



National Tracking Poll #190985
September 26-28, 2019

Crosstabulation Results

Methodology:

This poll was conducted from September 26-28, 2019, among a national sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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Crosstabulation Results by Respondent Demographics

Table HR1: Which of the following is closest to your opinion, even if neither is exactly right?

Demographic	After a TV show series finale, a movie continuing the story gives fans more closure.		After a TV show series finale, a movie continuing the story takes away from the original TV show finale.		Don't know / No opinion		Total N
Adults	44%	(968)	25%	(558)	31%	(674)	2200
Gender: Male	43%	(455)	25%	(270)	32%	(336)	1062
Gender: Female	45%	(513)	25%	(288)	30%	(338)	1138
Age: 18-29	45%	(195)	34%	(147)	22%	(95)	438
Age: 30-44	48%	(278)	27%	(156)	25%	(141)	575
Age: 45-54	48%	(183)	21%	(81)	31%	(118)	382
Age: 55-64	43%	(160)	24%	(90)	32%	(119)	369
Age: 65+	35%	(152)	19%	(83)	46%	(200)	436
Generation Z: 18-22	40%	(67)	34%	(57)	26%	(44)	168
Millennial: Age 23-38	48%	(317)	30%	(198)	22%	(142)	658
Generation X: Age 39-54	48%	(272)	23%	(129)	29%	(168)	569
Boomers: Age 55-73	41%	(290)	22%	(158)	37%	(264)	712
PID: Dem (no lean)	52%	(383)	24%	(177)	24%	(177)	738
PID: Ind (no lean)	41%	(318)	24%	(182)	35%	(271)	771
PID: Rep (no lean)	39%	(267)	29%	(198)	33%	(226)	692
PID/Gender: Dem Men	55%	(174)	22%	(72)	23%	(73)	318
PID/Gender: Dem Women	50%	(210)	25%	(106)	25%	(104)	419
PID/Gender: Ind Men	39%	(144)	21%	(79)	40%	(147)	371
PID/Gender: Ind Women	43%	(174)	26%	(103)	31%	(124)	400
PID/Gender: Rep Men	37%	(138)	32%	(119)	31%	(116)	373
PID/Gender: Rep Women	41%	(129)	25%	(79)	35%	(110)	318
Ideo: Liberal (1-3)	51%	(297)	25%	(145)	24%	(139)	581
Ideo: Moderate (4)	47%	(237)	26%	(133)	27%	(136)	507
Ideo: Conservative (5-7)	39%	(299)	27%	(205)	35%	(270)	775

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Table HR1: Which of the following is closest to your opinion, even if neither is exactly right?

Demographic	After a TV show series finale, a movie continuing the story gives fans more closure.		After a TV show series finale, a movie continuing the story takes away from the original TV show finale.		Don't know / No opinion	Total N
Adults	44%	(968)	25%	(558)	31% (674)	2200
Educ: < College	45%	(686)	24%	(359)	31% (468)	1512
Educ: Bachelors degree	43%	(193)	28%	(124)	29% (127)	444
Educ: Post-grad	37%	(89)	31%	(75)	32% (79)	244
Income: Under 50k	43%	(549)	24%	(301)	33% (424)	1274
Income: 50k-100k	48%	(345)	26%	(189)	25% (179)	712
Income: 100k+	35%	(74)	32%	(68)	33% (71)	213
Ethnicity: White	43%	(735)	25%	(439)	32% (548)	1722
Ethnicity: Hispanic	46%	(162)	29%	(100)	25% (87)	349
Ethnicity: Afr. Am.	53%	(145)	21%	(59)	26% (71)	274
Ethnicity: Other	43%	(88)	30%	(60)	27% (55)	204
All Christian	42%	(398)	26%	(248)	32% (308)	954
All Non-Christian	31%	(23)	31%	(23)	39% (29)	75
Atheist	58%	(60)	26%	(27)	16% (17)	104
Agnostic/Nothing in particular	46%	(487)	24%	(260)	30% (320)	1068
Religious Non-Protestant/Catholic	32%	(33)	31%	(32)	37% (38)	103
Evangelical	45%	(278)	23%	(140)	32% (197)	615
Non-Evangelical	42%	(318)	29%	(224)	29% (222)	764
Community: Urban	46%	(245)	22%	(115)	32% (173)	533
Community: Suburban	45%	(459)	28%	(284)	28% (284)	1026
Community: Rural	41%	(264)	25%	(159)	34% (217)	640
Employ: Private Sector	48%	(342)	28%	(200)	24% (172)	714
Employ: Government	32%	(38)	45%	(54)	24% (29)	122
Employ: Self-Employed	50%	(106)	20%	(43)	30% (64)	212
Employ: Homemaker	55%	(82)	24%	(37)	21% (31)	150
Employ: Retired	35%	(172)	22%	(107)	44% (217)	496
Employ: Unemployed	49%	(120)	18%	(44)	33% (80)	244
Employ: Other	44%	(80)	21%	(39)	35% (63)	182

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Table HR1: Which of the following is closest to your opinion, even if neither is exactly right?

Demographic	After a TV show series finale, a movie continuing the story gives fans more closure.		After a TV show series finale, a movie continuing the story takes away from the original TV show finale.		Don't know / No opinion	Total N
Adults	44%	(968)	25%	(558)	31% (674)	2200
Military HH: Yes	38%	(142)	29%	(110)	33% (124)	376
Military HH: No	45%	(826)	25%	(447)	30% (550)	1824
RD/WT: Right Direction	39%	(318)	27%	(224)	34% (282)	824
RD/WT: Wrong Track	47%	(650)	24%	(333)	29% (393)	1376
Trump Job Approve	38%	(340)	29%	(256)	33% (295)	891
Trump Job Disapprove	50%	(594)	24%	(284)	27% (320)	1197
Trump Job Strongly Approve	34%	(173)	29%	(150)	37% (187)	510
Trump Job Somewhat Approve	44%	(167)	28%	(106)	28% (107)	381
Trump Job Somewhat Disapprove	43%	(116)	29%	(78)	28% (76)	270
Trump Job Strongly Disapprove	51%	(477)	22%	(206)	26% (244)	927
Favorable of Trump	38%	(333)	29%	(256)	33% (296)	884
Unfavorable of Trump	50%	(590)	24%	(281)	27% (315)	1186
Very Favorable of Trump	35%	(183)	29%	(148)	36% (187)	519
Somewhat Favorable of Trump	41%	(150)	29%	(108)	30% (108)	365
Somewhat Unfavorable of Trump	45%	(94)	29%	(60)	26% (54)	208
Very Unfavorable of Trump	51%	(496)	23%	(221)	27% (260)	978
#1 Issue: Economy	45%	(248)	27%	(149)	28% (152)	549
#1 Issue: Security	43%	(182)	26%	(111)	31% (131)	424
#1 Issue: Health Care	49%	(185)	21%	(79)	30% (115)	380
#1 Issue: Medicare / Social Security	39%	(122)	20%	(65)	41% (130)	316
#1 Issue: Women's Issues	52%	(66)	30%	(37)	18% (23)	125
#1 Issue: Education	44%	(54)	34%	(42)	22% (27)	123
#1 Issue: Energy	44%	(70)	29%	(45)	27% (42)	157
#1 Issue: Other	33%	(41)	23%	(29)	44% (55)	125
2018 House Vote: Democrat	51%	(390)	23%	(174)	26% (196)	760
2018 House Vote: Republican	37%	(260)	29%	(205)	34% (236)	701
2018 House Vote: Someone else	36%	(36)	19%	(19)	46% (46)	101

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Table HR1: Which of the following is closest to your opinion, even if neither is exactly right?

Demographic	After a TV show series finale, a movie continuing the story gives fans more closure.		After a TV show series finale, a movie continuing the story takes away from the original TV show finale.		Don't know / No opinion	Total N
Adults	44%	(968)	25%	(558)	31% (674)	2200
2016 Vote: Hillary Clinton	51%	(345)	24%	(163)	25% (168)	676
2016 Vote: Donald Trump	38%	(284)	26%	(195)	35% (261)	740
2016 Vote: Other	45%	(80)	24%	(42)	31% (56)	178
2016 Vote: Didn't Vote	43%	(258)	26%	(156)	31% (189)	604
Voted in 2014: Yes	45%	(621)	24%	(336)	31% (433)	1390
Voted in 2014: No	43%	(347)	27%	(222)	30% (241)	810
2012 Vote: Barack Obama	51%	(411)	23%	(181)	26% (211)	803
2012 Vote: Mitt Romney	37%	(218)	27%	(162)	36% (209)	589
2012 Vote: Other	40%	(38)	23%	(22)	38% (36)	96
2012 Vote: Didn't Vote	42%	(301)	27%	(192)	30% (216)	709
4-Region: Northeast	48%	(189)	27%	(106)	25% (99)	394
4-Region: Midwest	38%	(176)	24%	(111)	38% (175)	462
4-Region: South	44%	(360)	26%	(218)	30% (246)	824
4-Region: West	47%	(243)	24%	(124)	29% (153)	520
Watch TV: Every day	48%	(501)	27%	(286)	25% (267)	1054
Watch TV: Several times per week	43%	(229)	28%	(148)	28% (150)	527
Watch TV: About once per week	41%	(68)	29%	(49)	30% (50)	168
Watch TV: Several times per month	40%	(50)	22%	(27)	38% (47)	124
Watch TV: About once per month	44%	(29)	13%	(9)	43% (29)	67
Watch TV: Less often than once per month	39%	(35)	17%	(15)	44% (40)	89
Watch TV: Never	33%	(56)	14%	(24)	54% (91)	171
Watch Movies: Every day	54%	(192)	23%	(83)	23% (83)	358
Watch Movies: Several times per week	49%	(272)	27%	(149)	25% (138)	558
Watch Movies: About once per week	42%	(151)	33%	(117)	25% (88)	357
Watch Movies: Several times per month	44%	(138)	25%	(79)	31% (98)	315
Watch Movies: About once per month	43%	(94)	23%	(50)	33% (72)	216
Watch Movies: Less often than once per month	35%	(73)	23%	(46)	42% (87)	206
Watch Movies: Never	26%	(49)	17%	(33)	57% (107)	189

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Table HR1: Which of the following is closest to your opinion, even if neither is exactly right?

Demographic	After a TV show series finale, a movie continuing the story gives fans more closure.		After a TV show series finale, a movie continuing the story takes away from the original TV show finale.		Don't know / No opinion	Total N
Adults	44%	(968)	25%	(558)	31% (674)	2200
Watch Sporting Events: Every day	49%	(79)	28%	(46)	23% (37)	162
Watch Sporting Events: Several times per week	45%	(179)	30%	(119)	26% (104)	402
Watch Sporting Events: About once per week	45%	(158)	25%	(89)	29% (103)	350
Watch Sporting Events: Several times per month	46%	(68)	25%	(37)	29% (44)	149
Watch Sporting Events: About once per month	41%	(53)	35%	(45)	24% (30)	128
Watch Sporting Events: Less often than once per month	45%	(132)	18%	(53)	36% (105)	290
Watch Sporting Events: Never	42%	(299)	24%	(170)	35% (251)	720
Cable TV: Currently subscribe	46%	(449)	23%	(230)	31% (306)	986
Cable TV: Subscribed in past	45%	(379)	27%	(223)	28% (240)	842
Cable TV: Never subscribed	38%	(140)	28%	(104)	35% (129)	372
Satellite TV: Currently subscribe	46%	(191)	22%	(89)	32% (133)	412
Satellite TV: Subscribed in past	48%	(323)	26%	(172)	26% (175)	670
Satellite TV: Never subscribed	41%	(455)	27%	(297)	33% (366)	1118
Streaming Services: Currently subscribe	50%	(661)	27%	(357)	24% (313)	1331
Streaming Services: Subscribed in past	41%	(93)	21%	(48)	38% (85)	227
Streaming Services: Never subscribed	33%	(214)	24%	(152)	43% (276)	642
Film: An avid fan	54%	(418)	25%	(192)	21% (158)	768
Film: A casual fan	42%	(500)	27%	(322)	31% (369)	1191
Film: Not a fan	21%	(50)	18%	(44)	61% (147)	241
Television: An avid fan	51%	(552)	25%	(277)	24% (259)	1088
Television: A casual fan	38%	(369)	26%	(255)	35% (340)	964
Television: Not a fan	32%	(47)	17%	(25)	51% (76)	148
Music: An avid fan	48%	(579)	26%	(314)	26% (309)	1201
Music: A casual fan	41%	(364)	25%	(221)	34% (307)	892
Music: Not a fan	24%	(25)	22%	(23)	55% (59)	107
Fashion: An avid fan	54%	(161)	26%	(78)	19% (58)	297
Fashion: A casual fan	47%	(452)	26%	(254)	27% (261)	967
Fashion: Not a fan	38%	(355)	24%	(225)	38% (356)	936

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Table HR1: Which of the following is closest to your opinion, even if neither is exactly right?

Demographic	After a TV show series finale, a movie continuing the story gives fans more closure.	After a TV show series finale, a movie continuing the story takes away from the original TV show finale.	Don't know / No opinion	Total N
Adults	44% (968)	25% (558)	31% (674)	2200
Breaking Bad Fan	53% (527)	27% (266)	20% (192)	985
Downton Abbey Fan	54% (312)	23% (134)	23% (130)	575
Deadwood Fan	53% (255)	26% (128)	21% (102)	484

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

Table HR2_1: Do the following make you more or less likely to see a movie based on a TV show?
The TV show's original cast is involved

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	45% (998)	32% (712)	7% (147)	3% (71)	12% (272)	2200
Gender: Male	41% (436)	34% (361)	8% (82)	4% (38)	14% (145)	1062
Gender: Female	49% (562)	31% (351)	6% (65)	3% (33)	11% (127)	1138
Age: 18-29	52% (226)	25% (110)	7% (29)	2% (10)	14% (63)	438
Age: 30-44	54% (309)	29% (164)	5% (31)	3% (19)	9% (52)	575
Age: 45-54	42% (159)	37% (142)	9% (33)	4% (16)	9% (34)	382
Age: 55-64	43% (160)	36% (134)	6% (21)	4% (14)	11% (40)	369
Age: 65+	33% (145)	37% (162)	8% (33)	3% (13)	19% (84)	436
Generation Z: 18-22	50% (85)	19% (32)	7% (12)	3% (5)	21% (35)	168
Millennial: Age 23-38	52% (344)	28% (185)	6% (39)	4% (23)	10% (68)	658
Generation X: Age 39-54	47% (265)	35% (199)	7% (42)	3% (17)	8% (46)	569
Boomers: Age 55-73	41% (289)	36% (260)	7% (48)	3% (24)	13% (91)	712
PID: Dem (no lean)	48% (357)	32% (233)	9% (64)	2% (17)	9% (66)	738
PID: Ind (no lean)	46% (354)	30% (232)	5% (42)	3% (24)	15% (118)	771
PID: Rep (no lean)	41% (287)	36% (246)	6% (41)	4% (30)	13% (87)	692
PID/Gender: Dem Men	41% (131)	38% (122)	12% (39)	3% (9)	6% (18)	318
PID/Gender: Dem Women	54% (226)	27% (112)	6% (25)	2% (8)	12% (49)	419
PID/Gender: Ind Men	42% (156)	31% (113)	6% (21)	2% (9)	19% (70)	371
PID/Gender: Ind Women	49% (198)	30% (119)	5% (21)	4% (15)	12% (47)	400
PID/Gender: Rep Men	40% (149)	34% (126)	6% (22)	5% (20)	15% (57)	373
PID/Gender: Rep Women	43% (138)	38% (121)	6% (19)	3% (10)	10% (31)	318
Ideo: Liberal (1-3)	54% (312)	31% (179)	6% (34)	1% (5)	9% (50)	581
Ideo: Moderate (4)	42% (211)	36% (180)	8% (42)	5% (27)	9% (46)	507
Ideo: Conservative (5-7)	42% (326)	33% (254)	8% (58)	4% (27)	14% (109)	775
Educ: < College	47% (704)	31% (464)	7% (103)	3% (53)	12% (189)	1512
Educ: Bachelors degree	43% (191)	36% (158)	7% (30)	3% (14)	11% (50)	444
Educ: Post-grad	43% (104)	37% (90)	5% (13)	2% (4)	13% (33)	244

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Table HR2_1: Do the following make you more or less likely to see a movie based on a TV show?
The TV show's original cast is involved

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	45% (998)	32% (712)	7% (147)	3% (71)	12% (272)	2200
Income: Under 50k	46% (591)	29% (374)	7% (94)	3% (43)	14% (173)	1274
Income: 50k-100k	45% (322)	37% (264)	5% (38)	3% (24)	9% (64)	712
Income: 100k+	40% (85)	34% (74)	7% (15)	2% (5)	16% (35)	213
Ethnicity: White	45% (769)	35% (598)	6% (102)	3% (49)	12% (205)	1722
Ethnicity: Hispanic	49% (171)	26% (90)	10% (33)	6% (20)	10% (36)	349
Ethnicity: Afr. Am.	49% (134)	21% (56)	8% (22)	6% (18)	16% (45)	274
Ethnicity: Other	47% (95)	28% (58)	11% (23)	2% (5)	11% (23)	204
All Christian	44% (419)	33% (314)	8% (74)	3% (32)	12% (115)	954
All Non-Christian	41% (30)	31% (23)	6% (4)	3% (2)	20% (15)	75
Atheist	59% (61)	32% (33)	— (0)	— (0)	9% (10)	104
Agnostic/Nothing in particular	46% (488)	32% (342)	6% (69)	3% (37)	12% (132)	1068
Religious Non-Protestant/Catholic	42% (43)	31% (32)	7% (7)	3% (3)	17% (17)	103
Evangelical	47% (287)	30% (186)	8% (49)	3% (18)	12% (74)	615
Non-Evangelical	45% (341)	34% (261)	6% (49)	4% (32)	11% (81)	764
Community: Urban	46% (248)	28% (150)	8% (43)	4% (23)	13% (69)	533
Community: Suburban	47% (478)	33% (338)	7% (71)	2% (22)	12% (118)	1026
Community: Rural	43% (273)	35% (223)	5% (33)	4% (27)	13% (84)	640
Employ: Private Sector	46% (325)	36% (260)	6% (46)	3% (23)	8% (60)	714
Employ: Government	46% (57)	34% (41)	5% (6)	3% (4)	12% (15)	122
Employ: Self-Employed	46% (97)	31% (66)	5% (10)	2% (4)	16% (35)	212
Employ: Homemaker	52% (79)	30% (45)	6% (9)	3% (4)	9% (13)	150
Employ: Retired	34% (169)	37% (182)	8% (40)	4% (19)	18% (87)	496
Employ: Unemployed	56% (135)	20% (49)	8% (20)	3% (8)	13% (31)	244
Employ: Other	50% (90)	28% (51)	5% (8)	3% (6)	15% (27)	182
Military HH: Yes	38% (142)	35% (133)	7% (26)	3% (10)	17% (65)	376
Military HH: No	47% (856)	32% (579)	7% (121)	3% (61)	11% (207)	1824
RD/WT: Right Direction	41% (338)	35% (284)	7% (58)	4% (36)	13% (108)	824
RD/WT: Wrong Track	48% (660)	31% (427)	6% (89)	3% (36)	12% (164)	1376
Trump Job Approve	41% (366)	35% (314)	7% (58)	4% (32)	14% (121)	891
Trump Job Disapprove	49% (583)	31% (366)	7% (88)	3% (36)	10% (125)	1197

Continued on next page

**Table HR2_1: Do the following make you more or less likely to see a movie based on a TV show?
The TV show's original cast is involved**

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	45% (998)	32% (712)	7% (147)	3% (71)	12% (272)	2200
Trump Job Strongly Approve	41% (207)	32% (165)	8% (40)	6% (28)	14% (70)	510
Trump Job Somewhat Approve	42% (160)	39% (148)	5% (18)	1% (4)	13% (51)	381
Trump Job Somewhat Disapprove	45% (121)	30% (82)	9% (25)	6% (17)	9% (26)	270
Trump Job Strongly Disapprove	50% (462)	31% (284)	7% (63)	2% (19)	11% (100)	927
Favorable of Trump	42% (370)	34% (304)	7% (60)	4% (34)	13% (115)	884
Unfavorable of Trump	49% (577)	31% (373)	7% (84)	3% (31)	10% (121)	1186
Very Favorable of Trump	42% (220)	32% (169)	7% (37)	5% (28)	12% (64)	519
Somewhat Favorable of Trump	41% (150)	37% (136)	6% (23)	2% (6)	14% (51)	365
Somewhat Unfavorable of Trump	45% (94)	40% (83)	6% (13)	1% (3)	7% (16)	208
Very Unfavorable of Trump	49% (483)	30% (291)	7% (71)	3% (28)	11% (105)	978
#1 Issue: Economy	45% (250)	34% (186)	7% (38)	3% (17)	11% (58)	549
#1 Issue: Security	39% (167)	36% (151)	9% (39)	4% (16)	12% (51)	424
#1 Issue: Health Care	50% (190)	31% (119)	5% (18)	2% (9)	11% (43)	380
#1 Issue: Medicare / Social Security	38% (120)	35% (110)	8% (24)	4% (14)	15% (49)	316
#1 Issue: Women's Issues	55% (69)	27% (34)	6% (7)	3% (4)	9% (11)	125
#1 Issue: Education	53% (65)	28% (34)	5% (6)	6% (7)	9% (11)	123
#1 Issue: Energy	52% (82)	30% (47)	5% (8)	1% (2)	12% (18)	157
#1 Issue: Other	44% (55)	23% (29)	6% (7)	3% (3)	24% (30)	125
2018 House Vote: Democrat	48% (363)	32% (243)	7% (53)	2% (18)	11% (83)	760
2018 House Vote: Republican	42% (295)	36% (252)	6% (42)	4% (29)	12% (84)	701
2018 House Vote: Someone else	40% (41)	38% (38)	4% (4)	— (0)	17% (17)	101
2016 Vote: Hillary Clinton	48% (325)	33% (224)	7% (45)	2% (14)	10% (68)	676
2016 Vote: Donald Trump	40% (297)	37% (272)	7% (50)	4% (27)	13% (94)	740
2016 Vote: Other	49% (88)	32% (57)	4% (7)	5% (9)	9% (17)	178
2016 Vote: Didn't Vote	48% (287)	26% (159)	7% (44)	3% (21)	15% (92)	604
Voted in 2014: Yes	45% (623)	34% (477)	6% (84)	3% (44)	12% (162)	1390
Voted in 2014: No	46% (375)	29% (235)	8% (63)	3% (27)	14% (110)	810

Continued on next page

Table HR2_1: Do the following make you more or less likely to see a movie based on a TV show?
The TV show's original cast is involved

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	45% (998)	32% (712)	7% (147)	3% (71)	12% (272)	2200
2012 Vote: Barack Obama	49% (396)	31% (248)	7% (53)	3% (21)	11% (85)	803
2012 Vote: Mitt Romney	43% (253)	36% (214)	5% (27)	4% (23)	12% (71)	589
2012 Vote: Other	28% (27)	43% (41)	8% (8)	3% (3)	18% (17)	96
2012 Vote: Didn't Vote	45% (322)	29% (208)	8% (58)	3% (25)	14% (96)	709
4-Region: Northeast	47% (187)	31% (121)	8% (31)	3% (11)	11% (44)	394
4-Region: Midwest	42% (196)	34% (158)	6% (25)	5% (21)	13% (62)	462
4-Region: South	47% (387)	31% (258)	7% (60)	3% (24)	12% (95)	824
4-Region: West	44% (229)	33% (174)	6% (31)	3% (16)	14% (70)	520
Watch TV: Every day	54% (567)	31% (329)	5% (54)	2% (23)	8% (81)	1054
Watch TV: Several times per week	46% (244)	34% (181)	6% (34)	2% (13)	11% (56)	527
Watch TV: About once per week	38% (63)	31% (51)	13% (22)	2% (4)	16% (27)	168
Watch TV: Several times per month	28% (34)	38% (48)	15% (18)	4% (4)	16% (20)	124
Watch TV: About once per month	21% (14)	40% (27)	3% (2)	9% (6)	27% (18)	67
Watch TV: Less often than once per month	22% (20)	38% (34)	7% (6)	12% (11)	20% (18)	89
Watch TV: Never	33% (56)	25% (42)	6% (10)	6% (10)	31% (52)	171
Watch Movies: Every day	57% (203)	25% (89)	6% (22)	4% (13)	8% (30)	358
Watch Movies: Several times per week	53% (295)	31% (172)	7% (39)	3% (16)	7% (37)	558
Watch Movies: About once per week	49% (174)	35% (126)	5% (19)	2% (7)	9% (31)	357
Watch Movies: Several times per month	42% (131)	37% (117)	6% (19)	5% (15)	10% (33)	315
Watch Movies: About once per month	33% (71)	40% (87)	7% (16)	2% (5)	17% (37)	216
Watch Movies: Less often than once per month	35% (72)	35% (72)	8% (16)	3% (5)	20% (40)	206
Watch Movies: Never	28% (53)	25% (47)	8% (15)	5% (10)	34% (64)	189
Watch Sporting Events: Every day	50% (81)	25% (41)	4% (7)	10% (16)	10% (17)	162
Watch Sporting Events: Several times per week	42% (170)	40% (160)	8% (32)	1% (4)	9% (37)	402
Watch Sporting Events: About once per week	49% (171)	31% (110)	6% (20)	2% (6)	12% (42)	350
Watch Sporting Events: Several times per month	32% (48)	49% (72)	11% (17)	— (0)	8% (11)	149
Watch Sporting Events: About once per month	43% (56)	36% (46)	8% (11)	3% (4)	9% (11)	128
Watch Sporting Events: Less often than once per month	55% (159)	31% (89)	4% (12)	3% (9)	7% (21)	290
Watch Sporting Events: Never	44% (313)	27% (194)	7% (49)	4% (31)	18% (133)	720

Continued on next page

**Table HR2_1: Do the following make you more or less likely to see a movie based on a TV show?
The TV show's original cast is involved**

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	45% (998)	32% (712)	7% (147)	3% (71)	12% (272)	2200
Cable TV: Currently subscribe	44% (434)	34% (333)	7% (65)	4% (36)	12% (118)	986
Cable TV: Subscribed in past	48% (401)	33% (274)	7% (56)	3% (22)	10% (88)	842
Cable TV: Never subscribed	44% (163)	28% (105)	7% (25)	4% (13)	18% (66)	372
Satellite TV: Currently subscribe	39% (160)	35% (143)	6% (26)	6% (24)	14% (59)	412
Satellite TV: Subscribed in past	52% (351)	30% (204)	7% (44)	2% (10)	9% (61)	670
Satellite TV: Never subscribed	44% (487)	33% (365)	7% (77)	3% (38)	14% (152)	1118
Streaming Services: Currently subscribe	51% (686)	32% (431)	5% (73)	2% (27)	9% (115)	1331
Streaming Services: Subscribed in past	34% (76)	35% (80)	13% (29)	5% (11)	14% (31)	227
Streaming Services: Never subscribed	37% (236)	31% (200)	7% (45)	5% (34)	20% (126)	642
Film: An avid fan	59% (454)	27% (208)	6% (47)	3% (22)	5% (38)	768
Film: A casual fan	40% (480)	37% (442)	7% (80)	3% (36)	13% (152)	1191
Film: Not a fan	27% (64)	26% (62)	8% (19)	6% (14)	34% (82)	241
Television: An avid fan	55% (603)	29% (316)	5% (58)	3% (28)	8% (82)	1088
Television: A casual fan	37% (359)	37% (361)	8% (79)	3% (30)	14% (135)	964
Television: Not a fan	24% (35)	23% (35)	7% (10)	9% (13)	37% (55)	148
Music: An avid fan	52% (630)	30% (356)	6% (70)	3% (41)	9% (104)	1201
Music: A casual fan	39% (350)	36% (319)	7% (64)	3% (30)	14% (129)	892
Music: Not a fan	17% (18)	34% (37)	12% (13)	1% (1)	36% (38)	107
Fashion: An avid fan	54% (161)	27% (81)	7% (20)	2% (7)	10% (29)	297
Fashion: A casual fan	50% (485)	30% (291)	6% (61)	3% (31)	10% (99)	967
Fashion: Not a fan	38% (352)	36% (340)	7% (67)	4% (34)	15% (144)	936
Breaking Bad Fan	53% (523)	32% (315)	6% (57)	3% (28)	6% (62)	985
Downton Abbey Fan	54% (313)	31% (178)	5% (28)	2% (9)	8% (48)	575
Deadwood Fan	48% (234)	33% (161)	8% (37)	4% (18)	7% (34)	484

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

Table HR2_2: Do the following make you more or less likely to see a movie based on a TV show?
 New characters are introduced

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (196)	30% (661)	25% (540)	12% (265)	24% (537)	2200
Gender: Male	10% (102)	33% (346)	22% (235)	11% (118)	25% (261)	1062
Gender: Female	8% (94)	28% (315)	27% (306)	13% (147)	24% (276)	1138
Age: 18-29	13% (58)	28% (124)	25% (109)	15% (66)	18% (80)	438
Age: 30-44	13% (72)	31% (176)	24% (137)	11% (61)	22% (129)	575
Age: 45-54	7% (28)	33% (126)	26% (101)	9% (35)	24% (92)	382
Age: 55-64	6% (23)	30% (109)	27% (101)	11% (41)	26% (95)	369
Age: 65+	3% (15)	29% (126)	21% (93)	14% (62)	32% (141)	436
Generation Z: 18-22	12% (20)	25% (42)	25% (42)	14% (24)	23% (39)	168
Millennial: Age 23-38	13% (87)	32% (208)	22% (145)	13% (85)	20% (132)	658
Generation X: Age 39-54	9% (51)	31% (175)	28% (159)	9% (52)	23% (130)	569
Boomers: Age 55-73	5% (36)	30% (216)	25% (177)	13% (93)	27% (189)	712
PID: Dem (no lean)	12% (90)	31% (232)	24% (178)	10% (77)	22% (160)	738
PID: Ind (no lean)	8% (61)	28% (215)	23% (181)	12% (96)	28% (219)	771
PID: Rep (no lean)	7% (46)	31% (213)	26% (182)	13% (92)	23% (158)	692
PID/Gender: Dem Men	13% (43)	38% (120)	22% (70)	9% (28)	18% (57)	318
PID/Gender: Dem Women	11% (47)	27% (112)	26% (108)	12% (49)	25% (103)	419
PID/Gender: Ind Men	8% (30)	29% (107)	20% (72)	11% (42)	32% (120)	371
PID/Gender: Ind Women	8% (31)	27% (108)	27% (108)	13% (54)	25% (99)	400
PID/Gender: Rep Men	8% (30)	32% (119)	25% (93)	13% (47)	23% (84)	373
PID/Gender: Rep Women	5% (16)	30% (95)	28% (89)	14% (45)	23% (74)	318
Ideo: Liberal (1-3)	9% (55)	30% (173)	24% (139)	11% (65)	26% (148)	581
Ideo: Moderate (4)	11% (53)	30% (153)	27% (136)	12% (63)	20% (101)	507
Ideo: Conservative (5-7)	7% (52)	30% (232)	24% (187)	14% (106)	26% (198)	775
Educ: < College	10% (155)	32% (484)	23% (353)	12% (182)	22% (337)	1512
Educ: Bachelors degree	7% (29)	28% (122)	26% (116)	12% (55)	27% (122)	444
Educ: Post-grad	5% (12)	22% (54)	29% (71)	11% (28)	32% (79)	244

Continued on next page

Table HR2_2: Do the following make you more or less likely to see a movie based on a TV show?

New characters are introduced

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (196)	30% (661)	25% (540)	12% (265)	24% (537)	2200
Income: Under 50k	10% (129)	30% (382)	23% (287)	13% (167)	24% (309)	1274
Income: 50k-100k	7% (48)	31% (220)	27% (195)	12% (85)	23% (163)	712
Income: 100k+	9% (19)	28% (59)	27% (58)	6% (13)	30% (65)	213
Ethnicity: White	7% (127)	30% (523)	26% (442)	12% (200)	25% (430)	1722
Ethnicity: Hispanic	15% (51)	32% (112)	27% (94)	10% (34)	17% (58)	349
Ethnicity: Afr. Am.	18% (49)	29% (81)	16% (45)	15% (42)	21% (58)	274
Ethnicity: Other	10% (20)	28% (57)	26% (54)	11% (23)	24% (49)	204
All Christian	8% (75)	31% (292)	26% (244)	12% (114)	24% (229)	954
All Non-Christian	10% (8)	30% (23)	14% (10)	14% (10)	32% (24)	75
Atheist	13% (14)	21% (22)	29% (31)	12% (12)	25% (26)	104
Agnostic/Nothing in particular	9% (100)	30% (324)	24% (256)	12% (129)	24% (258)	1068
Religious Non-Protestant/Catholic	8% (8)	32% (33)	18% (19)	11% (12)	31% (32)	103
Evangelical	12% (72)	29% (181)	24% (148)	12% (72)	23% (142)	615
Non-Evangelical	7% (53)	32% (244)	25% (191)	13% (99)	23% (178)	764
Community: Urban	13% (68)	27% (143)	22% (120)	13% (67)	26% (136)	533
Community: Suburban	8% (82)	30% (312)	25% (259)	13% (131)	24% (243)	1026
Community: Rural	7% (46)	32% (207)	25% (162)	11% (68)	25% (158)	640
Employ: Private Sector	9% (64)	33% (238)	26% (183)	12% (85)	20% (144)	714
Employ: Government	11% (13)	23% (28)	31% (38)	10% (12)	25% (31)	122
Employ: Self-Employed	10% (21)	27% (58)	22% (48)	13% (27)	28% (60)	212
Employ: Homemaker	9% (14)	32% (48)	22% (34)	13% (20)	23% (35)	150
Employ: Retired	5% (23)	28% (140)	22% (108)	13% (64)	32% (160)	496
Employ: Unemployed	11% (26)	30% (72)	24% (58)	12% (29)	24% (58)	244
Employ: Other	14% (26)	29% (53)	26% (47)	9% (16)	22% (41)	182
Military HH: Yes	5% (19)	30% (115)	27% (100)	12% (46)	26% (97)	376
Military HH: No	10% (177)	30% (546)	24% (440)	12% (219)	24% (441)	1824
RD/WT: Right Direction	10% (80)	32% (265)	23% (191)	13% (107)	22% (182)	824
RD/WT: Wrong Track	8% (116)	29% (396)	25% (350)	12% (158)	26% (356)	1376
Trump Job Approve	8% (74)	32% (281)	24% (215)	12% (111)	24% (210)	891
Trump Job Disapprove	9% (113)	29% (342)	26% (313)	12% (140)	24% (291)	1197

Continued on next page

Table HR2_2: Do the following make you more or less likely to see a movie based on a TV show?

New characters are introduced

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (196)	30% (661)	25% (540)	12% (265)	24% (537)	2200
Trump Job Strongly Approve	9% (45)	29% (150)	23% (116)	15% (78)	24% (121)	510
Trump Job Somewhat Approve	8% (30)	34% (131)	26% (99)	9% (33)	23% (88)	381
Trump Job Somewhat Disapprove	6% (16)	31% (84)	30% (81)	13% (35)	20% (53)	270
Trump Job Strongly Disapprove	10% (97)	28% (258)	25% (231)	11% (105)	26% (237)	927
Favorable of Trump	8% (68)	32% (283)	25% (217)	13% (116)	23% (199)	884
Unfavorable of Trump	10% (117)	28% (337)	26% (303)	11% (133)	25% (295)	1186
Very Favorable of Trump	8% (43)	31% (163)	23% (120)	16% (80)	22% (112)	519
Somewhat Favorable of Trump	7% (25)	33% (121)	26% (97)	10% (36)	24% (87)	365
Somewhat Unfavorable of Trump	7% (15)	32% (67)	27% (57)	9% (18)	25% (52)	208
Very Unfavorable of Trump	10% (102)	28% (270)	25% (246)	12% (116)	25% (243)	978
#1 Issue: Economy	7% (40)	31% (172)	25% (136)	13% (71)	24% (130)	549
#1 Issue: Security	10% (42)	25% (108)	29% (123)	11% (48)	24% (103)	424
#1 Issue: Health Care	8% (32)	31% (119)	26% (99)	12% (44)	23% (87)	380
#1 Issue: Medicare / Social Security	8% (25)	35% (110)	19% (60)	12% (37)	27% (84)	316
#1 Issue: Women's Issues	13% (16)	27% (33)	24% (31)	15% (18)	22% (27)	125
#1 Issue: Education	11% (14)	35% (43)	24% (30)	11% (13)	19% (23)	123
#1 Issue: Energy	12% (20)	28% (44)	28% (44)	12% (18)	20% (31)	157
#1 Issue: Other	7% (9)	25% (32)	15% (18)	12% (15)	41% (52)	125
2018 House Vote: Democrat	10% (75)	31% (238)	23% (177)	11% (83)	25% (187)	760
2018 House Vote: Republican	7% (48)	29% (204)	26% (184)	13% (92)	25% (173)	701
2018 House Vote: Someone else	7% (7)	28% (28)	28% (29)	7% (7)	30% (30)	101
2016 Vote: Hillary Clinton	12% (81)	30% (201)	23% (157)	11% (73)	24% (165)	676
2016 Vote: Donald Trump	6% (46)	30% (221)	26% (191)	13% (96)	25% (187)	740
2016 Vote: Other	4% (7)	30% (53)	30% (54)	11% (19)	25% (44)	178
2016 Vote: Didn't Vote	10% (63)	31% (186)	23% (138)	13% (76)	23% (141)	604
Voted in 2014: Yes	9% (127)	30% (412)	25% (349)	11% (157)	25% (345)	1390
Voted in 2014: No	9% (70)	31% (248)	24% (192)	13% (108)	24% (193)	810

Continued on next page

Table HR2_2: Do the following make you more or less likely to see a movie based on a TV show?

New characters are introduced

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (196)	30% (661)	25% (540)	12% (265)	24% (537)	2200
2012 Vote: Barack Obama	11% (86)	32% (257)	22% (177)	10% (83)	25% (200)	803
2012 Vote: Mitt Romney	6% (37)	27% (157)	28% (166)	12% (73)	26% (156)	589
2012 Vote: Other	— (0)	31% (30)	34% (33)	11% (10)	24% (23)	96
2012 Vote: Didn't Vote	10% (73)	31% (217)	23% (164)	14% (98)	22% (156)	709
4-Region: Northeast	11% (44)	32% (127)	21% (84)	12% (46)	24% (93)	394
4-Region: Midwest	6% (26)	30% (137)	26% (118)	11% (50)	28% (131)	462
4-Region: South	10% (79)	29% (243)	23% (193)	13% (109)	24% (200)	824
4-Region: West	9% (46)	30% (155)	28% (144)	12% (60)	22% (114)	520
Watch TV: Every day	11% (117)	32% (332)	27% (283)	11% (117)	19% (205)	1054
Watch TV: Several times per week	7% (35)	34% (182)	23% (122)	11% (58)	25% (130)	527
Watch TV: About once per week	7% (12)	32% (54)	26% (44)	13% (22)	22% (36)	168
Watch TV: Several times per month	8% (10)	19% (24)	29% (36)	14% (17)	30% (37)	124
Watch TV: About once per month	6% (4)	32% (22)	19% (13)	8% (5)	35% (23)	67
Watch TV: Less often than once per month	3% (3)	19% (17)	24% (22)	19% (17)	34% (31)	89
Watch TV: Never	9% (16)	18% (31)	13% (22)	16% (28)	44% (75)	171
Watch Movies: Every day	17% (60)	30% (106)	23% (84)	14% (51)	16% (57)	358
Watch Movies: Several times per week	12% (68)	37% (209)	22% (124)	10% (56)	18% (101)	558
Watch Movies: About once per week	5% (19)	34% (121)	27% (97)	12% (41)	22% (78)	357
Watch Movies: Several times per month	5% (17)	31% (98)	28% (87)	12% (39)	24% (75)	315
Watch Movies: About once per month	4% (9)	30% (65)	30% (65)	11% (24)	25% (54)	216
Watch Movies: Less often than once per month	6% (13)	14% (30)	24% (49)	14% (29)	42% (86)	206
Watch Movies: Never	5% (10)	17% (33)	19% (35)	14% (26)	45% (86)	189
Watch Sporting Events: Every day	17% (27)	30% (49)	26% (42)	11% (19)	15% (25)	162
Watch Sporting Events: Several times per week	10% (42)	33% (132)	23% (93)	10% (41)	23% (94)	402
Watch Sporting Events: About once per week	8% (28)	32% (113)	25% (87)	13% (45)	22% (76)	350
Watch Sporting Events: Several times per month	10% (14)	37% (55)	25% (38)	7% (11)	21% (31)	149
Watch Sporting Events: About once per month	11% (13)	30% (39)	28% (35)	9% (12)	22% (29)	128
Watch Sporting Events: Less often than once per month	6% (16)	32% (94)	28% (80)	14% (39)	21% (61)	290
Watch Sporting Events: Never	8% (54)	25% (179)	23% (165)	14% (98)	31% (222)	720

Continued on next page

Table HR2_2: Do the following make you more or less likely to see a movie based on a TV show?
New characters are introduced

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (196)	30% (661)	25% (540)	12% (265)	24% (537)	2200
Cable TV: Currently subscribe	8% (82)	30% (300)	25% (242)	13% (125)	24% (237)	986
Cable TV: Subscribed in past	8% (64)	30% (255)	27% (223)	12% (103)	23% (197)	842
Cable TV: Never subscribed	13% (50)	29% (106)	20% (75)	10% (37)	28% (104)	372
Satellite TV: Currently subscribe	10% (39)	32% (133)	21% (88)	10% (43)	27% (110)	412
Satellite TV: Subscribed in past	10% (64)	32% (215)	29% (193)	11% (73)	19% (124)	670
Satellite TV: Never subscribed	8% (93)	28% (313)	23% (260)	13% (149)	27% (304)	1118
Streaming Services: Currently subscribe	10% (129)	32% (426)	25% (336)	12% (164)	21% (276)	1331
Streaming Services: Subscribed in past	9% (21)	30% (67)	27% (62)	10% (22)	24% (54)	227
Streaming Services: Never subscribed	7% (47)	26% (167)	22% (143)	12% (79)	32% (207)	642
Film: An avid fan	14% (107)	36% (279)	21% (158)	12% (89)	18% (135)	768
Film: A casual fan	7% (78)	29% (350)	28% (332)	11% (134)	25% (297)	1191
Film: Not a fan	5% (12)	13% (31)	21% (51)	17% (42)	44% (105)	241
Television: An avid fan	12% (134)	35% (380)	22% (235)	11% (123)	20% (216)	1088
Television: A casual fan	6% (56)	26% (254)	29% (283)	12% (117)	26% (254)	964
Television: Not a fan	4% (6)	18% (27)	15% (22)	17% (26)	45% (67)	148
Music: An avid fan	12% (141)	33% (398)	23% (276)	14% (163)	19% (224)	1201
Music: A casual fan	5% (48)	28% (246)	27% (242)	10% (93)	30% (263)	892
Music: Not a fan	7% (8)	15% (16)	21% (23)	9% (9)	47% (50)	107
Fashion: An avid fan	20% (60)	33% (98)	15% (45)	12% (37)	19% (57)	297
Fashion: A casual fan	8% (79)	32% (309)	27% (257)	12% (115)	21% (207)	967
Fashion: Not a fan	6% (57)	27% (254)	25% (238)	12% (113)	29% (274)	936
Breaking Bad Fan	13% (132)	36% (354)	23% (224)	10% (96)	18% (179)	985
Downton Abbey Fan	12% (68)	34% (196)	26% (147)	9% (54)	19% (109)	575
Deadwood Fan	14% (66)	38% (184)	22% (105)	9% (45)	17% (84)	484

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

Table HR2_3: Do the following make you more or less likely to see a movie based on a TV show?
You are a fan of the actors

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	36% (799)	39% (853)	8% (173)	4% (93)	13% (282)	2200
Gender: Male	30% (322)	41% (436)	9% (96)	5% (57)	14% (151)	1062
Gender: Female	42% (477)	37% (417)	7% (77)	3% (37)	11% (131)	1138
Age: 18-29	43% (186)	32% (140)	7% (30)	4% (18)	15% (64)	438
Age: 30-44	43% (246)	37% (214)	7% (42)	4% (23)	9% (49)	575
Age: 45-54	38% (146)	38% (144)	10% (39)	3% (12)	11% (41)	382
Age: 55-64	31% (115)	44% (163)	8% (29)	6% (21)	11% (41)	369
Age: 65+	24% (105)	44% (192)	7% (33)	5% (20)	20% (87)	436
Generation Z: 18-22	36% (60)	36% (61)	6% (10)	3% (6)	19% (31)	168
Millennial: Age 23-38	43% (285)	34% (221)	8% (51)	4% (29)	11% (71)	658
Generation X: Age 39-54	41% (233)	38% (216)	9% (51)	3% (17)	9% (52)	569
Boomers: Age 55-73	29% (208)	45% (321)	7% (50)	5% (37)	13% (95)	712
PID: Dem (no lean)	40% (292)	39% (289)	8% (59)	3% (24)	10% (73)	738
PID: Ind (no lean)	35% (268)	39% (300)	6% (50)	3% (27)	16% (126)	771
PID: Rep (no lean)	35% (239)	38% (264)	9% (64)	6% (42)	12% (82)	692
PID/Gender: Dem Men	31% (98)	48% (152)	11% (36)	4% (12)	7% (21)	318
PID/Gender: Dem Women	46% (194)	33% (137)	5% (23)	3% (13)	13% (53)	419
PID/Gender: Ind Men	30% (110)	37% (139)	7% (24)	4% (15)	22% (83)	371
PID/Gender: Ind Women	39% (158)	40% (162)	6% (25)	3% (12)	11% (44)	400
PID/Gender: Rep Men	31% (114)	39% (146)	10% (36)	8% (30)	13% (47)	373
PID/Gender: Rep Women	39% (125)	37% (118)	9% (29)	4% (12)	11% (34)	318
Ideo: Liberal (1-3)	43% (251)	41% (236)	6% (37)	2% (12)	8% (45)	581
Ideo: Moderate (4)	33% (169)	42% (213)	9% (44)	6% (31)	10% (49)	507
Ideo: Conservative (5-7)	32% (249)	39% (301)	9% (72)	5% (36)	15% (116)	775
Educ: < College	38% (576)	35% (535)	8% (126)	4% (67)	14% (208)	1512
Educ: Bachelors degree	33% (148)	46% (202)	8% (35)	4% (16)	10% (43)	444
Educ: Post-grad	31% (76)	47% (116)	5% (11)	4% (11)	12% (30)	244

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Table HR2_3: Do the following make you more or less likely to see a movie based on a TV show?

You are a fan of the actors

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	36% (799)	39% (853)	8% (173)	4% (93)	13% (282)	2200
Income: Under 50k	37% (471)	35% (452)	8% (102)	4% (54)	15% (195)	1274
Income: 50k-100k	36% (257)	43% (307)	8% (58)	4% (31)	8% (60)	712
Income: 100k+	33% (71)	44% (95)	6% (13)	4% (8)	12% (26)	213
Ethnicity: White	36% (614)	40% (697)	8% (131)	3% (58)	13% (223)	1722
Ethnicity: Hispanic	40% (139)	35% (121)	12% (41)	3% (10)	11% (38)	349
Ethnicity: Afr. Am.	44% (122)	24% (66)	9% (23)	10% (26)	13% (36)	274
Ethnicity: Other	31% (64)	44% (90)	9% (19)	4% (9)	11% (22)	204
All Christian	34% (322)	40% (385)	9% (88)	4% (37)	13% (121)	954
All Non-Christian	37% (28)	42% (31)	4% (3)	5% (4)	12% (9)	75
Atheist	37% (39)	38% (40)	5% (5)	5% (5)	14% (15)	104
Agnostic/Nothing in particular	38% (410)	37% (397)	7% (77)	4% (47)	13% (136)	1068
Religious Non-Protestant/Catholic	39% (40)	39% (40)	5% (5)	5% (5)	12% (13)	103
Evangelical	36% (221)	38% (237)	8% (48)	5% (29)	13% (80)	615
Non-Evangelical	38% (292)	39% (296)	8% (62)	4% (34)	10% (80)	764
Community: Urban	40% (215)	34% (184)	8% (43)	6% (29)	12% (62)	533
Community: Suburban	35% (362)	42% (427)	8% (78)	4% (37)	12% (123)	1026
Community: Rural	35% (222)	38% (243)	8% (52)	4% (27)	15% (97)	640
Employ: Private Sector	38% (273)	40% (284)	10% (73)	3% (24)	8% (60)	714
Employ: Government	35% (43)	41% (50)	3% (4)	8% (10)	12% (15)	122
Employ: Self-Employed	35% (73)	45% (95)	4% (9)	4% (10)	12% (25)	212
Employ: Homemaker	45% (67)	35% (52)	9% (13)	3% (5)	8% (13)	150
Employ: Retired	27% (134)	41% (205)	8% (38)	5% (25)	19% (94)	496
Employ: Unemployed	46% (112)	27% (66)	9% (21)	3% (8)	15% (36)	244
Employ: Other	39% (71)	37% (67)	7% (12)	4% (7)	14% (25)	182
Military HH: Yes	33% (126)	41% (153)	8% (32)	5% (17)	13% (49)	376
Military HH: No	37% (674)	38% (700)	8% (141)	4% (76)	13% (233)	1824
RD/WT: Right Direction	34% (278)	38% (311)	8% (69)	6% (50)	14% (116)	824
RD/WT: Wrong Track	38% (521)	39% (543)	8% (104)	3% (43)	12% (165)	1376
Trump Job Approve	34% (303)	39% (350)	8% (73)	5% (47)	13% (117)	891
Trump Job Disapprove	38% (461)	39% (462)	8% (99)	3% (41)	11% (135)	1197

Continued on next page

Table HR2_3: Do the following make you more or less likely to see a movie based on a TV show?
You are a fan of the actors

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	36% (799)	39% (853)	8% (173)	4% (93)	13% (282)	2200
Trump Job Strongly Approve	32% (165)	37% (187)	11% (58)	7% (35)	13% (65)	510
Trump Job Somewhat Approve	36% (138)	43% (163)	4% (15)	3% (12)	14% (52)	381
Trump Job Somewhat Disapprove	37% (99)	37% (100)	9% (24)	4% (10)	14% (37)	270
Trump Job Strongly Disapprove	39% (362)	39% (361)	8% (75)	3% (30)	11% (98)	927
Favorable of Trump	35% (311)	39% (341)	9% (76)	5% (44)	13% (112)	884
Unfavorable of Trump	38% (450)	40% (469)	8% (93)	4% (42)	11% (133)	1186
Very Favorable of Trump	35% (180)	36% (186)	12% (60)	7% (34)	11% (59)	519
Somewhat Favorable of Trump	36% (132)	42% (155)	4% (16)	3% (9)	15% (53)	365
Somewhat Unfavorable of Trump	32% (67)	45% (95)	7% (15)	4% (7)	12% (24)	208
Very Unfavorable of Trump	39% (382)	38% (374)	8% (78)	4% (34)	11% (109)	978
#1 Issue: Economy	36% (198)	42% (230)	9% (48)	4% (21)	10% (52)	549
#1 Issue: Security	32% (134)	39% (165)	9% (39)	5% (22)	15% (64)	424
#1 Issue: Health Care	39% (147)	36% (137)	11% (41)	2% (8)	12% (46)	380
#1 Issue: Medicare / Social Security	30% (96)	41% (131)	4% (12)	6% (18)	19% (60)	316
#1 Issue: Women's Issues	48% (60)	35% (44)	7% (9)	2% (2)	8% (10)	125
#1 Issue: Education	46% (56)	37% (46)	8% (10)	4% (5)	5% (6)	123
#1 Issue: Energy	42% (66)	35% (55)	6% (9)	3% (5)	14% (22)	157
#1 Issue: Other	33% (41)	37% (46)	5% (7)	8% (11)	17% (21)	125
2018 House Vote: Democrat	37% (282)	41% (313)	8% (60)	3% (22)	11% (83)	760
2018 House Vote: Republican	33% (234)	39% (277)	9% (63)	6% (41)	13% (88)	701
2018 House Vote: Someone else	21% (21)	46% (47)	8% (8)	6% (6)	19% (19)	101
2016 Vote: Hillary Clinton	39% (267)	42% (281)	7% (46)	3% (18)	9% (64)	676
2016 Vote: Donald Trump	31% (231)	39% (290)	9% (68)	6% (44)	15% (108)	740
2016 Vote: Other	32% (56)	46% (83)	9% (16)	4% (7)	9% (16)	178
2016 Vote: Didn't Vote	40% (244)	33% (199)	7% (43)	4% (24)	16% (94)	604
Voted in 2014: Yes	35% (489)	41% (572)	8% (109)	4% (61)	11% (160)	1390
Voted in 2014: No	38% (310)	35% (281)	8% (64)	4% (33)	15% (122)	810

Continued on next page

Table HR2_3: Do the following make you more or less likely to see a movie based on a TV show?
You are a fan of the actors

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	36% (799)	39% (853)	8% (173)	4% (93)	13% (282)	2200
2012 Vote: Barack Obama	40% (318)	41% (333)	5% (42)	4% (29)	10% (81)	803
2012 Vote: Mitt Romney	33% (192)	39% (232)	10% (56)	5% (28)	14% (81)	589
2012 Vote: Other	18% (17)	47% (45)	8% (8)	10% (10)	17% (17)	96
2012 Vote: Didn't Vote	38% (271)	34% (243)	9% (67)	4% (26)	14% (101)	709
4-Region: Northeast	38% (148)	41% (160)	7% (27)	4% (16)	11% (42)	394
4-Region: Midwest	33% (152)	42% (194)	8% (37)	3% (15)	14% (65)	462
4-Region: South	39% (318)	37% (305)	7% (60)	5% (38)	13% (103)	824
4-Region: West	35% (180)	37% (194)	9% (49)	5% (25)	14% (71)	520
Watch TV: Every day	43% (456)	39% (412)	7% (69)	2% (26)	9% (92)	1054
Watch TV: Several times per week	33% (175)	44% (231)	8% (40)	4% (22)	11% (59)	527
Watch TV: About once per week	37% (63)	40% (68)	9% (15)	7% (12)	6% (10)	168
Watch TV: Several times per month	23% (28)	36% (44)	20% (24)	4% (6)	18% (22)	124
Watch TV: About once per month	24% (16)	43% (29)	5% (3)	5% (3)	23% (15)	67
Watch TV: Less often than once per month	20% (18)	29% (26)	17% (15)	9% (8)	25% (22)	89
Watch TV: Never	26% (44)	25% (43)	3% (6)	9% (16)	36% (61)	171
Watch Movies: Every day	54% (191)	27% (98)	7% (26)	5% (16)	7% (27)	358
Watch Movies: Several times per week	42% (233)	40% (225)	8% (43)	2% (9)	9% (48)	558
Watch Movies: About once per week	35% (125)	48% (173)	7% (25)	3% (12)	6% (23)	357
Watch Movies: Several times per month	32% (100)	44% (137)	9% (28)	4% (12)	12% (39)	315
Watch Movies: About once per month	28% (62)	40% (87)	11% (23)	7% (15)	14% (30)	216
Watch Movies: Less often than once per month	25% (52)	41% (85)	8% (17)	6% (13)	19% (39)	206
Watch Movies: Never	19% (37)	26% (48)	6% (11)	9% (16)	41% (77)	189
Watch Sporting Events: Every day	41% (67)	28% (45)	10% (16)	10% (16)	11% (18)	162
Watch Sporting Events: Several times per week	41% (164)	41% (164)	8% (32)	1% (5)	9% (37)	402
Watch Sporting Events: About once per week	35% (121)	44% (155)	7% (23)	4% (13)	11% (38)	350
Watch Sporting Events: Several times per month	31% (46)	40% (60)	11% (17)	8% (11)	10% (15)	149
Watch Sporting Events: About once per month	40% (51)	46% (59)	7% (8)	5% (6)	3% (4)	128
Watch Sporting Events: Less often than once per month	39% (114)	40% (117)	10% (29)	2% (7)	8% (24)	290
Watch Sporting Events: Never	33% (237)	35% (253)	7% (47)	5% (37)	20% (146)	720

Continued on next page

Table HR2_3: Do the following make you more or less likely to see a movie based on a TV show?
You are a fan of the actors

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	36% (799)	39% (853)	8% (173)	4% (93)	13% (282)	2200
Cable TV: Currently subscribe	35% (344)	39% (381)	10% (94)	5% (45)	12% (121)	986
Cable TV: Subscribed in past	38% (319)	41% (347)	6% (52)	4% (32)	11% (92)	842
Cable TV: Never subscribed	37% (136)	34% (125)	7% (27)	4% (17)	18% (68)	372
Satellite TV: Currently subscribe	39% (162)	37% (151)	7% (27)	5% (19)	13% (53)	412
Satellite TV: Subscribed in past	41% (274)	40% (265)	8% (51)	2% (16)	9% (64)	670
Satellite TV: Never subscribed	33% (363)	39% (436)	8% (95)	5% (58)	15% (165)	1118
Streaming Services: Currently subscribe	41% (541)	40% (537)	8% (104)	3% (42)	8% (107)	1331
Streaming Services: Subscribed in past	38% (86)	34% (77)	11% (24)	6% (14)	11% (26)	227
Streaming Services: Never subscribed	27% (172)	37% (239)	7% (45)	6% (37)	23% (149)	642
Film: An avid fan	51% (392)	34% (260)	7% (53)	3% (19)	6% (44)	768
Film: A casual fan	30% (362)	43% (517)	9% (103)	4% (50)	13% (159)	1191
Film: Not a fan	19% (45)	32% (76)	7% (17)	10% (24)	33% (78)	241
Television: An avid fan	45% (491)	39% (419)	6% (65)	2% (27)	8% (86)	1088
Television: A casual fan	28% (272)	41% (400)	10% (99)	5% (46)	15% (147)	964
Television: Not a fan	25% (37)	23% (34)	6% (9)	14% (20)	33% (49)	148
Music: An avid fan	44% (523)	37% (446)	8% (93)	4% (48)	8% (92)	1201
Music: A casual fan	29% (258)	42% (373)	8% (72)	4% (38)	17% (150)	892
Music: Not a fan	17% (18)	32% (34)	7% (8)	7% (7)	37% (40)	107
Fashion: An avid fan	50% (150)	33% (99)	7% (20)	4% (12)	5% (16)	297
Fashion: A casual fan	40% (388)	38% (366)	8% (80)	3% (27)	11% (105)	967
Fashion: Not a fan	28% (261)	41% (387)	8% (73)	6% (54)	17% (161)	936
Breaking Bad Fan	44% (436)	38% (378)	7% (73)	3% (33)	7% (65)	985
Downton Abbey Fan	42% (243)	40% (228)	8% (43)	3% (18)	7% (43)	575
Deadwood Fan	37% (181)	40% (193)	11% (53)	4% (19)	8% (38)	484

