 2014: No	42% (352)	38% (321)	20% (172)	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	47% (1034)	34% (756)	19% (411)	2201
2012 Vote: Barack Obama	53% (450)	33% (276)	14% (120)	846
2012 Vote: Mitt Romney	46% (228)	34% (170)	20% (99)	497
2012 Vote: Other	39% (43)	44% (48)	17% (19)	110
2012 Vote: Didn't Vote	42% (310)	35% (261)	23% (169)	741
4-Region: Northeast	63% (249)	23% (90)	14% (55)	394
4-Region: Midwest	44% (203)	35% (160)	22% (100)	462
4-Region: South	45% (372)	37% (305)	18% (148)	825
4-Region: West	40% (210)	39% (201)	21% (109)	520
Watch TV: Every day	52% (582)	33% (362)	15% (167)	1111
Watch TV: Several times per week	48% (244)	37% (188)	15% (77)	508
Watch TV: About once per week	39% (58)	43% (65)	18% (27)	150
Watch TV: Several times per month	35% (29)	49% (40)	16% (14)	83
Watch TV: About once per month	29% (18)	45% (29)	25% (16)	63
Watch TV: Less often than once per month	31% (32)	32% (33)	37% (39)	105
Watch TV: Never	39% (71)	22% (39)	39% (71)	181
Watch Movies: Every day	49% (232)	33% (155)	18% (85)	472
Watch Movies: Several times per week	47% (272)	37% (215)	16% (90)	577
Watch Movies: About once per week	49% (162)	34% (113)	18% (58)	334
Watch Movies: Several times per month	45% (114)	36% (90)	19% (47)	251
Watch Movies: About once per month	41% (80)	43% (84)	16% (31)	196
Watch Movies: Less often than once per month	52% (89)	29% (50)	19% (32)	170
Watch Movies: Never	42% (85)	24% (48)	34% (68)	200
Watch Sporting Events: Every day	65% (126)	27% (52)	8% (16)	193
Watch Sporting Events: Several times per week	56% (200)	32% (113)	12% (45)	359
Watch Sporting Events: About once per week	52% (117)	35% (78)	13% (30)	225
Watch Sporting Events: Several times per month	48% (69)	35% (51)	17% (25)	144
Watch Sporting Events: About once per month	50% (80)	39% (62)	11% (18)	160
Watch Sporting Events: Less often than once per month	43% (148)	37% (129)	19% (67)	344
Watch Sporting Events: Never	38% (294)	35% (272)	27% (212)	778

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	47%	(1034)	34%	(756)	19%	(411)	2201
Cable TV: Currently subscribe	100%	(1034)	—	(0)	—	(0)	1034
Cable TV: Subscribed in past	—	(0)	100%	(756)	—	(0)	756
Cable TV: Never subscribed	—	(0)	—	(0)	100%	(411)	411
Satellite TV: Currently subscribe	22%	(101)	47%	(220)	31%	(143)	464
Satellite TV: Subscribed in past	44%	(271)	52%	(322)	4%	(27)	620
Satellite TV: Never subscribed	59%	(662)	19%	(214)	22%	(241)	1117
Streaming Services: Currently subscribe	45%	(584)	39%	(501)	16%	(203)	1288
Streaming Services: Subscribed in past	38%	(76)	47%	(96)	15%	(30)	203
Streaming Services: Never subscribed	53%	(374)	22%	(158)	25%	(178)	710
Film: An avid fan	53%	(449)	33%	(282)	14%	(121)	853
Film: A casual fan	44%	(495)	37%	(407)	19%	(210)	1112
Film: Not a fan	38%	(90)	28%	(67)	33%	(79)	237
Television: An avid fan	55%	(613)	32%	(354)	14%	(155)	1122
Television: A casual fan	42%	(389)	37%	(343)	22%	(204)	935
Television: Not a fan	23%	(32)	41%	(59)	36%	(52)	143
Music: An avid fan	47%	(542)	37%	(420)	16%	(182)	1143
Music: A casual fan	48%	(453)	32%	(309)	20%	(189)	951
Music: Not a fan	37%	(39)	26%	(28)	37%	(40)	107
Fashion: An avid fan	53%	(172)	29%	(94)	17%	(56)	322
Fashion: A casual fan	47%	(411)	36%	(317)	17%	(152)	881
Fashion: Not a fan	45%	(451)	35%	(344)	20%	(203)	998

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%	(464)	28%	(620)	51%	(1117)	2201
Gender: Male	22%	(237)	29%	(308)	49%	(518)	1062
Gender: Female	20%	(227)	27%	(312)	53%	(600)	1139
Age: 18-29	23%	(104)	30%	(136)	46%	(206)	445
Age: 30-44	18%	(102)	30%	(173)	52%	(292)	568
Age: 45-54	24%	(83)	31%	(109)	45%	(156)	348
Age: 55-64	18%	(72)	25%	(102)	57%	(229)	404
Age: 65+	24%	(103)	23%	(100)	54%	(234)	436
Generation Z: 18-22	34%	(67)	28%	(54)	38%	(73)	194
Millennial: Age 23-38	17%	(107)	31%	(195)	52%	(331)	633
Generation X: Age 39-54	21%	(115)	32%	(169)	47%	(250)	533
Boomers: Age 55-73	20%	(150)	24%	(177)	56%	(412)	739
PID: Dem (no lean)	18%	(143)	28%	(221)	54%	(435)	799
PID: Ind (no lean)	22%	(176)	26%	(207)	51%	(401)	784
PID: Rep (no lean)	23%	(145)	31%	(191)	46%	(282)	618
PID/Gender: Dem Men	21%	(74)	28%	(98)	51%	(178)	350
PID/Gender: Dem Women	15%	(69)	27%	(123)	57%	(257)	449
PID/Gender: Ind Men	22%	(87)	27%	(108)	51%	(201)	396
PID/Gender: Ind Women	23%	(89)	25%	(99)	52%	(200)	388
PID/Gender: Rep Men	24%	(76)	32%	(102)	44%	(139)	316
PID/Gender: Rep Women	23%	(69)	30%	(90)	47%	(143)	302
Ideo: Liberal (1-3)	20%	(136)	27%	(183)	54%	(369)	688
Ideo: Moderate (4)	20%	(107)	29%	(155)	51%	(274)	536
Ideo: Conservative (5-7)	22%	(155)	31%	(219)	48%	(342)	717
Educ: < College	22%	(337)	28%	(426)	50%	(749)	1513
Educ: Bachelors degree	19%	(86)	26%	(116)	54%	(242)	444
Educ: Post-grad	17%	(40)	32%	(77)	52%	(127)	244

Continued on next page

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%	(464)	28%	(620)	51%	(1117)	2201
Income: Under 50k	19%	(247)	29%	(380)	52%	(668)	1295
Income: 50k-100k	24%	(161)	26%	(175)	49%	(329)	664
Income: 100k+	23%	(56)	27%	(65)	50%	(121)	242
Ethnicity: White	21%	(360)	29%	(492)	51%	(871)	1723
Ethnicity: Hispanic	24%	(84)	24%	(84)	52%	(182)	350
Ethnicity: Afr. Am.	19%	(52)	26%	(70)	56%	(152)	274
Ethnicity: Other	26%	(53)	28%	(58)	46%	(94)	204
All Christian	22%	(207)	28%	(271)	50%	(477)	954
All Non-Christian	18%	(19)	24%	(25)	57%	(59)	103
Atheist	20%	(24)	29%	(34)	51%	(60)	117
Agnostic/Nothing in particular	21%	(215)	28%	(290)	51%	(522)	1027
Religious Non-Protestant/Catholic	20%	(27)	25%	(34)	54%	(72)	132
Evangelical	22%	(134)	33%	(202)	45%	(278)	613
Non-Evangelical	20%	(157)	27%	(214)	53%	(416)	787
Community: Urban	19%	(116)	26%	(157)	55%	(329)	602
Community: Suburban	18%	(182)	28%	(280)	54%	(542)	1004
Community: Rural	28%	(166)	31%	(182)	41%	(246)	595
Employ: Private Sector	20%	(129)	29%	(187)	51%	(326)	642
Employ: Government	15%	(19)	36%	(45)	49%	(60)	124
Employ: Self-Employed	18%	(32)	35%	(62)	48%	(86)	180
Employ: Homemaker	19%	(33)	32%	(54)	49%	(83)	170
Employ: Student	26%	(29)	35%	(39)	39%	(44)	111
Employ: Retired	23%	(119)	21%	(108)	56%	(294)	521
Employ: Unemployed	25%	(63)	30%	(74)	45%	(113)	250
Employ: Other	20%	(40)	25%	(51)	55%	(112)	202
Military HH: Yes	27%	(95)	26%	(91)	47%	(167)	353
Military HH: No	20%	(369)	29%	(529)	51%	(951)	1848
RD/WT: Right Direction	22%	(180)	30%	(251)	49%	(407)	839
RD/WT: Wrong Track	21%	(284)	27%	(369)	52%	(710)	1362

