



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 HR9: Now on a different topic...As you may know, many movie theaters play movie trailers before feature length movies. About how many trailers would you say is best before a feature length movie?

Demographic	0	1 to 3	4 to 6	7 to 9	10 to 12	More than 12	Don't know / No opinion	Total
Adults	5% (100)	59%(1297)	21% (465)	2% (41)	1% (17)	1% (23)	12% (256)	2200
Gender: Male	6% (60)	58% (613)	22% (230)	2% (23)	1% (11)	1% (14)	10% (110)	1000
Gender: Female	4% (40)	60% (684)	21% (236)	2% (18)	— (5)	1% (9)	13% (146)	1130
Age: 18-29	4% (16)	46% (213)	29% (133)	4% (18)	2% (7)	— (1)	16% (71)	400
Age: 30-44	2% (12)	54% (300)	29% (160)	3% (14)	1% (6)	2% (9)	9% (51)	500
Age: 45-54	5% (20)	67% (251)	16% (60)	1% (5)	— (2)	2% (8)	8% (30)	300
Age: 55-64	6% (22)	65% (245)	19% (70)	1% (2)	— (1)	1% (4)	8% (32)	300
Age: 65+	7% (30)	66% (287)	10% (42)	— (1)	— (1)	— (1)	17% (73)	400
Generation Z: 18-22	4% (9)	42% (88)	30% (63)	5% (10)	1% (2)	1% (1)	18% (38)	200
Millennial: Age 23-38	2% (11)	52% (312)	30% (183)	3% (16)	2% (9)	1% (6)	11% (66)	600
Generation X: Age 39-54	5% (29)	63% (365)	19% (107)	2% (11)	1% (3)	2% (12)	8% (48)	500
Boomers: Age 55-73	6% (41)	66% (478)	15% (107)	— (3)	— (1)	1% (5)	12% (88)	700
PID: Dem (no lean)	4% (29)	55% (420)	26% (202)	3% (22)	1% (8)	2% (12)	10% (76)	700
PID: Ind (no lean)	5% (35)	57% (430)	20% (153)	1% (9)	1% (7)	1% (6)	15% (111)	700
PID: Rep (no lean)	5% (36)	66% (446)	16% (110)	1% (10)	— (3)	1% (5)	10% (70)	600
PID/Gender: Dem Men	4% (14)	53% (194)	27% (97)	4% (13)	1% (4)	2% (8)	9% (33)	300
PID/Gender: Dem Women	4% (15)	56% (226)	26% (105)	2% (9)	1% (4)	1% (4)	11% (43)	400
PID/Gender: Ind Men	6% (19)	56% (182)	20% (67)	1% (2)	2% (6)	1% (4)	15% (49)	300
PID/Gender: Ind Women	4% (16)	59% (248)	20% (86)	2% (7)	— (1)	1% (3)	15% (62)	400
PID/Gender: Rep Men	7% (27)	64% (237)	18% (66)	2% (8)	— (2)	1% (2)	8% (29)	300
PID/Gender: Rep Women	3% (9)	68% (210)	14% (44)	1% (2)	— (1)	1% (2)	13% (41)	300
Ideo: Liberal (1-3)	3% (15)	60% (354)	27% (161)	3% (16)	— (3)	1% (7)	5% (32)	500
Ideo: Moderate (4)	5% (23)	60% (294)	22% (110)	1% (6)	1% (5)	1% (5)	10% (48)	400
Ideo: Conservative (5-7)	6% (49)	63% (470)	18% (134)	2% (12)	— (2)	1% (4)	10% (78)	700
Educ: < College	4% (61)	58% (878)	21% (314)	2% (30)	1% (10)	1% (18)	13% (201)	1500
Educ: Bachelors degree	5% (23)	63% (278)	22% (97)	1% (6)	1% (3)	1% (3)	8% (34)	400
Educ: Post-grad	7% (17)	58% (141)	22% (54)	2% (4)	2% (4)	1% (2)	9% (22)	200

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Table HR9: Now on a different topic...As you may know, many movie theaters play movie trailers before feature length movies. About how many trailers would you say is best before a feature length movie?

Demographic	0	1 to 3	4 to 6	7 to 9	10 to 12	More than 12	Don't know / No opinion	Total
Adults	5% (100)	59%(1297)	21% (465)	2% (41)	1% (17)	1% (23)	12% (256)	2200
Income: Under 50k	5% (58)	57% (721)	20% (249)	1% (16)	1% (10)	1% (15)	15% (192)	1200
Income: 50k-100k	4% (27)	62% (409)	24% (161)	3% (18)	1% (6)	1% (5)	6% (38)	600
Income: 100k+	6% (16)	61% (167)	20% (55)	2% (6)	— (1)	1% (4)	10% (27)	270
Ethnicity: White	4% (74)	61%(1056)	21% (358)	2% (28)	— (7)	1% (11)	11% (187)	1720
Ethnicity: Hispanic	5% (17)	55% (192)	25% (86)	4% (12)	2% (6)	1% (3)	10% (33)	340
Ethnicity: Afr. Am.	7% (18)	49% (134)	21% (58)	2% (6)	1% (3)	4% (10)	16% (45)	270
Ethnicity: Other	4% (8)	52% (107)	24% (49)	3% (6)	3% (6)	1% (2)	12% (25)	200
All Christian	4% (40)	64% (575)	19% (172)	2% (14)	1% (7)	1% (5)	9% (82)	890
All Non-Christian	3% (3)	51% (50)	22% (22)	4% (4)	1% (1)	2% (2)	17% (17)	90
Atheist	— (0)	59% (56)	32% (30)	— (0)	— (0)	— (0)	8% (8)	90
Agnostic/Nothing in particular	5% (57)	55% (616)	22% (240)	2% (23)	1% (8)	2% (17)	13% (150)	1100
Religious Non-Protestant/Catholic	4% (5)	49% (54)	23% (25)	5% (6)	1% (1)	2% (2)	16% (18)	110
Evangelical	5% (34)	62% (385)	17% (105)	2% (13)	1% (7)	1% (5)	12% (74)	620
Non-Evangelical	3% (23)	64% (478)	22% (167)	1% (8)	1% (4)	— (3)	9% (67)	740
Community: Urban	5% (29)	57% (332)	20% (118)	3% (17)	1% (6)	— (2)	14% (82)	580
Community: Suburban	4% (42)	58% (588)	24% (246)	2% (19)	1% (8)	1% (14)	9% (88)	1000
Community: Rural	5% (30)	62% (377)	17% (101)	1% (5)	— (2)	1% (7)	14% (86)	600
Employ: Private Sector	3% (19)	62% (428)	25% (170)	2% (15)	1% (4)	1% (6)	7% (47)	680
Employ: Government	4% (5)	56% (77)	25% (35)	3% (4)	— (0)	— (0)	12% (17)	130
Employ: Self-Employed	6% (11)	58% (112)	21% (40)	3% (6)	1% (2)	4% (8)	7% (14)	190
Employ: Homemaker	2% (3)	51% (82)	27% (44)	1% (2)	1% (1)	2% (3)	16% (26)	160
Employ: Student	5% (6)	47% (50)	36% (38)	5% (5)	— (1)	— (0)	6% (7)	100
Employ: Retired	8% (36)	65% (305)	12% (55)	— (1)	— (1)	1% (3)	15% (70)	440
Employ: Unemployed	5% (12)	52% (119)	20% (46)	2% (4)	1% (3)	1% (3)	19% (45)	220
Employ: Other	5% (11)	59% (125)	17% (37)	2% (4)	2% (5)	— (0)	15% (31)	220
Military HH: Yes	6% (24)	62% (236)	19% (72)	1% (3)	1% (2)	— (2)	11% (41)	380
Military HH: No	4% (76)	58%(1061)	22% (393)	2% (38)	1% (15)	1% (22)	12% (216)	1820
RD/WT: Right Direction	5% (41)	61% (504)	19% (153)	2% (15)	1% (4)	1% (12)	12% (96)	820
RD/WT: Wrong Track	4% (60)	58% (793)	23% (312)	2% (25)	1% (12)	1% (11)	12% (161)	1370

