



National Tracking Poll #191056
October 24-28, 2019

Crosstabulation Results

Methodology:

This poll was conducted from October 24-28, 2019, among a national sample of 2329 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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Crosstabulation Results by Respondent Demographics

Table HR1: How many streaming services, such as Netflix or HBO Now, do you currently subscribe to?

Demographic	1 to 2		3 to 4		5 to 6		7 to 8		9 to 10		More than 10		Total N
Adults	63%	(900)	30%	(434)	5%	(65)	1%	(10)	1%	(7)	1%	(7)	1424
Gender: Male	64%	(450)	30%	(211)	5%	(32)	1%	(6)	1%	(4)	—	(1)	704
Gender: Female	63%	(450)	31%	(223)	5%	(33)	1%	(4)	—	(3)	1%	(7)	720
Age: 18-29	59%	(213)	33%	(120)	7%	(24)	—	(0)	1%	(4)	1%	(2)	364
Age: 30-44	57%	(235)	36%	(150)	4%	(18)	2%	(8)	—	(2)	—	(1)	414
Age: 45-54	65%	(147)	31%	(70)	4%	(9)	1%	(2)	—	(0)	—	(0)	228
Age: 55-64	69%	(155)	25%	(57)	3%	(7)	—	(0)	1%	(1)	2%	(4)	224
Age: 65+	77%	(150)	19%	(37)	4%	(7)	—	(1)	—	(0)	—	(0)	195
Generation Z: 18-22	58%	(79)	31%	(42)	9%	(12)	—	(0)	2%	(3)	—	(0)	136
Millennial: Age 23-38	59%	(293)	35%	(173)	4%	(21)	1%	(5)	1%	(3)	—	(2)	498
Generation X: Age 39-54	60%	(224)	33%	(125)	5%	(18)	1%	(4)	—	(0)	—	(1)	372
Boomers: Age 55-73	73%	(282)	22%	(86)	3%	(13)	—	(1)	—	(1)	1%	(4)	387
PID: Dem (no lean)	62%	(316)	32%	(164)	5%	(26)	1%	(6)	—	(0)	—	(2)	514
PID: Ind (no lean)	63%	(318)	31%	(156)	5%	(25)	—	(1)	1%	(4)	1%	(4)	507
PID: Rep (no lean)	66%	(266)	28%	(115)	3%	(14)	1%	(4)	1%	(3)	—	(1)	403
PID/Gender: Dem Men	62%	(143)	33%	(76)	4%	(9)	1%	(2)	—	(0)	—	(0)	231
PID/Gender: Dem Women	61%	(173)	31%	(87)	6%	(17)	1%	(3)	—	(0)	1%	(2)	283
PID/Gender: Ind Men	65%	(167)	29%	(74)	5%	(13)	—	(1)	1%	(2)	—	(0)	258
PID/Gender: Ind Women	61%	(151)	33%	(82)	5%	(12)	—	(0)	1%	(1)	1%	(4)	249
PID/Gender: Rep Men	65%	(139)	28%	(61)	5%	(10)	1%	(3)	1%	(2)	—	(1)	215
PID/Gender: Rep Women	67%	(126)	29%	(54)	2%	(4)	1%	(1)	1%	(1)	—	(1)	187
Ideo: Liberal (1-3)	57%	(250)	36%	(160)	5%	(22)	—	(2)	—	(2)	1%	(4)	439
Ideo: Moderate (4)	60%	(214)	34%	(120)	5%	(16)	1%	(4)	1%	(2)	—	(0)	357
Ideo: Conservative (5-7)	69%	(314)	25%	(116)	4%	(20)	1%	(4)	—	(1)	1%	(3)	457
Educ: < College	64%	(593)	29%	(266)	5%	(47)	—	(4)	—	(4)	1%	(6)	920
Educ: Bachelors degree	62%	(205)	33%	(108)	3%	(10)	1%	(3)	1%	(3)	—	(1)	330
Educ: Post-grad	59%	(103)	35%	(60)	5%	(8)	2%	(3)	—	(0)	—	(0)	175

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Table HR1: How many streaming services, such as Netflix or HBO Now, do you currently subscribe to?

Demographic	1 to 2	3 to 4	5 to 6	7 to 8	9 to 10	More than 10	Total N
Adults	63% (900)	30% (434)	5% (65)	1% (10)	1% (7)	1% (7)	1424
Income: Under 50k	68% (465)	26% (179)	4% (29)	— (3)	— (3)	1% (7)	686
Income: 50k-100k	60% (311)	33% (172)	5% (27)	— (2)	1% (3)	— (0)	515
Income: 100k+	56% (125)	37% (83)	4% (9)	2% (5)	1% (1)	— (0)	223
Ethnicity: White	64% (711)	31% (344)	4% (45)	1% (7)	1% (7)	— (4)	1117
Ethnicity: Hispanic	57% (143)	36% (91)	6% (15)	— (0)	1% (2)	— (0)	251
Ethnicity: Afr. Am.	56% (103)	34% (61)	7% (14)	1% (2)	— (1)	1% (2)	183
Ethnicity: Other	70% (87)	23% (29)	5% (6)	1% (2)	— (0)	1% (1)	124
All Christian	67% (390)	28% (164)	4% (25)	1% (4)	— (1)	— (1)	584
All Non-Christian	80% (52)	14% (9)	2% (1)	3% (2)	— (0)	1% (1)	64
Atheist	58% (45)	35% (27)	4% (3)	1% (1)	2% (2)	— (0)	78
Agnostic/Nothing in particular	59% (413)	34% (234)	5% (35)	— (3)	1% (5)	1% (6)	697
Religious Non-Protestant/Catholic	78% (61)	17% (14)	2% (1)	2% (2)	— (0)	1% (1)	79
Evangelical	64% (235)	30% (109)	3% (12)	1% (4)	1% (3)	1% (3)	366
Non-Evangelical	64% (320)	30% (153)	5% (25)	— (1)	— (2)	— (1)	503
Community: Urban	63% (217)	29% (101)	5% (16)	1% (4)	1% (4)	1% (4)	346
Community: Suburban	65% (464)	30% (213)	5% (33)	— (3)	— (1)	— (2)	716
Community: Rural	61% (219)	33% (120)	4% (16)	1% (4)	— (2)	— (1)	362
Employ: Private Sector	59% (300)	35% (178)	3% (17)	1% (6)	1% (3)	— (2)	505
Employ: Government	51% (54)	41% (44)	8% (9)	1% (1)	— (0)	— (0)	107
Employ: Self-Employed	69% (89)	25% (33)	5% (7)	— (0)	1% (2)	— (0)	130
Employ: Homemaker	61% (70)	28% (33)	8% (9)	1% (2)	— (0)	2% (2)	116
Employ: Retired	74% (185)	22% (55)	4% (10)	— (1)	— (1)	— (0)	251
Employ: Unemployed	71% (93)	21% (28)	3% (5)	— (0)	1% (1)	3% (4)	131
Employ: Other	60% (69)	34% (39)	5% (5)	1% (1)	— (0)	— (0)	115
Military HH: Yes	58% (140)	33% (80)	6% (15)	1% (2)	— (0)	1% (3)	239
Military HH: No	64% (761)	30% (354)	4% (50)	1% (9)	1% (7)	— (5)	1185
RD/WT: Right Direction	65% (320)	27% (132)	6% (30)	1% (4)	1% (3)	1% (3)	493
RD/WT: Wrong Track	62% (580)	32% (302)	4% (34)	1% (7)	— (4)	— (4)	931
Trump Job Approve	67% (361)	27% (145)	5% (25)	1% (5)	— (1)	1% (3)	540
Trump Job Disapprove	60% (500)	33% (277)	4% (36)	1% (5)	1% (6)	1% (4)	828

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Table HR1: How many streaming services, such as Netflix or HBO Now, do you currently subscribe to?

Demographic	1 to 2	3 to 4	5 to 6	7 to 8	9 to 10	More than 10	Total N
Adults	63% (900)	30% (434)	5% (65)	1% (10)	1% (7)	1% (7)	1424
Trump Job Strongly Approve	71% (195)	23% (64)	3% (9)	2% (5)	— (1)	— (1)	275
Trump Job Somewhat Approve	62% (166)	30% (81)	6% (16)	— (1)	— (1)	1% (2)	266
Trump Job Somewhat Disapprove	55% (116)	40% (84)	3% (7)	1% (1)	1% (2)	— (0)	211
Trump Job Strongly Disapprove	62% (384)	31% (192)	5% (29)	1% (4)	1% (4)	1% (4)	617
Favorable of Trump	66% (357)	28% (151)	3% (18)	1% (6)	1% (3)	1% (3)	539
Unfavorable of Trump	61% (503)	33% (273)	5% (43)	1% (4)	— (4)	1% (4)	831
Very Favorable of Trump	68% (200)	27% (79)	3% (8)	1% (4)	— (1)	— (1)	294
Somewhat Favorable of Trump	64% (157)	29% (72)	4% (10)	1% (2)	1% (2)	1% (2)	245
Somewhat Unfavorable of Trump	61% (100)	34% (55)	4% (7)	— (1)	— (0)	— (0)	162
Very Unfavorable of Trump	60% (403)	33% (218)	5% (35)	1% (4)	1% (4)	1% (4)	668
#1 Issue: Economy	64% (265)	30% (125)	6% (25)	— (0)	— (0)	— (2)	417
#1 Issue: Security	63% (163)	30% (77)	3% (9)	2% (4)	1% (2)	1% (2)	258
#1 Issue: Health Care	64% (160)	30% (76)	4% (9)	1% (2)	1% (2)	— (1)	249
#1 Issue: Medicare / Social Security	75% (113)	19% (29)	4% (7)	1% (1)	— (0)	1% (1)	150
#1 Issue: Women's Issues	53% (55)	39% (41)	6% (6)	1% (1)	— (0)	1% (1)	105
#1 Issue: Education	60% (49)	32% (26)	5% (4)	2% (1)	2% (1)	— (0)	82
#1 Issue: Energy	53% (53)	41% (41)	3% (3)	1% (1)	2% (2)	— (0)	100
#1 Issue: Other	66% (41)	30% (19)	4% (3)	— (0)	— (0)	— (0)	63
2018 House Vote: Democrat	59% (313)	34% (182)	6% (32)	1% (3)	— (2)	— (1)	534
2018 House Vote: Republican	64% (265)	29% (121)	4% (17)	1% (4)	1% (3)	1% (3)	414
2018 House Vote: Someone else	64% (44)	34% (23)	2% (1)	— (0)	— (0)	— (0)	68
2016 Vote: Hillary Clinton	59% (285)	35% (170)	5% (25)	1% (3)	— (1)	1% (3)	487
2016 Vote: Donald Trump	66% (272)	28% (117)	3% (14)	1% (4)	1% (3)	1% (3)	412
2016 Vote: Other	63% (81)	32% (41)	5% (6)	— (0)	— (0)	— (0)	129
2016 Vote: Didn't Vote	66% (261)	27% (106)	5% (20)	1% (3)	1% (3)	— (1)	395
Voted in 2014: Yes	61% (524)	33% (281)	4% (37)	1% (6)	— (2)	— (3)	854
Voted in 2014: No	66% (376)	27% (153)	5% (28)	1% (4)	1% (5)	1% (4)	570
2012 Vote: Barack Obama	60% (343)	34% (192)	5% (27)	1% (4)	— (1)	1% (3)	570
2012 Vote: Mitt Romney	65% (200)	30% (90)	3% (9)	1% (3)	1% (3)	— (1)	306
2012 Vote: Other	69% (33)	27% (13)	4% (2)	— (0)	— (0)	— (0)	47
2012 Vote: Didn't Vote	65% (323)	28% (140)	5% (27)	1% (3)	1% (3)	1% (4)	500

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Table HR1: How many streaming services, such as Netflix or HBO Now, do you currently subscribe to?

Demographic	1 to 2	3 to 4	5 to 6	7 to 8	9 to 10	More than 10	Total N
Adults	63% (900)	30% (434)	5% (65)	1% (10)	1% (7)	1% (7)	1424
4-Region: Northeast	66% (168)	30% (77)	3% (8)	— (1)	1% (1)	— (0)	255
4-Region: Midwest	65% (187)	29% (85)	5% (13)	— (1)	1% (2)	— (1)	289
4-Region: South	62% (325)	30% (160)	6% (30)	1% (5)	1% (4)	1% (3)	527
4-Region: West	62% (220)	32% (112)	4% (14)	1% (4)	— (0)	1% (4)	354
Watch TV: Every day	59% (458)	33% (253)	6% (45)	1% (6)	— (4)	1% (4)	770
Watch TV: Several times per week	64% (255)	31% (123)	3% (14)	1% (2)	1% (4)	1% (3)	401
Watch TV: About once per week	70% (72)	26% (27)	4% (4)	— (0)	— (0)	— (0)	103
Watch TV: Several times per month	73% (39)	27% (14)	— (0)	— (0)	— (0)	— (0)	54
Watch TV: About once per month	84% (31)	16% (6)	— (0)	— (0)	— (0)	— (0)	37
Watch TV: Less often than once per month	70% (27)	22% (8)	4% (2)	4% (1)	— (0)	— (0)	38
Watch TV: Never	90% (18)	8% (2)	2% (0)	— (0)	— (0)	— (0)	20
Watch Movies: Every day	53% (151)	37% (105)	8% (22)	1% (4)	1% (2)	1% (3)	286
Watch Movies: Several times per week	61% (275)	33% (150)	4% (17)	1% (5)	1% (3)	— (2)	451
Watch Movies: About once per week	64% (163)	31% (78)	4% (9)	— (1)	1% (3)	— (1)	254
Watch Movies: Several times per month	68% (121)	26% (45)	6% (11)	— (0)	— (0)	— (0)	178
Watch Movies: About once per month	69% (94)	29% (40)	2% (3)	— (0)	— (0)	— (0)	137
Watch Movies: Less often than once per month	78% (70)	15% (14)	3% (2)	2% (1)	— (0)	2% (2)	90
Watch Movies: Never	91% (26)	8% (2)	2% (0)	— (0)	— (0)	— (0)	28
Watch Sporting Events: Every day	52% (60)	33% (38)	9% (10)	3% (3)	3% (3)	— (0)	114
Watch Sporting Events: Several times per week	59% (166)	34% (95)	4% (12)	1% (3)	1% (3)	1% (2)	281
Watch Sporting Events: About once per week	55% (131)	37% (88)	7% (16)	1% (2)	1% (1)	— (0)	238
Watch Sporting Events: Several times per month	58% (53)	38% (34)	2% (2)	2% (1)	— (0)	— (0)	90
Watch Sporting Events: About once per month	69% (57)	27% (22)	2% (2)	2% (2)	— (0)	— (0)	83
Watch Sporting Events: Less often than once per month	68% (143)	28% (58)	3% (7)	— (0)	— (0)	1% (2)	210
Watch Sporting Events: Never	71% (291)	24% (97)	4% (16)	— (0)	— (0)	1% (3)	407
Cable TV: Currently subscribe	66% (414)	27% (167)	5% (31)	1% (7)	1% (6)	1% (5)	631
Cable TV: Subscribed in past	60% (350)	35% (201)	4% (25)	1% (3)	— (0)	— (2)	581
Cable TV: Never subscribed	64% (137)	31% (66)	4% (9)	— (0)	1% (2)	— (0)	213
Satellite TV: Currently subscribe	63% (204)	28% (91)	6% (19)	2% (5)	1% (2)	1% (2)	323
Satellite TV: Subscribed in past	59% (262)	34% (151)	5% (22)	1% (4)	1% (3)	— (2)	443
Satellite TV: Never subscribed	66% (434)	29% (192)	4% (24)	— (2)	— (2)	— (3)	657

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Table HR1: How many streaming services, such as Netflix or HBO Now, do you currently subscribe to?

Demographic	1 to 2	3 to 4	5 to 6	7 to 8	9 to 10	More than 10	Total N
Adults	63% (900)	30% (434)	5% (65)	1% (10)	1% (7)	1% (7)	1424
Streaming Services: Currently subscribe	63% (900)	30% (434)	5% (65)	1% (10)	1% (7)	1% (7)	1424
Streaming Services: Subscribed in past	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	0
Streaming Services: Never subscribed	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	0
Film: An avid fan	54% (335)	36% (226)	7% (43)	1% (5)	1% (7)	1% (7)	625
Film: A casual fan	71% (499)	27% (189)	2% (15)	1% (4)	— (0)	— (0)	708
Film: Not a fan	71% (65)	20% (19)	7% (7)	2% (1)	— (0)	— (0)	92
Television: An avid fan	57% (431)	34% (256)	6% (49)	1% (8)	1% (7)	— (4)	754
Television: A casual fan	69% (430)	27% (168)	2% (14)	— (2)	— (1)	1% (4)	618
Television: Not a fan	78% (40)	18% (10)	4% (2)	— (0)	— (0)	— (0)	52
Music: An avid fan	59% (472)	34% (270)	5% (42)	1% (10)	1% (5)	1% (4)	802
Music: A casual fan	69% (388)	27% (150)	4% (21)	— (1)	— (3)	1% (3)	565
Music: Not a fan	72% (41)	24% (14)	4% (2)	— (0)	— (0)	— (0)	57
Fashion: An avid fan	58% (120)	32% (66)	7% (14)	1% (2)	2% (4)	1% (2)	209
Fashion: A casual fan	63% (393)	30% (188)	5% (31)	1% (8)	1% (3)	— (2)	624
Fashion: Not a fan	66% (387)	31% (180)	3% (20)	— (0)	— (0)	1% (4)	591

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

Table HR2_1: How much have you seen, read or heard about the following?
 Disney+, the upcoming online video streaming subscription service that will host Disney TV shows, movies and other content.

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	17%	(399)	27%	(629)	21%	(494)	35%	(808)	2329
Gender: Male	17%	(194)	28%	(311)	23%	(258)	32%	(361)	1124
Gender: Female	17%	(205)	26%	(318)	20%	(236)	37%	(446)	1205
Age: 18-29	28%	(131)	33%	(155)	12%	(54)	28%	(131)	471
Age: 30-44	25%	(153)	28%	(170)	19%	(113)	27%	(165)	601
Age: 45-54	18%	(69)	23%	(88)	22%	(85)	38%	(146)	388
Age: 55-64	7%	(30)	28%	(113)	26%	(104)	39%	(160)	407
Age: 65+	3%	(16)	22%	(103)	30%	(137)	45%	(206)	462
Generation Z: 18-22	19%	(38)	38%	(74)	11%	(22)	32%	(63)	197
Millennial: Age 23-38	32%	(211)	28%	(185)	16%	(106)	23%	(152)	654
Generation X: Age 39-54	17%	(104)	25%	(155)	20%	(125)	37%	(226)	609
Boomers: Age 55-73	6%	(45)	26%	(199)	27%	(205)	42%	(319)	769
PID: Dem (no lean)	21%	(164)	26%	(205)	19%	(154)	34%	(271)	794
PID: Ind (no lean)	16%	(131)	29%	(244)	21%	(180)	34%	(286)	842
PID: Rep (no lean)	15%	(103)	26%	(180)	23%	(159)	36%	(250)	693
PID/Gender: Dem Men	23%	(82)	27%	(97)	18%	(66)	31%	(113)	358
PID/Gender: Dem Women	19%	(82)	25%	(107)	20%	(89)	36%	(158)	436
PID/Gender: Ind Men	13%	(56)	29%	(124)	26%	(108)	32%	(134)	422
PID/Gender: Ind Women	18%	(75)	29%	(120)	17%	(72)	36%	(152)	420
PID/Gender: Rep Men	16%	(56)	26%	(89)	24%	(84)	33%	(115)	344
PID/Gender: Rep Women	14%	(48)	26%	(91)	22%	(75)	39%	(135)	348
Ideo: Liberal (1-3)	25%	(151)	33%	(199)	14%	(86)	27%	(165)	602
Ideo: Moderate (4)	15%	(87)	28%	(159)	25%	(142)	33%	(187)	576
Ideo: Conservative (5-7)	15%	(117)	24%	(194)	25%	(198)	36%	(286)	795
Educ: < College	16%	(256)	26%	(415)	21%	(344)	37%	(587)	1601
Educ: Bachelors degree	21%	(97)	28%	(132)	19%	(91)	32%	(150)	470
Educ: Post-grad	18%	(46)	32%	(82)	23%	(59)	28%	(71)	258

Continued on next page

Table HR2_1: How much have you seen, read or heard about the following?
Disney+, the upcoming online video streaming subscription service that will host Disney TV shows, movies and other content.

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	17%	(399)	27%	(629)	21%	(494)	35%	(808)	2329
Income: Under 50k	15%	(189)	24%	(310)	23%	(295)	39%	(499)	1293
Income: 50k-100k	20%	(146)	31%	(228)	18%	(133)	31%	(225)	731
Income: 100k+	21%	(64)	30%	(91)	22%	(66)	27%	(84)	304
Ethnicity: White	16%	(295)	27%	(492)	22%	(400)	35%	(636)	1823
Ethnicity: Hispanic	18%	(67)	32%	(119)	18%	(68)	31%	(117)	370
Ethnicity: Afr. Am.	21%	(60)	25%	(74)	16%	(47)	38%	(110)	290
Ethnicity: Other	20%	(44)	29%	(63)	22%	(47)	29%	(62)	216
All Christian	15%	(147)	28%	(282)	24%	(239)	34%	(339)	1008
All Non-Christian	30%	(31)	26%	(26)	25%	(26)	19%	(19)	102
Atheist	24%	(25)	37%	(39)	9%	(9)	30%	(31)	104
Agnostic/Nothing in particular	18%	(196)	25%	(282)	20%	(220)	37%	(418)	1116
Religious Non-Protestant/Catholic	30%	(37)	28%	(34)	24%	(30)	17%	(21)	122
Evangelical	16%	(105)	27%	(173)	23%	(149)	34%	(222)	649
Non-Evangelical	15%	(129)	26%	(218)	24%	(198)	35%	(291)	835
Community: Urban	18%	(99)	29%	(161)	23%	(131)	31%	(173)	563
Community: Suburban	18%	(205)	29%	(322)	20%	(220)	34%	(376)	1124
Community: Rural	15%	(94)	23%	(147)	22%	(143)	40%	(258)	642
Employ: Private Sector	23%	(168)	30%	(219)	19%	(135)	27%	(196)	718
Employ: Government	24%	(33)	31%	(43)	17%	(23)	27%	(37)	136
Employ: Self-Employed	15%	(29)	31%	(58)	20%	(38)	33%	(63)	189
Employ: Homemaker	17%	(33)	24%	(47)	23%	(45)	36%	(69)	195
Employ: Retired	5%	(29)	23%	(122)	30%	(161)	42%	(228)	539
Employ: Unemployed	16%	(37)	22%	(53)	19%	(45)	43%	(103)	240
Employ: Other	19%	(41)	25%	(54)	16%	(33)	40%	(86)	214
Military HH: Yes	9%	(38)	28%	(117)	27%	(112)	35%	(147)	414
Military HH: No	19%	(361)	27%	(512)	20%	(382)	35%	(661)	1915
RD/WT: Right Direction	15%	(130)	26%	(228)	22%	(189)	37%	(324)	871
RD/WT: Wrong Track	18%	(269)	28%	(402)	21%	(305)	33%	(483)	1458
Trump Job Approve	14%	(134)	26%	(246)	22%	(210)	37%	(346)	936
Trump Job Disapprove	20%	(254)	28%	(354)	20%	(256)	32%	(397)	1261

Continued on next page

Table HR2_1: How much have you seen, read or heard about the following?*Disney+, the upcoming online video streaming subscription service that will host Disney TV shows, movies and other content.*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	17%	(399)	27%	(629)	21%	(494)	35%	(808)	2329
Trump Job Strongly Approve	13%	(64)	25%	(126)	22%	(109)	40%	(202)	501
Trump Job Somewhat Approve	16%	(70)	28%	(120)	23%	(101)	33%	(144)	435
Trump Job Somewhat Disapprove	17%	(54)	31%	(99)	21%	(68)	30%	(96)	318
Trump Job Strongly Disapprove	21%	(199)	27%	(255)	20%	(188)	32%	(302)	943
Favorable of Trump	15%	(134)	25%	(228)	24%	(214)	37%	(334)	910
Unfavorable of Trump	20%	(247)	29%	(370)	20%	(247)	32%	(403)	1267
Very Favorable of Trump	13%	(70)	24%	(128)	23%	(123)	40%	(218)	540
Somewhat Favorable of Trump	17%	(64)	27%	(100)	25%	(91)	31%	(115)	370
Somewhat Unfavorable of Trump	17%	(44)	33%	(89)	19%	(51)	31%	(82)	265
Very Unfavorable of Trump	20%	(203)	28%	(281)	20%	(197)	32%	(321)	1002
#1 Issue: Economy	21%	(124)	28%	(170)	21%	(123)	30%	(180)	597
#1 Issue: Security	13%	(57)	26%	(117)	24%	(107)	37%	(166)	447
#1 Issue: Health Care	15%	(59)	30%	(120)	19%	(77)	35%	(140)	396
#1 Issue: Medicare / Social Security	10%	(36)	20%	(72)	25%	(90)	45%	(163)	360
#1 Issue: Women's Issues	28%	(40)	31%	(44)	13%	(18)	29%	(42)	143
#1 Issue: Education	28%	(35)	24%	(30)	21%	(27)	27%	(33)	125
#1 Issue: Energy	22%	(32)	31%	(43)	24%	(33)	23%	(33)	141
#1 Issue: Other	14%	(17)	28%	(33)	15%	(18)	43%	(51)	119
2018 House Vote: Democrat	22%	(176)	28%	(225)	20%	(156)	30%	(233)	789
2018 House Vote: Republican	15%	(110)	26%	(191)	24%	(170)	35%	(251)	722
2018 House Vote: Someone else	13%	(14)	36%	(39)	25%	(27)	26%	(29)	109
2016 Vote: Hillary Clinton	21%	(155)	28%	(206)	19%	(135)	32%	(230)	726
2016 Vote: Donald Trump	14%	(100)	24%	(176)	25%	(179)	38%	(275)	730
2016 Vote: Other	19%	(35)	38%	(70)	23%	(41)	20%	(37)	184
2016 Vote: Didn't Vote	16%	(107)	26%	(177)	20%	(139)	38%	(262)	685
Voted in 2014: Yes	18%	(245)	28%	(391)	23%	(317)	32%	(442)	1395
Voted in 2014: No	16%	(154)	25%	(238)	19%	(176)	39%	(366)	934
2012 Vote: Barack Obama	22%	(185)	28%	(243)	20%	(170)	30%	(255)	854
2012 Vote: Mitt Romney	12%	(69)	28%	(153)	25%	(140)	35%	(191)	553
2012 Vote: Other	10%	(9)	18%	(16)	31%	(27)	42%	(37)	88
2012 Vote: Didn't Vote	16%	(135)	26%	(216)	19%	(157)	38%	(317)	825

Continued on next page

Table HR2_1: How much have you seen, read or heard about the following?
Disney+, the upcoming online video streaming subscription service that will host Disney TV shows, movies and other content.

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	17%	(399)	27%	(629)	21%	(494)	35%	(808)	2329
4-Region: Northeast	20%	(81)	25%	(104)	25%	(103)	31%	(128)	417
4-Region: Midwest	16%	(79)	27%	(131)	22%	(107)	35%	(172)	489
4-Region: South	17%	(146)	26%	(231)	21%	(183)	36%	(313)	873
4-Region: West	17%	(92)	30%	(163)	18%	(100)	35%	(194)	550
Watch TV: Every day	20%	(231)	28%	(321)	23%	(263)	29%	(327)	1142
Watch TV: Several times per week	20%	(118)	28%	(161)	19%	(111)	33%	(195)	585
Watch TV: About once per week	14%	(22)	37%	(58)	23%	(37)	26%	(41)	157
Watch TV: Several times per month	8%	(9)	30%	(31)	16%	(17)	46%	(48)	104
Watch TV: About once per month	9%	(7)	26%	(19)	27%	(20)	39%	(29)	76
Watch TV: Less often than once per month	7%	(6)	27%	(24)	22%	(20)	44%	(39)	90
Watch TV: Never	3%	(5)	8%	(15)	15%	(26)	74%	(130)	175
Watch Movies: Every day	24%	(94)	27%	(107)	19%	(77)	30%	(117)	395
Watch Movies: Several times per week	25%	(152)	29%	(172)	18%	(111)	28%	(165)	600
Watch Movies: About once per week	16%	(62)	33%	(125)	22%	(85)	29%	(110)	383
Watch Movies: Several times per month	14%	(38)	27%	(75)	22%	(60)	37%	(100)	273
Watch Movies: About once per month	12%	(28)	26%	(60)	29%	(65)	33%	(74)	227
Watch Movies: Less often than once per month	6%	(15)	25%	(59)	24%	(57)	45%	(109)	240
Watch Movies: Never	4%	(8)	15%	(32)	19%	(39)	62%	(131)	211
Watch Sporting Events: Every day	33%	(54)	31%	(51)	18%	(30)	18%	(29)	164
Watch Sporting Events: Several times per week	19%	(80)	30%	(128)	26%	(111)	25%	(107)	426
Watch Sporting Events: About once per week	20%	(70)	31%	(109)	20%	(73)	29%	(105)	358
Watch Sporting Events: Several times per month	22%	(32)	27%	(39)	23%	(34)	28%	(41)	147
Watch Sporting Events: About once per month	13%	(17)	30%	(40)	24%	(32)	33%	(44)	133
Watch Sporting Events: Less often than once per month	16%	(53)	27%	(90)	28%	(91)	29%	(97)	331
Watch Sporting Events: Never	12%	(93)	22%	(171)	16%	(123)	50%	(384)	770
Cable TV: Currently subscribe	18%	(189)	28%	(290)	23%	(241)	31%	(330)	1051
Cable TV: Subscribed in past	18%	(155)	30%	(250)	21%	(175)	31%	(262)	842
Cable TV: Never subscribed	13%	(55)	20%	(89)	18%	(78)	49%	(215)	436
Satellite TV: Currently subscribe	19%	(99)	29%	(152)	20%	(105)	33%	(176)	532
Satellite TV: Subscribed in past	19%	(117)	32%	(203)	21%	(132)	28%	(178)	629
Satellite TV: Never subscribed	16%	(182)	24%	(275)	22%	(257)	39%	(454)	1168

Continued on next page

Table HR2_1: How much have you seen, read or heard about the following?*Disney+, the upcoming online video streaming subscription service that will host Disney TV shows, movies and other content.*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	17%	(399)	27%	(629)	21%	(494)	35%	(808)	2329
Streaming Services: Currently subscribe	23%	(328)	31%	(437)	20%	(289)	26%	(370)	1424
Streaming Services: Subscribed in past	10%	(25)	33%	(82)	27%	(67)	29%	(72)	246
Streaming Services: Never subscribed	7%	(45)	17%	(110)	21%	(137)	56%	(367)	659
Film: An avid fan	27%	(224)	30%	(243)	17%	(142)	25%	(205)	814
Film: A casual fan	12%	(154)	28%	(341)	24%	(299)	36%	(440)	1234
Film: Not a fan	7%	(21)	16%	(45)	19%	(53)	58%	(162)	281
Television: An avid fan	22%	(245)	28%	(319)	20%	(221)	31%	(349)	1134
Television: A casual fan	13%	(141)	27%	(290)	23%	(248)	36%	(380)	1059
Television: Not a fan	9%	(13)	15%	(20)	18%	(24)	58%	(79)	136
Music: An avid fan	22%	(271)	28%	(344)	17%	(207)	32%	(385)	1207
Music: A casual fan	12%	(122)	27%	(263)	25%	(251)	35%	(349)	984
Music: Not a fan	5%	(6)	16%	(23)	26%	(36)	53%	(73)	138
Fashion: An avid fan	26%	(82)	29%	(90)	14%	(42)	31%	(96)	312
Fashion: A casual fan	19%	(181)	29%	(278)	21%	(206)	31%	(299)	964
Fashion: Not a fan	13%	(135)	25%	(260)	23%	(245)	39%	(412)	1053

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

Table HR2_2: How much have you seen, read or heard about the following?
HBO Max, WarnerMedia's upcoming streaming service that will feature content from Warner Bros., Turner and HBO

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(149)	19%	(453)	24%	(561)	50%	(1166)	2329
Gender: Male	8%	(90)	22%	(250)	25%	(284)	44%	(500)	1124
Gender: Female	5%	(59)	17%	(203)	23%	(277)	55%	(666)	1205
Age: 18-29	9%	(42)	23%	(107)	21%	(97)	48%	(225)	471
Age: 30-44	10%	(58)	23%	(139)	25%	(151)	42%	(253)	601
Age: 45-54	6%	(22)	22%	(87)	26%	(102)	46%	(178)	388
Age: 55-64	4%	(18)	16%	(66)	28%	(112)	52%	(210)	407
Age: 65+	2%	(9)	12%	(54)	21%	(99)	65%	(300)	462
Generation Z: 18-22	10%	(20)	23%	(46)	16%	(31)	51%	(100)	197
Millennial: Age 23-38	9%	(61)	22%	(146)	25%	(166)	43%	(280)	654
Generation X: Age 39-54	7%	(41)	23%	(140)	25%	(152)	45%	(276)	609
Boomers: Age 55-73	3%	(27)	15%	(112)	24%	(185)	58%	(445)	769
PID: Dem (no lean)	8%	(61)	21%	(166)	25%	(196)	47%	(372)	794
PID: Ind (no lean)	7%	(61)	19%	(163)	23%	(194)	50%	(423)	842
PID: Rep (no lean)	4%	(27)	18%	(123)	25%	(171)	54%	(372)	693
PID/Gender: Dem Men	9%	(31)	25%	(91)	24%	(85)	42%	(151)	358
PID/Gender: Dem Women	7%	(30)	17%	(75)	25%	(111)	51%	(221)	436
PID/Gender: Ind Men	9%	(39)	20%	(86)	24%	(102)	46%	(194)	422
PID/Gender: Ind Women	5%	(22)	19%	(78)	22%	(92)	54%	(229)	420
PID/Gender: Rep Men	6%	(19)	21%	(73)	28%	(97)	45%	(155)	344
PID/Gender: Rep Women	2%	(8)	14%	(50)	21%	(74)	62%	(217)	348
Ideo: Liberal (1-3)	10%	(59)	23%	(136)	26%	(155)	42%	(252)	602
Ideo: Moderate (4)	6%	(33)	20%	(116)	26%	(151)	48%	(276)	576
Ideo: Conservative (5-7)	4%	(31)	19%	(150)	25%	(195)	53%	(418)	795
Educ: < College	7%	(116)	19%	(301)	23%	(360)	51%	(823)	1601
Educ: Bachelors degree	4%	(21)	20%	(93)	27%	(127)	49%	(228)	470
Educ: Post-grad	5%	(12)	22%	(58)	28%	(74)	44%	(115)	258

Continued on next page

Table HR2_2: How much have you seen, read or heard about the following?

HBO Max, WarnerMedia's upcoming streaming service that will feature content from Warner Bros., Turner and HBO

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(149)	19%	(453)	24%	(561)	50%	(1166)	2329
Income: Under 50k	7%	(86)	19%	(244)	21%	(275)	53%	(688)	1293
Income: 50k-100k	6%	(43)	19%	(137)	28%	(203)	48%	(348)	731
Income: 100k+	6%	(20)	24%	(72)	27%	(82)	43%	(131)	304
Ethnicity: White	5%	(85)	19%	(349)	24%	(446)	52%	(943)	1823
Ethnicity: Hispanic	11%	(39)	25%	(91)	21%	(79)	43%	(160)	370
Ethnicity: Afr. Am.	16%	(46)	21%	(60)	19%	(55)	45%	(130)	290
Ethnicity: Other	9%	(19)	20%	(43)	28%	(61)	43%	(93)	216
All Christian	6%	(58)	17%	(176)	26%	(262)	51%	(512)	1008
All Non-Christian	14%	(14)	30%	(30)	25%	(26)	31%	(32)	102
Atheist	6%	(7)	31%	(32)	26%	(27)	37%	(39)	104
Agnostic/Nothing in particular	6%	(71)	19%	(215)	22%	(246)	52%	(584)	1116
Religious Non-Protestant/Catholic	12%	(15)	27%	(32)	25%	(30)	36%	(44)	122
Evangelical	8%	(49)	18%	(117)	24%	(154)	51%	(329)	649
Non-Evangelical	5%	(40)	19%	(162)	26%	(215)	50%	(418)	835
Community: Urban	9%	(53)	22%	(126)	26%	(145)	42%	(239)	563
Community: Suburban	5%	(61)	19%	(210)	25%	(278)	51%	(574)	1124
Community: Rural	5%	(35)	18%	(116)	22%	(138)	55%	(353)	642
Employ: Private Sector	7%	(48)	22%	(157)	28%	(199)	44%	(314)	718
Employ: Government	11%	(15)	26%	(35)	22%	(29)	41%	(56)	136
Employ: Self-Employed	12%	(23)	24%	(46)	21%	(40)	42%	(80)	189
Employ: Homemaker	4%	(7)	20%	(38)	24%	(47)	52%	(102)	195
Employ: Retired	3%	(14)	14%	(75)	24%	(128)	60%	(323)	539
Employ: Unemployed	8%	(20)	17%	(41)	17%	(41)	57%	(137)	240
Employ: Other	8%	(18)	16%	(35)	23%	(50)	52%	(112)	214
Military HH: Yes	6%	(26)	16%	(65)	24%	(99)	54%	(224)	414
Military HH: No	6%	(123)	20%	(388)	24%	(462)	49%	(942)	1915
RD/WT: Right Direction	7%	(59)	18%	(153)	24%	(210)	51%	(448)	871
RD/WT: Wrong Track	6%	(90)	21%	(299)	24%	(351)	49%	(719)	1458
Trump Job Approve	6%	(54)	17%	(155)	25%	(233)	53%	(493)	936
Trump Job Disapprove	7%	(90)	22%	(278)	24%	(304)	47%	(588)	1261

Continued on next page

Table HR2_2: How much have you seen, read or heard about the following?
HBO Max, WarnerMedia's upcoming streaming service that will feature content from Warner Bros., Turner and HBO

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(149)	19%	(453)	24%	(561)	50%	(1166)	2329
Trump Job Strongly Approve	7%	(34)	17%	(83)	25%	(123)	52%	(260)	501
Trump Job Somewhat Approve	5%	(20)	16%	(72)	25%	(110)	54%	(233)	435
Trump Job Somewhat Disapprove	8%	(26)	24%	(77)	24%	(77)	43%	(138)	318
Trump Job Strongly Disapprove	7%	(64)	21%	(201)	24%	(228)	48%	(450)	943
Favorable of Trump	6%	(51)	17%	(157)	25%	(226)	52%	(476)	910
Unfavorable of Trump	7%	(87)	22%	(274)	24%	(307)	47%	(599)	1267
Very Favorable of Trump	7%	(37)	17%	(93)	24%	(131)	52%	(279)	540
Somewhat Favorable of Trump	4%	(14)	17%	(64)	26%	(95)	53%	(197)	370
Somewhat Unfavorable of Trump	6%	(16)	22%	(59)	26%	(69)	46%	(121)	265
Very Unfavorable of Trump	7%	(72)	21%	(215)	24%	(238)	48%	(477)	1002
#1 Issue: Economy	6%	(36)	21%	(124)	25%	(151)	48%	(286)	597
#1 Issue: Security	5%	(21)	17%	(76)	28%	(126)	50%	(224)	447
#1 Issue: Health Care	9%	(38)	25%	(97)	20%	(79)	46%	(182)	396
#1 Issue: Medicare / Social Security	6%	(22)	14%	(51)	21%	(77)	58%	(211)	360
#1 Issue: Women's Issues	8%	(12)	17%	(24)	23%	(33)	52%	(75)	143
#1 Issue: Education	4%	(5)	23%	(29)	31%	(39)	42%	(52)	125
#1 Issue: Energy	8%	(11)	23%	(33)	24%	(34)	45%	(64)	141
#1 Issue: Other	5%	(5)	16%	(19)	18%	(22)	61%	(72)	119
2018 House Vote: Democrat	9%	(73)	22%	(172)	25%	(196)	44%	(349)	789
2018 House Vote: Republican	5%	(34)	18%	(130)	26%	(187)	51%	(371)	722
2018 House Vote: Someone else	6%	(6)	28%	(31)	23%	(25)	43%	(46)	109
2016 Vote: Hillary Clinton	7%	(51)	23%	(166)	25%	(182)	45%	(327)	726
2016 Vote: Donald Trump	5%	(35)	16%	(120)	26%	(191)	53%	(384)	730
2016 Vote: Other	9%	(16)	26%	(47)	25%	(45)	41%	(76)	184
2016 Vote: Didn't Vote	7%	(47)	17%	(119)	21%	(143)	55%	(376)	685
Voted in 2014: Yes	6%	(84)	20%	(284)	26%	(368)	47%	(659)	1395
Voted in 2014: No	7%	(65)	18%	(169)	21%	(193)	54%	(507)	934
2012 Vote: Barack Obama	8%	(69)	21%	(182)	25%	(217)	45%	(385)	854
2012 Vote: Mitt Romney	4%	(22)	18%	(101)	26%	(144)	52%	(285)	553
2012 Vote: Other	1%	(1)	12%	(10)	29%	(25)	58%	(51)	88
2012 Vote: Didn't Vote	7%	(55)	19%	(158)	21%	(173)	53%	(440)	825

Continued on next page

Table HR2_2: How much have you seen, read or heard about the following?

HBO Max, WarnerMedia's upcoming streaming service that will feature content from Warner Bros., Turner and HBO

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(149)	19%	(453)	24%	(561)	50%	(1166)	2329
4-Region: Northeast	4%	(18)	20%	(85)	27%	(114)	48%	(200)	417
4-Region: Midwest	4%	(18)	19%	(91)	29%	(140)	49%	(239)	489
4-Region: South	8%	(68)	20%	(172)	21%	(186)	51%	(446)	873
4-Region: West	8%	(44)	19%	(105)	22%	(121)	51%	(281)	550
Watch TV: Every day	8%	(95)	21%	(239)	26%	(298)	45%	(510)	1142
Watch TV: Several times per week	6%	(33)	22%	(130)	23%	(134)	49%	(287)	585
Watch TV: About once per week	6%	(9)	18%	(29)	26%	(41)	50%	(78)	157
Watch TV: Several times per month	4%	(4)	19%	(19)	21%	(22)	56%	(59)	104
Watch TV: About once per month	5%	(4)	16%	(12)	24%	(18)	54%	(41)	76
Watch TV: Less often than once per month	1%	(1)	15%	(13)	27%	(24)	58%	(52)	90
Watch TV: Never	2%	(3)	5%	(10)	13%	(23)	80%	(140)	175
Watch Movies: Every day	14%	(55)	21%	(83)	24%	(96)	40%	(159)	395
Watch Movies: Several times per week	7%	(41)	26%	(158)	26%	(154)	41%	(248)	600
Watch Movies: About once per week	6%	(24)	19%	(72)	26%	(99)	49%	(187)	383
Watch Movies: Several times per month	3%	(7)	19%	(53)	28%	(76)	50%	(137)	273
Watch Movies: About once per month	3%	(6)	19%	(42)	20%	(46)	58%	(132)	227
Watch Movies: Less often than once per month	2%	(5)	12%	(29)	23%	(56)	62%	(150)	240
Watch Movies: Never	5%	(11)	7%	(16)	15%	(32)	72%	(153)	211
Watch Sporting Events: Every day	17%	(28)	35%	(58)	26%	(43)	22%	(35)	164
Watch Sporting Events: Several times per week	10%	(41)	23%	(96)	31%	(132)	37%	(157)	426
Watch Sporting Events: About once per week	5%	(17)	22%	(80)	25%	(90)	48%	(172)	358
Watch Sporting Events: Several times per month	7%	(11)	19%	(28)	27%	(40)	47%	(69)	147
Watch Sporting Events: About once per month	7%	(9)	16%	(21)	27%	(36)	51%	(67)	133
Watch Sporting Events: Less often than once per month	6%	(19)	21%	(69)	24%	(81)	49%	(163)	331
Watch Sporting Events: Never	3%	(26)	13%	(102)	18%	(140)	65%	(502)	770
Cable TV: Currently subscribe	8%	(85)	21%	(226)	26%	(268)	45%	(472)	1051
Cable TV: Subscribed in past	5%	(42)	20%	(171)	25%	(212)	50%	(418)	842
Cable TV: Never subscribed	5%	(22)	13%	(56)	19%	(81)	64%	(277)	436
Satellite TV: Currently subscribe	9%	(48)	20%	(108)	26%	(137)	45%	(238)	532
Satellite TV: Subscribed in past	7%	(45)	23%	(146)	26%	(166)	43%	(273)	629
Satellite TV: Never subscribed	5%	(56)	17%	(199)	22%	(258)	56%	(656)	1168

Continued on next page

Table HR2_2: How much have you seen, read or heard about the following?
HBO Max, WarnerMedia's upcoming streaming service that will feature content from Warner Bros., Turner and HBO

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(149)	19%	(453)	24%	(561)	50%	(1166)	2329
Streaming Services: Currently subscribe	7%	(103)	24%	(342)	25%	(360)	43%	(619)	1424
Streaming Services: Subscribed in past	8%	(19)	17%	(41)	32%	(79)	44%	(107)	246
Streaming Services: Never subscribed	4%	(27)	11%	(70)	19%	(122)	67%	(440)	659
Film: An avid fan	10%	(81)	28%	(225)	26%	(210)	37%	(298)	814
Film: A casual fan	4%	(45)	16%	(201)	24%	(296)	56%	(691)	1234
Film: Not a fan	8%	(22)	9%	(26)	20%	(55)	63%	(178)	281
Television: An avid fan	9%	(101)	22%	(244)	25%	(289)	44%	(500)	1134
Television: A casual fan	4%	(44)	18%	(192)	24%	(256)	54%	(567)	1059
Television: Not a fan	3%	(4)	12%	(16)	12%	(16)	73%	(99)	136
Music: An avid fan	8%	(101)	23%	(276)	24%	(292)	45%	(538)	1207
Music: A casual fan	4%	(42)	17%	(163)	25%	(246)	54%	(533)	984
Music: Not a fan	4%	(5)	10%	(14)	17%	(23)	69%	(95)	138
Fashion: An avid fan	11%	(33)	26%	(83)	21%	(65)	42%	(132)	312
Fashion: A casual fan	7%	(72)	20%	(194)	26%	(255)	46%	(442)	964
Fashion: Not a fan	4%	(44)	17%	(176)	23%	(241)	56%	(592)	1053

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

Table HR2_3: How much have you seen, read or heard about the following?
 ESPN+, the video streaming subscription service from ESPN that includes live sports, scores, news, radio and podcasts

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	10%	(237)	21%	(492)	23%	(537)	46%	(1063)	2329
Gender: Male	15%	(171)	25%	(280)	23%	(263)	37%	(411)	1124
Gender: Female	5%	(66)	18%	(213)	23%	(274)	54%	(653)	1205
Age: 18-29	14%	(65)	24%	(112)	20%	(92)	43%	(201)	471
Age: 30-44	15%	(92)	23%	(136)	22%	(133)	40%	(240)	601
Age: 45-54	11%	(43)	23%	(89)	23%	(89)	43%	(167)	388
Age: 55-64	4%	(17)	23%	(92)	28%	(115)	45%	(183)	407
Age: 65+	4%	(20)	14%	(63)	23%	(107)	59%	(272)	462
Generation Z: 18-22	14%	(27)	25%	(50)	18%	(35)	43%	(85)	197
Millennial: Age 23-38	14%	(95)	24%	(154)	22%	(147)	39%	(258)	654
Generation X: Age 39-54	13%	(78)	22%	(133)	22%	(133)	43%	(265)	609
Boomers: Age 55-73	4%	(31)	19%	(146)	25%	(196)	52%	(397)	769
PID: Dem (no lean)	11%	(86)	23%	(184)	22%	(178)	44%	(347)	794
PID: Ind (no lean)	9%	(80)	21%	(175)	22%	(188)	47%	(398)	842
PID: Rep (no lean)	10%	(70)	19%	(133)	25%	(171)	46%	(318)	693
PID/Gender: Dem Men	17%	(61)	28%	(102)	20%	(71)	35%	(125)	358
PID/Gender: Dem Women	6%	(25)	19%	(82)	25%	(107)	51%	(222)	436
PID/Gender: Ind Men	13%	(57)	23%	(97)	25%	(106)	39%	(162)	422
PID/Gender: Ind Women	6%	(23)	19%	(79)	20%	(82)	56%	(236)	420
PID/Gender: Rep Men	15%	(53)	24%	(82)	25%	(86)	36%	(124)	344
PID/Gender: Rep Women	5%	(18)	15%	(52)	24%	(85)	56%	(194)	348
Ideo: Liberal (1-3)	12%	(72)	25%	(149)	24%	(147)	39%	(234)	602
Ideo: Moderate (4)	9%	(54)	23%	(134)	26%	(151)	41%	(237)	576
Ideo: Conservative (5-7)	10%	(81)	21%	(166)	22%	(172)	47%	(376)	795
Educ: < College	10%	(165)	20%	(322)	21%	(333)	49%	(781)	1601
Educ: Bachelors degree	10%	(45)	22%	(104)	28%	(133)	40%	(187)	470
Educ: Post-grad	10%	(26)	25%	(66)	27%	(70)	37%	(96)	258

Continued on next page

Table HR2_3: How much have you seen, read or heard about the following?
ESPN+, the video streaming subscription service from ESPN that includes live sports, scores, news, radio and podcasts

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	10%	(237)	21%	(492)	23%	(537)	46%	(1063)	2329
Income: Under 50k	9%	(112)	20%	(254)	21%	(266)	51%	(661)	1293
Income: 50k-100k	11%	(83)	22%	(164)	27%	(197)	39%	(287)	731
Income: 100k+	14%	(42)	24%	(74)	24%	(74)	38%	(115)	304
Ethnicity: White	9%	(160)	19%	(351)	24%	(435)	48%	(877)	1823
Ethnicity: Hispanic	16%	(61)	24%	(89)	21%	(77)	38%	(142)	370
Ethnicity: Afr. Am.	19%	(55)	30%	(86)	14%	(42)	37%	(107)	290
Ethnicity: Other	10%	(22)	26%	(56)	27%	(59)	37%	(79)	216
All Christian	10%	(96)	22%	(218)	24%	(237)	45%	(456)	1008
All Non-Christian	18%	(19)	25%	(25)	27%	(27)	30%	(31)	102
Atheist	11%	(11)	16%	(17)	26%	(27)	47%	(49)	104
Agnostic/Nothing in particular	10%	(111)	21%	(232)	22%	(245)	47%	(528)	1116
Religious Non-Protestant/Catholic	16%	(20)	26%	(32)	26%	(31)	32%	(39)	122
Evangelical	13%	(82)	22%	(140)	22%	(140)	44%	(287)	649
Non-Evangelical	9%	(74)	22%	(181)	23%	(196)	46%	(384)	835
Community: Urban	16%	(89)	23%	(130)	23%	(132)	38%	(212)	563
Community: Suburban	8%	(95)	21%	(240)	24%	(275)	46%	(513)	1124
Community: Rural	8%	(52)	19%	(121)	20%	(130)	53%	(338)	642
Employ: Private Sector	14%	(97)	26%	(186)	25%	(183)	35%	(252)	718
Employ: Government	22%	(30)	20%	(26)	22%	(30)	36%	(49)	136
Employ: Self-Employed	16%	(31)	18%	(34)	25%	(46)	41%	(77)	189
Employ: Homemaker	5%	(10)	23%	(45)	21%	(40)	52%	(100)	195
Employ: Retired	3%	(18)	17%	(90)	24%	(130)	56%	(301)	539
Employ: Unemployed	9%	(21)	16%	(37)	20%	(47)	56%	(135)	240
Employ: Other	9%	(19)	20%	(44)	19%	(40)	52%	(111)	214
Military HH: Yes	10%	(43)	19%	(77)	23%	(96)	48%	(197)	414
Military HH: No	10%	(193)	22%	(415)	23%	(441)	45%	(866)	1915
RD/WT: Right Direction	12%	(105)	20%	(171)	24%	(209)	44%	(385)	871
RD/WT: Wrong Track	9%	(132)	22%	(321)	22%	(327)	46%	(678)	1458
Trump Job Approve	11%	(103)	19%	(179)	24%	(224)	46%	(430)	936
Trump Job Disapprove	10%	(130)	23%	(291)	23%	(286)	44%	(554)	1261

Continued on next page

Table HR2_3: How much have you seen, read or heard about the following?

