



National Tracking Poll #190719  
July 12-14, 2019

*Crosstabulation Results*

*Methodology:*

This poll was conducted between July 12-July 14, 2019 among a national sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, educational attainment, gender, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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## Crosstabulation Results by Respondent Demographics

**Table HR1\_1:** How much have you seen, read or heard about each of the following?  
*Disney+, the upcoming online video streaming subscription service that will host Disney TV shows, movies and other content.*

Demographic	A lot		Some		Not much		Nothing at all		Don't know / No opinion	Total N	
Adults	13%	(290)	26%	(566)	20%	(443)	26%	(574)	15%	(327)	2200
Gender: Male	15%	(158)	26%	(280)	22%	(234)	25%	(262)	12%	(128)	1062
Gender: Female	12%	(133)	25%	(286)	18%	(208)	27%	(313)	17%	(198)	1138
Age: 18-29	26%	(119)	28%	(127)	18%	(81)	12%	(56)	17%	(78)	462
Age: 30-44	17%	(92)	30%	(165)	19%	(103)	19%	(107)	15%	(83)	551
Age: 45-54	11%	(44)	27%	(110)	21%	(88)	27%	(113)	14%	(58)	414
Age: 55-64	8%	(25)	22%	(73)	21%	(71)	35%	(119)	15%	(49)	337
Age: 65+	2%	(10)	21%	(90)	23%	(99)	41%	(179)	13%	(58)	436
Generation Z: 18-22	27%	(55)	22%	(45)	18%	(38)	13%	(26)	20%	(41)	205
Millennial: Age 23-38	22%	(135)	30%	(186)	18%	(109)	16%	(99)	15%	(95)	624
Generation X: Age 39-54	11%	(65)	29%	(172)	21%	(126)	25%	(151)	14%	(83)	598
Boomers: Age 55-73	5%	(35)	22%	(149)	21%	(148)	39%	(266)	13%	(93)	691
PID: Dem (no lean)	15%	(117)	28%	(219)	21%	(166)	25%	(199)	11%	(90)	790
PID: Ind (no lean)	12%	(92)	27%	(209)	19%	(148)	24%	(187)	19%	(149)	786
PID: Rep (no lean)	13%	(81)	22%	(139)	21%	(129)	30%	(188)	14%	(88)	624
PID/Gender: Dem Men	16%	(57)	29%	(104)	21%	(77)	25%	(91)	9%	(33)	361
PID/Gender: Dem Women	14%	(60)	27%	(115)	21%	(89)	25%	(109)	13%	(56)	428
PID/Gender: Ind Men	11%	(43)	26%	(101)	23%	(88)	25%	(94)	14%	(55)	380
PID/Gender: Ind Women	12%	(50)	27%	(108)	15%	(60)	23%	(93)	23%	(94)	406
PID/Gender: Rep Men	18%	(59)	23%	(75)	22%	(70)	24%	(77)	13%	(40)	320
PID/Gender: Rep Women	7%	(22)	21%	(64)	20%	(59)	37%	(111)	16%	(47)	304
Ideo: Liberal (1-3)	19%	(125)	31%	(211)	20%	(136)	21%	(141)	9%	(61)	674
Ideo: Moderate (4)	11%	(54)	29%	(146)	22%	(110)	26%	(134)	13%	(67)	510
Ideo: Conservative (5-7)	10%	(71)	23%	(161)	22%	(150)	32%	(221)	12%	(82)	684
Educ: < College	13%	(196)	23%	(352)	20%	(298)	27%	(407)	17%	(259)	1512
Educ: Bachelors degree	15%	(67)	32%	(142)	19%	(86)	24%	(109)	9%	(41)	444
Educ: Post-grad	11%	(27)	30%	(73)	24%	(59)	24%	(58)	11%	(27)	244

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**Table HR1\_1:** How much have you seen, read or heard about each of the following?*Disney+, the upcoming online video streaming subscription service that will host Disney TV shows, movies and other content.*

Demographic	A lot	Some	Not much	Nothing at all	Don't know / No opinion	Total N
Adults	13% (290)	26% (566)	20% (443)	26% (574)	15% (327)	2200
Income: Under 50k	13% (172)	24% (311)	20% (264)	26% (345)	17% (231)	1323
Income: 50k-100k	14% (91)	28% (189)	21% (139)	27% (178)	11% (73)	669
Income: 100k+	13% (28)	32% (66)	19% (40)	25% (52)	11% (23)	209
Ethnicity: White	12% (212)	26% (440)	20% (348)	27% (471)	14% (250)	1722
Ethnicity: Hispanic	20% (71)	27% (96)	19% (68)	14% (51)	18% (64)	349
Ethnicity: Afr. Am.	19% (53)	27% (75)	18% (48)	23% (62)	13% (36)	274
Ethnicity: Other	12% (25)	25% (51)	23% (47)	20% (41)	20% (41)	204
All Christian	11% (100)	27% (245)	22% (200)	28% (257)	11% (103)	905
All Non-Christian	22% (19)	21% (18)	19% (16)	27% (23)	11% (10)	86
Atheist	13% (14)	19% (20)	29% (30)	24% (25)	15% (16)	104
Agnostic/Nothing in particular	14% (158)	26% (283)	18% (196)	24% (270)	18% (198)	1105
Religious Non-Protestant/Catholic	23% (28)	23% (28)	17% (21)	24% (29)	12% (14)	119
Evangelical	11% (66)	28% (166)	21% (126)	26% (154)	13% (75)	587
Non-Evangelical	11% (84)	26% (193)	21% (157)	29% (216)	13% (100)	750
Community: Urban	17% (93)	24% (137)	22% (125)	21% (120)	15% (87)	562
Community: Suburban	13% (124)	28% (277)	19% (189)	27% (268)	12% (120)	978
Community: Rural	11% (73)	23% (152)	19% (128)	28% (186)	18% (119)	659
Employ: Private Sector	16% (103)	31% (198)	22% (142)	22% (144)	10% (62)	648
Employ: Government	21% (30)	37% (54)	12% (17)	18% (26)	12% (18)	145
Employ: Self-Employed	15% (31)	21% (43)	16% (34)	26% (54)	22% (46)	207
Employ: Homemaker	16% (24)	26% (40)	18% (29)	25% (38)	16% (25)	156
Employ: Student	27% (29)	26% (28)	20% (22)	13% (14)	15% (16)	108
Employ: Retired	3% (13)	22% (106)	24% (113)	39% (188)	12% (56)	476
Employ: Unemployed	14% (33)	25% (59)	22% (53)	21% (51)	18% (44)	240
Employ: Other	12% (27)	17% (38)	16% (34)	27% (59)	27% (60)	219
Military HH: Yes	12% (43)	24% (89)	20% (74)	31% (112)	13% (47)	365
Military HH: No	13% (247)	26% (477)	20% (369)	25% (462)	15% (280)	1835
RD/WT: Right Direction	12% (100)	26% (219)	21% (172)	27% (229)	14% (120)	840
RD/WT: Wrong Track	14% (190)	26% (348)	20% (270)	25% (345)	15% (207)	1360

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**Table HR1\_1: How much have you seen, read or heard about each of the following?  
Disney+, the upcoming online video streaming subscription service that will host Disney TV shows, movies and other content.**

Demographic	A lot	Some	Not much	Nothing at all	Don't know / No opinion	Total N
Adults	13% (290)	26% (566)	20% (443)	26% (574)	15% (327)	2200
Trump Job Approve	11% (94)	25% (208)	23% (189)	29% (248)	12% (101)	841
Trump Job Disapprove	15% (186)	27% (336)	20% (240)	24% (299)	13% (165)	1226
Trump Job Strongly Approve	13% (65)	21% (100)	22% (105)	33% (159)	11% (56)	485
Trump Job Somewhat Approve	8% (29)	30% (108)	24% (84)	25% (89)	13% (45)	355
Trump Job Somewhat Disapprove	12% (37)	32% (97)	20% (63)	19% (58)	16% (50)	306
Trump Job Strongly Disapprove	16% (149)	26% (239)	19% (177)	26% (240)	12% (115)	921
Favorable of Trump	11% (90)	25% (206)	22% (185)	30% (253)	12% (103)	837
Unfavorable of Trump	16% (187)	28% (332)	20% (237)	24% (284)	13% (153)	1193
Very Favorable of Trump	12% (59)	21% (107)	21% (109)	33% (170)	13% (64)	509
Somewhat Favorable of Trump	9% (30)	30% (99)	23% (76)	25% (84)	12% (39)	328
Somewhat Unfavorable of Trump	12% (29)	32% (76)	20% (46)	20% (48)	16% (39)	238
Very Unfavorable of Trump	17% (158)	27% (257)	20% (191)	25% (236)	12% (114)	955
#1 Issue: Economy	14% (73)	28% (148)	25% (128)	22% (113)	11% (57)	519
#1 Issue: Security	9% (41)	25% (110)	19% (86)	35% (156)	12% (52)	444
#1 Issue: Health Care	14% (51)	30% (107)	19% (67)	23% (83)	14% (51)	359
#1 Issue: Medicare / Social Security	5% (18)	20% (65)	19% (63)	40% (134)	16% (52)	332
#1 Issue: Women's Issues	21% (37)	28% (50)	13% (23)	15% (27)	22% (39)	177
#1 Issue: Education	23% (31)	28% (38)	21% (28)	11% (15)	17% (23)	135
#1 Issue: Energy	16% (18)	29% (33)	25% (29)	19% (21)	11% (12)	114
#1 Issue: Other	16% (19)	13% (16)	16% (19)	21% (26)	34% (40)	120
2018 House Vote: Democrat	15% (120)	29% (232)	22% (176)	26% (207)	9% (77)	811
2018 House Vote: Republican	12% (78)	26% (163)	21% (131)	30% (187)	10% (63)	622
2018 House Vote: Someone else	13% (13)	31% (31)	19% (19)	18% (18)	20% (20)	101
2016 Vote: Hillary Clinton	14% (99)	28% (199)	22% (157)	26% (182)	10% (70)	707
2016 Vote: Donald Trump	11% (72)	25% (164)	21% (137)	31% (209)	12% (82)	664
2016 Vote: Other	15% (22)	34% (51)	15% (23)	22% (34)	14% (21)	151
2016 Vote: Didn't Vote	14% (98)	22% (151)	18% (124)	22% (149)	23% (153)	676
Voted in 2014: Yes	12% (155)	28% (362)	22% (281)	28% (362)	11% (144)	1304
Voted in 2014: No	15% (135)	23% (204)	18% (162)	24% (212)	20% (183)	896

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**Table HR1\_1: How much have you seen, read or heard about each of the following?***Disney+, the upcoming online video streaming subscription service that will host Disney TV shows, movies and other content.*

Demographic	A lot		Some		Not much		Nothing at all		Don't know / No opinion	Total N	
Adults	13%	(290)	26%	(566)	20%	(443)	26%	(574)	15%	(327)	2200
2012 Vote: Barack Obama	13%	(111)	30%	(253)	20%	(173)	27%	(228)	10%	(87)	853
2012 Vote: Mitt Romney	9%	(42)	26%	(125)	23%	(109)	30%	(145)	12%	(60)	481
2012 Vote: Other	5%	(5)	27%	(26)	21%	(20)	30%	(28)	17%	(16)	94
2012 Vote: Didn't Vote	17%	(133)	21%	(163)	18%	(140)	22%	(172)	21%	(163)	770
4-Region: Northeast	13%	(49)	26%	(104)	20%	(78)	27%	(106)	14%	(56)	394
4-Region: Midwest	14%	(65)	24%	(112)	20%	(93)	27%	(123)	15%	(68)	462
4-Region: South	12%	(95)	25%	(203)	20%	(163)	29%	(239)	15%	(124)	824
4-Region: West	16%	(81)	28%	(146)	21%	(108)	20%	(105)	15%	(79)	520
Watch TV: Every day	16%	(172)	29%	(303)	20%	(214)	24%	(256)	10%	(104)	1049
Watch TV: Several times per week	13%	(71)	28%	(150)	21%	(115)	26%	(141)	11%	(61)	537
Watch TV: About once per week	8%	(10)	26%	(32)	22%	(28)	28%	(35)	15%	(19)	123
Watch TV: Several times per month	11%	(14)	29%	(38)	22%	(29)	20%	(26)	19%	(25)	133
Watch TV: About once per month	18%	(13)	14%	(10)	26%	(18)	25%	(18)	17%	(12)	70
Watch TV: Less often than once per month	5%	(5)	19%	(20)	23%	(24)	34%	(35)	19%	(20)	103
Watch TV: Never	3%	(6)	8%	(14)	8%	(14)	35%	(64)	46%	(85)	184
Watch Movies: Every day	26%	(114)	26%	(115)	18%	(79)	20%	(85)	10%	(43)	436
Watch Movies: Several times per week	14%	(77)	34%	(190)	21%	(115)	22%	(122)	9%	(51)	555
Watch Movies: About once per week	14%	(48)	24%	(80)	25%	(85)	25%	(84)	12%	(42)	338
Watch Movies: Several times per month	12%	(33)	27%	(76)	23%	(66)	24%	(69)	14%	(39)	283
Watch Movies: About once per month	5%	(9)	22%	(43)	21%	(40)	34%	(67)	19%	(37)	197
Watch Movies: Less often than once per month	4%	(8)	22%	(40)	20%	(37)	35%	(64)	18%	(33)	183
Watch Movies: Never	—	(0)	11%	(22)	10%	(21)	40%	(83)	39%	(82)	208
Watch Sporting Events: Every day	30%	(52)	23%	(39)	19%	(32)	20%	(35)	7%	(12)	169
Watch Sporting Events: Several times per week	15%	(49)	31%	(104)	19%	(65)	28%	(94)	7%	(22)	334
Watch Sporting Events: About once per week	16%	(33)	30%	(64)	26%	(55)	21%	(44)	8%	(17)	213
Watch Sporting Events: Several times per month	9%	(17)	29%	(55)	24%	(45)	25%	(48)	14%	(26)	190
Watch Sporting Events: About once per month	13%	(21)	26%	(45)	26%	(44)	22%	(37)	13%	(23)	170
Watch Sporting Events: Less often than once per month	15%	(53)	28%	(99)	21%	(75)	25%	(91)	11%	(41)	360
Watch Sporting Events: Never	9%	(66)	21%	(160)	17%	(127)	29%	(225)	24%	(187)	764

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**Table HR1\_1: How much have you seen, read or heard about each of the following?  
Disney+, the upcoming online video streaming subscription service that will host Disney TV shows, movies and other content.**

Demographic	A lot	Some	Not much	Nothing at all	Don't know / No opinion	Total N
Adults	13% (290)	26% (566)	20% (443)	26% (574)	15% (327)	2200
Cable TV: Currently subscribe	15% (155)	27% (290)	21% (224)	25% (269)	12% (124)	1062
Cable TV: Subscribed in past	13% (95)	26% (193)	21% (157)	26% (189)	14% (107)	742
Cable TV: Never subscribed	10% (40)	21% (83)	15% (61)	29% (116)	24% (96)	396
Satellite TV: Currently subscribe	14% (64)	24% (112)	22% (101)	28% (128)	13% (58)	462
Satellite TV: Subscribed in past	17% (100)	25% (155)	22% (137)	25% (149)	11% (67)	607
Satellite TV: Never subscribed	11% (126)	27% (300)	18% (205)	26% (298)	18% (202)	1130
Streaming Services: Currently subscribe	19% (255)	32% (434)	21% (282)	20% (270)	9% (124)	1365
Streaming Services: Subscribed in past	8% (16)	25% (53)	25% (52)	22% (46)	20% (41)	208
Streaming Services: Never subscribed	3% (20)	13% (79)	17% (108)	41% (258)	26% (161)	626
Film: An avid fan	21% (179)	33% (279)	17% (149)	20% (170)	9% (79)	856
Film: A casual fan	8% (87)	24% (252)	24% (250)	28% (290)	15% (151)	1030
Film: Not a fan	7% (20)	10% (30)	14% (41)	38% (111)	31% (92)	294
Television: An avid fan	17% (196)	27% (302)	20% (220)	25% (284)	11% (126)	1128
Television: A casual fan	10% (87)	26% (235)	22% (201)	27% (245)	15% (134)	902
Television: Not a fan	4% (5)	15% (22)	12% (18)	27% (42)	43% (66)	154
Music: An avid fan	17% (211)	26% (320)	20% (239)	25% (298)	12% (144)	1211
Music: A casual fan	9% (71)	27% (227)	22% (187)	28% (236)	13% (111)	833
Music: Not a fan	5% (8)	10% (14)	9% (13)	27% (38)	49% (69)	142
Fashion: An avid fan	22% (80)	27% (98)	18% (63)	23% (82)	10% (36)	359
Fashion: A casual fan	13% (108)	29% (241)	21% (169)	24% (197)	13% (109)	823
Fashion: Not a fan	10% (97)	22% (224)	21% (207)	29% (291)	18% (179)	998

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



**Table HR1\_2:** How much have you seen, read or heard about each of the following?

HBO Max, WarnerMedia's upcoming streaming service that will feature content from Warner Bros., Turner and HBO

Demographic	A lot		Some		Not much		Nothing at all		Don't know / No opinion		Total N
Adults	8%	(169)	16%	(343)	20%	(449)	40%	(870)	17%	(369)	2200
Gender: Male	10%	(111)	18%	(192)	21%	(219)	38%	(404)	13%	(136)	1062
Gender: Female	5%	(58)	13%	(151)	20%	(230)	41%	(466)	21%	(234)	1138
Age: 18-29	15%	(70)	16%	(75)	22%	(101)	26%	(120)	21%	(96)	462
Age: 30-44	9%	(51)	19%	(102)	19%	(104)	35%	(195)	18%	(99)	551
Age: 45-54	6%	(25)	18%	(73)	20%	(81)	41%	(169)	16%	(65)	414
Age: 55-64	5%	(18)	13%	(44)	22%	(74)	43%	(144)	17%	(56)	337
Age: 65+	1%	(5)	11%	(48)	21%	(90)	55%	(241)	12%	(53)	436
Generation Z: 18-22	12%	(24)	16%	(33)	22%	(46)	22%	(45)	27%	(56)	205
Millennial: Age 23-38	13%	(83)	15%	(95)	19%	(121)	35%	(217)	17%	(108)	624
Generation X: Age 39-54	6%	(39)	20%	(122)	20%	(119)	37%	(223)	16%	(96)	598
Boomers: Age 55-73	3%	(23)	12%	(84)	21%	(148)	49%	(340)	14%	(97)	691
PID: Dem (no lean)	8%	(63)	17%	(132)	23%	(180)	39%	(309)	13%	(105)	790
PID: Ind (no lean)	6%	(48)	15%	(121)	20%	(155)	36%	(285)	23%	(178)	786
PID: Rep (no lean)	9%	(58)	14%	(90)	18%	(114)	44%	(276)	14%	(87)	624
PID/Gender: Dem Men	11%	(41)	16%	(59)	24%	(86)	38%	(138)	10%	(36)	361
PID/Gender: Dem Women	5%	(22)	17%	(73)	22%	(95)	40%	(170)	16%	(69)	428
PID/Gender: Ind Men	6%	(23)	20%	(78)	21%	(78)	37%	(139)	16%	(62)	380
PID/Gender: Ind Women	6%	(25)	11%	(43)	19%	(77)	36%	(145)	29%	(116)	406
PID/Gender: Rep Men	15%	(46)	17%	(55)	17%	(55)	39%	(126)	12%	(37)	320
PID/Gender: Rep Women	4%	(11)	11%	(35)	19%	(59)	49%	(150)	16%	(49)	304
Ideo: Liberal (1-3)	10%	(68)	20%	(132)	23%	(156)	38%	(256)	9%	(61)	674
Ideo: Moderate (4)	5%	(27)	17%	(87)	22%	(111)	41%	(207)	15%	(78)	510
Ideo: Conservative (5-7)	7%	(45)	15%	(99)	20%	(134)	45%	(310)	14%	(96)	684
Educ: < College	8%	(119)	14%	(216)	19%	(294)	39%	(586)	20%	(297)	1512
Educ: Bachelors degree	6%	(27)	19%	(85)	24%	(105)	41%	(183)	10%	(44)	444
Educ: Post-grad	9%	(22)	17%	(41)	21%	(50)	41%	(101)	12%	(29)	244

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**Table HR1\_2: How much have you seen, read or heard about each of the following?**  
HBO Max, WarnerMedia's upcoming streaming service that will feature content from Warner Bros., Turner and HBO

Demographic	A lot	Some	Not much	Nothing at all	Don't know / No opinion	Total N
Adults	8% (169)	16% (343)	20% (449)	40% (870)	17% (369)	2200
Income: Under 50k	7% (92)	14% (188)	19% (255)	39% (515)	21% (274)	1323
Income: 50k-100k	8% (57)	17% (111)	24% (158)	40% (271)	11% (72)	669
Income: 100k+	10% (20)	21% (44)	17% (36)	40% (84)	11% (23)	209
Ethnicity: White	7% (115)	15% (259)	21% (359)	42% (717)	16% (272)	1722
Ethnicity: Hispanic	12% (42)	17% (58)	22% (78)	26% (90)	23% (81)	349
Ethnicity: Afr. Am.	15% (41)	18% (49)	20% (55)	32% (87)	15% (42)	274
Ethnicity: Other	6% (13)	17% (35)	17% (36)	32% (66)	27% (56)	204
All Christian	6% (56)	15% (138)	22% (200)	44% (401)	12% (111)	905
All Non-Christian	17% (15)	17% (14)	20% (18)	36% (31)	10% (8)	86
Atheist	4% (4)	23% (24)	16% (17)	40% (41)	17% (18)	104
Agnostic/Nothing in particular	9% (94)	15% (167)	20% (216)	36% (396)	21% (232)	1105
Religious Non-Protestant/Catholic	15% (18)	17% (20)	21% (24)	37% (44)	11% (13)	119
Evangelical	9% (50)	15% (87)	20% (116)	42% (246)	15% (88)	587
Non-Evangelical	7% (50)	14% (107)	23% (173)	41% (308)	15% (113)	750
Community: Urban	10% (57)	16% (89)	21% (115)	35% (199)	18% (101)	562
Community: Suburban	7% (68)	17% (166)	22% (213)	41% (398)	14% (133)	978
Community: Rural	7% (43)	13% (87)	18% (121)	41% (272)	20% (135)	659
Employ: Private Sector	11% (69)	20% (127)	21% (138)	37% (243)	11% (72)	648
Employ: Government	10% (15)	17% (25)	26% (37)	28% (41)	19% (28)	145
Employ: Self-Employed	7% (15)	17% (36)	13% (26)	39% (81)	24% (49)	207
Employ: Homemaker	6% (10)	17% (27)	27% (43)	32% (51)	17% (26)	156
Employ: Student	14% (15)	12% (13)	18% (19)	32% (35)	24% (26)	108
Employ: Retired	2% (9)	11% (54)	21% (101)	54% (257)	11% (55)	476
Employ: Unemployed	10% (24)	13% (31)	22% (52)	34% (83)	21% (50)	240
Employ: Other	5% (12)	14% (30)	15% (32)	37% (80)	30% (65)	219
Military HH: Yes	6% (22)	17% (63)	19% (70)	44% (160)	14% (51)	365
Military HH: No	8% (147)	15% (280)	21% (380)	39% (710)	17% (318)	1835
RD/WT: Right Direction	9% (74)	16% (131)	19% (161)	40% (337)	16% (137)	840
RD/WT: Wrong Track	7% (95)	16% (212)	21% (289)	39% (532)	17% (232)	1360

Continued on next page

**Table HR1\_2:** How much have you seen, read or heard about each of the following?

HBO Max, WarnerMedia's upcoming streaming service that will feature content from Warner Bros., Turner and HBO

Demographic	A lot	Some	Not much	Nothing at all	Don't know / No opinion	Total N
Adults	8% (169)	16% (343)	20% (449)	40% (870)	17% (369)	2200
Trump Job Approve	9% (77)	16% (131)	18% (152)	44% (366)	14% (114)	841
Trump Job Disapprove	7% (85)	16% (201)	23% (283)	38% (467)	16% (191)	1226
Trump Job Strongly Approve	11% (53)	15% (74)	19% (91)	43% (207)	12% (61)	485
Trump Job Somewhat Approve	7% (24)	16% (58)	17% (61)	45% (159)	15% (54)	355
Trump Job Somewhat Disapprove	8% (24)	14% (44)	26% (78)	33% (101)	19% (59)	306
Trump Job Strongly Disapprove	7% (61)	17% (157)	22% (205)	40% (366)	14% (132)	921
Favorable of Trump	9% (74)	14% (119)	19% (159)	44% (371)	14% (114)	837
Unfavorable of Trump	7% (78)	17% (207)	23% (270)	38% (459)	15% (179)	1193
Very Favorable of Trump	10% (48)	14% (72)	20% (100)	43% (221)	13% (68)	509
Somewhat Favorable of Trump	8% (26)	14% (47)	18% (59)	46% (150)	14% (46)	328
Somewhat Unfavorable of Trump	5% (11)	14% (33)	25% (60)	37% (88)	19% (46)	238
Very Unfavorable of Trump	7% (67)	18% (174)	22% (210)	39% (371)	14% (133)	955
#1 Issue: Economy	8% (40)	19% (98)	24% (123)	36% (185)	14% (73)	519
#1 Issue: Security	7% (31)	15% (68)	16% (73)	47% (207)	15% (66)	444
#1 Issue: Health Care	11% (40)	18% (65)	19% (68)	36% (131)	16% (56)	359
#1 Issue: Medicare / Social Security	3% (10)	13% (42)	19% (63)	50% (167)	15% (51)	332
#1 Issue: Women's Issues	9% (15)	16% (27)	25% (45)	30% (54)	20% (36)	177
#1 Issue: Education	12% (16)	12% (16)	22% (30)	33% (45)	21% (28)	135
#1 Issue: Energy	9% (10)	12% (14)	27% (31)	37% (42)	14% (16)	114
#1 Issue: Other	5% (6)	10% (13)	15% (18)	33% (40)	36% (43)	120
2018 House Vote: Democrat	7% (58)	20% (163)	24% (196)	39% (313)	10% (81)	811
2018 House Vote: Republican	9% (54)	15% (95)	18% (115)	46% (284)	12% (75)	622
2018 House Vote: Someone else	13% (13)	18% (18)	14% (14)	30% (30)	25% (26)	101
2016 Vote: Hillary Clinton	7% (53)	18% (130)	24% (173)	40% (284)	10% (68)	707
2016 Vote: Donald Trump	8% (51)	15% (101)	18% (118)	46% (303)	14% (91)	664
2016 Vote: Other	7% (10)	15% (22)	20% (30)	42% (64)	17% (25)	151
2016 Vote: Didn't Vote	8% (54)	13% (90)	19% (129)	32% (219)	27% (185)	676
Voted in 2014: Yes	8% (104)	17% (227)	21% (275)	42% (548)	11% (150)	1304
Voted in 2014: No	7% (64)	13% (116)	20% (175)	36% (322)	25% (220)	896

Continued on next page

**Table HR1\_2: How much have you seen, read or heard about each of the following?**  
HBO Max, WarnerMedia's upcoming streaming service that will feature content from Warner Bros., Turner and HBO

Demographic	A lot	Some	Not much	Nothing at all	Don't know / No opinion	Total N
Adults	8% (169)	16% (343)	20% (449)	40% (870)	17% (369)	2200
2012 Vote: Barack Obama	8% (69)	18% (153)	22% (187)	42% (357)	10% (87)	853
2012 Vote: Mitt Romney	6% (29)	14% (68)	20% (98)	46% (221)	14% (66)	481
2012 Vote: Other	8% (8)	14% (13)	18% (17)	38% (36)	21% (20)	94
2012 Vote: Didn't Vote	8% (62)	14% (109)	19% (148)	33% (255)	25% (196)	770
4-Region: Northeast	8% (33)	16% (65)	21% (83)	39% (155)	15% (58)	394
4-Region: Midwest	6% (26)	14% (64)	23% (106)	42% (192)	16% (74)	462
4-Region: South	7% (60)	16% (132)	21% (169)	40% (328)	16% (135)	824
4-Region: West	10% (50)	16% (82)	17% (91)	37% (195)	20% (103)	520
Watch TV: Every day	10% (101)	16% (172)	21% (219)	42% (436)	12% (122)	1049
Watch TV: Several times per week	6% (33)	18% (98)	22% (118)	40% (213)	14% (75)	537
Watch TV: About once per week	9% (11)	14% (18)	23% (29)	37% (46)	17% (20)	123
Watch TV: Several times per month	8% (10)	23% (31)	19% (26)	33% (44)	16% (22)	133
Watch TV: About once per month	10% (7)	12% (8)	29% (21)	33% (23)	16% (11)	70
Watch TV: Less often than once per month	1% (1)	10% (10)	18% (19)	38% (39)	32% (33)	103
Watch TV: Never	3% (5)	3% (6)	10% (18)	37% (69)	47% (86)	184
Watch Movies: Every day	20% (87)	18% (79)	18% (77)	29% (128)	15% (65)	436
Watch Movies: Several times per week	8% (46)	21% (118)	23% (128)	38% (213)	9% (50)	555
Watch Movies: About once per week	5% (18)	15% (52)	24% (83)	39% (132)	16% (53)	338
Watch Movies: Several times per month	3% (10)	18% (52)	24% (69)	39% (109)	15% (43)	283
Watch Movies: About once per month	1% (3)	10% (20)	19% (38)	52% (103)	17% (34)	197
Watch Movies: Less often than once per month	2% (3)	7% (12)	18% (34)	51% (92)	22% (41)	183
Watch Movies: Never	1% (3)	4% (9)	10% (22)	44% (92)	40% (83)	208
Watch Sporting Events: Every day	23% (40)	19% (33)	19% (32)	29% (49)	10% (17)	169
Watch Sporting Events: Several times per week	12% (40)	19% (63)	21% (72)	42% (139)	6% (20)	334
Watch Sporting Events: About once per week	11% (24)	19% (40)	27% (58)	33% (70)	10% (21)	213
Watch Sporting Events: Several times per month	4% (8)	16% (31)	24% (45)	44% (83)	12% (22)	190
Watch Sporting Events: About once per month	5% (9)	20% (34)	27% (46)	34% (58)	14% (24)	170
Watch Sporting Events: Less often than once per month	6% (20)	14% (50)	22% (81)	43% (156)	15% (53)	360
Watch Sporting Events: Never	4% (28)	12% (91)	15% (116)	41% (316)	28% (213)	764

Continued on next page

**Table HR1\_2:** How much have you seen, read or heard about each of the following?

HBO Max, WarnerMedia's upcoming streaming service that will feature content from Warner Bros., Turner and HBO

Demographic	A lot	Some	Not much	Nothing at all	Don't know / No opinion	Total N
Adults	8% (169)	16% (343)	20% (449)	40% (870)	17% (369)	2200
Cable TV: Currently subscribe	10% (104)	18% (188)	21% (227)	38% (408)	13% (136)	1062
Cable TV: Subscribed in past	6% (47)	15% (114)	22% (162)	40% (296)	17% (123)	742
Cable TV: Never subscribed	4% (18)	10% (41)	15% (61)	42% (166)	28% (111)	396
Satellite TV: Currently subscribe	9% (44)	20% (94)	19% (88)	38% (175)	13% (62)	462
Satellite TV: Subscribed in past	8% (51)	18% (111)	23% (140)	37% (224)	13% (82)	607
Satellite TV: Never subscribed	7% (74)	12% (138)	20% (221)	42% (471)	20% (226)	1130
Streaming Services: Currently subscribe	10% (137)	20% (273)	23% (319)	35% (479)	12% (157)	1365
Streaming Services: Subscribed in past	6% (13)	19% (40)	22% (45)	33% (68)	20% (42)	208
Streaming Services: Never subscribed	3% (18)	5% (31)	14% (85)	52% (323)	27% (170)	626
Film: An avid fan	13% (111)	22% (188)	22% (190)	30% (259)	13% (107)	856
Film: A casual fan	4% (39)	13% (133)	21% (219)	47% (480)	15% (159)	1030
Film: Not a fan	6% (17)	7% (20)	12% (34)	43% (126)	33% (97)	294
Television: An avid fan	10% (118)	18% (197)	21% (234)	39% (437)	13% (141)	1128
Television: A casual fan	5% (42)	14% (129)	22% (197)	41% (373)	18% (162)	902
Television: Not a fan	6% (9)	10% (16)	9% (14)	34% (53)	41% (63)	154
Music: An avid fan	12% (140)	17% (211)	22% (271)	35% (418)	14% (170)	1211
Music: A casual fan	3% (22)	15% (126)	19% (158)	48% (401)	15% (125)	833
Music: Not a fan	3% (5)	3% (4)	11% (15)	34% (48)	50% (71)	142
Fashion: An avid fan	17% (62)	20% (71)	21% (76)	28% (101)	14% (50)	359
Fashion: A casual fan	7% (55)	18% (146)	22% (180)	38% (316)	15% (126)	823
Fashion: Not a fan	5% (48)	13% (125)	19% (190)	45% (448)	19% (188)	998