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Table HR9: Now on a different topic...As you may know, many movie theaters play movie trailers before feature length movies. About how many trailers would you say is best before a feature length movie?

Demographic	0	1 to 3	4 to 6	7 to 9	10 to 12	More than 12	Don't know / No opinion	Total
Adults	5% (100)	59% (1297)	21% (465)	2% (41)	1% (17)	1% (23)	12% (256)	2200
Trump Job Approve	5% (47)	63% (551)	17% (150)	2% (14)	1% (6)	1% (11)	11% (100)	887
Trump Job Disapprove	4% (46)	59% (714)	24% (295)	2% (27)	1% (8)	1% (9)	9% (112)	1209
Trump Job Strongly Approve	6% (32)	64% (324)	15% (77)	1% (8)	1% (4)	1% (6)	11% (56)	507
Trump Job Somewhat Approve	4% (15)	61% (227)	20% (73)	2% (6)	1% (2)	1% (5)	12% (44)	372
Trump Job Somewhat Disapprove	5% (16)	59% (177)	25% (76)	— (1)	— (1)	1% (4)	8% (24)	299
Trump Job Strongly Disapprove	3% (29)	59% (536)	24% (220)	3% (26)	1% (7)	1% (5)	10% (88)	910
Favorable of Trump	5% (47)	64% (546)	18% (157)	1% (12)	— (2)	1% (11)	10% (84)	857
Unfavorable of Trump	3% (39)	59% (712)	24% (293)	2% (23)	1% (12)	1% (10)	9% (112)	1209
Very Favorable of Trump	6% (32)	65% (343)	16% (83)	2% (10)	— (2)	1% (5)	10% (54)	537
Somewhat Favorable of Trump	4% (14)	62% (202)	23% (74)	— (2)	— (0)	2% (6)	9% (30)	320
Somewhat Unfavorable of Trump	2% (5)	55% (120)	26% (57)	1% (3)	2% (5)	1% (2)	13% (29)	222
Very Unfavorable of Trump	3% (34)	60% (592)	24% (236)	2% (20)	1% (7)	1% (8)	8% (83)	910
#1 Issue: Economy	5% (29)	58% (317)	23% (128)	3% (16)	1% (3)	1% (4)	9% (50)	546
#1 Issue: Security	5% (24)	61% (275)	17% (76)	1% (5)	— (1)	1% (6)	14% (61)	448
#1 Issue: Health Care	4% (15)	60% (222)	23% (84)	1% (4)	1% (5)	2% (9)	8% (28)	368
#1 Issue: Medicare / Social Security	6% (19)	62% (201)	13% (41)	1% (2)	1% (4)	— (1)	17% (56)	324
#1 Issue: Women's Issues	3% (4)	55% (91)	28% (47)	2% (3)	— (0)	— (0)	12% (19)	164
#1 Issue: Education	2% (2)	51% (63)	31% (39)	4% (5)	1% (1)	3% (4)	9% (11)	127
#1 Issue: Energy	2% (2)	57% (68)	25% (30)	4% (5)	2% (2)	— (1)	10% (12)	134
#1 Issue: Other	6% (6)	56% (60)	18% (19)	1% (1)	1% (1)	— (0)	18% (19)	107
2018 House Vote: Democrat	4% (27)	59% (442)	25% (185)	2% (13)	1% (4)	1% (11)	9% (68)	749
2018 House Vote: Republican	5% (36)	66% (471)	17% (121)	1% (7)	1% (5)	1% (5)	9% (65)	700
2018 House Vote: Someone else	7% (7)	58% (58)	22% (22)	1% (1)	1% (1)	— (0)	11% (11)	99
2016 Vote: Hillary Clinton	3% (20)	61% (397)	23% (150)	2% (11)	1% (4)	2% (11)	9% (60)	605
2016 Vote: Donald Trump	5% (31)	66% (438)	18% (120)	1% (8)	— (3)	1% (5)	10% (64)	609
2016 Vote: Other	7% (12)	56% (101)	26% (48)	— (0)	3% (6)	— (1)	7% (13)	180
2016 Vote: Didn't Vote	5% (38)	52% (360)	21% (146)	3% (22)	1% (5)	1% (7)	17% (118)	696
Voted in 2014: Yes	5% (63)	61% (801)	21% (278)	1% (16)	1% (11)	1% (14)	10% (129)	1312
Voted in 2014: No	4% (38)	56% (496)	21% (187)	3% (25)	1% (6)	1% (9)	14% (127)	889

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Table HR9: Now on a different topic...As you may know, many movie theaters play movie trailers before feature length movies. About how many trailers would you say is best before a feature length movie?

