



National Tracking Poll #191038  
October 17-20, 2019

*Crosstabulation Results*

*Methodology:*

This poll was conducted between October 17-October 20, 2019 among a national sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, educational attainment, gender, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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## Crosstabulation Results by Respondent Demographics

**Table HR1\_1:** *If the following actors were in a movie, would you be more or less likely to see that movie?*  
Brad Pitt

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	22% (492)	28% (606)	30% (653)	5% (121)	5% (108)	10% (220)	2200
Gender: Male	21% (221)	28% (298)	30% (318)	6% (65)	4% (45)	11% (115)	1062
Gender: Female	24% (271)	27% (308)	29% (334)	5% (56)	6% (64)	9% (105)	1138
Age: 18-29	26% (111)	23% (100)	26% (113)	7% (28)	6% (27)	11% (49)	428
Age: 30-44	24% (140)	31% (182)	28% (162)	5% (29)	3% (16)	9% (56)	585
Age: 45-54	21% (71)	31% (103)	28% (93)	6% (18)	6% (19)	9% (29)	333
Age: 55-64	22% (91)	26% (109)	33% (138)	5% (21)	6% (25)	8% (34)	418
Age: 65+	18% (79)	26% (113)	34% (147)	5% (23)	5% (21)	12% (53)	436
Generation Z: 18-22	23% (35)	22% (34)	28% (43)	7% (11)	10% (15)	11% (17)	154
Millennial: Age 23-38	26% (170)	29% (188)	27% (174)	5% (36)	3% (20)	10% (69)	656
Generation X: Age 39-54	22% (116)	30% (163)	28% (151)	6% (30)	5% (27)	9% (48)	535
Boomers: Age 55-73	20% (150)	26% (200)	33% (252)	5% (40)	5% (40)	10% (72)	754
PID: Dem (no lean)	29% (224)	27% (209)	28% (215)	4% (31)	3% (21)	9% (74)	774
PID: Ind (no lean)	18% (134)	25% (180)	34% (247)	6% (44)	7% (50)	10% (75)	730
PID: Rep (no lean)	19% (134)	31% (216)	27% (190)	7% (46)	5% (37)	10% (72)	696
PID/Gender: Dem Men	30% (99)	29% (96)	25% (83)	4% (12)	3% (11)	10% (32)	333
PID/Gender: Dem Women	28% (125)	26% (114)	30% (132)	4% (18)	2% (11)	9% (41)	441
PID/Gender: Ind Men	15% (56)	25% (96)	36% (135)	7% (25)	4% (16)	13% (50)	378
PID/Gender: Ind Women	22% (79)	24% (84)	32% (112)	5% (19)	9% (33)	7% (25)	352
PID/Gender: Rep Men	19% (67)	30% (106)	29% (100)	8% (27)	5% (18)	10% (33)	351
PID/Gender: Rep Women	19% (67)	32% (111)	26% (90)	5% (19)	6% (20)	11% (39)	345
Ideo: Liberal (1-3)	26% (153)	31% (185)	30% (176)	5% (30)	3% (16)	5% (32)	593
Ideo: Moderate (4)	24% (134)	27% (150)	30% (165)	6% (30)	4% (24)	9% (49)	553
Ideo: Conservative (5-7)	18% (137)	29% (217)	31% (235)	5% (40)	7% (52)	9% (66)	747
Educ: < College	24% (362)	26% (398)	28% (422)	5% (81)	5% (82)	11% (167)	1512
Educ: Bachelors degree	20% (87)	28% (126)	33% (148)	6% (27)	5% (21)	8% (35)	444
Educ: Post-grad	17% (42)	34% (82)	34% (82)	6% (14)	2% (5)	8% (19)	244

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**Table HR1\_1:** *If the following actors were in a movie, would you be more or less likely to see that movie?*

Brad Pitt

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	22% (492)	28% (606)	30% (653)	5% (121)	5% (108)	10% (220)	2200
Income: Under 50k	24% (301)	24% (303)	28% (348)	6% (70)	6% (77)	12% (156)	1255
Income: 50k-100k	20% (128)	33% (215)	33% (215)	5% (34)	3% (18)	6% (39)	647
Income: 100k+	21% (63)	30% (88)	30% (90)	6% (17)	5% (14)	9% (25)	298
Ethnicity: White	21% (359)	28% (481)	31% (531)	6% (101)	5% (83)	10% (167)	1722
Ethnicity: Hispanic	31% (107)	28% (99)	21% (75)	5% (16)	5% (19)	10% (34)	349
Ethnicity: Afr. Am.	32% (89)	26% (70)	25% (70)	3% (9)	4% (12)	9% (25)	274
Ethnicity: Other	22% (45)	27% (55)	26% (52)	5% (10)	6% (13)	14% (29)	204
All Christian	22% (219)	30% (298)	30% (291)	5% (47)	4% (39)	9% (88)	982
All Non-Christian	17% (15)	24% (21)	38% (34)	3% (3)	6% (5)	14% (12)	90
Atheist	23% (22)	20% (19)	44% (42)	6% (6)	2% (2)	5% (4)	96
Agnostic/Nothing in particular	23% (237)	26% (268)	28% (286)	6% (65)	6% (62)	11% (115)	1033
Religious Non-Protestant/Catholic	20% (25)	24% (29)	37% (46)	3% (4)	5% (7)	10% (13)	124
Evangelical	23% (150)	29% (184)	29% (187)	5% (33)	7% (42)	7% (47)	642
Non-Evangelical	23% (172)	30% (228)	27% (207)	5% (40)	4% (31)	10% (77)	755
Community: Urban	28% (165)	23% (139)	25% (148)	5% (30)	6% (34)	13% (80)	596
Community: Suburban	23% (226)	29% (285)	32% (323)	5% (49)	4% (36)	8% (77)	997
Community: Rural	17% (101)	30% (182)	30% (182)	7% (41)	6% (39)	10% (63)	607
Employ: Private Sector	22% (147)	31% (207)	32% (213)	4% (28)	3% (21)	7% (47)	663
Employ: Government	25% (34)	27% (37)	29% (39)	5% (7)	3% (4)	11% (14)	134
Employ: Self-Employed	16% (27)	33% (54)	30% (49)	9% (15)	5% (8)	7% (12)	166
Employ: Homemaker	20% (36)	34% (62)	26% (47)	5% (9)	5% (8)	11% (19)	182
Employ: Retired	19% (96)	26% (126)	31% (151)	5% (25)	6% (31)	13% (64)	492
Employ: Unemployed	26% (72)	17% (47)	32% (89)	5% (15)	7% (18)	13% (35)	275
Employ: Other	26% (53)	26% (54)	22% (46)	7% (14)	8% (16)	11% (22)	204
Military HH: Yes	22% (76)	27% (95)	32% (113)	5% (17)	4% (13)	10% (35)	349
Military HH: No	22% (416)	28% (511)	29% (539)	6% (104)	5% (95)	10% (186)	1851
RD/WT: Right Direction	21% (169)	27% (221)	28% (227)	6% (48)	6% (49)	13% (105)	820
RD/WT: Wrong Track	23% (323)	28% (385)	31% (425)	5% (72)	4% (59)	8% (116)	1380
Trump Job Approve	20% (179)	29% (257)	28% (250)	6% (53)	6% (51)	10% (92)	882
Trump Job Disapprove	24% (289)	27% (324)	31% (374)	5% (62)	4% (53)	8% (92)	1195

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**Table HR1\_1: If the following actors were in a movie, would you be more or less likely to see that movie?**

Brad Pitt

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	22% (492)	28% (606)	30% (653)	5% (121)	5% (108)	10% (220)	2200
Trump Job Strongly Approve	22% (103)	27% (128)	27% (128)	6% (28)	6% (31)	12% (59)	477
Trump Job Somewhat Approve	19% (75)	32% (129)	30% (121)	6% (25)	5% (21)	8% (33)	405
Trump Job Somewhat Disapprove	22% (57)	25% (65)	35% (91)	3% (8)	6% (15)	8% (22)	257
Trump Job Strongly Disapprove	25% (232)	28% (259)	30% (283)	6% (55)	4% (38)	8% (71)	937
Favorable of Trump	20% (170)	31% (263)	28% (237)	6% (50)	6% (52)	10% (84)	856
Unfavorable of Trump	25% (299)	27% (322)	32% (384)	5% (62)	4% (51)	7% (88)	1206
Very Favorable of Trump	21% (104)	27% (133)	28% (136)	6% (30)	7% (36)	11% (54)	493
Somewhat Favorable of Trump	18% (66)	36% (130)	28% (101)	5% (20)	5% (17)	8% (30)	363
Somewhat Unfavorable of Trump	20% (43)	27% (59)	34% (73)	4% (8)	6% (14)	8% (18)	215
Very Unfavorable of Trump	26% (256)	27% (263)	31% (311)	5% (54)	4% (37)	7% (70)	991
#1 Issue: Economy	21% (119)	34% (188)	26% (142)	7% (39)	3% (17)	9% (50)	555
#1 Issue: Security	19% (87)	27% (122)	29% (131)	5% (24)	7% (34)	12% (57)	455
#1 Issue: Health Care	27% (98)	25% (89)	32% (117)	4% (16)	4% (16)	7% (26)	362
#1 Issue: Medicare / Social Security	23% (78)	27% (90)	29% (99)	4% (12)	6% (21)	11% (36)	336
#1 Issue: Women's Issues	26% (29)	26% (29)	32% (35)	6% (6)	3% (4)	7% (8)	111
#1 Issue: Education	25% (29)	28% (32)	29% (34)	6% (7)	2% (2)	11% (13)	117
#1 Issue: Energy	20% (27)	25% (33)	34% (44)	5% (6)	5% (6)	12% (16)	132
#1 Issue: Other	20% (26)	17% (22)	38% (50)	8% (10)	6% (8)	11% (15)	133
2018 House Vote: Democrat	26% (199)	28% (214)	29% (221)	5% (37)	3% (24)	8% (61)	756
2018 House Vote: Republican	18% (123)	30% (206)	31% (216)	5% (34)	6% (39)	10% (69)	687
2018 House Vote: Someone else	13% (15)	23% (27)	29% (33)	8% (9)	11% (13)	15% (18)	115
2016 Vote: Hillary Clinton	23% (152)	32% (212)	29% (194)	6% (37)	4% (24)	6% (42)	662
2016 Vote: Donald Trump	18% (125)	27% (184)	31% (215)	6% (41)	7% (47)	11% (79)	690
2016 Vote: Other	17% (33)	24% (46)	36% (69)	7% (13)	4% (9)	12% (23)	192
2016 Vote: Didn't Vote	28% (179)	25% (162)	27% (173)	5% (30)	4% (28)	12% (76)	648
Voted in 2014: Yes	21% (285)	29% (383)	31% (412)	6% (77)	5% (61)	9% (124)	1342
Voted in 2014: No	24% (207)	26% (223)	28% (240)	5% (44)	5% (47)	11% (96)	858

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**Table HR1\_1:** *If the following actors were in a movie, would you be more or less likely to see that movie?*

Brad Pitt

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	22% (492)	28% (606)	30% (653)	5% (121)	5% (108)	10% (220)	2200
2012 Vote: Barack Obama	24% (204)	31% (260)	30% (256)	4% (36)	3% (23)	8% (71)	851
2012 Vote: Mitt Romney	18% (90)	26% (132)	34% (170)	7% (34)	7% (33)	10% (49)	508
2012 Vote: Other	14% (16)	25% (29)	31% (35)	8% (9)	8% (9)	14% (15)	112
2012 Vote: Didn't Vote	25% (183)	25% (184)	26% (190)	6% (41)	6% (43)	12% (85)	726
4-Region: Northeast	26% (103)	24% (93)	30% (119)	5% (20)	5% (20)	10% (38)	394
4-Region: Midwest	19% (88)	27% (126)	34% (159)	5% (21)	5% (23)	10% (45)	462
4-Region: South	22% (181)	29% (241)	29% (243)	5% (45)	5% (44)	8% (69)	824
4-Region: West	23% (120)	28% (145)	25% (132)	7% (34)	4% (20)	13% (68)	520
Watch TV: Every day	28% (306)	28% (300)	29% (314)	4% (39)	5% (54)	7% (74)	1088
Watch TV: Several times per week	18% (101)	30% (163)	35% (195)	4% (24)	4% (23)	8% (44)	550
Watch TV: About once per week	23% (30)	28% (37)	29% (38)	10% (13)	3% (3)	8% (10)	132
Watch TV: Several times per month	14% (12)	30% (25)	28% (24)	9% (8)	10% (8)	8% (7)	84
Watch TV: About once per month	16% (8)	30% (16)	25% (13)	11% (6)	5% (3)	13% (7)	52
Watch TV: Less often than once per month	7% (8)	23% (24)	26% (27)	14% (14)	6% (6)	25% (26)	104
Watch TV: Never	14% (27)	22% (42)	22% (42)	8% (16)	5% (10)	27% (52)	191
Watch Movies: Every day	39% (158)	28% (111)	18% (74)	4% (15)	5% (20)	5% (22)	400
Watch Movies: Several times per week	26% (143)	33% (187)	30% (167)	3% (19)	4% (21)	4% (23)	559
Watch Movies: About once per week	19% (67)	26% (91)	39% (136)	5% (19)	3% (9)	8% (28)	350
Watch Movies: Several times per month	19% (48)	32% (81)	31% (77)	9% (22)	4% (11)	5% (12)	252
Watch Movies: About once per month	12% (26)	26% (57)	35% (76)	9% (19)	5% (11)	14% (30)	218
Watch Movies: Less often than once per month	10% (19)	18% (36)	35% (69)	7% (13)	10% (19)	20% (40)	196
Watch Movies: Never	14% (31)	19% (43)	24% (53)	6% (13)	8% (18)	29% (66)	225
Watch Sporting Events: Every day	34% (57)	33% (57)	16% (27)	5% (8)	3% (6)	9% (15)	169
Watch Sporting Events: Several times per week	19% (77)	33% (131)	29% (115)	6% (23)	6% (22)	7% (29)	397
Watch Sporting Events: About once per week	26% (79)	29% (87)	30% (90)	3% (10)	6% (17)	6% (18)	301
Watch Sporting Events: Several times per month	30% (47)	30% (46)	29% (45)	5% (8)	3% (5)	4% (6)	156
Watch Sporting Events: About once per month	26% (34)	29% (38)	26% (34)	5% (7)	7% (9)	7% (9)	131
Watch Sporting Events: Less often than once per month	23% (61)	25% (67)	33% (88)	6% (15)	4% (11)	9% (24)	267
Watch Sporting Events: Never	18% (138)	23% (180)	33% (254)	7% (51)	5% (38)	15% (118)	779

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**Table HR1\_1:** *If the following actors were in a movie, would you be more or less likely to see that movie?*

Brad Pitt

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	22% (492)	28% (606)	30% (653)	5% (121)	5% (108)	10% (220)	2200
Cable TV: Currently subscribe	27% (267)	27% (274)	28% (278)	6% (55)	5% (54)	7% (72)	1001
Cable TV: Subscribed in past	19% (146)	30% (228)	34% (262)	5% (37)	4% (32)	7% (55)	759
Cable TV: Never subscribed	18% (79)	24% (104)	26% (113)	6% (28)	5% (23)	21% (93)	440
Satellite TV: Currently subscribe	24% (115)	29% (137)	30% (141)	6% (27)	5% (25)	7% (31)	476
Satellite TV: Subscribed in past	22% (128)	30% (171)	30% (174)	5% (31)	5% (31)	8% (44)	579
Satellite TV: Never subscribed	22% (249)	26% (298)	29% (338)	5% (63)	5% (52)	13% (145)	1145
Streaming Services: Currently subscribe	24% (328)	29% (392)	31% (412)	5% (70)	4% (55)	7% (88)	1345
Streaming Services: Subscribed in past	26% (48)	30% (56)	27% (50)	8% (15)	4% (7)	5% (10)	187
Streaming Services: Never subscribed	17% (116)	24% (157)	29% (191)	5% (35)	7% (46)	18% (122)	667
Film: An avid fan	36% (286)	29% (236)	24% (192)	4% (30)	4% (29)	4% (31)	804
Film: A casual fan	16% (181)	28% (327)	34% (396)	6% (74)	5% (52)	10% (120)	1150
Film: Not a fan	11% (26)	18% (43)	26% (64)	7% (17)	11% (26)	28% (70)	247
Television: An avid fan	31% (325)	29% (303)	27% (283)	3% (34)	5% (51)	6% (62)	1058
Television: A casual fan	16% (154)	27% (270)	33% (332)	8% (80)	5% (46)	11% (112)	995
Television: Not a fan	9% (13)	23% (33)	25% (37)	4% (6)	8% (11)	31% (46)	147
Music: An avid fan	30% (337)	27% (298)	27% (298)	4% (46)	5% (57)	7% (76)	1111
Music: A casual fan	15% (148)	29% (286)	34% (330)	7% (67)	4% (42)	11% (104)	978
Music: Not a fan	6% (7)	20% (22)	22% (25)	6% (7)	9% (10)	37% (41)	112
Fashion: An avid fan	39% (128)	26% (86)	17% (57)	4% (14)	5% (17)	9% (28)	329
Fashion: A casual fan	26% (230)	29% (258)	30% (266)	4% (37)	4% (33)	7% (59)	884
Fashion: Not a fan	14% (134)	27% (262)	33% (329)	7% (70)	6% (59)	13% (133)	987

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



**Table HR1\_2:** *If the following actors were in a movie, would you be more or less likely to see that movie?**Leonardo DiCaprio*

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	25% (544)	27% (594)	27% (584)	6% (126)	5% (102)	11% (250)	2200
Gender: Male	24% (253)	26% (274)	26% (276)	7% (76)	5% (56)	12% (126)	1062
Gender: Female	26% (291)	28% (320)	27% (309)	4% (50)	4% (46)	11% (124)	1138
Age: 18-29	36% (156)	27% (116)	17% (73)	4% (19)	3% (11)	12% (53)	428
Age: 30-44	28% (166)	29% (171)	25% (146)	5% (30)	3% (15)	10% (57)	585
Age: 45-54	18% (59)	30% (99)	29% (98)	4% (13)	7% (23)	12% (40)	333
Age: 55-64	19% (79)	27% (114)	30% (127)	8% (32)	7% (28)	9% (38)	418
Age: 65+	19% (83)	21% (94)	32% (141)	7% (32)	6% (24)	14% (62)	436
Generation Z: 18-22	34% (52)	32% (49)	14% (22)	6% (9)	3% (4)	12% (18)	154
Millennial: Age 23-38	35% (229)	27% (178)	21% (138)	4% (27)	2% (14)	11% (70)	656
Generation X: Age 39-54	19% (100)	30% (160)	29% (156)	5% (25)	6% (31)	12% (62)	535
Boomers: Age 55-73	19% (147)	25% (186)	32% (241)	7% (53)	6% (49)	10% (79)	754
PID: Dem (no lean)	32% (250)	27% (207)	24% (186)	4% (33)	2% (19)	10% (80)	774
PID: Ind (no lean)	22% (157)	26% (188)	27% (200)	6% (44)	6% (43)	13% (97)	730
PID: Rep (no lean)	20% (137)	29% (199)	28% (198)	7% (48)	6% (41)	11% (73)	696
PID/Gender: Dem Men	32% (106)	27% (88)	23% (76)	5% (18)	3% (11)	10% (34)	333
PID/Gender: Dem Women	33% (144)	27% (119)	25% (110)	3% (15)	2% (7)	10% (46)	441
PID/Gender: Ind Men	21% (81)	24% (89)	27% (101)	7% (26)	6% (24)	15% (57)	378
PID/Gender: Ind Women	22% (76)	28% (99)	28% (99)	5% (18)	5% (19)	12% (41)	352
PID/Gender: Rep Men	19% (67)	28% (97)	28% (98)	9% (32)	6% (21)	10% (36)	351
PID/Gender: Rep Women	20% (70)	30% (102)	29% (100)	5% (16)	6% (20)	11% (38)	345
Ideo: Liberal (1-3)	31% (183)	30% (179)	25% (150)	5% (27)	3% (17)	6% (36)	593
Ideo: Moderate (4)	28% (154)	27% (149)	27% (152)	5% (25)	3% (17)	10% (55)	553
Ideo: Conservative (5-7)	17% (126)	28% (212)	30% (225)	8% (56)	7% (54)	10% (74)	747
Educ: < College	26% (394)	25% (383)	25% (379)	5% (81)	5% (79)	13% (196)	1512
Educ: Bachelors degree	22% (96)	32% (141)	29% (129)	5% (24)	4% (16)	8% (37)	444
Educ: Post-grad	22% (53)	29% (70)	31% (76)	9% (21)	3% (7)	7% (16)	244
Income: Under 50k	25% (315)	26% (321)	25% (310)	5% (66)	5% (64)	14% (180)	1255
Income: 50k-100k	25% (165)	29% (189)	29% (187)	6% (40)	4% (26)	6% (40)	647
Income: 100k+	22% (64)	28% (84)	30% (88)	7% (20)	4% (12)	10% (29)	298
Ethnicity: White	22% (385)	27% (467)	28% (487)	6% (102)	5% (89)	11% (192)	1722

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**Table HR1\_2:** *If the following actors were in a movie, would you be more or less likely to see that movie?*  
*Leonardo DiCaprio*

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	25% (544)	27% (594)	27% (584)	6% (126)	5% (102)	11% (250)	2200
Ethnicity: Hispanic	38% (134)	26% (91)	19% (66)	4% (14)	3% (10)	10% (34)	349
Ethnicity: Afr. Am.	39% (108)	28% (77)	15% (42)	5% (12)	2% (7)	10% (28)	274
Ethnicity: Other	25% (50)	25% (51)	27% (56)	6% (11)	3% (6)	14% (29)	204
All Christian	21% (209)	29% (282)	29% (282)	7% (65)	5% (50)	10% (94)	982
All Non-Christian	28% (25)	20% (18)	30% (27)	1% (1)	5% (4)	15% (14)	90
Atheist	20% (20)	27% (26)	31% (30)	8% (7)	4% (4)	9% (9)	96
Agnostic/Nothing in particular	28% (290)	26% (268)	24% (245)	5% (52)	4% (44)	13% (134)	1033
Religious Non-Protestant/Catholic	26% (33)	21% (26)	29% (36)	4% (5)	7% (8)	12% (15)	124
Evangelical	24% (155)	25% (161)	28% (178)	6% (36)	6% (38)	12% (74)	642
Non-Evangelical	25% (185)	30% (225)	27% (201)	6% (46)	4% (27)	9% (70)	755
Community: Urban	33% (197)	21% (127)	24% (145)	4% (26)	3% (21)	14% (81)	596
Community: Suburban	23% (229)	31% (307)	26% (260)	6% (59)	4% (44)	10% (98)	997
Community: Rural	19% (118)	26% (160)	30% (180)	7% (41)	6% (37)	12% (71)	607
Employ: Private Sector	24% (158)	31% (202)	28% (185)	5% (33)	5% (30)	8% (54)	663
Employ: Government	31% (42)	22% (29)	31% (42)	3% (4)	1% (2)	11% (15)	134
Employ: Self-Employed	22% (36)	29% (49)	28% (46)	8% (13)	4% (7)	9% (14)	166
Employ: Homemaker	23% (42)	32% (59)	26% (48)	3% (5)	3% (5)	13% (24)	182
Employ: Retired	19% (92)	24% (117)	29% (142)	8% (38)	6% (31)	15% (73)	492
Employ: Unemployed	28% (76)	22% (61)	25% (69)	7% (19)	5% (15)	13% (37)	275
Employ: Other	29% (59)	27% (54)	19% (39)	5% (11)	5% (11)	15% (30)	204
Military HH: Yes	19% (67)	29% (101)	29% (101)	6% (21)	6% (19)	11% (40)	349
Military HH: No	26% (477)	27% (493)	26% (483)	6% (104)	4% (83)	11% (210)	1851
RD/WT: Right Direction	21% (170)	26% (212)	26% (213)	7% (57)	7% (57)	13% (110)	820
RD/WT: Wrong Track	27% (374)	28% (382)	27% (371)	5% (68)	3% (45)	10% (140)	1380
Trump Job Approve	20% (174)	28% (243)	28% (243)	6% (57)	7% (61)	12% (103)	882
Trump Job Disapprove	29% (342)	27% (325)	27% (321)	5% (59)	3% (36)	9% (112)	1195
Trump Job Strongly Approve	19% (92)	24% (116)	29% (137)	6% (31)	9% (42)	13% (60)	477
Trump Job Somewhat Approve	20% (83)	32% (128)	26% (106)	6% (26)	5% (20)	10% (42)	405
Trump Job Somewhat Disapprove	22% (55)	30% (76)	31% (80)	4% (11)	2% (4)	12% (30)	257
Trump Job Strongly Disapprove	31% (287)	27% (249)	26% (240)	5% (48)	3% (32)	9% (82)	937

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**Table HR1\_2:** *If the following actors were in a movie, would you be more or less likely to see that movie?**Leonardo DiCaprio*

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	25% (544)	27% (594)	27% (584)	6% (126)	5% (102)	11% (250)	2200
Favorable of Trump	19% (166)	28% (243)	27% (233)	7% (59)	7% (62)	11% (93)	856
Unfavorable of Trump	29% (350)	27% (324)	27% (329)	5% (59)	3% (39)	9% (106)	1206
Very Favorable of Trump	18% (88)	26% (127)	29% (142)	7% (33)	9% (45)	12% (58)	493
Somewhat Favorable of Trump	22% (78)	32% (115)	25% (91)	7% (27)	5% (17)	10% (35)	363
Somewhat Unfavorable of Trump	25% (54)	27% (58)	29% (63)	4% (9)	2% (4)	13% (27)	215
Very Unfavorable of Trump	30% (296)	27% (266)	27% (266)	5% (50)	3% (34)	8% (79)	991
#1 Issue: Economy	22% (125)	33% (184)	25% (138)	6% (32)	3% (18)	10% (58)	555
#1 Issue: Security	21% (94)	24% (110)	28% (126)	5% (25)	9% (41)	13% (59)	455
#1 Issue: Health Care	30% (110)	25% (92)	25% (89)	8% (27)	3% (12)	9% (31)	362
#1 Issue: Medicare / Social Security	20% (68)	24% (82)	33% (110)	5% (18)	5% (16)	13% (43)	336
#1 Issue: Women's Issues	34% (38)	29% (32)	24% (26)	4% (5)	2% (2)	7% (8)	111
#1 Issue: Education	36% (42)	28% (32)	18% (21)	7% (8)	3% (3)	9% (11)	117
#1 Issue: Energy	28% (37)	31% (41)	23% (30)	2% (2)	3% (4)	14% (18)	132
#1 Issue: Other	23% (30)	15% (20)	34% (45)	7% (9)	5% (6)	17% (22)	133
2018 House Vote: Democrat	29% (220)	27% (208)	27% (203)	5% (36)	3% (19)	9% (70)	756
2018 House Vote: Republican	18% (123)	26% (181)	29% (202)	7% (50)	8% (53)	11% (78)	687
2018 House Vote: Someone else	18% (21)	28% (32)	22% (25)	6% (7)	9% (11)	16% (18)	115
2016 Vote: Hillary Clinton	27% (178)	31% (207)	26% (173)	4% (28)	3% (19)	9% (57)	662
2016 Vote: Donald Trump	17% (116)	25% (172)	29% (203)	8% (58)	8% (58)	12% (85)	690
2016 Vote: Other	19% (36)	23% (44)	34% (66)	5% (10)	4% (8)	15% (28)	192
2016 Vote: Didn't Vote	32% (210)	26% (170)	22% (141)	5% (30)	3% (17)	12% (80)	648
Voted in 2014: Yes	22% (292)	27% (363)	29% (387)	6% (82)	6% (76)	11% (143)	1342
Voted in 2014: No	29% (252)	27% (232)	23% (197)	5% (44)	3% (26)	12% (107)	858
2012 Vote: Barack Obama	28% (235)	28% (240)	28% (242)	4% (31)	3% (26)	9% (76)	851
2012 Vote: Mitt Romney	15% (74)	26% (131)	30% (153)	10% (48)	8% (42)	12% (60)	508
2012 Vote: Other	12% (14)	28% (31)	28% (32)	5% (6)	10% (11)	16% (19)	112
2012 Vote: Didn't Vote	30% (221)	26% (191)	22% (156)	5% (40)	3% (23)	13% (95)	726

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**Table HR1\_2:** *If the following actors were in a movie, would you be more or less likely to see that movie?*  
*Leonardo DiCaprio*

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	25% (544)	27% (594)	27% (584)	6% (126)	5% (102)	11% (250)	2200
4-Region: Northeast	24% (96)	27% (108)	25% (100)	6% (22)	6% (23)	11% (44)	394
4-Region: Midwest	26% (120)	26% (121)	27% (124)	7% (30)	3% (15)	11% (52)	462
4-Region: South	25% (203)	27% (223)	27% (226)	5% (45)	5% (43)	10% (85)	824
4-Region: West	24% (125)	27% (142)	26% (134)	6% (29)	4% (21)	13% (69)	520
Watch TV: Every day	29% (320)	28% (307)	24% (265)	5% (55)	4% (48)	9% (93)	1088
Watch TV: Several times per week	23% (124)	30% (163)	31% (171)	5% (29)	4% (23)	7% (41)	550
Watch TV: About once per week	19% (25)	29% (38)	27% (36)	12% (16)	4% (5)	9% (12)	132
Watch TV: Several times per month	23% (19)	23% (19)	25% (21)	5% (4)	8% (7)	17% (14)	84
Watch TV: About once per month	23% (12)	26% (13)	23% (12)	14% (7)	5% (3)	10% (5)	52
Watch TV: Less often than once per month	10% (10)	23% (24)	34% (35)	5% (5)	3% (3)	26% (27)	104
Watch TV: Never	18% (34)	16% (31)	23% (45)	5% (10)	7% (14)	30% (58)	191
Watch Movies: Every day	41% (163)	29% (115)	18% (72)	3% (10)	3% (13)	7% (27)	400
Watch Movies: Several times per week	29% (162)	32% (176)	23% (131)	6% (34)	4% (23)	6% (32)	559
Watch Movies: About once per week	21% (74)	29% (101)	33% (115)	6% (20)	3% (11)	8% (30)	350
Watch Movies: Several times per month	20% (51)	28% (71)	31% (79)	7% (18)	4% (11)	8% (21)	252
Watch Movies: About once per month	17% (36)	28% (62)	31% (68)	7% (15)	6% (12)	12% (25)	218
Watch Movies: Less often than once per month	13% (26)	17% (34)	33% (64)	7% (15)	7% (14)	22% (43)	196
Watch Movies: Never	13% (30)	16% (35)	25% (55)	6% (14)	8% (17)	32% (72)	225
Watch Sporting Events: Every day	36% (61)	29% (49)	17% (29)	3% (5)	6% (11)	8% (14)	169
Watch Sporting Events: Several times per week	23% (91)	32% (127)	25% (101)	7% (27)	4% (17)	9% (34)	397
Watch Sporting Events: About once per week	26% (79)	31% (94)	25% (76)	4% (12)	5% (15)	8% (25)	301
Watch Sporting Events: Several times per month	30% (47)	29% (45)	25% (39)	6% (9)	3% (5)	6% (10)	156
Watch Sporting Events: About once per month	21% (27)	30% (39)	28% (37)	9% (12)	3% (3)	10% (13)	131
Watch Sporting Events: Less often than once per month	24% (65)	29% (76)	28% (74)	5% (12)	5% (12)	10% (27)	267
Watch Sporting Events: Never	22% (172)	21% (165)	29% (229)	6% (48)	5% (38)	16% (127)	779
Cable TV: Currently subscribe	26% (262)	28% (278)	26% (263)	5% (53)	5% (54)	9% (90)	1001
Cable TV: Subscribed in past	24% (182)	29% (222)	29% (221)	7% (49)	4% (27)	8% (58)	759
Cable TV: Never subscribed	23% (100)	21% (94)	23% (101)	5% (23)	5% (21)	23% (102)	440

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**Table HR1\_2:** *If the following actors were in a movie, would you be more or less likely to see that movie?*  
*Leonardo DiCaprio*

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	25% (544)	27% (594)	27% (584)	6% (126)	5% (102)	11% (250)	2200
Satellite TV: Currently subscribe	30% (143)	29% (136)	23% (111)	7% (33)	4% (20)	7% (33)	476
Satellite TV: Subscribed in past	24% (141)	29% (166)	29% (170)	5% (31)	4% (21)	9% (50)	579
Satellite TV: Never subscribed	23% (260)	26% (292)	26% (303)	5% (62)	5% (61)	15% (168)	1145
Streaming Services: Currently subscribe	28% (380)	29% (395)	26% (356)	5% (67)	4% (54)	7% (94)	1345
Streaming Services: Subscribed in past	26% (49)	30% (57)	28% (53)	6% (11)	3% (6)	6% (11)	187
Streaming Services: Never subscribed	17% (115)	21% (143)	26% (175)	7% (48)	6% (42)	22% (145)	667
Film: An avid fan	38% (303)	31% (247)	20% (158)	4% (35)	3% (27)	4% (33)	804
Film: A casual fan	18% (207)	27% (315)	32% (366)	7% (77)	4% (45)	12% (139)	1150
Film: Not a fan	14% (34)	13% (32)	24% (60)	5% (13)	12% (30)	31% (77)	247
Television: An avid fan	31% (330)	28% (301)	24% (250)	5% (50)	5% (50)	7% (77)	1058
Television: A casual fan	19% (185)	28% (278)	30% (297)	7% (72)	4% (40)	12% (124)	995
Television: Not a fan	20% (29)	10% (15)	26% (38)	3% (4)	8% (12)	34% (50)	147
Music: An avid fan	34% (377)	26% (294)	23% (252)	5% (61)	4% (40)	8% (87)	1111
Music: A casual fan	17% (162)	29% (288)	31% (302)	6% (59)	5% (53)	12% (113)	978
Music: Not a fan	4% (5)	11% (12)	27% (30)	5% (5)	8% (9)	45% (50)	112
Fashion: An avid fan	47% (154)	28% (91)	14% (45)	4% (14)	1% (2)	7% (23)	329
Fashion: A casual fan	27% (242)	28% (247)	28% (248)	5% (41)	4% (34)	8% (72)	884
Fashion: Not a fan	15% (148)	26% (256)	30% (291)	7% (71)	7% (66)	16% (154)	987

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

**Table HR1\_3:** *If the following actors were in a movie, would you be more or less likely to see that movie?*  
Robert Downey Jr.

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	25% (554)	28% (614)	25% (559)	4% (92)	3% (74)	14% (307)	2200
Gender: Male	27% (290)	29% (309)	22% (239)	4% (46)	4% (37)	13% (141)	1062
Gender: Female	23% (264)	27% (305)	28% (320)	4% (46)	3% (37)	15% (166)	1138
Age: 18-29	31% (134)	25% (109)	19% (80)	4% (16)	3% (14)	18% (76)	428
Age: 30-44	31% (182)	30% (173)	24% (140)	3% (15)	2% (10)	11% (65)	585
Age: 45-54	30% (99)	27% (90)	24% (81)	5% (15)	4% (14)	10% (33)	333
Age: 55-64	18% (73)	31% (128)	28% (118)	5% (21)	5% (19)	14% (59)	418
Age: 65+	15% (67)	26% (115)	32% (139)	6% (24)	4% (17)	17% (75)	436
Generation Z: 18-22	33% (51)	25% (38)	15% (23)	5% (8)	5% (8)	17% (26)	154
Millennial: Age 23-38	32% (213)	28% (185)	22% (141)	2% (15)	1% (9)	14% (93)	656
Generation X: Age 39-54	28% (150)	28% (148)	26% (137)	4% (23)	4% (22)	10% (55)	535
Boomers: Age 55-73	17% (128)	30% (223)	30% (228)	5% (35)	4% (32)	14% (108)	754
PID: Dem (no lean)	29% (226)	27% (207)	25% (194)	3% (24)	3% (24)	13% (99)	774
PID: Ind (no lean)	23% (170)	27% (199)	27% (196)	5% (34)	3% (22)	15% (109)	730
PID: Rep (no lean)	23% (158)	30% (208)	24% (169)	5% (35)	4% (27)	14% (99)	696
PID/Gender: Dem Men	33% (109)	29% (96)	21% (71)	3% (10)	3% (9)	11% (38)	333
PID/Gender: Dem Women	26% (116)	25% (111)	28% (124)	3% (13)	4% (15)	14% (61)	441
PID/Gender: Ind Men	26% (97)	26% (99)	26% (97)	5% (17)	3% (11)	15% (56)	378
PID/Gender: Ind Women	21% (73)	29% (101)	28% (99)	5% (16)	3% (11)	15% (53)	352
PID/Gender: Rep Men	24% (84)	33% (115)	20% (71)	5% (18)	5% (17)	13% (47)	351
PID/Gender: Rep Women	22% (74)	27% (94)	28% (98)	5% (17)	3% (10)	15% (52)	345
Ideo: Liberal (1-3)	32% (192)	27% (162)	26% (155)	3% (19)	3% (15)	8% (50)	593
Ideo: Moderate (4)	27% (150)	27% (151)	25% (141)	4% (21)	3% (19)	13% (72)	553
Ideo: Conservative (5-7)	19% (140)	31% (235)	28% (209)	5% (39)	4% (27)	13% (97)	747
Educ: < College	27% (403)	27% (411)	23% (344)	4% (58)	4% (59)	16% (237)	1512
Educ: Bachelors degree	24% (106)	31% (135)	29% (128)	4% (16)	2% (10)	11% (49)	444
Educ: Post-grad	18% (45)	28% (68)	36% (87)	8% (18)	2% (5)	9% (21)	244
Income: Under 50k	25% (310)	27% (342)	22% (282)	4% (54)	4% (47)	17% (219)	1255
Income: 50k-100k	25% (165)	29% (190)	30% (197)	4% (24)	3% (20)	8% (51)	647
Income: 100k+	26% (78)	28% (82)	27% (80)	4% (13)	2% (7)	12% (37)	298
Ethnicity: White	23% (394)	29% (504)	26% (451)	4% (77)	4% (60)	14% (235)	1722

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**Table HR1\_3:** *If the following actors were in a movie, would you be more or less likely to see that movie?*  
*Robert Downey Jr.*

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	25% (554)	28% (614)	25% (559)	4% (92)	3% (74)	14% (307)	2200
Ethnicity: Hispanic	37% (130)	24% (85)	19% (67)	3% (9)	3% (11)	13% (47)	349
Ethnicity: Afr. Am.	37% (102)	21% (59)	22% (61)	2% (7)	4% (11)	13% (35)	274
Ethnicity: Other	28% (58)	25% (52)	23% (46)	4% (9)	1% (3)	18% (37)	204
All Christian	22% (221)	27% (268)	29% (290)	5% (45)	4% (37)	12% (122)	982
All Non-Christian	22% (20)	25% (23)	30% (27)	1% (1)	— (0)	22% (19)	90
Atheist	24% (23)	34% (33)	31% (30)	1% (1)	3% (3)	7% (7)	96
Agnostic/Nothing in particular	28% (290)	28% (291)	21% (213)	4% (46)	3% (35)	15% (158)	1033
Religious Non-Protestant/Catholic	26% (32)	25% (31)	27% (34)	3% (3)	1% (1)	18% (22)	124
Evangelical	22% (140)	27% (176)	26% (167)	6% (36)	5% (33)	14% (91)	642
Non-Evangelical	26% (196)	28% (215)	27% (206)	4% (29)	2% (17)	12% (92)	755
Community: Urban	28% (166)	24% (144)	25% (147)	4% (22)	3% (16)	17% (100)	596
Community: Suburban	27% (266)	30% (303)	25% (252)	3% (34)	3% (29)	11% (113)	997
Community: Rural	20% (122)	27% (167)	26% (159)	6% (36)	5% (29)	15% (94)	607
Employ: Private Sector	28% (188)	32% (210)	25% (164)	4% (24)	3% (18)	9% (60)	663
Employ: Government	32% (43)	21% (29)	28% (37)	1% (2)	1% (1)	17% (23)	134
Employ: Self-Employed	26% (43)	34% (56)	22% (36)	6% (9)	3% (5)	9% (15)	166
Employ: Homemaker	20% (37)	33% (60)	30% (55)	1% (2)	3% (6)	12% (22)	182
Employ: Retired	14% (67)	27% (132)	30% (146)	6% (31)	4% (21)	19% (95)	492
Employ: Unemployed	31% (85)	20% (55)	24% (66)	4% (12)	4% (10)	17% (47)	275
Employ: Other	30% (62)	25% (52)	22% (45)	4% (7)	3% (6)	16% (32)	204
Military HH: Yes	25% (87)	26% (92)	27% (96)	6% (22)	3% (9)	13% (44)	349
Military HH: No	25% (467)	28% (522)	25% (463)	4% (70)	3% (65)	14% (263)	1851
RD/WT: Right Direction	23% (184)	29% (237)	23% (186)	5% (38)	5% (40)	16% (134)	820
RD/WT: Wrong Track	27% (369)	27% (377)	27% (373)	4% (54)	2% (34)	13% (173)	1380
Trump Job Approve	22% (198)	29% (257)	24% (216)	5% (47)	5% (41)	14% (122)	882
Trump Job Disapprove	28% (329)	28% (336)	26% (317)	4% (43)	2% (30)	12% (141)	1195
Trump Job Strongly Approve	24% (113)	27% (131)	23% (109)	5% (23)	6% (30)	15% (71)	477
Trump Job Somewhat Approve	21% (85)	31% (126)	26% (106)	6% (24)	3% (12)	13% (51)	405
Trump Job Somewhat Disapprove	25% (63)	29% (74)	31% (81)	2% (6)	2% (4)	11% (29)	257
Trump Job Strongly Disapprove	28% (266)	28% (262)	25% (236)	4% (36)	3% (26)	12% (112)	937

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**Table HR1\_3:** *If the following actors were in a movie, would you be more or less likely to see that movie?*  
Robert Downey Jr.

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	25% (554)	28% (614)	25% (559)	4% (92)	3% (74)	14% (307)	2200
Favorable of Trump	22% (191)	30% (253)	25% (213)	5% (45)	5% (42)	13% (112)	856
Unfavorable of Trump	28% (340)	28% (337)	27% (321)	4% (44)	3% (30)	11% (134)	1206
Very Favorable of Trump	22% (110)	28% (139)	24% (119)	5% (24)	6% (28)	15% (73)	493
Somewhat Favorable of Trump	22% (82)	31% (114)	26% (93)	6% (21)	4% (14)	11% (39)	363
Somewhat Unfavorable of Trump	25% (55)	29% (62)	27% (59)	3% (7)	1% (3)	14% (30)	215
Very Unfavorable of Trump	29% (285)	28% (275)	26% (262)	4% (37)	3% (28)	11% (104)	991
#1 Issue: Economy	27% (147)	31% (171)	23% (128)	3% (15)	3% (16)	14% (77)	555
#1 Issue: Security	22% (100)	27% (121)	27% (123)	4% (20)	5% (22)	15% (69)	455
#1 Issue: Health Care	32% (117)	26% (95)	25% (90)	5% (18)	2% (7)	9% (34)	362
#1 Issue: Medicare / Social Security	19% (64)	26% (88)	29% (98)	6% (19)	3% (12)	17% (56)	336
#1 Issue: Women's Issues	30% (33)	24% (26)	28% (31)	4% (4)	3% (4)	11% (12)	111
#1 Issue: Education	30% (35)	30% (35)	18% (21)	5% (6)	3% (3)	14% (16)	117
#1 Issue: Energy	24% (32)	30% (39)	25% (33)	1% (1)	4% (5)	16% (21)	132
#1 Issue: Other	19% (25)	29% (38)	26% (34)	6% (8)	4% (5)	16% (21)	133
2018 House Vote: Democrat	27% (207)	27% (205)	29% (216)	4% (27)	2% (17)	11% (85)	756
2018 House Vote: Republican	21% (146)	29% (198)	27% (183)	6% (40)	5% (32)	13% (88)	687
2018 House Vote: Someone else	15% (17)	33% (38)	24% (27)	4% (5)	5% (6)	19% (22)	115
2016 Vote: Hillary Clinton	27% (176)	28% (188)	29% (193)	4% (25)	2% (14)	10% (67)	662
2016 Vote: Donald Trump	20% (135)	28% (197)	26% (182)	6% (39)	5% (34)	15% (104)	690
2016 Vote: Other	19% (37)	34% (65)	26% (50)	3% (7)	3% (6)	14% (27)	192
2016 Vote: Didn't Vote	32% (206)	25% (164)	20% (128)	3% (22)	3% (20)	17% (109)	648
Voted in 2014: Yes	24% (316)	28% (381)	28% (371)	5% (64)	3% (45)	12% (166)	1342
Voted in 2014: No	28% (238)	27% (233)	22% (188)	3% (28)	3% (29)	16% (141)	858
2012 Vote: Barack Obama	27% (229)	29% (249)	28% (238)	3% (25)	2% (19)	11% (91)	851
2012 Vote: Mitt Romney	18% (94)	29% (149)	28% (142)	6% (32)	4% (21)	14% (71)	508
2012 Vote: Other	15% (16)	27% (30)	28% (32)	5% (6)	4% (4)	22% (24)	112
2012 Vote: Didn't Vote	30% (215)	26% (186)	20% (146)	4% (30)	4% (30)	17% (120)	726

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**Table HR1\_3:** *If the following actors were in a movie, would you be more or less likely to see that movie?*  
Robert Downey Jr.

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	25% (554)	28% (614)	25% (559)	4% (92)	3% (74)	14% (307)	2200
4-Region: Northeast	25% (98)	26% (101)	29% (115)	3% (13)	3% (11)	14% (55)	394
4-Region: Midwest	25% (114)	28% (131)	25% (117)	6% (26)	3% (16)	12% (58)	462
4-Region: South	26% (215)	29% (236)	24% (199)	4% (34)	4% (32)	13% (108)	824
4-Region: West	24% (127)	28% (146)	25% (128)	3% (18)	3% (15)	17% (87)	520
Watch TV: Every day	30% (326)	27% (295)	25% (274)	4% (40)	3% (31)	11% (121)	1088
Watch TV: Several times per week	23% (129)	31% (169)	28% (153)	3% (19)	4% (20)	11% (61)	550
Watch TV: About once per week	27% (36)	34% (45)	23% (30)	5% (7)	3% (4)	8% (11)	132
Watch TV: Several times per month	18% (15)	26% (22)	26% (22)	7% (6)	6% (5)	16% (14)	84
Watch TV: About once per month	17% (9)	33% (17)	19% (10)	9% (5)	8% (4)	13% (7)	52
Watch TV: Less often than once per month	11% (11)	35% (36)	22% (23)	3% (3)	— (1)	29% (30)	104
Watch TV: Never	14% (27)	16% (30)	25% (47)	7% (13)	5% (9)	34% (64)	191
Watch Movies: Every day	42% (168)	28% (114)	14% (58)	3% (13)	3% (13)	9% (36)	400
Watch Movies: Several times per week	29% (161)	35% (194)	22% (123)	3% (19)	3% (14)	9% (48)	559
Watch Movies: About once per week	22% (78)	27% (94)	33% (116)	5% (16)	3% (11)	10% (35)	350
Watch Movies: Several times per month	25% (62)	28% (70)	29% (73)	4% (10)	1% (4)	13% (32)	252
Watch Movies: About once per month	15% (32)	31% (68)	29% (64)	6% (14)	5% (11)	13% (29)	218
Watch Movies: Less often than once per month	12% (24)	20% (40)	34% (66)	3% (6)	4% (8)	26% (51)	196
Watch Movies: Never	12% (28)	15% (34)	26% (59)	6% (14)	6% (13)	34% (77)	225
Watch Sporting Events: Every day	45% (76)	23% (39)	14% (24)	3% (4)	6% (11)	8% (14)	169
Watch Sporting Events: Several times per week	25% (99)	28% (113)	28% (112)	5% (19)	3% (12)	10% (41)	397
Watch Sporting Events: About once per week	27% (82)	32% (97)	26% (78)	4% (11)	3% (9)	8% (23)	301
Watch Sporting Events: Several times per month	28% (44)	32% (50)	21% (32)	5% (8)	4% (7)	10% (16)	156
Watch Sporting Events: About once per month	17% (23)	36% (47)	29% (38)	5% (7)	2% (3)	10% (13)	131
Watch Sporting Events: Less often than once per month	25% (67)	31% (82)	26% (68)	2% (5)	3% (9)	14% (36)	267
Watch Sporting Events: Never	21% (164)	24% (186)	26% (206)	5% (37)	3% (23)	21% (163)	779
Cable TV: Currently subscribe	27% (266)	29% (290)	24% (238)	4% (44)	4% (42)	12% (120)	1001
Cable TV: Subscribed in past	26% (201)	29% (219)	29% (218)	4% (27)	2% (18)	10% (76)	759
Cable TV: Never subscribed	20% (87)	24% (105)	24% (104)	5% (21)	3% (13)	25% (110)	440

Continued on next page

**Table HR1\_3:** *If the following actors were in a movie, would you be more or less likely to see that movie?*  
Robert Downey Jr.

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	25% (554)	28% (614)	25% (559)	4% (92)	3% (74)	14% (307)	2200
Satellite TV: Currently subscribe	30% (144)	26% (123)	25% (118)	4% (21)	5% (26)	9% (44)	476
Satellite TV: Subscribed in past	27% (158)	31% (180)	25% (144)	4% (25)	1% (8)	11% (64)	579
Satellite TV: Never subscribed	22% (252)	27% (311)	26% (298)	4% (46)	4% (40)	17% (199)	1145
Streaming Services: Currently subscribe	30% (410)	30% (403)	25% (340)	3% (40)	3% (35)	9% (117)	1345
Streaming Services: Subscribed in past	25% (47)	32% (60)	25% (47)	5% (10)	4% (8)	8% (15)	187
Streaming Services: Never subscribed	14% (97)	23% (152)	26% (171)	6% (42)	5% (31)	26% (175)	667
Film: An avid fan	41% (327)	32% (254)	18% (143)	3% (26)	2% (17)	5% (36)	804
Film: A casual fan	18% (205)	28% (327)	32% (362)	5% (52)	2% (28)	15% (176)	1150
Film: Not a fan	9% (22)	13% (33)	22% (54)	6% (14)	12% (29)	39% (95)	247
Television: An avid fan	32% (340)	29% (305)	22% (233)	4% (39)	3% (33)	10% (107)	1058
Television: A casual fan	19% (190)	28% (283)	31% (305)	5% (48)	3% (34)	13% (134)	995
Television: Not a fan	16% (24)	18% (26)	14% (21)	3% (5)	4% (6)	45% (66)	147
Music: An avid fan	33% (367)	30% (330)	21% (230)	3% (36)	3% (33)	10% (116)	1111
Music: A casual fan	18% (180)	28% (270)	31% (304)	5% (49)	3% (32)	15% (143)	978
Music: Not a fan	6% (7)	13% (14)	22% (25)	7% (8)	9% (10)	43% (48)	112
Fashion: An avid fan	35% (115)	29% (95)	18% (59)	5% (15)	3% (11)	10% (34)	329
Fashion: A casual fan	27% (241)	29% (254)	28% (244)	3% (28)	3% (25)	10% (93)	884
Fashion: Not a fan	20% (198)	27% (265)	26% (256)	5% (49)	4% (38)	18% (180)	987

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

**Table HR1\_4:** *If the following actors were in a movie, would you be more or less likely to see that movie?*

Will Smith

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	30% (663)	29% (631)	23% (506)	5% (108)	4% (90)	9% (203)	2200
Gender: Male	28% (293)	32% (338)	22% (232)	5% (56)	4% (43)	9% (100)	1062
Gender: Female	32% (370)	26% (293)	24% (274)	5% (52)	4% (47)	9% (103)	1138
Age: 18-29	39% (168)	25% (105)	17% (73)	6% (27)	2% (7)	11% (48)	428
Age: 30-44	33% (194)	30% (173)	21% (122)	4% (25)	5% (29)	7% (43)	585
Age: 45-54	30% (99)	29% (96)	24% (81)	5% (18)	5% (17)	6% (21)	333
Age: 55-64	25% (105)	30% (124)	29% (120)	3% (15)	5% (19)	8% (35)	418
Age: 65+	22% (97)	30% (131)	25% (110)	5% (24)	4% (18)	13% (56)	436
Generation Z: 18-22	40% (62)	25% (39)	14% (22)	8% (12)	1% (2)	11% (17)	154
Millennial: Age 23-38	38% (247)	28% (183)	19% (126)	4% (28)	3% (17)	8% (55)	656
Generation X: Age 39-54	28% (151)	29% (153)	24% (128)	5% (29)	6% (35)	7% (39)	535
Boomers: Age 55-73	24% (182)	30% (226)	27% (203)	5% (34)	5% (35)	10% (73)	754
PID: Dem (no lean)	38% (298)	27% (212)	19% (148)	4% (28)	3% (20)	9% (68)	774
PID: Ind (no lean)	28% (204)	26% (188)	25% (182)	7% (50)	5% (34)	10% (72)	730
PID: Rep (no lean)	23% (161)	33% (231)	25% (175)	4% (30)	5% (36)	9% (64)	696
PID/Gender: Dem Men	38% (128)	31% (102)	16% (54)	4% (12)	2% (8)	9% (30)	333
PID/Gender: Dem Women	39% (170)	25% (110)	22% (95)	4% (16)	3% (12)	9% (38)	441
PID/Gender: Ind Men	24% (90)	26% (100)	26% (97)	8% (29)	5% (19)	11% (42)	378
PID/Gender: Ind Women	32% (114)	25% (88)	24% (85)	6% (21)	4% (15)	8% (29)	352
PID/Gender: Rep Men	21% (75)	39% (136)	23% (81)	4% (15)	5% (16)	8% (28)	351
PID/Gender: Rep Women	25% (86)	27% (95)	27% (94)	4% (15)	6% (20)	10% (35)	345
Ideo: Liberal (1-3)	33% (194)	29% (174)	25% (151)	4% (26)	3% (20)	5% (27)	593
Ideo: Moderate (4)	33% (181)	27% (151)	22% (120)	6% (33)	3% (19)	9% (49)	553
Ideo: Conservative (5-7)	23% (171)	32% (241)	26% (196)	4% (32)	6% (45)	8% (63)	747
Educ: < College	34% (507)	27% (410)	20% (307)	5% (70)	4% (64)	10% (154)	1512
Educ: Bachelors degree	21% (93)	32% (141)	30% (134)	5% (24)	4% (19)	7% (32)	444
Educ: Post-grad	25% (62)	33% (80)	27% (66)	5% (13)	3% (6)	7% (17)	244
Income: Under 50k	34% (429)	25% (316)	21% (260)	5% (62)	4% (47)	11% (141)	1255
Income: 50k-100k	27% (175)	32% (205)	27% (177)	5% (31)	3% (22)	6% (36)	647
Income: 100k+	19% (58)	37% (109)	23% (69)	5% (14)	7% (21)	9% (26)	298
Ethnicity: White	25% (435)	29% (505)	26% (449)	5% (93)	4% (75)	9% (163)	1722

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**Table HR1\_4:** *If the following actors were in a movie, would you be more or less likely to see that movie?*

*Will Smith*

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	30% (663)	29% (631)	23% (506)	5% (108)	4% (90)	9% (203)	2200
Ethnicity: Hispanic	38% (134)	27% (95)	14% (49)	5% (19)	4% (15)	11% (37)	349
Ethnicity: Afr. Am.	58% (158)	27% (73)	7% (19)	1% (2)	3% (9)	5% (13)	274
Ethnicity: Other	34% (69)	25% (52)	19% (38)	6% (12)	3% (6)	13% (26)	204
All Christian	26% (254)	31% (307)	25% (248)	5% (47)	4% (42)	9% (84)	982
All Non-Christian	25% (22)	26% (24)	30% (27)	1% (1)	3% (3)	14% (13)	90
Atheist	27% (26)	21% (20)	37% (35)	8% (8)	2% (2)	5% (5)	96
Agnostic/Nothing in particular	35% (361)	27% (280)	19% (196)	5% (52)	4% (43)	10% (101)	1033
Religious Non-Protestant/Catholic	25% (31)	29% (36)	30% (37)	1% (2)	4% (5)	11% (14)	124
Evangelical	35% (222)	29% (186)	21% (136)	4% (25)	4% (26)	7% (47)	642
Non-Evangelical	29% (219)	32% (240)	21% (161)	5% (37)	4% (27)	9% (71)	755
Community: Urban	36% (212)	26% (156)	20% (117)	5% (28)	3% (20)	11% (63)	596
Community: Suburban	28% (278)	31% (312)	24% (239)	5% (48)	4% (43)	8% (77)	997
Community: Rural	28% (173)	27% (163)	25% (150)	5% (31)	4% (27)	10% (63)	607
Employ: Private Sector	28% (184)	34% (224)	24% (157)	5% (35)	4% (29)	5% (34)	663
Employ: Government	36% (48)	23% (31)	24% (33)	4% (6)	3% (4)	9% (13)	134
Employ: Self-Employed	30% (50)	28% (47)	23% (38)	6% (10)	4% (7)	9% (15)	166
Employ: Homemaker	32% (58)	26% (47)	25% (46)	4% (7)	3% (6)	10% (18)	182
Employ: Retired	22% (110)	30% (146)	24% (119)	5% (27)	4% (22)	14% (68)	492
Employ: Unemployed	32% (89)	22% (62)	25% (70)	5% (14)	5% (12)	10% (29)	275
Employ: Other	43% (87)	24% (49)	17% (34)	3% (5)	4% (9)	10% (20)	204
Military HH: Yes	31% (109)	28% (97)	23% (79)	5% (17)	4% (13)	10% (34)	349
Military HH: No	30% (554)	29% (533)	23% (427)	5% (90)	4% (77)	9% (169)	1851
RD/WT: Right Direction	25% (203)	29% (239)	23% (189)	5% (40)	6% (49)	12% (99)	820
RD/WT: Wrong Track	33% (460)	28% (392)	23% (316)	5% (68)	3% (41)	8% (104)	1380
Trump Job Approve	24% (214)	30% (267)	24% (216)	5% (47)	5% (48)	10% (90)	882
Trump Job Disapprove	34% (403)	29% (343)	23% (272)	5% (55)	3% (34)	7% (87)	1195
Trump Job Strongly Approve	25% (119)	27% (126)	25% (122)	5% (25)	7% (35)	10% (50)	477
Trump Job Somewhat Approve	23% (95)	35% (141)	23% (94)	6% (23)	3% (13)	10% (40)	405
Trump Job Somewhat Disapprove	31% (80)	32% (82)	21% (55)	4% (11)	3% (7)	9% (22)	257
Trump Job Strongly Disapprove	34% (323)	28% (261)	23% (217)	5% (44)	3% (27)	7% (65)	937

Continued on next page

**Table HR1\_4:** *If the following actors were in a movie, would you be more or less likely to see that movie?**Will Smith*

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	30% (663)	29% (631)	23% (506)	5% (108)	4% (90)	9% (203)	2200
Favorable of Trump	25% (213)	32% (271)	23% (200)	5% (47)	6% (48)	9% (76)	856
Unfavorable of Trump	33% (403)	28% (341)	24% (288)	5% (57)	3% (35)	7% (82)	1206
Very Favorable of Trump	25% (122)	27% (132)	26% (129)	5% (26)	8% (38)	9% (46)	493
Somewhat Favorable of Trump	25% (91)	38% (139)	20% (71)	6% (21)	3% (10)	8% (31)	363
Somewhat Unfavorable of Trump	28% (60)	32% (69)	24% (52)	5% (10)	2% (4)	9% (20)	215
Very Unfavorable of Trump	35% (343)	27% (272)	24% (236)	5% (47)	3% (30)	6% (62)	991
#1 Issue: Economy	32% (176)	31% (175)	22% (122)	3% (17)	3% (16)	9% (49)	555
#1 Issue: Security	26% (119)	27% (124)	22% (99)	7% (30)	8% (36)	10% (47)	455
#1 Issue: Health Care	32% (116)	25% (92)	26% (92)	6% (20)	4% (16)	7% (26)	362
#1 Issue: Medicare / Social Security	26% (89)	31% (105)	25% (83)	4% (15)	2% (7)	11% (36)	336
#1 Issue: Women's Issues	38% (42)	28% (32)	24% (27)	3% (4)	2% (2)	4% (4)	111
#1 Issue: Education	42% (49)	23% (27)	19% (22)	6% (7)	3% (3)	8% (9)	117
#1 Issue: Energy	24% (32)	32% (42)	23% (31)	6% (8)	2% (2)	13% (17)	132
#1 Issue: Other	30% (40)	26% (35)	22% (29)	5% (7)	5% (7)	11% (15)	133
2018 House Vote: Democrat	34% (259)	28% (212)	23% (176)	4% (31)	3% (21)	8% (57)	756
2018 House Vote: Republican	22% (153)	30% (209)	27% (184)	5% (37)	6% (41)	9% (62)	687
2018 House Vote: Someone else	18% (21)	29% (33)	21% (24)	8% (10)	7% (8)	17% (19)	115
2016 Vote: Hillary Clinton	34% (227)	28% (188)	24% (159)	4% (25)	3% (21)	6% (42)	662
2016 Vote: Donald Trump	21% (146)	30% (208)	26% (183)	6% (38)	6% (40)	11% (75)	690
2016 Vote: Other	19% (37)	32% (61)	25% (48)	7% (13)	6% (11)	12% (24)	192
2016 Vote: Didn't Vote	38% (249)	27% (172)	18% (115)	5% (32)	3% (19)	10% (62)	648
Voted in 2014: Yes	27% (363)	29% (388)	26% (349)	5% (64)	5% (63)	9% (115)	1342
Voted in 2014: No	35% (300)	28% (242)	18% (156)	5% (44)	3% (27)	10% (88)	858
2012 Vote: Barack Obama	35% (301)	28% (239)	24% (201)	3% (29)	3% (23)	7% (58)	851
2012 Vote: Mitt Romney	17% (88)	33% (169)	27% (138)	7% (33)	6% (29)	10% (51)	508
2012 Vote: Other	13% (14)	25% (28)	35% (40)	4% (5)	8% (9)	14% (16)	112
2012 Vote: Didn't Vote	36% (259)	27% (193)	18% (127)	6% (40)	4% (29)	11% (78)	726

Continued on next page

**Table HR1\_4:** *If the following actors were in a movie, would you be more or less likely to see that movie?*

*Will Smith*

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	30% (663)	29% (631)	23% (506)	5% (108)	4% (90)	9% (203)	2200
4-Region: Northeast	29% (115)	27% (107)	25% (100)	4% (17)	4% (15)	10% (40)	394
4-Region: Midwest	25% (114)	30% (137)	26% (121)	5% (22)	5% (25)	9% (43)	462
4-Region: South	33% (273)	30% (244)	21% (175)	5% (39)	4% (31)	8% (62)	824
4-Region: West	31% (161)	27% (143)	21% (110)	6% (29)	4% (20)	11% (57)	520
Watch TV: Every day	35% (385)	26% (286)	24% (259)	4% (44)	4% (40)	7% (74)	1088
Watch TV: Several times per week	25% (136)	33% (183)	26% (142)	5% (27)	5% (25)	7% (37)	550
Watch TV: About once per week	30% (40)	34% (45)	17% (23)	7% (10)	3% (4)	8% (11)	132
Watch TV: Several times per month	30% (25)	36% (30)	16% (14)	6% (5)	4% (3)	8% (7)	84
Watch TV: About once per month	23% (12)	28% (15)	29% (15)	4% (2)	7% (4)	9% (5)	52
Watch TV: Less often than once per month	17% (17)	26% (27)	23% (24)	6% (7)	7% (8)	21% (22)	104
Watch TV: Never	25% (48)	23% (45)	16% (30)	7% (13)	4% (7)	25% (47)	191
Watch Movies: Every day	51% (203)	24% (98)	14% (58)	2% (8)	3% (14)	5% (20)	400
Watch Movies: Several times per week	34% (192)	30% (170)	24% (135)	4% (20)	4% (20)	4% (23)	559
Watch Movies: About once per week	24% (83)	34% (118)	25% (88)	8% (26)	4% (13)	6% (22)	350
Watch Movies: Several times per month	25% (63)	32% (80)	28% (71)	6% (14)	3% (8)	6% (15)	252
Watch Movies: About once per month	21% (45)	31% (67)	24% (53)	8% (18)	7% (14)	10% (21)	218
Watch Movies: Less often than once per month	16% (31)	27% (52)	28% (55)	5% (10)	4% (8)	20% (39)	196
Watch Movies: Never	20% (45)	21% (46)	21% (47)	5% (11)	6% (12)	28% (63)	225
Watch Sporting Events: Every day	40% (68)	28% (48)	15% (26)	6% (10)	4% (7)	6% (9)	169
Watch Sporting Events: Several times per week	28% (110)	31% (123)	24% (97)	6% (24)	5% (20)	6% (23)	397
Watch Sporting Events: About once per week	32% (97)	29% (88)	23% (70)	6% (17)	5% (16)	4% (12)	301
Watch Sporting Events: Several times per month	34% (53)	28% (44)	27% (43)	3% (5)	4% (6)	4% (7)	156
Watch Sporting Events: About once per month	31% (40)	29% (38)	29% (37)	6% (7)	2% (2)	4% (6)	131
Watch Sporting Events: Less often than once per month	34% (92)	30% (80)	19% (51)	5% (14)	1% (4)	10% (26)	267
Watch Sporting Events: Never	26% (202)	27% (210)	23% (181)	4% (30)	5% (36)	16% (121)	779
Cable TV: Currently subscribe	32% (321)	30% (301)	22% (220)	5% (52)	4% (37)	7% (70)	1001
Cable TV: Subscribed in past	29% (220)	30% (228)	26% (197)	5% (35)	4% (34)	6% (45)	759
Cable TV: Never subscribed	28% (122)	23% (102)	20% (89)	5% (20)	4% (20)	20% (88)	440