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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%	(464)	28%	(620)	51%	(1117)	2201
Trump Job Approve	23%	(205)	32%	(279)	45%	(389)	873
Trump Job Disapprove	19%	(226)	26%	(311)	55%	(654)	1190
Trump Job Strongly Approve	25%	(111)	33%	(145)	42%	(189)	446
Trump Job Somewhat Approve	22%	(94)	31%	(134)	47%	(200)	427
Trump Job Somewhat Disapprove	16%	(45)	29%	(78)	55%	(151)	275
Trump Job Strongly Disapprove	20%	(180)	25%	(232)	55%	(502)	915
Favorable of Trump	24%	(208)	31%	(270)	44%	(382)	860
Unfavorable of Trump	18%	(219)	26%	(316)	55%	(659)	1194
Very Favorable of Trump	25%	(115)	32%	(145)	43%	(195)	456
Somewhat Favorable of Trump	23%	(93)	31%	(125)	46%	(187)	404
Somewhat Unfavorable of Trump	17%	(36)	25%	(52)	58%	(121)	208
Very Unfavorable of Trump	19%	(182)	27%	(264)	55%	(538)	985
#1 Issue: Economy	18%	(95)	32%	(168)	50%	(265)	528
#1 Issue: Security	28%	(117)	30%	(123)	42%	(175)	415
#1 Issue: Health Care	21%	(76)	28%	(99)	51%	(183)	357
#1 Issue: Medicare / Social Security	19%	(64)	22%	(75)	59%	(204)	344
#1 Issue: Women's Issues	21%	(38)	26%	(46)	53%	(95)	179
#1 Issue: Education	17%	(29)	35%	(59)	48%	(79)	167
#1 Issue: Energy	20%	(22)	23%	(25)	57%	(62)	109
#1 Issue: Other	23%	(24)	23%	(24)	53%	(54)	101
2018 House Vote: Democrat	17%	(137)	26%	(212)	57%	(454)	803
2018 House Vote: Republican	24%	(153)	29%	(186)	46%	(291)	630
2018 House Vote: Someone else	23%	(23)	33%	(33)	44%	(45)	101
2018 House Vote: Didnt Vote	23%	(150)	28%	(188)	49%	(324)	663
2016 Vote: Hillary Clinton	17%	(120)	27%	(190)	55%	(383)	693
2016 Vote: Donald Trump	24%	(156)	28%	(180)	48%	(307)	643
2016 Vote: Someone else	15%	(26)	29%	(52)	56%	(102)	181
2016 Vote: Didnt Vote	24%	(161)	29%	(195)	47%	(321)	677
Voted in 2014: Yes	20%	(269)	27%	(362)	53%	(725)	1356
Voted in 2014: No	23%	(195)	30%	(257)	46%	(393)	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%	(464)	28%	(620)	51%	(1117)	2201
2012 Vote: Barack Obama	17%	(142)	28%	(239)	55%	(464)	846
2012 Vote: Mitt Romney	23%	(112)	27%	(136)	50%	(248)	497
2012 Vote: Other	19%	(21)	30%	(33)	51%	(56)	110
2012 Vote: Didn't Vote	25%	(186)	28%	(210)	46%	(344)	741
4-Region: Northeast	15%	(61)	20%	(79)	64%	(253)	394
4-Region: Midwest	21%	(97)	27%	(126)	52%	(240)	462
4-Region: South	24%	(198)	30%	(251)	46%	(376)	825
4-Region: West	21%	(108)	32%	(164)	48%	(248)	520
Watch TV: Every day	21%	(239)	30%	(331)	49%	(541)	1111
Watch TV: Several times per week	20%	(104)	31%	(158)	48%	(246)	508
Watch TV: About once per week	24%	(36)	30%	(44)	46%	(69)	150
Watch TV: Several times per month	12%	(10)	30%	(25)	57%	(48)	83
Watch TV: About once per month	23%	(14)	16%	(10)	62%	(39)	63
Watch TV: Less often than once per month	22%	(24)	24%	(25)	53%	(56)	105
Watch TV: Never	20%	(36)	14%	(26)	66%	(118)	181
Watch Movies: Every day	23%	(107)	33%	(158)	44%	(207)	472
Watch Movies: Several times per week	21%	(121)	32%	(186)	47%	(270)	577
Watch Movies: About once per week	23%	(77)	28%	(92)	50%	(166)	334
Watch Movies: Several times per month	16%	(39)	26%	(65)	59%	(147)	251
Watch Movies: About once per month	22%	(43)	27%	(52)	51%	(100)	196
Watch Movies: Less often than once per month	17%	(29)	23%	(39)	60%	(103)	170
Watch Movies: Never	24%	(48)	14%	(27)	62%	(125)	200
Watch Sporting Events: Every day	26%	(51)	31%	(60)	43%	(82)	193
Watch Sporting Events: Several times per week	22%	(80)	30%	(107)	48%	(172)	359
Watch Sporting Events: About once per week	23%	(52)	29%	(65)	48%	(108)	225
Watch Sporting Events: Several times per month	16%	(23)	36%	(51)	48%	(69)	144
Watch Sporting Events: About once per month	15%	(25)	31%	(49)	54%	(86)	160
Watch Sporting Events: Less often than once per month	23%	(80)	31%	(105)	46%	(159)	344
Watch Sporting Events: Never	20%	(153)	23%	(182)	57%	(442)	778

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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%	(464)	28%	(620)	51%	(1117)	2201
Cable TV: Currently subscribe	10%	(101)	26%	(271)	64%	(662)	1034
Cable TV: Subscribed in past	29%	(220)	43%	(322)	28%	(214)	756
Cable TV: Never subscribed	35%	(143)	7%	(27)	59%	(241)	411
Satellite TV: Currently subscribe	100%	(464)	—	(0)	—	(0)	464
Satellite TV: Subscribed in past	—	(0)	100%	(620)	—	(0)	620
Satellite TV: Never subscribed	—	(0)	—	(0)	100%	(1117)	1117
Streaming Services: Currently subscribe	20%	(259)	34%	(435)	46%	(594)	1288
Streaming Services: Subscribed in past	25%	(51)	37%	(75)	38%	(77)	203
Streaming Services: Never subscribed	22%	(154)	15%	(110)	63%	(447)	710
Film: An avid fan	25%	(213)	29%	(244)	46%	(396)	853
Film: A casual fan	18%	(201)	30%	(332)	52%	(579)	1112
Film: Not a fan	21%	(50)	18%	(44)	60%	(143)	237
Television: An avid fan	25%	(281)	26%	(287)	49%	(554)	1122
Television: A casual fan	17%	(158)	32%	(300)	51%	(477)	935
Television: Not a fan	17%	(24)	23%	(33)	60%	(86)	143
Music: An avid fan	22%	(249)	31%	(358)	47%	(537)	1143
Music: A casual fan	20%	(187)	26%	(248)	54%	(516)	951
Music: Not a fan	26%	(28)	13%	(14)	61%	(65)	107
Fashion: An avid fan	27%	(88)	25%	(82)	47%	(153)	322
Fashion: A casual fan	23%	(199)	30%	(267)	47%	(415)	881
Fashion: Not a fan	18%	(177)	27%	(271)	55%	(550)	998

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%	(1288)	9%	(203)	32%	(710)	2201
Gender: Male	58%	(615)	9%	(98)	33%	(349)	1062
Gender: Female	59%	(673)	9%	(105)	32%	(360)	1139
Age: 18-29	72%	(320)	11%	(48)	17%	(77)	445
Age: 30-44	73%	(415)	8%	(48)	18%	(105)	568
Age: 45-54	60%	(209)	11%	(37)	29%	(101)	348
Age: 55-64	48%	(193)	9%	(37)	43%	(173)	404
Age: 65+	35%	(152)	7%	(32)	58%	(253)	436
Generation Z: 18-22	68%	(132)	10%	(20)	21%	(42)	194
Millennial: Age 23-38	74%	(471)	9%	(54)	17%	(108)	633
Generation X: Age 39-54	64%	(340)	11%	(59)	25%	(134)	533
Boomers: Age 55-73	43%	(316)	8%	(63)	49%	(361)	739
PID: Dem (no lean)	64%	(510)	8%	(67)	28%	(222)	799
PID: Ind (no lean)	55%	(432)	9%	(70)	36%	(282)	784
PID: Rep (no lean)	56%	(346)	11%	(66)	33%	(206)	618
PID/Gender: Dem Men	68%	(237)	8%	(29)	24%	(84)	350
PID/Gender: Dem Women	61%	(273)	9%	(38)	31%	(138)	449
PID/Gender: Ind Men	52%	(206)	8%	(31)	40%	(159)	396
PID/Gender: Ind Women	58%	(226)	10%	(39)	32%	(123)	388
PID/Gender: Rep Men	55%	(173)	12%	(38)	34%	(106)	316
PID/Gender: Rep Women	58%	(174)	9%	(28)	33%	(100)	302
Ideo: Liberal (1-3)	66%	(452)	8%	(54)	26%	(182)	688
Ideo: Moderate (4)	59%	(316)	10%	(54)	31%	(166)	536
Ideo: Conservative (5-7)	56%	(399)	10%	(69)	35%	(249)	717
Educ: < College	55%	(834)	10%	(147)	35%	(532)	1513
Educ: Bachelors degree	64%	(286)	9%	(40)	27%	(118)	444
Educ: Post-grad	69%	(169)	7%	(16)	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% (1288)	9% (203)	32% (710)	2201
Income: Under 50k	52% (675)	10% (132)	38% (487)	1295
Income: 50k-100k	66% (435)	7% (50)	27% (180)	664
Income: 100k+	73% (177)	9% (22)	18% (43)	242
Ethnicity: White	58% (999)	9% (153)	33% (570)	1723
Ethnicity: Hispanic	70% (245)	6% (21)	24% (84)	350
Ethnicity: Afr. Am.	58% (160)	11% (29)	31% (85)	274
Ethnicity: Other	63% (129)	10% (21)	26% (54)	204
All Christian	58% (552)	7% (71)	35% (331)	954
All Non-Christian	53% (54)	10% (11)	37% (38)	103
Atheist	67% (78)	7% (8)	26% (31)	117
Agnostic/Nothing in particular	59% (603)	11% (113)	30% (310)	1027
Religious Non-Protestant/Catholic	59% (78)	10% (13)	31% (42)	132
Evangelical	51% (316)	12% (74)	36% (224)	613
Non-Evangelical	59% (465)	8% (61)	33% (260)	787
Community: Urban	64% (383)	7% (41)	29% (178)	602
Community: Suburban	60% (606)	10% (100)	30% (298)	1004
Community: Rural	50% (299)	10% (62)	39% (234)	595
Employ: Private Sector	71% (456)	7% (46)	22% (140)	642
Employ: Government	72% (89)	9% (11)	20% (24)	124
Employ: Self-Employed	56% (101)	13% (23)	31% (56)	180
Employ: Homemaker	68% (115)	11% (18)	21% (36)	170
Employ: Student	79% (87)	9% (10)	12% (14)	111
Employ: Retired	41% (214)	6% (31)	53% (277)	521
Employ: Unemployed	48% (121)	14% (35)	38% (94)	250
Employ: Other	52% (105)	15% (29)	34% (68)	202
Military HH: Yes	55% (195)	11% (39)	34% (118)	353
Military HH: No	59% (1093)	9% (164)	32% (592)	1848
RD/WT: Right Direction	53% (446)	11% (94)	36% (299)	839
RD/WT: Wrong Track	62% (842)	8% (109)	30% (411)	1362