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

**Table HR1\_3: How much have you seen, read or heard about each of the following?  
NBCUniversal's plan to launch a streaming service in 2020**

Demographic	A lot		Some		Not much		Nothing at all		Don't know / No opinion		Total N
Adults	4%	(89)	11%	(246)	19%	(420)	46%	(1014)	20%	(431)	2200
Gender: Male	6%	(66)	13%	(143)	21%	(228)	44%	(467)	15%	(158)	1062
Gender: Female	2%	(23)	9%	(103)	17%	(192)	48%	(547)	24%	(273)	1138
Age: 18-29	8%	(38)	13%	(62)	18%	(85)	34%	(158)	26%	(119)	462
Age: 30-44	5%	(30)	14%	(75)	19%	(103)	41%	(225)	21%	(118)	551
Age: 45-54	2%	(9)	13%	(56)	19%	(78)	47%	(196)	18%	(75)	414
Age: 55-64	3%	(10)	9%	(30)	18%	(61)	52%	(175)	18%	(61)	337
Age: 65+	—	(2)	5%	(24)	21%	(93)	60%	(260)	13%	(58)	436
Generation Z: 18-22	6%	(12)	14%	(29)	14%	(30)	35%	(71)	31%	(63)	205
Millennial: Age 23-38	7%	(46)	13%	(81)	19%	(117)	39%	(243)	22%	(137)	624
Generation X: Age 39-54	3%	(19)	14%	(83)	20%	(120)	44%	(264)	19%	(111)	598
Boomers: Age 55-73	2%	(12)	7%	(50)	19%	(133)	56%	(387)	16%	(108)	691
PID: Dem (no lean)	4%	(36)	13%	(101)	19%	(150)	48%	(377)	16%	(126)	790
PID: Ind (no lean)	2%	(17)	10%	(82)	19%	(150)	43%	(335)	26%	(201)	786
PID: Rep (no lean)	6%	(37)	10%	(63)	19%	(120)	48%	(301)	17%	(104)	624
PID/Gender: Dem Men	7%	(25)	15%	(53)	22%	(80)	45%	(161)	11%	(41)	361
PID/Gender: Dem Women	2%	(10)	11%	(48)	16%	(70)	50%	(216)	20%	(85)	428
PID/Gender: Ind Men	2%	(8)	13%	(50)	21%	(80)	45%	(172)	18%	(70)	380
PID/Gender: Ind Women	2%	(9)	8%	(32)	17%	(70)	40%	(163)	32%	(131)	406
PID/Gender: Rep Men	10%	(32)	12%	(40)	21%	(68)	42%	(134)	15%	(47)	320
PID/Gender: Rep Women	2%	(5)	7%	(23)	17%	(52)	55%	(167)	19%	(57)	304
Ideo: Liberal (1-3)	6%	(38)	16%	(108)	21%	(139)	46%	(307)	12%	(82)	674
Ideo: Moderate (4)	3%	(13)	10%	(52)	22%	(114)	46%	(234)	19%	(98)	510
Ideo: Conservative (5-7)	4%	(28)	10%	(69)	19%	(127)	52%	(355)	15%	(105)	684
Educ: < College	4%	(55)	9%	(137)	18%	(272)	47%	(706)	23%	(343)	1512
Educ: Bachelors degree	5%	(21)	17%	(74)	21%	(94)	44%	(197)	13%	(57)	444
Educ: Post-grad	5%	(12)	14%	(35)	22%	(54)	46%	(111)	13%	(32)	244

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**Table HR1\_3:** How much have you seen, read or heard about each of the following?  
NBCUniversal's plan to launch a streaming service in 2020

Demographic	A lot		Some		Not much		Nothing at all		Don't know / No opinion		Total N
Adults	4%	(89)	11%	(246)	19%	(420)	46%	(1014)	20%	(431)	2200
Income: Under 50k	3%	(44)	10%	(130)	18%	(243)	46%	(610)	22%	(296)	1323
Income: 50k-100k	4%	(29)	13%	(85)	21%	(139)	46%	(311)	16%	(105)	669
Income: 100k+	8%	(16)	15%	(31)	18%	(38)	45%	(93)	14%	(30)	209
Ethnicity: White	4%	(62)	10%	(176)	20%	(339)	48%	(825)	19%	(320)	1722
Ethnicity: Hispanic	7%	(25)	11%	(38)	20%	(70)	34%	(120)	28%	(97)	349
Ethnicity: Afr. Am.	8%	(22)	18%	(50)	15%	(41)	40%	(109)	19%	(52)	274
Ethnicity: Other	2%	(5)	10%	(20)	19%	(40)	39%	(80)	29%	(59)	204
All Christian	3%	(31)	12%	(111)	20%	(182)	49%	(446)	15%	(134)	905
All Non-Christian	13%	(11)	9%	(8)	18%	(16)	44%	(37)	16%	(14)	86
Atheist	—	(0)	8%	(8)	22%	(23)	52%	(54)	18%	(19)	104
Agnostic/Nothing in particular	4%	(47)	11%	(119)	18%	(199)	43%	(476)	24%	(264)	1105
Religious Non-Protestant/Catholic	10%	(12)	8%	(9)	24%	(29)	41%	(49)	16%	(20)	119
Evangelical	6%	(36)	10%	(60)	20%	(116)	47%	(275)	17%	(100)	587
Non-Evangelical	2%	(18)	11%	(86)	19%	(144)	49%	(365)	18%	(138)	750
Community: Urban	5%	(28)	12%	(70)	19%	(108)	44%	(248)	19%	(108)	562
Community: Suburban	4%	(41)	12%	(117)	19%	(182)	47%	(457)	18%	(181)	978
Community: Rural	3%	(19)	9%	(59)	20%	(130)	47%	(309)	22%	(142)	659
Employ: Private Sector	6%	(42)	16%	(101)	21%	(133)	43%	(282)	14%	(90)	648
Employ: Government	5%	(7)	15%	(22)	19%	(28)	38%	(55)	23%	(33)	145
Employ: Self-Employed	4%	(9)	11%	(23)	13%	(27)	46%	(96)	26%	(53)	207
Employ: Homemaker	3%	(4)	9%	(14)	25%	(38)	41%	(64)	23%	(36)	156
Employ: Student	10%	(11)	15%	(16)	17%	(18)	30%	(33)	28%	(30)	108
Employ: Retired	—	(1)	7%	(34)	19%	(93)	60%	(284)	14%	(65)	476
Employ: Unemployed	3%	(7)	8%	(20)	22%	(52)	43%	(103)	24%	(57)	240
Employ: Other	4%	(9)	7%	(16)	13%	(29)	44%	(97)	31%	(67)	219
Military HH: Yes	4%	(13)	10%	(35)	22%	(79)	49%	(178)	16%	(60)	365
Military HH: No	4%	(76)	11%	(211)	19%	(341)	46%	(836)	20%	(372)	1835
RD/WT: Right Direction	5%	(45)	10%	(85)	20%	(169)	44%	(373)	20%	(169)	840
RD/WT: Wrong Track	3%	(44)	12%	(161)	18%	(251)	47%	(641)	19%	(263)	1360

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**Table HR1\_3: How much have you seen, read or heard about each of the following?  
NBCUniversal's plan to launch a streaming service in 2020**

Demographic	A lot		Some		Not much		Nothing at all		Don't know / No opinion		Total N
Adults	4%	(89)	11%	(246)	19%	(420)	46%	(1014)	20%	(431)	2200
Trump Job Approve	5%	(41)	10%	(83)	20%	(169)	48%	(406)	17%	(141)	841
Trump Job Disapprove	4%	(47)	13%	(154)	20%	(241)	46%	(563)	18%	(221)	1226
Trump Job Strongly Approve	6%	(31)	9%	(46)	21%	(103)	46%	(222)	17%	(83)	485
Trump Job Somewhat Approve	3%	(11)	10%	(37)	19%	(66)	52%	(184)	16%	(58)	355
Trump Job Somewhat Disapprove	4%	(11)	12%	(38)	21%	(65)	39%	(119)	24%	(73)	306
Trump Job Strongly Disapprove	4%	(35)	13%	(117)	19%	(176)	48%	(444)	16%	(149)	921
Favorable of Trump	5%	(40)	9%	(75)	21%	(175)	49%	(407)	17%	(141)	837
Unfavorable of Trump	4%	(46)	13%	(155)	19%	(227)	47%	(560)	17%	(206)	1193
Very Favorable of Trump	6%	(29)	8%	(41)	22%	(113)	47%	(241)	17%	(86)	509
Somewhat Favorable of Trump	3%	(11)	10%	(34)	19%	(62)	51%	(166)	17%	(55)	328
Somewhat Unfavorable of Trump	4%	(8)	12%	(28)	20%	(47)	44%	(105)	20%	(48)	238
Very Unfavorable of Trump	4%	(37)	13%	(127)	19%	(179)	48%	(454)	17%	(158)	955
#1 Issue: Economy	4%	(21)	14%	(73)	21%	(109)	41%	(212)	20%	(104)	519
#1 Issue: Security	5%	(21)	10%	(43)	18%	(80)	52%	(229)	16%	(72)	444
#1 Issue: Health Care	6%	(21)	12%	(44)	19%	(69)	46%	(164)	17%	(61)	359
#1 Issue: Medicare / Social Security	1%	(4)	8%	(28)	19%	(64)	55%	(182)	16%	(54)	332
#1 Issue: Women's Issues	4%	(8)	10%	(18)	20%	(35)	40%	(71)	26%	(46)	177
#1 Issue: Education	3%	(4)	15%	(20)	22%	(29)	38%	(51)	22%	(30)	135
#1 Issue: Energy	5%	(5)	11%	(12)	19%	(21)	48%	(55)	18%	(20)	114
#1 Issue: Other	4%	(5)	6%	(8)	11%	(13)	42%	(51)	37%	(44)	120
2018 House Vote: Democrat	5%	(40)	15%	(125)	21%	(170)	46%	(377)	12%	(100)	811
2018 House Vote: Republican	4%	(28)	10%	(61)	21%	(128)	51%	(316)	14%	(89)	622
2018 House Vote: Someone else	—	(0)	20%	(20)	18%	(18)	34%	(35)	28%	(29)	101
2016 Vote: Hillary Clinton	4%	(27)	15%	(106)	21%	(150)	47%	(333)	13%	(91)	707
2016 Vote: Donald Trump	5%	(35)	10%	(65)	20%	(136)	50%	(330)	15%	(98)	664
2016 Vote: Other	2%	(3)	14%	(21)	23%	(34)	47%	(71)	15%	(22)	151
2016 Vote: Didn't Vote	3%	(23)	8%	(54)	15%	(100)	41%	(279)	33%	(220)	676
Voted in 2014: Yes	4%	(54)	12%	(162)	22%	(282)	48%	(623)	14%	(182)	1304
Voted in 2014: No	4%	(35)	9%	(83)	15%	(138)	44%	(391)	28%	(249)	896

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**Table HR1\_3:** How much have you seen, read or heard about each of the following?  
NBCUniversal's plan to launch a streaming service in 2020

Demographic	A lot		Some		Not much		Nothing at all		Don't know / No opinion		Total N
Adults	4%	(89)	11%	(246)	19%	(420)	46%	(1014)	20%	(431)	2200
2012 Vote: Barack Obama	5%	(41)	14%	(122)	20%	(172)	47%	(403)	13%	(115)	853
2012 Vote: Mitt Romney	4%	(21)	9%	(43)	21%	(103)	51%	(243)	15%	(71)	481
2012 Vote: Other	—	(0)	11%	(11)	20%	(19)	44%	(41)	24%	(23)	94
2012 Vote: Didn't Vote	3%	(26)	9%	(71)	16%	(126)	42%	(326)	29%	(222)	770
4-Region: Northeast	3%	(12)	13%	(53)	20%	(78)	45%	(176)	19%	(74)	394
4-Region: Midwest	4%	(17)	9%	(40)	20%	(90)	50%	(232)	18%	(83)	462
4-Region: South	4%	(29)	13%	(104)	19%	(155)	46%	(378)	19%	(158)	824
4-Region: West	6%	(30)	9%	(49)	19%	(96)	44%	(228)	22%	(116)	520
Watch TV: Every day	6%	(65)	12%	(129)	20%	(207)	48%	(502)	14%	(146)	1049
Watch TV: Several times per week	3%	(14)	13%	(71)	19%	(105)	46%	(248)	19%	(100)	537
Watch TV: About once per week	2%	(2)	10%	(13)	19%	(23)	46%	(57)	23%	(28)	123
Watch TV: Several times per month	1%	(1)	14%	(19)	23%	(31)	42%	(56)	19%	(26)	133
Watch TV: About once per month	6%	(4)	6%	(5)	28%	(20)	41%	(29)	18%	(13)	70
Watch TV: Less often than once per month	—	(0)	3%	(4)	21%	(21)	51%	(52)	25%	(26)	103
Watch TV: Never	1%	(2)	3%	(6)	7%	(13)	38%	(70)	50%	(93)	184
Watch Movies: Every day	10%	(45)	14%	(63)	20%	(86)	37%	(163)	18%	(80)	436
Watch Movies: Several times per week	4%	(21)	14%	(80)	20%	(112)	48%	(266)	14%	(77)	555
Watch Movies: About once per week	3%	(12)	11%	(38)	25%	(83)	43%	(147)	17%	(59)	338
Watch Movies: Several times per month	2%	(7)	12%	(35)	24%	(67)	46%	(129)	16%	(45)	283
Watch Movies: About once per month	—	(1)	8%	(16)	14%	(27)	60%	(118)	17%	(34)	197
Watch Movies: Less often than once per month	—	(1)	6%	(11)	18%	(32)	52%	(95)	24%	(44)	183
Watch Movies: Never	2%	(4)	2%	(4)	6%	(12)	46%	(96)	44%	(92)	208
Watch Sporting Events: Every day	18%	(31)	16%	(27)	19%	(33)	37%	(63)	9%	(16)	169
Watch Sporting Events: Several times per week	8%	(27)	17%	(56)	19%	(65)	46%	(153)	10%	(33)	334
Watch Sporting Events: About once per week	3%	(7)	17%	(36)	28%	(60)	40%	(85)	12%	(25)	213
Watch Sporting Events: Several times per month	3%	(5)	10%	(19)	21%	(39)	50%	(94)	17%	(32)	190
Watch Sporting Events: About once per month	4%	(7)	12%	(20)	30%	(52)	34%	(58)	20%	(33)	170
Watch Sporting Events: Less often than once per month	2%	(6)	9%	(34)	20%	(71)	53%	(189)	16%	(59)	360
Watch Sporting Events: Never	1%	(6)	7%	(55)	13%	(100)	48%	(371)	30%	(233)	764

Continued on next page

**Table HR1\_3:** How much have you seen, read or heard about each of the following?  
NBCUniversal's plan to launch a streaming service in 2020

Demographic	A lot		Some		Not much		Nothing at all		Don't know / No opinion		Total N
Adults	4%	(89)	11%	(246)	19%	(420)	46%	(1014)	20%	(431)	2200
Cable TV: Currently subscribe	6%	(66)	11%	(118)	21%	(226)	46%	(485)	16%	(167)	1062
Cable TV: Subscribed in past	2%	(16)	12%	(93)	19%	(142)	48%	(353)	19%	(139)	742
Cable TV: Never subscribed	2%	(7)	9%	(36)	13%	(52)	44%	(176)	32%	(125)	396
Satellite TV: Currently subscribe	6%	(26)	14%	(63)	19%	(88)	44%	(203)	18%	(83)	462
Satellite TV: Subscribed in past	5%	(33)	13%	(82)	21%	(126)	46%	(282)	14%	(85)	607
Satellite TV: Never subscribed	3%	(30)	9%	(102)	18%	(206)	47%	(529)	23%	(263)	1130
Streaming Services: Currently subscribe	6%	(81)	14%	(196)	22%	(301)	43%	(592)	14%	(195)	1365
Streaming Services: Subscribed in past	3%	(5)	13%	(26)	24%	(50)	40%	(84)	20%	(43)	208
Streaming Services: Never subscribed	—	(3)	4%	(24)	11%	(69)	54%	(338)	31%	(193)	626
Film: An avid fan	8%	(64)	16%	(134)	22%	(190)	38%	(327)	16%	(140)	856
Film: A casual fan	2%	(21)	9%	(94)	20%	(206)	51%	(527)	18%	(183)	1030
Film: Not a fan	1%	(4)	5%	(14)	7%	(22)	51%	(151)	35%	(103)	294
Television: An avid fan	6%	(69)	13%	(145)	20%	(230)	45%	(510)	15%	(173)	1128
Television: A casual fan	2%	(16)	10%	(92)	19%	(170)	49%	(438)	21%	(185)	902
Television: Not a fan	2%	(4)	4%	(7)	9%	(15)	39%	(59)	45%	(70)	154
Music: An avid fan	6%	(74)	13%	(158)	20%	(246)	43%	(518)	18%	(214)	1211
Music: A casual fan	1%	(12)	10%	(87)	19%	(157)	53%	(438)	17%	(140)	833
Music: Not a fan	2%	(3)	1%	(1)	8%	(12)	37%	(53)	52%	(74)	142
Fashion: An avid fan	11%	(39)	14%	(51)	21%	(76)	37%	(132)	17%	(62)	359
Fashion: A casual fan	3%	(28)	12%	(102)	20%	(164)	46%	(383)	18%	(146)	823
Fashion: Not a fan	2%	(20)	9%	(92)	18%	(177)	49%	(491)	22%	(218)	998

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

**Table HR1\_4: How much have you seen, read or heard about each of the following?***Apple TV Plus, the upcoming Apple steaming service that will launch in late 2019*

Demographic	A lot		Some		Not much		Nothing at all		Don't know / No opinion	Total N	
Adults	7%	(153)	19%	(408)	22%	(492)	35%	(768)	17%	(380)	2200
Gender: Male	9%	(93)	21%	(227)	23%	(242)	33%	(354)	14%	(145)	1062
Gender: Female	5%	(59)	16%	(180)	22%	(250)	36%	(414)	21%	(235)	1138
Age: 18-29	16%	(74)	19%	(89)	20%	(91)	24%	(110)	21%	(99)	462
Age: 30-44	8%	(44)	22%	(119)	22%	(123)	31%	(169)	17%	(95)	551
Age: 45-54	4%	(17)	21%	(89)	27%	(114)	30%	(123)	17%	(72)	414
Age: 55-64	5%	(16)	15%	(51)	17%	(59)	46%	(155)	17%	(56)	337
Age: 65+	—	(2)	14%	(60)	24%	(106)	48%	(211)	13%	(58)	436
Generation Z: 18-22	19%	(39)	15%	(31)	15%	(31)	27%	(55)	24%	(49)	205
Millennial: Age 23-38	10%	(63)	21%	(133)	21%	(134)	28%	(177)	19%	(117)	624
Generation X: Age 39-54	5%	(32)	22%	(133)	27%	(163)	28%	(170)	17%	(100)	598
Boomers: Age 55-73	3%	(18)	15%	(100)	21%	(147)	47%	(325)	15%	(101)	691
PID: Dem (no lean)	9%	(68)	19%	(147)	24%	(187)	36%	(282)	14%	(107)	790
PID: Ind (no lean)	5%	(42)	19%	(146)	21%	(166)	33%	(256)	22%	(176)	786
PID: Rep (no lean)	7%	(43)	19%	(116)	22%	(138)	37%	(231)	16%	(97)	624
PID/Gender: Dem Men	12%	(43)	22%	(78)	23%	(82)	33%	(121)	10%	(38)	361
PID/Gender: Dem Women	6%	(25)	16%	(68)	25%	(105)	38%	(161)	16%	(69)	428
PID/Gender: Ind Men	4%	(16)	20%	(77)	24%	(91)	34%	(131)	17%	(65)	380
PID/Gender: Ind Women	6%	(26)	17%	(69)	19%	(75)	31%	(125)	27%	(110)	406
PID/Gender: Rep Men	11%	(34)	23%	(72)	21%	(69)	32%	(103)	13%	(42)	320
PID/Gender: Rep Women	3%	(9)	14%	(43)	23%	(70)	42%	(128)	18%	(55)	304
Ideo: Liberal (1-3)	9%	(61)	26%	(174)	25%	(168)	31%	(210)	9%	(61)	674
Ideo: Moderate (4)	5%	(25)	18%	(90)	23%	(118)	37%	(189)	17%	(88)	510
Ideo: Conservative (5-7)	6%	(42)	17%	(114)	24%	(163)	40%	(274)	13%	(91)	684
Educ: < College	7%	(102)	16%	(249)	20%	(306)	36%	(550)	20%	(305)	1512
Educ: Bachelors degree	7%	(30)	24%	(104)	28%	(125)	31%	(138)	10%	(46)	444
Educ: Post-grad	9%	(21)	22%	(55)	25%	(60)	32%	(79)	12%	(29)	244

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**Table HR1\_4: How much have you seen, read or heard about each of the following?  
Apple TV Plus, the upcoming Apple steaming service that will launch in late 2019**

Demographic	A lot	Some	Not much	Nothing at all	Don't know / No opinion	Total N
Adults	7% (153)	19% (408)	22% (492)	35% (768)	17% (380)	2200
Income: Under 50k	6% (81)	17% (229)	20% (270)	35% (469)	21% (275)	1323
Income: 50k-100k	7% (49)	20% (132)	24% (159)	37% (250)	12% (79)	669
Income: 100k+	11% (23)	23% (47)	30% (62)	24% (50)	12% (26)	209
Ethnicity: White	5% (88)	19% (319)	23% (400)	37% (640)	16% (275)	1722
Ethnicity: Hispanic	10% (35)	20% (71)	20% (70)	25% (86)	25% (87)	349
Ethnicity: Afr. Am.	17% (47)	22% (60)	18% (50)	27% (75)	16% (43)	274
Ethnicity: Other	9% (18)	14% (29)	20% (41)	26% (53)	31% (63)	204
All Christian	6% (50)	19% (174)	25% (225)	37% (336)	13% (120)	905
All Non-Christian	19% (16)	19% (16)	24% (21)	26% (23)	11% (10)	86
Atheist	9% (10)	20% (21)	18% (19)	35% (37)	16% (17)	104
Agnostic/Nothing in particular	7% (77)	18% (197)	21% (227)	34% (372)	21% (233)	1105
Religious Non-Protestant/Catholic	14% (17)	24% (29)	23% (27)	27% (32)	12% (14)	119
Evangelical	8% (46)	18% (106)	24% (140)	36% (212)	14% (84)	587
Non-Evangelical	5% (41)	17% (130)	23% (174)	38% (285)	16% (121)	750
Community: Urban	9% (50)	19% (105)	24% (133)	31% (174)	18% (100)	562
Community: Suburban	7% (66)	20% (196)	23% (227)	35% (346)	15% (144)	978
Community: Rural	6% (37)	16% (107)	20% (132)	38% (248)	21% (135)	659
Employ: Private Sector	8% (55)	24% (156)	24% (158)	31% (202)	12% (77)	648
Employ: Government	8% (11)	25% (36)	18% (27)	31% (45)	18% (27)	145
Employ: Self-Employed	9% (19)	19% (39)	18% (37)	34% (72)	20% (42)	207
Employ: Homemaker	8% (12)	15% (23)	29% (46)	29% (46)	19% (30)	156
Employ: Student	21% (22)	18% (20)	17% (18)	20% (21)	25% (27)	108
Employ: Retired	1% (4)	14% (66)	22% (107)	51% (242)	12% (58)	476
Employ: Unemployed	8% (20)	17% (40)	23% (54)	30% (72)	22% (53)	240
Employ: Other	4% (9)	13% (28)	21% (45)	32% (69)	30% (66)	219
Military HH: Yes	6% (20)	20% (72)	21% (76)	39% (143)	15% (53)	365
Military HH: No	7% (132)	18% (335)	23% (416)	34% (625)	18% (327)	1835
RD/WT: Right Direction	8% (63)	18% (155)	20% (172)	36% (306)	17% (143)	840
RD/WT: Wrong Track	7% (89)	19% (253)	23% (320)	34% (462)	17% (237)	1360

Continued on next page

**Table HR1\_4: How much have you seen, read or heard about each of the following?  
Apple TV Plus, the upcoming Apple steaming service that will launch in late 2019**

Demographic	A lot		Some		Not much		Nothing at all		Don't know / No opinion	Total N	
Adults	7%	(153)	19%	(408)	22%	(492)	35%	(768)	17%	(380)	2200
Trump Job Approve	7%	(59)	18%	(154)	22%	(181)	39%	(325)	14%	(121)	841
Trump Job Disapprove	7%	(88)	20%	(241)	24%	(292)	34%	(412)	16%	(194)	1226
Trump Job Strongly Approve	8%	(40)	19%	(91)	20%	(97)	39%	(190)	14%	(67)	485
Trump Job Somewhat Approve	5%	(19)	18%	(63)	24%	(85)	38%	(134)	15%	(54)	355
Trump Job Somewhat Disapprove	6%	(19)	22%	(67)	27%	(83)	26%	(80)	19%	(57)	306
Trump Job Strongly Disapprove	7%	(68)	19%	(174)	23%	(209)	36%	(332)	15%	(138)	921
Favorable of Trump	7%	(58)	18%	(148)	21%	(178)	40%	(333)	14%	(120)	837
Unfavorable of Trump	7%	(85)	20%	(243)	24%	(287)	33%	(396)	15%	(183)	1193
Very Favorable of Trump	6%	(30)	18%	(89)	20%	(102)	42%	(214)	15%	(74)	509
Somewhat Favorable of Trump	8%	(28)	18%	(59)	23%	(77)	36%	(119)	14%	(46)	328
Somewhat Unfavorable of Trump	5%	(11)	21%	(51)	27%	(65)	30%	(71)	17%	(40)	238
Very Unfavorable of Trump	8%	(73)	20%	(192)	23%	(222)	34%	(325)	15%	(143)	955
#1 Issue: Economy	7%	(37)	19%	(99)	27%	(143)	29%	(151)	17%	(89)	519
#1 Issue: Security	5%	(24)	19%	(84)	21%	(92)	41%	(183)	14%	(61)	444
#1 Issue: Health Care	10%	(37)	21%	(76)	20%	(70)	34%	(124)	15%	(53)	359
#1 Issue: Medicare / Social Security	3%	(11)	14%	(45)	20%	(65)	48%	(159)	15%	(51)	332
#1 Issue: Women's Issues	8%	(14)	20%	(35)	25%	(44)	24%	(42)	24%	(42)	177
#1 Issue: Education	9%	(12)	25%	(33)	19%	(25)	27%	(37)	20%	(27)	135
#1 Issue: Energy	7%	(8)	18%	(21)	28%	(32)	30%	(34)	16%	(19)	114
#1 Issue: Other	8%	(9)	12%	(14)	17%	(21)	31%	(38)	32%	(38)	120
2018 House Vote: Democrat	8%	(62)	22%	(177)	25%	(205)	35%	(280)	11%	(87)	811
2018 House Vote: Republican	6%	(37)	19%	(118)	22%	(140)	39%	(243)	14%	(86)	622
2018 House Vote: Someone else	7%	(7)	23%	(23)	27%	(27)	20%	(20)	24%	(24)	101
2016 Vote: Hillary Clinton	7%	(49)	22%	(158)	25%	(176)	34%	(243)	11%	(80)	707
2016 Vote: Donald Trump	6%	(41)	18%	(123)	22%	(146)	39%	(260)	14%	(95)	664
2016 Vote: Other	5%	(8)	19%	(29)	25%	(38)	34%	(52)	16%	(25)	151
2016 Vote: Didn't Vote	8%	(55)	15%	(98)	19%	(130)	32%	(213)	27%	(180)	676
Voted in 2014: Yes	7%	(88)	21%	(277)	23%	(305)	36%	(471)	13%	(163)	1304
Voted in 2014: No	7%	(65)	15%	(131)	21%	(186)	33%	(297)	24%	(217)	896

Continued on next page

**Table HR1\_4: How much have you seen, read or heard about each of the following?  
Apple TV Plus, the upcoming Apple steaming service that will launch in late 2019**

Demographic	A lot		Some		Not much		Nothing at all		Don't know / No opinion	Total N	
Adults	7%	(153)	19%	(408)	22%	(492)	35%	(768)	17%	(380)	2200
2012 Vote: Barack Obama	7%	(61)	21%	(181)	24%	(204)	36%	(305)	12%	(102)	853
2012 Vote: Mitt Romney	5%	(23)	20%	(97)	23%	(112)	38%	(184)	14%	(66)	481
2012 Vote: Other	4%	(4)	12%	(11)	28%	(26)	33%	(31)	23%	(22)	94
2012 Vote: Didn't Vote	8%	(65)	15%	(119)	19%	(150)	32%	(247)	25%	(189)	770
4-Region: Northeast	6%	(25)	22%	(87)	22%	(85)	33%	(131)	16%	(65)	394
4-Region: Midwest	6%	(28)	17%	(77)	25%	(115)	37%	(170)	16%	(73)	462
4-Region: South	7%	(54)	17%	(143)	23%	(188)	35%	(293)	18%	(146)	824
4-Region: West	9%	(46)	19%	(100)	20%	(103)	34%	(174)	19%	(96)	520
Watch TV: Every day	8%	(81)	22%	(227)	23%	(245)	35%	(366)	12%	(129)	1049
Watch TV: Several times per week	7%	(40)	20%	(109)	22%	(120)	36%	(194)	14%	(75)	537
Watch TV: About once per week	5%	(6)	17%	(21)	26%	(32)	33%	(41)	19%	(23)	123
Watch TV: Several times per month	10%	(13)	17%	(23)	23%	(31)	30%	(40)	20%	(27)	133
Watch TV: About once per month	9%	(6)	15%	(10)	23%	(16)	36%	(25)	17%	(12)	70
Watch TV: Less often than once per month	3%	(3)	12%	(12)	23%	(24)	37%	(38)	24%	(25)	103
Watch TV: Never	2%	(3)	3%	(6)	13%	(23)	35%	(64)	48%	(88)	184
Watch Movies: Every day	16%	(69)	22%	(96)	19%	(85)	26%	(113)	17%	(73)	436
Watch Movies: Several times per week	7%	(40)	24%	(134)	22%	(125)	35%	(197)	11%	(59)	555
Watch Movies: About once per week	7%	(22)	18%	(61)	30%	(102)	32%	(109)	13%	(44)	338
Watch Movies: Several times per month	3%	(9)	19%	(54)	27%	(78)	34%	(95)	17%	(47)	283
Watch Movies: About once per month	2%	(4)	13%	(26)	22%	(43)	47%	(93)	15%	(30)	197
Watch Movies: Less often than once per month	2%	(4)	14%	(25)	21%	(39)	40%	(72)	23%	(42)	183
Watch Movies: Never	1%	(3)	6%	(12)	10%	(21)	43%	(89)	41%	(85)	208
Watch Sporting Events: Every day	18%	(31)	25%	(42)	26%	(44)	23%	(38)	9%	(15)	169
Watch Sporting Events: Several times per week	13%	(45)	27%	(91)	20%	(66)	33%	(111)	6%	(22)	334
Watch Sporting Events: About once per week	8%	(17)	24%	(51)	26%	(55)	30%	(64)	12%	(25)	213
Watch Sporting Events: Several times per month	5%	(9)	17%	(32)	26%	(49)	35%	(66)	18%	(33)	190
Watch Sporting Events: About once per month	7%	(12)	18%	(30)	29%	(49)	32%	(54)	15%	(25)	170
Watch Sporting Events: Less often than once per month	5%	(17)	18%	(66)	24%	(88)	38%	(138)	14%	(50)	360
Watch Sporting Events: Never	3%	(21)	13%	(96)	18%	(141)	39%	(296)	27%	(209)	764

