



National Tracking Poll #190825
August 08-09, 2019

Crosstabulation Results

Methodology:

This poll was conducted from August 08-09, 2019, among a national sample of 2200 Adults EMMYS. *The interviews were conducted*

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Crosstabulation Results by Respondent Demographics

Table HR9_1: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I like the host(s)*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	15% (328)	29% (631)	33% (736)	3% (64)	7% (146)	13% (294)	2200
Gender: Male	13% (134)	28% (301)	35% (371)	3% (31)	8% (82)	13% (142)	1062
Gender: Female	17% (194)	29% (330)	32% (365)	3% (33)	6% (64)	13% (152)	1138
Age: 18-29	22% (102)	31% (146)	19% (90)	5% (22)	7% (35)	16% (74)	468
Age: 30-44	18% (100)	33% (182)	27% (147)	3% (14)	5% (27)	14% (75)	545
Age: 45-54	15% (52)	29% (101)	36% (125)	3% (11)	5% (18)	12% (41)	347
Age: 55-64	11% (42)	24% (96)	43% (173)	2% (8)	8% (31)	13% (54)	404
Age: 65+	7% (31)	25% (107)	46% (201)	2% (9)	8% (37)	12% (52)	436
Generation Z: 18-22	25% (63)	31% (80)	18% (45)	6% (14)	8% (20)	13% (33)	255
Millennial: Age 23-38	19% (110)	32% (183)	24% (138)	3% (19)	6% (36)	16% (92)	578
Generation X: Age 39-54	16% (82)	31% (165)	34% (180)	2% (13)	4% (22)	12% (64)	527
Boomers: Age 55-73	9% (68)	24% (180)	45% (332)	2% (17)	8% (59)	12% (88)	745
PID: Dem (no lean)	20% (165)	31% (257)	30% (249)	2% (19)	5% (45)	10% (82)	816
PID: Ind (no lean)	10% (69)	28% (198)	34% (239)	3% (20)	6% (44)	18% (124)	694
PID: Rep (no lean)	14% (94)	26% (176)	36% (249)	4% (25)	8% (58)	13% (89)	690
PID/Gender: Dem Men	19% (65)	28% (93)	34% (116)	2% (8)	6% (20)	11% (36)	337
PID/Gender: Dem Women	21% (100)	34% (164)	28% (133)	2% (11)	5% (25)	10% (46)	479
PID/Gender: Ind Men	6% (21)	33% (124)	36% (135)	2% (7)	7% (27)	16% (61)	375
PID/Gender: Ind Women	15% (48)	23% (74)	33% (104)	4% (13)	5% (17)	20% (63)	318
PID/Gender: Rep Men	14% (48)	24% (84)	35% (121)	4% (16)	10% (35)	13% (45)	349
PID/Gender: Rep Women	13% (46)	27% (92)	38% (128)	3% (9)	7% (22)	13% (44)	341
Ideo: Liberal (1-3)	22% (128)	36% (208)	28% (161)	3% (16)	4% (20)	7% (41)	574
Ideo: Moderate (4)	12% (56)	30% (140)	38% (177)	2% (11)	8% (38)	10% (47)	470
Ideo: Conservative (5-7)	13% (107)	27% (226)	38% (316)	3% (21)	8% (67)	11% (91)	829
Educ: < College	14% (211)	25% (376)	34% (515)	3% (52)	8% (120)	16% (237)	1512
Educ: Bachelors degree	16% (69)	37% (166)	31% (136)	2% (11)	4% (20)	10% (42)	444
Educ: Post-grad	20% (48)	36% (89)	35% (85)	1% (1)	3% (7)	6% (15)	244

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Table HR9_1: In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I like the host(s)

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	15% (328)	29% (631)	33% (736)	3% (64)	7% (146)	13% (294)	2200
Income: Under 50k	14% (169)	23% (276)	31% (369)	3% (34)	9% (109)	19% (225)	1183
Income: 50k-100k	16% (114)	33% (231)	36% (252)	3% (21)	3% (23)	8% (55)	696
Income: 100k+	14% (45)	38% (123)	36% (116)	3% (9)	4% (14)	4% (14)	321
Ethnicity: White	13% (232)	30% (515)	35% (597)	3% (45)	6% (104)	13% (229)	1722
Ethnicity: Hispanic	16% (56)	22% (77)	29% (103)	6% (21)	10% (35)	17% (58)	349
Ethnicity: Afr. Am.	21% (58)	23% (62)	28% (76)	3% (9)	11% (30)	14% (39)	274
Ethnicity: Other	18% (37)	26% (54)	31% (63)	5% (10)	6% (12)	13% (27)	204
All Christian	13% (133)	30% (308)	35% (357)	4% (36)	6% (59)	12% (126)	1019
All Non-Christian	26% (23)	38% (33)	21% (18)	1% (1)	3% (3)	12% (11)	89
Atheist	23% (21)	32% (30)	24% (22)	1% (0)	6% (5)	15% (14)	92
Agnostic/Nothing in particular	15% (151)	26% (260)	34% (339)	3% (27)	8% (79)	14% (143)	1000
Religious Non-Protestant/Catholic	20% (24)	34% (41)	32% (39)	1% (1)	4% (5)	10% (13)	123
Evangelical	15% (98)	28% (178)	31% (201)	4% (28)	8% (52)	14% (88)	645
Non-Evangelical	14% (109)	30% (233)	37% (287)	3% (26)	4% (32)	11% (86)	773
Community: Urban	20% (107)	27% (144)	29% (154)	2% (11)	10% (51)	13% (71)	538
Community: Suburban	14% (141)	30% (310)	35% (364)	3% (32)	6% (57)	12% (121)	1025
Community: Rural	13% (80)	28% (177)	34% (218)	3% (21)	6% (38)	16% (102)	637
Employ: Private Sector	16% (107)	34% (230)	30% (200)	3% (19)	8% (52)	9% (61)	669
Employ: Government	16% (27)	33% (57)	34% (58)	4% (7)	5% (8)	8% (14)	171
Employ: Self-Employed	19% (36)	28% (52)	37% (70)	7% (13)	2% (4)	8% (14)	189
Employ: Homemaker	16% (23)	29% (41)	34% (49)	2% (3)	6% (9)	14% (20)	145
Employ: Student	27% (40)	30% (44)	20% (29)	4% (5)	9% (14)	11% (16)	148
Employ: Retired	7% (33)	23% (107)	44% (209)	1% (6)	9% (42)	16% (73)	469
Employ: Unemployed	9% (17)	27% (51)	35% (68)	3% (6)	3% (6)	23% (44)	192
Employ: Other	21% (45)	22% (48)	25% (54)	3% (7)	5% (11)	24% (52)	217
Military HH: Yes	9% (34)	24% (86)	42% (151)	2% (7)	10% (35)	12% (42)	355
Military HH: No	16% (295)	30% (545)	32% (586)	3% (57)	6% (111)	14% (252)	1845
RD/WT: Right Direction	14% (110)	28% (230)	33% (267)	3% (24)	8% (64)	14% (118)	814
RD/WT: Wrong Track	16% (218)	29% (400)	34% (469)	3% (40)	6% (82)	13% (177)	1386

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Table HR9_1: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I like the host(s)*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	15% (328)	29% (631)	33% (736)	3% (64)	7% (146)	13% (294)	2200
Trump Job Approve	12% (110)	29% (259)	35% (317)	3% (26)	8% (67)	13% (118)	898
Trump Job Disapprove	17% (204)	30% (356)	33% (392)	3% (35)	6% (71)	11% (124)	1182
Trump Job Strongly Approve	11% (54)	23% (110)	35% (168)	4% (17)	11% (54)	15% (72)	475
Trump Job Somewhat Approve	13% (56)	35% (149)	35% (149)	2% (9)	3% (14)	11% (46)	423
Trump Job Somewhat Disapprove	10% (31)	32% (97)	37% (111)	3% (9)	7% (22)	11% (33)	303
Trump Job Strongly Disapprove	20% (173)	29% (259)	32% (281)	3% (25)	6% (49)	10% (91)	879
Favorable of Trump	12% (109)	29% (258)	35% (320)	3% (28)	8% (73)	13% (118)	906
Unfavorable of Trump	17% (201)	31% (363)	34% (395)	3% (35)	6% (68)	9% (107)	1169
Very Favorable of Trump	11% (59)	24% (122)	35% (184)	3% (16)	12% (61)	15% (78)	520
Somewhat Favorable of Trump	13% (50)	35% (136)	35% (136)	3% (12)	3% (12)	10% (40)	386
Somewhat Unfavorable of Trump	8% (18)	34% (78)	40% (93)	4% (8)	6% (13)	9% (20)	231
Very Unfavorable of Trump	19% (183)	30% (285)	32% (302)	3% (27)	6% (54)	9% (87)	938
#1 Issue: Economy	17% (99)	31% (178)	32% (188)	2% (12)	7% (39)	11% (65)	581
#1 Issue: Security	11% (53)	25% (117)	38% (178)	4% (21)	11% (51)	11% (52)	472
#1 Issue: Health Care	16% (49)	33% (103)	32% (100)	3% (8)	3% (9)	14% (44)	314
#1 Issue: Medicare / Social Security	9% (29)	23% (70)	41% (123)	1% (4)	6% (18)	20% (59)	303
#1 Issue: Women's Issues	23% (34)	35% (51)	17% (24)	2% (3)	9% (13)	14% (20)	146
#1 Issue: Education	20% (31)	22% (34)	29% (45)	6% (10)	5% (7)	17% (26)	153
#1 Issue: Energy	15% (17)	44% (50)	31% (36)	3% (4)	2% (2)	5% (6)	115
#1 Issue: Other	13% (16)	23% (27)	36% (42)	2% (2)	6% (7)	19% (22)	116
2018 House Vote: Democrat	18% (135)	34% (249)	32% (233)	1% (8)	6% (45)	9% (66)	737
2018 House Vote: Republican	11% (76)	28% (195)	39% (267)	3% (21)	8% (53)	11% (79)	690
2018 House Vote: Someone else	7% (7)	25% (23)	42% (39)	2% (2)	8% (7)	16% (14)	92
2016 Vote: Hillary Clinton	18% (117)	34% (223)	31% (204)	2% (15)	6% (42)	8% (52)	652
2016 Vote: Donald Trump	11% (82)	25% (183)	37% (269)	3% (25)	9% (66)	13% (97)	720
2016 Vote: Other	8% (16)	28% (55)	45% (88)	3% (6)	4% (9)	12% (24)	197
2016 Vote: Didn't Vote	18% (113)	27% (170)	28% (176)	3% (19)	5% (30)	19% (122)	630
Voted in 2014: Yes	15% (195)	29% (395)	37% (497)	2% (31)	7% (95)	10% (133)	1345
Voted in 2014: No	16% (133)	28% (236)	28% (240)	4% (34)	6% (51)	19% (162)	855

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Table HR9_1: In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I like the host(s)

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	15% (328)	29% (631)	33% (736)	3% (64)	7% (146)	13% (294)	2200
2012 Vote: Barack Obama	16% (125)	31% (248)	33% (264)	1% (12)	8% (60)	11% (89)	798
2012 Vote: Mitt Romney	12% (65)	27% (148)	41% (223)	3% (15)	7% (41)	10% (57)	549
2012 Vote: Other	2% (2)	28% (27)	39% (38)	5% (5)	10% (10)	16% (16)	98
2012 Vote: Didn't Vote	18% (135)	27% (206)	28% (212)	4% (33)	5% (35)	17% (131)	753
4-Region: Northeast	14% (56)	34% (135)	28% (110)	3% (11)	7% (27)	14% (55)	394
4-Region: Midwest	14% (63)	27% (125)	37% (171)	2% (10)	5% (24)	15% (71)	462
4-Region: South	16% (130)	28% (233)	32% (262)	3% (25)	8% (64)	13% (111)	824
4-Region: West	15% (79)	27% (139)	37% (193)	4% (19)	6% (32)	11% (58)	520
Watch TV: Every day	18% (193)	29% (305)	33% (355)	3% (29)	6% (59)	11% (119)	1060
Watch TV: Several times per week	16% (82)	34% (179)	32% (165)	3% (18)	6% (30)	9% (45)	517
Watch TV: About once per week	11% (18)	31% (51)	33% (54)	2% (4)	7% (11)	17% (27)	165
Watch TV: Several times per month	10% (14)	32% (41)	34% (43)	3% (4)	4% (5)	17% (22)	130
Watch TV: About once per month	6% (3)	12% (7)	44% (24)	3% (2)	22% (12)	14% (8)	55
Watch TV: Less often than once per month	9% (10)	18% (19)	41% (42)	3% (3)	14% (15)	14% (14)	103
Watch TV: Never	5% (9)	17% (29)	31% (52)	4% (6)	8% (14)	35% (58)	169
Watch Movies: Every day	28% (102)	22% (78)	26% (94)	3% (12)	8% (28)	12% (44)	358
Watch Movies: Several times per week	18% (102)	34% (194)	31% (176)	2% (11)	5% (31)	9% (52)	566
Watch Movies: About once per week	13% (50)	31% (121)	35% (136)	3% (11)	6% (25)	13% (49)	392
Watch Movies: Several times per month	8% (25)	35% (105)	36% (108)	4% (13)	3% (10)	12% (36)	298
Watch Movies: About once per month	11% (24)	29% (63)	38% (81)	3% (6)	7% (15)	12% (27)	216
Watch Movies: Less often than once per month	7% (15)	23% (46)	43% (87)	2% (4)	9% (19)	15% (30)	201
Watch Movies: Never	6% (10)	14% (23)	32% (55)	3% (6)	11% (19)	33% (56)	169
Watch Sporting Events: Every day	26% (42)	27% (42)	32% (51)	3% (5)	6% (9)	6% (9)	158
Watch Sporting Events: Several times per week	17% (55)	31% (102)	37% (119)	3% (9)	7% (21)	6% (18)	324
Watch Sporting Events: About once per week	16% (44)	32% (85)	34% (90)	3% (7)	5% (13)	11% (30)	268
Watch Sporting Events: Several times per month	19% (34)	31% (56)	32% (58)	3% (5)	5% (9)	11% (21)	183
Watch Sporting Events: About once per month	12% (20)	34% (54)	27% (42)	3% (5)	4% (7)	19% (30)	158
Watch Sporting Events: Less often than once per month	13% (49)	33% (126)	32% (121)	2% (7)	7% (29)	13% (50)	382
Watch Sporting Events: Never	12% (84)	23% (166)	35% (254)	4% (27)	8% (59)	19% (136)	728

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Table HR9_1: In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I like the host(s)

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	15% (328)	29% (631)	33% (736)	3% (64)	7% (146)	13% (294)	2200
Cable TV: Currently subscribe	17% (180)	27% (295)	36% (388)	3% (33)	6% (69)	11% (123)	1088
Cable TV: Subscribed in past	15% (100)	35% (237)	34% (233)	2% (14)	5% (34)	10% (67)	685
Cable TV: Never subscribed	11% (48)	23% (99)	27% (116)	4% (16)	10% (43)	25% (105)	427
Satellite TV: Currently subscribe	16% (79)	33% (162)	29% (143)	2% (11)	6% (31)	12% (60)	485
Satellite TV: Subscribed in past	13% (74)	32% (184)	36% (206)	3% (15)	6% (32)	11% (62)	573
Satellite TV: Never subscribed	15% (175)	25% (285)	34% (388)	3% (38)	7% (83)	15% (172)	1142
Streaming Services: Currently subscribe	19% (251)	32% (436)	31% (414)	2% (30)	6% (77)	11% (142)	1352
Streaming Services: Subscribed in past	13% (31)	27% (61)	35% (80)	3% (8)	9% (21)	13% (30)	230
Streaming Services: Never subscribed	7% (46)	22% (133)	39% (242)	4% (26)	8% (48)	20% (122)	618
Film: An avid fan	20% (160)	31% (241)	29% (231)	3% (21)	6% (47)	11% (90)	789
Film: A casual fan	12% (146)	30% (352)	36% (424)	3% (32)	6% (71)	13% (151)	1176
Film: Not a fan	10% (23)	16% (38)	35% (82)	5% (11)	12% (28)	23% (53)	235
Television: An avid fan	20% (217)	28% (296)	32% (336)	2% (26)	7% (72)	11% (111)	1057
Television: A casual fan	10% (100)	31% (318)	36% (361)	3% (31)	6% (60)	14% (146)	1017
Television: Not a fan	9% (11)	13% (16)	32% (40)	6% (7)	11% (14)	29% (37)	126
Music: An avid fan	20% (232)	29% (343)	30% (356)	3% (37)	6% (68)	12% (144)	1180
Music: A casual fan	10% (89)	29% (273)	38% (356)	2% (23)	7% (67)	13% (122)	930
Music: Not a fan	8% (7)	16% (14)	27% (25)	5% (4)	12% (11)	32% (29)	90
Fashion: An avid fan	25% (84)	23% (78)	25% (83)	6% (19)	7% (22)	14% (48)	335
Fashion: A casual fan	16% (151)	34% (320)	30% (275)	2% (20)	6% (53)	12% (109)	929
Fashion: Not a fan	10% (93)	25% (232)	40% (378)	3% (24)	8% (71)	15% (138)	936

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

Table HR9_2: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I can cast votes for nominees I like*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	12% (254)	22% (489)	39% (867)	4% (78)	8% (179)	15% (333)	2200
Gender: Male	10% (107)	24% (250)	40% (425)	3% (32)	9% (91)	15% (158)	1062
Gender: Female	13% (147)	21% (239)	39% (442)	4% (47)	8% (88)	15% (175)	1138
Age: 18-29	19% (91)	30% (140)	23% (109)	3% (16)	7% (34)	17% (78)	468
Age: 30-44	15% (80)	24% (129)	37% (202)	3% (18)	5% (28)	16% (88)	545
Age: 45-54	9% (30)	24% (84)	42% (145)	4% (15)	8% (29)	13% (45)	347
Age: 55-64	8% (33)	17% (70)	46% (187)	3% (13)	9% (38)	15% (62)	404
Age: 65+	4% (20)	15% (65)	51% (223)	4% (17)	11% (50)	14% (61)	436
Generation Z: 18-22	19% (49)	33% (85)	21% (53)	4% (9)	6% (15)	17% (43)	255
Millennial: Age 23-38	16% (91)	25% (142)	33% (188)	4% (22)	7% (40)	16% (95)	578
Generation X: Age 39-54	12% (62)	24% (126)	41% (215)	3% (17)	7% (35)	14% (73)	527
Boomers: Age 55-73	7% (49)	17% (126)	49% (364)	3% (24)	10% (76)	14% (105)	745
PID: Dem (no lean)	16% (134)	26% (209)	35% (282)	4% (30)	7% (55)	13% (106)	816
PID: Ind (no lean)	8% (58)	22% (153)	41% (284)	3% (22)	7% (50)	18% (128)	694
PID: Rep (no lean)	9% (62)	18% (128)	44% (301)	4% (26)	11% (74)	14% (99)	690
PID/Gender: Dem Men	15% (50)	26% (86)	37% (125)	3% (9)	6% (22)	14% (46)	337
PID/Gender: Dem Women	17% (84)	26% (123)	33% (157)	4% (21)	7% (33)	13% (60)	479
PID/Gender: Ind Men	6% (21)	27% (100)	42% (156)	3% (11)	8% (30)	16% (58)	375
PID/Gender: Ind Women	11% (37)	17% (53)	40% (128)	3% (11)	6% (20)	22% (70)	318
PID/Gender: Rep Men	10% (35)	18% (64)	41% (144)	3% (12)	11% (40)	15% (54)	349
PID/Gender: Rep Women	8% (27)	18% (63)	46% (157)	4% (14)	10% (34)	13% (46)	341
Ideo: Liberal (1-3)	17% (95)	28% (162)	37% (215)	3% (20)	4% (21)	11% (61)	574
Ideo: Moderate (4)	9% (42)	23% (106)	43% (202)	4% (17)	10% (46)	12% (56)	470
Ideo: Conservative (5-7)	10% (80)	20% (169)	44% (367)	3% (29)	11% (89)	11% (95)	829
Educ: < College	12% (183)	21% (310)	37% (556)	4% (58)	9% (141)	17% (264)	1512
Educ: Bachelors degree	11% (47)	27% (118)	43% (190)	3% (13)	6% (25)	12% (51)	444
Educ: Post-grad	10% (24)	25% (61)	50% (121)	3% (7)	5% (13)	7% (18)	244

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Table HR9_2: In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I can cast votes for nominees I like

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	12% (254)	22% (489)	39% (867)	4% (78)	8% (179)	15% (333)	2200
Income: Under 50k	12% (139)	21% (245)	34% (403)	3% (40)	10% (119)	20% (238)	1183
Income: 50k-100k	12% (84)	24% (168)	45% (310)	4% (28)	6% (41)	9% (64)	696
Income: 100k+	10% (31)	24% (77)	48% (154)	3% (10)	6% (19)	10% (31)	321
Ethnicity: White	10% (171)	22% (376)	42% (724)	3% (56)	8% (134)	15% (260)	1722
Ethnicity: Hispanic	14% (50)	31% (107)	24% (85)	4% (14)	9% (33)	17% (61)	349
Ethnicity: Afr. Am.	22% (59)	19% (51)	27% (74)	6% (17)	11% (29)	16% (44)	274
Ethnicity: Other	12% (24)	30% (62)	34% (69)	2% (5)	7% (15)	14% (29)	204
All Christian	9% (92)	22% (220)	43% (443)	4% (40)	7% (76)	15% (149)	1019
All Non-Christian	14% (13)	24% (21)	36% (32)	5% (4)	7% (6)	14% (13)	89
Atheist	16% (15)	22% (20)	36% (33)	1% (1)	4% (4)	21% (19)	92
Agnostic/Nothing in particular	13% (135)	23% (228)	36% (359)	3% (33)	9% (93)	15% (152)	1000
Religious Non-Protestant/Catholic	11% (14)	25% (30)	38% (47)	3% (4)	9% (11)	13% (16)	123
Evangelical	11% (73)	22% (139)	37% (242)	5% (29)	10% (63)	15% (99)	645
Non-Evangelical	11% (86)	21% (165)	44% (343)	4% (33)	5% (40)	14% (106)	773
Community: Urban	17% (92)	22% (119)	33% (175)	3% (16)	11% (59)	14% (76)	538
Community: Suburban	10% (100)	24% (241)	43% (437)	4% (38)	7% (70)	14% (139)	1025
Community: Rural	10% (62)	20% (129)	40% (255)	4% (24)	8% (49)	19% (118)	637
Employ: Private Sector	13% (86)	23% (154)	42% (282)	3% (18)	9% (60)	10% (70)	669
Employ: Government	7% (13)	25% (43)	46% (78)	4% (7)	9% (15)	9% (15)	171
Employ: Self-Employed	15% (28)	26% (50)	39% (73)	6% (11)	4% (7)	11% (20)	189
Employ: Homemaker	10% (15)	24% (34)	36% (51)	5% (7)	7% (10)	19% (27)	145
Employ: Student	16% (23)	37% (54)	24% (36)	2% (2)	6% (9)	16% (24)	148
Employ: Retired	7% (32)	14% (64)	47% (219)	3% (15)	12% (56)	18% (84)	469
Employ: Unemployed	12% (24)	23% (44)	38% (74)	3% (6)	2% (4)	21% (41)	192
Employ: Other	16% (34)	21% (46)	25% (55)	5% (12)	8% (17)	25% (53)	217
Military HH: Yes	9% (32)	16% (57)	48% (171)	4% (13)	10% (36)	13% (46)	355
Military HH: No	12% (222)	23% (432)	38% (696)	4% (66)	8% (142)	16% (287)	1845
RD/WT: Right Direction	11% (88)	20% (164)	39% (317)	4% (34)	10% (85)	16% (126)	814
RD/WT: Wrong Track	12% (166)	23% (325)	40% (550)	3% (45)	7% (94)	15% (207)	1386

Continued on next page

Table HR9_2: In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I can cast votes for nominees I like

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	12% (254)	22% (489)	39% (867)	4% (78)	8% (179)	15% (333)	2200
Trump Job Approve	9% (83)	21% (185)	42% (381)	4% (36)	10% (91)	14% (123)	898
Trump Job Disapprove	13% (156)	25% (293)	39% (456)	3% (41)	7% (80)	13% (156)	1182
Trump Job Strongly Approve	10% (49)	18% (86)	38% (181)	5% (23)	14% (66)	15% (70)	475
Trump Job Somewhat Approve	8% (34)	23% (99)	47% (200)	3% (14)	6% (25)	12% (53)	423
Trump Job Somewhat Disapprove	10% (30)	25% (76)	40% (122)	5% (15)	6% (18)	14% (43)	303
Trump Job Strongly Disapprove	14% (126)	25% (217)	38% (335)	3% (26)	7% (62)	13% (113)	879
Favorable of Trump	9% (83)	20% (182)	43% (387)	4% (39)	11% (97)	13% (119)	906
Unfavorable of Trump	14% (159)	25% (292)	40% (463)	3% (37)	7% (77)	12% (142)	1169
Very Favorable of Trump	9% (48)	18% (91)	38% (198)	6% (29)	15% (77)	15% (76)	520
Somewhat Favorable of Trump	9% (34)	23% (91)	49% (189)	2% (10)	5% (19)	11% (43)	386
Somewhat Unfavorable of Trump	9% (20)	27% (62)	42% (98)	5% (11)	6% (14)	11% (25)	231
Very Unfavorable of Trump	15% (138)	25% (230)	39% (365)	3% (26)	7% (63)	12% (117)	938
#1 Issue: Economy	10% (60)	27% (158)	41% (237)	2% (11)	7% (40)	13% (75)	581
#1 Issue: Security	12% (56)	17% (81)	44% (207)	3% (14)	12% (58)	12% (56)	472
#1 Issue: Health Care	13% (40)	23% (73)	39% (123)	4% (12)	6% (18)	15% (48)	314
#1 Issue: Medicare / Social Security	8% (24)	15% (44)	40% (122)	5% (15)	9% (28)	23% (70)	303
#1 Issue: Women's Issues	20% (29)	26% (38)	24% (36)	4% (5)	10% (15)	16% (23)	146
#1 Issue: Education	16% (24)	20% (31)	34% (53)	8% (12)	6% (9)	16% (25)	153
#1 Issue: Energy	7% (8)	30% (35)	38% (44)	7% (8)	5% (6)	12% (14)	115
#1 Issue: Other	12% (13)	25% (29)	39% (46)	2% (2)	4% (5)	18% (21)	116
2018 House Vote: Democrat	15% (114)	25% (184)	38% (283)	3% (20)	6% (47)	12% (90)	737
2018 House Vote: Republican	7% (50)	21% (142)	45% (312)	4% (28)	10% (70)	13% (88)	690
2018 House Vote: Someone else	8% (7)	21% (19)	41% (38)	4% (4)	9% (8)	17% (16)	92
2016 Vote: Hillary Clinton	15% (95)	24% (158)	39% (253)	4% (27)	7% (44)	12% (76)	652
2016 Vote: Donald Trump	7% (52)	19% (135)	44% (315)	4% (28)	12% (86)	15% (105)	720
2016 Vote: Other	10% (19)	18% (36)	49% (97)	3% (6)	8% (15)	12% (24)	197
2016 Vote: Didn't Vote	14% (87)	25% (160)	32% (202)	3% (18)	5% (34)	20% (129)	630
Voted in 2014: Yes	11% (150)	21% (282)	43% (577)	4% (49)	9% (125)	12% (162)	1345
Voted in 2014: No	12% (104)	24% (207)	34% (290)	3% (29)	6% (54)	20% (171)	855

Continued on next page

Table HR9_2: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I can cast votes for nominees I like*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	12% (254)	22% (489)	39% (867)	4% (78)	8% (179)	15% (333)	2200
2012 Vote: Barack Obama	14% (111)	22% (173)	40% (317)	3% (27)	9% (70)	13% (100)	798
2012 Vote: Mitt Romney	6% (31)	19% (102)	51% (280)	3% (17)	11% (59)	11% (58)	549
2012 Vote: Other	8% (7)	16% (16)	36% (36)	4% (4)	15% (14)	21% (20)	98
2012 Vote: Didn't Vote	14% (104)	26% (198)	31% (233)	4% (29)	5% (35)	20% (153)	753
4-Region: Northeast	9% (35)	23% (91)	39% (155)	4% (14)	9% (34)	16% (65)	394
4-Region: Midwest	12% (58)	19% (89)	43% (201)	3% (12)	6% (27)	16% (76)	462
4-Region: South	13% (105)	21% (177)	38% (309)	5% (39)	9% (75)	15% (120)	824
4-Region: West	11% (57)	25% (132)	39% (202)	3% (13)	8% (43)	14% (73)	520
Watch TV: Every day	15% (155)	24% (252)	39% (410)	4% (40)	7% (77)	12% (127)	1060
Watch TV: Several times per week	12% (61)	25% (129)	41% (214)	3% (18)	7% (36)	12% (60)	517
Watch TV: About once per week	7% (12)	22% (37)	38% (63)	4% (6)	9% (15)	20% (32)	165
Watch TV: Several times per month	5% (7)	26% (34)	37% (48)	5% (6)	6% (7)	21% (28)	130
Watch TV: About once per month	9% (5)	10% (6)	32% (18)	12% (7)	14% (8)	24% (13)	55
Watch TV: Less often than once per month	7% (7)	20% (21)	45% (46)	— (0)	15% (15)	14% (14)	103
Watch TV: Never	5% (8)	7% (11)	40% (68)	1% (2)	13% (21)	35% (60)	169
Watch Movies: Every day	24% (88)	21% (73)	29% (103)	4% (16)	11% (40)	11% (38)	358
Watch Movies: Several times per week	12% (67)	30% (170)	37% (211)	3% (17)	7% (42)	10% (59)	566
Watch Movies: About once per week	9% (37)	24% (93)	39% (153)	3% (11)	8% (30)	17% (67)	392
Watch Movies: Several times per month	7% (21)	24% (73)	42% (127)	6% (19)	5% (16)	15% (43)	298
Watch Movies: About once per month	9% (19)	18% (40)	47% (103)	4% (8)	5% (11)	17% (36)	216
Watch Movies: Less often than once per month	7% (14)	12% (25)	51% (103)	3% (7)	10% (20)	16% (32)	201
Watch Movies: Never	5% (8)	10% (16)	40% (68)	1% (2)	11% (19)	34% (57)	169
Watch Sporting Events: Every day	16% (25)	27% (43)	40% (64)	2% (4)	5% (8)	9% (15)	158
Watch Sporting Events: Several times per week	13% (42)	27% (89)	42% (135)	2% (6)	10% (33)	6% (19)	324
Watch Sporting Events: About once per week	10% (28)	24% (65)	41% (110)	4% (12)	7% (19)	13% (35)	268
Watch Sporting Events: Several times per month	15% (27)	23% (42)	41% (75)	4% (7)	6% (10)	12% (22)	183
Watch Sporting Events: About once per month	11% (18)	25% (39)	35% (56)	4% (7)	9% (14)	16% (25)	158
Watch Sporting Events: Less often than once per month	11% (40)	27% (102)	34% (128)	6% (22)	6% (24)	17% (65)	382
Watch Sporting Events: Never	10% (75)	15% (109)	41% (299)	3% (22)	10% (70)	21% (151)	728

Continued on next page

Table HR9_2: In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I can cast votes for nominees I like

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	12% (254)	22% (489)	39% (867)	4% (78)	8% (179)	15% (333)	2200
Cable TV: Currently subscribe	13% (140)	23% (246)	40% (437)	3% (35)	7% (80)	14% (150)	1088
Cable TV: Subscribed in past	12% (79)	24% (163)	43% (297)	4% (27)	7% (46)	11% (73)	685
Cable TV: Never subscribed	8% (36)	19% (80)	31% (133)	4% (16)	12% (52)	26% (111)	427
Satellite TV: Currently subscribe	14% (67)	25% (120)	37% (179)	2% (9)	8% (38)	15% (72)	485
Satellite TV: Subscribed in past	12% (70)	21% (122)	44% (250)	3% (20)	8% (43)	12% (68)	573
Satellite TV: Never subscribed	10% (116)	22% (248)	38% (437)	4% (50)	8% (97)	17% (193)	1142
Streaming Services: Currently subscribe	14% (186)	27% (362)	39% (521)	2% (26)	8% (106)	11% (149)	1352
Streaming Services: Subscribed in past	10% (24)	27% (63)	29% (66)	10% (22)	6% (14)	18% (41)	230
Streaming Services: Never subscribed	7% (44)	10% (64)	45% (280)	5% (30)	9% (58)	23% (143)	618
Film: An avid fan	17% (131)	27% (215)	33% (260)	3% (21)	7% (56)	13% (106)	789
Film: A casual fan	9% (109)	20% (235)	44% (523)	4% (47)	8% (97)	14% (166)	1176
Film: Not a fan	6% (14)	17% (39)	36% (85)	4% (10)	11% (25)	26% (61)	235
Television: An avid fan	15% (161)	24% (249)	37% (395)	4% (45)	8% (85)	12% (123)	1057
Television: A casual fan	9% (90)	22% (219)	43% (436)	3% (26)	7% (76)	17% (170)	1017
Television: Not a fan	3% (3)	17% (22)	29% (36)	6% (7)	14% (18)	32% (40)	126
Music: An avid fan	15% (176)	27% (321)	34% (400)	3% (39)	7% (87)	13% (157)	1180
Music: A casual fan	8% (77)	17% (158)	47% (434)	4% (36)	8% (78)	16% (147)	930
Music: Not a fan	1% (1)	12% (11)	36% (32)	3% (3)	16% (14)	32% (29)	90
Fashion: An avid fan	23% (78)	25% (83)	24% (82)	6% (22)	6% (21)	15% (50)	335
Fashion: A casual fan	12% (113)	25% (233)	39% (360)	3% (28)	8% (71)	13% (123)	929
Fashion: Not a fan	7% (63)	19% (173)	45% (425)	3% (29)	9% (87)	17% (160)	936

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

Table HR9_3: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I can interact with other viewers on social media*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (143)	11% (231)	47% (1039)	5% (112)	13% (277)	18% (398)	2200
Gender: Male	6% (63)	11% (115)	48% (514)	5% (54)	14% (147)	16% (169)	1062
Gender: Female	7% (79)	10% (117)	46% (525)	5% (58)	11% (130)	20% (229)	1138
Age: 18-29	13% (62)	19% (87)	34% (157)	6% (30)	8% (38)	20% (94)	468
Age: 30-44	9% (48)	12% (68)	48% (263)	4% (21)	9% (50)	17% (95)	545
Age: 45-54	5% (18)	13% (44)	49% (170)	7% (24)	11% (40)	15% (53)	347
Age: 55-64	3% (14)	4% (18)	52% (212)	3% (14)	19% (75)	18% (71)	404
Age: 65+	— (2)	3% (14)	54% (237)	6% (24)	17% (74)	20% (86)	436
Generation Z: 18-22	15% (38)	21% (54)	30% (76)	9% (23)	5% (12)	21% (52)	255
Millennial: Age 23-38	10% (56)	13% (76)	43% (251)	4% (25)	11% (63)	18% (107)	578
Generation X: Age 39-54	6% (33)	13% (69)	50% (264)	5% (26)	10% (53)	16% (82)	527
Boomers: Age 55-73	2% (15)	4% (31)	54% (402)	4% (33)	18% (135)	17% (129)	745
PID: Dem (no lean)	11% (89)	14% (113)	44% (359)	5% (41)	11% (87)	16% (127)	816
PID: Ind (no lean)	4% (28)	9% (60)	48% (334)	5% (33)	11% (80)	23% (159)	694
PID: Rep (no lean)	4% (26)	8% (58)	50% (346)	6% (38)	16% (111)	16% (112)	690
PID/Gender: Dem Men	12% (41)	15% (50)	45% (151)	3% (10)	11% (38)	14% (47)	337
PID/Gender: Dem Women	10% (48)	13% (63)	43% (207)	6% (31)	10% (49)	17% (80)	479
PID/Gender: Ind Men	3% (11)	9% (34)	51% (190)	5% (20)	14% (51)	19% (70)	375
PID/Gender: Ind Women	6% (18)	8% (26)	45% (144)	4% (13)	9% (29)	28% (88)	318
PID/Gender: Rep Men	3% (12)	9% (30)	49% (173)	7% (24)	17% (58)	15% (52)	349
PID/Gender: Rep Women	4% (14)	8% (28)	51% (173)	4% (14)	15% (52)	18% (60)	341
Ideo: Liberal (1-3)	8% (44)	15% (85)	49% (282)	4% (26)	12% (67)	12% (70)	574
Ideo: Moderate (4)	7% (32)	9% (40)	51% (238)	5% (22)	10% (49)	19% (88)	470
Ideo: Conservative (5-7)	5% (38)	8% (66)	52% (431)	6% (46)	16% (135)	14% (113)	829
Educ: < College	8% (118)	11% (160)	44% (660)	5% (74)	12% (188)	21% (312)	1512
Educ: Bachelors degree	4% (17)	11% (48)	52% (231)	6% (28)	13% (57)	14% (63)	444
Educ: Post-grad	3% (8)	9% (23)	60% (148)	4% (10)	13% (32)	10% (23)	244

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Table HR9_3: In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I can interact with other viewers on social media