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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% (1288)	9% (203)	32% (710)	2201
Trump Job Approve	55% (484)	11% (93)	34% (296)	873
Trump Job Disapprove	63% (744)	8% (99)	29% (346)	1190
Trump Job Strongly Approve	51% (227)	12% (54)	37% (166)	446
Trump Job Somewhat Approve	60% (258)	9% (39)	31% (131)	427
Trump Job Somewhat Disapprove	61% (168)	11% (30)	28% (77)	275
Trump Job Strongly Disapprove	63% (576)	8% (70)	29% (270)	915
Favorable of Trump	54% (466)	11% (98)	34% (296)	860
Unfavorable of Trump	63% (755)	8% (95)	29% (343)	1194
Very Favorable of Trump	50% (228)	13% (61)	37% (167)	456
Somewhat Favorable of Trump	59% (238)	9% (37)	32% (129)	404
Somewhat Unfavorable of Trump	58% (121)	9% (19)	33% (68)	208
Very Unfavorable of Trump	64% (634)	8% (77)	28% (275)	985
#1 Issue: Economy	65% (343)	9% (45)	27% (141)	528
#1 Issue: Security	56% (232)	8% (35)	36% (149)	415
#1 Issue: Health Care	63% (225)	11% (40)	26% (93)	357
#1 Issue: Medicare / Social Security	39% (135)	8% (27)	53% (181)	344
#1 Issue: Women's Issues	66% (119)	13% (23)	21% (37)	179
#1 Issue: Education	67% (111)	10% (16)	24% (39)	167
#1 Issue: Energy	65% (71)	8% (9)	27% (29)	109
#1 Issue: Other	52% (53)	8% (8)	40% (40)	101
2018 House Vote: Democrat	64% (515)	8% (61)	28% (227)	803
2018 House Vote: Republican	54% (340)	11% (69)	35% (222)	630
2018 House Vote: Someone else	56% (56)	17% (17)	28% (28)	101
2018 House Vote: Didnt Vote	56% (374)	9% (57)	35% (232)	663
2016 Vote: Hillary Clinton	62% (427)	8% (58)	30% (208)	693
2016 Vote: Donald Trump	54% (347)	10% (63)	36% (233)	643
2016 Vote: Someone else	66% (119)	7% (12)	27% (49)	181
2016 Vote: Didnt Vote	58% (391)	10% (69)	32% (217)	677
Voted in 2014: Yes	57% (776)	9% (120)	34% (460)	1356
Voted in 2014: No	61% (512)	10% (83)	30% (250)	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% (1288)	9% (203)	32% (710)	2201
2012 Vote: Barack Obama	60% (507)	9% (75)	31% (263)	846
2012 Vote: Mitt Romney	51% (252)	9% (45)	40% (200)	497
2012 Vote: Other	61% (67)	12% (13)	27% (30)	110
2012 Vote: Didn't Vote	61% (453)	9% (70)	29% (217)	741
4-Region: Northeast	56% (222)	7% (28)	36% (143)	394
4-Region: Midwest	55% (253)	10% (47)	35% (162)	462
4-Region: South	59% (490)	9% (78)	31% (257)	825
4-Region: West	62% (322)	10% (50)	28% (148)	520
Watch TV: Every day	62% (688)	8% (92)	30% (331)	1111
Watch TV: Several times per week	67% (340)	10% (49)	24% (120)	508
Watch TV: About once per week	65% (97)	8% (12)	27% (40)	150
Watch TV: Several times per month	57% (47)	16% (13)	28% (23)	83
Watch TV: About once per month	56% (36)	20% (13)	24% (15)	63
Watch TV: Less often than once per month	53% (55)	11% (12)	36% (38)	105
Watch TV: Never	14% (25)	7% (13)	79% (143)	181
Watch Movies: Every day	72% (342)	9% (40)	19% (90)	472
Watch Movies: Several times per week	66% (379)	9% (50)	26% (149)	577
Watch Movies: About once per week	66% (221)	9% (30)	25% (83)	334
Watch Movies: Several times per month	56% (142)	9% (23)	34% (86)	251
Watch Movies: About once per month	58% (114)	11% (21)	31% (61)	196
Watch Movies: Less often than once per month	40% (68)	14% (25)	46% (78)	170
Watch Movies: Never	11% (22)	7% (14)	82% (164)	200
Watch Sporting Events: Every day	60% (116)	13% (25)	27% (52)	193
Watch Sporting Events: Several times per week	66% (236)	9% (32)	25% (90)	359
Watch Sporting Events: About once per week	60% (135)	9% (20)	31% (70)	225
Watch Sporting Events: Several times per month	65% (94)	7% (10)	28% (40)	144
Watch Sporting Events: About once per month	56% (89)	9% (14)	35% (56)	160
Watch Sporting Events: Less often than once per month	65% (223)	8% (29)	27% (92)	344
Watch Sporting Events: Never	51% (395)	9% (73)	40% (310)	778

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% (1288)	9% (203)	32% (710)	2201
Cable TV: Currently subscribe	57% (584)	7% (76)	36% (374)	1034
Cable TV: Subscribed in past	66% (501)	13% (96)	21% (158)	756
Cable TV: Never subscribed	49% (203)	7% (30)	43% (178)	411
Satellite TV: Currently subscribe	56% (259)	11% (51)	33% (154)	464
Satellite TV: Subscribed in past	70% (435)	12% (75)	18% (110)	620
Satellite TV: Never subscribed	53% (594)	7% (77)	40% (447)	1117
Streaming Services: Currently subscribe	100% (1288)	— (0)	— (0)	1288
Streaming Services: Subscribed in past	— (0)	100% (203)	— (0)	203
Streaming Services: Never subscribed	— (0)	— (0)	100% (710)	710
Film: An avid fan	71% (601)	8% (66)	22% (186)	853
Film: A casual fan	56% (621)	10% (115)	34% (376)	1112
Film: Not a fan	28% (66)	10% (23)	63% (148)	237
Television: An avid fan	60% (676)	8% (90)	32% (357)	1122
Television: A casual fan	60% (561)	10% (91)	30% (283)	935
Television: Not a fan	36% (51)	16% (22)	49% (70)	143
Music: An avid fan	66% (754)	9% (100)	25% (289)	1143
Music: A casual fan	53% (507)	10% (93)	37% (351)	951
Music: Not a fan	25% (27)	9% (10)	65% (70)	107
Fashion: An avid fan	70% (224)	11% (35)	20% (63)	322
Fashion: A casual fan	64% (564)	8% (73)	28% (243)	881
Fashion: Not a fan	50% (499)	10% (95)	40% (404)	998

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

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

Film

Demographic	Film: An avid fan		Film: A casual fan		Film: Not a fan		Total N
Adults	39%	(853)	51%	(1112)	11%	(237)	2201
Gender: Male	39%	(418)	49%	(525)	11%	(119)	1062
Gender: Female	38%	(434)	52%	(587)	10%	(118)	1139
Age: 18-29	46%	(206)	43%	(192)	11%	(47)	445
Age: 30-44	43%	(242)	49%	(280)	8%	(46)	568
Age: 45-54	44%	(152)	47%	(163)	9%	(32)	348
Age: 55-64	32%	(130)	60%	(241)	8%	(33)	404
Age: 65+	28%	(122)	54%	(236)	18%	(79)	436
Generation Z: 18-22	48%	(93)	39%	(76)	13%	(26)	194
Millennial: Age 23-38	45%	(288)	47%	(298)	7%	(47)	633
Generation X: Age 39-54	41%	(220)	49%	(260)	10%	(53)	533
Boomers: Age 55-73	31%	(231)	57%	(422)	12%	(86)	739
PID: Dem (no lean)	47%	(373)	45%	(357)	9%	(69)	799
PID: Ind (no lean)	33%	(259)	55%	(433)	12%	(91)	784
PID: Rep (no lean)	36%	(220)	52%	(321)	12%	(77)	618
PID/Gender: Dem Men	52%	(182)	41%	(145)	7%	(24)	350
PID/Gender: Dem Women	43%	(192)	47%	(212)	10%	(45)	449
PID/Gender: Ind Men	31%	(121)	56%	(222)	13%	(52)	396
PID/Gender: Ind Women	36%	(138)	54%	(211)	10%	(39)	388
PID/Gender: Rep Men	37%	(116)	50%	(157)	14%	(43)	316
PID/Gender: Rep Women	34%	(104)	54%	(164)	11%	(34)	302
Ideo: Liberal (1-3)	47%	(322)	45%	(313)	8%	(52)	688
Ideo: Moderate (4)	38%	(203)	53%	(286)	9%	(47)	536
Ideo: Conservative (5-7)	32%	(232)	54%	(388)	13%	(97)	717
Educ: < College	40%	(606)	48%	(728)	12%	(178)	1513
Educ: Bachelors degree	36%	(159)	57%	(254)	7%	(31)	444
Educ: Post-grad	36%	(88)	53%	(129)	11%	(27)	244