Continued on next page

**Table HR1\_4:** How much have you seen, read or heard about each of the following?  
 Apple TV Plus, the upcoming Apple steaming service that will launch in late 2019

Demographic	A lot	Some	Not much	Nothing at all	Don't know / No opinion	Total N
Adults	7% (153)	19% (408)	22% (492)	35% (768)	17% (380)	2200
Cable TV: Currently subscribe	8% (87)	22% (235)	22% (232)	34% (366)	13% (142)	1062
Cable TV: Subscribed in past	7% (49)	16% (120)	26% (189)	35% (260)	17% (123)	742
Cable TV: Never subscribed	4% (16)	13% (53)	18% (70)	36% (142)	29% (115)	396
Satellite TV: Currently subscribe	9% (44)	20% (93)	23% (107)	35% (161)	12% (58)	462
Satellite TV: Subscribed in past	11% (65)	20% (121)	25% (153)	30% (185)	14% (85)	607
Satellite TV: Never subscribed	4% (44)	17% (194)	21% (232)	37% (423)	21% (237)	1130
Streaming Services: Currently subscribe	9% (127)	24% (326)	25% (339)	30% (405)	12% (167)	1365
Streaming Services: Subscribed in past	8% (18)	16% (32)	25% (52)	31% (66)	20% (41)	208
Streaming Services: Never subscribed	1% (8)	8% (49)	16% (101)	47% (297)	27% (171)	626
Film: An avid fan	11% (91)	24% (208)	23% (194)	29% (249)	13% (113)	856
Film: A casual fan	4% (45)	17% (177)	25% (260)	38% (387)	16% (161)	1030
Film: Not a fan	6% (16)	6% (17)	12% (37)	43% (125)	34% (98)	294
Television: An avid fan	8% (95)	22% (247)	21% (239)	35% (394)	14% (153)	1128
Television: A casual fan	5% (49)	16% (144)	26% (238)	35% (319)	17% (152)	902
Television: Not a fan	6% (9)	9% (14)	8% (12)	31% (48)	46% (71)	154
Music: An avid fan	11% (129)	21% (255)	22% (268)	32% (389)	14% (170)	1211
Music: A casual fan	2% (20)	17% (143)	25% (204)	40% (331)	16% (135)	833
Music: Not a fan	3% (4)	4% (6)	12% (17)	31% (44)	50% (71)	142
Fashion: An avid fan	21% (76)	19% (69)	19% (70)	28% (100)	12% (44)	359
Fashion: A casual fan	6% (48)	22% (181)	24% (197)	33% (272)	15% (126)	823
Fashion: Not a fan	3% (26)	15% (154)	22% (222)	39% (392)	20% (203)	998

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

**Table HR2: About how much do you currently pay per month for cable television?**

Demographic	Less than \$50	\$51 to \$100	\$101 to \$150	\$151 to \$200	More than \$200	Don't know / No opinion	Total N
Adults	10% (106)	34% (360)	28% (294)	16% (165)	6% (66)	7% (71)	1062
Gender: Male	9% (50)	35% (191)	30% (165)	15% (80)	5% (30)	6% (34)	550
Gender: Female	11% (56)	33% (169)	25% (129)	17% (85)	7% (36)	7% (37)	512
Age: 18-29	12% (23)	34% (64)	23% (44)	12% (23)	2% (4)	16% (31)	190
Age: 30-44	14% (34)	32% (77)	26% (61)	18% (43)	5% (12)	4% (10)	237
Age: 45-54	8% (16)	37% (76)	30% (61)	13% (26)	7% (13)	6% (11)	203
Age: 55-64	9% (15)	28% (49)	34% (57)	16% (27)	8% (14)	6% (10)	171
Age: 65+	7% (18)	36% (95)	27% (71)	18% (46)	9% (23)	3% (8)	261
Generation Z: 18-22	19% (16)	21% (18)	22% (18)	3% (3)	3% (2)	32% (26)	82
Millennial: Age 23-38	12% (30)	38% (100)	22% (59)	19% (49)	4% (10)	5% (14)	263
Generation X: Age 39-54	10% (28)	34% (98)	31% (89)	14% (40)	6% (17)	4% (12)	286
Boomers: Age 55-73	8% (31)	33% (126)	29% (108)	18% (66)	8% (30)	4% (15)	376
PID: Dem (no lean)	9% (38)	35% (139)	28% (110)	14% (56)	8% (30)	7% (28)	401
PID: Ind (no lean)	12% (40)	30% (96)	27% (89)	16% (53)	5% (17)	9% (30)	324
PID: Rep (no lean)	9% (29)	37% (124)	28% (95)	17% (57)	5% (18)	4% (13)	337
PID/Gender: Dem Men	8% (16)	33% (66)	29% (58)	15% (31)	6% (12)	8% (15)	199
PID/Gender: Dem Women	11% (21)	36% (74)	26% (52)	12% (25)	9% (18)	6% (12)	203
PID/Gender: Ind Men	14% (22)	32% (52)	27% (44)	15% (25)	4% (6)	8% (13)	163
PID/Gender: Ind Women	11% (18)	27% (44)	28% (45)	17% (28)	7% (11)	10% (17)	162
PID/Gender: Rep Men	6% (11)	39% (73)	33% (63)	13% (25)	6% (12)	3% (5)	189
PID/Gender: Rep Women	12% (17)	35% (51)	22% (32)	22% (32)	5% (7)	5% (8)	148
Ideo: Liberal (1-3)	8% (29)	32% (112)	27% (93)	17% (58)	7% (26)	8% (29)	346
Ideo: Moderate (4)	11% (28)	34% (84)	26% (63)	21% (52)	5% (13)	2% (6)	245
Ideo: Conservative (5-7)	9% (33)	35% (125)	32% (113)	12% (42)	7% (25)	4% (16)	353
Educ: < College	11% (76)	33% (234)	29% (204)	15% (106)	4% (29)	8% (54)	703
Educ: Bachelors degree	7% (17)	38% (90)	26% (60)	17% (39)	7% (17)	4% (10)	234
Educ: Post-grad	10% (13)	29% (36)	24% (30)	16% (20)	16% (20)	5% (6)	125

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**Table HR2:** About how much do you currently pay per month for cable television?

Demographic	Less than \$50	\$51 to \$100	\$101 to \$150	\$151 to \$200	More than \$200	Don't know / No opinion	Total N
Adults	10% (106)	34% (360)	28% (294)	16% (165)	6% (66)	7% (71)	1062
Income: Under 50k	12% (69)	36% (204)	27% (153)	14% (81)	4% (25)	7% (41)	573
Income: 50k-100k	8% (29)	32% (112)	29% (102)	17% (62)	9% (31)	5% (19)	355
Income: 100k+	6% (8)	33% (44)	29% (39)	17% (22)	7% (10)	8% (11)	134
Ethnicity: White	10% (81)	34% (283)	28% (227)	16% (132)	6% (49)	6% (52)	824
Ethnicity: Hispanic	14% (21)	34% (52)	30% (45)	14% (22)	3% (4)	5% (8)	152
Ethnicity: Afr. Am.	7% (10)	31% (48)	27% (41)	18% (27)	11% (17)	6% (10)	152
Ethnicity: Other	18% (15)	33% (28)	30% (26)	7% (6)	1% (1)	10% (9)	86
All Christian	8% (39)	37% (187)	29% (144)	15% (76)	7% (37)	4% (20)	503
Agnostic/Nothing in particular	12% (53)	32% (150)	26% (121)	16% (76)	5% (21)	9% (43)	464
Religious Non-Protestant/Catholic	7% (4)	34% (20)	25% (14)	17% (10)	13% (7)	5% (3)	58
Evangelical	10% (30)	37% (105)	29% (82)	11% (32)	6% (18)	5% (14)	281
Non-Evangelical	7% (30)	34% (142)	27% (113)	19% (77)	6% (25)	7% (29)	416
Community: Urban	11% (31)	35% (102)	27% (77)	14% (41)	8% (23)	4% (13)	287
Community: Suburban	8% (45)	33% (177)	29% (158)	16% (86)	5% (29)	8% (46)	540
Community: Rural	13% (30)	34% (80)	25% (59)	16% (39)	6% (15)	5% (12)	234
Employ: Private Sector	9% (28)	36% (118)	28% (93)	18% (58)	5% (17)	4% (12)	325
Employ: Government	21% (16)	28% (22)	32% (25)	8% (7)	9% (7)	2% (1)	78
Employ: Self-Employed	7% (7)	50% (49)	24% (24)	9% (9)	5% (5)	4% (4)	98
Employ: Homemaker	7% (4)	39% (25)	32% (21)	10% (7)	9% (6)	4% (3)	65
Employ: Retired	8% (21)	30% (77)	31% (79)	18% (46)	9% (23)	5% (12)	258
Employ: Unemployed	10% (11)	34% (37)	24% (26)	17% (18)	5% (5)	10% (11)	108
Employ: Other	12% (10)	25% (22)	24% (21)	20% (18)	3% (3)	15% (13)	88
Military HH: Yes	9% (19)	34% (70)	25% (51)	18% (37)	8% (16)	6% (12)	205
Military HH: No	10% (88)	34% (290)	28% (244)	15% (128)	6% (50)	7% (59)	858
RD/WT: Right Direction	10% (42)	32% (137)	31% (133)	16% (67)	5% (22)	6% (24)	425
RD/WT: Wrong Track	10% (64)	35% (222)	25% (161)	15% (99)	7% (44)	7% (47)	637
Trump Job Approve	10% (43)	33% (146)	31% (137)	16% (68)	6% (24)	4% (19)	438
Trump Job Disapprove	11% (63)	35% (208)	25% (150)	16% (94)	7% (41)	7% (40)	596

Continued on next page

**Table HR2:** About how much do you currently pay per month for cable television?

Demographic	Less than \$50	\$51 to \$100	\$101 to \$150	\$151 to \$200	More than \$200	Don't know / No opinion	Total N
Adults	10% (106)	34% (360)	28% (294)	16% (165)	6% (66)	7% (71)	1062
Trump Job Strongly Approve	10% (26)	34% (91)	30% (81)	17% (44)	6% (16)	3% (7)	264
Trump Job Somewhat Approve	10% (17)	32% (55)	33% (57)	14% (25)	5% (9)	6% (11)	174
Trump Job Somewhat Disapprove	11% (14)	37% (49)	24% (33)	14% (18)	6% (9)	8% (11)	135
Trump Job Strongly Disapprove	10% (48)	34% (158)	25% (117)	16% (76)	7% (32)	6% (29)	460
Favorable of Trump	10% (46)	34% (149)	30% (133)	15% (65)	6% (26)	4% (19)	438
Unfavorable of Trump	9% (55)	34% (195)	26% (151)	17% (96)	6% (37)	8% (45)	579
Very Favorable of Trump	9% (26)	35% (98)	28% (79)	18% (50)	6% (17)	3% (8)	278
Somewhat Favorable of Trump	13% (20)	32% (52)	34% (54)	10% (16)	5% (8)	6% (10)	161
Somewhat Unfavorable of Trump	9% (10)	31% (34)	23% (26)	15% (17)	8% (9)	13% (14)	110
Very Unfavorable of Trump	9% (44)	35% (162)	27% (125)	17% (79)	6% (27)	6% (30)	469
#1 Issue: Economy	12% (29)	40% (96)	25% (61)	14% (33)	3% (8)	6% (15)	242
#1 Issue: Security	12% (28)	34% (83)	29% (70)	16% (38)	6% (14)	3% (7)	239
#1 Issue: Health Care	9% (15)	28% (48)	32% (56)	16% (29)	7% (12)	9% (16)	175
#1 Issue: Medicare / Social Security	7% (12)	35% (60)	27% (47)	17% (30)	9% (16)	5% (9)	172
#1 Issue: Women's Issues	12% (9)	34% (26)	20% (16)	19% (15)	5% (4)	10% (8)	77
#1 Issue: Education	10% (6)	33% (18)	27% (15)	14% (7)	6% (3)	9% (5)	55
#1 Issue: Energy	7% (4)	37% (20)	24% (13)	17% (9)	5% (3)	9% (5)	55
2018 House Vote: Democrat	10% (44)	32% (139)	28% (119)	18% (76)	8% (33)	5% (21)	432
2018 House Vote: Republican	8% (25)	39% (131)	29% (96)	14% (47)	6% (21)	3% (11)	332
2016 Vote: Hillary Clinton	8% (30)	35% (131)	27% (104)	19% (71)	8% (30)	3% (13)	378
2016 Vote: Donald Trump	7% (25)	36% (128)	29% (105)	17% (61)	7% (26)	4% (15)	360
2016 Vote: Didn't Vote	15% (40)	31% (85)	28% (77)	9% (26)	3% (7)	14% (39)	275
Voted in 2014: Yes	8% (56)	35% (238)	28% (187)	18% (120)	8% (53)	3% (23)	676
Voted in 2014: No	13% (51)	32% (122)	28% (108)	12% (45)	3% (13)	12% (48)	386
2012 Vote: Barack Obama	8% (34)	33% (148)	27% (119)	20% (88)	8% (36)	4% (19)	445
2012 Vote: Mitt Romney	8% (21)	36% (90)	32% (78)	14% (35)	6% (16)	3% (7)	247
2012 Vote: Didn't Vote	15% (49)	33% (108)	26% (85)	10% (31)	4% (12)	12% (40)	325
4-Region: Northeast	8% (20)	24% (62)	34% (88)	18% (48)	9% (22)	7% (17)	258
4-Region: Midwest	12% (23)	39% (77)	23% (44)	16% (31)	6% (11)	5% (9)	195
4-Region: South	11% (40)	35% (126)	27% (97)	16% (58)	5% (18)	6% (22)	362
4-Region: West	9% (22)	38% (95)	26% (65)	11% (28)	6% (15)	9% (22)	248

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**Table HR2:** About how much do you currently pay per month for cable television?

Demographic	Less than \$50	\$51 to \$100	\$101 to \$150	\$151 to \$200	More than \$200	Don't know / No opinion	Total N
Adults	10% (106)	34% (360)	28% (294)	16% (165)	6% (66)	7% (71)	1062
Watch TV: Every day	7% (39)	33% (185)	28% (153)	20% (109)	6% (34)	6% (32)	552
Watch TV: Several times per week	15% (39)	37% (92)	25% (64)	10% (24)	7% (16)	6% (16)	252
Watch TV: About once per week	10% (6)	24% (13)	48% (27)	8% (4)	7% (4)	3% (2)	55
Watch TV: Several times per month	14% (10)	45% (31)	23% (16)	13% (9)	2% (2)	3% (2)	69
Watch TV: Never	10% (6)	32% (21)	24% (16)	11% (7)	5% (3)	18% (12)	66
Watch Movies: Every day	13% (30)	32% (74)	23% (53)	17% (40)	8% (18)	6% (14)	230
Watch Movies: Several times per week	10% (27)	37% (101)	31% (85)	15% (43)	4% (11)	4% (10)	278
Watch Movies: About once per week	8% (13)	36% (57)	31% (50)	11% (17)	8% (12)	6% (9)	159
Watch Movies: Several times per month	11% (13)	32% (40)	21% (27)	24% (30)	5% (6)	8% (10)	126
Watch Movies: About once per month	6% (6)	41% (40)	32% (32)	8% (8)	8% (8)	6% (6)	98
Watch Movies: Less often than once per month	10% (8)	32% (26)	28% (22)	16% (13)	8% (6)	8% (7)	82
Watch Movies: Never	11% (10)	24% (22)	28% (25)	16% (15)	5% (5)	16% (15)	91
Watch Sporting Events: Every day	10% (11)	30% (32)	26% (28)	22% (24)	8% (8)	5% (5)	108
Watch Sporting Events: Several times per week	7% (15)	30% (60)	35% (70)	16% (31)	9% (19)	3% (6)	201
Watch Sporting Events: About once per week	9% (10)	41% (47)	26% (30)	16% (18)	3% (3)	5% (6)	114
Watch Sporting Events: Several times per month	10% (10)	41% (41)	23% (23)	13% (13)	6% (6)	7% (7)	100
Watch Sporting Events: About once per month	10% (9)	29% (24)	27% (23)	20% (17)	8% (7)	6% (5)	84
Watch Sporting Events: Less often than once per month	14% (24)	34% (59)	29% (50)	11% (19)	7% (12)	5% (9)	172
Watch Sporting Events: Never	10% (28)	34% (96)	25% (71)	15% (44)	4% (12)	12% (33)	284
Cable TV: Currently subscribe	10% (106)	34% (360)	28% (294)	16% (165)	6% (66)	7% (71)	1062
Satellite TV: Currently subscribe	12% (16)	44% (58)	20% (26)	12% (16)	3% (4)	9% (12)	133
Satellite TV: Subscribed in past	11% (31)	34% (93)	32% (87)	14% (38)	4% (12)	5% (14)	277
Satellite TV: Never subscribed	9% (59)	32% (208)	28% (181)	17% (111)	8% (49)	7% (44)	653
Streaming Services: Currently subscribe	11% (75)	34% (228)	27% (182)	16% (106)	6% (37)	7% (44)	672
Streaming Services: Subscribed in past	14% (11)	30% (24)	29% (23)	11% (9)	12% (9)	3% (3)	79
Streaming Services: Never subscribed	7% (20)	35% (107)	29% (89)	16% (51)	6% (19)	8% (24)	311
Film: An avid fan	11% (47)	32% (142)	27% (121)	17% (76)	7% (31)	6% (27)	444
Film: A casual fan	9% (45)	34% (168)	29% (142)	15% (73)	6% (30)	7% (35)	493
Film: Not a fan	12% (14)	39% (46)	25% (30)	13% (15)	4% (4)	8% (9)	119
Television: An avid fan	9% (55)	30% (182)	28% (170)	20% (120)	6% (38)	5% (33)	598
Television: A casual fan	10% (42)	39% (161)	28% (116)	10% (42)	6% (26)	8% (32)	419

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**Table HR2:** About how much do you currently pay per month for cable television?

Demographic	Less than \$50	\$51 to \$100	\$101 to \$150	\$151 to \$200	More than \$200	Don't know / No opinion	Total N
Adults	10% (106)	34% (360)	28% (294)	16% (165)	6% (66)	7% (71)	1062
Music: An avid fan	11% (64)	31% (178)	30% (173)	16% (95)	6% (34)	6% (37)	580
Music: A casual fan	8% (34)	40% (169)	25% (107)	13% (55)	7% (29)	7% (28)	423
Music: Not a fan	16% (9)	20% (11)	26% (14)	25% (13)	3% (2)	10% (5)	53
Fashion: An avid fan	13% (25)	29% (58)	28% (56)	20% (39)	3% (7)	6% (13)	198
Fashion: A casual fan	8% (32)	33% (128)	28% (109)	14% (54)	10% (37)	7% (28)	389
Fashion: Not a fan	11% (49)	36% (168)	27% (128)	15% (71)	5% (21)	6% (30)	467

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

**Table HR3: How many streaming services, such as Netflix or HBO Now, do you currently subscribe to?**

Demographic	1 to 2	3 to 4	5 to 6	7 to 8	9 to 10	More than 10	Total N
Adults	66% (904)	28% (384)	3% (41)	1% (14)	1% (8)	1% (14)	1365
Gender: Male	66% (428)	29% (189)	2% (15)	1% (9)	1% (7)	1% (4)	652
Gender: Female	67% (477)	27% (195)	4% (26)	1% (5)	— (1)	1% (10)	713
Age: 18-29	62% (222)	30% (107)	4% (15)	1% (4)	2% (5)	1% (4)	357
Age: 30-44	58% (231)	37% (149)	3% (14)	1% (5)	— (2)	— (2)	401
Age: 45-54	67% (165)	25% (63)	4% (10)	1% (3)	— (1)	2% (6)	247
Age: 55-64	78% (138)	20% (35)	— (1)	1% (1)	— (0)	1% (1)	177
Age: 65+	81% (149)	16% (30)	1% (2)	1% (2)	— (0)	1% (1)	183
Generation Z: 18-22	69% (106)	23% (35)	4% (7)	— (0)	3% (4)	1% (1)	153
Millennial: Age 23-38	57% (272)	36% (172)	4% (18)	2% (8)	1% (3)	1% (3)	475
Generation X: Age 39-54	64% (240)	30% (112)	4% (14)	1% (4)	— (1)	2% (7)	377
Boomers: Age 55-73	79% (268)	18% (62)	1% (3)	1% (3)	— (0)	1% (3)	339
PID: Dem (no lean)	65% (342)	28% (146)	4% (23)	— (2)	1% (3)	1% (7)	523
PID: Ind (no lean)	65% (299)	31% (143)	2% (9)	1% (4)	1% (4)	— (2)	461
PID: Rep (no lean)	69% (263)	25% (95)	3% (10)	2% (7)	— (1)	1% (5)	381
PID/Gender: Dem Men	67% (159)	26% (63)	4% (9)	— (1)	1% (3)	1% (3)	237
PID/Gender: Dem Women	64% (183)	29% (83)	5% (14)	1% (1)	— (0)	1% (4)	286
PID/Gender: Ind Men	63% (131)	33% (68)	1% (2)	1% (2)	1% (3)	— (1)	207
PID/Gender: Ind Women	66% (168)	29% (75)	3% (7)	1% (2)	— (1)	— (1)	254
PID/Gender: Rep Men	66% (137)	28% (58)	2% (4)	3% (6)	— (1)	— (1)	208
PID/Gender: Rep Women	72% (125)	21% (37)	3% (6)	1% (1)	— (0)	3% (5)	174
Ideo: Liberal (1-3)	62% (306)	31% (149)	4% (17)	2% (12)	— (2)	1% (3)	490
Ideo: Moderate (4)	64% (195)	32% (97)	3% (9)	— (0)	1% (2)	— (1)	304
Ideo: Conservative (5-7)	71% (287)	23% (93)	3% (11)	— (0)	1% (4)	2% (9)	404
Educ: < College	68% (604)	27% (244)	3% (23)	— (4)	1% (6)	1% (10)	892
Educ: Bachelors degree	64% (197)	30% (94)	3% (8)	2% (7)	— (0)	1% (2)	308
Educ: Post-grad	62% (103)	28% (46)	6% (11)	2% (3)	1% (2)	1% (1)	165
Income: Under 50k	71% (533)	24% (181)	3% (20)	— (2)	1% (4)	1% (8)	748
Income: 50k-100k	61% (284)	32% (149)	3% (16)	2% (11)	1% (3)	1% (6)	470
Income: 100k+	59% (87)	37% (54)	3% (5)	1% (1)	1% (1)	— (0)	148

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**Table HR3: How many streaming services, such as Netflix or HBO Now, do you currently subscribe to?**

Demographic	1 to 2	3 to 4	5 to 6	7 to 8	9 to 10	More than 10	Total N
Adults	66% (904)	28% (384)	3% (41)	1% (14)	1% (8)	1% (14)	1365
Ethnicity: White	68% (725)	27% (294)	3% (27)	1% (9)	1% (5)	1% (11)	1072
Ethnicity: Hispanic	65% (151)	27% (63)	3% (6)	2% (5)	1% (3)	2% (4)	231
Ethnicity: Afr. Am.	52% (90)	37% (64)	6% (11)	2% (3)	1% (1)	2% (3)	173
Ethnicity: Other	73% (89)	21% (26)	2% (3)	1% (2)	1% (2)	— (0)	121
All Christian	70% (366)	26% (138)	2% (9)	1% (7)	— (1)	1% (7)	527
Atheist	70% (56)	29% (23)	1% (1)	— (0)	— (0)	— (0)	80
Agnostic/Nothing in particular	64% (458)	29% (204)	4% (29)	1% (6)	1% (6)	1% (8)	711
Religious Non-Protestant/Catholic	56% (41)	34% (25)	7% (5)	1% (1)	1% (1)	— (0)	73
Evangelical	68% (239)	27% (93)	1% (5)	1% (4)	— (2)	2% (7)	350
Non-Evangelical	65% (284)	29% (128)	3% (13)	1% (6)	— (1)	1% (6)	438
Community: Urban	70% (238)	25% (85)	3% (11)	— (1)	1% (4)	1% (4)	342
Community: Suburban	63% (398)	31% (198)	3% (19)	2% (10)	— (2)	1% (4)	631
Community: Rural	69% (269)	26% (101)	3% (12)	1% (3)	1% (2)	1% (6)	392
Employ: Private Sector	63% (300)	30% (142)	3% (15)	2% (8)	— (2)	1% (5)	473
Employ: Government	65% (66)	31% (32)	— (0)	1% (1)	3% (3)	— (0)	101
Employ: Self-Employed	53% (67)	42% (53)	4% (5)	— (0)	— (0)	1% (1)	126
Employ: Homemaker	55% (62)	35% (39)	6% (6)	2% (2)	1% (1)	2% (2)	112
Employ: Student	63% (53)	31% (25)	4% (3)	— (0)	2% (2)	1% (0)	83
Employ: Retired	80% (176)	19% (41)	1% (1)	1% (2)	— (0)	— (0)	220
Employ: Unemployed	74% (109)	21% (30)	4% (6)	1% (1)	— (0)	— (1)	146
Employ: Other	70% (73)	21% (21)	4% (4)	— (0)	1% (1)	5% (5)	103
Military HH: Yes	67% (145)	26% (57)	3% (8)	2% (5)	— (0)	1% (3)	217
Military HH: No	66% (759)	28% (326)	3% (34)	1% (9)	1% (8)	1% (12)	1149
RD/WT: Right Direction	68% (351)	26% (135)	3% (16)	1% (4)	1% (3)	1% (7)	516
RD/WT: Wrong Track	65% (554)	29% (249)	3% (26)	1% (10)	1% (5)	1% (7)	850
Trump Job Approve	67% (337)	27% (137)	3% (17)	1% (5)	— (2)	1% (7)	505
Trump Job Disapprove	66% (530)	29% (230)	3% (23)	1% (9)	1% (6)	1% (7)	806
Trump Job Strongly Approve	67% (193)	27% (78)	2% (7)	1% (3)	1% (2)	2% (7)	290
Trump Job Somewhat Approve	67% (144)	27% (59)	5% (10)	1% (2)	— (0)	— (0)	215
Trump Job Somewhat Disapprove	64% (126)	31% (60)	3% (6)	1% (1)	1% (2)	— (0)	195
Trump Job Strongly Disapprove	66% (404)	28% (170)	3% (18)	1% (8)	1% (4)	1% (6)	611

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**Table HR3:** How many streaming services, such as Netflix or HBO Now, do you currently subscribe to?

Demographic	1 to 2	3 to 4	5 to 6	7 to 8	9 to 10	More than 10	Total N
Adults	66% (904)	28% (384)	3% (41)	1% (14)	1% (8)	1% (14)	1365
Favorable of Trump	65% (324)	28% (138)	3% (17)	1% (6)	— (2)	2% (10)	496
Unfavorable of Trump	67% (525)	28% (223)	3% (22)	1% (8)	1% (6)	1% (4)	788
Very Favorable of Trump	66% (194)	27% (80)	2% (7)	1% (2)	— (1)	3% (10)	294
Somewhat Favorable of Trump	64% (130)	28% (58)	5% (10)	2% (4)	— (1)	— (0)	203
Somewhat Unfavorable of Trump	71% (103)	27% (39)	2% (2)	— (1)	1% (1)	— (0)	147
Very Unfavorable of Trump	66% (422)	29% (184)	3% (19)	1% (7)	1% (5)	1% (4)	641
#1 Issue: Economy	65% (230)	31% (109)	2% (8)	— (1)	— (2)	1% (2)	352
#1 Issue: Security	73% (183)	22% (55)	2% (5)	1% (1)	— (1)	2% (4)	249
#1 Issue: Health Care	64% (155)	29% (70)	2% (6)	2% (6)	2% (6)	1% (2)	244
#1 Issue: Medicare / Social Security	73% (104)	21% (30)	3% (4)	2% (3)	— (0)	1% (2)	142
#1 Issue: Women's Issues	60% (81)	32% (43)	7% (9)	— (0)	— (0)	1% (2)	135
#1 Issue: Education	56% (55)	38% (37)	4% (4)	2% (2)	— (0)	— (0)	97
#1 Issue: Energy	65% (55)	29% (25)	5% (4)	1% (1)	— (0)	— (0)	84
#1 Issue: Other	68% (42)	26% (16)	3% (2)	— (0)	— (0)	3% (2)	62
2018 House Vote: Democrat	61% (333)	34% (184)	3% (16)	1% (4)	1% (3)	1% (5)	546
2018 House Vote: Republican	66% (251)	29% (108)	3% (10)	1% (3)	— (1)	1% (6)	379
2018 House Vote: Someone else	74% (43)	15% (9)	3% (2)	— (0)	5% (3)	3% (2)	58
2016 Vote: Hillary Clinton	62% (284)	31% (140)	4% (18)	2% (8)	— (1)	1% (7)	458
2016 Vote: Donald Trump	67% (255)	28% (108)	3% (10)	1% (3)	— (2)	1% (6)	383
2016 Vote: Other	62% (61)	33% (33)	2% (2)	1% (1)	3% (3)	— (0)	99
2016 Vote: Didn't Vote	72% (304)	24% (101)	3% (11)	1% (2)	1% (3)	— (2)	423
Voted in 2014: Yes	66% (531)	28% (227)	3% (23)	1% (10)	— (3)	2% (12)	806
Voted in 2014: No	67% (373)	28% (157)	3% (18)	1% (4)	1% (5)	— (2)	559
2012 Vote: Barack Obama	65% (360)	28% (158)	4% (20)	1% (8)	— (2)	1% (7)	555
2012 Vote: Mitt Romney	70% (195)	25% (69)	2% (6)	1% (2)	— (1)	2% (6)	278
2012 Vote: Didn't Vote	66% (322)	29% (143)	3% (14)	1% (4)	1% (5)	— (2)	490
4-Region: Northeast	67% (144)	28% (60)	3% (7)	1% (2)	— (0)	— (0)	213
4-Region: Midwest	66% (189)	28% (81)	3% (8)	1% (3)	— (0)	2% (6)	287
4-Region: South	66% (335)	28% (144)	4% (19)	1% (5)	1% (5)	1% (4)	512
4-Region: West	67% (236)	28% (99)	2% (7)	1% (5)	1% (3)	1% (4)	353

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**Table HR3: How many streaming services, such as Netflix or HBO Now, do you currently subscribe to?**

Demographic	1 to 2	3 to 4	5 to 6	7 to 8	9 to 10	More than 10	Total N
Adults	66% (904)	28% (384)	3% (41)	1% (14)	1% (8)	1% (14)	1365
Watch TV: Every day	62% (453)	31% (228)	3% (25)	1% (8)	— (2)	1% (10)	726
Watch TV: Several times per week	69% (254)	28% (104)	1% (5)	1% (2)	1% (3)	— (1)	369
Watch TV: About once per week	71% (46)	21% (13)	4% (3)	3% (2)	— (0)	1% (1)	64
Watch TV: Several times per month	61% (49)	29% (24)	8% (6)	2% (2)	— (0)	— (0)	81
Watch TV: About once per month	78% (39)	15% (7)	5% (2)	— (0)	— (0)	2% (1)	50
Watch Movies: Every day	54% (184)	37% (127)	5% (16)	2% (6)	— (1)	3% (9)	342
Watch Movies: Several times per week	64% (274)	31% (132)	2% (10)	1% (6)	— (2)	— (1)	425
Watch Movies: About once per week	69% (159)	22% (51)	4% (10)	1% (1)	2% (4)	1% (3)	229
Watch Movies: Several times per month	72% (121)	26% (43)	3% (4)	— (0)	— (0)	— (0)	169
Watch Movies: About once per month	83% (80)	15% (14)	1% (1)	1% (1)	— (0)	— (0)	96
Watch Movies: Less often than once per month	82% (61)	16% (12)	— (0)	— (0)	— (0)	1% (1)	74
Watch Sporting Events: Every day	53% (62)	33% (39)	5% (5)	4% (5)	— (0)	6% (7)	118
Watch Sporting Events: Several times per week	69% (149)	26% (56)	3% (6)	1% (3)	1% (2)	1% (1)	218
Watch Sporting Events: About once per week	66% (96)	27% (39)	5% (8)	1% (1)	1% (2)	— (0)	145
Watch Sporting Events: Several times per month	60% (65)	33% (36)	3% (4)	2% (2)	1% (1)	1% (1)	108
Watch Sporting Events: About once per month	55% (57)	37% (38)	5% (5)	1% (1)	— (0)	2% (2)	103
Watch Sporting Events: Less often than once per month	70% (169)	26% (64)	2% (6)	1% (3)	— (0)	1% (2)	244
Watch Sporting Events: Never	71% (306)	26% (111)	2% (8)	— (0)	1% (4)	— (1)	430
Cable TV: Currently subscribe	68% (457)	26% (177)	3% (18)	1% (6)	1% (5)	1% (8)	672
Cable TV: Subscribed in past	64% (320)	30% (149)	4% (22)	1% (5)	1% (3)	1% (4)	503
Cable TV: Never subscribed	66% (126)	31% (58)	1% (1)	1% (3)	— (0)	1% (2)	190
Satellite TV: Currently subscribe	69% (189)	21% (59)	5% (13)	2% (6)	2% (4)	2% (5)	275
Satellite TV: Subscribed in past	61% (278)	34% (154)	4% (17)	1% (5)	— (1)	— (2)	457
Satellite TV: Never subscribed	69% (437)	27% (171)	2% (12)	1% (4)	— (3)	1% (7)	633
Streaming Services: Currently subscribe	66% (904)	28% (384)	3% (41)	1% (14)	1% (8)	1% (14)	1365
Film: An avid fan	59% (383)	34% (224)	4% (27)	1% (6)	— (2)	2% (11)	653
Film: A casual fan	73% (442)	23% (141)	2% (12)	1% (5)	— (2)	— (2)	604
Film: Not a fan	76% (76)	15% (14)	3% (3)	1% (1)	4% (4)	1% (1)	100
Television: An avid fan	62% (468)	31% (230)	4% (28)	1% (9)	— (3)	2% (13)	751
Television: A casual fan	69% (385)	26% (147)	2% (12)	1% (5)	1% (4)	— (1)	554
Television: Not a fan	85% (42)	11% (5)	2% (1)	— (0)	2% (1)	— (0)	50

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**Table HR3:** How many streaming services, such as Netflix or HBO Now, do you currently subscribe to?