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

Table HR2_4: Do the following make you more or less likely to see a movie based on a TV show?
You are a fan of the TV show

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	46% (1014)	33% (731)	7% (156)	4% (82)	10% (217)	2200
Gender: Male	41% (439)	36% (384)	7% (77)	4% (43)	11% (119)	1062
Gender: Female	51% (575)	31% (347)	7% (79)	3% (39)	9% (98)	1138
Age: 18-29	53% (231)	27% (118)	6% (27)	3% (15)	11% (47)	438
Age: 30-44	55% (313)	29% (168)	6% (36)	3% (15)	7% (42)	575
Age: 45-54	47% (179)	32% (122)	10% (36)	6% (23)	6% (22)	382
Age: 55-64	41% (151)	39% (145)	6% (22)	5% (18)	9% (32)	369
Age: 65+	32% (139)	41% (178)	8% (34)	2% (10)	17% (74)	436
Generation Z: 18-22	50% (85)	24% (40)	6% (10)	6% (10)	13% (23)	168
Millennial: Age 23-38	54% (357)	28% (185)	6% (42)	3% (17)	8% (56)	658
Generation X: Age 39-54	49% (281)	32% (183)	8% (47)	4% (25)	6% (33)	569
Boomers: Age 55-73	38% (274)	41% (290)	7% (49)	4% (26)	10% (73)	712
PID: Dem (no lean)	51% (379)	31% (231)	8% (58)	4% (29)	5% (40)	738
PID: Ind (no lean)	44% (338)	34% (263)	6% (47)	2% (18)	14% (106)	771
PID: Rep (no lean)	43% (297)	34% (237)	7% (51)	5% (35)	10% (72)	692
PID/Gender: Dem Men	46% (146)	39% (124)	9% (27)	4% (13)	3% (9)	318
PID/Gender: Dem Women	56% (234)	26% (108)	7% (31)	4% (16)	7% (31)	419
PID/Gender: Ind Men	39% (146)	35% (131)	5% (20)	2% (6)	18% (67)	371
PID/Gender: Ind Women	48% (192)	33% (132)	7% (27)	3% (12)	10% (38)	400
PID/Gender: Rep Men	39% (147)	35% (129)	8% (30)	6% (23)	12% (44)	373
PID/Gender: Rep Women	47% (150)	34% (108)	7% (21)	4% (12)	9% (28)	318
Ideo: Liberal (1-3)	55% (318)	30% (176)	6% (33)	3% (19)	6% (36)	581
Ideo: Moderate (4)	44% (223)	35% (178)	9% (44)	5% (25)	7% (37)	507
Ideo: Conservative (5-7)	42% (325)	35% (274)	7% (57)	3% (27)	12% (91)	775
Educ: < College	48% (726)	31% (467)	7% (108)	4% (60)	10% (151)	1512
Educ: Bachelors degree	42% (187)	38% (167)	7% (30)	4% (18)	9% (40)	444
Educ: Post-grad	41% (100)	40% (97)	7% (18)	1% (3)	11% (26)	244

Continued on next page

Table HR2_4: Do the following make you more or less likely to see a movie based on a TV show?
You are a fan of the TV show

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Don't know / No opinion		Total N
Adults	46%	(1014)	33%	(731)	7%	(156)	4%	(82)	10%	(217)	2200
Income: Under 50k	46%	(592)	31%	(390)	7%	(94)	4%	(51)	12%	(147)	1274
Income: 50k-100k	47%	(332)	37%	(262)	7%	(48)	4%	(25)	6%	(45)	712
Income: 100k+	42%	(90)	37%	(79)	7%	(15)	3%	(6)	12%	(25)	213
Ethnicity: White	46%	(791)	35%	(597)	7%	(115)	3%	(49)	10%	(169)	1722
Ethnicity: Hispanic	49%	(173)	30%	(106)	9%	(33)	6%	(19)	5%	(19)	349
Ethnicity: Afr. Am.	50%	(136)	21%	(59)	9%	(24)	8%	(21)	13%	(35)	274
Ethnicity: Other	42%	(87)	37%	(75)	8%	(17)	6%	(11)	7%	(14)	204
All Christian	43%	(410)	36%	(341)	9%	(83)	3%	(32)	9%	(88)	954
All Non-Christian	50%	(37)	32%	(24)	8%	(6)	3%	(2)	8%	(6)	75
Atheist	57%	(60)	31%	(32)	2%	(2)	3%	(4)	6%	(7)	104
Agnostic/Nothing in particular	48%	(507)	31%	(334)	6%	(64)	4%	(45)	11%	(117)	1068
Religious Non-Protestant/Catholic	46%	(48)	34%	(35)	9%	(10)	3%	(4)	7%	(7)	103
Evangelical	47%	(287)	34%	(206)	6%	(38)	4%	(24)	10%	(60)	615
Non-Evangelical	45%	(343)	36%	(271)	8%	(58)	4%	(29)	8%	(62)	764
Community: Urban	45%	(239)	32%	(169)	7%	(38)	6%	(31)	10%	(55)	533
Community: Suburban	47%	(488)	34%	(350)	8%	(78)	2%	(20)	9%	(91)	1026
Community: Rural	45%	(287)	33%	(212)	6%	(39)	5%	(30)	11%	(71)	640
Employ: Private Sector	50%	(357)	35%	(248)	6%	(44)	3%	(19)	6%	(46)	714
Employ: Government	42%	(51)	38%	(47)	5%	(6)	7%	(9)	7%	(9)	122
Employ: Self-Employed	43%	(91)	35%	(74)	6%	(14)	4%	(8)	12%	(26)	212
Employ: Homemaker	52%	(78)	31%	(47)	6%	(9)	6%	(9)	5%	(7)	150
Employ: Retired	34%	(171)	37%	(185)	10%	(48)	3%	(14)	16%	(78)	496
Employ: Unemployed	57%	(138)	22%	(53)	7%	(16)	4%	(9)	11%	(27)	244
Employ: Other	47%	(86)	30%	(54)	8%	(14)	4%	(8)	11%	(19)	182
Military HH: Yes	37%	(141)	36%	(136)	9%	(34)	4%	(14)	14%	(52)	376
Military HH: No	48%	(873)	33%	(596)	7%	(122)	4%	(68)	9%	(166)	1824
RD/WT: Right Direction	42%	(345)	34%	(278)	8%	(65)	5%	(43)	11%	(94)	824
RD/WT: Wrong Track	49%	(669)	33%	(453)	7%	(91)	3%	(39)	9%	(124)	1376
Trump Job Approve	42%	(371)	35%	(311)	8%	(67)	4%	(40)	11%	(102)	891
Trump Job Disapprove	50%	(600)	32%	(384)	7%	(85)	3%	(39)	7%	(89)	1197

Continued on next page

Table HR2_4: Do the following make you more or less likely to see a movie based on a TV show?
 You are a fan of the TV show

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	46% (1014)	33% (731)	7% (156)	4% (82)	10% (217)	2200
Trump Job Strongly Approve	41% (210)	32% (166)	9% (44)	7% (34)	11% (57)	510
Trump Job Somewhat Approve	42% (161)	38% (145)	6% (23)	2% (6)	12% (45)	381
Trump Job Somewhat Disapprove	42% (113)	39% (106)	7% (20)	5% (12)	7% (19)	270
Trump Job Strongly Disapprove	52% (487)	30% (278)	7% (66)	3% (27)	8% (71)	927
Favorable of Trump	42% (374)	36% (315)	7% (63)	4% (37)	11% (96)	884
Unfavorable of Trump	50% (597)	32% (374)	7% (83)	4% (43)	8% (89)	1186
Very Favorable of Trump	43% (226)	32% (168)	8% (42)	6% (30)	10% (53)	519
Somewhat Favorable of Trump	41% (148)	40% (147)	6% (21)	2% (7)	12% (43)	365
Somewhat Unfavorable of Trump	41% (85)	45% (93)	7% (14)	1% (2)	7% (14)	208
Very Unfavorable of Trump	52% (512)	29% (281)	7% (69)	4% (41)	8% (75)	978
#1 Issue: Economy	46% (253)	34% (186)	7% (37)	4% (22)	9% (51)	549
#1 Issue: Security	41% (173)	34% (144)	10% (42)	5% (23)	10% (43)	424
#1 Issue: Health Care	53% (203)	30% (114)	7% (27)	2% (8)	7% (28)	380
#1 Issue: Medicare / Social Security	40% (126)	37% (117)	8% (25)	2% (7)	13% (40)	316
#1 Issue: Women's Issues	53% (66)	35% (44)	3% (4)	4% (5)	6% (7)	125
#1 Issue: Education	53% (65)	33% (41)	3% (3)	5% (6)	7% (8)	123
#1 Issue: Energy	52% (82)	31% (48)	4% (7)	4% (6)	10% (15)	157
#1 Issue: Other	36% (46)	29% (37)	10% (12)	4% (6)	20% (25)	125
2018 House Vote: Democrat	50% (379)	33% (250)	7% (52)	3% (25)	7% (53)	760
2018 House Vote: Republican	42% (296)	35% (246)	8% (54)	5% (33)	10% (73)	701
2018 House Vote: Someone else	36% (36)	37% (37)	7% (7)	4% (4)	17% (17)	101
2016 Vote: Hillary Clinton	52% (350)	32% (219)	7% (45)	3% (21)	6% (41)	676
2016 Vote: Donald Trump	40% (293)	37% (272)	8% (59)	4% (31)	11% (85)	740
2016 Vote: Other	45% (79)	42% (75)	3% (5)	2% (4)	8% (15)	178
2016 Vote: Didn't Vote	48% (291)	27% (165)	7% (45)	4% (25)	13% (77)	604
Voted in 2014: Yes	45% (630)	35% (484)	7% (99)	4% (55)	9% (122)	1390
Voted in 2014: No	47% (384)	30% (247)	7% (57)	3% (27)	12% (95)	810

Continued on next page

Table HR2_4: Do the following make you more or less likely to see a movie based on a TV show?
You are a fan of the TV show

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Don't know / No opinion		Total N
Adults	46%	(1014)	33%	(731)	7%	(156)	4%	(82)	10%	(217)	2200
2012 Vote: Barack Obama	50%	(403)	33%	(268)	6%	(49)	3%	(25)	7%	(59)	803
2012 Vote: Mitt Romney	42%	(245)	38%	(222)	6%	(34)	4%	(26)	10%	(62)	589
2012 Vote: Other	35%	(34)	40%	(38)	9%	(9)	1%	(1)	15%	(14)	96
2012 Vote: Didn't Vote	47%	(332)	29%	(203)	9%	(64)	4%	(29)	11%	(81)	709
4-Region: Northeast	48%	(188)	32%	(127)	9%	(37)	2%	(8)	8%	(33)	394
4-Region: Midwest	47%	(216)	33%	(151)	5%	(23)	4%	(16)	12%	(56)	462
4-Region: South	44%	(366)	34%	(278)	7%	(57)	5%	(43)	10%	(81)	824
4-Region: West	47%	(244)	34%	(175)	7%	(39)	3%	(15)	9%	(47)	520
Watch TV: Every day	55%	(579)	31%	(328)	6%	(61)	3%	(28)	6%	(58)	1054
Watch TV: Several times per week	46%	(245)	35%	(185)	7%	(35)	3%	(17)	9%	(45)	527
Watch TV: About once per week	40%	(67)	40%	(67)	11%	(18)	2%	(4)	7%	(12)	168
Watch TV: Several times per month	27%	(34)	42%	(52)	18%	(22)	2%	(2)	12%	(14)	124
Watch TV: About once per month	22%	(15)	46%	(31)	2%	(1)	11%	(7)	19%	(13)	67
Watch TV: Less often than once per month	29%	(26)	29%	(26)	11%	(10)	12%	(10)	20%	(17)	89
Watch TV: Never	28%	(48)	25%	(43)	5%	(9)	8%	(14)	33%	(57)	171
Watch Movies: Every day	59%	(210)	26%	(91)	6%	(21)	5%	(19)	5%	(16)	358
Watch Movies: Several times per week	54%	(299)	33%	(182)	6%	(32)	2%	(12)	6%	(33)	558
Watch Movies: About once per week	44%	(158)	37%	(133)	7%	(27)	3%	(12)	8%	(27)	357
Watch Movies: Several times per month	44%	(137)	39%	(124)	6%	(19)	4%	(13)	7%	(22)	315
Watch Movies: About once per month	37%	(79)	41%	(88)	8%	(18)	4%	(9)	11%	(23)	216
Watch Movies: Less often than once per month	37%	(75)	34%	(69)	10%	(20)	4%	(8)	16%	(33)	206
Watch Movies: Never	29%	(55)	23%	(44)	10%	(19)	5%	(9)	33%	(63)	189
Watch Sporting Events: Every day	47%	(77)	30%	(49)	7%	(11)	9%	(14)	7%	(12)	162
Watch Sporting Events: Several times per week	46%	(186)	37%	(149)	9%	(37)	1%	(4)	7%	(26)	402
Watch Sporting Events: About once per week	48%	(167)	33%	(116)	7%	(26)	2%	(7)	10%	(34)	350
Watch Sporting Events: Several times per month	41%	(60)	40%	(59)	13%	(20)	2%	(3)	4%	(6)	149
Watch Sporting Events: About once per month	47%	(61)	38%	(48)	6%	(8)	5%	(6)	4%	(5)	128
Watch Sporting Events: Less often than once per month	51%	(148)	35%	(102)	3%	(10)	3%	(9)	7%	(21)	290
Watch Sporting Events: Never	44%	(315)	29%	(209)	6%	(44)	5%	(39)	16%	(112)	720

Continued on next page

Table HR2_4: Do the following make you more or less likely to see a movie based on a TV show?
You are a fan of the TV show

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	46% (1014)	33% (731)	7% (156)	4% (82)	10% (217)	2200
Cable TV: Currently subscribe	47% (464)	32% (317)	8% (78)	4% (38)	9% (89)	986
Cable TV: Subscribed in past	46% (390)	37% (311)	5% (42)	3% (28)	8% (71)	842
Cable TV: Never subscribed	43% (160)	28% (103)	10% (36)	4% (16)	15% (57)	372
Satellite TV: Currently subscribe	46% (189)	31% (129)	8% (32)	4% (17)	11% (45)	412
Satellite TV: Subscribed in past	50% (338)	34% (228)	7% (45)	3% (17)	6% (41)	670
Satellite TV: Never subscribed	44% (487)	33% (373)	7% (78)	4% (47)	12% (132)	1118
Streaming Services: Currently subscribe	52% (696)	33% (444)	5% (70)	3% (36)	6% (85)	1331
Streaming Services: Subscribed in past	37% (84)	33% (76)	14% (31)	5% (11)	11% (24)	227
Streaming Services: Never subscribed	36% (234)	33% (212)	8% (54)	5% (35)	17% (108)	642
Film: An avid fan	58% (444)	29% (224)	6% (46)	2% (18)	5% (37)	768
Film: A casual fan	43% (507)	36% (431)	8% (90)	4% (53)	9% (111)	1191
Film: Not a fan	26% (64)	32% (77)	8% (20)	4% (11)	29% (70)	241
Television: An avid fan	56% (609)	32% (348)	5% (52)	2% (23)	5% (56)	1088
Television: A casual fan	38% (364)	36% (346)	10% (100)	4% (43)	11% (110)	964
Television: Not a fan	27% (41)	25% (37)	2% (3)	11% (16)	35% (52)	148
Music: An avid fan	52% (627)	31% (377)	7% (81)	4% (44)	6% (73)	1201
Music: A casual fan	41% (364)	36% (321)	7% (67)	4% (34)	12% (106)	892
Music: Not a fan	22% (23)	32% (34)	8% (8)	3% (4)	35% (38)	107
Fashion: An avid fan	56% (168)	26% (79)	7% (20)	4% (13)	6% (18)	297
Fashion: A casual fan	48% (466)	33% (318)	8% (75)	3% (33)	8% (75)	967
Fashion: Not a fan	41% (380)	36% (334)	7% (61)	4% (36)	13% (125)	936
Breaking Bad Fan	56% (555)	30% (298)	7% (73)	2% (22)	4% (37)	985
Downton Abbey Fan	55% (318)	30% (173)	7% (38)	3% (15)	5% (31)	575
Deadwood Fan	50% (243)	32% (154)	9% (45)	4% (17)	5% (24)	484

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

Table HR2_5: Do the following make you more or less likely to see a movie based on a TV show?
The movie will address a cliffhanger from the TV show

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	36% (799)	32% (707)	10% (211)	6% (138)	16% (345)	2200
Gender: Male	31% (326)	35% (370)	10% (106)	7% (76)	17% (184)	1062
Gender: Female	42% (473)	30% (338)	9% (104)	5% (62)	14% (161)	1138
Age: 18-29	45% (199)	23% (99)	9% (41)	6% (28)	16% (70)	438
Age: 30-44	40% (230)	35% (202)	7% (43)	5% (27)	13% (73)	575
Age: 45-54	37% (141)	36% (138)	8% (30)	6% (25)	13% (48)	382
Age: 55-64	30% (112)	33% (120)	15% (55)	8% (29)	14% (53)	369
Age: 65+	27% (117)	34% (148)	10% (42)	7% (29)	23% (100)	436
Generation Z: 18-22	45% (75)	14% (24)	11% (19)	8% (13)	22% (37)	168
Millennial: Age 23-38	42% (275)	32% (207)	8% (53)	5% (34)	13% (88)	658
Generation X: Age 39-54	39% (219)	37% (208)	7% (42)	6% (33)	12% (66)	569
Boomers: Age 55-73	31% (217)	34% (239)	12% (88)	7% (51)	16% (116)	712
PID: Dem (no lean)	43% (317)	29% (217)	11% (83)	5% (34)	12% (87)	738
PID: Ind (no lean)	32% (250)	32% (249)	8% (65)	6% (49)	21% (159)	771
PID: Rep (no lean)	34% (233)	35% (241)	9% (64)	8% (54)	14% (99)	692
PID/Gender: Dem Men	36% (116)	35% (112)	15% (46)	5% (17)	9% (27)	318
PID/Gender: Dem Women	48% (201)	25% (105)	9% (36)	4% (18)	14% (59)	419
PID/Gender: Ind Men	28% (103)	31% (115)	8% (28)	7% (27)	26% (97)	371
PID/Gender: Ind Women	36% (146)	33% (134)	9% (36)	6% (22)	15% (62)	400
PID/Gender: Rep Men	29% (107)	38% (142)	9% (32)	9% (33)	16% (60)	373
PID/Gender: Rep Women	40% (126)	31% (99)	10% (32)	7% (22)	13% (40)	318
Ideo: Liberal (1-3)	48% (281)	30% (172)	6% (34)	5% (29)	11% (65)	581
Ideo: Moderate (4)	34% (174)	34% (170)	13% (65)	7% (36)	12% (62)	507
Ideo: Conservative (5-7)	32% (249)	33% (256)	10% (81)	7% (53)	17% (135)	775
Educ: < College	37% (556)	30% (448)	10% (153)	7% (105)	17% (251)	1512
Educ: Bachelors degree	37% (163)	37% (165)	9% (38)	5% (23)	12% (55)	444
Educ: Post-grad	33% (81)	39% (94)	8% (20)	4% (10)	16% (39)	244

Continued on next page

Table HR2_5: Do the following make you more or less likely to see a movie based on a TV show?
The movie will address a cliffhanger from the TV show

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	36% (799)	32% (707)	10% (211)	6% (138)	16% (345)	2200
Income: Under 50k	36% (454)	29% (373)	11% (135)	7% (91)	17% (221)	1274
Income: 50k-100k	38% (271)	36% (258)	8% (59)	6% (41)	12% (84)	712
Income: 100k+	35% (74)	36% (77)	8% (17)	3% (6)	18% (39)	213
Ethnicity: White	36% (625)	34% (578)	9% (157)	6% (99)	15% (262)	1722
Ethnicity: Hispanic	38% (132)	25% (87)	14% (50)	8% (29)	15% (52)	349
Ethnicity: Afr. Am.	39% (106)	27% (74)	10% (28)	8% (23)	16% (43)	274
Ethnicity: Other	33% (68)	27% (55)	13% (26)	8% (16)	20% (40)	204
All Christian	34% (325)	35% (332)	10% (95)	6% (59)	15% (142)	954
All Non-Christian	32% (24)	32% (24)	12% (9)	5% (4)	19% (14)	75
Atheist	50% (52)	30% (31)	1% (1)	4% (5)	14% (15)	104
Agnostic/Nothing in particular	37% (398)	30% (320)	10% (106)	7% (71)	16% (173)	1068
Religious Non-Protestant/Catholic	36% (37)	27% (28)	13% (13)	6% (6)	18% (19)	103
Evangelical	36% (221)	30% (185)	11% (69)	6% (37)	17% (103)	615
Non-Evangelical	35% (265)	37% (283)	8% (60)	6% (48)	14% (108)	764
Community: Urban	38% (200)	29% (154)	8% (41)	8% (44)	18% (94)	533
Community: Suburban	38% (389)	34% (348)	10% (107)	4% (43)	14% (140)	1026
Community: Rural	33% (210)	32% (205)	10% (63)	8% (51)	17% (111)	640
Employ: Private Sector	41% (294)	34% (246)	9% (65)	4% (26)	12% (84)	714
Employ: Government	38% (46)	36% (44)	6% (7)	7% (8)	14% (17)	122
Employ: Self-Employed	32% (67)	34% (71)	11% (23)	8% (18)	15% (33)	212
Employ: Homemaker	38% (57)	35% (52)	6% (10)	8% (11)	13% (20)	150
Employ: Retired	29% (145)	32% (158)	10% (52)	7% (33)	22% (108)	496
Employ: Unemployed	42% (101)	24% (58)	10% (24)	10% (24)	15% (37)	244
Employ: Other	29% (52)	34% (62)	13% (23)	8% (15)	16% (29)	182
Military HH: Yes	31% (118)	33% (123)	11% (40)	6% (24)	19% (70)	376
Military HH: No	37% (681)	32% (584)	9% (170)	6% (114)	15% (275)	1824
RD/WT: Right Direction	32% (262)	34% (278)	10% (81)	9% (71)	16% (131)	824
RD/WT: Wrong Track	39% (537)	31% (429)	9% (129)	5% (67)	16% (214)	1376
Trump Job Approve	33% (294)	35% (314)	9% (78)	7% (66)	16% (139)	891
Trump Job Disapprove	40% (477)	30% (363)	11% (126)	5% (59)	14% (173)	1197

Continued on next page

Table HR2_5: Do the following make you more or less likely to see a movie based on a TV show?
The movie will address a cliffhanger from the TV show

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	36% (799)	32% (707)	10% (211)	6% (138)	16% (345)	2200
Trump Job Strongly Approve	33% (168)	30% (153)	10% (49)	11% (54)	17% (86)	510
Trump Job Somewhat Approve	33% (126)	42% (160)	8% (29)	3% (12)	14% (53)	381
Trump Job Somewhat Disapprove	34% (91)	26% (70)	13% (36)	9% (23)	19% (50)	270
Trump Job Strongly Disapprove	42% (386)	32% (293)	10% (90)	4% (36)	13% (123)	927
Favorable of Trump	32% (285)	35% (312)	9% (79)	7% (62)	17% (146)	884
Unfavorable of Trump	41% (486)	30% (361)	10% (120)	5% (61)	13% (159)	1186
Very Favorable of Trump	34% (177)	32% (165)	9% (45)	10% (51)	15% (80)	519
Somewhat Favorable of Trump	30% (108)	40% (147)	9% (34)	3% (11)	18% (66)	365
Somewhat Unfavorable of Trump	37% (77)	32% (66)	11% (23)	5% (10)	15% (32)	208
Very Unfavorable of Trump	42% (408)	30% (295)	10% (97)	5% (50)	13% (128)	978
#1 Issue: Economy	36% (200)	35% (192)	10% (54)	6% (33)	13% (70)	549
#1 Issue: Security	34% (143)	29% (124)	12% (52)	9% (37)	16% (68)	424
#1 Issue: Health Care	41% (155)	31% (118)	8% (31)	5% (20)	15% (55)	380
#1 Issue: Medicare / Social Security	32% (100)	32% (103)	12% (37)	6% (17)	19% (60)	316
#1 Issue: Women's Issues	45% (57)	35% (43)	6% (8)	4% (5)	10% (12)	125
#1 Issue: Education	41% (51)	33% (40)	5% (6)	7% (8)	15% (18)	123
#1 Issue: Energy	37% (58)	29% (45)	12% (19)	6% (9)	17% (27)	157
#1 Issue: Other	29% (36)	34% (42)	4% (4)	7% (9)	27% (34)	125
2018 House Vote: Democrat	42% (321)	32% (245)	9% (68)	4% (28)	13% (98)	760
2018 House Vote: Republican	32% (226)	36% (254)	10% (68)	7% (50)	15% (104)	701
2018 House Vote: Someone else	32% (33)	26% (26)	17% (17)	1% (1)	23% (23)	101
2016 Vote: Hillary Clinton	40% (268)	34% (228)	10% (70)	4% (24)	13% (86)	676
2016 Vote: Donald Trump	31% (231)	37% (271)	8% (62)	8% (56)	16% (119)	740
2016 Vote: Other	44% (78)	30% (54)	12% (22)	3% (5)	11% (19)	178
2016 Vote: Didn't Vote	36% (220)	26% (154)	9% (56)	9% (53)	20% (121)	604
Voted in 2014: Yes	36% (500)	35% (488)	10% (134)	6% (79)	14% (188)	1390
Voted in 2014: No	37% (299)	27% (219)	10% (77)	7% (59)	19% (157)	810

Continued on next page

Table HR2_5: Do the following make you more or less likely to see a movie based on a TV show?
The movie will address a cliffhanger from the TV show

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	36% (799)	32% (707)	10% (211)	6% (138)	16% (345)	2200
2012 Vote: Barack Obama	41% (325)	33% (263)	9% (76)	4% (34)	13% (105)	803
2012 Vote: Mitt Romney	33% (193)	36% (215)	8% (49)	8% (47)	15% (86)	589
2012 Vote: Other	26% (25)	39% (37)	12% (12)	3% (3)	19% (18)	96
2012 Vote: Didn't Vote	36% (255)	27% (193)	10% (74)	8% (53)	19% (134)	709
4-Region: Northeast	35% (137)	34% (135)	11% (42)	5% (19)	15% (61)	394
4-Region: Midwest	34% (157)	35% (162)	9% (44)	5% (22)	17% (78)	462
4-Region: South	38% (314)	31% (252)	8% (69)	8% (67)	15% (123)	824
4-Region: West	37% (192)	31% (159)	11% (56)	6% (29)	16% (84)	520
Watch TV: Every day	47% (493)	32% (335)	8% (83)	4% (43)	10% (100)	1054
Watch TV: Several times per week	33% (176)	36% (192)	10% (51)	6% (34)	14% (75)	527
Watch TV: About once per week	26% (43)	35% (58)	14% (23)	6% (10)	20% (34)	168
Watch TV: Several times per month	19% (24)	24% (29)	15% (19)	13% (16)	29% (36)	124
Watch TV: About once per month	13% (9)	38% (25)	7% (4)	18% (12)	24% (16)	67
Watch TV: Less often than once per month	18% (16)	28% (25)	12% (10)	12% (10)	30% (27)	89
Watch TV: Never	22% (37)	25% (43)	12% (20)	7% (12)	34% (58)	171
Watch Movies: Every day	45% (160)	27% (96)	10% (37)	7% (26)	11% (39)	358
Watch Movies: Several times per week	42% (236)	36% (198)	8% (46)	4% (22)	10% (56)	558
Watch Movies: About once per week	36% (130)	38% (134)	9% (31)	5% (18)	12% (43)	357
Watch Movies: Several times per month	37% (116)	32% (102)	10% (31)	8% (27)	13% (40)	315
Watch Movies: About once per month	34% (73)	30% (65)	9% (19)	6% (14)	21% (46)	216
Watch Movies: Less often than once per month	23% (47)	31% (64)	13% (27)	7% (15)	25% (51)	206
Watch Movies: Never	20% (38)	25% (48)	10% (19)	8% (16)	36% (69)	189
Watch Sporting Events: Every day	47% (76)	24% (38)	4% (7)	10% (17)	15% (25)	162
Watch Sporting Events: Several times per week	35% (142)	41% (166)	9% (38)	4% (16)	10% (40)	402
Watch Sporting Events: About once per week	38% (132)	33% (117)	9% (31)	4% (14)	16% (56)	350
Watch Sporting Events: Several times per month	31% (46)	37% (56)	16% (23)	5% (7)	11% (17)	149
Watch Sporting Events: About once per month	35% (45)	39% (50)	11% (14)	6% (8)	8% (10)	128
Watch Sporting Events: Less often than once per month	40% (117)	31% (89)	8% (25)	7% (22)	13% (38)	290
Watch Sporting Events: Never	33% (241)	27% (192)	10% (73)	8% (54)	22% (159)	720

Continued on next page

Table HR2_5: Do the following make you more or less likely to see a movie based on a TV show?
The movie will address a cliffhanger from the TV show

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	36% (799)	32% (707)	10% (211)	6% (138)	16% (345)	2200
Cable TV: Currently subscribe	35% (347)	33% (327)	11% (107)	6% (58)	15% (145)	986
Cable TV: Subscribed in past	39% (330)	31% (261)	9% (77)	6% (49)	15% (126)	842
Cable TV: Never subscribed	33% (122)	32% (119)	7% (27)	8% (31)	20% (74)	372
Satellite TV: Currently subscribe	38% (155)	32% (132)	7% (30)	7% (29)	16% (66)	412
Satellite TV: Subscribed in past	41% (277)	33% (223)	9% (61)	5% (31)	12% (78)	670
Satellite TV: Never subscribed	33% (367)	32% (353)	11% (119)	7% (78)	18% (201)	1118
Streaming Services: Currently subscribe	43% (579)	33% (443)	8% (100)	5% (61)	11% (148)	1331
Streaming Services: Subscribed in past	29% (65)	33% (76)	15% (33)	6% (15)	17% (38)	227
Streaming Services: Never subscribed	24% (156)	29% (188)	12% (77)	10% (63)	25% (159)	642
Film: An avid fan	49% (374)	31% (239)	8% (64)	5% (39)	7% (52)	768
Film: A casual fan	32% (383)	35% (414)	10% (116)	6% (77)	17% (201)	1191
Film: Not a fan	17% (42)	22% (54)	13% (31)	9% (22)	38% (92)	241
Television: An avid fan	45% (491)	33% (355)	8% (89)	5% (54)	9% (98)	1088
Television: A casual fan	29% (278)	33% (321)	12% (112)	7% (65)	20% (188)	964
Television: Not a fan	20% (30)	21% (32)	7% (10)	12% (18)	39% (58)	148
Music: An avid fan	43% (515)	31% (376)	8% (94)	7% (82)	11% (134)	1201
Music: A casual fan	30% (267)	34% (307)	11% (97)	6% (51)	19% (171)	892
Music: Not a fan	15% (16)	23% (25)	19% (20)	5% (6)	38% (40)	107
Fashion: An avid fan	47% (140)	27% (82)	8% (25)	7% (21)	10% (29)	297
Fashion: A casual fan	39% (378)	32% (313)	9% (86)	6% (62)	13% (128)	967
Fashion: Not a fan	30% (281)	33% (312)	11% (100)	6% (54)	20% (188)	936
Breaking Bad Fan	44% (437)	34% (339)	9% (87)	4% (42)	8% (80)	985
Downton Abbey Fan	45% (257)	33% (190)	9% (50)	4% (26)	9% (52)	575
Deadwood Fan	41% (201)	34% (163)	9% (46)	7% (36)	8% (38)	484

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

Table HR2_6: Do the following make you more or less likely to see a movie based on a TV show?
 The movie will add on to the TV show's existing story lines

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	30% (657)	38% (840)	12% (264)	6% (124)	14% (315)	2200
Gender: Male	27% (292)	40% (420)	12% (129)	6% (66)	15% (155)	1062
Gender: Female	32% (365)	37% (420)	12% (135)	5% (58)	14% (160)	1138
Age: 18-29	35% (153)	34% (148)	12% (54)	7% (28)	13% (55)	438
Age: 30-44	37% (214)	36% (209)	11% (64)	3% (19)	12% (69)	575
Age: 45-54	29% (111)	41% (157)	12% (46)	7% (25)	11% (44)	382
Age: 55-64	23% (85)	44% (161)	12% (45)	8% (31)	12% (46)	369
Age: 65+	22% (94)	38% (165)	13% (55)	5% (21)	23% (102)	436
Generation Z: 18-22	28% (47)	35% (58)	13% (22)	6% (11)	17% (29)	168
Millennial: Age 23-38	38% (250)	33% (220)	12% (79)	5% (30)	12% (79)	658
Generation X: Age 39-54	32% (180)	41% (235)	11% (62)	6% (31)	11% (60)	569
Boomers: Age 55-73	23% (165)	43% (303)	12% (87)	6% (46)	16% (110)	712
PID: Dem (no lean)	34% (253)	39% (287)	12% (92)	3% (26)	11% (79)	738
PID: Ind (no lean)	27% (206)	40% (307)	10% (75)	5% (38)	19% (144)	771
PID: Rep (no lean)	29% (197)	35% (245)	14% (97)	9% (60)	13% (92)	692
PID/Gender: Dem Men	34% (108)	42% (134)	13% (42)	4% (12)	7% (23)	318
PID/Gender: Dem Women	35% (145)	37% (153)	12% (50)	3% (14)	13% (57)	419
PID/Gender: Ind Men	23% (85)	40% (150)	9% (32)	6% (21)	22% (83)	371
PID/Gender: Ind Women	30% (122)	39% (157)	11% (44)	4% (16)	15% (61)	400
PID/Gender: Rep Men	27% (99)	36% (136)	15% (55)	9% (33)	13% (50)	373
PID/Gender: Rep Women	31% (98)	34% (109)	13% (42)	9% (27)	13% (42)	318
Ideo: Liberal (1-3)	37% (214)	39% (224)	10% (57)	4% (21)	11% (65)	581
Ideo: Moderate (4)	29% (146)	44% (221)	11% (56)	6% (31)	10% (53)	507
Ideo: Conservative (5-7)	26% (203)	37% (284)	15% (115)	7% (52)	16% (121)	775
Educ: < College	32% (479)	37% (558)	11% (173)	6% (88)	14% (214)	1512
Educ: Bachelors degree	27% (122)	39% (172)	15% (65)	6% (26)	13% (59)	444
Educ: Post-grad	23% (56)	45% (109)	11% (26)	4% (9)	18% (43)	244

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Table HR2_6: Do the following make you more or less likely to see a movie based on a TV show?
The movie will add on to the TV show's existing story lines

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	30% (657)	38% (840)	12% (264)	6% (124)	14% (315)	2200
Income: Under 50k	29% (376)	36% (463)	12% (151)	7% (86)	16% (198)	1274
Income: 50k-100k	32% (229)	41% (289)	11% (81)	5% (33)	11% (81)	712
Income: 100k+	25% (52)	41% (88)	15% (32)	2% (5)	17% (37)	213
Ethnicity: White	29% (500)	39% (679)	12% (203)	5% (88)	15% (252)	1722
Ethnicity: Hispanic	32% (112)	35% (124)	17% (59)	6% (23)	9% (33)	349
Ethnicity: Afr. Am.	36% (97)	32% (87)	11% (31)	7% (18)	15% (41)	274
Ethnicity: Other	29% (60)	36% (74)	15% (30)	9% (18)	11% (22)	204
All Christian	28% (264)	39% (373)	13% (123)	6% (59)	14% (135)	954
All Non-Christian	41% (30)	26% (19)	11% (8)	9% (7)	13% (10)	75
Atheist	45% (47)	40% (42)	4% (4)	1% (1)	10% (10)	104
Agnostic/Nothing in particular	30% (316)	38% (406)	12% (129)	5% (57)	15% (160)	1068
Religious Non-Protestant/Catholic	39% (40)	32% (33)	11% (11)	7% (7)	12% (12)	103
Evangelical	28% (175)	37% (228)	14% (85)	6% (39)	14% (88)	615
Non-Evangelical	28% (216)	42% (322)	11% (81)	7% (51)	12% (94)	764
Community: Urban	33% (174)	36% (190)	10% (56)	7% (37)	15% (78)	533
Community: Suburban	30% (310)	40% (410)	12% (122)	4% (44)	14% (140)	1026
Community: Rural	27% (173)	38% (240)	13% (86)	7% (43)	15% (98)	640
Employ: Private Sector	32% (231)	38% (271)	14% (97)	5% (33)	11% (81)	714
Employ: Government	27% (32)	40% (49)	7% (9)	12% (15)	14% (17)	122
Employ: Self-Employed	30% (65)	40% (85)	11% (23)	3% (7)	15% (32)	212
Employ: Homemaker	33% (49)	35% (52)	15% (23)	3% (5)	14% (20)	150
Employ: Retired	22% (108)	39% (194)	13% (62)	6% (27)	21% (105)	496
Employ: Unemployed	36% (87)	35% (85)	8% (20)	8% (20)	13% (32)	244
Employ: Other	34% (62)	37% (68)	11% (20)	7% (13)	11% (19)	182
Military HH: Yes	27% (100)	37% (138)	11% (41)	8% (30)	18% (67)	376
Military HH: No	31% (557)	38% (702)	12% (223)	5% (94)	14% (248)	1824
RD/WT: Right Direction	26% (218)	39% (319)	13% (105)	8% (63)	14% (119)	824
RD/WT: Wrong Track	32% (439)	38% (521)	12% (159)	4% (60)	14% (197)	1376
Trump Job Approve	27% (239)	38% (341)	13% (112)	7% (66)	15% (132)	891
Trump Job Disapprove	33% (389)	39% (466)	12% (141)	4% (50)	13% (151)	1197

Continued on next page

Table HR2_6: Do the following make you more or less likely to see a movie based on a TV show?
The movie will add on to the TV show's existing story lines

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	30% (657)	38% (840)	12% (264)	6% (124)	14% (315)	2200
Trump Job Strongly Approve	27% (138)	35% (179)	13% (66)	9% (48)	16% (79)	510
Trump Job Somewhat Approve	26% (101)	43% (163)	12% (47)	5% (17)	14% (53)	381
Trump Job Somewhat Disapprove	23% (61)	46% (125)	12% (33)	6% (17)	13% (34)	270
Trump Job Strongly Disapprove	35% (328)	37% (341)	12% (109)	4% (33)	13% (117)	927
Favorable of Trump	26% (232)	39% (344)	13% (114)	7% (65)	15% (130)	884
Unfavorable of Trump	33% (397)	38% (456)	11% (136)	4% (51)	12% (147)	1186
Very Favorable of Trump	29% (148)	35% (183)	13% (69)	9% (45)	14% (73)	519
Somewhat Favorable of Trump	23% (83)	44% (161)	12% (45)	5% (19)	16% (57)	365
Somewhat Unfavorable of Trump	29% (60)	48% (100)	10% (21)	3% (6)	10% (20)	208
Very Unfavorable of Trump	34% (336)	36% (356)	12% (115)	5% (44)	13% (127)	978
#1 Issue: Economy	28% (154)	42% (229)	13% (72)	5% (29)	12% (66)	549
#1 Issue: Security	31% (130)	32% (135)	14% (57)	10% (40)	15% (62)	424
#1 Issue: Health Care	34% (129)	38% (145)	11% (41)	4% (17)	13% (48)	380
#1 Issue: Medicare / Social Security	24% (77)	40% (128)	13% (40)	5% (16)	18% (56)	316
#1 Issue: Women's Issues	38% (48)	37% (47)	11% (14)	2% (3)	11% (14)	125
#1 Issue: Education	32% (40)	41% (51)	9% (12)	4% (5)	14% (17)	123
#1 Issue: Energy	30% (47)	40% (63)	12% (19)	4% (7)	14% (22)	157
#1 Issue: Other	26% (33)	35% (44)	7% (9)	6% (8)	25% (32)	125
2018 House Vote: Democrat	37% (279)	38% (291)	10% (75)	3% (25)	12% (90)	760
2018 House Vote: Republican	27% (186)	37% (260)	14% (99)	8% (55)	14% (101)	701
2018 House Vote: Someone else	14% (14)	41% (42)	16% (16)	8% (8)	22% (22)	101
2016 Vote: Hillary Clinton	34% (228)	41% (275)	11% (71)	3% (22)	12% (79)	676
2016 Vote: Donald Trump	26% (190)	37% (275)	14% (100)	8% (60)	15% (114)	740
2016 Vote: Other	24% (43)	46% (83)	11% (20)	5% (10)	13% (22)	178
2016 Vote: Didn't Vote	32% (195)	34% (206)	12% (72)	5% (32)	16% (100)	604
Voted in 2014: Yes	29% (401)	39% (537)	12% (166)	6% (90)	14% (196)	1390
Voted in 2014: No	32% (256)	37% (303)	12% (98)	4% (34)	15% (120)	810

Continued on next page

Table HR2_6: Do the following make you more or less likely to see a movie based on a TV show?
The movie will add on to the TV show's existing story lines

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	30% (657)	38% (840)	12% (264)	6% (124)	14% (315)	2200
2012 Vote: Barack Obama	33% (264)	41% (327)	10% (79)	4% (31)	13% (101)	803
2012 Vote: Mitt Romney	26% (153)	38% (226)	13% (76)	7% (43)	15% (91)	589
2012 Vote: Other	12% (11)	52% (50)	10% (10)	8% (7)	19% (18)	96
2012 Vote: Didn't Vote	32% (227)	33% (237)	14% (99)	6% (41)	15% (104)	709
4-Region: Northeast	35% (138)	37% (144)	11% (44)	5% (21)	11% (45)	394
4-Region: Midwest	26% (120)	40% (184)	11% (51)	6% (26)	18% (81)	462
4-Region: South	30% (250)	37% (306)	12% (97)	6% (50)	15% (121)	824
4-Region: West	28% (148)	40% (206)	14% (72)	5% (27)	13% (68)	520
Watch TV: Every day	38% (401)	39% (407)	10% (102)	4% (41)	10% (102)	1054
Watch TV: Several times per week	28% (147)	43% (227)	12% (62)	5% (24)	13% (66)	527
Watch TV: About once per week	20% (34)	40% (67)	22% (36)	5% (9)	13% (21)	168
Watch TV: Several times per month	11% (14)	34% (43)	23% (28)	9% (12)	23% (28)	124
Watch TV: About once per month	17% (12)	40% (27)	11% (8)	10% (7)	21% (14)	67
Watch TV: Less often than once per month	22% (19)	23% (20)	13% (12)	17% (15)	26% (23)	89
Watch TV: Never	17% (29)	28% (49)	10% (16)	9% (16)	36% (61)	171
Watch Movies: Every day	42% (150)	34% (123)	9% (31)	7% (26)	8% (28)	358
Watch Movies: Several times per week	37% (205)	41% (230)	10% (55)	4% (22)	8% (47)	558
Watch Movies: About once per week	28% (101)	42% (149)	11% (39)	6% (21)	13% (48)	357
Watch Movies: Several times per month	25% (80)	40% (127)	16% (50)	6% (20)	12% (38)	315
Watch Movies: About once per month	20% (44)	43% (93)	17% (37)	5% (10)	15% (31)	216
Watch Movies: Less often than once per month	21% (43)	30% (62)	17% (35)	6% (12)	26% (54)	206
Watch Movies: Never	18% (34)	30% (56)	9% (17)	7% (13)	37% (69)	189
Watch Sporting Events: Every day	40% (65)	31% (50)	11% (18)	8% (13)	10% (17)	162
Watch Sporting Events: Several times per week	29% (115)	45% (183)	14% (54)	3% (13)	9% (36)	402
Watch Sporting Events: About once per week	34% (120)	34% (117)	13% (47)	3% (11)	16% (55)	350
Watch Sporting Events: Several times per month	22% (32)	44% (66)	19% (28)	4% (6)	11% (17)	149
Watch Sporting Events: About once per month	33% (42)	40% (52)	9% (12)	10% (12)	8% (10)	128
Watch Sporting Events: Less often than once per month	32% (94)	43% (124)	7% (21)	7% (20)	11% (31)	290
Watch Sporting Events: Never	26% (189)	35% (249)	12% (83)	7% (47)	21% (151)	720

Continued on next page

Table HR2_6: Do the following make you more or less likely to see a movie based on a TV show?
The movie will add on to the TV show's existing story lines

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	30% (657)	38% (840)	12% (264)	6% (124)	14% (315)	2200
Cable TV: Currently subscribe	30% (292)	39% (384)	12% (121)	6% (63)	13% (126)	986
Cable TV: Subscribed in past	30% (250)	40% (335)	11% (96)	5% (39)	15% (123)	842
Cable TV: Never subscribed	31% (114)	33% (121)	13% (47)	6% (22)	18% (67)	372
Satellite TV: Currently subscribe	31% (126)	34% (140)	14% (57)	5% (21)	16% (68)	412
Satellite TV: Subscribed in past	33% (223)	40% (268)	11% (73)	5% (32)	11% (74)	670
Satellite TV: Never subscribed	28% (308)	39% (432)	12% (134)	6% (71)	16% (174)	1118
Streaming Services: Currently subscribe	35% (467)	40% (534)	10% (138)	5% (60)	10% (131)	1331
Streaming Services: Subscribed in past	24% (54)	39% (88)	15% (33)	6% (14)	16% (37)	227
Streaming Services: Never subscribed	21% (136)	34% (218)	14% (93)	8% (49)	23% (147)	642
Film: An avid fan	43% (329)	37% (281)	10% (73)	4% (30)	7% (54)	768
Film: A casual fan	25% (299)	41% (487)	13% (156)	6% (73)	15% (176)	1191
Film: Not a fan	12% (29)	30% (71)	15% (35)	8% (20)	35% (85)	241
Television: An avid fan	40% (434)	37% (403)	9% (103)	4% (40)	10% (107)	1088
Television: A casual fan	21% (203)	41% (398)	15% (143)	7% (66)	16% (154)	964
Television: Not a fan	13% (20)	26% (38)	12% (18)	12% (17)	37% (55)	148
Music: An avid fan	37% (439)	37% (448)	11% (129)	5% (64)	10% (121)	1201
Music: A casual fan	23% (208)	40% (359)	13% (115)	6% (55)	17% (156)	892
Music: Not a fan	9% (10)	31% (33)	19% (20)	5% (5)	36% (38)	107
Fashion: An avid fan	40% (120)	31% (93)	13% (37)	5% (16)	10% (31)	297
Fashion: A casual fan	33% (317)	40% (387)	10% (101)	5% (50)	12% (111)	967
Fashion: Not a fan	23% (219)	38% (360)	13% (126)	6% (57)	19% (173)	936
Breaking Bad Fan	38% (370)	39% (379)	13% (124)	4% (39)	7% (73)	985
Downton Abbey Fan	37% (212)	41% (235)	11% (64)	3% (16)	8% (49)	575
Deadwood Fan	34% (166)	39% (190)	14% (69)	5% (23)	7% (36)	484

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

**Table HR2_7: Do the following make you more or less likely to see a movie based on a TV show?
I watched the TV show the movie is based on**

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	35% (778)	35% (769)	10% (221)	5% (108)	15% (325)	2200
Gender: Male	31% (331)	36% (385)	12% (131)	5% (52)	15% (162)	1062
Gender: Female	39% (447)	34% (383)	8% (90)	5% (56)	14% (162)	1138
Age: 18-29	43% (187)	25% (108)	11% (50)	7% (32)	14% (61)	438
Age: 30-44	42% (241)	35% (201)	9% (52)	3% (16)	11% (64)	575
Age: 45-54	38% (146)	33% (127)	9% (35)	5% (19)	14% (54)	382
Age: 55-64	28% (103)	44% (161)	9% (33)	6% (21)	14% (52)	369
Age: 65+	23% (101)	39% (171)	12% (51)	5% (21)	21% (93)	436
Generation Z: 18-22	36% (61)	24% (41)	11% (18)	10% (16)	19% (32)	168
Millennial: Age 23-38	45% (295)	29% (188)	11% (74)	4% (25)	11% (75)	658
Generation X: Age 39-54	38% (218)	37% (209)	8% (45)	4% (25)	13% (72)	569
Boomers: Age 55-73	27% (194)	43% (308)	10% (68)	5% (32)	15% (109)	712
PID: Dem (no lean)	40% (293)	34% (247)	11% (84)	4% (28)	11% (84)	738
PID: Ind (no lean)	32% (248)	36% (276)	9% (73)	5% (36)	18% (137)	771
PID: Rep (no lean)	34% (237)	35% (245)	9% (64)	6% (43)	15% (103)	692
PID/Gender: Dem Men	35% (110)	38% (120)	16% (51)	4% (13)	8% (24)	318
PID/Gender: Dem Women	44% (183)	30% (127)	8% (34)	4% (15)	14% (60)	419
PID/Gender: Ind Men	29% (107)	36% (132)	10% (39)	3% (12)	22% (81)	371
PID/Gender: Ind Women	35% (141)	36% (144)	9% (35)	6% (24)	14% (56)	400
PID/Gender: Rep Men	31% (114)	36% (133)	11% (42)	7% (27)	15% (57)	373
PID/Gender: Rep Women	39% (123)	35% (112)	7% (22)	5% (16)	14% (46)	318
Ideo: Liberal (1-3)	45% (262)	33% (194)	10% (56)	3% (17)	9% (53)	581
Ideo: Moderate (4)	30% (151)	39% (199)	11% (57)	7% (33)	13% (66)	507
Ideo: Conservative (5-7)	32% (250)	36% (281)	10% (75)	5% (36)	17% (133)	775
Educ: < College	37% (553)	33% (497)	10% (151)	5% (81)	15% (230)	1512
Educ: Bachelors degree	34% (150)	38% (169)	10% (46)	4% (18)	14% (60)	444
Educ: Post-grad	31% (75)	42% (102)	10% (25)	4% (9)	14% (34)	244

Continued on next page

Table HR2_7: Do the following make you more or less likely to see a movie based on a TV show?
 I watched the TV show the movie is based on

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	35% (778)	35% (769)	10% (221)	5% (108)	15% (325)	2200
Income: Under 50k	35% (446)	32% (408)	10% (131)	5% (68)	17% (222)	1274
Income: 50k-100k	37% (267)	37% (267)	10% (71)	5% (38)	10% (70)	712
Income: 100k+	30% (65)	44% (94)	9% (19)	1% (2)	16% (33)	213
Ethnicity: White	35% (594)	37% (639)	9% (151)	5% (78)	15% (260)	1722
Ethnicity: Hispanic	40% (141)	25% (86)	14% (49)	6% (20)	15% (53)	349
Ethnicity: Afr. Am.	40% (109)	27% (73)	12% (32)	6% (17)	16% (43)	274
Ethnicity: Other	36% (74)	28% (57)	19% (38)	6% (13)	11% (22)	204
All Christian	34% (323)	38% (362)	10% (97)	4% (40)	14% (132)	954
All Non-Christian	41% (31)	31% (23)	10% (7)	5% (4)	13% (10)	75
Atheist	44% (46)	37% (38)	7% (8)	1% (1)	10% (11)	104
Agnostic/Nothing in particular	35% (378)	32% (345)	10% (110)	6% (62)	16% (172)	1068
Religious Non-Protestant/Catholic	40% (41)	36% (38)	7% (8)	4% (4)	12% (12)	103
Evangelical	35% (218)	35% (214)	9% (58)	5% (28)	16% (97)	615
Non-Evangelical	34% (260)	37% (285)	11% (81)	5% (40)	13% (98)	764
Community: Urban	38% (201)	31% (167)	12% (62)	5% (28)	14% (75)	533
Community: Suburban	35% (364)	36% (372)	10% (107)	4% (43)	14% (141)	1026
Community: Rural	33% (213)	36% (230)	8% (52)	6% (36)	17% (109)	640
Employ: Private Sector	38% (271)	37% (263)	11% (79)	3% (25)	11% (76)	714
Employ: Government	34% (41)	34% (42)	8% (10)	8% (10)	16% (19)	122
Employ: Self-Employed	30% (64)	42% (90)	6% (12)	4% (9)	17% (37)	212
Employ: Homemaker	43% (64)	38% (57)	7% (10)	4% (6)	9% (13)	150
Employ: Retired	25% (126)	37% (183)	13% (65)	5% (25)	20% (97)	496
Employ: Unemployed	48% (118)	24% (59)	5% (11)	6% (14)	17% (41)	244
Employ: Other	34% (62)	33% (59)	10% (18)	7% (13)	16% (29)	182
Military HH: Yes	27% (101)	36% (135)	11% (43)	8% (30)	18% (67)	376
Military HH: No	37% (677)	35% (633)	10% (179)	4% (78)	14% (257)	1824
RD/WT: Right Direction	32% (264)	36% (301)	10% (85)	6% (48)	15% (126)	824
RD/WT: Wrong Track	37% (513)	34% (468)	10% (136)	4% (60)	14% (198)	1376
Trump Job Approve	33% (298)	35% (312)	9% (84)	6% (54)	16% (143)	891
Trump Job Disapprove	37% (444)	35% (418)	11% (133)	4% (47)	13% (156)	1197

Continued on next page

Table HR2_7: Do the following make you more or less likely to see a movie based on a TV show?
I watched the TV show the movie is based on

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	35% (778)	35% (769)	10% (221)	5% (108)	15% (325)	2200
Trump Job Strongly Approve	32% (163)	34% (176)	10% (51)	8% (39)	16% (81)	510
Trump Job Somewhat Approve	36% (135)	36% (136)	9% (33)	4% (15)	16% (61)	381
Trump Job Somewhat Disapprove	28% (77)	38% (104)	16% (42)	4% (11)	13% (36)	270
Trump Job Strongly Disapprove	40% (367)	34% (315)	10% (91)	4% (36)	13% (119)	927
Favorable of Trump	33% (295)	35% (308)	10% (90)	6% (57)	15% (135)	884
Unfavorable of Trump	37% (444)	36% (423)	10% (123)	4% (42)	13% (153)	1186
Very Favorable of Trump	33% (170)	36% (186)	9% (48)	8% (42)	14% (73)	519
Somewhat Favorable of Trump	34% (126)	33% (121)	11% (42)	4% (14)	17% (62)	365
Somewhat Unfavorable of Trump	30% (62)	48% (99)	10% (20)	1% (3)	12% (24)	208
Very Unfavorable of Trump	39% (382)	33% (324)	10% (102)	4% (40)	13% (129)	978
#1 Issue: Economy	36% (195)	38% (207)	9% (50)	4% (25)	13% (71)	549
#1 Issue: Security	31% (132)	38% (163)	10% (43)	6% (25)	14% (61)	424
#1 Issue: Health Care	38% (146)	38% (143)	8% (32)	2% (9)	13% (49)	380
#1 Issue: Medicare / Social Security	29% (92)	34% (106)	13% (43)	4% (14)	19% (61)	316
#1 Issue: Women's Issues	48% (60)	25% (31)	9% (11)	9% (11)	9% (12)	125
#1 Issue: Education	39% (48)	30% (37)	14% (17)	6% (7)	11% (13)	123
#1 Issue: Energy	40% (63)	32% (50)	9% (15)	4% (6)	15% (24)	157
#1 Issue: Other	33% (41)	24% (30)	8% (11)	8% (10)	26% (33)	125
2018 House Vote: Democrat	40% (304)	35% (262)	11% (80)	3% (25)	12% (88)	760
2018 House Vote: Republican	33% (231)	36% (256)	9% (64)	6% (42)	15% (108)	701
2018 House Vote: Someone else	22% (22)	39% (39)	9% (9)	9% (9)	21% (22)	101
2016 Vote: Hillary Clinton	38% (256)	38% (255)	10% (67)	3% (19)	12% (79)	676
2016 Vote: Donald Trump	32% (235)	37% (274)	9% (69)	6% (46)	16% (116)	740
2016 Vote: Other	33% (58)	41% (74)	7% (13)	4% (7)	14% (26)	178
2016 Vote: Didn't Vote	38% (227)	27% (165)	12% (73)	6% (35)	17% (104)	604
Voted in 2014: Yes	34% (477)	37% (513)	9% (129)	5% (74)	14% (197)	1390
Voted in 2014: No	37% (301)	32% (256)	11% (92)	4% (34)	16% (128)	810

Continued on next page

Table HR2_7: Do the following make you more or less likely to see a movie based on a TV show?
I watched the TV show the movie is based on

