



National Tracking Poll #190842
August 15-18, 2019

Crosstabulation Results

Methodology:

This poll was conducted from August 15-18, 2019, among a national sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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Crosstabulation Results by Respondent Demographics

Table HR1_1: Now thinking about the kinds of things you see on TV, would you say the following are more or less common on TV today than they were five years ago, or about the same?

General violence

Demographic	More common		Less common		About the same		Don't know / No opinion		Total N
Adults	63%	(1375)	5%	(104)	25%	(553)	8%	(167)	2200
Gender: Male	60%	(642)	5%	(56)	26%	(280)	8%	(84)	1062
Gender: Female	64%	(734)	4%	(48)	24%	(273)	7%	(83)	1138
Age: 18-29	56%	(255)	8%	(36)	24%	(108)	13%	(60)	460
Age: 30-44	55%	(305)	8%	(41)	29%	(160)	8%	(46)	553
Age: 45-54	68%	(254)	1%	(5)	24%	(90)	7%	(27)	376
Age: 55-64	66%	(248)	3%	(11)	27%	(101)	4%	(14)	375
Age: 65+	72%	(312)	2%	(11)	21%	(94)	4%	(20)	436
Generation Z: 18-22	55%	(117)	11%	(23)	19%	(41)	14%	(30)	212
Millennial: Age 23-38	54%	(322)	7%	(43)	29%	(174)	10%	(63)	602
Generation X: Age 39-54	65%	(376)	3%	(16)	25%	(143)	7%	(40)	575
Boomers: Age 55-73	69%	(498)	2%	(17)	25%	(179)	4%	(29)	723
PID: Dem (no lean)	59%	(457)	4%	(33)	29%	(225)	7%	(54)	769
PID: Ind (no lean)	62%	(464)	5%	(40)	22%	(167)	11%	(79)	751
PID: Rep (no lean)	67%	(454)	5%	(31)	24%	(161)	5%	(34)	679
PID/Gender: Dem Men	55%	(201)	4%	(15)	32%	(115)	9%	(33)	363
PID/Gender: Dem Women	63%	(256)	4%	(18)	27%	(110)	5%	(21)	406
PID/Gender: Ind Men	60%	(195)	5%	(16)	24%	(80)	11%	(37)	328
PID/Gender: Ind Women	64%	(269)	6%	(25)	21%	(87)	10%	(43)	424
PID/Gender: Rep Men	66%	(246)	7%	(25)	23%	(85)	4%	(15)	371
PID/Gender: Rep Women	68%	(209)	2%	(6)	25%	(76)	6%	(18)	309
Ideo: Liberal (1-3)	57%	(335)	4%	(22)	34%	(202)	5%	(29)	588
Ideo: Moderate (4)	64%	(312)	3%	(17)	28%	(135)	5%	(25)	489
Ideo: Conservative (5-7)	69%	(516)	5%	(39)	21%	(157)	5%	(37)	749

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Table HR1_1: Now thinking about the kinds of things you see on TV, would you say the following are more or less common on TV today than they were five years ago, or about the same?

General violence

Demographic	More common		Less common		About the same		Don't know / No opinion		Total N
Adults	63%	(1375)	5%	(104)	25%	(553)	8%	(167)	2200
Educ: < College	61%	(917)	5%	(80)	25%	(383)	9%	(132)	1512
Educ: Bachelors degree	67%	(297)	3%	(14)	25%	(110)	5%	(22)	444
Educ: Post-grad	66%	(162)	4%	(9)	25%	(60)	5%	(13)	244
Income: Under 50k	61%	(769)	5%	(63)	24%	(304)	10%	(126)	1261
Income: 50k-100k	64%	(423)	5%	(32)	27%	(177)	5%	(32)	664
Income: 100k+	67%	(184)	3%	(9)	26%	(72)	3%	(9)	275
Ethnicity: White	63%	(1078)	4%	(73)	26%	(443)	7%	(128)	1722
Ethnicity: Hispanic	63%	(220)	7%	(23)	23%	(82)	7%	(25)	349
Ethnicity: Afr. Am.	64%	(175)	9%	(24)	19%	(51)	9%	(24)	274
Ethnicity: Other	60%	(122)	3%	(7)	29%	(59)	8%	(15)	204
All Christian	67%	(602)	4%	(32)	25%	(220)	5%	(41)	895
All Non-Christian	56%	(56)	9%	(9)	29%	(29)	6%	(6)	99
Atheist	49%	(47)	3%	(3)	40%	(37)	8%	(8)	95
Agnostic/Nothing in particular	60%	(671)	5%	(60)	24%	(267)	10%	(112)	1111
Religious Non-Protestant/Catholic	56%	(62)	10%	(11)	28%	(31)	6%	(6)	110
Evangelical	72%	(451)	4%	(22)	20%	(123)	4%	(27)	623
Non-Evangelical	63%	(475)	5%	(38)	26%	(194)	6%	(42)	749
Community: Urban	61%	(358)	5%	(28)	25%	(149)	9%	(51)	586
Community: Suburban	64%	(646)	5%	(52)	25%	(252)	6%	(57)	1006
Community: Rural	61%	(372)	4%	(24)	25%	(152)	10%	(60)	608
Employ: Private Sector	63%	(433)	4%	(29)	27%	(189)	6%	(38)	689
Employ: Government	70%	(97)	5%	(7)	17%	(23)	8%	(12)	139
Employ: Self-Employed	64%	(123)	4%	(9)	26%	(50)	6%	(11)	192
Employ: Homemaker	52%	(84)	7%	(12)	27%	(43)	13%	(21)	161
Employ: Student	64%	(68)	10%	(11)	18%	(19)	8%	(8)	106
Employ: Retired	69%	(324)	3%	(13)	24%	(111)	5%	(23)	471
Employ: Unemployed	55%	(126)	6%	(14)	28%	(64)	12%	(27)	231
Employ: Other	57%	(120)	5%	(10)	26%	(54)	13%	(27)	211

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Table HR1_1: Now thinking about the kinds of things you see on TV, would you say the following are more or less common on TV today than they were five years ago, or about the same?

General violence

Demographic	More common		Less common		About the same		Don't know / No opinion		Total N
Adults	63%	(1375)	5%	(104)	25%	(553)	8%	(167)	2200
Military HH: Yes	68%	(259)	4%	(15)	23%	(87)	5%	(18)	380
Military HH: No	61%	(1117)	5%	(89)	26%	(466)	8%	(149)	1820
RD/WT: Right Direction	63%	(516)	5%	(44)	26%	(216)	6%	(50)	826
RD/WT: Wrong Track	63%	(859)	4%	(61)	25%	(337)	9%	(117)	1374
Trump Job Approve	65%	(568)	5%	(45)	25%	(222)	5%	(45)	880
Trump Job Disapprove	63%	(768)	5%	(57)	26%	(309)	6%	(76)	1211
Trump Job Strongly Approve	65%	(330)	4%	(20)	26%	(131)	5%	(26)	507
Trump Job Somewhat Approve	64%	(237)	7%	(24)	25%	(91)	5%	(19)	372
Trump Job Somewhat Disapprove	67%	(200)	4%	(13)	21%	(63)	7%	(22)	299
Trump Job Strongly Disapprove	62%	(568)	5%	(43)	27%	(246)	6%	(54)	912
Favorable of Trump	67%	(573)	5%	(41)	24%	(208)	4%	(37)	859
Unfavorable of Trump	62%	(750)	5%	(57)	27%	(319)	6%	(75)	1201
Very Favorable of Trump	67%	(354)	5%	(26)	24%	(129)	4%	(21)	530
Somewhat Favorable of Trump	66%	(219)	5%	(15)	24%	(79)	5%	(16)	329
Somewhat Unfavorable of Trump	62%	(136)	6%	(14)	24%	(52)	8%	(18)	220
Very Unfavorable of Trump	63%	(614)	4%	(44)	27%	(267)	6%	(57)	981
#1 Issue: Economy	64%	(350)	5%	(28)	23%	(125)	8%	(44)	546
#1 Issue: Security	65%	(292)	4%	(20)	25%	(114)	5%	(21)	447
#1 Issue: Health Care	59%	(215)	4%	(15)	30%	(111)	7%	(26)	368
#1 Issue: Medicare / Social Security	66%	(214)	3%	(8)	23%	(76)	8%	(26)	324
#1 Issue: Women's Issues	64%	(106)	6%	(9)	16%	(27)	14%	(22)	165
#1 Issue: Education	60%	(75)	7%	(9)	28%	(35)	5%	(6)	125
#1 Issue: Energy	50%	(60)	8%	(10)	33%	(40)	9%	(10)	119
#1 Issue: Other	60%	(64)	5%	(6)	24%	(26)	11%	(12)	107
2018 House Vote: Democrat	64%	(479)	3%	(22)	27%	(201)	6%	(48)	749
2018 House Vote: Republican	66%	(466)	5%	(33)	25%	(177)	5%	(34)	710
2018 House Vote: Someone else	63%	(63)	9%	(9)	19%	(18)	9%	(9)	99

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Table HR1_1: Now thinking about the kinds of things you see on TV, would you say the following are more or less common on TV today than they were five years ago, or about the same?

General violence

Demographic	More common		Less common		About the same		Don't know / No opinion		Total N
Adults	63%	(1375)	5%	(104)	25%	(553)	8%	(167)	2200
2016 Vote: Hillary Clinton	64%	(414)	4%	(24)	26%	(171)	6%	(41)	651
2016 Vote: Donald Trump	67%	(451)	4%	(27)	24%	(162)	4%	(28)	668
2016 Vote: Other	62%	(111)	4%	(7)	26%	(46)	9%	(16)	180
2016 Vote: Didn't Vote	57%	(398)	7%	(46)	25%	(171)	12%	(80)	695
Voted in 2014: Yes	66%	(871)	3%	(42)	25%	(327)	6%	(72)	1312
Voted in 2014: No	57%	(505)	7%	(63)	25%	(226)	11%	(95)	888
2012 Vote: Barack Obama	63%	(494)	3%	(27)	29%	(231)	5%	(38)	790
2012 Vote: Mitt Romney	70%	(365)	3%	(14)	23%	(119)	5%	(24)	521
2012 Vote: Other	57%	(55)	4%	(4)	26%	(25)	13%	(12)	97
2012 Vote: Didn't Vote	58%	(458)	8%	(59)	23%	(178)	12%	(93)	789
4-Region: Northeast	57%	(225)	6%	(24)	27%	(108)	9%	(36)	394
4-Region: Midwest	62%	(288)	3%	(14)	28%	(131)	6%	(29)	462
4-Region: South	64%	(529)	5%	(44)	23%	(186)	8%	(65)	824
4-Region: West	64%	(332)	4%	(22)	25%	(129)	7%	(37)	520
Watch TV: Every day	65%	(705)	4%	(41)	28%	(302)	4%	(45)	1094
Watch TV: Several times per week	65%	(326)	6%	(29)	25%	(124)	4%	(23)	501
Watch TV: About once per week	61%	(82)	8%	(11)	23%	(31)	7%	(10)	134
Watch TV: Several times per month	61%	(79)	10%	(13)	21%	(28)	8%	(10)	130
Watch TV: About once per month	59%	(35)	4%	(2)	25%	(15)	13%	(8)	60
Watch TV: Less often than once per month	57%	(50)	2%	(2)	29%	(25)	12%	(10)	88
Watch TV: Never	50%	(97)	4%	(8)	14%	(28)	32%	(61)	194
Watch Movies: Every day	69%	(289)	4%	(16)	24%	(103)	3%	(13)	422
Watch Movies: Several times per week	64%	(348)	4%	(24)	28%	(149)	4%	(20)	541
Watch Movies: About once per week	65%	(242)	6%	(22)	25%	(94)	4%	(15)	373
Watch Movies: Several times per month	61%	(159)	6%	(15)	27%	(71)	7%	(18)	263
Watch Movies: About once per month	65%	(125)	5%	(10)	23%	(43)	7%	(13)	192
Watch Movies: Less often than once per month	52%	(107)	4%	(9)	30%	(61)	14%	(28)	203
Watch Movies: Never	52%	(106)	5%	(9)	15%	(31)	29%	(60)	206

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Table HR1_1: Now thinking about the kinds of things you see on TV, would you say the following are more or less common on TV today than they were five years ago, or about the same?

General violence

Demographic	More common		Less common		About the same		Don't know / No opinion		Total N
Adults	63%	(1375)	5%	(104)	25%	(553)	8%	(167)	2200
Watch Sporting Events: Every day	63%	(110)	6%	(10)	25%	(44)	6%	(10)	175
Watch Sporting Events: Several times per week	63%	(200)	6%	(18)	27%	(85)	4%	(14)	317
Watch Sporting Events: About once per week	67%	(199)	5%	(14)	27%	(79)	2%	(5)	297
Watch Sporting Events: Several times per month	66%	(113)	5%	(9)	26%	(45)	3%	(5)	172
Watch Sporting Events: About once per month	65%	(119)	4%	(7)	29%	(53)	3%	(6)	185
Watch Sporting Events: Less often than once per month	66%	(220)	4%	(12)	23%	(77)	7%	(23)	333
Watch Sporting Events: Never	57%	(414)	5%	(35)	24%	(170)	14%	(103)	722
Cable TV: Currently subscribe	66%	(667)	5%	(49)	25%	(251)	4%	(41)	1008
Cable TV: Subscribed in past	64%	(507)	3%	(28)	27%	(210)	5%	(42)	786
Cable TV: Never subscribed	50%	(202)	7%	(28)	23%	(92)	21%	(84)	406
Satellite TV: Currently subscribe	66%	(338)	6%	(30)	23%	(120)	5%	(24)	513
Satellite TV: Subscribed in past	65%	(402)	3%	(21)	25%	(157)	6%	(39)	618
Satellite TV: Never subscribed	59%	(635)	5%	(54)	26%	(276)	10%	(104)	1069
Streaming Services: Currently subscribe	65%	(866)	5%	(61)	27%	(358)	4%	(53)	1338
Streaming Services: Subscribed in past	60%	(131)	6%	(12)	23%	(50)	12%	(26)	220
Streaming Services: Never subscribed	59%	(378)	5%	(31)	23%	(145)	14%	(87)	642
Film: An avid fan	64%	(547)	6%	(47)	26%	(225)	4%	(37)	856
Film: A casual fan	64%	(701)	4%	(43)	25%	(274)	7%	(76)	1093
Film: Not a fan	51%	(128)	6%	(14)	22%	(55)	22%	(54)	251
Television: An avid fan	65%	(741)	4%	(51)	25%	(288)	5%	(57)	1136
Television: A casual fan	61%	(567)	5%	(48)	26%	(240)	7%	(68)	923
Television: Not a fan	48%	(68)	4%	(6)	18%	(25)	30%	(42)	141
Music: An avid fan	65%	(780)	5%	(61)	25%	(300)	6%	(66)	1208
Music: A casual fan	63%	(559)	4%	(39)	26%	(229)	7%	(66)	892
Music: Not a fan	36%	(36)	5%	(5)	24%	(24)	35%	(35)	100
Fashion: An avid fan	65%	(227)	7%	(26)	22%	(76)	6%	(21)	350
Fashion: A casual fan	64%	(573)	4%	(31)	26%	(232)	6%	(55)	891
Fashion: Not a fan	60%	(576)	5%	(47)	26%	(246)	9%	(91)	960

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

Table HR1_2: Now thinking about the kinds of things you see on TV, would you say the following are more or less common on TV today than they were five years ago, or about the same?
Violence against women

Demographic	More common		Less common		About the same		Don't know / No opinion		Total N
Adults	40%	(884)	19%	(428)	28%	(618)	12%	(270)	2200
Gender: Male	35%	(376)	23%	(241)	29%	(307)	13%	(138)	1062
Gender: Female	45%	(508)	16%	(187)	27%	(311)	12%	(132)	1138
Age: 18-29	31%	(145)	27%	(123)	23%	(106)	19%	(87)	460
Age: 30-44	36%	(197)	22%	(122)	30%	(166)	12%	(68)	553
Age: 45-54	45%	(170)	16%	(61)	27%	(102)	12%	(43)	376
Age: 55-64	41%	(152)	19%	(70)	33%	(123)	8%	(29)	375
Age: 65+	50%	(220)	12%	(52)	28%	(122)	10%	(42)	436
Generation Z: 18-22	33%	(70)	28%	(60)	16%	(35)	22%	(47)	212
Millennial: Age 23-38	31%	(187)	25%	(149)	30%	(180)	14%	(86)	602
Generation X: Age 39-54	44%	(254)	17%	(97)	28%	(159)	11%	(65)	575
Boomers: Age 55-73	45%	(322)	16%	(115)	31%	(222)	9%	(64)	723
PID: Dem (no lean)	42%	(325)	20%	(152)	28%	(212)	11%	(81)	769
PID: Ind (no lean)	38%	(289)	19%	(141)	27%	(205)	15%	(116)	751
PID: Rep (no lean)	40%	(270)	20%	(135)	30%	(202)	11%	(73)	679
PID/Gender: Dem Men	36%	(132)	21%	(75)	31%	(112)	12%	(44)	363
PID/Gender: Dem Women	47%	(192)	19%	(77)	24%	(99)	9%	(37)	406
PID/Gender: Ind Men	33%	(108)	21%	(70)	28%	(93)	17%	(57)	328
PID/Gender: Ind Women	43%	(181)	17%	(72)	26%	(112)	14%	(59)	424
PID/Gender: Rep Men	37%	(136)	26%	(96)	27%	(101)	10%	(37)	371
PID/Gender: Rep Women	43%	(134)	12%	(38)	32%	(100)	12%	(36)	309
Ideo: Liberal (1-3)	40%	(235)	19%	(113)	31%	(182)	10%	(57)	588
Ideo: Moderate (4)	38%	(183)	19%	(94)	34%	(165)	9%	(46)	489
Ideo: Conservative (5-7)	43%	(321)	22%	(166)	26%	(192)	9%	(69)	749
Educ: < College	40%	(600)	19%	(293)	28%	(419)	13%	(200)	1512
Educ: Bachelors degree	39%	(171)	20%	(91)	31%	(136)	10%	(46)	444
Educ: Post-grad	46%	(112)	18%	(44)	26%	(64)	10%	(24)	244

Continued on next page

Table HR1_2: Now thinking about the kinds of things you see on TV, would you say the following are more or less common on TV today than they were five years ago, or about the same?
Violence against women

Demographic	More common		Less common		About the same		Don't know / No opinion		Total N
Adults	40%	(884)	19%	(428)	28%	(618)	12%	(270)	2200
Income: Under 50k	40%	(502)	19%	(237)	27%	(344)	14%	(178)	1261
Income: 50k-100k	41%	(275)	21%	(138)	28%	(185)	10%	(66)	664
Income: 100k+	39%	(107)	19%	(52)	33%	(90)	9%	(25)	275
Ethnicity: White	39%	(674)	20%	(339)	29%	(498)	12%	(210)	1722
Ethnicity: Hispanic	41%	(142)	24%	(84)	25%	(87)	10%	(36)	349
Ethnicity: Afr. Am.	48%	(133)	18%	(50)	21%	(58)	12%	(33)	274
Ethnicity: Other	38%	(77)	19%	(38)	30%	(62)	13%	(27)	204
All Christian	43%	(387)	18%	(161)	29%	(259)	10%	(88)	895
All Non-Christian	33%	(33)	22%	(22)	33%	(33)	12%	(12)	99
Atheist	30%	(28)	25%	(23)	29%	(27)	17%	(16)	95
Agnostic/Nothing in particular	39%	(436)	20%	(221)	27%	(299)	14%	(154)	1111
Religious Non-Protestant/Catholic	36%	(39)	22%	(25)	30%	(33)	11%	(12)	110
Evangelical	51%	(318)	15%	(96)	25%	(159)	8%	(49)	623
Non-Evangelical	41%	(306)	19%	(143)	29%	(216)	11%	(85)	749
Community: Urban	39%	(231)	18%	(104)	29%	(173)	14%	(79)	586
Community: Suburban	38%	(387)	22%	(221)	28%	(283)	12%	(116)	1006
Community: Rural	44%	(267)	17%	(104)	27%	(163)	12%	(74)	608
Employ: Private Sector	40%	(274)	22%	(153)	29%	(199)	9%	(64)	689
Employ: Government	37%	(51)	26%	(36)	23%	(32)	15%	(21)	139
Employ: Self-Employed	41%	(79)	16%	(31)	30%	(57)	13%	(24)	192
Employ: Homemaker	38%	(61)	17%	(28)	29%	(46)	16%	(25)	161
Employ: Student	27%	(29)	34%	(36)	21%	(22)	18%	(19)	106
Employ: Retired	48%	(227)	12%	(59)	31%	(144)	9%	(42)	471
Employ: Unemployed	36%	(83)	22%	(51)	25%	(59)	16%	(38)	231
Employ: Other	38%	(81)	16%	(35)	28%	(60)	17%	(36)	211
Military HH: Yes	45%	(172)	18%	(67)	28%	(107)	9%	(34)	380
Military HH: No	39%	(712)	20%	(361)	28%	(511)	13%	(236)	1820
RD/WT: Right Direction	39%	(326)	20%	(166)	29%	(241)	11%	(93)	826
RD/WT: Wrong Track	41%	(558)	19%	(262)	27%	(378)	13%	(177)	1374

Continued on next page

Table HR1_2: Now thinking about the kinds of things you see on TV, would you say the following are more or less common on TV today than they were five years ago, or about the same?
Violence against women

Demographic	More common		Less common		About the same		Don't know / No opinion		Total N
Adults	40%	(884)	19%	(428)	28%	(618)	12%	(270)	2200
Trump Job Approve	42%	(369)	20%	(173)	29%	(252)	10%	(86)	880
Trump Job Disapprove	40%	(488)	20%	(245)	28%	(338)	11%	(139)	1211
Trump Job Strongly Approve	43%	(220)	17%	(87)	30%	(152)	10%	(49)	507
Trump Job Somewhat Approve	40%	(149)	23%	(86)	27%	(100)	10%	(37)	372
Trump Job Somewhat Disapprove	38%	(113)	19%	(55)	29%	(86)	15%	(45)	299
Trump Job Strongly Disapprove	41%	(375)	21%	(190)	28%	(252)	10%	(94)	912
Favorable of Trump	42%	(357)	20%	(168)	29%	(253)	9%	(81)	859
Unfavorable of Trump	41%	(493)	21%	(247)	28%	(332)	11%	(130)	1201
Very Favorable of Trump	44%	(232)	17%	(92)	30%	(157)	9%	(49)	530
Somewhat Favorable of Trump	38%	(125)	23%	(76)	29%	(96)	10%	(32)	329
Somewhat Unfavorable of Trump	41%	(91)	13%	(29)	30%	(65)	16%	(35)	220
Very Unfavorable of Trump	41%	(402)	22%	(217)	27%	(267)	10%	(95)	981
#1 Issue: Economy	35%	(192)	22%	(119)	30%	(162)	13%	(73)	546
#1 Issue: Security	40%	(178)	20%	(87)	31%	(141)	9%	(41)	447
#1 Issue: Health Care	40%	(147)	17%	(64)	31%	(116)	11%	(41)	368
#1 Issue: Medicare / Social Security	49%	(160)	14%	(45)	26%	(83)	11%	(36)	324
#1 Issue: Women's Issues	41%	(67)	18%	(30)	24%	(39)	17%	(28)	165
#1 Issue: Education	50%	(62)	24%	(29)	16%	(20)	11%	(13)	125
#1 Issue: Energy	32%	(38)	29%	(35)	24%	(28)	15%	(18)	119
#1 Issue: Other	37%	(39)	17%	(18)	28%	(30)	18%	(19)	107
2018 House Vote: Democrat	43%	(321)	19%	(146)	28%	(207)	10%	(76)	749
2018 House Vote: Republican	40%	(285)	20%	(143)	30%	(216)	9%	(66)	710
2018 House Vote: Someone else	37%	(37)	18%	(18)	28%	(28)	16%	(16)	99
2016 Vote: Hillary Clinton	43%	(277)	18%	(117)	30%	(193)	10%	(64)	651
2016 Vote: Donald Trump	42%	(281)	18%	(122)	31%	(207)	9%	(57)	668
2016 Vote: Other	35%	(64)	22%	(40)	30%	(54)	12%	(22)	180
2016 Vote: Didn't Vote	38%	(262)	21%	(147)	23%	(162)	18%	(125)	695
Voted in 2014: Yes	43%	(568)	18%	(231)	30%	(395)	9%	(118)	1312
Voted in 2014: No	36%	(315)	22%	(198)	25%	(223)	17%	(152)	888

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Table HR1_2: Now thinking about the kinds of things you see on TV, would you say the following are more or less common on TV today than they were five years ago, or about the same?*Violence against women*

Demographic	More common		Less common		About the same		Don't know / No opinion		Total N
Adults	40%	(884)	19%	(428)	28%	(618)	12%	(270)	2200
2012 Vote: Barack Obama	43%	(337)	17%	(137)	32%	(249)	8%	(67)	790
2012 Vote: Mitt Romney	43%	(226)	17%	(88)	31%	(161)	9%	(46)	521
2012 Vote: Other	46%	(44)	15%	(15)	24%	(23)	15%	(15)	97
2012 Vote: Didn't Vote	35%	(276)	24%	(188)	23%	(183)	18%	(142)	789
4-Region: Northeast	34%	(135)	21%	(84)	29%	(116)	15%	(58)	394
4-Region: Midwest	44%	(203)	16%	(76)	29%	(135)	11%	(49)	462
4-Region: South	42%	(343)	20%	(165)	26%	(212)	13%	(104)	824
4-Region: West	39%	(203)	20%	(102)	30%	(155)	11%	(59)	520
Watch TV: Every day	42%	(464)	20%	(214)	30%	(332)	8%	(84)	1094
Watch TV: Several times per week	41%	(206)	24%	(120)	26%	(130)	9%	(45)	501
Watch TV: About once per week	33%	(44)	25%	(34)	27%	(36)	15%	(19)	134
Watch TV: Several times per month	40%	(52)	15%	(20)	33%	(44)	11%	(15)	130
Watch TV: About once per month	30%	(18)	16%	(10)	29%	(17)	24%	(14)	60
Watch TV: Less often than once per month	36%	(32)	23%	(21)	22%	(19)	18%	(16)	88
Watch TV: Never	34%	(67)	6%	(11)	21%	(40)	39%	(76)	194
Watch Movies: Every day	47%	(199)	23%	(96)	25%	(106)	5%	(21)	422
Watch Movies: Several times per week	40%	(219)	21%	(113)	29%	(158)	9%	(51)	541
Watch Movies: About once per week	38%	(143)	23%	(87)	30%	(111)	8%	(31)	373
Watch Movies: Several times per month	40%	(106)	13%	(35)	35%	(92)	11%	(30)	263
Watch Movies: About once per month	38%	(73)	21%	(40)	30%	(57)	11%	(21)	192
Watch Movies: Less often than once per month	37%	(75)	19%	(38)	25%	(52)	19%	(39)	203
Watch Movies: Never	33%	(68)	9%	(18)	21%	(42)	37%	(77)	206
Watch Sporting Events: Every day	44%	(77)	25%	(43)	23%	(41)	8%	(14)	175
Watch Sporting Events: Several times per week	39%	(123)	23%	(73)	31%	(99)	7%	(22)	317
Watch Sporting Events: About once per week	42%	(126)	20%	(59)	31%	(92)	7%	(21)	297
Watch Sporting Events: Several times per month	40%	(70)	16%	(27)	38%	(65)	6%	(11)	172
Watch Sporting Events: About once per month	41%	(76)	28%	(52)	24%	(44)	7%	(13)	185
Watch Sporting Events: Less often than once per month	42%	(140)	19%	(63)	27%	(90)	12%	(40)	333
Watch Sporting Events: Never	38%	(272)	15%	(111)	26%	(189)	21%	(150)	722

Continued on next page

Table HR1_2: Now thinking about the kinds of things you see on TV, would you say the following are more or less common on TV today than they were five years ago, or about the same?
Violence against women

Demographic	More common		Less common		About the same		Don't know / No opinion		Total N
Adults	40%	(884)	19%	(428)	28%	(618)	12%	(270)	2200
Cable TV: Currently subscribe	43%	(430)	21%	(215)	27%	(273)	9%	(91)	1008
Cable TV: Subscribed in past	41%	(322)	20%	(157)	29%	(232)	10%	(76)	786
Cable TV: Never subscribed	33%	(132)	14%	(56)	28%	(114)	26%	(104)	406
Satellite TV: Currently subscribe	46%	(237)	19%	(97)	27%	(140)	8%	(39)	513
Satellite TV: Subscribed in past	38%	(232)	20%	(123)	31%	(192)	12%	(72)	618
Satellite TV: Never subscribed	39%	(415)	20%	(208)	27%	(287)	15%	(159)	1069
Streaming Services: Currently subscribe	40%	(537)	22%	(296)	28%	(380)	9%	(126)	1338
Streaming Services: Subscribed in past	37%	(82)	21%	(47)	29%	(63)	13%	(28)	220
Streaming Services: Never subscribed	41%	(265)	13%	(86)	27%	(175)	18%	(116)	642
Film: An avid fan	42%	(361)	23%	(193)	28%	(237)	8%	(64)	856
Film: A casual fan	39%	(431)	18%	(201)	29%	(318)	13%	(143)	1093
Film: Not a fan	36%	(91)	13%	(34)	25%	(63)	25%	(63)	251
Television: An avid fan	43%	(489)	21%	(234)	28%	(315)	9%	(99)	1136
Television: A casual fan	39%	(359)	19%	(171)	30%	(278)	12%	(115)	923
Television: Not a fan	25%	(36)	16%	(23)	18%	(25)	40%	(57)	141
Music: An avid fan	42%	(502)	23%	(272)	26%	(319)	10%	(115)	1208
Music: A casual fan	41%	(362)	16%	(147)	30%	(266)	13%	(118)	892
Music: Not a fan	20%	(20)	9%	(9)	34%	(34)	37%	(37)	100
Fashion: An avid fan	48%	(168)	20%	(69)	22%	(76)	10%	(36)	350
Fashion: A casual fan	42%	(376)	19%	(174)	28%	(253)	10%	(88)	891
Fashion: Not a fan	35%	(340)	19%	(185)	30%	(289)	15%	(146)	960

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

Table HR1_3: Now thinking about the kinds of things you see on TV, would you say the following are more or less common on TV today than they were five years ago, or about the same?

Sex

Demographic	More common		Less common		About the same		Don't know / No opinion		Total N
Adults	68%	(1487)	5%	(113)	19%	(425)	8%	(175)	2200
Gender: Male	64%	(681)	6%	(64)	22%	(234)	8%	(84)	1062
Gender: Female	71%	(806)	4%	(49)	17%	(192)	8%	(91)	1138
Age: 18-29	60%	(277)	8%	(38)	18%	(82)	14%	(63)	460
Age: 30-44	64%	(354)	4%	(25)	23%	(125)	9%	(49)	553
Age: 45-54	70%	(263)	4%	(14)	19%	(71)	8%	(28)	376
Age: 55-64	71%	(267)	5%	(17)	21%	(77)	3%	(13)	375
Age: 65+	75%	(326)	4%	(19)	16%	(70)	5%	(22)	436
Generation Z: 18-22	60%	(127)	7%	(16)	17%	(35)	16%	(33)	212
Millennial: Age 23-38	61%	(367)	7%	(42)	22%	(131)	10%	(62)	602
Generation X: Age 39-54	69%	(399)	3%	(19)	19%	(112)	8%	(45)	575
Boomers: Age 55-73	73%	(527)	5%	(33)	19%	(134)	4%	(29)	723
PID: Dem (no lean)	65%	(503)	4%	(29)	24%	(183)	7%	(53)	769
PID: Ind (no lean)	66%	(492)	6%	(46)	17%	(127)	11%	(86)	751
PID: Rep (no lean)	72%	(491)	6%	(38)	17%	(115)	5%	(36)	679
PID/Gender: Dem Men	60%	(217)	5%	(18)	28%	(102)	7%	(26)	363
PID/Gender: Dem Women	70%	(286)	3%	(11)	20%	(82)	7%	(27)	406
PID/Gender: Ind Men	62%	(205)	5%	(18)	20%	(66)	12%	(39)	328
PID/Gender: Ind Women	68%	(288)	7%	(28)	14%	(61)	11%	(47)	424
PID/Gender: Rep Men	70%	(259)	7%	(28)	18%	(66)	5%	(18)	371
PID/Gender: Rep Women	75%	(232)	3%	(10)	16%	(49)	6%	(17)	309
Ideo: Liberal (1-3)	68%	(398)	5%	(28)	22%	(132)	5%	(31)	588
Ideo: Moderate (4)	67%	(328)	5%	(27)	23%	(110)	5%	(25)	489
Ideo: Conservative (5-7)	73%	(543)	5%	(34)	18%	(132)	5%	(40)	749
Educ: < College	65%	(988)	6%	(92)	19%	(294)	9%	(138)	1512
Educ: Bachelors degree	74%	(327)	3%	(14)	18%	(80)	5%	(22)	444
Educ: Post-grad	70%	(171)	3%	(7)	21%	(51)	6%	(15)	244

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Table HR1_3: Now thinking about the kinds of things you see on TV, would you say the following are more or less common on TV today than they were five years ago, or about the same?

Sex

Demographic	More common		Less common		About the same		Don't know / No opinion		Total N
Adults	68%	(1487)	5%	(113)	19%	(425)	8%	(175)	2200
Income: Under 50k	65%	(816)	7%	(83)	18%	(229)	11%	(133)	1261
Income: 50k-100k	72%	(480)	3%	(23)	19%	(129)	5%	(32)	664
Income: 100k+	69%	(190)	3%	(7)	24%	(67)	4%	(10)	275
Ethnicity: White	69%	(1188)	4%	(75)	19%	(331)	7%	(128)	1722
Ethnicity: Hispanic	65%	(228)	4%	(13)	22%	(75)	9%	(33)	349
Ethnicity: Afr. Am.	65%	(177)	8%	(23)	16%	(44)	11%	(30)	274
Ethnicity: Other	59%	(121)	7%	(15)	25%	(50)	9%	(17)	204
All Christian	73%	(657)	4%	(35)	18%	(160)	5%	(43)	895
All Non-Christian	60%	(60)	4%	(4)	26%	(26)	10%	(10)	99
Atheist	56%	(53)	9%	(8)	25%	(24)	10%	(10)	95
Agnostic/Nothing in particular	65%	(718)	6%	(65)	19%	(215)	10%	(113)	1111
Religious Non-Protestant/Catholic	64%	(70)	4%	(4)	24%	(26)	9%	(10)	110
Evangelical	76%	(472)	5%	(32)	14%	(90)	5%	(29)	623
Non-Evangelical	69%	(516)	5%	(37)	20%	(147)	7%	(49)	749
Community: Urban	64%	(372)	3%	(20)	24%	(142)	9%	(52)	586
Community: Suburban	69%	(698)	6%	(64)	18%	(176)	7%	(68)	1006
Community: Rural	69%	(416)	5%	(29)	18%	(107)	9%	(55)	608
Employ: Private Sector	68%	(467)	4%	(28)	22%	(155)	6%	(39)	689
Employ: Government	73%	(101)	5%	(6)	14%	(19)	9%	(13)	139
Employ: Self-Employed	72%	(138)	3%	(6)	19%	(36)	6%	(11)	192
Employ: Homemaker	71%	(114)	5%	(7)	11%	(17)	14%	(22)	161
Employ: Student	70%	(74)	8%	(9)	14%	(15)	8%	(9)	106
Employ: Retired	72%	(341)	4%	(18)	19%	(90)	5%	(21)	471
Employ: Unemployed	54%	(125)	10%	(22)	24%	(56)	12%	(28)	231
Employ: Other	60%	(126)	7%	(16)	17%	(37)	15%	(32)	211
Military HH: Yes	75%	(283)	5%	(18)	16%	(62)	5%	(17)	380
Military HH: No	66%	(1204)	5%	(95)	20%	(364)	9%	(158)	1820
RD/WT: Right Direction	68%	(565)	5%	(44)	20%	(165)	6%	(51)	826
RD/WT: Wrong Track	67%	(921)	5%	(69)	19%	(260)	9%	(124)	1374

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Table HR1_3: Now thinking about the kinds of things you see on TV, would you say the following are more or less common on TV today than they were five years ago, or about the same?

Demographic	More common		Less common		About the same		Don't know / No opinion		Total N
Adults	68%	(1487)	5%	(113)	19%	(425)	8%	(175)	2200
Trump Job Approve	71%	(626)	6%	(49)	18%	(154)	6%	(50)	880
Trump Job Disapprove	67%	(807)	5%	(61)	21%	(254)	7%	(89)	1211
Trump Job Strongly Approve	72%	(364)	4%	(19)	19%	(98)	5%	(26)	507
Trump Job Somewhat Approve	71%	(263)	8%	(30)	15%	(56)	6%	(24)	372
Trump Job Somewhat Disapprove	66%	(196)	5%	(16)	20%	(61)	9%	(26)	299
Trump Job Strongly Disapprove	67%	(611)	5%	(45)	21%	(193)	7%	(63)	912
Favorable of Trump	73%	(623)	5%	(45)	18%	(154)	4%	(36)	859
Unfavorable of Trump	67%	(807)	5%	(61)	21%	(251)	7%	(82)	1201
Very Favorable of Trump	73%	(387)	5%	(24)	18%	(97)	4%	(22)	530
Somewhat Favorable of Trump	72%	(236)	6%	(21)	17%	(57)	4%	(15)	329
Somewhat Unfavorable of Trump	67%	(148)	5%	(11)	21%	(46)	7%	(16)	220
Very Unfavorable of Trump	67%	(659)	5%	(51)	21%	(205)	7%	(67)	981
#1 Issue: Economy	68%	(374)	5%	(30)	17%	(95)	9%	(47)	546
#1 Issue: Security	70%	(313)	5%	(23)	20%	(90)	4%	(20)	447
#1 Issue: Health Care	65%	(238)	5%	(17)	24%	(88)	7%	(26)	368
#1 Issue: Medicare / Social Security	67%	(217)	8%	(25)	18%	(59)	7%	(23)	324
#1 Issue: Women's Issues	65%	(107)	4%	(7)	15%	(24)	16%	(26)	165
#1 Issue: Education	69%	(86)	5%	(6)	20%	(25)	6%	(7)	125
#1 Issue: Energy	67%	(80)	3%	(3)	21%	(25)	10%	(12)	119
#1 Issue: Other	67%	(72)	2%	(2)	18%	(19)	13%	(14)	107
2018 House Vote: Democrat	69%	(516)	4%	(29)	21%	(159)	6%	(46)	749
2018 House Vote: Republican	71%	(507)	5%	(38)	18%	(130)	5%	(34)	710
2018 House Vote: Someone else	63%	(62)	6%	(6)	21%	(21)	10%	(10)	99
2016 Vote: Hillary Clinton	68%	(440)	4%	(24)	22%	(146)	6%	(41)	651
2016 Vote: Donald Trump	74%	(493)	4%	(25)	18%	(120)	5%	(31)	668
2016 Vote: Other	69%	(124)	5%	(9)	17%	(30)	10%	(17)	180
2016 Vote: Didn't Vote	61%	(426)	8%	(55)	19%	(130)	12%	(85)	695
Voted in 2014: Yes	71%	(933)	4%	(46)	20%	(260)	6%	(73)	1312
Voted in 2014: No	62%	(553)	8%	(67)	19%	(165)	12%	(102)	888

Continued on next page

Table HR1_3: Now thinking about the kinds of things you see on TV, would you say the following are more or less common on TV today than they were five years ago, or about the same?

Sex

Demographic	More common		Less common		About the same		Don't know / No opinion		Total N
Adults	68%	(1487)	5%	(113)	19%	(425)	8%	(175)	2200
2012 Vote: Barack Obama	70%	(555)	3%	(24)	22%	(171)	5%	(41)	790
2012 Vote: Mitt Romney	72%	(376)	5%	(25)	18%	(93)	5%	(27)	521
2012 Vote: Other	68%	(66)	3%	(3)	18%	(17)	10%	(10)	97
2012 Vote: Didn't Vote	62%	(486)	8%	(61)	18%	(144)	12%	(97)	789
4-Region: Northeast	63%	(250)	7%	(28)	20%	(81)	9%	(36)	394
4-Region: Midwest	67%	(311)	4%	(21)	20%	(95)	8%	(36)	462
4-Region: South	71%	(583)	4%	(35)	17%	(142)	8%	(64)	824
4-Region: West	66%	(343)	6%	(30)	21%	(108)	7%	(39)	520
Watch TV: Every day	71%	(772)	5%	(52)	20%	(221)	4%	(49)	1094
Watch TV: Several times per week	71%	(355)	6%	(30)	19%	(94)	5%	(23)	501
Watch TV: About once per week	62%	(83)	9%	(12)	20%	(27)	9%	(11)	134
Watch TV: Several times per month	65%	(84)	6%	(8)	22%	(28)	8%	(10)	130
Watch TV: About once per month	68%	(40)	1%	(1)	18%	(11)	13%	(8)	60
Watch TV: Less often than once per month	57%	(50)	8%	(7)	24%	(21)	11%	(10)	88
Watch TV: Never	53%	(103)	2%	(4)	12%	(23)	33%	(65)	194
Watch Movies: Every day	72%	(305)	6%	(25)	19%	(79)	3%	(13)	422
Watch Movies: Several times per week	70%	(377)	5%	(25)	21%	(115)	4%	(24)	541
Watch Movies: About once per week	70%	(262)	6%	(24)	19%	(69)	5%	(17)	373
Watch Movies: Several times per month	70%	(183)	2%	(6)	20%	(52)	8%	(21)	263
Watch Movies: About once per month	67%	(129)	6%	(11)	19%	(37)	8%	(15)	192
Watch Movies: Less often than once per month	60%	(122)	7%	(14)	22%	(45)	11%	(22)	203
Watch Movies: Never	52%	(107)	4%	(8)	14%	(28)	30%	(63)	206
Watch Sporting Events: Every day	69%	(121)	7%	(12)	19%	(33)	5%	(9)	175
Watch Sporting Events: Several times per week	70%	(222)	4%	(13)	20%	(65)	5%	(17)	317
Watch Sporting Events: About once per week	69%	(206)	6%	(17)	23%	(69)	2%	(5)	297
Watch Sporting Events: Several times per month	66%	(114)	5%	(8)	24%	(41)	5%	(9)	172
Watch Sporting Events: About once per month	69%	(127)	5%	(9)	22%	(41)	4%	(8)	185
Watch Sporting Events: Less often than once per month	72%	(241)	6%	(19)	16%	(53)	6%	(20)	333
Watch Sporting Events: Never	63%	(457)	5%	(34)	17%	(124)	15%	(108)	722

Continued on next page

Table HR1_3: Now thinking about the kinds of things you see on TV, would you say the following are more or less common on TV today than they were five years ago, or about the same?

Demographic	More common		Less common		About the same		Don't know / No opinion		Total N
Adults	68%	(1487)	5%	(113)	19%	(425)	8%	(175)	2200
Cable TV: Currently subscribe	70%	(701)	5%	(52)	21%	(208)	5%	(47)	1008
Cable TV: Subscribed in past	71%	(557)	4%	(33)	19%	(147)	6%	(50)	786
Cable TV: Never subscribed	56%	(228)	7%	(28)	18%	(71)	19%	(78)	406
Satellite TV: Currently subscribe	71%	(363)	6%	(30)	18%	(94)	5%	(26)	513
Satellite TV: Subscribed in past	69%	(429)	5%	(31)	20%	(124)	5%	(34)	618
Satellite TV: Never subscribed	65%	(695)	5%	(52)	19%	(207)	11%	(115)	1069
Streaming Services: Currently subscribe	72%	(962)	4%	(56)	20%	(262)	4%	(58)	1338
Streaming Services: Subscribed in past	59%	(131)	11%	(24)	17%	(38)	13%	(28)	220
Streaming Services: Never subscribed	61%	(394)	5%	(34)	20%	(125)	14%	(89)	642
Film: An avid fan	71%	(604)	4%	(31)	21%	(178)	5%	(43)	856
Film: A casual fan	67%	(734)	6%	(69)	19%	(207)	8%	(83)	1093
Film: Not a fan	59%	(149)	5%	(13)	16%	(40)	20%	(49)	251
Television: An avid fan	71%	(812)	5%	(52)	19%	(220)	5%	(53)	1136
Television: A casual fan	65%	(600)	6%	(56)	20%	(188)	9%	(79)	923
Television: Not a fan	53%	(75)	4%	(5)	13%	(18)	31%	(43)	141
Music: An avid fan	70%	(846)	4%	(53)	20%	(238)	6%	(71)	1208
Music: A casual fan	67%	(600)	6%	(53)	19%	(170)	8%	(69)	892
Music: Not a fan	41%	(41)	7%	(7)	17%	(17)	35%	(35)	100
Fashion: An avid fan	75%	(262)	5%	(18)	13%	(47)	7%	(23)	350
Fashion: A casual fan	69%	(611)	5%	(44)	20%	(179)	6%	(56)	891
Fashion: Not a fan	64%	(613)	5%	(52)	21%	(199)	10%	(95)	960

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

Table HR1_4: Now thinking about the kinds of things you see on TV, would you say the following are more or less common on TV today than they were five years ago, or about the same?
Profanity

Demographic	More common		Less common		About the same		Don't know / No opinion		Total N
Adults	70%	(1539)	5%	(116)	17%	(383)	7%	(162)	2200
Gender: Male	67%	(708)	7%	(71)	19%	(203)	8%	(80)	1062
Gender: Female	73%	(831)	4%	(46)	16%	(180)	7%	(82)	1138
Age: 18-29	64%	(295)	6%	(29)	17%	(80)	12%	(55)	460
Age: 30-44	66%	(365)	7%	(41)	19%	(105)	7%	(41)	553
Age: 45-54	70%	(263)	3%	(13)	17%	(65)	9%	(35)	376
Age: 55-64	75%	(279)	5%	(18)	17%	(65)	3%	(13)	375
Age: 65+	77%	(336)	3%	(15)	15%	(67)	4%	(18)	436
Generation Z: 18-22	67%	(142)	7%	(15)	13%	(28)	13%	(28)	212
Millennial: Age 23-38	63%	(380)	7%	(45)	20%	(122)	9%	(56)	602
Generation X: Age 39-54	70%	(402)	4%	(24)	18%	(101)	8%	(47)	575
Boomers: Age 55-73	76%	(548)	4%	(31)	16%	(119)	3%	(24)	723
PID: Dem (no lean)	68%	(523)	6%	(46)	20%	(151)	7%	(50)	769
PID: Ind (no lean)	68%	(508)	5%	(38)	17%	(131)	10%	(74)	751
PID: Rep (no lean)	75%	(508)	5%	(33)	15%	(101)	6%	(38)	679
PID/Gender: Dem Men	63%	(230)	8%	(27)	22%	(82)	7%	(24)	363
PID/Gender: Dem Women	72%	(292)	5%	(18)	17%	(69)	6%	(26)	406
PID/Gender: Ind Men	65%	(214)	5%	(18)	19%	(63)	10%	(33)	328
PID/Gender: Ind Women	69%	(294)	5%	(20)	16%	(68)	10%	(41)	424
PID/Gender: Rep Men	71%	(264)	7%	(26)	16%	(59)	6%	(23)	371
PID/Gender: Rep Women	79%	(244)	2%	(7)	14%	(42)	5%	(15)	309
Ideo: Liberal (1-3)	67%	(394)	7%	(42)	21%	(125)	5%	(27)	588
Ideo: Moderate (4)	70%	(340)	4%	(17)	21%	(103)	6%	(28)	489
Ideo: Conservative (5-7)	77%	(574)	5%	(38)	15%	(109)	4%	(28)	749
Educ: < College	67%	(1020)	6%	(91)	18%	(274)	8%	(127)	1512
Educ: Bachelors degree	76%	(338)	3%	(15)	16%	(69)	5%	(21)	444
Educ: Post-grad	74%	(181)	4%	(10)	16%	(39)	6%	(14)	244

Continued on next page

Table HR1_4: Now thinking about the kinds of things you see on TV, would you say the following are more or less common on TV today than they were five years ago, or about the same?*Profanity*

Demographic	More common		Less common		About the same		Don't know / No opinion		Total N
Adults	70%	(1539)	5%	(116)	17%	(383)	7%	(162)	2200
Income: Under 50k	66%	(837)	7%	(82)	17%	(216)	10%	(127)	1261
Income: 50k-100k	76%	(506)	3%	(23)	17%	(111)	4%	(24)	664
Income: 100k+	71%	(196)	4%	(11)	20%	(56)	4%	(11)	275
Ethnicity: White	71%	(1225)	4%	(74)	18%	(303)	7%	(120)	1722
Ethnicity: Hispanic	71%	(247)	7%	(23)	15%	(54)	7%	(26)	349
Ethnicity: Afr. Am.	69%	(188)	9%	(26)	12%	(34)	10%	(27)	274
Ethnicity: Other	62%	(126)	8%	(17)	22%	(45)	8%	(16)	204
All Christian	75%	(674)	4%	(39)	16%	(142)	5%	(41)	895
All Non-Christian	57%	(57)	9%	(9)	22%	(22)	12%	(12)	99
Atheist	58%	(55)	8%	(8)	27%	(26)	6%	(6)	95
Agnostic/Nothing in particular	68%	(753)	5%	(60)	17%	(193)	9%	(104)	1111
Religious Non-Protestant/Catholic	61%	(67)	8%	(9)	20%	(22)	11%	(12)	110
Evangelical	77%	(480)	5%	(33)	14%	(85)	4%	(25)	623
Non-Evangelical	73%	(548)	5%	(34)	17%	(125)	6%	(42)	749
Community: Urban	65%	(378)	7%	(39)	20%	(118)	9%	(51)	586
Community: Suburban	73%	(739)	5%	(47)	17%	(166)	5%	(54)	1006
Community: Rural	69%	(422)	5%	(30)	16%	(99)	9%	(57)	608
Employ: Private Sector	71%	(486)	6%	(38)	19%	(129)	5%	(36)	689
Employ: Government	75%	(104)	7%	(9)	11%	(15)	7%	(10)	139
Employ: Self-Employed	73%	(139)	4%	(8)	18%	(35)	5%	(10)	192
Employ: Homemaker	64%	(103)	7%	(12)	15%	(25)	13%	(21)	161
Employ: Student	76%	(81)	5%	(5)	12%	(13)	7%	(7)	106
Employ: Retired	75%	(352)	3%	(13)	19%	(89)	4%	(17)	471
Employ: Unemployed	58%	(135)	10%	(23)	19%	(43)	13%	(31)	231
Employ: Other	66%	(139)	4%	(7)	16%	(35)	14%	(30)	211
Military HH: Yes	78%	(298)	5%	(20)	12%	(47)	4%	(15)	380
Military HH: No	68%	(1241)	5%	(96)	18%	(336)	8%	(147)	1820
RD/WT: Right Direction	70%	(579)	6%	(53)	18%	(145)	6%	(48)	826
RD/WT: Wrong Track	70%	(960)	5%	(63)	17%	(238)	8%	(114)	1374

Continued on next page

Table HR1_4: Now thinking about the kinds of things you see on TV, would you say the following are more or less common on TV today than they were five years ago, or about the same?

Profanity

Demographic	More common		Less common		About the same		Don't know / No opinion		Total N
Adults	70%	(1539)	5%	(116)	17%	(383)	7%	(162)	2200
Trump Job Approve	74%	(652)	5%	(47)	16%	(138)	5%	(42)	880
Trump Job Disapprove	69%	(841)	5%	(66)	19%	(227)	6%	(77)	1211
Trump Job Strongly Approve	75%	(380)	5%	(25)	15%	(76)	5%	(25)	507
Trump Job Somewhat Approve	73%	(272)	6%	(22)	17%	(62)	4%	(16)	372
Trump Job Somewhat Disapprove	66%	(196)	7%	(20)	21%	(62)	7%	(21)	299
Trump Job Strongly Disapprove	71%	(644)	5%	(46)	18%	(165)	6%	(56)	912
Favorable of Trump	75%	(646)	5%	(43)	16%	(138)	4%	(32)	859
Unfavorable of Trump	70%	(837)	6%	(70)	19%	(224)	6%	(71)	1201
Very Favorable of Trump	76%	(402)	5%	(25)	16%	(82)	4%	(21)	530
Somewhat Favorable of Trump	74%	(244)	5%	(18)	17%	(56)	4%	(12)	329
Somewhat Unfavorable of Trump	66%	(146)	6%	(14)	20%	(44)	8%	(17)	220
Very Unfavorable of Trump	70%	(691)	6%	(56)	18%	(180)	6%	(54)	981
#1 Issue: Economy	72%	(392)	6%	(31)	14%	(79)	8%	(44)	546
#1 Issue: Security	73%	(326)	5%	(23)	17%	(77)	5%	(20)	447
#1 Issue: Health Care	64%	(236)	6%	(22)	22%	(82)	8%	(28)	368
#1 Issue: Medicare / Social Security	69%	(225)	5%	(15)	19%	(61)	7%	(23)	324
#1 Issue: Women's Issues	69%	(114)	6%	(10)	12%	(20)	13%	(21)	165
#1 Issue: Education	72%	(89)	6%	(8)	19%	(23)	4%	(5)	125
#1 Issue: Energy	66%	(79)	5%	(6)	21%	(25)	8%	(10)	119
#1 Issue: Other	73%	(78)	1%	(1)	16%	(17)	10%	(11)	107
2018 House Vote: Democrat	68%	(513)	5%	(39)	20%	(153)	6%	(44)	749
2018 House Vote: Republican	73%	(520)	5%	(36)	17%	(122)	4%	(32)	710
2018 House Vote: Someone else	71%	(70)	8%	(8)	13%	(13)	8%	(8)	99
2016 Vote: Hillary Clinton	69%	(447)	5%	(33)	21%	(134)	6%	(37)	651
2016 Vote: Donald Trump	76%	(506)	4%	(30)	15%	(103)	4%	(28)	668
2016 Vote: Other	71%	(128)	4%	(6)	17%	(31)	8%	(15)	180
2016 Vote: Didn't Vote	65%	(455)	7%	(47)	16%	(114)	12%	(80)	695
Voted in 2014: Yes	73%	(964)	4%	(59)	17%	(224)	5%	(66)	1312
Voted in 2014: No	65%	(575)	6%	(58)	18%	(159)	11%	(96)	888

Continued on next page

Table HR1_4: Now thinking about the kinds of things you see on TV, would you say the following are more or less common on TV today than they were five years ago, or about the same?*Profanity*

Demographic	More common		Less common		About the same		Don't know / No opinion		Total N
Adults	70%	(1539)	5%	(116)	17%	(383)	7%	(162)	2200
2012 Vote: Barack Obama	70%	(556)	5%	(38)	20%	(162)	4%	(35)	790
2012 Vote: Mitt Romney	76%	(397)	4%	(23)	15%	(76)	5%	(25)	521
2012 Vote: Other	74%	(72)	2%	(2)	15%	(14)	9%	(9)	97
2012 Vote: Didn't Vote	65%	(511)	7%	(54)	17%	(130)	12%	(93)	789
4-Region: Northeast	68%	(268)	5%	(21)	18%	(70)	9%	(35)	394
4-Region: Midwest	69%	(321)	6%	(28)	17%	(81)	7%	(33)	462
4-Region: South	71%	(588)	5%	(43)	16%	(130)	8%	(62)	824
4-Region: West	69%	(361)	5%	(25)	20%	(102)	6%	(32)	520
Watch TV: Every day	72%	(784)	5%	(57)	19%	(208)	4%	(44)	1094
Watch TV: Several times per week	74%	(369)	7%	(35)	15%	(76)	4%	(21)	501
Watch TV: About once per week	64%	(86)	7%	(9)	24%	(33)	5%	(6)	134
Watch TV: Several times per month	68%	(89)	5%	(6)	20%	(26)	7%	(9)	130
Watch TV: About once per month	71%	(42)	2%	(1)	14%	(8)	13%	(8)	60
Watch TV: Less often than once per month	75%	(66)	2%	(2)	10%	(9)	13%	(11)	88
Watch TV: Never	53%	(103)	3%	(5)	12%	(23)	32%	(62)	194
Watch Movies: Every day	74%	(312)	6%	(24)	17%	(70)	4%	(16)	422
Watch Movies: Several times per week	71%	(386)	6%	(31)	19%	(100)	4%	(24)	541
Watch Movies: About once per week	73%	(270)	8%	(31)	16%	(58)	4%	(14)	373
Watch Movies: Several times per month	70%	(185)	3%	(7)	22%	(58)	5%	(13)	263
Watch Movies: About once per month	73%	(140)	3%	(5)	19%	(36)	5%	(10)	192
Watch Movies: Less often than once per month	66%	(134)	6%	(11)	17%	(34)	12%	(24)	203
Watch Movies: Never	54%	(112)	3%	(6)	13%	(27)	30%	(61)	206
Watch Sporting Events: Every day	68%	(119)	13%	(22)	14%	(25)	5%	(9)	175
Watch Sporting Events: Several times per week	69%	(220)	5%	(15)	22%	(70)	4%	(12)	317
Watch Sporting Events: About once per week	72%	(213)	8%	(22)	18%	(54)	3%	(8)	297
Watch Sporting Events: Several times per month	71%	(122)	4%	(7)	23%	(40)	2%	(4)	172
Watch Sporting Events: About once per month	65%	(120)	8%	(15)	23%	(43)	4%	(7)	185
Watch Sporting Events: Less often than once per month	77%	(255)	3%	(9)	14%	(47)	6%	(21)	333
Watch Sporting Events: Never	68%	(491)	4%	(26)	14%	(103)	14%	(102)	722

Continued on next page

Table HR1_4: Now thinking about the kinds of things you see on TV, would you say the following are more or less common on TV today than they were five years ago, or about the same?

Profanity

Demographic	More common		Less common		About the same		Don't know / No opinion		Total N
Adults	70%	(1539)	5%	(116)	17%	(383)	7%	(162)	2200
Cable TV: Currently subscribe	71%	(714)	6%	(62)	19%	(190)	4%	(41)	1008
Cable TV: Subscribed in past	73%	(574)	5%	(36)	17%	(131)	6%	(45)	786
Cable TV: Never subscribed	62%	(250)	5%	(18)	15%	(61)	19%	(76)	406
Satellite TV: Currently subscribe	74%	(378)	6%	(32)	16%	(81)	4%	(22)	513
Satellite TV: Subscribed in past	73%	(451)	5%	(30)	17%	(107)	5%	(31)	618
Satellite TV: Never subscribed	66%	(710)	5%	(54)	18%	(195)	10%	(110)	1069
Streaming Services: Currently subscribe	74%	(984)	5%	(72)	17%	(233)	4%	(49)	1338
Streaming Services: Subscribed in past	66%	(145)	6%	(13)	16%	(35)	12%	(27)	220
Streaming Services: Never subscribed	64%	(410)	5%	(31)	18%	(114)	14%	(87)	642
Film: An avid fan	72%	(612)	6%	(48)	18%	(157)	4%	(38)	856
Film: A casual fan	71%	(776)	5%	(56)	17%	(191)	6%	(70)	1093
Film: Not a fan	60%	(150)	5%	(12)	14%	(35)	21%	(54)	251
Television: An avid fan	72%	(818)	5%	(59)	18%	(206)	5%	(52)	1136
Television: A casual fan	70%	(644)	6%	(53)	17%	(161)	7%	(65)	923
Television: Not a fan	54%	(76)	3%	(4)	11%	(15)	32%	(45)	141
Music: An avid fan	72%	(873)	5%	(62)	18%	(213)	5%	(60)	1208
Music: A casual fan	70%	(621)	6%	(51)	17%	(155)	7%	(65)	892
Music: Not a fan	45%	(45)	3%	(3)	15%	(15)	37%	(37)	100
Fashion: An avid fan	73%	(255)	4%	(16)	16%	(55)	7%	(23)	350
Fashion: A casual fan	71%	(635)	6%	(52)	17%	(153)	6%	(51)	891
Fashion: Not a fan	68%	(649)	5%	(48)	18%	(174)	9%	(88)	960

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

Table HR1_5: Now thinking about the kinds of things you see on TV, would you say the following are more or less common on TV today than they were five years ago, or about the same?
 Gun violence

Demographic	More common		Less common		About the same		Don't know / No opinion		Total N
Adults	60%	(1320)	7%	(156)	25%	(545)	8%	(179)	2200
Gender: Male	56%	(599)	7%	(76)	28%	(293)	9%	(93)	1062
Gender: Female	63%	(722)	7%	(80)	22%	(251)	8%	(86)	1138
Age: 18-29	56%	(257)	9%	(42)	22%	(101)	13%	(60)	460
Age: 30-44	56%	(307)	9%	(48)	27%	(148)	9%	(50)	553
Age: 45-54	63%	(236)	4%	(16)	24%	(92)	8%	(32)	376
Age: 55-64	62%	(232)	7%	(27)	28%	(103)	3%	(12)	375
Age: 65+	66%	(289)	5%	(22)	23%	(101)	6%	(25)	436
Generation Z: 18-22	57%	(120)	9%	(19)	20%	(43)	14%	(30)	212
Millennial: Age 23-38	54%	(327)	10%	(58)	25%	(154)	11%	(64)	602
Generation X: Age 39-54	61%	(353)	5%	(30)	25%	(144)	8%	(48)	575
Boomers: Age 55-73	64%	(461)	6%	(43)	26%	(189)	4%	(29)	723
PID: Dem (no lean)	64%	(490)	5%	(40)	24%	(183)	7%	(57)	769
PID: Ind (no lean)	58%	(438)	7%	(50)	24%	(178)	11%	(85)	751
PID: Rep (no lean)	58%	(392)	10%	(66)	27%	(184)	5%	(37)	679
PID/Gender: Dem Men	58%	(211)	5%	(19)	28%	(101)	9%	(33)	363
PID/Gender: Dem Women	69%	(279)	5%	(21)	20%	(82)	6%	(24)	406
PID/Gender: Ind Men	55%	(181)	5%	(17)	27%	(88)	13%	(41)	328
PID/Gender: Ind Women	61%	(257)	8%	(33)	21%	(90)	10%	(44)	424
PID/Gender: Rep Men	56%	(206)	11%	(40)	28%	(105)	5%	(20)	371
PID/Gender: Rep Women	60%	(186)	8%	(26)	26%	(79)	6%	(18)	309
Ideo: Liberal (1-3)	58%	(338)	7%	(38)	30%	(176)	6%	(35)	588
Ideo: Moderate (4)	65%	(316)	6%	(31)	23%	(115)	6%	(28)	489
Ideo: Conservative (5-7)	60%	(448)	8%	(60)	27%	(202)	5%	(40)	749
Educ: < College	59%	(900)	8%	(117)	24%	(360)	9%	(135)	1512
Educ: Bachelors degree	59%	(263)	6%	(29)	28%	(124)	6%	(29)	444
Educ: Post-grad	65%	(158)	4%	(10)	25%	(61)	6%	(15)	244

Continued on next page

Table HR1_5: Now thinking about the kinds of things you see on TV, would you say the following are more or less common on TV today than they were five years ago, or about the same?
Gun violence

Demographic	More common		Less common		About the same		Don't know / No opinion		Total N
Adults	60%	(1320)	7%	(156)	25%	(545)	8%	(179)	2200
Income: Under 50k	60%	(759)	8%	(99)	22%	(275)	10%	(129)	1261
Income: 50k-100k	60%	(400)	5%	(35)	30%	(196)	5%	(32)	664
Income: 100k+	59%	(162)	8%	(21)	27%	(74)	7%	(18)	275
Ethnicity: White	59%	(1019)	8%	(130)	25%	(436)	8%	(137)	1722
Ethnicity: Hispanic	62%	(218)	6%	(22)	23%	(80)	8%	(29)	349
Ethnicity: Afr. Am.	68%	(186)	4%	(10)	19%	(51)	10%	(27)	274
Ethnicity: Other	56%	(115)	8%	(16)	29%	(58)	7%	(15)	204
All Christian	63%	(564)	6%	(52)	26%	(230)	5%	(49)	895
All Non-Christian	57%	(57)	9%	(9)	26%	(25)	9%	(9)	99
Atheist	48%	(45)	6%	(5)	34%	(32)	12%	(11)	95
Agnostic/Nothing in particular	59%	(654)	8%	(90)	23%	(257)	10%	(110)	1111
Religious Non-Protestant/Catholic	57%	(62)	11%	(12)	25%	(27)	8%	(9)	110
Evangelical	66%	(408)	6%	(36)	24%	(147)	5%	(31)	623
Non-Evangelical	64%	(481)	6%	(49)	23%	(175)	6%	(45)	749
Community: Urban	61%	(360)	7%	(39)	23%	(137)	9%	(51)	586
Community: Suburban	60%	(605)	7%	(73)	26%	(260)	7%	(68)	1006
Community: Rural	59%	(356)	7%	(44)	24%	(148)	10%	(59)	608
Employ: Private Sector	61%	(419)	7%	(48)	26%	(181)	6%	(41)	689
Employ: Government	63%	(87)	4%	(6)	21%	(29)	12%	(16)	139
Employ: Self-Employed	58%	(112)	7%	(14)	27%	(53)	7%	(13)	192
Employ: Homemaker	52%	(84)	11%	(17)	24%	(38)	14%	(22)	161
Employ: Student	63%	(66)	10%	(10)	20%	(21)	8%	(9)	106
Employ: Retired	65%	(305)	5%	(25)	25%	(118)	5%	(22)	471
Employ: Unemployed	57%	(131)	9%	(21)	22%	(51)	12%	(29)	231
Employ: Other	55%	(116)	7%	(15)	25%	(54)	12%	(26)	211
Military HH: Yes	62%	(237)	7%	(26)	26%	(97)	5%	(19)	380
Military HH: No	60%	(1083)	7%	(130)	25%	(448)	9%	(159)	1820
RD/WT: Right Direction	56%	(466)	8%	(63)	29%	(242)	6%	(54)	826
RD/WT: Wrong Track	62%	(854)	7%	(93)	22%	(302)	9%	(125)	1374

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Table HR1_5: Now thinking about the kinds of things you see on TV, would you say the following are more or less common on TV today than they were five years ago, or about the same?
Gun violence

Demographic	More common		Less common		About the same		Don't know / No opinion		Total N
Adults	60%	(1320)	7%	(156)	25%	(545)	8%	(179)	2200
Trump Job Approve	57%	(503)	8%	(74)	29%	(254)	5%	(48)	880
Trump Job Disapprove	64%	(773)	6%	(77)	22%	(270)	7%	(91)	1211
Trump Job Strongly Approve	55%	(281)	8%	(38)	31%	(158)	6%	(29)	507
Trump Job Somewhat Approve	60%	(222)	10%	(36)	26%	(96)	5%	(19)	372
Trump Job Somewhat Disapprove	59%	(178)	8%	(24)	23%	(67)	10%	(31)	299
Trump Job Strongly Disapprove	65%	(595)	6%	(54)	22%	(203)	7%	(60)	912
Favorable of Trump	58%	(499)	8%	(73)	29%	(247)	5%	(41)	859
Unfavorable of Trump	64%	(767)	7%	(79)	23%	(270)	7%	(84)	1201
Very Favorable of Trump	57%	(301)	8%	(42)	30%	(162)	5%	(25)	530
Somewhat Favorable of Trump	60%	(198)	9%	(30)	26%	(85)	5%	(16)	329
Somewhat Unfavorable of Trump	62%	(136)	6%	(12)	23%	(50)	10%	(22)	220
Very Unfavorable of Trump	64%	(632)	7%	(67)	23%	(221)	6%	(62)	981
#1 Issue: Economy	57%	(312)	7%	(36)	28%	(154)	8%	(45)	546
#1 Issue: Security	58%	(259)	8%	(38)	28%	(125)	5%	(24)	447
#1 Issue: Health Care	63%	(233)	6%	(24)	23%	(85)	7%	(26)	368
#1 Issue: Medicare / Social Security	66%	(214)	6%	(18)	20%	(65)	8%	(26)	324
#1 Issue: Women's Issues	62%	(102)	6%	(10)	19%	(31)	13%	(22)	165
#1 Issue: Education	57%	(72)	12%	(15)	22%	(28)	8%	(10)	125
#1 Issue: Energy	54%	(65)	8%	(10)	29%	(35)	9%	(10)	119
#1 Issue: Other	60%	(64)	5%	(6)	21%	(22)	14%	(15)	107
2018 House Vote: Democrat	65%	(487)	5%	(37)	23%	(176)	7%	(50)	749
2018 House Vote: Republican	55%	(393)	9%	(62)	30%	(216)	5%	(39)	710
2018 House Vote: Someone else	57%	(56)	10%	(10)	23%	(22)	11%	(11)	99
2016 Vote: Hillary Clinton	65%	(426)	5%	(31)	23%	(151)	7%	(44)	651
2016 Vote: Donald Trump	58%	(386)	7%	(49)	30%	(199)	5%	(34)	668
2016 Vote: Other	54%	(97)	8%	(14)	28%	(50)	11%	(20)	180
2016 Vote: Didn't Vote	59%	(409)	9%	(62)	21%	(145)	11%	(80)	695
Voted in 2014: Yes	62%	(812)	6%	(77)	26%	(342)	6%	(82)	1312
Voted in 2014: No	57%	(509)	9%	(79)	23%	(203)	11%	(97)	888

Continued on next page

Table HR1_5: Now thinking about the kinds of things you see on TV, would you say the following are more or less common on TV today than they were five years ago, or about the same?
Gun violence

Demographic	More common		Less common		About the same		Don't know / No opinion		Total N
Adults	60%	(1320)	7%	(156)	25%	(545)	8%	(179)	2200
2012 Vote: Barack Obama	64%	(508)	4%	(35)	26%	(204)	6%	(44)	790
2012 Vote: Mitt Romney	59%	(308)	6%	(33)	28%	(148)	6%	(32)	521
2012 Vote: Other	56%	(54)	11%	(11)	20%	(20)	13%	(12)	97
2012 Vote: Didn't Vote	57%	(448)	10%	(77)	22%	(173)	11%	(91)	789
4-Region: Northeast	58%	(228)	8%	(30)	26%	(100)	9%	(35)	394
4-Region: Midwest	60%	(278)	6%	(28)	27%	(125)	7%	(31)	462
4-Region: South	61%	(502)	7%	(59)	23%	(189)	9%	(74)	824
4-Region: West	60%	(312)	7%	(39)	25%	(130)	8%	(39)	520
Watch TV: Every day	63%	(684)	6%	(70)	27%	(296)	4%	(43)	1094
Watch TV: Several times per week	64%	(322)	9%	(44)	21%	(105)	6%	(29)	501
Watch TV: About once per week	53%	(70)	13%	(17)	26%	(35)	9%	(12)	134
Watch TV: Several times per month	53%	(69)	7%	(10)	30%	(39)	9%	(12)	130
Watch TV: About once per month	55%	(33)	3%	(2)	29%	(17)	13%	(8)	60
Watch TV: Less often than once per month	56%	(49)	5%	(4)	26%	(23)	13%	(11)	88
Watch TV: Never	48%	(92)	4%	(9)	15%	(29)	33%	(64)	194
Watch Movies: Every day	66%	(280)	8%	(33)	22%	(94)	3%	(14)	422
Watch Movies: Several times per week	62%	(336)	7%	(39)	27%	(145)	4%	(21)	541
Watch Movies: About once per week	61%	(228)	10%	(37)	25%	(94)	4%	(15)	373
Watch Movies: Several times per month	58%	(154)	5%	(14)	30%	(78)	6%	(17)	263
Watch Movies: About once per month	58%	(110)	7%	(13)	27%	(51)	9%	(17)	192
Watch Movies: Less often than once per month	55%	(113)	6%	(12)	25%	(51)	14%	(28)	203
Watch Movies: Never	48%	(100)	4%	(8)	15%	(31)	32%	(67)	206
Watch Sporting Events: Every day	60%	(105)	10%	(18)	25%	(43)	5%	(9)	175
Watch Sporting Events: Several times per week	62%	(197)	7%	(22)	27%	(85)	4%	(13)	317
Watch Sporting Events: About once per week	66%	(196)	5%	(15)	26%	(78)	2%	(7)	297
Watch Sporting Events: Several times per month	57%	(98)	8%	(14)	32%	(55)	3%	(6)	172
Watch Sporting Events: About once per month	63%	(117)	9%	(18)	24%	(45)	3%	(5)	185
Watch Sporting Events: Less often than once per month	64%	(212)	7%	(24)	22%	(75)	7%	(22)	333
Watch Sporting Events: Never	55%	(396)	6%	(45)	23%	(164)	16%	(117)	722

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Table HR1_5: Now thinking about the kinds of things you see on TV, would you say the following are more or less common on TV today than they were five years ago, or about the same?*Gun violence*

Demographic	More common		Less common		About the same		Don't know / No opinion		Total N
Adults	60%	(1320)	7%	(156)	25%	(545)	8%	(179)	2200
Cable TV: Currently subscribe	64%	(644)	7%	(71)	25%	(250)	4%	(43)	1008
Cable TV: Subscribed in past	61%	(478)	8%	(61)	25%	(195)	7%	(52)	786
Cable TV: Never subscribed	49%	(199)	6%	(23)	25%	(100)	21%	(84)	406
Satellite TV: Currently subscribe	63%	(324)	8%	(39)	23%	(119)	6%	(31)	513
Satellite TV: Subscribed in past	58%	(360)	9%	(57)	26%	(162)	6%	(39)	618
Satellite TV: Never subscribed	60%	(637)	6%	(59)	25%	(264)	10%	(109)	1069
Streaming Services: Currently subscribe	61%	(820)	7%	(99)	27%	(356)	5%	(63)	1338
Streaming Services: Subscribed in past	57%	(126)	8%	(17)	23%	(51)	12%	(26)	220
Streaming Services: Never subscribed	58%	(375)	6%	(39)	21%	(138)	14%	(90)	642
Film: An avid fan	62%	(529)	8%	(69)	26%	(219)	5%	(39)	856
Film: A casual fan	60%	(659)	7%	(74)	25%	(272)	8%	(89)	1093
Film: Not a fan	53%	(133)	5%	(13)	21%	(54)	21%	(52)	251
Television: An avid fan	64%	(723)	7%	(79)	24%	(278)	5%	(56)	1136
Television: A casual fan	58%	(539)	7%	(65)	26%	(241)	8%	(78)	923
Television: Not a fan	41%	(58)	8%	(12)	18%	(25)	32%	(45)	141
Music: An avid fan	64%	(779)	7%	(90)	23%	(272)	5%	(66)	1208
Music: A casual fan	57%	(508)	7%	(61)	27%	(245)	9%	(78)	892
Music: Not a fan	33%	(33)	4%	(4)	28%	(28)	35%	(35)	100
Fashion: An avid fan	70%	(246)	7%	(23)	18%	(62)	5%	(19)	350
Fashion: A casual fan	64%	(566)	6%	(55)	24%	(213)	6%	(56)	891
Fashion: Not a fan	53%	(509)	8%	(78)	28%	(269)	11%	(104)	960

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

Table HR2_1: Do the following things on TV shows bother you, personally, a lot, some, not too much, or not at all?
General violence

Demographic	A lot	Some	Not too much	Not at all	Don't know / No opinion	Total N
Adults	24% (531)	29% (644)	22% (479)	19% (417)	6% (129)	2200
Gender: Male	19% (201)	27% (285)	22% (237)	26% (275)	6% (65)	1062
Gender: Female	29% (331)	32% (360)	21% (242)	13% (142)	6% (64)	1138
Age: 18-29	14% (65)	25% (113)	25% (116)	26% (120)	10% (45)	460
Age: 30-44	17% (93)	25% (137)	24% (134)	26% (145)	8% (42)	553
Age: 45-54	23% (85)	29% (109)	22% (84)	21% (78)	5% (20)	376
Age: 55-64	32% (119)	32% (120)	25% (92)	9% (35)	2% (9)	375
Age: 65+	39% (168)	38% (165)	12% (52)	9% (39)	3% (12)	436
Generation Z: 18-22	15% (32)	28% (60)	26% (55)	21% (43)	10% (22)	212
Millennial: Age 23-38	15% (93)	21% (127)	24% (145)	31% (184)	9% (53)	602
Generation X: Age 39-54	21% (119)	30% (172)	23% (135)	20% (116)	6% (33)	575
Boomers: Age 55-73	34% (244)	36% (261)	18% (132)	10% (70)	2% (15)	723
PID: Dem (no lean)	25% (196)	29% (220)	21% (163)	20% (153)	5% (37)	769
PID: Ind (no lean)	22% (162)	29% (220)	23% (171)	18% (138)	8% (60)	751
PID: Rep (no lean)	25% (173)	30% (204)	21% (145)	19% (126)	5% (32)	679
PID/Gender: Dem Men	20% (74)	24% (86)	22% (78)	28% (103)	6% (21)	363
PID/Gender: Dem Women	30% (122)	33% (134)	21% (85)	12% (50)	4% (15)	406
PID/Gender: Ind Men	19% (63)	25% (82)	24% (78)	25% (81)	7% (24)	328
PID/Gender: Ind Women	23% (99)	33% (138)	22% (94)	13% (56)	9% (36)	424
PID/Gender: Rep Men	17% (63)	31% (116)	22% (81)	24% (90)	5% (20)	371
PID/Gender: Rep Women	36% (110)	28% (88)	21% (63)	12% (36)	4% (12)	309
Ideo: Liberal (1-3)	22% (131)	31% (180)	23% (138)	22% (127)	2% (12)	588
Ideo: Moderate (4)	23% (111)	30% (149)	23% (112)	19% (93)	5% (24)	489
Ideo: Conservative (5-7)	28% (206)	32% (242)	20% (153)	17% (125)	3% (24)	749
Educ: < College	24% (363)	27% (408)	22% (328)	20% (307)	7% (106)	1512
Educ: Bachelors degree	23% (101)	33% (145)	24% (105)	18% (79)	3% (14)	444
Educ: Post-grad	28% (67)	37% (91)	19% (46)	13% (31)	3% (8)	244

Continued on next page

Table HR2_1: Do the following things on TV shows bother you, personally, a lot, some, not too much, or not at all?