Demographic	0	1 to 3	4 to 6	7 to 9	10 to 12	More than 12	Don't know / No opinion	Total
Adults	5% (100)	59% (1297)	21% (465)	2% (41)	1% (17)	1% (23)	12% (256)	2200
2012 Vote: Barack Obama	3% (27)	62% (489)	23% (182)	2% (12)	— (4)	1% (8)	9% (68)	790
2012 Vote: Mitt Romney	6% (32)	65% (337)	17% (87)	1% (6)	1% (3)	1% (5)	10% (50)	500
2012 Vote: Other	6% (6)	66% (64)	13% (13)	— (0)	— (0)	2% (2)	13% (12)	90
2012 Vote: Didn't Vote	4% (35)	51% (406)	23% (183)	3% (22)	1% (10)	1% (8)	16% (125)	780
4-Region: Northeast	4% (15)	67% (265)	16% (62)	2% (6)	1% (2)	1% (5)	10% (38)	390
4-Region: Midwest	6% (28)	59% (273)	20% (91)	1% (7)	— (2)	2% (8)	12% (54)	460
4-Region: South	4% (36)	56% (460)	22% (181)	2% (19)	1% (9)	1% (8)	13% (111)	820
4-Region: West	4% (23)	57% (299)	25% (131)	2% (9)	1% (3)	— (2)	10% (53)	520
Watch TV: Every day	4% (48)	61% (664)	24% (257)	2% (19)	1% (6)	1% (13)	8% (88)	1090
Watch TV: Several times per week	4% (20)	63% (318)	22% (110)	2% (11)	1% (5)	— (2)	7% (36)	500
Watch TV: About once per week	5% (7)	59% (78)	18% (24)	1% (2)	— (0)	1% (1)	17% (22)	130
Watch TV: Several times per month	3% (4)	57% (74)	21% (28)	1% (1)	1% (2)	— (0)	16% (21)	130
Watch TV: About once per month	6% (4)	59% (35)	22% (13)	3% (2)	3% (2)	— (0)	6% (4)	60
Watch TV: Less often than once per month	7% (7)	59% (52)	20% (17)	1% (1)	— (0)	2% (2)	11% (10)	80
Watch TV: Never	6% (12)	39% (76)	8% (16)	3% (6)	1% (2)	3% (7)	39% (76)	190
Watch Movies: Every day	4% (18)	61% (258)	21% (90)	2% (10)	1% (4)	2% (8)	8% (34)	440
Watch Movies: Several times per week	2% (13)	60% (322)	26% (142)	2% (12)	1% (6)	1% (3)	8% (44)	500
Watch Movies: About once per week	6% (22)	60% (223)	24% (90)	2% (6)	1% (3)	— (1)	7% (27)	330
Watch Movies: Several times per month	4% (10)	63% (165)	22% (58)	1% (4)	1% (2)	— (1)	9% (24)	240
Watch Movies: About once per month	7% (14)	64% (123)	19% (36)	2% (4)	— (0)	— (0)	7% (14)	190
Watch Movies: Less often than once per month	3% (5)	64% (130)	17% (34)	1% (2)	— (0)	1% (2)	16% (32)	200
Watch Movies: Never	9% (19)	37% (76)	8% (16)	2% (3)	1% (2)	5% (9)	39% (81)	200
Watch Sporting Events: Every day	6% (11)	60% (105)	18% (32)	3% (6)	1% (2)	3% (6)	8% (13)	170
Watch Sporting Events: Several times per week	5% (17)	56% (177)	26% (83)	3% (9)	1% (2)	— (1)	9% (28)	330
Watch Sporting Events: About once per week	4% (11)	67% (198)	22% (65)	1% (2)	— (0)	1% (3)	6% (17)	290
Watch Sporting Events: Several times per month	2% (3)	59% (101)	29% (50)	2% (3)	1% (1)	— (0)	8% (14)	170
Watch Sporting Events: About once per month	3% (6)	66% (122)	20% (38)	— (1)	— (1)	1% (1)	9% (16)	180
Watch Sporting Events: Less often than once per month	5% (18)	60% (199)	21% (68)	2% (8)	— (1)	1% (2)	11% (35)	330
Watch Sporting Events: Never	5% (34)	55% (394)	18% (130)	2% (12)	1% (9)	1% (10)	18% (133)	720

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Table HR9: Now on a different topic...As you may know, many movie theaters play movie trailers before feature length movies. About how many trailers would you say is best before a feature length movie?

Demographic	0	1 to 3	4 to 6	7 to 9	10 to 12	More than 12	Don't know / No opinion	Total
Adults	5% (100)	59% (1297)	21% (465)	2% (41)	1% (17)	1% (23)	12% (256)	2200
Cable TV: Currently subscribe	4% (39)	63% (631)	21% (216)	2% (16)	1% (10)	1% (7)	9% (89)	1000
Cable TV: Subscribed in past	4% (35)	59% (466)	22% (173)	2% (13)	— (2)	1% (10)	11% (86)	780
Cable TV: Never subscribed	7% (27)	49% (200)	19% (76)	3% (11)	1% (5)	2% (6)	20% (81)	400
Satellite TV: Currently subscribe	4% (22)	57% (294)	22% (115)	2% (11)	1% (6)	2% (8)	11% (56)	500
Satellite TV: Subscribed in past	5% (31)	58% (361)	24% (150)	2% (14)	— (3)	1% (5)	9% (55)	600
Satellite TV: Never subscribed	4% (48)	60% (641)	19% (201)	1% (16)	1% (8)	1% (11)	14% (145)	1000
Streaming Services: Currently subscribe	3% (43)	62% (823)	26% (347)	2% (27)	1% (11)	1% (8)	6% (80)	1330
Streaming Services: Subscribed in past	6% (13)	54% (118)	18% (40)	3% (6)	— (1)	1% (3)	17% (39)	220
Streaming Services: Never subscribed	7% (44)	55% (356)	12% (79)	1% (8)	1% (5)	2% (12)	22% (138)	640
Film: An avid fan	2% (16)	60% (509)	26% (224)	3% (29)	1% (11)	1% (10)	7% (57)	850
Film: A casual fan	6% (62)	61% (667)	20% (216)	1% (10)	— (4)	1% (9)	11% (125)	1090
Film: Not a fan	9% (22)	48% (121)	10% (25)	1% (2)	1% (2)	2% (4)	30% (74)	220
Television: An avid fan	4% (40)	60% (683)	24% (271)	2% (25)	1% (10)	1% (10)	9% (99)	1130
Television: A casual fan	6% (51)	60% (556)	19% (174)	1% (12)	— (4)	1% (10)	13% (116)	920
Television: Not a fan	7% (10)	41% (58)	15% (21)	2% (3)	3% (4)	3% (4)	30% (42)	140
Music: An avid fan	4% (43)	59% (714)	24% (291)	2% (27)	1% (14)	1% (12)	9% (108)	1200
Music: A casual fan	6% (51)	61% (543)	18% (163)	1% (11)	— (2)	1% (11)	12% (110)	890
Music: Not a fan	7% (7)	40% (40)	11% (11)	3% (3)	1% (1)	— (0)	39% (39)	100
Fashion: An avid fan	2% (8)	56% (195)	25% (86)	4% (12)	2% (6)	1% (3)	11% (38)	350
Fashion: A casual fan	3% (30)	59% (528)	24% (210)	2% (16)	1% (8)	1% (7)	10% (91)	800
Fashion: Not a fan	6% (62)	60% (573)	18% (169)	1% (12)	— (3)	1% (13)	13% (127)	900