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (143)	11% (231)	47% (1039)	5% (112)	13% (277)	18% (398)	2200
Income: Under 50k	8% (93)	10% (122)	41% (483)	5% (61)	13% (157)	23% (268)	1183
Income: 50k-100k	5% (38)	11% (75)	54% (377)	5% (36)	11% (77)	13% (93)	696
Income: 100k+	4% (12)	11% (34)	56% (179)	5% (15)	13% (43)	12% (38)	321
Ethnicity: White	5% (79)	9% (158)	50% (859)	5% (91)	13% (226)	18% (309)	1722
Ethnicity: Hispanic	11% (38)	13% (46)	35% (121)	7% (26)	13% (45)	21% (74)	349
Ethnicity: Afr. Am.	17% (47)	17% (45)	34% (94)	4% (12)	9% (24)	19% (51)	274
Ethnicity: Other	8% (17)	14% (28)	42% (85)	4% (9)	13% (27)	18% (38)	204
All Christian	5% (54)	9% (88)	52% (528)	5% (49)	12% (123)	17% (178)	1019
All Non-Christian	6% (5)	14% (13)	38% (34)	8% (7)	13% (12)	21% (18)	89
Atheist	7% (7)	15% (14)	42% (38)	5% (4)	8% (8)	22% (20)	92
Agnostic/Nothing in particular	8% (77)	12% (117)	44% (438)	5% (52)	13% (135)	18% (181)	1000
Religious Non-Protestant/Catholic	5% (6)	11% (13)	46% (57)	6% (7)	14% (18)	18% (23)	123
Evangelical	8% (49)	10% (65)	45% (288)	5% (30)	14% (90)	19% (123)	645
Non-Evangelical	6% (46)	10% (80)	51% (392)	6% (44)	11% (88)	16% (122)	773
Community: Urban	9% (51)	13% (70)	44% (235)	6% (33)	10% (54)	18% (95)	538
Community: Suburban	5% (54)	10% (107)	50% (509)	4% (43)	14% (138)	17% (174)	1025
Community: Rural	6% (38)	8% (54)	46% (294)	6% (36)	13% (85)	20% (130)	637
Employ: Private Sector	7% (46)	12% (81)	50% (334)	5% (33)	14% (92)	13% (84)	669
Employ: Government	6% (11)	8% (14)	56% (96)	7% (12)	10% (18)	12% (21)	171
Employ: Self-Employed	6% (12)	16% (31)	54% (103)	4% (8)	8% (16)	11% (21)	189
Employ: Homemaker	8% (12)	10% (15)	39% (56)	5% (7)	12% (17)	26% (38)	145
Employ: Student	15% (23)	18% (27)	35% (52)	6% (9)	7% (10)	19% (28)	148
Employ: Retired	2% (10)	4% (18)	52% (244)	4% (20)	17% (78)	21% (99)	469
Employ: Unemployed	7% (13)	18% (34)	41% (78)	4% (8)	7% (14)	23% (45)	192
Employ: Other	8% (17)	6% (13)	34% (75)	8% (16)	15% (33)	29% (63)	217
Military HH: Yes	4% (15)	9% (31)	50% (179)	4% (15)	17% (59)	16% (56)	355
Military HH: No	7% (128)	11% (201)	47% (860)	5% (97)	12% (218)	19% (342)	1845
RD/WT: Right Direction	6% (50)	9% (76)	48% (390)	6% (46)	14% (114)	17% (138)	814
RD/WT: Wrong Track	7% (92)	11% (155)	47% (649)	5% (66)	12% (163)	19% (260)	1386

Continued on next page

Table HR9_3: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I can interact with other viewers on social media*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (143)	11% (231)	47% (1039)	5% (112)	13% (277)	18% (398)	2200
Trump Job Approve	5% (41)	8% (74)	51% (462)	6% (52)	15% (132)	15% (137)	898
Trump Job Disapprove	8% (93)	12% (147)	46% (542)	5% (55)	11% (136)	18% (210)	1182
Trump Job Strongly Approve	4% (18)	8% (36)	46% (220)	5% (22)	19% (89)	19% (91)	475
Trump Job Somewhat Approve	5% (23)	9% (38)	57% (242)	7% (30)	10% (43)	11% (47)	423
Trump Job Somewhat Disapprove	5% (14)	18% (54)	42% (127)	6% (19)	10% (31)	19% (58)	303
Trump Job Strongly Disapprove	9% (79)	11% (92)	47% (415)	4% (36)	12% (105)	17% (151)	879
Favorable of Trump	5% (46)	8% (76)	52% (470)	5% (41)	15% (132)	16% (141)	906
Unfavorable of Trump	8% (90)	12% (143)	46% (540)	6% (66)	12% (137)	16% (193)	1169
Very Favorable of Trump	5% (28)	8% (43)	44% (229)	4% (23)	19% (98)	19% (99)	520
Somewhat Favorable of Trump	5% (18)	9% (33)	62% (241)	5% (18)	9% (34)	11% (42)	386
Somewhat Unfavorable of Trump	4% (10)	19% (43)	46% (106)	7% (17)	8% (19)	16% (37)	231
Very Unfavorable of Trump	9% (80)	11% (100)	46% (435)	5% (50)	13% (118)	17% (156)	938
#1 Issue: Economy	7% (42)	12% (69)	50% (291)	5% (30)	11% (66)	14% (83)	581
#1 Issue: Security	5% (21)	8% (36)	48% (228)	6% (30)	16% (74)	17% (82)	472
#1 Issue: Health Care	8% (24)	11% (35)	48% (150)	4% (14)	12% (37)	17% (55)	314
#1 Issue: Medicare / Social Security	2% (5)	9% (27)	45% (137)	5% (14)	14% (43)	26% (77)	303
#1 Issue: Women's Issues	13% (19)	13% (19)	37% (54)	4% (7)	10% (15)	22% (32)	146
#1 Issue: Education	8% (12)	15% (23)	43% (65)	6% (10)	10% (16)	18% (28)	153
#1 Issue: Energy	10% (12)	9% (11)	46% (53)	7% (8)	11% (13)	17% (20)	115
#1 Issue: Other	7% (9)	9% (11)	52% (60)	— (0)	13% (15)	18% (21)	116
2018 House Vote: Democrat	8% (57)	11% (82)	49% (361)	5% (36)	12% (87)	16% (115)	737
2018 House Vote: Republican	3% (24)	7% (50)	53% (367)	5% (35)	16% (111)	15% (103)	690
2018 House Vote: Someone else	5% (5)	9% (8)	43% (40)	5% (4)	10% (9)	29% (27)	92
2016 Vote: Hillary Clinton	8% (51)	12% (76)	50% (327)	4% (28)	11% (72)	15% (99)	652
2016 Vote: Donald Trump	3% (23)	7% (51)	52% (377)	5% (35)	16% (116)	17% (119)	720
2016 Vote: Other	5% (11)	7% (13)	51% (100)	6% (12)	14% (27)	17% (33)	197
2016 Vote: Didn't Vote	9% (59)	15% (91)	37% (235)	6% (37)	10% (61)	23% (147)	630
Voted in 2014: Yes	6% (75)	9% (119)	51% (688)	5% (67)	14% (191)	15% (204)	1345
Voted in 2014: No	8% (68)	13% (112)	41% (350)	5% (45)	10% (86)	23% (194)	855

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Table HR9_3: In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I can interact with other viewers on social media

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (143)	11% (231)	47% (1039)	5% (112)	13% (277)	18% (398)	2200
2012 Vote: Barack Obama	8% (60)	9% (75)	50% (398)	4% (35)	13% (102)	16% (129)	798
2012 Vote: Mitt Romney	2% (10)	7% (37)	55% (304)	5% (26)	17% (95)	14% (77)	549
2012 Vote: Other	— (0)	5% (5)	49% (47)	5% (5)	15% (15)	26% (26)	98
2012 Vote: Didn't Vote	10% (73)	15% (114)	38% (289)	6% (46)	8% (63)	22% (167)	753
4-Region: Northeast	8% (31)	9% (34)	49% (191)	5% (19)	12% (49)	18% (69)	394
4-Region: Midwest	5% (22)	8% (37)	52% (239)	4% (20)	13% (60)	18% (84)	462
4-Region: South	7% (58)	12% (102)	45% (374)	5% (40)	13% (104)	18% (147)	824
4-Region: West	6% (32)	11% (58)	45% (234)	7% (34)	12% (64)	19% (98)	520
Watch TV: Every day	8% (83)	13% (134)	48% (508)	4% (43)	12% (125)	16% (167)	1060
Watch TV: Several times per week	8% (40)	12% (62)	49% (252)	5% (28)	12% (60)	15% (77)	517
Watch TV: About once per week	3% (5)	8% (14)	49% (82)	6% (10)	14% (23)	19% (32)	165
Watch TV: Several times per month	3% (4)	8% (10)	47% (61)	7% (9)	15% (19)	20% (26)	130
Watch TV: About once per month	5% (3)	2% (1)	37% (20)	25% (14)	14% (8)	17% (10)	55
Watch TV: Less often than once per month	7% (7)	3% (3)	52% (54)	5% (5)	11% (11)	22% (23)	103
Watch TV: Never	1% (1)	4% (7)	37% (62)	2% (3)	19% (32)	38% (64)	169
Watch Movies: Every day	18% (65)	17% (60)	33% (120)	5% (17)	13% (48)	14% (49)	358
Watch Movies: Several times per week	6% (35)	13% (76)	48% (271)	6% (31)	12% (69)	15% (84)	566
Watch Movies: About once per week	5% (19)	9% (36)	53% (206)	5% (19)	11% (43)	18% (69)	392
Watch Movies: Several times per month	4% (10)	8% (22)	53% (157)	6% (17)	12% (34)	19% (57)	298
Watch Movies: About once per month	3% (7)	9% (19)	52% (111)	5% (11)	14% (30)	18% (39)	216
Watch Movies: Less often than once per month	3% (6)	6% (12)	58% (116)	6% (12)	11% (22)	16% (33)	201
Watch Movies: Never	1% (1)	4% (7)	34% (57)	3% (4)	19% (32)	40% (68)	169
Watch Sporting Events: Every day	19% (30)	9% (14)	43% (67)	8% (13)	11% (17)	11% (17)	158
Watch Sporting Events: Several times per week	8% (27)	13% (44)	48% (156)	5% (17)	16% (52)	9% (29)	324
Watch Sporting Events: About once per week	4% (11)	14% (37)	51% (137)	4% (11)	11% (30)	16% (42)	268
Watch Sporting Events: Several times per month	2% (4)	16% (29)	52% (94)	4% (7)	13% (24)	14% (25)	183
Watch Sporting Events: About once per month	4% (7)	10% (16)	50% (78)	7% (10)	10% (16)	19% (30)	158
Watch Sporting Events: Less often than once per month	7% (25)	10% (37)	49% (186)	6% (23)	11% (40)	19% (71)	382
Watch Sporting Events: Never	5% (39)	8% (55)	44% (320)	4% (31)	14% (99)	25% (183)	728

Continued on next page

Table HR9_3: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I can interact with other viewers on social media*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (143)	11% (231)	47% (1039)	5% (112)	13% (277)	18% (398)	2200
Cable TV: Currently subscribe	8% (88)	11% (121)	48% (520)	5% (53)	12% (125)	17% (181)	1088
Cable TV: Subscribed in past	3% (22)	13% (86)	52% (357)	6% (38)	13% (89)	14% (94)	685
Cable TV: Never subscribed	8% (33)	6% (25)	38% (162)	5% (21)	15% (63)	29% (123)	427
Satellite TV: Currently subscribe	12% (58)	12% (59)	42% (206)	5% (25)	12% (60)	16% (76)	485
Satellite TV: Subscribed in past	3% (18)	11% (63)	53% (304)	5% (31)	11% (62)	16% (94)	573
Satellite TV: Never subscribed	6% (67)	10% (109)	46% (528)	5% (56)	14% (155)	20% (227)	1142
Streaming Services: Currently subscribe	8% (111)	12% (168)	48% (652)	4% (61)	12% (164)	14% (195)	1352
Streaming Services: Subscribed in past	5% (11)	14% (32)	39% (90)	9% (22)	13% (30)	20% (45)	230
Streaming Services: Never subscribed	3% (20)	5% (31)	48% (297)	5% (30)	13% (83)	26% (158)	618
Film: An avid fan	10% (81)	13% (104)	46% (360)	5% (36)	11% (90)	15% (116)	789
Film: A casual fan	4% (45)	9% (107)	51% (598)	6% (68)	12% (144)	18% (214)	1176
Film: Not a fan	7% (17)	8% (20)	34% (80)	3% (8)	18% (43)	29% (68)	235
Television: An avid fan	9% (99)	12% (127)	46% (488)	6% (59)	13% (133)	14% (151)	1057
Television: A casual fan	4% (36)	10% (98)	50% (504)	5% (48)	12% (123)	20% (206)	1017
Television: Not a fan	6% (8)	4% (6)	37% (47)	4% (5)	16% (21)	32% (41)	126
Music: An avid fan	10% (119)	14% (166)	43% (508)	6% (68)	10% (118)	17% (201)	1180
Music: A casual fan	2% (23)	7% (62)	54% (507)	4% (42)	14% (133)	18% (164)	930
Music: Not a fan	1% (1)	4% (4)	27% (24)	2% (2)	29% (26)	37% (33)	90
Fashion: An avid fan	16% (54)	20% (67)	30% (101)	6% (21)	9% (30)	19% (63)	335
Fashion: A casual fan	7% (66)	11% (101)	47% (441)	6% (52)	11% (101)	18% (169)	929
Fashion: Not a fan	2% (23)	7% (63)	53% (497)	4% (40)	16% (146)	18% (167)	936

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

Table HR9_4: In general, would the following make you more or less likely to watch an awards show or make no difference either way?
There is racial and ethnic diversity among the nominees

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (189)	12% (259)	49% (1075)	3% (75)	10% (229)	17% (373)	2200
Gender: Male	7% (79)	12% (126)	52% (548)	4% (38)	10% (108)	15% (163)	1062
Gender: Female	10% (111)	12% (133)	46% (526)	3% (37)	11% (121)	18% (209)	1138
Age: 18-29	15% (71)	17% (78)	38% (177)	3% (13)	10% (45)	18% (84)	468
Age: 30-44	8% (46)	15% (80)	48% (259)	5% (27)	6% (35)	18% (97)	545
Age: 45-54	9% (30)	9% (32)	50% (175)	5% (19)	10% (36)	16% (56)	347
Age: 55-64	5% (22)	9% (34)	54% (219)	1% (6)	12% (48)	18% (74)	404
Age: 65+	5% (20)	8% (35)	56% (244)	2% (10)	15% (65)	14% (62)	436
Generation Z: 18-22	12% (30)	19% (48)	39% (100)	4% (10)	10% (26)	16% (40)	255
Millennial: Age 23-38	12% (69)	15% (88)	43% (246)	3% (20)	7% (40)	20% (115)	578
Generation X: Age 39-54	9% (48)	10% (54)	50% (265)	5% (29)	10% (51)	15% (81)	527
Boomers: Age 55-73	5% (37)	9% (66)	56% (421)	1% (11)	13% (94)	15% (115)	745
PID: Dem (no lean)	15% (124)	19% (151)	42% (343)	3% (23)	7% (54)	15% (121)	816
PID: Ind (no lean)	6% (40)	9% (66)	51% (357)	3% (18)	9% (65)	21% (148)	694
PID: Rep (no lean)	4% (26)	6% (42)	54% (375)	5% (34)	16% (109)	15% (104)	690
PID/Gender: Dem Men	14% (48)	17% (59)	45% (153)	2% (8)	5% (17)	16% (53)	337
PID/Gender: Dem Women	16% (76)	19% (93)	40% (190)	3% (14)	8% (37)	14% (68)	479
PID/Gender: Ind Men	4% (13)	11% (40)	56% (210)	2% (9)	10% (37)	17% (65)	375
PID/Gender: Ind Women	8% (26)	8% (26)	46% (146)	3% (9)	9% (28)	26% (83)	318
PID/Gender: Rep Men	5% (18)	8% (27)	53% (185)	6% (20)	15% (53)	13% (45)	349
PID/Gender: Rep Women	2% (8)	4% (15)	55% (189)	4% (14)	16% (56)	17% (59)	341
Ideo: Liberal (1-3)	18% (104)	22% (128)	43% (245)	2% (12)	5% (31)	10% (55)	574
Ideo: Moderate (4)	4% (21)	12% (54)	56% (265)	3% (16)	9% (42)	15% (72)	470
Ideo: Conservative (5-7)	4% (30)	7% (55)	56% (466)	5% (39)	16% (131)	13% (108)	829
Educ: < College	8% (126)	10% (152)	47% (708)	3% (52)	12% (175)	20% (300)	1512
Educ: Bachelors degree	9% (38)	16% (71)	52% (230)	4% (17)	8% (36)	12% (52)	444
Educ: Post-grad	10% (25)	15% (37)	56% (137)	2% (5)	7% (18)	9% (21)	244

Continued on next page

Table HR9_4: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
There is racial and ethnic diversity among the nominees*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (189)	12% (259)	49% (1075)	3% (75)	10% (229)	17% (373)	2200
Income: Under 50k	10% (114)	10% (118)	43% (503)	4% (43)	12% (136)	23% (270)	1183
Income: 50k-100k	9% (60)	14% (96)	55% (382)	3% (20)	9% (65)	11% (73)	696
Income: 100k+	5% (16)	14% (45)	59% (190)	4% (13)	9% (27)	9% (30)	321
Ethnicity: White	7% (121)	10% (174)	52% (898)	3% (57)	11% (184)	17% (288)	1722
Ethnicity: Hispanic	13% (45)	16% (57)	38% (133)	3% (10)	9% (33)	21% (72)	349
Ethnicity: Afr. Am.	17% (46)	18% (50)	31% (86)	5% (15)	9% (26)	19% (52)	274
Ethnicity: Other	11% (22)	17% (35)	45% (91)	1% (3)	9% (19)	16% (33)	204
All Christian	7% (67)	11% (109)	52% (531)	3% (34)	12% (124)	15% (155)	1019
All Non-Christian	16% (14)	13% (11)	45% (40)	3% (2)	6% (6)	18% (16)	89
Atheist	17% (16)	23% (22)	34% (31)	— (0)	9% (9)	16% (15)	92
Agnostic/Nothing in particular	9% (93)	12% (117)	47% (473)	4% (39)	9% (91)	19% (187)	1000
Religious Non-Protestant/Catholic	12% (15)	10% (12)	49% (60)	4% (5)	7% (8)	18% (23)	123
Evangelical	8% (50)	9% (59)	47% (302)	5% (32)	12% (78)	19% (124)	645
Non-Evangelical	7% (56)	13% (97)	52% (404)	3% (25)	11% (88)	13% (103)	773
Community: Urban	14% (74)	15% (82)	42% (224)	2% (10)	11% (59)	17% (90)	538
Community: Suburban	7% (75)	12% (118)	53% (539)	4% (45)	10% (98)	15% (149)	1025
Community: Rural	6% (41)	9% (59)	49% (312)	3% (19)	11% (72)	21% (134)	637
Employ: Private Sector	8% (52)	13% (89)	52% (350)	3% (21)	11% (74)	12% (83)	669
Employ: Government	11% (20)	13% (23)	55% (94)	2% (4)	10% (18)	8% (14)	171
Employ: Self-Employed	14% (27)	13% (25)	49% (93)	5% (9)	8% (16)	10% (20)	189
Employ: Homemaker	7% (10)	5% (7)	51% (74)	4% (5)	4% (6)	29% (42)	145
Employ: Student	14% (21)	19% (27)	41% (60)	6% (9)	9% (13)	12% (17)	148
Employ: Retired	5% (26)	7% (34)	54% (252)	2% (11)	13% (62)	18% (85)	469
Employ: Unemployed	11% (21)	16% (30)	39% (75)	3% (5)	8% (16)	23% (45)	192
Employ: Other	6% (13)	11% (24)	35% (76)	5% (11)	11% (25)	31% (68)	217
Military HH: Yes	6% (20)	10% (37)	54% (190)	4% (13)	12% (43)	15% (52)	355
Military HH: No	9% (169)	12% (222)	48% (885)	3% (62)	10% (186)	17% (321)	1845
RD/WT: Right Direction	6% (45)	7% (55)	51% (414)	4% (33)	16% (130)	17% (136)	814
RD/WT: Wrong Track	10% (144)	15% (204)	48% (661)	3% (42)	7% (99)	17% (236)	1386

Continued on next page

Table HR9_4: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
There is racial and ethnic diversity among the nominees*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (189)	12% (259)	49% (1075)	3% (75)	10% (229)	17% (373)	2200
Trump Job Approve	4% (34)	6% (55)	54% (485)	5% (43)	15% (138)	16% (143)	898
Trump Job Disapprove	12% (147)	17% (199)	47% (553)	2% (28)	7% (80)	15% (175)	1182
Trump Job Strongly Approve	4% (21)	5% (21)	48% (228)	5% (24)	20% (96)	18% (84)	475
Trump Job Somewhat Approve	3% (13)	8% (33)	61% (257)	5% (19)	10% (42)	14% (59)	423
Trump Job Somewhat Disapprove	6% (20)	16% (50)	53% (162)	1% (4)	8% (24)	14% (43)	303
Trump Job Strongly Disapprove	15% (128)	17% (149)	44% (391)	3% (24)	6% (55)	15% (132)	879
Favorable of Trump	4% (35)	6% (56)	55% (495)	4% (39)	16% (141)	15% (140)	906
Unfavorable of Trump	12% (143)	17% (196)	47% (553)	3% (34)	7% (82)	14% (162)	1169
Very Favorable of Trump	4% (22)	6% (32)	47% (243)	4% (23)	21% (110)	18% (91)	520
Somewhat Favorable of Trump	4% (14)	6% (24)	65% (253)	4% (17)	8% (31)	13% (49)	386
Somewhat Unfavorable of Trump	5% (11)	16% (38)	57% (131)	3% (7)	6% (15)	13% (30)	231
Very Unfavorable of Trump	14% (132)	17% (158)	45% (422)	3% (27)	7% (68)	14% (131)	938
#1 Issue: Economy	8% (44)	10% (60)	55% (319)	3% (18)	9% (55)	14% (84)	581
#1 Issue: Security	6% (30)	6% (26)	52% (247)	4% (18)	16% (75)	16% (76)	472
#1 Issue: Health Care	11% (35)	17% (55)	44% (138)	5% (16)	7% (22)	15% (48)	314
#1 Issue: Medicare / Social Security	5% (15)	9% (27)	46% (138)	4% (12)	12% (35)	25% (75)	303
#1 Issue: Women's Issues	21% (30)	19% (28)	33% (48)	2% (2)	9% (13)	17% (25)	146
#1 Issue: Education	8% (13)	19% (29)	43% (66)	2% (4)	9% (13)	19% (29)	153
#1 Issue: Energy	10% (12)	20% (23)	51% (59)	4% (4)	6% (7)	9% (10)	115
#1 Issue: Other	9% (10)	10% (11)	50% (58)	1% (1)	8% (9)	23% (26)	116
2018 House Vote: Democrat	14% (102)	19% (139)	44% (322)	3% (22)	7% (51)	14% (101)	737
2018 House Vote: Republican	3% (24)	4% (31)	58% (400)	4% (24)	17% (115)	14% (97)	690
2018 House Vote: Someone else	2% (2)	15% (14)	51% (47)	3% (3)	9% (9)	20% (19)	92
2016 Vote: Hillary Clinton	14% (91)	20% (128)	46% (300)	2% (13)	6% (37)	13% (84)	652
2016 Vote: Donald Trump	3% (22)	5% (35)	55% (398)	4% (30)	17% (124)	16% (112)	720
2016 Vote: Other	6% (12)	13% (25)	54% (106)	4% (8)	7% (14)	17% (33)	197
2016 Vote: Didn't Vote	10% (65)	11% (72)	43% (270)	4% (25)	9% (54)	23% (144)	630
Voted in 2014: Yes	8% (113)	11% (155)	51% (686)	3% (45)	12% (165)	13% (181)	1345
Voted in 2014: No	9% (76)	12% (105)	45% (389)	3% (30)	7% (64)	22% (192)	855

Continued on next page

Table HR9_4: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
There is racial and ethnic diversity among the nominees*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (189)	12% (259)	49% (1075)	3% (75)	10% (229)	17% (373)	2200
2012 Vote: Barack Obama	12% (97)	15% (122)	47% (378)	3% (23)	8% (60)	15% (118)	798
2012 Vote: Mitt Romney	3% (15)	5% (29)	60% (327)	4% (20)	17% (93)	12% (66)	549
2012 Vote: Other	1% (1)	12% (12)	45% (44)	5% (5)	15% (15)	21% (21)	98
2012 Vote: Didn't Vote	10% (78)	13% (97)	43% (322)	4% (28)	8% (61)	22% (168)	753
4-Region: Northeast	7% (28)	15% (58)	45% (178)	2% (7)	11% (43)	20% (80)	394
4-Region: Midwest	7% (32)	9% (40)	54% (251)	4% (19)	10% (47)	16% (73)	462
4-Region: South	10% (78)	11% (90)	46% (382)	5% (41)	11% (93)	17% (139)	824
4-Region: West	10% (51)	14% (71)	51% (263)	1% (8)	9% (45)	16% (81)	520
Watch TV: Every day	10% (109)	12% (131)	50% (526)	4% (40)	10% (104)	14% (151)	1060
Watch TV: Several times per week	8% (41)	13% (68)	52% (271)	4% (21)	11% (58)	11% (59)	517
Watch TV: About once per week	5% (9)	12% (20)	53% (87)	5% (8)	5% (8)	20% (33)	165
Watch TV: Several times per month	5% (6)	13% (17)	45% (59)	1% (2)	15% (20)	20% (27)	130
Watch TV: About once per month	12% (7)	16% (9)	35% (19)	4% (2)	13% (7)	21% (12)	55
Watch TV: Less often than once per month	10% (11)	6% (6)	50% (51)	2% (2)	9% (9)	23% (24)	103
Watch TV: Never	4% (7)	5% (8)	36% (61)	1% (1)	14% (23)	40% (68)	169
Watch Movies: Every day	16% (56)	13% (45)	40% (144)	4% (14)	13% (47)	15% (52)	358
Watch Movies: Several times per week	11% (59)	14% (77)	51% (287)	4% (21)	9% (51)	13% (71)	566
Watch Movies: About once per week	7% (27)	11% (45)	52% (202)	4% (17)	9% (35)	17% (66)	392
Watch Movies: Several times per month	5% (16)	14% (42)	54% (160)	3% (10)	6% (19)	17% (50)	298
Watch Movies: About once per month	5% (11)	12% (27)	54% (117)	3% (6)	12% (26)	14% (29)	216
Watch Movies: Less often than once per month	6% (12)	6% (12)	52% (104)	3% (6)	14% (28)	19% (39)	201
Watch Movies: Never	5% (8)	7% (12)	36% (60)	1% (1)	14% (23)	38% (65)	169
Watch Sporting Events: Every day	15% (23)	14% (22)	44% (70)	3% (5)	11% (18)	13% (20)	158
Watch Sporting Events: Several times per week	10% (32)	11% (37)	56% (182)	4% (11)	12% (39)	7% (23)	324
Watch Sporting Events: About once per week	10% (26)	9% (23)	56% (150)	5% (13)	9% (24)	12% (31)	268
Watch Sporting Events: Several times per month	9% (17)	18% (33)	52% (95)	3% (6)	7% (13)	11% (20)	183
Watch Sporting Events: About once per month	7% (11)	12% (20)	40% (63)	9% (15)	12% (19)	19% (31)	158
Watch Sporting Events: Less often than once per month	8% (31)	14% (53)	49% (186)	3% (10)	8% (31)	19% (71)	382
Watch Sporting Events: Never	7% (50)	10% (72)	45% (329)	2% (15)	12% (85)	24% (177)	728

Continued on next page

Table HR9_4: In general, would the following make you more or less likely to watch an awards show or make no difference either way?
There is racial and ethnic diversity among the nominees

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (189)	12% (259)	49% (1075)	3% (75)	10% (229)	17% (373)	2200
Cable TV: Currently subscribe	9% (98)	12% (136)	49% (533)	4% (40)	10% (113)	15% (167)	1088
Cable TV: Subscribed in past	9% (64)	11% (78)	55% (374)	2% (17)	9% (64)	13% (88)	685
Cable TV: Never subscribed	7% (28)	11% (46)	39% (167)	4% (18)	12% (52)	27% (117)	427
Satellite TV: Currently subscribe	12% (59)	10% (50)	50% (241)	3% (14)	11% (55)	14% (66)	485
Satellite TV: Subscribed in past	6% (36)	14% (80)	54% (307)	4% (21)	8% (49)	14% (81)	573
Satellite TV: Never subscribed	8% (95)	11% (129)	46% (526)	3% (40)	11% (125)	20% (227)	1142
Streaming Services: Currently subscribe	10% (135)	14% (188)	50% (680)	3% (40)	9% (117)	14% (190)	1352
Streaming Services: Subscribed in past	5% (11)	12% (28)	44% (101)	7% (16)	12% (28)	20% (47)	230
Streaming Services: Never subscribed	7% (44)	7% (43)	48% (294)	3% (19)	14% (84)	22% (136)	618
Film: An avid fan	14% (112)	14% (113)	43% (340)	4% (31)	9% (69)	16% (123)	789
Film: A casual fan	6% (65)	11% (130)	55% (642)	3% (40)	10% (119)	15% (179)	1176
Film: Not a fan	5% (12)	7% (16)	39% (93)	1% (3)	17% (41)	30% (70)	235
Television: An avid fan	12% (125)	13% (137)	46% (482)	4% (38)	11% (120)	15% (155)	1057
Television: A casual fan	5% (52)	11% (114)	54% (547)	3% (33)	9% (95)	17% (176)	1017
Television: Not a fan	10% (12)	7% (9)	37% (46)	3% (4)	10% (13)	33% (42)	126
Music: An avid fan	12% (145)	13% (157)	44% (522)	4% (46)	10% (116)	17% (195)	1180
Music: A casual fan	4% (39)	11% (102)	56% (519)	3% (25)	11% (99)	16% (147)	930
Music: Not a fan	6% (5)	1% (1)	38% (34)	4% (4)	16% (14)	35% (31)	90
Fashion: An avid fan	17% (56)	14% (47)	30% (100)	6% (19)	14% (47)	20% (67)	335
Fashion: A casual fan	10% (96)	14% (130)	49% (451)	4% (33)	9% (81)	15% (138)	929
Fashion: Not a fan	4% (37)	9% (82)	56% (524)	2% (23)	11% (101)	18% (168)	936

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

Table HR9_5: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
There is gender diversity among the nominees*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (170)	10% (221)	51% (1122)	4% (96)	10% (220)	17% (370)	2200
Gender: Male	6% (68)	10% (110)	53% (561)	4% (47)	11% (114)	15% (162)	1062
Gender: Female	9% (103)	10% (111)	49% (561)	4% (49)	9% (106)	18% (208)	1138
Age: 18-29	15% (69)	14% (67)	36% (170)	6% (27)	8% (38)	21% (96)	468
Age: 30-44	10% (53)	12% (63)	51% (279)	4% (23)	7% (40)	16% (87)	545
Age: 45-54	7% (25)	9% (32)	54% (187)	5% (16)	10% (34)	15% (54)	347
Age: 55-64	3% (13)	7% (27)	58% (234)	4% (15)	13% (51)	16% (64)	404
Age: 65+	2% (11)	7% (32)	58% (253)	3% (14)	13% (57)	16% (69)	436
Generation Z: 18-22	15% (37)	15% (39)	35% (89)	8% (21)	9% (23)	18% (46)	255
Millennial: Age 23-38	11% (66)	12% (69)	45% (262)	4% (23)	7% (42)	20% (115)	578
Generation X: Age 39-54	8% (44)	10% (53)	54% (284)	4% (24)	9% (47)	14% (76)	527
Boomers: Age 55-73	3% (21)	7% (52)	59% (439)	4% (27)	13% (95)	15% (110)	745
PID: Dem (no lean)	14% (114)	15% (124)	47% (380)	4% (36)	5% (43)	15% (119)	816
PID: Ind (no lean)	5% (35)	9% (65)	51% (357)	5% (33)	9% (60)	21% (143)	694
PID: Rep (no lean)	3% (22)	5% (32)	56% (386)	4% (27)	17% (117)	16% (108)	690
PID/Gender: Dem Men	14% (47)	14% (47)	50% (169)	4% (15)	4% (12)	14% (48)	337
PID/Gender: Dem Women	14% (67)	16% (77)	44% (211)	5% (22)	6% (31)	15% (71)	479
PID/Gender: Ind Men	2% (8)	11% (40)	54% (204)	5% (20)	10% (38)	18% (66)	375
PID/Gender: Ind Women	8% (26)	8% (26)	48% (152)	4% (14)	7% (22)	24% (78)	318
PID/Gender: Rep Men	4% (13)	7% (23)	54% (188)	4% (13)	18% (64)	14% (48)	349
PID/Gender: Rep Women	3% (9)	2% (8)	58% (198)	4% (14)	16% (53)	17% (60)	341
Ideo: Liberal (1-3)	17% (97)	20% (114)	46% (264)	4% (23)	4% (23)	9% (51)	574
Ideo: Moderate (4)	5% (26)	8% (37)	58% (273)	4% (18)	9% (40)	16% (75)	470
Ideo: Conservative (5-7)	3% (23)	6% (46)	59% (486)	4% (35)	16% (131)	13% (108)	829
Educ: < College	7% (109)	8% (124)	49% (746)	5% (71)	11% (165)	20% (298)	1512
Educ: Bachelors degree	8% (37)	14% (62)	54% (241)	4% (19)	9% (41)	10% (45)	444
Educ: Post-grad	10% (24)	15% (36)	56% (136)	3% (7)	6% (14)	11% (27)	244

Continued on next page

Table HR9_5: In general, would the following make you more or less likely to watch an awards show or make no difference either way?
There is gender diversity among the nominees

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (170)	10% (221)	51% (1122)	4% (96)	10% (220)	17% (370)	2200
Income: Under 50k	8% (94)	9% (101)	45% (528)	5% (54)	11% (135)	23% (272)	1183
Income: 50k-100k	8% (56)	12% (81)	58% (402)	4% (31)	8% (55)	10% (71)	696
Income: 100k+	7% (21)	12% (39)	60% (192)	3% (11)	9% (30)	9% (28)	321
Ethnicity: White	7% (119)	9% (148)	53% (916)	4% (72)	11% (181)	17% (287)	1722
Ethnicity: Hispanic	12% (43)	12% (42)	39% (135)	8% (30)	11% (37)	18% (62)	349
Ethnicity: Afr. Am.	11% (31)	15% (40)	40% (109)	7% (18)	9% (24)	19% (52)	274
Ethnicity: Other	10% (20)	16% (33)	48% (98)	3% (6)	8% (16)	15% (31)	204
All Christian	5% (50)	10% (100)	53% (543)	5% (52)	11% (115)	16% (160)	1019
All Non-Christian	15% (13)	8% (8)	49% (44)	3% (2)	7% (6)	18% (16)	89
Atheist	17% (16)	19% (18)	38% (35)	4% (4)	7% (6)	14% (13)	92
Agnostic/Nothing in particular	9% (91)	10% (95)	50% (501)	4% (38)	9% (93)	18% (181)	1000
Religious Non-Protestant/Catholic	12% (14)	7% (8)	54% (67)	4% (5)	7% (8)	16% (20)	123
Evangelical	6% (36)	8% (48)	49% (317)	6% (39)	14% (90)	18% (115)	645
Non-Evangelical	6% (47)	12% (90)	55% (422)	4% (35)	8% (64)	15% (115)	773
Community: Urban	13% (70)	13% (68)	43% (231)	6% (31)	10% (52)	16% (86)	538
Community: Suburban	7% (71)	10% (106)	55% (560)	4% (42)	10% (98)	15% (149)	1025
Community: Rural	5% (29)	7% (47)	52% (331)	4% (24)	11% (71)	21% (135)	637
Employ: Private Sector	9% (58)	12% (78)	54% (360)	4% (28)	10% (67)	12% (78)	669
Employ: Government	8% (14)	10% (18)	54% (93)	6% (10)	10% (17)	11% (19)	171
Employ: Self-Employed	13% (25)	9% (16)	53% (101)	7% (14)	9% (18)	8% (16)	189
Employ: Homemaker	6% (8)	7% (11)	51% (73)	6% (9)	8% (12)	22% (31)	145
Employ: Student	16% (24)	14% (21)	38% (56)	8% (12)	8% (12)	16% (24)	148
Employ: Retired	3% (13)	7% (34)	55% (258)	3% (12)	13% (63)	19% (89)	469
Employ: Unemployed	9% (17)	14% (26)	48% (93)	2% (3)	4% (8)	23% (45)	192
Employ: Other	5% (11)	8% (17)	41% (88)	4% (8)	11% (23)	32% (69)	217
Military HH: Yes	4% (14)	9% (32)	57% (202)	5% (18)	11% (41)	14% (48)	355
Military HH: No	8% (156)	10% (189)	50% (920)	4% (79)	10% (180)	17% (322)	1845
RD/WT: Right Direction	5% (38)	6% (47)	52% (424)	4% (33)	15% (126)	18% (146)	814
RD/WT: Wrong Track	10% (132)	13% (174)	50% (698)	5% (64)	7% (94)	16% (224)	1386

Continued on next page

Table HR9_5: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
There is gender diversity among the nominees*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (170)	10% (221)	51% (1122)	4% (96)	10% (220)	17% (370)	2200
Trump Job Approve	3% (25)	5% (46)	56% (503)	4% (40)	15% (136)	16% (147)	898
Trump Job Disapprove	11% (135)	14% (168)	49% (584)	4% (53)	6% (72)	14% (169)	1182
Trump Job Strongly Approve	3% (15)	3% (15)	50% (238)	4% (20)	21% (99)	19% (88)	475
Trump Job Somewhat Approve	2% (10)	8% (32)	63% (266)	5% (19)	9% (37)	14% (59)	423
Trump Job Somewhat Disapprove	7% (22)	12% (36)	53% (160)	6% (19)	9% (27)	13% (39)	303
Trump Job Strongly Disapprove	13% (113)	15% (133)	48% (424)	4% (34)	5% (45)	15% (131)	879
Favorable of Trump	3% (26)	5% (46)	56% (503)	5% (42)	16% (141)	16% (148)	906
Unfavorable of Trump	12% (135)	14% (166)	51% (591)	4% (50)	6% (73)	13% (154)	1169
Very Favorable of Trump	3% (14)	4% (22)	48% (249)	5% (27)	21% (111)	18% (96)	520
Somewhat Favorable of Trump	3% (11)	6% (24)	66% (254)	4% (15)	8% (29)	14% (52)	386
Somewhat Unfavorable of Trump	7% (17)	10% (23)	59% (135)	6% (13)	5% (12)	13% (30)	231
Very Unfavorable of Trump	13% (118)	15% (143)	49% (456)	4% (36)	7% (61)	13% (123)	938
#1 Issue: Economy	6% (35)	10% (59)	57% (332)	4% (22)	8% (49)	15% (85)	581
#1 Issue: Security	6% (28)	7% (31)	51% (242)	6% (27)	17% (79)	14% (64)	472
#1 Issue: Health Care	10% (31)	15% (46)	51% (159)	4% (14)	5% (15)	16% (49)	314
#1 Issue: Medicare / Social Security	3% (9)	6% (19)	50% (153)	4% (14)	10% (30)	26% (79)	303
#1 Issue: Women's Issues	20% (29)	18% (26)	31% (46)	4% (6)	10% (15)	17% (24)	146
#1 Issue: Education	9% (13)	8% (13)	49% (75)	6% (9)	9% (13)	19% (29)	153
#1 Issue: Energy	14% (16)	12% (14)	54% (62)	3% (4)	6% (7)	11% (13)	115
#1 Issue: Other	7% (9)	12% (14)	46% (54)	1% (1)	11% (13)	22% (26)	116
2018 House Vote: Democrat	13% (93)	17% (124)	49% (362)	3% (22)	5% (40)	13% (96)	737
2018 House Vote: Republican	2% (12)	4% (30)	59% (409)	5% (33)	16% (112)	14% (94)	690
2018 House Vote: Someone else	4% (4)	13% (12)	45% (41)	7% (6)	7% (6)	24% (22)	92
2016 Vote: Hillary Clinton	12% (79)	16% (105)	49% (320)	5% (31)	6% (38)	12% (79)	652
2016 Vote: Donald Trump	2% (13)	4% (32)	58% (415)	4% (31)	17% (119)	15% (110)	720
2016 Vote: Other	4% (8)	13% (26)	55% (108)	3% (5)	7% (13)	18% (36)	197
2016 Vote: Didn't Vote	11% (70)	9% (59)	44% (278)	5% (29)	8% (49)	23% (145)	630
Voted in 2014: Yes	7% (93)	10% (133)	55% (734)	4% (53)	11% (151)	13% (181)	1345
Voted in 2014: No	9% (78)	10% (88)	45% (388)	5% (44)	8% (70)	22% (189)	855

