



National Tracking Poll #191143
November 14-17, 2019

Crosstabulation Results

Methodology:

This poll was conducted from November 14-17, 2019, among a national sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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Crosstabulation Results by Respondent Demographics

Table HR7_1: Have you seen the following movies, or not?
Die Hard

Demographic	Yes	No	Total N
Adults	73% (1604)	27% (596)	2200
Gender: Male	80% (851)	20% (211)	1062
Gender: Female	66% (753)	34% (385)	1138
Age: 18-29	54% (256)	46% (214)	471
Age: 30-44	81% (439)	19% (103)	542
Age: 45-54	86% (294)	14% (48)	342
Age: 55-64	74% (302)	26% (107)	409
Age: 65+	72% (313)	28% (123)	436
Generation Z: 18-22	43% (87)	57% (115)	202
Millennial: Age 23-38	71% (435)	29% (178)	613
Generation X: Age 39-54	87% (468)	13% (72)	540
Boomers: Age 55-73	75% (557)	25% (184)	741
PID: Dem (no lean)	72% (569)	28% (217)	786
PID: Ind (no lean)	71% (535)	29% (215)	750
PID: Rep (no lean)	75% (501)	25% (164)	665
PID/Gender: Dem Men	79% (272)	21% (71)	343
PID/Gender: Dem Women	67% (297)	33% (145)	442
PID/Gender: Ind Men	78% (291)	22% (80)	371
PID/Gender: Ind Women	64% (244)	36% (135)	379
PID/Gender: Rep Men	83% (288)	17% (59)	348
PID/Gender: Rep Women	67% (212)	33% (105)	317
Ideo: Liberal (1-3)	71% (443)	29% (184)	627
Ideo: Moderate (4)	77% (412)	23% (125)	537
Ideo: Conservative (5-7)	75% (535)	25% (176)	711
Educ: < College	73% (1101)	27% (412)	1512
Educ: Bachelors degree	71% (316)	29% (128)	444
Educ: Post-grad	77% (188)	23% (56)	244

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Table HR7_1: Have you seen the following movies, or not?

Die Hard

Demographic	Yes	No	Total N
Adults	73% (1604)	27% (596)	2200
Income: Under 50k	70% (917)	30% (385)	1301
Income: 50k-100k	76% (466)	24% (147)	613
Income: 100k+	78% (221)	22% (64)	285
Ethnicity: White	74% (1272)	26% (450)	1722
Ethnicity: Hispanic	72% (251)	28% (98)	349
Ethnicity: Afr. Am.	72% (198)	28% (76)	274
Ethnicity: Other	66% (135)	34% (69)	204
All Christian	74% (732)	26% (254)	986
All Non-Christian	80% (79)	20% (20)	99
Atheist	69% (74)	31% (34)	108
Agnostic/Nothing in particular	71% (719)	29% (289)	1008
Religious Non-Protestant/Catholic	77% (96)	23% (29)	125
Evangelical	74% (412)	26% (141)	553
Non-Evangelical	73% (616)	27% (233)	849
Community: Urban	70% (422)	30% (178)	600
Community: Suburban	74% (725)	26% (251)	976
Community: Rural	73% (457)	27% (167)	624
Employ: Private Sector	79% (513)	21% (135)	648
Employ: Government	74% (111)	26% (39)	150
Employ: Self-Employed	68% (129)	32% (59)	188
Employ: Homemaker	74% (102)	26% (36)	137
Employ: Retired	74% (376)	26% (131)	506
Employ: Unemployed	65% (177)	35% (94)	271
Employ: Other	74% (144)	26% (50)	194
Military HH: Yes	81% (323)	19% (77)	400
Military HH: No	71% (1281)	29% (519)	1800
RD/WT: Right Direction	75% (610)	25% (206)	816
RD/WT: Wrong Track	72% (994)	28% (390)	1384
Trump Job Approve	76% (664)	24% (207)	872
Trump Job Disapprove	72% (852)	28% (335)	1187

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Table HR7_1: Have you seen the following movies, or not?
Die Hard