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

Table HR10: As you may know, the National Association of Theater Owners issued a guideline suggesting the maximum length of a movie trailer be 120 seconds, or 2 minutes. Based on this guideline, about how many trailers would you say is best before a feature length movie?

Demographic	0	1 to 3 (2 to 6 minutes)	4 to 6 (8 to 12 minutes)	7 to 9 (14 to 18 minutes)	10 to 12 (20 to 24 minutes)	More than 12 (25+ minutes)	Don't know / No opinion	Total
Adults	4% (91)	57% (1262)	23% (497)	3% (65)	1% (30)	— (10)	11% (244)	2200
Gender: Male	5% (52)	55% (588)	23% (247)	4% (38)	2% (24)	1% (5)	10% (108)	1000
Gender: Female	3% (39)	59% (674)	22% (250)	2% (28)	1% (6)	— (5)	12% (136)	1130
Age: 18-29	4% (18)	44% (201)	29% (135)	5% (23)	2% (9)	2% (8)	14% (66)	460
Age: 30-44	3% (15)	53% (295)	30% (166)	4% (20)	2% (10)	— (2)	8% (45)	550
Age: 45-54	5% (19)	66% (247)	17% (66)	3% (10)	2% (6)	— (1)	8% (28)	370
Age: 55-64	4% (14)	66% (246)	18% (69)	2% (8)	1% (4)	— (0)	9% (34)	370
Age: 65+	6% (26)	63% (273)	14% (62)	1% (4)	— (1)	— (0)	16% (71)	440
Generation Z: 18-22	3% (6)	38% (81)	32% (67)	8% (16)	1% (2)	3% (6)	16% (33)	200
Millennial: Age 23-38	3% (18)	51% (305)	30% (178)	3% (21)	2% (15)	1% (3)	10% (63)	600
Generation X: Age 39-54	5% (28)	62% (357)	21% (121)	3% (17)	1% (8)	— (1)	7% (43)	550
Boomers: Age 55-73	5% (33)	64% (461)	17% (123)	2% (12)	1% (6)	— (0)	12% (89)	720
PID: Dem (no lean)	3% (24)	54% (412)	27% (210)	4% (31)	2% (16)	— (3)	9% (73)	760
PID: Ind (no lean)	4% (33)	56% (422)	21% (160)	3% (20)	1% (9)	— (3)	14% (104)	730
PID: Rep (no lean)	5% (33)	63% (428)	19% (128)	2% (14)	1% (5)	1% (4)	10% (67)	670
PID/Gender: Dem Men	4% (13)	51% (186)	28% (101)	5% (18)	3% (13)	— (1)	9% (31)	360
PID/Gender: Dem Women	3% (11)	56% (227)	27% (108)	3% (12)	1% (3)	— (2)	10% (42)	400
PID/Gender: Ind Men	4% (14)	55% (179)	21% (68)	4% (12)	2% (6)	— (0)	15% (49)	320
PID/Gender: Ind Women	5% (19)	57% (243)	22% (91)	2% (9)	1% (3)	1% (3)	13% (55)	420
PID/Gender: Rep Men	7% (25)	60% (223)	21% (78)	2% (8)	1% (5)	1% (4)	8% (28)	330
PID/Gender: Rep Women	3% (9)	66% (205)	16% (50)	2% (6)	— (0)	— (0)	13% (39)	300
Ideo: Liberal (1-3)	3% (15)	54% (319)	31% (182)	5% (31)	1% (6)	— (1)	6% (33)	580
Ideo: Moderate (4)	4% (19)	59% (289)	21% (104)	3% (12)	2% (9)	1% (6)	10% (50)	480
Ideo: Conservative (5-7)	5% (41)	63% (470)	19% (144)	2% (18)	1% (7)	— (1)	9% (68)	740
Educ: < College	4% (55)	58% (880)	21% (315)	3% (45)	1% (18)	1% (9)	13% (192)	1500
Educ: Bachelors degree	4% (20)	55% (243)	29% (127)	2% (10)	1% (5)	— (0)	9% (38)	440
Educ: Post-grad	7% (17)	57% (139)	22% (55)	4% (11)	3% (7)	1% (1)	6% (14)	240

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Table HR10: As you may know, the National Association of Theater Owners issued a guideline suggesting the maximum length of a movie trailer be 120 seconds, or 2 minutes. Based on this guideline, about how many trailers would you say is best before a feature length movie?