Continued on next page

Table HR9_5: In general, would the following make you more or less likely to watch an awards show or make no difference either way?
There is gender diversity among the nominees

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (170)	10% (221)	51% (1122)	4% (96)	10% (220)	17% (370)	2200
2012 Vote: Barack Obama	10% (76)	13% (106)	53% (419)	4% (34)	6% (47)	15% (116)	798
2012 Vote: Mitt Romney	1% (8)	5% (28)	60% (331)	3% (17)	18% (99)	12% (66)	549
2012 Vote: Other	3% (3)	6% (6)	48% (47)	5% (5)	16% (16)	22% (22)	98
2012 Vote: Didn't Vote	11% (83)	11% (81)	43% (322)	5% (41)	8% (60)	22% (166)	753
4-Region: Northeast	8% (31)	12% (46)	48% (189)	5% (21)	9% (36)	18% (70)	394
4-Region: Midwest	8% (35)	7% (33)	55% (254)	3% (14)	10% (45)	18% (82)	462
4-Region: South	8% (63)	10% (83)	50% (410)	4% (36)	11% (95)	17% (137)	824
4-Region: West	8% (41)	11% (59)	52% (269)	5% (25)	9% (44)	16% (81)	520
Watch TV: Every day	9% (99)	11% (119)	53% (560)	4% (40)	8% (87)	15% (155)	1060
Watch TV: Several times per week	9% (49)	10% (52)	53% (275)	4% (21)	10% (52)	13% (69)	517
Watch TV: About once per week	4% (7)	9% (15)	50% (82)	6% (10)	11% (18)	20% (33)	165
Watch TV: Several times per month	4% (5)	7% (10)	54% (70)	3% (4)	13% (17)	18% (24)	130
Watch TV: About once per month	4% (2)	6% (3)	40% (22)	10% (6)	22% (12)	18% (10)	55
Watch TV: Less often than once per month	2% (2)	13% (13)	44% (46)	11% (11)	13% (13)	16% (17)	103
Watch TV: Never	4% (6)	5% (9)	39% (67)	2% (4)	12% (21)	37% (63)	169
Watch Movies: Every day	14% (50)	11% (38)	45% (161)	6% (22)	9% (32)	15% (55)	358
Watch Movies: Several times per week	11% (63)	11% (62)	52% (296)	3% (19)	9% (52)	13% (74)	566
Watch Movies: About once per week	6% (24)	10% (37)	54% (211)	6% (23)	8% (32)	16% (64)	392
Watch Movies: Several times per month	4% (12)	11% (34)	56% (168)	3% (10)	9% (26)	16% (49)	298
Watch Movies: About once per month	5% (11)	10% (21)	56% (121)	2% (5)	11% (24)	15% (33)	216
Watch Movies: Less often than once per month	1% (3)	9% (19)	51% (104)	5% (10)	15% (31)	18% (36)	201
Watch Movies: Never	4% (7)	6% (10)	37% (62)	4% (7)	14% (23)	35% (60)	169
Watch Sporting Events: Every day	13% (20)	12% (19)	49% (78)	5% (8)	9% (15)	11% (18)	158
Watch Sporting Events: Several times per week	11% (36)	8% (26)	57% (186)	4% (14)	11% (34)	9% (28)	324
Watch Sporting Events: About once per week	7% (20)	12% (32)	58% (155)	2% (6)	8% (21)	13% (34)	268
Watch Sporting Events: Several times per month	8% (15)	13% (24)	56% (102)	3% (5)	7% (12)	13% (24)	183
Watch Sporting Events: About once per month	4% (7)	11% (17)	48% (76)	5% (8)	12% (19)	20% (31)	158
Watch Sporting Events: Less often than once per month	7% (26)	10% (38)	51% (194)	5% (19)	10% (37)	18% (67)	382
Watch Sporting Events: Never	6% (47)	9% (65)	45% (331)	5% (36)	11% (82)	23% (168)	728

Continued on next page

Table HR9_5: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
There is gender diversity among the nominees*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (170)	10% (221)	51% (1122)	4% (96)	10% (220)	17% (370)	2200
Cable TV: Currently subscribe	9% (98)	10% (111)	53% (576)	4% (44)	9% (100)	15% (159)	1088
Cable TV: Subscribed in past	7% (47)	10% (72)	56% (382)	4% (29)	10% (68)	13% (88)	685
Cable TV: Never subscribed	6% (25)	9% (38)	38% (164)	5% (23)	12% (53)	29% (124)	427
Satellite TV: Currently subscribe	9% (46)	13% (63)	47% (226)	6% (27)	11% (54)	14% (69)	485
Satellite TV: Subscribed in past	5% (28)	11% (63)	57% (326)	4% (26)	8% (46)	15% (85)	573
Satellite TV: Never subscribed	8% (96)	8% (95)	50% (570)	4% (44)	11% (121)	19% (216)	1142
Streaming Services: Currently subscribe	10% (135)	12% (158)	52% (705)	4% (51)	9% (116)	14% (187)	1352
Streaming Services: Subscribed in past	4% (9)	12% (27)	46% (105)	7% (16)	13% (31)	18% (42)	230
Streaming Services: Never subscribed	4% (27)	6% (36)	50% (311)	5% (29)	12% (74)	23% (141)	618
Film: An avid fan	13% (106)	13% (99)	48% (380)	4% (28)	8% (66)	14% (110)	789
Film: A casual fan	4% (50)	10% (114)	55% (644)	5% (60)	10% (114)	16% (194)	1176
Film: Not a fan	6% (14)	3% (8)	42% (98)	3% (8)	17% (40)	28% (67)	235
Television: An avid fan	12% (124)	11% (113)	49% (522)	3% (37)	11% (112)	14% (150)	1057
Television: A casual fan	4% (38)	10% (100)	54% (552)	5% (48)	9% (96)	18% (183)	1017
Television: Not a fan	7% (8)	6% (8)	38% (48)	9% (12)	10% (12)	30% (38)	126
Music: An avid fan	12% (138)	12% (139)	47% (550)	4% (49)	9% (111)	16% (193)	1180
Music: A casual fan	3% (27)	9% (81)	58% (537)	5% (42)	10% (96)	16% (147)	930
Music: Not a fan	6% (5)	1% (1)	39% (35)	5% (4)	15% (13)	33% (30)	90
Fashion: An avid fan	17% (57)	12% (40)	35% (117)	4% (13)	11% (37)	21% (70)	335
Fashion: A casual fan	9% (82)	12% (110)	51% (474)	5% (48)	8% (77)	15% (138)	929
Fashion: Not a fan	3% (31)	8% (71)	57% (531)	4% (35)	11% (107)	17% (162)	936

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

Table HR9_6: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I am familiar with most of the nominees*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (312)	27% (588)	34% (740)	4% (81)	8% (166)	14% (312)	2200
Gender: Male	11% (120)	26% (281)	36% (385)	4% (41)	9% (92)	13% (143)	1062
Gender: Female	17% (192)	27% (308)	31% (356)	4% (41)	6% (74)	15% (169)	1138
Age: 18-29	24% (111)	30% (141)	20% (92)	4% (17)	6% (30)	16% (76)	468
Age: 30-44	18% (100)	30% (162)	27% (146)	5% (25)	6% (30)	15% (81)	545
Age: 45-54	12% (43)	26% (91)	38% (131)	5% (16)	8% (28)	11% (39)	347
Age: 55-64	9% (34)	24% (98)	41% (165)	3% (12)	9% (38)	14% (56)	404
Age: 65+	5% (24)	22% (96)	47% (206)	3% (11)	9% (40)	14% (59)	436
Generation Z: 18-22	29% (73)	29% (74)	17% (45)	5% (12)	5% (12)	15% (39)	255
Millennial: Age 23-38	17% (100)	31% (179)	24% (140)	4% (22)	7% (41)	17% (96)	578
Generation X: Age 39-54	15% (81)	27% (142)	35% (185)	5% (24)	7% (35)	12% (61)	527
Boomers: Age 55-73	7% (52)	24% (177)	44% (330)	3% (21)	9% (65)	13% (100)	745
PID: Dem (no lean)	21% (173)	30% (244)	30% (245)	3% (21)	6% (46)	11% (87)	816
PID: Ind (no lean)	10% (66)	25% (174)	34% (239)	5% (32)	8% (52)	19% (130)	694
PID: Rep (no lean)	11% (73)	25% (170)	37% (256)	4% (28)	10% (68)	14% (96)	690
PID/Gender: Dem Men	19% (66)	27% (90)	34% (113)	3% (9)	6% (20)	12% (40)	337
PID/Gender: Dem Women	22% (108)	32% (155)	27% (132)	3% (12)	5% (26)	10% (47)	479
PID/Gender: Ind Men	6% (23)	29% (108)	37% (138)	4% (13)	10% (36)	15% (58)	375
PID/Gender: Ind Women	14% (43)	21% (67)	32% (101)	6% (19)	5% (17)	23% (72)	318
PID/Gender: Rep Men	9% (32)	24% (83)	38% (133)	5% (18)	11% (37)	13% (46)	349
PID/Gender: Rep Women	12% (41)	25% (86)	36% (124)	3% (10)	9% (31)	15% (50)	341
Ideo: Liberal (1-3)	22% (125)	34% (196)	28% (162)	3% (15)	3% (19)	10% (57)	574
Ideo: Moderate (4)	11% (51)	27% (128)	41% (192)	3% (16)	8% (40)	9% (44)	470
Ideo: Conservative (5-7)	11% (87)	27% (223)	38% (311)	4% (29)	10% (82)	12% (97)	829
Educ: < College	14% (214)	22% (336)	34% (513)	4% (62)	9% (133)	17% (255)	1512
Educ: Bachelors degree	13% (60)	37% (165)	32% (143)	3% (15)	5% (24)	8% (38)	444
Educ: Post-grad	16% (39)	36% (87)	35% (85)	2% (5)	4% (9)	8% (20)	244

Continued on next page

Table HR9_6: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I am familiar with most of the nominees*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (312)	27% (588)	34% (740)	4% (81)	8% (166)	14% (312)	2200
Income: Under 50k	13% (154)	20% (241)	33% (396)	4% (51)	9% (112)	19% (228)	1183
Income: 50k-100k	16% (111)	33% (228)	34% (236)	3% (20)	5% (36)	9% (64)	696
Income: 100k+	15% (47)	37% (119)	34% (108)	3% (10)	6% (18)	6% (19)	321
Ethnicity: White	13% (217)	27% (471)	35% (603)	4% (62)	7% (127)	14% (242)	1722
Ethnicity: Hispanic	18% (62)	25% (86)	23% (80)	5% (16)	11% (37)	20% (69)	349
Ethnicity: Afr. Am.	21% (57)	22% (62)	29% (80)	4% (11)	10% (26)	14% (38)	274
Ethnicity: Other	19% (38)	27% (56)	28% (57)	4% (9)	6% (13)	15% (32)	204
All Christian	13% (130)	29% (293)	35% (361)	3% (31)	7% (68)	13% (136)	1019
All Non-Christian	21% (19)	30% (27)	30% (27)	3% (3)	3% (3)	13% (12)	89
Atheist	16% (14)	30% (28)	33% (30)	3% (3)	2% (2)	16% (14)	92
Agnostic/Nothing in particular	15% (149)	24% (240)	32% (323)	4% (44)	9% (93)	15% (150)	1000
Religious Non-Protestant/Catholic	17% (21)	27% (33)	31% (39)	4% (5)	4% (5)	16% (20)	123
Evangelical	13% (85)	24% (157)	33% (213)	5% (30)	10% (62)	15% (99)	645
Non-Evangelical	16% (124)	28% (218)	35% (267)	3% (25)	6% (45)	12% (93)	773
Community: Urban	19% (104)	27% (144)	29% (157)	4% (21)	7% (39)	14% (74)	538
Community: Suburban	14% (139)	29% (297)	34% (347)	4% (42)	8% (80)	12% (120)	1025
Community: Rural	11% (69)	23% (147)	37% (237)	3% (19)	7% (47)	19% (118)	637
Employ: Private Sector	15% (102)	32% (214)	33% (220)	3% (22)	7% (47)	10% (65)	669
Employ: Government	14% (23)	33% (57)	35% (59)	4% (7)	8% (13)	6% (11)	171
Employ: Self-Employed	18% (34)	26% (49)	40% (76)	3% (5)	4% (8)	10% (18)	189
Employ: Homemaker	13% (18)	20% (30)	31% (45)	6% (9)	7% (10)	22% (32)	145
Employ: Student	29% (43)	29% (43)	19% (28)	4% (7)	5% (8)	14% (20)	148
Employ: Retired	6% (26)	23% (109)	42% (199)	3% (13)	11% (51)	15% (71)	469
Employ: Unemployed	12% (24)	21% (41)	36% (70)	3% (5)	6% (12)	22% (41)	192
Employ: Other	20% (43)	21% (46)	20% (44)	6% (13)	8% (17)	24% (53)	217
Military HH: Yes	11% (40)	22% (78)	43% (154)	2% (8)	8% (27)	13% (47)	355
Military HH: No	15% (272)	28% (510)	32% (586)	4% (73)	8% (139)	14% (265)	1845
RD/WT: Right Direction	11% (92)	26% (211)	34% (276)	4% (30)	10% (80)	15% (125)	814
RD/WT: Wrong Track	16% (220)	27% (377)	34% (465)	4% (51)	6% (86)	13% (187)	1386

Continued on next page

Table HR9_6: In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I am familiar with most of the nominees

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (312)	27% (588)	34% (740)	4% (81)	8% (166)	14% (312)	2200
Trump Job Approve	10% (88)	26% (232)	37% (329)	4% (37)	10% (88)	14% (124)	898
Trump Job Disapprove	17% (206)	29% (340)	33% (393)	3% (37)	5% (64)	12% (141)	1182
Trump Job Strongly Approve	10% (47)	20% (93)	36% (172)	5% (23)	13% (63)	16% (77)	475
Trump Job Somewhat Approve	10% (42)	33% (139)	37% (157)	3% (14)	6% (25)	11% (47)	423
Trump Job Somewhat Disapprove	12% (36)	31% (93)	36% (109)	4% (13)	6% (17)	12% (36)	303
Trump Job Strongly Disapprove	19% (170)	28% (248)	32% (284)	3% (25)	5% (47)	12% (105)	879
Favorable of Trump	9% (86)	26% (239)	36% (330)	4% (39)	10% (89)	14% (123)	906
Unfavorable of Trump	18% (210)	29% (335)	33% (389)	3% (38)	6% (69)	11% (128)	1169
Very Favorable of Trump	8% (44)	21% (111)	36% (185)	6% (29)	13% (68)	16% (83)	520
Somewhat Favorable of Trump	11% (42)	33% (128)	38% (145)	3% (10)	5% (20)	10% (40)	386
Somewhat Unfavorable of Trump	12% (28)	31% (72)	38% (87)	3% (6)	7% (15)	10% (22)	231
Very Unfavorable of Trump	19% (183)	28% (263)	32% (302)	3% (32)	6% (53)	11% (106)	938
#1 Issue: Economy	15% (85)	28% (164)	36% (209)	3% (15)	6% (35)	13% (73)	581
#1 Issue: Security	10% (49)	25% (120)	37% (173)	4% (20)	12% (59)	11% (50)	472
#1 Issue: Health Care	14% (43)	30% (95)	33% (104)	5% (17)	5% (15)	13% (40)	314
#1 Issue: Medicare / Social Security	6% (20)	22% (68)	38% (115)	3% (10)	8% (26)	21% (64)	303
#1 Issue: Women's Issues	37% (55)	21% (30)	17% (25)	3% (5)	7% (10)	15% (21)	146
#1 Issue: Education	17% (25)	28% (43)	27% (41)	4% (6)	5% (8)	19% (29)	153
#1 Issue: Energy	19% (22)	36% (42)	27% (32)	4% (5)	5% (6)	8% (9)	115
#1 Issue: Other	12% (14)	22% (26)	36% (42)	1% (2)	7% (8)	22% (25)	116
2018 House Vote: Democrat	18% (130)	33% (242)	31% (232)	2% (18)	6% (42)	10% (74)	737
2018 House Vote: Republican	10% (66)	24% (169)	41% (280)	4% (26)	8% (58)	13% (91)	690
2018 House Vote: Someone else	9% (8)	22% (20)	42% (38)	5% (5)	8% (7)	15% (14)	92
2016 Vote: Hillary Clinton	17% (112)	33% (218)	33% (217)	2% (11)	5% (31)	10% (63)	652
2016 Vote: Donald Trump	9% (67)	23% (164)	40% (286)	5% (32)	10% (72)	14% (99)	720
2016 Vote: Other	9% (18)	26% (51)	42% (83)	4% (8)	6% (12)	13% (26)	197
2016 Vote: Didn't Vote	18% (116)	24% (154)	24% (154)	5% (31)	8% (51)	20% (124)	630
Voted in 2014: Yes	14% (184)	27% (367)	37% (496)	3% (44)	8% (108)	11% (147)	1345
Voted in 2014: No	15% (129)	26% (221)	29% (245)	4% (38)	7% (58)	19% (165)	855

Continued on next page

Table HR9_6: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I am familiar with most of the nominees*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (312)	27% (588)	34% (740)	4% (81)	8% (166)	14% (312)	2200
2012 Vote: Barack Obama	17% (133)	29% (231)	34% (270)	2% (19)	7% (53)	11% (92)	798
2012 Vote: Mitt Romney	7% (41)	27% (150)	42% (232)	2% (13)	9% (49)	12% (64)	549
2012 Vote: Other	8% (8)	14% (14)	40% (39)	10% (10)	12% (12)	16% (15)	98
2012 Vote: Didn't Vote	17% (129)	26% (192)	26% (199)	5% (40)	7% (51)	19% (141)	753
4-Region: Northeast	14% (55)	29% (113)	31% (123)	3% (12)	9% (35)	14% (56)	394
4-Region: Midwest	13% (62)	25% (117)	38% (177)	3% (12)	6% (27)	14% (67)	462
4-Region: South	14% (115)	25% (209)	34% (279)	5% (38)	8% (68)	14% (114)	824
4-Region: West	15% (80)	29% (149)	31% (162)	4% (19)	7% (36)	15% (76)	520
Watch TV: Every day	18% (191)	28% (292)	33% (346)	3% (28)	7% (77)	12% (126)	1060
Watch TV: Several times per week	14% (70)	30% (157)	35% (183)	3% (18)	8% (40)	10% (50)	517
Watch TV: About once per week	10% (16)	29% (47)	29% (48)	5% (8)	8% (13)	19% (32)	165
Watch TV: Several times per month	5% (7)	31% (41)	38% (49)	6% (8)	5% (6)	15% (19)	130
Watch TV: About once per month	8% (4)	23% (13)	41% (23)	9% (5)	9% (5)	10% (6)	55
Watch TV: Less often than once per month	15% (16)	15% (16)	43% (44)	5% (5)	5% (5)	16% (17)	103
Watch TV: Never	5% (8)	13% (22)	28% (48)	6% (10)	11% (19)	37% (62)	169
Watch Movies: Every day	21% (77)	24% (87)	28% (100)	2% (9)	11% (39)	13% (46)	358
Watch Movies: Several times per week	16% (92)	34% (193)	31% (174)	2% (13)	7% (37)	10% (57)	566
Watch Movies: About once per week	15% (57)	29% (112)	31% (120)	6% (22)	6% (24)	14% (56)	392
Watch Movies: Several times per month	12% (36)	24% (73)	40% (121)	5% (16)	5% (16)	12% (37)	298
Watch Movies: About once per month	10% (22)	29% (63)	36% (79)	5% (11)	7% (14)	13% (27)	216
Watch Movies: Less often than once per month	9% (18)	20% (39)	49% (98)	2% (3)	9% (18)	12% (24)	201
Watch Movies: Never	6% (11)	12% (21)	29% (49)	4% (7)	10% (18)	38% (64)	169
Watch Sporting Events: Every day	18% (28)	34% (53)	29% (46)	1% (1)	9% (14)	10% (15)	158
Watch Sporting Events: Several times per week	16% (52)	30% (98)	34% (111)	3% (11)	10% (33)	6% (18)	324
Watch Sporting Events: About once per week	14% (39)	27% (74)	37% (99)	2% (6)	7% (20)	11% (30)	268
Watch Sporting Events: Several times per month	20% (36)	26% (47)	34% (62)	5% (10)	7% (12)	9% (16)	183
Watch Sporting Events: About once per month	16% (24)	24% (38)	29% (46)	8% (12)	5% (7)	19% (30)	158
Watch Sporting Events: Less often than once per month	13% (49)	32% (123)	32% (121)	4% (16)	6% (21)	14% (52)	382
Watch Sporting Events: Never	11% (83)	21% (155)	35% (255)	3% (25)	8% (59)	21% (150)	728

Continued on next page

Table HR9_6: In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I am familiar with most of the nominees

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (312)	27% (588)	34% (740)	4% (81)	8% (166)	14% (312)	2200
Cable TV: Currently subscribe	14% (152)	27% (289)	36% (387)	4% (44)	8% (86)	12% (130)	1088
Cable TV: Subscribed in past	16% (108)	30% (203)	35% (242)	3% (19)	6% (38)	11% (74)	685
Cable TV: Never subscribed	12% (52)	22% (96)	26% (111)	4% (18)	10% (42)	25% (108)	427
Satellite TV: Currently subscribe	18% (89)	28% (138)	29% (141)	4% (20)	5% (27)	15% (70)	485
Satellite TV: Subscribed in past	13% (74)	31% (176)	36% (208)	4% (20)	6% (34)	11% (60)	573
Satellite TV: Never subscribed	13% (149)	24% (274)	34% (391)	4% (41)	9% (106)	16% (181)	1142
Streaming Services: Currently subscribe	17% (230)	32% (431)	31% (416)	3% (42)	6% (79)	11% (152)	1352
Streaming Services: Subscribed in past	13% (30)	25% (56)	31% (72)	6% (13)	9% (22)	16% (36)	230
Streaming Services: Never subscribed	8% (52)	16% (100)	41% (252)	4% (26)	10% (65)	20% (123)	618
Film: An avid fan	20% (160)	28% (222)	27% (214)	4% (29)	8% (64)	13% (100)	789
Film: A casual fan	11% (126)	28% (331)	38% (452)	4% (44)	6% (70)	13% (154)	1176
Film: Not a fan	11% (26)	15% (36)	32% (75)	4% (9)	14% (32)	25% (58)	235
Television: An avid fan	19% (203)	28% (293)	29% (308)	4% (43)	9% (93)	11% (117)	1057
Television: A casual fan	10% (103)	27% (279)	39% (392)	3% (31)	6% (56)	15% (154)	1017
Television: Not a fan	5% (6)	13% (16)	31% (40)	6% (7)	13% (17)	32% (41)	126
Music: An avid fan	19% (230)	28% (326)	29% (336)	5% (53)	7% (86)	13% (149)	1180
Music: A casual fan	9% (79)	27% (247)	41% (379)	3% (27)	7% (63)	14% (134)	930
Music: Not a fan	4% (3)	17% (16)	28% (25)	1% (1)	19% (17)	32% (28)	90
Fashion: An avid fan	27% (91)	22% (72)	18% (61)	7% (24)	9% (32)	16% (55)	335
Fashion: A casual fan	17% (157)	31% (291)	30% (280)	4% (33)	6% (57)	12% (111)	929
Fashion: Not a fan	7% (64)	24% (225)	43% (399)	3% (24)	8% (77)	16% (147)	936

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

Table HR9_7: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I am not familiar with most of the nominees*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	3% (61)	4% (85)	33% (732)	16% (360)	28% (608)	16% (353)	2200
Gender: Male	2% (26)	4% (43)	35% (368)	18% (190)	25% (267)	16% (167)	1062
Gender: Female	3% (36)	4% (42)	32% (364)	15% (170)	30% (341)	16% (186)	1138
Age: 18-29	5% (24)	6% (30)	22% (104)	18% (83)	31% (145)	18% (83)	468
Age: 30-44	4% (22)	4% (22)	28% (155)	17% (94)	29% (156)	18% (97)	545
Age: 45-54	1% (5)	5% (16)	36% (124)	21% (72)	24% (85)	13% (46)	347
Age: 55-64	2% (8)	2% (6)	39% (159)	15% (61)	25% (101)	17% (68)	404
Age: 65+	— (2)	3% (11)	44% (190)	12% (51)	28% (121)	14% (60)	436
Generation Z: 18-22	4% (11)	8% (21)	19% (49)	18% (47)	33% (85)	16% (42)	255
Millennial: Age 23-38	5% (28)	5% (27)	27% (157)	16% (95)	28% (165)	18% (107)	578
Generation X: Age 39-54	2% (12)	4% (20)	33% (177)	20% (107)	26% (136)	14% (76)	527
Boomers: Age 55-73	1% (9)	2% (14)	41% (308)	14% (105)	26% (197)	15% (112)	745
PID: Dem (no lean)	4% (31)	5% (45)	29% (240)	19% (153)	30% (244)	13% (104)	816
PID: Ind (no lean)	2% (14)	4% (24)	37% (254)	14% (96)	23% (156)	21% (149)	694
PID: Rep (no lean)	2% (16)	2% (16)	35% (238)	16% (111)	30% (208)	15% (100)	690
PID/Gender: Dem Men	3% (11)	6% (20)	32% (110)	19% (66)	24% (82)	15% (49)	337
PID/Gender: Dem Women	4% (20)	5% (24)	27% (130)	18% (87)	34% (162)	12% (55)	479
PID/Gender: Ind Men	1% (5)	4% (14)	38% (141)	17% (66)	21% (80)	19% (70)	375
PID/Gender: Ind Women	3% (9)	3% (11)	35% (112)	10% (31)	24% (77)	25% (79)	318
PID/Gender: Rep Men	3% (9)	3% (9)	34% (118)	17% (59)	30% (105)	14% (48)	349
PID/Gender: Rep Women	2% (7)	2% (7)	35% (121)	15% (52)	30% (102)	15% (52)	341
Ideo: Liberal (1-3)	4% (24)	5% (28)	28% (163)	23% (135)	28% (163)	11% (61)	574
Ideo: Moderate (4)	3% (13)	4% (18)	39% (183)	19% (88)	24% (114)	12% (54)	470
Ideo: Conservative (5-7)	2% (14)	2% (14)	37% (309)	14% (113)	33% (270)	13% (109)	829
Educ: < College	4% (54)	4% (62)	34% (511)	14% (215)	25% (384)	19% (285)	1512
Educ: Bachelors degree	1% (4)	4% (17)	32% (144)	21% (94)	31% (136)	11% (48)	444
Educ: Post-grad	1% (3)	2% (6)	31% (77)	21% (51)	36% (87)	9% (21)	244

Continued on next page

Table HR9_7: In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I am not familiar with most of the nominees

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	3% (61)	4% (85)	33% (732)	16% (360)	28% (608)	16% (353)	2200
Income: Under 50k	3% (38)	5% (55)	32% (377)	14% (167)	25% (296)	21% (250)	1183
Income: 50k-100k	3% (22)	4% (29)	36% (247)	17% (119)	29% (203)	11% (76)	696
Income: 100k+	1% (2)	— (1)	34% (108)	23% (74)	34% (108)	9% (28)	321
Ethnicity: White	3% (44)	3% (53)	34% (593)	17% (289)	27% (468)	16% (276)	1722
Ethnicity: Hispanic	6% (21)	9% (31)	28% (99)	16% (56)	23% (82)	18% (61)	349
Ethnicity: Afr. Am.	3% (7)	7% (20)	31% (85)	13% (34)	29% (79)	18% (49)	274
Ethnicity: Other	5% (11)	6% (13)	27% (54)	18% (37)	30% (61)	14% (28)	204
All Christian	3% (26)	4% (40)	36% (364)	17% (169)	26% (265)	15% (156)	1019
All Non-Christian	5% (5)	4% (4)	22% (20)	17% (15)	35% (31)	17% (15)	89
Atheist	3% (3)	5% (5)	23% (22)	25% (23)	25% (23)	18% (16)	92
Agnostic/Nothing in particular	3% (28)	4% (37)	33% (327)	15% (153)	29% (289)	17% (166)	1000
Religious Non-Protestant/Catholic	4% (5)	3% (4)	26% (32)	17% (21)	31% (38)	19% (24)	123
Evangelical	2% (14)	5% (31)	33% (215)	14% (90)	28% (182)	17% (112)	645
Non-Evangelical	2% (17)	3% (24)	36% (282)	18% (136)	27% (205)	14% (109)	773
Community: Urban	5% (25)	6% (33)	29% (157)	16% (88)	28% (149)	16% (86)	538
Community: Suburban	2% (21)	3% (34)	35% (359)	18% (187)	28% (289)	13% (136)	1025
Community: Rural	2% (15)	3% (19)	34% (216)	13% (86)	27% (170)	21% (131)	637
Employ: Private Sector	3% (18)	2% (14)	34% (227)	20% (136)	30% (202)	11% (72)	669
Employ: Government	— (1)	10% (17)	33% (57)	18% (31)	25% (44)	13% (22)	171
Employ: Self-Employed	2% (5)	10% (18)	30% (58)	19% (36)	26% (50)	12% (23)	189
Employ: Homemaker	9% (13)	3% (4)	29% (42)	16% (23)	17% (25)	25% (36)	145
Employ: Student	7% (10)	5% (8)	18% (27)	17% (26)	38% (57)	14% (21)	148
Employ: Retired	1% (4)	2% (11)	43% (201)	9% (42)	28% (131)	17% (80)	469
Employ: Unemployed	3% (7)	4% (8)	37% (72)	18% (35)	18% (35)	18% (35)	192
Employ: Other	2% (4)	2% (5)	22% (49)	14% (30)	30% (65)	29% (64)	217
Military HH: Yes	2% (6)	4% (13)	38% (135)	14% (49)	30% (106)	13% (46)	355
Military HH: No	3% (56)	4% (72)	32% (597)	17% (311)	27% (501)	17% (308)	1845
RD/WT: Right Direction	3% (28)	3% (22)	36% (293)	15% (119)	26% (215)	17% (136)	814
RD/WT: Wrong Track	2% (33)	5% (63)	32% (438)	17% (241)	28% (393)	16% (217)	1386

Continued on next page

Table HR9_7: In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I am not familiar with most of the nominees

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	3% (61)	4% (85)	33% (732)	16% (360)	28% (608)	16% (353)	2200
Trump Job Approve	2% (22)	3% (23)	37% (328)	14% (130)	29% (257)	15% (138)	898
Trump Job Disapprove	3% (33)	5% (60)	32% (374)	19% (227)	28% (328)	13% (159)	1182
Trump Job Strongly Approve	2% (11)	2% (9)	36% (169)	12% (56)	30% (144)	18% (86)	475
Trump Job Somewhat Approve	3% (11)	3% (14)	38% (159)	18% (75)	27% (113)	12% (52)	423
Trump Job Somewhat Disapprove	2% (5)	7% (22)	30% (91)	20% (61)	27% (83)	14% (41)	303
Trump Job Strongly Disapprove	3% (28)	4% (38)	32% (283)	19% (165)	28% (246)	13% (118)	879
Favorable of Trump	3% (24)	4% (32)	36% (323)	15% (132)	28% (258)	15% (136)	906
Unfavorable of Trump	3% (34)	4% (51)	33% (383)	19% (227)	28% (328)	13% (147)	1169
Very Favorable of Trump	3% (13)	4% (20)	34% (179)	11% (55)	30% (158)	18% (95)	520
Somewhat Favorable of Trump	3% (11)	3% (13)	37% (144)	20% (77)	26% (100)	11% (42)	386
Somewhat Unfavorable of Trump	2% (5)	6% (14)	33% (75)	21% (49)	26% (59)	12% (28)	231
Very Unfavorable of Trump	3% (29)	4% (37)	33% (308)	19% (177)	29% (269)	13% (118)	938
#1 Issue: Economy	2% (10)	3% (20)	35% (203)	18% (102)	30% (173)	13% (73)	581
#1 Issue: Security	3% (15)	3% (16)	34% (160)	13% (60)	30% (143)	16% (77)	472
#1 Issue: Health Care	3% (9)	2% (6)	37% (115)	22% (68)	20% (62)	17% (54)	314
#1 Issue: Medicare / Social Security	1% (2)	7% (20)	36% (110)	11% (34)	23% (68)	23% (69)	303
#1 Issue: Women's Issues	4% (6)	3% (5)	20% (29)	13% (18)	44% (64)	16% (23)	146
#1 Issue: Education	5% (8)	7% (11)	27% (41)	22% (34)	24% (36)	15% (23)	153
#1 Issue: Energy	4% (4)	4% (5)	32% (37)	21% (24)	29% (33)	11% (12)	115
#1 Issue: Other	5% (6)	2% (2)	32% (37)	18% (21)	24% (28)	20% (23)	116
2018 House Vote: Democrat	3% (21)	4% (29)	31% (232)	20% (145)	30% (223)	12% (86)	737
2018 House Vote: Republican	1% (10)	3% (21)	37% (256)	15% (101)	29% (199)	15% (103)	690
2018 House Vote: Someone else	1% (1)	4% (4)	41% (38)	12% (11)	21% (20)	21% (19)	92
2016 Vote: Hillary Clinton	2% (13)	6% (37)	33% (212)	19% (125)	29% (191)	11% (74)	652
2016 Vote: Donald Trump	1% (10)	3% (18)	36% (262)	14% (104)	29% (211)	16% (115)	720
2016 Vote: Other	— (0)	1% (3)	41% (82)	16% (32)	26% (51)	15% (30)	197
2016 Vote: Didn't Vote	6% (38)	4% (27)	28% (176)	16% (100)	25% (154)	21% (134)	630
Voted in 2014: Yes	2% (23)	3% (36)	36% (481)	17% (229)	30% (402)	13% (174)	1345
Voted in 2014: No	4% (38)	6% (50)	29% (251)	15% (132)	24% (206)	21% (179)	855

Continued on next page

Table HR9_7: In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I am not familiar with most of the nominees

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	3% (61)	4% (85)	33% (732)	16% (360)	28% (608)	16% (353)	2200
2012 Vote: Barack Obama	2% (19)	5% (38)	33% (264)	19% (150)	27% (218)	14% (109)	798
2012 Vote: Mitt Romney	1% (6)	1% (7)	38% (209)	15% (81)	31% (172)	13% (74)	549
2012 Vote: Other	— (0)	2% (2)	41% (41)	13% (12)	28% (27)	16% (16)	98
2012 Vote: Didn't Vote	5% (37)	5% (39)	29% (218)	15% (117)	25% (189)	21% (155)	753
4-Region: Northeast	3% (10)	6% (22)	30% (119)	14% (54)	31% (124)	16% (65)	394
4-Region: Midwest	1% (7)	2% (10)	33% (155)	17% (80)	29% (133)	17% (79)	462
4-Region: South	3% (22)	3% (26)	35% (286)	15% (128)	26% (215)	18% (147)	824
4-Region: West	4% (23)	5% (27)	33% (172)	19% (99)	26% (136)	12% (63)	520
Watch TV: Every day	3% (33)	3% (35)	32% (336)	18% (196)	30% (314)	14% (146)	1060
Watch TV: Several times per week	2% (13)	5% (24)	33% (173)	19% (96)	30% (155)	11% (56)	517
Watch TV: About once per week	1% (2)	5% (8)	37% (61)	13% (21)	24% (39)	20% (33)	165
Watch TV: Several times per month	3% (4)	3% (4)	38% (49)	17% (22)	19% (25)	20% (26)	130
Watch TV: About once per month	— (0)	7% (4)	32% (18)	9% (5)	38% (21)	14% (8)	55
Watch TV: Less often than once per month	4% (4)	7% (8)	38% (39)	11% (11)	20% (21)	19% (20)	103
Watch TV: Never	3% (6)	2% (3)	33% (55)	6% (10)	19% (33)	37% (63)	169
Watch Movies: Every day	6% (21)	8% (30)	32% (115)	12% (42)	28% (99)	14% (51)	358
Watch Movies: Several times per week	3% (17)	4% (23)	33% (186)	20% (111)	29% (163)	12% (66)	566
Watch Movies: About once per week	2% (6)	3% (13)	33% (127)	20% (80)	28% (110)	14% (55)	392
Watch Movies: Several times per month	1% (4)	3% (8)	35% (104)	18% (52)	29% (85)	15% (45)	298
Watch Movies: About once per month	1% (3)	2% (4)	34% (74)	14% (30)	32% (69)	17% (37)	216
Watch Movies: Less often than once per month	1% (2)	1% (1)	41% (83)	15% (30)	22% (44)	20% (40)	201
Watch Movies: Never	5% (8)	4% (7)	25% (43)	9% (15)	22% (37)	35% (59)	169
Watch Sporting Events: Every day	5% (8)	8% (13)	35% (56)	16% (26)	23% (36)	12% (19)	158
Watch Sporting Events: Several times per week	4% (13)	6% (18)	34% (109)	19% (63)	30% (96)	8% (25)	324
Watch Sporting Events: About once per week	2% (4)	3% (7)	34% (91)	21% (56)	28% (75)	13% (34)	268
Watch Sporting Events: Several times per month	1% (2)	4% (7)	33% (61)	19% (35)	32% (58)	11% (20)	183
Watch Sporting Events: About once per month	3% (4)	4% (6)	32% (51)	18% (29)	26% (41)	17% (27)	158
Watch Sporting Events: Less often than once per month	3% (11)	3% (13)	32% (122)	20% (75)	26% (98)	16% (62)	382
Watch Sporting Events: Never	3% (21)	3% (22)	33% (241)	10% (76)	28% (203)	23% (165)	728