Demographic	Yes	No	Total N
Adults	73% (1604)	27% (596)	2200
Trump Job Strongly Approve	78% (373)	22% (105)	478
Trump Job Somewhat Approve	74% (291)	26% (102)	393
Trump Job Somewhat Disapprove	72% (171)	28% (67)	238
Trump Job Strongly Disapprove	72% (681)	28% (268)	949
Favorable of Trump	78% (663)	22% (191)	854
Unfavorable of Trump	71% (860)	29% (344)	1203
Very Favorable of Trump	78% (386)	22% (111)	497
Somewhat Favorable of Trump	78% (277)	22% (80)	357
Somewhat Unfavorable of Trump	75% (157)	25% (53)	209
Very Unfavorable of Trump	71% (703)	29% (291)	994
#1 Issue: Economy	79% (434)	21% (113)	547
#1 Issue: Security	74% (334)	26% (117)	451
#1 Issue: Health Care	71% (269)	29% (110)	380
#1 Issue: Medicare / Social Security	74% (209)	26% (74)	283
#1 Issue: Women's Issues	53% (58)	47% (53)	111
#1 Issue: Education	67% (98)	33% (49)	148
#1 Issue: Energy	71% (94)	29% (38)	132
#1 Issue: Other	73% (108)	27% (41)	149
2018 House Vote: Democrat	76% (558)	24% (179)	737
2018 House Vote: Republican	76% (502)	24% (162)	664
2018 House Vote: Someone else	78% (74)	22% (20)	94
2016 Vote: Hillary Clinton	72% (487)	28% (189)	676
2016 Vote: Donald Trump	78% (524)	22% (152)	676
2016 Vote: Other	85% (137)	15% (25)	162
2016 Vote: Didn't Vote	66% (449)	34% (230)	679
Voted in 2014: Yes	76% (1003)	24% (309)	1312
Voted in 2014: No	68% (601)	32% (286)	888
2012 Vote: Barack Obama	76% (636)	24% (199)	835
2012 Vote: Mitt Romney	77% (380)	23% (113)	493
2012 Vote: Other	81% (77)	19% (18)	95
2012 Vote: Didn't Vote	66% (509)	34% (266)	775

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Table HR7_1: Have you seen the following movies, or not?

Die Hard

Demographic	Yes	No	Total N
Adults	73% (1604)	27% (596)	2200
4-Region: Northeast	73% (288)	27% (106)	394
4-Region: Midwest	75% (347)	25% (116)	462
4-Region: South	74% (613)	26% (211)	824
4-Region: West	69% (356)	31% (164)	520
Watch TV: Every day	77% (849)	23% (257)	1106
Watch TV: Several times per week	75% (398)	25% (135)	533
Watch TV: About once per week	61% (102)	39% (66)	168
Watch TV: Several times per month	79% (67)	21% (18)	85
Watch TV: About once per month	70% (41)	30% (18)	58
Watch TV: Less often than once per month	66% (48)	34% (25)	73
Watch TV: Never	57% (100)	43% (77)	176
Watch Movies: Every day	80% (346)	20% (85)	431
Watch Movies: Several times per week	78% (449)	22% (130)	579
Watch Movies: About once per week	74% (272)	26% (98)	370
Watch Movies: Several times per month	72% (178)	28% (68)	247
Watch Movies: About once per month	69% (128)	31% (56)	185
Watch Movies: Less often than once per month	63% (111)	37% (64)	176
Watch Movies: Never	56% (120)	44% (94)	214
Watch Sporting Events: Every day	80% (117)	20% (29)	145
Watch Sporting Events: Several times per week	80% (351)	20% (89)	440
Watch Sporting Events: About once per week	79% (255)	21% (70)	325
Watch Sporting Events: Several times per month	77% (139)	23% (40)	179
Watch Sporting Events: About once per month	81% (122)	19% (28)	150
Watch Sporting Events: Less often than once per month	73% (204)	27% (77)	281
Watch Sporting Events: Never	61% (417)	39% (263)	679
Cable TV: Currently subscribe	73% (748)	27% (272)	1019
Cable TV: Subscribed in past	76% (574)	24% (182)	756
Cable TV: Never subscribed	67% (283)	33% (142)	424
Satellite TV: Currently subscribe	75% (369)	25% (124)	493
Satellite TV: Subscribed in past	78% (487)	22% (138)	626
Satellite TV: Never subscribed	69% (748)	31% (333)	1081

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Table HR7_1: Have you seen the following movies, or not?
Die Hard