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	35% (778)	35% (769)	10% (221)	5% (108)	15% (325)	2200
2012 Vote: Barack Obama	39% (311)	35% (284)	10% (83)	3% (26)	12% (99)	803
2012 Vote: Mitt Romney	34% (198)	37% (219)	8% (48)	5% (31)	16% (93)	589
2012 Vote: Other	18% (17)	47% (45)	8% (8)	6% (5)	22% (21)	96
2012 Vote: Didn't Vote	35% (252)	31% (221)	12% (83)	6% (44)	15% (109)	709
4-Region: Northeast	38% (148)	36% (140)	11% (42)	3% (13)	13% (51)	394
4-Region: Midwest	33% (151)	37% (171)	10% (44)	6% (26)	15% (70)	462
4-Region: South	36% (298)	35% (288)	9% (76)	5% (45)	14% (117)	824
4-Region: West	35% (181)	33% (170)	11% (60)	5% (24)	17% (86)	520
Watch TV: Every day	43% (450)	34% (356)	10% (102)	4% (38)	10% (107)	1054
Watch TV: Several times per week	36% (190)	40% (212)	8% (43)	3% (18)	12% (65)	527
Watch TV: About once per week	29% (48)	36% (61)	16% (27)	7% (13)	11% (18)	168
Watch TV: Several times per month	19% (24)	42% (52)	16% (19)	5% (6)	19% (24)	124
Watch TV: About once per month	19% (13)	40% (27)	6% (4)	4% (3)	30% (20)	67
Watch TV: Less often than once per month	21% (19)	29% (26)	11% (10)	15% (14)	23% (21)	89
Watch TV: Never	20% (34)	20% (35)	9% (16)	10% (17)	41% (70)	171
Watch Movies: Every day	49% (176)	29% (105)	10% (38)	4% (16)	6% (23)	358
Watch Movies: Several times per week	43% (238)	36% (203)	9% (49)	2% (13)	10% (55)	558
Watch Movies: About once per week	32% (113)	41% (145)	9% (32)	7% (25)	12% (41)	357
Watch Movies: Several times per month	33% (104)	37% (118)	10% (31)	6% (18)	14% (44)	315
Watch Movies: About once per month	28% (61)	37% (81)	14% (30)	6% (12)	15% (32)	216
Watch Movies: Less often than once per month	24% (50)	33% (67)	11% (22)	5% (10)	27% (57)	206
Watch Movies: Never	19% (35)	26% (49)	11% (20)	7% (13)	38% (72)	189
Watch Sporting Events: Every day	39% (64)	29% (47)	15% (25)	4% (7)	12% (20)	162
Watch Sporting Events: Several times per week	37% (147)	38% (152)	13% (50)	3% (11)	10% (42)	402
Watch Sporting Events: About once per week	38% (134)	35% (122)	8% (28)	4% (14)	15% (51)	350
Watch Sporting Events: Several times per month	29% (43)	41% (61)	13% (20)	2% (4)	15% (22)	149
Watch Sporting Events: About once per month	38% (48)	40% (51)	12% (15)	5% (6)	6% (8)	128
Watch Sporting Events: Less often than once per month	41% (120)	35% (103)	8% (23)	5% (14)	10% (30)	290
Watch Sporting Events: Never	31% (222)	32% (234)	8% (60)	7% (52)	21% (152)	720

Continued on next page

Table HR2_7: Do the following make you more or less likely to see a movie based on a TV show?
I watched the TV show the movie is based on

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	35% (778)	35% (769)	10% (221)	5% (108)	15% (325)	2200
Cable TV: Currently subscribe	36% (351)	34% (338)	12% (114)	5% (54)	13% (128)	986
Cable TV: Subscribed in past	35% (292)	38% (317)	8% (70)	4% (36)	15% (127)	842
Cable TV: Never subscribed	36% (135)	31% (114)	10% (37)	5% (18)	18% (69)	372
Satellite TV: Currently subscribe	36% (150)	33% (134)	10% (40)	6% (24)	15% (64)	412
Satellite TV: Subscribed in past	39% (261)	37% (250)	8% (55)	3% (22)	12% (82)	670
Satellite TV: Never subscribed	33% (367)	34% (384)	11% (126)	6% (62)	16% (179)	1118
Streaming Services: Currently subscribe	42% (562)	35% (471)	9% (120)	4% (48)	10% (130)	1331
Streaming Services: Subscribed in past	27% (61)	38% (86)	10% (23)	9% (20)	16% (36)	227
Streaming Services: Never subscribed	24% (154)	33% (211)	12% (79)	6% (40)	25% (158)	642
Film: An avid fan	49% (375)	31% (241)	9% (65)	3% (25)	8% (62)	768
Film: A casual fan	30% (362)	39% (461)	10% (124)	5% (65)	15% (178)	1191
Film: Not a fan	17% (40)	28% (67)	13% (32)	7% (18)	35% (84)	241
Television: An avid fan	44% (480)	34% (370)	9% (94)	3% (37)	10% (106)	1088
Television: A casual fan	28% (272)	37% (356)	12% (117)	6% (55)	17% (163)	964
Television: Not a fan	17% (25)	28% (42)	7% (11)	10% (15)	37% (55)	148
Music: An avid fan	41% (487)	33% (400)	11% (129)	5% (57)	11% (129)	1201
Music: A casual fan	31% (273)	38% (341)	9% (80)	5% (46)	17% (152)	892
Music: Not a fan	17% (18)	26% (28)	12% (12)	5% (5)	41% (43)	107
Fashion: An avid fan	48% (144)	27% (80)	8% (25)	7% (19)	10% (28)	297
Fashion: A casual fan	39% (373)	36% (344)	9% (84)	5% (46)	12% (120)	967
Fashion: Not a fan	28% (261)	37% (344)	12% (113)	5% (43)	19% (176)	936
Breaking Bad Fan	43% (425)	34% (338)	10% (102)	4% (40)	8% (80)	985
Downton Abbey Fan	43% (245)	36% (206)	10% (55)	4% (21)	8% (47)	575
Deadwood Fan	41% (196)	34% (164)	13% (62)	5% (24)	8% (38)	484

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

Table HR2_8: Do the following make you more or less likely to see a movie based on a TV show?
 I have not watched the TV show the movie is based on

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (145)	17% (380)	24% (537)	27% (594)	25% (544)	2200
Gender: Male	7% (77)	18% (191)	24% (254)	26% (280)	24% (259)	1062
Gender: Female	6% (68)	17% (188)	25% (283)	28% (314)	25% (285)	1138
Age: 18-29	7% (33)	15% (67)	26% (113)	28% (122)	23% (103)	438
Age: 30-44	9% (49)	19% (108)	22% (125)	27% (156)	24% (136)	575
Age: 45-54	6% (24)	17% (66)	25% (96)	31% (118)	21% (79)	382
Age: 55-64	4% (16)	17% (61)	27% (99)	27% (101)	25% (92)	369
Age: 65+	5% (23)	18% (78)	24% (103)	22% (97)	31% (135)	436
Generation Z: 18-22	9% (15)	11% (18)	28% (46)	30% (51)	22% (37)	168
Millennial: Age 23-38	8% (53)	19% (124)	21% (141)	27% (181)	24% (159)	658
Generation X: Age 39-54	7% (37)	17% (98)	26% (147)	29% (164)	21% (122)	569
Boomers: Age 55-73	5% (35)	18% (127)	27% (190)	25% (179)	25% (181)	712
PID: Dem (no lean)	8% (60)	20% (145)	25% (184)	29% (211)	19% (137)	738
PID: Ind (no lean)	6% (44)	14% (107)	24% (187)	25% (192)	31% (240)	771
PID: Rep (no lean)	6% (41)	18% (128)	24% (165)	28% (191)	24% (167)	692
PID/Gender: Dem Men	10% (32)	25% (80)	24% (75)	27% (86)	14% (46)	318
PID/Gender: Dem Women	7% (29)	16% (65)	26% (109)	30% (125)	22% (92)	419
PID/Gender: Ind Men	5% (17)	12% (43)	26% (96)	25% (92)	33% (122)	371
PID/Gender: Ind Women	7% (27)	16% (64)	23% (91)	25% (101)	29% (118)	400
PID/Gender: Rep Men	8% (28)	18% (69)	22% (82)	28% (103)	25% (91)	373
PID/Gender: Rep Women	4% (13)	19% (59)	26% (83)	28% (88)	24% (76)	318
Ideo: Liberal (1-3)	7% (41)	16% (95)	22% (127)	36% (210)	19% (108)	581
Ideo: Moderate (4)	8% (42)	17% (87)	29% (148)	24% (120)	22% (109)	507
Ideo: Conservative (5-7)	5% (38)	18% (142)	25% (191)	27% (207)	25% (197)	775
Educ: < College	7% (108)	18% (274)	23% (353)	26% (393)	25% (385)	1512
Educ: Bachelors degree	5% (23)	16% (70)	28% (122)	29% (127)	23% (101)	444
Educ: Post-grad	6% (14)	15% (36)	25% (61)	30% (74)	24% (59)	244

Continued on next page

Table HR2_8: Do the following make you more or less likely to see a movie based on a TV show?
I have not watched the TV show the movie is based on

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (145)	17% (380)	24% (537)	27% (594)	25% (544)	2200
Income: Under 50k	7% (88)	17% (216)	25% (313)	25% (316)	27% (341)	1274
Income: 50k-100k	7% (50)	17% (123)	25% (175)	30% (216)	21% (148)	712
Income: 100k+	3% (7)	19% (41)	23% (49)	29% (61)	26% (55)	213
Ethnicity: White	5% (93)	16% (275)	24% (418)	29% (492)	26% (444)	1722
Ethnicity: Hispanic	9% (31)	19% (65)	29% (100)	25% (86)	19% (68)	349
Ethnicity: Afr. Am.	12% (32)	24% (65)	22% (60)	23% (64)	20% (54)	274
Ethnicity: Other	10% (20)	20% (41)	29% (59)	19% (38)	23% (47)	204
All Christian	6% (60)	17% (158)	26% (252)	26% (250)	25% (234)	954
All Non-Christian	14% (10)	12% (9)	27% (20)	26% (20)	22% (16)	75
Atheist	9% (10)	9% (9)	16% (16)	47% (49)	20% (20)	104
Agnostic/Nothing in particular	6% (66)	19% (204)	23% (248)	26% (276)	26% (274)	1068
Religious Non-Protestant/Catholic	12% (13)	15% (16)	25% (26)	28% (29)	20% (20)	103
Evangelical	7% (41)	20% (121)	24% (149)	25% (152)	25% (153)	615
Non-Evangelical	6% (48)	17% (130)	26% (202)	27% (206)	23% (178)	764
Community: Urban	9% (48)	18% (95)	25% (134)	24% (130)	24% (126)	533
Community: Suburban	6% (62)	17% (177)	25% (252)	28% (286)	24% (248)	1026
Community: Rural	5% (35)	17% (107)	24% (151)	28% (178)	26% (169)	640
Employ: Private Sector	8% (57)	17% (118)	26% (183)	29% (206)	21% (149)	714
Employ: Government	13% (16)	14% (17)	20% (24)	30% (36)	24% (29)	122
Employ: Self-Employed	4% (9)	16% (35)	29% (62)	25% (53)	25% (54)	212
Employ: Homemaker	2% (3)	17% (25)	20% (31)	29% (43)	32% (47)	150
Employ: Retired	5% (25)	19% (93)	23% (113)	24% (118)	30% (147)	496
Employ: Unemployed	8% (18)	15% (36)	22% (54)	31% (75)	25% (60)	244
Employ: Other	6% (11)	22% (40)	25% (46)	21% (39)	26% (47)	182
Military HH: Yes	5% (19)	19% (73)	23% (88)	25% (95)	27% (101)	376
Military HH: No	7% (126)	17% (307)	25% (449)	27% (499)	24% (443)	1824
RD/WT: Right Direction	7% (60)	18% (147)	25% (210)	23% (188)	27% (219)	824
RD/WT: Wrong Track	6% (85)	17% (232)	24% (327)	30% (406)	24% (326)	1376
Trump Job Approve	7% (59)	18% (160)	24% (210)	26% (228)	26% (234)	891
Trump Job Disapprove	7% (78)	17% (202)	25% (301)	29% (352)	22% (264)	1197

Continued on next page

Table HR2_8: Do the following make you more or less likely to see a movie based on a TV show?
I have not watched the TV show the movie is based on

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (145)	17% (380)	24% (537)	27% (594)	25% (544)	2200
Trump Job Strongly Approve	8% (43)	18% (93)	22% (113)	26% (134)	25% (127)	510
Trump Job Somewhat Approve	4% (16)	18% (68)	25% (97)	25% (94)	28% (107)	381
Trump Job Somewhat Disapprove	4% (10)	16% (43)	31% (84)	22% (60)	27% (72)	270
Trump Job Strongly Disapprove	7% (68)	17% (159)	23% (216)	31% (292)	21% (192)	927
Favorable of Trump	6% (56)	18% (160)	24% (214)	26% (228)	26% (227)	884
Unfavorable of Trump	7% (85)	17% (201)	24% (290)	30% (351)	22% (259)	1186
Very Favorable of Trump	8% (43)	19% (97)	22% (116)	26% (135)	24% (127)	519
Somewhat Favorable of Trump	3% (12)	17% (63)	27% (98)	25% (93)	27% (100)	365
Somewhat Unfavorable of Trump	6% (13)	18% (38)	32% (66)	23% (48)	21% (44)	208
Very Unfavorable of Trump	7% (72)	17% (163)	23% (224)	31% (303)	22% (216)	978
#1 Issue: Economy	7% (37)	19% (106)	22% (123)	29% (159)	23% (125)	549
#1 Issue: Security	10% (42)	13% (57)	30% (127)	25% (106)	22% (92)	424
#1 Issue: Health Care	4% (16)	16% (60)	24% (92)	32% (122)	23% (89)	380
#1 Issue: Medicare / Social Security	6% (19)	21% (67)	22% (71)	18% (57)	32% (102)	316
#1 Issue: Women's Issues	6% (8)	13% (16)	26% (33)	35% (44)	19% (24)	125
#1 Issue: Education	10% (12)	25% (30)	23% (29)	21% (26)	20% (25)	123
#1 Issue: Energy	4% (6)	20% (32)	26% (42)	28% (44)	22% (34)	157
#1 Issue: Other	4% (5)	9% (11)	16% (20)	28% (35)	43% (53)	125
2018 House Vote: Democrat	8% (57)	19% (144)	25% (189)	29% (222)	19% (148)	760
2018 House Vote: Republican	6% (44)	17% (118)	25% (176)	26% (182)	26% (181)	701
2018 House Vote: Someone else	7% (7)	18% (18)	19% (19)	25% (25)	32% (32)	101
2016 Vote: Hillary Clinton	7% (46)	21% (145)	23% (157)	29% (196)	20% (132)	676
2016 Vote: Donald Trump	7% (49)	18% (130)	25% (186)	25% (185)	26% (190)	740
2016 Vote: Other	5% (8)	15% (26)	24% (43)	34% (60)	23% (41)	178
2016 Vote: Didn't Vote	7% (42)	13% (79)	25% (151)	25% (153)	30% (180)	604
Voted in 2014: Yes	7% (95)	18% (251)	24% (339)	27% (379)	23% (326)	1390
Voted in 2014: No	6% (51)	16% (129)	24% (197)	27% (215)	27% (218)	810

Continued on next page

Table HR2_8: Do the following make you more or less likely to see a movie based on a TV show?
I have not watched the TV show the movie is based on

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (145)	17% (380)	24% (537)	27% (594)	25% (544)	2200
2012 Vote: Barack Obama	7% (54)	19% (153)	24% (190)	29% (232)	22% (174)	803
2012 Vote: Mitt Romney	5% (32)	18% (103)	24% (139)	28% (164)	26% (150)	589
2012 Vote: Other	3% (3)	14% (13)	31% (29)	24% (23)	28% (27)	96
2012 Vote: Didn't Vote	8% (56)	16% (110)	25% (178)	24% (173)	27% (191)	709
4-Region: Northeast	7% (29)	16% (63)	23% (92)	28% (112)	25% (98)	394
4-Region: Midwest	4% (17)	16% (72)	26% (118)	27% (125)	28% (130)	462
4-Region: South	8% (67)	18% (148)	22% (181)	26% (218)	26% (210)	824
4-Region: West	6% (33)	19% (97)	28% (145)	27% (140)	20% (105)	520
Watch TV: Every day	9% (94)	17% (177)	25% (259)	29% (302)	21% (222)	1054
Watch TV: Several times per week	4% (20)	19% (100)	26% (135)	30% (160)	21% (112)	527
Watch TV: About once per week	6% (9)	23% (38)	21% (35)	27% (46)	24% (40)	168
Watch TV: Several times per month	7% (9)	13% (17)	34% (42)	15% (19)	31% (38)	124
Watch TV: About once per month	8% (5)	25% (17)	24% (16)	13% (9)	30% (20)	67
Watch TV: Less often than once per month	1% (1)	12% (10)	22% (19)	29% (26)	37% (33)	89
Watch TV: Never	4% (8)	12% (21)	18% (31)	19% (33)	46% (79)	171
Watch Movies: Every day	15% (53)	18% (64)	22% (79)	26% (93)	19% (70)	358
Watch Movies: Several times per week	6% (34)	19% (106)	28% (159)	26% (147)	20% (113)	558
Watch Movies: About once per week	3% (12)	22% (79)	23% (80)	32% (115)	20% (71)	357
Watch Movies: Several times per month	5% (15)	14% (43)	27% (85)	29% (90)	26% (82)	315
Watch Movies: About once per month	4% (9)	16% (36)	25% (54)	32% (69)	23% (49)	216
Watch Movies: Less often than once per month	3% (7)	13% (26)	23% (47)	25% (51)	37% (75)	206
Watch Movies: Never	8% (16)	14% (26)	18% (34)	16% (30)	45% (85)	189
Watch Sporting Events: Every day	8% (13)	20% (32)	20% (32)	34% (55)	19% (30)	162
Watch Sporting Events: Several times per week	7% (28)	20% (80)	24% (95)	28% (113)	21% (86)	402
Watch Sporting Events: About once per week	3% (12)	22% (78)	22% (78)	25% (86)	27% (95)	350
Watch Sporting Events: Several times per month	4% (6)	12% (19)	35% (52)	23% (35)	26% (38)	149
Watch Sporting Events: About once per month	11% (14)	18% (23)	27% (35)	24% (30)	20% (25)	128
Watch Sporting Events: Less often than once per month	6% (17)	19% (55)	27% (79)	28% (82)	20% (57)	290
Watch Sporting Events: Never	8% (56)	13% (93)	23% (165)	27% (193)	30% (213)	720

Continued on next page

Table HR2_8: Do the following make you more or less likely to see a movie based on a TV show?
I have not watched the TV show the movie is based on

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (145)	17% (380)	24% (537)	27% (594)	25% (544)	2200
Cable TV: Currently subscribe	7% (69)	16% (161)	25% (249)	27% (264)	25% (244)	986
Cable TV: Subscribed in past	5% (40)	19% (157)	25% (212)	28% (240)	23% (194)	842
Cable TV: Never subscribed	10% (37)	17% (62)	21% (77)	24% (91)	29% (106)	372
Satellite TV: Currently subscribe	7% (30)	18% (74)	26% (108)	26% (106)	23% (94)	412
Satellite TV: Subscribed in past	7% (44)	21% (139)	25% (171)	27% (180)	20% (137)	670
Satellite TV: Never subscribed	6% (72)	15% (167)	23% (258)	28% (308)	28% (313)	1118
Streaming Services: Currently subscribe	6% (86)	17% (232)	24% (322)	32% (421)	20% (270)	1331
Streaming Services: Subscribed in past	6% (13)	21% (48)	27% (62)	18% (42)	27% (62)	227
Streaming Services: Never subscribed	7% (46)	15% (99)	24% (153)	20% (132)	33% (212)	642
Film: An avid fan	10% (75)	18% (139)	26% (197)	29% (219)	18% (138)	768
Film: A casual fan	5% (60)	18% (212)	25% (300)	27% (318)	25% (301)	1191
Film: Not a fan	4% (10)	12% (29)	16% (39)	24% (57)	44% (105)	241
Television: An avid fan	9% (99)	18% (191)	26% (281)	28% (301)	20% (216)	1088
Television: A casual fan	4% (40)	17% (167)	25% (237)	26% (252)	28% (268)	964
Television: Not a fan	4% (6)	14% (21)	13% (19)	28% (41)	41% (61)	148
Music: An avid fan	7% (87)	17% (208)	25% (304)	29% (352)	21% (250)	1201
Music: A casual fan	6% (52)	18% (162)	24% (210)	25% (224)	27% (244)	892
Music: Not a fan	6% (6)	10% (10)	21% (23)	17% (18)	46% (50)	107
Fashion: An avid fan	12% (37)	18% (52)	25% (74)	27% (81)	18% (53)	297
Fashion: A casual fan	7% (63)	19% (187)	28% (269)	25% (243)	21% (205)	967
Fashion: Not a fan	5% (45)	15% (140)	21% (194)	29% (270)	31% (286)	936
Breaking Bad Fan	7% (74)	21% (204)	26% (259)	28% (271)	18% (178)	985
Downton Abbey Fan	7% (42)	20% (117)	25% (143)	28% (159)	20% (115)	575
Deadwood Fan	8% (38)	23% (110)	26% (126)	23% (112)	20% (98)	484

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

Table HR3_1: Do you agree or disagree with the following statements?
Movies based on TV shows are usually cheesy

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	9%	(187)	30%	(670)	28%	(610)	13%	(292)	20%	(441)	2200
Gender: Male	9%	(95)	31%	(329)	28%	(301)	12%	(126)	20%	(211)	1062
Gender: Female	8%	(92)	30%	(342)	27%	(309)	15%	(166)	20%	(230)	1138
Age: 18-29	11%	(47)	28%	(122)	31%	(138)	12%	(51)	18%	(80)	438
Age: 30-44	8%	(48)	28%	(159)	28%	(161)	19%	(108)	17%	(100)	575
Age: 45-54	9%	(33)	33%	(125)	28%	(105)	13%	(50)	18%	(69)	382
Age: 55-64	9%	(32)	33%	(122)	26%	(97)	12%	(45)	20%	(74)	369
Age: 65+	6%	(27)	33%	(142)	25%	(110)	9%	(38)	27%	(119)	436
Generation Z: 18-22	12%	(21)	26%	(44)	34%	(56)	7%	(11)	21%	(36)	168
Millennial: Age 23-38	8%	(55)	28%	(186)	29%	(190)	17%	(112)	18%	(115)	658
Generation X: Age 39-54	9%	(53)	31%	(177)	28%	(157)	15%	(85)	17%	(97)	569
Boomers: Age 55-73	7%	(52)	33%	(238)	27%	(194)	11%	(76)	21%	(152)	712
PID: Dem (no lean)	7%	(51)	32%	(233)	30%	(223)	16%	(115)	16%	(116)	738
PID: Ind (no lean)	8%	(63)	28%	(218)	28%	(212)	11%	(82)	25%	(196)	771
PID: Rep (no lean)	11%	(73)	32%	(219)	25%	(176)	14%	(95)	19%	(129)	692
PID/Gender: Dem Men	6%	(19)	35%	(110)	32%	(103)	15%	(47)	12%	(40)	318
PID/Gender: Dem Women	8%	(32)	29%	(123)	29%	(120)	16%	(68)	18%	(76)	419
PID/Gender: Ind Men	9%	(32)	27%	(100)	25%	(94)	9%	(35)	30%	(110)	371
PID/Gender: Ind Women	8%	(31)	29%	(118)	29%	(118)	12%	(47)	22%	(86)	400
PID/Gender: Rep Men	12%	(44)	32%	(118)	28%	(104)	12%	(45)	17%	(62)	373
PID/Gender: Rep Women	9%	(29)	32%	(101)	22%	(71)	16%	(50)	21%	(67)	318
Ideo: Liberal (1-3)	6%	(36)	32%	(185)	31%	(180)	15%	(86)	16%	(93)	581
Ideo: Moderate (4)	8%	(40)	33%	(166)	31%	(155)	13%	(65)	16%	(80)	507
Ideo: Conservative (5-7)	11%	(85)	31%	(240)	25%	(196)	12%	(90)	21%	(163)	775
Educ: < College	8%	(125)	28%	(418)	28%	(429)	15%	(221)	21%	(319)	1512
Educ: Bachelors degree	9%	(41)	35%	(157)	27%	(119)	10%	(46)	18%	(80)	444
Educ: Post-grad	9%	(21)	39%	(95)	25%	(62)	10%	(25)	17%	(42)	244

Continued on next page

Table HR3_1: Do you agree or disagree with the following statements?
Movies based on TV shows are usually cheesy

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	9% (187)	30% (670)	28% (610)	13% (292)	20% (441)	2200
Income: Under 50k	8% (99)	28% (360)	26% (336)	14% (182)	23% (298)	1274
Income: 50k-100k	10% (69)	31% (224)	32% (227)	12% (85)	15% (108)	712
Income: 100k+	9% (20)	40% (86)	22% (47)	12% (25)	16% (35)	213
Ethnicity: White	8% (130)	32% (554)	27% (471)	12% (206)	21% (361)	1722
Ethnicity: Hispanic	10% (34)	29% (101)	33% (116)	13% (47)	15% (51)	349
Ethnicity: Afr. Am.	15% (40)	21% (58)	26% (72)	22% (60)	16% (45)	274
Ethnicity: Other	9% (17)	29% (59)	33% (67)	13% (26)	17% (35)	204
All Christian	8% (75)	33% (316)	28% (271)	13% (123)	18% (168)	954
All Non-Christian	8% (6)	30% (23)	24% (18)	20% (15)	18% (14)	75
Atheist	5% (5)	33% (35)	36% (37)	11% (12)	15% (16)	104
Agnostic/Nothing in particular	10% (102)	28% (297)	27% (284)	13% (142)	23% (244)	1068
Religious Non-Protestant/Catholic	7% (7)	31% (32)	31% (32)	16% (16)	16% (16)	103
Evangelical	10% (59)	29% (176)	24% (145)	17% (107)	21% (128)	615
Non-Evangelical	9% (68)	35% (268)	27% (205)	11% (85)	18% (138)	764
Community: Urban	10% (52)	27% (145)	27% (144)	15% (80)	21% (113)	533
Community: Suburban	9% (88)	34% (346)	28% (290)	12% (118)	18% (184)	1026
Community: Rural	7% (46)	28% (179)	28% (177)	15% (93)	23% (144)	640
Employ: Private Sector	9% (62)	33% (232)	31% (220)	14% (101)	14% (98)	714
Employ: Government	7% (9)	42% (52)	20% (25)	12% (15)	18% (22)	122
Employ: Self-Employed	8% (17)	31% (65)	25% (53)	15% (32)	21% (45)	212
Employ: Homemaker	8% (12)	20% (30)	29% (43)	16% (23)	28% (42)	150
Employ: Retired	8% (37)	32% (156)	25% (124)	10% (51)	26% (127)	496
Employ: Unemployed	10% (24)	27% (65)	27% (65)	16% (40)	20% (49)	244
Employ: Other	5% (9)	29% (53)	32% (59)	12% (23)	22% (39)	182
Military HH: Yes	10% (38)	35% (130)	28% (107)	7% (26)	20% (75)	376
Military HH: No	8% (149)	30% (540)	28% (504)	15% (265)	20% (366)	1824
RD/WT: Right Direction	10% (82)	30% (247)	26% (215)	15% (121)	19% (159)	824
RD/WT: Wrong Track	8% (105)	31% (423)	29% (395)	12% (171)	20% (282)	1376
Trump Job Approve	11% (94)	31% (278)	25% (221)	13% (118)	20% (179)	891
Trump Job Disapprove	7% (87)	31% (369)	30% (363)	13% (161)	18% (218)	1197

Continued on next page

Table HR3_1: Do you agree or disagree with the following statements?
Movies based on TV shows are usually cheesy

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	9% (187)	30% (670)	28% (610)	13% (292)	20% (441)	2200
Trump Job Strongly Approve	12% (63)	30% (155)	21% (109)	15% (79)	20% (104)	510
Trump Job Somewhat Approve	8% (31)	32% (123)	29% (112)	10% (40)	20% (75)	381
Trump Job Somewhat Disapprove	9% (25)	28% (75)	34% (91)	10% (27)	19% (53)	270
Trump Job Strongly Disapprove	7% (62)	32% (294)	29% (272)	14% (134)	18% (166)	927
Favorable of Trump	11% (96)	31% (271)	25% (224)	14% (120)	20% (173)	884
Unfavorable of Trump	7% (85)	31% (368)	30% (354)	13% (159)	19% (220)	1186
Very Favorable of Trump	11% (60)	31% (161)	23% (117)	15% (80)	20% (101)	519
Somewhat Favorable of Trump	10% (36)	30% (110)	29% (107)	11% (40)	20% (72)	365
Somewhat Unfavorable of Trump	9% (18)	34% (71)	28% (59)	8% (16)	21% (44)	208
Very Unfavorable of Trump	7% (67)	30% (298)	30% (295)	15% (143)	18% (175)	978
#1 Issue: Economy	9% (48)	35% (195)	26% (142)	12% (64)	18% (100)	549
#1 Issue: Security	10% (41)	27% (115)	29% (123)	13% (55)	21% (90)	424
#1 Issue: Health Care	6% (24)	31% (119)	29% (109)	18% (67)	16% (61)	380
#1 Issue: Medicare / Social Security	8% (24)	30% (96)	24% (76)	13% (43)	24% (77)	316
#1 Issue: Women's Issues	11% (14)	27% (34)	32% (40)	13% (17)	16% (20)	125
#1 Issue: Education	12% (15)	26% (32)	31% (38)	13% (16)	17% (21)	123
#1 Issue: Energy	8% (13)	29% (45)	30% (47)	10% (16)	23% (36)	157
#1 Issue: Other	6% (7)	27% (34)	27% (34)	11% (13)	29% (37)	125
2018 House Vote: Democrat	7% (53)	31% (233)	31% (238)	14% (109)	17% (127)	760
2018 House Vote: Republican	11% (80)	31% (220)	25% (175)	12% (87)	20% (139)	701
2018 House Vote: Someone else	7% (7)	35% (35)	19% (19)	10% (10)	29% (29)	101
2016 Vote: Hillary Clinton	7% (47)	31% (209)	30% (206)	14% (96)	18% (118)	676
2016 Vote: Donald Trump	11% (79)	33% (241)	24% (181)	12% (90)	20% (150)	740
2016 Vote: Other	8% (14)	40% (71)	23% (41)	10% (17)	19% (35)	178
2016 Vote: Didn't Vote	8% (47)	25% (148)	30% (183)	15% (88)	23% (138)	604
Voted in 2014: Yes	9% (126)	32% (450)	26% (366)	13% (184)	19% (263)	1390
Voted in 2014: No	7% (61)	27% (220)	30% (244)	13% (107)	22% (178)	810

Continued on next page

Table HR3_1: Do you agree or disagree with the following statements?
Movies based on TV shows are usually cheesy

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	9% (187)	30% (670)	28% (610)	13% (292)	20% (441)	2200
2012 Vote: Barack Obama	7% (54)	31% (247)	30% (244)	14% (115)	18% (144)	803
2012 Vote: Mitt Romney	11% (66)	34% (201)	23% (138)	11% (66)	20% (118)	589
2012 Vote: Other	14% (13)	34% (33)	20% (19)	12% (12)	21% (20)	96
2012 Vote: Didn't Vote	8% (54)	27% (189)	30% (210)	14% (99)	22% (156)	709
4-Region: Northeast	7% (27)	32% (127)	27% (106)	15% (61)	19% (73)	394
4-Region: Midwest	8% (38)	32% (149)	26% (119)	12% (54)	22% (102)	462
4-Region: South	9% (71)	29% (240)	26% (218)	14% (118)	21% (177)	824
4-Region: West	10% (51)	30% (155)	32% (167)	11% (58)	17% (89)	520
Watch TV: Every day	9% (93)	32% (336)	29% (301)	16% (169)	15% (155)	1054
Watch TV: Several times per week	8% (42)	32% (168)	31% (161)	10% (53)	19% (102)	527
Watch TV: About once per week	7% (12)	34% (57)	29% (49)	13% (22)	17% (29)	168
Watch TV: Several times per month	9% (11)	29% (35)	26% (33)	10% (13)	26% (33)	124
Watch TV: About once per month	7% (5)	20% (13)	30% (20)	10% (7)	32% (22)	67
Watch TV: Less often than once per month	5% (4)	29% (26)	24% (21)	10% (9)	32% (28)	89
Watch TV: Never	12% (20)	20% (34)	14% (25)	11% (19)	42% (72)	171
Watch Movies: Every day	10% (36)	26% (94)	30% (106)	22% (79)	12% (43)	358
Watch Movies: Several times per week	8% (47)	30% (170)	32% (180)	14% (81)	14% (80)	558
Watch Movies: About once per week	6% (21)	40% (141)	28% (101)	10% (36)	16% (57)	357
Watch Movies: Several times per month	10% (30)	32% (101)	29% (92)	10% (32)	19% (59)	315
Watch Movies: About once per month	11% (24)	33% (72)	26% (57)	8% (18)	21% (46)	216
Watch Movies: Less often than once per month	5% (9)	25% (51)	22% (46)	11% (22)	38% (78)	206
Watch Movies: Never	11% (20)	21% (40)	15% (28)	12% (24)	41% (77)	189
Watch Sporting Events: Every day	18% (29)	30% (48)	21% (34)	18% (30)	13% (21)	162
Watch Sporting Events: Several times per week	8% (33)	37% (149)	30% (121)	11% (44)	14% (56)	402
Watch Sporting Events: About once per week	5% (17)	32% (110)	35% (124)	11% (37)	17% (61)	350
Watch Sporting Events: Several times per month	10% (15)	36% (53)	26% (38)	12% (18)	16% (24)	149
Watch Sporting Events: About once per month	11% (14)	37% (48)	31% (39)	10% (13)	11% (14)	128
Watch Sporting Events: Less often than once per month	5% (15)	34% (99)	27% (78)	15% (44)	19% (55)	290
Watch Sporting Events: Never	9% (64)	23% (163)	24% (176)	15% (107)	29% (210)	720

Continued on next page

Table HR3_1: Do you agree or disagree with the following statements?
Movies based on TV shows are usually cheesy

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	9% (187)	30% (670)	28% (610)	13% (292)	20% (441)	2200
Cable TV: Currently subscribe	9% (86)	31% (310)	28% (280)	13% (132)	18% (178)	986
Cable TV: Subscribed in past	7% (55)	31% (258)	29% (244)	13% (106)	21% (179)	842
Cable TV: Never subscribed	12% (46)	28% (103)	23% (86)	14% (53)	23% (84)	372
Satellite TV: Currently subscribe	8% (32)	33% (136)	25% (103)	15% (63)	19% (78)	412
Satellite TV: Subscribed in past	8% (52)	30% (201)	31% (209)	13% (86)	18% (122)	670
Satellite TV: Never subscribed	9% (103)	30% (333)	27% (298)	13% (143)	22% (241)	1118
Streaming Services: Currently subscribe	9% (118)	31% (406)	30% (403)	14% (185)	16% (218)	1331
Streaming Services: Subscribed in past	5% (11)	36% (82)	27% (61)	10% (22)	22% (51)	227
Streaming Services: Never subscribed	9% (58)	28% (182)	23% (146)	13% (85)	27% (172)	642
Film: An avid fan	10% (78)	29% (220)	33% (250)	18% (135)	11% (84)	768
Film: A casual fan	7% (85)	32% (383)	28% (333)	11% (137)	21% (253)	1191
Film: Not a fan	10% (24)	28% (67)	11% (27)	8% (20)	43% (104)	241
Television: An avid fan	9% (101)	29% (315)	30% (324)	17% (186)	15% (162)	1088
Television: A casual fan	8% (72)	33% (317)	27% (264)	10% (97)	22% (212)	964
Television: Not a fan	9% (14)	26% (38)	15% (22)	5% (8)	45% (67)	148
Music: An avid fan	9% (110)	30% (364)	30% (363)	15% (184)	15% (181)	1201
Music: A casual fan	8% (70)	32% (282)	25% (225)	11% (100)	24% (215)	892
Music: Not a fan	6% (7)	24% (25)	20% (22)	7% (8)	42% (45)	107
Fashion: An avid fan	11% (33)	25% (76)	27% (82)	20% (61)	15% (46)	297
Fashion: A casual fan	8% (74)	30% (294)	31% (300)	15% (142)	16% (157)	967
Fashion: Not a fan	9% (80)	32% (300)	24% (228)	10% (89)	25% (238)	936
Breaking Bad Fan	9% (87)	28% (276)	33% (321)	16% (161)	14% (140)	985
Downton Abbey Fan	9% (51)	26% (149)	32% (184)	16% (89)	18% (102)	575
Deadwood Fan	9% (44)	29% (139)	32% (156)	16% (79)	14% (67)	484

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

Table HR3_2: Do you agree or disagree with the following statements?
Movies based on TV shows are unnecessary

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	10%	(220)	23%	(506)	31%	(673)	16%	(350)	21%	(451)	2200
Gender: Male	10%	(110)	23%	(243)	32%	(339)	15%	(158)	20%	(212)	1062
Gender: Female	10%	(110)	23%	(263)	29%	(334)	17%	(192)	21%	(240)	1138
Age: 18-29	12%	(52)	16%	(72)	36%	(159)	15%	(65)	21%	(90)	438
Age: 30-44	10%	(60)	21%	(123)	30%	(174)	20%	(115)	18%	(103)	575
Age: 45-54	7%	(26)	23%	(89)	32%	(120)	18%	(70)	20%	(76)	382
Age: 55-64	9%	(34)	26%	(96)	31%	(115)	13%	(49)	20%	(75)	369
Age: 65+	11%	(48)	29%	(126)	24%	(105)	11%	(50)	25%	(108)	436
Generation Z: 18-22	11%	(18)	16%	(27)	40%	(68)	12%	(21)	20%	(34)	168
Millennial: Age 23-38	11%	(73)	19%	(124)	33%	(217)	19%	(122)	19%	(123)	658
Generation X: Age 39-54	9%	(48)	23%	(132)	30%	(169)	19%	(108)	20%	(112)	569
Boomers: Age 55-73	10%	(70)	27%	(195)	29%	(206)	13%	(92)	21%	(149)	712
PID: Dem (no lean)	8%	(59)	22%	(161)	34%	(254)	21%	(152)	15%	(111)	738
PID: Ind (no lean)	9%	(68)	22%	(170)	30%	(235)	13%	(103)	25%	(195)	771
PID: Rep (no lean)	13%	(92)	25%	(175)	27%	(184)	14%	(94)	21%	(146)	692
PID/Gender: Dem Men	8%	(25)	22%	(71)	37%	(119)	20%	(65)	12%	(39)	318
PID/Gender: Dem Women	8%	(35)	21%	(90)	32%	(135)	21%	(87)	17%	(72)	419
PID/Gender: Ind Men	8%	(31)	22%	(82)	30%	(112)	12%	(44)	27%	(101)	371
PID/Gender: Ind Women	9%	(37)	22%	(88)	31%	(122)	15%	(60)	23%	(94)	400
PID/Gender: Rep Men	15%	(54)	24%	(90)	29%	(108)	13%	(50)	19%	(72)	373
PID/Gender: Rep Women	12%	(38)	27%	(85)	24%	(76)	14%	(45)	23%	(74)	318
Ideo: Liberal (1-3)	8%	(47)	21%	(124)	36%	(212)	19%	(113)	15%	(85)	581
Ideo: Moderate (4)	9%	(46)	23%	(119)	34%	(174)	17%	(85)	16%	(82)	507
Ideo: Conservative (5-7)	13%	(101)	26%	(202)	27%	(210)	11%	(89)	22%	(172)	775
Educ: < College	9%	(143)	21%	(324)	31%	(462)	17%	(262)	21%	(321)	1512
Educ: Bachelors degree	10%	(44)	26%	(116)	31%	(137)	14%	(63)	19%	(84)	444
Educ: Post-grad	14%	(33)	27%	(66)	30%	(74)	10%	(25)	19%	(46)	244

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Table HR3_2: Do you agree or disagree with the following statements?
Movies based on TV shows are unnecessary

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	10% (220)	23% (506)	31% (673)	16% (350)	21% (451)	2200
Income: Under 50k	9% (119)	21% (273)	29% (373)	17% (216)	23% (293)	1274
Income: 50k-100k	10% (72)	22% (160)	36% (256)	15% (105)	17% (119)	712
Income: 100k+	13% (29)	34% (73)	20% (43)	14% (29)	19% (40)	213
Ethnicity: White	10% (175)	25% (424)	30% (514)	14% (242)	21% (367)	1722
Ethnicity: Hispanic	10% (36)	18% (62)	38% (132)	19% (68)	15% (52)	349
Ethnicity: Afr. Am.	10% (28)	17% (46)	32% (87)	23% (63)	18% (50)	274
Ethnicity: Other	8% (17)	17% (36)	35% (72)	22% (45)	17% (35)	204
All Christian	10% (92)	26% (246)	31% (296)	15% (140)	19% (179)	954
All Non-Christian	11% (8)	21% (15)	28% (21)	15% (12)	25% (19)	75
Atheist	7% (8)	33% (35)	33% (34)	14% (15)	12% (13)	104
Agnostic/Nothing in particular	11% (112)	20% (210)	30% (321)	17% (183)	23% (240)	1068
Religious Non-Protestant/Catholic	8% (9)	23% (24)	30% (31)	14% (14)	24% (25)	103
Evangelical	10% (64)	22% (137)	27% (164)	19% (115)	22% (135)	615
Non-Evangelical	10% (75)	25% (190)	33% (252)	15% (115)	17% (132)	764
Community: Urban	10% (53)	22% (116)	30% (158)	17% (88)	22% (118)	533
Community: Suburban	10% (105)	24% (241)	33% (336)	16% (160)	18% (183)	1026
Community: Rural	10% (61)	23% (149)	28% (178)	16% (101)	23% (150)	640
Employ: Private Sector	10% (68)	23% (165)	33% (239)	17% (123)	17% (119)	714
Employ: Government	10% (12)	30% (36)	29% (35)	17% (20)	14% (18)	122
Employ: Self-Employed	7% (15)	24% (52)	26% (54)	22% (47)	21% (44)	212
Employ: Homemaker	9% (14)	13% (19)	30% (45)	18% (27)	30% (45)	150
Employ: Retired	12% (58)	28% (137)	25% (123)	14% (67)	22% (111)	496
Employ: Unemployed	10% (25)	16% (38)	39% (94)	14% (33)	22% (52)	244
Employ: Other	6% (12)	24% (44)	29% (52)	14% (26)	27% (48)	182
Military HH: Yes	11% (40)	24% (91)	32% (120)	13% (49)	20% (76)	376
Military HH: No	10% (180)	23% (415)	30% (553)	17% (301)	21% (375)	1824
RD/WT: Right Direction	12% (98)	23% (193)	28% (228)	16% (133)	21% (172)	824
RD/WT: Wrong Track	9% (122)	23% (313)	32% (445)	16% (217)	20% (280)	1376
Trump Job Approve	12% (107)	26% (230)	25% (223)	15% (136)	22% (196)	891
Trump Job Disapprove	9% (105)	22% (263)	35% (419)	17% (202)	17% (209)	1197

Continued on next page

Table HR3_2: Do you agree or disagree with the following statements?
 Movies based on TV shows are unnecessary

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	10% (220)	23% (506)	31% (673)	16% (350)	21% (451)	2200
Trump Job Strongly Approve	15% (74)	25% (129)	22% (111)	16% (84)	22% (113)	510
Trump Job Somewhat Approve	8% (32)	27% (101)	29% (112)	14% (53)	22% (83)	381
Trump Job Somewhat Disapprove	7% (20)	22% (59)	42% (112)	12% (31)	18% (48)	270
Trump Job Strongly Disapprove	9% (85)	22% (204)	33% (307)	18% (171)	17% (161)	927
Favorable of Trump	12% (110)	25% (220)	27% (237)	15% (132)	21% (185)	884
Unfavorable of Trump	9% (101)	22% (265)	34% (400)	17% (203)	18% (216)	1186
Very Favorable of Trump	14% (74)	25% (129)	24% (124)	17% (87)	20% (105)	519
Somewhat Favorable of Trump	10% (36)	25% (91)	31% (114)	12% (45)	22% (80)	365
Somewhat Unfavorable of Trump	9% (18)	23% (49)	39% (80)	13% (27)	16% (34)	208
Very Unfavorable of Trump	8% (83)	22% (217)	33% (320)	18% (176)	19% (182)	978
#1 Issue: Economy	10% (55)	26% (142)	30% (165)	15% (82)	19% (104)	549
#1 Issue: Security	13% (53)	24% (100)	29% (122)	14% (61)	21% (88)	424
#1 Issue: Health Care	7% (28)	21% (81)	33% (126)	19% (72)	19% (73)	380
#1 Issue: Medicare / Social Security	10% (30)	29% (93)	23% (74)	14% (45)	24% (75)	316
#1 Issue: Women's Issues	13% (16)	20% (25)	36% (45)	20% (25)	11% (14)	125
#1 Issue: Education	12% (14)	14% (17)	35% (44)	19% (24)	19% (24)	123
#1 Issue: Energy	8% (13)	13% (20)	41% (64)	16% (25)	22% (35)	157
#1 Issue: Other	8% (9)	22% (28)	26% (33)	13% (17)	31% (39)	125
2018 House Vote: Democrat	8% (63)	23% (173)	34% (260)	19% (144)	16% (120)	760
2018 House Vote: Republican	13% (91)	25% (178)	26% (180)	15% (102)	22% (151)	701
2018 House Vote: Someone else	9% (9)	25% (25)	22% (22)	15% (15)	29% (29)	101
2016 Vote: Hillary Clinton	8% (53)	22% (146)	34% (232)	19% (130)	17% (114)	676
2016 Vote: Donald Trump	13% (94)	25% (187)	25% (185)	14% (106)	23% (168)	740
2016 Vote: Other	10% (17)	28% (50)	35% (61)	13% (23)	15% (26)	178
2016 Vote: Didn't Vote	9% (55)	20% (121)	32% (195)	15% (91)	24% (143)	604
Voted in 2014: Yes	10% (143)	25% (348)	28% (388)	17% (240)	19% (270)	1390
Voted in 2014: No	10% (77)	19% (158)	35% (284)	14% (110)	22% (181)	810

Continued on next page

Table HR3_2: Do you agree or disagree with the following statements?
Movies based on TV shows are unnecessary

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	10% (220)	23% (506)	31% (673)	16% (350)	21% (451)	2200
2012 Vote: Barack Obama	9% (74)	21% (172)	33% (269)	19% (151)	17% (138)	803
2012 Vote: Mitt Romney	13% (78)	27% (157)	24% (139)	12% (73)	24% (142)	589
2012 Vote: Other	10% (10)	32% (31)	23% (22)	18% (17)	17% (16)	96
2012 Vote: Didn't Vote	8% (59)	21% (146)	34% (243)	15% (108)	21% (152)	709
4-Region: Northeast	11% (42)	24% (96)	30% (120)	16% (63)	19% (74)	394
4-Region: Midwest	9% (44)	25% (115)	32% (146)	13% (58)	22% (99)	462
4-Region: South	10% (86)	22% (182)	28% (234)	17% (144)	22% (178)	824
4-Region: West	9% (49)	22% (113)	33% (173)	16% (85)	19% (100)	520
Watch TV: Every day	10% (109)	24% (256)	30% (312)	19% (203)	17% (176)	1054
Watch TV: Several times per week	11% (58)	24% (125)	32% (168)	15% (77)	19% (99)	527
Watch TV: About once per week	7% (11)	25% (42)	39% (65)	12% (20)	17% (29)	168
Watch TV: Several times per month	11% (14)	19% (23)	35% (44)	9% (12)	26% (32)	124
Watch TV: About once per month	7% (4)	15% (10)	36% (24)	14% (9)	29% (19)	67
Watch TV: Less often than once per month	9% (8)	19% (17)	37% (33)	6% (5)	30% (26)	89
Watch TV: Never	10% (16)	19% (33)	16% (27)	14% (23)	41% (71)	171
Watch Movies: Every day	12% (43)	23% (82)	28% (101)	26% (94)	11% (38)	358
Watch Movies: Several times per week	8% (45)	21% (115)	35% (195)	18% (103)	18% (100)	558
Watch Movies: About once per week	12% (43)	28% (99)	28% (100)	15% (54)	17% (61)	357
Watch Movies: Several times per month	11% (33)	24% (75)	36% (112)	11% (34)	19% (61)	315
Watch Movies: About once per month	7% (15)	29% (62)	34% (73)	11% (25)	19% (42)	216
Watch Movies: Less often than once per month	10% (21)	20% (40)	27% (57)	9% (18)	34% (70)	206
Watch Movies: Never	10% (20)	17% (33)	18% (35)	12% (23)	42% (79)	189
Watch Sporting Events: Every day	21% (35)	24% (39)	24% (39)	18% (30)	12% (20)	162
Watch Sporting Events: Several times per week	11% (45)	24% (96)	30% (121)	17% (66)	18% (73)	402
Watch Sporting Events: About once per week	7% (23)	25% (87)	37% (130)	12% (43)	19% (66)	350
Watch Sporting Events: Several times per month	11% (17)	27% (41)	37% (56)	8% (11)	16% (24)	149
Watch Sporting Events: About once per month	11% (14)	22% (28)	28% (35)	17% (22)	22% (28)	128
Watch Sporting Events: Less often than once per month	6% (18)	19% (56)	34% (99)	23% (66)	18% (51)	290
Watch Sporting Events: Never	10% (69)	22% (158)	27% (192)	15% (112)	26% (190)	720

Continued on next page

Table HR3_2: Do you agree or disagree with the following statements?
Movies based on TV shows are unnecessary

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	10% (220)	23% (506)	31% (673)	16% (350)	21% (451)	2200
Cable TV: Currently subscribe	11% (107)	23% (224)	30% (293)	16% (159)	20% (202)	986
Cable TV: Subscribed in past	8% (66)	23% (192)	34% (285)	16% (138)	19% (162)	842
Cable TV: Never subscribed	13% (47)	24% (90)	25% (95)	14% (53)	24% (88)	372
Satellite TV: Currently subscribe	12% (49)	21% (86)	29% (118)	18% (75)	21% (85)	412
Satellite TV: Subscribed in past	7% (46)	24% (158)	34% (231)	16% (108)	19% (127)	670
Satellite TV: Never subscribed	11% (125)	24% (263)	29% (324)	15% (167)	21% (239)	1118
Streaming Services: Currently subscribe	9% (118)	23% (307)	33% (433)	19% (248)	17% (225)	1331
Streaming Services: Subscribed in past	9% (21)	21% (47)	35% (80)	13% (29)	22% (50)	227
Streaming Services: Never subscribed	13% (81)	24% (152)	25% (159)	11% (73)	27% (176)	642
Film: An avid fan	10% (79)	20% (150)	33% (255)	22% (172)	15% (112)	768
Film: A casual fan	10% (115)	25% (302)	32% (380)	13% (157)	20% (237)	1191
Film: Not a fan	11% (27)	22% (54)	15% (37)	9% (21)	42% (102)	241
Television: An avid fan	11% (118)	23% (249)	31% (337)	20% (217)	15% (167)	1088
Television: A casual fan	9% (88)	24% (235)	31% (299)	12% (120)	23% (222)	964
Television: Not a fan	9% (14)	15% (22)	25% (37)	9% (13)	42% (62)	148
Music: An avid fan	10% (123)	21% (255)	34% (403)	19% (223)	16% (197)	1201
Music: A casual fan	9% (81)	26% (236)	28% (248)	13% (116)	24% (210)	892
Music: Not a fan	14% (15)	14% (15)	20% (21)	9% (10)	42% (45)	107
Fashion: An avid fan	11% (32)	18% (54)	29% (85)	28% (83)	14% (42)	297
Fashion: A casual fan	9% (84)	23% (225)	35% (336)	16% (159)	17% (162)	967
Fashion: Not a fan	11% (104)	24% (227)	27% (251)	11% (107)	26% (247)	936
Breaking Bad Fan	10% (100)	21% (202)	34% (334)	21% (204)	15% (144)	985
Downton Abbey Fan	10% (58)	21% (119)	32% (183)	19% (110)	18% (105)	575
Deadwood Fan	11% (52)	23% (112)	30% (144)	22% (106)	15% (71)	484

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

Table HR3_3: Do you agree or disagree with the following statements?
Movies based on TV shows take away from the TV show

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	8%	(184)	25%	(539)	32%	(704)	16%	(356)	19%	(417)	2200
Gender: Male	9%	(98)	26%	(274)	32%	(335)	15%	(161)	18%	(194)	1062
Gender: Female	8%	(86)	23%	(266)	32%	(369)	17%	(195)	20%	(223)	1138
Age: 18-29	14%	(60)	25%	(108)	31%	(134)	14%	(62)	17%	(74)	438
Age: 30-44	7%	(41)	23%	(134)	33%	(189)	20%	(115)	17%	(96)	575
Age: 45-54	7%	(27)	26%	(101)	33%	(126)	17%	(66)	16%	(62)	382
Age: 55-64	7%	(26)	26%	(95)	30%	(112)	18%	(66)	19%	(71)	369
Age: 65+	7%	(31)	23%	(102)	33%	(142)	11%	(48)	26%	(114)	436
Generation Z: 18-22	15%	(26)	19%	(31)	33%	(55)	13%	(22)	20%	(34)	168
Millennial: Age 23-38	9%	(59)	25%	(161)	33%	(216)	17%	(113)	17%	(109)	658
Generation X: Age 39-54	8%	(43)	26%	(150)	31%	(179)	19%	(107)	16%	(89)	569
Boomers: Age 55-73	6%	(46)	25%	(179)	33%	(237)	15%	(107)	20%	(143)	712
PID: Dem (no lean)	7%	(50)	25%	(183)	33%	(247)	20%	(148)	15%	(110)	738
PID: Ind (no lean)	7%	(54)	22%	(170)	34%	(265)	13%	(100)	24%	(182)	771
PID: Rep (no lean)	12%	(80)	27%	(187)	28%	(192)	16%	(107)	18%	(125)	692
PID/Gender: Dem Men	9%	(29)	28%	(91)	33%	(105)	19%	(62)	10%	(32)	318
PID/Gender: Dem Women	5%	(22)	22%	(92)	34%	(142)	21%	(86)	19%	(78)	419
PID/Gender: Ind Men	6%	(22)	21%	(78)	34%	(125)	12%	(46)	27%	(100)	371
PID/Gender: Ind Women	8%	(32)	23%	(92)	35%	(140)	14%	(55)	21%	(82)	400
PID/Gender: Rep Men	13%	(47)	28%	(105)	28%	(104)	14%	(54)	17%	(63)	373
PID/Gender: Rep Women	10%	(33)	26%	(82)	27%	(87)	17%	(54)	20%	(62)	318
Ideo: Liberal (1-3)	5%	(30)	22%	(129)	38%	(220)	19%	(111)	16%	(91)	581
Ideo: Moderate (4)	8%	(42)	27%	(137)	32%	(160)	18%	(91)	15%	(76)	507
Ideo: Conservative (5-7)	11%	(88)	25%	(197)	30%	(229)	13%	(104)	20%	(156)	775
Educ: < College	8%	(125)	24%	(361)	31%	(465)	18%	(266)	19%	(295)	1512
Educ: Bachelors degree	8%	(34)	26%	(114)	35%	(156)	14%	(63)	17%	(77)	444
Educ: Post-grad	10%	(25)	26%	(64)	34%	(83)	11%	(27)	19%	(45)	244

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Table HR3_3: Do you agree or disagree with the following statements?
Movies based on TV shows take away from the TV show

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	8% (184)	25% (539)	32% (704)	16% (356)	19% (417)	2200
Income: Under 50k	8% (102)	23% (293)	31% (389)	16% (202)	23% (289)	1274
Income: 50k-100k	9% (65)	24% (174)	36% (258)	17% (119)	14% (97)	712
Income: 100k+	8% (17)	34% (73)	27% (57)	16% (35)	15% (31)	213
Ethnicity: White	8% (141)	25% (436)	32% (550)	15% (259)	20% (336)	1722
Ethnicity: Hispanic	12% (41)	26% (91)	29% (102)	19% (65)	14% (50)	349
Ethnicity: Afr. Am.	8% (22)	21% (58)	31% (85)	22% (61)	17% (47)	274
Ethnicity: Other	10% (20)	22% (46)	34% (69)	17% (35)	17% (34)	204
All Christian	8% (80)	28% (263)	32% (304)	16% (151)	16% (156)	954
All Non-Christian	6% (4)	21% (15)	33% (24)	14% (11)	26% (20)	75
Atheist	11% (12)	27% (28)	33% (34)	16% (17)	13% (13)	104
Agnostic/Nothing in particular	8% (88)	22% (233)	32% (342)	17% (178)	21% (228)	1068
Religious Non-Protestant/Catholic	5% (5)	23% (24)	30% (31)	19% (20)	23% (24)	103
Evangelical	10% (61)	26% (157)	28% (171)	16% (100)	20% (126)	615
Non-Evangelical	8% (65)	28% (215)	32% (245)	16% (123)	15% (117)	764
Community: Urban	8% (42)	24% (131)	31% (164)	17% (88)	20% (109)	533
Community: Suburban	8% (86)	25% (258)	34% (350)	17% (172)	16% (162)	1026
Community: Rural	9% (57)	24% (151)	30% (191)	15% (96)	23% (147)	640
Employ: Private Sector	9% (64)	26% (186)	34% (243)	17% (124)	14% (98)	714
Employ: Government	12% (15)	34% (42)	22% (26)	14% (17)	18% (22)	122
Employ: Self-Employed	8% (16)	28% (59)	30% (63)	16% (34)	19% (41)	212
Employ: Homemaker	7% (10)	20% (30)	34% (51)	17% (26)	22% (33)	150
Employ: Retired	8% (41)	23% (112)	33% (165)	12% (61)	24% (118)	496
Employ: Unemployed	5% (13)	24% (57)	26% (63)	25% (62)	20% (48)	244
Employ: Other	6% (12)	19% (35)	36% (66)	15% (27)	23% (43)	182
Military HH: Yes	10% (38)	26% (99)	30% (113)	13% (50)	20% (77)	376
Military HH: No	8% (146)	24% (441)	32% (590)	17% (306)	19% (340)	1824
RD/WT: Right Direction	10% (84)	27% (219)	28% (230)	17% (138)	19% (153)	824
RD/WT: Wrong Track	7% (100)	23% (320)	34% (474)	16% (218)	19% (264)	1376
Trump Job Approve	11% (101)	26% (235)	28% (250)	15% (133)	19% (173)	891
Trump Job Disapprove	7% (78)	24% (288)	35% (418)	17% (207)	17% (206)	1197

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Table HR3_3: Do you agree or disagree with the following statements?
Movies based on TV shows take away from the TV show