Continued on next page

Table HR9_7: In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I am not familiar with most of the nominees

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	3% (61)	4% (85)	33% (732)	16% (360)	28% (608)	16% (353)	2200
Cable TV: Currently subscribe	3% (27)	5% (56)	34% (372)	18% (194)	26% (281)	15% (158)	1088
Cable TV: Subscribed in past	3% (18)	3% (18)	34% (234)	17% (116)	32% (221)	11% (78)	685
Cable TV: Never subscribed	4% (16)	3% (12)	29% (125)	12% (51)	25% (106)	27% (117)	427
Satellite TV: Currently subscribe	3% (14)	6% (28)	30% (148)	15% (72)	31% (149)	15% (75)	485
Satellite TV: Subscribed in past	2% (10)	3% (19)	34% (193)	19% (111)	29% (169)	12% (71)	573
Satellite TV: Never subscribed	3% (38)	3% (38)	34% (391)	16% (178)	25% (289)	18% (207)	1142
Streaming Services: Currently subscribe	3% (41)	5% (62)	31% (423)	18% (248)	29% (398)	13% (178)	1352
Streaming Services: Subscribed in past	2% (5)	4% (9)	27% (63)	20% (46)	27% (62)	19% (44)	230
Streaming Services: Never subscribed	2% (15)	2% (14)	40% (246)	11% (66)	24% (147)	21% (131)	618
Film: An avid fan	4% (30)	5% (36)	32% (255)	17% (133)	28% (218)	15% (116)	789
Film: A casual fan	2% (21)	3% (37)	35% (412)	18% (208)	28% (330)	14% (167)	1176
Film: Not a fan	4% (10)	5% (12)	27% (64)	8% (20)	25% (60)	30% (70)	235
Television: An avid fan	4% (43)	4% (40)	33% (345)	17% (180)	28% (300)	14% (148)	1057
Television: A casual fan	2% (16)	4% (38)	34% (350)	16% (166)	28% (285)	16% (161)	1017
Television: Not a fan	2% (2)	5% (7)	29% (37)	11% (14)	18% (22)	35% (44)	126
Music: An avid fan	5% (53)	5% (54)	30% (357)	17% (196)	28% (325)	16% (194)	1180
Music: A casual fan	1% (8)	3% (28)	38% (349)	17% (156)	28% (260)	14% (129)	930
Music: Not a fan	— (0)	4% (3)	29% (26)	8% (8)	25% (22)	34% (30)	90
Fashion: An avid fan	7% (22)	6% (20)	21% (69)	19% (64)	28% (94)	19% (65)	335
Fashion: A casual fan	2% (22)	5% (44)	34% (311)	18% (163)	29% (266)	13% (123)	929
Fashion: Not a fan	2% (18)	2% (21)	37% (351)	14% (134)	26% (248)	18% (165)	936

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

Table HR9_8: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I am a fan of a nominee*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	15% (320)	27% (594)	34% (741)	4% (79)	7% (153)	14% (312)	2200
Gender: Male	12% (123)	27% (291)	35% (373)	5% (50)	7% (78)	14% (146)	1062
Gender: Female	17% (197)	27% (303)	32% (368)	3% (29)	7% (75)	15% (166)	1138
Age: 18-29	24% (110)	29% (134)	21% (99)	5% (23)	5% (22)	17% (79)	468
Age: 30-44	17% (92)	32% (174)	28% (154)	3% (16)	6% (30)	14% (79)	545
Age: 45-54	15% (50)	27% (93)	35% (120)	6% (20)	8% (28)	10% (36)	347
Age: 55-64	10% (41)	25% (103)	38% (154)	3% (14)	8% (32)	15% (60)	404
Age: 65+	6% (26)	21% (90)	49% (215)	1% (6)	9% (41)	13% (58)	436
Generation Z: 18-22	26% (66)	29% (74)	19% (49)	6% (15)	5% (12)	15% (39)	255
Millennial: Age 23-38	17% (100)	32% (183)	26% (150)	3% (16)	6% (35)	16% (94)	578
Generation X: Age 39-54	17% (87)	27% (144)	33% (173)	5% (27)	7% (35)	11% (61)	527
Boomers: Age 55-73	8% (58)	24% (178)	44% (328)	2% (19)	8% (62)	13% (100)	745
PID: Dem (no lean)	23% (186)	29% (236)	28% (230)	3% (27)	6% (48)	11% (89)	816
PID: Ind (no lean)	10% (67)	25% (173)	36% (251)	4% (27)	6% (41)	19% (135)	694
PID: Rep (no lean)	10% (67)	27% (185)	38% (261)	4% (25)	9% (64)	13% (89)	690
PID/Gender: Dem Men	21% (69)	27% (91)	31% (104)	5% (18)	5% (17)	11% (38)	337
PID/Gender: Dem Women	24% (117)	30% (145)	26% (125)	2% (10)	6% (31)	11% (51)	479
PID/Gender: Ind Men	6% (23)	28% (106)	39% (145)	4% (15)	6% (24)	17% (62)	375
PID/Gender: Ind Women	14% (44)	21% (67)	33% (106)	4% (11)	5% (17)	23% (72)	318
PID/Gender: Rep Men	9% (31)	27% (95)	36% (124)	5% (17)	10% (36)	13% (46)	349
PID/Gender: Rep Women	11% (36)	26% (90)	40% (136)	2% (8)	8% (27)	12% (43)	341
Ideo: Liberal (1-3)	24% (137)	33% (189)	30% (171)	3% (16)	4% (22)	7% (40)	574
Ideo: Moderate (4)	11% (51)	26% (124)	40% (189)	4% (19)	7% (31)	12% (57)	470
Ideo: Conservative (5-7)	11% (89)	29% (239)	37% (305)	3% (25)	10% (80)	11% (90)	829
Educ: < College	15% (221)	23% (347)	34% (513)	4% (54)	8% (122)	17% (255)	1512
Educ: Bachelors degree	13% (58)	36% (158)	33% (146)	5% (22)	5% (21)	9% (39)	444
Educ: Post-grad	17% (41)	36% (88)	34% (82)	1% (4)	4% (11)	8% (18)	244

Continued on next page

Table HR9_8: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I am a fan of a nominee*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	15% (320)	27% (594)	34% (741)	4% (79)	7% (153)	14% (312)	2200
Income: Under 50k	15% (173)	23% (271)	31% (366)	4% (47)	9% (102)	19% (223)	1183
Income: 50k-100k	15% (106)	31% (217)	37% (254)	3% (22)	5% (34)	9% (62)	696
Income: 100k+	13% (41)	33% (106)	38% (121)	3% (10)	5% (17)	8% (26)	321
Ethnicity: White	13% (226)	27% (461)	36% (618)	3% (58)	7% (113)	14% (245)	1722
Ethnicity: Hispanic	19% (65)	24% (85)	24% (83)	5% (18)	11% (38)	17% (61)	349
Ethnicity: Afr. Am.	21% (59)	26% (72)	24% (66)	5% (14)	8% (23)	15% (41)	274
Ethnicity: Other	17% (35)	30% (61)	28% (57)	3% (7)	9% (18)	13% (27)	204
All Christian	13% (128)	28% (286)	36% (366)	4% (38)	7% (73)	13% (129)	1019
All Non-Christian	19% (17)	36% (32)	21% (19)	4% (3)	5% (4)	16% (14)	89
Atheist	19% (17)	32% (29)	28% (26)	— (0)	8% (8)	13% (12)	92
Agnostic/Nothing in particular	16% (157)	25% (247)	33% (331)	4% (38)	7% (69)	16% (157)	1000
Religious Non-Protestant/Catholic	18% (22)	29% (36)	30% (37)	3% (3)	7% (9)	13% (16)	123
Evangelical	16% (104)	25% (164)	31% (198)	4% (28)	8% (54)	15% (98)	645
Non-Evangelical	15% (112)	29% (221)	37% (283)	3% (22)	6% (43)	12% (91)	773
Community: Urban	19% (104)	26% (140)	30% (161)	4% (21)	6% (35)	14% (78)	538
Community: Suburban	14% (140)	28% (291)	35% (356)	4% (43)	6% (67)	13% (129)	1025
Community: Rural	12% (76)	26% (163)	35% (224)	2% (16)	8% (52)	17% (106)	637
Employ: Private Sector	14% (92)	33% (222)	34% (229)	3% (18)	7% (46)	9% (62)	669
Employ: Government	18% (31)	28% (48)	34% (58)	7% (12)	8% (13)	5% (9)	171
Employ: Self-Employed	20% (37)	23% (44)	39% (74)	3% (6)	4% (8)	10% (20)	189
Employ: Homemaker	15% (22)	21% (30)	34% (49)	1% (2)	9% (13)	20% (29)	145
Employ: Student	30% (44)	32% (48)	19% (28)	3% (4)	4% (5)	13% (19)	148
Employ: Retired	8% (38)	19% (87)	44% (204)	3% (13)	10% (48)	17% (78)	469
Employ: Unemployed	11% (21)	31% (59)	30% (57)	4% (9)	3% (6)	21% (41)	192
Employ: Other	16% (34)	26% (55)	20% (43)	7% (15)	7% (15)	25% (55)	217
Military HH: Yes	12% (42)	24% (84)	43% (152)	2% (8)	7% (26)	12% (43)	355
Military HH: No	15% (278)	28% (510)	32% (589)	4% (71)	7% (128)	15% (270)	1845
RD/WT: Right Direction	12% (94)	25% (206)	35% (287)	4% (32)	9% (74)	15% (121)	814
RD/WT: Wrong Track	16% (226)	28% (388)	33% (454)	3% (48)	6% (79)	14% (192)	1386

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Table HR9_8: In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I am a fan of a nominee

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	15% (320)	27% (594)	34% (741)	4% (79)	7% (153)	14% (312)	2200
Trump Job Approve	10% (93)	27% (243)	37% (332)	4% (37)	8% (73)	13% (120)	898
Trump Job Disapprove	18% (210)	29% (343)	32% (379)	3% (38)	6% (68)	12% (144)	1182
Trump Job Strongly Approve	9% (45)	24% (113)	35% (166)	3% (15)	13% (61)	16% (75)	475
Trump Job Somewhat Approve	12% (49)	31% (129)	39% (166)	5% (22)	3% (12)	11% (45)	423
Trump Job Somewhat Disapprove	9% (28)	32% (97)	37% (113)	5% (15)	5% (15)	12% (35)	303
Trump Job Strongly Disapprove	21% (181)	28% (246)	30% (266)	3% (24)	6% (53)	12% (108)	879
Favorable of Trump	10% (88)	27% (247)	37% (339)	3% (30)	9% (83)	13% (118)	906
Unfavorable of Trump	18% (216)	29% (334)	33% (383)	4% (44)	5% (64)	11% (129)	1169
Very Favorable of Trump	10% (50)	23% (121)	35% (183)	4% (19)	13% (68)	15% (79)	520
Somewhat Favorable of Trump	10% (38)	33% (126)	41% (157)	3% (11)	4% (15)	10% (39)	386
Somewhat Unfavorable of Trump	10% (24)	30% (68)	40% (93)	6% (15)	2% (6)	11% (25)	231
Very Unfavorable of Trump	20% (192)	28% (266)	31% (289)	3% (29)	6% (59)	11% (104)	938
#1 Issue: Economy	14% (80)	33% (190)	33% (191)	3% (17)	7% (39)	11% (64)	581
#1 Issue: Security	14% (64)	22% (104)	36% (172)	3% (16)	10% (47)	15% (69)	472
#1 Issue: Health Care	17% (54)	30% (95)	32% (99)	5% (15)	4% (12)	12% (39)	314
#1 Issue: Medicare / Social Security	7% (21)	19% (56)	42% (128)	4% (12)	8% (24)	20% (61)	303
#1 Issue: Women's Issues	29% (43)	29% (43)	17% (25)	3% (4)	8% (11)	14% (21)	146
#1 Issue: Education	17% (26)	26% (40)	32% (49)	4% (6)	6% (9)	15% (23)	153
#1 Issue: Energy	16% (18)	30% (34)	34% (40)	6% (7)	3% (4)	11% (13)	115
#1 Issue: Other	12% (14)	28% (32)	32% (38)	2% (3)	6% (7)	20% (23)	116
2018 House Vote: Democrat	20% (144)	30% (220)	31% (228)	3% (25)	6% (45)	10% (74)	737
2018 House Vote: Republican	10% (66)	26% (179)	41% (285)	3% (22)	8% (54)	12% (83)	690
2018 House Vote: Someone else	6% (6)	18% (17)	46% (43)	2% (1)	7% (6)	21% (19)	92
2016 Vote: Hillary Clinton	19% (125)	32% (207)	31% (201)	3% (20)	6% (37)	10% (63)	652
2016 Vote: Donald Trump	9% (64)	26% (186)	39% (280)	4% (26)	10% (69)	13% (96)	720
2016 Vote: Other	9% (18)	25% (49)	42% (83)	2% (4)	7% (14)	15% (29)	197
2016 Vote: Didn't Vote	18% (114)	24% (152)	28% (177)	5% (30)	5% (34)	20% (124)	630
Voted in 2014: Yes	14% (187)	28% (372)	36% (484)	3% (44)	8% (112)	11% (147)	1345
Voted in 2014: No	16% (133)	26% (222)	30% (257)	4% (36)	5% (42)	19% (166)	855

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Table HR9_8: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I am a fan of a nominee*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	15% (320)	27% (594)	34% (741)	4% (79)	7% (153)	14% (312)	2200
2012 Vote: Barack Obama	17% (135)	30% (236)	31% (246)	4% (28)	7% (58)	12% (95)	798
2012 Vote: Mitt Romney	9% (47)	29% (158)	41% (225)	2% (10)	9% (50)	11% (59)	549
2012 Vote: Other	2% (2)	19% (19)	42% (41)	7% (7)	10% (10)	19% (19)	98
2012 Vote: Didn't Vote	18% (134)	24% (180)	30% (229)	4% (34)	5% (36)	19% (140)	753
4-Region: Northeast	14% (54)	25% (100)	35% (137)	4% (15)	8% (32)	14% (56)	394
4-Region: Midwest	14% (63)	28% (131)	36% (165)	3% (13)	6% (27)	14% (63)	462
4-Region: South	15% (125)	26% (212)	32% (262)	4% (36)	8% (66)	15% (123)	824
4-Region: West	15% (77)	29% (151)	34% (178)	3% (16)	5% (28)	13% (70)	520
Watch TV: Every day	17% (184)	27% (291)	33% (353)	3% (36)	7% (69)	12% (127)	1060
Watch TV: Several times per week	15% (79)	33% (170)	34% (175)	3% (17)	6% (29)	9% (48)	517
Watch TV: About once per week	9% (16)	28% (47)	29% (48)	5% (8)	8% (13)	20% (33)	165
Watch TV: Several times per month	10% (13)	24% (32)	39% (51)	4% (5)	4% (5)	18% (23)	130
Watch TV: About once per month	7% (4)	11% (6)	33% (19)	8% (5)	16% (9)	24% (13)	55
Watch TV: Less often than once per month	14% (14)	26% (27)	37% (39)	2% (2)	9% (9)	11% (12)	103
Watch TV: Never	6% (10)	13% (21)	34% (58)	3% (5)	11% (19)	33% (56)	169
Watch Movies: Every day	25% (89)	24% (86)	27% (98)	4% (15)	7% (24)	13% (46)	358
Watch Movies: Several times per week	16% (89)	36% (204)	30% (168)	4% (21)	5% (29)	10% (56)	566
Watch Movies: About once per week	12% (46)	30% (116)	33% (129)	3% (12)	10% (39)	13% (50)	392
Watch Movies: Several times per month	13% (40)	22% (66)	43% (129)	5% (15)	3% (10)	13% (38)	298
Watch Movies: About once per month	9% (20)	28% (60)	37% (81)	3% (6)	7% (15)	16% (35)	216
Watch Movies: Less often than once per month	11% (22)	21% (41)	43% (86)	3% (6)	7% (14)	15% (31)	201
Watch Movies: Never	8% (14)	12% (20)	30% (51)	3% (5)	13% (23)	34% (57)	169
Watch Sporting Events: Every day	20% (31)	23% (37)	36% (56)	6% (10)	4% (6)	12% (18)	158
Watch Sporting Events: Several times per week	14% (44)	34% (109)	35% (115)	4% (14)	7% (22)	6% (19)	324
Watch Sporting Events: About once per week	17% (45)	28% (75)	34% (91)	3% (9)	6% (17)	12% (31)	268
Watch Sporting Events: Several times per month	17% (31)	32% (58)	32% (58)	3% (6)	6% (11)	10% (19)	183
Watch Sporting Events: About once per month	17% (26)	27% (43)	27% (43)	6% (9)	6% (9)	18% (28)	158
Watch Sporting Events: Less often than once per month	14% (53)	33% (128)	31% (118)	3% (10)	7% (26)	12% (47)	382
Watch Sporting Events: Never	12% (90)	20% (143)	36% (261)	3% (21)	9% (63)	21% (149)	728

Continued on next page

Table HR9_8: In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I am a fan of a nominee

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	15% (320)	27% (594)	34% (741)	4% (79)	7% (153)	14% (312)	2200
Cable TV: Currently subscribe	15% (168)	26% (284)	36% (394)	4% (46)	7% (72)	11% (123)	1088
Cable TV: Subscribed in past	14% (99)	32% (216)	34% (233)	2% (17)	6% (43)	11% (77)	685
Cable TV: Never subscribed	12% (53)	22% (94)	27% (113)	4% (17)	9% (38)	26% (112)	427
Satellite TV: Currently subscribe	18% (88)	30% (148)	29% (139)	4% (18)	5% (24)	14% (69)	485
Satellite TV: Subscribed in past	14% (82)	29% (165)	36% (208)	2% (14)	7% (40)	11% (64)	573
Satellite TV: Never subscribed	13% (150)	25% (281)	35% (394)	4% (47)	8% (89)	16% (179)	1142
Streaming Services: Currently subscribe	18% (239)	31% (425)	32% (429)	2% (32)	6% (79)	11% (146)	1352
Streaming Services: Subscribed in past	13% (30)	28% (65)	23% (52)	10% (23)	10% (22)	16% (37)	230
Streaming Services: Never subscribed	8% (51)	17% (104)	42% (259)	4% (24)	8% (52)	21% (129)	618
Film: An avid fan	22% (172)	32% (249)	26% (202)	3% (23)	5% (42)	13% (101)	789
Film: A casual fan	11% (124)	27% (314)	39% (459)	4% (46)	7% (86)	13% (147)	1176
Film: Not a fan	10% (24)	13% (31)	34% (79)	4% (10)	11% (26)	27% (64)	235
Television: An avid fan	20% (211)	27% (291)	31% (324)	4% (40)	8% (81)	10% (111)	1057
Television: A casual fan	10% (101)	28% (280)	37% (381)	4% (36)	5% (56)	16% (164)	1017
Television: Not a fan	6% (8)	19% (24)	29% (37)	3% (4)	13% (17)	30% (38)	126
Music: An avid fan	20% (235)	28% (332)	29% (342)	4% (49)	6% (73)	13% (149)	1180
Music: A casual fan	8% (75)	27% (254)	40% (371)	3% (30)	8% (70)	14% (130)	930
Music: Not a fan	11% (10)	9% (8)	31% (28)	1% (1)	11% (10)	37% (33)	90
Fashion: An avid fan	29% (98)	25% (84)	20% (65)	6% (19)	7% (24)	13% (45)	335
Fashion: A casual fan	16% (150)	30% (282)	31% (284)	4% (37)	6% (56)	13% (119)	929
Fashion: Not a fan	8% (72)	24% (228)	42% (391)	2% (23)	8% (74)	16% (149)	936

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

Table HR9_9: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?*
I am a fan of a performer

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (358)	32% (706)	29% (647)	3% (66)	6% (137)	13% (284)	2200
Gender: Male	14% (145)	32% (344)	31% (330)	3% (35)	7% (76)	12% (132)	1062
Gender: Female	19% (213)	32% (363)	28% (318)	3% (31)	5% (61)	13% (152)	1138
Age: 18-29	27% (128)	33% (155)	15% (71)	3% (13)	6% (27)	16% (74)	468
Age: 30-44	22% (120)	34% (185)	24% (133)	4% (20)	5% (26)	11% (62)	545
Age: 45-54	13% (46)	38% (134)	29% (102)	2% (9)	5% (18)	11% (38)	347
Age: 55-64	10% (39)	29% (117)	38% (152)	3% (13)	7% (27)	14% (57)	404
Age: 65+	6% (25)	27% (116)	44% (190)	3% (12)	9% (40)	12% (54)	436
Generation Z: 18-22	28% (71)	35% (90)	12% (30)	3% (7)	7% (17)	16% (40)	255
Millennial: Age 23-38	23% (132)	32% (185)	24% (138)	3% (19)	5% (28)	13% (75)	578
Generation X: Age 39-54	17% (92)	38% (199)	26% (137)	3% (15)	5% (26)	11% (58)	527
Boomers: Age 55-73	8% (56)	29% (212)	41% (307)	3% (24)	7% (54)	12% (92)	745
PID: Dem (no lean)	23% (185)	36% (291)	24% (197)	4% (34)	4% (35)	9% (73)	816
PID: Ind (no lean)	12% (83)	28% (198)	33% (228)	2% (15)	7% (50)	17% (121)	694
PID: Rep (no lean)	13% (90)	31% (217)	32% (222)	3% (17)	8% (53)	13% (90)	690
PID/Gender: Dem Men	20% (67)	34% (114)	28% (94)	5% (15)	4% (15)	9% (32)	337
PID/Gender: Dem Women	25% (118)	37% (177)	22% (103)	4% (19)	4% (20)	9% (41)	479
PID/Gender: Ind Men	9% (33)	31% (117)	35% (130)	3% (10)	8% (30)	15% (56)	375
PID/Gender: Ind Women	16% (50)	25% (81)	31% (98)	1% (5)	6% (20)	20% (64)	318
PID/Gender: Rep Men	13% (45)	32% (113)	30% (106)	3% (10)	9% (31)	12% (44)	349
PID/Gender: Rep Women	13% (45)	31% (104)	34% (116)	2% (8)	6% (22)	14% (47)	341
Ideo: Liberal (1-3)	22% (127)	39% (224)	25% (143)	4% (21)	3% (19)	7% (40)	574
Ideo: Moderate (4)	14% (64)	31% (144)	37% (172)	4% (16)	5% (25)	10% (48)	470
Ideo: Conservative (5-7)	13% (111)	33% (271)	33% (271)	2% (17)	9% (71)	10% (86)	829
Educ: < College	17% (251)	29% (432)	29% (442)	3% (49)	7% (108)	15% (230)	1512
Educ: Bachelors degree	15% (65)	42% (185)	28% (124)	4% (17)	4% (16)	9% (38)	444
Educ: Post-grad	17% (42)	36% (89)	34% (82)	1% (1)	5% (13)	7% (16)	244

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Table HR9_9: In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I am a fan of a performer

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (358)	32% (706)	29% (647)	3% (66)	6% (137)	13% (284)	2200
Income: Under 50k	15% (182)	26% (309)	29% (343)	3% (41)	8% (93)	18% (215)	1183
Income: 50k-100k	19% (130)	37% (260)	30% (207)	2% (16)	4% (30)	8% (52)	696
Income: 100k+	14% (46)	43% (137)	30% (97)	3% (9)	5% (15)	5% (17)	321
Ethnicity: White	14% (248)	33% (561)	32% (544)	3% (45)	6% (99)	13% (225)	1722
Ethnicity: Hispanic	20% (70)	34% (117)	19% (65)	4% (15)	6% (22)	17% (59)	349
Ethnicity: Afr. Am.	25% (69)	30% (82)	19% (53)	4% (10)	9% (25)	13% (35)	274
Ethnicity: Other	21% (42)	31% (63)	25% (51)	5% (11)	7% (13)	12% (24)	204
All Christian	15% (150)	33% (338)	31% (320)	3% (31)	5% (52)	13% (128)	1019
All Non-Christian	20% (18)	36% (32)	28% (25)	1% (1)	5% (5)	10% (9)	89
Atheist	20% (19)	33% (30)	28% (26)	— (0)	7% (6)	12% (11)	92
Agnostic/Nothing in particular	17% (171)	31% (306)	28% (277)	3% (35)	7% (74)	14% (136)	1000
Religious Non-Protestant/Catholic	19% (23)	29% (36)	31% (39)	2% (2)	6% (7)	13% (16)	123
Evangelical	15% (98)	30% (193)	30% (191)	3% (18)	8% (54)	14% (91)	645
Non-Evangelical	16% (127)	36% (278)	30% (234)	3% (24)	4% (28)	11% (83)	773
Community: Urban	22% (117)	28% (152)	26% (140)	4% (21)	7% (40)	13% (67)	538
Community: Suburban	14% (141)	35% (359)	31% (318)	3% (28)	6% (60)	12% (119)	1025
Community: Rural	16% (100)	31% (196)	30% (189)	3% (17)	6% (37)	15% (98)	637
Employ: Private Sector	17% (114)	37% (246)	29% (195)	2% (17)	6% (41)	8% (57)	669
Employ: Government	19% (33)	34% (58)	33% (57)	3% (5)	5% (9)	5% (9)	171
Employ: Self-Employed	19% (36)	36% (67)	29% (55)	3% (6)	4% (8)	9% (17)	189
Employ: Homemaker	18% (25)	29% (43)	24% (34)	4% (6)	6% (9)	19% (27)	145
Employ: Student	33% (49)	36% (53)	14% (20)	2% (3)	4% (5)	12% (17)	148
Employ: Retired	8% (36)	25% (117)	41% (192)	3% (12)	9% (44)	15% (68)	469
Employ: Unemployed	11% (20)	37% (70)	25% (49)	4% (7)	4% (8)	20% (38)	192
Employ: Other	21% (45)	24% (52)	21% (45)	4% (10)	6% (13)	23% (51)	217
Military HH: Yes	12% (42)	27% (96)	40% (141)	3% (12)	5% (19)	12% (44)	355
Military HH: No	17% (316)	33% (610)	27% (507)	3% (54)	6% (118)	13% (240)	1845
RD/WT: Right Direction	15% (121)	31% (249)	31% (256)	2% (18)	7% (58)	14% (112)	814
RD/WT: Wrong Track	17% (237)	33% (457)	28% (392)	3% (48)	6% (80)	12% (172)	1386

Continued on next page

Table HR9_9: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I am a fan of a performer*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (358)	32% (706)	29% (647)	3% (66)	6% (137)	13% (284)	2200
Trump Job Approve	14% (125)	31% (277)	33% (298)	3% (26)	7% (62)	12% (110)	898
Trump Job Disapprove	18% (218)	35% (411)	27% (325)	3% (39)	5% (65)	11% (125)	1182
Trump Job Strongly Approve	12% (56)	28% (133)	33% (156)	2% (10)	11% (51)	15% (69)	475
Trump Job Somewhat Approve	16% (68)	34% (144)	34% (142)	4% (16)	3% (12)	10% (41)	423
Trump Job Somewhat Disapprove	12% (37)	36% (110)	29% (89)	5% (14)	6% (19)	11% (34)	303
Trump Job Strongly Disapprove	21% (181)	34% (301)	27% (236)	3% (25)	5% (46)	10% (90)	879
Favorable of Trump	14% (124)	31% (284)	33% (295)	3% (26)	7% (65)	12% (112)	906
Unfavorable of Trump	19% (218)	35% (404)	28% (330)	3% (38)	6% (66)	10% (113)	1169
Very Favorable of Trump	13% (66)	28% (145)	31% (163)	3% (14)	10% (55)	15% (77)	520
Somewhat Favorable of Trump	15% (59)	36% (139)	34% (132)	3% (12)	3% (10)	9% (35)	386
Somewhat Unfavorable of Trump	12% (27)	38% (88)	32% (73)	4% (9)	5% (11)	10% (23)	231
Very Unfavorable of Trump	20% (191)	34% (316)	27% (257)	3% (30)	6% (55)	10% (90)	938
#1 Issue: Economy	17% (101)	36% (211)	28% (163)	3% (15)	4% (25)	11% (66)	581
#1 Issue: Security	15% (69)	27% (130)	35% (164)	3% (14)	10% (49)	10% (46)	472
#1 Issue: Health Care	17% (54)	36% (113)	30% (94)	2% (6)	2% (6)	13% (39)	314
#1 Issue: Medicare / Social Security	8% (23)	29% (89)	32% (96)	5% (15)	7% (21)	20% (60)	303
#1 Issue: Women's Issues	29% (42)	31% (45)	16% (23)	2% (3)	10% (15)	13% (19)	146
#1 Issue: Education	18% (27)	29% (44)	24% (37)	5% (8)	6% (10)	18% (27)	153
#1 Issue: Energy	21% (24)	38% (44)	26% (30)	3% (4)	4% (4)	8% (9)	115
#1 Issue: Other	15% (18)	27% (31)	33% (39)	2% (2)	7% (8)	15% (18)	116
2018 House Vote: Democrat	20% (145)	39% (285)	26% (193)	3% (20)	5% (37)	8% (57)	737
2018 House Vote: Republican	11% (77)	30% (207)	37% (255)	3% (20)	7% (48)	12% (82)	690
2018 House Vote: Someone else	11% (10)	22% (20)	38% (35)	1% (1)	8% (7)	20% (19)	92
2016 Vote: Hillary Clinton	18% (118)	38% (250)	26% (169)	4% (25)	5% (32)	9% (59)	652
2016 Vote: Donald Trump	11% (82)	31% (221)	35% (254)	3% (19)	7% (53)	13% (92)	720
2016 Vote: Other	13% (26)	24% (48)	41% (81)	2% (4)	6% (12)	13% (25)	197
2016 Vote: Didn't Vote	21% (132)	30% (187)	23% (143)	3% (19)	6% (40)	17% (109)	630
Voted in 2014: Yes	15% (202)	33% (448)	32% (425)	3% (43)	7% (93)	10% (133)	1345
Voted in 2014: No	18% (156)	30% (258)	26% (223)	3% (24)	5% (44)	18% (151)	855

Continued on next page

Table HR9_9: In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I am a fan of a performer

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (358)	32% (706)	29% (647)	3% (66)	6% (137)	13% (284)	2200
2012 Vote: Barack Obama	17% (140)	36% (291)	26% (211)	4% (32)	5% (42)	10% (83)	798
2012 Vote: Mitt Romney	11% (61)	31% (169)	38% (211)	2% (11)	8% (41)	10% (56)	549
2012 Vote: Other	6% (6)	25% (25)	38% (37)	4% (4)	10% (9)	17% (17)	98
2012 Vote: Didn't Vote	20% (152)	29% (219)	25% (189)	3% (19)	6% (45)	17% (129)	753
4-Region: Northeast	17% (67)	30% (119)	31% (124)	3% (12)	5% (21)	13% (51)	394
4-Region: Midwest	14% (63)	33% (155)	31% (145)	3% (14)	5% (25)	13% (60)	462
4-Region: South	18% (149)	31% (257)	28% (232)	3% (21)	7% (55)	13% (110)	824
4-Region: West	15% (79)	34% (176)	28% (146)	4% (20)	7% (36)	12% (64)	520
Watch TV: Every day	19% (205)	34% (356)	29% (304)	3% (32)	5% (52)	10% (111)	1060
Watch TV: Several times per week	16% (84)	37% (189)	29% (150)	3% (14)	7% (37)	8% (43)	517
Watch TV: About once per week	11% (19)	32% (53)	32% (52)	3% (5)	4% (7)	17% (29)	165
Watch TV: Several times per month	12% (15)	30% (40)	31% (41)	4% (5)	5% (6)	18% (23)	130
Watch TV: About once per month	8% (4)	23% (13)	32% (18)	12% (7)	15% (8)	10% (6)	55
Watch TV: Less often than once per month	17% (18)	22% (23)	31% (32)	1% (1)	9% (9)	19% (20)	103
Watch TV: Never	8% (13)	19% (33)	30% (51)	1% (2)	11% (19)	31% (53)	169
Watch Movies: Every day	28% (101)	30% (107)	22% (78)	3% (12)	6% (21)	11% (39)	358
Watch Movies: Several times per week	19% (107)	37% (210)	27% (151)	3% (19)	6% (32)	8% (48)	566
Watch Movies: About once per week	14% (53)	38% (149)	31% (119)	2% (8)	6% (22)	10% (40)	392
Watch Movies: Several times per month	10% (30)	32% (95)	34% (101)	6% (17)	4% (12)	15% (44)	298
Watch Movies: About once per month	13% (28)	36% (78)	30% (64)	3% (7)	5% (10)	14% (30)	216
Watch Movies: Less often than once per month	12% (24)	22% (45)	43% (86)	2% (3)	9% (18)	13% (26)	201
Watch Movies: Never	9% (16)	13% (23)	29% (49)	1% (2)	14% (23)	34% (57)	169
Watch Sporting Events: Every day	23% (37)	36% (56)	27% (43)	3% (4)	4% (7)	7% (11)	158
Watch Sporting Events: Several times per week	20% (63)	37% (120)	29% (94)	4% (12)	7% (23)	4% (13)	324
Watch Sporting Events: About once per week	16% (42)	31% (82)	34% (90)	3% (9)	7% (18)	10% (28)	268
Watch Sporting Events: Several times per month	19% (34)	39% (71)	29% (53)	2% (4)	5% (9)	7% (13)	183
Watch Sporting Events: About once per month	18% (29)	30% (48)	28% (45)	4% (7)	5% (8)	13% (21)	158
Watch Sporting Events: Less often than once per month	16% (60)	39% (148)	24% (90)	3% (13)	6% (22)	13% (49)	382
Watch Sporting Events: Never	13% (94)	25% (182)	32% (233)	2% (18)	7% (51)	21% (151)	728

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Table HR9_9: In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I am a fan of a performer

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (358)	32% (706)	29% (647)	3% (66)	6% (137)	13% (284)	2200
Cable TV: Currently subscribe	17% (184)	30% (330)	33% (357)	3% (35)	5% (59)	11% (123)	1088
Cable TV: Subscribed in past	18% (123)	38% (257)	28% (194)	2% (15)	5% (37)	9% (60)	685
Cable TV: Never subscribed	12% (52)	28% (120)	23% (97)	4% (16)	10% (42)	24% (101)	427
Satellite TV: Currently subscribe	21% (103)	37% (178)	24% (118)	2% (8)	5% (26)	11% (53)	485
Satellite TV: Subscribed in past	16% (89)	35% (198)	31% (179)	4% (21)	5% (26)	10% (60)	573
Satellite TV: Never subscribed	15% (166)	29% (331)	31% (351)	3% (38)	7% (85)	15% (171)	1142
Streaming Services: Currently subscribe	20% (275)	35% (477)	27% (362)	2% (28)	5% (68)	10% (141)	1352
Streaming Services: Subscribed in past	15% (36)	37% (85)	20% (47)	7% (17)	7% (15)	13% (30)	230
Streaming Services: Never subscribed	8% (47)	23% (144)	39% (238)	3% (22)	9% (54)	18% (113)	618
Film: An avid fan	24% (191)	33% (263)	23% (183)	3% (23)	4% (35)	12% (93)	789
Film: A casual fan	12% (145)	34% (395)	34% (394)	3% (37)	6% (75)	11% (129)	1176
Film: Not a fan	9% (22)	20% (48)	30% (70)	3% (6)	12% (27)	27% (62)	235
Television: An avid fan	22% (233)	31% (332)	27% (283)	4% (41)	6% (66)	10% (102)	1057
Television: A casual fan	11% (114)	34% (347)	33% (332)	2% (20)	6% (57)	14% (146)	1017
Television: Not a fan	9% (11)	22% (27)	26% (32)	4% (5)	11% (14)	29% (37)	126
Music: An avid fan	23% (273)	33% (392)	24% (278)	3% (33)	6% (72)	11% (131)	1180
Music: A casual fan	9% (82)	32% (299)	37% (345)	3% (28)	6% (56)	13% (120)	930
Music: Not a fan	4% (3)	17% (15)	27% (24)	6% (5)	10% (9)	37% (33)	90
Fashion: An avid fan	32% (106)	26% (88)	17% (57)	5% (18)	8% (26)	12% (41)	335
Fashion: A casual fan	18% (169)	36% (334)	26% (246)	4% (33)	5% (48)	11% (100)	929
Fashion: Not a fan	9% (84)	30% (285)	37% (345)	2% (15)	7% (64)	15% (143)	936