ESPN+, the video streaming subscription service from ESPN that includes live sports, scores, news, radio and podcasts

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	10%	(237)	21%	(492)	23%	(537)	46%	(1063)	2329
Trump Job Strongly Approve	10%	(48)	19%	(93)	23%	(113)	49%	(247)	501
Trump Job Somewhat Approve	13%	(55)	20%	(86)	25%	(110)	42%	(184)	435
Trump Job Somewhat Disapprove	14%	(45)	25%	(79)	21%	(66)	40%	(127)	318
Trump Job Strongly Disapprove	9%	(85)	22%	(212)	23%	(220)	45%	(427)	943
Favorable of Trump	11%	(99)	20%	(182)	23%	(210)	46%	(419)	910
Unfavorable of Trump	10%	(125)	23%	(294)	24%	(301)	43%	(547)	1267
Very Favorable of Trump	10%	(54)	20%	(109)	22%	(117)	48%	(259)	540
Somewhat Favorable of Trump	12%	(44)	20%	(73)	25%	(94)	43%	(160)	370
Somewhat Unfavorable of Trump	12%	(31)	28%	(74)	23%	(61)	38%	(100)	265
Very Unfavorable of Trump	9%	(94)	22%	(220)	24%	(241)	45%	(447)	1002
#1 Issue: Economy	12%	(73)	26%	(154)	22%	(134)	39%	(235)	597
#1 Issue: Security	8%	(38)	20%	(89)	25%	(110)	47%	(210)	447
#1 Issue: Health Care	12%	(47)	23%	(89)	21%	(83)	45%	(177)	396
#1 Issue: Medicare / Social Security	6%	(22)	15%	(54)	23%	(82)	56%	(202)	360
#1 Issue: Women's Issues	12%	(17)	17%	(25)	23%	(33)	48%	(69)	143
#1 Issue: Education	15%	(19)	26%	(32)	20%	(24)	39%	(49)	125
#1 Issue: Energy	13%	(18)	19%	(26)	27%	(38)	42%	(59)	141
#1 Issue: Other	1%	(2)	18%	(22)	27%	(32)	53%	(63)	119
2018 House Vote: Democrat	12%	(93)	24%	(188)	24%	(189)	40%	(319)	789
2018 House Vote: Republican	11%	(80)	19%	(140)	24%	(173)	46%	(329)	722
2018 House Vote: Someone else	8%	(9)	21%	(23)	31%	(34)	39%	(43)	109
2016 Vote: Hillary Clinton	11%	(79)	23%	(170)	24%	(172)	42%	(304)	726
2016 Vote: Donald Trump	10%	(75)	18%	(131)	25%	(180)	47%	(344)	730
2016 Vote: Other	7%	(12)	32%	(59)	23%	(43)	38%	(70)	184
2016 Vote: Didn't Vote	10%	(70)	19%	(132)	21%	(140)	50%	(342)	685
Voted in 2014: Yes	11%	(148)	22%	(311)	25%	(354)	42%	(583)	1395
Voted in 2014: No	10%	(89)	19%	(182)	20%	(183)	51%	(480)	934
2012 Vote: Barack Obama	12%	(106)	22%	(191)	24%	(203)	41%	(353)	854
2012 Vote: Mitt Romney	7%	(41)	21%	(118)	25%	(137)	46%	(257)	553
2012 Vote: Other	4%	(3)	19%	(16)	27%	(24)	50%	(44)	88
2012 Vote: Didn't Vote	10%	(83)	20%	(166)	21%	(172)	49%	(405)	825

Continued on next page

Table HR2_3: How much have you seen, read or heard about the following?
ESPN+, the video streaming subscription service from ESPN that includes live sports, scores, news, radio and podcasts

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	10%	(237)	21%	(492)	23%	(537)	46%	(1063)	2329
4-Region: Northeast	11%	(46)	21%	(86)	25%	(103)	43%	(181)	417
4-Region: Midwest	8%	(40)	27%	(132)	21%	(101)	44%	(216)	489
4-Region: South	11%	(97)	21%	(180)	21%	(188)	47%	(408)	873
4-Region: West	10%	(53)	17%	(94)	26%	(145)	47%	(259)	550
Watch TV: Every day	12%	(140)	22%	(254)	24%	(272)	42%	(477)	1142
Watch TV: Several times per week	11%	(65)	24%	(139)	23%	(133)	42%	(248)	585
Watch TV: About once per week	13%	(21)	16%	(25)	26%	(42)	44%	(70)	157
Watch TV: Several times per month	5%	(5)	25%	(26)	25%	(26)	45%	(47)	104
Watch TV: About once per month	4%	(3)	33%	(25)	21%	(16)	42%	(32)	76
Watch TV: Less often than once per month	2%	(2)	19%	(17)	24%	(22)	55%	(49)	90
Watch TV: Never	1%	(1)	5%	(8)	15%	(26)	80%	(140)	175
Watch Movies: Every day	16%	(64)	24%	(93)	21%	(83)	39%	(154)	395
Watch Movies: Several times per week	13%	(77)	25%	(149)	24%	(144)	38%	(229)	600
Watch Movies: About once per week	11%	(40)	22%	(86)	22%	(86)	45%	(171)	383
Watch Movies: Several times per month	7%	(19)	24%	(66)	25%	(69)	44%	(120)	273
Watch Movies: About once per month	6%	(14)	18%	(40)	29%	(66)	47%	(107)	227
Watch Movies: Less often than once per month	5%	(12)	18%	(43)	22%	(54)	55%	(131)	240
Watch Movies: Never	4%	(9)	7%	(15)	17%	(36)	72%	(151)	211
Watch Sporting Events: Every day	41%	(67)	30%	(49)	18%	(30)	11%	(19)	164
Watch Sporting Events: Several times per week	19%	(82)	31%	(133)	28%	(119)	21%	(91)	426
Watch Sporting Events: About once per week	8%	(28)	33%	(118)	22%	(78)	37%	(134)	358
Watch Sporting Events: Several times per month	8%	(12)	23%	(33)	34%	(49)	35%	(52)	147
Watch Sporting Events: About once per month	8%	(10)	22%	(29)	29%	(39)	41%	(55)	133
Watch Sporting Events: Less often than once per month	7%	(24)	17%	(57)	28%	(93)	47%	(157)	331
Watch Sporting Events: Never	2%	(13)	10%	(73)	17%	(128)	72%	(556)	770
Cable TV: Currently subscribe	13%	(134)	23%	(237)	25%	(260)	40%	(420)	1051
Cable TV: Subscribed in past	9%	(73)	23%	(194)	23%	(197)	45%	(378)	842
Cable TV: Never subscribed	7%	(29)	14%	(62)	18%	(80)	61%	(265)	436
Satellite TV: Currently subscribe	14%	(77)	22%	(114)	23%	(122)	41%	(219)	532
Satellite TV: Subscribed in past	12%	(77)	24%	(152)	24%	(152)	39%	(248)	629
Satellite TV: Never subscribed	7%	(83)	19%	(226)	22%	(263)	51%	(597)	1168

Continued on next page

Table HR2_3: How much have you seen, read or heard about the following?

ESPN+, the video streaming subscription service from ESPN that includes live sports, scores, news, radio and podcasts

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	10%	(237)	21%	(492)	23%	(537)	46%	(1063)	2329
Streaming Services: Currently subscribe	12%	(177)	24%	(347)	24%	(337)	40%	(564)	1424
Streaming Services: Subscribed in past	11%	(26)	23%	(56)	29%	(72)	37%	(91)	246
Streaming Services: Never subscribed	5%	(34)	14%	(89)	19%	(128)	62%	(409)	659
Film: An avid fan	16%	(131)	25%	(206)	21%	(175)	37%	(303)	814
Film: A casual fan	7%	(87)	20%	(243)	25%	(312)	48%	(593)	1234
Film: Not a fan	6%	(18)	16%	(44)	18%	(50)	60%	(168)	281
Television: An avid fan	15%	(168)	21%	(242)	21%	(237)	43%	(487)	1134
Television: A casual fan	6%	(64)	22%	(233)	26%	(277)	46%	(485)	1059
Television: Not a fan	3%	(5)	13%	(17)	17%	(22)	67%	(91)	136
Music: An avid fan	15%	(177)	23%	(276)	20%	(243)	42%	(511)	1207
Music: A casual fan	6%	(56)	20%	(197)	27%	(267)	47%	(464)	984
Music: Not a fan	2%	(3)	14%	(19)	20%	(27)	64%	(88)	138
Fashion: An avid fan	17%	(52)	25%	(79)	16%	(48)	43%	(133)	312
Fashion: A casual fan	11%	(103)	20%	(196)	27%	(259)	42%	(406)	964
Fashion: Not a fan	8%	(82)	21%	(218)	22%	(229)	50%	(524)	1053

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

**Table HR2_4: How much have you seen, read or heard about the following?
Apple TV+, the upcoming Apple streaming service that will launch on Nov. 5th**

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(193)	25%	(571)	26%	(596)	42%	(968)	2329
Gender: Male	10%	(109)	27%	(298)	28%	(319)	35%	(398)	1124
Gender: Female	7%	(84)	23%	(273)	23%	(277)	47%	(571)	1205
Age: 18-29	14%	(67)	27%	(125)	24%	(114)	35%	(164)	471
Age: 30-44	11%	(66)	29%	(173)	21%	(127)	39%	(236)	601
Age: 45-54	8%	(32)	25%	(97)	27%	(107)	39%	(153)	388
Age: 55-64	4%	(16)	23%	(93)	30%	(122)	43%	(177)	407
Age: 65+	2%	(11)	18%	(84)	28%	(128)	52%	(239)	462
Generation Z: 18-22	13%	(26)	25%	(49)	28%	(56)	34%	(67)	197
Millennial: Age 23-38	13%	(87)	29%	(190)	21%	(138)	37%	(239)	654
Generation X: Age 39-54	9%	(53)	25%	(155)	25%	(154)	41%	(247)	609
Boomers: Age 55-73	3%	(25)	22%	(166)	28%	(219)	47%	(359)	769
PID: Dem (no lean)	10%	(78)	27%	(218)	22%	(178)	40%	(319)	794
PID: Ind (no lean)	8%	(67)	21%	(177)	27%	(227)	44%	(370)	842
PID: Rep (no lean)	7%	(47)	25%	(176)	28%	(191)	40%	(279)	693
PID/Gender: Dem Men	12%	(42)	32%	(113)	22%	(79)	35%	(124)	358
PID/Gender: Dem Women	8%	(36)	24%	(105)	23%	(99)	45%	(196)	436
PID/Gender: Ind Men	9%	(38)	22%	(95)	32%	(135)	36%	(154)	422
PID/Gender: Ind Women	7%	(29)	20%	(82)	22%	(93)	51%	(216)	420
PID/Gender: Rep Men	8%	(29)	26%	(90)	31%	(105)	35%	(120)	344
PID/Gender: Rep Women	5%	(18)	25%	(86)	25%	(85)	46%	(159)	348
Ideo: Liberal (1-3)	12%	(75)	30%	(182)	24%	(143)	34%	(202)	602
Ideo: Moderate (4)	7%	(42)	25%	(143)	27%	(155)	41%	(236)	576
Ideo: Conservative (5-7)	7%	(59)	25%	(196)	27%	(215)	41%	(325)	795
Educ: < College	9%	(137)	21%	(343)	24%	(391)	46%	(730)	1601
Educ: Bachelors degree	7%	(33)	32%	(151)	27%	(128)	33%	(157)	470
Educ: Post-grad	9%	(23)	30%	(77)	30%	(77)	31%	(81)	258

Continued on next page

Table HR2_4: How much have you seen, read or heard about the following?
Apple TV+, the upcoming Apple streaming service that will launch on Nov. 5th

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(193)	25%	(571)	26%	(596)	42%	(968)	2329
Income: Under 50k	7%	(93)	20%	(259)	24%	(316)	48%	(626)	1293
Income: 50k-100k	9%	(63)	30%	(221)	26%	(194)	35%	(254)	731
Income: 100k+	12%	(38)	30%	(91)	29%	(87)	29%	(89)	304
Ethnicity: White	7%	(133)	25%	(449)	25%	(463)	43%	(777)	1823
Ethnicity: Hispanic	14%	(52)	25%	(94)	23%	(84)	38%	(139)	370
Ethnicity: Afr. Am.	13%	(39)	24%	(70)	25%	(74)	37%	(108)	290
Ethnicity: Other	10%	(21)	25%	(53)	28%	(60)	38%	(83)	216
All Christian	8%	(81)	26%	(258)	27%	(271)	39%	(397)	1008
All Non-Christian	16%	(16)	28%	(28)	33%	(34)	23%	(23)	102
Atheist	9%	(10)	27%	(28)	33%	(34)	31%	(32)	104
Agnostic/Nothing in particular	8%	(86)	23%	(257)	23%	(256)	46%	(515)	1116
Religious Non-Protestant/Catholic	14%	(17)	28%	(35)	35%	(43)	23%	(28)	122
Evangelical	9%	(58)	24%	(155)	24%	(157)	43%	(279)	649
Non-Evangelical	8%	(68)	25%	(206)	26%	(217)	41%	(344)	835
Community: Urban	11%	(63)	26%	(149)	26%	(147)	36%	(203)	563
Community: Suburban	7%	(80)	27%	(301)	26%	(293)	40%	(450)	1124
Community: Rural	8%	(50)	19%	(121)	24%	(156)	49%	(315)	642
Employ: Private Sector	11%	(80)	29%	(211)	27%	(192)	33%	(236)	718
Employ: Government	10%	(14)	36%	(49)	24%	(33)	29%	(39)	136
Employ: Self-Employed	11%	(22)	24%	(45)	25%	(47)	40%	(75)	189
Employ: Homemaker	6%	(11)	22%	(43)	21%	(40)	51%	(99)	195
Employ: Retired	3%	(19)	19%	(104)	30%	(161)	47%	(255)	539
Employ: Unemployed	5%	(11)	19%	(46)	24%	(58)	52%	(126)	240
Employ: Other	10%	(21)	21%	(46)	18%	(38)	51%	(108)	214
Military HH: Yes	6%	(27)	24%	(101)	27%	(113)	42%	(173)	414
Military HH: No	9%	(166)	25%	(470)	25%	(483)	42%	(796)	1915
RD/WT: Right Direction	8%	(71)	23%	(199)	27%	(237)	42%	(364)	871
RD/WT: Wrong Track	8%	(122)	26%	(373)	25%	(359)	41%	(605)	1458
Trump Job Approve	7%	(64)	23%	(218)	27%	(257)	42%	(398)	936
Trump Job Disapprove	10%	(123)	27%	(341)	25%	(310)	39%	(487)	1261

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**Table HR2_4: How much have you seen, read or heard about the following?
Apple TV+, the upcoming Apple streaming service that will launch on Nov. 5th**

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(193)	25%	(571)	26%	(596)	42%	(968)	2329
Trump Job Strongly Approve	6%	(29)	21%	(106)	28%	(139)	45%	(227)	501
Trump Job Somewhat Approve	8%	(35)	26%	(112)	27%	(118)	39%	(171)	435
Trump Job Somewhat Disapprove	11%	(34)	26%	(84)	26%	(82)	37%	(118)	318
Trump Job Strongly Disapprove	9%	(89)	27%	(257)	24%	(228)	39%	(369)	943
Favorable of Trump	7%	(66)	23%	(214)	28%	(251)	42%	(380)	910
Unfavorable of Trump	9%	(118)	27%	(345)	25%	(315)	39%	(490)	1267
Very Favorable of Trump	6%	(35)	23%	(125)	27%	(145)	44%	(235)	540
Somewhat Favorable of Trump	8%	(31)	24%	(88)	29%	(106)	39%	(145)	370
Somewhat Unfavorable of Trump	9%	(24)	31%	(83)	23%	(60)	37%	(98)	265
Very Unfavorable of Trump	9%	(94)	26%	(262)	25%	(254)	39%	(392)	1002
#1 Issue: Economy	8%	(48)	27%	(159)	27%	(161)	38%	(229)	597
#1 Issue: Security	7%	(32)	23%	(103)	28%	(124)	42%	(188)	447
#1 Issue: Health Care	11%	(44)	27%	(107)	22%	(88)	40%	(157)	396
#1 Issue: Medicare / Social Security	5%	(18)	18%	(66)	23%	(84)	54%	(193)	360
#1 Issue: Women's Issues	14%	(20)	27%	(39)	22%	(31)	37%	(53)	143
#1 Issue: Education	7%	(8)	31%	(38)	29%	(37)	33%	(42)	125
#1 Issue: Energy	14%	(20)	23%	(33)	29%	(41)	34%	(48)	141
#1 Issue: Other	2%	(3)	22%	(26)	25%	(30)	50%	(60)	119
2018 House Vote: Democrat	10%	(78)	29%	(230)	23%	(184)	38%	(298)	789
2018 House Vote: Republican	7%	(54)	25%	(178)	29%	(206)	39%	(284)	722
2018 House Vote: Someone else	9%	(10)	26%	(28)	29%	(31)	37%	(40)	109
2016 Vote: Hillary Clinton	9%	(66)	29%	(214)	24%	(171)	38%	(274)	726
2016 Vote: Donald Trump	7%	(53)	22%	(164)	28%	(204)	42%	(308)	730
2016 Vote: Other	10%	(19)	32%	(58)	28%	(51)	30%	(56)	184
2016 Vote: Didn't Vote	8%	(55)	20%	(134)	25%	(170)	48%	(326)	685
Voted in 2014: Yes	8%	(112)	28%	(389)	27%	(373)	37%	(520)	1395
Voted in 2014: No	9%	(81)	19%	(182)	24%	(223)	48%	(448)	934
2012 Vote: Barack Obama	9%	(80)	28%	(242)	25%	(215)	37%	(317)	854
2012 Vote: Mitt Romney	6%	(33)	25%	(140)	29%	(160)	40%	(220)	553
2012 Vote: Other	5%	(5)	18%	(16)	26%	(23)	50%	(45)	88
2012 Vote: Didn't Vote	9%	(75)	21%	(171)	24%	(198)	46%	(382)	825

Continued on next page

Table HR2_4: How much have you seen, read or heard about the following?
Apple TV+, the upcoming Apple streaming service that will launch on Nov. 5th

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(193)	25%	(571)	26%	(596)	42%	(968)	2329
4-Region: Northeast	9%	(39)	26%	(109)	25%	(103)	40%	(166)	417
4-Region: Midwest	8%	(39)	24%	(119)	27%	(134)	40%	(198)	489
4-Region: South	8%	(68)	23%	(200)	25%	(222)	44%	(383)	873
4-Region: West	9%	(48)	26%	(144)	25%	(137)	40%	(222)	550
Watch TV: Every day	10%	(118)	28%	(316)	26%	(301)	36%	(407)	1142
Watch TV: Several times per week	9%	(53)	25%	(148)	26%	(152)	40%	(232)	585
Watch TV: About once per week	7%	(11)	24%	(38)	29%	(45)	40%	(63)	157
Watch TV: Several times per month	1%	(1)	20%	(21)	25%	(26)	54%	(56)	104
Watch TV: About once per month	8%	(6)	26%	(19)	27%	(21)	39%	(29)	76
Watch TV: Less often than once per month	3%	(3)	20%	(18)	26%	(23)	51%	(46)	90
Watch TV: Never	1%	(1)	6%	(11)	16%	(28)	77%	(135)	175
Watch Movies: Every day	15%	(59)	24%	(95)	26%	(103)	35%	(138)	395
Watch Movies: Several times per week	8%	(49)	32%	(194)	27%	(160)	33%	(198)	600
Watch Movies: About once per week	10%	(38)	24%	(92)	26%	(101)	39%	(151)	383
Watch Movies: Several times per month	6%	(16)	28%	(78)	27%	(74)	38%	(105)	273
Watch Movies: About once per month	8%	(17)	22%	(49)	22%	(51)	48%	(110)	227
Watch Movies: Less often than once per month	4%	(9)	16%	(37)	33%	(79)	48%	(114)	240
Watch Movies: Never	2%	(3)	12%	(26)	14%	(29)	72%	(153)	211
Watch Sporting Events: Every day	23%	(38)	28%	(46)	26%	(43)	23%	(37)	164
Watch Sporting Events: Several times per week	11%	(48)	31%	(133)	30%	(126)	28%	(118)	426
Watch Sporting Events: About once per week	7%	(25)	32%	(115)	21%	(74)	40%	(144)	358
Watch Sporting Events: Several times per month	11%	(16)	25%	(37)	25%	(36)	40%	(58)	147
Watch Sporting Events: About once per month	11%	(15)	20%	(26)	39%	(51)	31%	(41)	133
Watch Sporting Events: Less often than once per month	8%	(27)	26%	(85)	29%	(97)	37%	(122)	331
Watch Sporting Events: Never	3%	(25)	17%	(129)	22%	(168)	58%	(448)	770
Cable TV: Currently subscribe	10%	(107)	27%	(284)	26%	(276)	37%	(384)	1051
Cable TV: Subscribed in past	8%	(68)	27%	(224)	26%	(217)	40%	(333)	842
Cable TV: Never subscribed	4%	(18)	15%	(64)	24%	(103)	58%	(251)	436
Satellite TV: Currently subscribe	10%	(55)	27%	(142)	26%	(141)	36%	(194)	532
Satellite TV: Subscribed in past	10%	(60)	31%	(196)	26%	(163)	33%	(210)	629
Satellite TV: Never subscribed	7%	(78)	20%	(233)	25%	(292)	48%	(565)	1168

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Table HR2_4: How much have you seen, read or heard about the following?
Apple TV+, the upcoming Apple streaming service that will launch on Nov. 5th

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(193)	25%	(571)	26%	(596)	42%	(968)	2329
Streaming Services: Currently subscribe	11%	(161)	30%	(431)	26%	(367)	33%	(465)	1424
Streaming Services: Subscribed in past	7%	(16)	20%	(50)	31%	(77)	42%	(103)	246
Streaming Services: Never subscribed	2%	(16)	14%	(90)	23%	(153)	61%	(401)	659
Film: An avid fan	14%	(111)	32%	(260)	23%	(187)	31%	(256)	814
Film: A casual fan	5%	(67)	23%	(279)	28%	(347)	44%	(540)	1234
Film: Not a fan	5%	(15)	11%	(32)	22%	(62)	61%	(172)	281
Television: An avid fan	11%	(123)	29%	(324)	23%	(258)	38%	(429)	1134
Television: A casual fan	6%	(68)	21%	(227)	29%	(310)	43%	(455)	1059
Television: Not a fan	2%	(2)	15%	(20)	21%	(28)	63%	(85)	136
Music: An avid fan	12%	(150)	27%	(329)	23%	(276)	37%	(452)	1207
Music: A casual fan	4%	(39)	23%	(227)	30%	(292)	43%	(426)	984
Music: Not a fan	2%	(3)	12%	(16)	21%	(28)	65%	(90)	138
Fashion: An avid fan	14%	(43)	32%	(99)	17%	(54)	37%	(116)	312
Fashion: A casual fan	10%	(97)	26%	(253)	26%	(249)	38%	(366)	964
Fashion: Not a fan	5%	(54)	21%	(219)	28%	(293)	46%	(487)	1053

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

Table HR2_5: How much have you seen, read or heard about the following?
 NBCUniversal's plan to launch a streaming service in 2020

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	3%	(58)	12%	(288)	23%	(528)	62%	(1454)	2329
Gender: Male	3%	(36)	15%	(172)	25%	(281)	56%	(635)	1124
Gender: Female	2%	(22)	10%	(116)	21%	(247)	68%	(820)	1205
Age: 18-29	3%	(13)	13%	(60)	21%	(99)	63%	(299)	471
Age: 30-44	4%	(22)	15%	(90)	25%	(148)	57%	(342)	601
Age: 45-54	4%	(16)	14%	(55)	23%	(88)	59%	(229)	388
Age: 55-64	1%	(6)	10%	(42)	28%	(112)	61%	(246)	407
Age: 65+	—	(1)	9%	(41)	18%	(81)	73%	(339)	462
Generation Z: 18-22	4%	(7)	15%	(29)	18%	(35)	64%	(126)	197
Millennial: Age 23-38	3%	(20)	13%	(83)	24%	(158)	60%	(393)	654
Generation X: Age 39-54	4%	(23)	15%	(94)	23%	(142)	58%	(351)	609
Boomers: Age 55-73	1%	(7)	10%	(78)	22%	(171)	67%	(512)	769
PID: Dem (no lean)	3%	(26)	14%	(109)	23%	(182)	60%	(477)	794
PID: Ind (no lean)	2%	(15)	12%	(103)	21%	(179)	65%	(545)	842
PID: Rep (no lean)	3%	(18)	11%	(75)	24%	(167)	62%	(432)	693
PID/Gender: Dem Men	4%	(13)	18%	(64)	23%	(83)	55%	(197)	358
PID/Gender: Dem Women	3%	(12)	10%	(45)	23%	(99)	64%	(280)	436
PID/Gender: Ind Men	2%	(10)	14%	(58)	24%	(100)	60%	(253)	422
PID/Gender: Ind Women	1%	(5)	11%	(45)	19%	(79)	69%	(291)	420
PID/Gender: Rep Men	4%	(13)	14%	(50)	28%	(97)	53%	(184)	344
PID/Gender: Rep Women	1%	(5)	7%	(26)	20%	(70)	71%	(248)	348
Ideo: Liberal (1-3)	3%	(21)	16%	(94)	25%	(148)	56%	(339)	602
Ideo: Moderate (4)	2%	(13)	11%	(65)	27%	(154)	60%	(343)	576
Ideo: Conservative (5-7)	2%	(20)	12%	(93)	21%	(169)	65%	(513)	795
Educ: < College	3%	(43)	11%	(183)	22%	(352)	64%	(1024)	1601
Educ: Bachelors degree	2%	(7)	15%	(70)	23%	(109)	60%	(284)	470
Educ: Post-grad	3%	(9)	14%	(36)	26%	(67)	57%	(146)	258

Continued on next page

Table HR2_5: How much have you seen, read or heard about the following?
NBCUniversal's plan to launch a streaming service in 2020

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	3%	(58)	12%	(288)	23%	(528)	62%	(1454)	2329
Income: Under 50k	2%	(30)	10%	(132)	20%	(265)	67%	(866)	1293
Income: 50k-100k	3%	(19)	15%	(110)	25%	(182)	58%	(421)	731
Income: 100k+	3%	(9)	15%	(47)	27%	(82)	55%	(167)	304
Ethnicity: White	2%	(41)	12%	(212)	22%	(403)	64%	(1166)	1823
Ethnicity: Hispanic	2%	(9)	11%	(40)	26%	(96)	61%	(225)	370
Ethnicity: Afr. Am.	5%	(14)	18%	(52)	22%	(65)	55%	(160)	290
Ethnicity: Other	1%	(3)	11%	(24)	28%	(61)	59%	(128)	216
All Christian	3%	(26)	11%	(109)	25%	(251)	62%	(622)	1008
All Non-Christian	4%	(5)	26%	(26)	31%	(31)	39%	(39)	102
Atheist	3%	(3)	20%	(21)	16%	(17)	60%	(63)	104
Agnostic/Nothing in particular	2%	(25)	12%	(132)	21%	(229)	65%	(730)	1116
Religious Non-Protestant/Catholic	5%	(6)	23%	(29)	28%	(34)	44%	(53)	122
Evangelical	3%	(18)	12%	(75)	23%	(152)	62%	(405)	649
Non-Evangelical	2%	(16)	13%	(105)	24%	(198)	62%	(517)	835
Community: Urban	3%	(20)	15%	(87)	27%	(151)	54%	(306)	563
Community: Suburban	2%	(20)	13%	(143)	22%	(251)	63%	(710)	1124
Community: Rural	3%	(19)	9%	(58)	20%	(127)	68%	(438)	642
Employ: Private Sector	4%	(26)	15%	(109)	28%	(198)	54%	(385)	718
Employ: Government	1%	(1)	15%	(20)	23%	(32)	61%	(83)	136
Employ: Self-Employed	4%	(8)	18%	(34)	21%	(39)	57%	(108)	189
Employ: Homemaker	—	(1)	7%	(13)	24%	(47)	69%	(134)	195
Employ: Retired	2%	(9)	8%	(45)	21%	(112)	69%	(373)	539
Employ: Unemployed	1%	(2)	11%	(26)	19%	(44)	70%	(167)	240
Employ: Other	3%	(7)	13%	(28)	18%	(38)	66%	(141)	214
Military HH: Yes	1%	(5)	12%	(51)	21%	(87)	65%	(270)	414
Military HH: No	3%	(53)	12%	(237)	23%	(441)	62%	(1184)	1915
RD/WT: Right Direction	3%	(29)	12%	(104)	24%	(207)	61%	(531)	871
RD/WT: Wrong Track	2%	(30)	13%	(184)	22%	(321)	63%	(924)	1458
Trump Job Approve	3%	(25)	11%	(105)	23%	(216)	63%	(590)	936
Trump Job Disapprove	2%	(28)	14%	(170)	23%	(293)	61%	(769)	1261

Continued on next page

**Table HR2_5: How much have you seen, read or heard about the following?
 NBCUniversal's plan to launch a streaming service in 2020**

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	3%	(58)	12%	(288)	23%	(528)	62%	(1454)	2329
Trump Job Strongly Approve	4%	(18)	10%	(53)	24%	(120)	62%	(311)	501
Trump Job Somewhat Approve	2%	(8)	12%	(53)	22%	(96)	64%	(279)	435
Trump Job Somewhat Disapprove	1%	(3)	16%	(52)	26%	(83)	57%	(181)	318
Trump Job Strongly Disapprove	3%	(26)	13%	(119)	22%	(211)	62%	(588)	943
Favorable of Trump	2%	(22)	11%	(104)	23%	(205)	64%	(579)	910
Unfavorable of Trump	3%	(32)	13%	(169)	23%	(296)	61%	(770)	1267
Very Favorable of Trump	2%	(13)	11%	(58)	24%	(127)	63%	(341)	540
Somewhat Favorable of Trump	3%	(9)	12%	(45)	21%	(77)	64%	(238)	370
Somewhat Unfavorable of Trump	2%	(4)	16%	(42)	27%	(70)	56%	(149)	265
Very Unfavorable of Trump	3%	(28)	13%	(126)	23%	(226)	62%	(622)	1002
#1 Issue: Economy	2%	(12)	12%	(71)	24%	(144)	62%	(370)	597
#1 Issue: Security	3%	(14)	13%	(58)	22%	(99)	62%	(275)	447
#1 Issue: Health Care	2%	(7)	16%	(62)	23%	(91)	60%	(236)	396
#1 Issue: Medicare / Social Security	2%	(8)	9%	(31)	21%	(75)	68%	(247)	360
#1 Issue: Women's Issues	5%	(8)	12%	(18)	22%	(31)	61%	(87)	143
#1 Issue: Education	4%	(5)	10%	(12)	28%	(35)	58%	(73)	125
#1 Issue: Energy	2%	(3)	15%	(21)	25%	(36)	58%	(82)	141
#1 Issue: Other	1%	(1)	12%	(15)	16%	(19)	71%	(84)	119
2018 House Vote: Democrat	3%	(23)	16%	(123)	23%	(185)	58%	(459)	789
2018 House Vote: Republican	3%	(21)	12%	(83)	25%	(178)	61%	(440)	722
2018 House Vote: Someone else	—	(0)	21%	(23)	22%	(24)	57%	(62)	109
2016 Vote: Hillary Clinton	3%	(24)	14%	(103)	24%	(175)	58%	(424)	726
2016 Vote: Donald Trump	3%	(19)	10%	(74)	25%	(180)	63%	(458)	730
2016 Vote: Other	—	(1)	25%	(46)	22%	(40)	53%	(97)	184
2016 Vote: Didn't Vote	2%	(15)	10%	(66)	19%	(133)	69%	(472)	685
Voted in 2014: Yes	2%	(33)	14%	(197)	25%	(352)	58%	(813)	1395
Voted in 2014: No	3%	(25)	10%	(91)	19%	(176)	69%	(641)	934
2012 Vote: Barack Obama	3%	(29)	15%	(127)	24%	(205)	58%	(493)	854
2012 Vote: Mitt Romney	1%	(8)	12%	(65)	25%	(137)	62%	(342)	553
2012 Vote: Other	—	(0)	14%	(12)	21%	(18)	65%	(58)	88
2012 Vote: Didn't Vote	3%	(22)	10%	(83)	20%	(168)	67%	(553)	825

Continued on next page

**Table HR2_5: How much have you seen, read or heard about the following?
NBCUniversal's plan to launch a streaming service in 2020**

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	3%	(58)	12%	(288)	23%	(528)	62%	(1454)	2329
4-Region: Northeast	4%	(15)	12%	(48)	27%	(114)	58%	(240)	417
4-Region: Midwest	3%	(13)	11%	(51)	23%	(114)	63%	(311)	489
4-Region: South	2%	(21)	13%	(113)	21%	(182)	64%	(556)	873
4-Region: West	2%	(9)	14%	(76)	21%	(118)	63%	(348)	550
Watch TV: Every day	3%	(38)	13%	(153)	24%	(272)	59%	(679)	1142
Watch TV: Several times per week	2%	(14)	15%	(88)	24%	(140)	59%	(342)	585
Watch TV: About once per week	1%	(2)	12%	(19)	29%	(46)	57%	(90)	157
Watch TV: Several times per month	—	(0)	12%	(13)	20%	(21)	68%	(71)	104
Watch TV: About once per month	2%	(2)	6%	(5)	22%	(16)	70%	(53)	76
Watch TV: Less often than once per month	2%	(2)	7%	(6)	22%	(20)	70%	(63)	90
Watch TV: Never	1%	(1)	3%	(5)	7%	(13)	89%	(156)	175
Watch Movies: Every day	5%	(21)	15%	(58)	23%	(89)	57%	(226)	395
Watch Movies: Several times per week	3%	(20)	16%	(94)	29%	(171)	52%	(315)	600
Watch Movies: About once per week	2%	(9)	14%	(54)	21%	(81)	62%	(239)	383
Watch Movies: Several times per month	—	(1)	12%	(34)	25%	(68)	62%	(170)	273
Watch Movies: About once per month	1%	(3)	9%	(21)	19%	(43)	71%	(161)	227
Watch Movies: Less often than once per month	2%	(4)	7%	(17)	18%	(43)	73%	(176)	240
Watch Movies: Never	—	(0)	5%	(11)	15%	(33)	79%	(168)	211
Watch Sporting Events: Every day	14%	(23)	22%	(36)	26%	(43)	38%	(62)	164
Watch Sporting Events: Several times per week	3%	(13)	17%	(74)	32%	(137)	47%	(201)	426
Watch Sporting Events: About once per week	1%	(4)	13%	(48)	25%	(89)	61%	(217)	358
Watch Sporting Events: Several times per month	1%	(2)	13%	(19)	26%	(38)	60%	(89)	147
Watch Sporting Events: About once per month	2%	(3)	9%	(12)	32%	(42)	57%	(76)	133
Watch Sporting Events: Less often than once per month	3%	(8)	14%	(48)	22%	(73)	61%	(202)	331
Watch Sporting Events: Never	—	(4)	7%	(52)	14%	(107)	79%	(608)	770
Cable TV: Currently subscribe	4%	(38)	15%	(155)	25%	(264)	57%	(594)	1051
Cable TV: Subscribed in past	1%	(11)	13%	(110)	22%	(184)	64%	(537)	842
Cable TV: Never subscribed	2%	(10)	5%	(24)	18%	(80)	74%	(323)	436
Satellite TV: Currently subscribe	4%	(19)	12%	(64)	25%	(130)	60%	(319)	532
Satellite TV: Subscribed in past	2%	(14)	15%	(94)	27%	(167)	56%	(355)	629
Satellite TV: Never subscribed	2%	(25)	11%	(131)	20%	(231)	67%	(781)	1168

Continued on next page

Table HR2_5: How much have you seen, read or heard about the following?
NBCUniversal's plan to launch a streaming service in 2020

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	3%	(58)	12%	(288)	23%	(528)	62%	(1454)	2329
Streaming Services: Currently subscribe	3%	(45)	15%	(209)	24%	(338)	58%	(831)	1424
Streaming Services: Subscribed in past	2%	(4)	16%	(39)	29%	(70)	54%	(133)	246
Streaming Services: Never subscribed	1%	(9)	6%	(40)	18%	(120)	74%	(490)	659
Film: An avid fan	5%	(37)	19%	(153)	26%	(213)	51%	(411)	814
Film: A casual fan	1%	(18)	9%	(114)	22%	(275)	67%	(826)	1234
Film: Not a fan	1%	(3)	7%	(21)	14%	(40)	77%	(217)	281
Television: An avid fan	4%	(42)	14%	(161)	24%	(277)	58%	(655)	1134
Television: A casual fan	1%	(15)	12%	(122)	23%	(239)	65%	(684)	1059
Television: Not a fan	1%	(2)	4%	(6)	9%	(12)	85%	(116)	136
Music: An avid fan	4%	(46)	14%	(169)	22%	(271)	60%	(721)	1207
Music: A casual fan	1%	(12)	11%	(111)	24%	(234)	64%	(628)	984
Music: Not a fan	1%	(1)	6%	(9)	17%	(23)	76%	(105)	138
Fashion: An avid fan	6%	(20)	15%	(46)	24%	(75)	55%	(170)	312
Fashion: A casual fan	3%	(26)	14%	(135)	25%	(239)	58%	(564)	964
Fashion: Not a fan	1%	(12)	10%	(107)	20%	(215)	68%	(720)	1053

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

Table HR2_6: How much have you seen, read or heard about the following?
The planned streaming service bundle from Disney that will include Disney+, Hulu and ESPN+

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	12%	(268)	23%	(524)	23%	(525)	43%	(1012)	2329
Gender: Male	12%	(139)	24%	(275)	24%	(268)	39%	(441)	1124
Gender: Female	11%	(129)	21%	(249)	21%	(257)	47%	(570)	1205
Age: 18-29	17%	(81)	25%	(116)	20%	(93)	39%	(181)	471
Age: 30-44	17%	(105)	26%	(155)	20%	(118)	37%	(224)	601
Age: 45-54	12%	(47)	22%	(87)	22%	(85)	44%	(170)	388
Age: 55-64	6%	(23)	21%	(86)	26%	(107)	47%	(190)	407
Age: 65+	3%	(13)	17%	(79)	27%	(123)	53%	(247)	462
Generation Z: 18-22	14%	(28)	29%	(56)	21%	(42)	36%	(72)	197
Millennial: Age 23-38	20%	(128)	24%	(158)	19%	(125)	37%	(242)	654
Generation X: Age 39-54	12%	(76)	24%	(144)	21%	(128)	43%	(261)	609
Boomers: Age 55-73	5%	(35)	20%	(155)	26%	(200)	49%	(380)	769
PID: Dem (no lean)	14%	(107)	23%	(186)	20%	(161)	43%	(341)	794
PID: Ind (no lean)	11%	(95)	22%	(183)	24%	(203)	43%	(361)	842
PID: Rep (no lean)	9%	(65)	23%	(156)	23%	(161)	45%	(310)	693
PID/Gender: Dem Men	16%	(59)	27%	(98)	18%	(66)	38%	(136)	358
PID/Gender: Dem Women	11%	(49)	20%	(88)	22%	(95)	47%	(205)	436
PID/Gender: Ind Men	11%	(45)	23%	(98)	26%	(111)	40%	(168)	422
PID/Gender: Ind Women	12%	(50)	20%	(85)	22%	(91)	46%	(193)	420
PID/Gender: Rep Men	10%	(35)	23%	(80)	27%	(91)	40%	(138)	344
PID/Gender: Rep Women	9%	(30)	22%	(76)	20%	(70)	49%	(172)	348
Ideo: Liberal (1-3)	17%	(105)	26%	(155)	20%	(119)	37%	(223)	602
Ideo: Moderate (4)	11%	(61)	23%	(132)	24%	(140)	42%	(243)	576
Ideo: Conservative (5-7)	9%	(69)	23%	(186)	24%	(187)	44%	(354)	795
Educ: < College	11%	(183)	22%	(347)	22%	(350)	45%	(721)	1601
Educ: Bachelors degree	12%	(56)	25%	(116)	23%	(108)	40%	(189)	470
Educ: Post-grad	11%	(29)	24%	(61)	26%	(66)	40%	(102)	258

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Table HR2_6: How much have you seen, read or heard about the following?
The planned streaming service bundle from Disney that will include Disney+, Hulu and ESPN+

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	12%	(268)	23%	(524)	23%	(525)	43%	(1012)	2329
Income: Under 50k	9%	(122)	20%	(264)	22%	(286)	48%	(622)	1293
Income: 50k-100k	14%	(103)	24%	(178)	22%	(162)	39%	(288)	731
Income: 100k+	14%	(43)	27%	(82)	25%	(77)	33%	(102)	304
Ethnicity: White	10%	(190)	21%	(389)	23%	(421)	45%	(822)	1823
Ethnicity: Hispanic	14%	(53)	23%	(84)	24%	(88)	39%	(145)	370
Ethnicity: Afr. Am.	16%	(46)	28%	(80)	16%	(46)	41%	(118)	290
Ethnicity: Other	15%	(32)	25%	(55)	27%	(58)	33%	(72)	216
All Christian	10%	(97)	22%	(219)	24%	(245)	44%	(448)	1008
All Non-Christian	19%	(19)	28%	(28)	26%	(26)	28%	(28)	102
Atheist	15%	(16)	25%	(26)	16%	(16)	45%	(46)	104
Agnostic/Nothing in particular	12%	(137)	23%	(251)	21%	(238)	44%	(490)	1116
Religious Non-Protestant/Catholic	18%	(22)	26%	(32)	26%	(32)	29%	(35)	122
Evangelical	11%	(69)	22%	(140)	24%	(154)	44%	(286)	649
Non-Evangelical	10%	(82)	22%	(187)	25%	(206)	43%	(360)	835
Community: Urban	11%	(61)	26%	(148)	25%	(142)	38%	(212)	563
Community: Suburban	13%	(142)	22%	(246)	22%	(243)	44%	(493)	1124
Community: Rural	10%	(64)	20%	(131)	22%	(140)	48%	(307)	642
Employ: Private Sector	16%	(113)	26%	(188)	21%	(154)	37%	(264)	718
Employ: Government	16%	(22)	26%	(35)	21%	(28)	37%	(50)	136
Employ: Self-Employed	10%	(19)	22%	(42)	26%	(49)	42%	(79)	189
Employ: Homemaker	11%	(21)	24%	(47)	18%	(36)	47%	(91)	195
Employ: Retired	4%	(20)	18%	(98)	27%	(147)	51%	(274)	539
Employ: Unemployed	9%	(22)	19%	(46)	17%	(41)	54%	(130)	240
Employ: Other	16%	(34)	20%	(42)	22%	(47)	43%	(91)	214
Military HH: Yes	8%	(31)	24%	(100)	27%	(111)	42%	(172)	414
Military HH: No	12%	(237)	22%	(425)	22%	(414)	44%	(840)	1915
RD/WT: Right Direction	10%	(90)	23%	(197)	23%	(202)	44%	(381)	871
RD/WT: Wrong Track	12%	(178)	22%	(327)	22%	(323)	43%	(631)	1458
Trump Job Approve	9%	(89)	21%	(198)	24%	(226)	45%	(424)	936
Trump Job Disapprove	14%	(171)	24%	(303)	21%	(269)	41%	(518)	1261

Continued on next page

Table HR2_6: How much have you seen, read or heard about the following?
The planned streaming service bundle from Disney that will include Disney+, Hulu and ESPN+

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	12%	(268)	23%	(524)	23%	(525)	43%	(1012)	2329
Trump Job Strongly Approve	8%	(39)	22%	(112)	23%	(116)	47%	(234)	501
Trump Job Somewhat Approve	12%	(50)	20%	(86)	25%	(110)	44%	(190)	435
Trump Job Somewhat Disapprove	12%	(38)	26%	(83)	21%	(66)	41%	(130)	318
Trump Job Strongly Disapprove	14%	(133)	23%	(220)	21%	(203)	41%	(387)	943
Favorable of Trump	10%	(89)	21%	(193)	24%	(217)	45%	(411)	910
Unfavorable of Trump	13%	(168)	24%	(308)	22%	(273)	41%	(518)	1267
Very Favorable of Trump	9%	(46)	21%	(114)	23%	(125)	47%	(254)	540
Somewhat Favorable of Trump	11%	(42)	21%	(78)	25%	(93)	42%	(157)	370
Somewhat Unfavorable of Trump	10%	(26)	26%	(70)	22%	(57)	42%	(112)	265
Very Unfavorable of Trump	14%	(142)	24%	(238)	21%	(215)	41%	(407)	1002
#1 Issue: Economy	14%	(84)	25%	(151)	22%	(129)	39%	(233)	597
#1 Issue: Security	8%	(36)	22%	(97)	24%	(106)	46%	(207)	447
#1 Issue: Health Care	13%	(52)	22%	(86)	27%	(106)	38%	(152)	396
#1 Issue: Medicare / Social Security	6%	(22)	18%	(64)	21%	(77)	54%	(196)	360
#1 Issue: Women's Issues	15%	(22)	24%	(35)	18%	(26)	42%	(61)	143
#1 Issue: Education	20%	(25)	21%	(27)	23%	(29)	35%	(44)	125
#1 Issue: Energy	13%	(18)	27%	(39)	20%	(28)	40%	(57)	141
#1 Issue: Other	7%	(8)	22%	(26)	19%	(23)	52%	(62)	119
2018 House Vote: Democrat	15%	(120)	25%	(196)	21%	(164)	39%	(309)	789
2018 House Vote: Republican	10%	(73)	22%	(157)	23%	(169)	45%	(324)	722
2018 House Vote: Someone else	9%	(10)	21%	(23)	38%	(41)	32%	(35)	109
2016 Vote: Hillary Clinton	14%	(103)	26%	(186)	20%	(147)	40%	(290)	726
2016 Vote: Donald Trump	8%	(62)	20%	(147)	25%	(183)	46%	(338)	730
2016 Vote: Other	17%	(32)	25%	(47)	23%	(42)	35%	(64)	184
2016 Vote: Didn't Vote	10%	(72)	21%	(145)	22%	(152)	46%	(316)	685
Voted in 2014: Yes	12%	(171)	23%	(326)	23%	(326)	41%	(573)	1395
Voted in 2014: No	10%	(97)	21%	(198)	21%	(199)	47%	(439)	934
2012 Vote: Barack Obama	14%	(120)	24%	(208)	22%	(185)	40%	(340)	854
2012 Vote: Mitt Romney	8%	(43)	22%	(124)	25%	(136)	45%	(249)	553
2012 Vote: Other	10%	(9)	12%	(10)	26%	(23)	52%	(46)	88
2012 Vote: Didn't Vote	11%	(94)	22%	(181)	22%	(179)	45%	(371)	825

Continued on next page

Table HR2_6: How much have you seen, read or heard about the following?

The planned streaming service bundle from Disney that will include Disney+, Hulu and ESPN+

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	12%	(268)	23%	(524)	23%	(525)	43%	(1012)	2329
4-Region: Northeast	13%	(54)	24%	(99)	23%	(98)	40%	(166)	417
4-Region: Midwest	11%	(55)	24%	(118)	22%	(109)	42%	(208)	489
4-Region: South	11%	(99)	22%	(193)	22%	(194)	44%	(387)	873
4-Region: West	11%	(60)	21%	(114)	23%	(124)	46%	(252)	550
Watch TV: Every day	15%	(173)	24%	(270)	22%	(250)	39%	(449)	1142
Watch TV: Several times per week	12%	(71)	25%	(146)	23%	(133)	40%	(234)	585
Watch TV: About once per week	8%	(13)	26%	(41)	28%	(44)	38%	(59)	157
Watch TV: Several times per month	4%	(4)	21%	(22)	28%	(29)	47%	(49)	104
Watch TV: About once per month	2%	(2)	22%	(17)	31%	(23)	45%	(34)	76
Watch TV: Less often than once per month	2%	(2)	18%	(17)	22%	(20)	57%	(51)	90
Watch TV: Never	1%	(3)	7%	(11)	14%	(25)	78%	(136)	175
Watch Movies: Every day	19%	(73)	24%	(94)	20%	(77)	38%	(150)	395
Watch Movies: Several times per week	17%	(99)	25%	(148)	23%	(140)	35%	(213)	600
Watch Movies: About once per week	10%	(38)	25%	(97)	23%	(87)	42%	(160)	383
Watch Movies: Several times per month	11%	(29)	26%	(72)	25%	(68)	38%	(105)	273
Watch Movies: About once per month	7%	(15)	25%	(57)	26%	(60)	42%	(96)	227
Watch Movies: Less often than once per month	3%	(8)	14%	(33)	25%	(60)	58%	(139)	240
Watch Movies: Never	2%	(5)	11%	(23)	16%	(33)	71%	(150)	211
Watch Sporting Events: Every day	27%	(44)	33%	(54)	19%	(30)	21%	(35)	164
Watch Sporting Events: Several times per week	13%	(56)	29%	(125)	26%	(109)	32%	(135)	426
Watch Sporting Events: About once per week	10%	(38)	24%	(86)	28%	(99)	38%	(136)	358
Watch Sporting Events: Several times per month	20%	(29)	23%	(34)	20%	(30)	37%	(54)	147
Watch Sporting Events: About once per month	9%	(12)	25%	(33)	28%	(37)	39%	(52)	133
Watch Sporting Events: Less often than once per month	9%	(31)	25%	(82)	24%	(81)	41%	(137)	331
Watch Sporting Events: Never	8%	(59)	14%	(110)	18%	(139)	60%	(462)	770
Cable TV: Currently subscribe	13%	(133)	24%	(254)	24%	(252)	39%	(412)	1051
Cable TV: Subscribed in past	12%	(97)	23%	(195)	23%	(192)	42%	(357)	842
Cable TV: Never subscribed	9%	(38)	17%	(75)	18%	(80)	56%	(243)	436
Satellite TV: Currently subscribe	15%	(79)	21%	(114)	24%	(126)	40%	(213)	532
Satellite TV: Subscribed in past	12%	(73)	27%	(169)	25%	(157)	37%	(231)	629
Satellite TV: Never subscribed	10%	(117)	21%	(242)	21%	(242)	49%	(568)	1168

Continued on next page

Table HR2_6: How much have you seen, read or heard about the following?
The planned streaming service bundle from Disney that will include Disney+, Hulu and ESPN+

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	12%	(268)	23%	(524)	23%	(525)	43%	(1012)	2329
Streaming Services: Currently subscribe	16%	(225)	26%	(370)	23%	(325)	35%	(504)	1424
Streaming Services: Subscribed in past	6%	(15)	25%	(62)	30%	(73)	39%	(95)	246
Streaming Services: Never subscribed	4%	(28)	14%	(91)	19%	(127)	63%	(413)	659
Film: An avid fan	20%	(159)	27%	(223)	20%	(161)	33%	(270)	814
Film: A casual fan	8%	(98)	21%	(257)	25%	(312)	46%	(567)	1234
Film: Not a fan	4%	(11)	16%	(44)	18%	(51)	62%	(175)	281
Television: An avid fan	17%	(190)	26%	(292)	21%	(236)	37%	(416)	1134
Television: A casual fan	7%	(75)	20%	(216)	25%	(264)	48%	(504)	1059
Television: Not a fan	2%	(3)	12%	(16)	18%	(25)	67%	(91)	136
Music: An avid fan	16%	(195)	24%	(284)	21%	(251)	40%	(477)	1207
Music: A casual fan	7%	(68)	22%	(221)	25%	(249)	45%	(447)	984
Music: Not a fan	4%	(6)	14%	(19)	18%	(25)	64%	(88)	138
Fashion: An avid fan	18%	(57)	26%	(80)	18%	(55)	38%	(119)	312
Fashion: A casual fan	12%	(119)	26%	(250)	25%	(237)	37%	(358)	964
Fashion: Not a fan	9%	(92)	18%	(193)	22%	(232)	51%	(536)	1053

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

Table HR3: Thinking about a TV show on a streaming service such as Netflix or HBO, which do you prefer most?

Demographic	All the episodes in a season released at once		A few episodes are released at the same time, with the rest of the season's episodes released weekly		Each episode in a season released once a week		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	49%	(1141)	14%	(319)	14%	(323)	23%	(546)	2329
Gender: Male	48%	(544)	14%	(154)	16%	(175)	22%	(251)	1124
Gender: Female	49%	(596)	14%	(165)	12%	(149)	24%	(295)	1205
Age: 18-29	61%	(286)	19%	(87)	8%	(37)	13%	(61)	471
Age: 30-44	59%	(352)	13%	(80)	11%	(65)	17%	(105)	601
Age: 45-54	46%	(180)	14%	(56)	18%	(69)	21%	(83)	388
Age: 55-64	40%	(163)	14%	(55)	17%	(71)	29%	(118)	407
Age: 65+	35%	(161)	9%	(40)	18%	(82)	39%	(179)	462
Generation Z: 18-22	53%	(105)	19%	(37)	7%	(14)	21%	(41)	197
Millennial: Age 23-38	63%	(411)	15%	(99)	10%	(66)	12%	(78)	654
Generation X: Age 39-54	49%	(301)	14%	(87)	15%	(91)	21%	(131)	609
Boomers: Age 55-73	38%	(289)	12%	(89)	17%	(133)	34%	(258)	769
PID: Dem (no lean)	51%	(404)	15%	(118)	15%	(118)	19%	(155)	794
PID: Ind (no lean)	48%	(406)	13%	(111)	13%	(107)	26%	(218)	842
PID: Rep (no lean)	48%	(330)	13%	(90)	14%	(98)	25%	(174)	693
PID/Gender: Dem Men	49%	(174)	15%	(53)	17%	(62)	19%	(69)	358
PID/Gender: Dem Women	53%	(230)	15%	(65)	13%	(56)	20%	(86)	436
PID/Gender: Ind Men	47%	(199)	13%	(54)	14%	(61)	25%	(107)	422
PID/Gender: Ind Women	49%	(207)	13%	(57)	11%	(46)	26%	(110)	420
PID/Gender: Rep Men	50%	(171)	14%	(47)	15%	(52)	22%	(75)	344
PID/Gender: Rep Women	46%	(159)	13%	(44)	13%	(46)	28%	(99)	348
Ideo: Liberal (1-3)	57%	(341)	14%	(86)	15%	(91)	14%	(84)	602
Ideo: Moderate (4)	48%	(276)	16%	(91)	13%	(77)	23%	(132)	576
Ideo: Conservative (5-7)	46%	(362)	14%	(109)	15%	(120)	26%	(204)	795
Educ: < College	47%	(753)	14%	(223)	14%	(231)	25%	(394)	1601
Educ: Bachelors degree	54%	(255)	13%	(60)	13%	(61)	20%	(94)	470
Educ: Post-grad	51%	(133)	14%	(35)	12%	(32)	23%	(58)	258

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Table HR3: Thinking about a TV show on a streaming service such as Netflix or HBO, which do you prefer most?

Demographic	All the episodes in a season released at once		A few episodes are released at the same time, with the rest of the season's episodes released weekly		Each episode in a season released once a week		Don't know / No opinion		Total N
Adults	49%	(1141)	14%	(319)	14%	(323)	23%	(546)	2329
Income: Under 50k	45%	(588)	13%	(169)	14%	(186)	27%	(350)	1293
Income: 50k-100k	53%	(389)	14%	(106)	13%	(96)	19%	(140)	731
Income: 100k+	54%	(163)	15%	(44)	13%	(41)	18%	(56)	304
Ethnicity: White	49%	(894)	12%	(220)	14%	(262)	25%	(448)	1823
Ethnicity: Hispanic	52%	(194)	22%	(81)	11%	(39)	15%	(56)	370
Ethnicity: Afr. Am.	48%	(140)	18%	(52)	14%	(41)	20%	(57)	290
Ethnicity: Other	50%	(108)	22%	(47)	9%	(20)	19%	(41)	216
All Christian	43%	(438)	14%	(138)	17%	(174)	26%	(258)	1008
All Non-Christian	58%	(59)	16%	(17)	10%	(10)	16%	(17)	102
Atheist	63%	(66)	14%	(15)	8%	(9)	14%	(15)	104
Agnostic/Nothing in particular	52%	(579)	13%	(149)	12%	(131)	23%	(257)	1116
Religious Non-Protestant/Catholic	56%	(69)	16%	(19)	11%	(13)	17%	(21)	122
Evangelical	43%	(277)	17%	(108)	15%	(100)	25%	(164)	649
Non-Evangelical	48%	(402)	12%	(102)	15%	(127)	24%	(204)	835
Community: Urban	45%	(252)	20%	(114)	14%	(80)	21%	(117)	563
Community: Suburban	51%	(575)	13%	(142)	13%	(149)	23%	(258)	1124
Community: Rural	49%	(314)	10%	(63)	15%	(95)	27%	(171)	642
Employ: Private Sector	56%	(402)	15%	(107)	14%	(102)	15%	(107)	718
Employ: Government	48%	(65)	19%	(26)	15%	(20)	18%	(24)	136
Employ: Self-Employed	56%	(105)	14%	(27)	11%	(21)	19%	(35)	189
Employ: Homemaker	54%	(105)	17%	(33)	9%	(17)	20%	(39)	195
Employ: Retired	36%	(195)	10%	(54)	17%	(91)	37%	(199)	539
Employ: Unemployed	47%	(114)	11%	(27)	11%	(27)	30%	(73)	240
Employ: Other	45%	(97)	15%	(32)	14%	(30)	26%	(55)	214
Military HH: Yes	44%	(181)	15%	(63)	17%	(69)	24%	(100)	414
Military HH: No	50%	(960)	13%	(256)	13%	(254)	23%	(446)	1915
RD/WT: Right Direction	45%	(393)	15%	(130)	14%	(123)	26%	(224)	871
RD/WT: Wrong Track	51%	(748)	13%	(189)	14%	(200)	22%	(322)	1458

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Table HR3: Thinking about a TV show on a streaming service such as Netflix or HBO, which do you prefer most?