Demographic	0	1 to 3 (2 to 6 minutes)	4 to 6 (8 to 12 minutes)	7 to 9 (14 to 18 minutes)	10 to 12 (20 to 24 minutes)	More than 12 (25+ minutes)	Don't know / No opinion	Total
Adults	4% (91)	57% (1262)	23% (497)	3% (65)	1% (30)	— (10)	11% (244)	2200
Income: Under 50k	5% (58)	58% (729)	20% (246)	3% (36)	1% (14)	— (6)	14% (173)	1200
Income: 50k-100k	4% (25)	56% (374)	27% (178)	3% (23)	2% (13)	1% (4)	7% (47)	600
Income: 100k+	3% (8)	58% (160)	27% (73)	2% (6)	1% (3)	— (1)	8% (23)	200
Ethnicity: White	4% (74)	59% (1017)	23% (398)	3% (44)	1% (14)	— (2)	10% (174)	1700
Ethnicity: Hispanic	5% (18)	53% (185)	25% (88)	4% (14)	3% (11)	1% (3)	9% (31)	300
Ethnicity: Afr. Am.	4% (11)	51% (140)	18% (50)	5% (13)	4% (12)	1% (3)	17% (45)	270
Ethnicity: Other	4% (7)	51% (105)	24% (50)	4% (9)	2% (4)	2% (5)	12% (25)	200
All Christian	4% (37)	62% (557)	21% (186)	3% (23)	1% (12)	— (0)	9% (79)	800
All Non-Christian	2% (2)	52% (52)	23% (23)	2% (2)	8% (8)	1% (1)	12% (12)	90
Atheist	— (0)	52% (49)	38% (36)	2% (2)	— (0)	— (0)	8% (8)	90
Agnostic/Nothing in particular	5% (52)	54% (605)	23% (252)	3% (39)	1% (10)	1% (9)	13% (144)	1100
Religious Non-Protestant/Catholic	3% (4)	50% (55)	24% (26)	2% (2)	9% (10)	1% (1)	12% (13)	100
Evangelical	5% (32)	61% (381)	18% (114)	2% (10)	2% (10)	— (2)	12% (75)	600
Non-Evangelical	2% (17)	63% (471)	23% (169)	3% (24)	— (4)	— (1)	8% (63)	700
Community: Urban	4% (26)	54% (319)	22% (130)	3% (16)	2% (9)	1% (7)	13% (79)	500
Community: Suburban	3% (34)	57% (569)	27% (275)	3% (35)	1% (15)	— (0)	8% (78)	1000
Community: Rural	5% (31)	62% (374)	15% (92)	2% (15)	1% (6)	— (3)	14% (86)	600
Employ: Private Sector	3% (18)	56% (387)	29% (199)	3% (22)	2% (12)	1% (4)	7% (48)	600
Employ: Government	4% (6)	54% (75)	25% (35)	3% (4)	2% (3)	— (0)	11% (16)	100
Employ: Self-Employed	5% (10)	59% (114)	23% (44)	5% (9)	1% (2)	— (0)	7% (13)	100
Employ: Homemaker	3% (4)	57% (91)	23% (37)	1% (1)	4% (6)	1% (1)	13% (20)	100
Employ: Student	6% (7)	41% (44)	33% (35)	10% (11)	— (0)	2% (2)	7% (8)	100
Employ: Retired	6% (26)	64% (301)	14% (66)	1% (5)	1% (4)	— (0)	15% (69)	400
Employ: Unemployed	4% (9)	54% (124)	18% (42)	3% (7)	1% (3)	1% (3)	19% (43)	200
Employ: Other	5% (11)	60% (127)	19% (39)	3% (7)	— (1)	— (0)	13% (27)	200
Military HH: Yes	5% (18)	60% (229)	21% (78)	3% (11)	— (1)	— (0)	11% (43)	300
Military HH: No	4% (74)	57% (1033)	23% (419)	3% (54)	2% (30)	1% (10)	11% (201)	1800
RD/WT: Right Direction	5% (40)	57% (475)	21% (175)	3% (25)	2% (13)	1% (7)	11% (91)	800
RD/WT: Wrong Track	4% (51)	57% (788)	23% (322)	3% (40)	1% (18)	— (3)	11% (152)	1300

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Table HR10: As you may know, the National Association of Theater Owners issued a guideline suggesting the maximum length of a movie trailer be 120 seconds, or 2 minutes. Based on this guideline, about how many trailers would you say is best before a feature length movie?

Demographic	0	1 to 3 (2 to 6 minutes)	4 to 6 (8 to 12 minutes)	7 to 9 (14 to 18 minutes)	10 to 12 (20 to 24 minutes)	More than 12 (25+ minutes)	Don't know / No opinion	Total
Adults	4% (91)	57% (1262)	23% (497)	3% (65)	1% (30)	— (10)	11% (244)	2200
Trump Job Approve	5% (44)	60% (532)	20% (176)	2% (20)	2% (16)	— (1)	10% (90)	880
Trump Job Disapprove	3% (37)	58% (702)	24% (296)	3% (40)	1% (15)	1% (8)	9% (113)	1200
Trump Job Strongly Approve	6% (28)	62% (314)	18% (89)	1% (7)	2% (10)	— (1)	11% (57)	500
Trump Job Somewhat Approve	4% (16)	58% (218)	23% (87)	3% (13)	2% (6)	— (0)	9% (33)	330
Trump Job Somewhat Disapprove	4% (12)	59% (176)	24% (70)	4% (11)	1% (2)	3% (8)	7% (20)	290
Trump Job Strongly Disapprove	3% (25)	58% (526)	25% (225)	3% (29)	1% (13)	— (0)	10% (94)	900
Favorable of Trump	5% (43)	62% (531)	20% (175)	3% (22)	1% (7)	1% (5)	9% (75)	850
Unfavorable of Trump	3% (34)	59% (706)	24% (294)	3% (37)	1% (18)	— (5)	9% (108)	1200
Very Favorable of Trump	6% (32)	63% (335)	17% (92)	2% (10)	1% (7)	— (1)	10% (53)	530
Somewhat Favorable of Trump	3% (11)	59% (196)	25% (83)	4% (13)	— (0)	1% (4)	7% (22)	320
Somewhat Unfavorable of Trump	2% (4)	58% (127)	25% (54)	4% (8)	2% (4)	1% (2)	9% (20)	220
Very Unfavorable of Trump	3% (29)	59% (578)	24% (240)	3% (29)	1% (14)	— (3)	9% (88)	900
#1 Issue: Economy	4% (22)	57% (312)	25% (137)	3% (18)	1% (6)	1% (3)	9% (48)	540
#1 Issue: Security	5% (24)	59% (262)	21% (94)	2% (9)	— (1)	1% (3)	12% (54)	440
#1 Issue: Health Care	4% (15)	58% (213)	25% (93)	3% (12)	2% (6)	— (1)	7% (27)	360
#1 Issue: Medicare / Social Security	4% (14)	62% (202)	12% (39)	1% (3)	3% (10)	— (1)	17% (54)	320
#1 Issue: Women's Issues	4% (6)	50% (82)	28% (47)	7% (11)	— (1)	— (0)	11% (17)	160
#1 Issue: Education	— (1)	56% (70)	25% (31)	5% (6)	2% (2)	1% (2)	11% (14)	120
#1 Issue: Energy	4% (5)	50% (60)	31% (37)	3% (3)	3% (3)	— (0)	10% (12)	110
#1 Issue: Other	4% (4)	58% (62)	19% (20)	2% (2)	1% (1)	— (0)	16% (17)	100
2018 House Vote: Democrat	3% (25)	55% (412)	26% (197)	3% (26)	2% (17)	— (1)	9% (71)	740
2018 House Vote: Republican	5% (35)	64% (454)	20% (142)	2% (13)	1% (6)	— (2)	8% (59)	700
2018 House Vote: Someone else	6% (6)	60% (59)	16% (16)	1% (1)	1% (1)	— (0)	16% (16)	90
2016 Vote: Hillary Clinton	2% (15)	57% (370)	26% (171)	3% (19)	2% (14)	— (1)	9% (61)	600
2016 Vote: Donald Trump	4% (29)	63% (420)	20% (137)	2% (15)	1% (6)	— (1)	9% (59)	600
2016 Vote: Other	5% (10)	57% (103)	23% (42)	3% (5)	2% (4)	1% (1)	9% (17)	180
2016 Vote: Didn't Vote	5% (38)	53% (368)	21% (146)	4% (26)	1% (6)	1% (6)	15% (105)	690
Voted in 2014: Yes	4% (56)	60% (787)	22% (290)	2% (31)	2% (24)	— (2)	9% (121)	1300
Voted in 2014: No	4% (36)	54% (475)	23% (207)	4% (34)	1% (6)	1% (8)	14% (122)	880