Continued on next page

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

Demographic	Film: An avid fan		Film: A casual fan		Film: Not a fan		Total N
Adults	39%	(853)	51%	(1112)	11%	(237)	2201
Income: Under 50k	38%	(490)	50%	(652)	12%	(152)	1295
Income: 50k-100k	40%	(268)	50%	(331)	10%	(65)	664
Income: 100k+	39%	(94)	53%	(129)	8%	(19)	242
Ethnicity: White	38%	(646)	52%	(899)	10%	(177)	1723
Ethnicity: Hispanic	43%	(150)	45%	(157)	12%	(42)	350
Ethnicity: Afr. Am.	45%	(124)	45%	(124)	10%	(26)	274
Ethnicity: Other	40%	(82)	43%	(89)	16%	(34)	204
All Christian	37%	(352)	52%	(495)	11%	(107)	954
All Non-Christian	37%	(38)	47%	(49)	15%	(16)	103
Atheist	51%	(59)	43%	(50)	7%	(8)	117
Agnostic/Nothing in particular	39%	(403)	50%	(518)	10%	(106)	1027
Religious Non-Protestant/Catholic	38%	(51)	50%	(66)	12%	(16)	132
Evangelical	36%	(223)	51%	(315)	12%	(76)	613
Non-Evangelical	38%	(297)	53%	(417)	9%	(73)	787
Community: Urban	44%	(266)	48%	(292)	7%	(44)	602
Community: Suburban	38%	(386)	51%	(511)	11%	(107)	1004
Community: Rural	34%	(200)	52%	(309)	14%	(86)	595
Employ: Private Sector	43%	(273)	50%	(322)	7%	(46)	642
Employ: Government	30%	(38)	62%	(77)	8%	(10)	124
Employ: Self-Employed	43%	(77)	46%	(83)	11%	(20)	180
Employ: Homemaker	38%	(65)	54%	(92)	8%	(13)	170
Employ: Student	45%	(50)	48%	(54)	6%	(7)	111
Employ: Retired	32%	(168)	54%	(280)	14%	(73)	521
Employ: Unemployed	41%	(103)	42%	(105)	17%	(42)	250
Employ: Other	39%	(78)	49%	(98)	13%	(26)	202
Military HH: Yes	38%	(133)	49%	(173)	13%	(47)	353
Military HH: No	39%	(720)	51%	(939)	10%	(190)	1848
RD/WT: Right Direction	37%	(312)	50%	(416)	13%	(111)	839
RD/WT: Wrong Track	40%	(541)	51%	(695)	9%	(126)	1362
Trump Job Approve	36%	(318)	51%	(447)	12%	(108)	873
Trump Job Disapprove	42%	(494)	49%	(587)	9%	(108)	1190

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	39%	(853)	51%	(1112)	11%	(237)	2201
Trump Job Strongly Approve	38%	(168)	47%	(209)	16%	(70)	446
Trump Job Somewhat Approve	35%	(151)	56%	(238)	9%	(39)	427
Trump Job Somewhat Disapprove	36%	(98)	56%	(155)	8%	(22)	275
Trump Job Strongly Disapprove	43%	(396)	47%	(432)	9%	(87)	915
Favorable of Trump	37%	(319)	51%	(438)	12%	(103)	860
Unfavorable of Trump	41%	(485)	51%	(609)	8%	(100)	1194
Very Favorable of Trump	38%	(174)	48%	(219)	14%	(63)	456
Somewhat Favorable of Trump	36%	(145)	54%	(219)	10%	(40)	404
Somewhat Unfavorable of Trump	36%	(75)	58%	(121)	6%	(13)	208
Very Unfavorable of Trump	42%	(410)	50%	(488)	9%	(87)	985
#1 Issue: Economy	42%	(219)	50%	(264)	8%	(45)	528
#1 Issue: Security	32%	(132)	54%	(222)	15%	(60)	415
#1 Issue: Health Care	42%	(149)	51%	(182)	8%	(27)	357
#1 Issue: Medicare / Social Security	35%	(121)	50%	(172)	15%	(51)	344
#1 Issue: Women's Issues	43%	(76)	50%	(90)	7%	(13)	179
#1 Issue: Education	44%	(73)	49%	(81)	8%	(13)	167
#1 Issue: Energy	43%	(47)	43%	(47)	14%	(16)	109
#1 Issue: Other	35%	(36)	52%	(53)	12%	(13)	101
2018 House Vote: Democrat	45%	(364)	47%	(377)	8%	(62)	803
2018 House Vote: Republican	33%	(206)	54%	(338)	14%	(86)	630
2018 House Vote: Someone else	39%	(39)	52%	(52)	10%	(10)	101
2018 House Vote: Didnt Vote	37%	(242)	51%	(341)	12%	(80)	663
2016 Vote: Hillary Clinton	44%	(307)	48%	(335)	7%	(51)	693
2016 Vote: Donald Trump	34%	(216)	54%	(347)	12%	(80)	643
2016 Vote: Someone else	34%	(61)	57%	(103)	10%	(17)	181
2016 Vote: Didnt Vote	40%	(269)	47%	(320)	13%	(88)	677
Voted in 2014: Yes	38%	(517)	52%	(700)	10%	(139)	1356
Voted in 2014: No	40%	(335)	49%	(412)	12%	(98)	845

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	39%	(853)	51%	(1112)	11%	(237)	2201
2012 Vote: Barack Obama	45%	(377)	48%	(404)	8%	(65)	846
2012 Vote: Mitt Romney	29%	(145)	58%	(286)	13%	(65)	497
2012 Vote: Other	33%	(36)	54%	(60)	13%	(14)	110
2012 Vote: Didn't Vote	39%	(292)	48%	(356)	12%	(92)	741
4-Region: Northeast	40%	(159)	50%	(198)	9%	(36)	394
4-Region: Midwest	40%	(183)	51%	(234)	10%	(45)	462
4-Region: South	40%	(326)	49%	(401)	12%	(98)	825
4-Region: West	35%	(184)	54%	(278)	11%	(58)	520
Watch TV: Every day	48%	(531)	45%	(499)	7%	(82)	1111
Watch TV: Several times per week	37%	(187)	55%	(281)	8%	(40)	508
Watch TV: About once per week	28%	(42)	61%	(91)	12%	(17)	150
Watch TV: Several times per month	28%	(23)	68%	(56)	4%	(3)	83
Watch TV: About once per month	34%	(22)	58%	(37)	8%	(5)	63
Watch TV: Less often than once per month	17%	(18)	64%	(67)	19%	(20)	105
Watch TV: Never	17%	(30)	45%	(81)	38%	(70)	181
Watch Movies: Every day	65%	(307)	31%	(148)	4%	(17)	472
Watch Movies: Several times per week	46%	(267)	48%	(278)	6%	(32)	577
Watch Movies: About once per week	36%	(121)	56%	(188)	8%	(26)	334
Watch Movies: Several times per month	31%	(77)	59%	(149)	10%	(25)	251
Watch Movies: About once per month	15%	(29)	72%	(142)	13%	(25)	196
Watch Movies: Less often than once per month	16%	(27)	66%	(113)	18%	(31)	170
Watch Movies: Never	12%	(24)	47%	(95)	40%	(81)	200
Watch Sporting Events: Every day	53%	(102)	40%	(78)	7%	(13)	193
Watch Sporting Events: Several times per week	47%	(170)	47%	(169)	5%	(19)	359
Watch Sporting Events: About once per week	40%	(90)	50%	(113)	10%	(22)	225
Watch Sporting Events: Several times per month	38%	(55)	56%	(81)	6%	(9)	144
Watch Sporting Events: About once per month	48%	(77)	46%	(74)	6%	(9)	160
Watch Sporting Events: Less often than once per month	33%	(113)	60%	(207)	7%	(24)	344
Watch Sporting Events: Never	32%	(246)	50%	(390)	18%	(141)	778

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	39%	(853)	51%	(1112)	11%	(237)	2201
Cable TV: Currently subscribe	43%	(449)	48%	(495)	9%	(90)	1034
Cable TV: Subscribed in past	37%	(282)	54%	(407)	9%	(67)	756
Cable TV: Never subscribed	30%	(121)	51%	(210)	19%	(79)	411
Satellite TV: Currently subscribe	46%	(213)	43%	(201)	11%	(50)	464
Satellite TV: Subscribed in past	39%	(244)	54%	(332)	7%	(44)	620
Satellite TV: Never subscribed	35%	(396)	52%	(579)	13%	(143)	1117
Streaming Services: Currently subscribe	47%	(601)	48%	(621)	5%	(66)	1288
Streaming Services: Subscribed in past	32%	(66)	57%	(115)	11%	(23)	203
Streaming Services: Never subscribed	26%	(186)	53%	(376)	21%	(148)	710
Film: An avid fan	100%	(853)	—	(0)	—	(0)	853
Film: A casual fan	—	(0)	100%	(1112)	—	(0)	1112
Film: Not a fan	—	(0)	—	(0)	100%	(237)	237
Television: An avid fan	60%	(673)	34%	(384)	6%	(66)	1122
Television: A casual fan	17%	(163)	71%	(665)	12%	(108)	935
Television: Not a fan	12%	(17)	44%	(63)	44%	(63)	143
Music: An avid fan	56%	(636)	39%	(448)	5%	(59)	1143
Music: A casual fan	22%	(208)	66%	(624)	13%	(119)	951
Music: Not a fan	8%	(9)	37%	(39)	55%	(59)	107
Fashion: An avid fan	69%	(224)	26%	(85)	4%	(13)	322
Fashion: A casual fan	40%	(355)	54%	(476)	6%	(50)	881
Fashion: Not a fan	27%	(274)	55%	(550)	17%	(174)	998

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	51%	(1122)	43%	(935)	7%	(143)	2201
Gender: Male	48%	(509)	43%	(459)	9%	(94)	1062
Gender: Female	54%	(613)	42%	(476)	4%	(50)	1139
Age: 18-29	45%	(202)	47%	(211)	7%	(33)	445
Age: 30-44	49%	(278)	42%	(237)	9%	(52)	568
Age: 45-54	58%	(201)	39%	(135)	3%	(12)	348
Age: 55-64	51%	(207)	44%	(177)	5%	(20)	404
Age: 65+	54%	(235)	40%	(176)	6%	(26)	436
Generation Z: 18-22	44%	(85)	47%	(91)	9%	(18)	194
Millennial: Age 23-38	49%	(311)	44%	(276)	7%	(46)	633
Generation X: Age 39-54	53%	(284)	40%	(215)	6%	(33)	533
Boomers: Age 55-73	53%	(393)	41%	(307)	5%	(39)	739
PID: Dem (no lean)	59%	(472)	36%	(290)	5%	(37)	799
PID: Ind (no lean)	42%	(329)	48%	(380)	10%	(75)	784
PID: Rep (no lean)	52%	(322)	43%	(266)	5%	(31)	618
PID/Gender: Dem Men	61%	(214)	33%	(116)	6%	(20)	350
PID/Gender: Dem Women	57%	(258)	39%	(173)	4%	(17)	449
PID/Gender: Ind Men	34%	(135)	52%	(206)	14%	(54)	396
PID/Gender: Ind Women	50%	(194)	45%	(173)	5%	(21)	388
PID/Gender: Rep Men	51%	(160)	43%	(137)	6%	(20)	316
PID/Gender: Rep Women	54%	(161)	43%	(129)	4%	(11)	302
Ideo: Liberal (1-3)	56%	(384)	38%	(263)	6%	(41)	688
Ideo: Moderate (4)	48%	(257)	46%	(246)	6%	(32)	536
Ideo: Conservative (5-7)	50%	(357)	43%	(311)	7%	(48)	717
Educ: < College	53%	(795)	41%	(616)	7%	(102)	1513
Educ: Bachelors degree	50%	(222)	45%	(200)	5%	(22)	444
Educ: Post-grad	43%	(105)	49%	(119)	8%	(20)	244

