



National Tracking Poll #191024  
October 11-13, 2019

*Crosstabulation Results*

*Methodology:*

This poll was conducted from October 11-13, 2019, among a national sample of 2198 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 JOK1\_1:** *In general, what kind of fan do you consider yourself of the following?*  
*Film*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	32%	(713)	53%	(1162)	15%	(323)	2198
Gender: Male	37%	(392)	49%	(523)	14%	(146)	1061
Gender: Female	28%	(320)	56%	(639)	16%	(178)	1137
Age: 18-29	37%	(154)	50%	(209)	14%	(57)	420
Age: 30-44	42%	(247)	46%	(275)	12%	(70)	592
Age: 45-54	34%	(103)	51%	(156)	16%	(48)	306
Age: 55-64	27%	(119)	59%	(261)	14%	(64)	444
Age: 65+	20%	(89)	60%	(261)	20%	(86)	436
Generation Z: 18-22	30%	(49)	49%	(81)	21%	(35)	165
Millennial: Age 23-38	43%	(273)	47%	(294)	10%	(62)	630
Generation X: Age 39-54	35%	(182)	51%	(265)	15%	(77)	524
Boomers: Age 55-73	25%	(192)	60%	(461)	16%	(120)	773
PID: Dem (no lean)	38%	(303)	52%	(411)	10%	(79)	794
PID: Ind (no lean)	29%	(216)	56%	(416)	16%	(117)	749
PID: Rep (no lean)	30%	(194)	51%	(335)	19%	(127)	655
PID/Gender: Dem Men	45%	(169)	46%	(173)	9%	(32)	374
PID/Gender: Dem Women	32%	(134)	57%	(238)	11%	(47)	420
PID/Gender: Ind Men	32%	(116)	50%	(183)	18%	(64)	364
PID/Gender: Ind Women	26%	(100)	60%	(232)	14%	(53)	385
PID/Gender: Rep Men	33%	(108)	51%	(166)	15%	(49)	323
PID/Gender: Rep Women	26%	(86)	51%	(169)	23%	(77)	332
Ideo: Liberal (1-3)	42%	(259)	50%	(308)	9%	(54)	621
Ideo: Moderate (4)	32%	(181)	55%	(311)	14%	(78)	571
Ideo: Conservative (5-7)	28%	(199)	54%	(390)	18%	(127)	716
Educ: < College	31%	(474)	52%	(785)	17%	(252)	1511
Educ: Bachelors degree	35%	(154)	55%	(245)	10%	(45)	443
Educ: Post-grad	35%	(85)	54%	(132)	11%	(27)	244

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**Table JOK1\_1: In general, what kind of fan do you consider yourself of the following?***Film*

<b>Demographic</b>	<b>An avid fan</b>		<b>A casual fan</b>		<b>Not a fan</b>		<b>Total N</b>
Adults	32%	(713)	53%	(1162)	15%	(323)	2198
Income: Under 50k	33%	(405)	51%	(632)	16%	(197)	1234
Income: 50k-100k	30%	(206)	57%	(390)	13%	(92)	688
Income: 100k+	37%	(102)	51%	(140)	12%	(34)	276
Ethnicity: White	30%	(509)	55%	(951)	15%	(260)	1720
Ethnicity: Hispanic	35%	(124)	50%	(176)	14%	(49)	349
Ethnicity: Afr. Am.	44%	(120)	45%	(122)	12%	(32)	274
Ethnicity: Other	41%	(83)	44%	(89)	16%	(32)	204
Community: Urban	40%	(225)	49%	(272)	11%	(59)	557
Community: Suburban	31%	(332)	55%	(582)	14%	(152)	1066
Community: Rural	27%	(155)	54%	(308)	20%	(112)	575
Employ: Private Sector	39%	(301)	50%	(383)	11%	(84)	769
Employ: Government	35%	(42)	53%	(65)	12%	(14)	121
Employ: Self-Employed	36%	(54)	46%	(69)	18%	(26)	149
Employ: Homemaker	30%	(50)	57%	(95)	13%	(21)	166
Employ: Retired	22%	(116)	59%	(316)	19%	(100)	531
Employ: Unemployed	31%	(65)	49%	(103)	20%	(43)	211
Employ: Other	35%	(61)	54%	(96)	11%	(19)	176
Military HH: Yes	25%	(88)	59%	(213)	16%	(57)	359
Military HH: No	34%	(624)	52%	(949)	14%	(266)	1839
RD/WT: Right Direction	31%	(254)	51%	(411)	18%	(148)	814
RD/WT: Wrong Track	33%	(458)	54%	(751)	13%	(175)	1384
Trump Job Approve	30%	(248)	52%	(436)	19%	(156)	841
Trump Job Disapprove	36%	(443)	53%	(659)	12%	(145)	1247
Trump Job Strongly Approve	27%	(124)	49%	(224)	24%	(107)	455
Trump Job Somewhat Approve	32%	(124)	55%	(213)	13%	(49)	385
Trump Job Somewhat Disapprove	35%	(89)	54%	(138)	11%	(27)	254
Trump Job Strongly Disapprove	36%	(354)	53%	(522)	12%	(118)	994
Favorable of Trump	30%	(257)	51%	(432)	19%	(158)	848
Unfavorable of Trump	35%	(427)	54%	(651)	11%	(137)	1215

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**Table JOK1\_1: In general, what kind of fan do you consider yourself of the following?**

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	32%	(713)	53%	(1162)	15%	(323)	2198
Very Favorable of Trump	27%	(127)	50%	(235)	23%	(108)	471
Somewhat Favorable of Trump	34%	(129)	52%	(197)	13%	(51)	377
Somewhat Unfavorable of Trump	39%	(82)	50%	(105)	11%	(23)	209
Very Unfavorable of Trump	34%	(345)	54%	(546)	11%	(114)	1006
#1 Issue: Economy	34%	(183)	54%	(293)	13%	(69)	545
#1 Issue: Security	32%	(144)	48%	(215)	20%	(88)	448
#1 Issue: Health Care	39%	(134)	48%	(167)	13%	(44)	346
#1 Issue: Medicare / Social Security	22%	(75)	62%	(214)	16%	(54)	344
#1 Issue: Women's Issues	37%	(43)	49%	(56)	14%	(17)	115
#1 Issue: Education	36%	(44)	52%	(63)	11%	(13)	120
#1 Issue: Energy	39%	(62)	50%	(79)	11%	(17)	159
#1 Issue: Other	23%	(27)	61%	(74)	16%	(20)	121
2018 House Vote: Democrat	38%	(293)	51%	(397)	11%	(85)	775
2018 House Vote: Republican	28%	(185)	53%	(353)	20%	(131)	669
2018 House Vote: Someone else	33%	(26)	53%	(43)	14%	(11)	80
2016 Vote: Hillary Clinton	38%	(266)	53%	(367)	9%	(62)	695
2016 Vote: Donald Trump	28%	(196)	53%	(368)	19%	(128)	691
2016 Vote: Other	29%	(47)	52%	(83)	19%	(30)	161
2016 Vote: Didn't Vote	31%	(203)	53%	(343)	16%	(102)	649
Voted in 2014: Yes	34%	(448)	53%	(707)	14%	(180)	1335
Voted in 2014: No	31%	(264)	53%	(455)	17%	(143)	863
2012 Vote: Barack Obama	37%	(322)	54%	(476)	9%	(80)	878
2012 Vote: Mitt Romney	27%	(134)	55%	(276)	18%	(89)	499
2012 Vote: Other	22%	(19)	56%	(49)	22%	(19)	87
2012 Vote: Didn't Vote	32%	(236)	49%	(360)	18%	(135)	730
4-Region: Northeast	38%	(149)	51%	(202)	11%	(43)	393
4-Region: Midwest	27%	(123)	56%	(261)	17%	(78)	462
4-Region: South	32%	(261)	52%	(426)	17%	(137)	823
4-Region: West	35%	(180)	53%	(274)	13%	(65)	520
Not a film fan	—	(0)	—	(0)	100%	(323)	323
Casual film fan	—	(0)	100%	(1162)	—	(0)	1162

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**Table JOK1\_1:** *In general, what kind of fan do you consider yourself of the following?**Film*

<b>Demographic</b>	<b>An avid fan</b>	<b>A casual fan</b>	<b>Not a fan</b>	<b>Total N</b>
Adults	32% (713)	53% (1162)	15% (323)	2198
Avid film fan	100% (713)	— (0)	— (0)	713

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

**Table JOK1\_2: In general, what kind of fan do you consider yourself of the following?**

Television

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	46%	(1017)	47%	(1024)	7%	(157)	2198
Gender: Male	47%	(504)	44%	(466)	9%	(91)	1061
Gender: Female	45%	(513)	49%	(558)	6%	(66)	1137
Age: 18-29	38%	(161)	53%	(223)	9%	(36)	420
Age: 30-44	52%	(307)	41%	(245)	7%	(40)	592
Age: 45-54	47%	(144)	47%	(145)	5%	(17)	306
Age: 55-64	46%	(205)	46%	(205)	8%	(35)	444
Age: 65+	46%	(200)	47%	(206)	7%	(30)	436
Generation Z: 18-22	25%	(42)	62%	(102)	13%	(21)	165
Millennial: Age 23-38	51%	(322)	43%	(269)	6%	(38)	630
Generation X: Age 39-54	47%	(248)	46%	(241)	7%	(35)	524
Boomers: Age 55-73	46%	(357)	47%	(363)	7%	(54)	773
PID: Dem (no lean)	54%	(425)	41%	(327)	5%	(42)	794
PID: Ind (no lean)	40%	(298)	50%	(376)	10%	(75)	749
PID: Rep (no lean)	45%	(294)	49%	(321)	6%	(41)	655
PID/Gender: Dem Men	57%	(214)	36%	(136)	6%	(24)	374
PID/Gender: Dem Women	50%	(211)	46%	(191)	4%	(18)	420
PID/Gender: Ind Men	39%	(142)	47%	(173)	14%	(49)	364
PID/Gender: Ind Women	41%	(157)	53%	(203)	7%	(25)	385
PID/Gender: Rep Men	46%	(148)	49%	(157)	6%	(18)	323
PID/Gender: Rep Women	44%	(146)	49%	(164)	7%	(23)	332
Ideo: Liberal (1-3)	52%	(325)	42%	(261)	6%	(35)	621
Ideo: Moderate (4)	47%	(269)	46%	(261)	7%	(40)	571
Ideo: Conservative (5-7)	45%	(323)	49%	(354)	6%	(40)	716
Educ: < College	46%	(698)	47%	(705)	7%	(108)	1511
Educ: Bachelors degree	47%	(210)	47%	(210)	5%	(24)	443
Educ: Post-grad	45%	(110)	45%	(109)	10%	(25)	244
Income: Under 50k	45%	(558)	47%	(580)	8%	(96)	1234
Income: 50k-100k	47%	(327)	47%	(323)	6%	(39)	688
Income: 100k+	48%	(132)	44%	(121)	8%	(22)	276
Ethnicity: White	46%	(787)	48%	(834)	6%	(99)	1720
Ethnicity: Hispanic	45%	(158)	43%	(149)	12%	(42)	349

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**Table JOK1\_2:** In general, what kind of fan do you consider yourself of the following?

## Television

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	46%	(1017)	47%	(1024)	7%	(157)	2198
Ethnicity: Afr. Am.	54%	(148)	38%	(105)	8%	(21)	274
Ethnicity: Other	40%	(82)	42%	(85)	18%	(37)	204
Community: Urban	50%	(277)	45%	(250)	5%	(30)	557
Community: Suburban	46%	(494)	46%	(487)	8%	(86)	1066
Community: Rural	43%	(246)	50%	(287)	7%	(42)	575
Employ: Private Sector	50%	(388)	43%	(330)	7%	(51)	769
Employ: Government	54%	(65)	38%	(47)	8%	(10)	121
Employ: Self-Employed	42%	(62)	49%	(73)	9%	(14)	149
Employ: Homemaker	41%	(68)	54%	(90)	4%	(7)	166
Employ: Retired	48%	(257)	46%	(244)	6%	(31)	531
Employ: Unemployed	39%	(82)	48%	(102)	13%	(27)	211
Employ: Other	43%	(76)	50%	(88)	7%	(13)	176
Military HH: Yes	46%	(165)	47%	(170)	7%	(24)	359
Military HH: No	46%	(852)	46%	(853)	7%	(134)	1839
RD/WT: Right Direction	47%	(381)	46%	(371)	8%	(62)	814
RD/WT: Wrong Track	46%	(636)	47%	(652)	7%	(95)	1384
Trump Job Approve	45%	(380)	48%	(399)	7%	(62)	841
Trump Job Disapprove	49%	(611)	45%	(565)	6%	(71)	1247
Trump Job Strongly Approve	43%	(196)	49%	(223)	8%	(36)	455
Trump Job Somewhat Approve	48%	(183)	46%	(177)	7%	(25)	385
Trump Job Somewhat Disapprove	45%	(113)	51%	(130)	4%	(11)	254
Trump Job Strongly Disapprove	50%	(498)	44%	(436)	6%	(60)	994
Favorable of Trump	46%	(391)	47%	(401)	7%	(56)	848
Unfavorable of Trump	49%	(592)	45%	(551)	6%	(72)	1215
Very Favorable of Trump	45%	(210)	48%	(228)	7%	(33)	471
Somewhat Favorable of Trump	48%	(181)	46%	(174)	6%	(23)	377
Somewhat Unfavorable of Trump	43%	(90)	49%	(103)	7%	(16)	209
Very Unfavorable of Trump	50%	(502)	45%	(448)	6%	(56)	1006

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**Table JOK1\_2:** In general, what kind of fan do you consider yourself of the following?

Television

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	46%	(1017)	47%	(1024)	7%	(157)	2198
#1 Issue: Economy	42%	(229)	50%	(275)	7%	(41)	545
#1 Issue: Security	50%	(222)	44%	(197)	6%	(29)	448
#1 Issue: Health Care	50%	(173)	44%	(153)	6%	(20)	346
#1 Issue: Medicare / Social Security	46%	(160)	48%	(164)	6%	(20)	344
#1 Issue: Women's Issues	46%	(53)	44%	(51)	10%	(12)	115
#1 Issue: Education	51%	(61)	43%	(52)	7%	(8)	120
#1 Issue: Energy	45%	(72)	46%	(72)	9%	(15)	159
#1 Issue: Other	40%	(48)	49%	(59)	11%	(14)	121
2018 House Vote: Democrat	52%	(404)	43%	(333)	5%	(38)	775
2018 House Vote: Republican	43%	(288)	49%	(331)	7%	(50)	669
2018 House Vote: Someone else	37%	(30)	49%	(39)	14%	(11)	80
2016 Vote: Hillary Clinton	53%	(367)	43%	(302)	4%	(27)	695
2016 Vote: Donald Trump	45%	(309)	48%	(330)	8%	(52)	691
2016 Vote: Other	44%	(71)	49%	(79)	7%	(11)	161
2016 Vote: Didn't Vote	41%	(269)	48%	(312)	10%	(68)	649
Voted in 2014: Yes	50%	(666)	45%	(596)	5%	(73)	1335
Voted in 2014: No	41%	(351)	50%	(428)	10%	(84)	863
2012 Vote: Barack Obama	52%	(456)	43%	(375)	5%	(46)	878
2012 Vote: Mitt Romney	47%	(237)	47%	(232)	6%	(30)	499
2012 Vote: Other	32%	(28)	55%	(48)	13%	(12)	87
2012 Vote: Didn't Vote	40%	(295)	50%	(365)	10%	(70)	730
4-Region: Northeast	54%	(212)	41%	(161)	5%	(21)	393
4-Region: Midwest	42%	(193)	49%	(224)	10%	(44)	462
4-Region: South	44%	(363)	50%	(410)	6%	(50)	823
4-Region: West	48%	(248)	44%	(229)	8%	(42)	520
Not a film fan	25%	(82)	52%	(167)	23%	(75)	323
Casual film fan	33%	(380)	62%	(716)	6%	(67)	1162
Avid film fan	78%	(555)	20%	(141)	2%	(16)	713

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

**Table JOK1\_3:** In general, what kind of fan do you consider yourself of the following?

## Music

Demographic	An avid fan	A casual fan	Not a fan	Total N
Adults	48% (1056)	46% (1017)	6% (125)	2198
Gender: Male	49% (515)	45% (478)	6% (68)	1061
Gender: Female	48% (541)	47% (539)	5% (57)	1137
Age: 18-29	58% (243)	41% (173)	1% (4)	420
Age: 30-44	57% (340)	37% (222)	5% (31)	592
Age: 45-54	49% (149)	46% (141)	5% (16)	306
Age: 55-64	43% (192)	50% (224)	6% (28)	444
Age: 65+	30% (131)	59% (258)	11% (47)	436
Generation Z: 18-22	60% (99)	39% (65)	1% (1)	165
Millennial: Age 23-38	59% (371)	38% (240)	3% (19)	630
Generation X: Age 39-54	50% (262)	44% (231)	6% (30)	524
Boomers: Age 55-73	38% (294)	54% (416)	8% (63)	773
PID: Dem (no lean)	51% (408)	44% (350)	4% (36)	794
PID: Ind (no lean)	48% (356)	46% (346)	6% (46)	749
PID: Rep (no lean)	44% (291)	49% (321)	7% (43)	655
PID/Gender: Dem Men	56% (211)	38% (143)	5% (20)	374
PID/Gender: Dem Women	47% (197)	49% (207)	4% (16)	420
PID/Gender: Ind Men	45% (165)	47% (171)	8% (28)	364
PID/Gender: Ind Women	50% (191)	46% (175)	5% (19)	385
PID/Gender: Rep Men	43% (139)	51% (164)	6% (21)	323
PID/Gender: Rep Women	46% (153)	47% (157)	7% (22)	332
Ideo: Liberal (1-3)	56% (349)	41% (254)	3% (17)	621
Ideo: Moderate (4)	46% (263)	47% (268)	7% (40)	571
Ideo: Conservative (5-7)	43% (310)	50% (360)	6% (46)	716
Educ: < College	50% (755)	45% (674)	5% (81)	1511
Educ: Bachelors degree	45% (197)	50% (223)	5% (23)	443
Educ: Post-grad	42% (103)	49% (120)	8% (21)	244
Income: Under 50k	52% (642)	42% (519)	6% (73)	1234
Income: 50k-100k	43% (297)	52% (358)	5% (34)	688
Income: 100k+	42% (116)	51% (141)	7% (19)	276
Ethnicity: White	46% (789)	48% (828)	6% (103)	1720
Ethnicity: Hispanic	59% (205)	36% (126)	5% (19)	349

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**Table JOK1\_3: In general, what kind of fan do you consider yourself of the following?**

Music

Demographic	An avid fan	A casual fan	Not a fan	Total N
Adults	48% (1056)	46% (1017)	6% (125)	2198
Ethnicity: Afr. Am.	58% (159)	39% (107)	3% (8)	274
Ethnicity: Other	53% (107)	41% (83)	7% (14)	204
Community: Urban	55% (306)	41% (228)	4% (23)	557
Community: Suburban	47% (500)	46% (495)	7% (71)	1066
Community: Rural	43% (250)	51% (294)	5% (31)	575
Employ: Private Sector	55% (421)	41% (314)	4% (34)	769
Employ: Government	54% (65)	43% (52)	3% (4)	121
Employ: Self-Employed	47% (69)	47% (71)	6% (9)	149
Employ: Homemaker	50% (83)	43% (71)	7% (12)	166
Employ: Retired	32% (167)	59% (311)	10% (53)	531
Employ: Unemployed	51% (108)	45% (94)	4% (8)	211
Employ: Other	56% (99)	42% (74)	2% (4)	176
Military HH: Yes	39% (140)	54% (194)	7% (24)	359
Military HH: No	50% (915)	45% (823)	5% (101)	1839
RD/WT: Right Direction	44% (354)	50% (410)	6% (49)	814
RD/WT: Wrong Track	51% (701)	44% (607)	5% (76)	1384
Trump Job Approve	45% (380)	48% (406)	7% (55)	841
Trump Job Disapprove	51% (632)	45% (557)	5% (59)	1247
Trump Job Strongly Approve	42% (189)	51% (232)	8% (34)	455
Trump Job Somewhat Approve	49% (190)	45% (174)	5% (21)	385
Trump Job Somewhat Disapprove	46% (117)	51% (130)	3% (7)	254
Trump Job Strongly Disapprove	52% (515)	43% (427)	5% (51)	994
Favorable of Trump	45% (383)	49% (416)	6% (49)	848
Unfavorable of Trump	51% (624)	44% (530)	5% (60)	1215
Very Favorable of Trump	43% (200)	50% (236)	7% (34)	471
Somewhat Favorable of Trump	48% (183)	48% (179)	4% (15)	377
Somewhat Unfavorable of Trump	44% (92)	50% (104)	6% (13)	209
Very Unfavorable of Trump	53% (532)	42% (426)	5% (47)	1006

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**Table JOK1\_3:** In general, what kind of fan do you consider yourself of the following?*Music*

Demographic	An avid fan	A casual fan	Not a fan	Total N
Adults	48% (1056)	46% (1017)	6% (125)	2198
#1 Issue: Economy	51% (281)	43% (237)	5% (28)	545
#1 Issue: Security	45% (200)	49% (220)	6% (28)	448
#1 Issue: Health Care	50% (174)	45% (156)	4% (15)	346
#1 Issue: Medicare / Social Security	36% (125)	55% (190)	8% (28)	344
#1 Issue: Women's Issues	56% (65)	37% (43)	7% (8)	115
#1 Issue: Education	55% (66)	42% (50)	3% (4)	120
#1 Issue: Energy	54% (85)	43% (68)	4% (6)	159
#1 Issue: Other	48% (58)	45% (55)	7% (8)	121
2018 House Vote: Democrat	50% (389)	45% (345)	5% (41)	775
2018 House Vote: Republican	41% (274)	52% (345)	8% (50)	669
2018 House Vote: Someone else	53% (42)	40% (32)	7% (6)	80
2016 Vote: Hillary Clinton	50% (350)	45% (310)	5% (35)	695
2016 Vote: Donald Trump	43% (297)	51% (352)	6% (43)	691
2016 Vote: Other	46% (73)	46% (74)	9% (14)	161
2016 Vote: Didn't Vote	51% (334)	43% (282)	5% (33)	649
Voted in 2014: Yes	47% (626)	47% (628)	6% (81)	1335
Voted in 2014: No	50% (429)	45% (389)	5% (44)	863
2012 Vote: Barack Obama	50% (437)	45% (395)	5% (46)	878
2012 Vote: Mitt Romney	40% (200)	53% (265)	7% (34)	499
2012 Vote: Other	39% (34)	49% (43)	11% (10)	87
2012 Vote: Didn't Vote	52% (383)	43% (312)	5% (35)	730
4-Region: Northeast	49% (191)	44% (172)	8% (30)	393
4-Region: Midwest	48% (222)	46% (210)	6% (29)	462
4-Region: South	47% (388)	48% (393)	5% (42)	823
4-Region: West	49% (254)	46% (241)	5% (24)	520
Not a film fan	28% (91)	49% (159)	23% (73)	323
Casual film fan	39% (448)	58% (674)	3% (40)	1162
Avid film fan	73% (517)	26% (184)	2% (12)	713

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

**Table JOK1\_4:** In general, what kind of fan do you consider yourself of the following?

*Fashion*

Demographic	An avid fan	A casual fan	Not a fan	Total N
Adults	13% (286)	41% (907)	46% (1005)	2198
Gender: Male	9% (100)	28% (298)	62% (663)	1061
Gender: Female	16% (185)	54% (610)	30% (342)	1137
Age: 18-29	18% (75)	48% (202)	34% (142)	420
Age: 30-44	20% (117)	39% (230)	41% (245)	592
Age: 45-54	12% (37)	41% (127)	46% (142)	306
Age: 55-64	6% (26)	41% (182)	53% (236)	444
Age: 65+	7% (31)	38% (166)	55% (240)	436
Generation Z: 18-22	14% (23)	46% (77)	40% (65)	165
Millennial: Age 23-38	21% (129)	44% (277)	35% (223)	630
Generation X: Age 39-54	15% (77)	39% (206)	46% (241)	524
Boomers: Age 55-73	7% (52)	41% (315)	52% (406)	773
PID: Dem (no lean)	17% (139)	46% (363)	37% (292)	794
PID: Ind (no lean)	10% (74)	40% (297)	51% (379)	749
PID: Rep (no lean)	11% (74)	38% (248)	51% (334)	655
PID/Gender: Dem Men	15% (56)	35% (130)	50% (189)	374
PID/Gender: Dem Women	20% (83)	56% (234)	25% (103)	420
PID/Gender: Ind Men	7% (25)	25% (89)	69% (249)	364
PID/Gender: Ind Women	13% (49)	54% (207)	34% (129)	385
PID/Gender: Rep Men	6% (20)	24% (79)	70% (225)	323
PID/Gender: Rep Women	16% (54)	51% (169)	33% (109)	332
Ideo: Liberal (1-3)	17% (103)	47% (293)	36% (225)	621
Ideo: Moderate (4)	13% (72)	39% (221)	49% (278)	571
Ideo: Conservative (5-7)	10% (69)	39% (279)	51% (369)	716
Educ: < College	11% (173)	42% (639)	46% (699)	1511
Educ: Bachelors degree	17% (77)	38% (167)	45% (199)	443
Educ: Post-grad	15% (35)	42% (102)	44% (107)	244
Income: Under 50k	13% (166)	40% (494)	46% (573)	1234
Income: 50k-100k	11% (74)	43% (297)	46% (317)	688
Income: 100k+	16% (45)	42% (116)	41% (114)	276
Ethnicity: White	10% (170)	40% (692)	50% (858)	1720
Ethnicity: Hispanic	20% (71)	38% (132)	42% (146)	349

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**Table JOK1\_4:** *In general, what kind of fan do you consider yourself of the following?*  
 Fashion

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	13%	(286)	41%	(907)	46%	(1005)	2198
Ethnicity: Afr. Am.	29%	(79)	47%	(129)	24%	(66)	274
Ethnicity: Other	18%	(36)	42%	(86)	40%	(81)	204
Community: Urban	20%	(110)	40%	(225)	40%	(222)	557
Community: Suburban	12%	(125)	43%	(459)	45%	(482)	1066
Community: Rural	9%	(51)	39%	(223)	52%	(301)	575
Employ: Private Sector	17%	(130)	38%	(292)	45%	(347)	769
Employ: Government	14%	(17)	41%	(50)	45%	(54)	121
Employ: Self-Employed	15%	(22)	44%	(66)	41%	(62)	149
Employ: Homemaker	15%	(25)	55%	(91)	30%	(49)	166
Employ: Retired	5%	(27)	39%	(208)	56%	(296)	531
Employ: Unemployed	15%	(32)	43%	(90)	42%	(89)	211
Employ: Other	14%	(24)	44%	(77)	42%	(75)	176
Military HH: Yes	6%	(23)	43%	(153)	51%	(183)	359
Military HH: No	14%	(263)	41%	(754)	45%	(822)	1839
RD/WT: Right Direction	11%	(93)	39%	(317)	50%	(404)	814
RD/WT: Wrong Track	14%	(193)	43%	(591)	43%	(601)	1384
Trump Job Approve	11%	(92)	38%	(315)	52%	(433)	841
Trump Job Disapprove	14%	(179)	43%	(538)	43%	(531)	1247
Trump Job Strongly Approve	12%	(53)	36%	(163)	52%	(239)	455
Trump Job Somewhat Approve	10%	(39)	40%	(152)	50%	(194)	385
Trump Job Somewhat Disapprove	12%	(30)	49%	(124)	39%	(100)	254
Trump Job Strongly Disapprove	15%	(149)	42%	(413)	43%	(432)	994
Favorable of Trump	10%	(89)	39%	(329)	51%	(430)	848
Unfavorable of Trump	15%	(180)	42%	(512)	43%	(523)	1215
Very Favorable of Trump	9%	(44)	39%	(183)	52%	(243)	471
Somewhat Favorable of Trump	12%	(44)	39%	(146)	50%	(187)	377
Somewhat Unfavorable of Trump	18%	(38)	41%	(85)	41%	(86)	209
Very Unfavorable of Trump	14%	(141)	43%	(427)	43%	(437)	1006

Continued on next page

**Table JOK1\_4:** In general, what kind of fan do you consider yourself of the following?

*Fashion*

Demographic	An avid fan	A casual fan	Not a fan	Total N
Adults	13% (286)	41% (907)	46% (1005)	2198
#1 Issue: Economy	14% (75)	42% (229)	44% (242)	545
#1 Issue: Security	14% (61)	41% (182)	46% (204)	448
#1 Issue: Health Care	13% (46)	46% (160)	41% (140)	346
#1 Issue: Medicare / Social Security	8% (27)	37% (126)	56% (191)	344
#1 Issue: Women's Issues	21% (25)	44% (51)	35% (40)	115
#1 Issue: Education	22% (27)	45% (54)	33% (40)	120
#1 Issue: Energy	12% (20)	41% (65)	47% (74)	159
#1 Issue: Other	5% (6)	34% (41)	61% (74)	121
2018 House Vote: Democrat	15% (116)	43% (337)	42% (322)	775
2018 House Vote: Republican	10% (65)	38% (252)	53% (352)	669
2018 House Vote: Someone else	18% (14)	42% (33)	40% (32)	80
2016 Vote: Hillary Clinton	15% (102)	44% (308)	41% (286)	695
2016 Vote: Donald Trump	11% (73)	39% (268)	51% (351)	691
2016 Vote: Other	8% (13)	38% (62)	53% (86)	161
2016 Vote: Didn't Vote	15% (97)	42% (270)	43% (281)	649
Voted in 2014: Yes	12% (166)	41% (546)	47% (623)	1335
Voted in 2014: No	14% (119)	42% (362)	44% (382)	863
2012 Vote: Barack Obama	14% (125)	42% (373)	43% (380)	878
2012 Vote: Mitt Romney	9% (43)	38% (192)	53% (264)	499
2012 Vote: Other	13% (11)	26% (23)	61% (54)	87
2012 Vote: Didn't Vote	15% (106)	44% (319)	42% (305)	730
4-Region: Northeast	15% (57)	38% (148)	48% (188)	393
4-Region: Midwest	9% (41)	40% (184)	51% (237)	462
4-Region: South	14% (117)	44% (362)	42% (345)	823
4-Region: West	14% (71)	41% (213)	45% (235)	520
Not a film fan	5% (17)	27% (86)	68% (220)	323
Casual film fan	8% (97)	46% (537)	45% (528)	1162
Avid film fan	24% (171)	40% (285)	36% (257)	713

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



**Table JOK2\_1: Do you agree or disagree with the following statements?**  
*When watching movies, I like to understand why a villain becomes a villain*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	28% (624)	43% (938)	11% (231)	5% (118)	13% (287)	2198
Gender: Male	27% (286)	44% (470)	10% (110)	5% (53)	13% (142)	1061
Gender: Female	30% (338)	41% (468)	11% (122)	6% (64)	13% (145)	1137
Age: 18-29	46% (192)	33% (139)	8% (33)	2% (8)	12% (48)	420
Age: 30-44	35% (206)	39% (228)	10% (58)	5% (30)	12% (69)	592
Age: 45-54	29% (87)	44% (134)	8% (26)	5% (16)	14% (43)	306
Age: 55-64	17% (77)	51% (225)	12% (54)	6% (28)	13% (60)	444
Age: 65+	14% (61)	49% (211)	14% (61)	8% (36)	15% (67)	436
Generation Z: 18-22	43% (72)	31% (51)	10% (16)	1% (1)	15% (25)	165
Millennial: Age 23-38	41% (256)	36% (226)	9% (59)	4% (23)	10% (66)	630
Generation X: Age 39-54	30% (158)	43% (224)	8% (42)	6% (30)	13% (70)	524
Boomers: Age 55-73	17% (130)	49% (382)	13% (104)	7% (54)	13% (103)	773
PID: Dem (no lean)	33% (262)	44% (346)	11% (85)	4% (28)	9% (73)	794
PID: Ind (no lean)	27% (201)	44% (327)	8% (63)	5% (36)	16% (122)	749
PID: Rep (no lean)	25% (161)	40% (264)	13% (83)	8% (54)	14% (93)	655
PID/Gender: Dem Men	34% (126)	46% (171)	9% (34)	3% (11)	8% (32)	374
PID/Gender: Dem Women	32% (136)	42% (175)	12% (50)	4% (17)	10% (41)	420
PID/Gender: Ind Men	22% (80)	46% (166)	10% (36)	6% (23)	16% (58)	364
PID/Gender: Ind Women	31% (121)	42% (161)	7% (27)	3% (13)	17% (64)	385
PID/Gender: Rep Men	25% (79)	41% (132)	12% (39)	6% (20)	16% (53)	323
PID/Gender: Rep Women	25% (82)	40% (132)	13% (45)	10% (34)	12% (40)	332
Ideo: Liberal (1-3)	36% (223)	41% (255)	12% (72)	3% (20)	8% (51)	621
Ideo: Moderate (4)	25% (141)	49% (280)	10% (55)	4% (23)	13% (73)	571
Ideo: Conservative (5-7)	24% (173)	43% (307)	12% (84)	9% (65)	12% (87)	716
Educ: < College	29% (441)	41% (624)	10% (158)	5% (75)	14% (213)	1511
Educ: Bachelors degree	27% (119)	46% (203)	11% (50)	6% (25)	11% (47)	443
Educ: Post-grad	26% (64)	45% (111)	9% (23)	8% (18)	11% (27)	244
Income: Under 50k	31% (386)	39% (480)	11% (131)	5% (67)	14% (169)	1234
Income: 50k-100k	23% (161)	48% (329)	10% (69)	5% (38)	13% (91)	688
Income: 100k+	28% (77)	47% (129)	11% (30)	5% (13)	10% (27)	276
Ethnicity: White	25% (431)	44% (762)	11% (194)	5% (93)	14% (241)	1720