Demographic	1 to 2	3 to 4	5 to 6	7 to 8	9 to 10	More than 10	Total N
Adults	66% (904)	28% (384)	3% (41)	1% (14)	1% (8)	1% (14)	1365
Music: An avid fan	62% (516)	31% (261)	4% (30)	1% (10)	1% (4)	1% (11)	833
Music: A casual fan	73% (353)	24% (117)	2% (9)	1% (3)	1% (3)	— (1)	485
Fashion: An avid fan	52% (137)	36% (93)	6% (15)	3% (7)	1% (3)	3% (8)	262
Fashion: A casual fan	65% (357)	31% (168)	3% (15)	1% (6)	— (0)	1% (3)	549
Fashion: Not a fan	74% (404)	22% (120)	2% (9)	— (1)	1% (5)	1% (4)	543

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

**Table HR4\_INET:** About how much do you pay per month for all of your streaming services combined?

Monthly cost:

Demographic	Selected	Not Selected	Total N
Adults	79% (1083)	21% (283)	1365
Gender: Male	81% (526)	19% (127)	652
Gender: Female	78% (557)	22% (156)	713
Age: 18-29	76% (272)	24% (85)	357
Age: 30-44	83% (335)	17% (66)	401
Age: 45-54	78% (192)	22% (55)	247
Age: 55-64	86% (152)	14% (25)	177
Age: 65+	72% (132)	28% (52)	183
Generation Z: 18-22	67% (102)	33% (51)	153
Millennial: Age 23-38	82% (389)	18% (87)	475
Generation X: Age 39-54	82% (308)	18% (69)	377
Boomers: Age 55-73	79% (267)	21% (71)	339
PID: Dem (no lean)	81% (426)	19% (97)	523
PID: Ind (no lean)	77% (356)	23% (105)	461
PID: Rep (no lean)	79% (301)	21% (80)	381
PID/Gender: Dem Men	81% (193)	19% (44)	237
PID/Gender: Dem Women	82% (233)	18% (53)	286
PID/Gender: Ind Men	79% (163)	21% (44)	207
PID/Gender: Ind Women	76% (192)	24% (61)	254
PID/Gender: Rep Men	81% (169)	19% (39)	208
PID/Gender: Rep Women	76% (132)	24% (42)	174
Ideo: Liberal (1-3)	79% (389)	21% (101)	490
Ideo: Moderate (4)	82% (250)	18% (54)	304
Ideo: Conservative (5-7)	81% (329)	19% (75)	404
Educ: < College	78% (695)	22% (196)	892
Educ: Bachelors degree	82% (254)	18% (54)	308
Educ: Post-grad	81% (133)	19% (32)	165

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**Table HR4\_INET:** About how much do you pay per month for all of your streaming services combined?  
 Monthly cost:

Demographic	Selected		Not Selected		Total N
Adults	79%	(1083)	21%	(283)	1365
Income: Under 50k	80%	(598)	20%	(149)	748
Income: 50k-100k	78%	(366)	22%	(103)	470
Income: 100k+	80%	(118)	20%	(30)	148
Ethnicity: White	78%	(837)	22%	(235)	1072
Ethnicity: Hispanic	84%	(195)	16%	(36)	231
Ethnicity: Afr. Am.	83%	(143)	17%	(29)	173
Ethnicity: Other	85%	(102)	15%	(18)	121
All Christian	82%	(432)	18%	(95)	527
Atheist	83%	(67)	17%	(13)	80
Agnostic/Nothing in particular	78%	(554)	22%	(157)	711
Religious Non-Protestant/Catholic	68%	(50)	32%	(23)	73
Evangelical	82%	(288)	18%	(62)	350
Non-Evangelical	77%	(339)	23%	(99)	438
Community: Urban	85%	(289)	15%	(53)	342
Community: Suburban	78%	(491)	22%	(141)	631
Community: Rural	77%	(303)	23%	(89)	392
Employ: Private Sector	82%	(386)	18%	(87)	473
Employ: Government	92%	(93)	8%	(9)	101
Employ: Self-Employed	79%	(100)	21%	(27)	126
Employ: Homemaker	79%	(89)	21%	(24)	112
Employ: Student	61%	(51)	39%	(32)	83
Employ: Retired	79%	(174)	21%	(45)	220
Employ: Unemployed	76%	(111)	24%	(36)	146
Employ: Other	77%	(79)	23%	(24)	103
Military HH: Yes	77%	(167)	23%	(50)	217
Military HH: No	80%	(916)	20%	(233)	1149
RD/WT: Right Direction	78%	(403)	22%	(112)	516
RD/WT: Wrong Track	80%	(679)	20%	(171)	850
Trump Job Approve	79%	(398)	21%	(106)	505
Trump Job Disapprove	81%	(650)	19%	(156)	806

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**Table HR4\_INET:** About how much do you pay per month for all of your streaming services combined?

Monthly cost:

Demographic	Selected	Not Selected	Total N
Adults	79% (1083)	21% (283)	1365
Trump Job Strongly Approve	77% (222)	23% (68)	290
Trump Job Somewhat Approve	82% (176)	18% (38)	215
Trump Job Somewhat Disapprove	85% (165)	15% (30)	195
Trump Job Strongly Disapprove	79% (485)	21% (126)	611
Favorable of Trump	78% (387)	22% (110)	496
Unfavorable of Trump	81% (638)	19% (150)	788
Very Favorable of Trump	76% (224)	24% (70)	294
Somewhat Favorable of Trump	80% (163)	20% (40)	203
Somewhat Unfavorable of Trump	82% (121)	18% (26)	147
Very Unfavorable of Trump	81% (518)	19% (124)	641
#1 Issue: Economy	80% (283)	20% (69)	352
#1 Issue: Security	80% (198)	20% (51)	249
#1 Issue: Health Care	84% (204)	16% (39)	244
#1 Issue: Medicare / Social Security	82% (117)	18% (25)	142
#1 Issue: Women's Issues	71% (95)	29% (40)	135
#1 Issue: Education	84% (81)	16% (16)	97
#1 Issue: Energy	69% (59)	31% (26)	84
#1 Issue: Other	72% (45)	28% (17)	62
2018 House Vote: Democrat	82% (450)	18% (96)	546
2018 House Vote: Republican	81% (306)	19% (73)	379
2018 House Vote: Someone else	85% (49)	15% (9)	58
2016 Vote: Hillary Clinton	83% (379)	17% (79)	458
2016 Vote: Donald Trump	80% (307)	20% (76)	383
2016 Vote: Other	82% (81)	18% (18)	99
2016 Vote: Didn't Vote	74% (313)	26% (110)	423
Voted in 2014: Yes	83% (666)	17% (141)	806
Voted in 2014: No	75% (417)	25% (142)	559
2012 Vote: Barack Obama	84% (464)	16% (91)	555
2012 Vote: Mitt Romney	82% (228)	18% (51)	278
2012 Vote: Didn't Vote	73% (360)	27% (130)	490

Continued on next page

**Table HR4\_INET:** About how much do you pay per month for all of your streaming services combined?  
 Monthly cost:

Demographic	Selected	Not Selected	Total N
Adults	79% (1083)	21% (283)	1365
4-Region: Northeast	79% (169)	21% (44)	213
4-Region: Midwest	79% (228)	21% (59)	287
4-Region: South	78% (398)	22% (114)	512
4-Region: West	81% (287)	19% (66)	353
Watch TV: Every day	79% (573)	21% (153)	726
Watch TV: Several times per week	82% (301)	18% (68)	369
Watch TV: About once per week	89% (57)	11% (7)	64
Watch TV: Several times per month	78% (63)	22% (18)	81
Watch TV: About once per month	71% (35)	29% (14)	50
Watch Movies: Every day	80% (273)	20% (70)	342
Watch Movies: Several times per week	82% (348)	18% (77)	425
Watch Movies: About once per week	81% (185)	19% (44)	229
Watch Movies: Several times per month	76% (129)	24% (40)	169
Watch Movies: About once per month	79% (76)	21% (20)	96
Watch Movies: Less often than once per month	70% (52)	30% (22)	74
Watch Sporting Events: Every day	74% (88)	26% (30)	118
Watch Sporting Events: Several times per week	86% (187)	14% (31)	218
Watch Sporting Events: About once per week	80% (117)	20% (29)	145
Watch Sporting Events: Several times per month	87% (94)	13% (14)	108
Watch Sporting Events: About once per month	78% (80)	22% (22)	103
Watch Sporting Events: Less often than once per month	79% (192)	21% (51)	244
Watch Sporting Events: Never	76% (325)	24% (104)	430
Cable TV: Currently subscribe	76% (512)	24% (160)	672
Cable TV: Subscribed in past	85% (425)	15% (78)	503
Cable TV: Never subscribed	77% (146)	23% (44)	190
Satellite TV: Currently subscribe	74% (203)	26% (72)	275
Satellite TV: Subscribed in past	83% (380)	17% (78)	457
Satellite TV: Never subscribed	79% (500)	21% (133)	633
Streaming Services: Currently subscribe	79% (1083)	21% (283)	1365

Continued on next page

**Table HR4\_1NET:** About how much do you pay per month for all of your streaming services combined?

Monthly cost:

Demographic	Selected	Not Selected	Total N
Adults	79% (1083)	21% (283)	1365
Film: An avid fan	81% (527)	19% (126)	653
Film: A casual fan	78% (472)	22% (132)	604
Film: Not a fan	77% (77)	23% (23)	100
Television: An avid fan	81% (611)	19% (139)	751
Television: A casual fan	76% (422)	24% (133)	554
Television: Not a fan	78% (39)	22% (11)	50
Music: An avid fan	81% (675)	19% (157)	833
Music: A casual fan	76% (369)	24% (116)	485
Fashion: An avid fan	76% (199)	24% (63)	262
Fashion: A casual fan	79% (432)	21% (117)	549
Fashion: Not a fan	82% (443)	18% (100)	543

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

**Table HR4\_2NET:** *About how much do you pay per month for all of your streaming services combined?*  
 Don't Know

Demographic	Selected	Not Selected	Total N
Adults	21% (283)	79% (1083)	1365
Gender: Male	19% (127)	81% (526)	652
Gender: Female	22% (156)	78% (557)	713
Age: 18-29	24% (85)	76% (272)	357
Age: 30-44	17% (66)	83% (335)	401
Age: 45-54	22% (55)	78% (192)	247
Age: 55-64	14% (25)	86% (152)	177
Age: 65+	28% (52)	72% (132)	183
Generation Z: 18-22	33% (51)	67% (102)	153
Millennial: Age 23-38	18% (87)	82% (389)	475
Generation X: Age 39-54	18% (69)	82% (308)	377
Boomers: Age 55-73	21% (71)	79% (267)	339
PID: Dem (no lean)	19% (97)	81% (426)	523
PID: Ind (no lean)	23% (105)	77% (356)	461
PID: Rep (no lean)	21% (80)	79% (301)	381
PID/Gender: Dem Men	19% (44)	81% (193)	237
PID/Gender: Dem Women	18% (53)	82% (233)	286
PID/Gender: Ind Men	21% (44)	79% (163)	207
PID/Gender: Ind Women	24% (61)	76% (192)	254
PID/Gender: Rep Men	19% (39)	81% (169)	208
PID/Gender: Rep Women	24% (42)	76% (132)	174
Ideo: Liberal (1-3)	21% (101)	79% (389)	490
Ideo: Moderate (4)	18% (54)	82% (250)	304
Ideo: Conservative (5-7)	19% (75)	81% (329)	404
Educ: < College	22% (196)	78% (695)	892
Educ: Bachelors degree	18% (54)	82% (254)	308
Educ: Post-grad	19% (32)	81% (133)	165

Continued on next page

**Table HR4\_2NET:** About how much do you pay per month for all of your streaming services combined?

Don't Know

Demographic	Selected	Not Selected	Total N
Adults	21% (283)	79% (1083)	1365
Income: Under 50k	20% (149)	80% (598)	748
Income: 50k-100k	22% (103)	78% (366)	470
Income: 100k+	20% (30)	80% (118)	148
Ethnicity: White	22% (235)	78% (837)	1072
Ethnicity: Hispanic	16% (36)	84% (195)	231
Ethnicity: Afr. Am.	17% (29)	83% (143)	173
Ethnicity: Other	15% (18)	85% (102)	121
All Christian	18% (95)	82% (432)	527
Atheist	17% (13)	83% (67)	80
Agnostic/Nothing in particular	22% (157)	78% (554)	711
Religious Non-Protestant/Catholic	32% (23)	68% (50)	73
Evangelical	18% (62)	82% (288)	350
Non-Evangelical	23% (99)	77% (339)	438
Community: Urban	15% (53)	85% (289)	342
Community: Suburban	22% (141)	78% (491)	631
Community: Rural	23% (89)	77% (303)	392
Employ: Private Sector	18% (87)	82% (386)	473
Employ: Government	8% (9)	92% (93)	101
Employ: Self-Employed	21% (27)	79% (100)	126
Employ: Homemaker	21% (24)	79% (89)	112
Employ: Student	39% (32)	61% (51)	83
Employ: Retired	21% (45)	79% (174)	220
Employ: Unemployed	24% (36)	76% (111)	146
Employ: Other	23% (24)	77% (79)	103
Military HH: Yes	23% (50)	77% (167)	217
Military HH: No	20% (233)	80% (916)	1149
RD/WT: Right Direction	22% (112)	78% (403)	516
RD/WT: Wrong Track	20% (171)	80% (679)	850
Trump Job Approve	21% (106)	79% (398)	505
Trump Job Disapprove	19% (156)	81% (650)	806

Continued on next page



**Table HR4\_2NET:** About how much do you pay per month for all of your streaming services combined?  
 Don't Know

Demographic	Selected		Not Selected		Total N
Adults	21%	(283)	79%	(1083)	1365
Trump Job Strongly Approve	23%	(68)	77%	(222)	290
Trump Job Somewhat Approve	18%	(38)	82%	(176)	215
Trump Job Somewhat Disapprove	15%	(30)	85%	(165)	195
Trump Job Strongly Disapprove	21%	(126)	79%	(485)	611
Favorable of Trump	22%	(110)	78%	(387)	496
Unfavorable of Trump	19%	(150)	81%	(638)	788
Very Favorable of Trump	24%	(70)	76%	(224)	294
Somewhat Favorable of Trump	20%	(40)	80%	(163)	203
Somewhat Unfavorable of Trump	18%	(26)	82%	(121)	147
Very Unfavorable of Trump	19%	(124)	81%	(518)	641
#1 Issue: Economy	20%	(69)	80%	(283)	352
#1 Issue: Security	20%	(51)	80%	(198)	249
#1 Issue: Health Care	16%	(39)	84%	(204)	244
#1 Issue: Medicare / Social Security	18%	(25)	82%	(117)	142
#1 Issue: Women's Issues	29%	(40)	71%	(95)	135
#1 Issue: Education	16%	(16)	84%	(81)	97
#1 Issue: Energy	31%	(26)	69%	(59)	84
#1 Issue: Other	28%	(17)	72%	(45)	62
2018 House Vote: Democrat	18%	(96)	82%	(450)	546
2018 House Vote: Republican	19%	(73)	81%	(306)	379
2018 House Vote: Someone else	15%	(9)	85%	(49)	58
2016 Vote: Hillary Clinton	17%	(79)	83%	(379)	458
2016 Vote: Donald Trump	20%	(76)	80%	(307)	383
2016 Vote: Other	18%	(18)	82%	(81)	99
2016 Vote: Didn't Vote	26%	(110)	74%	(313)	423
Voted in 2014: Yes	17%	(141)	83%	(666)	806
Voted in 2014: No	25%	(142)	75%	(417)	559
2012 Vote: Barack Obama	16%	(91)	84%	(464)	555
2012 Vote: Mitt Romney	18%	(51)	82%	(228)	278
2012 Vote: Didn't Vote	27%	(130)	73%	(360)	490

Continued on next page

**Table HR4\_2NET:** About how much do you pay per month for all of your streaming services combined?

Don't Know

Demographic	Selected	Not Selected	Total N
Adults	21% (283)	79% (1083)	1365
4-Region: Northeast	21% (44)	79% (169)	213
4-Region: Midwest	21% (59)	79% (228)	287
4-Region: South	22% (114)	78% (398)	512
4-Region: West	19% (66)	81% (287)	353
Watch TV: Every day	21% (153)	79% (573)	726
Watch TV: Several times per week	18% (68)	82% (301)	369
Watch TV: About once per week	11% (7)	89% (57)	64
Watch TV: Several times per month	22% (18)	78% (63)	81
Watch TV: About once per month	29% (14)	71% (35)	50
Watch Movies: Every day	20% (70)	80% (273)	342
Watch Movies: Several times per week	18% (77)	82% (348)	425
Watch Movies: About once per week	19% (44)	81% (185)	229
Watch Movies: Several times per month	24% (40)	76% (129)	169
Watch Movies: About once per month	21% (20)	79% (76)	96
Watch Movies: Less often than once per month	30% (22)	70% (52)	74
Watch Sporting Events: Every day	26% (30)	74% (88)	118
Watch Sporting Events: Several times per week	14% (31)	86% (187)	218
Watch Sporting Events: About once per week	20% (29)	80% (117)	145
Watch Sporting Events: Several times per month	13% (14)	87% (94)	108
Watch Sporting Events: About once per month	22% (22)	78% (80)	103
Watch Sporting Events: Less often than once per month	21% (51)	79% (192)	244
Watch Sporting Events: Never	24% (104)	76% (325)	430
Cable TV: Currently subscribe	24% (160)	76% (512)	672
Cable TV: Subscribed in past	15% (78)	85% (425)	503
Cable TV: Never subscribed	23% (44)	77% (146)	190
Satellite TV: Currently subscribe	26% (72)	74% (203)	275
Satellite TV: Subscribed in past	17% (78)	83% (380)	457
Satellite TV: Never subscribed	21% (133)	79% (500)	633
Streaming Services: Currently subscribe	21% (283)	79% (1083)	1365

Continued on next page

**Table HR4\_2NET:** About how much do you pay per month for all of your streaming services combined?  
 Don't Know

Demographic	Selected	Not Selected	Total N
Adults	21% (283)	79% (1083)	1365
Film: An avid fan	19% (126)	81% (527)	653
Film: A casual fan	22% (132)	78% (472)	604
Film: Not a fan	23% (23)	77% (77)	100
Television: An avid fan	19% (139)	81% (611)	751
Television: A casual fan	24% (133)	76% (422)	554
Television: Not a fan	22% (11)	78% (39)	50
Music: An avid fan	19% (157)	81% (675)	833
Music: A casual fan	24% (116)	76% (369)	485
Fashion: An avid fan	24% (63)	76% (199)	262
Fashion: A casual fan	21% (117)	79% (432)	549
Fashion: Not a fan	18% (100)	82% (443)	543

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

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

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total
Adults	48% (1049)	24% (537)	6% (123)	6% (133)	3% (70)	5% (103)	8% (184)	220
Gender: Male	47% (500)	24% (259)	6% (67)	5% (55)	3% (31)	5% (54)	9% (96)	100
Gender: Female	48% (550)	24% (278)	5% (56)	7% (78)	3% (39)	4% (49)	8% (88)	113
Age: 18-29	41% (191)	29% (134)	5% (25)	8% (36)	5% (24)	4% (16)	8% (35)	40
Age: 30-44	50% (275)	29% (160)	5% (28)	6% (31)	3% (15)	3% (16)	5% (27)	5
Age: 45-54	49% (201)	21% (89)	8% (32)	5% (19)	2% (8)	6% (25)	10% (40)	4
Age: 55-64	51% (172)	19% (63)	4% (15)	6% (22)	4% (15)	7% (22)	9% (29)	33
Age: 65+	48% (210)	21% (91)	5% (24)	6% (25)	2% (8)	5% (24)	12% (54)	43
Generation Z: 18-22	33% (67)	33% (68)	4% (9)	8% (17)	6% (13)	4% (9)	11% (22)	20
Millennial: Age 23-38	48% (299)	28% (175)	6% (39)	6% (40)	3% (19)	3% (17)	5% (34)	62
Generation X: Age 39-54	50% (301)	23% (139)	6% (37)	5% (30)	3% (15)	5% (31)	8% (45)	59
Boomers: Age 55-73	50% (348)	20% (137)	5% (35)	6% (40)	3% (22)	6% (39)	10% (70)	6
PID: Dem (no lean)	50% (394)	24% (188)	5% (42)	6% (46)	3% (22)	4% (34)	8% (63)	79
PID: Ind (no lean)	44% (344)	26% (205)	5% (43)	6% (50)	4% (29)	5% (41)	9% (73)	78
PID: Rep (no lean)	50% (311)	23% (144)	6% (38)	6% (36)	3% (19)	5% (29)	8% (47)	62
PID/Gender: Dem Men	51% (185)	22% (81)	5% (20)	6% (23)	2% (8)	4% (16)	8% (29)	3
PID/Gender: Dem Women	49% (209)	25% (107)	5% (23)	5% (23)	3% (15)	4% (18)	8% (34)	42
PID/Gender: Ind Men	39% (150)	27% (102)	8% (29)	5% (20)	4% (15)	7% (26)	10% (39)	38
PID/Gender: Ind Women	48% (194)	25% (103)	4% (14)	7% (30)	3% (14)	4% (15)	8% (34)	40
PID/Gender: Rep Men	51% (165)	24% (76)	6% (18)	4% (13)	3% (8)	4% (13)	9% (28)	32
PID/Gender: Rep Women	48% (147)	22% (68)	6% (19)	8% (24)	3% (10)	5% (16)	6% (19)	30
Ideo: Liberal (1-3)	51% (347)	26% (174)	6% (40)	5% (34)	4% (26)	3% (20)	5% (33)	67
Ideo: Moderate (4)	49% (250)	24% (125)	5% (23)	6% (32)	2% (10)	5% (23)	9% (46)	5
Ideo: Conservative (5-7)	47% (325)	25% (170)	6% (41)	6% (43)	3% (20)	4% (31)	8% (55)	68

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	48% (1049)	24% (537)	6% (123)	6% (133)	3% (70)	5% (103)	8% (184)	220
Educ: < College	49% (738)	23% (342)	5% (74)	6% (92)	4% (54)	5% (76)	9% (136)	15
Educ: Bachelors degree	44% (193)	27% (118)	9% (39)	7% (32)	2% (11)	4% (18)	8% (34)	44
Educ: Post-grad	48% (118)	32% (78)	4% (10)	4% (9)	2% (6)	4% (9)	6% (14)	24
Income: Under 50k	47% (623)	22% (294)	6% (73)	6% (84)	3% (42)	6% (73)	10% (135)	132
Income: 50k-100k	49% (325)	27% (182)	6% (43)	6% (38)	3% (22)	4% (25)	5% (32)	66
Income: 100k+	48% (101)	29% (61)	3% (7)	5% (11)	3% (6)	2% (5)	8% (17)	20
Ethnicity: White	50% (867)	24% (412)	6% (95)	5% (89)	3% (43)	4% (74)	8% (141)	172
Ethnicity: Hispanic	34% (118)	30% (104)	6% (21)	9% (31)	4% (14)	9% (32)	8% (30)	34
Ethnicity: Afr. Am.	45% (123)	23% (64)	4% (12)	7% (19)	7% (19)	5% (14)	8% (23)	27
Ethnicity: Other	29% (59)	30% (61)	8% (15)	12% (25)	4% (8)	8% (16)	10% (20)	20
All Christian	50% (455)	24% (214)	6% (58)	6% (56)	3% (27)	4% (33)	7% (62)	90
All Non-Christian	37% (32)	26% (23)	10% (9)	5% (4)	5% (4)	4% (4)	12% (10)	8
Atheist	44% (46)	29% (30)	9% (9)	9% (9)	1% (1)	3% (3)	6% (6)	10
Agnostic/Nothing in particular	47% (516)	25% (271)	4% (47)	6% (63)	3% (37)	6% (64)	10% (106)	110
Religious Non-Protestant/Catholic	34% (41)	29% (34)	10% (12)	7% (8)	7% (9)	4% (4)	10% (12)	1
Evangelical	52% (306)	21% (122)	5% (32)	6% (38)	3% (18)	6% (32)	7% (40)	58
Non-Evangelical	50% (376)	24% (179)	6% (45)	6% (44)	3% (20)	4% (28)	8% (58)	75
Community: Urban	44% (249)	25% (138)	7% (37)	7% (41)	3% (19)	5% (29)	9% (49)	56
Community: Suburban	50% (488)	26% (255)	5% (48)	6% (57)	3% (30)	3% (30)	7% (71)	97
Community: Rural	47% (312)	22% (145)	6% (38)	5% (35)	3% (21)	7% (45)	10% (63)	65
Employ: Private Sector	50% (326)	25% (164)	7% (48)	6% (36)	3% (20)	4% (25)	4% (29)	64
Employ: Government	36% (53)	28% (41)	8% (11)	4% (6)	7% (9)	6% (9)	11% (15)	14
Employ: Self-Employed	47% (98)	25% (52)	4% (7)	8% (16)	5% (10)	4% (9)	7% (15)	20
Employ: Homemaker	57% (89)	25% (39)	5% (8)	6% (9)	1% (1)	2% (4)	4% (7)	15
Employ: Student	28% (31)	45% (49)	6% (7)	8% (9)	3% (4)	3% (3)	6% (7)	10
Employ: Retired	53% (251)	20% (96)	4% (17)	5% (26)	2% (9)	5% (22)	12% (56)	47
Employ: Unemployed	45% (108)	20% (49)	6% (14)	8% (19)	2% (6)	5% (13)	13% (30)	24
Employ: Other	43% (93)	22% (49)	5% (11)	5% (11)	5% (10)	8% (18)	12% (25)	2

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	48% (1049)	24% (537)	6% (123)	6% (133)	3% (70)	5% (103)	8% (184)	220
Military HH: Yes	48% (176)	23% (85)	7% (25)	5% (19)	4% (14)	3% (12)	9% (34)	36
Military HH: No	48% (873)	25% (452)	5% (98)	6% (114)	3% (56)	5% (91)	8% (150)	183
RD/WT: Right Direction	47% (396)	26% (218)	5% (45)	6% (50)	3% (28)	5% (40)	8% (64)	84
RD/WT: Wrong Track	48% (654)	24% (320)	6% (78)	6% (83)	3% (43)	5% (63)	9% (120)	136
Trump Job Approve	50% (418)	24% (202)	6% (47)	6% (49)	3% (24)	5% (42)	7% (58)	8
Trump Job Disapprove	49% (596)	25% (303)	5% (64)	6% (78)	3% (39)	4% (52)	8% (94)	122
Trump Job Strongly Approve	53% (255)	22% (104)	5% (26)	6% (27)	3% (13)	5% (22)	8% (37)	48
Trump Job Somewhat Approve	46% (163)	28% (98)	6% (22)	6% (21)	3% (11)	6% (20)	6% (20)	33
Trump Job Somewhat Disapprove	42% (129)	30% (92)	5% (15)	8% (24)	3% (11)	4% (11)	8% (23)	30
Trump Job Strongly Disapprove	51% (467)	23% (211)	5% (49)	6% (54)	3% (29)	4% (41)	8% (70)	9
Favorable of Trump	50% (416)	25% (210)	5% (46)	5% (42)	3% (25)	5% (41)	7% (58)	83
Unfavorable of Trump	49% (585)	24% (288)	5% (63)	7% (79)	3% (36)	5% (54)	7% (87)	119
Very Favorable of Trump	52% (266)	22% (112)	5% (26)	5% (26)	3% (15)	5% (27)	7% (37)	50
Somewhat Favorable of Trump	46% (150)	30% (98)	6% (19)	5% (15)	3% (10)	4% (14)	6% (21)	32
Somewhat Unfavorable of Trump	43% (102)	24% (58)	7% (16)	9% (22)	4% (9)	6% (14)	7% (17)	23
Very Unfavorable of Trump	51% (483)	24% (231)	5% (47)	6% (57)	3% (27)	4% (41)	7% (70)	99
#1 Issue: Economy	48% (247)	29% (150)	6% (29)	5% (24)	4% (21)	4% (18)	6% (31)	5
#1 Issue: Security	48% (212)	25% (113)	4% (20)	7% (29)	2% (9)	6% (26)	8% (35)	44
#1 Issue: Health Care	53% (189)	19% (66)	5% (17)	8% (27)	4% (14)	3% (12)	9% (33)	35
#1 Issue: Medicare / Social Security	52% (172)	18% (61)	5% (16)	6% (20)	2% (6)	7% (24)	10% (34)	33
#1 Issue: Women's Issues	44% (78)	24% (43)	8% (14)	6% (10)	5% (9)	3% (5)	10% (18)	17
#1 Issue: Education	44% (59)	32% (44)	4% (5)	4% (6)	2% (3)	4% (5)	10% (13)	13
#1 Issue: Energy	48% (54)	29% (33)	5% (5)	9% (10)	1% (1)	6% (7)	3% (3)	1
#1 Issue: Other	33% (39)	24% (29)	13% (15)	6% (7)	6% (7)	5% (6)	14% (17)	12
2018 House Vote: Democrat	52% (421)	25% (203)	5% (44)	5% (42)	3% (20)	4% (32)	6% (49)	8
2018 House Vote: Republican	49% (302)	24% (148)	6% (40)	5% (33)	3% (20)	6% (35)	7% (43)	62
2018 House Vote: Someone else	47% (48)	25% (26)	6% (6)	8% (8)	2% (2)	1% (1)	11% (11)	1