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	51%	(1122)	43%	(935)	7%	(143)	2201
Income: Under 50k	50%	(650)	42%	(550)	7%	(95)	1295
Income: 50k-100k	53%	(352)	41%	(276)	6%	(37)	664
Income: 100k+	50%	(121)	45%	(110)	5%	(12)	242
Ethnicity: White	52%	(888)	42%	(724)	6%	(111)	1723
Ethnicity: Hispanic	51%	(177)	42%	(146)	7%	(26)	350
Ethnicity: Afr. Am.	55%	(152)	40%	(109)	5%	(13)	274
Ethnicity: Other	41%	(83)	50%	(102)	9%	(19)	204
All Christian	53%	(506)	41%	(395)	6%	(53)	954
All Non-Christian	50%	(52)	43%	(45)	7%	(7)	103
Atheist	56%	(66)	36%	(42)	8%	(9)	117
Agnostic/Nothing in particular	49%	(499)	44%	(453)	7%	(74)	1027
Religious Non-Protestant/Catholic	50%	(66)	44%	(58)	6%	(8)	132
Evangelical	48%	(297)	45%	(275)	7%	(41)	613
Non-Evangelical	53%	(420)	41%	(323)	6%	(44)	787
Community: Urban	54%	(325)	41%	(246)	5%	(31)	602
Community: Suburban	50%	(504)	43%	(432)	7%	(68)	1004
Community: Rural	49%	(293)	43%	(257)	7%	(44)	595
Employ: Private Sector	53%	(338)	44%	(281)	4%	(23)	642
Employ: Government	45%	(56)	49%	(61)	6%	(8)	124
Employ: Self-Employed	47%	(84)	44%	(79)	9%	(17)	180
Employ: Homemaker	50%	(84)	46%	(78)	5%	(8)	170
Employ: Student	42%	(46)	52%	(58)	6%	(7)	111
Employ: Retired	56%	(290)	39%	(202)	6%	(30)	521
Employ: Unemployed	48%	(120)	38%	(96)	14%	(35)	250
Employ: Other	51%	(103)	40%	(82)	9%	(17)	202
Military HH: Yes	50%	(177)	45%	(160)	4%	(15)	353
Military HH: No	51%	(945)	42%	(775)	7%	(128)	1848
RD/WT: Right Direction	52%	(435)	41%	(343)	7%	(61)	839
RD/WT: Wrong Track	50%	(688)	44%	(593)	6%	(82)	1362
Trump Job Approve	49%	(430)	43%	(375)	8%	(69)	873
Trump Job Disapprove	53%	(635)	42%	(496)	5%	(59)	1190

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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	51%	(1122)	43%	(935)	7%	(143)	2201
Trump Job Strongly Approve	52%	(231)	40%	(179)	8%	(36)	446
Trump Job Somewhat Approve	46%	(198)	46%	(196)	8%	(33)	427
Trump Job Somewhat Disapprove	49%	(136)	45%	(124)	5%	(15)	275
Trump Job Strongly Disapprove	55%	(500)	41%	(372)	5%	(44)	915
Favorable of Trump	50%	(432)	42%	(360)	8%	(68)	860
Unfavorable of Trump	53%	(634)	42%	(506)	5%	(54)	1194
Very Favorable of Trump	52%	(236)	41%	(186)	7%	(34)	456
Somewhat Favorable of Trump	49%	(196)	43%	(174)	8%	(34)	404
Somewhat Unfavorable of Trump	44%	(93)	51%	(107)	4%	(9)	208
Very Unfavorable of Trump	55%	(542)	40%	(398)	5%	(45)	985
#1 Issue: Economy	48%	(251)	46%	(244)	6%	(33)	528
#1 Issue: Security	51%	(212)	44%	(182)	5%	(22)	415
#1 Issue: Health Care	57%	(205)	38%	(135)	5%	(18)	357
#1 Issue: Medicare / Social Security	58%	(200)	35%	(121)	7%	(22)	344
#1 Issue: Women's Issues	58%	(104)	37%	(66)	5%	(9)	179
#1 Issue: Education	40%	(67)	48%	(81)	11%	(19)	167
#1 Issue: Energy	44%	(48)	47%	(51)	9%	(10)	109
#1 Issue: Other	34%	(35)	55%	(56)	11%	(11)	101
2018 House Vote: Democrat	56%	(450)	40%	(319)	4%	(35)	803
2018 House Vote: Republican	49%	(307)	46%	(287)	6%	(35)	630
2018 House Vote: Someone else	44%	(44)	47%	(47)	9%	(9)	101
2018 House Vote: Didnt Vote	48%	(319)	42%	(280)	10%	(64)	663
2016 Vote: Hillary Clinton	57%	(394)	39%	(271)	4%	(28)	693
2016 Vote: Donald Trump	50%	(322)	44%	(284)	6%	(37)	643
2016 Vote: Someone else	39%	(71)	53%	(96)	8%	(14)	181
2016 Vote: Didnt Vote	49%	(335)	41%	(279)	9%	(63)	677
Voted in 2014: Yes	53%	(715)	42%	(574)	5%	(67)	1356
Voted in 2014: No	48%	(407)	43%	(361)	9%	(76)	845

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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	51%	(1122)	43%	(935)	7%	(143)	2201
2012 Vote: Barack Obama	57%	(482)	39%	(331)	4%	(33)	846
2012 Vote: Mitt Romney	47%	(232)	47%	(235)	6%	(29)	497
2012 Vote: Other	46%	(51)	42%	(47)	11%	(13)	110
2012 Vote: Didn't Vote	47%	(352)	43%	(321)	9%	(68)	741
4-Region: Northeast	54%	(214)	38%	(149)	8%	(31)	394
4-Region: Midwest	56%	(257)	40%	(183)	5%	(23)	462
4-Region: South	52%	(433)	41%	(340)	6%	(52)	825
4-Region: West	42%	(218)	51%	(264)	7%	(38)	520
Watch TV: Every day	69%	(767)	30%	(329)	1%	(16)	1111
Watch TV: Several times per week	41%	(206)	56%	(285)	3%	(17)	508
Watch TV: About once per week	34%	(51)	60%	(90)	6%	(9)	150
Watch TV: Several times per month	23%	(19)	66%	(54)	11%	(9)	83
Watch TV: About once per month	8%	(5)	68%	(43)	24%	(15)	63
Watch TV: Less often than once per month	20%	(21)	63%	(66)	17%	(18)	105
Watch TV: Never	29%	(53)	38%	(69)	32%	(59)	181
Watch Movies: Every day	70%	(330)	27%	(128)	3%	(14)	472
Watch Movies: Several times per week	55%	(319)	41%	(235)	4%	(23)	577
Watch Movies: About once per week	50%	(166)	47%	(158)	3%	(11)	334
Watch Movies: Several times per month	44%	(110)	47%	(119)	9%	(22)	251
Watch Movies: About once per month	39%	(76)	54%	(106)	7%	(14)	196
Watch Movies: Less often than once per month	31%	(52)	57%	(97)	12%	(21)	170
Watch Movies: Never	35%	(69)	46%	(93)	19%	(38)	200
Watch Sporting Events: Every day	69%	(133)	26%	(49)	5%	(10)	193
Watch Sporting Events: Several times per week	61%	(220)	37%	(133)	1%	(5)	359
Watch Sporting Events: About once per week	52%	(117)	47%	(107)	1%	(2)	225
Watch Sporting Events: Several times per month	58%	(84)	37%	(53)	5%	(7)	144
Watch Sporting Events: About once per month	57%	(91)	39%	(63)	4%	(6)	160
Watch Sporting Events: Less often than once per month	44%	(151)	51%	(177)	5%	(16)	344
Watch Sporting Events: Never	42%	(327)	45%	(353)	13%	(97)	778

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	51% (1122)	43% (935)	7% (143)	2201
Cable TV: Currently subscribe	59% (613)	38% (389)	3% (32)	1034
Cable TV: Subscribed in past	47% (354)	45% (343)	8% (59)	756
Cable TV: Never subscribed	38% (155)	50% (204)	13% (52)	411
Satellite TV: Currently subscribe	61% (281)	34% (158)	5% (24)	464
Satellite TV: Subscribed in past	46% (287)	48% (300)	5% (33)	620
Satellite TV: Never subscribed	50% (554)	43% (477)	8% (86)	1117
Streaming Services: Currently subscribe	52% (676)	44% (561)	4% (51)	1288
Streaming Services: Subscribed in past	44% (90)	45% (91)	11% (22)	203
Streaming Services: Never subscribed	50% (357)	40% (283)	10% (70)	710
Film: An avid fan	79% (673)	19% (163)	2% (17)	853
Film: A casual fan	35% (384)	60% (665)	6% (63)	1112
Film: Not a fan	28% (66)	46% (108)	27% (63)	237
Television: An avid fan	100% (1122)	— (0)	— (0)	1122
Television: A casual fan	— (0)	100% (935)	— (0)	935
Television: Not a fan	— (0)	— (0)	100% (143)	143
Music: An avid fan	63% (716)	33% (377)	4% (50)	1143
Music: A casual fan	38% (366)	55% (523)	7% (62)	951
Music: Not a fan	37% (40)	34% (36)	29% (31)	107
Fashion: An avid fan	76% (244)	22% (72)	2% (7)	322
Fashion: A casual fan	52% (461)	44% (390)	3% (30)	881
Fashion: Not a fan	42% (417)	47% (474)	11% (107)	998