Continued on next page

**Table JOK2\_1: Do you agree or disagree with the following statements?**  
*When watching movies, I like to understand why a villain becomes a villain*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	28% (624)	43% (938)	11% (231)	5% (118)	13% (287)	2198
Ethnicity: Hispanic	41% (143)	36% (127)	11% (37)	3% (12)	9% (30)	349
Ethnicity: Afr. Am.	43% (116)	37% (102)	7% (18)	5% (12)	9% (25)	274
Ethnicity: Other	38% (77)	36% (74)	9% (19)	6% (12)	11% (22)	204
Community: Urban	32% (179)	41% (229)	11% (61)	5% (27)	11% (61)	557
Community: Suburban	27% (286)	45% (478)	11% (116)	6% (60)	12% (125)	1066
Community: Rural	28% (159)	40% (231)	9% (54)	5% (30)	18% (101)	575
Employ: Private Sector	30% (232)	41% (315)	11% (82)	5% (40)	13% (100)	769
Employ: Government	30% (36)	46% (55)	10% (12)	4% (5)	10% (13)	121
Employ: Self-Employed	27% (41)	47% (71)	10% (15)	4% (6)	11% (17)	149
Employ: Homemaker	35% (58)	43% (71)	9% (15)	3% (5)	11% (18)	166
Employ: Retired	18% (94)	49% (258)	13% (71)	7% (39)	13% (69)	531
Employ: Unemployed	27% (58)	38% (80)	12% (26)	7% (16)	15% (32)	211
Employ: Other	41% (72)	38% (66)	5% (8)	3% (5)	14% (25)	176
Military HH: Yes	24% (87)	47% (167)	11% (40)	7% (24)	11% (40)	359
Military HH: No	29% (537)	42% (771)	10% (191)	5% (94)	13% (247)	1839
RD/WT: Right Direction	25% (204)	41% (332)	11% (93)	8% (64)	15% (121)	814
RD/WT: Wrong Track	30% (420)	44% (606)	10% (138)	4% (54)	12% (166)	1384
Trump Job Approve	23% (192)	43% (365)	11% (90)	8% (70)	15% (123)	841
Trump Job Disapprove	33% (407)	43% (541)	10% (126)	4% (45)	10% (128)	1247
Trump Job Strongly Approve	24% (109)	39% (179)	10% (47)	10% (45)	16% (75)	455
Trump Job Somewhat Approve	22% (83)	48% (187)	11% (43)	6% (25)	13% (49)	385
Trump Job Somewhat Disapprove	29% (74)	49% (124)	10% (26)	3% (8)	9% (22)	254
Trump Job Strongly Disapprove	33% (333)	42% (418)	10% (100)	4% (37)	11% (106)	994
Favorable of Trump	23% (193)	44% (375)	10% (88)	8% (72)	14% (120)	848
Unfavorable of Trump	33% (398)	44% (530)	10% (127)	3% (41)	10% (119)	1215
Very Favorable of Trump	24% (113)	39% (184)	10% (46)	10% (49)	17% (79)	471
Somewhat Favorable of Trump	21% (80)	51% (191)	11% (42)	6% (23)	11% (41)	377
Somewhat Unfavorable of Trump	27% (56)	46% (96)	14% (29)	3% (5)	11% (23)	209
Very Unfavorable of Trump	34% (341)	43% (434)	10% (98)	4% (36)	10% (96)	1006

Continued on next page

**Table JOK2\_1: Do you agree or disagree with the following statements?**  
*When watching movies, I like to understand why a villain becomes a villain*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	28% (624)	43% (938)	11% (231)	5% (118)	13% (287)	2198
#1 Issue: Economy	29% (157)	45% (246)	10% (54)	6% (31)	11% (58)	545
#1 Issue: Security	25% (111)	42% (186)	11% (48)	8% (36)	15% (66)	448
#1 Issue: Health Care	29% (99)	45% (154)	10% (33)	4% (14)	13% (45)	346
#1 Issue: Medicare / Social Security	18% (62)	51% (175)	11% (37)	5% (17)	16% (54)	344
#1 Issue: Women's Issues	43% (49)	33% (38)	7% (8)	4% (5)	13% (15)	115
#1 Issue: Education	40% (48)	28% (33)	13% (16)	6% (7)	14% (16)	120
#1 Issue: Energy	34% (53)	38% (61)	15% (24)	3% (5)	10% (15)	159
#1 Issue: Other	37% (45)	37% (45)	9% (11)	3% (3)	14% (18)	121
2018 House Vote: Democrat	28% (218)	47% (364)	10% (77)	4% (28)	11% (88)	775
2018 House Vote: Republican	26% (172)	42% (279)	11% (73)	8% (57)	13% (88)	669
2018 House Vote: Someone else	21% (17)	43% (34)	14% (11)	3% (2)	18% (15)	80
2016 Vote: Hillary Clinton	28% (197)	48% (332)	10% (73)	3% (23)	10% (71)	695
2016 Vote: Donald Trump	24% (167)	42% (293)	12% (80)	8% (56)	14% (95)	691
2016 Vote: Other	22% (36)	48% (77)	9% (15)	5% (8)	16% (25)	161
2016 Vote: Didn't Vote	34% (223)	36% (235)	10% (64)	5% (30)	15% (96)	649
Voted in 2014: Yes	25% (340)	46% (610)	11% (149)	5% (71)	12% (165)	1335
Voted in 2014: No	33% (284)	38% (327)	10% (83)	5% (47)	14% (122)	863
2012 Vote: Barack Obama	30% (263)	46% (401)	10% (85)	4% (32)	11% (97)	878
2012 Vote: Mitt Romney	20% (98)	46% (228)	13% (64)	9% (45)	13% (64)	499
2012 Vote: Other	22% (20)	42% (37)	9% (8)	6% (5)	20% (18)	87
2012 Vote: Didn't Vote	33% (243)	37% (270)	10% (74)	5% (36)	15% (107)	730
4-Region: Northeast	30% (120)	41% (163)	11% (43)	4% (14)	13% (53)	393
4-Region: Midwest	26% (120)	42% (196)	10% (47)	7% (31)	15% (68)	462
4-Region: South	27% (225)	44% (362)	9% (78)	6% (50)	13% (109)	823
4-Region: West	31% (160)	42% (217)	12% (63)	4% (23)	11% (58)	520
Not a film fan	18% (60)	32% (102)	10% (32)	10% (33)	30% (97)	323
Casual film fan	25% (288)	45% (518)	13% (150)	6% (65)	12% (141)	1162
Avid film fan	39% (276)	45% (317)	7% (49)	3% (20)	7% (49)	713

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

**Table JOK2\_2: Do you agree or disagree with the following statements?**  
*I like protagonists, or lead characters, that have a darker side*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	16% (359)	34% (744)	20% (429)	13% (286)	17% (380)	2198
Gender: Male	19% (202)	36% (380)	18% (189)	10% (109)	17% (180)	1061
Gender: Female	14% (157)	32% (364)	21% (240)	15% (176)	18% (200)	1137
Age: 18-29	27% (115)	41% (173)	11% (46)	3% (14)	17% (72)	420
Age: 30-44	23% (139)	35% (206)	18% (108)	10% (56)	14% (82)	592
Age: 45-54	15% (45)	34% (105)	15% (47)	14% (44)	21% (64)	306
Age: 55-64	9% (41)	31% (139)	24% (105)	16% (71)	20% (87)	444
Age: 65+	4% (19)	28% (121)	28% (123)	23% (99)	17% (74)	436
Generation Z: 18-22	32% (52)	31% (51)	11% (18)	2% (4)	24% (40)	165
Millennial: Age 23-38	24% (154)	41% (258)	15% (91)	8% (49)	12% (78)	630
Generation X: Age 39-54	18% (93)	34% (176)	17% (92)	12% (62)	19% (101)	524
Boomers: Age 55-73	7% (57)	30% (230)	26% (201)	18% (141)	19% (143)	773
PID: Dem (no lean)	21% (166)	38% (302)	19% (149)	9% (69)	14% (107)	794
PID: Ind (no lean)	17% (126)	32% (242)	18% (133)	11% (79)	22% (168)	749
PID: Rep (no lean)	10% (68)	30% (200)	22% (146)	21% (137)	16% (104)	655
PID/Gender: Dem Men	27% (100)	38% (143)	17% (62)	6% (22)	12% (47)	374
PID/Gender: Dem Women	16% (65)	38% (160)	21% (87)	11% (47)	14% (61)	420
PID/Gender: Ind Men	17% (63)	34% (125)	16% (59)	10% (36)	23% (82)	364
PID/Gender: Ind Women	16% (63)	31% (118)	19% (75)	11% (44)	22% (86)	385
PID/Gender: Rep Men	12% (39)	35% (112)	21% (68)	16% (52)	16% (52)	323
PID/Gender: Rep Women	9% (29)	26% (87)	24% (78)	26% (85)	16% (53)	332
Ideo: Liberal (1-3)	25% (153)	39% (241)	19% (115)	8% (50)	10% (61)	621
Ideo: Moderate (4)	15% (86)	36% (205)	20% (116)	11% (65)	17% (99)	571
Ideo: Conservative (5-7)	12% (83)	30% (213)	24% (171)	19% (139)	15% (110)	716
Educ: < College	17% (252)	33% (491)	19% (281)	13% (192)	20% (295)	1511
Educ: Bachelors degree	17% (77)	36% (161)	22% (98)	14% (61)	11% (47)	443
Educ: Post-grad	13% (31)	38% (91)	21% (50)	14% (33)	16% (38)	244
Income: Under 50k	18% (224)	32% (390)	17% (206)	14% (171)	20% (243)	1234
Income: 50k-100k	13% (89)	36% (251)	24% (162)	13% (87)	14% (99)	688
Income: 100k+	17% (46)	37% (103)	22% (62)	10% (27)	14% (38)	276
Ethnicity: White	15% (254)	35% (596)	21% (355)	14% (233)	16% (282)	1720

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**Table JOK2\_2: Do you agree or disagree with the following statements?**  
*I like protagonists, or lead characters, that have a darker side*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	16% (359)	34% (744)	20% (429)	13% (286)	17% (380)	2198
Ethnicity: Hispanic	29% (102)	30% (104)	18% (63)	9% (31)	14% (50)	349
Ethnicity: Afr. Am.	22% (60)	31% (84)	13% (35)	12% (32)	23% (63)	274
Ethnicity: Other	22% (45)	31% (64)	19% (39)	10% (21)	17% (35)	204
Community: Urban	20% (113)	38% (213)	16% (88)	11% (59)	15% (85)	557
Community: Suburban	16% (169)	33% (355)	22% (233)	13% (138)	16% (171)	1066
Community: Rural	13% (78)	31% (176)	19% (109)	15% (89)	21% (123)	575
Employ: Private Sector	20% (153)	40% (305)	18% (137)	9% (71)	13% (102)	769
Employ: Government	14% (17)	33% (40)	15% (19)	16% (20)	22% (26)	121
Employ: Self-Employed	21% (31)	36% (54)	13% (19)	10% (15)	20% (31)	149
Employ: Homemaker	20% (33)	35% (58)	20% (34)	9% (15)	16% (26)	166
Employ: Retired	6% (32)	27% (146)	26% (139)	22% (119)	18% (95)	531
Employ: Unemployed	19% (41)	26% (54)	21% (43)	13% (27)	21% (45)	211
Employ: Other	20% (35)	34% (61)	17% (30)	8% (13)	21% (38)	176
Military HH: Yes	12% (41)	32% (115)	26% (95)	14% (52)	15% (55)	359
Military HH: No	17% (318)	34% (629)	18% (334)	13% (234)	18% (324)	1839
RD/WT: Right Direction	13% (107)	32% (260)	21% (169)	17% (139)	17% (139)	814
RD/WT: Wrong Track	18% (252)	35% (484)	19% (260)	11% (146)	17% (241)	1384
Trump Job Approve	13% (108)	32% (267)	20% (171)	18% (153)	17% (142)	841
Trump Job Disapprove	20% (244)	36% (451)	20% (245)	10% (125)	15% (182)	1247
Trump Job Strongly Approve	12% (53)	29% (134)	19% (88)	23% (105)	17% (76)	455
Trump Job Somewhat Approve	14% (55)	35% (133)	22% (84)	12% (48)	17% (66)	385
Trump Job Somewhat Disapprove	12% (30)	41% (103)	24% (61)	8% (21)	15% (38)	254
Trump Job Strongly Disapprove	22% (214)	35% (348)	18% (184)	11% (105)	14% (144)	994
Favorable of Trump	12% (103)	32% (274)	20% (173)	19% (160)	16% (138)	848
Unfavorable of Trump	20% (243)	36% (440)	20% (244)	9% (115)	14% (173)	1215
Very Favorable of Trump	12% (57)	28% (132)	20% (92)	23% (109)	17% (80)	471
Somewhat Favorable of Trump	12% (46)	38% (142)	21% (81)	13% (51)	15% (58)	377
Somewhat Unfavorable of Trump	16% (34)	37% (78)	24% (49)	6% (12)	17% (35)	209
Very Unfavorable of Trump	21% (209)	36% (362)	19% (194)	10% (103)	14% (138)	1006

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**Table JOK2\_2: Do you agree or disagree with the following statements?  
I like protagonists, or lead characters, that have a darker side**

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	16% (359)	34% (744)	20% (429)	13% (286)	17% (380)	2198
#1 Issue: Economy	16% (85)	38% (209)	22% (122)	10% (55)	14% (74)	545
#1 Issue: Security	14% (65)	31% (138)	16% (73)	17% (78)	21% (93)	448
#1 Issue: Health Care	21% (73)	32% (111)	20% (69)	11% (39)	15% (53)	346
#1 Issue: Medicare / Social Security	7% (26)	29% (101)	27% (91)	18% (63)	18% (63)	344
#1 Issue: Women's Issues	29% (34)	35% (40)	14% (16)	8% (10)	13% (15)	115
#1 Issue: Education	19% (23)	35% (42)	11% (14)	13% (16)	22% (27)	120
#1 Issue: Energy	21% (34)	44% (70)	12% (19)	5% (8)	18% (28)	159
#1 Issue: Other	16% (20)	27% (33)	21% (25)	14% (16)	23% (27)	121
2018 House Vote: Democrat	18% (142)	37% (285)	19% (146)	10% (79)	16% (122)	775
2018 House Vote: Republican	12% (78)	32% (211)	22% (145)	21% (139)	14% (97)	669
2018 House Vote: Someone else	15% (12)	30% (24)	18% (14)	13% (11)	24% (19)	80
2016 Vote: Hillary Clinton	18% (125)	36% (252)	19% (132)	11% (75)	16% (111)	695
2016 Vote: Donald Trump	11% (76)	31% (214)	23% (158)	20% (142)	15% (102)	691
2016 Vote: Other	16% (26)	34% (55)	25% (40)	7% (11)	18% (28)	161
2016 Vote: Didn't Vote	20% (131)	34% (222)	15% (99)	9% (58)	21% (138)	649
Voted in 2014: Yes	15% (205)	32% (433)	22% (295)	15% (194)	16% (209)	1335
Voted in 2014: No	18% (155)	36% (311)	16% (135)	11% (92)	20% (171)	863
2012 Vote: Barack Obama	18% (160)	36% (315)	20% (179)	11% (96)	15% (128)	878
2012 Vote: Mitt Romney	10% (49)	30% (149)	26% (132)	19% (96)	15% (73)	499
2012 Vote: Other	17% (14)	25% (22)	13% (12)	17% (15)	28% (24)	87
2012 Vote: Didn't Vote	19% (136)	35% (256)	15% (106)	11% (79)	21% (153)	730
4-Region: Northeast	18% (71)	34% (134)	21% (81)	11% (42)	17% (65)	393
4-Region: Midwest	15% (67)	36% (166)	21% (95)	12% (57)	17% (78)	462
4-Region: South	15% (123)	34% (276)	17% (143)	15% (122)	19% (159)	823
4-Region: West	19% (98)	33% (169)	21% (110)	12% (65)	15% (78)	520
Not a film fan	8% (26)	22% (71)	14% (46)	21% (67)	35% (113)	323
Casual film fan	13% (146)	34% (400)	23% (271)	13% (155)	16% (189)	1162
Avid film fan	26% (187)	38% (273)	16% (111)	9% (63)	11% (78)	713

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

**Table JOK2\_3: Do you agree or disagree with the following statements?**  
*I prefer heroes that I can relate to*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	25% (552)	48% (1047)	9% (204)	3% (70)	15% (324)	2198
Gender: Male	26% (273)	48% (510)	9% (100)	3% (30)	14% (147)	1061
Gender: Female	25% (279)	47% (537)	9% (104)	4% (40)	16% (177)	1137
Age: 18-29	36% (152)	39% (164)	7% (30)	3% (12)	15% (61)	420
Age: 30-44	27% (160)	44% (261)	11% (67)	5% (27)	13% (78)	592
Age: 45-54	22% (66)	50% (154)	6% (20)	5% (16)	17% (51)	306
Age: 55-64	21% (95)	50% (221)	11% (48)	2% (9)	16% (70)	444
Age: 65+	18% (79)	57% (247)	9% (39)	1% (6)	15% (64)	436
Generation Z: 18-22	36% (60)	38% (62)	6% (10)	2% (3)	18% (30)	165
Millennial: Age 23-38	32% (204)	42% (262)	10% (65)	3% (19)	13% (79)	630
Generation X: Age 39-54	22% (113)	49% (255)	8% (42)	7% (34)	15% (80)	524
Boomers: Age 55-73	21% (158)	52% (405)	10% (78)	1% (11)	15% (120)	773
PID: Dem (no lean)	28% (220)	48% (379)	10% (78)	2% (19)	12% (98)	794
PID: Ind (no lean)	24% (178)	45% (334)	9% (65)	4% (32)	19% (140)	749
PID: Rep (no lean)	24% (155)	51% (334)	9% (61)	3% (20)	13% (86)	655
PID/Gender: Dem Men	29% (109)	48% (179)	9% (33)	3% (11)	12% (43)	374
PID/Gender: Dem Women	26% (111)	48% (200)	11% (45)	2% (8)	13% (55)	420
PID/Gender: Ind Men	22% (82)	48% (176)	10% (36)	3% (11)	16% (60)	364
PID/Gender: Ind Women	25% (96)	41% (159)	7% (29)	6% (21)	21% (81)	385
PID/Gender: Rep Men	26% (83)	48% (156)	10% (31)	3% (9)	14% (45)	323
PID/Gender: Rep Women	22% (72)	54% (178)	9% (30)	3% (11)	12% (41)	332
Ideo: Liberal (1-3)	28% (177)	49% (305)	9% (57)	2% (13)	11% (69)	621
Ideo: Moderate (4)	23% (129)	52% (295)	10% (57)	4% (20)	12% (69)	571
Ideo: Conservative (5-7)	26% (188)	51% (363)	10% (71)	2% (16)	11% (79)	716
Educ: < College	26% (395)	44% (669)	9% (138)	4% (58)	17% (251)	1511
Educ: Bachelors degree	24% (108)	54% (241)	9% (41)	2% (8)	10% (45)	443
Educ: Post-grad	20% (49)	56% (138)	10% (25)	2% (4)	11% (28)	244
Income: Under 50k	27% (338)	44% (538)	9% (107)	4% (48)	16% (203)	1234
Income: 50k-100k	22% (150)	53% (362)	10% (70)	3% (18)	13% (88)	688
Income: 100k+	23% (64)	53% (147)	10% (27)	2% (5)	12% (33)	276
Ethnicity: White	24% (406)	50% (862)	9% (158)	2% (37)	15% (257)	1720

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**Table JOK2\_3: Do you agree or disagree with the following statements?  
I prefer heroes that I can relate to**

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	25% (552)	48% (1047)	9% (204)	3% (70)	15% (324)	2198
Ethnicity: Hispanic	39% (134)	38% (132)	8% (28)	5% (19)	10% (36)	349
Ethnicity: Afr. Am.	32% (87)	34% (94)	12% (34)	8% (22)	14% (37)	274
Ethnicity: Other	29% (60)	45% (91)	6% (12)	5% (11)	15% (30)	204
Community: Urban	27% (149)	48% (269)	9% (52)	3% (16)	13% (71)	557
Community: Suburban	24% (255)	48% (516)	10% (111)	3% (35)	14% (149)	1066
Community: Rural	26% (148)	46% (262)	7% (42)	3% (19)	18% (104)	575
Employ: Private Sector	24% (188)	49% (380)	10% (78)	2% (17)	14% (106)	769
Employ: Government	28% (33)	48% (58)	9% (11)	5% (6)	11% (13)	121
Employ: Self-Employed	30% (45)	45% (68)	7% (11)	3% (5)	14% (20)	149
Employ: Homemaker	27% (45)	41% (69)	9% (15)	7% (12)	15% (26)	166
Employ: Retired	19% (102)	55% (295)	10% (51)	2% (11)	14% (73)	531
Employ: Unemployed	32% (66)	34% (73)	7% (15)	6% (13)	21% (44)	211
Employ: Other	28% (49)	44% (77)	9% (16)	2% (3)	17% (31)	176
Military HH: Yes	23% (84)	52% (185)	10% (34)	3% (12)	12% (44)	359
Military HH: No	25% (469)	47% (862)	9% (170)	3% (58)	15% (281)	1839
RD/WT: Right Direction	26% (211)	47% (379)	10% (81)	4% (29)	14% (114)	814
RD/WT: Wrong Track	25% (342)	48% (668)	9% (123)	3% (41)	15% (210)	1384
Trump Job Approve	24% (202)	50% (420)	10% (80)	3% (27)	13% (112)	841
Trump Job Disapprove	26% (329)	48% (603)	9% (116)	3% (36)	13% (163)	1247
Trump Job Strongly Approve	27% (125)	46% (208)	10% (44)	4% (18)	13% (60)	455
Trump Job Somewhat Approve	20% (77)	55% (212)	9% (36)	2% (9)	13% (52)	385
Trump Job Somewhat Disapprove	31% (78)	45% (113)	14% (36)	1% (3)	9% (23)	254
Trump Job Strongly Disapprove	25% (251)	49% (489)	8% (80)	3% (33)	14% (141)	994
Favorable of Trump	25% (209)	51% (430)	9% (77)	3% (29)	12% (103)	848
Unfavorable of Trump	26% (315)	48% (589)	10% (119)	3% (33)	13% (158)	1215
Very Favorable of Trump	28% (133)	47% (222)	8% (40)	3% (16)	13% (60)	471
Somewhat Favorable of Trump	20% (76)	55% (208)	10% (37)	3% (13)	11% (43)	377
Somewhat Unfavorable of Trump	25% (53)	43% (91)	13% (28)	3% (6)	15% (31)	209
Very Unfavorable of Trump	26% (262)	50% (498)	9% (91)	3% (28)	13% (126)	1006

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**Table JOK2\_3: Do you agree or disagree with the following statements?  
I prefer heroes that I can relate to**

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	25% (552)	48% (1047)	9% (204)	3% (70)	15% (324)	2198
#1 Issue: Economy	24% (129)	47% (257)	12% (68)	3% (17)	14% (75)	545
#1 Issue: Security	24% (106)	47% (211)	9% (42)	5% (21)	15% (68)	448
#1 Issue: Health Care	30% (103)	46% (158)	9% (31)	2% (8)	13% (46)	346
#1 Issue: Medicare / Social Security	18% (63)	55% (190)	8% (26)	3% (9)	16% (56)	344
#1 Issue: Women's Issues	32% (37)	42% (49)	12% (14)	3% (3)	11% (13)	115
#1 Issue: Education	31% (37)	44% (54)	7% (9)	3% (3)	15% (18)	120
#1 Issue: Energy	28% (44)	47% (75)	6% (10)	3% (5)	16% (25)	159
#1 Issue: Other	27% (33)	44% (54)	5% (6)	3% (4)	20% (24)	121
2018 House Vote: Democrat	24% (184)	53% (410)	9% (70)	2% (17)	12% (93)	775
2018 House Vote: Republican	24% (163)	51% (342)	9% (59)	3% (22)	12% (83)	669
2018 House Vote: Someone else	22% (18)	45% (36)	10% (8)	1% (1)	22% (18)	80
2016 Vote: Hillary Clinton	24% (170)	50% (351)	10% (68)	3% (21)	12% (86)	695
2016 Vote: Donald Trump	26% (177)	51% (350)	9% (62)	2% (16)	13% (87)	691
2016 Vote: Other	15% (24)	58% (94)	10% (16)	1% (2)	15% (25)	161
2016 Vote: Didn't Vote	28% (180)	39% (252)	9% (57)	5% (32)	20% (127)	649
Voted in 2014: Yes	24% (322)	51% (687)	10% (133)	2% (32)	12% (163)	1335
Voted in 2014: No	27% (231)	42% (361)	8% (71)	4% (39)	19% (161)	863
2012 Vote: Barack Obama	24% (206)	51% (443)	10% (90)	3% (30)	12% (107)	878
2012 Vote: Mitt Romney	25% (127)	52% (260)	9% (45)	1% (6)	12% (61)	499
2012 Vote: Other	11% (10)	50% (43)	14% (12)	4% (4)	21% (18)	87
2012 Vote: Didn't Vote	29% (209)	41% (298)	8% (56)	4% (31)	19% (135)	730
4-Region: Northeast	24% (94)	45% (177)	12% (46)	5% (18)	15% (59)	393
4-Region: Midwest	24% (113)	46% (210)	11% (50)	2% (12)	17% (77)	462
4-Region: South	26% (217)	47% (390)	8% (62)	3% (26)	16% (129)	823
4-Region: West	25% (129)	52% (270)	9% (46)	3% (15)	12% (60)	520
Not a film fan	22% (70)	40% (130)	6% (19)	5% (15)	28% (89)	323
Casual film fan	20% (237)	52% (606)	9% (107)	3% (34)	15% (178)	1162
Avid film fan	34% (245)	44% (311)	11% (78)	3% (21)	8% (57)	713

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

**Table JOK2\_4:** Do you agree or disagree with the following statements?  
I prefer villains that I can relate to

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	12% (268)	30% (657)	21% (471)	17% (377)	19% (425)	2198
Gender: Male	13% (141)	31% (328)	24% (255)	15% (163)	16% (174)	1061
Gender: Female	11% (127)	29% (330)	19% (216)	19% (214)	22% (251)	1137
Age: 18-29	20% (83)	37% (154)	17% (71)	8% (34)	19% (78)	420
Age: 30-44	17% (99)	33% (196)	21% (126)	11% (67)	18% (104)	592
Age: 45-54	15% (45)	29% (89)	18% (56)	14% (44)	23% (72)	306
Age: 55-64	6% (26)	27% (122)	25% (110)	23% (101)	19% (85)	444
Age: 65+	3% (14)	22% (97)	25% (108)	30% (129)	20% (87)	436
Generation Z: 18-22	24% (40)	31% (51)	17% (27)	5% (8)	23% (38)	165
Millennial: Age 23-38	17% (110)	36% (228)	20% (128)	10% (63)	16% (102)	630
Generation X: Age 39-54	15% (77)	30% (160)	19% (98)	14% (76)	22% (113)	524
Boomers: Age 55-73	5% (38)	25% (194)	25% (190)	26% (201)	19% (150)	773
PID: Dem (no lean)	14% (114)	34% (272)	21% (165)	15% (116)	16% (128)	794
PID: Ind (no lean)	13% (100)	28% (209)	22% (162)	14% (107)	23% (171)	749
PID: Rep (no lean)	8% (54)	27% (177)	22% (144)	24% (154)	19% (126)	655
PID/Gender: Dem Men	18% (66)	35% (130)	22% (82)	12% (46)	13% (50)	374
PID/Gender: Dem Women	11% (48)	34% (141)	20% (83)	17% (70)	19% (78)	420
PID/Gender: Ind Men	13% (48)	28% (100)	27% (97)	14% (51)	19% (67)	364
PID/Gender: Ind Women	13% (52)	28% (108)	17% (65)	15% (56)	27% (104)	385
PID/Gender: Rep Men	8% (27)	30% (97)	24% (76)	20% (66)	18% (57)	323
PID/Gender: Rep Women	8% (27)	24% (80)	20% (68)	27% (88)	21% (69)	332
Ideo: Liberal (1-3)	14% (88)	37% (232)	22% (134)	14% (86)	13% (81)	621
Ideo: Moderate (4)	11% (66)	35% (201)	23% (129)	13% (75)	18% (100)	571
Ideo: Conservative (5-7)	10% (75)	23% (165)	23% (167)	24% (172)	19% (137)	716
Educ: < College	14% (214)	28% (428)	20% (300)	17% (258)	21% (311)	1511
Educ: Bachelors degree	9% (40)	34% (153)	25% (109)	17% (76)	15% (65)	443
Educ: Post-grad	6% (14)	31% (77)	25% (61)	17% (42)	20% (50)	244
Income: Under 50k	14% (177)	30% (365)	19% (239)	16% (200)	21% (253)	1234
Income: 50k-100k	9% (64)	30% (206)	23% (161)	19% (129)	19% (128)	688
Income: 100k+	10% (27)	31% (86)	26% (71)	17% (48)	16% (44)	276
Ethnicity: White	11% (182)	30% (521)	22% (386)	18% (306)	19% (326)	1720

Continued on next page

**Table JOK2\_4:** Do you agree or disagree with the following statements?  
I prefer villains that I can relate to

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	12%	(268)	30%	(657)	21%	(471)	17%	(377)	19%	(425)	2198
Ethnicity: Hispanic	18%	(64)	33%	(114)	21%	(74)	12%	(42)	16%	(55)	349
Ethnicity: Afr. Am.	19%	(52)	30%	(82)	17%	(47)	15%	(42)	19%	(52)	274
Ethnicity: Other	17%	(35)	27%	(55)	19%	(38)	14%	(29)	23%	(48)	204
Community: Urban	15%	(81)	34%	(187)	21%	(116)	13%	(71)	18%	(101)	557
Community: Suburban	12%	(129)	28%	(297)	24%	(251)	18%	(196)	18%	(194)	1066
Community: Rural	10%	(58)	30%	(173)	18%	(104)	19%	(110)	23%	(130)	575
Employ: Private Sector	13%	(104)	34%	(263)	22%	(168)	14%	(109)	16%	(126)	769
Employ: Government	9%	(11)	30%	(36)	25%	(31)	18%	(22)	18%	(22)	121
Employ: Self-Employed	17%	(25)	25%	(38)	27%	(40)	11%	(16)	20%	(30)	149
Employ: Homemaker	13%	(21)	30%	(50)	26%	(44)	17%	(28)	14%	(23)	166
Employ: Retired	5%	(26)	26%	(138)	23%	(121)	28%	(148)	19%	(99)	531
Employ: Unemployed	12%	(26)	27%	(56)	15%	(32)	14%	(30)	32%	(67)	211
Employ: Other	18%	(32)	30%	(53)	14%	(25)	12%	(21)	25%	(45)	176
Military HH: Yes	8%	(28)	31%	(113)	22%	(79)	20%	(73)	19%	(67)	359
Military HH: No	13%	(240)	30%	(545)	21%	(392)	17%	(304)	19%	(358)	1839
RD/WT: Right Direction	11%	(89)	28%	(230)	19%	(157)	21%	(169)	21%	(169)	814
RD/WT: Wrong Track	13%	(179)	31%	(428)	23%	(314)	15%	(207)	19%	(256)	1384
Trump Job Approve	11%	(89)	27%	(230)	22%	(182)	22%	(187)	18%	(153)	841
Trump Job Disapprove	14%	(172)	32%	(404)	22%	(273)	14%	(175)	18%	(224)	1247
Trump Job Strongly Approve	11%	(51)	23%	(106)	20%	(92)	25%	(115)	20%	(91)	455
Trump Job Somewhat Approve	10%	(38)	32%	(124)	23%	(90)	18%	(71)	16%	(62)	385
Trump Job Somewhat Disapprove	9%	(24)	30%	(75)	29%	(75)	13%	(32)	19%	(48)	254
Trump Job Strongly Disapprove	15%	(148)	33%	(329)	20%	(198)	14%	(143)	18%	(176)	994
Favorable of Trump	10%	(81)	27%	(231)	23%	(192)	22%	(187)	18%	(156)	848
Unfavorable of Trump	14%	(175)	33%	(398)	21%	(260)	14%	(170)	17%	(212)	1215
Very Favorable of Trump	10%	(48)	22%	(102)	21%	(97)	27%	(126)	21%	(97)	471
Somewhat Favorable of Trump	9%	(33)	34%	(129)	25%	(94)	16%	(61)	16%	(59)	377
Somewhat Unfavorable of Trump	12%	(24)	30%	(64)	28%	(59)	11%	(24)	18%	(39)	209
Very Unfavorable of Trump	15%	(151)	33%	(334)	20%	(201)	14%	(146)	17%	(173)	1006