Demographic	All the episodes in a season released at once		A few episodes are released at the same time, with the rest of the season's episodes released weekly		Each episode in a season released once a week		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	49%	(1141)	14%	(319)	14%	(323)	23%	(546)	2329
Trump Job Approve	46%	(434)	14%	(129)	15%	(143)	25%	(230)	936
Trump Job Disapprove	51%	(644)	14%	(182)	14%	(174)	21%	(261)	1261
Trump Job Strongly Approve	46%	(230)	12%	(62)	16%	(78)	26%	(131)	501
Trump Job Somewhat Approve	47%	(205)	15%	(67)	15%	(65)	23%	(99)	435
Trump Job Somewhat Disapprove	52%	(164)	13%	(42)	16%	(51)	19%	(60)	318
Trump Job Strongly Disapprove	51%	(480)	15%	(139)	13%	(123)	21%	(201)	943
Favorable of Trump	48%	(433)	14%	(123)	15%	(137)	24%	(217)	910
Unfavorable of Trump	52%	(654)	14%	(182)	14%	(174)	20%	(257)	1267
Very Favorable of Trump	46%	(246)	13%	(71)	15%	(80)	26%	(143)	540
Somewhat Favorable of Trump	51%	(187)	14%	(52)	15%	(57)	20%	(75)	370
Somewhat Unfavorable of Trump	48%	(127)	13%	(35)	17%	(44)	22%	(59)	265
Very Unfavorable of Trump	53%	(527)	15%	(148)	13%	(130)	20%	(197)	1002
#1 Issue: Economy	57%	(342)	14%	(82)	11%	(67)	18%	(106)	597
#1 Issue: Security	41%	(183)	15%	(65)	17%	(76)	27%	(122)	447
#1 Issue: Health Care	51%	(202)	17%	(66)	15%	(58)	18%	(70)	396
#1 Issue: Medicare / Social Security	35%	(125)	11%	(40)	20%	(71)	35%	(125)	360
#1 Issue: Women's Issues	55%	(79)	11%	(16)	10%	(14)	23%	(34)	143
#1 Issue: Education	61%	(76)	14%	(17)	6%	(8)	19%	(24)	125
#1 Issue: Energy	56%	(79)	18%	(25)	12%	(17)	14%	(20)	141
#1 Issue: Other	46%	(55)	6%	(8)	10%	(12)	37%	(44)	119
2018 House Vote: Democrat	50%	(394)	15%	(122)	14%	(113)	20%	(161)	789
2018 House Vote: Republican	46%	(330)	12%	(90)	16%	(114)	26%	(188)	722
2018 House Vote: Someone else	50%	(54)	21%	(23)	10%	(11)	19%	(21)	109
2016 Vote: Hillary Clinton	51%	(367)	15%	(110)	15%	(109)	19%	(140)	726
2016 Vote: Donald Trump	47%	(340)	12%	(90)	15%	(107)	26%	(192)	730
2016 Vote: Other	52%	(96)	16%	(30)	13%	(24)	19%	(34)	184
2016 Vote: Didn't Vote	49%	(336)	13%	(89)	12%	(84)	26%	(176)	685

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Table HR3: Thinking about a TV show on a streaming service such as Netflix or HBO, which do you prefer most?

Demographic	All the episodes in a season released at once		A few episodes are released at the same time, with the rest of the season's episodes released weekly		Each episode in a season released once a week		Don't know / No opinion		Total N
Adults	49%	(1141)	14%	(319)	14%	(323)	23%	(546)	2329
Voted in 2014: Yes	47%	(656)	14%	(201)	16%	(219)	23%	(319)	1395
Voted in 2014: No	52%	(484)	13%	(117)	11%	(105)	24%	(227)	934
2012 Vote: Barack Obama	50%	(426)	16%	(139)	14%	(120)	20%	(168)	854
2012 Vote: Mitt Romney	43%	(238)	11%	(61)	17%	(93)	29%	(160)	553
2012 Vote: Other	52%	(46)	11%	(10)	17%	(15)	19%	(17)	88
2012 Vote: Didn't Vote	52%	(427)	13%	(107)	11%	(94)	24%	(197)	825
4-Region: Northeast	49%	(202)	14%	(60)	18%	(73)	19%	(81)	417
4-Region: Midwest	48%	(236)	12%	(61)	11%	(54)	28%	(138)	489
4-Region: South	49%	(428)	15%	(131)	14%	(119)	22%	(195)	873
4-Region: West	50%	(275)	12%	(67)	14%	(77)	24%	(132)	550
Watch TV: Every day	54%	(617)	13%	(146)	14%	(156)	20%	(223)	1142
Watch TV: Several times per week	53%	(309)	16%	(91)	14%	(82)	18%	(103)	585
Watch TV: About once per week	49%	(77)	10%	(16)	18%	(29)	22%	(35)	157
Watch TV: Several times per month	51%	(53)	14%	(15)	13%	(13)	22%	(23)	104
Watch TV: About once per month	26%	(20)	27%	(20)	16%	(12)	32%	(24)	76
Watch TV: Less often than once per month	32%	(28)	18%	(16)	12%	(11)	38%	(34)	90
Watch TV: Never	21%	(37)	8%	(14)	12%	(21)	59%	(104)	175
Watch Movies: Every day	62%	(244)	13%	(52)	11%	(42)	14%	(57)	395
Watch Movies: Several times per week	60%	(359)	15%	(88)	12%	(74)	13%	(79)	600
Watch Movies: About once per week	51%	(196)	14%	(54)	12%	(44)	23%	(88)	383
Watch Movies: Several times per month	49%	(134)	18%	(48)	17%	(47)	16%	(45)	273
Watch Movies: About once per month	42%	(95)	9%	(22)	18%	(41)	31%	(69)	227
Watch Movies: Less often than once per month	27%	(65)	16%	(37)	22%	(52)	36%	(86)	240
Watch Movies: Never	23%	(48)	9%	(18)	11%	(23)	58%	(122)	211

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Table HR3: Thinking about a TV show on a streaming service such as Netflix or HBO, which do you prefer most?

Demographic	All the episodes in a season released at once		A few episodes are released at the same time, with the rest of the season's episodes released weekly		Each episode in a season released once a week		Don't know / No opinion		Total N
Adults	49%	(1141)	14%	(319)	14%	(323)	23%	(546)	2329
Watch Sporting Events: Every day	53%	(87)	11%	(18)	19%	(30)	18%	(29)	164
Watch Sporting Events: Several times per week	50%	(214)	15%	(66)	16%	(68)	18%	(77)	426
Watch Sporting Events: About once per week	50%	(180)	14%	(50)	17%	(59)	19%	(69)	358
Watch Sporting Events: Several times per month	52%	(76)	18%	(27)	13%	(19)	17%	(26)	147
Watch Sporting Events: About once per month	52%	(69)	17%	(22)	10%	(13)	21%	(28)	133
Watch Sporting Events: Less often than once per month	51%	(170)	16%	(52)	11%	(35)	22%	(74)	331
Watch Sporting Events: Never	45%	(345)	11%	(85)	13%	(98)	31%	(243)	770
Cable TV: Currently subscribe	47%	(494)	15%	(162)	15%	(162)	22%	(233)	1051
Cable TV: Subscribed in past	53%	(450)	13%	(112)	13%	(112)	20%	(167)	842
Cable TV: Never subscribed	45%	(197)	10%	(45)	11%	(48)	33%	(146)	436
Satellite TV: Currently subscribe	49%	(261)	12%	(65)	14%	(73)	25%	(132)	532
Satellite TV: Subscribed in past	55%	(344)	15%	(97)	13%	(80)	17%	(107)	629
Satellite TV: Never subscribed	46%	(536)	13%	(156)	15%	(169)	26%	(307)	1168
Streaming Services: Currently subscribe	63%	(893)	15%	(216)	12%	(165)	11%	(151)	1424
Streaming Services: Subscribed in past	41%	(100)	19%	(47)	19%	(47)	21%	(51)	246
Streaming Services: Never subscribed	22%	(148)	9%	(56)	17%	(112)	52%	(343)	659
Film: An avid fan	60%	(489)	17%	(138)	11%	(90)	12%	(98)	814
Film: A casual fan	47%	(578)	12%	(150)	16%	(195)	25%	(312)	1234
Film: Not a fan	27%	(75)	11%	(32)	13%	(38)	49%	(137)	281
Television: An avid fan	53%	(604)	14%	(163)	14%	(160)	18%	(207)	1134
Television: A casual fan	46%	(487)	13%	(142)	14%	(146)	27%	(285)	1059
Television: Not a fan	37%	(51)	10%	(13)	13%	(18)	40%	(54)	136
Music: An avid fan	53%	(643)	15%	(179)	14%	(175)	17%	(210)	1207
Music: A casual fan	46%	(457)	13%	(126)	13%	(125)	28%	(276)	984
Music: Not a fan	29%	(41)	10%	(14)	17%	(23)	44%	(60)	138
Fashion: An avid fan	56%	(174)	19%	(59)	11%	(34)	14%	(45)	312
Fashion: A casual fan	53%	(513)	14%	(136)	13%	(129)	19%	(185)	964
Fashion: Not a fan	43%	(454)	12%	(123)	15%	(160)	30%	(316)	1053

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

Table HR4: When watching a TV show on a streaming service such as Netflix or HBO, which do you prefer most?

Demographic	Watching all the episodes in a season at once		Watching a few episodes at the same time, and then watching one episode a week		Watching one episode in a season at a time, as each new episode is released weekly		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	44%	(1015)	21%	(488)	15%	(340)	21%	(486)	2329
Gender: Male	41%	(459)	23%	(261)	16%	(175)	20%	(229)	1124
Gender: Female	46%	(555)	19%	(227)	14%	(165)	21%	(257)	1205
Age: 18-29	58%	(271)	22%	(102)	9%	(41)	12%	(57)	471
Age: 30-44	53%	(318)	22%	(132)	10%	(62)	15%	(89)	601
Age: 45-54	45%	(175)	20%	(77)	17%	(64)	19%	(73)	388
Age: 55-64	33%	(134)	22%	(91)	19%	(78)	25%	(103)	407
Age: 65+	25%	(117)	19%	(86)	20%	(94)	35%	(164)	462
Generation Z: 18-22	55%	(109)	14%	(27)	11%	(21)	20%	(39)	197
Millennial: Age 23-38	57%	(372)	25%	(167)	8%	(52)	10%	(63)	654
Generation X: Age 39-54	46%	(282)	19%	(117)	15%	(94)	19%	(116)	609
Boomers: Age 55-73	29%	(226)	21%	(161)	20%	(151)	30%	(230)	769
PID: Dem (no lean)	44%	(348)	23%	(186)	16%	(131)	16%	(129)	794
PID: Ind (no lean)	45%	(380)	20%	(168)	12%	(99)	23%	(194)	842
PID: Rep (no lean)	41%	(287)	19%	(134)	16%	(110)	23%	(162)	693
PID/Gender: Dem Men	40%	(144)	27%	(96)	17%	(60)	16%	(58)	358
PID/Gender: Dem Women	47%	(204)	21%	(91)	16%	(71)	16%	(71)	436
PID/Gender: Ind Men	40%	(169)	23%	(96)	14%	(58)	23%	(99)	422
PID/Gender: Ind Women	50%	(211)	17%	(72)	10%	(41)	23%	(96)	420
PID/Gender: Rep Men	43%	(146)	20%	(69)	17%	(57)	21%	(72)	344
PID/Gender: Rep Women	40%	(140)	19%	(65)	15%	(53)	26%	(90)	348
Ideo: Liberal (1-3)	48%	(288)	27%	(160)	15%	(90)	11%	(64)	602
Ideo: Moderate (4)	40%	(230)	24%	(137)	16%	(93)	20%	(116)	576
Ideo: Conservative (5-7)	42%	(333)	19%	(147)	16%	(130)	23%	(185)	795
Educ: < College	43%	(690)	20%	(318)	15%	(237)	22%	(355)	1601
Educ: Bachelors degree	44%	(206)	24%	(113)	15%	(69)	17%	(81)	470
Educ: Post-grad	46%	(118)	22%	(57)	13%	(34)	19%	(49)	258

Continued on next page

Table HR4: When watching a TV show on a streaming service such as Netflix or HBO, which do you prefer most?

Demographic	Watching all the episodes in a season at once		Watching a few episodes at the same time, and then watching one episode a week		Watching one episode in a season at a time, as each new episode is released weekly		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	44%	(1015)	21%	(488)	15%	(340)	21%	(486)	2329
Income: Under 50k	43%	(557)	17%	(225)	15%	(193)	25%	(318)	1293
Income: 50k-100k	44%	(321)	25%	(183)	15%	(109)	16%	(118)	731
Income: 100k+	45%	(137)	26%	(80)	12%	(38)	16%	(50)	304
Ethnicity: White	43%	(777)	21%	(381)	15%	(268)	22%	(396)	1823
Ethnicity: Hispanic	50%	(184)	22%	(82)	16%	(61)	12%	(43)	370
Ethnicity: Afr. Am.	46%	(134)	20%	(57)	17%	(49)	17%	(50)	290
Ethnicity: Other	48%	(103)	23%	(49)	11%	(24)	18%	(39)	216
All Christian	39%	(389)	21%	(207)	19%	(187)	22%	(224)	1008
All Non-Christian	54%	(55)	21%	(21)	11%	(12)	14%	(14)	102
Atheist	59%	(61)	27%	(29)	4%	(5)	9%	(9)	104
Agnostic/Nothing in particular	46%	(509)	21%	(231)	12%	(137)	21%	(238)	1116
Religious Non-Protestant/Catholic	52%	(63)	21%	(26)	13%	(16)	14%	(17)	122
Evangelical	39%	(256)	22%	(140)	18%	(115)	21%	(138)	649
Non-Evangelical	41%	(346)	21%	(176)	16%	(137)	21%	(177)	835
Community: Urban	43%	(242)	24%	(136)	15%	(83)	18%	(103)	563
Community: Suburban	44%	(491)	21%	(231)	15%	(165)	21%	(237)	1124
Community: Rural	44%	(282)	19%	(122)	14%	(92)	23%	(146)	642
Employ: Private Sector	47%	(341)	25%	(182)	14%	(103)	13%	(93)	718
Employ: Government	45%	(61)	20%	(27)	17%	(23)	18%	(25)	136
Employ: Self-Employed	51%	(96)	20%	(37)	14%	(26)	16%	(30)	189
Employ: Homemaker	54%	(105)	22%	(43)	10%	(19)	15%	(29)	195
Employ: Retired	31%	(165)	16%	(89)	20%	(107)	33%	(178)	539
Employ: Unemployed	38%	(92)	21%	(51)	12%	(28)	29%	(69)	240
Employ: Other	46%	(98)	18%	(39)	14%	(30)	22%	(48)	214
Military HH: Yes	39%	(160)	23%	(94)	16%	(66)	23%	(94)	414
Military HH: No	45%	(855)	21%	(394)	14%	(275)	20%	(391)	1915
RD/WT: Right Direction	41%	(358)	20%	(172)	15%	(130)	24%	(211)	871
RD/WT: Wrong Track	45%	(657)	22%	(316)	14%	(210)	19%	(275)	1458

Continued on next page

Table HR4: When watching a TV show on a streaming service such as Netflix or HBO, which do you prefer most?

Demographic	Watching all the episodes in a season at once		Watching a few episodes at the same time, and then watching one episode a week		Watching one episode in a season at a time, as each new episode is released weekly		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	44%	(1015)	21%	(488)	15%	(340)	21%	(486)	2329
Trump Job Approve	41%	(381)	21%	(192)	16%	(148)	23%	(215)	936
Trump Job Disapprove	46%	(579)	22%	(281)	15%	(184)	17%	(217)	1261
Trump Job Strongly Approve	40%	(203)	20%	(98)	15%	(74)	25%	(126)	501
Trump Job Somewhat Approve	41%	(178)	22%	(94)	17%	(74)	20%	(89)	435
Trump Job Somewhat Disapprove	44%	(141)	23%	(73)	16%	(51)	17%	(53)	318
Trump Job Strongly Disapprove	46%	(437)	22%	(208)	14%	(133)	17%	(164)	943
Favorable of Trump	43%	(387)	20%	(182)	16%	(141)	22%	(200)	910
Unfavorable of Trump	45%	(572)	23%	(289)	15%	(189)	17%	(216)	1267
Very Favorable of Trump	43%	(230)	17%	(94)	16%	(87)	24%	(130)	540
Somewhat Favorable of Trump	42%	(157)	24%	(88)	15%	(55)	19%	(70)	370
Somewhat Unfavorable of Trump	40%	(107)	20%	(54)	18%	(49)	21%	(56)	265
Very Unfavorable of Trump	46%	(465)	24%	(236)	14%	(140)	16%	(161)	1002
#1 Issue: Economy	51%	(304)	22%	(132)	10%	(58)	17%	(103)	597
#1 Issue: Security	36%	(161)	22%	(98)	19%	(86)	23%	(102)	447
#1 Issue: Health Care	45%	(178)	22%	(87)	18%	(72)	15%	(60)	396
#1 Issue: Medicare / Social Security	31%	(110)	18%	(63)	21%	(75)	31%	(112)	360
#1 Issue: Women's Issues	53%	(76)	17%	(24)	8%	(11)	22%	(32)	143
#1 Issue: Education	56%	(70)	19%	(23)	8%	(10)	17%	(21)	125
#1 Issue: Energy	49%	(69)	30%	(42)	10%	(13)	12%	(17)	141
#1 Issue: Other	39%	(47)	16%	(19)	13%	(15)	31%	(37)	119
2018 House Vote: Democrat	45%	(352)	24%	(187)	16%	(124)	16%	(126)	789
2018 House Vote: Republican	40%	(288)	20%	(143)	16%	(117)	24%	(174)	722
2018 House Vote: Someone else	43%	(47)	22%	(24)	14%	(15)	21%	(22)	109
2016 Vote: Hillary Clinton	44%	(320)	24%	(172)	16%	(119)	16%	(115)	726
2016 Vote: Donald Trump	39%	(286)	20%	(145)	16%	(116)	25%	(183)	730
2016 Vote: Other	48%	(88)	22%	(41)	15%	(27)	15%	(28)	184
2016 Vote: Didn't Vote	47%	(321)	19%	(130)	11%	(78)	23%	(155)	685

Continued on next page

Table HR4: When watching a TV show on a streaming service such as Netflix or HBO, which do you prefer most?

Demographic	Watching all the episodes in a season at once		Watching a few episodes at the same time, and then watching one episode a week		Watching one episode in a season at a time, as each new episode is released weekly		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	44%	(1015)	21%	(488)	15%	(340)	21%	(486)	2329
Voted in 2014: Yes	40%	(561)	23%	(317)	17%	(235)	20%	(283)	1395
Voted in 2014: No	49%	(454)	18%	(171)	11%	(105)	22%	(203)	934
2012 Vote: Barack Obama	43%	(370)	24%	(207)	16%	(135)	17%	(142)	854
2012 Vote: Mitt Romney	37%	(202)	20%	(112)	18%	(97)	26%	(142)	553
2012 Vote: Other	42%	(37)	18%	(16)	16%	(14)	24%	(21)	88
2012 Vote: Didn't Vote	49%	(403)	18%	(152)	11%	(93)	21%	(177)	825
4-Region: Northeast	44%	(185)	22%	(91)	15%	(64)	18%	(76)	417
4-Region: Midwest	41%	(202)	23%	(115)	12%	(57)	24%	(115)	489
4-Region: South	44%	(384)	20%	(176)	15%	(135)	20%	(178)	873
4-Region: West	44%	(244)	19%	(106)	15%	(84)	21%	(116)	550
Watch TV: Every day	48%	(547)	21%	(238)	15%	(167)	17%	(190)	1142
Watch TV: Several times per week	46%	(267)	24%	(140)	15%	(86)	16%	(92)	585
Watch TV: About once per week	44%	(70)	21%	(33)	15%	(24)	19%	(30)	157
Watch TV: Several times per month	40%	(42)	17%	(18)	21%	(21)	21%	(22)	104
Watch TV: About once per month	36%	(27)	29%	(22)	12%	(9)	24%	(18)	76
Watch TV: Less often than once per month	34%	(30)	17%	(16)	17%	(16)	32%	(28)	90
Watch TV: Never	18%	(31)	12%	(22)	10%	(18)	60%	(105)	175
Watch Movies: Every day	59%	(234)	18%	(73)	9%	(37)	13%	(51)	395
Watch Movies: Several times per week	53%	(318)	23%	(138)	12%	(74)	12%	(71)	600
Watch Movies: About once per week	44%	(167)	23%	(88)	14%	(53)	20%	(75)	383
Watch Movies: Several times per month	41%	(111)	24%	(66)	21%	(58)	14%	(38)	273
Watch Movies: About once per month	36%	(81)	22%	(51)	17%	(39)	25%	(57)	227
Watch Movies: Less often than once per month	27%	(65)	22%	(53)	20%	(49)	30%	(73)	240
Watch Movies: Never	18%	(39)	9%	(19)	15%	(31)	58%	(122)	211

Continued on next page

Table HR4: When watching a TV show on a streaming service such as Netflix or HBO, which do you prefer most?

Demographic	Watching all the episodes in a season at once		Watching a few episodes at the same time, and then watching one episode a week		Watching one episode in a season at a time, as each new episode is released weekly		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	44%	(1015)	21%	(488)	15%	(340)	21%	(486)	2329
Watch Sporting Events: Every day	45%	(73)	20%	(32)	18%	(30)	17%	(28)	164
Watch Sporting Events: Several times per week	42%	(179)	26%	(109)	16%	(67)	17%	(70)	426
Watch Sporting Events: About once per week	39%	(141)	26%	(92)	18%	(64)	17%	(61)	358
Watch Sporting Events: Several times per month	44%	(65)	25%	(36)	14%	(21)	17%	(24)	147
Watch Sporting Events: About once per month	44%	(58)	23%	(31)	11%	(14)	22%	(29)	133
Watch Sporting Events: Less often than once per month	50%	(166)	21%	(68)	13%	(44)	16%	(54)	331
Watch Sporting Events: Never	43%	(332)	15%	(119)	13%	(101)	28%	(218)	770
Cable TV: Currently subscribe	41%	(435)	22%	(226)	16%	(172)	21%	(217)	1051
Cable TV: Subscribed in past	48%	(406)	21%	(180)	14%	(115)	17%	(141)	842
Cable TV: Never subscribed	40%	(175)	19%	(81)	12%	(53)	29%	(128)	436
Satellite TV: Currently subscribe	42%	(223)	22%	(117)	16%	(84)	20%	(108)	532
Satellite TV: Subscribed in past	48%	(301)	23%	(143)	15%	(96)	14%	(88)	629
Satellite TV: Never subscribed	42%	(491)	20%	(228)	14%	(160)	25%	(289)	1168
Streaming Services: Currently subscribe	55%	(779)	25%	(351)	12%	(172)	9%	(123)	1424
Streaming Services: Subscribed in past	41%	(100)	24%	(60)	20%	(48)	16%	(38)	246
Streaming Services: Never subscribed	21%	(137)	12%	(78)	18%	(120)	49%	(325)	659
Film: An avid fan	55%	(448)	24%	(194)	11%	(86)	11%	(87)	814
Film: A casual fan	39%	(487)	22%	(268)	16%	(197)	23%	(282)	1234
Film: Not a fan	28%	(80)	9%	(26)	21%	(58)	42%	(117)	281
Television: An avid fan	48%	(544)	20%	(231)	15%	(172)	16%	(187)	1134
Television: A casual fan	40%	(422)	23%	(244)	14%	(145)	24%	(249)	1059
Television: Not a fan	36%	(49)	10%	(13)	17%	(24)	36%	(49)	136
Music: An avid fan	49%	(596)	22%	(260)	13%	(163)	16%	(188)	1207
Music: A casual fan	39%	(381)	22%	(216)	15%	(150)	24%	(237)	984
Music: Not a fan	27%	(38)	9%	(12)	20%	(28)	44%	(60)	138
Fashion: An avid fan	53%	(166)	20%	(63)	15%	(45)	12%	(37)	312
Fashion: A casual fan	47%	(452)	22%	(210)	14%	(139)	17%	(164)	964
Fashion: Not a fan	38%	(397)	20%	(215)	15%	(156)	27%	(285)	1053

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

Table HR5_1: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?*
Discounted membership to other streaming services

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	28% (646)	32% (750)	10% (233)	11% (247)	19% (454)	2329
Gender: Male	26% (298)	36% (399)	12% (134)	10% (110)	16% (183)	1124
Gender: Female	29% (348)	29% (351)	8% (99)	11% (137)	22% (270)	1205
Age: 18-29	43% (203)	27% (129)	7% (33)	4% (20)	18% (87)	471
Age: 30-44	36% (218)	33% (200)	6% (39)	6% (38)	18% (107)	601
Age: 45-54	26% (102)	35% (134)	12% (46)	8% (32)	19% (74)	388
Age: 55-64	18% (72)	33% (134)	14% (57)	15% (61)	20% (83)	407
Age: 65+	11% (51)	33% (153)	13% (59)	21% (95)	22% (104)	462
Generation Z: 18-22	38% (74)	23% (45)	8% (17)	5% (9)	27% (52)	197
Millennial: Age 23-38	43% (282)	32% (210)	5% (36)	5% (31)	14% (95)	654
Generation X: Age 39-54	27% (167)	34% (207)	11% (65)	8% (50)	20% (121)	609
Boomers: Age 55-73	15% (116)	33% (256)	13% (97)	17% (134)	22% (166)	769
PID: Dem (no lean)	31% (247)	32% (251)	8% (66)	11% (85)	18% (146)	794
PID: Ind (no lean)	26% (223)	32% (273)	11% (89)	9% (75)	22% (181)	842
PID: Rep (no lean)	26% (177)	33% (226)	11% (78)	12% (87)	18% (126)	693
PID/Gender: Dem Men	31% (112)	34% (120)	11% (40)	10% (34)	14% (51)	358
PID/Gender: Dem Women	31% (135)	30% (131)	6% (26)	12% (50)	22% (95)	436
PID/Gender: Ind Men	26% (108)	36% (151)	12% (52)	9% (38)	17% (72)	422
PID/Gender: Ind Women	27% (114)	29% (122)	9% (37)	9% (37)	26% (110)	420
PID/Gender: Rep Men	22% (77)	37% (128)	12% (41)	11% (37)	18% (60)	344
PID/Gender: Rep Women	28% (99)	28% (98)	10% (36)	14% (49)	19% (66)	348
Ideo: Liberal (1-3)	34% (205)	36% (218)	10% (58)	7% (44)	13% (76)	602
Ideo: Moderate (4)	28% (162)	36% (207)	10% (57)	10% (58)	16% (92)	576
Ideo: Conservative (5-7)	24% (189)	32% (253)	12% (98)	13% (102)	19% (154)	795
Educ: < College	29% (457)	29% (465)	10% (155)	11% (180)	22% (345)	1601
Educ: Bachelors degree	25% (119)	40% (187)	11% (53)	8% (39)	15% (72)	470
Educ: Post-grad	27% (71)	38% (98)	10% (26)	11% (28)	14% (36)	258

Continued on next page

Table HR5_1: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Discounted membership to other streaming services

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	28% (646)	32% (750)	10% (233)	11% (247)	19% (454)	2329
Income: Under 50k	27% (343)	27% (355)	10% (124)	13% (164)	24% (306)	1293
Income: 50k-100k	29% (210)	37% (273)	11% (79)	8% (61)	15% (109)	731
Income: 100k+	30% (93)	40% (122)	10% (30)	7% (22)	13% (38)	304
Ethnicity: White	26% (480)	34% (614)	10% (190)	11% (198)	19% (341)	1823
Ethnicity: Hispanic	34% (124)	31% (115)	11% (39)	7% (27)	17% (64)	370
Ethnicity: Afr. Am.	35% (101)	24% (70)	9% (26)	10% (29)	22% (64)	290
Ethnicity: Other	30% (65)	30% (65)	8% (18)	9% (20)	23% (49)	216
All Christian	22% (222)	37% (368)	12% (121)	11% (111)	18% (186)	1008
All Non-Christian	35% (36)	30% (30)	10% (10)	8% (8)	17% (17)	102
Atheist	34% (35)	41% (43)	9% (9)	6% (6)	10% (11)	104
Agnostic/Nothing in particular	32% (353)	28% (309)	8% (92)	11% (121)	21% (240)	1116
Religious Non-Protestant/Catholic	35% (43)	32% (39)	11% (13)	7% (8)	16% (19)	122
Evangelical	28% (179)	31% (200)	11% (68)	11% (73)	20% (128)	649
Non-Evangelical	23% (195)	35% (295)	10% (83)	12% (99)	20% (164)	835
Community: Urban	25% (143)	33% (184)	11% (62)	10% (57)	21% (117)	563
Community: Suburban	29% (323)	34% (382)	10% (115)	10% (112)	17% (192)	1124
Community: Rural	28% (180)	29% (184)	9% (56)	12% (78)	22% (144)	642
Employ: Private Sector	33% (240)	35% (252)	10% (75)	8% (55)	14% (97)	718
Employ: Government	32% (44)	38% (52)	14% (19)	7% (9)	9% (12)	136
Employ: Self-Employed	29% (54)	37% (71)	7% (13)	9% (17)	18% (34)	189
Employ: Homemaker	34% (66)	30% (58)	11% (21)	7% (14)	18% (36)	195
Employ: Retired	13% (69)	32% (170)	12% (67)	19% (104)	24% (129)	539
Employ: Unemployed	21% (51)	35% (83)	6% (15)	10% (24)	28% (67)	240
Employ: Other	37% (79)	20% (42)	7% (15)	8% (17)	28% (60)	214
Military HH: Yes	24% (99)	36% (150)	11% (44)	10% (42)	19% (79)	414
Military HH: No	29% (547)	31% (600)	10% (189)	11% (205)	20% (375)	1915
RD/WT: Right Direction	26% (228)	30% (260)	12% (104)	11% (96)	21% (183)	871
RD/WT: Wrong Track	29% (418)	34% (490)	9% (129)	10% (150)	19% (271)	1458

Continued on next page

Table HR5_1: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?*
Discounted membership to other streaming services

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	28% (646)	32% (750)	10% (233)	11% (247)	19% (454)	2329
Trump Job Approve	26% (245)	32% (301)	12% (109)	11% (106)	19% (175)	936
Trump Job Disapprove	30% (377)	33% (419)	9% (113)	11% (134)	17% (217)	1261
Trump Job Strongly Approve	24% (118)	30% (150)	12% (62)	12% (62)	22% (109)	501
Trump Job Somewhat Approve	29% (127)	35% (151)	11% (47)	10% (45)	15% (66)	435
Trump Job Somewhat Disapprove	31% (98)	35% (111)	8% (24)	11% (34)	16% (50)	318
Trump Job Strongly Disapprove	30% (280)	33% (308)	9% (89)	11% (100)	18% (167)	943
Favorable of Trump	27% (248)	31% (286)	12% (110)	11% (104)	18% (163)	910
Unfavorable of Trump	30% (374)	35% (440)	8% (108)	11% (134)	17% (211)	1267
Very Favorable of Trump	27% (145)	28% (150)	12% (67)	12% (66)	21% (112)	540
Somewhat Favorable of Trump	28% (102)	37% (136)	12% (43)	10% (37)	14% (51)	370
Somewhat Unfavorable of Trump	25% (67)	39% (103)	6% (17)	10% (28)	19% (51)	265
Very Unfavorable of Trump	31% (307)	34% (338)	9% (91)	11% (106)	16% (160)	1002
#1 Issue: Economy	32% (191)	36% (212)	9% (54)	8% (47)	15% (92)	597
#1 Issue: Security	26% (115)	29% (130)	10% (45)	14% (63)	21% (94)	447
#1 Issue: Health Care	29% (115)	36% (141)	11% (44)	7% (27)	17% (69)	396
#1 Issue: Medicare / Social Security	16% (59)	32% (114)	13% (46)	16% (57)	23% (85)	360
#1 Issue: Women's Issues	33% (47)	25% (36)	8% (11)	9% (13)	25% (36)	143
#1 Issue: Education	35% (44)	31% (38)	7% (9)	9% (12)	18% (22)	125
#1 Issue: Energy	33% (47)	30% (42)	6% (8)	10% (13)	22% (31)	141
#1 Issue: Other	23% (27)	31% (36)	13% (15)	13% (15)	21% (25)	119
2018 House Vote: Democrat	31% (243)	34% (266)	9% (73)	10% (82)	16% (125)	789
2018 House Vote: Republican	23% (169)	34% (249)	12% (88)	12% (90)	17% (126)	722
2018 House Vote: Someone else	26% (28)	33% (35)	12% (13)	8% (9)	21% (23)	109
2016 Vote: Hillary Clinton	29% (207)	35% (256)	10% (70)	10% (74)	16% (119)	726
2016 Vote: Donald Trump	24% (177)	33% (238)	12% (84)	14% (102)	18% (129)	730
2016 Vote: Other	29% (53)	41% (76)	11% (20)	6% (11)	13% (24)	184
2016 Vote: Didn't Vote	30% (209)	26% (179)	9% (58)	9% (60)	26% (178)	685
Voted in 2014: Yes	26% (369)	34% (477)	11% (156)	12% (162)	16% (230)	1395
Voted in 2014: No	30% (277)	29% (273)	8% (76)	9% (85)	24% (223)	934

Continued on next page

Table HR5_1: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?*
Discounted membership to other streaming services

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	28% (646)	32% (750)	10% (233)	11% (247)	19% (454)	2329
2012 Vote: Barack Obama	31% (265)	33% (285)	9% (79)	11% (91)	16% (134)	854
2012 Vote: Mitt Romney	21% (117)	34% (190)	13% (74)	14% (77)	17% (94)	553
2012 Vote: Other	17% (15)	39% (34)	11% (10)	7% (6)	25% (22)	88
2012 Vote: Didn't Vote	30% (247)	29% (238)	9% (70)	9% (71)	24% (199)	825
4-Region: Northeast	28% (117)	34% (141)	11% (46)	8% (35)	19% (78)	417
4-Region: Midwest	25% (123)	34% (167)	10% (48)	13% (63)	18% (88)	489
4-Region: South	29% (249)	31% (274)	10% (89)	10% (88)	20% (174)	873
4-Region: West	28% (157)	31% (169)	9% (50)	11% (61)	21% (114)	550
Watch TV: Every day	35% (400)	32% (365)	8% (91)	9% (99)	16% (187)	1142
Watch TV: Several times per week	24% (139)	40% (232)	11% (62)	9% (51)	17% (101)	585
Watch TV: About once per week	23% (37)	36% (57)	14% (22)	11% (17)	15% (24)	157
Watch TV: Several times per month	24% (25)	27% (28)	15% (15)	9% (10)	25% (26)	104
Watch TV: About once per month	13% (10)	38% (29)	17% (13)	6% (4)	27% (20)	76
Watch TV: Less often than once per month	19% (17)	22% (20)	12% (11)	27% (24)	20% (18)	90
Watch TV: Never	11% (19)	11% (19)	11% (20)	23% (41)	44% (77)	175
Watch Movies: Every day	45% (177)	24% (96)	8% (32)	9% (34)	14% (56)	395
Watch Movies: Several times per week	34% (205)	41% (247)	6% (34)	5% (31)	14% (84)	600
Watch Movies: About once per week	26% (101)	36% (137)	10% (37)	10% (39)	18% (70)	383
Watch Movies: Several times per month	27% (74)	32% (89)	16% (42)	7% (20)	18% (48)	273
Watch Movies: About once per month	18% (42)	41% (92)	14% (31)	9% (20)	18% (42)	227
Watch Movies: Less often than once per month	12% (28)	27% (65)	15% (35)	21% (51)	25% (61)	240
Watch Movies: Never	9% (19)	11% (24)	11% (22)	25% (52)	44% (93)	211
Watch Sporting Events: Every day	41% (67)	23% (39)	7% (11)	8% (13)	21% (35)	164
Watch Sporting Events: Several times per week	33% (141)	37% (156)	9% (38)	8% (34)	13% (57)	426
Watch Sporting Events: About once per week	26% (93)	41% (146)	12% (43)	8% (29)	13% (46)	358
Watch Sporting Events: Several times per month	23% (34)	38% (56)	14% (20)	7% (11)	18% (26)	147
Watch Sporting Events: About once per month	31% (41)	32% (43)	16% (21)	6% (9)	14% (19)	133
Watch Sporting Events: Less often than once per month	27% (88)	36% (120)	8% (27)	10% (34)	19% (61)	331
Watch Sporting Events: Never	24% (182)	25% (190)	9% (72)	15% (117)	27% (209)	770

Continued on next page

Table HR5_1: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?*
Discounted membership to other streaming services

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	28% (646)	32% (750)	10% (233)	11% (247)	19% (454)	2329
Cable TV: Currently subscribe	29% (305)	32% (336)	10% (108)	9% (99)	19% (203)	1051
Cable TV: Subscribed in past	28% (236)	36% (307)	11% (90)	9% (72)	16% (137)	842
Cable TV: Never subscribed	24% (106)	24% (107)	8% (35)	17% (75)	26% (114)	436
Satellite TV: Currently subscribe	29% (153)	32% (173)	7% (39)	11% (58)	20% (108)	532
Satellite TV: Subscribed in past	31% (194)	36% (224)	13% (82)	8% (50)	13% (79)	629
Satellite TV: Never subscribed	26% (299)	30% (353)	10% (111)	12% (139)	23% (266)	1168
Streaming Services: Currently subscribe	37% (525)	38% (547)	8% (113)	4% (61)	13% (178)	1424
Streaming Services: Subscribed in past	23% (56)	34% (84)	13% (33)	10% (26)	19% (47)	246
Streaming Services: Never subscribed	10% (65)	18% (120)	13% (87)	24% (160)	35% (228)	659
Film: An avid fan	41% (331)	34% (273)	7% (56)	6% (48)	13% (106)	814
Film: A casual fan	23% (284)	35% (427)	11% (141)	11% (142)	19% (240)	1234
Film: Not a fan	11% (31)	17% (49)	13% (36)	20% (57)	38% (108)	281
Television: An avid fan	34% (385)	32% (365)	8% (94)	9% (106)	16% (185)	1134
Television: A casual fan	23% (243)	34% (363)	11% (120)	10% (105)	22% (229)	1059
Television: Not a fan	14% (19)	17% (23)	14% (19)	26% (36)	29% (39)	136
Music: An avid fan	37% (445)	32% (390)	8% (100)	7% (90)	15% (182)	1207
Music: A casual fan	19% (186)	34% (338)	11% (110)	13% (123)	23% (227)	984
Music: Not a fan	11% (15)	16% (22)	17% (23)	24% (33)	32% (44)	138
Fashion: An avid fan	39% (120)	28% (88)	8% (25)	8% (26)	17% (52)	312
Fashion: A casual fan	33% (319)	34% (323)	9% (84)	7% (70)	17% (168)	964
Fashion: Not a fan	20% (207)	32% (339)	12% (124)	14% (150)	22% (233)	1053

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

Table HR5_2: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?*
Multiple membership options for different prices

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	24% (566)	33% (780)	11% (254)	13% (294)	19% (435)	2329
Gender: Male	22% (252)	34% (381)	13% (149)	14% (153)	17% (189)	1124
Gender: Female	26% (314)	33% (399)	9% (105)	12% (141)	20% (246)	1205
Age: 18-29	36% (169)	29% (138)	8% (38)	8% (37)	19% (90)	471
Age: 30-44	29% (176)	36% (214)	10% (59)	8% (50)	17% (101)	601
Age: 45-54	24% (93)	37% (145)	12% (47)	9% (36)	18% (68)	388
Age: 55-64	19% (76)	33% (135)	11% (46)	18% (74)	19% (76)	407
Age: 65+	11% (53)	32% (149)	14% (65)	21% (96)	21% (98)	462
Generation Z: 18-22	32% (63)	28% (56)	7% (13)	7% (14)	26% (51)	197
Millennial: Age 23-38	34% (225)	34% (225)	9% (59)	7% (48)	15% (96)	654
Generation X: Age 39-54	25% (150)	35% (215)	12% (72)	10% (60)	18% (113)	609
Boomers: Age 55-73	15% (118)	33% (255)	12% (94)	20% (150)	20% (151)	769
PID: Dem (no lean)	26% (210)	34% (270)	11% (84)	12% (97)	17% (134)	794
PID: Ind (no lean)	23% (197)	32% (269)	11% (89)	12% (101)	22% (186)	842
PID: Rep (no lean)	23% (159)	35% (242)	12% (81)	14% (96)	17% (115)	693
PID/Gender: Dem Men	25% (89)	37% (131)	15% (52)	11% (39)	13% (46)	358
PID/Gender: Dem Women	28% (121)	32% (138)	7% (32)	13% (58)	20% (88)	436
PID/Gender: Ind Men	23% (95)	30% (125)	12% (49)	15% (64)	21% (88)	422
PID/Gender: Ind Women	24% (102)	34% (144)	9% (40)	9% (37)	23% (98)	420
PID/Gender: Rep Men	20% (68)	36% (125)	14% (47)	14% (49)	16% (55)	344
PID/Gender: Rep Women	26% (91)	34% (117)	10% (34)	13% (46)	17% (60)	348
Ideo: Liberal (1-3)	28% (171)	38% (230)	11% (66)	11% (66)	11% (69)	602
Ideo: Moderate (4)	26% (149)	34% (196)	11% (64)	13% (72)	16% (94)	576
Ideo: Conservative (5-7)	22% (175)	35% (276)	12% (98)	13% (106)	18% (141)	795
Educ: < College	25% (406)	29% (462)	11% (178)	14% (223)	21% (332)	1601
Educ: Bachelors degree	22% (102)	44% (207)	11% (54)	9% (43)	14% (63)	470
Educ: Post-grad	22% (57)	43% (112)	9% (23)	11% (27)	15% (39)	258

Continued on next page

Table HR5_2: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Multiple membership options for different prices

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	24% (566)	33% (780)	11% (254)	13% (294)	19% (435)	2329
Income: Under 50k	22% (289)	29% (373)	11% (145)	15% (199)	22% (287)	1293
Income: 50k-100k	26% (188)	38% (274)	11% (83)	10% (75)	15% (110)	731
Income: 100k+	29% (89)	44% (133)	9% (26)	6% (20)	12% (37)	304
Ethnicity: White	24% (445)	35% (632)	11% (202)	12% (222)	18% (322)	1823
Ethnicity: Hispanic	28% (105)	32% (117)	12% (43)	11% (40)	18% (65)	370
Ethnicity: Afr. Am.	26% (77)	28% (83)	10% (28)	15% (43)	21% (60)	290
Ethnicity: Other	21% (45)	31% (66)	11% (24)	13% (29)	24% (52)	216
All Christian	22% (224)	34% (347)	13% (127)	13% (134)	17% (176)	1008
All Non-Christian	21% (22)	50% (51)	8% (8)	11% (11)	10% (10)	102
Atheist	34% (36)	39% (40)	5% (6)	9% (9)	12% (13)	104
Agnostic/Nothing in particular	26% (285)	31% (342)	10% (114)	12% (139)	21% (236)	1116
Religious Non-Protestant/Catholic	23% (28)	52% (63)	7% (9)	9% (11)	9% (11)	122
Evangelical	24% (159)	31% (203)	11% (74)	14% (90)	19% (123)	649
Non-Evangelical	23% (195)	34% (280)	12% (101)	13% (109)	18% (150)	835
Community: Urban	24% (136)	32% (179)	13% (73)	13% (73)	18% (103)	563
Community: Suburban	25% (278)	37% (417)	10% (117)	12% (134)	16% (178)	1124
Community: Rural	24% (152)	29% (184)	10% (64)	14% (87)	24% (154)	642
Employ: Private Sector	29% (206)	39% (282)	12% (84)	8% (55)	13% (92)	718
Employ: Government	32% (43)	40% (54)	5% (6)	11% (14)	13% (18)	136
Employ: Self-Employed	27% (51)	33% (63)	9% (16)	14% (27)	17% (32)	189
Employ: Homemaker	30% (59)	33% (64)	13% (26)	9% (18)	15% (29)	195
Employ: Retired	13% (68)	31% (165)	14% (75)	20% (110)	22% (120)	539
Employ: Unemployed	19% (46)	29% (70)	7% (17)	14% (34)	30% (73)	240
Employ: Other	27% (59)	25% (53)	9% (19)	13% (27)	26% (56)	214
Military HH: Yes	22% (93)	33% (137)	13% (52)	14% (57)	18% (75)	414
Military HH: No	25% (473)	34% (643)	11% (202)	12% (237)	19% (360)	1915
RD/WT: Right Direction	23% (196)	33% (286)	11% (99)	15% (127)	19% (163)	871
RD/WT: Wrong Track	25% (370)	34% (494)	11% (155)	11% (166)	19% (272)	1458

Continued on next page

Table HR5_2: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Multiple membership options for different prices

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	24% (566)	33% (780)	11% (254)	13% (294)	19% (435)	2329
Trump Job Approve	22% (210)	34% (318)	12% (110)	14% (133)	18% (164)	936
Trump Job Disapprove	26% (331)	34% (435)	11% (134)	12% (150)	17% (210)	1261
Trump Job Strongly Approve	26% (128)	29% (144)	11% (56)	16% (79)	19% (93)	501
Trump Job Somewhat Approve	19% (82)	40% (174)	12% (54)	12% (54)	16% (71)	435
Trump Job Somewhat Disapprove	28% (88)	36% (113)	9% (30)	12% (39)	15% (47)	318
Trump Job Strongly Disapprove	26% (243)	34% (322)	11% (104)	12% (111)	17% (163)	943
Favorable of Trump	24% (218)	34% (313)	12% (106)	14% (123)	16% (149)	910
Unfavorable of Trump	26% (323)	35% (446)	11% (134)	12% (154)	16% (209)	1267
Very Favorable of Trump	26% (139)	30% (159)	10% (55)	16% (86)	19% (100)	540
Somewhat Favorable of Trump	21% (79)	41% (153)	14% (51)	10% (37)	13% (49)	370
Somewhat Unfavorable of Trump	23% (62)	34% (90)	12% (32)	11% (30)	19% (52)	265
Very Unfavorable of Trump	26% (261)	36% (356)	10% (103)	12% (124)	16% (157)	1002
#1 Issue: Economy	29% (172)	35% (208)	9% (54)	9% (51)	19% (112)	597
#1 Issue: Security	23% (103)	31% (138)	12% (53)	16% (70)	19% (83)	447
#1 Issue: Health Care	25% (98)	36% (141)	12% (49)	11% (44)	16% (65)	396
#1 Issue: Medicare / Social Security	15% (54)	30% (110)	16% (56)	19% (68)	20% (73)	360
#1 Issue: Women's Issues	30% (43)	33% (47)	9% (13)	7% (10)	21% (30)	143
#1 Issue: Education	27% (34)	33% (42)	6% (7)	12% (15)	22% (27)	125
#1 Issue: Energy	27% (38)	40% (56)	8% (11)	10% (14)	15% (22)	141
#1 Issue: Other	21% (25)	33% (39)	9% (11)	18% (21)	20% (24)	119
2018 House Vote: Democrat	26% (202)	36% (286)	10% (82)	12% (99)	15% (121)	789
2018 House Vote: Republican	22% (157)	35% (253)	12% (87)	15% (106)	16% (119)	722
2018 House Vote: Someone else	23% (25)	33% (35)	7% (7)	13% (14)	25% (28)	109
2016 Vote: Hillary Clinton	26% (188)	35% (257)	10% (74)	12% (90)	16% (118)	726
2016 Vote: Donald Trump	22% (164)	32% (234)	13% (96)	16% (114)	17% (123)	730
2016 Vote: Other	24% (45)	42% (78)	9% (17)	7% (13)	16% (30)	184
2016 Vote: Didn't Vote	25% (169)	31% (211)	10% (68)	11% (77)	23% (160)	685
Voted in 2014: Yes	22% (309)	37% (512)	12% (163)	13% (185)	16% (227)	1395
Voted in 2014: No	28% (257)	29% (268)	10% (92)	12% (109)	22% (208)	934

Continued on next page

Table HR5_2: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Multiple membership options for different prices

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	24% (566)	33% (780)	11% (254)	13% (294)	19% (435)	2329
2012 Vote: Barack Obama	26% (220)	36% (305)	11% (90)	13% (108)	15% (132)	854
2012 Vote: Mitt Romney	20% (110)	37% (206)	12% (65)	15% (85)	16% (87)	553
2012 Vote: Other	19% (17)	36% (32)	12% (10)	9% (8)	25% (22)	88
2012 Vote: Didn't Vote	26% (217)	29% (235)	11% (87)	11% (93)	23% (193)	825
4-Region: Northeast	26% (108)	36% (150)	11% (45)	10% (40)	18% (74)	417
4-Region: Midwest	21% (104)	34% (165)	13% (64)	15% (73)	17% (84)	489
4-Region: South	26% (226)	31% (267)	10% (91)	13% (111)	20% (178)	873
4-Region: West	23% (128)	36% (198)	10% (55)	13% (70)	18% (99)	550
Watch TV: Every day	30% (340)	34% (383)	9% (102)	11% (122)	17% (196)	1142
Watch TV: Several times per week	23% (133)	40% (233)	12% (70)	10% (59)	15% (89)	585
Watch TV: About once per week	18% (28)	36% (57)	14% (23)	15% (23)	17% (27)	157
Watch TV: Several times per month	26% (27)	28% (29)	13% (14)	10% (11)	23% (24)	104
Watch TV: About once per month	12% (9)	39% (30)	20% (15)	13% (10)	16% (12)	76
Watch TV: Less often than once per month	14% (13)	29% (26)	15% (14)	25% (22)	16% (15)	90
Watch TV: Never	9% (16)	13% (22)	10% (18)	27% (47)	41% (72)	175
Watch Movies: Every day	37% (146)	30% (119)	8% (30)	11% (45)	14% (54)	395
Watch Movies: Several times per week	31% (185)	37% (225)	11% (66)	6% (37)	15% (88)	600
Watch Movies: About once per week	22% (85)	40% (153)	11% (40)	10% (40)	17% (64)	383
Watch Movies: Several times per month	25% (69)	33% (91)	12% (33)	11% (30)	19% (51)	273
Watch Movies: About once per month	16% (36)	37% (85)	14% (31)	13% (29)	20% (46)	227
Watch Movies: Less often than once per month	11% (27)	30% (72)	14% (33)	24% (58)	21% (50)	240
Watch Movies: Never	8% (16)	17% (35)	10% (21)	26% (55)	39% (83)	211
Watch Sporting Events: Every day	33% (54)	27% (44)	7% (12)	14% (23)	19% (31)	164
Watch Sporting Events: Several times per week	27% (116)	40% (170)	12% (53)	8% (35)	12% (51)	426
Watch Sporting Events: About once per week	24% (86)	38% (135)	14% (49)	9% (31)	16% (57)	358
Watch Sporting Events: Several times per month	22% (32)	40% (59)	14% (20)	11% (16)	14% (20)	147
Watch Sporting Events: About once per month	23% (31)	36% (47)	10% (14)	12% (16)	18% (24)	133
Watch Sporting Events: Less often than once per month	24% (81)	35% (117)	13% (44)	13% (45)	14% (45)	331
Watch Sporting Events: Never	22% (167)	27% (206)	8% (63)	17% (128)	27% (206)	770

Continued on next page

Table HR5_2: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Multiple membership options for different prices

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	24% (566)	33% (780)	11% (254)	13% (294)	19% (435)	2329
Cable TV: Currently subscribe	26% (271)	33% (347)	11% (121)	12% (125)	18% (187)	1051
Cable TV: Subscribed in past	25% (211)	38% (321)	10% (87)	9% (77)	17% (145)	842
Cable TV: Never subscribed	19% (84)	26% (112)	11% (47)	21% (91)	24% (103)	436
Satellite TV: Currently subscribe	26% (138)	35% (185)	10% (55)	12% (62)	17% (91)	532
Satellite TV: Subscribed in past	26% (162)	37% (231)	12% (78)	11% (69)	14% (89)	629
Satellite TV: Never subscribed	23% (266)	31% (364)	10% (122)	14% (163)	22% (254)	1168
Streaming Services: Currently subscribe	33% (474)	38% (537)	10% (136)	6% (89)	13% (189)	1424
Streaming Services: Subscribed in past	19% (46)	38% (93)	17% (41)	11% (27)	16% (39)	246
Streaming Services: Never subscribed	7% (47)	23% (151)	12% (77)	27% (178)	31% (207)	659
Film: An avid fan	35% (286)	38% (308)	10% (78)	6% (52)	11% (90)	814
Film: A casual fan	20% (252)	34% (423)	11% (141)	15% (182)	19% (236)	1234
Film: Not a fan	10% (28)	17% (49)	13% (36)	21% (60)	39% (108)	281
Television: An avid fan	28% (322)	35% (397)	11% (122)	11% (121)	15% (173)	1134
Television: A casual fan	21% (225)	34% (360)	11% (119)	13% (139)	20% (216)	1059
Television: Not a fan	14% (19)	17% (23)	9% (13)	25% (34)	34% (46)	136
Music: An avid fan	31% (378)	34% (411)	11% (129)	9% (109)	15% (179)	1207
Music: A casual fan	18% (173)	34% (339)	11% (108)	16% (153)	21% (212)	984
Music: Not a fan	11% (15)	22% (30)	13% (18)	22% (31)	32% (44)	138
Fashion: An avid fan	34% (106)	34% (105)	9% (27)	8% (26)	15% (47)	312
Fashion: A casual fan	28% (267)	36% (345)	10% (95)	9% (83)	18% (174)	964
Fashion: Not a fan	18% (193)	31% (330)	13% (132)	18% (185)	20% (213)	1053

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

Table HR5_3: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?*
Ad-free membership options