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	8% (184)	25% (539)	32% (704)	16% (356)	19% (417)	2200
Trump Job Strongly Approve	14% (74)	24% (122)	26% (132)	15% (78)	21% (106)	510
Trump Job Somewhat Approve	7% (27)	30% (113)	31% (118)	15% (56)	18% (67)	381
Trump Job Somewhat Disapprove	8% (21)	26% (71)	36% (98)	12% (34)	18% (48)	270
Trump Job Strongly Disapprove	6% (58)	23% (217)	35% (320)	19% (173)	17% (159)	927
Favorable of Trump	11% (100)	27% (239)	28% (251)	15% (130)	19% (164)	884
Unfavorable of Trump	6% (77)	23% (277)	35% (413)	18% (210)	18% (209)	1186
Very Favorable of Trump	14% (74)	25% (131)	27% (140)	15% (77)	19% (97)	519
Somewhat Favorable of Trump	7% (27)	30% (108)	30% (111)	14% (53)	18% (67)	365
Somewhat Unfavorable of Trump	9% (18)	25% (53)	36% (76)	12% (25)	17% (36)	208
Very Unfavorable of Trump	6% (59)	23% (224)	35% (337)	19% (185)	18% (172)	978
#1 Issue: Economy	9% (50)	28% (152)	32% (176)	14% (78)	17% (92)	549
#1 Issue: Security	11% (46)	25% (104)	30% (127)	16% (68)	19% (79)	424
#1 Issue: Health Care	6% (21)	24% (90)	35% (134)	20% (75)	16% (59)	380
#1 Issue: Medicare / Social Security	7% (22)	27% (86)	28% (88)	12% (39)	26% (82)	316
#1 Issue: Women's Issues	12% (15)	21% (27)	37% (46)	18% (23)	12% (15)	125
#1 Issue: Education	14% (17)	21% (26)	33% (41)	18% (22)	14% (17)	123
#1 Issue: Energy	5% (7)	18% (29)	40% (62)	17% (27)	20% (32)	157
#1 Issue: Other	5% (6)	21% (26)	24% (29)	19% (24)	32% (40)	125
2018 House Vote: Democrat	7% (52)	23% (171)	36% (272)	19% (147)	15% (117)	760
2018 House Vote: Republican	12% (82)	26% (182)	29% (201)	14% (99)	20% (138)	701
2018 House Vote: Someone else	2% (2)	24% (25)	28% (28)	12% (12)	34% (34)	101
2016 Vote: Hillary Clinton	5% (36)	23% (157)	37% (251)	19% (126)	16% (105)	676
2016 Vote: Donald Trump	11% (82)	27% (200)	28% (207)	14% (104)	20% (147)	740
2016 Vote: Other	8% (14)	29% (51)	34% (60)	11% (20)	18% (32)	178
2016 Vote: Didn't Vote	9% (51)	22% (131)	31% (185)	17% (105)	22% (132)	604
Voted in 2014: Yes	9% (119)	25% (344)	32% (446)	16% (228)	18% (253)	1390
Voted in 2014: No	8% (64)	24% (196)	32% (258)	16% (128)	20% (164)	810

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Table HR3_3: Do you agree or disagree with the following statements?
Movies based on TV shows take away from the TV show

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	8% (184)	25% (539)	32% (704)	16% (356)	19% (417)	2200
2012 Vote: Barack Obama	6% (50)	24% (193)	34% (274)	18% (147)	17% (139)	803
2012 Vote: Mitt Romney	12% (69)	26% (155)	28% (166)	13% (78)	21% (121)	589
2012 Vote: Other	8% (7)	26% (25)	30% (29)	17% (16)	19% (18)	96
2012 Vote: Didn't Vote	8% (58)	24% (167)	33% (234)	16% (114)	19% (135)	709
4-Region: Northeast	9% (36)	27% (106)	31% (121)	18% (71)	15% (60)	394
4-Region: Midwest	6% (30)	26% (121)	33% (152)	13% (59)	22% (101)	462
4-Region: South	9% (73)	24% (202)	31% (252)	16% (136)	20% (161)	824
4-Region: West	9% (45)	21% (111)	34% (179)	17% (90)	18% (95)	520
Watch TV: Every day	9% (98)	24% (257)	32% (336)	19% (200)	15% (162)	1054
Watch TV: Several times per week	7% (35)	28% (147)	34% (179)	14% (75)	17% (91)	527
Watch TV: About once per week	7% (12)	29% (48)	33% (56)	15% (25)	16% (27)	168
Watch TV: Several times per month	11% (13)	17% (22)	33% (41)	14% (18)	25% (31)	124
Watch TV: About once per month	2% (2)	23% (15)	37% (25)	15% (10)	22% (14)	67
Watch TV: Less often than once per month	9% (8)	25% (22)	36% (32)	7% (6)	23% (21)	89
Watch TV: Never	9% (16)	17% (28)	20% (35)	13% (22)	41% (70)	171
Watch Movies: Every day	13% (48)	19% (70)	32% (113)	23% (84)	12% (44)	358
Watch Movies: Several times per week	7% (40)	25% (138)	36% (203)	16% (92)	15% (85)	558
Watch Movies: About once per week	8% (29)	32% (114)	28% (99)	16% (58)	16% (57)	357
Watch Movies: Several times per month	8% (25)	27% (86)	30% (93)	17% (53)	18% (58)	315
Watch Movies: About once per month	6% (14)	25% (54)	40% (86)	12% (26)	17% (37)	216
Watch Movies: Less often than once per month	6% (12)	23% (47)	34% (71)	8% (16)	29% (60)	206
Watch Movies: Never	9% (17)	16% (30)	21% (39)	14% (27)	40% (76)	189
Watch Sporting Events: Every day	21% (34)	30% (49)	16% (26)	20% (32)	13% (21)	162
Watch Sporting Events: Several times per week	9% (38)	28% (111)	31% (123)	17% (69)	15% (62)	402
Watch Sporting Events: About once per week	4% (16)	25% (86)	37% (129)	15% (52)	19% (66)	350
Watch Sporting Events: Several times per month	7% (11)	30% (45)	37% (56)	13% (19)	12% (18)	149
Watch Sporting Events: About once per month	10% (12)	33% (42)	31% (40)	13% (16)	14% (17)	128
Watch Sporting Events: Less often than once per month	4% (11)	23% (67)	38% (111)	18% (51)	17% (50)	290
Watch Sporting Events: Never	9% (62)	19% (140)	30% (219)	16% (116)	25% (183)	720

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**Table HR3_3: Do you agree or disagree with the following statements?
Movies based on TV shows take away from the TV show**

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	8% (184)	25% (539)	32% (704)	16% (356)	19% (417)	2200
Cable TV: Currently subscribe	8% (83)	25% (242)	33% (326)	16% (156)	18% (178)	986
Cable TV: Subscribed in past	7% (57)	24% (198)	34% (285)	16% (138)	20% (164)	842
Cable TV: Never subscribed	12% (44)	27% (99)	25% (93)	16% (61)	20% (75)	372
Satellite TV: Currently subscribe	9% (36)	24% (98)	29% (121)	18% (76)	19% (80)	412
Satellite TV: Subscribed in past	7% (44)	25% (170)	36% (241)	15% (104)	17% (112)	670
Satellite TV: Never subscribed	9% (104)	24% (271)	31% (342)	16% (176)	20% (225)	1118
Streaming Services: Currently subscribe	9% (117)	24% (322)	34% (455)	18% (239)	15% (199)	1331
Streaming Services: Subscribed in past	2% (5)	29% (65)	32% (73)	14% (32)	22% (51)	227
Streaming Services: Never subscribed	10% (62)	24% (152)	27% (176)	13% (85)	26% (167)	642
Film: An avid fan	9% (69)	22% (171)	34% (258)	23% (174)	12% (96)	768
Film: A casual fan	8% (90)	27% (317)	34% (402)	13% (161)	19% (222)	1191
Film: Not a fan	11% (26)	21% (51)	18% (44)	9% (21)	41% (99)	241
Television: An avid fan	10% (111)	23% (246)	33% (359)	20% (216)	14% (157)	1088
Television: A casual fan	6% (57)	28% (267)	32% (309)	13% (126)	21% (205)	964
Television: Not a fan	11% (16)	18% (26)	24% (36)	10% (15)	37% (55)	148
Music: An avid fan	10% (118)	24% (289)	34% (406)	18% (219)	14% (170)	1201
Music: A casual fan	7% (61)	25% (223)	31% (280)	14% (124)	23% (204)	892
Music: Not a fan	5% (5)	26% (27)	16% (17)	13% (13)	41% (43)	107
Fashion: An avid fan	13% (38)	19% (56)	28% (83)	27% (80)	13% (40)	297
Fashion: A casual fan	7% (71)	26% (252)	36% (344)	15% (144)	16% (155)	967
Fashion: Not a fan	8% (74)	25% (232)	30% (277)	14% (132)	24% (221)	936
Breaking Bad Fan	9% (88)	22% (222)	34% (335)	22% (215)	13% (125)	985
Downton Abbey Fan	9% (53)	22% (128)	33% (190)	20% (113)	16% (91)	575
Deadwood Fan	11% (53)	24% (117)	32% (153)	21% (103)	12% (58)	484

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

Table HR3_4: Do you agree or disagree with the following statements?
Movies should not be made about TV shows that have already had a series finale

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	13% (292)	25% (555)	27% (595)	15% (336)	19% (422)	2200
Gender: Male	13% (139)	25% (267)	28% (302)	14% (153)	19% (201)	1062
Gender: Female	13% (153)	25% (287)	26% (293)	16% (183)	19% (221)	1138
Age: 18-29	16% (72)	26% (113)	27% (116)	14% (60)	17% (77)	438
Age: 30-44	12% (71)	23% (131)	27% (156)	20% (116)	18% (101)	575
Age: 45-54	13% (49)	25% (96)	30% (116)	16% (63)	15% (58)	382
Age: 55-64	13% (49)	26% (97)	28% (103)	14% (53)	19% (69)	369
Age: 65+	12% (51)	27% (118)	24% (104)	10% (45)	27% (118)	436
Generation Z: 18-22	17% (28)	25% (43)	27% (46)	12% (20)	18% (31)	168
Millennial: Age 23-38	14% (90)	25% (164)	28% (186)	16% (105)	17% (113)	658
Generation X: Age 39-54	13% (75)	23% (133)	27% (156)	20% (113)	16% (92)	569
Boomers: Age 55-73	13% (89)	27% (195)	27% (194)	12% (88)	20% (145)	712
PID: Dem (no lean)	12% (86)	27% (203)	29% (215)	17% (129)	14% (104)	738
PID: Ind (no lean)	13% (98)	23% (175)	26% (201)	15% (112)	24% (185)	771
PID: Rep (no lean)	16% (108)	26% (177)	26% (178)	14% (95)	19% (133)	692
PID/Gender: Dem Men	12% (38)	30% (94)	30% (96)	18% (58)	10% (31)	318
PID/Gender: Dem Women	11% (48)	26% (109)	28% (119)	17% (71)	17% (73)	419
PID/Gender: Ind Men	12% (44)	20% (74)	27% (100)	13% (49)	28% (103)	371
PID/Gender: Ind Women	14% (54)	25% (101)	25% (101)	16% (62)	20% (82)	400
PID/Gender: Rep Men	15% (56)	27% (99)	28% (106)	12% (45)	18% (67)	373
PID/Gender: Rep Women	16% (51)	24% (78)	23% (73)	16% (50)	21% (67)	318
Ideo: Liberal (1-3)	10% (60)	25% (143)	32% (185)	17% (99)	16% (92)	581
Ideo: Moderate (4)	14% (69)	29% (149)	24% (120)	18% (92)	15% (77)	507
Ideo: Conservative (5-7)	16% (121)	25% (191)	28% (216)	12% (89)	20% (157)	775
Educ: < College	14% (211)	24% (365)	26% (399)	16% (238)	20% (300)	1512
Educ: Bachelors degree	10% (44)	30% (134)	28% (125)	15% (66)	17% (76)	444
Educ: Post-grad	15% (37)	23% (56)	29% (71)	13% (33)	19% (47)	244

Continued on next page

Table HR3_4: Do you agree or disagree with the following statements?
Movies should not be made about TV shows that have already had a series finale

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	13% (292)	25% (555)	27% (595)	15% (336)	19% (422)	2200
Income: Under 50k	13% (169)	25% (321)	25% (314)	15% (187)	22% (282)	1274
Income: 50k-100k	13% (93)	24% (170)	33% (232)	17% (118)	14% (100)	712
Income: 100k+	14% (30)	30% (64)	23% (48)	15% (31)	18% (39)	213
Ethnicity: White	13% (217)	26% (451)	27% (469)	14% (243)	20% (342)	1722
Ethnicity: Hispanic	16% (55)	25% (89)	27% (96)	21% (74)	10% (35)	349
Ethnicity: Afr. Am.	17% (46)	22% (59)	25% (69)	19% (52)	18% (48)	274
Ethnicity: Other	15% (30)	22% (44)	28% (57)	20% (41)	15% (32)	204
All Christian	12% (114)	28% (271)	27% (254)	15% (139)	18% (176)	954
All Non-Christian	10% (7)	22% (16)	18% (13)	18% (13)	33% (25)	75
Atheist	11% (11)	29% (31)	29% (30)	17% (17)	14% (15)	104
Agnostic/Nothing in particular	15% (160)	22% (237)	28% (297)	16% (167)	19% (206)	1068
Religious Non-Protestant/Catholic	9% (9)	25% (25)	19% (20)	16% (17)	31% (32)	103
Evangelical	14% (87)	25% (152)	24% (146)	16% (101)	21% (130)	615
Non-Evangelical	13% (101)	28% (216)	28% (216)	14% (110)	16% (120)	764
Community: Urban	14% (73)	24% (127)	25% (131)	17% (92)	21% (110)	533
Community: Suburban	13% (135)	27% (277)	28% (288)	15% (154)	17% (172)	1026
Community: Rural	13% (84)	24% (150)	28% (176)	14% (90)	22% (140)	640
Employ: Private Sector	13% (92)	26% (189)	28% (200)	19% (132)	14% (101)	714
Employ: Government	14% (17)	29% (36)	27% (33)	9% (11)	21% (26)	122
Employ: Self-Employed	9% (19)	25% (53)	25% (53)	20% (43)	21% (45)	212
Employ: Homemaker	14% (21)	23% (34)	26% (39)	16% (24)	21% (31)	150
Employ: Retired	13% (65)	25% (124)	25% (122)	13% (63)	25% (122)	496
Employ: Unemployed	15% (38)	23% (56)	27% (67)	15% (37)	19% (47)	244
Employ: Other	10% (19)	24% (44)	34% (62)	10% (18)	21% (39)	182
Military HH: Yes	16% (62)	23% (87)	28% (105)	11% (40)	22% (83)	376
Military HH: No	13% (230)	26% (468)	27% (490)	16% (297)	19% (339)	1824
RD/WT: Right Direction	15% (123)	24% (194)	26% (215)	16% (131)	20% (161)	824
RD/WT: Wrong Track	12% (169)	26% (361)	28% (379)	15% (206)	19% (261)	1376
Trump Job Approve	15% (138)	25% (222)	25% (223)	14% (127)	20% (181)	891
Trump Job Disapprove	12% (143)	27% (319)	29% (343)	16% (196)	16% (196)	1197

Continued on next page

Table HR3_4: Do you agree or disagree with the following statements?
Movies should not be made about TV shows that have already had a series finale

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	13% (292)	25% (555)	27% (595)	15% (336)	19% (422)	2200
Trump Job Strongly Approve	17% (85)	22% (111)	25% (126)	15% (76)	22% (112)	510
Trump Job Somewhat Approve	14% (53)	29% (111)	26% (97)	13% (50)	18% (69)	381
Trump Job Somewhat Disapprove	14% (39)	25% (66)	31% (84)	13% (36)	17% (45)	270
Trump Job Strongly Disapprove	11% (104)	27% (253)	28% (259)	17% (160)	16% (151)	927
Favorable of Trump	16% (138)	25% (219)	25% (222)	15% (130)	20% (175)	884
Unfavorable of Trump	11% (136)	27% (322)	29% (340)	16% (189)	17% (198)	1186
Very Favorable of Trump	17% (86)	23% (120)	24% (124)	16% (83)	20% (106)	519
Somewhat Favorable of Trump	14% (52)	27% (100)	27% (97)	13% (47)	19% (69)	365
Somewhat Unfavorable of Trump	13% (26)	29% (61)	32% (67)	10% (21)	16% (33)	208
Very Unfavorable of Trump	11% (110)	27% (261)	28% (273)	17% (169)	17% (164)	978
#1 Issue: Economy	14% (76)	28% (152)	27% (150)	13% (73)	18% (98)	549
#1 Issue: Security	12% (53)	24% (102)	27% (114)	16% (66)	21% (90)	424
#1 Issue: Health Care	12% (46)	23% (87)	31% (119)	18% (69)	15% (59)	380
#1 Issue: Medicare / Social Security	14% (45)	29% (90)	22% (70)	12% (37)	23% (74)	316
#1 Issue: Women's Issues	15% (19)	28% (35)	24% (30)	21% (26)	12% (15)	125
#1 Issue: Education	17% (21)	25% (31)	24% (30)	19% (24)	15% (18)	123
#1 Issue: Energy	11% (18)	22% (34)	35% (55)	13% (20)	19% (30)	157
#1 Issue: Other	11% (14)	19% (23)	22% (28)	17% (21)	31% (38)	125
2018 House Vote: Democrat	12% (95)	26% (200)	28% (214)	17% (133)	16% (119)	760
2018 House Vote: Republican	15% (102)	26% (186)	25% (175)	14% (99)	20% (139)	701
2018 House Vote: Someone else	11% (11)	23% (23)	22% (22)	13% (13)	31% (31)	101
2016 Vote: Hillary Clinton	12% (81)	24% (161)	31% (212)	17% (115)	16% (108)	676
2016 Vote: Donald Trump	14% (107)	27% (197)	24% (175)	15% (107)	21% (154)	740
2016 Vote: Other	14% (25)	29% (51)	27% (48)	12% (21)	18% (33)	178
2016 Vote: Didn't Vote	13% (79)	24% (145)	26% (159)	16% (94)	21% (128)	604
Voted in 2014: Yes	14% (189)	25% (351)	27% (371)	16% (218)	19% (262)	1390
Voted in 2014: No	13% (103)	25% (204)	28% (224)	15% (118)	20% (160)	810

Continued on next page

Table HR3_4: Do you agree or disagree with the following statements?
Movies should not be made about TV shows that have already had a series finale

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	13% (292)	25% (555)	27% (595)	15% (336)	19% (422)	2200
2012 Vote: Barack Obama	12% (98)	24% (195)	30% (240)	17% (135)	17% (135)	803
2012 Vote: Mitt Romney	15% (87)	26% (153)	25% (146)	13% (75)	22% (128)	589
2012 Vote: Other	10% (10)	27% (26)	23% (22)	18% (17)	22% (21)	96
2012 Vote: Didn't Vote	14% (97)	25% (180)	26% (187)	15% (109)	19% (134)	709
4-Region: Northeast	13% (52)	29% (115)	25% (99)	15% (58)	18% (70)	394
4-Region: Midwest	13% (60)	26% (119)	30% (137)	12% (56)	20% (91)	462
4-Region: South	14% (111)	24% (197)	26% (216)	16% (129)	21% (171)	824
4-Region: West	13% (69)	24% (125)	27% (143)	18% (93)	17% (90)	520
Watch TV: Every day	14% (147)	28% (297)	25% (264)	18% (185)	15% (161)	1054
Watch TV: Several times per week	12% (63)	23% (122)	33% (172)	14% (72)	19% (98)	527
Watch TV: About once per week	12% (20)	31% (52)	30% (50)	11% (19)	16% (27)	168
Watch TV: Several times per month	19% (24)	19% (23)	22% (27)	19% (24)	21% (26)	124
Watch TV: About once per month	14% (9)	11% (7)	32% (21)	14% (9)	30% (20)	67
Watch TV: Less often than once per month	10% (9)	26% (23)	34% (31)	7% (7)	22% (20)	89
Watch TV: Never	12% (21)	17% (30)	17% (29)	12% (21)	41% (71)	171
Watch Movies: Every day	17% (62)	19% (67)	26% (93)	25% (88)	13% (47)	358
Watch Movies: Several times per week	11% (63)	25% (142)	31% (171)	18% (99)	15% (83)	558
Watch Movies: About once per week	13% (46)	34% (120)	26% (94)	12% (42)	15% (55)	357
Watch Movies: Several times per month	16% (51)	24% (75)	29% (91)	14% (45)	17% (53)	315
Watch Movies: About once per month	12% (25)	26% (56)	26% (57)	14% (29)	23% (49)	216
Watch Movies: Less often than once per month	10% (21)	26% (54)	28% (59)	9% (18)	27% (55)	206
Watch Movies: Never	12% (23)	21% (40)	16% (31)	8% (16)	42% (80)	189
Watch Sporting Events: Every day	27% (45)	21% (34)	22% (36)	18% (29)	12% (19)	162
Watch Sporting Events: Several times per week	13% (53)	28% (114)	25% (101)	17% (67)	17% (67)	402
Watch Sporting Events: About once per week	8% (27)	27% (95)	34% (120)	13% (45)	18% (63)	350
Watch Sporting Events: Several times per month	14% (22)	34% (50)	25% (38)	14% (21)	12% (19)	149
Watch Sporting Events: About once per month	15% (19)	28% (35)	24% (30)	18% (23)	16% (20)	128
Watch Sporting Events: Less often than once per month	9% (27)	19% (54)	38% (110)	17% (50)	17% (50)	290
Watch Sporting Events: Never	14% (99)	24% (172)	22% (161)	14% (103)	26% (185)	720

Continued on next page

Table HR3_4: Do you agree or disagree with the following statements?
Movies should not be made about TV shows that have already had a series finale

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	13% (292)	25% (555)	27% (595)	15% (336)	19% (422)	2200
Cable TV: Currently subscribe	12% (121)	25% (246)	28% (274)	16% (162)	19% (183)	986
Cable TV: Subscribed in past	12% (105)	25% (215)	29% (245)	15% (126)	18% (153)	842
Cable TV: Never subscribed	18% (66)	25% (94)	20% (76)	13% (49)	23% (86)	372
Satellite TV: Currently subscribe	12% (49)	26% (107)	22% (92)	19% (80)	20% (84)	412
Satellite TV: Subscribed in past	13% (90)	25% (168)	32% (212)	14% (91)	16% (108)	670
Satellite TV: Never subscribed	14% (153)	25% (279)	26% (291)	15% (166)	21% (229)	1118
Streaming Services: Currently subscribe	12% (163)	25% (334)	30% (395)	18% (237)	15% (203)	1331
Streaming Services: Subscribed in past	14% (32)	27% (60)	28% (64)	12% (26)	19% (44)	227
Streaming Services: Never subscribed	15% (97)	25% (161)	21% (136)	11% (73)	27% (176)	642
Film: An avid fan	15% (115)	23% (177)	27% (210)	22% (170)	13% (97)	768
Film: A casual fan	12% (147)	27% (320)	30% (356)	11% (137)	19% (231)	1191
Film: Not a fan	13% (30)	24% (58)	12% (29)	12% (30)	39% (94)	241
Television: An avid fan	14% (157)	24% (262)	28% (301)	20% (212)	14% (155)	1088
Television: A casual fan	13% (121)	27% (260)	28% (269)	12% (112)	21% (202)	964
Television: Not a fan	10% (14)	22% (32)	17% (25)	8% (12)	44% (65)	148
Music: An avid fan	14% (172)	25% (300)	27% (329)	19% (223)	15% (179)	1201
Music: A casual fan	12% (111)	26% (234)	28% (252)	11% (96)	22% (199)	892
Music: Not a fan	9% (10)	20% (21)	13% (14)	16% (17)	41% (44)	107
Fashion: An avid fan	15% (44)	22% (64)	21% (61)	28% (82)	15% (46)	297
Fashion: A casual fan	14% (136)	25% (243)	29% (282)	15% (146)	17% (160)	967
Fashion: Not a fan	12% (113)	26% (248)	27% (251)	12% (108)	23% (217)	936
Breaking Bad Fan	14% (137)	24% (235)	29% (285)	20% (197)	13% (132)	985
Downton Abbey Fan	14% (83)	23% (131)	29% (168)	19% (109)	15% (84)	575
Deadwood Fan	14% (69)	23% (112)	29% (142)	21% (100)	13% (61)	484

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

Table HR3_5: Do you agree or disagree with the following statements?
Movies based on TV shows give fans closure they don't get from a TV show series finale

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	14%	(309)	39%	(868)	19%	(428)	7%	(154)	20%	(441)	2200
Gender: Male	12%	(130)	39%	(418)	21%	(220)	7%	(70)	21%	(225)	1062
Gender: Female	16%	(179)	40%	(451)	18%	(208)	7%	(84)	19%	(216)	1138
Age: 18-29	19%	(82)	35%	(153)	25%	(109)	6%	(26)	15%	(67)	438
Age: 30-44	17%	(100)	40%	(232)	19%	(108)	7%	(39)	17%	(97)	575
Age: 45-54	14%	(54)	42%	(160)	18%	(68)	7%	(28)	19%	(73)	382
Age: 55-64	11%	(39)	41%	(152)	18%	(65)	8%	(31)	22%	(82)	369
Age: 65+	8%	(34)	39%	(172)	18%	(78)	7%	(30)	28%	(122)	436
Generation Z: 18-22	12%	(20)	25%	(42)	34%	(58)	9%	(16)	20%	(33)	168
Millennial: Age 23-38	18%	(120)	42%	(276)	19%	(127)	5%	(31)	16%	(104)	658
Generation X: Age 39-54	17%	(96)	40%	(227)	17%	(100)	8%	(46)	18%	(100)	569
Boomers: Age 55-73	10%	(69)	42%	(300)	18%	(130)	8%	(54)	22%	(159)	712
PID: Dem (no lean)	18%	(129)	40%	(298)	20%	(147)	6%	(47)	16%	(117)	738
PID: Ind (no lean)	13%	(97)	37%	(289)	19%	(146)	6%	(46)	25%	(193)	771
PID: Rep (no lean)	12%	(83)	41%	(282)	19%	(135)	9%	(60)	19%	(131)	692
PID/Gender: Dem Men	18%	(56)	43%	(137)	20%	(64)	7%	(24)	12%	(37)	318
PID/Gender: Dem Women	17%	(73)	38%	(161)	20%	(83)	6%	(23)	19%	(79)	419
PID/Gender: Ind Men	9%	(33)	36%	(134)	20%	(72)	5%	(19)	30%	(112)	371
PID/Gender: Ind Women	16%	(64)	39%	(155)	18%	(74)	7%	(27)	20%	(81)	400
PID/Gender: Rep Men	11%	(40)	39%	(146)	22%	(84)	7%	(27)	20%	(76)	373
PID/Gender: Rep Women	14%	(43)	43%	(135)	16%	(51)	10%	(33)	18%	(56)	318
Ideo: Liberal (1-3)	17%	(96)	41%	(240)	21%	(123)	5%	(27)	16%	(94)	581
Ideo: Moderate (4)	14%	(72)	43%	(215)	21%	(108)	6%	(32)	16%	(80)	507
Ideo: Conservative (5-7)	12%	(95)	38%	(294)	18%	(139)	10%	(76)	22%	(170)	775
Educ: < College	16%	(245)	38%	(571)	20%	(298)	6%	(93)	20%	(305)	1512
Educ: Bachelors degree	9%	(40)	48%	(212)	17%	(75)	8%	(36)	18%	(81)	444
Educ: Post-grad	10%	(24)	35%	(86)	23%	(55)	10%	(24)	22%	(55)	244

Continued on next page

Table HR3_5: Do you agree or disagree with the following statements?
Movies based on TV shows give fans closure they don't get from a TV show series finale

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	14% (309)	39% (868)	19% (428)	7% (154)	20% (441)	2200
Income: Under 50k	15% (190)	37% (466)	20% (257)	7% (86)	22% (275)	1274
Income: 50k-100k	15% (106)	45% (321)	16% (117)	7% (51)	16% (117)	712
Income: 100k+	6% (14)	38% (82)	25% (53)	8% (16)	23% (49)	213
Ethnicity: White	13% (222)	41% (702)	19% (322)	7% (116)	21% (359)	1722
Ethnicity: Hispanic	14% (51)	37% (130)	26% (92)	7% (23)	15% (53)	349
Ethnicity: Afr. Am.	20% (55)	34% (94)	19% (52)	10% (26)	17% (47)	274
Ethnicity: Other	16% (32)	35% (72)	26% (53)	5% (11)	17% (35)	204
All Christian	12% (117)	42% (398)	21% (198)	8% (74)	18% (168)	954
All Non-Christian	14% (11)	39% (29)	11% (8)	11% (8)	25% (19)	75
Atheist	18% (19)	50% (53)	13% (14)	1% (1)	17% (17)	104
Agnostic/Nothing in particular	15% (163)	36% (389)	19% (208)	7% (71)	22% (237)	1068
Religious Non-Protestant/Catholic	16% (16)	39% (40)	14% (15)	10% (10)	22% (22)	103
Evangelical	16% (96)	38% (233)	20% (125)	8% (49)	18% (113)	615
Non-Evangelical	13% (103)	42% (320)	20% (150)	7% (57)	18% (134)	764
Community: Urban	16% (87)	37% (199)	18% (96)	7% (38)	21% (114)	533
Community: Suburban	13% (130)	43% (438)	20% (204)	7% (67)	18% (188)	1026
Community: Rural	14% (93)	36% (232)	20% (127)	8% (49)	22% (140)	640
Employ: Private Sector	16% (117)	46% (329)	17% (118)	6% (43)	15% (107)	714
Employ: Government	13% (16)	36% (44)	27% (32)	8% (10)	16% (20)	122
Employ: Self-Employed	14% (29)	32% (69)	23% (49)	6% (14)	24% (52)	212
Employ: Homemaker	16% (24)	43% (64)	14% (21)	6% (9)	21% (32)	150
Employ: Retired	9% (43)	39% (194)	18% (89)	8% (40)	26% (130)	496
Employ: Unemployed	16% (39)	38% (93)	23% (55)	6% (14)	18% (43)	244
Employ: Other	21% (38)	29% (53)	20% (36)	6% (11)	24% (44)	182
Military HH: Yes	10% (39)	46% (172)	15% (56)	8% (31)	21% (80)	376
Military HH: No	15% (271)	38% (697)	20% (372)	7% (123)	20% (361)	1824
RD/WT: Right Direction	13% (103)	39% (324)	19% (158)	9% (75)	20% (164)	824
RD/WT: Wrong Track	15% (206)	40% (544)	20% (270)	6% (79)	20% (277)	1376
Trump Job Approve	12% (107)	40% (353)	19% (166)	9% (76)	21% (189)	891
Trump Job Disapprove	16% (192)	40% (480)	20% (237)	6% (75)	18% (214)	1197

Continued on next page

Table HR3_5: Do you agree or disagree with the following statements?
Movies based on TV shows give fans closure they don't get from a TV show series finale

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	14% (309)	39% (868)	19% (428)	7% (154)	20% (441)	2200
Trump Job Strongly Approve	13% (66)	35% (176)	19% (99)	11% (55)	22% (114)	510
Trump Job Somewhat Approve	11% (41)	46% (177)	18% (67)	5% (21)	20% (75)	381
Trump Job Somewhat Disapprove	10% (26)	40% (107)	24% (64)	8% (22)	19% (51)	270
Trump Job Strongly Disapprove	18% (166)	40% (373)	19% (173)	6% (53)	18% (163)	927
Favorable of Trump	12% (106)	39% (341)	20% (172)	9% (83)	21% (182)	884
Unfavorable of Trump	16% (190)	41% (490)	19% (228)	5% (64)	18% (214)	1186
Very Favorable of Trump	13% (68)	35% (183)	20% (104)	11% (55)	21% (109)	519
Somewhat Favorable of Trump	10% (38)	43% (158)	19% (69)	8% (28)	20% (73)	365
Somewhat Unfavorable of Trump	12% (26)	47% (98)	17% (35)	6% (13)	18% (37)	208
Very Unfavorable of Trump	17% (164)	40% (392)	20% (193)	5% (51)	18% (177)	978
#1 Issue: Economy	18% (97)	40% (219)	20% (107)	5% (29)	18% (97)	549
#1 Issue: Security	11% (45)	40% (171)	22% (95)	8% (32)	19% (81)	424
#1 Issue: Health Care	14% (52)	44% (165)	16% (59)	9% (36)	18% (68)	380
#1 Issue: Medicare / Social Security	10% (33)	39% (123)	17% (53)	7% (23)	27% (84)	316
#1 Issue: Women's Issues	21% (26)	41% (51)	19% (24)	7% (9)	12% (16)	125
#1 Issue: Education	16% (20)	38% (46)	24% (30)	6% (8)	16% (20)	123
#1 Issue: Energy	14% (21)	31% (49)	29% (46)	6% (9)	20% (32)	157
#1 Issue: Other	11% (14)	35% (44)	12% (15)	7% (8)	35% (44)	125
2018 House Vote: Democrat	18% (135)	42% (319)	18% (137)	5% (41)	17% (128)	760
2018 House Vote: Republican	11% (80)	40% (280)	19% (136)	8% (58)	21% (147)	701
2018 House Vote: Someone else	9% (9)	31% (32)	24% (24)	7% (7)	29% (29)	101
2016 Vote: Hillary Clinton	17% (113)	44% (300)	17% (117)	5% (37)	16% (110)	676
2016 Vote: Donald Trump	11% (85)	39% (292)	19% (144)	8% (61)	21% (159)	740
2016 Vote: Other	17% (31)	39% (69)	19% (33)	5% (9)	21% (37)	178
2016 Vote: Didn't Vote	13% (81)	34% (208)	22% (132)	8% (47)	22% (135)	604
Voted in 2014: Yes	14% (199)	41% (569)	19% (261)	7% (97)	19% (263)	1390
Voted in 2014: No	14% (110)	37% (299)	21% (167)	7% (57)	22% (178)	810

Continued on next page

Table HR3_5: Do you agree or disagree with the following statements?
Movies based on TV shows give fans closure they don't get from a TV show series finale

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	14% (309)	39% (868)	19% (428)	7% (154)	20% (441)	2200
2012 Vote: Barack Obama	16% (130)	42% (337)	17% (139)	6% (51)	18% (146)	803
2012 Vote: Mitt Romney	12% (70)	40% (235)	19% (112)	8% (45)	22% (127)	589
2012 Vote: Other	7% (6)	47% (45)	17% (16)	9% (8)	21% (20)	96
2012 Vote: Didn't Vote	14% (102)	36% (252)	23% (160)	7% (49)	20% (145)	709
4-Region: Northeast	16% (63)	42% (167)	18% (71)	7% (27)	17% (66)	394
4-Region: Midwest	14% (63)	36% (168)	19% (87)	6% (29)	25% (116)	462
4-Region: South	15% (122)	40% (330)	18% (151)	7% (58)	20% (164)	824
4-Region: West	12% (62)	39% (204)	23% (119)	8% (39)	18% (95)	520
Watch TV: Every day	17% (176)	41% (434)	20% (206)	6% (68)	16% (171)	1054
Watch TV: Several times per week	10% (51)	44% (231)	22% (115)	6% (31)	19% (99)	527
Watch TV: About once per week	17% (29)	38% (65)	16% (27)	10% (17)	18% (30)	168
Watch TV: Several times per month	9% (11)	32% (40)	22% (27)	15% (19)	22% (27)	124
Watch TV: About once per month	7% (5)	45% (30)	18% (12)	5% (4)	25% (16)	67
Watch TV: Less often than once per month	9% (8)	34% (31)	17% (15)	6% (5)	34% (30)	89
Watch TV: Never	17% (29)	23% (39)	15% (25)	6% (10)	39% (67)	171
Watch Movies: Every day	23% (83)	36% (129)	20% (72)	10% (36)	10% (37)	358
Watch Movies: Several times per week	14% (79)	44% (243)	20% (109)	5% (29)	18% (99)	558
Watch Movies: About once per week	12% (42)	45% (160)	21% (75)	6% (23)	16% (57)	357
Watch Movies: Several times per month	13% (42)	40% (126)	21% (66)	6% (20)	19% (60)	315
Watch Movies: About once per month	9% (19)	49% (105)	18% (38)	5% (12)	19% (42)	216
Watch Movies: Less often than once per month	11% (22)	32% (67)	18% (36)	8% (17)	31% (64)	206
Watch Movies: Never	12% (22)	20% (38)	16% (31)	9% (17)	43% (81)	189
Watch Sporting Events: Every day	21% (34)	37% (60)	21% (34)	8% (13)	13% (21)	162
Watch Sporting Events: Several times per week	14% (54)	44% (177)	20% (79)	6% (24)	17% (67)	402
Watch Sporting Events: About once per week	13% (45)	41% (142)	19% (65)	6% (22)	22% (76)	350
Watch Sporting Events: Several times per month	13% (20)	47% (70)	19% (29)	9% (13)	12% (18)	149
Watch Sporting Events: About once per month	15% (20)	40% (52)	23% (30)	6% (8)	15% (19)	128
Watch Sporting Events: Less often than once per month	11% (32)	44% (127)	22% (64)	6% (18)	17% (49)	290
Watch Sporting Events: Never	14% (104)	33% (240)	18% (127)	8% (57)	27% (191)	720

Continued on next page

Table HR3_5: Do you agree or disagree with the following statements?
Movies based on TV shows give fans closure they don't get from a TV show series finale

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	14% (309)	39% (868)	19% (428)	7% (154)	20% (441)	2200
Cable TV: Currently subscribe	15% (150)	41% (400)	18% (173)	7% (67)	20% (196)	986
Cable TV: Subscribed in past	12% (101)	42% (354)	20% (168)	8% (64)	18% (155)	842
Cable TV: Never subscribed	16% (58)	31% (115)	23% (87)	6% (22)	24% (90)	372
Satellite TV: Currently subscribe	16% (64)	40% (163)	17% (71)	8% (32)	20% (82)	412
Satellite TV: Subscribed in past	15% (98)	42% (279)	21% (139)	7% (45)	16% (108)	670
Satellite TV: Never subscribed	13% (146)	38% (426)	19% (218)	7% (77)	22% (251)	1118
Streaming Services: Currently subscribe	15% (202)	43% (572)	19% (251)	7% (96)	16% (210)	1331
Streaming Services: Subscribed in past	13% (28)	36% (83)	25% (57)	5% (10)	21% (49)	227
Streaming Services: Never subscribed	12% (78)	33% (213)	19% (121)	7% (47)	28% (183)	642
Film: An avid fan	21% (159)	42% (319)	20% (154)	5% (39)	13% (97)	768
Film: A casual fan	11% (128)	42% (498)	20% (233)	8% (94)	20% (238)	1191
Film: Not a fan	9% (22)	22% (52)	17% (41)	9% (21)	44% (106)	241
Television: An avid fan	19% (208)	40% (440)	19% (208)	7% (79)	14% (153)	1088
Television: A casual fan	9% (85)	40% (389)	21% (204)	6% (62)	23% (224)	964
Television: Not a fan	11% (16)	27% (40)	11% (16)	8% (13)	43% (64)	148
Music: An avid fan	17% (201)	40% (486)	20% (240)	8% (92)	15% (183)	1201
Music: A casual fan	11% (98)	39% (352)	19% (167)	7% (60)	24% (214)	892
Music: Not a fan	9% (9)	29% (31)	19% (20)	2% (2)	42% (45)	107
Fashion: An avid fan	20% (60)	41% (121)	18% (54)	7% (20)	14% (42)	297
Fashion: A casual fan	14% (139)	40% (387)	22% (215)	7% (71)	16% (154)	967
Fashion: Not a fan	12% (110)	39% (360)	17% (158)	7% (63)	26% (245)	936
Breaking Bad Fan	20% (193)	41% (400)	20% (193)	7% (73)	13% (125)	985
Downton Abbey Fan	18% (106)	42% (239)	19% (109)	7% (38)	15% (84)	575
Deadwood Fan	18% (89)	42% (202)	17% (84)	9% (42)	14% (67)	484

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

Table HR3_6: Do you agree or disagree with the following statements?
Movies based on TV shows hurt the legacy of the TV show

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	9% (197)	23% (509)	31% (684)	16% (363)	20% (447)	2200
Gender: Male	9% (97)	24% (259)	32% (337)	16% (168)	19% (201)	1062
Gender: Female	9% (100)	22% (250)	31% (347)	17% (194)	22% (246)	1138
Age: 18-29	14% (61)	25% (108)	30% (133)	14% (60)	18% (77)	438
Age: 30-44	8% (47)	22% (129)	34% (193)	18% (106)	17% (100)	575
Age: 45-54	8% (30)	21% (81)	30% (114)	20% (75)	21% (81)	382
Age: 55-64	8% (30)	24% (87)	32% (118)	17% (64)	19% (70)	369
Age: 65+	7% (29)	24% (104)	29% (126)	13% (58)	28% (120)	436
Generation Z: 18-22	15% (25)	23% (39)	25% (43)	14% (23)	22% (37)	168
Millennial: Age 23-38	10% (66)	24% (156)	35% (230)	15% (97)	17% (109)	658
Generation X: Age 39-54	8% (47)	22% (123)	29% (167)	21% (121)	20% (112)	569
Boomers: Age 55-73	7% (52)	24% (169)	32% (226)	16% (114)	21% (151)	712
PID: Dem (no lean)	8% (57)	23% (171)	34% (253)	19% (138)	16% (119)	738
PID: Ind (no lean)	8% (60)	22% (169)	30% (233)	15% (115)	25% (195)	771
PID: Rep (no lean)	12% (80)	25% (170)	29% (198)	16% (111)	19% (134)	692
PID/Gender: Dem Men	9% (29)	28% (88)	34% (108)	19% (62)	10% (32)	318
PID/Gender: Dem Women	7% (28)	20% (83)	35% (146)	18% (76)	21% (87)	419
PID/Gender: Ind Men	7% (28)	19% (71)	32% (118)	14% (53)	27% (101)	371
PID/Gender: Ind Women	8% (32)	24% (97)	29% (115)	15% (62)	23% (93)	400
PID/Gender: Rep Men	11% (40)	27% (100)	30% (111)	14% (54)	18% (68)	373
PID/Gender: Rep Women	12% (40)	22% (70)	27% (86)	18% (56)	21% (66)	318
Ideo: Liberal (1-3)	6% (36)	20% (116)	38% (221)	20% (117)	16% (91)	581
Ideo: Moderate (4)	11% (54)	25% (125)	31% (157)	16% (81)	18% (89)	507
Ideo: Conservative (5-7)	11% (85)	25% (190)	29% (227)	14% (109)	21% (164)	775
Educ: < College	9% (139)	22% (335)	30% (451)	17% (263)	21% (324)	1512
Educ: Bachelors degree	7% (31)	26% (114)	35% (157)	14% (63)	18% (79)	444
Educ: Post-grad	11% (26)	24% (60)	31% (76)	15% (37)	19% (45)	244

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Table HR3_6: Do you agree or disagree with the following statements?
Movies based on TV shows hurt the legacy of the TV show

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	9% (197)	23% (509)	31% (684)	16% (363)	20% (447)	2200
Income: Under 50k	8% (107)	22% (281)	29% (374)	17% (213)	23% (299)	1274
Income: 50k-100k	9% (67)	22% (157)	36% (258)	17% (119)	16% (111)	712
Income: 100k+	11% (23)	33% (70)	24% (52)	14% (31)	18% (38)	213
Ethnicity: White	9% (146)	24% (421)	31% (529)	15% (261)	21% (364)	1722
Ethnicity: Hispanic	10% (34)	25% (89)	33% (114)	18% (64)	14% (49)	349
Ethnicity: Afr. Am.	11% (30)	14% (39)	31% (86)	25% (69)	18% (50)	274
Ethnicity: Other	10% (20)	24% (48)	34% (69)	16% (33)	16% (33)	204
All Christian	8% (80)	28% (262)	30% (291)	15% (147)	18% (173)	954
All Non-Christian	10% (8)	19% (14)	27% (20)	18% (13)	25% (19)	75
Atheist	6% (7)	27% (29)	33% (34)	19% (20)	14% (15)	104
Agnostic/Nothing in particular	10% (102)	19% (204)	32% (339)	17% (182)	23% (241)	1068
Religious Non-Protestant/Catholic	10% (11)	19% (19)	28% (29)	20% (21)	23% (23)	103
Evangelical	8% (50)	22% (136)	31% (193)	17% (103)	22% (133)	615
Non-Evangelical	10% (79)	27% (205)	29% (221)	16% (123)	18% (136)	764
Community: Urban	7% (39)	22% (119)	32% (172)	16% (87)	22% (117)	533
Community: Suburban	10% (103)	23% (239)	32% (330)	16% (164)	19% (191)	1026
Community: Rural	9% (55)	24% (152)	28% (182)	18% (112)	22% (139)	640
Employ: Private Sector	8% (61)	24% (173)	36% (254)	16% (111)	16% (115)	714
Employ: Government	11% (13)	30% (36)	31% (38)	9% (11)	20% (24)	122
Employ: Self-Employed	8% (17)	20% (43)	31% (65)	19% (40)	22% (46)	212
Employ: Homemaker	8% (12)	20% (30)	33% (49)	15% (23)	24% (36)	150
Employ: Retired	9% (43)	23% (114)	28% (137)	16% (79)	25% (123)	496
Employ: Unemployed	9% (22)	23% (55)	23% (55)	26% (64)	19% (47)	244
Employ: Other	7% (12)	19% (35)	35% (64)	15% (27)	24% (43)	182
Military HH: Yes	10% (36)	28% (104)	29% (109)	14% (51)	20% (75)	376
Military HH: No	9% (161)	22% (404)	32% (575)	17% (312)	20% (372)	1824
RD/WT: Right Direction	11% (90)	23% (190)	29% (238)	16% (135)	21% (171)	824
RD/WT: Wrong Track	8% (107)	23% (319)	32% (446)	17% (228)	20% (276)	1376
Trump Job Approve	11% (96)	25% (224)	28% (245)	16% (142)	21% (184)	891
Trump Job Disapprove	8% (93)	22% (265)	34% (406)	18% (213)	18% (220)	1197

Continued on next page

Table HR3_6: Do you agree or disagree with the following statements?
Movies based on TV shows hurt the legacy of the TV show

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	9% (197)	23% (509)	31% (684)	16% (363)	20% (447)	2200
Trump Job Strongly Approve	13% (67)	21% (110)	26% (134)	17% (89)	22% (112)	510
Trump Job Somewhat Approve	8% (29)	30% (115)	29% (112)	14% (53)	19% (72)	381
Trump Job Somewhat Disapprove	9% (25)	21% (57)	35% (95)	17% (46)	18% (48)	270
Trump Job Strongly Disapprove	7% (68)	22% (209)	34% (311)	18% (167)	19% (172)	927
Favorable of Trump	11% (97)	25% (218)	28% (249)	17% (146)	20% (175)	884
Unfavorable of Trump	8% (92)	22% (266)	34% (403)	17% (202)	19% (222)	1186
Very Favorable of Trump	13% (65)	22% (113)	26% (135)	19% (99)	20% (106)	519
Somewhat Favorable of Trump	9% (32)	29% (104)	31% (113)	13% (47)	19% (69)	365
Somewhat Unfavorable of Trump	7% (15)	23% (49)	36% (75)	14% (29)	19% (40)	208
Very Unfavorable of Trump	8% (77)	22% (218)	34% (328)	18% (173)	19% (182)	978
#1 Issue: Economy	9% (48)	23% (129)	35% (193)	12% (67)	20% (112)	549
#1 Issue: Security	10% (42)	21% (91)	30% (128)	19% (82)	19% (81)	424
#1 Issue: Health Care	10% (38)	18% (69)	34% (128)	21% (81)	17% (63)	380
#1 Issue: Medicare / Social Security	7% (21)	27% (87)	26% (83)	14% (45)	25% (80)	316
#1 Issue: Women's Issues	12% (15)	28% (35)	31% (39)	17% (22)	12% (16)	125
#1 Issue: Education	14% (18)	18% (22)	34% (42)	19% (24)	15% (18)	123
#1 Issue: Energy	6% (10)	28% (44)	29% (46)	14% (22)	22% (35)	157
#1 Issue: Other	5% (6)	26% (32)	21% (26)	15% (19)	33% (42)	125
2018 House Vote: Democrat	8% (57)	21% (159)	35% (269)	19% (142)	17% (132)	760
2018 House Vote: Republican	12% (83)	24% (166)	29% (206)	15% (104)	20% (142)	701
2018 House Vote: Someone else	8% (8)	25% (25)	26% (26)	12% (12)	29% (29)	101
2016 Vote: Hillary Clinton	6% (44)	24% (159)	35% (233)	18% (121)	17% (118)	676
2016 Vote: Donald Trump	11% (81)	23% (168)	29% (217)	16% (119)	21% (156)	740
2016 Vote: Other	13% (24)	26% (46)	32% (56)	12% (21)	17% (30)	178
2016 Vote: Didn't Vote	8% (48)	22% (134)	29% (177)	17% (102)	24% (143)	604
Voted in 2014: Yes	10% (135)	23% (325)	31% (436)	17% (233)	19% (260)	1390
Voted in 2014: No	8% (62)	23% (184)	31% (248)	16% (130)	23% (187)	810

Continued on next page

Table HR3_6: Do you agree or disagree with the following statements?
Movies based on TV shows hurt the legacy of the TV show

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	9% (197)	23% (509)	31% (684)	16% (363)	20% (447)	2200
2012 Vote: Barack Obama	8% (62)	22% (175)	34% (277)	18% (148)	18% (142)	803
2012 Vote: Mitt Romney	12% (68)	24% (140)	29% (171)	14% (81)	22% (129)	589
2012 Vote: Other	8% (7)	23% (23)	33% (31)	15% (15)	21% (20)	96
2012 Vote: Didn't Vote	8% (60)	24% (171)	29% (205)	17% (119)	22% (154)	709
4-Region: Northeast	9% (34)	26% (104)	27% (104)	21% (82)	18% (70)	394
4-Region: Midwest	8% (36)	22% (100)	34% (158)	12% (57)	24% (112)	462
4-Region: South	10% (81)	23% (188)	29% (236)	17% (143)	21% (176)	824
4-Region: West	9% (46)	22% (116)	36% (186)	16% (81)	17% (90)	520
Watch TV: Every day	9% (97)	24% (252)	31% (324)	21% (217)	16% (164)	1054
Watch TV: Several times per week	9% (45)	25% (131)	35% (184)	12% (63)	20% (103)	527
Watch TV: About once per week	6% (10)	28% (47)	34% (56)	15% (25)	17% (29)	168
Watch TV: Several times per month	11% (14)	19% (23)	31% (38)	11% (14)	29% (36)	124
Watch TV: About once per month	4% (2)	13% (9)	39% (26)	17% (11)	28% (18)	67
Watch TV: Less often than once per month	9% (8)	21% (19)	35% (31)	9% (8)	26% (23)	89
Watch TV: Never	12% (20)	16% (27)	15% (25)	14% (25)	43% (73)	171
Watch Movies: Every day	11% (38)	20% (73)	30% (106)	26% (92)	14% (49)	358
Watch Movies: Several times per week	7% (39)	22% (120)	38% (215)	16% (90)	17% (95)	558
Watch Movies: About once per week	10% (35)	33% (118)	29% (103)	14% (48)	15% (53)	357
Watch Movies: Several times per month	11% (34)	22% (68)	34% (106)	16% (51)	18% (57)	315
Watch Movies: About once per month	7% (15)	26% (57)	31% (68)	12% (27)	23% (49)	216
Watch Movies: Less often than once per month	6% (13)	20% (41)	28% (57)	13% (28)	33% (67)	206
Watch Movies: Never	12% (23)	17% (33)	16% (30)	14% (27)	40% (76)	189
Watch Sporting Events: Every day	19% (31)	26% (42)	22% (36)	22% (35)	11% (19)	162
Watch Sporting Events: Several times per week	9% (37)	28% (112)	34% (136)	15% (61)	14% (56)	402
Watch Sporting Events: About once per week	7% (23)	24% (84)	36% (127)	12% (43)	21% (72)	350
Watch Sporting Events: Several times per month	5% (8)	29% (43)	32% (47)	16% (23)	19% (28)	149
Watch Sporting Events: About once per month	12% (16)	27% (34)	32% (41)	12% (15)	17% (22)	128
Watch Sporting Events: Less often than once per month	6% (17)	17% (49)	40% (116)	18% (53)	19% (54)	290
Watch Sporting Events: Never	9% (65)	20% (144)	25% (182)	18% (132)	27% (197)	720

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Table HR3_6: Do you agree or disagree with the following statements?*Movies based on TV shows hurt the legacy of the TV show*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	9% (197)	23% (509)	31% (684)	16% (363)	20% (447)	2200
Cable TV: Currently subscribe	9% (85)	25% (243)	31% (301)	17% (170)	19% (187)	986
Cable TV: Subscribed in past	7% (61)	21% (175)	35% (293)	16% (137)	21% (176)	842
Cable TV: Never subscribed	14% (51)	24% (90)	24% (91)	15% (56)	23% (85)	372
Satellite TV: Currently subscribe	9% (38)	23% (95)	26% (106)	20% (84)	22% (89)	412
Satellite TV: Subscribed in past	8% (54)	22% (150)	37% (245)	15% (103)	18% (118)	670
Satellite TV: Never subscribed	9% (105)	24% (264)	30% (333)	16% (175)	21% (240)	1118
Streaming Services: Currently subscribe	8% (104)	24% (313)	35% (461)	18% (235)	16% (218)	1331
Streaming Services: Subscribed in past	8% (17)	26% (60)	27% (60)	16% (37)	23% (52)	227
Streaming Services: Never subscribed	12% (76)	21% (136)	25% (163)	14% (90)	28% (177)	642
Film: An avid fan	9% (72)	21% (160)	34% (260)	22% (169)	14% (107)	768
Film: A casual fan	8% (97)	26% (308)	33% (387)	14% (163)	20% (236)	1191
Film: Not a fan	12% (28)	17% (41)	15% (37)	13% (31)	43% (104)	241
Television: An avid fan	9% (99)	23% (249)	32% (344)	21% (224)	16% (171)	1088
Television: A casual fan	9% (85)	24% (233)	33% (316)	12% (120)	22% (210)	964
Television: Not a fan	8% (12)	18% (27)	16% (24)	13% (19)	45% (67)	148
Music: An avid fan	10% (120)	24% (283)	33% (397)	18% (212)	16% (189)	1201
Music: A casual fan	8% (68)	23% (206)	30% (264)	16% (141)	24% (212)	892
Music: Not a fan	8% (8)	19% (20)	21% (23)	10% (10)	43% (46)	107
Fashion: An avid fan	11% (33)	23% (68)	27% (81)	23% (68)	16% (48)	297
Fashion: A casual fan	9% (88)	23% (221)	34% (328)	17% (163)	17% (167)	967
Fashion: Not a fan	8% (76)	24% (220)	29% (275)	14% (132)	25% (232)	936
Breaking Bad Fan	10% (95)	23% (226)	32% (318)	21% (208)	14% (137)	985
Downton Abbey Fan	10% (55)	19% (111)	35% (201)	21% (120)	15% (88)	575
Deadwood Fan	10% (48)	24% (115)	32% (155)	21% (100)	13% (65)	484

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

Table HR4: Which of the following statements is closest to your view, even if neither is exactly correct?

Demographic	I would rather see a movie based on a TV show in theaters.		I would rather wait to see a movie based on a TV show when it is available for download or streaming.		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	18%	(407)	55%	(1204)	27%	(589)	2200
Gender: Male	21%	(221)	51%	(539)	28%	(302)	1062
Gender: Female	16%	(186)	58%	(665)	25%	(287)	1138
Age: 18-29	21%	(94)	62%	(272)	16%	(72)	438
Age: 30-44	17%	(98)	61%	(348)	22%	(129)	575
Age: 45-54	14%	(53)	58%	(221)	28%	(107)	382
Age: 55-64	22%	(81)	48%	(176)	30%	(111)	369
Age: 65+	18%	(80)	43%	(186)	39%	(170)	436
Generation Z: 18-22	27%	(46)	49%	(83)	24%	(40)	168
Millennial: Age 23-38	16%	(103)	65%	(424)	20%	(130)	658
Generation X: Age 39-54	17%	(96)	59%	(335)	24%	(138)	569
Boomers: Age 55-73	20%	(142)	48%	(339)	33%	(231)	712
PID: Dem (no lean)	20%	(151)	55%	(406)	25%	(181)	738
PID: Ind (no lean)	17%	(127)	54%	(418)	29%	(226)	771
PID: Rep (no lean)	19%	(128)	55%	(381)	26%	(182)	692
PID/Gender: Dem Men	26%	(83)	52%	(166)	22%	(69)	318
PID/Gender: Dem Women	16%	(68)	57%	(240)	27%	(111)	419
PID/Gender: Ind Men	17%	(64)	50%	(186)	33%	(121)	371
PID/Gender: Ind Women	16%	(63)	58%	(231)	26%	(105)	400
PID/Gender: Rep Men	20%	(74)	50%	(187)	30%	(112)	373
PID/Gender: Rep Women	17%	(54)	61%	(194)	22%	(70)	318
Ideo: Liberal (1-3)	19%	(112)	58%	(337)	23%	(133)	581
Ideo: Moderate (4)	21%	(108)	58%	(293)	21%	(106)	507
Ideo: Conservative (5-7)	18%	(137)	53%	(410)	29%	(228)	775
Educ: < College	18%	(266)	54%	(823)	28%	(423)	1512
Educ: Bachelors degree	21%	(91)	55%	(245)	24%	(108)	444
Educ: Post-grad	20%	(49)	56%	(137)	24%	(58)	244

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Table HR4: Which of the following statements is closest to your view, even if neither is exactly correct?