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

Table HR9_10: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
The program is about the length of an average TV show*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (167)	19% (426)	44% (977)	7% (144)	7% (156)	15% (329)	2200
Gender: Male	6% (67)	19% (199)	44% (471)	8% (83)	8% (82)	15% (159)	1062
Gender: Female	9% (100)	20% (227)	44% (506)	5% (61)	7% (74)	15% (171)	1138
Age: 18-29	12% (56)	16% (76)	33% (154)	11% (51)	9% (41)	19% (89)	468
Age: 30-44	9% (50)	21% (113)	43% (232)	7% (36)	6% (33)	15% (82)	545
Age: 45-54	6% (20)	24% (83)	45% (157)	6% (22)	6% (22)	13% (44)	347
Age: 55-64	5% (22)	20% (80)	50% (202)	5% (19)	6% (23)	14% (57)	404
Age: 65+	4% (19)	17% (74)	53% (233)	4% (16)	8% (37)	13% (57)	436
Generation Z: 18-22	11% (27)	15% (37)	30% (77)	17% (43)	10% (26)	17% (44)	255
Millennial: Age 23-38	10% (59)	20% (116)	38% (222)	6% (36)	7% (40)	18% (105)	578
Generation X: Age 39-54	8% (40)	22% (118)	46% (244)	6% (30)	6% (30)	12% (66)	527
Boomers: Age 55-73	5% (39)	19% (140)	52% (384)	4% (32)	7% (50)	13% (100)	745
PID: Dem (no lean)	11% (86)	21% (175)	43% (348)	8% (66)	5% (41)	12% (101)	816
PID: Ind (no lean)	6% (38)	16% (113)	45% (312)	7% (45)	7% (48)	20% (136)	694
PID: Rep (no lean)	6% (42)	20% (138)	46% (318)	5% (33)	10% (67)	13% (92)	690
PID/Gender: Dem Men	9% (31)	18% (61)	44% (149)	10% (34)	4% (14)	14% (48)	337
PID/Gender: Dem Women	11% (55)	24% (114)	41% (199)	7% (32)	6% (27)	11% (53)	479
PID/Gender: Ind Men	4% (15)	17% (65)	47% (175)	8% (28)	8% (29)	17% (63)	375
PID/Gender: Ind Women	7% (23)	15% (48)	43% (137)	5% (17)	6% (20)	23% (73)	318
PID/Gender: Rep Men	6% (20)	21% (74)	42% (147)	6% (21)	11% (40)	14% (47)	349
PID/Gender: Rep Women	7% (22)	19% (65)	50% (170)	4% (12)	8% (27)	13% (44)	341
Ideo: Liberal (1-3)	11% (64)	25% (142)	45% (256)	8% (46)	3% (18)	8% (48)	574
Ideo: Moderate (4)	6% (26)	17% (81)	50% (236)	7% (31)	7% (31)	14% (65)	470
Ideo: Conservative (5-7)	7% (60)	20% (167)	46% (384)	6% (48)	10% (79)	11% (91)	829
Educ: < College	7% (113)	16% (248)	43% (646)	7% (110)	8% (128)	18% (267)	1512
Educ: Bachelors degree	7% (32)	25% (110)	47% (208)	6% (27)	5% (21)	10% (45)	444
Educ: Post-grad	9% (22)	28% (68)	51% (123)	3% (7)	3% (7)	7% (17)	244

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Table HR9_10: In general, would the following make you more or less likely to watch an awards show or make no difference either way?
The program is about the length of an average TV show

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (167)	19% (426)	44% (977)	7% (144)	7% (156)	15% (329)	2200
Income: Under 50k	7% (86)	15% (182)	40% (479)	7% (87)	9% (104)	21% (245)	1183
Income: 50k-100k	9% (61)	23% (159)	50% (345)	5% (32)	5% (37)	9% (61)	696
Income: 100k+	6% (19)	27% (85)	48% (154)	8% (24)	5% (15)	7% (23)	321
Ethnicity: White	7% (118)	20% (347)	45% (781)	6% (97)	7% (117)	15% (262)	1722
Ethnicity: Hispanic	11% (39)	14% (51)	33% (115)	16% (54)	8% (26)	18% (65)	349
Ethnicity: Afr. Am.	8% (23)	16% (43)	40% (111)	10% (27)	11% (31)	14% (39)	274
Ethnicity: Other	13% (26)	18% (37)	42% (86)	10% (20)	4% (8)	14% (28)	204
All Christian	8% (77)	23% (233)	45% (462)	6% (58)	6% (59)	13% (131)	1019
All Non-Christian	12% (11)	15% (14)	44% (39)	10% (9)	4% (3)	14% (13)	89
Atheist	6% (5)	18% (16)	45% (41)	7% (6)	11% (10)	15% (13)	92
Agnostic/Nothing in particular	7% (74)	16% (164)	44% (435)	7% (70)	8% (84)	17% (172)	1000
Religious Non-Protestant/Catholic	9% (11)	16% (20)	49% (61)	8% (10)	5% (6)	12% (15)	123
Evangelical	8% (51)	19% (122)	40% (260)	8% (50)	10% (65)	15% (97)	645
Non-Evangelical	7% (56)	24% (183)	48% (368)	5% (35)	4% (34)	12% (95)	773
Community: Urban	12% (65)	16% (86)	44% (234)	7% (40)	8% (44)	13% (69)	538
Community: Suburban	6% (62)	21% (220)	46% (469)	6% (66)	7% (67)	14% (141)	1025
Community: Rural	6% (40)	19% (120)	43% (274)	6% (38)	7% (45)	19% (119)	637
Employ: Private Sector	7% (49)	26% (172)	45% (298)	5% (35)	7% (46)	11% (71)	669
Employ: Government	6% (10)	23% (39)	50% (86)	7% (12)	5% (9)	9% (15)	171
Employ: Self-Employed	10% (18)	19% (37)	47% (90)	9% (17)	5% (10)	10% (18)	189
Employ: Homemaker	10% (14)	15% (22)	45% (64)	6% (9)	4% (6)	20% (29)	145
Employ: Student	14% (20)	17% (24)	31% (46)	13% (19)	11% (16)	14% (21)	148
Employ: Retired	6% (28)	16% (73)	50% (236)	4% (17)	9% (40)	16% (75)	469
Employ: Unemployed	5% (9)	14% (26)	46% (89)	10% (20)	4% (8)	21% (40)	192
Employ: Other	8% (17)	16% (34)	32% (69)	7% (15)	10% (21)	28% (61)	217
Military HH: Yes	3% (11)	17% (60)	53% (188)	7% (26)	8% (27)	12% (41)	355
Military HH: No	8% (156)	20% (366)	43% (789)	6% (118)	7% (129)	16% (288)	1845
RD/WT: Right Direction	8% (65)	19% (157)	44% (362)	5% (41)	7% (61)	16% (128)	814
RD/WT: Wrong Track	7% (102)	19% (269)	44% (615)	7% (103)	7% (95)	15% (202)	1386

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Table HR9_10: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?*
The program is about the length of an average TV show

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (167)	19% (426)	44% (977)	7% (144)	7% (156)	15% (329)	2200
Trump Job Approve	6% (53)	20% (176)	47% (427)	5% (44)	8% (71)	14% (128)	898
Trump Job Disapprove	9% (101)	21% (243)	44% (518)	8% (97)	6% (76)	12% (147)	1182
Trump Job Strongly Approve	6% (28)	16% (78)	45% (213)	4% (21)	11% (53)	17% (82)	475
Trump Job Somewhat Approve	6% (25)	23% (98)	51% (214)	5% (23)	4% (18)	11% (46)	423
Trump Job Somewhat Disapprove	5% (15)	22% (68)	43% (130)	9% (28)	7% (20)	14% (42)	303
Trump Job Strongly Disapprove	10% (86)	20% (175)	44% (389)	8% (69)	6% (56)	12% (105)	879
Favorable of Trump	6% (58)	20% (181)	46% (421)	5% (48)	8% (72)	14% (127)	906
Unfavorable of Trump	9% (100)	20% (234)	46% (536)	7% (87)	7% (78)	11% (133)	1169
Very Favorable of Trump	6% (30)	18% (92)	43% (224)	6% (31)	11% (57)	17% (86)	520
Somewhat Favorable of Trump	7% (28)	23% (88)	51% (197)	4% (16)	4% (15)	11% (41)	386
Somewhat Unfavorable of Trump	6% (13)	21% (48)	50% (115)	7% (17)	5% (11)	11% (26)	231
Very Unfavorable of Trump	9% (87)	20% (186)	45% (421)	7% (70)	7% (67)	11% (107)	938
#1 Issue: Economy	5% (30)	23% (133)	46% (266)	7% (42)	7% (40)	12% (70)	581
#1 Issue: Security	8% (37)	18% (86)	43% (204)	7% (35)	10% (48)	13% (63)	472
#1 Issue: Health Care	10% (30)	22% (68)	47% (146)	6% (18)	3% (9)	14% (42)	314
#1 Issue: Medicare / Social Security	4% (13)	18% (53)	45% (138)	4% (11)	6% (18)	23% (69)	303
#1 Issue: Women's Issues	11% (15)	16% (24)	40% (59)	4% (6)	15% (21)	15% (22)	146
#1 Issue: Education	10% (15)	18% (27)	41% (62)	11% (16)	3% (5)	18% (27)	153
#1 Issue: Energy	13% (14)	22% (25)	42% (49)	8% (9)	7% (8)	8% (10)	115
#1 Issue: Other	10% (11)	9% (11)	48% (55)	5% (6)	6% (7)	23% (26)	116
2018 House Vote: Democrat	10% (74)	22% (163)	45% (334)	6% (46)	5% (37)	11% (81)	737
2018 House Vote: Republican	6% (40)	21% (143)	49% (336)	4% (31)	9% (59)	12% (82)	690
2018 House Vote: Someone else	2% (2)	10% (10)	56% (51)	7% (6)	6% (5)	19% (17)	92
2016 Vote: Hillary Clinton	9% (59)	23% (152)	45% (293)	7% (43)	5% (34)	11% (71)	652
2016 Vote: Donald Trump	5% (37)	20% (147)	48% (344)	5% (33)	8% (61)	14% (99)	720
2016 Vote: Other	5% (10)	15% (30)	55% (107)	5% (10)	7% (13)	13% (26)	197
2016 Vote: Didn't Vote	10% (62)	15% (97)	37% (233)	9% (57)	8% (48)	21% (133)	630
Voted in 2014: Yes	8% (101)	21% (288)	47% (634)	5% (68)	7% (96)	12% (157)	1345
Voted in 2014: No	8% (65)	16% (138)	40% (344)	9% (75)	7% (60)	20% (172)	855

Continued on next page

Table HR9_10: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
The program is about the length of an average TV show*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (167)	19% (426)	44% (977)	7% (144)	7% (156)	15% (329)	2200
2012 Vote: Barack Obama	9% (73)	21% (170)	44% (353)	7% (54)	6% (45)	13% (103)	798
2012 Vote: Mitt Romney	5% (27)	22% (123)	51% (278)	3% (18)	7% (40)	11% (63)	549
2012 Vote: Other	— (0)	14% (14)	51% (50)	4% (4)	14% (14)	16% (16)	98
2012 Vote: Didn't Vote	9% (67)	16% (120)	39% (296)	9% (66)	8% (57)	19% (147)	753
4-Region: Northeast	8% (30)	17% (69)	48% (190)	6% (22)	6% (25)	15% (59)	394
4-Region: Midwest	6% (29)	22% (102)	43% (199)	6% (29)	7% (31)	16% (73)	462
4-Region: South	8% (64)	20% (161)	43% (358)	6% (47)	9% (72)	15% (121)	824
4-Region: West	8% (43)	18% (95)	44% (231)	9% (46)	5% (29)	15% (76)	520
Watch TV: Every day	9% (98)	22% (229)	45% (472)	6% (64)	6% (64)	13% (134)	1060
Watch TV: Several times per week	8% (42)	21% (109)	47% (241)	7% (36)	7% (36)	10% (54)	517
Watch TV: About once per week	— (1)	22% (36)	41% (68)	7% (11)	9% (16)	20% (34)	165
Watch TV: Several times per month	2% (3)	20% (26)	52% (68)	5% (7)	5% (7)	15% (19)	130
Watch TV: About once per month	7% (4)	15% (8)	30% (16)	17% (9)	8% (5)	24% (13)	55
Watch TV: Less often than once per month	8% (8)	8% (8)	52% (54)	8% (8)	9% (9)	15% (16)	103
Watch TV: Never	6% (11)	6% (11)	35% (59)	5% (8)	12% (21)	36% (60)	169
Watch Movies: Every day	15% (52)	21% (74)	34% (120)	9% (33)	9% (34)	13% (45)	358
Watch Movies: Several times per week	7% (38)	23% (128)	44% (247)	7% (41)	7% (42)	12% (69)	566
Watch Movies: About once per week	7% (27)	23% (89)	45% (178)	5% (18)	7% (28)	13% (51)	392
Watch Movies: Several times per month	3% (9)	21% (63)	53% (157)	4% (12)	5% (14)	14% (43)	298
Watch Movies: About once per month	8% (17)	15% (32)	48% (103)	11% (23)	6% (12)	13% (29)	216
Watch Movies: Less often than once per month	6% (12)	14% (28)	55% (111)	6% (11)	4% (8)	15% (30)	201
Watch Movies: Never	6% (11)	7% (11)	36% (61)	4% (6)	11% (18)	37% (62)	169
Watch Sporting Events: Every day	13% (20)	24% (38)	36% (57)	10% (16)	8% (12)	9% (15)	158
Watch Sporting Events: Several times per week	9% (29)	23% (75)	47% (152)	6% (19)	6% (21)	9% (28)	324
Watch Sporting Events: About once per week	8% (21)	26% (69)	42% (112)	7% (20)	7% (20)	10% (27)	268
Watch Sporting Events: Several times per month	6% (10)	27% (48)	42% (77)	5% (8)	9% (16)	12% (22)	183
Watch Sporting Events: About once per month	9% (14)	16% (26)	44% (69)	10% (16)	6% (9)	15% (24)	158
Watch Sporting Events: Less often than once per month	7% (28)	20% (77)	44% (167)	8% (32)	5% (19)	16% (59)	382
Watch Sporting Events: Never	6% (44)	13% (94)	47% (344)	4% (32)	8% (60)	21% (154)	728

Continued on next page

Table HR9_10: In general, would the following make you more or less likely to watch an awards show or make no difference either way?
The program is about the length of an average TV show

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (167)	19% (426)	44% (977)	7% (144)	7% (156)	15% (329)	2200
Cable TV: Currently subscribe	10% (104)	20% (219)	45% (490)	6% (63)	7% (78)	12% (133)	1088
Cable TV: Subscribed in past	4% (30)	21% (141)	51% (347)	7% (45)	6% (43)	12% (79)	685
Cable TV: Never subscribed	8% (33)	16% (67)	33% (140)	8% (35)	8% (35)	27% (117)	427
Satellite TV: Currently subscribe	8% (41)	21% (101)	43% (210)	8% (37)	8% (37)	12% (59)	485
Satellite TV: Subscribed in past	6% (35)	23% (132)	46% (263)	6% (35)	6% (32)	13% (75)	573
Satellite TV: Never subscribed	8% (91)	17% (193)	44% (504)	6% (72)	8% (88)	17% (195)	1142
Streaming Services: Currently subscribe	9% (120)	22% (299)	44% (601)	6% (82)	6% (84)	12% (165)	1352
Streaming Services: Subscribed in past	8% (19)	20% (46)	32% (74)	15% (35)	8% (19)	16% (37)	230
Streaming Services: Never subscribed	4% (27)	13% (82)	49% (302)	4% (26)	9% (53)	21% (128)	618
Film: An avid fan	10% (80)	20% (159)	44% (348)	6% (47)	7% (53)	13% (103)	789
Film: A casual fan	6% (69)	20% (239)	46% (536)	7% (88)	7% (83)	14% (161)	1176
Film: Not a fan	8% (18)	12% (29)	40% (93)	4% (9)	9% (20)	28% (66)	235
Television: An avid fan	11% (119)	20% (206)	43% (458)	6% (67)	7% (79)	12% (128)	1057
Television: A casual fan	4% (43)	20% (207)	47% (474)	6% (58)	7% (67)	16% (167)	1017
Television: Not a fan	4% (5)	10% (12)	36% (46)	15% (19)	8% (10)	27% (34)	126
Music: An avid fan	10% (119)	19% (221)	43% (504)	7% (80)	7% (88)	14% (168)	1180
Music: A casual fan	5% (45)	21% (195)	48% (446)	6% (54)	7% (62)	14% (129)	930
Music: Not a fan	3% (3)	12% (10)	30% (27)	12% (11)	8% (7)	36% (32)	90
Fashion: An avid fan	15% (52)	16% (53)	34% (113)	10% (33)	8% (28)	17% (57)	335
Fashion: A casual fan	7% (69)	22% (207)	43% (404)	7% (68)	6% (60)	13% (120)	929
Fashion: Not a fan	5% (46)	18% (166)	49% (461)	5% (43)	7% (68)	16% (152)	936

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

Table HR9_11: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
The program is longer than an average TV show*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	4% (98)	9% (191)	45% (992)	14% (306)	13% (289)	15% (324)	2200
Gender: Male	4% (44)	9% (95)	45% (480)	14% (149)	14% (147)	14% (146)	1062
Gender: Female	5% (53)	8% (96)	45% (512)	14% (157)	12% (142)	16% (178)	1138
Age: 18-29	8% (38)	13% (59)	37% (173)	15% (71)	9% (44)	17% (81)	468
Age: 30-44	5% (27)	10% (55)	43% (236)	14% (79)	10% (53)	17% (95)	545
Age: 45-54	4% (13)	7% (24)	49% (170)	14% (49)	13% (45)	13% (46)	347
Age: 55-64	3% (12)	8% (33)	47% (191)	10% (41)	18% (74)	13% (53)	404
Age: 65+	2% (8)	4% (18)	51% (221)	15% (66)	17% (74)	11% (49)	436
Generation Z: 18-22	7% (18)	16% (41)	35% (89)	17% (43)	9% (22)	17% (42)	255
Millennial: Age 23-38	6% (37)	9% (52)	41% (239)	14% (78)	11% (61)	19% (109)	578
Generation X: Age 39-54	4% (23)	9% (46)	48% (252)	15% (78)	11% (58)	13% (70)	527
Boomers: Age 55-73	2% (18)	7% (50)	49% (363)	14% (101)	17% (129)	11% (84)	745
PID: Dem (no lean)	6% (49)	11% (90)	46% (373)	15% (121)	11% (87)	12% (96)	816
PID: Ind (no lean)	3% (23)	7% (49)	46% (319)	12% (83)	11% (76)	21% (144)	694
PID: Rep (no lean)	4% (26)	7% (52)	43% (300)	15% (102)	18% (126)	12% (84)	690
PID/Gender: Dem Men	6% (19)	12% (39)	45% (153)	14% (46)	11% (38)	13% (43)	337
PID/Gender: Dem Women	6% (29)	11% (50)	46% (221)	16% (75)	10% (49)	11% (53)	479
PID/Gender: Ind Men	3% (11)	7% (26)	47% (175)	14% (53)	12% (46)	17% (65)	375
PID/Gender: Ind Women	4% (12)	7% (23)	45% (143)	9% (30)	9% (30)	25% (79)	318
PID/Gender: Rep Men	4% (14)	8% (30)	44% (152)	15% (51)	18% (64)	11% (39)	349
PID/Gender: Rep Women	3% (12)	6% (22)	43% (148)	15% (52)	18% (62)	13% (45)	341
Ideo: Liberal (1-3)	7% (40)	10% (56)	52% (299)	16% (91)	7% (38)	9% (50)	574
Ideo: Moderate (4)	4% (19)	9% (44)	45% (212)	15% (68)	14% (68)	12% (58)	470
Ideo: Conservative (5-7)	3% (25)	7% (56)	47% (388)	15% (122)	19% (156)	10% (82)	829
Educ: < College	5% (77)	9% (133)	44% (661)	13% (190)	13% (191)	17% (260)	1512
Educ: Bachelors degree	3% (13)	9% (41)	48% (211)	16% (69)	14% (62)	11% (47)	444
Educ: Post-grad	3% (7)	7% (17)	49% (119)	19% (48)	15% (36)	7% (17)	244

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Table HR9_11: In general, would the following make you more or less likely to watch an awards show or make no difference either way?
The program is longer than an average TV show

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	4% (98)	9% (191)	45% (992)	14% (306)	13% (289)	15% (324)	2200
Income: Under 50k	5% (59)	8% (98)	40% (474)	12% (144)	14% (166)	20% (242)	1183
Income: 50k-100k	5% (33)	9% (62)	50% (346)	15% (108)	13% (89)	9% (59)	696
Income: 100k+	2% (5)	10% (31)	54% (172)	17% (55)	11% (35)	7% (22)	321
Ethnicity: White	4% (66)	9% (148)	46% (789)	14% (245)	13% (226)	14% (248)	1722
Ethnicity: Hispanic	5% (19)	10% (34)	37% (130)	14% (50)	16% (56)	17% (60)	349
Ethnicity: Afr. Am.	6% (16)	11% (29)	41% (111)	13% (34)	13% (36)	17% (46)	274
Ethnicity: Other	7% (15)	6% (13)	45% (91)	13% (27)	13% (27)	15% (30)	204
All Christian	4% (36)	9% (90)	46% (465)	15% (156)	14% (141)	13% (131)	1019
All Non-Christian	6% (5)	12% (10)	42% (38)	17% (15)	10% (9)	13% (12)	89
Atheist	6% (5)	8% (8)	48% (44)	17% (16)	5% (4)	16% (15)	92
Agnostic/Nothing in particular	5% (50)	8% (83)	45% (445)	12% (120)	13% (135)	17% (167)	1000
Religious Non-Protestant/Catholic	5% (6)	9% (11)	43% (53)	20% (24)	12% (15)	12% (14)	123
Evangelical	4% (28)	8% (51)	42% (268)	13% (85)	18% (115)	15% (99)	645
Non-Evangelical	4% (33)	9% (69)	49% (381)	15% (115)	11% (82)	12% (93)	773
Community: Urban	7% (37)	10% (54)	44% (238)	15% (79)	11% (62)	13% (68)	538
Community: Suburban	4% (40)	8% (87)	45% (466)	15% (152)	14% (143)	13% (138)	1025
Community: Rural	3% (20)	8% (50)	45% (288)	12% (76)	13% (85)	19% (118)	637
Employ: Private Sector	4% (26)	10% (68)	47% (313)	15% (98)	14% (97)	10% (67)	669
Employ: Government	4% (7)	8% (13)	49% (83)	16% (27)	14% (23)	10% (17)	171
Employ: Self-Employed	8% (15)	9% (17)	52% (98)	11% (22)	8% (16)	11% (21)	189
Employ: Homemaker	8% (12)	9% (14)	39% (56)	14% (20)	8% (12)	22% (32)	145
Employ: Student	8% (12)	12% (18)	40% (60)	18% (27)	8% (12)	13% (19)	148
Employ: Retired	2% (11)	5% (23)	46% (218)	15% (70)	17% (77)	15% (70)	469
Employ: Unemployed	2% (3)	11% (21)	51% (98)	7% (13)	11% (21)	19% (37)	192
Employ: Other	5% (12)	8% (17)	31% (67)	14% (30)	14% (31)	28% (61)	217
Military HH: Yes	5% (17)	7% (26)	48% (172)	15% (53)	14% (48)	11% (38)	355
Military HH: No	4% (81)	9% (164)	44% (820)	14% (254)	13% (241)	15% (286)	1845
RD/WT: Right Direction	4% (36)	8% (62)	43% (350)	15% (119)	17% (135)	14% (111)	814
RD/WT: Wrong Track	4% (61)	9% (129)	46% (642)	13% (187)	11% (154)	15% (214)	1386

Continued on next page

Table HR9_11: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
The program is longer than an average TV show*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	4% (98)	9% (191)	45% (992)	14% (306)	13% (289)	15% (324)	2200
Trump Job Approve	4% (34)	8% (68)	46% (410)	14% (127)	16% (146)	13% (113)	898
Trump Job Disapprove	5% (57)	10% (117)	46% (546)	14% (169)	11% (135)	13% (158)	1182
Trump Job Strongly Approve	3% (16)	6% (27)	44% (210)	11% (53)	22% (105)	13% (63)	475
Trump Job Somewhat Approve	4% (18)	10% (41)	47% (200)	18% (74)	10% (41)	12% (50)	423
Trump Job Somewhat Disapprove	3% (8)	14% (43)	43% (132)	14% (43)	13% (40)	12% (37)	303
Trump Job Strongly Disapprove	6% (49)	8% (74)	47% (414)	14% (126)	11% (95)	14% (120)	879
Favorable of Trump	4% (36)	8% (72)	45% (406)	14% (131)	17% (153)	12% (109)	906
Unfavorable of Trump	5% (55)	9% (110)	48% (561)	14% (166)	11% (128)	13% (149)	1169
Very Favorable of Trump	3% (18)	8% (43)	41% (215)	12% (62)	22% (112)	14% (71)	520
Somewhat Favorable of Trump	5% (18)	8% (29)	49% (190)	18% (69)	11% (41)	10% (38)	386
Somewhat Unfavorable of Trump	3% (8)	13% (30)	47% (109)	13% (31)	11% (25)	12% (27)	231
Very Unfavorable of Trump	5% (47)	8% (80)	48% (452)	14% (135)	11% (103)	13% (121)	938
#1 Issue: Economy	3% (17)	9% (50)	50% (288)	14% (82)	12% (70)	13% (73)	581
#1 Issue: Security	4% (18)	8% (37)	42% (200)	12% (58)	21% (101)	12% (57)	472
#1 Issue: Health Care	7% (22)	9% (27)	44% (138)	16% (50)	10% (32)	14% (44)	314
#1 Issue: Medicare / Social Security	2% (5)	10% (29)	43% (130)	14% (42)	11% (35)	20% (62)	303
#1 Issue: Women's Issues	7% (11)	11% (16)	40% (59)	12% (18)	11% (16)	18% (27)	146
#1 Issue: Education	6% (9)	10% (15)	44% (68)	13% (21)	9% (14)	18% (27)	153
#1 Issue: Energy	9% (10)	8% (10)	40% (46)	20% (24)	12% (14)	10% (11)	115
#1 Issue: Other	4% (5)	5% (6)	53% (62)	10% (12)	6% (7)	21% (24)	116
2018 House Vote: Democrat	6% (41)	11% (78)	47% (347)	15% (107)	11% (79)	11% (84)	737
2018 House Vote: Republican	3% (18)	7% (51)	47% (323)	14% (98)	18% (124)	11% (77)	690
2018 House Vote: Someone else	2% (2)	8% (7)	48% (44)	10% (9)	10% (9)	22% (21)	92
2016 Vote: Hillary Clinton	5% (32)	11% (72)	49% (317)	15% (100)	9% (58)	11% (73)	652
2016 Vote: Donald Trump	3% (19)	8% (54)	45% (325)	14% (101)	19% (134)	12% (87)	720
2016 Vote: Other	4% (7)	5% (9)	50% (99)	15% (30)	12% (23)	15% (29)	197
2016 Vote: Didn't Vote	6% (39)	9% (56)	40% (250)	12% (75)	12% (74)	22% (136)	630
Voted in 2014: Yes	4% (50)	8% (109)	48% (644)	14% (191)	15% (201)	11% (149)	1345
Voted in 2014: No	6% (47)	9% (81)	41% (348)	14% (116)	10% (88)	20% (175)	855

Continued on next page

Table HR9_11: In general, would the following make you more or less likely to watch an awards show or make no difference either way?
The program is longer than an average TV show

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	4% (98)	9% (191)	45% (992)	14% (306)	13% (289)	15% (324)	2200
2012 Vote: Barack Obama	5% (39)	9% (75)	46% (369)	15% (120)	11% (91)	13% (104)	798
2012 Vote: Mitt Romney	2% (12)	6% (31)	49% (271)	16% (87)	17% (96)	10% (53)	549
2012 Vote: Other	— (0)	4% (4)	49% (48)	7% (6)	24% (24)	17% (16)	98
2012 Vote: Didn't Vote	6% (47)	11% (81)	40% (304)	12% (93)	10% (77)	20% (152)	753
4-Region: Northeast	5% (18)	8% (32)	41% (161)	16% (64)	12% (48)	18% (70)	394
4-Region: Midwest	4% (17)	7% (33)	46% (213)	15% (70)	13% (59)	15% (70)	462
4-Region: South	5% (44)	9% (76)	44% (364)	12% (97)	15% (121)	15% (122)	824
4-Region: West	3% (18)	10% (50)	49% (254)	14% (75)	12% (61)	12% (62)	520
Watch TV: Every day	5% (57)	10% (108)	46% (492)	15% (162)	11% (114)	12% (127)	1060
Watch TV: Several times per week	4% (23)	10% (52)	45% (234)	14% (71)	16% (82)	11% (55)	517
Watch TV: About once per week	3% (5)	6% (10)	40% (66)	14% (23)	16% (27)	21% (34)	165
Watch TV: Several times per month	2% (3)	5% (7)	52% (67)	14% (19)	11% (14)	15% (19)	130
Watch TV: About once per month	7% (4)	1% (1)	32% (18)	9% (5)	30% (16)	21% (12)	55
Watch TV: Less often than once per month	— (0)	8% (8)	46% (48)	20% (21)	10% (11)	14% (15)	103
Watch TV: Never	3% (6)	3% (5)	40% (67)	3% (5)	14% (24)	36% (62)	169
Watch Movies: Every day	10% (34)	16% (58)	36% (127)	12% (43)	14% (51)	12% (44)	358
Watch Movies: Several times per week	4% (24)	11% (64)	46% (261)	14% (80)	13% (76)	11% (62)	566
Watch Movies: About once per week	4% (16)	7% (26)	44% (173)	18% (70)	12% (47)	15% (59)	392
Watch Movies: Several times per month	5% (14)	4% (12)	51% (151)	17% (52)	11% (33)	12% (37)	298
Watch Movies: About once per month	1% (3)	7% (14)	50% (108)	14% (29)	14% (31)	15% (32)	216
Watch Movies: Less often than once per month	1% (1)	5% (9)	52% (105)	12% (24)	15% (31)	15% (30)	201
Watch Movies: Never	3% (5)	4% (6)	39% (66)	5% (9)	13% (21)	36% (61)	169
Watch Sporting Events: Every day	8% (12)	13% (20)	41% (65)	13% (20)	15% (24)	10% (16)	158
Watch Sporting Events: Several times per week	8% (25)	10% (33)	50% (161)	14% (44)	14% (47)	4% (14)	324
Watch Sporting Events: About once per week	4% (11)	13% (36)	42% (113)	18% (47)	14% (37)	9% (24)	268
Watch Sporting Events: Several times per month	5% (10)	8% (15)	45% (83)	14% (26)	15% (27)	12% (22)	183
Watch Sporting Events: About once per month	3% (5)	9% (15)	45% (71)	15% (23)	8% (12)	21% (33)	158
Watch Sporting Events: Less often than once per month	2% (9)	11% (42)	44% (170)	19% (74)	9% (35)	14% (52)	382
Watch Sporting Events: Never	4% (26)	4% (31)	45% (329)	10% (72)	15% (107)	22% (163)	728

Continued on next page

Table HR9_11: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
The program is longer than an average TV show*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	4% (98)	9% (191)	45% (992)	14% (306)	13% (289)	15% (324)	2200
Cable TV: Currently subscribe	6% (60)	11% (118)	44% (478)	13% (146)	14% (152)	12% (135)	1088
Cable TV: Subscribed in past	2% (13)	8% (58)	52% (354)	14% (98)	12% (82)	12% (79)	685
Cable TV: Never subscribed	6% (24)	4% (15)	37% (160)	15% (62)	13% (55)	26% (110)	427
Satellite TV: Currently subscribe	5% (25)	9% (43)	46% (225)	14% (70)	10% (50)	15% (73)	485
Satellite TV: Subscribed in past	4% (22)	10% (59)	46% (261)	15% (84)	14% (80)	12% (67)	573
Satellite TV: Never subscribed	4% (51)	8% (88)	44% (506)	13% (153)	14% (159)	16% (184)	1142
Streaming Services: Currently subscribe	5% (73)	10% (139)	47% (633)	15% (201)	11% (151)	12% (155)	1352
Streaming Services: Subscribed in past	2% (5)	11% (24)	36% (83)	17% (39)	17% (40)	17% (39)	230
Streaming Services: Never subscribed	3% (19)	4% (27)	45% (276)	11% (67)	16% (99)	21% (130)	618
Film: An avid fan	8% (59)	11% (85)	45% (357)	13% (101)	11% (85)	13% (101)	789
Film: A casual fan	2% (28)	8% (94)	46% (537)	16% (191)	14% (168)	13% (159)	1176
Film: Not a fan	5% (11)	5% (12)	42% (98)	6% (14)	15% (36)	28% (65)	235
Television: An avid fan	7% (73)	11% (118)	45% (478)	12% (132)	13% (139)	11% (117)	1057
Television: A casual fan	2% (22)	7% (68)	47% (474)	15% (148)	13% (136)	17% (169)	1017
Television: Not a fan	2% (3)	4% (4)	32% (40)	21% (26)	11% (14)	30% (38)	126
Music: An avid fan	6% (72)	10% (113)	45% (534)	13% (151)	12% (141)	14% (169)	1180
Music: A casual fan	3% (25)	8% (77)	46% (428)	15% (142)	14% (133)	13% (125)	930
Music: Not a fan	1% (1)	1% (1)	33% (30)	15% (13)	17% (15)	33% (30)	90
Fashion: An avid fan	10% (33)	13% (43)	38% (126)	13% (43)	10% (33)	17% (56)	335
Fashion: A casual fan	5% (42)	9% (83)	45% (422)	14% (132)	13% (124)	14% (126)	929
Fashion: Not a fan	2% (22)	7% (64)	47% (444)	14% (131)	14% (132)	15% (143)	936

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

Table HR9_12: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
 The program is about the length of an average film*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (144)	14% (299)	47% (1023)	9% (200)	9% (208)	15% (326)	2200
Gender: Male	5% (52)	13% (134)	48% (506)	10% (111)	10% (110)	14% (149)	1062
Gender: Female	8% (92)	15% (165)	45% (518)	8% (89)	9% (97)	16% (177)	1138
Age: 18-29	10% (49)	14% (64)	38% (177)	10% (45)	9% (41)	19% (91)	468
Age: 30-44	9% (47)	16% (87)	45% (245)	10% (53)	7% (37)	14% (76)	545
Age: 45-54	6% (20)	13% (46)	47% (165)	10% (34)	11% (39)	12% (43)	347
Age: 55-64	4% (15)	14% (57)	51% (205)	7% (28)	10% (42)	14% (57)	404
Age: 65+	3% (13)	10% (45)	53% (233)	9% (39)	11% (48)	13% (58)	436
Generation Z: 18-22	11% (28)	14% (35)	38% (98)	11% (29)	8% (21)	17% (44)	255
Millennial: Age 23-38	8% (49)	15% (88)	42% (243)	8% (47)	9% (50)	17% (101)	578
Generation X: Age 39-54	7% (39)	14% (75)	46% (245)	11% (57)	9% (46)	12% (66)	527
Boomers: Age 55-73	3% (24)	13% (94)	53% (393)	8% (61)	10% (78)	13% (95)	745
PID: Dem (no lean)	10% (79)	17% (135)	46% (379)	8% (66)	8% (62)	12% (96)	816
PID: Ind (no lean)	5% (33)	11% (78)	47% (328)	9% (62)	9% (61)	19% (132)	694
PID: Rep (no lean)	5% (32)	13% (87)	46% (317)	10% (72)	12% (85)	14% (98)	690
PID/Gender: Dem Men	8% (26)	18% (61)	48% (161)	9% (29)	6% (20)	12% (41)	337
PID/Gender: Dem Women	11% (53)	16% (74)	46% (218)	8% (37)	9% (42)	11% (55)	479
PID/Gender: Ind Men	2% (7)	11% (40)	49% (186)	12% (44)	10% (38)	16% (60)	375
PID/Gender: Ind Women	8% (26)	12% (38)	45% (142)	6% (18)	7% (24)	23% (72)	318
PID/Gender: Rep Men	5% (19)	9% (33)	46% (159)	11% (38)	15% (52)	14% (47)	349
PID/Gender: Rep Women	4% (14)	16% (53)	46% (158)	10% (34)	9% (32)	15% (50)	341
Ideo: Liberal (1-3)	10% (57)	16% (95)	50% (286)	10% (57)	6% (35)	8% (45)	574
Ideo: Moderate (4)	4% (21)	13% (61)	53% (250)	8% (39)	8% (37)	13% (61)	470
Ideo: Conservative (5-7)	5% (44)	13% (108)	47% (390)	10% (86)	13% (108)	11% (93)	829
Educ: < College	7% (110)	12% (182)	45% (681)	9% (131)	10% (145)	17% (263)	1512
Educ: Bachelors degree	4% (19)	18% (79)	50% (222)	8% (37)	10% (43)	10% (43)	444
Educ: Post-grad	6% (15)	16% (38)	49% (121)	13% (32)	8% (19)	8% (20)	244

Continued on next page

Table HR9_12: In general, would the following make you more or less likely to watch an awards show or make no difference either way?
The program is about the length of an average film

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (144)	14% (299)	47% (1023)	9% (200)	9% (208)	15% (326)	2200
Income: Under 50k	7% (78)	12% (141)	43% (503)	8% (97)	11% (125)	20% (238)	1183
Income: 50k-100k	7% (51)	16% (110)	50% (350)	9% (61)	8% (56)	10% (67)	696
Income: 100k+	4% (14)	15% (48)	53% (170)	13% (41)	8% (27)	6% (20)	321
Ethnicity: White	6% (104)	14% (236)	47% (807)	10% (169)	9% (154)	15% (251)	1722
Ethnicity: Hispanic	7% (25)	14% (49)	36% (127)	12% (41)	11% (40)	19% (67)	349
Ethnicity: Afr. Am.	10% (28)	13% (37)	44% (121)	6% (15)	11% (30)	16% (44)	274
Ethnicity: Other	6% (12)	13% (27)	47% (96)	8% (16)	12% (24)	15% (30)	204
All Christian	5% (53)	15% (158)	47% (477)	10% (100)	9% (94)	14% (138)	1019
All Non-Christian	12% (10)	15% (13)	47% (42)	11% (9)	6% (5)	10% (9)	89
Atheist	10% (9)	13% (12)	43% (39)	13% (12)	7% (7)	14% (13)	92
Agnostic/Nothing in particular	7% (72)	12% (116)	47% (465)	8% (79)	10% (102)	17% (165)	1000
Religious Non-Protestant/Catholic	9% (11)	11% (13)	50% (62)	13% (16)	8% (10)	9% (11)	123
Evangelical	6% (40)	15% (98)	41% (267)	9% (59)	13% (81)	16% (100)	645
Non-Evangelical	6% (46)	14% (111)	49% (380)	10% (77)	8% (60)	13% (98)	773
Community: Urban	10% (56)	13% (68)	46% (248)	8% (45)	9% (46)	14% (76)	538
Community: Suburban	5% (48)	15% (156)	46% (476)	10% (107)	10% (104)	13% (135)	1025
Community: Rural	6% (40)	12% (75)	47% (300)	8% (48)	9% (58)	18% (115)	637
Employ: Private Sector	6% (38)	18% (120)	45% (302)	10% (67)	11% (74)	10% (69)	669
Employ: Government	7% (11)	17% (29)	50% (85)	12% (20)	6% (11)	9% (15)	171
Employ: Self-Employed	8% (16)	15% (28)	54% (102)	8% (15)	7% (14)	8% (15)	189
Employ: Homemaker	7% (10)	7% (11)	48% (70)	11% (16)	5% (8)	20% (30)	145
Employ: Student	13% (20)	15% (22)	36% (53)	15% (22)	6% (9)	15% (22)	148
Employ: Retired	4% (17)	10% (46)	52% (244)	7% (35)	11% (50)	16% (77)	469
Employ: Unemployed	5% (10)	12% (22)	52% (100)	3% (5)	9% (17)	20% (38)	192
Employ: Other	10% (22)	11% (23)	31% (68)	9% (19)	11% (25)	28% (60)	217
Military HH: Yes	5% (17)	13% (45)	50% (177)	11% (38)	11% (39)	11% (40)	355
Military HH: No	7% (127)	14% (255)	46% (846)	9% (162)	9% (169)	16% (286)	1845
RD/WT: Right Direction	6% (53)	12% (102)	45% (362)	9% (75)	12% (96)	15% (126)	814
RD/WT: Wrong Track	7% (91)	14% (198)	48% (661)	9% (125)	8% (111)	14% (200)	1386