Continued on next page

**Table JOK2\_4:** Do you agree or disagree with the following statements?  
I prefer villains that I can relate to

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	12%	(268)	30%	(657)	21%	(471)	17%	(377)	19%	(425)	2198
#1 Issue: Economy	13%	(70)	28%	(154)	28%	(151)	13%	(73)	18%	(97)	545
#1 Issue: Security	11%	(47)	26%	(116)	21%	(93)	22%	(100)	21%	(92)	448
#1 Issue: Health Care	15%	(52)	33%	(114)	19%	(66)	15%	(53)	18%	(61)	346
#1 Issue: Medicare / Social Security	5%	(18)	28%	(97)	21%	(72)	23%	(80)	22%	(76)	344
#1 Issue: Women's Issues	19%	(22)	34%	(39)	17%	(19)	15%	(17)	15%	(17)	115
#1 Issue: Education	12%	(14)	32%	(39)	23%	(27)	13%	(16)	20%	(24)	120
#1 Issue: Energy	20%	(31)	34%	(55)	18%	(28)	10%	(15)	18%	(29)	159
#1 Issue: Other	10%	(13)	36%	(43)	12%	(14)	19%	(22)	24%	(29)	121
2018 House Vote: Democrat	11%	(83)	32%	(248)	24%	(184)	16%	(121)	18%	(139)	775
2018 House Vote: Republican	9%	(61)	27%	(182)	23%	(152)	23%	(156)	18%	(118)	669
2018 House Vote: Someone else	14%	(11)	27%	(22)	21%	(17)	18%	(15)	20%	(16)	80
2016 Vote: Hillary Clinton	12%	(80)	32%	(225)	23%	(161)	16%	(113)	17%	(117)	695
2016 Vote: Donald Trump	9%	(64)	27%	(185)	22%	(151)	24%	(165)	18%	(126)	691
2016 Vote: Other	8%	(13)	31%	(51)	27%	(43)	12%	(20)	22%	(35)	161
2016 Vote: Didn't Vote	17%	(111)	30%	(195)	18%	(116)	12%	(79)	23%	(147)	649
Voted in 2014: Yes	10%	(138)	29%	(391)	23%	(303)	20%	(263)	18%	(240)	1335
Voted in 2014: No	15%	(130)	31%	(267)	19%	(168)	13%	(114)	21%	(185)	863
2012 Vote: Barack Obama	12%	(106)	32%	(281)	22%	(192)	16%	(141)	18%	(158)	878
2012 Vote: Mitt Romney	7%	(34)	26%	(129)	24%	(119)	25%	(124)	18%	(92)	499
2012 Vote: Other	9%	(8)	25%	(22)	22%	(19)	16%	(14)	28%	(25)	87
2012 Vote: Didn't Vote	16%	(120)	31%	(224)	19%	(140)	13%	(97)	20%	(149)	730
4-Region: Northeast	13%	(52)	31%	(121)	22%	(87)	15%	(59)	19%	(74)	393
4-Region: Midwest	10%	(47)	32%	(148)	21%	(97)	19%	(90)	17%	(80)	462
4-Region: South	12%	(99)	30%	(244)	19%	(152)	17%	(136)	23%	(191)	823
4-Region: West	13%	(69)	28%	(145)	26%	(134)	18%	(92)	15%	(79)	520
Not a film fan	8%	(25)	19%	(62)	17%	(55)	21%	(69)	35%	(112)	323
Casual film fan	10%	(120)	29%	(338)	23%	(267)	18%	(207)	20%	(230)	1162
Avid film fan	17%	(123)	36%	(257)	21%	(149)	14%	(100)	12%	(83)	713

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

**Table JOK2\_5: Do you agree or disagree with the following statements?  
Heroes don't exist anymore, and movies should reflect that**

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	5% (108)	12% (259)	29% (631)	40% (871)	15% (328)	2198
Gender: Male	6% (58)	13% (137)	31% (325)	37% (392)	14% (148)	1061
Gender: Female	4% (50)	11% (122)	27% (305)	42% (479)	16% (180)	1137
Age: 18-29	6% (27)	18% (73)	26% (108)	31% (131)	19% (79)	420
Age: 30-44	6% (36)	12% (71)	23% (138)	44% (263)	14% (85)	592
Age: 45-54	6% (17)	9% (28)	31% (94)	40% (122)	14% (44)	306
Age: 55-64	3% (16)	9% (39)	33% (145)	42% (188)	13% (56)	444
Age: 65+	3% (13)	11% (48)	33% (145)	38% (167)	14% (63)	436
Generation Z: 18-22	8% (13)	12% (21)	29% (48)	26% (42)	25% (41)	165
Millennial: Age 23-38	6% (39)	16% (100)	22% (142)	40% (255)	15% (94)	630
Generation X: Age 39-54	5% (28)	10% (52)	29% (151)	42% (219)	14% (74)	524
Boomers: Age 55-73	3% (26)	9% (70)	32% (249)	42% (328)	13% (100)	773
PID: Dem (no lean)	4% (35)	15% (120)	29% (233)	39% (310)	12% (96)	794
PID: Ind (no lean)	4% (33)	11% (84)	30% (227)	35% (262)	19% (143)	749
PID: Rep (no lean)	6% (41)	8% (55)	26% (171)	46% (299)	14% (89)	655
PID/Gender: Dem Men	7% (25)	17% (63)	29% (110)	37% (137)	11% (39)	374
PID/Gender: Dem Women	2% (10)	14% (57)	29% (123)	41% (173)	13% (56)	420
PID/Gender: Ind Men	4% (13)	11% (42)	35% (128)	34% (122)	16% (59)	364
PID/Gender: Ind Women	5% (19)	11% (43)	26% (99)	36% (140)	22% (84)	385
PID/Gender: Rep Men	6% (20)	10% (32)	27% (87)	41% (133)	15% (50)	323
PID/Gender: Rep Women	6% (21)	7% (22)	25% (84)	50% (166)	12% (39)	332
Ideo: Liberal (1-3)	3% (19)	17% (107)	30% (186)	41% (252)	9% (57)	621
Ideo: Moderate (4)	4% (24)	13% (72)	33% (191)	36% (204)	14% (80)	571
Ideo: Conservative (5-7)	5% (37)	8% (56)	26% (189)	49% (351)	12% (83)	716
Educ: < College	6% (85)	12% (182)	28% (416)	38% (575)	17% (253)	1511
Educ: Bachelors degree	4% (17)	11% (49)	32% (141)	42% (186)	11% (50)	443
Educ: Post-grad	2% (6)	12% (29)	31% (75)	45% (110)	10% (24)	244
Income: Under 50k	6% (72)	11% (140)	27% (334)	40% (488)	16% (200)	1234
Income: 50k-100k	4% (27)	13% (93)	29% (198)	39% (269)	15% (101)	688
Income: 100k+	3% (9)	10% (26)	36% (98)	42% (115)	10% (26)	276
Ethnicity: White	4% (76)	11% (184)	30% (514)	41% (703)	14% (242)	1720

Continued on next page

**Table JOK2\_5: Do you agree or disagree with the following statements?  
Heroes don't exist anymore, and movies should reflect that**

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	5%	(108)	12%	(259)	29%	(631)	40%	(871)	15%	(328)	2198
Ethnicity: Hispanic	10%	(35)	18%	(63)	24%	(85)	35%	(121)	13%	(45)	349
Ethnicity: Afr. Am.	5%	(15)	17%	(45)	23%	(63)	38%	(103)	17%	(48)	274
Ethnicity: Other	9%	(18)	15%	(30)	26%	(54)	32%	(65)	19%	(38)	204
Community: Urban	6%	(35)	16%	(88)	28%	(158)	35%	(193)	15%	(83)	557
Community: Suburban	4%	(42)	11%	(116)	30%	(315)	41%	(442)	14%	(151)	1066
Community: Rural	5%	(31)	10%	(56)	28%	(158)	41%	(236)	16%	(94)	575
Employ: Private Sector	5%	(35)	13%	(104)	29%	(225)	40%	(304)	13%	(100)	769
Employ: Government	2%	(3)	11%	(14)	24%	(29)	51%	(61)	12%	(14)	121
Employ: Self-Employed	6%	(9)	11%	(17)	31%	(46)	38%	(56)	14%	(21)	149
Employ: Homemaker	4%	(7)	5%	(9)	23%	(38)	55%	(90)	14%	(23)	166
Employ: Retired	3%	(18)	11%	(58)	33%	(177)	39%	(208)	13%	(70)	531
Employ: Unemployed	9%	(20)	12%	(25)	21%	(45)	35%	(74)	23%	(48)	211
Employ: Other	8%	(15)	11%	(19)	28%	(50)	33%	(58)	19%	(34)	176
Military HH: Yes	6%	(20)	10%	(37)	30%	(108)	39%	(141)	15%	(53)	359
Military HH: No	5%	(88)	12%	(223)	28%	(523)	40%	(731)	15%	(275)	1839
RD/WT: Right Direction	6%	(47)	12%	(94)	27%	(218)	42%	(343)	14%	(111)	814
RD/WT: Wrong Track	4%	(61)	12%	(165)	30%	(413)	38%	(529)	16%	(217)	1384
Trump Job Approve	5%	(43)	10%	(85)	28%	(233)	44%	(370)	13%	(110)	841
Trump Job Disapprove	5%	(66)	13%	(165)	30%	(372)	38%	(479)	13%	(165)	1247
Trump Job Strongly Approve	7%	(33)	9%	(40)	22%	(101)	48%	(221)	13%	(60)	455
Trump Job Somewhat Approve	3%	(10)	12%	(45)	34%	(132)	39%	(149)	13%	(50)	385
Trump Job Somewhat Disapprove	5%	(13)	9%	(23)	34%	(88)	39%	(98)	13%	(32)	254
Trump Job Strongly Disapprove	5%	(53)	14%	(142)	29%	(284)	38%	(381)	13%	(133)	994
Favorable of Trump	5%	(42)	9%	(79)	28%	(238)	46%	(386)	12%	(102)	848
Unfavorable of Trump	5%	(60)	13%	(164)	30%	(370)	38%	(458)	14%	(164)	1215
Very Favorable of Trump	5%	(25)	10%	(47)	22%	(106)	50%	(234)	13%	(59)	471
Somewhat Favorable of Trump	5%	(17)	9%	(32)	35%	(133)	40%	(152)	11%	(43)	377
Somewhat Unfavorable of Trump	5%	(10)	15%	(31)	34%	(71)	31%	(65)	15%	(32)	209
Very Unfavorable of Trump	5%	(50)	13%	(133)	30%	(298)	39%	(392)	13%	(132)	1006

Continued on next page

**Table JOK2\_5: Do you agree or disagree with the following statements?  
Heroes don't exist anymore, and movies should reflect that**

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	5%	(108)	12%	(259)	29%	(631)	40%	(871)	15%	(328)	2198
#1 Issue: Economy	3%	(18)	13%	(69)	29%	(157)	43%	(236)	12%	(64)	545
#1 Issue: Security	7%	(30)	9%	(42)	28%	(126)	41%	(185)	14%	(65)	448
#1 Issue: Health Care	6%	(20)	13%	(46)	25%	(87)	41%	(142)	15%	(51)	346
#1 Issue: Medicare / Social Security	4%	(14)	11%	(37)	34%	(118)	32%	(109)	19%	(65)	344
#1 Issue: Women's Issues	4%	(5)	16%	(18)	34%	(39)	33%	(38)	13%	(15)	115
#1 Issue: Education	6%	(8)	9%	(11)	28%	(33)	41%	(49)	16%	(20)	120
#1 Issue: Energy	2%	(4)	17%	(26)	28%	(44)	38%	(60)	15%	(24)	159
#1 Issue: Other	8%	(10)	9%	(11)	20%	(25)	43%	(52)	20%	(24)	121
2018 House Vote: Democrat	4%	(30)	13%	(99)	31%	(238)	40%	(312)	12%	(95)	775
2018 House Vote: Republican	6%	(39)	11%	(72)	25%	(170)	46%	(308)	12%	(81)	669
2018 House Vote: Someone else	3%	(3)	12%	(10)	28%	(22)	35%	(28)	21%	(17)	80
2016 Vote: Hillary Clinton	4%	(31)	13%	(91)	29%	(204)	42%	(290)	12%	(80)	695
2016 Vote: Donald Trump	6%	(42)	9%	(63)	27%	(189)	46%	(318)	11%	(79)	691
2016 Vote: Other	2%	(4)	10%	(16)	34%	(54)	39%	(62)	15%	(24)	161
2016 Vote: Didn't Vote	5%	(31)	14%	(90)	28%	(184)	31%	(200)	22%	(144)	649
Voted in 2014: Yes	5%	(64)	12%	(154)	28%	(378)	44%	(581)	12%	(158)	1335
Voted in 2014: No	5%	(44)	12%	(105)	29%	(253)	34%	(290)	20%	(170)	863
2012 Vote: Barack Obama	5%	(41)	12%	(109)	29%	(254)	43%	(376)	11%	(98)	878
2012 Vote: Mitt Romney	5%	(24)	9%	(47)	27%	(137)	47%	(236)	11%	(55)	499
2012 Vote: Other	4%	(3)	9%	(8)	25%	(22)	40%	(35)	22%	(19)	87
2012 Vote: Didn't Vote	5%	(39)	13%	(95)	30%	(218)	31%	(223)	21%	(154)	730
4-Region: Northeast	5%	(20)	12%	(46)	30%	(117)	36%	(141)	17%	(69)	393
4-Region: Midwest	4%	(17)	11%	(51)	30%	(139)	40%	(186)	15%	(70)	462
4-Region: South	5%	(43)	11%	(93)	26%	(214)	41%	(336)	17%	(138)	823
4-Region: West	6%	(29)	13%	(69)	31%	(161)	40%	(209)	10%	(52)	520
Not a film fan	5%	(16)	7%	(24)	25%	(82)	32%	(102)	31%	(99)	323
Casual film fan	4%	(43)	13%	(147)	30%	(352)	39%	(449)	15%	(172)	1162
Avid film fan	7%	(50)	12%	(89)	28%	(197)	45%	(320)	8%	(57)	713

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

**Table JOK2\_6: Do you agree or disagree with the following statements?**  
*I like to root for the hero*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	32% (712)	47% (1030)	7% (154)	1% (31)	12% (271)	2198
Gender: Male	32% (337)	47% (497)	9% (94)	2% (17)	11% (117)	1061
Gender: Female	33% (375)	47% (533)	5% (60)	1% (15)	14% (154)	1137
Age: 18-29	29% (123)	44% (186)	9% (39)	1% (6)	16% (66)	420
Age: 30-44	36% (213)	43% (253)	7% (43)	2% (9)	12% (74)	592
Age: 45-54	34% (105)	43% (132)	9% (27)	2% (5)	12% (37)	306
Age: 55-64	32% (141)	50% (222)	6% (29)	1% (6)	10% (46)	444
Age: 65+	30% (129)	54% (237)	4% (16)	1% (6)	11% (48)	436
Generation Z: 18-22	28% (46)	43% (71)	10% (17)	3% (4)	17% (27)	165
Millennial: Age 23-38	35% (220)	44% (275)	8% (48)	1% (6)	13% (80)	630
Generation X: Age 39-54	33% (175)	43% (225)	9% (45)	2% (9)	13% (69)	524
Boomers: Age 55-73	32% (244)	52% (400)	5% (42)	2% (12)	10% (76)	773
PID: Dem (no lean)	35% (274)	49% (387)	7% (56)	1% (11)	8% (65)	794
PID: Ind (no lean)	25% (191)	47% (351)	8% (57)	1% (9)	19% (141)	749
PID: Rep (no lean)	38% (247)	44% (291)	6% (41)	2% (11)	10% (65)	655
PID/Gender: Dem Men	37% (139)	46% (173)	9% (33)	2% (7)	6% (22)	374
PID/Gender: Dem Women	32% (135)	51% (214)	6% (23)	1% (4)	10% (43)	420
PID/Gender: Ind Men	23% (85)	50% (180)	10% (37)	2% (6)	15% (55)	364
PID/Gender: Ind Women	27% (105)	44% (171)	5% (20)	1% (3)	22% (86)	385
PID/Gender: Rep Men	35% (112)	45% (144)	7% (23)	1% (3)	12% (40)	323
PID/Gender: Rep Women	41% (135)	44% (148)	5% (17)	2% (8)	7% (25)	332
Ideo: Liberal (1-3)	32% (201)	50% (309)	9% (55)	1% (9)	8% (48)	621
Ideo: Moderate (4)	28% (160)	51% (293)	8% (44)	2% (10)	11% (64)	571
Ideo: Conservative (5-7)	39% (281)	46% (326)	5% (34)	1% (10)	9% (64)	716
Educ: < College	31% (474)	45% (675)	8% (117)	2% (25)	15% (220)	1511
Educ: Bachelors degree	36% (159)	52% (229)	5% (22)	1% (3)	7% (30)	443
Educ: Post-grad	32% (79)	52% (126)	6% (14)	1% (3)	9% (21)	244
Income: Under 50k	31% (384)	45% (557)	8% (96)	2% (21)	14% (175)	1234
Income: 50k-100k	34% (235)	48% (330)	6% (43)	1% (6)	11% (74)	688
Income: 100k+	34% (93)	52% (142)	5% (15)	2% (4)	8% (21)	276
Ethnicity: White	32% (548)	48% (822)	7% (116)	1% (22)	12% (211)	1720

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**Table JOK2\_6:** Do you agree or disagree with the following statements?  
I like to root for the hero

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	32%	(712)	47%	(1030)	7%	(154)	1%	(31)	12%	(271)	2198
Ethnicity: Hispanic	33%	(114)	47%	(164)	9%	(30)	1%	(4)	10%	(37)	349
Ethnicity: Afr. Am.	36%	(99)	41%	(112)	8%	(22)	1%	(4)	14%	(37)	274
Ethnicity: Other	32%	(65)	47%	(96)	8%	(16)	2%	(5)	11%	(22)	204
Community: Urban	33%	(184)	45%	(248)	9%	(51)	2%	(11)	11%	(64)	557
Community: Suburban	33%	(352)	48%	(511)	6%	(64)	2%	(17)	11%	(122)	1066
Community: Rural	31%	(176)	47%	(271)	7%	(39)	1%	(3)	15%	(86)	575
Employ: Private Sector	32%	(245)	47%	(363)	8%	(63)	2%	(12)	11%	(85)	769
Employ: Government	42%	(50)	44%	(53)	4%	(5)	—	(0)	10%	(12)	121
Employ: Self-Employed	27%	(40)	52%	(78)	9%	(13)	1%	(2)	11%	(16)	149
Employ: Homemaker	39%	(64)	41%	(68)	6%	(10)	—	(1)	14%	(23)	166
Employ: Retired	32%	(168)	53%	(281)	5%	(24)	1%	(5)	10%	(52)	531
Employ: Unemployed	26%	(55)	46%	(96)	8%	(16)	3%	(6)	18%	(38)	211
Employ: Other	38%	(67)	36%	(64)	7%	(13)	2%	(3)	16%	(29)	176
Military HH: Yes	32%	(115)	50%	(181)	7%	(27)	1%	(5)	8%	(30)	359
Military HH: No	32%	(596)	46%	(849)	7%	(127)	1%	(26)	13%	(240)	1839
RD/WT: Right Direction	33%	(269)	46%	(376)	7%	(55)	2%	(17)	12%	(97)	814
RD/WT: Wrong Track	32%	(443)	47%	(654)	7%	(99)	1%	(15)	13%	(174)	1384
Trump Job Approve	35%	(291)	45%	(378)	7%	(60)	2%	(18)	11%	(93)	841
Trump Job Disapprove	32%	(396)	49%	(617)	7%	(90)	1%	(13)	11%	(131)	1247
Trump Job Strongly Approve	38%	(172)	41%	(189)	7%	(30)	3%	(13)	12%	(52)	455
Trump Job Somewhat Approve	31%	(119)	49%	(190)	8%	(30)	1%	(5)	11%	(41)	385
Trump Job Somewhat Disapprove	27%	(69)	56%	(142)	5%	(14)	1%	(3)	10%	(26)	254
Trump Job Strongly Disapprove	33%	(327)	48%	(474)	8%	(76)	1%	(10)	11%	(106)	994
Favorable of Trump	35%	(298)	45%	(378)	7%	(60)	2%	(20)	11%	(92)	848
Unfavorable of Trump	31%	(380)	50%	(612)	7%	(90)	1%	(10)	10%	(123)	1215
Very Favorable of Trump	37%	(176)	41%	(195)	7%	(31)	3%	(13)	12%	(57)	471
Somewhat Favorable of Trump	32%	(122)	49%	(183)	8%	(29)	2%	(8)	9%	(35)	377
Somewhat Unfavorable of Trump	26%	(54)	55%	(116)	9%	(20)	—	(0)	9%	(20)	209
Very Unfavorable of Trump	32%	(326)	49%	(496)	7%	(70)	1%	(10)	10%	(103)	1006

Continued on next page

**Table JOK2\_6:** Do you agree or disagree with the following statements?  
I like to root for the hero

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	32% (712)	47% (1030)	7% (154)	1% (31)	12% (271)	2198
#1 Issue: Economy	30% (164)	48% (261)	8% (46)	2% (10)	12% (64)	545
#1 Issue: Security	35% (157)	46% (206)	5% (23)	2% (8)	12% (54)	448
#1 Issue: Health Care	34% (119)	48% (165)	8% (26)	1% (4)	9% (32)	346
#1 Issue: Medicare / Social Security	30% (102)	53% (183)	4% (15)	1% (2)	12% (42)	344
#1 Issue: Women's Issues	28% (32)	52% (60)	9% (10)	1% (2)	10% (11)	115
#1 Issue: Education	41% (50)	33% (40)	9% (10)	1% (1)	16% (19)	120
#1 Issue: Energy	33% (52)	39% (62)	9% (15)	2% (3)	17% (27)	159
#1 Issue: Other	30% (36)	43% (52)	7% (9)	2% (3)	17% (21)	121
2018 House Vote: Democrat	34% (263)	49% (376)	6% (47)	1% (10)	10% (78)	775
2018 House Vote: Republican	37% (247)	47% (317)	5% (35)	2% (11)	9% (58)	669
2018 House Vote: Someone else	23% (18)	48% (39)	11% (9)	— (0)	18% (14)	80
2016 Vote: Hillary Clinton	34% (235)	51% (352)	6% (38)	1% (9)	9% (61)	695
2016 Vote: Donald Trump	37% (255)	45% (311)	7% (52)	2% (12)	9% (62)	691
2016 Vote: Other	20% (32)	52% (84)	11% (17)	2% (2)	16% (25)	161
2016 Vote: Didn't Vote	29% (188)	44% (284)	7% (47)	1% (8)	19% (122)	649
Voted in 2014: Yes	34% (460)	49% (652)	6% (80)	1% (18)	9% (126)	1335
Voted in 2014: No	29% (252)	44% (378)	9% (74)	2% (13)	17% (145)	863
2012 Vote: Barack Obama	32% (281)	50% (437)	7% (61)	2% (15)	10% (84)	878
2012 Vote: Mitt Romney	39% (192)	48% (239)	5% (25)	1% (4)	8% (40)	499
2012 Vote: Other	25% (22)	48% (42)	6% (5)	1% (1)	21% (18)	87
2012 Vote: Didn't Vote	30% (217)	42% (310)	9% (63)	2% (12)	17% (127)	730
4-Region: Northeast	32% (125)	46% (180)	9% (34)	2% (10)	11% (45)	393
4-Region: Midwest	30% (137)	47% (219)	8% (37)	1% (2)	15% (67)	462
4-Region: South	36% (296)	44% (359)	5% (43)	1% (11)	14% (115)	823
4-Region: West	30% (155)	52% (272)	8% (40)	2% (8)	8% (44)	520
Not a film fan	24% (77)	43% (139)	5% (17)	2% (7)	26% (83)	323
Casual film fan	30% (345)	49% (575)	7% (83)	1% (17)	12% (142)	1162
Avid film fan	41% (289)	44% (316)	8% (53)	1% (7)	6% (46)	713

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

**Table JOK2\_7: Do you agree or disagree with the following statements?***I like to root for the villain*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	6%	(137)	23%	(500)	27%	(591)	28%	(621)	16%	(349)	2198
Gender: Male	8%	(80)	24%	(258)	29%	(303)	25%	(260)	15%	(160)	1061
Gender: Female	5%	(57)	21%	(241)	25%	(289)	32%	(361)	17%	(189)	1137
Age: 18-29	11%	(44)	38%	(158)	21%	(87)	14%	(61)	16%	(69)	420
Age: 30-44	9%	(54)	28%	(164)	24%	(141)	23%	(137)	16%	(96)	592
Age: 45-54	7%	(20)	24%	(75)	25%	(76)	26%	(80)	18%	(55)	306
Age: 55-64	4%	(16)	16%	(70)	34%	(153)	30%	(135)	16%	(70)	444
Age: 65+	1%	(3)	7%	(32)	31%	(134)	48%	(208)	14%	(59)	436
Generation Z: 18-22	16%	(27)	35%	(58)	16%	(27)	12%	(19)	20%	(33)	165
Millennial: Age 23-38	8%	(51)	32%	(204)	23%	(145)	20%	(129)	16%	(101)	630
Generation X: Age 39-54	8%	(40)	26%	(135)	25%	(132)	25%	(130)	16%	(86)	524
Boomers: Age 55-73	2%	(18)	13%	(99)	33%	(253)	37%	(286)	15%	(117)	773
PID: Dem (no lean)	7%	(57)	24%	(192)	29%	(232)	26%	(204)	14%	(110)	794
PID: Ind (no lean)	7%	(50)	23%	(173)	26%	(197)	25%	(186)	19%	(143)	749
PID: Rep (no lean)	5%	(31)	21%	(135)	25%	(162)	35%	(232)	15%	(96)	655
PID/Gender: Dem Men	9%	(35)	26%	(98)	32%	(118)	21%	(78)	12%	(45)	374
PID/Gender: Dem Women	5%	(22)	22%	(94)	27%	(114)	30%	(125)	15%	(65)	420
PID/Gender: Ind Men	8%	(30)	24%	(89)	27%	(99)	24%	(86)	16%	(60)	364
PID/Gender: Ind Women	5%	(20)	22%	(84)	26%	(98)	26%	(99)	22%	(83)	385
PID/Gender: Rep Men	5%	(15)	22%	(72)	26%	(85)	30%	(96)	17%	(55)	323
PID/Gender: Rep Women	5%	(16)	19%	(63)	23%	(77)	41%	(136)	12%	(41)	332
Ideo: Liberal (1-3)	7%	(45)	26%	(164)	31%	(191)	24%	(150)	11%	(71)	621
Ideo: Moderate (4)	5%	(30)	26%	(146)	27%	(156)	26%	(149)	16%	(90)	571
Ideo: Conservative (5-7)	5%	(34)	18%	(127)	27%	(192)	38%	(270)	13%	(93)	716
Educ: < College	7%	(108)	24%	(355)	25%	(372)	27%	(410)	18%	(266)	1511
Educ: Bachelors degree	4%	(20)	24%	(106)	33%	(145)	28%	(124)	11%	(49)	443
Educ: Post-grad	4%	(10)	16%	(39)	31%	(74)	36%	(87)	14%	(34)	244
Income: Under 50k	8%	(99)	22%	(269)	24%	(302)	29%	(353)	17%	(210)	1234
Income: 50k-100k	4%	(26)	24%	(165)	30%	(205)	28%	(192)	15%	(101)	688
Income: 100k+	4%	(12)	24%	(65)	31%	(85)	28%	(76)	14%	(38)	276
Ethnicity: White	5%	(94)	23%	(387)	28%	(473)	30%	(510)	15%	(255)	1720

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**Table JOK2\_7: Do you agree or disagree with the following statements?**  
*I like to root for the villain*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	6%	(137)	23%	(500)	27%	(591)	28%	(621)	16%	(349)	2198
Ethnicity: Hispanic	8%	(27)	32%	(113)	21%	(74)	23%	(80)	15%	(54)	349
Ethnicity: Afr. Am.	11%	(30)	24%	(65)	23%	(62)	24%	(67)	18%	(50)	274
Ethnicity: Other	6%	(13)	23%	(47)	28%	(56)	22%	(44)	21%	(43)	204
Community: Urban	9%	(50)	25%	(141)	29%	(164)	23%	(127)	14%	(77)	557
Community: Suburban	4%	(48)	23%	(247)	28%	(294)	29%	(313)	15%	(164)	1066
Community: Rural	7%	(39)	19%	(111)	23%	(134)	32%	(181)	19%	(108)	575
Employ: Private Sector	6%	(45)	29%	(223)	27%	(205)	23%	(180)	15%	(116)	769
Employ: Government	8%	(10)	24%	(28)	20%	(25)	34%	(41)	14%	(17)	121
Employ: Self-Employed	7%	(11)	26%	(38)	26%	(40)	25%	(38)	15%	(23)	149
Employ: Homemaker	7%	(11)	27%	(45)	26%	(42)	28%	(46)	13%	(21)	166
Employ: Retired	2%	(13)	11%	(56)	32%	(170)	42%	(224)	13%	(69)	531
Employ: Unemployed	5%	(11)	29%	(60)	25%	(52)	20%	(42)	22%	(46)	211
Employ: Other	15%	(26)	18%	(32)	22%	(39)	24%	(42)	21%	(37)	176
Military HH: Yes	4%	(14)	20%	(73)	31%	(110)	31%	(113)	14%	(49)	359
Military HH: No	7%	(123)	23%	(426)	26%	(482)	28%	(508)	16%	(300)	1839
RD/WT: Right Direction	5%	(39)	23%	(183)	26%	(209)	31%	(254)	16%	(129)	814
RD/WT: Wrong Track	7%	(98)	23%	(316)	28%	(382)	27%	(367)	16%	(220)	1384
Trump Job Approve	5%	(43)	22%	(186)	25%	(211)	33%	(276)	15%	(124)	841
Trump Job Disapprove	7%	(92)	24%	(294)	29%	(364)	26%	(319)	14%	(178)	1247
Trump Job Strongly Approve	6%	(29)	20%	(93)	20%	(89)	38%	(173)	16%	(72)	455
Trump Job Somewhat Approve	4%	(14)	24%	(93)	32%	(122)	27%	(103)	14%	(52)	385
Trump Job Somewhat Disapprove	6%	(16)	23%	(59)	33%	(84)	22%	(55)	16%	(40)	254
Trump Job Strongly Disapprove	8%	(77)	24%	(236)	28%	(279)	26%	(263)	14%	(139)	994
Favorable of Trump	5%	(41)	22%	(189)	25%	(215)	34%	(284)	14%	(119)	848
Unfavorable of Trump	7%	(86)	24%	(287)	30%	(359)	26%	(312)	14%	(171)	1215
Very Favorable of Trump	5%	(24)	20%	(94)	21%	(98)	39%	(182)	16%	(73)	471
Somewhat Favorable of Trump	4%	(16)	25%	(95)	31%	(117)	27%	(103)	12%	(46)	377
Somewhat Unfavorable of Trump	4%	(9)	20%	(42)	37%	(78)	22%	(47)	16%	(34)	209
Very Unfavorable of Trump	8%	(77)	24%	(245)	28%	(281)	26%	(265)	14%	(137)	1006