Continued on next page

Table HR10: As you may know, the National Association of Theater Owners issued a guideline suggesting the maximum length of a movie trailer be 120 seconds, or 2 minutes. Based on this guideline, about how many trailers would you say is best before a feature length movie?

Demographic	0	1 to 3 (2 to 6 minutes)	4 to 6 (8 to 12 minutes)	7 to 9 (14 to 18 minutes)	10 to 12 (20 to 24 minutes)	More than 12 (25+ minutes)	Don't know / No opinion	Total
Adults	4% (91)	57% (1262)	23% (497)	3% (65)	1% (30)	— (10)	11% (244)	2200
2012 Vote: Barack Obama	3% (25)	59% (468)	24% (190)	3% (23)	2% (13)	— (1)	9% (70)	790
2012 Vote: Mitt Romney	6% (31)	63% (326)	20% (105)	2% (8)	2% (9)	— (1)	8% (41)	500
2012 Vote: Other	3% (3)	66% (65)	16% (15)	1% (1)	1% (1)	— (0)	13% (13)	90
2012 Vote: Didn't Vote	4% (33)	51% (402)	24% (186)	4% (33)	1% (8)	1% (8)	15% (119)	780
4-Region: Northeast	3% (11)	65% (256)	21% (81)	3% (10)	1% (3)	— (0)	8% (33)	390
4-Region: Midwest	4% (17)	58% (267)	22% (103)	3% (13)	1% (6)	— (2)	12% (54)	460
4-Region: South	5% (42)	55% (455)	21% (173)	3% (28)	2% (16)	1% (4)	13% (108)	820
4-Region: West	4% (22)	55% (284)	27% (140)	3% (15)	1% (6)	1% (4)	9% (48)	520
Watch TV: Every day	4% (39)	61% (663)	24% (263)	3% (38)	1% (10)	1% (6)	7% (75)	1090
Watch TV: Several times per week	4% (22)	58% (291)	25% (124)	3% (15)	2% (9)	1% (3)	7% (36)	500
Watch TV: About once per week	5% (7)	58% (78)	16% (22)	4% (5)	2% (3)	— (0)	15% (20)	130
Watch TV: Several times per month	3% (4)	53% (68)	24% (31)	1% (1)	2% (3)	— (0)	17% (22)	130
Watch TV: About once per month	7% (4)	61% (37)	22% (13)	2% (1)	1% (1)	— (0)	6% (4)	60
Watch TV: Less often than once per month	6% (5)	56% (49)	24% (21)	3% (3)	— (0)	— (0)	11% (10)	80
Watch TV: Never	5% (9)	39% (76)	12% (23)	1% (2)	3% (5)	1% (1)	40% (78)	190
Watch Movies: Every day	3% (11)	63% (265)	21% (89)	4% (19)	2% (8)	1% (2)	7% (28)	420
Watch Movies: Several times per week	2% (9)	58% (314)	27% (144)	3% (19)	2% (9)	— (1)	8% (45)	500
Watch Movies: About once per week	6% (22)	57% (211)	27% (101)	2% (9)	1% (3)	1% (3)	6% (23)	320
Watch Movies: Several times per month	5% (13)	60% (156)	24% (64)	2% (5)	1% (2)	— (0)	9% (22)	260
Watch Movies: About once per month	8% (16)	59% (113)	23% (44)	2% (4)	— (0)	1% (2)	7% (13)	190
Watch Movies: Less often than once per month	3% (7)	59% (119)	18% (36)	5% (9)	— (1)	— (0)	15% (31)	200
Watch Movies: Never	7% (14)	40% (83)	10% (20)	— (1)	4% (8)	1% (1)	39% (80)	200
Watch Sporting Events: Every day	5% (9)	63% (110)	19% (33)	4% (7)	2% (4)	— (1)	7% (12)	170
Watch Sporting Events: Several times per week	3% (8)	56% (177)	26% (84)	4% (12)	1% (4)	— (0)	10% (32)	300
Watch Sporting Events: About once per week	3% (8)	66% (195)	24% (70)	1% (4)	2% (5)	— (0)	5% (15)	290
Watch Sporting Events: Several times per month	2% (3)	57% (98)	25% (44)	5% (8)	1% (2)	— (0)	10% (18)	170
Watch Sporting Events: About once per month	3% (6)	67% (123)	17% (32)	2% (4)	— (0)	2% (3)	9% (16)	180
Watch Sporting Events: Less often than once per month	5% (18)	53% (176)	27% (91)	4% (12)	1% (3)	1% (3)	9% (29)	330
Watch Sporting Events: Never	5% (39)	53% (384)	20% (144)	2% (18)	2% (13)	— (3)	17% (122)	720

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Table HR10: As you may know, the National Association of Theater Owners issued a guideline suggesting the maximum length of a movie trailer be 120 seconds, or 2 minutes. Based on this guideline, about how many trailers would you say is best before a feature length movie?