Continued on next page

Table HR9_12: In general, would the following make you more or less likely to watch an awards show or make no difference either way?
The program is about the length of an average film

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (144)	14% (299)	47% (1023)	9% (200)	9% (208)	15% (326)	2200
Trump Job Approve	5% (41)	13% (116)	48% (434)	9% (82)	11% (100)	14% (125)	898
Trump Job Disapprove	8% (94)	14% (169)	47% (559)	10% (114)	8% (97)	13% (148)	1182
Trump Job Strongly Approve	5% (22)	11% (53)	43% (205)	9% (45)	15% (70)	17% (79)	475
Trump Job Somewhat Approve	5% (19)	15% (63)	54% (229)	9% (37)	7% (30)	11% (46)	423
Trump Job Somewhat Disapprove	6% (17)	14% (43)	49% (148)	11% (33)	9% (26)	12% (36)	303
Trump Job Strongly Disapprove	9% (76)	14% (126)	47% (411)	9% (82)	8% (71)	13% (113)	879
Favorable of Trump	5% (43)	13% (122)	47% (425)	10% (89)	11% (100)	14% (127)	906
Unfavorable of Trump	8% (91)	14% (169)	49% (568)	9% (109)	8% (98)	11% (134)	1169
Very Favorable of Trump	4% (23)	12% (60)	41% (215)	11% (59)	15% (79)	16% (85)	520
Somewhat Favorable of Trump	5% (21)	16% (61)	54% (210)	8% (30)	6% (21)	11% (42)	386
Somewhat Unfavorable of Trump	4% (10)	15% (34)	52% (121)	9% (21)	8% (18)	11% (26)	231
Very Unfavorable of Trump	9% (81)	14% (134)	48% (447)	9% (88)	8% (80)	12% (108)	938
#1 Issue: Economy	7% (39)	13% (77)	50% (291)	9% (54)	9% (53)	12% (67)	581
#1 Issue: Security	6% (27)	13% (61)	45% (213)	8% (39)	13% (63)	14% (68)	472
#1 Issue: Health Care	9% (28)	20% (62)	45% (142)	8% (24)	6% (17)	13% (41)	314
#1 Issue: Medicare / Social Security	3% (9)	11% (35)	47% (143)	9% (29)	9% (27)	20% (61)	303
#1 Issue: Women's Issues	11% (16)	9% (13)	40% (59)	7% (10)	15% (22)	18% (26)	146
#1 Issue: Education	6% (9)	15% (23)	44% (67)	13% (19)	8% (12)	15% (22)	153
#1 Issue: Energy	9% (10)	12% (14)	48% (55)	17% (19)	6% (7)	9% (10)	115
#1 Issue: Other	5% (6)	12% (14)	46% (53)	6% (7)	6% (7)	25% (29)	116
2018 House Vote: Democrat	9% (65)	16% (118)	48% (355)	8% (61)	8% (58)	11% (80)	737
2018 House Vote: Republican	4% (25)	12% (81)	50% (343)	11% (73)	11% (75)	14% (93)	690
2018 House Vote: Someone else	2% (2)	10% (10)	51% (47)	8% (8)	8% (7)	19% (18)	92
2016 Vote: Hillary Clinton	8% (53)	16% (104)	49% (319)	9% (57)	7% (47)	11% (72)	652
2016 Vote: Donald Trump	4% (26)	13% (93)	47% (337)	10% (75)	12% (85)	15% (105)	720
2016 Vote: Other	6% (11)	10% (19)	57% (113)	7% (14)	8% (15)	12% (24)	197
2016 Vote: Didn't Vote	9% (54)	13% (83)	40% (254)	8% (53)	10% (61)	20% (125)	630
Voted in 2014: Yes	6% (79)	14% (182)	49% (665)	9% (123)	10% (139)	12% (156)	1345
Voted in 2014: No	8% (65)	14% (117)	42% (358)	9% (77)	8% (68)	20% (170)	855

Continued on next page

Table HR9_12: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
The program is about the length of an average film*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (144)	14% (299)	47% (1023)	9% (200)	9% (208)	15% (326)	2200
2012 Vote: Barack Obama	8% (61)	14% (113)	49% (387)	9% (71)	8% (65)	13% (100)	798
2012 Vote: Mitt Romney	3% (19)	14% (75)	51% (282)	9% (51)	10% (58)	12% (64)	549
2012 Vote: Other	1% (1)	8% (8)	48% (47)	10% (10)	17% (17)	16% (16)	98
2012 Vote: Didn't Vote	8% (63)	14% (104)	41% (307)	9% (68)	9% (66)	19% (146)	753
4-Region: Northeast	6% (25)	14% (57)	45% (177)	10% (38)	10% (40)	14% (57)	394
4-Region: Midwest	7% (31)	12% (56)	47% (216)	9% (41)	10% (47)	15% (70)	462
4-Region: South	8% (62)	15% (121)	46% (383)	8% (63)	9% (75)	15% (121)	824
4-Region: West	5% (26)	13% (66)	48% (247)	11% (58)	9% (45)	15% (77)	520
Watch TV: Every day	8% (89)	14% (153)	47% (502)	9% (92)	8% (89)	13% (135)	1060
Watch TV: Several times per week	6% (31)	15% (75)	47% (244)	10% (53)	12% (62)	10% (52)	517
Watch TV: About once per week	2% (3)	18% (30)	45% (74)	10% (16)	7% (11)	18% (30)	165
Watch TV: Several times per month	2% (3)	10% (14)	54% (70)	10% (13)	6% (7)	17% (22)	130
Watch TV: About once per month	4% (2)	4% (2)	50% (27)	9% (5)	12% (7)	21% (12)	55
Watch TV: Less often than once per month	7% (7)	18% (19)	41% (42)	10% (10)	10% (10)	14% (14)	103
Watch TV: Never	5% (8)	4% (7)	37% (62)	6% (10)	13% (22)	35% (59)	169
Watch Movies: Every day	14% (51)	17% (60)	39% (139)	6% (20)	12% (41)	13% (47)	358
Watch Movies: Several times per week	8% (43)	17% (99)	47% (266)	10% (54)	8% (43)	11% (62)	566
Watch Movies: About once per week	5% (18)	15% (58)	47% (186)	9% (35)	11% (43)	14% (53)	392
Watch Movies: Several times per month	2% (7)	10% (30)	54% (160)	12% (35)	8% (25)	14% (42)	298
Watch Movies: About once per month	6% (14)	11% (25)	49% (106)	12% (25)	8% (17)	13% (29)	216
Watch Movies: Less often than once per month	2% (4)	12% (23)	53% (106)	9% (18)	9% (17)	16% (32)	201
Watch Movies: Never	5% (8)	4% (6)	36% (61)	7% (12)	13% (21)	36% (61)	169
Watch Sporting Events: Every day	13% (21)	14% (23)	49% (78)	5% (7)	8% (13)	11% (17)	158
Watch Sporting Events: Several times per week	9% (28)	14% (44)	48% (157)	9% (28)	12% (39)	9% (29)	324
Watch Sporting Events: About once per week	8% (22)	18% (48)	43% (115)	13% (36)	8% (21)	10% (26)	268
Watch Sporting Events: Several times per month	4% (7)	14% (25)	50% (91)	11% (20)	11% (19)	11% (20)	183
Watch Sporting Events: About once per month	5% (8)	19% (30)	39% (62)	14% (22)	8% (13)	15% (24)	158
Watch Sporting Events: Less often than once per month	5% (19)	15% (56)	49% (188)	9% (33)	8% (30)	15% (56)	382
Watch Sporting Events: Never	6% (40)	10% (73)	46% (333)	7% (54)	10% (73)	21% (154)	728

Continued on next page

Table HR9_12: In general, would the following make you more or less likely to watch an awards show or make no difference either way?
The program is about the length of an average film

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (144)	14% (299)	47% (1023)	9% (200)	9% (208)	15% (326)	2200
Cable TV: Currently subscribe	8% (86)	14% (157)	46% (495)	10% (109)	10% (111)	12% (130)	1088
Cable TV: Subscribed in past	5% (35)	14% (93)	53% (365)	9% (59)	7% (48)	12% (85)	685
Cable TV: Never subscribed	5% (23)	12% (50)	38% (163)	7% (32)	11% (48)	26% (111)	427
Satellite TV: Currently subscribe	9% (42)	18% (86)	44% (214)	8% (40)	8% (40)	13% (64)	485
Satellite TV: Subscribed in past	4% (21)	13% (77)	53% (304)	8% (48)	8% (48)	13% (75)	573
Satellite TV: Never subscribed	7% (81)	12% (137)	44% (505)	10% (112)	11% (120)	16% (186)	1142
Streaming Services: Currently subscribe	8% (107)	16% (216)	46% (626)	10% (132)	8% (108)	12% (162)	1352
Streaming Services: Subscribed in past	5% (11)	12% (27)	46% (105)	8% (18)	12% (29)	18% (41)	230
Streaming Services: Never subscribed	4% (26)	9% (57)	47% (292)	8% (51)	11% (71)	20% (122)	618
Film: An avid fan	10% (82)	16% (126)	43% (335)	9% (73)	8% (66)	13% (106)	789
Film: A casual fan	4% (53)	13% (155)	50% (591)	9% (111)	9% (107)	14% (160)	1176
Film: Not a fan	4% (9)	8% (18)	41% (97)	7% (16)	15% (35)	25% (59)	235
Television: An avid fan	11% (111)	15% (158)	44% (470)	8% (82)	10% (107)	12% (128)	1057
Television: A casual fan	3% (28)	12% (125)	50% (508)	10% (104)	9% (89)	16% (162)	1017
Television: Not a fan	4% (5)	13% (16)	36% (45)	11% (13)	9% (11)	28% (35)	126
Music: An avid fan	10% (113)	15% (180)	44% (521)	8% (95)	9% (106)	14% (164)	1180
Music: A casual fan	3% (30)	12% (113)	51% (470)	10% (94)	9% (88)	14% (134)	930
Music: Not a fan	1% (1)	6% (6)	36% (32)	12% (10)	15% (13)	30% (27)	90
Fashion: An avid fan	15% (49)	15% (52)	33% (111)	11% (37)	9% (30)	17% (58)	335
Fashion: A casual fan	7% (63)	18% (163)	46% (430)	7% (69)	9% (81)	13% (122)	929
Fashion: Not a fan	3% (32)	9% (85)	52% (483)	10% (94)	10% (96)	16% (146)	936

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

Table HR9_13: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
The program is longer than an average film*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	4% (92)	6% (136)	41% (892)	16% (357)	18% (395)	15% (328)	2200
Gender: Male	3% (36)	7% (72)	39% (416)	18% (191)	19% (200)	14% (147)	1062
Gender: Female	5% (57)	6% (64)	42% (476)	15% (166)	17% (195)	16% (181)	1138
Age: 18-29	7% (35)	10% (46)	34% (157)	14% (66)	18% (85)	17% (79)	468
Age: 30-44	5% (30)	7% (36)	37% (202)	16% (89)	18% (99)	16% (89)	545
Age: 45-54	3% (12)	7% (25)	41% (143)	20% (71)	14% (50)	13% (47)	347
Age: 55-64	3% (14)	5% (18)	45% (180)	15% (62)	20% (81)	12% (49)	404
Age: 65+	1% (2)	3% (11)	48% (209)	16% (69)	18% (80)	15% (64)	436
Generation Z: 18-22	9% (24)	8% (21)	32% (82)	15% (39)	19% (49)	15% (39)	255
Millennial: Age 23-38	5% (29)	10% (56)	35% (201)	16% (94)	17% (100)	17% (99)	578
Generation X: Age 39-54	4% (23)	6% (30)	42% (219)	18% (94)	16% (85)	15% (77)	527
Boomers: Age 55-73	2% (14)	3% (25)	46% (346)	16% (122)	19% (143)	13% (95)	745
PID: Dem (no lean)	6% (51)	8% (62)	41% (337)	16% (134)	16% (127)	13% (105)	816
PID: Ind (no lean)	3% (20)	5% (36)	41% (282)	17% (115)	15% (106)	20% (136)	694
PID: Rep (no lean)	3% (22)	6% (39)	40% (273)	16% (108)	24% (163)	13% (87)	690
PID/Gender: Dem Men	5% (16)	8% (29)	42% (140)	18% (59)	15% (49)	13% (44)	337
PID/Gender: Dem Women	7% (34)	7% (33)	41% (197)	16% (75)	16% (78)	13% (61)	479
PID/Gender: Ind Men	1% (5)	5% (20)	41% (152)	19% (70)	18% (67)	16% (61)	375
PID/Gender: Ind Women	5% (15)	5% (16)	41% (129)	14% (44)	12% (39)	24% (75)	318
PID/Gender: Rep Men	4% (14)	7% (24)	35% (124)	18% (61)	24% (84)	12% (42)	349
PID/Gender: Rep Women	2% (8)	4% (15)	44% (149)	14% (46)	23% (78)	13% (45)	341
Ideo: Liberal (1-3)	7% (38)	7% (40)	43% (246)	20% (112)	15% (86)	9% (52)	574
Ideo: Moderate (4)	3% (15)	7% (34)	44% (206)	16% (77)	17% (80)	12% (57)	470
Ideo: Conservative (5-7)	3% (23)	5% (38)	41% (343)	17% (144)	23% (194)	10% (87)	829
Educ: < College	5% (75)	6% (98)	40% (598)	14% (219)	17% (255)	18% (267)	1512
Educ: Bachelors degree	3% (13)	7% (31)	43% (191)	19% (83)	19% (87)	9% (40)	444
Educ: Post-grad	2% (5)	3% (8)	42% (103)	22% (55)	22% (53)	8% (21)	244

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Table HR9_13: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
The program is longer than an average film*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	4% (92)	6% (136)	41% (892)	16% (357)	18% (395)	15% (328)	2200
Income: Under 50k	5% (59)	6% (76)	37% (439)	14% (161)	18% (211)	20% (238)	1183
Income: 50k-100k	4% (27)	7% (47)	45% (313)	17% (116)	18% (125)	10% (68)	696
Income: 100k+	2% (6)	4% (13)	44% (140)	25% (80)	19% (59)	7% (22)	321
Ethnicity: White	3% (58)	6% (96)	41% (710)	17% (284)	19% (319)	15% (254)	1722
Ethnicity: Hispanic	6% (22)	8% (28)	36% (126)	17% (60)	15% (53)	17% (59)	349
Ethnicity: Afr. Am.	6% (17)	10% (28)	36% (99)	13% (37)	17% (48)	17% (47)	274
Ethnicity: Other	9% (17)	6% (13)	41% (83)	18% (36)	14% (28)	13% (27)	204
All Christian	3% (30)	5% (56)	44% (451)	18% (179)	17% (172)	13% (133)	1019
All Non-Christian	7% (6)	12% (10)	35% (31)	17% (15)	17% (15)	12% (11)	89
Atheist	11% (10)	2% (2)	34% (31)	17% (16)	17% (16)	19% (17)	92
Agnostic/Nothing in particular	5% (46)	7% (68)	38% (379)	15% (147)	19% (192)	17% (167)	1000
Religious Non-Protestant/Catholic	6% (7)	8% (10)	43% (52)	15% (19)	17% (21)	11% (14)	123
Evangelical	5% (33)	8% (49)	37% (242)	16% (101)	19% (126)	15% (94)	645
Non-Evangelical	3% (23)	5% (40)	46% (352)	18% (139)	16% (120)	13% (98)	773
Community: Urban	7% (35)	9% (50)	39% (209)	16% (87)	16% (88)	13% (68)	538
Community: Suburban	3% (29)	6% (58)	41% (417)	18% (181)	19% (198)	14% (142)	1025
Community: Rural	4% (28)	4% (28)	42% (265)	14% (89)	17% (109)	18% (118)	637
Employ: Private Sector	2% (16)	7% (44)	40% (270)	20% (136)	21% (139)	10% (64)	669
Employ: Government	5% (9)	8% (13)	47% (80)	15% (26)	18% (30)	7% (13)	171
Employ: Self-Employed	8% (14)	10% (20)	43% (82)	17% (33)	13% (24)	8% (16)	189
Employ: Homemaker	9% (13)	9% (13)	41% (59)	11% (17)	7% (11)	23% (33)	145
Employ: Student	6% (8)	6% (9)	30% (44)	22% (33)	22% (32)	14% (21)	148
Employ: Retired	2% (8)	3% (13)	46% (218)	13% (59)	18% (86)	18% (86)	469
Employ: Unemployed	5% (9)	7% (14)	38% (72)	14% (26)	16% (31)	20% (39)	192
Employ: Other	7% (15)	5% (11)	31% (66)	13% (27)	19% (41)	26% (56)	217
Military HH: Yes	3% (10)	5% (18)	43% (152)	17% (60)	20% (70)	13% (45)	355
Military HH: No	4% (83)	6% (119)	40% (739)	16% (297)	18% (325)	15% (283)	1845
RD/WT: Right Direction	5% (37)	5% (40)	40% (325)	15% (121)	21% (169)	15% (121)	814
RD/WT: Wrong Track	4% (56)	7% (96)	41% (567)	17% (235)	16% (226)	15% (207)	1386

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Table HR9_13: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
The program is longer than an average film*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	4% (92)	6% (136)	41% (892)	16% (357)	18% (395)	15% (328)	2200
Trump Job Approve	3% (27)	5% (48)	42% (379)	15% (136)	21% (191)	13% (118)	898
Trump Job Disapprove	5% (58)	7% (85)	41% (480)	18% (208)	16% (192)	13% (159)	1182
Trump Job Strongly Approve	3% (14)	4% (18)	37% (176)	14% (64)	26% (125)	16% (76)	475
Trump Job Somewhat Approve	3% (12)	7% (29)	48% (203)	17% (72)	16% (66)	10% (42)	423
Trump Job Somewhat Disapprove	3% (9)	11% (33)	39% (119)	18% (55)	17% (51)	12% (36)	303
Trump Job Strongly Disapprove	6% (49)	6% (52)	41% (361)	17% (153)	16% (141)	14% (122)	879
Favorable of Trump	3% (27)	5% (44)	42% (378)	16% (142)	22% (202)	13% (114)	906
Unfavorable of Trump	5% (59)	7% (84)	42% (492)	17% (204)	16% (181)	13% (148)	1169
Very Favorable of Trump	2% (13)	4% (23)	36% (186)	14% (72)	28% (146)	16% (81)	520
Somewhat Favorable of Trump	4% (14)	5% (21)	50% (192)	18% (70)	15% (56)	8% (32)	386
Somewhat Unfavorable of Trump	4% (8)	7% (17)	45% (103)	17% (39)	16% (36)	12% (27)	231
Very Unfavorable of Trump	5% (51)	7% (68)	41% (388)	18% (165)	15% (145)	13% (121)	938
#1 Issue: Economy	3% (15)	6% (37)	43% (252)	17% (101)	18% (104)	12% (71)	581
#1 Issue: Security	3% (14)	6% (27)	39% (186)	16% (75)	23% (109)	13% (62)	472
#1 Issue: Health Care	5% (15)	10% (30)	42% (131)	16% (49)	15% (47)	13% (41)	314
#1 Issue: Medicare / Social Security	2% (6)	5% (16)	44% (134)	13% (41)	13% (39)	22% (67)	303
#1 Issue: Women's Issues	9% (13)	5% (7)	33% (49)	14% (20)	19% (28)	20% (29)	146
#1 Issue: Education	5% (8)	6% (9)	37% (57)	18% (28)	15% (23)	18% (27)	153
#1 Issue: Energy	7% (8)	6% (7)	40% (47)	19% (22)	19% (22)	8% (9)	115
#1 Issue: Other	11% (13)	2% (3)	31% (36)	18% (21)	18% (21)	20% (23)	116
2018 House Vote: Democrat	5% (37)	7% (51)	41% (306)	19% (137)	16% (115)	12% (90)	737
2018 House Vote: Republican	2% (17)	5% (33)	43% (295)	15% (105)	23% (162)	11% (79)	690
2018 House Vote: Someone else	1% (1)	3% (3)	41% (37)	18% (17)	15% (13)	23% (21)	92
2016 Vote: Hillary Clinton	4% (29)	7% (46)	43% (279)	19% (123)	15% (95)	12% (81)	652
2016 Vote: Donald Trump	2% (15)	4% (31)	42% (305)	16% (114)	22% (161)	13% (93)	720
2016 Vote: Other	1% (3)	4% (7)	44% (86)	18% (35)	20% (40)	13% (26)	197
2016 Vote: Didn't Vote	7% (45)	8% (52)	35% (221)	14% (85)	16% (99)	20% (127)	630
Voted in 2014: Yes	4% (50)	5% (69)	43% (583)	17% (232)	18% (246)	12% (166)	1345
Voted in 2014: No	5% (43)	8% (68)	36% (309)	15% (124)	17% (149)	19% (162)	855

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Table HR9_13: In general, would the following make you more or less likely to watch an awards show or make no difference either way?
The program is longer than an average film

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	4% (92)	6% (136)	41% (892)	16% (357)	18% (395)	15% (328)	2200
2012 Vote: Barack Obama	4% (32)	7% (53)	43% (343)	18% (148)	14% (111)	14% (111)	798
2012 Vote: Mitt Romney	2% (12)	4% (20)	43% (237)	16% (89)	24% (133)	11% (58)	549
2012 Vote: Other	— (0)	1% (1)	43% (42)	16% (15)	22% (21)	18% (17)	98
2012 Vote: Didn't Vote	6% (48)	8% (62)	36% (269)	14% (105)	17% (128)	19% (142)	753
4-Region: Northeast	2% (10)	6% (25)	41% (163)	16% (62)	18% (71)	16% (63)	394
4-Region: Midwest	4% (17)	5% (22)	40% (187)	17% (79)	19% (87)	16% (72)	462
4-Region: South	5% (37)	8% (69)	41% (335)	15% (123)	17% (143)	14% (117)	824
4-Region: West	6% (29)	4% (20)	40% (207)	18% (93)	18% (95)	15% (76)	520
Watch TV: Every day	6% (61)	7% (70)	41% (433)	17% (178)	17% (176)	13% (142)	1060
Watch TV: Several times per week	3% (18)	5% (26)	40% (207)	18% (95)	22% (114)	11% (56)	517
Watch TV: About once per week	2% (3)	9% (15)	40% (66)	18% (29)	15% (25)	16% (26)	165
Watch TV: Several times per month	1% (1)	7% (10)	50% (65)	13% (17)	13% (17)	15% (20)	130
Watch TV: About once per month	1% (1)	14% (8)	24% (13)	14% (8)	22% (12)	25% (14)	55
Watch TV: Less often than once per month	2% (2)	3% (3)	55% (57)	7% (7)	19% (20)	13% (13)	103
Watch TV: Never	3% (6)	2% (4)	30% (50)	13% (22)	18% (31)	33% (56)	169
Watch Movies: Every day	10% (36)	12% (43)	33% (117)	15% (54)	17% (62)	13% (46)	358
Watch Movies: Several times per week	4% (20)	8% (43)	41% (231)	18% (102)	19% (108)	11% (63)	566
Watch Movies: About once per week	4% (16)	4% (17)	40% (156)	21% (83)	16% (64)	14% (55)	392
Watch Movies: Several times per month	— (1)	5% (15)	50% (148)	13% (39)	18% (54)	13% (40)	298
Watch Movies: About once per month	3% (5)	6% (12)	41% (88)	14% (29)	22% (48)	15% (33)	216
Watch Movies: Less often than once per month	2% (4)	2% (4)	50% (101)	12% (24)	17% (34)	17% (35)	201
Watch Movies: Never	5% (9)	2% (3)	30% (50)	16% (26)	15% (25)	33% (56)	169
Watch Sporting Events: Every day	11% (17)	12% (20)	42% (67)	13% (21)	14% (22)	7% (11)	158
Watch Sporting Events: Several times per week	5% (15)	6% (21)	44% (142)	18% (58)	19% (63)	7% (24)	324
Watch Sporting Events: About once per week	3% (9)	9% (25)	43% (114)	16% (43)	17% (46)	11% (30)	268
Watch Sporting Events: Several times per month	3% (5)	7% (12)	37% (68)	21% (39)	20% (36)	13% (23)	183
Watch Sporting Events: About once per month	3% (4)	6% (10)	36% (56)	24% (37)	15% (24)	17% (26)	158
Watch Sporting Events: Less often than once per month	3% (12)	5% (18)	40% (152)	19% (72)	19% (74)	14% (54)	382
Watch Sporting Events: Never	4% (30)	4% (31)	40% (292)	12% (86)	18% (130)	22% (158)	728

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Table HR9_13: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
The program is longer than an average film*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	4% (92)	6% (136)	41% (892)	16% (357)	18% (395)	15% (328)	2200
Cable TV: Currently subscribe	5% (56)	6% (70)	42% (453)	17% (179)	17% (184)	13% (146)	1088
Cable TV: Subscribed in past	3% (19)	6% (38)	45% (305)	18% (121)	20% (134)	10% (68)	685
Cable TV: Never subscribed	4% (18)	7% (29)	31% (134)	13% (56)	18% (77)	27% (114)	427
Satellite TV: Currently subscribe	6% (29)	7% (36)	39% (191)	16% (76)	19% (91)	13% (63)	485
Satellite TV: Subscribed in past	2% (13)	6% (35)	43% (247)	18% (104)	17% (99)	13% (74)	573
Satellite TV: Never subscribed	4% (50)	6% (66)	40% (454)	16% (177)	18% (204)	17% (190)	1142
Streaming Services: Currently subscribe	4% (61)	7% (91)	40% (547)	17% (235)	19% (250)	12% (167)	1352
Streaming Services: Subscribed in past	7% (16)	8% (18)	33% (75)	23% (52)	15% (35)	14% (33)	230
Streaming Services: Never subscribed	3% (16)	4% (27)	44% (270)	11% (69)	18% (109)	21% (127)	618
Film: An avid fan	6% (48)	8% (62)	41% (321)	17% (136)	16% (126)	12% (97)	789
Film: A casual fan	2% (26)	5% (63)	41% (486)	18% (208)	19% (228)	14% (166)	1176
Film: Not a fan	8% (18)	5% (12)	36% (85)	6% (13)	18% (41)	28% (65)	235
Television: An avid fan	6% (68)	8% (86)	42% (440)	15% (157)	17% (179)	12% (127)	1057
Television: A casual fan	2% (20)	5% (47)	40% (406)	19% (190)	19% (190)	16% (164)	1017
Television: Not a fan	4% (5)	3% (3)	36% (46)	8% (10)	20% (26)	29% (36)	126
Music: An avid fan	7% (79)	7% (80)	42% (491)	15% (172)	17% (195)	14% (163)	1180
Music: A casual fan	1% (14)	6% (53)	41% (381)	18% (171)	19% (178)	14% (134)	930
Music: Not a fan	— (0)	4% (4)	21% (19)	15% (14)	24% (21)	35% (32)	90
Fashion: An avid fan	12% (41)	11% (37)	34% (115)	14% (47)	15% (50)	14% (46)	335
Fashion: A casual fan	3% (30)	7% (60)	41% (384)	18% (163)	17% (162)	14% (130)	929
Fashion: Not a fan	2% (22)	4% (38)	42% (393)	16% (148)	20% (183)	16% (152)	936

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

Table HR9_14: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
My friends or family are hosting a viewing party*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	13% (297)	25% (552)	34% (737)	4% (82)	9% (208)	15% (324)	2200
Gender: Male	13% (134)	25% (262)	34% (363)	4% (42)	11% (114)	14% (148)	1062
Gender: Female	14% (163)	26% (291)	33% (374)	4% (40)	8% (94)	15% (175)	1138
Age: 18-29	22% (103)	28% (131)	21% (100)	5% (22)	9% (42)	15% (70)	468
Age: 30-44	19% (105)	27% (147)	27% (148)	3% (18)	8% (45)	15% (82)	545
Age: 45-54	11% (38)	31% (109)	34% (119)	4% (13)	6% (22)	13% (46)	347
Age: 55-64	9% (35)	20% (81)	40% (161)	3% (14)	13% (51)	15% (61)	404
Age: 65+	4% (15)	19% (84)	48% (209)	3% (15)	11% (48)	15% (65)	436
Generation Z: 18-22	22% (55)	29% (73)	23% (59)	5% (12)	7% (19)	15% (37)	255
Millennial: Age 23-38	21% (122)	26% (148)	26% (148)	3% (20)	9% (54)	15% (86)	578
Generation X: Age 39-54	13% (69)	32% (166)	30% (160)	4% (22)	7% (36)	14% (74)	527
Boomers: Age 55-73	7% (50)	19% (143)	45% (337)	4% (26)	11% (84)	14% (104)	745
PID: Dem (no lean)	18% (147)	27% (222)	31% (254)	4% (34)	8% (62)	12% (97)	816
PID: Ind (no lean)	10% (69)	23% (156)	36% (249)	3% (21)	10% (66)	19% (132)	694
PID: Rep (no lean)	12% (82)	25% (173)	34% (235)	4% (26)	12% (80)	14% (94)	690
PID/Gender: Dem Men	19% (64)	23% (78)	35% (117)	3% (11)	8% (25)	12% (42)	337
PID/Gender: Dem Women	17% (83)	30% (145)	29% (137)	5% (23)	8% (36)	12% (56)	479
PID/Gender: Ind Men	8% (31)	23% (86)	37% (140)	4% (15)	11% (41)	17% (63)	375
PID/Gender: Ind Women	12% (38)	22% (70)	34% (109)	2% (6)	8% (25)	22% (70)	318
PID/Gender: Rep Men	11% (39)	28% (97)	30% (106)	4% (15)	14% (48)	13% (44)	349
PID/Gender: Rep Women	12% (43)	22% (76)	38% (129)	3% (11)	10% (33)	15% (50)	341
Ideo: Liberal (1-3)	21% (119)	30% (175)	30% (171)	4% (23)	5% (31)	10% (55)	574
Ideo: Moderate (4)	10% (46)	26% (123)	39% (185)	4% (21)	8% (38)	12% (56)	470
Ideo: Conservative (5-7)	11% (95)	24% (198)	36% (302)	4% (30)	12% (101)	12% (103)	829
Educ: < College	13% (196)	22% (326)	33% (504)	4% (55)	11% (173)	17% (258)	1512
Educ: Bachelors degree	15% (65)	33% (146)	34% (151)	4% (18)	5% (21)	10% (44)	444
Educ: Post-grad	15% (36)	33% (81)	34% (83)	4% (9)	6% (15)	9% (22)	244

Continued on next page

Table HR9_14: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
My friends or family are hosting a viewing party*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	13% (297)	25% (552)	34% (737)	4% (82)	9% (208)	15% (324)	2200
Income: Under 50k	12% (138)	21% (244)	33% (385)	4% (43)	12% (145)	19% (228)	1183
Income: 50k-100k	14% (101)	30% (210)	35% (243)	4% (26)	6% (42)	11% (74)	696
Income: 100k+	18% (58)	31% (98)	34% (109)	4% (12)	7% (21)	7% (22)	321
Ethnicity: White	12% (214)	26% (447)	35% (601)	3% (55)	9% (149)	15% (255)	1722
Ethnicity: Hispanic	15% (52)	29% (101)	24% (85)	5% (18)	12% (42)	15% (52)	349
Ethnicity: Afr. Am.	17% (48)	20% (56)	26% (72)	5% (14)	14% (39)	17% (46)	274
Ethnicity: Other	17% (35)	24% (49)	32% (64)	6% (12)	10% (20)	11% (23)	204
All Christian	12% (122)	26% (267)	35% (360)	4% (36)	9% (90)	14% (145)	1019
All Non-Christian	16% (14)	29% (25)	24% (21)	6% (6)	5% (5)	21% (18)	89
Atheist	15% (14)	26% (24)	36% (33)	2% (2)	5% (4)	16% (15)	92
Agnostic/Nothing in particular	15% (147)	24% (235)	32% (324)	4% (38)	11% (110)	15% (146)	1000
Religious Non-Protestant/Catholic	13% (15)	26% (32)	29% (36)	6% (7)	6% (7)	21% (26)	123
Evangelical	14% (91)	23% (145)	32% (205)	4% (26)	12% (76)	16% (103)	645
Non-Evangelical	13% (103)	28% (217)	35% (272)	4% (28)	7% (57)	12% (96)	773
Community: Urban	18% (96)	27% (143)	28% (153)	2% (13)	10% (54)	15% (79)	538
Community: Suburban	12% (128)	28% (284)	35% (357)	4% (45)	9% (90)	12% (122)	1025
Community: Rural	12% (73)	20% (125)	36% (227)	4% (24)	10% (64)	19% (123)	637
Employ: Private Sector	15% (99)	30% (203)	32% (213)	4% (27)	9% (60)	10% (66)	669
Employ: Government	16% (27)	30% (51)	38% (65)	1% (2)	9% (16)	6% (10)	171
Employ: Self-Employed	17% (32)	27% (51)	30% (58)	5% (9)	10% (19)	11% (21)	189
Employ: Homemaker	10% (15)	25% (36)	32% (47)	2% (2)	5% (7)	26% (37)	145
Employ: Student	26% (39)	35% (52)	15% (23)	6% (9)	5% (7)	13% (19)	148
Employ: Retired	6% (27)	17% (79)	44% (204)	4% (18)	14% (64)	16% (77)	469
Employ: Unemployed	11% (21)	20% (38)	37% (72)	4% (8)	9% (17)	19% (36)	192
Employ: Other	17% (37)	20% (43)	26% (56)	3% (6)	8% (18)	26% (57)	217
Military HH: Yes	10% (35)	25% (87)	38% (135)	6% (20)	10% (37)	11% (41)	355
Military HH: No	14% (262)	25% (465)	33% (603)	3% (61)	9% (172)	15% (283)	1845
RD/WT: Right Direction	13% (105)	24% (193)	32% (265)	3% (28)	12% (95)	16% (129)	814
RD/WT: Wrong Track	14% (192)	26% (359)	34% (473)	4% (54)	8% (114)	14% (195)	1386

Continued on next page

Table HR9_14: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
My friends or family are hosting a viewing party*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	13% (297)	25% (552)	34% (737)	4% (82)	9% (208)	15% (324)	2200
Trump Job Approve	11% (101)	26% (231)	34% (310)	3% (29)	11% (102)	14% (126)	898
Trump Job Disapprove	16% (184)	26% (313)	34% (398)	4% (47)	8% (95)	12% (146)	1182
Trump Job Strongly Approve	11% (51)	18% (87)	35% (165)	4% (18)	15% (73)	17% (80)	475
Trump Job Somewhat Approve	12% (50)	34% (144)	34% (144)	3% (11)	7% (29)	11% (46)	423
Trump Job Somewhat Disapprove	13% (39)	28% (85)	35% (106)	4% (11)	7% (21)	13% (40)	303
Trump Job Strongly Disapprove	16% (145)	26% (227)	33% (291)	4% (36)	8% (74)	12% (105)	879
Favorable of Trump	11% (99)	25% (227)	34% (312)	4% (35)	12% (106)	14% (127)	906
Unfavorable of Trump	16% (187)	27% (313)	34% (399)	4% (42)	8% (99)	11% (130)	1169
Very Favorable of Trump	10% (53)	21% (108)	33% (171)	4% (23)	15% (79)	17% (87)	520
Somewhat Favorable of Trump	12% (46)	31% (120)	37% (142)	3% (12)	7% (27)	10% (40)	386
Somewhat Unfavorable of Trump	14% (31)	31% (71)	36% (84)	2% (5)	6% (14)	11% (25)	231
Very Unfavorable of Trump	17% (155)	26% (242)	34% (315)	4% (37)	9% (85)	11% (105)	938
#1 Issue: Economy	15% (88)	32% (185)	33% (189)	2% (13)	7% (41)	11% (64)	581
#1 Issue: Security	10% (48)	22% (106)	36% (168)	4% (18)	13% (63)	15% (69)	472
#1 Issue: Health Care	15% (47)	25% (79)	33% (103)	5% (16)	9% (27)	13% (41)	314
#1 Issue: Medicare / Social Security	8% (23)	15% (47)	40% (120)	5% (15)	10% (31)	22% (67)	303
#1 Issue: Women's Issues	19% (27)	27% (40)	19% (28)	6% (9)	12% (17)	17% (25)	146
#1 Issue: Education	18% (28)	26% (40)	30% (46)	2% (4)	7% (11)	16% (24)	153
#1 Issue: Energy	19% (22)	27% (31)	34% (39)	6% (7)	5% (5)	10% (11)	115
#1 Issue: Other	12% (14)	20% (24)	38% (44)	— (0)	11% (13)	19% (22)	116
2018 House Vote: Democrat	15% (114)	28% (207)	33% (243)	3% (25)	9% (63)	12% (85)	737
2018 House Vote: Republican	10% (71)	23% (162)	38% (264)	4% (26)	12% (79)	13% (89)	690
2018 House Vote: Someone else	9% (8)	22% (20)	37% (34)	6% (6)	8% (7)	20% (18)	92
2016 Vote: Hillary Clinton	16% (103)	29% (188)	32% (211)	4% (23)	8% (52)	11% (74)	652
2016 Vote: Donald Trump	10% (69)	24% (171)	36% (259)	4% (28)	13% (94)	14% (101)	720
2016 Vote: Other	10% (20)	21% (41)	42% (83)	5% (11)	7% (14)	14% (28)	197
2016 Vote: Didn't Vote	17% (105)	24% (153)	29% (184)	3% (20)	8% (48)	19% (120)	630
Voted in 2014: Yes	13% (169)	25% (335)	37% (493)	4% (49)	10% (139)	12% (160)	1345
Voted in 2014: No	15% (128)	25% (218)	29% (245)	4% (32)	8% (70)	19% (163)	855