Demographic	I would rather see a movie based on a TV show in theaters.		I would rather wait to see a movie based on a TV show when it is available for download or streaming.		Don't know / No opinion	Total N	
Adults	18%	(407)	55%	(1204)	27%	(589)	2200
Income: Under 50k	18%	(232)	52%	(661)	30%	(381)	1274
Income: 50k-100k	19%	(135)	61%	(434)	20%	(143)	712
Income: 100k+	18%	(39)	51%	(109)	30%	(65)	213
Ethnicity: White	16%	(275)	57%	(985)	27%	(461)	1722
Ethnicity: Hispanic	21%	(73)	48%	(169)	31%	(107)	349
Ethnicity: Afr. Am.	28%	(78)	41%	(113)	30%	(83)	274
Ethnicity: Other	26%	(54)	52%	(106)	22%	(45)	204
All Christian	19%	(186)	53%	(507)	27%	(260)	954
All Non-Christian	25%	(19)	44%	(32)	31%	(24)	75
Atheist	14%	(14)	68%	(71)	18%	(19)	104
Agnostic/Nothing in particular	18%	(188)	56%	(593)	27%	(287)	1068
Religious Non-Protestant/Catholic	23%	(24)	47%	(49)	30%	(31)	103
Evangelical	22%	(133)	51%	(316)	27%	(166)	615
Non-Evangelical	19%	(148)	55%	(417)	26%	(199)	764
Community: Urban	22%	(119)	48%	(258)	29%	(156)	533
Community: Suburban	18%	(180)	59%	(609)	23%	(237)	1026
Community: Rural	17%	(108)	53%	(337)	31%	(196)	640
Employ: Private Sector	19%	(135)	60%	(429)	21%	(150)	714
Employ: Government	16%	(19)	67%	(81)	18%	(22)	122
Employ: Self-Employed	24%	(52)	51%	(108)	25%	(52)	212
Employ: Homemaker	15%	(23)	64%	(95)	21%	(31)	150
Employ: Retired	17%	(84)	43%	(215)	40%	(197)	496
Employ: Unemployed	17%	(42)	53%	(130)	30%	(72)	244
Employ: Other	18%	(33)	57%	(104)	25%	(45)	182
Military HH: Yes	20%	(75)	53%	(198)	27%	(103)	376
Military HH: No	18%	(331)	55%	(1006)	27%	(487)	1824
RD/WT: Right Direction	20%	(168)	51%	(422)	28%	(234)	824
RD/WT: Wrong Track	17%	(239)	57%	(782)	26%	(355)	1376

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Table HR4: Which of the following statements is closest to your view, even if neither is exactly correct?

Demographic	I would rather see a movie based on a TV show in theaters.		I would rather wait to see a movie based on a TV show when it is available for download or streaming.		Don't know / No opinion		Total N
Adults	18%	(407)	55%	(1204)	27%	(589)	2200
Trump Job Approve	18%	(159)	55%	(492)	27%	(240)	891
Trump Job Disapprove	19%	(229)	55%	(655)	26%	(313)	1197
Trump Job Strongly Approve	19%	(95)	51%	(261)	30%	(154)	510
Trump Job Somewhat Approve	17%	(63)	61%	(231)	23%	(86)	381
Trump Job Somewhat Disapprove	25%	(66)	49%	(134)	26%	(70)	270
Trump Job Strongly Disapprove	18%	(163)	56%	(521)	26%	(243)	927
Favorable of Trump	19%	(166)	55%	(482)	27%	(236)	884
Unfavorable of Trump	18%	(214)	56%	(667)	26%	(305)	1186
Very Favorable of Trump	19%	(98)	52%	(271)	29%	(150)	519
Somewhat Favorable of Trump	19%	(68)	58%	(211)	24%	(86)	365
Somewhat Unfavorable of Trump	19%	(39)	61%	(126)	21%	(43)	208
Very Unfavorable of Trump	18%	(175)	55%	(541)	27%	(262)	978
#1 Issue: Economy	20%	(110)	58%	(317)	22%	(122)	549
#1 Issue: Security	19%	(81)	53%	(227)	27%	(116)	424
#1 Issue: Health Care	18%	(70)	54%	(204)	28%	(106)	380
#1 Issue: Medicare / Social Security	15%	(48)	50%	(158)	35%	(110)	316
#1 Issue: Women's Issues	16%	(20)	63%	(79)	21%	(26)	125
#1 Issue: Education	23%	(28)	59%	(72)	18%	(23)	123
#1 Issue: Energy	19%	(30)	57%	(90)	24%	(38)	157
#1 Issue: Other	15%	(19)	46%	(58)	39%	(48)	125
2018 House Vote: Democrat	20%	(150)	54%	(411)	26%	(199)	760
2018 House Vote: Republican	19%	(135)	55%	(384)	26%	(182)	701
2018 House Vote: Someone else	13%	(13)	58%	(58)	30%	(30)	101
2016 Vote: Hillary Clinton	20%	(132)	54%	(366)	26%	(178)	676
2016 Vote: Donald Trump	19%	(142)	53%	(392)	28%	(206)	740
2016 Vote: Other	12%	(22)	66%	(117)	22%	(39)	178
2016 Vote: Didn't Vote	18%	(110)	54%	(328)	27%	(166)	604

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Table HR4: Which of the following statements is closest to your view, even if neither is exactly correct?

Demographic	I would rather see a movie based on a TV show in theaters.		I would rather wait to see a movie based on a TV show when it is available for download or streaming.		Don't know / No opinion	Total N	
Adults	18%	(407)	55%	(1204)	27%	(589)	2200
Voted in 2014: Yes	19%	(262)	53%	(743)	28%	(384)	1390
Voted in 2014: No	18%	(144)	57%	(461)	25%	(205)	810
2012 Vote: Barack Obama	20%	(160)	52%	(418)	28%	(226)	803
2012 Vote: Mitt Romney	19%	(111)	54%	(321)	27%	(158)	589
2012 Vote: Other	14%	(13)	59%	(57)	27%	(26)	96
2012 Vote: Didn't Vote	17%	(123)	58%	(409)	25%	(176)	709
4-Region: Northeast	20%	(80)	57%	(223)	23%	(91)	394
4-Region: Midwest	15%	(71)	55%	(254)	30%	(138)	462
4-Region: South	19%	(158)	54%	(442)	27%	(225)	824
4-Region: West	19%	(98)	55%	(286)	26%	(136)	520
Watch TV: Every day	21%	(220)	57%	(605)	22%	(229)	1054
Watch TV: Several times per week	17%	(90)	58%	(306)	25%	(130)	527
Watch TV: About once per week	18%	(31)	58%	(97)	24%	(40)	168
Watch TV: Several times per month	9%	(12)	56%	(69)	35%	(43)	124
Watch TV: About once per month	18%	(12)	45%	(30)	37%	(25)	67
Watch TV: Less often than once per month	15%	(14)	46%	(41)	39%	(35)	89
Watch TV: Never	16%	(28)	32%	(55)	52%	(88)	171
Watch Movies: Every day	26%	(92)	53%	(190)	21%	(75)	358
Watch Movies: Several times per week	19%	(105)	62%	(344)	19%	(109)	558
Watch Movies: About once per week	16%	(59)	63%	(223)	21%	(75)	357
Watch Movies: Several times per month	15%	(47)	58%	(182)	27%	(86)	315
Watch Movies: About once per month	18%	(39)	57%	(123)	25%	(55)	216
Watch Movies: Less often than once per month	18%	(37)	41%	(85)	41%	(84)	206
Watch Movies: Never	15%	(28)	30%	(56)	55%	(105)	189

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Table HR4: Which of the following statements is closest to your view, even if neither is exactly correct?

Demographic	I would rather see a movie based on a TV show in theaters.		I would rather wait to see a movie based on a TV show when it is available for download or streaming.		Don't know / No opinion	Total N	
Adults	18%	(407)	55%	(1204)	27%	(589)	2200
Watch Sporting Events: Every day	25%	(41)	51%	(83)	24%	(38)	162
Watch Sporting Events: Several times per week	21%	(84)	53%	(214)	26%	(104)	402
Watch Sporting Events: About once per week	19%	(65)	58%	(203)	23%	(82)	350
Watch Sporting Events: Several times per month	18%	(26)	56%	(83)	26%	(39)	149
Watch Sporting Events: About once per month	16%	(21)	60%	(76)	24%	(31)	128
Watch Sporting Events: Less often than once per month	22%	(64)	53%	(155)	25%	(72)	290
Watch Sporting Events: Never	15%	(106)	54%	(390)	31%	(224)	720
Cable TV: Currently subscribe	22%	(218)	51%	(503)	27%	(264)	986
Cable TV: Subscribed in past	15%	(126)	60%	(505)	25%	(211)	842
Cable TV: Never subscribed	17%	(63)	53%	(196)	31%	(114)	372
Satellite TV: Currently subscribe	24%	(98)	46%	(190)	30%	(124)	412
Satellite TV: Subscribed in past	18%	(120)	59%	(394)	23%	(156)	670
Satellite TV: Never subscribed	17%	(189)	55%	(620)	28%	(309)	1118
Streaming Services: Currently subscribe	19%	(247)	64%	(856)	17%	(228)	1331
Streaming Services: Subscribed in past	17%	(40)	53%	(120)	30%	(67)	227
Streaming Services: Never subscribed	19%	(120)	36%	(229)	46%	(294)	642
Film: An avid fan	24%	(188)	56%	(427)	20%	(153)	768
Film: A casual fan	16%	(194)	57%	(677)	27%	(320)	1191
Film: Not a fan	10%	(25)	41%	(100)	48%	(116)	241
Television: An avid fan	23%	(245)	54%	(590)	23%	(252)	1088
Television: A casual fan	15%	(146)	57%	(548)	28%	(270)	964
Television: Not a fan	11%	(16)	44%	(66)	45%	(67)	148
Music: An avid fan	20%	(245)	57%	(679)	23%	(278)	1201
Music: A casual fan	17%	(149)	54%	(479)	30%	(263)	892
Music: Not a fan	12%	(12)	43%	(46)	45%	(48)	107
Fashion: An avid fan	28%	(84)	54%	(160)	18%	(53)	297
Fashion: A casual fan	20%	(196)	56%	(538)	24%	(233)	967
Fashion: Not a fan	14%	(127)	54%	(506)	32%	(303)	936

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Table HR4: Which of the following statements is closest to your view, even if neither is exactly correct?

Demographic	I would rather see a movie based on a TV show in theaters.	I would rather wait to see a movie based on a TV show when it is available for download or streaming.	Don't know / No opinion	Total N
Adults	18% (407)	55% (1204)	27% (589)	2200
Breaking Bad Fan	21% (209)	60% (592)	19% (183)	985
Downton Abbey Fan	26% (152)	54% (313)	19% (111)	575
Deadwood Fan	27% (131)	54% (263)	18% (90)	484

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

Table HR5_1: In general, what kind of fan do you consider yourself of the following?
Breaking Bad

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	21%	(473)	23%	(512)	55%	(1215)	2200
Gender: Male	25%	(265)	24%	(256)	51%	(541)	1062
Gender: Female	18%	(208)	22%	(256)	59%	(674)	1138
Age: 18-29	26%	(114)	31%	(135)	43%	(189)	438
Age: 30-44	30%	(174)	28%	(159)	42%	(242)	575
Age: 45-54	23%	(88)	21%	(79)	56%	(214)	382
Age: 55-64	14%	(53)	22%	(82)	63%	(234)	369
Age: 65+	10%	(43)	13%	(57)	77%	(337)	436
Generation Z: 18-22	21%	(35)	25%	(42)	54%	(91)	168
Millennial: Age 23-38	29%	(188)	31%	(205)	40%	(265)	658
Generation X: Age 39-54	27%	(154)	22%	(126)	51%	(289)	569
Boomers: Age 55-73	13%	(90)	18%	(127)	70%	(495)	712
PID: Dem (no lean)	22%	(164)	26%	(193)	52%	(381)	738
PID: Ind (no lean)	24%	(183)	22%	(173)	54%	(415)	771
PID: Rep (no lean)	18%	(126)	21%	(147)	61%	(419)	692
PID/Gender: Dem Men	26%	(83)	28%	(89)	46%	(147)	318
PID/Gender: Dem Women	19%	(81)	25%	(104)	56%	(234)	419
PID/Gender: Ind Men	26%	(97)	22%	(83)	51%	(191)	371
PID/Gender: Ind Women	22%	(86)	22%	(90)	56%	(224)	400
PID/Gender: Rep Men	23%	(85)	23%	(85)	55%	(203)	373
PID/Gender: Rep Women	13%	(41)	19%	(62)	68%	(215)	318
Ideo: Liberal (1-3)	26%	(152)	27%	(160)	46%	(270)	581
Ideo: Moderate (4)	18%	(89)	26%	(130)	57%	(288)	507
Ideo: Conservative (5-7)	19%	(144)	19%	(150)	62%	(480)	775
Educ: < College	21%	(325)	25%	(374)	54%	(813)	1512
Educ: Bachelors degree	22%	(97)	22%	(96)	56%	(251)	444
Educ: Post-grad	21%	(51)	17%	(42)	62%	(151)	244

Continued on next page

**Table HR5_1: In general, what kind of fan do you consider yourself of the following?
Breaking Bad**

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	21%	(473)	23%	(512)	55%	(1215)	2200
Income: Under 50k	19%	(247)	25%	(314)	56%	(713)	1274
Income: 50k-100k	23%	(164)	22%	(156)	55%	(393)	712
Income: 100k+	29%	(62)	20%	(43)	51%	(109)	213
Ethnicity: White	21%	(370)	22%	(371)	57%	(981)	1722
Ethnicity: Hispanic	27%	(94)	28%	(99)	45%	(157)	349
Ethnicity: Afr. Am.	26%	(70)	25%	(70)	49%	(134)	274
Ethnicity: Other	16%	(33)	35%	(72)	49%	(100)	204
All Christian	18%	(172)	21%	(198)	61%	(583)	954
All Non-Christian	15%	(11)	19%	(14)	66%	(49)	75
Atheist	33%	(35)	23%	(24)	44%	(45)	104
Agnostic/Nothing in particular	24%	(254)	26%	(276)	50%	(537)	1068
Religious Non-Protestant/Catholic	14%	(14)	24%	(24)	63%	(65)	103
Evangelical	17%	(103)	21%	(130)	62%	(381)	615
Non-Evangelical	23%	(173)	23%	(172)	55%	(419)	764
Community: Urban	24%	(130)	23%	(120)	53%	(283)	533
Community: Suburban	21%	(216)	25%	(256)	54%	(555)	1026
Community: Rural	20%	(127)	21%	(136)	59%	(377)	640
Employ: Private Sector	28%	(197)	24%	(174)	48%	(343)	714
Employ: Government	14%	(17)	29%	(35)	57%	(70)	122
Employ: Self-Employed	26%	(56)	29%	(62)	44%	(94)	212
Employ: Homemaker	19%	(28)	30%	(45)	51%	(76)	150
Employ: Retired	11%	(54)	14%	(69)	75%	(374)	496
Employ: Unemployed	20%	(48)	25%	(60)	56%	(136)	244
Employ: Other	30%	(54)	24%	(44)	46%	(84)	182
Military HH: Yes	16%	(61)	20%	(76)	63%	(239)	376
Military HH: No	23%	(411)	24%	(436)	54%	(976)	1824
RD/WT: Right Direction	21%	(176)	24%	(194)	55%	(454)	824
RD/WT: Wrong Track	22%	(297)	23%	(318)	55%	(761)	1376
Trump Job Approve	20%	(180)	22%	(193)	58%	(518)	891
Trump Job Disapprove	22%	(266)	25%	(295)	53%	(636)	1197

Continued on next page

**Table HR5_1: In general, what kind of fan do you consider yourself of the following?
Breaking Bad**

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	21%	(473)	23%	(512)	55%	(1215)	2200
Trump Job Strongly Approve	19%	(97)	20%	(104)	61%	(309)	510
Trump Job Somewhat Approve	22%	(84)	23%	(89)	55%	(208)	381
Trump Job Somewhat Disapprove	28%	(74)	22%	(58)	51%	(138)	270
Trump Job Strongly Disapprove	21%	(192)	26%	(237)	54%	(498)	927
Favorable of Trump	20%	(178)	21%	(189)	59%	(518)	884
Unfavorable of Trump	22%	(263)	25%	(295)	53%	(629)	1186
Very Favorable of Trump	20%	(104)	21%	(108)	59%	(307)	519
Somewhat Favorable of Trump	20%	(74)	22%	(81)	58%	(211)	365
Somewhat Unfavorable of Trump	24%	(50)	23%	(49)	52%	(109)	208
Very Unfavorable of Trump	22%	(213)	25%	(246)	53%	(519)	978
#1 Issue: Economy	27%	(147)	23%	(125)	51%	(277)	549
#1 Issue: Security	20%	(84)	21%	(89)	59%	(251)	424
#1 Issue: Health Care	24%	(92)	23%	(87)	53%	(200)	380
#1 Issue: Medicare / Social Security	11%	(34)	19%	(61)	70%	(221)	316
#1 Issue: Women's Issues	18%	(23)	33%	(42)	49%	(61)	125
#1 Issue: Education	25%	(31)	28%	(35)	47%	(57)	123
#1 Issue: Energy	26%	(40)	27%	(42)	47%	(75)	157
#1 Issue: Other	17%	(21)	25%	(31)	58%	(72)	125
2018 House Vote: Democrat	22%	(167)	25%	(193)	53%	(399)	760
2018 House Vote: Republican	17%	(122)	21%	(148)	61%	(431)	701
2018 House Vote: Someone else	29%	(29)	13%	(13)	58%	(59)	101
2016 Vote: Hillary Clinton	23%	(153)	23%	(159)	54%	(364)	676
2016 Vote: Donald Trump	18%	(131)	22%	(165)	60%	(444)	740
2016 Vote: Other	24%	(43)	22%	(40)	53%	(95)	178
2016 Vote: Didn't Vote	24%	(144)	25%	(149)	51%	(311)	604
Voted in 2014: Yes	20%	(282)	22%	(299)	58%	(809)	1390
Voted in 2014: No	24%	(191)	26%	(213)	50%	(406)	810
2012 Vote: Barack Obama	24%	(194)	24%	(195)	52%	(415)	803
2012 Vote: Mitt Romney	16%	(95)	18%	(103)	66%	(391)	589
2012 Vote: Other	29%	(28)	15%	(15)	56%	(54)	96
2012 Vote: Didn't Vote	22%	(156)	28%	(200)	50%	(353)	709

Continued on next page

Table HR5_1: In general, what kind of fan do you consider yourself of the following?*Breaking Bad*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	21%	(473)	23%	(512)	55%	(1215)	2200
4-Region: Northeast	23%	(90)	23%	(92)	54%	(212)	394
4-Region: Midwest	25%	(115)	17%	(80)	58%	(267)	462
4-Region: South	19%	(154)	23%	(191)	58%	(479)	824
4-Region: West	22%	(114)	29%	(149)	49%	(257)	520
Watch TV: Every day	26%	(269)	24%	(256)	50%	(529)	1054
Watch TV: Several times per week	24%	(129)	23%	(119)	53%	(280)	527
Watch TV: About once per week	19%	(31)	22%	(38)	59%	(99)	168
Watch TV: Several times per month	14%	(17)	26%	(32)	60%	(75)	124
Watch TV: About once per month	19%	(13)	27%	(18)	54%	(36)	67
Watch TV: Less often than once per month	10%	(9)	20%	(17)	71%	(63)	89
Watch TV: Never	3%	(5)	19%	(33)	78%	(133)	171
Watch Movies: Every day	33%	(116)	27%	(98)	40%	(143)	358
Watch Movies: Several times per week	28%	(157)	29%	(162)	43%	(239)	558
Watch Movies: About once per week	23%	(81)	22%	(79)	55%	(197)	357
Watch Movies: Several times per month	20%	(63)	21%	(65)	59%	(187)	315
Watch Movies: About once per month	16%	(34)	17%	(37)	67%	(145)	216
Watch Movies: Less often than once per month	7%	(15)	18%	(38)	74%	(153)	206
Watch Movies: Never	3%	(5)	17%	(33)	80%	(151)	189
Watch Sporting Events: Every day	29%	(46)	28%	(45)	43%	(71)	162
Watch Sporting Events: Several times per week	27%	(110)	19%	(77)	54%	(215)	402
Watch Sporting Events: About once per week	28%	(98)	25%	(89)	47%	(163)	350
Watch Sporting Events: Several times per month	22%	(33)	26%	(39)	52%	(78)	149
Watch Sporting Events: About once per month	21%	(27)	33%	(42)	46%	(58)	128
Watch Sporting Events: Less often than once per month	16%	(46)	20%	(58)	64%	(186)	290
Watch Sporting Events: Never	16%	(113)	23%	(163)	62%	(444)	720
Cable TV: Currently subscribe	22%	(221)	21%	(207)	56%	(557)	986
Cable TV: Subscribed in past	21%	(181)	27%	(223)	52%	(438)	842
Cable TV: Never subscribed	19%	(71)	22%	(81)	59%	(220)	372
Satellite TV: Currently subscribe	26%	(106)	20%	(82)	54%	(224)	412
Satellite TV: Subscribed in past	23%	(153)	28%	(187)	49%	(330)	670
Satellite TV: Never subscribed	19%	(214)	22%	(243)	59%	(661)	1118

Continued on next page

Table HR5_1: In general, what kind of fan do you consider yourself of the following?
Breaking Bad

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	21%	(473)	23%	(512)	55%	(1215)	2200
Streaming Services: Currently subscribe	29%	(381)	25%	(339)	46%	(611)	1331
Streaming Services: Subscribed in past	13%	(30)	24%	(54)	63%	(143)	227
Streaming Services: Never subscribed	10%	(62)	19%	(120)	72%	(461)	642
Film: An avid fan	35%	(271)	25%	(191)	40%	(306)	768
Film: A casual fan	16%	(185)	25%	(299)	59%	(707)	1191
Film: Not a fan	7%	(17)	9%	(22)	84%	(202)	241
Television: An avid fan	29%	(311)	23%	(252)	48%	(525)	1088
Television: A casual fan	16%	(150)	24%	(228)	61%	(585)	964
Television: Not a fan	8%	(12)	22%	(32)	71%	(105)	148
Music: An avid fan	28%	(341)	24%	(294)	47%	(566)	1201
Music: A casual fan	13%	(120)	23%	(208)	63%	(564)	892
Music: Not a fan	11%	(12)	10%	(11)	79%	(84)	107
Fashion: An avid fan	34%	(102)	25%	(74)	41%	(121)	297
Fashion: A casual fan	21%	(207)	27%	(261)	52%	(499)	967
Fashion: Not a fan	18%	(164)	19%	(177)	64%	(595)	936
Breaking Bad Fan	48%	(473)	52%	(512)	—	(0)	985
Downton Abbey Fan	29%	(165)	33%	(190)	38%	(220)	575
Deadwood Fan	42%	(203)	40%	(195)	18%	(86)	484

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

Table HR5_2: *In general, what kind of fan do you consider yourself of the following?*
 Downton Abbey

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	12%	(257)	14%	(318)	74%	(1625)	2200
Gender: Male	9%	(96)	12%	(129)	79%	(837)	1062
Gender: Female	14%	(161)	17%	(189)	69%	(788)	1138
Age: 18-29	7%	(32)	13%	(57)	80%	(348)	438
Age: 30-44	12%	(66)	12%	(70)	76%	(438)	575
Age: 45-54	11%	(43)	18%	(70)	70%	(269)	382
Age: 55-64	12%	(43)	14%	(52)	74%	(274)	369
Age: 65+	17%	(73)	16%	(68)	68%	(295)	436
Generation Z: 18-22	7%	(13)	13%	(21)	80%	(134)	168
Millennial: Age 23-38	10%	(64)	12%	(81)	78%	(513)	658
Generation X: Age 39-54	11%	(65)	17%	(96)	72%	(408)	569
Boomers: Age 55-73	14%	(102)	15%	(104)	71%	(506)	712
PID: Dem (no lean)	14%	(100)	17%	(126)	69%	(512)	738
PID: Ind (no lean)	9%	(72)	12%	(96)	78%	(603)	771
PID: Rep (no lean)	12%	(84)	14%	(96)	74%	(511)	692
PID/Gender: Dem Men	11%	(36)	18%	(57)	71%	(225)	318
PID/Gender: Dem Women	15%	(64)	16%	(69)	68%	(286)	419
PID/Gender: Ind Men	7%	(27)	9%	(32)	84%	(312)	371
PID/Gender: Ind Women	11%	(45)	16%	(64)	73%	(291)	400
PID/Gender: Rep Men	9%	(32)	11%	(41)	80%	(300)	373
PID/Gender: Rep Women	16%	(52)	18%	(56)	66%	(211)	318
Ideo: Liberal (1-3)	14%	(83)	17%	(96)	69%	(401)	581
Ideo: Moderate (4)	10%	(50)	21%	(106)	69%	(350)	507
Ideo: Conservative (5-7)	12%	(96)	11%	(87)	76%	(592)	775
Educ: < College	9%	(141)	13%	(196)	78%	(1175)	1512
Educ: Bachelors degree	13%	(60)	16%	(72)	70%	(312)	444
Educ: Post-grad	23%	(56)	20%	(50)	57%	(138)	244

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**Table HR5_2: In general, what kind of fan do you consider yourself of the following?
Downton Abbey**

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	12%	(257)	14%	(318)	74%	(1625)	2200
Income: Under 50k	10%	(127)	14%	(175)	76%	(972)	1274
Income: 50k-100k	12%	(88)	17%	(120)	71%	(505)	712
Income: 100k+	20%	(42)	11%	(23)	70%	(149)	213
Ethnicity: White	12%	(213)	14%	(243)	74%	(1266)	1722
Ethnicity: Hispanic	11%	(38)	14%	(48)	76%	(264)	349
Ethnicity: Afr. Am.	12%	(32)	17%	(46)	72%	(196)	274
Ethnicity: Other	6%	(12)	14%	(29)	80%	(162)	204
All Christian	15%	(141)	16%	(155)	69%	(657)	954
All Non-Christian	11%	(8)	15%	(12)	74%	(55)	75
Atheist	13%	(14)	15%	(16)	72%	(75)	104
Agnostic/Nothing in particular	9%	(93)	13%	(135)	79%	(839)	1068
Religious Non-Protestant/Catholic	10%	(11)	14%	(15)	75%	(78)	103
Evangelical	13%	(78)	16%	(99)	71%	(437)	615
Non-Evangelical	13%	(98)	16%	(126)	71%	(540)	764
Community: Urban	13%	(67)	14%	(73)	74%	(393)	533
Community: Suburban	12%	(126)	16%	(163)	72%	(738)	1026
Community: Rural	10%	(64)	13%	(82)	77%	(494)	640
Employ: Private Sector	14%	(102)	15%	(108)	70%	(503)	714
Employ: Government	4%	(5)	17%	(21)	79%	(96)	122
Employ: Self-Employed	12%	(26)	17%	(36)	71%	(150)	212
Employ: Homemaker	12%	(17)	16%	(24)	72%	(108)	150
Employ: Retired	14%	(70)	14%	(72)	71%	(354)	496
Employ: Unemployed	6%	(14)	13%	(32)	81%	(197)	244
Employ: Other	10%	(18)	8%	(15)	82%	(149)	182
Military HH: Yes	11%	(40)	14%	(53)	75%	(283)	376
Military HH: No	12%	(217)	15%	(265)	74%	(1342)	1824
RD/WT: Right Direction	13%	(104)	13%	(105)	75%	(614)	824
RD/WT: Wrong Track	11%	(152)	15%	(213)	73%	(1011)	1376
Trump Job Approve	12%	(105)	14%	(121)	75%	(665)	891
Trump Job Disapprove	12%	(143)	15%	(184)	73%	(871)	1197

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Table HR5_2: *In general, what kind of fan do you consider yourself of the following?*
 Downton Abbey

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	12%	(257)	14%	(318)	74%	(1625)	2200
Trump Job Strongly Approve	11%	(59)	13%	(64)	76%	(387)	510
Trump Job Somewhat Approve	12%	(46)	15%	(57)	73%	(277)	381
Trump Job Somewhat Disapprove	11%	(30)	14%	(39)	75%	(202)	270
Trump Job Strongly Disapprove	12%	(113)	16%	(145)	72%	(669)	927
Favorable of Trump	12%	(108)	13%	(112)	75%	(664)	884
Unfavorable of Trump	12%	(142)	15%	(183)	73%	(861)	1186
Very Favorable of Trump	13%	(66)	13%	(65)	75%	(387)	519
Somewhat Favorable of Trump	11%	(42)	13%	(47)	76%	(277)	365
Somewhat Unfavorable of Trump	10%	(21)	18%	(38)	72%	(150)	208
Very Unfavorable of Trump	12%	(121)	15%	(145)	73%	(711)	978
#1 Issue: Economy	11%	(58)	14%	(75)	76%	(416)	549
#1 Issue: Security	10%	(42)	16%	(68)	74%	(315)	424
#1 Issue: Health Care	13%	(49)	16%	(60)	71%	(271)	380
#1 Issue: Medicare / Social Security	13%	(41)	16%	(50)	71%	(225)	316
#1 Issue: Women's Issues	12%	(14)	13%	(16)	75%	(95)	125
#1 Issue: Education	9%	(12)	16%	(20)	74%	(91)	123
#1 Issue: Energy	12%	(18)	11%	(18)	77%	(121)	157
#1 Issue: Other	19%	(23)	8%	(10)	73%	(91)	125
2018 House Vote: Democrat	15%	(111)	17%	(126)	69%	(522)	760
2018 House Vote: Republican	13%	(94)	14%	(98)	73%	(509)	701
2018 House Vote: Someone else	11%	(11)	14%	(14)	75%	(76)	101
2016 Vote: Hillary Clinton	15%	(101)	17%	(114)	68%	(461)	676
2016 Vote: Donald Trump	13%	(94)	14%	(107)	73%	(539)	740
2016 Vote: Other	14%	(24)	15%	(27)	71%	(127)	178
2016 Vote: Didn't Vote	6%	(38)	12%	(70)	82%	(496)	604
Voted in 2014: Yes	14%	(196)	16%	(222)	70%	(971)	1390
Voted in 2014: No	7%	(60)	12%	(96)	81%	(653)	810
2012 Vote: Barack Obama	16%	(125)	17%	(135)	68%	(543)	803
2012 Vote: Mitt Romney	12%	(72)	14%	(83)	74%	(434)	589
2012 Vote: Other	11%	(11)	14%	(13)	75%	(72)	96
2012 Vote: Didn't Vote	7%	(48)	12%	(87)	81%	(574)	709

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**Table HR5_2: In general, what kind of fan do you consider yourself of the following?
Downton Abbey**

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	12%	(257)	14%	(318)	74%	(1625)	2200
4-Region: Northeast	13%	(50)	14%	(57)	73%	(287)	394
4-Region: Midwest	12%	(57)	12%	(56)	75%	(349)	462
4-Region: South	11%	(94)	16%	(129)	73%	(601)	824
4-Region: West	11%	(56)	15%	(76)	75%	(388)	520
Watch TV: Every day	13%	(140)	16%	(172)	70%	(742)	1054
Watch TV: Several times per week	11%	(58)	14%	(72)	75%	(397)	527
Watch TV: About once per week	12%	(20)	11%	(18)	77%	(129)	168
Watch TV: Several times per month	11%	(13)	12%	(14)	78%	(97)	124
Watch TV: About once per month	4%	(3)	17%	(12)	78%	(52)	67
Watch TV: Less often than once per month	10%	(9)	9%	(8)	81%	(72)	89
Watch TV: Never	8%	(13)	13%	(22)	80%	(136)	171
Watch Movies: Every day	15%	(53)	17%	(60)	68%	(245)	358
Watch Movies: Several times per week	9%	(50)	18%	(100)	73%	(408)	558
Watch Movies: About once per week	15%	(52)	11%	(41)	74%	(264)	357
Watch Movies: Several times per month	13%	(41)	15%	(47)	72%	(227)	315
Watch Movies: About once per month	13%	(28)	12%	(25)	75%	(163)	216
Watch Movies: Less often than once per month	9%	(18)	11%	(23)	80%	(166)	206
Watch Movies: Never	8%	(15)	12%	(22)	80%	(152)	189
Watch Sporting Events: Every day	10%	(17)	17%	(28)	72%	(118)	162
Watch Sporting Events: Several times per week	15%	(59)	11%	(43)	75%	(300)	402
Watch Sporting Events: About once per week	12%	(40)	18%	(63)	70%	(246)	350
Watch Sporting Events: Several times per month	12%	(18)	20%	(29)	69%	(102)	149
Watch Sporting Events: About once per month	11%	(13)	17%	(22)	72%	(92)	128
Watch Sporting Events: Less often than once per month	10%	(28)	15%	(42)	76%	(220)	290
Watch Sporting Events: Never	11%	(82)	13%	(90)	76%	(548)	720
Cable TV: Currently subscribe	14%	(134)	14%	(136)	73%	(716)	986
Cable TV: Subscribed in past	9%	(78)	15%	(129)	75%	(635)	842
Cable TV: Never subscribed	12%	(45)	15%	(54)	73%	(273)	372
Satellite TV: Currently subscribe	14%	(59)	12%	(51)	73%	(303)	412
Satellite TV: Subscribed in past	9%	(64)	16%	(109)	74%	(498)	670
Satellite TV: Never subscribed	12%	(135)	14%	(159)	74%	(824)	1118

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Table HR5_2: In general, what kind of fan do you consider yourself of the following?*Downton Abbey*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	12%	(257)	14%	(318)	74%	(1625)	2200
Streaming Services: Currently subscribe	13%	(172)	15%	(201)	72%	(958)	1331
Streaming Services: Subscribed in past	5%	(12)	17%	(39)	77%	(176)	227
Streaming Services: Never subscribed	11%	(73)	12%	(79)	76%	(491)	642
Film: An avid fan	16%	(121)	18%	(139)	66%	(508)	768
Film: A casual fan	10%	(122)	14%	(165)	76%	(904)	1191
Film: Not a fan	6%	(14)	6%	(15)	88%	(213)	241
Television: An avid fan	14%	(151)	17%	(180)	70%	(757)	1088
Television: A casual fan	9%	(89)	13%	(129)	77%	(746)	964
Television: Not a fan	12%	(17)	6%	(9)	82%	(122)	148
Music: An avid fan	14%	(167)	15%	(177)	71%	(857)	1201
Music: A casual fan	9%	(84)	15%	(134)	76%	(673)	892
Music: Not a fan	6%	(6)	6%	(7)	88%	(94)	107
Fashion: An avid fan	18%	(54)	19%	(57)	63%	(186)	297
Fashion: A casual fan	13%	(123)	18%	(176)	69%	(668)	967
Fashion: Not a fan	9%	(80)	9%	(85)	82%	(771)	936
Breaking Bad Fan	16%	(157)	20%	(199)	64%	(630)	985
Downton Abbey Fan	45%	(257)	55%	(318)	—	(0)	575
Deadwood Fan	24%	(117)	31%	(149)	45%	(219)	484

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

Table HR5_3: In general, what kind of fan do you consider yourself of the following?
Deadwood

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	7%	(165)	15%	(319)	78%	(1716)	2200
Gender: Male	10%	(110)	18%	(186)	72%	(766)	1062
Gender: Female	5%	(55)	12%	(134)	83%	(950)	1138
Age: 18-29	6%	(26)	11%	(50)	83%	(362)	438
Age: 30-44	11%	(65)	15%	(89)	73%	(421)	575
Age: 45-54	6%	(25)	19%	(73)	75%	(285)	382
Age: 55-64	7%	(26)	12%	(43)	81%	(300)	369
Age: 65+	5%	(23)	15%	(65)	80%	(348)	436
Generation Z: 18-22	7%	(12)	7%	(12)	86%	(144)	168
Millennial: Age 23-38	8%	(55)	14%	(95)	77%	(507)	658
Generation X: Age 39-54	9%	(49)	18%	(105)	73%	(416)	569
Boomers: Age 55-73	7%	(48)	13%	(95)	80%	(570)	712
PID: Dem (no lean)	7%	(54)	15%	(109)	78%	(575)	738
PID: Ind (no lean)	7%	(55)	12%	(91)	81%	(624)	771
PID: Rep (no lean)	8%	(56)	17%	(119)	75%	(517)	692
PID/Gender: Dem Men	9%	(28)	23%	(72)	69%	(218)	318
PID/Gender: Dem Women	6%	(26)	9%	(37)	85%	(356)	419
PID/Gender: Ind Men	11%	(40)	11%	(40)	79%	(291)	371
PID/Gender: Ind Women	4%	(15)	13%	(52)	83%	(333)	400
PID/Gender: Rep Men	11%	(42)	20%	(75)	69%	(256)	373
PID/Gender: Rep Women	4%	(14)	14%	(44)	82%	(260)	318
Ideo: Liberal (1-3)	6%	(33)	17%	(97)	78%	(451)	581
Ideo: Moderate (4)	8%	(40)	18%	(90)	74%	(377)	507
Ideo: Conservative (5-7)	8%	(62)	13%	(97)	79%	(615)	775
Educ: < College	8%	(122)	14%	(212)	78%	(1178)	1512
Educ: Bachelors degree	6%	(25)	16%	(69)	79%	(350)	444
Educ: Post-grad	7%	(18)	16%	(38)	77%	(187)	244

Continued on next page

Table HR5_3: In general, what kind of fan do you consider yourself of the following?*Deadwood*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	7%	(165)	15%	(319)	78%	(1716)	2200
Income: Under 50k	6%	(78)	14%	(183)	80%	(1013)	1274
Income: 50k-100k	9%	(66)	15%	(108)	76%	(538)	712
Income: 100k+	10%	(21)	13%	(28)	77%	(164)	213
Ethnicity: White	7%	(126)	15%	(255)	78%	(1340)	1722
Ethnicity: Hispanic	9%	(33)	16%	(55)	75%	(261)	349
Ethnicity: Afr. Am.	10%	(26)	15%	(41)	75%	(207)	274
Ethnicity: Other	6%	(12)	11%	(23)	83%	(169)	204
All Christian	6%	(62)	16%	(154)	77%	(738)	954
All Non-Christian	3%	(2)	12%	(9)	85%	(63)	75
Atheist	15%	(15)	12%	(12)	73%	(76)	104
Agnostic/Nothing in particular	8%	(86)	13%	(144)	78%	(838)	1068
Religious Non-Protestant/Catholic	4%	(4)	13%	(13)	83%	(86)	103
Evangelical	7%	(45)	14%	(87)	78%	(482)	615
Non-Evangelical	6%	(50)	16%	(124)	77%	(590)	764
Community: Urban	8%	(44)	11%	(58)	81%	(431)	533
Community: Suburban	8%	(83)	15%	(150)	77%	(793)	1026
Community: Rural	6%	(37)	17%	(112)	77%	(491)	640
Employ: Private Sector	8%	(57)	16%	(114)	76%	(543)	714
Employ: Government	6%	(7)	18%	(21)	76%	(93)	122
Employ: Self-Employed	9%	(18)	22%	(47)	69%	(147)	212
Employ: Homemaker	6%	(9)	14%	(20)	80%	(120)	150
Employ: Retired	6%	(28)	15%	(75)	79%	(394)	496
Employ: Unemployed	5%	(13)	9%	(21)	86%	(209)	244
Employ: Other	15%	(28)	10%	(17)	75%	(137)	182
Military HH: Yes	8%	(30)	14%	(51)	79%	(296)	376
Military HH: No	7%	(135)	15%	(268)	78%	(1420)	1824
RD/WT: Right Direction	10%	(82)	18%	(150)	72%	(592)	824
RD/WT: Wrong Track	6%	(83)	12%	(169)	82%	(1124)	1376
Trump Job Approve	9%	(79)	17%	(150)	74%	(662)	891
Trump Job Disapprove	6%	(77)	13%	(156)	80%	(964)	1197

Continued on next page

Table HR5_3: In general, what kind of fan do you consider yourself of the following?

Deadwood

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	7%	(165)	15%	(319)	78%	(1716)	2200
Trump Job Strongly Approve	10%	(53)	17%	(85)	73%	(372)	510
Trump Job Somewhat Approve	7%	(26)	17%	(64)	76%	(290)	381
Trump Job Somewhat Disapprove	8%	(21)	13%	(35)	79%	(214)	270
Trump Job Strongly Disapprove	6%	(57)	13%	(121)	81%	(749)	927
Favorable of Trump	9%	(82)	17%	(147)	74%	(656)	884
Unfavorable of Trump	6%	(72)	13%	(155)	81%	(960)	1186
Very Favorable of Trump	11%	(56)	16%	(84)	73%	(378)	519
Somewhat Favorable of Trump	7%	(25)	17%	(62)	76%	(278)	365
Somewhat Unfavorable of Trump	4%	(9)	13%	(27)	82%	(172)	208
Very Unfavorable of Trump	6%	(62)	13%	(127)	81%	(788)	978
#1 Issue: Economy	8%	(42)	17%	(92)	76%	(415)	549
#1 Issue: Security	8%	(36)	19%	(79)	73%	(309)	424
#1 Issue: Health Care	8%	(30)	13%	(48)	79%	(302)	380
#1 Issue: Medicare / Social Security	7%	(23)	16%	(51)	77%	(243)	316
#1 Issue: Women's Issues	4%	(5)	5%	(7)	91%	(114)	125
#1 Issue: Education	6%	(7)	11%	(14)	83%	(102)	123
#1 Issue: Energy	8%	(13)	9%	(14)	83%	(130)	157
#1 Issue: Other	8%	(10)	12%	(15)	81%	(101)	125
2018 House Vote: Democrat	7%	(54)	16%	(120)	77%	(586)	760
2018 House Vote: Republican	8%	(58)	16%	(112)	76%	(531)	701
2018 House Vote: Someone else	10%	(10)	16%	(16)	74%	(75)	101
2016 Vote: Hillary Clinton	7%	(47)	14%	(96)	79%	(533)	676
2016 Vote: Donald Trump	8%	(63)	16%	(122)	75%	(556)	740
2016 Vote: Other	8%	(15)	17%	(31)	75%	(133)	178
2016 Vote: Didn't Vote	7%	(41)	12%	(71)	81%	(492)	604
Voted in 2014: Yes	8%	(113)	16%	(224)	76%	(1053)	1390
Voted in 2014: No	6%	(52)	12%	(96)	82%	(662)	810
2012 Vote: Barack Obama	7%	(60)	16%	(129)	76%	(614)	803
2012 Vote: Mitt Romney	7%	(41)	16%	(93)	77%	(455)	589
2012 Vote: Other	14%	(14)	22%	(21)	63%	(61)	96
2012 Vote: Didn't Vote	7%	(50)	11%	(76)	82%	(582)	709

Continued on next page

Table HR5_3: In general, what kind of fan do you consider yourself of the following?*Deadwood*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	7%	(165)	15%	(319)	78%	(1716)	2200
4-Region: Northeast	7%	(26)	16%	(64)	77%	(304)	394
4-Region: Midwest	7%	(35)	13%	(60)	80%	(368)	462
4-Region: South	7%	(60)	16%	(135)	76%	(629)	824
4-Region: West	9%	(45)	12%	(60)	80%	(415)	520
Watch TV: Every day	9%	(96)	15%	(161)	76%	(797)	1054
Watch TV: Several times per week	8%	(40)	14%	(72)	79%	(415)	527
Watch TV: About once per week	5%	(8)	16%	(26)	80%	(133)	168
Watch TV: Several times per month	6%	(8)	15%	(19)	79%	(97)	124
Watch TV: About once per month	8%	(5)	26%	(17)	66%	(44)	67
Watch TV: Less often than once per month	3%	(3)	10%	(9)	87%	(78)	89
Watch TV: Never	3%	(5)	9%	(15)	88%	(151)	171
Watch Movies: Every day	16%	(57)	16%	(58)	68%	(243)	358
Watch Movies: Several times per week	8%	(43)	19%	(108)	73%	(407)	558
Watch Movies: About once per week	7%	(24)	12%	(43)	81%	(290)	357
Watch Movies: Several times per month	6%	(18)	18%	(56)	76%	(241)	315
Watch Movies: About once per month	5%	(11)	12%	(25)	83%	(180)	216
Watch Movies: Less often than once per month	3%	(6)	8%	(16)	89%	(184)	206
Watch Movies: Never	3%	(6)	7%	(13)	90%	(170)	189
Watch Sporting Events: Every day	14%	(23)	21%	(33)	65%	(106)	162
Watch Sporting Events: Several times per week	8%	(32)	16%	(66)	76%	(304)	402
Watch Sporting Events: About once per week	12%	(40)	16%	(57)	72%	(252)	350
Watch Sporting Events: Several times per month	9%	(13)	21%	(32)	70%	(104)	149
Watch Sporting Events: About once per month	6%	(7)	19%	(25)	75%	(96)	128
Watch Sporting Events: Less often than once per month	4%	(12)	13%	(39)	83%	(240)	290
Watch Sporting Events: Never	5%	(37)	9%	(68)	85%	(614)	720
Cable TV: Currently subscribe	10%	(100)	14%	(140)	76%	(746)	986
Cable TV: Subscribed in past	5%	(41)	15%	(123)	80%	(678)	842
Cable TV: Never subscribed	6%	(24)	15%	(57)	78%	(292)	372
Satellite TV: Currently subscribe	8%	(35)	17%	(71)	74%	(306)	412
Satellite TV: Subscribed in past	9%	(57)	16%	(105)	76%	(508)	670
Satellite TV: Never subscribed	7%	(73)	13%	(144)	81%	(901)	1118

Continued on next page

Table HR5_3: In general, what kind of fan do you consider yourself of the following?

Deadwood

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	7%	(165)	15%	(319)	78%	(1716)	2200
Streaming Services: Currently subscribe	10%	(137)	16%	(210)	74%	(984)	1331
Streaming Services: Subscribed in past	3%	(8)	18%	(40)	79%	(179)	227
Streaming Services: Never subscribed	3%	(20)	11%	(69)	86%	(553)	642
Film: An avid fan	12%	(94)	18%	(139)	70%	(535)	768
Film: A casual fan	5%	(65)	14%	(167)	81%	(959)	1191
Film: Not a fan	3%	(6)	5%	(13)	92%	(221)	241
Television: An avid fan	11%	(117)	16%	(169)	74%	(802)	1088
Television: A casual fan	4%	(38)	14%	(139)	82%	(787)	964
Television: Not a fan	6%	(10)	8%	(11)	86%	(127)	148
Music: An avid fan	10%	(119)	15%	(185)	75%	(897)	1201
Music: A casual fan	5%	(40)	14%	(128)	81%	(723)	892
Music: Not a fan	5%	(5)	6%	(6)	89%	(95)	107
Fashion: An avid fan	13%	(40)	17%	(51)	69%	(206)	297
Fashion: A casual fan	6%	(60)	16%	(150)	78%	(756)	967
Fashion: Not a fan	7%	(65)	13%	(118)	80%	(753)	936
Breaking Bad Fan	14%	(139)	26%	(259)	60%	(587)	985
Downton Abbey Fan	18%	(101)	29%	(164)	54%	(310)	575
Deadwood Fan	34%	(165)	66%	(319)	—	(0)	484

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

**Table HR6_1: How much have you seen, read or heard about the following?
 'El Camino: A Breaking Bad Movie,' that will premiere on October 11, 2019**

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(193)	16%	(361)	18%	(395)	57%	(1251)	2200
Gender: Male	11%	(120)	19%	(197)	17%	(181)	53%	(564)	1062
Gender: Female	6%	(73)	14%	(164)	19%	(214)	60%	(687)	1138
Age: 18-29	16%	(68)	22%	(97)	15%	(65)	48%	(208)	438
Age: 30-44	14%	(79)	18%	(104)	21%	(121)	47%	(270)	575
Age: 45-54	6%	(23)	21%	(79)	17%	(66)	56%	(213)	382
Age: 55-64	5%	(17)	12%	(44)	21%	(78)	62%	(230)	369
Age: 65+	1%	(5)	8%	(37)	15%	(65)	75%	(329)	436
Generation Z: 18-22	16%	(27)	19%	(31)	8%	(14)	57%	(95)	168
Millennial: Age 23-38	14%	(89)	21%	(138)	21%	(135)	45%	(295)	658
Generation X: Age 39-54	9%	(54)	19%	(111)	18%	(103)	53%	(302)	569
Boomers: Age 55-73	3%	(22)	10%	(72)	19%	(134)	68%	(484)	712
PID: Dem (no lean)	13%	(97)	15%	(111)	20%	(150)	52%	(381)	738
PID: Ind (no lean)	9%	(68)	17%	(131)	16%	(123)	58%	(449)	771
PID: Rep (no lean)	4%	(29)	17%	(119)	18%	(122)	61%	(422)	692
PID/Gender: Dem Men	18%	(58)	19%	(62)	20%	(63)	43%	(135)	318
PID/Gender: Dem Women	9%	(39)	12%	(49)	21%	(86)	58%	(245)	419
PID/Gender: Ind Men	11%	(39)	18%	(66)	13%	(48)	59%	(217)	371
PID/Gender: Ind Women	7%	(28)	16%	(65)	19%	(75)	58%	(231)	400
PID/Gender: Rep Men	6%	(23)	19%	(69)	19%	(69)	57%	(211)	373
PID/Gender: Rep Women	2%	(6)	16%	(50)	16%	(52)	66%	(211)	318
Ideo: Liberal (1-3)	13%	(74)	21%	(120)	20%	(115)	47%	(270)	581
Ideo: Moderate (4)	8%	(39)	16%	(82)	19%	(95)	57%	(290)	507
Ideo: Conservative (5-7)	5%	(43)	14%	(110)	18%	(137)	63%	(485)	775
Educ: < College	10%	(145)	16%	(241)	18%	(275)	56%	(852)	1512
Educ: Bachelors degree	7%	(32)	19%	(83)	16%	(72)	58%	(257)	444
Educ: Post-grad	7%	(16)	15%	(37)	20%	(48)	58%	(143)	244

Continued on next page

**Table HR6_1: How much have you seen, read or heard about the following?
'El Camino: A Breaking Bad Movie,' that will premiere on October 11, 2019**

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(193)	16%	(361)	18%	(395)	57%	(1251)	2200
Income: Under 50k	9%	(111)	16%	(203)	17%	(220)	58%	(740)	1274
Income: 50k-100k	9%	(65)	18%	(126)	19%	(132)	55%	(389)	712
Income: 100k+	8%	(17)	15%	(32)	20%	(43)	57%	(122)	213
Ethnicity: White	8%	(141)	16%	(275)	17%	(298)	59%	(1007)	1722
Ethnicity: Hispanic	14%	(50)	18%	(61)	19%	(66)	49%	(173)	349
Ethnicity: Afr. Am.	11%	(29)	18%	(49)	19%	(51)	53%	(146)	274
Ethnicity: Other	11%	(23)	18%	(37)	23%	(47)	48%	(98)	204
All Christian	6%	(55)	17%	(164)	18%	(174)	59%	(561)	954
All Non-Christian	7%	(6)	11%	(8)	21%	(16)	60%	(45)	75
Atheist	18%	(18)	27%	(28)	12%	(12)	44%	(45)	104
Agnostic/Nothing in particular	11%	(115)	15%	(159)	18%	(193)	56%	(600)	1068
Religious Non-Protestant/Catholic	5%	(6)	17%	(18)	19%	(20)	58%	(60)	103
Evangelical	7%	(45)	12%	(77)	18%	(110)	62%	(383)	615
Non-Evangelical	7%	(50)	19%	(145)	18%	(139)	56%	(430)	764
Community: Urban	12%	(63)	17%	(93)	16%	(85)	55%	(292)	533
Community: Suburban	8%	(81)	17%	(177)	20%	(210)	54%	(559)	1026
Community: Rural	8%	(49)	14%	(91)	16%	(100)	63%	(400)	640
Employ: Private Sector	10%	(75)	19%	(138)	19%	(139)	51%	(362)	714
Employ: Government	7%	(9)	23%	(28)	17%	(21)	52%	(64)	122
Employ: Self-Employed	11%	(23)	21%	(45)	14%	(30)	54%	(115)	212
Employ: Homemaker	7%	(10)	15%	(22)	18%	(27)	61%	(91)	150
Employ: Retired	2%	(9)	10%	(47)	14%	(71)	74%	(369)	496
Employ: Unemployed	12%	(29)	17%	(42)	21%	(51)	50%	(121)	244
Employ: Other	16%	(30)	12%	(22)	24%	(43)	48%	(87)	182
Military HH: Yes	7%	(28)	15%	(56)	17%	(62)	61%	(230)	376
Military HH: No	9%	(165)	17%	(304)	18%	(333)	56%	(1021)	1824
RD/WT: Right Direction	8%	(67)	17%	(142)	16%	(134)	58%	(481)	824
RD/WT: Wrong Track	9%	(126)	16%	(218)	19%	(261)	56%	(770)	1376
Trump Job Approve	6%	(53)	17%	(150)	16%	(141)	61%	(547)	891
Trump Job Disapprove	10%	(125)	17%	(201)	20%	(237)	53%	(635)	1197

Continued on next page

**Table HR6_1: How much have you seen, read or heard about the following?
'El Camino: A Breaking Bad Movie,' that will premiere on October 11, 2019**

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(193)	16%	(361)	18%	(395)	57%	(1251)	2200
Trump Job Strongly Approve	5%	(27)	17%	(86)	17%	(85)	61%	(313)	510
Trump Job Somewhat Approve	7%	(26)	17%	(64)	15%	(56)	62%	(234)	381
Trump Job Somewhat Disapprove	12%	(33)	19%	(51)	21%	(56)	48%	(131)	270
Trump Job Strongly Disapprove	10%	(92)	16%	(150)	20%	(181)	54%	(504)	927
Favorable of Trump	6%	(53)	16%	(145)	17%	(149)	61%	(538)	884
Unfavorable of Trump	10%	(124)	17%	(196)	19%	(228)	54%	(637)	1186
Very Favorable of Trump	6%	(30)	16%	(82)	18%	(95)	60%	(313)	519
Somewhat Favorable of Trump	6%	(23)	17%	(63)	15%	(54)	62%	(225)	365
Somewhat Unfavorable of Trump	12%	(25)	17%	(36)	21%	(44)	50%	(104)	208
Very Unfavorable of Trump	10%	(100)	16%	(160)	19%	(185)	55%	(533)	978
#1 Issue: Economy	10%	(53)	24%	(129)	16%	(91)	50%	(276)	549
#1 Issue: Security	10%	(41)	13%	(56)	14%	(60)	63%	(268)	424
#1 Issue: Health Care	10%	(38)	18%	(67)	20%	(74)	53%	(200)	380
#1 Issue: Medicare / Social Security	3%	(10)	8%	(26)	20%	(63)	69%	(217)	316
#1 Issue: Women's Issues	8%	(11)	18%	(22)	28%	(35)	46%	(58)	125
#1 Issue: Education	6%	(7)	16%	(20)	21%	(26)	57%	(70)	123
#1 Issue: Energy	16%	(25)	15%	(24)	15%	(23)	54%	(85)	157
#1 Issue: Other	7%	(8)	12%	(16)	18%	(23)	62%	(78)	125
2018 House Vote: Democrat	11%	(83)	17%	(128)	19%	(144)	53%	(404)	760
2018 House Vote: Republican	4%	(30)	18%	(125)	16%	(111)	62%	(436)	701
2018 House Vote: Someone else	12%	(12)	17%	(17)	9%	(9)	62%	(63)	101
2016 Vote: Hillary Clinton	11%	(77)	16%	(109)	20%	(137)	52%	(353)	676
2016 Vote: Donald Trump	4%	(28)	17%	(126)	16%	(115)	64%	(471)	740
2016 Vote: Other	12%	(22)	18%	(32)	19%	(34)	50%	(90)	178
2016 Vote: Didn't Vote	11%	(65)	16%	(94)	18%	(106)	56%	(338)	604
Voted in 2014: Yes	7%	(102)	16%	(222)	17%	(236)	60%	(830)	1390
Voted in 2014: No	11%	(91)	17%	(138)	20%	(159)	52%	(422)	810
2012 Vote: Barack Obama	9%	(76)	19%	(152)	20%	(159)	52%	(416)	803
2012 Vote: Mitt Romney	4%	(23)	15%	(87)	15%	(87)	67%	(393)	589
2012 Vote: Other	6%	(6)	16%	(15)	18%	(17)	61%	(58)	96
2012 Vote: Didn't Vote	12%	(89)	15%	(107)	19%	(132)	54%	(381)	709

Continued on next page

**Table HR6_1: How much have you seen, read or heard about the following?
'El Camino: A Breaking Bad Movie,' that will premiere on October 11, 2019**

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(193)	16%	(361)	18%	(395)	57%	(1251)	2200
4-Region: Northeast	9%	(35)	20%	(80)	17%	(68)	53%	(210)	394
4-Region: Midwest	8%	(37)	13%	(60)	18%	(81)	61%	(284)	462
4-Region: South	8%	(69)	15%	(127)	18%	(148)	58%	(480)	824
4-Region: West	10%	(52)	18%	(94)	19%	(98)	53%	(277)	520
Watch TV: Every day	10%	(109)	19%	(196)	18%	(194)	53%	(554)	1054
Watch TV: Several times per week	9%	(48)	18%	(97)	17%	(87)	56%	(295)	527
Watch TV: About once per week	13%	(23)	13%	(22)	17%	(28)	57%	(95)	168
Watch TV: Several times per month	4%	(6)	14%	(17)	22%	(28)	59%	(74)	124
Watch TV: About once per month	7%	(4)	18%	(12)	25%	(17)	50%	(34)	67
Watch TV: Less often than once per month	3%	(3)	9%	(8)	14%	(12)	75%	(67)	89
Watch TV: Never	—	(0)	5%	(8)	17%	(29)	78%	(133)	171
Watch Movies: Every day	17%	(60)	24%	(85)	19%	(69)	40%	(144)	358
Watch Movies: Several times per week	13%	(72)	20%	(113)	18%	(102)	49%	(272)	558
Watch Movies: About once per week	9%	(32)	15%	(52)	19%	(67)	58%	(206)	357
Watch Movies: Several times per month	5%	(15)	20%	(64)	17%	(54)	58%	(183)	315
Watch Movies: About once per month	2%	(3)	12%	(26)	17%	(37)	69%	(150)	216
Watch Movies: Less often than once per month	4%	(7)	8%	(15)	20%	(40)	69%	(143)	206
Watch Movies: Never	2%	(3)	3%	(6)	14%	(26)	81%	(153)	189
Watch Sporting Events: Every day	14%	(23)	26%	(42)	16%	(26)	44%	(72)	162
Watch Sporting Events: Several times per week	13%	(52)	20%	(82)	17%	(70)	49%	(197)	402
Watch Sporting Events: About once per week	9%	(32)	19%	(68)	18%	(64)	53%	(186)	350
Watch Sporting Events: Several times per month	9%	(14)	18%	(27)	21%	(31)	52%	(77)	149
Watch Sporting Events: About once per month	12%	(16)	15%	(19)	24%	(31)	49%	(63)	128
Watch Sporting Events: Less often than once per month	5%	(15)	13%	(38)	19%	(55)	63%	(182)	290
Watch Sporting Events: Never	6%	(42)	12%	(84)	17%	(119)	66%	(474)	720
Cable TV: Currently subscribe	8%	(80)	17%	(163)	18%	(182)	57%	(560)	986
Cable TV: Subscribed in past	9%	(76)	18%	(148)	17%	(147)	56%	(471)	842
Cable TV: Never subscribed	10%	(37)	13%	(49)	18%	(66)	59%	(220)	372
Satellite TV: Currently subscribe	15%	(62)	15%	(61)	12%	(51)	58%	(239)	412
Satellite TV: Subscribed in past	7%	(50)	20%	(135)	20%	(136)	52%	(349)	670
Satellite TV: Never subscribed	7%	(82)	15%	(165)	19%	(208)	59%	(663)	1118