General violence

Demographic	A lot	Some	Not too much	Not at all	Don't know / No opinion	Total N
Adults	24% (531)	29% (644)	22% (479)	19% (417)	6% (129)	2200
Income: Under 50k	26% (324)	27% (343)	20% (250)	19% (239)	8% (105)	1261
Income: 50k-100k	22% (144)	32% (212)	25% (164)	19% (126)	3% (18)	664
Income: 100k+	23% (64)	32% (89)	23% (64)	19% (52)	2% (6)	275
Ethnicity: White	23% (394)	31% (537)	23% (394)	18% (301)	6% (95)	1722
Ethnicity: Hispanic	24% (83)	23% (81)	25% (86)	22% (77)	6% (22)	349
Ethnicity: Afr. Am.	32% (88)	22% (61)	16% (43)	24% (66)	6% (17)	274
Ethnicity: Other	24% (49)	23% (47)	21% (42)	24% (50)	8% (16)	204
All Christian	29% (260)	34% (300)	21% (185)	14% (122)	3% (28)	895
All Non-Christian	26% (26)	31% (31)	13% (13)	22% (22)	8% (8)	99
Atheist	15% (14)	28% (26)	30% (28)	26% (25)	1% (1)	95
Agnostic/Nothing in particular	21% (231)	26% (287)	23% (253)	22% (248)	8% (92)	1111
Religious Non-Protestant/Catholic	25% (27)	31% (35)	16% (17)	21% (23)	7% (8)	110
Evangelical	38% (235)	31% (193)	17% (108)	11% (68)	3% (19)	623
Non-Evangelical	22% (166)	31% (230)	22% (167)	20% (147)	5% (38)	749
Community: Urban	26% (155)	30% (174)	19% (113)	19% (109)	6% (35)	586
Community: Suburban	23% (233)	30% (298)	23% (233)	20% (198)	4% (45)	1006
Community: Rural	23% (143)	28% (172)	22% (134)	18% (110)	8% (49)	608
Employ: Private Sector	18% (124)	30% (207)	24% (165)	25% (169)	3% (24)	689
Employ: Government	22% (30)	29% (40)	24% (33)	22% (31)	4% (5)	139
Employ: Self-Employed	29% (56)	24% (46)	22% (43)	21% (40)	4% (7)	192
Employ: Homemaker	20% (33)	30% (49)	21% (34)	15% (23)	14% (22)	161
Employ: Student	11% (11)	32% (34)	31% (33)	20% (21)	6% (6)	106
Employ: Retired	34% (159)	36% (171)	16% (76)	11% (51)	3% (14)	471
Employ: Unemployed	23% (52)	23% (53)	24% (55)	20% (47)	11% (24)	231
Employ: Other	31% (66)	21% (44)	19% (41)	16% (34)	12% (26)	211
Military HH: Yes	26% (98)	33% (124)	20% (74)	18% (70)	4% (14)	380
Military HH: No	24% (433)	29% (521)	22% (405)	19% (347)	6% (115)	1820
RD/WT: Right Direction	23% (193)	30% (250)	22% (184)	19% (155)	5% (43)	826
RD/WT: Wrong Track	25% (338)	29% (394)	21% (295)	19% (262)	6% (85)	1374

Continued on next page

Table HR2_1: Do the following things on TV shows bother you, personally, a lot, some, not too much, or not at all?

General violence

Demographic	A lot	Some	Not too much	Not at all	Don't know / No opinion	Total N
Adults	24% (531)	29% (644)	22% (479)	19% (417)	6% (129)	2200
Trump Job Approve	26% (229)	31% (270)	21% (188)	18% (159)	4% (34)	880
Trump Job Disapprove	23% (279)	30% (360)	22% (271)	20% (244)	5% (56)	1211
Trump Job Strongly Approve	29% (147)	27% (138)	19% (96)	21% (108)	4% (19)	507
Trump Job Somewhat Approve	22% (82)	35% (132)	25% (92)	14% (51)	4% (14)	372
Trump Job Somewhat Disapprove	17% (51)	33% (98)	22% (65)	24% (71)	5% (14)	299
Trump Job Strongly Disapprove	25% (228)	29% (262)	23% (206)	19% (173)	5% (42)	912
Favorable of Trump	27% (230)	30% (259)	22% (188)	18% (153)	3% (28)	859
Unfavorable of Trump	23% (272)	30% (359)	23% (274)	20% (243)	4% (54)	1201
Very Favorable of Trump	29% (156)	28% (148)	19% (100)	21% (110)	3% (17)	530
Somewhat Favorable of Trump	23% (74)	34% (112)	27% (88)	13% (43)	3% (11)	329
Somewhat Unfavorable of Trump	17% (36)	36% (80)	20% (44)	23% (51)	4% (8)	220
Very Unfavorable of Trump	24% (236)	28% (279)	23% (230)	19% (191)	5% (46)	981
#1 Issue: Economy	24% (129)	23% (128)	24% (133)	22% (123)	6% (33)	546
#1 Issue: Security	24% (108)	30% (134)	20% (90)	22% (98)	4% (16)	447
#1 Issue: Health Care	26% (97)	29% (105)	20% (72)	19% (71)	6% (22)	368
#1 Issue: Medicare / Social Security	30% (98)	39% (126)	15% (50)	10% (33)	5% (17)	324
#1 Issue: Women's Issues	22% (37)	26% (42)	29% (48)	15% (24)	8% (13)	165
#1 Issue: Education	16% (20)	28% (35)	31% (39)	18% (22)	7% (9)	125
#1 Issue: Energy	18% (22)	30% (36)	25% (29)	21% (25)	6% (7)	119
#1 Issue: Other	19% (21)	36% (38)	16% (17)	20% (21)	10% (10)	107
2018 House Vote: Democrat	26% (197)	32% (240)	21% (160)	16% (121)	4% (31)	749
2018 House Vote: Republican	26% (185)	31% (221)	20% (144)	19% (135)	4% (25)	710
2018 House Vote: Someone else	22% (22)	23% (22)	28% (28)	22% (22)	5% (5)	99
2016 Vote: Hillary Clinton	27% (175)	31% (202)	21% (134)	17% (114)	4% (27)	651
2016 Vote: Donald Trump	26% (173)	31% (210)	22% (148)	17% (115)	3% (23)	668
2016 Vote: Other	19% (35)	31% (56)	25% (45)	18% (33)	6% (12)	180
2016 Vote: Didn't Vote	21% (149)	25% (177)	21% (149)	22% (153)	10% (68)	695
Voted in 2014: Yes	27% (352)	31% (407)	21% (275)	18% (231)	4% (47)	1312
Voted in 2014: No	20% (179)	27% (238)	23% (204)	21% (186)	9% (82)	888

Continued on next page

Table HR2_1: Do the following things on TV shows bother you, personally, a lot, some, not too much, or not at all?

General violence

Demographic	A lot	Some	Not too much	Not at all	Don't know / No opinion	Total N
Adults	24% (531)	29% (644)	22% (479)	19% (417)	6% (129)	2200
2012 Vote: Barack Obama	26% (209)	32% (250)	20% (159)	18% (143)	4% (29)	790
2012 Vote: Mitt Romney	27% (139)	31% (163)	22% (115)	17% (89)	3% (16)	521
2012 Vote: Other	22% (21)	32% (31)	27% (27)	14% (14)	5% (5)	97
2012 Vote: Didn't Vote	20% (162)	25% (199)	23% (179)	22% (171)	10% (78)	789
4-Region: Northeast	23% (90)	30% (117)	23% (91)	19% (74)	6% (22)	394
4-Region: Midwest	22% (103)	30% (137)	21% (96)	23% (105)	5% (21)	462
4-Region: South	25% (204)	28% (230)	23% (190)	17% (139)	7% (61)	824
4-Region: West	26% (134)	31% (160)	20% (102)	19% (99)	5% (25)	520
Watch TV: Every day	23% (250)	31% (335)	23% (248)	21% (228)	3% (33)	1094
Watch TV: Several times per week	22% (110)	33% (163)	22% (112)	20% (100)	3% (16)	501
Watch TV: About once per week	20% (26)	31% (41)	19% (25)	25% (34)	5% (7)	134
Watch TV: Several times per month	26% (34)	29% (37)	27% (35)	12% (16)	6% (8)	130
Watch TV: About once per month	22% (13)	26% (16)	29% (17)	14% (8)	9% (5)	60
Watch TV: Less often than once per month	25% (22)	28% (25)	21% (19)	16% (14)	9% (8)	88
Watch TV: Never	39% (76)	14% (28)	12% (23)	9% (17)	26% (50)	194
Watch Movies: Every day	24% (99)	25% (107)	22% (91)	25% (107)	4% (17)	422
Watch Movies: Several times per week	19% (102)	32% (176)	25% (138)	21% (111)	3% (15)	541
Watch Movies: About once per week	23% (86)	31% (114)	22% (82)	21% (78)	3% (12)	373
Watch Movies: Several times per month	25% (66)	29% (76)	24% (64)	18% (47)	4% (10)	263
Watch Movies: About once per month	30% (57)	35% (68)	17% (33)	13% (25)	5% (9)	192
Watch Movies: Less often than once per month	25% (51)	30% (61)	22% (45)	14% (29)	8% (17)	203
Watch Movies: Never	34% (70)	21% (43)	13% (27)	9% (19)	23% (48)	206
Watch Sporting Events: Every day	24% (41)	28% (49)	21% (37)	21% (37)	6% (10)	175
Watch Sporting Events: Several times per week	23% (73)	30% (95)	23% (72)	22% (69)	2% (7)	317
Watch Sporting Events: About once per week	21% (62)	31% (92)	23% (68)	24% (72)	1% (3)	297
Watch Sporting Events: Several times per month	28% (48)	31% (54)	26% (44)	12% (21)	3% (5)	172
Watch Sporting Events: About once per month	26% (48)	24% (45)	25% (45)	23% (42)	2% (4)	185
Watch Sporting Events: Less often than once per month	23% (76)	32% (105)	20% (66)	20% (67)	6% (19)	333
Watch Sporting Events: Never	25% (183)	28% (203)	20% (146)	15% (108)	11% (81)	722

Continued on next page

Table HR2_1: Do the following things on TV shows bother you, personally, a lot, some, not too much, or not at all?

General violence

Demographic	A lot	Some	Not too much	Not at all	Don't know / No opinion	Total N
Adults	24% (531)	29% (644)	22% (479)	19% (417)	6% (129)	2200
Cable TV: Currently subscribe	27% (270)	31% (310)	22% (220)	17% (176)	3% (32)	1008
Cable TV: Subscribed in past	21% (165)	31% (240)	23% (182)	20% (161)	5% (38)	786
Cable TV: Never subscribed	24% (96)	23% (93)	19% (78)	20% (80)	14% (58)	406
Satellite TV: Currently subscribe	28% (141)	31% (159)	19% (99)	19% (98)	3% (15)	513
Satellite TV: Subscribed in past	18% (112)	31% (191)	25% (154)	22% (133)	4% (28)	618
Satellite TV: Never subscribed	26% (278)	28% (295)	21% (226)	17% (186)	8% (85)	1069
Streaming Services: Currently subscribe	21% (282)	30% (396)	23% (313)	23% (311)	3% (36)	1338
Streaming Services: Subscribed in past	20% (43)	34% (75)	22% (49)	11% (24)	13% (28)	220
Streaming Services: Never subscribed	32% (206)	27% (173)	18% (117)	13% (82)	10% (64)	642
Film: An avid fan	21% (182)	28% (238)	23% (193)	24% (203)	5% (40)	856
Film: A casual fan	25% (273)	32% (351)	22% (244)	16% (175)	5% (49)	1093
Film: Not a fan	30% (77)	22% (55)	17% (42)	15% (39)	16% (39)	251
Television: An avid fan	24% (270)	29% (332)	22% (247)	21% (242)	4% (45)	1136
Television: A casual fan	24% (223)	31% (283)	23% (213)	17% (154)	5% (50)	923
Television: Not a fan	27% (38)	21% (29)	14% (19)	14% (20)	24% (34)	141
Music: An avid fan	23% (280)	29% (347)	22% (268)	21% (258)	5% (56)	1208
Music: A casual fan	26% (233)	31% (275)	22% (195)	17% (148)	5% (42)	892
Music: Not a fan	19% (19)	22% (22)	17% (17)	11% (11)	31% (31)	100
Fashion: An avid fan	29% (100)	27% (96)	20% (69)	18% (63)	6% (22)	350
Fashion: A casual fan	25% (226)	32% (287)	21% (186)	17% (151)	5% (40)	891
Fashion: Not a fan	21% (205)	27% (261)	23% (225)	21% (202)	7% (66)	960

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

Table HR2_2: Do the following things on TV shows bother you, personally, a lot, some, not too much, or not at all?
 Violence against women

Demographic	A lot	Some	Not too much	Not at all	Don't know / No opinion	Total N
Adults	48% (1050)	25% (552)	11% (238)	9% (207)	7% (153)	2200
Gender: Male	40% (429)	27% (282)	12% (129)	13% (140)	8% (81)	1062
Gender: Female	55% (621)	24% (270)	10% (109)	6% (67)	6% (72)	1138
Age: 18-29	36% (165)	27% (124)	12% (55)	13% (59)	12% (57)	460
Age: 30-44	39% (213)	25% (139)	13% (70)	14% (80)	9% (50)	553
Age: 45-54	49% (185)	26% (97)	10% (38)	9% (34)	6% (22)	376
Age: 55-64	56% (210)	27% (100)	10% (38)	4% (14)	3% (12)	375
Age: 65+	63% (276)	21% (92)	8% (36)	5% (20)	3% (12)	436
Generation Z: 18-22	40% (84)	28% (58)	9% (18)	12% (25)	12% (26)	212
Millennial: Age 23-38	35% (211)	26% (159)	14% (82)	14% (87)	11% (64)	602
Generation X: Age 39-54	47% (268)	25% (144)	11% (63)	11% (62)	7% (39)	575
Boomers: Age 55-73	59% (427)	24% (176)	9% (67)	4% (32)	3% (21)	723
PID: Dem (no lean)	51% (392)	26% (196)	9% (71)	8% (63)	6% (46)	769
PID: Ind (no lean)	46% (346)	24% (184)	11% (81)	9% (71)	9% (70)	751
PID: Rep (no lean)	46% (312)	25% (172)	13% (86)	11% (73)	5% (37)	679
PID/Gender: Dem Men	39% (143)	29% (107)	11% (39)	13% (47)	8% (28)	363
PID/Gender: Dem Women	62% (250)	22% (89)	8% (32)	4% (17)	4% (18)	406
PID/Gender: Ind Men	42% (138)	23% (75)	12% (39)	14% (44)	9% (31)	328
PID/Gender: Ind Women	49% (208)	26% (108)	10% (41)	6% (27)	9% (39)	424
PID/Gender: Rep Men	40% (149)	27% (100)	14% (50)	13% (49)	6% (22)	371
PID/Gender: Rep Women	53% (163)	23% (72)	11% (35)	8% (24)	5% (14)	309
Ideo: Liberal (1-3)	55% (321)	26% (154)	8% (47)	8% (47)	3% (18)	588
Ideo: Moderate (4)	45% (219)	27% (132)	12% (58)	11% (54)	5% (27)	489
Ideo: Conservative (5-7)	49% (364)	26% (194)	11% (84)	10% (73)	4% (34)	749
Educ: < College	45% (687)	25% (381)	11% (169)	10% (150)	8% (124)	1512
Educ: Bachelors degree	50% (224)	25% (111)	12% (52)	8% (37)	5% (20)	444
Educ: Post-grad	57% (139)	25% (60)	7% (16)	8% (20)	3% (8)	244

Continued on next page

Table HR2_2: Do the following things on TV shows bother you, personally, a lot, some, not too much, or not at all?
Violence against women

Demographic	A lot	Some	Not too much	Not at all	Don't know / No opinion	Total N
Adults	48% (1050)	25% (552)	11% (238)	9% (207)	7% (153)	2200
Income: Under 50k	49% (612)	23% (285)	11% (134)	9% (117)	9% (113)	1261
Income: 50k-100k	47% (310)	30% (196)	11% (70)	9% (59)	4% (29)	664
Income: 100k+	46% (127)	26% (71)	12% (33)	11% (31)	4% (12)	275
Ethnicity: White	48% (830)	25% (434)	11% (186)	9% (161)	6% (111)	1722
Ethnicity: Hispanic	49% (172)	25% (89)	8% (28)	10% (35)	7% (25)	349
Ethnicity: Afr. Am.	48% (131)	23% (62)	11% (31)	10% (26)	9% (24)	274
Ethnicity: Other	44% (89)	28% (57)	10% (21)	10% (20)	9% (18)	204
All Christian	52% (464)	27% (238)	11% (96)	7% (65)	4% (32)	895
All Non-Christian	42% (42)	29% (28)	7% (7)	14% (14)	8% (8)	99
Atheist	47% (44)	24% (23)	15% (14)	11% (10)	3% (3)	95
Agnostic/Nothing in particular	45% (500)	24% (263)	11% (120)	11% (118)	10% (110)	1111
Religious Non-Protestant/Catholic	43% (47)	29% (32)	7% (8)	13% (15)	7% (8)	110
Evangelical	59% (370)	23% (141)	9% (56)	5% (33)	4% (23)	623
Non-Evangelical	48% (362)	26% (196)	11% (84)	9% (65)	6% (43)	749
Community: Urban	49% (285)	22% (127)	11% (64)	10% (61)	8% (50)	586
Community: Suburban	48% (482)	28% (282)	10% (105)	9% (88)	5% (50)	1006
Community: Rural	47% (283)	24% (143)	11% (69)	10% (59)	9% (53)	608
Employ: Private Sector	44% (301)	28% (191)	13% (87)	11% (79)	5% (32)	689
Employ: Government	52% (72)	25% (34)	8% (11)	12% (16)	4% (6)	139
Employ: Self-Employed	43% (83)	30% (58)	13% (25)	11% (20)	3% (6)	192
Employ: Homemaker	42% (68)	23% (37)	12% (20)	8% (13)	15% (24)	161
Employ: Student	39% (42)	35% (37)	7% (7)	11% (12)	7% (8)	106
Employ: Retired	60% (282)	22% (104)	9% (43)	6% (28)	3% (14)	471
Employ: Unemployed	43% (99)	22% (51)	11% (26)	10% (22)	14% (32)	231
Employ: Other	49% (104)	19% (40)	9% (20)	8% (16)	15% (31)	211
Military HH: Yes	49% (187)	27% (104)	11% (41)	9% (34)	4% (14)	380
Military HH: No	47% (862)	25% (449)	11% (197)	10% (173)	8% (139)	1820
RD/WT: Right Direction	44% (364)	26% (212)	13% (105)	12% (99)	6% (46)	826
RD/WT: Wrong Track	50% (686)	25% (340)	10% (133)	8% (108)	8% (107)	1374

Continued on next page

Table HR2_2: Do the following things on TV shows bother you, personally, a lot, some, not too much, or not at all?
Violence against women

Demographic	A lot	Some	Not too much	Not at all	Don't know / No opinion	Total N
Adults	48% (1050)	25% (552)	11% (238)	9% (207)	7% (153)	2200
Trump Job Approve	46% (402)	26% (229)	13% (111)	11% (96)	5% (42)	880
Trump Job Disapprove	51% (614)	25% (306)	10% (116)	8% (102)	6% (72)	1211
Trump Job Strongly Approve	47% (241)	23% (118)	11% (57)	13% (67)	5% (24)	507
Trump Job Somewhat Approve	43% (161)	30% (111)	14% (54)	8% (29)	5% (18)	372
Trump Job Somewhat Disapprove	42% (125)	30% (89)	12% (36)	10% (29)	7% (20)	299
Trump Job Strongly Disapprove	54% (489)	24% (218)	9% (80)	8% (72)	6% (52)	912
Favorable of Trump	46% (397)	26% (224)	12% (104)	11% (97)	4% (37)	859
Unfavorable of Trump	51% (614)	25% (300)	10% (124)	8% (96)	6% (67)	1201
Very Favorable of Trump	46% (245)	25% (133)	10% (55)	14% (73)	4% (24)	530
Somewhat Favorable of Trump	46% (152)	28% (91)	15% (49)	7% (23)	4% (14)	329
Somewhat Unfavorable of Trump	43% (95)	29% (64)	11% (24)	9% (21)	7% (16)	220
Very Unfavorable of Trump	53% (519)	24% (236)	10% (100)	8% (75)	5% (51)	981
#1 Issue: Economy	43% (234)	24% (133)	12% (68)	13% (69)	8% (43)	546
#1 Issue: Security	47% (211)	27% (119)	11% (48)	11% (47)	5% (21)	447
#1 Issue: Health Care	50% (182)	25% (93)	10% (37)	8% (30)	7% (25)	368
#1 Issue: Medicare / Social Security	55% (177)	23% (73)	11% (36)	6% (19)	6% (19)	324
#1 Issue: Women's Issues	53% (87)	27% (45)	6% (10)	5% (9)	8% (13)	165
#1 Issue: Education	39% (49)	27% (34)	14% (17)	11% (14)	9% (11)	125
#1 Issue: Energy	50% (60)	22% (26)	9% (11)	9% (11)	10% (12)	119
#1 Issue: Other	46% (49)	28% (30)	10% (11)	7% (8)	9% (10)	107
2018 House Vote: Democrat	54% (408)	25% (189)	9% (70)	6% (48)	5% (35)	749
2018 House Vote: Republican	47% (334)	26% (182)	12% (86)	11% (78)	4% (31)	710
2018 House Vote: Someone else	47% (46)	20% (20)	16% (16)	11% (11)	5% (5)	99
2016 Vote: Hillary Clinton	55% (361)	24% (155)	10% (64)	6% (41)	5% (30)	651
2016 Vote: Donald Trump	46% (305)	27% (180)	12% (83)	11% (75)	4% (26)	668
2016 Vote: Other	46% (83)	27% (49)	10% (18)	10% (17)	7% (13)	180
2016 Vote: Didn't Vote	43% (298)	24% (168)	11% (73)	10% (72)	12% (84)	695
Voted in 2014: Yes	52% (682)	25% (325)	11% (138)	9% (113)	4% (54)	1312
Voted in 2014: No	41% (368)	26% (227)	11% (99)	11% (94)	11% (99)	888

Continued on next page

Table HR2_2: Do the following things on TV shows bother you, personally, a lot, some, not too much, or not at all?
Violence against women

Demographic	A lot	Some	Not too much	Not at all	Don't know / No opinion	Total N
Adults	48% (1050)	25% (552)	11% (238)	9% (207)	7% (153)	2200
2012 Vote: Barack Obama	54% (427)	24% (194)	10% (78)	8% (60)	4% (32)	790
2012 Vote: Mitt Romney	48% (248)	27% (141)	11% (58)	10% (53)	4% (22)	521
2012 Vote: Other	52% (51)	24% (23)	13% (13)	5% (5)	6% (6)	97
2012 Vote: Didn't Vote	41% (322)	25% (195)	11% (90)	11% (90)	12% (93)	789
4-Region: Northeast	50% (199)	22% (88)	10% (38)	11% (44)	6% (25)	394
4-Region: Midwest	43% (201)	26% (120)	13% (61)	11% (49)	7% (31)	462
4-Region: South	47% (390)	27% (220)	10% (86)	8% (62)	8% (66)	824
4-Region: West	50% (260)	24% (125)	10% (52)	10% (52)	6% (31)	520
Watch TV: Every day	50% (542)	26% (282)	11% (116)	10% (108)	4% (45)	1094
Watch TV: Several times per week	48% (242)	27% (136)	11% (56)	9% (45)	4% (22)	501
Watch TV: About once per week	45% (60)	27% (36)	10% (13)	11% (15)	7% (10)	134
Watch TV: Several times per month	40% (53)	28% (36)	16% (20)	10% (13)	6% (8)	130
Watch TV: About once per month	42% (25)	24% (15)	12% (7)	12% (7)	10% (6)	60
Watch TV: Less often than once per month	43% (38)	24% (21)	18% (16)	6% (5)	9% (8)	88
Watch TV: Never	47% (90)	13% (26)	5% (9)	7% (14)	28% (55)	194
Watch Movies: Every day	46% (193)	24% (103)	12% (48)	14% (59)	4% (19)	422
Watch Movies: Several times per week	47% (256)	28% (151)	12% (66)	9% (48)	4% (20)	541
Watch Movies: About once per week	47% (175)	27% (102)	12% (45)	10% (37)	4% (14)	373
Watch Movies: Several times per month	48% (126)	27% (71)	13% (33)	6% (17)	6% (15)	263
Watch Movies: About once per month	53% (102)	24% (46)	8% (16)	10% (19)	5% (10)	192
Watch Movies: Less often than once per month	51% (105)	21% (44)	10% (21)	8% (15)	9% (19)	203
Watch Movies: Never	45% (94)	17% (36)	4% (8)	6% (12)	27% (56)	206
Watch Sporting Events: Every day	51% (89)	22% (39)	9% (17)	12% (22)	5% (9)	175
Watch Sporting Events: Several times per week	47% (147)	25% (79)	14% (44)	10% (32)	4% (14)	317
Watch Sporting Events: About once per week	46% (137)	29% (88)	11% (34)	12% (34)	1% (4)	297
Watch Sporting Events: Several times per month	48% (82)	30% (52)	14% (24)	6% (10)	2% (4)	172
Watch Sporting Events: About once per month	52% (96)	24% (45)	10% (19)	11% (20)	2% (4)	185
Watch Sporting Events: Less often than once per month	47% (155)	26% (87)	10% (35)	9% (29)	8% (26)	333
Watch Sporting Events: Never	47% (343)	23% (163)	9% (65)	8% (60)	13% (92)	722

Continued on next page

Table HR2_2: Do the following things on TV shows bother you, personally, a lot, some, not too much, or not at all?
 Violence against women

Demographic	A lot	Some	Not too much	Not at all	Don't know / No opinion	Total N
Adults	48% (1050)	25% (552)	11% (238)	9% (207)	7% (153)	2200
Cable TV: Currently subscribe	49% (495)	28% (279)	11% (108)	9% (90)	4% (37)	1008
Cable TV: Subscribed in past	48% (379)	26% (206)	11% (86)	9% (68)	6% (47)	786
Cable TV: Never subscribed	43% (176)	17% (68)	11% (43)	12% (50)	17% (69)	406
Satellite TV: Currently subscribe	52% (268)	24% (123)	8% (42)	11% (57)	5% (23)	513
Satellite TV: Subscribed in past	47% (292)	27% (165)	12% (74)	8% (50)	6% (37)	618
Satellite TV: Never subscribed	46% (490)	25% (264)	11% (122)	9% (100)	9% (92)	1069
Streaming Services: Currently subscribe	47% (631)	28% (368)	11% (149)	10% (140)	4% (50)	1338
Streaming Services: Subscribed in past	41% (91)	23% (51)	16% (35)	6% (13)	14% (30)	220
Streaming Services: Never subscribed	51% (327)	21% (133)	8% (54)	8% (54)	11% (73)	642
Film: An avid fan	46% (397)	25% (210)	12% (101)	12% (101)	5% (47)	856
Film: A casual fan	50% (552)	26% (286)	10% (114)	7% (78)	6% (64)	1093
Film: Not a fan	40% (101)	23% (57)	9% (23)	11% (28)	17% (43)	251
Television: An avid fan	51% (584)	24% (269)	10% (111)	10% (118)	5% (54)	1136
Television: A casual fan	45% (412)	28% (263)	12% (112)	8% (73)	7% (64)	923
Television: Not a fan	38% (54)	14% (20)	10% (15)	12% (17)	25% (36)	141
Music: An avid fan	51% (614)	23% (279)	10% (126)	10% (116)	6% (73)	1208
Music: A casual fan	46% (408)	28% (252)	11% (101)	9% (81)	6% (49)	892
Music: Not a fan	28% (28)	21% (21)	10% (10)	10% (10)	31% (31)	100
Fashion: An avid fan	54% (189)	23% (80)	7% (24)	9% (33)	7% (24)	350
Fashion: A casual fan	49% (439)	26% (231)	11% (102)	8% (73)	5% (46)	891
Fashion: Not a fan	44% (422)	25% (241)	12% (111)	11% (102)	9% (83)	960

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

Table HR2_3: Do the following things on TV shows bother you, personally, a lot, some, not too much, or not at all?

Sex

Demographic	A lot		Some		Not too much		Not at all		Don't know / No opinion		Total N
Adults	20%	(438)	22%	(494)	23%	(504)	29%	(628)	6%	(136)	2200
Gender: Male	15%	(159)	21%	(222)	22%	(233)	35%	(376)	7%	(71)	1062
Gender: Female	25%	(279)	24%	(272)	24%	(271)	22%	(251)	6%	(65)	1138
Age: 18-29	14%	(63)	17%	(80)	23%	(107)	35%	(160)	11%	(50)	460
Age: 30-44	14%	(79)	20%	(109)	23%	(126)	36%	(199)	7%	(39)	553
Age: 45-54	17%	(65)	25%	(93)	21%	(80)	32%	(119)	5%	(20)	376
Age: 55-64	23%	(87)	27%	(99)	25%	(92)	22%	(84)	3%	(13)	375
Age: 65+	33%	(145)	26%	(113)	23%	(99)	15%	(65)	3%	(14)	436
Generation Z: 18-22	13%	(28)	22%	(46)	21%	(44)	34%	(72)	10%	(21)	212
Millennial: Age 23-38	14%	(84)	15%	(92)	23%	(141)	38%	(229)	9%	(56)	602
Generation X: Age 39-54	16%	(94)	25%	(144)	22%	(128)	31%	(177)	6%	(32)	575
Boomers: Age 55-73	28%	(205)	25%	(182)	24%	(174)	19%	(139)	3%	(22)	723
PID: Dem (no lean)	15%	(117)	22%	(173)	24%	(181)	33%	(254)	6%	(44)	769
PID: Ind (no lean)	17%	(126)	22%	(167)	26%	(193)	27%	(205)	8%	(61)	751
PID: Rep (no lean)	29%	(196)	23%	(154)	19%	(130)	25%	(169)	5%	(31)	679
PID/Gender: Dem Men	11%	(39)	18%	(64)	22%	(79)	42%	(153)	8%	(28)	363
PID/Gender: Dem Women	19%	(78)	27%	(109)	25%	(102)	25%	(101)	4%	(16)	406
PID/Gender: Ind Men	16%	(51)	19%	(64)	25%	(81)	33%	(108)	7%	(24)	328
PID/Gender: Ind Women	18%	(74)	24%	(103)	26%	(112)	23%	(97)	9%	(37)	424
PID/Gender: Rep Men	19%	(69)	25%	(94)	20%	(73)	31%	(116)	5%	(19)	371
PID/Gender: Rep Women	41%	(127)	19%	(60)	19%	(57)	17%	(53)	4%	(12)	309
Ideo: Liberal (1-3)	12%	(69)	21%	(124)	26%	(155)	39%	(227)	2%	(11)	588
Ideo: Moderate (4)	17%	(84)	25%	(121)	29%	(140)	24%	(119)	5%	(25)	489
Ideo: Conservative (5-7)	29%	(221)	25%	(187)	19%	(142)	23%	(172)	4%	(27)	749
Educ: < College	21%	(314)	21%	(322)	21%	(320)	29%	(442)	8%	(114)	1512
Educ: Bachelors degree	17%	(76)	23%	(103)	28%	(123)	28%	(126)	3%	(16)	444
Educ: Post-grad	20%	(48)	28%	(69)	25%	(61)	24%	(59)	3%	(6)	244

Continued on next page

Table HR2_3: Do the following things on TV shows bother you, personally, a lot, some, not too much, or not at all?

Sex

Demographic	A lot		Some		Not too much		Not at all		Don't know / No opinion		Total N
Adults	20%	(438)	22%	(494)	23%	(504)	29%	(628)	6%	(136)	2200
Income: Under 50k	22%	(277)	22%	(272)	21%	(267)	27%	(335)	9%	(111)	1261
Income: 50k-100k	17%	(114)	24%	(160)	24%	(160)	32%	(212)	3%	(18)	664
Income: 100k+	17%	(47)	22%	(62)	28%	(78)	29%	(81)	3%	(7)	275
Ethnicity: White	19%	(335)	23%	(401)	24%	(410)	28%	(475)	6%	(100)	1722
Ethnicity: Hispanic	17%	(61)	21%	(75)	22%	(77)	32%	(112)	7%	(25)	349
Ethnicity: Afr. Am.	22%	(61)	20%	(55)	18%	(49)	32%	(88)	8%	(21)	274
Ethnicity: Other	21%	(43)	18%	(37)	22%	(45)	32%	(64)	7%	(15)	204
All Christian	25%	(228)	25%	(224)	24%	(218)	21%	(190)	4%	(34)	895
All Non-Christian	16%	(16)	26%	(26)	19%	(19)	30%	(30)	9%	(9)	99
Atheist	6%	(6)	15%	(15)	31%	(29)	47%	(44)	1%	(1)	95
Agnostic/Nothing in particular	17%	(188)	21%	(229)	21%	(238)	33%	(364)	8%	(92)	1111
Religious Non-Protestant/Catholic	17%	(19)	27%	(30)	18%	(20)	30%	(33)	8%	(9)	110
Evangelical	36%	(223)	26%	(164)	18%	(113)	16%	(99)	4%	(23)	623
Non-Evangelical	17%	(124)	23%	(171)	27%	(201)	28%	(211)	6%	(42)	749
Community: Urban	17%	(100)	23%	(136)	22%	(126)	30%	(179)	8%	(45)	586
Community: Suburban	20%	(197)	22%	(221)	25%	(256)	28%	(286)	5%	(47)	1006
Community: Rural	23%	(141)	23%	(137)	20%	(122)	27%	(163)	7%	(44)	608
Employ: Private Sector	15%	(106)	21%	(145)	23%	(157)	37%	(253)	4%	(28)	689
Employ: Government	19%	(26)	28%	(38)	19%	(26)	32%	(44)	3%	(4)	139
Employ: Self-Employed	21%	(40)	28%	(55)	21%	(41)	25%	(48)	4%	(8)	192
Employ: Homemaker	24%	(39)	24%	(38)	20%	(33)	19%	(31)	13%	(20)	161
Employ: Student	14%	(15)	13%	(14)	25%	(27)	41%	(44)	6%	(6)	106
Employ: Retired	28%	(129)	25%	(117)	25%	(116)	19%	(91)	4%	(17)	471
Employ: Unemployed	15%	(35)	19%	(45)	25%	(57)	30%	(70)	10%	(24)	231
Employ: Other	22%	(47)	20%	(42)	23%	(48)	22%	(47)	13%	(28)	211
Military HH: Yes	22%	(84)	24%	(93)	23%	(86)	28%	(105)	3%	(12)	380
Military HH: No	19%	(355)	22%	(401)	23%	(418)	29%	(522)	7%	(124)	1820
RD/WT: Right Direction	24%	(199)	24%	(200)	21%	(173)	26%	(215)	5%	(39)	826
RD/WT: Wrong Track	17%	(239)	21%	(294)	24%	(331)	30%	(413)	7%	(97)	1374

Continued on next page

Table HR2_3: Do the following things on TV shows bother you, personally, a lot, some, not too much, or not at all?

Sex	Demographic	A lot	Some	Not too much	Not at all	Don't know / No opinion	Total N
	Adults	20% (438)	22% (494)	23% (504)	29% (628)	6% (136)	2200
	Trump Job Approve	27% (240)	24% (212)	19% (171)	25% (223)	4% (33)	880
	Trump Job Disapprove	15% (183)	22% (267)	26% (312)	32% (383)	5% (66)	1211
	Trump Job Strongly Approve	30% (153)	22% (113)	17% (86)	27% (136)	4% (20)	507
	Trump Job Somewhat Approve	23% (87)	27% (99)	23% (85)	23% (87)	4% (13)	372
	Trump Job Somewhat Disapprove	11% (31)	28% (83)	26% (78)	30% (89)	6% (18)	299
	Trump Job Strongly Disapprove	17% (151)	20% (184)	26% (234)	32% (294)	5% (48)	912
	Favorable of Trump	28% (240)	24% (208)	20% (173)	25% (212)	3% (26)	859
	Unfavorable of Trump	15% (183)	22% (263)	26% (308)	32% (387)	5% (61)	1201
	Very Favorable of Trump	30% (161)	22% (115)	18% (95)	27% (142)	3% (18)	530
	Somewhat Favorable of Trump	24% (79)	28% (94)	24% (79)	21% (70)	2% (8)	329
	Somewhat Unfavorable of Trump	14% (31)	27% (59)	25% (54)	30% (66)	5% (10)	220
	Very Unfavorable of Trump	15% (152)	21% (204)	26% (254)	33% (321)	5% (51)	981
	#1 Issue: Economy	17% (93)	21% (112)	23% (127)	33% (179)	6% (35)	546
	#1 Issue: Security	25% (111)	21% (95)	21% (94)	28% (127)	4% (20)	447
	#1 Issue: Health Care	15% (56)	26% (96)	27% (99)	27% (98)	5% (18)	368
	#1 Issue: Medicare / Social Security	27% (89)	26% (86)	21% (67)	18% (57)	8% (25)	324
	#1 Issue: Women's Issues	19% (31)	16% (26)	23% (39)	34% (56)	8% (13)	165
	#1 Issue: Education	21% (27)	21% (26)	27% (34)	24% (30)	7% (9)	125
	#1 Issue: Energy	13% (16)	20% (24)	20% (24)	40% (48)	7% (8)	119
	#1 Issue: Other	15% (16)	27% (29)	19% (21)	31% (33)	8% (9)	107
	2018 House Vote: Democrat	15% (110)	22% (168)	28% (208)	30% (227)	5% (36)	749
	2018 House Vote: Republican	28% (200)	24% (172)	19% (138)	25% (175)	4% (25)	710
	2018 House Vote: Someone else	16% (16)	18% (18)	28% (28)	32% (31)	5% (5)	99
	2016 Vote: Hillary Clinton	14% (89)	24% (159)	26% (169)	31% (203)	5% (31)	651
	2016 Vote: Donald Trump	28% (186)	23% (157)	21% (138)	24% (163)	4% (23)	668
	2016 Vote: Other	18% (32)	24% (44)	25% (45)	28% (50)	6% (10)	180
	2016 Vote: Didn't Vote	19% (131)	19% (134)	22% (151)	30% (208)	10% (71)	695
	Voted in 2014: Yes	22% (285)	25% (326)	23% (305)	27% (348)	4% (48)	1312
	Voted in 2014: No	17% (153)	19% (168)	22% (199)	32% (280)	10% (88)	888

Continued on next page

Table HR2_3: Do the following things on TV shows bother you, personally, a lot, some, not too much, or not at all?

Sex

Demographic	A lot		Some		Not too much		Not at all		Don't know / No opinion		Total N
Adults	20%	(438)	22%	(494)	23%	(504)	29%	(628)	6%	(136)	2200
2012 Vote: Barack Obama	14%	(108)	23%	(183)	29%	(227)	30%	(240)	4%	(32)	790
2012 Vote: Mitt Romney	31%	(159)	26%	(133)	20%	(102)	21%	(111)	3%	(16)	521
2012 Vote: Other	26%	(25)	24%	(24)	21%	(20)	23%	(23)	5%	(5)	97
2012 Vote: Didn't Vote	18%	(145)	19%	(152)	20%	(155)	32%	(254)	10%	(83)	789
4-Region: Northeast	15%	(58)	26%	(104)	23%	(91)	30%	(119)	6%	(22)	394
4-Region: Midwest	20%	(93)	23%	(105)	23%	(104)	28%	(130)	6%	(29)	462
4-Region: South	22%	(178)	22%	(179)	23%	(187)	27%	(221)	7%	(59)	824
4-Region: West	21%	(109)	20%	(106)	23%	(122)	30%	(157)	5%	(26)	520
Watch TV: Every day	19%	(203)	22%	(239)	24%	(266)	32%	(347)	3%	(38)	1094
Watch TV: Several times per week	18%	(92)	25%	(126)	23%	(116)	29%	(148)	4%	(20)	501
Watch TV: About once per week	20%	(27)	21%	(28)	24%	(32)	31%	(41)	4%	(6)	134
Watch TV: Several times per month	20%	(26)	23%	(29)	29%	(38)	19%	(25)	9%	(12)	130
Watch TV: About once per month	19%	(11)	24%	(14)	23%	(14)	26%	(15)	8%	(5)	60
Watch TV: Less often than once per month	21%	(19)	29%	(26)	21%	(18)	21%	(18)	8%	(7)	88
Watch TV: Never	31%	(60)	16%	(31)	10%	(20)	17%	(33)	25%	(49)	194
Watch Movies: Every day	19%	(82)	19%	(80)	21%	(89)	36%	(152)	4%	(19)	422
Watch Movies: Several times per week	18%	(100)	23%	(126)	25%	(135)	30%	(162)	3%	(18)	541
Watch Movies: About once per week	18%	(68)	23%	(85)	23%	(86)	32%	(119)	4%	(15)	373
Watch Movies: Several times per month	20%	(53)	22%	(58)	25%	(65)	28%	(74)	5%	(12)	263
Watch Movies: About once per month	20%	(37)	23%	(45)	30%	(57)	23%	(45)	4%	(7)	192
Watch Movies: Less often than once per month	21%	(43)	26%	(53)	25%	(50)	20%	(40)	8%	(17)	203
Watch Movies: Never	26%	(54)	23%	(47)	10%	(21)	18%	(36)	23%	(48)	206
Watch Sporting Events: Every day	17%	(30)	23%	(40)	22%	(39)	32%	(55)	6%	(11)	175
Watch Sporting Events: Several times per week	17%	(55)	23%	(72)	25%	(80)	32%	(101)	3%	(9)	317
Watch Sporting Events: About once per week	20%	(58)	24%	(71)	23%	(67)	31%	(93)	3%	(8)	297
Watch Sporting Events: Several times per month	22%	(37)	26%	(44)	19%	(33)	30%	(52)	3%	(6)	172
Watch Sporting Events: About once per month	16%	(30)	18%	(32)	26%	(48)	36%	(67)	4%	(7)	185
Watch Sporting Events: Less often than once per month	18%	(60)	24%	(79)	26%	(86)	27%	(91)	5%	(17)	333
Watch Sporting Events: Never	23%	(168)	21%	(155)	21%	(150)	24%	(170)	11%	(78)	722

Continued on next page

Table HR2_3: Do the following things on TV shows bother you, personally, a lot, some, not too much, or not at all?

Sex

Demographic	A lot		Some		Not too much		Not at all		Don't know / No opinion	Total N	
Adults	20%	(438)	22%	(494)	23%	(504)	29%	(628)	6%	(136)	2200
Cable TV: Currently subscribe	20%	(201)	24%	(247)	23%	(236)	29%	(289)	3%	(34)	1008
Cable TV: Subscribed in past	18%	(144)	22%	(170)	25%	(195)	30%	(237)	5%	(41)	786
Cable TV: Never subscribed	23%	(93)	19%	(77)	18%	(73)	25%	(102)	15%	(61)	406
Satellite TV: Currently subscribe	26%	(134)	23%	(120)	21%	(109)	26%	(133)	3%	(17)	513
Satellite TV: Subscribed in past	15%	(95)	22%	(133)	24%	(146)	34%	(209)	6%	(34)	618
Satellite TV: Never subscribed	20%	(209)	23%	(241)	23%	(249)	27%	(285)	8%	(85)	1069
Streaming Services: Currently subscribe	18%	(243)	22%	(289)	23%	(306)	35%	(463)	3%	(37)	1338
Streaming Services: Subscribed in past	14%	(30)	24%	(52)	36%	(79)	14%	(32)	12%	(27)	220
Streaming Services: Never subscribed	26%	(165)	24%	(153)	19%	(119)	21%	(133)	11%	(71)	642
Film: An avid fan	16%	(141)	20%	(169)	23%	(199)	36%	(304)	5%	(42)	856
Film: A casual fan	22%	(239)	25%	(275)	23%	(256)	25%	(269)	5%	(54)	1093
Film: Not a fan	23%	(58)	20%	(49)	20%	(50)	22%	(54)	16%	(40)	251
Television: An avid fan	19%	(213)	22%	(253)	22%	(254)	32%	(367)	4%	(50)	1136
Television: A casual fan	21%	(191)	23%	(217)	25%	(232)	25%	(231)	6%	(53)	923
Television: Not a fan	25%	(35)	17%	(24)	13%	(19)	21%	(30)	23%	(33)	141
Music: An avid fan	18%	(215)	21%	(248)	24%	(286)	33%	(401)	5%	(58)	1208
Music: A casual fan	23%	(208)	25%	(222)	23%	(203)	24%	(213)	5%	(46)	892
Music: Not a fan	15%	(15)	24%	(24)	15%	(15)	14%	(14)	33%	(32)	100
Fashion: An avid fan	18%	(63)	21%	(75)	22%	(75)	31%	(110)	8%	(27)	350
Fashion: A casual fan	22%	(200)	23%	(204)	24%	(216)	26%	(228)	5%	(43)	891
Fashion: Not a fan	18%	(175)	22%	(215)	22%	(213)	30%	(289)	7%	(66)	960

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

Table HR2_4: Do the following things on TV shows bother you, personally, a lot, some, not too much, or not at all?

Profanity

Demographic	A lot		Some		Not too much		Not at all		Don't know / No opinion	Total N	
Adults	22%	(488)	21%	(469)	21%	(465)	29%	(646)	6%	(132)	2200
Gender: Male	18%	(187)	22%	(233)	22%	(231)	33%	(346)	6%	(65)	1062
Gender: Female	26%	(301)	21%	(236)	21%	(234)	26%	(300)	6%	(66)	1138
Age: 18-29	11%	(52)	13%	(60)	21%	(96)	44%	(204)	11%	(49)	460
Age: 30-44	16%	(86)	16%	(90)	22%	(123)	38%	(210)	8%	(43)	553
Age: 45-54	20%	(75)	22%	(84)	21%	(77)	32%	(120)	5%	(20)	376
Age: 55-64	27%	(100)	31%	(117)	24%	(92)	15%	(57)	2%	(9)	375
Age: 65+	40%	(175)	27%	(118)	18%	(77)	13%	(55)	2%	(11)	436
Generation Z: 18-22	10%	(21)	14%	(29)	22%	(46)	44%	(93)	11%	(23)	212
Millennial: Age 23-38	14%	(84)	13%	(80)	20%	(118)	44%	(262)	10%	(58)	602
Generation X: Age 39-54	19%	(108)	22%	(124)	23%	(133)	31%	(179)	5%	(31)	575
Boomers: Age 55-73	32%	(234)	29%	(206)	22%	(158)	15%	(108)	2%	(17)	723
PID: Dem (no lean)	18%	(137)	20%	(155)	21%	(163)	36%	(277)	5%	(37)	769
PID: Ind (no lean)	19%	(144)	20%	(150)	22%	(163)	31%	(232)	8%	(62)	751
PID: Rep (no lean)	30%	(206)	24%	(164)	20%	(139)	20%	(138)	5%	(32)	679
PID/Gender: Dem Men	12%	(44)	20%	(71)	23%	(82)	40%	(144)	6%	(21)	363
PID/Gender: Dem Women	23%	(93)	21%	(83)	20%	(81)	33%	(132)	4%	(16)	406
PID/Gender: Ind Men	21%	(68)	18%	(58)	20%	(66)	34%	(112)	7%	(23)	328
PID/Gender: Ind Women	18%	(76)	22%	(92)	23%	(97)	28%	(120)	9%	(38)	424
PID/Gender: Rep Men	20%	(74)	28%	(103)	22%	(83)	24%	(90)	5%	(20)	371
PID/Gender: Rep Women	43%	(132)	20%	(61)	18%	(55)	16%	(48)	4%	(12)	309
Ideo: Liberal (1-3)	13%	(75)	20%	(117)	24%	(139)	42%	(246)	2%	(11)	588
Ideo: Moderate (4)	18%	(90)	24%	(115)	27%	(134)	26%	(125)	5%	(24)	489
Ideo: Conservative (5-7)	34%	(254)	25%	(185)	16%	(122)	22%	(164)	3%	(24)	749
Educ: < College	22%	(338)	20%	(302)	20%	(308)	30%	(457)	7%	(108)	1512
Educ: Bachelors degree	21%	(92)	22%	(97)	25%	(110)	29%	(128)	4%	(17)	444
Educ: Post-grad	24%	(58)	29%	(70)	19%	(47)	25%	(61)	3%	(7)	244

Continued on next page

Table HR2_4: Do the following things on TV shows bother you, personally, a lot, some, not too much, or not at all?

Profanity

Demographic	A lot		Some		Not too much		Not at all		Don't know / No opinion	Total N	
Adults	22%	(488)	21%	(469)	21%	(465)	29%	(646)	6%	(132)	2200
Income: Under 50k	23%	(296)	21%	(262)	19%	(239)	28%	(358)	8%	(106)	1261
Income: 50k-100k	21%	(137)	22%	(143)	24%	(158)	31%	(207)	3%	(19)	664
Income: 100k+	20%	(55)	23%	(64)	25%	(68)	29%	(81)	3%	(7)	275
Ethnicity: White	22%	(377)	22%	(382)	22%	(376)	29%	(492)	6%	(96)	1722
Ethnicity: Hispanic	17%	(59)	20%	(69)	23%	(81)	34%	(119)	6%	(22)	349
Ethnicity: Afr. Am.	27%	(73)	16%	(44)	18%	(50)	32%	(89)	7%	(18)	274
Ethnicity: Other	19%	(38)	21%	(43)	19%	(39)	32%	(65)	9%	(18)	204
All Christian	28%	(248)	27%	(242)	23%	(207)	19%	(168)	3%	(30)	895
All Non-Christian	16%	(16)	28%	(28)	16%	(16)	30%	(30)	10%	(10)	99
Atheist	7%	(6)	12%	(11)	25%	(24)	56%	(53)	1%	(1)	95
Agnostic/Nothing in particular	20%	(218)	17%	(188)	20%	(218)	36%	(396)	8%	(91)	1111
Religious Non-Protestant/Catholic	19%	(21)	27%	(29)	17%	(19)	29%	(31)	9%	(10)	110
Evangelical	43%	(267)	24%	(148)	15%	(91)	16%	(99)	3%	(17)	623
Non-Evangelical	17%	(124)	23%	(175)	27%	(201)	28%	(206)	6%	(43)	749
Community: Urban	22%	(126)	21%	(125)	20%	(118)	31%	(180)	6%	(37)	586
Community: Suburban	21%	(210)	21%	(213)	22%	(224)	31%	(312)	5%	(48)	1006
Community: Rural	25%	(153)	22%	(131)	20%	(123)	25%	(154)	8%	(47)	608
Employ: Private Sector	18%	(121)	20%	(141)	23%	(158)	35%	(243)	4%	(28)	689
Employ: Government	20%	(27)	21%	(29)	25%	(35)	30%	(42)	4%	(6)	139
Employ: Self-Employed	24%	(47)	26%	(49)	16%	(30)	32%	(60)	3%	(6)	192
Employ: Homemaker	21%	(33)	21%	(33)	19%	(31)	26%	(41)	14%	(22)	161
Employ: Student	9%	(10)	13%	(14)	16%	(17)	56%	(60)	6%	(6)	106
Employ: Retired	34%	(162)	28%	(131)	18%	(85)	18%	(83)	2%	(11)	471
Employ: Unemployed	19%	(43)	14%	(32)	26%	(60)	29%	(68)	12%	(27)	231
Employ: Other	22%	(46)	19%	(40)	24%	(50)	24%	(50)	12%	(26)	211
Military HH: Yes	26%	(99)	23%	(87)	20%	(77)	28%	(105)	3%	(12)	380
Military HH: No	21%	(389)	21%	(382)	21%	(389)	30%	(541)	7%	(120)	1820
RD/WT: Right Direction	27%	(221)	23%	(191)	22%	(179)	23%	(189)	5%	(45)	826
RD/WT: Wrong Track	19%	(267)	20%	(278)	21%	(286)	33%	(457)	6%	(86)	1374

Continued on next page

Table HR2_4: Do the following things on TV shows bother you, personally, a lot, some, not too much, or not at all?

Profanity

Demographic	A lot		Some		Not too much		Not at all		Don't know / No opinion		Total N
Adults	22%	(488)	21%	(469)	21%	(465)	29%	(646)	6%	(132)	2200
Trump Job Approve	30%	(267)	24%	(215)	19%	(168)	22%	(194)	4%	(36)	880
Trump Job Disapprove	17%	(208)	20%	(241)	23%	(275)	36%	(431)	5%	(56)	1211
Trump Job Strongly Approve	33%	(168)	25%	(126)	15%	(78)	23%	(115)	4%	(21)	507
Trump Job Somewhat Approve	27%	(99)	24%	(89)	24%	(90)	21%	(79)	4%	(15)	372
Trump Job Somewhat Disapprove	14%	(43)	22%	(67)	26%	(78)	33%	(98)	4%	(13)	299
Trump Job Strongly Disapprove	18%	(165)	19%	(173)	22%	(197)	37%	(333)	5%	(43)	912
Favorable of Trump	31%	(264)	24%	(206)	20%	(176)	21%	(184)	3%	(29)	859
Unfavorable of Trump	17%	(209)	20%	(239)	23%	(271)	36%	(428)	4%	(53)	1201
Very Favorable of Trump	33%	(176)	25%	(132)	17%	(90)	22%	(115)	3%	(18)	530
Somewhat Favorable of Trump	27%	(89)	23%	(75)	26%	(86)	21%	(69)	3%	(11)	329
Somewhat Unfavorable of Trump	20%	(43)	22%	(49)	24%	(54)	29%	(63)	5%	(11)	220
Very Unfavorable of Trump	17%	(166)	19%	(191)	22%	(218)	37%	(365)	4%	(42)	981
#1 Issue: Economy	18%	(98)	21%	(114)	22%	(123)	33%	(179)	6%	(33)	546
#1 Issue: Security	28%	(125)	23%	(105)	22%	(98)	23%	(101)	4%	(18)	447
#1 Issue: Health Care	20%	(73)	23%	(83)	22%	(81)	29%	(108)	6%	(22)	368
#1 Issue: Medicare / Social Security	31%	(100)	28%	(91)	19%	(63)	16%	(53)	5%	(17)	324
#1 Issue: Women's Issues	19%	(31)	11%	(18)	20%	(33)	42%	(70)	8%	(13)	165
#1 Issue: Education	21%	(26)	11%	(14)	30%	(38)	31%	(39)	7%	(9)	125
#1 Issue: Energy	15%	(18)	14%	(17)	11%	(13)	52%	(62)	7%	(9)	119
#1 Issue: Other	17%	(18)	26%	(28)	15%	(16)	32%	(35)	10%	(10)	107
2018 House Vote: Democrat	18%	(131)	22%	(164)	23%	(174)	33%	(250)	4%	(30)	749
2018 House Vote: Republican	32%	(225)	24%	(171)	19%	(133)	22%	(154)	4%	(26)	710
2018 House Vote: Someone else	22%	(22)	21%	(21)	22%	(21)	29%	(29)	6%	(6)	99
2016 Vote: Hillary Clinton	17%	(110)	25%	(160)	22%	(142)	33%	(212)	4%	(28)	651
2016 Vote: Donald Trump	32%	(212)	25%	(166)	19%	(128)	21%	(141)	3%	(21)	668
2016 Vote: Other	19%	(34)	19%	(34)	24%	(43)	32%	(57)	6%	(12)	180
2016 Vote: Didn't Vote	19%	(133)	15%	(107)	22%	(152)	34%	(233)	10%	(71)	695
Voted in 2014: Yes	25%	(330)	25%	(330)	21%	(272)	25%	(333)	4%	(47)	1312
Voted in 2014: No	18%	(158)	16%	(139)	22%	(193)	35%	(313)	10%	(85)	888

Continued on next page

Table HR2_4: Do the following things on TV shows bother you, personally, a lot, some, not too much, or not at all?

Profanity

Demographic	A lot		Some		Not too much		Not at all		Don't know / No opinion		Total N
Adults	22%	(488)	21%	(469)	21%	(465)	29%	(646)	6%	(132)	2200
2012 Vote: Barack Obama	18%	(143)	22%	(172)	24%	(189)	33%	(258)	4%	(29)	790
2012 Vote: Mitt Romney	34%	(177)	29%	(150)	17%	(90)	17%	(88)	3%	(16)	521
2012 Vote: Other	28%	(27)	23%	(22)	27%	(27)	17%	(16)	5%	(5)	97
2012 Vote: Didn't Vote	18%	(139)	16%	(124)	20%	(159)	36%	(284)	10%	(82)	789
4-Region: Northeast	19%	(74)	22%	(85)	22%	(88)	32%	(125)	6%	(22)	394
4-Region: Midwest	22%	(103)	20%	(92)	21%	(96)	32%	(147)	5%	(24)	462
4-Region: South	24%	(199)	22%	(182)	21%	(172)	26%	(214)	7%	(58)	824
4-Region: West	21%	(112)	21%	(111)	21%	(110)	31%	(160)	5%	(27)	520
Watch TV: Every day	20%	(222)	22%	(238)	23%	(248)	32%	(351)	3%	(36)	1094
Watch TV: Several times per week	22%	(109)	24%	(118)	20%	(100)	31%	(156)	4%	(18)	501
Watch TV: About once per week	29%	(39)	13%	(17)	19%	(26)	33%	(44)	6%	(8)	134
Watch TV: Several times per month	17%	(22)	28%	(37)	25%	(33)	23%	(30)	6%	(8)	130
Watch TV: About once per month	18%	(11)	25%	(15)	18%	(11)	30%	(18)	9%	(5)	60
Watch TV: Less often than once per month	26%	(23)	14%	(12)	27%	(24)	25%	(22)	7%	(7)	88
Watch TV: Never	32%	(62)	16%	(32)	12%	(24)	13%	(26)	26%	(51)	194
Watch Movies: Every day	21%	(87)	17%	(71)	21%	(90)	36%	(154)	5%	(19)	422
Watch Movies: Several times per week	21%	(114)	25%	(134)	21%	(114)	30%	(164)	3%	(15)	541
Watch Movies: About once per week	20%	(75)	22%	(81)	22%	(82)	33%	(122)	3%	(13)	373
Watch Movies: Several times per month	21%	(55)	24%	(62)	20%	(52)	32%	(84)	3%	(9)	263
Watch Movies: About once per month	23%	(44)	21%	(40)	24%	(46)	28%	(53)	4%	(8)	192
Watch Movies: Less often than once per month	23%	(48)	22%	(45)	25%	(50)	21%	(43)	9%	(18)	203
Watch Movies: Never	32%	(65)	17%	(35)	15%	(31)	13%	(26)	24%	(49)	206
Watch Sporting Events: Every day	23%	(40)	17%	(29)	26%	(45)	30%	(52)	5%	(9)	175
Watch Sporting Events: Several times per week	19%	(61)	24%	(75)	24%	(77)	30%	(96)	3%	(8)	317
Watch Sporting Events: About once per week	20%	(59)	25%	(76)	21%	(64)	32%	(95)	1%	(4)	297
Watch Sporting Events: Several times per month	23%	(39)	29%	(49)	20%	(34)	26%	(45)	3%	(5)	172
Watch Sporting Events: About once per month	18%	(33)	20%	(36)	24%	(45)	35%	(65)	3%	(5)	185
Watch Sporting Events: Less often than once per month	22%	(73)	20%	(66)	18%	(59)	34%	(113)	6%	(20)	333
Watch Sporting Events: Never	25%	(182)	19%	(138)	20%	(142)	25%	(180)	11%	(81)	722

Continued on next page

Table HR2_4: Do the following things on TV shows bother you, personally, a lot, some, not too much, or not at all?**Profanity**

Demographic	A lot	Some	Not too much	Not at all	Don't know / No opinion	Total N
Adults	22% (488)	21% (469)	21% (465)	29% (646)	6% (132)	2200
Cable TV: Currently subscribe	22% (224)	23% (229)	23% (231)	29% (291)	3% (32)	1008
Cable TV: Subscribed in past	22% (172)	20% (160)	21% (167)	31% (247)	5% (40)	786
Cable TV: Never subscribed	23% (92)	20% (80)	17% (67)	26% (107)	15% (59)	406
Satellite TV: Currently subscribe	28% (146)	22% (114)	20% (103)	26% (134)	3% (17)	513
Satellite TV: Subscribed in past	18% (113)	21% (128)	21% (130)	35% (215)	5% (32)	618
Satellite TV: Never subscribed	21% (229)	21% (227)	22% (232)	28% (298)	8% (83)	1069
Streaming Services: Currently subscribe	19% (257)	20% (265)	22% (289)	36% (488)	3% (39)	1338
Streaming Services: Subscribed in past	18% (41)	24% (52)	25% (55)	20% (45)	12% (27)	220
Streaming Services: Never subscribed	30% (191)	24% (152)	19% (121)	18% (113)	10% (65)	642
Film: An avid fan	20% (168)	18% (151)	22% (187)	36% (309)	5% (41)	856
Film: A casual fan	23% (253)	25% (272)	21% (232)	26% (284)	5% (52)	1093
Film: Not a fan	27% (68)	18% (46)	18% (46)	21% (53)	15% (38)	251
Television: An avid fan	22% (246)	21% (235)	21% (244)	32% (363)	4% (48)	1136
Television: A casual fan	22% (204)	23% (215)	22% (201)	27% (250)	6% (52)	923
Television: Not a fan	27% (38)	13% (18)	14% (20)	23% (32)	22% (32)	141
Music: An avid fan	21% (250)	18% (219)	21% (256)	35% (426)	5% (57)	1208
Music: A casual fan	25% (222)	25% (223)	22% (194)	23% (207)	5% (46)	892
Music: Not a fan	17% (17)	27% (27)	15% (15)	13% (13)	29% (29)	100
Fashion: An avid fan	22% (78)	17% (60)	20% (69)	34% (119)	7% (23)	350
Fashion: A casual fan	23% (207)	22% (199)	22% (192)	28% (250)	5% (43)	891
Fashion: Not a fan	21% (203)	22% (210)	21% (205)	29% (277)	7% (66)	960

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

Table HR2_5: Do the following things on TV shows bother you, personally, a lot, some, not too much, or not at all?
Gun violence

Demographic	A lot		Some		Not too much		Not at all		Don't know / No opinion		Total N
Adults	31%	(678)	25%	(543)	19%	(415)	19%	(420)	7%	(144)	2200
Gender: Male	25%	(264)	21%	(228)	20%	(215)	27%	(284)	7%	(71)	1062
Gender: Female	36%	(413)	28%	(315)	18%	(200)	12%	(136)	6%	(74)	1138
Age: 18-29	20%	(91)	23%	(107)	21%	(95)	24%	(111)	12%	(56)	460
Age: 30-44	21%	(115)	24%	(132)	21%	(119)	26%	(146)	7%	(41)	553
Age: 45-54	31%	(115)	25%	(93)	21%	(78)	19%	(70)	5%	(20)	376
Age: 55-64	41%	(154)	25%	(95)	18%	(69)	12%	(46)	3%	(11)	375
Age: 65+	46%	(203)	26%	(115)	13%	(55)	11%	(47)	4%	(16)	436
Generation Z: 18-22	23%	(48)	24%	(50)	23%	(48)	19%	(39)	13%	(27)	212
Millennial: Age 23-38	19%	(112)	23%	(139)	19%	(115)	29%	(177)	10%	(59)	602
Generation X: Age 39-54	28%	(161)	25%	(143)	22%	(128)	19%	(112)	5%	(32)	575
Boomers: Age 55-73	43%	(314)	26%	(188)	15%	(111)	12%	(89)	3%	(21)	723
PID: Dem (no lean)	38%	(295)	23%	(178)	16%	(124)	16%	(127)	6%	(45)	769
PID: Ind (no lean)	26%	(197)	26%	(192)	20%	(151)	20%	(149)	8%	(62)	751
PID: Rep (no lean)	27%	(185)	25%	(173)	20%	(139)	21%	(145)	6%	(38)	679
PID/Gender: Dem Men	30%	(110)	21%	(75)	18%	(64)	24%	(88)	7%	(27)	363
PID/Gender: Dem Women	46%	(185)	25%	(104)	15%	(60)	10%	(39)	4%	(18)	406
PID/Gender: Ind Men	24%	(77)	20%	(67)	21%	(70)	28%	(91)	7%	(23)	328
PID/Gender: Ind Women	28%	(120)	30%	(125)	19%	(81)	14%	(58)	9%	(39)	424
PID/Gender: Rep Men	21%	(77)	23%	(87)	22%	(80)	28%	(105)	6%	(21)	371
PID/Gender: Rep Women	35%	(107)	28%	(86)	19%	(59)	13%	(39)	5%	(17)	309
Ideo: Liberal (1-3)	36%	(212)	25%	(145)	19%	(111)	18%	(105)	2%	(15)	588
Ideo: Moderate (4)	30%	(146)	26%	(126)	18%	(86)	21%	(103)	6%	(28)	489
Ideo: Conservative (5-7)	30%	(222)	28%	(206)	20%	(149)	19%	(140)	4%	(32)	749
Educ: < College	30%	(455)	23%	(345)	19%	(287)	20%	(309)	8%	(117)	1512
Educ: Bachelors degree	29%	(131)	28%	(126)	19%	(85)	19%	(83)	4%	(18)	444
Educ: Post-grad	38%	(92)	29%	(72)	17%	(42)	12%	(29)	4%	(9)	244

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Table HR2_5: Do the following things on TV shows bother you, personally, a lot, some, not too much, or not at all?*Gun violence*

Demographic	A lot	Some	Not too much	Not at all	Don't know / No opinion	Total N
Adults	31% (678)	25% (543)	19% (415)	19% (420)	7% (144)	2200
Income: Under 50k	33% (412)	22% (279)	17% (217)	19% (243)	9% (110)	1261
Income: 50k-100k	28% (183)	29% (195)	20% (136)	19% (126)	4% (25)	664
Income: 100k+	30% (82)	25% (70)	23% (62)	19% (51)	4% (10)	275
Ethnicity: White	30% (509)	27% (461)	19% (324)	18% (318)	6% (109)	1722
Ethnicity: Hispanic	28% (97)	20% (68)	23% (82)	21% (74)	8% (28)	349
Ethnicity: Afr. Am.	41% (111)	16% (45)	16% (44)	20% (54)	7% (20)	274
Ethnicity: Other	28% (58)	18% (37)	23% (47)	24% (48)	7% (14)	204
All Christian	33% (300)	29% (258)	19% (168)	15% (136)	4% (34)	895
All Non-Christian	38% (38)	20% (20)	9% (9)	24% (24)	9% (9)	99
Atheist	25% (24)	22% (21)	28% (26)	24% (22)	1% (1)	95
Agnostic/Nothing in particular	28% (316)	22% (244)	19% (212)	21% (238)	9% (101)	1111
Religious Non-Protestant/Catholic	38% (41)	21% (23)	11% (12)	22% (24)	8% (9)	110
Evangelical	41% (254)	26% (165)	16% (97)	13% (82)	4% (24)	623
Non-Evangelical	30% (224)	26% (192)	20% (150)	19% (142)	5% (41)	749
Community: Urban	34% (199)	21% (125)	17% (102)	20% (117)	8% (44)	586
Community: Suburban	30% (301)	27% (269)	20% (200)	19% (189)	5% (48)	1006
Community: Rural	29% (177)	25% (149)	19% (114)	19% (115)	9% (52)	608
Employ: Private Sector	25% (170)	26% (179)	20% (137)	25% (174)	4% (29)	689
Employ: Government	31% (43)	29% (40)	18% (25)	19% (26)	3% (4)	139
Employ: Self-Employed	35% (66)	19% (37)	23% (44)	20% (39)	3% (6)	192
Employ: Homemaker	25% (40)	26% (41)	20% (33)	15% (23)	14% (23)	161
Employ: Student	19% (20)	32% (34)	21% (22)	19% (21)	9% (9)	106
Employ: Retired	42% (200)	26% (121)	15% (72)	13% (60)	4% (18)	471
Employ: Unemployed	28% (65)	19% (45)	21% (49)	19% (43)	12% (28)	231
Employ: Other	34% (72)	21% (45)	15% (32)	17% (35)	13% (27)	211
Military HH: Yes	30% (116)	28% (108)	18% (68)	20% (75)	3% (13)	380
Military HH: No	31% (562)	24% (435)	19% (346)	19% (346)	7% (131)	1820
RD/WT: Right Direction	26% (212)	27% (221)	20% (167)	22% (179)	6% (46)	826
RD/WT: Wrong Track	34% (466)	23% (322)	18% (248)	18% (241)	7% (98)	1374

Continued on next page

Table HR2_5: Do the following things on TV shows bother you, personally, a lot, some, not too much, or not at all?
Gun violence

Demographic	A lot	Some	Not too much	Not at all	Don't know / No opinion	Total N
Adults	31% (678)	25% (543)	19% (415)	19% (420)	7% (144)	2200
Trump Job Approve	27% (238)	27% (239)	20% (175)	21% (188)	4% (40)	880
Trump Job Disapprove	34% (415)	24% (288)	19% (225)	18% (214)	6% (69)	1211
Trump Job Strongly Approve	29% (146)	23% (114)	19% (95)	25% (128)	5% (24)	507
Trump Job Somewhat Approve	25% (92)	33% (125)	22% (80)	16% (60)	4% (16)	372
Trump Job Somewhat Disapprove	26% (77)	25% (74)	22% (66)	22% (65)	6% (17)	299
Trump Job Strongly Disapprove	37% (338)	23% (214)	17% (159)	16% (150)	6% (52)	912
Favorable of Trump	27% (236)	27% (230)	20% (173)	22% (185)	4% (35)	859
Unfavorable of Trump	34% (410)	25% (295)	19% (229)	17% (204)	5% (63)	1201
Very Favorable of Trump	30% (159)	24% (125)	18% (95)	25% (130)	4% (22)	530
Somewhat Favorable of Trump	23% (76)	32% (105)	24% (79)	17% (55)	4% (13)	329
Somewhat Unfavorable of Trump	28% (61)	28% (62)	21% (45)	19% (42)	5% (10)	220
Very Unfavorable of Trump	36% (350)	24% (233)	19% (184)	17% (162)	5% (53)	981
#1 Issue: Economy	25% (139)	21% (112)	23% (125)	25% (134)	7% (36)	546
#1 Issue: Security	27% (120)	26% (115)	19% (84)	24% (108)	5% (20)	447
#1 Issue: Health Care	35% (130)	27% (101)	16% (60)	15% (55)	6% (22)	368
#1 Issue: Medicare / Social Security	43% (141)	25% (80)	14% (44)	12% (37)	7% (22)	324
#1 Issue: Women's Issues	29% (47)	27% (44)	23% (38)	13% (21)	8% (13)	165
#1 Issue: Education	24% (30)	26% (32)	26% (32)	16% (19)	9% (12)	125
#1 Issue: Energy	32% (38)	26% (31)	17% (20)	18% (21)	7% (9)	119
#1 Issue: Other	31% (33)	27% (28)	10% (11)	23% (24)	10% (10)	107
2018 House Vote: Democrat	38% (286)	25% (189)	16% (121)	15% (113)	5% (39)	749
2018 House Vote: Republican	28% (197)	26% (188)	20% (139)	22% (154)	5% (32)	710
2018 House Vote: Someone else	22% (21)	24% (24)	23% (22)	27% (26)	5% (5)	99
2016 Vote: Hillary Clinton	39% (256)	24% (159)	16% (104)	15% (98)	5% (34)	651
2016 Vote: Donald Trump	27% (178)	27% (178)	21% (140)	21% (143)	4% (29)	668
2016 Vote: Other	28% (50)	25% (45)	19% (34)	22% (39)	7% (12)	180
2016 Vote: Didn't Vote	28% (194)	23% (158)	20% (136)	20% (139)	10% (69)	695
Voted in 2014: Yes	33% (439)	26% (343)	18% (237)	18% (240)	4% (53)	1312
Voted in 2014: No	27% (238)	22% (200)	20% (178)	20% (181)	10% (92)	888

Continued on next page

Table HR2_5: Do the following things on TV shows bother you, personally, a lot, some, not too much, or not at all?
Gun violence

Demographic	A lot	Some	Not too much	Not at all	Don't know / No opinion	Total N
Adults	31% (678)	25% (543)	19% (415)	19% (420)	7% (144)	2200
2012 Vote: Barack Obama	38% (303)	24% (186)	18% (141)	16% (129)	4% (31)	790
2012 Vote: Mitt Romney	28% (148)	29% (149)	20% (103)	20% (102)	4% (19)	521
2012 Vote: Other	25% (24)	32% (31)	18% (17)	20% (19)	6% (5)	97
2012 Vote: Didn't Vote	25% (201)	22% (176)	19% (153)	22% (170)	11% (89)	789
4-Region: Northeast	30% (119)	27% (106)	17% (66)	20% (79)	6% (23)	394
4-Region: Midwest	30% (137)	23% (105)	19% (87)	23% (107)	6% (26)	462
4-Region: South	30% (247)	25% (206)	20% (161)	17% (144)	8% (67)	824
4-Region: West	34% (175)	24% (126)	19% (100)	17% (90)	5% (28)	520
Watch TV: Every day	32% (351)	25% (277)	18% (197)	21% (231)	3% (37)	1094
Watch TV: Several times per week	28% (141)	27% (137)	22% (109)	18% (91)	5% (23)	501
Watch TV: About once per week	24% (33)	23% (30)	20% (27)	26% (35)	7% (9)	134
Watch TV: Several times per month	29% (38)	27% (35)	25% (32)	13% (17)	6% (8)	130
Watch TV: About once per month	23% (14)	26% (15)	26% (15)	18% (11)	8% (5)	60
Watch TV: Less often than once per month	26% (23)	29% (25)	20% (18)	15% (13)	10% (9)	88
Watch TV: Never	40% (78)	12% (23)	9% (16)	12% (22)	28% (54)	194
Watch Movies: Every day	29% (124)	22% (92)	18% (76)	26% (111)	4% (19)	422
Watch Movies: Several times per week	27% (147)	28% (154)	21% (115)	19% (105)	4% (20)	541
Watch Movies: About once per week	29% (109)	25% (94)	20% (73)	22% (81)	4% (15)	373
Watch Movies: Several times per month	31% (82)	26% (67)	23% (60)	16% (43)	4% (11)	263
Watch Movies: About once per month	37% (70)	26% (50)	20% (38)	14% (27)	4% (7)	192
Watch Movies: Less often than once per month	31% (63)	27% (56)	16% (33)	16% (33)	9% (18)	203
Watch Movies: Never	40% (82)	15% (30)	9% (19)	10% (21)	26% (54)	206
Watch Sporting Events: Every day	37% (65)	21% (36)	17% (29)	21% (36)	5% (9)	175
Watch Sporting Events: Several times per week	32% (100)	26% (82)	17% (54)	23% (72)	3% (8)	317
Watch Sporting Events: About once per week	28% (83)	25% (76)	21% (61)	24% (71)	2% (6)	297
Watch Sporting Events: Several times per month	34% (59)	26% (46)	20% (35)	17% (29)	2% (4)	172
Watch Sporting Events: About once per month	30% (56)	26% (48)	20% (38)	20% (37)	3% (6)	185
Watch Sporting Events: Less often than once per month	28% (94)	26% (88)	19% (64)	19% (63)	7% (23)	333
Watch Sporting Events: Never	31% (220)	23% (168)	19% (134)	16% (112)	12% (89)	722

Continued on next page

Table HR2_5: Do the following things on TV shows bother you, personally, a lot, some, not too much, or not at all?
Gun violence

Demographic	A lot	Some	Not too much	Not at all	Don't know / No opinion	Total N
Adults	31% (678)	25% (543)	19% (415)	19% (420)	7% (144)	2200
Cable TV: Currently subscribe	34% (346)	27% (268)	17% (170)	19% (188)	4% (36)	1008
Cable TV: Subscribed in past	28% (220)	25% (195)	22% (173)	20% (158)	5% (39)	786
Cable TV: Never subscribed	27% (111)	20% (80)	18% (72)	18% (74)	17% (69)	406
Satellite TV: Currently subscribe	36% (186)	23% (119)	18% (90)	19% (95)	4% (23)	513
Satellite TV: Subscribed in past	25% (156)	26% (160)	22% (136)	22% (134)	5% (32)	618
Satellite TV: Never subscribed	31% (336)	25% (264)	18% (188)	18% (192)	8% (89)	1069
Streaming Services: Currently subscribe	27% (365)	27% (367)	20% (264)	22% (296)	3% (47)	1338
Streaming Services: Subscribed in past	26% (57)	22% (49)	26% (57)	13% (30)	13% (28)	220
Streaming Services: Never subscribed	40% (256)	20% (127)	15% (93)	15% (95)	11% (70)	642
Film: An avid fan	29% (249)	22% (186)	22% (186)	22% (191)	5% (44)	856
Film: A casual fan	32% (345)	29% (317)	18% (193)	17% (180)	5% (58)	1093
Film: Not a fan	33% (84)	16% (40)	14% (36)	19% (49)	17% (43)	251
Television: An avid fan	33% (380)	25% (280)	17% (196)	20% (227)	5% (53)	1136
Television: A casual fan	28% (261)	26% (239)	22% (199)	18% (169)	6% (56)	923
Television: Not a fan	26% (36)	17% (24)	14% (20)	18% (25)	25% (36)	141
Music: An avid fan	31% (378)	24% (285)	19% (229)	20% (246)	6% (70)	1208
Music: A casual fan	31% (280)	27% (238)	19% (172)	18% (158)	5% (43)	892
Music: Not a fan	20% (20)	19% (19)	13% (13)	17% (17)	31% (31)	100
Fashion: An avid fan	35% (122)	24% (84)	17% (58)	17% (58)	8% (26)	350
Fashion: A casual fan	34% (305)	26% (236)	18% (157)	16% (145)	5% (48)	891
Fashion: Not a fan	26% (250)	23% (223)	21% (199)	23% (218)	7% (70)	960

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

Table HR3_1: Now thinking about the kinds of things you see in movies, would you say the following are more or less common in film today than they were five years ago, or about the same?
 General violence

Demographic	More common		Less common		About the same		Don't know / No opinion		Total N
Adults	57%	(1256)	5%	(102)	29%	(632)	10%	(210)	2200
Gender: Male	53%	(566)	5%	(55)	32%	(335)	10%	(106)	1062
Gender: Female	61%	(690)	4%	(47)	26%	(297)	9%	(103)	1138
Age: 18-29	50%	(232)	7%	(34)	25%	(114)	17%	(80)	460
Age: 30-44	51%	(283)	6%	(34)	33%	(184)	9%	(52)	553
Age: 45-54	56%	(212)	3%	(11)	33%	(123)	8%	(30)	376
Age: 55-64	64%	(241)	4%	(15)	28%	(104)	4%	(14)	375
Age: 65+	66%	(288)	2%	(8)	25%	(107)	8%	(34)	436
Generation Z: 18-22	51%	(108)	9%	(18)	23%	(49)	17%	(35)	212
Millennial: Age 23-38	50%	(298)	6%	(36)	31%	(185)	14%	(82)	602
Generation X: Age 39-54	56%	(320)	4%	(25)	32%	(186)	8%	(44)	575
Boomers: Age 55-73	65%	(469)	3%	(22)	27%	(194)	5%	(37)	723
PID: Dem (no lean)	58%	(445)	7%	(50)	28%	(217)	7%	(57)	769
PID: Ind (no lean)	56%	(423)	4%	(28)	27%	(202)	13%	(99)	751
PID: Rep (no lean)	57%	(388)	4%	(24)	31%	(214)	8%	(54)	679
PID/Gender: Dem Men	52%	(190)	8%	(28)	31%	(112)	9%	(34)	363
PID/Gender: Dem Women	63%	(255)	5%	(22)	26%	(105)	6%	(24)	406
PID/Gender: Ind Men	52%	(171)	3%	(9)	31%	(101)	14%	(46)	328
PID/Gender: Ind Women	59%	(252)	4%	(19)	24%	(101)	12%	(52)	424
PID/Gender: Rep Men	55%	(205)	5%	(18)	33%	(122)	7%	(26)	371
PID/Gender: Rep Women	59%	(183)	2%	(6)	30%	(92)	9%	(28)	309
Ideo: Liberal (1-3)	57%	(335)	5%	(28)	33%	(193)	6%	(32)	588
Ideo: Moderate (4)	56%	(272)	4%	(20)	33%	(164)	7%	(33)	489
Ideo: Conservative (5-7)	62%	(461)	4%	(29)	27%	(205)	7%	(53)	749
Educ: < College	56%	(843)	5%	(78)	28%	(425)	11%	(166)	1512
Educ: Bachelors degree	59%	(263)	4%	(19)	30%	(135)	6%	(27)	444
Educ: Post-grad	61%	(150)	2%	(6)	29%	(72)	7%	(17)	244

Continued on next page

Table HR3_1: Now thinking about the kinds of things you see in movies, would you say the following are more or less common in film today than they were five years ago, or about the same?