Continued on next page

**Table HR1\_4:** If the following actors were in a movie, would you be more or less likely to see that movie?

Will Smith

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	30% (663)	29% (631)	23% (506)	5% (108)	4% (90)	9% (203)	2200
Satellite TV: Currently subscribe	35% (164)	29% (136)	23% (108)	5% (22)	4% (21)	5% (26)	476
Satellite TV: Subscribed in past	33% (188)	28% (161)	24% (137)	6% (33)	4% (22)	7% (38)	579
Satellite TV: Never subscribed	27% (310)	29% (334)	23% (262)	5% (53)	4% (47)	12% (139)	1145
Streaming Services: Currently subscribe	32% (434)	31% (423)	23% (315)	4% (59)	3% (47)	5% (68)	1345
Streaming Services: Subscribed in past	36% (67)	23% (44)	23% (43)	5% (9)	6% (11)	8% (15)	187
Streaming Services: Never subscribed	24% (162)	25% (164)	22% (148)	6% (40)	5% (33)	18% (121)	667
Film: An avid fan	41% (333)	30% (240)	19% (150)	3% (25)	4% (32)	3% (24)	804
Film: A casual fan	25% (291)	31% (355)	26% (302)	6% (64)	3% (37)	9% (101)	1150
Film: Not a fan	16% (38)	15% (36)	22% (54)	7% (18)	9% (21)	32% (78)	247
Television: An avid fan	36% (382)	29% (304)	23% (238)	4% (44)	3% (34)	5% (57)	1058
Television: A casual fan	26% (259)	30% (300)	24% (237)	5% (55)	5% (47)	10% (98)	995
Television: Not a fan	15% (22)	18% (27)	21% (31)	6% (9)	6% (9)	33% (49)	147
Music: An avid fan	38% (424)	27% (305)	20% (218)	5% (52)	4% (42)	6% (70)	1111
Music: A casual fan	23% (227)	32% (314)	27% (262)	5% (45)	4% (39)	9% (91)	978
Music: Not a fan	11% (12)	11% (12)	23% (26)	9% (10)	8% (9)	38% (42)	112
Fashion: An avid fan	50% (165)	25% (82)	13% (44)	3% (10)	3% (10)	5% (18)	329
Fashion: A casual fan	32% (286)	31% (271)	23% (201)	4% (35)	4% (35)	6% (56)	884
Fashion: Not a fan	21% (212)	28% (278)	26% (261)	6% (62)	4% (44)	13% (130)	987

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

**Table HR1\_5:** *If the following actors were in a movie, would you be more or less likely to see that movie?*

Dwayne Johnson

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	27% (602)	27% (586)	24% (536)	4% (86)	4% (87)	14% (303)	2200
Gender: Male	27% (283)	27% (286)	25% (269)	4% (45)	4% (42)	13% (136)	1062
Gender: Female	28% (318)	26% (300)	23% (266)	4% (41)	4% (45)	15% (167)	1138
Age: 18-29	34% (146)	26% (110)	24% (102)	3% (13)	2% (8)	11% (48)	428
Age: 30-44	30% (174)	29% (169)	23% (137)	4% (24)	4% (24)	10% (57)	585
Age: 45-54	30% (101)	27% (91)	23% (77)	4% (12)	4% (14)	11% (38)	333
Age: 55-64	24% (101)	28% (117)	26% (110)	3% (14)	5% (21)	13% (55)	418
Age: 65+	18% (80)	23% (99)	25% (109)	5% (23)	5% (20)	24% (105)	436
Generation Z: 18-22	33% (51)	25% (38)	25% (38)	3% (5)	2% (4)	12% (19)	154
Millennial: Age 23-38	33% (219)	27% (179)	23% (150)	3% (23)	2% (15)	11% (70)	656
Generation X: Age 39-54	28% (151)	29% (152)	24% (128)	4% (22)	5% (27)	10% (54)	535
Boomers: Age 55-73	23% (170)	26% (197)	26% (197)	4% (32)	5% (38)	16% (119)	754
PID: Dem (no lean)	32% (246)	25% (195)	23% (182)	3% (25)	3% (26)	13% (100)	774
PID: Ind (no lean)	24% (175)	26% (191)	28% (206)	4% (26)	5% (34)	13% (98)	730
PID: Rep (no lean)	26% (181)	29% (200)	21% (148)	5% (35)	4% (27)	15% (106)	696
PID/Gender: Dem Men	33% (111)	25% (83)	20% (68)	5% (16)	4% (15)	12% (40)	333
PID/Gender: Dem Women	31% (135)	25% (112)	26% (113)	2% (10)	2% (11)	14% (60)	441
PID/Gender: Ind Men	22% (82)	25% (94)	32% (119)	4% (15)	4% (13)	14% (54)	378
PID/Gender: Ind Women	26% (93)	28% (97)	25% (87)	3% (11)	6% (21)	12% (43)	352
PID/Gender: Rep Men	26% (90)	31% (109)	23% (82)	4% (15)	4% (13)	12% (42)	351
PID/Gender: Rep Women	26% (91)	26% (91)	19% (66)	6% (20)	4% (14)	18% (64)	345
Ideo: Liberal (1-3)	26% (154)	27% (158)	29% (174)	4% (23)	4% (23)	10% (60)	593
Ideo: Moderate (4)	30% (165)	25% (139)	28% (155)	4% (20)	3% (14)	11% (60)	553
Ideo: Conservative (5-7)	25% (185)	28% (210)	23% (171)	5% (38)	5% (38)	14% (107)	747
Educ: < College	31% (470)	27% (402)	21% (318)	3% (51)	4% (57)	14% (213)	1512
Educ: Bachelors degree	19% (84)	27% (121)	31% (137)	5% (22)	5% (23)	13% (57)	444
Educ: Post-grad	19% (47)	26% (63)	33% (81)	6% (13)	3% (7)	13% (33)	244
Income: Under 50k	32% (396)	24% (302)	21% (264)	4% (47)	3% (43)	16% (203)	1255
Income: 50k-100k	23% (147)	32% (207)	29% (185)	4% (24)	4% (26)	9% (59)	647
Income: 100k+	20% (59)	26% (77)	29% (87)	5% (16)	6% (18)	14% (42)	298
Ethnicity: White	25% (423)	26% (455)	26% (453)	4% (72)	4% (73)	14% (245)	1722

Continued on next page



**Table HR1\_5:** *If the following actors were in a movie, would you be more or less likely to see that movie?*

Dwayne Johnson

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	27% (602)	27% (586)	24% (536)	4% (86)	4% (87)	14% (303)	2200
Ethnicity: Hispanic	35% (121)	22% (78)	23% (81)	3% (9)	5% (18)	12% (41)	349
Ethnicity: Afr. Am.	42% (115)	31% (86)	14% (38)	1% (4)	3% (7)	9% (24)	274
Ethnicity: Other	31% (64)	22% (45)	22% (45)	5% (11)	3% (6)	17% (34)	204
All Christian	25% (247)	26% (252)	26% (254)	4% (42)	4% (42)	15% (145)	982
All Non-Christian	19% (17)	29% (26)	21% (18)	7% (6)	2% (2)	23% (20)	90
Atheist	25% (24)	20% (19)	39% (37)	4% (4)	6% (6)	7% (6)	96
Agnostic/Nothing in particular	30% (314)	28% (289)	22% (227)	3% (34)	4% (38)	13% (132)	1033
Religious Non-Protestant/Catholic	20% (25)	29% (36)	22% (27)	5% (6)	1% (2)	22% (28)	124
Evangelical	31% (197)	27% (175)	20% (128)	4% (26)	4% (26)	14% (89)	642
Non-Evangelical	27% (206)	26% (198)	25% (191)	4% (28)	4% (29)	13% (102)	755
Community: Urban	30% (181)	23% (137)	23% (138)	4% (21)	3% (17)	17% (102)	596
Community: Suburban	25% (252)	28% (282)	28% (275)	3% (33)	4% (44)	11% (111)	997
Community: Rural	28% (169)	28% (168)	20% (123)	5% (32)	4% (26)	15% (90)	607
Employ: Private Sector	24% (160)	31% (206)	27% (179)	4% (28)	4% (26)	10% (64)	663
Employ: Government	36% (48)	23% (31)	26% (35)	3% (4)	1% (2)	11% (15)	134
Employ: Self-Employed	24% (40)	21% (35)	32% (52)	5% (9)	4% (6)	14% (23)	166
Employ: Homemaker	32% (58)	30% (55)	22% (39)	3% (5)	4% (7)	10% (18)	182
Employ: Retired	19% (95)	25% (121)	23% (113)	5% (26)	6% (28)	22% (109)	492
Employ: Unemployed	30% (84)	24% (67)	24% (67)	4% (10)	2% (7)	14% (40)	275
Employ: Other	38% (78)	25% (51)	17% (35)	2% (4)	4% (8)	14% (29)	204
Military HH: Yes	27% (95)	27% (93)	21% (74)	5% (17)	4% (16)	16% (54)	349
Military HH: No	27% (507)	27% (493)	25% (461)	4% (69)	4% (71)	13% (249)	1851
RD/WT: Right Direction	27% (218)	25% (208)	22% (183)	5% (41)	4% (37)	16% (132)	820
RD/WT: Wrong Track	28% (384)	27% (378)	26% (353)	3% (45)	4% (50)	12% (171)	1380
Trump Job Approve	27% (236)	27% (239)	23% (207)	4% (38)	5% (41)	14% (122)	882
Trump Job Disapprove	27% (326)	28% (329)	26% (311)	4% (43)	3% (42)	12% (144)	1195
Trump Job Strongly Approve	28% (135)	25% (119)	20% (96)	5% (24)	6% (29)	16% (75)	477
Trump Job Somewhat Approve	25% (101)	29% (119)	27% (111)	3% (14)	3% (12)	12% (47)	405
Trump Job Somewhat Disapprove	27% (69)	33% (84)	22% (58)	3% (9)	2% (4)	13% (34)	257
Trump Job Strongly Disapprove	27% (257)	26% (245)	27% (253)	4% (35)	4% (37)	12% (110)	937

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**Table HR1\_5:** *If the following actors were in a movie, would you be more or less likely to see that movie?*

Dwayne Johnson

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	27% (602)	27% (586)	24% (536)	4% (86)	4% (87)	14% (303)	2200
Favorable of Trump	27% (232)	27% (231)	23% (200)	5% (39)	5% (39)	13% (114)	856
Unfavorable of Trump	28% (337)	28% (333)	26% (317)	4% (43)	3% (41)	11% (135)	1206
Very Favorable of Trump	27% (133)	26% (127)	21% (104)	5% (25)	6% (29)	15% (74)	493
Somewhat Favorable of Trump	27% (99)	28% (103)	27% (97)	4% (14)	3% (10)	11% (40)	363
Somewhat Unfavorable of Trump	24% (52)	31% (67)	27% (57)	2% (5)	1% (2)	15% (31)	215
Very Unfavorable of Trump	29% (284)	27% (266)	26% (260)	4% (38)	4% (39)	10% (103)	991
#1 Issue: Economy	25% (140)	29% (163)	26% (142)	3% (17)	3% (14)	14% (80)	555
#1 Issue: Security	26% (120)	25% (113)	21% (97)	6% (27)	6% (29)	15% (69)	455
#1 Issue: Health Care	30% (109)	27% (98)	28% (102)	4% (14)	2% (9)	9% (31)	362
#1 Issue: Medicare / Social Security	28% (93)	25% (83)	24% (81)	4% (13)	4% (12)	16% (54)	336
#1 Issue: Women's Issues	29% (32)	30% (34)	23% (25)	4% (5)	5% (5)	9% (10)	111
#1 Issue: Education	33% (38)	30% (35)	16% (18)	5% (6)	4% (4)	12% (14)	117
#1 Issue: Energy	21% (28)	26% (34)	30% (39)	3% (3)	4% (5)	17% (23)	132
#1 Issue: Other	32% (42)	19% (26)	24% (32)	2% (2)	6% (8)	17% (23)	133
2018 House Vote: Democrat	26% (194)	27% (205)	27% (207)	4% (28)	4% (31)	12% (90)	756
2018 House Vote: Republican	23% (160)	29% (197)	24% (163)	4% (31)	5% (32)	15% (104)	687
2018 House Vote: Someone else	14% (16)	26% (30)	27% (30)	5% (6)	7% (7)	22% (25)	115
2016 Vote: Hillary Clinton	25% (167)	27% (182)	29% (190)	4% (26)	3% (21)	11% (76)	662
2016 Vote: Donald Trump	23% (158)	27% (189)	23% (160)	5% (36)	5% (36)	16% (111)	690
2016 Vote: Other	17% (33)	30% (58)	28% (54)	4% (7)	4% (7)	17% (33)	192
2016 Vote: Didn't Vote	38% (244)	24% (155)	20% (130)	3% (17)	3% (19)	13% (83)	648
Voted in 2014: Yes	24% (324)	28% (377)	26% (344)	4% (57)	5% (61)	13% (180)	1342
Voted in 2014: No	32% (278)	24% (209)	22% (192)	3% (29)	3% (26)	14% (124)	858
2012 Vote: Barack Obama	28% (234)	28% (235)	26% (222)	4% (34)	3% (27)	12% (99)	851
2012 Vote: Mitt Romney	19% (97)	28% (142)	25% (125)	6% (32)	6% (29)	16% (82)	508
2012 Vote: Other	17% (19)	28% (32)	29% (32)	1% (1)	6% (7)	19% (21)	112
2012 Vote: Didn't Vote	35% (251)	24% (176)	21% (156)	3% (20)	3% (24)	14% (100)	726

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**Table HR1\_5:** *If the following actors were in a movie, would you be more or less likely to see that movie?*

Dwayne Johnson

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	27% (602)	27% (586)	24% (536)	4% (86)	4% (87)	14% (303)	2200
4-Region: Northeast	25% (100)	25% (100)	27% (104)	4% (16)	4% (17)	14% (57)	394
4-Region: Midwest	29% (135)	25% (117)	27% (123)	4% (16)	4% (18)	12% (53)	462
4-Region: South	29% (236)	28% (234)	22% (181)	4% (35)	4% (30)	13% (109)	824
4-Region: West	25% (131)	26% (135)	25% (128)	4% (19)	4% (22)	16% (84)	520
Watch TV: Every day	34% (369)	26% (278)	23% (252)	4% (43)	4% (40)	10% (106)	1088
Watch TV: Several times per week	23% (124)	31% (171)	28% (152)	4% (20)	3% (18)	12% (65)	550
Watch TV: About once per week	22% (29)	27% (36)	29% (38)	4% (5)	4% (5)	14% (19)	132
Watch TV: Several times per month	31% (26)	21% (18)	15% (13)	2% (2)	13% (10)	18% (15)	84
Watch TV: About once per month	7% (4)	27% (14)	30% (16)	9% (5)	8% (4)	18% (9)	52
Watch TV: Less often than once per month	16% (16)	29% (30)	25% (26)	4% (5)	1% (2)	24% (25)	104
Watch TV: Never	18% (34)	21% (39)	21% (39)	4% (7)	4% (8)	33% (63)	191
Watch Movies: Every day	49% (195)	28% (111)	12% (49)	3% (12)	2% (8)	6% (26)	400
Watch Movies: Several times per week	35% (195)	25% (140)	26% (145)	3% (18)	2% (14)	8% (47)	559
Watch Movies: About once per week	23% (80)	30% (105)	27% (95)	6% (20)	5% (18)	9% (32)	350
Watch Movies: Several times per month	22% (55)	32% (81)	28% (70)	4% (10)	4% (10)	11% (27)	252
Watch Movies: About once per month	10% (22)	32% (70)	31% (69)	5% (10)	6% (12)	16% (34)	218
Watch Movies: Less often than once per month	11% (22)	21% (41)	29% (58)	3% (6)	5% (10)	31% (60)	196
Watch Movies: Never	14% (33)	17% (38)	23% (51)	4% (10)	7% (17)	34% (76)	225
Watch Sporting Events: Every day	39% (66)	27% (45)	16% (27)	2% (4)	6% (10)	10% (18)	169
Watch Sporting Events: Several times per week	24% (95)	29% (114)	28% (110)	5% (21)	5% (22)	9% (36)	397
Watch Sporting Events: About once per week	32% (96)	28% (83)	24% (71)	4% (13)	5% (16)	7% (22)	301
Watch Sporting Events: Several times per month	30% (47)	28% (44)	28% (44)	6% (9)	2% (4)	5% (9)	156
Watch Sporting Events: About once per month	29% (37)	30% (39)	25% (32)	6% (7)	1% (1)	11% (14)	131
Watch Sporting Events: Less often than once per month	31% (81)	26% (69)	21% (56)	4% (10)	3% (8)	16% (42)	267
Watch Sporting Events: Never	23% (179)	25% (192)	25% (197)	3% (22)	3% (27)	21% (163)	779
Cable TV: Currently subscribe	28% (284)	29% (285)	23% (232)	4% (42)	4% (43)	11% (114)	1001
Cable TV: Subscribed in past	27% (201)	26% (200)	29% (217)	4% (31)	4% (29)	11% (81)	759
Cable TV: Never subscribed	26% (116)	23% (101)	20% (87)	3% (14)	3% (15)	25% (108)	440

Continued on next page

**Table HR1\_5:** *If the following actors were in a movie, would you be more or less likely to see that movie?*  
Dwayne Johnson

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	27% (602)	27% (586)	24% (536)	4% (86)	4% (87)	14% (303)	2200
Satellite TV: Currently subscribe	33% (159)	24% (116)	24% (116)	4% (21)	4% (19)	9% (45)	476
Satellite TV: Subscribed in past	29% (168)	30% (173)	23% (136)	4% (21)	3% (18)	11% (63)	579
Satellite TV: Never subscribed	24% (274)	26% (297)	25% (284)	4% (45)	4% (50)	17% (195)	1145
Streaming Services: Currently subscribe	31% (411)	29% (396)	25% (337)	3% (47)	3% (40)	9% (115)	1345
Streaming Services: Subscribed in past	29% (54)	27% (50)	27% (51)	3% (5)	5% (8)	10% (19)	187
Streaming Services: Never subscribed	21% (137)	21% (140)	22% (148)	5% (35)	6% (38)	25% (169)	667
Film: An avid fan	40% (325)	25% (201)	22% (173)	4% (33)	3% (25)	6% (47)	804
Film: A casual fan	21% (243)	30% (346)	27% (308)	4% (46)	3% (37)	15% (169)	1150
Film: Not a fan	13% (33)	16% (39)	22% (55)	3% (7)	10% (25)	35% (87)	247
Television: An avid fan	35% (372)	26% (278)	22% (233)	4% (45)	3% (29)	10% (101)	1058
Television: A casual fan	21% (207)	28% (283)	27% (267)	4% (39)	5% (49)	15% (149)	995
Television: Not a fan	15% (22)	17% (25)	24% (36)	2% (2)	6% (9)	36% (53)	147
Music: An avid fan	35% (385)	25% (282)	22% (247)	4% (42)	4% (46)	10% (110)	1111
Music: A casual fan	21% (205)	30% (293)	27% (265)	4% (37)	3% (31)	15% (147)	978
Music: Not a fan	11% (12)	10% (12)	22% (24)	6% (7)	9% (10)	41% (46)	112
Fashion: An avid fan	39% (129)	23% (76)	22% (71)	3% (9)	3% (9)	11% (35)	329
Fashion: A casual fan	30% (265)	29% (260)	23% (199)	4% (39)	3% (28)	10% (93)	884
Fashion: Not a fan	21% (207)	25% (250)	27% (266)	4% (38)	5% (50)	18% (176)	987

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

**Table HR1\_6:** *If the following actors were in a movie, would you be more or less likely to see that movie?**Meryl Streep*

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	18% (391)	23% (504)	28% (623)	6% (136)	8% (166)	17% (380)	2200
Gender: Male	12% (130)	20% (212)	30% (323)	8% (83)	10% (106)	20% (208)	1062
Gender: Female	23% (261)	26% (291)	26% (300)	5% (53)	5% (60)	15% (172)	1138
Age: 18-29	12% (51)	18% (78)	28% (118)	5% (22)	4% (17)	33% (141)	428
Age: 30-44	14% (85)	24% (138)	32% (190)	6% (36)	7% (42)	16% (94)	585
Age: 45-54	18% (59)	27% (89)	25% (82)	7% (23)	10% (33)	14% (47)	333
Age: 55-64	23% (94)	23% (97)	28% (116)	6% (26)	10% (41)	10% (44)	418
Age: 65+	23% (102)	23% (101)	27% (117)	7% (29)	8% (33)	13% (55)	436
Generation Z: 18-22	8% (13)	18% (28)	26% (40)	4% (5)	4% (7)	40% (62)	154
Millennial: Age 23-38	14% (91)	22% (147)	29% (192)	6% (42)	5% (34)	23% (149)	656
Generation X: Age 39-54	17% (91)	24% (131)	29% (158)	6% (33)	10% (51)	13% (71)	535
Boomers: Age 55-73	22% (165)	24% (178)	27% (206)	7% (52)	9% (68)	11% (84)	754
PID: Dem (no lean)	27% (210)	28% (216)	25% (192)	4% (28)	2% (16)	14% (112)	774
PID: Ind (no lean)	13% (95)	21% (153)	30% (219)	6% (43)	9% (65)	21% (155)	730
PID: Rep (no lean)	12% (86)	19% (134)	30% (212)	9% (65)	12% (85)	16% (113)	696
PID/Gender: Dem Men	23% (77)	30% (99)	25% (85)	4% (13)	3% (9)	15% (50)	333
PID/Gender: Dem Women	30% (133)	27% (117)	24% (107)	3% (14)	2% (7)	14% (62)	441
PID/Gender: Ind Men	6% (24)	17% (64)	30% (113)	8% (32)	13% (49)	26% (97)	378
PID/Gender: Ind Women	20% (71)	25% (89)	30% (106)	3% (12)	4% (16)	16% (58)	352
PID/Gender: Rep Men	8% (29)	14% (50)	36% (125)	11% (38)	14% (48)	17% (61)	351
PID/Gender: Rep Women	17% (57)	24% (85)	25% (87)	8% (27)	11% (37)	15% (53)	345
Ideo: Liberal (1-3)	26% (156)	32% (192)	28% (166)	3% (15)	2% (13)	9% (51)	593
Ideo: Moderate (4)	22% (123)	23% (128)	27% (150)	6% (35)	5% (28)	16% (89)	553
Ideo: Conservative (5-7)	11% (81)	19% (140)	31% (235)	9% (70)	15% (111)	15% (110)	747
Educ: < College	16% (248)	20% (307)	28% (430)	6% (95)	8% (114)	21% (318)	1512
Educ: Bachelors degree	20% (88)	28% (125)	28% (124)	6% (25)	8% (37)	10% (45)	444
Educ: Post-grad	23% (56)	29% (72)	28% (68)	6% (15)	6% (16)	7% (17)	244
Income: Under 50k	18% (223)	20% (254)	26% (331)	6% (71)	8% (97)	22% (279)	1255
Income: 50k-100k	17% (112)	27% (172)	31% (203)	8% (52)	7% (42)	10% (67)	647
Income: 100k+	19% (56)	26% (78)	30% (89)	5% (14)	9% (27)	12% (34)	298
Ethnicity: White	17% (296)	23% (401)	29% (505)	7% (113)	8% (138)	16% (269)	1722

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**Table HR1\_6:** *If the following actors were in a movie, would you be more or less likely to see that movie?*  
Meryl Streep

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	18% (391)	23% (504)	28% (623)	6% (136)	8% (166)	17% (380)	2200
Ethnicity: Hispanic	16% (56)	21% (74)	30% (104)	5% (17)	6% (19)	23% (79)	349
Ethnicity: Afr. Am.	23% (64)	23% (62)	22% (61)	5% (13)	6% (17)	21% (57)	274
Ethnicity: Other	15% (32)	20% (41)	28% (57)	5% (10)	5% (11)	26% (54)	204
All Christian	20% (198)	22% (219)	29% (282)	6% (63)	10% (94)	13% (125)	982
All Non-Christian	20% (18)	28% (25)	26% (24)	3% (2)	3% (3)	20% (18)	90
Atheist	17% (16)	28% (27)	33% (32)	4% (4)	7% (6)	10% (10)	96
Agnostic/Nothing in particular	15% (159)	23% (232)	28% (285)	6% (67)	6% (63)	22% (227)	1033
Religious Non-Protestant/Catholic	22% (27)	27% (34)	25% (31)	3% (3)	6% (7)	18% (22)	124
Evangelical	18% (115)	20% (131)	27% (174)	8% (50)	11% (69)	16% (103)	642
Non-Evangelical	21% (159)	25% (188)	28% (212)	5% (41)	7% (51)	14% (103)	755
Community: Urban	20% (118)	21% (125)	24% (142)	7% (41)	7% (40)	22% (131)	596
Community: Suburban	18% (182)	23% (234)	30% (301)	6% (58)	8% (76)	15% (146)	997
Community: Rural	15% (92)	24% (144)	30% (180)	6% (38)	8% (50)	17% (103)	607
Employ: Private Sector	17% (112)	25% (166)	30% (200)	7% (48)	8% (51)	13% (86)	663
Employ: Government	24% (33)	22% (29)	26% (34)	7% (10)	4% (6)	17% (23)	134
Employ: Self-Employed	10% (17)	31% (51)	30% (49)	5% (9)	9% (16)	14% (23)	166
Employ: Homemaker	16% (30)	25% (45)	34% (62)	5% (9)	5% (8)	15% (28)	182
Employ: Retired	22% (109)	22% (108)	26% (129)	6% (29)	9% (46)	14% (71)	492
Employ: Unemployed	17% (48)	13% (36)	29% (80)	6% (17)	8% (21)	27% (74)	275
Employ: Other	15% (31)	26% (52)	23% (47)	4% (8)	7% (15)	25% (50)	204
Military HH: Yes	18% (64)	24% (84)	27% (94)	6% (21)	9% (32)	15% (54)	349
Military HH: No	18% (328)	23% (419)	29% (528)	6% (115)	7% (134)	18% (326)	1851
RD/WT: Right Direction	12% (96)	16% (134)	28% (229)	10% (82)	14% (113)	20% (165)	820
RD/WT: Wrong Track	21% (296)	27% (370)	29% (393)	4% (54)	4% (53)	16% (214)	1380
Trump Job Approve	11% (100)	18% (157)	30% (262)	10% (91)	14% (125)	17% (147)	882
Trump Job Disapprove	23% (275)	28% (330)	28% (337)	3% (39)	3% (33)	15% (180)	1195
Trump Job Strongly Approve	12% (57)	15% (71)	29% (136)	11% (52)	17% (79)	17% (83)	477
Trump Job Somewhat Approve	11% (43)	21% (86)	31% (125)	10% (39)	11% (46)	16% (65)	405
Trump Job Somewhat Disapprove	17% (44)	27% (70)	33% (85)	4% (11)	3% (8)	15% (39)	257
Trump Job Strongly Disapprove	25% (231)	28% (260)	27% (252)	3% (28)	3% (25)	15% (141)	937

Continued on next page

**Table HR1\_6:** *If the following actors were in a movie, would you be more or less likely to see that movie?*  
*Meryl Streep*

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	18% (391)	23% (504)	28% (623)	6% (136)	8% (166)	17% (380)	2200
Favorable of Trump	11% (97)	19% (160)	30% (258)	10% (87)	14% (117)	16% (136)	856
Unfavorable of Trump	23% (275)	27% (324)	28% (341)	4% (46)	4% (46)	14% (174)	1206
Very Favorable of Trump	12% (58)	16% (78)	29% (144)	11% (54)	16% (79)	16% (80)	493
Somewhat Favorable of Trump	11% (40)	22% (82)	32% (114)	9% (33)	11% (38)	15% (56)	363
Somewhat Unfavorable of Trump	13% (28)	27% (58)	34% (73)	4% (9)	6% (13)	16% (35)	215
Very Unfavorable of Trump	25% (247)	27% (266)	27% (268)	4% (37)	3% (33)	14% (139)	991
#1 Issue: Economy	13% (70)	22% (120)	33% (181)	7% (38)	7% (42)	19% (104)	555
#1 Issue: Security	14% (63)	16% (73)	27% (121)	10% (46)	16% (71)	18% (81)	455
#1 Issue: Health Care	25% (91)	26% (94)	23% (83)	5% (19)	6% (20)	15% (56)	362
#1 Issue: Medicare / Social Security	22% (73)	25% (84)	30% (101)	5% (16)	4% (13)	14% (49)	336
#1 Issue: Women's Issues	20% (22)	31% (34)	25% (28)	8% (9)	5% (5)	12% (13)	111
#1 Issue: Education	16% (19)	26% (31)	30% (35)	3% (4)	4% (4)	21% (25)	117
#1 Issue: Energy	21% (28)	27% (36)	26% (35)	— (1)	3% (4)	22% (29)	132
#1 Issue: Other	19% (25)	24% (32)	30% (39)	4% (5)	6% (7)	18% (24)	133
2018 House Vote: Democrat	26% (196)	28% (209)	28% (209)	4% (29)	3% (20)	12% (93)	756
2018 House Vote: Republican	12% (83)	19% (128)	31% (211)	10% (67)	15% (101)	14% (98)	687
2018 House Vote: Someone else	16% (19)	21% (25)	23% (26)	7% (8)	8% (9)	24% (27)	115
2016 Vote: Hillary Clinton	26% (170)	31% (208)	27% (176)	3% (19)	2% (14)	11% (75)	662
2016 Vote: Donald Trump	13% (88)	17% (116)	31% (215)	10% (70)	14% (100)	15% (101)	690
2016 Vote: Other	14% (28)	21% (41)	28% (54)	8% (15)	12% (22)	17% (33)	192
2016 Vote: Didn't Vote	16% (105)	21% (135)	27% (175)	5% (32)	5% (30)	26% (171)	648
Voted in 2014: Yes	20% (270)	23% (313)	28% (381)	7% (89)	9% (115)	13% (175)	1342
Voted in 2014: No	14% (122)	22% (190)	28% (242)	6% (48)	6% (51)	24% (205)	858
2012 Vote: Barack Obama	24% (207)	28% (242)	28% (238)	4% (33)	4% (31)	12% (99)	851
2012 Vote: Mitt Romney	15% (75)	17% (88)	28% (144)	11% (54)	14% (73)	14% (73)	508
2012 Vote: Other	5% (6)	21% (23)	35% (40)	10% (11)	13% (14)	17% (19)	112
2012 Vote: Didn't Vote	14% (103)	21% (151)	27% (199)	5% (37)	7% (47)	26% (188)	726

Continued on next page

**Table HR1\_6:** *If the following actors were in a movie, would you be more or less likely to see that movie?*  
Meryl Streep

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	18% (391)	23% (504)	28% (623)	6% (136)	8% (166)	17% (380)	2200
4-Region: Northeast	22% (86)	23% (90)	25% (97)	5% (20)	7% (26)	19% (74)	394
4-Region: Midwest	16% (75)	22% (99)	30% (141)	8% (39)	8% (35)	16% (73)	462
4-Region: South	17% (139)	24% (196)	29% (238)	7% (55)	8% (68)	16% (128)	824
4-Region: West	18% (91)	23% (118)	28% (147)	4% (22)	7% (37)	20% (105)	520
Watch TV: Every day	22% (240)	24% (259)	27% (295)	6% (63)	7% (73)	14% (158)	1088
Watch TV: Several times per week	16% (86)	26% (145)	31% (170)	6% (35)	9% (49)	12% (64)	550
Watch TV: About once per week	14% (19)	19% (25)	37% (49)	4% (6)	7% (9)	19% (25)	132
Watch TV: Several times per month	8% (7)	17% (15)	27% (22)	10% (8)	16% (13)	22% (18)	84
Watch TV: About once per month	10% (5)	21% (11)	27% (14)	6% (3)	15% (8)	21% (11)	52
Watch TV: Less often than once per month	12% (13)	14% (14)	31% (32)	13% (13)	4% (4)	27% (28)	104
Watch TV: Never	11% (22)	18% (35)	21% (39)	4% (8)	6% (11)	40% (76)	191
Watch Movies: Every day	24% (95)	23% (93)	23% (94)	6% (22)	6% (26)	18% (71)	400
Watch Movies: Several times per week	21% (115)	27% (151)	28% (158)	8% (45)	6% (33)	10% (58)	559
Watch Movies: About once per week	15% (52)	26% (92)	30% (105)	6% (20)	9% (30)	15% (51)	350
Watch Movies: Several times per month	19% (47)	23% (57)	32% (80)	4% (10)	8% (20)	15% (38)	252
Watch Movies: About once per month	14% (30)	23% (49)	32% (69)	9% (19)	8% (17)	16% (34)	218
Watch Movies: Less often than once per month	10% (20)	16% (32)	34% (66)	5% (9)	10% (20)	25% (49)	196
Watch Movies: Never	14% (32)	13% (29)	23% (52)	5% (11)	9% (21)	35% (79)	225
Watch Sporting Events: Every day	20% (34)	19% (33)	26% (43)	10% (17)	12% (20)	14% (23)	169
Watch Sporting Events: Several times per week	15% (59)	27% (107)	29% (116)	7% (26)	9% (36)	13% (53)	397
Watch Sporting Events: About once per week	19% (56)	26% (79)	29% (88)	5% (14)	9% (26)	13% (38)	301
Watch Sporting Events: Several times per month	24% (37)	26% (40)	32% (50)	4% (6)	8% (13)	7% (10)	156
Watch Sporting Events: About once per month	20% (26)	23% (30)	31% (41)	6% (8)	5% (6)	15% (19)	131
Watch Sporting Events: Less often than once per month	23% (61)	23% (61)	26% (70)	6% (17)	6% (16)	16% (42)	267
Watch Sporting Events: Never	15% (119)	20% (154)	28% (214)	6% (48)	6% (49)	25% (195)	779
Cable TV: Currently subscribe	20% (200)	24% (241)	27% (274)	7% (66)	9% (86)	13% (134)	1001
Cable TV: Subscribed in past	17% (129)	24% (183)	31% (232)	7% (50)	7% (55)	15% (111)	759
Cable TV: Never subscribed	14% (63)	18% (80)	27% (117)	5% (21)	6% (25)	31% (135)	440

Continued on next page



**Table HR1\_6:** If the following actors were in a movie, would you be more or less likely to see that movie?

Meryl Streep

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	18% (391)	23% (504)	28% (623)	6% (136)	8% (166)	17% (380)	2200
Satellite TV: Currently subscribe	19% (89)	25% (120)	28% (132)	7% (33)	7% (35)	14% (66)	476
Satellite TV: Subscribed in past	17% (99)	21% (124)	32% (188)	8% (46)	7% (42)	14% (80)	579
Satellite TV: Never subscribed	18% (204)	23% (259)	26% (302)	5% (57)	8% (89)	20% (234)	1145
Streaming Services: Currently subscribe	18% (242)	26% (346)	29% (396)	6% (80)	7% (98)	14% (184)	1345
Streaming Services: Subscribed in past	21% (40)	25% (47)	27% (51)	8% (15)	5% (9)	14% (26)	187
Streaming Services: Never subscribed	17% (110)	17% (111)	26% (176)	6% (41)	9% (60)	25% (170)	667
Film: An avid fan	27% (215)	27% (219)	26% (208)	5% (41)	6% (50)	9% (71)	804
Film: A casual fan	13% (155)	22% (258)	31% (361)	7% (82)	7% (82)	18% (212)	1150
Film: Not a fan	9% (21)	11% (27)	22% (54)	5% (13)	14% (34)	40% (97)	247
Television: An avid fan	26% (270)	23% (248)	27% (280)	6% (59)	8% (82)	11% (119)	1058
Television: A casual fan	12% (115)	24% (237)	31% (313)	7% (69)	7% (73)	19% (188)	995
Television: Not a fan	5% (7)	13% (19)	20% (29)	6% (8)	8% (12)	49% (72)	147
Music: An avid fan	21% (229)	25% (279)	26% (293)	5% (57)	7% (79)	16% (174)	1111
Music: A casual fan	16% (152)	22% (210)	31% (303)	7% (73)	8% (79)	16% (160)	978
Music: Not a fan	9% (10)	13% (15)	24% (27)	6% (6)	7% (8)	41% (46)	112
Fashion: An avid fan	31% (102)	27% (89)	21% (68)	4% (12)	6% (19)	12% (40)	329
Fashion: A casual fan	20% (175)	26% (227)	29% (259)	6% (54)	5% (44)	14% (126)	884
Fashion: Not a fan	12% (115)	19% (187)	30% (296)	7% (70)	11% (104)	22% (215)	987

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

**Table HR1\_7: If the following actors were in a movie, would you be more or less likely to see that movie?**  
Margot Robbie

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (180)	12% (257)	25% (559)	4% (80)	4% (80)	48% (1045)	2200
Gender: Male	10% (103)	12% (124)	25% (263)	4% (42)	4% (45)	46% (485)	1062
Gender: Female	7% (77)	12% (133)	26% (296)	3% (37)	3% (35)	49% (560)	1138
Age: 18-29	14% (62)	15% (63)	19% (83)	5% (20)	3% (12)	44% (189)	428
Age: 30-44	10% (59)	15% (87)	29% (169)	3% (18)	3% (19)	40% (232)	585
Age: 45-54	7% (23)	13% (43)	23% (76)	5% (18)	6% (19)	46% (153)	333
Age: 55-64	5% (21)	10% (42)	27% (115)	3% (11)	4% (17)	51% (213)	418
Age: 65+	3% (15)	5% (21)	27% (116)	3% (13)	3% (13)	59% (258)	436
Generation Z: 18-22	11% (18)	12% (18)	18% (28)	7% (11)	5% (7)	47% (73)	154
Millennial: Age 23-38	12% (82)	15% (97)	25% (165)	3% (23)	2% (11)	42% (278)	656
Generation X: Age 39-54	8% (44)	15% (78)	25% (135)	4% (23)	6% (32)	42% (222)	535
Boomers: Age 55-73	4% (33)	8% (61)	28% (211)	3% (21)	4% (27)	53% (400)	754
PID: Dem (no lean)	10% (80)	14% (109)	26% (202)	4% (29)	3% (25)	43% (329)	774
PID: Ind (no lean)	6% (46)	12% (85)	26% (187)	4% (28)	3% (23)	50% (361)	730
PID: Rep (no lean)	8% (54)	9% (63)	24% (169)	3% (23)	5% (32)	51% (355)	696
PID/Gender: Dem Men	12% (40)	14% (47)	24% (79)	3% (10)	5% (17)	42% (141)	333
PID/Gender: Dem Women	9% (40)	14% (63)	28% (123)	4% (19)	2% (7)	43% (189)	441
PID/Gender: Ind Men	9% (32)	11% (43)	26% (96)	4% (16)	3% (10)	48% (180)	378
PID/Gender: Ind Women	4% (13)	12% (42)	26% (91)	3% (12)	4% (13)	52% (181)	352
PID/Gender: Rep Men	9% (31)	10% (34)	25% (88)	5% (17)	5% (17)	47% (164)	351
PID/Gender: Rep Women	7% (23)	8% (28)	24% (82)	2% (6)	4% (15)	55% (190)	345
Ideo: Liberal (1-3)	13% (77)	16% (93)	31% (185)	3% (20)	2% (13)	34% (203)	593
Ideo: Moderate (4)	7% (37)	14% (80)	25% (137)	4% (23)	3% (17)	47% (258)	553
Ideo: Conservative (5-7)	6% (44)	8% (57)	27% (198)	4% (28)	5% (37)	51% (382)	747
Educ: < College	8% (118)	10% (145)	23% (354)	4% (58)	4% (64)	51% (773)	1512
Educ: Bachelors degree	9% (39)	14% (64)	30% (134)	3% (15)	2% (11)	41% (181)	444
Educ: Post-grad	9% (22)	19% (47)	29% (71)	3% (7)	2% (6)	37% (91)	244
Income: Under 50k	7% (92)	10% (122)	23% (286)	3% (37)	4% (56)	53% (662)	1255
Income: 50k-100k	10% (63)	14% (92)	30% (195)	4% (27)	2% (12)	40% (258)	647
Income: 100k+	8% (25)	14% (42)	26% (78)	5% (15)	4% (12)	42% (125)	298
Ethnicity: White	8% (133)	11% (187)	26% (450)	3% (59)	4% (65)	48% (828)	1722

Continued on next page

**Table HR1\_7:** *If the following actors were in a movie, would you be more or less likely to see that movie?**Margot Robbie*

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (180)	12% (257)	25% (559)	4% (80)	4% (80)	48% (1045)	2200
Ethnicity: Hispanic	14% (50)	13% (44)	21% (73)	7% (25)	4% (13)	41% (144)	349
Ethnicity: Afr. Am.	8% (23)	13% (35)	25% (68)	4% (12)	3% (8)	47% (129)	274
Ethnicity: Other	12% (24)	17% (35)	20% (42)	4% (8)	3% (7)	43% (88)	204
All Christian	7% (73)	11% (112)	26% (260)	3% (33)	4% (40)	47% (463)	982
All Non-Christian	4% (4)	14% (12)	33% (30)	1% (1)	2% (2)	45% (40)	90
Atheist	11% (11)	16% (16)	35% (34)	3% (3)	2% (2)	32% (31)	96
Agnostic/Nothing in particular	9% (92)	11% (117)	23% (236)	4% (42)	3% (36)	49% (511)	1033
Religious Non-Protestant/Catholic	6% (7)	12% (15)	30% (37)	2% (2)	2% (2)	49% (60)	124
Evangelical	5% (33)	8% (51)	24% (151)	4% (29)	5% (30)	54% (348)	642
Non-Evangelical	10% (73)	13% (102)	25% (189)	3% (25)	3% (26)	45% (341)	755
Community: Urban	9% (56)	12% (72)	24% (141)	3% (20)	1% (9)	50% (296)	596
Community: Suburban	9% (90)	13% (135)	28% (282)	3% (29)	4% (40)	42% (420)	997
Community: Rural	5% (33)	8% (50)	22% (136)	5% (30)	5% (31)	54% (329)	607
Employ: Private Sector	12% (77)	16% (103)	26% (174)	4% (28)	3% (20)	40% (263)	663
Employ: Government	8% (11)	12% (15)	31% (42)	3% (4)	2% (2)	44% (60)	134
Employ: Self-Employed	6% (9)	13% (21)	31% (52)	3% (6)	4% (6)	43% (71)	166
Employ: Homemaker	5% (10)	13% (23)	32% (58)	2% (3)	3% (5)	46% (83)	182
Employ: Retired	3% (13)	7% (36)	26% (126)	3% (16)	5% (24)	56% (278)	492
Employ: Unemployed	11% (31)	10% (29)	20% (54)	4% (11)	3% (7)	52% (144)	275
Employ: Other	7% (14)	10% (20)	21% (43)	3% (6)	6% (12)	54% (110)	204
Military HH: Yes	6% (22)	8% (29)	28% (98)	4% (13)	4% (14)	50% (174)	349
Military HH: No	9% (158)	12% (228)	25% (461)	4% (67)	4% (66)	47% (871)	1851
RD/WT: Right Direction	7% (53)	10% (78)	22% (183)	4% (32)	6% (48)	52% (425)	820
RD/WT: Wrong Track	9% (126)	13% (178)	27% (376)	3% (48)	2% (32)	45% (620)	1380
Trump Job Approve	8% (67)	10% (86)	23% (201)	4% (31)	6% (50)	51% (448)	882
Trump Job Disapprove	9% (109)	14% (164)	28% (338)	4% (47)	2% (29)	42% (508)	1195
Trump Job Strongly Approve	7% (34)	8% (37)	22% (106)	5% (23)	5% (26)	53% (251)	477
Trump Job Somewhat Approve	8% (32)	12% (49)	23% (95)	2% (8)	6% (24)	48% (196)	405
Trump Job Somewhat Disapprove	7% (19)	16% (41)	30% (77)	6% (15)	1% (2)	40% (103)	257
Trump Job Strongly Disapprove	10% (91)	13% (123)	28% (260)	3% (32)	3% (27)	43% (405)	937

Continued on next page

**Table HR1\_7: If the following actors were in a movie, would you be more or less likely to see that movie?**

Margot Robbie

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (180)	12% (257)	25% (559)	4% (80)	4% (80)	48% (1045)	2200
Favorable of Trump	7% (63)	10% (82)	23% (197)	4% (35)	5% (46)	51% (432)	856
Unfavorable of Trump	9% (109)	14% (164)	28% (342)	3% (41)	3% (33)	43% (517)	1206
Very Favorable of Trump	7% (33)	7% (35)	23% (115)	4% (21)	6% (29)	53% (260)	493
Somewhat Favorable of Trump	8% (30)	13% (47)	23% (82)	4% (14)	5% (17)	47% (172)	363
Somewhat Unfavorable of Trump	4% (8)	18% (38)	31% (66)	3% (6)	2% (4)	43% (92)	215
Very Unfavorable of Trump	10% (101)	13% (125)	28% (276)	4% (35)	3% (28)	43% (425)	991
#1 Issue: Economy	8% (42)	12% (65)	26% (147)	3% (17)	3% (19)	48% (265)	555
#1 Issue: Security	7% (33)	8% (37)	23% (105)	4% (19)	7% (30)	51% (231)	455
#1 Issue: Health Care	13% (46)	15% (54)	28% (101)	2% (8)	2% (8)	40% (145)	362
#1 Issue: Medicare / Social Security	4% (14)	8% (26)	26% (87)	3% (11)	2% (7)	57% (191)	336
#1 Issue: Women's Issues	11% (13)	18% (20)	27% (30)	6% (7)	3% (4)	34% (38)	111
#1 Issue: Education	7% (9)	15% (18)	25% (29)	6% (7)	4% (4)	43% (50)	117
#1 Issue: Energy	10% (13)	19% (25)	24% (31)	4% (5)	3% (4)	40% (53)	132
#1 Issue: Other	7% (10)	9% (12)	22% (29)	4% (5)	3% (4)	55% (73)	133
2018 House Vote: Democrat	10% (75)	12% (94)	30% (228)	3% (24)	3% (24)	41% (310)	756
2018 House Vote: Republican	7% (49)	11% (73)	24% (164)	4% (27)	5% (33)	50% (341)	687
2018 House Vote: Someone else	5% (5)	7% (8)	27% (31)	5% (5)	4% (5)	52% (60)	115
2016 Vote: Hillary Clinton	10% (68)	14% (92)	30% (199)	4% (24)	3% (18)	39% (261)	662
2016 Vote: Donald Trump	6% (44)	9% (66)	25% (171)	3% (23)	5% (37)	51% (349)	690
2016 Vote: Other	9% (17)	10% (20)	26% (51)	4% (7)	2% (3)	49% (95)	192
2016 Vote: Didn't Vote	8% (51)	12% (79)	21% (137)	4% (26)	3% (17)	52% (338)	648
Voted in 2014: Yes	8% (108)	11% (149)	27% (364)	4% (47)	4% (57)	46% (617)	1342
Voted in 2014: No	8% (71)	13% (107)	23% (195)	4% (33)	3% (23)	50% (428)	858
2012 Vote: Barack Obama	9% (78)	14% (116)	28% (237)	3% (26)	3% (27)	43% (368)	851
2012 Vote: Mitt Romney	6% (32)	10% (49)	24% (123)	4% (18)	5% (24)	51% (261)	508
2012 Vote: Other	8% (9)	9% (10)	25% (28)	3% (4)	7% (8)	47% (53)	112
2012 Vote: Didn't Vote	8% (60)	11% (82)	24% (171)	4% (32)	3% (21)	50% (360)	726

Continued on next page

**Table HR1\_7:** *If the following actors were in a movie, would you be more or less likely to see that movie?**Margot Robbie*

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (180)	12% (257)	25% (559)	4% (80)	4% (80)	48% (1045)	2200
4-Region: Northeast	10% (38)	12% (48)	24% (96)	4% (15)	3% (12)	47% (186)	394
4-Region: Midwest	7% (34)	11% (50)	27% (124)	2% (10)	3% (13)	50% (230)	462
4-Region: South	7% (57)	13% (103)	26% (215)	3% (28)	5% (42)	46% (379)	824
4-Region: West	10% (50)	11% (55)	24% (125)	5% (26)	3% (13)	48% (250)	520
Watch TV: Every day	9% (102)	14% (151)	25% (272)	3% (32)	3% (29)	46% (502)	1088
Watch TV: Several times per week	10% (53)	12% (66)	30% (165)	3% (18)	4% (19)	42% (229)	550
Watch TV: About once per week	11% (15)	12% (16)	23% (30)	6% (7)	5% (7)	43% (57)	132
Watch TV: Several times per month	4% (3)	11% (9)	23% (19)	9% (8)	7% (5)	47% (39)	84
Watch TV: About once per month	4% (2)	8% (4)	11% (6)	7% (4)	11% (6)	59% (30)	52
Watch TV: Less often than once per month	3% (3)	5% (5)	31% (33)	4% (5)	3% (4)	53% (55)	104
Watch TV: Never	1% (1)	3% (6)	18% (35)	3% (6)	5% (10)	70% (133)	191
Watch Movies: Every day	14% (57)	13% (51)	22% (88)	4% (17)	3% (11)	44% (177)	400
Watch Movies: Several times per week	11% (60)	16% (90)	27% (149)	2% (9)	3% (17)	42% (234)	559
Watch Movies: About once per week	6% (23)	15% (52)	30% (104)	5% (18)	4% (15)	39% (138)	350
Watch Movies: Several times per month	4% (10)	12% (31)	28% (70)	3% (7)	3% (9)	50% (125)	252
Watch Movies: About once per month	5% (11)	7% (16)	26% (57)	8% (17)	3% (7)	51% (111)	218
Watch Movies: Less often than once per month	4% (9)	5% (9)	25% (49)	2% (5)	4% (7)	60% (117)	196
Watch Movies: Never	4% (10)	3% (8)	19% (42)	3% (7)	6% (14)	64% (144)	225
Watch Sporting Events: Every day	16% (26)	13% (22)	22% (37)	2% (3)	7% (12)	41% (69)	169
Watch Sporting Events: Several times per week	8% (32)	17% (69)	29% (116)	3% (11)	4% (14)	39% (155)	397
Watch Sporting Events: About once per week	11% (32)	14% (41)	27% (81)	3% (10)	4% (13)	41% (123)	301
Watch Sporting Events: Several times per month	10% (15)	13% (21)	36% (57)	2% (4)	4% (7)	34% (53)	156
Watch Sporting Events: About once per month	8% (10)	10% (13)	27% (35)	1% (2)	2% (3)	52% (68)	131
Watch Sporting Events: Less often than once per month	8% (21)	10% (27)	26% (70)	4% (12)	4% (9)	48% (128)	267
Watch Sporting Events: Never	6% (43)	8% (64)	21% (164)	5% (37)	3% (22)	58% (450)	779
Cable TV: Currently subscribe	10% (96)	12% (124)	26% (259)	4% (39)	5% (47)	44% (436)	1001
Cable TV: Subscribed in past	8% (63)	13% (98)	28% (209)	4% (27)	2% (19)	45% (343)	759
Cable TV: Never subscribed	5% (21)	8% (35)	21% (91)	3% (13)	3% (14)	60% (266)	440

Continued on next page

**Table HR1\_7:** *If the following actors were in a movie, would you be more or less likely to see that movie?*  
Margot Robbie

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (180)	12% (257)	25% (559)	4% (80)	4% (80)	48% (1045)	2200
Satellite TV: Currently subscribe	9% (45)	12% (58)	26% (123)	3% (13)	5% (23)	45% (214)	476
Satellite TV: Subscribed in past	10% (58)	12% (71)	28% (162)	3% (18)	3% (17)	44% (252)	579
Satellite TV: Never subscribed	7% (77)	11% (127)	24% (274)	4% (49)	3% (39)	51% (579)	1145
Streaming Services: Currently subscribe	11% (149)	15% (197)	26% (352)	3% (45)	3% (37)	42% (566)	1345
Streaming Services: Subscribed in past	4% (7)	9% (16)	32% (60)	6% (12)	6% (12)	43% (80)	187
Streaming Services: Never subscribed	3% (23)	7% (43)	22% (147)	3% (23)	5% (31)	60% (400)	667
Film: An avid fan	16% (132)	18% (142)	27% (218)	3% (27)	3% (21)	33% (264)	804
Film: A casual fan	3% (39)	10% (111)	26% (294)	4% (45)	3% (38)	54% (624)	1150
Film: Not a fan	4% (9)	1% (4)	19% (46)	3% (8)	9% (22)	64% (158)	247
Television: An avid fan	11% (120)	15% (154)	27% (281)	2% (22)	3% (32)	42% (449)	1058
Television: A casual fan	5% (53)	10% (95)	25% (249)	5% (53)	4% (41)	51% (503)	995
Television: Not a fan	5% (7)	5% (7)	20% (30)	3% (4)	5% (7)	63% (93)	147
Music: An avid fan	13% (140)	14% (158)	25% (275)	3% (36)	4% (41)	41% (461)	1111
Music: A casual fan	4% (37)	10% (98)	27% (260)	4% (39)	3% (33)	52% (511)	978
Music: Not a fan	2% (3)	— (0)	21% (24)	5% (5)	6% (6)	66% (74)	112
Fashion: An avid fan	17% (57)	18% (60)	26% (86)	4% (14)	3% (11)	31% (102)	329
Fashion: A casual fan	8% (73)	14% (124)	27% (238)	3% (31)	3% (27)	44% (391)	884
Fashion: Not a fan	5% (49)	7% (73)	24% (235)	4% (35)	4% (42)	56% (553)	987

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

**Table HR1\_8:** *If the following actors were in a movie, would you be more or less likely to see that movie?**Tiffany Haddish*

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (194)	10% (221)	23% (501)	5% (114)	6% (136)	47% (1035)	2200
Gender: Male	8% (82)	9% (99)	23% (240)	6% (65)	6% (64)	48% (512)	1062
Gender: Female	10% (112)	11% (122)	23% (261)	4% (49)	6% (72)	46% (522)	1138
Age: 18-29	11% (47)	13% (55)	21% (91)	5% (22)	7% (29)	43% (183)	428
Age: 30-44	11% (65)	13% (75)	24% (141)	7% (39)	7% (42)	38% (223)	585
Age: 45-54	11% (35)	11% (36)	23% (76)	4% (15)	5% (18)	46% (153)	333
Age: 55-64	8% (31)	6% (26)	25% (104)	4% (17)	6% (23)	52% (217)	418
Age: 65+	3% (15)	7% (29)	20% (89)	5% (21)	5% (24)	59% (258)	436
Generation Z: 18-22	12% (19)	12% (18)	21% (32)	6% (9)	7% (12)	42% (65)	154
Millennial: Age 23-38	11% (74)	12% (81)	22% (147)	5% (33)	7% (43)	42% (277)	656
Generation X: Age 39-54	10% (54)	12% (66)	24% (128)	6% (34)	6% (35)	41% (218)	535
Boomers: Age 55-73	6% (44)	7% (51)	23% (174)	4% (34)	6% (44)	54% (406)	754
PID: Dem (no lean)	15% (117)	13% (104)	23% (180)	6% (44)	6% (43)	37% (287)	774
PID: Ind (no lean)	7% (48)	10% (77)	24% (172)	5% (33)	6% (46)	49% (354)	730
PID: Rep (no lean)	4% (29)	6% (40)	21% (148)	5% (37)	7% (47)	57% (393)	696
PID/Gender: Dem Men	14% (45)	14% (46)	22% (72)	7% (23)	6% (20)	38% (127)	333
PID/Gender: Dem Women	16% (71)	13% (58)	25% (108)	5% (20)	5% (24)	36% (160)	441
PID/Gender: Ind Men	5% (20)	10% (36)	23% (88)	5% (18)	7% (25)	50% (190)	378
PID/Gender: Ind Women	8% (28)	11% (40)	24% (84)	4% (15)	6% (20)	47% (165)	352
PID/Gender: Rep Men	5% (17)	5% (17)	23% (80)	7% (23)	6% (20)	56% (195)	351
PID/Gender: Rep Women	4% (13)	7% (23)	20% (69)	4% (14)	8% (28)	57% (198)	345
Ideo: Liberal (1-3)	13% (80)	13% (74)	28% (169)	6% (36)	5% (31)	34% (203)	593
Ideo: Moderate (4)	9% (50)	14% (78)	25% (136)	5% (27)	5% (30)	42% (232)	553
Ideo: Conservative (5-7)	4% (29)	5% (39)	21% (157)	6% (45)	8% (60)	56% (416)	747
Educ: < College	10% (151)	10% (147)	20% (304)	5% (68)	6% (95)	49% (748)	1512
Educ: Bachelors degree	7% (29)	11% (48)	29% (129)	6% (28)	6% (27)	41% (183)	444
Educ: Post-grad	6% (14)	11% (26)	28% (68)	7% (17)	6% (15)	43% (104)	244
Income: Under 50k	10% (128)	10% (120)	20% (254)	4% (56)	6% (80)	49% (618)	1255
Income: 50k-100k	8% (49)	10% (66)	27% (173)	6% (39)	6% (37)	44% (284)	647
Income: 100k+	6% (17)	12% (35)	25% (75)	7% (19)	6% (19)	44% (132)	298
Ethnicity: White	5% (88)	8% (137)	24% (409)	5% (89)	6% (99)	52% (900)	1722

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**Table HR1\_8:** *If the following actors were in a movie, would you be more or less likely to see that movie?*  
Tiffany Haddish

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (194)	10% (221)	23% (501)	5% (114)	6% (136)	47% (1035)	2200
Ethnicity: Hispanic	8% (29)	16% (55)	17% (61)	7% (25)	9% (33)	42% (146)	349
Ethnicity: Afr. Am.	31% (86)	22% (61)	16% (43)	6% (15)	8% (21)	17% (47)	274
Ethnicity: Other	9% (19)	11% (23)	24% (49)	5% (9)	8% (16)	43% (87)	204
All Christian	7% (68)	8% (81)	22% (221)	6% (58)	6% (63)	50% (491)	982
All Non-Christian	7% (6)	9% (8)	31% (28)	5% (5)	6% (6)	41% (37)	90
Atheist	1% (1)	9% (8)	35% (33)	9% (9)	6% (6)	40% (39)	96
Agnostic/Nothing in particular	11% (118)	12% (123)	21% (219)	4% (43)	6% (62)	45% (468)	1033
Religious Non-Protestant/Catholic	5% (6)	7% (9)	31% (38)	4% (5)	5% (7)	48% (59)	124
Evangelical	11% (73)	11% (72)	18% (116)	6% (38)	6% (37)	48% (306)	642
Non-Evangelical	9% (68)	9% (64)	23% (173)	5% (39)	6% (48)	48% (362)	755
Community: Urban	13% (75)	11% (68)	22% (130)	6% (35)	6% (36)	42% (253)	596
Community: Suburban	7% (71)	11% (109)	24% (242)	6% (56)	6% (61)	46% (458)	997
Community: Rural	8% (48)	7% (44)	21% (129)	4% (23)	7% (40)	53% (324)	607
Employ: Private Sector	9% (62)	12% (81)	27% (176)	6% (38)	6% (38)	41% (269)	663
Employ: Government	11% (15)	9% (12)	26% (35)	7% (9)	7% (10)	40% (53)	134
Employ: Self-Employed	11% (18)	11% (18)	24% (40)	7% (12)	6% (9)	41% (68)	166
Employ: Homemaker	6% (11)	13% (24)	27% (49)	3% (5)	5% (8)	47% (86)	182
Employ: Retired	4% (22)	5% (26)	20% (100)	5% (24)	5% (25)	60% (294)	492
Employ: Unemployed	13% (36)	9% (26)	20% (54)	4% (10)	8% (23)	46% (125)	275
Employ: Other	10% (21)	9% (19)	18% (36)	4% (8)	9% (18)	50% (101)	204
Military HH: Yes	7% (26)	8% (29)	20% (69)	8% (27)	6% (21)	51% (178)	349
Military HH: No	9% (168)	10% (192)	23% (432)	5% (87)	6% (115)	46% (856)	1851
RD/WT: Right Direction	4% (35)	7% (58)	19% (156)	6% (48)	8% (63)	56% (460)	820
RD/WT: Wrong Track	12% (159)	12% (163)	25% (345)	5% (66)	5% (73)	42% (575)	1380
Trump Job Approve	3% (28)	7% (60)	20% (176)	5% (46)	9% (75)	56% (497)	882
Trump Job Disapprove	13% (152)	13% (151)	26% (308)	5% (62)	5% (58)	39% (463)	1195
Trump Job Strongly Approve	3% (16)	7% (33)	18% (87)	6% (31)	8% (39)	57% (271)	477
Trump Job Somewhat Approve	3% (12)	7% (27)	22% (89)	4% (15)	9% (36)	56% (226)	405
Trump Job Somewhat Disapprove	15% (38)	12% (32)	27% (69)	6% (17)	3% (7)	37% (95)	257
Trump Job Strongly Disapprove	12% (115)	13% (119)	26% (240)	5% (45)	5% (51)	39% (368)	937

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**Table HR1\_8:** *If the following actors were in a movie, would you be more or less likely to see that movie?*

Tiffany Haddish

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (194)	10% (221)	23% (501)	5% (114)	6% (136)	47% (1035)	2200
Favorable of Trump	3% (30)	7% (61)	20% (169)	6% (48)	8% (69)	56% (479)	856
Unfavorable of Trump	12% (142)	12% (145)	26% (319)	5% (63)	5% (63)	39% (474)	1206
Very Favorable of Trump	3% (14)	6% (32)	19% (95)	5% (26)	8% (39)	58% (288)	493
Somewhat Favorable of Trump	4% (16)	8% (29)	21% (75)	6% (22)	8% (30)	53% (191)	363
Somewhat Unfavorable of Trump	8% (16)	13% (28)	30% (64)	4% (9)	2% (4)	44% (94)	215
Very Unfavorable of Trump	13% (126)	12% (117)	26% (255)	5% (54)	6% (59)	38% (380)	991
#1 Issue: Economy	10% (54)	11% (59)	22% (122)	5% (28)	6% (31)	47% (261)	555
#1 Issue: Security	5% (24)	8% (37)	20% (90)	6% (29)	9% (41)	51% (233)	455
#1 Issue: Health Care	10% (36)	13% (47)	25% (89)	5% (17)	5% (19)	43% (155)	362
#1 Issue: Medicare / Social Security	7% (24)	8% (26)	22% (73)	4% (14)	5% (18)	54% (182)	336
#1 Issue: Women's Issues	17% (19)	14% (15)	27% (30)	5% (6)	8% (9)	29% (32)	111
#1 Issue: Education	17% (19)	11% (12)	19% (23)	9% (11)	3% (4)	41% (48)	117
#1 Issue: Energy	7% (9)	12% (16)	25% (33)	5% (6)	4% (5)	48% (63)	132
#1 Issue: Other	5% (7)	7% (9)	31% (42)	3% (4)	7% (10)	46% (61)	133
2018 House Vote: Democrat	14% (105)	13% (95)	26% (199)	6% (45)	5% (36)	36% (276)	756
2018 House Vote: Republican	4% (26)	7% (51)	20% (137)	5% (35)	7% (51)	56% (387)	687
2018 House Vote: Someone else	1% (1)	9% (11)	22% (25)	6% (7)	8% (9)	53% (60)	115
2016 Vote: Hillary Clinton	13% (87)	13% (87)	28% (186)	6% (37)	5% (31)	35% (234)	662
2016 Vote: Donald Trump	4% (26)	6% (40)	21% (144)	5% (34)	8% (53)	57% (394)	690
2016 Vote: Other	6% (11)	9% (16)	19% (37)	11% (20)	5% (10)	51% (98)	192
2016 Vote: Didn't Vote	11% (70)	12% (77)	21% (135)	4% (23)	7% (42)	47% (302)	648
Voted in 2014: Yes	9% (117)	10% (131)	23% (313)	6% (80)	6% (82)	46% (620)	1342
Voted in 2014: No	9% (77)	10% (89)	22% (188)	4% (34)	6% (54)	48% (415)	858
2012 Vote: Barack Obama	13% (109)	12% (102)	26% (217)	5% (44)	5% (44)	39% (335)	851
2012 Vote: Mitt Romney	2% (13)	5% (23)	21% (107)	6% (30)	8% (41)	58% (294)	508
2012 Vote: Other	2% (3)	8% (9)	19% (21)	8% (9)	7% (8)	56% (63)	112
2012 Vote: Didn't Vote	10% (70)	12% (87)	21% (155)	4% (31)	6% (44)	47% (339)	726

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**Table HR1\_8:** *If the following actors were in a movie, would you be more or less likely to see that movie?*  
Tiffany Haddish

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (194)	10% (221)	23% (501)	5% (114)	6% (136)	47% (1035)	2200
4-Region: Northeast	12% (47)	10% (38)	25% (99)	4% (15)	6% (25)	43% (169)	394
4-Region: Midwest	8% (36)	5% (25)	25% (115)	4% (19)	6% (26)	52% (241)	462
4-Region: South	10% (86)	11% (94)	21% (175)	6% (45)	7% (55)	45% (368)	824
4-Region: West	5% (25)	12% (63)	21% (112)	7% (34)	6% (30)	49% (257)	520
Watch TV: Every day	11% (116)	10% (114)	23% (246)	6% (62)	6% (62)	45% (488)	1088
Watch TV: Several times per week	8% (45)	9% (51)	27% (150)	4% (24)	7% (36)	44% (243)	550
Watch TV: About once per week	7% (9)	15% (20)	23% (30)	6% (7)	7% (9)	42% (56)	132
Watch TV: Several times per month	9% (7)	12% (10)	23% (19)	6% (5)	7% (6)	43% (36)	84
Watch TV: About once per month	5% (3)	14% (7)	14% (7)	5% (3)	9% (5)	53% (27)	52
Watch TV: Less often than once per month	4% (4)	9% (9)	16% (17)	8% (8)	2% (2)	61% (63)	104
Watch TV: Never	5% (9)	4% (8)	17% (32)	2% (5)	8% (16)	64% (121)	191
Watch Movies: Every day	15% (59)	13% (50)	20% (82)	5% (21)	8% (31)	39% (157)	400
Watch Movies: Several times per week	10% (53)	11% (64)	23% (131)	5% (29)	5% (29)	45% (253)	559
Watch Movies: About once per week	6% (21)	14% (48)	28% (99)	5% (19)	6% (20)	41% (143)	350
Watch Movies: Several times per month	9% (22)	6% (14)	27% (68)	8% (19)	5% (12)	46% (116)	252
Watch Movies: About once per month	8% (18)	12% (26)	22% (47)	5% (10)	5% (12)	48% (105)	218
Watch Movies: Less often than once per month	4% (7)	4% (8)	20% (40)	5% (9)	5% (10)	62% (122)	196
Watch Movies: Never	5% (12)	5% (11)	15% (35)	3% (7)	10% (22)	62% (139)	225
Watch Sporting Events: Every day	22% (37)	15% (26)	12% (21)	8% (14)	9% (15)	34% (57)	169
Watch Sporting Events: Several times per week	7% (30)	12% (49)	28% (111)	6% (24)	8% (31)	38% (152)	397
Watch Sporting Events: About once per week	8% (23)	14% (41)	20% (60)	8% (24)	6% (19)	45% (135)	301
Watch Sporting Events: Several times per month	11% (18)	9% (14)	37% (58)	4% (6)	6% (10)	33% (52)	156
Watch Sporting Events: About once per month	8% (11)	14% (18)	26% (34)	3% (5)	5% (7)	43% (57)	131
Watch Sporting Events: Less often than once per month	7% (18)	9% (25)	23% (61)	5% (13)	4% (9)	53% (140)	267
Watch Sporting Events: Never	8% (59)	6% (49)	20% (156)	4% (29)	6% (45)	57% (442)	779
Cable TV: Currently subscribe	9% (95)	12% (120)	23% (228)	5% (45)	7% (71)	44% (441)	1001
Cable TV: Subscribed in past	9% (66)	10% (73)	25% (187)	6% (47)	5% (38)	46% (347)	759
Cable TV: Never subscribed	7% (33)	6% (27)	19% (86)	5% (21)	6% (28)	56% (246)	440