Continued on next page

Table HR6_1: How much have you seen, read or heard about the following?
 'El Camino: A Breaking Bad Movie,' that will premiere on October 11, 2019

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(193)	16%	(361)	18%	(395)	57%	(1251)	2200
Streaming Services: Currently subscribe	12%	(156)	20%	(268)	19%	(249)	49%	(659)	1331
Streaming Services: Subscribed in past	8%	(18)	14%	(33)	20%	(46)	58%	(130)	227
Streaming Services: Never subscribed	3%	(19)	9%	(60)	16%	(101)	72%	(462)	642
Film: An avid fan	16%	(126)	22%	(168)	18%	(142)	43%	(332)	768
Film: A casual fan	5%	(58)	16%	(187)	19%	(229)	60%	(717)	1191
Film: Not a fan	4%	(9)	2%	(5)	10%	(24)	84%	(202)	241
Television: An avid fan	12%	(134)	20%	(213)	19%	(205)	49%	(537)	1088
Television: A casual fan	5%	(51)	15%	(141)	18%	(169)	63%	(603)	964
Television: Not a fan	5%	(8)	5%	(7)	14%	(21)	76%	(112)	148
Music: An avid fan	12%	(145)	19%	(229)	19%	(230)	50%	(598)	1201
Music: A casual fan	5%	(41)	14%	(126)	17%	(155)	64%	(569)	892
Music: Not a fan	6%	(6)	5%	(6)	10%	(11)	79%	(84)	107
Fashion: An avid fan	16%	(48)	20%	(60)	17%	(50)	47%	(139)	297
Fashion: A casual fan	9%	(83)	19%	(183)	20%	(190)	53%	(511)	967
Fashion: Not a fan	7%	(63)	13%	(117)	17%	(155)	64%	(602)	936
Breaking Bad Fan	19%	(184)	30%	(300)	21%	(210)	30%	(291)	985
Downton Abbey Fan	13%	(73)	25%	(144)	20%	(118)	42%	(240)	575
Deadwood Fan	16%	(78)	31%	(148)	20%	(99)	33%	(159)	484

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

Table HR6_2: How much have you seen, read or heard about the following?
'Downton Abbey,' the movie based on the TV show, that premiered on September 20, 2019

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	14%	(300)	23%	(505)	19%	(420)	44%	(975)	2200
Gender: Male	11%	(116)	20%	(217)	20%	(210)	49%	(518)	1062
Gender: Female	16%	(183)	25%	(288)	18%	(210)	40%	(458)	1138
Age: 18-29	10%	(45)	22%	(97)	15%	(68)	52%	(228)	438
Age: 30-44	12%	(66)	20%	(116)	20%	(117)	48%	(276)	575
Age: 45-54	13%	(51)	27%	(104)	20%	(75)	40%	(151)	382
Age: 55-64	14%	(51)	25%	(91)	19%	(70)	42%	(157)	369
Age: 65+	20%	(86)	22%	(97)	21%	(90)	38%	(164)	436
Generation Z: 18-22	10%	(17)	18%	(30)	12%	(21)	59%	(100)	168
Millennial: Age 23-38	10%	(67)	22%	(143)	19%	(125)	49%	(323)	658
Generation X: Age 39-54	14%	(79)	25%	(144)	20%	(113)	41%	(233)	569
Boomers: Age 55-73	18%	(127)	23%	(163)	20%	(141)	39%	(281)	712
PID: Dem (no lean)	18%	(133)	25%	(185)	19%	(137)	38%	(283)	738
PID: Ind (no lean)	9%	(70)	23%	(177)	16%	(126)	52%	(398)	771
PID: Rep (no lean)	14%	(97)	21%	(143)	23%	(157)	43%	(295)	692
PID/Gender: Dem Men	15%	(47)	25%	(79)	18%	(59)	42%	(134)	318
PID/Gender: Dem Women	20%	(86)	25%	(107)	19%	(78)	35%	(149)	419
PID/Gender: Ind Men	6%	(24)	21%	(78)	16%	(60)	56%	(209)	371
PID/Gender: Ind Women	11%	(46)	25%	(99)	17%	(67)	47%	(189)	400
PID/Gender: Rep Men	12%	(45)	16%	(61)	25%	(92)	47%	(175)	373
PID/Gender: Rep Women	16%	(52)	26%	(82)	20%	(65)	38%	(120)	318
Ideo: Liberal (1-3)	20%	(118)	29%	(167)	20%	(118)	31%	(178)	581
Ideo: Moderate (4)	14%	(68)	26%	(133)	18%	(92)	42%	(213)	507
Ideo: Conservative (5-7)	12%	(93)	22%	(169)	20%	(158)	46%	(355)	775
Educ: < College	10%	(153)	21%	(312)	19%	(281)	51%	(767)	1512
Educ: Bachelors degree	19%	(84)	27%	(120)	20%	(89)	34%	(152)	444
Educ: Post-grad	26%	(63)	30%	(74)	20%	(50)	23%	(57)	244

Continued on next page

Table HR6_2: How much have you seen, read or heard about the following?
 'Downton Abbey,' the movie based on the TV show, that premiered on September 20, 2019

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	14%	(300)	23%	(505)	19%	(420)	44%	(975)	2200
Income: Under 50k	11%	(139)	21%	(263)	18%	(234)	50%	(637)	1274
Income: 50k-100k	16%	(113)	25%	(181)	21%	(150)	38%	(268)	712
Income: 100k+	22%	(47)	28%	(61)	17%	(36)	33%	(70)	213
Ethnicity: White	14%	(241)	25%	(430)	19%	(324)	42%	(727)	1722
Ethnicity: Hispanic	14%	(50)	18%	(62)	16%	(58)	52%	(180)	349
Ethnicity: Afr. Am.	13%	(36)	16%	(43)	16%	(43)	56%	(153)	274
Ethnicity: Other	11%	(22)	16%	(32)	26%	(54)	47%	(96)	204
All Christian	18%	(171)	25%	(236)	18%	(176)	39%	(371)	954
All Non-Christian	18%	(13)	28%	(21)	21%	(16)	34%	(25)	75
Atheist	14%	(15)	38%	(39)	14%	(15)	34%	(35)	104
Agnostic/Nothing in particular	9%	(101)	20%	(210)	20%	(213)	51%	(544)	1068
Religious Non-Protestant/Catholic	20%	(21)	26%	(27)	22%	(23)	32%	(33)	103
Evangelical	13%	(82)	22%	(135)	16%	(101)	48%	(297)	615
Non-Evangelical	17%	(128)	23%	(173)	20%	(154)	40%	(309)	764
Community: Urban	14%	(76)	17%	(93)	17%	(93)	51%	(272)	533
Community: Suburban	15%	(152)	28%	(284)	20%	(205)	38%	(386)	1026
Community: Rural	11%	(72)	20%	(129)	19%	(122)	50%	(318)	640
Employ: Private Sector	16%	(114)	24%	(172)	19%	(133)	41%	(295)	714
Employ: Government	15%	(18)	23%	(29)	16%	(20)	45%	(55)	122
Employ: Self-Employed	12%	(26)	28%	(60)	17%	(37)	42%	(90)	212
Employ: Homemaker	9%	(14)	32%	(47)	22%	(33)	37%	(56)	150
Employ: Retired	17%	(85)	22%	(108)	19%	(93)	42%	(210)	496
Employ: Unemployed	9%	(21)	16%	(39)	21%	(52)	54%	(132)	244
Employ: Other	10%	(18)	17%	(32)	22%	(40)	51%	(92)	182
Military HH: Yes	16%	(62)	20%	(77)	17%	(64)	46%	(174)	376
Military HH: No	13%	(238)	23%	(428)	20%	(356)	44%	(802)	1824
RD/WT: Right Direction	12%	(99)	21%	(172)	19%	(159)	48%	(393)	824
RD/WT: Wrong Track	15%	(200)	24%	(333)	19%	(261)	42%	(582)	1376
Trump Job Approve	12%	(106)	22%	(196)	20%	(179)	46%	(410)	891
Trump Job Disapprove	15%	(185)	25%	(298)	19%	(230)	40%	(485)	1197

Continued on next page

Table HR6_2: How much have you seen, read or heard about the following?
'Downton Abbey,' the movie based on the TV show, that premiered on September 20, 2019

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	14%	(300)	23%	(505)	19%	(420)	44%	(975)	2200
Trump Job Strongly Approve	12%	(63)	19%	(99)	21%	(108)	47%	(241)	510
Trump Job Somewhat Approve	11%	(44)	25%	(97)	19%	(71)	44%	(169)	381
Trump Job Somewhat Disapprove	11%	(30)	21%	(57)	21%	(57)	46%	(125)	270
Trump Job Strongly Disapprove	17%	(154)	26%	(241)	19%	(173)	39%	(359)	927
Favorable of Trump	12%	(105)	22%	(197)	19%	(171)	46%	(411)	884
Unfavorable of Trump	16%	(186)	24%	(290)	20%	(234)	40%	(475)	1186
Very Favorable of Trump	13%	(67)	19%	(101)	21%	(106)	47%	(244)	519
Somewhat Favorable of Trump	10%	(38)	26%	(96)	18%	(65)	46%	(167)	365
Somewhat Unfavorable of Trump	13%	(27)	22%	(47)	22%	(45)	43%	(90)	208
Very Unfavorable of Trump	16%	(159)	25%	(244)	19%	(189)	39%	(386)	978
#1 Issue: Economy	13%	(71)	22%	(118)	19%	(103)	47%	(257)	549
#1 Issue: Security	12%	(50)	24%	(100)	19%	(82)	46%	(193)	424
#1 Issue: Health Care	14%	(53)	31%	(116)	18%	(67)	38%	(144)	380
#1 Issue: Medicare / Social Security	15%	(48)	20%	(63)	24%	(76)	41%	(130)	316
#1 Issue: Women's Issues	12%	(15)	30%	(37)	19%	(24)	39%	(49)	125
#1 Issue: Education	12%	(15)	22%	(27)	18%	(22)	48%	(59)	123
#1 Issue: Energy	14%	(22)	18%	(28)	16%	(25)	53%	(83)	157
#1 Issue: Other	22%	(27)	13%	(16)	17%	(21)	49%	(61)	125
2018 House Vote: Democrat	20%	(152)	26%	(197)	19%	(147)	35%	(263)	760
2018 House Vote: Republican	14%	(95)	24%	(168)	22%	(152)	41%	(287)	701
2018 House Vote: Someone else	21%	(22)	13%	(13)	9%	(9)	56%	(57)	101
2016 Vote: Hillary Clinton	19%	(132)	27%	(181)	20%	(138)	33%	(225)	676
2016 Vote: Donald Trump	14%	(103)	22%	(163)	20%	(152)	44%	(322)	740
2016 Vote: Other	20%	(35)	24%	(42)	14%	(25)	43%	(76)	178
2016 Vote: Didn't Vote	5%	(30)	20%	(118)	17%	(105)	58%	(352)	604
Voted in 2014: Yes	18%	(246)	24%	(338)	19%	(267)	39%	(538)	1390
Voted in 2014: No	7%	(54)	21%	(167)	19%	(152)	54%	(437)	810
2012 Vote: Barack Obama	20%	(161)	26%	(208)	18%	(148)	36%	(287)	803
2012 Vote: Mitt Romney	14%	(85)	23%	(138)	20%	(116)	42%	(250)	589
2012 Vote: Other	14%	(14)	20%	(20)	17%	(16)	48%	(47)	96
2012 Vote: Didn't Vote	6%	(41)	20%	(139)	19%	(137)	55%	(392)	709

Continued on next page

Table HR6_2: How much have you seen, read or heard about the following?
 'Downton Abbey,' the movie based on the TV show, that premiered on September 20, 2019

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	14%	(300)	23%	(505)	19%	(420)	44%	(975)	2200
4-Region: Northeast	14%	(57)	24%	(95)	20%	(79)	41%	(162)	394
4-Region: Midwest	13%	(61)	23%	(107)	17%	(80)	46%	(215)	462
4-Region: South	13%	(111)	23%	(186)	19%	(154)	45%	(374)	824
4-Region: West	14%	(71)	23%	(117)	21%	(107)	43%	(225)	520
Watch TV: Every day	18%	(185)	25%	(264)	21%	(219)	37%	(386)	1054
Watch TV: Several times per week	12%	(62)	27%	(145)	17%	(90)	44%	(230)	527
Watch TV: About once per week	9%	(14)	18%	(30)	17%	(29)	56%	(94)	168
Watch TV: Several times per month	10%	(13)	20%	(24)	16%	(20)	54%	(66)	124
Watch TV: About once per month	6%	(4)	14%	(9)	16%	(11)	64%	(43)	67
Watch TV: Less often than once per month	7%	(6)	18%	(16)	21%	(18)	55%	(49)	89
Watch TV: Never	9%	(15)	10%	(17)	19%	(32)	63%	(107)	171
Watch Movies: Every day	16%	(57)	19%	(68)	19%	(69)	46%	(164)	358
Watch Movies: Several times per week	12%	(65)	30%	(165)	20%	(113)	39%	(216)	558
Watch Movies: About once per week	18%	(65)	26%	(94)	17%	(59)	39%	(138)	357
Watch Movies: Several times per month	18%	(55)	24%	(75)	18%	(56)	41%	(129)	315
Watch Movies: About once per month	11%	(24)	19%	(41)	17%	(36)	54%	(116)	216
Watch Movies: Less often than once per month	8%	(17)	19%	(39)	25%	(53)	47%	(98)	206
Watch Movies: Never	9%	(16)	13%	(24)	18%	(34)	61%	(115)	189
Watch Sporting Events: Every day	17%	(28)	24%	(40)	17%	(27)	42%	(68)	162
Watch Sporting Events: Several times per week	16%	(65)	22%	(89)	22%	(87)	40%	(160)	402
Watch Sporting Events: About once per week	14%	(50)	28%	(97)	14%	(49)	44%	(154)	350
Watch Sporting Events: Several times per month	15%	(22)	25%	(38)	27%	(40)	33%	(49)	149
Watch Sporting Events: About once per month	14%	(18)	25%	(32)	22%	(29)	38%	(48)	128
Watch Sporting Events: Less often than once per month	11%	(32)	24%	(71)	21%	(61)	44%	(127)	290
Watch Sporting Events: Never	12%	(84)	19%	(139)	18%	(128)	51%	(368)	720
Cable TV: Currently subscribe	16%	(156)	24%	(235)	21%	(206)	39%	(388)	986
Cable TV: Subscribed in past	11%	(94)	25%	(209)	18%	(148)	46%	(390)	842
Cable TV: Never subscribed	13%	(49)	16%	(61)	18%	(65)	53%	(197)	372
Satellite TV: Currently subscribe	15%	(62)	24%	(98)	18%	(75)	43%	(177)	412
Satellite TV: Subscribed in past	12%	(84)	23%	(157)	19%	(130)	45%	(300)	670
Satellite TV: Never subscribed	14%	(154)	22%	(251)	19%	(215)	45%	(499)	1118

Continued on next page

Table HR6_2: *How much have you seen, read or heard about the following?
'Downton Abbey,' the movie based on the TV show, that premiered on September 20, 2019*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	14%	(300)	23%	(505)	19%	(420)	44%	(975)	2200
Streaming Services: Currently subscribe	15%	(202)	26%	(348)	19%	(252)	40%	(529)	1331
Streaming Services: Subscribed in past	10%	(23)	24%	(53)	19%	(43)	47%	(107)	227
Streaming Services: Never subscribed	12%	(75)	16%	(104)	19%	(124)	53%	(339)	642
Film: An avid fan	20%	(157)	27%	(206)	18%	(135)	35%	(270)	768
Film: A casual fan	11%	(136)	23%	(271)	21%	(245)	45%	(538)	1191
Film: Not a fan	3%	(7)	12%	(28)	16%	(39)	69%	(167)	241
Television: An avid fan	17%	(189)	26%	(280)	20%	(212)	37%	(406)	1088
Television: A casual fan	11%	(103)	23%	(220)	19%	(182)	48%	(460)	964
Television: Not a fan	5%	(8)	4%	(5)	17%	(25)	74%	(110)	148
Music: An avid fan	15%	(181)	24%	(289)	18%	(220)	43%	(512)	1201
Music: A casual fan	13%	(112)	23%	(205)	21%	(185)	44%	(389)	892
Music: Not a fan	7%	(7)	10%	(10)	13%	(14)	70%	(75)	107
Fashion: An avid fan	21%	(64)	25%	(76)	13%	(40)	40%	(118)	297
Fashion: A casual fan	15%	(147)	25%	(239)	21%	(199)	40%	(382)	967
Fashion: Not a fan	9%	(89)	20%	(190)	19%	(181)	51%	(476)	936
Breaking Bad Fan	15%	(152)	26%	(258)	22%	(215)	37%	(360)	985
Downton Abbey Fan	37%	(214)	38%	(216)	15%	(86)	10%	(59)	575
Deadwood Fan	19%	(90)	32%	(156)	20%	(97)	29%	(141)	484

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

Table HR6_3: How much have you seen, read or heard about the following?
'Deadwood: The Movie,' that premiered on May 31, 2019

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(95)	11%	(252)	19%	(426)	65%	(1427)	2200
Gender: Male	6%	(62)	13%	(134)	21%	(219)	61%	(647)	1062
Gender: Female	3%	(34)	10%	(118)	18%	(207)	69%	(780)	1138
Age: 18-29	4%	(19)	11%	(46)	16%	(69)	70%	(304)	438
Age: 30-44	6%	(37)	13%	(75)	22%	(127)	59%	(337)	575
Age: 45-54	5%	(18)	13%	(50)	20%	(75)	63%	(239)	382
Age: 55-64	4%	(14)	11%	(39)	20%	(73)	66%	(243)	369
Age: 65+	2%	(8)	9%	(41)	19%	(83)	70%	(304)	436
Generation Z: 18-22	8%	(13)	9%	(15)	8%	(13)	76%	(127)	168
Millennial: Age 23-38	4%	(23)	13%	(84)	21%	(138)	63%	(412)	658
Generation X: Age 39-54	6%	(37)	13%	(73)	21%	(118)	60%	(341)	569
Boomers: Age 55-73	3%	(22)	10%	(74)	20%	(142)	67%	(474)	712
PID: Dem (no lean)	6%	(41)	12%	(90)	18%	(134)	64%	(473)	738
PID: Ind (no lean)	4%	(28)	10%	(77)	20%	(156)	66%	(510)	771
PID: Rep (no lean)	4%	(27)	12%	(86)	20%	(135)	64%	(443)	692
PID/Gender: Dem Men	8%	(27)	14%	(46)	22%	(70)	55%	(176)	318
PID/Gender: Dem Women	3%	(14)	10%	(44)	15%	(64)	71%	(297)	419
PID/Gender: Ind Men	4%	(15)	11%	(41)	19%	(70)	66%	(244)	371
PID/Gender: Ind Women	3%	(13)	9%	(35)	21%	(86)	67%	(266)	400
PID/Gender: Rep Men	5%	(20)	13%	(47)	21%	(79)	61%	(227)	373
PID/Gender: Rep Women	2%	(7)	12%	(39)	18%	(57)	68%	(216)	318
Ideo: Liberal (1-3)	5%	(27)	15%	(86)	23%	(132)	58%	(335)	581
Ideo: Moderate (4)	6%	(32)	14%	(72)	17%	(84)	63%	(319)	507
Ideo: Conservative (5-7)	3%	(20)	9%	(68)	19%	(149)	69%	(538)	775
Educ: < College	4%	(66)	11%	(165)	19%	(291)	65%	(990)	1512
Educ: Bachelors degree	4%	(18)	13%	(57)	20%	(88)	63%	(280)	444
Educ: Post-grad	5%	(11)	12%	(29)	19%	(46)	65%	(158)	244

Continued on next page

**Table HR6_3: How much have you seen, read or heard about the following?
'Deadwood: The Movie,' that premiered on May 31, 2019**

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(95)	11%	(252)	19%	(426)	65%	(1427)	2200
Income: Under 50k	4%	(51)	9%	(118)	20%	(250)	67%	(855)	1274
Income: 50k-100k	4%	(32)	15%	(106)	19%	(137)	62%	(438)	712
Income: 100k+	6%	(13)	13%	(28)	18%	(38)	63%	(134)	213
Ethnicity: White	3%	(60)	11%	(197)	20%	(341)	65%	(1124)	1722
Ethnicity: Hispanic	6%	(21)	13%	(45)	20%	(70)	61%	(214)	349
Ethnicity: Afr. Am.	9%	(25)	11%	(31)	14%	(40)	65%	(179)	274
Ethnicity: Other	5%	(10)	12%	(24)	22%	(45)	61%	(124)	204
All Christian	5%	(44)	12%	(115)	19%	(178)	65%	(617)	954
All Non-Christian	1%	(1)	11%	(8)	24%	(18)	64%	(48)	75
Atheist	3%	(3)	18%	(19)	15%	(16)	63%	(66)	104
Agnostic/Nothing in particular	4%	(47)	10%	(110)	20%	(214)	65%	(696)	1068
Religious Non-Protestant/Catholic	2%	(3)	10%	(11)	26%	(27)	61%	(63)	103
Evangelical	5%	(29)	11%	(65)	14%	(85)	71%	(436)	615
Non-Evangelical	5%	(34)	11%	(85)	22%	(164)	63%	(480)	764
Community: Urban	5%	(27)	11%	(60)	17%	(88)	67%	(358)	533
Community: Suburban	5%	(52)	11%	(115)	22%	(224)	62%	(635)	1026
Community: Rural	3%	(17)	12%	(77)	18%	(113)	68%	(434)	640
Employ: Private Sector	5%	(34)	14%	(99)	21%	(152)	60%	(428)	714
Employ: Government	4%	(5)	12%	(15)	20%	(24)	65%	(79)	122
Employ: Self-Employed	5%	(11)	17%	(36)	20%	(42)	58%	(123)	212
Employ: Homemaker	7%	(10)	8%	(11)	20%	(30)	66%	(98)	150
Employ: Retired	3%	(16)	9%	(47)	19%	(93)	69%	(340)	496
Employ: Unemployed	2%	(4)	7%	(18)	15%	(36)	76%	(186)	244
Employ: Other	7%	(13)	11%	(20)	20%	(36)	62%	(113)	182
Military HH: Yes	4%	(16)	11%	(42)	16%	(61)	68%	(257)	376
Military HH: No	4%	(79)	12%	(210)	20%	(365)	64%	(1170)	1824
RD/WT: Right Direction	6%	(47)	13%	(104)	19%	(157)	63%	(516)	824
RD/WT: Wrong Track	4%	(49)	11%	(148)	20%	(269)	66%	(911)	1376
Trump Job Approve	4%	(39)	12%	(106)	20%	(175)	64%	(572)	891
Trump Job Disapprove	4%	(51)	11%	(135)	20%	(236)	65%	(776)	1197

Continued on next page

**Table HR6_3: How much have you seen, read or heard about the following?
'Deadwood: The Movie,' that premiered on May 31, 2019**

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(95)	11%	(252)	19%	(426)	65%	(1427)	2200
Trump Job Strongly Approve	5%	(24)	12%	(60)	19%	(97)	65%	(330)	510
Trump Job Somewhat Approve	4%	(15)	12%	(46)	21%	(78)	63%	(242)	381
Trump Job Somewhat Disapprove	3%	(8)	10%	(28)	26%	(69)	61%	(165)	270
Trump Job Strongly Disapprove	5%	(43)	11%	(107)	18%	(166)	66%	(611)	927
Favorable of Trump	5%	(42)	12%	(109)	19%	(166)	64%	(568)	884
Unfavorable of Trump	4%	(48)	11%	(128)	20%	(242)	65%	(768)	1186
Very Favorable of Trump	5%	(28)	11%	(58)	20%	(102)	64%	(331)	519
Somewhat Favorable of Trump	4%	(14)	14%	(51)	17%	(63)	65%	(237)	365
Somewhat Unfavorable of Trump	2%	(3)	13%	(27)	23%	(48)	62%	(130)	208
Very Unfavorable of Trump	5%	(44)	10%	(101)	20%	(194)	65%	(638)	978
#1 Issue: Economy	4%	(21)	14%	(76)	21%	(114)	61%	(337)	549
#1 Issue: Security	5%	(22)	14%	(58)	17%	(71)	64%	(273)	424
#1 Issue: Health Care	4%	(17)	13%	(48)	19%	(70)	64%	(244)	380
#1 Issue: Medicare / Social Security	4%	(12)	8%	(25)	25%	(79)	63%	(201)	316
#1 Issue: Women's Issues	4%	(5)	4%	(5)	19%	(24)	72%	(90)	125
#1 Issue: Education	3%	(3)	8%	(10)	20%	(24)	69%	(85)	123
#1 Issue: Energy	7%	(12)	8%	(12)	18%	(28)	67%	(105)	157
#1 Issue: Other	2%	(3)	13%	(16)	12%	(15)	73%	(91)	125
2018 House Vote: Democrat	5%	(39)	13%	(96)	21%	(158)	62%	(467)	760
2018 House Vote: Republican	3%	(23)	13%	(92)	18%	(124)	66%	(462)	701
2018 House Vote: Someone else	9%	(9)	11%	(11)	17%	(18)	62%	(62)	101
2016 Vote: Hillary Clinton	6%	(40)	11%	(72)	22%	(149)	61%	(414)	676
2016 Vote: Donald Trump	4%	(26)	13%	(93)	17%	(127)	67%	(494)	740
2016 Vote: Other	6%	(10)	14%	(26)	18%	(32)	62%	(110)	178
2016 Vote: Didn't Vote	3%	(19)	10%	(61)	19%	(116)	67%	(407)	604
Voted in 2014: Yes	5%	(71)	13%	(178)	18%	(253)	64%	(888)	1390
Voted in 2014: No	3%	(24)	9%	(74)	21%	(173)	67%	(540)	810
2012 Vote: Barack Obama	6%	(48)	13%	(105)	21%	(169)	60%	(481)	803
2012 Vote: Mitt Romney	3%	(15)	11%	(68)	17%	(101)	69%	(406)	589
2012 Vote: Other	10%	(9)	8%	(8)	24%	(23)	59%	(56)	96
2012 Vote: Didn't Vote	3%	(23)	10%	(71)	19%	(133)	68%	(481)	709

Continued on next page

**Table HR6_3: How much have you seen, read or heard about the following?
'Deadwood: The Movie,' that premiered on May 31, 2019**

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(95)	11%	(252)	19%	(426)	65%	(1427)	2200
4-Region: Northeast	5%	(18)	14%	(56)	21%	(82)	60%	(237)	394
4-Region: Midwest	3%	(14)	10%	(46)	17%	(76)	71%	(326)	462
4-Region: South	5%	(42)	12%	(100)	21%	(171)	62%	(511)	824
4-Region: West	4%	(21)	10%	(50)	18%	(96)	68%	(353)	520
Watch TV: Every day	6%	(63)	13%	(133)	21%	(217)	61%	(641)	1054
Watch TV: Several times per week	4%	(23)	12%	(64)	20%	(104)	64%	(336)	527
Watch TV: About once per week	2%	(4)	9%	(15)	16%	(27)	73%	(122)	168
Watch TV: Several times per month	2%	(2)	12%	(15)	19%	(24)	67%	(83)	124
Watch TV: About once per month	3%	(2)	2%	(2)	34%	(22)	62%	(41)	67
Watch TV: Less often than once per month	—	(0)	9%	(8)	18%	(16)	73%	(65)	89
Watch TV: Never	1%	(2)	9%	(16)	8%	(14)	81%	(139)	171
Watch Movies: Every day	12%	(42)	13%	(48)	20%	(71)	55%	(196)	358
Watch Movies: Several times per week	5%	(27)	15%	(83)	25%	(138)	55%	(309)	558
Watch Movies: About once per week	3%	(12)	11%	(39)	19%	(67)	67%	(239)	357
Watch Movies: Several times per month	2%	(7)	15%	(48)	17%	(54)	65%	(206)	315
Watch Movies: About once per month	1%	(2)	5%	(11)	23%	(49)	71%	(155)	216
Watch Movies: Less often than once per month	1%	(3)	5%	(11)	16%	(32)	78%	(160)	206
Watch Movies: Never	1%	(2)	6%	(12)	7%	(13)	86%	(162)	189
Watch Sporting Events: Every day	13%	(22)	17%	(27)	15%	(25)	54%	(88)	162
Watch Sporting Events: Several times per week	6%	(23)	15%	(61)	20%	(79)	59%	(239)	402
Watch Sporting Events: About once per week	3%	(12)	13%	(44)	19%	(68)	65%	(226)	350
Watch Sporting Events: Several times per month	3%	(5)	20%	(29)	23%	(35)	54%	(80)	149
Watch Sporting Events: About once per month	3%	(4)	14%	(18)	25%	(32)	57%	(73)	128
Watch Sporting Events: Less often than once per month	2%	(5)	11%	(31)	24%	(69)	64%	(185)	290
Watch Sporting Events: Never	4%	(26)	6%	(41)	16%	(117)	75%	(536)	720
Cable TV: Currently subscribe	5%	(52)	13%	(127)	20%	(195)	62%	(613)	986
Cable TV: Subscribed in past	3%	(28)	10%	(84)	21%	(181)	65%	(549)	842
Cable TV: Never subscribed	4%	(16)	11%	(41)	14%	(50)	71%	(265)	372
Satellite TV: Currently subscribe	6%	(23)	14%	(58)	19%	(77)	62%	(254)	412
Satellite TV: Subscribed in past	4%	(27)	13%	(89)	20%	(135)	63%	(419)	670
Satellite TV: Never subscribed	4%	(46)	9%	(105)	19%	(213)	68%	(755)	1118

Continued on next page

Table HR6_3: How much have you seen, read or heard about the following?
 'Deadwood: The Movie,' that premiered on May 31, 2019

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(95)	11%	(252)	19%	(426)	65%	(1427)	2200
Streaming Services: Currently subscribe	5%	(73)	13%	(175)	21%	(283)	60%	(800)	1331
Streaming Services: Subscribed in past	2%	(6)	16%	(37)	14%	(31)	67%	(153)	227
Streaming Services: Never subscribed	3%	(17)	6%	(39)	17%	(112)	74%	(474)	642
Film: An avid fan	9%	(65)	16%	(124)	22%	(167)	54%	(412)	768
Film: A casual fan	2%	(26)	10%	(118)	20%	(232)	68%	(815)	1191
Film: Not a fan	2%	(4)	4%	(10)	11%	(27)	83%	(200)	241
Television: An avid fan	7%	(72)	13%	(145)	20%	(222)	60%	(649)	1088
Television: A casual fan	2%	(20)	10%	(101)	20%	(188)	68%	(655)	964
Television: Not a fan	2%	(3)	4%	(5)	11%	(16)	84%	(124)	148
Music: An avid fan	6%	(70)	12%	(148)	20%	(239)	62%	(744)	1201
Music: A casual fan	2%	(22)	11%	(96)	19%	(173)	67%	(601)	892
Music: Not a fan	3%	(3)	7%	(8)	13%	(13)	77%	(83)	107
Fashion: An avid fan	12%	(35)	16%	(48)	14%	(42)	58%	(172)	297
Fashion: A casual fan	4%	(40)	11%	(110)	22%	(216)	62%	(601)	967
Fashion: Not a fan	2%	(21)	10%	(93)	18%	(168)	70%	(654)	936
Breaking Bad Fan	8%	(82)	18%	(174)	25%	(243)	49%	(486)	985
Downton Abbey Fan	10%	(55)	20%	(116)	22%	(126)	48%	(279)	575
Deadwood Fan	17%	(80)	34%	(164)	27%	(131)	23%	(109)	484

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	48% (1054)	24% (527)	8% (168)	6% (124)	3% (67)	4% (89)	8% (171)	220
Gender: Male	46% (487)	26% (276)	8% (81)	6% (69)	4% (37)	4% (44)	6% (67)	100
Gender: Female	50% (567)	22% (251)	8% (87)	5% (55)	3% (29)	4% (45)	9% (103)	113
Age: 18-29	45% (195)	28% (124)	10% (45)	6% (28)	3% (14)	2% (8)	6% (25)	43
Age: 30-44	50% (286)	27% (157)	8% (47)	4% (22)	3% (17)	3% (17)	5% (28)	57
Age: 45-54	45% (174)	26% (99)	9% (34)	6% (22)	2% (7)	6% (22)	7% (25)	38
Age: 55-64	47% (175)	20% (73)	5% (19)	9% (35)	4% (15)	5% (18)	9% (35)	36
Age: 65+	52% (225)	17% (75)	5% (22)	4% (18)	3% (14)	6% (25)	13% (58)	43
Generation Z: 18-22	42% (70)	29% (49)	15% (25)	5% (8)	2% (3)	1% (1)	6% (11)	16
Millennial: Age 23-38	47% (310)	28% (184)	9% (58)	5% (33)	3% (22)	3% (18)	5% (32)	65
Generation X: Age 39-54	48% (274)	26% (147)	7% (42)	5% (30)	2% (13)	5% (28)	6% (36)	56
Boomers: Age 55-73	51% (361)	18% (130)	5% (35)	7% (51)	4% (26)	5% (37)	10% (73)	77
PID: Dem (no lean)	53% (393)	23% (169)	7% (51)	6% (43)	2% (17)	3% (22)	6% (43)	73
PID: Ind (no lean)	43% (333)	27% (205)	9% (72)	6% (44)	4% (32)	3% (27)	7% (58)	77
PID: Rep (no lean)	47% (328)	22% (153)	6% (45)	5% (37)	2% (17)	6% (40)	10% (70)	69
PID/Gender: Dem Men	53% (169)	22% (71)	8% (24)	9% (29)	2% (6)	2% (7)	4% (12)	31
PID/Gender: Dem Women	53% (224)	23% (98)	6% (27)	3% (14)	3% (12)	4% (15)	7% (30)	41
PID/Gender: Ind Men	39% (143)	31% (115)	8% (29)	6% (22)	5% (19)	4% (15)	8% (28)	31
PID/Gender: Ind Women	48% (191)	22% (90)	11% (43)	5% (22)	3% (14)	3% (12)	7% (30)	40
PID/Gender: Rep Men	47% (175)	24% (90)	7% (28)	5% (18)	3% (13)	6% (23)	7% (27)	33
PID/Gender: Rep Women	48% (153)	20% (63)	5% (17)	6% (20)	1% (4)	6% (18)	14% (43)	31
Ideo: Liberal (1-3)	56% (324)	24% (140)	6% (35)	4% (26)	2% (14)	3% (19)	4% (23)	51
Ideo: Moderate (4)	48% (246)	25% (128)	6% (29)	7% (36)	2% (10)	3% (15)	8% (43)	50
Ideo: Conservative (5-7)	44% (344)	26% (198)	8% (61)	5% (39)	3% (24)	5% (35)	10% (74)	77

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

TV shows

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total
Adults	48% (1054)	24% (527)	8% (168)	6% (124)	3% (67)	4% (89)	8% (171)	220
Educ: < College	47% (716)	24% (356)	8% (115)	6% (89)	3% (51)	4% (53)	9% (132)	15
Educ: Bachelors degree	49% (219)	24% (108)	9% (41)	4% (19)	2% (9)	5% (22)	6% (25)	44
Educ: Post-grad	49% (119)	26% (63)	5% (11)	7% (16)	3% (6)	6% (14)	6% (14)	24
Income: Under 50k	47% (601)	23% (290)	8% (97)	5% (63)	4% (49)	4% (53)	10% (121)	127
Income: 50k-100k	49% (346)	27% (190)	8% (55)	6% (46)	2% (13)	4% (26)	5% (36)	7
Income: 100k+	50% (107)	22% (47)	7% (15)	7% (15)	2% (5)	5% (10)	6% (13)	2
Ethnicity: White	48% (832)	25% (427)	7% (124)	5% (91)	3% (48)	4% (67)	8% (132)	172
Ethnicity: Hispanic	47% (164)	22% (77)	9% (30)	11% (38)	4% (13)	1% (5)	6% (21)	34
Ethnicity: Afr. Am.	48% (133)	20% (56)	7% (19)	5% (15)	6% (15)	5% (15)	8% (22)	27
Ethnicity: Other	44% (89)	22% (44)	12% (25)	9% (18)	2% (4)	4% (8)	8% (16)	20
All Christian	49% (472)	24% (225)	6% (57)	6% (53)	4% (35)	4% (40)	8% (72)	95
All Non-Christian	55% (41)	21% (16)	5% (4)	3% (2)	6% (4)	5% (4)	5% (4)	7
Atheist	58% (60)	24% (25)	6% (6)	3% (3)	1% (2)	4% (4)	4% (4)	10
Agnostic/Nothing in particular	45% (482)	24% (261)	9% (100)	6% (66)	2% (26)	4% (41)	9% (92)	100
Religious Non-Protestant/Catholic	55% (57)	18% (19)	8% (9)	4% (4)	4% (4)	4% (5)	6% (6)	10
Evangelical	43% (265)	26% (160)	8% (48)	6% (38)	3% (17)	4% (23)	10% (64)	6
Non-Evangelical	52% (397)	22% (165)	6% (44)	6% (43)	4% (28)	4% (32)	7% (55)	76
Community: Urban	47% (249)	24% (125)	8% (44)	6% (32)	4% (21)	4% (21)	8% (42)	53
Community: Suburban	49% (508)	24% (247)	8% (87)	6% (64)	2% (25)	3% (35)	6% (60)	102
Community: Rural	46% (297)	24% (154)	6% (36)	4% (28)	3% (21)	5% (34)	11% (69)	64
Employ: Private Sector	48% (341)	26% (185)	9% (63)	5% (39)	3% (21)	5% (33)	4% (32)	73
Employ: Government	48% (59)	23% (28)	7% (9)	12% (14)	2% (3)	1% (1)	7% (8)	12
Employ: Self-Employed	50% (106)	28% (60)	9% (18)	1% (2)	3% (7)	3% (6)	6% (13)	2
Employ: Homemaker	44% (66)	25% (37)	8% (12)	4% (6)	3% (5)	8% (13)	7% (11)	15
Employ: Retired	50% (250)	18% (88)	5% (25)	7% (33)	3% (15)	5% (23)	13% (63)	49
Employ: Unemployed	50% (122)	18% (43)	7% (17)	7% (17)	5% (12)	4% (9)	10% (24)	24
Employ: Other	48% (87)	30% (54)	7% (14)	5% (8)	1% (2)	1% (2)	9% (16)	18

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

TV shows

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total
Adults	48% (1054)	24% (527)	8% (168)	6% (124)	3% (67)	4% (89)	8% (171)	220
Military HH: Yes	46% (174)	23% (87)	9% (34)	6% (21)	3% (10)	5% (20)	8% (30)	37
Military HH: No	48% (880)	24% (440)	7% (133)	6% (103)	3% (57)	4% (69)	8% (141)	182
RD/WT: Right Direction	45% (375)	24% (196)	7% (61)	6% (46)	4% (33)	4% (34)	10% (80)	82
RD/WT: Wrong Track	49% (680)	24% (331)	8% (106)	6% (79)	2% (34)	4% (55)	7% (91)	137
Trump Job Approve	46% (411)	24% (217)	8% (67)	5% (49)	2% (22)	4% (37)	10% (88)	8
Trump Job Disapprove	50% (602)	23% (281)	8% (92)	6% (69)	3% (36)	4% (45)	6% (72)	119
Trump Job Strongly Approve	47% (239)	21% (107)	7% (35)	5% (26)	3% (17)	6% (30)	11% (56)	5
Trump Job Somewhat Approve	45% (171)	29% (109)	9% (33)	6% (23)	1% (5)	2% (7)	8% (32)	3
Trump Job Somewhat Disapprove	44% (118)	24% (66)	11% (31)	7% (20)	4% (12)	5% (12)	4% (11)	27
Trump Job Strongly Disapprove	52% (484)	23% (215)	7% (61)	5% (49)	3% (24)	4% (33)	7% (61)	92
Favorable of Trump	46% (404)	24% (214)	9% (75)	5% (46)	3% (24)	4% (39)	9% (83)	88
Unfavorable of Trump	51% (605)	23% (279)	7% (86)	6% (66)	3% (34)	4% (44)	6% (73)	118
Very Favorable of Trump	49% (255)	21% (108)	7% (37)	5% (27)	3% (15)	6% (29)	9% (49)	5
Somewhat Favorable of Trump	41% (149)	29% (105)	11% (39)	5% (19)	2% (9)	3% (10)	9% (34)	36
Somewhat Unfavorable of Trump	44% (92)	26% (53)	10% (22)	9% (20)	2% (5)	4% (9)	4% (9)	20
Very Unfavorable of Trump	52% (513)	23% (225)	7% (64)	5% (46)	3% (29)	4% (35)	7% (64)	97
#1 Issue: Economy	48% (262)	25% (136)	8% (46)	6% (33)	3% (16)	3% (19)	7% (38)	54
#1 Issue: Security	47% (198)	25% (108)	5% (23)	7% (30)	4% (17)	3% (14)	8% (34)	42
#1 Issue: Health Care	49% (185)	25% (96)	7% (27)	7% (26)	3% (11)	5% (17)	5% (18)	38
#1 Issue: Medicare / Social Security	47% (148)	20% (64)	6% (20)	6% (18)	3% (8)	5% (15)	14% (43)	3
#1 Issue: Women's Issues	48% (61)	24% (30)	11% (13)	4% (5)	2% (3)	6% (7)	5% (6)	12
#1 Issue: Education	63% (77)	18% (23)	5% (6)	6% (7)	5% (6)	2% (3)	1% (1)	12
#1 Issue: Energy	44% (70)	25% (39)	13% (21)	— (1)	2% (3)	6% (9)	9% (15)	15
#1 Issue: Other	43% (54)	25% (31)	9% (11)	5% (6)	2% (2)	4% (6)	12% (16)	12
2018 House Vote: Democrat	55% (419)	21% (162)	6% (49)	6% (43)	3% (24)	3% (21)	5% (41)	76
2018 House Vote: Republican	46% (326)	25% (172)	7% (47)	5% (37)	2% (16)	6% (40)	9% (64)	7
2018 House Vote: Someone else	39% (39)	35% (35)	6% (6)	5% (5)	6% (6)	1% (1)	8% (8)	1

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

TV shows

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total
Adults	48% (1054)	24% (527)	8% (168)	6% (124)	3% (67)	4% (89)	8% (171)	220
2016 Vote: Hillary Clinton	54% (362)	21% (143)	7% (45)	6% (40)	3% (21)	3% (23)	6% (42)	67
2016 Vote: Donald Trump	48% (352)	24% (181)	7% (49)	5% (34)	3% (19)	5% (35)	9% (70)	74
2016 Vote: Other	47% (83)	31% (55)	7% (12)	4% (7)	2% (4)	4% (7)	6% (10)	17
2016 Vote: Didn't Vote	42% (256)	24% (147)	10% (62)	7% (43)	4% (22)	4% (24)	8% (49)	60
Voted in 2014: Yes	51% (715)	23% (313)	6% (77)	5% (73)	3% (36)	4% (62)	8% (113)	139
Voted in 2014: No	42% (339)	26% (214)	11% (91)	6% (51)	4% (31)	3% (28)	7% (57)	8
2012 Vote: Barack Obama	53% (424)	24% (191)	6% (51)	5% (40)	2% (19)	3% (22)	7% (56)	80
2012 Vote: Mitt Romney	46% (273)	23% (137)	6% (37)	6% (33)	3% (17)	6% (36)	10% (56)	58
2012 Vote: Other	47% (45)	26% (25)	6% (5)	2% (2)	7% (6)	6% (5)	7% (7)	9
2012 Vote: Didn't Vote	44% (313)	24% (173)	10% (74)	7% (49)	3% (24)	3% (24)	7% (50)	70
4-Region: Northeast	46% (182)	30% (116)	7% (26)	6% (23)	2% (8)	5% (18)	5% (21)	39
4-Region: Midwest	50% (232)	25% (114)	7% (32)	3% (13)	1% (5)	5% (24)	9% (42)	40
4-Region: South	49% (405)	21% (175)	7% (59)	6% (49)	4% (36)	4% (29)	9% (72)	82
4-Region: West	45% (236)	23% (121)	10% (51)	8% (39)	3% (18)	4% (18)	7% (36)	52
Watch TV: Every day	100% (1054)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	1054
Watch TV: Several times per week	— (0)	100% (527)	— (0)	— (0)	— (0)	— (0)	— (0)	527
Watch TV: About once per week	— (0)	— (0)	100% (168)	— (0)	— (0)	— (0)	— (0)	168
Watch TV: Several times per month	— (0)	— (0)	— (0)	100% (124)	— (0)	— (0)	— (0)	124
Watch TV: About once per month	— (0)	— (0)	— (0)	— (0)	100% (67)	— (0)	— (0)	67
Watch TV: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (89)	— (0)	89
Watch TV: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (171)	171
Watch Movies: Every day	76% (271)	12% (43)	7% (23)	3% (12)	— (1)	1% (2)	1% (5)	35
Watch Movies: Several times per week	51% (284)	38% (213)	4% (24)	2% (14)	1% (4)	2% (10)	2% (9)	55
Watch Movies: About once per week	50% (177)	28% (101)	13% (47)	4% (14)	1% (5)	2% (8)	1% (5)	35
Watch Movies: Several times per month	42% (134)	24% (77)	7% (23)	17% (54)	6% (20)	1% (3)	2% (6)	3
Watch Movies: About once per month	40% (87)	20% (43)	15% (32)	4% (9)	13% (28)	5% (11)	3% (7)	2
Watch Movies: Less often than once per month	34% (70)	17% (36)	6% (12)	9% (19)	3% (6)	22% (45)	9% (18)	20
Watch Movies: Never	17% (32)	8% (15)	3% (7)	2% (3)	1% (2)	5% (10)	64% (121)	18

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

TV shows

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total
Adults	48% (1054)	24% (527)	8% (168)	6% (124)	3% (67)	4% (89)	8% (171)	220
Watch Sporting Events: Every day	69% (113)	16% (25)	7% (11)	3% (4)	2% (4)	2% (4)	1% (1)	16
Watch Sporting Events: Several times per week	60% (242)	30% (119)	7% (26)	2% (7)	1% (3)	1% (3)	— (2)	40
Watch Sporting Events: About once per week	54% (188)	28% (97)	10% (34)	3% (11)	2% (7)	2% (7)	2% (7)	35
Watch Sporting Events: Several times per month	47% (70)	22% (33)	6% (9)	18% (27)	2% (3)	3% (4)	2% (3)	14
Watch Sporting Events: About once per month	50% (63)	25% (32)	9% (12)	5% (6)	7% (9)	3% (4)	2% (2)	12
Watch Sporting Events: Less often than once per month	45% (129)	25% (72)	7% (21)	8% (23)	4% (13)	9% (27)	2% (6)	29
Watch Sporting Events: Never	35% (249)	21% (149)	8% (56)	6% (47)	4% (29)	6% (41)	21% (150)	72
Cable TV: Currently subscribe	53% (519)	22% (218)	8% (77)	4% (44)	3% (25)	4% (43)	6% (60)	98
Cable TV: Subscribed in past	46% (386)	27% (226)	7% (55)	6% (55)	4% (37)	4% (30)	6% (53)	84
Cable TV: Never subscribed	40% (149)	22% (83)	10% (36)	7% (25)	1% (5)	4% (16)	16% (58)	32
Satellite TV: Currently subscribe	50% (208)	21% (87)	9% (38)	5% (20)	3% (12)	3% (14)	8% (34)	4
Satellite TV: Subscribed in past	49% (326)	25% (168)	6% (41)	6% (41)	4% (26)	3% (21)	7% (46)	67
Satellite TV: Never subscribed	47% (521)	24% (272)	8% (89)	6% (63)	3% (29)	5% (54)	8% (91)	11
Streaming Services: Currently subscribe	51% (682)	28% (376)	8% (103)	5% (68)	2% (32)	3% (34)	3% (36)	13
Streaming Services: Subscribed in past	37% (83)	22% (50)	10% (22)	10% (22)	5% (12)	6% (14)	10% (23)	22
Streaming Services: Never subscribed	45% (289)	16% (101)	7% (42)	5% (34)	3% (22)	6% (41)	18% (112)	64
Film: An avid fan	57% (440)	26% (197)	7% (51)	4% (32)	1% (7)	1% (10)	4% (30)	76
Film: A casual fan	45% (538)	24% (292)	8% (97)	6% (67)	5% (54)	5% (64)	7% (79)	11
Film: Not a fan	31% (76)	16% (38)	8% (20)	10% (25)	2% (5)	6% (15)	26% (62)	2
Television: An avid fan	65% (705)	21% (228)	4% (44)	3% (35)	1% (12)	1% (11)	5% (52)	108
Television: A casual fan	35% (334)	30% (288)	10% (97)	8% (79)	4% (41)	6% (57)	7% (67)	96
Television: Not a fan	10% (15)	8% (11)	17% (26)	7% (10)	9% (13)	15% (22)	35% (51)	14
Music: An avid fan	52% (630)	26% (311)	8% (94)	4% (46)	2% (24)	3% (35)	5% (61)	12
Music: A casual fan	45% (398)	22% (199)	7% (64)	7% (60)	5% (40)	6% (50)	9% (81)	89
Music: Not a fan	25% (26)	16% (17)	9% (10)	17% (18)	2% (3)	3% (4)	27% (29)	10
Fashion: An avid fan	55% (163)	28% (82)	6% (17)	3% (10)	2% (5)	2% (6)	5% (15)	29
Fashion: A casual fan	50% (481)	23% (221)	8% (80)	6% (61)	3% (27)	4% (38)	6% (59)	96
Fashion: Not a fan	44% (411)	24% (224)	8% (70)	6% (53)	4% (35)	5% (46)	10% (97)	93

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

TV shows

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total
Adults	48%(1054)	24% (527)	8% (168)	6% (124)	3% (67)	4% (89)	8% (171)	220
Breaking Bad Fan	53% (525)	25% (248)	7% (69)	5% (49)	3% (31)	3% (26)	4% (38)	98
Downton Abbey Fan	54% (312)	23% (130)	7% (39)	5% (28)	3% (15)	3% (17)	6% (35)	55
Deadwood Fan	53% (257)	23% (112)	7% (34)	5% (27)	5% (23)	2% (12)	4% (20)	48

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	16% (358)	25% (558)	16% (357)	14% (315)	10% (216)	9% (206)	9% (189)	220
Gender: Male	17% (179)	29% (306)	17% (182)	13% (140)	8% (87)	8% (90)	7% (77)	106
Gender: Female	16% (179)	22% (252)	15% (175)	15% (175)	11% (129)	10% (116)	10% (112)	113
Age: 18-29	21% (94)	25% (108)	18% (81)	16% (68)	9% (41)	5% (23)	5% (24)	43
Age: 30-44	20% (117)	33% (187)	16% (90)	12% (69)	8% (47)	6% (37)	5% (28)	57
Age: 45-54	16% (60)	24% (93)	16% (63)	15% (56)	12% (45)	11% (42)	6% (23)	38
Age: 55-64	12% (44)	21% (78)	16% (58)	18% (66)	12% (43)	13% (46)	9% (35)	36
Age: 65+	10% (43)	21% (93)	15% (65)	13% (56)	9% (40)	13% (59)	18% (80)	43
Generation Z: 18-22	25% (42)	22% (36)	19% (32)	13% (21)	11% (18)	6% (10)	5% (8)	16
Millennial: Age 23-38	19% (127)	30% (196)	18% (118)	14% (92)	8% (54)	6% (39)	5% (32)	63
Generation X: Age 39-54	18% (102)	27% (155)	15% (84)	14% (80)	11% (60)	9% (53)	6% (35)	56
Boomers: Age 55-73	11% (80)	22% (155)	16% (111)	16% (114)	11% (76)	12% (87)	12% (89)	77
PID: Dem (no lean)	17% (124)	26% (189)	18% (131)	15% (112)	9% (66)	9% (63)	7% (52)	73
PID: Ind (no lean)	19% (147)	25% (196)	14% (107)	14% (107)	10% (77)	9% (67)	9% (70)	77
PID: Rep (no lean)	13% (87)	25% (173)	17% (119)	14% (96)	11% (74)	11% (75)	10% (68)	69
PID/Gender: Dem Men	20% (65)	29% (94)	18% (57)	15% (48)	6% (18)	6% (20)	5% (16)	33
PID/Gender: Dem Women	14% (59)	23% (96)	18% (74)	15% (64)	11% (47)	10% (43)	9% (36)	44
PID/Gender: Ind Men	18% (66)	28% (106)	15% (57)	12% (44)	9% (33)	8% (28)	10% (36)	33
PID/Gender: Ind Women	20% (80)	23% (91)	13% (50)	16% (63)	11% (43)	10% (39)	8% (34)	40
PID/Gender: Rep Men	13% (48)	29% (107)	18% (69)	13% (47)	9% (35)	11% (41)	7% (25)	33
PID/Gender: Rep Women	12% (39)	21% (66)	16% (50)	15% (48)	12% (38)	11% (34)	13% (42)	33
Ideo: Liberal (1-3)	13% (77)	30% (175)	20% (118)	13% (76)	9% (53)	9% (51)	5% (32)	51
Ideo: Moderate (4)	18% (93)	25% (129)	14% (73)	15% (76)	10% (49)	7% (36)	10% (51)	50
Ideo: Conservative (5-7)	13% (98)	25% (190)	17% (132)	15% (113)	10% (80)	11% (85)	10% (76)	77

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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	16% (358)	25% (558)	16% (357)	14% (315)	10% (216)	9% (206)	9% (189)	220
Educ: < College	19% (288)	25% (384)	14% (216)	14% (219)	9% (132)	9% (131)	9% (142)	15
Educ: Bachelors degree	10% (45)	27% (119)	19% (84)	16% (71)	11% (51)	11% (47)	6% (28)	44
Educ: Post-grad	10% (25)	23% (56)	24% (57)	10% (25)	14% (33)	12% (28)	8% (19)	24
Income: Under 50k	19% (240)	25% (313)	13% (163)	15% (188)	10% (122)	9% (117)	10% (130)	127
Income: 50k-100k	13% (94)	28% (200)	19% (137)	14% (98)	10% (71)	10% (69)	6% (44)	7
Income: 100k+	11% (24)	21% (46)	26% (56)	14% (30)	11% (23)	9% (20)	7% (15)	2
Ethnicity: White	13% (227)	26% (450)	17% (298)	15% (255)	10% (181)	10% (170)	8% (141)	172
Ethnicity: Hispanic	22% (76)	28% (98)	16% (54)	17% (60)	9% (32)	5% (19)	3% (10)	34
Ethnicity: Afr. Am.	29% (79)	22% (61)	9% (26)	14% (38)	8% (22)	7% (18)	11% (31)	27
Ethnicity: Other	25% (51)	23% (47)	16% (34)	11% (22)	7% (14)	9% (18)	8% (17)	20
All Christian	14% (135)	23% (220)	18% (174)	14% (137)	11% (108)	11% (101)	8% (80)	99
All Non-Christian	15% (11)	29% (22)	13% (10)	8% (6)	13% (10)	11% (8)	11% (8)	7
Atheist	20% (21)	25% (26)	25% (26)	15% (16)	7% (8)	2% (2)	5% (5)	10
Agnostic/Nothing in particular	18% (190)	27% (291)	14% (148)	15% (156)	8% (91)	9% (95)	9% (97)	106
Religious Non-Protestant/Catholic	17% (17)	27% (28)	15% (16)	11% (12)	11% (12)	11% (11)	8% (8)	10
Evangelical	17% (102)	24% (147)	14% (87)	15% (90)	10% (63)	10% (63)	10% (63)	6
Non-Evangelical	15% (114)	23% (176)	18% (136)	14% (108)	12% (89)	11% (82)	8% (59)	76
Community: Urban	18% (97)	27% (145)	16% (84)	15% (80)	9% (48)	7% (38)	8% (42)	53
Community: Suburban	14% (144)	25% (262)	19% (191)	15% (156)	10% (102)	9% (91)	8% (80)	102
Community: Rural	18% (117)	24% (152)	13% (82)	12% (79)	10% (67)	12% (77)	11% (67)	64
Employ: Private Sector	15% (109)	28% (203)	18% (127)	15% (104)	10% (73)	9% (63)	5% (34)	7
Employ: Government	22% (27)	19% (24)	20% (24)	15% (18)	11% (13)	7% (9)	5% (6)	12
Employ: Self-Employed	18% (39)	26% (56)	23% (48)	8% (16)	9% (20)	9% (18)	7% (15)	2
Employ: Homemaker	16% (24)	28% (42)	11% (16)	16% (24)	9% (13)	12% (19)	8% (12)	15
Employ: Retired	12% (57)	22% (111)	15% (73)	15% (76)	10% (51)	11% (53)	15% (74)	49
Employ: Unemployed	20% (48)	21% (52)	9% (22)	19% (46)	9% (22)	8% (20)	14% (34)	24
Employ: Other	25% (45)	25% (46)	15% (27)	13% (23)	6% (11)	10% (18)	7% (13)	18