Demographic	Yes	No	Total N
Adults	73% (1604)	27% (596)	2200
Streaming Services: Currently subscribe	76% (1025)	24% (322)	1347
Streaming Services: Subscribed in past	74% (156)	26% (54)	210
Streaming Services: Never subscribed	66% (424)	34% (219)	643
Film: An avid fan	78% (631)	22% (173)	804
Film: A casual fan	73% (839)	27% (306)	1144
Film: Not a fan	53% (134)	47% (117)	251
Television: An avid fan	74% (830)	26% (285)	1115
Television: A casual fan	74% (708)	26% (249)	957
Television: Not a fan	52% (67)	48% (62)	129
Music: An avid fan	73% (849)	27% (313)	1161
Music: A casual fan	75% (675)	25% (226)	902
Music: Not a fan	59% (80)	41% (57)	137
Fashion: An avid fan	70% (255)	30% (109)	364
Fashion: A casual fan	71% (640)	29% (256)	896
Fashion: Not a fan	75% (709)	25% (231)	940
Has seen "Die Hard"	100% (1604)	— (0)	1604
Has seen "Trading Places"	90% (1104)	10% (119)	1223
Has seen "Gremlins"	84% (1303)	16% (251)	1554
Has seen "Batman Returns"	86% (1120)	14% (189)	1309
Has seen "Just Friends"	80% (427)	20% (107)	534
Has seen "The Nightmare Before Christmas"	79% (1102)	21% (298)	1400
Has seen "Die Hard"	100% (1604)	— (0)	1604
Has seen "Trading Places"	90% (1104)	10% (119)	1223
Has seen "Gremlins"	84% (1303)	16% (251)	1554
Has seen "Batman Returns"	86% (1120)	14% (189)	1309
Has seen "Just Friends"	80% (427)	20% (107)	534
Has seen "The Nightmare Before Christmas"	79% (1102)	21% (298)	1400

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

Table HR7_2: Have you seen the following movies, or not?
Trading Places

Demographic	Yes	No	Total N
Adults	56% (1223)	44% (977)	2200
Gender: Male	60% (633)	40% (429)	1062
Gender: Female	52% (590)	48% (548)	1138
Age: 18-29	27% (128)	73% (343)	471
Age: 30-44	54% (291)	46% (251)	542
Age: 45-54	74% (252)	26% (90)	342
Age: 55-64	72% (294)	28% (115)	409
Age: 65+	59% (258)	41% (178)	436
Generation Z: 18-22	18% (36)	82% (167)	202
Millennial: Age 23-38	41% (250)	59% (362)	613
Generation X: Age 39-54	71% (385)	29% (154)	540
Boomers: Age 55-73	68% (505)	32% (237)	741
PID: Dem (no lean)	57% (445)	43% (340)	786
PID: Ind (no lean)	53% (394)	47% (355)	750
PID: Rep (no lean)	58% (384)	42% (281)	665
PID/Gender: Dem Men	61% (210)	39% (133)	343
PID/Gender: Dem Women	53% (235)	47% (208)	442
PID/Gender: Ind Men	56% (207)	44% (164)	371
PID/Gender: Ind Women	50% (188)	50% (191)	379
PID/Gender: Rep Men	62% (216)	38% (132)	348
PID/Gender: Rep Women	53% (168)	47% (149)	317
Ideo: Liberal (1-3)	55% (345)	45% (282)	627
Ideo: Moderate (4)	57% (308)	43% (229)	537
Ideo: Conservative (5-7)	60% (429)	40% (282)	711
Educ: < College	55% (827)	45% (685)	1512
Educ: Bachelors degree	58% (257)	42% (187)	444
Educ: Post-grad	57% (139)	43% (105)	244

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Table HR7_2: Have you seen the following movies, or not?**Trading Places**

Demographic	Yes		No		Total N
Adults	56%	(1223)	44%	(977)	2200
Income: Under 50k	51%	(669)	49%	(632)	1301
Income: 50k-100k	61%	(374)	39%	(240)	613
Income: 100k+	63%	(181)	37%	(105)	285
Ethnicity: White	57%	(973)	43%	(749)	1722
Ethnicity: Hispanic	49%	(170)	51%	(180)	349
Ethnicity: Afr. Am.	61%	(166)	39%	(108)	274
Ethnicity: Other	41%	(84)	59%	(120)	204
All Christian	60%	(591)	40%	(394)	986
All Non-Christian	67%	(66)	33%	(33)	99
Atheist	45%	(48)	55%	(60)	108
Agnostic/Nothing in particular	51%	(518)	49%	(490)	1008
Religious Non-Protestant/Catholic	67%	(84)	33%	(41)	125
Evangelical	58%	(320)	42%	(233)	553
Non-Evangelical	57%	(483)	43%	(366)	849
Community: Urban	54%	(322)	46%	(279)	600
Community: Suburban	57%	(554)	43%	(422)	976
Community: Rural	56%	(348)	44%	(276)	624
Employ: Private Sector	60%	(390)	40%	(258)	648
Employ: Government	61%	(91)	39%	(59)	150
Employ: Self-Employed	52%	(98)	48%	(90)	188
Employ: Homemaker	59%	(80)	41%	(57)	137
Employ: Retired	65%	(327)	35%	(179)	506
Employ: Unemployed	44%	(119)	56%	(152)	271
Employ: Other	49%	(96)	51%	(99)	194
Military HH: Yes	61%	(243)	39%	(157)	400
Military HH: No	54%	(980)	46%	(820)	1800
RD/WT: Right Direction	56%	(457)	44%	(359)	816
RD/WT: Wrong Track	55%	(766)	45%	(618)	1384
Trump Job Approve	59%	(517)	41%	(355)	872
Trump Job Disapprove	56%	(667)	44%	(520)	1187