Continued on next page

Table HR9_14: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
My friends or family are hosting a viewing party*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	13% (297)	25% (552)	34% (737)	4% (82)	9% (208)	15% (324)	2200
2012 Vote: Barack Obama	14% (116)	26% (210)	35% (276)	3% (24)	9% (69)	13% (103)	798
2012 Vote: Mitt Romney	9% (48)	25% (136)	40% (219)	4% (19)	11% (60)	12% (66)	549
2012 Vote: Other	8% (7)	19% (19)	31% (31)	8% (8)	17% (16)	17% (16)	98
2012 Vote: Didn't Vote	17% (126)	25% (187)	28% (211)	4% (28)	8% (62)	18% (139)	753
4-Region: Northeast	11% (44)	29% (114)	30% (118)	3% (12)	9% (34)	18% (71)	394
4-Region: Midwest	12% (58)	21% (97)	39% (180)	3% (12)	10% (45)	15% (71)	462
4-Region: South	13% (109)	25% (205)	32% (268)	5% (40)	10% (84)	14% (119)	824
4-Region: West	16% (86)	26% (136)	33% (172)	3% (18)	9% (46)	12% (63)	520
Watch TV: Every day	16% (174)	26% (276)	33% (352)	4% (44)	8% (86)	12% (128)	1060
Watch TV: Several times per week	15% (78)	28% (144)	34% (178)	4% (20)	8% (40)	11% (57)	517
Watch TV: About once per week	12% (20)	27% (45)	30% (50)	2% (3)	14% (24)	15% (24)	165
Watch TV: Several times per month	6% (8)	26% (34)	36% (46)	3% (4)	13% (17)	16% (20)	130
Watch TV: About once per month	4% (2)	21% (11)	39% (21)	7% (4)	16% (9)	13% (7)	55
Watch TV: Less often than once per month	9% (9)	26% (27)	31% (32)	1% (1)	9% (9)	24% (25)	103
Watch TV: Never	3% (5)	9% (14)	34% (58)	3% (5)	14% (24)	37% (63)	169
Watch Movies: Every day	22% (77)	25% (90)	25% (88)	5% (17)	10% (37)	14% (49)	358
Watch Movies: Several times per week	15% (87)	31% (173)	33% (188)	4% (21)	7% (42)	10% (54)	566
Watch Movies: About once per week	15% (60)	24% (94)	36% (140)	2% (7)	10% (40)	13% (51)	392
Watch Movies: Several times per month	12% (35)	28% (83)	36% (107)	5% (15)	7% (22)	12% (37)	298
Watch Movies: About once per month	11% (23)	24% (52)	39% (83)	3% (7)	9% (20)	15% (31)	216
Watch Movies: Less often than once per month	6% (12)	20% (41)	41% (82)	3% (7)	12% (24)	18% (37)	201
Watch Movies: Never	2% (3)	12% (20)	29% (49)	4% (7)	14% (24)	38% (65)	169
Watch Sporting Events: Every day	21% (33)	28% (44)	32% (50)	4% (7)	8% (13)	7% (11)	158
Watch Sporting Events: Several times per week	17% (55)	26% (83)	37% (119)	3% (11)	11% (36)	6% (20)	324
Watch Sporting Events: About once per week	17% (44)	24% (65)	40% (106)	3% (8)	7% (19)	9% (25)	268
Watch Sporting Events: Several times per month	16% (29)	29% (53)	33% (60)	5% (9)	9% (17)	9% (16)	183
Watch Sporting Events: About once per month	12% (19)	31% (49)	29% (45)	4% (6)	7% (12)	17% (27)	158
Watch Sporting Events: Less often than once per month	12% (46)	30% (115)	28% (107)	4% (15)	11% (42)	15% (58)	382
Watch Sporting Events: Never	10% (71)	20% (144)	35% (251)	4% (27)	10% (69)	23% (166)	728

Continued on next page

Table HR9_14: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
My friends or family are hosting a viewing party*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	13% (297)	25% (552)	34% (737)	4% (82)	9% (208)	15% (324)	2200
Cable TV: Currently subscribe	14% (147)	27% (289)	35% (382)	3% (37)	9% (97)	12% (135)	1088
Cable TV: Subscribed in past	15% (104)	27% (185)	35% (239)	4% (27)	9% (58)	10% (72)	685
Cable TV: Never subscribed	11% (46)	18% (78)	27% (116)	4% (17)	12% (53)	27% (117)	427
Satellite TV: Currently subscribe	18% (86)	24% (116)	31% (149)	4% (19)	8% (41)	15% (73)	485
Satellite TV: Subscribed in past	14% (78)	30% (169)	34% (195)	4% (21)	9% (53)	10% (57)	573
Satellite TV: Never subscribed	12% (133)	23% (267)	34% (393)	4% (42)	10% (114)	17% (193)	1142
Streaming Services: Currently subscribe	18% (244)	29% (391)	31% (413)	3% (37)	8% (106)	12% (160)	1352
Streaming Services: Subscribed in past	11% (25)	22% (50)	34% (78)	8% (19)	13% (31)	12% (27)	230
Streaming Services: Never subscribed	4% (28)	18% (112)	40% (246)	4% (25)	12% (71)	22% (136)	618
Film: An avid fan	20% (155)	28% (218)	26% (204)	5% (38)	9% (73)	13% (103)	789
Film: A casual fan	11% (127)	25% (295)	38% (452)	3% (38)	8% (99)	14% (164)	1176
Film: Not a fan	6% (15)	17% (39)	35% (82)	3% (6)	16% (37)	24% (57)	235
Television: An avid fan	17% (179)	27% (282)	30% (312)	4% (45)	11% (114)	12% (125)	1057
Television: A casual fan	11% (109)	25% (251)	38% (387)	3% (34)	8% (79)	15% (157)	1017
Television: Not a fan	7% (9)	15% (19)	30% (38)	2% (2)	12% (15)	34% (42)	126
Music: An avid fan	18% (209)	25% (300)	30% (350)	4% (48)	10% (112)	14% (161)	1180
Music: A casual fan	9% (88)	25% (236)	39% (360)	3% (26)	9% (83)	15% (138)	930
Music: Not a fan	1% (1)	17% (15)	30% (27)	9% (8)	15% (13)	28% (25)	90
Fashion: An avid fan	25% (84)	21% (71)	23% (76)	5% (17)	12% (42)	13% (45)	335
Fashion: A casual fan	15% (143)	30% (275)	31% (287)	3% (31)	8% (74)	13% (120)	929
Fashion: Not a fan	7% (70)	22% (206)	40% (375)	4% (34)	10% (93)	17% (159)	936

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

Table HR9_15: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
Celebrities at the show express their political opinions*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (104)	6% (142)	31% (688)	10% (223)	32% (704)	15% (339)	2200
Gender: Male	4% (40)	8% (82)	30% (314)	11% (115)	34% (360)	14% (152)	1062
Gender: Female	6% (64)	5% (60)	33% (374)	9% (108)	30% (345)	16% (187)	1138
Age: 18-29	8% (35)	9% (44)	29% (135)	10% (48)	24% (112)	20% (93)	468
Age: 30-44	7% (37)	7% (37)	31% (171)	11% (59)	28% (155)	16% (86)	545
Age: 45-54	4% (14)	8% (29)	31% (106)	13% (46)	28% (99)	16% (55)	347
Age: 55-64	3% (10)	3% (13)	32% (129)	9% (38)	41% (166)	12% (47)	404
Age: 65+	2% (8)	4% (19)	34% (147)	7% (31)	40% (173)	13% (58)	436
Generation Z: 18-22	7% (18)	11% (27)	31% (79)	11% (28)	21% (53)	20% (50)	255
Millennial: Age 23-38	7% (42)	7% (39)	30% (172)	11% (61)	28% (162)	18% (101)	578
Generation X: Age 39-54	5% (26)	8% (43)	30% (160)	12% (64)	29% (151)	16% (83)	527
Boomers: Age 55-73	2% (16)	4% (28)	34% (253)	9% (64)	40% (299)	11% (84)	745
PID: Dem (no lean)	8% (66)	10% (86)	42% (340)	11% (87)	15% (124)	14% (113)	816
PID: Ind (no lean)	3% (18)	5% (35)	31% (217)	9% (65)	32% (222)	20% (137)	694
PID: Rep (no lean)	3% (19)	3% (22)	19% (131)	10% (70)	52% (358)	13% (89)	690
PID/Gender: Dem Men	7% (23)	14% (46)	40% (136)	13% (43)	14% (47)	12% (42)	337
PID/Gender: Dem Women	9% (43)	8% (39)	43% (204)	9% (44)	16% (78)	15% (71)	479
PID/Gender: Ind Men	2% (6)	6% (22)	32% (119)	10% (36)	34% (129)	17% (64)	375
PID/Gender: Ind Women	4% (12)	4% (12)	31% (98)	9% (30)	29% (93)	23% (73)	318
PID/Gender: Rep Men	3% (10)	4% (13)	17% (59)	10% (36)	53% (184)	13% (45)	349
PID/Gender: Rep Women	3% (9)	3% (9)	21% (72)	10% (34)	51% (174)	13% (44)	341
Ideo: Liberal (1-3)	9% (50)	14% (82)	47% (268)	10% (58)	11% (66)	9% (50)	574
Ideo: Moderate (4)	4% (18)	5% (24)	36% (168)	14% (65)	28% (131)	14% (63)	470
Ideo: Conservative (5-7)	2% (19)	3% (26)	22% (183)	10% (82)	53% (440)	9% (79)	829
Educ: < College	5% (75)	5% (77)	30% (456)	10% (156)	31% (466)	19% (283)	1512
Educ: Bachelors degree	4% (18)	10% (44)	33% (148)	11% (47)	33% (145)	9% (42)	444
Educ: Post-grad	4% (11)	9% (21)	35% (85)	8% (20)	38% (93)	6% (15)	244

Continued on next page

Table HR9_15: *In general, would the following make you more or less likely to watch an awards show or make no difference either way? Celebrities at the show express their political opinions*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (104)	6% (142)	31% (688)	10% (223)	32% (704)	15% (339)	2200
Income: Under 50k	5% (64)	6% (68)	30% (350)	10% (114)	28% (333)	22% (255)	1183
Income: 50k-100k	4% (27)	7% (49)	35% (246)	10% (72)	35% (241)	9% (62)	696
Income: 100k+	4% (13)	8% (25)	29% (93)	12% (37)	41% (131)	7% (22)	321
Ethnicity: White	4% (63)	7% (112)	30% (523)	9% (157)	36% (616)	15% (251)	1722
Ethnicity: Hispanic	6% (22)	9% (31)	29% (103)	13% (46)	23% (80)	19% (67)	349
Ethnicity: Afr. Am.	10% (27)	6% (18)	35% (97)	12% (34)	16% (43)	20% (56)	274
Ethnicity: Other	7% (14)	6% (12)	34% (69)	15% (31)	22% (46)	16% (32)	204
All Christian	4% (40)	6% (57)	30% (309)	9% (95)	38% (383)	13% (135)	1019
All Non-Christian	9% (8)	11% (10)	36% (32)	6% (5)	28% (25)	10% (9)	89
Atheist	10% (9)	6% (6)	39% (36)	14% (13)	14% (13)	17% (15)	92
Agnostic/Nothing in particular	5% (47)	7% (69)	31% (310)	11% (110)	28% (284)	18% (180)	1000
Religious Non-Protestant/Catholic	6% (8)	8% (10)	38% (46)	4% (5)	33% (40)	11% (13)	123
Evangelical	4% (28)	4% (24)	25% (161)	13% (81)	36% (234)	18% (118)	645
Non-Evangelical	4% (29)	7% (51)	34% (266)	10% (77)	34% (260)	12% (90)	773
Community: Urban	9% (48)	8% (43)	32% (175)	9% (49)	25% (134)	16% (89)	538
Community: Suburban	3% (35)	7% (72)	32% (328)	11% (112)	34% (349)	13% (129)	1025
Community: Rural	3% (20)	4% (27)	29% (185)	10% (62)	35% (221)	19% (122)	637
Employ: Private Sector	5% (36)	8% (56)	33% (220)	10% (66)	34% (226)	10% (65)	669
Employ: Government	4% (6)	7% (11)	37% (63)	9% (16)	33% (57)	10% (17)	171
Employ: Self-Employed	7% (13)	7% (14)	31% (58)	12% (23)	34% (64)	10% (19)	189
Employ: Homemaker	5% (7)	7% (10)	30% (44)	10% (14)	27% (39)	22% (32)	145
Employ: Student	10% (14)	8% (12)	25% (38)	18% (27)	24% (36)	14% (21)	148
Employ: Retired	3% (14)	4% (20)	31% (144)	7% (35)	39% (183)	16% (73)	469
Employ: Unemployed	2% (4)	6% (12)	37% (72)	8% (16)	20% (39)	26% (49)	192
Employ: Other	4% (9)	3% (7)	23% (50)	12% (27)	28% (61)	29% (63)	217
Military HH: Yes	5% (16)	5% (18)	33% (118)	12% (42)	34% (119)	12% (42)	355
Military HH: No	5% (88)	7% (125)	31% (570)	10% (181)	32% (585)	16% (297)	1845
RD/WT: Right Direction	3% (27)	5% (38)	21% (172)	9% (71)	47% (386)	15% (120)	814
RD/WT: Wrong Track	6% (77)	8% (104)	37% (516)	11% (151)	23% (319)	16% (219)	1386

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Table HR9_15: *In general, would the following make you more or less likely to watch an awards show or make no difference either way? Celebrities at the show express their political opinions*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (104)	6% (142)	31% (688)	10% (223)	32% (704)	15% (339)	2200
Trump Job Approve	3% (25)	4% (33)	21% (185)	9% (84)	51% (454)	13% (117)	898
Trump Job Disapprove	6% (72)	9% (107)	40% (473)	11% (135)	19% (229)	14% (166)	1182
Trump Job Strongly Approve	3% (13)	3% (14)	14% (68)	8% (38)	58% (276)	14% (66)	475
Trump Job Somewhat Approve	3% (13)	5% (19)	28% (118)	11% (46)	42% (177)	12% (51)	423
Trump Job Somewhat Disapprove	2% (6)	10% (29)	32% (97)	14% (43)	27% (82)	15% (45)	303
Trump Job Strongly Disapprove	7% (66)	9% (77)	43% (376)	10% (91)	17% (147)	14% (121)	879
Favorable of Trump	3% (28)	4% (33)	19% (177)	10% (87)	52% (469)	12% (112)	906
Unfavorable of Trump	6% (71)	9% (106)	41% (481)	11% (132)	19% (223)	13% (156)	1169
Very Favorable of Trump	3% (18)	4% (20)	15% (78)	8% (40)	57% (295)	13% (69)	520
Somewhat Favorable of Trump	3% (10)	3% (13)	26% (99)	12% (47)	45% (173)	11% (43)	386
Somewhat Unfavorable of Trump	2% (4)	9% (20)	33% (76)	14% (32)	29% (67)	14% (32)	231
Very Unfavorable of Trump	7% (67)	9% (86)	43% (405)	11% (100)	17% (156)	13% (124)	938
#1 Issue: Economy	4% (22)	6% (34)	29% (170)	16% (92)	32% (186)	13% (76)	581
#1 Issue: Security	3% (13)	5% (22)	20% (93)	7% (34)	51% (242)	14% (68)	472
#1 Issue: Health Care	7% (23)	9% (27)	40% (125)	9% (29)	21% (66)	14% (44)	314
#1 Issue: Medicare / Social Security	3% (9)	4% (13)	34% (104)	7% (22)	30% (92)	21% (64)	303
#1 Issue: Women's Issues	12% (18)	9% (14)	36% (52)	7% (11)	19% (28)	16% (24)	146
#1 Issue: Education	4% (6)	6% (9)	42% (65)	9% (14)	22% (34)	17% (26)	153
#1 Issue: Energy	6% (7)	15% (18)	30% (35)	11% (13)	28% (32)	9% (10)	115
#1 Issue: Other	5% (5)	5% (6)	39% (45)	7% (8)	21% (25)	24% (27)	116
2018 House Vote: Democrat	8% (60)	10% (75)	42% (309)	10% (77)	16% (116)	13% (99)	737
2018 House Vote: Republican	2% (14)	3% (22)	21% (145)	9% (60)	54% (372)	11% (77)	690
2018 House Vote: Someone else	1% (1)	2% (2)	31% (29)	10% (9)	36% (33)	20% (18)	92
2016 Vote: Hillary Clinton	7% (49)	10% (64)	45% (291)	12% (77)	13% (83)	14% (89)	652
2016 Vote: Donald Trump	2% (12)	3% (25)	18% (133)	9% (65)	55% (397)	12% (89)	720
2016 Vote: Other	4% (7)	4% (7)	38% (75)	10% (19)	32% (63)	13% (25)	197
2016 Vote: Didn't Vote	6% (36)	7% (47)	30% (189)	10% (61)	26% (161)	22% (136)	630
Voted in 2014: Yes	5% (65)	6% (83)	31% (421)	10% (132)	36% (486)	12% (158)	1345
Voted in 2014: No	4% (38)	7% (59)	31% (268)	11% (91)	26% (218)	21% (181)	855

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Table HR9_15: *In general, would the following make you more or less likely to watch an awards show or make no difference either way? Celebrities at the show express their political opinions*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (104)	6% (142)	31% (688)	10% (223)	32% (704)	15% (339)	2200
2012 Vote: Barack Obama	6% (50)	8% (66)	40% (321)	12% (94)	19% (153)	14% (114)	798
2012 Vote: Mitt Romney	2% (10)	3% (14)	20% (107)	8% (44)	59% (324)	9% (50)	549
2012 Vote: Other	— (0)	3% (3)	28% (27)	14% (14)	42% (41)	14% (14)	98
2012 Vote: Didn't Vote	6% (44)	8% (59)	31% (231)	9% (71)	25% (186)	21% (162)	753
4-Region: Northeast	4% (14)	5% (21)	33% (128)	10% (40)	31% (124)	17% (67)	394
4-Region: Midwest	3% (14)	5% (21)	33% (152)	9% (43)	35% (161)	15% (71)	462
4-Region: South	6% (47)	7% (58)	30% (244)	9% (77)	33% (271)	15% (127)	824
4-Region: West	5% (28)	8% (42)	31% (163)	12% (63)	29% (149)	14% (74)	520
Watch TV: Every day	6% (65)	7% (78)	31% (330)	9% (92)	34% (357)	13% (137)	1060
Watch TV: Several times per week	6% (29)	5% (27)	33% (169)	13% (67)	32% (168)	11% (58)	517
Watch TV: About once per week	1% (2)	7% (11)	31% (51)	13% (22)	27% (45)	21% (34)	165
Watch TV: Several times per month	3% (4)	8% (10)	28% (36)	10% (12)	35% (45)	18% (23)	130
Watch TV: About once per month	1% (1)	9% (5)	31% (17)	14% (8)	18% (10)	27% (15)	55
Watch TV: Less often than once per month	1% (1)	5% (5)	33% (34)	15% (15)	30% (31)	17% (17)	103
Watch TV: Never	1% (2)	4% (6)	30% (51)	4% (7)	29% (49)	32% (54)	169
Watch Movies: Every day	11% (41)	10% (37)	26% (94)	12% (43)	25% (89)	15% (55)	358
Watch Movies: Several times per week	6% (32)	7% (41)	29% (163)	12% (66)	36% (205)	10% (59)	566
Watch Movies: About once per week	4% (15)	6% (23)	36% (140)	9% (35)	31% (121)	15% (59)	392
Watch Movies: Several times per month	3% (8)	6% (19)	36% (107)	8% (25)	34% (101)	12% (37)	298
Watch Movies: About once per month	1% (2)	5% (11)	33% (71)	15% (31)	32% (69)	14% (31)	216
Watch Movies: Less often than once per month	2% (4)	4% (8)	33% (67)	7% (14)	37% (74)	17% (33)	201
Watch Movies: Never	1% (2)	2% (3)	27% (45)	5% (9)	26% (45)	38% (65)	169
Watch Sporting Events: Every day	10% (16)	14% (22)	25% (39)	8% (13)	30% (47)	13% (21)	158
Watch Sporting Events: Several times per week	7% (21)	7% (23)	28% (91)	12% (40)	38% (125)	7% (24)	324
Watch Sporting Events: About once per week	6% (16)	8% (21)	30% (80)	11% (30)	35% (95)	10% (26)	268
Watch Sporting Events: Several times per month	2% (4)	7% (13)	32% (58)	14% (25)	32% (58)	13% (24)	183
Watch Sporting Events: About once per month	4% (7)	5% (8)	28% (44)	13% (21)	32% (50)	18% (29)	158
Watch Sporting Events: Less often than once per month	4% (16)	7% (27)	34% (129)	11% (43)	28% (106)	16% (61)	382
Watch Sporting Events: Never	3% (23)	4% (29)	34% (247)	7% (50)	31% (224)	21% (155)	728

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Table HR9_15: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
Celebrities at the show express their political opinions*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (104)	6% (142)	31% (688)	10% (223)	32% (704)	15% (339)	2200
Cable TV: Currently subscribe	6% (61)	6% (67)	34% (367)	10% (111)	30% (327)	14% (154)	1088
Cable TV: Subscribed in past	4% (26)	7% (50)	31% (209)	10% (70)	37% (254)	11% (75)	685
Cable TV: Never subscribed	4% (16)	6% (25)	26% (112)	10% (41)	29% (124)	26% (110)	427
Satellite TV: Currently subscribe	7% (32)	8% (40)	27% (130)	11% (51)	34% (166)	14% (67)	485
Satellite TV: Subscribed in past	4% (25)	5% (27)	34% (197)	10% (55)	36% (206)	11% (63)	573
Satellite TV: Never subscribed	4% (47)	7% (75)	32% (362)	10% (116)	29% (332)	18% (210)	1142
Streaming Services: Currently subscribe	6% (79)	8% (104)	31% (422)	10% (138)	33% (445)	12% (163)	1352
Streaming Services: Subscribed in past	4% (9)	7% (17)	28% (65)	19% (43)	24% (56)	18% (41)	230
Streaming Services: Never subscribed	3% (16)	3% (21)	33% (202)	7% (42)	33% (203)	22% (135)	618
Film: An avid fan	9% (68)	8% (63)	29% (230)	12% (94)	29% (231)	13% (103)	789
Film: A casual fan	2% (29)	6% (67)	33% (392)	10% (119)	33% (393)	15% (177)	1176
Film: Not a fan	3% (7)	5% (12)	28% (66)	4% (9)	35% (81)	25% (59)	235
Television: An avid fan	8% (82)	7% (71)	30% (313)	11% (118)	32% (336)	13% (138)	1057
Television: A casual fan	2% (18)	6% (62)	33% (337)	9% (97)	33% (335)	16% (168)	1017
Television: Not a fan	3% (4)	7% (9)	30% (38)	6% (8)	27% (34)	26% (33)	126
Music: An avid fan	7% (87)	8% (91)	29% (338)	11% (132)	30% (353)	15% (178)	1180
Music: A casual fan	2% (16)	5% (44)	35% (326)	9% (88)	35% (321)	14% (135)	930
Music: Not a fan	1% (1)	7% (7)	26% (24)	3% (3)	33% (30)	29% (26)	90
Fashion: An avid fan	14% (46)	10% (35)	27% (91)	11% (37)	21% (70)	17% (56)	335
Fashion: A casual fan	4% (36)	8% (76)	33% (306)	11% (106)	29% (265)	15% (138)	929
Fashion: Not a fan	2% (22)	3% (31)	31% (291)	8% (79)	39% (369)	15% (144)	936

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

Table HR9_16: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
Celebrities at the show do not express their political opinions*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	18% (402)	18% (390)	37% (813)	5% (110)	7% (165)	15% (320)	2200
Gender: Male	19% (200)	19% (200)	36% (386)	6% (63)	7% (75)	13% (139)	1062
Gender: Female	18% (202)	17% (190)	38% (428)	4% (47)	8% (90)	16% (181)	1138
Age: 18-29	20% (94)	14% (64)	32% (152)	8% (37)	6% (29)	20% (92)	468
Age: 30-44	20% (108)	17% (94)	37% (200)	3% (18)	7% (40)	16% (85)	545
Age: 45-54	16% (55)	20% (69)	38% (133)	6% (21)	7% (25)	13% (45)	347
Age: 55-64	19% (78)	21% (85)	37% (149)	4% (16)	7% (29)	12% (47)	404
Age: 65+	15% (67)	18% (79)	41% (181)	4% (18)	9% (41)	11% (50)	436
Generation Z: 18-22	19% (49)	14% (35)	34% (87)	9% (23)	5% (13)	19% (48)	255
Millennial: Age 23-38	20% (115)	17% (98)	35% (201)	4% (23)	7% (41)	17% (100)	578
Generation X: Age 39-54	18% (93)	18% (93)	37% (195)	6% (30)	8% (41)	14% (75)	527
Boomers: Age 55-73	17% (130)	20% (146)	40% (297)	5% (34)	8% (60)	10% (77)	745
PID: Dem (no lean)	12% (98)	14% (118)	46% (376)	6% (45)	9% (70)	13% (110)	816
PID: Ind (no lean)	15% (107)	17% (119)	37% (257)	5% (34)	7% (48)	19% (129)	694
PID: Rep (no lean)	29% (198)	22% (154)	26% (180)	4% (30)	7% (47)	12% (81)	690
PID/Gender: Dem Men	12% (40)	14% (46)	48% (163)	6% (20)	7% (25)	13% (43)	337
PID/Gender: Dem Women	12% (58)	15% (71)	45% (214)	5% (25)	9% (44)	14% (66)	479
PID/Gender: Ind Men	16% (60)	19% (70)	38% (143)	6% (22)	8% (28)	14% (54)	375
PID/Gender: Ind Women	15% (47)	16% (49)	36% (114)	4% (13)	6% (20)	24% (75)	318
PID/Gender: Rep Men	29% (100)	24% (84)	23% (80)	6% (21)	6% (22)	12% (42)	349
PID/Gender: Rep Women	29% (98)	20% (70)	29% (100)	3% (9)	7% (25)	12% (39)	341
Ideo: Liberal (1-3)	10% (58)	13% (76)	52% (298)	6% (37)	9% (54)	9% (51)	574
Ideo: Moderate (4)	14% (67)	19% (91)	42% (199)	5% (23)	6% (28)	13% (62)	470
Ideo: Conservative (5-7)	29% (244)	24% (196)	28% (229)	3% (26)	7% (61)	9% (73)	829
Educ: < College	19% (287)	16% (237)	35% (534)	5% (71)	8% (125)	17% (258)	1512
Educ: Bachelors degree	16% (72)	21% (94)	41% (184)	5% (23)	6% (26)	10% (45)	444
Educ: Post-grad	18% (43)	24% (59)	39% (95)	7% (16)	6% (14)	7% (16)	244

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Table HR9_16: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
Celebrities at the show do not express their political opinions*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	18% (402)	18% (390)	37% (813)	5% (110)	7% (165)	15% (320)	2200
Income: Under 50k	16% (188)	15% (177)	35% (416)	5% (57)	9% (108)	20% (238)	1183
Income: 50k-100k	22% (152)	19% (134)	39% (272)	5% (32)	6% (42)	9% (63)	696
Income: 100k+	20% (63)	24% (78)	39% (125)	7% (21)	5% (16)	6% (19)	321
Ethnicity: White	20% (337)	18% (316)	36% (625)	5% (87)	7% (115)	14% (241)	1722
Ethnicity: Hispanic	16% (56)	13% (46)	35% (121)	9% (30)	10% (35)	18% (62)	349
Ethnicity: Afr. Am.	13% (36)	15% (41)	38% (104)	4% (11)	11% (31)	19% (52)	274
Ethnicity: Other	14% (29)	16% (33)	41% (84)	6% (13)	9% (19)	13% (26)	204
All Christian	20% (208)	20% (207)	35% (360)	5% (52)	6% (66)	12% (126)	1019
All Non-Christian	18% (16)	13% (11)	43% (38)	8% (7)	8% (7)	11% (10)	89
Atheist	13% (12)	12% (11)	42% (38)	4% (4)	14% (13)	14% (13)	92
Agnostic/Nothing in particular	17% (166)	16% (161)	38% (377)	5% (47)	8% (79)	17% (170)	1000
Religious Non-Protestant/Catholic	16% (20)	14% (18)	45% (56)	6% (7)	7% (9)	11% (13)	123
Evangelical	21% (137)	20% (126)	31% (197)	5% (29)	8% (54)	16% (101)	645
Non-Evangelical	19% (146)	20% (156)	39% (301)	5% (36)	6% (44)	12% (90)	773
Community: Urban	17% (93)	16% (87)	37% (198)	7% (36)	9% (47)	14% (76)	538
Community: Suburban	19% (190)	19% (193)	38% (386)	6% (59)	7% (73)	12% (124)	1025
Community: Rural	19% (119)	17% (109)	36% (229)	2% (16)	7% (44)	19% (119)	637
Employ: Private Sector	20% (133)	20% (134)	37% (250)	5% (35)	7% (50)	10% (66)	669
Employ: Government	22% (37)	14% (23)	39% (67)	7% (12)	10% (18)	8% (13)	171
Employ: Self-Employed	26% (50)	20% (37)	34% (65)	7% (12)	5% (9)	9% (16)	189
Employ: Homemaker	12% (18)	17% (25)	37% (53)	4% (5)	9% (13)	21% (30)	145
Employ: Student	23% (35)	18% (26)	34% (50)	6% (8)	5% (7)	14% (21)	148
Employ: Retired	16% (76)	16% (76)	40% (187)	3% (16)	10% (46)	15% (68)	469
Employ: Unemployed	7% (14)	21% (41)	40% (77)	4% (8)	2% (4)	25% (48)	192
Employ: Other	18% (40)	13% (28)	29% (63)	5% (11)	8% (18)	27% (58)	217
Military HH: Yes	19% (67)	19% (66)	39% (139)	5% (17)	9% (32)	9% (33)	355
Military HH: No	18% (336)	18% (324)	37% (675)	5% (93)	7% (133)	16% (286)	1845
RD/WT: Right Direction	27% (216)	22% (176)	27% (216)	5% (37)	7% (60)	13% (109)	814
RD/WT: Wrong Track	13% (187)	15% (214)	43% (597)	5% (73)	8% (105)	15% (211)	1386

Continued on next page

Table HR9_16: *In general, would the following make you more or less likely to watch an awards show or make no difference either way? Celebrities at the show do not express their political opinions*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	18% (402)	18% (390)	37% (813)	5% (110)	7% (165)	15% (320)	2200
Trump Job Approve	28% (249)	22% (198)	27% (246)	4% (40)	7% (60)	12% (106)	898
Trump Job Disapprove	12% (137)	16% (184)	46% (538)	6% (68)	8% (95)	13% (159)	1182
Trump Job Strongly Approve	31% (148)	20% (96)	22% (103)	5% (23)	9% (45)	13% (60)	475
Trump Job Somewhat Approve	24% (102)	24% (102)	34% (143)	4% (17)	4% (15)	11% (46)	423
Trump Job Somewhat Disapprove	12% (35)	26% (79)	39% (118)	6% (18)	6% (17)	12% (37)	303
Trump Job Strongly Disapprove	12% (102)	12% (105)	48% (421)	6% (50)	9% (78)	14% (122)	879
Favorable of Trump	29% (265)	22% (200)	26% (238)	4% (37)	7% (61)	12% (105)	906
Unfavorable of Trump	11% (127)	15% (176)	47% (552)	6% (72)	9% (99)	12% (143)	1169
Very Favorable of Trump	31% (161)	19% (101)	23% (119)	5% (25)	9% (49)	12% (63)	520
Somewhat Favorable of Trump	27% (104)	26% (99)	31% (119)	3% (11)	3% (12)	11% (42)	386
Somewhat Unfavorable of Trump	13% (29)	23% (54)	42% (98)	8% (19)	5% (11)	9% (21)	231
Very Unfavorable of Trump	10% (98)	13% (123)	48% (454)	6% (53)	9% (88)	13% (122)	938
#1 Issue: Economy	21% (122)	22% (127)	36% (210)	3% (16)	6% (37)	12% (69)	581
#1 Issue: Security	25% (118)	20% (94)	27% (130)	6% (29)	9% (44)	12% (58)	472
#1 Issue: Health Care	16% (49)	15% (47)	43% (135)	6% (18)	5% (17)	15% (47)	314
#1 Issue: Medicare / Social Security	12% (36)	15% (46)	39% (119)	6% (19)	8% (24)	19% (59)	303
#1 Issue: Women's Issues	18% (27)	11% (16)	35% (52)	8% (11)	12% (18)	16% (23)	146
#1 Issue: Education	12% (18)	18% (28)	42% (64)	5% (7)	5% (8)	18% (28)	153
#1 Issue: Energy	20% (24)	15% (17)	42% (49)	7% (8)	6% (7)	9% (10)	115
#1 Issue: Other	7% (9)	13% (15)	48% (55)	2% (2)	9% (11)	22% (25)	116
2018 House Vote: Democrat	10% (74)	14% (104)	48% (352)	6% (48)	10% (70)	12% (89)	737
2018 House Vote: Republican	30% (207)	24% (165)	27% (183)	4% (26)	6% (44)	9% (65)	690
2018 House Vote: Someone else	12% (11)	16% (14)	45% (42)	3% (2)	7% (6)	18% (16)	92
2016 Vote: Hillary Clinton	9% (62)	13% (82)	50% (324)	6% (39)	9% (61)	13% (85)	652
2016 Vote: Donald Trump	28% (204)	23% (163)	26% (189)	5% (34)	8% (55)	10% (74)	720
2016 Vote: Other	17% (34)	19% (38)	44% (86)	2% (3)	5% (10)	13% (25)	197
2016 Vote: Didn't Vote	16% (103)	17% (107)	34% (213)	5% (33)	6% (39)	21% (135)	630
Voted in 2014: Yes	20% (272)	19% (254)	37% (497)	5% (67)	9% (122)	10% (133)	1345
Voted in 2014: No	15% (131)	16% (136)	37% (316)	5% (43)	5% (43)	22% (187)	855

Continued on next page

Table HR9_16: *In general, would the following make you more or less likely to watch an awards show or make no difference either way? Celebrities at the show do not express their political opinions*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	18% (402)	18% (390)	37% (813)	5% (110)	7% (165)	15% (320)	2200
2012 Vote: Barack Obama	13% (106)	12% (96)	46% (364)	6% (45)	10% (82)	13% (105)	798
2012 Vote: Mitt Romney	31% (169)	25% (138)	27% (149)	3% (15)	7% (37)	7% (41)	549
2012 Vote: Other	15% (14)	27% (26)	34% (33)	5% (5)	8% (8)	12% (12)	98
2012 Vote: Didn't Vote	15% (113)	17% (128)	36% (268)	6% (45)	5% (39)	21% (161)	753
4-Region: Northeast	17% (68)	20% (77)	36% (140)	5% (18)	6% (25)	16% (65)	394
4-Region: Midwest	19% (88)	17% (78)	39% (180)	5% (22)	6% (27)	14% (67)	462
4-Region: South	20% (161)	17% (137)	36% (298)	5% (40)	8% (62)	15% (126)	824
4-Region: West	16% (84)	19% (99)	38% (195)	6% (30)	10% (50)	12% (62)	520
Watch TV: Every day	21% (220)	17% (184)	38% (401)	6% (59)	7% (73)	12% (123)	1060
Watch TV: Several times per week	20% (106)	21% (109)	37% (193)	4% (22)	7% (36)	10% (52)	517
Watch TV: About once per week	13% (21)	20% (33)	34% (57)	6% (10)	7% (12)	20% (33)	165
Watch TV: Several times per month	17% (22)	17% (22)	38% (50)	5% (6)	5% (7)	18% (23)	130
Watch TV: About once per month	13% (7)	7% (4)	37% (21)	9% (5)	10% (6)	23% (13)	55
Watch TV: Less often than once per month	15% (15)	17% (17)	41% (42)	2% (2)	10% (11)	15% (16)	103
Watch TV: Never	7% (12)	12% (20)	30% (51)	3% (6)	12% (21)	36% (61)	169
Watch Movies: Every day	23% (81)	16% (57)	32% (114)	4% (15)	10% (37)	15% (53)	358
Watch Movies: Several times per week	21% (119)	20% (115)	36% (203)	6% (35)	7% (40)	10% (55)	566
Watch Movies: About once per week	19% (72)	17% (68)	39% (152)	5% (18)	7% (26)	14% (55)	392
Watch Movies: Several times per month	16% (47)	19% (55)	42% (124)	7% (20)	5% (15)	12% (37)	298
Watch Movies: About once per month	19% (42)	21% (45)	38% (82)	5% (11)	3% (6)	14% (30)	216
Watch Movies: Less often than once per month	16% (32)	14% (28)	46% (92)	4% (7)	6% (12)	14% (29)	201
Watch Movies: Never	5% (9)	13% (21)	27% (46)	2% (4)	17% (28)	36% (61)	169
Watch Sporting Events: Every day	21% (32)	24% (38)	29% (46)	10% (16)	7% (11)	10% (15)	158
Watch Sporting Events: Several times per week	24% (79)	22% (70)	33% (108)	3% (11)	10% (33)	7% (23)	324
Watch Sporting Events: About once per week	22% (59)	19% (50)	35% (94)	7% (19)	7% (20)	10% (26)	268
Watch Sporting Events: Several times per month	21% (39)	19% (35)	39% (71)	4% (7)	4% (7)	13% (24)	183
Watch Sporting Events: About once per month	18% (29)	17% (27)	39% (61)	6% (10)	4% (7)	15% (24)	158
Watch Sporting Events: Less often than once per month	18% (69)	18% (69)	39% (147)	5% (20)	7% (26)	13% (51)	382
Watch Sporting Events: Never	13% (95)	14% (102)	39% (285)	4% (29)	8% (61)	21% (156)	728

Continued on next page

Table HR9_16: *In general, would the following make you more or less likely to watch an awards show or make no difference either way? Celebrities at the show do not express their political opinions*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	18% (402)	18% (390)	37% (813)	5% (110)	7% (165)	15% (320)	2200
Cable TV: Currently subscribe	18% (198)	18% (199)	38% (419)	5% (58)	8% (83)	12% (131)	1088
Cable TV: Subscribed in past	20% (139)	20% (138)	37% (255)	5% (36)	6% (44)	11% (73)	685
Cable TV: Never subscribed	15% (65)	13% (53)	33% (140)	4% (16)	9% (38)	27% (115)	427
Satellite TV: Currently subscribe	22% (109)	20% (95)	32% (157)	7% (32)	7% (35)	12% (58)	485
Satellite TV: Subscribed in past	21% (121)	20% (112)	37% (212)	5% (30)	6% (36)	11% (61)	573
Satellite TV: Never subscribed	15% (173)	16% (183)	39% (443)	4% (48)	8% (94)	18% (201)	1142
Streaming Services: Currently subscribe	21% (284)	19% (261)	36% (490)	5% (66)	6% (87)	12% (163)	1352
Streaming Services: Subscribed in past	14% (33)	19% (44)	33% (75)	8% (19)	11% (25)	15% (35)	230
Streaming Services: Never subscribed	14% (85)	14% (85)	40% (248)	4% (26)	9% (53)	20% (121)	618
Film: An avid fan	22% (172)	19% (147)	34% (269)	5% (41)	8% (59)	13% (100)	789
Film: A casual fan	16% (188)	18% (215)	40% (470)	5% (60)	7% (83)	14% (161)	1176
Film: Not a fan	18% (42)	12% (29)	31% (73)	4% (9)	10% (23)	25% (59)	235
Television: An avid fan	21% (219)	18% (193)	35% (370)	5% (49)	9% (97)	12% (129)	1057
Television: A casual fan	16% (166)	18% (183)	39% (400)	6% (56)	5% (52)	16% (159)	1017
Television: Not a fan	14% (18)	11% (14)	34% (42)	4% (5)	12% (15)	25% (32)	126
Music: An avid fan	20% (236)	17% (203)	35% (415)	5% (62)	8% (98)	14% (166)	1180
Music: A casual fan	16% (151)	18% (172)	40% (373)	5% (46)	6% (57)	14% (132)	930
Music: Not a fan	18% (16)	17% (15)	28% (25)	2% (2)	11% (10)	24% (22)	90
Fashion: An avid fan	19% (64)	13% (45)	33% (109)	10% (32)	10% (34)	15% (51)	335
Fashion: A casual fan	18% (167)	18% (166)	38% (356)	5% (49)	6% (59)	14% (131)	929
Fashion: Not a fan	18% (171)	19% (180)	37% (348)	3% (28)	8% (72)	15% (138)	936

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

Table HR10: Which of the following statements is closest to your opinion, even if neither is exactly right?