Demographic	0	1 to 3 (2 to 6 minutes)	4 to 6 (8 to 12 minutes)	7 to 9 (14 to 18 minutes)	10 to 12 (20 to 24 minutes)	More than 12 (25+ minutes)	Don't know / No opinion	Total
Adults	4% (91)	57% (1262)	23% (497)	3% (65)	1% (30)	— (10)	11% (244)	2200
Cable TV: Currently subscribe	4% (35)	62% (624)	22% (219)	3% (28)	2% (15)	1% (5)	8% (82)	1000
Cable TV: Subscribed in past	4% (35)	56% (440)	25% (195)	3% (22)	1% (10)	— (3)	10% (82)	780
Cable TV: Never subscribed	5% (21)	49% (199)	20% (83)	4% (16)	1% (5)	— (2)	20% (80)	400
Satellite TV: Currently subscribe	5% (26)	54% (278)	27% (137)	1% (8)	2% (13)	— (2)	9% (49)	500
Satellite TV: Subscribed in past	5% (32)	58% (357)	22% (136)	3% (20)	1% (8)	— (3)	10% (63)	600
Satellite TV: Never subscribed	3% (33)	59% (627)	21% (224)	4% (38)	1% (10)	— (5)	12% (132)	1000
Streaming Services: Currently subscribe	3% (38)	59% (796)	27% (364)	3% (43)	1% (19)	1% (7)	5% (71)	1300
Streaming Services: Subscribed in past	6% (14)	51% (113)	19% (42)	4% (8)	1% (2)	1% (1)	18% (39)	220
Streaming Services: Never subscribed	6% (39)	55% (354)	14% (91)	2% (13)	1% (9)	— (2)	21% (134)	640
Film: An avid fan	2% (15)	59% (504)	26% (223)	4% (37)	3% (24)	— (4)	6% (49)	850
Film: A casual fan	6% (61)	58% (637)	23% (249)	2% (23)	1% (7)	— (3)	10% (113)	1090
Film: Not a fan	6% (15)	48% (121)	10% (26)	2% (5)	— (0)	1% (3)	32% (81)	200
Television: An avid fan	3% (34)	59% (671)	24% (278)	3% (35)	2% (19)	— (6)	8% (93)	1130
Television: A casual fan	5% (50)	58% (533)	21% (194)	3% (24)	1% (8)	— (5)	12% (110)	920
Television: Not a fan	5% (7)	42% (59)	17% (24)	4% (6)	2% (3)	— (0)	29% (41)	100
Music: An avid fan	3% (37)	59% (713)	24% (293)	4% (44)	2% (22)	1% (7)	8% (92)	1200
Music: A casual fan	5% (49)	57% (509)	21% (189)	2% (18)	1% (9)	— (3)	13% (116)	890
Music: Not a fan	5% (5)	40% (40)	15% (15)	4% (4)	— (0)	— (0)	37% (36)	100
Fashion: An avid fan	2% (7)	58% (202)	22% (77)	5% (18)	3% (9)	1% (4)	9% (33)	350
Fashion: A casual fan	4% (34)	57% (506)	25% (223)	3% (25)	2% (14)	— (0)	10% (87)	800
Fashion: Not a fan	5% (50)	58% (554)	20% (196)	2% (22)	1% (8)	1% (6)	13% (124)	900

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

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

Demographic	Watch TV: Every day	Watch TV:	Watch TV:	Watch TV:	Watch TV:	Watch TV:	Watch TV: Never	Total
		Several times per week	About once per week	Several times per month	About once per month	Less often than once per month		
Adults	50% (1094)	23% (501)	6% (134)	6% (130)	3% (60)	4% (88)	9% (194)	22%
Gender: Male	50% (526)	23% (248)	7% (74)	5% (58)	2% (25)	4% (44)	8% (85)	100%
Gender: Female	50% (567)	22% (253)	5% (59)	6% (72)	3% (34)	4% (44)	10% (109)	113%
Age: 18-29	45% (206)	26% (119)	7% (34)	5% (24)	4% (18)	5% (23)	8% (36)	46%
Age: 30-44	54% (296)	23% (129)	7% (38)	5% (28)	2% (10)	3% (19)	6% (33)	53%
Age: 45-54	52% (197)	21% (80)	6% (22)	7% (25)	3% (9)	4% (14)	8% (29)	37%
Age: 55-64	47% (178)	23% (88)	5% (19)	9% (32)	3% (11)	3% (13)	9% (34)	37%
Age: 65+	50% (217)	19% (85)	5% (21)	5% (22)	3% (11)	4% (19)	14% (62)	43%
Generation Z: 18-22	36% (75)	29% (61)	9% (18)	8% (17)	4% (9)	7% (15)	7% (15)	21%
Millennial: Age 23-38	54% (325)	23% (136)	6% (34)	4% (25)	2% (14)	4% (22)	8% (46)	60%
Generation X: Age 39-54	52% (298)	23% (131)	7% (41)	6% (34)	2% (14)	3% (19)	6% (37)	57%
Boomers: Age 55-73	50% (363)	21% (154)	5% (34)	7% (51)	2% (18)	4% (27)	10% (75)	72%
PID: Dem (no lean)	55% (427)	21% (162)	5% (41)	6% (43)	2% (16)	4% (31)	6% (49)	76%
PID: Ind (no lean)	46% (342)	25% (187)	7% (52)	6% (49)	3% (20)	3% (23)	10% (79)	71%
PID: Rep (no lean)	48% (325)	22% (153)	6% (40)	6% (39)	3% (23)	5% (34)	10% (66)	67%
PID/Gender: Dem Men	56% (204)	20% (73)	6% (23)	5% (17)	2% (7)	5% (17)	6% (22)	36%
PID/Gender: Dem Women	55% (223)	22% (90)	5% (19)	6% (25)	2% (9)	3% (14)	7% (27)	40%
PID/Gender: Ind Men	44% (144)	26% (84)	9% (29)	6% (20)	1% (4)	3% (11)	11% (36)	32%
PID/Gender: Ind Women	47% (199)	24% (103)	5% (23)	7% (29)	4% (16)	3% (12)	10% (43)	42%
PID/Gender: Rep Men	48% (178)	25% (92)	6% (23)	5% (20)	4% (14)	4% (16)	7% (27)	31%
PID/Gender: Rep Women	47% (146)	20% (61)	6% (17)	6% (18)	3% (10)	6% (18)	12% (39)	30%
Ideo: Liberal (1-3)	55% (325)	24% (143)	6% (34)	4% (24)	2% (14)	3% (18)	5% (29)	58%
Ideo: Moderate (4)	55% (267)	23% (112)	5% (26)	6% (30)	2% (11)	3% (15)	6% (28)	48%
Ideo: Conservative (5-7)	46% (347)	23% (174)	6% (46)	6% (47)	2% (18)	5% (38)	10% (78)	74%