General violence

Demographic	More common		Less common		About the same		Don't know / No opinion		Total N
Adults	57%	(1256)	5%	(102)	29%	(632)	10%	(210)	2200
Income: Under 50k	56%	(703)	5%	(57)	27%	(341)	13%	(160)	1261
Income: 50k-100k	59%	(393)	5%	(36)	31%	(205)	5%	(30)	664
Income: 100k+	58%	(160)	3%	(9)	31%	(86)	7%	(19)	275
Ethnicity: White	56%	(969)	4%	(65)	31%	(530)	9%	(158)	1722
Ethnicity: Hispanic	58%	(203)	9%	(33)	22%	(78)	10%	(35)	349
Ethnicity: Afr. Am.	63%	(173)	7%	(19)	18%	(49)	12%	(33)	274
Ethnicity: Other	56%	(114)	9%	(19)	26%	(53)	9%	(18)	204
All Christian	62%	(556)	3%	(25)	29%	(258)	6%	(55)	895
All Non-Christian	47%	(47)	9%	(9)	32%	(32)	12%	(12)	99
Atheist	54%	(51)	5%	(5)	35%	(33)	6%	(5)	95
Agnostic/Nothing in particular	54%	(602)	6%	(64)	28%	(309)	12%	(137)	1111
Religious Non-Protestant/Catholic	48%	(53)	8%	(9)	32%	(36)	12%	(13)	110
Evangelical	66%	(411)	4%	(26)	23%	(141)	7%	(44)	623
Non-Evangelical	57%	(430)	3%	(25)	32%	(239)	7%	(55)	749
Community: Urban	55%	(321)	6%	(34)	28%	(163)	12%	(68)	586
Community: Suburban	59%	(590)	4%	(42)	29%	(294)	8%	(80)	1006
Community: Rural	57%	(344)	4%	(26)	29%	(175)	10%	(62)	608
Employ: Private Sector	56%	(383)	6%	(40)	33%	(228)	6%	(39)	689
Employ: Government	62%	(87)	2%	(3)	26%	(37)	9%	(13)	139
Employ: Self-Employed	59%	(113)	5%	(9)	27%	(52)	10%	(18)	192
Employ: Homemaker	52%	(84)	5%	(9)	27%	(43)	16%	(26)	161
Employ: Student	58%	(62)	4%	(4)	27%	(29)	11%	(12)	106
Employ: Retired	64%	(304)	2%	(10)	26%	(123)	7%	(35)	471
Employ: Unemployed	46%	(107)	7%	(17)	30%	(69)	17%	(39)	231
Employ: Other	56%	(118)	5%	(11)	25%	(53)	14%	(30)	211
Military HH: Yes	65%	(247)	4%	(14)	25%	(96)	6%	(22)	380
Military HH: No	55%	(1009)	5%	(88)	29%	(536)	10%	(187)	1820
RD/WT: Right Direction	56%	(459)	5%	(40)	31%	(258)	8%	(69)	826
RD/WT: Wrong Track	58%	(797)	5%	(63)	27%	(374)	10%	(141)	1374

Continued on next page

Table HR3_1: Now thinking about the kinds of things you see in movies, would you say the following are more or less common in film today than they were five years ago, or about the same?

General violence

Demographic	More common		Less common		About the same		Don't know / No opinion		Total N
Adults	57%	(1256)	5%	(102)	29%	(632)	10%	(210)	2200
Trump Job Approve	57%	(503)	5%	(43)	30%	(266)	8%	(68)	880
Trump Job Disapprove	59%	(711)	5%	(56)	28%	(340)	9%	(103)	1211
Trump Job Strongly Approve	59%	(298)	4%	(23)	30%	(150)	7%	(36)	507
Trump Job Somewhat Approve	55%	(205)	5%	(20)	31%	(115)	9%	(32)	372
Trump Job Somewhat Disapprove	59%	(177)	4%	(11)	29%	(86)	8%	(25)	299
Trump Job Strongly Disapprove	59%	(534)	5%	(45)	28%	(254)	9%	(78)	912
Favorable of Trump	59%	(503)	4%	(37)	31%	(265)	6%	(54)	859
Unfavorable of Trump	58%	(703)	5%	(63)	28%	(342)	8%	(94)	1201
Very Favorable of Trump	61%	(322)	3%	(18)	30%	(158)	6%	(32)	530
Somewhat Favorable of Trump	55%	(180)	6%	(19)	33%	(108)	7%	(22)	329
Somewhat Unfavorable of Trump	55%	(121)	4%	(9)	33%	(72)	8%	(17)	220
Very Unfavorable of Trump	59%	(581)	6%	(54)	27%	(270)	8%	(76)	981
#1 Issue: Economy	55%	(298)	5%	(25)	31%	(169)	10%	(53)	546
#1 Issue: Security	58%	(258)	3%	(15)	31%	(140)	7%	(33)	447
#1 Issue: Health Care	61%	(225)	5%	(18)	26%	(97)	8%	(28)	368
#1 Issue: Medicare / Social Security	60%	(194)	4%	(14)	26%	(86)	9%	(30)	324
#1 Issue: Women's Issues	57%	(93)	5%	(9)	22%	(36)	16%	(27)	165
#1 Issue: Education	57%	(71)	9%	(12)	27%	(33)	7%	(9)	125
#1 Issue: Energy	48%	(57)	7%	(8)	35%	(42)	11%	(13)	119
#1 Issue: Other	56%	(59)	2%	(2)	27%	(28)	16%	(17)	107
2018 House Vote: Democrat	60%	(447)	5%	(38)	29%	(215)	7%	(50)	749
2018 House Vote: Republican	57%	(408)	5%	(32)	31%	(218)	7%	(52)	710
2018 House Vote: Someone else	63%	(62)	4%	(4)	25%	(25)	8%	(8)	99
2016 Vote: Hillary Clinton	61%	(395)	5%	(34)	28%	(180)	6%	(42)	651
2016 Vote: Donald Trump	59%	(391)	3%	(23)	32%	(211)	6%	(43)	668
2016 Vote: Other	58%	(105)	3%	(6)	29%	(52)	10%	(18)	180
2016 Vote: Didn't Vote	52%	(364)	6%	(40)	27%	(187)	15%	(105)	695
Voted in 2014: Yes	60%	(783)	4%	(53)	30%	(389)	7%	(87)	1312
Voted in 2014: No	53%	(473)	6%	(49)	27%	(243)	14%	(122)	888

Continued on next page

Table HR3_1: Now thinking about the kinds of things you see in movies, would you say the following are more or less common in film today than they were five years ago, or about the same?
General violence

Demographic	More common		Less common		About the same		Don't know / No opinion		Total N
Adults	57%	(1256)	5%	(102)	29%	(632)	10%	(210)	2200
2012 Vote: Barack Obama	60%	(470)	4%	(32)	31%	(241)	6%	(47)	790
2012 Vote: Mitt Romney	59%	(307)	3%	(14)	31%	(162)	7%	(38)	521
2012 Vote: Other	62%	(60)	2%	(2)	25%	(24)	11%	(10)	97
2012 Vote: Didn't Vote	53%	(417)	7%	(54)	26%	(204)	14%	(114)	789
4-Region: Northeast	54%	(212)	4%	(14)	31%	(123)	11%	(44)	394
4-Region: Midwest	57%	(261)	5%	(25)	30%	(139)	8%	(37)	462
4-Region: South	59%	(486)	4%	(30)	26%	(218)	11%	(90)	824
4-Region: West	57%	(297)	6%	(33)	29%	(152)	7%	(38)	520
Watch TV: Every day	60%	(654)	5%	(50)	30%	(329)	6%	(60)	1094
Watch TV: Several times per week	57%	(287)	6%	(29)	30%	(152)	7%	(34)	501
Watch TV: About once per week	50%	(67)	6%	(8)	34%	(45)	11%	(14)	134
Watch TV: Several times per month	60%	(79)	7%	(8)	25%	(32)	8%	(11)	130
Watch TV: About once per month	50%	(30)	1%	(1)	39%	(23)	10%	(6)	60
Watch TV: Less often than once per month	56%	(49)	5%	(4)	27%	(23)	13%	(11)	88
Watch TV: Never	47%	(90)	1%	(2)	14%	(27)	38%	(74)	194
Watch Movies: Every day	65%	(276)	5%	(21)	25%	(105)	5%	(20)	422
Watch Movies: Several times per week	59%	(317)	5%	(27)	32%	(175)	4%	(22)	541
Watch Movies: About once per week	57%	(214)	6%	(23)	31%	(114)	6%	(21)	373
Watch Movies: Several times per month	53%	(139)	4%	(10)	36%	(94)	7%	(19)	263
Watch Movies: About once per month	57%	(108)	5%	(10)	28%	(54)	10%	(19)	192
Watch Movies: Less often than once per month	51%	(104)	4%	(9)	28%	(57)	17%	(34)	203
Watch Movies: Never	47%	(97)	1%	(2)	16%	(32)	36%	(75)	206
Watch Sporting Events: Every day	59%	(103)	7%	(12)	27%	(48)	7%	(12)	175
Watch Sporting Events: Several times per week	55%	(176)	5%	(16)	33%	(105)	6%	(20)	317
Watch Sporting Events: About once per week	61%	(183)	3%	(10)	32%	(96)	3%	(9)	297
Watch Sporting Events: Several times per month	60%	(103)	6%	(11)	29%	(50)	5%	(8)	172
Watch Sporting Events: About once per month	58%	(108)	7%	(12)	30%	(56)	5%	(9)	185
Watch Sporting Events: Less often than once per month	59%	(196)	4%	(13)	30%	(98)	8%	(25)	333
Watch Sporting Events: Never	54%	(388)	4%	(27)	25%	(179)	18%	(128)	722

Continued on next page

Table HR3_1: Now thinking about the kinds of things you see in movies, would you say the following are more or less common in film today than they were five years ago, or about the same?

General violence

Demographic	More common		Less common		About the same		Don't know / No opinion		Total N
Adults	57%	(1256)	5%	(102)	29%	(632)	10%	(210)	2200
Cable TV: Currently subscribe	60%	(605)	4%	(43)	29%	(291)	7%	(69)	1008
Cable TV: Subscribed in past	58%	(458)	5%	(38)	30%	(234)	7%	(56)	786
Cable TV: Never subscribed	48%	(193)	5%	(21)	26%	(107)	21%	(85)	406
Satellite TV: Currently subscribe	61%	(312)	5%	(25)	29%	(147)	6%	(29)	513
Satellite TV: Subscribed in past	59%	(365)	5%	(31)	28%	(176)	8%	(47)	618
Satellite TV: Never subscribed	54%	(578)	4%	(47)	29%	(309)	13%	(134)	1069
Streaming Services: Currently subscribe	58%	(781)	5%	(68)	32%	(422)	5%	(67)	1338
Streaming Services: Subscribed in past	54%	(119)	9%	(20)	22%	(48)	15%	(33)	220
Streaming Services: Never subscribed	55%	(356)	2%	(14)	25%	(163)	17%	(109)	642
Film: An avid fan	59%	(509)	6%	(48)	30%	(261)	4%	(38)	856
Film: A casual fan	57%	(627)	4%	(46)	29%	(312)	10%	(109)	1093
Film: Not a fan	48%	(120)	4%	(9)	24%	(59)	25%	(63)	251
Television: An avid fan	61%	(692)	5%	(52)	29%	(327)	6%	(65)	1136
Television: A casual fan	54%	(500)	5%	(48)	30%	(276)	11%	(99)	923
Television: Not a fan	45%	(64)	2%	(2)	21%	(29)	32%	(45)	141
Music: An avid fan	58%	(704)	5%	(63)	30%	(359)	7%	(83)	1208
Music: A casual fan	58%	(516)	4%	(40)	27%	(245)	10%	(92)	892
Music: Not a fan	36%	(36)	—	(0)	29%	(29)	35%	(35)	100
Fashion: An avid fan	64%	(225)	5%	(18)	24%	(84)	7%	(23)	350
Fashion: A casual fan	59%	(529)	5%	(47)	27%	(237)	9%	(78)	891
Fashion: Not a fan	52%	(502)	4%	(37)	32%	(311)	11%	(109)	960

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

Table HR3_2: Now thinking about the kinds of things you see in movies, would you say the following are more or less common in film today than they were five years ago, or about the same?
Violence against women

Demographic	More common		Less common		About the same		Don't know / No opinion		Total N
Adults	41%	(893)	18%	(394)	29%	(639)	12%	(274)	2200
Gender: Male	37%	(392)	20%	(216)	30%	(320)	13%	(134)	1062
Gender: Female	44%	(501)	16%	(178)	28%	(320)	12%	(140)	1138
Age: 18-29	29%	(134)	26%	(118)	25%	(117)	20%	(91)	460
Age: 30-44	35%	(192)	21%	(116)	32%	(177)	12%	(67)	553
Age: 45-54	44%	(164)	13%	(50)	32%	(122)	11%	(40)	376
Age: 55-64	48%	(178)	16%	(60)	30%	(111)	7%	(25)	375
Age: 65+	51%	(224)	11%	(49)	26%	(112)	12%	(51)	436
Generation Z: 18-22	23%	(49)	34%	(71)	24%	(51)	19%	(40)	212
Millennial: Age 23-38	33%	(198)	22%	(132)	29%	(176)	16%	(96)	602
Generation X: Age 39-54	42%	(243)	14%	(81)	33%	(189)	11%	(62)	575
Boomers: Age 55-73	49%	(352)	14%	(100)	29%	(207)	9%	(64)	723
PID: Dem (no lean)	40%	(311)	18%	(142)	31%	(238)	10%	(78)	769
PID: Ind (no lean)	40%	(304)	18%	(135)	25%	(188)	16%	(124)	751
PID: Rep (no lean)	41%	(278)	17%	(116)	31%	(213)	11%	(72)	679
PID/Gender: Dem Men	38%	(137)	19%	(68)	33%	(119)	11%	(40)	363
PID/Gender: Dem Women	43%	(174)	18%	(74)	29%	(119)	10%	(39)	406
PID/Gender: Ind Men	35%	(114)	21%	(70)	26%	(85)	18%	(58)	328
PID/Gender: Ind Women	45%	(190)	15%	(65)	24%	(103)	16%	(66)	424
PID/Gender: Rep Men	38%	(141)	21%	(78)	31%	(116)	10%	(37)	371
PID/Gender: Rep Women	44%	(137)	13%	(39)	32%	(97)	12%	(36)	309
Ideo: Liberal (1-3)	41%	(244)	17%	(100)	33%	(193)	9%	(50)	588
Ideo: Moderate (4)	41%	(198)	19%	(95)	31%	(151)	9%	(45)	489
Ideo: Conservative (5-7)	43%	(319)	17%	(129)	29%	(219)	11%	(82)	749
Educ: < College	40%	(598)	18%	(271)	29%	(434)	14%	(210)	1512
Educ: Bachelors degree	41%	(181)	18%	(80)	32%	(141)	9%	(41)	444
Educ: Post-grad	47%	(113)	18%	(43)	26%	(65)	9%	(23)	244

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Table HR3_2: Now thinking about the kinds of things you see in movies, would you say the following are more or less common in film today than they were five years ago, or about the same?
Violence against women

Demographic	More common		Less common		About the same		Don't know / No opinion		Total N
Adults	41%	(893)	18%	(394)	29%	(639)	12%	(274)	2200
Income: Under 50k	40%	(508)	18%	(226)	27%	(339)	15%	(188)	1261
Income: 50k-100k	41%	(274)	19%	(126)	32%	(211)	8%	(53)	664
Income: 100k+	40%	(111)	15%	(41)	33%	(90)	12%	(33)	275
Ethnicity: White	41%	(706)	17%	(287)	30%	(518)	12%	(211)	1722
Ethnicity: Hispanic	36%	(126)	24%	(85)	29%	(100)	11%	(39)	349
Ethnicity: Afr. Am.	41%	(114)	23%	(64)	22%	(60)	13%	(36)	274
Ethnicity: Other	36%	(73)	21%	(43)	30%	(61)	13%	(27)	204
All Christian	46%	(413)	16%	(143)	29%	(259)	9%	(81)	895
All Non-Christian	32%	(31)	22%	(22)	28%	(28)	18%	(18)	99
Atheist	31%	(30)	25%	(24)	33%	(32)	10%	(10)	95
Agnostic/Nothing in particular	38%	(418)	18%	(205)	29%	(321)	15%	(166)	1111
Religious Non-Protestant/Catholic	34%	(37)	22%	(24)	27%	(30)	17%	(18)	110
Evangelical	50%	(309)	15%	(92)	27%	(166)	9%	(55)	623
Non-Evangelical	41%	(309)	17%	(128)	31%	(232)	11%	(79)	749
Community: Urban	41%	(241)	19%	(110)	25%	(148)	15%	(87)	586
Community: Suburban	38%	(386)	19%	(194)	32%	(318)	11%	(108)	1006
Community: Rural	44%	(265)	15%	(90)	29%	(174)	13%	(79)	608
Employ: Private Sector	40%	(274)	20%	(136)	32%	(221)	8%	(58)	689
Employ: Government	39%	(54)	23%	(32)	24%	(33)	14%	(19)	139
Employ: Self-Employed	44%	(84)	20%	(38)	26%	(50)	10%	(20)	192
Employ: Homemaker	42%	(67)	14%	(22)	25%	(40)	19%	(31)	161
Employ: Student	23%	(24)	30%	(31)	32%	(33)	16%	(17)	106
Employ: Retired	49%	(231)	13%	(61)	28%	(131)	10%	(48)	471
Employ: Unemployed	29%	(68)	20%	(46)	28%	(65)	23%	(52)	231
Employ: Other	43%	(91)	13%	(27)	31%	(64)	14%	(29)	211
Military HH: Yes	46%	(175)	17%	(63)	28%	(105)	10%	(37)	380
Military HH: No	39%	(717)	18%	(331)	29%	(535)	13%	(238)	1820
RD/WT: Right Direction	42%	(351)	16%	(133)	30%	(251)	11%	(91)	826
RD/WT: Wrong Track	39%	(542)	19%	(261)	28%	(388)	13%	(183)	1374

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Table HR3_2: Now thinking about the kinds of things you see in movies, would you say the following are more or less common in film today than they were five years ago, or about the same?
Violence against women

Demographic	More common		Less common		About the same		Don't know / No opinion		Total N
Adults	41%	(893)	18%	(394)	29%	(639)	12%	(274)	2200
Trump Job Approve	43%	(382)	16%	(142)	30%	(262)	11%	(93)	880
Trump Job Disapprove	40%	(481)	20%	(239)	29%	(350)	12%	(141)	1211
Trump Job Strongly Approve	46%	(233)	14%	(70)	31%	(158)	9%	(47)	507
Trump Job Somewhat Approve	40%	(149)	19%	(72)	28%	(104)	13%	(47)	372
Trump Job Somewhat Disapprove	36%	(108)	22%	(65)	30%	(90)	12%	(36)	299
Trump Job Strongly Disapprove	41%	(373)	19%	(174)	28%	(259)	12%	(105)	912
Favorable of Trump	44%	(375)	17%	(143)	30%	(259)	10%	(83)	859
Unfavorable of Trump	40%	(481)	20%	(237)	29%	(351)	11%	(132)	1201
Very Favorable of Trump	46%	(246)	14%	(73)	31%	(165)	9%	(46)	530
Somewhat Favorable of Trump	39%	(129)	21%	(69)	29%	(94)	11%	(37)	329
Somewhat Unfavorable of Trump	36%	(80)	17%	(38)	33%	(72)	14%	(30)	220
Very Unfavorable of Trump	41%	(401)	20%	(199)	28%	(279)	10%	(103)	981
#1 Issue: Economy	35%	(194)	20%	(109)	32%	(173)	13%	(71)	546
#1 Issue: Security	41%	(183)	17%	(77)	32%	(142)	10%	(44)	447
#1 Issue: Health Care	43%	(157)	18%	(67)	29%	(108)	9%	(35)	368
#1 Issue: Medicare / Social Security	50%	(161)	11%	(35)	27%	(86)	13%	(43)	324
#1 Issue: Women's Issues	38%	(63)	20%	(34)	25%	(40)	17%	(28)	165
#1 Issue: Education	40%	(50)	24%	(30)	24%	(30)	12%	(15)	125
#1 Issue: Energy	37%	(45)	22%	(26)	24%	(29)	16%	(20)	119
#1 Issue: Other	37%	(40)	15%	(16)	29%	(30)	19%	(20)	107
2018 House Vote: Democrat	42%	(314)	19%	(141)	30%	(227)	9%	(68)	749
2018 House Vote: Republican	43%	(305)	16%	(116)	32%	(224)	9%	(66)	710
2018 House Vote: Someone else	47%	(46)	22%	(22)	19%	(19)	12%	(12)	99
2016 Vote: Hillary Clinton	43%	(283)	18%	(116)	30%	(196)	9%	(56)	651
2016 Vote: Donald Trump	46%	(306)	13%	(89)	32%	(211)	9%	(62)	668
2016 Vote: Other	35%	(64)	20%	(36)	33%	(60)	12%	(21)	180
2016 Vote: Didn't Vote	35%	(240)	21%	(149)	25%	(173)	19%	(134)	695
Voted in 2014: Yes	45%	(585)	16%	(206)	31%	(406)	9%	(115)	1312
Voted in 2014: No	35%	(308)	21%	(188)	26%	(233)	18%	(159)	888

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Table HR3_2: Now thinking about the kinds of things you see in movies, would you say the following are more or less common in film today than they were five years ago, or about the same?
Violence against women

Demographic	More common		Less common		About the same		Don't know / No opinion		Total N
Adults	41%	(893)	18%	(394)	29%	(639)	12%	(274)	2200
2012 Vote: Barack Obama	45%	(353)	17%	(135)	30%	(237)	8%	(66)	790
2012 Vote: Mitt Romney	44%	(231)	13%	(70)	33%	(171)	10%	(50)	521
2012 Vote: Other	48%	(47)	13%	(13)	26%	(25)	13%	(12)	97
2012 Vote: Didn't Vote	33%	(260)	22%	(176)	26%	(207)	19%	(146)	789
4-Region: Northeast	37%	(145)	20%	(78)	30%	(120)	13%	(51)	394
4-Region: Midwest	44%	(202)	18%	(81)	27%	(126)	12%	(54)	462
4-Region: South	42%	(349)	15%	(124)	29%	(238)	14%	(113)	824
4-Region: West	38%	(197)	21%	(111)	30%	(155)	11%	(57)	520
Watch TV: Every day	43%	(470)	19%	(205)	30%	(330)	8%	(88)	1094
Watch TV: Several times per week	41%	(203)	21%	(105)	29%	(146)	9%	(47)	501
Watch TV: About once per week	35%	(47)	19%	(25)	30%	(39)	16%	(22)	134
Watch TV: Several times per month	37%	(49)	17%	(22)	35%	(45)	11%	(14)	130
Watch TV: About once per month	40%	(24)	21%	(13)	24%	(15)	14%	(9)	60
Watch TV: Less often than once per month	41%	(36)	15%	(14)	29%	(26)	15%	(13)	88
Watch TV: Never	33%	(64)	5%	(10)	20%	(39)	42%	(81)	194
Watch Movies: Every day	45%	(189)	22%	(92)	27%	(115)	6%	(26)	422
Watch Movies: Several times per week	41%	(224)	21%	(116)	29%	(158)	8%	(42)	541
Watch Movies: About once per week	42%	(157)	21%	(79)	30%	(110)	7%	(27)	373
Watch Movies: Several times per month	38%	(100)	11%	(29)	39%	(104)	11%	(30)	263
Watch Movies: About once per month	42%	(80)	18%	(35)	28%	(53)	13%	(24)	192
Watch Movies: Less often than once per month	36%	(74)	16%	(32)	27%	(55)	21%	(42)	203
Watch Movies: Never	33%	(69)	5%	(10)	22%	(45)	40%	(83)	206
Watch Sporting Events: Every day	41%	(72)	21%	(36)	29%	(51)	8%	(15)	175
Watch Sporting Events: Several times per week	41%	(131)	20%	(65)	31%	(97)	8%	(24)	317
Watch Sporting Events: About once per week	40%	(120)	17%	(50)	38%	(112)	5%	(15)	297
Watch Sporting Events: Several times per month	50%	(86)	17%	(30)	26%	(44)	7%	(11)	172
Watch Sporting Events: About once per month	40%	(74)	28%	(51)	25%	(46)	7%	(14)	185
Watch Sporting Events: Less often than once per month	42%	(139)	19%	(63)	28%	(92)	12%	(38)	333
Watch Sporting Events: Never	37%	(268)	14%	(99)	27%	(197)	22%	(158)	722

Continued on next page

Table HR3_2: Now thinking about the kinds of things you see in movies, would you say the following are more or less common in film today than they were five years ago, or about the same?
Violence against women

Demographic	More common		Less common		About the same		Don't know / No opinion		Total N
Adults	41%	(893)	18%	(394)	29%	(639)	12%	(274)	2200
Cable TV: Currently subscribe	42%	(425)	18%	(183)	30%	(303)	10%	(97)	1008
Cable TV: Subscribed in past	41%	(325)	21%	(161)	28%	(223)	10%	(77)	786
Cable TV: Never subscribed	35%	(142)	12%	(49)	28%	(114)	25%	(100)	406
Satellite TV: Currently subscribe	48%	(244)	17%	(89)	28%	(143)	7%	(36)	513
Satellite TV: Subscribed in past	39%	(243)	19%	(119)	30%	(188)	11%	(68)	618
Satellite TV: Never subscribed	38%	(405)	17%	(185)	29%	(308)	16%	(171)	1069
Streaming Services: Currently subscribe	40%	(531)	21%	(281)	31%	(411)	9%	(114)	1338
Streaming Services: Subscribed in past	40%	(89)	19%	(43)	25%	(55)	15%	(33)	220
Streaming Services: Never subscribed	42%	(272)	11%	(70)	27%	(173)	20%	(126)	642
Film: An avid fan	42%	(360)	20%	(175)	31%	(261)	7%	(59)	856
Film: A casual fan	41%	(443)	18%	(194)	28%	(308)	14%	(148)	1093
Film: Not a fan	36%	(90)	10%	(24)	28%	(70)	27%	(67)	251
Television: An avid fan	44%	(502)	19%	(211)	29%	(327)	9%	(97)	1136
Television: A casual fan	39%	(356)	18%	(167)	30%	(276)	13%	(124)	923
Television: Not a fan	25%	(35)	11%	(16)	26%	(37)	38%	(53)	141
Music: An avid fan	41%	(491)	21%	(256)	28%	(339)	10%	(122)	1208
Music: A casual fan	42%	(377)	15%	(132)	30%	(270)	13%	(114)	892
Music: Not a fan	25%	(25)	6%	(6)	31%	(30)	38%	(38)	100
Fashion: An avid fan	47%	(163)	20%	(69)	26%	(90)	8%	(27)	350
Fashion: A casual fan	43%	(386)	17%	(153)	28%	(253)	11%	(99)	891
Fashion: Not a fan	36%	(344)	18%	(172)	31%	(296)	15%	(148)	960

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

Table HR3_3: Now thinking about the kinds of things you see in movies, would you say the following are more or less common in film today than they were five years ago, or about the same?

Sex

Demographic	More common		Less common		About the same		Don't know / No opinion		Total N
Adults	62%	(1370)	6%	(123)	23%	(496)	10%	(211)	2200
Gender: Male	56%	(599)	8%	(83)	26%	(273)	10%	(107)	1062
Gender: Female	68%	(772)	4%	(40)	20%	(223)	9%	(104)	1138
Age: 18-29	53%	(245)	9%	(42)	21%	(95)	17%	(78)	460
Age: 30-44	60%	(329)	6%	(31)	26%	(142)	9%	(51)	553
Age: 45-54	61%	(229)	5%	(20)	25%	(96)	8%	(31)	376
Age: 55-64	67%	(253)	4%	(16)	24%	(88)	5%	(17)	375
Age: 65+	72%	(314)	3%	(14)	17%	(75)	8%	(33)	436
Generation Z: 18-22	51%	(108)	10%	(22)	21%	(44)	18%	(38)	212
Millennial: Age 23-38	57%	(343)	6%	(36)	25%	(151)	12%	(72)	602
Generation X: Age 39-54	61%	(353)	6%	(34)	24%	(138)	9%	(51)	575
Boomers: Age 55-73	70%	(503)	3%	(25)	21%	(154)	6%	(40)	723
PID: Dem (no lean)	60%	(460)	7%	(50)	26%	(199)	8%	(60)	769
PID: Ind (no lean)	62%	(467)	5%	(34)	20%	(152)	13%	(98)	751
PID: Rep (no lean)	65%	(443)	6%	(39)	21%	(145)	8%	(53)	679
PID/Gender: Dem Men	53%	(194)	9%	(32)	28%	(102)	10%	(35)	363
PID/Gender: Dem Women	66%	(266)	4%	(18)	24%	(96)	6%	(25)	406
PID/Gender: Ind Men	53%	(175)	6%	(21)	26%	(85)	14%	(46)	328
PID/Gender: Ind Women	69%	(292)	3%	(13)	16%	(66)	12%	(52)	424
PID/Gender: Rep Men	62%	(229)	8%	(30)	23%	(86)	7%	(26)	371
PID/Gender: Rep Women	69%	(214)	3%	(9)	19%	(60)	8%	(26)	309
Ideo: Liberal (1-3)	59%	(347)	6%	(36)	28%	(167)	6%	(38)	588
Ideo: Moderate (4)	63%	(308)	5%	(25)	25%	(122)	7%	(34)	489
Ideo: Conservative (5-7)	67%	(504)	5%	(40)	20%	(153)	7%	(52)	749
Educ: < College	61%	(928)	6%	(83)	22%	(337)	11%	(164)	1512
Educ: Bachelors degree	65%	(290)	7%	(29)	22%	(97)	6%	(28)	444
Educ: Post-grad	62%	(152)	4%	(11)	26%	(62)	8%	(19)	244

Continued on next page

Table HR3_3: Now thinking about the kinds of things you see in movies, would you say the following are more or less common in film today than they were five years ago, or about the same?

Sex

Demographic	More common		Less common		About the same		Don't know / No opinion		Total N
Adults	62%	(1370)	6%	(123)	23%	(496)	10%	(211)	2200
Income: Under 50k	61%	(767)	5%	(66)	21%	(270)	12%	(158)	1261
Income: 50k-100k	64%	(428)	7%	(44)	24%	(160)	5%	(32)	664
Income: 100k+	64%	(175)	5%	(13)	24%	(66)	8%	(21)	275
Ethnicity: White	63%	(1086)	5%	(85)	23%	(390)	9%	(161)	1722
Ethnicity: Hispanic	60%	(211)	8%	(27)	22%	(76)	10%	(35)	349
Ethnicity: Afr. Am.	60%	(164)	8%	(22)	21%	(57)	12%	(32)	274
Ethnicity: Other	59%	(120)	8%	(16)	24%	(49)	9%	(18)	204
All Christian	68%	(607)	6%	(52)	20%	(180)	6%	(56)	895
All Non-Christian	50%	(50)	12%	(12)	24%	(24)	14%	(14)	99
Atheist	53%	(51)	7%	(6)	34%	(32)	6%	(5)	95
Agnostic/Nothing in particular	60%	(663)	5%	(53)	23%	(259)	12%	(136)	1111
Religious Non-Protestant/Catholic	51%	(56)	12%	(13)	23%	(26)	13%	(14)	110
Evangelical	72%	(446)	4%	(27)	17%	(105)	7%	(44)	623
Non-Evangelical	63%	(474)	7%	(50)	23%	(169)	7%	(56)	749
Community: Urban	58%	(340)	6%	(35)	25%	(147)	11%	(64)	586
Community: Suburban	63%	(635)	6%	(60)	22%	(224)	9%	(88)	1006
Community: Rural	65%	(395)	5%	(29)	21%	(125)	10%	(59)	608
Employ: Private Sector	62%	(426)	7%	(47)	25%	(176)	6%	(41)	689
Employ: Government	64%	(88)	4%	(6)	21%	(30)	11%	(15)	139
Employ: Self-Employed	64%	(123)	4%	(9)	23%	(43)	9%	(17)	192
Employ: Homemaker	63%	(101)	6%	(10)	16%	(26)	15%	(24)	161
Employ: Student	63%	(67)	6%	(7)	19%	(21)	11%	(12)	106
Employ: Retired	70%	(330)	3%	(13)	20%	(96)	7%	(32)	471
Employ: Unemployed	49%	(113)	8%	(19)	28%	(64)	15%	(35)	231
Employ: Other	58%	(123)	6%	(14)	19%	(41)	16%	(34)	211
Military HH: Yes	69%	(261)	5%	(18)	21%	(81)	5%	(19)	380
Military HH: No	61%	(1109)	6%	(105)	23%	(415)	11%	(191)	1820
RD/WT: Right Direction	64%	(525)	6%	(46)	23%	(188)	8%	(67)	826
RD/WT: Wrong Track	62%	(845)	6%	(77)	22%	(308)	10%	(144)	1374

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Table HR3_3: Now thinking about the kinds of things you see in movies, would you say the following are more or less common in film today than they were five years ago, or about the same?

Sex

Demographic	More common		Less common		About the same		Don't know / No opinion		Total N
Adults	62%	(1370)	6%	(123)	23%	(496)	10%	(211)	2200
Trump Job Approve	66%	(576)	6%	(49)	21%	(186)	8%	(68)	880
Trump Job Disapprove	62%	(746)	6%	(72)	24%	(290)	8%	(103)	1211
Trump Job Strongly Approve	68%	(346)	4%	(21)	21%	(104)	7%	(36)	507
Trump Job Somewhat Approve	62%	(230)	8%	(28)	22%	(81)	9%	(33)	372
Trump Job Somewhat Disapprove	64%	(192)	7%	(22)	20%	(58)	9%	(26)	299
Trump Job Strongly Disapprove	61%	(554)	5%	(50)	25%	(231)	8%	(77)	912
Favorable of Trump	67%	(575)	5%	(45)	22%	(186)	6%	(52)	859
Unfavorable of Trump	61%	(733)	6%	(73)	25%	(296)	8%	(99)	1201
Very Favorable of Trump	69%	(367)	5%	(25)	20%	(108)	6%	(30)	530
Somewhat Favorable of Trump	63%	(208)	6%	(20)	24%	(78)	7%	(22)	329
Somewhat Unfavorable of Trump	59%	(129)	11%	(23)	23%	(49)	8%	(18)	220
Very Unfavorable of Trump	62%	(605)	5%	(50)	25%	(246)	8%	(81)	981
#1 Issue: Economy	59%	(322)	6%	(30)	25%	(138)	10%	(55)	546
#1 Issue: Security	68%	(304)	4%	(17)	21%	(95)	7%	(31)	447
#1 Issue: Health Care	63%	(231)	6%	(23)	23%	(86)	7%	(27)	368
#1 Issue: Medicare / Social Security	65%	(210)	5%	(17)	20%	(64)	10%	(33)	324
#1 Issue: Women's Issues	62%	(102)	5%	(9)	16%	(27)	16%	(27)	165
#1 Issue: Education	58%	(73)	11%	(14)	23%	(29)	8%	(9)	125
#1 Issue: Energy	55%	(65)	6%	(7)	29%	(34)	11%	(13)	119
#1 Issue: Other	58%	(62)	6%	(6)	21%	(22)	15%	(16)	107
2018 House Vote: Democrat	63%	(471)	6%	(43)	24%	(183)	7%	(53)	749
2018 House Vote: Republican	64%	(458)	5%	(38)	23%	(166)	7%	(49)	710
2018 House Vote: Someone else	62%	(62)	7%	(7)	22%	(21)	9%	(9)	99
2016 Vote: Hillary Clinton	62%	(407)	6%	(37)	25%	(162)	7%	(45)	651
2016 Vote: Donald Trump	67%	(446)	5%	(32)	22%	(150)	6%	(40)	668
2016 Vote: Other	62%	(112)	6%	(11)	23%	(41)	9%	(16)	180
2016 Vote: Didn't Vote	58%	(404)	6%	(43)	20%	(141)	16%	(108)	695
Voted in 2014: Yes	65%	(853)	5%	(66)	23%	(308)	6%	(85)	1312
Voted in 2014: No	58%	(517)	6%	(57)	21%	(188)	14%	(126)	888

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Table HR3_3: Now thinking about the kinds of things you see in movies, would you say the following are more or less common in film today than they were five years ago, or about the same?

Sex

Demographic	More common		Less common		About the same		Don't know / No opinion		Total N
Adults	62%	(1370)	6%	(123)	23%	(496)	10%	(211)	2200
2012 Vote: Barack Obama	63%	(497)	5%	(43)	25%	(201)	6%	(49)	790
2012 Vote: Mitt Romney	67%	(350)	5%	(25)	21%	(109)	7%	(36)	521
2012 Vote: Other	66%	(64)	1%	(1)	25%	(24)	9%	(8)	97
2012 Vote: Didn't Vote	58%	(457)	7%	(54)	20%	(161)	15%	(117)	789
4-Region: Northeast	59%	(232)	7%	(28)	22%	(88)	12%	(46)	394
4-Region: Midwest	60%	(276)	8%	(38)	25%	(115)	7%	(34)	462
4-Region: South	64%	(531)	4%	(35)	21%	(171)	10%	(86)	824
4-Region: West	64%	(331)	4%	(22)	24%	(122)	8%	(44)	520
Watch TV: Every day	66%	(719)	5%	(51)	25%	(268)	5%	(56)	1094
Watch TV: Several times per week	63%	(315)	7%	(37)	22%	(111)	8%	(39)	501
Watch TV: About once per week	55%	(73)	8%	(11)	23%	(31)	13%	(18)	134
Watch TV: Several times per month	60%	(78)	7%	(9)	24%	(32)	9%	(11)	130
Watch TV: About once per month	66%	(39)	7%	(4)	18%	(11)	9%	(5)	60
Watch TV: Less often than once per month	64%	(56)	6%	(5)	19%	(16)	12%	(10)	88
Watch TV: Never	46%	(90)	3%	(5)	14%	(28)	37%	(71)	194
Watch Movies: Every day	71%	(298)	4%	(18)	20%	(84)	5%	(22)	422
Watch Movies: Several times per week	64%	(349)	6%	(33)	26%	(139)	4%	(21)	541
Watch Movies: About once per week	63%	(235)	7%	(27)	23%	(86)	6%	(24)	373
Watch Movies: Several times per month	62%	(164)	4%	(11)	26%	(68)	8%	(20)	263
Watch Movies: About once per month	59%	(112)	7%	(13)	24%	(46)	11%	(21)	192
Watch Movies: Less often than once per month	55%	(113)	8%	(16)	22%	(45)	15%	(30)	203
Watch Movies: Never	48%	(100)	2%	(5)	13%	(28)	36%	(74)	206
Watch Sporting Events: Every day	63%	(111)	6%	(11)	22%	(39)	8%	(14)	175
Watch Sporting Events: Several times per week	63%	(201)	6%	(20)	24%	(77)	6%	(19)	317
Watch Sporting Events: About once per week	67%	(198)	5%	(14)	27%	(80)	2%	(5)	297
Watch Sporting Events: Several times per month	63%	(108)	6%	(11)	25%	(42)	6%	(11)	172
Watch Sporting Events: About once per month	63%	(116)	6%	(11)	25%	(46)	6%	(11)	185
Watch Sporting Events: Less often than once per month	67%	(222)	6%	(20)	21%	(69)	6%	(21)	333
Watch Sporting Events: Never	57%	(414)	5%	(36)	20%	(142)	18%	(129)	722

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Table HR3_3: Now thinking about the kinds of things you see in movies, would you say the following are more or less common in film today than they were five years ago, or about the same?

Demographic	More common		Less common		About the same		Don't know / No opinion		Total N
Adults	62%	(1370)	6%	(123)	23%	(496)	10%	(211)	2200
Cable TV: Currently subscribe	64%	(649)	6%	(63)	22%	(223)	7%	(73)	1008
Cable TV: Subscribed in past	65%	(508)	5%	(39)	23%	(184)	7%	(56)	786
Cable TV: Never subscribed	52%	(213)	5%	(22)	22%	(89)	20%	(82)	406
Satellite TV: Currently subscribe	67%	(344)	6%	(30)	22%	(112)	5%	(28)	513
Satellite TV: Subscribed in past	63%	(390)	5%	(28)	24%	(150)	8%	(49)	618
Satellite TV: Never subscribed	60%	(636)	6%	(65)	22%	(234)	13%	(134)	1069
Streaming Services: Currently subscribe	65%	(867)	6%	(81)	24%	(319)	5%	(71)	1338
Streaming Services: Subscribed in past	56%	(123)	8%	(17)	23%	(50)	14%	(31)	220
Streaming Services: Never subscribed	59%	(380)	4%	(26)	20%	(127)	17%	(108)	642
Film: An avid fan	64%	(549)	6%	(53)	25%	(212)	5%	(42)	856
Film: A casual fan	63%	(685)	5%	(59)	22%	(245)	9%	(104)	1093
Film: Not a fan	54%	(136)	4%	(11)	15%	(39)	26%	(65)	251
Television: An avid fan	66%	(754)	6%	(67)	22%	(248)	6%	(67)	1136
Television: A casual fan	60%	(551)	5%	(50)	25%	(226)	10%	(97)	923
Television: Not a fan	46%	(65)	5%	(7)	15%	(22)	33%	(47)	141
Music: An avid fan	63%	(759)	7%	(85)	23%	(278)	7%	(87)	1208
Music: A casual fan	64%	(575)	4%	(34)	22%	(197)	10%	(87)	892
Music: Not a fan	37%	(37)	5%	(5)	21%	(21)	37%	(37)	100
Fashion: An avid fan	69%	(241)	3%	(10)	21%	(73)	7%	(26)	350
Fashion: A casual fan	64%	(569)	4%	(40)	23%	(205)	9%	(77)	891
Fashion: Not a fan	58%	(560)	8%	(73)	23%	(218)	11%	(108)	960

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

Table HR3_4: Now thinking about the kinds of things you see in movies, would you say the following are more or less common in film today than they were five years ago, or about the same?
Profanity

Demographic	More common		Less common		About the same		Don't know / No opinion		Total N
Adults	64%	(1404)	5%	(100)	22%	(491)	9%	(205)	2200
Gender: Male	60%	(640)	5%	(55)	25%	(266)	9%	(101)	1062
Gender: Female	67%	(764)	4%	(44)	20%	(225)	9%	(104)	1138
Age: 18-29	57%	(260)	6%	(26)	20%	(93)	17%	(80)	460
Age: 30-44	58%	(322)	6%	(31)	28%	(153)	9%	(47)	553
Age: 45-54	64%	(239)	4%	(14)	24%	(92)	8%	(31)	376
Age: 55-64	68%	(255)	5%	(17)	23%	(87)	4%	(15)	375
Age: 65+	75%	(328)	3%	(11)	15%	(66)	7%	(32)	436
Generation Z: 18-22	57%	(120)	6%	(13)	19%	(40)	19%	(39)	212
Millennial: Age 23-38	56%	(337)	6%	(36)	26%	(156)	12%	(73)	602
Generation X: Age 39-54	63%	(364)	4%	(23)	25%	(143)	8%	(46)	575
Boomers: Age 55-73	71%	(516)	4%	(25)	20%	(144)	5%	(37)	723
PID: Dem (no lean)	60%	(463)	7%	(56)	24%	(187)	8%	(63)	769
PID: Ind (no lean)	65%	(486)	3%	(22)	20%	(151)	12%	(92)	751
PID: Rep (no lean)	67%	(455)	3%	(22)	23%	(153)	7%	(49)	679
PID/Gender: Dem Men	55%	(199)	9%	(34)	27%	(97)	9%	(34)	363
PID/Gender: Dem Women	65%	(264)	5%	(22)	22%	(91)	7%	(29)	406
PID/Gender: Ind Men	60%	(196)	3%	(8)	25%	(82)	13%	(41)	328
PID/Gender: Ind Women	69%	(290)	3%	(14)	16%	(68)	12%	(51)	424
PID/Gender: Rep Men	66%	(245)	4%	(13)	24%	(87)	7%	(25)	371
PID/Gender: Rep Women	68%	(210)	3%	(9)	21%	(66)	8%	(24)	309
Ideo: Liberal (1-3)	61%	(357)	7%	(39)	26%	(156)	6%	(36)	588
Ideo: Moderate (4)	66%	(320)	3%	(15)	25%	(121)	7%	(33)	489
Ideo: Conservative (5-7)	69%	(517)	3%	(24)	21%	(160)	6%	(48)	749
Educ: < College	63%	(956)	5%	(69)	22%	(328)	11%	(160)	1512
Educ: Bachelors degree	65%	(287)	5%	(21)	25%	(110)	6%	(26)	444
Educ: Post-grad	66%	(162)	4%	(10)	22%	(53)	8%	(19)	244

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Table HR3_4: Now thinking about the kinds of things you see in movies, would you say the following are more or less common in film today than they were five years ago, or about the same?

Profanity

Demographic	More common		Less common		About the same		Don't know / No opinion		Total N
Adults	64%	(1404)	5%	(100)	22%	(491)	9%	(205)	2200
Income: Under 50k	62%	(788)	5%	(62)	20%	(256)	12%	(156)	1261
Income: 50k-100k	67%	(442)	5%	(32)	24%	(161)	4%	(29)	664
Income: 100k+	64%	(175)	2%	(6)	27%	(74)	7%	(20)	275
Ethnicity: White	65%	(1115)	4%	(73)	22%	(382)	9%	(152)	1722
Ethnicity: Hispanic	60%	(210)	6%	(21)	24%	(84)	10%	(34)	349
Ethnicity: Afr. Am.	63%	(172)	6%	(18)	19%	(51)	12%	(33)	274
Ethnicity: Other	58%	(117)	4%	(9)	29%	(58)	9%	(19)	204
All Christian	69%	(620)	4%	(39)	21%	(184)	6%	(52)	895
All Non-Christian	45%	(45)	11%	(11)	28%	(28)	16%	(15)	99
Atheist	56%	(53)	3%	(3)	36%	(34)	6%	(5)	95
Agnostic/Nothing in particular	62%	(687)	4%	(47)	22%	(245)	12%	(132)	1111
Religious Non-Protestant/Catholic	46%	(51)	12%	(13)	27%	(30)	15%	(16)	110
Evangelical	72%	(449)	4%	(25)	17%	(107)	7%	(42)	623
Non-Evangelical	67%	(500)	4%	(30)	22%	(168)	7%	(52)	749
Community: Urban	59%	(348)	6%	(34)	23%	(135)	12%	(69)	586
Community: Suburban	66%	(663)	4%	(44)	22%	(226)	7%	(74)	1006
Community: Rural	65%	(393)	3%	(21)	22%	(131)	10%	(62)	608
Employ: Private Sector	62%	(425)	5%	(32)	28%	(193)	6%	(40)	689
Employ: Government	69%	(96)	5%	(7)	17%	(24)	9%	(12)	139
Employ: Self-Employed	62%	(119)	5%	(10)	23%	(45)	9%	(18)	192
Employ: Homemaker	60%	(96)	4%	(7)	22%	(36)	14%	(22)	161
Employ: Student	68%	(72)	6%	(6)	14%	(15)	11%	(12)	106
Employ: Retired	74%	(348)	3%	(15)	16%	(77)	6%	(30)	471
Employ: Unemployed	52%	(119)	7%	(15)	25%	(58)	17%	(39)	231
Employ: Other	61%	(129)	3%	(7)	21%	(44)	15%	(32)	211
Military HH: Yes	74%	(282)	2%	(9)	19%	(73)	4%	(16)	380
Military HH: No	62%	(1122)	5%	(91)	23%	(418)	10%	(189)	1820
RD/WT: Right Direction	64%	(531)	5%	(39)	23%	(190)	8%	(65)	826
RD/WT: Wrong Track	64%	(873)	4%	(61)	22%	(301)	10%	(139)	1374

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Table HR3_4: Now thinking about the kinds of things you see in movies, would you say the following are more or less common in film today than they were five years ago, or about the same?

Profanity

Demographic	More common		Less common		About the same		Don't know / No opinion		Total N
Adults	64%	(1404)	5%	(100)	22%	(491)	9%	(205)	2200
Trump Job Approve	67%	(589)	4%	(38)	22%	(189)	7%	(63)	880
Trump Job Disapprove	63%	(765)	5%	(59)	23%	(282)	9%	(105)	1211
Trump Job Strongly Approve	68%	(346)	3%	(18)	22%	(111)	6%	(32)	507
Trump Job Somewhat Approve	65%	(243)	5%	(20)	21%	(78)	8%	(31)	372
Trump Job Somewhat Disapprove	63%	(188)	5%	(14)	24%	(70)	9%	(26)	299
Trump Job Strongly Disapprove	63%	(577)	5%	(44)	23%	(212)	9%	(79)	912
Favorable of Trump	68%	(585)	4%	(39)	22%	(186)	6%	(50)	859
Unfavorable of Trump	63%	(761)	5%	(58)	24%	(287)	8%	(95)	1201
Very Favorable of Trump	69%	(366)	4%	(23)	21%	(112)	6%	(30)	530
Somewhat Favorable of Trump	67%	(219)	5%	(16)	22%	(73)	6%	(20)	329
Somewhat Unfavorable of Trump	61%	(133)	5%	(11)	27%	(58)	8%	(17)	220
Very Unfavorable of Trump	64%	(627)	5%	(47)	23%	(229)	8%	(78)	981
#1 Issue: Economy	61%	(333)	3%	(18)	26%	(144)	9%	(51)	546
#1 Issue: Security	67%	(298)	3%	(13)	23%	(104)	7%	(32)	447
#1 Issue: Health Care	62%	(230)	7%	(25)	24%	(87)	7%	(26)	368
#1 Issue: Medicare / Social Security	70%	(225)	5%	(15)	16%	(53)	10%	(31)	324
#1 Issue: Women's Issues	64%	(105)	5%	(8)	14%	(24)	17%	(28)	165
#1 Issue: Education	60%	(75)	8%	(10)	25%	(32)	7%	(8)	125
#1 Issue: Energy	61%	(73)	5%	(6)	22%	(27)	11%	(13)	119
#1 Issue: Other	61%	(65)	4%	(4)	20%	(22)	15%	(16)	107
2018 House Vote: Democrat	63%	(471)	6%	(47)	24%	(180)	7%	(51)	749
2018 House Vote: Republican	68%	(485)	3%	(23)	22%	(157)	6%	(46)	710
2018 House Vote: Someone else	71%	(70)	2%	(2)	21%	(21)	7%	(7)	99
2016 Vote: Hillary Clinton	63%	(409)	6%	(39)	25%	(160)	7%	(43)	651
2016 Vote: Donald Trump	70%	(466)	3%	(19)	22%	(147)	5%	(36)	668
2016 Vote: Other	65%	(118)	2%	(3)	23%	(42)	10%	(18)	180
2016 Vote: Didn't Vote	59%	(408)	5%	(38)	20%	(141)	16%	(108)	695
Voted in 2014: Yes	67%	(877)	4%	(51)	23%	(304)	6%	(81)	1312
Voted in 2014: No	59%	(527)	6%	(49)	21%	(188)	14%	(124)	888

Continued on next page

Table HR3_4: Now thinking about the kinds of things you see in movies, would you say the following are more or less common in film today than they were five years ago, or about the same?*Profanity*

Demographic	More common		Less common		About the same		Don't know / No opinion		Total N
Adults	64%	(1404)	5%	(100)	22%	(491)	9%	(205)	2200
2012 Vote: Barack Obama	64%	(506)	4%	(35)	26%	(203)	6%	(47)	790
2012 Vote: Mitt Romney	68%	(356)	3%	(14)	23%	(118)	6%	(33)	521
2012 Vote: Other	76%	(74)	1%	(1)	16%	(16)	7%	(7)	97
2012 Vote: Didn't Vote	59%	(466)	6%	(50)	20%	(154)	15%	(118)	789
4-Region: Northeast	63%	(246)	5%	(19)	21%	(84)	11%	(44)	394
4-Region: Midwest	61%	(281)	6%	(27)	25%	(116)	8%	(38)	462
4-Region: South	65%	(538)	4%	(31)	21%	(172)	10%	(83)	824
4-Region: West	65%	(339)	4%	(23)	23%	(119)	8%	(40)	520
Watch TV: Every day	66%	(727)	4%	(44)	24%	(264)	5%	(59)	1094
Watch TV: Several times per week	67%	(337)	6%	(28)	20%	(103)	7%	(33)	501
Watch TV: About once per week	60%	(80)	6%	(9)	23%	(31)	10%	(14)	134
Watch TV: Several times per month	61%	(79)	7%	(9)	23%	(30)	10%	(13)	130
Watch TV: About once per month	64%	(38)	1%	(1)	25%	(15)	9%	(5)	60
Watch TV: Less often than once per month	58%	(51)	4%	(3)	27%	(24)	11%	(10)	88
Watch TV: Never	47%	(92)	4%	(7)	13%	(25)	37%	(71)	194
Watch Movies: Every day	69%	(290)	6%	(25)	20%	(85)	5%	(22)	422
Watch Movies: Several times per week	65%	(353)	4%	(24)	26%	(142)	4%	(22)	541
Watch Movies: About once per week	65%	(243)	6%	(21)	23%	(86)	6%	(22)	373
Watch Movies: Several times per month	66%	(172)	3%	(9)	24%	(62)	7%	(20)	263
Watch Movies: About once per month	63%	(122)	2%	(4)	24%	(45)	11%	(21)	192
Watch Movies: Less often than once per month	60%	(122)	6%	(12)	21%	(43)	13%	(26)	203
Watch Movies: Never	49%	(102)	2%	(5)	13%	(27)	35%	(72)	206
Watch Sporting Events: Every day	60%	(105)	11%	(20)	21%	(37)	7%	(12)	175
Watch Sporting Events: Several times per week	66%	(209)	3%	(11)	24%	(76)	6%	(20)	317
Watch Sporting Events: About once per week	68%	(203)	5%	(13)	25%	(74)	2%	(6)	297
Watch Sporting Events: Several times per month	69%	(118)	4%	(7)	21%	(37)	6%	(10)	172
Watch Sporting Events: About once per month	63%	(116)	7%	(13)	24%	(44)	6%	(11)	185
Watch Sporting Events: Less often than once per month	68%	(227)	4%	(13)	21%	(71)	6%	(21)	333
Watch Sporting Events: Never	59%	(425)	3%	(23)	21%	(151)	17%	(124)	722

Continued on next page

Table HR3_4: Now thinking about the kinds of things you see in movies, would you say the following are more or less common in film today than they were five years ago, or about the same?