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

TV shows

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total
Adults	48% (1049)	24% (537)	6% (123)	6% (133)	3% (70)	5% (103)	8% (184)	2200
2016 Vote: Hillary Clinton	53% (372)	22% (157)	6% (41)	6% (41)	2% (17)	5% (33)	6% (46)	700
2016 Vote: Donald Trump	50% (334)	24% (159)	6% (38)	5% (36)	3% (21)	4% (28)	7% (47)	660
2016 Vote: Other	42% (64)	28% (42)	4% (7)	7% (10)	6% (8)	3% (4)	10% (15)	150
2016 Vote: Didn't Vote	41% (278)	26% (177)	5% (37)	7% (46)	3% (24)	6% (38)	11% (76)	670
Voted in 2014: Yes	51% (668)	24% (307)	6% (76)	6% (74)	3% (35)	4% (56)	7% (89)	1300
Voted in 2014: No	43% (382)	26% (231)	5% (47)	7% (59)	4% (35)	5% (48)	11% (95)	890
2012 Vote: Barack Obama	53% (454)	24% (201)	5% (42)	5% (42)	3% (25)	5% (39)	6% (50)	880
2012 Vote: Mitt Romney	48% (231)	24% (115)	7% (33)	6% (27)	3% (14)	5% (26)	7% (35)	470
2012 Vote: Other	43% (40)	26% (24)	6% (5)	7% (6)	— (0)	3% (3)	15% (14)	90
2012 Vote: Didn't Vote	42% (323)	26% (197)	5% (42)	7% (57)	4% (31)	5% (35)	11% (84)	770
4-Region: Northeast	51% (199)	22% (85)	6% (25)	6% (23)	4% (16)	5% (19)	7% (27)	390
4-Region: Midwest	51% (235)	23% (107)	5% (25)	5% (23)	3% (14)	4% (20)	8% (38)	460
4-Region: South	48% (392)	22% (179)	6% (49)	7% (59)	3% (26)	4% (35)	10% (84)	820
4-Region: West	43% (223)	32% (166)	5% (24)	5% (27)	3% (14)	6% (30)	7% (35)	520
Watch TV: Every day	100% (1049)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	1049
Watch TV: Several times per week	— (0)	100% (537)	— (0)	— (0)	— (0)	— (0)	— (0)	537
Watch TV: About once per week	— (0)	— (0)	100% (123)	— (0)	— (0)	— (0)	— (0)	123
Watch TV: Several times per month	— (0)	— (0)	— (0)	100% (133)	— (0)	— (0)	— (0)	133
Watch TV: About once per month	— (0)	— (0)	— (0)	— (0)	100% (70)	— (0)	— (0)	70
Watch TV: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (103)	— (0)	103
Watch TV: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (184)	184
Watch Movies: Every day	79% (343)	12% (54)	3% (11)	4% (15)	1% (5)	1% (3)	1% (4)	430
Watch Movies: Several times per week	48% (265)	41% (227)	4% (22)	3% (17)	2% (10)	2% (9)	1% (6)	530
Watch Movies: About once per week	46% (154)	30% (101)	12% (42)	4% (13)	2% (6)	3% (10)	4% (12)	330
Watch Movies: Several times per month	42% (119)	24% (67)	5% (13)	18% (52)	5% (14)	4% (12)	2% (6)	230
Watch Movies: About once per month	37% (73)	22% (43)	9% (18)	7% (14)	13% (26)	7% (13)	4% (8)	190
Watch Movies: Less often than once per month	28% (52)	17% (32)	7% (12)	9% (16)	5% (9)	28% (51)	6% (11)	180
Watch Movies: Never	21% (43)	6% (13)	2% (4)	3% (6)	— (1)	2% (5)	65% (136)	200

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

TV shows

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total
Adults	48% (1049)	24% (537)	6% (123)	6% (133)	3% (70)	5% (103)	8% (184)	220
Watch Sporting Events: Every day	77% (131)	12% (21)	5% (8)	2% (4)	3% (5)	1% (1)	— (0)	16
Watch Sporting Events: Several times per week	57% (189)	33% (110)	6% (19)	1% (4)	1% (2)	2% (5)	1% (4)	33
Watch Sporting Events: About once per week	51% (109)	29% (63)	8% (17)	5% (10)	2% (5)	3% (7)	1% (3)	2
Watch Sporting Events: Several times per month	50% (96)	29% (56)	2% (5)	12% (23)	2% (3)	1% (2)	3% (5)	19
Watch Sporting Events: About once per month	42% (71)	29% (50)	8% (14)	9% (15)	9% (15)	1% (2)	3% (4)	17
Watch Sporting Events: Less often than once per month	47% (169)	24% (88)	6% (23)	8% (28)	4% (15)	7% (26)	3% (12)	36
Watch Sporting Events: Never	37% (285)	20% (151)	5% (37)	6% (50)	3% (26)	8% (60)	20% (156)	76
Cable TV: Currently subscribe	52% (552)	24% (252)	5% (55)	7% (69)	4% (39)	3% (29)	6% (66)	106
Cable TV: Subscribed in past	48% (359)	27% (201)	6% (42)	6% (41)	3% (20)	5% (39)	5% (40)	74
Cable TV: Never subscribed	35% (138)	21% (84)	6% (25)	6% (22)	3% (12)	9% (36)	20% (79)	39
Satellite TV: Currently subscribe	49% (226)	25% (114)	7% (30)	6% (30)	4% (21)	4% (19)	5% (23)	46
Satellite TV: Subscribed in past	50% (301)	27% (167)	4% (26)	7% (42)	2% (15)	4% (23)	6% (34)	60
Satellite TV: Never subscribed	46% (523)	23% (257)	6% (67)	5% (61)	3% (35)	5% (62)	11% (126)	113
Streaming Services: Currently subscribe	53% (726)	27% (369)	5% (64)	6% (81)	4% (50)	3% (37)	3% (38)	136
Streaming Services: Subscribed in past	33% (69)	26% (54)	10% (22)	11% (23)	3% (6)	7% (15)	9% (20)	20
Streaming Services: Never subscribed	41% (254)	18% (114)	6% (37)	5% (29)	2% (15)	8% (51)	20% (126)	62
Film: An avid fan	57% (487)	22% (192)	5% (39)	5% (43)	3% (26)	4% (31)	4% (38)	85
Film: A casual fan	45% (465)	29% (296)	7% (69)	7% (71)	3% (33)	4% (41)	5% (56)	103
Film: Not a fan	30% (88)	16% (47)	5% (14)	7% (19)	3% (8)	10% (31)	30% (87)	29
Television: An avid fan	65% (730)	20% (225)	3% (39)	4% (44)	1% (15)	3% (28)	4% (46)	112
Television: A casual fan	34% (304)	32% (288)	8% (76)	9% (79)	5% (45)	5% (47)	7% (64)	90
Television: Not a fan	7% (11)	15% (23)	5% (7)	6% (10)	4% (6)	16% (25)	47% (73)	15
Music: An avid fan	52% (634)	24% (295)	5% (66)	6% (67)	3% (37)	4% (47)	5% (64)	12
Music: A casual fan	45% (379)	27% (223)	6% (50)	7% (56)	3% (22)	5% (40)	8% (63)	83
Music: Not a fan	22% (31)	12% (18)	4% (6)	6% (9)	4% (6)	11% (16)	39% (56)	14
Fashion: An avid fan	54% (193)	24% (84)	5% (18)	7% (27)	4% (14)	4% (13)	3% (10)	35
Fashion: A casual fan	52% (426)	24% (197)	5% (38)	6% (49)	3% (27)	5% (41)	6% (46)	82
Fashion: Not a fan	42% (421)	25% (252)	7% (65)	6% (57)	3% (28)	5% (48)	13% (127)	99

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



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

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	20% (436)	25% (555)	15% (338)	13% (283)	9% (197)	8% (183)	9% (208)	220
Gender: Male	21% (223)	26% (272)	16% (165)	12% (127)	9% (101)	7% (76)	9% (98)	100
Gender: Female	19% (213)	25% (282)	15% (173)	14% (156)	8% (96)	9% (107)	10% (110)	113
Age: 18-29	26% (121)	26% (121)	17% (77)	12% (56)	7% (31)	5% (25)	7% (31)	40
Age: 30-44	24% (133)	29% (162)	17% (92)	11% (60)	8% (43)	6% (32)	5% (29)	5
Age: 45-54	20% (82)	23% (94)	14% (59)	13% (54)	10% (40)	9% (38)	11% (47)	4
Age: 55-64	16% (53)	24% (80)	15% (50)	14% (49)	10% (32)	10% (32)	12% (40)	33
Age: 65+	11% (48)	22% (98)	14% (61)	14% (63)	12% (51)	13% (56)	14% (60)	43
Generation Z: 18-22	19% (39)	27% (56)	18% (37)	12% (24)	8% (17)	7% (14)	9% (18)	20
Millennial: Age 23-38	28% (175)	29% (179)	15% (96)	11% (71)	6% (37)	5% (31)	5% (34)	62
Generation X: Age 39-54	20% (121)	24% (142)	16% (94)	13% (76)	10% (60)	8% (50)	9% (55)	59
Boomers: Age 55-73	13% (93)	24% (168)	14% (98)	15% (102)	11% (74)	10% (70)	12% (86)	6
PID: Dem (no lean)	21% (168)	26% (203)	16% (127)	13% (101)	9% (72)	6% (50)	9% (69)	79
PID: Ind (no lean)	19% (146)	25% (199)	16% (125)	12% (95)	10% (79)	9% (69)	9% (72)	78
PID: Rep (no lean)	19% (121)	24% (153)	14% (86)	14% (87)	7% (46)	10% (64)	11% (67)	62
PID/Gender: Dem Men	23% (84)	24% (85)	17% (62)	13% (47)	11% (38)	5% (16)	8% (29)	3
PID/Gender: Dem Women	20% (85)	27% (118)	15% (65)	12% (53)	8% (34)	8% (33)	9% (40)	42
PID/Gender: Ind Men	16% (62)	27% (101)	17% (66)	11% (43)	10% (37)	10% (38)	8% (32)	38
PID/Gender: Ind Women	21% (84)	24% (98)	15% (59)	13% (51)	10% (42)	8% (31)	10% (40)	40
PID/Gender: Rep Men	24% (77)	27% (86)	12% (37)	11% (36)	8% (25)	7% (22)	11% (37)	32
PID/Gender: Rep Women	15% (45)	22% (67)	16% (49)	17% (51)	7% (21)	14% (42)	10% (30)	30
Ideo: Liberal (1-3)	19% (129)	28% (188)	18% (121)	13% (85)	11% (75)	6% (43)	5% (33)	67
Ideo: Moderate (4)	18% (91)	28% (142)	15% (78)	13% (68)	8% (43)	7% (36)	11% (54)	5
Ideo: Conservative (5-7)	19% (129)	24% (168)	15% (100)	14% (94)	7% (48)	11% (77)	10% (69)	68

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

*Movies*

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	20% (436)	25% (555)	15% (338)	13% (283)	9% (197)	8% (183)	9% (208)	220
Educ: < College	22% (339)	23% (349)	15% (232)	13% (190)	9% (132)	8% (117)	10% (153)	15
Educ: Bachelors degree	14% (63)	29% (129)	16% (69)	15% (66)	8% (36)	10% (43)	8% (36)	44
Educ: Post-grad	14% (34)	31% (77)	15% (37)	11% (27)	11% (28)	9% (23)	8% (19)	24
Income: Under 50k	22% (289)	23% (307)	14% (182)	13% (165)	9% (113)	9% (118)	11% (149)	132
Income: 50k-100k	16% (107)	28% (188)	20% (134)	13% (90)	10% (66)	7% (45)	6% (38)	66
Income: 100k+	20% (41)	29% (60)	11% (23)	13% (27)	9% (18)	9% (19)	10% (21)	20
Ethnicity: White	18% (310)	25% (432)	16% (279)	13% (228)	9% (163)	9% (150)	9% (161)	172
Ethnicity: Hispanic	21% (72)	26% (92)	15% (52)	12% (42)	8% (30)	9% (32)	9% (30)	34
Ethnicity: Afr. Am.	34% (93)	23% (63)	10% (29)	10% (28)	6% (17)	5% (14)	11% (31)	27
Ethnicity: Other	16% (33)	29% (60)	15% (31)	13% (27)	8% (17)	9% (19)	8% (17)	20
All Christian	16% (145)	24% (218)	17% (158)	15% (137)	9% (84)	9% (85)	9% (78)	90
All Non-Christian	25% (21)	28% (24)	15% (13)	6% (5)	7% (6)	8% (7)	11% (9)	8
Atheist	16% (17)	32% (33)	19% (20)	12% (13)	12% (13)	5% (5)	4% (4)	10
Agnostic/Nothing in particular	23% (253)	25% (279)	13% (148)	12% (127)	8% (93)	8% (86)	11% (117)	110
Religious Non-Protestant/Catholic	20% (23)	25% (29)	20% (24)	13% (16)	6% (8)	7% (8)	9% (11)	11
Evangelical	24% (140)	22% (132)	15% (88)	13% (74)	7% (40)	11% (63)	9% (51)	58
Non-Evangelical	18% (133)	25% (185)	17% (126)	14% (106)	10% (74)	7% (55)	9% (70)	75
Community: Urban	21% (120)	24% (134)	17% (94)	12% (70)	9% (49)	7% (37)	10% (59)	56
Community: Suburban	19% (185)	26% (253)	15% (148)	13% (130)	10% (94)	8% (82)	9% (88)	97
Community: Rural	20% (132)	25% (168)	15% (96)	13% (83)	8% (54)	10% (64)	9% (62)	65

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	20% (436)	25% (555)	15% (338)	13% (283)	9% (197)	8% (183)	9% (208)	220
Employ: Private Sector	20% (130)	28% (183)	17% (108)	14% (91)	8% (51)	8% (53)	5% (32)	64
Employ: Government	15% (22)	31% (45)	15% (23)	6% (9)	15% (21)	8% (12)	10% (14)	14
Employ: Self-Employed	27% (55)	30% (62)	11% (23)	7% (14)	10% (20)	8% (16)	8% (17)	20
Employ: Homemaker	26% (41)	23% (35)	22% (35)	12% (18)	7% (11)	4% (7)	6% (9)	15
Employ: Student	25% (27)	27% (29)	25% (27)	12% (13)	3% (3)	5% (6)	3% (4)	10
Employ: Retired	13% (62)	24% (115)	12% (59)	14% (68)	11% (53)	10% (48)	15% (71)	47
Employ: Unemployed	21% (51)	18% (43)	17% (41)	14% (35)	9% (21)	8% (20)	12% (29)	24
Employ: Other	22% (47)	20% (44)	10% (22)	16% (36)	7% (16)	10% (21)	15% (32)	2
Military HH: Yes	18% (65)	23% (85)	18% (65)	16% (57)	8% (30)	6% (23)	11% (41)	36
Military HH: No	20% (371)	26% (470)	15% (273)	12% (226)	9% (167)	9% (160)	9% (167)	183
RD/WT: Right Direction	21% (177)	26% (217)	13% (112)	13% (108)	8% (68)	9% (76)	10% (81)	84
RD/WT: Wrong Track	19% (259)	25% (338)	17% (226)	13% (175)	9% (129)	8% (106)	9% (127)	136
Trump Job Approve	21% (174)	26% (219)	15% (124)	12% (104)	9% (74)	9% (73)	9% (74)	8
Trump Job Disapprove	20% (243)	25% (308)	16% (201)	14% (166)	9% (114)	8% (93)	8% (101)	122
Trump Job Strongly Approve	24% (119)	23% (110)	13% (63)	13% (65)	8% (38)	8% (41)	10% (50)	48
Trump Job Somewhat Approve	15% (55)	31% (109)	17% (61)	11% (39)	10% (35)	9% (32)	7% (24)	35
Trump Job Somewhat Disapprove	17% (52)	26% (79)	20% (61)	12% (38)	9% (26)	7% (21)	9% (28)	30
Trump Job Strongly Disapprove	21% (191)	25% (229)	15% (140)	14% (128)	10% (88)	8% (72)	8% (73)	9
Favorable of Trump	21% (177)	27% (222)	14% (115)	13% (105)	8% (65)	9% (78)	9% (75)	83
Unfavorable of Trump	19% (224)	25% (299)	17% (202)	14% (164)	10% (123)	8% (90)	8% (91)	119
Very Favorable of Trump	23% (117)	23% (115)	13% (64)	13% (68)	8% (40)	9% (48)	11% (57)	50
Somewhat Favorable of Trump	19% (61)	32% (107)	16% (51)	11% (37)	8% (25)	9% (29)	5% (18)	32
Somewhat Unfavorable of Trump	15% (35)	23% (54)	22% (52)	15% (36)	13% (30)	6% (13)	8% (18)	23
Very Unfavorable of Trump	20% (189)	26% (245)	16% (150)	13% (128)	10% (93)	8% (77)	8% (73)	93

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

*Movies*

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	20% (436)	25% (555)	15% (338)	13% (283)	9% (197)	8% (183)	9% (208)	220
#1 Issue: Economy	25% (127)	25% (129)	14% (71)	13% (70)	9% (48)	8% (44)	6% (30)	5
#1 Issue: Security	20% (91)	23% (103)	14% (60)	13% (57)	9% (38)	9% (41)	12% (53)	44
#1 Issue: Health Care	21% (75)	27% (95)	15% (56)	12% (44)	9% (31)	6% (22)	10% (35)	35
#1 Issue: Medicare / Social Security	13% (45)	24% (79)	15% (50)	14% (46)	12% (40)	10% (33)	12% (38)	33
#1 Issue: Women's Issues	22% (39)	25% (44)	20% (35)	13% (22)	8% (13)	4% (8)	9% (16)	17
#1 Issue: Education	21% (28)	31% (42)	18% (24)	8% (11)	4% (5)	8% (10)	10% (13)	13
#1 Issue: Energy	12% (14)	29% (33)	21% (24)	17% (19)	8% (9)	8% (9)	5% (5)	1
#1 Issue: Other	14% (17)	25% (30)	15% (18)	10% (12)	10% (12)	12% (14)	13% (16)	12
2018 House Vote: Democrat	19% (157)	27% (220)	16% (130)	13% (108)	10% (78)	7% (56)	8% (62)	8
2018 House Vote: Republican	19% (119)	26% (163)	13% (83)	14% (88)	8% (47)	12% (72)	8% (50)	62
2018 House Vote: Someone else	27% (27)	26% (26)	17% (17)	8% (8)	8% (8)	7% (7)	8% (8)	1
2016 Vote: Hillary Clinton	20% (144)	27% (194)	16% (110)	13% (90)	10% (68)	7% (51)	7% (50)	70
2016 Vote: Donald Trump	20% (130)	26% (170)	14% (94)	14% (91)	7% (47)	10% (68)	9% (63)	66
2016 Vote: Other	21% (32)	20% (30)	18% (27)	13% (19)	8% (12)	9% (14)	11% (17)	1
2016 Vote: Didn't Vote	19% (130)	24% (159)	16% (107)	12% (81)	10% (70)	7% (50)	12% (79)	67
Voted in 2014: Yes	19% (254)	26% (340)	15% (201)	13% (171)	9% (113)	9% (122)	8% (104)	130
Voted in 2014: No	20% (182)	24% (215)	15% (138)	13% (112)	9% (84)	7% (61)	12% (104)	85
2012 Vote: Barack Obama	20% (168)	27% (230)	17% (142)	12% (106)	9% (79)	8% (65)	7% (62)	83
2012 Vote: Mitt Romney	15% (71)	25% (119)	13% (63)	16% (76)	11% (52)	13% (61)	8% (39)	4
2012 Vote: Other	20% (18)	31% (30)	13% (12)	9% (9)	4% (4)	7% (7)	16% (15)	9
2012 Vote: Didn't Vote	23% (179)	23% (176)	16% (121)	12% (92)	8% (62)	6% (48)	12% (91)	77
4-Region: Northeast	19% (75)	18% (72)	20% (78)	13% (52)	10% (41)	9% (37)	10% (39)	39
4-Region: Midwest	18% (85)	25% (115)	14% (67)	14% (66)	10% (47)	8% (38)	10% (45)	46
4-Region: South	20% (168)	25% (210)	15% (127)	13% (105)	7% (60)	8% (64)	11% (91)	82
4-Region: West	21% (109)	30% (158)	13% (67)	12% (60)	9% (49)	8% (44)	6% (33)	52

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

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	20% (436)	25% (555)	15% (338)	13% (283)	9% (197)	8% (183)	9% (208)	220
Watch TV: Every day	33% (343)	25% (265)	15% (154)	11% (119)	7% (73)	5% (52)	4% (43)	104
Watch TV: Several times per week	10% (54)	42% (227)	19% (101)	13% (67)	8% (43)	6% (32)	2% (13)	53
Watch TV: About once per week	9% (11)	18% (22)	34% (42)	11% (13)	15% (18)	10% (12)	3% (4)	12
Watch TV: Several times per month	12% (15)	13% (17)	10% (13)	39% (52)	11% (14)	12% (16)	4% (6)	13
Watch TV: About once per month	8% (5)	14% (10)	9% (6)	19% (14)	37% (26)	12% (9)	1% (1)	7
Watch TV: Less often than once per month	3% (3)	8% (9)	10% (10)	12% (12)	13% (13)	50% (51)	5% (5)	10
Watch TV: Never	2% (4)	3% (6)	7% (12)	3% (6)	5% (8)	6% (11)	74% (136)	18
Watch Movies: Every day	100% (436)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	43
Watch Movies: Several times per week	— (0)	100% (555)	— (0)	— (0)	— (0)	— (0)	— (0)	55
Watch Movies: About once per week	— (0)	— (0)	100% (338)	— (0)	— (0)	— (0)	— (0)	33
Watch Movies: Several times per month	— (0)	— (0)	— (0)	100% (283)	— (0)	— (0)	— (0)	28
Watch Movies: About once per month	— (0)	— (0)	— (0)	— (0)	100% (197)	— (0)	— (0)	19
Watch Movies: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (183)	— (0)	18
Watch Movies: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (208)	20
Watch Sporting Events: Every day	55% (93)	18% (30)	14% (24)	3% (5)	5% (9)	2% (3)	3% (5)	16
Watch Sporting Events: Several times per week	18% (61)	39% (129)	17% (57)	12% (40)	5% (16)	6% (21)	3% (10)	33
Watch Sporting Events: About once per week	17% (36)	30% (64)	23% (49)	10% (22)	9% (20)	5% (12)	5% (10)	2
Watch Sporting Events: Several times per month	15% (29)	30% (56)	13% (24)	18% (34)	11% (22)	11% (20)	2% (4)	19
Watch Sporting Events: About once per month	17% (29)	27% (46)	18% (30)	17% (28)	14% (24)	6% (9)	1% (2)	17
Watch Sporting Events: Less often than once per month	15% (52)	26% (94)	16% (56)	16% (59)	10% (36)	14% (51)	3% (10)	36
Watch Sporting Events: Never	18% (135)	18% (135)	13% (97)	12% (95)	9% (70)	9% (67)	22% (165)	76
Cable TV: Currently subscribe	22% (230)	26% (278)	15% (159)	12% (126)	9% (98)	8% (82)	9% (91)	106
Cable TV: Subscribed in past	20% (147)	28% (205)	17% (124)	15% (110)	9% (67)	8% (56)	4% (33)	74
Cable TV: Never subscribed	15% (59)	18% (72)	14% (56)	12% (47)	8% (33)	11% (45)	21% (84)	39
Satellite TV: Currently subscribe	21% (97)	23% (107)	16% (74)	15% (69)	11% (53)	8% (38)	5% (25)	46
Satellite TV: Subscribed in past	24% (143)	29% (178)	14% (82)	13% (81)	7% (44)	7% (40)	6% (39)	60
Satellite TV: Never subscribed	17% (196)	24% (270)	16% (182)	12% (133)	9% (99)	9% (106)	13% (145)	113

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

*Movies*

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	20% (436)	25% (555)	15% (338)	13% (283)	9% (197)	8% (183)	9% (208)	220
Streaming Services: Currently subscribe	25% (342)	31% (425)	17% (229)	12% (169)	7% (96)	5% (74)	2% (31)	136
Streaming Services: Subscribed in past	16% (34)	20% (42)	16% (32)	16% (34)	11% (23)	10% (21)	11% (22)	20
Streaming Services: Never subscribed	10% (60)	14% (88)	12% (77)	13% (80)	12% (77)	14% (88)	25% (155)	62
Film: An avid fan	34% (293)	36% (304)	13% (111)	8% (65)	4% (36)	2% (18)	3% (29)	85
Film: A casual fan	10% (106)	22% (228)	19% (196)	18% (189)	12% (124)	11% (114)	7% (74)	103
Film: Not a fan	13% (37)	6% (18)	10% (30)	8% (23)	12% (34)	17% (49)	35% (102)	29
Television: An avid fan	27% (302)	26% (294)	16% (185)	12% (140)	7% (74)	5% (62)	6% (71)	112
Television: A casual fan	13% (118)	26% (238)	16% (144)	14% (130)	11% (103)	10% (91)	9% (78)	90
Television: Not a fan	9% (14)	12% (19)	6% (9)	7% (10)	10% (16)	17% (27)	38% (59)	15
Music: An avid fan	26% (313)	27% (331)	17% (200)	11% (130)	8% (94)	6% (70)	6% (73)	12
Music: A casual fan	13% (108)	26% (213)	15% (122)	16% (132)	11% (88)	11% (94)	9% (76)	83
Music: Not a fan	10% (14)	6% (9)	10% (14)	12% (17)	9% (13)	12% (18)	41% (58)	14
Fashion: An avid fan	37% (133)	28% (99)	13% (45)	8% (27)	7% (25)	4% (15)	4% (14)	35
Fashion: A casual fan	19% (156)	29% (235)	16% (135)	13% (107)	7% (61)	9% (77)	6% (52)	82
Fashion: Not a fan	14% (145)	22% (216)	15% (154)	15% (145)	11% (109)	9% (88)	14% (141)	99

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

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

Demographic	Watch	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	8% (169)	15% (334)	10% (213)	9% (190)	8% (170)	16% (360)	220
Gender: Male	13% (135)	22% (232)	13% (135)	8% (86)	6% (64)	12% (132)	1000
Gender: Female	3% (35)	9% (102)	7% (78)	9% (104)	9% (106)	20% (228)	1130
Age: 18-29	8% (38)	10% (46)	10% (47)	6% (27)	10% (46)	16% (75)	460
Age: 30-44	9% (52)	17% (92)	10% (57)	8% (44)	8% (43)	16% (91)	510
Age: 45-54	7% (28)	17% (69)	9% (39)	8% (34)	8% (32)	17% (70)	410
Age: 55-64	6% (20)	15% (50)	9% (31)	12% (39)	8% (27)	14% (48)	330
Age: 65+	7% (32)	18% (77)	9% (38)	11% (46)	5% (23)	17% (76)	430
Generation Z: 18-22	5% (10)	8% (17)	6% (12)	4% (8)	12% (26)	21% (42)	200
Millennial: Age 23-38	11% (67)	14% (87)	12% (76)	7% (44)	8% (49)	15% (96)	620
Generation X: Age 39-54	7% (40)	17% (103)	9% (56)	9% (52)	8% (46)	16% (97)	590
Boomers: Age 55-73	6% (43)	16% (111)	8% (57)	11% (77)	6% (44)	16% (114)	610
PID: Dem (no lean)	9% (68)	14% (114)	9% (73)	10% (76)	6% (49)	18% (146)	790
PID: Ind (no lean)	5% (43)	12% (98)	10% (76)	8% (64)	10% (77)	15% (120)	780
PID: Rep (no lean)	9% (59)	20% (123)	10% (64)	8% (50)	7% (44)	15% (94)	620
PID/Gender: Dem Men	14% (50)	20% (73)	12% (43)	10% (35)	4% (14)	13% (48)	300
PID/Gender: Dem Women	4% (17)	9% (40)	7% (30)	10% (41)	8% (35)	23% (98)	420
PID/Gender: Ind Men	9% (35)	18% (67)	14% (54)	7% (28)	8% (31)	14% (53)	380
PID/Gender: Ind Women	2% (8)	8% (31)	5% (22)	9% (36)	11% (46)	16% (67)	400
PID/Gender: Rep Men	16% (50)	29% (92)	12% (38)	7% (23)	6% (19)	10% (31)	320
PID/Gender: Rep Women	3% (9)	10% (31)	9% (27)	9% (26)	8% (25)	21% (63)	300
Ideo: Liberal (1-3)	9% (63)	15% (100)	11% (72)	9% (63)	7% (45)	18% (125)	670
Ideo: Moderate (4)	7% (34)	14% (70)	11% (57)	10% (50)	10% (54)	16% (83)	510
Ideo: Conservative (5-7)	8% (54)	20% (136)	9% (62)	9% (60)	7% (50)	16% (110)	680

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

Demographic	Watch Sporting Events: Every day	Watch Sporting Events: Several times per week	Watch Sporting Events: About once per week	Watch Sporting Events: Several times per month	Watch Sporting Events: About once per month	Watch Sporting Events: Less often than once per month	Watch Sporting Events: Never	Total
Adults	8% (169)	15% (334)	10% (213)	9% (190)	8% (170)	16% (360)	35% (764)	220
Educ: < College	7% (101)	13% (199)	9% (132)	9% (130)	7% (111)	16% (236)	40% (601)	15
Educ: Bachelors degree	10% (43)	20% (87)	12% (51)	9% (39)	8% (35)	17% (74)	26% (114)	44
Educ: Post-grad	10% (24)	19% (47)	12% (29)	8% (20)	10% (23)	20% (50)	20% (49)	24
Income: Under 50k	7% (87)	13% (172)	8% (110)	8% (110)	7% (99)	17% (225)	39% (520)	132
Income: 50k-100k	9% (60)	15% (103)	12% (82)	9% (62)	8% (50)	16% (110)	30% (201)	66
Income: 100k+	11% (22)	28% (59)	10% (21)	8% (17)	10% (21)	12% (24)	21% (44)	20
Ethnicity: White	7% (122)	16% (267)	9% (154)	9% (148)	8% (138)	16% (280)	36% (612)	172
Ethnicity: Hispanic	5% (17)	19% (66)	7% (23)	8% (26)	9% (32)	15% (51)	38% (134)	34
Ethnicity: Afr. Am.	13% (36)	14% (39)	14% (39)	9% (25)	7% (20)	16% (44)	26% (72)	27
Ethnicity: Other	6% (11)	14% (28)	10% (20)	8% (17)	6% (12)	18% (36)	39% (80)	20
All Christian	8% (72)	21% (188)	10% (87)	10% (87)	6% (57)	17% (156)	29% (259)	90
All Non-Christian	6% (5)	24% (20)	14% (12)	6% (5)	7% (6)	12% (11)	31% (27)	8
Atheist	5% (6)	13% (14)	8% (8)	8% (9)	7% (7)	19% (20)	39% (41)	10
Agnostic/Nothing in particular	8% (87)	10% (112)	10% (106)	8% (89)	9% (100)	16% (174)	40% (438)	110
Religious Non-Protestant/Catholic	6% (7)	20% (24)	11% (13)	7% (8)	8% (9)	15% (18)	33% (39)	1
Evangelical	9% (53)	18% (104)	8% (45)	9% (51)	6% (38)	19% (114)	31% (182)	58
Non-Evangelical	8% (63)	17% (128)	10% (72)	8% (58)	8% (59)	17% (126)	32% (243)	75
Community: Urban	9% (50)	16% (87)	13% (71)	9% (50)	6% (35)	17% (97)	31% (172)	50
Community: Suburban	8% (77)	18% (173)	10% (101)	9% (91)	9% (87)	16% (155)	30% (293)	97
Community: Rural	6% (43)	11% (73)	6% (41)	7% (49)	7% (47)	16% (107)	45% (300)	65