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	33% (759)	31% (720)	9% (213)	11% (257)	16% (381)	2329
Gender: Male	30% (337)	33% (373)	11% (128)	12% (132)	14% (154)	1124
Gender: Female	35% (421)	29% (347)	7% (85)	10% (126)	19% (227)	1205
Age: 18-29	45% (212)	25% (118)	9% (42)	7% (33)	14% (66)	471
Age: 30-44	39% (236)	30% (181)	7% (44)	7% (44)	16% (96)	601
Age: 45-54	29% (113)	36% (139)	9% (35)	9% (34)	17% (68)	388
Age: 55-64	27% (108)	30% (122)	10% (41)	15% (63)	18% (72)	407
Age: 65+	19% (90)	35% (160)	11% (51)	18% (83)	17% (79)	462
Generation Z: 18-22	43% (85)	21% (42)	10% (19)	8% (16)	18% (35)	197
Millennial: Age 23-38	45% (294)	30% (194)	8% (49)	6% (38)	12% (79)	654
Generation X: Age 39-54	30% (182)	33% (202)	9% (52)	9% (57)	19% (116)	609
Boomers: Age 55-73	23% (178)	33% (255)	10% (76)	17% (127)	17% (131)	769
PID: Dem (no lean)	36% (286)	28% (226)	10% (77)	10% (78)	16% (127)	794
PID: Ind (no lean)	32% (272)	32% (268)	7% (61)	11% (90)	18% (150)	842
PID: Rep (no lean)	29% (200)	33% (226)	11% (74)	13% (89)	15% (104)	693
PID/Gender: Dem Men	34% (123)	30% (107)	14% (49)	10% (34)	12% (45)	358
PID/Gender: Dem Women	37% (163)	27% (119)	6% (28)	10% (44)	19% (82)	436
PID/Gender: Ind Men	30% (126)	35% (150)	8% (34)	13% (53)	14% (59)	422
PID/Gender: Ind Women	35% (146)	28% (118)	7% (28)	9% (37)	22% (91)	420
PID/Gender: Rep Men	26% (88)	34% (117)	13% (45)	13% (44)	15% (50)	344
PID/Gender: Rep Women	32% (112)	31% (109)	8% (29)	13% (44)	15% (54)	348
Ideo: Liberal (1-3)	36% (218)	34% (204)	9% (54)	11% (64)	10% (61)	602
Ideo: Moderate (4)	32% (181)	33% (189)	8% (45)	10% (58)	18% (102)	576
Ideo: Conservative (5-7)	31% (246)	32% (252)	13% (102)	11% (88)	14% (107)	795
Educ: < College	33% (531)	28% (455)	8% (132)	12% (197)	18% (285)	1601
Educ: Bachelors degree	30% (139)	40% (189)	11% (50)	7% (34)	12% (58)	470
Educ: Post-grad	35% (89)	29% (76)	12% (30)	10% (26)	14% (37)	258

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Table HR5_3: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Ad-free membership options

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	33% (759)	31% (720)	9% (213)	11% (257)	16% (381)	2329
Income: Under 50k	32% (414)	28% (356)	8% (110)	14% (178)	18% (236)	1293
Income: 50k-100k	32% (236)	36% (264)	9% (68)	8% (61)	14% (102)	731
Income: 100k+	36% (109)	33% (100)	12% (35)	6% (17)	14% (43)	304
Ethnicity: White	32% (584)	32% (578)	9% (169)	11% (209)	16% (283)	1823
Ethnicity: Hispanic	41% (151)	27% (100)	11% (40)	9% (33)	13% (46)	370
Ethnicity: Afr. Am.	36% (105)	27% (77)	9% (25)	10% (28)	19% (55)	290
Ethnicity: Other	32% (69)	30% (65)	8% (18)	9% (20)	20% (43)	216
All Christian	28% (286)	33% (331)	12% (117)	11% (112)	16% (162)	1008
All Non-Christian	31% (31)	39% (40)	13% (13)	9% (10)	8% (8)	102
Atheist	44% (46)	35% (36)	6% (7)	8% (8)	7% (7)	104
Agnostic/Nothing in particular	35% (395)	28% (313)	7% (76)	11% (128)	18% (203)	1116
Religious Non-Protestant/Catholic	31% (37)	39% (47)	14% (17)	9% (11)	8% (9)	122
Evangelical	32% (208)	29% (189)	11% (68)	11% (70)	18% (114)	649
Non-Evangelical	31% (259)	33% (274)	9% (74)	12% (98)	16% (131)	835
Community: Urban	32% (180)	30% (171)	10% (59)	11% (62)	16% (92)	563
Community: Suburban	33% (365)	34% (378)	9% (97)	10% (114)	15% (170)	1124
Community: Rural	33% (214)	27% (171)	9% (57)	13% (81)	19% (119)	642
Employ: Private Sector	35% (251)	34% (244)	11% (78)	7% (52)	13% (94)	718
Employ: Government	35% (47)	30% (41)	17% (23)	8% (11)	10% (14)	136
Employ: Self-Employed	36% (68)	31% (59)	9% (17)	12% (22)	12% (22)	189
Employ: Homemaker	41% (80)	33% (64)	6% (12)	9% (17)	11% (22)	195
Employ: Retired	21% (115)	32% (175)	10% (56)	17% (91)	19% (102)	539
Employ: Unemployed	32% (77)	26% (62)	4% (9)	10% (25)	28% (67)	240
Employ: Other	35% (75)	24% (52)	6% (13)	13% (27)	22% (47)	214
Military HH: Yes	30% (124)	34% (142)	10% (42)	9% (38)	16% (67)	414
Military HH: No	33% (635)	30% (578)	9% (170)	11% (219)	16% (314)	1915
RD/WT: Right Direction	28% (242)	31% (269)	11% (100)	12% (106)	18% (153)	871
RD/WT: Wrong Track	35% (516)	31% (451)	8% (113)	10% (151)	16% (228)	1458

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Table HR5_3: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?*
Ad-free membership options

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	33% (759)	31% (720)	9% (213)	11% (257)	16% (381)	2329
Trump Job Approve	29% (271)	33% (305)	11% (99)	13% (118)	15% (143)	936
Trump Job Disapprove	36% (455)	31% (390)	9% (109)	10% (122)	15% (186)	1261
Trump Job Strongly Approve	28% (139)	30% (151)	11% (53)	15% (74)	17% (85)	501
Trump Job Somewhat Approve	30% (132)	35% (154)	11% (46)	10% (44)	13% (58)	435
Trump Job Somewhat Disapprove	35% (111)	33% (104)	8% (26)	8% (25)	17% (53)	318
Trump Job Strongly Disapprove	36% (344)	30% (286)	9% (83)	10% (97)	14% (133)	943
Favorable of Trump	31% (279)	33% (298)	10% (94)	11% (104)	15% (135)	910
Unfavorable of Trump	35% (449)	31% (398)	9% (114)	11% (134)	14% (172)	1267
Very Favorable of Trump	31% (167)	29% (157)	10% (54)	13% (72)	17% (90)	540
Somewhat Favorable of Trump	30% (112)	38% (141)	11% (39)	9% (32)	12% (45)	370
Somewhat Unfavorable of Trump	30% (81)	33% (88)	10% (27)	10% (26)	17% (44)	265
Very Unfavorable of Trump	37% (369)	31% (310)	9% (87)	11% (108)	13% (128)	1002
#1 Issue: Economy	37% (222)	33% (198)	8% (49)	6% (36)	15% (91)	597
#1 Issue: Security	30% (132)	30% (136)	11% (50)	13% (58)	16% (71)	447
#1 Issue: Health Care	34% (134)	30% (120)	10% (41)	12% (48)	14% (54)	396
#1 Issue: Medicare / Social Security	24% (87)	31% (112)	7% (27)	16% (58)	21% (76)	360
#1 Issue: Women's Issues	39% (55)	23% (33)	8% (11)	9% (13)	22% (31)	143
#1 Issue: Education	41% (52)	25% (31)	8% (10)	9% (11)	17% (22)	125
#1 Issue: Energy	34% (48)	36% (52)	10% (14)	10% (14)	10% (14)	141
#1 Issue: Other	24% (29)	32% (38)	9% (11)	17% (20)	18% (21)	119
2018 House Vote: Democrat	33% (263)	32% (252)	10% (76)	10% (81)	15% (117)	789
2018 House Vote: Republican	31% (222)	33% (235)	12% (84)	11% (81)	14% (99)	722
2018 House Vote: Someone else	31% (34)	30% (32)	9% (10)	14% (15)	16% (17)	109
2016 Vote: Hillary Clinton	35% (254)	30% (217)	10% (74)	10% (76)	15% (105)	726
2016 Vote: Donald Trump	30% (216)	32% (230)	11% (80)	12% (91)	16% (113)	730
2016 Vote: Other	32% (59)	36% (67)	10% (19)	9% (17)	12% (22)	184
2016 Vote: Didn't Vote	34% (230)	30% (205)	6% (40)	11% (73)	20% (136)	685
Voted in 2014: Yes	31% (431)	33% (459)	10% (146)	11% (157)	14% (202)	1395
Voted in 2014: No	35% (327)	28% (261)	7% (67)	11% (100)	19% (179)	934

Continued on next page

Table HR5_3: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Ad-free membership options

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	33% (759)	31% (720)	9% (213)	11% (257)	16% (381)	2329
2012 Vote: Barack Obama	33% (278)	32% (275)	10% (85)	10% (85)	15% (131)	854
2012 Vote: Mitt Romney	27% (151)	34% (187)	12% (64)	13% (71)	14% (80)	553
2012 Vote: Other	28% (25)	43% (38)	7% (6)	11% (10)	11% (10)	88
2012 Vote: Didn't Vote	36% (301)	26% (218)	7% (56)	11% (92)	19% (158)	825
4-Region: Northeast	33% (139)	32% (134)	10% (44)	10% (40)	14% (60)	417
4-Region: Midwest	31% (153)	33% (161)	8% (41)	12% (60)	15% (74)	489
4-Region: South	35% (302)	28% (247)	8% (74)	12% (102)	17% (147)	873
4-Region: West	30% (165)	32% (177)	10% (54)	10% (56)	18% (99)	550
Watch TV: Every day	38% (436)	31% (356)	7% (79)	10% (111)	14% (161)	1142
Watch TV: Several times per week	33% (196)	33% (194)	11% (67)	8% (48)	14% (80)	585
Watch TV: About once per week	26% (41)	36% (57)	14% (23)	11% (18)	12% (19)	157
Watch TV: Several times per month	26% (27)	31% (33)	13% (13)	8% (9)	22% (23)	104
Watch TV: About once per month	26% (19)	36% (27)	13% (10)	12% (9)	14% (10)	76
Watch TV: Less often than once per month	22% (20)	28% (25)	11% (10)	22% (19)	17% (15)	90
Watch TV: Never	11% (20)	16% (28)	6% (11)	25% (44)	41% (73)	175
Watch Movies: Every day	46% (181)	25% (99)	8% (31)	9% (36)	12% (48)	395
Watch Movies: Several times per week	41% (246)	34% (202)	7% (44)	6% (38)	12% (70)	600
Watch Movies: About once per week	29% (110)	39% (151)	8% (32)	9% (36)	14% (54)	383
Watch Movies: Several times per month	32% (87)	32% (88)	12% (32)	7% (20)	17% (46)	273
Watch Movies: About once per month	27% (62)	36% (81)	12% (28)	8% (19)	17% (38)	227
Watch Movies: Less often than once per month	19% (46)	29% (71)	14% (33)	18% (43)	20% (47)	240
Watch Movies: Never	13% (27)	13% (28)	6% (13)	31% (66)	36% (77)	211
Watch Sporting Events: Every day	40% (65)	26% (42)	9% (15)	11% (18)	14% (23)	164
Watch Sporting Events: Several times per week	37% (159)	32% (134)	11% (46)	7% (29)	13% (57)	426
Watch Sporting Events: About once per week	29% (105)	36% (130)	13% (46)	8% (29)	14% (49)	358
Watch Sporting Events: Several times per month	28% (41)	39% (57)	9% (13)	14% (20)	11% (16)	147
Watch Sporting Events: About once per month	34% (46)	29% (38)	11% (15)	11% (15)	14% (19)	133
Watch Sporting Events: Less often than once per month	35% (117)	36% (119)	8% (27)	9% (30)	12% (39)	331
Watch Sporting Events: Never	29% (226)	26% (200)	7% (50)	15% (116)	23% (178)	770

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Table HR5_3: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Ad-free membership options*

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	33% (759)	31% (720)	9% (213)	11% (257)	16% (381)	2329
Cable TV: Currently subscribe	32% (338)	32% (337)	10% (105)	10% (101)	16% (170)	1051
Cable TV: Subscribed in past	34% (290)	33% (278)	9% (78)	9% (73)	15% (124)	842
Cable TV: Never subscribed	30% (131)	24% (105)	7% (30)	19% (83)	20% (88)	436
Satellite TV: Currently subscribe	35% (187)	32% (168)	7% (39)	12% (63)	14% (76)	532
Satellite TV: Subscribed in past	37% (233)	30% (190)	12% (77)	9% (57)	12% (73)	629
Satellite TV: Never subscribed	29% (339)	31% (362)	8% (97)	12% (138)	20% (232)	1168
Streaming Services: Currently subscribe	42% (595)	34% (491)	8% (117)	4% (59)	11% (162)	1424
Streaming Services: Subscribed in past	32% (78)	30% (73)	13% (33)	9% (22)	16% (39)	246
Streaming Services: Never subscribed	13% (85)	24% (156)	10% (63)	27% (176)	27% (179)	659
Film: An avid fan	43% (352)	33% (270)	8% (63)	6% (48)	10% (81)	814
Film: A casual fan	29% (357)	33% (404)	9% (113)	13% (157)	16% (202)	1234
Film: Not a fan	17% (49)	16% (46)	13% (36)	18% (52)	35% (98)	281
Television: An avid fan	37% (422)	33% (369)	8% (92)	10% (109)	13% (142)	1134
Television: A casual fan	28% (299)	32% (334)	10% (103)	12% (122)	19% (201)	1059
Television: Not a fan	27% (37)	12% (17)	13% (18)	19% (26)	28% (37)	136
Music: An avid fan	40% (486)	31% (371)	8% (96)	8% (98)	13% (156)	1207
Music: A casual fan	25% (249)	34% (330)	10% (94)	13% (129)	18% (182)	984
Music: Not a fan	17% (23)	14% (19)	16% (22)	22% (30)	32% (43)	138
Fashion: An avid fan	44% (136)	26% (81)	9% (29)	8% (24)	14% (42)	312
Fashion: A casual fan	35% (341)	33% (317)	8% (77)	8% (80)	15% (149)	964
Fashion: Not a fan	27% (282)	30% (321)	10% (107)	15% (154)	18% (189)	1053

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

Table HR5_4: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Discounted membership options that include ads*

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	18% (414)	28% (662)	18% (414)	18% (421)	18% (418)	2329
Gender: Male	17% (188)	30% (337)	20% (225)	18% (206)	15% (168)	1124
Gender: Female	19% (226)	27% (325)	16% (188)	18% (215)	21% (250)	1205
Age: 18-29	26% (123)	25% (116)	17% (80)	14% (67)	18% (85)	471
Age: 30-44	22% (133)	30% (182)	15% (91)	15% (91)	17% (104)	601
Age: 45-54	17% (66)	34% (131)	18% (70)	15% (57)	17% (65)	388
Age: 55-64	15% (59)	29% (116)	18% (75)	20% (81)	19% (76)	407
Age: 65+	7% (34)	25% (116)	21% (98)	27% (125)	19% (89)	462
Generation Z: 18-22	21% (42)	30% (58)	13% (26)	14% (27)	23% (45)	197
Millennial: Age 23-38	25% (166)	28% (185)	16% (106)	15% (101)	15% (95)	654
Generation X: Age 39-54	19% (114)	30% (186)	18% (109)	14% (88)	19% (113)	609
Boomers: Age 55-73	11% (85)	28% (214)	20% (152)	22% (173)	19% (145)	769
PID: Dem (no lean)	21% (170)	28% (223)	17% (137)	17% (136)	16% (128)	794
PID: Ind (no lean)	16% (136)	26% (222)	17% (147)	18% (155)	22% (181)	842
PID: Rep (no lean)	16% (108)	31% (216)	19% (129)	19% (130)	16% (109)	693
PID/Gender: Dem Men	21% (75)	28% (102)	20% (71)	18% (65)	12% (44)	358
PID/Gender: Dem Women	22% (95)	28% (121)	15% (66)	16% (71)	19% (84)	436
PID/Gender: Ind Men	16% (68)	29% (120)	19% (80)	18% (78)	18% (75)	422
PID/Gender: Ind Women	16% (68)	24% (102)	16% (67)	18% (77)	25% (106)	420
PID/Gender: Rep Men	13% (45)	33% (114)	21% (74)	18% (63)	14% (49)	344
PID/Gender: Rep Women	18% (64)	29% (102)	16% (55)	19% (67)	17% (60)	348
Ideo: Liberal (1-3)	22% (132)	32% (192)	20% (120)	15% (91)	11% (67)	602
Ideo: Moderate (4)	19% (109)	30% (174)	16% (93)	19% (108)	16% (92)	576
Ideo: Conservative (5-7)	15% (123)	30% (238)	20% (160)	19% (147)	16% (128)	795
Educ: < College	18% (290)	26% (415)	17% (265)	19% (304)	20% (327)	1601
Educ: Bachelors degree	17% (80)	34% (159)	21% (100)	15% (72)	13% (60)	470
Educ: Post-grad	17% (45)	34% (88)	19% (48)	18% (46)	12% (31)	258

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Table HR5_4: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Discounted membership options that include ads

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	18% (414)	28% (662)	18% (414)	18% (421)	18% (418)	2329
Income: Under 50k	18% (229)	27% (349)	14% (182)	21% (267)	21% (265)	1293
Income: 50k-100k	18% (134)	28% (208)	23% (167)	16% (114)	15% (108)	731
Income: 100k+	17% (51)	34% (104)	21% (65)	13% (40)	15% (45)	304
Ethnicity: White	17% (316)	29% (531)	18% (325)	19% (339)	17% (312)	1823
Ethnicity: Hispanic	23% (86)	28% (104)	21% (77)	16% (59)	12% (44)	370
Ethnicity: Afr. Am.	20% (59)	26% (77)	16% (48)	16% (48)	20% (59)	290
Ethnicity: Other	18% (39)	25% (54)	19% (41)	16% (35)	22% (48)	216
All Christian	16% (164)	30% (300)	20% (200)	18% (177)	17% (166)	1008
All Non-Christian	20% (20)	33% (33)	15% (16)	18% (18)	14% (14)	102
Atheist	22% (22)	27% (28)	19% (20)	22% (23)	10% (10)	104
Agnostic/Nothing in particular	19% (208)	27% (301)	16% (178)	18% (202)	20% (227)	1116
Religious Non-Protestant/Catholic	19% (23)	36% (43)	16% (19)	16% (20)	13% (16)	122
Evangelical	19% (122)	27% (175)	19% (121)	17% (109)	19% (121)	649
Non-Evangelical	15% (127)	30% (255)	19% (157)	19% (157)	17% (138)	835
Community: Urban	18% (99)	29% (161)	19% (107)	17% (96)	18% (101)	563
Community: Suburban	17% (197)	30% (342)	18% (199)	19% (212)	15% (173)	1124
Community: Rural	18% (119)	25% (159)	17% (107)	18% (113)	22% (145)	642
Employ: Private Sector	20% (146)	32% (228)	20% (141)	16% (112)	13% (91)	718
Employ: Government	20% (27)	31% (43)	21% (29)	16% (21)	11% (16)	136
Employ: Self-Employed	20% (37)	30% (58)	19% (36)	16% (31)	14% (27)	189
Employ: Homemaker	25% (49)	26% (50)	15% (29)	15% (30)	19% (37)	195
Employ: Retired	11% (59)	26% (139)	18% (97)	26% (138)	20% (106)	539
Employ: Unemployed	14% (33)	26% (62)	11% (27)	18% (43)	31% (74)	240
Employ: Other	20% (43)	25% (54)	16% (34)	14% (31)	25% (53)	214
Military HH: Yes	18% (74)	30% (125)	17% (72)	18% (76)	16% (67)	414
Military HH: No	18% (340)	28% (537)	18% (342)	18% (345)	18% (351)	1915
RD/WT: Right Direction	17% (144)	27% (232)	18% (160)	19% (164)	20% (171)	871
RD/WT: Wrong Track	19% (270)	29% (430)	17% (254)	18% (257)	17% (247)	1458

Continued on next page

Table HR5_4: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Discounted membership options that include ads

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	18% (414)	28% (662)	18% (414)	18% (421)	18% (418)	2329
Trump Job Approve	16% (150)	29% (269)	18% (167)	20% (185)	18% (166)	936
Trump Job Disapprove	20% (252)	29% (365)	18% (230)	17% (220)	15% (194)	1261
Trump Job Strongly Approve	15% (77)	25% (125)	19% (95)	22% (110)	19% (93)	501
Trump Job Somewhat Approve	17% (72)	33% (143)	16% (72)	17% (75)	17% (73)	435
Trump Job Somewhat Disapprove	21% (66)	30% (95)	17% (55)	18% (59)	14% (44)	318
Trump Job Strongly Disapprove	20% (186)	29% (270)	19% (175)	17% (161)	16% (151)	943
Favorable of Trump	17% (155)	29% (260)	18% (168)	19% (171)	17% (156)	910
Unfavorable of Trump	19% (242)	30% (384)	19% (237)	18% (222)	14% (182)	1267
Very Favorable of Trump	18% (96)	24% (129)	19% (100)	21% (112)	19% (103)	540
Somewhat Favorable of Trump	16% (60)	35% (131)	18% (67)	16% (59)	14% (53)	370
Somewhat Unfavorable of Trump	17% (46)	30% (80)	20% (54)	16% (43)	16% (42)	265
Very Unfavorable of Trump	20% (195)	30% (304)	18% (182)	18% (180)	14% (140)	1002
#1 Issue: Economy	21% (123)	30% (177)	19% (113)	16% (94)	15% (90)	597
#1 Issue: Security	15% (65)	27% (119)	18% (82)	21% (95)	19% (86)	447
#1 Issue: Health Care	21% (85)	31% (123)	17% (69)	15% (59)	15% (61)	396
#1 Issue: Medicare / Social Security	10% (36)	25% (90)	20% (73)	23% (83)	22% (78)	360
#1 Issue: Women's Issues	21% (30)	24% (34)	14% (20)	16% (23)	25% (36)	143
#1 Issue: Education	17% (21)	28% (35)	19% (23)	16% (20)	21% (26)	125
#1 Issue: Energy	21% (29)	36% (51)	15% (21)	14% (19)	15% (21)	141
#1 Issue: Other	20% (24)	29% (34)	10% (12)	24% (28)	17% (20)	119
2018 House Vote: Democrat	20% (162)	30% (235)	19% (146)	18% (141)	13% (106)	789
2018 House Vote: Republican	15% (106)	30% (215)	21% (152)	19% (134)	16% (114)	722
2018 House Vote: Someone else	17% (18)	31% (34)	15% (17)	15% (16)	22% (24)	109
2016 Vote: Hillary Clinton	19% (141)	29% (211)	20% (145)	18% (129)	14% (100)	726
2016 Vote: Donald Trump	16% (116)	28% (202)	19% (141)	20% (146)	17% (125)	730
2016 Vote: Other	22% (40)	35% (65)	16% (30)	14% (26)	13% (24)	184
2016 Vote: Didn't Vote	17% (118)	27% (184)	14% (98)	18% (120)	24% (165)	685
Voted in 2014: Yes	18% (247)	30% (420)	19% (264)	18% (257)	15% (208)	1395
Voted in 2014: No	18% (168)	26% (242)	16% (149)	18% (164)	23% (210)	934

Continued on next page

Table HR5_4: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Discounted membership options that include ads

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	18% (414)	28% (662)	18% (414)	18% (421)	18% (418)	2329
2012 Vote: Barack Obama	20% (167)	28% (241)	20% (171)	18% (154)	14% (121)	854
2012 Vote: Mitt Romney	15% (83)	32% (177)	18% (100)	19% (105)	16% (87)	553
2012 Vote: Other	11% (10)	33% (29)	19% (17)	14% (13)	23% (20)	88
2012 Vote: Didn't Vote	18% (152)	26% (213)	15% (126)	18% (147)	23% (188)	825
4-Region: Northeast	16% (65)	29% (122)	23% (95)	14% (58)	18% (76)	417
4-Region: Midwest	16% (80)	27% (132)	18% (88)	22% (106)	17% (85)	489
4-Region: South	18% (157)	29% (254)	16% (136)	19% (168)	18% (158)	873
4-Region: West	20% (112)	28% (155)	17% (95)	16% (89)	18% (100)	550
Watch TV: Every day	21% (243)	28% (321)	19% (215)	16% (184)	16% (180)	1142
Watch TV: Several times per week	17% (98)	35% (206)	17% (101)	16% (93)	15% (88)	585
Watch TV: About once per week	13% (20)	31% (48)	16% (25)	23% (37)	17% (27)	157
Watch TV: Several times per month	19% (20)	23% (24)	20% (21)	13% (14)	25% (26)	104
Watch TV: About once per month	20% (15)	29% (22)	21% (16)	19% (14)	12% (9)	76
Watch TV: Less often than once per month	8% (7)	25% (23)	22% (20)	26% (23)	19% (17)	90
Watch TV: Never	7% (12)	10% (18)	10% (17)	32% (57)	41% (72)	175
Watch Movies: Every day	26% (104)	24% (93)	19% (77)	18% (69)	13% (51)	395
Watch Movies: Several times per week	21% (124)	33% (200)	18% (110)	15% (88)	13% (79)	600
Watch Movies: About once per week	17% (66)	33% (125)	17% (65)	16% (62)	17% (65)	383
Watch Movies: Several times per month	17% (46)	31% (86)	21% (56)	15% (41)	16% (44)	273
Watch Movies: About once per month	16% (37)	30% (67)	19% (42)	15% (34)	21% (47)	227
Watch Movies: Less often than once per month	10% (24)	28% (67)	17% (42)	25% (61)	20% (47)	240
Watch Movies: Never	7% (14)	12% (25)	10% (22)	31% (66)	40% (84)	211
Watch Sporting Events: Every day	26% (42)	29% (48)	18% (29)	13% (22)	14% (23)	164
Watch Sporting Events: Several times per week	19% (81)	33% (138)	19% (81)	16% (70)	13% (55)	426
Watch Sporting Events: About once per week	16% (57)	35% (124)	20% (72)	16% (56)	13% (48)	358
Watch Sporting Events: Several times per month	13% (18)	41% (61)	20% (29)	13% (19)	13% (19)	147
Watch Sporting Events: About once per month	24% (32)	28% (38)	24% (32)	9% (12)	14% (19)	133
Watch Sporting Events: Less often than once per month	17% (56)	30% (98)	20% (68)	17% (55)	16% (54)	331
Watch Sporting Events: Never	17% (128)	20% (154)	13% (102)	24% (186)	26% (200)	770

Continued on next page

Table HR5_4: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Discounted membership options that include ads

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	18% (414)	28% (662)	18% (414)	18% (421)	18% (418)	2329
Cable TV: Currently subscribe	18% (192)	29% (300)	19% (199)	17% (174)	18% (186)	1051
Cable TV: Subscribed in past	18% (155)	32% (267)	18% (152)	17% (142)	15% (125)	842
Cable TV: Never subscribed	15% (67)	22% (95)	14% (62)	24% (105)	25% (107)	436
Satellite TV: Currently subscribe	19% (102)	26% (138)	19% (99)	17% (93)	19% (100)	532
Satellite TV: Subscribed in past	19% (119)	34% (214)	20% (125)	15% (94)	12% (77)	629
Satellite TV: Never subscribed	17% (194)	27% (310)	16% (190)	20% (234)	21% (241)	1168
Streaming Services: Currently subscribe	24% (335)	32% (457)	19% (266)	13% (185)	13% (181)	1424
Streaming Services: Subscribed in past	16% (38)	34% (83)	18% (45)	17% (42)	15% (38)	246
Streaming Services: Never subscribed	6% (41)	18% (122)	16% (103)	29% (194)	30% (199)	659
Film: An avid fan	26% (214)	31% (250)	18% (147)	15% (120)	10% (84)	814
Film: A casual fan	15% (184)	29% (359)	19% (232)	19% (232)	18% (227)	1234
Film: Not a fan	6% (17)	19% (53)	12% (34)	25% (69)	38% (108)	281
Television: An avid fan	23% (257)	28% (315)	18% (208)	17% (190)	14% (163)	1134
Television: A casual fan	14% (144)	31% (329)	18% (188)	18% (188)	20% (211)	1059
Television: Not a fan	9% (13)	13% (18)	13% (18)	31% (43)	33% (44)	136
Music: An avid fan	24% (284)	29% (353)	17% (206)	16% (194)	14% (171)	1207
Music: A casual fan	12% (117)	29% (282)	20% (193)	19% (188)	21% (204)	984
Music: Not a fan	9% (13)	20% (27)	10% (14)	29% (39)	32% (44)	138
Fashion: An avid fan	30% (93)	26% (81)	17% (52)	12% (38)	15% (48)	312
Fashion: A casual fan	19% (187)	30% (293)	19% (179)	16% (150)	16% (155)	964
Fashion: Not a fan	13% (134)	27% (288)	17% (182)	22% (233)	20% (215)	1053

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

Table HR5_5: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
 Rare or hard to find content*

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	27% (639)	31% (727)	10% (241)	12% (282)	19% (440)	2329
Gender: Male	29% (327)	32% (357)	11% (120)	12% (138)	16% (182)	1124
Gender: Female	26% (312)	31% (370)	10% (121)	12% (144)	21% (258)	1205
Age: 18-29	39% (184)	30% (143)	6% (26)	8% (36)	17% (82)	471
Age: 30-44	35% (212)	31% (185)	8% (50)	8% (51)	17% (103)	601
Age: 45-54	27% (106)	32% (123)	13% (51)	9% (35)	19% (74)	388
Age: 55-64	20% (83)	32% (128)	12% (50)	16% (63)	20% (82)	407
Age: 65+	12% (55)	32% (147)	14% (64)	21% (97)	21% (98)	462
Generation Z: 18-22	35% (69)	30% (59)	3% (5)	11% (22)	21% (42)	197
Millennial: Age 23-38	40% (264)	31% (201)	8% (50)	6% (42)	15% (97)	654
Generation X: Age 39-54	28% (169)	31% (191)	12% (72)	9% (57)	20% (120)	609
Boomers: Age 55-73	17% (128)	33% (251)	12% (94)	18% (136)	21% (160)	769
PID: Dem (no lean)	28% (224)	29% (232)	10% (80)	13% (106)	19% (153)	794
PID: Ind (no lean)	29% (247)	30% (256)	10% (86)	11% (89)	19% (164)	842
PID: Rep (no lean)	24% (169)	35% (240)	11% (74)	13% (87)	18% (123)	693
PID/Gender: Dem Men	31% (110)	30% (109)	11% (40)	13% (46)	15% (53)	358
PID/Gender: Dem Women	26% (114)	28% (123)	9% (40)	14% (59)	23% (100)	436
PID/Gender: Ind Men	31% (130)	30% (128)	10% (42)	11% (47)	18% (75)	422
PID/Gender: Ind Women	28% (116)	30% (128)	11% (45)	10% (42)	21% (89)	420
PID/Gender: Rep Men	25% (87)	35% (120)	11% (38)	13% (44)	16% (54)	344
PID/Gender: Rep Women	24% (82)	34% (119)	10% (36)	12% (43)	20% (69)	348
Ideo: Liberal (1-3)	34% (206)	33% (199)	10% (61)	10% (60)	13% (75)	602
Ideo: Moderate (4)	29% (165)	30% (173)	11% (63)	12% (71)	18% (104)	576
Ideo: Conservative (5-7)	23% (184)	35% (275)	13% (100)	13% (101)	17% (135)	795
Educ: < College	29% (459)	29% (457)	9% (150)	13% (205)	21% (330)	1601
Educ: Bachelors degree	26% (122)	39% (184)	11% (50)	10% (45)	15% (70)	470
Educ: Post-grad	23% (59)	33% (86)	16% (41)	12% (31)	16% (41)	258

Continued on next page

Table HR5_5: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Rare or hard to find content

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	27% (639)	31% (727)	10% (241)	12% (282)	19% (440)	2329
Income: Under 50k	27% (344)	28% (360)	10% (124)	14% (186)	22% (279)	1293
Income: 50k-100k	30% (218)	34% (249)	11% (83)	9% (66)	16% (116)	731
Income: 100k+	26% (78)	39% (118)	11% (33)	10% (29)	15% (46)	304
Ethnicity: White	27% (486)	32% (592)	11% (196)	12% (218)	18% (331)	1823
Ethnicity: Hispanic	35% (129)	33% (123)	10% (39)	7% (26)	15% (54)	370
Ethnicity: Afr. Am.	29% (85)	27% (77)	8% (24)	14% (40)	22% (63)	290
Ethnicity: Other	32% (68)	27% (58)	9% (20)	11% (24)	21% (46)	216
All Christian	25% (249)	33% (329)	12% (125)	12% (126)	18% (179)	1008
All Non-Christian	26% (26)	35% (36)	8% (8)	14% (14)	18% (18)	102
Atheist	38% (39)	40% (42)	8% (9)	4% (4)	10% (10)	104
Agnostic/Nothing in particular	29% (325)	29% (321)	9% (99)	12% (138)	21% (233)	1116
Religious Non-Protestant/Catholic	26% (32)	33% (40)	10% (12)	13% (16)	18% (22)	122
Evangelical	26% (170)	29% (189)	11% (74)	13% (87)	20% (129)	649
Non-Evangelical	25% (211)	32% (269)	12% (100)	13% (107)	18% (147)	835
Community: Urban	29% (166)	31% (173)	11% (62)	12% (66)	17% (96)	563
Community: Suburban	27% (308)	32% (362)	12% (129)	11% (126)	18% (198)	1124
Community: Rural	26% (165)	30% (193)	8% (49)	14% (90)	23% (146)	642
Employ: Private Sector	31% (222)	36% (261)	9% (66)	9% (63)	15% (107)	718
Employ: Government	31% (42)	40% (55)	9% (12)	10% (13)	10% (14)	136
Employ: Self-Employed	33% (62)	28% (53)	12% (23)	13% (25)	13% (25)	189
Employ: Homemaker	34% (67)	29% (56)	13% (24)	10% (19)	14% (28)	195
Employ: Retired	14% (74)	29% (157)	14% (76)	20% (106)	23% (125)	539
Employ: Unemployed	24% (57)	29% (69)	10% (24)	9% (22)	28% (67)	240
Employ: Other	36% (76)	21% (45)	4% (9)	13% (27)	26% (56)	214
Military HH: Yes	25% (101)	35% (144)	12% (49)	12% (50)	17% (70)	414
Military HH: No	28% (538)	30% (583)	10% (192)	12% (232)	19% (371)	1915
RD/WT: Right Direction	24% (207)	31% (273)	13% (116)	13% (110)	19% (165)	871
RD/WT: Wrong Track	30% (433)	31% (454)	9% (125)	12% (171)	19% (276)	1458

Continued on next page

Table HR5_5: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
 Rare or hard to find content*

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	27% (639)	31% (727)	10% (241)	12% (282)	19% (440)	2329
Trump Job Approve	25% (232)	33% (305)	12% (108)	13% (125)	18% (167)	936
Trump Job Disapprove	30% (379)	32% (398)	10% (124)	12% (148)	17% (213)	1261
Trump Job Strongly Approve	24% (122)	33% (166)	10% (51)	14% (69)	18% (92)	501
Trump Job Somewhat Approve	25% (109)	32% (139)	13% (56)	13% (56)	17% (75)	435
Trump Job Somewhat Disapprove	27% (87)	34% (109)	11% (36)	10% (33)	16% (52)	318
Trump Job Strongly Disapprove	31% (292)	31% (288)	9% (88)	12% (114)	17% (161)	943
Favorable of Trump	26% (239)	32% (294)	12% (106)	13% (116)	17% (154)	910
Unfavorable of Trump	30% (375)	33% (413)	9% (120)	12% (151)	16% (208)	1267
Very Favorable of Trump	26% (143)	31% (168)	10% (54)	13% (73)	19% (102)	540
Somewhat Favorable of Trump	26% (96)	34% (126)	14% (52)	12% (44)	14% (52)	370
Somewhat Unfavorable of Trump	27% (71)	35% (93)	10% (27)	10% (27)	18% (48)	265
Very Unfavorable of Trump	30% (304)	32% (320)	9% (93)	12% (124)	16% (160)	1002
#1 Issue: Economy	32% (189)	35% (208)	9% (57)	8% (50)	16% (94)	597
#1 Issue: Security	25% (113)	30% (132)	11% (50)	14% (62)	20% (89)	447
#1 Issue: Health Care	28% (111)	29% (115)	13% (51)	12% (47)	18% (72)	396
#1 Issue: Medicare / Social Security	17% (60)	30% (107)	14% (49)	17% (62)	23% (82)	360
#1 Issue: Women's Issues	29% (41)	33% (47)	3% (4)	12% (17)	24% (35)	143
#1 Issue: Education	29% (36)	35% (44)	8% (10)	10% (13)	18% (22)	125
#1 Issue: Energy	37% (53)	29% (41)	7% (10)	9% (12)	18% (26)	141
#1 Issue: Other	30% (36)	28% (34)	9% (11)	15% (18)	17% (20)	119
2018 House Vote: Democrat	29% (226)	32% (254)	11% (86)	12% (98)	16% (125)	789
2018 House Vote: Republican	23% (168)	34% (243)	13% (91)	13% (97)	17% (122)	722
2018 House Vote: Someone else	32% (35)	31% (34)	9% (10)	11% (12)	16% (18)	109
2016 Vote: Hillary Clinton	27% (199)	32% (233)	11% (81)	12% (84)	18% (128)	726
2016 Vote: Donald Trump	23% (170)	34% (245)	11% (83)	14% (106)	17% (127)	730
2016 Vote: Other	35% (64)	33% (61)	12% (22)	8% (15)	12% (22)	184
2016 Vote: Didn't Vote	30% (206)	27% (188)	8% (53)	11% (77)	23% (160)	685
Voted in 2014: Yes	26% (356)	34% (468)	12% (169)	13% (175)	16% (227)	1395
Voted in 2014: No	30% (284)	28% (260)	8% (71)	11% (106)	23% (213)	934

Continued on next page

Table HR5_5: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Rare or hard to find content*

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	27% (639)	31% (727)	10% (241)	12% (282)	19% (440)	2329
2012 Vote: Barack Obama	29% (251)	32% (277)	11% (90)	12% (98)	16% (137)	854
2012 Vote: Mitt Romney	18% (100)	36% (201)	13% (70)	15% (83)	18% (99)	553
2012 Vote: Other	22% (19)	40% (36)	9% (8)	11% (10)	17% (15)	88
2012 Vote: Didn't Vote	32% (267)	26% (212)	8% (69)	11% (90)	23% (186)	825
4-Region: Northeast	28% (117)	34% (142)	10% (41)	10% (40)	18% (77)	417
4-Region: Midwest	23% (112)	32% (159)	12% (58)	14% (67)	19% (94)	489
4-Region: South	28% (244)	31% (266)	9% (76)	13% (114)	20% (172)	873
4-Region: West	30% (167)	29% (160)	12% (66)	11% (61)	18% (97)	550
Watch TV: Every day	33% (373)	30% (348)	9% (106)	10% (117)	17% (198)	1142
Watch TV: Several times per week	28% (162)	37% (219)	11% (62)	10% (59)	14% (83)	585
Watch TV: About once per week	29% (45)	31% (49)	13% (21)	11% (18)	16% (25)	157
Watch TV: Several times per month	17% (18)	36% (38)	8% (8)	11% (11)	28% (29)	104
Watch TV: About once per month	20% (15)	27% (21)	24% (18)	14% (10)	16% (12)	76
Watch TV: Less often than once per month	8% (8)	35% (32)	14% (13)	24% (21)	18% (17)	90
Watch TV: Never	11% (19)	12% (22)	7% (13)	25% (44)	44% (77)	175
Watch Movies: Every day	41% (161)	27% (105)	8% (33)	9% (37)	15% (58)	395
Watch Movies: Several times per week	37% (220)	37% (222)	7% (42)	6% (36)	13% (80)	600
Watch Movies: About once per week	27% (102)	33% (126)	9% (36)	13% (51)	18% (68)	383
Watch Movies: Several times per month	26% (70)	34% (93)	12% (33)	11% (31)	17% (47)	273
Watch Movies: About once per month	20% (46)	34% (78)	16% (36)	11% (24)	19% (42)	227
Watch Movies: Less often than once per month	8% (20)	31% (74)	17% (41)	23% (54)	21% (51)	240
Watch Movies: Never	9% (20)	14% (29)	9% (20)	23% (48)	45% (94)	211
Watch Sporting Events: Every day	34% (56)	28% (46)	5% (8)	13% (21)	20% (33)	164
Watch Sporting Events: Several times per week	31% (133)	35% (148)	11% (46)	8% (35)	15% (65)	426
Watch Sporting Events: About once per week	23% (83)	39% (139)	12% (44)	10% (37)	15% (55)	358
Watch Sporting Events: Several times per month	29% (42)	29% (42)	14% (20)	15% (21)	14% (20)	147
Watch Sporting Events: About once per month	23% (31)	35% (47)	13% (17)	13% (17)	16% (21)	133
Watch Sporting Events: Less often than once per month	30% (99)	34% (111)	12% (38)	12% (39)	13% (43)	331
Watch Sporting Events: Never	25% (194)	25% (194)	9% (67)	14% (111)	26% (203)	770

Continued on next page

Table HR5_5: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Rare or hard to find content

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	27% (639)	31% (727)	10% (241)	12% (282)	19% (440)	2329
Cable TV: Currently subscribe	29% (304)	31% (322)	12% (129)	11% (115)	17% (180)	1051
Cable TV: Subscribed in past	29% (242)	36% (300)	9% (75)	9% (77)	18% (148)	842
Cable TV: Never subscribed	22% (94)	24% (105)	8% (36)	20% (89)	26% (112)	436
Satellite TV: Currently subscribe	28% (147)	30% (159)	9% (47)	11% (60)	22% (118)	532
Satellite TV: Subscribed in past	32% (202)	33% (209)	13% (79)	10% (64)	12% (74)	629
Satellite TV: Never subscribed	25% (290)	31% (360)	10% (114)	13% (157)	21% (247)	1168
Streaming Services: Currently subscribe	36% (512)	36% (508)	9% (131)	5% (76)	14% (198)	1424
Streaming Services: Subscribed in past	26% (63)	31% (77)	12% (28)	15% (36)	16% (40)	246
Streaming Services: Never subscribed	10% (65)	22% (142)	12% (81)	26% (169)	31% (202)	659
Film: An avid fan	44% (362)	32% (261)	7% (57)	7% (54)	10% (81)	814
Film: A casual fan	20% (251)	34% (416)	12% (148)	13% (166)	20% (253)	1234
Film: Not a fan	10% (27)	18% (50)	13% (36)	22% (61)	38% (106)	281
Television: An avid fan	32% (365)	32% (368)	10% (108)	11% (125)	15% (168)	1134
Television: A casual fan	23% (248)	32% (337)	12% (123)	12% (126)	21% (226)	1059
Television: Not a fan	20% (27)	17% (23)	7% (10)	23% (31)	34% (46)	136
Music: An avid fan	38% (455)	31% (379)	8% (96)	10% (119)	13% (158)	1207
Music: A casual fan	17% (167)	33% (325)	13% (129)	13% (128)	24% (235)	984
Music: Not a fan	13% (18)	17% (23)	11% (15)	25% (34)	35% (48)	138
Fashion: An avid fan	39% (122)	30% (94)	7% (22)	10% (30)	14% (43)	312
Fashion: A casual fan	28% (273)	33% (316)	11% (106)	10% (96)	18% (173)	964
Fashion: Not a fan	23% (245)	30% (317)	11% (113)	15% (155)	21% (224)	1053

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

Table HR5_6: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?*
New content added on a daily basis

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	25% (590)	33% (770)	10% (238)	11% (246)	21% (484)	2329
Gender: Male	26% (289)	33% (375)	12% (131)	11% (125)	18% (204)	1124
Gender: Female	25% (301)	33% (395)	9% (107)	10% (121)	23% (280)	1205
Age: 18-29	44% (207)	28% (131)	6% (31)	4% (18)	18% (85)	471
Age: 30-44	32% (190)	34% (205)	8% (51)	7% (40)	19% (115)	601
Age: 45-54	19% (74)	41% (160)	11% (45)	7% (26)	22% (84)	388
Age: 55-64	18% (74)	34% (138)	12% (49)	15% (62)	21% (85)	407
Age: 65+	10% (46)	30% (137)	14% (63)	22% (100)	25% (116)	462
Generation Z: 18-22	41% (81)	25% (50)	6% (12)	6% (12)	21% (41)	197
Millennial: Age 23-38	38% (250)	34% (219)	7% (48)	4% (23)	17% (113)	654
Generation X: Age 39-54	23% (139)	37% (226)	11% (66)	8% (50)	21% (129)	609
Boomers: Age 55-73	14% (109)	33% (250)	12% (95)	18% (137)	23% (177)	769
PID: Dem (no lean)	28% (222)	32% (250)	11% (85)	10% (76)	20% (160)	794
PID: Ind (no lean)	25% (209)	34% (285)	8% (70)	10% (86)	23% (192)	842
PID: Rep (no lean)	23% (159)	34% (235)	12% (82)	12% (84)	19% (132)	693
PID/Gender: Dem Men	27% (98)	34% (120)	13% (45)	11% (39)	16% (56)	358
PID/Gender: Dem Women	28% (124)	30% (130)	9% (40)	9% (37)	24% (105)	436
PID/Gender: Ind Men	25% (105)	32% (136)	9% (38)	12% (51)	22% (91)	422
PID/Gender: Ind Women	25% (104)	36% (149)	8% (32)	8% (35)	24% (101)	420
PID/Gender: Rep Men	25% (86)	35% (119)	14% (47)	10% (35)	17% (58)	344
PID/Gender: Rep Women	21% (74)	33% (116)	10% (35)	14% (50)	21% (74)	348
Ideo: Liberal (1-3)	28% (170)	38% (229)	10% (62)	8% (49)	15% (91)	602
Ideo: Moderate (4)	26% (147)	35% (202)	10% (59)	10% (56)	19% (112)	576
Ideo: Conservative (5-7)	23% (182)	33% (263)	13% (101)	12% (99)	19% (152)	795
Educ: < College	28% (456)	29% (462)	9% (148)	12% (187)	22% (348)	1601
Educ: Bachelors degree	18% (86)	44% (206)	12% (58)	7% (32)	19% (89)	470
Educ: Post-grad	19% (49)	40% (103)	12% (32)	11% (28)	18% (47)	258

Continued on next page

Table HR5_6: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
 New content added on a daily basis

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	25% (590)	33% (770)	10% (238)	11% (246)	21% (484)	2329
Income: Under 50k	25% (326)	28% (364)	10% (132)	13% (168)	23% (303)	1293
Income: 50k-100k	26% (190)	39% (283)	9% (69)	8% (59)	18% (130)	731
Income: 100k+	24% (74)	41% (123)	12% (37)	6% (20)	17% (51)	304
Ethnicity: White	24% (432)	35% (629)	10% (186)	11% (202)	21% (375)	1823
Ethnicity: Hispanic	30% (110)	34% (124)	11% (39)	9% (33)	17% (64)	370
Ethnicity: Afr. Am.	35% (100)	29% (85)	9% (26)	8% (23)	19% (56)	290
Ethnicity: Other	27% (58)	26% (56)	12% (26)	10% (22)	25% (53)	216
All Christian	21% (207)	34% (346)	13% (130)	12% (117)	21% (207)	1008
All Non-Christian	32% (33)	35% (36)	10% (10)	10% (11)	12% (13)	102
Atheist	28% (29)	50% (52)	5% (5)	4% (4)	13% (14)	104
Agnostic/Nothing in particular	29% (322)	30% (337)	8% (92)	10% (115)	22% (250)	1116
Religious Non-Protestant/Catholic	32% (39)	35% (43)	12% (14)	9% (11)	12% (15)	122
Evangelical	23% (149)	35% (229)	12% (80)	10% (66)	19% (126)	649
Non-Evangelical	24% (197)	32% (271)	11% (88)	12% (100)	21% (178)	835
Community: Urban	27% (153)	31% (176)	11% (61)	10% (57)	21% (116)	563
Community: Suburban	24% (266)	37% (419)	10% (113)	10% (112)	19% (213)	1124
Community: Rural	27% (172)	27% (175)	10% (63)	12% (78)	24% (155)	642
Employ: Private Sector	28% (201)	37% (267)	12% (85)	7% (50)	16% (116)	718
Employ: Government	30% (41)	42% (57)	8% (12)	7% (10)	12% (17)	136
Employ: Self-Employed	36% (68)	30% (56)	12% (23)	8% (16)	13% (25)	189
Employ: Homemaker	33% (64)	37% (73)	7% (13)	6% (12)	17% (33)	195
Employ: Retired	13% (68)	29% (158)	13% (70)	19% (105)	25% (137)	539
Employ: Unemployed	20% (47)	33% (78)	4% (9)	11% (27)	33% (78)	240
Employ: Other	31% (66)	24% (52)	7% (14)	10% (22)	28% (59)	214
Military HH: Yes	23% (97)	35% (144)	12% (48)	10% (42)	20% (83)	414
Military HH: No	26% (494)	33% (627)	10% (189)	11% (205)	21% (401)	1915
RD/WT: Right Direction	23% (200)	32% (275)	12% (107)	12% (108)	21% (180)	871
RD/WT: Wrong Track	27% (390)	34% (495)	9% (130)	9% (138)	21% (304)	1458

Continued on next page

Table HR5_6: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
New content added on a daily basis

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	25% (590)	33% (770)	10% (238)	11% (246)	21% (484)	2329
Trump Job Approve	23% (218)	34% (319)	11% (103)	13% (117)	19% (179)	936
Trump Job Disapprove	28% (350)	33% (420)	10% (126)	9% (117)	20% (248)	1261
Trump Job Strongly Approve	22% (111)	32% (159)	12% (62)	14% (69)	20% (99)	501
Trump Job Somewhat Approve	25% (107)	37% (160)	9% (40)	11% (48)	18% (80)	435
Trump Job Somewhat Disapprove	28% (89)	35% (110)	10% (32)	10% (32)	17% (55)	318
Trump Job Strongly Disapprove	28% (261)	33% (310)	10% (94)	9% (86)	20% (193)	943
Favorable of Trump	24% (215)	34% (312)	11% (101)	12% (109)	19% (174)	910
Unfavorable of Trump	28% (350)	34% (435)	10% (127)	9% (118)	19% (237)	1267
Very Favorable of Trump	24% (132)	30% (160)	12% (65)	14% (73)	20% (109)	540
Somewhat Favorable of Trump	22% (82)	41% (152)	10% (36)	10% (36)	17% (64)	370
Somewhat Unfavorable of Trump	24% (64)	35% (92)	12% (32)	11% (28)	19% (49)	265
Very Unfavorable of Trump	29% (286)	34% (343)	9% (95)	9% (90)	19% (187)	1002
#1 Issue: Economy	33% (197)	34% (200)	8% (50)	8% (46)	17% (103)	597
#1 Issue: Security	21% (94)	32% (144)	11% (48)	14% (62)	22% (100)	447
#1 Issue: Health Care	25% (100)	35% (140)	13% (53)	8% (33)	18% (70)	396
#1 Issue: Medicare / Social Security	15% (55)	30% (108)	12% (44)	17% (61)	26% (92)	360
#1 Issue: Women's Issues	24% (35)	36% (51)	7% (10)	8% (11)	25% (36)	143
#1 Issue: Education	35% (43)	32% (39)	9% (11)	4% (5)	21% (27)	125
#1 Issue: Energy	32% (46)	32% (46)	7% (9)	8% (11)	21% (30)	141
#1 Issue: Other	17% (20)	36% (43)	10% (12)	14% (17)	23% (27)	119
2018 House Vote: Democrat	27% (216)	34% (269)	11% (85)	10% (78)	18% (141)	789
2018 House Vote: Republican	21% (153)	34% (246)	13% (97)	12% (88)	19% (139)	722
2018 House Vote: Someone else	29% (32)	33% (35)	4% (4)	11% (12)	23% (25)	109
2016 Vote: Hillary Clinton	28% (200)	33% (242)	11% (82)	9% (68)	19% (135)	726
2016 Vote: Donald Trump	21% (154)	34% (248)	12% (89)	14% (99)	19% (140)	730
2016 Vote: Other	27% (50)	37% (69)	10% (18)	6% (11)	19% (36)	184
2016 Vote: Didn't Vote	27% (186)	31% (212)	7% (49)	10% (69)	25% (169)	685
Voted in 2014: Yes	23% (316)	34% (480)	12% (174)	11% (157)	19% (267)	1395
Voted in 2014: No	29% (274)	31% (291)	7% (63)	10% (89)	23% (217)	934

Continued on next page

Table HR5_6: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
New content added on a daily basis

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	25% (590)	33% (770)	10% (238)	11% (246)	21% (484)	2329
2012 Vote: Barack Obama	27% (229)	34% (289)	11% (98)	9% (80)	19% (158)	854
2012 Vote: Mitt Romney	17% (93)	36% (201)	14% (75)	14% (80)	19% (104)	553
2012 Vote: Other	14% (12)	41% (36)	8% (7)	8% (7)	30% (26)	88
2012 Vote: Didn't Vote	31% (254)	29% (243)	7% (58)	10% (80)	23% (191)	825
4-Region: Northeast	24% (98)	37% (154)	11% (45)	9% (37)	20% (82)	417
4-Region: Midwest	23% (112)	30% (149)	12% (61)	13% (63)	21% (104)	489
4-Region: South	27% (232)	34% (293)	9% (83)	11% (93)	20% (171)	873
4-Region: West	27% (147)	32% (174)	9% (49)	10% (54)	23% (126)	550
Watch TV: Every day	33% (379)	32% (370)	8% (96)	8% (96)	18% (201)	1142
Watch TV: Several times per week	21% (125)	41% (237)	11% (64)	8% (45)	20% (114)	585
Watch TV: About once per week	22% (34)	31% (48)	17% (27)	13% (20)	18% (28)	157
Watch TV: Several times per month	18% (19)	33% (35)	10% (10)	8% (8)	30% (32)	104
Watch TV: About once per month	15% (12)	34% (26)	17% (13)	14% (11)	19% (14)	76
Watch TV: Less often than once per month	12% (11)	33% (30)	17% (15)	21% (19)	17% (15)	90
Watch TV: Never	6% (11)	14% (25)	7% (12)	27% (47)	46% (80)	175
Watch Movies: Every day	42% (168)	28% (111)	8% (31)	7% (29)	14% (56)	395
Watch Movies: Several times per week	32% (191)	42% (251)	8% (46)	5% (28)	14% (85)	600
Watch Movies: About once per week	22% (83)	37% (143)	11% (41)	9% (35)	21% (80)	383
Watch Movies: Several times per month	24% (64)	39% (105)	10% (28)	7% (20)	20% (55)	273
Watch Movies: About once per month	15% (35)	34% (76)	15% (33)	12% (28)	24% (55)	227
Watch Movies: Less often than once per month	12% (28)	26% (62)	17% (40)	19% (46)	27% (64)	240
Watch Movies: Never	10% (22)	11% (23)	8% (18)	28% (59)	42% (90)	211
Watch Sporting Events: Every day	37% (62)	28% (46)	11% (17)	9% (15)	15% (25)	164
Watch Sporting Events: Several times per week	28% (121)	35% (151)	12% (53)	7% (28)	17% (73)	426
Watch Sporting Events: About once per week	23% (83)	39% (141)	11% (40)	8% (28)	19% (66)	358
Watch Sporting Events: Several times per month	22% (32)	42% (61)	11% (16)	12% (18)	13% (19)	147
Watch Sporting Events: About once per month	30% (39)	30% (40)	17% (22)	8% (11)	16% (21)	133
Watch Sporting Events: Less often than once per month	28% (93)	35% (116)	10% (32)	10% (32)	17% (58)	331
Watch Sporting Events: Never	21% (161)	28% (215)	7% (57)	15% (115)	29% (222)	770