Profanity

Demographic	More common		Less common		About the same		Don't know / No opinion		Total N
Adults	64%	(1404)	5%	(100)	22%	(491)	9%	(205)	2200
Cable TV: Currently subscribe	66%	(662)	5%	(46)	23%	(232)	7%	(69)	1008
Cable TV: Subscribed in past	65%	(512)	5%	(38)	23%	(183)	7%	(54)	786
Cable TV: Never subscribed	57%	(231)	4%	(16)	19%	(77)	20%	(82)	406
Satellite TV: Currently subscribe	67%	(343)	6%	(33)	21%	(109)	6%	(28)	513
Satellite TV: Subscribed in past	66%	(408)	4%	(24)	23%	(142)	7%	(45)	618
Satellite TV: Never subscribed	61%	(654)	4%	(43)	23%	(241)	12%	(131)	1069
Streaming Services: Currently subscribe	65%	(874)	5%	(63)	25%	(332)	5%	(70)	1338
Streaming Services: Subscribed in past	59%	(129)	6%	(14)	21%	(47)	14%	(30)	220
Streaming Services: Never subscribed	63%	(401)	4%	(23)	17%	(112)	16%	(105)	642
Film: An avid fan	64%	(547)	5%	(46)	26%	(220)	5%	(43)	856
Film: A casual fan	65%	(715)	4%	(44)	22%	(240)	9%	(95)	1093
Film: Not a fan	57%	(143)	4%	(10)	13%	(32)	27%	(67)	251
Television: An avid fan	67%	(756)	5%	(59)	22%	(255)	6%	(66)	1136
Television: A casual fan	63%	(583)	4%	(34)	23%	(216)	10%	(91)	923
Television: Not a fan	47%	(66)	5%	(7)	14%	(20)	34%	(48)	141
Music: An avid fan	65%	(787)	5%	(62)	23%	(279)	7%	(80)	1208
Music: A casual fan	65%	(580)	4%	(35)	21%	(190)	10%	(86)	892
Music: Not a fan	37%	(37)	3%	(3)	22%	(22)	38%	(38)	100
Fashion: An avid fan	70%	(244)	3%	(9)	20%	(71)	7%	(26)	350
Fashion: A casual fan	64%	(567)	5%	(47)	23%	(203)	8%	(73)	891
Fashion: Not a fan	62%	(593)	4%	(43)	23%	(218)	11%	(106)	960

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

Table HR3_5: Now thinking about the kinds of things you see in movies, would you say the following are more or less common in film today than they were five years ago, or about the same?
 Gun violence

Demographic	More common		Less common		About the same		Don't know / No opinion		Total N
Adults	56%	(1241)	6%	(139)	27%	(595)	10%	(224)	2200
Gender: Male	52%	(552)	8%	(82)	30%	(316)	11%	(113)	1062
Gender: Female	61%	(690)	5%	(58)	25%	(280)	10%	(111)	1138
Age: 18-29	47%	(218)	9%	(41)	26%	(122)	17%	(79)	460
Age: 30-44	50%	(277)	8%	(41)	32%	(176)	10%	(58)	553
Age: 45-54	59%	(223)	6%	(21)	27%	(100)	9%	(32)	376
Age: 55-64	63%	(238)	5%	(18)	28%	(104)	4%	(15)	375
Age: 65+	66%	(286)	4%	(18)	21%	(93)	9%	(40)	436
Generation Z: 18-22	47%	(100)	9%	(20)	26%	(55)	17%	(36)	212
Millennial: Age 23-38	48%	(291)	8%	(47)	30%	(181)	14%	(83)	602
Generation X: Age 39-54	57%	(327)	6%	(36)	28%	(162)	9%	(50)	575
Boomers: Age 55-73	65%	(468)	4%	(27)	26%	(185)	6%	(43)	723
PID: Dem (no lean)	57%	(441)	7%	(50)	28%	(214)	8%	(63)	769
PID: Ind (no lean)	57%	(432)	5%	(39)	24%	(179)	14%	(102)	751
PID: Rep (no lean)	54%	(368)	7%	(50)	30%	(202)	9%	(59)	679
PID/Gender: Dem Men	52%	(188)	9%	(31)	30%	(107)	10%	(37)	363
PID/Gender: Dem Women	63%	(254)	5%	(19)	26%	(107)	6%	(26)	406
PID/Gender: Ind Men	53%	(172)	6%	(20)	27%	(87)	15%	(48)	328
PID/Gender: Ind Women	61%	(259)	5%	(19)	22%	(91)	13%	(54)	424
PID/Gender: Rep Men	52%	(192)	8%	(31)	33%	(121)	7%	(27)	371
PID/Gender: Rep Women	57%	(177)	6%	(19)	26%	(81)	10%	(32)	309
Ideo: Liberal (1-3)	55%	(326)	6%	(37)	31%	(184)	7%	(41)	588
Ideo: Moderate (4)	58%	(286)	6%	(27)	29%	(140)	7%	(35)	489
Ideo: Conservative (5-7)	59%	(439)	6%	(46)	27%	(204)	8%	(59)	749
Educ: < College	56%	(844)	7%	(106)	26%	(391)	11%	(172)	1512
Educ: Bachelors degree	56%	(251)	5%	(23)	31%	(139)	7%	(31)	444
Educ: Post-grad	60%	(147)	4%	(11)	27%	(65)	9%	(21)	244

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Table HR3_5: Now thinking about the kinds of things you see in movies, would you say the following are more or less common in film today than they were five years ago, or about the same?
Gun violence

Demographic	More common		Less common		About the same		Don't know / No opinion		Total N
Adults	56%	(1241)	6%	(139)	27%	(595)	10%	(224)	2200
Income: Under 50k	56%	(706)	7%	(84)	24%	(308)	13%	(163)	1261
Income: 50k-100k	56%	(373)	6%	(41)	32%	(214)	5%	(36)	664
Income: 100k+	59%	(162)	5%	(15)	26%	(73)	9%	(25)	275
Ethnicity: White	56%	(970)	6%	(98)	28%	(476)	10%	(178)	1722
Ethnicity: Hispanic	54%	(190)	8%	(26)	29%	(100)	9%	(33)	349
Ethnicity: Afr. Am.	61%	(168)	9%	(24)	19%	(53)	11%	(29)	274
Ethnicity: Other	51%	(103)	8%	(17)	33%	(66)	8%	(17)	204
All Christian	61%	(550)	5%	(48)	26%	(234)	7%	(63)	895
All Non-Christian	47%	(46)	12%	(12)	25%	(25)	17%	(17)	99
Atheist	60%	(57)	1%	(1)	31%	(30)	8%	(8)	95
Agnostic/Nothing in particular	53%	(589)	7%	(78)	28%	(307)	12%	(137)	1111
Religious Non-Protestant/Catholic	48%	(52)	11%	(12)	25%	(28)	17%	(18)	110
Evangelical	65%	(406)	7%	(42)	21%	(128)	7%	(46)	623
Non-Evangelical	58%	(437)	5%	(38)	29%	(215)	8%	(59)	749
Community: Urban	54%	(317)	8%	(49)	26%	(155)	11%	(65)	586
Community: Suburban	57%	(577)	6%	(62)	28%	(277)	9%	(90)	1006
Community: Rural	57%	(348)	5%	(28)	27%	(163)	11%	(68)	608
Employ: Private Sector	55%	(381)	7%	(45)	32%	(221)	6%	(42)	689
Employ: Government	62%	(86)	3%	(4)	25%	(34)	11%	(15)	139
Employ: Self-Employed	54%	(104)	12%	(24)	24%	(47)	9%	(17)	192
Employ: Homemaker	51%	(82)	8%	(13)	24%	(39)	17%	(27)	161
Employ: Student	51%	(54)	7%	(8)	29%	(31)	13%	(14)	106
Employ: Retired	65%	(305)	4%	(20)	23%	(108)	8%	(38)	471
Employ: Unemployed	48%	(112)	6%	(13)	28%	(64)	18%	(42)	231
Employ: Other	56%	(119)	6%	(12)	24%	(51)	14%	(29)	211
Military HH: Yes	61%	(231)	6%	(24)	27%	(104)	6%	(21)	380
Military HH: No	56%	(1011)	6%	(115)	27%	(491)	11%	(203)	1820
RD/WT: Right Direction	55%	(458)	7%	(58)	29%	(236)	9%	(75)	826
RD/WT: Wrong Track	57%	(784)	6%	(81)	26%	(360)	11%	(150)	1374

Continued on next page

Table HR3_5: Now thinking about the kinds of things you see in movies, would you say the following are more or less common in film today than they were five years ago, or about the same?
Gun violence

Demographic	More common		Less common		About the same		Don't know / No opinion		Total N
Adults	56%	(1241)	6%	(139)	27%	(595)	10%	(224)	2200
Trump Job Approve	56%	(492)	7%	(64)	29%	(252)	8%	(72)	880
Trump Job Disapprove	58%	(707)	6%	(71)	26%	(319)	9%	(114)	1211
Trump Job Strongly Approve	57%	(288)	7%	(35)	29%	(147)	7%	(37)	507
Trump Job Somewhat Approve	55%	(204)	8%	(29)	28%	(105)	9%	(35)	372
Trump Job Somewhat Disapprove	59%	(177)	7%	(22)	25%	(74)	9%	(26)	299
Trump Job Strongly Disapprove	58%	(529)	5%	(49)	27%	(245)	10%	(88)	912
Favorable of Trump	57%	(487)	7%	(61)	29%	(251)	7%	(60)	859
Unfavorable of Trump	58%	(703)	6%	(76)	27%	(321)	8%	(102)	1201
Very Favorable of Trump	58%	(306)	7%	(36)	29%	(153)	7%	(36)	530
Somewhat Favorable of Trump	55%	(181)	8%	(25)	30%	(98)	7%	(24)	329
Somewhat Unfavorable of Trump	56%	(123)	8%	(17)	27%	(59)	10%	(21)	220
Very Unfavorable of Trump	59%	(580)	6%	(59)	27%	(262)	8%	(81)	981
#1 Issue: Economy	52%	(286)	8%	(41)	29%	(158)	11%	(61)	546
#1 Issue: Security	56%	(251)	7%	(30)	29%	(131)	8%	(35)	447
#1 Issue: Health Care	61%	(226)	5%	(19)	26%	(96)	7%	(27)	368
#1 Issue: Medicare / Social Security	62%	(201)	4%	(13)	24%	(78)	10%	(32)	324
#1 Issue: Women's Issues	56%	(93)	4%	(7)	24%	(39)	16%	(26)	165
#1 Issue: Education	53%	(66)	10%	(12)	30%	(37)	8%	(10)	125
#1 Issue: Energy	51%	(61)	9%	(10)	27%	(32)	13%	(15)	119
#1 Issue: Other	54%	(57)	6%	(6)	23%	(25)	17%	(18)	107
2018 House Vote: Democrat	59%	(443)	6%	(44)	28%	(208)	7%	(54)	749
2018 House Vote: Republican	55%	(394)	7%	(53)	29%	(207)	8%	(57)	710
2018 House Vote: Someone else	57%	(56)	7%	(6)	28%	(28)	8%	(8)	99
2016 Vote: Hillary Clinton	59%	(384)	7%	(43)	27%	(178)	7%	(46)	651
2016 Vote: Donald Trump	58%	(384)	7%	(43)	29%	(193)	7%	(47)	668
2016 Vote: Other	55%	(99)	4%	(7)	30%	(55)	11%	(19)	180
2016 Vote: Didn't Vote	54%	(374)	6%	(44)	24%	(168)	16%	(109)	695
Voted in 2014: Yes	59%	(780)	6%	(73)	28%	(363)	7%	(96)	1312
Voted in 2014: No	52%	(461)	7%	(66)	26%	(232)	14%	(128)	888

Continued on next page

Table HR3_5: Now thinking about the kinds of things you see in movies, would you say the following are more or less common in film today than they were five years ago, or about the same?
Gun violence

Demographic	More common		Less common		About the same		Don't know / No opinion		Total N
Adults	56%	(1241)	6%	(139)	27%	(595)	10%	(224)	2200
2012 Vote: Barack Obama	60%	(475)	6%	(46)	28%	(218)	7%	(52)	790
2012 Vote: Mitt Romney	57%	(295)	6%	(30)	29%	(153)	8%	(43)	521
2012 Vote: Other	60%	(58)	5%	(5)	27%	(26)	9%	(8)	97
2012 Vote: Didn't Vote	52%	(411)	7%	(59)	25%	(198)	15%	(121)	789
4-Region: Northeast	56%	(222)	6%	(25)	26%	(103)	11%	(43)	394
4-Region: Midwest	56%	(260)	8%	(36)	27%	(126)	9%	(39)	462
4-Region: South	56%	(466)	5%	(44)	27%	(220)	11%	(95)	824
4-Region: West	56%	(294)	6%	(34)	28%	(146)	9%	(47)	520
Watch TV: Every day	60%	(659)	6%	(66)	28%	(302)	6%	(66)	1094
Watch TV: Several times per week	57%	(285)	7%	(36)	29%	(146)	7%	(34)	501
Watch TV: About once per week	49%	(65)	10%	(13)	28%	(38)	13%	(18)	134
Watch TV: Several times per month	52%	(68)	7%	(10)	28%	(37)	12%	(16)	130
Watch TV: About once per month	45%	(27)	9%	(5)	37%	(22)	9%	(5)	60
Watch TV: Less often than once per month	56%	(49)	4%	(4)	26%	(22)	14%	(13)	88
Watch TV: Never	46%	(89)	3%	(5)	14%	(27)	37%	(73)	194
Watch Movies: Every day	62%	(261)	6%	(26)	27%	(114)	5%	(21)	422
Watch Movies: Several times per week	57%	(310)	7%	(38)	31%	(166)	5%	(27)	541
Watch Movies: About once per week	56%	(209)	8%	(31)	29%	(109)	6%	(24)	373
Watch Movies: Several times per month	55%	(146)	6%	(15)	32%	(83)	7%	(19)	263
Watch Movies: About once per month	55%	(105)	9%	(17)	25%	(48)	11%	(21)	192
Watch Movies: Less often than once per month	53%	(109)	4%	(9)	25%	(52)	17%	(34)	203
Watch Movies: Never	49%	(102)	2%	(4)	11%	(23)	38%	(78)	206
Watch Sporting Events: Every day	57%	(99)	5%	(8)	28%	(49)	11%	(19)	175
Watch Sporting Events: Several times per week	58%	(183)	7%	(23)	29%	(93)	5%	(17)	317
Watch Sporting Events: About once per week	57%	(170)	7%	(20)	33%	(98)	3%	(9)	297
Watch Sporting Events: Several times per month	56%	(97)	11%	(19)	27%	(46)	5%	(9)	172
Watch Sporting Events: About once per month	57%	(105)	11%	(20)	28%	(51)	5%	(9)	185
Watch Sporting Events: Less often than once per month	57%	(191)	5%	(17)	29%	(98)	8%	(27)	333
Watch Sporting Events: Never	55%	(396)	4%	(32)	22%	(160)	19%	(135)	722

Continued on next page

Table HR3_5: Now thinking about the kinds of things you see in movies, would you say the following are more or less common in film today than they were five years ago, or about the same?
Gun violence

Demographic	More common		Less common		About the same		Don't know / No opinion		Total N
Adults	56%	(1241)	6%	(139)	27%	(595)	10%	(224)	2200
Cable TV: Currently subscribe	60%	(604)	6%	(60)	27%	(267)	8%	(77)	1008
Cable TV: Subscribed in past	57%	(450)	7%	(53)	28%	(224)	8%	(59)	786
Cable TV: Never subscribed	46%	(188)	7%	(27)	26%	(104)	22%	(87)	406
Satellite TV: Currently subscribe	62%	(320)	6%	(32)	25%	(127)	7%	(34)	513
Satellite TV: Subscribed in past	55%	(342)	7%	(43)	29%	(181)	8%	(52)	618
Satellite TV: Never subscribed	54%	(579)	6%	(64)	27%	(287)	13%	(138)	1069
Streaming Services: Currently subscribe	56%	(753)	7%	(92)	31%	(416)	6%	(78)	1338
Streaming Services: Subscribed in past	55%	(122)	8%	(18)	21%	(47)	15%	(34)	220
Streaming Services: Never subscribed	57%	(367)	5%	(29)	21%	(133)	18%	(113)	642
Film: An avid fan	58%	(492)	7%	(61)	30%	(258)	5%	(44)	856
Film: A casual fan	57%	(627)	6%	(66)	26%	(286)	10%	(115)	1093
Film: Not a fan	49%	(122)	5%	(12)	20%	(51)	26%	(65)	251
Television: An avid fan	60%	(679)	6%	(70)	28%	(316)	6%	(71)	1136
Television: A casual fan	55%	(507)	7%	(63)	27%	(248)	12%	(106)	923
Television: Not a fan	39%	(56)	5%	(7)	23%	(32)	33%	(47)	141
Music: An avid fan	58%	(701)	8%	(94)	27%	(324)	7%	(90)	1208
Music: A casual fan	56%	(504)	5%	(44)	28%	(247)	11%	(97)	892
Music: Not a fan	37%	(37)	1%	(1)	24%	(24)	37%	(37)	100
Fashion: An avid fan	66%	(230)	6%	(22)	22%	(78)	6%	(20)	350
Fashion: A casual fan	59%	(521)	5%	(47)	27%	(237)	10%	(86)	891
Fashion: Not a fan	51%	(490)	7%	(71)	29%	(281)	12%	(118)	960

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

Table HR4_1: Do the following things in movies bother you, personally, a lot, some, not too much, or not at all?
General violence

Demographic	A lot		Some		Not too much		Not at all		Don't know / No opinion	Total N	
Adults	23%	(511)	26%	(581)	21%	(468)	22%	(478)	7%	(162)	2200
Gender: Male	17%	(181)	25%	(262)	23%	(241)	28%	(301)	7%	(78)	1062
Gender: Female	29%	(330)	28%	(318)	20%	(227)	16%	(178)	7%	(85)	1138
Age: 18-29	12%	(53)	23%	(105)	24%	(110)	30%	(137)	12%	(55)	460
Age: 30-44	15%	(81)	25%	(136)	22%	(123)	31%	(173)	7%	(40)	553
Age: 45-54	21%	(81)	27%	(103)	22%	(84)	22%	(85)	6%	(23)	376
Age: 55-64	32%	(120)	28%	(104)	24%	(89)	12%	(46)	4%	(16)	375
Age: 65+	40%	(176)	30%	(133)	14%	(61)	9%	(38)	6%	(28)	436
Generation Z: 18-22	10%	(22)	28%	(60)	28%	(60)	22%	(47)	11%	(22)	212
Millennial: Age 23-38	13%	(80)	21%	(126)	21%	(128)	35%	(211)	9%	(57)	602
Generation X: Age 39-54	20%	(113)	27%	(158)	23%	(130)	24%	(136)	7%	(39)	575
Boomers: Age 55-73	36%	(257)	29%	(211)	19%	(138)	11%	(80)	5%	(36)	723
PID: Dem (no lean)	25%	(189)	30%	(230)	19%	(143)	21%	(164)	6%	(44)	769
PID: Ind (no lean)	21%	(158)	25%	(185)	23%	(173)	22%	(164)	9%	(71)	751
PID: Rep (no lean)	24%	(165)	24%	(165)	22%	(152)	22%	(151)	7%	(48)	679
PID/Gender: Dem Men	19%	(69)	26%	(96)	19%	(70)	29%	(104)	7%	(25)	363
PID/Gender: Dem Women	30%	(120)	33%	(134)	18%	(73)	15%	(60)	5%	(19)	406
PID/Gender: Ind Men	16%	(53)	21%	(70)	24%	(80)	29%	(95)	9%	(29)	328
PID/Gender: Ind Women	25%	(105)	27%	(115)	22%	(93)	16%	(69)	10%	(42)	424
PID/Gender: Rep Men	16%	(59)	26%	(96)	24%	(91)	27%	(101)	6%	(24)	371
PID/Gender: Rep Women	34%	(106)	22%	(69)	20%	(61)	16%	(49)	8%	(24)	309
Ideo: Liberal (1-3)	20%	(118)	31%	(183)	21%	(126)	23%	(136)	4%	(25)	588
Ideo: Moderate (4)	24%	(116)	27%	(134)	22%	(105)	22%	(106)	6%	(28)	489
Ideo: Conservative (5-7)	29%	(214)	25%	(188)	21%	(160)	19%	(143)	6%	(44)	749
Educ: < College	22%	(338)	24%	(369)	21%	(311)	24%	(363)	9%	(132)	1512
Educ: Bachelors degree	22%	(100)	29%	(129)	25%	(112)	19%	(85)	4%	(18)	444
Educ: Post-grad	30%	(74)	34%	(83)	18%	(44)	12%	(30)	5%	(13)	244

Continued on next page

Table HR4_1: Do the following things in movies bother you, personally, a lot, some, not too much, or not at all?

General violence

Demographic	A lot		Some		Not too much		Not at all		Don't know / No opinion	Total N	
Adults	23%	(511)	26%	(581)	21%	(468)	22%	(478)	7%	(162)	2200
Income: Under 50k	24%	(299)	26%	(326)	19%	(244)	21%	(269)	10%	(124)	1261
Income: 50k-100k	22%	(145)	27%	(182)	24%	(159)	23%	(153)	4%	(25)	664
Income: 100k+	24%	(67)	26%	(73)	24%	(65)	20%	(56)	5%	(14)	275
Ethnicity: White	23%	(397)	27%	(459)	22%	(380)	21%	(359)	7%	(127)	1722
Ethnicity: Hispanic	21%	(73)	26%	(90)	22%	(76)	24%	(84)	8%	(27)	349
Ethnicity: Afr. Am.	31%	(84)	25%	(70)	15%	(40)	24%	(65)	6%	(15)	274
Ethnicity: Other	15%	(30)	26%	(52)	24%	(48)	27%	(55)	9%	(19)	204
All Christian	28%	(252)	29%	(259)	22%	(193)	16%	(142)	6%	(49)	895
All Non-Christian	36%	(36)	31%	(31)	14%	(14)	14%	(13)	6%	(6)	99
Atheist	15%	(14)	23%	(22)	23%	(22)	36%	(34)	3%	(2)	95
Agnostic/Nothing in particular	19%	(210)	24%	(268)	22%	(240)	26%	(289)	9%	(105)	1111
Religious Non-Protestant/Catholic	35%	(38)	31%	(34)	15%	(16)	14%	(15)	6%	(7)	110
Evangelical	36%	(224)	28%	(174)	17%	(106)	14%	(85)	5%	(34)	623
Non-Evangelical	21%	(161)	28%	(208)	23%	(174)	21%	(159)	6%	(48)	749
Community: Urban	24%	(142)	28%	(167)	18%	(106)	21%	(124)	8%	(48)	586
Community: Suburban	23%	(227)	25%	(256)	23%	(227)	23%	(235)	6%	(62)	1006
Community: Rural	23%	(142)	26%	(158)	22%	(136)	20%	(120)	9%	(53)	608
Employ: Private Sector	18%	(123)	27%	(185)	22%	(154)	28%	(193)	5%	(35)	689
Employ: Government	18%	(26)	28%	(39)	26%	(36)	22%	(30)	5%	(7)	139
Employ: Self-Employed	27%	(52)	25%	(49)	17%	(32)	25%	(49)	5%	(11)	192
Employ: Homemaker	25%	(40)	21%	(34)	23%	(37)	19%	(30)	12%	(20)	161
Employ: Student	10%	(11)	31%	(32)	29%	(31)	23%	(24)	7%	(8)	106
Employ: Retired	35%	(165)	31%	(144)	17%	(82)	11%	(52)	6%	(29)	471
Employ: Unemployed	15%	(35)	25%	(57)	20%	(47)	28%	(65)	12%	(28)	231
Employ: Other	28%	(60)	19%	(41)	23%	(49)	17%	(36)	12%	(25)	211
Military HH: Yes	28%	(105)	28%	(105)	19%	(72)	21%	(81)	5%	(17)	380
Military HH: No	22%	(406)	26%	(475)	22%	(396)	22%	(398)	8%	(145)	1820
RD/WT: Right Direction	22%	(185)	25%	(205)	23%	(191)	22%	(184)	7%	(60)	826
RD/WT: Wrong Track	24%	(326)	27%	(376)	20%	(277)	21%	(294)	7%	(102)	1374

Continued on next page

Table HR4_1: Do the following things in movies bother you, personally, a lot, some, not too much, or not at all?

General violence

Demographic	A lot		Some		Not too much		Not at all		Don't know / No opinion	Total N	
Adults	23%	(511)	26%	(581)	21%	(468)	22%	(478)	7%	(162)	2200
Trump Job Approve	25%	(223)	24%	(210)	23%	(202)	22%	(192)	6%	(53)	880
Trump Job Disapprove	22%	(272)	29%	(349)	20%	(248)	22%	(270)	6%	(72)	1211
Trump Job Strongly Approve	27%	(136)	21%	(106)	22%	(111)	24%	(120)	7%	(34)	507
Trump Job Somewhat Approve	23%	(87)	28%	(104)	24%	(91)	19%	(72)	5%	(19)	372
Trump Job Somewhat Disapprove	15%	(46)	30%	(90)	21%	(61)	28%	(84)	6%	(17)	299
Trump Job Strongly Disapprove	25%	(226)	28%	(259)	20%	(186)	20%	(186)	6%	(55)	912
Favorable of Trump	26%	(219)	24%	(209)	23%	(200)	22%	(186)	5%	(45)	859
Unfavorable of Trump	22%	(266)	29%	(349)	21%	(247)	23%	(272)	5%	(66)	1201
Very Favorable of Trump	27%	(145)	22%	(114)	22%	(116)	24%	(127)	5%	(29)	530
Somewhat Favorable of Trump	23%	(74)	29%	(95)	26%	(84)	18%	(60)	5%	(16)	329
Somewhat Unfavorable of Trump	17%	(37)	30%	(66)	21%	(47)	26%	(58)	6%	(13)	220
Very Unfavorable of Trump	23%	(230)	29%	(283)	20%	(201)	22%	(215)	5%	(53)	981
#1 Issue: Economy	19%	(105)	24%	(129)	24%	(131)	26%	(140)	7%	(40)	546
#1 Issue: Security	24%	(107)	23%	(105)	22%	(100)	25%	(111)	6%	(25)	447
#1 Issue: Health Care	29%	(105)	25%	(90)	17%	(61)	23%	(83)	8%	(28)	368
#1 Issue: Medicare / Social Security	33%	(106)	33%	(106)	16%	(53)	11%	(37)	7%	(22)	324
#1 Issue: Women's Issues	16%	(27)	30%	(50)	23%	(37)	21%	(35)	10%	(16)	165
#1 Issue: Education	17%	(21)	23%	(29)	29%	(36)	24%	(30)	7%	(9)	125
#1 Issue: Energy	16%	(19)	32%	(38)	26%	(30)	21%	(25)	6%	(7)	119
#1 Issue: Other	20%	(21)	31%	(33)	18%	(19)	17%	(18)	14%	(15)	107
2018 House Vote: Democrat	27%	(203)	31%	(231)	20%	(153)	18%	(131)	4%	(31)	749
2018 House Vote: Republican	25%	(178)	24%	(174)	22%	(154)	22%	(159)	7%	(47)	710
2018 House Vote: Someone else	25%	(24)	21%	(20)	26%	(25)	24%	(24)	5%	(5)	99
2016 Vote: Hillary Clinton	29%	(188)	29%	(187)	20%	(132)	18%	(117)	4%	(27)	651
2016 Vote: Donald Trump	25%	(166)	26%	(171)	24%	(158)	21%	(137)	5%	(35)	668
2016 Vote: Other	20%	(37)	28%	(50)	19%	(34)	23%	(41)	10%	(19)	180
2016 Vote: Didn't Vote	17%	(120)	25%	(171)	20%	(140)	26%	(183)	12%	(81)	695
Voted in 2014: Yes	28%	(363)	27%	(359)	21%	(270)	19%	(256)	5%	(65)	1312
Voted in 2014: No	17%	(148)	25%	(222)	22%	(198)	25%	(223)	11%	(97)	888

Continued on next page

Table HR4_1: Do the following things in movies bother you, personally, a lot, some, not too much, or not at all?

General violence

Demographic	A lot		Some		Not too much		Not at all		Don't know / No opinion	Total N	
Adults	23%	(511)	26%	(581)	21%	(468)	22%	(478)	7%	(162)	2200
2012 Vote: Barack Obama	28%	(219)	28%	(224)	20%	(160)	19%	(150)	5%	(37)	790
2012 Vote: Mitt Romney	28%	(145)	26%	(134)	22%	(116)	19%	(101)	5%	(25)	521
2012 Vote: Other	23%	(23)	29%	(28)	22%	(21)	20%	(20)	6%	(6)	97
2012 Vote: Didn't Vote	16%	(122)	25%	(194)	22%	(170)	26%	(208)	12%	(94)	789
4-Region: Northeast	21%	(82)	28%	(109)	22%	(88)	21%	(81)	9%	(34)	394
4-Region: Midwest	22%	(104)	26%	(120)	21%	(95)	25%	(117)	6%	(25)	462
4-Region: South	25%	(208)	24%	(202)	21%	(175)	21%	(170)	9%	(70)	824
4-Region: West	22%	(117)	29%	(150)	21%	(110)	21%	(111)	6%	(33)	520
Watch TV: Every day	23%	(256)	27%	(290)	21%	(228)	25%	(277)	4%	(43)	1094
Watch TV: Several times per week	22%	(108)	30%	(151)	22%	(111)	22%	(108)	5%	(23)	501
Watch TV: About once per week	22%	(30)	19%	(26)	25%	(33)	22%	(29)	12%	(16)	134
Watch TV: Several times per month	22%	(29)	26%	(33)	31%	(41)	14%	(18)	7%	(10)	130
Watch TV: About once per month	13%	(8)	37%	(22)	25%	(15)	15%	(9)	9%	(5)	60
Watch TV: Less often than once per month	21%	(18)	36%	(32)	17%	(15)	15%	(14)	10%	(9)	88
Watch TV: Never	32%	(62)	14%	(27)	12%	(24)	13%	(25)	29%	(56)	194
Watch Movies: Every day	20%	(83)	27%	(115)	17%	(72)	31%	(129)	5%	(22)	422
Watch Movies: Several times per week	23%	(125)	26%	(138)	24%	(130)	24%	(131)	3%	(17)	541
Watch Movies: About once per week	22%	(83)	27%	(102)	25%	(93)	21%	(79)	5%	(17)	373
Watch Movies: Several times per month	23%	(61)	31%	(80)	21%	(55)	21%	(56)	4%	(11)	263
Watch Movies: About once per month	26%	(50)	26%	(50)	25%	(48)	15%	(29)	7%	(14)	192
Watch Movies: Less often than once per month	24%	(48)	30%	(61)	23%	(46)	12%	(25)	12%	(23)	203
Watch Movies: Never	30%	(61)	17%	(35)	11%	(23)	14%	(30)	28%	(58)	206
Watch Sporting Events: Every day	23%	(41)	26%	(45)	20%	(35)	24%	(42)	7%	(12)	175
Watch Sporting Events: Several times per week	24%	(76)	25%	(78)	23%	(74)	25%	(81)	3%	(9)	317
Watch Sporting Events: About once per week	20%	(60)	27%	(81)	25%	(74)	24%	(72)	3%	(10)	297
Watch Sporting Events: Several times per month	24%	(42)	32%	(55)	23%	(39)	17%	(29)	4%	(8)	172
Watch Sporting Events: About once per month	24%	(44)	24%	(44)	23%	(43)	23%	(43)	6%	(10)	185
Watch Sporting Events: Less often than once per month	21%	(71)	31%	(104)	19%	(62)	23%	(76)	5%	(18)	333
Watch Sporting Events: Never	24%	(177)	24%	(173)	20%	(141)	19%	(136)	13%	(95)	722

Continued on next page

Table HR4_1: Do the following things in movies bother you, personally, a lot, some, not too much, or not at all?

General violence

Demographic	A lot	Some	Not too much	Not at all	Don't know / No opinion	Total N
Adults	23% (511)	26% (581)	21% (468)	22% (478)	7% (162)	2200
Cable TV: Currently subscribe	25% (253)	28% (284)	22% (218)	19% (196)	6% (57)	1008
Cable TV: Subscribed in past	22% (170)	27% (210)	22% (171)	26% (202)	4% (34)	786
Cable TV: Never subscribed	22% (89)	21% (87)	19% (78)	20% (80)	18% (71)	406
Satellite TV: Currently subscribe	28% (143)	26% (134)	19% (97)	22% (110)	6% (29)	513
Satellite TV: Subscribed in past	17% (105)	29% (181)	25% (156)	24% (147)	5% (30)	618
Satellite TV: Never subscribed	25% (264)	25% (266)	20% (214)	21% (221)	10% (104)	1069
Streaming Services: Currently subscribe	20% (271)	27% (362)	23% (306)	26% (351)	4% (48)	1338
Streaming Services: Subscribed in past	17% (37)	34% (75)	20% (44)	19% (41)	11% (24)	220
Streaming Services: Never subscribed	32% (203)	22% (144)	18% (117)	13% (86)	14% (91)	642
Film: An avid fan	22% (187)	24% (210)	21% (181)	28% (237)	5% (41)	856
Film: A casual fan	24% (267)	29% (315)	22% (243)	18% (201)	6% (68)	1093
Film: Not a fan	23% (57)	23% (57)	17% (44)	16% (40)	21% (54)	251
Television: An avid fan	24% (277)	26% (297)	21% (234)	24% (275)	5% (52)	1136
Television: A casual fan	23% (208)	27% (248)	23% (217)	20% (181)	8% (69)	923
Television: Not a fan	18% (25)	25% (35)	12% (17)	16% (23)	29% (41)	141
Music: An avid fan	22% (264)	27% (324)	20% (243)	26% (319)	5% (59)	1208
Music: A casual fan	25% (223)	27% (242)	23% (206)	17% (151)	8% (70)	892
Music: Not a fan	24% (24)	15% (15)	19% (18)	9% (9)	33% (33)	100
Fashion: An avid fan	26% (90)	32% (111)	16% (55)	21% (74)	6% (21)	350
Fashion: A casual fan	25% (226)	27% (241)	22% (192)	19% (174)	7% (59)	891
Fashion: Not a fan	20% (195)	24% (229)	23% (221)	24% (231)	9% (83)	960

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

Table HR4_2: Do the following things in movies bother you, personally, a lot, some, not too much, or not at all?
 Violence against women

Demographic	A lot	Some	Not too much	Not at all	Don't know / No opinion	Total N
Adults	45% (994)	25% (541)	11% (233)	11% (241)	9% (191)	2200
Gender: Male	38% (406)	26% (277)	12% (131)	14% (151)	9% (98)	1062
Gender: Female	52% (589)	23% (264)	9% (102)	8% (90)	8% (94)	1138
Age: 18-29	33% (150)	25% (114)	12% (57)	15% (71)	15% (68)	460
Age: 30-44	35% (194)	26% (146)	12% (67)	17% (96)	9% (49)	553
Age: 45-54	47% (177)	27% (100)	9% (36)	9% (35)	8% (29)	376
Age: 55-64	54% (203)	24% (91)	12% (44)	5% (17)	5% (19)	375
Age: 65+	62% (270)	20% (89)	6% (28)	5% (22)	6% (27)	436
Generation Z: 18-22	34% (72)	30% (63)	10% (20)	14% (30)	13% (27)	212
Millennial: Age 23-38	32% (195)	24% (145)	13% (76)	19% (113)	12% (73)	602
Generation X: Age 39-54	44% (254)	27% (153)	11% (63)	10% (59)	8% (46)	575
Boomers: Age 55-73	57% (415)	23% (168)	9% (64)	5% (37)	5% (38)	723
PID: Dem (no lean)	49% (375)	26% (197)	10% (76)	9% (68)	7% (53)	769
PID: Ind (no lean)	44% (331)	22% (165)	10% (79)	12% (92)	11% (85)	751
PID: Rep (no lean)	42% (288)	26% (179)	11% (78)	12% (81)	8% (54)	679
PID/Gender: Dem Men	37% (133)	29% (106)	13% (49)	12% (44)	9% (32)	363
PID/Gender: Dem Women	60% (242)	22% (91)	7% (28)	6% (24)	5% (21)	406
PID/Gender: Ind Men	40% (130)	20% (66)	12% (39)	16% (53)	12% (38)	328
PID/Gender: Ind Women	47% (201)	23% (99)	9% (39)	9% (38)	11% (46)	424
PID/Gender: Rep Men	38% (142)	28% (105)	12% (43)	14% (53)	7% (28)	371
PID/Gender: Rep Women	47% (146)	24% (75)	11% (35)	9% (27)	8% (26)	309
Ideo: Liberal (1-3)	50% (295)	27% (157)	9% (52)	9% (51)	5% (32)	588
Ideo: Moderate (4)	43% (210)	28% (138)	9% (45)	12% (59)	8% (37)	489
Ideo: Conservative (5-7)	48% (359)	23% (176)	12% (86)	11% (81)	6% (47)	749
Educ: < College	42% (633)	25% (382)	11% (170)	12% (176)	10% (151)	1512
Educ: Bachelors degree	50% (222)	23% (104)	11% (47)	10% (44)	6% (27)	444
Educ: Post-grad	57% (139)	23% (55)	7% (16)	9% (21)	5% (13)	244

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Table HR4_2: Do the following things in movies bother you, personally, a lot, some, not too much, or not at all?
Violence against women

Demographic	A lot	Some	Not too much	Not at all	Don't know / No opinion	Total N
Adults	45% (994)	25% (541)	11% (233)	11% (241)	9% (191)	2200
Income: Under 50k	45% (571)	23% (288)	10% (132)	11% (136)	11% (135)	1261
Income: 50k-100k	44% (293)	29% (192)	11% (72)	10% (69)	6% (37)	664
Income: 100k+	47% (130)	22% (61)	10% (28)	13% (36)	7% (19)	275
Ethnicity: White	46% (789)	25% (432)	10% (174)	11% (182)	8% (145)	1722
Ethnicity: Hispanic	45% (156)	25% (87)	10% (36)	11% (39)	9% (32)	349
Ethnicity: Afr. Am.	45% (123)	20% (56)	13% (35)	14% (37)	8% (23)	274
Ethnicity: Other	40% (83)	26% (53)	12% (24)	11% (22)	11% (22)	204
All Christian	50% (450)	26% (234)	9% (83)	8% (74)	6% (54)	895
All Non-Christian	45% (44)	24% (24)	13% (13)	9% (9)	9% (9)	99
Atheist	46% (44)	22% (21)	14% (13)	12% (11)	5% (5)	95
Agnostic/Nothing in particular	41% (457)	24% (263)	11% (123)	13% (146)	11% (123)	1111
Religious Non-Protestant/Catholic	45% (49)	25% (27)	13% (14)	9% (10)	9% (10)	110
Evangelical	55% (341)	25% (158)	8% (48)	6% (36)	6% (39)	623
Non-Evangelical	47% (354)	24% (182)	10% (78)	11% (79)	8% (56)	749
Community: Urban	46% (269)	23% (132)	11% (67)	10% (61)	10% (57)	586
Community: Suburban	45% (457)	25% (256)	10% (103)	11% (115)	7% (74)	1006
Community: Rural	44% (269)	25% (152)	10% (62)	11% (65)	10% (60)	608
Employ: Private Sector	40% (276)	27% (187)	12% (82)	14% (95)	7% (49)	689
Employ: Government	47% (65)	22% (31)	10% (14)	15% (20)	6% (8)	139
Employ: Self-Employed	42% (80)	27% (51)	12% (24)	14% (27)	5% (11)	192
Employ: Homemaker	36% (58)	28% (45)	12% (19)	10% (16)	15% (23)	161
Employ: Student	38% (40)	34% (36)	7% (8)	12% (12)	9% (10)	106
Employ: Retired	59% (280)	21% (100)	7% (35)	6% (27)	6% (29)	471
Employ: Unemployed	41% (95)	22% (52)	11% (25)	11% (27)	14% (32)	231
Employ: Other	47% (100)	18% (39)	13% (27)	8% (16)	14% (30)	211
Military HH: Yes	48% (183)	25% (97)	10% (38)	11% (42)	5% (20)	380
Military HH: No	45% (811)	24% (444)	11% (194)	11% (199)	9% (172)	1820
RD/WT: Right Direction	42% (345)	25% (205)	12% (95)	14% (113)	8% (67)	826
RD/WT: Wrong Track	47% (649)	24% (336)	10% (137)	9% (128)	9% (124)	1374

Continued on next page

Table HR4_2: Do the following things in movies bother you, personally, a lot, some, not too much, or not at all?
Violence against women

Demographic	A lot	Some	Not too much	Not at all	Don't know / No opinion	Total N
Adults	45% (994)	25% (541)	11% (233)	11% (241)	9% (191)	2200
Trump Job Approve	44% (385)	25% (216)	12% (107)	13% (111)	7% (61)	880
Trump Job Disapprove	48% (577)	26% (310)	10% (117)	10% (118)	7% (88)	1211
Trump Job Strongly Approve	45% (227)	22% (113)	12% (59)	15% (74)	7% (33)	507
Trump Job Somewhat Approve	42% (158)	28% (103)	13% (48)	10% (37)	7% (27)	372
Trump Job Somewhat Disapprove	40% (118)	31% (92)	10% (31)	12% (35)	7% (22)	299
Trump Job Strongly Disapprove	50% (459)	24% (218)	9% (85)	9% (83)	7% (66)	912
Favorable of Trump	45% (390)	24% (210)	12% (99)	13% (110)	6% (51)	859
Unfavorable of Trump	48% (572)	26% (309)	10% (119)	10% (119)	7% (82)	1201
Very Favorable of Trump	45% (238)	24% (125)	10% (54)	15% (81)	6% (32)	530
Somewhat Favorable of Trump	46% (152)	26% (85)	14% (45)	9% (28)	6% (19)	329
Somewhat Unfavorable of Trump	38% (85)	30% (67)	11% (24)	13% (28)	8% (17)	220
Very Unfavorable of Trump	50% (488)	25% (242)	10% (95)	9% (91)	7% (65)	981
#1 Issue: Economy	40% (218)	26% (141)	11% (59)	14% (75)	10% (54)	546
#1 Issue: Security	47% (209)	25% (111)	10% (43)	13% (57)	6% (27)	447
#1 Issue: Health Care	48% (176)	23% (85)	11% (41)	10% (35)	8% (31)	368
#1 Issue: Medicare / Social Security	53% (172)	21% (69)	10% (33)	7% (23)	8% (27)	324
#1 Issue: Women's Issues	45% (73)	31% (50)	9% (14)	6% (10)	10% (17)	165
#1 Issue: Education	38% (48)	29% (37)	11% (13)	13% (16)	9% (11)	125
#1 Issue: Energy	46% (54)	17% (21)	15% (18)	13% (16)	9% (10)	119
#1 Issue: Other	42% (45)	25% (26)	10% (11)	9% (10)	14% (15)	107
2018 House Vote: Democrat	52% (391)	25% (185)	11% (80)	7% (52)	6% (42)	749
2018 House Vote: Republican	45% (320)	24% (171)	11% (77)	13% (92)	7% (50)	710
2018 House Vote: Someone else	47% (47)	26% (25)	4% (4)	14% (14)	10% (9)	99
2016 Vote: Hillary Clinton	53% (343)	25% (165)	9% (60)	7% (46)	6% (37)	651
2016 Vote: Donald Trump	44% (291)	26% (171)	12% (83)	13% (85)	6% (38)	668
2016 Vote: Other	43% (77)	27% (49)	10% (17)	10% (18)	11% (20)	180
2016 Vote: Didn't Vote	40% (280)	22% (156)	10% (72)	13% (90)	14% (97)	695
Voted in 2014: Yes	50% (653)	24% (321)	10% (127)	10% (132)	6% (79)	1312
Voted in 2014: No	38% (342)	25% (220)	12% (106)	12% (108)	13% (112)	888

Continued on next page

Table HR4_2: Do the following things in movies bother you, personally, a lot, some, not too much, or not at all?
Violence against women

Demographic	A lot	Some	Not too much	Not at all	Don't know / No opinion	Total N
Adults	45% (994)	25% (541)	11% (233)	11% (241)	9% (191)	2200
2012 Vote: Barack Obama	52% (414)	24% (190)	10% (81)	8% (63)	5% (43)	790
2012 Vote: Mitt Romney	45% (235)	27% (140)	10% (51)	11% (59)	7% (36)	521
2012 Vote: Other	48% (47)	25% (24)	12% (12)	9% (8)	6% (6)	97
2012 Vote: Didn't Vote	38% (298)	23% (184)	11% (88)	14% (111)	14% (107)	789
4-Region: Northeast	48% (189)	21% (82)	12% (45)	11% (43)	9% (34)	394
4-Region: Midwest	41% (188)	28% (130)	10% (46)	14% (65)	7% (33)	462
4-Region: South	46% (375)	25% (203)	11% (90)	9% (75)	10% (81)	824
4-Region: West	46% (242)	24% (126)	10% (51)	11% (58)	8% (43)	520
Watch TV: Every day	47% (513)	25% (268)	10% (111)	13% (143)	5% (58)	1094
Watch TV: Several times per week	45% (227)	28% (142)	11% (57)	9% (46)	6% (29)	501
Watch TV: About once per week	41% (55)	22% (30)	12% (17)	10% (14)	14% (18)	134
Watch TV: Several times per month	45% (59)	24% (31)	14% (19)	10% (13)	7% (10)	130
Watch TV: About once per month	38% (23)	31% (18)	12% (7)	8% (5)	11% (6)	60
Watch TV: Less often than once per month	42% (37)	27% (24)	14% (12)	5% (5)	11% (10)	88
Watch TV: Never	41% (80)	14% (27)	6% (11)	8% (16)	31% (60)	194
Watch Movies: Every day	43% (179)	24% (100)	10% (42)	18% (75)	6% (25)	422
Watch Movies: Several times per week	46% (248)	26% (142)	13% (70)	11% (59)	4% (23)	541
Watch Movies: About once per week	45% (167)	26% (98)	13% (47)	10% (37)	6% (23)	373
Watch Movies: Several times per month	49% (129)	26% (69)	11% (30)	7% (20)	6% (16)	263
Watch Movies: About once per month	51% (98)	26% (50)	5% (10)	9% (18)	8% (16)	192
Watch Movies: Less often than once per month	45% (92)	24% (49)	9% (19)	8% (17)	13% (26)	203
Watch Movies: Never	39% (80)	16% (33)	7% (14)	8% (16)	31% (63)	206
Watch Sporting Events: Every day	47% (83)	16% (28)	11% (19)	16% (29)	10% (17)	175
Watch Sporting Events: Several times per week	46% (144)	24% (77)	13% (41)	11% (36)	6% (19)	317
Watch Sporting Events: About once per week	44% (132)	31% (93)	10% (29)	11% (34)	3% (9)	297
Watch Sporting Events: Several times per month	48% (83)	30% (52)	10% (18)	6% (11)	5% (9)	172
Watch Sporting Events: About once per month	44% (81)	26% (48)	11% (20)	13% (23)	7% (12)	185
Watch Sporting Events: Less often than once per month	45% (148)	27% (91)	9% (31)	12% (41)	7% (22)	333
Watch Sporting Events: Never	45% (324)	21% (152)	10% (75)	9% (68)	14% (103)	722

Continued on next page

Table HR4_2: Do the following things in movies bother you, personally, a lot, some, not too much, or not at all?

Violence against women

Demographic	A lot	Some	Not too much	Not at all	Don't know / No opinion	Total N
Adults	45% (994)	25% (541)	11% (233)	11% (241)	9% (191)	2200
Cable TV: Currently subscribe	47% (472)	27% (268)	10% (98)	10% (105)	6% (64)	1008
Cable TV: Subscribed in past	46% (361)	26% (207)	11% (90)	11% (84)	6% (45)	786
Cable TV: Never subscribed	40% (161)	16% (66)	11% (44)	13% (52)	20% (82)	406
Satellite TV: Currently subscribe	47% (243)	24% (126)	9% (45)	13% (65)	7% (34)	513
Satellite TV: Subscribed in past	45% (278)	27% (168)	12% (75)	10% (59)	6% (38)	618
Satellite TV: Never subscribed	44% (474)	23% (247)	10% (112)	11% (117)	11% (119)	1069
Streaming Services: Currently subscribe	45% (608)	26% (344)	11% (149)	13% (171)	5% (66)	1338
Streaming Services: Subscribed in past	38% (83)	29% (63)	11% (24)	9% (21)	13% (29)	220
Streaming Services: Never subscribed	47% (304)	21% (134)	9% (59)	8% (49)	15% (96)	642
Film: An avid fan	43% (368)	25% (215)	11% (96)	14% (123)	6% (53)	856
Film: A casual fan	48% (529)	26% (280)	10% (112)	8% (88)	8% (83)	1093
Film: Not a fan	39% (98)	18% (46)	10% (24)	12% (29)	22% (54)	251
Television: An avid fan	48% (546)	23% (264)	10% (111)	13% (146)	6% (69)	1136
Television: A casual fan	43% (400)	28% (258)	12% (110)	8% (76)	9% (79)	923
Television: Not a fan	34% (48)	14% (20)	8% (11)	13% (18)	31% (43)	141
Music: An avid fan	47% (567)	24% (288)	10% (123)	12% (149)	7% (82)	1208
Music: A casual fan	45% (401)	26% (235)	11% (95)	9% (83)	9% (77)	892
Music: Not a fan	26% (26)	18% (18)	15% (15)	9% (9)	32% (32)	100
Fashion: An avid fan	52% (182)	20% (70)	9% (30)	10% (36)	9% (30)	350
Fashion: A casual fan	46% (407)	26% (233)	11% (95)	10% (90)	7% (65)	891
Fashion: Not a fan	42% (405)	25% (238)	11% (107)	12% (114)	10% (95)	960

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

Table HR4_3: Do the following things in movies bother you, personally, a lot, some, not too much, or not at all?

Sex

Demographic	A lot		Some		Not too much		Not at all		Don't know / No opinion	Total N	
Adults	20%	(441)	20%	(447)	22%	(485)	30%	(655)	8%	(173)	2200
Gender: Male	15%	(159)	18%	(194)	23%	(243)	36%	(379)	8%	(86)	1062
Gender: Female	25%	(281)	22%	(253)	21%	(242)	24%	(276)	8%	(87)	1138
Age: 18-29	11%	(49)	17%	(77)	22%	(100)	37%	(169)	14%	(65)	460
Age: 30-44	15%	(85)	19%	(104)	20%	(111)	38%	(212)	8%	(42)	553
Age: 45-54	19%	(73)	20%	(74)	21%	(77)	34%	(127)	7%	(26)	376
Age: 55-64	23%	(86)	24%	(89)	27%	(103)	22%	(83)	4%	(14)	375
Age: 65+	34%	(148)	24%	(103)	22%	(94)	15%	(65)	6%	(26)	436
Generation Z: 18-22	11%	(24)	22%	(46)	26%	(55)	30%	(63)	12%	(25)	212
Millennial: Age 23-38	14%	(81)	15%	(91)	19%	(114)	42%	(252)	11%	(65)	602
Generation X: Age 39-54	18%	(102)	21%	(119)	21%	(119)	33%	(192)	7%	(43)	575
Boomers: Age 55-73	28%	(204)	23%	(165)	25%	(180)	19%	(141)	4%	(32)	723
PID: Dem (no lean)	17%	(132)	21%	(160)	21%	(163)	34%	(263)	7%	(52)	769
PID: Ind (no lean)	17%	(127)	20%	(151)	24%	(178)	29%	(221)	10%	(74)	751
PID: Rep (no lean)	27%	(182)	20%	(136)	21%	(144)	25%	(171)	7%	(47)	679
PID/Gender: Dem Men	11%	(41)	17%	(61)	21%	(78)	42%	(152)	9%	(31)	363
PID/Gender: Dem Women	22%	(91)	24%	(98)	21%	(85)	27%	(111)	5%	(21)	406
PID/Gender: Ind Men	15%	(48)	16%	(53)	24%	(79)	36%	(117)	9%	(31)	328
PID/Gender: Ind Women	19%	(79)	23%	(98)	23%	(99)	24%	(103)	10%	(44)	424
PID/Gender: Rep Men	19%	(71)	22%	(80)	23%	(86)	30%	(110)	7%	(24)	371
PID/Gender: Rep Women	36%	(111)	18%	(56)	19%	(57)	20%	(62)	7%	(23)	309
Ideo: Liberal (1-3)	13%	(78)	19%	(110)	23%	(133)	41%	(239)	5%	(28)	588
Ideo: Moderate (4)	18%	(86)	25%	(120)	23%	(113)	28%	(137)	7%	(34)	489
Ideo: Conservative (5-7)	29%	(219)	22%	(164)	21%	(161)	22%	(164)	5%	(41)	749
Educ: < College	20%	(309)	20%	(295)	20%	(310)	30%	(457)	9%	(141)	1512
Educ: Bachelors degree	17%	(77)	21%	(93)	28%	(123)	29%	(130)	4%	(20)	444
Educ: Post-grad	22%	(54)	24%	(59)	21%	(52)	27%	(67)	5%	(12)	244

Continued on next page

Table HR4_3: Do the following things in movies bother you, personally, a lot, some, not too much, or not at all?

Sex

Demographic	A lot		Some		Not too much		Not at all		Don't know / No opinion	Total N	
Adults	20%	(441)	20%	(447)	22%	(485)	30%	(655)	8%	(173)	2200
Income: Under 50k	21%	(269)	19%	(244)	20%	(255)	29%	(360)	10%	(132)	1261
Income: 50k-100k	20%	(130)	22%	(146)	23%	(151)	32%	(211)	4%	(27)	664
Income: 100k+	15%	(42)	20%	(56)	29%	(79)	31%	(84)	5%	(14)	275
Ethnicity: White	20%	(338)	21%	(363)	22%	(380)	29%	(508)	8%	(133)	1722
Ethnicity: Hispanic	19%	(66)	17%	(58)	23%	(81)	31%	(110)	10%	(35)	349
Ethnicity: Afr. Am.	22%	(62)	18%	(50)	22%	(59)	31%	(85)	7%	(18)	274
Ethnicity: Other	20%	(41)	16%	(33)	23%	(46)	30%	(62)	10%	(21)	204
All Christian	24%	(218)	25%	(225)	23%	(203)	22%	(198)	6%	(50)	895
All Non-Christian	23%	(22)	24%	(24)	17%	(17)	26%	(25)	10%	(10)	99
Atheist	6%	(6)	12%	(12)	30%	(28)	49%	(46)	3%	(2)	95
Agnostic/Nothing in particular	17%	(194)	17%	(186)	21%	(236)	35%	(385)	10%	(110)	1111
Religious Non-Protestant/Catholic	23%	(25)	25%	(28)	18%	(20)	23%	(25)	10%	(11)	110
Evangelical	36%	(223)	24%	(151)	19%	(120)	15%	(94)	6%	(35)	623
Non-Evangelical	17%	(126)	22%	(161)	24%	(180)	31%	(229)	7%	(54)	749
Community: Urban	19%	(111)	18%	(104)	24%	(141)	30%	(176)	9%	(54)	586
Community: Suburban	18%	(185)	21%	(214)	24%	(238)	30%	(302)	7%	(68)	1006
Community: Rural	24%	(145)	21%	(129)	17%	(105)	29%	(177)	8%	(51)	608
Employ: Private Sector	16%	(109)	19%	(128)	22%	(150)	38%	(261)	6%	(42)	689
Employ: Government	15%	(20)	22%	(30)	25%	(35)	33%	(45)	5%	(8)	139
Employ: Self-Employed	26%	(49)	21%	(41)	21%	(40)	28%	(53)	5%	(9)	192
Employ: Homemaker	21%	(34)	29%	(47)	16%	(26)	19%	(31)	14%	(23)	161
Employ: Student	12%	(13)	20%	(21)	23%	(24)	38%	(41)	7%	(8)	106
Employ: Retired	28%	(131)	24%	(115)	23%	(108)	19%	(91)	5%	(25)	471
Employ: Unemployed	13%	(30)	15%	(35)	24%	(55)	36%	(83)	12%	(28)	231
Employ: Other	26%	(54)	14%	(29)	22%	(47)	24%	(51)	14%	(30)	211
Military HH: Yes	23%	(89)	21%	(79)	22%	(84)	30%	(113)	4%	(14)	380
Military HH: No	19%	(352)	20%	(368)	22%	(401)	30%	(542)	9%	(158)	1820
RD/WT: Right Direction	25%	(207)	20%	(168)	21%	(176)	26%	(215)	7%	(60)	826
RD/WT: Wrong Track	17%	(233)	20%	(279)	23%	(309)	32%	(440)	8%	(113)	1374

Continued on next page

Table HR4_3: Do the following things in movies bother you, personally, a lot, some, not too much, or not at all?

Sex	Demographic	A lot	Some	Not too much	Not at all	Don't know / No opinion	Total N
	Adults	20% (441)	20% (447)	22% (485)	30% (655)	8% (173)	2200
	Trump Job Approve	27% (237)	20% (179)	22% (192)	25% (217)	6% (55)	880
	Trump Job Disapprove	16% (190)	21% (251)	23% (275)	34% (417)	6% (77)	1211
	Trump Job Strongly Approve	30% (150)	19% (96)	19% (97)	26% (131)	7% (33)	507
	Trump Job Somewhat Approve	23% (87)	22% (83)	25% (95)	23% (86)	6% (22)	372
	Trump Job Somewhat Disapprove	12% (36)	27% (79)	20% (60)	36% (106)	6% (18)	299
	Trump Job Strongly Disapprove	17% (154)	19% (172)	24% (215)	34% (311)	7% (60)	912
	Favorable of Trump	28% (239)	21% (178)	22% (188)	25% (212)	5% (42)	859
	Unfavorable of Trump	15% (182)	21% (258)	22% (268)	35% (417)	6% (77)	1201
	Very Favorable of Trump	29% (154)	19% (101)	20% (106)	26% (140)	6% (29)	530
	Somewhat Favorable of Trump	26% (85)	23% (77)	25% (83)	22% (72)	4% (13)	329
	Somewhat Unfavorable of Trump	15% (32)	29% (64)	18% (40)	31% (68)	7% (16)	220
	Very Unfavorable of Trump	15% (150)	20% (194)	23% (228)	36% (349)	6% (61)	981
	#1 Issue: Economy	16% (90)	20% (107)	24% (130)	33% (178)	8% (42)	546
	#1 Issue: Security	24% (107)	19% (85)	23% (101)	29% (130)	5% (24)	447
	#1 Issue: Health Care	17% (62)	22% (80)	21% (79)	31% (116)	8% (31)	368
	#1 Issue: Medicare / Social Security	29% (92)	24% (78)	20% (63)	19% (61)	9% (29)	324
	#1 Issue: Women's Issues	17% (27)	13% (22)	29% (48)	31% (52)	10% (16)	165
	#1 Issue: Education	22% (27)	21% (26)	21% (27)	29% (37)	7% (9)	125
	#1 Issue: Energy	14% (17)	24% (28)	15% (18)	40% (48)	7% (8)	119
	#1 Issue: Other	16% (17)	20% (21)	19% (20)	33% (35)	13% (14)	107
	2018 House Vote: Democrat	17% (130)	20% (148)	24% (183)	33% (247)	6% (41)	749
	2018 House Vote: Republican	27% (191)	22% (154)	22% (154)	24% (168)	6% (43)	710
	2018 House Vote: Someone else	21% (21)	17% (17)	26% (26)	30% (29)	6% (6)	99
	2016 Vote: Hillary Clinton	16% (107)	20% (131)	24% (157)	34% (220)	6% (36)	651
	2016 Vote: Donald Trump	26% (175)	22% (145)	23% (155)	24% (159)	5% (33)	668
	2016 Vote: Other	20% (37)	22% (40)	19% (34)	28% (51)	10% (19)	180
	2016 Vote: Didn't Vote	17% (121)	19% (129)	20% (136)	32% (224)	12% (85)	695
	Voted in 2014: Yes	23% (296)	22% (286)	23% (299)	28% (362)	5% (70)	1312
	Voted in 2014: No	16% (145)	18% (161)	21% (186)	33% (293)	12% (103)	888

Continued on next page

Table HR4_3: Do the following things in movies bother you, personally, a lot, some, not too much, or not at all?

Sex

Demographic	A lot		Some		Not too much		Not at all		Don't know / No opinion		Total N
Adults	20%	(441)	20%	(447)	22%	(485)	30%	(655)	8%	(173)	2200
2012 Vote: Barack Obama	16%	(126)	21%	(165)	25%	(198)	33%	(263)	5%	(39)	790
2012 Vote: Mitt Romney	31%	(160)	22%	(112)	22%	(115)	20%	(104)	6%	(30)	521
2012 Vote: Other	25%	(24)	22%	(22)	24%	(24)	24%	(23)	5%	(4)	97
2012 Vote: Didn't Vote	16%	(129)	19%	(147)	19%	(148)	34%	(265)	13%	(100)	789
4-Region: Northeast	17%	(65)	22%	(86)	20%	(78)	33%	(132)	8%	(33)	394
4-Region: Midwest	20%	(94)	20%	(93)	23%	(107)	30%	(140)	6%	(29)	462
4-Region: South	21%	(172)	20%	(165)	22%	(179)	28%	(234)	9%	(73)	824
4-Region: West	21%	(110)	20%	(103)	23%	(120)	29%	(149)	7%	(38)	520
Watch TV: Every day	18%	(200)	21%	(231)	21%	(230)	35%	(383)	5%	(50)	1094
Watch TV: Several times per week	21%	(108)	19%	(95)	24%	(122)	30%	(149)	6%	(28)	501
Watch TV: About once per week	16%	(22)	24%	(32)	21%	(28)	28%	(38)	11%	(14)	134
Watch TV: Several times per month	22%	(28)	19%	(25)	30%	(39)	21%	(28)	8%	(10)	130
Watch TV: About once per month	15%	(9)	27%	(16)	28%	(17)	21%	(12)	9%	(5)	60
Watch TV: Less often than once per month	27%	(24)	26%	(23)	22%	(19)	16%	(14)	9%	(8)	88
Watch TV: Never	26%	(50)	13%	(25)	16%	(30)	16%	(31)	29%	(57)	194
Watch Movies: Every day	20%	(84)	16%	(67)	19%	(80)	39%	(164)	6%	(27)	422
Watch Movies: Several times per week	18%	(97)	23%	(124)	22%	(122)	33%	(178)	4%	(21)	541
Watch Movies: About once per week	19%	(71)	19%	(71)	25%	(94)	32%	(120)	5%	(17)	373
Watch Movies: Several times per month	21%	(54)	23%	(60)	24%	(64)	29%	(75)	4%	(11)	263
Watch Movies: About once per month	20%	(38)	24%	(45)	28%	(54)	20%	(39)	8%	(15)	192
Watch Movies: Less often than once per month	21%	(44)	27%	(56)	20%	(40)	20%	(42)	11%	(22)	203
Watch Movies: Never	26%	(54)	12%	(25)	15%	(31)	18%	(36)	29%	(60)	206
Watch Sporting Events: Every day	19%	(33)	17%	(29)	19%	(34)	38%	(67)	7%	(13)	175
Watch Sporting Events: Several times per week	15%	(47)	20%	(62)	28%	(88)	34%	(109)	3%	(11)	317
Watch Sporting Events: About once per week	18%	(52)	23%	(68)	24%	(70)	31%	(93)	5%	(14)	297
Watch Sporting Events: Several times per month	26%	(45)	20%	(35)	18%	(31)	30%	(52)	6%	(10)	172
Watch Sporting Events: About once per month	19%	(34)	21%	(39)	18%	(34)	36%	(67)	6%	(11)	185
Watch Sporting Events: Less often than once per month	21%	(69)	23%	(77)	23%	(75)	27%	(91)	6%	(21)	333
Watch Sporting Events: Never	22%	(161)	19%	(136)	21%	(154)	24%	(176)	13%	(95)	722

Continued on next page

Table HR4_3: Do the following things in movies bother you, personally, a lot, some, not too much, or not at all?

Sex	Demographic	A lot	Some	Not too much	Not at all	Don't know / No opinion	Total N
	Adults	20% (441)	20% (447)	22% (485)	30% (655)	8% (173)	2200
	Cable TV: Currently subscribe	20% (206)	22% (224)	22% (223)	29% (295)	6% (59)	1008
	Cable TV: Subscribed in past	19% (150)	19% (147)	24% (189)	33% (260)	5% (40)	786
	Cable TV: Never subscribed	21% (85)	19% (75)	18% (73)	25% (100)	18% (73)	406
	Satellite TV: Currently subscribe	25% (128)	22% (114)	21% (108)	27% (136)	5% (27)	513
	Satellite TV: Subscribed in past	15% (95)	21% (131)	22% (134)	36% (225)	5% (33)	618
	Satellite TV: Never subscribed	20% (218)	19% (202)	23% (243)	27% (294)	10% (112)	1069
	Streaming Services: Currently subscribe	18% (237)	19% (260)	22% (294)	37% (492)	4% (55)	1338
	Streaming Services: Subscribed in past	16% (35)	27% (60)	26% (58)	19% (41)	12% (27)	220
	Streaming Services: Never subscribed	26% (168)	20% (127)	21% (134)	19% (122)	14% (91)	642
	Film: An avid fan	18% (151)	17% (148)	21% (178)	39% (331)	6% (48)	856
	Film: A casual fan	22% (237)	23% (248)	24% (266)	25% (272)	6% (70)	1093
	Film: Not a fan	21% (53)	20% (51)	16% (41)	20% (51)	22% (55)	251
	Television: An avid fan	19% (220)	20% (224)	21% (238)	34% (391)	6% (63)	1136
	Television: A casual fan	21% (194)	22% (203)	24% (223)	25% (234)	7% (69)	923
	Television: Not a fan	19% (26)	14% (19)	17% (24)	21% (30)	29% (41)	141
	Music: An avid fan	17% (205)	20% (241)	22% (266)	35% (426)	6% (70)	1208
	Music: A casual fan	24% (218)	21% (188)	22% (199)	24% (217)	8% (70)	892
	Music: Not a fan	18% (18)	18% (18)	20% (20)	11% (11)	33% (33)	100
	Fashion: An avid fan	19% (67)	21% (73)	18% (65)	33% (114)	9% (31)	350
	Fashion: A casual fan	21% (184)	21% (190)	23% (207)	28% (250)	7% (59)	891
	Fashion: Not a fan	20% (190)	19% (184)	22% (213)	30% (290)	9% (83)	960

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

Table HR4_4: Do the following things in movies bother you, personally, a lot, some, not too much, or not at all?
 Profanity

Demographic	A lot		Some		Not too much		Not at all		Don't know / No opinion		Total N
Adults	22%	(479)	19%	(423)	22%	(488)	29%	(644)	8%	(167)	2200
Gender: Male	18%	(188)	20%	(207)	22%	(237)	32%	(344)	8%	(85)	1062
Gender: Female	26%	(291)	19%	(215)	22%	(251)	26%	(300)	7%	(81)	1138
Age: 18-29	8%	(35)	14%	(66)	21%	(98)	44%	(203)	13%	(59)	460
Age: 30-44	13%	(75)	17%	(91)	25%	(138)	37%	(205)	8%	(44)	553
Age: 45-54	21%	(79)	20%	(74)	20%	(75)	33%	(124)	7%	(25)	376
Age: 55-64	28%	(107)	25%	(95)	27%	(102)	16%	(59)	3%	(13)	375
Age: 65+	42%	(184)	22%	(97)	17%	(75)	12%	(54)	6%	(26)	436
Generation Z: 18-22	6%	(13)	20%	(42)	22%	(47)	41%	(87)	11%	(23)	212
Millennial: Age 23-38	11%	(66)	13%	(76)	22%	(132)	44%	(267)	10%	(63)	602
Generation X: Age 39-54	19%	(110)	20%	(113)	23%	(132)	31%	(179)	7%	(42)	575
Boomers: Age 55-73	34%	(246)	24%	(172)	23%	(165)	15%	(108)	4%	(31)	723
PID: Dem (no lean)	18%	(138)	19%	(149)	22%	(173)	34%	(260)	6%	(49)	769
PID: Ind (no lean)	20%	(149)	17%	(131)	23%	(170)	31%	(231)	9%	(70)	751
PID: Rep (no lean)	28%	(191)	21%	(142)	21%	(145)	23%	(153)	7%	(48)	679
PID/Gender: Dem Men	13%	(45)	18%	(67)	23%	(82)	38%	(139)	8%	(30)	363
PID/Gender: Dem Women	23%	(93)	20%	(82)	22%	(91)	30%	(122)	5%	(19)	406
PID/Gender: Ind Men	19%	(63)	18%	(60)	19%	(61)	35%	(114)	9%	(30)	328
PID/Gender: Ind Women	20%	(86)	17%	(71)	26%	(109)	28%	(117)	9%	(40)	424
PID/Gender: Rep Men	21%	(79)	22%	(81)	25%	(94)	25%	(92)	7%	(25)	371
PID/Gender: Rep Women	36%	(112)	20%	(62)	17%	(51)	20%	(61)	7%	(22)	309
Ideo: Liberal (1-3)	14%	(81)	16%	(95)	24%	(142)	41%	(243)	5%	(27)	588
Ideo: Moderate (4)	19%	(93)	24%	(116)	25%	(121)	26%	(128)	6%	(31)	489
Ideo: Conservative (5-7)	33%	(249)	21%	(160)	19%	(142)	21%	(157)	5%	(41)	749
Educ: < College	21%	(320)	18%	(276)	21%	(319)	31%	(461)	9%	(135)	1512
Educ: Bachelors degree	21%	(95)	20%	(89)	27%	(118)	27%	(122)	4%	(19)	444
Educ: Post-grad	26%	(63)	24%	(57)	21%	(51)	25%	(61)	5%	(12)	244

Continued on next page

Table HR4_4: Do the following things in movies bother you, personally, a lot, some, not too much, or not at all?

Profanity

Demographic	A lot		Some		Not too much		Not at all		Don't know / No opinion	Total N	
Adults	22%	(479)	19%	(423)	22%	(488)	29%	(644)	8%	(167)	2200
Income: Under 50k	22%	(280)	20%	(256)	19%	(246)	28%	(356)	10%	(124)	1261
Income: 50k-100k	22%	(145)	17%	(112)	26%	(174)	31%	(205)	4%	(27)	664
Income: 100k+	19%	(53)	20%	(55)	25%	(68)	30%	(83)	6%	(15)	275
Ethnicity: White	22%	(374)	19%	(333)	23%	(395)	29%	(494)	7%	(126)	1722
Ethnicity: Hispanic	15%	(54)	18%	(61)	27%	(93)	31%	(109)	9%	(32)	349
Ethnicity: Afr. Am.	26%	(72)	19%	(53)	16%	(45)	31%	(86)	7%	(19)	274
Ethnicity: Other	16%	(33)	18%	(37)	24%	(48)	32%	(64)	10%	(21)	204
All Christian	28%	(251)	23%	(206)	24%	(215)	20%	(177)	5%	(46)	895
All Non-Christian	22%	(22)	23%	(23)	22%	(22)	24%	(23)	10%	(10)	99
Atheist	6%	(5)	15%	(14)	20%	(19)	56%	(53)	3%	(3)	95
Agnostic/Nothing in particular	18%	(201)	16%	(179)	21%	(232)	35%	(392)	10%	(108)	1111
Religious Non-Protestant/Catholic	23%	(25)	23%	(25)	21%	(23)	24%	(26)	9%	(10)	110
Evangelical	39%	(246)	22%	(139)	17%	(107)	16%	(98)	5%	(33)	623
Non-Evangelical	18%	(137)	20%	(149)	27%	(203)	28%	(213)	6%	(48)	749
Community: Urban	20%	(120)	19%	(113)	22%	(128)	29%	(172)	9%	(53)	586
Community: Suburban	20%	(206)	19%	(188)	23%	(233)	31%	(314)	7%	(66)	1006
Community: Rural	25%	(153)	20%	(123)	21%	(127)	26%	(158)	8%	(47)	608
Employ: Private Sector	17%	(117)	19%	(129)	22%	(152)	37%	(256)	5%	(36)	689
Employ: Government	14%	(19)	25%	(35)	26%	(37)	29%	(40)	6%	(8)	139
Employ: Self-Employed	27%	(51)	20%	(38)	17%	(33)	31%	(60)	5%	(10)	192
Employ: Homemaker	19%	(31)	17%	(28)	28%	(45)	22%	(35)	14%	(23)	161
Employ: Student	8%	(8)	16%	(17)	20%	(22)	48%	(51)	8%	(8)	106
Employ: Retired	37%	(172)	24%	(113)	18%	(82)	16%	(77)	6%	(26)	471
Employ: Unemployed	14%	(31)	15%	(34)	25%	(57)	34%	(79)	13%	(30)	231
Employ: Other	23%	(49)	14%	(29)	29%	(61)	22%	(47)	12%	(25)	211
Military HH: Yes	28%	(107)	18%	(68)	21%	(81)	29%	(110)	3%	(13)	380
Military HH: No	20%	(371)	19%	(354)	22%	(407)	29%	(534)	8%	(153)	1820
RD/WT: Right Direction	26%	(217)	19%	(160)	23%	(190)	24%	(196)	8%	(62)	826
RD/WT: Wrong Track	19%	(261)	19%	(263)	22%	(298)	33%	(448)	8%	(105)	1374

Continued on next page

Table HR4_4: Do the following things in movies bother you, personally, a lot, some, not too much, or not at all?*Profanity*

Demographic	A lot		Some		Not too much		Not at all		Don't know / No opinion		Total N
Adults	22%	(479)	19%	(423)	22%	(488)	29%	(644)	8%	(167)	2200
Trump Job Approve	30%	(267)	20%	(175)	21%	(185)	22%	(197)	6%	(57)	880
Trump Job Disapprove	16%	(199)	20%	(237)	23%	(278)	35%	(425)	6%	(73)	1211
Trump Job Strongly Approve	33%	(168)	20%	(101)	18%	(90)	23%	(115)	7%	(34)	507
Trump Job Somewhat Approve	26%	(99)	20%	(74)	26%	(95)	22%	(82)	6%	(23)	372
Trump Job Somewhat Disapprove	13%	(39)	19%	(56)	27%	(81)	35%	(104)	6%	(19)	299
Trump Job Strongly Disapprove	18%	(160)	20%	(181)	22%	(197)	35%	(321)	6%	(54)	912
Favorable of Trump	30%	(260)	21%	(180)	22%	(188)	22%	(189)	5%	(43)	859
Unfavorable of Trump	16%	(197)	19%	(227)	23%	(279)	36%	(428)	6%	(70)	1201
Very Favorable of Trump	32%	(171)	21%	(111)	19%	(100)	22%	(117)	6%	(30)	530
Somewhat Favorable of Trump	27%	(88)	21%	(68)	27%	(88)	22%	(71)	4%	(13)	329
Somewhat Unfavorable of Trump	18%	(39)	20%	(44)	24%	(53)	31%	(69)	7%	(16)	220
Very Unfavorable of Trump	16%	(159)	19%	(183)	23%	(226)	37%	(359)	6%	(54)	981
#1 Issue: Economy	18%	(98)	19%	(105)	23%	(126)	32%	(175)	8%	(42)	546
#1 Issue: Security	26%	(117)	20%	(88)	24%	(108)	25%	(111)	5%	(23)	447
#1 Issue: Health Care	20%	(72)	22%	(82)	21%	(79)	29%	(107)	8%	(28)	368
#1 Issue: Medicare / Social Security	35%	(114)	20%	(65)	20%	(65)	17%	(53)	8%	(27)	324
#1 Issue: Women's Issues	13%	(22)	15%	(25)	21%	(35)	40%	(66)	10%	(16)	165
#1 Issue: Education	20%	(25)	12%	(14)	28%	(35)	33%	(42)	7%	(9)	125
#1 Issue: Energy	11%	(14)	14%	(17)	21%	(25)	47%	(56)	7%	(8)	119
#1 Issue: Other	16%	(17)	25%	(27)	15%	(16)	31%	(34)	12%	(13)	107
2018 House Vote: Democrat	20%	(149)	20%	(148)	23%	(171)	33%	(244)	5%	(38)	749
2018 House Vote: Republican	30%	(210)	21%	(147)	21%	(152)	22%	(156)	6%	(45)	710
2018 House Vote: Someone else	24%	(24)	17%	(17)	20%	(20)	33%	(32)	6%	(6)	99
2016 Vote: Hillary Clinton	19%	(126)	21%	(138)	23%	(150)	31%	(205)	5%	(33)	651
2016 Vote: Donald Trump	31%	(210)	21%	(138)	22%	(146)	21%	(139)	5%	(35)	668
2016 Vote: Other	17%	(31)	19%	(33)	20%	(36)	34%	(61)	11%	(19)	180
2016 Vote: Didn't Vote	16%	(112)	16%	(110)	23%	(157)	34%	(238)	11%	(79)	695
Voted in 2014: Yes	26%	(340)	21%	(279)	22%	(287)	25%	(333)	6%	(72)	1312
Voted in 2014: No	16%	(138)	16%	(144)	23%	(201)	35%	(311)	11%	(94)	888

Continued on next page

Table HR4_4: Do the following things in movies bother you, personally, a lot, some, not too much, or not at all?