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

Demographic	Watch Sporting Events: Every day	Watch Sporting Events: Several times per week	Watch Sporting Events: About once per week	Watch Sporting Events: Several times per month	Watch Sporting Events: About once per month	Watch Sporting Events: Less often than once per month	Watch Sporting Events: Never	Total
Adults	8% (169)	15% (334)	10% (213)	9% (190)	8% (170)	16% (360)	35% (764)	220
Employ: Private Sector	9% (55)	20% (128)	12% (75)	9% (56)	7% (42)	16% (105)	29% (186)	64
Employ: Government	7% (11)	12% (17)	15% (21)	3% (5)	12% (18)	24% (34)	27% (39)	14
Employ: Self-Employed	5% (11)	12% (24)	9% (18)	12% (25)	11% (23)	15% (30)	37% (76)	20
Employ: Homemaker	7% (11)	13% (21)	7% (11)	10% (16)	12% (19)	15% (23)	36% (56)	15
Employ: Student	8% (8)	18% (19)	9% (10)	6% (6)	7% (7)	17% (19)	35% (38)	10
Employ: Retired	7% (34)	16% (74)	9% (41)	10% (45)	6% (29)	16% (79)	37% (174)	47
Employ: Unemployed	7% (17)	11% (27)	9% (22)	7% (17)	7% (18)	14% (33)	44% (106)	24
Employ: Other	10% (22)	11% (23)	7% (15)	9% (19)	7% (14)	17% (37)	40% (88)	2
Military HH: Yes	8% (29)	16% (58)	11% (41)	9% (32)	11% (39)	14% (51)	31% (115)	36
Military HH: No	8% (140)	15% (276)	9% (172)	9% (158)	7% (132)	17% (308)	35% (650)	183
RD/WT: Right Direction	9% (79)	19% (156)	10% (87)	8% (67)	8% (69)	15% (125)	30% (256)	84
RD/WT: Wrong Track	7% (90)	13% (178)	9% (126)	9% (122)	7% (101)	17% (235)	37% (508)	136
Trump Job Approve	9% (77)	19% (156)	11% (90)	9% (77)	8% (64)	15% (127)	30% (249)	8
Trump Job Disapprove	7% (85)	14% (171)	9% (116)	9% (109)	8% (98)	17% (208)	36% (439)	122
Trump Job Strongly Approve	11% (52)	22% (107)	10% (49)	7% (36)	7% (33)	13% (64)	30% (144)	48
Trump Job Somewhat Approve	7% (25)	14% (48)	12% (41)	12% (41)	9% (32)	18% (63)	29% (105)	35
Trump Job Somewhat Disapprove	7% (21)	13% (39)	11% (35)	11% (34)	10% (31)	18% (54)	30% (91)	30
Trump Job Strongly Disapprove	7% (63)	14% (132)	9% (81)	8% (74)	7% (67)	17% (154)	38% (348)	9
Favorable of Trump	9% (79)	19% (156)	11% (92)	9% (72)	8% (66)	16% (131)	29% (242)	83
Unfavorable of Trump	7% (81)	13% (161)	9% (110)	9% (111)	8% (99)	17% (205)	36% (427)	119
Very Favorable of Trump	11% (56)	21% (106)	9% (46)	8% (40)	7% (36)	14% (73)	30% (153)	50
Somewhat Favorable of Trump	7% (23)	15% (50)	14% (45)	10% (33)	9% (30)	18% (58)	27% (89)	32
Somewhat Unfavorable of Trump	7% (18)	13% (31)	11% (26)	10% (25)	11% (25)	19% (46)	29% (68)	23
Very Unfavorable of Trump	7% (63)	14% (130)	9% (84)	9% (87)	8% (74)	17% (159)	38% (359)	9

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

Demographic	Watch Sporting Events: Every day	Watch Sporting Events: Several times per week	Watch Sporting Events: About once per week	Watch Sporting Events: Several times per month	Watch Sporting Events: About once per month	Watch Sporting Events: Less often than once per month	Watch Sporting Events: Never	Total
Adults	8% (169)	15% (334)	10% (213)	9% (190)	8% (170)	16% (360)	35% (764)	220
#1 Issue: Economy	8% (44)	19% (99)	11% (57)	8% (44)	10% (51)	15% (80)	28% (145)	51
#1 Issue: Security	8% (37)	17% (73)	13% (58)	11% (47)	8% (34)	14% (63)	30% (132)	44
#1 Issue: Health Care	10% (37)	15% (55)	6% (21)	7% (27)	6% (23)	18% (64)	37% (132)	35
#1 Issue: Medicare / Social Security	7% (22)	16% (52)	7% (24)	10% (33)	4% (14)	18% (60)	38% (127)	33
#1 Issue: Women's Issues	4% (7)	7% (13)	9% (15)	5% (9)	11% (19)	14% (25)	51% (90)	15
#1 Issue: Education	5% (7)	9% (12)	18% (25)	7% (10)	9% (12)	20% (26)	31% (42)	13
#1 Issue: Energy	6% (6)	18% (20)	10% (12)	10% (12)	9% (10)	18% (20)	30% (34)	11
#1 Issue: Other	7% (8)	7% (8)	2% (3)	7% (9)	6% (7)	18% (22)	52% (63)	12
2018 House Vote: Democrat	8% (64)	15% (121)	10% (83)	11% (87)	8% (61)	18% (145)	31% (250)	81
2018 House Vote: Republican	9% (57)	20% (126)	12% (72)	9% (57)	8% (47)	14% (89)	28% (174)	62
2018 House Vote: Someone else	8% (8)	16% (16)	11% (11)	10% (10)	7% (7)	18% (18)	30% (30)	10
2016 Vote: Hillary Clinton	8% (60)	16% (112)	11% (75)	10% (71)	7% (51)	18% (128)	30% (210)	70
2016 Vote: Donald Trump	9% (57)	20% (134)	11% (73)	10% (68)	7% (46)	15% (96)	29% (190)	66
2016 Vote: Other	9% (13)	10% (15)	6% (10)	5% (7)	10% (15)	18% (27)	43% (64)	11
2016 Vote: Didn't Vote	6% (40)	11% (73)	8% (55)	6% (41)	9% (58)	16% (109)	44% (299)	67
Voted in 2014: Yes	9% (118)	18% (238)	10% (127)	11% (137)	7% (90)	17% (221)	29% (372)	130
Voted in 2014: No	6% (52)	11% (95)	10% (86)	6% (52)	9% (80)	15% (139)	44% (392)	89
2012 Vote: Barack Obama	9% (80)	17% (145)	10% (85)	11% (91)	7% (63)	17% (141)	29% (248)	83
2012 Vote: Mitt Romney	8% (38)	19% (93)	10% (47)	9% (45)	7% (33)	17% (83)	30% (143)	41
2012 Vote: Other	10% (9)	17% (16)	6% (5)	11% (11)	7% (7)	13% (12)	36% (34)	9
2012 Vote: Didn't Vote	6% (43)	10% (79)	10% (76)	5% (42)	9% (67)	16% (124)	44% (339)	77
4-Region: Northeast	7% (29)	18% (70)	11% (44)	7% (29)	7% (28)	17% (66)	32% (127)	39
4-Region: Midwest	10% (48)	13% (59)	10% (46)	10% (44)	8% (36)	16% (72)	34% (158)	46
4-Region: South	7% (61)	14% (119)	9% (73)	8% (63)	8% (67)	17% (137)	37% (304)	82
4-Region: West	6% (33)	17% (86)	10% (50)	10% (53)	7% (38)	16% (85)	34% (176)	52

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

*Sporting events*

Demographic	Watch Sporting Events: Every day	Watch Sporting Events: Several times per week	Watch Sporting Events: About once per week	Watch Sporting Events: Several times per month	Watch Sporting Events: About once per month	Watch Sporting Events: Less often than once per month	Watch Sporting Events: Never	Total
Adults	8% (169)	15% (334)	10% (213)	9% (190)	8% (170)	16% (360)	35% (764)	220
Watch TV: Every day	12% (131)	18% (189)	10% (109)	9% (96)	7% (71)	16% (169)	27% (285)	104
Watch TV: Several times per week	4% (21)	20% (110)	12% (63)	10% (56)	9% (50)	16% (88)	28% (151)	53
Watch TV: About once per week	6% (8)	16% (19)	14% (17)	4% (5)	11% (14)	19% (23)	30% (37)	12
Watch TV: Several times per month	3% (4)	3% (4)	7% (10)	18% (23)	11% (15)	21% (28)	37% (50)	13
Watch TV: About once per month	8% (5)	3% (2)	7% (5)	4% (3)	21% (15)	21% (15)	36% (26)	7
Watch TV: Less often than once per month	1% (1)	5% (5)	7% (7)	2% (2)	2% (2)	26% (26)	58% (60)	10
Watch TV: Never	— (0)	2% (4)	2% (3)	3% (5)	2% (4)	6% (12)	85% (156)	18
Watch Movies: Every day	21% (93)	14% (61)	8% (36)	7% (29)	7% (29)	12% (52)	31% (135)	44
Watch Movies: Several times per week	5% (30)	23% (129)	12% (64)	10% (56)	8% (46)	17% (94)	24% (135)	53
Watch Movies: About once per week	7% (24)	17% (57)	15% (49)	7% (24)	9% (30)	17% (56)	29% (97)	33
Watch Movies: Several times per month	2% (5)	14% (40)	8% (22)	12% (34)	10% (28)	21% (59)	33% (95)	28
Watch Movies: About once per month	5% (9)	8% (16)	10% (20)	11% (22)	12% (24)	18% (36)	36% (70)	19
Watch Movies: Less often than once per month	1% (3)	12% (21)	6% (12)	11% (20)	5% (9)	28% (51)	37% (67)	18
Watch Movies: Never	3% (5)	5% (10)	5% (10)	2% (4)	1% (2)	5% (10)	79% (165)	20
Watch Sporting Events: Every day	100% (169)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	169
Watch Sporting Events: Several times per week	— (0)	100% (334)	— (0)	— (0)	— (0)	— (0)	— (0)	334
Watch Sporting Events: About once per week	— (0)	— (0)	100% (213)	— (0)	— (0)	— (0)	— (0)	213
Watch Sporting Events: Several times per month	— (0)	— (0)	— (0)	100% (190)	— (0)	— (0)	— (0)	190
Watch Sporting Events: About once per month	— (0)	— (0)	— (0)	— (0)	100% (170)	— (0)	— (0)	170
Watch Sporting Events: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (360)	— (0)	360
Watch Sporting Events: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (764)	764
Cable TV: Currently subscribe	10% (108)	19% (201)	11% (114)	9% (100)	8% (84)	16% (172)	27% (284)	1000
Cable TV: Subscribed in past	6% (47)	14% (105)	9% (66)	9% (68)	8% (60)	19% (138)	35% (258)	744
Cable TV: Never subscribed	4% (15)	7% (28)	8% (33)	5% (22)	7% (26)	13% (50)	56% (222)	394

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

Demographic	Watch Sporting Events: Every day	Watch Sporting Events: Several times per week	Watch Sporting Events: About once per week	Watch Sporting Events: Several times per month	Watch Sporting Events: About once per month	Watch Sporting Events: Less often than once per month	Watch Sporting Events: Never	Total
Adults	8% (169)	15% (334)	10% (213)	9% (190)	8% (170)	16% (360)	35% (764)	220
Satellite TV: Currently subscribe	9% (44)	15% (67)	13% (61)	9% (43)	10% (46)	15% (68)	29% (133)	46
Satellite TV: Subscribed in past	9% (57)	17% (103)	8% (49)	11% (65)	8% (50)	15% (89)	32% (195)	60
Satellite TV: Never subscribed	6% (69)	14% (164)	9% (104)	7% (81)	7% (74)	18% (202)	39% (436)	113
Streaming Services: Currently subscribe	9% (118)	16% (218)	11% (145)	8% (108)	8% (103)	18% (244)	31% (430)	136
Streaming Services: Subscribed in past	7% (14)	21% (43)	10% (20)	12% (25)	10% (21)	14% (30)	27% (56)	20
Streaming Services: Never subscribed	6% (37)	12% (73)	8% (48)	9% (57)	7% (46)	14% (86)	45% (279)	62
Film: An avid fan	10% (86)	16% (136)	11% (90)	7% (59)	9% (74)	16% (136)	32% (275)	85
Film: A casual fan	6% (61)	16% (160)	10% (107)	10% (108)	8% (82)	18% (182)	32% (330)	103
Film: Not a fan	8% (23)	12% (34)	5% (14)	7% (21)	5% (14)	12% (36)	52% (152)	29
Television: An avid fan	10% (114)	17% (187)	10% (114)	8% (95)	8% (89)	17% (195)	30% (333)	112
Television: A casual fan	6% (50)	15% (139)	9% (86)	9% (86)	8% (71)	15% (138)	37% (332)	90
Television: Not a fan	3% (5)	5% (7)	8% (12)	4% (7)	5% (8)	14% (22)	61% (93)	15
Music: An avid fan	9% (115)	15% (179)	10% (124)	9% (107)	9% (107)	16% (199)	31% (379)	12
Music: A casual fan	6% (47)	17% (141)	10% (81)	9% (77)	7% (57)	17% (139)	35% (291)	83
Music: Not a fan	4% (6)	7% (9)	3% (4)	4% (6)	4% (6)	13% (19)	65% (92)	14
Fashion: An avid fan	12% (43)	13% (46)	10% (35)	9% (32)	12% (43)	16% (58)	29% (103)	35
Fashion: A casual fan	6% (52)	15% (124)	9% (73)	9% (77)	8% (66)	19% (154)	34% (277)	87
Fashion: Not a fan	7% (74)	16% (158)	10% (102)	8% (80)	6% (60)	15% (146)	38% (378)	99

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

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

Demographic	Cable TV: Currently subscribe	Cable TV: Subscribed in past	Cable TV: Never subscribed	Total N
Adults	48% (1062)	34% (742)	18% (396)	2200
Gender: Male	52% (550)	32% (338)	16% (173)	1062
Gender: Female	45% (512)	35% (403)	20% (223)	1138
Age: 18-29	41% (190)	35% (163)	24% (109)	462
Age: 30-44	43% (237)	38% (211)	19% (103)	551
Age: 45-54	49% (203)	30% (126)	21% (85)	414
Age: 55-64	51% (171)	34% (115)	15% (51)	337
Age: 65+	60% (261)	29% (128)	11% (48)	436
Generation Z: 18-22	40% (82)	40% (83)	20% (40)	205
Millennial: Age 23-38	42% (263)	33% (209)	24% (153)	624
Generation X: Age 39-54	48% (286)	35% (207)	18% (105)	598
Boomers: Age 55-73	54% (376)	33% (228)	13% (87)	691
PID: Dem (no lean)	51% (401)	33% (260)	16% (129)	790
PID: Ind (no lean)	41% (324)	38% (298)	21% (164)	786
PID: Rep (no lean)	54% (337)	29% (184)	17% (104)	624
PID/Gender: Dem Men	55% (199)	31% (111)	14% (52)	361
PID/Gender: Dem Women	47% (203)	35% (149)	18% (76)	428
PID/Gender: Ind Men	43% (163)	37% (139)	21% (78)	380
PID/Gender: Ind Women	40% (162)	39% (159)	21% (85)	406
PID/Gender: Rep Men	59% (189)	28% (89)	13% (42)	320
PID/Gender: Rep Women	48% (148)	31% (95)	20% (62)	304
Ideo: Liberal (1-3)	51% (346)	34% (226)	15% (102)	674
Ideo: Moderate (4)	48% (245)	35% (180)	17% (85)	510
Ideo: Conservative (5-7)	52% (353)	32% (218)	17% (113)	684
Educ: < College	47% (703)	33% (505)	20% (304)	1512
Educ: Bachelors degree	53% (234)	32% (144)	15% (66)	444
Educ: Post-grad	51% (125)	38% (93)	11% (26)	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	48% (1062)	34% (742)	18% (396)	2200
Income: Under 50k	43% (573)	36% (471)	21% (279)	1323
Income: 50k-100k	53% (355)	32% (216)	15% (97)	669
Income: 100k+	64% (134)	26% (55)	9% (20)	209
Ethnicity: White	48% (824)	35% (599)	17% (298)	1722
Ethnicity: Hispanic	44% (152)	30% (106)	26% (91)	349
Ethnicity: Afr. Am.	56% (152)	29% (79)	16% (43)	274
Ethnicity: Other	42% (86)	31% (63)	27% (55)	204
All Christian	56% (503)	30% (275)	14% (127)	905
All Non-Christian	55% (47)	31% (26)	14% (12)	86
Atheist	46% (47)	38% (39)	17% (17)	104
Agnostic/Nothing in particular	42% (464)	36% (401)	22% (240)	1105
Religious Non-Protestant/Catholic	49% (58)	33% (40)	18% (21)	119
Evangelical	48% (281)	32% (189)	20% (117)	587
Non-Evangelical	55% (416)	32% (238)	13% (96)	750
Community: Urban	51% (287)	32% (179)	17% (96)	562
Community: Suburban	55% (540)	32% (311)	13% (127)	978
Community: Rural	36% (234)	38% (252)	26% (173)	659
Employ: Private Sector	50% (325)	35% (225)	15% (98)	648
Employ: Government	53% (78)	27% (39)	20% (29)	145
Employ: Self-Employed	47% (98)	36% (76)	16% (34)	207
Employ: Homemaker	42% (65)	31% (48)	27% (43)	156
Employ: Student	39% (42)	47% (51)	14% (15)	108
Employ: Retired	54% (258)	31% (146)	15% (72)	476
Employ: Unemployed	45% (108)	30% (71)	25% (61)	240
Employ: Other	40% (88)	40% (86)	20% (44)	219
Military HH: Yes	56% (205)	31% (113)	13% (48)	365
Military HH: No	47% (858)	34% (629)	19% (348)	1835
RD/WT: Right Direction	51% (425)	32% (267)	18% (148)	840
RD/WT: Wrong Track	47% (637)	35% (475)	18% (248)	1360

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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	48% (1062)	34% (742)	18% (396)	2200
Trump Job Approve	52% (438)	33% (275)	15% (128)	841
Trump Job Disapprove	49% (596)	34% (421)	17% (210)	1226
Trump Job Strongly Approve	54% (264)	30% (148)	15% (73)	485
Trump Job Somewhat Approve	49% (174)	36% (127)	15% (55)	355
Trump Job Somewhat Disapprove	44% (135)	39% (118)	17% (52)	306
Trump Job Strongly Disapprove	50% (460)	33% (303)	17% (158)	921
Favorable of Trump	52% (438)	32% (271)	15% (128)	837
Unfavorable of Trump	48% (579)	35% (420)	16% (195)	1193
Very Favorable of Trump	55% (278)	30% (155)	15% (77)	509
Somewhat Favorable of Trump	49% (161)	35% (116)	16% (51)	328
Somewhat Unfavorable of Trump	46% (110)	36% (86)	18% (42)	238
Very Unfavorable of Trump	49% (469)	35% (334)	16% (153)	955
#1 Issue: Economy	47% (242)	37% (195)	16% (82)	519
#1 Issue: Security	54% (239)	27% (120)	19% (85)	444
#1 Issue: Health Care	49% (175)	35% (126)	16% (58)	359
#1 Issue: Medicare / Social Security	52% (172)	33% (109)	15% (51)	332
#1 Issue: Women's Issues	44% (77)	34% (61)	22% (39)	177
#1 Issue: Education	41% (55)	40% (54)	19% (26)	135
#1 Issue: Energy	48% (55)	34% (38)	18% (21)	114
#1 Issue: Other	39% (46)	33% (40)	28% (34)	120
2018 House Vote: Democrat	53% (432)	32% (256)	15% (123)	811
2018 House Vote: Republican	53% (332)	30% (188)	16% (102)	622
2018 House Vote: Someone else	39% (40)	45% (46)	15% (15)	101
2016 Vote: Hillary Clinton	53% (378)	31% (221)	15% (108)	707
2016 Vote: Donald Trump	54% (360)	31% (205)	15% (99)	664
2016 Vote: Other	32% (48)	41% (62)	27% (41)	151
2016 Vote: Didn't Vote	41% (275)	37% (252)	22% (149)	676
Voted in 2014: Yes	52% (676)	32% (424)	16% (204)	1304
Voted in 2014: No	43% (386)	36% (318)	21% (192)	896

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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	48% (1062)	34% (742)	18% (396)	2200
2012 Vote: Barack Obama	52% (445)	33% (279)	15% (129)	853
2012 Vote: Mitt Romney	51% (247)	31% (150)	18% (84)	481
2012 Vote: Other	47% (45)	36% (34)	16% (15)	94
2012 Vote: Didn't Vote	42% (325)	36% (278)	22% (167)	770
4-Region: Northeast	66% (258)	24% (93)	11% (43)	394
4-Region: Midwest	42% (195)	39% (178)	19% (89)	462
4-Region: South	44% (362)	36% (297)	20% (166)	824
4-Region: West	48% (248)	33% (174)	19% (99)	520
Watch TV: Every day	53% (552)	34% (359)	13% (138)	1049
Watch TV: Several times per week	47% (252)	37% (201)	16% (84)	537
Watch TV: About once per week	45% (55)	34% (42)	21% (25)	123
Watch TV: Several times per month	52% (69)	31% (41)	17% (22)	133
Watch TV: About once per month	56% (39)	28% (20)	16% (12)	70
Watch TV: Less often than once per month	28% (29)	38% (39)	35% (36)	103
Watch TV: Never	36% (66)	21% (40)	43% (79)	184
Watch Movies: Every day	53% (230)	34% (147)	14% (59)	436
Watch Movies: Several times per week	50% (278)	37% (205)	13% (72)	555
Watch Movies: About once per week	47% (159)	37% (124)	16% (56)	338
Watch Movies: Several times per month	45% (126)	39% (110)	16% (47)	283
Watch Movies: About once per month	50% (98)	34% (67)	17% (33)	197
Watch Movies: Less often than once per month	45% (82)	31% (56)	25% (45)	183
Watch Movies: Never	43% (91)	16% (33)	41% (84)	208
Watch Sporting Events: Every day	63% (108)	27% (47)	9% (15)	169
Watch Sporting Events: Several times per week	60% (201)	32% (105)	8% (28)	334
Watch Sporting Events: About once per week	54% (114)	31% (66)	16% (33)	213
Watch Sporting Events: Several times per month	53% (100)	36% (68)	11% (22)	190
Watch Sporting Events: About once per month	50% (84)	35% (60)	15% (26)	170
Watch Sporting Events: Less often than once per month	48% (172)	38% (138)	14% (50)	360
Watch Sporting Events: Never	37% (284)	34% (258)	29% (222)	764

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	48%	(1062)	34%	(742)	18%	(396)	2200
Cable TV: Currently subscribe	100%	(1062)	—	(0)	—	(0)	1062
Cable TV: Subscribed in past	—	(0)	100%	(742)	—	(0)	742
Cable TV: Never subscribed	—	(0)	—	(0)	100%	(396)	396
Satellite TV: Currently subscribe	29%	(133)	49%	(226)	22%	(104)	462
Satellite TV: Subscribed in past	46%	(277)	47%	(285)	8%	(46)	607
Satellite TV: Never subscribed	58%	(653)	20%	(231)	22%	(247)	1130
Streaming Services: Currently subscribe	49%	(672)	37%	(503)	14%	(190)	1365
Streaming Services: Subscribed in past	38%	(79)	47%	(99)	15%	(30)	208
Streaming Services: Never subscribed	50%	(311)	22%	(140)	28%	(175)	626
Film: An avid fan	52%	(444)	34%	(292)	14%	(120)	856
Film: A casual fan	48%	(493)	36%	(367)	17%	(170)	1030
Film: Not a fan	41%	(119)	25%	(74)	34%	(101)	294
Television: An avid fan	53%	(598)	33%	(372)	14%	(157)	1128
Television: A casual fan	46%	(419)	36%	(327)	17%	(155)	902
Television: Not a fan	23%	(36)	24%	(37)	53%	(81)	154
Music: An avid fan	48%	(580)	36%	(431)	17%	(200)	1211
Music: A casual fan	51%	(423)	33%	(277)	16%	(133)	833
Music: Not a fan	37%	(53)	22%	(31)	41%	(59)	142
Fashion: An avid fan	55%	(198)	30%	(109)	15%	(52)	359
Fashion: A casual fan	47%	(389)	37%	(306)	16%	(129)	823
Fashion: Not a fan	47%	(467)	32%	(322)	21%	(209)	998

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

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

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	21%	(462)	28%	(607)	51%	(1130)	2200
Gender: Male	19%	(201)	28%	(299)	53%	(562)	1062
Gender: Female	23%	(262)	27%	(308)	50%	(568)	1138
Age: 18-29	24%	(109)	29%	(135)	47%	(218)	462
Age: 30-44	19%	(104)	32%	(178)	49%	(269)	551
Age: 45-54	21%	(87)	27%	(112)	52%	(215)	414
Age: 55-64	15%	(51)	27%	(90)	58%	(196)	337
Age: 65+	26%	(111)	21%	(93)	53%	(232)	436
Generation Z: 18-22	29%	(59)	33%	(67)	38%	(78)	205
Millennial: Age 23-38	19%	(120)	29%	(182)	52%	(322)	624
Generation X: Age 39-54	20%	(120)	29%	(176)	51%	(302)	598
Boomers: Age 55-73	20%	(139)	24%	(165)	56%	(387)	691
PID: Dem (no lean)	19%	(148)	28%	(223)	53%	(419)	790
PID: Ind (no lean)	19%	(149)	27%	(213)	54%	(424)	786
PID: Rep (no lean)	26%	(165)	27%	(171)	46%	(288)	624
PID/Gender: Dem Men	16%	(56)	28%	(101)	56%	(204)	361
PID/Gender: Dem Women	22%	(92)	28%	(121)	50%	(215)	428
PID/Gender: Ind Men	17%	(66)	27%	(104)	55%	(211)	380
PID/Gender: Ind Women	20%	(83)	27%	(110)	52%	(213)	406
PID/Gender: Rep Men	25%	(79)	29%	(94)	46%	(147)	320
PID/Gender: Rep Women	28%	(86)	25%	(77)	46%	(141)	304
Ideo: Liberal (1-3)	18%	(123)	30%	(203)	52%	(347)	674
Ideo: Moderate (4)	21%	(107)	27%	(140)	52%	(263)	510
Ideo: Conservative (5-7)	25%	(169)	28%	(190)	48%	(326)	684
Educ: < College	22%	(327)	28%	(427)	50%	(758)	1512
Educ: Bachelors degree	20%	(87)	25%	(111)	55%	(246)	444
Educ: Post-grad	20%	(48)	28%	(69)	52%	(127)	244

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

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	21%	(462)	28%	(607)	51%	(1130)	2200
Income: Under 50k	21%	(274)	28%	(370)	51%	(680)	1323
Income: 50k-100k	21%	(142)	27%	(180)	52%	(347)	669
Income: 100k+	22%	(47)	28%	(58)	50%	(104)	209
Ethnicity: White	20%	(351)	28%	(477)	52%	(893)	1722
Ethnicity: Hispanic	21%	(75)	29%	(100)	50%	(174)	349
Ethnicity: Afr. Am.	22%	(62)	28%	(77)	50%	(136)	274
Ethnicity: Other	24%	(50)	26%	(53)	50%	(101)	204
All Christian	22%	(201)	24%	(213)	54%	(491)	905
All Non-Christian	20%	(17)	27%	(23)	53%	(45)	86
Atheist	12%	(12)	38%	(39)	50%	(52)	104
Agnostic/Nothing in particular	21%	(232)	30%	(331)	49%	(542)	1105
Religious Non-Protestant/Catholic	19%	(22)	33%	(40)	48%	(57)	119
Evangelical	22%	(131)	29%	(170)	49%	(286)	587
Non-Evangelical	23%	(169)	23%	(173)	54%	(408)	750
Community: Urban	16%	(90)	26%	(147)	58%	(325)	562
Community: Suburban	20%	(191)	26%	(250)	55%	(538)	978
Community: Rural	27%	(181)	32%	(211)	41%	(267)	659
Employ: Private Sector	20%	(129)	31%	(203)	49%	(316)	648
Employ: Government	21%	(31)	26%	(38)	53%	(77)	145
Employ: Self-Employed	22%	(45)	27%	(57)	51%	(106)	207
Employ: Homemaker	24%	(38)	34%	(53)	42%	(66)	156
Employ: Student	26%	(28)	34%	(37)	40%	(43)	108
Employ: Retired	23%	(112)	23%	(109)	54%	(256)	476
Employ: Unemployed	14%	(34)	23%	(56)	62%	(150)	240
Employ: Other	21%	(45)	25%	(55)	54%	(118)	219
Military HH: Yes	26%	(94)	26%	(95)	48%	(176)	365
Military HH: No	20%	(368)	28%	(513)	52%	(954)	1835
RD/WT: Right Direction	25%	(208)	29%	(241)	47%	(391)	840
RD/WT: Wrong Track	19%	(254)	27%	(366)	54%	(740)	1360

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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%	(462)	28%	(607)	51%	(1130)	2200
Trump Job Approve	26%	(215)	30%	(249)	45%	(376)	841
Trump Job Disapprove	18%	(220)	27%	(334)	55%	(672)	1226
Trump Job Strongly Approve	27%	(133)	29%	(139)	44%	(213)	485
Trump Job Somewhat Approve	23%	(82)	31%	(110)	46%	(163)	355
Trump Job Somewhat Disapprove	20%	(62)	32%	(97)	48%	(147)	306
Trump Job Strongly Disapprove	17%	(158)	26%	(238)	57%	(525)	921
Favorable of Trump	25%	(206)	30%	(248)	46%	(384)	837
Unfavorable of Trump	18%	(217)	28%	(329)	54%	(647)	1193
Very Favorable of Trump	26%	(134)	27%	(140)	46%	(235)	509
Somewhat Favorable of Trump	22%	(72)	33%	(108)	45%	(149)	328
Somewhat Unfavorable of Trump	18%	(43)	31%	(74)	51%	(121)	238
Very Unfavorable of Trump	18%	(174)	27%	(255)	55%	(526)	955
#1 Issue: Economy	19%	(100)	29%	(153)	51%	(266)	519
#1 Issue: Security	25%	(109)	24%	(109)	51%	(226)	444
#1 Issue: Health Care	18%	(63)	27%	(98)	55%	(197)	359
#1 Issue: Medicare / Social Security	23%	(78)	21%	(70)	55%	(184)	332
#1 Issue: Women's Issues	23%	(40)	33%	(58)	44%	(79)	177
#1 Issue: Education	19%	(25)	43%	(57)	39%	(52)	135
#1 Issue: Energy	22%	(25)	29%	(33)	49%	(56)	114
#1 Issue: Other	18%	(22)	23%	(28)	59%	(70)	120
2018 House Vote: Democrat	18%	(148)	28%	(223)	54%	(440)	811
2018 House Vote: Republican	25%	(152)	27%	(170)	48%	(300)	622
2018 House Vote: Someone else	21%	(21)	33%	(33)	46%	(46)	101
2016 Vote: Hillary Clinton	18%	(126)	26%	(182)	57%	(400)	707
2016 Vote: Donald Trump	26%	(173)	28%	(184)	46%	(307)	664
2016 Vote: Other	8%	(12)	35%	(52)	58%	(87)	151
2016 Vote: Didn't Vote	22%	(151)	28%	(188)	50%	(336)	676
Voted in 2014: Yes	21%	(279)	27%	(358)	51%	(667)	1304
Voted in 2014: No	20%	(183)	28%	(249)	52%	(464)	896

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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%	(462)	28%	(607)	51%	(1130)	2200
2012 Vote: Barack Obama	19%	(158)	28%	(238)	54%	(457)	853
2012 Vote: Mitt Romney	25%	(119)	23%	(113)	52%	(249)	481
2012 Vote: Other	19%	(18)	38%	(36)	43%	(40)	94
2012 Vote: Didn't Vote	22%	(167)	28%	(219)	50%	(384)	770
4-Region: Northeast	14%	(55)	19%	(77)	66%	(262)	394
4-Region: Midwest	21%	(98)	28%	(128)	51%	(236)	462
4-Region: South	25%	(202)	30%	(251)	45%	(371)	824
4-Region: West	21%	(107)	29%	(152)	50%	(262)	520
Watch TV: Every day	21%	(226)	29%	(301)	50%	(523)	1049
Watch TV: Several times per week	21%	(114)	31%	(167)	48%	(257)	537
Watch TV: About once per week	25%	(30)	21%	(26)	54%	(67)	123
Watch TV: Several times per month	22%	(30)	31%	(42)	46%	(61)	133
Watch TV: About once per month	29%	(21)	21%	(15)	49%	(35)	70
Watch TV: Less often than once per month	18%	(19)	22%	(23)	60%	(62)	103
Watch TV: Never	13%	(23)	19%	(34)	69%	(126)	184
Watch Movies: Every day	22%	(97)	33%	(143)	45%	(196)	436
Watch Movies: Several times per week	19%	(107)	32%	(178)	49%	(270)	555
Watch Movies: About once per week	22%	(74)	24%	(82)	54%	(182)	338
Watch Movies: Several times per month	24%	(69)	29%	(81)	47%	(133)	283
Watch Movies: About once per month	27%	(53)	23%	(44)	51%	(99)	197
Watch Movies: Less often than once per month	21%	(38)	22%	(40)	58%	(106)	183
Watch Movies: Never	12%	(25)	19%	(39)	70%	(145)	208
Watch Sporting Events: Every day	26%	(44)	33%	(57)	41%	(69)	169
Watch Sporting Events: Several times per week	20%	(67)	31%	(103)	49%	(164)	334
Watch Sporting Events: About once per week	28%	(61)	23%	(49)	49%	(104)	213
Watch Sporting Events: Several times per month	23%	(43)	34%	(65)	43%	(81)	190
Watch Sporting Events: About once per month	27%	(46)	29%	(50)	43%	(74)	170
Watch Sporting Events: Less often than once per month	19%	(68)	25%	(89)	56%	(202)	360
Watch Sporting Events: Never	17%	(133)	25%	(195)	57%	(436)	764