Continued on next page

Table HR5_6: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
New content added on a daily basis

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	25% (590)	33% (770)	10% (238)	11% (246)	21% (484)	2329
Cable TV: Currently subscribe	27% (280)	33% (345)	12% (123)	10% (103)	19% (198)	1051
Cable TV: Subscribed in past	27% (229)	37% (312)	9% (73)	7% (59)	20% (168)	842
Cable TV: Never subscribed	18% (80)	26% (113)	9% (41)	19% (84)	27% (118)	436
Satellite TV: Currently subscribe	29% (154)	30% (160)	11% (57)	10% (53)	20% (108)	532
Satellite TV: Subscribed in past	29% (181)	36% (225)	12% (73)	8% (49)	16% (100)	629
Satellite TV: Never subscribed	22% (256)	33% (385)	9% (108)	12% (144)	24% (276)	1168
Streaming Services: Currently subscribe	35% (494)	38% (543)	9% (122)	4% (51)	15% (214)	1424
Streaming Services: Subscribed in past	22% (54)	38% (93)	13% (33)	8% (19)	19% (46)	246
Streaming Services: Never subscribed	6% (42)	20% (134)	12% (82)	27% (176)	34% (224)	659
Film: An avid fan	38% (311)	37% (300)	7% (61)	5% (41)	13% (102)	814
Film: A casual fan	20% (245)	34% (422)	12% (150)	12% (149)	22% (268)	1234
Film: Not a fan	12% (35)	17% (48)	10% (27)	20% (56)	41% (114)	281
Television: An avid fan	32% (359)	34% (386)	8% (95)	9% (103)	17% (191)	1134
Television: A casual fan	20% (214)	33% (350)	12% (130)	11% (116)	24% (249)	1059
Television: Not a fan	13% (17)	25% (35)	10% (13)	20% (27)	32% (44)	136
Music: An avid fan	34% (407)	35% (420)	8% (99)	7% (88)	16% (194)	1207
Music: A casual fan	18% (173)	33% (327)	12% (117)	13% (125)	25% (243)	984
Music: Not a fan	8% (11)	17% (24)	16% (22)	24% (33)	34% (47)	138
Fashion: An avid fan	41% (128)	31% (98)	8% (24)	5% (17)	15% (45)	312
Fashion: A casual fan	28% (272)	35% (341)	10% (94)	8% (74)	19% (183)	964
Fashion: Not a fan	18% (190)	31% (332)	11% (120)	15% (156)	24% (256)	1053

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

Table HR5_7: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?*
New content added on a weekly basis

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	25% (580)	35% (826)	10% (224)	10% (227)	20% (472)	2329
Gender: Male	25% (276)	36% (409)	11% (120)	10% (115)	18% (204)	1124
Gender: Female	25% (304)	35% (417)	9% (104)	9% (112)	22% (268)	1205
Age: 18-29	41% (193)	32% (149)	8% (36)	5% (21)	15% (72)	471
Age: 30-44	31% (186)	35% (212)	8% (48)	6% (35)	20% (120)	601
Age: 45-54	22% (87)	40% (154)	11% (43)	8% (30)	19% (75)	388
Age: 55-64	16% (66)	36% (145)	12% (50)	14% (56)	22% (89)	407
Age: 65+	11% (49)	36% (166)	10% (47)	18% (85)	25% (115)	462
Generation Z: 18-22	36% (70)	29% (58)	8% (15)	7% (13)	21% (41)	197
Millennial: Age 23-38	37% (244)	36% (238)	7% (49)	4% (24)	15% (99)	654
Generation X: Age 39-54	25% (152)	36% (218)	10% (63)	8% (49)	21% (128)	609
Boomers: Age 55-73	13% (104)	36% (278)	11% (88)	15% (119)	23% (181)	769
PID: Dem (no lean)	28% (222)	34% (272)	10% (77)	9% (71)	19% (152)	794
PID: Ind (no lean)	24% (200)	36% (306)	8% (71)	9% (78)	22% (187)	842
PID: Rep (no lean)	23% (159)	36% (248)	11% (77)	11% (78)	19% (132)	693
PID/Gender: Dem Men	29% (104)	34% (123)	12% (43)	9% (34)	15% (54)	358
PID/Gender: Dem Women	27% (117)	34% (149)	8% (34)	8% (37)	23% (99)	436
PID/Gender: Ind Men	23% (97)	37% (156)	8% (35)	11% (46)	21% (88)	422
PID/Gender: Ind Women	25% (103)	36% (150)	8% (36)	8% (33)	24% (99)	420
PID/Gender: Rep Men	22% (75)	37% (129)	12% (42)	10% (36)	18% (62)	344
PID/Gender: Rep Women	24% (83)	34% (119)	10% (34)	12% (42)	20% (70)	348
Ideo: Liberal (1-3)	29% (177)	40% (239)	9% (56)	7% (45)	14% (85)	602
Ideo: Moderate (4)	24% (138)	37% (214)	11% (61)	10% (56)	19% (107)	576
Ideo: Conservative (5-7)	22% (173)	37% (295)	11% (87)	11% (87)	19% (153)	795
Educ: < College	26% (418)	32% (510)	9% (149)	11% (169)	22% (355)	1601
Educ: Bachelors degree	22% (103)	44% (206)	11% (50)	7% (34)	16% (77)	470
Educ: Post-grad	23% (59)	43% (110)	10% (26)	9% (23)	16% (40)	258

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Table HR5_7: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
New content added on a weekly basis

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	25% (580)	35% (826)	10% (224)	10% (227)	20% (472)	2329
Income: Under 50k	24% (309)	31% (400)	10% (126)	12% (151)	24% (307)	1293
Income: 50k-100k	26% (191)	39% (285)	9% (69)	8% (60)	17% (126)	731
Income: 100k+	26% (80)	46% (141)	10% (29)	5% (16)	13% (38)	304
Ethnicity: White	24% (435)	37% (670)	10% (176)	10% (188)	19% (353)	1823
Ethnicity: Hispanic	26% (98)	35% (131)	13% (50)	6% (21)	19% (70)	370
Ethnicity: Afr. Am.	32% (94)	29% (85)	9% (26)	8% (23)	21% (62)	290
Ethnicity: Other	24% (52)	32% (70)	10% (22)	7% (16)	26% (56)	216
All Christian	20% (206)	38% (385)	11% (113)	10% (102)	20% (202)	1008
All Non-Christian	23% (24)	41% (41)	14% (14)	10% (10)	12% (13)	102
Atheist	27% (28)	52% (54)	8% (8)	4% (4)	9% (10)	104
Agnostic/Nothing in particular	29% (322)	31% (345)	8% (89)	10% (111)	22% (248)	1116
Religious Non-Protestant/Catholic	26% (32)	39% (47)	14% (18)	8% (10)	12% (15)	122
Evangelical	21% (139)	39% (251)	10% (65)	9% (60)	21% (136)	649
Non-Evangelical	25% (205)	34% (286)	10% (88)	11% (90)	20% (167)	835
Community: Urban	26% (147)	35% (195)	12% (66)	8% (47)	19% (108)	563
Community: Suburban	24% (270)	39% (433)	8% (94)	9% (103)	20% (223)	1124
Community: Rural	25% (163)	31% (198)	10% (64)	12% (77)	22% (141)	642
Employ: Private Sector	29% (210)	39% (279)	11% (77)	7% (51)	14% (101)	718
Employ: Government	22% (30)	55% (75)	9% (12)	4% (6)	10% (13)	136
Employ: Self-Employed	30% (57)	33% (62)	13% (24)	10% (19)	15% (27)	189
Employ: Homemaker	35% (68)	33% (63)	10% (19)	5% (11)	17% (33)	195
Employ: Retired	12% (64)	33% (179)	12% (63)	17% (92)	26% (142)	539
Employ: Unemployed	23% (55)	29% (70)	5% (11)	5% (12)	38% (91)	240
Employ: Other	28% (60)	29% (63)	6% (13)	12% (27)	24% (51)	214
Military HH: Yes	21% (88)	41% (170)	9% (39)	9% (36)	19% (80)	414
Military HH: No	26% (492)	34% (656)	10% (185)	10% (191)	20% (392)	1915
RD/WT: Right Direction	22% (193)	34% (299)	12% (101)	11% (93)	21% (185)	871
RD/WT: Wrong Track	27% (388)	36% (527)	8% (123)	9% (134)	20% (287)	1458

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Table HR5_7: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?*
New content added on a weekly basis

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	25% (580)	35% (826)	10% (224)	10% (227)	20% (472)	2329
Trump Job Approve	23% (212)	36% (332)	11% (107)	11% (102)	19% (182)	936
Trump Job Disapprove	27% (346)	36% (458)	9% (111)	9% (115)	18% (232)	1261
Trump Job Strongly Approve	21% (104)	36% (182)	10% (50)	12% (61)	21% (104)	501
Trump Job Somewhat Approve	25% (108)	35% (150)	13% (57)	10% (42)	18% (78)	435
Trump Job Somewhat Disapprove	28% (89)	36% (114)	11% (35)	8% (26)	17% (53)	318
Trump Job Strongly Disapprove	27% (257)	36% (343)	8% (76)	9% (89)	19% (178)	943
Favorable of Trump	23% (213)	36% (326)	11% (104)	10% (95)	19% (172)	910
Unfavorable of Trump	27% (343)	37% (472)	9% (114)	9% (115)	18% (223)	1267
Very Favorable of Trump	22% (121)	35% (188)	10% (52)	12% (65)	21% (114)	540
Somewhat Favorable of Trump	25% (92)	37% (137)	14% (51)	8% (31)	16% (59)	370
Somewhat Unfavorable of Trump	25% (65)	36% (95)	12% (31)	8% (21)	20% (53)	265
Very Unfavorable of Trump	28% (277)	38% (376)	8% (83)	9% (94)	17% (171)	1002
#1 Issue: Economy	32% (194)	35% (211)	8% (50)	7% (39)	17% (103)	597
#1 Issue: Security	19% (86)	39% (176)	8% (35)	14% (60)	20% (90)	447
#1 Issue: Health Care	24% (96)	37% (147)	10% (42)	8% (32)	20% (80)	396
#1 Issue: Medicare / Social Security	17% (60)	32% (114)	12% (43)	15% (53)	25% (90)	360
#1 Issue: Women's Issues	27% (38)	38% (55)	9% (13)	4% (6)	22% (31)	143
#1 Issue: Education	36% (45)	28% (35)	11% (13)	3% (4)	22% (28)	125
#1 Issue: Energy	29% (41)	35% (50)	11% (15)	10% (14)	15% (21)	141
#1 Issue: Other	17% (20)	32% (38)	11% (13)	15% (18)	25% (30)	119
2018 House Vote: Democrat	26% (206)	38% (303)	9% (67)	9% (69)	18% (144)	789
2018 House Vote: Republican	22% (162)	35% (255)	13% (92)	11% (79)	19% (134)	722
2018 House Vote: Someone else	21% (23)	39% (42)	7% (7)	12% (13)	21% (23)	109
2016 Vote: Hillary Clinton	26% (189)	36% (263)	10% (75)	9% (65)	18% (134)	726
2016 Vote: Donald Trump	21% (152)	36% (265)	11% (82)	12% (88)	20% (142)	730
2016 Vote: Other	25% (46)	42% (78)	9% (16)	8% (14)	16% (30)	184
2016 Vote: Didn't Vote	28% (193)	32% (219)	7% (51)	9% (60)	24% (162)	685
Voted in 2014: Yes	23% (318)	38% (526)	10% (146)	10% (143)	19% (263)	1395
Voted in 2014: No	28% (262)	32% (300)	8% (78)	9% (84)	22% (209)	934

Continued on next page

Table HR5_7: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
New content added on a weekly basis

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	25% (580)	35% (826)	10% (224)	10% (227)	20% (472)	2329
2012 Vote: Barack Obama	27% (229)	36% (310)	10% (82)	9% (78)	18% (155)	854
2012 Vote: Mitt Romney	18% (99)	39% (215)	12% (65)	13% (72)	18% (101)	553
2012 Vote: Other	12% (11)	49% (43)	6% (6)	11% (10)	21% (19)	88
2012 Vote: Didn't Vote	29% (240)	31% (255)	9% (71)	8% (67)	23% (192)	825
4-Region: Northeast	26% (110)	38% (159)	8% (33)	9% (38)	18% (77)	417
4-Region: Midwest	22% (106)	36% (175)	11% (55)	11% (52)	21% (101)	489
4-Region: South	26% (226)	36% (311)	9% (77)	10% (86)	20% (173)	873
4-Region: West	25% (137)	33% (180)	11% (59)	9% (52)	22% (122)	550
Watch TV: Every day	32% (362)	35% (401)	9% (98)	8% (91)	17% (191)	1142
Watch TV: Several times per week	23% (137)	42% (246)	8% (50)	7% (43)	19% (109)	585
Watch TV: About once per week	22% (34)	38% (59)	13% (20)	7% (12)	20% (32)	157
Watch TV: Several times per month	18% (19)	34% (35)	10% (10)	10% (10)	28% (29)	104
Watch TV: About once per month	16% (12)	33% (25)	23% (17)	8% (6)	21% (16)	76
Watch TV: Less often than once per month	11% (10)	31% (27)	14% (13)	25% (22)	19% (17)	90
Watch TV: Never	4% (6)	18% (32)	9% (16)	24% (42)	45% (78)	175
Watch Movies: Every day	43% (172)	28% (109)	9% (36)	7% (28)	13% (50)	395
Watch Movies: Several times per week	34% (202)	41% (246)	8% (46)	4% (26)	13% (80)	600
Watch Movies: About once per week	22% (83)	41% (158)	8% (32)	9% (35)	20% (75)	383
Watch Movies: Several times per month	22% (60)	44% (120)	9% (25)	6% (17)	19% (51)	273
Watch Movies: About once per month	14% (32)	38% (87)	15% (33)	9% (20)	25% (56)	227
Watch Movies: Less often than once per month	10% (23)	30% (71)	13% (31)	20% (48)	27% (66)	240
Watch Movies: Never	4% (9)	16% (34)	10% (21)	25% (53)	45% (94)	211
Watch Sporting Events: Every day	33% (54)	32% (52)	10% (16)	11% (18)	14% (24)	164
Watch Sporting Events: Several times per week	29% (123)	38% (161)	11% (49)	6% (26)	16% (68)	426
Watch Sporting Events: About once per week	20% (72)	47% (168)	10% (37)	8% (29)	15% (52)	358
Watch Sporting Events: Several times per month	25% (36)	37% (55)	13% (19)	8% (11)	17% (25)	147
Watch Sporting Events: About once per month	31% (42)	33% (44)	16% (22)	5% (7)	14% (19)	133
Watch Sporting Events: Less often than once per month	27% (90)	38% (127)	9% (30)	8% (26)	18% (59)	331
Watch Sporting Events: Never	21% (162)	29% (220)	7% (53)	14% (110)	29% (225)	770

Continued on next page

Table HR5_7: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
New content added on a weekly basis

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	25% (580)	35% (826)	10% (224)	10% (227)	20% (472)	2329
Cable TV: Currently subscribe	27% (279)	34% (362)	11% (112)	9% (93)	19% (204)	1051
Cable TV: Subscribed in past	25% (210)	42% (353)	8% (71)	7% (58)	18% (150)	842
Cable TV: Never subscribed	21% (91)	25% (110)	10% (42)	17% (76)	27% (118)	436
Satellite TV: Currently subscribe	27% (142)	34% (182)	11% (59)	10% (51)	18% (98)	532
Satellite TV: Subscribed in past	28% (174)	40% (251)	10% (61)	7% (45)	16% (99)	629
Satellite TV: Never subscribed	23% (264)	34% (393)	9% (105)	11% (130)	24% (275)	1168
Streaming Services: Currently subscribe	34% (481)	41% (588)	8% (111)	3% (48)	14% (197)	1424
Streaming Services: Subscribed in past	23% (57)	37% (92)	14% (34)	7% (17)	18% (45)	246
Streaming Services: Never subscribed	6% (42)	22% (146)	12% (79)	25% (162)	35% (230)	659
Film: An avid fan	38% (309)	38% (308)	7% (60)	4% (33)	13% (105)	814
Film: A casual fan	19% (240)	38% (468)	11% (132)	12% (142)	20% (252)	1234
Film: Not a fan	11% (31)	18% (51)	12% (32)	18% (51)	41% (115)	281
Television: An avid fan	32% (361)	36% (404)	7% (84)	8% (96)	17% (189)	1134
Television: A casual fan	19% (202)	37% (389)	12% (129)	10% (103)	22% (237)	1059
Television: Not a fan	13% (18)	24% (33)	8% (11)	21% (28)	34% (46)	136
Music: An avid fan	33% (401)	35% (427)	8% (97)	7% (84)	16% (197)	1207
Music: A casual fan	17% (167)	38% (371)	11% (106)	11% (111)	23% (230)	984
Music: Not a fan	9% (12)	20% (28)	15% (21)	23% (32)	32% (45)	138
Fashion: An avid fan	43% (133)	30% (93)	7% (23)	6% (17)	14% (45)	312
Fashion: A casual fan	28% (269)	38% (369)	9% (84)	7% (65)	18% (178)	964
Fashion: Not a fan	17% (178)	35% (364)	11% (118)	14% (144)	24% (249)	1053

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

Table HR5_8: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?*
New content added on a monthly basis

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	21% (484)	35% (818)	13% (301)	12% (282)	19% (444)	2329
Gender: Male	20% (220)	37% (411)	15% (163)	12% (137)	17% (193)	1124
Gender: Female	22% (264)	34% (407)	11% (137)	12% (145)	21% (251)	1205
Age: 18-29	35% (164)	31% (146)	10% (48)	7% (31)	17% (82)	471
Age: 30-44	26% (154)	37% (223)	12% (74)	7% (41)	18% (110)	601
Age: 45-54	20% (78)	37% (145)	16% (62)	10% (38)	17% (66)	388
Age: 55-64	13% (54)	36% (147)	13% (52)	17% (70)	21% (84)	407
Age: 65+	8% (35)	34% (158)	14% (64)	22% (103)	22% (102)	462
Generation Z: 18-22	32% (62)	23% (45)	12% (25)	9% (19)	24% (47)	197
Millennial: Age 23-38	32% (210)	39% (258)	9% (59)	5% (31)	15% (96)	654
Generation X: Age 39-54	20% (123)	35% (211)	17% (101)	10% (59)	19% (115)	609
Boomers: Age 55-73	11% (84)	36% (274)	13% (99)	20% (151)	21% (161)	769
PID: Dem (no lean)	22% (176)	34% (273)	14% (108)	12% (94)	18% (143)	794
PID: Ind (no lean)	20% (171)	35% (294)	12% (99)	11% (91)	22% (186)	842
PID: Rep (no lean)	20% (137)	36% (251)	14% (94)	14% (97)	17% (115)	693
PID/Gender: Dem Men	24% (85)	34% (122)	17% (60)	10% (37)	15% (54)	358
PID/Gender: Dem Women	21% (91)	35% (151)	11% (48)	13% (57)	20% (89)	436
PID/Gender: Ind Men	19% (79)	36% (154)	12% (50)	12% (50)	21% (89)	422
PID/Gender: Ind Women	22% (92)	33% (141)	12% (49)	10% (40)	23% (98)	420
PID/Gender: Rep Men	16% (55)	39% (135)	16% (54)	14% (49)	15% (51)	344
PID/Gender: Rep Women	23% (82)	33% (115)	11% (40)	14% (48)	18% (64)	348
Ideo: Liberal (1-3)	23% (137)	41% (249)	14% (82)	10% (60)	12% (74)	602
Ideo: Moderate (4)	20% (114)	38% (221)	13% (76)	11% (65)	17% (99)	576
Ideo: Conservative (5-7)	19% (150)	35% (280)	15% (116)	14% (109)	18% (141)	795
Educ: < College	22% (355)	32% (510)	12% (188)	13% (216)	21% (332)	1601
Educ: Bachelors degree	19% (88)	41% (193)	16% (77)	9% (42)	15% (70)	470
Educ: Post-grad	16% (41)	45% (116)	14% (35)	9% (24)	16% (42)	258

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Table HR5_8: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
New content added on a monthly basis

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	21% (484)	35% (818)	13% (301)	12% (282)	19% (444)	2329
Income: Under 50k	20% (257)	31% (397)	12% (152)	15% (193)	23% (294)	1293
Income: 50k-100k	22% (164)	40% (294)	14% (101)	9% (69)	14% (103)	731
Income: 100k+	21% (63)	42% (128)	16% (48)	6% (20)	15% (46)	304
Ethnicity: White	20% (372)	37% (667)	13% (230)	12% (222)	18% (331)	1823
Ethnicity: Hispanic	23% (86)	36% (133)	12% (44)	13% (47)	16% (60)	370
Ethnicity: Afr. Am.	24% (71)	25% (74)	17% (49)	11% (31)	22% (65)	290
Ethnicity: Other	19% (41)	36% (78)	10% (21)	13% (29)	22% (47)	216
All Christian	18% (179)	36% (366)	14% (143)	13% (132)	19% (187)	1008
All Non-Christian	21% (22)	39% (40)	19% (19)	11% (11)	9% (10)	102
Atheist	25% (26)	51% (53)	8% (9)	6% (6)	10% (10)	104
Agnostic/Nothing in particular	23% (258)	32% (359)	12% (130)	12% (132)	21% (237)	1116
Religious Non-Protestant/Catholic	24% (29)	36% (44)	20% (25)	10% (12)	10% (12)	122
Evangelical	20% (130)	35% (225)	14% (92)	13% (85)	18% (117)	649
Non-Evangelical	19% (162)	34% (286)	14% (115)	13% (111)	19% (160)	835
Community: Urban	19% (109)	35% (199)	15% (86)	12% (67)	18% (102)	563
Community: Suburban	21% (237)	37% (420)	12% (140)	11% (127)	18% (200)	1124
Community: Rural	21% (138)	31% (200)	12% (75)	14% (88)	22% (142)	642
Employ: Private Sector	24% (170)	41% (297)	14% (98)	9% (63)	13% (91)	718
Employ: Government	23% (32)	39% (54)	13% (18)	8% (11)	15% (21)	136
Employ: Self-Employed	23% (43)	36% (67)	17% (32)	10% (20)	14% (27)	189
Employ: Homemaker	30% (59)	37% (72)	11% (21)	7% (14)	15% (29)	195
Employ: Retired	9% (49)	31% (168)	15% (82)	21% (112)	24% (128)	539
Employ: Unemployed	19% (44)	27% (65)	11% (27)	11% (26)	32% (77)	240
Employ: Other	25% (54)	28% (60)	6% (14)	14% (30)	26% (56)	214
Military HH: Yes	19% (80)	37% (154)	13% (52)	12% (49)	19% (79)	414
Military HH: No	21% (404)	35% (664)	13% (249)	12% (233)	19% (365)	1915
RD/WT: Right Direction	19% (169)	34% (293)	15% (127)	13% (117)	19% (165)	871
RD/WT: Wrong Track	22% (315)	36% (526)	12% (174)	11% (165)	19% (279)	1458

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Table HR5_8: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
New content added on a monthly basis

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	21% (484)	35% (818)	13% (301)	12% (282)	19% (444)	2329
Trump Job Approve	20% (186)	34% (316)	15% (139)	14% (128)	18% (167)	936
Trump Job Disapprove	22% (280)	37% (463)	12% (153)	12% (147)	17% (218)	1261
Trump Job Strongly Approve	20% (98)	31% (157)	13% (67)	17% (87)	18% (92)	501
Trump Job Somewhat Approve	20% (88)	37% (159)	16% (71)	9% (41)	17% (76)	435
Trump Job Somewhat Disapprove	19% (62)	43% (136)	11% (36)	12% (38)	15% (47)	318
Trump Job Strongly Disapprove	23% (218)	35% (327)	12% (118)	12% (110)	18% (171)	943
Favorable of Trump	21% (189)	35% (320)	15% (132)	13% (117)	17% (150)	910
Unfavorable of Trump	22% (273)	37% (472)	12% (156)	12% (151)	17% (215)	1267
Very Favorable of Trump	19% (105)	33% (180)	13% (71)	16% (86)	18% (98)	540
Somewhat Favorable of Trump	23% (85)	38% (140)	17% (61)	9% (32)	14% (52)	370
Somewhat Unfavorable of Trump	18% (48)	41% (109)	11% (29)	11% (30)	19% (50)	265
Very Unfavorable of Trump	22% (225)	36% (363)	13% (127)	12% (122)	16% (165)	1002
#1 Issue: Economy	27% (161)	36% (213)	12% (73)	9% (53)	16% (96)	597
#1 Issue: Security	16% (74)	35% (155)	14% (61)	15% (66)	21% (92)	447
#1 Issue: Health Care	18% (70)	42% (165)	14% (57)	12% (46)	15% (59)	396
#1 Issue: Medicare / Social Security	13% (46)	32% (116)	14% (51)	18% (66)	23% (82)	360
#1 Issue: Women's Issues	25% (35)	32% (46)	9% (13)	10% (15)	24% (34)	143
#1 Issue: Education	30% (37)	26% (32)	15% (19)	7% (8)	22% (28)	125
#1 Issue: Energy	28% (40)	35% (50)	12% (17)	6% (9)	18% (26)	141
#1 Issue: Other	18% (21)	35% (42)	8% (10)	17% (20)	23% (27)	119
2018 House Vote: Democrat	23% (178)	36% (288)	13% (105)	11% (89)	17% (130)	789
2018 House Vote: Republican	19% (138)	36% (258)	15% (109)	14% (101)	16% (117)	722
2018 House Vote: Someone else	17% (18)	40% (44)	8% (8)	12% (13)	23% (25)	109
2016 Vote: Hillary Clinton	21% (152)	35% (258)	14% (101)	12% (90)	17% (126)	726
2016 Vote: Donald Trump	19% (136)	35% (254)	15% (110)	14% (105)	17% (125)	730
2016 Vote: Other	20% (37)	47% (86)	12% (21)	7% (13)	14% (26)	184
2016 Vote: Didn't Vote	23% (159)	32% (220)	10% (69)	11% (74)	24% (163)	685
Voted in 2014: Yes	19% (272)	37% (518)	14% (192)	13% (179)	17% (235)	1395
Voted in 2014: No	23% (212)	32% (300)	12% (109)	11% (103)	22% (209)	934

Continued on next page

Table HR5_8: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
New content added on a monthly basis*

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	21% (484)	35% (818)	13% (301)	12% (282)	19% (444)	2329
2012 Vote: Barack Obama	22% (187)	37% (317)	13% (112)	12% (103)	16% (135)	854
2012 Vote: Mitt Romney	16% (89)	37% (204)	15% (82)	14% (80)	18% (98)	553
2012 Vote: Other	10% (9)	50% (44)	11% (10)	8% (7)	21% (18)	88
2012 Vote: Didn't Vote	24% (197)	30% (251)	12% (97)	11% (90)	23% (190)	825
4-Region: Northeast	19% (78)	40% (166)	14% (58)	9% (39)	18% (75)	417
4-Region: Midwest	17% (85)	35% (170)	15% (73)	15% (73)	18% (89)	489
4-Region: South	24% (207)	32% (278)	12% (106)	12% (105)	20% (176)	873
4-Region: West	21% (114)	37% (205)	11% (63)	12% (64)	19% (104)	550
Watch TV: Every day	27% (306)	34% (389)	12% (133)	11% (124)	17% (190)	1142
Watch TV: Several times per week	20% (116)	41% (239)	13% (74)	9% (52)	18% (105)	585
Watch TV: About once per week	18% (28)	40% (63)	15% (24)	11% (18)	15% (24)	157
Watch TV: Several times per month	10% (10)	37% (38)	20% (21)	9% (9)	24% (25)	104
Watch TV: About once per month	15% (11)	40% (30)	15% (12)	16% (12)	13% (10)	76
Watch TV: Less often than once per month	8% (7)	35% (32)	20% (18)	19% (17)	17% (15)	90
Watch TV: Never	3% (5)	16% (27)	11% (20)	28% (49)	42% (74)	175
Watch Movies: Every day	34% (135)	28% (112)	13% (51)	10% (40)	14% (56)	395
Watch Movies: Several times per week	27% (162)	40% (242)	12% (71)	7% (42)	14% (83)	600
Watch Movies: About once per week	19% (74)	41% (159)	11% (41)	11% (41)	18% (68)	383
Watch Movies: Several times per month	20% (55)	37% (102)	14% (38)	9% (24)	20% (54)	273
Watch Movies: About once per month	12% (28)	42% (96)	15% (35)	12% (27)	19% (42)	227
Watch Movies: Less often than once per month	9% (21)	32% (76)	15% (36)	21% (50)	24% (58)	240
Watch Movies: Never	4% (9)	15% (33)	13% (27)	28% (59)	40% (84)	211
Watch Sporting Events: Every day	28% (45)	28% (45)	16% (27)	11% (18)	17% (28)	164
Watch Sporting Events: Several times per week	24% (100)	41% (174)	11% (48)	7% (32)	17% (72)	426
Watch Sporting Events: About once per week	21% (75)	36% (130)	16% (56)	11% (38)	17% (59)	358
Watch Sporting Events: Several times per month	18% (26)	40% (58)	16% (23)	10% (15)	16% (24)	147
Watch Sporting Events: About once per month	29% (38)	33% (43)	17% (23)	11% (14)	11% (14)	133
Watch Sporting Events: Less often than once per month	20% (68)	43% (144)	11% (38)	12% (40)	12% (41)	331
Watch Sporting Events: Never	17% (131)	29% (224)	11% (85)	16% (125)	27% (205)	770

Continued on next page

Table HR5_8: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
New content added on a monthly basis

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	21% (484)	35% (818)	13% (301)	12% (282)	19% (444)	2329
Cable TV: Currently subscribe	22% (226)	34% (355)	15% (153)	12% (129)	18% (187)	1051
Cable TV: Subscribed in past	23% (194)	40% (340)	11% (95)	8% (71)	17% (142)	842
Cable TV: Never subscribed	15% (64)	28% (124)	12% (53)	19% (81)	26% (114)	436
Satellite TV: Currently subscribe	22% (115)	35% (186)	12% (62)	12% (65)	19% (103)	532
Satellite TV: Subscribed in past	24% (150)	40% (253)	15% (92)	8% (53)	13% (80)	629
Satellite TV: Never subscribed	19% (218)	33% (380)	13% (147)	14% (163)	22% (260)	1168
Streaming Services: Currently subscribe	29% (408)	41% (587)	12% (174)	5% (74)	13% (181)	1424
Streaming Services: Subscribed in past	17% (41)	37% (91)	16% (40)	11% (28)	18% (45)	246
Streaming Services: Never subscribed	5% (34)	21% (140)	13% (87)	27% (180)	33% (218)	659
Film: An avid fan	32% (265)	37% (297)	13% (105)	6% (51)	12% (96)	814
Film: A casual fan	16% (193)	38% (469)	13% (163)	14% (175)	19% (235)	1234
Film: Not a fan	9% (26)	19% (53)	12% (33)	20% (56)	40% (113)	281
Television: An avid fan	26% (299)	34% (391)	13% (143)	11% (124)	16% (177)	1134
Television: A casual fan	16% (171)	37% (391)	14% (146)	12% (128)	21% (224)	1059
Television: Not a fan	10% (14)	27% (37)	9% (12)	22% (30)	32% (43)	136
Music: An avid fan	28% (337)	36% (433)	12% (146)	9% (108)	15% (184)	1207
Music: A casual fan	14% (136)	36% (349)	14% (138)	14% (142)	22% (218)	984
Music: Not a fan	8% (11)	26% (36)	12% (16)	23% (32)	30% (42)	138
Fashion: An avid fan	37% (114)	30% (93)	12% (37)	8% (23)	14% (45)	312
Fashion: A casual fan	22% (210)	38% (363)	14% (130)	9% (90)	18% (170)	964
Fashion: Not a fan	15% (160)	34% (363)	13% (134)	16% (168)	22% (229)	1053

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

Table HR5_9: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
 The option to bundle different streaming services under one account*

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	28% (663)	33% (765)	8% (194)	11% (249)	20% (458)	2329
Gender: Male	28% (315)	34% (386)	10% (114)	10% (113)	17% (196)	1124
Gender: Female	29% (348)	31% (379)	7% (80)	11% (136)	22% (263)	1205
Age: 18-29	43% (202)	28% (130)	5% (25)	4% (19)	20% (94)	471
Age: 30-44	33% (199)	35% (211)	9% (54)	6% (35)	17% (103)	601
Age: 45-54	26% (100)	37% (145)	9% (36)	9% (36)	18% (70)	388
Age: 55-64	23% (92)	33% (133)	9% (36)	15% (62)	21% (84)	407
Age: 65+	15% (70)	32% (146)	9% (42)	21% (96)	23% (107)	462
Generation Z: 18-22	38% (76)	27% (54)	4% (7)	3% (6)	27% (54)	197
Millennial: Age 23-38	40% (261)	34% (219)	7% (48)	5% (31)	15% (96)	654
Generation X: Age 39-54	27% (165)	35% (212)	10% (61)	9% (53)	19% (118)	609
Boomers: Age 55-73	19% (148)	33% (257)	8% (64)	18% (137)	21% (163)	769
PID: Dem (no lean)	31% (249)	32% (251)	9% (71)	10% (79)	18% (145)	794
PID: Ind (no lean)	28% (239)	32% (268)	8% (65)	9% (79)	23% (191)	842
PID: Rep (no lean)	25% (175)	35% (246)	8% (59)	13% (91)	18% (123)	693
PID/Gender: Dem Men	34% (121)	32% (113)	11% (40)	9% (32)	14% (51)	358
PID/Gender: Dem Women	29% (128)	32% (138)	7% (30)	11% (47)	21% (93)	436
PID/Gender: Ind Men	28% (117)	33% (139)	9% (38)	9% (40)	21% (88)	422
PID/Gender: Ind Women	29% (122)	31% (129)	6% (27)	9% (40)	25% (103)	420
PID/Gender: Rep Men	22% (76)	39% (134)	10% (36)	12% (42)	16% (57)	344
PID/Gender: Rep Women	28% (99)	32% (112)	7% (23)	14% (49)	19% (66)	348
Ideo: Liberal (1-3)	36% (217)	34% (205)	9% (55)	7% (45)	13% (81)	602
Ideo: Moderate (4)	30% (170)	32% (186)	8% (49)	11% (61)	19% (110)	576
Ideo: Conservative (5-7)	23% (180)	38% (303)	9% (74)	13% (105)	17% (133)	795
Educ: < College	29% (461)	30% (475)	8% (123)	12% (186)	22% (356)	1601
Educ: Bachelors degree	27% (127)	40% (190)	10% (48)	8% (37)	15% (69)	470
Educ: Post-grad	29% (75)	39% (100)	9% (24)	10% (26)	13% (34)	258

Continued on next page

Table HR5_9: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
The option to bundle different streaming services under one account

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	28% (663)	33% (765)	8% (194)	11% (249)	20% (458)	2329
Income: Under 50k	25% (324)	29% (378)	9% (112)	13% (164)	24% (315)	1293
Income: 50k-100k	32% (234)	37% (272)	8% (57)	8% (60)	15% (108)	731
Income: 100k+	34% (105)	37% (114)	8% (25)	8% (25)	12% (36)	304
Ethnicity: White	28% (513)	34% (616)	8% (154)	11% (199)	19% (341)	1823
Ethnicity: Hispanic	34% (126)	32% (119)	10% (36)	5% (19)	19% (70)	370
Ethnicity: Afr. Am.	31% (91)	28% (81)	7% (21)	10% (29)	24% (69)	290
Ethnicity: Other	28% (60)	31% (67)	9% (19)	10% (21)	23% (49)	216
All Christian	25% (256)	34% (338)	10% (105)	11% (113)	19% (196)	1008
All Non-Christian	29% (30)	42% (43)	4% (4)	8% (9)	16% (16)	102
Atheist	35% (37)	43% (45)	4% (4)	7% (7)	10% (11)	104
Agnostic/Nothing in particular	30% (340)	30% (339)	7% (81)	11% (120)	21% (235)	1116
Religious Non-Protestant/Catholic	31% (38)	41% (50)	6% (7)	7% (9)	15% (18)	122
Evangelical	27% (178)	30% (192)	10% (65)	11% (70)	22% (146)	649
Non-Evangelical	27% (223)	35% (295)	8% (70)	12% (98)	18% (149)	835
Community: Urban	29% (163)	34% (191)	8% (43)	9% (53)	20% (112)	563
Community: Suburban	28% (317)	35% (391)	9% (96)	10% (115)	18% (204)	1124
Community: Rural	28% (182)	28% (183)	9% (55)	13% (81)	22% (142)	642
Employ: Private Sector	34% (246)	36% (262)	8% (61)	8% (57)	13% (93)	718
Employ: Government	38% (51)	38% (51)	10% (13)	5% (7)	10% (13)	136
Employ: Self-Employed	33% (63)	31% (58)	10% (18)	7% (13)	19% (36)	189
Employ: Homemaker	36% (69)	32% (63)	8% (16)	9% (17)	15% (29)	195
Employ: Retired	17% (93)	30% (162)	10% (55)	19% (102)	24% (128)	539
Employ: Unemployed	17% (41)	33% (80)	4% (10)	9% (22)	36% (86)	240
Employ: Other	28% (61)	28% (60)	7% (15)	12% (25)	25% (54)	214
Military HH: Yes	25% (105)	36% (147)	11% (47)	10% (42)	18% (73)	414
Military HH: No	29% (558)	32% (618)	8% (147)	11% (207)	20% (386)	1915
RD/WT: Right Direction	24% (212)	34% (296)	9% (76)	12% (105)	21% (182)	871
RD/WT: Wrong Track	31% (451)	32% (468)	8% (118)	10% (144)	19% (277)	1458

Continued on next page

Table HR5_9: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
The option to bundle different streaming services under one account*

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	28% (663)	33% (765)	8% (194)	11% (249)	20% (458)	2329
Trump Job Approve	25% (234)	35% (331)	9% (82)	13% (119)	18% (169)	936
Trump Job Disapprove	32% (401)	32% (408)	8% (106)	10% (120)	18% (225)	1261
Trump Job Strongly Approve	24% (121)	33% (167)	9% (43)	13% (68)	21% (103)	501
Trump Job Somewhat Approve	26% (113)	38% (165)	9% (39)	12% (52)	15% (67)	435
Trump Job Somewhat Disapprove	33% (105)	32% (101)	9% (30)	8% (25)	18% (57)	318
Trump Job Strongly Disapprove	31% (296)	33% (307)	8% (76)	10% (95)	18% (169)	943
Favorable of Trump	26% (238)	35% (317)	9% (85)	13% (115)	17% (155)	910
Unfavorable of Trump	31% (396)	34% (426)	8% (100)	10% (122)	18% (223)	1267
Very Favorable of Trump	25% (135)	31% (167)	10% (55)	13% (72)	20% (110)	540
Somewhat Favorable of Trump	28% (103)	40% (149)	8% (30)	12% (43)	12% (45)	370
Somewhat Unfavorable of Trump	27% (71)	36% (95)	9% (24)	7% (20)	21% (56)	265
Very Unfavorable of Trump	33% (326)	33% (331)	8% (75)	10% (103)	17% (167)	1002
#1 Issue: Economy	31% (184)	37% (223)	7% (43)	7% (44)	17% (103)	597
#1 Issue: Security	25% (112)	32% (144)	8% (37)	15% (65)	20% (89)	447
#1 Issue: Health Care	32% (127)	36% (143)	8% (30)	7% (29)	17% (67)	396
#1 Issue: Medicare / Social Security	21% (75)	28% (102)	11% (40)	17% (63)	22% (80)	360
#1 Issue: Women's Issues	35% (50)	28% (41)	6% (9)	6% (9)	24% (34)	143
#1 Issue: Education	34% (42)	30% (37)	10% (12)	6% (8)	21% (26)	125
#1 Issue: Energy	31% (44)	30% (43)	8% (11)	8% (11)	23% (32)	141
#1 Issue: Other	24% (29)	26% (31)	10% (11)	16% (19)	23% (28)	119
2018 House Vote: Democrat	32% (255)	33% (264)	8% (62)	10% (80)	16% (129)	789
2018 House Vote: Republican	24% (172)	35% (254)	10% (73)	12% (90)	19% (134)	722
2018 House Vote: Someone else	27% (29)	32% (35)	9% (10)	11% (11)	21% (23)	109
2016 Vote: Hillary Clinton	32% (230)	33% (242)	8% (60)	10% (70)	17% (125)	726
2016 Vote: Donald Trump	23% (170)	34% (250)	10% (71)	14% (103)	19% (137)	730
2016 Vote: Other	32% (59)	38% (69)	9% (17)	7% (13)	14% (26)	184
2016 Vote: Didn't Vote	30% (205)	30% (202)	7% (46)	9% (64)	24% (167)	685
Voted in 2014: Yes	27% (379)	34% (481)	9% (126)	12% (164)	18% (245)	1395
Voted in 2014: No	30% (284)	30% (283)	7% (68)	9% (85)	23% (214)	934

Continued on next page

Table HR5_9: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
The option to bundle different streaming services under one account*

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	28% (663)	33% (765)	8% (194)	11% (249)	20% (458)	2329
2012 Vote: Barack Obama	30% (257)	33% (284)	9% (76)	11% (95)	17% (141)	854
2012 Vote: Mitt Romney	21% (116)	38% (208)	10% (53)	14% (77)	18% (98)	553
2012 Vote: Other	26% (23)	36% (32)	5% (4)	11% (9)	22% (19)	88
2012 Vote: Didn't Vote	32% (264)	29% (235)	7% (60)	8% (68)	24% (198)	825
4-Region: Northeast	30% (123)	35% (147)	9% (39)	9% (35)	17% (72)	417
4-Region: Midwest	26% (125)	33% (162)	9% (43)	14% (67)	19% (92)	489
4-Region: South	29% (255)	31% (273)	8% (73)	11% (93)	21% (179)	873
4-Region: West	29% (160)	33% (183)	7% (39)	10% (53)	21% (116)	550
Watch TV: Every day	35% (401)	32% (362)	6% (73)	9% (105)	18% (201)	1142
Watch TV: Several times per week	27% (157)	41% (240)	9% (50)	8% (47)	16% (91)	585
Watch TV: About once per week	28% (44)	32% (50)	13% (20)	10% (15)	18% (28)	157
Watch TV: Several times per month	20% (21)	37% (39)	9% (9)	11% (11)	23% (24)	104
Watch TV: About once per month	18% (13)	32% (24)	17% (13)	9% (7)	24% (18)	76
Watch TV: Less often than once per month	17% (15)	25% (23)	12% (11)	24% (22)	21% (19)	90
Watch TV: Never	7% (12)	15% (26)	10% (18)	24% (42)	44% (77)	175
Watch Movies: Every day	44% (174)	25% (98)	8% (33)	8% (31)	15% (59)	395
Watch Movies: Several times per week	36% (217)	41% (247)	5% (28)	5% (30)	13% (79)	600
Watch Movies: About once per week	27% (104)	38% (145)	10% (38)	9% (34)	16% (62)	383
Watch Movies: Several times per month	26% (72)	35% (96)	10% (27)	9% (26)	19% (53)	273
Watch Movies: About once per month	22% (51)	35% (81)	11% (25)	9% (21)	22% (50)	227
Watch Movies: Less often than once per month	14% (32)	30% (72)	11% (25)	23% (55)	23% (55)	240
Watch Movies: Never	6% (14)	13% (27)	9% (19)	25% (52)	47% (100)	211
Watch Sporting Events: Every day	38% (63)	29% (47)	7% (12)	5% (8)	21% (34)	164
Watch Sporting Events: Several times per week	32% (137)	37% (159)	10% (41)	7% (29)	14% (60)	426
Watch Sporting Events: About once per week	30% (109)	40% (144)	8% (28)	9% (33)	12% (44)	358
Watch Sporting Events: Several times per month	30% (43)	35% (51)	14% (21)	6% (9)	15% (22)	147
Watch Sporting Events: About once per month	30% (40)	32% (43)	12% (16)	8% (10)	18% (24)	133
Watch Sporting Events: Less often than once per month	27% (89)	37% (122)	6% (21)	12% (40)	18% (60)	331
Watch Sporting Events: Never	24% (184)	26% (198)	7% (54)	16% (120)	28% (215)	770

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Table HR5_9: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
The option to bundle different streaming services under one account

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	28% (663)	33% (765)	8% (194)	11% (249)	20% (458)	2329
Cable TV: Currently subscribe	30% (319)	33% (347)	8% (87)	9% (93)	19% (204)	1051
Cable TV: Subscribed in past	30% (251)	37% (309)	8% (68)	9% (77)	16% (137)	842
Cable TV: Never subscribed	21% (93)	25% (108)	9% (39)	18% (78)	27% (118)	436
Satellite TV: Currently subscribe	29% (156)	32% (168)	8% (44)	11% (57)	20% (107)	532
Satellite TV: Subscribed in past	31% (194)	37% (236)	9% (58)	9% (57)	13% (84)	629
Satellite TV: Never subscribed	27% (313)	31% (361)	8% (92)	12% (135)	23% (267)	1168
Streaming Services: Currently subscribe	39% (557)	36% (518)	7% (94)	5% (69)	13% (186)	1424
Streaming Services: Subscribed in past	22% (54)	38% (93)	11% (28)	10% (25)	19% (46)	246
Streaming Services: Never subscribed	8% (52)	23% (154)	11% (72)	24% (155)	34% (226)	659
Film: An avid fan	41% (330)	35% (288)	6% (49)	5% (44)	13% (103)	814
Film: A casual fan	24% (299)	34% (423)	9% (117)	12% (153)	20% (241)	1234
Film: Not a fan	12% (33)	19% (54)	10% (28)	19% (52)	40% (114)	281
Television: An avid fan	34% (380)	34% (390)	6% (69)	10% (109)	16% (185)	1134
Television: A casual fan	25% (263)	33% (348)	10% (108)	11% (113)	21% (227)	1059
Television: Not a fan	14% (19)	19% (26)	12% (17)	20% (27)	34% (46)	136
Music: An avid fan	36% (433)	34% (405)	7% (82)	7% (87)	17% (200)	1207
Music: A casual fan	22% (213)	35% (341)	10% (95)	13% (127)	21% (209)	984
Music: Not a fan	12% (17)	14% (19)	12% (17)	25% (35)	36% (50)	138
Fashion: An avid fan	39% (121)	30% (95)	6% (20)	7% (21)	18% (55)	312
Fashion: A casual fan	31% (303)	35% (339)	8% (79)	7% (71)	18% (172)	964
Fashion: Not a fan	23% (239)	31% (331)	9% (95)	15% (157)	22% (232)	1053

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

Table HR5_10: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Content your friends and family recommend*

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	19% (436)	35% (811)	12% (271)	12% (272)	23% (538)	2329
Gender: Male	19% (210)	34% (384)	13% (149)	13% (145)	21% (236)	1124
Gender: Female	19% (226)	35% (427)	10% (123)	11% (127)	25% (302)	1205
Age: 18-29	32% (151)	36% (169)	10% (46)	5% (24)	17% (80)	471
Age: 30-44	24% (145)	35% (209)	11% (68)	7% (44)	23% (135)	601
Age: 45-54	15% (58)	37% (144)	14% (52)	9% (36)	25% (97)	388
Age: 55-64	13% (54)	34% (139)	10% (42)	16% (66)	26% (106)	407
Age: 65+	6% (28)	33% (150)	14% (63)	22% (102)	26% (120)	462
Generation Z: 18-22	30% (58)	34% (68)	11% (22)	5% (10)	19% (38)	197
Millennial: Age 23-38	29% (190)	36% (234)	11% (71)	6% (39)	18% (120)	654
Generation X: Age 39-54	17% (106)	36% (220)	12% (73)	9% (55)	25% (154)	609
Boomers: Age 55-73	10% (75)	34% (264)	12% (90)	19% (143)	26% (197)	769
PID: Dem (no lean)	19% (155)	34% (267)	13% (101)	12% (98)	22% (174)	794
PID: Ind (no lean)	18% (151)	35% (293)	10% (88)	10% (86)	27% (223)	842
PID: Rep (no lean)	19% (130)	36% (252)	12% (83)	13% (88)	20% (140)	693
PID/Gender: Dem Men	18% (66)	33% (119)	16% (58)	14% (51)	18% (65)	358
PID/Gender: Dem Women	20% (89)	34% (148)	10% (43)	11% (48)	25% (109)	436
PID/Gender: Ind Men	18% (76)	33% (141)	12% (49)	12% (50)	25% (106)	422
PID/Gender: Ind Women	18% (75)	36% (152)	9% (39)	9% (36)	28% (117)	420
PID/Gender: Rep Men	20% (68)	36% (125)	12% (42)	13% (44)	19% (65)	344
PID/Gender: Rep Women	18% (63)	36% (127)	12% (40)	13% (44)	21% (75)	348
Ideo: Liberal (1-3)	23% (141)	37% (220)	13% (78)	11% (67)	16% (96)	602
Ideo: Moderate (4)	16% (91)	37% (214)	12% (71)	12% (68)	23% (131)	576
Ideo: Conservative (5-7)	17% (133)	36% (288)	12% (98)	13% (104)	22% (172)	795
Educ: < College	20% (327)	32% (512)	11% (183)	12% (191)	24% (388)	1601
Educ: Bachelors degree	15% (70)	42% (196)	13% (63)	10% (48)	20% (93)	470
Educ: Post-grad	15% (39)	40% (104)	10% (25)	13% (33)	22% (57)	258

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Table HR5_10: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
 Content your friends and family recommend

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	19% (436)	35% (811)	12% (271)	12% (272)	23% (538)	2329
Income: Under 50k	19% (243)	32% (411)	11% (142)	13% (167)	26% (330)	1293
Income: 50k-100k	19% (138)	37% (271)	13% (94)	10% (75)	21% (153)	731
Income: 100k+	18% (55)	42% (129)	12% (35)	10% (31)	18% (54)	304
Ethnicity: White	18% (327)	36% (657)	12% (223)	12% (213)	22% (403)	1823
Ethnicity: Hispanic	25% (91)	35% (128)	14% (52)	8% (28)	19% (70)	370
Ethnicity: Afr. Am.	23% (68)	28% (81)	11% (32)	13% (37)	25% (72)	290
Ethnicity: Other	19% (41)	34% (73)	8% (17)	10% (22)	29% (63)	216
All Christian	16% (162)	35% (348)	14% (144)	12% (121)	23% (232)	1008
All Non-Christian	20% (21)	38% (39)	12% (13)	13% (13)	16% (16)	102
Atheist	20% (21)	52% (54)	5% (6)	9% (10)	14% (14)	104
Agnostic/Nothing in particular	21% (233)	33% (371)	10% (109)	11% (128)	25% (275)	1116
Religious Non-Protestant/Catholic	20% (24)	43% (52)	12% (14)	11% (13)	15% (18)	122
Evangelical	18% (118)	35% (226)	13% (85)	12% (75)	22% (145)	649
Non-Evangelical	18% (148)	34% (283)	12% (100)	13% (106)	24% (198)	835
Community: Urban	18% (101)	35% (200)	12% (68)	11% (63)	23% (131)	563
Community: Suburban	19% (218)	36% (402)	11% (124)	12% (132)	22% (248)	1124
Community: Rural	18% (118)	33% (210)	12% (79)	12% (77)	25% (159)	642
Employ: Private Sector	22% (157)	38% (273)	12% (84)	9% (64)	20% (140)	718
Employ: Government	23% (31)	40% (55)	11% (15)	10% (14)	15% (20)	136
Employ: Self-Employed	23% (43)	33% (63)	15% (28)	10% (18)	19% (36)	189
Employ: Homemaker	21% (40)	40% (78)	11% (22)	8% (16)	20% (39)	195
Employ: Retired	8% (44)	32% (175)	13% (70)	20% (105)	27% (144)	539
Employ: Unemployed	15% (37)	30% (71)	11% (26)	11% (26)	34% (80)	240
Employ: Other	28% (60)	24% (51)	9% (20)	10% (21)	29% (62)	214
Military HH: Yes	17% (68)	35% (144)	13% (53)	13% (52)	23% (96)	414
Military HH: No	19% (368)	35% (668)	11% (218)	11% (220)	23% (442)	1915
RD/WT: Right Direction	18% (158)	33% (284)	14% (119)	13% (110)	23% (200)	871
RD/WT: Wrong Track	19% (278)	36% (528)	10% (153)	11% (163)	23% (338)	1458

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Table HR5_10: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Content your friends and family recommend