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Table HR7_2: Have you seen the following movies, or not?
Trading Places

Demographic	Yes	No	Total N
Adults	56% (1223)	44% (977)	2200
Trump Job Strongly Approve	63% (301)	37% (177)	478
Trump Job Somewhat Approve	55% (216)	45% (177)	393
Trump Job Somewhat Disapprove	53% (127)	47% (111)	238
Trump Job Strongly Disapprove	57% (540)	43% (409)	949
Favorable of Trump	60% (509)	40% (345)	854
Unfavorable of Trump	55% (661)	45% (542)	1203
Very Favorable of Trump	61% (302)	39% (195)	497
Somewhat Favorable of Trump	58% (207)	42% (149)	357
Somewhat Unfavorable of Trump	51% (107)	49% (103)	209
Very Unfavorable of Trump	56% (554)	44% (440)	994
#1 Issue: Economy	59% (322)	41% (225)	547
#1 Issue: Security	55% (246)	45% (205)	451
#1 Issue: Health Care	56% (212)	44% (168)	380
#1 Issue: Medicare / Social Security	63% (177)	37% (106)	283
#1 Issue: Women's Issues	42% (47)	58% (64)	111
#1 Issue: Education	46% (68)	54% (80)	148
#1 Issue: Energy	49% (65)	51% (67)	132
#1 Issue: Other	58% (86)	42% (63)	149
2018 House Vote: Democrat	61% (446)	39% (290)	737
2018 House Vote: Republican	63% (417)	37% (247)	664
2018 House Vote: Someone else	61% (58)	39% (37)	94
2016 Vote: Hillary Clinton	61% (413)	39% (263)	676
2016 Vote: Donald Trump	64% (431)	36% (245)	676
2016 Vote: Other	68% (111)	32% (51)	162
2016 Vote: Didn't Vote	39% (263)	61% (417)	679
Voted in 2014: Yes	65% (855)	35% (457)	1312
Voted in 2014: No	41% (368)	59% (520)	888
2012 Vote: Barack Obama	64% (532)	36% (302)	835
2012 Vote: Mitt Romney	64% (315)	36% (178)	493
2012 Vote: Other	72% (68)	28% (27)	95
2012 Vote: Didn't Vote	39% (306)	61% (469)	775

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Table HR7_2: Have you seen the following movies, or not?*Trading Places*

Demographic	Yes	No	Total N
Adults	56% (1223)	44% (977)	2200
4-Region: Northeast	53% (207)	47% (186)	394
4-Region: Midwest	56% (260)	44% (203)	462
4-Region: South	57% (469)	43% (355)	824
4-Region: West	55% (287)	45% (233)	520
Watch TV: Every day	59% (657)	41% (448)	1106
Watch TV: Several times per week	56% (299)	44% (235)	533
Watch TV: About once per week	43% (73)	57% (95)	168
Watch TV: Several times per month	55% (47)	45% (38)	85
Watch TV: About once per month	52% (31)	48% (28)	58
Watch TV: Less often than once per month	52% (38)	48% (35)	73
Watch TV: Never	45% (79)	55% (97)	176
Watch Movies: Every day	61% (261)	39% (170)	431
Watch Movies: Several times per week	58% (335)	42% (244)	579
Watch Movies: About once per week	58% (216)	42% (154)	370
Watch Movies: Several times per month	56% (138)	44% (109)	247
Watch Movies: About once per month	49% (91)	51% (93)	185
Watch Movies: Less often than once per month	49% (85)	51% (90)	176
Watch Movies: Never	45% (96)	55% (117)	214
Watch Sporting Events: Every day	63% (92)	37% (54)	145
Watch Sporting Events: Several times per week	64% (281)	36% (158)	440
Watch Sporting Events: About once per week	61% (197)	39% (128)	325
Watch Sporting Events: Several times per month	58% (104)	42% (75)	179
Watch Sporting Events: About once per month	49% (73)	51% (77)	150
Watch Sporting Events: Less often than once per month	55% (155)	45% (127)	281
Watch Sporting Events: Never	47% (321)	53% (359)	679
Cable TV: Currently subscribe	56% (570)	44% (449)	1019
Cable TV: Subscribed in past	58% (441)	42% (315)	756
Cable TV: Never subscribed	50% (212)	50% (213)	424
Satellite TV: Currently subscribe	55% (274)	45% (219)	493
Satellite TV: Subscribed in past	57% (355)	43% (271)	626
Satellite TV: Never subscribed	55% (594)	45% (486)	1081