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**Table JOK2\_7: Do you agree or disagree with the following statements?**  
*I like to root for the villain*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	6%	(137)	23%	(500)	27%	(591)	28%	(621)	16%	(349)	2198
#1 Issue: Economy	7%	(37)	24%	(130)	27%	(149)	26%	(143)	16%	(87)	545
#1 Issue: Security	4%	(19)	23%	(104)	23%	(101)	32%	(144)	18%	(80)	448
#1 Issue: Health Care	9%	(30)	23%	(78)	30%	(105)	24%	(84)	14%	(48)	346
#1 Issue: Medicare / Social Security	3%	(11)	13%	(45)	30%	(102)	39%	(133)	15%	(53)	344
#1 Issue: Women's Issues	10%	(11)	35%	(41)	26%	(31)	16%	(19)	13%	(14)	115
#1 Issue: Education	7%	(8)	27%	(33)	29%	(35)	22%	(26)	16%	(19)	120
#1 Issue: Energy	9%	(15)	25%	(39)	30%	(47)	23%	(36)	13%	(21)	159
#1 Issue: Other	6%	(7)	25%	(31)	18%	(22)	29%	(35)	22%	(26)	121
2018 House Vote: Democrat	6%	(44)	20%	(153)	32%	(247)	28%	(217)	15%	(114)	775
2018 House Vote: Republican	5%	(32)	21%	(137)	27%	(178)	36%	(239)	12%	(83)	669
2018 House Vote: Someone else	8%	(6)	20%	(16)	32%	(26)	19%	(15)	22%	(18)	80
2016 Vote: Hillary Clinton	7%	(47)	20%	(139)	32%	(220)	28%	(195)	13%	(94)	695
2016 Vote: Donald Trump	4%	(30)	20%	(139)	27%	(186)	36%	(250)	12%	(86)	691
2016 Vote: Other	5%	(8)	20%	(32)	34%	(55)	21%	(34)	19%	(30)	161
2016 Vote: Didn't Vote	8%	(51)	29%	(187)	20%	(130)	22%	(141)	21%	(139)	649
Voted in 2014: Yes	6%	(74)	19%	(256)	30%	(405)	31%	(420)	13%	(180)	1335
Voted in 2014: No	7%	(63)	28%	(244)	22%	(186)	23%	(201)	20%	(169)	863
2012 Vote: Barack Obama	7%	(60)	20%	(180)	30%	(265)	28%	(243)	15%	(130)	878
2012 Vote: Mitt Romney	3%	(14)	19%	(97)	29%	(143)	37%	(186)	12%	(59)	499
2012 Vote: Other	6%	(5)	22%	(19)	19%	(17)	32%	(28)	21%	(18)	87
2012 Vote: Didn't Vote	8%	(58)	28%	(203)	23%	(166)	22%	(163)	19%	(140)	730
4-Region: Northeast	8%	(31)	19%	(73)	31%	(122)	25%	(100)	17%	(67)	393
4-Region: Midwest	5%	(24)	23%	(106)	28%	(131)	28%	(130)	15%	(71)	462
4-Region: South	6%	(53)	21%	(176)	25%	(207)	30%	(247)	17%	(141)	823
4-Region: West	6%	(29)	28%	(145)	25%	(131)	28%	(145)	13%	(70)	520
Not a film fan	3%	(10)	14%	(45)	19%	(63)	32%	(104)	31%	(102)	323
Casual film fan	5%	(63)	21%	(240)	30%	(345)	30%	(351)	14%	(163)	1162
Avid film fan	9%	(64)	30%	(214)	26%	(184)	23%	(166)	12%	(85)	713

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

**Table JOK2\_8: Do you agree or disagree with the following statements?  
I enjoy when movies are provocative**

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	17% (381)	37% (822)	15% (338)	11% (235)	19% (422)	2198
Gender: Male	22% (235)	40% (428)	13% (140)	7% (71)	18% (188)	1061
Gender: Female	13% (146)	35% (394)	17% (198)	14% (164)	21% (235)	1137
Age: 18-29	24% (102)	41% (172)	8% (35)	7% (27)	20% (84)	420
Age: 30-44	24% (142)	38% (223)	12% (74)	7% (44)	18% (109)	592
Age: 45-54	16% (48)	36% (110)	14% (44)	11% (32)	23% (72)	306
Age: 55-64	12% (55)	37% (164)	20% (90)	12% (53)	18% (82)	444
Age: 65+	8% (35)	35% (152)	22% (95)	18% (78)	17% (76)	436
Generation Z: 18-22	24% (39)	35% (58)	8% (13)	6% (10)	27% (45)	165
Millennial: Age 23-38	26% (163)	39% (247)	11% (70)	7% (44)	17% (105)	630
Generation X: Age 39-54	17% (90)	38% (202)	13% (69)	9% (49)	22% (114)	524
Boomers: Age 55-73	11% (81)	36% (279)	20% (158)	15% (113)	18% (142)	773
PID: Dem (no lean)	23% (187)	41% (322)	13% (107)	6% (48)	16% (131)	794
PID: Ind (no lean)	15% (109)	38% (281)	15% (109)	9% (67)	24% (182)	749
PID: Rep (no lean)	13% (86)	33% (219)	19% (122)	18% (120)	17% (109)	655
PID/Gender: Dem Men	31% (116)	41% (154)	9% (34)	4% (17)	14% (54)	374
PID/Gender: Dem Women	17% (71)	40% (168)	17% (73)	7% (31)	18% (77)	420
PID/Gender: Ind Men	17% (61)	42% (152)	14% (51)	7% (25)	21% (75)	364
PID/Gender: Ind Women	12% (47)	33% (129)	15% (59)	11% (43)	28% (108)	385
PID/Gender: Rep Men	18% (59)	38% (121)	17% (55)	9% (29)	18% (59)	323
PID/Gender: Rep Women	8% (27)	29% (98)	20% (67)	27% (90)	15% (50)	332
Ideo: Liberal (1-3)	27% (169)	47% (294)	10% (65)	5% (28)	10% (64)	621
Ideo: Moderate (4)	14% (82)	40% (230)	16% (92)	10% (58)	19% (109)	571
Ideo: Conservative (5-7)	14% (98)	32% (228)	21% (153)	17% (120)	16% (116)	716
Educ: < College	17% (260)	35% (528)	15% (219)	12% (176)	22% (328)	1511
Educ: Bachelors degree	19% (86)	41% (183)	17% (77)	8% (34)	14% (64)	443
Educ: Post-grad	15% (36)	45% (111)	17% (42)	10% (25)	13% (31)	244
Income: Under 50k	17% (212)	36% (441)	14% (173)	11% (137)	22% (270)	1234
Income: 50k-100k	18% (121)	36% (250)	18% (125)	10% (72)	18% (122)	688
Income: 100k+	18% (48)	48% (131)	14% (40)	9% (26)	11% (30)	276
Ethnicity: White	16% (279)	38% (647)	17% (287)	11% (195)	18% (313)	1720

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**Table JOK2\_8:** Do you agree or disagree with the following statements?  
I enjoy when movies are provocative

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	17% (381)	37% (822)	15% (338)	11% (235)	19% (422)	2198
Ethnicity: Hispanic	25% (87)	41% (145)	9% (30)	8% (27)	17% (60)	349
Ethnicity: Afr. Am.	22% (62)	37% (100)	11% (30)	7% (19)	23% (63)	274
Ethnicity: Other	20% (41)	37% (75)	10% (21)	10% (21)	22% (46)	204
Community: Urban	21% (117)	41% (229)	11% (60)	8% (44)	19% (107)	557
Community: Suburban	16% (168)	38% (408)	17% (178)	11% (118)	18% (194)	1066
Community: Rural	17% (97)	32% (185)	17% (100)	13% (72)	21% (121)	575
Employ: Private Sector	21% (161)	39% (299)	14% (104)	9% (66)	18% (139)	769
Employ: Government	19% (23)	40% (48)	17% (21)	9% (11)	15% (18)	121
Employ: Self-Employed	20% (30)	41% (61)	12% (18)	8% (12)	19% (28)	149
Employ: Homemaker	16% (26)	36% (59)	14% (24)	12% (19)	22% (37)	166
Employ: Retired	9% (50)	36% (189)	24% (127)	15% (81)	16% (84)	531
Employ: Unemployed	15% (32)	38% (81)	11% (23)	12% (26)	23% (49)	211
Employ: Other	22% (39)	36% (64)	7% (13)	7% (12)	28% (48)	176
Military HH: Yes	12% (44)	37% (133)	18% (64)	15% (55)	17% (63)	359
Military HH: No	18% (337)	37% (688)	15% (273)	10% (180)	20% (359)	1839
RD/WT: Right Direction	16% (126)	34% (274)	17% (135)	15% (124)	19% (154)	814
RD/WT: Wrong Track	18% (255)	40% (548)	15% (203)	8% (111)	19% (269)	1384
Trump Job Approve	14% (114)	35% (297)	18% (149)	16% (132)	18% (149)	841
Trump Job Disapprove	21% (264)	40% (496)	14% (179)	7% (93)	17% (216)	1247
Trump Job Strongly Approve	15% (67)	29% (132)	18% (80)	20% (93)	18% (83)	455
Trump Job Somewhat Approve	12% (47)	43% (165)	18% (69)	10% (39)	17% (66)	385
Trump Job Somewhat Disapprove	18% (46)	32% (82)	22% (56)	11% (28)	16% (41)	254
Trump Job Strongly Disapprove	22% (218)	42% (414)	12% (123)	7% (65)	18% (175)	994
Favorable of Trump	13% (108)	36% (308)	17% (147)	16% (139)	17% (145)	848
Unfavorable of Trump	21% (260)	39% (479)	15% (180)	7% (86)	17% (209)	1215
Very Favorable of Trump	13% (63)	31% (144)	18% (83)	21% (100)	17% (81)	471
Somewhat Favorable of Trump	12% (45)	43% (163)	17% (64)	11% (40)	17% (65)	377
Somewhat Unfavorable of Trump	19% (40)	30% (62)	21% (44)	13% (27)	18% (37)	209
Very Unfavorable of Trump	22% (220)	42% (418)	14% (136)	6% (60)	17% (172)	1006

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**Table JOK2\_8: Do you agree or disagree with the following statements?  
I enjoy when movies are provocative**

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	17% (381)	37% (822)	15% (338)	11% (235)	19% (422)	2198
#1 Issue: Economy	19% (102)	39% (214)	15% (83)	8% (45)	18% (101)	545
#1 Issue: Security	13% (57)	32% (143)	18% (82)	15% (68)	22% (98)	448
#1 Issue: Health Care	19% (66)	44% (151)	14% (48)	8% (28)	15% (53)	346
#1 Issue: Medicare / Social Security	10% (36)	35% (120)	20% (69)	17% (60)	17% (59)	344
#1 Issue: Women's Issues	28% (33)	43% (50)	8% (9)	8% (9)	13% (15)	115
#1 Issue: Education	19% (23)	32% (38)	15% (18)	9% (11)	25% (30)	120
#1 Issue: Energy	25% (39)	44% (69)	10% (15)	3% (5)	19% (30)	159
#1 Issue: Other	21% (25)	30% (36)	11% (13)	8% (9)	30% (36)	121
2018 House Vote: Democrat	23% (176)	40% (310)	15% (114)	7% (56)	15% (120)	775
2018 House Vote: Republican	14% (93)	34% (229)	17% (117)	18% (121)	16% (110)	669
2018 House Vote: Someone else	8% (6)	41% (33)	20% (16)	8% (6)	23% (18)	80
2016 Vote: Hillary Clinton	22% (155)	41% (286)	15% (106)	6% (42)	15% (107)	695
2016 Vote: Donald Trump	14% (97)	34% (233)	18% (126)	17% (120)	17% (116)	691
2016 Vote: Other	10% (16)	40% (63)	18% (28)	12% (19)	21% (34)	161
2016 Vote: Didn't Vote	17% (112)	37% (240)	12% (78)	8% (54)	25% (165)	649
Voted in 2014: Yes	18% (238)	36% (483)	17% (232)	12% (160)	17% (222)	1335
Voted in 2014: No	17% (144)	39% (338)	12% (105)	9% (75)	23% (200)	863
2012 Vote: Barack Obama	21% (188)	41% (358)	14% (124)	7% (65)	16% (143)	878
2012 Vote: Mitt Romney	13% (64)	33% (163)	21% (106)	18% (89)	15% (76)	499
2012 Vote: Other	4% (3)	32% (28)	17% (15)	16% (14)	31% (27)	87
2012 Vote: Didn't Vote	17% (124)	37% (270)	13% (93)	9% (67)	24% (176)	730
4-Region: Northeast	19% (74)	42% (166)	12% (48)	9% (34)	18% (72)	393
4-Region: Midwest	16% (74)	34% (155)	16% (75)	11% (53)	23% (105)	462
4-Region: South	17% (140)	34% (278)	17% (141)	12% (99)	20% (166)	823
4-Region: West	18% (93)	43% (223)	14% (75)	10% (49)	15% (79)	520
Not a film fan	9% (29)	23% (75)	15% (48)	19% (61)	34% (110)	323
Casual film fan	12% (145)	39% (456)	19% (217)	11% (128)	19% (216)	1162
Avid film fan	29% (207)	41% (290)	10% (74)	6% (46)	13% (96)	713

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



**Table JOK2\_9:** Do you agree or disagree with the following statements?  
I enjoy when movies make me uncomfortable

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	9% (194)	23% (502)	24% (520)	30% (668)	14% (315)	2198
Gender: Male	11% (122)	25% (262)	26% (271)	25% (266)	13% (140)	1061
Gender: Female	6% (72)	21% (240)	22% (249)	35% (402)	15% (174)	1137
Age: 18-29	13% (56)	30% (125)	20% (85)	21% (87)	16% (67)	420
Age: 30-44	14% (81)	27% (161)	24% (141)	20% (120)	15% (90)	592
Age: 45-54	8% (23)	27% (81)	23% (71)	28% (87)	14% (43)	306
Age: 55-64	5% (21)	17% (75)	26% (113)	40% (178)	13% (57)	444
Age: 65+	3% (13)	14% (60)	25% (109)	45% (196)	13% (58)	436
Generation Z: 18-22	15% (24)	22% (37)	18% (30)	21% (35)	23% (38)	165
Millennial: Age 23-38	14% (88)	30% (190)	24% (149)	20% (123)	13% (80)	630
Generation X: Age 39-54	9% (48)	27% (140)	23% (119)	26% (136)	16% (82)	524
Boomers: Age 55-73	4% (30)	15% (117)	25% (191)	43% (335)	13% (99)	773
PID: Dem (no lean)	13% (101)	27% (217)	24% (191)	25% (202)	10% (83)	794
PID: Ind (no lean)	7% (51)	25% (184)	23% (172)	26% (197)	19% (145)	749
PID: Rep (no lean)	6% (41)	16% (102)	24% (157)	41% (269)	13% (87)	655
PID/Gender: Dem Men	16% (61)	31% (117)	24% (90)	19% (72)	9% (33)	374
PID/Gender: Dem Women	9% (39)	24% (99)	24% (101)	31% (130)	12% (50)	420
PID/Gender: Ind Men	9% (33)	22% (82)	27% (98)	24% (88)	17% (63)	364
PID/Gender: Ind Women	5% (19)	27% (102)	19% (73)	28% (109)	21% (81)	385
PID/Gender: Rep Men	8% (27)	20% (63)	26% (83)	33% (106)	14% (44)	323
PID/Gender: Rep Women	4% (14)	12% (39)	22% (74)	49% (163)	13% (43)	332
Ideo: Liberal (1-3)	13% (81)	34% (210)	26% (160)	19% (117)	8% (52)	621
Ideo: Moderate (4)	7% (39)	24% (139)	25% (144)	30% (172)	13% (76)	571
Ideo: Conservative (5-7)	6% (45)	15% (111)	24% (172)	42% (299)	13% (90)	716
Educ: < College	9% (140)	22% (332)	23% (343)	31% (468)	15% (228)	1511
Educ: Bachelors degree	9% (39)	24% (108)	27% (119)	28% (124)	12% (53)	443
Educ: Post-grad	6% (14)	26% (62)	24% (58)	31% (76)	14% (33)	244
Income: Under 50k	10% (121)	22% (272)	21% (260)	31% (385)	16% (196)	1234
Income: 50k-100k	7% (51)	23% (159)	26% (178)	32% (218)	12% (82)	688
Income: 100k+	8% (22)	26% (71)	30% (82)	24% (65)	13% (36)	276
Ethnicity: White	8% (137)	23% (399)	25% (424)	30% (521)	14% (239)	1720

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**Table JOK2\_9: Do you agree or disagree with the following statements?  
I enjoy when movies make me uncomfortable**

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	9%	(194)	23%	(502)	24%	(520)	30%	(668)	14%	(315)	2198
Ethnicity: Hispanic	17%	(58)	27%	(95)	17%	(61)	27%	(94)	12%	(41)	349
Ethnicity: Afr. Am.	12%	(32)	20%	(55)	21%	(57)	32%	(88)	15%	(41)	274
Ethnicity: Other	12%	(24)	23%	(48)	19%	(39)	29%	(59)	17%	(35)	204
Community: Urban	13%	(71)	26%	(143)	23%	(126)	26%	(145)	13%	(72)	557
Community: Suburban	7%	(72)	23%	(240)	26%	(273)	32%	(336)	14%	(144)	1066
Community: Rural	9%	(50)	21%	(119)	21%	(121)	33%	(187)	17%	(98)	575
Employ: Private Sector	10%	(78)	27%	(209)	25%	(195)	24%	(187)	13%	(100)	769
Employ: Government	7%	(9)	22%	(27)	19%	(23)	38%	(45)	14%	(17)	121
Employ: Self-Employed	11%	(16)	28%	(43)	27%	(40)	23%	(34)	11%	(17)	149
Employ: Homemaker	7%	(12)	22%	(37)	23%	(38)	35%	(58)	13%	(21)	166
Employ: Retired	4%	(23)	15%	(80)	26%	(137)	42%	(221)	13%	(70)	531
Employ: Unemployed	8%	(17)	27%	(57)	18%	(37)	28%	(59)	19%	(40)	211
Employ: Other	14%	(25)	23%	(40)	18%	(31)	27%	(47)	19%	(33)	176
Military HH: Yes	6%	(22)	21%	(75)	27%	(96)	35%	(125)	12%	(42)	359
Military HH: No	9%	(172)	23%	(427)	23%	(424)	30%	(543)	15%	(273)	1839
RD/WT: Right Direction	8%	(65)	19%	(153)	22%	(182)	37%	(297)	14%	(116)	814
RD/WT: Wrong Track	9%	(128)	25%	(349)	24%	(337)	27%	(371)	14%	(199)	1384
Trump Job Approve	8%	(64)	19%	(156)	22%	(184)	38%	(322)	14%	(115)	841
Trump Job Disapprove	10%	(126)	27%	(334)	25%	(309)	26%	(318)	13%	(160)	1247
Trump Job Strongly Approve	9%	(39)	16%	(74)	18%	(83)	42%	(192)	15%	(67)	455
Trump Job Somewhat Approve	6%	(24)	21%	(82)	26%	(101)	34%	(130)	12%	(48)	385
Trump Job Somewhat Disapprove	8%	(21)	20%	(50)	33%	(84)	29%	(74)	10%	(26)	254
Trump Job Strongly Disapprove	11%	(105)	29%	(284)	23%	(225)	25%	(245)	14%	(135)	994
Favorable of Trump	8%	(64)	18%	(153)	22%	(188)	39%	(335)	13%	(108)	848
Unfavorable of Trump	10%	(121)	27%	(333)	26%	(310)	25%	(300)	12%	(150)	1215
Very Favorable of Trump	8%	(37)	15%	(69)	19%	(91)	46%	(214)	13%	(60)	471
Somewhat Favorable of Trump	7%	(27)	22%	(85)	26%	(97)	32%	(120)	13%	(48)	377
Somewhat Unfavorable of Trump	12%	(24)	19%	(41)	31%	(64)	27%	(56)	11%	(24)	209
Very Unfavorable of Trump	10%	(97)	29%	(292)	24%	(246)	24%	(244)	13%	(127)	1006

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**Table JOK2\_9:** Do you agree or disagree with the following statements?  
I enjoy when movies make me uncomfortable

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	9% (194)	23% (502)	24% (520)	30% (668)	14% (315)	2198
#1 Issue: Economy	7% (39)	25% (138)	27% (149)	27% (148)	13% (71)	545
#1 Issue: Security	8% (35)	17% (75)	20% (87)	40% (179)	16% (72)	448
#1 Issue: Health Care	8% (29)	28% (96)	21% (71)	31% (108)	12% (42)	346
#1 Issue: Medicare / Social Security	5% (19)	16% (54)	27% (91)	39% (133)	14% (48)	344
#1 Issue: Women's Issues	16% (18)	29% (33)	21% (25)	20% (23)	14% (16)	115
#1 Issue: Education	13% (16)	21% (25)	26% (32)	27% (33)	12% (15)	120
#1 Issue: Energy	19% (31)	30% (48)	27% (42)	7% (11)	16% (26)	159
#1 Issue: Other	6% (7)	27% (32)	18% (22)	28% (34)	21% (25)	121
2018 House Vote: Democrat	10% (80)	26% (201)	25% (198)	26% (204)	12% (92)	775
2018 House Vote: Republican	6% (37)	18% (120)	25% (167)	40% (268)	11% (77)	669
2018 House Vote: Someone else	9% (7)	22% (18)	21% (16)	26% (21)	22% (18)	80
2016 Vote: Hillary Clinton	9% (65)	28% (196)	25% (176)	27% (185)	10% (73)	695
2016 Vote: Donald Trump	8% (52)	16% (113)	24% (164)	40% (280)	12% (82)	691
2016 Vote: Other	5% (8)	18% (29)	35% (57)	20% (33)	21% (34)	161
2016 Vote: Didn't Vote	10% (67)	25% (164)	19% (123)	26% (170)	19% (126)	649
Voted in 2014: Yes	9% (116)	22% (291)	25% (336)	32% (427)	12% (165)	1335
Voted in 2014: No	9% (78)	24% (211)	21% (184)	28% (241)	17% (149)	863
2012 Vote: Barack Obama	10% (92)	26% (227)	25% (219)	27% (238)	12% (101)	878
2012 Vote: Mitt Romney	5% (23)	15% (77)	26% (130)	43% (212)	11% (57)	499
2012 Vote: Other	2% (1)	19% (16)	25% (22)	29% (25)	26% (23)	87
2012 Vote: Didn't Vote	11% (77)	25% (179)	20% (149)	26% (191)	18% (134)	730
4-Region: Northeast	7% (29)	21% (81)	29% (115)	29% (115)	13% (53)	393
4-Region: Midwest	8% (38)	23% (107)	24% (111)	29% (135)	15% (70)	462
4-Region: South	9% (72)	23% (191)	20% (162)	33% (272)	15% (127)	823
4-Region: West	10% (54)	24% (124)	26% (133)	28% (145)	12% (64)	520
Not a film fan	6% (19)	9% (28)	18% (60)	38% (122)	29% (94)	323
Casual film fan	6% (70)	22% (257)	26% (303)	33% (387)	12% (144)	1162
Avid film fan	15% (104)	30% (216)	22% (157)	22% (159)	11% (76)	713

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

**Table JOK2\_10: Do you agree or disagree with the following statements?  
I enjoy when art is provocative**

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	16% (350)	30% (666)	17% (378)	13% (284)	24% (520)	2198
Gender: Male	18% (193)	33% (348)	17% (184)	8% (88)	23% (248)	1061
Gender: Female	14% (157)	28% (318)	17% (194)	17% (195)	24% (273)	1137
Age: 18-29	26% (110)	36% (151)	14% (57)	6% (25)	18% (76)	420
Age: 30-44	22% (129)	29% (174)	16% (95)	10% (61)	23% (134)	592
Age: 45-54	14% (43)	29% (89)	18% (54)	14% (42)	25% (77)	306
Age: 55-64	10% (45)	29% (131)	18% (79)	15% (67)	28% (122)	444
Age: 65+	5% (22)	28% (121)	21% (93)	20% (89)	26% (111)	436
Generation Z: 18-22	26% (43)	32% (53)	14% (23)	6% (10)	22% (35)	165
Millennial: Age 23-38	24% (154)	31% (197)	15% (97)	9% (56)	20% (124)	630
Generation X: Age 39-54	16% (86)	31% (164)	16% (85)	12% (62)	24% (127)	524
Boomers: Age 55-73	8% (61)	29% (222)	19% (147)	17% (134)	27% (208)	773
PID: Dem (no lean)	22% (173)	37% (291)	15% (119)	8% (60)	19% (150)	794
PID: Ind (no lean)	15% (114)	29% (214)	17% (128)	12% (89)	27% (204)	749
PID: Rep (no lean)	10% (63)	25% (162)	20% (130)	20% (134)	25% (166)	655
PID/Gender: Dem Men	26% (96)	40% (149)	13% (50)	5% (18)	16% (61)	374
PID/Gender: Dem Women	18% (77)	34% (141)	17% (69)	10% (42)	21% (89)	420
PID/Gender: Ind Men	16% (57)	31% (113)	19% (70)	10% (35)	24% (89)	364
PID/Gender: Ind Women	15% (57)	26% (100)	15% (58)	14% (55)	30% (115)	385
PID/Gender: Rep Men	13% (40)	26% (85)	20% (64)	11% (36)	30% (98)	323
PID/Gender: Rep Women	7% (23)	23% (77)	20% (66)	30% (98)	21% (69)	332
Ideo: Liberal (1-3)	26% (162)	42% (261)	13% (82)	5% (34)	13% (83)	621
Ideo: Moderate (4)	16% (92)	31% (174)	19% (108)	12% (68)	22% (128)	571
Ideo: Conservative (5-7)	10% (70)	24% (168)	22% (160)	20% (146)	24% (171)	716
Educ: < College	16% (242)	28% (428)	16% (246)	13% (196)	26% (398)	1511
Educ: Bachelors degree	17% (77)	33% (147)	19% (83)	11% (51)	19% (85)	443
Educ: Post-grad	12% (30)	38% (92)	20% (48)	15% (37)	15% (36)	244
Income: Under 50k	18% (225)	28% (344)	14% (177)	13% (166)	26% (322)	1234
Income: 50k-100k	13% (88)	30% (205)	22% (153)	13% (91)	22% (152)	688
Income: 100k+	13% (37)	43% (117)	17% (48)	10% (27)	17% (46)	276
Ethnicity: White	15% (251)	30% (514)	17% (295)	14% (246)	24% (415)	1720

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**Table JOK2\_10:** Do you agree or disagree with the following statements?  
I enjoy when art is provocative

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	16% (350)	30% (666)	17% (378)	13% (284)	24% (520)	2198
Ethnicity: Hispanic	26% (89)	28% (97)	17% (60)	8% (27)	22% (75)	349
Ethnicity: Afr. Am.	21% (57)	33% (91)	18% (48)	8% (21)	21% (56)	274
Ethnicity: Other	20% (42)	30% (61)	17% (35)	8% (17)	24% (49)	204
Community: Urban	20% (109)	34% (188)	17% (95)	9% (53)	20% (112)	557
Community: Suburban	13% (140)	31% (333)	18% (196)	14% (148)	23% (249)	1066
Community: Rural	17% (100)	25% (145)	15% (87)	14% (83)	28% (159)	575
Employ: Private Sector	20% (158)	30% (234)	18% (135)	10% (75)	22% (167)	769
Employ: Government	13% (16)	33% (40)	22% (27)	15% (19)	16% (20)	121
Employ: Self-Employed	23% (35)	32% (48)	12% (17)	11% (17)	22% (32)	149
Employ: Homemaker	19% (32)	29% (49)	14% (23)	12% (19)	26% (43)	166
Employ: Retired	7% (35)	30% (160)	21% (110)	18% (95)	25% (133)	531
Employ: Unemployed	13% (28)	29% (62)	16% (35)	12% (26)	29% (61)	211
Employ: Other	15% (27)	29% (50)	15% (26)	14% (24)	28% (49)	176
Military HH: Yes	12% (42)	27% (97)	23% (81)	15% (52)	24% (87)	359
Military HH: No	17% (308)	31% (569)	16% (297)	13% (231)	24% (433)	1839
RD/WT: Right Direction	12% (96)	26% (213)	20% (159)	17% (136)	26% (209)	814
RD/WT: Wrong Track	18% (254)	33% (453)	16% (219)	11% (147)	22% (311)	1384
Trump Job Approve	10% (87)	25% (213)	20% (171)	18% (154)	26% (215)	841
Trump Job Disapprove	20% (256)	34% (428)	16% (194)	9% (113)	21% (257)	1247
Trump Job Strongly Approve	10% (44)	21% (94)	19% (87)	25% (113)	26% (118)	455
Trump Job Somewhat Approve	11% (43)	31% (120)	22% (85)	11% (42)	25% (96)	385
Trump Job Somewhat Disapprove	18% (47)	28% (72)	22% (56)	12% (30)	19% (49)	254
Trump Job Strongly Disapprove	21% (209)	36% (356)	14% (138)	8% (83)	21% (208)	994
Favorable of Trump	11% (94)	25% (212)	21% (180)	19% (158)	24% (204)	848
Unfavorable of Trump	20% (239)	35% (424)	15% (185)	9% (114)	21% (253)	1215
Very Favorable of Trump	10% (47)	21% (100)	21% (98)	23% (109)	25% (116)	471
Somewhat Favorable of Trump	12% (47)	30% (111)	22% (82)	13% (49)	23% (88)	377
Somewhat Unfavorable of Trump	14% (29)	25% (52)	23% (48)	15% (31)	23% (49)	209
Very Unfavorable of Trump	21% (210)	37% (372)	14% (136)	8% (83)	20% (204)	1006

Continued on next page

**Table JOK2\_10: Do you agree or disagree with the following statements?  
I enjoy when art is provocative**

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	16%	(350)	30%	(666)	17%	(378)	13%	(284)	24%	(520)	2198
#1 Issue: Economy	18%	(95)	34%	(183)	17%	(91)	12%	(65)	20%	(110)	545
#1 Issue: Security	10%	(44)	24%	(106)	21%	(94)	17%	(78)	28%	(125)	448
#1 Issue: Health Care	18%	(62)	34%	(118)	17%	(57)	10%	(33)	22%	(76)	346
#1 Issue: Medicare / Social Security	8%	(27)	30%	(102)	17%	(58)	18%	(62)	28%	(95)	344
#1 Issue: Women's Issues	31%	(36)	35%	(40)	12%	(14)	10%	(11)	12%	(14)	115
#1 Issue: Education	15%	(18)	25%	(30)	27%	(32)	8%	(10)	25%	(30)	120
#1 Issue: Energy	26%	(42)	37%	(59)	10%	(16)	6%	(9)	20%	(32)	159
#1 Issue: Other	21%	(25)	23%	(28)	12%	(15)	13%	(15)	31%	(38)	121
2018 House Vote: Democrat	20%	(158)	35%	(273)	16%	(125)	9%	(68)	19%	(151)	775
2018 House Vote: Republican	11%	(75)	25%	(164)	21%	(137)	21%	(138)	23%	(156)	669
2018 House Vote: Someone else	7%	(6)	27%	(22)	20%	(16)	15%	(12)	30%	(24)	80
2016 Vote: Hillary Clinton	20%	(142)	37%	(259)	15%	(105)	8%	(56)	19%	(132)	695
2016 Vote: Donald Trump	10%	(70)	25%	(176)	21%	(146)	20%	(142)	23%	(158)	691
2016 Vote: Other	12%	(19)	27%	(44)	23%	(37)	12%	(19)	26%	(41)	161
2016 Vote: Didn't Vote	18%	(117)	29%	(187)	14%	(90)	10%	(67)	29%	(188)	649
Voted in 2014: Yes	15%	(199)	30%	(398)	19%	(255)	15%	(196)	22%	(287)	1335
Voted in 2014: No	17%	(151)	31%	(268)	14%	(123)	10%	(88)	27%	(233)	863
2012 Vote: Barack Obama	21%	(181)	35%	(310)	15%	(128)	9%	(82)	20%	(178)	878
2012 Vote: Mitt Romney	8%	(41)	25%	(126)	24%	(119)	20%	(98)	23%	(114)	499
2012 Vote: Other	5%	(4)	14%	(12)	25%	(22)	25%	(22)	32%	(28)	87
2012 Vote: Didn't Vote	17%	(122)	30%	(217)	15%	(109)	11%	(83)	27%	(199)	730
4-Region: Northeast	15%	(58)	33%	(130)	17%	(68)	12%	(48)	23%	(91)	393
4-Region: Midwest	15%	(71)	27%	(126)	15%	(71)	15%	(69)	27%	(125)	462
4-Region: South	16%	(132)	28%	(232)	18%	(151)	14%	(113)	24%	(194)	823
4-Region: West	17%	(89)	34%	(179)	17%	(88)	10%	(54)	21%	(110)	520
Not a film fan	8%	(27)	17%	(56)	14%	(46)	23%	(74)	37%	(121)	323
Casual film fan	12%	(136)	32%	(372)	19%	(223)	13%	(147)	25%	(285)	1162
Avid film fan	26%	(187)	34%	(239)	15%	(109)	9%	(63)	16%	(115)	713