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	19% (436)	35% (811)	12% (271)	12% (272)	23% (538)	2329
Trump Job Approve	19% (174)	34% (318)	14% (127)	12% (113)	22% (205)	936
Trump Job Disapprove	19% (242)	36% (454)	11% (138)	12% (149)	22% (278)	1261
Trump Job Strongly Approve	20% (102)	30% (151)	13% (64)	14% (68)	23% (116)	501
Trump Job Somewhat Approve	16% (72)	38% (167)	14% (62)	10% (45)	21% (89)	435
Trump Job Somewhat Disapprove	19% (59)	40% (126)	14% (45)	8% (24)	20% (63)	318
Trump Job Strongly Disapprove	19% (183)	35% (328)	10% (93)	13% (125)	23% (214)	943
Favorable of Trump	20% (179)	34% (309)	13% (116)	12% (108)	22% (197)	910
Unfavorable of Trump	18% (232)	38% (475)	11% (144)	12% (148)	21% (268)	1267
Very Favorable of Trump	21% (113)	29% (157)	13% (68)	13% (72)	24% (130)	540
Somewhat Favorable of Trump	18% (66)	41% (152)	13% (48)	10% (37)	18% (68)	370
Somewhat Unfavorable of Trump	16% (42)	42% (111)	12% (32)	8% (22)	22% (59)	265
Very Unfavorable of Trump	19% (190)	36% (364)	11% (111)	13% (127)	21% (210)	1002
#1 Issue: Economy	23% (135)	37% (221)	12% (72)	7% (43)	21% (125)	597
#1 Issue: Security	17% (78)	32% (145)	11% (51)	15% (66)	24% (108)	447
#1 Issue: Health Care	20% (79)	36% (145)	13% (52)	10% (39)	21% (82)	396
#1 Issue: Medicare / Social Security	10% (36)	32% (115)	12% (45)	19% (69)	26% (95)	360
#1 Issue: Women's Issues	18% (27)	41% (59)	7% (10)	9% (13)	24% (35)	143
#1 Issue: Education	27% (33)	33% (41)	7% (9)	8% (9)	26% (33)	125
#1 Issue: Energy	22% (31)	37% (53)	10% (15)	11% (16)	19% (27)	141
#1 Issue: Other	14% (17)	28% (33)	16% (19)	15% (17)	28% (33)	119
2018 House Vote: Democrat	20% (156)	34% (272)	12% (96)	13% (104)	20% (162)	789
2018 House Vote: Republican	18% (129)	37% (264)	12% (87)	13% (91)	21% (150)	722
2018 House Vote: Someone else	16% (17)	43% (47)	10% (11)	9% (10)	21% (23)	109
2016 Vote: Hillary Clinton	18% (134)	34% (249)	13% (97)	13% (93)	21% (154)	726
2016 Vote: Donald Trump	18% (129)	34% (251)	12% (88)	14% (104)	22% (158)	730
2016 Vote: Other	20% (38)	41% (75)	12% (22)	8% (16)	18% (33)	184
2016 Vote: Didn't Vote	20% (136)	34% (236)	9% (64)	9% (60)	28% (189)	685
Voted in 2014: Yes	18% (251)	35% (489)	12% (174)	13% (182)	21% (300)	1395
Voted in 2014: No	20% (185)	35% (323)	10% (98)	10% (90)	25% (238)	934

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Table HR5_10: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Content your friends and family recommend

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	19% (436)	35% (811)	12% (271)	12% (272)	23% (538)	2329
2012 Vote: Barack Obama	20% (170)	33% (285)	12% (105)	13% (111)	21% (182)	854
2012 Vote: Mitt Romney	15% (81)	39% (215)	11% (61)	14% (79)	21% (116)	553
2012 Vote: Other	17% (15)	35% (31)	10% (9)	11% (10)	27% (23)	88
2012 Vote: Didn't Vote	20% (167)	33% (276)	12% (96)	9% (72)	26% (213)	825
4-Region: Northeast	20% (84)	35% (146)	12% (52)	9% (37)	23% (97)	417
4-Region: Midwest	17% (83)	35% (172)	13% (64)	14% (71)	20% (100)	489
4-Region: South	20% (173)	35% (302)	11% (93)	12% (103)	23% (201)	873
4-Region: West	17% (96)	35% (191)	11% (63)	11% (61)	25% (139)	550
Watch TV: Every day	23% (260)	35% (401)	12% (133)	10% (112)	21% (236)	1142
Watch TV: Several times per week	19% (113)	38% (224)	12% (69)	10% (59)	21% (120)	585
Watch TV: About once per week	16% (25)	41% (64)	13% (21)	8% (12)	22% (35)	157
Watch TV: Several times per month	14% (14)	28% (30)	15% (16)	11% (12)	31% (32)	104
Watch TV: About once per month	14% (10)	36% (27)	13% (9)	14% (11)	24% (18)	76
Watch TV: Less often than once per month	6% (6)	38% (34)	13% (11)	25% (23)	17% (16)	90
Watch TV: Never	4% (8)	18% (31)	7% (13)	25% (44)	46% (80)	175
Watch Movies: Every day	31% (121)	32% (126)	11% (44)	9% (37)	17% (66)	395
Watch Movies: Several times per week	24% (145)	38% (228)	12% (70)	7% (40)	20% (118)	600
Watch Movies: About once per week	17% (66)	40% (151)	10% (38)	10% (40)	23% (87)	383
Watch Movies: Several times per month	15% (40)	42% (114)	13% (34)	10% (28)	21% (56)	273
Watch Movies: About once per month	14% (31)	36% (82)	15% (34)	8% (19)	27% (61)	227
Watch Movies: Less often than once per month	7% (17)	33% (80)	11% (26)	24% (58)	25% (59)	240
Watch Movies: Never	7% (16)	14% (30)	12% (25)	23% (49)	43% (91)	211
Watch Sporting Events: Every day	33% (54)	29% (48)	9% (14)	9% (15)	20% (33)	164
Watch Sporting Events: Several times per week	20% (86)	39% (166)	13% (55)	8% (33)	20% (85)	426
Watch Sporting Events: About once per week	19% (69)	38% (137)	14% (49)	10% (36)	19% (68)	358
Watch Sporting Events: Several times per month	18% (27)	37% (55)	11% (16)	14% (20)	20% (29)	147
Watch Sporting Events: About once per month	25% (34)	33% (44)	16% (21)	7% (9)	19% (25)	133
Watch Sporting Events: Less often than once per month	17% (57)	44% (145)	9% (31)	10% (34)	20% (66)	331
Watch Sporting Events: Never	14% (111)	28% (218)	11% (85)	16% (126)	30% (231)	770

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Table HR5_10: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Content your friends and family recommend

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	19% (436)	35% (811)	12% (271)	12% (272)	23% (538)	2329
Cable TV: Currently subscribe	20% (214)	35% (367)	14% (144)	10% (106)	21% (220)	1051
Cable TV: Subscribed in past	18% (151)	36% (307)	12% (102)	10% (84)	23% (197)	842
Cable TV: Never subscribed	16% (71)	32% (137)	6% (26)	19% (83)	28% (120)	436
Satellite TV: Currently subscribe	20% (105)	38% (201)	10% (53)	12% (66)	20% (106)	532
Satellite TV: Subscribed in past	20% (127)	36% (227)	15% (94)	9% (55)	20% (126)	629
Satellite TV: Never subscribed	17% (203)	33% (383)	11% (125)	13% (151)	26% (306)	1168
Streaming Services: Currently subscribe	25% (359)	39% (558)	11% (163)	6% (80)	19% (264)	1424
Streaming Services: Subscribed in past	16% (40)	45% (110)	11% (27)	10% (24)	18% (45)	246
Streaming Services: Never subscribed	6% (37)	22% (144)	12% (82)	26% (168)	35% (229)	659
Film: An avid fan	28% (231)	38% (307)	12% (94)	6% (50)	16% (133)	814
Film: A casual fan	14% (177)	36% (448)	12% (143)	14% (170)	24% (297)	1234
Film: Not a fan	10% (29)	20% (57)	12% (35)	19% (53)	38% (108)	281
Television: An avid fan	23% (266)	35% (402)	11% (124)	11% (122)	19% (220)	1134
Television: A casual fan	15% (159)	35% (372)	13% (136)	12% (126)	25% (267)	1059
Television: Not a fan	9% (12)	28% (38)	9% (12)	17% (24)	37% (51)	136
Music: An avid fan	25% (302)	36% (432)	13% (151)	8% (98)	19% (224)	1207
Music: A casual fan	12% (119)	36% (357)	11% (105)	14% (137)	27% (267)	984
Music: Not a fan	11% (15)	17% (23)	11% (15)	27% (37)	34% (47)	138
Fashion: An avid fan	32% (99)	33% (104)	10% (31)	8% (25)	17% (53)	312
Fashion: A casual fan	20% (193)	40% (389)	11% (104)	8% (75)	21% (204)	964
Fashion: Not a fan	14% (144)	30% (318)	13% (137)	16% (173)	27% (281)	1053

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

Table HR5_11: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
 Critically acclaimed content*

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	21% (487)	30% (705)	12% (276)	12% (281)	25% (579)	2329
Gender: Male	22% (246)	33% (367)	13% (142)	13% (145)	20% (225)	1124
Gender: Female	20% (242)	28% (338)	11% (135)	11% (136)	29% (354)	1205
Age: 18-29	30% (140)	28% (131)	12% (57)	7% (32)	24% (111)	471
Age: 30-44	25% (153)	32% (191)	11% (68)	7% (43)	24% (146)	601
Age: 45-54	20% (79)	33% (129)	11% (43)	11% (43)	24% (93)	388
Age: 55-64	15% (59)	30% (124)	13% (53)	16% (67)	26% (104)	407
Age: 65+	12% (56)	28% (129)	12% (56)	21% (97)	27% (124)	462
Generation Z: 18-22	31% (61)	25% (50)	9% (18)	7% (15)	27% (54)	197
Millennial: Age 23-38	28% (185)	31% (200)	13% (84)	6% (37)	23% (148)	654
Generation X: Age 39-54	21% (126)	33% (203)	11% (67)	11% (65)	24% (148)	609
Boomers: Age 55-73	13% (104)	29% (227)	12% (96)	18% (142)	26% (201)	769
PID: Dem (no lean)	24% (191)	31% (245)	11% (89)	11% (85)	23% (184)	794
PID: Ind (no lean)	21% (177)	28% (236)	11% (93)	12% (101)	28% (234)	842
PID: Rep (no lean)	17% (119)	32% (224)	14% (94)	14% (95)	23% (160)	693
PID/Gender: Dem Men	27% (95)	34% (122)	11% (40)	12% (41)	17% (60)	358
PID/Gender: Dem Women	22% (96)	28% (123)	11% (49)	10% (43)	29% (125)	436
PID/Gender: Ind Men	21% (89)	31% (130)	12% (49)	13% (55)	24% (99)	422
PID/Gender: Ind Women	21% (88)	25% (106)	11% (44)	11% (46)	32% (135)	420
PID/Gender: Rep Men	18% (61)	34% (116)	15% (53)	14% (49)	19% (66)	344
PID/Gender: Rep Women	17% (58)	31% (109)	12% (41)	13% (46)	27% (95)	348
Ideo: Liberal (1-3)	30% (181)	33% (198)	12% (71)	8% (50)	17% (101)	602
Ideo: Moderate (4)	20% (113)	32% (184)	12% (71)	12% (69)	24% (138)	576
Ideo: Conservative (5-7)	17% (135)	32% (253)	13% (107)	15% (116)	23% (184)	795
Educ: < College	20% (319)	28% (443)	11% (182)	13% (211)	28% (446)	1601
Educ: Bachelors degree	24% (114)	34% (157)	15% (68)	9% (40)	19% (90)	470
Educ: Post-grad	21% (55)	40% (105)	10% (26)	12% (30)	17% (43)	258

Continued on next page

Table HR5_11: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Critically acclaimed content

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	21% (487)	30% (705)	12% (276)	12% (281)	25% (579)	2329
Income: Under 50k	20% (260)	26% (332)	11% (137)	14% (184)	29% (381)	1293
Income: 50k-100k	21% (155)	35% (253)	14% (100)	10% (75)	20% (149)	731
Income: 100k+	24% (73)	40% (121)	13% (40)	7% (22)	16% (49)	304
Ethnicity: White	21% (390)	30% (547)	12% (222)	12% (222)	24% (441)	1823
Ethnicity: Hispanic	23% (86)	35% (129)	14% (50)	8% (30)	20% (75)	370
Ethnicity: Afr. Am.	21% (61)	29% (83)	10% (29)	13% (37)	27% (80)	290
Ethnicity: Other	17% (36)	34% (74)	12% (25)	10% (22)	27% (59)	216
All Christian	19% (187)	31% (316)	14% (137)	13% (133)	23% (235)	1008
All Non-Christian	29% (30)	36% (37)	10% (10)	11% (12)	14% (14)	102
Atheist	39% (41)	36% (38)	6% (6)	7% (7)	12% (12)	104
Agnostic/Nothing in particular	21% (229)	28% (314)	11% (124)	12% (130)	29% (318)	1116
Religious Non-Protestant/Catholic	27% (33)	36% (44)	14% (17)	10% (13)	13% (16)	122
Evangelical	18% (115)	30% (195)	12% (75)	14% (91)	27% (173)	649
Non-Evangelical	20% (171)	30% (254)	12% (104)	13% (108)	24% (198)	835
Community: Urban	21% (117)	29% (165)	14% (81)	11% (62)	24% (138)	563
Community: Suburban	22% (249)	33% (370)	11% (126)	11% (125)	23% (254)	1124
Community: Rural	19% (121)	27% (171)	11% (69)	15% (94)	29% (188)	642
Employ: Private Sector	24% (175)	32% (232)	14% (99)	8% (57)	22% (155)	718
Employ: Government	27% (37)	40% (54)	7% (9)	8% (11)	18% (25)	136
Employ: Self-Employed	20% (38)	36% (67)	18% (33)	13% (25)	13% (25)	189
Employ: Homemaker	24% (47)	30% (59)	13% (25)	9% (17)	25% (48)	195
Employ: Retired	13% (72)	27% (144)	13% (71)	19% (104)	28% (149)	539
Employ: Unemployed	17% (41)	25% (61)	7% (16)	12% (29)	39% (93)	240
Employ: Other	24% (51)	25% (52)	8% (18)	12% (26)	31% (66)	214
Military HH: Yes	20% (83)	32% (131)	12% (50)	13% (55)	23% (94)	414
Military HH: No	21% (404)	30% (574)	12% (226)	12% (227)	25% (485)	1915
RD/WT: Right Direction	17% (144)	30% (259)	14% (119)	15% (131)	25% (217)	871
RD/WT: Wrong Track	24% (343)	31% (446)	11% (157)	10% (150)	25% (362)	1458

Continued on next page

Table HR5_11: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Critically acclaimed content

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	21% (487)	30% (705)	12% (276)	12% (281)	25% (579)	2329
Trump Job Approve	17% (155)	31% (291)	12% (117)	16% (149)	24% (224)	936
Trump Job Disapprove	25% (315)	31% (390)	11% (145)	10% (124)	23% (287)	1261
Trump Job Strongly Approve	19% (97)	30% (149)	11% (53)	16% (82)	24% (120)	501
Trump Job Somewhat Approve	13% (58)	33% (142)	15% (64)	15% (67)	24% (104)	435
Trump Job Somewhat Disapprove	23% (74)	33% (105)	15% (48)	8% (25)	21% (66)	318
Trump Job Strongly Disapprove	26% (241)	30% (285)	10% (97)	11% (99)	23% (221)	943
Favorable of Trump	17% (156)	32% (289)	14% (124)	14% (129)	23% (213)	910
Unfavorable of Trump	24% (310)	32% (400)	11% (139)	11% (136)	22% (282)	1267
Very Favorable of Trump	20% (106)	30% (160)	12% (63)	15% (79)	25% (133)	540
Somewhat Favorable of Trump	14% (50)	35% (129)	17% (61)	13% (50)	22% (80)	370
Somewhat Unfavorable of Trump	21% (55)	34% (89)	13% (35)	11% (28)	22% (58)	265
Very Unfavorable of Trump	25% (255)	31% (311)	10% (104)	11% (108)	22% (223)	1002
#1 Issue: Economy	24% (144)	32% (189)	13% (79)	9% (51)	22% (134)	597
#1 Issue: Security	16% (74)	29% (128)	11% (50)	16% (71)	28% (124)	447
#1 Issue: Health Care	24% (96)	32% (128)	12% (48)	10% (39)	21% (85)	396
#1 Issue: Medicare / Social Security	13% (48)	25% (91)	15% (53)	19% (68)	28% (100)	360
#1 Issue: Women's Issues	23% (34)	34% (49)	3% (5)	7% (10)	32% (46)	143
#1 Issue: Education	26% (32)	31% (39)	8% (10)	8% (10)	27% (34)	125
#1 Issue: Energy	34% (49)	28% (40)	8% (11)	11% (16)	18% (26)	141
#1 Issue: Other	10% (12)	34% (40)	16% (19)	14% (17)	26% (31)	119
2018 House Vote: Democrat	25% (198)	32% (250)	12% (92)	10% (81)	21% (170)	789
2018 House Vote: Republican	17% (119)	32% (232)	14% (101)	15% (106)	23% (164)	722
2018 House Vote: Someone else	23% (26)	33% (36)	12% (14)	9% (10)	22% (23)	109
2016 Vote: Hillary Clinton	23% (169)	32% (231)	12% (90)	11% (78)	22% (157)	726
2016 Vote: Donald Trump	16% (114)	32% (230)	13% (97)	15% (113)	24% (176)	730
2016 Vote: Other	28% (52)	35% (65)	13% (25)	6% (11)	17% (31)	184
2016 Vote: Didn't Vote	22% (152)	26% (179)	9% (64)	12% (79)	31% (211)	685
Voted in 2014: Yes	21% (289)	32% (449)	13% (188)	12% (170)	21% (299)	1395
Voted in 2014: No	21% (198)	27% (256)	9% (88)	12% (111)	30% (280)	934

Continued on next page

Table HR5_11: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Critically acclaimed content*

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	21% (487)	30% (705)	12% (276)	12% (281)	25% (579)	2329
2012 Vote: Barack Obama	26% (224)	31% (269)	12% (101)	10% (88)	20% (173)	854
2012 Vote: Mitt Romney	14% (78)	32% (174)	15% (86)	16% (86)	23% (128)	553
2012 Vote: Other	9% (8)	28% (25)	14% (13)	12% (10)	37% (32)	88
2012 Vote: Didn't Vote	21% (174)	28% (235)	9% (77)	11% (95)	30% (244)	825
4-Region: Northeast	20% (84)	33% (138)	11% (46)	11% (45)	25% (103)	417
4-Region: Midwest	18% (90)	29% (140)	15% (75)	15% (72)	23% (112)	489
4-Region: South	23% (204)	29% (251)	10% (89)	11% (98)	26% (230)	873
4-Region: West	20% (109)	32% (177)	12% (66)	12% (66)	24% (134)	550
Watch TV: Every day	26% (294)	30% (346)	11% (120)	11% (123)	23% (259)	1142
Watch TV: Several times per week	22% (127)	36% (212)	13% (74)	8% (50)	21% (122)	585
Watch TV: About once per week	17% (28)	29% (46)	19% (29)	10% (16)	25% (39)	157
Watch TV: Several times per month	11% (11)	29% (31)	14% (15)	9% (9)	37% (38)	104
Watch TV: About once per month	15% (12)	28% (21)	19% (14)	12% (9)	26% (19)	76
Watch TV: Less often than once per month	4% (4)	29% (26)	13% (12)	28% (25)	25% (22)	90
Watch TV: Never	7% (12)	13% (23)	7% (11)	29% (50)	45% (78)	175
Watch Movies: Every day	30% (119)	28% (109)	12% (49)	11% (44)	19% (75)	395
Watch Movies: Several times per week	29% (173)	38% (226)	8% (50)	6% (34)	19% (117)	600
Watch Movies: About once per week	19% (72)	37% (143)	14% (52)	10% (37)	20% (78)	383
Watch Movies: Several times per month	17% (47)	32% (88)	16% (44)	9% (24)	25% (69)	273
Watch Movies: About once per month	17% (38)	29% (66)	17% (38)	11% (25)	27% (60)	227
Watch Movies: Less often than once per month	7% (16)	22% (52)	13% (32)	24% (57)	34% (82)	240
Watch Movies: Never	10% (22)	9% (20)	5% (11)	29% (61)	46% (97)	211
Watch Sporting Events: Every day	33% (54)	31% (50)	6% (10)	15% (24)	16% (26)	164
Watch Sporting Events: Several times per week	25% (105)	36% (154)	14% (61)	7% (30)	18% (75)	426
Watch Sporting Events: About once per week	22% (79)	32% (116)	15% (53)	8% (29)	23% (81)	358
Watch Sporting Events: Several times per month	17% (25)	40% (58)	12% (18)	12% (17)	19% (28)	147
Watch Sporting Events: About once per month	20% (26)	30% (40)	23% (30)	10% (13)	17% (23)	133
Watch Sporting Events: Less often than once per month	24% (79)	33% (108)	8% (28)	10% (33)	25% (84)	331
Watch Sporting Events: Never	15% (118)	23% (178)	10% (77)	18% (135)	34% (262)	770

Continued on next page

Table HR5_11: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Critically acclaimed content

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	21% (487)	30% (705)	12% (276)	12% (281)	25% (579)	2329
Cable TV: Currently subscribe	24% (249)	30% (310)	14% (142)	12% (124)	21% (226)	1051
Cable TV: Subscribed in past	19% (163)	34% (287)	11% (89)	9% (76)	27% (227)	842
Cable TV: Never subscribed	17% (75)	25% (107)	10% (45)	19% (82)	29% (127)	436
Satellite TV: Currently subscribe	21% (113)	33% (177)	11% (57)	13% (67)	22% (118)	532
Satellite TV: Subscribed in past	21% (132)	32% (202)	16% (99)	9% (57)	22% (139)	629
Satellite TV: Never subscribed	21% (242)	28% (326)	10% (120)	13% (157)	28% (322)	1168
Streaming Services: Currently subscribe	29% (409)	36% (512)	11% (152)	5% (73)	20% (279)	1424
Streaming Services: Subscribed in past	14% (34)	29% (72)	17% (41)	13% (33)	27% (66)	246
Streaming Services: Never subscribed	7% (44)	18% (121)	13% (83)	27% (176)	36% (234)	659
Film: An avid fan	36% (294)	35% (285)	8% (64)	6% (46)	15% (125)	814
Film: A casual fan	14% (176)	31% (382)	14% (178)	13% (165)	27% (333)	1234
Film: Not a fan	6% (18)	13% (38)	12% (34)	25% (70)	43% (121)	281
Television: An avid fan	26% (289)	32% (360)	10% (113)	11% (125)	22% (247)	1134
Television: A casual fan	17% (183)	30% (322)	14% (152)	11% (120)	27% (283)	1059
Television: Not a fan	11% (15)	17% (23)	9% (12)	27% (36)	37% (50)	136
Music: An avid fan	27% (329)	33% (396)	11% (129)	9% (105)	21% (248)	1207
Music: A casual fan	15% (147)	29% (286)	13% (131)	14% (139)	28% (280)	984
Music: Not a fan	8% (11)	16% (23)	12% (17)	27% (37)	37% (51)	138
Fashion: An avid fan	33% (102)	31% (96)	9% (29)	7% (23)	20% (63)	312
Fashion: A casual fan	22% (212)	34% (323)	12% (116)	8% (80)	24% (233)	964
Fashion: Not a fan	16% (172)	27% (286)	12% (132)	17% (179)	27% (284)	1053

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

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

Demographic	Watch TV: Every day	Watch TV:	Watch TV:	Watch TV:	Watch TV:	Watch TV:	Watch TV: Never	Total
		Several times per week	About once per week	Several times per month	About once per month	Less often than once per month		
Adults	49% (1142)	25% (585)	7% (157)	4% (104)	3% (76)	4% (90)	8% (175)	232
Gender: Male	46% (513)	29% (323)	7% (79)	4% (44)	3% (36)	5% (51)	7% (79)	112
Gender: Female	52% (630)	22% (262)	6% (78)	5% (60)	3% (39)	3% (39)	8% (96)	120
Age: 18-29	51% (242)	23% (110)	11% (50)	5% (26)	3% (12)	3% (14)	4% (17)	4
Age: 30-44	51% (304)	29% (172)	7% (40)	3% (21)	3% (16)	2% (14)	6% (34)	6
Age: 45-54	44% (170)	29% (114)	6% (25)	7% (26)	3% (12)	4% (15)	7% (27)	38
Age: 55-64	49% (200)	22% (88)	7% (27)	4% (18)	5% (19)	4% (17)	9% (37)	40
Age: 65+	49% (226)	22% (101)	3% (16)	3% (14)	3% (16)	6% (30)	13% (60)	40
Generation Z: 18-22	43% (85)	21% (42)	12% (24)	9% (18)	4% (8)	1% (3)	9% (17)	19
Millennial: Age 23-38	54% (354)	28% (180)	7% (45)	3% (22)	2% (16)	3% (21)	2% (15)	65
Generation X: Age 39-54	46% (278)	28% (173)	7% (45)	5% (32)	3% (16)	3% (19)	7% (45)	60
Boomers: Age 55-73	50% (383)	20% (155)	5% (40)	4% (28)	4% (34)	6% (43)	11% (85)	76
PID: Dem (no lean)	51% (403)	27% (211)	7% (54)	4% (34)	3% (24)	3% (23)	6% (46)	79
PID: Ind (no lean)	48% (406)	24% (201)	7% (61)	5% (40)	3% (28)	4% (32)	9% (74)	84
PID: Rep (no lean)	48% (334)	25% (173)	6% (43)	4% (30)	3% (24)	5% (36)	8% (55)	69
PID/Gender: Dem Men	47% (168)	31% (112)	8% (29)	4% (14)	2% (7)	4% (14)	4% (14)	35
PID/Gender: Dem Women	54% (235)	22% (98)	6% (24)	5% (21)	4% (17)	2% (9)	7% (32)	43
PID/Gender: Ind Men	47% (198)	26% (111)	7% (29)	3% (15)	3% (12)	4% (16)	10% (41)	42
PID/Gender: Ind Women	50% (208)	21% (89)	8% (32)	6% (26)	4% (16)	4% (16)	8% (33)	42
PID/Gender: Rep Men	43% (147)	29% (99)	6% (21)	5% (16)	5% (17)	6% (21)	7% (23)	34
PID/Gender: Rep Women	54% (187)	21% (74)	6% (21)	4% (14)	2% (7)	4% (14)	9% (31)	34
Ideo: Liberal (1-3)	50% (302)	24% (147)	9% (55)	5% (31)	4% (22)	3% (21)	4% (24)	60
Ideo: Moderate (4)	50% (291)	28% (159)	6% (32)	2% (14)	3% (17)	4% (23)	7% (40)	57
Ideo: Conservative (5-7)	47% (371)	26% (207)	7% (53)	5% (37)	4% (29)	5% (37)	8% (61)	79

Continued on next page

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

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total
Adults	49% (1142)	25% (585)	7% (157)	4% (104)	3% (76)	4% (90)	8% (175)	232
Educ: < College	50% (807)	23% (371)	7% (109)	4% (69)	3% (47)	4% (60)	9% (138)	164
Educ: Bachelors degree	50% (235)	27% (129)	6% (28)	5% (22)	4% (19)	4% (17)	4% (20)	47
Educ: Post-grad	39% (101)	33% (84)	8% (20)	5% (13)	4% (10)	5% (13)	7% (17)	25
Income: Under 50k	49% (632)	23% (296)	7% (84)	4% (53)	4% (47)	4% (56)	10% (123)	129
Income: 50k-100k	49% (356)	28% (202)	7% (52)	5% (34)	4% (26)	3% (23)	5% (38)	71
Income: 100k+	51% (154)	28% (86)	7% (21)	5% (16)	1% (3)	4% (11)	4% (13)	30
Ethnicity: White	48% (880)	25% (450)	7% (128)	5% (84)	4% (65)	4% (73)	8% (142)	182
Ethnicity: Hispanic	43% (159)	28% (102)	11% (39)	6% (22)	5% (19)	2% (7)	6% (22)	37
Ethnicity: Afr. Am.	57% (165)	26% (75)	2% (6)	4% (12)	2% (5)	3% (9)	6% (18)	29
Ethnicity: Other	45% (97)	27% (59)	11% (23)	4% (9)	3% (6)	4% (8)	7% (14)	21
All Christian	47% (472)	25% (247)	7% (71)	5% (48)	4% (42)	4% (42)	9% (86)	100
All Non-Christian	56% (57)	23% (24)	6% (6)	5% (5)	1% (1)	4% (5)	4% (4)	10
Atheist	49% (51)	27% (29)	8% (8)	2% (2)	2% (2)	1% (1)	11% (11)	10
Agnostic/Nothing in particular	50% (562)	26% (285)	6% (72)	4% (49)	3% (31)	4% (43)	7% (74)	111
Religious Non-Protestant/Catholic	54% (65)	22% (27)	8% (9)	6% (7)	3% (3)	4% (5)	5% (6)	12
Evangelical	48% (309)	26% (166)	7% (43)	5% (30)	3% (21)	5% (34)	7% (45)	64
Non-Evangelical	49% (406)	26% (216)	6% (48)	5% (39)	3% (26)	3% (28)	9% (72)	83
Community: Urban	46% (260)	27% (155)	7% (41)	5% (27)	4% (25)	3% (16)	7% (39)	56
Community: Suburban	50% (558)	25% (278)	8% (88)	5% (56)	2% (28)	4% (45)	6% (71)	112
Community: Rural	51% (324)	24% (152)	4% (28)	3% (21)	4% (23)	5% (29)	10% (64)	64
Employ: Private Sector	46% (329)	31% (219)	8% (57)	5% (35)	4% (28)	3% (21)	4% (30)	71
Employ: Government	45% (61)	32% (43)	10% (13)	5% (7)	2% (3)	3% (4)	3% (5)	13
Employ: Self-Employed	53% (99)	23% (44)	6% (12)	4% (7)	6% (10)	3% (5)	6% (11)	18
Employ: Homemaker	56% (109)	21% (42)	6% (12)	4% (8)	4% (8)	3% (5)	5% (10)	19
Employ: Retired	53% (285)	21% (116)	3% (15)	3% (17)	3% (15)	6% (30)	11% (61)	53
Employ: Unemployed	44% (105)	24% (57)	9% (22)	4% (10)	1% (4)	6% (14)	12% (28)	24
Employ: Other	55% (118)	19% (40)	6% (13)	6% (13)	2% (5)	3% (7)	9% (19)	21

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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% (1142)	25% (585)	7% (157)	4% (104)	3% (76)	4% (90)	8% (175)	232
Military HH: Yes	43% (180)	30% (125)	7% (29)	2% (9)	3% (13)	5% (19)	10% (40)	4
Military HH: No	50% (963)	24% (460)	7% (128)	5% (95)	3% (63)	4% (71)	7% (135)	19
RD/WT: Right Direction	46% (404)	24% (211)	7% (62)	4% (36)	3% (28)	5% (42)	10% (89)	8
RD/WT: Wrong Track	51% (739)	26% (374)	7% (95)	5% (68)	3% (48)	3% (48)	6% (86)	14
Trump Job Approve	47% (444)	24% (226)	6% (60)	4% (36)	4% (34)	6% (53)	9% (83)	9
Trump Job Disapprove	51% (640)	26% (328)	7% (92)	5% (59)	3% (37)	3% (34)	6% (71)	12
Trump Job Strongly Approve	45% (223)	21% (106)	8% (41)	4% (20)	5% (24)	6% (30)	12% (58)	5
Trump Job Somewhat Approve	51% (221)	27% (120)	5% (20)	4% (16)	2% (10)	5% (23)	6% (25)	4
Trump Job Somewhat Disapprove	47% (148)	24% (75)	12% (39)	7% (23)	2% (5)	3% (9)	6% (18)	3
Trump Job Strongly Disapprove	52% (492)	27% (253)	6% (53)	4% (36)	3% (32)	3% (25)	6% (52)	9
Favorable of Trump	48% (433)	25% (224)	6% (55)	4% (37)	4% (35)	5% (49)	8% (77)	9
Unfavorable of Trump	51% (645)	26% (331)	7% (92)	5% (59)	3% (39)	3% (33)	5% (69)	12
Very Favorable of Trump	46% (247)	23% (121)	7% (36)	4% (22)	5% (26)	6% (30)	11% (57)	5
Somewhat Favorable of Trump	50% (186)	28% (103)	5% (19)	4% (15)	2% (9)	5% (19)	5% (20)	3
Somewhat Unfavorable of Trump	45% (120)	24% (63)	14% (36)	6% (16)	2% (5)	2% (6)	7% (19)	2
Very Unfavorable of Trump	52% (525)	27% (268)	6% (55)	4% (43)	3% (34)	3% (26)	5% (50)	10
#1 Issue: Economy	53% (316)	27% (164)	6% (34)	5% (30)	2% (11)	3% (18)	4% (23)	5
#1 Issue: Security	47% (211)	25% (113)	6% (26)	4% (19)	3% (15)	6% (26)	9% (39)	4
#1 Issue: Health Care	44% (172)	28% (112)	9% (34)	6% (25)	4% (15)	3% (13)	6% (25)	3
#1 Issue: Medicare / Social Security	52% (189)	19% (70)	5% (19)	3% (11)	4% (13)	4% (14)	12% (45)	3
#1 Issue: Women's Issues	52% (75)	20% (29)	7% (9)	4% (6)	6% (9)	2% (2)	9% (13)	1
#1 Issue: Education	55% (68)	16% (20)	9% (11)	5% (6)	1% (1)	3% (4)	11% (14)	1
#1 Issue: Energy	44% (63)	29% (41)	9% (13)	3% (4)	4% (6)	6% (8)	4% (6)	1
#1 Issue: Other	41% (49)	30% (36)	9% (11)	3% (3)	5% (6)	4% (5)	9% (10)	1
2018 House Vote: Democrat	54% (426)	27% (213)	5% (43)	3% (26)	3% (21)	3% (24)	5% (36)	7
2018 House Vote: Republican	45% (324)	26% (191)	6% (45)	5% (33)	4% (27)	5% (38)	9% (64)	7
2018 House Vote: Someone else	53% (57)	26% (28)	5% (5)	5% (6)	5% (5)	4% (4)	3% (4)	10

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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% (1142)	25% (585)	7% (157)	4% (104)	3% (76)	4% (90)	8% (175)	2322
2016 Vote: Hillary Clinton	53% (383)	28% (201)	6% (45)	5% (34)	2% (17)	3% (19)	4% (27)	722
2016 Vote: Donald Trump	46% (334)	25% (182)	6% (42)	5% (34)	4% (28)	6% (40)	10% (70)	732
2016 Vote: Other	53% (97)	30% (55)	7% (14)	2% (4)	2% (4)	3% (5)	3% (6)	182
2016 Vote: Didn't Vote	48% (326)	21% (147)	8% (56)	5% (33)	4% (27)	4% (24)	10% (71)	682
Voted in 2014: Yes	50% (693)	26% (366)	6% (83)	4% (58)	3% (46)	4% (57)	7% (93)	1352
Voted in 2014: No	48% (450)	23% (219)	8% (75)	5% (46)	3% (30)	4% (33)	9% (82)	932
2012 Vote: Barack Obama	54% (461)	25% (212)	7% (56)	3% (29)	3% (23)	4% (31)	5% (42)	852
2012 Vote: Mitt Romney	46% (255)	25% (140)	6% (32)	4% (25)	4% (22)	6% (33)	8% (45)	532
2012 Vote: Other	41% (36)	31% (27)	2% (2)	6% (5)	1% (1)	3% (2)	17% (15)	82
2012 Vote: Didn't Vote	47% (389)	25% (202)	8% (67)	5% (43)	3% (28)	3% (23)	9% (72)	822
4-Region: Northeast	52% (215)	22% (90)	7% (31)	5% (21)	2% (8)	4% (17)	8% (34)	415
4-Region: Midwest	48% (237)	25% (120)	8% (39)	4% (21)	3% (15)	2% (12)	9% (44)	487
4-Region: South	50% (434)	26% (223)	5% (46)	5% (46)	3% (29)	4% (35)	7% (59)	877
4-Region: West	47% (256)	28% (152)	7% (41)	3% (16)	4% (22)	5% (26)	7% (37)	552
Watch TV: Every day	100% (1142)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	1142
Watch TV: Several times per week	— (0)	100% (585)	— (0)	— (0)	— (0)	— (0)	— (0)	585
Watch TV: About once per week	— (0)	— (0)	100% (157)	— (0)	— (0)	— (0)	— (0)	157
Watch TV: Several times per month	— (0)	— (0)	— (0)	100% (104)	— (0)	— (0)	— (0)	104
Watch TV: About once per month	— (0)	— (0)	— (0)	— (0)	100% (76)	— (0)	— (0)	76
Watch TV: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (90)	— (0)	90
Watch TV: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (175)	175
Watch Movies: Every day	81% (321)	13% (52)	2% (9)	— (2)	— (0)	1% (4)	2% (6)	392
Watch Movies: Several times per week	52% (314)	40% (240)	3% (19)	2% (13)	1% (6)	— (2)	1% (6)	602
Watch Movies: About once per week	51% (194)	28% (108)	12% (48)	1% (4)	3% (10)	2% (7)	3% (12)	388
Watch Movies: Several times per month	41% (111)	23% (64)	15% (40)	16% (44)	1% (3)	2% (5)	2% (6)	276
Watch Movies: About once per month	41% (93)	21% (47)	9% (20)	9% (21)	14% (32)	4% (9)	3% (6)	222
Watch Movies: Less often than once per month	29% (68)	22% (53)	5% (13)	6% (15)	9% (22)	20% (48)	8% (20)	242
Watch Movies: Never	20% (42)	10% (20)	4% (9)	2% (4)	1% (3)	7% (14)	56% (119)	202

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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% (1142)	25% (585)	7% (157)	4% (104)	3% (76)	4% (90)	8% (175)	232
Watch Sporting Events: Every day	77% (127)	16% (27)	4% (7)	1% (1)	— (0)	— (0)	1% (2)	16
Watch Sporting Events: Several times per week	57% (243)	35% (151)	5% (20)	— (1)	— (2)	— (2)	2% (7)	42
Watch Sporting Events: About once per week	54% (194)	29% (104)	9% (34)	5% (16)	1% (3)	1% (2)	1% (4)	35
Watch Sporting Events: Several times per month	43% (63)	31% (45)	7% (10)	10% (14)	6% (9)	2% (3)	1% (2)	14
Watch Sporting Events: About once per month	43% (58)	24% (32)	10% (13)	5% (7)	11% (15)	4% (5)	2% (2)	13
Watch Sporting Events: Less often than once per month	47% (156)	22% (73)	6% (21)	6% (19)	4% (14)	11% (38)	3% (11)	3
Watch Sporting Events: Never	39% (302)	20% (152)	7% (52)	6% (45)	4% (33)	5% (39)	19% (146)	77
Cable TV: Currently subscribe	53% (558)	25% (261)	6% (66)	5% (49)	2% (25)	3% (30)	6% (62)	10
Cable TV: Subscribed in past	48% (401)	28% (237)	7% (57)	4% (34)	4% (36)	4% (34)	5% (44)	84
Cable TV: Never subscribed	42% (184)	20% (87)	8% (35)	5% (21)	3% (15)	6% (26)	16% (69)	43
Satellite TV: Currently subscribe	56% (296)	24% (129)	5% (28)	2% (9)	4% (20)	4% (20)	6% (30)	53
Satellite TV: Subscribed in past	47% (294)	28% (179)	9% (54)	4% (28)	5% (28)	4% (23)	4% (23)	62
Satellite TV: Never subscribed	47% (553)	24% (277)	6% (75)	6% (67)	2% (27)	4% (47)	10% (122)	116
Streaming Services: Currently subscribe	54% (770)	28% (401)	7% (103)	4% (54)	3% (37)	3% (38)	1% (20)	142
Streaming Services: Subscribed in past	43% (105)	26% (64)	9% (23)	5% (12)	7% (16)	4% (9)	7% (17)	24
Streaming Services: Never subscribed	41% (267)	18% (120)	5% (31)	6% (38)	3% (22)	6% (43)	21% (138)	65
Film: An avid fan	59% (477)	26% (212)	5% (41)	4% (31)	2% (15)	2% (16)	3% (22)	8
Film: A casual fan	45% (559)	27% (327)	8% (101)	5% (60)	4% (50)	4% (53)	7% (84)	123
Film: Not a fan	38% (107)	16% (45)	5% (15)	5% (13)	4% (11)	8% (21)	25% (69)	2
Television: An avid fan	65% (742)	20% (229)	4% (44)	3% (32)	1% (12)	2% (19)	5% (55)	113
Television: A casual fan	36% (381)	32% (336)	9% (100)	6% (62)	6% (61)	4% (47)	7% (74)	105
Television: Not a fan	15% (20)	14% (19)	10% (14)	8% (10)	2% (2)	18% (24)	34% (46)	13
Music: An avid fan	54% (646)	24% (292)	6% (76)	4% (51)	3% (33)	4% (44)	5% (65)	120
Music: A casual fan	46% (453)	26% (258)	7% (71)	5% (51)	4% (40)	4% (38)	8% (74)	98
Music: Not a fan	32% (43)	25% (35)	7% (10)	2% (3)	2% (3)	5% (7)	26% (36)	13
Fashion: An avid fan	57% (178)	21% (66)	8% (24)	4% (14)	1% (4)	3% (10)	5% (16)	3
Fashion: A casual fan	50% (482)	26% (252)	7% (71)	6% (56)	3% (27)	3% (28)	5% (49)	96
Fashion: Not a fan	46% (483)	25% (267)	6% (63)	3% (35)	4% (44)	5% (52)	10% (110)	105

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

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

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	17% (395)	26% (600)	16% (383)	12% (273)	10% (227)	10% (240)	9% (211)	232
Gender: Male	17% (187)	28% (312)	17% (187)	11% (124)	9% (97)	11% (118)	9% (98)	112
Gender: Female	17% (207)	24% (288)	16% (196)	12% (149)	11% (130)	10% (121)	9% (113)	120
Age: 18-29	26% (124)	27% (129)	15% (71)	12% (56)	8% (38)	7% (34)	4% (19)	41
Age: 30-44	22% (129)	30% (179)	18% (108)	11% (66)	7% (42)	7% (43)	6% (35)	60
Age: 45-54	13% (52)	28% (110)	16% (60)	14% (53)	11% (44)	11% (42)	7% (28)	38
Age: 55-64	12% (48)	26% (107)	18% (72)	10% (42)	9% (38)	12% (49)	12% (50)	40
Age: 65+	9% (41)	16% (75)	16% (72)	12% (57)	14% (65)	16% (72)	17% (79)	40
Generation Z: 18-22	22% (43)	16% (32)	16% (32)	17% (34)	11% (22)	10% (19)	8% (16)	19
Millennial: Age 23-38	24% (160)	32% (210)	17% (113)	10% (68)	7% (45)	6% (41)	3% (17)	65
Generation X: Age 39-54	17% (103)	29% (176)	15% (94)	12% (73)	9% (58)	9% (58)	8% (48)	60
Boomers: Age 55-73	10% (78)	22% (167)	17% (132)	11% (88)	12% (92)	14% (104)	14% (107)	70
PID: Dem (no lean)	18% (140)	30% (237)	15% (116)	11% (88)	9% (72)	11% (84)	7% (57)	79
PID: Ind (no lean)	19% (158)	23% (193)	16% (138)	13% (110)	9% (79)	10% (83)	10% (81)	84
PID: Rep (no lean)	14% (97)	25% (170)	19% (129)	11% (74)	11% (77)	11% (73)	11% (73)	69
PID/Gender: Dem Men	16% (59)	34% (122)	13% (46)	11% (40)	8% (28)	12% (44)	5% (19)	35
PID/Gender: Dem Women	19% (81)	26% (116)	16% (70)	11% (48)	10% (44)	9% (40)	9% (38)	43
PID/Gender: Ind Men	20% (85)	24% (100)	17% (73)	11% (47)	8% (33)	9% (39)	11% (45)	42
PID/Gender: Ind Women	17% (73)	22% (93)	15% (65)	15% (63)	11% (46)	11% (44)	8% (36)	42
PID/Gender: Rep Men	13% (44)	26% (91)	20% (68)	11% (36)	11% (36)	10% (36)	10% (33)	34
PID/Gender: Rep Women	15% (53)	23% (79)	18% (61)	11% (38)	12% (40)	11% (38)	11% (39)	34
Ideo: Liberal (1-3)	15% (88)	30% (179)	16% (98)	12% (75)	9% (55)	12% (74)	6% (33)	60
Ideo: Moderate (4)	18% (104)	25% (141)	17% (100)	14% (83)	7% (38)	10% (56)	9% (53)	57
Ideo: Conservative (5-7)	13% (105)	25% (196)	19% (151)	11% (84)	12% (97)	10% (83)	10% (80)	79

Continued on next page

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

Movies

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	17% (395)	26% (600)	16% (383)	12% (273)	10% (227)	10% (240)	9% (211)	232
Educ: < College	20% (313)	24% (385)	16% (250)	11% (173)	10% (155)	10% (156)	11% (169)	160
Educ: Bachelors degree	12% (56)	31% (145)	17% (82)	14% (66)	10% (46)	11% (51)	5% (25)	47
Educ: Post-grad	10% (26)	28% (71)	20% (51)	13% (35)	10% (27)	13% (33)	6% (17)	23
Income: Under 50k	20% (255)	23% (302)	14% (182)	10% (127)	10% (129)	12% (150)	11% (148)	129
Income: 50k-100k	14% (103)	30% (219)	20% (143)	14% (102)	9% (63)	7% (54)	6% (47)	71
Income: 100k+	12% (37)	26% (79)	19% (57)	15% (44)	12% (36)	12% (36)	5% (15)	30
Ethnicity: White	14% (260)	25% (458)	17% (317)	12% (218)	11% (198)	11% (196)	10% (177)	182
Ethnicity: Hispanic	20% (74)	28% (102)	16% (60)	13% (48)	7% (27)	10% (37)	6% (22)	37
Ethnicity: Afr. Am.	34% (98)	28% (82)	9% (27)	11% (31)	5% (15)	6% (19)	6% (19)	29
Ethnicity: Other	17% (37)	28% (60)	18% (39)	11% (24)	7% (14)	12% (26)	7% (16)	21
All Christian	12% (116)	23% (235)	17% (174)	13% (130)	11% (113)	12% (124)	12% (117)	100
All Non-Christian	16% (16)	33% (34)	18% (18)	8% (9)	8% (8)	8% (8)	9% (10)	10
Atheist	18% (19)	36% (37)	17% (18)	11% (12)	8% (8)	8% (9)	1% (1)	10
Agnostic/Nothing in particular	22% (243)	26% (294)	16% (174)	11% (123)	9% (98)	9% (99)	7% (84)	111
Religious Non-Protestant/Catholic	18% (21)	30% (36)	20% (24)	7% (9)	10% (13)	7% (9)	8% (10)	12
Evangelical	18% (115)	27% (174)	16% (105)	10% (66)	11% (74)	8% (55)	10% (62)	64
Non-Evangelical	12% (100)	26% (214)	17% (145)	13% (107)	10% (81)	12% (102)	10% (86)	83
Community: Urban	19% (108)	27% (151)	14% (81)	11% (65)	8% (43)	12% (65)	9% (50)	50
Community: Suburban	16% (176)	26% (287)	17% (196)	13% (147)	11% (119)	9% (106)	8% (93)	112
Community: Rural	17% (111)	25% (162)	16% (106)	10% (61)	10% (66)	11% (68)	11% (68)	64
Employ: Private Sector	16% (112)	30% (213)	18% (131)	13% (91)	9% (65)	9% (65)	6% (41)	71
Employ: Government	19% (25)	36% (49)	14% (19)	16% (21)	7% (10)	6% (8)	2% (3)	13
Employ: Self-Employed	19% (35)	27% (50)	23% (44)	9% (16)	9% (16)	6% (12)	8% (15)	18
Employ: Homemaker	25% (49)	25% (48)	13% (25)	11% (21)	11% (21)	10% (19)	6% (11)	19
Employ: Retired	12% (65)	20% (107)	16% (85)	11% (61)	12% (64)	14% (73)	16% (84)	53
Employ: Unemployed	21% (51)	21% (50)	9% (21)	12% (28)	11% (27)	15% (36)	12% (28)	24
Employ: Other	20% (42)	28% (60)	19% (40)	9% (19)	7% (15)	7% (14)	11% (24)	21

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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	17% (395)	26% (600)	16% (383)	12% (273)	10% (227)	10% (240)	9% (211)	232
Military HH: Yes	17% (69)	25% (104)	15% (61)	11% (45)	10% (42)	12% (49)	11% (44)	44
Military HH: No	17% (326)	26% (497)	17% (322)	12% (229)	10% (185)	10% (191)	9% (167)	191
RD/WT: Right Direction	17% (144)	24% (209)	15% (132)	11% (97)	9% (78)	12% (107)	12% (103)	83
RD/WT: Wrong Track	17% (251)	27% (391)	17% (251)	12% (176)	10% (149)	9% (133)	7% (108)	144
Trump Job Approve	15% (137)	25% (238)	17% (158)	11% (104)	10% (96)	10% (97)	11% (107)	93
Trump Job Disapprove	18% (225)	27% (335)	17% (209)	12% (154)	10% (121)	10% (128)	7% (89)	121
Trump Job Strongly Approve	13% (67)	24% (119)	17% (85)	10% (49)	11% (54)	11% (55)	15% (73)	54
Trump Job Somewhat Approve	16% (71)	27% (119)	17% (73)	13% (55)	10% (42)	9% (41)	8% (34)	43
Trump Job Somewhat Disapprove	19% (61)	23% (72)	19% (61)	15% (48)	8% (26)	9% (28)	7% (21)	31
Trump Job Strongly Disapprove	17% (164)	28% (262)	16% (149)	11% (105)	10% (95)	11% (100)	7% (68)	94
Favorable of Trump	16% (146)	24% (219)	18% (159)	11% (99)	11% (97)	10% (95)	10% (95)	91
Unfavorable of Trump	17% (217)	28% (354)	16% (206)	12% (158)	9% (119)	10% (127)	7% (86)	126
Very Favorable of Trump	16% (89)	23% (127)	17% (93)	9% (50)	11% (57)	10% (56)	13% (68)	54
Somewhat Favorable of Trump	16% (58)	25% (92)	18% (66)	13% (49)	11% (40)	10% (38)	7% (27)	37
Somewhat Unfavorable of Trump	14% (38)	27% (72)	17% (46)	14% (36)	10% (27)	10% (26)	7% (19)	26
Very Unfavorable of Trump	18% (178)	28% (282)	16% (160)	12% (121)	9% (91)	10% (101)	7% (68)	100
#1 Issue: Economy	22% (132)	28% (166)	18% (105)	11% (67)	9% (56)	8% (45)	4% (25)	55
#1 Issue: Security	12% (52)	25% (110)	19% (83)	11% (49)	10% (45)	13% (58)	11% (51)	44
#1 Issue: Health Care	16% (64)	29% (114)	15% (59)	14% (54)	10% (39)	8% (33)	8% (33)	39
#1 Issue: Medicare / Social Security	16% (59)	20% (71)	16% (58)	9% (33)	10% (35)	13% (48)	16% (57)	36
#1 Issue: Women's Issues	21% (31)	25% (36)	16% (23)	13% (19)	9% (13)	9% (14)	6% (8)	14
#1 Issue: Education	21% (27)	28% (36)	9% (12)	15% (18)	6% (8)	12% (15)	8% (9)	12
#1 Issue: Energy	10% (14)	32% (46)	15% (21)	13% (18)	12% (16)	8% (11)	11% (15)	14
#1 Issue: Other	13% (16)	19% (23)	20% (24)	12% (14)	12% (14)	13% (16)	10% (12)	14
2018 House Vote: Democrat	16% (126)	30% (240)	17% (131)	12% (91)	8% (61)	12% (95)	6% (46)	78
2018 House Vote: Republican	12% (87)	24% (174)	20% (142)	11% (80)	12% (86)	11% (78)	10% (75)	72
2018 House Vote: Someone else	19% (21)	25% (27)	18% (19)	12% (13)	13% (14)	9% (10)	4% (4)	10

Continued on next page

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

Movies

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	17% (395)	26% (600)	16% (383)	12% (273)	10% (227)	10% (240)	9% (211)	232
2016 Vote: Hillary Clinton	16% (113)	30% (219)	16% (118)	12% (88)	10% (70)	10% (72)	6% (47)	72
2016 Vote: Donald Trump	12% (87)	25% (186)	17% (126)	13% (93)	10% (74)	12% (86)	11% (78)	73
2016 Vote: Other	15% (28)	27% (49)	23% (42)	10% (19)	9% (17)	10% (18)	6% (11)	18
2016 Vote: Didn't Vote	24% (166)	21% (146)	14% (95)	11% (73)	10% (66)	9% (65)	11% (74)	68
Voted in 2014: Yes	14% (193)	28% (391)	17% (241)	12% (166)	10% (135)	11% (152)	8% (118)	139
Voted in 2014: No	22% (201)	22% (210)	15% (142)	12% (108)	10% (93)	9% (87)	10% (93)	93
2012 Vote: Barack Obama	16% (133)	30% (257)	17% (148)	12% (104)	7% (62)	10% (86)	7% (63)	85
2012 Vote: Mitt Romney	11% (61)	23% (130)	18% (101)	11% (63)	13% (69)	13% (73)	10% (55)	55
2012 Vote: Other	10% (9)	27% (24)	16% (14)	12% (11)	10% (9)	5% (4)	20% (18)	8
2012 Vote: Didn't Vote	23% (191)	23% (188)	14% (119)	11% (93)	10% (86)	9% (74)	9% (73)	82
4-Region: Northeast	15% (62)	27% (112)	18% (75)	12% (49)	7% (30)	10% (42)	11% (46)	46
4-Region: Midwest	18% (86)	23% (112)	16% (78)	15% (72)	10% (48)	10% (47)	9% (46)	48
4-Region: South	20% (175)	27% (231)	15% (132)	10% (89)	9% (74)	11% (93)	9% (78)	87
4-Region: West	13% (71)	26% (145)	18% (98)	11% (63)	14% (75)	11% (58)	8% (42)	55
Watch TV: Every day	28% (321)	27% (314)	17% (194)	10% (111)	8% (93)	6% (68)	4% (42)	114
Watch TV: Several times per week	9% (52)	41% (240)	18% (108)	11% (64)	8% (47)	9% (53)	3% (20)	58
Watch TV: About once per week	6% (9)	12% (19)	30% (48)	25% (40)	12% (20)	8% (13)	6% (9)	15
Watch TV: Several times per month	2% (2)	13% (13)	4% (4)	43% (44)	20% (21)	15% (15)	4% (4)	10
Watch TV: About once per month	— (0)	7% (6)	13% (10)	5% (3)	42% (32)	28% (22)	4% (3)	7
Watch TV: Less often than once per month	5% (4)	2% (2)	8% (7)	5% (5)	10% (9)	54% (48)	15% (14)	9
Watch TV: Never	4% (6)	3% (6)	7% (12)	3% (6)	4% (6)	12% (20)	68% (119)	17