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**Table HR1\_8:** *If the following actors were in a movie, would you be more or less likely to see that movie?**Tiffany Haddish*

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (194)	10% (221)	23% (501)	5% (114)	6% (136)	47% (1035)	2200
Satellite TV: Currently subscribe	9% (42)	11% (51)	18% (88)	7% (35)	8% (36)	47% (224)	476
Satellite TV: Subscribed in past	8% (48)	12% (67)	25% (146)	5% (31)	5% (31)	44% (257)	579
Satellite TV: Never subscribed	9% (104)	9% (103)	23% (268)	4% (48)	6% (69)	48% (554)	1145
Streaming Services: Currently subscribe	9% (128)	12% (157)	24% (329)	6% (78)	6% (77)	43% (575)	1345
Streaming Services: Subscribed in past	11% (20)	14% (26)	24% (45)	5% (9)	6% (12)	40% (76)	187
Streaming Services: Never subscribed	7% (46)	6% (38)	19% (126)	4% (27)	7% (47)	58% (384)	667
Film: An avid fan	13% (106)	14% (113)	25% (203)	6% (50)	7% (57)	34% (274)	804
Film: A casual fan	7% (79)	9% (99)	22% (256)	5% (57)	4% (51)	53% (608)	1150
Film: Not a fan	4% (9)	3% (9)	17% (42)	3% (7)	11% (28)	62% (152)	247
Television: An avid fan	12% (129)	12% (128)	24% (251)	4% (45)	6% (63)	42% (443)	1058
Television: A casual fan	6% (63)	9% (87)	22% (221)	7% (68)	6% (61)	50% (496)	995
Television: Not a fan	2% (2)	4% (6)	20% (30)	1% (2)	8% (12)	65% (96)	147
Music: An avid fan	13% (145)	12% (132)	22% (239)	5% (60)	7% (74)	41% (460)	1111
Music: A casual fan	5% (49)	8% (83)	25% (240)	5% (51)	5% (53)	51% (502)	978
Music: Not a fan	— (0)	5% (6)	20% (22)	2% (2)	8% (9)	65% (73)	112
Fashion: An avid fan	19% (63)	21% (70)	20% (67)	5% (18)	6% (21)	27% (90)	329
Fashion: A casual fan	11% (94)	11% (96)	25% (225)	6% (50)	6% (49)	42% (371)	884
Fashion: Not a fan	4% (37)	6% (54)	21% (209)	5% (46)	7% (67)	58% (574)	987

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

**Table HR1\_9:** *If the following actors were in a movie, would you be more or less likely to see that movie?*  
Lupita Nyong'o

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (162)	10% (209)	24% (519)	3% (65)	5% (103)	52% (1141)	2200
Gender: Male	6% (66)	9% (93)	24% (252)	4% (38)	5% (56)	52% (557)	1062
Gender: Female	8% (96)	10% (116)	23% (267)	2% (28)	4% (48)	51% (584)	1138
Age: 18-29	9% (37)	12% (52)	23% (97)	4% (15)	4% (15)	50% (213)	428
Age: 30-44	8% (47)	13% (76)	26% (153)	3% (16)	5% (29)	45% (263)	585
Age: 45-54	9% (30)	6% (19)	23% (77)	3% (11)	4% (14)	55% (181)	333
Age: 55-64	7% (28)	8% (32)	25% (106)	2% (7)	5% (22)	53% (223)	418
Age: 65+	5% (20)	7% (30)	20% (87)	4% (15)	5% (23)	60% (260)	436
Generation Z: 18-22	5% (7)	8% (12)	22% (35)	6% (9)	5% (8)	54% (83)	154
Millennial: Age 23-38	9% (60)	13% (88)	24% (155)	2% (15)	3% (21)	48% (317)	656
Generation X: Age 39-54	9% (46)	9% (47)	25% (136)	4% (19)	5% (29)	48% (257)	535
Boomers: Age 55-73	5% (40)	8% (58)	24% (178)	3% (21)	6% (42)	55% (416)	754
PID: Dem (no lean)	13% (100)	14% (112)	23% (181)	3% (22)	4% (28)	43% (333)	774
PID: Ind (no lean)	5% (37)	9% (63)	24% (175)	4% (28)	4% (27)	55% (400)	730
PID: Rep (no lean)	4% (25)	5% (35)	23% (163)	2% (16)	7% (49)	59% (408)	696
PID/Gender: Dem Men	11% (35)	16% (54)	22% (72)	3% (12)	5% (15)	44% (145)	333
PID/Gender: Dem Women	15% (65)	13% (58)	25% (108)	2% (10)	3% (13)	43% (188)	441
PID/Gender: Ind Men	5% (18)	7% (25)	26% (97)	5% (19)	3% (12)	55% (207)	378
PID/Gender: Ind Women	5% (18)	11% (38)	22% (78)	3% (9)	4% (15)	55% (193)	352
PID/Gender: Rep Men	4% (12)	4% (14)	24% (83)	2% (7)	8% (28)	59% (205)	351
PID/Gender: Rep Women	4% (13)	6% (20)	23% (80)	3% (9)	6% (20)	59% (203)	345
Ideo: Liberal (1-3)	16% (93)	17% (103)	26% (156)	2% (14)	3% (19)	35% (207)	593
Ideo: Moderate (4)	7% (39)	11% (62)	23% (129)	4% (22)	4% (22)	51% (279)	553
Ideo: Conservative (5-7)	2% (11)	4% (33)	25% (188)	3% (22)	6% (44)	60% (448)	747
Educ: < College	7% (106)	8% (117)	21% (313)	3% (50)	5% (81)	56% (846)	1512
Educ: Bachelors degree	8% (37)	12% (55)	29% (130)	2% (10)	3% (12)	45% (200)	444
Educ: Post-grad	8% (19)	15% (37)	31% (76)	2% (6)	4% (10)	39% (95)	244
Income: Under 50k	8% (96)	7% (94)	20% (257)	3% (41)	6% (72)	55% (695)	1255
Income: 50k-100k	7% (47)	12% (75)	29% (190)	3% (21)	3% (17)	46% (298)	647
Income: 100k+	6% (19)	14% (41)	24% (72)	1% (4)	5% (14)	50% (148)	298
Ethnicity: White	5% (81)	8% (142)	24% (413)	3% (43)	5% (90)	55% (952)	1722

Continued on next page

**Table HR1\_9:** *If the following actors were in a movie, would you be more or less likely to see that movie?**Lupita Nyong'o*

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (162)	10% (209)	24% (519)	3% (65)	5% (103)	52% (1141)	2200
Ethnicity: Hispanic	9% (33)	14% (48)	23% (80)	3% (10)	5% (19)	46% (160)	349
Ethnicity: Afr. Am.	25% (68)	14% (38)	19% (51)	5% (13)	2% (6)	36% (99)	274
Ethnicity: Other	6% (13)	14% (29)	27% (55)	4% (9)	4% (8)	44% (90)	204
All Christian	6% (59)	9% (91)	24% (239)	3% (27)	5% (50)	53% (516)	982
All Non-Christian	7% (6)	11% (9)	30% (27)	2% (2)	6% (5)	45% (40)	90
Atheist	10% (9)	9% (8)	29% (27)	4% (3)	2% (2)	47% (45)	96
Agnostic/Nothing in particular	8% (87)	10% (101)	22% (226)	3% (33)	4% (46)	52% (540)	1033
Religious Non-Protestant/Catholic	5% (6)	10% (12)	29% (36)	2% (2)	7% (8)	48% (60)	124
Evangelical	6% (41)	6% (41)	21% (136)	3% (22)	5% (35)	57% (367)	642
Non-Evangelical	8% (61)	11% (83)	24% (184)	2% (18)	5% (37)	49% (373)	755
Community: Urban	11% (63)	10% (62)	20% (120)	4% (24)	3% (19)	52% (308)	596
Community: Suburban	7% (67)	11% (110)	26% (264)	2% (23)	5% (46)	49% (487)	997
Community: Rural	5% (32)	6% (37)	22% (135)	3% (18)	6% (38)	57% (346)	607
Employ: Private Sector	9% (62)	13% (84)	27% (181)	2% (15)	4% (23)	45% (298)	663
Employ: Government	8% (10)	10% (14)	27% (36)	5% (6)	6% (7)	45% (61)	134
Employ: Self-Employed	8% (14)	14% (22)	26% (43)	5% (8)	4% (7)	43% (71)	166
Employ: Homemaker	3% (6)	9% (16)	31% (56)	— (1)	4% (8)	52% (96)	182
Employ: Retired	5% (26)	5% (26)	21% (102)	3% (15)	6% (29)	60% (293)	492
Employ: Unemployed	7% (19)	8% (21)	21% (58)	3% (9)	4% (12)	57% (156)	275
Employ: Other	9% (19)	7% (15)	17% (34)	2% (4)	5% (11)	59% (121)	204
Military HH: Yes	6% (23)	5% (18)	25% (88)	3% (10)	6% (20)	55% (191)	349
Military HH: No	8% (139)	10% (191)	23% (432)	3% (56)	4% (83)	51% (950)	1851
RD/WT: Right Direction	3% (25)	6% (46)	21% (176)	3% (25)	7% (60)	60% (488)	820
RD/WT: Wrong Track	10% (137)	12% (163)	25% (343)	3% (41)	3% (43)	47% (653)	1380
Trump Job Approve	3% (25)	5% (46)	22% (194)	3% (27)	7% (63)	60% (527)	882
Trump Job Disapprove	11% (127)	13% (156)	26% (308)	3% (36)	3% (35)	45% (533)	1195
Trump Job Strongly Approve	3% (15)	6% (26)	20% (96)	3% (14)	8% (39)	60% (287)	477
Trump Job Somewhat Approve	3% (10)	5% (19)	24% (98)	3% (13)	6% (25)	59% (240)	405
Trump Job Somewhat Disapprove	6% (16)	10% (26)	32% (82)	4% (10)	1% (2)	47% (122)	257
Trump Job Strongly Disapprove	12% (111)	14% (130)	24% (226)	3% (26)	4% (33)	44% (411)	937

Continued on next page

**Table HR1\_9:** *If the following actors were in a movie, would you be more or less likely to see that movie?*  
Lupita Nyong'o

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (162)	10% (209)	24% (519)	3% (65)	5% (103)	52% (1141)	2200
Favorable of Trump	3% (24)	6% (51)	21% (183)	4% (30)	7% (60)	59% (507)	856
Unfavorable of Trump	11% (127)	12% (150)	26% (315)	3% (31)	3% (36)	45% (547)	1206
Very Favorable of Trump	2% (12)	5% (23)	20% (101)	3% (17)	8% (41)	61% (299)	493
Somewhat Favorable of Trump	3% (12)	7% (27)	23% (82)	4% (14)	5% (19)	57% (208)	363
Somewhat Unfavorable of Trump	3% (7)	10% (22)	33% (70)	2% (4)	2% (5)	50% (108)	215
Very Unfavorable of Trump	12% (120)	13% (128)	25% (245)	3% (28)	3% (31)	44% (439)	991
#1 Issue: Economy	7% (39)	8% (42)	24% (135)	3% (16)	4% (21)	54% (302)	555
#1 Issue: Security	4% (16)	7% (30)	22% (102)	3% (13)	7% (31)	58% (262)	455
#1 Issue: Health Care	10% (38)	14% (50)	27% (97)	3% (12)	4% (14)	42% (152)	362
#1 Issue: Medicare / Social Security	6% (19)	7% (23)	22% (73)	3% (10)	4% (15)	59% (197)	336
#1 Issue: Women's Issues	12% (13)	16% (18)	30% (34)	3% (3)	2% (2)	37% (41)	111
#1 Issue: Education	10% (12)	9% (10)	24% (28)	4% (5)	4% (4)	49% (57)	117
#1 Issue: Energy	7% (10)	20% (26)	20% (26)	1% (2)	7% (9)	46% (60)	132
#1 Issue: Other	11% (15)	8% (11)	19% (25)	4% (5)	6% (8)	52% (69)	133
2018 House Vote: Democrat	13% (97)	15% (111)	26% (197)	3% (21)	2% (17)	41% (312)	756
2018 House Vote: Republican	3% (18)	6% (44)	24% (162)	3% (24)	7% (45)	57% (395)	687
2018 House Vote: Someone else	7% (8)	6% (7)	22% (25)	4% (4)	10% (11)	51% (58)	115
2016 Vote: Hillary Clinton	14% (90)	15% (98)	25% (166)	3% (23)	3% (17)	40% (267)	662
2016 Vote: Donald Trump	2% (17)	5% (38)	24% (166)	3% (24)	7% (48)	58% (398)	690
2016 Vote: Other	6% (12)	10% (19)	23% (44)	2% (4)	3% (5)	56% (108)	192
2016 Vote: Didn't Vote	6% (42)	8% (54)	22% (144)	2% (15)	5% (33)	56% (360)	648
Voted in 2014: Yes	8% (107)	10% (133)	25% (330)	3% (42)	5% (61)	50% (669)	1342
Voted in 2014: No	6% (54)	9% (76)	22% (190)	3% (24)	5% (42)	55% (472)	858
2012 Vote: Barack Obama	11% (97)	13% (110)	25% (211)	3% (26)	2% (20)	45% (387)	851
2012 Vote: Mitt Romney	3% (17)	5% (26)	23% (114)	3% (14)	7% (34)	60% (302)	508
2012 Vote: Other	4% (4)	4% (5)	25% (28)	3% (3)	9% (10)	55% (62)	112
2012 Vote: Didn't Vote	6% (44)	9% (69)	23% (165)	3% (22)	5% (39)	53% (387)	726

Continued on next page

**Table HR1\_9:** *If the following actors were in a movie, would you be more or less likely to see that movie?*

Lupita Nyong'o

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (162)	10% (209)	24% (519)	3% (65)	5% (103)	52% (1141)	2200
4-Region: Northeast	11% (45)	8% (33)	22% (88)	4% (18)	4% (15)	50% (195)	394
4-Region: Midwest	6% (29)	6% (27)	24% (110)	4% (18)	4% (18)	56% (261)	462
4-Region: South	8% (67)	10% (82)	24% (194)	2% (19)	6% (51)	50% (411)	824
4-Region: West	4% (22)	13% (67)	25% (127)	2% (10)	4% (19)	53% (275)	520
Watch TV: Every day	8% (83)	11% (118)	24% (260)	3% (38)	4% (43)	50% (546)	1088
Watch TV: Several times per week	7% (40)	9% (49)	30% (162)	2% (10)	5% (28)	47% (261)	550
Watch TV: About once per week	13% (17)	16% (22)	21% (28)	2% (2)	5% (6)	43% (57)	132
Watch TV: Several times per month	7% (6)	5% (4)	17% (15)	9% (8)	9% (8)	52% (43)	84
Watch TV: About once per month	6% (3)	14% (7)	16% (8)	3% (2)	7% (3)	54% (28)	52
Watch TV: Less often than once per month	7% (7)	4% (4)	21% (22)	1% (1)	4% (4)	63% (65)	104
Watch TV: Never	3% (5)	3% (6)	12% (24)	3% (5)	5% (10)	74% (141)	191
Watch Movies: Every day	11% (46)	12% (46)	21% (83)	4% (17)	4% (17)	48% (191)	400
Watch Movies: Several times per week	9% (51)	11% (62)	26% (144)	2% (14)	4% (22)	48% (267)	559
Watch Movies: About once per week	4% (15)	14% (50)	31% (110)	2% (7)	5% (18)	43% (150)	350
Watch Movies: Several times per month	5% (11)	8% (20)	28% (70)	2% (5)	4% (11)	54% (136)	252
Watch Movies: About once per month	10% (21)	7% (14)	20% (43)	4% (9)	4% (9)	56% (123)	218
Watch Movies: Less often than once per month	3% (5)	5% (9)	20% (40)	2% (4)	5% (10)	65% (128)	196
Watch Movies: Never	6% (12)	3% (7)	14% (31)	5% (11)	7% (17)	65% (147)	225
Watch Sporting Events: Every day	15% (25)	14% (24)	16% (28)	4% (6)	9% (16)	42% (71)	169
Watch Sporting Events: Several times per week	7% (28)	12% (46)	29% (117)	4% (15)	5% (19)	43% (172)	397
Watch Sporting Events: About once per week	9% (26)	9% (28)	27% (83)	1% (4)	4% (12)	49% (148)	301
Watch Sporting Events: Several times per month	3% (4)	15% (23)	32% (50)	4% (6)	6% (9)	41% (64)	156
Watch Sporting Events: About once per month	9% (11)	9% (12)	21% (27)	1% (2)	2% (3)	58% (75)	131
Watch Sporting Events: Less often than once per month	7% (19)	10% (26)	24% (64)	3% (8)	3% (8)	53% (142)	267
Watch Sporting Events: Never	6% (48)	6% (50)	19% (151)	3% (24)	5% (37)	60% (469)	779
Cable TV: Currently subscribe	8% (79)	11% (111)	23% (230)	4% (35)	5% (53)	49% (492)	1001
Cable TV: Subscribed in past	8% (61)	9% (72)	27% (205)	2% (16)	3% (26)	50% (379)	759
Cable TV: Never subscribed	5% (22)	6% (26)	19% (85)	3% (14)	5% (24)	61% (269)	440

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**Table HR1\_9:** *If the following actors were in a movie, would you be more or less likely to see that movie?*  
Lupita Nyong'o

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (162)	10% (209)	24% (519)	3% (65)	5% (103)	52% (1141)	2200
Satellite TV: Currently subscribe	8% (39)	13% (60)	20% (96)	4% (19)	7% (32)	48% (230)	476
Satellite TV: Subscribed in past	6% (37)	9% (52)	27% (154)	3% (15)	4% (24)	51% (296)	579
Satellite TV: Never subscribed	7% (86)	8% (96)	24% (270)	3% (31)	4% (47)	54% (615)	1145
Streaming Services: Currently subscribe	9% (117)	12% (157)	26% (350)	3% (37)	4% (53)	47% (632)	1345
Streaming Services: Subscribed in past	8% (15)	12% (22)	22% (41)	1% (3)	8% (15)	49% (91)	187
Streaming Services: Never subscribed	5% (30)	5% (30)	19% (127)	4% (26)	5% (35)	63% (418)	667
Film: An avid fan	13% (105)	14% (116)	26% (206)	3% (25)	5% (37)	39% (314)	804
Film: A casual fan	4% (52)	8% (86)	24% (276)	2% (29)	4% (44)	58% (663)	1150
Film: Not a fan	2% (5)	3% (7)	15% (37)	5% (11)	9% (22)	67% (164)	247
Television: An avid fan	9% (97)	12% (123)	23% (246)	3% (32)	5% (52)	48% (507)	1058
Television: A casual fan	6% (61)	8% (80)	25% (245)	3% (30)	5% (45)	54% (534)	995
Television: Not a fan	3% (4)	4% (6)	19% (29)	2% (3)	4% (6)	68% (100)	147
Music: An avid fan	10% (106)	12% (135)	24% (262)	3% (33)	5% (52)	47% (522)	1111
Music: A casual fan	6% (54)	7% (71)	24% (235)	3% (25)	4% (42)	56% (551)	978
Music: Not a fan	2% (2)	2% (3)	20% (23)	6% (7)	9% (10)	61% (68)	112
Fashion: An avid fan	19% (63)	18% (58)	17% (58)	3% (11)	5% (15)	38% (125)	329
Fashion: A casual fan	7% (65)	12% (108)	28% (252)	3% (25)	4% (35)	45% (399)	884
Fashion: Not a fan	4% (35)	4% (43)	21% (210)	3% (29)	5% (53)	62% (617)	987

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



**Table HR1\_10:** *If the following actors were in a movie, would you be more or less likely to see that movie?*  
*Jennifer Lopez*

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	17% (368)	23% (509)	33% (724)	9% (204)	7% (162)	11% (233)	2200
Gender: Male	16% (165)	22% (229)	34% (359)	9% (100)	8% (87)	11% (121)	1062
Gender: Female	18% (203)	25% (281)	32% (365)	9% (103)	7% (75)	10% (111)	1138
Age: 18-29	22% (94)	22% (94)	30% (131)	7% (29)	6% (24)	13% (57)	428
Age: 30-44	20% (115)	22% (131)	32% (186)	10% (58)	8% (47)	8% (49)	585
Age: 45-54	14% (45)	25% (82)	31% (103)	12% (40)	9% (29)	10% (33)	333
Age: 55-64	12% (52)	26% (108)	33% (137)	11% (45)	9% (36)	10% (40)	418
Age: 65+	14% (63)	22% (95)	38% (168)	7% (32)	6% (26)	12% (54)	436
Generation Z: 18-22	18% (28)	28% (43)	26% (40)	5% (8)	6% (10)	17% (26)	154
Millennial: Age 23-38	23% (151)	21% (136)	31% (205)	8% (55)	7% (45)	10% (64)	656
Generation X: Age 39-54	14% (75)	24% (128)	33% (175)	12% (64)	8% (45)	9% (49)	535
Boomers: Age 55-73	14% (103)	24% (180)	35% (268)	10% (72)	7% (56)	10% (76)	754
PID: Dem (no lean)	22% (171)	26% (198)	30% (230)	9% (72)	4% (33)	9% (71)	774
PID: Ind (no lean)	15% (110)	18% (134)	35% (257)	9% (67)	10% (70)	13% (93)	730
PID: Rep (no lean)	13% (87)	25% (177)	34% (238)	9% (65)	9% (59)	10% (70)	696
PID/Gender: Dem Men	21% (72)	24% (81)	31% (102)	9% (32)	5% (18)	9% (29)	333
PID/Gender: Dem Women	23% (99)	26% (117)	29% (128)	9% (41)	3% (15)	9% (41)	441
PID/Gender: Ind Men	13% (50)	17% (63)	36% (136)	9% (36)	9% (34)	15% (58)	378
PID/Gender: Ind Women	17% (60)	20% (71)	34% (120)	9% (31)	10% (35)	10% (34)	352
PID/Gender: Rep Men	13% (44)	24% (84)	34% (121)	9% (33)	10% (35)	10% (34)	351
PID/Gender: Rep Women	12% (43)	27% (93)	34% (117)	9% (32)	7% (24)	10% (36)	345
Ideo: Liberal (1-3)	15% (90)	25% (149)	35% (209)	11% (67)	6% (37)	7% (40)	593
Ideo: Moderate (4)	22% (122)	25% (137)	30% (165)	7% (40)	8% (46)	8% (43)	553
Ideo: Conservative (5-7)	12% (88)	24% (179)	37% (279)	9% (69)	9% (65)	9% (68)	747
Educ: < College	19% (291)	23% (349)	30% (457)	8% (123)	7% (113)	12% (180)	1512
Educ: Bachelors degree	12% (52)	22% (98)	40% (179)	11% (50)	7% (31)	8% (34)	444
Educ: Post-grad	11% (26)	25% (62)	36% (88)	13% (31)	7% (18)	8% (19)	244
Income: Under 50k	21% (260)	22% (273)	30% (375)	8% (99)	7% (91)	13% (157)	1255
Income: 50k-100k	12% (78)	26% (171)	37% (241)	11% (72)	6% (41)	7% (43)	647
Income: 100k+	10% (30)	22% (65)	36% (108)	11% (32)	10% (30)	11% (33)	298
Ethnicity: White	15% (250)	23% (397)	34% (582)	10% (176)	8% (133)	11% (184)	1722

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**Table HR1\_10:** *If the following actors were in a movie, would you be more or less likely to see that movie?*

Jennifer Lopez

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	17% (368)	23% (509)	33% (724)	9% (204)	7% (162)	11% (233)	2200
Ethnicity: Hispanic	23% (80)	22% (78)	28% (97)	8% (28)	9% (33)	10% (33)	349
Ethnicity: Afr. Am.	28% (76)	25% (70)	31% (86)	4% (12)	3% (9)	8% (22)	274
Ethnicity: Other	21% (43)	21% (43)	28% (56)	8% (16)	10% (20)	13% (27)	204
All Christian	16% (156)	25% (242)	35% (340)	8% (83)	7% (69)	9% (92)	982
All Non-Christian	10% (9)	25% (22)	38% (34)	8% (7)	7% (6)	12% (11)	90
Atheist	6% (5)	16% (16)	45% (44)	22% (21)	5% (4)	6% (6)	96
Agnostic/Nothing in particular	19% (197)	22% (230)	30% (307)	9% (92)	8% (82)	12% (124)	1033
Religious Non-Protestant/Catholic	7% (9)	27% (34)	40% (49)	8% (10)	7% (9)	11% (13)	124
Evangelical	20% (130)	25% (164)	30% (195)	8% (52)	7% (45)	9% (56)	642
Non-Evangelical	17% (129)	24% (183)	34% (254)	8% (58)	7% (51)	10% (79)	755
Community: Urban	20% (121)	20% (121)	30% (178)	10% (62)	6% (39)	13% (76)	596
Community: Suburban	14% (142)	24% (244)	36% (359)	9% (88)	8% (81)	8% (83)	997
Community: Rural	17% (106)	24% (145)	31% (188)	9% (53)	7% (42)	12% (74)	607
Employ: Private Sector	15% (96)	22% (149)	36% (238)	10% (70)	9% (58)	8% (52)	663
Employ: Government	16% (21)	21% (28)	36% (48)	11% (15)	4% (5)	13% (18)	134
Employ: Self-Employed	16% (26)	29% (48)	29% (48)	9% (15)	8% (14)	9% (15)	166
Employ: Homemaker	18% (33)	24% (43)	33% (61)	10% (18)	6% (11)	9% (17)	182
Employ: Retired	14% (69)	25% (121)	34% (167)	7% (36)	8% (38)	13% (62)	492
Employ: Unemployed	21% (58)	16% (45)	32% (88)	10% (27)	9% (24)	12% (34)	275
Employ: Other	22% (44)	25% (50)	26% (54)	8% (16)	4% (9)	16% (32)	204
Military HH: Yes	14% (51)	21% (75)	37% (130)	7% (26)	8% (26)	12% (42)	349
Military HH: No	17% (318)	23% (435)	32% (594)	10% (178)	7% (135)	10% (191)	1851
RD/WT: Right Direction	15% (122)	24% (193)	32% (260)	9% (75)	8% (64)	13% (106)	820
RD/WT: Wrong Track	18% (247)	23% (316)	34% (464)	9% (129)	7% (98)	9% (127)	1380
Trump Job Approve	14% (122)	23% (202)	34% (296)	10% (92)	9% (77)	11% (93)	882
Trump Job Disapprove	18% (220)	24% (285)	34% (402)	9% (103)	6% (77)	9% (107)	1195
Trump Job Strongly Approve	14% (67)	23% (109)	32% (151)	11% (51)	9% (43)	12% (56)	477
Trump Job Somewhat Approve	14% (55)	23% (93)	36% (145)	10% (41)	8% (34)	9% (37)	405
Trump Job Somewhat Disapprove	19% (48)	25% (64)	33% (85)	7% (19)	7% (18)	9% (23)	257
Trump Job Strongly Disapprove	18% (172)	24% (221)	34% (318)	9% (84)	6% (59)	9% (84)	937

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**Table HR1\_10:** *If the following actors were in a movie, would you be more or less likely to see that movie?*  
*Jennifer Lopez*

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	17% (368)	23% (509)	33% (724)	9% (204)	7% (162)	11% (233)	2200
Favorable of Trump	14% (119)	24% (209)	33% (283)	10% (89)	8% (73)	10% (83)	856
Unfavorable of Trump	18% (222)	23% (278)	35% (419)	9% (107)	7% (81)	8% (100)	1206
Very Favorable of Trump	13% (62)	24% (117)	33% (161)	11% (54)	10% (49)	10% (50)	493
Somewhat Favorable of Trump	16% (56)	25% (92)	34% (122)	10% (35)	7% (24)	9% (34)	363
Somewhat Unfavorable of Trump	15% (33)	25% (54)	36% (77)	7% (16)	8% (17)	9% (19)	215
Very Unfavorable of Trump	19% (190)	23% (224)	35% (342)	9% (91)	6% (64)	8% (80)	991
#1 Issue: Economy	14% (78)	25% (137)	35% (196)	9% (53)	7% (40)	9% (52)	555
#1 Issue: Security	15% (67)	24% (109)	32% (145)	9% (42)	8% (38)	12% (54)	455
#1 Issue: Health Care	20% (72)	25% (90)	33% (119)	8% (28)	8% (29)	7% (25)	362
#1 Issue: Medicare / Social Security	20% (66)	26% (87)	31% (104)	7% (22)	6% (20)	11% (37)	336
#1 Issue: Women's Issues	19% (21)	19% (21)	40% (45)	12% (13)	3% (3)	6% (7)	111
#1 Issue: Education	22% (26)	26% (30)	23% (27)	13% (16)	5% (6)	10% (12)	117
#1 Issue: Energy	15% (20)	13% (17)	36% (47)	11% (14)	8% (10)	18% (23)	132
#1 Issue: Other	14% (18)	14% (18)	31% (41)	13% (17)	11% (15)	18% (24)	133
2018 House Vote: Democrat	18% (135)	25% (188)	33% (248)	10% (79)	5% (41)	9% (65)	756
2018 House Vote: Republican	12% (82)	23% (157)	36% (244)	10% (69)	10% (67)	10% (68)	687
2018 House Vote: Someone else	11% (13)	20% (23)	30% (35)	9% (10)	11% (12)	19% (22)	115
2016 Vote: Hillary Clinton	17% (110)	27% (180)	32% (214)	11% (72)	6% (37)	8% (50)	662
2016 Vote: Donald Trump	12% (85)	23% (156)	35% (240)	10% (67)	10% (66)	11% (77)	690
2016 Vote: Other	10% (19)	18% (34)	36% (70)	12% (23)	10% (18)	15% (28)	192
2016 Vote: Didn't Vote	24% (154)	21% (136)	31% (198)	6% (42)	6% (41)	12% (78)	648
Voted in 2014: Yes	15% (198)	24% (316)	34% (459)	11% (143)	7% (98)	10% (128)	1342
Voted in 2014: No	20% (170)	23% (194)	31% (265)	7% (60)	7% (63)	12% (105)	858
2012 Vote: Barack Obama	18% (151)	26% (221)	34% (285)	9% (75)	6% (53)	8% (65)	851
2012 Vote: Mitt Romney	12% (59)	22% (111)	36% (182)	12% (62)	8% (40)	11% (54)	508
2012 Vote: Other	3% (3)	22% (25)	35% (39)	13% (15)	11% (13)	16% (18)	112
2012 Vote: Didn't Vote	21% (155)	21% (151)	30% (216)	7% (52)	8% (56)	13% (95)	726

Continued on next page

**Table HR1\_10:** *If the following actors were in a movie, would you be more or less likely to see that movie?*

Jennifer Lopez

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	17% (368)	23% (509)	33% (724)	9% (204)	7% (162)	11% (233)	2200
4-Region: Northeast	16% (64)	24% (96)	33% (131)	9% (35)	7% (29)	10% (39)	394
4-Region: Midwest	14% (66)	22% (102)	37% (170)	10% (45)	7% (32)	10% (48)	462
4-Region: South	19% (157)	24% (201)	32% (262)	9% (74)	7% (54)	9% (77)	824
4-Region: West	16% (81)	21% (111)	31% (162)	10% (50)	9% (47)	13% (69)	520
Watch TV: Every day	21% (233)	23% (245)	34% (366)	8% (92)	6% (65)	8% (86)	1088
Watch TV: Several times per week	12% (64)	26% (145)	36% (195)	9% (52)	9% (48)	8% (46)	550
Watch TV: About once per week	15% (20)	24% (32)	33% (44)	7% (9)	10% (14)	10% (13)	132
Watch TV: Several times per month	16% (13)	18% (15)	33% (28)	9% (8)	11% (9)	13% (11)	84
Watch TV: About once per month	11% (6)	36% (19)	30% (16)	16% (8)	5% (2)	2% (1)	52
Watch TV: Less often than once per month	7% (7)	15% (15)	32% (34)	12% (12)	11% (11)	24% (24)	104
Watch TV: Never	13% (25)	20% (38)	22% (42)	12% (22)	6% (12)	27% (51)	191
Watch Movies: Every day	30% (119)	25% (100)	28% (112)	5% (20)	6% (22)	7% (26)	400
Watch Movies: Several times per week	19% (104)	25% (138)	34% (191)	10% (58)	6% (34)	6% (33)	559
Watch Movies: About once per week	15% (51)	22% (76)	40% (139)	9% (33)	9% (30)	6% (21)	350
Watch Movies: Several times per month	13% (32)	24% (61)	36% (90)	14% (35)	6% (16)	8% (19)	252
Watch Movies: About once per month	9% (20)	28% (61)	31% (67)	13% (29)	7% (16)	12% (26)	218
Watch Movies: Less often than once per month	7% (15)	19% (37)	36% (71)	6% (11)	10% (19)	22% (43)	196
Watch Movies: Never	12% (28)	16% (37)	24% (54)	8% (18)	11% (24)	29% (65)	225
Watch Sporting Events: Every day	32% (54)	26% (45)	24% (41)	5% (8)	7% (12)	6% (10)	169
Watch Sporting Events: Several times per week	11% (44)	24% (94)	39% (155)	11% (45)	7% (29)	8% (31)	397
Watch Sporting Events: About once per week	17% (52)	26% (79)	36% (107)	9% (27)	7% (20)	5% (16)	301
Watch Sporting Events: Several times per month	21% (32)	29% (46)	33% (52)	9% (13)	4% (7)	4% (6)	156
Watch Sporting Events: About once per month	24% (32)	26% (34)	25% (32)	7% (9)	9% (12)	9% (11)	131
Watch Sporting Events: Less often than once per month	14% (38)	23% (62)	33% (87)	11% (29)	9% (23)	10% (28)	267
Watch Sporting Events: Never	15% (117)	19% (150)	32% (250)	9% (72)	8% (59)	17% (131)	779
Cable TV: Currently subscribe	19% (192)	24% (241)	33% (330)	8% (79)	8% (76)	8% (82)	1001
Cable TV: Subscribed in past	15% (113)	24% (183)	36% (270)	12% (90)	6% (46)	8% (58)	759
Cable TV: Never subscribed	14% (63)	19% (85)	28% (124)	8% (35)	9% (39)	21% (94)	440

Continued on next page

**Table HR1\_10:** *If the following actors were in a movie, would you be more or less likely to see that movie?*  
*Jennifer Lopez*

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	17% (368)	23% (509)	33% (724)	9% (204)	7% (162)	11% (233)	2200
Satellite TV: Currently subscribe	20% (96)	25% (118)	35% (165)	8% (38)	6% (29)	6% (30)	476
Satellite TV: Subscribed in past	15% (86)	25% (142)	33% (193)	11% (65)	8% (48)	8% (45)	579
Satellite TV: Never subscribed	16% (187)	22% (250)	32% (366)	9% (101)	7% (84)	14% (158)	1145
Streaming Services: Currently subscribe	17% (222)	24% (317)	35% (466)	10% (140)	7% (100)	7% (100)	1345
Streaming Services: Subscribed in past	24% (45)	28% (52)	28% (52)	10% (18)	5% (10)	6% (11)	187
Streaming Services: Never subscribed	15% (101)	21% (141)	31% (206)	7% (46)	8% (52)	18% (121)	667
Film: An avid fan	25% (200)	26% (209)	30% (239)	9% (69)	7% (56)	4% (30)	804
Film: A casual fan	13% (145)	23% (269)	36% (414)	10% (116)	6% (74)	11% (131)	1150
Film: Not a fan	10% (23)	13% (31)	29% (71)	8% (19)	13% (31)	29% (72)	247
Television: An avid fan	23% (242)	26% (270)	30% (323)	8% (89)	7% (71)	6% (64)	1058
Television: A casual fan	12% (119)	22% (215)	36% (362)	10% (102)	7% (75)	12% (123)	995
Television: Not a fan	5% (7)	17% (24)	27% (40)	9% (13)	11% (16)	31% (46)	147
Music: An avid fan	22% (241)	25% (281)	29% (328)	9% (98)	8% (84)	7% (81)	1111
Music: A casual fan	12% (122)	22% (218)	37% (365)	10% (99)	7% (69)	11% (105)	978
Music: Not a fan	5% (6)	10% (11)	28% (31)	6% (7)	8% (9)	42% (47)	112
Fashion: An avid fan	30% (100)	29% (95)	24% (80)	6% (20)	6% (18)	5% (16)	329
Fashion: A casual fan	19% (166)	25% (224)	33% (290)	9% (81)	6% (57)	8% (67)	884
Fashion: Not a fan	10% (103)	19% (190)	36% (355)	10% (102)	9% (87)	15% (150)	987

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

**Table HR2\_1:** *If the following actors were in a movie, would you be more or less likely to see that movie?*

Samuel L. Jackson

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	30% (664)	29% (641)	22% (475)	3% (62)	3% (77)	13% (281)	2200
Gender: Male	35% (373)	29% (310)	18% (191)	2% (26)	4% (41)	11% (120)	1062
Gender: Female	26% (291)	29% (331)	25% (284)	3% (36)	3% (36)	14% (161)	1138
Age: 18-29	33% (142)	26% (110)	20% (87)	3% (13)	1% (6)	16% (69)	428
Age: 30-44	33% (191)	32% (189)	23% (134)	3% (16)	2% (13)	7% (43)	585
Age: 45-54	35% (116)	26% (88)	23% (75)	2% (6)	4% (12)	11% (36)	333
Age: 55-64	30% (126)	30% (126)	20% (83)	3% (11)	6% (27)	11% (45)	418
Age: 65+	20% (89)	29% (127)	22% (96)	4% (17)	5% (20)	20% (88)	436
Generation Z: 18-22	27% (41)	28% (44)	18% (28)	3% (4)	2% (4)	22% (33)	154
Millennial: Age 23-38	36% (235)	28% (181)	22% (147)	3% (20)	2% (10)	10% (63)	656
Generation X: Age 39-54	32% (173)	31% (163)	23% (121)	2% (10)	3% (16)	10% (52)	535
Boomers: Age 55-73	27% (202)	30% (226)	21% (156)	3% (24)	6% (44)	14% (102)	754
PID: Dem (no lean)	39% (299)	28% (220)	18% (140)	3% (23)	1% (10)	11% (82)	774
PID: Ind (no lean)	28% (206)	28% (208)	23% (168)	3% (20)	4% (30)	13% (98)	730
PID: Rep (no lean)	23% (160)	31% (213)	24% (166)	3% (20)	5% (36)	15% (101)	696
PID/Gender: Dem Men	45% (150)	30% (99)	12% (40)	3% (9)	1% (4)	9% (31)	333
PID/Gender: Dem Women	34% (149)	27% (121)	23% (100)	3% (14)	1% (6)	12% (51)	441
PID/Gender: Ind Men	32% (121)	27% (101)	21% (80)	3% (11)	5% (19)	12% (46)	378
PID/Gender: Ind Women	24% (84)	30% (107)	25% (89)	2% (9)	3% (11)	15% (52)	352
PID/Gender: Rep Men	29% (102)	31% (110)	20% (71)	2% (6)	5% (18)	12% (44)	351
PID/Gender: Rep Women	17% (58)	30% (103)	28% (95)	4% (14)	5% (18)	17% (57)	345
Ideo: Liberal (1-3)	38% (226)	30% (179)	22% (131)	3% (18)	1% (5)	6% (34)	593
Ideo: Moderate (4)	32% (179)	30% (168)	20% (109)	2% (10)	3% (19)	12% (68)	553
Ideo: Conservative (5-7)	22% (168)	30% (226)	25% (186)	4% (31)	6% (42)	13% (94)	747
Educ: < College	33% (500)	28% (423)	19% (285)	3% (38)	4% (54)	14% (212)	1512
Educ: Bachelors degree	23% (104)	31% (140)	28% (124)	3% (13)	3% (15)	11% (48)	444
Educ: Post-grad	24% (60)	32% (79)	27% (65)	5% (11)	3% (8)	8% (21)	244
Income: Under 50k	33% (410)	27% (335)	19% (238)	3% (34)	4% (45)	15% (193)	1255
Income: 50k-100k	28% (180)	32% (208)	26% (166)	3% (17)	3% (21)	8% (54)	647
Income: 100k+	25% (74)	33% (98)	23% (70)	4% (11)	4% (11)	11% (34)	298
Ethnicity: White	26% (452)	30% (516)	24% (407)	3% (56)	4% (69)	13% (223)	1722

Continued on next page

**Table HR2\_1:** *If the following actors were in a movie, would you be more or less likely to see that movie?*

Samuel L. Jackson

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	30% (664)	29% (641)	22% (475)	3% (62)	3% (77)	13% (281)	2200
Ethnicity: Hispanic	33% (116)	31% (107)	20% (69)	2% (6)	3% (10)	12% (43)	349
Ethnicity: Afr. Am.	55% (152)	28% (76)	8% (21)	1% (2)	— (1)	8% (23)	274
Ethnicity: Other	30% (60)	24% (49)	23% (47)	2% (4)	4% (7)	17% (35)	204
All Christian	27% (263)	30% (290)	23% (229)	3% (33)	4% (41)	13% (124)	982
All Non-Christian	26% (23)	23% (21)	26% (24)	4% (4)	4% (3)	16% (15)	90
Atheist	29% (28)	30% (28)	30% (29)	2% (2)	4% (3)	6% (6)	96
Agnostic/Nothing in particular	34% (349)	29% (301)	19% (193)	2% (24)	3% (29)	13% (136)	1033
Religious Non-Protestant/Catholic	25% (31)	26% (33)	28% (35)	3% (4)	3% (3)	15% (18)	124
Evangelical	32% (204)	27% (176)	20% (131)	3% (19)	5% (33)	12% (79)	642
Non-Evangelical	29% (222)	32% (238)	21% (155)	3% (21)	3% (22)	13% (97)	755
Community: Urban	35% (207)	26% (155)	20% (121)	2% (14)	3% (15)	14% (84)	596
Community: Suburban	28% (280)	31% (308)	24% (235)	3% (27)	4% (36)	11% (111)	997
Community: Rural	29% (177)	29% (178)	20% (119)	4% (21)	4% (26)	14% (86)	607
Employ: Private Sector	31% (206)	34% (225)	22% (145)	3% (17)	2% (14)	8% (56)	663
Employ: Government	25% (34)	26% (35)	22% (30)	2% (3)	5% (7)	19% (25)	134
Employ: Self-Employed	36% (59)	26% (43)	23% (39)	3% (4)	4% (6)	9% (15)	166
Employ: Homemaker	21% (38)	30% (54)	29% (52)	3% (6)	2% (4)	15% (28)	182
Employ: Retired	23% (115)	29% (141)	20% (98)	4% (19)	6% (28)	18% (91)	492
Employ: Unemployed	37% (103)	26% (72)	18% (51)	3% (7)	3% (8)	12% (33)	275
Employ: Other	37% (77)	22% (46)	24% (49)	1% (3)	4% (9)	10% (21)	204
Military HH: Yes	33% (114)	26% (90)	22% (76)	3% (10)	4% (14)	13% (46)	349
Military HH: No	30% (550)	30% (551)	22% (398)	3% (52)	3% (63)	13% (235)	1851
RD/WT: Right Direction	25% (202)	28% (228)	22% (183)	3% (24)	5% (45)	17% (137)	820
RD/WT: Wrong Track	33% (462)	30% (413)	21% (292)	3% (38)	2% (32)	10% (143)	1380
Trump Job Approve	25% (217)	29% (257)	22% (196)	3% (27)	6% (55)	15% (129)	882
Trump Job Disapprove	35% (417)	30% (356)	21% (253)	3% (33)	2% (21)	10% (115)	1195
Trump Job Strongly Approve	25% (121)	26% (123)	22% (105)	3% (14)	8% (36)	16% (76)	477
Trump Job Somewhat Approve	24% (96)	33% (134)	22% (91)	3% (13)	5% (19)	13% (52)	405
Trump Job Somewhat Disapprove	29% (73)	32% (83)	24% (61)	2% (4)	2% (5)	12% (31)	257
Trump Job Strongly Disapprove	37% (343)	29% (272)	21% (193)	3% (29)	2% (16)	9% (84)	937

Continued on next page

**Table HR2\_1:** *If the following actors were in a movie, would you be more or less likely to see that movie?*

Samuel L. Jackson

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	30% (664)	29% (641)	22% (475)	3% (62)	3% (77)	13% (281)	2200
Favorable of Trump	24% (209)	30% (258)	22% (190)	4% (32)	6% (51)	14% (117)	856
Unfavorable of Trump	35% (424)	30% (356)	22% (266)	2% (29)	2% (21)	9% (111)	1206
Very Favorable of Trump	26% (130)	27% (132)	21% (106)	4% (18)	8% (38)	14% (70)	493
Somewhat Favorable of Trump	22% (79)	35% (126)	23% (84)	4% (14)	3% (13)	13% (47)	363
Somewhat Unfavorable of Trump	26% (56)	31% (67)	27% (59)	1% (2)	2% (4)	12% (25)	215
Very Unfavorable of Trump	37% (367)	29% (288)	21% (206)	3% (27)	2% (16)	9% (86)	991
#1 Issue: Economy	33% (182)	33% (181)	20% (109)	2% (9)	2% (14)	11% (60)	555
#1 Issue: Security	27% (123)	23% (105)	23% (103)	4% (18)	8% (35)	15% (70)	455
#1 Issue: Health Care	36% (129)	28% (103)	22% (81)	4% (16)	2% (6)	8% (28)	362
#1 Issue: Medicare / Social Security	30% (101)	28% (93)	20% (67)	2% (7)	2% (8)	18% (61)	336
#1 Issue: Women's Issues	22% (25)	36% (40)	29% (32)	4% (4)	1% (1)	7% (8)	111
#1 Issue: Education	35% (41)	31% (36)	16% (18)	3% (3)	2% (2)	13% (16)	117
#1 Issue: Energy	21% (28)	41% (54)	22% (28)	2% (2)	6% (8)	9% (12)	132
#1 Issue: Other	26% (35)	22% (29)	27% (35)	2% (3)	3% (3)	20% (27)	133
2018 House Vote: Democrat	37% (283)	29% (218)	20% (152)	3% (20)	2% (13)	9% (72)	756
2018 House Vote: Republican	22% (154)	29% (199)	25% (172)	3% (23)	6% (43)	14% (97)	687
2018 House Vote: Someone else	27% (31)	30% (34)	16% (19)	3% (4)	8% (10)	15% (18)	115
2016 Vote: Hillary Clinton	36% (240)	29% (192)	22% (143)	3% (21)	2% (12)	8% (55)	662
2016 Vote: Donald Trump	21% (144)	29% (203)	24% (163)	4% (26)	7% (49)	15% (105)	690
2016 Vote: Other	31% (59)	30% (58)	23% (44)	1% (2)	3% (6)	12% (23)	192
2016 Vote: Didn't Vote	33% (216)	29% (186)	19% (125)	2% (13)	2% (10)	15% (98)	648
Voted in 2014: Yes	30% (406)	30% (398)	22% (290)	3% (37)	4% (59)	11% (153)	1342
Voted in 2014: No	30% (258)	28% (243)	22% (185)	3% (25)	2% (18)	15% (128)	858
2012 Vote: Barack Obama	37% (317)	30% (259)	19% (161)	2% (19)	1% (12)	10% (83)	851
2012 Vote: Mitt Romney	18% (94)	30% (153)	25% (128)	4% (22)	7% (36)	15% (75)	508
2012 Vote: Other	20% (22)	29% (33)	25% (28)	4% (5)	10% (11)	13% (14)	112
2012 Vote: Didn't Vote	32% (229)	27% (196)	22% (158)	2% (17)	2% (18)	15% (108)	726

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**Table HR2\_1:** *If the following actors were in a movie, would you be more or less likely to see that movie?*

Samuel L. Jackson

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	30% (664)	29% (641)	22% (475)	3% (62)	3% (77)	13% (281)	2200
4-Region: Northeast	35% (136)	22% (88)	24% (95)	2% (7)	4% (15)	13% (52)	394
4-Region: Midwest	27% (125)	31% (142)	21% (99)	4% (19)	2% (11)	15% (68)	462
4-Region: South	30% (248)	33% (269)	20% (163)	3% (22)	4% (37)	10% (86)	824
4-Region: West	30% (155)	27% (143)	23% (119)	3% (15)	3% (14)	14% (75)	520
Watch TV: Every day	34% (373)	29% (321)	21% (227)	3% (34)	3% (32)	9% (100)	1088
Watch TV: Several times per week	27% (150)	32% (175)	26% (144)	3% (14)	3% (14)	10% (53)	550
Watch TV: About once per week	29% (38)	35% (46)	22% (28)	3% (4)	4% (5)	8% (11)	132
Watch TV: Several times per month	32% (27)	24% (20)	20% (17)	1% (1)	7% (6)	17% (14)	84
Watch TV: About once per month	24% (12)	26% (14)	14% (7)	11% (5)	10% (5)	15% (8)	52
Watch TV: Less often than once per month	22% (23)	28% (29)	24% (25)	2% (2)	7% (8)	17% (18)	104
Watch TV: Never	21% (40)	20% (38)	14% (26)	2% (3)	4% (7)	40% (77)	191
Watch Movies: Every day	46% (186)	25% (101)	16% (65)	2% (9)	2% (9)	7% (30)	400
Watch Movies: Several times per week	35% (198)	35% (197)	18% (102)	2% (13)	2% (12)	7% (38)	559
Watch Movies: About once per week	23% (81)	32% (113)	29% (101)	5% (18)	2% (7)	8% (29)	350
Watch Movies: Several times per month	29% (73)	32% (81)	25% (63)	4% (9)	4% (9)	7% (17)	252
Watch Movies: About once per month	23% (50)	29% (64)	24% (51)	3% (7)	6% (13)	15% (34)	218
Watch Movies: Less often than once per month	17% (34)	26% (51)	28% (54)	1% (2)	5% (10)	23% (46)	196
Watch Movies: Never	19% (43)	16% (35)	17% (38)	2% (4)	8% (17)	39% (86)	225
Watch Sporting Events: Every day	52% (89)	24% (41)	10% (17)	1% (2)	4% (7)	7% (13)	169
Watch Sporting Events: Several times per week	31% (124)	30% (121)	24% (94)	3% (13)	5% (19)	7% (27)	397
Watch Sporting Events: About once per week	33% (99)	33% (100)	20% (60)	3% (8)	3% (8)	9% (27)	301
Watch Sporting Events: Several times per month	35% (54)	30% (47)	22% (35)	4% (6)	2% (3)	7% (11)	156
Watch Sporting Events: About once per month	28% (36)	33% (44)	25% (32)	3% (4)	2% (2)	9% (12)	131
Watch Sporting Events: Less often than once per month	28% (74)	36% (95)	21% (56)	2% (5)	3% (9)	11% (28)	267
Watch Sporting Events: Never	24% (189)	25% (194)	23% (180)	3% (24)	4% (29)	21% (164)	779
Cable TV: Currently subscribe	31% (312)	30% (304)	21% (214)	2% (22)	4% (36)	11% (113)	1001
Cable TV: Subscribed in past	30% (231)	32% (242)	23% (173)	3% (23)	3% (23)	9% (67)	759
Cable TV: Never subscribed	27% (121)	22% (95)	20% (87)	4% (18)	4% (18)	23% (101)	440

Continued on next page

**Table HR2\_1:** *If the following actors were in a movie, would you be more or less likely to see that movie?*

Samuel L. Jackson

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	30% (664)	29% (641)	22% (475)	3% (62)	3% (77)	13% (281)	2200
Satellite TV: Currently subscribe	32% (151)	31% (148)	20% (97)	4% (17)	4% (18)	9% (44)	476
Satellite TV: Subscribed in past	32% (186)	30% (175)	23% (134)	3% (15)	3% (15)	9% (54)	579
Satellite TV: Never subscribed	29% (328)	28% (318)	21% (243)	3% (30)	4% (44)	16% (182)	1145
Streaming Services: Currently subscribe	33% (449)	32% (437)	22% (295)	3% (36)	2% (33)	7% (96)	1345
Streaming Services: Subscribed in past	34% (64)	29% (55)	20% (37)	4% (7)	3% (6)	10% (18)	187
Streaming Services: Never subscribed	23% (151)	22% (150)	21% (142)	3% (19)	6% (38)	25% (167)	667
Film: An avid fan	44% (353)	29% (234)	17% (137)	3% (26)	2% (16)	5% (38)	804
Film: A casual fan	25% (286)	31% (360)	25% (289)	3% (31)	3% (36)	13% (148)	1150
Film: Not a fan	10% (26)	19% (48)	20% (48)	2% (5)	10% (26)	38% (94)	247
Television: An avid fan	37% (390)	27% (285)	21% (223)	3% (31)	3% (37)	9% (93)	1058
Television: A casual fan	25% (252)	33% (328)	22% (222)	3% (30)	3% (33)	13% (130)	995
Television: Not a fan	15% (22)	19% (28)	20% (30)	1% (1)	5% (8)	40% (58)	147
Music: An avid fan	36% (398)	30% (335)	19% (211)	2% (25)	3% (36)	10% (106)	1111
Music: A casual fan	26% (255)	30% (290)	25% (244)	4% (34)	3% (29)	13% (126)	978
Music: Not a fan	10% (11)	14% (16)	18% (20)	3% (3)	11% (12)	44% (49)	112
Fashion: An avid fan	46% (151)	28% (91)	14% (48)	2% (7)	3% (9)	7% (23)	329
Fashion: A casual fan	30% (269)	31% (276)	23% (201)	3% (24)	3% (25)	10% (89)	884
Fashion: Not a fan	25% (244)	28% (274)	23% (226)	3% (31)	4% (42)	17% (169)	987

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

**Table HR2\_2:** *If the following actors were in a movie, would you be more or less likely to see that movie?*

Kevin Hart

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	23% (505)	22% (481)	26% (561)	7% (146)	6% (123)	17% (383)	2200
Gender: Male	23% (243)	23% (249)	26% (273)	6% (62)	6% (59)	17% (176)	1062
Gender: Female	23% (262)	20% (233)	25% (288)	7% (84)	6% (64)	18% (207)	1138
Age: 18-29	33% (141)	22% (95)	20% (87)	6% (27)	5% (22)	13% (55)	428
Age: 30-44	28% (161)	27% (160)	23% (135)	8% (47)	4% (26)	9% (56)	585
Age: 45-54	26% (87)	22% (74)	25% (84)	6% (19)	6% (21)	14% (48)	333
Age: 55-64	16% (68)	20% (85)	31% (131)	5% (22)	8% (32)	19% (80)	418
Age: 65+	11% (47)	16% (68)	28% (124)	7% (30)	5% (22)	33% (144)	436
Generation Z: 18-22	33% (50)	21% (32)	19% (30)	6% (8)	6% (9)	16% (25)	154
Millennial: Age 23-38	32% (213)	25% (167)	21% (137)	8% (51)	4% (26)	10% (63)	656
Generation X: Age 39-54	24% (126)	24% (130)	26% (139)	6% (34)	7% (35)	13% (70)	535
Boomers: Age 55-73	14% (107)	19% (144)	31% (231)	6% (46)	7% (52)	23% (176)	754
PID: Dem (no lean)	27% (209)	23% (175)	23% (176)	7% (54)	5% (42)	15% (117)	774
PID: Ind (no lean)	20% (142)	22% (160)	26% (192)	8% (55)	7% (51)	18% (129)	730
PID: Rep (no lean)	22% (154)	21% (146)	28% (193)	5% (37)	4% (30)	20% (136)	696
PID/Gender: Dem Men	29% (95)	25% (84)	19% (64)	6% (20)	6% (19)	15% (51)	333
PID/Gender: Dem Women	26% (114)	21% (92)	25% (112)	8% (34)	5% (23)	15% (66)	441
PID/Gender: Ind Men	18% (69)	22% (85)	28% (106)	7% (25)	7% (26)	18% (66)	378
PID/Gender: Ind Women	21% (73)	21% (76)	24% (86)	9% (30)	7% (25)	18% (63)	352
PID/Gender: Rep Men	22% (79)	23% (81)	29% (103)	5% (17)	4% (14)	17% (58)	351
PID/Gender: Rep Women	22% (75)	19% (65)	26% (90)	6% (20)	5% (16)	23% (78)	345
Ideo: Liberal (1-3)	23% (138)	24% (142)	28% (167)	8% (50)	5% (29)	11% (66)	593
Ideo: Moderate (4)	23% (127)	23% (129)	25% (139)	7% (41)	5% (29)	16% (87)	553
Ideo: Conservative (5-7)	18% (131)	22% (164)	28% (213)	6% (45)	7% (50)	19% (145)	747
Educ: < College	27% (403)	22% (327)	22% (337)	5% (80)	6% (84)	19% (282)	1512
Educ: Bachelors degree	14% (63)	23% (102)	34% (149)	9% (41)	5% (24)	15% (65)	444
Educ: Post-grad	16% (39)	22% (53)	31% (76)	10% (24)	7% (16)	14% (35)	244
Income: Under 50k	26% (331)	20% (249)	21% (268)	6% (72)	6% (79)	20% (256)	1255
Income: 50k-100k	19% (125)	25% (161)	32% (204)	7% (48)	4% (29)	13% (81)	647
Income: 100k+	16% (49)	24% (72)	30% (89)	9% (26)	5% (15)	15% (45)	298
Ethnicity: White	20% (337)	21% (366)	28% (478)	7% (125)	5% (89)	19% (328)	1722

Continued on next page

**Table HR2\_2:** *If the following actors were in a movie, would you be more or less likely to see that movie?*

Kevin Hart

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	23% (505)	22% (481)	26% (561)	7% (146)	6% (123)	17% (383)	2200
Ethnicity: Hispanic	28% (100)	23% (82)	23% (79)	5% (16)	5% (17)	16% (56)	349
Ethnicity: Afr. Am.	43% (119)	28% (76)	12% (32)	4% (10)	8% (22)	5% (15)	274
Ethnicity: Other	24% (49)	20% (40)	25% (51)	6% (11)	6% (12)	20% (40)	204
All Christian	19% (190)	24% (232)	27% (262)	6% (64)	5% (47)	19% (188)	982
All Non-Christian	18% (16)	13% (11)	22% (20)	13% (11)	10% (9)	25% (22)	90
Atheist	19% (18)	18% (17)	38% (37)	10% (10)	4% (4)	11% (11)	96
Agnostic/Nothing in particular	27% (281)	21% (221)	24% (243)	6% (62)	6% (64)	16% (162)	1033
Religious Non-Protestant/Catholic	21% (25)	12% (15)	23% (29)	13% (16)	7% (9)	25% (30)	124
Evangelical	23% (148)	24% (153)	24% (155)	5% (29)	6% (39)	18% (118)	642
Non-Evangelical	24% (180)	23% (175)	24% (183)	7% (55)	5% (38)	17% (125)	755
Community: Urban	28% (164)	19% (112)	26% (152)	6% (34)	6% (34)	17% (100)	596
Community: Suburban	21% (205)	24% (236)	27% (273)	7% (68)	6% (64)	15% (152)	997
Community: Rural	23% (137)	22% (133)	22% (136)	7% (44)	4% (26)	22% (131)	607
Employ: Private Sector	23% (153)	25% (166)	28% (189)	8% (50)	5% (33)	11% (72)	663
Employ: Government	30% (41)	20% (27)	24% (32)	8% (11)	4% (6)	13% (18)	134
Employ: Self-Employed	29% (47)	22% (36)	26% (43)	6% (9)	5% (8)	13% (21)	166
Employ: Homemaker	23% (42)	23% (42)	27% (49)	8% (15)	4% (7)	15% (27)	182
Employ: Retired	13% (64)	19% (93)	25% (123)	6% (31)	6% (30)	31% (152)	492
Employ: Unemployed	24% (67)	20% (54)	26% (72)	5% (14)	8% (22)	17% (47)	275
Employ: Other	28% (57)	20% (41)	21% (44)	5% (10)	8% (16)	18% (37)	204
Military HH: Yes	19% (68)	20% (71)	25% (88)	6% (22)	6% (21)	23% (80)	349
Military HH: No	24% (437)	22% (411)	26% (474)	7% (124)	6% (102)	16% (303)	1851
RD/WT: Right Direction	21% (173)	22% (182)	24% (199)	5% (45)	6% (47)	21% (173)	820
RD/WT: Wrong Track	24% (333)	22% (299)	26% (362)	7% (101)	6% (76)	15% (210)	1380
Trump Job Approve	21% (184)	22% (190)	26% (233)	5% (44)	6% (51)	20% (179)	882
Trump Job Disapprove	24% (285)	23% (270)	26% (308)	8% (95)	5% (66)	14% (171)	1195
Trump Job Strongly Approve	21% (102)	18% (86)	27% (127)	4% (21)	6% (26)	24% (114)	477
Trump Job Somewhat Approve	20% (82)	26% (104)	26% (106)	6% (23)	6% (24)	16% (65)	405
Trump Job Somewhat Disapprove	23% (60)	25% (65)	27% (71)	6% (16)	3% (7)	15% (39)	257
Trump Job Strongly Disapprove	24% (225)	22% (205)	25% (238)	8% (79)	6% (59)	14% (132)	937

Continued on next page

**Table HR2\_2:** *If the following actors were in a movie, would you be more or less likely to see that movie?*

Kevin Hart

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	23% (505)	22% (481)	26% (561)	7% (146)	6% (123)	17% (383)	2200
Favorable of Trump	21% (176)	23% (197)	27% (227)	5% (47)	6% (47)	19% (161)	856
Unfavorable of Trump	25% (297)	22% (264)	26% (312)	8% (92)	6% (70)	14% (171)	1206
Very Favorable of Trump	23% (111)	18% (88)	27% (133)	4% (19)	7% (33)	22% (110)	493
Somewhat Favorable of Trump	18% (65)	30% (110)	26% (95)	8% (27)	4% (15)	14% (52)	363
Somewhat Unfavorable of Trump	24% (51)	19% (41)	30% (65)	5% (12)	4% (9)	17% (38)	215
Very Unfavorable of Trump	25% (246)	23% (223)	25% (248)	8% (80)	6% (61)	13% (133)	991
#1 Issue: Economy	26% (147)	25% (140)	24% (131)	6% (31)	4% (24)	15% (83)	555
#1 Issue: Security	20% (91)	19% (88)	28% (128)	6% (25)	7% (30)	20% (93)	455
#1 Issue: Health Care	22% (81)	22% (81)	29% (106)	7% (25)	6% (22)	13% (46)	362
#1 Issue: Medicare / Social Security	20% (67)	20% (69)	21% (72)	7% (23)	6% (19)	26% (87)	336
#1 Issue: Women's Issues	27% (30)	27% (30)	27% (29)	8% (9)	3% (4)	7% (8)	111
#1 Issue: Education	28% (33)	23% (27)	20% (23)	10% (12)	4% (5)	15% (18)	117
#1 Issue: Energy	18% (24)	21% (28)	29% (38)	10% (13)	6% (8)	16% (21)	132
#1 Issue: Other	24% (32)	15% (19)	25% (33)	7% (9)	9% (12)	21% (28)	133
2018 House Vote: Democrat	24% (180)	23% (171)	26% (199)	7% (56)	5% (40)	15% (111)	756
2018 House Vote: Republican	17% (120)	21% (144)	30% (207)	7% (47)	5% (36)	19% (133)	687
2018 House Vote: Someone else	11% (12)	25% (29)	20% (23)	6% (7)	13% (15)	25% (29)	115
2016 Vote: Hillary Clinton	24% (157)	23% (153)	27% (181)	7% (49)	5% (34)	13% (88)	662
2016 Vote: Donald Trump	16% (112)	22% (150)	30% (207)	5% (38)	6% (40)	21% (144)	690
2016 Vote: Other	13% (26)	22% (42)	24% (46)	12% (22)	8% (16)	21% (41)	192
2016 Vote: Didn't Vote	32% (207)	21% (135)	20% (128)	6% (37)	5% (32)	17% (110)	648
Voted in 2014: Yes	19% (260)	23% (306)	28% (376)	7% (97)	6% (76)	17% (228)	1342
Voted in 2014: No	29% (245)	20% (175)	22% (186)	6% (49)	5% (47)	18% (155)	858
2012 Vote: Barack Obama	25% (211)	24% (204)	26% (218)	6% (55)	4% (36)	15% (127)	851
2012 Vote: Mitt Romney	13% (64)	21% (107)	32% (165)	8% (39)	6% (33)	20% (100)	508
2012 Vote: Other	10% (11)	18% (21)	30% (34)	7% (8)	13% (15)	22% (24)	112
2012 Vote: Didn't Vote	30% (219)	20% (148)	20% (145)	6% (44)	5% (40)	18% (131)	726