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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%	(462)	28%	(607)	51%	(1130)	2200
Cable TV: Currently subscribe	13%	(133)	26%	(277)	61%	(653)	1062
Cable TV: Subscribed in past	30%	(226)	38%	(285)	31%	(231)	742
Cable TV: Never subscribed	26%	(104)	12%	(46)	62%	(247)	396
Satellite TV: Currently subscribe	100%	(462)	—	(0)	—	(0)	462
Satellite TV: Subscribed in past	—	(0)	100%	(607)	—	(0)	607
Satellite TV: Never subscribed	—	(0)	—	(0)	100%	(1130)	1130
Streaming Services: Currently subscribe	20%	(275)	33%	(457)	46%	(633)	1365
Streaming Services: Subscribed in past	26%	(55)	37%	(78)	36%	(76)	208
Streaming Services: Never subscribed	21%	(132)	12%	(73)	67%	(422)	626
Film: An avid fan	22%	(185)	30%	(256)	48%	(414)	856
Film: A casual fan	22%	(222)	28%	(290)	50%	(517)	1030
Film: Not a fan	17%	(51)	18%	(52)	65%	(190)	294
Television: An avid fan	23%	(256)	28%	(319)	49%	(554)	1128
Television: A casual fan	21%	(186)	29%	(257)	51%	(458)	902
Television: Not a fan	13%	(20)	16%	(24)	71%	(110)	154
Music: An avid fan	21%	(252)	31%	(369)	49%	(589)	1211
Music: A casual fan	22%	(187)	25%	(209)	52%	(437)	833
Music: Not a fan	14%	(21)	17%	(24)	68%	(98)	142
Fashion: An avid fan	23%	(81)	32%	(116)	45%	(163)	359
Fashion: A casual fan	23%	(187)	29%	(238)	48%	(399)	823
Fashion: Not a fan	19%	(190)	25%	(246)	56%	(562)	998

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

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

Demographic	Streaming Services: Currently subscribe	Streaming Services: Subscribed in past	Streaming Services: Never subscribed	Total N
Adults	62% (1365)	9% (208)	28% (626)	2200
Gender: Male	61% (652)	11% (114)	28% (295)	1062
Gender: Female	63% (713)	8% (94)	29% (331)	1138
Age: 18-29	77% (357)	8% (38)	15% (67)	462
Age: 30-44	73% (401)	12% (68)	15% (81)	551
Age: 45-54	60% (247)	10% (39)	31% (128)	414
Age: 55-64	52% (177)	8% (27)	40% (133)	337
Age: 65+	42% (183)	8% (37)	50% (216)	436
Generation Z: 18-22	75% (153)	11% (22)	15% (30)	205
Millennial: Age 23-38	76% (475)	9% (59)	14% (90)	624
Generation X: Age 39-54	63% (377)	11% (64)	26% (158)	598
Boomers: Age 55-73	49% (339)	8% (56)	43% (296)	691
PID: Dem (no lean)	66% (523)	8% (66)	25% (201)	790
PID: Ind (no lean)	59% (461)	11% (88)	30% (236)	786
PID: Rep (no lean)	61% (381)	9% (54)	30% (189)	624
PID/Gender: Dem Men	66% (237)	8% (27)	27% (97)	361
PID/Gender: Dem Women	67% (286)	9% (38)	24% (104)	428
PID/Gender: Ind Men	55% (207)	14% (54)	31% (118)	380
PID/Gender: Ind Women	63% (254)	8% (34)	29% (118)	406
PID/Gender: Rep Men	65% (208)	10% (33)	25% (80)	320
PID/Gender: Rep Women	57% (174)	7% (22)	36% (109)	304
Ideo: Liberal (1-3)	73% (490)	8% (55)	19% (129)	674
Ideo: Moderate (4)	60% (304)	10% (51)	30% (155)	510
Ideo: Conservative (5-7)	59% (404)	9% (62)	32% (218)	684
Educ: < College	59% (892)	10% (150)	31% (471)	1512
Educ: Bachelors degree	69% (308)	7% (33)	23% (103)	444
Educ: Post-grad	68% (165)	11% (26)	22% (53)	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	62% (1365)	9% (208)	28% (626)	2200
Income: Under 50k	57% (748)	12% (160)	31% (415)	1323
Income: 50k-100k	70% (470)	5% (33)	25% (166)	669
Income: 100k+	71% (148)	8% (16)	22% (45)	209
Ethnicity: White	62% (1072)	8% (144)	29% (505)	1722
Ethnicity: Hispanic	66% (231)	12% (41)	22% (77)	349
Ethnicity: Afr. Am.	63% (173)	13% (36)	24% (66)	274
Ethnicity: Other	59% (121)	14% (28)	27% (55)	204
All Christian	58% (527)	9% (77)	33% (301)	905
All Non-Christian	55% (47)	13% (11)	32% (28)	86
Atheist	77% (80)	12% (13)	11% (11)	104
Agnostic/Nothing in particular	64% (711)	10% (108)	26% (286)	1105
Religious Non-Protestant/Catholic	61% (73)	9% (11)	29% (35)	119
Evangelical	60% (350)	9% (54)	31% (183)	587
Non-Evangelical	58% (438)	9% (68)	33% (244)	750
Community: Urban	61% (342)	13% (73)	26% (147)	562
Community: Suburban	65% (631)	7% (70)	28% (277)	978
Community: Rural	60% (392)	10% (65)	31% (202)	659
Employ: Private Sector	73% (473)	8% (49)	20% (127)	648
Employ: Government	70% (101)	11% (15)	20% (29)	145
Employ: Self-Employed	61% (126)	9% (19)	30% (62)	207
Employ: Homemaker	72% (112)	7% (12)	21% (32)	156
Employ: Student	77% (83)	16% (17)	7% (8)	108
Employ: Retired	46% (220)	7% (35)	46% (221)	476
Employ: Unemployed	61% (146)	13% (32)	26% (61)	240
Employ: Other	47% (103)	13% (29)	39% (86)	219
Military HH: Yes	59% (217)	9% (35)	31% (114)	365
Military HH: No	63% (1149)	9% (174)	28% (513)	1835
RD/WT: Right Direction	61% (516)	8% (68)	31% (257)	840
RD/WT: Wrong Track	62% (850)	10% (141)	27% (369)	1360

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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	62%	(1365)	9%	(208)	28%	(626)	2200
Trump Job Approve	60%	(505)	9%	(76)	31%	(260)	841
Trump Job Disapprove	66%	(806)	10%	(118)	25%	(302)	1226
Trump Job Strongly Approve	60%	(290)	8%	(40)	32%	(155)	485
Trump Job Somewhat Approve	60%	(215)	10%	(35)	30%	(105)	355
Trump Job Somewhat Disapprove	64%	(195)	10%	(32)	26%	(79)	306
Trump Job Strongly Disapprove	66%	(611)	9%	(87)	24%	(223)	921
Favorable of Trump	59%	(496)	9%	(75)	32%	(266)	837
Unfavorable of Trump	66%	(788)	9%	(110)	25%	(295)	1193
Very Favorable of Trump	58%	(294)	9%	(45)	33%	(170)	509
Somewhat Favorable of Trump	62%	(203)	9%	(30)	29%	(96)	328
Somewhat Unfavorable of Trump	62%	(147)	10%	(24)	28%	(67)	238
Very Unfavorable of Trump	67%	(641)	9%	(87)	24%	(227)	955
#1 Issue: Economy	68%	(352)	11%	(58)	21%	(110)	519
#1 Issue: Security	56%	(249)	7%	(33)	37%	(162)	444
#1 Issue: Health Care	68%	(244)	9%	(33)	23%	(83)	359
#1 Issue: Medicare / Social Security	43%	(142)	8%	(27)	49%	(163)	332
#1 Issue: Women's Issues	76%	(135)	6%	(11)	17%	(30)	177
#1 Issue: Education	72%	(97)	13%	(18)	15%	(20)	135
#1 Issue: Energy	74%	(84)	9%	(10)	17%	(20)	114
#1 Issue: Other	52%	(62)	16%	(19)	33%	(39)	120
2018 House Vote: Democrat	67%	(546)	8%	(68)	24%	(197)	811
2018 House Vote: Republican	61%	(379)	8%	(50)	31%	(193)	622
2018 House Vote: Someone else	57%	(58)	10%	(10)	33%	(33)	101
2016 Vote: Hillary Clinton	65%	(458)	9%	(61)	27%	(189)	707
2016 Vote: Donald Trump	58%	(383)	9%	(63)	33%	(218)	664
2016 Vote: Other	66%	(99)	8%	(12)	27%	(40)	151
2016 Vote: Didn't Vote	63%	(423)	11%	(73)	27%	(180)	676
Voted in 2014: Yes	62%	(806)	9%	(116)	29%	(382)	1304
Voted in 2014: No	62%	(559)	10%	(93)	27%	(244)	896

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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	62% (1365)	9% (208)	28% (626)	2200
2012 Vote: Barack Obama	65% (555)	8% (70)	27% (228)	853
2012 Vote: Mitt Romney	58% (278)	9% (44)	33% (159)	481
2012 Vote: Other	45% (42)	14% (13)	42% (39)	94
2012 Vote: Didn't Vote	64% (490)	11% (82)	26% (198)	770
4-Region: Northeast	54% (213)	11% (44)	35% (137)	394
4-Region: Midwest	62% (287)	9% (41)	29% (134)	462
4-Region: South	62% (512)	10% (81)	28% (232)	824
4-Region: West	68% (353)	8% (43)	24% (124)	520
Watch TV: Every day	69% (726)	7% (69)	24% (254)	1049
Watch TV: Several times per week	69% (369)	10% (54)	21% (114)	537
Watch TV: About once per week	52% (64)	18% (22)	30% (37)	123
Watch TV: Several times per month	61% (81)	17% (23)	22% (29)	133
Watch TV: About once per month	71% (50)	8% (6)	21% (15)	70
Watch TV: Less often than once per month	36% (37)	14% (15)	49% (51)	103
Watch TV: Never	21% (38)	11% (20)	69% (126)	184
Watch Movies: Every day	79% (342)	8% (34)	14% (60)	436
Watch Movies: Several times per week	77% (425)	8% (42)	16% (88)	555
Watch Movies: About once per week	68% (229)	10% (32)	23% (77)	338
Watch Movies: Several times per month	60% (169)	12% (34)	28% (80)	283
Watch Movies: About once per month	49% (96)	12% (23)	39% (77)	197
Watch Movies: Less often than once per month	40% (74)	11% (21)	48% (88)	183
Watch Movies: Never	15% (31)	11% (22)	75% (155)	208
Watch Sporting Events: Every day	70% (118)	8% (14)	22% (37)	169
Watch Sporting Events: Several times per week	65% (218)	13% (43)	22% (73)	334
Watch Sporting Events: About once per week	68% (145)	9% (20)	22% (48)	213
Watch Sporting Events: Several times per month	57% (108)	13% (25)	30% (57)	190
Watch Sporting Events: About once per month	60% (103)	12% (21)	27% (46)	170
Watch Sporting Events: Less often than once per month	68% (244)	8% (30)	24% (86)	360
Watch Sporting Events: Never	56% (430)	7% (56)	36% (279)	764

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	62% (1365)	9% (208)	28% (626)	2200
Cable TV: Currently subscribe	63% (672)	7% (79)	29% (311)	1062
Cable TV: Subscribed in past	68% (503)	13% (99)	19% (140)	742
Cable TV: Never subscribed	48% (190)	8% (30)	44% (175)	396
Satellite TV: Currently subscribe	60% (275)	12% (55)	29% (132)	462
Satellite TV: Subscribed in past	75% (457)	13% (78)	12% (73)	607
Satellite TV: Never subscribed	56% (633)	7% (76)	37% (422)	1130
Streaming Services: Currently subscribe	100% (1365)	— (0)	— (0)	1365
Streaming Services: Subscribed in past	— (0)	100% (208)	— (0)	208
Streaming Services: Never subscribed	— (0)	— (0)	100% (626)	626
Film: An avid fan	76% (653)	8% (70)	16% (133)	856
Film: A casual fan	59% (604)	10% (108)	31% (318)	1030
Film: Not a fan	34% (100)	9% (27)	57% (166)	294
Television: An avid fan	67% (751)	8% (96)	25% (281)	1128
Television: A casual fan	61% (554)	11% (97)	28% (250)	902
Television: Not a fan	32% (50)	9% (14)	58% (90)	154
Music: An avid fan	69% (833)	10% (116)	22% (262)	1211
Music: A casual fan	58% (485)	10% (83)	32% (266)	833
Music: Not a fan	29% (41)	4% (6)	67% (96)	142
Fashion: An avid fan	73% (262)	9% (33)	18% (64)	359
Fashion: A casual fan	67% (549)	10% (81)	24% (194)	823
Fashion: Not a fan	54% (543)	9% (92)	36% (362)	998

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

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

Demographic	Film: An avid fan	Film: A casual fan	Film: Not a fan	Total N
Adults	39% (856)	47% (1030)	13% (294)	2179
Gender: Male	43% (451)	44% (461)	13% (139)	1051
Gender: Female	36% (405)	50% (569)	14% (155)	1129
Age: 18-29	47% (215)	38% (174)	15% (70)	459
Age: 30-44	47% (256)	44% (237)	9% (49)	542
Age: 45-54	37% (154)	50% (205)	13% (53)	413
Age: 55-64	35% (118)	50% (168)	14% (47)	333
Age: 65+	26% (113)	57% (246)	17% (74)	433
Generation Z: 18-22	43% (88)	40% (80)	17% (34)	202
Millennial: Age 23-38	49% (300)	40% (248)	11% (67)	615
Generation X: Age 39-54	40% (237)	48% (287)	12% (71)	596
Boomers: Age 55-73	32% (218)	53% (363)	15% (104)	685
PID: Dem (no lean)	45% (355)	42% (330)	12% (96)	781
PID: Ind (no lean)	33% (261)	51% (397)	16% (121)	779
PID: Rep (no lean)	39% (240)	49% (303)	12% (76)	619
PID/Gender: Dem Men	49% (176)	38% (135)	13% (47)	357
PID/Gender: Dem Women	42% (179)	46% (195)	12% (50)	424
PID/Gender: Ind Men	34% (126)	51% (191)	16% (60)	377
PID/Gender: Ind Women	33% (134)	51% (207)	15% (61)	403
PID/Gender: Rep Men	47% (149)	43% (136)	10% (32)	317
PID/Gender: Rep Women	30% (92)	55% (166)	15% (44)	302
Ideo: Liberal (1-3)	47% (312)	46% (305)	8% (52)	668
Ideo: Moderate (4)	42% (210)	47% (235)	11% (58)	503
Ideo: Conservative (5-7)	33% (227)	53% (361)	14% (93)	680
Educ: < College	40% (594)	45% (671)	16% (234)	1500
Educ: Bachelors degree	38% (168)	53% (234)	8% (37)	439
Educ: Post-grad	39% (94)	52% (125)	9% (22)	241

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

*Film*

Demographic	Film: An avid fan	Film: A casual fan	Film: Not a fan	Total N
Adults	39% (856)	47% (1030)	13% (294)	2179
Income: Under 50k	38% (501)	45% (585)	17% (223)	1309
Income: 50k-100k	41% (272)	52% (342)	7% (49)	663
Income: 100k+	40% (82)	50% (103)	11% (22)	208
Ethnicity: White	39% (665)	49% (828)	12% (212)	1706
Ethnicity: Hispanic	45% (157)	40% (139)	15% (52)	348
Ethnicity: Afr. Am.	44% (118)	38% (103)	18% (49)	270
Ethnicity: Other	36% (72)	49% (99)	16% (32)	203
All Christian	36% (326)	52% (465)	12% (106)	897
All Non-Christian	46% (38)	46% (39)	8% (7)	84
Atheist	45% (47)	40% (42)	14% (15)	104
Agnostic/Nothing in particular	41% (444)	44% (484)	15% (166)	1094
Religious Non-Protestant/Catholic	41% (49)	50% (58)	9% (11)	118
Evangelical	39% (228)	49% (285)	12% (71)	584
Non-Evangelical	40% (297)	48% (357)	12% (91)	744
Community: Urban	41% (231)	47% (263)	12% (67)	561
Community: Suburban	40% (386)	47% (457)	13% (121)	965
Community: Rural	36% (238)	47% (310)	16% (106)	654
Employ: Private Sector	44% (283)	46% (297)	9% (61)	641
Employ: Government	41% (59)	50% (72)	8% (12)	143
Employ: Self-Employed	44% (91)	47% (96)	9% (18)	205
Employ: Homemaker	37% (57)	47% (73)	16% (24)	154
Employ: Student	47% (51)	42% (45)	11% (12)	108
Employ: Retired	30% (140)	54% (258)	16% (76)	474
Employ: Unemployed	37% (87)	40% (96)	23% (54)	237
Employ: Other	40% (87)	43% (94)	17% (36)	218
Military HH: Yes	36% (129)	54% (194)	11% (38)	360
Military HH: No	40% (727)	46% (836)	14% (256)	1819
RD/WT: Right Direction	37% (311)	49% (410)	14% (113)	834
RD/WT: Wrong Track	41% (545)	46% (620)	13% (181)	1346
Trump Job Approve	37% (307)	51% (422)	12% (102)	832
Trump Job Disapprove	43% (525)	44% (537)	13% (153)	1216

Continued on next page

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

<b>Film</b>	<b>Demographic</b>	<b>Film: An avid fan</b>		<b>Film: A casual fan</b>		<b>Film: Not a fan</b>		<b>Total N</b>
	Adults	39%	(856)	47%	(1030)	13%	(294)	2179
	Trump Job Strongly Approve	38%	(182)	50%	(239)	13%	(61)	482
	Trump Job Somewhat Approve	36%	(125)	53%	(184)	12%	(41)	349
	Trump Job Somewhat Disapprove	40%	(121)	47%	(142)	13%	(41)	303
	Trump Job Strongly Disapprove	44%	(404)	43%	(395)	12%	(113)	912
	Favorable of Trump	37%	(309)	50%	(414)	13%	(104)	827
	Unfavorable of Trump	42%	(501)	46%	(540)	12%	(141)	1183
	Very Favorable of Trump	37%	(184)	49%	(249)	14%	(71)	505
	Somewhat Favorable of Trump	39%	(125)	51%	(165)	10%	(32)	322
	Somewhat Unfavorable of Trump	41%	(97)	47%	(110)	12%	(29)	235
	Very Unfavorable of Trump	43%	(405)	45%	(430)	12%	(112)	947
	#1 Issue: Economy	42%	(216)	48%	(244)	10%	(53)	514
	#1 Issue: Security	34%	(152)	52%	(233)	13%	(59)	444
	#1 Issue: Health Care	44%	(157)	43%	(154)	12%	(44)	355
	#1 Issue: Medicare / Social Security	30%	(99)	50%	(166)	19%	(63)	328
	#1 Issue: Women's Issues	45%	(80)	41%	(72)	14%	(25)	177
	#1 Issue: Education	44%	(59)	43%	(58)	13%	(17)	134
	#1 Issue: Energy	43%	(47)	49%	(53)	8%	(9)	109
	#1 Issue: Other	37%	(44)	43%	(51)	20%	(24)	119
	2018 House Vote: Democrat	44%	(352)	47%	(381)	9%	(71)	804
	2018 House Vote: Republican	37%	(230)	51%	(315)	12%	(72)	617
	2018 House Vote: Someone else	29%	(29)	53%	(53)	18%	(18)	100
	2016 Vote: Hillary Clinton	45%	(312)	45%	(315)	10%	(73)	700
	2016 Vote: Donald Trump	36%	(235)	53%	(352)	11%	(72)	659
	2016 Vote: Other	34%	(50)	51%	(76)	15%	(22)	148
	2016 Vote: Didn't Vote	38%	(256)	43%	(286)	19%	(127)	669
	Voted in 2014: Yes	40%	(514)	50%	(642)	11%	(138)	1294
	Voted in 2014: No	39%	(342)	44%	(388)	18%	(156)	886
	2012 Vote: Barack Obama	43%	(366)	47%	(396)	10%	(83)	845
	2012 Vote: Mitt Romney	32%	(151)	56%	(269)	12%	(56)	477
	2012 Vote: Other	34%	(32)	48%	(45)	18%	(17)	94
	2012 Vote: Didn't Vote	40%	(305)	42%	(319)	18%	(137)	761

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

Demographic	Film: An avid fan	Film: A casual fan	Film: Not a fan	Total N
Adults	39% (856)	47% (1030)	13% (294)	2179
4-Region: Northeast	40% (156)	49% (188)	11% (44)	388
4-Region: Midwest	37% (171)	49% (223)	14% (63)	457
4-Region: South	38% (307)	47% (387)	15% (123)	817
4-Region: West	43% (222)	45% (232)	12% (63)	517
Watch TV: Every day	47% (487)	45% (465)	8% (88)	1040
Watch TV: Several times per week	36% (192)	55% (296)	9% (47)	536
Watch TV: About once per week	32% (39)	56% (69)	11% (14)	122
Watch TV: Several times per month	32% (43)	53% (71)	15% (19)	133
Watch TV: About once per month	39% (26)	50% (33)	12% (8)	67
Watch TV: Less often than once per month	30% (31)	40% (41)	30% (31)	102
Watch TV: Never	21% (38)	31% (56)	48% (87)	181
Watch Movies: Every day	67% (293)	24% (106)	9% (37)	436
Watch Movies: Several times per week	55% (304)	41% (228)	3% (18)	550
Watch Movies: About once per week	33% (111)	58% (196)	9% (30)	336
Watch Movies: Several times per month	23% (65)	68% (189)	8% (23)	277
Watch Movies: About once per month	19% (36)	64% (124)	18% (34)	195
Watch Movies: Less often than once per month	10% (18)	63% (114)	27% (49)	180
Watch Movies: Never	14% (29)	36% (74)	50% (102)	205
Watch Sporting Events: Every day	51% (86)	36% (61)	13% (23)	169
Watch Sporting Events: Several times per week	41% (136)	48% (160)	10% (34)	330
Watch Sporting Events: About once per week	43% (90)	51% (107)	7% (14)	211
Watch Sporting Events: Several times per month	31% (59)	58% (108)	11% (21)	188
Watch Sporting Events: About once per month	44% (74)	48% (82)	8% (14)	170
Watch Sporting Events: Less often than once per month	38% (136)	51% (182)	10% (36)	354
Watch Sporting Events: Never	36% (275)	44% (330)	20% (152)	757
Cable TV: Currently subscribe	42% (444)	47% (493)	11% (119)	1055
Cable TV: Subscribed in past	40% (292)	50% (367)	10% (74)	733
Cable TV: Never subscribed	31% (120)	44% (170)	26% (101)	391
Satellite TV: Currently subscribe	40% (185)	48% (222)	11% (51)	459
Satellite TV: Subscribed in past	43% (256)	49% (290)	9% (52)	599
Satellite TV: Never subscribed	37% (414)	46% (517)	17% (190)	1121

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

Demographic	Film: An avid fan	Film: A casual fan	Film: Not a fan	Total N
Adults	39% (856)	47% (1030)	13% (294)	2179
Streaming Services: Currently subscribe	48% (653)	45% (604)	7% (100)	1357
Streaming Services: Subscribed in past	34% (70)	53% (108)	13% (27)	205
Streaming Services: Never subscribed	22% (133)	52% (318)	27% (166)	618
Film: An avid fan	100% (856)	— (0)	— (0)	856
Film: A casual fan	— (0)	100% (1030)	— (0)	1030
Film: Not a fan	— (0)	— (0)	100% (294)	294
Television: An avid fan	57% (635)	35% (395)	8% (90)	1120
Television: A casual fan	22% (200)	66% (595)	12% (103)	898
Television: Not a fan	10% (14)	25% (37)	66% (100)	151
Music: An avid fan	52% (624)	39% (467)	9% (111)	1203
Music: A casual fan	26% (216)	63% (520)	11% (95)	830
Music: Not a fan	10% (14)	29% (42)	61% (86)	142
Fashion: An avid fan	60% (214)	30% (108)	10% (36)	358
Fashion: A casual fan	42% (346)	50% (409)	8% (63)	818
Fashion: Not a fan	29% (290)	51% (511)	19% (193)	995

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



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

Demographic	Television: An avid fan		Television: A casual fan		Television: Not a fan		Total N
Adults	52%	(1128)	41%	(902)	7%	(154)	2183
Gender: Male	51%	(541)	41%	(428)	8%	(86)	1055
Gender: Female	52%	(587)	42%	(474)	6%	(68)	1128
Age: 18-29	52%	(240)	38%	(176)	9%	(43)	459
Age: 30-44	50%	(275)	44%	(239)	6%	(32)	546
Age: 45-54	52%	(214)	40%	(166)	7%	(31)	411
Age: 55-64	56%	(187)	38%	(127)	6%	(20)	334
Age: 65+	49%	(212)	45%	(194)	6%	(27)	433
Generation Z: 18-22	51%	(103)	39%	(78)	10%	(21)	203
Millennial: Age 23-38	51%	(318)	42%	(260)	7%	(43)	621
Generation X: Age 39-54	52%	(308)	41%	(243)	7%	(42)	593
Boomers: Age 55-73	53%	(362)	41%	(284)	6%	(40)	686
PID: Dem (no lean)	60%	(468)	35%	(277)	5%	(41)	786
PID: Ind (no lean)	43%	(332)	47%	(364)	11%	(84)	780
PID: Rep (no lean)	53%	(328)	42%	(261)	5%	(29)	618
PID/Gender: Dem Men	61%	(218)	33%	(119)	6%	(20)	358
PID/Gender: Dem Women	58%	(250)	37%	(158)	5%	(20)	428
PID/Gender: Ind Men	37%	(142)	49%	(185)	14%	(51)	379
PID/Gender: Ind Women	47%	(190)	44%	(179)	8%	(33)	401
PID/Gender: Rep Men	57%	(181)	39%	(123)	5%	(14)	319
PID/Gender: Rep Women	49%	(147)	46%	(137)	5%	(15)	299
Ideo: Liberal (1-3)	56%	(372)	39%	(263)	5%	(34)	669
Ideo: Moderate (4)	58%	(292)	36%	(182)	6%	(31)	505
Ideo: Conservative (5-7)	46%	(316)	47%	(318)	7%	(46)	680
Educ: < College	53%	(803)	39%	(587)	7%	(112)	1501
Educ: Bachelors degree	45%	(200)	49%	(217)	6%	(25)	442
Educ: Post-grad	52%	(125)	41%	(98)	7%	(17)	240

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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	52%	(1128)	41%	(902)	7%	(154)	2183
Income: Under 50k	52%	(686)	39%	(518)	8%	(108)	1311
Income: 50k-100k	52%	(343)	43%	(287)	5%	(34)	664
Income: 100k+	48%	(99)	47%	(97)	6%	(12)	208
Ethnicity: White	52%	(894)	42%	(711)	6%	(105)	1710
Ethnicity: Hispanic	49%	(169)	41%	(142)	10%	(37)	348
Ethnicity: Afr. Am.	58%	(156)	37%	(101)	5%	(15)	272
Ethnicity: Other	38%	(77)	45%	(90)	17%	(34)	201
All Christian	54%	(487)	41%	(365)	5%	(46)	898
All Non-Christian	50%	(42)	41%	(35)	9%	(8)	85
Atheist	49%	(51)	39%	(40)	12%	(13)	104
Agnostic/Nothing in particular	50%	(547)	42%	(461)	8%	(87)	1096
Religious Non-Protestant/Catholic	48%	(57)	42%	(50)	9%	(11)	118
Evangelical	55%	(324)	40%	(236)	4%	(25)	585
Non-Evangelical	55%	(411)	39%	(293)	5%	(40)	744
Community: Urban	50%	(280)	41%	(229)	9%	(49)	558
Community: Suburban	52%	(505)	43%	(414)	5%	(52)	971
Community: Rural	52%	(344)	40%	(259)	8%	(52)	655
Employ: Private Sector	54%	(344)	43%	(274)	4%	(25)	643
Employ: Government	45%	(64)	49%	(71)	6%	(8)	144
Employ: Self-Employed	52%	(108)	41%	(84)	7%	(15)	206
Employ: Homemaker	52%	(80)	41%	(64)	8%	(12)	156
Employ: Student	50%	(54)	43%	(46)	7%	(7)	108
Employ: Retired	54%	(256)	39%	(184)	7%	(33)	474
Employ: Unemployed	45%	(107)	41%	(97)	14%	(33)	236
Employ: Other	53%	(115)	37%	(81)	10%	(22)	218
Military HH: Yes	51%	(183)	44%	(159)	6%	(20)	362
Military HH: No	52%	(945)	41%	(743)	7%	(134)	1821
RD/WT: Right Direction	51%	(421)	42%	(353)	7%	(59)	833
RD/WT: Wrong Track	52%	(707)	41%	(549)	7%	(95)	1350
Trump Job Approve	52%	(433)	43%	(354)	5%	(45)	833
Trump Job Disapprove	53%	(651)	40%	(483)	7%	(83)	1218

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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	52%	(1128)	41%	(902)	7%	(154)	2183
Trump Job Strongly Approve	52%	(251)	42%	(203)	6%	(27)	480
Trump Job Somewhat Approve	52%	(183)	43%	(151)	5%	(19)	353
Trump Job Somewhat Disapprove	52%	(156)	40%	(121)	9%	(26)	303
Trump Job Strongly Disapprove	54%	(495)	40%	(363)	6%	(57)	915
Favorable of Trump	52%	(427)	42%	(350)	6%	(52)	828
Unfavorable of Trump	54%	(637)	40%	(479)	6%	(69)	1186
Very Favorable of Trump	52%	(262)	40%	(202)	8%	(39)	503
Somewhat Favorable of Trump	51%	(165)	46%	(148)	4%	(12)	325
Somewhat Unfavorable of Trump	52%	(120)	42%	(97)	7%	(16)	233
Very Unfavorable of Trump	54%	(517)	40%	(382)	6%	(54)	953
#1 Issue: Economy	50%	(255)	46%	(236)	4%	(19)	510
#1 Issue: Security	49%	(218)	44%	(193)	7%	(31)	442
#1 Issue: Health Care	56%	(201)	36%	(129)	8%	(28)	358
#1 Issue: Medicare / Social Security	58%	(191)	36%	(118)	6%	(21)	330
#1 Issue: Women's Issues	43%	(77)	46%	(81)	11%	(19)	177
#1 Issue: Education	51%	(68)	41%	(55)	9%	(12)	135
#1 Issue: Energy	51%	(57)	40%	(45)	8%	(9)	112
#1 Issue: Other	50%	(60)	38%	(45)	12%	(15)	120
2018 House Vote: Democrat	57%	(460)	39%	(314)	4%	(33)	807
2018 House Vote: Republican	51%	(314)	43%	(267)	6%	(36)	616
2018 House Vote: Someone else	38%	(36)	52%	(50)	11%	(11)	97
2016 Vote: Hillary Clinton	57%	(403)	38%	(269)	4%	(32)	703
2016 Vote: Donald Trump	50%	(331)	45%	(294)	5%	(32)	657
2016 Vote: Other	41%	(62)	48%	(73)	11%	(16)	150
2016 Vote: Didn't Vote	49%	(331)	40%	(265)	11%	(75)	671
Voted in 2014: Yes	54%	(701)	41%	(524)	5%	(69)	1294
Voted in 2014: No	48%	(427)	42%	(377)	10%	(85)	889
2012 Vote: Barack Obama	57%	(485)	39%	(329)	4%	(33)	848
2012 Vote: Mitt Romney	48%	(229)	46%	(217)	6%	(29)	475
2012 Vote: Other	35%	(33)	53%	(50)	13%	(12)	94
2012 Vote: Didn't Vote	50%	(380)	40%	(306)	10%	(80)	765