Profanity

Demographic	A lot		Some		Not too much		Not at all		Don't know / No opinion		Total N
Adults	22%	(479)	19%	(423)	22%	(488)	29%	(644)	8%	(167)	2200
2012 Vote: Barack Obama	20%	(159)	19%	(152)	24%	(189)	32%	(252)	5%	(38)	790
2012 Vote: Mitt Romney	33%	(175)	23%	(118)	21%	(108)	17%	(89)	6%	(32)	521
2012 Vote: Other	30%	(29)	22%	(21)	22%	(22)	20%	(20)	6%	(6)	97
2012 Vote: Didn't Vote	15%	(116)	16%	(130)	21%	(168)	36%	(284)	12%	(91)	789
4-Region: Northeast	18%	(70)	19%	(77)	24%	(96)	30%	(119)	8%	(31)	394
4-Region: Midwest	22%	(103)	18%	(84)	21%	(99)	32%	(148)	6%	(28)	462
4-Region: South	24%	(196)	20%	(166)	20%	(166)	27%	(224)	9%	(73)	824
4-Region: West	21%	(109)	18%	(96)	24%	(127)	29%	(153)	7%	(35)	520
Watch TV: Every day	20%	(219)	21%	(226)	21%	(230)	34%	(377)	4%	(42)	1094
Watch TV: Several times per week	21%	(104)	20%	(99)	26%	(133)	27%	(137)	6%	(28)	501
Watch TV: About once per week	25%	(33)	13%	(18)	25%	(34)	26%	(35)	11%	(15)	134
Watch TV: Several times per month	21%	(27)	21%	(28)	28%	(37)	24%	(31)	6%	(8)	130
Watch TV: About once per month	21%	(12)	26%	(16)	12%	(7)	31%	(18)	10%	(6)	60
Watch TV: Less often than once per month	29%	(25)	12%	(10)	28%	(24)	22%	(19)	10%	(8)	88
Watch TV: Never	30%	(58)	14%	(27)	12%	(23)	14%	(27)	30%	(59)	194
Watch Movies: Every day	18%	(76)	20%	(84)	20%	(83)	37%	(156)	5%	(23)	422
Watch Movies: Several times per week	21%	(116)	20%	(109)	26%	(140)	29%	(160)	3%	(16)	541
Watch Movies: About once per week	21%	(77)	18%	(67)	22%	(83)	34%	(127)	5%	(18)	373
Watch Movies: Several times per month	20%	(53)	22%	(58)	23%	(60)	31%	(83)	4%	(10)	263
Watch Movies: About once per month	25%	(48)	18%	(35)	23%	(45)	26%	(49)	8%	(14)	192
Watch Movies: Less often than once per month	26%	(53)	19%	(39)	25%	(51)	18%	(37)	11%	(23)	203
Watch Movies: Never	27%	(56)	15%	(31)	13%	(26)	16%	(32)	30%	(61)	206
Watch Sporting Events: Every day	22%	(38)	14%	(24)	28%	(48)	30%	(52)	7%	(13)	175
Watch Sporting Events: Several times per week	17%	(53)	24%	(75)	25%	(80)	30%	(94)	4%	(14)	317
Watch Sporting Events: About once per week	19%	(57)	22%	(65)	24%	(71)	32%	(94)	3%	(10)	297
Watch Sporting Events: Several times per month	23%	(40)	23%	(40)	22%	(38)	25%	(44)	6%	(11)	172
Watch Sporting Events: About once per month	21%	(38)	20%	(36)	18%	(33)	38%	(70)	4%	(7)	185
Watch Sporting Events: Less often than once per month	22%	(75)	18%	(60)	24%	(79)	31%	(101)	5%	(17)	333
Watch Sporting Events: Never	25%	(178)	17%	(122)	19%	(139)	26%	(189)	13%	(95)	722

Continued on next page

Table HR4_4: Do the following things in movies bother you, personally, a lot, some, not too much, or not at all?*Profanity*

Demographic	A lot		Some		Not too much		Not at all		Don't know / No opinion		Total N
Adults	22%	(479)	19%	(423)	22%	(488)	29%	(644)	8%	(167)	2200
Cable TV: Currently subscribe	23%	(231)	20%	(204)	23%	(232)	28%	(284)	6%	(56)	1008
Cable TV: Subscribed in past	20%	(159)	18%	(144)	24%	(187)	33%	(257)	5%	(39)	786
Cable TV: Never subscribed	22%	(88)	18%	(74)	17%	(68)	25%	(103)	18%	(72)	406
Satellite TV: Currently subscribe	26%	(134)	20%	(102)	23%	(119)	26%	(134)	5%	(24)	513
Satellite TV: Subscribed in past	17%	(104)	19%	(117)	24%	(149)	35%	(216)	5%	(33)	618
Satellite TV: Never subscribed	22%	(240)	19%	(204)	21%	(220)	28%	(295)	10%	(110)	1069
Streaming Services: Currently subscribe	17%	(228)	19%	(252)	24%	(315)	37%	(492)	4%	(51)	1338
Streaming Services: Subscribed in past	22%	(48)	18%	(41)	26%	(58)	22%	(49)	11%	(24)	220
Streaming Services: Never subscribed	32%	(203)	20%	(130)	18%	(115)	16%	(102)	14%	(92)	642
Film: An avid fan	18%	(157)	18%	(150)	22%	(189)	37%	(319)	5%	(41)	856
Film: A casual fan	24%	(266)	21%	(225)	23%	(253)	25%	(275)	7%	(74)	1093
Film: Not a fan	22%	(56)	19%	(48)	18%	(46)	20%	(50)	20%	(51)	251
Television: An avid fan	21%	(242)	19%	(219)	22%	(253)	32%	(363)	5%	(58)	1136
Television: A casual fan	22%	(207)	19%	(179)	24%	(218)	27%	(248)	8%	(71)	923
Television: Not a fan	20%	(29)	17%	(24)	12%	(17)	24%	(33)	27%	(38)	141
Music: An avid fan	18%	(222)	19%	(225)	22%	(261)	36%	(440)	5%	(61)	1208
Music: A casual fan	26%	(235)	20%	(177)	24%	(212)	22%	(194)	8%	(75)	892
Music: Not a fan	22%	(22)	21%	(21)	15%	(15)	11%	(11)	31%	(31)	100
Fashion: An avid fan	19%	(65)	21%	(74)	20%	(71)	33%	(115)	7%	(23)	350
Fashion: A casual fan	23%	(207)	18%	(162)	23%	(205)	29%	(254)	7%	(62)	891
Fashion: Not a fan	21%	(206)	19%	(186)	22%	(212)	29%	(274)	8%	(81)	960

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

Table HR4_5: Do the following things in movies bother you, personally, a lot, some, not too much, or not at all?
Gun violence

Demographic	A lot	Some	Not too much	Not at all	Don't know / No opinion	Total N
Adults	28% (608)	25% (544)	19% (421)	21% (451)	8% (177)	2200
Gender: Male	21% (223)	21% (227)	21% (224)	28% (299)	8% (90)	1062
Gender: Female	34% (385)	28% (317)	17% (197)	13% (153)	8% (87)	1138
Age: 18-29	15% (71)	25% (114)	20% (93)	25% (116)	14% (66)	460
Age: 30-44	17% (95)	23% (129)	23% (125)	29% (160)	8% (43)	553
Age: 45-54	28% (104)	25% (94)	19% (72)	21% (79)	7% (28)	376
Age: 55-64	37% (139)	27% (102)	18% (69)	14% (52)	4% (14)	375
Age: 65+	46% (200)	24% (105)	14% (61)	10% (45)	6% (26)	436
Generation Z: 18-22	17% (36)	28% (59)	22% (47)	20% (43)	13% (27)	212
Millennial: Age 23-38	16% (98)	22% (130)	20% (123)	31% (184)	11% (67)	602
Generation X: Age 39-54	24% (136)	26% (148)	21% (121)	22% (128)	8% (43)	575
Boomers: Age 55-73	41% (297)	26% (186)	16% (115)	13% (93)	4% (32)	723
PID: Dem (no lean)	34% (264)	27% (206)	15% (112)	17% (132)	7% (55)	769
PID: Ind (no lean)	25% (188)	23% (172)	22% (162)	21% (159)	9% (71)	751
PID: Rep (no lean)	23% (156)	24% (166)	21% (146)	24% (160)	8% (51)	679
PID/Gender: Dem Men	25% (91)	24% (87)	16% (58)	26% (93)	9% (34)	363
PID/Gender: Dem Women	43% (173)	29% (119)	13% (54)	10% (39)	5% (20)	406
PID/Gender: Ind Men	21% (70)	18% (60)	21% (69)	30% (98)	9% (30)	328
PID/Gender: Ind Women	28% (118)	26% (112)	22% (93)	14% (60)	10% (41)	424
PID/Gender: Rep Men	17% (62)	21% (79)	26% (96)	29% (107)	7% (26)	371
PID/Gender: Rep Women	30% (94)	28% (87)	16% (50)	17% (53)	8% (25)	309
Ideo: Liberal (1-3)	30% (179)	27% (158)	17% (102)	20% (117)	5% (31)	588
Ideo: Moderate (4)	28% (136)	29% (144)	17% (85)	20% (97)	6% (28)	489
Ideo: Conservative (5-7)	28% (209)	25% (185)	21% (156)	20% (150)	7% (49)	749
Educ: < College	27% (405)	23% (345)	19% (283)	22% (338)	9% (141)	1512
Educ: Bachelors degree	26% (115)	29% (131)	22% (96)	18% (79)	5% (23)	444
Educ: Post-grad	36% (88)	28% (68)	17% (42)	14% (34)	5% (12)	244

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Table HR4_5: Do the following things in movies bother you, personally, a lot, some, not too much, or not at all?*Gun violence*

Demographic	A lot	Some	Not too much	Not at all	Don't know / No opinion	Total N
Adults	28% (608)	25% (544)	19% (421)	21% (451)	8% (177)	2200
Income: Under 50k	29% (363)	23% (290)	18% (221)	21% (260)	10% (128)	1261
Income: 50k-100k	25% (168)	28% (183)	22% (145)	21% (137)	5% (32)	664
Income: 100k+	28% (77)	26% (71)	20% (55)	20% (55)	6% (17)	275
Ethnicity: White	27% (466)	26% (442)	19% (335)	20% (346)	8% (133)	1722
Ethnicity: Hispanic	25% (87)	22% (78)	22% (76)	21% (73)	10% (36)	349
Ethnicity: Afr. Am.	35% (96)	24% (65)	15% (41)	18% (50)	9% (23)	274
Ethnicity: Other	23% (46)	18% (37)	22% (45)	27% (55)	10% (20)	204
All Christian	32% (283)	28% (247)	19% (168)	16% (144)	6% (53)	895
All Non-Christian	33% (33)	29% (29)	16% (16)	13% (12)	8% (8)	99
Atheist	23% (22)	18% (17)	25% (24)	31% (29)	3% (2)	95
Agnostic/Nothing in particular	24% (270)	22% (250)	19% (213)	24% (265)	10% (113)	1111
Religious Non-Protestant/Catholic	32% (35)	31% (34)	17% (19)	12% (13)	8% (9)	110
Evangelical	37% (233)	26% (159)	17% (107)	13% (83)	6% (40)	623
Non-Evangelical	28% (209)	25% (190)	20% (151)	20% (152)	6% (48)	749
Community: Urban	30% (174)	24% (140)	17% (98)	20% (117)	10% (57)	586
Community: Suburban	26% (264)	26% (257)	21% (210)	21% (207)	7% (68)	1006
Community: Rural	28% (170)	24% (146)	19% (113)	21% (127)	9% (52)	608
Employ: Private Sector	21% (147)	27% (186)	20% (139)	26% (180)	5% (37)	689
Employ: Government	27% (38)	29% (40)	22% (31)	17% (23)	5% (7)	139
Employ: Self-Employed	34% (65)	20% (38)	19% (36)	22% (41)	6% (11)	192
Employ: Homemaker	22% (35)	30% (48)	17% (28)	17% (28)	13% (22)	161
Employ: Student	15% (16)	34% (36)	21% (23)	20% (21)	10% (10)	106
Employ: Retired	40% (189)	25% (120)	15% (72)	13% (62)	6% (28)	471
Employ: Unemployed	20% (47)	20% (46)	21% (48)	25% (58)	14% (31)	231
Employ: Other	34% (72)	14% (29)	21% (44)	17% (37)	14% (31)	211
Military HH: Yes	31% (116)	24% (93)	18% (70)	22% (85)	4% (16)	380
Military HH: No	27% (492)	25% (451)	19% (350)	20% (366)	9% (161)	1820
RD/WT: Right Direction	22% (179)	26% (215)	21% (175)	24% (194)	7% (62)	826
RD/WT: Wrong Track	31% (429)	24% (329)	18% (245)	19% (257)	8% (115)	1374

Continued on next page

Table HR4_5: Do the following things in movies bother you, personally, a lot, some, not too much, or not at all?

Gun violence

Demographic	A lot	Some	Not too much	Not at all	Don't know / No opinion	Total N
Adults	28% (608)	25% (544)	19% (421)	21% (451)	8% (177)	2200
Trump Job Approve	24% (212)	25% (222)	21% (187)	23% (203)	6% (57)	880
Trump Job Disapprove	31% (378)	25% (301)	18% (218)	19% (231)	7% (83)	1211
Trump Job Strongly Approve	25% (126)	23% (115)	21% (105)	25% (127)	7% (35)	507
Trump Job Somewhat Approve	23% (86)	29% (107)	22% (82)	20% (76)	6% (22)	372
Trump Job Somewhat Disapprove	22% (66)	26% (78)	19% (57)	26% (76)	7% (22)	299
Trump Job Strongly Disapprove	34% (312)	24% (223)	18% (161)	17% (154)	7% (61)	912
Favorable of Trump	24% (210)	26% (227)	21% (180)	23% (194)	6% (48)	859
Unfavorable of Trump	31% (366)	25% (298)	19% (225)	20% (236)	6% (76)	1201
Very Favorable of Trump	25% (135)	23% (123)	21% (110)	25% (130)	6% (32)	530
Somewhat Favorable of Trump	23% (75)	32% (104)	21% (70)	19% (64)	5% (16)	329
Somewhat Unfavorable of Trump	22% (48)	24% (53)	24% (53)	23% (51)	7% (15)	220
Very Unfavorable of Trump	32% (318)	25% (245)	18% (172)	19% (185)	6% (60)	981
#1 Issue: Economy	22% (121)	25% (135)	21% (115)	23% (126)	9% (48)	546
#1 Issue: Security	25% (110)	25% (113)	18% (81)	27% (120)	5% (22)	447
#1 Issue: Health Care	32% (117)	24% (88)	17% (64)	19% (69)	8% (30)	368
#1 Issue: Medicare / Social Security	39% (128)	25% (81)	15% (50)	12% (40)	8% (25)	324
#1 Issue: Women's Issues	27% (45)	25% (40)	22% (37)	16% (27)	10% (16)	165
#1 Issue: Education	23% (28)	24% (30)	23% (29)	21% (27)	9% (12)	125
#1 Issue: Energy	25% (30)	26% (31)	23% (28)	19% (23)	7% (8)	119
#1 Issue: Other	27% (29)	23% (25)	16% (17)	19% (21)	14% (15)	107
2018 House Vote: Democrat	36% (268)	27% (201)	16% (124)	16% (118)	5% (40)	749
2018 House Vote: Republican	25% (176)	25% (176)	21% (149)	23% (163)	6% (46)	710
2018 House Vote: Someone else	29% (28)	24% (24)	17% (17)	25% (25)	5% (5)	99
2016 Vote: Hillary Clinton	37% (244)	28% (180)	13% (87)	16% (103)	6% (38)	651
2016 Vote: Donald Trump	24% (162)	25% (170)	23% (151)	22% (149)	5% (36)	668
2016 Vote: Other	27% (49)	20% (36)	20% (35)	23% (41)	11% (19)	180
2016 Vote: Didn't Vote	22% (152)	22% (153)	21% (147)	23% (159)	12% (84)	695
Voted in 2014: Yes	32% (414)	25% (330)	19% (243)	19% (249)	6% (77)	1312
Voted in 2014: No	22% (194)	24% (214)	20% (178)	23% (202)	11% (100)	888

Continued on next page

Table HR4_5: Do the following things in movies bother you, personally, a lot, some, not too much, or not at all?
Gun violence

Demographic	A lot	Some	Not too much	Not at all	Don't know / No opinion	Total N
Adults	28% (608)	25% (544)	19% (421)	21% (451)	8% (177)	2200
2012 Vote: Barack Obama	35% (276)	25% (198)	18% (140)	17% (135)	5% (42)	790
2012 Vote: Mitt Romney	28% (145)	25% (133)	20% (103)	21% (108)	6% (33)	521
2012 Vote: Other	22% (21)	31% (30)	21% (20)	20% (20)	6% (6)	97
2012 Vote: Didn't Vote	21% (164)	23% (182)	20% (158)	24% (189)	12% (96)	789
4-Region: Northeast	30% (118)	24% (93)	19% (77)	18% (70)	9% (36)	394
4-Region: Midwest	25% (116)	25% (114)	19% (87)	25% (115)	6% (30)	462
4-Region: South	27% (224)	26% (211)	19% (155)	19% (160)	9% (75)	824
4-Region: West	29% (150)	24% (126)	20% (102)	20% (106)	7% (36)	520
Watch TV: Every day	29% (312)	25% (275)	18% (195)	24% (259)	5% (53)	1094
Watch TV: Several times per week	26% (132)	27% (135)	23% (115)	18% (92)	5% (27)	501
Watch TV: About once per week	22% (29)	26% (34)	18% (25)	23% (31)	11% (14)	134
Watch TV: Several times per month	28% (37)	28% (37)	24% (32)	13% (17)	6% (8)	130
Watch TV: About once per month	19% (12)	24% (14)	24% (14)	24% (14)	9% (5)	60
Watch TV: Less often than once per month	24% (21)	31% (28)	21% (19)	13% (12)	10% (9)	88
Watch TV: Never	34% (66)	11% (21)	11% (22)	13% (26)	31% (60)	194
Watch Movies: Every day	25% (106)	21% (90)	21% (89)	28% (117)	5% (20)	422
Watch Movies: Several times per week	25% (137)	27% (148)	22% (117)	21% (113)	5% (27)	541
Watch Movies: About once per week	27% (100)	26% (98)	20% (76)	21% (79)	5% (19)	373
Watch Movies: Several times per month	28% (75)	28% (74)	19% (51)	20% (51)	4% (11)	263
Watch Movies: About once per month	33% (64)	28% (53)	17% (32)	15% (29)	7% (14)	192
Watch Movies: Less often than once per month	29% (60)	26% (54)	18% (36)	16% (32)	11% (22)	203
Watch Movies: Never	32% (67)	13% (27)	10% (21)	14% (29)	30% (62)	206
Watch Sporting Events: Every day	25% (44)	24% (41)	23% (41)	21% (36)	7% (13)	175
Watch Sporting Events: Several times per week	26% (83)	25% (80)	19% (59)	24% (78)	5% (17)	317
Watch Sporting Events: About once per week	27% (80)	25% (73)	20% (60)	25% (75)	3% (10)	297
Watch Sporting Events: Several times per month	30% (52)	29% (50)	18% (32)	18% (32)	4% (7)	172
Watch Sporting Events: About once per month	30% (55)	25% (46)	21% (39)	19% (36)	5% (9)	185
Watch Sporting Events: Less often than once per month	26% (85)	30% (100)	19% (62)	19% (62)	7% (23)	333
Watch Sporting Events: Never	29% (209)	21% (154)	18% (129)	18% (133)	13% (97)	722

Continued on next page

Table HR4_5: Do the following things in movies bother you, personally, a lot, some, not too much, or not at all?
Gun violence

Demographic	A lot	Some	Not too much	Not at all	Don't know / No opinion	Total N
Adults	28% (608)	25% (544)	19% (421)	21% (451)	8% (177)	2200
Cable TV: Currently subscribe	30% (306)	26% (261)	19% (193)	18% (182)	7% (66)	1008
Cable TV: Subscribed in past	25% (193)	28% (219)	19% (153)	24% (185)	5% (36)	786
Cable TV: Never subscribed	27% (108)	16% (64)	18% (75)	21% (84)	18% (75)	406
Satellite TV: Currently subscribe	32% (163)	25% (126)	17% (87)	22% (112)	5% (24)	513
Satellite TV: Subscribed in past	21% (132)	30% (184)	22% (134)	21% (130)	6% (38)	618
Satellite TV: Never subscribed	29% (313)	22% (233)	19% (200)	20% (209)	11% (115)	1069
Streaming Services: Currently subscribe	24% (326)	27% (363)	20% (271)	24% (325)	4% (54)	1338
Streaming Services: Subscribed in past	24% (53)	26% (57)	23% (51)	15% (32)	12% (27)	220
Streaming Services: Never subscribed	36% (229)	19% (124)	15% (98)	15% (95)	15% (96)	642
Film: An avid fan	25% (214)	25% (212)	20% (174)	24% (208)	5% (47)	856
Film: A casual fan	29% (321)	27% (291)	19% (209)	18% (197)	7% (76)	1093
Film: Not a fan	29% (73)	16% (41)	15% (37)	18% (46)	21% (54)	251
Television: An avid fan	30% (339)	25% (285)	17% (192)	22% (251)	6% (68)	1136
Television: A casual fan	26% (240)	26% (238)	22% (203)	19% (173)	7% (69)	923
Television: Not a fan	20% (29)	15% (21)	18% (25)	19% (27)	28% (39)	141
Music: An avid fan	26% (316)	26% (312)	18% (218)	24% (290)	6% (73)	1208
Music: A casual fan	30% (267)	24% (216)	21% (186)	17% (152)	8% (72)	892
Music: Not a fan	25% (25)	16% (16)	16% (16)	10% (10)	32% (32)	100
Fashion: An avid fan	32% (111)	30% (103)	14% (50)	17% (60)	7% (25)	350
Fashion: A casual fan	30% (266)	26% (230)	18% (164)	18% (161)	8% (69)	891
Fashion: Not a fan	24% (230)	22% (210)	22% (207)	24% (230)	9% (83)	960

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

**Table HR5_1: How appropriate or inappropriate are the following?
 Movie that dramatize real life events**

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	26% (579)	41% (911)	14% (304)	5% (119)	13% (286)	2200
Gender: Male	27% (287)	41% (439)	14% (149)	4% (45)	13% (142)	1062
Gender: Female	26% (292)	41% (472)	14% (156)	7% (74)	13% (144)	1138
Age: 18-29	22% (100)	36% (165)	18% (85)	5% (22)	19% (87)	460
Age: 30-44	29% (163)	36% (197)	14% (77)	5% (25)	16% (91)	553
Age: 45-54	28% (106)	41% (155)	13% (49)	6% (22)	12% (44)	376
Age: 55-64	25% (93)	49% (182)	13% (49)	6% (22)	8% (29)	375
Age: 65+	27% (117)	49% (212)	10% (44)	6% (28)	8% (36)	436
Generation Z: 18-22	19% (41)	35% (75)	19% (41)	5% (11)	21% (44)	212
Millennial: Age 23-38	28% (169)	35% (211)	14% (87)	5% (29)	18% (106)	602
Generation X: Age 39-54	28% (159)	40% (231)	15% (83)	5% (30)	12% (71)	575
Boomers: Age 55-73	27% (193)	48% (347)	11% (82)	6% (42)	8% (59)	723
PID: Dem (no lean)	27% (210)	42% (324)	14% (105)	6% (47)	11% (84)	769
PID: Ind (no lean)	25% (186)	40% (297)	16% (117)	5% (34)	16% (117)	751
PID: Rep (no lean)	27% (183)	43% (291)	12% (83)	6% (38)	13% (85)	679
PID/Gender: Dem Men	26% (96)	43% (156)	13% (47)	5% (18)	13% (47)	363
PID/Gender: Dem Women	28% (114)	41% (167)	14% (58)	7% (29)	9% (37)	406
PID/Gender: Ind Men	27% (88)	40% (131)	15% (50)	3% (9)	15% (50)	328
PID/Gender: Ind Women	23% (99)	39% (165)	16% (67)	6% (25)	16% (67)	424
PID/Gender: Rep Men	28% (104)	41% (151)	14% (52)	5% (18)	12% (45)	371
PID/Gender: Rep Women	26% (79)	45% (140)	10% (30)	6% (20)	13% (40)	309
Ideo: Liberal (1-3)	31% (182)	42% (248)	16% (93)	4% (25)	7% (40)	588
Ideo: Moderate (4)	25% (123)	46% (226)	11% (55)	5% (25)	12% (61)	489
Ideo: Conservative (5-7)	26% (194)	44% (326)	14% (104)	6% (48)	10% (77)	749
Educ: < College	25% (372)	39% (584)	15% (223)	7% (100)	15% (233)	1512
Educ: Bachelors degree	29% (127)	48% (213)	13% (57)	2% (10)	8% (37)	444
Educ: Post-grad	33% (79)	47% (114)	10% (25)	4% (9)	7% (16)	244

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**Table HR5_1: How appropriate or inappropriate are the following?
Movie that dramatize real life events**

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	26% (579)	41% (911)	14% (304)	5% (119)	13% (286)	2200
Income: Under 50k	26% (333)	39% (491)	14% (172)	5% (66)	16% (199)	1261
Income: 50k-100k	25% (164)	45% (299)	15% (96)	6% (42)	9% (62)	664
Income: 100k+	30% (81)	44% (122)	13% (36)	4% (11)	9% (25)	275
Ethnicity: White	26% (440)	43% (746)	14% (239)	5% (83)	12% (214)	1722
Ethnicity: Hispanic	30% (106)	35% (124)	16% (54)	5% (16)	14% (48)	349
Ethnicity: Afr. Am.	28% (77)	34% (94)	12% (32)	11% (31)	15% (41)	274
Ethnicity: Other	30% (62)	35% (71)	17% (34)	2% (5)	15% (32)	204
All Christian	25% (225)	48% (432)	14% (121)	5% (45)	8% (72)	895
All Non-Christian	25% (25)	44% (44)	12% (12)	9% (9)	11% (11)	99
Atheist	22% (21)	45% (42)	18% (17)	3% (3)	12% (12)	95
Agnostic/Nothing in particular	28% (309)	35% (393)	14% (154)	6% (63)	17% (192)	1111
Religious Non-Protestant/Catholic	23% (25)	47% (51)	12% (13)	8% (9)	10% (11)	110
Evangelical	26% (162)	40% (246)	17% (105)	7% (43)	11% (66)	623
Non-Evangelical	28% (209)	46% (346)	11% (85)	4% (30)	11% (79)	749
Community: Urban	27% (158)	39% (230)	15% (90)	6% (33)	13% (75)	586
Community: Suburban	25% (247)	45% (450)	14% (140)	5% (49)	12% (121)	1006
Community: Rural	29% (174)	38% (231)	12% (75)	6% (37)	15% (91)	608
Employ: Private Sector	28% (195)	45% (309)	14% (98)	3% (21)	10% (66)	689
Employ: Government	26% (37)	34% (47)	17% (23)	9% (13)	14% (19)	139
Employ: Self-Employed	35% (67)	34% (64)	14% (27)	5% (9)	13% (24)	192
Employ: Homemaker	16% (25)	43% (69)	14% (23)	7% (11)	20% (33)	161
Employ: Student	21% (22)	38% (41)	23% (25)	8% (8)	10% (10)	106
Employ: Retired	24% (115)	50% (233)	10% (49)	7% (35)	8% (38)	471
Employ: Unemployed	27% (62)	32% (74)	12% (28)	4% (9)	25% (57)	231
Employ: Other	26% (56)	35% (74)	15% (32)	6% (12)	18% (38)	211
Military HH: Yes	21% (82)	48% (181)	16% (60)	6% (23)	9% (34)	380
Military HH: No	27% (497)	40% (730)	13% (245)	5% (97)	14% (252)	1820
RD/WT: Right Direction	27% (220)	42% (349)	13% (106)	6% (50)	12% (100)	826
RD/WT: Wrong Track	26% (358)	41% (562)	14% (198)	5% (69)	14% (187)	1374

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**Table HR5_1: How appropriate or inappropriate are the following?
Movie that dramatize real life events**

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	26% (579)	41% (911)	14% (304)	5% (119)	13% (286)	2200
Trump Job Approve	26% (229)	43% (377)	14% (120)	6% (53)	11% (101)	880
Trump Job Disapprove	28% (340)	42% (503)	14% (172)	5% (61)	11% (134)	1211
Trump Job Strongly Approve	27% (134)	43% (217)	12% (59)	7% (36)	12% (60)	507
Trump Job Somewhat Approve	25% (94)	43% (160)	16% (61)	4% (17)	11% (41)	372
Trump Job Somewhat Disapprove	26% (79)	44% (131)	15% (44)	4% (13)	11% (32)	299
Trump Job Strongly Disapprove	29% (261)	41% (372)	14% (128)	5% (48)	11% (102)	912
Favorable of Trump	26% (223)	44% (381)	13% (114)	6% (51)	11% (90)	859
Unfavorable of Trump	29% (345)	42% (507)	14% (174)	4% (49)	11% (127)	1201
Very Favorable of Trump	28% (147)	43% (228)	10% (55)	8% (40)	11% (60)	530
Somewhat Favorable of Trump	23% (76)	46% (152)	18% (59)	3% (11)	9% (30)	329
Somewhat Unfavorable of Trump	25% (55)	47% (103)	18% (39)	3% (7)	8% (17)	220
Very Unfavorable of Trump	30% (290)	41% (404)	14% (135)	4% (42)	11% (110)	981
#1 Issue: Economy	27% (148)	39% (211)	15% (81)	6% (31)	14% (75)	546
#1 Issue: Security	23% (104)	46% (206)	13% (57)	5% (22)	13% (58)	447
#1 Issue: Health Care	30% (110)	39% (142)	14% (52)	5% (18)	12% (45)	368
#1 Issue: Medicare / Social Security	24% (78)	47% (152)	12% (38)	8% (24)	10% (31)	324
#1 Issue: Women's Issues	25% (41)	39% (64)	20% (33)	4% (6)	12% (20)	165
#1 Issue: Education	26% (32)	41% (51)	12% (15)	6% (8)	15% (19)	125
#1 Issue: Energy	33% (40)	39% (47)	10% (12)	2% (3)	15% (18)	119
#1 Issue: Other	25% (26)	36% (39)	13% (14)	6% (6)	20% (21)	107
2018 House Vote: Democrat	28% (210)	45% (339)	12% (93)	6% (45)	8% (62)	749
2018 House Vote: Republican	27% (192)	46% (324)	12% (85)	4% (32)	11% (78)	710
2018 House Vote: Someone else	29% (29)	24% (24)	22% (22)	8% (8)	17% (17)	99
2016 Vote: Hillary Clinton	31% (199)	44% (287)	11% (72)	5% (35)	9% (57)	651
2016 Vote: Donald Trump	27% (178)	46% (304)	12% (83)	6% (37)	10% (65)	668
2016 Vote: Other	22% (39)	44% (80)	17% (31)	4% (7)	13% (23)	180
2016 Vote: Didn't Vote	23% (160)	34% (240)	17% (115)	6% (40)	20% (141)	695
Voted in 2014: Yes	27% (360)	45% (595)	13% (171)	5% (68)	9% (118)	1312
Voted in 2014: No	25% (219)	36% (317)	15% (133)	6% (51)	19% (169)	888

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**Table HR5_1: How appropriate or inappropriate are the following?
Movie that dramatize real life events**

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	26% (579)	41% (911)	14% (304)	5% (119)	13% (286)	2200
2012 Vote: Barack Obama	29% (232)	45% (357)	12% (98)	5% (39)	8% (65)	790
2012 Vote: Mitt Romney	26% (134)	47% (245)	11% (60)	5% (28)	11% (55)	521
2012 Vote: Other	26% (26)	32% (31)	19% (18)	9% (9)	13% (13)	97
2012 Vote: Didn't Vote	24% (186)	35% (277)	16% (129)	6% (44)	19% (153)	789
4-Region: Northeast	27% (106)	41% (163)	17% (65)	5% (19)	10% (40)	394
4-Region: Midwest	23% (106)	43% (197)	13% (62)	7% (32)	14% (66)	462
4-Region: South	27% (220)	41% (341)	13% (106)	5% (43)	14% (114)	824
4-Region: West	28% (147)	40% (211)	14% (71)	5% (24)	13% (67)	520
Watch TV: Every day	33% (355)	42% (457)	12% (135)	4% (44)	9% (103)	1094
Watch TV: Several times per week	23% (113)	48% (239)	14% (71)	6% (30)	10% (48)	501
Watch TV: About once per week	19% (25)	41% (55)	21% (29)	5% (7)	14% (18)	134
Watch TV: Several times per month	16% (21)	40% (53)	20% (26)	8% (10)	16% (20)	130
Watch TV: About once per month	31% (19)	28% (17)	17% (10)	8% (5)	16% (9)	60
Watch TV: Less often than once per month	19% (17)	46% (40)	12% (10)	5% (5)	17% (15)	88
Watch TV: Never	14% (28)	26% (50)	12% (24)	10% (19)	37% (72)	194
Watch Movies: Every day	36% (152)	31% (133)	17% (71)	5% (22)	10% (44)	422
Watch Movies: Several times per week	28% (151)	48% (259)	13% (71)	2% (11)	9% (49)	541
Watch Movies: About once per week	26% (97)	47% (174)	12% (44)	7% (26)	9% (32)	373
Watch Movies: Several times per month	26% (70)	43% (113)	16% (41)	6% (15)	9% (24)	263
Watch Movies: About once per month	23% (44)	46% (88)	14% (27)	7% (14)	10% (20)	192
Watch Movies: Less often than once per month	19% (38)	42% (85)	15% (30)	3% (7)	21% (43)	203
Watch Movies: Never	13% (27)	29% (60)	10% (21)	12% (24)	36% (74)	206
Watch Sporting Events: Every day	33% (57)	34% (60)	14% (24)	5% (9)	14% (24)	175
Watch Sporting Events: Several times per week	29% (91)	50% (159)	9% (29)	5% (14)	7% (23)	317
Watch Sporting Events: About once per week	22% (66)	48% (144)	19% (57)	4% (13)	6% (17)	297
Watch Sporting Events: Several times per month	28% (48)	47% (81)	13% (23)	3% (5)	8% (14)	172
Watch Sporting Events: About once per month	32% (59)	39% (71)	12% (23)	7% (13)	10% (18)	185
Watch Sporting Events: Less often than once per month	28% (92)	43% (142)	13% (42)	6% (19)	11% (37)	333
Watch Sporting Events: Never	23% (165)	35% (254)	15% (107)	6% (45)	21% (152)	722

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**Table HR5_1: How appropriate or inappropriate are the following?
Movie that dramatize real life events**

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	26% (579)	41% (911)	14% (304)	5% (119)	13% (286)	2200
Cable TV: Currently subscribe	29% (296)	43% (433)	14% (146)	4% (39)	9% (93)	1008
Cable TV: Subscribed in past	27% (216)	42% (331)	14% (109)	6% (50)	10% (81)	786
Cable TV: Never subscribed	16% (67)	36% (147)	12% (49)	7% (30)	28% (112)	406
Satellite TV: Currently subscribe	25% (127)	45% (233)	12% (64)	5% (28)	12% (61)	513
Satellite TV: Subscribed in past	29% (181)	41% (256)	13% (78)	4% (26)	13% (78)	618
Satellite TV: Never subscribed	25% (270)	40% (423)	15% (163)	6% (66)	14% (147)	1069
Streaming Services: Currently subscribe	30% (395)	42% (561)	15% (197)	5% (62)	9% (122)	1338
Streaming Services: Subscribed in past	20% (43)	42% (92)	13% (28)	8% (17)	18% (39)	220
Streaming Services: Never subscribed	22% (140)	40% (258)	12% (79)	6% (40)	20% (125)	642
Film: An avid fan	33% (282)	41% (351)	13% (113)	4% (37)	9% (73)	856
Film: A casual fan	24% (258)	44% (477)	14% (150)	6% (60)	13% (147)	1093
Film: Not a fan	16% (39)	33% (84)	16% (40)	9% (22)	26% (66)	251
Television: An avid fan	33% (380)	40% (450)	12% (139)	5% (57)	10% (111)	1136
Television: A casual fan	19% (177)	46% (427)	15% (141)	6% (54)	14% (125)	923
Television: Not a fan	16% (22)	25% (35)	17% (24)	6% (9)	36% (51)	141
Music: An avid fan	31% (369)	39% (468)	15% (177)	5% (59)	11% (135)	1208
Music: A casual fan	22% (198)	47% (421)	13% (112)	5% (49)	13% (112)	892
Music: Not a fan	12% (12)	22% (22)	15% (15)	11% (11)	39% (39)	100
Fashion: An avid fan	32% (112)	37% (128)	13% (47)	6% (20)	12% (44)	350
Fashion: A casual fan	25% (226)	44% (388)	15% (132)	5% (48)	11% (96)	891
Fashion: Not a fan	25% (241)	41% (395)	13% (126)	5% (51)	15% (147)	960

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

**Table HR5_2: How appropriate or inappropriate are the following?
Movies that depict gun violence in a comedic way**

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	8% (177)	20% (443)	26% (576)	32% (709)	13% (296)	2200
Gender: Male	12% (126)	25% (267)	24% (258)	24% (259)	14% (152)	1062
Gender: Female	5% (51)	15% (176)	28% (317)	39% (450)	13% (144)	1138
Age: 18-29	9% (44)	24% (110)	28% (129)	21% (98)	17% (80)	460
Age: 30-44	12% (65)	23% (129)	24% (134)	25% (137)	16% (88)	553
Age: 45-54	9% (35)	17% (64)	32% (120)	27% (101)	15% (56)	376
Age: 55-64	6% (21)	21% (78)	25% (93)	39% (146)	10% (36)	375
Age: 65+	3% (12)	14% (62)	23% (101)	52% (226)	8% (36)	436
Generation Z: 18-22	9% (19)	23% (50)	30% (64)	20% (42)	17% (36)	212
Millennial: Age 23-38	11% (64)	23% (141)	26% (154)	24% (142)	17% (101)	602
Generation X: Age 39-54	11% (61)	20% (112)	28% (164)	26% (152)	15% (86)	575
Boomers: Age 55-73	4% (31)	18% (127)	24% (172)	45% (326)	9% (66)	723
PID: Dem (no lean)	9% (72)	18% (139)	26% (199)	35% (266)	12% (93)	769
PID: Ind (no lean)	7% (55)	20% (152)	26% (197)	30% (226)	16% (121)	751
PID: Rep (no lean)	7% (50)	22% (152)	27% (180)	32% (216)	12% (82)	679
PID/Gender: Dem Men	15% (54)	24% (86)	21% (78)	26% (95)	14% (50)	363
PID/Gender: Dem Women	4% (18)	13% (53)	30% (121)	42% (171)	11% (43)	406
PID/Gender: Ind Men	12% (38)	26% (84)	24% (78)	21% (68)	18% (59)	328
PID/Gender: Ind Women	4% (17)	16% (67)	28% (119)	37% (158)	15% (62)	424
PID/Gender: Rep Men	9% (33)	26% (97)	28% (103)	26% (95)	12% (43)	371
PID/Gender: Rep Women	5% (17)	18% (55)	25% (78)	39% (120)	13% (39)	309
Ideo: Liberal (1-3)	10% (57)	22% (127)	26% (152)	35% (205)	8% (47)	588
Ideo: Moderate (4)	8% (40)	22% (105)	27% (133)	29% (140)	15% (71)	489
Ideo: Conservative (5-7)	7% (56)	20% (152)	27% (206)	34% (256)	11% (80)	749
Educ: < College	8% (119)	20% (300)	25% (374)	32% (482)	16% (237)	1512
Educ: Bachelors degree	9% (38)	21% (94)	30% (134)	31% (136)	9% (41)	444
Educ: Post-grad	8% (20)	20% (49)	28% (67)	37% (90)	7% (18)	244

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Table HR5_2: How appropriate or inappropriate are the following?
Movies that depict gun violence in a comedic way

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	8% (177)	20% (443)	26% (576)	32% (709)	13% (296)	2200
Income: Under 50k	8% (95)	19% (246)	26% (322)	31% (395)	16% (203)	1261
Income: 50k-100k	8% (52)	21% (142)	27% (177)	34% (226)	10% (66)	664
Income: 100k+	11% (29)	20% (55)	28% (77)	32% (87)	10% (27)	275
Ethnicity: White	7% (122)	20% (338)	28% (478)	33% (568)	13% (216)	1722
Ethnicity: Hispanic	12% (43)	22% (79)	24% (84)	27% (95)	14% (49)	349
Ethnicity: Afr. Am.	12% (33)	20% (56)	21% (57)	31% (84)	16% (43)	274
Ethnicity: Other	10% (21)	24% (49)	20% (41)	28% (56)	18% (37)	204
All Christian	6% (51)	19% (167)	27% (245)	39% (348)	9% (84)	895
All Non-Christian	13% (13)	20% (20)	24% (24)	33% (33)	9% (9)	99
Atheist	13% (12)	20% (19)	24% (23)	30% (29)	13% (12)	95
Agnostic/Nothing in particular	9% (101)	21% (236)	26% (284)	27% (300)	17% (191)	1111
Religious Non-Protestant/Catholic	13% (15)	19% (21)	24% (27)	34% (37)	9% (10)	110
Evangelical	4% (27)	15% (94)	28% (171)	42% (260)	11% (71)	623
Non-Evangelical	7% (54)	21% (159)	27% (201)	34% (253)	11% (83)	749
Community: Urban	11% (62)	20% (117)	26% (150)	29% (171)	15% (86)	586
Community: Suburban	7% (71)	22% (218)	26% (262)	33% (337)	12% (119)	1006
Community: Rural	7% (44)	18% (107)	27% (165)	33% (201)	15% (90)	608
Employ: Private Sector	13% (91)	24% (168)	27% (187)	25% (171)	10% (72)	689
Employ: Government	6% (8)	20% (28)	29% (40)	27% (38)	17% (24)	139
Employ: Self-Employed	9% (17)	21% (41)	25% (49)	33% (63)	12% (22)	192
Employ: Homemaker	4% (7)	19% (30)	30% (48)	28% (45)	19% (31)	161
Employ: Student	4% (4)	19% (20)	35% (37)	33% (35)	9% (9)	106
Employ: Retired	3% (13)	15% (73)	24% (111)	48% (227)	10% (46)	471
Employ: Unemployed	9% (21)	19% (45)	23% (53)	28% (64)	21% (49)	231
Employ: Other	7% (15)	18% (38)	23% (50)	31% (66)	20% (42)	211
Military HH: Yes	4% (17)	19% (70)	30% (113)	36% (137)	11% (42)	380
Military HH: No	9% (160)	20% (372)	25% (463)	31% (572)	14% (253)	1820
RD/WT: Right Direction	9% (75)	22% (185)	26% (217)	30% (248)	12% (102)	826
RD/WT: Wrong Track	7% (103)	19% (258)	26% (359)	33% (460)	14% (194)	1374

Continued on next page

**Table HR5_2: How appropriate or inappropriate are the following?
Movies that depict gun violence in a comedic way**

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	8% (177)	20% (443)	26% (576)	32% (709)	13% (296)	2200
Trump Job Approve	8% (71)	22% (193)	26% (226)	31% (276)	13% (113)	880
Trump Job Disapprove	9% (105)	20% (239)	27% (326)	34% (409)	11% (131)	1211
Trump Job Strongly Approve	10% (50)	23% (116)	23% (115)	33% (166)	12% (61)	507
Trump Job Somewhat Approve	6% (21)	21% (77)	30% (111)	30% (111)	14% (52)	372
Trump Job Somewhat Disapprove	9% (27)	25% (73)	32% (97)	26% (76)	8% (25)	299
Trump Job Strongly Disapprove	9% (78)	18% (166)	25% (229)	37% (333)	12% (106)	912
Favorable of Trump	8% (72)	22% (190)	26% (224)	32% (276)	11% (97)	859
Unfavorable of Trump	9% (103)	20% (243)	28% (331)	33% (401)	10% (123)	1201
Very Favorable of Trump	10% (55)	22% (116)	22% (119)	34% (180)	11% (60)	530
Somewhat Favorable of Trump	5% (16)	23% (75)	32% (105)	29% (96)	11% (37)	329
Somewhat Unfavorable of Trump	7% (15)	24% (53)	34% (76)	28% (62)	6% (13)	220
Very Unfavorable of Trump	9% (88)	19% (190)	26% (255)	35% (339)	11% (109)	981
#1 Issue: Economy	9% (47)	21% (113)	31% (169)	25% (137)	15% (80)	546
#1 Issue: Security	6% (27)	22% (99)	25% (113)	32% (143)	15% (65)	447
#1 Issue: Health Care	11% (40)	20% (72)	24% (89)	33% (123)	12% (43)	368
#1 Issue: Medicare / Social Security	5% (15)	18% (58)	23% (73)	45% (145)	10% (33)	324
#1 Issue: Women's Issues	8% (14)	21% (34)	28% (45)	30% (49)	14% (22)	165
#1 Issue: Education	10% (13)	26% (32)	25% (31)	25% (32)	14% (17)	125
#1 Issue: Energy	11% (13)	14% (16)	28% (34)	33% (39)	14% (17)	119
#1 Issue: Other	8% (8)	18% (19)	20% (21)	38% (41)	16% (17)	107
2018 House Vote: Democrat	9% (70)	19% (141)	27% (204)	35% (259)	10% (75)	749
2018 House Vote: Republican	8% (57)	22% (156)	26% (183)	33% (235)	11% (80)	710
2018 House Vote: Someone else	10% (10)	18% (18)	28% (27)	30% (29)	15% (15)	99
2016 Vote: Hillary Clinton	9% (59)	18% (115)	27% (178)	35% (229)	11% (70)	651
2016 Vote: Donald Trump	8% (54)	22% (147)	26% (172)	33% (222)	11% (73)	668
2016 Vote: Other	10% (19)	21% (38)	26% (47)	30% (55)	12% (22)	180
2016 Vote: Didn't Vote	7% (45)	21% (143)	25% (176)	29% (201)	19% (130)	695
Voted in 2014: Yes	9% (112)	19% (254)	26% (345)	36% (466)	10% (135)	1312
Voted in 2014: No	7% (65)	21% (189)	26% (231)	27% (243)	18% (161)	888

Continued on next page

Table HR5_2: How appropriate or inappropriate are the following?
Movies that depict gun violence in a comedic way

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	8% (177)	20% (443)	26% (576)	32% (709)	13% (296)	2200
2012 Vote: Barack Obama	10% (79)	18% (146)	26% (202)	36% (285)	10% (78)	790
2012 Vote: Mitt Romney	6% (30)	21% (107)	27% (141)	36% (187)	11% (56)	521
2012 Vote: Other	4% (4)	17% (17)	31% (30)	35% (34)	13% (13)	97
2012 Vote: Didn't Vote	8% (63)	22% (173)	26% (202)	25% (201)	19% (149)	789
4-Region: Northeast	10% (41)	21% (83)	26% (102)	30% (118)	12% (48)	394
4-Region: Midwest	8% (38)	21% (96)	26% (119)	32% (149)	13% (61)	462
4-Region: South	7% (54)	19% (157)	29% (238)	30% (245)	16% (129)	824
4-Region: West	8% (44)	20% (106)	22% (116)	38% (196)	11% (58)	520
Watch TV: Every day	9% (96)	21% (227)	28% (306)	32% (353)	10% (111)	1094
Watch TV: Several times per week	9% (44)	23% (116)	29% (144)	29% (147)	10% (49)	501
Watch TV: About once per week	9% (13)	19% (25)	26% (35)	33% (45)	12% (16)	134
Watch TV: Several times per month	5% (6)	22% (29)	25% (33)	31% (40)	17% (22)	130
Watch TV: About once per month	7% (4)	20% (12)	31% (19)	27% (16)	15% (9)	60
Watch TV: Less often than once per month	5% (4)	23% (20)	15% (13)	36% (32)	21% (19)	88
Watch TV: Never	5% (10)	7% (14)	13% (26)	38% (75)	36% (70)	194
Watch Movies: Every day	11% (47)	22% (93)	29% (123)	27% (115)	10% (43)	422
Watch Movies: Several times per week	9% (51)	26% (143)	27% (146)	28% (151)	9% (49)	541
Watch Movies: About once per week	8% (28)	21% (78)	28% (103)	34% (125)	10% (38)	373
Watch Movies: Several times per month	7% (19)	20% (52)	29% (76)	36% (94)	9% (23)	263
Watch Movies: About once per month	6% (12)	10% (20)	27% (51)	44% (85)	13% (25)	192
Watch Movies: Less often than once per month	6% (12)	18% (37)	23% (46)	31% (63)	23% (46)	203
Watch Movies: Never	4% (8)	9% (20)	15% (30)	37% (77)	35% (72)	206
Watch Sporting Events: Every day	18% (32)	20% (35)	22% (38)	25% (44)	14% (25)	175
Watch Sporting Events: Several times per week	9% (28)	22% (69)	32% (102)	29% (92)	8% (25)	317
Watch Sporting Events: About once per week	9% (25)	24% (71)	28% (83)	29% (86)	11% (32)	297
Watch Sporting Events: Several times per month	8% (14)	26% (44)	25% (42)	35% (61)	6% (11)	172
Watch Sporting Events: About once per month	12% (23)	20% (38)	24% (44)	34% (64)	9% (17)	185
Watch Sporting Events: Less often than once per month	6% (19)	17% (55)	32% (106)	34% (114)	11% (38)	333
Watch Sporting Events: Never	5% (35)	18% (131)	22% (160)	34% (248)	20% (148)	722

Continued on next page

**Table HR5_2: How appropriate or inappropriate are the following?
Movies that depict gun violence in a comedic way**

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	8% (177)	20% (443)	26% (576)	32% (709)	13% (296)	2200
Cable TV: Currently subscribe	10% (96)	19% (196)	26% (267)	34% (346)	10% (103)	1008
Cable TV: Subscribed in past	8% (61)	23% (182)	28% (218)	30% (233)	12% (93)	786
Cable TV: Never subscribed	5% (21)	16% (65)	22% (91)	32% (129)	25% (100)	406
Satellite TV: Currently subscribe	8% (44)	21% (106)	24% (122)	36% (185)	11% (57)	513
Satellite TV: Subscribed in past	10% (61)	24% (151)	27% (167)	27% (165)	12% (74)	618
Satellite TV: Never subscribed	7% (73)	17% (185)	27% (287)	34% (359)	15% (165)	1069
Streaming Services: Currently subscribe	10% (131)	23% (306)	28% (376)	29% (393)	10% (133)	1338
Streaming Services: Subscribed in past	6% (14)	19% (41)	28% (61)	29% (63)	19% (41)	220
Streaming Services: Never subscribed	5% (32)	15% (96)	22% (139)	39% (252)	19% (122)	642
Film: An avid fan	13% (109)	24% (204)	26% (225)	27% (231)	10% (88)	856
Film: A casual fan	5% (51)	19% (206)	28% (306)	35% (382)	14% (148)	1093
Film: Not a fan	7% (17)	13% (33)	18% (45)	38% (95)	24% (61)	251
Television: An avid fan	10% (117)	21% (236)	26% (295)	33% (376)	10% (112)	1136
Television: A casual fan	5% (51)	20% (183)	28% (258)	32% (298)	15% (134)	923
Television: Not a fan	7% (9)	17% (24)	17% (24)	25% (35)	35% (49)	141
Music: An avid fan	10% (121)	20% (245)	27% (331)	31% (370)	12% (142)	1208
Music: A casual fan	6% (51)	20% (182)	26% (233)	35% (310)	13% (116)	892
Music: Not a fan	5% (5)	17% (16)	12% (12)	29% (29)	38% (38)	100
Fashion: An avid fan	9% (32)	21% (75)	29% (103)	29% (103)	11% (37)	350
Fashion: A casual fan	7% (62)	21% (189)	27% (236)	33% (293)	12% (111)	891
Fashion: Not a fan	9% (82)	19% (179)	25% (237)	33% (313)	15% (148)	960

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

**Table HR5_3: How appropriate or inappropriate are the following?
 Movies that depict gun violence in a realistic way**

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	18% (395)	37% (805)	18% (402)	14% (302)	13% (296)	2200
Gender: Male	21% (226)	37% (398)	18% (186)	11% (114)	13% (137)	1062
Gender: Female	15% (169)	36% (407)	19% (216)	17% (188)	14% (159)	1138
Age: 18-29	24% (112)	34% (156)	17% (78)	7% (32)	18% (82)	460
Age: 30-44	21% (119)	36% (201)	16% (91)	10% (55)	16% (86)	553
Age: 45-54	18% (68)	40% (150)	15% (56)	13% (50)	14% (53)	376
Age: 55-64	15% (55)	36% (137)	21% (80)	17% (63)	11% (40)	375
Age: 65+	9% (41)	37% (161)	22% (97)	24% (103)	8% (35)	436
Generation Z: 18-22	24% (50)	34% (71)	20% (43)	6% (12)	17% (35)	212
Millennial: Age 23-38	23% (140)	34% (207)	15% (89)	10% (59)	18% (107)	602
Generation X: Age 39-54	19% (109)	40% (229)	16% (93)	11% (65)	14% (79)	575
Boomers: Age 55-73	13% (91)	37% (268)	21% (155)	19% (141)	9% (68)	723
PID: Dem (no lean)	19% (148)	34% (265)	20% (151)	16% (121)	11% (85)	769
PID: Ind (no lean)	18% (135)	36% (269)	17% (130)	13% (96)	16% (121)	751
PID: Rep (no lean)	16% (112)	40% (271)	18% (122)	13% (85)	13% (90)	679
PID/Gender: Dem Men	23% (82)	33% (122)	19% (70)	13% (47)	12% (42)	363
PID/Gender: Dem Women	16% (66)	35% (143)	20% (80)	18% (74)	11% (43)	406
PID/Gender: Ind Men	21% (70)	36% (116)	17% (56)	10% (31)	17% (54)	328
PID/Gender: Ind Women	15% (65)	36% (153)	17% (74)	15% (65)	16% (67)	424
PID/Gender: Rep Men	20% (74)	43% (160)	16% (60)	10% (36)	11% (41)	371
PID/Gender: Rep Women	12% (38)	36% (111)	20% (62)	16% (49)	16% (49)	309
Ideo: Liberal (1-3)	23% (134)	40% (235)	17% (101)	12% (73)	8% (45)	588
Ideo: Moderate (4)	15% (73)	39% (193)	19% (93)	11% (54)	16% (76)	489
Ideo: Conservative (5-7)	17% (131)	36% (270)	20% (149)	16% (122)	10% (77)	749
Educ: < College	18% (268)	32% (489)	18% (277)	15% (234)	16% (244)	1512
Educ: Bachelors degree	19% (82)	46% (205)	18% (81)	9% (40)	8% (36)	444
Educ: Post-grad	18% (45)	46% (111)	18% (43)	12% (29)	7% (16)	244

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Table HR5_3: How appropriate or inappropriate are the following?
Movies that depict gun violence in a realistic way

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	18% (395)	37% (805)	18% (402)	14% (302)	13% (296)	2200
Income: Under 50k	17% (215)	33% (419)	18% (232)	15% (188)	16% (207)	1261
Income: 50k-100k	19% (125)	40% (267)	18% (119)	13% (89)	10% (64)	664
Income: 100k+	20% (55)	43% (119)	18% (50)	9% (26)	9% (25)	275
Ethnicity: White	17% (295)	39% (664)	18% (310)	14% (235)	13% (218)	1722
Ethnicity: Hispanic	24% (82)	34% (119)	18% (62)	12% (42)	13% (44)	349
Ethnicity: Afr. Am.	19% (53)	30% (82)	17% (48)	16% (45)	17% (46)	274
Ethnicity: Other	23% (47)	28% (58)	22% (44)	11% (23)	16% (32)	204
All Christian	16% (147)	39% (351)	20% (177)	15% (134)	10% (86)	895
All Non-Christian	16% (16)	37% (36)	18% (18)	17% (17)	12% (12)	99
Atheist	21% (20)	46% (43)	14% (13)	9% (8)	11% (10)	95
Agnostic/Nothing in particular	19% (213)	34% (374)	17% (193)	13% (144)	17% (187)	1111
Religious Non-Protestant/Catholic	15% (17)	41% (45)	17% (19)	15% (17)	12% (13)	110
Evangelical	12% (75)	35% (218)	21% (131)	20% (126)	12% (73)	623
Non-Evangelical	19% (143)	38% (288)	17% (129)	14% (103)	11% (85)	749
Community: Urban	18% (104)	34% (202)	18% (107)	16% (95)	13% (79)	586
Community: Suburban	18% (183)	40% (400)	18% (177)	13% (130)	12% (116)	1006
Community: Rural	18% (109)	33% (202)	19% (118)	13% (77)	17% (101)	608
Employ: Private Sector	22% (149)	39% (271)	18% (127)	10% (68)	11% (74)	689
Employ: Government	21% (30)	40% (56)	15% (21)	9% (13)	13% (18)	139
Employ: Self-Employed	19% (37)	39% (75)	10% (20)	19% (36)	13% (24)	192
Employ: Homemaker	14% (22)	33% (54)	18% (29)	15% (23)	20% (33)	161
Employ: Student	27% (29)	40% (42)	19% (20)	6% (6)	9% (9)	106
Employ: Retired	10% (45)	37% (175)	22% (104)	22% (105)	9% (42)	471
Employ: Unemployed	17% (40)	29% (68)	22% (51)	8% (19)	23% (53)	231
Employ: Other	21% (44)	30% (64)	14% (29)	15% (31)	20% (43)	211
Military HH: Yes	16% (60)	40% (152)	22% (82)	14% (55)	8% (31)	380
Military HH: No	18% (335)	36% (653)	18% (320)	14% (248)	15% (265)	1820
RD/WT: Right Direction	19% (155)	34% (284)	21% (169)	13% (109)	13% (109)	826
RD/WT: Wrong Track	17% (240)	38% (521)	17% (233)	14% (193)	14% (187)	1374

Continued on next page

Table HR5_3: How appropriate or inappropriate are the following?
Movies that depict gun violence in a realistic way

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	18% (395)	37% (805)	18% (402)	14% (302)	13% (296)	2200
Trump Job Approve	18% (162)	36% (316)	20% (172)	14% (122)	12% (108)	880
Trump Job Disapprove	18% (223)	38% (461)	18% (221)	14% (169)	11% (137)	1211
Trump Job Strongly Approve	22% (113)	35% (176)	16% (83)	15% (76)	12% (59)	507
Trump Job Somewhat Approve	13% (49)	38% (140)	24% (89)	12% (46)	13% (48)	372
Trump Job Somewhat Disapprove	20% (60)	43% (127)	18% (55)	7% (21)	12% (37)	299
Trump Job Strongly Disapprove	18% (163)	37% (334)	18% (166)	16% (148)	11% (100)	912
Favorable of Trump	18% (157)	37% (320)	19% (166)	13% (115)	12% (99)	859
Unfavorable of Trump	18% (221)	39% (465)	19% (226)	14% (167)	10% (123)	1201
Very Favorable of Trump	23% (120)	34% (180)	17% (89)	16% (85)	11% (57)	530
Somewhat Favorable of Trump	11% (38)	43% (140)	24% (78)	9% (31)	13% (42)	329
Somewhat Unfavorable of Trump	14% (30)	46% (100)	21% (45)	10% (22)	10% (22)	220
Very Unfavorable of Trump	19% (191)	37% (364)	18% (181)	15% (145)	10% (101)	981
#1 Issue: Economy	18% (96)	40% (221)	16% (85)	11% (58)	16% (85)	546
#1 Issue: Security	19% (83)	35% (157)	21% (93)	12% (56)	13% (58)	447
#1 Issue: Health Care	21% (77)	34% (126)	17% (63)	14% (52)	13% (49)	368
#1 Issue: Medicare / Social Security	9% (29)	32% (102)	24% (79)	25% (80)	11% (34)	324
#1 Issue: Women's Issues	23% (37)	40% (66)	13% (22)	10% (16)	14% (23)	165
#1 Issue: Education	19% (24)	34% (42)	25% (31)	12% (15)	11% (13)	125
#1 Issue: Energy	26% (31)	41% (49)	15% (17)	9% (11)	10% (12)	119
#1 Issue: Other	17% (18)	39% (41)	12% (12)	14% (15)	19% (20)	107
2018 House Vote: Democrat	18% (135)	37% (275)	20% (150)	16% (117)	10% (72)	749
2018 House Vote: Republican	18% (128)	39% (280)	19% (133)	13% (93)	11% (76)	710
2018 House Vote: Someone else	25% (25)	35% (35)	13% (13)	11% (11)	15% (15)	99
2016 Vote: Hillary Clinton	17% (110)	38% (244)	19% (124)	17% (108)	10% (65)	651
2016 Vote: Donald Trump	18% (119)	40% (269)	19% (125)	12% (83)	11% (73)	668
2016 Vote: Other	17% (30)	49% (88)	13% (24)	9% (16)	13% (23)	180
2016 Vote: Didn't Vote	20% (136)	28% (198)	19% (130)	14% (96)	20% (136)	695
Voted in 2014: Yes	16% (211)	41% (539)	18% (242)	14% (189)	10% (131)	1312
Voted in 2014: No	21% (185)	30% (265)	18% (160)	13% (113)	19% (165)	888

Continued on next page

**Table HR5_3: How appropriate or inappropriate are the following?
Movies that depict gun violence in a realistic way**

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	18% (395)	37% (805)	18% (402)	14% (302)	13% (296)	2200
2012 Vote: Barack Obama	18% (140)	39% (309)	18% (140)	16% (124)	10% (78)	790
2012 Vote: Mitt Romney	14% (73)	42% (219)	19% (101)	14% (71)	11% (58)	521
2012 Vote: Other	15% (14)	44% (42)	16% (16)	10% (10)	15% (15)	97
2012 Vote: Didn't Vote	21% (167)	30% (233)	18% (146)	12% (98)	18% (145)	789
4-Region: Northeast	21% (83)	37% (145)	17% (68)	13% (53)	12% (46)	394
4-Region: Midwest	17% (78)	34% (158)	19% (88)	16% (72)	14% (67)	462
4-Region: South	16% (134)	37% (308)	18% (145)	13% (110)	15% (127)	824
4-Region: West	19% (101)	37% (194)	19% (101)	13% (68)	11% (57)	520
Watch TV: Every day	21% (227)	38% (410)	18% (199)	13% (145)	10% (112)	1094
Watch TV: Several times per week	18% (93)	42% (211)	19% (96)	12% (58)	9% (44)	501
Watch TV: About once per week	15% (20)	44% (59)	16% (21)	12% (16)	13% (17)	134
Watch TV: Several times per month	12% (16)	31% (40)	25% (33)	16% (20)	16% (21)	130
Watch TV: About once per month	21% (13)	43% (25)	10% (6)	12% (7)	14% (8)	60
Watch TV: Less often than once per month	15% (13)	35% (31)	18% (16)	14% (12)	17% (15)	88
Watch TV: Never	7% (14)	14% (28)	16% (31)	22% (43)	40% (78)	194
Watch Movies: Every day	26% (108)	32% (133)	19% (81)	13% (53)	11% (46)	422
Watch Movies: Several times per week	19% (104)	43% (235)	18% (98)	10% (57)	9% (47)	541
Watch Movies: About once per week	18% (69)	40% (150)	16% (59)	15% (55)	11% (40)	373
Watch Movies: Several times per month	18% (46)	40% (104)	19% (49)	15% (40)	9% (23)	263
Watch Movies: About once per month	13% (24)	42% (81)	21% (40)	12% (23)	12% (24)	192
Watch Movies: Less often than once per month	14% (28)	31% (63)	22% (45)	14% (28)	19% (39)	203
Watch Movies: Never	8% (16)	18% (38)	15% (30)	23% (47)	37% (76)	206
Watch Sporting Events: Every day	26% (46)	34% (60)	18% (31)	9% (16)	13% (23)	175
Watch Sporting Events: Several times per week	19% (61)	42% (133)	21% (66)	11% (35)	7% (22)	317
Watch Sporting Events: About once per week	19% (57)	38% (114)	18% (55)	15% (44)	9% (28)	297
Watch Sporting Events: Several times per month	22% (38)	40% (69)	18% (32)	11% (19)	8% (14)	172
Watch Sporting Events: About once per month	18% (34)	40% (74)	18% (32)	13% (25)	11% (20)	185
Watch Sporting Events: Less often than once per month	20% (66)	40% (134)	16% (54)	13% (43)	11% (36)	333
Watch Sporting Events: Never	13% (94)	31% (220)	18% (133)	17% (122)	21% (154)	722

Continued on next page

Table HR5_3: How appropriate or inappropriate are the following?
Movies that depict gun violence in a realistic way

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	18% (395)	37% (805)	18% (402)	14% (302)	13% (296)	2200
Cable TV: Currently subscribe	19% (187)	39% (397)	18% (185)	14% (138)	10% (101)	1008
Cable TV: Subscribed in past	20% (155)	38% (296)	19% (151)	13% (102)	11% (83)	786
Cable TV: Never subscribed	13% (54)	28% (112)	16% (66)	15% (63)	27% (111)	406
Satellite TV: Currently subscribe	17% (86)	37% (189)	21% (106)	15% (76)	11% (56)	513
Satellite TV: Subscribed in past	21% (127)	35% (219)	20% (121)	12% (74)	13% (78)	618
Satellite TV: Never subscribed	17% (183)	37% (397)	16% (175)	14% (152)	15% (161)	1069
Streaming Services: Currently subscribe	21% (283)	40% (538)	17% (233)	11% (150)	10% (135)	1338
Streaming Services: Subscribed in past	17% (37)	30% (66)	21% (47)	14% (32)	17% (38)	220
Streaming Services: Never subscribed	12% (75)	31% (200)	19% (123)	19% (121)	19% (122)	642
Film: An avid fan	24% (202)	40% (344)	16% (137)	10% (89)	10% (84)	856
Film: A casual fan	15% (161)	37% (400)	20% (217)	15% (167)	14% (149)	1093
Film: Not a fan	13% (33)	24% (60)	19% (49)	19% (47)	25% (63)	251
Television: An avid fan	21% (234)	37% (425)	18% (208)	14% (156)	10% (113)	1136
Television: A casual fan	16% (144)	37% (345)	19% (173)	14% (132)	14% (131)	923
Television: Not a fan	12% (17)	25% (35)	15% (21)	11% (15)	37% (52)	141
Music: An avid fan	21% (256)	37% (450)	18% (214)	12% (148)	12% (140)	1208
Music: A casual fan	15% (130)	38% (335)	20% (174)	15% (137)	13% (116)	892
Music: Not a fan	8% (8)	20% (20)	14% (14)	17% (17)	40% (40)	100
Fashion: An avid fan	20% (68)	35% (124)	20% (70)	14% (48)	11% (40)	350
Fashion: A casual fan	17% (154)	38% (335)	19% (167)	14% (124)	12% (110)	891
Fashion: Not a fan	18% (173)	36% (345)	17% (165)	14% (130)	15% (146)	960

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

Table HR5_4: How appropriate or inappropriate are the following?
TV shows that dramatize real life events

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Don't know / No opinion		Total N
Adults	25%	(543)	42%	(914)	15%	(334)	6%	(124)	13%	(285)	2200
Gender: Male	24%	(258)	43%	(461)	15%	(161)	4%	(44)	13%	(138)	1062
Gender: Female	25%	(285)	40%	(453)	15%	(173)	7%	(80)	13%	(148)	1138
Age: 18-29	22%	(103)	34%	(154)	22%	(100)	4%	(20)	18%	(82)	460
Age: 30-44	26%	(142)	39%	(216)	13%	(74)	6%	(31)	16%	(91)	553
Age: 45-54	27%	(100)	43%	(161)	13%	(50)	6%	(21)	12%	(44)	376
Age: 55-64	23%	(85)	48%	(180)	15%	(55)	7%	(25)	8%	(29)	375
Age: 65+	26%	(113)	46%	(203)	13%	(55)	6%	(27)	9%	(39)	436
Generation Z: 18-22	20%	(43)	31%	(65)	24%	(52)	5%	(10)	19%	(41)	212
Millennial: Age 23-38	25%	(153)	35%	(214)	16%	(99)	5%	(32)	17%	(104)	602
Generation X: Age 39-54	26%	(149)	44%	(252)	13%	(73)	5%	(29)	12%	(72)	575
Boomers: Age 55-73	25%	(179)	47%	(342)	13%	(91)	6%	(47)	9%	(63)	723
PID: Dem (no lean)	28%	(213)	41%	(317)	15%	(115)	6%	(49)	10%	(76)	769
PID: Ind (no lean)	22%	(166)	39%	(292)	18%	(132)	5%	(36)	17%	(125)	751
PID: Rep (no lean)	24%	(164)	45%	(305)	13%	(87)	6%	(39)	12%	(85)	679
PID/Gender: Dem Men	27%	(99)	42%	(153)	15%	(54)	5%	(18)	11%	(40)	363
PID/Gender: Dem Women	28%	(114)	40%	(164)	15%	(61)	8%	(32)	9%	(35)	406
PID/Gender: Ind Men	22%	(72)	41%	(135)	17%	(55)	3%	(9)	17%	(56)	328
PID/Gender: Ind Women	22%	(94)	37%	(156)	18%	(78)	6%	(27)	16%	(69)	424
PID/Gender: Rep Men	23%	(87)	47%	(173)	14%	(52)	5%	(18)	11%	(42)	371
PID/Gender: Rep Women	25%	(77)	43%	(132)	11%	(35)	7%	(21)	14%	(43)	309
Ideo: Liberal (1-3)	29%	(169)	44%	(260)	17%	(97)	5%	(30)	5%	(32)	588
Ideo: Moderate (4)	25%	(123)	45%	(218)	13%	(62)	5%	(23)	13%	(63)	489
Ideo: Conservative (5-7)	23%	(172)	45%	(334)	15%	(109)	7%	(49)	11%	(86)	749
Educ: < College	24%	(356)	38%	(582)	16%	(244)	7%	(100)	15%	(231)	1512
Educ: Bachelors degree	27%	(121)	47%	(208)	14%	(63)	3%	(14)	9%	(38)	444
Educ: Post-grad	27%	(66)	51%	(124)	11%	(28)	4%	(10)	7%	(16)	244

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Table HR5_4: How appropriate or inappropriate are the following?
TV shows that dramatize real life events

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	25% (543)	42% (914)	15% (334)	6% (124)	13% (285)	2200
Income: Under 50k	25% (316)	39% (493)	15% (184)	5% (68)	16% (200)	1261
Income: 50k-100k	23% (151)	44% (290)	19% (123)	6% (39)	9% (61)	664
Income: 100k+	28% (76)	48% (131)	10% (27)	6% (16)	9% (25)	275
Ethnicity: White	24% (418)	44% (751)	15% (257)	5% (87)	12% (209)	1722
Ethnicity: Hispanic	28% (96)	36% (127)	16% (56)	6% (22)	14% (48)	349
Ethnicity: Afr. Am.	29% (80)	32% (87)	13% (36)	10% (26)	17% (45)	274
Ethnicity: Other	22% (45)	37% (76)	21% (42)	5% (11)	15% (31)	204
All Christian	24% (212)	47% (418)	15% (133)	6% (53)	9% (78)	895
All Non-Christian	22% (22)	41% (41)	16% (16)	7% (7)	13% (13)	99
Atheist	24% (22)	49% (47)	15% (14)	3% (3)	10% (9)	95
Agnostic/Nothing in particular	26% (286)	37% (408)	15% (171)	6% (62)	17% (185)	1111
Religious Non-Protestant/Catholic	22% (24)	44% (48)	15% (17)	7% (7)	13% (14)	110
Evangelical	26% (162)	37% (232)	17% (107)	7% (46)	12% (75)	623
Non-Evangelical	26% (197)	46% (346)	13% (96)	4% (32)	10% (77)	749
Community: Urban	26% (151)	43% (250)	14% (84)	5% (31)	12% (71)	586
Community: Suburban	23% (233)	42% (427)	17% (167)	6% (59)	12% (121)	1006
Community: Rural	26% (159)	39% (237)	14% (84)	6% (34)	15% (93)	608
Employ: Private Sector	26% (177)	46% (318)	14% (99)	4% (26)	10% (69)	689
Employ: Government	23% (31)	39% (54)	16% (22)	7% (10)	15% (21)	139
Employ: Self-Employed	30% (57)	39% (74)	12% (23)	8% (15)	12% (23)	192
Employ: Homemaker	14% (22)	37% (60)	16% (26)	11% (17)	23% (37)	161
Employ: Student	20% (21)	35% (37)	29% (31)	6% (7)	10% (11)	106
Employ: Retired	25% (115)	46% (216)	14% (65)	7% (32)	9% (42)	471
Employ: Unemployed	23% (53)	35% (81)	16% (38)	4% (9)	22% (50)	231
Employ: Other	31% (67)	35% (75)	14% (30)	4% (8)	15% (32)	211
Military HH: Yes	18% (70)	45% (173)	19% (74)	7% (26)	10% (37)	380
Military HH: No	26% (473)	41% (741)	14% (260)	5% (97)	14% (248)	1820
RD/WT: Right Direction	25% (205)	42% (345)	15% (127)	6% (47)	12% (101)	826
RD/WT: Wrong Track	25% (338)	41% (569)	15% (207)	6% (77)	13% (184)	1374

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Table HR5_4: How appropriate or inappropriate are the following?
TV shows that dramatize real life events

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	25% (543)	42% (914)	15% (334)	6% (124)	13% (285)	2200
Trump Job Approve	23% (202)	44% (385)	15% (133)	6% (52)	12% (108)	880
Trump Job Disapprove	27% (331)	41% (499)	16% (192)	5% (65)	10% (124)	1211
Trump Job Strongly Approve	23% (119)	43% (219)	14% (72)	6% (30)	13% (67)	507
Trump Job Somewhat Approve	22% (83)	45% (166)	16% (61)	6% (22)	11% (41)	372
Trump Job Somewhat Disapprove	24% (73)	46% (136)	15% (46)	5% (14)	10% (29)	299
Trump Job Strongly Disapprove	28% (258)	40% (363)	16% (146)	6% (51)	10% (95)	912
Favorable of Trump	24% (203)	44% (380)	15% (131)	6% (49)	11% (96)	859
Unfavorable of Trump	27% (326)	43% (511)	16% (187)	5% (60)	10% (117)	1201
Very Favorable of Trump	26% (136)	42% (221)	14% (74)	6% (34)	12% (65)	530
Somewhat Favorable of Trump	20% (67)	48% (159)	17% (57)	4% (14)	9% (31)	329
Somewhat Unfavorable of Trump	21% (47)	50% (110)	16% (36)	4% (10)	8% (17)	220
Very Unfavorable of Trump	28% (279)	41% (401)	15% (151)	5% (50)	10% (100)	981
#1 Issue: Economy	24% (134)	43% (234)	13% (69)	7% (36)	13% (73)	546
#1 Issue: Security	22% (99)	44% (197)	14% (64)	5% (22)	15% (66)	447
#1 Issue: Health Care	29% (105)	39% (143)	15% (55)	6% (22)	11% (42)	368
#1 Issue: Medicare / Social Security	24% (77)	44% (143)	16% (51)	7% (21)	10% (32)	324
#1 Issue: Women's Issues	24% (39)	35% (57)	22% (35)	7% (11)	14% (22)	165
#1 Issue: Education	26% (33)	41% (51)	19% (23)	2% (2)	13% (16)	125
#1 Issue: Energy	31% (37)	40% (47)	16% (19)	2% (2)	12% (15)	119
#1 Issue: Other	19% (20)	39% (42)	17% (18)	7% (8)	18% (19)	107
2018 House Vote: Democrat	27% (200)	44% (329)	15% (116)	6% (45)	8% (60)	749
2018 House Vote: Republican	25% (176)	46% (326)	13% (95)	5% (33)	11% (80)	710
2018 House Vote: Someone else	23% (23)	28% (28)	21% (20)	11% (10)	17% (17)	99
2016 Vote: Hillary Clinton	29% (191)	43% (283)	13% (84)	6% (38)	8% (55)	651
2016 Vote: Donald Trump	24% (162)	46% (307)	14% (96)	5% (35)	10% (68)	668
2016 Vote: Other	19% (34)	44% (79)	21% (38)	4% (8)	12% (21)	180
2016 Vote: Didn't Vote	22% (154)	35% (242)	17% (116)	6% (43)	20% (140)	695
Voted in 2014: Yes	26% (347)	45% (586)	14% (187)	5% (72)	9% (119)	1312
Voted in 2014: No	22% (196)	37% (328)	17% (147)	6% (52)	19% (166)	888

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Table HR5_4: How appropriate or inappropriate are the following?
TV shows that dramatize real life events

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	25% (543)	42% (914)	15% (334)	6% (124)	13% (285)	2200
2012 Vote: Barack Obama	29% (231)	44% (348)	13% (105)	6% (44)	8% (62)	790
2012 Vote: Mitt Romney	23% (117)	48% (248)	13% (70)	5% (28)	11% (58)	521
2012 Vote: Other	20% (19)	35% (34)	24% (23)	8% (7)	13% (13)	97
2012 Vote: Didn't Vote	22% (174)	36% (282)	17% (137)	6% (44)	19% (152)	789
4-Region: Northeast	27% (105)	43% (170)	14% (56)	5% (20)	11% (43)	394
4-Region: Midwest	23% (106)	42% (193)	16% (74)	7% (33)	12% (57)	462
4-Region: South	25% (204)	42% (349)	14% (113)	5% (40)	14% (117)	824
4-Region: West	24% (127)	39% (202)	18% (92)	6% (31)	13% (68)	520
Watch TV: Every day	30% (332)	44% (478)	13% (137)	4% (45)	9% (102)	1094
Watch TV: Several times per week	21% (105)	47% (237)	16% (82)	5% (27)	10% (49)	501
Watch TV: About once per week	23% (31)	35% (46)	22% (30)	5% (7)	15% (20)	134
Watch TV: Several times per month	15% (20)	36% (47)	25% (33)	9% (11)	15% (20)	130
Watch TV: About once per month	28% (17)	30% (18)	21% (13)	5% (3)	16% (9)	60
Watch TV: Less often than once per month	19% (17)	46% (40)	17% (15)	5% (4)	13% (12)	88
Watch TV: Never	11% (22)	24% (47)	13% (25)	13% (26)	38% (74)	194
Watch Movies: Every day	35% (147)	34% (145)	14% (58)	6% (24)	11% (48)	422
Watch Movies: Several times per week	27% (146)	47% (253)	15% (84)	2% (11)	9% (48)	541
Watch Movies: About once per week	24% (88)	47% (173)	15% (56)	6% (21)	9% (33)	373
Watch Movies: Several times per month	21% (55)	45% (117)	18% (48)	6% (16)	10% (26)	263
Watch Movies: About once per month	21% (40)	45% (87)	16% (31)	7% (13)	11% (22)	192
Watch Movies: Less often than once per month	21% (43)	43% (88)	14% (28)	6% (12)	17% (34)	203
Watch Movies: Never	12% (24)	25% (51)	14% (30)	13% (27)	36% (74)	206
Watch Sporting Events: Every day	33% (58)	36% (63)	13% (22)	4% (8)	14% (24)	175
Watch Sporting Events: Several times per week	26% (82)	51% (162)	14% (44)	3% (10)	6% (20)	317
Watch Sporting Events: About once per week	21% (62)	48% (144)	20% (61)	4% (11)	7% (19)	297
Watch Sporting Events: Several times per month	27% (46)	47% (81)	14% (24)	4% (7)	8% (14)	172
Watch Sporting Events: About once per month	31% (57)	40% (74)	10% (18)	8% (14)	11% (21)	185
Watch Sporting Events: Less often than once per month	26% (86)	41% (135)	16% (53)	6% (20)	12% (39)	333
Watch Sporting Events: Never	21% (153)	35% (255)	16% (112)	7% (54)	21% (148)	722