Continued on next page

**Table HR2\_2:** *If the following actors were in a movie, would you be more or less likely to see that movie?*

Kevin Hart

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	23% (505)	22% (481)	26% (561)	7% (146)	6% (123)	17% (383)	2200
4-Region: Northeast	26% (102)	19% (75)	26% (104)	6% (23)	6% (25)	16% (65)	394
4-Region: Midwest	23% (104)	21% (95)	26% (121)	9% (40)	6% (28)	16% (74)	462
4-Region: South	23% (187)	26% (213)	24% (200)	6% (50)	6% (46)	16% (129)	824
4-Region: West	22% (112)	19% (99)	26% (136)	6% (33)	5% (25)	22% (115)	520
Watch TV: Every day	27% (294)	22% (240)	25% (275)	6% (69)	5% (54)	14% (155)	1088
Watch TV: Several times per week	20% (110)	23% (125)	32% (175)	6% (33)	6% (33)	13% (73)	550
Watch TV: About once per week	20% (26)	24% (32)	26% (35)	8% (11)	6% (7)	16% (21)	132
Watch TV: Several times per month	20% (17)	26% (22)	17% (14)	8% (7)	12% (10)	16% (13)	84
Watch TV: About once per month	22% (11)	14% (7)	38% (19)	10% (5)	1% (0)	15% (8)	52
Watch TV: Less often than once per month	15% (15)	31% (32)	15% (16)	6% (7)	3% (3)	30% (32)	104
Watch TV: Never	17% (32)	12% (22)	14% (27)	7% (13)	8% (15)	43% (82)	191
Watch Movies: Every day	41% (163)	21% (84)	17% (68)	6% (24)	5% (20)	11% (42)	400
Watch Movies: Several times per week	25% (140)	25% (139)	29% (163)	5% (27)	4% (25)	12% (66)	559
Watch Movies: About once per week	21% (74)	25% (88)	28% (98)	9% (31)	4% (14)	13% (45)	350
Watch Movies: Several times per month	19% (47)	25% (63)	28% (69)	11% (27)	6% (15)	12% (29)	252
Watch Movies: About once per month	15% (32)	20% (44)	31% (68)	7% (15)	7% (16)	20% (44)	218
Watch Movies: Less often than once per month	11% (22)	20% (38)	27% (53)	4% (8)	5% (9)	33% (65)	196
Watch Movies: Never	12% (27)	11% (25)	19% (42)	6% (14)	11% (24)	41% (92)	225
Watch Sporting Events: Every day	40% (68)	21% (36)	16% (27)	5% (8)	8% (13)	11% (18)	169
Watch Sporting Events: Several times per week	22% (87)	24% (96)	32% (126)	8% (30)	5% (20)	10% (39)	397
Watch Sporting Events: About once per week	30% (90)	24% (71)	22% (66)	6% (17)	6% (19)	13% (38)	301
Watch Sporting Events: Several times per month	27% (42)	27% (42)	24% (38)	9% (14)	7% (10)	7% (11)	156
Watch Sporting Events: About once per month	19% (25)	25% (33)	27% (36)	7% (9)	5% (6)	17% (22)	131
Watch Sporting Events: Less often than once per month	21% (56)	24% (64)	27% (72)	7% (18)	5% (12)	17% (45)	267
Watch Sporting Events: Never	18% (138)	18% (140)	25% (198)	6% (50)	5% (43)	27% (211)	779
Cable TV: Currently subscribe	24% (238)	24% (239)	25% (249)	7% (67)	6% (59)	15% (150)	1001
Cable TV: Subscribed in past	23% (171)	22% (167)	29% (220)	7% (53)	5% (41)	14% (107)	759
Cable TV: Never subscribed	22% (96)	17% (76)	21% (92)	6% (26)	5% (24)	29% (126)	440

Continued on next page

**Table HR2\_2:** *If the following actors were in a movie, would you be more or less likely to see that movie?*

Kevin Hart

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	23% (505)	22% (481)	26% (561)	7% (146)	6% (123)	17% (383)	2200
Satellite TV: Currently subscribe	27% (129)	23% (108)	25% (118)	6% (29)	4% (19)	15% (72)	476
Satellite TV: Subscribed in past	24% (138)	22% (127)	28% (165)	5% (31)	6% (35)	14% (84)	579
Satellite TV: Never subscribed	21% (238)	22% (246)	24% (279)	7% (86)	6% (70)	20% (227)	1145
Streaming Services: Currently subscribe	25% (342)	25% (333)	27% (368)	7% (99)	5% (62)	11% (143)	1345
Streaming Services: Subscribed in past	29% (54)	24% (45)	24% (44)	4% (8)	4% (8)	16% (29)	187
Streaming Services: Never subscribed	16% (110)	16% (104)	22% (149)	6% (40)	8% (54)	32% (211)	667
Film: An avid fan	32% (257)	23% (184)	25% (197)	7% (53)	6% (47)	8% (65)	804
Film: A casual fan	19% (222)	23% (263)	27% (315)	7% (84)	4% (51)	19% (213)	1150
Film: Not a fan	11% (26)	14% (34)	20% (49)	4% (9)	10% (25)	42% (104)	247
Television: An avid fan	28% (301)	23% (240)	25% (260)	6% (68)	5% (56)	13% (133)	1058
Television: A casual fan	19% (187)	22% (219)	28% (277)	7% (71)	6% (58)	18% (183)	995
Television: Not a fan	12% (18)	15% (22)	17% (24)	5% (8)	6% (9)	45% (67)	147
Music: An avid fan	31% (347)	23% (253)	23% (253)	5% (60)	6% (64)	12% (134)	1111
Music: A casual fan	16% (152)	22% (217)	29% (285)	8% (82)	5% (49)	20% (192)	978
Music: Not a fan	6% (6)	10% (12)	21% (23)	3% (4)	9% (10)	51% (56)	112
Fashion: An avid fan	41% (136)	23% (76)	15% (50)	6% (21)	5% (15)	9% (31)	329
Fashion: A casual fan	24% (212)	24% (214)	26% (232)	6% (55)	6% (49)	14% (123)	884
Fashion: Not a fan	16% (158)	19% (191)	28% (280)	7% (69)	6% (59)	23% (229)	987

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

**Table HR2\_3:** *If the following actors were in a movie, would you be more or less likely to see that movie?*

Michael B. Jordan

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	13% (288)	14% (317)	33% (716)	5% (111)	5% (103)	30% (665)	2200
Gender: Male	14% (152)	14% (153)	31% (329)	5% (56)	5% (50)	30% (322)	1062
Gender: Female	12% (136)	14% (164)	34% (387)	5% (55)	5% (53)	30% (343)	1138
Age: 18-29	22% (96)	15% (65)	28% (120)	4% (18)	5% (20)	25% (108)	428
Age: 30-44	17% (101)	18% (107)	32% (187)	5% (28)	3% (15)	25% (146)	585
Age: 45-54	12% (40)	16% (54)	33% (111)	4% (14)	6% (19)	29% (95)	333
Age: 55-64	7% (28)	13% (54)	36% (149)	5% (23)	5% (22)	34% (143)	418
Age: 65+	5% (23)	9% (38)	34% (149)	6% (28)	6% (26)	40% (173)	436
Generation Z: 18-22	26% (40)	13% (20)	19% (30)	6% (10)	6% (9)	30% (46)	154
Millennial: Age 23-38	19% (127)	18% (121)	31% (206)	4% (29)	3% (17)	24% (156)	656
Generation X: Age 39-54	13% (69)	16% (85)	34% (183)	4% (21)	5% (28)	28% (148)	535
Boomers: Age 55-73	6% (44)	11% (85)	36% (269)	6% (45)	5% (39)	36% (271)	754
PID: Dem (no lean)	19% (147)	18% (138)	32% (248)	4% (34)	3% (25)	23% (182)	774
PID: Ind (no lean)	13% (92)	11% (83)	34% (246)	6% (41)	5% (37)	32% (232)	730
PID: Rep (no lean)	7% (49)	14% (96)	32% (222)	5% (36)	6% (41)	36% (252)	696
PID/Gender: Dem Men	21% (71)	19% (63)	26% (87)	6% (21)	4% (14)	23% (77)	333
PID/Gender: Dem Women	17% (77)	17% (75)	36% (160)	3% (13)	3% (11)	24% (105)	441
PID/Gender: Ind Men	14% (53)	13% (50)	32% (122)	6% (21)	5% (17)	30% (114)	378
PID/Gender: Ind Women	11% (38)	9% (33)	35% (124)	6% (19)	5% (19)	33% (118)	352
PID/Gender: Rep Men	8% (28)	12% (41)	34% (119)	4% (13)	5% (18)	37% (131)	351
PID/Gender: Rep Women	6% (21)	16% (55)	30% (103)	7% (23)	7% (23)	35% (120)	345
Ideo: Liberal (1-3)	19% (115)	19% (110)	35% (205)	4% (26)	2% (14)	20% (121)	593
Ideo: Moderate (4)	13% (69)	17% (95)	33% (180)	7% (39)	4% (21)	27% (148)	553
Ideo: Conservative (5-7)	7% (55)	12% (89)	35% (262)	5% (36)	7% (54)	34% (252)	747
Educ: < College	14% (211)	14% (211)	29% (443)	5% (78)	5% (78)	33% (492)	1512
Educ: Bachelors degree	12% (54)	14% (62)	39% (173)	4% (19)	4% (17)	27% (118)	444
Educ: Post-grad	9% (23)	18% (44)	41% (99)	6% (14)	3% (8)	23% (56)	244
Income: Under 50k	14% (180)	13% (167)	30% (371)	6% (70)	5% (68)	32% (399)	1255
Income: 50k-100k	12% (78)	16% (102)	36% (233)	4% (27)	4% (23)	29% (185)	647
Income: 100k+	10% (30)	16% (48)	38% (112)	5% (14)	4% (12)	27% (82)	298
Ethnicity: White	8% (135)	13% (223)	35% (604)	5% (89)	5% (85)	34% (585)	1722

Continued on next page



**Table HR2\_3:** *If the following actors were in a movie, would you be more or less likely to see that movie?*

Michael B. Jordan

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	13% (288)	14% (317)	33% (716)	5% (111)	5% (103)	30% (665)	2200
Ethnicity: Hispanic	22% (78)	18% (63)	23% (81)	4% (15)	4% (13)	28% (99)	349
Ethnicity: Afr. Am.	40% (110)	23% (63)	17% (48)	4% (10)	3% (7)	13% (36)	274
Ethnicity: Other	21% (43)	15% (31)	31% (64)	6% (11)	5% (11)	22% (44)	204
All Christian	10% (99)	15% (147)	34% (331)	6% (56)	5% (53)	30% (296)	982
All Non-Christian	12% (10)	9% (8)	33% (29)	8% (7)	6% (5)	34% (30)	90
Atheist	10% (10)	21% (20)	37% (35)	3% (3)	5% (4)	24% (23)	96
Agnostic/Nothing in particular	16% (168)	14% (142)	31% (321)	4% (45)	4% (41)	31% (316)	1033
Religious Non-Protestant/Catholic	10% (13)	13% (16)	34% (42)	7% (8)	5% (6)	31% (39)	124
Evangelical	15% (97)	14% (93)	33% (210)	4% (24)	6% (36)	28% (182)	642
Non-Evangelical	11% (85)	15% (114)	31% (233)	7% (52)	4% (31)	32% (238)	755
Community: Urban	19% (116)	16% (96)	29% (171)	4% (24)	4% (22)	28% (168)	596
Community: Suburban	11% (106)	15% (153)	34% (342)	6% (60)	5% (47)	29% (289)	997
Community: Rural	11% (66)	11% (68)	34% (204)	5% (27)	6% (34)	34% (208)	607
Employ: Private Sector	13% (86)	17% (113)	38% (254)	4% (24)	3% (20)	25% (166)	663
Employ: Government	14% (19)	16% (21)	33% (44)	4% (6)	7% (10)	26% (34)	134
Employ: Self-Employed	20% (34)	7% (12)	34% (57)	8% (13)	3% (5)	27% (45)	166
Employ: Homemaker	6% (11)	18% (34)	32% (59)	6% (12)	5% (10)	31% (57)	182
Employ: Retired	5% (25)	11% (56)	33% (162)	6% (27)	7% (33)	39% (189)	492
Employ: Unemployed	18% (50)	13% (36)	27% (75)	6% (17)	5% (13)	31% (86)	275
Employ: Other	17% (35)	15% (31)	24% (50)	4% (8)	6% (12)	34% (69)	204
Military HH: Yes	12% (41)	11% (37)	29% (103)	6% (21)	6% (22)	36% (126)	349
Military HH: No	13% (247)	15% (280)	33% (613)	5% (90)	4% (81)	29% (539)	1851
RD/WT: Right Direction	9% (75)	13% (109)	29% (240)	4% (36)	8% (63)	36% (298)	820
RD/WT: Wrong Track	15% (213)	15% (208)	34% (476)	5% (75)	3% (41)	27% (368)	1380
Trump Job Approve	8% (72)	12% (109)	31% (269)	5% (43)	7% (64)	37% (324)	882
Trump Job Disapprove	16% (196)	16% (191)	35% (420)	5% (61)	3% (32)	25% (294)	1195
Trump Job Strongly Approve	9% (43)	12% (55)	29% (139)	4% (20)	8% (38)	38% (180)	477
Trump Job Somewhat Approve	7% (29)	13% (53)	32% (130)	6% (23)	6% (26)	36% (144)	405
Trump Job Somewhat Disapprove	14% (36)	16% (42)	39% (101)	4% (9)	2% (5)	25% (64)	257
Trump Job Strongly Disapprove	17% (161)	16% (149)	34% (319)	6% (52)	3% (27)	25% (230)	937

Continued on next page

**Table HR2\_3:** *If the following actors were in a movie, would you be more or less likely to see that movie?*

Michael B. Jordan

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	13% (288)	14% (317)	33% (716)	5% (111)	5% (103)	30% (665)	2200
Favorable of Trump	8% (70)	13% (109)	31% (263)	5% (43)	7% (60)	36% (310)	856
Unfavorable of Trump	16% (195)	16% (191)	35% (428)	5% (64)	3% (36)	24% (292)	1206
Very Favorable of Trump	9% (42)	11% (54)	30% (148)	5% (24)	8% (39)	38% (186)	493
Somewhat Favorable of Trump	8% (28)	15% (55)	32% (115)	5% (19)	6% (21)	34% (124)	363
Somewhat Unfavorable of Trump	16% (35)	11% (24)	41% (87)	4% (8)	3% (6)	26% (55)	215
Very Unfavorable of Trump	16% (160)	17% (168)	34% (341)	6% (56)	3% (30)	24% (237)	991
#1 Issue: Economy	17% (92)	15% (82)	33% (184)	6% (31)	2% (13)	28% (153)	555
#1 Issue: Security	9% (42)	14% (63)	29% (134)	5% (22)	8% (37)	35% (157)	455
#1 Issue: Health Care	17% (62)	14% (49)	38% (136)	5% (17)	4% (13)	23% (84)	362
#1 Issue: Medicare / Social Security	8% (26)	12% (40)	30% (100)	4% (13)	6% (20)	41% (137)	336
#1 Issue: Women's Issues	16% (18)	13% (15)	38% (42)	3% (4)	5% (5)	24% (27)	111
#1 Issue: Education	21% (25)	14% (16)	37% (43)	7% (9)	4% (5)	16% (18)	117
#1 Issue: Energy	12% (16)	23% (31)	27% (35)	7% (9)	6% (7)	26% (34)	132
#1 Issue: Other	5% (7)	16% (21)	31% (41)	5% (6)	2% (2)	41% (55)	133
2018 House Vote: Democrat	17% (129)	18% (138)	33% (253)	6% (42)	3% (21)	23% (173)	756
2018 House Vote: Republican	7% (51)	12% (84)	34% (231)	5% (31)	6% (43)	36% (247)	687
2018 House Vote: Someone else	10% (12)	15% (17)	30% (35)	5% (5)	7% (8)	33% (38)	115
2016 Vote: Hillary Clinton	17% (112)	18% (122)	35% (230)	5% (34)	3% (21)	21% (142)	662
2016 Vote: Donald Trump	6% (40)	12% (81)	34% (238)	6% (39)	7% (50)	35% (243)	690
2016 Vote: Other	10% (19)	14% (26)	36% (69)	5% (10)	3% (6)	33% (63)	192
2016 Vote: Didn't Vote	18% (116)	13% (83)	27% (178)	4% (27)	4% (27)	34% (218)	648
Voted in 2014: Yes	11% (153)	15% (205)	35% (464)	5% (66)	5% (65)	29% (389)	1342
Voted in 2014: No	16% (135)	13% (112)	29% (252)	5% (45)	4% (38)	32% (276)	858
2012 Vote: Barack Obama	16% (137)	18% (153)	35% (293)	4% (37)	3% (28)	24% (201)	851
2012 Vote: Mitt Romney	4% (23)	12% (63)	34% (171)	6% (32)	7% (34)	36% (184)	508
2012 Vote: Other	5% (6)	7% (8)	38% (43)	6% (7)	8% (10)	35% (40)	112
2012 Vote: Didn't Vote	17% (122)	13% (92)	28% (207)	5% (35)	4% (31)	33% (239)	726

Continued on next page

**Table HR2\_3:** *If the following actors were in a movie, would you be more or less likely to see that movie?*

Michael B. Jordan

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	13% (288)	14% (317)	33% (716)	5% (111)	5% (103)	30% (665)	2200
4-Region: Northeast	18% (73)	13% (51)	29% (113)	5% (20)	4% (16)	31% (120)	394
4-Region: Midwest	10% (48)	13% (58)	35% (163)	5% (22)	4% (19)	33% (152)	462
4-Region: South	13% (105)	14% (119)	33% (275)	6% (53)	6% (49)	27% (224)	824
4-Region: West	12% (62)	17% (89)	32% (165)	3% (16)	4% (19)	33% (169)	520
Watch TV: Every day	16% (169)	16% (176)	32% (353)	4% (48)	5% (49)	27% (293)	1088
Watch TV: Several times per week	12% (64)	14% (75)	40% (219)	5% (27)	3% (15)	27% (148)	550
Watch TV: About once per week	9% (12)	14% (18)	38% (50)	4% (6)	7% (9)	28% (36)	132
Watch TV: Several times per month	24% (20)	14% (12)	21% (17)	7% (6)	4% (3)	31% (26)	84
Watch TV: About once per month	10% (5)	14% (7)	26% (14)	8% (4)	12% (6)	29% (15)	52
Watch TV: Less often than once per month	3% (3)	10% (10)	30% (32)	8% (9)	6% (6)	42% (44)	104
Watch TV: Never	7% (14)	9% (18)	17% (31)	6% (11)	7% (14)	54% (103)	191
Watch Movies: Every day	25% (99)	17% (70)	25% (102)	4% (15)	6% (25)	22% (89)	400
Watch Movies: Several times per week	18% (99)	14% (80)	35% (194)	6% (36)	3% (19)	24% (132)	559
Watch Movies: About once per week	7% (25)	17% (61)	41% (144)	5% (17)	4% (13)	26% (91)	350
Watch Movies: Several times per month	8% (21)	18% (45)	38% (95)	6% (15)	5% (13)	25% (62)	252
Watch Movies: About once per month	10% (23)	12% (27)	33% (71)	4% (9)	4% (10)	36% (79)	218
Watch Movies: Less often than once per month	4% (9)	6% (12)	32% (63)	3% (5)	4% (8)	50% (99)	196
Watch Movies: Never	5% (12)	10% (22)	21% (46)	6% (14)	7% (16)	51% (114)	225
Watch Sporting Events: Every day	37% (63)	17% (29)	17% (29)	7% (11)	5% (8)	17% (29)	169
Watch Sporting Events: Several times per week	14% (55)	14% (56)	39% (155)	5% (21)	4% (17)	23% (92)	397
Watch Sporting Events: About once per week	14% (41)	17% (51)	34% (103)	4% (12)	2% (7)	29% (86)	301
Watch Sporting Events: Several times per month	15% (23)	21% (33)	37% (58)	4% (6)	4% (6)	19% (30)	156
Watch Sporting Events: About once per month	8% (10)	18% (24)	33% (43)	6% (8)	7% (9)	28% (36)	131
Watch Sporting Events: Less often than once per month	10% (27)	14% (37)	35% (93)	7% (18)	5% (13)	29% (78)	267
Watch Sporting Events: Never	9% (68)	11% (88)	30% (235)	4% (33)	5% (43)	40% (313)	779
Cable TV: Currently subscribe	15% (152)	15% (155)	32% (317)	5% (47)	5% (50)	28% (279)	1001
Cable TV: Subscribed in past	12% (92)	14% (104)	36% (275)	5% (40)	4% (30)	29% (218)	759
Cable TV: Never subscribed	10% (43)	13% (59)	28% (124)	5% (24)	5% (23)	38% (167)	440

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**Table HR2\_3:** *If the following actors were in a movie, would you be more or less likely to see that movie?*

Michael B. Jordan

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	13% (288)	14% (317)	33% (716)	5% (111)	5% (103)	30% (665)	2200
Satellite TV: Currently subscribe	17% (79)	15% (72)	30% (144)	6% (31)	5% (25)	26% (125)	476
Satellite TV: Subscribed in past	13% (77)	15% (86)	39% (224)	2% (14)	4% (23)	27% (155)	579
Satellite TV: Never subscribed	11% (131)	14% (159)	30% (348)	6% (66)	5% (55)	34% (385)	1145
Streaming Services: Currently subscribe	15% (197)	16% (221)	36% (482)	4% (58)	3% (47)	25% (340)	1345
Streaming Services: Subscribed in past	16% (29)	16% (31)	30% (56)	8% (14)	7% (12)	24% (45)	187
Streaming Services: Never subscribed	9% (61)	10% (65)	27% (178)	6% (39)	7% (44)	42% (280)	667
Film: An avid fan	22% (173)	19% (152)	32% (260)	6% (47)	3% (27)	18% (145)	804
Film: A casual fan	9% (102)	13% (152)	35% (397)	5% (53)	5% (55)	34% (391)	1150
Film: Not a fan	5% (12)	5% (13)	24% (59)	4% (11)	9% (22)	53% (130)	247
Television: An avid fan	17% (176)	17% (177)	33% (344)	5% (48)	4% (41)	26% (272)	1058
Television: A casual fan	10% (103)	13% (128)	34% (340)	6% (56)	5% (48)	32% (320)	995
Television: Not a fan	6% (9)	8% (12)	22% (32)	5% (7)	9% (13)	50% (74)	147
Music: An avid fan	18% (204)	17% (192)	31% (341)	5% (52)	4% (47)	25% (275)	1111
Music: A casual fan	8% (78)	12% (119)	36% (352)	5% (52)	5% (45)	34% (331)	978
Music: Not a fan	5% (6)	5% (5)	21% (23)	6% (6)	10% (11)	53% (60)	112
Fashion: An avid fan	29% (97)	21% (68)	24% (78)	5% (18)	4% (12)	17% (57)	329
Fashion: A casual fan	14% (121)	17% (154)	36% (317)	5% (46)	4% (37)	24% (209)	884
Fashion: Not a fan	7% (69)	10% (95)	33% (321)	5% (48)	6% (55)	40% (399)	987

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

**Table HR2\_4:** *If the following actors were in a movie, would you be more or less likely to see that movie?**Ryan Reynolds*

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	23% (508)	24% (522)	23% (509)	3% (57)	3% (63)	25% (541)	2200
Gender: Male	22% (232)	23% (249)	24% (251)	3% (31)	3% (34)	25% (264)	1062
Gender: Female	24% (276)	24% (272)	23% (258)	2% (26)	3% (29)	24% (276)	1138
Age: 18-29	41% (175)	24% (101)	14% (62)	1% (6)	3% (14)	16% (69)	428
Age: 30-44	27% (158)	32% (188)	22% (128)	2% (11)	2% (10)	15% (89)	585
Age: 45-54	25% (82)	24% (79)	24% (79)	3% (10)	4% (14)	20% (68)	333
Age: 55-64	12% (51)	21% (88)	29% (121)	2% (10)	4% (18)	31% (130)	418
Age: 65+	10% (42)	15% (65)	27% (119)	5% (20)	2% (7)	42% (184)	436
Generation Z: 18-22	37% (57)	25% (38)	18% (28)	2% (2)	4% (6)	15% (24)	154
Millennial: Age 23-38	35% (232)	28% (181)	18% (119)	2% (10)	2% (12)	15% (101)	656
Generation X: Age 39-54	24% (127)	28% (149)	23% (122)	3% (14)	4% (22)	19% (101)	535
Boomers: Age 55-73	12% (87)	19% (143)	29% (221)	3% (24)	3% (24)	34% (255)	754
PID: Dem (no lean)	24% (184)	24% (186)	24% (189)	3% (23)	3% (21)	22% (171)	774
PID: Ind (no lean)	22% (160)	25% (186)	23% (164)	3% (19)	3% (25)	24% (176)	730
PID: Rep (no lean)	24% (165)	21% (150)	22% (156)	2% (15)	2% (17)	28% (194)	696
PID/Gender: Dem Men	22% (73)	26% (86)	21% (70)	4% (13)	4% (14)	23% (78)	333
PID/Gender: Dem Women	25% (111)	23% (100)	27% (119)	2% (10)	2% (8)	21% (93)	441
PID/Gender: Ind Men	22% (85)	22% (84)	25% (96)	4% (13)	3% (11)	23% (89)	378
PID/Gender: Ind Women	21% (75)	29% (102)	19% (69)	2% (5)	4% (14)	25% (87)	352
PID/Gender: Rep Men	21% (74)	23% (80)	24% (86)	1% (4)	3% (10)	28% (98)	351
PID/Gender: Rep Women	26% (91)	20% (70)	20% (70)	3% (11)	2% (8)	28% (96)	345
Ideo: Liberal (1-3)	26% (157)	26% (152)	27% (163)	2% (11)	2% (11)	17% (100)	593
Ideo: Moderate (4)	24% (132)	30% (167)	21% (117)	2% (13)	2% (12)	20% (113)	553
Ideo: Conservative (5-7)	20% (148)	21% (157)	25% (189)	4% (27)	3% (26)	27% (200)	747
Educ: < College	24% (367)	22% (336)	20% (307)	3% (41)	4% (53)	27% (408)	1512
Educ: Bachelors degree	22% (97)	28% (123)	28% (126)	2% (8)	1% (7)	19% (83)	444
Educ: Post-grad	18% (45)	26% (63)	31% (76)	3% (8)	1% (3)	20% (50)	244
Income: Under 50k	23% (293)	20% (253)	21% (263)	3% (39)	3% (43)	29% (364)	1255
Income: 50k-100k	22% (141)	28% (181)	27% (177)	2% (13)	2% (14)	19% (121)	647
Income: 100k+	25% (74)	30% (88)	23% (69)	2% (5)	2% (6)	19% (56)	298
Ethnicity: White	23% (396)	23% (399)	24% (406)	3% (46)	2% (39)	25% (436)	1722

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**Table HR2\_4:** *If the following actors were in a movie, would you be more or less likely to see that movie?*

Ryan Reynolds

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	23% (508)	24% (522)	23% (509)	3% (57)	3% (63)	25% (541)	2200
Ethnicity: Hispanic	31% (108)	25% (88)	20% (70)	1% (3)	4% (15)	19% (65)	349
Ethnicity: Afr. Am.	22% (59)	26% (71)	24% (64)	2% (5)	4% (11)	23% (63)	274
Ethnicity: Other	26% (53)	25% (52)	19% (39)	3% (6)	6% (12)	20% (42)	204
All Christian	19% (190)	23% (226)	25% (247)	3% (30)	3% (31)	26% (258)	982
All Non-Christian	18% (16)	16% (14)	29% (26)	4% (3)	— (0)	33% (29)	90
Atheist	30% (29)	21% (21)	32% (30)	1% (1)	1% (1)	15% (14)	96
Agnostic/Nothing in particular	26% (274)	25% (261)	20% (206)	2% (22)	3% (31)	23% (239)	1033
Religious Non-Protestant/Catholic	21% (26)	16% (20)	29% (36)	3% (4)	— (0)	31% (38)	124
Evangelical	19% (125)	23% (147)	23% (144)	3% (22)	5% (29)	27% (176)	642
Non-Evangelical	23% (170)	25% (188)	24% (178)	3% (21)	2% (18)	24% (179)	755
Community: Urban	23% (139)	21% (123)	23% (138)	3% (16)	3% (20)	27% (158)	596
Community: Suburban	25% (247)	26% (262)	23% (226)	3% (28)	2% (24)	21% (210)	997
Community: Rural	20% (122)	22% (136)	24% (145)	2% (12)	3% (19)	28% (173)	607
Employ: Private Sector	26% (176)	29% (191)	24% (158)	2% (10)	1% (8)	18% (121)	663
Employ: Government	25% (34)	33% (44)	21% (28)	4% (5)	1% (1)	16% (22)	134
Employ: Self-Employed	19% (31)	27% (44)	25% (42)	3% (5)	4% (7)	23% (37)	166
Employ: Homemaker	29% (53)	24% (44)	25% (45)	— (1)	3% (6)	19% (34)	182
Employ: Retired	10% (48)	16% (79)	25% (125)	4% (21)	3% (13)	42% (205)	492
Employ: Unemployed	28% (76)	15% (43)	25% (68)	3% (9)	6% (18)	23% (62)	275
Employ: Other	28% (57)	25% (52)	19% (38)	2% (5)	5% (10)	21% (43)	204
Military HH: Yes	21% (73)	21% (72)	22% (78)	2% (6)	4% (13)	31% (108)	349
Military HH: No	24% (436)	24% (450)	23% (431)	3% (51)	3% (50)	23% (433)	1851
RD/WT: Right Direction	22% (179)	22% (179)	21% (170)	3% (27)	3% (23)	30% (242)	820
RD/WT: Wrong Track	24% (329)	25% (343)	25% (339)	2% (30)	3% (40)	22% (299)	1380
Trump Job Approve	22% (194)	22% (191)	22% (191)	3% (26)	3% (29)	28% (250)	882
Trump Job Disapprove	24% (288)	26% (308)	25% (293)	2% (26)	3% (33)	21% (247)	1195
Trump Job Strongly Approve	21% (100)	20% (95)	22% (106)	3% (13)	4% (20)	30% (143)	477
Trump Job Somewhat Approve	23% (94)	24% (96)	21% (86)	3% (13)	2% (8)	26% (107)	405
Trump Job Somewhat Disapprove	25% (64)	29% (76)	21% (53)	2% (4)	4% (9)	20% (50)	257
Trump Job Strongly Disapprove	24% (224)	25% (232)	26% (240)	2% (21)	3% (24)	21% (196)	937

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**Table HR2\_4:** *If the following actors were in a movie, would you be more or less likely to see that movie?*

Ryan Reynolds

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	23% (508)	24% (522)	23% (509)	3% (57)	3% (63)	25% (541)	2200
Favorable of Trump	22% (189)	22% (192)	22% (187)	3% (26)	3% (26)	28% (236)	856
Unfavorable of Trump	25% (296)	25% (307)	25% (302)	2% (29)	3% (33)	20% (240)	1206
Very Favorable of Trump	21% (105)	19% (94)	23% (112)	2% (11)	4% (20)	31% (150)	493
Somewhat Favorable of Trump	23% (84)	27% (97)	21% (75)	4% (15)	2% (6)	24% (86)	363
Somewhat Unfavorable of Trump	26% (55)	27% (59)	23% (50)	2% (5)	3% (7)	18% (39)	215
Very Unfavorable of Trump	24% (241)	25% (248)	25% (252)	2% (23)	3% (26)	20% (201)	991
#1 Issue: Economy	25% (136)	28% (154)	22% (120)	2% (12)	3% (18)	21% (116)	555
#1 Issue: Security	19% (89)	19% (86)	24% (109)	5% (22)	4% (18)	29% (132)	455
#1 Issue: Health Care	26% (94)	28% (101)	24% (86)	1% (5)	2% (7)	19% (69)	362
#1 Issue: Medicare / Social Security	15% (50)	19% (63)	26% (87)	3% (10)	2% (6)	35% (119)	336
#1 Issue: Women's Issues	36% (40)	25% (28)	25% (28)	2% (2)	— (0)	12% (13)	111
#1 Issue: Education	29% (34)	30% (36)	15% (17)	5% (5)	4% (5)	17% (20)	117
#1 Issue: Energy	25% (33)	29% (38)	24% (32)	— (0)	1% (1)	21% (27)	132
#1 Issue: Other	24% (32)	12% (16)	23% (31)	1% (1)	6% (8)	34% (45)	133
2018 House Vote: Democrat	22% (166)	24% (181)	27% (203)	3% (21)	3% (19)	22% (166)	756
2018 House Vote: Republican	20% (137)	22% (154)	24% (165)	2% (16)	3% (24)	28% (192)	687
2018 House Vote: Someone else	16% (18)	27% (31)	19% (22)	2% (2)	5% (6)	31% (35)	115
2016 Vote: Hillary Clinton	21% (142)	26% (173)	27% (179)	2% (16)	2% (12)	21% (140)	662
2016 Vote: Donald Trump	16% (113)	21% (144)	24% (166)	3% (21)	4% (26)	32% (220)	690
2016 Vote: Other	21% (41)	30% (57)	21% (41)	2% (4)	3% (6)	23% (45)	192
2016 Vote: Didn't Vote	32% (208)	23% (148)	19% (123)	2% (16)	3% (20)	21% (134)	648
Voted in 2014: Yes	19% (262)	24% (316)	25% (336)	3% (38)	3% (37)	26% (354)	1342
Voted in 2014: No	29% (247)	24% (206)	20% (173)	2% (19)	3% (26)	22% (187)	858
2012 Vote: Barack Obama	23% (194)	25% (215)	25% (208)	3% (27)	2% (15)	23% (191)	851
2012 Vote: Mitt Romney	16% (82)	20% (102)	27% (137)	3% (13)	4% (18)	31% (155)	508
2012 Vote: Other	13% (15)	27% (31)	23% (25)	3% (4)	3% (3)	31% (35)	112
2012 Vote: Didn't Vote	30% (218)	24% (173)	19% (138)	2% (14)	4% (27)	22% (156)	726

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**Table HR2\_4:** *If the following actors were in a movie, would you be more or less likely to see that movie?*

Ryan Reynolds

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	23% (508)	24% (522)	23% (509)	3% (57)	3% (63)	25% (541)	2200
4-Region: Northeast	18% (73)	24% (94)	24% (94)	4% (14)	2% (9)	28% (109)	394
4-Region: Midwest	26% (120)	23% (108)	21% (98)	2% (10)	2% (8)	26% (118)	462
4-Region: South	23% (188)	23% (192)	23% (193)	3% (25)	4% (33)	24% (194)	824
4-Region: West	25% (128)	25% (128)	24% (125)	1% (7)	3% (14)	23% (119)	520
Watch TV: Every day	27% (290)	26% (278)	22% (243)	2% (26)	2% (20)	21% (231)	1088
Watch TV: Several times per week	23% (125)	26% (142)	26% (142)	2% (13)	3% (16)	20% (112)	550
Watch TV: About once per week	26% (35)	29% (38)	18% (24)	3% (3)	5% (7)	19% (25)	132
Watch TV: Several times per month	16% (13)	22% (18)	24% (20)	5% (4)	9% (8)	25% (21)	84
Watch TV: About once per month	19% (10)	23% (12)	26% (13)	4% (2)	7% (3)	22% (11)	52
Watch TV: Less often than once per month	17% (17)	12% (13)	34% (35)	4% (4)	1% (2)	32% (33)	104
Watch TV: Never	10% (19)	11% (21)	16% (31)	2% (4)	4% (7)	57% (108)	191
Watch Movies: Every day	37% (149)	20% (80)	17% (67)	4% (14)	3% (11)	20% (79)	400
Watch Movies: Several times per week	27% (150)	30% (170)	22% (121)	2% (10)	3% (15)	17% (93)	559
Watch Movies: About once per week	23% (80)	28% (99)	27% (94)	3% (10)	1% (5)	18% (63)	350
Watch Movies: Several times per month	20% (50)	30% (74)	26% (65)	2% (6)	3% (9)	19% (47)	252
Watch Movies: About once per month	14% (31)	26% (57)	27% (60)	3% (7)	2% (3)	28% (61)	218
Watch Movies: Less often than once per month	14% (27)	12% (24)	29% (56)	3% (5)	3% (7)	39% (77)	196
Watch Movies: Never	10% (22)	8% (19)	20% (46)	2% (5)	6% (12)	54% (121)	225
Watch Sporting Events: Every day	28% (48)	25% (41)	19% (32)	3% (6)	5% (9)	20% (33)	169
Watch Sporting Events: Several times per week	19% (75)	27% (109)	29% (115)	2% (8)	4% (16)	19% (74)	397
Watch Sporting Events: About once per week	31% (94)	25% (75)	19% (57)	4% (11)	2% (5)	19% (58)	301
Watch Sporting Events: Several times per month	27% (42)	27% (42)	28% (44)	3% (5)	3% (4)	12% (19)	156
Watch Sporting Events: About once per month	24% (31)	34% (45)	17% (22)	2% (3)	2% (2)	22% (28)	131
Watch Sporting Events: Less often than once per month	23% (61)	29% (76)	20% (53)	2% (5)	1% (4)	26% (68)	267
Watch Sporting Events: Never	20% (157)	17% (133)	24% (186)	3% (20)	3% (23)	33% (260)	779
Cable TV: Currently subscribe	23% (230)	27% (267)	22% (217)	3% (27)	3% (30)	23% (229)	1001
Cable TV: Subscribed in past	25% (190)	24% (179)	27% (203)	2% (17)	3% (19)	20% (152)	759
Cable TV: Never subscribed	20% (88)	17% (76)	20% (89)	3% (13)	3% (14)	36% (160)	440

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**Table HR2\_4:** If the following actors were in a movie, would you be more or less likely to see that movie?

Ryan Reynolds

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	23% (508)	24% (522)	23% (509)	3% (57)	3% (63)	25% (541)	2200
Satellite TV: Currently subscribe	24% (114)	23% (108)	24% (114)	3% (13)	3% (12)	24% (113)	476
Satellite TV: Subscribed in past	26% (149)	26% (152)	22% (127)	1% (6)	3% (20)	21% (124)	579
Satellite TV: Never subscribed	21% (245)	23% (261)	23% (268)	3% (37)	3% (31)	26% (303)	1145
Streaming Services: Currently subscribe	29% (387)	28% (378)	24% (316)	2% (29)	2% (31)	15% (203)	1345
Streaming Services: Subscribed in past	24% (45)	23% (44)	27% (50)	3% (6)	2% (4)	21% (39)	187
Streaming Services: Never subscribed	11% (76)	15% (100)	21% (142)	3% (22)	4% (29)	45% (298)	667
Film: An avid fan	35% (281)	29% (233)	19% (154)	3% (20)	3% (24)	12% (93)	804
Film: A casual fan	18% (202)	24% (273)	26% (301)	3% (33)	2% (23)	28% (318)	1150
Film: Not a fan	10% (25)	7% (16)	22% (55)	2% (4)	7% (17)	53% (130)	247
Television: An avid fan	28% (294)	26% (277)	21% (224)	2% (22)	3% (27)	20% (214)	1058
Television: A casual fan	19% (194)	22% (223)	26% (257)	3% (33)	3% (30)	26% (257)	995
Television: Not a fan	14% (21)	14% (21)	19% (28)	1% (2)	4% (6)	48% (70)	147
Music: An avid fan	32% (355)	24% (264)	20% (225)	2% (25)	3% (28)	19% (213)	1111
Music: A casual fan	15% (148)	26% (252)	27% (259)	3% (26)	3% (29)	27% (264)	978
Music: Not a fan	5% (5)	5% (5)	22% (24)	6% (7)	6% (6)	57% (64)	112
Fashion: An avid fan	32% (106)	29% (96)	17% (57)	3% (9)	2% (7)	17% (55)	329
Fashion: A casual fan	26% (232)	26% (229)	23% (203)	2% (20)	3% (28)	19% (172)	884
Fashion: Not a fan	17% (171)	20% (197)	25% (249)	3% (28)	3% (29)	32% (314)	987

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

**Table HR2\_5:** *If the following actors were in a movie, would you be more or less likely to see that movie?*

Christian Bale

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (316)	22% (493)	31% (689)	5% (107)	3% (74)	24% (521)	2200
Gender: Male	16% (171)	25% (270)	29% (308)	4% (44)	3% (36)	22% (233)	1062
Gender: Female	13% (145)	20% (224)	34% (382)	6% (63)	3% (37)	25% (288)	1138
Age: 18-29	17% (73)	20% (88)	27% (114)	5% (22)	4% (18)	26% (113)	428
Age: 30-44	18% (106)	25% (146)	32% (184)	6% (38)	3% (17)	16% (93)	585
Age: 45-54	18% (61)	24% (81)	31% (103)	3% (10)	4% (12)	20% (65)	333
Age: 55-64	9% (39)	26% (107)	32% (135)	5% (21)	4% (18)	24% (99)	418
Age: 65+	8% (36)	16% (71)	35% (153)	4% (16)	2% (8)	35% (152)	436
Generation Z: 18-22	13% (20)	23% (36)	19% (30)	4% (6)	3% (5)	37% (57)	154
Millennial: Age 23-38	19% (126)	22% (146)	32% (209)	6% (36)	3% (22)	18% (116)	656
Generation X: Age 39-54	17% (94)	25% (133)	30% (163)	5% (27)	4% (21)	18% (98)	535
Boomers: Age 55-73	9% (69)	22% (169)	34% (256)	5% (36)	3% (25)	26% (199)	754
PID: Dem (no lean)	18% (137)	21% (163)	31% (238)	6% (49)	3% (22)	21% (165)	774
PID: Ind (no lean)	11% (81)	23% (169)	33% (239)	4% (29)	4% (27)	25% (185)	730
PID: Rep (no lean)	14% (97)	23% (162)	30% (212)	4% (30)	3% (24)	25% (172)	696
PID/Gender: Dem Men	23% (76)	24% (80)	27% (90)	5% (16)	3% (10)	19% (62)	333
PID/Gender: Dem Women	14% (61)	19% (83)	34% (148)	7% (33)	3% (13)	23% (103)	441
PID/Gender: Ind Men	10% (40)	27% (103)	31% (115)	4% (15)	3% (13)	24% (92)	378
PID/Gender: Ind Women	12% (41)	19% (66)	35% (124)	4% (14)	4% (14)	26% (92)	352
PID/Gender: Rep Men	16% (55)	25% (88)	29% (102)	4% (14)	4% (13)	22% (79)	351
PID/Gender: Rep Women	12% (42)	21% (74)	32% (110)	5% (16)	3% (11)	27% (93)	345
Ideo: Liberal (1-3)	20% (117)	24% (141)	33% (196)	5% (32)	2% (12)	16% (94)	593
Ideo: Moderate (4)	13% (72)	26% (143)	31% (174)	5% (28)	3% (18)	21% (118)	553
Ideo: Conservative (5-7)	13% (94)	22% (166)	34% (255)	4% (33)	4% (32)	22% (168)	747
Educ: < College	15% (221)	21% (324)	29% (435)	5% (70)	4% (62)	26% (400)	1512
Educ: Bachelors degree	14% (62)	23% (103)	37% (166)	5% (23)	2% (8)	18% (81)	444
Educ: Post-grad	13% (33)	27% (66)	36% (89)	6% (14)	1% (3)	16% (40)	244
Income: Under 50k	13% (166)	20% (249)	30% (374)	5% (62)	4% (48)	28% (356)	1255
Income: 50k-100k	16% (104)	25% (164)	34% (219)	5% (32)	3% (19)	17% (109)	647
Income: 100k+	15% (45)	27% (81)	32% (96)	4% (12)	2% (7)	19% (57)	298
Ethnicity: White	13% (231)	23% (390)	33% (561)	4% (77)	3% (54)	24% (409)	1722

Continued on next page

**Table HR2\_5:** *If the following actors were in a movie, would you be more or less likely to see that movie?**Christian Bale*

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (316)	22% (493)	31% (689)	5% (107)	3% (74)	24% (521)	2200
Ethnicity: Hispanic	19% (67)	28% (96)	23% (80)	4% (14)	3% (12)	23% (80)	349
Ethnicity: Afr. Am.	20% (55)	21% (57)	24% (65)	6% (17)	5% (13)	25% (68)	274
Ethnicity: Other	15% (30)	22% (46)	31% (63)	6% (13)	4% (7)	22% (44)	204
All Christian	13% (127)	24% (238)	33% (326)	4% (41)	3% (30)	22% (220)	982
All Non-Christian	13% (11)	14% (13)	33% (30)	3% (3)	2% (2)	35% (32)	90
Atheist	11% (11)	19% (18)	40% (38)	7% (7)	3% (2)	20% (20)	96
Agnostic/Nothing in particular	16% (166)	22% (225)	29% (295)	5% (56)	4% (39)	24% (251)	1033
Religious Non-Protestant/Catholic	17% (22)	15% (18)	33% (41)	3% (3)	1% (2)	31% (38)	124
Evangelical	13% (83)	22% (139)	31% (202)	4% (25)	4% (27)	26% (166)	642
Non-Evangelical	14% (107)	24% (184)	33% (246)	4% (33)	3% (21)	22% (163)	755
Community: Urban	18% (104)	21% (122)	30% (176)	5% (30)	2% (13)	25% (150)	596
Community: Suburban	15% (145)	24% (235)	32% (320)	5% (54)	3% (34)	21% (208)	997
Community: Rural	11% (66)	22% (136)	32% (193)	4% (22)	4% (27)	27% (163)	607
Employ: Private Sector	17% (114)	26% (175)	34% (224)	4% (29)	2% (14)	16% (107)	663
Employ: Government	16% (22)	20% (27)	31% (42)	7% (9)	4% (5)	22% (29)	134
Employ: Self-Employed	14% (23)	31% (51)	31% (51)	3% (5)	4% (6)	18% (30)	166
Employ: Homemaker	9% (16)	23% (43)	35% (64)	7% (14)	4% (8)	21% (39)	182
Employ: Retired	10% (48)	18% (89)	31% (153)	3% (17)	4% (17)	34% (168)	492
Employ: Unemployed	18% (48)	16% (43)	30% (81)	6% (16)	6% (18)	25% (68)	275
Employ: Other	18% (37)	23% (48)	27% (56)	5% (11)	2% (4)	23% (48)	204
Military HH: Yes	13% (46)	23% (82)	31% (110)	3% (12)	2% (8)	26% (92)	349
Military HH: No	15% (269)	22% (412)	31% (579)	5% (95)	4% (66)	23% (429)	1851
RD/WT: Right Direction	12% (95)	24% (193)	30% (243)	5% (39)	5% (37)	26% (213)	820
RD/WT: Wrong Track	16% (221)	22% (301)	32% (447)	5% (68)	3% (36)	22% (308)	1380
Trump Job Approve	12% (107)	23% (199)	31% (274)	5% (44)	4% (37)	25% (219)	882
Trump Job Disapprove	16% (189)	23% (278)	33% (390)	5% (56)	3% (33)	21% (248)	1195
Trump Job Strongly Approve	13% (63)	21% (101)	31% (149)	5% (25)	5% (25)	24% (115)	477
Trump Job Somewhat Approve	11% (44)	24% (99)	31% (126)	5% (20)	3% (12)	26% (105)	405
Trump Job Somewhat Disapprove	15% (39)	22% (57)	38% (98)	2% (6)	1% (4)	21% (54)	257
Trump Job Strongly Disapprove	16% (150)	24% (222)	31% (292)	5% (51)	3% (29)	21% (194)	937

Continued on next page

**Table HR2\_5:** *If the following actors were in a movie, would you be more or less likely to see that movie?*

Christian Bale

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (316)	22% (493)	31% (689)	5% (107)	3% (74)	24% (521)	2200
Favorable of Trump	12% (104)	24% (205)	31% (265)	4% (38)	4% (34)	24% (209)	856
Unfavorable of Trump	16% (194)	22% (270)	33% (400)	5% (59)	3% (38)	20% (245)	1206
Very Favorable of Trump	14% (67)	22% (109)	31% (153)	4% (18)	6% (28)	24% (118)	493
Somewhat Favorable of Trump	10% (37)	27% (96)	31% (113)	6% (20)	2% (6)	25% (91)	363
Somewhat Unfavorable of Trump	14% (29)	24% (52)	38% (81)	4% (10)	2% (4)	18% (40)	215
Very Unfavorable of Trump	17% (165)	22% (218)	32% (319)	5% (49)	3% (34)	21% (206)	991
#1 Issue: Economy	16% (86)	27% (149)	31% (172)	4% (20)	2% (12)	21% (116)	555
#1 Issue: Security	14% (61)	21% (94)	30% (136)	6% (28)	5% (23)	25% (113)	455
#1 Issue: Health Care	16% (59)	24% (87)	33% (119)	5% (20)	2% (9)	19% (69)	362
#1 Issue: Medicare / Social Security	12% (41)	21% (69)	29% (97)	3% (10)	3% (9)	33% (111)	336
#1 Issue: Women's Issues	11% (12)	22% (25)	35% (38)	7% (7)	4% (5)	21% (24)	111
#1 Issue: Education	24% (29)	18% (21)	29% (34)	5% (6)	5% (6)	18% (21)	117
#1 Issue: Energy	12% (16)	19% (25)	36% (47)	7% (9)	5% (6)	21% (28)	132
#1 Issue: Other	8% (10)	18% (24)	35% (47)	5% (7)	4% (5)	30% (40)	133
2018 House Vote: Democrat	16% (125)	22% (168)	33% (250)	5% (42)	3% (21)	20% (151)	756
2018 House Vote: Republican	13% (90)	23% (155)	33% (229)	4% (30)	4% (27)	23% (156)	687
2018 House Vote: Someone else	7% (8)	22% (25)	34% (39)	2% (2)	5% (6)	30% (34)	115
2016 Vote: Hillary Clinton	17% (110)	23% (152)	33% (216)	6% (43)	2% (14)	19% (127)	662
2016 Vote: Donald Trump	10% (68)	22% (155)	34% (234)	5% (33)	4% (31)	24% (169)	690
2016 Vote: Other	12% (23)	25% (48)	35% (67)	3% (5)	3% (5)	22% (43)	192
2016 Vote: Didn't Vote	17% (110)	21% (139)	26% (170)	4% (26)	4% (24)	28% (181)	648
Voted in 2014: Yes	13% (180)	23% (309)	33% (448)	5% (72)	3% (43)	22% (290)	1342
Voted in 2014: No	16% (135)	22% (184)	28% (241)	4% (35)	4% (31)	27% (232)	858
2012 Vote: Barack Obama	17% (147)	23% (193)	32% (275)	6% (47)	2% (21)	20% (168)	851
2012 Vote: Mitt Romney	9% (45)	23% (117)	36% (182)	5% (26)	4% (22)	23% (116)	508
2012 Vote: Other	3% (3)	28% (31)	36% (41)	6% (6)	2% (2)	26% (29)	112
2012 Vote: Didn't Vote	17% (120)	21% (153)	26% (192)	4% (27)	4% (29)	28% (206)	726

Continued on next page

**Table HR2\_5:** *If the following actors were in a movie, would you be more or less likely to see that movie?*

Christian Bale

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (316)	22% (493)	31% (689)	5% (107)	3% (74)	24% (521)	2200
4-Region: Northeast	16% (64)	21% (84)	28% (110)	4% (17)	3% (13)	27% (106)	394
4-Region: Midwest	13% (58)	24% (113)	35% (162)	3% (15)	2% (11)	23% (104)	462
4-Region: South	15% (123)	22% (185)	31% (252)	6% (49)	4% (30)	23% (186)	824
4-Region: West	14% (71)	22% (112)	32% (165)	5% (26)	4% (20)	24% (125)	520
Watch TV: Every day	16% (175)	25% (267)	31% (341)	4% (47)	3% (33)	21% (224)	1088
Watch TV: Several times per week	15% (83)	25% (135)	35% (195)	6% (31)	2% (14)	17% (93)	550
Watch TV: About once per week	19% (24)	15% (20)	29% (39)	10% (13)	4% (5)	23% (30)	132
Watch TV: Several times per month	12% (10)	22% (18)	35% (29)	3% (2)	8% (7)	20% (17)	84
Watch TV: About once per month	9% (5)	29% (15)	35% (18)	3% (2)	8% (4)	17% (9)	52
Watch TV: Less often than once per month	9% (9)	16% (16)	30% (31)	6% (6)	1% (1)	38% (40)	104
Watch TV: Never	5% (10)	11% (21)	19% (36)	3% (6)	5% (10)	57% (109)	191
Watch Movies: Every day	25% (102)	25% (98)	26% (103)	3% (10)	3% (11)	19% (76)	400
Watch Movies: Several times per week	18% (98)	30% (165)	29% (162)	4% (23)	3% (19)	16% (92)	559
Watch Movies: About once per week	11% (39)	25% (89)	38% (133)	6% (21)	2% (8)	17% (60)	350
Watch Movies: Several times per month	9% (23)	23% (57)	39% (99)	7% (18)	2% (6)	19% (48)	252
Watch Movies: About once per month	11% (24)	21% (45)	37% (80)	7% (15)	3% (7)	22% (47)	218
Watch Movies: Less often than once per month	6% (12)	11% (22)	33% (66)	4% (9)	6% (12)	39% (76)	196
Watch Movies: Never	8% (18)	7% (17)	21% (46)	5% (11)	5% (10)	55% (123)	225
Watch Sporting Events: Every day	24% (41)	32% (54)	22% (37)	4% (7)	6% (10)	12% (20)	169
Watch Sporting Events: Several times per week	16% (62)	28% (112)	33% (132)	6% (22)	3% (10)	15% (58)	397
Watch Sporting Events: About once per week	19% (58)	24% (71)	32% (95)	3% (10)	3% (10)	19% (56)	301
Watch Sporting Events: Several times per month	14% (22)	26% (41)	38% (59)	2% (3)	3% (5)	16% (26)	156
Watch Sporting Events: About once per month	14% (19)	27% (36)	28% (36)	9% (11)	2% (2)	20% (26)	131
Watch Sporting Events: Less often than once per month	16% (42)	20% (53)	34% (90)	6% (16)	4% (10)	21% (56)	267
Watch Sporting Events: Never	9% (72)	16% (127)	31% (239)	5% (36)	3% (27)	36% (279)	779
Cable TV: Currently subscribe	15% (151)	24% (239)	31% (309)	4% (41)	4% (38)	22% (222)	1001
Cable TV: Subscribed in past	16% (121)	23% (175)	34% (259)	6% (47)	2% (17)	18% (140)	759
Cable TV: Never subscribed	10% (43)	18% (80)	28% (121)	4% (18)	4% (18)	36% (159)	440

Continued on next page

**Table HR2\_5:** *If the following actors were in a movie, would you be more or less likely to see that movie?*

*Christian Bale*

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (316)	22% (493)	31% (689)	5% (107)	3% (74)	24% (521)	2200
Satellite TV: Currently subscribe	18% (86)	25% (118)	30% (143)	4% (17)	3% (16)	20% (96)	476
Satellite TV: Subscribed in past	15% (88)	22% (129)	34% (196)	6% (32)	2% (14)	21% (119)	579
Satellite TV: Never subscribed	12% (141)	22% (247)	31% (351)	5% (57)	4% (43)	27% (306)	1145
Streaming Services: Currently subscribe	18% (240)	25% (338)	33% (444)	5% (68)	3% (39)	16% (215)	1345
Streaming Services: Subscribed in past	13% (25)	29% (53)	31% (58)	4% (7)	2% (4)	21% (40)	187
Streaming Services: Never subscribed	8% (50)	15% (102)	28% (187)	5% (32)	5% (30)	40% (266)	667
Film: An avid fan	23% (186)	34% (269)	26% (211)	5% (38)	2% (19)	10% (79)	804
Film: A casual fan	10% (117)	18% (208)	36% (417)	5% (57)	3% (31)	28% (319)	1150
Film: Not a fan	5% (13)	6% (16)	25% (61)	4% (11)	10% (24)	50% (123)	247
Television: An avid fan	18% (188)	27% (281)	30% (321)	4% (41)	3% (33)	18% (195)	1058
Television: A casual fan	12% (122)	19% (190)	34% (335)	6% (61)	3% (30)	26% (257)	995
Television: Not a fan	4% (6)	15% (23)	23% (34)	3% (4)	7% (11)	47% (69)	147
Music: An avid fan	19% (215)	25% (275)	27% (305)	6% (64)	3% (36)	19% (216)	1111
Music: A casual fan	10% (97)	21% (208)	37% (359)	4% (37)	3% (27)	25% (249)	978
Music: Not a fan	3% (3)	10% (11)	23% (25)	5% (5)	9% (10)	51% (57)	112
Fashion: An avid fan	24% (78)	29% (94)	22% (74)	5% (16)	4% (15)	16% (52)	329
Fashion: A casual fan	15% (136)	23% (201)	33% (288)	5% (46)	3% (25)	21% (189)	884
Fashion: Not a fan	10% (101)	20% (198)	33% (328)	5% (45)	3% (34)	28% (280)	987

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

**Table HR2\_6:** *If the following actors were in a movie, would you be more or less likely to see that movie?*

Scarlett Johansson

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	20% (435)	23% (509)	28% (625)	4% (89)	4% (89)	21% (453)	2200
Gender: Male	25% (268)	25% (265)	24% (259)	3% (28)	3% (37)	19% (205)	1062
Gender: Female	15% (167)	21% (244)	32% (366)	5% (61)	5% (52)	22% (248)	1138
Age: 18-29	27% (117)	22% (92)	21% (91)	7% (29)	5% (23)	18% (76)	428
Age: 30-44	22% (129)	27% (158)	30% (177)	4% (21)	3% (20)	14% (80)	585
Age: 45-54	21% (70)	22% (72)	30% (101)	3% (11)	5% (17)	18% (61)	333
Age: 55-64	14% (61)	25% (104)	30% (126)	3% (12)	4% (17)	24% (99)	418
Age: 65+	13% (58)	19% (83)	30% (130)	4% (15)	3% (12)	31% (137)	436
Generation Z: 18-22	26% (40)	20% (30)	21% (32)	4% (7)	6% (10)	23% (36)	154
Millennial: Age 23-38	25% (161)	25% (167)	27% (175)	5% (36)	4% (25)	14% (92)	656
Generation X: Age 39-54	22% (116)	23% (124)	30% (161)	4% (19)	5% (25)	17% (90)	535
Boomers: Age 55-73	14% (108)	23% (175)	30% (228)	3% (26)	4% (28)	25% (190)	754
PID: Dem (no lean)	21% (166)	24% (185)	28% (219)	4% (31)	4% (29)	19% (143)	774
PID: Ind (no lean)	20% (148)	20% (148)	29% (215)	5% (34)	4% (30)	21% (155)	730
PID: Rep (no lean)	17% (121)	25% (176)	27% (191)	3% (24)	4% (29)	22% (155)	696
PID/Gender: Dem Men	28% (94)	24% (80)	24% (81)	3% (10)	2% (8)	18% (60)	333
PID/Gender: Dem Women	16% (72)	24% (105)	31% (138)	5% (21)	5% (21)	19% (84)	441
PID/Gender: Ind Men	26% (97)	23% (86)	25% (94)	4% (14)	4% (15)	19% (71)	378
PID/Gender: Ind Women	14% (51)	18% (62)	34% (121)	6% (20)	4% (15)	24% (84)	352
PID/Gender: Rep Men	22% (77)	28% (99)	24% (83)	1% (4)	4% (14)	21% (74)	351
PID/Gender: Rep Women	13% (45)	22% (77)	31% (107)	6% (19)	5% (16)	23% (81)	345
Ideo: Liberal (1-3)	23% (139)	25% (149)	31% (184)	5% (31)	4% (21)	12% (68)	593
Ideo: Moderate (4)	23% (126)	23% (130)	30% (165)	3% (18)	3% (19)	17% (96)	553
Ideo: Conservative (5-7)	16% (117)	25% (186)	28% (213)	4% (30)	5% (37)	22% (165)	747
Educ: < College	20% (302)	22% (329)	26% (386)	4% (63)	4% (64)	24% (367)	1512
Educ: Bachelors degree	19% (83)	25% (111)	36% (161)	3% (13)	4% (17)	13% (59)	444
Educ: Post-grad	20% (50)	28% (70)	32% (77)	5% (13)	3% (8)	11% (27)	244
Income: Under 50k	19% (238)	21% (258)	26% (328)	4% (56)	4% (53)	26% (321)	1255
Income: 50k-100k	20% (131)	27% (173)	31% (202)	4% (25)	4% (27)	14% (89)	647
Income: 100k+	22% (66)	26% (78)	32% (94)	2% (7)	3% (9)	14% (43)	298
Ethnicity: White	19% (320)	24% (411)	29% (503)	4% (77)	4% (64)	20% (346)	1722

Continued on next page

**Table HR2\_6:** *If the following actors were in a movie, would you be more or less likely to see that movie?*

Scarlett Johansson

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	20% (435)	23% (509)	28% (625)	4% (89)	4% (89)	21% (453)	2200
Ethnicity: Hispanic	28% (99)	25% (89)	23% (81)	4% (13)	3% (10)	17% (58)	349
Ethnicity: Afr. Am.	24% (67)	19% (52)	26% (71)	2% (5)	5% (14)	24% (66)	274
Ethnicity: Other	24% (48)	23% (47)	25% (50)	3% (7)	5% (11)	20% (41)	204
All Christian	18% (174)	24% (232)	30% (298)	4% (35)	4% (35)	21% (208)	982
All Non-Christian	20% (18)	17% (15)	28% (25)	8% (7)	3% (2)	25% (22)	90
Atheist	26% (25)	17% (16)	39% (37)	4% (4)	1% (1)	14% (13)	96
Agnostic/Nothing in particular	21% (219)	24% (246)	26% (264)	4% (43)	5% (51)	20% (209)	1033
Religious Non-Protestant/Catholic	19% (23)	17% (21)	30% (37)	7% (9)	2% (3)	25% (31)	124
Evangelical	18% (116)	19% (122)	29% (187)	3% (21)	5% (33)	25% (164)	642
Non-Evangelical	20% (151)	27% (200)	28% (211)	4% (32)	4% (27)	18% (133)	755
Community: Urban	21% (123)	22% (128)	26% (157)	3% (16)	5% (28)	24% (143)	596
Community: Suburban	22% (214)	25% (251)	28% (284)	5% (50)	4% (43)	15% (154)	997
Community: Rural	16% (98)	21% (130)	30% (183)	4% (22)	3% (18)	26% (156)	607
Employ: Private Sector	22% (145)	27% (180)	32% (215)	2% (15)	2% (16)	14% (92)	663
Employ: Government	22% (29)	18% (24)	32% (43)	4% (6)	5% (6)	20% (27)	134
Employ: Self-Employed	20% (33)	25% (41)	25% (41)	8% (14)	3% (4)	19% (32)	166
Employ: Homemaker	14% (26)	25% (46)	32% (58)	6% (11)	3% (5)	20% (37)	182
Employ: Retired	13% (64)	21% (103)	28% (136)	4% (17)	4% (19)	31% (153)	492
Employ: Unemployed	23% (64)	19% (52)	23% (65)	6% (17)	7% (21)	20% (56)	275
Employ: Other	22% (45)	23% (47)	27% (56)	2% (5)	6% (12)	19% (39)	204
Military HH: Yes	20% (70)	21% (74)	26% (89)	7% (23)	3% (12)	23% (82)	349
Military HH: No	20% (366)	24% (436)	29% (535)	4% (66)	4% (77)	20% (371)	1851
RD/WT: Right Direction	19% (157)	23% (190)	25% (202)	4% (29)	5% (42)	24% (199)	820
RD/WT: Wrong Track	20% (278)	23% (319)	31% (422)	4% (60)	3% (47)	18% (254)	1380
Trump Job Approve	19% (168)	24% (211)	26% (231)	4% (34)	5% (41)	22% (197)	882
Trump Job Disapprove	21% (246)	24% (282)	30% (363)	4% (51)	4% (43)	18% (210)	1195
Trump Job Strongly Approve	18% (85)	22% (106)	25% (121)	5% (24)	5% (24)	25% (118)	477
Trump Job Somewhat Approve	21% (83)	26% (105)	27% (110)	3% (11)	4% (17)	20% (79)	405
Trump Job Somewhat Disapprove	18% (47)	24% (61)	34% (86)	2% (5)	3% (8)	20% (50)	257
Trump Job Strongly Disapprove	21% (199)	24% (221)	29% (276)	5% (46)	4% (35)	17% (160)	937