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	52%	(1143)	43%	(951)	5%	(107)	2201
Gender: Male	51%	(547)	43%	(459)	5%	(57)	1062
Gender: Female	52%	(597)	43%	(492)	4%	(50)	1139
Age: 18-29	70%	(311)	28%	(127)	2%	(7)	445
Age: 30-44	57%	(325)	39%	(222)	4%	(21)	568
Age: 45-54	56%	(195)	40%	(140)	4%	(12)	348
Age: 55-64	44%	(178)	49%	(198)	7%	(27)	404
Age: 65+	31%	(135)	60%	(263)	9%	(39)	436
Generation Z: 18-22	73%	(142)	24%	(47)	2%	(5)	194
Millennial: Age 23-38	64%	(404)	34%	(213)	3%	(17)	633
Generation X: Age 39-54	53%	(285)	43%	(229)	4%	(19)	533
Boomers: Age 55-73	40%	(293)	54%	(397)	7%	(49)	739
PID: Dem (no lean)	56%	(444)	40%	(319)	5%	(37)	799
PID: Ind (no lean)	54%	(426)	41%	(324)	4%	(34)	784
PID: Rep (no lean)	44%	(274)	50%	(308)	6%	(36)	618
PID/Gender: Dem Men	61%	(213)	36%	(126)	3%	(12)	350
PID/Gender: Dem Women	51%	(231)	43%	(193)	6%	(25)	449
PID/Gender: Ind Men	51%	(203)	43%	(168)	6%	(24)	396
PID/Gender: Ind Women	57%	(223)	40%	(155)	3%	(10)	388
PID/Gender: Rep Men	41%	(131)	52%	(164)	7%	(21)	316
PID/Gender: Rep Women	47%	(143)	48%	(144)	5%	(15)	302
Ideo: Liberal (1-3)	59%	(407)	37%	(255)	4%	(25)	688
Ideo: Moderate (4)	52%	(276)	45%	(239)	4%	(21)	536
Ideo: Conservative (5-7)	42%	(299)	52%	(371)	6%	(46)	717
Educ: < College	55%	(835)	39%	(597)	5%	(82)	1513
Educ: Bachelors degree	45%	(201)	52%	(230)	3%	(13)	444
Educ: Post-grad	44%	(108)	51%	(124)	5%	(12)	244

Continued on next page

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

Music

Demographic	Music: An avid fan	Music: A casual fan	Music: Not a fan	Total N
Adults	52% (1143)	43% (951)	5% (107)	2201
Income: Under 50k	53% (692)	41% (531)	6% (72)	1295
Income: 50k-100k	50% (329)	46% (309)	4% (27)	664
Income: 100k+	50% (122)	46% (112)	3% (8)	242
Ethnicity: White	50% (856)	45% (783)	5% (84)	1723
Ethnicity: Hispanic	64% (222)	32% (111)	5% (16)	350
Ethnicity: Afr. Am.	64% (175)	33% (90)	3% (9)	274
Ethnicity: Other	55% (112)	38% (78)	7% (13)	204
All Christian	46% (441)	48% (454)	6% (60)	954
All Non-Christian	51% (52)	40% (41)	9% (10)	103
Atheist	68% (79)	31% (37)	1% (1)	117
Agnostic/Nothing in particular	56% (571)	41% (420)	3% (36)	1027
Religious Non-Protestant/Catholic	52% (68)	41% (54)	7% (10)	132
Evangelical	53% (325)	41% (252)	6% (36)	613
Non-Evangelical	47% (370)	48% (377)	5% (39)	787
Community: Urban	61% (365)	35% (214)	4% (23)	602
Community: Suburban	50% (500)	45% (454)	5% (50)	1004
Community: Rural	47% (278)	48% (283)	6% (34)	595
Employ: Private Sector	55% (356)	43% (273)	2% (13)	642
Employ: Government	49% (61)	47% (58)	4% (5)	124
Employ: Self-Employed	59% (106)	35% (64)	6% (10)	180
Employ: Homemaker	52% (88)	43% (73)	6% (9)	170
Employ: Student	76% (85)	22% (24)	2% (2)	111
Employ: Retired	34% (175)	58% (304)	8% (42)	521
Employ: Unemployed	63% (157)	34% (85)	3% (9)	250
Employ: Other	57% (115)	35% (71)	8% (17)	202
Military HH: Yes	47% (165)	48% (169)	5% (18)	353
Military HH: No	53% (978)	42% (782)	5% (88)	1848
RD/WT: Right Direction	48% (400)	47% (392)	6% (47)	839
RD/WT: Wrong Track	55% (743)	41% (559)	4% (60)	1362
Trump Job Approve	45% (395)	49% (429)	6% (50)	873
Trump Job Disapprove	56% (667)	40% (476)	4% (46)	1190

Continued on next page

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

Music

Demographic	Music: An avid fan	Music: A casual fan	Music: Not a fan	Total N
Adults	52% (1143)	43% (951)	5% (107)	2201
Trump Job Strongly Approve	42% (186)	51% (227)	7% (33)	446
Trump Job Somewhat Approve	49% (209)	47% (202)	4% (16)	427
Trump Job Somewhat Disapprove	55% (151)	40% (110)	5% (13)	275
Trump Job Strongly Disapprove	56% (516)	40% (367)	4% (33)	915
Favorable of Trump	47% (401)	48% (414)	5% (45)	860
Unfavorable of Trump	56% (673)	40% (479)	4% (42)	1194
Very Favorable of Trump	44% (200)	50% (227)	6% (30)	456
Somewhat Favorable of Trump	50% (202)	46% (187)	4% (15)	404
Somewhat Unfavorable of Trump	52% (108)	42% (88)	6% (12)	208
Very Unfavorable of Trump	57% (565)	40% (390)	3% (30)	985
#1 Issue: Economy	57% (300)	40% (209)	4% (19)	528
#1 Issue: Security	45% (187)	48% (200)	7% (29)	415
#1 Issue: Health Care	54% (194)	44% (156)	2% (7)	357
#1 Issue: Medicare / Social Security	46% (159)	45% (155)	9% (29)	344
#1 Issue: Women's Issues	59% (105)	38% (68)	3% (6)	179
#1 Issue: Education	62% (103)	36% (60)	2% (4)	167
#1 Issue: Energy	51% (56)	42% (45)	7% (8)	109
#1 Issue: Other	39% (40)	57% (57)	4% (5)	101
2018 House Vote: Democrat	55% (440)	41% (327)	5% (37)	803
2018 House Vote: Republican	43% (273)	51% (319)	6% (38)	630
2018 House Vote: Someone else	56% (57)	41% (42)	2% (3)	101
2018 House Vote: Didnt Vote	56% (372)	39% (261)	4% (29)	663
2016 Vote: Hillary Clinton	50% (347)	46% (320)	4% (26)	693
2016 Vote: Donald Trump	44% (281)	51% (325)	6% (37)	643
2016 Vote: Someone else	52% (95)	43% (78)	4% (8)	181
2016 Vote: Didnt Vote	62% (421)	33% (223)	5% (33)	677
Voted in 2014: Yes	46% (630)	49% (660)	5% (65)	1356
Voted in 2014: No	61% (513)	34% (291)	5% (41)	845

Continued on next page

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

Music

Demographic	Music: An avid fan	Music: A casual fan	Music: Not a fan	Total N
Adults	52% (1143)	43% (951)	5% (107)	2201
2012 Vote: Barack Obama	51% (433)	45% (380)	4% (32)	846
2012 Vote: Mitt Romney	41% (203)	52% (260)	7% (33)	497
2012 Vote: Other	45% (50)	50% (55)	4% (5)	110
2012 Vote: Didn't Vote	61% (454)	34% (250)	5% (36)	741
4-Region: Northeast	47% (185)	49% (193)	4% (16)	394
4-Region: Midwest	51% (236)	44% (201)	5% (25)	462
4-Region: South	55% (451)	41% (336)	5% (38)	825
4-Region: West	52% (271)	43% (221)	5% (28)	520
Watch TV: Every day	56% (623)	41% (452)	3% (36)	1111
Watch TV: Several times per week	54% (275)	42% (216)	4% (18)	508
Watch TV: About once per week	48% (72)	46% (69)	6% (9)	150
Watch TV: Several times per month	43% (36)	55% (46)	2% (2)	83
Watch TV: About once per month	53% (34)	45% (28)	2% (1)	63
Watch TV: Less often than once per month	40% (42)	51% (53)	9% (10)	105
Watch TV: Never	34% (62)	48% (87)	18% (32)	181
Watch Movies: Every day	71% (335)	26% (122)	3% (15)	472
Watch Movies: Several times per week	55% (319)	42% (240)	3% (19)	577
Watch Movies: About once per week	48% (162)	50% (167)	2% (5)	334
Watch Movies: Several times per month	49% (124)	47% (117)	4% (10)	251
Watch Movies: About once per month	41% (80)	54% (106)	5% (11)	196
Watch Movies: Less often than once per month	40% (68)	56% (96)	4% (7)	170
Watch Movies: Never	28% (57)	52% (103)	20% (40)	200
Watch Sporting Events: Every day	59% (113)	36% (69)	5% (11)	193
Watch Sporting Events: Several times per week	61% (219)	36% (130)	3% (9)	359
Watch Sporting Events: About once per week	51% (116)	44% (99)	4% (10)	225
Watch Sporting Events: Several times per month	54% (78)	44% (63)	2% (3)	144
Watch Sporting Events: About once per month	57% (91)	41% (65)	2% (4)	160
Watch Sporting Events: Less often than once per month	52% (178)	46% (158)	2% (8)	344
Watch Sporting Events: Never	45% (349)	47% (366)	8% (62)	778