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)	44
Employ: Unemployed	47% (110)	19% (44)	7% (16)	5% (12)	2% (4)	6% (14)	14% (32)	22
Employ: Other	44% (94)	26% (55)	5% (11)	9% (19)	3% (6)	4% (9)	8% (17)	22

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

TV shows

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total
Adults	50% (1094)	23% (501)	6% (134)	6% (130)	3% (60)	4% (88)	9% (194)	2200
Military HH: Yes	48% (182)	24% (92)	5% (19)	7% (25)	4% (15)	3% (11)	9% (36)	380
Military HH: No	50% (912)	22% (409)	6% (115)	6% (106)	2% (44)	4% (77)	9% (158)	1820
RD/WT: Right Direction	47% (386)	21% (176)	7% (58)	6% (51)	3% (23)	5% (39)	11% (92)	820
RD/WT: Wrong Track	51% (707)	24% (325)	6% (76)	6% (79)	3% (36)	4% (49)	7% (102)	1370
Trump Job Approve	47% (414)	23% (199)	6% (55)	6% (54)	2% (20)	4% (38)	11% (99)	880
Trump Job Disapprove	53% (645)	23% (279)	6% (72)	5% (63)	3% (31)	4% (43)	6% (78)	1220
Trump Job Strongly Approve	47% (239)	23% (115)	7% (37)	5% (27)	2% (11)	4% (19)	12% (60)	500
Trump Job Somewhat Approve	47% (175)	22% (84)	5% (18)	7% (28)	3% (10)	5% (19)	11% (39)	370
Trump Job Somewhat Disapprove	53% (160)	26% (77)	5% (16)	4% (11)	2% (6)	3% (10)	6% (19)	290
Trump Job Strongly Disapprove	53% (485)	22% (201)	6% (56)	6% (52)	3% (25)	4% (33)	7% (60)	940
Favorable of Trump	48% (415)	22% (190)	7% (57)	7% (58)	2% (18)	4% (35)	10% (85)	830
Unfavorable of Trump	53% (641)	23% (282)	6% (70)	5% (59)	3% (30)	4% (47)	6% (71)	1220
Very Favorable of Trump	47% (250)	22% (117)	7% (35)	7% (35)	2% (13)	4% (19)	12% (62)	530
Somewhat Favorable of Trump	50% (165)	22% (74)	7% (23)	7% (23)	2% (5)	5% (16)	7% (23)	320
Somewhat Unfavorable of Trump	51% (113)	25% (55)	7% (14)	4% (8)	2% (4)	4% (8)	8% (17)	220
Very Unfavorable of Trump	54% (529)	23% (226)	6% (56)	5% (51)	3% (26)	4% (39)	6% (55)	940
#1 Issue: Economy	47% (256)	25% (134)	6% (34)	7% (39)	4% (22)	4% (22)	7% (38)	540
#1 Issue: Security	52% (235)	21% (93)	6% (26)	6% (25)	2% (8)	3% (15)	10% (45)	440
#1 Issue: Health Care	55% (204)	20% (75)	5% (18)	5% (17)	3% (11)	5% (17)	7% (26)	360
#1 Issue: Medicare / Social Security	47% (152)	23% (75)	5% (17)	7% (22)	2% (6)	4% (12)	12% (39)	320
#1 Issue: Women's Issues	51% (83)	22% (36)	8% (13)	5% (8)	3% (5)	4% (7)	8% (13)	160
#1 Issue: Education	44% (55)	23% (29)	10% (12)	6% (7)	2% (3)	7% (9)	8% (10)	120
#1 Issue: Energy	50% (60)	28% (33)	5% (7)	4% (5)	1% (1)	3% (3)	9% (10)	110
#1 Issue: Other	46% (49)	24% (26)	6% (7)	6% (6)	3% (3)	3% (3)	11% (12)	100
2018 House Vote: Democrat	55% (410)	24% (180)	6% (44)	5% (37)	2% (12)	3% (22)	6% (45)	740
2018 House Vote: Republican	50% (352)	22% (157)	6% (44)	5% (39)	3% (19)	4% (31)	10% (68)	730
2018 House Vote: Someone else	44% (44)	20% (20)	10% (10)	8% (8)	7% (7)	1% (1)	10% (10)	90

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

TV shows

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total
Adults	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)	669
2016 Vote: Other	49% (89)	24% (43)	5% (9)	6% (10)	3% (5)	4% (8)	9% (17)	181
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)	1317
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)	835
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)	424
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)	269
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)	202
Watch Movies: Never	13% (27)	7% (14)	5% (9)	1% (1)	1% (2)	2% (4)	72% (148)	200

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

TV shows

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total
Adults	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)	96

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

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
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

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
#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)	3
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)	17
Watch Sporting Events: Several times per week	— (0)	100% (317)	— (0)	— (0)	— (0)	— (0)	— (0)	3
Watch Sporting Events: About once per week	— (0)	— (0)	100% (297)	— (0)	— (0)	— (0)	— (0)	29
Watch Sporting Events: Several times per month	— (0)	— (0)	— (0)	100% (172)	— (0)	— (0)	— (0)	17
Watch Sporting Events: About once per month	— (0)	— (0)	— (0)	— (0)	100% (185)	— (0)	— (0)	18
Watch Sporting Events: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (333)	— (0)	33
Watch Sporting Events: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (722)	72
Cable TV: Currently subscribe	11% (115)	16% (164)	15% (149)	9% (87)	10% (97)	13% (131)	26% (265)	100
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

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
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

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
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

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
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

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
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

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
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

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
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?*

Film

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

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

Film

Demographic	Film: An avid fan	Film: A casual fan	Film: Not a fan	Total N
Adults	39% (856)	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?

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

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
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

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
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

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
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

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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
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

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
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

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
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

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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
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

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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
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.