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

**Table JOK2\_11: Do you agree or disagree with the following statements?**  
*I enjoy when art makes me uncomfortable*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	6% (140)	19% (413)	23% (505)	31% (691)	20% (449)	2198
Gender: Male	6% (69)	21% (224)	25% (266)	27% (286)	20% (216)	1061
Gender: Female	6% (72)	17% (189)	21% (239)	36% (405)	20% (233)	1137
Age: 18-29	12% (52)	26% (109)	19% (78)	21% (90)	22% (91)	420
Age: 30-44	9% (54)	25% (147)	21% (123)	24% (142)	21% (126)	592
Age: 45-54	4% (12)	19% (59)	25% (76)	27% (83)	25% (77)	306
Age: 55-64	4% (16)	13% (58)	28% (125)	38% (168)	17% (77)	444
Age: 65+	1% (6)	9% (40)	24% (103)	48% (209)	18% (77)	436
Generation Z: 18-22	12% (20)	23% (38)	21% (35)	18% (30)	25% (41)	165
Millennial: Age 23-38	10% (64)	28% (175)	20% (124)	24% (148)	19% (119)	630
Generation X: Age 39-54	6% (34)	20% (102)	22% (118)	26% (136)	26% (134)	524
Boomers: Age 55-73	3% (22)	11% (86)	26% (202)	43% (328)	17% (135)	773
PID: Dem (no lean)	8% (67)	24% (192)	25% (196)	26% (206)	17% (133)	794
PID: Ind (no lean)	8% (57)	19% (140)	21% (157)	28% (211)	25% (184)	749
PID: Rep (no lean)	2% (16)	12% (81)	23% (152)	42% (275)	20% (131)	655
PID/Gender: Dem Men	11% (39)	30% (111)	22% (84)	23% (87)	14% (54)	374
PID/Gender: Dem Women	7% (28)	19% (81)	27% (112)	28% (119)	19% (79)	420
PID/Gender: Ind Men	6% (23)	18% (66)	27% (98)	25% (90)	24% (86)	364
PID/Gender: Ind Women	9% (34)	19% (74)	15% (59)	31% (120)	25% (98)	385
PID/Gender: Rep Men	2% (6)	15% (48)	26% (84)	34% (109)	23% (75)	323
PID/Gender: Rep Women	3% (10)	10% (33)	20% (68)	50% (166)	17% (55)	332
Ideo: Liberal (1-3)	11% (71)	30% (188)	25% (153)	20% (122)	14% (86)	621
Ideo: Moderate (4)	6% (36)	18% (105)	25% (142)	31% (180)	19% (107)	571
Ideo: Conservative (5-7)	3% (19)	11% (76)	25% (177)	44% (315)	18% (130)	716
Educ: < College	6% (97)	18% (267)	22% (329)	32% (481)	22% (337)	1511
Educ: Bachelors degree	7% (29)	22% (97)	24% (106)	31% (136)	17% (74)	443
Educ: Post-grad	6% (14)	20% (49)	28% (69)	30% (74)	16% (38)	244
Income: Under 50k	7% (91)	19% (228)	20% (245)	31% (381)	23% (289)	1234
Income: 50k-100k	6% (39)	17% (118)	25% (171)	34% (237)	18% (123)	688
Income: 100k+	4% (11)	24% (66)	32% (88)	27% (73)	13% (36)	276
Ethnicity: White	5% (89)	19% (323)	24% (408)	32% (558)	20% (342)	1720

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**Table JOK2\_11: Do you agree or disagree with the following statements?  
I enjoy when art makes me uncomfortable**

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	6%	(140)	19%	(413)	23%	(505)	31%	(691)	20%	(449)	2198
Ethnicity: Hispanic	13%	(47)	22%	(76)	18%	(64)	29%	(101)	17%	(61)	349
Ethnicity: Afr. Am.	10%	(28)	19%	(53)	21%	(57)	27%	(73)	23%	(63)	274
Ethnicity: Other	11%	(23)	18%	(37)	19%	(40)	30%	(61)	21%	(43)	204
Community: Urban	9%	(53)	20%	(112)	23%	(126)	28%	(154)	20%	(113)	557
Community: Suburban	5%	(57)	19%	(198)	24%	(260)	32%	(344)	19%	(207)	1066
Community: Rural	5%	(31)	18%	(103)	21%	(118)	34%	(194)	22%	(128)	575
Employ: Private Sector	8%	(62)	23%	(177)	24%	(187)	27%	(206)	18%	(136)	769
Employ: Government	3%	(4)	22%	(27)	25%	(31)	32%	(39)	17%	(21)	121
Employ: Self-Employed	7%	(10)	30%	(45)	26%	(39)	22%	(33)	16%	(23)	149
Employ: Homemaker	10%	(16)	14%	(23)	20%	(33)	31%	(51)	26%	(43)	166
Employ: Retired	3%	(15)	10%	(52)	25%	(134)	43%	(231)	19%	(99)	531
Employ: Unemployed	6%	(13)	19%	(40)	17%	(35)	31%	(65)	27%	(58)	211
Employ: Other	6%	(11)	23%	(41)	15%	(27)	28%	(50)	27%	(47)	176
Military HH: Yes	5%	(17)	11%	(41)	28%	(100)	39%	(139)	17%	(62)	359
Military HH: No	7%	(123)	20%	(372)	22%	(405)	30%	(552)	21%	(387)	1839
RD/WT: Right Direction	4%	(32)	14%	(116)	22%	(180)	39%	(320)	20%	(165)	814
RD/WT: Wrong Track	8%	(108)	21%	(297)	23%	(325)	27%	(371)	20%	(283)	1384
Trump Job Approve	3%	(27)	15%	(122)	24%	(198)	40%	(332)	19%	(162)	841
Trump Job Disapprove	9%	(111)	23%	(281)	23%	(291)	27%	(339)	18%	(225)	1247
Trump Job Strongly Approve	4%	(17)	11%	(48)	20%	(90)	46%	(210)	20%	(90)	455
Trump Job Somewhat Approve	2%	(9)	19%	(74)	28%	(107)	32%	(123)	19%	(72)	385
Trump Job Somewhat Disapprove	6%	(15)	17%	(43)	29%	(73)	34%	(85)	15%	(38)	254
Trump Job Strongly Disapprove	10%	(96)	24%	(238)	22%	(218)	26%	(254)	19%	(188)	994
Favorable of Trump	3%	(22)	14%	(122)	23%	(195)	42%	(357)	18%	(151)	848
Unfavorable of Trump	9%	(111)	23%	(277)	24%	(291)	26%	(312)	18%	(223)	1215
Very Favorable of Trump	3%	(14)	11%	(53)	19%	(90)	48%	(228)	18%	(86)	471
Somewhat Favorable of Trump	2%	(8)	18%	(69)	28%	(105)	34%	(129)	17%	(65)	377
Somewhat Unfavorable of Trump	7%	(14)	15%	(31)	29%	(60)	29%	(60)	21%	(44)	209
Very Unfavorable of Trump	10%	(97)	25%	(246)	23%	(231)	25%	(252)	18%	(179)	1006

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**Table JOK2\_11: Do you agree or disagree with the following statements?  
I enjoy when art makes me uncomfortable**

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	6%	(140)	19%	(413)	23%	(505)	31%	(691)	20%	(449)	2198
#1 Issue: Economy	5%	(30)	21%	(113)	28%	(155)	28%	(150)	18%	(98)	545
#1 Issue: Security	4%	(17)	14%	(62)	23%	(102)	39%	(175)	21%	(92)	448
#1 Issue: Health Care	6%	(21)	24%	(81)	21%	(71)	32%	(109)	18%	(63)	346
#1 Issue: Medicare / Social Security	3%	(10)	10%	(36)	25%	(85)	40%	(138)	22%	(75)	344
#1 Issue: Women's Issues	15%	(17)	24%	(28)	22%	(26)	21%	(25)	18%	(21)	115
#1 Issue: Education	8%	(9)	25%	(30)	18%	(21)	24%	(29)	26%	(31)	120
#1 Issue: Energy	14%	(22)	25%	(39)	16%	(26)	19%	(31)	26%	(41)	159
#1 Issue: Other	12%	(14)	20%	(25)	16%	(20)	28%	(34)	24%	(29)	121
2018 House Vote: Democrat	8%	(64)	23%	(180)	25%	(195)	26%	(205)	17%	(132)	775
2018 House Vote: Republican	3%	(21)	13%	(87)	23%	(156)	43%	(288)	18%	(118)	669
2018 House Vote: Someone else	2%	(2)	15%	(12)	17%	(14)	34%	(27)	32%	(25)	80
2016 Vote: Hillary Clinton	10%	(66)	23%	(160)	25%	(171)	26%	(181)	17%	(117)	695
2016 Vote: Donald Trump	3%	(20)	13%	(92)	23%	(161)	43%	(298)	17%	(120)	691
2016 Vote: Other	4%	(6)	21%	(34)	29%	(47)	22%	(36)	24%	(38)	161
2016 Vote: Didn't Vote	7%	(48)	19%	(125)	19%	(126)	27%	(176)	27%	(174)	649
Voted in 2014: Yes	6%	(77)	19%	(249)	24%	(322)	34%	(448)	18%	(239)	1335
Voted in 2014: No	7%	(63)	19%	(164)	21%	(182)	28%	(243)	24%	(210)	863
2012 Vote: Barack Obama	9%	(83)	22%	(192)	23%	(199)	27%	(240)	19%	(163)	878
2012 Vote: Mitt Romney	2%	(9)	12%	(59)	27%	(134)	43%	(214)	17%	(82)	499
2012 Vote: Other	3%	(3)	14%	(12)	18%	(16)	40%	(35)	24%	(21)	87
2012 Vote: Didn't Vote	6%	(46)	20%	(146)	21%	(155)	28%	(202)	25%	(181)	730
4-Region: Northeast	6%	(23)	19%	(76)	26%	(103)	29%	(114)	20%	(79)	393
4-Region: Midwest	5%	(23)	17%	(78)	26%	(120)	32%	(146)	21%	(95)	462
4-Region: South	6%	(52)	18%	(145)	20%	(166)	34%	(277)	22%	(183)	823
4-Region: West	8%	(43)	22%	(115)	22%	(116)	30%	(154)	18%	(92)	520
Not a film fan	3%	(9)	9%	(30)	20%	(64)	37%	(118)	32%	(102)	323
Casual film fan	6%	(69)	17%	(195)	25%	(287)	34%	(392)	19%	(220)	1162
Avid film fan	9%	(62)	26%	(188)	22%	(154)	25%	(181)	18%	(127)	713

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

**Table JOK2\_12: Do you agree or disagree with the following statements?**  
*A good piece of art or film should be rewarded and treated as such, even if it causes controversy*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	31% (689)	37% (812)	9% (196)	5% (110)	18% (391)	2198
Gender: Male	34% (357)	36% (386)	10% (103)	5% (51)	15% (164)	1061
Gender: Female	29% (332)	37% (426)	8% (93)	5% (59)	20% (227)	1137
Age: 18-29	41% (173)	31% (129)	9% (40)	2% (8)	17% (69)	420
Age: 30-44	36% (215)	33% (198)	8% (49)	4% (24)	18% (107)	592
Age: 45-54	32% (97)	31% (96)	10% (30)	7% (21)	21% (63)	306
Age: 55-64	24% (106)	41% (181)	10% (45)	7% (31)	18% (81)	444
Age: 65+	22% (98)	48% (208)	7% (33)	6% (27)	16% (71)	436
Generation Z: 18-22	41% (67)	26% (42)	9% (15)	1% (2)	23% (39)	165
Millennial: Age 23-38	40% (249)	34% (213)	9% (54)	3% (19)	15% (95)	630
Generation X: Age 39-54	32% (169)	32% (169)	9% (50)	6% (31)	20% (105)	524
Boomers: Age 55-73	23% (181)	44% (342)	8% (64)	7% (54)	17% (131)	773
PID: Dem (no lean)	38% (298)	40% (314)	7% (53)	2% (19)	14% (109)	794
PID: Ind (no lean)	31% (233)	35% (263)	9% (70)	4% (27)	21% (155)	749
PID: Rep (no lean)	24% (157)	36% (235)	11% (73)	10% (64)	19% (127)	655
PID/Gender: Dem Men	43% (160)	36% (136)	8% (31)	2% (7)	11% (40)	374
PID/Gender: Dem Women	33% (139)	42% (178)	5% (22)	3% (13)	16% (69)	420
PID/Gender: Ind Men	33% (119)	35% (129)	9% (34)	5% (18)	18% (64)	364
PID/Gender: Ind Women	30% (114)	35% (134)	9% (36)	3% (10)	24% (91)	385
PID/Gender: Rep Men	24% (78)	37% (121)	12% (38)	8% (27)	18% (60)	323
PID/Gender: Rep Women	24% (79)	34% (114)	11% (35)	11% (37)	20% (67)	332
Ideo: Liberal (1-3)	44% (271)	39% (239)	6% (40)	2% (15)	9% (56)	621
Ideo: Moderate (4)	31% (174)	42% (238)	9% (51)	3% (15)	16% (92)	571
Ideo: Conservative (5-7)	24% (169)	38% (270)	12% (83)	9% (68)	18% (126)	716
Educ: < College	32% (482)	34% (521)	9% (139)	5% (77)	19% (293)	1511
Educ: Bachelors degree	29% (131)	41% (184)	9% (42)	5% (21)	15% (66)	443
Educ: Post-grad	31% (76)	44% (107)	6% (15)	5% (12)	13% (32)	244
Income: Under 50k	34% (419)	33% (402)	9% (115)	5% (63)	19% (235)	1234
Income: 50k-100k	26% (182)	42% (289)	9% (64)	5% (31)	18% (122)	688
Income: 100k+	32% (88)	44% (121)	6% (17)	6% (16)	12% (34)	276
Ethnicity: White	31% (529)	38% (647)	9% (159)	5% (91)	17% (295)	1720

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**Table JOK2\_12:** Do you agree or disagree with the following statements?*A good piece of art or film should be rewarded and treated as such, even if it causes controversy*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	31% (689)	37% (812)	9% (196)	5% (110)	18% (391)	2198
Ethnicity: Hispanic	40% (141)	28% (98)	11% (39)	4% (14)	16% (57)	349
Ethnicity: Afr. Am.	30% (81)	36% (100)	9% (25)	4% (12)	20% (56)	274
Ethnicity: Other	39% (79)	32% (66)	6% (12)	4% (8)	19% (40)	204
Community: Urban	36% (201)	35% (197)	9% (51)	3% (16)	17% (93)	557
Community: Suburban	29% (312)	38% (406)	9% (94)	6% (63)	18% (191)	1066
Community: Rural	31% (176)	36% (209)	9% (51)	5% (31)	19% (107)	575
Employ: Private Sector	35% (267)	37% (286)	9% (70)	5% (36)	14% (110)	769
Employ: Government	26% (32)	42% (51)	14% (17)	4% (5)	13% (15)	121
Employ: Self-Employed	36% (54)	35% (52)	10% (14)	3% (4)	16% (24)	149
Employ: Homemaker	42% (70)	30% (50)	8% (14)	3% (5)	17% (28)	166
Employ: Retired	21% (114)	46% (245)	7% (40)	7% (39)	18% (94)	531
Employ: Unemployed	29% (61)	29% (61)	8% (18)	5% (10)	29% (61)	211
Employ: Other	36% (63)	26% (46)	10% (18)	4% (6)	25% (43)	176
Military HH: Yes	29% (104)	41% (146)	9% (31)	6% (23)	16% (56)	359
Military HH: No	32% (585)	36% (666)	9% (165)	5% (88)	18% (335)	1839
RD/WT: Right Direction	25% (200)	36% (291)	12% (95)	9% (71)	19% (157)	814
RD/WT: Wrong Track	35% (488)	38% (521)	7% (101)	3% (40)	17% (234)	1384
Trump Job Approve	24% (204)	37% (310)	12% (99)	9% (73)	18% (154)	841
Trump Job Disapprove	37% (463)	38% (479)	7% (93)	3% (35)	14% (178)	1247
Trump Job Strongly Approve	26% (116)	33% (148)	11% (49)	11% (49)	20% (92)	455
Trump Job Somewhat Approve	23% (88)	42% (162)	13% (50)	6% (24)	16% (62)	385
Trump Job Somewhat Disapprove	31% (79)	42% (108)	10% (25)	2% (5)	15% (37)	254
Trump Job Strongly Disapprove	39% (384)	37% (371)	7% (68)	3% (30)	14% (141)	994
Favorable of Trump	24% (203)	37% (317)	12% (99)	9% (74)	18% (154)	848
Unfavorable of Trump	38% (459)	38% (461)	8% (92)	3% (34)	14% (169)	1215
Very Favorable of Trump	23% (110)	32% (153)	12% (59)	11% (50)	21% (99)	471
Somewhat Favorable of Trump	24% (92)	44% (165)	11% (41)	6% (24)	15% (55)	377
Somewhat Unfavorable of Trump	30% (62)	36% (75)	13% (28)	4% (8)	17% (36)	209
Very Unfavorable of Trump	39% (397)	38% (386)	6% (64)	3% (26)	13% (133)	1006

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**Table JOK2\_12: Do you agree or disagree with the following statements?**  
*A good piece of art or film should be rewarded and treated as such, even if it causes controversy*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	31% (689)	37% (812)	9% (196)	5% (110)	18% (391)	2198
#1 Issue: Economy	34% (183)	38% (205)	8% (43)	4% (23)	17% (91)	545
#1 Issue: Security	24% (107)	36% (161)	12% (54)	10% (43)	19% (84)	448
#1 Issue: Health Care	32% (111)	40% (137)	9% (31)	3% (11)	16% (56)	346
#1 Issue: Medicare / Social Security	23% (80)	42% (144)	9% (32)	6% (20)	19% (67)	344
#1 Issue: Women's Issues	43% (50)	34% (39)	4% (5)	4% (5)	14% (16)	115
#1 Issue: Education	37% (45)	30% (36)	13% (16)	1% (1)	19% (22)	120
#1 Issue: Energy	49% (78)	31% (50)	2% (3)	2% (3)	16% (25)	159
#1 Issue: Other	29% (35)	33% (40)	10% (12)	3% (4)	25% (31)	121
2018 House Vote: Democrat	35% (271)	41% (317)	7% (51)	3% (22)	15% (114)	775
2018 House Vote: Republican	23% (154)	38% (254)	13% (85)	9% (60)	17% (116)	669
2018 House Vote: Someone else	28% (22)	35% (28)	13% (10)	9% (7)	16% (12)	80
2016 Vote: Hillary Clinton	35% (244)	43% (296)	6% (43)	2% (16)	14% (96)	695
2016 Vote: Donald Trump	24% (165)	38% (260)	12% (80)	9% (66)	18% (122)	691
2016 Vote: Other	34% (55)	39% (62)	9% (14)	4% (6)	15% (24)	161
2016 Vote: Didn't Vote	35% (224)	30% (193)	9% (59)	4% (23)	23% (149)	649
Voted in 2014: Yes	30% (405)	39% (525)	9% (121)	6% (77)	15% (207)	1335
Voted in 2014: No	33% (283)	33% (287)	9% (75)	4% (34)	21% (184)	863
2012 Vote: Barack Obama	39% (338)	38% (337)	7% (61)	2% (20)	14% (122)	878
2012 Vote: Mitt Romney	20% (98)	42% (210)	12% (60)	9% (45)	17% (86)	499
2012 Vote: Other	24% (21)	29% (25)	9% (8)	18% (16)	19% (17)	87
2012 Vote: Didn't Vote	31% (230)	32% (237)	9% (67)	4% (30)	23% (166)	730
4-Region: Northeast	30% (116)	39% (155)	9% (37)	4% (16)	17% (68)	393
4-Region: Midwest	30% (139)	36% (164)	10% (45)	5% (21)	20% (92)	462
4-Region: South	31% (259)	35% (292)	8% (70)	6% (46)	19% (158)	823
4-Region: West	34% (174)	39% (201)	8% (44)	5% (27)	14% (73)	520
Not a film fan	16% (51)	25% (82)	13% (42)	10% (31)	36% (117)	323
Casual film fan	29% (336)	41% (471)	8% (98)	5% (57)	17% (199)	1162
Avid film fan	42% (301)	36% (259)	8% (56)	3% (23)	10% (74)	713

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

**Table JOK2\_13: Do you agree or disagree with the following statements?**  
*We shouldn't spend money on controversial films*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	7% (158)	11% (245)	25% (543)	32% (701)	25% (551)	2198
Gender: Male	8% (84)	12% (126)	24% (253)	35% (373)	21% (225)	1061
Gender: Female	7% (75)	10% (118)	26% (290)	29% (327)	29% (326)	1137
Age: 18-29	8% (34)	12% (49)	22% (93)	31% (128)	27% (115)	420
Age: 30-44	6% (35)	8% (50)	25% (149)	40% (234)	21% (124)	592
Age: 45-54	7% (22)	9% (28)	23% (70)	34% (104)	27% (82)	306
Age: 55-64	6% (26)	10% (45)	26% (116)	31% (136)	27% (121)	444
Age: 65+	9% (41)	17% (72)	26% (115)	23% (99)	25% (109)	436
Generation Z: 18-22	13% (21)	14% (23)	15% (24)	26% (43)	32% (53)	165
Millennial: Age 23-38	7% (42)	9% (57)	26% (162)	36% (226)	23% (143)	630
Generation X: Age 39-54	5% (28)	9% (48)	24% (126)	38% (197)	24% (125)	524
Boomers: Age 55-73	7% (55)	12% (96)	26% (202)	27% (211)	27% (208)	773
PID: Dem (no lean)	5% (38)	10% (80)	26% (205)	39% (308)	20% (163)	794
PID: Ind (no lean)	6% (48)	11% (82)	22% (167)	31% (231)	30% (221)	749
PID: Rep (no lean)	11% (73)	13% (82)	26% (171)	25% (161)	26% (167)	655
PID/Gender: Dem Men	6% (23)	13% (50)	22% (84)	43% (159)	15% (57)	374
PID/Gender: Dem Women	3% (14)	7% (30)	29% (120)	36% (149)	25% (106)	420
PID/Gender: Ind Men	8% (29)	10% (37)	21% (76)	37% (136)	24% (87)	364
PID/Gender: Ind Women	5% (19)	12% (45)	24% (91)	25% (95)	35% (135)	385
PID/Gender: Rep Men	10% (32)	12% (39)	29% (93)	24% (78)	25% (81)	323
PID/Gender: Rep Women	12% (41)	13% (43)	24% (79)	25% (83)	26% (86)	332
Ideo: Liberal (1-3)	3% (22)	10% (60)	26% (163)	48% (297)	13% (79)	621
Ideo: Moderate (4)	6% (33)	12% (68)	29% (166)	30% (173)	23% (131)	571
Ideo: Conservative (5-7)	12% (84)	13% (95)	25% (179)	24% (171)	26% (188)	716
Educ: < College	8% (123)	11% (171)	22% (327)	31% (461)	28% (428)	1511
Educ: Bachelors degree	5% (23)	10% (44)	32% (143)	35% (154)	18% (80)	443
Educ: Post-grad	5% (12)	12% (29)	30% (73)	35% (85)	18% (44)	244
Income: Under 50k	8% (103)	11% (136)	21% (258)	31% (382)	29% (354)	1234
Income: 50k-100k	6% (39)	12% (79)	29% (198)	31% (211)	23% (161)	688
Income: 100k+	6% (16)	11% (29)	31% (86)	39% (108)	13% (36)	276
Ethnicity: White	7% (116)	12% (204)	26% (449)	31% (535)	24% (417)	1720

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**Table JOK2\_13: Do you agree or disagree with the following statements?**  
*We shouldn't spend money on controversial films*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	7%	(158)	11%	(245)	25%	(543)	32%	(701)	25%	(551)	2198
Ethnicity: Hispanic	9%	(32)	12%	(41)	17%	(60)	38%	(131)	24%	(85)	349
Ethnicity: Afr. Am.	11%	(29)	9%	(24)	18%	(49)	34%	(92)	29%	(81)	274
Ethnicity: Other	7%	(14)	8%	(17)	22%	(45)	36%	(74)	26%	(54)	204
Community: Urban	6%	(32)	14%	(76)	21%	(119)	35%	(194)	24%	(136)	557
Community: Suburban	8%	(82)	10%	(107)	27%	(286)	32%	(343)	23%	(248)	1066
Community: Rural	8%	(44)	11%	(61)	24%	(138)	29%	(164)	29%	(167)	575
Employ: Private Sector	7%	(54)	10%	(80)	25%	(189)	36%	(279)	22%	(166)	769
Employ: Government	5%	(6)	8%	(10)	23%	(28)	41%	(50)	23%	(28)	121
Employ: Self-Employed	7%	(11)	7%	(10)	26%	(39)	39%	(58)	21%	(31)	149
Employ: Homemaker	6%	(11)	12%	(20)	18%	(30)	32%	(52)	32%	(53)	166
Employ: Retired	8%	(40)	14%	(74)	29%	(156)	24%	(126)	25%	(135)	531
Employ: Unemployed	11%	(23)	14%	(29)	18%	(39)	26%	(56)	31%	(65)	211
Employ: Other	5%	(9)	8%	(15)	23%	(41)	32%	(56)	31%	(55)	176
Military HH: Yes	10%	(36)	13%	(47)	26%	(95)	26%	(93)	24%	(87)	359
Military HH: No	7%	(123)	11%	(197)	24%	(448)	33%	(607)	25%	(464)	1839
RD/WT: Right Direction	9%	(75)	13%	(110)	24%	(194)	26%	(211)	28%	(224)	814
RD/WT: Wrong Track	6%	(84)	10%	(135)	25%	(349)	35%	(490)	24%	(327)	1384
Trump Job Approve	11%	(89)	14%	(120)	23%	(196)	26%	(215)	26%	(221)	841
Trump Job Disapprove	6%	(69)	9%	(117)	27%	(333)	37%	(465)	21%	(263)	1247
Trump Job Strongly Approve	15%	(70)	15%	(66)	20%	(92)	22%	(100)	28%	(127)	455
Trump Job Somewhat Approve	5%	(18)	14%	(54)	27%	(104)	30%	(115)	24%	(94)	385
Trump Job Somewhat Disapprove	7%	(17)	14%	(36)	31%	(80)	24%	(60)	24%	(60)	254
Trump Job Strongly Disapprove	5%	(52)	8%	(81)	25%	(253)	41%	(405)	20%	(202)	994
Favorable of Trump	11%	(90)	14%	(121)	24%	(203)	25%	(215)	26%	(218)	848
Unfavorable of Trump	5%	(59)	9%	(115)	27%	(326)	38%	(463)	21%	(252)	1215
Very Favorable of Trump	15%	(69)	15%	(71)	21%	(98)	23%	(109)	26%	(124)	471
Somewhat Favorable of Trump	6%	(21)	13%	(51)	28%	(105)	28%	(106)	25%	(94)	377
Somewhat Unfavorable of Trump	3%	(7)	17%	(35)	30%	(62)	27%	(55)	23%	(49)	209
Very Unfavorable of Trump	5%	(52)	8%	(79)	26%	(264)	41%	(408)	20%	(203)	1006

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**Table JOK2\_13: Do you agree or disagree with the following statements?**  
*We shouldn't spend money on controversial films*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	7%	(158)	11%	(245)	25%	(543)	32%	(701)	25%	(551)	2198
#1 Issue: Economy	4%	(21)	11%	(58)	27%	(146)	35%	(191)	23%	(128)	545
#1 Issue: Security	12%	(53)	14%	(64)	23%	(103)	23%	(102)	28%	(126)	448
#1 Issue: Health Care	8%	(27)	8%	(28)	25%	(86)	35%	(122)	24%	(83)	346
#1 Issue: Medicare / Social Security	8%	(29)	15%	(53)	26%	(89)	24%	(81)	27%	(91)	344
#1 Issue: Women's Issues	6%	(7)	5%	(5)	26%	(30)	42%	(49)	20%	(23)	115
#1 Issue: Education	9%	(11)	10%	(12)	23%	(27)	39%	(47)	19%	(23)	120
#1 Issue: Energy	2%	(4)	7%	(11)	26%	(41)	41%	(65)	23%	(37)	159
#1 Issue: Other	5%	(6)	10%	(12)	17%	(20)	36%	(43)	33%	(39)	121
2018 House Vote: Democrat	4%	(33)	10%	(74)	27%	(211)	39%	(300)	20%	(157)	775
2018 House Vote: Republican	11%	(73)	14%	(96)	26%	(173)	25%	(165)	24%	(163)	669
2018 House Vote: Someone else	6%	(5)	9%	(7)	21%	(17)	32%	(25)	32%	(26)	80
2016 Vote: Hillary Clinton	4%	(31)	9%	(66)	27%	(185)	41%	(283)	19%	(131)	695
2016 Vote: Donald Trump	10%	(68)	14%	(98)	26%	(179)	25%	(174)	25%	(174)	691
2016 Vote: Other	4%	(6)	9%	(15)	24%	(39)	36%	(58)	27%	(43)	161
2016 Vote: Didn't Vote	8%	(54)	10%	(67)	21%	(139)	29%	(186)	31%	(203)	649
Voted in 2014: Yes	7%	(91)	12%	(157)	26%	(347)	33%	(435)	23%	(305)	1335
Voted in 2014: No	8%	(68)	10%	(87)	23%	(196)	31%	(266)	29%	(246)	863
2012 Vote: Barack Obama	5%	(41)	9%	(79)	26%	(228)	41%	(358)	20%	(172)	878
2012 Vote: Mitt Romney	9%	(46)	16%	(82)	28%	(141)	22%	(109)	24%	(121)	499
2012 Vote: Other	10%	(9)	9%	(8)	22%	(19)	24%	(21)	35%	(31)	87
2012 Vote: Didn't Vote	9%	(62)	10%	(75)	21%	(153)	29%	(212)	31%	(228)	730
4-Region: Northeast	6%	(23)	12%	(49)	26%	(102)	32%	(126)	24%	(94)	393
4-Region: Midwest	6%	(28)	11%	(50)	27%	(123)	30%	(140)	26%	(121)	462
4-Region: South	8%	(67)	11%	(95)	24%	(199)	31%	(251)	26%	(212)	823
4-Region: West	8%	(41)	10%	(52)	23%	(119)	35%	(184)	24%	(123)	520
Not a film fan	13%	(43)	16%	(52)	14%	(44)	21%	(67)	36%	(117)	323
Casual film fan	6%	(65)	11%	(128)	29%	(338)	29%	(334)	26%	(297)	1162
Avid film fan	7%	(50)	9%	(65)	23%	(161)	42%	(299)	19%	(137)	713

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

**Table JOK2\_14:** Do you agree or disagree with the following statements?  
*Movies that are problematic or dangerous should be censored*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	10% (226)	16% (349)	21% (457)	36% (782)	17% (383)	2198
Gender: Male	8% (89)	17% (182)	20% (208)	41% (438)	14% (143)	1061
Gender: Female	12% (136)	15% (167)	22% (250)	30% (344)	21% (240)	1137
Age: 18-29	8% (32)	14% (59)	22% (93)	38% (159)	18% (77)	420
Age: 30-44	8% (47)	14% (84)	20% (118)	41% (241)	17% (102)	592
Age: 45-54	12% (36)	11% (35)	17% (52)	39% (121)	20% (62)	306
Age: 55-64	11% (50)	19% (84)	23% (101)	31% (136)	16% (73)	444
Age: 65+	14% (61)	20% (87)	21% (93)	29% (126)	16% (69)	436
Generation Z: 18-22	10% (16)	12% (19)	21% (35)	32% (53)	25% (42)	165
Millennial: Age 23-38	7% (45)	15% (92)	22% (137)	40% (252)	16% (103)	630
Generation X: Age 39-54	10% (54)	13% (66)	17% (91)	41% (215)	18% (97)	524
Boomers: Age 55-73	12% (89)	19% (145)	23% (175)	31% (236)	17% (128)	773
PID: Dem (no lean)	10% (77)	16% (129)	24% (193)	35% (274)	15% (121)	794
PID: Ind (no lean)	8% (58)	13% (95)	18% (135)	40% (301)	21% (159)	749
PID: Rep (no lean)	14% (91)	19% (126)	20% (129)	32% (207)	16% (103)	655
PID/Gender: Dem Men	6% (24)	18% (69)	21% (79)	42% (156)	12% (46)	374
PID/Gender: Dem Women	13% (52)	14% (60)	27% (114)	28% (118)	18% (75)	420
PID/Gender: Ind Men	7% (26)	14% (49)	17% (62)	48% (176)	14% (51)	364
PID/Gender: Ind Women	8% (32)	12% (45)	19% (73)	33% (125)	28% (109)	385
PID/Gender: Rep Men	12% (40)	20% (64)	21% (67)	33% (105)	14% (47)	323
PID/Gender: Rep Women	15% (51)	18% (61)	19% (62)	30% (101)	17% (56)	332
Ideo: Liberal (1-3)	6% (40)	15% (92)	22% (138)	45% (277)	12% (74)	621
Ideo: Moderate (4)	9% (49)	17% (98)	24% (138)	33% (191)	17% (95)	571
Ideo: Conservative (5-7)	15% (107)	18% (129)	19% (134)	34% (241)	15% (104)	716
Educ: < College	11% (171)	16% (247)	19% (285)	34% (515)	19% (293)	1511
Educ: Bachelors degree	7% (33)	16% (70)	25% (111)	39% (172)	13% (58)	443
Educ: Post-grad	9% (22)	13% (32)	25% (62)	39% (95)	14% (33)	244
Income: Under 50k	11% (139)	15% (186)	20% (241)	34% (421)	20% (247)	1234
Income: 50k-100k	9% (65)	18% (126)	21% (143)	36% (247)	16% (107)	688
Income: 100k+	8% (21)	14% (38)	27% (73)	41% (114)	11% (30)	276
Ethnicity: White	10% (174)	17% (286)	21% (359)	36% (618)	16% (284)	1720