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Table HR7_2: Have you seen the following movies, or not?
Trading Places

Demographic	Yes	No	Total N
Adults	56% (1223)	44% (977)	2200
Streaming Services: Currently subscribe	57% (770)	43% (577)	1347
Streaming Services: Subscribed in past	51% (107)	49% (104)	210
Streaming Services: Never subscribed	54% (347)	46% (296)	643
Film: An avid fan	62% (501)	38% (304)	804
Film: A casual fan	55% (626)	45% (518)	1144
Film: Not a fan	38% (96)	62% (155)	251
Television: An avid fan	60% (663)	40% (451)	1115
Television: A casual fan	53% (510)	47% (446)	957
Television: Not a fan	39% (50)	61% (79)	129
Music: An avid fan	54% (631)	46% (531)	1161
Music: A casual fan	58% (524)	42% (377)	902
Music: Not a fan	50% (68)	50% (69)	137
Fashion: An avid fan	52% (190)	48% (174)	364
Fashion: A casual fan	56% (506)	44% (390)	896
Fashion: Not a fan	56% (527)	44% (413)	940
Has seen "Die Hard"	69% (1104)	31% (500)	1604
Has seen "Trading Places"	100% (1223)	— (0)	1223
Has seen "Gremlins"	65% (1007)	35% (548)	1554
Has seen "Batman Returns"	63% (825)	37% (485)	1309
Has seen "Just Friends"	68% (361)	32% (172)	534
Has seen "The Nightmare Before Christmas"	59% (832)	41% (569)	1400
Has seen "Die Hard"	69% (1104)	31% (500)	1604
Has seen "Trading Places"	100% (1223)	— (0)	1223
Has seen "Gremlins"	65% (1007)	35% (548)	1554
Has seen "Batman Returns"	63% (825)	37% (485)	1309
Has seen "Just Friends"	68% (361)	32% (172)	534
Has seen "The Nightmare Before Christmas"	59% (832)	41% (569)	1400

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

Table HR7_3: Have you seen the following movies, or not?
Gremlins

Demographic	Yes	No	Total N
Adults	71% (1554)	29% (646)	2200
Gender: Male	72% (769)	28% (293)	1062
Gender: Female	69% (785)	31% (353)	1138
Age: 18-29	60% (285)	40% (186)	471
Age: 30-44	83% (452)	17% (90)	542
Age: 45-54	81% (279)	19% (63)	342
Age: 55-64	71% (289)	29% (120)	409
Age: 65+	57% (250)	43% (186)	436
Generation Z: 18-22	55% (111)	45% (91)	202
Millennial: Age 23-38	74% (454)	26% (159)	613
Generation X: Age 39-54	83% (450)	17% (89)	540
Boomers: Age 55-73	66% (487)	34% (254)	741
PID: Dem (no lean)	71% (557)	29% (228)	786
PID: Ind (no lean)	70% (525)	30% (225)	750
PID: Rep (no lean)	71% (472)	29% (193)	665
PID/Gender: Dem Men	76% (259)	24% (84)	343
PID/Gender: Dem Women	67% (298)	33% (144)	442
PID/Gender: Ind Men	70% (260)	30% (111)	371
PID/Gender: Ind Women	70% (265)	30% (114)	379
PID/Gender: Rep Men	72% (250)	28% (98)	348
PID/Gender: Rep Women	70% (222)	30% (95)	317
Ideo: Liberal (1-3)	71% (447)	29% (181)	627
Ideo: Moderate (4)	72% (387)	28% (149)	537
Ideo: Conservative (5-7)	69% (490)	31% (221)	711
Educ: < College	74% (1116)	26% (396)	1512
Educ: Bachelors degree	65% (289)	35% (155)	444
Educ: Post-grad	61% (149)	39% (95)	244

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Table HR7_3: Have you seen the following movies, or not?