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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	52%	(1128)	41%	(902)	7%	(154)	2183
4-Region: Northeast	57%	(223)	37%	(145)	6%	(23)	390
4-Region: Midwest	51%	(233)	42%	(193)	8%	(35)	461
4-Region: South	52%	(428)	40%	(325)	8%	(66)	818
4-Region: West	47%	(244)	47%	(240)	6%	(31)	514
Watch TV: Every day	70%	(730)	29%	(304)	1%	(11)	1045
Watch TV: Several times per week	42%	(225)	54%	(288)	4%	(23)	535
Watch TV: About once per week	32%	(39)	62%	(76)	6%	(7)	122
Watch TV: Several times per month	33%	(44)	59%	(79)	7%	(10)	133
Watch TV: About once per month	23%	(15)	68%	(45)	9%	(6)	66
Watch TV: Less often than once per month	28%	(28)	47%	(47)	25%	(25)	100
Watch TV: Never	25%	(46)	35%	(64)	40%	(73)	182
Watch Movies: Every day	70%	(302)	27%	(118)	3%	(14)	434
Watch Movies: Several times per week	53%	(294)	43%	(238)	3%	(19)	551
Watch Movies: About once per week	55%	(185)	42%	(144)	3%	(9)	338
Watch Movies: Several times per month	50%	(140)	46%	(130)	4%	(10)	280
Watch Movies: About once per month	38%	(74)	53%	(103)	8%	(16)	193
Watch Movies: Less often than once per month	34%	(62)	51%	(91)	15%	(27)	179
Watch Movies: Never	34%	(71)	38%	(78)	28%	(59)	208
Watch Sporting Events: Every day	68%	(114)	30%	(50)	3%	(5)	169
Watch Sporting Events: Several times per week	56%	(187)	42%	(139)	2%	(7)	333
Watch Sporting Events: About once per week	54%	(114)	40%	(86)	6%	(12)	212
Watch Sporting Events: Several times per month	51%	(95)	46%	(86)	4%	(7)	187
Watch Sporting Events: About once per month	53%	(89)	42%	(71)	5%	(8)	168
Watch Sporting Events: Less often than once per month	55%	(195)	39%	(138)	6%	(22)	355
Watch Sporting Events: Never	44%	(333)	44%	(332)	12%	(93)	759
Cable TV: Currently subscribe	57%	(598)	40%	(419)	3%	(36)	1053
Cable TV: Subscribed in past	51%	(372)	44%	(327)	5%	(37)	736
Cable TV: Never subscribed	40%	(157)	39%	(155)	21%	(81)	394
Satellite TV: Currently subscribe	55%	(256)	40%	(186)	4%	(20)	462
Satellite TV: Subscribed in past	53%	(319)	43%	(257)	4%	(24)	600
Satellite TV: Never subscribed	49%	(554)	41%	(458)	10%	(110)	1122

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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	52%	(1128)	41%	(902)	7%	(154)	2183
Streaming Services: Currently subscribe	55%	(751)	41%	(554)	4%	(50)	1355
Streaming Services: Subscribed in past	46%	(96)	47%	(97)	7%	(14)	207
Streaming Services: Never subscribed	45%	(281)	40%	(250)	14%	(90)	622
Film: An avid fan	75%	(635)	24%	(200)	2%	(14)	850
Film: A casual fan	38%	(395)	58%	(595)	4%	(37)	1027
Film: Not a fan	31%	(90)	35%	(103)	34%	(100)	292
Television: An avid fan	100%	(1128)	—	(0)	—	(0)	1128
Television: A casual fan	—	(0)	100%	(902)	—	(0)	902
Television: Not a fan	—	(0)	—	(0)	100%	(154)	154
Music: An avid fan	65%	(786)	31%	(370)	4%	(47)	1203
Music: A casual fan	36%	(302)	59%	(488)	5%	(40)	830
Music: Not a fan	26%	(36)	28%	(39)	47%	(66)	141
Fashion: An avid fan	71%	(253)	27%	(96)	2%	(8)	357
Fashion: A casual fan	55%	(453)	41%	(340)	3%	(28)	821
Fashion: Not a fan	42%	(414)	46%	(460)	12%	(117)	992

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

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

*Music*

Demographic	Music: An avid fan	Music: A casual fan	Music: Not a fan	Total N
Adults	55% (1211)	38% (833)	7% (142)	2186
Gender: Male	52% (544)	41% (435)	7% (73)	1052
Gender: Female	59% (667)	35% (398)	6% (70)	1134
Age: 18-29	74% (338)	22% (99)	5% (23)	460
Age: 30-44	62% (338)	33% (182)	4% (24)	544
Age: 45-54	51% (210)	41% (168)	8% (34)	412
Age: 55-64	50% (167)	40% (134)	10% (34)	335
Age: 65+	36% (158)	58% (251)	6% (27)	435
Generation Z: 18-22	76% (155)	18% (36)	6% (13)	204
Millennial: Age 23-38	67% (415)	28% (175)	4% (26)	617
Generation X: Age 39-54	53% (316)	40% (237)	7% (42)	595
Boomers: Age 55-73	43% (294)	49% (340)	8% (55)	688
PID: Dem (no lean)	63% (498)	31% (244)	6% (44)	786
PID: Ind (no lean)	51% (400)	40% (314)	8% (65)	779
PID: Rep (no lean)	50% (312)	44% (275)	5% (34)	621
PID/Gender: Dem Men	61% (218)	33% (118)	6% (23)	359
PID/Gender: Dem Women	66% (280)	29% (126)	5% (21)	427
PID/Gender: Ind Men	45% (169)	46% (173)	9% (33)	375
PID/Gender: Ind Women	57% (231)	35% (141)	8% (32)	405
PID/Gender: Rep Men	49% (157)	45% (145)	5% (17)	319
PID/Gender: Rep Women	51% (155)	43% (130)	5% (16)	302
Ideo: Liberal (1-3)	64% (429)	32% (215)	4% (25)	670
Ideo: Moderate (4)	55% (279)	39% (196)	6% (30)	505
Ideo: Conservative (5-7)	46% (314)	47% (324)	7% (45)	683
Educ: < College	59% (884)	34% (507)	7% (110)	1502
Educ: Bachelors degree	48% (210)	48% (212)	4% (19)	442
Educ: Post-grad	48% (116)	47% (113)	5% (13)	242

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

Music

Demographic	Music: An avid fan	Music: A casual fan	Music: Not a fan	Total N
Adults	55% (1211)	38% (833)	7% (142)	2186
Income: Under 50k	56% (738)	36% (469)	8% (106)	1313
Income: 50k-100k	59% (392)	37% (250)	4% (24)	666
Income: 100k+	39% (81)	55% (114)	6% (12)	207
Ethnicity: White	52% (896)	41% (704)	7% (115)	1715
Ethnicity: Hispanic	61% (214)	30% (106)	8% (29)	349
Ethnicity: Afr. Am.	77% (206)	19% (52)	4% (10)	268
Ethnicity: Other	54% (109)	38% (77)	9% (17)	203
All Christian	47% (425)	47% (425)	6% (51)	901
All Non-Christian	63% (53)	30% (25)	7% (6)	84
Atheist	70% (73)	28% (29)	2% (2)	104
Agnostic/Nothing in particular	60% (659)	32% (354)	8% (83)	1096
Religious Non-Protestant/Catholic	56% (66)	35% (41)	10% (11)	118
Evangelical	56% (328)	39% (228)	5% (29)	585
Non-Evangelical	52% (387)	43% (319)	5% (41)	747
Community: Urban	57% (320)	35% (195)	8% (44)	559
Community: Suburban	54% (525)	41% (394)	5% (52)	971
Community: Rural	56% (365)	37% (244)	7% (47)	657
Employ: Private Sector	56% (363)	39% (250)	5% (30)	643
Employ: Government	65% (92)	30% (42)	6% (8)	142
Employ: Self-Employed	64% (133)	31% (65)	5% (9)	207
Employ: Homemaker	65% (101)	31% (49)	4% (6)	155
Employ: Student	65% (70)	33% (36)	2% (2)	108
Employ: Retired	42% (202)	51% (245)	6% (29)	476
Employ: Unemployed	56% (132)	33% (79)	11% (26)	237
Employ: Other	54% (118)	31% (67)	15% (32)	217
Military HH: Yes	45% (165)	49% (177)	6% (21)	362
Military HH: No	57% (1046)	36% (656)	7% (122)	1824
RD/WT: Right Direction	52% (436)	42% (354)	6% (46)	837
RD/WT: Wrong Track	57% (775)	35% (478)	7% (96)	1349
Trump Job Approve	51% (428)	44% (365)	5% (41)	835
Trump Job Disapprove	59% (724)	34% (419)	6% (76)	1218

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

Music

Demographic	Music: An avid fan	Music: A casual fan	Music: Not a fan	Total N
Adults	55% (1211)	38% (833)	7% (142)	2186
Trump Job Strongly Approve	53% (254)	43% (206)	4% (21)	482
Trump Job Somewhat Approve	49% (174)	45% (158)	6% (20)	352
Trump Job Somewhat Disapprove	60% (182)	34% (104)	6% (18)	303
Trump Job Strongly Disapprove	59% (542)	34% (315)	6% (58)	915
Favorable of Trump	51% (424)	44% (365)	5% (42)	831
Unfavorable of Trump	59% (705)	35% (410)	6% (72)	1188
Very Favorable of Trump	52% (261)	43% (218)	5% (25)	505
Somewhat Favorable of Trump	50% (163)	45% (146)	5% (17)	326
Somewhat Unfavorable of Trump	57% (135)	34% (79)	9% (22)	236
Very Unfavorable of Trump	60% (570)	35% (331)	5% (50)	952
#1 Issue: Economy	61% (314)	35% (181)	4% (19)	513
#1 Issue: Security	49% (219)	46% (202)	5% (22)	444
#1 Issue: Health Care	58% (206)	36% (128)	6% (21)	355
#1 Issue: Medicare / Social Security	42% (140)	46% (153)	12% (39)	332
#1 Issue: Women's Issues	63% (112)	25% (45)	11% (20)	177
#1 Issue: Education	67% (90)	28% (38)	4% (6)	134
#1 Issue: Energy	56% (63)	42% (47)	2% (2)	112
#1 Issue: Other	55% (66)	33% (39)	12% (14)	120
2018 House Vote: Democrat	59% (479)	36% (291)	4% (36)	807
2018 House Vote: Republican	47% (289)	48% (298)	5% (31)	617
2018 House Vote: Someone else	56% (56)	38% (39)	6% (6)	101
2016 Vote: Hillary Clinton	59% (411)	36% (255)	5% (35)	702
2016 Vote: Donald Trump	47% (311)	48% (316)	5% (34)	661
2016 Vote: Other	52% (79)	38% (57)	10% (15)	150
2016 Vote: Didn't Vote	61% (407)	30% (204)	9% (59)	670
Voted in 2014: Yes	53% (687)	43% (552)	5% (58)	1298
Voted in 2014: No	59% (523)	32% (281)	9% (84)	888
2012 Vote: Barack Obama	58% (489)	38% (324)	4% (35)	848
2012 Vote: Mitt Romney	42% (203)	53% (254)	5% (23)	479
2012 Vote: Other	52% (48)	41% (38)	8% (7)	94
2012 Vote: Didn't Vote	61% (469)	28% (217)	10% (77)	763

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

*Music*

Demographic	Music: An avid fan	Music: A casual fan	Music: Not a fan	Total N
Adults	55% (1211)	38% (833)	7% (142)	2186
4-Region: Northeast	56% (216)	37% (144)	7% (27)	387
4-Region: Midwest	53% (246)	39% (179)	8% (36)	461
4-Region: South	58% (476)	37% (299)	5% (44)	819
4-Region: West	52% (272)	41% (211)	7% (36)	519
Watch TV: Every day	61% (634)	36% (379)	3% (31)	1043
Watch TV: Several times per week	55% (295)	42% (223)	3% (18)	536
Watch TV: About once per week	54% (66)	41% (50)	5% (6)	122
Watch TV: Several times per month	51% (67)	43% (56)	7% (9)	133
Watch TV: About once per month	57% (37)	33% (22)	10% (6)	65
Watch TV: Less often than once per month	45% (47)	39% (40)	16% (16)	103
Watch TV: Never	35% (64)	34% (63)	30% (56)	184
Watch Movies: Every day	72% (313)	25% (108)	3% (14)	434
Watch Movies: Several times per week	60% (331)	39% (213)	2% (9)	552
Watch Movies: About once per week	60% (200)	36% (122)	4% (14)	336
Watch Movies: Several times per month	47% (130)	47% (132)	6% (17)	279
Watch Movies: About once per month	48% (94)	45% (88)	7% (13)	195
Watch Movies: Less often than once per month	39% (70)	52% (94)	10% (18)	182
Watch Movies: Never	35% (73)	37% (76)	28% (58)	208
Watch Sporting Events: Every day	69% (115)	28% (47)	4% (6)	168
Watch Sporting Events: Several times per week	54% (179)	43% (141)	3% (9)	330
Watch Sporting Events: About once per week	59% (124)	39% (81)	2% (4)	210
Watch Sporting Events: Several times per month	56% (107)	41% (77)	3% (6)	190
Watch Sporting Events: About once per month	63% (107)	33% (57)	4% (6)	170
Watch Sporting Events: Less often than once per month	56% (199)	39% (139)	5% (19)	356
Watch Sporting Events: Never	50% (379)	38% (291)	12% (92)	762
Cable TV: Currently subscribe	55% (580)	40% (423)	5% (53)	1056
Cable TV: Subscribed in past	58% (431)	38% (277)	4% (31)	738
Cable TV: Never subscribed	51% (200)	34% (133)	15% (59)	392
Satellite TV: Currently subscribe	55% (252)	41% (187)	4% (21)	459
Satellite TV: Subscribed in past	61% (369)	35% (209)	4% (24)	603
Satellite TV: Never subscribed	52% (589)	39% (437)	9% (98)	1124

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

*Music*

Demographic	Music: An avid fan	Music: A casual fan	Music: Not a fan	Total N
Adults	55% (1211)	38% (833)	7% (142)	2186
Streaming Services: Currently subscribe	61% (833)	36% (485)	3% (41)	1358
Streaming Services: Subscribed in past	57% (116)	40% (83)	3% (6)	205
Streaming Services: Never subscribed	42% (262)	43% (266)	15% (96)	623
Film: An avid fan	73% (624)	25% (216)	2% (14)	854
Film: A casual fan	45% (467)	51% (520)	4% (42)	1029
Film: Not a fan	38% (111)	32% (95)	30% (86)	292
Television: An avid fan	70% (786)	27% (302)	3% (36)	1124
Television: A casual fan	41% (370)	54% (488)	4% (39)	897
Television: Not a fan	31% (47)	26% (40)	43% (66)	153
Music: An avid fan	100% (1211)	— (0)	— (0)	1211
Music: A casual fan	— (0)	100% (833)	— (0)	833
Music: Not a fan	— (0)	— (0)	100% (142)	142
Fashion: An avid fan	88% (316)	11% (39)	1% (2)	358
Fashion: A casual fan	62% (508)	37% (301)	2% (13)	822
Fashion: Not a fan	38% (380)	49% (489)	13% (126)	995

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

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

*Fashion*

Demographic	Fashion: An avid fan		Fashion: A casual fan		Fashion: Not a fan		Total N
Adults	16%	(359)	38%	(823)	46%	(998)	2181
Gender: Male	12%	(121)	28%	(294)	60%	(634)	1049
Gender: Female	21%	(238)	47%	(529)	32%	(364)	1131
Age: 18-29	31%	(139)	36%	(165)	33%	(152)	456
Age: 30-44	17%	(94)	41%	(221)	42%	(228)	543
Age: 45-54	12%	(51)	44%	(182)	43%	(179)	411
Age: 55-64	14%	(47)	34%	(112)	52%	(175)	334
Age: 65+	6%	(28)	33%	(144)	61%	(263)	435
Generation Z: 18-22	40%	(79)	32%	(64)	28%	(57)	201
Millennial: Age 23-38	21%	(129)	41%	(251)	38%	(237)	617
Generation X: Age 39-54	13%	(76)	42%	(252)	45%	(265)	593
Boomers: Age 55-73	10%	(69)	34%	(233)	56%	(385)	687
PID: Dem (no lean)	23%	(178)	38%	(300)	39%	(308)	786
PID: Ind (no lean)	13%	(101)	37%	(290)	50%	(384)	776
PID: Rep (no lean)	13%	(80)	38%	(234)	49%	(306)	619
PID/Gender: Dem Men	19%	(67)	31%	(113)	50%	(178)	358
PID/Gender: Dem Women	26%	(111)	44%	(187)	30%	(130)	427
PID/Gender: Ind Men	6%	(21)	26%	(97)	68%	(255)	372
PID/Gender: Ind Women	20%	(80)	48%	(193)	32%	(130)	403
PID/Gender: Rep Men	10%	(32)	27%	(85)	63%	(201)	318
PID/Gender: Rep Women	16%	(47)	50%	(149)	35%	(105)	301
Ideo: Liberal (1-3)	21%	(137)	40%	(269)	39%	(262)	668
Ideo: Moderate (4)	18%	(93)	37%	(186)	45%	(229)	508
Ideo: Conservative (5-7)	12%	(81)	36%	(243)	52%	(355)	680
Educ: < College	18%	(266)	37%	(549)	46%	(684)	1498
Educ: Bachelors degree	14%	(62)	40%	(177)	46%	(202)	442
Educ: Post-grad	13%	(31)	41%	(98)	46%	(112)	241

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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	16%	(359)	38%	(823)	46%	(998)	2181
Income: Under 50k	17%	(225)	37%	(479)	46%	(606)	1311
Income: 50k-100k	15%	(102)	40%	(267)	44%	(293)	662
Income: 100k+	15%	(32)	37%	(77)	48%	(99)	208
Ethnicity: White	12%	(199)	38%	(652)	50%	(859)	1710
Ethnicity: Hispanic	23%	(81)	39%	(137)	37%	(131)	348
Ethnicity: Afr. Am.	41%	(110)	37%	(100)	22%	(59)	269
Ethnicity: Other	25%	(50)	36%	(72)	40%	(80)	201
All Christian	13%	(113)	39%	(352)	48%	(432)	897
All Non-Christian	30%	(26)	40%	(34)	30%	(25)	84
Atheist	24%	(25)	17%	(18)	59%	(61)	104
Agnostic/Nothing in particular	18%	(196)	38%	(420)	44%	(479)	1095
Religious Non-Protestant/Catholic	24%	(28)	39%	(46)	37%	(44)	118
Evangelical	18%	(102)	40%	(233)	42%	(246)	581
Non-Evangelical	14%	(104)	41%	(304)	45%	(338)	745
Community: Urban	20%	(111)	39%	(217)	41%	(229)	557
Community: Suburban	15%	(146)	38%	(364)	47%	(457)	966
Community: Rural	16%	(102)	37%	(243)	48%	(312)	657
Employ: Private Sector	18%	(115)	40%	(258)	42%	(271)	643
Employ: Government	20%	(28)	36%	(51)	45%	(64)	143
Employ: Self-Employed	20%	(41)	42%	(87)	38%	(78)	206
Employ: Homemaker	17%	(27)	48%	(74)	35%	(53)	154
Employ: Student	32%	(33)	32%	(33)	36%	(38)	104
Employ: Retired	8%	(37)	35%	(166)	57%	(272)	476
Employ: Unemployed	18%	(42)	33%	(77)	50%	(118)	237
Employ: Other	16%	(36)	36%	(77)	48%	(104)	217
Military HH: Yes	11%	(39)	33%	(120)	56%	(203)	362
Military HH: No	18%	(320)	39%	(704)	44%	(795)	1819
RD/WT: Right Direction	14%	(116)	38%	(314)	48%	(404)	834
RD/WT: Wrong Track	18%	(243)	38%	(510)	44%	(594)	1346
Trump Job Approve	13%	(107)	38%	(315)	49%	(409)	831
Trump Job Disapprove	20%	(240)	38%	(459)	42%	(517)	1216

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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	16%	(359)	38%	(823)	46%	(998)	2181
Trump Job Strongly Approve	15%	(70)	35%	(168)	50%	(242)	481
Trump Job Somewhat Approve	11%	(37)	42%	(147)	48%	(167)	351
Trump Job Somewhat Disapprove	20%	(62)	37%	(112)	42%	(128)	303
Trump Job Strongly Disapprove	19%	(178)	38%	(347)	43%	(388)	913
Favorable of Trump	13%	(104)	37%	(303)	51%	(422)	829
Unfavorable of Trump	19%	(221)	39%	(458)	43%	(503)	1183
Very Favorable of Trump	13%	(67)	36%	(180)	51%	(258)	506
Somewhat Favorable of Trump	11%	(37)	38%	(123)	51%	(164)	324
Somewhat Unfavorable of Trump	20%	(46)	31%	(72)	50%	(116)	235
Very Unfavorable of Trump	18%	(175)	41%	(386)	41%	(387)	948
#1 Issue: Economy	19%	(97)	36%	(184)	45%	(234)	514
#1 Issue: Security	16%	(69)	36%	(158)	49%	(215)	442
#1 Issue: Health Care	16%	(57)	37%	(132)	47%	(165)	354
#1 Issue: Medicare / Social Security	10%	(32)	37%	(122)	53%	(175)	330
#1 Issue: Women's Issues	28%	(49)	39%	(70)	33%	(58)	177
#1 Issue: Education	14%	(19)	52%	(68)	34%	(45)	132
#1 Issue: Energy	17%	(19)	38%	(42)	46%	(51)	112
#1 Issue: Other	15%	(18)	39%	(47)	46%	(54)	120
2018 House Vote: Democrat	21%	(166)	37%	(300)	42%	(341)	807
2018 House Vote: Republican	12%	(76)	37%	(227)	51%	(314)	618
2018 House Vote: Someone else	7%	(7)	41%	(41)	52%	(52)	100
2016 Vote: Hillary Clinton	21%	(148)	38%	(270)	41%	(285)	702
2016 Vote: Donald Trump	11%	(72)	37%	(245)	52%	(343)	660
2016 Vote: Other	6%	(10)	37%	(55)	57%	(85)	150
2016 Vote: Didn't Vote	19%	(129)	38%	(253)	43%	(284)	666
Voted in 2014: Yes	15%	(194)	39%	(502)	46%	(600)	1297
Voted in 2014: No	19%	(165)	36%	(321)	45%	(398)	884
2012 Vote: Barack Obama	19%	(158)	38%	(325)	43%	(366)	848
2012 Vote: Mitt Romney	10%	(47)	34%	(163)	56%	(269)	479
2012 Vote: Other	6%	(6)	47%	(43)	47%	(44)	93
2012 Vote: Didn't Vote	20%	(148)	38%	(292)	42%	(319)	758

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	16%	(359)	38%	(823)	46%	(998)	2181
4-Region: Northeast	17%	(67)	36%	(139)	47%	(180)	387
4-Region: Midwest	16%	(74)	34%	(157)	50%	(229)	460
4-Region: South	16%	(127)	42%	(342)	43%	(349)	819
4-Region: West	18%	(91)	36%	(186)	46%	(239)	516
Watch TV: Every day	19%	(193)	41%	(426)	40%	(421)	1040
Watch TV: Several times per week	16%	(84)	37%	(197)	47%	(252)	533
Watch TV: About once per week	15%	(18)	31%	(38)	53%	(65)	122
Watch TV: Several times per month	20%	(27)	37%	(49)	43%	(57)	133
Watch TV: About once per month	20%	(14)	40%	(27)	40%	(28)	69
Watch TV: Less often than once per month	13%	(13)	40%	(41)	47%	(48)	102
Watch TV: Never	5%	(10)	25%	(46)	70%	(127)	183
Watch Movies: Every day	31%	(133)	36%	(156)	33%	(145)	434
Watch Movies: Several times per week	18%	(99)	43%	(235)	39%	(216)	550
Watch Movies: About once per week	13%	(45)	41%	(135)	46%	(154)	334
Watch Movies: Several times per month	10%	(27)	38%	(107)	52%	(145)	280
Watch Movies: About once per month	13%	(25)	31%	(61)	56%	(109)	196
Watch Movies: Less often than once per month	8%	(15)	43%	(77)	49%	(88)	180
Watch Movies: Never	7%	(14)	25%	(52)	68%	(141)	207
Watch Sporting Events: Every day	25%	(43)	31%	(52)	44%	(74)	169
Watch Sporting Events: Several times per week	14%	(46)	38%	(124)	48%	(158)	328
Watch Sporting Events: About once per week	17%	(35)	35%	(73)	48%	(102)	210
Watch Sporting Events: Several times per month	17%	(32)	41%	(77)	42%	(80)	189
Watch Sporting Events: About once per month	25%	(43)	39%	(66)	36%	(60)	169
Watch Sporting Events: Less often than once per month	16%	(58)	43%	(154)	41%	(146)	358
Watch Sporting Events: Never	14%	(103)	37%	(277)	50%	(378)	758
Cable TV: Currently subscribe	19%	(198)	37%	(389)	44%	(467)	1053
Cable TV: Subscribed in past	15%	(109)	42%	(306)	44%	(322)	737
Cable TV: Never subscribed	13%	(52)	33%	(129)	54%	(209)	390
Satellite TV: Currently subscribe	18%	(81)	41%	(187)	42%	(190)	459
Satellite TV: Subscribed in past	19%	(116)	40%	(238)	41%	(246)	599
Satellite TV: Never subscribed	14%	(163)	36%	(399)	50%	(562)	1123

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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	16%	(359)	38%	(823)	46%	(998)	2181
Streaming Services: Currently subscribe	19%	(262)	41%	(549)	40%	(543)	1354
Streaming Services: Subscribed in past	16%	(33)	39%	(81)	45%	(92)	206
Streaming Services: Never subscribed	10%	(64)	31%	(194)	58%	(362)	620
Film: An avid fan	25%	(214)	41%	(346)	34%	(290)	850
Film: A casual fan	11%	(108)	40%	(409)	50%	(511)	1028
Film: Not a fan	12%	(36)	22%	(63)	66%	(193)	292
Television: An avid fan	23%	(253)	40%	(453)	37%	(414)	1120
Television: A casual fan	11%	(96)	38%	(340)	51%	(460)	897
Television: Not a fan	5%	(8)	18%	(28)	76%	(117)	153
Music: An avid fan	26%	(316)	42%	(508)	32%	(380)	1204
Music: A casual fan	5%	(39)	36%	(301)	59%	(489)	830
Music: Not a fan	2%	(2)	9%	(13)	89%	(126)	141
Fashion: An avid fan	100%	(359)	—	(0)	—	(0)	359
Fashion: A casual fan	—	(0)	100%	(823)	—	(0)	823
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](http://MorningConsultIntelligence.com).

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2200	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1138	52%
	N	2200	
age5	Age: 18-29	462	21%
	Age: 30-44	551	25%
	Age: 45-54	414	19%
	Age: 55-64	337	15%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	Generation Z: 18-22	205	9%
	Millennial: Age 23-38	624	28%
	Generation X: Age 39-54	598	27%
	Boomers: Age 55-73	691	31%
	N	2118	
xpid3	PID: Dem (no lean)	790	36%
	PID: Ind (no lean)	786	36%
	PID: Rep (no lean)	624	28%
	N	2200	
xpidGender	PID/Gender: Dem Men	361	16%
	PID/Gender: Dem Women	428	19%
	PID/Gender: Ind Men	380	17%
	PID/Gender: Ind Women	406	18%
	PID/Gender: Rep Men	320	15%
	PID/Gender: Rep Women	304	14%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	674	31%
	Ideo: Moderate (4)	510	23%
	Ideo: Conservative (5-7)	684	31%
	N	1869	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1323	60%
	Income: 50k-100k	669	30%
	Income: 100k+	209	9%
	N	2200	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Afr. Am.	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	905	41%
	All Non-Christian	86	4%
	Atheist	104	5%
	Agnostic/Nothing in particular	1105	50%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	119	5%
xdemEvang	Evangelical	587	27%
	Non-Evangelical	750	34%
	N	1337	
xdemUsr	Community: Urban	562	26%
	Community: Suburban	978	44%
	Community: Rural	659	30%
	N	2200	
xdemEmploy	Employ: Private Sector	648	29%
	Employ: Government	145	7%
	Employ: Self-Employed	207	9%
	Employ: Homemaker	156	7%
	Employ: Student	108	5%
	Employ: Retired	476	22%
	Employ: Unemployed	240	11%
	Employ: Other	219	10%
	N	2200	
xdemMilHH1	Military HH: Yes	365	17%
	Military HH: No	1835	83%
	N	2200	
xnrl	RD/WT: Right Direction	840	38%
	RD/WT: Wrong Track	1360	62%
	N	2200	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
Trump_Approve	Trump Job Approve	841	38%
	Trump Job Disapprove	1226	56%
	N	2067	
Trump_Approve2	Trump Job Strongly Approve	485	22%
	Trump Job Somewhat Approve	355	16%
	Trump Job Somewhat Disapprove	306	14%
	Trump Job Strongly Disapprove	921	42%
	N	2067	
Trump_Fav	Favorable of Trump	837	38%
	Unfavorable of Trump	1193	54%
	N	2030	
Trump_Fav_FULL	Very Favorable of Trump	509	23%
	Somewhat Favorable of Trump	328	15%
	Somewhat Unfavorable of Trump	238	11%
	Very Unfavorable of Trump	955	43%
	N	2030	
xnr3	#1 Issue: Economy	519	24%
	#1 Issue: Security	444	20%
	#1 Issue: Health Care	359	16%
	#1 Issue: Medicare / Social Security	332	15%
	#1 Issue: Women's Issues	177	8%
	#1 Issue: Education	135	6%
	#1 Issue: Energy	114	5%
	#1 Issue: Other	120	5%
	N	2200	
xsubVote18O	2018 House Vote: Democrat	811	37%
	2018 House Vote: Republican	622	28%
	2018 House Vote: Someone else	101	5%
	N	1534	
xsubVote16O	2016 Vote: Hillary Clinton	707	32%
	2016 Vote: Donald Trump	664	30%
	2016 Vote: Other	151	7%
	2016 Vote: Didn't Vote	676	31%
	N	2198	
xsubVote14O	Voted in 2014: Yes	1304	59%
	Voted in 2014: No	896	41%
	N	2200	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xsubVote12O	2012 Vote: Barack Obama	853	39%
	2012 Vote: Mitt Romney	481	22%
	2012 Vote: Other	94	4%
	2012 Vote: Didn't Vote	770	35%
	N	2199	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	
HRdem1_1	Watch TV: Every day	1049	48%
	Watch TV: Several times per week	537	24%
	Watch TV: About once per week	123	6%
	Watch TV: Several times per month	133	6%
	Watch TV: About once per month	70	3%
	Watch TV: Less often than once per month	103	5%
	Watch TV: Never	184	8%
N	2200		
HRdem1_2	Watch Movies: Every day	436	20%
	Watch Movies: Several times per week	555	25%
	Watch Movies: About once per week	338	15%
	Watch Movies: Several times per month	283	13%
	Watch Movies: About once per month	197	9%
	Watch Movies: Less often than once per month	183	8%
	Watch Movies: Never	208	9%
N	2200		
HRdem1_3	Watch Sporting Events: Every day	169	8%
	Watch Sporting Events: Several times per week	334	15%
	Watch Sporting Events: About once per week	213	10%
	Watch Sporting Events: Several times per month	190	9%
	Watch Sporting Events: About once per month	170	8%
	Watch Sporting Events: Less often than once per month	360	16%
	Watch Sporting Events: Never	764	35%
N	2200		
HRdem2_1	Cable TV: Currently subscribe	1062	48%
	Cable TV: Subscribed in past	742	34%
	Cable TV: Never subscribed	396	18%
	N	2200	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
HRdem2_2	Satellite TV: Currently subscribe	462	21%
	Satellite TV: Subscribed in past	607	28%
	Satellite TV: Never subscribed	1130	51%
	<i>N</i>	2200	
HRdem2_3	Streaming Services: Currently subscribe	1365	62%
	Streaming Services: Subscribed in past	208	9%
	Streaming Services: Never subscribed	626	28%
	<i>N</i>	2200	
HRdem3_1	Film: An avid fan	856	39%
	Film: A casual fan	1030	47%
	Film: Not a fan	294	13%
	<i>N</i>	2179	
HRdem3_2	Television: An avid fan	1128	51%
	Television: A casual fan	902	41%
	Television: Not a fan	154	7%
	<i>N</i>	2183	
HRdem3_3	Music: An avid fan	1211	55%
	Music: A casual fan	833	38%
	Music: Not a fan	142	6%
	<i>N</i>	2186	
HRdem3_4	Fashion: An avid fan	359	16%
	Fashion: A casual fan	823	37%
	Fashion: Not a fan	998	45%
	<i>N</i>	2181	

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



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