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**Table JOK2\_14:** Do you agree or disagree with the following statements?  
*Movies that are problematic or dangerous should be censored*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	10%	(226)	16%	(349)	21%	(457)	36%	(782)	17%	(383)	2198
Ethnicity: Hispanic	13%	(45)	12%	(43)	17%	(61)	38%	(133)	19%	(68)	349
Ethnicity: Afr. Am.	11%	(29)	14%	(39)	23%	(64)	30%	(82)	22%	(60)	274
Ethnicity: Other	11%	(22)	12%	(25)	17%	(35)	41%	(83)	19%	(39)	204
Community: Urban	9%	(53)	18%	(99)	18%	(103)	38%	(211)	16%	(92)	557
Community: Suburban	11%	(113)	15%	(163)	22%	(235)	36%	(383)	16%	(172)	1066
Community: Rural	10%	(60)	15%	(87)	21%	(120)	33%	(188)	21%	(120)	575
Employ: Private Sector	9%	(72)	15%	(119)	20%	(150)	41%	(315)	15%	(113)	769
Employ: Government	7%	(8)	12%	(15)	24%	(30)	39%	(48)	17%	(21)	121
Employ: Self-Employed	10%	(15)	20%	(29)	15%	(23)	42%	(63)	13%	(19)	149
Employ: Homemaker	12%	(19)	14%	(23)	28%	(46)	32%	(54)	15%	(25)	166
Employ: Retired	13%	(70)	19%	(100)	22%	(119)	30%	(159)	16%	(83)	531
Employ: Unemployed	11%	(22)	10%	(21)	19%	(40)	30%	(62)	31%	(65)	211
Employ: Other	10%	(17)	17%	(31)	19%	(34)	28%	(49)	26%	(45)	176
Military HH: Yes	13%	(48)	18%	(66)	21%	(74)	35%	(125)	13%	(47)	359
Military HH: No	10%	(178)	15%	(283)	21%	(384)	36%	(658)	18%	(337)	1839
RD/WT: Right Direction	12%	(95)	19%	(156)	19%	(152)	34%	(273)	17%	(138)	814
RD/WT: Wrong Track	9%	(130)	14%	(194)	22%	(306)	37%	(509)	18%	(246)	1384
Trump Job Approve	12%	(101)	19%	(160)	19%	(158)	34%	(289)	16%	(133)	841
Trump Job Disapprove	10%	(122)	14%	(179)	22%	(278)	38%	(472)	16%	(197)	1247
Trump Job Strongly Approve	16%	(71)	17%	(79)	16%	(73)	34%	(156)	17%	(77)	455
Trump Job Somewhat Approve	8%	(30)	21%	(82)	22%	(84)	34%	(133)	15%	(56)	385
Trump Job Somewhat Disapprove	14%	(34)	18%	(46)	24%	(61)	28%	(71)	16%	(42)	254
Trump Job Strongly Disapprove	9%	(88)	13%	(133)	22%	(217)	40%	(401)	16%	(155)	994
Favorable of Trump	12%	(98)	19%	(162)	19%	(161)	35%	(296)	15%	(131)	848
Unfavorable of Trump	10%	(118)	14%	(172)	23%	(274)	38%	(464)	15%	(187)	1215
Very Favorable of Trump	15%	(68)	17%	(80)	16%	(77)	35%	(165)	17%	(80)	471
Somewhat Favorable of Trump	8%	(29)	22%	(82)	22%	(84)	35%	(131)	14%	(51)	377
Somewhat Unfavorable of Trump	10%	(20)	21%	(44)	24%	(50)	30%	(63)	16%	(32)	209
Very Unfavorable of Trump	10%	(98)	13%	(128)	22%	(224)	40%	(401)	15%	(155)	1006

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**Table JOK2\_14:** Do you agree or disagree with the following statements?  
Movies that are problematic or dangerous should be censored

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	10%	(226)	16%	(349)	21%	(457)	36%	(782)	17%	(383)	2198
#1 Issue: Economy	7%	(36)	16%	(85)	21%	(115)	39%	(215)	17%	(95)	545
#1 Issue: Security	13%	(56)	19%	(85)	19%	(85)	33%	(148)	16%	(73)	448
#1 Issue: Health Care	10%	(34)	16%	(57)	22%	(77)	35%	(121)	16%	(57)	346
#1 Issue: Medicare / Social Security	16%	(53)	21%	(71)	18%	(63)	27%	(92)	19%	(64)	344
#1 Issue: Women's Issues	10%	(12)	6%	(6)	20%	(24)	48%	(55)	16%	(18)	115
#1 Issue: Education	12%	(14)	15%	(18)	22%	(26)	34%	(41)	18%	(22)	120
#1 Issue: Energy	5%	(8)	8%	(13)	24%	(38)	44%	(69)	19%	(30)	159
#1 Issue: Other	10%	(12)	11%	(13)	24%	(29)	34%	(42)	21%	(26)	121
2018 House Vote: Democrat	9%	(70)	14%	(109)	23%	(179)	37%	(284)	17%	(133)	775
2018 House Vote: Republican	14%	(96)	19%	(125)	18%	(122)	34%	(228)	15%	(97)	669
2018 House Vote: Someone else	8%	(6)	13%	(10)	16%	(13)	45%	(36)	19%	(15)	80
2016 Vote: Hillary Clinton	9%	(63)	14%	(97)	23%	(157)	38%	(262)	17%	(117)	695
2016 Vote: Donald Trump	13%	(93)	18%	(127)	19%	(129)	35%	(242)	14%	(100)	691
2016 Vote: Other	5%	(8)	14%	(23)	25%	(40)	40%	(64)	16%	(26)	161
2016 Vote: Didn't Vote	10%	(62)	16%	(101)	20%	(130)	33%	(215)	22%	(141)	649
Voted in 2014: Yes	11%	(147)	16%	(212)	21%	(278)	36%	(482)	16%	(216)	1335
Voted in 2014: No	9%	(79)	16%	(137)	21%	(179)	35%	(300)	19%	(167)	863
2012 Vote: Barack Obama	9%	(78)	15%	(132)	21%	(188)	39%	(342)	16%	(138)	878
2012 Vote: Mitt Romney	13%	(66)	19%	(97)	21%	(103)	33%	(167)	13%	(66)	499
2012 Vote: Other	10%	(8)	16%	(14)	15%	(13)	36%	(32)	23%	(20)	87
2012 Vote: Didn't Vote	10%	(73)	15%	(107)	21%	(151)	33%	(239)	22%	(159)	730
4-Region: Northeast	9%	(36)	17%	(68)	21%	(82)	34%	(135)	18%	(72)	393
4-Region: Midwest	12%	(57)	16%	(73)	19%	(88)	36%	(164)	17%	(80)	462
4-Region: South	11%	(91)	17%	(143)	21%	(176)	32%	(259)	19%	(154)	823
4-Region: West	8%	(42)	13%	(65)	21%	(111)	43%	(224)	15%	(77)	520
Not a film fan	14%	(46)	15%	(47)	18%	(59)	21%	(68)	32%	(103)	323
Casual film fan	10%	(120)	17%	(200)	23%	(270)	33%	(384)	16%	(188)	1162
Avid film fan	8%	(59)	14%	(102)	18%	(129)	46%	(330)	13%	(92)	713

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

**Table JOK2\_15: Do you agree or disagree with the following statements?**  
*Movies are a form of art*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	43% (940)	39% (852)	6% (133)	3% (59)	10% (214)	2198
Gender: Male	44% (468)	38% (408)	6% (65)	3% (31)	8% (88)	1061
Gender: Female	41% (471)	39% (444)	6% (68)	2% (28)	11% (126)	1137
Age: 18-29	60% (250)	26% (107)	5% (21)	1% (6)	8% (35)	420
Age: 30-44	50% (297)	34% (199)	5% (32)	2% (10)	9% (54)	592
Age: 45-54	36% (110)	44% (134)	6% (19)	2% (6)	12% (37)	306
Age: 55-64	36% (159)	45% (201)	5% (22)	4% (18)	10% (44)	444
Age: 65+	28% (123)	48% (211)	9% (40)	4% (19)	10% (43)	436
Generation Z: 18-22	59% (97)	19% (32)	7% (12)	3% (4)	12% (19)	165
Millennial: Age 23-38	55% (349)	32% (205)	4% (26)	1% (5)	7% (45)	630
Generation X: Age 39-54	40% (211)	39% (204)	6% (33)	3% (13)	12% (63)	524
Boomers: Age 55-73	34% (265)	46% (358)	6% (50)	4% (28)	9% (72)	773
PID: Dem (no lean)	52% (411)	36% (287)	5% (38)	1% (8)	6% (50)	794
PID: Ind (no lean)	42% (315)	37% (278)	6% (45)	2% (16)	13% (94)	749
PID: Rep (no lean)	32% (213)	44% (288)	8% (50)	5% (35)	11% (69)	655
PID/Gender: Dem Men	56% (210)	34% (127)	5% (19)	1% (4)	4% (14)	374
PID/Gender: Dem Women	48% (201)	38% (160)	4% (18)	1% (4)	9% (36)	420
PID/Gender: Ind Men	43% (158)	36% (131)	8% (30)	3% (11)	9% (34)	364
PID/Gender: Ind Women	41% (158)	38% (147)	4% (15)	1% (5)	16% (60)	385
PID/Gender: Rep Men	31% (100)	47% (151)	5% (16)	5% (16)	12% (40)	323
PID/Gender: Rep Women	34% (113)	41% (137)	10% (34)	6% (19)	9% (30)	332
Ideo: Liberal (1-3)	57% (351)	36% (221)	4% (24)	1% (6)	3% (19)	621
Ideo: Moderate (4)	43% (246)	40% (230)	5% (26)	3% (15)	9% (54)	571
Ideo: Conservative (5-7)	32% (233)	45% (319)	9% (63)	5% (33)	10% (69)	716
Educ: < College	43% (643)	36% (545)	7% (100)	3% (46)	12% (176)	1511
Educ: Bachelors degree	43% (189)	45% (199)	5% (22)	1% (6)	6% (26)	443
Educ: Post-grad	44% (107)	44% (108)	4% (10)	3% (7)	5% (12)	244
Income: Under 50k	45% (557)	35% (428)	6% (76)	3% (36)	11% (137)	1234
Income: 50k-100k	39% (268)	44% (301)	6% (42)	3% (19)	8% (58)	688
Income: 100k+	41% (114)	45% (124)	5% (14)	2% (5)	7% (19)	276
Ethnicity: White	39% (679)	41% (711)	6% (110)	3% (50)	10% (170)	1720

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**Table JOK2\_15: Do you agree or disagree with the following statements?**  
*Movies are a form of art*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	43% (940)	39% (852)	6% (133)	3% (59)	10% (214)	2198
Ethnicity: Hispanic	56% (197)	28% (99)	5% (19)	— (2)	9% (32)	349
Ethnicity: Afr. Am.	53% (145)	33% (89)	5% (15)	2% (6)	7% (19)	274
Ethnicity: Other	57% (116)	25% (52)	4% (8)	2% (3)	12% (24)	204
Community: Urban	49% (272)	37% (203)	5% (28)	2% (12)	7% (42)	557
Community: Suburban	41% (433)	42% (447)	6% (63)	2% (26)	9% (98)	1066
Community: Rural	41% (235)	35% (202)	7% (42)	4% (22)	13% (74)	575
Employ: Private Sector	44% (341)	40% (308)	6% (43)	3% (22)	7% (55)	769
Employ: Government	40% (48)	45% (54)	6% (7)	2% (2)	8% (10)	121
Employ: Self-Employed	47% (70)	30% (44)	8% (11)	1% (1)	15% (23)	149
Employ: Homemaker	51% (84)	32% (53)	6% (11)	2% (3)	9% (15)	166
Employ: Retired	30% (159)	49% (262)	7% (36)	4% (20)	10% (54)	531
Employ: Unemployed	54% (113)	25% (53)	6% (12)	1% (3)	14% (29)	211
Employ: Other	51% (89)	29% (51)	4% (6)	4% (7)	13% (23)	176
Military HH: Yes	38% (136)	43% (153)	7% (25)	3% (11)	10% (35)	359
Military HH: No	44% (804)	38% (699)	6% (108)	3% (48)	10% (180)	1839
RD/WT: Right Direction	31% (251)	44% (355)	9% (77)	5% (41)	11% (90)	814
RD/WT: Wrong Track	50% (689)	36% (497)	4% (55)	1% (18)	9% (125)	1384
Trump Job Approve	32% (269)	44% (366)	9% (78)	5% (41)	10% (87)	841
Trump Job Disapprove	51% (633)	37% (455)	4% (49)	1% (19)	7% (92)	1247
Trump Job Strongly Approve	30% (136)	41% (187)	11% (51)	6% (28)	12% (53)	455
Trump Job Somewhat Approve	34% (133)	46% (179)	7% (27)	3% (12)	9% (34)	385
Trump Job Somewhat Disapprove	43% (109)	43% (110)	8% (21)	— (1)	5% (14)	254
Trump Job Strongly Disapprove	53% (525)	35% (346)	3% (28)	2% (17)	8% (78)	994
Favorable of Trump	33% (278)	44% (369)	9% (76)	5% (44)	10% (81)	848
Unfavorable of Trump	51% (620)	37% (446)	4% (48)	1% (15)	7% (86)	1215
Very Favorable of Trump	32% (148)	40% (187)	10% (49)	6% (29)	12% (57)	471
Somewhat Favorable of Trump	34% (130)	48% (182)	7% (27)	4% (14)	6% (24)	377
Somewhat Unfavorable of Trump	40% (83)	43% (89)	7% (14)	1% (2)	10% (20)	209
Very Unfavorable of Trump	53% (537)	35% (357)	3% (34)	1% (12)	7% (65)	1006

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**Table JOK2\_15: Do you agree or disagree with the following statements?**  
*Movies are a form of art*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	43% (940)	39% (852)	6% (133)	3% (59)	10% (214)	2198
#1 Issue: Economy	43% (236)	43% (236)	4% (23)	1% (6)	8% (44)	545
#1 Issue: Security	36% (163)	40% (181)	8% (34)	5% (22)	11% (49)	448
#1 Issue: Health Care	47% (162)	36% (124)	7% (25)	2% (7)	8% (28)	346
#1 Issue: Medicare / Social Security	34% (118)	41% (142)	7% (25)	4% (15)	13% (44)	344
#1 Issue: Women's Issues	53% (61)	35% (40)	5% (6)	1% (1)	7% (8)	115
#1 Issue: Education	46% (56)	31% (38)	7% (8)	1% (1)	15% (18)	120
#1 Issue: Energy	58% (93)	30% (48)	3% (5)	1% (2)	7% (11)	159
#1 Issue: Other	43% (52)	36% (43)	6% (7)	5% (6)	10% (12)	121
2018 House Vote: Democrat	50% (389)	38% (292)	3% (25)	2% (15)	7% (54)	775
2018 House Vote: Republican	32% (211)	44% (294)	10% (64)	4% (28)	11% (72)	669
2018 House Vote: Someone else	35% (28)	48% (38)	9% (7)	— (0)	9% (7)	80
2016 Vote: Hillary Clinton	50% (347)	39% (270)	4% (25)	1% (5)	7% (48)	695
2016 Vote: Donald Trump	33% (228)	43% (296)	10% (67)	4% (30)	10% (71)	691
2016 Vote: Other	39% (62)	48% (78)	4% (6)	4% (6)	5% (8)	161
2016 Vote: Didn't Vote	46% (301)	32% (209)	5% (34)	3% (18)	13% (87)	649
Voted in 2014: Yes	41% (551)	42% (559)	6% (85)	3% (38)	8% (101)	1335
Voted in 2014: No	45% (389)	34% (294)	5% (47)	2% (21)	13% (113)	863
2012 Vote: Barack Obama	50% (440)	37% (329)	4% (39)	1% (11)	7% (58)	878
2012 Vote: Mitt Romney	30% (148)	49% (245)	8% (40)	5% (24)	8% (41)	499
2012 Vote: Other	23% (20)	47% (41)	9% (8)	8% (7)	13% (11)	87
2012 Vote: Didn't Vote	45% (329)	32% (234)	6% (46)	2% (17)	14% (104)	730
4-Region: Northeast	37% (145)	44% (172)	8% (30)	1% (6)	10% (41)	393
4-Region: Midwest	39% (181)	39% (180)	7% (31)	3% (16)	12% (55)	462
4-Region: South	44% (361)	38% (312)	5% (39)	4% (30)	10% (82)	823
4-Region: West	49% (253)	36% (189)	6% (33)	2% (9)	7% (36)	520
Not a film fan	24% (78)	33% (108)	9% (30)	8% (26)	25% (82)	323
Casual film fan	36% (422)	45% (523)	6% (75)	2% (25)	10% (118)	1162
Avid film fan	62% (440)	31% (221)	4% (28)	1% (9)	2% (15)	713

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

**Table JOK2\_16:** Do you agree or disagree with the following statements?  
Movies should be politically correct

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	6% (126)	11% (239)	24% (523)	37% (824)	22% (485)	2198
Gender: Male	6% (61)	9% (99)	23% (239)	44% (470)	18% (192)	1061
Gender: Female	6% (64)	12% (141)	25% (284)	31% (354)	26% (293)	1137
Age: 18-29	8% (34)	12% (49)	20% (86)	33% (140)	26% (111)	420
Age: 30-44	6% (36)	9% (54)	25% (147)	37% (218)	23% (138)	592
Age: 45-54	7% (20)	8% (26)	25% (77)	39% (121)	20% (63)	306
Age: 55-64	3% (13)	11% (50)	24% (109)	41% (180)	21% (92)	444
Age: 65+	5% (23)	14% (60)	24% (105)	38% (166)	19% (82)	436
Generation Z: 18-22	11% (18)	10% (17)	18% (30)	29% (47)	32% (53)	165
Millennial: Age 23-38	6% (36)	11% (68)	24% (153)	35% (223)	24% (150)	630
Generation X: Age 39-54	7% (36)	8% (44)	24% (127)	40% (208)	21% (108)	524
Boomers: Age 55-73	4% (33)	12% (94)	24% (189)	39% (304)	20% (153)	773
PID: Dem (no lean)	6% (48)	15% (120)	28% (226)	31% (247)	19% (153)	794
PID: Ind (no lean)	5% (39)	8% (63)	21% (154)	37% (280)	28% (213)	749
PID: Rep (no lean)	6% (39)	9% (56)	22% (144)	45% (297)	18% (119)	655
PID/Gender: Dem Men	8% (29)	11% (42)	28% (106)	38% (141)	15% (56)	374
PID/Gender: Dem Women	5% (19)	19% (78)	29% (120)	25% (106)	23% (97)	420
PID/Gender: Ind Men	4% (13)	8% (29)	19% (71)	46% (169)	23% (82)	364
PID/Gender: Ind Women	7% (26)	9% (34)	22% (83)	29% (111)	34% (131)	385
PID/Gender: Rep Men	6% (20)	8% (27)	19% (62)	50% (160)	17% (54)	323
PID/Gender: Rep Women	6% (19)	9% (29)	25% (82)	41% (137)	20% (66)	332
Ideo: Liberal (1-3)	6% (36)	15% (91)	28% (177)	37% (231)	14% (86)	621
Ideo: Moderate (4)	5% (29)	13% (77)	27% (155)	32% (181)	23% (130)	571
Ideo: Conservative (5-7)	6% (43)	8% (55)	21% (148)	48% (342)	18% (128)	716
Educ: < College	6% (93)	11% (162)	22% (331)	36% (543)	25% (382)	1511
Educ: Bachelors degree	5% (23)	12% (52)	28% (125)	39% (173)	16% (69)	443
Educ: Post-grad	4% (10)	10% (25)	28% (67)	44% (108)	14% (34)	244
Income: Under 50k	6% (77)	10% (126)	22% (275)	36% (443)	25% (313)	1234
Income: 50k-100k	5% (37)	12% (84)	26% (178)	37% (256)	19% (133)	688
Income: 100k+	4% (11)	11% (30)	26% (70)	45% (124)	14% (40)	276
Ethnicity: White	5% (81)	10% (177)	25% (422)	40% (681)	21% (358)	1720

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**Table JOK2\_16:** Do you agree or disagree with the following statements?  
*Movies should be politically correct*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	6%	(126)	11%	(239)	24%	(523)	37%	(824)	22%	(485)	2198
Ethnicity: Hispanic	11%	(37)	9%	(30)	21%	(74)	34%	(117)	26%	(91)	349
Ethnicity: Afr. Am.	10%	(27)	16%	(44)	22%	(60)	26%	(71)	26%	(72)	274
Ethnicity: Other	9%	(17)	9%	(19)	20%	(41)	35%	(72)	27%	(55)	204
Community: Urban	9%	(48)	12%	(65)	22%	(123)	36%	(198)	22%	(124)	557
Community: Suburban	4%	(46)	11%	(119)	24%	(258)	39%	(413)	21%	(229)	1066
Community: Rural	6%	(32)	10%	(56)	25%	(143)	37%	(212)	23%	(132)	575
Employ: Private Sector	5%	(39)	11%	(84)	24%	(184)	42%	(326)	18%	(136)	769
Employ: Government	7%	(8)	9%	(11)	29%	(35)	32%	(38)	24%	(29)	121
Employ: Self-Employed	8%	(11)	9%	(14)	21%	(32)	43%	(64)	19%	(28)	149
Employ: Homemaker	5%	(9)	8%	(13)	22%	(37)	40%	(67)	24%	(40)	166
Employ: Retired	5%	(25)	12%	(65)	26%	(140)	38%	(200)	19%	(102)	531
Employ: Unemployed	8%	(17)	13%	(27)	14%	(30)	26%	(55)	39%	(82)	211
Employ: Other	9%	(16)	10%	(17)	27%	(48)	28%	(50)	26%	(46)	176
Military HH: Yes	6%	(21)	11%	(39)	21%	(77)	43%	(156)	18%	(65)	359
Military HH: No	6%	(104)	11%	(200)	24%	(446)	36%	(668)	23%	(420)	1839
RD/WT: Right Direction	5%	(44)	9%	(75)	19%	(152)	45%	(364)	22%	(178)	814
RD/WT: Wrong Track	6%	(81)	12%	(164)	27%	(372)	33%	(460)	22%	(307)	1384
Trump Job Approve	5%	(42)	9%	(76)	20%	(170)	46%	(390)	19%	(163)	841
Trump Job Disapprove	7%	(82)	12%	(154)	28%	(343)	33%	(407)	21%	(262)	1247
Trump Job Strongly Approve	8%	(36)	9%	(39)	16%	(73)	49%	(222)	19%	(85)	455
Trump Job Somewhat Approve	2%	(7)	10%	(37)	25%	(97)	43%	(167)	20%	(77)	385
Trump Job Somewhat Disapprove	6%	(14)	11%	(27)	31%	(79)	32%	(80)	21%	(53)	254
Trump Job Strongly Disapprove	7%	(67)	13%	(127)	27%	(264)	33%	(327)	21%	(209)	994
Favorable of Trump	5%	(43)	9%	(75)	21%	(181)	46%	(386)	19%	(163)	848
Unfavorable of Trump	6%	(75)	12%	(152)	27%	(330)	34%	(408)	21%	(250)	1215
Very Favorable of Trump	7%	(31)	7%	(34)	16%	(75)	49%	(231)	21%	(99)	471
Somewhat Favorable of Trump	3%	(11)	11%	(41)	28%	(106)	41%	(156)	17%	(64)	377
Somewhat Unfavorable of Trump	2%	(4)	12%	(26)	23%	(49)	38%	(79)	24%	(51)	209
Very Unfavorable of Trump	7%	(71)	12%	(126)	28%	(282)	33%	(329)	20%	(199)	1006

Continued on next page

**Table JOK2\_16:** Do you agree or disagree with the following statements?  
Movies should be politically correct

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	6%	(126)	11%	(239)	24%	(523)	37%	(824)	22%	(485)	2198
#1 Issue: Economy	5%	(25)	10%	(53)	24%	(129)	42%	(228)	20%	(111)	545
#1 Issue: Security	5%	(21)	11%	(51)	19%	(86)	47%	(210)	18%	(81)	448
#1 Issue: Health Care	3%	(11)	15%	(50)	27%	(92)	32%	(109)	24%	(83)	346
#1 Issue: Medicare / Social Security	6%	(22)	13%	(43)	29%	(99)	30%	(101)	23%	(77)	344
#1 Issue: Women's Issues	8%	(10)	9%	(11)	24%	(27)	39%	(45)	19%	(22)	115
#1 Issue: Education	11%	(13)	6%	(7)	23%	(28)	32%	(39)	28%	(34)	120
#1 Issue: Energy	9%	(14)	10%	(16)	20%	(31)	33%	(52)	28%	(45)	159
#1 Issue: Other	8%	(10)	7%	(8)	25%	(30)	33%	(40)	27%	(33)	121
2018 House Vote: Democrat	6%	(47)	14%	(110)	28%	(220)	33%	(254)	19%	(144)	775
2018 House Vote: Republican	5%	(37)	8%	(53)	22%	(147)	49%	(325)	16%	(108)	669
2018 House Vote: Someone else	4%	(3)	6%	(5)	20%	(16)	40%	(32)	31%	(24)	80
2016 Vote: Hillary Clinton	7%	(49)	14%	(99)	28%	(194)	33%	(229)	18%	(123)	695
2016 Vote: Donald Trump	5%	(32)	8%	(56)	21%	(147)	49%	(338)	17%	(119)	691
2016 Vote: Other	1%	(2)	7%	(11)	33%	(54)	41%	(65)	18%	(28)	161
2016 Vote: Didn't Vote	6%	(42)	11%	(72)	20%	(129)	29%	(191)	33%	(215)	649
Voted in 2014: Yes	6%	(77)	11%	(151)	26%	(347)	41%	(544)	16%	(217)	1335
Voted in 2014: No	6%	(49)	10%	(89)	20%	(177)	32%	(280)	31%	(268)	863
2012 Vote: Barack Obama	6%	(48)	14%	(122)	28%	(248)	35%	(307)	17%	(152)	878
2012 Vote: Mitt Romney	5%	(27)	7%	(34)	23%	(114)	50%	(247)	15%	(77)	499
2012 Vote: Other	3%	(2)	6%	(5)	17%	(15)	45%	(39)	30%	(26)	87
2012 Vote: Didn't Vote	7%	(48)	11%	(78)	20%	(144)	31%	(229)	32%	(231)	730
4-Region: Northeast	6%	(22)	11%	(45)	26%	(101)	35%	(136)	23%	(90)	393
4-Region: Midwest	4%	(17)	12%	(56)	23%	(108)	38%	(173)	23%	(107)	462
4-Region: South	6%	(52)	10%	(79)	23%	(193)	37%	(308)	23%	(192)	823
4-Region: West	7%	(34)	12%	(60)	23%	(122)	40%	(207)	19%	(97)	520
Not a film fan	5%	(15)	10%	(31)	17%	(55)	32%	(105)	36%	(117)	323
Casual film fan	6%	(64)	10%	(120)	26%	(299)	37%	(427)	22%	(252)	1162
Avid film fan	6%	(46)	12%	(89)	24%	(169)	41%	(292)	16%	(116)	713

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



**Table JOK3:** Which of these statements is closest to your opinion, even if neither is exactly right?

Demographic	I prefer movies with an obvious hero and villain		I prefer movies that don't have an obvious hero and villain		Total N
	%	(N)	%	(N)	
Adults	51%	(1121)	49%	(1077)	2198
Gender: Male	54%	(569)	46%	(491)	1061
Gender: Female	49%	(552)	51%	(586)	1137
Age: 18-29	39%	(165)	61%	(254)	420
Age: 30-44	52%	(306)	48%	(287)	592
Age: 45-54	53%	(164)	47%	(143)	306
Age: 55-64	55%	(243)	45%	(201)	444
Age: 65+	56%	(243)	44%	(193)	436
Generation Z: 18-22	45%	(75)	55%	(90)	165
Millennial: Age 23-38	46%	(287)	54%	(342)	630
Generation X: Age 39-54	52%	(273)	48%	(251)	524
Boomers: Age 55-73	55%	(424)	45%	(349)	773
PID: Dem (no lean)	47%	(370)	53%	(424)	794
PID: Ind (no lean)	50%	(372)	50%	(377)	749
PID: Rep (no lean)	58%	(379)	42%	(276)	655
PID/Gender: Dem Men	48%	(182)	52%	(193)	374
PID/Gender: Dem Women	45%	(189)	55%	(231)	420
PID/Gender: Ind Men	53%	(194)	47%	(170)	364
PID/Gender: Ind Women	46%	(178)	54%	(207)	385
PID/Gender: Rep Men	60%	(194)	40%	(129)	323
PID/Gender: Rep Women	56%	(185)	44%	(147)	332
Ideo: Liberal (1-3)	43%	(267)	57%	(354)	621
Ideo: Moderate (4)	49%	(279)	51%	(291)	571
Ideo: Conservative (5-7)	60%	(430)	40%	(286)	716
Educ: < College	52%	(788)	48%	(723)	1511
Educ: Bachelors degree	49%	(216)	51%	(227)	443
Educ: Post-grad	48%	(117)	52%	(127)	244
Income: Under 50k	52%	(640)	48%	(594)	1234
Income: 50k-100k	50%	(346)	50%	(342)	688
Income: 100k+	49%	(135)	51%	(141)	276
Ethnicity: White	51%	(884)	49%	(836)	1720
Ethnicity: Hispanic	48%	(168)	52%	(181)	349

Continued on next page

**Table JOK3:** Which of these statements is closest to your opinion, even if neither is exactly right?

Demographic	I prefer movies with an obvious hero and villain		I prefer movies that don't have an obvious hero and villain		Total N
	%	(N)	%	(N)	
Adults	51%	(1121)	49%	(1077)	2198
Ethnicity: Afr. Am.	54%	(148)	46%	(126)	274
Ethnicity: Other	43%	(89)	57%	(115)	204
Community: Urban	47%	(264)	53%	(294)	557
Community: Suburban	52%	(553)	48%	(513)	1066
Community: Rural	53%	(304)	47%	(270)	575
Employ: Private Sector	48%	(369)	52%	(400)	769
Employ: Government	58%	(70)	42%	(51)	121
Employ: Self-Employed	43%	(65)	57%	(85)	149
Employ: Homemaker	44%	(74)	56%	(92)	166
Employ: Retired	56%	(299)	44%	(232)	531
Employ: Unemployed	52%	(109)	48%	(102)	211
Employ: Other	57%	(101)	43%	(75)	176
Military HH: Yes	55%	(198)	45%	(161)	359
Military HH: No	50%	(923)	50%	(916)	1839
RD/WT: Right Direction	59%	(482)	41%	(332)	814
RD/WT: Wrong Track	46%	(639)	54%	(745)	1384
Trump Job Approve	58%	(490)	42%	(351)	841
Trump Job Disapprove	46%	(576)	54%	(671)	1247
Trump Job Strongly Approve	62%	(283)	38%	(172)	455
Trump Job Somewhat Approve	54%	(207)	46%	(179)	385
Trump Job Somewhat Disapprove	51%	(129)	49%	(125)	254
Trump Job Strongly Disapprove	45%	(447)	55%	(546)	994
Favorable of Trump	58%	(489)	42%	(359)	848
Unfavorable of Trump	46%	(557)	54%	(657)	1215
Very Favorable of Trump	61%	(285)	39%	(186)	471
Somewhat Favorable of Trump	54%	(204)	46%	(173)	377
Somewhat Unfavorable of Trump	49%	(102)	51%	(107)	209
Very Unfavorable of Trump	45%	(455)	55%	(550)	1006

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**Table JOK3:** Which of these statements is closest to your opinion, even if neither is exactly right?