Gremlins

Demographic	Yes	No	Total N
Adults	71% (1554)	29% (646)	2200
Income: Under 50k	71% (923)	29% (378)	1301
Income: 50k-100k	72% (443)	28% (171)	613
Income: 100k+	66% (188)	34% (97)	285
Ethnicity: White	71% (1218)	29% (504)	1722
Ethnicity: Hispanic	72% (252)	28% (97)	349
Ethnicity: Afr. Am.	73% (199)	27% (75)	274
Ethnicity: Other	67% (137)	33% (67)	204
All Christian	70% (687)	30% (299)	986
All Non-Christian	60% (59)	40% (39)	99
Atheist	72% (78)	28% (30)	108
Agnostic/Nothing in particular	73% (731)	27% (277)	1008
Religious Non-Protestant/Catholic	64% (80)	36% (45)	125
Evangelical	72% (397)	28% (156)	553
Non-Evangelical	69% (586)	31% (263)	849
Community: Urban	71% (424)	29% (176)	600
Community: Suburban	72% (702)	28% (274)	976
Community: Rural	69% (429)	31% (195)	624
Employ: Private Sector	76% (490)	24% (158)	648
Employ: Government	72% (108)	28% (42)	150
Employ: Self-Employed	73% (137)	27% (51)	188
Employ: Homemaker	78% (107)	22% (31)	137
Employ: Retired	62% (312)	38% (194)	506
Employ: Unemployed	71% (193)	29% (78)	271
Employ: Other	77% (149)	23% (45)	194
Military HH: Yes	74% (296)	26% (104)	400
Military HH: No	70% (1258)	30% (542)	1800
RD/WT: Right Direction	69% (567)	31% (249)	816
RD/WT: Wrong Track	71% (988)	29% (396)	1384
Trump Job Approve	70% (610)	30% (261)	872
Trump Job Disapprove	72% (849)	28% (338)	1187

Continued on next page

Table HR7_3: Have you seen the following movies, or not?*Gremlins*

Demographic	Yes	No	Total N
Adults	71% (1554)	29% (646)	2200
Trump Job Strongly Approve	73% (349)	27% (129)	478
Trump Job Somewhat Approve	66% (261)	34% (132)	393
Trump Job Somewhat Disapprove	70% (166)	30% (72)	238
Trump Job Strongly Disapprove	72% (683)	28% (266)	949
Favorable of Trump	71% (604)	29% (250)	854
Unfavorable of Trump	72% (861)	28% (343)	1203
Very Favorable of Trump	73% (363)	27% (134)	497
Somewhat Favorable of Trump	68% (241)	32% (116)	357
Somewhat Unfavorable of Trump	74% (155)	26% (54)	209
Very Unfavorable of Trump	71% (705)	29% (289)	994
#1 Issue: Economy	75% (411)	25% (136)	547
#1 Issue: Security	67% (300)	33% (151)	451
#1 Issue: Health Care	73% (278)	27% (102)	380
#1 Issue: Medicare / Social Security	62% (177)	38% (106)	283
#1 Issue: Women's Issues	70% (78)	30% (33)	111
#1 Issue: Education	70% (103)	30% (45)	148
#1 Issue: Energy	73% (97)	27% (36)	132
#1 Issue: Other	75% (111)	25% (38)	149
2018 House Vote: Democrat	70% (512)	30% (224)	737
2018 House Vote: Republican	71% (472)	29% (192)	664
2018 House Vote: Someone else	71% (67)	29% (28)	94
2016 Vote: Hillary Clinton	69% (469)	31% (207)	676
2016 Vote: Donald Trump	71% (482)	29% (194)	676
2016 Vote: Other	75% (122)	25% (40)	162
2016 Vote: Didn't Vote	70% (475)	30% (204)	679
Voted in 2014: Yes	71% (927)	29% (385)	1312
Voted in 2014: No	71% (627)	29% (260)	888
2012 Vote: Barack Obama	72% (600)	28% (235)	835
2012 Vote: Mitt Romney	71% (350)	29% (143)	493
2012 Vote: Other	77% (74)	23% (22)	95
2012 Vote: Didn't Vote	68% (530)	32% (245)	775

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Table HR7_3: Have you seen the following movies, or not?