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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	16% (358)	25% (558)	16% (357)	14% (315)	10% (216)	9% (206)	9% (189)	220
Military HH: Yes	13% (50)	25% (93)	18% (69)	12% (46)	11% (43)	11% (41)	9% (34)	37
Military HH: No	17% (308)	26% (466)	16% (288)	15% (269)	9% (173)	9% (165)	8% (155)	182
RD/WT: Right Direction	15% (126)	27% (221)	14% (111)	15% (121)	10% (82)	10% (83)	10% (80)	82
RD/WT: Wrong Track	17% (232)	25% (337)	18% (245)	14% (194)	10% (134)	9% (123)	8% (110)	137
Trump Job Approve	14% (125)	26% (236)	16% (143)	14% (123)	10% (89)	9% (84)	10% (92)	8
Trump Job Disapprove	17% (202)	25% (300)	17% (199)	15% (181)	10% (117)	9% (110)	7% (89)	119
Trump Job Strongly Approve	15% (79)	24% (120)	15% (78)	12% (63)	9% (48)	11% (57)	13% (65)	5
Trump Job Somewhat Approve	12% (47)	30% (115)	17% (65)	16% (59)	11% (41)	7% (26)	7% (27)	3
Trump Job Somewhat Disapprove	20% (53)	26% (69)	12% (34)	15% (41)	13% (34)	10% (28)	4% (10)	27
Trump Job Strongly Disapprove	16% (149)	25% (230)	18% (165)	15% (141)	9% (83)	9% (81)	8% (78)	92
Favorable of Trump	15% (130)	26% (226)	16% (144)	14% (121)	10% (89)	9% (82)	10% (91)	88
Unfavorable of Trump	16% (189)	26% (305)	17% (200)	15% (179)	10% (115)	9% (110)	7% (88)	118
Very Favorable of Trump	16% (84)	24% (126)	15% (78)	14% (72)	9% (47)	11% (56)	11% (56)	5
Somewhat Favorable of Trump	13% (46)	27% (100)	18% (66)	14% (50)	11% (42)	7% (26)	10% (35)	36
Somewhat Unfavorable of Trump	17% (36)	30% (63)	11% (22)	12% (25)	13% (26)	14% (28)	4% (8)	20
Very Unfavorable of Trump	16% (154)	25% (242)	18% (178)	16% (153)	9% (89)	8% (81)	8% (79)	97
#1 Issue: Economy	22% (120)	25% (136)	15% (85)	13% (69)	12% (63)	7% (38)	7% (38)	54
#1 Issue: Security	13% (55)	26% (112)	15% (66)	16% (67)	10% (43)	10% (42)	10% (41)	42
#1 Issue: Health Care	15% (57)	26% (98)	17% (63)	16% (60)	8% (31)	11% (42)	8% (29)	38
#1 Issue: Medicare / Social Security	10% (30)	26% (83)	14% (44)	16% (50)	8% (24)	11% (34)	16% (51)	3
#1 Issue: Women's Issues	21% (26)	23% (28)	18% (23)	12% (15)	12% (15)	8% (10)	6% (8)	12
#1 Issue: Education	24% (29)	24% (29)	19% (23)	15% (19)	11% (14)	6% (7)	1% (2)	12
#1 Issue: Energy	16% (26)	27% (42)	19% (30)	8% (13)	13% (20)	12% (18)	5% (8)	15
#1 Issue: Other	12% (15)	23% (29)	18% (23)	19% (23)	5% (6)	13% (16)	10% (13)	12
2018 House Vote: Democrat	16% (124)	25% (187)	19% (143)	15% (114)	10% (72)	7% (56)	9% (65)	76
2018 House Vote: Republican	12% (86)	26% (183)	18% (128)	14% (97)	10% (68)	11% (75)	9% (66)	7
2018 House Vote: Someone else	18% (18)	22% (22)	13% (13)	14% (14)	17% (17)	7% (7)	9% (10)	1

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	16% (358)	25% (558)	16% (357)	14% (315)	10% (216)	9% (206)	9% (189)	220
2016 Vote: Hillary Clinton	15% (103)	25% (170)	21% (139)	13% (88)	10% (66)	9% (64)	7% (46)	67
2016 Vote: Donald Trump	12% (92)	26% (194)	17% (124)	13% (99)	9% (70)	11% (79)	11% (82)	74
2016 Vote: Other	13% (23)	23% (41)	17% (31)	17% (31)	14% (25)	9% (17)	6% (11)	17
2016 Vote: Didn't Vote	23% (139)	26% (155)	10% (63)	16% (96)	9% (54)	8% (47)	8% (50)	60
Voted in 2014: Yes	14% (197)	25% (352)	18% (250)	14% (195)	10% (139)	9% (129)	9% (128)	139
Voted in 2014: No	20% (161)	25% (206)	13% (107)	15% (120)	10% (78)	9% (77)	8% (61)	81
2012 Vote: Barack Obama	15% (121)	28% (221)	17% (135)	16% (125)	9% (72)	8% (62)	8% (68)	80
2012 Vote: Mitt Romney	10% (57)	25% (145)	18% (105)	15% (88)	10% (57)	13% (74)	11% (64)	58
2012 Vote: Other	20% (19)	21% (20)	15% (14)	8% (8)	17% (17)	10% (9)	9% (9)	9
2012 Vote: Didn't Vote	23% (161)	24% (172)	15% (103)	13% (94)	10% (70)	9% (61)	7% (47)	70
4-Region: Northeast	15% (57)	29% (113)	20% (78)	13% (52)	9% (34)	8% (31)	7% (29)	39
4-Region: Midwest	14% (66)	26% (121)	17% (78)	15% (69)	7% (32)	11% (51)	10% (45)	46
4-Region: South	18% (150)	24% (197)	14% (117)	14% (115)	11% (90)	10% (82)	9% (74)	82
4-Region: West	16% (84)	25% (128)	16% (83)	15% (79)	11% (60)	8% (43)	8% (42)	52
Watch TV: Every day	26% (271)	27% (284)	17% (177)	13% (134)	8% (87)	7% (70)	3% (32)	105
Watch TV: Several times per week	8% (43)	40% (213)	19% (101)	15% (77)	8% (43)	7% (36)	3% (15)	52
Watch TV: About once per week	14% (23)	15% (24)	28% (47)	13% (23)	19% (32)	7% (12)	4% (7)	16
Watch TV: Several times per month	9% (12)	11% (14)	12% (14)	43% (54)	7% (9)	15% (19)	2% (3)	12
Watch TV: About once per month	2% (1)	6% (4)	7% (5)	29% (20)	42% (28)	9% (6)	3% (2)	6
Watch TV: Less often than once per month	2% (2)	12% (10)	8% (8)	4% (3)	12% (11)	51% (45)	11% (10)	8
Watch TV: Never	3% (5)	5% (9)	3% (5)	3% (6)	4% (7)	10% (18)	71% (121)	1

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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	16% (358)	25% (558)	16% (357)	14% (315)	10% (216)	9% (206)	9% (189)	220
Watch Movies: Every day	100% (358)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	358
Watch Movies: Several times per week	— (0)	100% (558)	— (0)	— (0)	— (0)	— (0)	— (0)	558
Watch Movies: About once per week	— (0)	— (0)	100% (357)	— (0)	— (0)	— (0)	— (0)	357
Watch Movies: Several times per month	— (0)	— (0)	— (0)	100% (315)	— (0)	— (0)	— (0)	315
Watch Movies: About once per month	— (0)	— (0)	— (0)	— (0)	100% (216)	— (0)	— (0)	216
Watch Movies: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (206)	— (0)	206
Watch Movies: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (189)	189
Watch Sporting Events: Every day	35% (56)	21% (35)	14% (22)	12% (19)	12% (19)	3% (5)	3% (5)	160
Watch Sporting Events: Several times per week	16% (64)	36% (145)	19% (75)	11% (46)	9% (37)	6% (25)	2% (10)	402
Watch Sporting Events: About once per week	17% (60)	26% (92)	22% (78)	14% (48)	9% (32)	9% (32)	2% (8)	351
Watch Sporting Events: Several times per month	7% (10)	25% (38)	11% (16)	32% (48)	14% (22)	8% (12)	2% (3)	146
Watch Sporting Events: About once per month	18% (23)	23% (30)	20% (26)	20% (25)	8% (11)	6% (8)	4% (5)	125
Watch Sporting Events: Less often than once per month	18% (51)	27% (77)	14% (42)	9% (26)	13% (37)	15% (44)	4% (12)	296
Watch Sporting Events: Never	13% (93)	20% (142)	14% (98)	14% (103)	8% (58)	11% (80)	20% (145)	729
Cable TV: Currently subscribe	16% (162)	26% (252)	16% (159)	14% (137)	11% (104)	9% (93)	8% (80)	987
Cable TV: Subscribed in past	15% (129)	28% (236)	16% (138)	16% (135)	9% (75)	9% (79)	6% (50)	842
Cable TV: Never subscribed	18% (67)	19% (71)	16% (60)	12% (43)	10% (38)	9% (35)	16% (60)	373
Satellite TV: Currently subscribe	17% (72)	23% (94)	18% (73)	13% (52)	11% (46)	9% (38)	9% (37)	469
Satellite TV: Subscribed in past	17% (116)	28% (191)	16% (111)	15% (100)	8% (52)	8% (55)	7% (46)	678
Satellite TV: Never subscribed	15% (170)	24% (274)	16% (174)	15% (163)	11% (118)	10% (113)	9% (106)	1,118
Streaming Services: Currently subscribe	19% (249)	32% (421)	18% (243)	14% (193)	9% (125)	6% (78)	2% (21)	1,319
Streaming Services: Subscribed in past	15% (33)	18% (40)	17% (39)	19% (42)	11% (24)	13% (30)	8% (18)	229
Streaming Services: Never subscribed	12% (75)	15% (97)	12% (75)	12% (80)	11% (68)	15% (97)	23% (150)	642
Film: An avid fan	28% (215)	36% (278)	17% (130)	11% (85)	3% (22)	2% (17)	3% (21)	768
Film: A casual fan	11% (129)	22% (260)	18% (213)	17% (202)	14% (168)	12% (140)	7% (79)	1,131
Film: Not a fan	6% (14)	9% (21)	5% (13)	12% (29)	11% (26)	21% (49)	37% (89)	292

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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	16% (358)	25% (558)	16% (357)	14% (315)	10% (216)	9% (206)	9% (189)	220
Television: An avid fan	23% (248)	29% (319)	16% (178)	13% (137)	7% (71)	7% (73)	6% (62)	108
Television: A casual fan	10% (96)	24% (227)	18% (169)	17% (165)	12% (118)	11% (104)	9% (84)	96
Television: Not a fan	9% (13)	8% (12)	6% (9)	9% (13)	19% (28)	19% (29)	30% (44)	14
Music: An avid fan	22% (263)	29% (353)	16% (193)	13% (154)	9% (103)	6% (76)	5% (58)	12
Music: A casual fan	10% (89)	21% (189)	17% (150)	16% (141)	12% (109)	13% (112)	11% (102)	89
Music: Not a fan	5% (5)	15% (16)	13% (14)	19% (21)	4% (4)	16% (17)	27% (29)	10
Fashion: An avid fan	29% (85)	30% (88)	16% (48)	10% (30)	8% (25)	3% (8)	5% (13)	29
Fashion: A casual fan	18% (171)	26% (252)	15% (143)	16% (151)	10% (99)	9% (84)	7% (67)	96
Fashion: Not a fan	11% (102)	23% (218)	18% (166)	14% (134)	10% (93)	12% (114)	12% (109)	93
Breaking Bad Fan	22% (215)	32% (320)	16% (160)	13% (128)	7% (71)	5% (53)	4% (38)	98
Downton Abbey Fan	20% (113)	26% (150)	16% (93)	15% (88)	9% (53)	7% (40)	6% (37)	57
Deadwood Fan	24% (114)	31% (151)	14% (67)	15% (75)	7% (36)	5% (22)	4% (19)	48

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

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

Demographic	Watch	Watch	Watch	Watch	Watch	Watch	Total
	Sporting Events: Every day	Sporting Events: Several times per week	Sporting Events: About once per week	Sporting Events: Several times per month	Sporting Events: About once per month	Sporting Events: Less often than once per month	
Adults	7% (162)	18% (402)	16% (350)	7% (149)	6% (128)	13% (290)	220
Gender: Male	13% (134)	27% (282)	18% (189)	6% (63)	5% (49)	10% (106)	106
Gender: Female	2% (28)	10% (119)	14% (161)	8% (86)	7% (78)	16% (185)	113
Age: 18-29	8% (34)	13% (58)	15% (64)	5% (21)	6% (24)	13% (58)	43
Age: 30-44	10% (55)	20% (114)	18% (105)	5% (27)	8% (47)	11% (64)	57
Age: 45-54	5% (20)	19% (71)	13% (51)	7% (28)	7% (28)	16% (61)	38
Age: 55-64	9% (33)	20% (75)	19% (71)	10% (37)	4% (14)	11% (41)	36
Age: 65+	5% (21)	19% (84)	14% (59)	8% (36)	3% (15)	15% (66)	43
Generation Z: 18-22	7% (11)	14% (24)	10% (17)	3% (6)	3% (5)	16% (27)	16
Millennial: Age 23-38	8% (53)	17% (115)	18% (121)	5% (30)	8% (53)	11% (72)	63
Generation X: Age 39-54	8% (43)	18% (104)	14% (81)	7% (41)	7% (42)	15% (83)	56
Boomers: Age 55-73	7% (48)	21% (147)	17% (118)	9% (66)	3% (24)	13% (94)	71
PID: Dem (no lean)	8% (59)	19% (137)	17% (122)	8% (61)	6% (42)	12% (87)	73
PID: Ind (no lean)	6% (48)	15% (115)	15% (116)	5% (36)	7% (52)	15% (114)	71
PID: Rep (no lean)	8% (55)	22% (150)	16% (111)	8% (53)	5% (34)	13% (90)	69
PID/Gender: Dem Men	14% (45)	31% (97)	18% (56)	7% (22)	4% (12)	5% (17)	31
PID/Gender: Dem Women	3% (14)	9% (40)	16% (66)	9% (39)	7% (29)	17% (70)	41
PID/Gender: Ind Men	11% (42)	22% (81)	17% (62)	4% (15)	5% (18)	12% (46)	31
PID/Gender: Ind Women	2% (6)	9% (34)	13% (53)	5% (20)	9% (34)	17% (68)	40
PID/Gender: Rep Men	13% (47)	28% (104)	19% (70)	7% (25)	5% (19)	11% (43)	32
PID/Gender: Rep Women	3% (8)	14% (46)	13% (41)	9% (28)	5% (15)	15% (47)	31
Ideo: Liberal (1-3)	8% (44)	18% (106)	17% (99)	5% (29)	5% (31)	14% (83)	51
Ideo: Moderate (4)	9% (44)	16% (81)	15% (76)	11% (54)	5% (28)	12% (61)	50
Ideo: Conservative (5-7)	8% (63)	24% (183)	17% (128)	6% (48)	5% (38)	12% (96)	71

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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	7% (162)	18% (402)	16% (350)	7% (149)	6% (128)	13% (290)	33% (720)	220
Educ: < College	6% (95)	16% (244)	15% (231)	7% (102)	6% (86)	13% (203)	37% (552)	15
Educ: Bachelors degree	9% (42)	23% (103)	18% (80)	7% (29)	6% (28)	11% (50)	26% (114)	44
Educ: Post-grad	11% (26)	23% (55)	16% (39)	7% (18)	6% (15)	15% (37)	22% (54)	24
Income: Under 50k	5% (67)	14% (182)	14% (178)	7% (90)	6% (81)	15% (193)	38% (483)	127
Income: 50k-100k	9% (65)	24% (174)	18% (127)	6% (41)	5% (34)	11% (80)	27% (191)	7
Income: 100k+	14% (30)	21% (45)	21% (45)	8% (17)	6% (13)	8% (17)	22% (46)	2
Ethnicity: White	7% (115)	19% (326)	16% (282)	6% (107)	5% (93)	14% (233)	33% (565)	172
Ethnicity: Hispanic	12% (41)	18% (62)	14% (47)	8% (28)	6% (20)	13% (44)	31% (107)	34
Ethnicity: Afr. Am.	11% (30)	15% (42)	18% (49)	9% (24)	6% (18)	10% (27)	31% (85)	27
Ethnicity: Other	8% (17)	16% (33)	9% (19)	9% (18)	8% (17)	15% (30)	34% (69)	20
All Christian	9% (85)	23% (218)	16% (149)	8% (79)	6% (56)	12% (112)	27% (255)	95
All Non-Christian	8% (6)	19% (14)	13% (9)	7% (5)	9% (7)	18% (13)	27% (20)	7
Atheist	6% (7)	18% (19)	17% (18)	7% (8)	3% (4)	7% (8)	40% (42)	10
Agnostic/Nothing in particular	6% (65)	14% (150)	16% (173)	5% (58)	6% (61)	15% (157)	38% (403)	100
Religious Non-Protestant/Catholic	7% (7)	21% (22)	15% (16)	6% (6)	10% (10)	16% (17)	25% (25)	10
Evangelical	7% (43)	18% (110)	14% (83)	7% (43)	7% (44)	15% (90)	33% (202)	6
Non-Evangelical	9% (67)	20% (155)	16% (126)	9% (67)	6% (46)	12% (89)	28% (214)	70
Community: Urban	8% (45)	17% (90)	14% (77)	7% (40)	5% (29)	14% (75)	33% (178)	53
Community: Suburban	8% (85)	20% (205)	17% (174)	7% (76)	5% (55)	12% (125)	30% (306)	102
Community: Rural	5% (32)	17% (106)	15% (99)	5% (33)	7% (44)	14% (90)	37% (236)	64

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	7% (162)	18% (402)	16% (350)	7% (149)	6% (128)	13% (290)	33% (720)	220
Employ: Private Sector	8% (60)	21% (148)	18% (130)	6% (44)	7% (52)	14% (103)	25% (177)	7
Employ: Government	16% (19)	15% (19)	16% (20)	12% (14)	6% (7)	12% (15)	23% (28)	12
Employ: Self-Employed	9% (20)	16% (33)	16% (34)	6% (12)	3% (7)	16% (35)	33% (70)	2
Employ: Homemaker	2% (3)	11% (16)	14% (21)	6% (9)	11% (16)	11% (16)	45% (68)	15
Employ: Retired	5% (26)	22% (111)	13% (66)	9% (45)	3% (15)	14% (72)	33% (162)	49
Employ: Unemployed	6% (14)	15% (38)	14% (34)	4% (10)	5% (13)	10% (23)	46% (112)	24
Employ: Other	8% (14)	15% (28)	19% (34)	5% (10)	8% (15)	8% (15)	37% (67)	18
Military HH: Yes	6% (22)	22% (82)	17% (65)	8% (31)	4% (17)	13% (47)	30% (112)	37
Military HH: No	8% (141)	18% (319)	16% (284)	6% (118)	6% (111)	13% (243)	33% (607)	182
RD/WT: Right Direction	9% (72)	21% (170)	17% (138)	7% (55)	5% (44)	12% (102)	30% (244)	82
RD/WT: Wrong Track	7% (90)	17% (232)	15% (212)	7% (94)	6% (84)	14% (188)	35% (476)	137
Trump Job Approve	8% (72)	21% (190)	17% (151)	7% (60)	6% (53)	13% (116)	28% (250)	8
Trump Job Disapprove	7% (85)	17% (206)	15% (185)	7% (86)	6% (67)	12% (149)	35% (419)	119
Trump Job Strongly Approve	10% (50)	20% (103)	16% (82)	7% (35)	4% (21)	13% (65)	30% (154)	5
Trump Job Somewhat Approve	6% (22)	23% (87)	18% (69)	6% (25)	8% (32)	13% (51)	25% (96)	3
Trump Job Somewhat Disapprove	7% (19)	17% (47)	16% (43)	8% (21)	5% (14)	12% (33)	35% (94)	27
Trump Job Strongly Disapprove	7% (66)	17% (159)	15% (142)	7% (65)	6% (53)	13% (116)	35% (325)	92
Favorable of Trump	8% (72)	21% (188)	16% (143)	6% (57)	6% (52)	14% (121)	28% (249)	88
Unfavorable of Trump	7% (83)	17% (204)	16% (186)	7% (84)	6% (68)	13% (149)	35% (413)	118
Very Favorable of Trump	9% (48)	21% (109)	17% (86)	7% (37)	4% (21)	13% (66)	29% (152)	5
Somewhat Favorable of Trump	7% (24)	22% (80)	16% (57)	6% (20)	9% (31)	15% (55)	27% (97)	36
Somewhat Unfavorable of Trump	6% (11)	17% (36)	17% (35)	6% (13)	5% (11)	13% (27)	36% (75)	20
Very Unfavorable of Trump	7% (72)	17% (168)	15% (151)	7% (71)	6% (57)	12% (122)	35% (338)	92

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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	7% (162)	18% (402)	16% (350)	7% (149)	6% (128)	13% (290)	33% (720)	220
#1 Issue: Economy	8% (46)	21% (118)	18% (101)	7% (40)	6% (34)	12% (66)	26% (144)	54
#1 Issue: Security	6% (24)	21% (89)	16% (69)	7% (31)	6% (25)	13% (53)	31% (133)	42
#1 Issue: Health Care	7% (28)	14% (53)	17% (65)	6% (22)	7% (27)	16% (62)	32% (123)	38
#1 Issue: Medicare / Social Security	7% (21)	20% (64)	15% (48)	8% (26)	5% (15)	13% (41)	32% (101)	3
#1 Issue: Women's Issues	3% (4)	9% (11)	12% (15)	8% (9)	5% (6)	17% (22)	46% (58)	12
#1 Issue: Education	15% (19)	8% (10)	16% (20)	5% (6)	10% (12)	14% (17)	32% (39)	12
#1 Issue: Energy	11% (18)	21% (32)	14% (23)	5% (8)	2% (3)	9% (14)	37% (59)	15
#1 Issue: Other	3% (4)	19% (23)	7% (9)	5% (6)	4% (5)	12% (15)	50% (63)	12
2018 House Vote: Democrat	10% (73)	19% (144)	16% (121)	8% (62)	6% (43)	12% (89)	30% (229)	76
2018 House Vote: Republican	9% (64)	23% (164)	15% (105)	8% (55)	5% (32)	13% (89)	27% (192)	7
2018 House Vote: Someone else	5% (5)	12% (12)	19% (19)	4% (4)	5% (5)	17% (17)	39% (39)	1
2016 Vote: Hillary Clinton	9% (58)	19% (130)	15% (99)	8% (53)	5% (35)	14% (93)	31% (207)	67
2016 Vote: Donald Trump	9% (65)	23% (169)	16% (120)	8% (58)	4% (32)	13% (95)	27% (200)	74
2016 Vote: Other	11% (20)	17% (30)	18% (32)	3% (5)	7% (13)	13% (23)	31% (55)	17
2016 Vote: Didn't Vote	3% (19)	12% (72)	16% (96)	5% (33)	8% (48)	13% (78)	43% (258)	60
Voted in 2014: Yes	9% (129)	22% (301)	15% (214)	8% (111)	5% (67)	13% (178)	28% (390)	139
Voted in 2014: No	4% (34)	12% (101)	17% (136)	5% (38)	7% (60)	14% (112)	41% (330)	8
2012 Vote: Barack Obama	8% (68)	20% (163)	16% (127)	7% (59)	5% (40)	13% (106)	30% (241)	80
2012 Vote: Mitt Romney	9% (52)	24% (142)	15% (91)	8% (50)	4% (23)	13% (77)	26% (154)	58
2012 Vote: Other	10% (10)	16% (15)	13% (12)	7% (7)	9% (8)	12% (12)	34% (32)	9
2012 Vote: Didn't Vote	5% (33)	12% (82)	17% (119)	5% (33)	8% (57)	14% (96)	41% (289)	70
4-Region: Northeast	7% (26)	21% (82)	14% (55)	7% (28)	5% (21)	13% (50)	34% (132)	39
4-Region: Midwest	7% (33)	22% (100)	19% (88)	5% (24)	3% (12)	12% (57)	32% (148)	46
4-Region: South	8% (65)	17% (136)	15% (124)	7% (55)	7% (54)	15% (121)	33% (269)	82
4-Region: West	7% (38)	16% (83)	16% (84)	8% (42)	8% (41)	12% (62)	33% (171)	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	7% (162)	18% (402)	16% (350)	7% (149)	6% (128)	13% (290)	33% (720)	220
Watch TV: Every day	11% (113)	23% (242)	18% (188)	7% (70)	6% (63)	12% (129)	24% (249)	105
Watch TV: Several times per week	5% (25)	23% (119)	18% (97)	6% (33)	6% (32)	14% (72)	28% (149)	52
Watch TV: About once per week	7% (11)	16% (26)	20% (34)	5% (9)	7% (12)	12% (21)	33% (56)	16
Watch TV: Several times per month	3% (4)	5% (7)	9% (11)	22% (27)	5% (6)	18% (23)	38% (47)	12
Watch TV: About once per month	6% (4)	4% (3)	11% (7)	4% (3)	13% (9)	19% (13)	43% (29)	6
Watch TV: Less often than once per month	4% (4)	4% (3)	7% (7)	4% (4)	4% (4)	31% (27)	46% (41)	8
Watch TV: Never	1% (1)	1% (2)	4% (7)	2% (3)	1% (2)	3% (6)	88% (150)	1
Watch Movies: Every day	16% (56)	18% (64)	17% (60)	3% (10)	6% (23)	14% (51)	26% (93)	35
Watch Movies: Several times per week	6% (35)	26% (145)	16% (92)	7% (38)	5% (30)	14% (77)	25% (142)	55
Watch Movies: About once per week	6% (22)	21% (75)	22% (78)	5% (16)	7% (26)	12% (42)	27% (98)	35
Watch Movies: Several times per month	6% (19)	15% (46)	15% (48)	15% (48)	8% (25)	8% (26)	33% (103)	3
Watch Movies: About once per month	9% (19)	17% (37)	15% (32)	10% (22)	5% (11)	17% (37)	27% (58)	2
Watch Movies: Less often than once per month	2% (5)	12% (25)	16% (32)	6% (12)	4% (8)	21% (44)	39% (80)	20
Watch Movies: Never	3% (5)	5% (10)	4% (8)	2% (3)	3% (5)	6% (12)	77% (145)	18
Watch Sporting Events: Every day	100% (162)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	16
Watch Sporting Events: Several times per week	— (0)	100% (402)	— (0)	— (0)	— (0)	— (0)	— (0)	40
Watch Sporting Events: About once per week	— (0)	— (0)	100% (350)	— (0)	— (0)	— (0)	— (0)	35
Watch Sporting Events: Several times per month	— (0)	— (0)	— (0)	100% (149)	— (0)	— (0)	— (0)	14
Watch Sporting Events: About once per month	— (0)	— (0)	— (0)	— (0)	100% (128)	— (0)	— (0)	12
Watch Sporting Events: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (290)	— (0)	29
Watch Sporting Events: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (720)	72
Cable TV: Currently subscribe	8% (84)	23% (226)	17% (166)	7% (70)	5% (47)	14% (135)	26% (258)	98
Cable TV: Subscribed in past	5% (43)	15% (130)	15% (128)	7% (59)	7% (56)	15% (122)	36% (304)	84
Cable TV: Never subscribed	10% (35)	12% (46)	15% (56)	6% (20)	7% (24)	9% (33)	42% (158)	37

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	7% (162)	18% (402)	16% (350)	7% (149)	6% (128)	13% (290)	33% (720)	220
Satellite TV: Currently subscribe	11% (47)	24% (97)	14% (58)	7% (29)	5% (19)	9% (38)	30% (123)	4
Satellite TV: Subscribed in past	6% (38)	19% (129)	18% (120)	7% (48)	6% (40)	14% (92)	30% (204)	67
Satellite TV: Never subscribed	7% (77)	16% (175)	15% (172)	6% (72)	6% (69)	14% (161)	35% (392)	11
Streaming Services: Currently subscribe	8% (102)	19% (257)	17% (226)	7% (87)	6% (73)	14% (191)	30% (394)	13
Streaming Services: Subscribed in past	3% (6)	16% (36)	15% (35)	9% (20)	13% (29)	10% (22)	35% (79)	22
Streaming Services: Never subscribed	8% (54)	17% (108)	14% (89)	6% (42)	4% (26)	12% (77)	38% (247)	64
Film: An avid fan	9% (67)	20% (151)	18% (139)	7% (54)	6% (48)	13% (98)	28% (212)	76
Film: A casual fan	7% (85)	18% (215)	15% (179)	7% (82)	6% (72)	13% (157)	34% (402)	11
Film: Not a fan	5% (11)	15% (35)	13% (32)	5% (13)	3% (8)	15% (36)	44% (106)	2
Television: An avid fan	10% (104)	21% (228)	15% (167)	7% (77)	6% (67)	12% (134)	29% (311)	108
Television: A casual fan	6% (55)	17% (160)	17% (167)	7% (63)	5% (53)	14% (140)	34% (326)	96
Television: Not a fan	2% (3)	9% (13)	11% (16)	6% (9)	5% (7)	11% (17)	56% (83)	14
Music: An avid fan	9% (110)	20% (241)	18% (215)	6% (77)	6% (78)	13% (158)	27% (322)	12
Music: A casual fan	5% (48)	16% (146)	14% (122)	7% (65)	5% (45)	14% (128)	38% (337)	89
Music: Not a fan	4% (4)	13% (14)	12% (13)	6% (7)	4% (4)	4% (5)	56% (60)	10
Fashion: An avid fan	10% (31)	17% (51)	13% (39)	8% (24)	9% (26)	12% (37)	30% (90)	29
Fashion: A casual fan	6% (57)	16% (153)	16% (151)	8% (75)	7% (66)	16% (153)	32% (312)	96
Fashion: Not a fan	8% (74)	21% (198)	17% (160)	5% (51)	4% (37)	11% (100)	34% (317)	93
Breaking Bad Fan	9% (92)	19% (187)	19% (186)	7% (71)	7% (69)	11% (104)	28% (275)	98
Downton Abbey Fan	8% (45)	18% (102)	18% (104)	8% (47)	6% (36)	12% (70)	30% (172)	57
Deadwood Fan	12% (56)	20% (97)	20% (97)	9% (45)	7% (32)	10% (51)	22% (105)	48

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	45%	(986)	38%	(842)	17%	(372)	2200
Gender: Male	48%	(509)	36%	(382)	16%	(171)	1062
Gender: Female	42%	(476)	40%	(460)	18%	(202)	1138
Age: 18-29	40%	(176)	37%	(164)	22%	(98)	438
Age: 30-44	37%	(215)	43%	(250)	19%	(110)	575
Age: 45-54	47%	(178)	40%	(153)	13%	(51)	382
Age: 55-64	49%	(182)	36%	(134)	14%	(53)	369
Age: 65+	54%	(234)	32%	(141)	14%	(61)	436
Generation Z: 18-22	46%	(78)	34%	(57)	20%	(33)	168
Millennial: Age 23-38	37%	(246)	41%	(267)	22%	(146)	658
Generation X: Age 39-54	43%	(246)	43%	(243)	14%	(80)	569
Boomers: Age 55-73	51%	(361)	36%	(255)	13%	(96)	712
PID: Dem (no lean)	46%	(343)	40%	(292)	14%	(103)	738
PID: Ind (no lean)	43%	(334)	39%	(301)	18%	(136)	771
PID: Rep (no lean)	45%	(309)	36%	(249)	19%	(133)	692
PID/Gender: Dem Men	50%	(159)	36%	(115)	14%	(44)	318
PID/Gender: Dem Women	44%	(184)	42%	(177)	14%	(59)	419
PID/Gender: Ind Men	45%	(165)	39%	(144)	16%	(61)	371
PID/Gender: Ind Women	42%	(168)	39%	(156)	19%	(75)	400
PID/Gender: Rep Men	50%	(185)	33%	(122)	18%	(66)	373
PID/Gender: Rep Women	39%	(124)	40%	(127)	21%	(68)	318
Ideo: Liberal (1-3)	43%	(252)	40%	(233)	16%	(95)	581
Ideo: Moderate (4)	51%	(258)	36%	(184)	13%	(64)	507
Ideo: Conservative (5-7)	45%	(349)	38%	(294)	17%	(131)	775
Educ: < College	43%	(653)	40%	(598)	17%	(261)	1512
Educ: Bachelors degree	49%	(220)	34%	(150)	17%	(74)	444
Educ: Post-grad	46%	(113)	39%	(94)	15%	(37)	244

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

Demographic	Cable TV: Currently subscribe		Cable TV: Subscribed in past		Cable TV: Never subscribed		Total N
Adults	45%	(986)	38%	(842)	17%	(372)	2200
Income: Under 50k	41%	(519)	41%	(518)	19%	(237)	1274
Income: 50k-100k	49%	(351)	36%	(256)	15%	(106)	712
Income: 100k+	54%	(115)	32%	(68)	14%	(30)	213
Ethnicity: White	44%	(765)	40%	(681)	16%	(276)	1722
Ethnicity: Hispanic	46%	(160)	38%	(133)	16%	(56)	349
Ethnicity: Afr. Am.	48%	(133)	28%	(78)	23%	(63)	274
Ethnicity: Other	43%	(87)	41%	(83)	16%	(33)	204
All Christian	49%	(466)	36%	(344)	15%	(144)	954
All Non-Christian	60%	(45)	28%	(21)	12%	(9)	75
Atheist	41%	(42)	36%	(37)	24%	(25)	104
Agnostic/Nothing in particular	41%	(433)	41%	(440)	18%	(194)	1068
Religious Non-Protestant/Catholic	55%	(56)	29%	(30)	17%	(17)	103
Evangelical	36%	(221)	42%	(258)	22%	(136)	615
Non-Evangelical	53%	(404)	34%	(262)	13%	(99)	764
Community: Urban	45%	(238)	40%	(211)	16%	(84)	533
Community: Suburban	51%	(528)	35%	(359)	14%	(139)	1026
Community: Rural	34%	(219)	43%	(272)	23%	(149)	640
Employ: Private Sector	42%	(300)	42%	(298)	16%	(116)	714
Employ: Government	34%	(41)	42%	(51)	24%	(29)	122
Employ: Self-Employed	48%	(103)	36%	(76)	16%	(33)	212
Employ: Homemaker	41%	(61)	44%	(66)	15%	(23)	150
Employ: Retired	53%	(261)	34%	(168)	13%	(67)	496
Employ: Unemployed	43%	(105)	36%	(88)	21%	(51)	244
Employ: Other	46%	(85)	35%	(63)	19%	(34)	182
Military HH: Yes	49%	(184)	37%	(139)	14%	(54)	376
Military HH: No	44%	(802)	39%	(703)	17%	(319)	1824
RD/WT: Right Direction	45%	(369)	37%	(308)	18%	(148)	824
RD/WT: Wrong Track	45%	(617)	39%	(534)	16%	(225)	1376
Trump Job Approve	44%	(391)	38%	(338)	18%	(163)	891
Trump Job Disapprove	47%	(560)	38%	(460)	15%	(178)	1197

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

Cable television

Demographic	Cable TV: Currently subscribe		Cable TV: Subscribed in past		Cable TV: Never subscribed		Total N
Adults	45%	(986)	38%	(842)	17%	(372)	2200
Trump Job Strongly Approve	42%	(212)	37%	(190)	21%	(108)	510
Trump Job Somewhat Approve	47%	(178)	39%	(148)	14%	(54)	381
Trump Job Somewhat Disapprove	40%	(108)	45%	(122)	15%	(41)	270
Trump Job Strongly Disapprove	49%	(452)	36%	(338)	15%	(137)	927
Favorable of Trump	44%	(393)	37%	(331)	18%	(161)	884
Unfavorable of Trump	46%	(546)	39%	(459)	15%	(180)	1186
Very Favorable of Trump	43%	(222)	37%	(193)	20%	(103)	519
Somewhat Favorable of Trump	47%	(170)	38%	(138)	16%	(57)	365
Somewhat Unfavorable of Trump	38%	(78)	46%	(95)	17%	(35)	208
Very Unfavorable of Trump	48%	(468)	37%	(364)	15%	(145)	978
#1 Issue: Economy	46%	(252)	38%	(211)	16%	(87)	549
#1 Issue: Security	45%	(189)	35%	(147)	21%	(87)	424
#1 Issue: Health Care	42%	(160)	42%	(160)	16%	(59)	380
#1 Issue: Medicare / Social Security	53%	(168)	35%	(110)	12%	(38)	316
#1 Issue: Women's Issues	48%	(60)	36%	(45)	17%	(21)	125
#1 Issue: Education	38%	(47)	48%	(59)	14%	(17)	123
#1 Issue: Energy	35%	(56)	47%	(73)	18%	(28)	157
#1 Issue: Other	43%	(54)	29%	(37)	27%	(34)	125
2018 House Vote: Democrat	50%	(381)	36%	(270)	14%	(109)	760
2018 House Vote: Republican	45%	(317)	37%	(261)	18%	(123)	701
2018 House Vote: Someone else	47%	(47)	39%	(39)	14%	(14)	101
2016 Vote: Hillary Clinton	52%	(352)	35%	(234)	13%	(91)	676
2016 Vote: Donald Trump	44%	(328)	39%	(291)	16%	(121)	740
2016 Vote: Other	36%	(64)	45%	(79)	20%	(35)	178
2016 Vote: Didn't Vote	40%	(242)	39%	(237)	21%	(125)	604
Voted in 2014: Yes	48%	(665)	37%	(519)	15%	(206)	1390
Voted in 2014: No	40%	(321)	40%	(323)	21%	(166)	810

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	45%	(986)	38%	(842)	17%	(372)	2200
2012 Vote: Barack Obama	48%	(387)	39%	(314)	13%	(103)	803
2012 Vote: Mitt Romney	44%	(258)	38%	(223)	18%	(109)	589
2012 Vote: Other	44%	(42)	42%	(40)	14%	(14)	96
2012 Vote: Didn't Vote	42%	(299)	37%	(263)	21%	(147)	709
4-Region: Northeast	54%	(212)	30%	(120)	16%	(62)	394
4-Region: Midwest	41%	(190)	41%	(189)	18%	(83)	462
4-Region: South	43%	(351)	41%	(334)	17%	(139)	824
4-Region: West	45%	(233)	38%	(199)	17%	(88)	520
Watch TV: Every day	49%	(519)	37%	(386)	14%	(149)	1054
Watch TV: Several times per week	41%	(218)	43%	(226)	16%	(83)	527
Watch TV: About once per week	46%	(77)	33%	(55)	22%	(36)	168
Watch TV: Several times per month	36%	(44)	44%	(55)	20%	(25)	124
Watch TV: About once per month	37%	(25)	55%	(37)	8%	(5)	67
Watch TV: Less often than once per month	48%	(43)	34%	(30)	18%	(16)	89
Watch TV: Never	35%	(60)	31%	(53)	34%	(58)	171
Watch Movies: Every day	45%	(162)	36%	(129)	19%	(67)	358
Watch Movies: Several times per week	45%	(252)	42%	(236)	13%	(71)	558
Watch Movies: About once per week	45%	(159)	39%	(138)	17%	(60)	357
Watch Movies: Several times per month	44%	(137)	43%	(135)	14%	(43)	315
Watch Movies: About once per month	48%	(104)	35%	(75)	17%	(38)	216
Watch Movies: Less often than once per month	45%	(93)	38%	(79)	17%	(35)	206
Watch Movies: Never	42%	(80)	26%	(50)	32%	(60)	189
Watch Sporting Events: Every day	52%	(84)	27%	(43)	22%	(35)	162
Watch Sporting Events: Several times per week	56%	(226)	32%	(130)	11%	(46)	402
Watch Sporting Events: About once per week	47%	(166)	37%	(128)	16%	(56)	350
Watch Sporting Events: Several times per month	47%	(70)	39%	(59)	14%	(20)	149
Watch Sporting Events: About once per month	37%	(47)	44%	(56)	19%	(24)	128
Watch Sporting Events: Less often than once per month	47%	(135)	42%	(122)	11%	(33)	290
Watch Sporting Events: Never	36%	(258)	42%	(304)	22%	(158)	720

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	45%	(986)	38%	(842)	17%	(372)	2200
Cable TV: Currently subscribe	100%	(986)	—	(0)	—	(0)	986
Cable TV: Subscribed in past	—	(0)	100%	(842)	—	(0)	842
Cable TV: Never subscribed	—	(0)	—	(0)	100%	(372)	372
Satellite TV: Currently subscribe	27%	(112)	48%	(196)	25%	(104)	412
Satellite TV: Subscribed in past	38%	(253)	54%	(359)	9%	(58)	670
Satellite TV: Never subscribed	56%	(621)	26%	(287)	19%	(210)	1118
Streaming Services: Currently subscribe	46%	(609)	42%	(564)	12%	(159)	1331
Streaming Services: Subscribed in past	38%	(86)	47%	(107)	15%	(34)	227
Streaming Services: Never subscribed	45%	(291)	27%	(171)	28%	(180)	642
Film: An avid fan	48%	(369)	37%	(284)	15%	(115)	768
Film: A casual fan	43%	(512)	40%	(473)	17%	(205)	1191
Film: Not a fan	43%	(104)	35%	(85)	21%	(52)	241
Television: An avid fan	51%	(560)	35%	(376)	14%	(152)	1088
Television: A casual fan	40%	(384)	42%	(404)	18%	(175)	964
Television: Not a fan	28%	(42)	42%	(62)	30%	(45)	148
Music: An avid fan	45%	(538)	38%	(456)	17%	(208)	1201
Music: A casual fan	44%	(397)	40%	(355)	16%	(140)	892
Music: Not a fan	48%	(51)	29%	(31)	23%	(24)	107
Fashion: An avid fan	55%	(162)	28%	(84)	17%	(51)	297
Fashion: A casual fan	42%	(407)	41%	(393)	17%	(167)	967
Fashion: Not a fan	45%	(417)	39%	(365)	17%	(155)	936
Breaking Bad Fan	44%	(429)	41%	(404)	15%	(152)	985
Downton Abbey Fan	47%	(269)	36%	(207)	17%	(99)	575
Deadwood Fan	49%	(239)	34%	(165)	17%	(80)	484

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	19%	(412)	30%	(670)	51%	(1118)	2200
Gender: Male	19%	(200)	32%	(335)	50%	(527)	1062
Gender: Female	19%	(212)	29%	(335)	52%	(591)	1138
Age: 18-29	17%	(73)	33%	(143)	51%	(222)	438
Age: 30-44	16%	(94)	36%	(206)	48%	(275)	575
Age: 45-54	20%	(76)	32%	(122)	48%	(185)	382
Age: 55-64	16%	(61)	28%	(105)	55%	(203)	369
Age: 65+	25%	(109)	22%	(94)	53%	(233)	436
Generation Z: 18-22	18%	(31)	30%	(50)	52%	(87)	168
Millennial: Age 23-38	16%	(107)	35%	(228)	49%	(323)	658
Generation X: Age 39-54	18%	(105)	34%	(193)	48%	(271)	569
Boomers: Age 55-73	21%	(147)	25%	(179)	54%	(386)	712
PID: Dem (no lean)	16%	(116)	31%	(232)	53%	(390)	738
PID: Ind (no lean)	16%	(127)	31%	(238)	53%	(405)	771
PID: Rep (no lean)	24%	(169)	29%	(199)	47%	(323)	692
PID/Gender: Dem Men	19%	(59)	31%	(97)	51%	(162)	318
PID/Gender: Dem Women	14%	(57)	32%	(135)	54%	(228)	419
PID/Gender: Ind Men	16%	(59)	34%	(127)	50%	(185)	371
PID/Gender: Ind Women	17%	(69)	28%	(111)	55%	(221)	400
PID/Gender: Rep Men	22%	(83)	29%	(110)	48%	(181)	373
PID/Gender: Rep Women	27%	(87)	28%	(89)	45%	(142)	318
Ideo: Liberal (1-3)	16%	(91)	29%	(168)	55%	(321)	581
Ideo: Moderate (4)	17%	(88)	33%	(166)	50%	(252)	507
Ideo: Conservative (5-7)	22%	(168)	29%	(223)	50%	(384)	775
Educ: < College	18%	(274)	33%	(495)	49%	(743)	1512
Educ: Bachelors degree	21%	(92)	25%	(113)	54%	(239)	444
Educ: Post-grad	19%	(46)	25%	(62)	56%	(136)	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	19%	(412)	30%	(670)	51%	(1118)	2200
Income: Under 50k	16%	(204)	33%	(415)	51%	(654)	1274
Income: 50k-100k	21%	(152)	27%	(190)	52%	(370)	712
Income: 100k+	26%	(56)	30%	(64)	44%	(93)	213
Ethnicity: White	20%	(341)	30%	(515)	50%	(865)	1722
Ethnicity: Hispanic	18%	(62)	35%	(123)	47%	(164)	349
Ethnicity: Afr. Am.	16%	(43)	28%	(77)	56%	(154)	274
Ethnicity: Other	14%	(28)	38%	(78)	48%	(98)	204
All Christian	22%	(211)	28%	(271)	49%	(471)	954
All Non-Christian	14%	(10)	25%	(19)	61%	(46)	75
Atheist	13%	(13)	31%	(32)	56%	(59)	104
Agnostic/Nothing in particular	17%	(178)	33%	(348)	51%	(542)	1068
Religious Non-Protestant/Catholic	15%	(15)	32%	(33)	53%	(55)	103
Evangelical	20%	(122)	33%	(205)	47%	(288)	615
Non-Evangelical	22%	(165)	28%	(216)	50%	(383)	764
Community: Urban	14%	(74)	32%	(172)	54%	(287)	533
Community: Suburban	16%	(160)	30%	(309)	54%	(557)	1026
Community: Rural	28%	(178)	29%	(189)	43%	(273)	640
Employ: Private Sector	19%	(137)	31%	(223)	50%	(354)	714
Employ: Government	14%	(17)	29%	(35)	57%	(70)	122
Employ: Self-Employed	19%	(41)	34%	(72)	47%	(99)	212
Employ: Homemaker	17%	(26)	37%	(56)	46%	(68)	150
Employ: Retired	25%	(122)	25%	(122)	51%	(251)	496
Employ: Unemployed	14%	(33)	29%	(70)	58%	(140)	244
Employ: Other	14%	(26)	33%	(60)	53%	(97)	182
Military HH: Yes	25%	(94)	33%	(123)	42%	(158)	376
Military HH: No	17%	(318)	30%	(546)	53%	(959)	1824
RD/WT: Right Direction	23%	(193)	28%	(227)	49%	(404)	824
RD/WT: Wrong Track	16%	(219)	32%	(443)	52%	(714)	1376
Trump Job Approve	23%	(209)	28%	(254)	48%	(428)	891
Trump Job Disapprove	16%	(188)	31%	(377)	53%	(633)	1197

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	19%	(412)	30%	(670)	51%	(1118)	2200
Trump Job Strongly Approve	27%	(137)	27%	(139)	46%	(234)	510
Trump Job Somewhat Approve	19%	(72)	30%	(115)	51%	(194)	381
Trump Job Somewhat Disapprove	22%	(59)	34%	(92)	44%	(119)	270
Trump Job Strongly Disapprove	14%	(128)	31%	(285)	55%	(514)	927
Favorable of Trump	23%	(204)	29%	(259)	48%	(421)	884
Unfavorable of Trump	15%	(183)	32%	(374)	53%	(628)	1186
Very Favorable of Trump	25%	(129)	28%	(145)	47%	(246)	519
Somewhat Favorable of Trump	21%	(75)	31%	(115)	48%	(176)	365
Somewhat Unfavorable of Trump	23%	(48)	31%	(64)	46%	(96)	208
Very Unfavorable of Trump	14%	(136)	32%	(310)	54%	(532)	978
#1 Issue: Economy	19%	(102)	31%	(172)	50%	(275)	549
#1 Issue: Security	25%	(104)	30%	(127)	45%	(192)	424
#1 Issue: Health Care	15%	(56)	36%	(137)	49%	(187)	380
#1 Issue: Medicare / Social Security	20%	(63)	25%	(79)	55%	(174)	316
#1 Issue: Women's Issues	17%	(21)	28%	(36)	54%	(68)	125
#1 Issue: Education	11%	(14)	35%	(43)	53%	(66)	123
#1 Issue: Energy	18%	(28)	33%	(52)	49%	(77)	157
#1 Issue: Other	18%	(23)	19%	(23)	63%	(79)	125
2018 House Vote: Democrat	17%	(131)	31%	(235)	52%	(393)	760
2018 House Vote: Republican	23%	(163)	29%	(206)	47%	(332)	701
2018 House Vote: Someone else	21%	(22)	24%	(25)	54%	(55)	101
2016 Vote: Hillary Clinton	16%	(107)	30%	(202)	54%	(367)	676
2016 Vote: Donald Trump	25%	(187)	31%	(230)	44%	(323)	740
2016 Vote: Other	20%	(35)	26%	(47)	54%	(96)	178
2016 Vote: Didn't Vote	14%	(83)	31%	(190)	55%	(331)	604
Voted in 2014: Yes	21%	(286)	30%	(413)	50%	(692)	1390
Voted in 2014: No	16%	(127)	32%	(257)	53%	(426)	810

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	19%	(412)	30%	(670)	51%	(1118)	2200
2012 Vote: Barack Obama	16%	(132)	30%	(241)	54%	(430)	803
2012 Vote: Mitt Romney	23%	(138)	29%	(171)	48%	(280)	589
2012 Vote: Other	14%	(13)	39%	(37)	48%	(46)	96
2012 Vote: Didn't Vote	18%	(129)	31%	(219)	51%	(361)	709
4-Region: Northeast	13%	(52)	25%	(99)	62%	(242)	394
4-Region: Midwest	19%	(86)	30%	(140)	51%	(237)	462
4-Region: South	22%	(181)	32%	(263)	46%	(381)	824
4-Region: West	18%	(94)	32%	(168)	50%	(258)	520
Watch TV: Every day	20%	(208)	31%	(326)	49%	(521)	1054
Watch TV: Several times per week	17%	(87)	32%	(168)	52%	(272)	527
Watch TV: About once per week	23%	(38)	24%	(41)	53%	(89)	168
Watch TV: Several times per month	16%	(20)	33%	(41)	51%	(63)	124
Watch TV: About once per month	18%	(12)	39%	(26)	43%	(29)	67
Watch TV: Less often than once per month	15%	(14)	24%	(21)	61%	(54)	89
Watch TV: Never	20%	(34)	27%	(46)	53%	(91)	171
Watch Movies: Every day	20%	(72)	32%	(116)	48%	(170)	358
Watch Movies: Several times per week	17%	(94)	34%	(191)	49%	(274)	558
Watch Movies: About once per week	20%	(73)	31%	(111)	49%	(174)	357
Watch Movies: Several times per month	17%	(52)	32%	(100)	52%	(163)	315
Watch Movies: About once per month	21%	(46)	24%	(52)	55%	(118)	216
Watch Movies: Less often than once per month	19%	(38)	26%	(55)	55%	(113)	206
Watch Movies: Never	20%	(37)	24%	(46)	56%	(106)	189
Watch Sporting Events: Every day	29%	(47)	23%	(38)	48%	(77)	162
Watch Sporting Events: Several times per week	24%	(97)	32%	(129)	44%	(175)	402
Watch Sporting Events: About once per week	17%	(58)	34%	(120)	49%	(172)	350
Watch Sporting Events: Several times per month	19%	(29)	32%	(48)	48%	(72)	149
Watch Sporting Events: About once per month	15%	(19)	31%	(40)	54%	(69)	128
Watch Sporting Events: Less often than once per month	13%	(38)	32%	(92)	56%	(161)	290
Watch Sporting Events: Never	17%	(123)	28%	(204)	54%	(392)	720

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	19%	(412)	30%	(670)	51%	(1118)	2200
Cable TV: Currently subscribe	11%	(112)	26%	(253)	63%	(621)	986
Cable TV: Subscribed in past	23%	(196)	43%	(359)	34%	(287)	842
Cable TV: Never subscribed	28%	(104)	16%	(58)	56%	(210)	372
Satellite TV: Currently subscribe	100%	(412)	—	(0)	—	(0)	412
Satellite TV: Subscribed in past	—	(0)	100%	(670)	—	(0)	670
Satellite TV: Never subscribed	—	(0)	—	(0)	100%	(1118)	1118
Streaming Services: Currently subscribe	17%	(228)	34%	(452)	49%	(651)	1331
Streaming Services: Subscribed in past	16%	(37)	43%	(98)	40%	(91)	227
Streaming Services: Never subscribed	23%	(147)	19%	(119)	58%	(376)	642
Film: An avid fan	17%	(132)	33%	(257)	49%	(379)	768
Film: A casual fan	20%	(234)	30%	(356)	50%	(601)	1191
Film: Not a fan	19%	(46)	23%	(56)	57%	(138)	241
Television: An avid fan	21%	(226)	31%	(342)	48%	(521)	1088
Television: A casual fan	17%	(165)	30%	(290)	53%	(509)	964
Television: Not a fan	14%	(21)	26%	(38)	60%	(89)	148
Music: An avid fan	19%	(227)	31%	(369)	50%	(605)	1201
Music: A casual fan	18%	(161)	31%	(274)	51%	(457)	892
Music: Not a fan	23%	(24)	25%	(27)	52%	(56)	107
Fashion: An avid fan	21%	(62)	27%	(81)	52%	(155)	297
Fashion: A casual fan	19%	(183)	32%	(306)	49%	(477)	967
Fashion: Not a fan	18%	(167)	30%	(283)	52%	(486)	936
Breaking Bad Fan	19%	(189)	34%	(340)	46%	(457)	985
Downton Abbey Fan	19%	(109)	30%	(172)	51%	(294)	575
Deadwood Fan	22%	(106)	33%	(162)	45%	(217)	484

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%	(1331)	10%	(227)	29%	(642)	2200
Gender: Male	62%	(656)	10%	(103)	28%	(302)	1062
Gender: Female	59%	(675)	11%	(123)	30%	(340)	1138
Age: 18-29	76%	(333)	10%	(44)	14%	(61)	438
Age: 30-44	73%	(418)	9%	(54)	18%	(103)	575
Age: 45-54	61%	(233)	13%	(51)	26%	(98)	382
Age: 55-64	48%	(176)	11%	(40)	42%	(153)	369
Age: 65+	39%	(171)	9%	(39)	52%	(226)	436
Generation Z: 18-22	77%	(130)	9%	(15)	14%	(24)	168
Millennial: Age 23-38	73%	(478)	10%	(68)	17%	(111)	658
Generation X: Age 39-54	66%	(376)	11%	(65)	22%	(127)	569
Boomers: Age 55-73	45%	(321)	10%	(73)	45%	(318)	712
PID: Dem (no lean)	63%	(467)	10%	(75)	27%	(196)	738
PID: Ind (no lean)	62%	(475)	11%	(87)	27%	(209)	771
PID: Rep (no lean)	56%	(389)	9%	(65)	34%	(238)	692
PID/Gender: Dem Men	65%	(207)	10%	(31)	25%	(80)	318
PID/Gender: Dem Women	62%	(261)	10%	(43)	28%	(116)	419
PID/Gender: Ind Men	62%	(230)	11%	(42)	26%	(98)	371
PID/Gender: Ind Women	61%	(245)	11%	(45)	28%	(111)	400
PID/Gender: Rep Men	59%	(220)	8%	(29)	33%	(124)	373
PID/Gender: Rep Women	53%	(170)	11%	(35)	36%	(113)	318
Ideo: Liberal (1-3)	70%	(405)	8%	(46)	22%	(130)	581
Ideo: Moderate (4)	60%	(302)	10%	(52)	30%	(152)	507
Ideo: Conservative (5-7)	58%	(449)	10%	(75)	32%	(252)	775
Educ: < College	58%	(881)	11%	(170)	30%	(460)	1512
Educ: Bachelors degree	68%	(301)	8%	(37)	24%	(105)	444
Educ: Post-grad	61%	(149)	8%	(19)	31%	(76)	244

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

Demographic	Streaming Services: Currently subscribe		Streaming Services: Subscribed in past		Streaming Services: Never subscribed		Total N
Adults	61%	(1331)	10%	(227)	29%	(642)	2200
Income: Under 50k	55%	(707)	12%	(149)	33%	(418)	1274
Income: 50k-100k	68%	(482)	8%	(59)	24%	(171)	712
Income: 100k+	67%	(143)	9%	(19)	24%	(52)	213
Ethnicity: White	60%	(1037)	10%	(174)	30%	(512)	1722
Ethnicity: Hispanic	69%	(240)	9%	(30)	23%	(80)	349
Ethnicity: Afr. Am.	57%	(158)	12%	(34)	30%	(83)	274
Ethnicity: Other	67%	(137)	10%	(19)	23%	(47)	204
All Christian	57%	(544)	11%	(101)	32%	(309)	954
All Non-Christian	59%	(44)	8%	(6)	34%	(25)	75
Atheist	82%	(86)	3%	(3)	15%	(15)	104
Agnostic/Nothing in particular	62%	(658)	11%	(116)	27%	(293)	1068
Religious Non-Protestant/Catholic	60%	(62)	11%	(12)	28%	(29)	103
Evangelical	57%	(354)	9%	(57)	33%	(204)	615
Non-Evangelical	57%	(437)	11%	(82)	32%	(245)	764
Community: Urban	62%	(331)	12%	(67)	25%	(136)	533
Community: Suburban	63%	(644)	9%	(96)	28%	(287)	1026
Community: Rural	56%	(356)	10%	(64)	34%	(220)	640
Employ: Private Sector	71%	(508)	8%	(55)	21%	(151)	714
Employ: Government	70%	(85)	7%	(8)	24%	(29)	122
Employ: Self-Employed	65%	(138)	9%	(20)	26%	(55)	212
Employ: Homemaker	60%	(90)	18%	(27)	22%	(33)	150
Employ: Retired	42%	(209)	10%	(48)	48%	(239)	496
Employ: Unemployed	54%	(132)	14%	(35)	31%	(76)	244
Employ: Other	58%	(106)	16%	(29)	26%	(47)	182
Military HH: Yes	58%	(217)	10%	(37)	32%	(122)	376
Military HH: No	61%	(1114)	10%	(189)	29%	(520)	1824
RD/WT: Right Direction	58%	(476)	11%	(88)	31%	(259)	824
RD/WT: Wrong Track	62%	(855)	10%	(138)	28%	(383)	1376
Trump Job Approve	58%	(514)	10%	(91)	32%	(286)	891
Trump Job Disapprove	63%	(753)	10%	(119)	27%	(325)	1197