Continued on next page



**Table HR2\_6:** *If the following actors were in a movie, would you be more or less likely to see that movie?*

Scarlett Johansson

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	20% (435)	23% (509)	28% (625)	4% (89)	4% (89)	21% (453)	2200
Favorable of Trump	19% (159)	25% (210)	26% (224)	4% (35)	5% (40)	22% (187)	856
Unfavorable of Trump	21% (254)	23% (282)	31% (377)	4% (49)	4% (46)	16% (197)	1206
Very Favorable of Trump	18% (89)	21% (104)	26% (127)	5% (25)	5% (26)	25% (121)	493
Somewhat Favorable of Trump	19% (70)	29% (107)	27% (97)	3% (10)	4% (15)	18% (66)	363
Somewhat Unfavorable of Trump	18% (39)	26% (55)	34% (72)	2% (5)	3% (7)	17% (37)	215
Very Unfavorable of Trump	22% (215)	23% (227)	31% (305)	4% (44)	4% (40)	16% (161)	991
#1 Issue: Economy	23% (127)	25% (139)	30% (168)	2% (12)	4% (20)	16% (90)	555
#1 Issue: Security	16% (73)	23% (104)	27% (121)	5% (24)	5% (24)	24% (109)	455
#1 Issue: Health Care	22% (80)	23% (84)	32% (116)	3% (12)	5% (17)	15% (53)	362
#1 Issue: Medicare / Social Security	15% (51)	19% (65)	28% (94)	3% (11)	3% (10)	31% (105)	336
#1 Issue: Women's Issues	17% (19)	26% (29)	28% (31)	8% (9)	4% (5)	16% (18)	111
#1 Issue: Education	28% (33)	26% (31)	26% (31)	4% (5)	1% (1)	14% (16)	117
#1 Issue: Energy	20% (26)	23% (31)	26% (34)	7% (9)	4% (5)	20% (26)	132
#1 Issue: Other	20% (26)	20% (27)	22% (29)	6% (8)	5% (6)	28% (37)	133
2018 House Vote: Democrat	23% (171)	22% (166)	32% (239)	4% (28)	3% (25)	17% (127)	756
2018 House Vote: Republican	16% (113)	25% (173)	28% (193)	4% (28)	4% (30)	22% (151)	687
2018 House Vote: Someone else	15% (17)	22% (25)	27% (31)	3% (3)	5% (6)	28% (32)	115
2016 Vote: Hillary Clinton	20% (136)	26% (170)	31% (205)	3% (20)	3% (21)	17% (109)	662
2016 Vote: Donald Trump	15% (103)	24% (165)	28% (192)	4% (29)	5% (33)	24% (168)	690
2016 Vote: Other	17% (33)	22% (42)	35% (68)	4% (7)	3% (6)	19% (36)	192
2016 Vote: Didn't Vote	25% (160)	20% (131)	24% (158)	5% (33)	4% (28)	21% (139)	648
Voted in 2014: Yes	18% (247)	25% (330)	29% (391)	4% (56)	4% (50)	20% (268)	1342
Voted in 2014: No	22% (189)	21% (179)	27% (233)	4% (33)	4% (38)	22% (185)	858
2012 Vote: Barack Obama	21% (179)	24% (206)	29% (250)	4% (32)	3% (27)	18% (157)	851
2012 Vote: Mitt Romney	15% (75)	26% (135)	27% (139)	4% (23)	4% (22)	23% (115)	508
2012 Vote: Other	14% (16)	23% (25)	31% (35)	2% (2)	5% (5)	26% (29)	112
2012 Vote: Didn't Vote	23% (166)	20% (142)	27% (199)	5% (33)	5% (34)	21% (152)	726

Continued on next page

**Table HR2\_6:** *If the following actors were in a movie, would you be more or less likely to see that movie?*

Scarlett Johansson

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	20% (435)	23% (509)	28% (625)	4% (89)	4% (89)	21% (453)	2200
4-Region: Northeast	17% (66)	23% (89)	29% (115)	6% (22)	3% (11)	23% (89)	394
4-Region: Midwest	22% (103)	22% (100)	27% (126)	4% (17)	4% (19)	21% (97)	462
4-Region: South	20% (162)	24% (198)	27% (227)	4% (31)	5% (41)	20% (165)	824
4-Region: West	20% (104)	23% (122)	30% (157)	4% (19)	3% (17)	19% (101)	520
Watch TV: Every day	23% (245)	23% (253)	29% (315)	4% (41)	3% (36)	18% (199)	1088
Watch TV: Several times per week	20% (112)	24% (129)	31% (171)	5% (29)	3% (18)	16% (90)	550
Watch TV: About once per week	17% (22)	34% (45)	21% (27)	5% (6)	8% (11)	15% (20)	132
Watch TV: Several times per month	13% (11)	17% (14)	36% (30)	3% (3)	8% (6)	23% (19)	84
Watch TV: About once per month	24% (12)	33% (17)	26% (14)	3% (1)	1% (1)	12% (6)	52
Watch TV: Less often than once per month	12% (12)	23% (24)	35% (36)	2% (2)	5% (5)	23% (24)	104
Watch TV: Never	10% (19)	14% (27)	16% (31)	4% (7)	6% (12)	50% (95)	191
Watch Movies: Every day	32% (129)	21% (85)	23% (94)	3% (12)	4% (15)	16% (66)	400
Watch Movies: Several times per week	26% (145)	28% (155)	23% (128)	5% (28)	4% (21)	15% (82)	559
Watch Movies: About once per week	16% (57)	26% (91)	36% (128)	5% (16)	2% (6)	15% (52)	350
Watch Movies: Several times per month	13% (33)	29% (73)	34% (84)	5% (11)	4% (10)	16% (41)	252
Watch Movies: About once per month	15% (34)	19% (41)	36% (78)	4% (9)	4% (9)	22% (48)	218
Watch Movies: Less often than once per month	9% (18)	15% (30)	36% (70)	3% (7)	3% (7)	33% (65)	196
Watch Movies: Never	9% (20)	15% (35)	19% (42)	2% (5)	9% (21)	45% (101)	225
Watch Sporting Events: Every day	40% (68)	19% (32)	18% (31)	3% (5)	3% (6)	17% (28)	169
Watch Sporting Events: Several times per week	21% (83)	25% (101)	33% (133)	2% (9)	4% (16)	14% (55)	397
Watch Sporting Events: About once per week	23% (70)	31% (92)	26% (78)	1% (4)	3% (9)	16% (48)	301
Watch Sporting Events: Several times per month	21% (33)	28% (44)	27% (42)	7% (11)	4% (7)	12% (19)	156
Watch Sporting Events: About once per month	20% (26)	24% (31)	36% (47)	4% (5)	4% (5)	13% (17)	131
Watch Sporting Events: Less often than once per month	19% (50)	23% (60)	31% (81)	5% (13)	2% (6)	21% (55)	267
Watch Sporting Events: Never	13% (105)	19% (150)	27% (212)	5% (41)	5% (41)	30% (230)	779
Cable TV: Currently subscribe	21% (210)	25% (245)	28% (280)	4% (42)	4% (36)	19% (188)	1001
Cable TV: Subscribed in past	21% (162)	23% (174)	32% (239)	4% (29)	4% (28)	17% (126)	759
Cable TV: Never subscribed	14% (64)	20% (90)	24% (105)	4% (18)	6% (25)	31% (138)	440

Continued on next page

**Table HR2\_6:** *If the following actors were in a movie, would you be more or less likely to see that movie?*

Scarlett Johansson

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	20% (435)	23% (509)	28% (625)	4% (89)	4% (89)	21% (453)	2200
Satellite TV: Currently subscribe	22% (106)	26% (124)	27% (128)	2% (11)	3% (16)	19% (91)	476
Satellite TV: Subscribed in past	22% (128)	22% (128)	29% (171)	5% (29)	4% (23)	17% (100)	579
Satellite TV: Never subscribed	18% (201)	22% (257)	28% (326)	4% (49)	4% (50)	23% (262)	1145
Streaming Services: Currently subscribe	23% (314)	26% (347)	30% (408)	4% (57)	4% (48)	13% (172)	1345
Streaming Services: Subscribed in past	22% (41)	26% (48)	27% (51)	4% (8)	2% (4)	19% (35)	187
Streaming Services: Never subscribed	12% (80)	17% (115)	25% (165)	4% (24)	6% (37)	37% (246)	667
Film: An avid fan	34% (270)	28% (222)	24% (189)	3% (26)	3% (27)	9% (70)	804
Film: A casual fan	13% (147)	23% (260)	33% (382)	5% (57)	3% (40)	23% (263)	1150
Film: Not a fan	7% (18)	11% (27)	22% (53)	2% (6)	9% (22)	49% (120)	247
Television: An avid fan	25% (269)	24% (254)	27% (289)	4% (44)	3% (30)	16% (172)	1058
Television: A casual fan	15% (147)	23% (233)	31% (305)	4% (40)	5% (50)	22% (219)	995
Television: Not a fan	13% (19)	15% (23)	21% (31)	3% (4)	6% (9)	42% (61)	147
Music: An avid fan	27% (304)	24% (264)	25% (277)	4% (42)	4% (47)	16% (177)	1111
Music: A casual fan	13% (126)	24% (237)	33% (325)	4% (41)	3% (31)	22% (218)	978
Music: Not a fan	5% (5)	8% (9)	20% (23)	5% (5)	9% (10)	53% (59)	112
Fashion: An avid fan	29% (94)	28% (92)	20% (66)	4% (13)	5% (18)	14% (45)	329
Fashion: A casual fan	20% (177)	24% (210)	30% (267)	4% (36)	4% (36)	18% (156)	884
Fashion: Not a fan	17% (164)	21% (207)	29% (291)	4% (39)	3% (34)	25% (251)	987

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

**Table HR2\_7: If the following actors were in a movie, would you be more or less likely to see that movie?**

Charlize Theron

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	13% (282)	20% (444)	29% (648)	4% (82)	4% (80)	30% (664)	2200
Gender: Male	16% (168)	22% (232)	27% (292)	3% (30)	3% (37)	29% (304)	1062
Gender: Female	10% (114)	19% (212)	31% (356)	5% (52)	4% (44)	32% (360)	1138
Age: 18-29	8% (35)	12% (53)	28% (120)	4% (17)	4% (15)	44% (188)	428
Age: 30-44	15% (88)	23% (135)	31% (180)	5% (27)	3% (20)	23% (133)	585
Age: 45-54	16% (54)	22% (72)	29% (98)	4% (12)	4% (14)	25% (83)	333
Age: 55-64	13% (52)	24% (101)	30% (125)	3% (11)	6% (25)	25% (105)	418
Age: 65+	12% (52)	19% (82)	29% (125)	3% (15)	2% (7)	35% (155)	436
Generation Z: 18-22	6% (10)	9% (14)	17% (27)	5% (8)	3% (5)	59% (91)	154
Millennial: Age 23-38	11% (75)	19% (127)	33% (214)	3% (22)	3% (22)	30% (197)	656
Generation X: Age 39-54	17% (93)	22% (120)	29% (157)	5% (26)	4% (23)	22% (117)	535
Boomers: Age 55-73	13% (97)	23% (171)	30% (224)	3% (24)	4% (30)	28% (208)	754
PID: Dem (no lean)	17% (130)	21% (162)	29% (228)	4% (28)	3% (25)	26% (201)	774
PID: Ind (no lean)	12% (87)	19% (139)	29% (210)	3% (24)	3% (25)	33% (244)	730
PID: Rep (no lean)	9% (64)	21% (143)	30% (211)	4% (30)	4% (30)	31% (218)	696
PID/Gender: Dem Men	22% (74)	20% (68)	24% (82)	4% (14)	4% (13)	25% (84)	333
PID/Gender: Dem Women	13% (57)	21% (94)	33% (146)	3% (15)	3% (12)	27% (117)	441
PID/Gender: Ind Men	13% (48)	23% (88)	28% (104)	2% (6)	4% (13)	31% (117)	378
PID/Gender: Ind Women	11% (39)	14% (51)	30% (105)	5% (18)	3% (12)	36% (127)	352
PID/Gender: Rep Men	13% (46)	22% (76)	30% (106)	3% (10)	3% (11)	29% (103)	351
PID/Gender: Rep Women	5% (18)	19% (67)	30% (105)	6% (20)	6% (19)	33% (116)	345
Ideo: Liberal (1-3)	19% (115)	23% (134)	32% (190)	2% (14)	3% (16)	21% (124)	593
Ideo: Moderate (4)	13% (73)	22% (120)	30% (163)	5% (28)	2% (13)	28% (157)	553
Ideo: Conservative (5-7)	9% (68)	20% (150)	32% (241)	4% (33)	5% (39)	29% (216)	747
Educ: < College	12% (183)	17% (263)	27% (413)	4% (58)	4% (65)	35% (530)	1512
Educ: Bachelors degree	14% (61)	26% (114)	34% (153)	4% (17)	2% (9)	20% (90)	444
Educ: Post-grad	15% (37)	27% (66)	34% (82)	3% (8)	3% (7)	18% (43)	244
Income: Under 50k	12% (151)	16% (204)	27% (343)	4% (53)	4% (51)	36% (452)	1255
Income: 50k-100k	14% (89)	25% (161)	33% (213)	4% (23)	3% (20)	22% (141)	647
Income: 100k+	14% (41)	26% (79)	31% (92)	2% (6)	3% (9)	24% (71)	298
Ethnicity: White	12% (211)	21% (358)	31% (533)	4% (62)	3% (57)	29% (502)	1722

Continued on next page

**Table HR2\_7:** *If the following actors were in a movie, would you be more or less likely to see that movie?**Charlize Theron*

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	13% (282)	20% (444)	29% (648)	4% (82)	4% (80)	30% (664)	2200
Ethnicity: Hispanic	16% (56)	19% (65)	25% (87)	4% (13)	4% (13)	33% (116)	349
Ethnicity: Afr. Am.	17% (46)	17% (46)	22% (60)	4% (12)	4% (12)	36% (99)	274
Ethnicity: Other	13% (26)	20% (40)	27% (55)	4% (9)	6% (11)	31% (63)	204
All Christian	14% (137)	22% (220)	30% (291)	4% (43)	4% (36)	26% (254)	982
All Non-Christian	10% (9)	17% (15)	34% (31)	4% (4)	4% (3)	30% (27)	90
Atheist	8% (7)	29% (28)	37% (35)	2% (1)	3% (3)	22% (21)	96
Agnostic/Nothing in particular	12% (128)	17% (180)	28% (290)	3% (34)	4% (38)	35% (362)	1033
Religious Non-Protestant/Catholic	11% (14)	17% (22)	34% (43)	5% (6)	3% (3)	29% (36)	124
Evangelical	10% (63)	17% (110)	28% (179)	4% (28)	5% (34)	36% (228)	642
Non-Evangelical	16% (124)	24% (180)	28% (214)	4% (29)	3% (20)	25% (188)	755
Community: Urban	15% (86)	18% (110)	27% (161)	3% (17)	3% (18)	34% (204)	596
Community: Suburban	14% (142)	22% (220)	31% (311)	3% (34)	3% (31)	26% (259)	997
Community: Rural	9% (53)	19% (114)	29% (176)	5% (32)	5% (31)	33% (201)	607
Employ: Private Sector	15% (100)	25% (169)	34% (222)	3% (17)	2% (16)	21% (139)	663
Employ: Government	13% (17)	21% (28)	34% (45)	2% (3)	3% (4)	28% (37)	134
Employ: Self-Employed	12% (21)	22% (36)	30% (49)	3% (6)	4% (6)	29% (47)	166
Employ: Homemaker	8% (14)	20% (36)	33% (60)	7% (13)	5% (10)	27% (50)	182
Employ: Retired	12% (60)	18% (88)	26% (130)	4% (22)	3% (16)	36% (176)	492
Employ: Unemployed	14% (40)	13% (36)	28% (76)	5% (14)	6% (17)	33% (92)	275
Employ: Other	10% (20)	20% (41)	26% (52)	2% (5)	5% (10)	37% (76)	204
Military HH: Yes	14% (48)	22% (76)	25% (88)	3% (12)	3% (10)	33% (116)	349
Military HH: No	13% (234)	20% (368)	30% (560)	4% (71)	4% (70)	30% (547)	1851
RD/WT: Right Direction	11% (89)	19% (153)	28% (227)	4% (33)	5% (40)	34% (278)	820
RD/WT: Wrong Track	14% (193)	21% (291)	30% (421)	4% (49)	3% (40)	28% (386)	1380
Trump Job Approve	11% (94)	19% (172)	30% (262)	4% (39)	4% (40)	31% (275)	882
Trump Job Disapprove	14% (172)	22% (266)	31% (366)	3% (35)	3% (34)	27% (321)	1195
Trump Job Strongly Approve	12% (59)	18% (87)	29% (140)	5% (22)	5% (24)	30% (145)	477
Trump Job Somewhat Approve	9% (35)	21% (84)	30% (122)	4% (17)	4% (15)	32% (130)	405
Trump Job Somewhat Disapprove	9% (24)	21% (53)	37% (95)	3% (9)	1% (4)	28% (73)	257
Trump Job Strongly Disapprove	16% (148)	23% (213)	29% (271)	3% (27)	3% (30)	26% (248)	937

Continued on next page

**Table HR2\_7: If the following actors were in a movie, would you be more or less likely to see that movie?**

Charlize Theron

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	13% (282)	20% (444)	29% (648)	4% (82)	4% (80)	30% (664)	2200
Favorable of Trump	10% (90)	20% (167)	30% (256)	5% (39)	4% (38)	31% (266)	856
Unfavorable of Trump	15% (176)	22% (268)	31% (372)	3% (37)	3% (38)	26% (315)	1206
Very Favorable of Trump	12% (59)	19% (95)	30% (146)	4% (20)	5% (26)	30% (148)	493
Somewhat Favorable of Trump	9% (31)	20% (72)	30% (110)	5% (20)	3% (12)	32% (118)	363
Somewhat Unfavorable of Trump	8% (17)	23% (49)	37% (79)	3% (7)	2% (5)	27% (58)	215
Very Unfavorable of Trump	16% (159)	22% (219)	30% (293)	3% (30)	3% (33)	26% (257)	991
#1 Issue: Economy	9% (48)	22% (121)	31% (172)	4% (21)	4% (22)	31% (171)	555
#1 Issue: Security	12% (56)	21% (94)	28% (129)	5% (23)	5% (21)	29% (131)	455
#1 Issue: Health Care	17% (61)	21% (77)	32% (117)	3% (10)	3% (10)	24% (87)	362
#1 Issue: Medicare / Social Security	14% (48)	18% (60)	27% (90)	4% (13)	2% (6)	36% (120)	336
#1 Issue: Women's Issues	10% (11)	24% (27)	31% (34)	4% (4)	3% (4)	28% (31)	111
#1 Issue: Education	20% (23)	13% (16)	29% (34)	3% (3)	3% (4)	32% (37)	117
#1 Issue: Energy	15% (19)	19% (25)	30% (40)	3% (3)	5% (6)	29% (38)	132
#1 Issue: Other	12% (16)	18% (24)	24% (31)	4% (5)	5% (7)	37% (49)	133
2018 House Vote: Democrat	17% (127)	24% (180)	29% (217)	3% (19)	3% (24)	25% (188)	756
2018 House Vote: Republican	9% (65)	21% (147)	31% (216)	4% (28)	4% (30)	29% (200)	687
2018 House Vote: Someone else	11% (13)	17% (20)	25% (29)	4% (5)	5% (6)	37% (43)	115
2016 Vote: Hillary Clinton	16% (109)	24% (160)	31% (208)	3% (19)	3% (18)	22% (147)	662
2016 Vote: Donald Trump	10% (66)	20% (135)	31% (215)	4% (28)	5% (37)	30% (209)	690
2016 Vote: Other	10% (19)	24% (46)	30% (58)	3% (6)	4% (8)	29% (55)	192
2016 Vote: Didn't Vote	13% (84)	16% (101)	26% (166)	4% (29)	3% (17)	39% (251)	648
Voted in 2014: Yes	14% (186)	23% (314)	30% (401)	4% (51)	4% (51)	25% (339)	1342
Voted in 2014: No	11% (96)	15% (130)	29% (247)	4% (31)	3% (29)	38% (325)	858
2012 Vote: Barack Obama	16% (136)	25% (212)	29% (249)	3% (24)	3% (23)	24% (207)	851
2012 Vote: Mitt Romney	11% (54)	21% (105)	31% (158)	5% (26)	5% (25)	28% (140)	508
2012 Vote: Other	6% (7)	22% (25)	31% (35)	6% (7)	4% (5)	30% (33)	112
2012 Vote: Didn't Vote	12% (85)	14% (101)	28% (206)	4% (26)	4% (27)	39% (281)	726

Continued on next page

**Table HR2\_7:** *If the following actors were in a movie, would you be more or less likely to see that movie?*

Charlize Theron

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	13% (282)	20% (444)	29% (648)	4% (82)	4% (80)	30% (664)	2200
4-Region: Northeast	14% (57)	19% (77)	29% (115)	3% (12)	4% (14)	30% (119)	394
4-Region: Midwest	11% (52)	22% (101)	31% (144)	3% (12)	3% (13)	30% (139)	462
4-Region: South	13% (105)	20% (167)	29% (236)	4% (37)	4% (36)	29% (242)	824
4-Region: West	13% (68)	19% (99)	29% (153)	4% (21)	3% (17)	31% (163)	520
Watch TV: Every day	16% (171)	21% (224)	30% (330)	4% (41)	3% (37)	26% (285)	1088
Watch TV: Several times per week	12% (66)	23% (129)	32% (174)	4% (21)	2% (11)	27% (149)	550
Watch TV: About once per week	5% (7)	20% (27)	32% (42)	4% (5)	5% (6)	34% (45)	132
Watch TV: Several times per month	10% (9)	19% (16)	23% (19)	7% (6)	9% (7)	32% (27)	84
Watch TV: About once per month	19% (10)	28% (15)	16% (8)	5% (2)	10% (5)	22% (12)	52
Watch TV: Less often than once per month	5% (5)	11% (12)	40% (42)	4% (4)	4% (4)	36% (38)	104
Watch TV: Never	8% (16)	11% (22)	17% (32)	2% (4)	5% (10)	56% (107)	191
Watch Movies: Every day	19% (78)	22% (90)	22% (89)	4% (15)	5% (19)	27% (110)	400
Watch Movies: Several times per week	16% (88)	26% (143)	30% (167)	3% (16)	3% (16)	23% (129)	559
Watch Movies: About once per week	11% (40)	17% (58)	38% (134)	5% (17)	2% (8)	27% (93)	350
Watch Movies: Several times per month	11% (27)	21% (52)	35% (89)	6% (14)	4% (10)	23% (59)	252
Watch Movies: About once per month	11% (25)	19% (42)	29% (63)	5% (11)	2% (5)	33% (72)	218
Watch Movies: Less often than once per month	4% (7)	14% (27)	33% (64)	3% (6)	5% (10)	41% (81)	196
Watch Movies: Never	7% (17)	14% (31)	19% (42)	1% (3)	6% (13)	53% (119)	225
Watch Sporting Events: Every day	26% (45)	18% (31)	21% (35)	4% (6)	5% (9)	26% (43)	169
Watch Sporting Events: Several times per week	15% (58)	26% (102)	32% (126)	4% (17)	3% (13)	20% (80)	397
Watch Sporting Events: About once per week	13% (40)	25% (76)	30% (89)	4% (11)	3% (8)	26% (77)	301
Watch Sporting Events: Several times per month	14% (22)	27% (42)	28% (43)	5% (8)	6% (9)	21% (32)	156
Watch Sporting Events: About once per month	14% (18)	16% (21)	30% (39)	4% (6)	1% (1)	34% (45)	131
Watch Sporting Events: Less often than once per month	15% (39)	19% (50)	31% (83)	4% (10)	3% (7)	29% (77)	267
Watch Sporting Events: Never	8% (60)	16% (122)	30% (232)	3% (24)	4% (34)	39% (308)	779
Cable TV: Currently subscribe	14% (136)	23% (225)	29% (295)	4% (37)	4% (37)	27% (271)	1001
Cable TV: Subscribed in past	15% (111)	21% (157)	31% (236)	4% (28)	3% (25)	27% (203)	759
Cable TV: Never subscribed	8% (36)	14% (62)	27% (118)	4% (17)	4% (18)	43% (190)	440

Continued on next page

**Table HR2\_7: If the following actors were in a movie, would you be more or less likely to see that movie?**

Charlize Theron

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	13% (282)	20% (444)	29% (648)	4% (82)	4% (80)	30% (664)	2200
Satellite TV: Currently subscribe	16% (76)	20% (96)	27% (130)	3% (14)	4% (19)	30% (141)	476
Satellite TV: Subscribed in past	13% (73)	21% (122)	30% (172)	6% (33)	4% (20)	27% (159)	579
Satellite TV: Never subscribed	12% (132)	20% (226)	30% (347)	3% (36)	4% (41)	32% (364)	1145
Streaming Services: Currently subscribe	14% (194)	22% (298)	32% (431)	4% (50)	3% (41)	25% (330)	1345
Streaming Services: Subscribed in past	15% (29)	21% (40)	28% (52)	5% (10)	3% (6)	28% (52)	187
Streaming Services: Never subscribed	9% (59)	16% (106)	25% (165)	3% (23)	5% (33)	42% (282)	667
Film: An avid fan	21% (166)	26% (205)	29% (230)	5% (37)	3% (26)	17% (140)	804
Film: A casual fan	9% (108)	19% (220)	31% (359)	4% (42)	3% (32)	34% (389)	1150
Film: Not a fan	3% (8)	7% (18)	24% (60)	2% (4)	9% (22)	55% (135)	247
Television: An avid fan	17% (177)	22% (236)	29% (304)	4% (38)	3% (34)	25% (268)	1058
Television: A casual fan	10% (97)	19% (194)	31% (305)	4% (43)	3% (35)	32% (322)	995
Television: Not a fan	6% (9)	9% (13)	27% (39)	1% (1)	8% (11)	50% (74)	147
Music: An avid fan	17% (192)	20% (227)	28% (306)	4% (45)	4% (40)	27% (302)	1111
Music: A casual fan	9% (86)	21% (205)	33% (318)	4% (34)	3% (32)	31% (302)	978
Music: Not a fan	4% (5)	10% (11)	21% (23)	3% (3)	8% (9)	54% (60)	112
Fashion: An avid fan	21% (69)	22% (71)	22% (74)	7% (22)	4% (14)	24% (80)	329
Fashion: A casual fan	12% (104)	22% (195)	30% (267)	4% (32)	3% (28)	29% (257)	884
Fashion: Not a fan	11% (109)	18% (178)	31% (307)	3% (28)	4% (38)	33% (327)	987

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



**Table HR2\_8:** *If the following actors were in a movie, would you be more or less likely to see that movie?**Olivia Wilde*

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (199)	14% (301)	32% (707)	4% (84)	3% (74)	38% (835)	2200
Gender: Male	10% (111)	14% (149)	30% (322)	4% (39)	3% (34)	38% (406)	1062
Gender: Female	8% (88)	13% (152)	34% (385)	4% (44)	4% (40)	38% (429)	1138
Age: 18-29	12% (52)	14% (61)	31% (133)	4% (17)	2% (9)	36% (156)	428
Age: 30-44	11% (66)	16% (95)	36% (213)	4% (25)	2% (13)	30% (173)	585
Age: 45-54	9% (30)	13% (42)	32% (108)	3% (11)	6% (20)	36% (121)	333
Age: 55-64	7% (27)	15% (64)	30% (126)	3% (12)	5% (21)	40% (167)	418
Age: 65+	5% (23)	9% (38)	29% (128)	4% (18)	2% (11)	50% (218)	436
Generation Z: 18-22	10% (16)	11% (17)	27% (41)	2% (2)	3% (5)	47% (72)	154
Millennial: Age 23-38	12% (78)	16% (107)	36% (237)	4% (27)	1% (7)	31% (200)	656
Generation X: Age 39-54	10% (55)	14% (73)	33% (176)	4% (24)	6% (30)	33% (177)	535
Boomers: Age 55-73	6% (49)	13% (96)	30% (227)	4% (29)	4% (30)	43% (323)	754
PID: Dem (no lean)	12% (93)	16% (123)	32% (247)	4% (35)	2% (19)	33% (258)	774
PID: Ind (no lean)	8% (57)	12% (85)	35% (256)	3% (25)	4% (32)	38% (275)	730
PID: Rep (no lean)	7% (49)	13% (93)	29% (205)	3% (24)	3% (24)	43% (302)	696
PID/Gender: Dem Men	15% (49)	17% (56)	28% (93)	5% (15)	2% (7)	34% (112)	333
PID/Gender: Dem Women	10% (44)	15% (66)	35% (153)	4% (19)	3% (12)	33% (146)	441
PID/Gender: Ind Men	10% (38)	11% (42)	34% (128)	4% (16)	4% (15)	37% (139)	378
PID/Gender: Ind Women	6% (20)	12% (43)	36% (128)	3% (9)	5% (16)	39% (136)	352
PID/Gender: Rep Men	7% (24)	14% (51)	29% (102)	2% (8)	3% (12)	44% (155)	351
PID/Gender: Rep Women	7% (24)	12% (42)	30% (103)	5% (16)	4% (12)	43% (147)	345
Ideo: Liberal (1-3)	13% (74)	18% (105)	35% (210)	5% (28)	2% (10)	28% (166)	593
Ideo: Moderate (4)	9% (52)	15% (84)	36% (197)	3% (17)	4% (20)	33% (182)	553
Ideo: Conservative (5-7)	7% (49)	11% (84)	32% (237)	4% (29)	5% (35)	42% (313)	747
Educ: < College	9% (133)	12% (177)	30% (458)	4% (63)	4% (61)	41% (622)	1512
Educ: Bachelors degree	9% (41)	18% (81)	36% (161)	3% (13)	2% (9)	31% (139)	444
Educ: Post-grad	11% (26)	18% (43)	36% (88)	3% (8)	2% (5)	31% (74)	244
Income: Under 50k	8% (99)	12% (146)	31% (383)	4% (48)	4% (50)	42% (528)	1255
Income: 50k-100k	10% (67)	15% (100)	36% (232)	4% (25)	3% (16)	32% (206)	647
Income: 100k+	11% (33)	18% (54)	31% (91)	3% (10)	3% (8)	34% (101)	298
Ethnicity: White	9% (149)	13% (231)	32% (554)	3% (49)	3% (60)	39% (679)	1722

Continued on next page

**Table HR2\_8:** *If the following actors were in a movie, would you be more or less likely to see that movie?*

Olivia Wilde

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (199)	14% (301)	32% (707)	4% (84)	3% (74)	38% (835)	2200
Ethnicity: Hispanic	12% (41)	13% (46)	32% (110)	4% (16)	2% (7)	37% (129)	349
Ethnicity: Afr. Am.	13% (35)	15% (40)	27% (73)	8% (23)	3% (9)	34% (93)	274
Ethnicity: Other	8% (15)	14% (29)	39% (80)	5% (11)	3% (5)	31% (63)	204
All Christian	8% (82)	14% (140)	32% (319)	3% (33)	3% (31)	38% (377)	982
All Non-Christian	6% (5)	14% (13)	30% (27)	1% (1)	4% (3)	46% (41)	90
Atheist	9% (8)	15% (15)	45% (43)	1% (1)	3% (3)	27% (26)	96
Agnostic/Nothing in particular	10% (103)	13% (134)	31% (318)	5% (49)	4% (37)	38% (392)	1033
Religious Non-Protestant/Catholic	6% (7)	15% (18)	28% (34)	1% (1)	5% (6)	46% (57)	124
Evangelical	10% (61)	11% (71)	29% (188)	4% (24)	4% (25)	43% (274)	642
Non-Evangelical	9% (67)	16% (121)	33% (247)	3% (26)	3% (26)	35% (266)	755
Community: Urban	10% (61)	14% (86)	33% (196)	2% (15)	2% (13)	38% (226)	596
Community: Suburban	9% (94)	15% (152)	34% (337)	4% (37)	3% (30)	35% (347)	997
Community: Rural	7% (45)	10% (62)	29% (174)	5% (32)	5% (31)	43% (263)	607
Employ: Private Sector	11% (71)	18% (118)	35% (234)	3% (23)	2% (13)	31% (205)	663
Employ: Government	11% (14)	15% (21)	34% (46)	4% (5)	1% (1)	35% (47)	134
Employ: Self-Employed	11% (18)	11% (17)	37% (61)	3% (6)	4% (7)	35% (57)	166
Employ: Homemaker	8% (15)	17% (30)	38% (70)	2% (3)	4% (7)	31% (57)	182
Employ: Retired	6% (30)	10% (47)	28% (136)	4% (19)	4% (21)	49% (239)	492
Employ: Unemployed	6% (17)	10% (28)	33% (90)	6% (16)	4% (10)	42% (115)	275
Employ: Other	10% (21)	13% (26)	29% (59)	4% (8)	6% (13)	38% (77)	204
Military HH: Yes	7% (26)	17% (59)	29% (100)	5% (18)	4% (13)	38% (133)	349
Military HH: No	9% (173)	13% (241)	33% (607)	4% (65)	3% (61)	38% (702)	1851
RD/WT: Right Direction	9% (75)	12% (100)	27% (225)	4% (30)	5% (37)	43% (352)	820
RD/WT: Wrong Track	9% (124)	15% (201)	35% (482)	4% (53)	3% (37)	35% (483)	1380
Trump Job Approve	9% (76)	12% (110)	29% (255)	4% (34)	4% (37)	42% (369)	882
Trump Job Disapprove	9% (113)	15% (183)	35% (417)	4% (47)	3% (35)	33% (400)	1195
Trump Job Strongly Approve	9% (45)	11% (52)	27% (130)	4% (20)	5% (23)	43% (206)	477
Trump Job Somewhat Approve	8% (31)	14% (57)	31% (125)	3% (14)	3% (14)	40% (163)	405
Trump Job Somewhat Disapprove	9% (23)	13% (34)	39% (101)	4% (10)	2% (6)	32% (83)	257
Trump Job Strongly Disapprove	10% (91)	16% (149)	34% (315)	4% (37)	3% (29)	34% (317)	937

Continued on next page

**Table HR2\_8:** *If the following actors were in a movie, would you be more or less likely to see that movie?*

Olivia Wilde

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (199)	14% (301)	32% (707)	4% (84)	3% (74)	38% (835)	2200
Favorable of Trump	9% (78)	13% (108)	28% (242)	4% (35)	4% (35)	42% (358)	856
Unfavorable of Trump	9% (114)	15% (178)	36% (433)	4% (43)	3% (38)	33% (400)	1206
Very Favorable of Trump	9% (46)	11% (56)	26% (128)	4% (21)	5% (26)	44% (215)	493
Somewhat Favorable of Trump	9% (32)	14% (52)	31% (114)	4% (14)	2% (9)	39% (142)	363
Somewhat Unfavorable of Trump	8% (17)	11% (24)	43% (93)	3% (6)	3% (7)	32% (68)	215
Very Unfavorable of Trump	10% (98)	16% (154)	34% (340)	4% (37)	3% (30)	33% (332)	991
#1 Issue: Economy	9% (50)	14% (75)	35% (193)	4% (22)	4% (20)	35% (194)	555
#1 Issue: Security	8% (35)	12% (53)	29% (131)	4% (18)	5% (22)	43% (196)	455
#1 Issue: Health Care	12% (45)	18% (64)	35% (126)	3% (11)	2% (8)	30% (107)	362
#1 Issue: Medicare / Social Security	8% (26)	10% (34)	28% (96)	4% (14)	3% (10)	46% (156)	336
#1 Issue: Women's Issues	9% (10)	14% (16)	36% (40)	7% (8)	1% (1)	32% (36)	111
#1 Issue: Education	13% (15)	16% (19)	32% (37)	4% (5)	1% (2)	33% (39)	117
#1 Issue: Energy	9% (12)	16% (21)	32% (42)	— (0)	6% (8)	37% (49)	132
#1 Issue: Other	3% (5)	13% (18)	33% (43)	4% (5)	3% (5)	43% (58)	133
2018 House Vote: Democrat	11% (82)	16% (124)	34% (256)	5% (34)	3% (19)	32% (240)	756
2018 House Vote: Republican	8% (57)	13% (88)	29% (201)	4% (29)	3% (23)	42% (288)	687
2018 House Vote: Someone else	5% (6)	9% (10)	35% (40)	— (1)	7% (8)	43% (50)	115
2016 Vote: Hillary Clinton	11% (72)	17% (115)	35% (229)	4% (28)	3% (20)	30% (198)	662
2016 Vote: Donald Trump	7% (50)	12% (81)	31% (212)	4% (27)	4% (29)	42% (291)	690
2016 Vote: Other	6% (11)	12% (23)	35% (68)	5% (9)	3% (6)	39% (74)	192
2016 Vote: Didn't Vote	10% (66)	13% (81)	31% (199)	3% (19)	3% (19)	41% (265)	648
Voted in 2014: Yes	9% (122)	15% (200)	32% (428)	4% (57)	4% (48)	36% (486)	1342
Voted in 2014: No	9% (77)	12% (101)	33% (279)	3% (26)	3% (26)	41% (349)	858
2012 Vote: Barack Obama	10% (88)	17% (147)	32% (274)	3% (29)	3% (28)	34% (285)	851
2012 Vote: Mitt Romney	7% (35)	12% (60)	31% (156)	4% (20)	4% (19)	43% (217)	508
2012 Vote: Other	4% (5)	9% (10)	36% (41)	7% (8)	5% (6)	37% (42)	112
2012 Vote: Didn't Vote	10% (71)	12% (84)	32% (236)	4% (26)	3% (22)	40% (288)	726

Continued on next page

**Table HR2\_8:** *If the following actors were in a movie, would you be more or less likely to see that movie?*

Olivia Wilde

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (199)	14% (301)	32% (707)	4% (84)	3% (74)	38% (835)	2200
4-Region: Northeast	8% (30)	12% (47)	30% (119)	5% (19)	5% (18)	41% (161)	394
4-Region: Midwest	11% (52)	12% (57)	32% (150)	2% (10)	2% (10)	40% (184)	462
4-Region: South	9% (77)	14% (118)	33% (270)	4% (35)	4% (34)	35% (289)	824
4-Region: West	8% (40)	15% (79)	32% (168)	4% (20)	2% (12)	39% (202)	520
Watch TV: Every day	11% (122)	15% (166)	32% (351)	4% (45)	3% (30)	34% (374)	1088
Watch TV: Several times per week	8% (44)	15% (80)	39% (213)	4% (20)	2% (11)	33% (180)	550
Watch TV: About once per week	5% (7)	16% (21)	31% (41)	3% (4)	7% (9)	38% (50)	132
Watch TV: Several times per month	9% (8)	4% (4)	28% (24)	6% (5)	11% (9)	41% (34)	84
Watch TV: About once per month	15% (8)	14% (7)	18% (9)	5% (3)	8% (4)	41% (21)	52
Watch TV: Less often than once per month	4% (4)	9% (10)	35% (36)	1% (1)	4% (4)	47% (49)	104
Watch TV: Never	4% (7)	7% (13)	17% (32)	3% (5)	3% (7)	67% (127)	191
Watch Movies: Every day	17% (67)	16% (65)	25% (100)	8% (31)	4% (15)	30% (122)	400
Watch Movies: Several times per week	10% (55)	17% (96)	35% (195)	2% (14)	2% (12)	34% (187)	559
Watch Movies: About once per week	7% (26)	16% (54)	38% (133)	3% (11)	2% (7)	34% (119)	350
Watch Movies: Several times per month	7% (18)	15% (38)	37% (93)	2% (5)	4% (10)	35% (88)	252
Watch Movies: About once per month	10% (22)	10% (21)	35% (76)	4% (9)	3% (6)	39% (84)	218
Watch Movies: Less often than once per month	2% (4)	5% (11)	31% (61)	2% (5)	5% (10)	54% (105)	196
Watch Movies: Never	3% (7)	7% (15)	22% (49)	4% (9)	7% (15)	58% (130)	225
Watch Sporting Events: Every day	21% (35)	17% (29)	22% (38)	8% (13)	5% (8)	28% (47)	169
Watch Sporting Events: Several times per week	8% (30)	19% (75)	37% (147)	3% (12)	4% (16)	29% (117)	397
Watch Sporting Events: About once per week	8% (24)	18% (55)	33% (98)	3% (10)	1% (4)	36% (109)	301
Watch Sporting Events: Several times per month	10% (16)	17% (27)	41% (64)	4% (6)	5% (8)	23% (36)	156
Watch Sporting Events: About once per month	12% (16)	13% (17)	35% (45)	1% (2)	2% (3)	36% (48)	131
Watch Sporting Events: Less often than once per month	8% (22)	10% (26)	34% (90)	4% (12)	3% (7)	41% (109)	267
Watch Sporting Events: Never	7% (55)	9% (72)	29% (224)	4% (30)	4% (28)	48% (370)	779
Cable TV: Currently subscribe	10% (97)	14% (139)	31% (312)	5% (47)	4% (36)	37% (369)	1001
Cable TV: Subscribed in past	10% (72)	15% (112)	36% (270)	2% (17)	3% (21)	35% (268)	759
Cable TV: Never subscribed	7% (30)	11% (49)	29% (126)	5% (20)	4% (17)	45% (198)	440

Continued on next page

**Table HR2\_8:** *If the following actors were in a movie, would you be more or less likely to see that movie?**Olivia Wilde*

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (199)	14% (301)	32% (707)	4% (84)	3% (74)	38% (835)	2200
Satellite TV: Currently subscribe	12% (57)	16% (75)	31% (146)	4% (20)	2% (9)	35% (168)	476
Satellite TV: Subscribed in past	9% (53)	14% (79)	34% (198)	5% (28)	5% (26)	34% (194)	579
Satellite TV: Never subscribed	8% (89)	13% (147)	32% (363)	3% (35)	3% (39)	41% (473)	1145
Streaming Services: Currently subscribe	11% (145)	16% (214)	36% (479)	3% (47)	3% (35)	32% (426)	1345
Streaming Services: Subscribed in past	12% (22)	17% (31)	30% (56)	4% (8)	3% (6)	34% (64)	187
Streaming Services: Never subscribed	5% (33)	8% (56)	26% (172)	4% (29)	5% (33)	52% (345)	667
Film: An avid fan	15% (123)	18% (147)	34% (276)	5% (43)	3% (22)	24% (193)	804
Film: A casual fan	6% (73)	12% (141)	33% (377)	3% (35)	3% (29)	43% (495)	1150
Film: Not a fan	2% (4)	5% (12)	22% (54)	2% (5)	10% (24)	60% (147)	247
Television: An avid fan	12% (130)	17% (180)	32% (342)	4% (40)	3% (29)	32% (338)	1058
Television: A casual fan	6% (59)	11% (113)	33% (329)	4% (43)	4% (37)	42% (414)	995
Television: Not a fan	7% (10)	5% (8)	25% (36)	— (1)	6% (9)	56% (83)	147
Music: An avid fan	13% (144)	17% (187)	30% (338)	4% (41)	3% (36)	33% (365)	1111
Music: A casual fan	5% (53)	11% (110)	36% (348)	4% (38)	3% (29)	41% (400)	978
Music: Not a fan	2% (2)	3% (4)	19% (21)	4% (5)	8% (9)	63% (70)	112
Fashion: An avid fan	22% (71)	22% (72)	25% (84)	6% (20)	3% (9)	22% (74)	329
Fashion: A casual fan	8% (72)	16% (140)	36% (316)	4% (32)	3% (23)	34% (300)	884
Fashion: Not a fan	6% (56)	9% (89)	31% (307)	3% (31)	4% (42)	47% (461)	987

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

**Table HR2\_9:** *If the following actors were in a movie, would you be more or less likely to see that movie?*

Amy Adams

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (217)	17% (364)	29% (647)	3% (70)	4% (85)	37% (817)	2200
Gender: Male	10% (103)	16% (170)	30% (316)	2% (26)	5% (51)	37% (396)	1062
Gender: Female	10% (114)	17% (194)	29% (331)	4% (44)	3% (34)	37% (421)	1138
Age: 18-29	11% (47)	15% (66)	29% (125)	4% (19)	4% (17)	36% (154)	428
Age: 30-44	12% (70)	21% (122)	33% (190)	3% (18)	3% (16)	29% (169)	585
Age: 45-54	10% (34)	17% (57)	27% (90)	2% (8)	6% (19)	38% (125)	333
Age: 55-64	9% (36)	15% (63)	28% (118)	2% (10)	6% (23)	40% (168)	418
Age: 65+	7% (30)	13% (56)	28% (124)	4% (16)	2% (10)	46% (201)	436
Generation Z: 18-22	8% (12)	12% (18)	26% (40)	2% (3)	7% (10)	46% (70)	154
Millennial: Age 23-38	12% (78)	20% (130)	30% (197)	4% (28)	2% (15)	32% (208)	656
Generation X: Age 39-54	11% (61)	18% (96)	31% (168)	3% (14)	5% (26)	32% (169)	535
Boomers: Age 55-73	8% (61)	15% (116)	29% (216)	3% (22)	4% (32)	41% (306)	754
PID: Dem (no lean)	11% (89)	18% (141)	31% (243)	2% (19)	4% (32)	32% (251)	774
PID: Ind (no lean)	9% (67)	15% (110)	30% (221)	3% (23)	4% (29)	38% (280)	730
PID: Rep (no lean)	9% (61)	16% (114)	26% (183)	4% (27)	4% (25)	41% (286)	696
PID/Gender: Dem Men	13% (42)	17% (58)	30% (101)	2% (6)	6% (20)	32% (106)	333
PID/Gender: Dem Women	11% (47)	19% (82)	32% (142)	3% (13)	3% (12)	33% (145)	441
PID/Gender: Ind Men	8% (31)	17% (63)	30% (112)	2% (9)	4% (16)	39% (147)	378
PID/Gender: Ind Women	10% (36)	13% (47)	31% (109)	4% (14)	4% (13)	38% (134)	352
PID/Gender: Rep Men	9% (30)	14% (49)	29% (103)	3% (11)	4% (15)	41% (143)	351
PID/Gender: Rep Women	9% (32)	19% (65)	23% (80)	5% (16)	3% (10)	41% (143)	345
Ideo: Liberal (1-3)	15% (88)	19% (114)	34% (202)	2% (11)	3% (18)	27% (159)	593
Ideo: Moderate (4)	11% (61)	19% (107)	30% (167)	4% (23)	3% (18)	32% (177)	553
Ideo: Conservative (5-7)	7% (53)	15% (109)	29% (219)	4% (29)	5% (35)	40% (301)	747
Educ: < College	9% (134)	14% (206)	28% (421)	3% (51)	4% (64)	42% (636)	1512
Educ: Bachelors degree	12% (55)	22% (98)	33% (147)	3% (12)	2% (11)	27% (121)	444
Educ: Post-grad	12% (28)	25% (60)	32% (78)	3% (7)	4% (10)	25% (60)	244
Income: Under 50k	9% (115)	13% (167)	27% (339)	3% (42)	4% (53)	43% (540)	1255
Income: 50k-100k	9% (61)	21% (138)	34% (218)	4% (25)	2% (15)	29% (191)	647
Income: 100k+	14% (41)	20% (59)	30% (90)	1% (3)	6% (17)	29% (87)	298
Ethnicity: White	10% (174)	17% (288)	29% (504)	3% (52)	3% (59)	37% (644)	1722

Continued on next page

**Table HR2\_9:** *If the following actors were in a movie, would you be more or less likely to see that movie?**Amy Adams*

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (217)	17% (364)	29% (647)	3% (70)	4% (85)	37% (817)	2200
Ethnicity: Hispanic	13% (46)	15% (51)	29% (103)	2% (8)	6% (21)	35% (121)	349
Ethnicity: Afr. Am.	10% (27)	15% (40)	26% (72)	4% (11)	4% (11)	42% (114)	274
Ethnicity: Other	8% (16)	17% (35)	35% (71)	3% (6)	8% (16)	29% (59)	204
All Christian	10% (94)	18% (179)	31% (300)	3% (29)	4% (39)	35% (341)	982
All Non-Christian	9% (8)	15% (13)	30% (27)	1% (1)	6% (5)	39% (35)	90
Atheist	10% (10)	16% (15)	43% (42)	1% (1)	2% (2)	28% (27)	96
Agnostic/Nothing in particular	10% (104)	15% (157)	27% (279)	4% (39)	4% (38)	40% (415)	1033
Religious Non-Protestant/Catholic	8% (10)	18% (22)	30% (37)	1% (2)	6% (7)	37% (46)	124
Evangelical	10% (63)	14% (92)	26% (166)	4% (24)	5% (29)	42% (268)	642
Non-Evangelical	10% (73)	19% (145)	30% (225)	3% (25)	4% (30)	34% (256)	755
Community: Urban	10% (62)	17% (101)	29% (171)	3% (15)	4% (21)	38% (226)	596
Community: Suburban	11% (108)	18% (182)	32% (324)	3% (32)	4% (36)	32% (315)	997
Community: Rural	8% (47)	13% (81)	25% (153)	4% (23)	5% (28)	45% (276)	607
Employ: Private Sector	11% (76)	19% (123)	35% (234)	3% (18)	3% (23)	29% (190)	663
Employ: Government	12% (16)	22% (29)	29% (39)	5% (7)	1% (2)	31% (41)	134
Employ: Self-Employed	12% (20)	12% (20)	28% (47)	1% (2)	6% (9)	41% (68)	166
Employ: Homemaker	11% (21)	22% (40)	27% (49)	3% (6)	2% (3)	35% (63)	182
Employ: Retired	6% (30)	13% (64)	28% (136)	3% (15)	4% (20)	46% (227)	492
Employ: Unemployed	10% (27)	14% (39)	27% (73)	5% (13)	6% (17)	39% (107)	275
Employ: Other	8% (17)	15% (30)	27% (54)	3% (6)	5% (11)	42% (86)	204
Military HH: Yes	8% (29)	18% (65)	26% (89)	2% (9)	4% (15)	41% (143)	349
Military HH: No	10% (188)	16% (299)	30% (558)	3% (61)	4% (70)	36% (675)	1851
RD/WT: Right Direction	8% (70)	16% (133)	25% (208)	3% (26)	4% (36)	42% (346)	820
RD/WT: Wrong Track	11% (148)	17% (231)	32% (438)	3% (43)	4% (49)	34% (471)	1380
Trump Job Approve	9% (80)	15% (136)	26% (229)	4% (36)	5% (41)	41% (361)	882
Trump Job Disapprove	11% (131)	18% (214)	32% (384)	2% (29)	4% (43)	33% (394)	1195
Trump Job Strongly Approve	9% (41)	13% (64)	27% (127)	5% (22)	5% (22)	42% (201)	477
Trump Job Somewhat Approve	10% (39)	18% (72)	25% (102)	4% (15)	5% (19)	39% (159)	405
Trump Job Somewhat Disapprove	11% (27)	17% (44)	33% (84)	4% (10)	2% (5)	34% (87)	257
Trump Job Strongly Disapprove	11% (103)	18% (171)	32% (300)	2% (19)	4% (37)	33% (307)	937

Continued on next page

**Table HR2\_9:** *If the following actors were in a movie, would you be more or less likely to see that movie?*

Amy Adams

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (217)	17% (364)	29% (647)	3% (70)	4% (85)	37% (817)	2200
Favorable of Trump	9% (76)	16% (133)	26% (222)	4% (37)	5% (41)	40% (346)	856
Unfavorable of Trump	11% (132)	18% (213)	33% (394)	2% (29)	4% (43)	33% (394)	1206
Very Favorable of Trump	8% (42)	14% (69)	26% (129)	4% (20)	5% (24)	43% (210)	493
Somewhat Favorable of Trump	9% (34)	18% (64)	26% (93)	5% (18)	5% (17)	38% (136)	363
Somewhat Unfavorable of Trump	12% (26)	15% (32)	34% (73)	3% (7)	2% (4)	34% (74)	215
Very Unfavorable of Trump	11% (106)	18% (181)	32% (322)	2% (23)	4% (39)	32% (320)	991
#1 Issue: Economy	10% (56)	17% (96)	30% (169)	3% (19)	3% (18)	35% (197)	555
#1 Issue: Security	6% (29)	15% (66)	27% (124)	4% (18)	7% (31)	41% (186)	455
#1 Issue: Health Care	14% (52)	19% (69)	32% (114)	4% (13)	3% (11)	28% (103)	362
#1 Issue: Medicare / Social Security	9% (31)	11% (37)	29% (99)	1% (4)	3% (11)	46% (155)	336
#1 Issue: Women's Issues	11% (12)	20% (22)	32% (35)	6% (7)	1% (2)	30% (34)	111
#1 Issue: Education	15% (18)	18% (21)	26% (30)	5% (6)	3% (4)	33% (38)	117
#1 Issue: Energy	7% (9)	23% (30)	28% (37)	2% (2)	3% (3)	38% (50)	132
#1 Issue: Other	8% (11)	17% (23)	29% (38)	1% (1)	4% (5)	41% (54)	133
2018 House Vote: Democrat	12% (92)	19% (142)	31% (238)	2% (16)	4% (30)	31% (238)	756
2018 House Vote: Republican	9% (63)	17% (118)	27% (187)	4% (27)	4% (28)	38% (264)	687
2018 House Vote: Someone else	5% (6)	13% (15)	25% (29)	6% (7)	8% (9)	43% (50)	115
2016 Vote: Hillary Clinton	12% (81)	21% (137)	33% (221)	2% (14)	3% (18)	29% (190)	662
2016 Vote: Donald Trump	8% (52)	16% (112)	26% (183)	4% (30)	5% (32)	41% (282)	690
2016 Vote: Other	9% (18)	15% (30)	29% (55)	4% (8)	3% (6)	39% (74)	192
2016 Vote: Didn't Vote	10% (66)	13% (85)	29% (186)	3% (17)	4% (28)	41% (265)	648
Voted in 2014: Yes	10% (129)	19% (249)	29% (396)	3% (45)	4% (50)	35% (473)	1342
Voted in 2014: No	10% (88)	13% (115)	29% (251)	3% (25)	4% (35)	40% (344)	858
2012 Vote: Barack Obama	11% (95)	19% (159)	32% (270)	2% (19)	3% (24)	33% (284)	851
2012 Vote: Mitt Romney	8% (40)	17% (88)	26% (132)	4% (19)	5% (24)	40% (204)	508
2012 Vote: Other	4% (5)	17% (19)	27% (31)	5% (6)	4% (5)	42% (47)	112
2012 Vote: Didn't Vote	10% (76)	13% (97)	29% (214)	4% (26)	5% (33)	39% (280)	726

Continued on next page



**Table HR2\_9:** *If the following actors were in a movie, would you be more or less likely to see that movie?**Amy Adams*

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (217)	17% (364)	29% (647)	3% (70)	4% (85)	37% (817)	2200
4-Region: Northeast	11% (41)	16% (64)	28% (111)	3% (13)	5% (19)	37% (145)	394
4-Region: Midwest	9% (43)	14% (64)	29% (136)	2% (11)	3% (13)	42% (196)	462
4-Region: South	10% (83)	17% (144)	28% (233)	4% (35)	4% (35)	36% (294)	824
4-Region: West	10% (50)	18% (92)	32% (167)	2% (11)	3% (18)	35% (182)	520
Watch TV: Every day	13% (137)	19% (202)	28% (305)	3% (33)	4% (43)	34% (367)	1088
Watch TV: Several times per week	9% (49)	18% (100)	37% (203)	4% (20)	2% (10)	30% (168)	550
Watch TV: About once per week	8% (11)	16% (21)	32% (42)	1% (2)	8% (10)	35% (46)	132
Watch TV: Several times per month	7% (6)	14% (11)	26% (22)	7% (6)	8% (6)	39% (32)	84
Watch TV: About once per month	8% (4)	12% (6)	21% (11)	1% (1)	8% (4)	49% (26)	52
Watch TV: Less often than once per month	5% (6)	8% (8)	34% (35)	2% (2)	4% (4)	47% (49)	104
Watch TV: Never	2% (4)	8% (16)	15% (29)	3% (6)	4% (7)	68% (129)	191
Watch Movies: Every day	14% (55)	20% (82)	21% (83)	4% (17)	6% (25)	34% (138)	400
Watch Movies: Several times per week	14% (80)	19% (107)	33% (182)	3% (18)	2% (11)	29% (161)	559
Watch Movies: About once per week	9% (31)	19% (67)	35% (121)	3% (11)	2% (9)	32% (111)	350
Watch Movies: Several times per month	8% (20)	16% (40)	34% (85)	3% (9)	4% (10)	35% (88)	252
Watch Movies: About once per month	7% (14)	14% (31)	36% (78)	1% (2)	2% (4)	41% (89)	218
Watch Movies: Less often than once per month	4% (8)	9% (18)	31% (61)	2% (5)	7% (13)	47% (92)	196
Watch Movies: Never	4% (8)	8% (19)	16% (36)	4% (8)	7% (15)	62% (139)	225
Watch Sporting Events: Every day	15% (25)	22% (36)	27% (45)	3% (5)	7% (11)	27% (46)	169
Watch Sporting Events: Several times per week	11% (45)	21% (83)	30% (120)	3% (12)	5% (20)	29% (117)	397
Watch Sporting Events: About once per week	12% (36)	18% (53)	33% (100)	4% (11)	2% (7)	31% (94)	301
Watch Sporting Events: Several times per month	9% (14)	25% (40)	28% (44)	3% (4)	6% (9)	29% (45)	156
Watch Sporting Events: About once per month	10% (13)	16% (21)	34% (45)	2% (2)	4% (5)	34% (45)	131
Watch Sporting Events: Less often than once per month	10% (27)	16% (42)	28% (74)	2% (6)	3% (9)	41% (108)	267
Watch Sporting Events: Never	7% (56)	11% (89)	28% (218)	4% (30)	3% (24)	47% (363)	779
Cable TV: Currently subscribe	11% (107)	18% (179)	29% (294)	3% (33)	4% (44)	34% (342)	1001
Cable TV: Subscribed in past	10% (80)	17% (129)	31% (232)	3% (20)	3% (21)	37% (278)	759
Cable TV: Never subscribed	7% (30)	13% (55)	28% (121)	4% (17)	4% (20)	45% (197)	440

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**Table HR2\_9:** *If the following actors were in a movie, would you be more or less likely to see that movie?*

Amy Adams

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (217)	17% (364)	29% (647)	3% (70)	4% (85)	37% (817)	2200
Satellite TV: Currently subscribe	12% (59)	20% (95)	27% (131)	3% (15)	3% (15)	34% (162)	476
Satellite TV: Subscribed in past	10% (57)	16% (91)	31% (179)	3% (19)	4% (22)	36% (211)	579
Satellite TV: Never subscribed	9% (102)	16% (179)	29% (337)	3% (36)	4% (48)	39% (444)	1145
Streaming Services: Currently subscribe	12% (165)	19% (254)	32% (426)	3% (43)	3% (41)	31% (416)	1345
Streaming Services: Subscribed in past	9% (16)	18% (33)	28% (52)	3% (6)	4% (7)	39% (73)	187
Streaming Services: Never subscribed	5% (35)	11% (77)	25% (169)	3% (21)	6% (37)	49% (328)	667
Film: An avid fan	18% (143)	23% (182)	29% (236)	4% (32)	3% (24)	23% (188)	804
Film: A casual fan	6% (67)	14% (167)	32% (365)	3% (31)	4% (41)	42% (479)	1150
Film: Not a fan	3% (7)	6% (15)	19% (46)	3% (7)	8% (21)	61% (151)	247
Television: An avid fan	13% (138)	20% (212)	29% (304)	3% (27)	4% (38)	32% (339)	1058
Television: A casual fan	7% (74)	15% (146)	31% (307)	4% (43)	4% (38)	39% (388)	995
Television: Not a fan	4% (6)	4% (6)	24% (36)	— (0)	6% (9)	61% (90)	147
Music: An avid fan	13% (145)	18% (205)	29% (321)	3% (35)	3% (35)	33% (370)	1111
Music: A casual fan	7% (68)	16% (157)	31% (306)	3% (30)	4% (39)	39% (378)	978
Music: Not a fan	4% (5)	2% (3)	18% (20)	4% (4)	10% (11)	62% (69)	112
Fashion: An avid fan	19% (61)	22% (71)	24% (79)	5% (16)	3% (8)	28% (93)	329
Fashion: A casual fan	11% (98)	18% (163)	32% (279)	3% (30)	4% (31)	32% (282)	884
Fashion: Not a fan	6% (58)	13% (129)	29% (289)	2% (24)	5% (46)	45% (442)	987

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

**Table HR2\_10:** *If the following actors were in a movie, would you be more or less likely to see that movie?*  
Gal Gadot

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (205)	11% (249)	25% (541)	3% (73)	4% (82)	48% (1050)	2200
Gender: Male	12% (123)	13% (138)	25% (268)	3% (27)	4% (39)	44% (467)	1062
Gender: Female	7% (83)	10% (111)	24% (273)	4% (46)	4% (43)	51% (582)	1138
Age: 18-29	13% (56)	10% (43)	26% (110)	4% (17)	3% (15)	44% (187)	428
Age: 30-44	13% (76)	13% (75)	28% (161)	4% (24)	3% (20)	39% (229)	585
Age: 45-54	10% (32)	15% (48)	22% (72)	3% (8)	5% (17)	46% (155)	333
Age: 55-64	5% (22)	12% (50)	25% (105)	3% (12)	4% (18)	51% (211)	418
Age: 65+	4% (19)	7% (32)	21% (93)	3% (12)	3% (13)	61% (268)	436
Generation Z: 18-22	10% (15)	5% (8)	24% (37)	4% (6)	6% (9)	52% (80)	154
Millennial: Age 23-38	14% (89)	13% (87)	26% (171)	5% (31)	2% (12)	41% (267)	656
Generation X: Age 39-54	11% (61)	13% (72)	25% (135)	2% (13)	6% (30)	42% (224)	535
Boomers: Age 55-73	5% (38)	11% (80)	24% (182)	3% (19)	4% (29)	54% (405)	754
PID: Dem (no lean)	12% (95)	13% (103)	25% (195)	2% (16)	4% (29)	43% (335)	774
PID: Ind (no lean)	8% (55)	11% (82)	25% (181)	4% (32)	4% (27)	48% (353)	730
PID: Rep (no lean)	8% (55)	9% (63)	24% (165)	4% (24)	4% (26)	52% (362)	696
PID/Gender: Dem Men	16% (55)	13% (42)	25% (84)	2% (6)	4% (14)	40% (132)	333
PID/Gender: Dem Women	9% (41)	14% (61)	25% (111)	2% (10)	3% (15)	46% (203)	441
PID/Gender: Ind Men	9% (33)	15% (56)	25% (94)	4% (15)	3% (13)	44% (166)	378
PID/Gender: Ind Women	6% (22)	7% (26)	25% (87)	5% (17)	4% (14)	53% (187)	352
PID/Gender: Rep Men	10% (35)	11% (39)	26% (90)	2% (6)	3% (12)	48% (169)	351
PID/Gender: Rep Women	6% (20)	7% (24)	22% (75)	5% (19)	4% (14)	56% (192)	345
Ideo: Liberal (1-3)	16% (94)	15% (88)	27% (162)	2% (12)	3% (16)	37% (221)	593
Ideo: Moderate (4)	9% (51)	13% (73)	27% (148)	4% (21)	3% (16)	44% (244)	553
Ideo: Conservative (5-7)	6% (48)	10% (72)	25% (184)	4% (31)	5% (35)	50% (377)	747
Educ: < College	8% (127)	10% (145)	22% (338)	4% (53)	4% (64)	52% (785)	1512
Educ: Bachelors degree	11% (47)	14% (64)	29% (128)	3% (14)	3% (12)	40% (178)	444
Educ: Post-grad	13% (31)	17% (41)	31% (75)	2% (6)	2% (5)	36% (87)	244
Income: Under 50k	7% (93)	10% (119)	22% (274)	3% (35)	4% (55)	54% (679)	1255
Income: 50k-100k	13% (83)	14% (88)	28% (179)	4% (28)	3% (19)	39% (251)	647
Income: 100k+	10% (29)	14% (42)	30% (88)	4% (11)	3% (8)	40% (120)	298
Ethnicity: White	8% (138)	11% (181)	25% (428)	4% (61)	3% (59)	50% (854)	1722

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**Table HR2\_10:** *If the following actors were in a movie, would you be more or less likely to see that movie?*

Gal Gadot

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (205)	11% (249)	25% (541)	3% (73)	4% (82)	48% (1050)	2200
Ethnicity: Hispanic	16% (56)	13% (45)	24% (85)	3% (12)	4% (16)	39% (136)	349
Ethnicity: Afr. Am.	11% (31)	11% (30)	24% (65)	3% (8)	3% (10)	47% (130)	274
Ethnicity: Other	18% (36)	18% (38)	23% (48)	2% (4)	7% (13)	32% (65)	204
All Christian	8% (80)	12% (114)	26% (259)	3% (28)	4% (35)	47% (465)	982
All Non-Christian	11% (9)	17% (15)	24% (21)	6% (5)	5% (4)	38% (34)	90
Atheist	15% (15)	13% (12)	29% (27)	7% (6)	2% (2)	34% (33)	96
Agnostic/Nothing in particular	10% (101)	10% (108)	23% (234)	3% (33)	4% (40)	50% (517)	1033
Religious Non-Protestant/Catholic	10% (12)	16% (20)	26% (32)	5% (6)	3% (4)	40% (50)	124
Evangelical	7% (44)	10% (64)	22% (142)	3% (21)	4% (26)	54% (345)	642
Non-Evangelical	9% (67)	12% (92)	27% (201)	3% (24)	3% (26)	46% (344)	755
Community: Urban	11% (66)	13% (78)	23% (138)	3% (20)	3% (19)	46% (275)	596
Community: Suburban	10% (102)	13% (126)	27% (265)	3% (32)	3% (35)	44% (437)	997
Community: Rural	6% (37)	7% (45)	23% (139)	4% (21)	5% (28)	56% (338)	607
Employ: Private Sector	13% (84)	16% (103)	28% (188)	4% (25)	2% (12)	38% (251)	663
Employ: Government	13% (18)	11% (15)	26% (35)	4% (5)	4% (5)	42% (57)	134
Employ: Self-Employed	11% (19)	15% (25)	28% (47)	3% (5)	5% (9)	37% (62)	166
Employ: Homemaker	6% (11)	11% (20)	29% (53)	3% (5)	2% (4)	49% (89)	182
Employ: Retired	4% (19)	8% (38)	21% (105)	3% (14)	4% (21)	60% (297)	492
Employ: Unemployed	11% (30)	8% (22)	19% (52)	5% (13)	6% (16)	52% (142)	275
Employ: Other	7% (13)	9% (18)	24% (48)	2% (5)	6% (13)	52% (107)	204
Military HH: Yes	9% (32)	10% (34)	22% (78)	2% (8)	4% (13)	53% (184)	349
Military HH: No	9% (173)	12% (215)	25% (463)	4% (66)	4% (68)	47% (866)	1851
RD/WT: Right Direction	8% (62)	11% (88)	23% (192)	3% (28)	5% (38)	50% (412)	820
RD/WT: Wrong Track	10% (143)	12% (161)	25% (349)	3% (45)	3% (44)	46% (637)	1380
Trump Job Approve	8% (67)	10% (85)	22% (197)	4% (40)	5% (42)	51% (452)	882
Trump Job Disapprove	11% (129)	13% (158)	26% (313)	3% (30)	3% (36)	44% (528)	1195
Trump Job Strongly Approve	9% (42)	9% (43)	21% (101)	4% (18)	5% (22)	52% (250)	477
Trump Job Somewhat Approve	6% (25)	10% (41)	24% (96)	5% (21)	5% (20)	50% (202)	405
Trump Job Somewhat Disapprove	9% (22)	12% (30)	32% (81)	2% (6)	1% (2)	45% (114)	257
Trump Job Strongly Disapprove	11% (107)	14% (128)	25% (231)	3% (24)	4% (34)	44% (413)	937