Gremlins

Demographic	Yes	No	Total N
Adults	71% (1554)	29% (646)	2200
4-Region: Northeast	70% (274)	30% (120)	394
4-Region: Midwest	74% (342)	26% (121)	462
4-Region: South	71% (589)	29% (235)	824
4-Region: West	67% (350)	33% (170)	520
Watch TV: Every day	73% (810)	27% (295)	1106
Watch TV: Several times per week	73% (388)	27% (145)	533
Watch TV: About once per week	70% (117)	30% (51)	168
Watch TV: Several times per month	66% (56)	34% (29)	85
Watch TV: About once per month	67% (39)	33% (19)	58
Watch TV: Less often than once per month	65% (47)	35% (26)	73
Watch TV: Never	54% (96)	46% (80)	176
Watch Movies: Every day	79% (341)	21% (91)	431
Watch Movies: Several times per week	77% (447)	23% (132)	579
Watch Movies: About once per week	72% (268)	28% (102)	370
Watch Movies: Several times per month	68% (166)	32% (80)	247
Watch Movies: About once per month	65% (119)	35% (65)	185
Watch Movies: Less often than once per month	57% (100)	43% (75)	176
Watch Movies: Never	53% (114)	47% (100)	214
Watch Sporting Events: Every day	74% (108)	26% (38)	145
Watch Sporting Events: Several times per week	74% (324)	26% (116)	440
Watch Sporting Events: About once per week	74% (241)	26% (83)	325
Watch Sporting Events: Several times per month	73% (131)	27% (48)	179
Watch Sporting Events: About once per month	80% (120)	20% (30)	150
Watch Sporting Events: Less often than once per month	66% (187)	34% (94)	281
Watch Sporting Events: Never	65% (443)	35% (236)	679
Cable TV: Currently subscribe	69% (705)	31% (314)	1019
Cable TV: Subscribed in past	75% (567)	25% (189)	756
Cable TV: Never subscribed	67% (282)	33% (142)	424
Satellite TV: Currently subscribe	71% (352)	29% (142)	493
Satellite TV: Subscribed in past	76% (473)	24% (153)	626
Satellite TV: Never subscribed	67% (730)	33% (351)	1081

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Table HR7_3: Have you seen the following movies, or not?
Gremlins

Demographic	Yes	No	Total N
Adults	71% (1554)	29% (646)	2200
Streaming Services: Currently subscribe	76% (1018)	24% (329)	1347
Streaming Services: Subscribed in past	73% (153)	27% (58)	210
Streaming Services: Never subscribed	60% (384)	40% (259)	643
Film: An avid fan	80% (643)	20% (162)	804
Film: A casual fan	68% (779)	32% (366)	1144
Film: Not a fan	53% (133)	47% (118)	251
Television: An avid fan	74% (821)	26% (294)	1115
Television: A casual fan	69% (661)	31% (296)	957
Television: Not a fan	57% (73)	43% (56)	129
Music: An avid fan	75% (874)	25% (287)	1161
Music: A casual fan	67% (604)	33% (298)	902
Music: Not a fan	56% (77)	44% (60)	137
Fashion: An avid fan	77% (278)	23% (86)	364
Fashion: A casual fan	71% (632)	29% (264)	896
Fashion: Not a fan	69% (644)	31% (296)	940
Has seen "Die Hard"	81% (1303)	19% (301)	1604
Has seen "Trading Places"	82% (1007)	18% (217)	1223
Has seen "Gremlins"	100% (1554)	— (0)	1554
Has seen "Batman Returns"	83% (1088)	17% (221)	1309
Has seen "Just Friends"	80% (428)	20% (106)	534
Has seen "The Nightmare Before Christmas"	84% (1171)	16% (229)	1400
Has seen "Die Hard"	81% (1303)	19% (301)	1604
Has seen "Trading Places"	82% (1007)	18% (217)	1223
Has seen "Gremlins"	100% (1554)	— (0)	1554
Has seen "Batman Returns"	83% (1088)	17% (221)	1309
Has seen "Just Friends"	80% (428)	20% (106)	534
Has seen "The Nightmare Before Christmas"	84% (1171)	16% (229)	1400