Continued on next page

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

Music

Demographic	Music: An avid fan	Music: A casual fan	Music: Not a fan	Total N
Adults	52% (1143)	43% (951)	5% (107)	2201
Cable TV: Currently subscribe	52% (542)	44% (453)	4% (39)	1034
Cable TV: Subscribed in past	56% (420)	41% (309)	4% (28)	756
Cable TV: Never subscribed	44% (182)	46% (189)	10% (40)	411
Satellite TV: Currently subscribe	54% (249)	40% (187)	6% (28)	464
Satellite TV: Subscribed in past	58% (358)	40% (248)	2% (14)	620
Satellite TV: Never subscribed	48% (537)	46% (516)	6% (65)	1117
Streaming Services: Currently subscribe	59% (754)	39% (507)	2% (27)	1288
Streaming Services: Subscribed in past	49% (100)	46% (93)	5% (10)	203
Streaming Services: Never subscribed	41% (289)	49% (351)	10% (70)	710
Film: An avid fan	75% (636)	24% (208)	1% (9)	853
Film: A casual fan	40% (448)	56% (624)	4% (39)	1112
Film: Not a fan	25% (59)	50% (119)	25% (59)	237
Television: An avid fan	64% (716)	33% (366)	4% (40)	1122
Television: A casual fan	40% (377)	56% (523)	4% (36)	935
Television: Not a fan	35% (50)	43% (62)	22% (31)	143
Music: An avid fan	100% (1143)	— (0)	— (0)	1143
Music: A casual fan	— (0)	100% (951)	— (0)	951
Music: Not a fan	— (0)	— (0)	100% (107)	107
Fashion: An avid fan	84% (272)	15% (48)	1% (2)	322
Fashion: A casual fan	55% (489)	43% (381)	1% (11)	881
Fashion: Not a fan	38% (383)	52% (521)	9% (94)	998

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

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

Fashion

Demographic	Fashion: An avid fan		Fashion: A casual fan		Fashion: Not a fan		Total N
Adults	15%	(322)	40%	(881)	45%	(998)	2201
Gender: Male	12%	(122)	29%	(306)	60%	(634)	1062
Gender: Female	18%	(200)	50%	(575)	32%	(364)	1139
Age: 18-29	23%	(104)	44%	(195)	33%	(146)	445
Age: 30-44	16%	(93)	42%	(240)	41%	(234)	568
Age: 45-54	16%	(57)	40%	(138)	44%	(152)	348
Age: 55-64	9%	(38)	35%	(142)	56%	(224)	404
Age: 65+	7%	(30)	38%	(165)	55%	(242)	436
Generation Z: 18-22	28%	(55)	47%	(91)	25%	(49)	194
Millennial: Age 23-38	18%	(117)	42%	(263)	40%	(253)	633
Generation X: Age 39-54	15%	(82)	41%	(220)	43%	(230)	533
Boomers: Age 55-73	9%	(65)	36%	(263)	56%	(411)	739
PID: Dem (no lean)	20%	(161)	44%	(350)	36%	(288)	799
PID: Ind (no lean)	13%	(99)	38%	(298)	49%	(387)	784
PID: Rep (no lean)	10%	(62)	38%	(232)	52%	(323)	618
PID/Gender: Dem Men	19%	(68)	36%	(126)	45%	(157)	350
PID/Gender: Dem Women	21%	(94)	50%	(224)	29%	(131)	449
PID/Gender: Ind Men	8%	(33)	26%	(103)	66%	(260)	396
PID/Gender: Ind Women	17%	(66)	50%	(195)	33%	(127)	388
PID/Gender: Rep Men	7%	(22)	24%	(77)	69%	(218)	316
PID/Gender: Rep Women	13%	(41)	52%	(156)	35%	(105)	302
Ideo: Liberal (1-3)	19%	(132)	43%	(296)	38%	(260)	688
Ideo: Moderate (4)	13%	(71)	45%	(241)	42%	(224)	536
Ideo: Conservative (5-7)	9%	(66)	35%	(252)	56%	(399)	717
Educ: < College	16%	(245)	41%	(625)	43%	(643)	1513
Educ: Bachelors degree	14%	(64)	35%	(157)	50%	(224)	444
Educ: Post-grad	6%	(14)	40%	(99)	54%	(131)	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	15%	(322)	40%	(881)	45%	(998)	2201
Income: Under 50k	15%	(192)	40%	(515)	45%	(588)	1295
Income: 50k-100k	15%	(97)	40%	(265)	46%	(303)	664
Income: 100k+	14%	(34)	41%	(100)	45%	(108)	242
Ethnicity: White	11%	(184)	39%	(680)	50%	(859)	1723
Ethnicity: Hispanic	24%	(85)	37%	(129)	39%	(136)	350
Ethnicity: Afr. Am.	33%	(90)	43%	(117)	25%	(67)	274
Ethnicity: Other	24%	(49)	41%	(84)	35%	(72)	204
All Christian	11%	(106)	40%	(381)	49%	(467)	954
All Non-Christian	17%	(18)	43%	(44)	40%	(41)	103
Atheist	13%	(16)	33%	(38)	54%	(63)	117
Agnostic/Nothing in particular	18%	(183)	41%	(417)	42%	(427)	1027
Religious Non-Protestant/Catholic	17%	(22)	42%	(56)	41%	(54)	132
Evangelical	17%	(104)	38%	(236)	45%	(274)	613
Non-Evangelical	11%	(87)	43%	(336)	46%	(364)	787
Community: Urban	19%	(113)	41%	(250)	40%	(239)	602
Community: Suburban	13%	(132)	42%	(423)	45%	(449)	1004
Community: Rural	13%	(78)	35%	(208)	52%	(310)	595
Employ: Private Sector	16%	(102)	39%	(248)	45%	(292)	642
Employ: Government	12%	(15)	49%	(61)	39%	(49)	124
Employ: Self-Employed	18%	(33)	45%	(81)	37%	(66)	180
Employ: Homemaker	14%	(24)	48%	(82)	38%	(64)	170
Employ: Student	26%	(29)	43%	(48)	31%	(34)	111
Employ: Retired	6%	(32)	38%	(198)	56%	(291)	521
Employ: Unemployed	20%	(50)	35%	(87)	45%	(114)	250
Employ: Other	18%	(37)	38%	(77)	44%	(88)	202
Military HH: Yes	10%	(35)	33%	(118)	57%	(200)	353
Military HH: No	16%	(287)	41%	(763)	43%	(798)	1848
RD/WT: Right Direction	12%	(101)	36%	(305)	52%	(432)	839
RD/WT: Wrong Track	16%	(221)	42%	(576)	42%	(566)	1362
Trump Job Approve	9%	(83)	37%	(323)	54%	(468)	873
Trump Job Disapprove	18%	(213)	42%	(501)	40%	(476)	1190

Continued on next page

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

Fashion

Demographic	Fashion: An avid fan		Fashion: A casual fan		Fashion: Not a fan		Total N
Adults	15%	(322)	40%	(881)	45%	(998)	2201
Trump Job Strongly Approve	10%	(44)	34%	(152)	56%	(251)	446
Trump Job Somewhat Approve	9%	(39)	40%	(171)	51%	(217)	427
Trump Job Somewhat Disapprove	15%	(40)	48%	(132)	37%	(103)	275
Trump Job Strongly Disapprove	19%	(173)	40%	(369)	41%	(373)	915
Favorable of Trump	10%	(83)	37%	(321)	53%	(456)	860
Unfavorable of Trump	17%	(209)	42%	(505)	40%	(480)	1194
Very Favorable of Trump	10%	(44)	34%	(156)	56%	(256)	456
Somewhat Favorable of Trump	10%	(39)	41%	(165)	49%	(200)	404
Somewhat Unfavorable of Trump	13%	(27)	45%	(94)	42%	(87)	208
Very Unfavorable of Trump	18%	(181)	42%	(411)	40%	(393)	985
#1 Issue: Economy	18%	(93)	38%	(198)	45%	(237)	528
#1 Issue: Security	9%	(37)	41%	(169)	50%	(209)	415
#1 Issue: Health Care	13%	(48)	45%	(161)	42%	(149)	357
#1 Issue: Medicare / Social Security	14%	(48)	31%	(106)	55%	(190)	344
#1 Issue: Women's Issues	20%	(36)	54%	(96)	26%	(47)	179
#1 Issue: Education	18%	(30)	44%	(73)	39%	(65)	167
#1 Issue: Energy	19%	(21)	37%	(41)	43%	(47)	109
#1 Issue: Other	10%	(10)	36%	(37)	54%	(55)	101
2018 House Vote: Democrat	18%	(146)	42%	(338)	40%	(319)	803
2018 House Vote: Republican	9%	(57)	36%	(224)	55%	(348)	630
2018 House Vote: Someone else	12%	(12)	49%	(49)	40%	(40)	101
2018 House Vote: Didnt Vote	16%	(107)	40%	(266)	44%	(290)	663
2016 Vote: Hillary Clinton	19%	(129)	43%	(299)	38%	(265)	693
2016 Vote: Donald Trump	8%	(52)	36%	(233)	56%	(357)	643
2016 Vote: Someone else	10%	(18)	37%	(67)	53%	(96)	181
2016 Vote: Didnt Vote	18%	(123)	41%	(279)	41%	(275)	677
Voted in 2014: Yes	14%	(188)	38%	(517)	48%	(651)	1356
Voted in 2014: No	16%	(134)	43%	(364)	41%	(347)	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	15%	(322)	40%	(881)	45%	(998)	2201
2012 Vote: Barack Obama	17%	(141)	43%	(367)	40%	(339)	846
2012 Vote: Mitt Romney	7%	(33)	36%	(179)	57%	(284)	497
2012 Vote: Other	9%	(9)	24%	(27)	67%	(74)	110
2012 Vote: Didn't Vote	19%	(139)	42%	(308)	40%	(294)	741
4-Region: Northeast	13%	(53)	42%	(166)	45%	(176)	394
4-Region: Midwest	12%	(57)	41%	(189)	47%	(217)	462
4-Region: South	16%	(136)	40%	(328)	44%	(361)	825
4-Region: West	15%	(77)	38%	(198)	47%	(245)	520
Watch TV: Every day	18%	(198)	40%	(449)	42%	(464)	1111
Watch TV: Several times per week	13%	(65)	43%	(217)	44%	(226)	508
Watch TV: About once per week	14%	(22)	41%	(61)	44%	(67)	150
Watch TV: Several times per month	7%	(5)	45%	(37)	49%	(40)	83
Watch TV: About once per month	15%	(10)	52%	(33)	33%	(21)	63
Watch TV: Less often than once per month	10%	(11)	37%	(39)	53%	(55)	105
Watch TV: Never	7%	(12)	24%	(44)	69%	(125)	181
Watch Movies: Every day	27%	(127)	43%	(201)	30%	(143)	472
Watch Movies: Several times per week	16%	(90)	39%	(228)	45%	(259)	577
Watch Movies: About once per week	9%	(30)	43%	(144)	48%	(160)	334
Watch Movies: Several times per month	8%	(19)	46%	(115)	47%	(117)	251
Watch Movies: About once per month	7%	(14)	44%	(86)	49%	(96)	196
Watch Movies: Less often than once per month	16%	(28)	33%	(57)	51%	(86)	170
Watch Movies: Never	7%	(14)	25%	(50)	68%	(137)	200
Watch Sporting Events: Every day	23%	(44)	32%	(61)	45%	(87)	193
Watch Sporting Events: Several times per week	18%	(65)	39%	(141)	43%	(153)	359
Watch Sporting Events: About once per week	21%	(47)	38%	(85)	41%	(93)	225
Watch Sporting Events: Several times per month	13%	(18)	48%	(69)	39%	(57)	144
Watch Sporting Events: About once per month	16%	(25)	42%	(67)	43%	(68)	160
Watch Sporting Events: Less often than once per month	12%	(42)	43%	(149)	44%	(152)	344
Watch Sporting Events: Never	10%	(81)	40%	(309)	50%	(387)	778