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**Table HR2\_10:** *If the following actors were in a movie, would you be more or less likely to see that movie?*  
*Gal Gadot*

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (205)	11% (249)	25% (541)	3% (73)	4% (82)	48% (1050)	2200
Favorable of Trump	7% (62)	10% (85)	23% (196)	4% (37)	5% (40)	51% (436)	856
Unfavorable of Trump	11% (131)	13% (152)	27% (320)	3% (35)	3% (40)	44% (528)	1206
Very Favorable of Trump	8% (42)	10% (47)	20% (100)	3% (17)	4% (21)	54% (265)	493
Somewhat Favorable of Trump	5% (20)	10% (38)	26% (96)	5% (20)	5% (19)	47% (171)	363
Somewhat Unfavorable of Trump	9% (19)	9% (19)	33% (71)	3% (7)	2% (4)	44% (96)	215
Very Unfavorable of Trump	11% (112)	13% (133)	25% (249)	3% (28)	4% (36)	44% (432)	991
#1 Issue: Economy	11% (59)	14% (77)	25% (138)	2% (12)	3% (15)	46% (255)	555
#1 Issue: Security	8% (38)	8% (37)	24% (109)	3% (13)	6% (28)	51% (230)	455
#1 Issue: Health Care	10% (37)	14% (50)	27% (99)	4% (15)	4% (15)	40% (145)	362
#1 Issue: Medicare / Social Security	6% (21)	7% (25)	21% (71)	4% (12)	2% (7)	60% (200)	336
#1 Issue: Women's Issues	14% (15)	12% (13)	34% (38)	4% (5)	1% (1)	35% (39)	111
#1 Issue: Education	14% (16)	11% (12)	26% (30)	5% (6)	3% (3)	42% (49)	117
#1 Issue: Energy	8% (11)	17% (22)	23% (31)	5% (6)	2% (3)	45% (59)	132
#1 Issue: Other	7% (9)	10% (13)	19% (25)	4% (5)	7% (9)	54% (72)	133
2018 House Vote: Democrat	11% (87)	13% (102)	26% (195)	3% (25)	3% (26)	43% (322)	756
2018 House Vote: Republican	8% (57)	10% (72)	23% (159)	4% (25)	4% (27)	50% (347)	687
2018 House Vote: Someone else	5% (6)	9% (11)	25% (29)	4% (5)	7% (8)	49% (56)	115
2016 Vote: Hillary Clinton	11% (75)	15% (101)	27% (176)	3% (19)	3% (21)	41% (269)	662
2016 Vote: Donald Trump	6% (44)	10% (67)	24% (163)	4% (27)	4% (30)	52% (360)	690
2016 Vote: Other	10% (19)	12% (23)	21% (41)	5% (9)	5% (9)	47% (91)	192
2016 Vote: Didn't Vote	10% (67)	9% (57)	25% (161)	3% (19)	3% (21)	50% (323)	648
Voted in 2014: Yes	9% (125)	13% (174)	24% (321)	3% (46)	4% (52)	47% (625)	1342
Voted in 2014: No	9% (80)	9% (75)	26% (220)	3% (28)	3% (30)	49% (424)	858
2012 Vote: Barack Obama	10% (85)	13% (112)	26% (223)	2% (20)	3% (29)	45% (381)	851
2012 Vote: Mitt Romney	7% (35)	10% (53)	23% (118)	4% (19)	4% (18)	52% (264)	508
2012 Vote: Other	7% (7)	15% (17)	19% (21)	6% (7)	4% (5)	49% (55)	112
2012 Vote: Didn't Vote	11% (77)	9% (67)	25% (178)	4% (27)	4% (30)	48% (347)	726

Continued on next page

**Table HR2\_10:** *If the following actors were in a movie, would you be more or less likely to see that movie?*

Gal Gadot

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (205)	11% (249)	25% (541)	3% (73)	4% (82)	48% (1050)	2200
4-Region: Northeast	11% (42)	11% (42)	23% (89)	3% (14)	6% (22)	47% (184)	394
4-Region: Midwest	8% (38)	12% (55)	24% (112)	2% (8)	3% (12)	51% (237)	462
4-Region: South	9% (73)	9% (77)	26% (217)	5% (39)	4% (33)	47% (386)	824
4-Region: West	10% (53)	14% (75)	24% (124)	2% (13)	3% (14)	47% (242)	520
Watch TV: Every day	11% (119)	12% (133)	25% (272)	3% (34)	3% (32)	46% (497)	1088
Watch TV: Several times per week	10% (57)	10% (58)	28% (154)	5% (25)	3% (16)	44% (240)	550
Watch TV: About once per week	12% (16)	10% (13)	25% (32)	2% (3)	5% (7)	46% (61)	132
Watch TV: Several times per month	6% (5)	16% (13)	21% (18)	4% (4)	10% (9)	43% (36)	84
Watch TV: About once per month	6% (3)	12% (6)	19% (10)	3% (2)	5% (3)	55% (28)	52
Watch TV: Less often than once per month	3% (3)	17% (18)	26% (27)	3% (3)	3% (3)	49% (50)	104
Watch TV: Never	2% (3)	5% (9)	14% (27)	2% (3)	6% (11)	72% (137)	191
Watch Movies: Every day	16% (63)	11% (43)	22% (90)	3% (13)	4% (17)	44% (174)	400
Watch Movies: Several times per week	14% (76)	14% (78)	25% (142)	4% (21)	2% (13)	41% (229)	559
Watch Movies: About once per week	6% (21)	15% (52)	28% (100)	3% (12)	3% (9)	44% (155)	350
Watch Movies: Several times per month	6% (15)	9% (22)	29% (73)	5% (12)	5% (12)	47% (118)	252
Watch Movies: About once per month	6% (14)	13% (28)	26% (58)	2% (4)	4% (9)	49% (106)	218
Watch Movies: Less often than once per month	4% (7)	6% (12)	23% (45)	3% (6)	4% (8)	60% (118)	196
Watch Movies: Never	4% (9)	6% (14)	15% (34)	2% (5)	6% (14)	66% (148)	225
Watch Sporting Events: Every day	25% (42)	12% (21)	19% (32)	3% (6)	6% (10)	35% (59)	169
Watch Sporting Events: Several times per week	9% (35)	14% (55)	29% (115)	5% (18)	5% (20)	39% (154)	397
Watch Sporting Events: About once per week	10% (31)	11% (33)	26% (79)	4% (11)	1% (4)	47% (142)	301
Watch Sporting Events: Several times per month	10% (15)	18% (28)	33% (51)	4% (6)	4% (6)	32% (50)	156
Watch Sporting Events: About once per month	10% (14)	8% (11)	27% (35)	5% (7)	2% (3)	47% (61)	131
Watch Sporting Events: Less often than once per month	9% (24)	10% (27)	25% (67)	3% (7)	3% (9)	50% (134)	267
Watch Sporting Events: Never	6% (44)	10% (74)	21% (163)	2% (18)	4% (30)	58% (451)	779
Cable TV: Currently subscribe	10% (104)	12% (125)	24% (236)	5% (46)	4% (44)	45% (446)	1001
Cable TV: Subscribed in past	9% (72)	10% (74)	29% (222)	2% (15)	3% (20)	47% (358)	759
Cable TV: Never subscribed	7% (30)	11% (50)	19% (84)	3% (13)	4% (18)	56% (245)	440

Continued on next page

**Table HR2\_10:** *If the following actors were in a movie, would you be more or less likely to see that movie?*  
Gal Gadot

Demographic	Much more likely	Somewhat more likely	No more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (205)	11% (249)	25% (541)	3% (73)	4% (82)	48% (1050)	2200
Satellite TV: Currently subscribe	12% (58)	9% (43)	25% (118)	3% (13)	4% (19)	47% (223)	476
Satellite TV: Subscribed in past	11% (64)	12% (70)	26% (150)	2% (14)	3% (15)	46% (266)	579
Satellite TV: Never subscribed	7% (83)	12% (136)	24% (273)	4% (46)	4% (48)	49% (560)	1145
Streaming Services: Currently subscribe	11% (153)	13% (173)	27% (364)	4% (50)	3% (41)	42% (564)	1345
Streaming Services: Subscribed in past	10% (19)	15% (29)	21% (40)	2% (4)	3% (6)	48% (90)	187
Streaming Services: Never subscribed	5% (33)	7% (48)	21% (137)	3% (19)	5% (34)	59% (396)	667
Film: An avid fan	18% (141)	17% (138)	25% (198)	4% (30)	4% (33)	33% (263)	804
Film: A casual fan	5% (56)	9% (99)	26% (304)	3% (36)	2% (26)	55% (628)	1150
Film: Not a fan	3% (8)	5% (12)	16% (39)	3% (8)	9% (22)	64% (158)	247
Television: An avid fan	13% (134)	14% (146)	24% (250)	4% (40)	3% (29)	43% (459)	1058
Television: A casual fan	7% (67)	9% (90)	27% (264)	3% (31)	4% (43)	50% (499)	995
Television: Not a fan	2% (4)	9% (13)	19% (28)	1% (2)	6% (9)	62% (91)	147
Music: An avid fan	13% (140)	13% (141)	24% (266)	3% (35)	4% (48)	43% (481)	1111
Music: A casual fan	6% (60)	11% (104)	26% (255)	3% (34)	3% (25)	51% (499)	978
Music: Not a fan	4% (5)	4% (4)	18% (21)	4% (5)	7% (8)	62% (70)	112
Fashion: An avid fan	14% (48)	16% (54)	25% (84)	4% (13)	4% (14)	36% (117)	329
Fashion: A casual fan	10% (88)	10% (93)	27% (243)	4% (32)	3% (28)	45% (401)	884
Fashion: Not a fan	7% (70)	10% (102)	22% (215)	3% (28)	4% (40)	54% (532)	987

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

**Table HR3: About how frequently do you listen to podcasts?**

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total
Adults	6% (135)	8% (178)	7% (148)	5% (107)	6% (123)	16% (353)	53% (1156)	2200
Gender: Male	9% (92)	9% (96)	8% (81)	5% (52)	5% (57)	16% (167)	49% (517)	1060
Gender: Female	4% (43)	7% (82)	6% (67)	5% (55)	6% (67)	16% (186)	56% (640)	1130
Age: 18-29	7% (29)	11% (47)	11% (46)	5% (20)	8% (33)	18% (79)	41% (175)	420
Age: 30-44	11% (63)	13% (75)	8% (48)	5% (30)	6% (37)	14% (85)	42% (246)	580
Age: 45-54	7% (22)	9% (28)	5% (17)	6% (21)	5% (18)	15% (50)	53% (175)	330
Age: 55-64	3% (12)	3% (15)	5% (22)	5% (23)	5% (22)	18% (73)	60% (251)	410
Age: 65+	2% (9)	3% (12)	3% (14)	3% (12)	3% (14)	15% (65)	71% (310)	430
Generation Z: 18-22	3% (5)	6% (9)	12% (19)	5% (8)	7% (12)	29% (44)	38% (58)	150
Millennial: Age 23-38	10% (67)	14% (95)	9% (62)	4% (27)	7% (44)	13% (87)	42% (275)	650
Generation X: Age 39-54	8% (42)	9% (47)	6% (31)	7% (37)	6% (32)	15% (83)	49% (263)	530
Boomers: Age 55-73	3% (20)	3% (25)	5% (35)	5% (35)	4% (31)	17% (128)	64% (480)	750
PID: Dem (no lean)	8% (59)	9% (67)	7% (50)	5% (41)	5% (36)	14% (106)	54% (415)	770
PID: Ind (no lean)	5% (35)	6% (43)	7% (53)	5% (33)	6% (43)	18% (132)	53% (390)	730
PID: Rep (no lean)	6% (40)	10% (68)	6% (44)	5% (33)	6% (45)	16% (115)	50% (351)	690
PID/Gender: Dem Men	12% (40)	9% (31)	8% (28)	6% (19)	4% (12)	14% (46)	47% (158)	330
PID/Gender: Dem Women	4% (19)	8% (36)	5% (22)	5% (23)	6% (24)	14% (60)	58% (257)	440
PID/Gender: Ind Men	6% (21)	7% (26)	8% (32)	5% (17)	5% (21)	18% (67)	51% (194)	370
PID/Gender: Ind Women	4% (14)	5% (18)	6% (22)	5% (16)	6% (22)	18% (65)	56% (197)	350
PID/Gender: Rep Men	9% (30)	11% (40)	6% (21)	5% (17)	7% (24)	15% (53)	47% (165)	310
PID/Gender: Rep Women	3% (10)	8% (28)	7% (23)	5% (16)	6% (20)	18% (61)	54% (186)	340
Ideo: Liberal (1-3)	11% (66)	12% (69)	7% (40)	6% (37)	5% (32)	16% (93)	43% (254)	590
Ideo: Moderate (4)	3% (15)	6% (36)	7% (39)	5% (27)	7% (38)	16% (86)	57% (313)	550
Ideo: Conservative (5-7)	6% (43)	8% (63)	7% (51)	5% (35)	5% (39)	18% (135)	51% (382)	740
Educ: < College	4% (65)	7% (111)	6% (92)	4% (64)	5% (74)	16% (238)	57% (868)	1510
Educ: Bachelors degree	11% (47)	9% (38)	8% (34)	5% (23)	7% (31)	18% (82)	43% (189)	440
Educ: Post-grad	9% (23)	12% (29)	9% (21)	8% (20)	7% (18)	14% (33)	41% (99)	240
Income: Under 50k	5% (61)	6% (78)	6% (76)	4% (56)	5% (62)	15% (194)	58% (729)	1250
Income: 50k-100k	7% (45)	10% (67)	7% (44)	5% (35)	7% (46)	16% (105)	47% (305)	640
Income: 100k+	10% (29)	11% (33)	9% (28)	5% (16)	5% (16)	18% (54)	41% (122)	290
Ethnicity: White	6% (105)	8% (132)	7% (116)	5% (86)	5% (88)	16% (281)	53% (913)	1720

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**Table HR3: About how frequently do you listen to podcasts?**

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total
Adults	6% (135)	8% (178)	7% (148)	5% (107)	6% (123)	16% (353)	53% (1156)	220
Ethnicity: Hispanic	9% (33)	10% (36)	10% (35)	6% (21)	5% (18)	18% (64)	41% (142)	34
Ethnicity: Afr. Am.	6% (17)	9% (24)	3% (9)	4% (11)	9% (24)	15% (40)	54% (149)	27
Ethnicity: Other	6% (12)	11% (22)	11% (22)	5% (10)	5% (11)	15% (32)	47% (95)	20
All Christian	6% (57)	9% (86)	6% (62)	5% (53)	5% (52)	15% (150)	53% (522)	98
All Non-Christian	6% (5)	9% (8)	4% (3)	4% (4)	3% (3)	17% (16)	57% (51)	9
Atheist	13% (13)	7% (7)	15% (14)	3% (3)	3% (3)	21% (20)	37% (35)	9
Agnostic/Nothing in particular	6% (60)	7% (77)	7% (68)	5% (47)	6% (65)	16% (167)	53% (548)	103
Religious Non-Protestant/Catholic	6% (7)	7% (9)	3% (4)	8% (10)	5% (6)	17% (21)	54% (67)	12
Evangelical	4% (28)	8% (49)	5% (32)	4% (28)	5% (34)	16% (100)	58% (372)	64
Non-Evangelical	6% (44)	8% (63)	8% (58)	5% (40)	6% (43)	15% (111)	53% (397)	75
Community: Urban	8% (49)	8% (46)	7% (42)	4% (27)	6% (35)	16% (95)	51% (302)	59
Community: Suburban	7% (66)	9% (90)	7% (67)	6% (56)	6% (62)	17% (167)	49% (489)	99
Community: Rural	3% (19)	7% (42)	6% (39)	4% (24)	4% (26)	15% (91)	60% (365)	60
Employ: Private Sector	9% (57)	11% (75)	9% (61)	7% (43)	7% (45)	17% (113)	41% (270)	66
Employ: Government	12% (17)	4% (6)	6% (8)	7% (9)	9% (12)	16% (21)	46% (62)	13
Employ: Self-Employed	10% (17)	11% (18)	6% (10)	8% (13)	7% (11)	14% (23)	45% (74)	16
Employ: Homemaker	3% (6)	11% (20)	5% (9)	5% (10)	8% (14)	15% (28)	53% (96)	18
Employ: Retired	3% (16)	3% (15)	5% (25)	2% (12)	3% (15)	15% (75)	68% (334)	49
Employ: Unemployed	3% (9)	9% (25)	6% (15)	2% (7)	6% (16)	17% (46)	57% (158)	27
Employ: Other	4% (9)	6% (13)	5% (10)	3% (7)	4% (8)	18% (36)	60% (122)	20
Military HH: Yes	5% (17)	6% (20)	4% (14)	6% (21)	6% (21)	16% (55)	57% (200)	34
Military HH: No	6% (117)	9% (158)	7% (133)	5% (86)	6% (102)	16% (298)	52% (957)	185
RD/WT: Right Direction	6% (51)	8% (70)	7% (61)	5% (44)	6% (51)	14% (117)	52% (426)	82
RD/WT: Wrong Track	6% (83)	8% (109)	6% (87)	5% (63)	5% (73)	17% (236)	53% (731)	138
Trump Job Approve	6% (50)	8% (72)	7% (65)	5% (46)	5% (44)	17% (146)	52% (457)	88
Trump Job Disapprove	7% (78)	8% (97)	7% (80)	5% (57)	6% (66)	16% (192)	52% (625)	119
Trump Job Strongly Approve	6% (27)	9% (43)	6% (28)	5% (24)	4% (19)	15% (73)	55% (262)	47
Trump Job Somewhat Approve	6% (22)	7% (29)	9% (37)	6% (23)	6% (26)	18% (73)	48% (195)	40
Trump Job Somewhat Disapprove	5% (14)	7% (19)	10% (26)	4% (10)	7% (17)	17% (43)	50% (128)	25
Trump Job Strongly Disapprove	7% (65)	8% (78)	6% (54)	5% (47)	5% (50)	16% (148)	53% (496)	93

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**Table HR3: About how frequently do you listen to podcasts?**

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total
Adults	6% (135)	8% (178)	7% (148)	5% (107)	6% (123)	16% (353)	53% (1156)	220
Favorable of Trump	6% (50)	8% (72)	7% (58)	5% (47)	6% (48)	16% (140)	52% (441)	85
Unfavorable of Trump	6% (76)	8% (95)	7% (83)	5% (57)	5% (66)	16% (193)	53% (636)	120
Very Favorable of Trump	6% (28)	11% (53)	4% (22)	5% (27)	5% (24)	16% (79)	53% (260)	49
Somewhat Favorable of Trump	6% (23)	5% (18)	10% (37)	5% (20)	7% (24)	17% (60)	50% (181)	36
Somewhat Unfavorable of Trump	7% (16)	5% (12)	11% (25)	3% (6)	6% (13)	18% (38)	49% (106)	21
Very Unfavorable of Trump	6% (60)	8% (84)	6% (58)	5% (51)	5% (53)	16% (155)	54% (530)	99
#1 Issue: Economy	8% (42)	10% (53)	7% (39)	5% (26)	6% (35)	17% (95)	48% (265)	55
#1 Issue: Security	4% (19)	10% (45)	8% (35)	5% (23)	6% (29)	16% (75)	50% (228)	45
#1 Issue: Health Care	7% (24)	9% (32)	5% (20)	7% (25)	5% (18)	12% (45)	55% (199)	36
#1 Issue: Medicare / Social Security	2% (6)	2% (6)	3% (11)	3% (9)	4% (15)	12% (39)	75% (251)	33
#1 Issue: Women's Issues	10% (11)	11% (13)	6% (6)	2% (2)	5% (6)	19% (21)	47% (52)	11
#1 Issue: Education	10% (11)	5% (6)	11% (13)	11% (13)	4% (4)	19% (22)	40% (47)	11
#1 Issue: Energy	11% (14)	13% (17)	14% (18)	4% (5)	8% (10)	22% (29)	29% (38)	13
#1 Issue: Other	5% (7)	4% (6)	5% (6)	4% (5)	4% (6)	20% (27)	57% (76)	13
2018 House Vote: Democrat	8% (59)	9% (67)	7% (53)	5% (37)	6% (42)	16% (118)	50% (381)	75
2018 House Vote: Republican	6% (44)	9% (63)	7% (48)	5% (33)	5% (34)	19% (131)	49% (335)	68
2018 House Vote: Someone else	1% (1)	3% (3)	5% (5)	3% (3)	5% (6)	19% (22)	64% (73)	11
2016 Vote: Hillary Clinton	9% (60)	9% (60)	6% (42)	5% (33)	6% (40)	16% (103)	49% (324)	66
2016 Vote: Donald Trump	5% (33)	9% (64)	6% (44)	5% (36)	4% (28)	16% (114)	54% (370)	69
2016 Vote: Other	4% (8)	4% (8)	7% (14)	3% (6)	9% (17)	20% (38)	52% (101)	19
2016 Vote: Didn't Vote	5% (33)	7% (47)	7% (47)	5% (32)	6% (38)	14% (94)	55% (358)	64
Voted in 2014: Yes	6% (81)	9% (115)	6% (83)	5% (65)	5% (73)	17% (228)	52% (697)	134
Voted in 2014: No	6% (53)	7% (63)	8% (65)	5% (42)	6% (50)	15% (125)	54% (460)	85
2012 Vote: Barack Obama	8% (66)	9% (78)	7% (57)	5% (46)	6% (47)	14% (123)	51% (433)	85
2012 Vote: Mitt Romney	5% (26)	7% (38)	6% (29)	4% (22)	5% (26)	19% (99)	53% (268)	50
2012 Vote: Other	3% (4)	3% (4)	1% (1)	6% (7)	5% (6)	17% (19)	65% (73)	11
2012 Vote: Didn't Vote	5% (39)	8% (59)	8% (60)	4% (32)	6% (44)	15% (112)	52% (380)	72

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**Table HR3: About how frequently do you listen to podcasts?**

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total
Adults	6% (135)	8% (178)	7% (148)	5% (107)	6% (123)	16% (353)	53% (1156)	2200
4-Region: Northeast	6% (22)	7% (28)	6% (26)	4% (15)	5% (18)	14% (55)	58% (230)	395
4-Region: Midwest	6% (29)	7% (32)	8% (36)	6% (26)	5% (25)	15% (68)	53% (247)	465
4-Region: South	6% (50)	9% (73)	6% (54)	5% (41)	7% (56)	14% (115)	53% (436)	820
4-Region: West	6% (32)	9% (45)	6% (33)	5% (25)	5% (25)	22% (114)	47% (245)	520
Watch TV: Every day	7% (73)	9% (94)	7% (73)	4% (47)	5% (60)	15% (164)	53% (578)	1080
Watch TV: Several times per week	7% (40)	8% (45)	7% (38)	6% (34)	6% (35)	18% (102)	47% (257)	550
Watch TV: About once per week	1% (1)	12% (16)	11% (14)	10% (13)	5% (7)	20% (26)	42% (55)	130
Watch TV: Several times per month	5% (4)	13% (11)	5% (5)	3% (2)	8% (7)	19% (16)	46% (39)	80
Watch TV: About once per month	6% (3)	8% (4)	12% (6)	8% (4)	6% (3)	12% (6)	47% (24)	50
Watch TV: Less often than once per month	10% (10)	5% (5)	7% (7)	2% (2)	5% (5)	21% (22)	51% (53)	100
Watch TV: Never	1% (3)	2% (4)	3% (5)	2% (3)	4% (7)	9% (17)	79% (152)	190
Watch Movies: Every day	9% (38)	10% (38)	8% (33)	5% (20)	6% (25)	12% (47)	50% (199)	400
Watch Movies: Several times per week	8% (44)	10% (56)	8% (44)	6% (33)	5% (30)	18% (100)	45% (252)	550
Watch Movies: About once per week	4% (14)	11% (37)	10% (34)	7% (24)	10% (34)	18% (63)	41% (143)	350
Watch Movies: Several times per month	6% (16)	9% (22)	5% (11)	7% (17)	5% (13)	16% (41)	52% (132)	250
Watch Movies: About once per month	3% (7)	6% (13)	6% (14)	2% (5)	6% (12)	26% (56)	51% (112)	210
Watch Movies: Less often than once per month	5% (9)	4% (8)	5% (9)	2% (4)	3% (5)	15% (29)	67% (131)	190
Watch Movies: Never	4% (8)	2% (4)	1% (3)	2% (3)	2% (4)	7% (15)	83% (187)	220
Watch Sporting Events: Every day	13% (22)	14% (24)	7% (11)	5% (9)	4% (6)	15% (26)	42% (72)	160
Watch Sporting Events: Several times per week	8% (31)	10% (41)	7% (28)	7% (27)	7% (28)	17% (66)	45% (177)	390
Watch Sporting Events: About once per week	8% (23)	10% (31)	13% (38)	3% (10)	8% (24)	13% (39)	45% (136)	300
Watch Sporting Events: Several times per month	5% (7)	13% (21)	12% (18)	8% (13)	9% (14)	11% (18)	42% (65)	150
Watch Sporting Events: About once per month	2% (2)	10% (14)	8% (10)	4% (5)	7% (9)	24% (31)	46% (60)	130
Watch Sporting Events: Less often than once per month	6% (16)	7% (19)	6% (15)	7% (18)	7% (18)	19% (52)	48% (128)	260
Watch Sporting Events: Never	4% (33)	4% (28)	4% (28)	3% (25)	3% (26)	16% (121)	67% (519)	770
Cable TV: Currently subscribe	5% (52)	9% (86)	8% (75)	4% (41)	5% (52)	16% (158)	54% (537)	1000
Cable TV: Subscribed in past	8% (59)	9% (68)	6% (45)	6% (46)	7% (51)	17% (130)	47% (360)	750
Cable TV: Never subscribed	5% (23)	5% (24)	6% (28)	4% (20)	5% (20)	15% (65)	59% (260)	440

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**Table HR3: About how frequently do you listen to podcasts?**

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total
Adults	6% (135)	8% (178)	7% (148)	5% (107)	6% (123)	16% (353)	53% (1156)	220
Satellite TV: Currently subscribe	9% (43)	13% (60)	5% (24)	4% (21)	6% (29)	16% (74)	47% (225)	47
Satellite TV: Subscribed in past	6% (37)	6% (37)	8% (47)	6% (36)	6% (38)	18% (102)	49% (282)	57
Satellite TV: Never subscribed	5% (54)	7% (81)	7% (77)	4% (49)	5% (57)	15% (177)	57% (650)	114
Streaming Services: Currently subscribe	8% (114)	10% (134)	9% (121)	7% (88)	6% (85)	18% (246)	41% (557)	134
Streaming Services: Subscribed in past	4% (7)	12% (22)	5% (10)	4% (7)	5% (10)	20% (38)	50% (93)	18
Streaming Services: Never subscribed	2% (13)	3% (23)	2% (17)	2% (12)	4% (28)	10% (68)	76% (506)	66
Film: An avid fan	9% (75)	11% (88)	8% (68)	6% (48)	7% (56)	17% (136)	41% (333)	80
Film: A casual fan	4% (47)	7% (78)	6% (70)	5% (53)	5% (57)	17% (199)	56% (645)	115
Film: Not a fan	5% (13)	5% (12)	4% (10)	2% (6)	4% (10)	7% (17)	72% (178)	24
Television: An avid fan	7% (69)	9% (90)	7% (76)	5% (56)	5% (57)	14% (147)	53% (563)	105
Television: A casual fan	5% (52)	8% (77)	7% (65)	5% (48)	6% (59)	19% (192)	50% (502)	99
Television: Not a fan	9% (13)	7% (11)	5% (8)	2% (3)	5% (7)	10% (14)	62% (91)	14
Music: An avid fan	6% (68)	10% (107)	9% (95)	6% (68)	7% (81)	17% (185)	46% (506)	111
Music: A casual fan	6% (56)	7% (68)	5% (49)	4% (37)	4% (40)	16% (158)	58% (570)	97
Music: Not a fan	10% (11)	3% (3)	3% (3)	1% (2)	2% (2)	9% (10)	72% (80)	11
Fashion: An avid fan	9% (31)	13% (42)	10% (32)	5% (18)	8% (26)	13% (44)	42% (137)	32
Fashion: A casual fan	6% (53)	9% (79)	8% (66)	6% (53)	6% (54)	17% (147)	49% (431)	88
Fashion: Not a fan	5% (51)	6% (57)	5% (50)	4% (36)	4% (43)	16% (162)	60% (588)	98

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

**Table HR4: Where do you listen to podcasts most often?**

Demographic	Breaker	Castbox	Castro	Downcast	Himalaya	Luminary	Overcast	Pocket Casts	Stitcher	Spotify	Apple Podcasts
Adults	— (2)	2% (19)	— (3)	1% (8)	— (1)	1% (6)	1% (12)	1% (11)	2% (25)	29% (298)	22% (231)
Gender: Male	— (2)	2% (12)	— (2)	1% (6)	— (1)	1% (3)	1% (8)	1% (7)	2% (13)	26% (141)	20% (110)
Gender: Female	— (0)	1% (7)	— (2)	— (2)	— (0)	— (2)	1% (4)	1% (4)	2% (12)	31% (157)	24% (122)
Age: 18-29	— (0)	2% (5)	— (1)	1% (1)	— (0)	— (0)	1% (3)	1% (2)	1% (4)	34% (87)	28% (72)
Age: 30-44	— (1)	2% (6)	— (1)	1% (2)	— (1)	1% (4)	1% (5)	2% (8)	2% (7)	33% (113)	23% (78)
Age: 45-54	— (0)	4% (6)	1% (1)	1% (1)	— (0)	— (0)	1% (1)	— (0)	4% (7)	28% (43)	20% (31)
Age: 55-64	— (0)	1% (2)	— (0)	1% (2)	— (0)	1% (2)	— (0)	1% (1)	2% (4)	21% (35)	15% (25)
Age: 65+	1% (1)	— (0)	— (0)	1% (1)	— (0)	— (0)	2% (2)	— (0)	3% (3)	16% (20)	20% (25)
Generation Z: 18-22	— (0)	4% (4)	1% (1)	— (0)	— (0)	— (0)	— (0)	— (0)	2% (2)	35% (34)	23% (22)
Millennial: Age 23-38	— (1)	1% (5)	— (0)	— (1)	— (1)	1% (3)	1% (4)	2% (9)	2% (9)	34% (131)	27% (103)
Generation X: Age 39-54	— (0)	3% (8)	1% (2)	1% (3)	— (0)	— (1)	2% (6)	— (0)	3% (7)	29% (78)	21% (56)
Boomers: Age 55-73	— (1)	1% (2)	— (0)	1% (3)	— (0)	1% (2)	1% (2)	— (1)	2% (7)	20% (54)	17% (46)
PID: Dem (no lean)	— (1)	2% (7)	— (1)	— (1)	— (0)	1% (3)	2% (6)	1% (4)	3% (11)	34% (122)	20% (73)
PID: Ind (no lean)	— (0)	2% (7)	— (0)	— (1)	— (0)	— (1)	1% (4)	1% (2)	2% (7)	28% (95)	22% (76)
PID: Rep (no lean)	— (1)	1% (5)	1% (2)	2% (6)	— (1)	— (1)	1% (2)	1% (4)	2% (8)	24% (82)	24% (83)
PID/Gender: Dem Men	— (1)	1% (2)	— (0)	— (1)	— (0)	2% (3)	2% (4)	2% (4)	3% (5)	35% (61)	13% (22)
PID/Gender: Dem Women	— (0)	3% (5)	— (1)	— (0)	— (0)	— (1)	1% (2)	— (1)	3% (5)	33% (60)	28% (51)
PID/Gender: Ind Men	— (0)	3% (5)	— (0)	— (0)	— (0)	— (0)	1% (2)	— (0)	2% (3)	23% (42)	25% (46)
PID/Gender: Ind Women	— (0)	2% (2)	— (0)	1% (1)	— (0)	1% (1)	2% (2)	2% (2)	2% (3)	34% (53)	19% (30)
PID/Gender: Rep Men	— (1)	3% (5)	1% (1)	3% (5)	1% (1)	— (1)	1% (2)	2% (3)	2% (4)	21% (38)	23% (42)
PID/Gender: Rep Women	— (0)	— (0)	— (1)	— (1)	— (0)	— (1)	— (0)	1% (1)	2% (4)	27% (43)	26% (41)
Ideo: Liberal (1-3)	— (1)	2% (7)	— (1)	— (1)	— (1)	1% (4)	3% (10)	1% (4)	2% (8)	35% (117)	21% (70)
Ideo: Moderate (4)	— (0)	1% (2)	— (1)	1% (2)	— (0)	— (1)	1% (2)	1% (3)	2% (5)	31% (74)	25% (60)
Ideo: Conservative (5-7)	— (1)	2% (8)	1% (2)	1% (5)	— (0)	— (1)	— (0)	1% (5)	3% (11)	21% (78)	23% (84)
Educ: < College	— (2)	2% (15)	— (2)	1% (6)	— (0)	— (1)	1% (4)	1% (5)	3% (17)	30% (196)	17% (111)
Educ: Bachelors degree	— (0)	1% (2)	— (0)	— (0)	— (1)	1% (4)	2% (5)	1% (3)	2% (4)	27% (70)	29% (74)
Educ: Post-grad	— (0)	2% (2)	1% (1)	2% (2)	— (0)	1% (1)	2% (3)	2% (3)	2% (3)	22% (32)	32% (46)
Income: Under 50k	— (2)	2% (11)	— (2)	1% (6)	— (0)	1% (3)	1% (4)	1% (5)	2% (9)	33% (173)	15% (79)
Income: 50k-100k	— (0)	2% (7)	— (0)	— (0)	— (1)	1% (3)	1% (2)	1% (4)	3% (11)	24% (83)	26% (89)
Income: 100k+	— (0)	— (1)	1% (1)	1% (2)	— (0)	— (0)	3% (5)	1% (2)	2% (4)	24% (42)	36% (64)
Ethnicity: White	— (1)	2% (14)	— (3)	1% (7)	— (1)	1% (6)	1% (8)	1% (8)	2% (17)	27% (218)	23% (185)
Ethnicity: Hispanic	— (0)	3% (7)	— (1)	1% (1)	— (0)	1% (2)	3% (7)	— (0)	2% (3)	36% (75)	26% (54)
Ethnicity: Afr. Am.	1% (1)	3% (4)	— (0)	— (0)	— (0)	— (0)	1% (1)	2% (2)	5% (6)	32% (40)	16% (20)
Ethnicity: Other	— (0)	2% (2)	1% (1)	1% (1)	— (0)	— (0)	3% (3)	1% (1)	1% (2)	36% (39)	24% (26)
All Christian	— (0)	2% (7)	1% (3)	1% (4)	— (1)	1% (5)	2% (9)	1% (3)	3% (13)	26% (118)	21% (97)
Atheist	— (0)	3% (2)	— (0)	— (0)	— (0)	— (0)	2% (1)	4% (2)	2% (1)	18% (11)	25% (15)
Agnostic/Nothing in particular	— (2)	2% (10)	— (0)	1% (3)	— (0)	— (1)	— (1)	1% (4)	2% (10)	32% (157)	23% (110)
Religious Non-Protestant/Catholic	— (0)	2% (1)	1% (1)	1% (1)	— (0)	— (0)	— (0)	3% (2)	— (0)	22% (12)	23% (13)
Evangelical	— (1)	2% (6)	— (1)	2% (5)	— (0)	— (1)	2% (5)	1% (3)	2% (5)	26% (70)	21% (58)
Non-Evangelical	— (0)	2% (8)	— (2)	— (1)	— (1)	1% (4)	1% (5)	— (0)	3% (11)	30% (108)	21% (74)
Community: Urban	— (0)	2% (5)	1% (3)	— (1)	— (1)	1% (2)	2% (5)	1% (4)	1% (3)	29% (84)	23% (68)
Community: Suburban	— (0)	2% (11)	— (1)	1% (3)	— (0)	— (2)	1% (5)	1% (5)	3% (16)	28% (143)	24% (120)
Community: Rural	1% (2)	1% (3)	— (0)	2% (4)	— (0)	1% (2)	1% (2)	1% (2)	2% (6)	29% (71)	18% (43)

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**Table HR4: Where do you listen to podcasts most often?**

Demographic	Breaker	Castbox	Castro	Downcast	Himalaya	Luminary	Overcast	Pocket Casts	Stitcher	Spotify	Apple Podcasts
Adults	— (2)	2% (19)	— (3)	1% (8)	— (1)	1% (6)	1% (12)	1% (11)	2% (25)	29% (298)	22% (231)
Employ: Private Sector	— (0)	2% (10)	1% (2)	— (2)	— (1)	1% (3)	2% (7)	2% (8)	2% (10)	30% (118)	26% (101)
Employ: Government	— (0)	3% (2)	1% (1)	— (0)	— (0)	1% (1)	2% (1)	— (0)	3% (2)	22% (16)	29% (21)
Employ: Self-Employed	— (0)	2% (2)	— (0)	— (0)	— (0)	2% (2)	— (0)	2% (2)	1% (1)	31% (28)	22% (20)
Employ: Homemaker	— (0)	— (0)	— (0)	3% (3)	— (0)	— (0)	— (0)	— (0)	2% (2)	25% (22)	22% (19)
Employ: Retired	— (0)	2% (3)	— (0)	2% (3)	— (0)	— (0)	2% (2)	— (0)	3% (4)	19% (31)	18% (29)
Employ: Unemployed	1% (1)	2% (3)	— (0)	1% (1)	— (0)	— (0)	— (0)	— (0)	4% (5)	39% (46)	8% (9)
Employ: Other	1% (1)	— (0)	1% (1)	— (0)	— (0)	— (0)	1% (1)	— (0)	— (0)	31% (25)	21% (17)
Military HH: Yes	1% (1)	1% (2)	1% (1)	— (1)	— (0)	— (0)	1% (1)	— (1)	1% (2)	25% (37)	17% (26)
Military HH: No	— (1)	2% (17)	— (2)	1% (7)	— (1)	1% (6)	1% (11)	1% (10)	3% (23)	29% (261)	23% (205)
RD/WT: Right Direction	— (2)	1% (5)	1% (3)	2% (7)	— (1)	— (1)	1% (6)	1% (6)	2% (7)	24% (96)	24% (96)
RD/WT: Wrong Track	— (0)	2% (14)	— (0)	— (1)	— (0)	1% (5)	1% (6)	1% (5)	3% (18)	31% (202)	21% (135)
Trump Job Approve	— (1)	2% (8)	1% (3)	2% (7)	— (1)	— (1)	1% (3)	1% (5)	1% (4)	26% (108)	22% (93)
Trump Job Disapprove	— (1)	2% (9)	— (0)	— (1)	— (0)	1% (5)	2% (9)	1% (4)	4% (21)	30% (171)	23% (132)
Trump Job Strongly Approve	— (1)	2% (4)	1% (2)	2% (4)	— (1)	— (1)	1% (3)	2% (4)	1% (2)	22% (47)	20% (42)
Trump Job Somewhat Approve	— (0)	2% (4)	1% (1)	2% (3)	— (0)	— (0)	— (0)	1% (1)	1% (2)	29% (61)	24% (51)
Trump Job Somewhat Disapprove	— (0)	— (1)	— (0)	— (0)	— (0)	1% (1)	1% (1)	1% (1)	5% (6)	36% (47)	23% (30)
Trump Job Strongly Disapprove	— (1)	2% (8)	— (0)	— (1)	— (0)	1% (4)	2% (8)	1% (4)	3% (15)	28% (124)	23% (102)
Favorable of Trump	— (1)	2% (8)	1% (3)	1% (6)	— (1)	— (1)	1% (4)	1% (5)	1% (5)	25% (103)	22% (93)
Unfavorable of Trump	— (1)	2% (11)	— (1)	— (1)	— (0)	1% (4)	1% (8)	1% (6)	3% (19)	30% (172)	23% (130)
Very Favorable of Trump	— (1)	2% (4)	1% (2)	2% (5)	— (1)	— (1)	1% (3)	1% (3)	2% (4)	21% (48)	22% (51)
Somewhat Favorable of Trump	— (0)	2% (4)	— (0)	— (1)	— (0)	— (1)	1% (2)	1% (2)	1% (2)	30% (55)	23% (42)
Somewhat Unfavorable of Trump	1% (1)	1% (1)	— (0)	— (0)	— (0)	— (0)	1% (1)	1% (1)	5% (5)	38% (41)	20% (21)
Very Unfavorable of Trump	— (0)	2% (11)	— (1)	— (1)	— (0)	1% (4)	1% (6)	1% (5)	3% (14)	28% (131)	24% (109)
#1 Issue: Economy	— (0)	4% (10)	1% (2)	— (1)	— (1)	1% (2)	1% (3)	— (1)	2% (6)	28% (83)	23% (66)
#1 Issue: Security	— (0)	1% (2)	— (0)	2% (4)	— (0)	1% (1)	2% (4)	2% (4)	1% (3)	28% (63)	23% (53)
#1 Issue: Health Care	— (0)	1% (2)	— (1)	1% (1)	— (0)	— (0)	1% (2)	3% (4)	4% (7)	31% (51)	19% (31)
#1 Issue: Medicare / Social Security	1% (1)	— (0)	1% (1)	1% (1)	— (0)	— (0)	3% (2)	— (0)	3% (3)	23% (19)	15% (13)
#1 Issue: Women's Issues	— (0)	— (0)	1% (0)	3% (1)	— (0)	3% (2)	— (0)	1% (1)	4% (2)	32% (19)	27% (16)
#1 Issue: Education	1% (1)	2% (2)	— (0)	— (0)	— (0)	1% (1)	1% (1)	— (0)	2% (2)	35% (24)	26% (18)
#1 Issue: Energy	— (0)	4% (4)	— (0)	— (0)	— (0)	— (0)	— (0)	1% (1)	2% (2)	33% (31)	25% (23)
#1 Issue: Other	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	16% (9)	19% (11)
2018 House Vote: Democrat	— (1)	2% (9)	— (1)	— (1)	— (0)	1% (3)	2% (8)	1% (5)	3% (13)	32% (119)	21% (79)
2018 House Vote: Republican	— (1)	1% (2)	1% (3)	2% (6)	— (1)	1% (2)	1% (3)	1% (4)	3% (10)	23% (79)	23% (83)
2016 Vote: Hillary Clinton	— (1)	2% (7)	— (1)	— (1)	— (0)	1% (3)	2% (8)	1% (5)	3% (11)	28% (96)	23% (76)
2016 Vote: Donald Trump	— (1)	1% (3)	1% (3)	2% (7)	— (1)	1% (2)	1% (2)	1% (4)	3% (8)	21% (68)	23% (73)
2016 Vote: Other	— (0)	4% (4)	— (0)	1% (1)	— (0)	— (0)	— (0)	— (0)	4% (3)	32% (29)	28% (26)
2016 Vote: Didn't Vote	— (0)	2% (6)	— (0)	— (0)	— (0)	— (1)	1% (2)	1% (2)	1% (3)	35% (101)	19% (56)
Voted in 2014: Yes	— (2)	2% (11)	— (3)	1% (8)	— (1)	1% (5)	1% (10)	1% (8)	3% (21)	25% (160)	21% (134)
Voted in 2014: No	— (0)	2% (8)	— (1)	— (0)	— (0)	— (1)	1% (2)	1% (3)	1% (4)	35% (138)	24% (97)
2012 Vote: Barack Obama	— (1)	2% (8)	— (0)	1% (3)	— (0)	1% (3)	2% (8)	2% (6)	5% (19)	29% (123)	19% (79)
2012 Vote: Mitt Romney	— (1)	2% (4)	1% (2)	2% (5)	— (1)	— (1)	1% (2)	1% (2)	1% (3)	18% (43)	25% (59)
2012 Vote: Didn't Vote	— (0)	2% (7)	— (1)	— (0)	— (0)	— (2)	1% (2)	1% (2)	1% (3)	35% (120)	25% (87)

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**Table HR4: Where do you listen to podcasts most often?**

Demographic	Breaker	Castbox	Castro	Downcast	Himalaya	Luminary	Overcast	Pocket Casts	Stitcher	Spotify	Apple Podcasts
Adults	— (2)	2% (19)	— (3)	1% (8)	— (1)	1% (6)	1% (12)	1% (11)	2% (25)	29% (298)	22% (231)
4-Region: Northeast	— (0)	1% (2)	— (1)	— (0)	— (0)	— (0)	2% (3)	2% (4)	5% (9)	29% (47)	17% (28)
4-Region: Midwest	— (0)	1% (2)	— (0)	1% (2)	— (0)	— (1)	1% (2)	1% (2)	2% (3)	31% (67)	22% (47)
4-Region: South	— (1)	2% (6)	1% (2)	1% (3)	— (0)	1% (4)	2% (7)	1% (4)	2% (8)	30% (115)	20% (79)
4-Region: West	— (1)	3% (8)	— (0)	1% (3)	— (1)	— (1)	— (0)	— (1)	2% (4)	25% (70)	28% (77)
Watch TV: Every day	— (0)	2% (9)	— (1)	1% (3)	— (1)	1% (6)	1% (7)	1% (7)	3% (16)	28% (141)	22% (112)
Watch TV: Several times per week	— (0)	3% (8)	— (1)	— (1)	— (0)	— (0)	— (1)	1% (3)	2% (5)	30% (89)	25% (74)
Watch TV: About once per week	1% (1)	— (0)	1% (0)	3% (2)	— (0)	— (0)	4% (3)	— (0)	1% (1)	38% (29)	26% (20)
Watch TV: Less often than once per month	— (0)	2% (1)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	1% (0)	14% (7)	12% (6)
Watch Movies: Every day	— (0)	4% (8)	— (1)	— (0)	— (1)	— (1)	1% (1)	3% (6)	2% (5)	33% (66)	20% (41)
Watch Movies: Several times per week	— (0)	2% (7)	— (1)	— (1)	— (0)	1% (2)	1% (3)	1% (2)	3% (9)	30% (94)	23% (71)
Watch Movies: About once per week	— (1)	— (1)	— (0)	3% (6)	— (0)	1% (1)	1% (3)	1% (2)	2% (5)	30% (62)	23% (47)
Watch Movies: Several times per month	— (0)	1% (2)	1% (1)	— (0)	— (0)	1% (2)	1% (1)	1% (1)	1% (1)	22% (26)	31% (37)
Watch Movies: About once per month	1% (1)	1% (1)	1% (1)	1% (1)	— (0)	— (0)	1% (1)	— (0)	1% (1)	22% (23)	19% (20)
Watch Movies: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	3% (2)	— (0)	3% (2)	28% (18)	15% (9)
Watch Sporting Events: Every day	— (0)	5% (5)	1% (1)	1% (1)	— (0)	4% (4)	2% (2)	2% (2)	1% (1)	35% (34)	15% (15)
Watch Sporting Events: Several times per week	— (0)	3% (7)	— (0)	1% (3)	— (0)	— (0)	1% (3)	1% (2)	5% (11)	24% (54)	28% (62)
Watch Sporting Events: About once per week	— (0)	1% (2)	1% (2)	1% (2)	1% (1)	— (0)	2% (3)	2% (3)	2% (3)	27% (44)	27% (45)
Watch Sporting Events: Several times per month	1% (1)	— (0)	— (0)	2% (1)	— (0)	— (0)	1% (1)	2% (2)	4% (3)	32% (29)	23% (21)
Watch Sporting Events: About once per month	— (0)	2% (1)	1% (1)	— (0)	— (0)	— (0)	2% (1)	1% (1)	— (0)	30% (21)	24% (17)
Watch Sporting Events: Less often than once per month	1% (1)	— (1)	— (0)	— (1)	— (0)	— (1)	— (0)	— (0)	1% (1)	33% (46)	17% (24)
Watch Sporting Events: Never	— (0)	1% (3)	— (0)	— (0)	— (0)	— (1)	1% (2)	— (1)	2% (5)	27% (70)	18% (47)
Cable TV: Currently subscribe	— (1)	1% (4)	— (1)	1% (3)	— (1)	1% (3)	1% (4)	1% (7)	3% (13)	29% (137)	24% (111)
Cable TV: Subscribed in past	— (1)	2% (9)	1% (2)	1% (5)	— (0)	— (2)	1% (6)	1% (2)	3% (11)	27% (107)	21% (85)
Cable TV: Never subscribed	— (0)	3% (6)	— (1)	— (0)	— (0)	1% (1)	1% (2)	1% (2)	— (1)	30% (54)	20% (35)
Satellite TV: Currently subscribe	1% (2)	3% (7)	1% (3)	1% (1)	— (1)	— (1)	1% (3)	2% (4)	3% (6)	37% (93)	19% (47)
Satellite TV: Subscribed in past	— (0)	1% (4)	— (0)	2% (5)	— (0)	1% (3)	2% (5)	1% (2)	1% (2)	26% (77)	24% (71)
Satellite TV: Never subscribed	— (0)	2% (8)	— (0)	— (2)	— (0)	— (2)	1% (4)	1% (5)	3% (16)	26% (128)	23% (113)
Streaming Services: Currently subscribe	— (1)	1% (10)	— (1)	— (3)	— (1)	1% (4)	1% (7)	1% (9)	3% (23)	29% (230)	26% (207)
Streaming Services: Subscribed in past	1% (1)	7% (6)	1% (0)	4% (3)	— (0)	1% (1)	4% (4)	— (0)	2% (2)	29% (28)	10% (9)
Streaming Services: Never subscribed	— (0)	2% (3)	1% (2)	1% (2)	— (0)	— (0)	1% (1)	1% (2)	— (0)	25% (40)	9% (15)
Film: An avid fan	— (1)	3% (12)	— (2)	1% (3)	— (1)	1% (5)	1% (6)	2% (9)	3% (13)	31% (147)	23% (107)
Film: A casual fan	— (1)	1% (6)	— (1)	1% (5)	— (0)	— (1)	— (2)	— (2)	2% (10)	27% (138)	21% (107)
Film: Not a fan	— (0)	1% (1)	— (0)	— (0)	— (0)	— (0)	6% (4)	— (0)	2% (1)	20% (14)	26% (18)
Television: An avid fan	— (1)	2% (12)	— (2)	1% (4)	— (1)	1% (4)	2% (8)	2% (9)	3% (15)	27% (132)	23% (112)
Television: A casual fan	— (1)	1% (6)	— (1)	1% (4)	— (0)	— (2)	1% (4)	— (1)	2% (9)	31% (155)	21% (102)
Television: Not a fan	— (0)	3% (2)	1% (1)	— (0)	— (0)	— (0)	— (0)	— (0)	1% (1)	20% (11)	29% (16)
Music: An avid fan	— (0)	2% (13)	— (1)	— (3)	— (1)	1% (5)	1% (6)	1% (6)	3% (18)	32% (195)	23% (137)
Music: A casual fan	— (2)	1% (5)	— (1)	1% (4)	— (0)	— (1)	1% (4)	1% (3)	2% (6)	24% (99)	22% (88)
Fashion: An avid fan	— (1)	2% (4)	— (1)	— (0)	— (0)	1% (2)	3% (5)	2% (3)	3% (6)	37% (71)	24% (47)
Fashion: A casual fan	— (0)	2% (8)	— (2)	1% (5)	— (1)	— (2)	— (1)	1% (5)	3% (13)	33% (150)	22% (100)
Fashion: Not a fan	— (1)	2% (7)	— (1)	1% (3)	— (0)	— (2)	1% (6)	1% (2)	2% (6)	19% (78)	21% (85)

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

**Table HRdem1\_1: How often do you watch or stream the following?**

TV shows

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total
Adults	49%(1088)	25% (550)	6% (132)	4% (84)	2% (52)	5% (104)	9% (191)	220
Gender: Male	48% (509)	25% (267)	6% (61)	4% (40)	3% (28)	6% (59)	9% (98)	106
Gender: Female	51% (579)	25% (283)	6% (71)	4% (43)	2% (24)	4% (45)	8% (93)	113
Age: 18-29	47% (200)	25% (108)	8% (34)	5% (23)	3% (12)	4% (16)	8% (34)	42
Age: 30-44	48% (278)	28% (162)	8% (47)	5% (27)	2% (12)	5% (29)	5% (30)	58
Age: 45-54	49% (163)	26% (88)	7% (24)	5% (17)	1% (3)	5% (18)	6% (20)	33
Age: 55-64	51% (213)	26% (108)	4% (16)	1% (5)	3% (13)	6% (23)	9% (39)	41
Age: 65+	54% (234)	19% (84)	3% (11)	2% (11)	3% (12)	4% (17)	16% (68)	43
Generation Z: 18-22	37% (58)	25% (39)	9% (13)	4% (5)	5% (8)	5% (8)	15% (24)	15
Millennial: Age 23-38	49% (321)	27% (179)	8% (51)	6% (40)	2% (11)	3% (22)	5% (32)	65
Generation X: Age 39-54	49% (262)	26% (141)	8% (40)	4% (22)	2% (8)	6% (33)	5% (29)	53
Boomers: Age 55-73	53% (396)	23% (173)	3% (25)	2% (15)	3% (21)	5% (37)	12% (88)	75
PID: Dem (no lean)	55% (424)	22% (169)	6% (45)	3% (22)	2% (15)	4% (32)	9% (67)	77
PID: Ind (no lean)	45% (330)	25% (184)	7% (52)	5% (36)	3% (19)	6% (41)	9% (66)	73
PID: Rep (no lean)	48% (334)	28% (196)	5% (35)	4% (25)	3% (17)	4% (31)	8% (58)	69
PID/Gender: Dem Men	61% (202)	20% (66)	6% (18)	3% (8)	2% (7)	3% (10)	6% (21)	33
PID/Gender: Dem Women	50% (222)	23% (103)	6% (26)	3% (14)	2% (8)	5% (22)	10% (46)	44
PID/Gender: Ind Men	43% (161)	24% (92)	6% (24)	5% (20)	2% (9)	8% (30)	11% (42)	37
PID/Gender: Ind Women	48% (169)	26% (92)	8% (28)	5% (17)	3% (10)	3% (11)	7% (25)	35
PID/Gender: Rep Men	41% (145)	31% (109)	5% (19)	3% (12)	3% (12)	5% (19)	10% (35)	33
PID/Gender: Rep Women	55% (189)	25% (87)	5% (16)	4% (13)	2% (5)	4% (12)	7% (23)	34
Ideo: Liberal (1-3)	54% (323)	26% (154)	6% (35)	3% (17)	2% (10)	4% (22)	5% (31)	59
Ideo: Moderate (4)	50% (278)	26% (142)	7% (41)	3% (15)	2% (11)	4% (24)	8% (43)	55
Ideo: Conservative (5-7)	47% (354)	27% (199)	5% (41)	4% (34)	3% (22)	5% (34)	9% (65)	74
Educ: < College	49% (748)	23% (353)	6% (89)	4% (54)	3% (39)	5% (76)	10% (154)	151
Educ: Bachelors degree	52% (230)	26% (117)	6% (27)	4% (20)	2% (7)	4% (20)	5% (23)	44
Educ: Post-grad	45% (110)	33% (81)	7% (16)	4% (10)	2% (6)	3% (8)	5% (13)	24

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**Table HRdem1\_1: How often do you watch or stream the following?**  
TV shows

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total
Adults	49%(1088)	25% (550)	6% (132)	4% (84)	2% (52)	5% (104)	9% (191)	220
Income: Under 50k	49% (617)	22% (275)	6% (72)	4% (54)	3% (34)	5% (68)	11% (135)	125
Income: 50k-100k	51% (331)	28% (183)	6% (39)	3% (21)	2% (11)	4% (23)	6% (39)	64
Income: 100k+	47% (140)	31% (92)	7% (22)	3% (9)	2% (6)	4% (12)	6% (17)	29
Ethnicity: White	51% (878)	25% (429)	5% (92)	4% (61)	2% (41)	5% (81)	8% (139)	172
Ethnicity: Hispanic	49% (171)	23% (79)	8% (29)	5% (16)	3% (10)	8% (27)	5% (18)	34
Ethnicity: Afr. Am.	50% (137)	23% (62)	8% (21)	3% (9)	2% (5)	4% (10)	11% (30)	27
Ethnicity: Other	36% (73)	29% (59)	9% (19)	6% (13)	3% (6)	6% (12)	10% (21)	20
All Christian	52% (507)	25% (244)	5% (48)	4% (35)	2% (23)	4% (38)	9% (87)	98
All Non-Christian	56% (51)	20% (18)	3% (3)	3% (2)	2% (2)	4% (3)	12% (11)	9
Atheist	55% (53)	26% (25)	4% (4)	4% (3)	3% (3)	7% (6)	2% (2)	9
Agnostic/Nothing in particular	46% (477)	26% (264)	7% (77)	4% (43)	2% (24)	5% (56)	9% (91)	103
Religious Non-Protestant/Catholic	54% (67)	23% (28)	4% (5)	2% (3)	2% (3)	4% (5)	11% (13)	12
Evangelical	50% (321)	22% (144)	7% (42)	6% (37)	3% (18)	4% (27)	8% (52)	64
Non-Evangelical	52% (391)	26% (193)	5% (37)	2% (18)	2% (12)	5% (36)	9% (67)	75
Community: Urban	48% (288)	25% (147)	6% (34)	3% (19)	2% (13)	6% (36)	10% (60)	59
Community: Suburban	49% (484)	27% (273)	6% (62)	4% (35)	2% (19)	5% (48)	8% (77)	99
Community: Rural	52% (316)	21% (130)	6% (36)	5% (30)	3% (20)	3% (20)	9% (54)	60
Employ: Private Sector	50% (334)	28% (182)	8% (52)	4% (29)	2% (13)	3% (17)	5% (36)	66
Employ: Government	54% (73)	25% (33)	3% (4)	4% (5)	2% (2)	7% (9)	6% (8)	13
Employ: Self-Employed	40% (65)	29% (48)	7% (11)	4% (6)	1% (2)	9% (15)	11% (18)	16
Employ: Homemaker	49% (90)	29% (53)	5% (10)	4% (8)	2% (4)	5% (10)	4% (8)	18
Employ: Retired	52% (254)	21% (102)	3% (16)	2% (10)	2% (11)	6% (27)	15% (71)	49
Employ: Unemployed	50% (139)	25% (69)	4% (12)	5% (13)	2% (5)	6% (15)	8% (23)	27
Employ: Other	48% (98)	19% (39)	10% (21)	3% (6)	4% (9)	5% (9)	11% (22)	20
Military HH: Yes	48% (167)	26% (92)	4% (15)	4% (13)	2% (5)	6% (19)	11% (37)	34
Military HH: No	50% (921)	25% (458)	6% (117)	4% (70)	3% (46)	5% (85)	8% (154)	185
RD/WT: Right Direction	45% (372)	26% (211)	6% (50)	4% (37)	3% (22)	5% (42)	11% (86)	82
RD/WT: Wrong Track	52% (716)	25% (339)	6% (82)	3% (47)	2% (30)	4% (62)	8% (104)	138

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**Table HRdem1\_1: How often do you watch or stream the following?  
TV shows**

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total
Adults	49%(1088)	25% (550)	6% (132)	4% (84)	2% (52)	5% (104)	9% (191)	220
Trump Job Approve	48% (422)	25% (220)	5% (48)	5% (41)	3% (23)	4% (39)	10% (88)	88
Trump Job Disapprove	52% (616)	25% (304)	6% (76)	3% (39)	2% (23)	4% (53)	7% (83)	119
Trump Job Strongly Approve	49% (235)	24% (116)	5% (26)	4% (18)	3% (16)	4% (19)	10% (48)	47
Trump Job Somewhat Approve	46% (187)	26% (105)	6% (22)	6% (23)	2% (7)	5% (21)	10% (40)	40
Trump Job Somewhat Disapprove	46% (119)	30% (77)	5% (12)	6% (14)	2% (6)	3% (8)	8% (21)	25
Trump Job Strongly Disapprove	53% (498)	24% (227)	7% (64)	3% (25)	2% (17)	5% (45)	7% (62)	93
Favorable of Trump	48% (411)	25% (213)	6% (52)	4% (38)	2% (21)	4% (36)	10% (86)	85
Unfavorable of Trump	52% (625)	26% (308)	6% (74)	3% (41)	2% (28)	4% (52)	6% (78)	120
Very Favorable of Trump	48% (238)	25% (123)	5% (26)	3% (17)	3% (16)	5% (24)	10% (49)	49
Somewhat Favorable of Trump	48% (173)	25% (90)	7% (25)	6% (21)	1% (5)	3% (12)	10% (37)	36
Somewhat Unfavorable of Trump	44% (95)	34% (72)	4% (8)	6% (13)	2% (4)	3% (7)	8% (18)	21
Very Unfavorable of Trump	54% (530)	24% (236)	7% (67)	3% (28)	2% (25)	5% (45)	6% (60)	99
#1 Issue: Economy	42% (231)	32% (176)	7% (39)	4% (21)	3% (14)	5% (29)	8% (45)	55
#1 Issue: Security	49% (223)	24% (108)	5% (25)	4% (20)	2% (8)	6% (26)	10% (44)	45
#1 Issue: Health Care	57% (205)	21% (77)	6% (23)	4% (14)	2% (8)	5% (18)	5% (16)	36
#1 Issue: Medicare / Social Security	57% (192)	17% (56)	2% (8)	2% (8)	3% (11)	3% (9)	16% (53)	33
#1 Issue: Women's Issues	58% (64)	23% (25)	8% (9)	4% (4)	3% (3)	2% (3)	2% (3)	11
#1 Issue: Education	38% (45)	26% (30)	10% (12)	7% (9)	3% (4)	3% (4)	12% (14)	11
#1 Issue: Energy	48% (63)	29% (38)	10% (13)	2% (2)	1% (2)	7% (9)	4% (5)	13
#1 Issue: Other	49% (65)	30% (39)	3% (4)	4% (6)	1% (1)	5% (6)	9% (11)	13
2018 House Vote: Democrat	56% (422)	24% (178)	5% (35)	2% (18)	2% (16)	5% (35)	7% (53)	75
2018 House Vote: Republican	48% (333)	25% (174)	6% (45)	4% (28)	2% (16)	4% (30)	9% (62)	68
2018 House Vote: Someone else	38% (43)	25% (29)	6% (7)	7% (8)	1% (2)	9% (10)	14% (16)	11
2016 Vote: Hillary Clinton	55% (367)	23% (154)	5% (35)	4% (24)	2% (14)	5% (33)	5% (34)	66
2016 Vote: Donald Trump	49% (335)	24% (168)	6% (39)	3% (23)	3% (18)	4% (29)	11% (79)	69
2016 Vote: Other	43% (84)	33% (63)	6% (11)	5% (9)	1% (2)	6% (11)	6% (12)	19
2016 Vote: Didn't Vote	46% (296)	26% (166)	7% (47)	4% (26)	3% (17)	5% (31)	10% (65)	64

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**Table HRdem1\_1: How often do you watch or stream the following?**  
TV shows

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total
Adults	49%(1088)	25% (550)	6% (132)	4% (84)	2% (52)	5% (104)	9% (191)	220
Voted in 2014: Yes	51% (688)	25% (330)	5% (71)	4% (51)	2% (29)	5% (64)	8% (110)	134
Voted in 2014: No	47% (400)	26% (221)	7% (61)	4% (33)	3% (23)	5% (40)	9% (81)	85
2012 Vote: Barack Obama	54% (456)	23% (199)	6% (48)	4% (30)	2% (18)	5% (40)	7% (60)	85
2012 Vote: Mitt Romney	49% (246)	26% (132)	6% (29)	4% (21)	3% (13)	4% (22)	9% (44)	50
2012 Vote: Other	44% (50)	33% (37)	2% (3)	6% (6)	1% (1)	7% (8)	6% (7)	11
2012 Vote: Didn't Vote	46% (333)	25% (182)	7% (52)	4% (27)	3% (20)	5% (34)	11% (79)	72
4-Region: Northeast	54% (214)	24% (94)	4% (17)	4% (15)	1% (3)	4% (17)	8% (33)	39
4-Region: Midwest	50% (230)	23% (106)	6% (29)	3% (15)	3% (14)	5% (21)	10% (48)	46
4-Region: South	50% (408)	26% (212)	6% (48)	4% (30)	2% (20)	4% (37)	8% (68)	82
4-Region: West	45% (235)	27% (138)	7% (38)	5% (24)	3% (14)	5% (29)	8% (42)	52
Watch TV: Every day	100%(1088)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	108
Watch TV: Several times per week	— (0)	100% (550)	— (0)	— (0)	— (0)	— (0)	— (0)	55
Watch TV: About once per week	— (0)	— (0)	100% (132)	— (0)	— (0)	— (0)	— (0)	13
Watch TV: Several times per month	— (0)	— (0)	— (0)	100% (84)	— (0)	— (0)	— (0)	8
Watch TV: About once per month	— (0)	— (0)	— (0)	— (0)	100% (52)	— (0)	— (0)	5
Watch TV: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (104)	— (0)	10
Watch TV: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (191)	19
Watch Movies: Every day	80% (322)	11% (46)	2% (8)	2% (7)	— (0)	2% (7)	2% (10)	40
Watch Movies: Several times per week	52% (292)	39% (217)	4% (22)	1% (4)	1% (5)	2% (9)	2% (10)	55
Watch Movies: About once per week	51% (178)	31% (107)	13% (45)	2% (9)	2% (6)	1% (2)	1% (3)	35
Watch Movies: Several times per month	47% (119)	25% (62)	8% (19)	12% (31)	4% (10)	2% (6)	2% (5)	25
Watch Movies: About once per month	33% (73)	28% (61)	8% (17)	8% (18)	8% (17)	10% (22)	4% (10)	21
Watch Movies: Less often than once per month	34% (67)	23% (45)	6% (12)	5% (10)	4% (9)	22% (44)	5% (9)	19
Watch Movies: Never	16% (35)	5% (12)	4% (8)	2% (5)	2% (5)	6% (14)	64% (145)	22