Demographic	I prefer movies with an obvious hero and villain		I prefer movies that don't have an obvious hero and villain		Total N
	%	(N)	%	(N)	
Adults	51%	(1121)	49%	(1077)	2198
#1 Issue: Economy	49%	(267)	51%	(278)	545
#1 Issue: Security	61%	(275)	39%	(173)	448
#1 Issue: Health Care	48%	(167)	52%	(179)	346
#1 Issue: Medicare / Social Security	60%	(206)	40%	(138)	344
#1 Issue: Women's Issues	35%	(40)	65%	(75)	115
#1 Issue: Education	49%	(59)	51%	(62)	120
#1 Issue: Energy	37%	(59)	63%	(100)	159
#1 Issue: Other	40%	(48)	60%	(73)	121
2018 House Vote: Democrat	48%	(371)	52%	(404)	775
2018 House Vote: Republican	57%	(382)	43%	(287)	669
2018 House Vote: Someone else	54%	(43)	46%	(36)	80
2016 Vote: Hillary Clinton	48%	(331)	52%	(364)	695
2016 Vote: Donald Trump	57%	(391)	43%	(301)	691
2016 Vote: Other	49%	(78)	51%	(82)	161
2016 Vote: Didn't Vote	49%	(320)	51%	(329)	649
Voted in 2014: Yes	53%	(707)	47%	(628)	1335
Voted in 2014: No	48%	(414)	52%	(449)	863
2012 Vote: Barack Obama	48%	(425)	52%	(452)	878
2012 Vote: Mitt Romney	60%	(299)	40%	(200)	499
2012 Vote: Other	48%	(42)	52%	(45)	87
2012 Vote: Didn't Vote	48%	(353)	52%	(378)	730
4-Region: Northeast	52%	(205)	48%	(188)	393
4-Region: Midwest	51%	(236)	49%	(226)	462
4-Region: South	53%	(434)	47%	(390)	823
4-Region: West	47%	(246)	53%	(273)	520
Not a film fan	53%	(170)	47%	(153)	323
Casual film fan	50%	(586)	50%	(575)	1162
Avid film fan	51%	(364)	49%	(348)	713

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

**Table JOK4:** Which of these statements is closest to your opinion, even if neither is exactly right?

Demographic	I prefer movies where what's right and what's wrong is clearly defined		I prefer movies where it's not always clear what's right and what's wrong		Total N
Adults	48%	(1047)	52%	(1151)	2198
Gender: Male	45%	(480)	55%	(581)	1061
Gender: Female	50%	(568)	50%	(570)	1137
Age: 18-29	35%	(146)	65%	(274)	420
Age: 30-44	44%	(258)	56%	(334)	592
Age: 45-54	51%	(155)	49%	(151)	306
Age: 55-64	51%	(227)	49%	(217)	444
Age: 65+	60%	(262)	40%	(174)	436
Generation Z: 18-22	39%	(64)	61%	(101)	165
Millennial: Age 23-38	40%	(252)	60%	(377)	630
Generation X: Age 39-54	46%	(243)	54%	(281)	524
Boomers: Age 55-73	55%	(423)	45%	(350)	773
PID: Dem (no lean)	41%	(327)	59%	(467)	794
PID: Ind (no lean)	45%	(334)	55%	(415)	749
PID: Rep (no lean)	59%	(386)	41%	(269)	655
PID/Gender: Dem Men	37%	(140)	63%	(234)	374
PID/Gender: Dem Women	45%	(187)	55%	(233)	420
PID/Gender: Ind Men	42%	(154)	58%	(210)	364
PID/Gender: Ind Women	47%	(180)	53%	(205)	385
PID/Gender: Rep Men	58%	(186)	42%	(137)	323
PID/Gender: Rep Women	60%	(200)	40%	(132)	332
Ideo: Liberal (1-3)	34%	(209)	66%	(412)	621
Ideo: Moderate (4)	47%	(266)	53%	(305)	571
Ideo: Conservative (5-7)	60%	(428)	40%	(288)	716
Educ: < College	48%	(726)	52%	(785)	1511
Educ: Bachelors degree	46%	(206)	54%	(237)	443
Educ: Post-grad	47%	(115)	53%	(129)	244
Income: Under 50k	49%	(599)	51%	(635)	1234
Income: 50k-100k	49%	(335)	51%	(354)	688
Income: 100k+	41%	(114)	59%	(161)	276
Ethnicity: White	48%	(826)	52%	(895)	1720

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**Table JOK4:** Which of these statements is closest to your opinion, even if neither is exactly right?

Demographic	I prefer movies where what's right and what's wrong is clearly defined	I prefer movies where it's not always clear what's right and what's wrong	Total N
Adults	48% (1047)	52% (1151)	2198
Ethnicity: Hispanic	40% (139)	60% (210)	349
Ethnicity: Afr. Am.	49% (133)	51% (141)	274
Ethnicity: Other	43% (88)	57% (115)	204
Community: Urban	41% (229)	59% (328)	557
Community: Suburban	49% (527)	51% (539)	1066
Community: Rural	51% (292)	49% (283)	575
Employ: Private Sector	43% (330)	57% (438)	769
Employ: Government	47% (57)	53% (64)	121
Employ: Self-Employed	45% (68)	55% (82)	149
Employ: Homemaker	46% (77)	54% (89)	166
Employ: Retired	57% (302)	43% (229)	531
Employ: Unemployed	51% (107)	49% (103)	211
Employ: Other	45% (79)	55% (97)	176
Military HH: Yes	53% (189)	47% (170)	359
Military HH: No	47% (858)	53% (981)	1839
RD/WT: Right Direction	58% (473)	42% (341)	814
RD/WT: Wrong Track	42% (575)	58% (809)	1384
Trump Job Approve	58% (487)	42% (354)	841
Trump Job Disapprove	41% (508)	59% (740)	1247
Trump Job Strongly Approve	64% (292)	36% (163)	455
Trump Job Somewhat Approve	51% (195)	49% (191)	385
Trump Job Somewhat Disapprove	45% (115)	55% (139)	254
Trump Job Strongly Disapprove	40% (393)	60% (600)	994
Favorable of Trump	58% (493)	42% (355)	848
Unfavorable of Trump	40% (491)	60% (723)	1215
Very Favorable of Trump	64% (303)	36% (168)	471
Somewhat Favorable of Trump	50% (190)	50% (187)	377
Somewhat Unfavorable of Trump	52% (109)	48% (100)	209
Very Unfavorable of Trump	38% (383)	62% (623)	1006

Continued on next page

**Table JOK4:** Which of these statements is closest to your opinion, even if neither is exactly right?

Demographic	I prefer movies where what's right and what's wrong is clearly defined		I prefer movies where it's not always clear what's right and what's wrong		Total N
Adults	48%	(1047)	52%	(1151)	2198
#1 Issue: Economy	45%	(248)	55%	(298)	545
#1 Issue: Security	60%	(268)	40%	(180)	448
#1 Issue: Health Care	45%	(154)	55%	(191)	346
#1 Issue: Medicare / Social Security	60%	(205)	40%	(138)	344
#1 Issue: Women's Issues	33%	(38)	67%	(77)	115
#1 Issue: Education	41%	(49)	59%	(71)	120
#1 Issue: Energy	25%	(39)	75%	(119)	159
#1 Issue: Other	38%	(46)	62%	(75)	121
2018 House Vote: Democrat	44%	(338)	56%	(437)	775
2018 House Vote: Republican	59%	(394)	41%	(275)	669
2018 House Vote: Someone else	42%	(34)	58%	(46)	80
2016 Vote: Hillary Clinton	43%	(297)	57%	(399)	695
2016 Vote: Donald Trump	58%	(398)	42%	(294)	691
2016 Vote: Other	40%	(64)	60%	(97)	161
2016 Vote: Didn't Vote	44%	(288)	56%	(361)	649
Voted in 2014: Yes	49%	(652)	51%	(683)	1335
Voted in 2014: No	46%	(395)	54%	(467)	863
2012 Vote: Barack Obama	41%	(363)	59%	(515)	878
2012 Vote: Mitt Romney	61%	(304)	39%	(195)	499
2012 Vote: Other	52%	(45)	48%	(42)	87
2012 Vote: Didn't Vote	46%	(333)	54%	(398)	730
4-Region: Northeast	46%	(182)	54%	(211)	393
4-Region: Midwest	47%	(215)	53%	(246)	462
4-Region: South	51%	(421)	49%	(402)	823
4-Region: West	44%	(229)	56%	(291)	520
Not a film fan	61%	(198)	39%	(126)	323
Casual film fan	48%	(553)	52%	(609)	1162
Avid film fan	42%	(296)	58%	(416)	713

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

**Table JOK5:** Which of these statements is closest to your opinion, even if neither is exactly right?

Demographic	I prefer movies that make me think	I prefer movies that entertain me	Total N
Adults	44% (965)	56% (1233)	2198
Gender: Male	46% (492)	54% (569)	1061
Gender: Female	42% (473)	58% (664)	1137
Age: 18-29	54% (227)	46% (193)	420
Age: 30-44	49% (292)	51% (300)	592
Age: 45-54	44% (135)	56% (172)	306
Age: 55-64	38% (169)	62% (275)	444
Age: 65+	33% (143)	67% (293)	436
Generation Z: 18-22	58% (96)	42% (69)	165
Millennial: Age 23-38	50% (315)	50% (314)	630
Generation X: Age 39-54	46% (242)	54% (282)	524
Boomers: Age 55-73	36% (282)	64% (491)	773
PID: Dem (no lean)	50% (394)	50% (400)	794
PID: Ind (no lean)	44% (330)	56% (419)	749
PID: Rep (no lean)	37% (241)	63% (414)	655
PID/Gender: Dem Men	54% (201)	46% (174)	374
PID/Gender: Dem Women	46% (193)	54% (226)	420
PID/Gender: Ind Men	46% (168)	54% (195)	364
PID/Gender: Ind Women	42% (161)	58% (224)	385
PID/Gender: Rep Men	38% (123)	62% (200)	323
PID/Gender: Rep Women	35% (118)	65% (215)	332
Ideo: Liberal (1-3)	55% (341)	45% (280)	621
Ideo: Moderate (4)	42% (241)	58% (329)	571
Ideo: Conservative (5-7)	37% (263)	63% (453)	716
Educ: < College	43% (647)	57% (863)	1511
Educ: Bachelors degree	45% (201)	55% (242)	443
Educ: Post-grad	47% (116)	53% (128)	244
Income: Under 50k	44% (542)	56% (692)	1234
Income: 50k-100k	42% (288)	58% (400)	688
Income: 100k+	49% (135)	51% (141)	276
Ethnicity: White	43% (738)	57% (982)	1720
Ethnicity: Hispanic	53% (184)	47% (165)	349

Continued on next page

**Table JOK5:** Which of these statements is closest to your opinion, even if neither is exactly right?

Demographic	I prefer movies that make me think		I prefer movies that entertain me		Total N
Adults	44%	(965)	56%	(1233)	2198
Ethnicity: Afr. Am.	51%	(139)	49%	(135)	274
Ethnicity: Other	43%	(87)	57%	(116)	204
Community: Urban	50%	(276)	50%	(281)	557
Community: Suburban	45%	(476)	55%	(590)	1066
Community: Rural	37%	(213)	63%	(362)	575
Employ: Private Sector	48%	(370)	52%	(398)	769
Employ: Government	43%	(52)	57%	(68)	121
Employ: Self-Employed	48%	(72)	52%	(77)	149
Employ: Homemaker	41%	(68)	59%	(98)	166
Employ: Retired	34%	(182)	66%	(350)	531
Employ: Unemployed	45%	(94)	55%	(117)	211
Employ: Other	48%	(84)	52%	(92)	176
Military HH: Yes	37%	(132)	63%	(227)	359
Military HH: No	45%	(833)	55%	(1006)	1839
RD/WT: Right Direction	39%	(314)	61%	(500)	814
RD/WT: Wrong Track	47%	(651)	53%	(733)	1384
Trump Job Approve	38%	(318)	62%	(523)	841
Trump Job Disapprove	47%	(589)	53%	(659)	1247
Trump Job Strongly Approve	37%	(168)	63%	(287)	455
Trump Job Somewhat Approve	39%	(150)	61%	(235)	385
Trump Job Somewhat Disapprove	36%	(91)	64%	(163)	254
Trump Job Strongly Disapprove	50%	(497)	50%	(496)	994
Favorable of Trump	39%	(326)	61%	(521)	848
Unfavorable of Trump	48%	(582)	52%	(633)	1215
Very Favorable of Trump	36%	(169)	64%	(302)	471
Somewhat Favorable of Trump	42%	(158)	58%	(219)	377
Somewhat Unfavorable of Trump	43%	(89)	57%	(120)	209
Very Unfavorable of Trump	49%	(493)	51%	(513)	1006

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**Table JOK5:** Which of these statements is closest to your opinion, even if neither is exactly right?

Demographic	I prefer movies that make me think		I prefer movies that entertain me		Total N
Adults	44%	(965)	56%	(1233)	2198
#1 Issue: Economy	50%	(271)	50%	(275)	545
#1 Issue: Security	37%	(166)	63%	(282)	448
#1 Issue: Health Care	43%	(147)	57%	(198)	346
#1 Issue: Medicare / Social Security	32%	(111)	68%	(233)	344
#1 Issue: Women's Issues	50%	(58)	50%	(58)	115
#1 Issue: Education	48%	(57)	52%	(63)	120
#1 Issue: Energy	66%	(104)	34%	(54)	159
#1 Issue: Other	42%	(50)	58%	(71)	121
2018 House Vote: Democrat	50%	(385)	50%	(390)	775
2018 House Vote: Republican	36%	(243)	64%	(426)	669
2018 House Vote: Someone else	40%	(32)	60%	(48)	80
2016 Vote: Hillary Clinton	50%	(344)	50%	(351)	695
2016 Vote: Donald Trump	34%	(238)	66%	(453)	691
2016 Vote: Other	45%	(73)	55%	(87)	161
2016 Vote: Didn't Vote	47%	(307)	53%	(342)	649
Voted in 2014: Yes	44%	(581)	56%	(754)	1335
Voted in 2014: No	44%	(383)	56%	(479)	863
2012 Vote: Barack Obama	49%	(429)	51%	(448)	878
2012 Vote: Mitt Romney	34%	(172)	66%	(327)	499
2012 Vote: Other	33%	(29)	67%	(58)	87
2012 Vote: Didn't Vote	46%	(333)	54%	(397)	730
4-Region: Northeast	45%	(179)	55%	(215)	393
4-Region: Midwest	39%	(182)	61%	(280)	462
4-Region: South	44%	(359)	56%	(464)	823
4-Region: West	47%	(245)	53%	(274)	520
Not a film fan	40%	(131)	60%	(193)	323
Casual film fan	40%	(463)	60%	(699)	1162
Avid film fan	52%	(371)	48%	(342)	713

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

**Table JOK6: Have you seen the movie 'Joker?'**

Demographic	Yes	No	Total N
Adults	11% (238)	89% (1960)	2198
Gender: Male	13% (143)	87% (918)	1061
Gender: Female	8% (95)	92% (1042)	1137
Age: 18-29	17% (73)	83% (347)	420
Age: 30-44	19% (111)	81% (481)	592
Age: 45-54	7% (21)	93% (285)	306
Age: 55-64	5% (20)	95% (424)	444
Age: 65+	3% (13)	97% (423)	436
Generation Z: 18-22	20% (34)	80% (131)	165
Millennial: Age 23-38	17% (110)	83% (520)	630
Generation X: Age 39-54	12% (61)	88% (463)	524
Boomers: Age 55-73	4% (31)	96% (742)	773
PID: Dem (no lean)	11% (89)	89% (705)	794
PID: Ind (no lean)	12% (88)	88% (660)	749
PID: Rep (no lean)	9% (61)	91% (594)	655
PID/Gender: Dem Men	14% (54)	86% (320)	374
PID/Gender: Dem Women	8% (35)	92% (385)	420
PID/Gender: Ind Men	14% (50)	86% (314)	364
PID/Gender: Ind Women	10% (38)	90% (347)	385
PID/Gender: Rep Men	12% (39)	88% (284)	323
PID/Gender: Rep Women	7% (22)	93% (311)	332
Ideo: Liberal (1-3)	12% (74)	88% (547)	621
Ideo: Moderate (4)	12% (69)	88% (501)	571
Ideo: Conservative (5-7)	8% (61)	92% (655)	716
Educ: < College	12% (178)	88% (1333)	1511
Educ: Bachelors degree	10% (46)	90% (397)	443
Educ: Post-grad	6% (14)	94% (230)	244
Income: Under 50k	11% (137)	89% (1097)	1234
Income: 50k-100k	11% (75)	89% (613)	688
Income: 100k+	9% (26)	91% (250)	276
Ethnicity: White	10% (166)	90% (1554)	1720
Ethnicity: Hispanic	18% (61)	82% (288)	349
Ethnicity: Afr. Am.	15% (42)	85% (232)	274

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**Table JOK6: Have you seen the movie 'Joker?'**

<b>Demographic</b>	<b>Yes</b>		<b>No</b>		<b>Total N</b>
Adults	11%	(238)	89%	(1960)	2198
Ethnicity: Other	15%	(30)	85%	(174)	204
Community: Urban	11%	(63)	89%	(494)	557
Community: Suburban	11%	(113)	89%	(953)	1066
Community: Rural	11%	(62)	89%	(513)	575
Employ: Private Sector	14%	(110)	86%	(659)	769
Employ: Government	14%	(17)	86%	(103)	121
Employ: Self-Employed	16%	(23)	84%	(126)	149
Employ: Homemaker	10%	(17)	90%	(149)	166
Employ: Retired	3%	(15)	97%	(516)	531
Employ: Unemployed	10%	(20)	90%	(191)	211
Employ: Other	10%	(17)	90%	(159)	176
Military HH: Yes	6%	(22)	94%	(337)	359
Military HH: No	12%	(216)	88%	(1623)	1839
RD/WT: Right Direction	12%	(102)	88%	(712)	814
RD/WT: Wrong Track	10%	(137)	90%	(1248)	1384
Trump Job Approve	12%	(103)	88%	(738)	841
Trump Job Disapprove	10%	(120)	90%	(1127)	1247
Trump Job Strongly Approve	11%	(51)	89%	(404)	455
Trump Job Somewhat Approve	13%	(51)	87%	(334)	385
Trump Job Somewhat Disapprove	8%	(19)	92%	(235)	254
Trump Job Strongly Disapprove	10%	(101)	90%	(892)	994
Favorable of Trump	12%	(105)	88%	(743)	848
Unfavorable of Trump	10%	(117)	90%	(1097)	1215
Very Favorable of Trump	10%	(48)	90%	(422)	471
Somewhat Favorable of Trump	15%	(57)	85%	(320)	377
Somewhat Unfavorable of Trump	8%	(17)	92%	(192)	209
Very Unfavorable of Trump	10%	(100)	90%	(905)	1006

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**Table JOK6: Have you seen the movie 'Joker?'**

Demographic	Yes	No	Total N
Adults	11% (238)	89% (1960)	2198
#1 Issue: Economy	12% (68)	88% (478)	545
#1 Issue: Security	9% (42)	91% (406)	448
#1 Issue: Health Care	12% (43)	88% (303)	346
#1 Issue: Medicare / Social Security	6% (20)	94% (323)	344
#1 Issue: Women's Issues	10% (11)	90% (104)	115
#1 Issue: Education	12% (15)	88% (105)	120
#1 Issue: Energy	20% (31)	80% (128)	159
#1 Issue: Other	7% (9)	93% (112)	121
2018 House Vote: Democrat	11% (84)	89% (691)	775
2018 House Vote: Republican	10% (65)	90% (604)	669
2018 House Vote: Someone else	12% (9)	88% (71)	80
2016 Vote: Hillary Clinton	11% (77)	89% (618)	695
2016 Vote: Donald Trump	10% (70)	90% (621)	691
2016 Vote: Other	9% (15)	91% (145)	161
2016 Vote: Didn't Vote	12% (75)	88% (574)	649
Voted in 2014: Yes	11% (145)	89% (1191)	1335
Voted in 2014: No	11% (93)	89% (769)	863
2012 Vote: Barack Obama	12% (109)	88% (768)	878
2012 Vote: Mitt Romney	6% (31)	94% (468)	499
2012 Vote: Other	10% (9)	90% (79)	87
2012 Vote: Didn't Vote	12% (89)	88% (641)	730
4-Region: Northeast	12% (48)	88% (345)	393
4-Region: Midwest	9% (41)	91% (420)	462
4-Region: South	11% (91)	89% (732)	823
4-Region: West	11% (57)	89% (462)	520
Not a film fan	8% (27)	92% (297)	323
Casual film fan	8% (98)	92% (1064)	1162
Avid film fan	16% (113)	84% (599)	713

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

**Table JOK7: Do you plan on seeing the movie 'Joker?'**

Demographic	Yes, in movie theaters		Yes, when it is available to stream, download or purchase		No		Don't know/No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	16%	(321)	32%	(637)	36%	(715)	15%	(286)	1960
Gender: Male	21%	(193)	35%	(317)	31%	(286)	13%	(122)	918
Gender: Female	12%	(129)	31%	(320)	41%	(429)	16%	(164)	1042
Age: 18-29	28%	(99)	41%	(144)	21%	(72)	9%	(32)	347
Age: 30-44	23%	(108)	38%	(183)	26%	(127)	13%	(63)	481
Age: 45-54	16%	(47)	33%	(95)	32%	(92)	18%	(52)	285
Age: 55-64	10%	(42)	32%	(134)	43%	(182)	16%	(66)	424
Age: 65+	6%	(26)	19%	(81)	57%	(242)	17%	(74)	423
Generation Z: 18-22	31%	(41)	35%	(46)	22%	(29)	12%	(15)	131
Millennial: Age 23-38	24%	(127)	41%	(216)	23%	(119)	11%	(58)	520
Generation X: Age 39-54	18%	(86)	35%	(160)	31%	(143)	16%	(74)	463
Boomers: Age 55-73	9%	(63)	27%	(201)	48%	(356)	16%	(122)	742
PID: Dem (no lean)	22%	(152)	31%	(221)	33%	(235)	14%	(98)	705
PID: Ind (no lean)	15%	(100)	35%	(232)	34%	(224)	16%	(105)	660
PID: Rep (no lean)	12%	(69)	31%	(184)	43%	(257)	14%	(83)	594
PID/Gender: Dem Men	29%	(92)	33%	(105)	27%	(86)	11%	(36)	320
PID/Gender: Dem Women	16%	(60)	30%	(116)	38%	(148)	16%	(62)	385
PID/Gender: Ind Men	18%	(57)	34%	(105)	32%	(101)	16%	(51)	314
PID/Gender: Ind Women	12%	(43)	36%	(126)	36%	(123)	16%	(54)	347
PID/Gender: Rep Men	15%	(43)	37%	(106)	35%	(99)	13%	(36)	284
PID/Gender: Rep Women	8%	(26)	25%	(78)	51%	(158)	15%	(48)	311
Ideo: Liberal (1-3)	22%	(122)	32%	(178)	35%	(192)	10%	(55)	547
Ideo: Moderate (4)	18%	(90)	37%	(186)	31%	(157)	14%	(68)	501
Ideo: Conservative (5-7)	13%	(83)	28%	(181)	44%	(290)	15%	(101)	655
Educ: < College	15%	(206)	35%	(469)	34%	(452)	15%	(206)	1333
Educ: Bachelors degree	20%	(78)	25%	(98)	40%	(161)	15%	(61)	397
Educ: Post-grad	16%	(37)	30%	(69)	45%	(103)	9%	(20)	230
Income: Under 50k	15%	(168)	33%	(367)	36%	(391)	16%	(171)	1097
Income: 50k-100k	16%	(99)	31%	(189)	40%	(243)	13%	(82)	613
Income: 100k+	22%	(54)	33%	(82)	32%	(81)	13%	(33)	250

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**Table JOK7: Do you plan on seeing the movie 'Joker?'**

Demographic	Yes, in movie theaters		Yes, when it is available to stream, download or purchase		No		Don't know/No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	16%	(321)	32%	(637)	36%	(715)	15%	(286)	1960
Ethnicity: White	14%	(212)	32%	(503)	39%	(609)	15%	(229)	1554
Ethnicity: Hispanic	22%	(63)	41%	(119)	27%	(77)	10%	(29)	288
Ethnicity: Afr. Am.	31%	(72)	30%	(69)	25%	(57)	15%	(35)	232
Ethnicity: Other	21%	(37)	38%	(65)	28%	(49)	13%	(22)	174
Community: Urban	24%	(119)	33%	(163)	28%	(140)	14%	(72)	494
Community: Suburban	16%	(150)	30%	(282)	42%	(396)	13%	(125)	953
Community: Rural	10%	(52)	37%	(192)	35%	(179)	17%	(90)	513
Employ: Private Sector	23%	(149)	33%	(217)	32%	(212)	12%	(80)	659
Employ: Government	20%	(21)	34%	(35)	33%	(34)	13%	(13)	103
Employ: Self-Employed	27%	(34)	32%	(40)	27%	(34)	15%	(18)	126
Employ: Homemaker	12%	(17)	48%	(72)	27%	(40)	13%	(20)	149
Employ: Retired	6%	(31)	23%	(118)	52%	(267)	19%	(100)	516
Employ: Unemployed	12%	(23)	36%	(69)	39%	(74)	13%	(24)	191
Employ: Other	17%	(27)	40%	(64)	27%	(44)	16%	(25)	159
Military HH: Yes	12%	(40)	31%	(104)	40%	(136)	17%	(57)	337
Military HH: No	17%	(282)	33%	(533)	36%	(579)	14%	(229)	1623
RD/WT: Right Direction	14%	(101)	33%	(237)	38%	(269)	15%	(106)	712
RD/WT: Wrong Track	18%	(221)	32%	(400)	36%	(447)	14%	(181)	1248
Trump Job Approve	13%	(95)	32%	(233)	39%	(291)	16%	(119)	738
Trump Job Disapprove	19%	(211)	33%	(373)	35%	(396)	13%	(147)	1127
Trump Job Strongly Approve	13%	(52)	27%	(109)	44%	(178)	16%	(65)	404
Trump Job Somewhat Approve	13%	(44)	37%	(124)	34%	(113)	16%	(53)	334
Trump Job Somewhat Disapprove	19%	(45)	40%	(93)	29%	(67)	13%	(30)	235
Trump Job Strongly Disapprove	19%	(166)	31%	(279)	37%	(329)	13%	(118)	892
Favorable of Trump	13%	(99)	31%	(227)	40%	(299)	16%	(117)	743
Unfavorable of Trump	19%	(203)	34%	(369)	35%	(382)	13%	(143)	1097

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**Table JOK7: Do you plan on seeing the movie 'Joker?'**

Demographic	Yes, in movie theaters		Yes, when it is available to stream, download or purchase		No	Don't know/No opinion		Total N	
	%	(N)	%	(N)		%	(N)		
Adults	16%	(321)	32%	(637)	36%	(715)	15%	(286)	1960
Very Favorable of Trump	14%	(59)	28%	(117)	43%	(183)	15%	(64)	422
Somewhat Favorable of Trump	13%	(40)	34%	(110)	36%	(117)	17%	(54)	320
Somewhat Unfavorable of Trump	15%	(28)	46%	(88)	32%	(62)	7%	(14)	192
Very Unfavorable of Trump	19%	(175)	31%	(282)	35%	(320)	14%	(128)	905
#1 Issue: Economy	18%	(88)	35%	(168)	31%	(147)	16%	(75)	478
#1 Issue: Security	14%	(59)	31%	(128)	40%	(162)	14%	(58)	406
#1 Issue: Health Care	23%	(68)	34%	(104)	33%	(101)	10%	(30)	303
#1 Issue: Medicare / Social Security	8%	(24)	25%	(79)	49%	(158)	19%	(61)	323
#1 Issue: Women's Issues	15%	(16)	42%	(44)	29%	(31)	13%	(14)	104
#1 Issue: Education	26%	(27)	30%	(32)	27%	(29)	17%	(18)	105
#1 Issue: Energy	21%	(27)	31%	(40)	34%	(44)	13%	(17)	128
#1 Issue: Other	10%	(12)	39%	(43)	39%	(44)	12%	(14)	112
2018 House Vote: Democrat	21%	(145)	28%	(195)	38%	(265)	13%	(87)	691
2018 House Vote: Republican	13%	(79)	30%	(184)	42%	(253)	15%	(88)	604
2018 House Vote: Someone else	11%	(8)	42%	(29)	27%	(19)	20%	(14)	71
2016 Vote: Hillary Clinton	21%	(129)	29%	(177)	37%	(229)	13%	(83)	618
2016 Vote: Donald Trump	13%	(83)	32%	(196)	42%	(260)	13%	(82)	621
2016 Vote: Other	13%	(19)	31%	(46)	39%	(57)	16%	(23)	145
2016 Vote: Didn't Vote	16%	(89)	38%	(217)	29%	(169)	17%	(98)	574
Voted in 2014: Yes	16%	(195)	29%	(342)	41%	(491)	14%	(162)	1191
Voted in 2014: No	16%	(127)	38%	(295)	29%	(224)	16%	(124)	769
2012 Vote: Barack Obama	19%	(143)	33%	(256)	34%	(265)	14%	(104)	768
2012 Vote: Mitt Romney	13%	(59)	27%	(126)	48%	(224)	13%	(59)	468
2012 Vote: Other	10%	(8)	28%	(22)	44%	(34)	18%	(14)	79
2012 Vote: Didn't Vote	17%	(111)	36%	(231)	30%	(189)	17%	(110)	641
4-Region: Northeast	20%	(69)	26%	(89)	39%	(135)	15%	(53)	345
4-Region: Midwest	16%	(67)	33%	(138)	34%	(142)	17%	(73)	420
4-Region: South	15%	(112)	34%	(252)	37%	(269)	14%	(99)	732
4-Region: West	16%	(74)	34%	(158)	37%	(169)	13%	(61)	462

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**Table JOK7: Do you plan on seeing the movie 'Joker?'**

Demographic	Yes, in movie theaters		Yes, when it is available to stream, download or purchase		No		Don't know/No opinion		Total N
Adults	16%	(321)	32%	(637)	36%	(715)	15%	(286)	1960
Not a film fan	7%	(22)	18%	(52)	56%	(166)	19%	(57)	297
Casual film fan	12%	(127)	34%	(360)	39%	(411)	16%	(167)	1064
Avid film fan	29%	(173)	38%	(225)	23%	(139)	11%	(63)	599

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



**Table JOK8:** Do you think 'Joker' should be nominated for an Academy Award, or not?

Demographic	Yes, it should be nominated		No, it should not be nominated		Don't know / No opinion		Total N
Adults	76%	(180)	9%	(21)	16%	(37)	238
Gender: Male	78%	(111)	7%	(9)	16%	(23)	143
Gender: Female	72%	(69)	12%	(11)	16%	(15)	95
Age: 18-29	86%	(63)	8%	(6)	6%	(4)	73
Age: 30-44	74%	(82)	8%	(9)	17%	(19)	111
Age: 45-54	61%	(13)	11%	(2)	28%	(6)	21
Age: 55-64	68%	(14)	9%	(2)	23%	(5)	20
Age: 65+	61%	(8)	11%	(1)	28%	(4)	13
Generation Z: 18-22	90%	(30)	1%	(0)	8%	(3)	34
Millennial: Age 23-38	79%	(86)	11%	(12)	10%	(12)	110
Generation X: Age 39-54	68%	(41)	8%	(5)	24%	(15)	61
Boomers: Age 55-73	67%	(21)	6%	(2)	27%	(8)	31
PID: Dem (no lean)	72%	(64)	13%	(12)	15%	(13)	89
PID: Ind (no lean)	72%	(64)	8%	(7)	20%	(17)	88
PID: Rep (no lean)	86%	(52)	3%	(2)	11%	(7)	61
PID/Gender: Dem Men	69%	(37)	12%	(7)	19%	(10)	54
PID/Gender: Dem Women	77%	(27)	14%	(5)	9%	(3)	35
PID/Gender: Ind Men	83%	(41)	3%	(1)	14%	(7)	50
PID/Gender: Ind Women	58%	(22)	15%	(6)	27%	(10)	38
PID/Gender: Rep Men	83%	(32)	3%	(1)	14%	(6)	39
PID/Gender: Rep Women	91%	(20)	3%	(1)	7%	(1)	22
Ideo: Liberal (1-3)	73%	(54)	12%	(9)	16%	(12)	74
Ideo: Moderate (4)	77%	(53)	12%	(8)	11%	(8)	69
Ideo: Conservative (5-7)	81%	(49)	6%	(4)	13%	(8)	61
Educ: < College	75%	(133)	10%	(18)	15%	(26)	178
Educ: Bachelors degree	78%	(36)	4%	(2)	17%	(8)	46
Educ: Post-grad	75%	(11)	3%	(0)	21%	(3)	14
Income: Under 50k	75%	(103)	6%	(8)	19%	(25)	137
Income: 50k-100k	73%	(55)	16%	(12)	12%	(9)	75
Income: 100k+	86%	(22)	2%	(0)	12%	(3)	26
Ethnicity: White	78%	(129)	9%	(16)	13%	(22)	166
Ethnicity: Hispanic	77%	(47)	12%	(7)	11%	(7)	61

Continued on next page

**Table JOK8:** Do you think 'Joker' should be nominated for an Academy Award, or not?

Demographic	Yes, it should be nominated		No, it should not be nominated		Don't know / No opinion		Total N
Adults	76%	(180)	9%	(21)	16%	(37)	238
Ethnicity: Afr. Am.	66%	(27)	10%	(4)	25%	(10)	42
Ethnicity: Other	78%	(24)	3%	(1)	19%	(6)	30
Community: Urban	78%	(49)	6%	(4)	15%	(10)	63
Community: Suburban	71%	(80)	10%	(11)	19%	(21)	113
Community: Rural	81%	(50)	9%	(6)	10%	(6)	62
Employ: Private Sector	80%	(88)	10%	(11)	10%	(11)	110
Employ: Government	74%	(13)	3%	(0)	24%	(4)	17
Employ: Self-Employed	73%	(17)	6%	(1)	21%	(5)	23
Employ: Homemaker	67%	(11)	12%	(2)	21%	(4)	17
Employ: Retired	62%	(10)	14%	(2)	24%	(4)	15
Employ: Unemployed	65%	(13)	7%	(1)	28%	(6)	20
Employ: Other	67%	(12)	9%	(2)	24%	(4)	17
Military HH: Yes	71%	(16)	20%	(4)	9%	(2)	22
Military HH: No	76%	(164)	8%	(16)	16%	(35)	216
RD/WT: Right Direction	78%	(80)	10%	(10)	12%	(12)	102
RD/WT: Wrong Track	73%	(100)	8%	(11)	19%	(25)	137
Trump Job Approve	83%	(85)	5%	(5)	12%	(12)	103
Trump Job Disapprove	72%	(87)	12%	(15)	16%	(19)	120
Trump Job Strongly Approve	87%	(45)	6%	(3)	7%	(3)	51
Trump Job Somewhat Approve	79%	(41)	4%	(2)	17%	(9)	51
Trump Job Somewhat Disapprove	69%	(13)	8%	(2)	23%	(4)	19
Trump Job Strongly Disapprove	73%	(74)	13%	(13)	14%	(14)	101
Favorable of Trump	81%	(85)	7%	(7)	12%	(13)	105
Unfavorable of Trump	76%	(89)	10%	(12)	14%	(16)	117
Very Favorable of Trump	78%	(38)	7%	(3)	16%	(8)	48
Somewhat Favorable of Trump	84%	(47)	7%	(4)	9%	(5)	57
Somewhat Unfavorable of Trump	58%	(10)	—	(0)	42%	(7)	17
Very Unfavorable of Trump	79%	(79)	12%	(12)	9%	(9)	100

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**Table JOK8:** Do you think 'Joker' should be nominated for an Academy Award, or not?