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**Table HR5_4: How appropriate or inappropriate are the following?
TV shows that dramatize real life events**

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	25% (543)	42% (914)	15% (334)	6% (124)	13% (285)	2200
Cable TV: Currently subscribe	27% (273)	43% (438)	16% (160)	4% (41)	10% (96)	1008
Cable TV: Subscribed in past	26% (206)	42% (334)	15% (120)	6% (46)	10% (81)	786
Cable TV: Never subscribed	16% (64)	35% (142)	13% (55)	9% (36)	27% (109)	406
Satellite TV: Currently subscribe	23% (120)	43% (219)	17% (87)	5% (27)	12% (60)	513
Satellite TV: Subscribed in past	27% (168)	41% (253)	15% (90)	5% (31)	12% (76)	618
Satellite TV: Never subscribed	24% (255)	41% (442)	15% (158)	6% (65)	14% (149)	1069
Streaming Services: Currently subscribe	27% (360)	43% (574)	16% (214)	5% (63)	10% (127)	1338
Streaming Services: Subscribed in past	24% (53)	39% (86)	11% (25)	8% (17)	18% (39)	220
Streaming Services: Never subscribed	20% (131)	40% (254)	15% (96)	7% (43)	18% (118)	642
Film: An avid fan	33% (279)	41% (349)	14% (118)	4% (34)	9% (76)	856
Film: A casual fan	21% (225)	44% (480)	16% (176)	6% (70)	13% (142)	1093
Film: Not a fan	15% (39)	34% (84)	16% (40)	8% (20)	27% (67)	251
Television: An avid fan	32% (360)	41% (468)	13% (149)	5% (51)	9% (108)	1136
Television: A casual fan	18% (162)	45% (411)	18% (166)	7% (61)	13% (123)	923
Television: Not a fan	15% (21)	24% (34)	14% (20)	8% (12)	39% (54)	141
Music: An avid fan	29% (346)	41% (496)	15% (176)	5% (58)	11% (133)	1208
Music: A casual fan	21% (185)	44% (393)	16% (146)	6% (55)	13% (113)	892
Music: Not a fan	12% (12)	25% (25)	13% (13)	11% (11)	39% (39)	100
Fashion: An avid fan	32% (111)	37% (128)	13% (45)	5% (17)	14% (49)	350
Fashion: A casual fan	24% (216)	42% (378)	18% (160)	5% (48)	10% (89)	891
Fashion: Not a fan	23% (217)	42% (408)	13% (129)	6% (59)	15% (147)	960

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

Table HR5_5: How appropriate or inappropriate are the following?
TV shows that depict gun violence in a comedic way

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	7% (162)	20% (437)	26% (570)	33% (736)	13% (295)	2200
Gender: Male	10% (109)	25% (267)	24% (256)	27% (290)	13% (140)	1062
Gender: Female	5% (53)	15% (170)	28% (314)	39% (447)	14% (154)	1138
Age: 18-29	8% (35)	22% (102)	29% (132)	24% (113)	17% (79)	460
Age: 30-44	11% (62)	24% (134)	25% (136)	24% (130)	16% (91)	553
Age: 45-54	9% (33)	16% (59)	33% (123)	28% (107)	14% (54)	376
Age: 55-64	5% (19)	20% (76)	22% (81)	43% (161)	10% (38)	375
Age: 65+	3% (13)	15% (65)	22% (98)	52% (226)	8% (34)	436
Generation Z: 18-22	7% (14)	24% (50)	29% (61)	25% (54)	16% (33)	212
Millennial: Age 23-38	10% (62)	22% (134)	27% (161)	23% (141)	17% (104)	602
Generation X: Age 39-54	9% (54)	19% (112)	30% (170)	27% (154)	15% (86)	575
Boomers: Age 55-73	4% (30)	18% (128)	22% (162)	47% (338)	9% (65)	723
PID: Dem (no lean)	9% (70)	19% (148)	25% (192)	36% (275)	11% (83)	769
PID: Ind (no lean)	7% (49)	18% (136)	27% (204)	32% (239)	16% (123)	751
PID: Rep (no lean)	6% (42)	22% (153)	26% (174)	33% (222)	13% (89)	679
PID/Gender: Dem Men	12% (44)	25% (91)	20% (74)	31% (114)	11% (40)	363
PID/Gender: Dem Women	7% (26)	14% (57)	29% (118)	40% (161)	11% (43)	406
PID/Gender: Ind Men	10% (32)	23% (75)	28% (91)	23% (76)	17% (55)	328
PID/Gender: Ind Women	4% (17)	14% (61)	27% (113)	39% (164)	16% (68)	424
PID/Gender: Rep Men	9% (33)	27% (101)	25% (91)	27% (100)	12% (46)	371
PID/Gender: Rep Women	3% (9)	17% (52)	27% (83)	39% (122)	14% (43)	309
Ideo: Liberal (1-3)	9% (52)	23% (133)	26% (151)	37% (215)	6% (37)	588
Ideo: Moderate (4)	7% (34)	21% (104)	27% (132)	31% (151)	14% (67)	489
Ideo: Conservative (5-7)	7% (51)	20% (151)	27% (200)	36% (268)	11% (79)	749
Educ: < College	7% (110)	19% (295)	25% (378)	32% (489)	16% (240)	1512
Educ: Bachelors degree	7% (31)	22% (99)	28% (123)	34% (152)	9% (39)	444
Educ: Post-grad	8% (20)	18% (44)	28% (69)	39% (95)	7% (16)	244

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Table HR5_5: How appropriate or inappropriate are the following?
TV shows that depict gun violence in a comedic way

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	7% (162)	20% (437)	26% (570)	33% (736)	13% (295)	2200
Income: Under 50k	7% (88)	18% (224)	27% (335)	32% (407)	16% (207)	1261
Income: 50k-100k	7% (45)	24% (158)	24% (162)	36% (239)	9% (60)	664
Income: 100k+	10% (28)	20% (55)	27% (73)	33% (91)	10% (27)	275
Ethnicity: White	7% (114)	19% (334)	27% (460)	35% (604)	12% (210)	1722
Ethnicity: Hispanic	11% (40)	24% (85)	27% (95)	23% (81)	14% (48)	349
Ethnicity: Afr. Am.	11% (31)	21% (58)	18% (49)	30% (83)	19% (53)	274
Ethnicity: Other	8% (17)	22% (45)	30% (61)	24% (49)	16% (32)	204
All Christian	5% (45)	20% (176)	27% (242)	40% (357)	8% (75)	895
All Non-Christian	12% (12)	16% (16)	22% (21)	40% (40)	11% (11)	99
Atheist	12% (11)	20% (19)	25% (23)	31% (30)	12% (11)	95
Agnostic/Nothing in particular	8% (93)	20% (226)	25% (283)	28% (310)	18% (198)	1111
Religious Non-Protestant/Catholic	11% (12)	17% (19)	23% (25)	39% (43)	10% (11)	110
Evangelical	4% (26)	13% (84)	28% (177)	41% (258)	13% (78)	623
Non-Evangelical	7% (49)	23% (169)	26% (193)	35% (260)	11% (79)	749
Community: Urban	9% (51)	20% (115)	26% (152)	31% (182)	15% (86)	586
Community: Suburban	7% (67)	22% (226)	25% (248)	35% (354)	11% (111)	1006
Community: Rural	7% (44)	16% (96)	28% (170)	33% (200)	16% (98)	608
Employ: Private Sector	11% (76)	26% (177)	25% (173)	28% (191)	10% (72)	689
Employ: Government	10% (14)	20% (27)	26% (36)	29% (40)	16% (22)	139
Employ: Self-Employed	10% (19)	20% (39)	26% (50)	32% (62)	11% (22)	192
Employ: Homemaker	6% (9)	15% (24)	31% (51)	28% (45)	20% (32)	161
Employ: Student	3% (3)	18% (19)	38% (40)	35% (37)	6% (7)	106
Employ: Retired	3% (12)	15% (71)	24% (112)	49% (233)	9% (44)	471
Employ: Unemployed	9% (21)	19% (44)	23% (53)	25% (57)	24% (56)	231
Employ: Other	4% (8)	17% (36)	26% (55)	34% (71)	19% (41)	211
Military HH: Yes	4% (14)	19% (72)	29% (110)	37% (139)	12% (44)	380
Military HH: No	8% (148)	20% (365)	25% (460)	33% (597)	14% (250)	1820
RD/WT: Right Direction	8% (67)	23% (189)	26% (212)	31% (254)	13% (104)	826
RD/WT: Wrong Track	7% (95)	18% (248)	26% (358)	35% (482)	14% (191)	1374

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Table HR5_5: How appropriate or inappropriate are the following?
TV shows that depict gun violence in a comedic way

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	7% (162)	20% (437)	26% (570)	33% (736)	13% (295)	2200
Trump Job Approve	8% (68)	22% (189)	25% (223)	32% (284)	13% (116)	880
Trump Job Disapprove	8% (93)	20% (237)	27% (323)	35% (428)	11% (129)	1211
Trump Job Strongly Approve	10% (48)	23% (115)	22% (113)	33% (168)	13% (63)	507
Trump Job Somewhat Approve	5% (19)	20% (74)	30% (110)	31% (116)	14% (53)	372
Trump Job Somewhat Disapprove	8% (23)	23% (69)	33% (99)	28% (85)	8% (24)	299
Trump Job Strongly Disapprove	8% (71)	18% (168)	25% (224)	38% (343)	12% (106)	912
Favorable of Trump	8% (65)	22% (188)	25% (217)	33% (286)	12% (102)	859
Unfavorable of Trump	8% (95)	20% (242)	27% (330)	35% (419)	10% (116)	1201
Very Favorable of Trump	10% (53)	21% (114)	22% (116)	35% (184)	12% (63)	530
Somewhat Favorable of Trump	4% (12)	23% (75)	31% (101)	31% (102)	12% (39)	329
Somewhat Unfavorable of Trump	5% (12)	22% (47)	38% (84)	30% (66)	5% (11)	220
Very Unfavorable of Trump	9% (83)	20% (194)	25% (245)	36% (353)	11% (105)	981
#1 Issue: Economy	8% (42)	22% (121)	29% (157)	27% (147)	15% (79)	546
#1 Issue: Security	6% (28)	21% (93)	27% (120)	32% (144)	14% (63)	447
#1 Issue: Health Care	9% (35)	18% (67)	26% (95)	36% (131)	11% (41)	368
#1 Issue: Medicare / Social Security	5% (16)	18% (59)	21% (68)	45% (145)	11% (36)	324
#1 Issue: Women's Issues	8% (12)	18% (29)	25% (41)	33% (55)	17% (27)	165
#1 Issue: Education	8% (10)	27% (34)	24% (30)	28% (35)	12% (15)	125
#1 Issue: Energy	11% (14)	12% (14)	33% (39)	34% (41)	10% (12)	119
#1 Issue: Other	6% (6)	19% (20)	19% (21)	37% (40)	19% (20)	107
2018 House Vote: Democrat	8% (58)	21% (155)	26% (195)	36% (272)	9% (70)	749
2018 House Vote: Republican	8% (59)	21% (151)	24% (171)	35% (247)	12% (82)	710
2018 House Vote: Someone else	10% (10)	12% (12)	31% (31)	29% (29)	18% (18)	99
2016 Vote: Hillary Clinton	9% (56)	19% (121)	26% (169)	37% (241)	10% (64)	651
2016 Vote: Donald Trump	8% (53)	22% (149)	24% (160)	35% (234)	11% (72)	668
2016 Vote: Other	8% (14)	18% (33)	29% (53)	30% (55)	14% (25)	180
2016 Vote: Didn't Vote	6% (38)	19% (134)	26% (182)	30% (207)	19% (135)	695
Voted in 2014: Yes	8% (107)	19% (255)	25% (331)	37% (486)	10% (134)	1312
Voted in 2014: No	6% (55)	21% (182)	27% (239)	28% (251)	18% (161)	888

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**Table HR5_5: How appropriate or inappropriate are the following?
TV shows that depict gun violence in a comedic way**

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	7% (162)	20% (437)	26% (570)	33% (736)	13% (295)	2200
2012 Vote: Barack Obama	9% (69)	20% (159)	25% (194)	37% (292)	10% (77)	790
2012 Vote: Mitt Romney	7% (37)	18% (96)	25% (131)	39% (201)	11% (56)	521
2012 Vote: Other	4% (4)	13% (12)	32% (31)	38% (37)	14% (13)	97
2012 Vote: Didn't Vote	7% (53)	21% (169)	27% (214)	26% (206)	19% (147)	789
4-Region: Northeast	10% (38)	23% (90)	22% (88)	33% (128)	13% (49)	394
4-Region: Midwest	8% (36)	20% (93)	25% (116)	34% (156)	13% (62)	462
4-Region: South	7% (54)	20% (161)	27% (225)	32% (262)	15% (122)	824
4-Region: West	7% (34)	18% (94)	27% (141)	37% (190)	12% (61)	520
Watch TV: Every day	9% (93)	20% (221)	27% (297)	34% (366)	11% (116)	1094
Watch TV: Several times per week	8% (41)	22% (110)	28% (138)	32% (161)	10% (51)	501
Watch TV: About once per week	6% (9)	21% (28)	28% (38)	33% (44)	12% (16)	134
Watch TV: Several times per month	3% (5)	26% (34)	24% (32)	31% (41)	15% (20)	130
Watch TV: About once per month	7% (4)	18% (11)	34% (20)	28% (16)	14% (8)	60
Watch TV: Less often than once per month	3% (3)	23% (20)	18% (16)	38% (33)	17% (15)	88
Watch TV: Never	4% (8)	7% (13)	15% (30)	39% (75)	35% (68)	194
Watch Movies: Every day	12% (49)	20% (86)	30% (125)	27% (114)	11% (47)	422
Watch Movies: Several times per week	9% (49)	25% (136)	27% (147)	28% (154)	10% (56)	541
Watch Movies: About once per week	5% (17)	21% (80)	26% (97)	39% (146)	9% (33)	373
Watch Movies: Several times per month	6% (15)	22% (57)	26% (70)	35% (91)	12% (31)	263
Watch Movies: About once per month	7% (13)	11% (22)	28% (54)	43% (83)	10% (20)	192
Watch Movies: Less often than once per month	6% (12)	19% (40)	22% (45)	33% (67)	19% (39)	203
Watch Movies: Never	3% (7)	8% (17)	16% (32)	40% (82)	33% (68)	206
Watch Sporting Events: Every day	16% (27)	23% (40)	20% (35)	26% (45)	16% (27)	175
Watch Sporting Events: Several times per week	8% (24)	22% (71)	29% (93)	32% (102)	8% (27)	317
Watch Sporting Events: About once per week	8% (25)	22% (66)	27% (80)	32% (95)	10% (31)	297
Watch Sporting Events: Several times per month	6% (10)	30% (51)	24% (41)	35% (60)	6% (10)	172
Watch Sporting Events: About once per month	15% (27)	18% (33)	26% (48)	30% (55)	11% (21)	185
Watch Sporting Events: Less often than once per month	3% (9)	17% (57)	33% (108)	35% (117)	12% (41)	333
Watch Sporting Events: Never	5% (39)	16% (118)	23% (164)	36% (262)	19% (138)	722

Continued on next page

**Table HR5_5: How appropriate or inappropriate are the following?
TV shows that depict gun violence in a comedic way**

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	7% (162)	20% (437)	26% (570)	33% (736)	13% (295)	2200
Cable TV: Currently subscribe	9% (93)	19% (194)	25% (250)	36% (364)	11% (107)	1008
Cable TV: Subscribed in past	7% (54)	22% (173)	30% (233)	31% (241)	11% (85)	786
Cable TV: Never subscribed	4% (15)	17% (70)	21% (87)	32% (131)	25% (103)	406
Satellite TV: Currently subscribe	7% (34)	20% (103)	24% (126)	37% (190)	12% (61)	513
Satellite TV: Subscribed in past	10% (60)	23% (141)	28% (176)	28% (171)	11% (70)	618
Satellite TV: Never subscribed	6% (69)	18% (192)	25% (268)	35% (376)	15% (164)	1069
Streaming Services: Currently subscribe	9% (121)	22% (297)	28% (378)	30% (407)	10% (136)	1338
Streaming Services: Subscribed in past	6% (13)	18% (40)	30% (66)	29% (64)	17% (37)	220
Streaming Services: Never subscribed	4% (28)	16% (101)	20% (126)	41% (266)	19% (122)	642
Film: An avid fan	11% (95)	24% (205)	26% (220)	29% (248)	10% (88)	856
Film: A casual fan	5% (50)	19% (203)	27% (297)	36% (394)	14% (149)	1093
Film: Not a fan	7% (17)	12% (29)	21% (53)	38% (94)	23% (58)	251
Television: An avid fan	10% (112)	20% (231)	26% (292)	34% (387)	10% (115)	1136
Television: A casual fan	5% (42)	20% (187)	27% (251)	34% (310)	14% (133)	923
Television: Not a fan	5% (8)	14% (20)	19% (27)	28% (40)	33% (46)	141
Music: An avid fan	9% (108)	20% (246)	28% (333)	31% (377)	12% (144)	1208
Music: A casual fan	6% (51)	20% (178)	24% (216)	37% (333)	13% (115)	892
Music: Not a fan	3% (3)	13% (13)	21% (21)	26% (26)	36% (36)	100
Fashion: An avid fan	10% (35)	21% (73)	29% (101)	29% (102)	11% (39)	350
Fashion: A casual fan	6% (54)	22% (198)	25% (224)	34% (305)	12% (109)	891
Fashion: Not a fan	8% (73)	17% (166)	26% (245)	34% (330)	15% (146)	960

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

**Table HR5_6: How appropriate or inappropriate are the following?
TV shows that depict gun violence in a realistic way**

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Don't know / No opinion		Total N
Adults	17%	(374)	36%	(803)	19%	(423)	14%	(318)	13%	(282)	2200
Gender: Male	20%	(210)	37%	(392)	19%	(205)	11%	(121)	13%	(135)	1062
Gender: Female	14%	(165)	36%	(411)	19%	(218)	17%	(197)	13%	(147)	1138
Age: 18-29	22%	(102)	33%	(151)	19%	(89)	9%	(41)	17%	(78)	460
Age: 30-44	19%	(105)	38%	(209)	17%	(96)	10%	(57)	16%	(86)	553
Age: 45-54	19%	(70)	38%	(142)	19%	(70)	13%	(49)	12%	(45)	376
Age: 55-64	15%	(54)	38%	(141)	20%	(75)	17%	(65)	10%	(38)	375
Age: 65+	10%	(43)	37%	(161)	21%	(92)	24%	(106)	8%	(34)	436
Generation Z: 18-22	23%	(49)	32%	(67)	19%	(41)	9%	(19)	17%	(35)	212
Millennial: Age 23-38	20%	(121)	34%	(206)	18%	(111)	10%	(62)	17%	(102)	602
Generation X: Age 39-54	18%	(106)	39%	(227)	18%	(104)	11%	(65)	13%	(72)	575
Boomers: Age 55-73	12%	(88)	37%	(268)	20%	(146)	21%	(154)	9%	(67)	723
PID: Dem (no lean)	17%	(133)	36%	(279)	19%	(150)	16%	(125)	11%	(83)	769
PID: Ind (no lean)	18%	(137)	33%	(248)	20%	(151)	13%	(97)	16%	(118)	751
PID: Rep (no lean)	15%	(104)	41%	(276)	18%	(122)	14%	(96)	12%	(82)	679
PID/Gender: Dem Men	21%	(78)	35%	(125)	20%	(73)	12%	(45)	12%	(42)	363
PID/Gender: Dem Women	14%	(55)	38%	(153)	19%	(77)	20%	(80)	10%	(40)	406
PID/Gender: Ind Men	20%	(67)	33%	(109)	20%	(65)	11%	(35)	16%	(51)	328
PID/Gender: Ind Women	17%	(71)	33%	(139)	20%	(86)	14%	(61)	16%	(66)	424
PID/Gender: Rep Men	18%	(65)	42%	(157)	18%	(67)	11%	(40)	11%	(41)	371
PID/Gender: Rep Women	13%	(39)	38%	(118)	18%	(55)	18%	(56)	13%	(41)	309
Ideo: Liberal (1-3)	20%	(119)	42%	(244)	19%	(110)	13%	(75)	7%	(40)	588
Ideo: Moderate (4)	15%	(74)	39%	(190)	18%	(89)	14%	(69)	14%	(67)	489
Ideo: Conservative (5-7)	17%	(125)	37%	(276)	20%	(151)	16%	(120)	10%	(77)	749
Educ: < College	17%	(259)	33%	(505)	18%	(279)	16%	(235)	15%	(234)	1512
Educ: Bachelors degree	17%	(77)	44%	(196)	21%	(93)	10%	(46)	7%	(32)	444
Educ: Post-grad	15%	(37)	42%	(102)	21%	(51)	15%	(37)	6%	(16)	244

Continued on next page

Table HR5_6: How appropriate or inappropriate are the following?
TV shows that depict gun violence in a realistic way

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	17% (374)	36% (803)	19% (423)	14% (318)	13% (282)	2200
Income: Under 50k	16% (205)	33% (413)	19% (242)	16% (201)	16% (200)	1261
Income: 50k-100k	17% (113)	42% (282)	19% (127)	14% (90)	8% (52)	664
Income: 100k+	20% (56)	39% (108)	20% (54)	10% (27)	11% (29)	275
Ethnicity: White	17% (285)	39% (666)	19% (326)	14% (239)	12% (205)	1722
Ethnicity: Hispanic	18% (62)	36% (125)	21% (72)	14% (49)	12% (41)	349
Ethnicity: Afr. Am.	18% (50)	28% (77)	17% (47)	20% (54)	17% (46)	274
Ethnicity: Other	19% (39)	29% (60)	24% (50)	12% (25)	15% (30)	204
All Christian	15% (136)	40% (360)	20% (175)	16% (145)	9% (78)	895
All Non-Christian	14% (14)	40% (40)	17% (16)	16% (16)	13% (13)	99
Atheist	15% (15)	49% (46)	21% (20)	6% (5)	9% (8)	95
Agnostic/Nothing in particular	19% (209)	32% (356)	19% (211)	14% (152)	16% (182)	1111
Religious Non-Protestant/Catholic	15% (16)	40% (44)	18% (19)	14% (16)	13% (14)	110
Evangelical	12% (76)	33% (205)	22% (135)	22% (137)	11% (70)	623
Non-Evangelical	17% (125)	41% (304)	18% (133)	14% (108)	11% (80)	749
Community: Urban	17% (97)	34% (198)	20% (119)	16% (95)	13% (77)	586
Community: Suburban	17% (169)	40% (405)	18% (179)	14% (143)	11% (111)	1006
Community: Rural	18% (108)	33% (200)	21% (126)	13% (80)	16% (94)	608
Employ: Private Sector	21% (145)	40% (279)	18% (124)	11% (73)	10% (69)	689
Employ: Government	16% (22)	44% (60)	19% (27)	8% (12)	13% (18)	139
Employ: Self-Employed	19% (36)	38% (73)	15% (29)	15% (30)	12% (24)	192
Employ: Homemaker	12% (19)	36% (58)	20% (31)	13% (21)	20% (32)	161
Employ: Student	27% (29)	38% (40)	17% (18)	10% (10)	9% (9)	106
Employ: Retired	11% (52)	36% (170)	21% (100)	23% (110)	8% (40)	471
Employ: Unemployed	16% (36)	26% (59)	25% (58)	11% (25)	23% (53)	231
Employ: Other	17% (36)	30% (64)	17% (37)	17% (37)	18% (38)	211
Military HH: Yes	14% (52)	41% (156)	20% (77)	17% (63)	8% (31)	380
Military HH: No	18% (322)	36% (646)	19% (346)	14% (255)	14% (251)	1820
RD/WT: Right Direction	18% (147)	36% (300)	20% (166)	13% (109)	12% (102)	826
RD/WT: Wrong Track	17% (227)	37% (503)	19% (257)	15% (208)	13% (179)	1374

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**Table HR5_6: How appropriate or inappropriate are the following?
TV shows that depict gun violence in a realistic way**

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	17% (374)	36% (803)	19% (423)	14% (318)	13% (282)	2200
Trump Job Approve	18% (157)	37% (322)	19% (165)	15% (130)	12% (105)	880
Trump Job Disapprove	17% (205)	37% (454)	21% (249)	14% (174)	11% (129)	1211
Trump Job Strongly Approve	20% (104)	37% (187)	15% (77)	16% (83)	11% (57)	507
Trump Job Somewhat Approve	14% (53)	36% (135)	24% (89)	13% (47)	13% (48)	372
Trump Job Somewhat Disapprove	21% (63)	38% (114)	22% (64)	9% (27)	10% (30)	299
Trump Job Strongly Disapprove	16% (142)	37% (339)	20% (185)	16% (146)	11% (99)	912
Favorable of Trump	17% (150)	38% (322)	19% (166)	15% (127)	11% (94)	859
Unfavorable of Trump	17% (208)	38% (459)	20% (243)	14% (173)	10% (118)	1201
Very Favorable of Trump	20% (107)	35% (187)	17% (89)	17% (91)	10% (55)	530
Somewhat Favorable of Trump	13% (42)	41% (135)	23% (77)	11% (36)	12% (39)	329
Somewhat Unfavorable of Trump	16% (35)	41% (91)	23% (51)	12% (27)	7% (16)	220
Very Unfavorable of Trump	18% (173)	38% (368)	20% (192)	15% (146)	10% (101)	981
#1 Issue: Economy	19% (102)	39% (214)	16% (88)	11% (61)	15% (81)	546
#1 Issue: Security	17% (74)	40% (179)	18% (82)	14% (63)	11% (49)	447
#1 Issue: Health Care	20% (72)	34% (123)	21% (75)	15% (54)	12% (43)	368
#1 Issue: Medicare / Social Security	10% (33)	31% (100)	23% (73)	25% (80)	12% (37)	324
#1 Issue: Women's Issues	20% (32)	36% (60)	19% (31)	11% (19)	14% (23)	165
#1 Issue: Education	16% (20)	36% (46)	28% (35)	10% (13)	10% (12)	125
#1 Issue: Energy	24% (29)	35% (42)	19% (23)	9% (11)	12% (15)	119
#1 Issue: Other	12% (12)	36% (38)	15% (16)	16% (17)	21% (22)	107
2018 House Vote: Democrat	17% (127)	37% (281)	21% (158)	16% (121)	8% (63)	749
2018 House Vote: Republican	18% (125)	40% (281)	19% (135)	13% (95)	10% (73)	710
2018 House Vote: Someone else	20% (20)	30% (29)	19% (19)	14% (13)	18% (18)	99
2016 Vote: Hillary Clinton	16% (105)	39% (253)	19% (122)	17% (111)	9% (61)	651
2016 Vote: Donald Trump	18% (119)	40% (264)	20% (131)	13% (88)	10% (66)	668
2016 Vote: Other	15% (28)	42% (76)	20% (36)	11% (19)	12% (22)	180
2016 Vote: Didn't Vote	18% (122)	30% (205)	19% (135)	14% (100)	19% (133)	695
Voted in 2014: Yes	16% (212)	40% (524)	20% (258)	15% (197)	9% (121)	1312
Voted in 2014: No	18% (162)	31% (279)	19% (165)	14% (121)	18% (161)	888

Continued on next page

Table HR5_6: How appropriate or inappropriate are the following?
TV shows that depict gun violence in a realistic way

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	17% (374)	36% (803)	19% (423)	14% (318)	13% (282)	2200
2012 Vote: Barack Obama	18% (141)	39% (307)	19% (150)	15% (122)	9% (71)	790
2012 Vote: Mitt Romney	15% (76)	42% (219)	19% (97)	15% (77)	10% (51)	521
2012 Vote: Other	12% (11)	43% (42)	19% (19)	9% (9)	17% (16)	97
2012 Vote: Didn't Vote	18% (144)	30% (234)	20% (157)	14% (110)	18% (143)	789
4-Region: Northeast	19% (75)	38% (149)	19% (77)	12% (49)	11% (44)	394
4-Region: Midwest	17% (80)	34% (159)	19% (87)	16% (75)	13% (61)	462
4-Region: South	15% (123)	38% (312)	19% (154)	15% (120)	14% (116)	824
4-Region: West	18% (95)	35% (184)	20% (106)	14% (74)	12% (61)	520
Watch TV: Every day	19% (211)	38% (415)	19% (208)	14% (153)	10% (106)	1094
Watch TV: Several times per week	19% (94)	40% (200)	20% (99)	13% (66)	8% (42)	501
Watch TV: About once per week	14% (18)	36% (48)	24% (32)	12% (16)	15% (20)	134
Watch TV: Several times per month	11% (14)	34% (44)	22% (29)	18% (23)	15% (20)	130
Watch TV: About once per month	14% (8)	43% (26)	19% (11)	11% (6)	14% (8)	60
Watch TV: Less often than once per month	13% (12)	41% (36)	14% (13)	14% (12)	17% (15)	88
Watch TV: Never	8% (16)	17% (33)	17% (32)	21% (41)	36% (71)	194
Watch Movies: Every day	22% (91)	35% (145)	19% (78)	15% (64)	10% (43)	422
Watch Movies: Several times per week	20% (106)	40% (216)	20% (106)	11% (60)	10% (52)	541
Watch Movies: About once per week	15% (57)	43% (162)	19% (69)	13% (47)	10% (38)	373
Watch Movies: Several times per month	17% (45)	38% (101)	22% (59)	15% (39)	8% (20)	263
Watch Movies: About once per month	13% (26)	39% (76)	23% (44)	15% (28)	9% (18)	192
Watch Movies: Less often than once per month	16% (33)	31% (63)	18% (36)	15% (30)	20% (41)	203
Watch Movies: Never	8% (16)	20% (40)	15% (31)	24% (49)	34% (70)	206
Watch Sporting Events: Every day	22% (39)	31% (54)	22% (39)	10% (17)	15% (26)	175
Watch Sporting Events: Several times per week	19% (59)	45% (143)	20% (63)	10% (32)	6% (20)	317
Watch Sporting Events: About once per week	18% (54)	38% (112)	21% (63)	15% (45)	8% (23)	297
Watch Sporting Events: Several times per month	19% (33)	38% (65)	21% (37)	16% (27)	6% (10)	172
Watch Sporting Events: About once per month	19% (35)	36% (66)	19% (36)	15% (29)	10% (19)	185
Watch Sporting Events: Less often than once per month	18% (60)	41% (137)	15% (49)	14% (47)	12% (39)	333
Watch Sporting Events: Never	13% (94)	31% (227)	19% (137)	17% (121)	20% (144)	722

Continued on next page

**Table HR5_6: How appropriate or inappropriate are the following?
TV shows that depict gun violence in a realistic way**

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	17% (374)	36% (803)	19% (423)	14% (318)	13% (282)	2200
Cable TV: Currently subscribe	17% (176)	38% (385)	21% (209)	15% (150)	9% (89)	1008
Cable TV: Subscribed in past	19% (147)	39% (309)	19% (148)	12% (97)	11% (86)	786
Cable TV: Never subscribed	13% (52)	27% (110)	16% (66)	18% (71)	26% (107)	406
Satellite TV: Currently subscribe	16% (84)	39% (200)	19% (96)	15% (77)	11% (55)	513
Satellite TV: Subscribed in past	19% (119)	35% (218)	22% (135)	12% (73)	12% (74)	618
Satellite TV: Never subscribed	16% (171)	36% (385)	18% (192)	16% (168)	14% (152)	1069
Streaming Services: Currently subscribe	20% (264)	40% (541)	18% (245)	12% (159)	10% (129)	1338
Streaming Services: Subscribed in past	16% (36)	31% (68)	24% (53)	11% (25)	18% (39)	220
Streaming Services: Never subscribed	12% (75)	30% (194)	20% (125)	21% (134)	18% (114)	642
Film: An avid fan	22% (186)	42% (356)	17% (143)	10% (87)	10% (84)	856
Film: A casual fan	14% (154)	35% (387)	22% (236)	16% (172)	13% (143)	1093
Film: Not a fan	14% (34)	24% (60)	17% (44)	23% (59)	22% (55)	251
Television: An avid fan	20% (224)	38% (434)	18% (209)	15% (165)	9% (104)	1136
Television: A casual fan	14% (133)	37% (338)	21% (192)	14% (134)	14% (126)	923
Television: Not a fan	12% (17)	22% (31)	16% (22)	14% (19)	36% (51)	141
Music: An avid fan	21% (257)	36% (433)	18% (221)	13% (161)	11% (136)	1208
Music: A casual fan	12% (109)	40% (356)	20% (179)	16% (142)	12% (107)	892
Music: Not a fan	9% (9)	14% (14)	23% (23)	15% (15)	39% (39)	100
Fashion: An avid fan	19% (66)	36% (126)	19% (65)	15% (52)	12% (41)	350
Fashion: A casual fan	16% (140)	38% (335)	21% (185)	14% (126)	12% (105)	891
Fashion: Not a fan	18% (169)	36% (342)	18% (173)	15% (140)	14% (135)	960

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

Table HR6: How much have you seen, read or heard about Universal Studios canceling the U.S. release of the movie 'The Hunt'?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(158)	20%	(431)	17%	(372)	56%	(1239)	2200
Gender: Male	9%	(97)	24%	(250)	19%	(199)	49%	(516)	1062
Gender: Female	5%	(61)	16%	(181)	15%	(173)	64%	(723)	1138
Age: 18-29	5%	(23)	15%	(69)	21%	(97)	59%	(271)	460
Age: 30-44	7%	(40)	18%	(99)	18%	(97)	57%	(316)	553
Age: 45-54	9%	(33)	17%	(63)	18%	(66)	57%	(215)	376
Age: 55-64	7%	(26)	26%	(97)	14%	(52)	53%	(199)	375
Age: 65+	8%	(36)	24%	(104)	14%	(59)	54%	(237)	436
Generation Z: 18-22	4%	(8)	12%	(24)	19%	(40)	66%	(140)	212
Millennial: Age 23-38	7%	(43)	18%	(109)	21%	(128)	54%	(323)	602
Generation X: Age 39-54	8%	(45)	17%	(97)	16%	(93)	59%	(340)	575
Boomers: Age 55-73	8%	(56)	24%	(176)	13%	(97)	54%	(394)	723
PID: Dem (no lean)	6%	(44)	19%	(147)	18%	(140)	57%	(438)	769
PID: Ind (no lean)	6%	(43)	16%	(119)	18%	(135)	61%	(455)	751
PID: Rep (no lean)	11%	(71)	24%	(166)	14%	(96)	51%	(346)	679
PID/Gender: Dem Men	7%	(24)	22%	(78)	24%	(87)	48%	(174)	363
PID/Gender: Dem Women	5%	(20)	17%	(68)	13%	(54)	65%	(264)	406
PID/Gender: Ind Men	7%	(24)	22%	(72)	17%	(55)	54%	(176)	328
PID/Gender: Ind Women	4%	(18)	11%	(46)	19%	(80)	66%	(279)	424
PID/Gender: Rep Men	13%	(48)	27%	(100)	15%	(57)	45%	(166)	371
PID/Gender: Rep Women	7%	(23)	22%	(66)	13%	(39)	58%	(180)	309
Ideo: Liberal (1-3)	6%	(36)	20%	(119)	19%	(110)	55%	(323)	588
Ideo: Moderate (4)	5%	(27)	21%	(102)	18%	(89)	56%	(272)	489
Ideo: Conservative (5-7)	12%	(89)	24%	(183)	15%	(112)	49%	(364)	749
Educ: < College	6%	(90)	17%	(256)	16%	(240)	61%	(926)	1512
Educ: Bachelors degree	9%	(42)	26%	(117)	19%	(85)	45%	(200)	444
Educ: Post-grad	11%	(26)	24%	(59)	19%	(47)	46%	(113)	244
Income: Under 50k	6%	(76)	17%	(208)	17%	(220)	60%	(758)	1261
Income: 50k-100k	8%	(56)	25%	(165)	16%	(108)	51%	(336)	664
Income: 100k+	10%	(27)	21%	(59)	16%	(44)	53%	(145)	275
Ethnicity: White	7%	(128)	20%	(349)	16%	(282)	56%	(963)	1722

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Table HR6: How much have you seen, read or heard about Universal Studios canceling the U.S. release of the movie 'The Hunt'?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(158)	20%	(431)	17%	(372)	56%	(1239)	2200
Ethnicity: Hispanic	8%	(29)	19%	(66)	23%	(79)	50%	(175)	349
Ethnicity: Afr. Am.	5%	(14)	16%	(44)	22%	(60)	57%	(156)	274
Ethnicity: Other	8%	(16)	19%	(38)	15%	(30)	59%	(120)	204
All Christian	8%	(74)	23%	(206)	16%	(147)	52%	(468)	895
All Non-Christian	11%	(11)	17%	(17)	11%	(11)	61%	(61)	99
Atheist	10%	(10)	15%	(14)	18%	(17)	56%	(53)	95
Agnostic/Nothing in particular	6%	(64)	17%	(194)	18%	(197)	59%	(657)	1111
Religious Non-Protestant/Catholic	12%	(13)	17%	(18)	12%	(14)	59%	(65)	110
Evangelical	7%	(42)	21%	(132)	16%	(98)	56%	(351)	623
Non-Evangelical	7%	(54)	22%	(162)	16%	(122)	55%	(411)	749
Community: Urban	7%	(39)	16%	(96)	20%	(114)	57%	(337)	586
Community: Suburban	9%	(87)	22%	(218)	17%	(166)	53%	(535)	1006
Community: Rural	5%	(32)	19%	(118)	15%	(91)	60%	(367)	608
Employ: Private Sector	8%	(54)	22%	(155)	17%	(120)	52%	(360)	689
Employ: Government	10%	(13)	14%	(20)	18%	(25)	58%	(81)	139
Employ: Self-Employed	8%	(16)	24%	(46)	17%	(33)	51%	(97)	192
Employ: Homemaker	8%	(12)	16%	(25)	14%	(22)	63%	(101)	161
Employ: Student	3%	(3)	14%	(15)	20%	(21)	63%	(67)	106
Employ: Retired	8%	(40)	24%	(111)	14%	(67)	54%	(253)	471
Employ: Unemployed	4%	(10)	11%	(26)	20%	(47)	64%	(148)	231
Employ: Other	5%	(10)	16%	(34)	17%	(37)	62%	(131)	211
Military HH: Yes	11%	(42)	21%	(80)	14%	(54)	54%	(204)	380
Military HH: No	6%	(116)	19%	(351)	17%	(318)	57%	(1035)	1820
RD/WT: Right Direction	11%	(88)	22%	(179)	16%	(129)	52%	(429)	826
RD/WT: Wrong Track	5%	(70)	18%	(252)	18%	(243)	59%	(810)	1374
Trump Job Approve	11%	(97)	23%	(198)	15%	(134)	51%	(450)	880
Trump Job Disapprove	5%	(61)	18%	(222)	19%	(230)	58%	(699)	1211
Trump Job Strongly Approve	15%	(78)	25%	(127)	14%	(70)	46%	(232)	507
Trump Job Somewhat Approve	5%	(19)	19%	(71)	17%	(64)	59%	(218)	372
Trump Job Somewhat Disapprove	3%	(9)	16%	(49)	25%	(75)	55%	(166)	299
Trump Job Strongly Disapprove	6%	(51)	19%	(173)	17%	(154)	58%	(533)	912

Continued on next page

Table HR6: How much have you seen, read or heard about Universal Studios canceling the U.S. release of the movie 'The Hunt'?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(158)	20%	(431)	17%	(372)	56%	(1239)	2200
Favorable of Trump	11%	(96)	24%	(203)	15%	(132)	50%	(428)	859
Unfavorable of Trump	5%	(58)	18%	(219)	18%	(216)	59%	(709)	1201
Very Favorable of Trump	15%	(79)	25%	(132)	14%	(76)	46%	(244)	530
Somewhat Favorable of Trump	5%	(18)	22%	(71)	17%	(56)	56%	(184)	329
Somewhat Unfavorable of Trump	5%	(10)	15%	(33)	19%	(43)	61%	(134)	220
Very Unfavorable of Trump	5%	(48)	19%	(185)	18%	(173)	59%	(575)	981
#1 Issue: Economy	5%	(30)	19%	(105)	21%	(112)	55%	(300)	546
#1 Issue: Security	14%	(64)	25%	(110)	16%	(72)	45%	(202)	447
#1 Issue: Health Care	5%	(17)	20%	(74)	15%	(56)	60%	(221)	368
#1 Issue: Medicare / Social Security	5%	(17)	19%	(62)	14%	(44)	62%	(200)	324
#1 Issue: Women's Issues	7%	(11)	13%	(22)	22%	(37)	58%	(95)	165
#1 Issue: Education	6%	(8)	11%	(14)	16%	(20)	67%	(84)	125
#1 Issue: Energy	6%	(7)	21%	(25)	18%	(21)	55%	(66)	119
#1 Issue: Other	4%	(5)	19%	(20)	9%	(10)	67%	(72)	107
2018 House Vote: Democrat	5%	(36)	21%	(156)	19%	(146)	55%	(411)	749
2018 House Vote: Republican	13%	(93)	25%	(181)	16%	(117)	45%	(320)	710
2018 House Vote: Someone else	6%	(5)	14%	(14)	12%	(12)	69%	(68)	99
2016 Vote: Hillary Clinton	4%	(27)	21%	(136)	18%	(119)	57%	(370)	651
2016 Vote: Donald Trump	13%	(86)	25%	(167)	15%	(102)	47%	(313)	668
2016 Vote: Other	8%	(15)	23%	(42)	16%	(28)	53%	(95)	180
2016 Vote: Didn't Vote	4%	(30)	12%	(87)	18%	(123)	66%	(456)	695
Voted in 2014: Yes	9%	(117)	22%	(292)	17%	(229)	51%	(675)	1312
Voted in 2014: No	5%	(41)	16%	(140)	16%	(143)	64%	(564)	888
2012 Vote: Barack Obama	5%	(42)	20%	(156)	18%	(142)	57%	(451)	790
2012 Vote: Mitt Romney	14%	(75)	26%	(137)	15%	(80)	44%	(229)	521
2012 Vote: Other	8%	(8)	20%	(20)	13%	(13)	59%	(57)	97
2012 Vote: Didn't Vote	4%	(33)	15%	(119)	17%	(136)	63%	(500)	789
4-Region: Northeast	8%	(33)	17%	(66)	15%	(58)	60%	(237)	394
4-Region: Midwest	6%	(30)	20%	(94)	17%	(77)	57%	(262)	462
4-Region: South	8%	(63)	20%	(167)	17%	(138)	55%	(455)	824
4-Region: West	6%	(32)	20%	(105)	19%	(99)	55%	(284)	520

Continued on next page

Table HR6: How much have you seen, read or heard about Universal Studios canceling the U.S. release of the movie 'The Hunt'?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(158)	20%	(431)	17%	(372)	56%	(1239)	2200
Watch TV: Every day	7%	(79)	22%	(236)	19%	(207)	52%	(572)	1094
Watch TV: Several times per week	8%	(38)	21%	(105)	15%	(77)	56%	(281)	501
Watch TV: About once per week	6%	(9)	14%	(18)	18%	(24)	62%	(83)	134
Watch TV: Several times per month	8%	(11)	22%	(29)	16%	(20)	54%	(70)	130
Watch TV: About once per month	1%	(1)	13%	(8)	20%	(12)	66%	(39)	60
Watch TV: Less often than once per month	7%	(6)	12%	(11)	17%	(15)	64%	(56)	88
Watch TV: Never	8%	(16)	13%	(25)	9%	(17)	71%	(137)	194
Watch Movies: Every day	8%	(34)	19%	(78)	20%	(85)	53%	(224)	422
Watch Movies: Several times per week	8%	(46)	23%	(122)	16%	(88)	53%	(285)	541
Watch Movies: About once per week	5%	(18)	22%	(82)	20%	(73)	54%	(199)	373
Watch Movies: Several times per month	6%	(17)	22%	(58)	20%	(52)	52%	(136)	263
Watch Movies: About once per month	7%	(14)	19%	(37)	12%	(24)	61%	(117)	192
Watch Movies: Less often than once per month	9%	(18)	11%	(22)	15%	(31)	65%	(133)	203
Watch Movies: Never	6%	(12)	15%	(31)	9%	(19)	70%	(144)	206
Watch Sporting Events: Every day	17%	(31)	26%	(46)	19%	(34)	37%	(65)	175
Watch Sporting Events: Several times per week	7%	(23)	26%	(82)	19%	(61)	48%	(151)	317
Watch Sporting Events: About once per week	7%	(22)	24%	(72)	21%	(62)	47%	(141)	297
Watch Sporting Events: Several times per month	10%	(18)	25%	(43)	18%	(31)	47%	(80)	172
Watch Sporting Events: About once per month	6%	(12)	15%	(28)	19%	(35)	59%	(109)	185
Watch Sporting Events: Less often than once per month	5%	(18)	18%	(59)	19%	(63)	58%	(193)	333
Watch Sporting Events: Never	5%	(36)	14%	(101)	12%	(86)	69%	(499)	722
Cable TV: Currently subscribe	8%	(77)	22%	(218)	19%	(188)	52%	(525)	1008
Cable TV: Subscribed in past	6%	(49)	20%	(159)	16%	(126)	58%	(453)	786
Cable TV: Never subscribed	8%	(32)	14%	(55)	14%	(57)	64%	(261)	406
Satellite TV: Currently subscribe	9%	(48)	22%	(112)	14%	(71)	55%	(282)	513
Satellite TV: Subscribed in past	4%	(27)	22%	(135)	18%	(112)	56%	(343)	618
Satellite TV: Never subscribed	8%	(83)	17%	(185)	18%	(188)	57%	(614)	1069
Streaming Services: Currently subscribe	7%	(99)	19%	(252)	17%	(231)	56%	(756)	1338
Streaming Services: Subscribed in past	5%	(10)	21%	(46)	20%	(45)	54%	(119)	220
Streaming Services: Never subscribed	8%	(49)	21%	(134)	15%	(95)	57%	(364)	642

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Table HR6: How much have you seen, read or heard about Universal Studios canceling the U.S. release of the movie 'The Hunt'?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(158)	20%	(431)	17%	(372)	56%	(1239)	2200
Film: An avid fan	9%	(73)	22%	(192)	17%	(149)	52%	(441)	856
Film: A casual fan	6%	(64)	19%	(208)	17%	(189)	58%	(631)	1093
Film: Not a fan	8%	(21)	12%	(31)	13%	(33)	66%	(167)	251
Television: An avid fan	8%	(94)	21%	(242)	16%	(187)	54%	(613)	1136
Television: A casual fan	6%	(52)	19%	(171)	19%	(172)	57%	(529)	923
Television: Not a fan	9%	(12)	13%	(19)	9%	(12)	69%	(97)	141
Music: An avid fan	8%	(94)	18%	(219)	17%	(204)	57%	(691)	1208
Music: A casual fan	6%	(57)	22%	(192)	17%	(156)	55%	(488)	892
Music: Not a fan	8%	(8)	20%	(20)	12%	(12)	60%	(60)	100
Fashion: An avid fan	7%	(26)	14%	(49)	21%	(73)	58%	(202)	350
Fashion: A casual fan	7%	(66)	19%	(168)	19%	(166)	55%	(491)	891
Fashion: Not a fan	7%	(66)	22%	(214)	14%	(133)	57%	(547)	960

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

Table HR7: As you may know, Universal Studios recently canceled the U.S. release of the movie 'The Hunt.' The satirical movie follows a group of elites hunting a group of people, which they call 'deplorables,' for sport. Based on what you know now, do you support or oppose Universal Studios' choice to cancel the U.S. release of the movie?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	34% (747)	17% (364)	11% (242)	11% (241)	28% (606)	2200
Gender: Male	31% (334)	18% (193)	14% (146)	13% (136)	24% (252)	1062
Gender: Female	36% (413)	15% (170)	8% (96)	9% (105)	31% (354)	1138
Age: 18-29	15% (69)	22% (100)	12% (53)	11% (49)	41% (189)	460
Age: 30-44	25% (139)	18% (100)	14% (77)	14% (75)	29% (160)	553
Age: 45-54	31% (117)	16% (60)	11% (43)	12% (47)	29% (110)	376
Age: 55-64	45% (168)	14% (51)	12% (47)	9% (34)	20% (76)	375
Age: 65+	58% (255)	12% (52)	5% (22)	9% (37)	16% (71)	436
Generation Z: 18-22	9% (20)	25% (53)	13% (27)	7% (15)	46% (97)	212
Millennial: Age 23-38	21% (126)	19% (116)	13% (76)	14% (83)	33% (201)	602
Generation X: Age 39-54	31% (179)	16% (91)	12% (71)	13% (72)	28% (161)	575
Boomers: Age 55-73	51% (366)	13% (94)	9% (66)	9% (66)	18% (130)	723
PID: Dem (no lean)	30% (227)	19% (146)	12% (96)	12% (90)	27% (210)	769
PID: Ind (no lean)	32% (239)	15% (109)	10% (75)	11% (85)	32% (243)	751
PID: Rep (no lean)	41% (281)	16% (108)	10% (71)	10% (67)	22% (153)	679
PID/Gender: Dem Men	24% (87)	20% (74)	18% (64)	13% (46)	25% (92)	363
PID/Gender: Dem Women	35% (140)	18% (72)	8% (32)	11% (44)	29% (118)	406
PID/Gender: Ind Men	32% (103)	15% (48)	11% (36)	15% (49)	28% (91)	328
PID/Gender: Ind Women	32% (135)	14% (61)	9% (40)	8% (36)	36% (151)	424
PID/Gender: Rep Men	39% (144)	19% (71)	13% (47)	11% (41)	18% (68)	371
PID/Gender: Rep Women	44% (137)	12% (38)	8% (24)	8% (26)	27% (85)	309
Ideo: Liberal (1-3)	31% (183)	19% (113)	13% (77)	15% (88)	22% (128)	588
Ideo: Moderate (4)	31% (150)	20% (97)	13% (62)	9% (46)	28% (135)	489
Ideo: Conservative (5-7)	47% (350)	14% (107)	9% (68)	11% (79)	19% (145)	749
Educ: < College	30% (453)	16% (240)	11% (170)	12% (175)	31% (474)	1512
Educ: Bachelors degree	40% (178)	19% (82)	12% (52)	10% (45)	19% (86)	444
Educ: Post-grad	47% (116)	17% (41)	8% (20)	9% (21)	19% (46)	244

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Table HR7: As you may know, Universal Studios recently canceled the U.S. release of the movie 'The Hunt.' The satirical movie follows a group of elites hunting a group of people, which they call 'deplorables,' for sport. Based on what you know now, do you support or oppose Universal Studios' choice to cancel the U.S. release of the movie?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	34% (747)	17% (364)	11% (242)	11% (241)	28% (606)	2200
Income: Under 50k	31% (396)	16% (201)	10% (126)	11% (144)	31% (394)	1261
Income: 50k-100k	35% (231)	18% (118)	14% (90)	11% (70)	23% (155)	664
Income: 100k+	44% (120)	16% (45)	10% (26)	10% (27)	20% (56)	275
Ethnicity: White	37% (632)	16% (278)	11% (184)	10% (180)	26% (448)	1722
Ethnicity: Hispanic	28% (99)	20% (69)	15% (52)	10% (36)	27% (93)	349
Ethnicity: Afr. Am.	23% (64)	19% (52)	12% (32)	10% (28)	36% (98)	274
Ethnicity: Other	25% (51)	17% (34)	13% (26)	16% (33)	29% (60)	204
All Christian	46% (411)	17% (156)	10% (92)	8% (72)	18% (164)	895
All Non-Christian	35% (35)	22% (22)	6% (6)	9% (9)	29% (28)	99
Atheist	23% (22)	22% (21)	14% (13)	13% (13)	28% (26)	95
Agnostic/Nothing in particular	25% (279)	15% (165)	12% (131)	13% (148)	35% (387)	1111
Religious Non-Protestant/Catholic	37% (41)	20% (22)	7% (8)	8% (9)	28% (30)	110
Evangelical	43% (268)	16% (99)	7% (45)	8% (48)	26% (162)	623
Non-Evangelical	38% (286)	17% (126)	13% (100)	12% (87)	20% (150)	749
Community: Urban	30% (179)	19% (113)	10% (58)	12% (67)	29% (169)	586
Community: Suburban	36% (366)	17% (172)	12% (118)	10% (100)	25% (252)	1006
Community: Rural	33% (203)	13% (79)	11% (66)	12% (74)	30% (185)	608
Employ: Private Sector	29% (201)	21% (143)	13% (90)	13% (90)	24% (165)	689
Employ: Government	33% (45)	16% (23)	9% (12)	9% (13)	33% (45)	139
Employ: Self-Employed	34% (65)	16% (30)	12% (24)	11% (20)	28% (53)	192
Employ: Homemaker	37% (60)	14% (22)	7% (11)	5% (8)	37% (60)	161
Employ: Student	13% (14)	31% (33)	13% (14)	10% (10)	33% (35)	106
Employ: Retired	54% (254)	13% (61)	7% (32)	8% (38)	18% (85)	471
Employ: Unemployed	15% (36)	12% (27)	17% (40)	13% (30)	43% (98)	231
Employ: Other	35% (73)	11% (23)	9% (19)	15% (31)	30% (64)	211
Military HH: Yes	44% (167)	14% (55)	12% (44)	11% (41)	19% (72)	380
Military HH: No	32% (580)	17% (309)	11% (198)	11% (200)	29% (534)	1820
RD/WT: Right Direction	41% (336)	15% (127)	11% (88)	10% (79)	24% (196)	826
RD/WT: Wrong Track	30% (411)	17% (237)	11% (154)	12% (162)	30% (410)	1374

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Table HR7: As you may know, Universal Studios recently canceled the U.S. release of the movie 'The Hunt.' The satirical movie follows a group of elites hunting a group of people, which they call 'deplorables,' for sport. Based on what you know now, do you support or oppose Universal Studios' choice to cancel the U.S. release of the movie?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	34% (747)	17% (364)	11% (242)	11% (241)	28% (606)	2200
Trump Job Approve	42% (370)	14% (124)	11% (99)	11% (99)	21% (187)	880
Trump Job Disapprove	30% (362)	19% (227)	11% (137)	11% (138)	29% (346)	1211
Trump Job Strongly Approve	50% (252)	9% (46)	9% (48)	12% (62)	20% (100)	507
Trump Job Somewhat Approve	32% (119)	21% (78)	14% (52)	10% (37)	23% (87)	372
Trump Job Somewhat Disapprove	24% (71)	24% (73)	14% (41)	8% (23)	31% (92)	299
Trump Job Strongly Disapprove	32% (290)	17% (154)	11% (97)	13% (115)	28% (255)	912
Favorable of Trump	43% (367)	15% (130)	11% (92)	11% (94)	20% (175)	859
Unfavorable of Trump	30% (360)	18% (218)	11% (138)	12% (138)	29% (347)	1201
Very Favorable of Trump	49% (258)	9% (50)	9% (46)	13% (69)	20% (107)	530
Somewhat Favorable of Trump	33% (110)	24% (80)	14% (47)	8% (25)	21% (68)	329
Somewhat Unfavorable of Trump	23% (51)	21% (46)	12% (27)	9% (20)	35% (76)	220
Very Unfavorable of Trump	32% (310)	17% (172)	11% (111)	12% (118)	28% (271)	981
#1 Issue: Economy	30% (165)	21% (113)	11% (60)	11% (61)	27% (147)	546
#1 Issue: Security	42% (189)	14% (62)	11% (50)	11% (49)	22% (96)	447
#1 Issue: Health Care	31% (115)	15% (55)	13% (47)	12% (45)	29% (106)	368
#1 Issue: Medicare / Social Security	46% (150)	12% (40)	10% (32)	8% (25)	24% (78)	324
#1 Issue: Women's Issues	21% (35)	25% (42)	8% (14)	10% (16)	35% (58)	165
#1 Issue: Education	24% (30)	13% (16)	17% (21)	10% (12)	37% (46)	125
#1 Issue: Energy	27% (32)	21% (25)	7% (8)	13% (16)	31% (38)	119
#1 Issue: Other	29% (31)	11% (12)	10% (11)	16% (17)	34% (37)	107
2018 House Vote: Democrat	32% (243)	19% (143)	12% (90)	11% (84)	25% (189)	749
2018 House Vote: Republican	45% (321)	15% (108)	9% (66)	11% (75)	20% (140)	710
2018 House Vote: Someone else	25% (24)	12% (12)	6% (6)	10% (10)	47% (46)	99
2016 Vote: Hillary Clinton	33% (217)	18% (119)	12% (77)	11% (68)	26% (169)	651
2016 Vote: Donald Trump	47% (313)	13% (87)	10% (69)	11% (75)	19% (124)	668
2016 Vote: Other	31% (55)	19% (33)	13% (23)	11% (19)	27% (49)	180
2016 Vote: Didn't Vote	23% (162)	18% (123)	10% (72)	11% (78)	37% (261)	695
Voted in 2014: Yes	40% (529)	16% (205)	11% (144)	11% (142)	22% (293)	1312
Voted in 2014: No	25% (218)	18% (159)	11% (98)	11% (99)	35% (313)	888

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Table HR7: As you may know, Universal Studios recently canceled the U.S. release of the movie 'The Hunt.' The satirical movie follows a group of elites hunting a group of people, which they call 'deplorables,' for sport. Based on what you know now, do you support or oppose Universal Studios' choice to cancel the U.S. release of the movie?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	34% (747)	17% (364)	11% (242)	11% (241)	28% (606)	2200
2012 Vote: Barack Obama	36% (285)	18% (142)	11% (89)	11% (86)	24% (189)	790
2012 Vote: Mitt Romney	50% (258)	14% (72)	8% (41)	9% (46)	20% (103)	521
2012 Vote: Other	36% (35)	10% (10)	13% (12)	15% (15)	27% (26)	97
2012 Vote: Didn't Vote	21% (168)	18% (140)	13% (99)	12% (94)	36% (288)	789
4-Region: Northeast	32% (124)	19% (73)	11% (43)	11% (45)	28% (108)	394
4-Region: Midwest	36% (165)	14% (63)	13% (60)	11% (51)	27% (123)	462
4-Region: South	35% (286)	15% (127)	10% (79)	11% (92)	29% (241)	824
4-Region: West	33% (172)	19% (101)	12% (60)	10% (53)	26% (134)	520
Watch TV: Every day	35% (381)	17% (187)	12% (127)	13% (139)	24% (259)	1094
Watch TV: Several times per week	34% (170)	20% (98)	12% (62)	10% (50)	24% (120)	501
Watch TV: About once per week	31% (41)	13% (17)	13% (17)	10% (13)	33% (45)	134
Watch TV: Several times per month	28% (37)	24% (31)	9% (12)	9% (12)	29% (38)	130
Watch TV: About once per month	34% (20)	20% (12)	4% (2)	11% (7)	31% (18)	60
Watch TV: Less often than once per month	38% (34)	10% (9)	11% (10)	3% (3)	37% (32)	88
Watch TV: Never	33% (64)	4% (8)	6% (11)	9% (17)	48% (93)	194
Watch Movies: Every day	27% (113)	16% (66)	15% (62)	16% (67)	27% (114)	422
Watch Movies: Several times per week	35% (188)	17% (93)	12% (63)	13% (70)	24% (128)	541
Watch Movies: About once per week	33% (124)	23% (84)	11% (42)	11% (41)	22% (81)	373
Watch Movies: Several times per month	37% (97)	21% (55)	11% (29)	6% (16)	25% (65)	263
Watch Movies: About once per month	39% (75)	17% (32)	10% (20)	7% (14)	27% (52)	192
Watch Movies: Less often than once per month	41% (83)	11% (22)	7% (14)	8% (17)	34% (69)	203
Watch Movies: Never	33% (68)	6% (12)	6% (12)	8% (17)	47% (97)	206
Watch Sporting Events: Every day	37% (65)	15% (26)	19% (34)	12% (21)	16% (28)	175
Watch Sporting Events: Several times per week	35% (110)	22% (69)	12% (37)	13% (42)	19% (59)	317
Watch Sporting Events: About once per week	33% (98)	23% (69)	14% (42)	12% (35)	18% (52)	297
Watch Sporting Events: Several times per month	37% (63)	20% (35)	7% (12)	8% (14)	28% (48)	172
Watch Sporting Events: About once per month	28% (53)	20% (36)	8% (15)	15% (27)	29% (54)	185
Watch Sporting Events: Less often than once per month	35% (117)	15% (49)	11% (36)	9% (31)	30% (101)	333
Watch Sporting Events: Never	33% (242)	11% (80)	9% (66)	10% (71)	37% (264)	722

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Table HR7: As you may know, Universal Studios recently canceled the U.S. release of the movie 'The Hunt.' The satirical movie follows a group of elites hunting a group of people, which they call 'deplorables,' for sport. Based on what you know now, do you support or oppose Universal Studios' choice to cancel the U.S. release of the movie?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	34% (747)	17% (364)	11% (242)	11% (241)	28% (606)	2200
Cable TV: Currently subscribe	36% (363)	19% (189)	11% (111)	11% (110)	23% (235)	1008
Cable TV: Subscribed in past	35% (273)	16% (125)	11% (87)	11% (90)	27% (211)	786
Cable TV: Never subscribed	27% (111)	12% (49)	11% (44)	10% (41)	40% (161)	406
Satellite TV: Currently subscribe	39% (201)	15% (76)	9% (49)	11% (57)	26% (131)	513
Satellite TV: Subscribed in past	29% (181)	19% (118)	12% (72)	12% (74)	28% (173)	618
Satellite TV: Never subscribed	34% (365)	16% (170)	11% (122)	10% (110)	28% (302)	1069
Streaming Services: Currently subscribe	31% (418)	19% (260)	13% (168)	12% (166)	24% (326)	1338
Streaming Services: Subscribed in past	30% (66)	13% (28)	8% (18)	11% (24)	38% (84)	220
Streaming Services: Never subscribed	41% (263)	12% (75)	9% (56)	8% (51)	31% (196)	642
Film: An avid fan	32% (272)	17% (142)	13% (112)	14% (122)	24% (207)	856
Film: A casual fan	36% (394)	18% (198)	10% (110)	9% (95)	27% (297)	1093
Film: Not a fan	32% (81)	9% (24)	8% (20)	10% (24)	41% (102)	251
Television: An avid fan	36% (404)	15% (167)	12% (134)	13% (148)	25% (282)	1136
Television: A casual fan	33% (306)	20% (181)	10% (92)	9% (81)	29% (264)	923
Television: Not a fan	26% (37)	11% (16)	11% (15)	9% (12)	43% (60)	141
Music: An avid fan	30% (359)	17% (208)	12% (142)	12% (148)	29% (352)	1208
Music: A casual fan	39% (352)	16% (146)	11% (95)	10% (86)	24% (213)	892
Music: Not a fan	37% (36)	10% (10)	5% (5)	7% (7)	41% (41)	100
Fashion: An avid fan	28% (99)	19% (68)	12% (41)	11% (38)	30% (105)	350
Fashion: A casual fan	34% (301)	18% (164)	10% (93)	10% (90)	27% (243)	891
Fashion: Not a fan	36% (347)	14% (132)	11% (108)	12% (114)	27% (258)	960

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

Table HR8: As you may know, the U.S. release of 'The Hunt' was reportedly canceled due to the recent shootings in El Paso, Texas, and Dayton, Ohio. Based on what you know now, do you support or oppose Universal Studios' choice to cancel the U.S. release of the movie?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	43% (952)	18% (392)	10% (213)	9% (199)	20% (443)	2200
Gender: Male	37% (397)	20% (212)	12% (130)	12% (128)	18% (195)	1062
Gender: Female	49% (555)	16% (180)	7% (83)	6% (71)	22% (249)	1138
Age: 18-29	26% (120)	22% (99)	11% (52)	10% (45)	31% (143)	460
Age: 30-44	31% (169)	19% (103)	13% (72)	14% (77)	24% (132)	553
Age: 45-54	43% (163)	18% (66)	10% (36)	10% (39)	19% (73)	376
Age: 55-64	57% (212)	17% (65)	9% (33)	6% (22)	11% (43)	375
Age: 65+	66% (288)	14% (59)	5% (20)	4% (17)	12% (52)	436
Generation Z: 18-22	27% (57)	22% (46)	12% (26)	6% (13)	33% (71)	212
Millennial: Age 23-38	27% (161)	21% (124)	12% (75)	13% (79)	27% (163)	602
Generation X: Age 39-54	41% (233)	17% (98)	10% (60)	12% (69)	20% (114)	575
Boomers: Age 55-73	61% (439)	16% (113)	7% (50)	5% (36)	12% (84)	723
PID: Dem (no lean)	43% (328)	21% (161)	10% (75)	10% (75)	17% (131)	769
PID: Ind (no lean)	41% (308)	15% (116)	10% (73)	9% (69)	25% (185)	751
PID: Rep (no lean)	47% (317)	17% (116)	10% (65)	8% (55)	19% (128)	679
PID/Gender: Dem Men	33% (119)	25% (89)	14% (51)	13% (46)	16% (58)	363
PID/Gender: Dem Women	51% (209)	18% (71)	6% (24)	7% (29)	18% (73)	406
PID/Gender: Ind Men	37% (120)	16% (52)	11% (37)	13% (43)	23% (75)	328
PID/Gender: Ind Women	44% (188)	15% (64)	9% (36)	6% (26)	26% (110)	424
PID/Gender: Rep Men	43% (158)	19% (71)	11% (42)	10% (38)	16% (61)	371
PID/Gender: Rep Women	51% (158)	15% (45)	7% (23)	5% (16)	22% (66)	309
Ideo: Liberal (1-3)	44% (258)	22% (128)	10% (60)	12% (72)	12% (70)	588
Ideo: Moderate (4)	41% (200)	21% (101)	12% (60)	8% (38)	18% (90)	489
Ideo: Conservative (5-7)	52% (391)	15% (110)	9% (71)	8% (59)	16% (118)	749
Educ: < College	40% (606)	17% (264)	10% (150)	9% (142)	23% (350)	1512
Educ: Bachelors degree	48% (215)	19% (85)	10% (43)	8% (37)	14% (64)	444
Educ: Post-grad	54% (132)	18% (43)	8% (19)	8% (20)	12% (29)	244

Continued on next page

Table HR8: As you may know, the U.S. release of 'The Hunt' was reportedly canceled due to the recent shootings in El Paso, Texas, and Dayton, Ohio. Based on what you know now, do you support or oppose Universal Studios' choice to cancel the U.S. release of the movie?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	43% (952)	18% (392)	10% (213)	9% (199)	20% (443)	2200
Income: Under 50k	41% (522)	16% (200)	9% (113)	10% (121)	24% (306)	1261
Income: 50k-100k	43% (284)	24% (157)	11% (74)	8% (54)	14% (95)	664
Income: 100k+	53% (147)	13% (35)	10% (26)	9% (24)	15% (42)	275
Ethnicity: White	45% (778)	18% (307)	9% (163)	8% (142)	19% (332)	1722
Ethnicity: Hispanic	41% (143)	19% (67)	11% (39)	10% (35)	19% (66)	349
Ethnicity: Afr. Am.	37% (103)	17% (45)	10% (28)	11% (29)	25% (69)	274
Ethnicity: Other	35% (72)	20% (40)	11% (22)	14% (28)	21% (42)	204
All Christian	54% (483)	17% (154)	8% (75)	7% (63)	13% (119)	895
All Non-Christian	41% (41)	26% (26)	3% (3)	7% (7)	22% (22)	99
Atheist	29% (28)	28% (26)	11% (10)	11% (11)	21% (20)	95
Agnostic/Nothing in particular	36% (400)	17% (186)	11% (125)	11% (118)	25% (282)	1111
Religious Non-Protestant/Catholic	42% (46)	27% (29)	4% (4)	7% (7)	21% (24)	110
Evangelical	52% (324)	17% (106)	7% (42)	5% (32)	19% (119)	623
Non-Evangelical	49% (370)	17% (124)	11% (79)	9% (67)	15% (109)	749
Community: Urban	41% (242)	19% (112)	8% (49)	10% (58)	21% (124)	586
Community: Suburban	45% (449)	19% (191)	10% (104)	9% (87)	17% (175)	1006
Community: Rural	43% (261)	15% (89)	10% (60)	9% (53)	24% (144)	608
Employ: Private Sector	35% (243)	23% (159)	12% (85)	12% (80)	18% (122)	689
Employ: Government	38% (53)	18% (25)	9% (13)	12% (17)	23% (32)	139
Employ: Self-Employed	44% (84)	18% (34)	12% (23)	7% (13)	20% (38)	192
Employ: Homemaker	45% (73)	15% (24)	6% (10)	6% (9)	28% (45)	161
Employ: Student	36% (38)	27% (28)	11% (11)	9% (10)	17% (19)	106
Employ: Retired	63% (298)	14% (64)	6% (29)	4% (21)	12% (59)	471
Employ: Unemployed	29% (68)	16% (36)	11% (26)	11% (26)	32% (74)	231
Employ: Other	45% (96)	11% (23)	8% (16)	10% (22)	26% (54)	211
Military HH: Yes	51% (193)	17% (64)	10% (37)	8% (29)	15% (57)	380
Military HH: No	42% (760)	18% (328)	10% (176)	9% (170)	21% (386)	1820
RD/WT: Right Direction	46% (378)	17% (139)	9% (77)	9% (71)	20% (161)	826
RD/WT: Wrong Track	42% (574)	18% (253)	10% (137)	9% (128)	21% (282)	1374

Continued on next page

Table HR8: As you may know, the U.S. release of 'The Hunt' was reportedly canceled due to the recent shootings in El Paso, Texas, and Dayton, Ohio. Based on what you know now, do you support or oppose Universal Studios' choice to cancel the U.S. release of the movie?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	43% (952)	18% (392)	10% (213)	9% (199)	20% (443)	2200
Trump Job Approve	47% (416)	15% (132)	10% (89)	9% (83)	18% (160)	880
Trump Job Disapprove	42% (513)	20% (247)	10% (117)	9% (112)	18% (221)	1211
Trump Job Strongly Approve	53% (266)	12% (59)	9% (47)	10% (53)	16% (82)	507
Trump Job Somewhat Approve	40% (150)	19% (72)	11% (42)	8% (30)	21% (78)	372
Trump Job Somewhat Disapprove	35% (105)	27% (80)	13% (39)	7% (21)	18% (55)	299
Trump Job Strongly Disapprove	45% (408)	18% (168)	9% (78)	10% (91)	18% (166)	912
Favorable of Trump	48% (413)	16% (138)	10% (89)	9% (79)	16% (139)	859
Unfavorable of Trump	43% (512)	20% (240)	9% (112)	9% (110)	19% (227)	1201
Very Favorable of Trump	53% (279)	12% (63)	9% (48)	11% (56)	16% (84)	530
Somewhat Favorable of Trump	41% (134)	23% (76)	13% (42)	7% (23)	17% (55)	329
Somewhat Unfavorable of Trump	34% (76)	27% (59)	8% (18)	6% (14)	24% (53)	220
Very Unfavorable of Trump	44% (436)	18% (181)	10% (94)	10% (96)	18% (174)	981
#1 Issue: Economy	40% (219)	18% (100)	11% (58)	11% (61)	20% (108)	546
#1 Issue: Security	49% (218)	17% (76)	8% (37)	8% (36)	18% (80)	447
#1 Issue: Health Care	40% (146)	19% (69)	12% (46)	8% (30)	21% (78)	368
#1 Issue: Medicare / Social Security	55% (179)	16% (51)	7% (22)	6% (18)	17% (54)	324
#1 Issue: Women's Issues	38% (63)	24% (39)	7% (11)	9% (15)	22% (36)	165
#1 Issue: Education	32% (39)	18% (23)	14% (17)	8% (10)	28% (35)	125
#1 Issue: Energy	44% (52)	15% (18)	9% (11)	14% (17)	17% (21)	119
#1 Issue: Other	34% (36)	14% (15)	11% (11)	12% (12)	29% (31)	107
2018 House Vote: Democrat	44% (331)	21% (154)	11% (80)	9% (69)	16% (117)	749
2018 House Vote: Republican	51% (365)	15% (107)	9% (65)	8% (60)	16% (114)	710
2018 House Vote: Someone else	33% (32)	20% (20)	5% (5)	6% (6)	36% (36)	99
2016 Vote: Hillary Clinton	48% (309)	19% (127)	9% (60)	8% (49)	16% (106)	651
2016 Vote: Donald Trump	50% (336)	16% (107)	10% (66)	9% (60)	15% (98)	668
2016 Vote: Other	38% (68)	19% (34)	9% (16)	12% (22)	22% (40)	180
2016 Vote: Didn't Vote	34% (239)	18% (122)	10% (71)	10% (68)	28% (196)	695
Voted in 2014: Yes	48% (635)	18% (230)	9% (124)	8% (111)	16% (212)	1312
Voted in 2014: No	36% (317)	18% (162)	10% (89)	10% (88)	26% (232)	888