Continued on next page

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

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	17% (395)	26% (600)	16% (383)	12% (273)	10% (227)	10% (240)	9% (211)	232
Watch Movies: Every day	100% (395)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	395
Watch Movies: Several times per week	— (0)	100% (600)	— (0)	— (0)	— (0)	— (0)	— (0)	600
Watch Movies: About once per week	— (0)	— (0)	100% (383)	— (0)	— (0)	— (0)	— (0)	383
Watch Movies: Several times per month	— (0)	— (0)	— (0)	100% (273)	— (0)	— (0)	— (0)	273
Watch Movies: About once per month	— (0)	— (0)	— (0)	— (0)	100% (227)	— (0)	— (0)	227
Watch Movies: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (240)	— (0)	240
Watch Movies: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (211)	211
Watch Sporting Events: Every day	38% (62)	26% (43)	13% (21)	8% (14)	2% (3)	5% (9)	8% (14)	162
Watch Sporting Events: Several times per week	17% (74)	40% (169)	20% (84)	9% (39)	6% (27)	5% (23)	2% (9)	441
Watch Sporting Events: About once per week	13% (46)	33% (118)	22% (79)	15% (53)	9% (32)	6% (22)	2% (8)	353
Watch Sporting Events: Several times per month	15% (21)	25% (37)	14% (20)	16% (24)	13% (19)	12% (18)	5% (8)	142
Watch Sporting Events: About once per month	15% (20)	23% (31)	18% (23)	20% (26)	13% (17)	8% (10)	4% (5)	133
Watch Sporting Events: Less often than once per month	16% (54)	21% (70)	14% (48)	12% (41)	12% (41)	19% (63)	5% (15)	304
Watch Sporting Events: Never	15% (118)	17% (134)	14% (107)	10% (76)	12% (89)	12% (95)	20% (152)	772
Cable TV: Currently subscribe	18% (192)	26% (278)	16% (168)	13% (132)	8% (84)	10% (106)	9% (90)	1000
Cable TV: Subscribed in past	16% (132)	29% (245)	18% (149)	10% (84)	12% (104)	8% (71)	7% (56)	841
Cable TV: Never subscribed	16% (70)	18% (77)	15% (65)	13% (57)	9% (39)	14% (63)	15% (65)	443
Satellite TV: Currently subscribe	18% (95)	26% (138)	19% (100)	9% (46)	10% (55)	11% (57)	8% (41)	531
Satellite TV: Subscribed in past	17% (110)	29% (183)	18% (111)	12% (76)	10% (61)	8% (49)	6% (40)	620
Satellite TV: Never subscribed	16% (190)	24% (280)	15% (172)	13% (151)	10% (112)	11% (134)	11% (130)	1160
Streaming Services: Currently subscribe	20% (286)	32% (451)	18% (254)	12% (178)	10% (137)	6% (90)	2% (28)	1426
Streaming Services: Subscribed in past	14% (35)	29% (71)	17% (43)	10% (26)	11% (26)	12% (30)	6% (15)	246
Streaming Services: Never subscribed	11% (73)	12% (79)	13% (86)	11% (70)	10% (64)	18% (119)	26% (168)	659
Film: An avid fan	28% (226)	39% (321)	13% (108)	9% (74)	4% (36)	3% (23)	3% (27)	894
Film: A casual fan	11% (140)	20% (248)	20% (246)	14% (177)	13% (165)	13% (163)	8% (95)	1234
Film: Not a fan	10% (28)	11% (31)	11% (30)	8% (22)	10% (27)	19% (54)	32% (89)	272

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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	17% (395)	26% (600)	16% (383)	12% (273)	10% (227)	10% (240)	9% (211)	23%
Television: An avid fan	22% (250)	30% (338)	15% (174)	12% (138)	7% (76)	7% (75)	7% (84)	11%
Television: A casual fan	12% (127)	23% (248)	19% (200)	12% (124)	13% (134)	13% (135)	9% (92)	10%
Television: Not a fan	13% (18)	11% (15)	6% (8)	8% (12)	13% (17)	22% (30)	26% (35)	13%
Music: An avid fan	21% (257)	28% (338)	16% (197)	12% (147)	9% (103)	7% (88)	6% (77)	12%
Music: A casual fan	13% (124)	24% (237)	17% (164)	12% (118)	11% (112)	13% (130)	10% (99)	9%
Music: Not a fan	9% (13)	19% (26)	16% (22)	5% (8)	9% (12)	16% (22)	25% (35)	13%
Fashion: An avid fan	33% (103)	24% (76)	15% (46)	9% (28)	6% (19)	6% (18)	7% (20)	3%
Fashion: A casual fan	17% (161)	30% (294)	16% (150)	14% (138)	10% (97)	7% (69)	6% (55)	9%
Fashion: Not a fan	12% (131)	22% (230)	18% (186)	10% (107)	11% (111)	14% (152)	13% (136)	10%

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

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

Demographic	Watch Sporting Events: Every day	Watch Sporting Events: Several times per week	Watch Sporting Events: About once per week	Watch Sporting Events: Several times per month	Watch Sporting Events: About once per month	Watch Sporting Events: Less often than once per month	Watch Sporting Events: Never	Total
Adults	7% (164)	18% (426)	15% (358)	6% (147)	6% (133)	14% (331)	33% (770)	232
Gender: Male	12% (136)	26% (296)	17% (191)	6% (70)	6% (68)	12% (134)	20% (230)	112
Gender: Female	2% (28)	11% (130)	14% (167)	6% (77)	5% (65)	16% (198)	45% (540)	120
Age: 18-29	6% (30)	11% (54)	18% (83)	6% (30)	8% (39)	14% (66)	36% (168)	41
Age: 30-44	9% (52)	20% (119)	15% (91)	7% (40)	6% (36)	12% (75)	31% (188)	60
Age: 45-54	8% (31)	20% (80)	18% (68)	6% (22)	5% (20)	15% (57)	29% (111)	38
Age: 55-64	6% (25)	21% (86)	13% (51)	5% (22)	5% (21)	15% (61)	35% (140)	40
Age: 65+	6% (26)	19% (87)	14% (65)	7% (32)	4% (16)	16% (72)	35% (163)	40
Generation Z: 18-22	7% (14)	6% (12)	16% (31)	6% (11)	7% (15)	15% (30)	43% (85)	19
Millennial: Age 23-38	7% (44)	18% (121)	17% (109)	7% (46)	7% (45)	13% (86)	31% (201)	65
Generation X: Age 39-54	9% (56)	20% (120)	17% (101)	6% (35)	6% (35)	13% (82)	29% (180)	60
Boomers: Age 55-73	6% (43)	19% (149)	13% (101)	6% (45)	5% (36)	16% (120)	36% (273)	70
PID: Dem (no lean)	8% (60)	19% (152)	16% (128)	7% (58)	6% (47)	15% (117)	29% (232)	79
PID: Ind (no lean)	6% (52)	15% (123)	15% (125)	6% (51)	5% (42)	15% (123)	39% (327)	84
PID: Rep (no lean)	8% (52)	22% (151)	15% (106)	5% (37)	6% (44)	13% (91)	30% (211)	69
PID/Gender: Dem Men	14% (48)	30% (106)	17% (59)	9% (31)	5% (20)	8% (30)	18% (64)	35
PID/Gender: Dem Women	3% (12)	11% (46)	16% (69)	6% (27)	6% (27)	20% (88)	39% (168)	43
PID/Gender: Ind Men	10% (42)	21% (89)	19% (78)	5% (22)	5% (22)	14% (60)	26% (108)	42
PID/Gender: Ind Women	2% (9)	8% (33)	11% (47)	7% (29)	5% (20)	15% (63)	52% (219)	42
PID/Gender: Rep Men	13% (45)	29% (101)	16% (54)	5% (17)	8% (26)	13% (44)	17% (59)	34
PID/Gender: Rep Women	2% (7)	14% (50)	15% (52)	6% (21)	5% (18)	14% (48)	44% (153)	34
Ideo: Liberal (1-3)	7% (43)	18% (109)	16% (95)	8% (51)	6% (33)	17% (100)	28% (171)	60
Ideo: Moderate (4)	6% (34)	19% (108)	17% (100)	6% (36)	7% (40)	12% (70)	32% (186)	57
Ideo: Conservative (5-7)	8% (66)	22% (175)	16% (130)	6% (45)	6% (46)	14% (115)	27% (218)	79

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

Demographic	Watch Sporting Events: Every day	Watch Sporting Events: Several times per week	Watch Sporting Events: About once per week	Watch Sporting Events: Several times per month	Watch Sporting Events: About once per month	Watch Sporting Events: Less often than once per month	Watch Sporting Events: Never	Total
Adults	7% (164)	18% (426)	15% (358)	6% (147)	6% (133)	14% (331)	33% (770)	232
Educ: < College	7% (107)	15% (248)	16% (251)	6% (90)	6% (98)	13% (212)	37% (595)	164
Educ: Bachelors degree	8% (36)	22% (105)	17% (78)	7% (35)	4% (20)	18% (83)	24% (112)	47
Educ: Post-grad	8% (21)	28% (73)	11% (28)	8% (21)	6% (15)	14% (37)	24% (63)	23
Income: Under 50k	6% (78)	14% (178)	14% (182)	6% (79)	6% (76)	15% (193)	39% (507)	129
Income: 50k-100k	9% (64)	21% (152)	17% (123)	6% (47)	5% (40)	14% (99)	28% (207)	7
Income: 100k+	8% (23)	31% (95)	17% (53)	7% (21)	5% (16)	13% (40)	19% (56)	30
Ethnicity: White	6% (104)	18% (325)	15% (275)	6% (117)	6% (108)	15% (264)	35% (630)	182
Ethnicity: Hispanic	8% (31)	17% (64)	20% (75)	4% (14)	8% (28)	13% (47)	30% (111)	37
Ethnicity: Afr. Am.	15% (45)	22% (64)	13% (39)	7% (19)	4% (11)	13% (37)	26% (76)	29
Ethnicity: Other	7% (16)	17% (37)	20% (44)	5% (10)	7% (15)	14% (30)	30% (64)	2
All Christian	6% (65)	21% (208)	17% (168)	7% (69)	6% (56)	14% (143)	30% (299)	100
All Non-Christian	18% (19)	20% (20)	10% (10)	5% (5)	4% (4)	19% (20)	24% (24)	10
Atheist	5% (5)	18% (19)	18% (18)	5% (5)	3% (3)	12% (12)	40% (41)	10
Agnostic/Nothing in particular	7% (76)	16% (178)	14% (162)	6% (68)	6% (70)	14% (157)	36% (405)	11
Religious Non-Protestant/Catholic	16% (20)	18% (22)	12% (14)	5% (6)	4% (5)	18% (22)	26% (31)	12
Evangelical	7% (49)	20% (129)	16% (104)	6% (40)	7% (46)	14% (91)	29% (191)	64
Non-Evangelical	6% (48)	19% (163)	17% (142)	7% (55)	4% (36)	14% (120)	33% (272)	8
Community: Urban	10% (59)	18% (100)	16% (88)	8% (44)	6% (35)	14% (79)	28% (158)	50
Community: Suburban	6% (66)	22% (244)	15% (173)	6% (68)	5% (58)	14% (161)	31% (353)	112
Community: Rural	6% (39)	13% (81)	15% (96)	5% (35)	6% (41)	14% (91)	40% (259)	64

Continued on next page

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

Demographic	Watch Sporting Events: Every day	Watch Sporting Events: Several times per week	Watch Sporting Events: About once per week	Watch Sporting Events: Several times per month	Watch Sporting Events: About once per month	Watch Sporting Events: Less often than once per month	Watch Sporting Events: Never	Total
Adults	7% (164)	18% (426)	15% (358)	6% (147)	6% (133)	14% (331)	33% (770)	233
Employ: Private Sector	8% (56)	26% (185)	18% (129)	5% (39)	7% (50)	12% (88)	24% (171)	7
Employ: Government	12% (16)	22% (30)	22% (30)	8% (11)	7% (10)	11% (15)	19% (26)	13
Employ: Self-Employed	13% (24)	18% (33)	12% (22)	9% (17)	6% (11)	14% (27)	28% (54)	18
Employ: Homemaker	— (0)	8% (16)	14% (27)	6% (12)	7% (14)	18% (35)	46% (90)	19
Employ: Retired	7% (37)	19% (101)	14% (77)	7% (36)	4% (23)	15% (79)	35% (186)	53
Employ: Unemployed	4% (9)	11% (25)	12% (28)	4% (9)	6% (13)	19% (45)	46% (109)	24
Employ: Other	9% (20)	14% (30)	14% (30)	5% (11)	4% (8)	13% (27)	41% (88)	2
Military HH: Yes	8% (32)	22% (90)	18% (73)	9% (38)	5% (21)	11% (48)	27% (112)	4
Military HH: No	7% (132)	18% (336)	15% (285)	6% (109)	6% (112)	15% (284)	34% (658)	19
RD/WT: Right Direction	9% (75)	21% (181)	15% (127)	5% (42)	7% (59)	12% (107)	32% (279)	8
RD/WT: Wrong Track	6% (89)	17% (245)	16% (231)	7% (104)	5% (73)	15% (224)	34% (491)	14
Trump Job Approve	8% (72)	21% (193)	16% (154)	6% (56)	7% (64)	12% (115)	30% (282)	93
Trump Job Disapprove	6% (82)	18% (223)	15% (189)	7% (84)	5% (63)	16% (201)	33% (419)	12
Trump Job Strongly Approve	9% (46)	21% (105)	12% (60)	6% (30)	7% (35)	13% (67)	32% (158)	5
Trump Job Somewhat Approve	6% (26)	20% (88)	22% (95)	6% (27)	7% (29)	11% (48)	28% (123)	43
Trump Job Somewhat Disapprove	6% (20)	18% (56)	15% (46)	6% (20)	5% (16)	19% (60)	31% (99)	3
Trump Job Strongly Disapprove	7% (62)	18% (167)	15% (142)	7% (64)	5% (47)	15% (141)	34% (320)	94
Favorable of Trump	7% (63)	22% (196)	16% (143)	6% (55)	7% (62)	13% (115)	30% (275)	9
Unfavorable of Trump	7% (90)	17% (215)	16% (201)	7% (86)	5% (64)	16% (199)	33% (412)	12
Very Favorable of Trump	7% (37)	22% (119)	13% (70)	6% (34)	7% (40)	13% (72)	31% (169)	54
Somewhat Favorable of Trump	7% (26)	21% (78)	20% (73)	6% (21)	6% (23)	12% (44)	29% (106)	37
Somewhat Unfavorable of Trump	7% (19)	15% (39)	17% (44)	7% (19)	5% (12)	19% (50)	31% (82)	2
Very Unfavorable of Trump	7% (71)	18% (176)	16% (156)	7% (67)	5% (52)	15% (149)	33% (330)	10

Continued on next page

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

Demographic	Watch Sporting Events: Every day	Watch Sporting Events: Several times per week	Watch Sporting Events: About once per week	Watch Sporting Events: Several times per month	Watch Sporting Events: About once per month	Watch Sporting Events: Less often than once per month	Watch Sporting Events: Never	Total
Adults	7% (164)	18% (426)	15% (358)	6% (147)	6% (133)	14% (331)	33% (770)	233
#1 Issue: Economy	7% (44)	22% (134)	17% (99)	6% (37)	5% (30)	13% (76)	30% (177)	59
#1 Issue: Security	8% (34)	20% (87)	18% (81)	6% (28)	5% (23)	14% (61)	30% (133)	44
#1 Issue: Health Care	8% (31)	17% (69)	15% (59)	8% (30)	8% (32)	13% (52)	31% (123)	39
#1 Issue: Medicare / Social Security	6% (21)	14% (51)	15% (54)	6% (20)	5% (19)	15% (53)	39% (142)	36
#1 Issue: Women's Issues	3% (5)	10% (15)	15% (21)	7% (9)	3% (5)	20% (28)	42% (60)	14
#1 Issue: Education	8% (10)	18% (22)	15% (19)	6% (8)	8% (10)	14% (17)	31% (39)	12
#1 Issue: Energy	10% (14)	16% (23)	14% (19)	7% (10)	6% (8)	16% (23)	31% (44)	14
#1 Issue: Other	4% (5)	20% (24)	5% (6)	4% (5)	5% (6)	18% (21)	43% (52)	11
2018 House Vote: Democrat	8% (65)	20% (160)	18% (142)	7% (58)	5% (41)	15% (116)	26% (208)	78
2018 House Vote: Republican	7% (51)	23% (167)	14% (102)	6% (44)	6% (45)	14% (98)	30% (214)	72
2018 House Vote: Someone else	7% (7)	18% (20)	17% (19)	8% (9)	2% (2)	19% (21)	29% (31)	10
2016 Vote: Hillary Clinton	9% (62)	19% (139)	19% (137)	7% (52)	6% (46)	14% (102)	26% (189)	72
2016 Vote: Donald Trump	7% (51)	22% (164)	16% (118)	6% (44)	6% (42)	13% (95)	29% (215)	73
2016 Vote: Other	7% (13)	26% (47)	9% (17)	7% (12)	4% (7)	17% (31)	31% (57)	18
2016 Vote: Didn't Vote	5% (37)	11% (75)	13% (87)	5% (38)	6% (38)	15% (104)	45% (306)	68
Voted in 2014: Yes	8% (112)	22% (311)	16% (226)	7% (100)	5% (76)	14% (197)	27% (373)	139
Voted in 2014: No	6% (52)	12% (115)	14% (132)	5% (46)	6% (57)	14% (135)	43% (397)	99
2012 Vote: Barack Obama	9% (77)	20% (169)	16% (139)	7% (61)	6% (49)	15% (127)	27% (231)	89
2012 Vote: Mitt Romney	6% (32)	26% (144)	15% (82)	5% (28)	6% (32)	14% (75)	29% (160)	59
2012 Vote: Other	6% (5)	18% (16)	15% (13)	9% (8)	2% (2)	14% (12)	36% (32)	8
2012 Vote: Didn't Vote	6% (50)	11% (94)	15% (124)	6% (49)	6% (49)	14% (114)	42% (345)	82
4-Region: Northeast	10% (42)	20% (82)	13% (53)	6% (25)	5% (20)	13% (56)	33% (139)	44
4-Region: Midwest	5% (24)	20% (95)	18% (87)	8% (39)	6% (30)	14% (67)	30% (147)	48
4-Region: South	7% (62)	19% (165)	15% (133)	6% (53)	7% (57)	13% (109)	34% (293)	87
4-Region: West	7% (36)	15% (83)	15% (85)	5% (30)	5% (26)	18% (99)	35% (191)	59

Continued on next page

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

Demographic	Watch Sporting Events: Every day	Watch Sporting Events: Several times per week	Watch Sporting Events: About once per week	Watch Sporting Events: Several times per month	Watch Sporting Events: About once per month	Watch Sporting Events: Less often than once per month	Watch Sporting Events: Never	Total
Adults	7% (164)	18% (426)	15% (358)	6% (147)	6% (133)	14% (331)	33% (770)	233
Watch TV: Every day	11% (127)	21% (243)	17% (194)	6% (63)	5% (58)	14% (156)	26% (302)	114
Watch TV: Several times per week	5% (27)	26% (151)	18% (104)	8% (45)	6% (32)	13% (73)	26% (152)	58
Watch TV: About once per week	4% (7)	12% (20)	21% (34)	7% (10)	9% (13)	13% (21)	33% (52)	15
Watch TV: Several times per month	1% (1)	1% (1)	16% (16)	14% (14)	7% (7)	19% (19)	43% (45)	10
Watch TV: About once per month	— (0)	2% (2)	4% (3)	12% (9)	20% (15)	18% (14)	44% (33)	7
Watch TV: Less often than once per month	— (0)	2% (2)	3% (2)	4% (3)	6% (5)	42% (38)	44% (39)	9
Watch TV: Never	1% (2)	4% (7)	2% (4)	1% (2)	1% (2)	6% (11)	84% (146)	17
Watch Movies: Every day	16% (62)	19% (74)	12% (46)	5% (21)	5% (20)	14% (54)	30% (118)	39
Watch Movies: Several times per week	7% (43)	28% (169)	20% (118)	6% (37)	5% (31)	12% (70)	22% (134)	60
Watch Movies: About once per week	6% (21)	22% (84)	21% (79)	5% (20)	6% (23)	12% (48)	28% (107)	38
Watch Movies: Several times per month	5% (14)	14% (39)	19% (53)	9% (24)	10% (26)	15% (41)	28% (76)	27
Watch Movies: About once per month	1% (3)	12% (27)	14% (32)	8% (19)	8% (17)	18% (41)	39% (89)	22
Watch Movies: Less often than once per month	4% (9)	10% (23)	9% (22)	7% (18)	4% (10)	26% (63)	40% (95)	24
Watch Movies: Never	6% (14)	4% (9)	4% (8)	4% (8)	3% (5)	7% (15)	72% (152)	2
Watch Sporting Events: Every day	100% (164)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	16
Watch Sporting Events: Several times per week	— (0)	100% (426)	— (0)	— (0)	— (0)	— (0)	— (0)	42
Watch Sporting Events: About once per week	— (0)	— (0)	100% (358)	— (0)	— (0)	— (0)	— (0)	35
Watch Sporting Events: Several times per month	— (0)	— (0)	— (0)	100% (147)	— (0)	— (0)	— (0)	14
Watch Sporting Events: About once per month	— (0)	— (0)	— (0)	— (0)	100% (133)	— (0)	— (0)	13
Watch Sporting Events: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (331)	— (0)	3
Watch Sporting Events: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (770)	77
Cable TV: Currently subscribe	9% (97)	22% (234)	17% (175)	6% (67)	6% (63)	12% (128)	27% (287)	10
Cable TV: Subscribed in past	4% (37)	18% (148)	17% (139)	6% (52)	6% (48)	17% (144)	32% (273)	84
Cable TV: Never subscribed	7% (30)	10% (44)	10% (43)	6% (28)	5% (22)	14% (60)	48% (210)	43

Continued on next page

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

Demographic	Watch Sporting Events: Every day	Watch Sporting Events: Several times per week	Watch Sporting Events: About once per week	Watch Sporting Events: Several times per month	Watch Sporting Events: About once per month	Watch Sporting Events: Less often than once per month	Watch Sporting Events: Never	Total
Adults	7% (164)	18% (426)	15% (358)	6% (147)	6% (133)	14% (331)	33% (770)	232
Satellite TV: Currently subscribe	10% (51)	21% (111)	16% (83)	7% (37)	5% (29)	14% (74)	28% (147)	53
Satellite TV: Subscribed in past	6% (37)	20% (125)	18% (114)	7% (46)	8% (48)	15% (92)	27% (167)	62
Satellite TV: Never subscribed	7% (76)	16% (190)	14% (161)	5% (64)	5% (56)	14% (165)	39% (457)	116
Streaming Services: Currently subscribe	8% (114)	20% (281)	17% (238)	6% (90)	6% (83)	15% (210)	29% (407)	142
Streaming Services: Subscribed in past	5% (13)	23% (56)	15% (36)	7% (17)	10% (24)	14% (35)	26% (64)	24
Streaming Services: Never subscribed	6% (36)	13% (88)	13% (84)	6% (40)	4% (26)	13% (86)	45% (299)	65
Film: An avid fan	10% (85)	22% (177)	15% (123)	7% (57)	5% (43)	14% (116)	26% (214)	8
Film: A casual fan	5% (59)	18% (219)	16% (199)	6% (70)	7% (81)	15% (189)	34% (417)	123
Film: Not a fan	7% (20)	11% (30)	13% (36)	7% (20)	3% (9)	9% (26)	50% (139)	2
Television: An avid fan	10% (110)	21% (235)	16% (186)	6% (73)	5% (60)	13% (151)	28% (319)	113
Television: A casual fan	4% (46)	17% (181)	15% (162)	6% (67)	6% (68)	15% (162)	35% (374)	105
Television: Not a fan	6% (8)	8% (10)	7% (10)	5% (7)	4% (5)	13% (18)	57% (77)	13
Music: An avid fan	8% (100)	20% (237)	15% (181)	8% (91)	6% (68)	14% (170)	30% (361)	120
Music: A casual fan	5% (54)	18% (177)	16% (156)	5% (49)	6% (56)	15% (150)	35% (343)	98
Music: Not a fan	8% (10)	9% (12)	15% (21)	5% (8)	6% (9)	8% (11)	48% (66)	13
Fashion: An avid fan	10% (31)	16% (50)	11% (36)	8% (25)	7% (23)	12% (38)	35% (110)	3
Fashion: A casual fan	6% (59)	17% (168)	16% (155)	6% (57)	6% (55)	16% (154)	33% (316)	96
Fashion: Not a fan	7% (74)	20% (208)	16% (167)	6% (66)	5% (55)	13% (140)	33% (344)	105

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

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

Demographic	Cable TV: Currently subscribe		Cable TV: Subscribed in past		Cable TV: Never subscribed		Total N
Adults	45%	(1051)	36%	(842)	19%	(436)	2329
Gender: Male	46%	(516)	36%	(403)	18%	(205)	1124
Gender: Female	44%	(534)	36%	(439)	19%	(232)	1205
Age: 18-29	40%	(188)	34%	(159)	26%	(124)	471
Age: 30-44	43%	(261)	40%	(241)	17%	(100)	601
Age: 45-54	41%	(161)	40%	(157)	18%	(70)	388
Age: 55-64	47%	(189)	35%	(142)	19%	(75)	407
Age: 65+	54%	(251)	31%	(144)	14%	(66)	462
Generation Z: 18-22	38%	(74)	35%	(70)	27%	(53)	197
Millennial: Age 23-38	43%	(279)	38%	(248)	19%	(127)	654
Generation X: Age 39-54	42%	(257)	39%	(239)	19%	(114)	609
Boomers: Age 55-73	50%	(383)	34%	(258)	17%	(128)	769
PID: Dem (no lean)	49%	(389)	34%	(273)	17%	(132)	794
PID: Ind (no lean)	41%	(348)	38%	(321)	21%	(173)	842
PID: Rep (no lean)	45%	(314)	36%	(248)	19%	(131)	693
PID/Gender: Dem Men	51%	(182)	33%	(119)	16%	(57)	358
PID/Gender: Dem Women	47%	(207)	35%	(155)	17%	(75)	436
PID/Gender: Ind Men	41%	(171)	40%	(167)	20%	(84)	422
PID/Gender: Ind Women	42%	(177)	37%	(154)	21%	(89)	420
PID/Gender: Rep Men	47%	(163)	34%	(118)	18%	(63)	344
PID/Gender: Rep Women	43%	(151)	37%	(130)	19%	(68)	348
Ideo: Liberal (1-3)	46%	(275)	35%	(213)	19%	(114)	602
Ideo: Moderate (4)	50%	(290)	34%	(194)	16%	(92)	576
Ideo: Conservative (5-7)	46%	(364)	38%	(302)	16%	(130)	795
Educ: < College	44%	(700)	36%	(575)	20%	(326)	1601
Educ: Bachelors degree	48%	(227)	36%	(170)	15%	(72)	470
Educ: Post-grad	48%	(123)	38%	(97)	15%	(38)	258

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%	(1051)	36%	(842)	19%	(436)	2329
Income: Under 50k	40%	(518)	36%	(464)	24%	(311)	1293
Income: 50k-100k	49%	(359)	37%	(273)	14%	(99)	731
Income: 100k+	57%	(174)	34%	(105)	8%	(26)	304
Ethnicity: White	45%	(814)	37%	(671)	19%	(338)	1823
Ethnicity: Hispanic	50%	(186)	33%	(120)	17%	(64)	370
Ethnicity: Afr. Am.	50%	(144)	32%	(92)	19%	(55)	290
Ethnicity: Other	43%	(93)	37%	(79)	20%	(44)	216
All Christian	50%	(508)	34%	(341)	16%	(158)	1008
All Non-Christian	62%	(63)	22%	(23)	16%	(16)	102
Atheist	37%	(39)	37%	(39)	25%	(26)	104
Agnostic/Nothing in particular	39%	(440)	39%	(440)	21%	(236)	1116
Religious Non-Protestant/Catholic	56%	(69)	24%	(29)	20%	(24)	122
Evangelical	43%	(280)	40%	(259)	17%	(111)	649
Non-Evangelical	50%	(415)	34%	(283)	16%	(137)	835
Community: Urban	49%	(274)	35%	(198)	16%	(91)	563
Community: Suburban	49%	(553)	34%	(382)	17%	(188)	1124
Community: Rural	35%	(223)	41%	(262)	24%	(157)	642
Employ: Private Sector	47%	(338)	37%	(267)	16%	(114)	718
Employ: Government	41%	(55)	45%	(61)	14%	(19)	136
Employ: Self-Employed	48%	(91)	34%	(65)	18%	(33)	189
Employ: Homemaker	38%	(74)	37%	(72)	25%	(48)	195
Employ: Retired	53%	(287)	32%	(173)	15%	(79)	539
Employ: Unemployed	42%	(102)	34%	(82)	23%	(55)	240
Employ: Other	33%	(70)	40%	(86)	27%	(58)	214
Military HH: Yes	48%	(198)	38%	(157)	14%	(59)	414
Military HH: No	44%	(852)	36%	(685)	20%	(378)	1915
RD/WT: Right Direction	47%	(411)	34%	(296)	19%	(163)	871
RD/WT: Wrong Track	44%	(639)	37%	(546)	19%	(273)	1458
Trump Job Approve	44%	(416)	36%	(342)	19%	(179)	936
Trump Job Disapprove	46%	(579)	37%	(469)	17%	(213)	1261

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% (1051)	36% (842)	19% (436)	2329
Trump Job Strongly Approve	43% (217)	36% (179)	21% (105)	501
Trump Job Somewhat Approve	46% (199)	37% (163)	17% (74)	435
Trump Job Somewhat Disapprove	49% (157)	36% (113)	15% (48)	318
Trump Job Strongly Disapprove	45% (423)	38% (356)	17% (165)	943
Favorable of Trump	45% (406)	37% (339)	18% (165)	910
Unfavorable of Trump	47% (593)	37% (463)	17% (211)	1267
Very Favorable of Trump	44% (238)	36% (192)	20% (110)	540
Somewhat Favorable of Trump	45% (168)	40% (147)	15% (55)	370
Somewhat Unfavorable of Trump	53% (140)	32% (84)	16% (42)	265
Very Unfavorable of Trump	45% (453)	38% (379)	17% (170)	1002
#1 Issue: Economy	46% (276)	38% (225)	16% (96)	597
#1 Issue: Security	44% (195)	39% (175)	17% (77)	447
#1 Issue: Health Care	49% (192)	31% (123)	21% (81)	396
#1 Issue: Medicare / Social Security	47% (171)	35% (124)	18% (65)	360
#1 Issue: Women's Issues	38% (55)	36% (51)	26% (38)	143
#1 Issue: Education	35% (43)	39% (49)	26% (33)	125
#1 Issue: Energy	45% (64)	37% (52)	18% (25)	141
#1 Issue: Other	46% (54)	36% (43)	18% (22)	119
2018 House Vote: Democrat	51% (404)	35% (277)	14% (109)	789
2018 House Vote: Republican	44% (315)	39% (281)	17% (125)	722
2018 House Vote: Someone else	50% (55)	36% (39)	14% (15)	109
2016 Vote: Hillary Clinton	51% (369)	36% (262)	13% (96)	726
2016 Vote: Donald Trump	45% (331)	37% (267)	18% (133)	730
2016 Vote: Other	47% (87)	39% (72)	14% (25)	184
2016 Vote: Didn't Vote	38% (263)	35% (239)	27% (182)	685
Voted in 2014: Yes	48% (670)	37% (523)	14% (202)	1395
Voted in 2014: No	41% (380)	34% (319)	25% (234)	934

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%	(1051)	36%	(842)	19%	(436)	2329
2012 Vote: Barack Obama	50%	(425)	35%	(301)	15%	(128)	854
2012 Vote: Mitt Romney	44%	(242)	41%	(225)	16%	(86)	553
2012 Vote: Other	47%	(42)	36%	(32)	17%	(15)	88
2012 Vote: Didn't Vote	41%	(338)	34%	(279)	25%	(208)	825
4-Region: Northeast	62%	(259)	22%	(92)	16%	(66)	417
4-Region: Midwest	38%	(188)	41%	(200)	21%	(102)	489
4-Region: South	44%	(380)	37%	(321)	20%	(171)	873
4-Region: West	40%	(223)	42%	(230)	18%	(98)	550
Watch TV: Every day	49%	(558)	35%	(401)	16%	(184)	1142
Watch TV: Several times per week	45%	(261)	41%	(237)	15%	(87)	585
Watch TV: About once per week	42%	(66)	36%	(57)	22%	(35)	157
Watch TV: Several times per month	47%	(49)	33%	(34)	20%	(21)	104
Watch TV: About once per month	33%	(25)	47%	(36)	20%	(15)	76
Watch TV: Less often than once per month	33%	(30)	38%	(34)	28%	(26)	90
Watch TV: Never	36%	(62)	25%	(44)	40%	(69)	175
Watch Movies: Every day	49%	(192)	34%	(132)	18%	(70)	395
Watch Movies: Several times per week	46%	(278)	41%	(245)	13%	(77)	600
Watch Movies: About once per week	44%	(168)	39%	(149)	17%	(65)	383
Watch Movies: Several times per month	48%	(132)	31%	(84)	21%	(57)	273
Watch Movies: About once per month	37%	(84)	46%	(104)	17%	(39)	227
Watch Movies: Less often than once per month	44%	(106)	30%	(71)	26%	(63)	240
Watch Movies: Never	43%	(90)	27%	(56)	31%	(65)	211
Watch Sporting Events: Every day	59%	(97)	23%	(37)	18%	(30)	164
Watch Sporting Events: Several times per week	55%	(234)	35%	(148)	10%	(44)	426
Watch Sporting Events: About once per week	49%	(175)	39%	(139)	12%	(43)	358
Watch Sporting Events: Several times per month	45%	(67)	35%	(52)	19%	(28)	147
Watch Sporting Events: About once per month	47%	(63)	36%	(48)	17%	(22)	133
Watch Sporting Events: Less often than once per month	39%	(128)	43%	(144)	18%	(60)	331
Watch Sporting Events: Never	37%	(287)	35%	(273)	27%	(210)	770

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%	(1051)	36%	(842)	19%	(436)	2329
Cable TV: Currently subscribe	100%	(1051)	—	(0)	—	(0)	1051
Cable TV: Subscribed in past	—	(0)	100%	(842)	—	(0)	842
Cable TV: Never subscribed	—	(0)	—	(0)	100%	(436)	436
Satellite TV: Currently subscribe	28%	(147)	50%	(265)	22%	(119)	532
Satellite TV: Subscribed in past	40%	(251)	54%	(341)	6%	(36)	629
Satellite TV: Never subscribed	56%	(652)	20%	(235)	24%	(281)	1168
Streaming Services: Currently subscribe	44%	(631)	41%	(581)	15%	(213)	1424
Streaming Services: Subscribed in past	41%	(101)	50%	(124)	8%	(20)	246
Streaming Services: Never subscribed	48%	(318)	21%	(137)	31%	(203)	659
Film: An avid fan	50%	(409)	36%	(290)	14%	(116)	814
Film: A casual fan	43%	(537)	38%	(465)	19%	(233)	1234
Film: Not a fan	38%	(105)	31%	(88)	31%	(87)	281
Television: An avid fan	53%	(595)	34%	(385)	14%	(153)	1134
Television: A casual fan	39%	(412)	39%	(416)	22%	(232)	1059
Television: Not a fan	32%	(44)	30%	(41)	38%	(51)	136
Music: An avid fan	45%	(546)	38%	(459)	17%	(202)	1207
Music: A casual fan	46%	(456)	35%	(343)	19%	(185)	984
Music: Not a fan	35%	(48)	29%	(40)	36%	(49)	138
Fashion: An avid fan	54%	(167)	30%	(93)	17%	(52)	312
Fashion: A casual fan	48%	(463)	36%	(350)	16%	(151)	964
Fashion: Not a fan	40%	(420)	38%	(400)	22%	(233)	1053

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

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

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	23%	(532)	27%	(629)	50%	(1168)	2329
Gender: Male	23%	(257)	28%	(314)	49%	(553)	1124
Gender: Female	23%	(275)	26%	(315)	51%	(615)	1205
Age: 18-29	26%	(123)	24%	(112)	50%	(236)	471
Age: 30-44	19%	(115)	32%	(193)	49%	(294)	601
Age: 45-54	22%	(84)	31%	(119)	48%	(185)	388
Age: 55-64	23%	(95)	25%	(102)	52%	(210)	407
Age: 65+	25%	(116)	22%	(103)	53%	(243)	462
Generation Z: 18-22	26%	(51)	22%	(44)	52%	(103)	197
Millennial: Age 23-38	22%	(143)	27%	(175)	51%	(336)	654
Generation X: Age 39-54	21%	(127)	34%	(205)	45%	(277)	609
Boomers: Age 55-73	24%	(183)	24%	(184)	52%	(401)	769
PID: Dem (no lean)	21%	(164)	26%	(205)	54%	(425)	794
PID: Ind (no lean)	21%	(174)	28%	(234)	52%	(434)	842
PID: Rep (no lean)	28%	(194)	27%	(190)	45%	(309)	693
PID/Gender: Dem Men	19%	(69)	26%	(94)	54%	(195)	358
PID/Gender: Dem Women	22%	(94)	26%	(112)	53%	(230)	436
PID/Gender: Ind Men	22%	(92)	29%	(122)	49%	(208)	422
PID/Gender: Ind Women	20%	(82)	27%	(112)	54%	(226)	420
PID/Gender: Rep Men	28%	(96)	29%	(99)	44%	(150)	344
PID/Gender: Rep Women	28%	(98)	26%	(91)	46%	(159)	348
Ideo: Liberal (1-3)	20%	(122)	29%	(173)	51%	(307)	602
Ideo: Moderate (4)	24%	(137)	24%	(139)	52%	(299)	576
Ideo: Conservative (5-7)	26%	(205)	29%	(230)	45%	(361)	795
Educ: < College	23%	(370)	27%	(435)	50%	(796)	1601
Educ: Bachelors degree	22%	(104)	28%	(133)	50%	(233)	470
Educ: Post-grad	23%	(58)	24%	(61)	54%	(139)	258

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

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	23%	(532)	27%	(629)	50%	(1168)	2329
Income: Under 50k	20%	(260)	25%	(326)	55%	(708)	1293
Income: 50k-100k	25%	(185)	32%	(235)	43%	(311)	731
Income: 100k+	29%	(87)	22%	(68)	49%	(150)	304
Ethnicity: White	24%	(439)	26%	(479)	50%	(904)	1823
Ethnicity: Hispanic	25%	(93)	26%	(95)	49%	(182)	370
Ethnicity: Afr. Am.	16%	(48)	30%	(86)	54%	(157)	290
Ethnicity: Other	21%	(45)	30%	(64)	50%	(107)	216
All Christian	25%	(256)	26%	(267)	48%	(485)	1008
All Non-Christian	21%	(22)	19%	(19)	60%	(61)	102
Atheist	22%	(23)	21%	(22)	56%	(59)	104
Agnostic/Nothing in particular	21%	(230)	29%	(321)	51%	(564)	1116
Religious Non-Protestant/Catholic	21%	(26)	20%	(25)	58%	(71)	122
Evangelical	25%	(162)	28%	(180)	47%	(307)	649
Non-Evangelical	24%	(197)	27%	(225)	50%	(414)	835
Community: Urban	19%	(108)	28%	(158)	53%	(297)	563
Community: Suburban	20%	(228)	25%	(282)	55%	(614)	1124
Community: Rural	30%	(196)	29%	(189)	40%	(258)	642
Employ: Private Sector	21%	(153)	27%	(193)	52%	(372)	718
Employ: Government	25%	(34)	35%	(47)	40%	(55)	136
Employ: Self-Employed	27%	(50)	28%	(53)	45%	(85)	189
Employ: Homemaker	18%	(34)	35%	(69)	47%	(92)	195
Employ: Retired	25%	(134)	23%	(124)	52%	(280)	539
Employ: Unemployed	25%	(60)	26%	(62)	49%	(117)	240
Employ: Other	17%	(36)	28%	(60)	55%	(118)	214
Military HH: Yes	28%	(114)	26%	(106)	47%	(194)	414
Military HH: No	22%	(418)	27%	(523)	51%	(975)	1915
RD/WT: Right Direction	27%	(231)	26%	(225)	48%	(414)	871
RD/WT: Wrong Track	21%	(300)	28%	(404)	52%	(754)	1458
Trump Job Approve	27%	(254)	28%	(261)	45%	(421)	936
Trump Job Disapprove	21%	(261)	27%	(337)	53%	(663)	1261

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

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	23%	(532)	27%	(629)	50%	(1168)	2329
Trump Job Strongly Approve	30%	(151)	26%	(132)	44%	(219)	501
Trump Job Somewhat Approve	24%	(103)	30%	(130)	46%	(202)	435
Trump Job Somewhat Disapprove	19%	(61)	32%	(102)	49%	(155)	318
Trump Job Strongly Disapprove	21%	(201)	25%	(235)	54%	(508)	943
Favorable of Trump	27%	(244)	29%	(259)	45%	(406)	910
Unfavorable of Trump	21%	(265)	27%	(337)	53%	(665)	1267
Very Favorable of Trump	29%	(158)	26%	(138)	45%	(243)	540
Somewhat Favorable of Trump	23%	(85)	33%	(121)	44%	(164)	370
Somewhat Unfavorable of Trump	18%	(48)	31%	(83)	50%	(134)	265
Very Unfavorable of Trump	22%	(217)	25%	(253)	53%	(532)	1002
#1 Issue: Economy	23%	(139)	28%	(170)	48%	(287)	597
#1 Issue: Security	26%	(116)	28%	(125)	46%	(206)	447
#1 Issue: Health Care	22%	(87)	29%	(115)	49%	(195)	396
#1 Issue: Medicare / Social Security	25%	(90)	19%	(69)	56%	(202)	360
#1 Issue: Women's Issues	21%	(30)	23%	(33)	56%	(81)	143
#1 Issue: Education	22%	(28)	34%	(43)	44%	(54)	125
#1 Issue: Energy	18%	(26)	29%	(40)	53%	(75)	141
#1 Issue: Other	14%	(17)	29%	(35)	57%	(68)	119
2018 House Vote: Democrat	20%	(157)	27%	(210)	53%	(422)	789
2018 House Vote: Republican	28%	(205)	29%	(207)	43%	(310)	722
2018 House Vote: Someone else	19%	(20)	34%	(37)	47%	(51)	109
2016 Vote: Hillary Clinton	22%	(163)	25%	(178)	53%	(385)	726
2016 Vote: Donald Trump	25%	(186)	29%	(215)	45%	(329)	730
2016 Vote: Other	17%	(32)	35%	(65)	47%	(87)	184
2016 Vote: Didn't Vote	22%	(149)	25%	(170)	53%	(366)	685
Voted in 2014: Yes	23%	(323)	29%	(399)	48%	(673)	1395
Voted in 2014: No	22%	(208)	25%	(230)	53%	(495)	934

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

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	23%	(532)	27%	(629)	50%	(1168)	2329
2012 Vote: Barack Obama	21%	(178)	27%	(230)	52%	(445)	854
2012 Vote: Mitt Romney	27%	(151)	29%	(159)	44%	(242)	553
2012 Vote: Other	19%	(17)	25%	(22)	56%	(49)	88
2012 Vote: Didn't Vote	22%	(181)	26%	(214)	52%	(431)	825
4-Region: Northeast	17%	(70)	19%	(79)	64%	(267)	417
4-Region: Midwest	21%	(104)	32%	(156)	47%	(230)	489
4-Region: South	23%	(201)	29%	(250)	48%	(421)	873
4-Region: West	28%	(156)	26%	(144)	45%	(250)	550
Watch TV: Every day	26%	(296)	26%	(294)	48%	(553)	1142
Watch TV: Several times per week	22%	(129)	31%	(179)	47%	(277)	585
Watch TV: About once per week	18%	(28)	34%	(54)	48%	(75)	157
Watch TV: Several times per month	9%	(9)	27%	(28)	64%	(67)	104
Watch TV: About once per month	26%	(20)	38%	(28)	36%	(27)	76
Watch TV: Less often than once per month	22%	(20)	26%	(23)	52%	(47)	90
Watch TV: Never	17%	(30)	13%	(23)	70%	(122)	175
Watch Movies: Every day	24%	(95)	28%	(110)	48%	(190)	395
Watch Movies: Several times per week	23%	(138)	30%	(183)	47%	(280)	600
Watch Movies: About once per week	26%	(100)	29%	(111)	45%	(172)	383
Watch Movies: Several times per month	17%	(46)	28%	(76)	55%	(151)	273
Watch Movies: About once per month	24%	(55)	27%	(61)	49%	(112)	227
Watch Movies: Less often than once per month	24%	(57)	21%	(49)	56%	(134)	240
Watch Movies: Never	19%	(41)	19%	(40)	62%	(130)	211
Watch Sporting Events: Every day	31%	(51)	22%	(37)	46%	(76)	164
Watch Sporting Events: Several times per week	26%	(111)	29%	(125)	45%	(190)	426
Watch Sporting Events: About once per week	23%	(83)	32%	(114)	45%	(161)	358
Watch Sporting Events: Several times per month	25%	(37)	32%	(46)	43%	(64)	147
Watch Sporting Events: About once per month	22%	(29)	36%	(48)	42%	(56)	133
Watch Sporting Events: Less often than once per month	22%	(74)	28%	(92)	50%	(165)	331
Watch Sporting Events: Never	19%	(147)	22%	(167)	59%	(457)	770

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

Satellite television

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	23%	(532)	27%	(629)	50%	(1168)	2329
Cable TV: Currently subscribe	14%	(147)	24%	(251)	62%	(652)	1051
Cable TV: Subscribed in past	31%	(265)	41%	(341)	28%	(235)	842
Cable TV: Never subscribed	27%	(119)	8%	(36)	64%	(281)	436
Satellite TV: Currently subscribe	100%	(532)	—	(0)	—	(0)	532
Satellite TV: Subscribed in past	—	(0)	100%	(629)	—	(0)	629
Satellite TV: Never subscribed	—	(0)	—	(0)	100%	(1168)	1168
Streaming Services: Currently subscribe	23%	(323)	31%	(443)	46%	(657)	1424
Streaming Services: Subscribed in past	27%	(65)	34%	(84)	39%	(96)	246
Streaming Services: Never subscribed	22%	(143)	15%	(102)	63%	(414)	659
Film: An avid fan	24%	(196)	27%	(221)	49%	(397)	814
Film: A casual fan	22%	(275)	27%	(338)	50%	(622)	1234
Film: Not a fan	22%	(61)	25%	(70)	53%	(149)	281
Television: An avid fan	26%	(293)	27%	(305)	47%	(536)	1134
Television: A casual fan	22%	(232)	28%	(298)	50%	(529)	1059
Television: Not a fan	4%	(6)	20%	(27)	76%	(103)	136
Music: An avid fan	22%	(267)	28%	(340)	50%	(600)	1207
Music: A casual fan	24%	(237)	27%	(263)	49%	(485)	984
Music: Not a fan	20%	(28)	19%	(26)	61%	(83)	138
Fashion: An avid fan	26%	(82)	27%	(86)	46%	(144)	312
Fashion: A casual fan	20%	(189)	29%	(275)	52%	(500)	964
Fashion: Not a fan	25%	(260)	26%	(269)	50%	(524)	1053

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

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

Demographic	Streaming Services: Currently subscribe	Streaming Services: Subscribed in past	Streaming Services: Never subscribed	Total N
Adults	61% (1424)	11% (246)	28% (659)	2329
Gender: Male	63% (704)	11% (124)	26% (296)	1124
Gender: Female	60% (720)	10% (122)	30% (364)	1205
Age: 18-29	77% (364)	10% (48)	13% (59)	471
Age: 30-44	69% (414)	12% (73)	19% (114)	601
Age: 45-54	59% (228)	13% (50)	29% (111)	388
Age: 55-64	55% (224)	9% (36)	36% (147)	407
Age: 65+	42% (195)	8% (39)	49% (228)	462
Generation Z: 18-22	69% (136)	12% (23)	19% (38)	197
Millennial: Age 23-38	76% (498)	11% (71)	13% (84)	654
Generation X: Age 39-54	61% (372)	12% (76)	27% (162)	609
Boomers: Age 55-73	50% (387)	9% (69)	41% (313)	769
PID: Dem (no lean)	65% (514)	9% (71)	26% (210)	794
PID: Ind (no lean)	60% (507)	12% (97)	28% (238)	842
PID: Rep (no lean)	58% (403)	11% (78)	31% (212)	693
PID/Gender: Dem Men	65% (231)	9% (34)	26% (93)	358
PID/Gender: Dem Women	65% (283)	8% (37)	27% (116)	436
PID/Gender: Ind Men	61% (258)	11% (47)	28% (116)	422
PID/Gender: Ind Women	59% (249)	12% (49)	29% (122)	420
PID/Gender: Rep Men	63% (215)	12% (42)	25% (87)	344
PID/Gender: Rep Women	54% (187)	10% (36)	36% (126)	348
Ideo: Liberal (1-3)	73% (439)	10% (59)	17% (103)	602
Ideo: Moderate (4)	62% (357)	9% (52)	29% (167)	576
Ideo: Conservative (5-7)	57% (457)	11% (89)	31% (249)	795
Educ: < College	57% (920)	11% (180)	31% (501)	1601
Educ: Bachelors degree	70% (330)	9% (41)	21% (99)	470
Educ: Post-grad	68% (175)	9% (24)	23% (59)	258

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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%	(1424)	11%	(246)	28%	(659)	2329
Income: Under 50k	53%	(686)	12%	(157)	35%	(450)	1293
Income: 50k-100k	70%	(515)	9%	(64)	21%	(152)	731
Income: 100k+	73%	(223)	8%	(24)	19%	(58)	304
Ethnicity: White	61%	(1117)	10%	(180)	29%	(526)	1823
Ethnicity: Hispanic	68%	(251)	12%	(45)	20%	(74)	370
Ethnicity: Afr. Am.	63%	(183)	10%	(30)	27%	(78)	290
Ethnicity: Other	58%	(124)	17%	(36)	26%	(55)	216
All Christian	58%	(584)	9%	(92)	33%	(332)	1008
All Non-Christian	63%	(64)	11%	(11)	26%	(26)	102
Atheist	75%	(78)	11%	(12)	13%	(14)	104
Agnostic/Nothing in particular	63%	(697)	12%	(131)	26%	(287)	1116
Religious Non-Protestant/Catholic	64%	(79)	12%	(15)	23%	(29)	122
Evangelical	56%	(366)	14%	(91)	30%	(192)	649
Non-Evangelical	60%	(503)	9%	(76)	31%	(257)	835
Community: Urban	62%	(346)	10%	(58)	28%	(159)	563
Community: Suburban	64%	(716)	10%	(115)	26%	(293)	1124
Community: Rural	56%	(362)	11%	(73)	32%	(207)	642
Employ: Private Sector	70%	(505)	10%	(69)	20%	(144)	718
Employ: Government	79%	(107)	4%	(5)	17%	(23)	136
Employ: Self-Employed	69%	(130)	10%	(20)	20%	(39)	189
Employ: Homemaker	60%	(116)	14%	(28)	26%	(51)	195
Employ: Retired	47%	(251)	8%	(45)	45%	(243)	539
Employ: Unemployed	55%	(131)	14%	(35)	31%	(74)	240
Employ: Other	54%	(115)	15%	(33)	31%	(66)	214
Military HH: Yes	58%	(239)	12%	(51)	30%	(124)	414
Military HH: No	62%	(1185)	10%	(195)	28%	(535)	1915
RD/WT: Right Direction	57%	(493)	11%	(98)	32%	(279)	871
RD/WT: Wrong Track	64%	(931)	10%	(147)	26%	(380)	1458
Trump Job Approve	58%	(540)	12%	(112)	30%	(283)	936
Trump Job Disapprove	66%	(828)	9%	(113)	25%	(319)	1261

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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% (1424)	11% (246)	28% (659)	2329
Trump Job Strongly Approve	55% (275)	11% (57)	34% (169)	501
Trump Job Somewhat Approve	61% (266)	13% (56)	26% (114)	435
Trump Job Somewhat Disapprove	66% (211)	10% (32)	23% (75)	318
Trump Job Strongly Disapprove	65% (617)	9% (81)	26% (245)	943
Favorable of Trump	59% (539)	11% (103)	29% (268)	910
Unfavorable of Trump	66% (831)	9% (120)	25% (316)	1267
Very Favorable of Trump	55% (294)	11% (58)	35% (187)	540
Somewhat Favorable of Trump	66% (245)	12% (44)	22% (81)	370
Somewhat Unfavorable of Trump	61% (162)	11% (30)	28% (73)	265
Very Unfavorable of Trump	67% (668)	9% (90)	24% (243)	1002
#1 Issue: Economy	70% (417)	12% (69)	19% (111)	597
#1 Issue: Security	58% (258)	12% (52)	31% (137)	447
#1 Issue: Health Care	63% (249)	10% (38)	28% (109)	396
#1 Issue: Medicare / Social Security	42% (150)	11% (39)	47% (171)	360
#1 Issue: Women's Issues	73% (105)	8% (11)	19% (27)	143
#1 Issue: Education	66% (82)	10% (12)	25% (31)	125
#1 Issue: Energy	71% (100)	8% (11)	21% (30)	141
#1 Issue: Other	53% (63)	11% (13)	37% (44)	119
2018 House Vote: Democrat	68% (534)	8% (63)	24% (192)	789
2018 House Vote: Republican	57% (414)	12% (85)	31% (223)	722
2018 House Vote: Someone else	63% (68)	13% (14)	25% (27)	109
2016 Vote: Hillary Clinton	67% (487)	9% (63)	24% (175)	726
2016 Vote: Donald Trump	56% (412)	10% (73)	34% (245)	730
2016 Vote: Other	70% (129)	12% (23)	18% (33)	184
2016 Vote: Didn't Vote	58% (395)	13% (87)	30% (203)	685
Voted in 2014: Yes	61% (854)	10% (133)	29% (408)	1395
Voted in 2014: No	61% (570)	12% (112)	27% (252)	934

Continued on next page

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

Demographic	Streaming Services: Currently subscribe		Streaming Services: Subscribed in past		Streaming Services: Never subscribed		Total N
Adults	61%	(1424)	11%	(246)	28%	(659)	2329
2012 Vote: Barack Obama	67%	(570)	8%	(72)	25%	(211)	854
2012 Vote: Mitt Romney	55%	(306)	10%	(55)	35%	(192)	553
2012 Vote: Other	53%	(47)	17%	(15)	30%	(27)	88
2012 Vote: Didn't Vote	61%	(500)	12%	(100)	27%	(225)	825
4-Region: Northeast	61%	(255)	9%	(38)	30%	(123)	417
4-Region: Midwest	59%	(289)	11%	(56)	30%	(145)	489
4-Region: South	60%	(527)	10%	(90)	29%	(256)	873
4-Region: West	64%	(354)	11%	(62)	25%	(135)	550
Watch TV: Every day	67%	(770)	9%	(105)	23%	(267)	1142
Watch TV: Several times per week	69%	(401)	11%	(64)	20%	(120)	585
Watch TV: About once per week	66%	(103)	14%	(23)	20%	(31)	157
Watch TV: Several times per month	52%	(54)	11%	(12)	37%	(38)	104
Watch TV: About once per month	50%	(37)	21%	(16)	29%	(22)	76
Watch TV: Less often than once per month	43%	(38)	10%	(9)	48%	(43)	90
Watch TV: Never	11%	(20)	10%	(17)	79%	(138)	175
Watch Movies: Every day	72%	(286)	9%	(35)	19%	(73)	395
Watch Movies: Several times per week	75%	(451)	12%	(71)	13%	(79)	600
Watch Movies: About once per week	66%	(254)	11%	(43)	22%	(86)	383
Watch Movies: Several times per month	65%	(178)	9%	(26)	26%	(70)	273
Watch Movies: About once per month	60%	(137)	12%	(26)	28%	(64)	227
Watch Movies: Less often than once per month	38%	(90)	13%	(30)	50%	(119)	240
Watch Movies: Never	13%	(28)	7%	(15)	80%	(168)	211
Watch Sporting Events: Every day	70%	(114)	8%	(13)	22%	(36)	164
Watch Sporting Events: Several times per week	66%	(281)	13%	(56)	21%	(88)	426
Watch Sporting Events: About once per week	66%	(238)	10%	(36)	24%	(84)	358
Watch Sporting Events: Several times per month	61%	(90)	11%	(17)	27%	(40)	147
Watch Sporting Events: About once per month	62%	(83)	18%	(24)	19%	(26)	133
Watch Sporting Events: Less often than once per month	63%	(210)	11%	(35)	26%	(86)	331
Watch Sporting Events: Never	53%	(407)	8%	(64)	39%	(299)	770