Demographic	I prefer awards shows that do not have a host.		I prefer awards shows that have a host.		Don't know / No opinion		Total N
Adults	6%	(124)	54%	(1177)	41%	(899)	2200
Gender: Male	7%	(71)	52%	(556)	41%	(436)	1062
Gender: Female	5%	(53)	55%	(621)	41%	(463)	1138
Age: 18-29	7%	(33)	60%	(282)	33%	(153)	468
Age: 30-44	5%	(29)	59%	(319)	36%	(197)	545
Age: 45-54	6%	(20)	52%	(182)	42%	(146)	347
Age: 55-64	5%	(18)	49%	(196)	47%	(189)	404
Age: 65+	5%	(24)	45%	(198)	49%	(214)	436
Generation Z: 18-22	8%	(21)	61%	(157)	30%	(77)	255
Millennial: Age 23-38	6%	(35)	60%	(348)	34%	(195)	578
Generation X: Age 39-54	5%	(26)	53%	(278)	42%	(223)	527
Boomers: Age 55-73	5%	(37)	48%	(356)	47%	(352)	745
PID: Dem (no lean)	7%	(56)	60%	(486)	34%	(274)	816
PID: Ind (no lean)	5%	(36)	48%	(335)	47%	(323)	694
PID: Rep (no lean)	5%	(32)	52%	(356)	44%	(302)	690
PID/Gender: Dem Men	10%	(32)	58%	(194)	33%	(111)	337
PID/Gender: Dem Women	5%	(24)	61%	(292)	34%	(163)	479
PID/Gender: Ind Men	5%	(20)	48%	(181)	46%	(174)	375
PID/Gender: Ind Women	5%	(16)	48%	(153)	47%	(150)	318
PID/Gender: Rep Men	5%	(18)	52%	(180)	43%	(151)	349
PID/Gender: Rep Women	4%	(14)	52%	(176)	44%	(151)	341
Ideo: Liberal (1-3)	7%	(41)	64%	(369)	29%	(164)	574
Ideo: Moderate (4)	5%	(25)	50%	(233)	45%	(212)	470
Ideo: Conservative (5-7)	5%	(42)	49%	(410)	46%	(377)	829
Educ: < College	6%	(88)	52%	(781)	42%	(642)	1512
Educ: Bachelors degree	5%	(21)	56%	(249)	39%	(174)	444
Educ: Post-grad	6%	(14)	60%	(147)	34%	(83)	244
Income: Under 50k	5%	(63)	51%	(604)	44%	(515)	1183
Income: 50k-100k	6%	(40)	56%	(389)	38%	(267)	696
Income: 100k+	6%	(20)	57%	(183)	37%	(117)	321

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Table HR10: Which of the following statements is closest to your opinion, even if neither is exactly right?

Demographic	I prefer awards shows that do not have a host.		I prefer awards shows that have a host.		Don't know / No opinion	Total N
Adults	6%	(124)	54%	(1177)	41% (899)	2200
Ethnicity: White	5%	(82)	52%	(897)	43% (743)	1722
Ethnicity: Hispanic	8%	(28)	60%	(209)	32% (112)	349
Ethnicity: Afr. Am.	8%	(22)	57%	(157)	34% (95)	274
Ethnicity: Other	10%	(19)	60%	(123)	30% (62)	204
All Christian	6%	(57)	53%	(544)	41% (418)	1019
All Non-Christian	4%	(3)	62%	(55)	34% (30)	89
Atheist	3%	(3)	53%	(48)	44% (40)	92
Agnostic/Nothing in particular	6%	(61)	53%	(529)	41% (410)	1000
Religious Non-Protestant/Catholic	4%	(5)	54%	(67)	42% (52)	123
Evangelical	4%	(29)	55%	(352)	41% (265)	645
Non-Evangelical	7%	(51)	55%	(428)	38% (294)	773
Community: Urban	8%	(43)	54%	(293)	37% (202)	538
Community: Suburban	6%	(57)	54%	(558)	40% (411)	1025
Community: Rural	4%	(24)	51%	(326)	45% (286)	637
Employ: Private Sector	5%	(35)	57%	(381)	38% (253)	669
Employ: Government	7%	(11)	55%	(94)	38% (66)	171
Employ: Self-Employed	11%	(20)	59%	(112)	30% (57)	189
Employ: Homemaker	3%	(4)	47%	(68)	50% (73)	145
Employ: Student	8%	(12)	67%	(99)	25% (38)	148
Employ: Retired	5%	(26)	45%	(212)	49% (231)	469
Employ: Unemployed	5%	(10)	49%	(93)	46% (88)	192
Employ: Other	2%	(5)	55%	(118)	43% (93)	217
Military HH: Yes	7%	(27)	46%	(163)	46% (165)	355
Military HH: No	5%	(97)	55%	(1014)	40% (734)	1845
RD/WT: Right Direction	6%	(45)	51%	(416)	43% (353)	814
RD/WT: Wrong Track	6%	(79)	55%	(761)	39% (546)	1386
Trump Job Approve	5%	(42)	50%	(449)	45% (407)	898
Trump Job Disapprove	6%	(76)	57%	(673)	37% (433)	1182

Continued on next page

Table HR10: Which of the following statements is closest to your opinion, even if neither is exactly right?

Demographic	I prefer awards shows that do not have a host.		I prefer awards shows that have a host.		Don't know / No opinion		Total N
Adults	6%	(124)	54%	(1177)	41%	(899)	2200
Trump Job Strongly Approve	5%	(23)	46%	(219)	49%	(233)	475
Trump Job Somewhat Approve	5%	(19)	54%	(230)	41%	(174)	423
Trump Job Somewhat Disapprove	5%	(16)	54%	(165)	40%	(122)	303
Trump Job Strongly Disapprove	7%	(60)	58%	(508)	35%	(310)	879
Favorable of Trump	5%	(48)	49%	(448)	45%	(411)	906
Unfavorable of Trump	6%	(65)	58%	(681)	36%	(423)	1169
Very Favorable of Trump	6%	(33)	46%	(241)	47%	(247)	520
Somewhat Favorable of Trump	4%	(15)	54%	(207)	43%	(164)	386
Somewhat Unfavorable of Trump	3%	(8)	57%	(131)	40%	(93)	231
Very Unfavorable of Trump	6%	(57)	59%	(550)	35%	(331)	938
#1 Issue: Economy	6%	(34)	56%	(327)	38%	(220)	581
#1 Issue: Security	6%	(28)	48%	(225)	46%	(219)	472
#1 Issue: Health Care	5%	(15)	58%	(182)	37%	(117)	314
#1 Issue: Medicare / Social Security	5%	(15)	50%	(153)	45%	(136)	303
#1 Issue: Women's Issues	7%	(10)	59%	(86)	34%	(50)	146
#1 Issue: Education	4%	(7)	57%	(87)	39%	(59)	153
#1 Issue: Energy	9%	(10)	58%	(67)	33%	(38)	115
#1 Issue: Other	5%	(6)	43%	(50)	51%	(60)	116
2018 House Vote: Democrat	6%	(47)	60%	(444)	33%	(246)	737
2018 House Vote: Republican	6%	(42)	49%	(337)	45%	(311)	690
2018 House Vote: Someone else	3%	(3)	45%	(42)	52%	(48)	92
2016 Vote: Hillary Clinton	7%	(48)	61%	(396)	32%	(208)	652
2016 Vote: Donald Trump	6%	(40)	47%	(340)	47%	(340)	720
2016 Vote: Other	6%	(11)	50%	(99)	44%	(87)	197
2016 Vote: Didn't Vote	4%	(24)	54%	(342)	42%	(264)	630
Voted in 2014: Yes	6%	(87)	53%	(716)	40%	(542)	1345
Voted in 2014: No	4%	(37)	54%	(461)	42%	(357)	855
2012 Vote: Barack Obama	7%	(59)	57%	(457)	35%	(281)	798
2012 Vote: Mitt Romney	5%	(28)	48%	(263)	47%	(259)	549
2012 Vote: Other	9%	(9)	35%	(35)	56%	(54)	98
2012 Vote: Didn't Vote	4%	(27)	56%	(422)	40%	(304)	753

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Table HR10: Which of the following statements is closest to your opinion, even if neither is exactly right?

Demographic	I prefer awards shows that do not have a host.		I prefer awards shows that have a host.		Don't know / No opinion	Total N
Adults	6%	(124)	54%	(1177)	41% (899)	2200
4-Region: Northeast	4%	(15)	54%	(214)	42% (164)	394
4-Region: Midwest	6%	(27)	50%	(231)	44% (204)	462
4-Region: South	5%	(44)	54%	(447)	40% (333)	824
4-Region: West	7%	(37)	55%	(285)	38% (197)	520
Watch TV: Every day	5%	(58)	56%	(592)	39% (410)	1060
Watch TV: Several times per week	7%	(35)	55%	(286)	38% (197)	517
Watch TV: About once per week	5%	(7)	54%	(90)	41% (68)	165
Watch TV: Several times per month	5%	(6)	53%	(69)	42% (54)	130
Watch TV: About once per month	7%	(4)	45%	(25)	47% (26)	55
Watch TV: Less often than once per month	9%	(9)	46%	(47)	45% (47)	103
Watch TV: Never	3%	(5)	40%	(67)	57% (97)	169
Watch Movies: Every day	8%	(27)	63%	(227)	29% (104)	358
Watch Movies: Several times per week	6%	(33)	61%	(347)	33% (186)	566
Watch Movies: About once per week	5%	(21)	53%	(207)	42% (164)	392
Watch Movies: Several times per month	6%	(17)	48%	(143)	46% (138)	298
Watch Movies: About once per month	5%	(10)	46%	(100)	49% (106)	216
Watch Movies: Less often than once per month	4%	(8)	45%	(91)	50% (102)	201
Watch Movies: Never	4%	(7)	37%	(62)	59% (100)	169
Watch Sporting Events: Every day	4%	(7)	67%	(106)	28% (45)	158
Watch Sporting Events: Several times per week	8%	(25)	54%	(176)	38% (123)	324
Watch Sporting Events: About once per week	7%	(18)	57%	(154)	36% (97)	268
Watch Sporting Events: Several times per month	7%	(12)	56%	(102)	37% (68)	183
Watch Sporting Events: About once per month	3%	(5)	59%	(93)	38% (60)	158
Watch Sporting Events: Less often than once per month	7%	(26)	57%	(217)	36% (138)	382
Watch Sporting Events: Never	4%	(30)	45%	(329)	51% (369)	728
Cable TV: Currently subscribe	6%	(63)	54%	(590)	40% (434)	1088
Cable TV: Subscribed in past	5%	(34)	55%	(379)	40% (272)	685
Cable TV: Never subscribed	6%	(27)	49%	(208)	45% (193)	427
Satellite TV: Currently subscribe	9%	(41)	56%	(274)	35% (170)	485
Satellite TV: Subscribed in past	4%	(22)	52%	(299)	44% (252)	573
Satellite TV: Never subscribed	5%	(61)	53%	(605)	42% (476)	1142

Continued on next page

Table HR10: Which of the following statements is closest to your opinion, even if neither is exactly right?

Demographic	I prefer awards shows that do not have a host.		I prefer awards shows that have a host.		Don't know / No opinion	Total N
Adults	6%	(124)	54%	(1177)	41% (899)	2200
Streaming Services: Currently subscribe	6%	(78)	57%	(772)	37% (502)	1352
Streaming Services: Subscribed in past	4%	(10)	61%	(139)	35% (81)	230
Streaming Services: Never subscribed	6%	(36)	43%	(266)	51% (316)	618
Film: An avid fan	7%	(56)	61%	(481)	32% (253)	789
Film: A casual fan	5%	(54)	51%	(598)	45% (524)	1176
Film: Not a fan	6%	(14)	42%	(98)	52% (123)	235
Television: An avid fan	6%	(63)	61%	(649)	33% (345)	1057
Television: A casual fan	5%	(49)	49%	(495)	46% (473)	1017
Television: Not a fan	10%	(12)	26%	(33)	64% (81)	126
Music: An avid fan	6%	(71)	60%	(712)	34% (397)	1180
Music: A casual fan	5%	(45)	47%	(440)	48% (446)	930
Music: Not a fan	9%	(8)	28%	(25)	63% (56)	90
Fashion: An avid fan	7%	(24)	68%	(229)	25% (83)	335
Fashion: A casual fan	6%	(53)	59%	(547)	35% (329)	929
Fashion: Not a fan	5%	(47)	43%	(402)	52% (488)	936

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

Table HR11: As you may know, it was recently announced that this year's Emmy's will not have a celebrity host. Does this make you more or less likely to watch the 2019 Emmy's, or does it not make a difference either way?

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	3% (74)	5% (118)	56% (1237)	13% (287)	9% (205)	13% (279)	2200
Gender: Male	4% (37)	5% (57)	56% (592)	11% (120)	10% (101)	15% (154)	1062
Gender: Female	3% (37)	5% (61)	57% (644)	15% (167)	9% (104)	11% (125)	1138
Age: 18-29	3% (16)	8% (37)	48% (222)	15% (68)	9% (40)	18% (84)	468
Age: 30-44	5% (27)	6% (30)	50% (274)	16% (85)	11% (60)	13% (69)	545
Age: 45-54	5% (16)	7% (23)	56% (193)	12% (43)	12% (41)	9% (32)	347
Age: 55-64	2% (10)	4% (17)	64% (257)	9% (38)	8% (33)	12% (48)	404
Age: 65+	1% (5)	2% (11)	67% (291)	12% (52)	7% (31)	11% (46)	436
Generation Z: 18-22	4% (10)	7% (17)	48% (123)	14% (35)	8% (20)	20% (50)	255
Millennial: Age 23-38	4% (25)	8% (44)	49% (284)	16% (90)	10% (59)	13% (75)	578
Generation X: Age 39-54	5% (24)	5% (28)	54% (282)	14% (72)	12% (62)	11% (60)	527
Boomers: Age 55-73	2% (14)	3% (25)	65% (484)	11% (84)	7% (55)	11% (82)	745
PID: Dem (no lean)	5% (37)	8% (61)	56% (454)	14% (118)	9% (70)	9% (75)	816
PID: Ind (no lean)	2% (15)	3% (23)	58% (399)	11% (78)	9% (63)	17% (116)	694
PID: Rep (no lean)	3% (22)	5% (33)	56% (384)	13% (91)	10% (72)	13% (89)	690
PID/Gender: Dem Men	5% (17)	7% (25)	55% (184)	13% (45)	8% (29)	11% (38)	337
PID/Gender: Dem Women	4% (20)	8% (36)	56% (270)	15% (74)	9% (42)	8% (37)	479
PID/Gender: Ind Men	2% (7)	4% (16)	58% (216)	10% (39)	9% (36)	16% (62)	375
PID/Gender: Ind Women	2% (7)	2% (7)	57% (183)	12% (40)	9% (28)	17% (54)	318
PID/Gender: Rep Men	4% (13)	4% (16)	55% (192)	11% (37)	11% (37)	16% (55)	349
PID/Gender: Rep Women	3% (9)	5% (18)	56% (191)	16% (54)	10% (35)	10% (34)	341
Ideo: Liberal (1-3)	6% (34)	7% (41)	54% (312)	17% (100)	8% (48)	7% (38)	574
Ideo: Moderate (4)	2% (10)	4% (20)	63% (296)	12% (54)	8% (38)	11% (52)	470
Ideo: Conservative (5-7)	3% (24)	4% (33)	60% (497)	11% (94)	11% (93)	10% (87)	829
Educ: < College	3% (53)	6% (83)	55% (836)	11% (167)	10% (149)	15% (224)	1512
Educ: Bachelors degree	3% (15)	5% (21)	57% (254)	17% (74)	9% (38)	9% (41)	444
Educ: Post-grad	2% (6)	5% (13)	60% (147)	19% (46)	7% (18)	6% (14)	244

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Table HR11: As you may know, it was recently announced that this year's Emmy's will not have a celebrity host. Does this make you more or less likely to watch the 2019 Emmy's, or does it not make a difference either way?

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	3% (74)	5% (118)	56% (1237)	13% (287)	9% (205)	13% (279)	2200
Income: Under 50k	4% (44)	5% (63)	53% (631)	11% (134)	10% (114)	17% (196)	1183
Income: 50k-100k	3% (22)	5% (35)	59% (409)	16% (109)	10% (67)	8% (54)	696
Income: 100k+	2% (8)	6% (19)	62% (197)	14% (44)	7% (24)	9% (29)	321
Ethnicity: White	3% (45)	5% (80)	57% (985)	14% (235)	9% (154)	13% (222)	1722
Ethnicity: Hispanic	5% (17)	8% (28)	48% (167)	13% (46)	12% (42)	14% (50)	349
Ethnicity: Afr. Am.	6% (17)	8% (21)	53% (146)	10% (28)	10% (27)	13% (35)	274
Ethnicity: Other	6% (12)	8% (17)	52% (106)	12% (24)	12% (25)	11% (22)	204
All Christian	4% (38)	5% (51)	59% (598)	13% (134)	8% (80)	12% (119)	1019
All Non-Christian	4% (4)	6% (5)	56% (50)	12% (11)	8% (7)	13% (11)	89
Atheist	4% (3)	2% (2)	56% (52)	15% (14)	10% (9)	12% (11)	92
Agnostic/Nothing in particular	3% (28)	6% (60)	54% (537)	13% (128)	11% (108)	14% (138)	1000
Religious Non-Protestant/Catholic	4% (4)	4% (5)	57% (70)	11% (14)	9% (11)	15% (19)	123
Evangelical	3% (21)	7% (43)	56% (361)	12% (76)	11% (68)	12% (77)	645
Non-Evangelical	4% (28)	5% (37)	57% (438)	16% (124)	7% (55)	12% (90)	773
Community: Urban	7% (39)	6% (31)	54% (292)	12% (64)	9% (47)	12% (65)	538
Community: Suburban	2% (18)	6% (57)	58% (595)	14% (142)	10% (99)	11% (114)	1025
Community: Rural	3% (17)	5% (30)	55% (350)	13% (81)	9% (59)	16% (100)	637
Employ: Private Sector	2% (16)	6% (40)	57% (381)	14% (93)	10% (66)	11% (73)	669
Employ: Government	7% (12)	7% (13)	59% (100)	15% (26)	6% (10)	6% (11)	171
Employ: Self-Employed	8% (16)	7% (13)	54% (102)	14% (27)	8% (15)	9% (17)	189
Employ: Homemaker	3% (5)	6% (9)	54% (78)	12% (18)	11% (16)	13% (18)	145
Employ: Student	2% (3)	7% (10)	51% (76)	13% (20)	13% (20)	13% (19)	148
Employ: Retired	1% (7)	2% (8)	65% (304)	12% (54)	8% (38)	12% (58)	469
Employ: Unemployed	3% (5)	6% (11)	51% (97)	11% (21)	12% (23)	18% (35)	192
Employ: Other	5% (10)	7% (14)	46% (99)	13% (27)	8% (18)	22% (48)	217
Military HH: Yes	1% (5)	4% (15)	66% (235)	9% (31)	9% (32)	10% (37)	355
Military HH: No	4% (69)	6% (103)	54% (1002)	14% (256)	9% (173)	13% (243)	1845
RD/WT: Right Direction	4% (33)	6% (47)	56% (456)	11% (88)	10% (81)	13% (108)	814
RD/WT: Wrong Track	3% (41)	5% (71)	56% (781)	14% (199)	9% (124)	12% (171)	1386

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Table HR11: As you may know, it was recently announced that this year's Emmy's will not have a celebrity host. Does this make you more or less likely to watch the 2019 Emmy's, or does it not make a difference either way?

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	3% (74)	5% (118)	56% (1237)	13% (287)	9% (205)	13% (279)	2200
Trump Job Approve	3% (31)	5% (46)	56% (504)	12% (107)	11% (101)	12% (110)	898
Trump Job Disapprove	3% (37)	6% (72)	58% (690)	14% (163)	8% (97)	10% (123)	1182
Trump Job Strongly Approve	4% (19)	4% (21)	55% (263)	8% (39)	14% (68)	14% (64)	475
Trump Job Somewhat Approve	3% (13)	6% (25)	57% (241)	16% (67)	8% (32)	11% (46)	423
Trump Job Somewhat Disapprove	2% (6)	6% (17)	61% (185)	15% (46)	6% (19)	10% (30)	303
Trump Job Strongly Disapprove	3% (30)	6% (55)	57% (505)	13% (117)	9% (78)	11% (93)	879
Favorable of Trump	3% (31)	5% (43)	58% (522)	11% (101)	11% (95)	12% (113)	906
Unfavorable of Trump	3% (39)	6% (73)	57% (664)	15% (176)	9% (101)	10% (116)	1169
Very Favorable of Trump	3% (18)	5% (25)	56% (293)	8% (42)	13% (68)	14% (75)	520
Somewhat Favorable of Trump	3% (13)	5% (19)	59% (229)	15% (60)	7% (27)	10% (39)	386
Somewhat Unfavorable of Trump	4% (10)	6% (14)	61% (142)	13% (30)	6% (13)	10% (22)	231
Very Unfavorable of Trump	3% (30)	6% (59)	56% (522)	16% (146)	9% (88)	10% (94)	938
#1 Issue: Economy	2% (13)	7% (39)	56% (328)	13% (77)	8% (46)	14% (79)	581
#1 Issue: Security	3% (16)	5% (26)	58% (271)	11% (51)	12% (56)	11% (52)	472
#1 Issue: Health Care	7% (22)	4% (12)	52% (162)	14% (45)	11% (34)	12% (38)	314
#1 Issue: Medicare / Social Security	2% (7)	3% (10)	61% (186)	14% (43)	6% (18)	13% (39)	303
#1 Issue: Women's Issues	2% (4)	7% (11)	46% (67)	17% (25)	16% (23)	12% (17)	146
#1 Issue: Education	4% (7)	5% (7)	56% (86)	10% (16)	10% (15)	14% (22)	153
#1 Issue: Energy	4% (5)	9% (10)	58% (66)	18% (20)	5% (6)	7% (8)	115
#1 Issue: Other	1% (1)	3% (3)	60% (69)	10% (12)	6% (7)	21% (24)	116
2018 House Vote: Democrat	4% (28)	6% (44)	58% (425)	15% (109)	9% (68)	9% (63)	737
2018 House Vote: Republican	4% (24)	4% (30)	60% (413)	11% (73)	11% (79)	10% (71)	690
2018 House Vote: Someone else	— (0)	2% (2)	64% (59)	17% (15)	1% (1)	16% (15)	92
2016 Vote: Hillary Clinton	4% (24)	6% (36)	58% (376)	16% (104)	8% (55)	9% (58)	652
2016 Vote: Donald Trump	3% (20)	5% (33)	60% (431)	10% (74)	11% (76)	12% (86)	720
2016 Vote: Other	1% (2)	2% (4)	61% (120)	13% (26)	7% (14)	16% (31)	197
2016 Vote: Didn't Vote	4% (28)	7% (44)	49% (310)	13% (84)	9% (60)	17% (105)	630
Voted in 2014: Yes	3% (45)	5% (64)	59% (793)	13% (172)	10% (133)	10% (137)	1345
Voted in 2014: No	3% (29)	6% (53)	52% (443)	13% (115)	8% (73)	17% (143)	855

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Table HR11: *As you may know, it was recently announced that this year's Emmy's will not have a celebrity host. Does this make you more or less likely to watch the 2019 Emmy's, or does it not make a difference either way?*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	3% (74)	5% (118)	56% (1237)	13% (287)	9% (205)	13% (279)	2200
2012 Vote: Barack Obama	4% (29)	5% (42)	59% (468)	14% (110)	9% (70)	10% (79)	798
2012 Vote: Mitt Romney	2% (14)	4% (20)	62% (343)	12% (63)	10% (55)	10% (54)	549
2012 Vote: Other	1% (1)	8% (7)	59% (58)	5% (5)	9% (9)	18% (18)	98
2012 Vote: Didn't Vote	4% (31)	6% (48)	49% (366)	14% (108)	9% (71)	17% (128)	753
4-Region: Northeast	3% (13)	6% (23)	54% (211)	15% (60)	8% (32)	14% (55)	394
4-Region: Midwest	2% (9)	4% (19)	57% (264)	13% (61)	9% (40)	15% (69)	462
4-Region: South	4% (34)	5% (44)	56% (465)	12% (102)	10% (83)	12% (98)	824
4-Region: West	4% (18)	6% (32)	57% (297)	12% (64)	10% (51)	11% (57)	520
Watch TV: Every day	4% (44)	6% (60)	55% (583)	16% (165)	9% (98)	11% (112)	1060
Watch TV: Several times per week	3% (16)	6% (31)	60% (311)	12% (64)	8% (44)	10% (51)	517
Watch TV: About once per week	2% (2)	7% (11)	54% (89)	14% (23)	9% (15)	15% (25)	165
Watch TV: Several times per month	5% (7)	4% (5)	49% (64)	7% (9)	14% (18)	21% (27)	130
Watch TV: About once per month	2% (1)	— (0)	59% (32)	3% (2)	15% (8)	22% (12)	55
Watch TV: Less often than once per month	— (0)	— (0)	69% (71)	14% (15)	6% (6)	10% (10)	103
Watch TV: Never	3% (4)	6% (10)	51% (87)	5% (9)	10% (17)	25% (42)	169
Watch Movies: Every day	6% (21)	12% (45)	45% (162)	14% (51)	8% (30)	14% (49)	358
Watch Movies: Several times per week	3% (18)	7% (38)	58% (330)	15% (87)	7% (40)	9% (54)	566
Watch Movies: About once per week	2% (10)	3% (11)	56% (220)	15% (57)	11% (43)	13% (50)	392
Watch Movies: Several times per month	4% (11)	3% (8)	60% (178)	14% (40)	10% (29)	10% (31)	298
Watch Movies: About once per month	2% (5)	3% (7)	62% (134)	8% (18)	12% (26)	12% (26)	216
Watch Movies: Less often than once per month	1% (2)	2% (3)	64% (130)	11% (21)	11% (22)	11% (23)	201
Watch Movies: Never	4% (7)	3% (5)	49% (83)	8% (13)	9% (15)	27% (46)	169
Watch Sporting Events: Every day	6% (9)	13% (20)	47% (74)	10% (16)	10% (16)	14% (22)	158
Watch Sporting Events: Several times per week	5% (16)	7% (21)	60% (193)	14% (47)	6% (18)	9% (29)	324
Watch Sporting Events: About once per week	3% (7)	6% (17)	58% (155)	15% (40)	9% (25)	9% (24)	268
Watch Sporting Events: Several times per month	2% (4)	8% (14)	52% (94)	19% (35)	9% (17)	11% (19)	183
Watch Sporting Events: About once per month	3% (5)	4% (6)	56% (89)	10% (16)	13% (21)	14% (22)	158
Watch Sporting Events: Less often than once per month	2% (6)	3% (13)	57% (217)	16% (61)	9% (33)	14% (53)	382
Watch Sporting Events: Never	4% (28)	4% (26)	57% (415)	10% (72)	10% (75)	15% (111)	728

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Table HR11: As you may know, it was recently announced that this year's Emmy's will not have a celebrity host. Does this make you more or less likely to watch the 2019 Emmy's, or does it not make a difference either way?

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	3% (74)	5% (118)	56% (1237)	13% (287)	9% (205)	13% (279)	2200
Cable TV: Currently subscribe	4% (42)	6% (64)	57% (621)	12% (127)	10% (109)	12% (126)	1088
Cable TV: Subscribed in past	2% (16)	5% (34)	58% (398)	16% (109)	8% (57)	10% (71)	685
Cable TV: Never subscribed	4% (17)	4% (19)	51% (218)	12% (51)	9% (40)	19% (83)	427
Satellite TV: Currently subscribe	4% (18)	7% (34)	54% (263)	13% (65)	9% (44)	13% (61)	485
Satellite TV: Subscribed in past	2% (10)	4% (23)	59% (338)	15% (87)	9% (54)	11% (61)	573
Satellite TV: Never subscribed	4% (45)	5% (60)	56% (636)	12% (135)	9% (108)	14% (157)	1142
Streaming Services: Currently subscribe	4% (48)	6% (80)	55% (749)	15% (205)	9% (123)	11% (147)	1352
Streaming Services: Subscribed in past	5% (11)	6% (15)	51% (116)	13% (29)	12% (28)	13% (31)	230
Streaming Services: Never subscribed	2% (15)	4% (23)	60% (371)	9% (53)	9% (54)	16% (102)	618
Film: An avid fan	6% (45)	7% (55)	52% (411)	16% (129)	9% (70)	10% (79)	789
Film: A casual fan	1% (18)	5% (54)	60% (708)	12% (141)	8% (99)	13% (157)	1176
Film: Not a fan	5% (11)	4% (9)	50% (118)	7% (17)	15% (36)	18% (43)	235
Television: An avid fan	5% (52)	6% (65)	53% (561)	17% (175)	10% (102)	10% (102)	1057
Television: A casual fan	2% (16)	5% (50)	60% (606)	11% (109)	9% (93)	14% (143)	1017
Television: Not a fan	5% (6)	2% (3)	55% (69)	3% (3)	8% (11)	27% (34)	126
Music: An avid fan	5% (60)	6% (70)	53% (629)	15% (182)	10% (114)	11% (125)	1180
Music: A casual fan	1% (11)	5% (44)	61% (568)	11% (100)	8% (75)	14% (132)	930
Music: Not a fan	3% (2)	4% (3)	45% (41)	6% (5)	17% (16)	25% (23)	90
Fashion: An avid fan	11% (37)	8% (27)	41% (137)	19% (65)	8% (28)	12% (41)	335
Fashion: A casual fan	2% (23)	6% (56)	57% (528)	15% (137)	9% (87)	10% (97)	929
Fashion: Not a fan	1% (14)	4% (35)	61% (571)	9% (85)	10% (90)	15% (142)	936

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2200	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1138	52%
	N	2200	
age5	Age: 18-29	468	21%
	Age: 30-44	545	25%
	Age: 45-54	347	16%
	Age: 55-64	404	18%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	Generation Z: 18-22	255	12%
	Millennial: Age 23-38	578	26%
	Generation X: Age 39-54	527	24%
	Boomers: Age 55-73	745	34%
	N	2105	
xpid3	PID: Dem (no lean)	816	37%
	PID: Ind (no lean)	694	32%
	PID: Rep (no lean)	690	31%
	N	2200	
xpidGender	PID/Gender: Dem Men	337	15%
	PID/Gender: Dem Women	479	22%
	PID/Gender: Ind Men	375	17%
	PID/Gender: Ind Women	318	14%
	PID/Gender: Rep Men	349	16%
	PID/Gender: Rep Women	341	16%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	574	26%
	Ideo: Moderate (4)	470	21%
	Ideo: Conservative (5-7)	829	38%
	N	1873	
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	1183	54%
	Income: 50k-100k	696	32%
	Income: 100k+	321	15%
	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	1019	46%
	All Non-Christian	89	4%
	Atheist	92	4%
	Agnostic/Nothing in particular	1000	45%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	123	6%
xdemEvang	Evangelical	645	29%
	Non-Evangelical	773	35%
	N	1418	
xdemUsr	Community: Urban	538	24%
	Community: Suburban	1025	47%
	Community: Rural	637	29%
	N	2200	
xdemEmploy	Employ: Private Sector	669	30%
	Employ: Government	171	8%
	Employ: Self-Employed	189	9%
	Employ: Homemaker	145	7%
	Employ: Student	148	7%
	Employ: Retired	469	21%
	Employ: Unemployed	192	9%
	Employ: Other	217	10%
	N	2200	
xdemMilHH1	Military HH: Yes	355	16%
	Military HH: No	1845	84%
	N	2200	
xnrl	RD/WT: Right Direction	814	37%
	RD/WT: Wrong Track	1386	63%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Approve	Trump Job Approve	898	41%
	Trump Job Disapprove	1182	54%
	N	2080	
Trump_Approve2	Trump Job Strongly Approve	475	22%
	Trump Job Somewhat Approve	423	19%
	Trump Job Somewhat Disapprove	303	14%
	Trump Job Strongly Disapprove	879	40%
	N	2080	
Trump_Fav	Favorable of Trump	906	41%
	Unfavorable of Trump	1169	53%
	N	2075	
Trump_Fav_FULL	Very Favorable of Trump	520	24%
	Somewhat Favorable of Trump	386	18%
	Somewhat Unfavorable of Trump	231	10%
	Very Unfavorable of Trump	938	43%
	N	2075	
xnr3	#1 Issue: Economy	581	26%
	#1 Issue: Security	472	21%
	#1 Issue: Health Care	314	14%
	#1 Issue: Medicare / Social Security	303	14%
	#1 Issue: Women's Issues	146	7%
	#1 Issue: Education	153	7%
	#1 Issue: Energy	115	5%
	#1 Issue: Other	116	5%
	N	2200	
xsubVote18O	2018 House Vote: Democrat	737	33%
	2018 House Vote: Republican	690	31%
	2018 House Vote: Someone else	92	4%
	N	1519	
xsubVote16O	2016 Vote: Hillary Clinton	652	30%
	2016 Vote: Donald Trump	720	33%
	2016 Vote: Other	197	9%
	2016 Vote: Didn't Vote	630	29%
	N	2199	
xsubVote14O	Voted in 2014: Yes	1345	61%
	Voted in 2014: No	855	39%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote12O	2012 Vote: Barack Obama	798	36%
	2012 Vote: Mitt Romney	549	25%
	2012 Vote: Other	98	4%
	2012 Vote: Didn't Vote	753	34%
	N	2198	
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	1060	48%
	Watch TV: Several times per week	517	24%
	Watch TV: About once per week	165	8%
	Watch TV: Several times per month	130	6%
	Watch TV: About once per month	55	3%
	Watch TV: Less often than once per month	103	5%
	Watch TV: Never	169	8%
N	2200		
HRdem1_2	Watch Movies: Every day	358	16%
	Watch Movies: Several times per week	566	26%
	Watch Movies: About once per week	392	18%
	Watch Movies: Several times per month	298	14%
	Watch Movies: About once per month	216	10%
	Watch Movies: Less often than once per month	201	9%
	Watch Movies: Never	169	8%
N	2200		
HRdem1_3	Watch Sporting Events: Every day	158	7%
	Watch Sporting Events: Several times per week	324	15%
	Watch Sporting Events: About once per week	268	12%
	Watch Sporting Events: Several times per month	183	8%
	Watch Sporting Events: About once per month	158	7%
	Watch Sporting Events: Less often than once per month	382	17%
	Watch Sporting Events: Never	728	33%
N	2200		
HRdem2_1	Cable TV: Currently subscribe	1088	49%
	Cable TV: Subscribed in past	685	31%
	Cable TV: Never subscribed	427	19%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
HRdem2_2	Satellite TV: Currently subscribe	485	22%
	Satellite TV: Subscribed in past	573	26%
	Satellite TV: Never subscribed	1142	52%
	N	2200	
HRdem2_3	Streaming Services: Currently subscribe	1352	61%
	Streaming Services: Subscribed in past	230	10%
	Streaming Services: Never subscribed	618	28%
	N	2200	
HRdem3_1	Film: An avid fan	789	36%
	Film: A casual fan	1176	53%
	Film: Not a fan	235	11%
	N	2200	
HRdem3_2	Television: An avid fan	1057	48%
	Television: A casual fan	1017	46%
	Television: Not a fan	126	6%
	N	2200	
HRdem3_3	Music: An avid fan	1180	54%
	Music: A casual fan	930	42%
	Music: Not a fan	90	4%
	N	2200	
HRdem3_4	Fashion: An avid fan	335	15%
	Fashion: A casual fan	929	42%
	Fashion: Not a fan	936	43%
	N	2200	

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

The logo consists of a stylized 'M' shape formed by two overlapping chevron-like shapes pointing downwards.

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