Demographic	Yes, it should be nominated		No, it should not be nominated		Don't know / No opinion		Total N
Adults	76%	(180)	9%	(21)	16%	(37)	238
#1 Issue: Economy	85%	(58)	4%	(3)	11%	(7)	68
#1 Issue: Security	71%	(30)	8%	(3)	21%	(9)	42
#1 Issue: Health Care	77%	(33)	8%	(3)	15%	(6)	43
#1 Issue: Medicare / Social Security	72%	(15)	11%	(2)	16%	(3)	20
#1 Issue: Women's Issues	100%	(11)	—	(0)	—	(0)	11
#1 Issue: Education	53%	(8)	12%	(2)	36%	(5)	15
#1 Issue: Energy	70%	(22)	19%	(6)	11%	(3)	31
#1 Issue: Other	50%	(4)	17%	(1)	33%	(3)	9
2018 House Vote: Democrat	70%	(59)	10%	(8)	20%	(17)	84
2018 House Vote: Republican	85%	(55)	6%	(4)	9%	(6)	65
2018 House Vote: Someone else	79%	(7)	—	(0)	21%	(2)	9
2016 Vote: Hillary Clinton	76%	(59)	6%	(5)	18%	(14)	77
2016 Vote: Donald Trump	79%	(56)	9%	(6)	12%	(8)	70
2016 Vote: Other	72%	(11)	9%	(1)	19%	(3)	15
2016 Vote: Didn't Vote	72%	(54)	11%	(9)	16%	(12)	75
Voted in 2014: Yes	75%	(108)	10%	(14)	15%	(22)	145
Voted in 2014: No	76%	(71)	7%	(7)	16%	(15)	93
2012 Vote: Barack Obama	72%	(79)	11%	(12)	17%	(19)	109
2012 Vote: Mitt Romney	76%	(24)	7%	(2)	17%	(5)	31
2012 Vote: Other	86%	(7)	7%	(1)	6%	(1)	9
2012 Vote: Didn't Vote	79%	(70)	7%	(6)	14%	(12)	89
4-Region: Northeast	70%	(33)	10%	(5)	21%	(10)	48
4-Region: Midwest	73%	(30)	7%	(3)	20%	(8)	41
4-Region: South	75%	(69)	7%	(7)	18%	(16)	91
4-Region: West	83%	(48)	11%	(7)	6%	(3)	57
Not a film fan	58%	(16)	14%	(4)	27%	(7)	27
Casual film fan	66%	(64)	14%	(14)	20%	(20)	98
Avid film fan	88%	(100)	2%	(3)	9%	(11)	113

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

**Table JOK9\_1:** Do you think 'Joker' and the actors in 'Joker' should be nominated for the following awards?

Best Picture

Demographic	Yes, it should be nominated		No, it should not be nominated		Don't know / No opinion		Total N
Adults	88%	(159)	6%	(11)	5%	(10)	180
Gender: Male	91%	(101)	6%	(6)	3%	(3)	111
Gender: Female	83%	(57)	7%	(5)	10%	(7)	69
Age: 18-29	88%	(56)	10%	(7)	1%	(1)	63
Age: 30-44	90%	(75)	2%	(2)	8%	(6)	82
Age: 45-54	81%	(10)	9%	(1)	10%	(1)	13
Age: 55-64	77%	(11)	12%	(2)	11%	(1)	14
Age: 65+	92%	(7)	8%	(1)	—	(0)	8
Generation Z: 18-22	81%	(25)	19%	(6)	—	(0)	30
Millennial: Age 23-38	92%	(79)	2%	(1)	7%	(6)	86
Generation X: Age 39-54	89%	(37)	5%	(2)	6%	(3)	41
Boomers: Age 55-73	85%	(17)	8%	(2)	7%	(1)	21
PID: Dem (no lean)	93%	(60)	3%	(2)	4%	(2)	64
PID: Ind (no lean)	83%	(53)	10%	(6)	7%	(5)	64
PID: Rep (no lean)	88%	(46)	7%	(4)	5%	(3)	52
PID/Gender: Dem Men	98%	(36)	—	(0)	2%	(1)	37
PID/Gender: Dem Women	87%	(23)	7%	(2)	6%	(2)	27
PID/Gender: Ind Men	88%	(36)	9%	(4)	4%	(2)	41
PID/Gender: Ind Women	75%	(17)	12%	(3)	13%	(3)	22
PID/Gender: Rep Men	88%	(29)	9%	(3)	3%	(1)	32
PID/Gender: Rep Women	87%	(17)	3%	(1)	10%	(2)	20
Ideo: Liberal (1-3)	91%	(49)	6%	(3)	3%	(1)	54
Ideo: Moderate (4)	92%	(49)	4%	(2)	3%	(2)	53
Ideo: Conservative (5-7)	84%	(41)	8%	(4)	8%	(4)	49
Educ: < College	91%	(121)	6%	(8)	4%	(5)	133
Educ: Bachelors degree	76%	(27)	11%	(4)	14%	(5)	36
Educ: Post-grad	100%	(11)	—	(0)	—	(0)	11
Income: Under 50k	92%	(95)	5%	(5)	3%	(3)	103
Income: 50k-100k	82%	(45)	6%	(3)	12%	(7)	55
Income: 100k+	85%	(19)	15%	(3)	—	(0)	22
Ethnicity: White	88%	(114)	7%	(9)	5%	(6)	129

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**Table JOK9\_1:** Do you think 'Joker' and the actors in 'Joker' should be nominated for the following awards?*Best Picture*

<b>Demographic</b>	<b>Yes, it should be nominated</b>		<b>No, it should not be nominated</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	88%	(159)	6%	(11)	5%	(10)	180
Ethnicity: Hispanic	92%	(44)	4%	(2)	4%	(2)	47
Ethnicity: Afr. Am.	82%	(22)	9%	(3)	9%	(2)	27
Ethnicity: Other	95%	(22)	—	(0)	5%	(1)	24
Community: Urban	88%	(43)	7%	(4)	5%	(3)	49
Community: Suburban	88%	(71)	5%	(4)	6%	(5)	80
Community: Rural	89%	(45)	7%	(4)	4%	(2)	50
Employ: Private Sector	90%	(79)	4%	(3)	6%	(5)	88
Employ: Government	80%	(10)	20%	(3)	—	(0)	13
Employ: Self-Employed	88%	(15)	—	(0)	12%	(2)	17
Employ: Homemaker	100%	(11)	—	(0)	—	(0)	11
Employ: Retired	76%	(7)	24%	(2)	—	(0)	10
Employ: Unemployed	92%	(12)	—	(0)	8%	(1)	13
Employ: Other	86%	(10)	—	(0)	14%	(2)	12
Military HH: Yes	87%	(14)	4%	(1)	9%	(1)	16
Military HH: No	88%	(145)	7%	(11)	5%	(8)	164
RD/WT: Right Direction	88%	(70)	5%	(4)	6%	(5)	80
RD/WT: Wrong Track	88%	(88)	7%	(7)	5%	(5)	100
Trump Job Approve	88%	(75)	6%	(6)	6%	(5)	85
Trump Job Disapprove	90%	(78)	5%	(4)	6%	(5)	87
Trump Job Strongly Approve	92%	(41)	3%	(1)	5%	(2)	45
Trump Job Somewhat Approve	82%	(33)	10%	(4)	7%	(3)	41
Trump Job Somewhat Disapprove	87%	(11)	13%	(2)	—	(0)	13
Trump Job Strongly Disapprove	90%	(66)	3%	(2)	7%	(5)	74
Favorable of Trump	88%	(75)	6%	(5)	6%	(5)	85
Unfavorable of Trump	90%	(80)	5%	(4)	5%	(5)	89
Very Favorable of Trump	92%	(35)	4%	(2)	4%	(1)	38
Somewhat Favorable of Trump	85%	(40)	7%	(3)	8%	(4)	47
Somewhat Unfavorable of Trump	83%	(8)	17%	(2)	—	(0)	10
Very Unfavorable of Trump	91%	(72)	3%	(2)	6%	(5)	79

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**Table JOK9\_1:** Do you think 'Joker' and the actors in 'Joker' should be nominated for the following awards?

Best Picture

Demographic	Yes, it should be nominated		No, it should not be nominated		Don't know / No opinion		Total N
Adults	88%	(159)	6%	(11)	5%	(10)	180
#1 Issue: Economy	90%	(52)	4%	(2)	6%	(3)	58
#1 Issue: Security	88%	(26)	8%	(2)	5%	(1)	30
#1 Issue: Health Care	83%	(27)	11%	(4)	6%	(2)	33
#1 Issue: Medicare / Social Security	89%	(13)	—	(0)	11%	(2)	15
#1 Issue: Women's Issues	87%	(10)	6%	(1)	6%	(1)	11
#1 Issue: Education	100%	(8)	—	(0)	—	(0)	8
#1 Issue: Energy	88%	(19)	8%	(2)	4%	(1)	22
#1 Issue: Other	85%	(4)	15%	(1)	—	(0)	4
2018 House Vote: Democrat	88%	(51)	4%	(2)	8%	(5)	59
2018 House Vote: Republican	82%	(45)	11%	(6)	7%	(4)	55
2018 House Vote: Someone else	90%	(7)	10%	(1)	—	(0)	7
2016 Vote: Hillary Clinton	88%	(52)	5%	(3)	7%	(4)	59
2016 Vote: Donald Trump	90%	(50)	6%	(3)	4%	(2)	56
2016 Vote: Other	79%	(9)	6%	(1)	15%	(2)	11
2016 Vote: Didn't Vote	88%	(48)	8%	(4)	3%	(2)	54
Voted in 2014: Yes	86%	(93)	6%	(6)	8%	(9)	108
Voted in 2014: No	91%	(65)	7%	(5)	2%	(1)	71
2012 Vote: Barack Obama	89%	(70)	6%	(5)	5%	(4)	79
2012 Vote: Mitt Romney	93%	(22)	4%	(1)	3%	(1)	24
2012 Vote: Other	52%	(4)	—	(0)	48%	(4)	7
2012 Vote: Didn't Vote	90%	(63)	8%	(6)	2%	(1)	70
4-Region: Northeast	93%	(31)	—	(0)	7%	(2)	33
4-Region: Midwest	85%	(26)	9%	(3)	6%	(2)	30
4-Region: South	84%	(57)	10%	(7)	7%	(5)	69
4-Region: West	93%	(44)	4%	(2)	2%	(1)	48
Not a film fan	86%	(13)	4%	(1)	9%	(1)	16
Casual film fan	89%	(57)	3%	(2)	7%	(5)	64
Avid film fan	88%	(88)	9%	(9)	4%	(4)	100

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

**Table JOK9\_2:** Do you think 'Joker' and the actors in 'Joker' should be nominated for the following awards?  
Best Actor for Joaquin Phoenix

Demographic	Yes, it should be nominated		No, it should not be nominated		Don't know / No opinion		Total N
Adults	89%	(161)	5%	(9)	6%	(10)	180
Gender: Male	94%	(105)	4%	(4)	2%	(2)	111
Gender: Female	82%	(56)	6%	(4)	12%	(8)	69
Age: 18-29	80%	(50)	13%	(8)	7%	(4)	63
Age: 30-44	97%	(80)	1%	(1)	3%	(2)	82
Age: 45-54	82%	(10)	—	(0)	18%	(2)	13
Age: 55-64	89%	(12)	—	(0)	11%	(1)	14
Age: 65+	100%	(8)	—	(0)	—	(0)	8
Generation Z: 18-22	63%	(19)	27%	(8)	10%	(3)	30
Millennial: Age 23-38	98%	(84)	1%	(1)	2%	(1)	86
Generation X: Age 39-54	89%	(37)	—	(0)	11%	(4)	41
Boomers: Age 55-73	93%	(19)	—	(0)	7%	(1)	21
PID: Dem (no lean)	95%	(61)	—	(0)	5%	(3)	64
PID: Ind (no lean)	91%	(58)	7%	(4)	2%	(1)	64
PID: Rep (no lean)	81%	(42)	8%	(4)	11%	(6)	52
PID/Gender: Dem Men	100%	(37)	—	(0)	—	(0)	37
PID/Gender: Dem Women	88%	(23)	—	(0)	12%	(3)	27
PID/Gender: Ind Men	88%	(37)	10%	(4)	1%	(0)	41
PID/Gender: Ind Women	97%	(22)	—	(0)	3%	(1)	22
PID/Gender: Rep Men	95%	(31)	—	(0)	5%	(2)	32
PID/Gender: Rep Women	57%	(11)	22%	(4)	21%	(4)	20
Ideo: Liberal (1-3)	92%	(50)	3%	(2)	5%	(3)	54
Ideo: Moderate (4)	86%	(46)	4%	(2)	10%	(5)	53
Ideo: Conservative (5-7)	92%	(45)	5%	(3)	3%	(1)	49
Educ: < College	88%	(117)	5%	(7)	7%	(9)	133
Educ: Bachelors degree	92%	(33)	6%	(2)	2%	(1)	36
Educ: Post-grad	100%	(11)	—	(0)	—	(0)	11
Income: Under 50k	85%	(88)	6%	(7)	8%	(9)	103
Income: 50k-100k	94%	(51)	4%	(2)	3%	(1)	55
Income: 100k+	100%	(22)	—	(0)	—	(0)	22
Ethnicity: White	87%	(112)	7%	(9)	6%	(8)	129

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**Table JOK9\_2:** Do you think 'Joker' and the actors in 'Joker' should be nominated for the following awards?  
Best Actor for Joaquin Phoenix

Demographic	Yes, it should be nominated		No, it should not be nominated		Don't know / No opinion		Total N
Adults	89%	(161)	5%	(9)	6%	(10)	180
Ethnicity: Hispanic	91%	(43)	9%	(4)	—	(0)	47
Ethnicity: Afr. Am.	94%	(26)	—	(0)	6%	(2)	27
Ethnicity: Other	98%	(23)	—	(0)	2%	(0)	24
Community: Urban	91%	(45)	9%	(4)	—	(0)	49
Community: Suburban	94%	(75)	2%	(2)	4%	(3)	80
Community: Rural	81%	(41)	6%	(3)	14%	(7)	50
Employ: Private Sector	93%	(82)	4%	(4)	3%	(2)	88
Employ: Government	100%	(13)	—	(0)	—	(0)	13
Employ: Self-Employed	76%	(13)	—	(0)	24%	(4)	17
Employ: Homemaker	86%	(9)	—	(0)	14%	(2)	11
Employ: Retired	100%	(10)	—	(0)	—	(0)	10
Employ: Unemployed	96%	(13)	—	(0)	4%	(0)	13
Employ: Other	85%	(10)	—	(0)	15%	(2)	12
Military HH: Yes	91%	(14)	—	(0)	9%	(1)	16
Military HH: No	89%	(147)	5%	(9)	5%	(9)	164
RD/WT: Right Direction	87%	(70)	3%	(2)	10%	(8)	80
RD/WT: Wrong Track	91%	(91)	7%	(7)	2%	(2)	100
Trump Job Approve	86%	(73)	7%	(6)	8%	(6)	85
Trump Job Disapprove	94%	(82)	3%	(3)	3%	(2)	87
Trump Job Strongly Approve	85%	(38)	9%	(4)	6%	(3)	45
Trump Job Somewhat Approve	86%	(35)	5%	(2)	9%	(4)	41
Trump Job Somewhat Disapprove	96%	(13)	4%	(1)	—	(0)	13
Trump Job Strongly Disapprove	94%	(69)	3%	(2)	3%	(2)	74
Favorable of Trump	89%	(76)	4%	(4)	7%	(6)	85
Unfavorable of Trump	92%	(81)	6%	(5)	3%	(2)	89
Very Favorable of Trump	86%	(33)	4%	(2)	10%	(4)	38
Somewhat Favorable of Trump	91%	(43)	4%	(2)	4%	(2)	47
Somewhat Unfavorable of Trump	100%	(10)	—	(0)	—	(0)	10
Very Unfavorable of Trump	91%	(72)	6%	(5)	3%	(2)	79

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**Table JOK9\_2:** Do you think 'Joker' and the actors in 'Joker' should be nominated for the following awards?  
Best Actor for Joaquin Phoenix

Demographic	Yes, it should be nominated		No, it should not be nominated		Don't know / No opinion		Total N
Adults	89%	(161)	5%	(9)	6%	(10)	180
#1 Issue: Economy	88%	(51)	4%	(2)	8%	(4)	58
#1 Issue: Security	95%	(28)	—	(0)	5%	(2)	30
#1 Issue: Health Care	68%	(22)	20%	(6)	13%	(4)	33
#1 Issue: Medicare / Social Security	100%	(15)	—	(0)	—	(0)	15
#1 Issue: Women's Issues	100%	(11)	—	(0)	—	(0)	11
#1 Issue: Education	100%	(8)	—	(0)	—	(0)	8
#1 Issue: Energy	100%	(22)	—	(0)	—	(0)	22
#1 Issue: Other	100%	(4)	—	(0)	—	(0)	4
2018 House Vote: Democrat	96%	(56)	—	(0)	4%	(2)	59
2018 House Vote: Republican	87%	(48)	7%	(4)	7%	(4)	55
2018 House Vote: Someone else	90%	(7)	—	(0)	10%	(1)	7
2016 Vote: Hillary Clinton	95%	(56)	—	(0)	5%	(3)	59
2016 Vote: Donald Trump	95%	(53)	1%	(1)	4%	(2)	56
2016 Vote: Other	100%	(11)	—	(0)	—	(0)	11
2016 Vote: Didn't Vote	75%	(41)	15%	(8)	10%	(5)	54
Voted in 2014: Yes	95%	(103)	1%	(1)	5%	(5)	108
Voted in 2014: No	81%	(58)	11%	(8)	7%	(5)	71
2012 Vote: Barack Obama	97%	(76)	1%	(1)	2%	(2)	79
2012 Vote: Mitt Romney	97%	(23)	—	(0)	3%	(1)	24
2012 Vote: Other	74%	(6)	—	(0)	26%	(2)	7
2012 Vote: Didn't Vote	80%	(56)	12%	(8)	8%	(6)	70
4-Region: Northeast	100%	(33)	—	(0)	—	(0)	33
4-Region: Midwest	86%	(26)	—	(0)	14%	(4)	30
4-Region: South	85%	(58)	6%	(4)	9%	(6)	69
4-Region: West	90%	(43)	10%	(5)	—	(0)	48
Not a film fan	81%	(13)	10%	(2)	9%	(1)	16
Casual film fan	83%	(53)	7%	(5)	10%	(6)	64
Avid film fan	95%	(95)	3%	(3)	2%	(2)	100

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

**Table JOK9\_3:** Do you think 'Joker' and the actors in 'Joker' should be nominated for the following awards?  
Any Academy Award the movie is eligible for

Demographic	Yes, it should be nominated		No, it should not be nominated		Don't know / No opinion		Total N
Adults	92%	(165)	1%	(2)	7%	(13)	180
Gender: Male	94%	(105)	1%	(1)	5%	(6)	111
Gender: Female	87%	(60)	2%	(2)	10%	(7)	69
Age: 18-29	91%	(58)	3%	(2)	5%	(3)	63
Age: 30-44	94%	(77)	—	(0)	6%	(5)	82
Age: 45-54	90%	(11)	—	(0)	10%	(1)	13
Age: 55-64	82%	(11)	—	(0)	18%	(2)	14
Age: 65+	92%	(7)	—	(0)	8%	(1)	8
Generation Z: 18-22	85%	(26)	7%	(2)	8%	(2)	30
Millennial: Age 23-38	94%	(81)	—	(0)	6%	(5)	86
Generation X: Age 39-54	96%	(40)	—	(0)	4%	(2)	41
Boomers: Age 55-73	88%	(18)	—	(0)	12%	(2)	21
PID: Dem (no lean)	97%	(62)	—	(0)	3%	(2)	64
PID: Ind (no lean)	85%	(54)	1%	(1)	14%	(9)	64
PID: Rep (no lean)	93%	(49)	3%	(2)	4%	(2)	52
PID/Gender: Dem Men	100%	(37)	—	(0)	—	(0)	37
PID/Gender: Dem Women	94%	(25)	—	(0)	6%	(2)	27
PID/Gender: Ind Men	87%	(36)	2%	(1)	12%	(5)	41
PID/Gender: Ind Women	81%	(18)	—	(0)	19%	(4)	22
PID/Gender: Rep Men	97%	(32)	—	(0)	3%	(1)	32
PID/Gender: Rep Women	86%	(17)	8%	(2)	6%	(1)	20
Ideo: Liberal (1-3)	93%	(51)	3%	(2)	4%	(2)	54
Ideo: Moderate (4)	98%	(52)	1%	(1)	1%	(1)	53
Ideo: Conservative (5-7)	88%	(43)	—	(0)	12%	(6)	49
Educ: < College	92%	(123)	2%	(2)	6%	(8)	133
Educ: Bachelors degree	88%	(32)	—	(0)	12%	(4)	36
Educ: Post-grad	100%	(11)	—	(0)	—	(0)	11
Income: Under 50k	90%	(93)	2%	(2)	8%	(8)	103
Income: 50k-100k	92%	(50)	—	(0)	8%	(4)	55
Income: 100k+	100%	(22)	—	(0)	—	(0)	22
Ethnicity: White	92%	(118)	2%	(2)	7%	(9)	129

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**Table JOK9\_3:** Do you think 'Joker' and the actors in 'Joker' should be nominated for the following awards?  
Any Academy Award the movie is eligible for

Demographic	Yes, it should be nominated		No, it should not be nominated		Don't know / No opinion		Total N
Adults	92%	(165)	1%	(2)	7%	(13)	180
Ethnicity: Hispanic	96%	(46)	—	(0)	4%	(2)	47
Ethnicity: Afr. Am.	87%	(24)	—	(0)	13%	(4)	27
Ethnicity: Other	98%	(23)	—	(0)	2%	(0)	24
Community: Urban	96%	(48)	—	(0)	4%	(2)	49
Community: Suburban	90%	(72)	3%	(2)	8%	(6)	80
Community: Rural	91%	(46)	—	(0)	9%	(5)	50
Employ: Private Sector	90%	(79)	2%	(2)	9%	(8)	88
Employ: Government	86%	(11)	—	(0)	14%	(2)	13
Employ: Self-Employed	97%	(16)	—	(0)	3%	(1)	17
Employ: Homemaker	100%	(11)	—	(0)	—	(0)	11
Employ: Retired	100%	(10)	—	(0)	—	(0)	10
Employ: Unemployed	96%	(13)	—	(0)	4%	(0)	13
Employ: Other	86%	(10)	—	(0)	14%	(2)	12
Military HH: Yes	100%	(16)	—	(0)	—	(0)	16
Military HH: No	91%	(149)	1%	(2)	8%	(13)	164
RD/WT: Right Direction	94%	(75)	—	(0)	6%	(5)	80
RD/WT: Wrong Track	90%	(90)	2%	(2)	8%	(8)	100
Trump Job Approve	91%	(77)	2%	(2)	7%	(6)	85
Trump Job Disapprove	94%	(81)	1%	(1)	5%	(5)	87
Trump Job Strongly Approve	91%	(41)	3%	(2)	6%	(3)	45
Trump Job Somewhat Approve	91%	(37)	—	(0)	9%	(4)	41
Trump Job Somewhat Disapprove	100%	(13)	—	(0)	—	(0)	13
Trump Job Strongly Disapprove	93%	(68)	1%	(1)	6%	(5)	74
Favorable of Trump	92%	(78)	2%	(2)	6%	(6)	85
Unfavorable of Trump	94%	(83)	1%	(1)	5%	(5)	89
Very Favorable of Trump	94%	(36)	4%	(2)	2%	(1)	38
Somewhat Favorable of Trump	90%	(42)	—	(0)	10%	(5)	47
Somewhat Unfavorable of Trump	100%	(10)	—	(0)	—	(0)	10
Very Unfavorable of Trump	93%	(74)	1%	(1)	6%	(5)	79

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**Table JOK9\_3:** Do you think 'Joker' and the actors in 'Joker' should be nominated for the following awards?  
Any Academy Award the movie is eligible for

Demographic	Yes, it should be nominated		No, it should not be nominated		Don't know / No opinion		Total N
Adults	92%	(165)	1%	(2)	7%	(13)	180
#1 Issue: Economy	94%	(54)	1%	(1)	5%	(3)	58
#1 Issue: Security	91%	(27)	—	(0)	9%	(3)	30
#1 Issue: Health Care	92%	(30)	5%	(2)	4%	(1)	33
#1 Issue: Medicare / Social Security	72%	(11)	—	(0)	28%	(4)	15
#1 Issue: Women's Issues	100%	(11)	—	(0)	—	(0)	11
#1 Issue: Education	100%	(8)	—	(0)	—	(0)	8
#1 Issue: Energy	92%	(20)	—	(0)	8%	(2)	22
#1 Issue: Other	100%	(4)	—	(0)	—	(0)	4
2018 House Vote: Democrat	91%	(53)	1%	(1)	8%	(5)	59
2018 House Vote: Republican	89%	(49)	3%	(2)	8%	(4)	55
2018 House Vote: Someone else	90%	(7)	—	(0)	10%	(1)	7
2016 Vote: Hillary Clinton	89%	(52)	—	(0)	11%	(7)	59
2016 Vote: Donald Trump	97%	(54)	—	(0)	3%	(1)	56
2016 Vote: Other	79%	(9)	6%	(1)	15%	(2)	11
2016 Vote: Didn't Vote	92%	(50)	3%	(2)	5%	(3)	54
Voted in 2014: Yes	91%	(99)	—	(0)	9%	(10)	108
Voted in 2014: No	93%	(66)	3%	(2)	4%	(3)	71
2012 Vote: Barack Obama	93%	(73)	—	(0)	7%	(5)	79
2012 Vote: Mitt Romney	94%	(22)	—	(0)	6%	(1)	24
2012 Vote: Other	71%	(5)	—	(0)	29%	(2)	7
2012 Vote: Didn't Vote	92%	(64)	3%	(2)	5%	(4)	70
4-Region: Northeast	93%	(31)	—	(0)	7%	(2)	33
4-Region: Midwest	94%	(28)	2%	(1)	4%	(1)	30
4-Region: South	90%	(62)	2%	(2)	8%	(5)	69
4-Region: West	92%	(44)	—	(0)	8%	(4)	48
Not a film fan	86%	(13)	14%	(2)	—	(0)	16
Casual film fan	92%	(59)	—	(0)	8%	(5)	64
Avid film fan	92%	(93)	—	(0)	8%	(8)	100

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

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2198	100%
xdemGender	Gender: Male	1061	48%
	Gender: Female	1137	52%
	N	2198	
age5	Age: 18-29	420	19%
	Age: 30-44	592	27%
	Age: 45-54	306	14%
	Age: 55-64	444	20%
	Age: 65+	436	20%
	N	2198	
demAgeGeneration	Generation Z: 18-22	165	7%
	Millennial: Age 23-38	630	29%
	Generation X: Age 39-54	524	24%
	Boomers: Age 55-73	773	35%
	N	2091	
xpid3	PID: Dem (no lean)	794	36%
	PID: Ind (no lean)	749	34%
	PID: Rep (no lean)	655	30%
	N	2198	
xpidGender	PID/Gender: Dem Men	374	17%
	PID/Gender: Dem Women	420	19%
	PID/Gender: Ind Men	364	17%
	PID/Gender: Ind Women	385	18%
	PID/Gender: Rep Men	323	15%
	PID/Gender: Rep Women	332	15%
	N	2198	
xdemIdeo3	Ideo: Liberal (1-3)	621	28%
	Ideo: Moderate (4)	571	26%
	Ideo: Conservative (5-7)	716	33%
	N	1908	
xeduc3	Educ: < College	1511	69%
	Educ: Bachelors degree	443	20%
	Educ: Post-grad	244	11%
	N	2198	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1234	56%
	Income: 50k-100k	688	31%
	Income: 100k+	276	13%
	N	2198	
xdemWhite	Ethnicity: White	1720	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Afr. Am.	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemUsr	Community: Urban	557	25%
	Community: Suburban	1066	49%
	Community: Rural	575	26%
	N	2198	
xdemEmploy	Employ: Private Sector	769	35%
	Employ: Government	121	5%
	Employ: Self-Employed	149	7%
	Employ: Homemaker	166	8%
	Employ: Retired	531	24%
	Employ: Unemployed	211	10%
	Employ: Other	176	8%
	N	2123	
xdemMilHH1	Military HH: Yes	359	16%
	Military HH: No	1839	84%
	N	2198	
xnr1	RD/WT: Right Direction	814	37%
	RD/WT: Wrong Track	1384	63%
	N	2198	
Trump_Approve	Trump Job Approve	841	38%
	Trump Job Disapprove	1247	57%
	N	2088	
Trump_Approve2	Trump Job Strongly Approve	455	21%
	Trump Job Somewhat Approve	385	18%
	Trump Job Somewhat Disapprove	254	12%
	Trump Job Strongly Disapprove	994	45%
	N	2088	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
Trump_Fav	Favorable of Trump	848	39%
	Unfavorable of Trump	1215	55%
	N	2062	
Trump_Fav_FULL	Very Favorable of Trump	471	21%
	Somewhat Favorable of Trump	377	17%
	Somewhat Unfavorable of Trump	209	10%
	Very Unfavorable of Trump	1006	46%
	N	2062	
xnr3	#1 Issue: Economy	545	25%
	#1 Issue: Security	448	20%
	#1 Issue: Health Care	346	16%
	#1 Issue: Medicare / Social Security	344	16%
	#1 Issue: Women's Issues	115	5%
	#1 Issue: Education	120	5%
	#1 Issue: Energy	159	7%
	#1 Issue: Other	121	6%
	N	2198	
xsubVote18O	2018 House Vote: Democrat	775	35%
	2018 House Vote: Republican	669	30%
	2018 House Vote: Someone else	80	4%
	N	1524	
xsubVote16O	2016 Vote: Hillary Clinton	695	32%
	2016 Vote: Donald Trump	691	31%
	2016 Vote: Other	161	7%
	2016 Vote: Didn't Vote	649	30%
	N	2196	
xsubVote14O	Voted in 2014: Yes	1335	61%
	Voted in 2014: No	863	39%
	N	2198	
xsubVote12O	2012 Vote: Barack Obama	878	40%
	2012 Vote: Mitt Romney	499	23%
	2012 Vote: Other	87	4%
	2012 Vote: Didn't Vote	730	33%
	N	2194	
xreg4	4-Region: Northeast	393	18%
	4-Region: Midwest	462	21%
	4-Region: South	823	37%
	4-Region: West	520	24%
	N	2198	

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**Summary Statistics of Survey Respondent Demographics**

<b>Demographic</b>	<b>Group</b>	<b>Frequency</b>	<b>Percentage</b>
JOKdem1	Not a film fan	323	15%
JOKdem2	Casual film fan	1162	53%
JOKdem3	Avid film fan	713	32%

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





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