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Table HR8: As you may know, the U.S. release of 'The Hunt' was reportedly canceled due to the recent shootings in El Paso, Texas, and Dayton, Ohio. Based on what you know now, do you support or oppose Universal Studios' choice to cancel the U.S. release of the movie?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	43% (952)	18% (392)	10% (213)	9% (199)	20% (443)	2200
2012 Vote: Barack Obama	48% (378)	18% (143)	10% (77)	9% (71)	15% (122)	790
2012 Vote: Mitt Romney	53% (276)	17% (89)	7% (39)	7% (38)	15% (80)	521
2012 Vote: Other	36% (35)	16% (15)	11% (11)	12% (11)	25% (24)	97
2012 Vote: Didn't Vote	33% (263)	18% (145)	11% (85)	10% (79)	28% (217)	789
4-Region: Northeast	45% (176)	21% (83)	8% (32)	9% (36)	17% (67)	394
4-Region: Midwest	42% (193)	17% (78)	10% (48)	9% (42)	22% (101)	462
4-Region: South	43% (352)	15% (121)	10% (82)	10% (80)	23% (189)	824
4-Region: West	44% (231)	21% (111)	10% (52)	8% (41)	17% (86)	520
Watch TV: Every day	44% (485)	17% (182)	11% (121)	11% (119)	17% (187)	1094
Watch TV: Several times per week	43% (215)	22% (109)	10% (49)	9% (43)	17% (86)	501
Watch TV: About once per week	37% (50)	22% (29)	9% (12)	10% (13)	22% (29)	134
Watch TV: Several times per month	38% (50)	25% (33)	8% (11)	4% (6)	24% (31)	130
Watch TV: About once per month	43% (26)	23% (14)	1% (1)	12% (7)	20% (12)	60
Watch TV: Less often than once per month	49% (43)	15% (14)	12% (11)	3% (3)	20% (18)	88
Watch TV: Never	43% (83)	6% (13)	5% (9)	5% (9)	42% (81)	194
Watch Movies: Every day	37% (157)	15% (63)	13% (56)	14% (61)	20% (85)	422
Watch Movies: Several times per week	45% (242)	18% (100)	10% (52)	11% (57)	17% (90)	541
Watch Movies: About once per week	40% (150)	22% (83)	12% (46)	10% (36)	16% (59)	373
Watch Movies: Several times per month	47% (124)	23% (62)	7% (19)	5% (13)	17% (45)	263
Watch Movies: About once per month	51% (98)	18% (35)	8% (15)	7% (13)	16% (30)	192
Watch Movies: Less often than once per month	48% (97)	16% (32)	9% (18)	6% (13)	22% (44)	203
Watch Movies: Never	41% (84)	9% (18)	4% (7)	3% (7)	44% (90)	206
Watch Sporting Events: Every day	44% (76)	23% (40)	13% (22)	9% (15)	12% (22)	175
Watch Sporting Events: Several times per week	41% (131)	20% (64)	12% (37)	11% (35)	15% (49)	317
Watch Sporting Events: About once per week	44% (130)	19% (57)	13% (40)	12% (36)	11% (34)	297
Watch Sporting Events: Several times per month	44% (76)	18% (32)	9% (15)	9% (15)	20% (35)	172
Watch Sporting Events: About once per month	41% (76)	20% (37)	12% (21)	10% (19)	17% (32)	185
Watch Sporting Events: Less often than once per month	44% (147)	17% (57)	11% (37)	6% (20)	22% (72)	333
Watch Sporting Events: Never	44% (316)	15% (106)	6% (41)	8% (59)	28% (200)	722

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Table HR8: As you may know, the U.S. release of 'The Hunt' was reportedly canceled due to the recent shootings in El Paso, Texas, and Dayton, Ohio. Based on what you know now, do you support or oppose Universal Studios' choice to cancel the U.S. release of the movie?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	43% (952)	18% (392)	10% (213)	9% (199)	20% (443)	2200
Cable TV: Currently subscribe	47% (472)	18% (181)	10% (103)	9% (92)	16% (160)	1008
Cable TV: Subscribed in past	43% (336)	19% (153)	10% (80)	9% (71)	19% (147)	786
Cable TV: Never subscribed	36% (145)	14% (58)	7% (30)	9% (36)	34% (136)	406
Satellite TV: Currently subscribe	47% (240)	18% (91)	8% (44)	9% (44)	18% (94)	513
Satellite TV: Subscribed in past	38% (235)	18% (111)	12% (72)	10% (63)	22% (137)	618
Satellite TV: Never subscribed	45% (478)	18% (190)	9% (98)	9% (91)	20% (212)	1069
Streaming Services: Currently subscribe	42% (557)	20% (274)	10% (140)	11% (146)	17% (222)	1338
Streaming Services: Subscribed in past	39% (85)	14% (32)	11% (25)	7% (16)	28% (62)	220
Streaming Services: Never subscribed	48% (310)	14% (87)	8% (48)	6% (37)	25% (159)	642
Film: An avid fan	41% (347)	17% (146)	12% (107)	13% (108)	17% (148)	856
Film: A casual fan	46% (502)	20% (219)	8% (91)	7% (75)	19% (206)	1093
Film: Not a fan	41% (102)	11% (27)	6% (16)	6% (16)	35% (89)	251
Television: An avid fan	45% (513)	17% (197)	10% (109)	11% (119)	17% (197)	1136
Television: A casual fan	43% (398)	19% (173)	10% (93)	7% (65)	21% (195)	923
Television: Not a fan	30% (42)	16% (22)	8% (11)	10% (15)	36% (51)	141
Music: An avid fan	41% (492)	17% (206)	11% (130)	11% (133)	20% (247)	1208
Music: A casual fan	48% (427)	19% (168)	9% (80)	7% (59)	18% (158)	892
Music: Not a fan	33% (33)	18% (18)	4% (4)	6% (6)	39% (39)	100
Fashion: An avid fan	42% (147)	17% (61)	10% (35)	9% (30)	22% (77)	350
Fashion: A casual fan	45% (399)	19% (170)	9% (80)	8% (73)	19% (169)	891
Fashion: Not a fan	42% (407)	17% (161)	10% (99)	10% (96)	21% (197)	960

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

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

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total
Adults	50% (1094)	23% (501)	6% (134)	6% (130)	3% (60)	4% (88)	9% (194)	2200
Gender: Male	50% (526)	23% (248)	7% (74)	5% (58)	2% (25)	4% (44)	8% (85)	1000
Gender: Female	50% (567)	22% (253)	5% (59)	6% (72)	3% (34)	4% (44)	10% (109)	1130
Age: 18-29	45% (206)	26% (119)	7% (34)	5% (24)	4% (18)	5% (23)	8% (36)	460
Age: 30-44	54% (296)	23% (129)	7% (38)	5% (28)	2% (10)	3% (19)	6% (33)	550
Age: 45-54	52% (197)	21% (80)	6% (22)	7% (25)	3% (9)	4% (14)	8% (29)	370
Age: 55-64	47% (178)	23% (88)	5% (19)	9% (32)	3% (11)	3% (13)	9% (34)	370
Age: 65+	50% (217)	19% (85)	5% (21)	5% (22)	3% (11)	4% (19)	14% (62)	430
Generation Z: 18-22	36% (75)	29% (61)	9% (18)	8% (17)	4% (9)	7% (15)	7% (15)	200
Millennial: Age 23-38	54% (325)	23% (136)	6% (34)	4% (25)	2% (14)	4% (22)	8% (46)	600
Generation X: Age 39-54	52% (298)	23% (131)	7% (41)	6% (34)	2% (14)	3% (19)	6% (37)	570
Boomers: Age 55-73	50% (363)	21% (154)	5% (34)	7% (51)	2% (18)	4% (27)	10% (75)	720
PID: Dem (no lean)	55% (427)	21% (162)	5% (41)	6% (43)	2% (16)	4% (31)	6% (49)	760
PID: Ind (no lean)	46% (342)	25% (187)	7% (52)	6% (49)	3% (20)	3% (23)	10% (79)	740
PID: Rep (no lean)	48% (325)	22% (153)	6% (40)	6% (39)	3% (23)	5% (34)	10% (66)	670
PID/Gender: Dem Men	56% (204)	20% (73)	6% (23)	5% (17)	2% (7)	5% (17)	6% (22)	360
PID/Gender: Dem Women	55% (223)	22% (90)	5% (19)	6% (25)	2% (9)	3% (14)	7% (27)	400
PID/Gender: Ind Men	44% (144)	26% (84)	9% (29)	6% (20)	1% (4)	3% (11)	11% (36)	320
PID/Gender: Ind Women	47% (199)	24% (103)	5% (23)	7% (29)	4% (16)	3% (12)	10% (43)	420
PID/Gender: Rep Men	48% (178)	25% (92)	6% (23)	5% (20)	4% (14)	4% (16)	7% (27)	360
PID/Gender: Rep Women	47% (146)	20% (61)	6% (17)	6% (18)	3% (10)	6% (18)	12% (39)	300
Ideo: Liberal (1-3)	55% (325)	24% (143)	6% (34)	4% (24)	2% (14)	3% (18)	5% (29)	580
Ideo: Moderate (4)	55% (267)	23% (112)	5% (26)	6% (30)	2% (11)	3% (15)	6% (28)	480
Ideo: Conservative (5-7)	46% (347)	23% (174)	6% (46)	6% (47)	2% (18)	5% (38)	10% (78)	740

Continued on next page

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

TV shows

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total
Adults	50% (1094)	23% (501)	6% (134)	6% (130)	3% (60)	4% (88)	9% (194)	220
Educ: < College	49% (744)	21% (314)	6% (94)	7% (101)	3% (40)	4% (64)	10% (154)	15
Educ: Bachelors degree	53% (233)	27% (119)	6% (25)	4% (18)	3% (12)	4% (16)	5% (21)	44
Educ: Post-grad	48% (116)	28% (68)	6% (15)	4% (11)	3% (8)	3% (8)	8% (19)	24
Income: Under 50k	50% (637)	20% (259)	6% (81)	6% (72)	3% (38)	4% (45)	10% (130)	12
Income: 50k-100k	48% (321)	25% (165)	6% (37)	6% (43)	3% (19)	5% (32)	7% (47)	66
Income: 100k+	49% (135)	28% (78)	6% (16)	5% (15)	1% (3)	4% (10)	6% (17)	27
Ethnicity: White	50% (869)	23% (395)	6% (103)	6% (95)	3% (43)	4% (70)	9% (147)	172
Ethnicity: Hispanic	47% (165)	25% (89)	6% (22)	5% (17)	4% (13)	3% (11)	10% (33)	34
Ethnicity: Afr. Am.	50% (137)	21% (57)	6% (18)	7% (20)	2% (6)	4% (10)	10% (27)	27
Ethnicity: Other	43% (87)	25% (50)	7% (14)	7% (15)	5% (10)	4% (7)	10% (20)	20
All Christian	50% (444)	23% (209)	6% (55)	6% (52)	3% (28)	4% (33)	8% (73)	89
All Non-Christian	40% (40)	30% (30)	7% (6)	6% (6)	3% (3)	4% (4)	11% (11)	9
Atheist	61% (57)	23% (21)	5% (5)	4% (3)	2% (2)	2% (2)	4% (4)	9
Agnostic/Nothing in particular	50% (552)	22% (241)	6% (68)	6% (68)	2% (26)	4% (49)	10% (106)	11
Religious Non-Protestant/Catholic	40% (44)	28% (31)	8% (9)	6% (6)	3% (3)	4% (4)	11% (12)	1
Evangelical	50% (312)	21% (134)	6% (36)	5% (34)	4% (22)	4% (28)	9% (58)	62
Non-Evangelical	51% (385)	24% (177)	5% (40)	6% (45)	3% (20)	4% (28)	7% (55)	74
Community: Urban	51% (297)	23% (137)	6% (36)	7% (42)	4% (21)	3% (17)	6% (36)	58
Community: Suburban	49% (488)	25% (251)	6% (57)	6% (59)	2% (20)	5% (50)	8% (81)	100
Community: Rural	51% (308)	19% (114)	7% (40)	5% (29)	3% (19)	3% (21)	13% (76)	60
Employ: Private Sector	52% (361)	26% (179)	6% (44)	5% (33)	2% (16)	3% (20)	5% (37)	68
Employ: Government	42% (58)	31% (43)	10% (14)	6% (8)	2% (2)	— (1)	10% (14)	13
Employ: Self-Employed	48% (93)	18% (34)	6% (12)	9% (16)	5% (9)	5% (10)	9% (17)	19
Employ: Homemaker	53% (86)	15% (24)	4% (6)	7% (11)	5% (7)	4% (6)	13% (21)	14
Employ: Student	41% (44)	34% (36)	8% (9)	5% (5)	5% (5)	6% (6)	2% (2)	10
Employ: Retired	53% (249)	18% (87)	5% (22)	6% (27)	2% (10)	4% (21)	12% (55)	4
Employ: Unemployed	47% (110)	19% (44)	7% (16)	5% (12)	2% (4)	6% (14)	14% (32)	2
Employ: Other	44% (94)	26% (55)	5% (11)	9% (19)	3% (6)	4% (9)	8% (17)	2

Continued on next page

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

TV shows

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total
Adults	50% (1094)	23% (501)	6% (134)	6% (130)	3% (60)	4% (88)	9% (194)	220
Military HH: Yes	48% (182)	24% (92)	5% (19)	7% (25)	4% (15)	3% (11)	9% (36)	38
Military HH: No	50% (912)	22% (409)	6% (115)	6% (106)	2% (44)	4% (77)	9% (158)	182
RD/WT: Right Direction	47% (386)	21% (176)	7% (58)	6% (51)	3% (23)	5% (39)	11% (92)	82
RD/WT: Wrong Track	51% (707)	24% (325)	6% (76)	6% (79)	3% (36)	4% (49)	7% (102)	137
Trump Job Approve	47% (414)	23% (199)	6% (55)	6% (54)	2% (20)	4% (38)	11% (99)	88
Trump Job Disapprove	53% (645)	23% (279)	6% (72)	5% (63)	3% (31)	4% (43)	6% (78)	12
Trump Job Strongly Approve	47% (239)	23% (115)	7% (37)	5% (27)	2% (11)	4% (19)	12% (60)	50
Trump Job Somewhat Approve	47% (175)	22% (84)	5% (18)	7% (28)	3% (10)	5% (19)	11% (39)	37
Trump Job Somewhat Disapprove	53% (160)	26% (77)	5% (16)	4% (11)	2% (6)	3% (10)	6% (19)	29
Trump Job Strongly Disapprove	53% (485)	22% (201)	6% (56)	6% (52)	3% (25)	4% (33)	7% (60)	9
Favorable of Trump	48% (415)	22% (190)	7% (57)	7% (58)	2% (18)	4% (35)	10% (85)	85
Unfavorable of Trump	53% (641)	23% (282)	6% (70)	5% (59)	3% (30)	4% (47)	6% (71)	12
Very Favorable of Trump	47% (250)	22% (117)	7% (35)	7% (35)	2% (13)	4% (19)	12% (62)	53
Somewhat Favorable of Trump	50% (165)	22% (74)	7% (23)	7% (23)	2% (5)	5% (16)	7% (23)	32
Somewhat Unfavorable of Trump	51% (113)	25% (55)	7% (14)	4% (8)	2% (4)	4% (8)	8% (17)	22
Very Unfavorable of Trump	54% (529)	23% (226)	6% (56)	5% (51)	3% (26)	4% (39)	6% (55)	9
#1 Issue: Economy	47% (256)	25% (134)	6% (34)	7% (39)	4% (22)	4% (22)	7% (38)	54
#1 Issue: Security	52% (235)	21% (93)	6% (26)	6% (25)	2% (8)	3% (15)	10% (45)	44
#1 Issue: Health Care	55% (204)	20% (75)	5% (18)	5% (17)	3% (11)	5% (17)	7% (26)	36
#1 Issue: Medicare / Social Security	47% (152)	23% (75)	5% (17)	7% (22)	2% (6)	4% (12)	12% (39)	32
#1 Issue: Women's Issues	51% (83)	22% (36)	8% (13)	5% (8)	3% (5)	4% (7)	8% (13)	16
#1 Issue: Education	44% (55)	23% (29)	10% (12)	6% (7)	2% (3)	7% (9)	8% (10)	12
#1 Issue: Energy	50% (60)	28% (33)	5% (7)	4% (5)	1% (1)	3% (3)	9% (10)	1
#1 Issue: Other	46% (49)	24% (26)	6% (7)	6% (6)	3% (3)	3% (3)	11% (12)	10
2018 House Vote: Democrat	55% (410)	24% (180)	6% (44)	5% (37)	2% (12)	3% (22)	6% (45)	74
2018 House Vote: Republican	50% (352)	22% (157)	6% (44)	5% (39)	3% (19)	4% (31)	10% (68)	7
2018 House Vote: Someone else	44% (44)	20% (20)	10% (10)	8% (8)	7% (7)	1% (1)	10% (10)	9

Continued on next page

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

TV shows

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total
Adults	50% (1094)	23% (501)	6% (134)	6% (130)	3% (60)	4% (88)	9% (194)	2200
2016 Vote: Hillary Clinton	56% (366)	22% (140)	5% (35)	5% (35)	2% (14)	3% (19)	6% (42)	657
2016 Vote: Donald Trump	49% (328)	23% (151)	6% (39)	6% (41)	2% (14)	5% (30)	10% (64)	667
2016 Vote: Other	49% (89)	24% (43)	5% (9)	6% (10)	3% (5)	4% (8)	9% (17)	188
2016 Vote: Didn't Vote	45% (310)	24% (164)	7% (49)	6% (43)	4% (26)	4% (31)	10% (72)	695
Voted in 2014: Yes	53% (696)	22% (295)	5% (62)	5% (71)	2% (29)	4% (51)	8% (108)	1312
Voted in 2014: No	45% (398)	23% (206)	8% (71)	7% (60)	3% (31)	4% (37)	10% (86)	886
2012 Vote: Barack Obama	58% (456)	20% (162)	5% (38)	5% (43)	2% (18)	3% (23)	6% (51)	793
2012 Vote: Mitt Romney	47% (246)	25% (129)	6% (32)	4% (22)	3% (15)	5% (27)	10% (50)	527
2012 Vote: Other	40% (39)	25% (24)	4% (4)	11% (11)	1% (1)	3% (3)	16% (16)	92
2012 Vote: Didn't Vote	45% (352)	23% (185)	8% (59)	7% (54)	3% (25)	5% (36)	10% (77)	788
4-Region: Northeast	51% (202)	24% (93)	6% (22)	7% (26)	2% (9)	3% (13)	7% (28)	391
4-Region: Midwest	51% (238)	21% (99)	4% (21)	7% (30)	2% (10)	3% (16)	10% (48)	464
4-Region: South	47% (391)	24% (195)	7% (61)	6% (50)	3% (26)	4% (30)	9% (72)	825
4-Region: West	50% (262)	22% (114)	6% (30)	5% (25)	3% (14)	6% (29)	9% (45)	527
Watch TV: Every day	100% (1094)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	1094
Watch TV: Several times per week	— (0)	100% (501)	— (0)	— (0)	— (0)	— (0)	— (0)	501
Watch TV: About once per week	— (0)	— (0)	100% (134)	— (0)	— (0)	— (0)	— (0)	134
Watch TV: Several times per month	— (0)	— (0)	— (0)	100% (130)	— (0)	— (0)	— (0)	130
Watch TV: About once per month	— (0)	— (0)	— (0)	— (0)	100% (60)	— (0)	— (0)	60
Watch TV: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (88)	— (0)	88
Watch TV: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (194)	194
Watch Movies: Every day	83% (352)	9% (39)	2% (9)	2% (10)	1% (5)	1% (3)	1% (3)	421
Watch Movies: Several times per week	54% (290)	36% (193)	5% (25)	2% (13)	1% (7)	1% (7)	1% (7)	545
Watch Movies: About once per week	51% (190)	30% (111)	9% (33)	3% (12)	3% (12)	3% (10)	1% (5)	363
Watch Movies: Several times per month	41% (109)	22% (57)	7% (19)	21% (55)	3% (7)	3% (8)	3% (8)	266
Watch Movies: About once per month	30% (58)	25% (48)	10% (20)	13% (26)	11% (21)	5% (10)	5% (9)	195
Watch Movies: Less often than once per month	34% (69)	19% (38)	9% (18)	6% (13)	3% (6)	23% (46)	6% (13)	201
Watch Movies: Never	13% (27)	7% (14)	5% (9)	1% (1)	1% (2)	2% (4)	72% (148)	200

Continued on next page

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

TV shows

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total
Adults	50% (1094)	23% (501)	6% (134)	6% (130)	3% (60)	4% (88)	9% (194)	220
Watch Sporting Events: Every day	83% (146)	11% (20)	3% (5)	2% (3)	1% (1)	— (0)	— (0)	17
Watch Sporting Events: Several times per week	58% (182)	30% (94)	7% (21)	2% (8)	1% (2)	2% (5)	2% (5)	3
Watch Sporting Events: About once per week	64% (190)	23% (67)	4% (13)	5% (14)	2% (5)	2% (4)	1% (3)	29
Watch Sporting Events: Several times per month	52% (90)	27% (47)	5% (9)	10% (17)	2% (4)	1% (2)	2% (3)	17
Watch Sporting Events: About once per month	56% (103)	23% (42)	6% (11)	8% (15)	5% (10)	1% (3)	1% (2)	18
Watch Sporting Events: Less often than once per month	40% (133)	28% (92)	7% (24)	9% (30)	3% (11)	9% (31)	4% (13)	33
Watch Sporting Events: Never	35% (249)	19% (140)	7% (51)	6% (43)	4% (29)	6% (43)	23% (167)	72
Cable TV: Currently subscribe	55% (557)	22% (223)	5% (55)	6% (64)	2% (21)	3% (26)	6% (63)	100
Cable TV: Subscribed in past	49% (386)	25% (200)	6% (45)	6% (45)	4% (28)	5% (37)	6% (45)	78
Cable TV: Never subscribed	37% (151)	19% (78)	8% (34)	5% (22)	3% (10)	6% (25)	21% (86)	40
Satellite TV: Currently subscribe	52% (267)	23% (118)	8% (40)	5% (25)	1% (8)	5% (23)	6% (33)	5
Satellite TV: Subscribed in past	50% (310)	24% (150)	6% (36)	6% (40)	3% (20)	4% (24)	6% (39)	6
Satellite TV: Never subscribed	48% (516)	22% (234)	5% (58)	6% (65)	3% (32)	4% (41)	11% (122)	106
Streaming Services: Currently subscribe	54% (728)	25% (340)	6% (84)	5% (73)	2% (28)	4% (48)	3% (38)	133
Streaming Services: Subscribed in past	42% (92)	21% (47)	7% (16)	9% (20)	5% (11)	8% (17)	8% (18)	22
Streaming Services: Never subscribed	43% (274)	18% (114)	5% (34)	6% (38)	3% (20)	4% (23)	21% (138)	64
Film: An avid fan	63% (543)	20% (168)	5% (39)	4% (35)	2% (17)	3% (28)	3% (26)	85
Film: A casual fan	43% (474)	26% (288)	7% (78)	7% (77)	3% (33)	5% (53)	8% (91)	109
Film: Not a fan	31% (77)	18% (44)	7% (17)	7% (18)	4% (10)	3% (7)	31% (77)	2
Television: An avid fan	67% (759)	19% (220)	4% (42)	3% (38)	1% (16)	1% (16)	4% (44)	113
Television: A casual fan	35% (322)	29% (265)	9% (86)	9% (82)	4% (36)	6% (52)	9% (81)	92
Television: Not a fan	9% (13)	11% (16)	4% (6)	7% (10)	5% (7)	14% (20)	49% (69)	1
Music: An avid fan	55% (669)	22% (264)	6% (76)	5% (58)	3% (30)	4% (50)	5% (59)	120
Music: A casual fan	45% (398)	25% (223)	6% (56)	7% (59)	3% (27)	4% (34)	11% (96)	89
Music: Not a fan	27% (27)	14% (14)	2% (2)	13% (13)	2% (2)	3% (3)	39% (38)	10
Fashion: An avid fan	59% (206)	19% (67)	7% (24)	4% (12)	3% (12)	3% (9)	5% (19)	35
Fashion: A casual fan	50% (449)	23% (209)	5% (47)	7% (62)	3% (23)	5% (41)	7% (59)	8
Fashion: Not a fan	46% (438)	23% (225)	7% (63)	6% (56)	3% (24)	4% (38)	12% (116)	96

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

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

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	19% (422)	25% (541)	17% (373)	12% (263)	9% (192)	9% (203)	9% (206)	220
Gender: Male	18% (195)	26% (276)	19% (205)	10% (111)	8% (87)	8% (90)	9% (97)	106
Gender: Female	20% (226)	23% (265)	15% (168)	13% (152)	9% (105)	10% (114)	10% (109)	113
Age: 18-29	22% (102)	23% (105)	21% (95)	10% (48)	8% (37)	8% (37)	8% (38)	46
Age: 30-44	28% (156)	29% (160)	15% (84)	10% (55)	6% (32)	7% (38)	5% (27)	53
Age: 45-54	20% (74)	21% (79)	18% (67)	13% (48)	10% (38)	7% (28)	11% (41)	37
Age: 55-64	13% (48)	29% (110)	16% (61)	13% (50)	8% (32)	12% (45)	8% (29)	33
Age: 65+	10% (42)	20% (87)	15% (66)	14% (61)	12% (54)	13% (55)	16% (71)	43
Generation Z: 18-22	19% (41)	19% (41)	21% (44)	11% (24)	10% (21)	12% (26)	7% (15)	21
Millennial: Age 23-38	27% (162)	28% (170)	17% (104)	8% (50)	6% (35)	6% (36)	7% (44)	60
Generation X: Age 39-54	22% (129)	23% (133)	17% (98)	13% (76)	9% (50)	7% (41)	8% (47)	53
Boomers: Age 55-73	12% (87)	25% (182)	15% (111)	14% (100)	10% (75)	12% (90)	11% (78)	72
PID: Dem (no lean)	21% (163)	26% (204)	17% (132)	11% (86)	8% (65)	8% (61)	7% (57)	76
PID: Ind (no lean)	19% (140)	24% (178)	16% (119)	13% (98)	9% (64)	9% (71)	11% (82)	71
PID: Rep (no lean)	17% (119)	23% (160)	18% (122)	12% (79)	9% (63)	10% (71)	10% (67)	67
PID/Gender: Dem Men	21% (75)	29% (105)	19% (69)	10% (35)	7% (25)	7% (26)	8% (30)	36
PID/Gender: Dem Women	22% (88)	24% (99)	16% (64)	13% (52)	10% (40)	9% (36)	7% (28)	40
PID/Gender: Ind Men	17% (55)	26% (84)	17% (57)	12% (41)	8% (27)	9% (29)	11% (35)	32
PID/Gender: Ind Women	20% (85)	22% (94)	15% (62)	13% (57)	9% (38)	10% (42)	11% (47)	42
PID/Gender: Rep Men	18% (65)	24% (88)	22% (80)	10% (36)	10% (36)	9% (35)	9% (32)	31
PID/Gender: Rep Women	17% (54)	23% (72)	14% (42)	14% (43)	9% (27)	12% (37)	11% (35)	30
Ideo: Liberal (1-3)	17% (102)	28% (164)	20% (118)	14% (81)	8% (44)	8% (47)	5% (31)	58
Ideo: Moderate (4)	23% (113)	24% (116)	16% (81)	11% (53)	10% (47)	8% (41)	8% (38)	48
Ideo: Conservative (5-7)	14% (106)	25% (191)	18% (133)	12% (90)	10% (76)	11% (79)	10% (75)	74

Continued on next page

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

Movies

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	19% (422)	25% (541)	17% (373)	12% (263)	9% (192)	9% (203)	9% (206)	220
Educ: < College	21% (317)	23% (345)	17% (259)	11% (169)	8% (116)	10% (148)	11% (159)	15
Educ: Bachelors degree	15% (64)	31% (136)	16% (73)	14% (62)	11% (51)	7% (32)	6% (25)	44
Educ: Post-grad	17% (40)	25% (60)	17% (41)	13% (32)	10% (25)	9% (23)	9% (23)	24
Income: Under 50k	22% (276)	23% (292)	16% (197)	12% (145)	7% (90)	10% (127)	11% (134)	12
Income: 50k-100k	15% (102)	26% (176)	18% (121)	13% (87)	12% (77)	8% (55)	7% (47)	66
Income: 100k+	16% (44)	27% (73)	20% (55)	11% (31)	9% (25)	8% (22)	9% (25)	27
Ethnicity: White	17% (285)	25% (429)	18% (307)	12% (203)	9% (157)	10% (177)	10% (164)	172
Ethnicity: Hispanic	28% (96)	24% (86)	16% (56)	10% (34)	9% (30)	6% (20)	8% (27)	34
Ethnicity: Afr. Am.	31% (86)	24% (65)	10% (28)	13% (37)	7% (20)	3% (9)	11% (30)	27
Ethnicity: Other	25% (51)	23% (48)	19% (38)	11% (23)	7% (15)	8% (17)	6% (12)	20
All Christian	15% (130)	24% (217)	18% (159)	13% (117)	11% (95)	10% (93)	9% (84)	89
All Non-Christian	19% (19)	27% (27)	18% (18)	8% (8)	10% (9)	7% (7)	11% (11)	9
Atheist	19% (18)	31% (29)	16% (15)	17% (17)	7% (7)	6% (6)	3% (3)	9
Agnostic/Nothing in particular	23% (254)	24% (268)	16% (180)	11% (121)	7% (80)	9% (98)	10% (109)	11
Religious Non-Protestant/Catholic	19% (21)	27% (30)	17% (19)	8% (9)	10% (11)	7% (7)	11% (12)	1
Evangelical	20% (125)	24% (147)	17% (107)	12% (74)	8% (51)	8% (49)	11% (70)	62
Non-Evangelical	18% (138)	25% (187)	17% (128)	12% (90)	9% (67)	11% (82)	8% (57)	74
Community: Urban	22% (130)	26% (152)	17% (100)	11% (65)	9% (51)	9% (54)	6% (35)	58
Community: Suburban	17% (169)	25% (250)	17% (171)	13% (132)	10% (105)	9% (91)	9% (89)	100
Community: Rural	20% (123)	23% (139)	17% (102)	11% (66)	6% (35)	10% (59)	14% (83)	60

Continued on next page

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

Movies

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	19% (422)	25% (541)	17% (373)	12% (263)	9% (192)	9% (203)	9% (206)	220
Employ: Private Sector	21% (143)	27% (189)	19% (134)	11% (77)	8% (56)	7% (47)	6% (43)	68
Employ: Government	18% (25)	22% (31)	22% (31)	16% (22)	8% (11)	5% (7)	8% (11)	13
Employ: Self-Employed	23% (45)	26% (49)	13% (25)	11% (21)	10% (20)	9% (18)	7% (14)	19
Employ: Homemaker	19% (30)	24% (38)	23% (36)	8% (13)	5% (8)	12% (20)	10% (16)	14
Employ: Student	20% (22)	24% (26)	20% (21)	16% (17)	12% (12)	8% (8)	1% (1)	10
Employ: Retired	11% (52)	22% (102)	14% (65)	14% (66)	12% (56)	13% (61)	14% (68)	4
Employ: Unemployed	23% (54)	26% (59)	12% (29)	7% (17)	5% (11)	9% (20)	18% (41)	2
Employ: Other	24% (51)	22% (47)	15% (32)	14% (30)	7% (16)	11% (23)	6% (12)	2
Military HH: Yes	20% (77)	24% (90)	16% (61)	9% (36)	10% (38)	10% (39)	10% (39)	38
Military HH: No	19% (345)	25% (451)	17% (312)	12% (227)	8% (153)	9% (165)	9% (168)	182
RD/WT: Right Direction	17% (140)	24% (196)	17% (140)	12% (95)	8% (68)	11% (92)	12% (95)	82
RD/WT: Wrong Track	21% (282)	25% (345)	17% (233)	12% (168)	9% (124)	8% (112)	8% (111)	137
Trump Job Approve	18% (156)	24% (211)	17% (148)	12% (106)	9% (78)	10% (84)	11% (97)	88
Trump Job Disapprove	21% (250)	25% (306)	18% (212)	12% (142)	9% (104)	9% (107)	7% (89)	12
Trump Job Strongly Approve	18% (93)	25% (125)	14% (71)	12% (59)	9% (47)	11% (57)	11% (56)	50
Trump Job Somewhat Approve	17% (63)	23% (86)	21% (77)	13% (47)	8% (31)	7% (27)	11% (42)	37
Trump Job Somewhat Disapprove	18% (55)	28% (85)	18% (53)	10% (30)	8% (25)	9% (27)	8% (24)	29
Trump Job Strongly Disapprove	21% (195)	24% (221)	17% (159)	12% (111)	9% (79)	9% (80)	7% (65)	9
Favorable of Trump	18% (153)	24% (210)	17% (144)	12% (107)	9% (77)	10% (85)	10% (84)	85
Unfavorable of Trump	20% (241)	26% (309)	18% (211)	12% (142)	9% (104)	9% (111)	7% (83)	12
Very Favorable of Trump	19% (99)	24% (127)	15% (78)	13% (66)	9% (46)	11% (57)	11% (57)	53
Somewhat Favorable of Trump	16% (54)	25% (83)	20% (66)	12% (40)	10% (31)	8% (28)	8% (26)	32
Somewhat Unfavorable of Trump	16% (35)	29% (63)	18% (40)	10% (22)	7% (15)	10% (22)	11% (24)	22
Very Unfavorable of Trump	21% (205)	25% (246)	18% (172)	12% (120)	9% (89)	9% (89)	6% (59)	9

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

Movies

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	19% (422)	25% (541)	17% (373)	12% (263)	9% (192)	9% (203)	9% (206)	220
#1 Issue: Economy	21% (114)	24% (133)	19% (105)	10% (53)	12% (63)	7% (37)	7% (40)	54
#1 Issue: Security	16% (72)	27% (120)	13% (58)	13% (58)	8% (37)	12% (56)	10% (45)	44
#1 Issue: Health Care	20% (74)	24% (87)	20% (72)	12% (42)	8% (31)	9% (32)	8% (30)	36
#1 Issue: Medicare / Social Security	16% (50)	23% (74)	13% (42)	13% (43)	10% (31)	11% (36)	14% (47)	32
#1 Issue: Women's Issues	24% (40)	24% (40)	16% (27)	11% (18)	6% (10)	10% (16)	8% (13)	16
#1 Issue: Education	20% (26)	25% (31)	24% (30)	11% (13)	5% (6)	8% (11)	6% (8)	12
#1 Issue: Energy	19% (22)	22% (26)	23% (27)	15% (18)	7% (9)	6% (7)	8% (10)	11
#1 Issue: Other	22% (24)	27% (29)	11% (11)	15% (15)	4% (4)	8% (9)	13% (14)	10
2018 House Vote: Democrat	19% (144)	28% (207)	19% (144)	12% (91)	8% (60)	7% (51)	7% (52)	74
2018 House Vote: Republican	17% (117)	25% (177)	17% (120)	13% (91)	9% (67)	10% (73)	9% (66)	73
2018 House Vote: Someone else	14% (14)	21% (21)	16% (15)	15% (15)	11% (11)	12% (12)	11% (10)	9
2016 Vote: Hillary Clinton	20% (128)	28% (180)	18% (115)	13% (82)	8% (54)	7% (48)	7% (44)	66
2016 Vote: Donald Trump	15% (100)	24% (160)	17% (112)	14% (91)	10% (65)	12% (78)	9% (61)	66
2016 Vote: Other	16% (28)	29% (52)	18% (32)	12% (22)	10% (19)	4% (8)	11% (20)	18
2016 Vote: Didn't Vote	24% (165)	21% (148)	16% (113)	10% (68)	8% (53)	10% (67)	12% (80)	69
Voted in 2014: Yes	17% (226)	26% (342)	17% (217)	13% (173)	9% (124)	9% (121)	8% (110)	133
Voted in 2014: No	22% (196)	22% (199)	17% (155)	10% (90)	8% (68)	9% (83)	11% (97)	88
2012 Vote: Barack Obama	19% (146)	26% (207)	17% (135)	13% (103)	10% (76)	8% (62)	8% (62)	79
2012 Vote: Mitt Romney	13% (70)	23% (121)	19% (97)	13% (69)	10% (54)	12% (61)	10% (50)	51
2012 Vote: Other	13% (13)	33% (32)	8% (8)	15% (15)	8% (8)	8% (7)	15% (15)	9
2012 Vote: Didn't Vote	24% (192)	23% (182)	17% (133)	10% (76)	7% (54)	9% (73)	10% (80)	78
4-Region: Northeast	18% (70)	25% (100)	16% (64)	13% (52)	8% (33)	10% (39)	9% (35)	39
4-Region: Midwest	16% (75)	27% (123)	16% (75)	11% (51)	9% (42)	10% (46)	11% (51)	46
4-Region: South	21% (172)	25% (206)	15% (126)	13% (104)	8% (67)	8% (67)	10% (83)	82
4-Region: West	20% (104)	22% (113)	21% (108)	11% (56)	9% (49)	10% (51)	7% (39)	52

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

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	19% (422)	25% (541)	17% (373)	12% (263)	9% (192)	9% (203)	9% (206)	220
Watch TV: Every day	32% (352)	27% (290)	17% (190)	10% (109)	5% (58)	6% (69)	2% (27)	109
Watch TV: Several times per week	8% (39)	39% (193)	22% (111)	11% (57)	10% (48)	8% (38)	3% (14)	5
Watch TV: About once per week	7% (9)	18% (25)	25% (33)	14% (19)	15% (20)	14% (18)	7% (9)	13
Watch TV: Several times per month	8% (10)	10% (13)	10% (12)	42% (55)	20% (26)	10% (13)	1% (1)	13
Watch TV: About once per month	9% (5)	11% (7)	20% (12)	12% (7)	36% (21)	10% (6)	3% (2)	6
Watch TV: Less often than once per month	3% (3)	8% (7)	11% (10)	9% (8)	11% (10)	53% (46)	5% (4)	8
Watch TV: Never	2% (3)	4% (7)	3% (5)	4% (8)	5% (9)	7% (13)	76% (148)	19
Watch Movies: Every day	100% (422)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	42
Watch Movies: Several times per week	— (0)	100% (541)	— (0)	— (0)	— (0)	— (0)	— (0)	5
Watch Movies: About once per week	— (0)	— (0)	100% (373)	— (0)	— (0)	— (0)	— (0)	37
Watch Movies: Several times per month	— (0)	— (0)	— (0)	100% (263)	— (0)	— (0)	— (0)	26
Watch Movies: About once per month	— (0)	— (0)	— (0)	— (0)	100% (192)	— (0)	— (0)	19
Watch Movies: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (203)	— (0)	20
Watch Movies: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (206)	20
Watch Sporting Events: Every day	52% (91)	22% (38)	13% (23)	2% (4)	3% (5)	7% (12)	2% (3)	17
Watch Sporting Events: Several times per week	15% (46)	36% (113)	22% (71)	12% (37)	7% (22)	5% (17)	3% (10)	3
Watch Sporting Events: About once per week	20% (60)	29% (86)	23% (68)	11% (32)	9% (26)	5% (14)	3% (10)	29
Watch Sporting Events: Several times per month	17% (29)	28% (48)	14% (25)	23% (39)	9% (15)	6% (11)	3% (6)	17
Watch Sporting Events: About once per month	25% (46)	23% (43)	13% (24)	14% (25)	11% (21)	10% (19)	3% (6)	18
Watch Sporting Events: Less often than once per month	13% (44)	27% (89)	19% (63)	13% (43)	13% (42)	13% (43)	2% (7)	33
Watch Sporting Events: Never	14% (105)	17% (123)	14% (100)	11% (82)	8% (61)	12% (87)	23% (165)	72
Cable TV: Currently subscribe	20% (206)	25% (256)	18% (182)	12% (122)	8% (79)	8% (85)	8% (79)	100
Cable TV: Subscribed in past	19% (150)	28% (220)	16% (128)	12% (97)	10% (78)	9% (73)	5% (40)	78
Cable TV: Never subscribed	16% (66)	16% (65)	16% (63)	11% (44)	9% (35)	11% (46)	22% (87)	40
Satellite TV: Currently subscribe	20% (105)	26% (132)	17% (88)	12% (62)	8% (43)	8% (40)	8% (43)	5
Satellite TV: Subscribed in past	21% (130)	27% (166)	18% (110)	11% (70)	7% (40)	10% (61)	7% (41)	6
Satellite TV: Never subscribed	17% (187)	23% (244)	16% (175)	12% (130)	10% (108)	10% (103)	11% (123)	106

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

Movies

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	19% (422)	25% (541)	17% (373)	12% (263)	9% (192)	9% (203)	9% (206)	220
Streaming Services: Currently subscribe	24% (318)	30% (400)	18% (246)	12% (162)	8% (109)	6% (76)	2% (28)	133
Streaming Services: Subscribed in past	14% (30)	23% (51)	18% (40)	10% (22)	12% (27)	15% (33)	7% (16)	22
Streaming Services: Never subscribed	12% (74)	14% (90)	13% (87)	12% (78)	9% (57)	15% (94)	25% (162)	64
Film: An avid fan	33% (286)	31% (265)	16% (133)	10% (88)	4% (37)	3% (27)	2% (20)	85
Film: A casual fan	11% (118)	23% (254)	20% (222)	13% (146)	12% (128)	12% (134)	8% (92)	109
Film: Not a fan	7% (18)	9% (23)	7% (17)	12% (29)	11% (27)	17% (43)	38% (94)	2
Television: An avid fan	26% (292)	29% (331)	17% (189)	10% (116)	6% (72)	7% (78)	5% (60)	113
Television: A casual fan	12% (111)	21% (195)	19% (176)	14% (134)	12% (112)	11% (100)	10% (97)	92
Television: Not a fan	14% (19)	11% (16)	6% (8)	9% (13)	6% (8)	18% (26)	36% (50)	1
Music: An avid fan	25% (297)	28% (336)	16% (189)	11% (130)	8% (97)	8% (96)	5% (64)	120
Music: A casual fan	13% (118)	21% (191)	20% (174)	13% (116)	10% (90)	11% (101)	11% (102)	89
Music: Not a fan	6% (6)	14% (14)	10% (10)	17% (17)	5% (5)	7% (7)	40% (40)	10
Fashion: An avid fan	32% (113)	22% (77)	19% (66)	11% (39)	6% (21)	4% (15)	5% (18)	35
Fashion: A casual fan	20% (181)	29% (254)	14% (126)	12% (106)	9% (78)	10% (85)	7% (60)	8
Fashion: Not a fan	13% (128)	22% (210)	19% (180)	12% (117)	10% (93)	11% (103)	13% (128)	90

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

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

Demographic	Watch Sporting Events: Every day	Watch Sporting Events: Several times per week	Watch Sporting Events: About once per week	Watch Sporting Events: Several times per month	Watch Sporting Events: About once per month	Watch Sporting Events: Less often than once per month	Watch Sporting Events: Never	Total
Adults	8% (175)	14% (317)	14% (297)	8% (172)	8% (185)	15% (333)	33% (722)	220
Gender: Male	12% (132)	20% (217)	17% (182)	9% (90)	7% (71)	10% (107)	25% (261)	100
Gender: Female	4% (43)	9% (99)	10% (115)	7% (82)	10% (113)	20% (226)	40% (461)	113
Age: 18-29	6% (26)	10% (44)	12% (56)	7% (32)	10% (47)	18% (85)	37% (169)	46
Age: 30-44	13% (74)	14% (80)	12% (66)	7% (41)	9% (50)	16% (86)	28% (155)	53
Age: 45-54	9% (34)	13% (49)	18% (67)	6% (24)	8% (30)	14% (51)	32% (121)	37
Age: 55-64	7% (25)	18% (69)	14% (51)	10% (37)	7% (25)	11% (41)	34% (126)	37
Age: 65+	4% (16)	17% (75)	13% (57)	8% (37)	7% (31)	16% (69)	35% (151)	43
Generation Z: 18-22	6% (12)	9% (19)	7% (14)	8% (17)	10% (21)	20% (41)	41% (87)	21
Millennial: Age 23-38	10% (61)	11% (67)	14% (85)	8% (45)	10% (61)	16% (99)	31% (184)	60
Generation X: Age 39-54	11% (61)	15% (87)	16% (91)	6% (36)	8% (46)	14% (82)	30% (173)	57
Boomers: Age 55-73	5% (34)	18% (132)	14% (101)	9% (64)	7% (53)	13% (94)	34% (245)	72
PID: Dem (no lean)	8% (64)	14% (107)	14% (110)	9% (67)	11% (82)	14% (111)	30% (229)	76
PID: Ind (no lean)	6% (47)	11% (84)	12% (87)	6% (49)	8% (61)	18% (133)	39% (290)	74
PID: Rep (no lean)	9% (65)	18% (125)	15% (100)	8% (56)	6% (41)	13% (89)	30% (203)	67
PID/Gender: Dem Men	14% (49)	20% (72)	17% (63)	10% (38)	9% (32)	6% (21)	24% (88)	36
PID/Gender: Dem Women	4% (14)	9% (36)	11% (46)	7% (29)	12% (50)	22% (90)	35% (141)	40
PID/Gender: Ind Men	10% (34)	16% (54)	18% (60)	7% (21)	6% (18)	14% (47)	29% (94)	32
PID/Gender: Ind Women	3% (13)	7% (31)	6% (28)	6% (27)	10% (43)	20% (86)	46% (196)	42
PID/Gender: Rep Men	13% (49)	25% (92)	16% (60)	8% (31)	6% (21)	11% (39)	21% (79)	31
PID/Gender: Rep Women	5% (16)	11% (33)	13% (41)	8% (25)	7% (20)	16% (50)	40% (124)	30
Ideo: Liberal (1-3)	8% (49)	12% (73)	14% (81)	9% (54)	9% (56)	18% (104)	29% (171)	58
Ideo: Moderate (4)	9% (44)	16% (79)	17% (84)	8% (37)	10% (49)	14% (67)	26% (128)	48
Ideo: Conservative (5-7)	8% (57)	18% (137)	14% (102)	8% (61)	8% (57)	14% (105)	31% (230)	74

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

Demographic	Watch Sporting Events: Every day	Watch Sporting Events: Several times per week	Watch Sporting Events: About once per week	Watch Sporting Events: Several times per month	Watch Sporting Events: About once per month	Watch Sporting Events: Less often than once per month	Watch Sporting Events: Never	Total
Adults	8% (175)	14% (317)	14% (297)	8% (172)	8% (185)	15% (333)	33% (722)	220
Educ: < College	6% (97)	12% (181)	13% (199)	7% (106)	9% (141)	15% (227)	37% (562)	15
Educ: Bachelors degree	12% (54)	21% (91)	16% (72)	10% (42)	6% (26)	13% (58)	23% (100)	44
Educ: Post-grad	10% (25)	18% (45)	11% (27)	10% (24)	7% (17)	19% (47)	25% (60)	24
Income: Under 50k	6% (80)	10% (132)	13% (168)	8% (97)	9% (119)	16% (199)	37% (467)	12
Income: 50k-100k	9% (63)	16% (107)	14% (92)	9% (61)	9% (57)	14% (96)	28% (188)	66
Income: 100k+	12% (32)	28% (78)	13% (37)	5% (14)	3% (8)	14% (38)	25% (67)	27
Ethnicity: White	7% (127)	14% (240)	13% (228)	7% (129)	8% (130)	15% (265)	35% (602)	172
Ethnicity: Hispanic	12% (43)	13% (47)	19% (66)	6% (22)	8% (29)	15% (51)	26% (92)	34
Ethnicity: Afr. Am.	12% (33)	17% (46)	16% (44)	9% (26)	11% (31)	11% (31)	23% (64)	27
Ethnicity: Other	8% (16)	15% (31)	12% (25)	8% (17)	11% (23)	18% (37)	27% (56)	20
All Christian	8% (68)	18% (159)	14% (123)	8% (71)	7% (65)	15% (137)	30% (272)	89
All Non-Christian	14% (14)	18% (17)	9% (9)	9% (9)	10% (10)	11% (11)	29% (29)	9
Atheist	7% (7)	14% (13)	16% (15)	12% (11)	6% (6)	11% (11)	33% (32)	9
Agnostic/Nothing in particular	8% (86)	11% (127)	14% (150)	7% (81)	9% (103)	16% (174)	35% (390)	11
Religious Non-Protestant/Catholic	14% (16)	16% (17)	9% (10)	9% (9)	10% (11)	10% (11)	32% (35)	1
Evangelical	8% (47)	14% (88)	14% (90)	8% (52)	8% (49)	14% (85)	34% (212)	62
Non-Evangelical	9% (66)	16% (122)	14% (102)	7% (50)	9% (69)	16% (123)	29% (218)	74
Community: Urban	8% (46)	14% (84)	16% (93)	9% (55)	9% (54)	15% (90)	28% (163)	58
Community: Suburban	9% (87)	16% (160)	13% (135)	8% (82)	8% (81)	15% (148)	31% (314)	100
Community: Rural	7% (42)	12% (72)	11% (69)	6% (35)	8% (50)	16% (95)	40% (245)	60

Continued on next page

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

Demographic	Watch Sporting Events: Every day	Watch Sporting Events: Several times per week	Watch Sporting Events: About once per week	Watch Sporting Events: Several times per month	Watch Sporting Events: About once per month	Watch Sporting Events: Less often than once per month	Watch Sporting Events: Never	Total
Adults	8% (175)	14% (317)	14% (297)	8% (172)	8% (185)	15% (333)	33% (722)	220
Employ: Private Sector	12% (84)	16% (112)	17% (114)	8% (57)	9% (61)	13% (93)	24% (168)	68
Employ: Government	10% (14)	21% (29)	18% (25)	6% (8)	6% (8)	11% (16)	28% (39)	13
Employ: Self-Employed	10% (19)	14% (28)	11% (21)	7% (13)	11% (20)	22% (43)	25% (48)	19
Employ: Homemaker	3% (6)	6% (9)	11% (17)	5% (8)	8% (13)	25% (40)	42% (68)	1
Employ: Student	4% (4)	8% (9)	8% (8)	8% (9)	11% (11)	25% (27)	35% (37)	10
Employ: Retired	4% (20)	18% (87)	15% (69)	10% (47)	6% (29)	13% (59)	34% (159)	4
Employ: Unemployed	7% (17)	9% (20)	10% (23)	6% (13)	11% (25)	10% (23)	47% (109)	2
Employ: Other	5% (10)	11% (23)	9% (19)	8% (17)	8% (17)	15% (32)	44% (93)	2
Military HH: Yes	7% (28)	17% (63)	14% (52)	6% (23)	6% (24)	18% (68)	32% (123)	38
Military HH: No	8% (147)	14% (254)	13% (245)	8% (149)	9% (161)	15% (265)	33% (599)	182
RD/WT: Right Direction	9% (77)	17% (137)	13% (111)	8% (68)	7% (55)	13% (111)	32% (267)	82
RD/WT: Wrong Track	7% (98)	13% (179)	14% (186)	8% (104)	9% (130)	16% (222)	33% (456)	137
Trump Job Approve	8% (73)	17% (146)	14% (121)	8% (72)	6% (51)	14% (122)	34% (295)	88
Trump Job Disapprove	8% (99)	14% (165)	14% (170)	8% (92)	10% (122)	16% (192)	31% (371)	12
Trump Job Strongly Approve	10% (48)	17% (85)	13% (67)	8% (39)	5% (25)	14% (69)	34% (174)	50
Trump Job Somewhat Approve	7% (24)	16% (61)	15% (54)	9% (33)	7% (26)	14% (53)	32% (121)	37
Trump Job Somewhat Disapprove	8% (24)	14% (42)	15% (45)	8% (25)	10% (29)	17% (50)	28% (84)	29
Trump Job Strongly Disapprove	8% (74)	14% (124)	14% (125)	7% (67)	10% (93)	16% (142)	32% (287)	9
Favorable of Trump	9% (74)	17% (146)	14% (123)	9% (74)	5% (47)	14% (121)	32% (273)	83
Unfavorable of Trump	8% (98)	14% (163)	14% (163)	7% (88)	10% (124)	16% (188)	31% (377)	12
Very Favorable of Trump	10% (51)	16% (85)	14% (72)	8% (44)	6% (29)	13% (71)	33% (177)	53
Somewhat Favorable of Trump	7% (22)	19% (62)	15% (51)	9% (30)	5% (18)	15% (50)	29% (96)	32
Somewhat Unfavorable of Trump	10% (22)	11% (25)	12% (26)	7% (15)	9% (21)	17% (38)	33% (73)	22
Very Unfavorable of Trump	8% (76)	14% (138)	14% (137)	7% (73)	11% (103)	15% (150)	31% (305)	9

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

Demographic	Watch Sporting Events: Every day	Watch Sporting Events: Several times per week	Watch Sporting Events: About once per week	Watch Sporting Events: Several times per month	Watch Sporting Events: About once per month	Watch Sporting Events: Less often than once per month	Watch Sporting Events: Never	Total
Adults	8% (175)	14% (317)	14% (297)	8% (172)	8% (185)	15% (333)	33% (722)	220
#1 Issue: Economy	9% (50)	19% (103)	12% (65)	8% (44)	10% (54)	13% (73)	29% (157)	54
#1 Issue: Security	9% (41)	14% (63)	18% (81)	7% (32)	7% (31)	13% (60)	31% (139)	44
#1 Issue: Health Care	9% (35)	14% (52)	14% (51)	8% (29)	9% (33)	16% (57)	30% (110)	36
#1 Issue: Medicare / Social Security	5% (16)	14% (46)	14% (45)	9% (30)	5% (17)	14% (44)	39% (126)	32
#1 Issue: Women's Issues	3% (5)	9% (15)	10% (17)	7% (11)	12% (20)	22% (36)	37% (61)	16
#1 Issue: Education	14% (17)	6% (8)	13% (16)	7% (9)	10% (13)	17% (21)	33% (41)	12
#1 Issue: Energy	7% (8)	13% (16)	10% (12)	6% (7)	11% (13)	18% (22)	34% (41)	13
#1 Issue: Other	3% (3)	13% (14)	9% (9)	8% (9)	4% (5)	19% (20)	44% (47)	10
2018 House Vote: Democrat	8% (63)	16% (120)	16% (118)	8% (62)	11% (81)	14% (107)	27% (199)	74
2018 House Vote: Republican	9% (64)	18% (130)	15% (108)	9% (61)	7% (50)	13% (93)	29% (204)	73
2018 House Vote: Someone else	10% (10)	5% (5)	11% (11)	9% (9)	11% (11)	12% (11)	42% (41)	9
2016 Vote: Hillary Clinton	8% (55)	16% (107)	16% (102)	9% (55)	10% (68)	14% (89)	27% (175)	63
2016 Vote: Donald Trump	9% (62)	19% (126)	14% (91)	8% (54)	7% (48)	14% (92)	29% (195)	66
2016 Vote: Other	8% (14)	10% (19)	19% (34)	9% (16)	7% (12)	11% (20)	36% (66)	18
2016 Vote: Didn't Vote	6% (43)	9% (65)	10% (70)	7% (46)	8% (55)	19% (132)	41% (284)	69
Voted in 2014: Yes	9% (112)	17% (225)	16% (207)	9% (112)	9% (112)	13% (173)	28% (370)	133
Voted in 2014: No	7% (63)	10% (92)	10% (90)	7% (60)	8% (72)	18% (159)	40% (352)	88
2012 Vote: Barack Obama	8% (67)	18% (142)	14% (111)	9% (68)	10% (83)	13% (104)	27% (216)	79
2012 Vote: Mitt Romney	9% (46)	19% (97)	16% (82)	8% (42)	7% (35)	14% (71)	28% (148)	53
2012 Vote: Other	6% (6)	13% (12)	12% (12)	6% (6)	2% (2)	15% (14)	47% (45)	9
2012 Vote: Didn't Vote	7% (56)	8% (66)	11% (91)	7% (57)	8% (66)	18% (142)	40% (313)	78
4-Region: Northeast	11% (43)	13% (51)	14% (53)	7% (27)	8% (30)	15% (61)	32% (128)	39
4-Region: Midwest	7% (32)	13% (62)	14% (65)	9% (43)	9% (41)	16% (72)	32% (147)	46
4-Region: South	7% (57)	17% (137)	12% (100)	7% (62)	8% (66)	14% (112)	35% (291)	82
4-Region: West	8% (42)	13% (66)	15% (79)	8% (41)	9% (47)	17% (88)	30% (157)	52

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

Demographic	Watch Sporting Events: Every day	Watch Sporting Events: Several times per week	Watch Sporting Events: About once per week	Watch Sporting Events: Several times per month	Watch Sporting Events: About once per month	Watch Sporting Events: Less often than once per month	Watch Sporting Events: Never	Total
Adults	8% (175)	14% (317)	14% (297)	8% (172)	8% (185)	15% (333)	33% (722)	220
Watch TV: Every day	13% (146)	17% (182)	17% (190)	8% (90)	9% (103)	12% (133)	23% (249)	109
Watch TV: Several times per week	4% (20)	19% (94)	13% (67)	9% (47)	8% (42)	18% (92)	28% (140)	5
Watch TV: About once per week	4% (5)	16% (21)	10% (13)	7% (9)	8% (11)	18% (24)	38% (51)	13
Watch TV: Several times per month	2% (3)	6% (8)	11% (14)	13% (17)	11% (15)	23% (30)	33% (43)	13
Watch TV: About once per month	2% (1)	3% (2)	8% (5)	6% (4)	16% (10)	18% (11)	48% (29)	6
Watch TV: Less often than once per month	— (0)	5% (5)	5% (4)	3% (2)	3% (3)	35% (31)	49% (43)	8
Watch TV: Never	— (0)	3% (5)	1% (3)	2% (3)	1% (2)	7% (13)	86% (167)	19
Watch Movies: Every day	22% (91)	11% (46)	14% (60)	7% (29)	11% (46)	11% (44)	25% (105)	42
Watch Movies: Several times per week	7% (38)	21% (113)	16% (86)	9% (48)	8% (43)	16% (89)	23% (123)	5
Watch Movies: About once per week	6% (23)	19% (71)	18% (68)	7% (25)	6% (24)	17% (63)	27% (100)	32
Watch Movies: Several times per month	2% (4)	14% (37)	12% (32)	15% (39)	10% (25)	16% (43)	31% (82)	26
Watch Movies: About once per month	2% (5)	11% (22)	13% (26)	8% (15)	11% (21)	22% (42)	32% (61)	19
Watch Movies: Less often than once per month	6% (12)	8% (17)	7% (14)	5% (11)	10% (19)	21% (43)	43% (87)	20
Watch Movies: Never	1% (3)	5% (10)	5% (10)	3% (6)	3% (6)	4% (7)	80% (165)	20
Watch Sporting Events: Every day	100% (175)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	175
Watch Sporting Events: Several times per week	— (0)	100% (317)	— (0)	— (0)	— (0)	— (0)	— (0)	317
Watch Sporting Events: About once per week	— (0)	— (0)	100% (297)	— (0)	— (0)	— (0)	— (0)	297
Watch Sporting Events: Several times per month	— (0)	— (0)	— (0)	100% (172)	— (0)	— (0)	— (0)	172
Watch Sporting Events: About once per month	— (0)	— (0)	— (0)	— (0)	100% (185)	— (0)	— (0)	185
Watch Sporting Events: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (333)	— (0)	333
Watch Sporting Events: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (722)	722
Cable TV: Currently subscribe	11% (115)	16% (164)	15% (149)	9% (87)	10% (97)	13% (131)	26% (265)	1000
Cable TV: Subscribed in past	6% (47)	15% (120)	14% (109)	7% (59)	8% (61)	17% (133)	33% (258)	78
Cable TV: Never subscribed	3% (13)	8% (32)	10% (39)	7% (27)	7% (27)	17% (69)	49% (199)	40

Continued on next page

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

Demographic	Watch Sporting Events: Every day	Watch Sporting Events: Several times per week	Watch Sporting Events: About once per week	Watch Sporting Events: Several times per month	Watch Sporting Events: About once per month	Watch Sporting Events: Less often than once per month	Watch Sporting Events: Never	Total
Adults	8% (175)	14% (317)	14% (297)	8% (172)	8% (185)	15% (333)	33% (722)	220
Satellite TV: Currently subscribe	10% (54)	19% (97)	16% (82)	6% (33)	7% (34)	13% (65)	29% (148)	5
Satellite TV: Subscribed in past	9% (55)	13% (82)	14% (85)	8% (49)	8% (50)	17% (107)	31% (189)	6
Satellite TV: Never subscribed	6% (66)	13% (137)	12% (130)	8% (90)	9% (100)	15% (161)	36% (385)	106
Streaming Services: Currently subscribe	9% (119)	15% (205)	14% (192)	8% (108)	8% (106)	16% (215)	29% (394)	133
Streaming Services: Subscribed in past	6% (13)	14% (31)	13% (28)	6% (13)	11% (25)	19% (42)	31% (68)	22
Streaming Services: Never subscribed	7% (43)	13% (81)	12% (77)	8% (51)	8% (54)	12% (76)	41% (260)	64
Film: An avid fan	10% (89)	15% (127)	16% (134)	8% (70)	10% (86)	15% (129)	26% (220)	83
Film: A casual fan	7% (73)	15% (161)	13% (143)	8% (86)	8% (83)	16% (174)	34% (372)	109
Film: Not a fan	5% (12)	11% (28)	8% (20)	6% (16)	6% (15)	12% (30)	52% (129)	2
Television: An avid fan	11% (126)	16% (177)	15% (166)	8% (95)	9% (107)	13% (147)	28% (317)	113
Television: A casual fan	5% (42)	14% (133)	14% (125)	8% (71)	8% (72)	18% (167)	34% (314)	92
Television: Not a fan	5% (7)	4% (6)	4% (6)	4% (6)	4% (6)	13% (19)	65% (92)	1
Music: An avid fan	9% (112)	14% (169)	15% (176)	9% (105)	9% (115)	16% (190)	28% (341)	120
Music: A casual fan	6% (58)	16% (140)	13% (118)	7% (59)	7% (66)	15% (132)	36% (319)	89
Music: Not a fan	5% (5)	8% (8)	3% (3)	8% (8)	4% (4)	10% (10)	62% (62)	10
Fashion: An avid fan	10% (34)	14% (48)	15% (54)	8% (30)	9% (32)	18% (62)	26% (91)	35
Fashion: A casual fan	8% (68)	13% (119)	12% (109)	8% (74)	10% (91)	16% (140)	33% (290)	8
Fashion: Not a fan	8% (74)	16% (149)	14% (134)	7% (69)	6% (62)	14% (131)	36% (341)	96

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

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

Demographic	Cable TV: Currently subscribe	Cable TV: Subscribed in past	Cable TV: Never subscribed	Total N
Adults	46% (1008)	36% (786)	18% (406)	2200
Gender: Male	47% (501)	34% (359)	19% (202)	1062
Gender: Female	45% (507)	38% (427)	18% (204)	1138
Age: 18-29	40% (185)	31% (142)	29% (133)	460
Age: 30-44	41% (229)	41% (227)	17% (96)	553
Age: 45-54	49% (184)	38% (143)	13% (50)	376
Age: 55-64	48% (178)	36% (135)	16% (62)	375
Age: 65+	53% (233)	32% (139)	15% (64)	436
Generation Z: 18-22	45% (95)	27% (57)	28% (59)	212
Millennial: Age 23-38	39% (237)	36% (219)	24% (146)	602
Generation X: Age 39-54	46% (265)	41% (236)	13% (74)	575
Boomers: Age 55-73	49% (357)	35% (251)	16% (115)	723
PID: Dem (no lean)	48% (372)	36% (275)	16% (122)	769
PID: Ind (no lean)	42% (319)	36% (272)	21% (161)	751
PID: Rep (no lean)	47% (318)	35% (239)	18% (123)	679
PID/Gender: Dem Men	47% (169)	35% (128)	18% (66)	363
PID/Gender: Dem Women	50% (203)	36% (147)	14% (56)	406
PID/Gender: Ind Men	41% (135)	35% (115)	24% (77)	328
PID/Gender: Ind Women	43% (183)	37% (156)	20% (84)	424
PID/Gender: Rep Men	53% (197)	31% (116)	16% (59)	371
PID/Gender: Rep Women	39% (121)	40% (124)	21% (64)	309
Ideo: Liberal (1-3)	50% (291)	35% (206)	15% (90)	588
Ideo: Moderate (4)	48% (236)	35% (170)	17% (83)	489
Ideo: Conservative (5-7)	47% (350)	36% (272)	17% (127)	749
Educ: < College	44% (672)	35% (528)	21% (312)	1512
Educ: Bachelors degree	49% (219)	38% (169)	13% (56)	444
Educ: Post-grad	48% (117)	37% (89)	15% (37)	244

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

Cable television

Demographic	Cable TV: Currently subscribe	Cable TV: Subscribed in past	Cable TV: Never subscribed	Total N
Adults	46% (1008)	36% (786)	18% (406)	2200
Income: Under 50k	42% (529)	37% (465)	21% (267)	1261
Income: 50k-100k	48% (316)	35% (232)	18% (116)	664
Income: 100k+	60% (163)	32% (89)	8% (22)	275
Ethnicity: White	46% (790)	36% (619)	18% (312)	1722
Ethnicity: Hispanic	49% (172)	32% (110)	19% (67)	349
Ethnicity: Afr. Am.	44% (122)	36% (100)	19% (52)	274
Ethnicity: Other	47% (96)	33% (67)	20% (41)	204
All Christian	50% (450)	35% (310)	15% (136)	895
All Non-Christian	58% (58)	28% (28)	14% (14)	99
Atheist	41% (39)	37% (35)	21% (20)	95
Agnostic/Nothing in particular	42% (462)	37% (413)	21% (236)	1111
Religious Non-Protestant/Catholic	56% (62)	30% (33)	14% (15)	110
Evangelical	45% (278)	37% (230)	18% (114)	623
Non-Evangelical	51% (383)	34% (253)	15% (114)	749
Community: Urban	48% (281)	35% (205)	17% (100)	586
Community: Suburban	50% (500)	34% (343)	16% (163)	1006
Community: Rural	37% (227)	39% (238)	24% (143)	608
Employ: Private Sector	45% (313)	40% (273)	15% (104)	689
Employ: Government	46% (64)	35% (49)	19% (26)	139
Employ: Self-Employed	49% (94)	39% (74)	12% (23)	192
Employ: Homemaker	44% (72)	30% (49)	25% (40)	161
Employ: Student	45% (48)	37% (39)	18% (19)	106
Employ: Retired	52% (245)	33% (156)	15% (70)	471
Employ: Unemployed	40% (92)	31% (72)	29% (67)	231
Employ: Other	39% (82)	35% (74)	26% (56)	211
Military HH: Yes	48% (183)	35% (132)	17% (64)	380
Military HH: No	45% (825)	36% (654)	19% (341)	1820
RD/WT: Right Direction	47% (385)	35% (289)	18% (151)	826
RD/WT: Wrong Track	45% (623)	36% (497)	18% (254)	1374

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

Demographic	Cable TV: Currently subscribe	Cable TV: Subscribed in past	Cable TV: Never subscribed	Total N
Adults	46% (1008)	36% (786)	18% (406)	2200
Trump Job Approve	46% (404)	37% (322)	18% (154)	880
Trump Job Disapprove	47% (573)	36% (435)	17% (203)	1211
Trump Job Strongly Approve	45% (230)	36% (183)	18% (94)	507
Trump Job Somewhat Approve	47% (173)	37% (139)	16% (60)	372
Trump Job Somewhat Disapprove	47% (140)	36% (108)	17% (51)	299
Trump Job Strongly Disapprove	47% (433)	36% (327)	17% (152)	912
Favorable of Trump	46% (399)	37% (316)	17% (144)	859
Unfavorable of Trump	47% (567)	36% (432)	17% (202)	1201
Very Favorable of Trump	44% (235)	38% (199)	18% (96)	530
Somewhat Favorable of Trump	50% (164)	36% (117)	15% (49)	329
Somewhat Unfavorable of Trump	50% (109)	32% (70)	19% (41)	220
Very Unfavorable of Trump	47% (458)	37% (362)	16% (161)	981
#1 Issue: Economy	46% (251)	36% (194)	18% (100)	546
#1 Issue: Security	46% (206)	37% (166)	17% (75)	447
#1 Issue: Health Care	46% (169)	38% (140)	16% (60)	368
#1 Issue: Medicare / Social Security	50% (161)	34% (109)	17% (55)	324
#1 Issue: Women's Issues	44% (72)	31% (51)	25% (41)	165
#1 Issue: Education	43% (54)	36% (45)	21% (26)	125
#1 Issue: Energy	41% (49)	37% (44)	22% (26)	119
#1 Issue: Other	43% (46)	35% (37)	22% (23)	107
2018 House Vote: Democrat	49% (367)	38% (282)	13% (101)	749
2018 House Vote: Republican	49% (346)	34% (242)	17% (122)	710
2018 House Vote: Someone else	39% (38)	45% (45)	16% (16)	99
2016 Vote: Hillary Clinton	50% (327)	36% (237)	13% (87)	651
2016 Vote: Donald Trump	48% (323)	35% (235)	16% (110)	668
2016 Vote: Other	39% (71)	45% (81)	16% (29)	180
2016 Vote: Didn't Vote	41% (286)	33% (233)	25% (177)	695
Voted in 2014: Yes	49% (637)	38% (492)	14% (183)	1312
Voted in 2014: No	42% (371)	33% (294)	25% (223)	888

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

Cable television

Demographic	Cable TV: Currently subscribe	Cable TV: Subscribed in past	Cable TV: Never subscribed	Total N
Adults	46% (1008)	36% (786)	18% (406)	2200
2012 Vote: Barack Obama	50% (397)	39% (309)	11% (84)	790
2012 Vote: Mitt Romney	48% (251)	34% (175)	18% (95)	521
2012 Vote: Other	39% (38)	47% (46)	14% (14)	97
2012 Vote: Didn't Vote	41% (322)	32% (256)	27% (211)	789
4-Region: Northeast	59% (234)	26% (101)	15% (59)	394
4-Region: Midwest	41% (191)	38% (177)	20% (94)	462
4-Region: South	45% (372)	37% (301)	18% (151)	824
4-Region: West	41% (211)	40% (206)	20% (102)	520
Watch TV: Every day	51% (557)	35% (386)	14% (151)	1094
Watch TV: Several times per week	45% (223)	40% (200)	16% (78)	501
Watch TV: About once per week	41% (55)	34% (45)	25% (34)	134
Watch TV: Several times per month	49% (64)	35% (45)	17% (22)	130
Watch TV: About once per month	36% (21)	47% (28)	17% (10)	60
Watch TV: Less often than once per month	29% (26)	42% (37)	29% (25)	88
Watch TV: Never	33% (63)	23% (45)	44% (86)	194
Watch Movies: Every day	49% (206)	36% (150)	16% (66)	422
Watch Movies: Several times per week	47% (256)	41% (220)	12% (65)	541
Watch Movies: About once per week	49% (182)	34% (128)	17% (63)	373
Watch Movies: Several times per month	46% (122)	37% (97)	17% (44)	263
Watch Movies: About once per month	41% (79)	41% (78)	18% (35)	192
Watch Movies: Less often than once per month	42% (85)	36% (73)	22% (46)	203
Watch Movies: Never	38% (79)	19% (40)	42% (87)	206
Watch Sporting Events: Every day	66% (115)	27% (47)	8% (13)	175
Watch Sporting Events: Several times per week	52% (164)	38% (120)	10% (32)	317
Watch Sporting Events: About once per week	50% (149)	37% (109)	13% (39)	297
Watch Sporting Events: Several times per month	50% (87)	34% (59)	15% (27)	172
Watch Sporting Events: About once per month	52% (97)	33% (61)	14% (27)	185
Watch Sporting Events: Less often than once per month	39% (131)	40% (133)	21% (69)	333
Watch Sporting Events: Never	37% (265)	36% (258)	28% (199)	722

Continued on next page

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

Demographic	Cable TV: Currently subscribe	Cable TV: Subscribed in past	Cable TV: Never subscribed	Total N
Adults	46% (1008)	36% (786)	18% (406)	2200
Cable TV: Currently subscribe	100% (1008)	— (0)	— (0)	1008
Cable TV: Subscribed in past	— (0)	100% (786)	— (0)	786
Cable TV: Never subscribed	— (0)	— (0)	100% (406)	406
Satellite TV: Currently subscribe	27% (137)	47% (240)	27% (136)	513
Satellite TV: Subscribed in past	41% (255)	54% (331)	5% (33)	618
Satellite TV: Never subscribed	58% (617)	20% (215)	22% (237)	1069
Streaming Services: Currently subscribe	47% (623)	40% (530)	14% (186)	1338
Streaming Services: Subscribed in past	37% (81)	54% (118)	10% (21)	220
Streaming Services: Never subscribed	48% (305)	22% (138)	31% (198)	642
Film: An avid fan	49% (415)	38% (321)	14% (119)	856
Film: A casual fan	45% (492)	37% (406)	18% (195)	1093
Film: Not a fan	40% (101)	24% (59)	36% (91)	251
Television: An avid fan	51% (580)	35% (396)	14% (160)	1136
Television: A casual fan	43% (398)	37% (341)	20% (184)	923
Television: Not a fan	21% (29)	35% (49)	44% (62)	141
Music: An avid fan	46% (560)	38% (461)	15% (187)	1208
Music: A casual fan	47% (416)	34% (301)	20% (175)	892
Music: Not a fan	32% (32)	24% (24)	44% (44)	100
Fashion: An avid fan	50% (175)	31% (107)	19% (67)	350
Fashion: A casual fan	45% (403)	40% (352)	15% (136)	891
Fashion: Not a fan	45% (430)	34% (327)	21% (203)	960

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

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

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	23%	(513)	28%	(618)	49%	(1069)	2200
Gender: Male	23%	(248)	26%	(274)	51%	(540)	1062
Gender: Female	23%	(265)	30%	(344)	46%	(529)	1138
Age: 18-29	23%	(105)	32%	(149)	45%	(206)	460
Age: 30-44	23%	(125)	30%	(164)	48%	(263)	553
Age: 45-54	21%	(80)	31%	(115)	48%	(181)	376
Age: 55-64	24%	(91)	25%	(93)	51%	(191)	375
Age: 65+	26%	(112)	22%	(97)	52%	(227)	436
Generation Z: 18-22	27%	(58)	31%	(66)	41%	(87)	212
Millennial: Age 23-38	19%	(115)	32%	(195)	49%	(292)	602
Generation X: Age 39-54	24%	(137)	29%	(167)	47%	(271)	575
Boomers: Age 55-73	26%	(187)	24%	(172)	50%	(363)	723
PID: Dem (no lean)	23%	(179)	29%	(224)	48%	(366)	769
PID: Ind (no lean)	19%	(141)	31%	(231)	50%	(379)	751
PID: Rep (no lean)	28%	(192)	24%	(163)	48%	(324)	679
PID/Gender: Dem Men	24%	(87)	26%	(95)	50%	(181)	363
PID/Gender: Dem Women	23%	(92)	32%	(129)	45%	(184)	406
PID/Gender: Ind Men	18%	(60)	29%	(96)	52%	(171)	328
PID/Gender: Ind Women	19%	(81)	32%	(135)	49%	(208)	424
PID/Gender: Rep Men	27%	(101)	22%	(83)	50%	(187)	371
PID/Gender: Rep Women	30%	(92)	26%	(80)	44%	(137)	309
Ideo: Liberal (1-3)	22%	(128)	30%	(176)	48%	(284)	588
Ideo: Moderate (4)	24%	(115)	29%	(142)	47%	(232)	489
Ideo: Conservative (5-7)	26%	(196)	25%	(186)	49%	(367)	749
Educ: < College	24%	(368)	28%	(422)	48%	(721)	1512
Educ: Bachelors degree	22%	(97)	30%	(133)	48%	(214)	444
Educ: Post-grad	20%	(48)	26%	(63)	54%	(133)	244