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**Table HRdem1\_1: How often do you watch or stream the following?**

TV shows

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total
Adults	49%(1088)	25% (550)	6% (132)	4% (84)	2% (52)	5% (104)	9% (191)	220
Watch Sporting Events: Every day	78% (132)	16% (27)	3% (6)	2% (3)	— (0)	— (1)	1% (1)	16
Watch Sporting Events: Several times per week	54% (216)	37% (147)	5% (21)	1% (5)	1% (4)	1% (3)	— (2)	39
Watch Sporting Events: About once per week	55% (164)	28% (85)	9% (26)	2% (7)	1% (2)	3% (10)	2% (6)	30
Watch Sporting Events: Several times per month	50% (78)	27% (42)	5% (7)	9% (15)	4% (6)	3% (5)	3% (4)	15
Watch Sporting Events: About once per month	43% (57)	34% (45)	5% (7)	3% (4)	7% (10)	3% (4)	3% (4)	13
Watch Sporting Events: Less often than once per month	44% (117)	27% (72)	6% (17)	6% (16)	4% (10)	10% (26)	3% (9)	26
Watch Sporting Events: Never	42% (324)	17% (133)	6% (49)	4% (34)	3% (20)	7% (55)	21% (165)	77
Cable TV: Currently subscribe	54% (543)	24% (238)	6% (62)	3% (33)	2% (16)	3% (31)	8% (77)	100
Cable TV: Subscribed in past	49% (374)	28% (210)	6% (47)	4% (29)	3% (24)	5% (41)	5% (35)	75
Cable TV: Never subscribed	39% (171)	23% (102)	5% (22)	5% (22)	3% (11)	7% (32)	18% (78)	44
Satellite TV: Currently subscribe	59% (279)	22% (106)	6% (27)	4% (17)	2% (10)	2% (9)	6% (28)	47
Satellite TV: Subscribed in past	49% (283)	28% (162)	7% (39)	3% (18)	3% (18)	6% (36)	4% (24)	57
Satellite TV: Never subscribed	46% (526)	25% (283)	6% (67)	4% (49)	2% (24)	5% (59)	12% (139)	114
Streaming Services: Currently subscribe	55% (738)	28% (374)	6% (84)	4% (52)	2% (24)	4% (50)	2% (23)	134
Streaming Services: Subscribed in past	36% (68)	24% (45)	12% (23)	4% (8)	8% (14)	10% (19)	5% (10)	18
Streaming Services: Never subscribed	42% (282)	20% (131)	4% (25)	3% (23)	2% (13)	5% (35)	24% (158)	66
Film: An avid fan	62% (500)	23% (188)	5% (42)	2% (19)	1% (12)	2% (20)	3% (23)	80
Film: A casual fan	44% (507)	27% (312)	7% (83)	5% (53)	3% (33)	5% (61)	9% (100)	115
Film: Not a fan	33% (80)	20% (50)	3% (7)	5% (11)	3% (7)	10% (23)	27% (67)	24
Television: An avid fan	67% (705)	21% (219)	3% (33)	2% (24)	1% (9)	2% (19)	5% (50)	105
Television: A casual fan	38% (375)	32% (315)	9% (92)	5% (50)	3% (33)	5% (49)	8% (80)	99
Television: Not a fan	5% (8)	11% (16)	5% (7)	6% (9)	7% (10)	24% (36)	41% (61)	14
Music: An avid fan	55% (610)	25% (279)	6% (62)	3% (31)	2% (25)	3% (35)	6% (70)	111
Music: A casual fan	45% (441)	26% (253)	7% (68)	5% (47)	3% (26)	6% (58)	9% (85)	97
Music: Not a fan	33% (37)	17% (19)	2% (2)	6% (6)	1% (1)	10% (12)	32% (36)	11
Fashion: An avid fan	58% (190)	23% (74)	7% (23)	4% (12)	2% (7)	4% (14)	3% (10)	32
Fashion: A casual fan	50% (446)	26% (229)	7% (63)	3% (28)	2% (16)	4% (31)	8% (70)	88
Fashion: Not a fan	46% (452)	25% (247)	5% (47)	4% (44)	3% (29)	6% (59)	11% (110)	98

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

**Table HRdem1\_2: How often do you watch or stream the following?**  
 Movies

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	18% (400)	25% (559)	16% (350)	11% (252)	10% (218)	9% (196)	10% (225)	220
Gender: Male	21% (226)	28% (296)	16% (169)	9% (97)	9% (100)	7% (74)	9% (101)	100
Gender: Female	15% (174)	23% (264)	16% (181)	14% (154)	10% (119)	11% (122)	11% (124)	113
Age: 18-29	25% (109)	24% (104)	17% (73)	11% (46)	10% (44)	5% (22)	7% (30)	42
Age: 30-44	24% (138)	27% (156)	17% (98)	12% (70)	9% (53)	8% (44)	4% (25)	58
Age: 45-54	15% (51)	27% (89)	19% (64)	12% (41)	10% (34)	8% (27)	8% (27)	33
Age: 55-64	13% (55)	26% (110)	14% (59)	12% (50)	10% (41)	11% (47)	14% (57)	41
Age: 65+	11% (48)	23% (100)	13% (56)	10% (44)	11% (48)	13% (56)	19% (85)	43
Generation Z: 18-22	20% (30)	22% (34)	18% (27)	9% (14)	14% (22)	7% (11)	9% (15)	15
Millennial: Age 23-38	26% (171)	27% (176)	17% (110)	12% (76)	9% (56)	5% (33)	5% (34)	65
Generation X: Age 39-54	18% (96)	26% (139)	18% (98)	13% (67)	10% (52)	9% (49)	6% (33)	53
Boomers: Age 55-73	13% (96)	25% (188)	14% (105)	11% (86)	11% (82)	11% (82)	15% (115)	75
PID: Dem (no lean)	21% (164)	26% (199)	14% (111)	11% (87)	9% (71)	8% (64)	10% (78)	77
PID: Ind (no lean)	17% (122)	25% (186)	14% (106)	11% (79)	11% (79)	11% (80)	11% (77)	73
PID: Rep (no lean)	16% (114)	25% (174)	19% (133)	12% (85)	10% (69)	8% (52)	10% (69)	69
PID/Gender: Dem Men	28% (92)	27% (90)	15% (50)	8% (26)	10% (34)	6% (19)	7% (22)	33
PID/Gender: Dem Women	16% (72)	25% (109)	14% (61)	14% (61)	8% (37)	10% (45)	13% (56)	41
PID/Gender: Ind Men	19% (71)	28% (106)	14% (54)	9% (35)	8% (32)	9% (35)	12% (46)	32
PID/Gender: Ind Women	15% (51)	23% (80)	15% (51)	13% (45)	14% (48)	13% (45)	9% (32)	35
PID/Gender: Rep Men	18% (63)	28% (99)	18% (65)	10% (36)	10% (35)	6% (20)	9% (33)	31
PID/Gender: Rep Women	15% (51)	22% (75)	20% (69)	14% (48)	10% (34)	9% (32)	10% (36)	34
Ideo: Liberal (1-3)	21% (127)	26% (156)	17% (100)	11% (63)	9% (52)	9% (55)	7% (40)	59
Ideo: Moderate (4)	15% (85)	27% (150)	18% (100)	11% (63)	10% (57)	8% (42)	10% (56)	55
Ideo: Conservative (5-7)	16% (117)	27% (199)	17% (125)	12% (91)	10% (72)	9% (67)	10% (76)	74
Educ: < College	21% (312)	25% (379)	14% (219)	11% (166)	9% (141)	8% (122)	12% (174)	151
Educ: Bachelors degree	14% (62)	26% (117)	17% (74)	12% (52)	13% (58)	11% (51)	7% (30)	44
Educ: Post-grad	11% (27)	26% (64)	23% (57)	14% (33)	8% (19)	9% (23)	9% (21)	24

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**Table HRdem1\_2: How often do you watch or stream the following?**

Movies

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	18% (400)	25% (559)	16% (350)	11% (252)	10% (218)	9% (196)	10% (225)	220
Income: Under 50k	21% (263)	25% (311)	13% (161)	11% (137)	10% (120)	9% (108)	12% (154)	125
Income: 50k-100k	16% (106)	26% (170)	21% (134)	10% (67)	10% (67)	9% (58)	7% (46)	64
Income: 100k+	11% (31)	26% (79)	18% (55)	16% (47)	11% (31)	10% (30)	8% (24)	29
Ethnicity: White	16% (276)	25% (425)	17% (287)	13% (218)	10% (176)	9% (162)	10% (177)	172
Ethnicity: Hispanic	22% (76)	30% (104)	19% (66)	8% (27)	10% (36)	6% (20)	6% (21)	34
Ethnicity: Afr. Am.	29% (80)	26% (70)	12% (33)	7% (20)	10% (27)	6% (15)	10% (28)	27
Ethnicity: Other	21% (43)	31% (63)	15% (30)	7% (13)	8% (16)	9% (18)	10% (20)	20
All Christian	14% (139)	25% (242)	17% (169)	13% (125)	9% (93)	10% (98)	12% (116)	98
All Non-Christian	26% (24)	26% (23)	15% (13)	6% (5)	4% (4)	13% (12)	10% (9)	9
Atheist	17% (16)	35% (33)	16% (15)	9% (9)	10% (9)	9% (9)	5% (5)	9
Agnostic/Nothing in particular	21% (222)	25% (261)	15% (153)	11% (112)	11% (113)	7% (77)	9% (96)	103
Religious Non-Protestant/Catholic	23% (28)	29% (36)	14% (17)	9% (11)	6% (8)	11% (13)	8% (10)	12
Evangelical	19% (119)	23% (150)	16% (105)	12% (78)	11% (69)	8% (54)	10% (66)	64
Non-Evangelical	16% (123)	26% (194)	17% (127)	12% (90)	8% (63)	10% (73)	11% (85)	75
Community: Urban	19% (114)	26% (157)	14% (85)	9% (53)	11% (63)	8% (48)	13% (75)	59
Community: Suburban	17% (168)	27% (266)	16% (164)	13% (130)	9% (91)	9% (93)	9% (86)	99
Community: Rural	19% (118)	23% (137)	17% (101)	11% (68)	11% (64)	9% (55)	10% (63)	60
Employ: Private Sector	18% (120)	25% (164)	19% (129)	14% (93)	11% (76)	7% (48)	5% (33)	66
Employ: Government	22% (29)	25% (33)	14% (18)	7% (10)	15% (20)	7% (10)	10% (14)	13
Employ: Self-Employed	18% (29)	30% (50)	15% (25)	9% (16)	8% (13)	7% (12)	12% (21)	16
Employ: Homemaker	22% (40)	29% (52)	14% (26)	13% (24)	8% (15)	8% (14)	6% (11)	18
Employ: Retired	11% (53)	23% (114)	14% (69)	11% (55)	10% (47)	13% (63)	18% (90)	49
Employ: Unemployed	23% (63)	29% (79)	17% (47)	9% (25)	6% (17)	7% (20)	9% (25)	27
Employ: Other	24% (50)	23% (46)	11% (23)	9% (18)	10% (20)	11% (23)	12% (24)	20
Military HH: Yes	16% (56)	24% (83)	16% (56)	12% (41)	8% (27)	11% (39)	14% (48)	34
Military HH: No	19% (344)	26% (476)	16% (294)	11% (211)	10% (191)	8% (157)	10% (177)	185

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**Table HRdem1\_2: How often do you watch or stream the following?**  
 Movies

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	18% (400)	25% (559)	16% (350)	11% (252)	10% (218)	9% (196)	10% (225)	220
RD/WT: Right Direction	17% (137)	23% (190)	18% (146)	11% (89)	12% (95)	8% (65)	12% (98)	82
RD/WT: Wrong Track	19% (264)	27% (370)	15% (204)	12% (163)	9% (124)	9% (131)	9% (127)	138
Trump Job Approve	17% (148)	24% (210)	17% (152)	12% (105)	11% (93)	8% (70)	12% (104)	88
Trump Job Disapprove	19% (224)	27% (324)	16% (186)	11% (135)	9% (109)	9% (113)	9% (103)	119
Trump Job Strongly Approve	17% (82)	23% (109)	19% (91)	11% (53)	11% (52)	7% (31)	12% (58)	47
Trump Job Somewhat Approve	16% (66)	25% (101)	15% (62)	13% (52)	10% (41)	10% (39)	11% (45)	40
Trump Job Somewhat Disapprove	22% (56)	24% (61)	16% (40)	12% (30)	10% (25)	8% (21)	9% (24)	25
Trump Job Strongly Disapprove	18% (168)	28% (263)	15% (145)	11% (105)	9% (84)	10% (92)	8% (80)	93
Favorable of Trump	17% (142)	24% (209)	18% (153)	12% (101)	10% (88)	8% (68)	11% (96)	85
Unfavorable of Trump	19% (231)	26% (315)	15% (187)	12% (145)	9% (114)	10% (118)	8% (97)	120
Very Favorable of Trump	17% (84)	24% (117)	19% (92)	11% (52)	11% (54)	7% (35)	12% (59)	49
Somewhat Favorable of Trump	16% (58)	25% (92)	17% (61)	13% (48)	9% (34)	9% (33)	10% (37)	36
Somewhat Unfavorable of Trump	20% (43)	24% (52)	15% (32)	13% (28)	10% (22)	11% (23)	7% (15)	21
Very Unfavorable of Trump	19% (188)	27% (263)	16% (155)	12% (117)	9% (91)	10% (95)	8% (82)	99
#1 Issue: Economy	20% (109)	28% (158)	15% (81)	12% (67)	9% (48)	8% (45)	8% (46)	55
#1 Issue: Security	17% (77)	22% (99)	18% (83)	12% (54)	10% (45)	11% (48)	11% (49)	45
#1 Issue: Health Care	18% (65)	27% (99)	16% (57)	12% (45)	9% (34)	10% (38)	7% (25)	36
#1 Issue: Medicare / Social Security	18% (60)	21% (71)	11% (37)	10% (33)	10% (35)	9% (31)	20% (69)	33
#1 Issue: Women's Issues	23% (26)	29% (32)	17% (19)	15% (16)	8% (9)	5% (6)	3% (4)	11
#1 Issue: Education	17% (20)	25% (29)	15% (18)	13% (15)	13% (15)	4% (5)	13% (15)	11
#1 Issue: Energy	15% (20)	29% (38)	29% (38)	6% (8)	8% (11)	10% (13)	3% (5)	13
#1 Issue: Other	18% (24)	26% (34)	13% (17)	10% (14)	16% (22)	7% (10)	9% (12)	13
2018 House Vote: Democrat	18% (134)	28% (210)	14% (107)	13% (97)	10% (72)	9% (69)	9% (67)	75
2018 House Vote: Republican	15% (100)	25% (174)	19% (130)	11% (74)	11% (75)	8% (55)	11% (78)	68
2018 House Vote: Someone else	15% (18)	21% (24)	16% (19)	9% (11)	10% (11)	14% (16)	15% (17)	11

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**Table HRdem1\_2: How often do you watch or stream the following?**

*Movies*

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	18% (400)	25% (559)	16% (350)	11% (252)	10% (218)	9% (196)	10% (225)	220
2016 Vote: Hillary Clinton	17% (112)	29% (190)	13% (87)	14% (95)	10% (67)	9% (62)	8% (50)	66
2016 Vote: Donald Trump	13% (93)	25% (172)	18% (121)	12% (84)	10% (70)	9% (60)	13% (91)	69
2016 Vote: Other	15% (29)	26% (49)	20% (39)	9% (18)	9% (18)	12% (24)	8% (16)	19
2016 Vote: Didn't Vote	25% (165)	23% (148)	15% (99)	8% (54)	10% (64)	8% (51)	10% (68)	64
Voted in 2014: Yes	15% (208)	26% (353)	16% (213)	13% (171)	10% (133)	9% (123)	11% (143)	134
Voted in 2014: No	22% (193)	24% (207)	16% (137)	9% (81)	10% (86)	9% (73)	10% (82)	85
2012 Vote: Barack Obama	18% (154)	27% (231)	15% (129)	12% (100)	10% (86)	9% (76)	9% (74)	85
2012 Vote: Mitt Romney	11% (55)	25% (126)	17% (88)	14% (70)	11% (54)	10% (50)	13% (65)	50
2012 Vote: Other	17% (19)	29% (32)	13% (14)	14% (16)	9% (10)	10% (11)	9% (10)	11
2012 Vote: Didn't Vote	23% (170)	23% (170)	16% (118)	9% (66)	9% (68)	8% (59)	10% (75)	72
4-Region: Northeast	18% (69)	28% (109)	14% (57)	10% (41)	8% (31)	10% (38)	12% (49)	39
4-Region: Midwest	16% (73)	23% (106)	18% (82)	11% (52)	12% (58)	9% (40)	11% (51)	46
4-Region: South	19% (158)	27% (219)	15% (124)	11% (93)	9% (72)	9% (76)	10% (82)	82
4-Region: West	19% (100)	24% (125)	17% (88)	12% (65)	11% (57)	8% (42)	8% (43)	52
Watch TV: Every day	30% (322)	27% (292)	16% (178)	11% (119)	7% (73)	6% (67)	3% (35)	108
Watch TV: Several times per week	8% (46)	39% (217)	20% (107)	11% (62)	11% (61)	8% (45)	2% (12)	55
Watch TV: About once per week	6% (8)	17% (22)	34% (45)	14% (19)	13% (17)	9% (12)	6% (8)	13
Watch TV: Several times per month	8% (7)	4% (4)	10% (9)	37% (31)	22% (18)	12% (10)	6% (5)	8
Watch TV: About once per month	1% (0)	10% (5)	11% (6)	19% (10)	33% (17)	17% (9)	9% (5)	5
Watch TV: Less often than once per month	7% (7)	8% (9)	2% (2)	6% (6)	22% (22)	42% (44)	13% (14)	10
Watch TV: Never	5% (10)	5% (10)	2% (3)	2% (5)	5% (10)	5% (9)	76% (145)	19

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**Table HRdem1\_2: How often do you watch or stream the following?**  
Movies

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	18% (400)	25% (559)	16% (350)	11% (252)	10% (218)	9% (196)	10% (225)	220
Watch Movies: Every day	100% (400)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	40
Watch Movies: Several times per week	— (0)	100% (559)	— (0)	— (0)	— (0)	— (0)	— (0)	55
Watch Movies: About once per week	— (0)	— (0)	100% (350)	— (0)	— (0)	— (0)	— (0)	35
Watch Movies: Several times per month	— (0)	— (0)	— (0)	100% (252)	— (0)	— (0)	— (0)	25
Watch Movies: About once per month	— (0)	— (0)	— (0)	— (0)	100% (218)	— (0)	— (0)	21
Watch Movies: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (196)	— (0)	19
Watch Movies: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (225)	22
Watch Sporting Events: Every day	50% (85)	26% (43)	7% (11)	7% (11)	5% (8)	3% (6)	3% (4)	16
Watch Sporting Events: Several times per week	14% (54)	39% (156)	23% (92)	10% (38)	6% (23)	5% (20)	4% (15)	39
Watch Sporting Events: About once per week	15% (45)	33% (100)	25% (77)	10% (30)	7% (21)	7% (21)	2% (6)	30
Watch Sporting Events: Several times per month	21% (33)	18% (28)	16% (26)	22% (34)	10% (16)	9% (14)	4% (6)	15
Watch Sporting Events: About once per month	13% (16)	26% (34)	14% (18)	13% (17)	17% (23)	11% (15)	6% (7)	13
Watch Sporting Events: Less often than once per month	16% (42)	20% (54)	17% (45)	15% (40)	13% (36)	15% (40)	3% (9)	26
Watch Sporting Events: Never	16% (124)	18% (144)	10% (82)	10% (80)	12% (93)	10% (79)	23% (177)	77
Cable TV: Currently subscribe	19% (188)	27% (266)	16% (158)	13% (126)	8% (79)	8% (83)	10% (101)	100
Cable TV: Subscribed in past	17% (132)	27% (208)	18% (134)	10% (80)	11% (87)	9% (66)	7% (52)	75
Cable TV: Never subscribed	18% (79)	20% (86)	13% (57)	10% (46)	12% (53)	11% (47)	16% (71)	44
Satellite TV: Currently subscribe	20% (95)	29% (137)	17% (80)	9% (41)	10% (48)	8% (39)	8% (36)	47
Satellite TV: Subscribed in past	22% (126)	26% (150)	18% (103)	10% (56)	9% (54)	10% (55)	6% (34)	57
Satellite TV: Never subscribed	16% (179)	24% (273)	15% (166)	13% (154)	10% (116)	9% (102)	14% (155)	114
Streaming Services: Currently subscribe	23% (305)	29% (392)	18% (244)	12% (160)	10% (133)	6% (83)	2% (29)	134
Streaming Services: Subscribed in past	15% (27)	25% (48)	19% (37)	11% (21)	10% (19)	13% (24)	7% (12)	18
Streaming Services: Never subscribed	10% (68)	18% (120)	10% (70)	11% (71)	10% (67)	13% (89)	27% (183)	66
Film: An avid fan	32% (258)	36% (293)	13% (107)	9% (70)	5% (44)	2% (13)	2% (19)	80
Film: A casual fan	11% (123)	22% (252)	19% (221)	14% (166)	13% (150)	12% (134)	9% (103)	115
Film: Not a fan	8% (19)	6% (14)	9% (22)	6% (16)	10% (25)	19% (48)	42% (103)	24

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**Table HRdem1\_2: How often do you watch or stream the following?**

*Movies*

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	18% (400)	25% (559)	16% (350)	11% (252)	10% (218)	9% (196)	10% (225)	220
Television: An avid fan	23% (244)	29% (309)	16% (172)	12% (123)	8% (85)	5% (55)	7% (70)	105
Television: A casual fan	14% (139)	24% (234)	17% (169)	12% (117)	12% (116)	11% (111)	11% (107)	99
Television: Not a fan	11% (17)	11% (16)	6% (8)	8% (12)	12% (17)	20% (29)	32% (47)	14
Music: An avid fan	23% (252)	28% (312)	17% (190)	10% (109)	9% (103)	7% (72)	7% (73)	111
Music: A casual fan	14% (135)	24% (234)	16% (155)	14% (137)	11% (104)	11% (106)	11% (106)	97
Music: Not a fan	11% (13)	12% (13)	5% (5)	5% (6)	11% (12)	16% (18)	41% (46)	11
Fashion: An avid fan	32% (104)	27% (90)	15% (48)	8% (28)	9% (28)	5% (16)	4% (14)	32
Fashion: A casual fan	18% (162)	26% (233)	17% (153)	12% (103)	10% (86)	8% (71)	8% (75)	88
Fashion: Not a fan	14% (134)	24% (236)	15% (149)	12% (121)	11% (104)	11% (109)	14% (135)	98

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

**Table HRdem1\_3: How often do you watch or stream the following?**  
*Sporting events*

Demographic	Watch Sporting Events: Every day	Watch Sporting Events: Several times per week	Watch Sporting Events: About once per week	Watch Sporting Events: Several times per month	Watch Sporting Events: About once per month	Watch Sporting Events: Less often than once per month	Watch Sporting Events: Never	Total
Adults	8% (169)	18% (397)	14% (301)	7% (156)	6% (131)	12% (267)	35% (779)	220
Gender: Male	13% (138)	25% (262)	14% (151)	7% (78)	5% (54)	10% (108)	25% (269)	106
Gender: Female	3% (31)	12% (135)	13% (150)	7% (78)	7% (77)	14% (158)	45% (510)	113
Age: 18-29	7% (28)	13% (56)	13% (54)	7% (30)	8% (34)	13% (57)	40% (169)	42
Age: 30-44	11% (64)	18% (105)	15% (86)	9% (50)	7% (39)	14% (80)	28% (161)	58
Age: 45-54	9% (30)	22% (72)	16% (54)	5% (16)	6% (18)	11% (38)	31% (104)	33
Age: 55-64	6% (24)	21% (88)	13% (55)	8% (32)	4% (18)	12% (49)	36% (152)	41
Age: 65+	5% (24)	18% (77)	12% (51)	6% (28)	5% (21)	10% (42)	44% (193)	43
Generation Z: 18-22	6% (9)	11% (17)	7% (11)	7% (11)	7% (11)	16% (25)	46% (71)	15
Millennial: Age 23-38	8% (55)	16% (105)	15% (95)	9% (56)	8% (50)	13% (83)	32% (212)	65
Generation X: Age 39-54	11% (58)	21% (111)	16% (88)	5% (29)	6% (30)	13% (67)	28% (152)	53
Boomers: Age 55-73	6% (43)	19% (145)	13% (98)	7% (51)	5% (35)	10% (78)	40% (303)	75
PID: Dem (no lean)	10% (75)	17% (129)	13% (102)	7% (56)	5% (37)	12% (90)	37% (285)	77
PID: Ind (no lean)	7% (49)	17% (127)	11% (82)	7% (48)	7% (50)	13% (98)	38% (275)	73
PID: Rep (no lean)	6% (45)	20% (141)	17% (116)	8% (53)	6% (44)	11% (78)	31% (219)	69
PID/Gender: Dem Men	19% (62)	24% (79)	13% (44)	9% (29)	5% (16)	8% (27)	23% (77)	33
PID/Gender: Dem Women	3% (13)	11% (50)	13% (58)	6% (27)	5% (21)	14% (63)	47% (208)	41
PID/Gender: Ind Men	11% (42)	23% (88)	14% (52)	7% (27)	4% (13)	12% (44)	29% (111)	37
PID/Gender: Ind Women	2% (7)	11% (38)	9% (31)	6% (21)	10% (37)	15% (54)	47% (164)	35
PID/Gender: Rep Men	10% (35)	27% (95)	16% (56)	7% (23)	7% (25)	11% (37)	23% (81)	31
PID/Gender: Rep Women	3% (11)	13% (46)	18% (61)	9% (30)	6% (19)	12% (41)	40% (138)	34
Ideo: Liberal (1-3)	11% (64)	19% (112)	13% (75)	8% (47)	5% (28)	12% (73)	32% (192)	59
Ideo: Moderate (4)	8% (45)	18% (98)	13% (70)	8% (45)	7% (36)	12% (68)	34% (191)	55
Ideo: Conservative (5-7)	5% (39)	20% (152)	17% (125)	6% (47)	7% (49)	13% (98)	32% (237)	74
Educ: < College	7% (112)	15% (225)	13% (197)	7% (102)	6% (86)	13% (190)	40% (599)	151
Educ: Bachelors degree	8% (36)	24% (106)	16% (71)	9% (42)	6% (29)	10% (44)	26% (116)	44
Educ: Post-grad	9% (21)	27% (65)	13% (32)	5% (12)	7% (16)	14% (33)	26% (64)	24

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**Table HRdem1\_3: How often do you watch or stream the following?**

*Sporting events*

Demographic	Watch Sporting Events: Every day	Watch Sporting Events: Several times per week	Watch Sporting Events: About once per week	Watch Sporting Events: Several times per month	Watch Sporting Events: About once per month	Watch Sporting Events: Less often than once per month	Watch Sporting Events: Never	Total
Adults	8% (169)	18% (397)	14% (301)	7% (156)	6% (131)	12% (267)	35% (779)	220
Income: Under 50k	7% (94)	14% (177)	12% (145)	7% (84)	6% (79)	13% (164)	41% (512)	125
Income: 50k-100k	8% (54)	23% (152)	15% (97)	8% (50)	6% (36)	11% (68)	29% (190)	64
Income: 100k+	7% (21)	23% (69)	20% (59)	7% (22)	5% (16)	11% (34)	26% (77)	29
Ethnicity: White	6% (109)	18% (312)	14% (238)	7% (120)	6% (104)	12% (203)	37% (636)	172
Ethnicity: Hispanic	12% (41)	15% (53)	15% (52)	5% (16)	8% (29)	13% (45)	32% (113)	34
Ethnicity: Afr. Am.	17% (46)	18% (50)	14% (38)	7% (19)	5% (14)	11% (31)	28% (76)	27
Ethnicity: Other	7% (15)	17% (35)	12% (24)	8% (17)	7% (13)	16% (32)	33% (67)	20
All Christian	8% (76)	22% (212)	15% (148)	7% (65)	6% (62)	11% (108)	32% (310)	98
All Non-Christian	14% (13)	16% (14)	10% (9)	5% (5)	4% (3)	13% (12)	38% (34)	9
Atheist	3% (3)	18% (18)	13% (13)	7% (6)	3% (3)	23% (22)	32% (31)	9
Agnostic/Nothing in particular	8% (78)	15% (154)	13% (131)	8% (80)	6% (62)	12% (124)	39% (404)	103
Religious Non-Protestant/Catholic	11% (14)	15% (18)	10% (13)	7% (9)	4% (5)	16% (20)	37% (46)	12
Evangelical	9% (55)	17% (108)	15% (98)	6% (37)	6% (41)	12% (76)	35% (227)	64
Non-Evangelical	7% (55)	21% (162)	14% (104)	8% (64)	6% (45)	12% (93)	31% (232)	75
Community: Urban	9% (56)	16% (93)	14% (84)	7% (42)	6% (34)	11% (63)	38% (225)	59
Community: Suburban	8% (76)	20% (203)	14% (138)	7% (67)	6% (58)	13% (132)	32% (323)	99
Community: Rural	6% (38)	17% (101)	13% (79)	8% (47)	6% (39)	12% (72)	38% (231)	60
Employ: Private Sector	10% (63)	22% (145)	18% (118)	7% (44)	6% (43)	12% (82)	25% (168)	66
Employ: Government	12% (16)	18% (25)	10% (13)	6% (8)	12% (16)	12% (16)	30% (40)	13
Employ: Self-Employed	10% (17)	22% (37)	11% (18)	6% (11)	6% (10)	12% (19)	33% (54)	16
Employ: Homemaker	3% (6)	11% (20)	14% (25)	12% (21)	7% (12)	15% (28)	39% (71)	18
Employ: Retired	5% (26)	19% (96)	13% (63)	6% (31)	5% (23)	10% (47)	42% (206)	49
Employ: Unemployed	6% (18)	16% (45)	10% (26)	6% (16)	4% (11)	14% (37)	44% (122)	27
Employ: Other	9% (19)	12% (25)	13% (27)	6% (11)	7% (14)	13% (26)	40% (82)	20
Military HH: Yes	7% (26)	20% (69)	12% (42)	10% (33)	6% (19)	13% (44)	33% (116)	34
Military HH: No	8% (143)	18% (328)	14% (259)	7% (123)	6% (111)	12% (223)	36% (663)	185

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**Table HRdem1\_3: How often do you watch or stream the following?**  
*Sporting events*

Demographic	Watch Sporting Events: Every day	Watch Sporting Events: Several times per week	Watch Sporting Events: About once per week	Watch Sporting Events: Several times per month	Watch Sporting Events: About once per month	Watch Sporting Events: Less often than once per month	Watch Sporting Events: Never	Total
Adults	8% (169)	18% (397)	14% (301)	7% (156)	6% (131)	12% (267)	35% (779)	220
RD/WT: Right Direction	8% (63)	19% (154)	15% (127)	7% (57)	7% (56)	11% (86)	34% (276)	82
RD/WT: Wrong Track	8% (106)	18% (243)	13% (174)	7% (99)	5% (75)	13% (180)	36% (503)	138
Trump Job Approve	7% (59)	20% (173)	15% (132)	8% (66)	7% (59)	11% (93)	34% (300)	88
Trump Job Disapprove	8% (97)	18% (214)	14% (162)	7% (78)	5% (60)	13% (156)	36% (427)	119
Trump Job Strongly Approve	8% (40)	18% (88)	13% (63)	6% (29)	7% (35)	11% (52)	35% (169)	47
Trump Job Somewhat Approve	5% (20)	21% (85)	17% (68)	9% (37)	6% (23)	10% (41)	32% (131)	40
Trump Job Somewhat Disapprove	6% (16)	13% (33)	18% (46)	7% (18)	7% (17)	12% (32)	37% (96)	25
Trump Job Strongly Disapprove	9% (81)	19% (182)	12% (116)	6% (60)	5% (43)	13% (124)	35% (331)	93
Favorable of Trump	7% (59)	20% (174)	15% (130)	8% (64)	6% (51)	11% (92)	33% (285)	85
Unfavorable of Trump	8% (99)	17% (208)	13% (159)	7% (88)	6% (68)	13% (156)	35% (428)	120
Very Favorable of Trump	8% (37)	20% (96)	14% (69)	7% (33)	8% (37)	11% (53)	34% (168)	49
Somewhat Favorable of Trump	6% (22)	22% (78)	17% (62)	9% (32)	4% (14)	11% (39)	32% (117)	36
Somewhat Unfavorable of Trump	8% (18)	13% (28)	15% (33)	9% (19)	10% (21)	12% (25)	33% (72)	21
Very Unfavorable of Trump	8% (81)	18% (180)	13% (126)	7% (69)	5% (47)	13% (131)	36% (356)	99
#1 Issue: Economy	13% (70)	19% (106)	13% (71)	9% (48)	6% (31)	10% (54)	31% (175)	55
#1 Issue: Security	7% (31)	19% (86)	16% (72)	6% (28)	8% (38)	11% (52)	32% (147)	45
#1 Issue: Health Care	6% (21)	20% (73)	11% (39)	5% (19)	7% (27)	12% (45)	38% (138)	36
#1 Issue: Medicare / Social Security	6% (21)	18% (61)	14% (46)	7% (24)	3% (11)	9% (30)	43% (143)	33
#1 Issue: Women's Issues	4% (5)	11% (12)	17% (19)	10% (11)	6% (7)	14% (16)	38% (42)	11
#1 Issue: Education	9% (10)	18% (21)	14% (16)	7% (8)	5% (6)	17% (20)	30% (35)	11
#1 Issue: Energy	6% (8)	16% (21)	12% (16)	9% (12)	4% (5)	23% (31)	30% (39)	13
#1 Issue: Other	1% (2)	13% (17)	16% (21)	4% (6)	6% (7)	15% (20)	45% (60)	13
2018 House Vote: Democrat	10% (76)	21% (162)	14% (106)	8% (59)	5% (41)	12% (88)	30% (224)	75
2018 House Vote: Republican	7% (45)	22% (153)	17% (118)	5% (37)	6% (39)	11% (75)	32% (220)	68
2018 House Vote: Someone else	10% (12)	12% (14)	12% (14)	5% (6)	2% (3)	18% (20)	40% (46)	11

Continued on next page

**Table HRdem1\_3: How often do you watch or stream the following?**

*Sporting events*

Demographic	Watch Sporting Events: Every day	Watch Sporting Events: Several times per week	Watch Sporting Events: About once per week	Watch Sporting Events: Several times per month	Watch Sporting Events: About once per month	Watch Sporting Events: Less often than once per month	Watch Sporting Events: Never	Total
Adults	8% (169)	18% (397)	14% (301)	7% (156)	6% (131)	12% (267)	35% (779)	220
2016 Vote: Hillary Clinton	10% (67)	21% (142)	13% (89)	6% (43)	6% (40)	13% (86)	29% (195)	66
2016 Vote: Donald Trump	7% (50)	21% (143)	14% (99)	7% (45)	6% (41)	12% (82)	33% (230)	69
2016 Vote: Other	8% (15)	21% (40)	15% (29)	6% (11)	3% (6)	10% (20)	38% (72)	19
2016 Vote: Didn't Vote	6% (38)	11% (72)	12% (78)	9% (58)	7% (43)	12% (78)	43% (281)	64
Voted in 2014: Yes	8% (111)	21% (282)	15% (203)	6% (85)	6% (76)	12% (158)	32% (427)	134
Voted in 2014: No	7% (59)	13% (115)	11% (98)	8% (71)	6% (54)	13% (109)	41% (352)	85
2012 Vote: Barack Obama	9% (79)	19% (163)	15% (130)	7% (58)	5% (46)	12% (98)	33% (277)	85
2012 Vote: Mitt Romney	7% (35)	23% (118)	15% (76)	6% (32)	7% (34)	11% (55)	31% (159)	50
2012 Vote: Other	11% (12)	19% (21)	10% (12)	8% (8)	4% (4)	14% (15)	35% (40)	11
2012 Vote: Didn't Vote	6% (43)	13% (95)	11% (82)	8% (58)	6% (47)	14% (98)	42% (303)	72
4-Region: Northeast	10% (41)	20% (77)	12% (48)	8% (32)	5% (18)	9% (34)	37% (144)	39
4-Region: Midwest	7% (33)	16% (76)	15% (71)	8% (35)	5% (25)	12% (55)	36% (167)	46
4-Region: South	7% (56)	19% (155)	14% (114)	7% (55)	7% (59)	13% (109)	33% (275)	82
4-Region: West	7% (39)	17% (89)	13% (68)	7% (34)	6% (29)	13% (68)	37% (193)	52
Watch TV: Every day	12% (132)	20% (216)	15% (164)	7% (78)	5% (57)	11% (117)	30% (324)	108
Watch TV: Several times per week	5% (27)	27% (147)	16% (85)	8% (42)	8% (45)	13% (72)	24% (133)	55
Watch TV: About once per week	4% (6)	16% (21)	20% (26)	5% (7)	5% (7)	13% (17)	37% (49)	13
Watch TV: Several times per month	4% (3)	7% (5)	8% (7)	18% (15)	5% (4)	19% (16)	40% (34)	8
Watch TV: About once per month	— (0)	8% (4)	4% (2)	11% (6)	19% (10)	19% (10)	39% (20)	5
Watch TV: Less often than once per month	1% (1)	3% (3)	10% (10)	4% (5)	4% (4)	25% (26)	53% (55)	10
Watch TV: Never	1% (1)	1% (2)	3% (6)	2% (4)	2% (4)	5% (9)	86% (165)	19

Continued on next page

**Table HRdem1\_3: How often do you watch or stream the following?**  
*Sporting events*

Demographic	Watch Sporting Events: Every day	Watch Sporting Events: Several times per week	Watch Sporting Events: About once per week	Watch Sporting Events: Several times per month	Watch Sporting Events: About once per month	Watch Sporting Events: Less often than once per month	Watch Sporting Events: Never	Total
Adults	8% (169)	18% (397)	14% (301)	7% (156)	6% (131)	12% (267)	35% (779)	220
Watch Movies: Every day	21% (85)	14% (54)	11% (45)	8% (33)	4% (16)	11% (42)	31% (124)	40
Watch Movies: Several times per week	8% (43)	28% (156)	18% (100)	5% (28)	6% (34)	10% (54)	26% (144)	55
Watch Movies: About once per week	3% (11)	26% (92)	22% (77)	7% (26)	5% (18)	13% (45)	23% (82)	35
Watch Movies: Several times per month	5% (11)	15% (38)	12% (30)	13% (34)	7% (17)	16% (40)	32% (80)	25
Watch Movies: About once per month	4% (8)	10% (23)	9% (21)	7% (16)	10% (23)	16% (36)	43% (93)	21
Watch Movies: Less often than once per month	3% (6)	10% (20)	11% (21)	7% (14)	8% (15)	21% (40)	40% (79)	19
Watch Movies: Never	2% (4)	7% (15)	3% (6)	3% (6)	3% (7)	4% (9)	79% (177)	22
Watch Sporting Events: Every day	100% (169)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	16
Watch Sporting Events: Several times per week	— (0)	100% (397)	— (0)	— (0)	— (0)	— (0)	— (0)	39
Watch Sporting Events: About once per week	— (0)	— (0)	100% (301)	— (0)	— (0)	— (0)	— (0)	30
Watch Sporting Events: Several times per month	— (0)	— (0)	— (0)	100% (156)	— (0)	— (0)	— (0)	15
Watch Sporting Events: About once per month	— (0)	— (0)	— (0)	— (0)	100% (131)	— (0)	— (0)	13
Watch Sporting Events: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (267)	— (0)	26
Watch Sporting Events: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (779)	77
Cable TV: Currently subscribe	10% (99)	21% (207)	15% (150)	7% (73)	5% (54)	10% (103)	32% (315)	100
Cable TV: Subscribed in past	6% (42)	18% (140)	15% (113)	9% (65)	6% (46)	13% (102)	33% (250)	75
Cable TV: Never subscribed	6% (28)	11% (50)	9% (38)	4% (18)	7% (31)	14% (62)	48% (213)	44
Satellite TV: Currently subscribe	14% (66)	21% (101)	16% (78)	6% (28)	6% (28)	9% (45)	27% (129)	47
Satellite TV: Subscribed in past	7% (39)	18% (106)	15% (87)	10% (58)	8% (49)	12% (67)	30% (173)	57
Satellite TV: Never subscribed	6% (64)	17% (189)	12% (136)	6% (70)	5% (54)	13% (154)	42% (477)	114
Streaming Services: Currently subscribe	8% (113)	20% (265)	15% (196)	8% (104)	6% (86)	14% (182)	30% (400)	134
Streaming Services: Subscribed in past	11% (21)	15% (27)	16% (31)	7% (13)	5% (10)	10% (19)	35% (66)	18
Streaming Services: Never subscribed	5% (35)	16% (105)	11% (74)	6% (39)	5% (35)	10% (66)	47% (313)	66
Film: An avid fan	12% (98)	22% (179)	15% (120)	8% (63)	6% (48)	12% (96)	25% (201)	80
Film: A casual fan	5% (63)	17% (192)	13% (153)	7% (80)	6% (72)	12% (141)	39% (450)	115
Film: Not a fan	3% (8)	11% (27)	11% (28)	5% (13)	5% (11)	12% (30)	52% (129)	24

Continued on next page

**Table HRdem1\_3: How often do you watch or stream the following?**

*Sporting events*

Demographic	Watch Sporting Events: Every day	Watch Sporting Events: Several times per week	Watch Sporting Events: About once per week	Watch Sporting Events: Several times per month	Watch Sporting Events: About once per month	Watch Sporting Events: Less often than once per month	Watch Sporting Events: Never	Total
Adults	8% (169)	18% (397)	14% (301)	7% (156)	6% (131)	12% (267)	35% (779)	220
Television: An avid fan	11% (121)	21% (221)	14% (151)	7% (74)	6% (67)	11% (113)	29% (310)	105
Television: A casual fan	5% (46)	17% (168)	14% (143)	8% (76)	6% (60)	13% (128)	38% (374)	99
Television: Not a fan	2% (2)	5% (7)	5% (7)	4% (6)	3% (4)	17% (25)	65% (96)	14
Music: An avid fan	10% (109)	21% (238)	14% (158)	7% (74)	6% (61)	12% (129)	31% (342)	111
Music: A casual fan	6% (56)	15% (147)	13% (132)	8% (76)	7% (64)	13% (131)	38% (371)	97
Music: Not a fan	4% (4)	11% (12)	9% (11)	6% (6)	5% (5)	6% (7)	59% (66)	11
Fashion: An avid fan	13% (42)	15% (48)	15% (49)	9% (31)	9% (29)	14% (46)	26% (84)	32
Fashion: A casual fan	8% (70)	16% (139)	14% (121)	7% (66)	6% (53)	13% (113)	36% (322)	88
Fashion: Not a fan	6% (57)	21% (210)	13% (131)	6% (60)	5% (48)	11% (108)	38% (373)	98

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



**Table HRdem2\_1: Do you, or anyone in your household, subscribe to the following?**  
 Cable television

Demographic	Cable TV: Currently subscribe	Cable TV: Subscribed in past	Cable TV: Never subscribed	Total N
Adults	45% (1001)	35% (759)	20% (440)	2200
Gender: Male	46% (483)	34% (364)	20% (214)	1062
Gender: Female	45% (517)	35% (395)	20% (226)	1138
Age: 18-29	42% (179)	30% (129)	28% (121)	428
Age: 30-44	39% (230)	40% (233)	21% (122)	585
Age: 45-54	48% (158)	36% (120)	16% (54)	333
Age: 55-64	47% (196)	37% (154)	16% (69)	418
Age: 65+	54% (237)	29% (125)	17% (75)	436
Generation Z: 18-22	45% (69)	31% (48)	24% (38)	154
Millennial: Age 23-38	40% (260)	35% (227)	26% (169)	656
Generation X: Age 39-54	45% (239)	39% (206)	17% (90)	535
Boomers: Age 55-73	51% (383)	33% (250)	16% (122)	754
PID: Dem (no lean)	49% (381)	35% (268)	16% (125)	774
PID: Ind (no lean)	42% (304)	35% (253)	24% (172)	730
PID: Rep (no lean)	45% (315)	34% (238)	20% (142)	696
PID/Gender: Dem Men	46% (152)	35% (118)	19% (63)	333
PID/Gender: Dem Women	52% (229)	34% (150)	14% (62)	441
PID/Gender: Ind Men	43% (161)	34% (127)	24% (90)	378
PID/Gender: Ind Women	41% (143)	36% (127)	23% (82)	352
PID/Gender: Rep Men	48% (170)	34% (120)	17% (61)	351
PID/Gender: Rep Women	42% (146)	34% (118)	24% (81)	345
Ideo: Liberal (1-3)	46% (272)	37% (217)	17% (103)	593
Ideo: Moderate (4)	52% (287)	32% (179)	16% (87)	553
Ideo: Conservative (5-7)	46% (347)	36% (269)	18% (132)	747
Educ: < College	44% (668)	34% (514)	22% (330)	1512
Educ: Bachelors degree	49% (218)	34% (153)	17% (74)	444
Educ: Post-grad	47% (116)	38% (92)	15% (36)	244
Income: Under 50k	40% (500)	35% (442)	25% (313)	1255
Income: 50k-100k	51% (327)	35% (227)	14% (92)	647
Income: 100k+	58% (173)	30% (89)	12% (35)	298
Ethnicity: White	46% (791)	34% (591)	20% (340)	1722

Continued on next page

**Table HRdem2\_1:** Do you, or anyone in your household, subscribe to the following?

Cable television

Demographic	Cable TV: Currently subscribe	Cable TV: Subscribed in past	Cable TV: Never subscribed	Total N
Adults	45% (1001)	35% (759)	20% (440)	2200
Ethnicity: Hispanic	45% (158)	34% (120)	20% (71)	349
Ethnicity: Afr. Am.	47% (130)	37% (101)	16% (43)	274
Ethnicity: Other	39% (79)	33% (68)	28% (57)	204
All Christian	49% (478)	34% (335)	17% (169)	982
All Non-Christian	53% (48)	23% (21)	23% (21)	90
Atheist	42% (40)	39% (37)	19% (19)	96
Agnostic/Nothing in particular	42% (435)	35% (366)	22% (231)	1033
Religious Non-Protestant/Catholic	49% (61)	28% (35)	23% (29)	124
Evangelical	44% (280)	36% (230)	21% (132)	642
Non-Evangelical	50% (374)	32% (243)	18% (137)	755
Community: Urban	43% (255)	33% (197)	24% (144)	596
Community: Suburban	53% (528)	34% (338)	13% (131)	997
Community: Rural	36% (218)	37% (224)	27% (165)	607
Employ: Private Sector	50% (334)	35% (235)	14% (95)	663
Employ: Government	37% (50)	38% (52)	25% (33)	134
Employ: Self-Employed	36% (60)	38% (63)	25% (42)	166
Employ: Homemaker	37% (68)	36% (66)	26% (48)	182
Employ: Retired	50% (245)	31% (152)	19% (95)	492
Employ: Unemployed	43% (118)	35% (96)	22% (61)	275
Employ: Other	40% (81)	36% (73)	25% (50)	204
Military HH: Yes	47% (166)	34% (117)	19% (67)	349
Military HH: No	45% (835)	35% (642)	20% (373)	1851
RD/WT: Right Direction	46% (377)	33% (267)	21% (176)	820
RD/WT: Wrong Track	45% (624)	36% (492)	19% (264)	1380
Trump Job Approve	45% (397)	34% (298)	21% (187)	882
Trump Job Disapprove	47% (559)	36% (425)	18% (210)	1195
Trump Job Strongly Approve	46% (220)	31% (150)	22% (106)	477
Trump Job Somewhat Approve	44% (176)	36% (148)	20% (81)	405
Trump Job Somewhat Disapprove	46% (119)	34% (88)	19% (50)	257
Trump Job Strongly Disapprove	47% (440)	36% (337)	17% (160)	937

Continued on next page

**Table HRdem2\_1:** Do you, or anyone in your household, subscribe to the following?  
 Cable television

Demographic	Cable TV: Currently subscribe	Cable TV: Subscribed in past	Cable TV: Never subscribed	Total N
Adults	45% (1001)	35% (759)	20% (440)	2200
Favorable of Trump	46% (392)	35% (300)	19% (164)	856
Unfavorable of Trump	47% (567)	35% (423)	18% (215)	1206
Very Favorable of Trump	46% (224)	34% (167)	21% (101)	493
Somewhat Favorable of Trump	46% (168)	37% (133)	17% (62)	363
Somewhat Unfavorable of Trump	47% (101)	31% (68)	22% (47)	215
Very Unfavorable of Trump	47% (467)	36% (356)	17% (168)	991
#1 Issue: Economy	46% (253)	35% (195)	19% (107)	555
#1 Issue: Security	47% (216)	32% (147)	20% (92)	455
#1 Issue: Health Care	49% (177)	34% (124)	17% (60)	362
#1 Issue: Medicare / Social Security	49% (164)	32% (109)	19% (63)	336
#1 Issue: Women's Issues	40% (44)	40% (44)	21% (23)	111
#1 Issue: Education	42% (49)	34% (39)	24% (28)	117
#1 Issue: Energy	36% (47)	44% (58)	20% (26)	132
#1 Issue: Other	37% (49)	32% (43)	30% (40)	133
2018 House Vote: Democrat	50% (375)	35% (263)	16% (118)	756
2018 House Vote: Republican	46% (314)	35% (242)	19% (131)	687
2018 House Vote: Someone else	45% (52)	33% (37)	22% (26)	115
2016 Vote: Hillary Clinton	49% (327)	35% (230)	16% (105)	662
2016 Vote: Donald Trump	45% (312)	34% (237)	20% (141)	690
2016 Vote: Other	42% (80)	42% (81)	16% (31)	192
2016 Vote: Didn't Vote	43% (280)	32% (206)	25% (162)	648
Voted in 2014: Yes	48% (641)	36% (477)	17% (225)	1342
Voted in 2014: No	42% (360)	33% (283)	25% (215)	858
2012 Vote: Barack Obama	47% (398)	37% (318)	16% (134)	851
2012 Vote: Mitt Romney	46% (234)	36% (181)	18% (93)	508
2012 Vote: Other	48% (54)	32% (35)	21% (23)	112
2012 Vote: Didn't Vote	43% (311)	31% (225)	26% (190)	726

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**Table HRdem2\_1:** Do you, or anyone in your household, subscribe to the following?

Cable television

Demographic	Cable TV: Currently subscribe	Cable TV: Subscribed in past	Cable TV: Never subscribed	Total N
Adults	45% (1001)	35% (759)	20% (440)	2200
4-Region: Northeast	62% (242)	24% (94)	14% (57)	394
4-Region: Midwest	42% (192)	37% (171)	21% (99)	462
4-Region: South	45% (371)	37% (305)	18% (148)	824
4-Region: West	37% (195)	36% (189)	26% (137)	520
Watch TV: Every day	50% (543)	34% (374)	16% (171)	1088
Watch TV: Several times per week	43% (238)	38% (210)	18% (102)	550
Watch TV: About once per week	47% (62)	36% (47)	17% (22)	132
Watch TV: Several times per month	39% (33)	34% (29)	27% (22)	84
Watch TV: About once per month	32% (16)	46% (24)	22% (11)	52
Watch TV: Less often than once per month	30% (31)	39% (41)	31% (32)	104
Watch TV: Never	40% (77)	18% (35)	41% (78)	191
Watch Movies: Every day	47% (188)	33% (132)	20% (79)	400
Watch Movies: Several times per week	47% (266)	37% (208)	15% (86)	559
Watch Movies: About once per week	45% (158)	38% (134)	16% (57)	350
Watch Movies: Several times per month	50% (126)	32% (80)	18% (46)	252
Watch Movies: About once per month	36% (79)	40% (87)	24% (53)	218
Watch Movies: Less often than once per month	42% (83)	34% (66)	24% (47)	196
Watch Movies: Never	45% (101)	23% (52)	32% (71)	225
Watch Sporting Events: Every day	58% (99)	25% (42)	17% (28)	169
Watch Sporting Events: Several times per week	52% (207)	35% (140)	13% (50)	397
Watch Sporting Events: About once per week	50% (150)	38% (113)	12% (38)	301
Watch Sporting Events: Several times per month	47% (73)	42% (65)	11% (18)	156
Watch Sporting Events: About once per month	41% (54)	35% (46)	24% (31)	131
Watch Sporting Events: Less often than once per month	39% (103)	38% (102)	23% (62)	267
Watch Sporting Events: Never	40% (315)	32% (250)	27% (213)	779
Cable TV: Currently subscribe	100% (1001)	— (0)	— (0)	1001
Cable TV: Subscribed in past	— (0)	100% (759)	— (0)	759
Cable TV: Never subscribed	— (0)	— (0)	100% (440)	440

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**Table HRdem2\_1:** Do you, or anyone in your household, subscribe to the following?  
 Cable television

Demographic	Cable TV: Currently subscribe	Cable TV: Subscribed in past	Cable TV: Never subscribed	Total N
Adults	45% (1001)	35% (759)	20% (440)	2200
Satellite TV: Currently subscribe	27% (128)	48% (228)	25% (120)	476
Satellite TV: Subscribed in past	42% (243)	51% (294)	7% (42)	579
Satellite TV: Never subscribed	55% (630)	21% (237)	24% (278)	1145
Streaming Services: Currently subscribe	44% (593)	39% (530)	17% (223)	1345
Streaming Services: Subscribed in past	35% (66)	52% (97)	13% (25)	187
Streaming Services: Never subscribed	51% (342)	20% (133)	29% (192)	667
Film: An avid fan	48% (386)	35% (279)	17% (139)	804
Film: A casual fan	45% (516)	36% (417)	19% (217)	1150
Film: Not a fan	40% (98)	26% (63)	34% (85)	247
Television: An avid fan	52% (553)	31% (327)	17% (178)	1058
Television: A casual fan	41% (412)	38% (381)	20% (201)	995
Television: Not a fan	24% (35)	35% (52)	41% (60)	147
Music: An avid fan	45% (499)	37% (406)	18% (205)	1111
Music: A casual fan	47% (461)	33% (322)	20% (195)	978
Music: Not a fan	36% (41)	28% (31)	36% (40)	112
Fashion: An avid fan	51% (169)	30% (99)	18% (61)	329
Fashion: A casual fan	45% (394)	38% (335)	18% (155)	884
Fashion: Not a fan	44% (438)	33% (325)	23% (224)	987

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

**Table HRdem2\_2: Do you, or anyone in your household, subscribe to the following?**  
Satellite television

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	22%	(476)	26%	(579)	52%	(1145)	2200
Gender: Male	23%	(241)	27%	(289)	50%	(532)	1062
Gender: Female	21%	(235)	25%	(290)	54%	(613)	1138
Age: 18-29	24%	(102)	24%	(103)	52%	(224)	428
Age: 30-44	20%	(114)	29%	(169)	52%	(301)	585
Age: 45-54	22%	(72)	30%	(99)	48%	(161)	333
Age: 55-64	19%	(80)	27%	(111)	54%	(228)	418
Age: 65+	25%	(108)	22%	(97)	53%	(231)	436
Generation Z: 18-22	32%	(50)	19%	(29)	49%	(76)	154
Millennial: Age 23-38	18%	(119)	27%	(176)	55%	(361)	656
Generation X: Age 39-54	22%	(119)	31%	(166)	47%	(250)	535
Boomers: Age 55-73	21%	(157)	25%	(191)	54%	(406)	754
PID: Dem (no lean)	20%	(154)	25%	(191)	55%	(428)	774
PID: Ind (no lean)	19%	(138)	26%	(192)	55%	(400)	730
PID: Rep (no lean)	26%	(184)	28%	(196)	45%	(317)	696
PID/Gender: Dem Men	25%	(83)	28%	(93)	47%	(157)	333
PID/Gender: Dem Women	16%	(71)	22%	(98)	62%	(272)	441
PID/Gender: Ind Men	18%	(67)	26%	(99)	56%	(211)	378
PID/Gender: Ind Women	20%	(70)	26%	(92)	54%	(189)	352
PID/Gender: Rep Men	26%	(91)	27%	(96)	47%	(164)	351
PID/Gender: Rep Women	27%	(93)	29%	(99)	44%	(153)	345
Ideo: Liberal (1-3)	23%	(138)	26%	(153)	51%	(301)	593
Ideo: Moderate (4)	18%	(100)	26%	(144)	56%	(308)	553
Ideo: Conservative (5-7)	24%	(181)	28%	(211)	47%	(354)	747
Educ: < College	21%	(319)	27%	(414)	51%	(779)	1512
Educ: Bachelors degree	25%	(112)	23%	(101)	52%	(231)	444
Educ: Post-grad	18%	(44)	26%	(64)	56%	(135)	244
Income: Under 50k	19%	(240)	26%	(332)	54%	(683)	1255
Income: 50k-100k	24%	(154)	28%	(179)	49%	(315)	647
Income: 100k+	27%	(82)	23%	(69)	49%	(147)	298
Ethnicity: White	22%	(386)	27%	(461)	51%	(875)	1722

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**Table HRdem2\_2:** Do you, or anyone in your household, subscribe to the following?  
 Satellite television

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	22%	(476)	26%	(579)	52%	(1145)	2200
Ethnicity: Hispanic	26%	(91)	25%	(86)	49%	(172)	349
Ethnicity: Afr. Am.	19%	(51)	27%	(75)	54%	(148)	274
Ethnicity: Other	19%	(38)	21%	(43)	60%	(123)	204
All Christian	24%	(231)	25%	(243)	52%	(508)	982
All Non-Christian	20%	(18)	21%	(19)	59%	(52)	90
Atheist	17%	(16)	31%	(30)	52%	(50)	96
Agnostic/Nothing in particular	20%	(211)	28%	(287)	52%	(535)	1033
Religious Non-Protestant/Catholic	20%	(25)	27%	(34)	53%	(65)	124
Evangelical	24%	(156)	29%	(183)	47%	(303)	642
Non-Evangelical	20%	(151)	24%	(182)	56%	(421)	755
Community: Urban	17%	(101)	26%	(153)	57%	(342)	596
Community: Suburban	20%	(199)	26%	(255)	54%	(543)	997
Community: Rural	29%	(175)	28%	(171)	43%	(261)	607
Employ: Private Sector	22%	(145)	26%	(170)	53%	(349)	663
Employ: Government	21%	(28)	28%	(38)	51%	(69)	134
Employ: Self-Employed	22%	(36)	28%	(46)	50%	(83)	166
Employ: Homemaker	17%	(31)	34%	(61)	49%	(90)	182
Employ: Retired	25%	(125)	24%	(119)	50%	(248)	492
Employ: Unemployed	17%	(48)	25%	(69)	58%	(158)	275
Employ: Other	16%	(33)	26%	(53)	58%	(118)	204
Military HH: Yes	25%	(88)	25%	(89)	49%	(173)	349
Military HH: No	21%	(388)	26%	(490)	53%	(973)	1851
RD/WT: Right Direction	24%	(197)	26%	(215)	50%	(407)	820
RD/WT: Wrong Track	20%	(278)	26%	(364)	53%	(739)	1380
Trump Job Approve	25%	(220)	27%	(238)	48%	(423)	882
Trump Job Disapprove	20%	(237)	27%	(318)	54%	(640)	1195
Trump Job Strongly Approve	27%	(128)	26%	(125)	47%	(224)	477
Trump Job Somewhat Approve	23%	(93)	28%	(113)	49%	(199)	405
Trump Job Somewhat Disapprove	17%	(44)	28%	(71)	55%	(142)	257
Trump Job Strongly Disapprove	21%	(193)	26%	(246)	53%	(498)	937

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**Table HRdem2\_2:** Do you, or anyone in your household, subscribe to the following?