Continued on next page

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

Demographic	Streaming Services: Currently subscribe	Streaming Services: Subscribed in past	Streaming Services: Never subscribed	Total N
Adults	61% (1424)	11% (246)	28% (659)	2329
Cable TV: Currently subscribe	60% (631)	10% (101)	30% (318)	1051
Cable TV: Subscribed in past	69% (581)	15% (124)	16% (137)	842
Cable TV: Never subscribed	49% (213)	5% (20)	47% (203)	436
Satellite TV: Currently subscribe	61% (323)	12% (65)	27% (143)	532
Satellite TV: Subscribed in past	70% (443)	13% (84)	16% (102)	629
Satellite TV: Never subscribed	56% (657)	8% (96)	35% (414)	1168
Streaming Services: Currently subscribe	100% (1424)	— (0)	— (0)	1424
Streaming Services: Subscribed in past	— (0)	100% (246)	— (0)	246
Streaming Services: Never subscribed	— (0)	— (0)	100% (659)	659
Film: An avid fan	77% (625)	9% (73)	14% (117)	814
Film: A casual fan	57% (708)	12% (145)	31% (382)	1234
Film: Not a fan	33% (92)	10% (28)	57% (161)	281
Television: An avid fan	67% (754)	9% (105)	24% (275)	1134
Television: A casual fan	58% (618)	12% (126)	30% (316)	1059
Television: Not a fan	38% (52)	11% (15)	51% (69)	136
Music: An avid fan	66% (802)	12% (145)	22% (260)	1207
Music: A casual fan	57% (565)	9% (92)	33% (327)	984
Music: Not a fan	41% (57)	7% (9)	52% (72)	138
Fashion: An avid fan	67% (209)	11% (33)	22% (70)	312
Fashion: A casual fan	65% (624)	11% (111)	24% (229)	964
Fashion: Not a fan	56% (591)	10% (102)	34% (360)	1053

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

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

Demographic	Film: An avid fan		Film: A casual fan		Film: Not a fan		Total N
Adults	35%	(814)	53%	(1234)	12%	(281)	2329
Gender: Male	38%	(425)	51%	(570)	11%	(129)	1124
Gender: Female	32%	(389)	55%	(665)	13%	(151)	1205
Age: 18-29	42%	(199)	48%	(225)	10%	(46)	471
Age: 30-44	43%	(257)	47%	(284)	10%	(60)	601
Age: 45-54	41%	(158)	47%	(183)	12%	(47)	388
Age: 55-64	27%	(110)	58%	(235)	15%	(61)	407
Age: 65+	19%	(89)	66%	(307)	14%	(66)	462
Generation Z: 18-22	41%	(81)	46%	(90)	13%	(26)	197
Millennial: Age 23-38	45%	(291)	48%	(313)	8%	(50)	654
Generation X: Age 39-54	40%	(243)	48%	(290)	13%	(77)	609
Boomers: Age 55-73	24%	(188)	61%	(472)	14%	(109)	769
PID: Dem (no lean)	39%	(307)	52%	(412)	10%	(76)	794
PID: Ind (no lean)	34%	(289)	51%	(429)	15%	(123)	842
PID: Rep (no lean)	31%	(218)	57%	(393)	12%	(81)	693
PID/Gender: Dem Men	42%	(150)	50%	(179)	8%	(29)	358
PID/Gender: Dem Women	36%	(156)	53%	(233)	11%	(47)	436
PID/Gender: Ind Men	37%	(154)	49%	(206)	15%	(62)	422
PID/Gender: Ind Women	32%	(135)	53%	(223)	15%	(62)	420
PID/Gender: Rep Men	35%	(121)	54%	(185)	11%	(39)	344
PID/Gender: Rep Women	28%	(98)	60%	(208)	12%	(43)	348
Ideo: Liberal (1-3)	43%	(257)	51%	(309)	6%	(35)	602
Ideo: Moderate (4)	37%	(213)	54%	(308)	9%	(54)	576
Ideo: Conservative (5-7)	29%	(234)	57%	(450)	14%	(111)	795
Educ: < College	34%	(546)	52%	(840)	13%	(215)	1601
Educ: Bachelors degree	41%	(191)	50%	(235)	9%	(43)	470
Educ: Post-grad	30%	(77)	61%	(159)	9%	(22)	258

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

Demographic	Film: An avid fan		Film: A casual fan		Film: Not a fan		Total N
Adults	35%	(814)	53%	(1234)	12%	(281)	2329
Income: Under 50k	34%	(437)	52%	(670)	14%	(186)	1293
Income: 50k-100k	37%	(271)	54%	(393)	9%	(67)	731
Income: 100k+	35%	(105)	56%	(171)	9%	(28)	304
Ethnicity: White	33%	(606)	55%	(1007)	12%	(210)	1823
Ethnicity: Hispanic	46%	(169)	44%	(161)	11%	(40)	370
Ethnicity: Afr. Am.	44%	(129)	42%	(123)	13%	(39)	290
Ethnicity: Other	37%	(80)	48%	(105)	15%	(31)	216
All Christian	29%	(296)	58%	(585)	13%	(127)	1008
All Non-Christian	54%	(55)	37%	(38)	9%	(9)	102
Atheist	49%	(51)	46%	(48)	5%	(5)	104
Agnostic/Nothing in particular	37%	(413)	51%	(564)	12%	(139)	1116
Religious Non-Protestant/Catholic	50%	(61)	41%	(50)	9%	(11)	122
Evangelical	36%	(233)	51%	(332)	13%	(85)	649
Non-Evangelical	31%	(263)	57%	(475)	12%	(97)	835
Community: Urban	38%	(214)	52%	(293)	10%	(55)	563
Community: Suburban	36%	(408)	54%	(606)	10%	(110)	1124
Community: Rural	30%	(192)	52%	(335)	18%	(115)	642
Employ: Private Sector	41%	(295)	50%	(357)	9%	(67)	718
Employ: Government	46%	(62)	42%	(57)	12%	(16)	136
Employ: Self-Employed	41%	(78)	49%	(92)	10%	(19)	189
Employ: Homemaker	33%	(64)	56%	(110)	11%	(21)	195
Employ: Retired	22%	(118)	64%	(347)	14%	(74)	539
Employ: Unemployed	39%	(93)	46%	(110)	15%	(37)	240
Employ: Other	36%	(77)	46%	(99)	18%	(38)	214
Military HH: Yes	31%	(127)	54%	(223)	15%	(64)	414
Military HH: No	36%	(688)	53%	(1011)	11%	(217)	1915
RD/WT: Right Direction	31%	(272)	54%	(470)	15%	(129)	871
RD/WT: Wrong Track	37%	(542)	52%	(765)	10%	(152)	1458
Trump Job Approve	32%	(298)	55%	(513)	13%	(125)	936
Trump Job Disapprove	38%	(482)	52%	(652)	10%	(127)	1261

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

Demographic	Film: An avid fan		Film: A casual fan		Film: Not a fan		Total N
Adults	35%	(814)	53%	(1234)	12%	(281)	2329
Trump Job Strongly Approve	31%	(157)	54%	(269)	15%	(75)	501
Trump Job Somewhat Approve	32%	(141)	56%	(244)	12%	(50)	435
Trump Job Somewhat Disapprove	36%	(115)	51%	(163)	13%	(40)	318
Trump Job Strongly Disapprove	39%	(367)	52%	(489)	9%	(87)	943
Favorable of Trump	31%	(284)	56%	(505)	13%	(120)	910
Unfavorable of Trump	39%	(489)	52%	(655)	10%	(123)	1267
Very Favorable of Trump	33%	(178)	52%	(283)	15%	(79)	540
Somewhat Favorable of Trump	29%	(106)	60%	(222)	11%	(41)	370
Somewhat Unfavorable of Trump	35%	(93)	49%	(129)	16%	(43)	265
Very Unfavorable of Trump	40%	(396)	52%	(526)	8%	(80)	1002
#1 Issue: Economy	38%	(228)	52%	(311)	10%	(58)	597
#1 Issue: Security	32%	(144)	54%	(239)	14%	(64)	447
#1 Issue: Health Care	37%	(145)	52%	(208)	11%	(44)	396
#1 Issue: Medicare / Social Security	28%	(100)	57%	(205)	15%	(55)	360
#1 Issue: Women's Issues	39%	(56)	49%	(71)	12%	(17)	143
#1 Issue: Education	38%	(48)	47%	(59)	14%	(18)	125
#1 Issue: Energy	48%	(68)	47%	(66)	5%	(7)	141
#1 Issue: Other	22%	(26)	63%	(75)	15%	(18)	119
2018 House Vote: Democrat	40%	(312)	52%	(413)	8%	(65)	789
2018 House Vote: Republican	32%	(230)	55%	(397)	13%	(95)	722
2018 House Vote: Someone else	39%	(42)	48%	(52)	14%	(15)	109
2016 Vote: Hillary Clinton	40%	(292)	52%	(380)	7%	(54)	726
2016 Vote: Donald Trump	31%	(225)	56%	(409)	13%	(96)	730
2016 Vote: Other	36%	(66)	53%	(98)	11%	(20)	184
2016 Vote: Didn't Vote	34%	(231)	51%	(346)	16%	(108)	685
Voted in 2014: Yes	35%	(482)	55%	(761)	11%	(152)	1395
Voted in 2014: No	36%	(332)	51%	(473)	14%	(129)	934
2012 Vote: Barack Obama	39%	(337)	52%	(446)	8%	(71)	854
2012 Vote: Mitt Romney	28%	(155)	58%	(319)	14%	(78)	553
2012 Vote: Other	32%	(28)	51%	(45)	17%	(15)	88
2012 Vote: Didn't Vote	36%	(294)	50%	(415)	14%	(116)	825

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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	35% (814)	53% (1234)	12% (281)	2329
4-Region: Northeast	37% (153)	55% (228)	9% (36)	417
4-Region: Midwest	29% (143)	57% (281)	13% (65)	489
4-Region: South	34% (296)	52% (453)	14% (123)	873
4-Region: West	40% (222)	49% (272)	10% (57)	550
Watch TV: Every day	42% (477)	49% (559)	9% (107)	1142
Watch TV: Several times per week	36% (212)	56% (327)	8% (45)	585
Watch TV: About once per week	26% (41)	64% (101)	9% (15)	157
Watch TV: Several times per month	30% (31)	58% (60)	12% (13)	104
Watch TV: About once per month	20% (15)	66% (50)	14% (11)	76
Watch TV: Less often than once per month	18% (16)	59% (53)	24% (21)	90
Watch TV: Never	12% (22)	48% (84)	39% (69)	175
Watch Movies: Every day	57% (226)	36% (140)	7% (28)	395
Watch Movies: Several times per week	54% (321)	41% (248)	5% (31)	600
Watch Movies: About once per week	28% (108)	64% (246)	8% (30)	383
Watch Movies: Several times per month	27% (74)	65% (177)	8% (22)	273
Watch Movies: About once per month	16% (36)	73% (165)	12% (27)	227
Watch Movies: Less often than once per month	10% (23)	68% (163)	22% (54)	240
Watch Movies: Never	13% (27)	45% (95)	42% (89)	211
Watch Sporting Events: Every day	52% (85)	36% (59)	12% (20)	164
Watch Sporting Events: Several times per week	41% (177)	51% (219)	7% (30)	426
Watch Sporting Events: About once per week	34% (123)	56% (199)	10% (36)	358
Watch Sporting Events: Several times per month	39% (57)	48% (70)	14% (20)	147
Watch Sporting Events: About once per month	32% (43)	61% (81)	7% (9)	133
Watch Sporting Events: Less often than once per month	35% (116)	57% (189)	8% (26)	331
Watch Sporting Events: Never	28% (214)	54% (417)	18% (139)	770
Cable TV: Currently subscribe	39% (409)	51% (537)	10% (105)	1051
Cable TV: Subscribed in past	34% (290)	55% (465)	10% (88)	842
Cable TV: Never subscribed	27% (116)	53% (233)	20% (87)	436
Satellite TV: Currently subscribe	37% (196)	52% (275)	12% (61)	532
Satellite TV: Subscribed in past	35% (221)	54% (338)	11% (70)	629
Satellite TV: Never subscribed	34% (397)	53% (622)	13% (149)	1168

Continued on next page

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

Demographic	Film: An avid fan	Film: A casual fan	Film: Not a fan	Total N
Adults	35% (814)	53% (1234)	12% (281)	2329
Streaming Services: Currently subscribe	44% (625)	50% (708)	6% (92)	1424
Streaming Services: Subscribed in past	30% (73)	59% (145)	11% (28)	246
Streaming Services: Never subscribed	18% (117)	58% (382)	24% (161)	659
Film: An avid fan	100% (814)	— (0)	— (0)	814
Film: A casual fan	— (0)	100% (1234)	— (0)	1234
Film: Not a fan	— (0)	— (0)	100% (281)	281
Television: An avid fan	54% (609)	39% (446)	7% (79)	1134
Television: A casual fan	18% (189)	70% (739)	12% (132)	1059
Television: Not a fan	12% (16)	37% (50)	51% (70)	136
Music: An avid fan	51% (613)	42% (513)	7% (81)	1207
Music: A casual fan	20% (194)	67% (664)	13% (127)	984
Music: Not a fan	5% (8)	42% (57)	53% (73)	138
Fashion: An avid fan	59% (185)	36% (111)	5% (15)	312
Fashion: A casual fan	36% (351)	57% (547)	7% (67)	964
Fashion: Not a fan	26% (278)	55% (577)	19% (199)	1053

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

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

Television

Demographic	Television: An avid fan		Television: A casual fan		Television: Not a fan		Total N
Adults	49%	(1134)	45%	(1059)	6%	(136)	2329
Gender: Male	49%	(546)	46%	(515)	6%	(64)	1124
Gender: Female	49%	(588)	45%	(545)	6%	(72)	1205
Age: 18-29	46%	(215)	46%	(216)	9%	(40)	471
Age: 30-44	49%	(296)	46%	(277)	5%	(28)	601
Age: 45-54	52%	(202)	42%	(164)	6%	(22)	388
Age: 55-64	47%	(191)	47%	(192)	6%	(23)	407
Age: 65+	50%	(229)	46%	(210)	5%	(22)	462
Generation Z: 18-22	36%	(71)	50%	(99)	14%	(27)	197
Millennial: Age 23-38	51%	(334)	44%	(289)	5%	(31)	654
Generation X: Age 39-54	51%	(308)	44%	(269)	5%	(32)	609
Boomers: Age 55-73	48%	(373)	46%	(354)	5%	(42)	769
PID: Dem (no lean)	54%	(432)	40%	(318)	6%	(44)	794
PID: Ind (no lean)	44%	(367)	49%	(413)	7%	(62)	842
PID: Rep (no lean)	48%	(335)	47%	(328)	4%	(30)	693
PID/Gender: Dem Men	54%	(195)	42%	(150)	4%	(14)	358
PID/Gender: Dem Women	54%	(237)	39%	(168)	7%	(31)	436
PID/Gender: Ind Men	46%	(193)	46%	(196)	8%	(33)	422
PID/Gender: Ind Women	42%	(175)	52%	(217)	7%	(29)	420
PID/Gender: Rep Men	46%	(158)	49%	(169)	5%	(17)	344
PID/Gender: Rep Women	51%	(177)	46%	(160)	4%	(12)	348
Ideo: Liberal (1-3)	49%	(293)	47%	(284)	4%	(24)	602
Ideo: Moderate (4)	54%	(312)	40%	(231)	6%	(32)	576
Ideo: Conservative (5-7)	47%	(373)	47%	(375)	6%	(47)	795
Educ: < College	49%	(787)	44%	(711)	6%	(103)	1601
Educ: Bachelors degree	50%	(233)	47%	(221)	4%	(17)	470
Educ: Post-grad	44%	(114)	50%	(128)	6%	(16)	258

Continued on next page

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

Television

Demographic	Television: An avid fan	Television: A casual fan	Television: Not a fan	Total N
Adults	49% (1134)	45% (1059)	6% (136)	2329
Income: Under 50k	47% (609)	45% (580)	8% (104)	1293
Income: 50k-100k	52% (380)	45% (331)	3% (20)	731
Income: 100k+	48% (145)	49% (148)	4% (11)	304
Ethnicity: White	48% (881)	47% (851)	5% (91)	1823
Ethnicity: Hispanic	44% (162)	49% (180)	7% (28)	370
Ethnicity: Afr. Am.	59% (171)	33% (96)	8% (23)	290
Ethnicity: Other	38% (82)	52% (113)	10% (21)	216
All Christian	49% (496)	46% (468)	4% (43)	1008
All Non-Christian	44% (44)	48% (49)	9% (9)	102
Atheist	49% (51)	40% (41)	11% (12)	104
Agnostic/Nothing in particular	49% (542)	45% (502)	6% (72)	1116
Religious Non-Protestant/Catholic	41% (51)	51% (62)	8% (9)	122
Evangelical	51% (329)	44% (289)	5% (31)	649
Non-Evangelical	50% (421)	45% (379)	4% (35)	835
Community: Urban	48% (269)	47% (262)	6% (32)	563
Community: Suburban	51% (569)	44% (495)	5% (59)	1124
Community: Rural	46% (296)	47% (302)	7% (44)	642
Employ: Private Sector	50% (359)	45% (326)	5% (33)	718
Employ: Government	54% (74)	40% (54)	6% (8)	136
Employ: Self-Employed	45% (85)	48% (91)	7% (13)	189
Employ: Homemaker	46% (90)	49% (96)	5% (9)	195
Employ: Retired	51% (274)	45% (241)	5% (25)	539
Employ: Unemployed	46% (111)	46% (110)	8% (18)	240
Employ: Other	52% (111)	40% (87)	8% (17)	214
Military HH: Yes	51% (209)	45% (186)	4% (18)	414
Military HH: No	48% (925)	46% (873)	6% (118)	1915
RD/WT: Right Direction	48% (416)	47% (407)	5% (47)	871
RD/WT: Wrong Track	49% (718)	45% (652)	6% (88)	1458
Trump Job Approve	48% (446)	47% (437)	6% (53)	936
Trump Job Disapprove	51% (641)	44% (550)	6% (69)	1261

Continued on next page

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

Demographic	Television: An avid fan	Television: A casual fan	Television: Not a fan	Total N
Adults	49% (1134)	45% (1059)	6% (136)	2329
Trump Job Strongly Approve	45% (227)	49% (244)	6% (30)	501
Trump Job Somewhat Approve	50% (219)	44% (193)	5% (23)	435
Trump Job Somewhat Disapprove	46% (147)	50% (158)	4% (13)	318
Trump Job Strongly Disapprove	52% (495)	42% (392)	6% (56)	943
Favorable of Trump	49% (447)	46% (414)	5% (49)	910
Unfavorable of Trump	49% (627)	45% (571)	5% (69)	1267
Very Favorable of Trump	49% (266)	46% (246)	5% (28)	540
Somewhat Favorable of Trump	49% (181)	45% (168)	6% (20)	370
Somewhat Unfavorable of Trump	43% (114)	50% (132)	7% (18)	265
Very Unfavorable of Trump	51% (512)	44% (439)	5% (51)	1002
#1 Issue: Economy	50% (296)	46% (277)	4% (24)	597
#1 Issue: Security	50% (224)	43% (192)	7% (31)	447
#1 Issue: Health Care	47% (187)	48% (192)	5% (18)	396
#1 Issue: Medicare / Social Security	57% (206)	39% (139)	4% (16)	360
#1 Issue: Women's Issues	44% (63)	43% (62)	13% (18)	143
#1 Issue: Education	49% (61)	43% (53)	9% (11)	125
#1 Issue: Energy	47% (66)	45% (64)	8% (11)	141
#1 Issue: Other	26% (31)	68% (81)	6% (7)	119
2018 House Vote: Democrat	55% (438)	41% (323)	4% (29)	789
2018 House Vote: Republican	47% (339)	48% (348)	5% (35)	722
2018 House Vote: Someone else	42% (46)	50% (54)	8% (9)	109
2016 Vote: Hillary Clinton	56% (404)	41% (295)	4% (27)	726
2016 Vote: Donald Trump	48% (354)	47% (344)	4% (32)	730
2016 Vote: Other	42% (78)	52% (96)	6% (10)	184
2016 Vote: Didn't Vote	43% (298)	47% (321)	10% (66)	685
Voted in 2014: Yes	51% (717)	45% (627)	4% (52)	1395
Voted in 2014: No	45% (417)	46% (433)	9% (84)	934
2012 Vote: Barack Obama	55% (467)	42% (355)	4% (33)	854
2012 Vote: Mitt Romney	48% (265)	48% (268)	4% (20)	553
2012 Vote: Other	42% (37)	48% (43)	10% (9)	88
2012 Vote: Didn't Vote	44% (361)	47% (391)	9% (74)	825

Continued on next page

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

Television

Demographic	Television: An avid fan	Television: A casual fan	Television: Not a fan	Total N
Adults	49% (1134)	45% (1059)	6% (136)	2329
4-Region: Northeast	56% (233)	38% (160)	6% (23)	417
4-Region: Midwest	49% (238)	46% (227)	5% (24)	489
4-Region: South	50% (438)	44% (382)	6% (53)	873
4-Region: West	41% (225)	53% (290)	6% (35)	550
Watch TV: Every day	65% (742)	33% (381)	2% (20)	1142
Watch TV: Several times per week	39% (229)	57% (336)	3% (19)	585
Watch TV: About once per week	28% (44)	63% (100)	9% (14)	157
Watch TV: Several times per month	31% (32)	59% (62)	10% (10)	104
Watch TV: About once per month	16% (12)	81% (61)	3% (2)	76
Watch TV: Less often than once per month	21% (19)	52% (47)	27% (24)	90
Watch TV: Never	31% (55)	42% (74)	26% (46)	175
Watch Movies: Every day	63% (250)	32% (127)	5% (18)	395
Watch Movies: Several times per week	56% (338)	41% (248)	3% (15)	600
Watch Movies: About once per week	46% (174)	52% (200)	2% (8)	383
Watch Movies: Several times per month	50% (138)	45% (124)	4% (12)	273
Watch Movies: About once per month	33% (76)	59% (134)	8% (17)	227
Watch Movies: Less often than once per month	31% (75)	56% (135)	12% (30)	240
Watch Movies: Never	40% (84)	44% (92)	17% (35)	211
Watch Sporting Events: Every day	67% (110)	28% (46)	5% (8)	164
Watch Sporting Events: Several times per week	55% (235)	42% (181)	2% (10)	426
Watch Sporting Events: About once per week	52% (186)	45% (162)	3% (10)	358
Watch Sporting Events: Several times per month	50% (73)	45% (67)	5% (7)	147
Watch Sporting Events: About once per month	45% (60)	51% (68)	4% (5)	133
Watch Sporting Events: Less often than once per month	46% (151)	49% (162)	5% (18)	331
Watch Sporting Events: Never	41% (319)	49% (374)	10% (77)	770
Cable TV: Currently subscribe	57% (595)	39% (412)	4% (44)	1051
Cable TV: Subscribed in past	46% (385)	49% (416)	5% (41)	842
Cable TV: Never subscribed	35% (153)	53% (232)	12% (51)	436
Satellite TV: Currently subscribe	55% (293)	44% (232)	1% (6)	532
Satellite TV: Subscribed in past	48% (305)	47% (298)	4% (27)	629
Satellite TV: Never subscribed	46% (536)	45% (529)	9% (103)	1168

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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	49% (1134)	45% (1059)	6% (136)	2329
Streaming Services: Currently subscribe	53% (754)	43% (618)	4% (52)	1424
Streaming Services: Subscribed in past	43% (105)	51% (126)	6% (15)	246
Streaming Services: Never subscribed	42% (275)	48% (316)	10% (69)	659
Film: An avid fan	75% (609)	23% (189)	2% (16)	814
Film: A casual fan	36% (446)	60% (739)	4% (50)	1234
Film: Not a fan	28% (79)	47% (132)	25% (70)	281
Television: An avid fan	100% (1134)	— (0)	— (0)	1134
Television: A casual fan	— (0)	100% (1059)	— (0)	1059
Television: Not a fan	— (0)	— (0)	100% (136)	136
Music: An avid fan	59% (718)	36% (436)	4% (54)	1207
Music: A casual fan	38% (378)	58% (571)	4% (35)	984
Music: Not a fan	28% (38)	38% (53)	34% (46)	138
Fashion: An avid fan	69% (216)	25% (78)	6% (18)	312
Fashion: A casual fan	52% (498)	45% (432)	4% (35)	964
Fashion: Not a fan	40% (420)	52% (550)	8% (83)	1053

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

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

Music

Demographic	Music: An avid fan	Music: A casual fan	Music: Not a fan	Total N
Adults	52% (1207)	42% (984)	6% (138)	2329
Gender: Male	54% (612)	39% (441)	6% (71)	1124
Gender: Female	49% (595)	45% (544)	6% (67)	1205
Age: 18-29	69% (323)	28% (132)	3% (15)	471
Age: 30-44	60% (361)	36% (215)	4% (25)	601
Age: 45-54	54% (211)	40% (157)	5% (21)	388
Age: 55-64	43% (176)	48% (197)	8% (34)	407
Age: 65+	29% (136)	61% (283)	9% (43)	462
Generation Z: 18-22	73% (145)	23% (45)	4% (7)	197
Millennial: Age 23-38	63% (412)	34% (219)	4% (23)	654
Generation X: Age 39-54	56% (339)	39% (240)	5% (31)	609
Boomers: Age 55-73	37% (288)	54% (417)	8% (63)	769
PID: Dem (no lean)	55% (438)	39% (312)	6% (44)	794
PID: Ind (no lean)	53% (449)	41% (343)	6% (50)	842
PID: Rep (no lean)	46% (321)	47% (329)	6% (44)	693
PID/Gender: Dem Men	60% (213)	35% (127)	5% (18)	358
PID/Gender: Dem Women	51% (225)	43% (186)	6% (26)	436
PID/Gender: Ind Men	55% (230)	39% (164)	7% (28)	422
PID/Gender: Ind Women	52% (218)	43% (180)	5% (22)	420
PID/Gender: Rep Men	49% (169)	44% (151)	7% (25)	344
PID/Gender: Rep Women	44% (152)	51% (178)	5% (18)	348
Ideo: Liberal (1-3)	57% (341)	39% (238)	4% (23)	602
Ideo: Moderate (4)	53% (307)	41% (236)	6% (33)	576
Ideo: Conservative (5-7)	44% (352)	48% (383)	8% (60)	795
Educ: < College	55% (885)	39% (622)	6% (94)	1601
Educ: Bachelors degree	47% (221)	48% (223)	5% (25)	470
Educ: Post-grad	39% (100)	54% (139)	7% (19)	258

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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	52%	(1207)	42%	(984)	6%	(138)	2329
Income: Under 50k	54%	(701)	39%	(508)	7%	(84)	1293
Income: 50k-100k	50%	(366)	45%	(326)	5%	(40)	731
Income: 100k+	46%	(140)	49%	(151)	5%	(14)	304
Ethnicity: White	49%	(887)	45%	(825)	6%	(110)	1823
Ethnicity: Hispanic	60%	(224)	34%	(127)	5%	(20)	370
Ethnicity: Afr. Am.	67%	(195)	28%	(82)	4%	(13)	290
Ethnicity: Other	58%	(125)	36%	(77)	7%	(14)	216
All Christian	45%	(451)	47%	(479)	8%	(78)	1008
All Non-Christian	52%	(53)	40%	(41)	7%	(7)	102
Atheist	67%	(70)	31%	(32)	2%	(2)	104
Agnostic/Nothing in particular	57%	(632)	39%	(433)	5%	(51)	1116
Religious Non-Protestant/Catholic	52%	(64)	41%	(50)	7%	(8)	122
Evangelical	53%	(343)	41%	(268)	6%	(38)	649
Non-Evangelical	46%	(388)	47%	(395)	6%	(52)	835
Community: Urban	56%	(316)	39%	(221)	5%	(26)	563
Community: Suburban	52%	(583)	42%	(475)	6%	(66)	1124
Community: Rural	48%	(308)	45%	(288)	7%	(46)	642
Employ: Private Sector	54%	(388)	41%	(297)	5%	(34)	718
Employ: Government	52%	(70)	42%	(57)	7%	(9)	136
Employ: Self-Employed	60%	(114)	36%	(67)	4%	(8)	189
Employ: Homemaker	56%	(108)	41%	(79)	4%	(7)	195
Employ: Retired	34%	(184)	56%	(303)	10%	(52)	539
Employ: Unemployed	58%	(139)	36%	(87)	6%	(14)	240
Employ: Other	63%	(134)	31%	(67)	6%	(13)	214
Military HH: Yes	47%	(196)	47%	(193)	6%	(25)	414
Military HH: No	53%	(1011)	41%	(792)	6%	(113)	1915
RD/WT: Right Direction	48%	(415)	45%	(392)	7%	(64)	871
RD/WT: Wrong Track	54%	(792)	41%	(593)	5%	(74)	1458
Trump Job Approve	48%	(452)	45%	(420)	7%	(64)	936
Trump Job Disapprove	55%	(688)	41%	(512)	5%	(61)	1261

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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	52% (1207)	42% (984)	6% (138)	2329
Trump Job Strongly Approve	48% (242)	45% (225)	7% (33)	501
Trump Job Somewhat Approve	48% (209)	45% (195)	7% (31)	435
Trump Job Somewhat Disapprove	49% (156)	48% (152)	3% (10)	318
Trump Job Strongly Disapprove	56% (533)	38% (359)	5% (51)	943
Favorable of Trump	48% (441)	45% (408)	7% (61)	910
Unfavorable of Trump	54% (684)	41% (525)	5% (58)	1267
Very Favorable of Trump	50% (269)	44% (237)	6% (34)	540
Somewhat Favorable of Trump	46% (172)	46% (171)	7% (27)	370
Somewhat Unfavorable of Trump	48% (128)	48% (127)	4% (10)	265
Very Unfavorable of Trump	55% (556)	40% (398)	5% (48)	1002
#1 Issue: Economy	58% (349)	38% (228)	3% (20)	597
#1 Issue: Security	47% (211)	46% (207)	6% (29)	447
#1 Issue: Health Care	53% (209)	41% (163)	6% (24)	396
#1 Issue: Medicare / Social Security	37% (133)	53% (190)	10% (38)	360
#1 Issue: Women's Issues	56% (80)	38% (54)	6% (9)	143
#1 Issue: Education	59% (74)	34% (42)	7% (9)	125
#1 Issue: Energy	64% (91)	32% (45)	4% (6)	141
#1 Issue: Other	51% (60)	46% (55)	3% (4)	119
2018 House Vote: Democrat	54% (427)	41% (323)	5% (39)	789
2018 House Vote: Republican	44% (316)	50% (359)	6% (47)	722
2018 House Vote: Someone else	59% (64)	35% (38)	5% (6)	109
2016 Vote: Hillary Clinton	54% (391)	41% (299)	5% (36)	726
2016 Vote: Donald Trump	45% (326)	49% (355)	7% (49)	730
2016 Vote: Other	54% (99)	42% (77)	4% (8)	184
2016 Vote: Didn't Vote	57% (392)	36% (248)	6% (44)	685
Voted in 2014: Yes	48% (668)	46% (644)	6% (83)	1395
Voted in 2014: No	58% (539)	36% (340)	6% (54)	934
2012 Vote: Barack Obama	52% (446)	42% (361)	5% (47)	854
2012 Vote: Mitt Romney	37% (207)	55% (305)	7% (41)	553
2012 Vote: Other	54% (48)	37% (32)	9% (8)	88
2012 Vote: Didn't Vote	61% (505)	34% (278)	5% (42)	825

Continued on next page

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

Music

Demographic	Music: An avid fan	Music: A casual fan	Music: Not a fan	Total N
Adults	52% (1207)	42% (984)	6% (138)	2329
4-Region: Northeast	52% (218)	42% (176)	5% (22)	417
4-Region: Midwest	52% (255)	44% (213)	4% (21)	489
4-Region: South	54% (475)	39% (338)	7% (59)	873
4-Region: West	47% (258)	47% (258)	6% (34)	550
Watch TV: Every day	57% (646)	40% (453)	4% (43)	1142
Watch TV: Several times per week	50% (292)	44% (258)	6% (35)	585
Watch TV: About once per week	49% (76)	45% (71)	6% (10)	157
Watch TV: Several times per month	49% (51)	49% (51)	3% (3)	104
Watch TV: About once per month	43% (33)	52% (40)	4% (3)	76
Watch TV: Less often than once per month	49% (44)	42% (38)	8% (7)	90
Watch TV: Never	37% (65)	42% (74)	21% (36)	175
Watch Movies: Every day	65% (257)	32% (124)	3% (13)	395
Watch Movies: Several times per week	56% (338)	39% (237)	4% (26)	600
Watch Movies: About once per week	51% (197)	43% (164)	6% (22)	383
Watch Movies: Several times per month	54% (147)	43% (118)	3% (8)	273
Watch Movies: About once per month	45% (103)	49% (112)	5% (12)	227
Watch Movies: Less often than once per month	37% (88)	54% (130)	9% (22)	240
Watch Movies: Never	37% (77)	47% (99)	17% (35)	211
Watch Sporting Events: Every day	61% (100)	33% (54)	6% (10)	164
Watch Sporting Events: Several times per week	56% (237)	41% (177)	3% (12)	426
Watch Sporting Events: About once per week	51% (181)	44% (156)	6% (21)	358
Watch Sporting Events: Several times per month	62% (91)	33% (49)	5% (8)	147
Watch Sporting Events: About once per month	51% (68)	42% (56)	7% (9)	133
Watch Sporting Events: Less often than once per month	51% (170)	45% (150)	3% (11)	331
Watch Sporting Events: Never	47% (361)	45% (343)	9% (66)	770
Cable TV: Currently subscribe	52% (546)	43% (456)	5% (48)	1051
Cable TV: Subscribed in past	54% (459)	41% (343)	5% (40)	842
Cable TV: Never subscribed	46% (202)	42% (185)	11% (49)	436
Satellite TV: Currently subscribe	50% (267)	45% (237)	5% (28)	532
Satellite TV: Subscribed in past	54% (340)	42% (263)	4% (26)	629
Satellite TV: Never subscribed	51% (600)	41% (485)	7% (83)	1168

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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	52% (1207)	42% (984)	6% (138)	2329
Streaming Services: Currently subscribe	56% (802)	40% (565)	4% (57)	1424
Streaming Services: Subscribed in past	59% (145)	37% (92)	4% (9)	246
Streaming Services: Never subscribed	39% (260)	50% (327)	11% (72)	659
Film: An avid fan	75% (613)	24% (194)	1% (8)	814
Film: A casual fan	42% (513)	54% (664)	5% (57)	1234
Film: Not a fan	29% (81)	45% (127)	26% (73)	281
Television: An avid fan	63% (718)	33% (378)	3% (38)	1134
Television: A casual fan	41% (436)	54% (571)	5% (53)	1059
Television: Not a fan	40% (54)	26% (35)	34% (46)	136
Music: An avid fan	100% (1207)	— (0)	— (0)	1207
Music: A casual fan	— (0)	100% (984)	— (0)	984
Music: Not a fan	— (0)	— (0)	100% (138)	138
Fashion: An avid fan	85% (264)	13% (41)	2% (7)	312
Fashion: A casual fan	55% (527)	44% (421)	2% (16)	964
Fashion: Not a fan	39% (416)	50% (523)	11% (114)	1053

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

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

Fashion

Demographic	Fashion: An avid fan		Fashion: A casual fan		Fashion: Not a fan		Total N
Adults	13%	(312)	41%	(964)	45%	(1053)	2329
Gender: Male	9%	(97)	29%	(331)	62%	(696)	1124
Gender: Female	18%	(215)	53%	(633)	30%	(357)	1205
Age: 18-29	22%	(105)	49%	(231)	29%	(135)	471
Age: 30-44	16%	(94)	45%	(268)	40%	(239)	601
Age: 45-54	14%	(54)	39%	(150)	48%	(185)	388
Age: 55-64	9%	(37)	38%	(153)	53%	(216)	407
Age: 65+	5%	(22)	35%	(162)	60%	(278)	462
Generation Z: 18-22	24%	(47)	44%	(87)	32%	(63)	197
Millennial: Age 23-38	18%	(119)	48%	(313)	34%	(222)	654
Generation X: Age 39-54	14%	(87)	41%	(249)	45%	(274)	609
Boomers: Age 55-73	7%	(57)	37%	(284)	56%	(428)	769
PID: Dem (no lean)	18%	(145)	44%	(351)	38%	(298)	794
PID: Ind (no lean)	11%	(92)	40%	(339)	49%	(411)	842
PID: Rep (no lean)	11%	(75)	40%	(274)	50%	(344)	693
PID/Gender: Dem Men	15%	(53)	33%	(117)	53%	(188)	358
PID/Gender: Dem Women	21%	(92)	54%	(234)	25%	(110)	436
PID/Gender: Ind Men	5%	(23)	30%	(127)	65%	(272)	422
PID/Gender: Ind Women	16%	(69)	51%	(212)	33%	(139)	420
PID/Gender: Rep Men	6%	(21)	25%	(87)	69%	(236)	344
PID/Gender: Rep Women	15%	(54)	54%	(187)	31%	(108)	348
Ideo: Liberal (1-3)	13%	(79)	46%	(275)	41%	(248)	602
Ideo: Moderate (4)	13%	(75)	41%	(237)	46%	(264)	576
Ideo: Conservative (5-7)	11%	(89)	37%	(297)	51%	(409)	795
Educ: < College	15%	(235)	41%	(658)	44%	(708)	1601
Educ: Bachelors degree	11%	(52)	42%	(197)	47%	(220)	470
Educ: Post-grad	10%	(25)	42%	(109)	48%	(125)	258

Continued on next page

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

Fashion

Demographic	Fashion: An avid fan		Fashion: A casual fan		Fashion: Not a fan		Total N
Adults	13%	(312)	41%	(964)	45%	(1053)	2329
Income: Under 50k	15%	(195)	40%	(522)	44%	(575)	1293
Income: 50k-100k	11%	(81)	42%	(309)	47%	(342)	731
Income: 100k+	12%	(35)	44%	(133)	45%	(136)	304
Ethnicity: White	10%	(183)	40%	(736)	50%	(904)	1823
Ethnicity: Hispanic	17%	(64)	44%	(163)	39%	(143)	370
Ethnicity: Afr. Am.	31%	(89)	46%	(133)	24%	(69)	290
Ethnicity: Other	19%	(40)	44%	(96)	37%	(80)	216
All Christian	11%	(108)	39%	(394)	50%	(505)	1008
All Non-Christian	15%	(15)	49%	(50)	36%	(36)	102
Atheist	12%	(13)	30%	(32)	57%	(60)	104
Agnostic/Nothing in particular	16%	(175)	44%	(488)	41%	(452)	1116
Religious Non-Protestant/Catholic	15%	(18)	45%	(55)	40%	(48)	122
Evangelical	14%	(94)	43%	(281)	42%	(274)	649
Non-Evangelical	11%	(96)	43%	(360)	45%	(379)	835
Community: Urban	18%	(101)	39%	(222)	43%	(239)	563
Community: Suburban	11%	(125)	44%	(493)	45%	(506)	1124
Community: Rural	13%	(86)	39%	(249)	48%	(308)	642
Employ: Private Sector	13%	(90)	44%	(318)	43%	(311)	718
Employ: Government	17%	(23)	35%	(47)	48%	(66)	136
Employ: Self-Employed	15%	(28)	43%	(82)	42%	(79)	189
Employ: Homemaker	22%	(43)	49%	(96)	28%	(55)	195
Employ: Retired	6%	(30)	36%	(192)	59%	(316)	539
Employ: Unemployed	14%	(33)	43%	(103)	43%	(104)	240
Employ: Other	18%	(39)	40%	(85)	42%	(90)	214
Military HH: Yes	10%	(41)	39%	(160)	51%	(213)	414
Military HH: No	14%	(271)	42%	(804)	44%	(840)	1915
RD/WT: Right Direction	12%	(101)	38%	(331)	50%	(439)	871
RD/WT: Wrong Track	14%	(211)	43%	(633)	42%	(615)	1458
Trump Job Approve	11%	(99)	39%	(369)	50%	(469)	936
Trump Job Disapprove	16%	(200)	42%	(527)	42%	(533)	1261

Continued on next page

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

Fashion

Demographic	Fashion: An avid fan		Fashion: A casual fan		Fashion: Not a fan		Total N
Adults	13%	(312)	41%	(964)	45%	(1053)	2329
Trump Job Strongly Approve	10%	(52)	34%	(170)	56%	(279)	501
Trump Job Somewhat Approve	11%	(47)	46%	(199)	44%	(190)	435
Trump Job Somewhat Disapprove	13%	(41)	50%	(157)	38%	(119)	318
Trump Job Strongly Disapprove	17%	(159)	39%	(370)	44%	(414)	943
Favorable of Trump	10%	(88)	39%	(359)	51%	(463)	910
Unfavorable of Trump	16%	(202)	43%	(540)	41%	(525)	1267
Very Favorable of Trump	10%	(53)	36%	(193)	54%	(293)	540
Somewhat Favorable of Trump	9%	(34)	45%	(166)	46%	(170)	370
Somewhat Unfavorable of Trump	17%	(45)	42%	(111)	41%	(109)	265
Very Unfavorable of Trump	16%	(158)	43%	(429)	41%	(416)	1002
#1 Issue: Economy	14%	(86)	43%	(255)	43%	(256)	597
#1 Issue: Security	10%	(44)	39%	(175)	51%	(228)	447
#1 Issue: Health Care	13%	(50)	48%	(189)	40%	(157)	396
#1 Issue: Medicare / Social Security	10%	(35)	34%	(123)	56%	(202)	360
#1 Issue: Women's Issues	26%	(37)	43%	(61)	32%	(45)	143
#1 Issue: Education	17%	(21)	49%	(61)	35%	(43)	125
#1 Issue: Energy	17%	(25)	39%	(56)	43%	(61)	141
#1 Issue: Other	12%	(14)	37%	(44)	51%	(61)	119
2018 House Vote: Democrat	14%	(113)	42%	(335)	43%	(341)	789
2018 House Vote: Republican	9%	(67)	38%	(272)	53%	(383)	722
2018 House Vote: Someone else	8%	(8)	48%	(52)	45%	(48)	109
2016 Vote: Hillary Clinton	16%	(114)	43%	(312)	41%	(300)	726
2016 Vote: Donald Trump	9%	(63)	38%	(277)	53%	(389)	730
2016 Vote: Other	5%	(10)	39%	(72)	55%	(102)	184
2016 Vote: Didn't Vote	18%	(124)	44%	(303)	38%	(257)	685
Voted in 2014: Yes	11%	(159)	40%	(552)	49%	(685)	1395
Voted in 2014: No	16%	(153)	44%	(413)	39%	(368)	934
2012 Vote: Barack Obama	14%	(121)	44%	(373)	42%	(360)	854
2012 Vote: Mitt Romney	7%	(39)	36%	(198)	57%	(315)	553
2012 Vote: Other	5%	(5)	37%	(33)	58%	(51)	88
2012 Vote: Didn't Vote	18%	(147)	43%	(357)	39%	(321)	825

Continued on next page

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

Fashion

Demographic	Fashion: An avid fan		Fashion: A casual fan		Fashion: Not a fan		Total N
Adults	13%	(312)	41%	(964)	45%	(1053)	2329
4-Region: Northeast	15%	(64)	48%	(200)	37%	(152)	417
4-Region: Midwest	12%	(57)	38%	(185)	51%	(247)	489
4-Region: South	15%	(131)	42%	(364)	43%	(378)	873
4-Region: West	11%	(60)	39%	(215)	50%	(275)	550
Watch TV: Every day	16%	(178)	42%	(482)	42%	(483)	1142
Watch TV: Several times per week	11%	(66)	43%	(252)	46%	(267)	585
Watch TV: About once per week	15%	(24)	45%	(71)	40%	(63)	157
Watch TV: Several times per month	13%	(14)	54%	(56)	33%	(35)	104
Watch TV: About once per month	6%	(4)	36%	(27)	59%	(44)	76
Watch TV: Less often than once per month	11%	(10)	32%	(28)	57%	(52)	90
Watch TV: Never	9%	(16)	28%	(49)	63%	(110)	175
Watch Movies: Every day	26%	(103)	41%	(161)	33%	(131)	395
Watch Movies: Several times per week	13%	(76)	49%	(294)	38%	(230)	600
Watch Movies: About once per week	12%	(46)	39%	(150)	49%	(186)	383
Watch Movies: Several times per month	10%	(28)	50%	(138)	39%	(107)	273
Watch Movies: About once per month	8%	(19)	43%	(97)	49%	(111)	227
Watch Movies: Less often than once per month	8%	(18)	29%	(69)	63%	(152)	240
Watch Movies: Never	10%	(20)	26%	(55)	64%	(136)	211
Watch Sporting Events: Every day	19%	(31)	36%	(59)	45%	(74)	164
Watch Sporting Events: Several times per week	12%	(50)	39%	(168)	49%	(208)	426
Watch Sporting Events: About once per week	10%	(36)	43%	(155)	47%	(167)	358
Watch Sporting Events: Several times per month	17%	(25)	39%	(57)	45%	(66)	147
Watch Sporting Events: About once per month	17%	(23)	42%	(55)	41%	(55)	133
Watch Sporting Events: Less often than once per month	11%	(38)	46%	(154)	42%	(140)	331
Watch Sporting Events: Never	14%	(110)	41%	(316)	45%	(344)	770
Cable TV: Currently subscribe	16%	(167)	44%	(463)	40%	(420)	1051
Cable TV: Subscribed in past	11%	(93)	42%	(350)	47%	(400)	842
Cable TV: Never subscribed	12%	(52)	35%	(151)	53%	(233)	436
Satellite TV: Currently subscribe	15%	(82)	36%	(189)	49%	(260)	532
Satellite TV: Subscribed in past	14%	(86)	44%	(275)	43%	(269)	629
Satellite TV: Never subscribed	12%	(144)	43%	(500)	45%	(524)	1168

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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	13%	(312)	41%	(964)	45%	(1053)	2329
Streaming Services: Currently subscribe	15%	(209)	44%	(624)	42%	(591)	1424
Streaming Services: Subscribed in past	13%	(33)	45%	(111)	42%	(102)	246
Streaming Services: Never subscribed	11%	(70)	35%	(229)	55%	(360)	659
Film: An avid fan	23%	(185)	43%	(351)	34%	(278)	814
Film: A casual fan	9%	(111)	44%	(547)	47%	(577)	1234
Film: Not a fan	5%	(15)	24%	(67)	71%	(199)	281
Television: An avid fan	19%	(216)	44%	(498)	37%	(420)	1134
Television: A casual fan	7%	(78)	41%	(432)	52%	(550)	1059
Television: Not a fan	13%	(18)	26%	(35)	61%	(83)	136
Music: An avid fan	22%	(264)	44%	(527)	34%	(416)	1207
Music: A casual fan	4%	(41)	43%	(421)	53%	(523)	984
Music: Not a fan	5%	(7)	12%	(16)	83%	(114)	138
Fashion: An avid fan	100%	(312)	—	(0)	—	(0)	312
Fashion: A casual fan	—	(0)	100%	(964)	—	(0)	964
Fashion: Not a fan	—	(0)	—	(0)	100%	(1053)	1053

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2329	100%
xdemGender	Gender: Male	1124	48%
	Gender: Female	1205	52%
	N	2329	
age5	Age: 18-29	471	20%
	Age: 30-44	601	26%
	Age: 45-54	388	17%
	Age: 55-64	407	17%
	Age: 65+	462	20%
	N	2329	
demAgeGeneration	Generation Z: 18-22	197	8%
	Millennial: Age 23-38	654	28%
	Generation X: Age 39-54	609	26%
	Boomers: Age 55-73	769	33%
	N	2229	
xpid3	PID: Dem (no lean)	794	34%
	PID: Ind (no lean)	842	36%
	PID: Rep (no lean)	693	30%
	N	2329	
xpidGender	PID/Gender: Dem Men	358	15%
	PID/Gender: Dem Women	436	19%
	PID/Gender: Ind Men	422	18%
	PID/Gender: Ind Women	420	18%
	PID/Gender: Rep Men	344	15%
	PID/Gender: Rep Women	348	15%
	N	2329	
xdemIdeo3	Ideo: Liberal (1-3)	602	26%
	Ideo: Moderate (4)	576	25%
	Ideo: Conservative (5-7)	795	34%
	N	1973	
xeduc3	Educ: < College	1601	69%
	Educ: Bachelors degree	470	20%
	Educ: Post-grad	258	11%
	N	2329	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1293	56%
	Income: 50k-100k	731	31%
	Income: 100k+	304	13%
	N	2329	
xdemWhite	Ethnicity: White	1823	78%
xdemHispBin	Ethnicity: Hispanic	370	16%
demBlackBin	Ethnicity: Afr. Am.	290	12%
demRaceOther	Ethnicity: Other	216	9%
xdemReligion	All Christian	1008	43%
	All Non-Christian	102	4%
	Atheist	104	4%
	Agnostic/Nothing in particular	1116	48%
	N	2329	
xdemReligOther	Religious Non-Protestant/Catholic	122	5%
xdemEvang	Evangelical	649	28%
	Non-Evangelical	835	36%
	N	1484	
xdemUsr	Community: Urban	563	24%
	Community: Suburban	1124	48%
	Community: Rural	642	28%
	N	2329	
xdemEmploy	Employ: Private Sector	718	31%
	Employ: Government	136	6%
	Employ: Self-Employed	189	8%
	Employ: Homemaker	195	8%
	Employ: Retired	539	23%
	Employ: Unemployed	240	10%
	Employ: Other	214	9%
	N	2230	
xdemMilHH1	Military HH: Yes	414	18%
	Military HH: No	1915	82%
	N	2329	
xnrl	RD/WT: Right Direction	871	37%
	RD/WT: Wrong Track	1458	63%
	N	2329	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Approve	Trump Job Approve	936	40%
	Trump Job Disapprove	1261	54%
	N	2197	
Trump_Approve2	Trump Job Strongly Approve	501	22%
	Trump Job Somewhat Approve	435	19%
	Trump Job Somewhat Disapprove	318	14%
	Trump Job Strongly Disapprove	943	40%
	N	2197	
Trump_Fav	Favorable of Trump	910	39%
	Unfavorable of Trump	1267	54%
	N	2177	
Trump_Fav_FULL	Very Favorable of Trump	540	23%
	Somewhat Favorable of Trump	370	16%
	Somewhat Unfavorable of Trump	265	11%
	Very Unfavorable of Trump	1002	43%
	N	2177	
xnr3	#1 Issue: Economy	597	26%
	#1 Issue: Security	447	19%
	#1 Issue: Health Care	396	17%
	#1 Issue: Medicare / Social Security	360	15%
	#1 Issue: Women's Issues	143	6%
	#1 Issue: Education	125	5%
	#1 Issue: Energy	141	6%
	#1 Issue: Other	119	5%
	N	2329	
xsubVote18O	2018 House Vote: Democrat	789	34%
	2018 House Vote: Republican	722	31%
	2018 House Vote: Someone else	109	5%
	N	1620	
xsubVote16O	2016 Vote: Hillary Clinton	726	31%
	2016 Vote: Donald Trump	730	31%
	2016 Vote: Other	184	8%
	2016 Vote: Didn't Vote	685	29%
	N	2325	
xsubVote14O	Voted in 2014: Yes	1395	60%
	Voted in 2014: No	934	40%
	N	2329	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote12O	2012 Vote: Barack Obama	854	37%
	2012 Vote: Mitt Romney	553	24%
	2012 Vote: Other	88	4%
	2012 Vote: Didn't Vote	825	35%
	N	2320	
xreg4	4-Region: Northeast	417	18%
	4-Region: Midwest	489	21%
	4-Region: South	873	37%
	4-Region: West	550	24%
	N	2329	
HRdem1_1	Watch TV: Every day	1142	49%
	Watch TV: Several times per week	585	25%
	Watch TV: About once per week	157	7%
	Watch TV: Several times per month	104	4%
	Watch TV: About once per month	76	3%
	Watch TV: Less often than once per month	90	4%
	Watch TV: Never	175	8%
N	2329		
HRdem1_2	Watch Movies: Every day	395	17%
	Watch Movies: Several times per week	600	26%
	Watch Movies: About once per week	383	16%
	Watch Movies: Several times per month	273	12%
	Watch Movies: About once per month	227	10%
	Watch Movies: Less often than once per month	240	10%
	Watch Movies: Never	211	9%
N	2329		
HRdem1_3	Watch Sporting Events: Every day	164	7%
	Watch Sporting Events: Several times per week	426	18%
	Watch Sporting Events: About once per week	358	15%
	Watch Sporting Events: Several times per month	147	6%
	Watch Sporting Events: About once per month	133	6%
	Watch Sporting Events: Less often than once per month	331	14%
	Watch Sporting Events: Never	770	33%
N	2329		
HRdem2_1	Cable TV: Currently subscribe	1051	45%
	Cable TV: Subscribed in past	842	36%
	Cable TV: Never subscribed	436	19%
	N	2329	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
HRdem2_2	Satellite TV: Currently subscribe	532	23%
	Satellite TV: Subscribed in past	629	27%
	Satellite TV: Never subscribed	1168	50%
	<i>N</i>	2329	
HRdem2_3	Streaming Services: Currently subscribe	1424	61%
	Streaming Services: Subscribed in past	246	11%
	Streaming Services: Never subscribed	659	28%
	<i>N</i>	2329	
HRdem3_1	Film: An avid fan	814	35%
	Film: A casual fan	1234	53%
	Film: Not a fan	281	12%
	<i>N</i>	2329	
HRdem3_2	Television: An avid fan	1134	49%
	Television: A casual fan	1059	45%
	Television: Not a fan	136	6%
	<i>N</i>	2329	
HRdem3_3	Music: An avid fan	1207	52%
	Music: A casual fan	984	42%
	Music: Not a fan	138	6%
	<i>N</i>	2329	
HRdem3_4	Fashion: An avid fan	312	13%
	Fashion: A casual fan	964	41%
	Fashion: Not a fan	1053	45%
	<i>N</i>	2329	

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