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%	(1331)	10%	(227)	29%	(642)	2200
Trump Job Strongly Approve	53%	(268)	10%	(53)	37%	(189)	510
Trump Job Somewhat Approve	65%	(246)	10%	(37)	26%	(97)	381
Trump Job Somewhat Disapprove	66%	(179)	11%	(31)	23%	(61)	270
Trump Job Strongly Disapprove	62%	(575)	10%	(89)	28%	(264)	927
Favorable of Trump	58%	(513)	10%	(91)	32%	(280)	884
Unfavorable of Trump	63%	(746)	10%	(116)	27%	(324)	1186
Very Favorable of Trump	54%	(278)	11%	(57)	35%	(184)	519
Somewhat Favorable of Trump	64%	(235)	9%	(34)	26%	(97)	365
Somewhat Unfavorable of Trump	64%	(134)	11%	(24)	24%	(51)	208
Very Unfavorable of Trump	63%	(612)	9%	(92)	28%	(273)	978
#1 Issue: Economy	67%	(367)	10%	(56)	23%	(126)	549
#1 Issue: Security	54%	(228)	10%	(44)	36%	(152)	424
#1 Issue: Health Care	62%	(235)	12%	(45)	26%	(100)	380
#1 Issue: Medicare / Social Security	42%	(134)	12%	(39)	45%	(144)	316
#1 Issue: Women's Issues	69%	(87)	8%	(10)	23%	(28)	125
#1 Issue: Education	73%	(90)	10%	(12)	17%	(21)	123
#1 Issue: Energy	75%	(117)	7%	(11)	19%	(29)	157
#1 Issue: Other	59%	(74)	8%	(10)	33%	(42)	125
2018 House Vote: Democrat	63%	(476)	9%	(69)	28%	(215)	760
2018 House Vote: Republican	57%	(399)	8%	(56)	35%	(246)	701
2018 House Vote: Someone else	66%	(66)	12%	(13)	22%	(22)	101
2016 Vote: Hillary Clinton	63%	(424)	9%	(61)	28%	(191)	676
2016 Vote: Donald Trump	56%	(413)	9%	(67)	35%	(261)	740
2016 Vote: Other	68%	(122)	9%	(17)	22%	(40)	178
2016 Vote: Didn't Vote	62%	(372)	14%	(82)	25%	(150)	604
Voted in 2014: Yes	58%	(810)	9%	(123)	33%	(456)	1390
Voted in 2014: No	64%	(521)	13%	(103)	23%	(186)	810

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%	(1331)	10%	(227)	29%	(642)	2200
2012 Vote: Barack Obama	61%	(493)	10%	(83)	28%	(227)	803
2012 Vote: Mitt Romney	54%	(315)	8%	(49)	38%	(225)	589
2012 Vote: Other	67%	(64)	12%	(11)	21%	(20)	96
2012 Vote: Didn't Vote	65%	(458)	12%	(82)	24%	(168)	709
4-Region: Northeast	66%	(260)	10%	(39)	24%	(95)	394
4-Region: Midwest	60%	(278)	11%	(49)	29%	(135)	462
4-Region: South	56%	(464)	10%	(83)	34%	(278)	824
4-Region: West	63%	(330)	11%	(56)	26%	(134)	520
Watch TV: Every day	65%	(682)	8%	(83)	27%	(289)	1054
Watch TV: Several times per week	71%	(376)	9%	(50)	19%	(101)	527
Watch TV: About once per week	62%	(103)	13%	(22)	25%	(42)	168
Watch TV: Several times per month	55%	(68)	18%	(22)	27%	(34)	124
Watch TV: About once per month	48%	(32)	18%	(12)	33%	(22)	67
Watch TV: Less often than once per month	38%	(34)	16%	(14)	46%	(41)	89
Watch TV: Never	21%	(36)	13%	(23)	66%	(112)	171
Watch Movies: Every day	70%	(249)	9%	(33)	21%	(75)	358
Watch Movies: Several times per week	75%	(421)	7%	(40)	17%	(97)	558
Watch Movies: About once per week	68%	(243)	11%	(39)	21%	(75)	357
Watch Movies: Several times per month	61%	(193)	13%	(42)	25%	(80)	315
Watch Movies: About once per month	58%	(125)	11%	(24)	31%	(68)	216
Watch Movies: Less often than once per month	38%	(78)	15%	(30)	47%	(97)	206
Watch Movies: Never	11%	(21)	10%	(18)	79%	(150)	189
Watch Sporting Events: Every day	63%	(102)	4%	(6)	33%	(54)	162
Watch Sporting Events: Several times per week	64%	(257)	9%	(36)	27%	(108)	402
Watch Sporting Events: About once per week	65%	(226)	10%	(35)	25%	(89)	350
Watch Sporting Events: Several times per month	59%	(87)	13%	(20)	28%	(42)	149
Watch Sporting Events: About once per month	57%	(73)	22%	(29)	20%	(26)	128
Watch Sporting Events: Less often than once per month	66%	(191)	8%	(22)	27%	(77)	290
Watch Sporting Events: Never	55%	(394)	11%	(79)	34%	(247)	720

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%	(1331)	10%	(227)	29%	(642)	2200
Cable TV: Currently subscribe	62%	(609)	9%	(86)	30%	(291)	986
Cable TV: Subscribed in past	67%	(564)	13%	(107)	20%	(171)	842
Cable TV: Never subscribed	43%	(159)	9%	(34)	48%	(180)	372
Satellite TV: Currently subscribe	55%	(228)	9%	(37)	36%	(147)	412
Satellite TV: Subscribed in past	68%	(452)	15%	(98)	18%	(119)	670
Satellite TV: Never subscribed	58%	(651)	8%	(91)	34%	(376)	1118
Streaming Services: Currently subscribe	100%	(1331)	—	(0)	—	(0)	1331
Streaming Services: Subscribed in past	—	(0)	100%	(227)	—	(0)	227
Streaming Services: Never subscribed	—	(0)	—	(0)	100%	(642)	642
Film: An avid fan	71%	(543)	10%	(80)	19%	(145)	768
Film: A casual fan	60%	(709)	10%	(119)	30%	(363)	1191
Film: Not a fan	33%	(80)	11%	(27)	56%	(134)	241
Television: An avid fan	64%	(697)	9%	(102)	26%	(288)	1088
Television: A casual fan	60%	(576)	11%	(106)	29%	(282)	964
Television: Not a fan	39%	(58)	12%	(18)	48%	(72)	148
Music: An avid fan	67%	(801)	10%	(116)	24%	(284)	1201
Music: A casual fan	55%	(494)	11%	(96)	34%	(302)	892
Music: Not a fan	34%	(36)	14%	(15)	52%	(56)	107
Fashion: An avid fan	69%	(205)	10%	(29)	21%	(63)	297
Fashion: A casual fan	64%	(614)	10%	(101)	26%	(252)	967
Fashion: Not a fan	55%	(512)	10%	(97)	35%	(327)	936
Breaking Bad Fan	73%	(720)	9%	(84)	18%	(181)	985
Downton Abbey Fan	65%	(373)	9%	(51)	26%	(151)	575
Deadwood Fan	72%	(347)	10%	(48)	18%	(89)	484

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	35%	(768)	54%	(1191)	11%	(241)	2200
Gender: Male	37%	(393)	53%	(559)	10%	(110)	1062
Gender: Female	33%	(375)	56%	(632)	12%	(131)	1138
Age: 18-29	37%	(160)	54%	(235)	10%	(43)	438
Age: 30-44	45%	(259)	48%	(278)	7%	(38)	575
Age: 45-54	35%	(134)	56%	(215)	9%	(33)	382
Age: 55-64	31%	(114)	55%	(202)	15%	(54)	369
Age: 65+	23%	(102)	60%	(261)	17%	(74)	436
Generation Z: 18-22	30%	(51)	58%	(98)	11%	(19)	168
Millennial: Age 23-38	42%	(279)	51%	(333)	7%	(46)	658
Generation X: Age 39-54	39%	(223)	52%	(298)	8%	(48)	569
Boomers: Age 55-73	29%	(208)	56%	(397)	15%	(107)	712
PID: Dem (no lean)	40%	(295)	54%	(398)	6%	(45)	738
PID: Ind (no lean)	34%	(260)	54%	(417)	12%	(94)	771
PID: Rep (no lean)	31%	(213)	54%	(376)	15%	(103)	692
PID/Gender: Dem Men	46%	(145)	49%	(156)	5%	(17)	318
PID/Gender: Dem Women	36%	(150)	58%	(243)	6%	(27)	419
PID/Gender: Ind Men	37%	(136)	52%	(194)	11%	(41)	371
PID/Gender: Ind Women	31%	(125)	56%	(223)	13%	(53)	400
PID/Gender: Rep Men	30%	(112)	56%	(209)	14%	(52)	373
PID/Gender: Rep Women	32%	(101)	52%	(166)	16%	(51)	318
Ideo: Liberal (1-3)	43%	(250)	52%	(301)	5%	(29)	581
Ideo: Moderate (4)	40%	(204)	51%	(258)	9%	(45)	507
Ideo: Conservative (5-7)	26%	(204)	59%	(454)	15%	(117)	775
Educ: < College	36%	(537)	52%	(792)	12%	(183)	1512
Educ: Bachelors degree	34%	(153)	57%	(254)	8%	(37)	444
Educ: Post-grad	32%	(78)	59%	(145)	9%	(21)	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	35%	(768)	54%	(1191)	11%	(241)	2200
Income: Under 50k	35%	(448)	52%	(662)	13%	(164)	1274
Income: 50k-100k	36%	(256)	56%	(399)	8%	(58)	712
Income: 100k+	30%	(64)	61%	(130)	9%	(19)	213
Ethnicity: White	33%	(560)	56%	(965)	11%	(197)	1722
Ethnicity: Hispanic	42%	(146)	51%	(179)	7%	(25)	349
Ethnicity: Afr. Am.	45%	(122)	45%	(124)	10%	(28)	274
Ethnicity: Other	42%	(86)	50%	(102)	8%	(16)	204
All Christian	32%	(305)	57%	(544)	11%	(105)	954
All Non-Christian	46%	(35)	43%	(32)	11%	(8)	75
Atheist	40%	(42)	50%	(52)	10%	(10)	104
Agnostic/Nothing in particular	36%	(387)	53%	(563)	11%	(118)	1068
Religious Non-Protestant/Catholic	46%	(47)	44%	(45)	10%	(11)	103
Evangelical	29%	(176)	57%	(349)	15%	(90)	615
Non-Evangelical	35%	(268)	55%	(423)	9%	(72)	764
Community: Urban	39%	(209)	51%	(274)	9%	(50)	533
Community: Suburban	36%	(373)	54%	(551)	10%	(103)	1026
Community: Rural	29%	(186)	57%	(366)	14%	(88)	640
Employ: Private Sector	40%	(289)	52%	(370)	8%	(55)	714
Employ: Government	23%	(29)	67%	(82)	10%	(12)	122
Employ: Self-Employed	39%	(82)	51%	(109)	10%	(21)	212
Employ: Homemaker	32%	(47)	55%	(83)	13%	(19)	150
Employ: Retired	27%	(136)	56%	(278)	17%	(83)	496
Employ: Unemployed	35%	(86)	53%	(128)	12%	(30)	244
Employ: Other	42%	(77)	49%	(88)	9%	(17)	182
Military HH: Yes	30%	(111)	58%	(219)	12%	(47)	376
Military HH: No	36%	(657)	53%	(972)	11%	(194)	1824
RD/WT: Right Direction	31%	(254)	56%	(463)	13%	(107)	824
RD/WT: Wrong Track	37%	(514)	53%	(728)	10%	(134)	1376
Trump Job Approve	31%	(274)	55%	(488)	14%	(128)	891
Trump Job Disapprove	38%	(452)	54%	(648)	8%	(97)	1197

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	35%	(768)	54%	(1191)	11%	(241)	2200
Trump Job Strongly Approve	28%	(141)	54%	(277)	18%	(92)	510
Trump Job Somewhat Approve	35%	(133)	56%	(212)	9%	(36)	381
Trump Job Somewhat Disapprove	34%	(93)	57%	(154)	9%	(24)	270
Trump Job Strongly Disapprove	39%	(359)	53%	(495)	8%	(73)	927
Favorable of Trump	30%	(269)	55%	(484)	15%	(131)	884
Unfavorable of Trump	38%	(453)	54%	(641)	8%	(92)	1186
Very Favorable of Trump	28%	(145)	54%	(282)	18%	(92)	519
Somewhat Favorable of Trump	34%	(124)	55%	(203)	11%	(39)	365
Somewhat Unfavorable of Trump	35%	(72)	58%	(121)	7%	(15)	208
Very Unfavorable of Trump	39%	(381)	53%	(520)	8%	(76)	978
#1 Issue: Economy	37%	(204)	55%	(301)	8%	(44)	549
#1 Issue: Security	31%	(131)	55%	(234)	14%	(58)	424
#1 Issue: Health Care	37%	(140)	54%	(203)	9%	(36)	380
#1 Issue: Medicare / Social Security	31%	(100)	51%	(160)	18%	(57)	316
#1 Issue: Women's Issues	39%	(49)	54%	(67)	8%	(10)	125
#1 Issue: Education	40%	(50)	56%	(69)	4%	(5)	123
#1 Issue: Energy	33%	(52)	60%	(95)	7%	(11)	157
#1 Issue: Other	34%	(43)	49%	(61)	17%	(21)	125
2018 House Vote: Democrat	40%	(304)	53%	(402)	7%	(53)	760
2018 House Vote: Republican	30%	(208)	56%	(394)	14%	(99)	701
2018 House Vote: Someone else	35%	(35)	54%	(54)	11%	(11)	101
2016 Vote: Hillary Clinton	41%	(278)	53%	(357)	6%	(41)	676
2016 Vote: Donald Trump	29%	(216)	56%	(412)	15%	(113)	740
2016 Vote: Other	39%	(70)	53%	(93)	8%	(15)	178
2016 Vote: Didn't Vote	34%	(205)	54%	(327)	12%	(72)	604
Voted in 2014: Yes	35%	(480)	55%	(764)	10%	(145)	1390
Voted in 2014: No	36%	(288)	53%	(427)	12%	(95)	810
2012 Vote: Barack Obama	41%	(331)	52%	(420)	7%	(53)	803
2012 Vote: Mitt Romney	27%	(156)	57%	(336)	16%	(97)	589
2012 Vote: Other	30%	(29)	61%	(58)	10%	(9)	96
2012 Vote: Didn't Vote	36%	(253)	53%	(376)	11%	(80)	709

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	35%	(768)	54%	(1191)	11%	(241)	2200
4-Region: Northeast	38%	(148)	53%	(208)	9%	(37)	394
4-Region: Midwest	34%	(158)	53%	(246)	13%	(58)	462
4-Region: South	35%	(285)	53%	(438)	12%	(102)	824
4-Region: West	34%	(177)	58%	(299)	8%	(44)	520
Watch TV: Every day	42%	(440)	51%	(538)	7%	(76)	1054
Watch TV: Several times per week	37%	(197)	55%	(292)	7%	(38)	527
Watch TV: About once per week	30%	(51)	58%	(97)	12%	(20)	168
Watch TV: Several times per month	26%	(32)	54%	(67)	20%	(25)	124
Watch TV: About once per month	10%	(7)	82%	(54)	8%	(5)	67
Watch TV: Less often than once per month	12%	(10)	71%	(64)	17%	(15)	89
Watch TV: Never	18%	(30)	46%	(79)	36%	(62)	171
Watch Movies: Every day	60%	(215)	36%	(129)	4%	(14)	358
Watch Movies: Several times per week	50%	(278)	47%	(260)	4%	(21)	558
Watch Movies: About once per week	37%	(130)	60%	(213)	4%	(13)	357
Watch Movies: Several times per month	27%	(85)	64%	(202)	9%	(29)	315
Watch Movies: About once per month	10%	(22)	78%	(168)	12%	(26)	216
Watch Movies: Less often than once per month	8%	(17)	68%	(140)	24%	(49)	206
Watch Movies: Never	11%	(21)	42%	(79)	47%	(89)	189
Watch Sporting Events: Every day	41%	(67)	52%	(85)	7%	(11)	162
Watch Sporting Events: Several times per week	38%	(151)	54%	(215)	9%	(35)	402
Watch Sporting Events: About once per week	40%	(139)	51%	(179)	9%	(32)	350
Watch Sporting Events: Several times per month	36%	(54)	55%	(82)	9%	(13)	149
Watch Sporting Events: About once per month	38%	(48)	56%	(72)	6%	(8)	128
Watch Sporting Events: Less often than once per month	34%	(98)	54%	(157)	12%	(36)	290
Watch Sporting Events: Never	29%	(212)	56%	(402)	15%	(106)	720
Cable TV: Currently subscribe	37%	(369)	52%	(512)	11%	(104)	986
Cable TV: Subscribed in past	34%	(284)	56%	(473)	10%	(85)	842
Cable TV: Never subscribed	31%	(115)	55%	(205)	14%	(52)	372
Satellite TV: Currently subscribe	32%	(132)	57%	(234)	11%	(46)	412
Satellite TV: Subscribed in past	38%	(257)	53%	(356)	8%	(56)	670
Satellite TV: Never subscribed	34%	(379)	54%	(601)	12%	(138)	1118

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	35%	(768)	54%	(1191)	11%	(241)	2200
Streaming Services: Currently subscribe	41%	(543)	53%	(709)	6%	(80)	1331
Streaming Services: Subscribed in past	35%	(80)	53%	(119)	12%	(27)	227
Streaming Services: Never subscribed	23%	(145)	56%	(363)	21%	(134)	642
Film: An avid fan	100%	(768)	—	(0)	—	(0)	768
Film: A casual fan	—	(0)	100%	(1191)	—	(0)	1191
Film: Not a fan	—	(0)	—	(0)	100%	(241)	241
Television: An avid fan	55%	(598)	39%	(426)	6%	(64)	1088
Television: A casual fan	16%	(154)	73%	(705)	11%	(105)	964
Television: Not a fan	11%	(16)	41%	(60)	48%	(72)	148
Music: An avid fan	49%	(589)	45%	(537)	6%	(76)	1201
Music: A casual fan	18%	(163)	69%	(619)	12%	(110)	892
Music: Not a fan	15%	(16)	33%	(35)	52%	(55)	107
Fashion: An avid fan	57%	(170)	36%	(107)	7%	(20)	297
Fashion: A casual fan	38%	(370)	57%	(547)	5%	(49)	967
Fashion: Not a fan	24%	(228)	57%	(537)	18%	(171)	936
Breaking Bad Fan	47%	(462)	49%	(484)	4%	(39)	985
Downton Abbey Fan	45%	(260)	50%	(287)	5%	(28)	575
Deadwood Fan	48%	(233)	48%	(232)	4%	(19)	484

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	49% (1088)	44% (964)	7% (148)	2200
Gender: Male	46% (483)	47% (498)	8% (80)	1062
Gender: Female	53% (604)	41% (466)	6% (68)	1138
Age: 18-29	44% (191)	47% (206)	9% (41)	438
Age: 30-44	53% (302)	41% (238)	6% (34)	575
Age: 45-54	50% (190)	44% (169)	6% (23)	382
Age: 55-64	52% (191)	42% (154)	6% (24)	369
Age: 65+	49% (214)	45% (196)	6% (27)	436
Generation Z: 18-22	41% (68)	46% (78)	13% (22)	168
Millennial: Age 23-38	49% (324)	44% (289)	7% (44)	658
Generation X: Age 39-54	51% (290)	43% (247)	6% (32)	569
Boomers: Age 55-73	52% (369)	42% (296)	7% (47)	712
PID: Dem (no lean)	55% (407)	41% (302)	4% (28)	738
PID: Ind (no lean)	47% (360)	46% (354)	7% (57)	771
PID: Rep (no lean)	46% (320)	45% (308)	9% (63)	692
PID/Gender: Dem Men	52% (165)	44% (139)	5% (14)	318
PID/Gender: Dem Women	58% (243)	39% (163)	3% (14)	419
PID/Gender: Ind Men	44% (162)	47% (176)	9% (33)	371
PID/Gender: Ind Women	49% (198)	45% (178)	6% (24)	400
PID/Gender: Rep Men	42% (157)	49% (184)	9% (33)	373
PID/Gender: Rep Women	51% (164)	39% (125)	9% (30)	318
Ideo: Liberal (1-3)	53% (305)	43% (250)	4% (26)	581
Ideo: Moderate (4)	56% (286)	39% (197)	5% (24)	507
Ideo: Conservative (5-7)	44% (338)	47% (366)	9% (71)	775
Educ: < College	50% (754)	43% (652)	7% (106)	1512
Educ: Bachelors degree	48% (214)	45% (201)	7% (29)	444
Educ: Post-grad	49% (120)	46% (111)	5% (13)	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	49%	(1088)	44%	(964)	7%	(148)	2200
Income: Under 50k	50%	(637)	43%	(542)	7%	(95)	1274
Income: 50k-100k	50%	(356)	44%	(315)	6%	(42)	712
Income: 100k+	44%	(95)	50%	(107)	5%	(12)	213
Ethnicity: White	50%	(857)	44%	(765)	6%	(100)	1722
Ethnicity: Hispanic	48%	(168)	45%	(156)	7%	(25)	349
Ethnicity: Afr. Am.	53%	(146)	37%	(103)	9%	(25)	274
Ethnicity: Other	41%	(84)	47%	(96)	11%	(23)	204
All Christian	51%	(487)	43%	(413)	6%	(54)	954
All Non-Christian	64%	(48)	35%	(26)	1%	(1)	75
Atheist	43%	(44)	48%	(50)	9%	(10)	104
Agnostic/Nothing in particular	48%	(508)	45%	(475)	8%	(84)	1068
Religious Non-Protestant/Catholic	62%	(63)	37%	(38)	1%	(1)	103
Evangelical	44%	(269)	47%	(290)	9%	(56)	615
Non-Evangelical	54%	(415)	41%	(312)	5%	(38)	764
Community: Urban	49%	(263)	43%	(227)	8%	(43)	533
Community: Suburban	51%	(526)	43%	(444)	6%	(57)	1026
Community: Rural	47%	(299)	46%	(293)	7%	(48)	640
Employ: Private Sector	49%	(349)	46%	(325)	6%	(40)	714
Employ: Government	42%	(51)	49%	(59)	10%	(12)	122
Employ: Self-Employed	51%	(108)	41%	(88)	8%	(16)	212
Employ: Homemaker	44%	(66)	46%	(69)	10%	(15)	150
Employ: Retired	54%	(266)	41%	(202)	5%	(27)	496
Employ: Unemployed	47%	(115)	41%	(100)	12%	(29)	244
Employ: Other	57%	(104)	41%	(75)	2%	(3)	182
Military HH: Yes	46%	(172)	47%	(178)	7%	(27)	376
Military HH: No	50%	(916)	43%	(786)	7%	(122)	1824
RD/WT: Right Direction	46%	(377)	45%	(375)	9%	(73)	824
RD/WT: Wrong Track	52%	(711)	43%	(589)	5%	(76)	1376
Trump Job Approve	45%	(400)	46%	(413)	9%	(78)	891
Trump Job Disapprove	52%	(628)	43%	(510)	5%	(59)	1197

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	49%	(1088)	44%	(964)	7%	(148)	2200
Trump Job Strongly Approve	46%	(236)	44%	(225)	10%	(49)	510
Trump Job Somewhat Approve	43%	(164)	49%	(188)	8%	(29)	381
Trump Job Somewhat Disapprove	43%	(116)	53%	(143)	4%	(10)	270
Trump Job Strongly Disapprove	55%	(512)	40%	(367)	5%	(49)	927
Favorable of Trump	45%	(396)	46%	(411)	9%	(77)	884
Unfavorable of Trump	53%	(625)	43%	(505)	5%	(57)	1186
Very Favorable of Trump	47%	(245)	44%	(226)	9%	(48)	519
Somewhat Favorable of Trump	41%	(151)	51%	(185)	8%	(29)	365
Somewhat Unfavorable of Trump	46%	(95)	52%	(108)	2%	(5)	208
Very Unfavorable of Trump	54%	(529)	41%	(396)	5%	(52)	978
#1 Issue: Economy	46%	(254)	46%	(254)	7%	(41)	549
#1 Issue: Security	47%	(200)	47%	(198)	6%	(26)	424
#1 Issue: Health Care	54%	(203)	44%	(166)	3%	(11)	380
#1 Issue: Medicare / Social Security	58%	(182)	35%	(112)	7%	(22)	316
#1 Issue: Women's Issues	52%	(66)	40%	(50)	8%	(10)	125
#1 Issue: Education	49%	(61)	47%	(58)	4%	(5)	123
#1 Issue: Energy	46%	(72)	43%	(68)	11%	(18)	157
#1 Issue: Other	40%	(50)	47%	(58)	14%	(17)	125
2018 House Vote: Democrat	56%	(423)	40%	(301)	5%	(36)	760
2018 House Vote: Republican	45%	(318)	48%	(337)	7%	(46)	701
2018 House Vote: Someone else	42%	(43)	56%	(57)	1%	(1)	101
2016 Vote: Hillary Clinton	58%	(389)	38%	(255)	5%	(32)	676
2016 Vote: Donald Trump	45%	(336)	48%	(353)	7%	(52)	740
2016 Vote: Other	46%	(82)	49%	(87)	5%	(9)	178
2016 Vote: Didn't Vote	46%	(280)	44%	(268)	9%	(56)	604
Voted in 2014: Yes	52%	(722)	43%	(600)	5%	(68)	1390
Voted in 2014: No	45%	(366)	45%	(364)	10%	(80)	810
2012 Vote: Barack Obama	58%	(462)	39%	(312)	4%	(29)	803
2012 Vote: Mitt Romney	44%	(260)	48%	(283)	8%	(46)	589
2012 Vote: Other	40%	(38)	54%	(52)	6%	(6)	96
2012 Vote: Didn't Vote	46%	(327)	44%	(315)	9%	(67)	709

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	49%	(1088)	44%	(964)	7%	(148)	2200
4-Region: Northeast	56%	(221)	37%	(144)	7%	(29)	394
4-Region: Midwest	47%	(218)	46%	(214)	7%	(30)	462
4-Region: South	50%	(413)	44%	(361)	6%	(50)	824
4-Region: West	45%	(236)	47%	(245)	7%	(39)	520
Watch TV: Every day	67%	(705)	32%	(334)	1%	(15)	1054
Watch TV: Several times per week	43%	(228)	55%	(288)	2%	(11)	527
Watch TV: About once per week	26%	(44)	58%	(97)	15%	(26)	168
Watch TV: Several times per month	28%	(35)	64%	(79)	8%	(10)	124
Watch TV: About once per month	18%	(12)	62%	(41)	19%	(13)	67
Watch TV: Less often than once per month	12%	(11)	63%	(57)	24%	(22)	89
Watch TV: Never	31%	(52)	39%	(67)	30%	(51)	171
Watch Movies: Every day	69%	(248)	27%	(96)	4%	(13)	358
Watch Movies: Several times per week	57%	(319)	41%	(227)	2%	(12)	558
Watch Movies: About once per week	50%	(178)	47%	(169)	3%	(9)	357
Watch Movies: Several times per month	43%	(137)	52%	(165)	4%	(13)	315
Watch Movies: About once per month	33%	(71)	55%	(118)	13%	(28)	216
Watch Movies: Less often than once per month	36%	(73)	51%	(104)	14%	(29)	206
Watch Movies: Never	33%	(62)	44%	(84)	23%	(44)	189
Watch Sporting Events: Every day	64%	(104)	34%	(55)	2%	(3)	162
Watch Sporting Events: Several times per week	57%	(228)	40%	(160)	3%	(13)	402
Watch Sporting Events: About once per week	48%	(167)	48%	(167)	5%	(16)	350
Watch Sporting Events: Several times per month	52%	(77)	42%	(63)	6%	(9)	149
Watch Sporting Events: About once per month	53%	(67)	41%	(53)	6%	(7)	128
Watch Sporting Events: Less often than once per month	46%	(134)	48%	(140)	6%	(17)	290
Watch Sporting Events: Never	43%	(311)	45%	(326)	11%	(83)	720
Cable TV: Currently subscribe	57%	(560)	39%	(384)	4%	(42)	986
Cable TV: Subscribed in past	45%	(376)	48%	(404)	7%	(62)	842
Cable TV: Never subscribed	41%	(152)	47%	(175)	12%	(45)	372
Satellite TV: Currently subscribe	55%	(226)	40%	(165)	5%	(21)	412
Satellite TV: Subscribed in past	51%	(342)	43%	(290)	6%	(38)	670
Satellite TV: Never subscribed	47%	(521)	46%	(509)	8%	(89)	1118

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	49%	(1088)	44%	(964)	7%	(148)	2200
Streaming Services: Currently subscribe	52%	(697)	43%	(576)	4%	(58)	1331
Streaming Services: Subscribed in past	45%	(102)	47%	(106)	8%	(18)	227
Streaming Services: Never subscribed	45%	(288)	44%	(282)	11%	(72)	642
Film: An avid fan	78%	(598)	20%	(154)	2%	(16)	768
Film: A casual fan	36%	(426)	59%	(705)	5%	(60)	1191
Film: Not a fan	27%	(64)	44%	(105)	30%	(72)	241
Television: An avid fan	100%	(1088)	—	(0)	—	(0)	1088
Television: A casual fan	—	(0)	100%	(964)	—	(0)	964
Television: Not a fan	—	(0)	—	(0)	100%	(148)	148
Music: An avid fan	62%	(743)	33%	(402)	5%	(57)	1201
Music: A casual fan	35%	(316)	58%	(516)	7%	(60)	892
Music: Not a fan	27%	(29)	43%	(46)	30%	(32)	107
Fashion: An avid fan	73%	(217)	25%	(74)	2%	(6)	297
Fashion: A casual fan	53%	(515)	43%	(418)	3%	(33)	967
Fashion: Not a fan	38%	(356)	50%	(471)	12%	(109)	936
Breaking Bad Fan	57%	(563)	38%	(379)	4%	(44)	985
Downton Abbey Fan	57%	(331)	38%	(218)	5%	(27)	575
Deadwood Fan	59%	(286)	37%	(177)	4%	(21)	484

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%	(1201)	41%	(892)	5%	(107)	2200
Gender: Male	56%	(592)	39%	(410)	6%	(60)	1062
Gender: Female	54%	(610)	42%	(482)	4%	(46)	1138
Age: 18-29	71%	(309)	26%	(112)	4%	(17)	438
Age: 30-44	61%	(353)	35%	(203)	3%	(19)	575
Age: 45-54	56%	(214)	40%	(152)	4%	(16)	382
Age: 55-64	47%	(174)	46%	(170)	7%	(25)	369
Age: 65+	35%	(151)	58%	(255)	7%	(30)	436
Generation Z: 18-22	77%	(129)	19%	(32)	4%	(7)	168
Millennial: Age 23-38	65%	(429)	32%	(210)	3%	(19)	658
Generation X: Age 39-54	56%	(318)	40%	(225)	5%	(26)	569
Boomers: Age 55-73	41%	(295)	52%	(369)	7%	(47)	712
PID: Dem (no lean)	60%	(443)	36%	(265)	4%	(30)	738
PID: Ind (no lean)	56%	(433)	39%	(300)	5%	(38)	771
PID: Rep (no lean)	47%	(326)	47%	(327)	6%	(39)	692
PID/Gender: Dem Men	65%	(208)	30%	(95)	5%	(15)	318
PID/Gender: Dem Women	56%	(235)	40%	(170)	4%	(15)	419
PID/Gender: Ind Men	56%	(208)	38%	(141)	6%	(22)	371
PID/Gender: Ind Women	56%	(225)	40%	(160)	4%	(16)	400
PID/Gender: Rep Men	47%	(176)	47%	(174)	6%	(23)	373
PID/Gender: Rep Women	47%	(150)	48%	(153)	5%	(16)	318
Ideo: Liberal (1-3)	60%	(350)	37%	(216)	3%	(15)	581
Ideo: Moderate (4)	57%	(288)	38%	(192)	5%	(26)	507
Ideo: Conservative (5-7)	47%	(364)	47%	(367)	6%	(44)	775
Educ: < College	59%	(888)	36%	(551)	5%	(73)	1512
Educ: Bachelors degree	46%	(203)	48%	(214)	6%	(27)	444
Educ: Post-grad	45%	(111)	52%	(127)	3%	(7)	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% (1201)	41% (892)	5% (107)	2200
Income: Under 50k	57% (723)	39% (497)	4% (55)	1274
Income: 50k-100k	53% (376)	42% (300)	5% (36)	712
Income: 100k+	48% (103)	44% (95)	7% (16)	213
Ethnicity: White	52% (887)	43% (747)	5% (87)	1722
Ethnicity: Hispanic	67% (233)	29% (102)	4% (15)	349
Ethnicity: Afr. Am.	66% (181)	30% (82)	4% (11)	274
Ethnicity: Other	65% (133)	31% (63)	4% (8)	204
All Christian	50% (475)	46% (438)	4% (41)	954
All Non-Christian	57% (42)	40% (30)	3% (2)	75
Atheist	62% (65)	33% (34)	5% (6)	104
Agnostic/Nothing in particular	58% (620)	37% (390)	5% (58)	1068
Religious Non-Protestant/Catholic	54% (56)	42% (43)	4% (4)	103
Evangelical	52% (318)	42% (259)	6% (38)	615
Non-Evangelical	53% (402)	44% (335)	4% (28)	764
Community: Urban	64% (341)	32% (173)	4% (20)	533
Community: Suburban	54% (553)	41% (424)	5% (49)	1026
Community: Rural	48% (308)	46% (295)	6% (38)	640
Employ: Private Sector	59% (423)	37% (263)	4% (28)	714
Employ: Government	52% (63)	43% (52)	5% (6)	122
Employ: Self-Employed	65% (138)	29% (62)	6% (12)	212
Employ: Homemaker	52% (78)	42% (62)	6% (9)	150
Employ: Retired	37% (183)	55% (274)	8% (39)	496
Employ: Unemployed	56% (135)	42% (102)	3% (6)	244
Employ: Other	64% (116)	34% (62)	2% (4)	182
Military HH: Yes	45% (171)	48% (179)	7% (26)	376
Military HH: No	57% (1031)	39% (712)	4% (80)	1824
RD/WT: Right Direction	50% (409)	45% (370)	5% (45)	824
RD/WT: Wrong Track	58% (792)	38% (522)	4% (62)	1376
Trump Job Approve	48% (431)	46% (408)	6% (52)	891
Trump Job Disapprove	59% (703)	37% (445)	4% (50)	1197

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% (1201)	41% (892)	5% (107)	2200
Trump Job Strongly Approve	47% (239)	47% (240)	6% (32)	510
Trump Job Somewhat Approve	51% (193)	44% (168)	5% (20)	381
Trump Job Somewhat Disapprove	65% (174)	32% (86)	4% (10)	270
Trump Job Strongly Disapprove	57% (528)	39% (359)	4% (40)	927
Favorable of Trump	50% (439)	45% (397)	5% (48)	884
Unfavorable of Trump	58% (693)	37% (443)	4% (50)	1186
Very Favorable of Trump	49% (254)	46% (239)	5% (26)	519
Somewhat Favorable of Trump	51% (185)	43% (158)	6% (23)	365
Somewhat Unfavorable of Trump	59% (124)	37% (76)	4% (8)	208
Very Unfavorable of Trump	58% (569)	38% (367)	4% (42)	978
#1 Issue: Economy	59% (323)	37% (201)	5% (26)	549
#1 Issue: Security	48% (203)	46% (195)	6% (27)	424
#1 Issue: Health Care	57% (216)	40% (151)	3% (13)	380
#1 Issue: Medicare / Social Security	43% (135)	50% (157)	8% (25)	316
#1 Issue: Women's Issues	64% (80)	34% (42)	3% (3)	125
#1 Issue: Education	62% (76)	38% (46)	— (0)	123
#1 Issue: Energy	64% (101)	33% (52)	3% (4)	157
#1 Issue: Other	54% (67)	39% (49)	7% (9)	125
2018 House Vote: Democrat	58% (438)	37% (283)	5% (38)	760
2018 House Vote: Republican	45% (314)	50% (350)	5% (37)	701
2018 House Vote: Someone else	48% (48)	47% (48)	5% (5)	101
2016 Vote: Hillary Clinton	57% (386)	39% (265)	4% (26)	676
2016 Vote: Donald Trump	45% (333)	49% (363)	6% (44)	740
2016 Vote: Other	57% (102)	40% (72)	3% (4)	178
2016 Vote: Didn't Vote	63% (379)	32% (193)	5% (33)	604
Voted in 2014: Yes	50% (699)	45% (620)	5% (71)	1390
Voted in 2014: No	62% (503)	34% (272)	4% (36)	810
2012 Vote: Barack Obama	57% (461)	38% (306)	5% (36)	803
2012 Vote: Mitt Romney	41% (239)	54% (316)	6% (35)	589
2012 Vote: Other	49% (47)	46% (44)	5% (5)	96
2012 Vote: Didn't Vote	64% (454)	32% (223)	4% (31)	709

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% (1201)	41% (892)	5% (107)	2200
4-Region: Northeast	57% (225)	39% (153)	4% (16)	394
4-Region: Midwest	53% (247)	42% (194)	5% (21)	462
4-Region: South	53% (440)	41% (340)	5% (45)	824
4-Region: West	56% (290)	39% (204)	5% (26)	520
Watch TV: Every day	60% (630)	38% (398)	2% (26)	1054
Watch TV: Several times per week	59% (311)	38% (199)	3% (17)	527
Watch TV: About once per week	56% (94)	38% (64)	6% (10)	168
Watch TV: Several times per month	37% (46)	48% (60)	14% (18)	124
Watch TV: About once per month	36% (24)	61% (40)	4% (3)	67
Watch TV: Less often than once per month	40% (35)	56% (50)	4% (4)	89
Watch TV: Never	36% (61)	47% (81)	17% (29)	171
Watch Movies: Every day	74% (263)	25% (89)	1% (5)	358
Watch Movies: Several times per week	63% (353)	34% (189)	3% (16)	558
Watch Movies: About once per week	54% (193)	42% (150)	4% (14)	357
Watch Movies: Several times per month	49% (154)	45% (141)	7% (21)	315
Watch Movies: About once per month	48% (103)	50% (109)	2% (4)	216
Watch Movies: Less often than once per month	37% (76)	55% (112)	8% (17)	206
Watch Movies: Never	31% (58)	54% (102)	15% (29)	189
Watch Sporting Events: Every day	68% (110)	30% (48)	2% (4)	162
Watch Sporting Events: Several times per week	60% (241)	36% (146)	4% (14)	402
Watch Sporting Events: About once per week	61% (215)	35% (122)	4% (13)	350
Watch Sporting Events: Several times per month	52% (77)	44% (65)	5% (7)	149
Watch Sporting Events: About once per month	61% (78)	36% (45)	4% (4)	128
Watch Sporting Events: Less often than once per month	54% (158)	44% (128)	2% (5)	290
Watch Sporting Events: Never	45% (322)	47% (337)	8% (60)	720
Cable TV: Currently subscribe	55% (538)	40% (397)	5% (51)	986
Cable TV: Subscribed in past	54% (456)	42% (355)	4% (31)	842
Cable TV: Never subscribed	56% (208)	38% (140)	6% (24)	372
Satellite TV: Currently subscribe	55% (227)	39% (161)	6% (24)	412
Satellite TV: Subscribed in past	55% (369)	41% (274)	4% (27)	670
Satellite TV: Never subscribed	54% (605)	41% (457)	5% (56)	1118

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% (1201)	41% (892)	5% (107)	2200
Streaming Services: Currently subscribe	60% (801)	37% (494)	3% (36)	1331
Streaming Services: Subscribed in past	51% (116)	42% (96)	6% (15)	227
Streaming Services: Never subscribed	44% (284)	47% (302)	9% (56)	642
Film: An avid fan	77% (589)	21% (163)	2% (16)	768
Film: A casual fan	45% (537)	52% (619)	3% (35)	1191
Film: Not a fan	31% (76)	46% (110)	23% (55)	241
Television: An avid fan	68% (743)	29% (316)	3% (29)	1088
Television: A casual fan	42% (402)	54% (516)	5% (46)	964
Television: Not a fan	38% (57)	40% (60)	21% (32)	148
Music: An avid fan	100% (1201)	— (0)	— (0)	1201
Music: A casual fan	— (0)	100% (892)	— (0)	892
Music: Not a fan	— (0)	— (0)	100% (107)	107
Fashion: An avid fan	84% (250)	13% (38)	3% (9)	297
Fashion: A casual fan	58% (561)	41% (393)	1% (13)	967
Fashion: Not a fan	42% (390)	49% (461)	9% (85)	936
Breaking Bad Fan	64% (635)	33% (327)	2% (23)	985
Downton Abbey Fan	60% (344)	38% (218)	2% (13)	575
Deadwood Fan	63% (304)	35% (168)	2% (12)	484

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	14%	(297)	44%	(967)	43%	(936)	2200
Gender: Male	8%	(87)	32%	(339)	60%	(635)	1062
Gender: Female	18%	(210)	55%	(628)	26%	(301)	1138
Age: 18-29	22%	(98)	49%	(214)	29%	(126)	438
Age: 30-44	16%	(93)	46%	(264)	38%	(217)	575
Age: 45-54	10%	(38)	46%	(175)	44%	(169)	382
Age: 55-64	10%	(37)	38%	(140)	52%	(192)	369
Age: 65+	7%	(31)	40%	(173)	53%	(233)	436
Generation Z: 18-22	29%	(48)	46%	(78)	25%	(42)	168
Millennial: Age 23-38	18%	(118)	46%	(304)	36%	(235)	658
Generation X: Age 39-54	11%	(63)	48%	(272)	41%	(234)	569
Boomers: Age 55-73	9%	(63)	40%	(284)	51%	(364)	712
PID: Dem (no lean)	17%	(125)	50%	(371)	33%	(241)	738
PID: Ind (no lean)	13%	(102)	41%	(318)	46%	(351)	771
PID: Rep (no lean)	10%	(70)	40%	(278)	50%	(344)	692
PID/Gender: Dem Men	12%	(37)	42%	(132)	47%	(149)	318
PID/Gender: Dem Women	21%	(88)	57%	(239)	22%	(92)	419
PID/Gender: Ind Men	7%	(27)	29%	(106)	64%	(237)	371
PID/Gender: Ind Women	19%	(74)	53%	(212)	29%	(114)	400
PID/Gender: Rep Men	6%	(23)	27%	(101)	67%	(249)	373
PID/Gender: Rep Women	15%	(47)	56%	(177)	30%	(94)	318
Ideo: Liberal (1-3)	15%	(89)	49%	(282)	36%	(209)	581
Ideo: Moderate (4)	14%	(71)	45%	(230)	41%	(206)	507
Ideo: Conservative (5-7)	8%	(65)	40%	(309)	52%	(401)	775
Educ: < College	14%	(217)	44%	(672)	41%	(622)	1512
Educ: Bachelors degree	12%	(53)	43%	(192)	45%	(198)	444
Educ: Post-grad	11%	(26)	42%	(102)	47%	(115)	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	14%	(297)	44%	(967)	43%	(936)	2200
Income: Under 50k	14%	(177)	44%	(567)	42%	(530)	1274
Income: 50k-100k	13%	(94)	44%	(314)	43%	(304)	712
Income: 100k+	12%	(26)	40%	(86)	48%	(102)	213
Ethnicity: White	10%	(173)	43%	(734)	47%	(815)	1722
Ethnicity: Hispanic	22%	(78)	47%	(166)	30%	(106)	349
Ethnicity: Afr. Am.	27%	(75)	50%	(137)	23%	(62)	274
Ethnicity: Other	24%	(49)	47%	(95)	29%	(59)	204
All Christian	13%	(124)	43%	(413)	44%	(416)	954
All Non-Christian	13%	(9)	49%	(37)	38%	(28)	75
Atheist	13%	(13)	30%	(32)	57%	(59)	104
Agnostic/Nothing in particular	14%	(151)	45%	(485)	40%	(432)	1068
Religious Non-Protestant/Catholic	10%	(10)	50%	(52)	40%	(41)	103
Evangelical	12%	(76)	46%	(283)	42%	(256)	615
Non-Evangelical	15%	(115)	44%	(339)	41%	(311)	764
Community: Urban	19%	(102)	48%	(253)	33%	(178)	533
Community: Suburban	13%	(134)	43%	(445)	44%	(447)	1026
Community: Rural	10%	(62)	42%	(268)	48%	(310)	640
Employ: Private Sector	13%	(91)	45%	(321)	42%	(302)	714
Employ: Government	13%	(15)	39%	(48)	48%	(59)	122
Employ: Self-Employed	20%	(43)	40%	(84)	40%	(85)	212
Employ: Homemaker	20%	(31)	55%	(83)	24%	(36)	150
Employ: Retired	8%	(40)	39%	(192)	53%	(264)	496
Employ: Unemployed	14%	(35)	47%	(113)	39%	(95)	244
Employ: Other	16%	(29)	42%	(77)	41%	(75)	182
Military HH: Yes	8%	(32)	39%	(146)	53%	(198)	376
Military HH: No	15%	(266)	45%	(820)	40%	(738)	1824
RD/WT: Right Direction	13%	(109)	40%	(327)	47%	(388)	824
RD/WT: Wrong Track	14%	(188)	47%	(640)	40%	(548)	1376
Trump Job Approve	11%	(97)	40%	(353)	49%	(441)	891
Trump Job Disapprove	15%	(178)	47%	(563)	38%	(456)	1197

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	14%	(297)	44%	(967)	43%	(936)	2200
Trump Job Strongly Approve	10%	(53)	36%	(186)	53%	(272)	510
Trump Job Somewhat Approve	12%	(45)	44%	(167)	44%	(169)	381
Trump Job Somewhat Disapprove	11%	(28)	56%	(152)	33%	(89)	270
Trump Job Strongly Disapprove	16%	(150)	44%	(411)	40%	(367)	927
Favorable of Trump	11%	(99)	40%	(354)	49%	(431)	884
Unfavorable of Trump	14%	(171)	47%	(553)	39%	(462)	1186
Very Favorable of Trump	11%	(56)	38%	(198)	51%	(264)	519
Somewhat Favorable of Trump	12%	(43)	43%	(155)	46%	(167)	365
Somewhat Unfavorable of Trump	9%	(19)	59%	(123)	32%	(66)	208
Very Unfavorable of Trump	16%	(152)	44%	(430)	40%	(396)	978
#1 Issue: Economy	15%	(84)	43%	(237)	41%	(228)	549
#1 Issue: Security	11%	(49)	41%	(174)	48%	(202)	424
#1 Issue: Health Care	11%	(43)	54%	(207)	34%	(129)	380
#1 Issue: Medicare / Social Security	10%	(32)	37%	(116)	53%	(168)	316
#1 Issue: Women's Issues	27%	(34)	51%	(64)	22%	(27)	125
#1 Issue: Education	19%	(23)	45%	(56)	36%	(44)	123
#1 Issue: Energy	9%	(14)	41%	(65)	50%	(79)	157
#1 Issue: Other	15%	(19)	38%	(48)	47%	(58)	125
2018 House Vote: Democrat	16%	(121)	45%	(340)	39%	(299)	760
2018 House Vote: Republican	9%	(63)	40%	(277)	52%	(361)	701
2018 House Vote: Someone else	13%	(13)	40%	(40)	47%	(47)	101
2016 Vote: Hillary Clinton	16%	(108)	46%	(311)	38%	(257)	676
2016 Vote: Donald Trump	8%	(62)	40%	(295)	52%	(383)	740
2016 Vote: Other	9%	(15)	38%	(67)	54%	(96)	178
2016 Vote: Didn't Vote	19%	(112)	48%	(292)	33%	(200)	604
Voted in 2014: Yes	13%	(178)	41%	(575)	46%	(637)	1390
Voted in 2014: No	15%	(119)	48%	(392)	37%	(299)	810
2012 Vote: Barack Obama	15%	(119)	45%	(364)	40%	(320)	803
2012 Vote: Mitt Romney	8%	(45)	39%	(227)	54%	(317)	589
2012 Vote: Other	11%	(10)	31%	(30)	58%	(56)	96
2012 Vote: Didn't Vote	17%	(124)	49%	(344)	34%	(241)	709

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	14%	(297)	44%	(967)	43%	(936)	2200
4-Region: Northeast	13%	(52)	43%	(169)	44%	(173)	394
4-Region: Midwest	12%	(55)	40%	(185)	48%	(222)	462
4-Region: South	16%	(131)	45%	(375)	39%	(318)	824
4-Region: West	11%	(60)	46%	(238)	43%	(223)	520
Watch TV: Every day	15%	(163)	46%	(481)	39%	(411)	1054
Watch TV: Several times per week	16%	(82)	42%	(221)	42%	(224)	527
Watch TV: About once per week	10%	(17)	48%	(80)	42%	(70)	168
Watch TV: Several times per month	8%	(10)	49%	(61)	43%	(53)	124
Watch TV: About once per month	7%	(5)	40%	(27)	53%	(35)	67
Watch TV: Less often than once per month	7%	(6)	42%	(38)	51%	(46)	89
Watch TV: Never	9%	(15)	34%	(59)	57%	(97)	171
Watch Movies: Every day	24%	(85)	48%	(171)	29%	(102)	358
Watch Movies: Several times per week	16%	(88)	45%	(252)	39%	(218)	558
Watch Movies: About once per week	14%	(48)	40%	(143)	46%	(166)	357
Watch Movies: Several times per month	10%	(30)	48%	(151)	43%	(134)	315
Watch Movies: About once per month	11%	(25)	46%	(99)	43%	(93)	216
Watch Movies: Less often than once per month	4%	(8)	41%	(84)	55%	(114)	206
Watch Movies: Never	7%	(13)	36%	(67)	57%	(109)	189
Watch Sporting Events: Every day	19%	(31)	35%	(57)	46%	(74)	162
Watch Sporting Events: Several times per week	13%	(51)	38%	(153)	49%	(198)	402
Watch Sporting Events: About once per week	11%	(39)	43%	(151)	46%	(160)	350
Watch Sporting Events: Several times per month	16%	(24)	50%	(75)	34%	(51)	149
Watch Sporting Events: About once per month	20%	(26)	51%	(66)	29%	(37)	128
Watch Sporting Events: Less often than once per month	13%	(37)	53%	(153)	35%	(100)	290
Watch Sporting Events: Never	13%	(90)	43%	(312)	44%	(317)	720
Cable TV: Currently subscribe	16%	(162)	41%	(407)	42%	(417)	986
Cable TV: Subscribed in past	10%	(84)	47%	(393)	43%	(365)	842
Cable TV: Never subscribed	14%	(51)	45%	(167)	42%	(155)	372
Satellite TV: Currently subscribe	15%	(62)	45%	(183)	41%	(167)	412
Satellite TV: Subscribed in past	12%	(81)	46%	(306)	42%	(283)	670
Satellite TV: Never subscribed	14%	(155)	43%	(477)	43%	(486)	1118

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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	14%	(297)	44%	(967)	43%	(936)	2200
Streaming Services: Currently subscribe	15%	(205)	46%	(614)	38%	(512)	1331
Streaming Services: Subscribed in past	13%	(29)	44%	(101)	43%	(97)	227
Streaming Services: Never subscribed	10%	(63)	39%	(252)	51%	(327)	642
Film: An avid fan	22%	(170)	48%	(370)	30%	(228)	768
Film: A casual fan	9%	(107)	46%	(547)	45%	(537)	1191
Film: Not a fan	8%	(20)	21%	(49)	71%	(171)	241
Television: An avid fan	20%	(217)	47%	(515)	33%	(356)	1088
Television: A casual fan	8%	(74)	43%	(418)	49%	(471)	964
Television: Not a fan	4%	(6)	22%	(33)	73%	(109)	148
Music: An avid fan	21%	(250)	47%	(561)	32%	(390)	1201
Music: A casual fan	4%	(38)	44%	(393)	52%	(461)	892
Music: Not a fan	8%	(9)	12%	(13)	80%	(85)	107
Fashion: An avid fan	100%	(297)	—	(0)	—	(0)	297
Fashion: A casual fan	—	(0)	100%	(967)	—	(0)	967
Fashion: Not a fan	—	(0)	—	(0)	100%	(936)	936
Breaking Bad Fan	18%	(176)	47%	(468)	35%	(341)	985
Downton Abbey Fan	19%	(111)	52%	(299)	29%	(165)	575
Deadwood Fan	19%	(91)	43%	(210)	38%	(183)	484

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	438	20%
	Age: 30-44	575	26%
	Age: 45-54	382	17%
	Age: 55-64	369	17%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	Generation Z: 18-22	168	8%
	Millennial: Age 23-38	658	30%
	Generation X: Age 39-54	569	26%
	Boomers: Age 55-73	712	32%
	N	2107	
xpid3	PID: Dem (no lean)	738	34%
	PID: Ind (no lean)	771	35%
	PID: Rep (no lean)	692	31%
	N	2200	
xpidGender	PID/Gender: Dem Men	318	14%
	PID/Gender: Dem Women	419	19%
	PID/Gender: Ind Men	371	17%
	PID/Gender: Ind Women	400	18%
	PID/Gender: Rep Men	373	17%
	PID/Gender: Rep Women	318	14%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	581	26%
	Ideo: Moderate (4)	507	23%
	Ideo: Conservative (5-7)	775	35%
	N	1862	
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	1274	58%
	Income: 50k-100k	712	32%
	Income: 100k+	213	10%
	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	954	43%
	All Non-Christian	75	3%
	Atheist	104	5%
	Agnostic/Nothing in particular	1068	49%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	103	5%
xdemEvang	Evangelical	615	28%
	Non-Evangelical	764	35%
	N	1379	
xdemUsr	Community: Urban	533	24%
	Community: Suburban	1026	47%
	Community: Rural	640	29%
	N	2200	
xdemEmploy	Employ: Private Sector	714	32%
	Employ: Government	122	6%
	Employ: Self-Employed	212	10%
	Employ: Homemaker	150	7%
	Employ: Retired	496	23%
	Employ: Unemployed	244	11%
	Employ: Other	182	8%
	N	2119	
xdemMilHH1	Military HH: Yes	376	17%
	Military HH: No	1824	83%
	N	2200	
xnrl	RD/WT: Right Direction	824	37%
	RD/WT: Wrong Track	1376	63%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Approve	Trump Job Approve	891	41%
	Trump Job Disapprove	1197	54%
	N	2089	
Trump_Approve2	Trump Job Strongly Approve	510	23%
	Trump Job Somewhat Approve	381	17%
	Trump Job Somewhat Disapprove	270	12%
	Trump Job Strongly Disapprove	927	42%
	N	2089	
Trump_Fav	Favorable of Trump	884	40%
	Unfavorable of Trump	1186	54%
	N	2070	
Trump_Fav_FULL	Very Favorable of Trump	519	24%
	Somewhat Favorable of Trump	365	17%
	Somewhat Unfavorable of Trump	208	9%
	Very Unfavorable of Trump	978	44%
	N	2070	
xnr3	#1 Issue: Economy	549	25%
	#1 Issue: Security	424	19%
	#1 Issue: Health Care	380	17%
	#1 Issue: Medicare / Social Security	316	14%
	#1 Issue: Women's Issues	125	6%
	#1 Issue: Education	123	6%
	#1 Issue: Energy	157	7%
	#1 Issue: Other	125	6%
	N	2200	
xsubVote18O	2018 House Vote: Democrat	760	35%
	2018 House Vote: Republican	701	32%
	2018 House Vote: Someone else	101	5%
	N	1562	
xsubVote16O	2016 Vote: Hillary Clinton	676	31%
	2016 Vote: Donald Trump	740	34%
	2016 Vote: Other	178	8%
	2016 Vote: Didn't Vote	604	27%
	N	2198	
xsubVote14O	Voted in 2014: Yes	1390	63%
	Voted in 2014: No	810	37%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote12O	2012 Vote: Barack Obama	803	37%
	2012 Vote: Mitt Romney	589	27%
	2012 Vote: Other	96	4%
	2012 Vote: Didn't Vote	709	32%
	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	1054	48%
	Watch TV: Several times per week	527	24%
	Watch TV: About once per week	168	8%
	Watch TV: Several times per month	124	6%
	Watch TV: About once per month	67	3%
	Watch TV: Less often than once per month	89	4%
	Watch TV: Never	171	8%
N	2200		
HRdem1_2	Watch Movies: Every day	358	16%
	Watch Movies: Several times per week	558	25%
	Watch Movies: About once per week	357	16%
	Watch Movies: Several times per month	315	14%
	Watch Movies: About once per month	216	10%
	Watch Movies: Less often than once per month	206	9%
	Watch Movies: Never	189	9%
N	2200		
HRdem1_3	Watch Sporting Events: Every day	162	7%
	Watch Sporting Events: Several times per week	402	18%
	Watch Sporting Events: About once per week	350	16%
	Watch Sporting Events: Several times per month	149	7%
	Watch Sporting Events: About once per month	128	6%
	Watch Sporting Events: Less often than once per month	290	13%
	Watch Sporting Events: Never	720	33%
N	2200		
HRdem2_1	Cable TV: Currently subscribe	986	45%
	Cable TV: Subscribed in past	842	38%
	Cable TV: Never subscribed	372	17%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
HRdem2_2	Satellite TV: Currently subscribe	412	19%
	Satellite TV: Subscribed in past	670	30%
	Satellite TV: Never subscribed	1118	51%
	N	2200	
HRdem2_3	Streaming Services: Currently subscribe	1331	61%
	Streaming Services: Subscribed in past	227	10%
	Streaming Services: Never subscribed	642	29%
	N	2200	
HRdem3_1	Film: An avid fan	768	35%
	Film: A casual fan	1191	54%
	Film: Not a fan	241	11%
	N	2200	
HRdem3_2	Television: An avid fan	1088	49%
	Television: A casual fan	964	44%
	Television: Not a fan	148	7%
	N	2200	
HRdem3_3	Music: An avid fan	1201	55%
	Music: A casual fan	892	41%
	Music: Not a fan	107	5%
	N	2200	
HRdem3_4	Fashion: An avid fan	297	14%
	Fashion: A casual fan	967	44%
	Fashion: Not a fan	936	43%
	N	2200	
HRdem4	Breaking Bad Fan	985	45%
HRdem5	Downton Abbey Fan	575	26%
HRdem6	Deadwood Fan	484	22%

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