Satellite television

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	22%	(476)	26%	(579)	52%	(1145)	2200
Favorable of Trump	26%	(223)	27%	(229)	47%	(403)	856
Unfavorable of Trump	19%	(231)	27%	(327)	54%	(648)	1206
Very Favorable of Trump	26%	(130)	29%	(145)	44%	(217)	493
Somewhat Favorable of Trump	26%	(93)	23%	(84)	51%	(186)	363
Somewhat Unfavorable of Trump	18%	(39)	28%	(60)	54%	(116)	215
Very Unfavorable of Trump	19%	(192)	27%	(267)	54%	(532)	991
#1 Issue: Economy	19%	(107)	32%	(178)	49%	(271)	555
#1 Issue: Security	25%	(116)	24%	(110)	50%	(229)	455
#1 Issue: Health Care	20%	(72)	25%	(91)	55%	(199)	362
#1 Issue: Medicare / Social Security	23%	(78)	25%	(84)	52%	(174)	336
#1 Issue: Women's Issues	29%	(32)	20%	(23)	51%	(56)	111
#1 Issue: Education	17%	(19)	29%	(33)	55%	(64)	117
#1 Issue: Energy	21%	(28)	21%	(27)	58%	(77)	132
#1 Issue: Other	18%	(24)	25%	(33)	57%	(76)	133
2018 House Vote: Democrat	19%	(145)	25%	(189)	56%	(423)	756
2018 House Vote: Republican	29%	(198)	29%	(198)	42%	(291)	687
2018 House Vote: Someone else	14%	(16)	24%	(28)	61%	(70)	115
2016 Vote: Hillary Clinton	19%	(127)	25%	(166)	56%	(369)	662
2016 Vote: Donald Trump	26%	(179)	27%	(185)	47%	(326)	690
2016 Vote: Other	20%	(38)	29%	(56)	51%	(99)	192
2016 Vote: Didn't Vote	19%	(126)	27%	(172)	54%	(350)	648
Voted in 2014: Yes	23%	(305)	27%	(356)	51%	(681)	1342
Voted in 2014: No	20%	(171)	26%	(222)	54%	(464)	858
2012 Vote: Barack Obama	21%	(177)	24%	(208)	55%	(466)	851
2012 Vote: Mitt Romney	27%	(137)	29%	(145)	44%	(225)	508
2012 Vote: Other	13%	(15)	32%	(36)	54%	(61)	112
2012 Vote: Didn't Vote	20%	(146)	26%	(190)	54%	(390)	726

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**Table HRdem2\_2:** Do you, or anyone in your household, subscribe to the following?  
 Satellite television

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	22%	(476)	26%	(579)	52%	(1145)	2200
4-Region: Northeast	13%	(50)	20%	(77)	68%	(266)	394
4-Region: Midwest	21%	(98)	29%	(132)	50%	(232)	462
4-Region: South	24%	(194)	29%	(236)	48%	(394)	824
4-Region: West	26%	(133)	26%	(134)	49%	(253)	520
Watch TV: Every day	26%	(279)	26%	(283)	48%	(526)	1088
Watch TV: Several times per week	19%	(106)	29%	(162)	51%	(283)	550
Watch TV: About once per week	20%	(27)	29%	(39)	50%	(67)	132
Watch TV: Several times per month	20%	(17)	22%	(18)	58%	(49)	84
Watch TV: About once per month	19%	(10)	34%	(18)	47%	(24)	52
Watch TV: Less often than once per month	9%	(9)	34%	(36)	57%	(59)	104
Watch TV: Never	15%	(28)	13%	(24)	73%	(139)	191
Watch Movies: Every day	24%	(95)	31%	(126)	45%	(179)	400
Watch Movies: Several times per week	24%	(137)	27%	(150)	49%	(273)	559
Watch Movies: About once per week	23%	(80)	29%	(103)	48%	(166)	350
Watch Movies: Several times per month	16%	(41)	22%	(56)	61%	(154)	252
Watch Movies: About once per month	22%	(48)	25%	(54)	53%	(116)	218
Watch Movies: Less often than once per month	20%	(39)	28%	(55)	52%	(102)	196
Watch Movies: Never	16%	(36)	15%	(34)	69%	(155)	225
Watch Sporting Events: Every day	39%	(66)	23%	(39)	38%	(64)	169
Watch Sporting Events: Several times per week	26%	(101)	27%	(106)	48%	(189)	397
Watch Sporting Events: About once per week	26%	(78)	29%	(87)	45%	(136)	301
Watch Sporting Events: Several times per month	18%	(28)	37%	(58)	45%	(70)	156
Watch Sporting Events: About once per month	21%	(28)	37%	(49)	41%	(54)	131
Watch Sporting Events: Less often than once per month	17%	(45)	25%	(67)	58%	(154)	267
Watch Sporting Events: Never	17%	(129)	22%	(173)	61%	(477)	779
Cable TV: Currently subscribe	13%	(128)	24%	(243)	63%	(630)	1001
Cable TV: Subscribed in past	30%	(228)	39%	(294)	31%	(237)	759
Cable TV: Never subscribed	27%	(120)	9%	(42)	63%	(278)	440

Continued on next page

**Table HRdem2\_2:** Do you, or anyone in your household, subscribe to the following?

Satellite television

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	22%	(476)	26%	(579)	52%	(1145)	2200
Satellite TV: Currently subscribe	100%	(476)	—	(0)	—	(0)	476
Satellite TV: Subscribed in past	—	(0)	100%	(579)	—	(0)	579
Satellite TV: Never subscribed	—	(0)	—	(0)	100%	(1145)	1145
Streaming Services: Currently subscribe	22%	(296)	30%	(400)	48%	(650)	1345
Streaming Services: Subscribed in past	27%	(51)	34%	(63)	39%	(74)	187
Streaming Services: Never subscribed	19%	(129)	17%	(116)	63%	(422)	667
Film: An avid fan	24%	(191)	29%	(237)	47%	(376)	804
Film: A casual fan	21%	(243)	26%	(300)	53%	(607)	1150
Film: Not a fan	17%	(42)	17%	(42)	66%	(162)	247
Television: An avid fan	24%	(256)	27%	(281)	49%	(521)	1058
Television: A casual fan	20%	(203)	27%	(268)	53%	(523)	995
Television: Not a fan	11%	(17)	20%	(30)	68%	(101)	147
Music: An avid fan	24%	(266)	27%	(302)	49%	(544)	1111
Music: A casual fan	20%	(191)	27%	(259)	54%	(527)	978
Music: Not a fan	17%	(19)	16%	(18)	67%	(74)	112
Fashion: An avid fan	25%	(84)	29%	(95)	46%	(150)	329
Fashion: A casual fan	23%	(201)	27%	(234)	51%	(448)	884
Fashion: Not a fan	19%	(190)	25%	(249)	55%	(547)	987

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

**Table HRdem2\_3:** Do you, or anyone in your household, subscribe to the following?  
 Streaming service(s)

Demographic	Streaming Services: Currently subscribe	Streaming Services: Subscribed in past	Streaming Services: Never subscribed	Total N
Adults	61% (1345)	9% (187)	30% (667)	2200
Gender: Male	60% (634)	9% (98)	31% (330)	1062
Gender: Female	63% (712)	8% (89)	30% (337)	1138
Age: 18-29	71% (304)	10% (42)	19% (83)	428
Age: 30-44	74% (432)	9% (52)	17% (101)	585
Age: 45-54	69% (230)	10% (34)	21% (69)	333
Age: 55-64	51% (212)	7% (29)	42% (178)	418
Age: 65+	39% (169)	7% (30)	54% (237)	436
Generation Z: 18-22	62% (96)	16% (24)	22% (34)	154
Millennial: Age 23-38	75% (494)	7% (49)	17% (114)	656
Generation X: Age 39-54	70% (375)	10% (56)	19% (104)	535
Boomers: Age 55-73	47% (356)	7% (51)	46% (347)	754
PID: Dem (no lean)	64% (497)	8% (64)	28% (213)	774
PID: Ind (no lean)	56% (411)	9% (64)	35% (255)	730
PID: Rep (no lean)	63% (438)	9% (59)	29% (199)	696
PID/Gender: Dem Men	65% (218)	8% (28)	26% (87)	333
PID/Gender: Dem Women	63% (278)	8% (36)	29% (126)	441
PID/Gender: Ind Men	50% (191)	10% (37)	40% (150)	378
PID/Gender: Ind Women	63% (220)	8% (27)	30% (105)	352
PID/Gender: Rep Men	64% (225)	9% (33)	26% (93)	351
PID/Gender: Rep Women	62% (213)	8% (26)	31% (106)	345
Ideo: Liberal (1-3)	71% (419)	10% (59)	19% (115)	593
Ideo: Moderate (4)	61% (337)	9% (49)	30% (167)	553
Ideo: Conservative (5-7)	60% (452)	7% (53)	33% (243)	747
Educ: < College	58% (870)	9% (138)	33% (504)	1512
Educ: Bachelors degree	69% (308)	7% (29)	24% (106)	444
Educ: Post-grad	68% (167)	8% (20)	23% (57)	244
Income: Under 50k	53% (669)	9% (117)	37% (470)	1255
Income: 50k-100k	72% (464)	8% (53)	20% (130)	647
Income: 100k+	71% (212)	6% (18)	23% (68)	298
Ethnicity: White	62% (1060)	8% (136)	31% (526)	1722

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**Table HRdem2\_3:** Do you, or anyone in your household, subscribe to the following?  
Streaming service(s)

Demographic	Streaming Services: Currently subscribe		Streaming Services: Subscribed in past		Streaming Services: Never subscribed		Total N
Adults	61%	(1345)	9%	(187)	30%	(667)	2200
Ethnicity: Hispanic	67%	(235)	11%	(39)	22%	(76)	349
Ethnicity: Afr. Am.	57%	(156)	10%	(27)	33%	(92)	274
Ethnicity: Other	63%	(129)	12%	(25)	24%	(50)	204
All Christian	60%	(589)	8%	(74)	32%	(319)	982
All Non-Christian	55%	(49)	9%	(8)	36%	(32)	90
Atheist	84%	(80)	8%	(8)	9%	(8)	96
Agnostic/Nothing in particular	61%	(627)	9%	(97)	30%	(308)	1033
Religious Non-Protestant/Catholic	60%	(74)	9%	(11)	31%	(38)	124
Evangelical	57%	(364)	9%	(58)	34%	(219)	642
Non-Evangelical	63%	(476)	6%	(49)	31%	(230)	755
Community: Urban	58%	(347)	8%	(50)	33%	(198)	596
Community: Suburban	65%	(649)	9%	(85)	26%	(263)	997
Community: Rural	57%	(349)	9%	(52)	34%	(206)	607
Employ: Private Sector	74%	(489)	7%	(49)	19%	(125)	663
Employ: Government	71%	(95)	7%	(9)	22%	(30)	134
Employ: Self-Employed	60%	(100)	11%	(18)	29%	(48)	166
Employ: Homemaker	74%	(135)	7%	(12)	19%	(35)	182
Employ: Retired	41%	(202)	7%	(37)	51%	(253)	492
Employ: Unemployed	55%	(153)	7%	(20)	37%	(102)	275
Employ: Other	57%	(117)	13%	(27)	29%	(60)	204
Military HH: Yes	54%	(188)	8%	(30)	38%	(132)	349
Military HH: No	63%	(1158)	9%	(158)	29%	(535)	1851
RD/WT: Right Direction	59%	(481)	9%	(71)	33%	(268)	820
RD/WT: Wrong Track	63%	(864)	8%	(117)	29%	(400)	1380
Trump Job Approve	60%	(530)	8%	(70)	32%	(282)	882
Trump Job Disapprove	64%	(762)	9%	(107)	27%	(326)	1195
Trump Job Strongly Approve	60%	(287)	8%	(38)	32%	(152)	477
Trump Job Somewhat Approve	60%	(242)	8%	(33)	32%	(129)	405
Trump Job Somewhat Disapprove	64%	(165)	8%	(20)	28%	(73)	257
Trump Job Strongly Disapprove	64%	(597)	9%	(88)	27%	(253)	937

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**Table HRdem2\_3:** Do you, or anyone in your household, subscribe to the following?  
 Streaming service(s)

Demographic	Streaming Services: Currently subscribe		Streaming Services: Subscribed in past		Streaming Services: Never subscribed		Total N
Adults	61%	(1345)	9%	(187)	30%	(667)	2200
Favorable of Trump	61%	(520)	9%	(74)	31%	(262)	856
Unfavorable of Trump	64%	(777)	8%	(102)	27%	(326)	1206
Very Favorable of Trump	59%	(292)	9%	(44)	32%	(157)	493
Somewhat Favorable of Trump	63%	(229)	8%	(30)	29%	(105)	363
Somewhat Unfavorable of Trump	70%	(150)	6%	(12)	24%	(52)	215
Very Unfavorable of Trump	63%	(627)	9%	(90)	28%	(274)	991
#1 Issue: Economy	64%	(357)	9%	(48)	27%	(150)	555
#1 Issue: Security	61%	(277)	10%	(46)	29%	(132)	455
#1 Issue: Health Care	65%	(236)	7%	(25)	28%	(102)	362
#1 Issue: Medicare / Social Security	40%	(136)	7%	(25)	52%	(175)	336
#1 Issue: Women's Issues	80%	(89)	8%	(9)	12%	(13)	111
#1 Issue: Education	69%	(81)	9%	(11)	21%	(25)	117
#1 Issue: Energy	67%	(89)	14%	(18)	19%	(25)	132
#1 Issue: Other	61%	(81)	4%	(6)	34%	(45)	133
2018 House Vote: Democrat	65%	(489)	7%	(54)	28%	(213)	756
2018 House Vote: Republican	63%	(430)	8%	(56)	29%	(202)	687
2018 House Vote: Someone else	52%	(60)	9%	(11)	39%	(45)	115
2016 Vote: Hillary Clinton	66%	(437)	8%	(52)	26%	(172)	662
2016 Vote: Donald Trump	60%	(415)	7%	(46)	33%	(229)	690
2016 Vote: Other	61%	(117)	7%	(13)	32%	(62)	192
2016 Vote: Didn't Vote	58%	(374)	11%	(72)	31%	(202)	648
Voted in 2014: Yes	62%	(830)	8%	(104)	30%	(408)	1342
Voted in 2014: No	60%	(515)	10%	(83)	30%	(260)	858
2012 Vote: Barack Obama	67%	(566)	7%	(61)	26%	(224)	851
2012 Vote: Mitt Romney	58%	(294)	8%	(40)	34%	(174)	508
2012 Vote: Other	50%	(56)	8%	(9)	42%	(47)	112
2012 Vote: Didn't Vote	59%	(427)	11%	(78)	31%	(222)	726

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**Table HRdem2\_3:** Do you, or anyone in your household, subscribe to the following?  
Streaming service(s)

Demographic	Streaming Services: Currently subscribe		Streaming Services: Subscribed in past		Streaming Services: Never subscribed		Total N
Adults	61%	(1345)	9%	(187)	30%	(667)	2200
4-Region: Northeast	58%	(229)	6%	(23)	36%	(141)	394
4-Region: Midwest	56%	(259)	10%	(45)	34%	(158)	462
4-Region: South	62%	(514)	8%	(69)	29%	(242)	824
4-Region: West	66%	(344)	10%	(50)	24%	(126)	520
Watch TV: Every day	68%	(738)	6%	(68)	26%	(282)	1088
Watch TV: Several times per week	68%	(374)	8%	(45)	24%	(131)	550
Watch TV: About once per week	64%	(84)	18%	(23)	19%	(25)	132
Watch TV: Several times per month	63%	(52)	10%	(8)	27%	(23)	84
Watch TV: About once per month	47%	(24)	28%	(14)	25%	(13)	52
Watch TV: Less often than once per month	48%	(50)	18%	(19)	34%	(35)	104
Watch TV: Never	12%	(23)	5%	(10)	83%	(158)	191
Watch Movies: Every day	76%	(305)	7%	(27)	17%	(68)	400
Watch Movies: Several times per week	70%	(392)	8%	(48)	21%	(120)	559
Watch Movies: About once per week	70%	(244)	10%	(37)	20%	(70)	350
Watch Movies: Several times per month	64%	(160)	8%	(21)	28%	(71)	252
Watch Movies: About once per month	61%	(133)	9%	(19)	31%	(67)	218
Watch Movies: Less often than once per month	42%	(83)	12%	(24)	46%	(89)	196
Watch Movies: Never	13%	(29)	5%	(12)	82%	(183)	225
Watch Sporting Events: Every day	67%	(113)	12%	(21)	21%	(35)	169
Watch Sporting Events: Several times per week	67%	(265)	7%	(27)	26%	(105)	397
Watch Sporting Events: About once per week	65%	(196)	10%	(31)	25%	(74)	301
Watch Sporting Events: Several times per month	66%	(104)	9%	(13)	25%	(39)	156
Watch Sporting Events: About once per month	66%	(86)	8%	(10)	26%	(35)	131
Watch Sporting Events: Less often than once per month	68%	(182)	7%	(19)	25%	(66)	267
Watch Sporting Events: Never	51%	(400)	8%	(66)	40%	(313)	779
Cable TV: Currently subscribe	59%	(593)	7%	(66)	34%	(342)	1001
Cable TV: Subscribed in past	70%	(530)	13%	(97)	17%	(133)	759
Cable TV: Never subscribed	51%	(223)	6%	(25)	44%	(192)	440

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**Table HRdem2\_3:** Do you, or anyone in your household, subscribe to the following?  
Streaming service(s)

Demographic	Streaming Services: Currently subscribe		Streaming Services: Subscribed in past		Streaming Services: Never subscribed		Total N
Adults	61%	(1345)	9%	(187)	30%	(667)	2200
Satellite TV: Currently subscribe	62%	(296)	11%	(51)	27%	(129)	476
Satellite TV: Subscribed in past	69%	(400)	11%	(63)	20%	(116)	579
Satellite TV: Never subscribed	57%	(650)	6%	(74)	37%	(422)	1145
Streaming Services: Currently subscribe	100%	(1345)	—	(0)	—	(0)	1345
Streaming Services: Subscribed in past	—	(0)	100%	(187)	—	(0)	187
Streaming Services: Never subscribed	—	(0)	—	(0)	100%	(667)	667
Film: An avid fan	73%	(583)	7%	(55)	21%	(165)	804
Film: A casual fan	59%	(679)	10%	(113)	31%	(358)	1150
Film: Not a fan	34%	(83)	8%	(19)	59%	(145)	247
Television: An avid fan	65%	(692)	7%	(70)	28%	(296)	1058
Television: A casual fan	61%	(603)	10%	(100)	29%	(292)	995
Television: Not a fan	34%	(50)	12%	(18)	54%	(79)	147
Music: An avid fan	65%	(727)	10%	(106)	25%	(278)	1111
Music: A casual fan	60%	(588)	8%	(74)	32%	(316)	978
Music: Not a fan	28%	(31)	7%	(8)	65%	(73)	112
Fashion: An avid fan	71%	(233)	10%	(31)	20%	(65)	329
Fashion: A casual fan	65%	(576)	9%	(81)	26%	(227)	884
Fashion: Not a fan	54%	(536)	8%	(75)	38%	(376)	987

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

**Table HRdem3\_1: In general, what kind of fan do you consider yourself of the following?**

Demographic	Film: An avid fan	Film: A casual fan	Film: Not a fan	Total N
Adults	37% (804)	52% (1150)	11% (247)	2200
Gender: Male	41% (434)	49% (521)	10% (106)	1062
Gender: Female	32% (369)	55% (629)	12% (140)	1138
Age: 18-29	40% (172)	47% (202)	13% (55)	428
Age: 30-44	43% (252)	50% (294)	6% (38)	585
Age: 45-54	38% (125)	53% (177)	9% (31)	333
Age: 55-64	32% (132)	54% (225)	15% (61)	418
Age: 65+	28% (122)	58% (252)	14% (62)	436
Generation Z: 18-22	33% (51)	54% (83)	13% (20)	154
Millennial: Age 23-38	43% (285)	48% (316)	8% (55)	656
Generation X: Age 39-54	40% (213)	51% (274)	9% (48)	535
Boomers: Age 55-73	31% (231)	55% (418)	14% (105)	754
PID: Dem (no lean)	40% (309)	52% (402)	8% (63)	774
PID: Ind (no lean)	35% (256)	51% (376)	13% (98)	730
PID: Rep (no lean)	34% (239)	53% (371)	12% (86)	696
PID/Gender: Dem Men	46% (152)	48% (161)	6% (20)	333
PID/Gender: Dem Women	35% (157)	55% (242)	10% (43)	441
PID/Gender: Ind Men	38% (142)	50% (187)	13% (48)	378
PID/Gender: Ind Women	32% (114)	54% (189)	14% (49)	352
PID/Gender: Rep Men	40% (140)	49% (173)	11% (38)	351
PID/Gender: Rep Women	29% (99)	58% (198)	14% (48)	345
Ideo: Liberal (1-3)	43% (254)	50% (298)	7% (41)	593
Ideo: Moderate (4)	36% (201)	52% (289)	11% (63)	553
Ideo: Conservative (5-7)	35% (258)	54% (405)	11% (84)	747
Educ: < College	36% (540)	52% (782)	13% (190)	1512
Educ: Bachelors degree	39% (175)	53% (235)	8% (34)	444
Educ: Post-grad	36% (89)	55% (133)	9% (22)	244
Income: Under 50k	37% (468)	50% (629)	13% (158)	1255
Income: 50k-100k	37% (239)	54% (347)	9% (60)	647
Income: 100k+	32% (97)	58% (173)	9% (28)	298
Ethnicity: White	35% (602)	53% (921)	12% (199)	1722
Ethnicity: Hispanic	44% (154)	47% (163)	9% (33)	349

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**Table HRdem3\_1:** In general, what kind of fan do you consider yourself of the following?  
 Film

Demographic	Film: An avid fan	Film: A casual fan	Film: Not a fan	Total N
Adults	37% (804)	52% (1150)	11% (247)	2200
Ethnicity: Afr. Am.	43% (118)	48% (131)	9% (26)	274
Ethnicity: Other	41% (84)	48% (98)	11% (22)	204
All Christian	34% (331)	55% (539)	11% (112)	982
All Non-Christian	46% (41)	45% (40)	10% (9)	90
Atheist	43% (41)	50% (48)	7% (7)	96
Agnostic/Nothing in particular	38% (391)	51% (522)	12% (120)	1033
Religious Non-Protestant/Catholic	43% (54)	48% (59)	9% (11)	124
Evangelical	32% (204)	55% (353)	13% (84)	642
Non-Evangelical	37% (281)	52% (391)	11% (82)	755
Community: Urban	38% (227)	50% (300)	12% (69)	596
Community: Suburban	38% (381)	52% (523)	9% (93)	997
Community: Rural	32% (197)	54% (327)	14% (84)	607
Employ: Private Sector	39% (261)	53% (352)	8% (51)	663
Employ: Government	40% (53)	47% (63)	13% (18)	134
Employ: Self-Employed	47% (78)	44% (73)	9% (15)	166
Employ: Homemaker	35% (64)	56% (101)	10% (17)	182
Employ: Retired	26% (129)	59% (293)	14% (71)	492
Employ: Unemployed	39% (108)	50% (137)	11% (30)	275
Employ: Other	40% (81)	44% (90)	17% (34)	204
Military HH: Yes	33% (117)	55% (193)	11% (40)	349
Military HH: No	37% (687)	52% (957)	11% (207)	1851
RD/WT: Right Direction	33% (274)	51% (422)	15% (124)	820
RD/WT: Wrong Track	38% (530)	53% (728)	9% (123)	1380
Trump Job Approve	34% (300)	52% (462)	14% (119)	882
Trump Job Disapprove	39% (464)	52% (623)	9% (108)	1195
Trump Job Strongly Approve	34% (162)	50% (240)	16% (75)	477
Trump Job Somewhat Approve	34% (138)	55% (223)	11% (44)	405
Trump Job Somewhat Disapprove	36% (93)	53% (137)	10% (26)	257
Trump Job Strongly Disapprove	40% (371)	52% (485)	9% (81)	937
Favorable of Trump	34% (290)	54% (458)	13% (107)	856
Unfavorable of Trump	39% (466)	53% (635)	9% (104)	1206

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**Table HRdem3\_1:** In general, what kind of fan do you consider yourself of the following?

Film

Demographic	Film: An avid fan		Film: A casual fan		Film: Not a fan		Total N
Adults	37%	(804)	52%	(1150)	11%	(247)	2200
Very Favorable of Trump	35%	(172)	49%	(243)	16%	(77)	493
Somewhat Favorable of Trump	33%	(118)	59%	(215)	8%	(30)	363
Somewhat Unfavorable of Trump	36%	(78)	55%	(117)	9%	(20)	215
Very Unfavorable of Trump	39%	(389)	52%	(518)	8%	(84)	991
#1 Issue: Economy	38%	(213)	54%	(298)	8%	(44)	555
#1 Issue: Security	32%	(146)	54%	(244)	14%	(65)	455
#1 Issue: Health Care	40%	(147)	50%	(182)	9%	(33)	362
#1 Issue: Medicare / Social Security	30%	(102)	55%	(185)	15%	(49)	336
#1 Issue: Women's Issues	38%	(42)	53%	(59)	9%	(10)	111
#1 Issue: Education	38%	(45)	48%	(56)	13%	(16)	117
#1 Issue: Energy	44%	(58)	48%	(63)	8%	(10)	132
#1 Issue: Other	38%	(50)	47%	(63)	15%	(20)	133
2018 House Vote: Democrat	41%	(308)	51%	(389)	8%	(60)	756
2018 House Vote: Republican	34%	(234)	54%	(372)	12%	(81)	687
2018 House Vote: Someone else	34%	(39)	46%	(53)	20%	(23)	115
2016 Vote: Hillary Clinton	41%	(272)	51%	(341)	7%	(49)	662
2016 Vote: Donald Trump	33%	(229)	53%	(369)	13%	(92)	690
2016 Vote: Other	34%	(66)	55%	(106)	11%	(21)	192
2016 Vote: Didn't Vote	36%	(236)	50%	(327)	13%	(85)	648
Voted in 2014: Yes	37%	(492)	54%	(721)	10%	(130)	1342
Voted in 2014: No	36%	(312)	50%	(429)	14%	(117)	858
2012 Vote: Barack Obama	38%	(322)	55%	(468)	7%	(61)	851
2012 Vote: Mitt Romney	34%	(171)	52%	(266)	14%	(70)	508
2012 Vote: Other	36%	(40)	53%	(59)	12%	(13)	112
2012 Vote: Didn't Vote	37%	(270)	49%	(354)	14%	(102)	726
4-Region: Northeast	39%	(153)	52%	(204)	9%	(37)	394
4-Region: Midwest	35%	(163)	54%	(249)	11%	(51)	462
4-Region: South	35%	(287)	54%	(441)	12%	(96)	824
4-Region: West	39%	(201)	49%	(256)	12%	(63)	520

Continued on next page

**Table HRdem3\_1:** In general, what kind of fan do you consider yourself of the following?

Demographic	Film: An avid fan	Film: A casual fan	Film: Not a fan	Total N
Adults	37% (804)	52% (1150)	11% (247)	2200
Watch TV: Every day	46% (500)	47% (507)	7% (80)	1088
Watch TV: Several times per week	34% (188)	57% (312)	9% (50)	550
Watch TV: About once per week	32% (42)	63% (83)	5% (7)	132
Watch TV: Several times per month	22% (19)	64% (53)	14% (11)	84
Watch TV: About once per month	23% (12)	63% (33)	14% (7)	52
Watch TV: Less often than once per month	19% (20)	58% (61)	23% (23)	104
Watch TV: Never	12% (23)	53% (100)	35% (67)	191
Watch Movies: Every day	65% (258)	31% (123)	5% (19)	400
Watch Movies: Several times per week	52% (293)	45% (252)	2% (14)	559
Watch Movies: About once per week	30% (107)	63% (221)	6% (22)	350
Watch Movies: Several times per month	28% (70)	66% (166)	6% (16)	252
Watch Movies: About once per month	20% (44)	69% (150)	12% (25)	218
Watch Movies: Less often than once per month	7% (13)	69% (134)	25% (48)	196
Watch Movies: Never	8% (19)	46% (103)	46% (103)	225
Watch Sporting Events: Every day	58% (98)	37% (63)	5% (8)	169
Watch Sporting Events: Several times per week	45% (179)	48% (192)	7% (27)	397
Watch Sporting Events: About once per week	40% (120)	51% (153)	9% (28)	301
Watch Sporting Events: Several times per month	40% (63)	51% (80)	9% (13)	156
Watch Sporting Events: About once per month	36% (48)	55% (72)	9% (11)	131
Watch Sporting Events: Less often than once per month	36% (96)	53% (141)	11% (30)	267
Watch Sporting Events: Never	26% (201)	58% (450)	16% (129)	779
Cable TV: Currently subscribe	39% (386)	52% (516)	10% (98)	1001
Cable TV: Subscribed in past	37% (279)	55% (417)	8% (63)	759
Cable TV: Never subscribed	31% (139)	49% (217)	19% (85)	440
Satellite TV: Currently subscribe	40% (191)	51% (243)	9% (42)	476
Satellite TV: Subscribed in past	41% (237)	52% (300)	7% (42)	579
Satellite TV: Never subscribed	33% (376)	53% (607)	14% (162)	1145
Streaming Services: Currently subscribe	43% (583)	50% (679)	6% (83)	1345
Streaming Services: Subscribed in past	30% (55)	60% (113)	10% (19)	187
Streaming Services: Never subscribed	25% (165)	54% (358)	22% (145)	667

Continued on next page

**Table HRdem3\_1:** In general, what kind of fan do you consider yourself of the following?

*Film*

Demographic	Film: An avid fan		Film: A casual fan		Film: Not a fan		Total N
Adults	37%	(804)	52%	(1150)	11%	(247)	2200
Film: An avid fan	100%	(804)	—	(0)	—	(0)	804
Film: A casual fan	—	(0)	100%	(1150)	—	(0)	1150
Film: Not a fan	—	(0)	—	(0)	100%	(247)	247
Television: An avid fan	59%	(620)	36%	(382)	5%	(56)	1058
Television: A casual fan	17%	(172)	72%	(711)	11%	(112)	995
Television: Not a fan	8%	(12)	38%	(56)	54%	(79)	147
Music: An avid fan	53%	(592)	40%	(441)	7%	(79)	1111
Music: A casual fan	20%	(198)	70%	(680)	10%	(99)	978
Music: Not a fan	12%	(14)	26%	(29)	62%	(69)	112
Fashion: An avid fan	63%	(208)	31%	(101)	6%	(20)	329
Fashion: A casual fan	36%	(318)	58%	(511)	6%	(55)	884
Fashion: Not a fan	28%	(278)	54%	(538)	17%	(171)	987

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

**Table HRdem3\_2: In general, what kind of fan do you consider yourself of the following?**  
 Television

Demographic	Television: An avid fan		Television: A casual fan		Television: Not a fan		Total N
Adults	48%	(1058)	45%	(995)	7%	(147)	2200
Gender: Male	47%	(498)	46%	(483)	8%	(80)	1062
Gender: Female	49%	(560)	45%	(511)	6%	(67)	1138
Age: 18-29	43%	(185)	46%	(196)	11%	(47)	428
Age: 30-44	47%	(275)	47%	(276)	6%	(33)	585
Age: 45-54	48%	(159)	46%	(153)	6%	(21)	333
Age: 55-64	50%	(210)	44%	(184)	6%	(24)	418
Age: 65+	52%	(228)	43%	(186)	5%	(22)	436
Generation Z: 18-22	37%	(57)	50%	(77)	13%	(20)	154
Millennial: Age 23-38	48%	(316)	45%	(295)	7%	(46)	656
Generation X: Age 39-54	46%	(247)	47%	(253)	7%	(35)	535
Boomers: Age 55-73	51%	(383)	44%	(333)	5%	(38)	754
PID: Dem (no lean)	53%	(414)	42%	(329)	4%	(31)	774
PID: Ind (no lean)	41%	(300)	49%	(358)	10%	(72)	730
PID: Rep (no lean)	49%	(344)	44%	(308)	6%	(44)	696
PID/Gender: Dem Men	54%	(178)	43%	(143)	4%	(12)	333
PID/Gender: Dem Women	53%	(236)	42%	(186)	4%	(19)	441
PID/Gender: Ind Men	39%	(146)	49%	(186)	12%	(45)	378
PID/Gender: Ind Women	44%	(153)	49%	(172)	8%	(27)	352
PID/Gender: Rep Men	49%	(174)	44%	(154)	7%	(23)	351
PID/Gender: Rep Women	49%	(171)	45%	(154)	6%	(21)	345
Ideo: Liberal (1-3)	54%	(318)	42%	(248)	5%	(27)	593
Ideo: Moderate (4)	48%	(264)	47%	(259)	6%	(31)	553
Ideo: Conservative (5-7)	48%	(357)	46%	(344)	6%	(46)	747
Educ: < College	49%	(745)	44%	(658)	7%	(109)	1512
Educ: Bachelors degree	47%	(209)	48%	(213)	5%	(22)	444
Educ: Post-grad	43%	(104)	51%	(124)	7%	(16)	244
Income: Under 50k	49%	(611)	43%	(543)	8%	(101)	1255
Income: 50k-100k	49%	(320)	46%	(299)	4%	(29)	647
Income: 100k+	43%	(127)	52%	(153)	6%	(18)	298
Ethnicity: White	49%	(844)	45%	(772)	6%	(106)	1722
Ethnicity: Hispanic	43%	(150)	47%	(164)	10%	(36)	349

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**Table HRdem3\_2:** In general, what kind of fan do you consider yourself of the following?

Television

Demographic	Television: An avid fan	Television: A casual fan	Television: Not a fan	Total N
Adults	48% (1058)	45% (995)	7% (147)	2200
Ethnicity: Afr. Am.	45% (125)	49% (134)	6% (15)	274
Ethnicity: Other	44% (89)	44% (89)	13% (26)	204
All Christian	51% (498)	46% (447)	4% (36)	982
All Non-Christian	55% (49)	34% (30)	12% (10)	90
Atheist	51% (49)	42% (41)	7% (6)	96
Agnostic/Nothing in particular	45% (462)	46% (477)	9% (94)	1033
Religious Non-Protestant/Catholic	58% (71)	32% (39)	11% (13)	124
Evangelical	49% (317)	45% (291)	5% (34)	642
Non-Evangelical	50% (376)	46% (350)	4% (28)	755
Community: Urban	49% (289)	45% (267)	7% (40)	596
Community: Suburban	48% (476)	46% (455)	7% (66)	997
Community: Rural	48% (293)	45% (273)	7% (41)	607
Employ: Private Sector	48% (320)	47% (312)	5% (32)	663
Employ: Government	47% (63)	47% (64)	6% (8)	134
Employ: Self-Employed	44% (73)	44% (72)	12% (20)	166
Employ: Homemaker	48% (87)	47% (85)	6% (10)	182
Employ: Retired	52% (256)	41% (204)	6% (31)	492
Employ: Unemployed	46% (126)	47% (129)	7% (20)	275
Employ: Other	49% (99)	42% (86)	9% (19)	204
Military HH: Yes	47% (164)	45% (159)	8% (27)	349
Military HH: No	48% (894)	45% (836)	6% (120)	1851
RD/WT: Right Direction	47% (385)	44% (362)	9% (73)	820
RD/WT: Wrong Track	49% (673)	46% (633)	5% (75)	1380
Trump Job Approve	48% (425)	44% (388)	8% (68)	882
Trump Job Disapprove	49% (587)	46% (549)	5% (59)	1195
Trump Job Strongly Approve	50% (240)	42% (200)	8% (37)	477
Trump Job Somewhat Approve	46% (185)	46% (188)	8% (32)	405
Trump Job Somewhat Disapprove	43% (110)	53% (135)	4% (11)	257
Trump Job Strongly Disapprove	51% (477)	44% (413)	5% (47)	937
Favorable of Trump	48% (412)	45% (382)	7% (62)	856
Unfavorable of Trump	50% (600)	46% (552)	4% (54)	1206

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**Table HRdem3\_2:** In general, what kind of fan do you consider yourself of the following?

Television

Demographic	Television: An avid fan	Television: A casual fan	Television: Not a fan	Total N
Adults	48% (1058)	45% (995)	7% (147)	2200
Very Favorable of Trump	52% (254)	41% (202)	8% (37)	493
Somewhat Favorable of Trump	43% (158)	50% (180)	7% (25)	363
Somewhat Unfavorable of Trump	40% (87)	54% (117)	5% (12)	215
Very Unfavorable of Trump	52% (514)	44% (435)	4% (42)	991
#1 Issue: Economy	43% (241)	48% (267)	9% (47)	555
#1 Issue: Security	48% (219)	46% (209)	6% (27)	455
#1 Issue: Health Care	53% (193)	41% (148)	6% (20)	362
#1 Issue: Medicare / Social Security	56% (188)	38% (129)	6% (19)	336
#1 Issue: Women's Issues	49% (55)	48% (53)	3% (3)	111
#1 Issue: Education	42% (50)	51% (59)	7% (8)	117
#1 Issue: Energy	45% (59)	49% (65)	6% (7)	132
#1 Issue: Other	41% (54)	48% (64)	11% (15)	133
2018 House Vote: Democrat	53% (403)	43% (323)	4% (30)	756
2018 House Vote: Republican	48% (329)	47% (321)	5% (38)	687
2018 House Vote: Someone else	37% (42)	49% (57)	14% (16)	115
2016 Vote: Hillary Clinton	53% (353)	43% (285)	4% (24)	662
2016 Vote: Donald Trump	50% (345)	44% (301)	7% (45)	690
2016 Vote: Other	39% (75)	55% (107)	6% (11)	192
2016 Vote: Didn't Vote	44% (286)	46% (296)	10% (67)	648
Voted in 2014: Yes	50% (666)	45% (609)	5% (68)	1342
Voted in 2014: No	46% (392)	45% (386)	9% (79)	858
2012 Vote: Barack Obama	51% (432)	45% (382)	4% (37)	851
2012 Vote: Mitt Romney	49% (249)	45% (228)	6% (31)	508
2012 Vote: Other	39% (44)	52% (58)	9% (10)	112
2012 Vote: Didn't Vote	46% (333)	45% (324)	9% (69)	726
4-Region: Northeast	53% (210)	41% (162)	5% (21)	394
4-Region: Midwest	46% (211)	48% (220)	7% (31)	462
4-Region: South	48% (392)	47% (386)	6% (46)	824
4-Region: West	47% (244)	44% (227)	9% (49)	520

Continued on next page

**Table HRdem3\_2:** In general, what kind of fan do you consider yourself of the following?

Television

Demographic	Television: An avid fan		Television: A casual fan		Television: Not a fan		Total N
Adults	48%	(1058)	45%	(995)	7%	(147)	2200
Watch TV: Every day	65%	(705)	35%	(375)	1%	(8)	1088
Watch TV: Several times per week	40%	(219)	57%	(315)	3%	(16)	550
Watch TV: About once per week	25%	(33)	70%	(92)	6%	(7)	132
Watch TV: Several times per month	29%	(24)	60%	(50)	11%	(9)	84
Watch TV: About once per month	18%	(9)	64%	(33)	19%	(10)	52
Watch TV: Less often than once per month	18%	(19)	47%	(49)	35%	(36)	104
Watch TV: Never	26%	(50)	42%	(80)	32%	(61)	191
Watch Movies: Every day	61%	(244)	35%	(139)	4%	(17)	400
Watch Movies: Several times per week	55%	(309)	42%	(234)	3%	(16)	559
Watch Movies: About once per week	49%	(172)	48%	(169)	2%	(8)	350
Watch Movies: Several times per month	49%	(123)	46%	(117)	5%	(12)	252
Watch Movies: About once per month	39%	(85)	53%	(116)	8%	(17)	218
Watch Movies: Less often than once per month	28%	(55)	57%	(111)	15%	(29)	196
Watch Movies: Never	31%	(70)	48%	(107)	21%	(47)	225
Watch Sporting Events: Every day	71%	(121)	27%	(46)	1%	(2)	169
Watch Sporting Events: Several times per week	56%	(221)	42%	(168)	2%	(7)	397
Watch Sporting Events: About once per week	50%	(151)	47%	(143)	2%	(7)	301
Watch Sporting Events: Several times per month	48%	(74)	48%	(76)	4%	(6)	156
Watch Sporting Events: About once per month	51%	(67)	46%	(60)	3%	(4)	131
Watch Sporting Events: Less often than once per month	42%	(113)	48%	(128)	9%	(25)	267
Watch Sporting Events: Never	40%	(310)	48%	(374)	12%	(96)	779
Cable TV: Currently subscribe	55%	(553)	41%	(412)	4%	(35)	1001
Cable TV: Subscribed in past	43%	(327)	50%	(381)	7%	(52)	759
Cable TV: Never subscribed	41%	(178)	46%	(201)	14%	(60)	440
Satellite TV: Currently subscribe	54%	(256)	43%	(203)	3%	(17)	476
Satellite TV: Subscribed in past	48%	(281)	46%	(268)	5%	(30)	579
Satellite TV: Never subscribed	46%	(521)	46%	(523)	9%	(101)	1145
Streaming Services: Currently subscribe	51%	(692)	45%	(603)	4%	(50)	1345
Streaming Services: Subscribed in past	37%	(70)	53%	(100)	10%	(18)	187
Streaming Services: Never subscribed	44%	(296)	44%	(292)	12%	(79)	667

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**Table HRdem3\_2:** In general, what kind of fan do you consider yourself of the following?

Television

Demographic	Television: An avid fan	Television: A casual fan	Television: Not a fan	Total N
Adults	48% (1058)	45% (995)	7% (147)	2200
Film: An avid fan	77% (620)	21% (172)	2% (12)	804
Film: A casual fan	33% (382)	62% (711)	5% (56)	1150
Film: Not a fan	23% (56)	45% (112)	32% (79)	247
Television: An avid fan	100% (1058)	— (0)	— (0)	1058
Television: A casual fan	— (0)	100% (995)	— (0)	995
Television: Not a fan	— (0)	— (0)	100% (147)	147
Music: An avid fan	61% (676)	35% (385)	4% (50)	1111
Music: A casual fan	36% (352)	58% (565)	6% (60)	978
Music: Not a fan	27% (30)	40% (45)	33% (37)	112
Fashion: An avid fan	65% (215)	32% (106)	3% (8)	329
Fashion: A casual fan	49% (432)	47% (419)	4% (33)	884
Fashion: Not a fan	42% (411)	48% (470)	11% (106)	987

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

**Table HRdem3\_3:** In general, what kind of fan do you consider yourself of the following?

Music

Demographic	Music: An avid fan		Music: A casual fan		Music: Not a fan		Total N
Adults	50%	(1111)	44%	(978)	5%	(112)	2200
Gender: Male	50%	(534)	44%	(469)	6%	(59)	1062
Gender: Female	51%	(577)	45%	(508)	5%	(53)	1138
Age: 18-29	65%	(280)	31%	(134)	3%	(15)	428
Age: 30-44	56%	(328)	41%	(242)	3%	(15)	585
Age: 45-54	55%	(183)	41%	(135)	4%	(14)	333
Age: 55-64	43%	(181)	49%	(204)	8%	(33)	418
Age: 65+	32%	(139)	60%	(263)	8%	(35)	436
Generation Z: 18-22	69%	(106)	27%	(42)	4%	(7)	154
Millennial: Age 23-38	60%	(394)	38%	(246)	2%	(16)	656
Generation X: Age 39-54	54%	(291)	42%	(222)	4%	(21)	535
Boomers: Age 55-73	39%	(296)	53%	(397)	8%	(62)	754
PID: Dem (no lean)	53%	(411)	43%	(332)	4%	(31)	774
PID: Ind (no lean)	52%	(382)	42%	(305)	6%	(43)	730
PID: Rep (no lean)	46%	(318)	49%	(340)	5%	(37)	696
PID/Gender: Dem Men	51%	(170)	46%	(153)	3%	(11)	333
PID/Gender: Dem Women	55%	(242)	41%	(180)	4%	(20)	441
PID/Gender: Ind Men	54%	(205)	39%	(146)	7%	(27)	378
PID/Gender: Ind Women	50%	(177)	45%	(159)	5%	(16)	352
PID/Gender: Rep Men	45%	(159)	49%	(171)	6%	(21)	351
PID/Gender: Rep Women	46%	(159)	49%	(169)	5%	(17)	345
Ideo: Liberal (1-3)	58%	(342)	40%	(237)	2%	(14)	593
Ideo: Moderate (4)	49%	(272)	46%	(254)	5%	(27)	553
Ideo: Conservative (5-7)	44%	(332)	50%	(372)	6%	(43)	747
Educ: < College	52%	(790)	43%	(644)	5%	(78)	1512
Educ: Bachelors degree	48%	(214)	48%	(214)	4%	(16)	444
Educ: Post-grad	44%	(107)	49%	(119)	7%	(18)	244
Income: Under 50k	52%	(655)	42%	(525)	6%	(75)	1255
Income: 50k-100k	50%	(324)	47%	(302)	3%	(21)	647
Income: 100k+	44%	(131)	50%	(150)	6%	(16)	298
Ethnicity: White	50%	(855)	45%	(776)	5%	(91)	1722
Ethnicity: Hispanic	54%	(190)	41%	(143)	5%	(16)	349

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**Table HRdem3\_3:** In general, what kind of fan do you consider yourself of the following?

Music

Demographic	Music: An avid fan	Music: A casual fan	Music: Not a fan	Total N
Adults	50% (1111)	44% (978)	5% (112)	2200
Ethnicity: Afr. Am.	54% (149)	42% (115)	4% (10)	274
Ethnicity: Other	53% (107)	43% (87)	5% (10)	204
All Christian	46% (455)	49% (480)	5% (46)	982
All Non-Christian	49% (44)	40% (36)	11% (9)	90
Atheist	55% (53)	41% (39)	4% (4)	96
Agnostic/Nothing in particular	54% (559)	41% (422)	5% (52)	1033
Religious Non-Protestant/Catholic	45% (56)	47% (58)	8% (9)	124
Evangelical	49% (315)	45% (291)	6% (36)	642
Non-Evangelical	50% (379)	46% (346)	4% (30)	755
Community: Urban	53% (317)	41% (245)	6% (34)	596
Community: Suburban	52% (514)	44% (434)	5% (49)	997
Community: Rural	46% (280)	49% (298)	5% (29)	607
Employ: Private Sector	56% (371)	41% (269)	4% (23)	663
Employ: Government	56% (75)	38% (51)	7% (9)	134
Employ: Self-Employed	56% (92)	40% (67)	4% (7)	166
Employ: Homemaker	49% (89)	46% (85)	5% (8)	182
Employ: Retired	32% (159)	59% (292)	8% (41)	492
Employ: Unemployed	57% (156)	38% (104)	6% (16)	275
Employ: Other	55% (112)	42% (87)	3% (6)	204
Military HH: Yes	46% (159)	50% (176)	4% (15)	349
Military HH: No	51% (952)	43% (802)	5% (97)	1851
RD/WT: Right Direction	46% (379)	46% (375)	8% (66)	820
RD/WT: Wrong Track	53% (732)	44% (603)	3% (46)	1380
Trump Job Approve	47% (417)	46% (409)	6% (56)	882
Trump Job Disapprove	53% (630)	44% (522)	4% (42)	1195
Trump Job Strongly Approve	47% (223)	46% (220)	7% (34)	477
Trump Job Somewhat Approve	48% (195)	47% (189)	5% (22)	405
Trump Job Somewhat Disapprove	50% (130)	45% (115)	5% (12)	257
Trump Job Strongly Disapprove	53% (501)	43% (407)	3% (30)	937
Favorable of Trump	47% (406)	47% (399)	6% (50)	856
Unfavorable of Trump	53% (641)	44% (527)	3% (38)	1206

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**Table HRdem3\_3: In general, what kind of fan do you consider yourself of the following?**

Music

Demographic	Music: An avid fan	Music: A casual fan	Music: Not a fan	Total N
Adults	50% (1111)	44% (978)	5% (112)	2200
Very Favorable of Trump	47% (232)	46% (226)	7% (35)	493
Somewhat Favorable of Trump	48% (174)	48% (173)	4% (15)	363
Somewhat Unfavorable of Trump	48% (104)	47% (102)	4% (9)	215
Very Unfavorable of Trump	54% (537)	43% (425)	3% (30)	991
#1 Issue: Economy	51% (281)	46% (256)	3% (18)	555
#1 Issue: Security	44% (200)	49% (225)	7% (30)	455
#1 Issue: Health Care	58% (211)	40% (143)	2% (7)	362
#1 Issue: Medicare / Social Security	39% (132)	51% (173)	9% (31)	336
#1 Issue: Women's Issues	62% (69)	36% (40)	2% (2)	111
#1 Issue: Education	58% (68)	35% (41)	7% (8)	117
#1 Issue: Energy	64% (84)	32% (43)	4% (5)	132
#1 Issue: Other	50% (66)	43% (56)	7% (10)	133
2018 House Vote: Democrat	50% (381)	45% (342)	4% (33)	756
2018 House Vote: Republican	46% (314)	49% (335)	6% (39)	687
2018 House Vote: Someone else	49% (56)	39% (45)	12% (14)	115
2016 Vote: Hillary Clinton	50% (329)	46% (304)	4% (28)	662
2016 Vote: Donald Trump	45% (310)	48% (328)	8% (52)	690
2016 Vote: Other	51% (99)	46% (88)	3% (6)	192
2016 Vote: Didn't Vote	57% (369)	39% (253)	4% (25)	648
Voted in 2014: Yes	48% (645)	46% (623)	6% (74)	1342
Voted in 2014: No	54% (466)	41% (354)	4% (37)	858
2012 Vote: Barack Obama	50% (426)	45% (386)	4% (38)	851
2012 Vote: Mitt Romney	43% (217)	50% (254)	7% (36)	508
2012 Vote: Other	45% (51)	49% (55)	6% (7)	112
2012 Vote: Didn't Vote	57% (417)	39% (280)	4% (30)	726
4-Region: Northeast	52% (204)	42% (164)	6% (26)	394
4-Region: Midwest	50% (229)	46% (212)	5% (21)	462
4-Region: South	49% (408)	46% (377)	5% (39)	824
4-Region: West	52% (270)	43% (225)	5% (26)	520

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**Table HRdem3\_3:** In general, what kind of fan do you consider yourself of the following?

Music

Demographic	Music: An avid fan	Music: A casual fan	Music: Not a fan	Total N
Adults	50% (1111)	44% (978)	5% (112)	2200
Watch TV: Every day	56% (610)	41% (441)	3% (37)	1088
Watch TV: Several times per week	51% (279)	46% (253)	3% (19)	550
Watch TV: About once per week	47% (62)	52% (68)	2% (2)	132
Watch TV: Several times per month	37% (31)	56% (47)	7% (6)	84
Watch TV: About once per month	48% (25)	50% (26)	2% (1)	52
Watch TV: Less often than once per month	33% (35)	56% (58)	11% (12)	104
Watch TV: Never	37% (70)	44% (85)	19% (36)	191
Watch Movies: Every day	63% (252)	34% (135)	3% (13)	400
Watch Movies: Several times per week	56% (312)	42% (234)	2% (13)	559
Watch Movies: About once per week	54% (190)	44% (155)	1% (5)	350
Watch Movies: Several times per month	43% (109)	54% (137)	2% (6)	252
Watch Movies: About once per month	47% (103)	48% (104)	5% (12)	218
Watch Movies: Less often than once per month	37% (72)	54% (106)	9% (18)	196
Watch Movies: Never	32% (73)	47% (106)	20% (46)	225
Watch Sporting Events: Every day	64% (109)	33% (56)	3% (4)	169
Watch Sporting Events: Several times per week	60% (238)	37% (147)	3% (12)	397
Watch Sporting Events: About once per week	53% (158)	44% (132)	4% (11)	301
Watch Sporting Events: Several times per month	47% (74)	49% (76)	4% (6)	156
Watch Sporting Events: About once per month	47% (61)	49% (64)	4% (5)	131
Watch Sporting Events: Less often than once per month	48% (129)	49% (131)	2% (7)	267
Watch Sporting Events: Never	44% (342)	48% (371)	8% (66)	779
Cable TV: Currently subscribe	50% (499)	46% (461)	4% (41)	1001
Cable TV: Subscribed in past	53% (406)	42% (322)	4% (31)	759
Cable TV: Never subscribed	47% (205)	44% (195)	9% (40)	440
Satellite TV: Currently subscribe	56% (266)	40% (191)	4% (19)	476
Satellite TV: Subscribed in past	52% (302)	45% (259)	3% (18)	579
Satellite TV: Never subscribed	47% (544)	46% (527)	7% (74)	1145
Streaming Services: Currently subscribe	54% (727)	44% (588)	2% (31)	1345
Streaming Services: Subscribed in past	57% (106)	39% (74)	4% (8)	187
Streaming Services: Never subscribed	42% (278)	47% (316)	11% (73)	667

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**Table HRdem3\_3:** In general, what kind of fan do you consider yourself of the following?

Music

Demographic	Music: An avid fan	Music: A casual fan	Music: Not a fan	Total N
Adults	50% (1111)	44% (978)	5% (112)	2200
Film: An avid fan	74% (592)	25% (198)	2% (14)	804
Film: A casual fan	38% (441)	59% (680)	3% (29)	1150
Film: Not a fan	32% (79)	40% (99)	28% (69)	247
Television: An avid fan	64% (676)	33% (352)	3% (30)	1058
Television: A casual fan	39% (385)	57% (565)	4% (45)	995
Television: Not a fan	34% (50)	41% (60)	25% (37)	147
Music: An avid fan	100% (1111)	— (0)	— (0)	1111
Music: A casual fan	— (0)	100% (978)	— (0)	978
Music: Not a fan	— (0)	— (0)	100% (112)	112
Fashion: An avid fan	81% (268)	18% (60)	— (1)	329
Fashion: A casual fan	51% (450)	47% (419)	2% (15)	884
Fashion: Not a fan	40% (393)	50% (498)	10% (96)	987

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

**Table HRdem3\_4:** In general, what kind of fan do you consider yourself of the following?

*Fashion*

Demographic	Fashion: An avid fan		Fashion: A casual fan		Fashion: Not a fan		Total N
Adults	15%	(329)	40%	(884)	45%	(987)	2200
Gender: Male	10%	(102)	30%	(319)	60%	(641)	1062
Gender: Female	20%	(228)	50%	(565)	30%	(346)	1138
Age: 18-29	25%	(109)	42%	(181)	32%	(139)	428
Age: 30-44	19%	(110)	44%	(258)	37%	(217)	585
Age: 45-54	13%	(43)	40%	(135)	47%	(155)	333
Age: 55-64	10%	(40)	38%	(160)	52%	(218)	418
Age: 65+	6%	(28)	35%	(151)	59%	(258)	436
Generation Z: 18-22	26%	(40)	47%	(73)	27%	(41)	154
Millennial: Age 23-38	22%	(146)	42%	(279)	35%	(231)	656
Generation X: Age 39-54	14%	(75)	41%	(221)	45%	(239)	535
Boomers: Age 55-73	8%	(58)	38%	(289)	54%	(408)	754
PID: Dem (no lean)	19%	(146)	44%	(340)	37%	(288)	774
PID: Ind (no lean)	14%	(100)	36%	(264)	50%	(366)	730
PID: Rep (no lean)	12%	(83)	40%	(280)	48%	(332)	696
PID/Gender: Dem Men	15%	(50)	36%	(119)	49%	(165)	333
PID/Gender: Dem Women	22%	(97)	50%	(221)	28%	(123)	441
PID/Gender: Ind Men	9%	(33)	25%	(94)	66%	(250)	378
PID/Gender: Ind Women	19%	(67)	48%	(169)	33%	(116)	352
PID/Gender: Rep Men	5%	(19)	30%	(106)	64%	(226)	351
PID/Gender: Rep Women	19%	(64)	50%	(174)	31%	(107)	345
Ideo: Liberal (1-3)	20%	(119)	45%	(265)	35%	(208)	593
Ideo: Moderate (4)	13%	(74)	42%	(233)	44%	(246)	553
Ideo: Conservative (5-7)	12%	(92)	36%	(266)	52%	(389)	747
Educ: < College	15%	(222)	41%	(624)	44%	(666)	1512
Educ: Bachelors degree	17%	(74)	38%	(167)	46%	(203)	444
Educ: Post-grad	14%	(33)	38%	(93)	48%	(118)	244
Income: Under 50k	16%	(195)	38%	(478)	46%	(582)	1255
Income: 50k-100k	14%	(88)	44%	(286)	42%	(274)	647
Income: 100k+	15%	(46)	41%	(121)	44%	(132)	298
Ethnicity: White	12%	(211)	39%	(678)	48%	(833)	1722
Ethnicity: Hispanic	23%	(81)	40%	(140)	37%	(128)	349

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**Table HRdem3\_4:** In general, what kind of fan do you consider yourself of the following?

*Fashion*

Demographic	Fashion: An avid fan		Fashion: A casual fan		Fashion: Not a fan		Total N
Adults	15%	(329)	40%	(884)	45%	(987)	2200
Ethnicity: Afr. Am.	31%	(84)	42%	(116)	27%	(74)	274
Ethnicity: Other	17%	(34)	44%	(90)	39%	(80)	204
All Christian	13%	(124)	41%	(399)	47%	(458)	982
All Non-Christian	25%	(22)	35%	(31)	40%	(36)	90
Atheist	11%	(10)	38%	(36)	51%	(49)	96
Agnostic/Nothing in particular	17%	(173)	40%	(417)	43%	(443)	1033
Religious Non-Protestant/Catholic	20%	(25)	36%	(44)	45%	(55)	124
Evangelical	14%	(93)	43%	(275)	43%	(274)	642
Non-Evangelical	16%	(117)	41%	(307)	44%	(330)	755
Community: Urban	19%	(112)	42%	(249)	39%	(235)	596
Community: Suburban	14%	(144)	40%	(404)	45%	(449)	997
Community: Rural	12%	(73)	38%	(231)	50%	(303)	607
Employ: Private Sector	16%	(104)	44%	(294)	40%	(266)	663
Employ: Government	13%	(18)	38%	(51)	49%	(65)	134
Employ: Self-Employed	24%	(40)	30%	(50)	46%	(75)	166
Employ: Homemaker	20%	(37)	49%	(89)	31%	(57)	182
Employ: Retired	7%	(35)	35%	(174)	58%	(283)	492
Employ: Unemployed	15%	(41)	35%	(96)	50%	(139)	275
Employ: Other	16%	(33)	43%	(88)	40%	(83)	204
Military HH: Yes	9%	(32)	33%	(114)	58%	(203)	349
Military HH: No	16%	(297)	42%	(770)	42%	(784)	1851
RD/WT: Right Direction	13%	(106)	37%	(305)	50%	(408)	820
RD/WT: Wrong Track	16%	(223)	42%	(579)	42%	(579)	1380
Trump Job Approve	12%	(109)	38%	(332)	50%	(441)	882
Trump Job Disapprove	17%	(201)	42%	(505)	41%	(489)	1195
Trump Job Strongly Approve	11%	(55)	36%	(169)	53%	(253)	477
Trump Job Somewhat Approve	13%	(54)	40%	(162)	47%	(188)	405
Trump Job Somewhat Disapprove	19%	(48)	48%	(123)	33%	(86)	257
Trump Job Strongly Disapprove	16%	(153)	41%	(382)	43%	(403)	937
Favorable of Trump	12%	(104)	39%	(330)	49%	(422)	856
Unfavorable of Trump	17%	(201)	42%	(508)	41%	(497)	1206

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**Table HRdem3\_4:** In general, what kind of fan do you consider yourself of the following?

*Fashion*

Demographic	Fashion: An avid fan		Fashion: A casual fan		Fashion: Not a fan		Total N
Adults	15%	(329)	40%	(884)	45%	(987)	2200
Very Favorable of Trump	10%	(49)	38%	(185)	53%	(259)	493
Somewhat Favorable of Trump	15%	(55)	40%	(144)	45%	(164)	363
Somewhat Unfavorable of Trump	20%	(42)	43%	(92)	38%	(81)	215
Very Unfavorable of Trump	16%	(159)	42%	(416)	42%	(416)	991
#1 Issue: Economy	16%	(89)	43%	(237)	41%	(230)	555
#1 Issue: Security	11%	(48)	38%	(175)	51%	(232)	455
#1 Issue: Health Care	20%	(71)	39%	(140)	42%	(151)	362
#1 Issue: Medicare / Social Security	10%	(32)	37%	(126)	53%	(178)	336
#1 Issue: Women's Issues	28%	(31)	52%	(57)	20%	(22)	111
#1 Issue: Education	19%	(22)	45%	(53)	36%	(42)	117
#1 Issue: Energy	17%	(23)	42%	(55)	41%	(54)	132
#1 Issue: Other	10%	(13)	31%	(41)	59%	(79)	133
2018 House Vote: Democrat	16%	(121)	42%	(320)	42%	(315)	756
2018 House Vote: Republican	12%	(79)	38%	(263)	50%	(346)	687
2018 House Vote: Someone else	16%	(18)	27%	(30)	58%	(66)	115
2016 Vote: Hillary Clinton	18%	(117)	42%	(278)	40%	(267)	662
2016 Vote: Donald Trump	12%	(82)	38%	(264)	50%	(344)	690
2016 Vote: Other	8%	(16)	34%	(66)	57%	(110)	192
2016 Vote: Didn't Vote	18%	(114)	43%	(276)	40%	(259)	648
Voted in 2014: Yes	13%	(180)	40%	(532)	47%	(630)	1342
Voted in 2014: No	17%	(149)	41%	(352)	42%	(357)	858
2012 Vote: Barack Obama	16%	(137)	44%	(374)	40%	(340)	851
2012 Vote: Mitt Romney	9%	(45)	36%	(185)	55%	(278)	508
2012 Vote: Other	11%	(12)	28%	(32)	61%	(68)	112
2012 Vote: Didn't Vote	19%	(135)	40%	(293)	41%	(298)	726
4-Region: Northeast	17%	(67)	39%	(152)	44%	(174)	394
4-Region: Midwest	12%	(55)	38%	(177)	50%	(231)	462
4-Region: South	16%	(129)	43%	(354)	41%	(341)	824
4-Region: West	15%	(78)	39%	(201)	46%	(240)	520

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**Table HRdem3\_4:** In general, what kind of fan do you consider yourself of the following?

*Fashion*

Demographic	Fashion: An avid fan		Fashion: A casual fan		Fashion: Not a fan		Total N
Adults	15%	(329)	40%	(884)	45%	(987)	2200
Watch TV: Every day	17%	(190)	41%	(446)	42%	(452)	1088
Watch TV: Several times per week	13%	(74)	42%	(229)	45%	(247)	550
Watch TV: About once per week	17%	(23)	47%	(63)	35%	(47)	132
Watch TV: Several times per month	14%	(12)	33%	(28)	52%	(44)	84
Watch TV: About once per month	13%	(7)	31%	(16)	56%	(29)	52
Watch TV: Less often than once per month	13%	(14)	30%	(31)	56%	(59)	104
Watch TV: Never	5%	(10)	37%	(70)	58%	(110)	191
Watch Movies: Every day	26%	(104)	41%	(162)	33%	(134)	400
Watch Movies: Several times per week	16%	(90)	42%	(233)	42%	(236)	559
Watch Movies: About once per week	14%	(48)	44%	(153)	43%	(149)	350
Watch Movies: Several times per month	11%	(28)	41%	(103)	48%	(121)	252
Watch Movies: About once per month	13%	(28)	39%	(86)	48%	(104)	218
Watch Movies: Less often than once per month	8%	(16)	36%	(71)	56%	(109)	196
Watch Movies: Never	6%	(14)	33%	(75)	60%	(135)	225
Watch Sporting Events: Every day	25%	(42)	42%	(70)	34%	(57)	169
Watch Sporting Events: Several times per week	12%	(48)	35%	(139)	53%	(210)	397
Watch Sporting Events: About once per week	16%	(49)	40%	(121)	43%	(131)	301
Watch Sporting Events: Several times per month	20%	(31)	42%	(66)	38%	(60)	156
Watch Sporting Events: About once per month	22%	(29)	41%	(53)	37%	(48)	131
Watch Sporting Events: Less often than once per month	17%	(46)	42%	(113)	40%	(108)	267
Watch Sporting Events: Never	11%	(84)	41%	(322)	48%	(373)	779
Cable TV: Currently subscribe	17%	(169)	39%	(394)	44%	(438)	1001
Cable TV: Subscribed in past	13%	(99)	44%	(335)	43%	(325)	759
Cable TV: Never subscribed	14%	(61)	35%	(155)	51%	(224)	440
Satellite TV: Currently subscribe	18%	(84)	42%	(201)	40%	(190)	476
Satellite TV: Subscribed in past	16%	(95)	40%	(234)	43%	(249)	579
Satellite TV: Never subscribed	13%	(150)	39%	(448)	48%	(547)	1145
Streaming Services: Currently subscribe	17%	(233)	43%	(576)	40%	(536)	1345
Streaming Services: Subscribed in past	17%	(31)	43%	(81)	40%	(75)	187
Streaming Services: Never subscribed	10%	(65)	34%	(227)	56%	(376)	667

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**Table HRdem3\_4:** In general, what kind of fan do you consider yourself of the following?

*Fashion*

Demographic	Fashion: An avid fan	Fashion: A casual fan	Fashion: Not a fan	Total N
Adults	15% (329)	40% (884)	45% (987)	2200
Film: An avid fan	26% (208)	40% (318)	35% (278)	804
Film: A casual fan	9% (101)	44% (511)	47% (538)	1150
Film: Not a fan	8% (20)	22% (55)	70% (171)	247
Television: An avid fan	20% (215)	41% (432)	39% (411)	1058
Television: A casual fan	11% (106)	42% (419)	47% (470)	995
Television: Not a fan	6% (8)	22% (33)	72% (106)	147
Music: An avid fan	24% (268)	40% (450)	35% (393)	1111
Music: A casual fan	6% (60)	43% (419)	51% (498)	978
Music: Not a fan	1% (1)	13% (15)	86% (96)	112
Fashion: An avid fan	100% (329)	— (0)	— (0)	329
Fashion: A casual fan	— (0)	100% (884)	— (0)	884
Fashion: Not a fan	— (0)	— (0)	100% (987)	987

*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	2200	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1138	52%
	N	2200	
age5	Age: 18-29	428	19%
	Age: 30-44	585	27%
	Age: 45-54	333	15%
	Age: 55-64	418	19%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	Generation Z: 18-22	154	7%
	Millennial: Age 23-38	656	30%
	Generation X: Age 39-54	535	24%
	Boomers: Age 55-73	754	34%
	N	2100	
xpid3	PID: Dem (no lean)	774	35%
	PID: Ind (no lean)	730	33%
	PID: Rep (no lean)	696	32%
	N	2200	
xpidGender	PID/Gender: Dem Men	333	15%
	PID/Gender: Dem Women	441	20%
	PID/Gender: Ind Men	378	17%
	PID/Gender: Ind Women	352	16%
	PID/Gender: Rep Men	351	16%
	PID/Gender: Rep Women	345	16%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	593	27%
	Ideo: Moderate (4)	553	25%
	Ideo: Conservative (5-7)	747	34%
	N	1893	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1255	57%
	Income: 50k-100k	647	29%
	Income: 100k+	298	14%
	N	2200	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Afr. Am.	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	982	45%
	All Non-Christian	90	4%
	Atheist	96	4%
	Agnostic/Nothing in particular	1033	47%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	124	6%
xdemEvang	Evangelical	642	29%
	Non-Evangelical	755	34%
	N	1397	
xdemUsr	Community: Urban	596	27%
	Community: Suburban	997	45%
	Community: Rural	607	28%
	N	2200	
xdemEmploy	Employ: Private Sector	663	30%
	Employ: Government	134	6%
	Employ: Self-Employed	166	8%
	Employ: Homemaker	182	8%
	Employ: Retired	492	22%
	Employ: Unemployed	275	13%
	Employ: Other	204	9%
	N	2118	
xdemMilHH1	Military HH: Yes	349	16%
	Military HH: No	1851	84%
	N	2200	
xnr1	RD/WT: Right Direction	820	37%
	RD/WT: Wrong Track	1380	63%
	N	2200	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
Trump_Approve	Trump Job Approve	882	40%
	Trump Job Disapprove	1195	54%
	N	2076	
Trump_Approve2	Trump Job Strongly Approve	477	22%
	Trump Job Somewhat Approve	405	18%
	Trump Job Somewhat Disapprove	257	12%
	Trump Job Strongly Disapprove	937	43%
	N	2076	
Trump_Fav	Favorable of Trump	856	39%
	Unfavorable of Trump	1206	55%
	N	2062	
Trump_Fav_FULL	Very Favorable of Trump	493	22%
	Somewhat Favorable of Trump	363	17%
	Somewhat Unfavorable of Trump	215	10%
	Very Unfavorable of Trump	991	45%
	N	2062	
xnr3	#1 Issue: Economy	555	25%
	#1 Issue: Security	455	21%
	#1 Issue: Health Care	362	16%
	#1 Issue: Medicare / Social Security	336	15%
	#1 Issue: Women's Issues	111	5%
	#1 Issue: Education	117	5%
	#1 Issue: Energy	132	6%
	#1 Issue: Other	133	6%
	N	2200	
xsubVote18O	2018 House Vote: Democrat	756	34%
	2018 House Vote: Republican	687	31%
	2018 House Vote: Someone else	115	5%
	N	1558	
xsubVote16O	2016 Vote: Hillary Clinton	662	30%
	2016 Vote: Donald Trump	690	31%
	2016 Vote: Other	192	9%
	2016 Vote: Didn't Vote	648	29%
	N	2193	
xsubVote14O	Voted in 2014: Yes	1342	61%
	Voted in 2014: No	858	39%
	N	2200	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xsubVote12O	2012 Vote: Barack Obama	851	39%
	2012 Vote: Mitt Romney	508	23%
	2012 Vote: Other	112	5%
	2012 Vote: Didn't Vote	726	33%
	N	2197	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	
HRdem1_1	Watch TV: Every day	1088	49%
	Watch TV: Several times per week	550	25%
	Watch TV: About once per week	132	6%
	Watch TV: Several times per month	84	4%
	Watch TV: About once per month	52	2%
	Watch TV: Less often than once per month	104	5%
	Watch TV: Never	191	9%
	N	2200	
HRdem1_2	Watch Movies: Every day	400	18%
	Watch Movies: Several times per week	559	25%
	Watch Movies: About once per week	350	16%
	Watch Movies: Several times per month	252	11%
	Watch Movies: About once per month	218	10%
	Watch Movies: Less often than once per month	196	9%
	Watch Movies: Never	225	10%
	N	2200	
HRdem1_3	Watch Sporting Events: Every day	169	8%
	Watch Sporting Events: Several times per week	397	18%
	Watch Sporting Events: About once per week	301	14%
	Watch Sporting Events: Several times per month	156	7%
	Watch Sporting Events: About once per month	131	6%
	Watch Sporting Events: Less often than once per month	267	12%
	Watch Sporting Events: Never	779	35%
N	2200		
HRdem2_1	Cable TV: Currently subscribe	1001	45%
	Cable TV: Subscribed in past	759	35%
	Cable TV: Never subscribed	440	20%
	N	2200	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
HRdem2_2	Satellite TV: Currently subscribe	476	22%
	Satellite TV: Subscribed in past	579	26%
	Satellite TV: Never subscribed	1145	52%
	N	2200	
HRdem2_3	Streaming Services: Currently subscribe	1345	61%
	Streaming Services: Subscribed in past	187	9%
	Streaming Services: Never subscribed	667	30%
	N	2200	
HRdem3_1	Film: An avid fan	804	37%
	Film: A casual fan	1150	52%
	Film: Not a fan	247	11%
	N	2200	
HRdem3_2	Television: An avid fan	1058	48%
	Television: A casual fan	995	45%
	Television: Not a fan	147	7%
	N	2200	
HRdem3_3	Music: An avid fan	1111	50%
	Music: A casual fan	978	44%
	Music: Not a fan	112	5%
	N	2200	
HRdem3_4	Fashion: An avid fan	329	15%
	Fashion: A casual fan	884	40%
	Fashion: Not a fan	987	45%
	N	2200	

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





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