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

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	23%	(513)	28%	(618)	49%	(1069)	2200
Income: Under 50k	21%	(269)	30%	(375)	49%	(618)	1261
Income: 50k-100k	27%	(182)	27%	(182)	45%	(299)	664
Income: 100k+	22%	(62)	22%	(61)	55%	(152)	275
Ethnicity: White	23%	(400)	28%	(489)	48%	(832)	1722
Ethnicity: Hispanic	26%	(90)	29%	(102)	45%	(158)	349
Ethnicity: Afr. Am.	23%	(63)	31%	(84)	46%	(127)	274
Ethnicity: Other	24%	(50)	22%	(44)	54%	(110)	204
All Christian	25%	(222)	26%	(229)	50%	(444)	895
All Non-Christian	22%	(22)	28%	(28)	50%	(50)	99
Atheist	24%	(23)	26%	(24)	51%	(48)	95
Agnostic/Nothing in particular	22%	(247)	30%	(337)	47%	(527)	1111
Religious Non-Protestant/Catholic	23%	(25)	27%	(30)	50%	(55)	110
Evangelical	27%	(171)	29%	(181)	43%	(270)	623
Non-Evangelical	22%	(165)	26%	(197)	52%	(388)	749
Community: Urban	19%	(111)	26%	(152)	55%	(323)	586
Community: Suburban	21%	(212)	27%	(274)	52%	(521)	1006
Community: Rural	31%	(191)	32%	(192)	37%	(225)	608
Employ: Private Sector	25%	(173)	30%	(210)	44%	(307)	689
Employ: Government	19%	(26)	27%	(38)	54%	(75)	139
Employ: Self-Employed	26%	(51)	29%	(55)	45%	(86)	192
Employ: Homemaker	21%	(34)	29%	(47)	50%	(80)	161
Employ: Student	25%	(26)	33%	(35)	42%	(45)	106
Employ: Retired	25%	(119)	24%	(115)	50%	(237)	471
Employ: Unemployed	20%	(46)	30%	(69)	50%	(116)	231
Employ: Other	18%	(38)	23%	(49)	59%	(124)	211
Military HH: Yes	22%	(83)	29%	(111)	49%	(186)	380
Military HH: No	24%	(430)	28%	(507)	48%	(883)	1820
RD/WT: Right Direction	29%	(236)	24%	(200)	47%	(390)	826
RD/WT: Wrong Track	20%	(277)	30%	(418)	49%	(679)	1374

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

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	23%	(513)	28%	(618)	49%	(1069)	2200
Trump Job Approve	28%	(245)	25%	(221)	47%	(414)	880
Trump Job Disapprove	21%	(249)	30%	(366)	49%	(596)	1211
Trump Job Strongly Approve	32%	(161)	25%	(129)	43%	(217)	507
Trump Job Somewhat Approve	23%	(84)	25%	(92)	53%	(196)	372
Trump Job Somewhat Disapprove	21%	(62)	32%	(95)	48%	(143)	299
Trump Job Strongly Disapprove	20%	(187)	30%	(271)	50%	(453)	912
Favorable of Trump	28%	(238)	26%	(221)	47%	(400)	859
Unfavorable of Trump	21%	(250)	30%	(364)	49%	(587)	1201
Very Favorable of Trump	32%	(171)	25%	(132)	43%	(228)	530
Somewhat Favorable of Trump	20%	(67)	27%	(90)	52%	(172)	329
Somewhat Unfavorable of Trump	24%	(52)	28%	(61)	49%	(107)	220
Very Unfavorable of Trump	20%	(198)	31%	(303)	49%	(480)	981
#1 Issue: Economy	20%	(110)	29%	(158)	51%	(278)	546
#1 Issue: Security	30%	(134)	26%	(117)	44%	(196)	447
#1 Issue: Health Care	22%	(82)	27%	(99)	51%	(187)	368
#1 Issue: Medicare / Social Security	27%	(89)	24%	(78)	49%	(157)	324
#1 Issue: Women's Issues	15%	(24)	32%	(53)	53%	(87)	165
#1 Issue: Education	21%	(26)	37%	(46)	42%	(53)	125
#1 Issue: Energy	23%	(28)	27%	(33)	49%	(59)	119
#1 Issue: Other	20%	(21)	31%	(33)	49%	(52)	107
2018 House Vote: Democrat	22%	(162)	30%	(224)	48%	(363)	749
2018 House Vote: Republican	29%	(207)	24%	(169)	47%	(334)	710
2018 House Vote: Someone else	11%	(11)	41%	(40)	48%	(48)	99
2016 Vote: Hillary Clinton	21%	(139)	29%	(187)	50%	(326)	651
2016 Vote: Donald Trump	28%	(186)	26%	(172)	46%	(310)	668
2016 Vote: Other	19%	(35)	31%	(56)	50%	(90)	180
2016 Vote: Didn't Vote	22%	(154)	29%	(200)	49%	(341)	695
Voted in 2014: Yes	24%	(316)	28%	(361)	48%	(635)	1312
Voted in 2014: No	22%	(197)	29%	(257)	49%	(434)	888

Continued on next page

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

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	23%	(513)	28%	(618)	49%	(1069)	2200
2012 Vote: Barack Obama	22%	(174)	30%	(241)	48%	(376)	790
2012 Vote: Mitt Romney	28%	(148)	23%	(120)	49%	(253)	521
2012 Vote: Other	18%	(18)	32%	(31)	50%	(48)	97
2012 Vote: Didn't Vote	22%	(173)	29%	(226)	49%	(390)	789
4-Region: Northeast	14%	(54)	20%	(79)	66%	(260)	394
4-Region: Midwest	21%	(99)	27%	(126)	51%	(237)	462
4-Region: South	25%	(210)	32%	(261)	43%	(353)	824
4-Region: West	29%	(150)	29%	(152)	42%	(218)	520
Watch TV: Every day	24%	(267)	28%	(310)	47%	(516)	1094
Watch TV: Several times per week	23%	(118)	30%	(150)	47%	(234)	501
Watch TV: About once per week	30%	(40)	27%	(36)	43%	(58)	134
Watch TV: Several times per month	19%	(25)	31%	(40)	50%	(65)	130
Watch TV: About once per month	13%	(8)	33%	(20)	54%	(32)	60
Watch TV: Less often than once per month	26%	(23)	27%	(24)	47%	(41)	88
Watch TV: Never	17%	(33)	20%	(39)	63%	(122)	194
Watch Movies: Every day	25%	(105)	31%	(130)	44%	(187)	422
Watch Movies: Several times per week	24%	(132)	31%	(166)	45%	(244)	541
Watch Movies: About once per week	24%	(88)	30%	(110)	47%	(175)	373
Watch Movies: Several times per month	24%	(62)	27%	(70)	49%	(130)	263
Watch Movies: About once per month	23%	(43)	21%	(40)	56%	(108)	192
Watch Movies: Less often than once per month	20%	(40)	30%	(61)	51%	(103)	203
Watch Movies: Never	21%	(43)	20%	(41)	59%	(123)	206
Watch Sporting Events: Every day	31%	(54)	32%	(55)	38%	(66)	175
Watch Sporting Events: Several times per week	31%	(97)	26%	(82)	43%	(137)	317
Watch Sporting Events: About once per week	28%	(82)	29%	(85)	44%	(130)	297
Watch Sporting Events: Several times per month	19%	(33)	28%	(49)	52%	(90)	172
Watch Sporting Events: About once per month	18%	(34)	27%	(50)	54%	(100)	185
Watch Sporting Events: Less often than once per month	20%	(65)	32%	(107)	48%	(161)	333
Watch Sporting Events: Never	21%	(148)	26%	(189)	53%	(385)	722

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

Satellite television

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	23%	(513)	28%	(618)	49%	(1069)	2200
Cable TV: Currently subscribe	14%	(137)	25%	(255)	61%	(617)	1008
Cable TV: Subscribed in past	31%	(240)	42%	(331)	27%	(215)	786
Cable TV: Never subscribed	34%	(136)	8%	(33)	58%	(237)	406
Satellite TV: Currently subscribe	100%	(513)	—	(0)	—	(0)	513
Satellite TV: Subscribed in past	—	(0)	100%	(618)	—	(0)	618
Satellite TV: Never subscribed	—	(0)	—	(0)	100%	(1069)	1069
Streaming Services: Currently subscribe	24%	(321)	33%	(437)	43%	(580)	1338
Streaming Services: Subscribed in past	20%	(44)	45%	(98)	35%	(77)	220
Streaming Services: Never subscribed	23%	(148)	13%	(83)	64%	(411)	642
Film: An avid fan	25%	(213)	29%	(249)	46%	(393)	856
Film: A casual fan	22%	(239)	29%	(317)	49%	(537)	1093
Film: Not a fan	24%	(61)	21%	(52)	55%	(138)	251
Television: An avid fan	26%	(293)	27%	(303)	47%	(539)	1136
Television: A casual fan	22%	(202)	30%	(277)	48%	(444)	923
Television: Not a fan	13%	(18)	27%	(38)	61%	(85)	141
Music: An avid fan	24%	(291)	30%	(361)	46%	(556)	1208
Music: A casual fan	23%	(208)	27%	(238)	50%	(446)	892
Music: Not a fan	14%	(14)	19%	(19)	67%	(67)	100
Fashion: An avid fan	29%	(101)	29%	(100)	42%	(148)	350
Fashion: A casual fan	24%	(217)	31%	(276)	45%	(398)	891
Fashion: Not a fan	20%	(195)	25%	(242)	54%	(523)	960

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

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

Demographic	Streaming Services: Currently subscribe		Streaming Services: Subscribed in past		Streaming Services: Never subscribed		Total N
Adults	61%	(1338)	10%	(220)	29%	(642)	2200
Gender: Male	59%	(631)	9%	(92)	32%	(339)	1062
Gender: Female	62%	(707)	11%	(128)	27%	(303)	1138
Age: 18-29	69%	(317)	13%	(60)	18%	(84)	460
Age: 30-44	75%	(417)	11%	(60)	14%	(75)	553
Age: 45-54	64%	(241)	11%	(40)	25%	(96)	376
Age: 55-64	51%	(191)	8%	(31)	41%	(153)	375
Age: 65+	39%	(172)	7%	(30)	54%	(234)	436
Generation Z: 18-22	66%	(140)	15%	(31)	19%	(40)	212
Millennial: Age 23-38	73%	(441)	11%	(69)	15%	(93)	602
Generation X: Age 39-54	68%	(394)	10%	(60)	21%	(121)	575
Boomers: Age 55-73	47%	(342)	7%	(53)	45%	(327)	723
PID: Dem (no lean)	66%	(507)	9%	(67)	25%	(195)	769
PID: Ind (no lean)	57%	(431)	12%	(89)	31%	(231)	751
PID: Rep (no lean)	59%	(400)	9%	(64)	32%	(216)	679
PID/Gender: Dem Men	64%	(232)	8%	(27)	29%	(104)	363
PID/Gender: Dem Women	68%	(275)	10%	(40)	23%	(91)	406
PID/Gender: Ind Men	54%	(178)	9%	(31)	36%	(119)	328
PID/Gender: Ind Women	60%	(253)	14%	(59)	26%	(112)	424
PID/Gender: Rep Men	59%	(220)	9%	(34)	31%	(116)	371
PID/Gender: Rep Women	58%	(180)	10%	(29)	32%	(100)	309
Ideo: Liberal (1-3)	73%	(429)	7%	(42)	20%	(117)	588
Ideo: Moderate (4)	61%	(299)	10%	(49)	29%	(141)	489
Ideo: Conservative (5-7)	56%	(422)	10%	(73)	34%	(254)	749
Educ: < College	58%	(875)	11%	(166)	31%	(471)	1512
Educ: Bachelors degree	68%	(304)	8%	(35)	24%	(105)	444
Educ: Post-grad	66%	(160)	8%	(19)	27%	(65)	244

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

Demographic	Streaming Services: Currently subscribe	Streaming Services: Subscribed in past	Streaming Services: Never subscribed	Total N
Adults	61% (1338)	10% (220)	29% (642)	2200
Income: Under 50k	55% (688)	12% (148)	34% (425)	1261
Income: 50k-100k	69% (457)	8% (51)	24% (156)	664
Income: 100k+	71% (194)	7% (20)	22% (61)	275
Ethnicity: White	60% (1030)	10% (169)	30% (522)	1722
Ethnicity: Hispanic	68% (239)	11% (37)	21% (74)	349
Ethnicity: Afr. Am.	59% (161)	12% (32)	30% (81)	274
Ethnicity: Other	72% (147)	9% (18)	19% (39)	204
All Christian	58% (516)	8% (74)	34% (305)	895
All Non-Christian	60% (60)	9% (9)	31% (31)	99
Atheist	75% (71)	9% (8)	16% (15)	95
Agnostic/Nothing in particular	62% (691)	12% (129)	26% (291)	1111
Religious Non-Protestant/Catholic	61% (67)	9% (9)	31% (34)	110
Evangelical	55% (344)	12% (76)	32% (202)	623
Non-Evangelical	61% (454)	9% (67)	30% (228)	749
Community: Urban	61% (360)	10% (60)	28% (167)	586
Community: Suburban	64% (647)	9% (94)	26% (266)	1006
Community: Rural	55% (331)	11% (67)	34% (209)	608
Employ: Private Sector	75% (519)	7% (49)	18% (122)	689
Employ: Government	76% (105)	8% (11)	17% (23)	139
Employ: Self-Employed	58% (111)	17% (33)	25% (48)	192
Employ: Homemaker	64% (102)	14% (22)	23% (37)	161
Employ: Student	75% (80)	12% (12)	13% (14)	106
Employ: Retired	40% (190)	8% (36)	52% (244)	471
Employ: Unemployed	50% (116)	12% (28)	38% (87)	231
Employ: Other	54% (114)	14% (30)	32% (67)	211
Military HH: Yes	56% (212)	9% (35)	35% (132)	380
Military HH: No	62% (1126)	10% (185)	28% (510)	1820
RD/WT: Right Direction	57% (473)	11% (93)	32% (260)	826
RD/WT: Wrong Track	63% (865)	9% (127)	28% (382)	1374

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

Demographic	Streaming Services: Currently subscribe	Streaming Services: Subscribed in past	Streaming Services: Never subscribed	Total N
Adults	61% (1338)	10% (220)	29% (642)	2200
Trump Job Approve	57% (497)	11% (96)	33% (286)	880
Trump Job Disapprove	65% (785)	9% (109)	26% (317)	1211
Trump Job Strongly Approve	57% (290)	9% (46)	34% (172)	507
Trump Job Somewhat Approve	56% (208)	13% (50)	31% (114)	372
Trump Job Somewhat Disapprove	62% (184)	10% (30)	28% (84)	299
Trump Job Strongly Disapprove	66% (600)	9% (79)	25% (232)	912
Favorable of Trump	58% (495)	10% (86)	32% (279)	859
Unfavorable of Trump	66% (794)	9% (113)	25% (294)	1201
Very Favorable of Trump	56% (296)	9% (46)	36% (188)	530
Somewhat Favorable of Trump	60% (199)	12% (40)	27% (90)	329
Somewhat Unfavorable of Trump	65% (143)	6% (13)	29% (63)	220
Very Unfavorable of Trump	66% (650)	10% (100)	24% (231)	981
#1 Issue: Economy	66% (361)	13% (71)	21% (115)	546
#1 Issue: Security	53% (238)	9% (40)	38% (168)	447
#1 Issue: Health Care	62% (230)	8% (29)	30% (109)	368
#1 Issue: Medicare / Social Security	45% (145)	10% (31)	46% (148)	324
#1 Issue: Women's Issues	72% (118)	10% (16)	18% (30)	165
#1 Issue: Education	77% (96)	8% (10)	15% (19)	125
#1 Issue: Energy	74% (88)	10% (12)	16% (19)	119
#1 Issue: Other	58% (62)	11% (12)	31% (33)	107
2018 House Vote: Democrat	67% (501)	8% (62)	25% (187)	749
2018 House Vote: Republican	57% (408)	9% (63)	34% (239)	710
2018 House Vote: Someone else	55% (55)	16% (16)	29% (28)	99
2016 Vote: Hillary Clinton	67% (433)	7% (49)	26% (169)	651
2016 Vote: Donald Trump	55% (366)	9% (63)	36% (239)	668
2016 Vote: Other	66% (119)	9% (17)	25% (45)	180
2016 Vote: Didn't Vote	60% (417)	13% (92)	27% (187)	695
Voted in 2014: Yes	61% (798)	8% (108)	31% (406)	1312
Voted in 2014: No	61% (540)	13% (112)	26% (235)	888

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

Demographic	Streaming Services: Currently subscribe	Streaming Services: Subscribed in past	Streaming Services: Never subscribed	Total N
Adults	61% (1338)	10% (220)	29% (642)	2200
2012 Vote: Barack Obama	63% (500)	10% (76)	27% (214)	790
2012 Vote: Mitt Romney	57% (297)	6% (30)	37% (194)	521
2012 Vote: Other	53% (52)	12% (12)	35% (34)	97
2012 Vote: Didn't Vote	62% (489)	13% (102)	25% (197)	789
4-Region: Northeast	57% (224)	9% (34)	34% (136)	394
4-Region: Midwest	55% (253)	11% (51)	34% (158)	462
4-Region: South	64% (524)	9% (78)	27% (222)	824
4-Region: West	65% (338)	11% (57)	24% (126)	520
Watch TV: Every day	67% (728)	8% (92)	25% (274)	1094
Watch TV: Several times per week	68% (340)	9% (47)	23% (114)	501
Watch TV: About once per week	63% (84)	12% (16)	26% (34)	134
Watch TV: Several times per month	56% (73)	15% (20)	29% (38)	130
Watch TV: About once per month	47% (28)	19% (11)	34% (20)	60
Watch TV: Less often than once per month	54% (48)	20% (17)	26% (23)	88
Watch TV: Never	20% (38)	9% (18)	71% (138)	194
Watch Movies: Every day	75% (318)	7% (30)	18% (74)	422
Watch Movies: Several times per week	74% (400)	9% (51)	17% (90)	541
Watch Movies: About once per week	66% (246)	11% (40)	23% (87)	373
Watch Movies: Several times per month	62% (162)	9% (22)	30% (78)	263
Watch Movies: About once per month	57% (109)	14% (27)	30% (57)	192
Watch Movies: Less often than once per month	37% (76)	16% (33)	46% (94)	203
Watch Movies: Never	14% (28)	8% (16)	78% (162)	206
Watch Sporting Events: Every day	68% (119)	8% (13)	25% (43)	175
Watch Sporting Events: Several times per week	65% (205)	10% (31)	26% (81)	317
Watch Sporting Events: About once per week	65% (192)	10% (28)	26% (77)	297
Watch Sporting Events: Several times per month	63% (108)	8% (13)	30% (51)	172
Watch Sporting Events: About once per month	57% (106)	13% (25)	29% (54)	185
Watch Sporting Events: Less often than once per month	65% (215)	13% (42)	23% (76)	333
Watch Sporting Events: Never	55% (394)	9% (68)	36% (260)	722

Continued on next page

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

Demographic	Streaming Services: Currently subscribe	Streaming Services: Subscribed in past	Streaming Services: Never subscribed	Total N
Adults	61% (1338)	10% (220)	29% (642)	2200
Cable TV: Currently subscribe	62% (623)	8% (81)	30% (305)	1008
Cable TV: Subscribed in past	67% (530)	15% (118)	18% (138)	786
Cable TV: Never subscribed	46% (186)	5% (21)	49% (198)	406
Satellite TV: Currently subscribe	63% (321)	9% (44)	29% (148)	513
Satellite TV: Subscribed in past	71% (437)	16% (98)	13% (83)	618
Satellite TV: Never subscribed	54% (580)	7% (77)	38% (411)	1069
Streaming Services: Currently subscribe	100% (1338)	— (0)	— (0)	1338
Streaming Services: Subscribed in past	— (0)	100% (220)	— (0)	220
Streaming Services: Never subscribed	— (0)	— (0)	100% (642)	642
Film: An avid fan	75% (639)	8% (65)	18% (152)	856
Film: A casual fan	57% (623)	12% (128)	31% (342)	1093
Film: Not a fan	31% (77)	11% (27)	59% (147)	251
Television: An avid fan	66% (746)	8% (88)	27% (302)	1136
Television: A casual fan	57% (530)	13% (117)	30% (276)	923
Television: Not a fan	44% (62)	11% (15)	45% (63)	141
Music: An avid fan	69% (835)	9% (112)	22% (262)	1208
Music: A casual fan	53% (473)	11% (97)	36% (322)	892
Music: Not a fan	31% (31)	11% (11)	58% (58)	100
Fashion: An avid fan	72% (252)	9% (31)	19% (67)	350
Fashion: A casual fan	66% (586)	11% (96)	23% (209)	891
Fashion: Not a fan	52% (501)	10% (93)	38% (366)	960

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

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

Demographic	Film: An avid fan	Film: A casual fan	Film: Not a fan	Total N
Adults	39% (856)	50% (1093)	11% (251)	2200
Gender: Male	40% (428)	48% (509)	12% (124)	1062
Gender: Female	38% (427)	51% (584)	11% (127)	1138
Age: 18-29	39% (178)	50% (232)	11% (50)	460
Age: 30-44	48% (264)	44% (241)	8% (47)	553
Age: 45-54	42% (160)	46% (173)	12% (44)	376
Age: 55-64	38% (143)	52% (193)	10% (38)	375
Age: 65+	25% (110)	58% (254)	17% (72)	436
Generation Z: 18-22	27% (58)	57% (120)	16% (33)	212
Millennial: Age 23-38	47% (281)	45% (273)	8% (48)	602
Generation X: Age 39-54	46% (264)	44% (252)	10% (60)	575
Boomers: Age 55-73	33% (237)	55% (397)	12% (89)	723
PID: Dem (no lean)	47% (358)	45% (348)	8% (63)	769
PID: Ind (no lean)	34% (252)	53% (401)	13% (98)	751
PID: Rep (no lean)	36% (245)	51% (344)	13% (90)	679
PID/Gender: Dem Men	49% (177)	43% (155)	8% (30)	363
PID/Gender: Dem Women	44% (181)	47% (192)	8% (33)	406
PID/Gender: Ind Men	36% (118)	52% (169)	12% (40)	328
PID/Gender: Ind Women	32% (134)	55% (232)	14% (58)	424
PID/Gender: Rep Men	36% (133)	50% (184)	14% (53)	371
PID/Gender: Rep Women	36% (113)	52% (160)	12% (37)	309
Ideo: Liberal (1-3)	48% (284)	46% (269)	6% (34)	588
Ideo: Moderate (4)	42% (207)	47% (232)	10% (50)	489
Ideo: Conservative (5-7)	32% (243)	55% (414)	12% (93)	749
Educ: < College	38% (575)	49% (745)	13% (192)	1512
Educ: Bachelors degree	40% (177)	52% (231)	8% (35)	444
Educ: Post-grad	42% (103)	48% (117)	10% (24)	244

Continued on next page

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

Demographic	Film: An avid fan		Film: A casual fan		Film: Not a fan		Total N
Adults	39%	(856)	50%	(1093)	11%	(251)	2200
Income: Under 50k	39%	(486)	48%	(601)	14%	(175)	1261
Income: 50k-100k	41%	(270)	52%	(342)	8%	(52)	664
Income: 100k+	36%	(100)	55%	(150)	9%	(25)	275
Ethnicity: White	37%	(642)	51%	(875)	12%	(205)	1722
Ethnicity: Hispanic	44%	(152)	45%	(157)	11%	(40)	349
Ethnicity: Afr. Am.	49%	(135)	40%	(110)	11%	(30)	274
Ethnicity: Other	39%	(79)	53%	(108)	8%	(17)	204
All Christian	37%	(327)	52%	(461)	12%	(107)	895
All Non-Christian	45%	(45)	47%	(47)	8%	(8)	99
Atheist	50%	(47)	45%	(43)	5%	(5)	95
Agnostic/Nothing in particular	39%	(437)	49%	(542)	12%	(131)	1111
Religious Non-Protestant/Catholic	45%	(49)	47%	(52)	8%	(8)	110
Evangelical	34%	(214)	51%	(317)	15%	(92)	623
Non-Evangelical	42%	(312)	49%	(367)	9%	(71)	749
Community: Urban	42%	(247)	47%	(276)	11%	(63)	586
Community: Suburban	38%	(383)	52%	(527)	10%	(96)	1006
Community: Rural	37%	(226)	48%	(290)	15%	(92)	608
Employ: Private Sector	47%	(323)	45%	(310)	8%	(56)	689
Employ: Government	38%	(53)	53%	(74)	9%	(12)	139
Employ: Self-Employed	44%	(85)	50%	(95)	6%	(12)	192
Employ: Homemaker	36%	(58)	54%	(87)	9%	(15)	161
Employ: Student	37%	(39)	51%	(54)	13%	(14)	106
Employ: Retired	26%	(123)	57%	(269)	17%	(79)	471
Employ: Unemployed	34%	(79)	53%	(123)	13%	(29)	231
Employ: Other	46%	(96)	38%	(81)	16%	(34)	211
Military HH: Yes	31%	(119)	56%	(212)	13%	(48)	380
Military HH: No	40%	(736)	48%	(881)	11%	(203)	1820
RD/WT: Right Direction	35%	(293)	51%	(422)	13%	(111)	826
RD/WT: Wrong Track	41%	(563)	49%	(671)	10%	(140)	1374
Trump Job Approve	35%	(310)	52%	(457)	13%	(113)	880
Trump Job Disapprove	43%	(515)	48%	(582)	9%	(114)	1211

Continued on next page

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

Demographic	Film: An avid fan		Film: A casual fan		Film: Not a fan		Total N
Adults	39%	(856)	50%	(1093)	11%	(251)	2200
Trump Job Strongly Approve	36%	(181)	50%	(251)	15%	(75)	507
Trump Job Somewhat Approve	35%	(130)	55%	(205)	10%	(38)	372
Trump Job Somewhat Disapprove	35%	(105)	56%	(168)	9%	(26)	299
Trump Job Strongly Disapprove	45%	(410)	45%	(414)	10%	(87)	912
Favorable of Trump	36%	(306)	52%	(444)	13%	(109)	859
Unfavorable of Trump	42%	(510)	48%	(580)	9%	(111)	1201
Very Favorable of Trump	37%	(195)	48%	(255)	15%	(80)	530
Somewhat Favorable of Trump	34%	(111)	58%	(190)	9%	(28)	329
Somewhat Unfavorable of Trump	34%	(75)	52%	(114)	14%	(31)	220
Very Unfavorable of Trump	44%	(435)	47%	(466)	8%	(80)	981
#1 Issue: Economy	40%	(216)	52%	(285)	8%	(45)	546
#1 Issue: Security	32%	(141)	51%	(230)	17%	(76)	447
#1 Issue: Health Care	45%	(165)	44%	(163)	11%	(39)	368
#1 Issue: Medicare / Social Security	34%	(110)	51%	(166)	15%	(48)	324
#1 Issue: Women's Issues	46%	(76)	46%	(75)	8%	(13)	165
#1 Issue: Education	40%	(50)	52%	(65)	8%	(10)	125
#1 Issue: Energy	50%	(60)	43%	(52)	6%	(8)	119
#1 Issue: Other	35%	(37)	54%	(57)	11%	(12)	107
2018 House Vote: Democrat	47%	(350)	46%	(344)	7%	(55)	749
2018 House Vote: Republican	35%	(247)	53%	(379)	12%	(84)	710
2018 House Vote: Someone else	27%	(27)	59%	(59)	13%	(13)	99
2016 Vote: Hillary Clinton	48%	(314)	45%	(293)	7%	(45)	651
2016 Vote: Donald Trump	35%	(231)	54%	(362)	11%	(76)	668
2016 Vote: Other	41%	(75)	47%	(85)	12%	(21)	180
2016 Vote: Didn't Vote	34%	(237)	50%	(351)	15%	(108)	695
Voted in 2014: Yes	41%	(538)	49%	(648)	10%	(126)	1312
Voted in 2014: No	36%	(317)	50%	(445)	14%	(125)	888
2012 Vote: Barack Obama	46%	(366)	46%	(362)	8%	(62)	790
2012 Vote: Mitt Romney	32%	(168)	55%	(287)	13%	(66)	521
2012 Vote: Other	33%	(32)	55%	(53)	13%	(12)	97
2012 Vote: Didn't Vote	37%	(288)	49%	(390)	14%	(110)	789

Continued on next page

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

Demographic	Film: An avid fan		Film: A casual fan		Film: Not a fan		Total N
Adults	39%	(856)	50%	(1093)	11%	(251)	2200
4-Region: Northeast	40%	(159)	49%	(194)	10%	(41)	394
4-Region: Midwest	36%	(168)	50%	(231)	14%	(63)	462
4-Region: South	40%	(328)	47%	(390)	13%	(106)	824
4-Region: West	39%	(200)	54%	(279)	8%	(41)	520
Watch TV: Every day	50%	(543)	43%	(474)	7%	(77)	1094
Watch TV: Several times per week	34%	(168)	58%	(288)	9%	(44)	501
Watch TV: About once per week	29%	(39)	58%	(78)	13%	(17)	134
Watch TV: Several times per month	27%	(35)	59%	(77)	14%	(18)	130
Watch TV: About once per month	29%	(17)	55%	(33)	17%	(10)	60
Watch TV: Less often than once per month	32%	(28)	60%	(53)	8%	(7)	88
Watch TV: Never	13%	(26)	47%	(91)	40%	(77)	194
Watch Movies: Every day	68%	(286)	28%	(118)	4%	(18)	422
Watch Movies: Several times per week	49%	(265)	47%	(254)	4%	(23)	541
Watch Movies: About once per week	36%	(133)	60%	(222)	5%	(17)	373
Watch Movies: Several times per month	33%	(88)	55%	(146)	11%	(29)	263
Watch Movies: About once per month	19%	(37)	67%	(128)	14%	(27)	192
Watch Movies: Less often than once per month	13%	(27)	66%	(134)	21%	(43)	203
Watch Movies: Never	10%	(20)	45%	(92)	46%	(94)	206
Watch Sporting Events: Every day	51%	(89)	42%	(73)	7%	(12)	175
Watch Sporting Events: Several times per week	40%	(127)	51%	(161)	9%	(28)	317
Watch Sporting Events: About once per week	45%	(134)	48%	(143)	7%	(20)	297
Watch Sporting Events: Several times per month	41%	(70)	50%	(86)	9%	(16)	172
Watch Sporting Events: About once per month	47%	(86)	45%	(83)	8%	(15)	185
Watch Sporting Events: Less often than once per month	39%	(129)	52%	(174)	9%	(30)	333
Watch Sporting Events: Never	31%	(220)	52%	(372)	18%	(129)	722
Cable TV: Currently subscribe	41%	(415)	49%	(492)	10%	(101)	1008
Cable TV: Subscribed in past	41%	(321)	52%	(406)	8%	(59)	786
Cable TV: Never subscribed	29%	(119)	48%	(195)	22%	(91)	406
Satellite TV: Currently subscribe	41%	(213)	47%	(239)	12%	(61)	513
Satellite TV: Subscribed in past	40%	(249)	51%	(317)	8%	(52)	618
Satellite TV: Never subscribed	37%	(393)	50%	(537)	13%	(138)	1069

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

Demographic	Film: An avid fan	Film: A casual fan	Film: Not a fan	Total N
Adults	39% (856)	50% (1093)	11% (251)	2200
Streaming Services: Currently subscribe	48% (639)	47% (623)	6% (77)	1338
Streaming Services: Subscribed in past	29% (65)	58% (128)	12% (27)	220
Streaming Services: Never subscribed	24% (152)	53% (342)	23% (147)	642
Film: An avid fan	100% (856)	— (0)	— (0)	856
Film: A casual fan	— (0)	100% (1093)	— (0)	1093
Film: Not a fan	— (0)	— (0)	100% (251)	251
Television: An avid fan	59% (675)	34% (384)	7% (77)	1136
Television: A casual fan	17% (161)	71% (660)	11% (103)	923
Television: Not a fan	14% (20)	35% (49)	51% (72)	141
Music: An avid fan	54% (653)	39% (476)	7% (79)	1208
Music: A casual fan	22% (194)	65% (579)	13% (119)	892
Music: Not a fan	8% (8)	39% (38)	53% (53)	100
Fashion: An avid fan	67% (235)	27% (94)	6% (21)	350
Fashion: A casual fan	38% (343)	56% (500)	5% (48)	891
Fashion: Not a fan	29% (278)	52% (499)	19% (183)	960

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

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

Television

Demographic	Television: An avid fan		Television: A casual fan		Television: Not a fan		Total N
Adults	52%	(1136)	42%	(923)	6%	(141)	2200
Gender: Male	49%	(525)	43%	(458)	7%	(79)	1062
Gender: Female	54%	(611)	41%	(466)	5%	(61)	1138
Age: 18-29	43%	(197)	49%	(223)	9%	(40)	460
Age: 30-44	54%	(300)	39%	(216)	7%	(37)	553
Age: 45-54	54%	(205)	41%	(154)	5%	(18)	376
Age: 55-64	58%	(218)	37%	(137)	5%	(20)	375
Age: 65+	50%	(216)	44%	(193)	6%	(27)	436
Generation Z: 18-22	35%	(75)	50%	(107)	14%	(30)	212
Millennial: Age 23-38	51%	(309)	42%	(253)	7%	(40)	602
Generation X: Age 39-54	55%	(318)	40%	(233)	4%	(24)	575
Boomers: Age 55-73	55%	(400)	39%	(283)	5%	(40)	723
PID: Dem (no lean)	61%	(471)	36%	(274)	3%	(24)	769
PID: Ind (no lean)	43%	(321)	48%	(360)	9%	(71)	751
PID: Rep (no lean)	51%	(345)	43%	(289)	7%	(46)	679
PID/Gender: Dem Men	59%	(215)	38%	(137)	3%	(12)	363
PID/Gender: Dem Women	63%	(256)	34%	(138)	3%	(12)	406
PID/Gender: Ind Men	39%	(127)	49%	(161)	12%	(40)	328
PID/Gender: Ind Women	46%	(194)	47%	(199)	7%	(31)	424
PID/Gender: Rep Men	49%	(184)	43%	(160)	7%	(27)	371
PID/Gender: Rep Women	52%	(161)	42%	(129)	6%	(19)	309
Ideo: Liberal (1-3)	59%	(347)	37%	(220)	3%	(20)	588
Ideo: Moderate (4)	56%	(273)	38%	(188)	6%	(28)	489
Ideo: Conservative (5-7)	47%	(354)	46%	(347)	6%	(48)	749
Educ: < College	51%	(768)	43%	(645)	7%	(99)	1512
Educ: Bachelors degree	56%	(249)	39%	(171)	5%	(23)	444
Educ: Post-grad	49%	(119)	44%	(107)	7%	(18)	244

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

Television

Demographic	Television: An avid fan		Television: A casual fan		Television: Not a fan		Total N
Adults	52%	(1136)	42%	(923)	6%	(141)	2200
Income: Under 50k	51%	(643)	41%	(519)	8%	(99)	1261
Income: 50k-100k	54%	(355)	42%	(282)	4%	(26)	664
Income: 100k+	50%	(137)	45%	(123)	5%	(15)	275
Ethnicity: White	52%	(896)	42%	(728)	6%	(98)	1722
Ethnicity: Hispanic	48%	(167)	44%	(155)	8%	(28)	349
Ethnicity: Afr. Am.	59%	(162)	34%	(94)	7%	(18)	274
Ethnicity: Other	38%	(78)	50%	(101)	12%	(25)	204
All Christian	54%	(484)	43%	(381)	3%	(30)	895
All Non-Christian	50%	(49)	43%	(43)	7%	(7)	99
Atheist	53%	(50)	38%	(36)	8%	(8)	95
Agnostic/Nothing in particular	50%	(552)	42%	(463)	9%	(96)	1111
Religious Non-Protestant/Catholic	51%	(56)	43%	(47)	6%	(7)	110
Evangelical	50%	(311)	44%	(274)	6%	(38)	623
Non-Evangelical	57%	(424)	40%	(297)	4%	(28)	749
Community: Urban	53%	(314)	41%	(241)	5%	(31)	586
Community: Suburban	50%	(507)	44%	(439)	6%	(60)	1006
Community: Rural	52%	(316)	40%	(243)	8%	(49)	608
Employ: Private Sector	56%	(386)	40%	(274)	4%	(30)	689
Employ: Government	54%	(75)	37%	(51)	9%	(12)	139
Employ: Self-Employed	48%	(91)	44%	(84)	8%	(16)	192
Employ: Homemaker	51%	(82)	44%	(71)	5%	(8)	161
Employ: Student	43%	(46)	45%	(48)	12%	(12)	106
Employ: Retired	51%	(241)	44%	(206)	5%	(24)	471
Employ: Unemployed	45%	(103)	45%	(103)	11%	(25)	231
Employ: Other	53%	(112)	40%	(85)	7%	(14)	211
Military HH: Yes	46%	(173)	48%	(183)	6%	(23)	380
Military HH: No	53%	(963)	41%	(740)	6%	(117)	1820
RD/WT: Right Direction	51%	(418)	42%	(348)	7%	(59)	826
RD/WT: Wrong Track	52%	(718)	42%	(575)	6%	(81)	1374
Trump Job Approve	50%	(444)	43%	(375)	7%	(61)	880
Trump Job Disapprove	54%	(654)	41%	(491)	5%	(66)	1211

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

Demographic	Television: An avid fan		Television: A casual fan		Television: Not a fan		Total N
Adults	52%	(1136)	42%	(923)	6%	(141)	2200
Trump Job Strongly Approve	51%	(261)	41%	(207)	8%	(39)	507
Trump Job Somewhat Approve	49%	(183)	45%	(167)	6%	(21)	372
Trump Job Somewhat Disapprove	53%	(158)	44%	(132)	3%	(9)	299
Trump Job Strongly Disapprove	54%	(496)	39%	(359)	6%	(56)	912
Favorable of Trump	51%	(441)	42%	(361)	7%	(57)	859
Unfavorable of Trump	54%	(645)	41%	(497)	5%	(59)	1201
Very Favorable of Trump	54%	(284)	39%	(207)	7%	(40)	530
Somewhat Favorable of Trump	48%	(157)	47%	(155)	5%	(17)	329
Somewhat Unfavorable of Trump	51%	(113)	44%	(96)	5%	(11)	220
Very Unfavorable of Trump	54%	(532)	41%	(401)	5%	(48)	981
#1 Issue: Economy	48%	(261)	47%	(257)	5%	(28)	546
#1 Issue: Security	54%	(242)	39%	(176)	7%	(30)	447
#1 Issue: Health Care	58%	(214)	37%	(136)	5%	(18)	368
#1 Issue: Medicare / Social Security	55%	(178)	38%	(124)	7%	(22)	324
#1 Issue: Women's Issues	46%	(76)	44%	(73)	9%	(15)	165
#1 Issue: Education	49%	(61)	45%	(56)	6%	(7)	125
#1 Issue: Energy	52%	(62)	40%	(48)	8%	(10)	119
#1 Issue: Other	39%	(42)	50%	(53)	11%	(12)	107
2018 House Vote: Democrat	59%	(446)	37%	(277)	4%	(27)	749
2018 House Vote: Republican	49%	(351)	46%	(324)	5%	(36)	710
2018 House Vote: Someone else	41%	(41)	44%	(44)	14%	(14)	99
2016 Vote: Hillary Clinton	61%	(400)	36%	(233)	3%	(18)	651
2016 Vote: Donald Trump	50%	(334)	44%	(297)	5%	(37)	668
2016 Vote: Other	43%	(78)	46%	(83)	11%	(20)	180
2016 Vote: Didn't Vote	46%	(322)	44%	(307)	9%	(66)	695
Voted in 2014: Yes	54%	(711)	41%	(536)	5%	(65)	1312
Voted in 2014: No	48%	(425)	44%	(387)	9%	(76)	888
2012 Vote: Barack Obama	60%	(476)	37%	(291)	3%	(23)	790
2012 Vote: Mitt Romney	51%	(265)	44%	(231)	5%	(26)	521
2012 Vote: Other	34%	(33)	51%	(49)	15%	(14)	97
2012 Vote: Didn't Vote	46%	(361)	44%	(350)	10%	(78)	789

Continued on next page

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

Television

Demographic	Television: An avid fan		Television: A casual fan		Television: Not a fan		Total N
Adults	52%	(1136)	42%	(923)	6%	(141)	2200
4-Region: Northeast	57%	(226)	36%	(143)	6%	(24)	394
4-Region: Midwest	51%	(237)	43%	(199)	6%	(26)	462
4-Region: South	54%	(441)	41%	(339)	5%	(43)	824
4-Region: West	44%	(231)	46%	(241)	9%	(47)	520
Watch TV: Every day	69%	(759)	29%	(322)	1%	(13)	1094
Watch TV: Several times per week	44%	(220)	53%	(265)	3%	(16)	501
Watch TV: About once per week	32%	(42)	64%	(86)	4%	(6)	134
Watch TV: Several times per month	29%	(38)	63%	(82)	8%	(10)	130
Watch TV: About once per month	27%	(16)	61%	(36)	11%	(7)	60
Watch TV: Less often than once per month	18%	(16)	59%	(52)	23%	(20)	88
Watch TV: Never	23%	(44)	42%	(81)	36%	(69)	194
Watch Movies: Every day	69%	(292)	26%	(111)	5%	(19)	422
Watch Movies: Several times per week	61%	(331)	36%	(195)	3%	(16)	541
Watch Movies: About once per week	51%	(189)	47%	(176)	2%	(8)	373
Watch Movies: Several times per month	44%	(116)	51%	(134)	5%	(13)	263
Watch Movies: About once per month	37%	(72)	58%	(112)	4%	(8)	192
Watch Movies: Less often than once per month	38%	(78)	49%	(100)	13%	(26)	203
Watch Movies: Never	29%	(60)	47%	(97)	24%	(50)	206
Watch Sporting Events: Every day	72%	(126)	24%	(42)	4%	(7)	175
Watch Sporting Events: Several times per week	56%	(177)	42%	(133)	2%	(6)	317
Watch Sporting Events: About once per week	56%	(166)	42%	(125)	2%	(6)	297
Watch Sporting Events: Several times per month	55%	(95)	41%	(71)	3%	(6)	172
Watch Sporting Events: About once per month	58%	(107)	39%	(72)	3%	(6)	185
Watch Sporting Events: Less often than once per month	44%	(147)	50%	(167)	6%	(19)	333
Watch Sporting Events: Never	44%	(317)	43%	(314)	13%	(92)	722
Cable TV: Currently subscribe	58%	(580)	40%	(398)	3%	(29)	1008
Cable TV: Subscribed in past	50%	(396)	43%	(341)	6%	(49)	786
Cable TV: Never subscribed	39%	(160)	45%	(184)	15%	(62)	406
Satellite TV: Currently subscribe	57%	(293)	39%	(202)	3%	(18)	513
Satellite TV: Subscribed in past	49%	(303)	45%	(277)	6%	(38)	618
Satellite TV: Never subscribed	50%	(539)	42%	(444)	8%	(85)	1069

Continued on next page

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

Television

Demographic	Television: An avid fan		Television: A casual fan		Television: Not a fan		Total N
Adults	52%	(1136)	42%	(923)	6%	(141)	2200
Streaming Services: Currently subscribe	56%	(746)	40%	(530)	5%	(62)	1338
Streaming Services: Subscribed in past	40%	(88)	53%	(117)	7%	(15)	220
Streaming Services: Never subscribed	47%	(302)	43%	(276)	10%	(63)	642
Film: An avid fan	79%	(675)	19%	(161)	2%	(20)	856
Film: A casual fan	35%	(384)	60%	(660)	4%	(49)	1093
Film: Not a fan	31%	(77)	41%	(103)	29%	(72)	251
Television: An avid fan	100%	(1136)	—	(0)	—	(0)	1136
Television: A casual fan	—	(0)	100%	(923)	—	(0)	923
Television: Not a fan	—	(0)	—	(0)	100%	(141)	141
Music: An avid fan	63%	(765)	32%	(387)	5%	(56)	1208
Music: A casual fan	39%	(350)	56%	(502)	4%	(39)	892
Music: Not a fan	20%	(20)	35%	(35)	45%	(45)	100
Fashion: An avid fan	76%	(267)	21%	(73)	3%	(9)	350
Fashion: A casual fan	53%	(472)	44%	(390)	3%	(28)	891
Fashion: Not a fan	41%	(396)	48%	(460)	11%	(104)	960

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

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

Music

Demographic	Music: An avid fan	Music: A casual fan	Music: Not a fan	Total N
Adults	55% (1208)	41% (892)	5% (100)	2200
Gender: Male	52% (551)	43% (457)	5% (54)	1062
Gender: Female	58% (657)	38% (435)	4% (46)	1138
Age: 18-29	69% (317)	26% (120)	5% (24)	460
Age: 30-44	65% (357)	33% (181)	3% (15)	553
Age: 45-54	55% (208)	40% (150)	5% (18)	376
Age: 55-64	46% (171)	50% (187)	5% (17)	375
Age: 65+	36% (156)	58% (255)	6% (26)	436
Generation Z: 18-22	72% (153)	20% (42)	8% (17)	212
Millennial: Age 23-38	66% (397)	31% (186)	3% (19)	602
Generation X: Age 39-54	58% (332)	39% (223)	3% (20)	575
Boomers: Age 55-73	41% (298)	54% (391)	5% (34)	723
PID: Dem (no lean)	63% (488)	34% (265)	2% (17)	769
PID: Ind (no lean)	53% (398)	40% (304)	6% (49)	751
PID: Rep (no lean)	47% (322)	48% (323)	5% (34)	679
PID/Gender: Dem Men	61% (220)	37% (136)	2% (8)	363
PID/Gender: Dem Women	66% (267)	32% (130)	2% (9)	406
PID/Gender: Ind Men	50% (163)	42% (139)	8% (25)	328
PID/Gender: Ind Women	55% (235)	39% (165)	6% (23)	424
PID/Gender: Rep Men	45% (167)	49% (183)	6% (21)	371
PID/Gender: Rep Women	50% (155)	45% (140)	4% (14)	309
Ideo: Liberal (1-3)	63% (369)	35% (207)	2% (11)	588
Ideo: Moderate (4)	53% (259)	42% (204)	5% (26)	489
Ideo: Conservative (5-7)	46% (344)	50% (373)	4% (32)	749
Educ: < College	58% (876)	37% (563)	5% (73)	1512
Educ: Bachelors degree	51% (225)	47% (207)	3% (11)	444
Educ: Post-grad	44% (107)	50% (122)	6% (15)	244

Continued on next page

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

Music

Demographic	Music: An avid fan		Music: A casual fan		Music: Not a fan		Total N
Adults	55%	(1208)	41%	(892)	5%	(100)	2200
Income: Under 50k	57%	(716)	37%	(473)	6%	(72)	1261
Income: 50k-100k	53%	(355)	44%	(292)	3%	(17)	664
Income: 100k+	50%	(137)	46%	(127)	4%	(10)	275
Ethnicity: White	52%	(899)	43%	(742)	5%	(81)	1722
Ethnicity: Hispanic	62%	(217)	34%	(119)	4%	(13)	349
Ethnicity: Afr. Am.	69%	(190)	27%	(75)	3%	(9)	274
Ethnicity: Other	58%	(119)	37%	(76)	5%	(10)	204
All Christian	47%	(421)	48%	(426)	5%	(47)	895
All Non-Christian	51%	(51)	41%	(41)	8%	(8)	99
Atheist	66%	(63)	32%	(31)	1%	(1)	95
Agnostic/Nothing in particular	61%	(673)	35%	(394)	4%	(44)	1111
Religious Non-Protestant/Catholic	50%	(55)	43%	(47)	7%	(8)	110
Evangelical	52%	(325)	43%	(268)	5%	(30)	623
Non-Evangelical	55%	(411)	41%	(306)	4%	(32)	749
Community: Urban	61%	(357)	35%	(205)	4%	(24)	586
Community: Suburban	53%	(534)	43%	(436)	4%	(37)	1006
Community: Rural	52%	(318)	41%	(251)	6%	(39)	608
Employ: Private Sector	60%	(411)	38%	(259)	3%	(19)	689
Employ: Government	52%	(72)	41%	(57)	7%	(10)	139
Employ: Self-Employed	59%	(113)	37%	(71)	4%	(8)	192
Employ: Homemaker	58%	(93)	36%	(57)	6%	(10)	161
Employ: Student	69%	(74)	27%	(29)	3%	(4)	106
Employ: Retired	37%	(172)	57%	(270)	6%	(28)	471
Employ: Unemployed	66%	(153)	29%	(67)	5%	(11)	231
Employ: Other	57%	(121)	38%	(81)	5%	(10)	211
Military HH: Yes	49%	(184)	47%	(180)	4%	(16)	380
Military HH: No	56%	(1024)	39%	(712)	5%	(84)	1820
RD/WT: Right Direction	47%	(386)	48%	(397)	5%	(43)	826
RD/WT: Wrong Track	60%	(823)	36%	(495)	4%	(57)	1374
Trump Job Approve	47%	(414)	48%	(419)	5%	(46)	880
Trump Job Disapprove	61%	(737)	36%	(431)	3%	(42)	1211

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

Music

Demographic	Music: An avid fan	Music: A casual fan	Music: Not a fan	Total N
Adults	55% (1208)	41% (892)	5% (100)	2200
Trump Job Strongly Approve	44% (226)	49% (247)	7% (34)	507
Trump Job Somewhat Approve	51% (189)	46% (171)	3% (12)	372
Trump Job Somewhat Disapprove	59% (176)	37% (112)	4% (12)	299
Trump Job Strongly Disapprove	62% (562)	35% (319)	3% (31)	912
Favorable of Trump	48% (410)	47% (407)	5% (42)	859
Unfavorable of Trump	61% (733)	36% (434)	3% (34)	1201
Very Favorable of Trump	47% (250)	46% (247)	6% (33)	530
Somewhat Favorable of Trump	48% (159)	49% (161)	3% (9)	329
Somewhat Unfavorable of Trump	55% (122)	40% (87)	5% (11)	220
Very Unfavorable of Trump	62% (611)	35% (347)	2% (24)	981
#1 Issue: Economy	59% (320)	37% (202)	4% (24)	546
#1 Issue: Security	50% (223)	46% (203)	5% (20)	447
#1 Issue: Health Care	57% (210)	40% (146)	3% (12)	368
#1 Issue: Medicare / Social Security	42% (137)	52% (167)	6% (20)	324
#1 Issue: Women's Issues	69% (113)	25% (41)	6% (10)	165
#1 Issue: Education	63% (78)	35% (44)	2% (3)	125
#1 Issue: Energy	66% (79)	30% (36)	3% (4)	119
#1 Issue: Other	45% (48)	49% (52)	6% (7)	107
2018 House Vote: Democrat	60% (449)	37% (280)	3% (21)	749
2018 House Vote: Republican	45% (320)	51% (359)	4% (31)	710
2018 House Vote: Someone else	52% (51)	42% (42)	6% (6)	99
2016 Vote: Hillary Clinton	58% (378)	39% (255)	3% (18)	651
2016 Vote: Donald Trump	45% (301)	50% (335)	5% (32)	668
2016 Vote: Other	52% (94)	43% (78)	5% (9)	180
2016 Vote: Didn't Vote	62% (433)	32% (221)	6% (41)	695
Voted in 2014: Yes	51% (674)	45% (589)	4% (49)	1312
Voted in 2014: No	60% (534)	34% (303)	6% (51)	888
2012 Vote: Barack Obama	58% (458)	39% (312)	3% (21)	790
2012 Vote: Mitt Romney	42% (220)	53% (278)	5% (24)	521
2012 Vote: Other	41% (40)	48% (47)	10% (10)	97
2012 Vote: Didn't Vote	62% (490)	32% (254)	6% (45)	789

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

Music

Demographic	Music: An avid fan	Music: A casual fan	Music: Not a fan	Total N
Adults	55% (1208)	41% (892)	5% (100)	2200
4-Region: Northeast	54% (214)	41% (161)	5% (19)	394
4-Region: Midwest	51% (234)	43% (201)	6% (27)	462
4-Region: South	58% (474)	39% (320)	4% (30)	824
4-Region: West	55% (286)	40% (210)	5% (24)	520
Watch TV: Every day	61% (669)	36% (398)	2% (27)	1094
Watch TV: Several times per week	53% (264)	45% (223)	3% (14)	501
Watch TV: About once per week	57% (76)	42% (56)	1% (2)	134
Watch TV: Several times per month	45% (58)	45% (59)	10% (13)	130
Watch TV: About once per month	51% (30)	45% (27)	4% (2)	60
Watch TV: Less often than once per month	57% (50)	39% (34)	4% (3)	88
Watch TV: Never	31% (59)	49% (96)	20% (38)	194
Watch Movies: Every day	70% (297)	28% (118)	2% (6)	422
Watch Movies: Several times per week	62% (336)	35% (191)	3% (14)	541
Watch Movies: About once per week	51% (189)	47% (174)	3% (10)	373
Watch Movies: Several times per month	49% (130)	44% (116)	6% (17)	263
Watch Movies: About once per month	51% (97)	47% (90)	3% (5)	192
Watch Movies: Less often than once per month	47% (96)	49% (101)	4% (7)	203
Watch Movies: Never	31% (64)	50% (102)	19% (40)	206
Watch Sporting Events: Every day	64% (112)	33% (58)	3% (5)	175
Watch Sporting Events: Several times per week	53% (169)	44% (140)	2% (8)	317
Watch Sporting Events: About once per week	59% (176)	40% (118)	1% (3)	297
Watch Sporting Events: Several times per month	61% (105)	34% (59)	5% (8)	172
Watch Sporting Events: About once per month	62% (115)	36% (66)	2% (4)	185
Watch Sporting Events: Less often than once per month	57% (190)	40% (132)	3% (10)	333
Watch Sporting Events: Never	47% (341)	44% (319)	9% (62)	722
Cable TV: Currently subscribe	56% (560)	41% (416)	3% (32)	1008
Cable TV: Subscribed in past	59% (461)	38% (301)	3% (24)	786
Cable TV: Never subscribed	46% (187)	43% (175)	11% (44)	406
Satellite TV: Currently subscribe	57% (291)	41% (208)	3% (14)	513
Satellite TV: Subscribed in past	58% (361)	39% (238)	3% (19)	618
Satellite TV: Never subscribed	52% (556)	42% (446)	6% (67)	1069

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

Music

Demographic	Music: An avid fan	Music: A casual fan	Music: Not a fan	Total N
Adults	55% (1208)	41% (892)	5% (100)	2200
Streaming Services: Currently subscribe	62% (835)	35% (473)	2% (31)	1338
Streaming Services: Subscribed in past	51% (112)	44% (97)	5% (11)	220
Streaming Services: Never subscribed	41% (262)	50% (322)	9% (58)	642
Film: An avid fan	76% (653)	23% (194)	1% (8)	856
Film: A casual fan	44% (476)	53% (579)	4% (38)	1093
Film: Not a fan	31% (79)	47% (119)	21% (53)	251
Television: An avid fan	67% (765)	31% (350)	2% (20)	1136
Television: A casual fan	42% (387)	54% (502)	4% (35)	923
Television: Not a fan	40% (56)	28% (39)	32% (45)	141
Music: An avid fan	100% (1208)	— (0)	— (0)	1208
Music: A casual fan	— (0)	100% (892)	— (0)	892
Music: Not a fan	— (0)	— (0)	100% (100)	100
Fashion: An avid fan	87% (304)	13% (45)	— (1)	350
Fashion: A casual fan	58% (517)	40% (360)	1% (13)	891
Fashion: Not a fan	40% (387)	51% (487)	9% (86)	960

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

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

Fashion

Demographic	Fashion: An avid fan		Fashion: A casual fan		Fashion: Not a fan		Total N
Adults	16%	(350)	40%	(891)	44%	(960)	2200
Gender: Male	10%	(105)	30%	(317)	60%	(640)	1062
Gender: Female	21%	(245)	50%	(574)	28%	(320)	1138
Age: 18-29	26%	(118)	46%	(212)	28%	(131)	460
Age: 30-44	19%	(107)	42%	(232)	39%	(214)	553
Age: 45-54	15%	(57)	41%	(154)	44%	(165)	376
Age: 55-64	11%	(40)	40%	(151)	49%	(184)	375
Age: 65+	7%	(28)	33%	(142)	61%	(266)	436
Generation Z: 18-22	30%	(63)	42%	(88)	28%	(60)	212
Millennial: Age 23-38	21%	(127)	44%	(266)	35%	(209)	602
Generation X: Age 39-54	16%	(92)	42%	(243)	42%	(241)	575
Boomers: Age 55-73	9%	(65)	38%	(274)	53%	(384)	723
PID: Dem (no lean)	20%	(157)	45%	(346)	35%	(266)	769
PID: Ind (no lean)	14%	(103)	40%	(302)	46%	(346)	751
PID: Rep (no lean)	13%	(89)	36%	(242)	51%	(348)	679
PID/Gender: Dem Men	14%	(49)	39%	(142)	47%	(172)	363
PID/Gender: Dem Women	27%	(108)	50%	(205)	23%	(94)	406
PID/Gender: Ind Men	8%	(25)	23%	(76)	69%	(227)	328
PID/Gender: Ind Women	19%	(79)	53%	(226)	28%	(119)	424
PID/Gender: Rep Men	8%	(31)	27%	(99)	65%	(240)	371
PID/Gender: Rep Women	19%	(58)	46%	(143)	35%	(107)	309
Ideo: Liberal (1-3)	19%	(114)	42%	(247)	39%	(226)	588
Ideo: Moderate (4)	15%	(76)	42%	(204)	43%	(209)	489
Ideo: Conservative (5-7)	12%	(91)	36%	(270)	52%	(388)	749
Educ: < College	17%	(261)	41%	(613)	42%	(638)	1512
Educ: Bachelors degree	13%	(56)	42%	(186)	46%	(202)	444
Educ: Post-grad	14%	(33)	38%	(92)	49%	(119)	244

Continued on next page

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

Fashion

Demographic	Fashion: An avid fan		Fashion: A casual fan		Fashion: Not a fan		Total N
Adults	16%	(350)	40%	(891)	44%	(960)	2200
Income: Under 50k	17%	(213)	40%	(508)	43%	(540)	1261
Income: 50k-100k	13%	(83)	42%	(279)	45%	(302)	664
Income: 100k+	19%	(53)	38%	(104)	43%	(117)	275
Ethnicity: White	12%	(214)	40%	(680)	48%	(828)	1722
Ethnicity: Hispanic	26%	(92)	45%	(158)	28%	(99)	349
Ethnicity: Afr. Am.	33%	(91)	47%	(128)	20%	(56)	274
Ethnicity: Other	22%	(45)	41%	(83)	37%	(76)	204
All Christian	13%	(116)	40%	(359)	47%	(420)	895
All Non-Christian	27%	(27)	30%	(30)	42%	(42)	99
Atheist	12%	(11)	42%	(39)	47%	(44)	95
Agnostic/Nothing in particular	18%	(195)	42%	(462)	41%	(454)	1111
Religious Non-Protestant/Catholic	26%	(29)	30%	(33)	44%	(48)	110
Evangelical	17%	(109)	41%	(256)	41%	(258)	623
Non-Evangelical	16%	(118)	41%	(305)	44%	(326)	749
Community: Urban	20%	(119)	41%	(238)	39%	(229)	586
Community: Suburban	14%	(144)	41%	(414)	45%	(448)	1006
Community: Rural	14%	(87)	39%	(238)	47%	(283)	608
Employ: Private Sector	17%	(119)	41%	(280)	42%	(290)	689
Employ: Government	21%	(29)	35%	(48)	45%	(62)	139
Employ: Self-Employed	17%	(32)	47%	(90)	36%	(69)	192
Employ: Homemaker	24%	(39)	48%	(77)	28%	(45)	161
Employ: Student	28%	(29)	47%	(50)	25%	(27)	106
Employ: Retired	6%	(28)	34%	(161)	60%	(282)	471
Employ: Unemployed	14%	(33)	42%	(97)	44%	(101)	231
Employ: Other	18%	(39)	42%	(88)	40%	(85)	211
Military HH: Yes	12%	(45)	36%	(137)	52%	(197)	380
Military HH: No	17%	(304)	41%	(754)	42%	(762)	1820
RD/WT: Right Direction	13%	(104)	38%	(315)	49%	(406)	826
RD/WT: Wrong Track	18%	(245)	42%	(576)	40%	(553)	1374
Trump Job Approve	12%	(103)	38%	(333)	50%	(444)	880
Trump Job Disapprove	19%	(226)	41%	(497)	40%	(488)	1211

Continued on next page

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

Fashion

Demographic	Fashion: An avid fan		Fashion: A casual fan		Fashion: Not a fan		Total N
Adults	16%	(350)	40%	(891)	44%	(960)	2200
Trump Job Strongly Approve	12%	(60)	34%	(174)	54%	(273)	507
Trump Job Somewhat Approve	11%	(43)	43%	(159)	46%	(170)	372
Trump Job Somewhat Disapprove	17%	(50)	40%	(121)	43%	(128)	299
Trump Job Strongly Disapprove	19%	(176)	41%	(376)	39%	(359)	912
Favorable of Trump	13%	(109)	37%	(321)	50%	(429)	859
Unfavorable of Trump	18%	(221)	41%	(498)	40%	(482)	1201
Very Favorable of Trump	13%	(68)	35%	(188)	52%	(274)	530
Somewhat Favorable of Trump	13%	(42)	40%	(133)	47%	(155)	329
Somewhat Unfavorable of Trump	14%	(31)	43%	(94)	43%	(95)	220
Very Unfavorable of Trump	19%	(190)	41%	(403)	39%	(388)	981
#1 Issue: Economy	17%	(93)	42%	(232)	41%	(221)	546
#1 Issue: Security	11%	(48)	39%	(173)	50%	(225)	447
#1 Issue: Health Care	20%	(74)	39%	(145)	40%	(148)	368
#1 Issue: Medicare / Social Security	13%	(43)	35%	(112)	52%	(168)	324
#1 Issue: Women's Issues	20%	(33)	52%	(86)	28%	(46)	165
#1 Issue: Education	17%	(22)	46%	(58)	36%	(46)	125
#1 Issue: Energy	23%	(27)	34%	(40)	43%	(52)	119
#1 Issue: Other	9%	(9)	41%	(44)	50%	(53)	107
2018 House Vote: Democrat	19%	(140)	42%	(314)	39%	(295)	749
2018 House Vote: Republican	12%	(83)	37%	(260)	52%	(366)	710
2018 House Vote: Someone else	14%	(13)	38%	(38)	49%	(48)	99
2016 Vote: Hillary Clinton	20%	(132)	39%	(256)	40%	(263)	651
2016 Vote: Donald Trump	11%	(70)	38%	(251)	52%	(346)	668
2016 Vote: Other	8%	(14)	37%	(67)	55%	(99)	180
2016 Vote: Didn't Vote	19%	(130)	45%	(316)	36%	(249)	695
Voted in 2014: Yes	14%	(189)	38%	(505)	47%	(618)	1312
Voted in 2014: No	18%	(161)	43%	(386)	38%	(341)	888
2012 Vote: Barack Obama	18%	(144)	40%	(313)	42%	(334)	790
2012 Vote: Mitt Romney	10%	(52)	36%	(186)	54%	(283)	521
2012 Vote: Other	6%	(6)	36%	(35)	59%	(57)	97
2012 Vote: Didn't Vote	19%	(146)	45%	(356)	36%	(286)	789

Continued on next page

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

Fashion

Demographic	Fashion: An avid fan		Fashion: A casual fan		Fashion: Not a fan		Total N
Adults	16%	(350)	40%	(891)	44%	(960)	2200
4-Region: Northeast	18%	(70)	38%	(148)	45%	(175)	394
4-Region: Midwest	11%	(50)	36%	(166)	53%	(247)	462
4-Region: South	17%	(142)	44%	(359)	39%	(323)	824
4-Region: West	17%	(88)	42%	(218)	41%	(214)	520
Watch TV: Every day	19%	(206)	41%	(449)	40%	(438)	1094
Watch TV: Several times per week	13%	(67)	42%	(209)	45%	(225)	501
Watch TV: About once per week	18%	(24)	35%	(47)	47%	(63)	134
Watch TV: Several times per month	10%	(12)	48%	(62)	43%	(56)	130
Watch TV: About once per month	20%	(12)	39%	(23)	41%	(24)	60
Watch TV: Less often than once per month	10%	(9)	47%	(41)	43%	(38)	88
Watch TV: Never	10%	(19)	30%	(59)	60%	(116)	194
Watch Movies: Every day	27%	(113)	43%	(181)	30%	(128)	422
Watch Movies: Several times per week	14%	(77)	47%	(254)	39%	(210)	541
Watch Movies: About once per week	18%	(66)	34%	(126)	48%	(180)	373
Watch Movies: Several times per month	15%	(39)	40%	(106)	45%	(117)	263
Watch Movies: About once per month	11%	(21)	41%	(78)	49%	(93)	192
Watch Movies: Less often than once per month	7%	(15)	42%	(85)	51%	(103)	203
Watch Movies: Never	9%	(18)	29%	(60)	62%	(128)	206
Watch Sporting Events: Every day	19%	(34)	39%	(68)	42%	(74)	175
Watch Sporting Events: Several times per week	15%	(48)	38%	(119)	47%	(149)	317
Watch Sporting Events: About once per week	18%	(54)	37%	(109)	45%	(134)	297
Watch Sporting Events: Several times per month	17%	(30)	43%	(74)	40%	(69)	172
Watch Sporting Events: About once per month	17%	(32)	49%	(91)	34%	(62)	185
Watch Sporting Events: Less often than once per month	19%	(62)	42%	(140)	39%	(131)	333
Watch Sporting Events: Never	13%	(91)	40%	(290)	47%	(341)	722
Cable TV: Currently subscribe	17%	(175)	40%	(403)	43%	(430)	1008
Cable TV: Subscribed in past	14%	(107)	45%	(352)	42%	(327)	786
Cable TV: Never subscribed	17%	(67)	33%	(136)	50%	(203)	406
Satellite TV: Currently subscribe	20%	(101)	42%	(217)	38%	(195)	513
Satellite TV: Subscribed in past	16%	(100)	45%	(276)	39%	(242)	618
Satellite TV: Never subscribed	14%	(148)	37%	(398)	49%	(523)	1069

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

Fashion

Demographic	Fashion: An avid fan		Fashion: A casual fan		Fashion: Not a fan		Total N
Adults	16%	(350)	40%	(891)	44%	(960)	2200
Streaming Services: Currently subscribe	19%	(252)	44%	(586)	37%	(501)	1338
Streaming Services: Subscribed in past	14%	(31)	44%	(96)	42%	(93)	220
Streaming Services: Never subscribed	10%	(67)	33%	(209)	57%	(366)	642
Film: An avid fan	27%	(235)	40%	(343)	33%	(278)	856
Film: A casual fan	9%	(94)	46%	(500)	46%	(499)	1093
Film: Not a fan	8%	(21)	19%	(48)	73%	(183)	251
Television: An avid fan	24%	(267)	42%	(472)	35%	(396)	1136
Television: A casual fan	8%	(73)	42%	(390)	50%	(460)	923
Television: Not a fan	6%	(9)	20%	(28)	74%	(104)	141
Music: An avid fan	25%	(304)	43%	(517)	32%	(387)	1208
Music: A casual fan	5%	(45)	40%	(360)	55%	(487)	892
Music: Not a fan	1%	(1)	13%	(13)	86%	(86)	100
Fashion: An avid fan	100%	(350)	—	(0)	—	(0)	350
Fashion: A casual fan	—	(0)	100%	(891)	—	(0)	891
Fashion: Not a fan	—	(0)	—	(0)	100%	(960)	960

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	460	21%
	Age: 30-44	553	25%
	Age: 45-54	376	17%
	Age: 55-64	375	17%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	Generation Z: 18-22	212	10%
	Millennial: Age 23-38	602	27%
	Generation X: Age 39-54	575	26%
	Boomers: Age 55-73	723	33%
	N	2112	
xpid3	PID: Dem (no lean)	769	35%
	PID: Ind (no lean)	751	34%
	PID: Rep (no lean)	679	31%
	N	2200	
xpidGender	PID/Gender: Dem Men	363	17%
	PID/Gender: Dem Women	406	18%
	PID/Gender: Ind Men	328	15%
	PID/Gender: Ind Women	424	19%
	PID/Gender: Rep Men	371	17%
	PID/Gender: Rep Women	309	14%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	588	27%
	Ideo: Moderate (4)	489	22%
	Ideo: Conservative (5-7)	749	34%
	N	1826	
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	1261	57%
	Income: 50k-100k	664	30%
	Income: 100k+	275	12%
	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	895	41%
	All Non-Christian	99	5%
	Atheist	95	4%
	Agnostic/Nothing in particular	1111	51%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	110	5%
xdemEvang	Evangelical	623	28%
	Non-Evangelical	749	34%
	N	1372	
xdemUsr	Community: Urban	586	27%
	Community: Suburban	1006	46%
	Community: Rural	608	28%
	N	2200	
xdemEmploy	Employ: Private Sector	689	31%
	Employ: Government	139	6%
	Employ: Self-Employed	192	9%
	Employ: Homemaker	161	7%
	Employ: Student	106	5%
	Employ: Retired	471	21%
	Employ: Unemployed	231	11%
	Employ: Other	211	10%
	N	2200	
xdemMilHH1	Military HH: Yes	380	17%
	Military HH: No	1820	83%
	N	2200	
xnrl	RD/WT: Right Direction	826	38%
	RD/WT: Wrong Track	1374	62%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Approve	Trump Job Approve	880	40%
	Trump Job Disapprove	1211	55%
	N	2090	
Trump_Approve2	Trump Job Strongly Approve	507	23%
	Trump Job Somewhat Approve	372	17%
	Trump Job Somewhat Disapprove	299	14%
	Trump Job Strongly Disapprove	912	41%
	N	2090	
Trump_Fav	Favorable of Trump	859	39%
	Unfavorable of Trump	1201	55%
	N	2060	
Trump_Fav_FULL	Very Favorable of Trump	530	24%
	Somewhat Favorable of Trump	329	15%
	Somewhat Unfavorable of Trump	220	10%
	Very Unfavorable of Trump	981	45%
	N	2060	
xnr3	#1 Issue: Economy	546	25%
	#1 Issue: Security	447	20%
	#1 Issue: Health Care	368	17%
	#1 Issue: Medicare / Social Security	324	15%
	#1 Issue: Women's Issues	165	7%
	#1 Issue: Education	125	6%
	#1 Issue: Energy	119	5%
	#1 Issue: Other	107	5%
	N	2200	
xsubVote18O	2018 House Vote: Democrat	749	34%
	2018 House Vote: Republican	710	32%
	2018 House Vote: Someone else	99	4%
	N	1559	
xsubVote16O	2016 Vote: Hillary Clinton	651	30%
	2016 Vote: Donald Trump	668	30%
	2016 Vote: Other	180	8%
	2016 Vote: Didn't Vote	695	32%
	N	2195	
xsubVote14O	Voted in 2014: Yes	1312	60%
	Voted in 2014: No	888	40%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote12O	2012 Vote: Barack Obama	790	36%
	2012 Vote: Mitt Romney	521	24%
	2012 Vote: Other	97	4%
	2012 Vote: Didn't Vote	789	36%
	N	2197	
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	1094	50%
	Watch TV: Several times per week	501	23%
	Watch TV: About once per week	134	6%
	Watch TV: Several times per month	130	6%
	Watch TV: About once per month	60	3%
	Watch TV: Less often than once per month	88	4%
	Watch TV: Never	194	9%
N	2200		
HRdem1_2	Watch Movies: Every day	422	19%
	Watch Movies: Several times per week	541	25%
	Watch Movies: About once per week	373	17%
	Watch Movies: Several times per month	263	12%
	Watch Movies: About once per month	192	9%
	Watch Movies: Less often than once per month	203	9%
	Watch Movies: Never	206	9%
N	2200		
HRdem1_3	Watch Sporting Events: Every day	175	8%
	Watch Sporting Events: Several times per week	317	14%
	Watch Sporting Events: About once per week	297	14%
	Watch Sporting Events: Several times per month	172	8%
	Watch Sporting Events: About once per month	185	8%
	Watch Sporting Events: Less often than once per month	333	15%
	Watch Sporting Events: Never	722	33%
N	2200		
HRdem2_1	Cable TV: Currently subscribe	1008	46%
	Cable TV: Subscribed in past	786	36%
	Cable TV: Never subscribed	406	18%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
HRdem2_2	Satellite TV: Currently subscribe	513	23%
	Satellite TV: Subscribed in past	618	28%
	Satellite TV: Never subscribed	1069	49%
	N	2200	
HRdem2_3	Streaming Services: Currently subscribe	1338	61%
	Streaming Services: Subscribed in past	220	10%
	Streaming Services: Never subscribed	642	29%
	N	2200	
HRdem3_1	Film: An avid fan	856	39%
	Film: A casual fan	1093	50%
	Film: Not a fan	251	11%
	N	2200	
HRdem3_2	Television: An avid fan	1136	52%
	Television: A casual fan	923	42%
	Television: Not a fan	141	6%
	N	2200	
HRdem3_3	Music: An avid fan	1208	55%
	Music: A casual fan	892	41%
	Music: Not a fan	100	5%
	N	2200	
HRdem3_4	Fashion: An avid fan	350	16%
	Fashion: A casual fan	891	40%
	Fashion: Not a fan	960	44%
	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.



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