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

Fashion

Demographic	Fashion: An avid fan		Fashion: A casual fan		Fashion: Not a fan		Total N
Adults	15%	(322)	40%	(881)	45%	(998)	2201
Cable TV: Currently subscribe	17%	(172)	40%	(411)	44%	(451)	1034
Cable TV: Subscribed in past	12%	(94)	42%	(317)	46%	(344)	756
Cable TV: Never subscribed	14%	(56)	37%	(152)	49%	(203)	411
Satellite TV: Currently subscribe	19%	(88)	43%	(199)	38%	(177)	464
Satellite TV: Subscribed in past	13%	(82)	43%	(267)	44%	(271)	620
Satellite TV: Never subscribed	14%	(153)	37%	(415)	49%	(550)	1117
Streaming Services: Currently subscribe	17%	(224)	44%	(564)	39%	(499)	1288
Streaming Services: Subscribed in past	17%	(35)	36%	(73)	47%	(95)	203
Streaming Services: Never subscribed	9%	(63)	34%	(243)	57%	(404)	710
Film: An avid fan	26%	(224)	42%	(355)	32%	(274)	853
Film: A casual fan	8%	(85)	43%	(476)	49%	(550)	1112
Film: Not a fan	5%	(13)	21%	(50)	73%	(174)	237
Television: An avid fan	22%	(244)	41%	(461)	37%	(417)	1122
Television: A casual fan	8%	(72)	42%	(390)	51%	(474)	935
Television: Not a fan	5%	(7)	21%	(30)	75%	(107)	143
Music: An avid fan	24%	(272)	43%	(489)	34%	(383)	1143
Music: A casual fan	5%	(48)	40%	(381)	55%	(521)	951
Music: Not a fan	2%	(2)	10%	(11)	88%	(94)	107
Fashion: An avid fan	100%	(322)	—	(0)	—	(0)	322
Fashion: A casual fan	—	(0)	100%	(881)	—	(0)	881
Fashion: Not a fan	—	(0)	—	(0)	100%	(998)	998

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	445	20%
	Age: 30-44	568	26%
	Age: 45-54	348	16%
	Age: 55-64	404	18%
	Age: 65+	436	20%
	N	2201	
demAgeGeneration	Generation Z: 18-22	194	9%
	Millennial: Age 23-38	633	29%
	Generation X: Age 39-54	533	24%
	Boomers: Age 55-73	739	34%
	N	2100	
xpid3	PID: Dem (no lean)	799	36%
	PID: Ind (no lean)	784	36%
	PID: Rep (no lean)	618	28%
	N	2201	
xpidGender	PID/Gender: Dem Men	350	16%
	PID/Gender: Dem Women	449	20%
	PID/Gender: Ind Men	396	18%
	PID/Gender: Ind Women	388	18%
	PID/Gender: Rep Men	316	14%
	PID/Gender: Rep Women	302	14%
	N	2201	
xdemIdeo3	Ideo: Liberal (1-3)	688	31%
	Ideo: Moderate (4)	536	24%
	Ideo: Conservative (5-7)	717	33%
	N	1940	
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	1295	59%
	Income: 50k-100k	664	30%
	Income: 100k+	242	11%
	N	2201	
xdemWhite	Ethnicity: White	1723	78%
xdemHispBin	Ethnicity: Hispanic	350	16%
demBlackBin	Ethnicity: Afr. Am.	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	954	43%
	All Non-Christian	103	5%
	Atheist	117	5%
	Agnostic/Nothing in particular	1027	47%
	N	2201	
xdemReligOther	Religious Non-Protestant/Catholic	132	6%
xdemEvang	Evangelical	613	28%
	Non-Evangelical	787	36%
	N	1400	
xdemUsr	Community: Urban	602	27%
	Community: Suburban	1004	46%
	Community: Rural	595	27%
	N	2201	
xdemEmploy	Employ: Private Sector	642	29%
	Employ: Government	124	6%
	Employ: Self-Employed	180	8%
	Employ: Homemaker	170	8%
	Employ: Student	111	5%
	Employ: Retired	521	24%
	Employ: Unemployed	250	11%
	Employ: Other	202	9%
	N	2201	
xdemMilHH1	Military HH: Yes	353	16%
	Military HH: No	1848	84%
	N	2201	
xnrl	RD/WT: Right Direction	839	38%
	RD/WT: Wrong Track	1362	62%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Approve	Trump Job Approve	873	40%
	Trump Job Disapprove	1190	54%
	N	2063	
Trump_Approve2	Trump Job Strongly Approve	446	20%
	Trump Job Somewhat Approve	427	19%
	Trump Job Somewhat Disapprove	275	12%
	Trump Job Strongly Disapprove	915	42%
	N	2063	
Trump_Fav	Favorable of Trump	860	39%
	Unfavorable of Trump	1194	54%
	N	2054	
Trump_Fav_FULL	Very Favorable of Trump	456	21%
	Somewhat Favorable of Trump	404	18%
	Somewhat Unfavorable of Trump	208	9%
	Very Unfavorable of Trump	985	45%
	N	2054	
xnr3	#1 Issue: Economy	528	24%
	#1 Issue: Security	415	19%
	#1 Issue: Health Care	357	16%
	#1 Issue: Medicare / Social Security	344	16%
	#1 Issue: Women's Issues	179	8%
	#1 Issue: Education	167	8%
	#1 Issue: Energy	109	5%
	#1 Issue: Other	101	5%
	N	2201	
xsubVote18O	2018 House Vote: Democrat	803	36%
	2018 House Vote: Republican	630	29%
	2018 House Vote: Someone else	101	5%
	2018 House Vote: Didnt Vote	663	30%
	N	2197	
xsubVote16O	2016 Vote: Hillary Clinton	693	32%
	2016 Vote: Donald Trump	643	29%
	2016 Vote: Someone else	181	8%
	2016 Vote: Didnt Vote	677	31%
	N	2194	
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	846	38%
	2012 Vote: Mitt Romney	497	23%
	2012 Vote: Other	110	5%
	2012 Vote: Didn't Vote	741	34%
	N	2193	
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	1111	50%
	Watch TV: Several times per week	508	23%
	Watch TV: About once per week	150	7%
	Watch TV: Several times per month	83	4%
	Watch TV: About once per month	63	3%
	Watch TV: Less often than once per month	105	5%
	Watch TV: Never	181	8%
N	2201		
HRdem1_2	Watch Movies: Every day	472	21%
	Watch Movies: Several times per week	577	26%
	Watch Movies: About once per week	334	15%
	Watch Movies: Several times per month	251	11%
	Watch Movies: About once per month	196	9%
	Watch Movies: Less often than once per month	170	8%
	Watch Movies: Never	200	9%
N	2201		
HRdem1_3	Watch Sporting Events: Every day	193	9%
	Watch Sporting Events: Several times per week	359	16%
	Watch Sporting Events: About once per week	225	10%
	Watch Sporting Events: Several times per month	144	7%
	Watch Sporting Events: About once per month	160	7%
	Watch Sporting Events: Less often than once per month	344	16%
	Watch Sporting Events: Never	778	35%
N	2201		
HRdem2_1	Cable TV: Currently subscribe	1034	47%
	Cable TV: Subscribed in past	756	34%
	Cable TV: Never subscribed	411	19%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
HRdem2_2	Satellite TV: Currently subscribe	464	21%
	Satellite TV: Subscribed in past	620	28%
	Satellite TV: Never subscribed	1117	51%
	N	2201	
HRdem2_3	Streaming Services: Currently subscribe	1288	59%
	Streaming Services: Subscribed in past	203	9%
	Streaming Services: Never subscribed	710	32%
	N	2201	
HRdem3_1	Film: An avid fan	853	39%
	Film: A casual fan	1112	51%
	Film: Not a fan	237	11%
	N	2201	
HRdem3_2	Television: An avid fan	1122	51%
	Television: A casual fan	935	43%
	Television: Not a fan	143	7%
	N	2201	
HRdem3_3	Music: An avid fan	1143	52%
	Music: A casual fan	951	43%
	Music: Not a fan	107	5%
	N	2201	
HRdem3_4	Fashion: An avid fan	322	15%
	Fashion: A casual fan	881	40%
	Fashion: Not a fan	998	45%
	N	2201	

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