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

Table HR7_4: Have you seen the following movies, or not?
Batman Returns

Demographic	Yes	No	Total N
Adults	60% (1309)	40% (891)	2200
Gender: Male	68% (725)	32% (337)	1062
Gender: Female	51% (584)	49% (554)	1138
Age: 18-29	66% (312)	34% (159)	471
Age: 30-44	76% (413)	24% (129)	542
Age: 45-54	65% (223)	35% (119)	342
Age: 55-64	50% (204)	50% (205)	409
Age: 65+	36% (156)	64% (280)	436
Generation Z: 18-22	61% (123)	39% (79)	202
Millennial: Age 23-38	74% (451)	26% (162)	613
Generation X: Age 39-54	69% (375)	31% (165)	540
Boomers: Age 55-73	44% (324)	56% (417)	741
PID: Dem (no lean)	62% (487)	38% (298)	786
PID: Ind (no lean)	59% (444)	41% (306)	750
PID: Rep (no lean)	57% (378)	43% (287)	665
PID/Gender: Dem Men	76% (262)	24% (81)	343
PID/Gender: Dem Women	51% (225)	49% (218)	442
PID/Gender: Ind Men	65% (239)	35% (131)	371
PID/Gender: Ind Women	54% (204)	46% (174)	379
PID/Gender: Rep Men	64% (223)	36% (125)	348
PID/Gender: Rep Women	49% (155)	51% (162)	317
Ideo: Liberal (1-3)	64% (399)	36% (228)	627
Ideo: Moderate (4)	64% (342)	36% (194)	537
Ideo: Conservative (5-7)	53% (377)	47% (334)	711
Educ: < College	60% (908)	40% (604)	1512
Educ: Bachelors degree	57% (254)	43% (190)	444
Educ: Post-grad	60% (147)	40% (97)	244

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Table HR7_4: Have you seen the following movies, or not?*Batman Returns*

Demographic	Yes	No	Total N
Adults	60% (1309)	40% (891)	2200
Income: Under 50k	58% (761)	42% (540)	1301
Income: 50k-100k	60% (371)	40% (243)	613
Income: 100k+	62% (177)	38% (108)	285
Ethnicity: White	57% (976)	43% (746)	1722
Ethnicity: Hispanic	73% (256)	27% (93)	349
Ethnicity: Afr. Am.	73% (200)	27% (74)	274
Ethnicity: Other	65% (133)	35% (71)	204
All Christian	56% (551)	44% (434)	986
All Non-Christian	62% (62)	38% (37)	99
Atheist	70% (76)	30% (32)	108
Agnostic/Nothing in particular	62% (620)	38% (387)	1008
Religious Non-Protestant/Catholic	63% (79)	37% (46)	125
Evangelical	61% (336)	39% (217)	553
Non-Evangelical	56% (474)	44% (375)	849
Community: Urban	64% (384)	36% (216)	600
Community: Suburban	58% (567)	42% (409)	976
Community: Rural	57% (358)	43% (266)	624
Employ: Private Sector	66% (429)	34% (219)	648
Employ: Government	62% (93)	38% (58)	150
Employ: Self-Employed	68% (128)	32% (60)	188
Employ: Homemaker	63% (87)	37% (50)	137
Employ: Retired	41% (206)	59% (300)	506
Employ: Unemployed	66% (179)	34% (92)	271
Employ: Other	66% (129)	34% (65)	194
Military HH: Yes	59% (235)	41% (165)	400
Military HH: No	60% (1074)	40% (726)	1800
RD/WT: Right Direction	60% (488)	40% (328)	816
RD/WT: Wrong Track	59% (821)	41% (563)	1384
Trump Job Approve	58% (507)	42% (364)	872
Trump Job Disapprove	60% (714)	40% (473)	1187

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Table HR7_4: Have you seen the following movies, or not?

Batman Returns

Demographic	Yes	No	Total N
Adults	60% (1309)	40% (891)	2200
Trump Job Strongly Approve	55% (263)	45% (215)	478
Trump Job Somewhat Approve	62% (244)	38% (149)	393
Trump Job Somewhat Disapprove	63% (149)	37% (89)	238
Trump Job Strongly Disapprove	59% (564)	41% (384)	949
Favorable of Trump	59% (507)	41% (347)	854
Unfavorable of Trump	60% (717)	40% (486)	1203
Very Favorable of Trump	56% (277)	44% (220)	497
Somewhat Favorable of Trump	64% (230)	36% (127)	357
Somewhat Unfavorable of Trump	63% (132)	37% (77)	209
Very Unfavorable of Trump	59% (585)	41% (409)	994
#1 Issue: Economy	68% (374)	32% (173)	547
#1 Issue: Security	54% (244)	46% (207)	451
#1 Issue: Health Care	59% (226)	41% (154)	380
#1 Issue: Medicare / Social Security	46% (131)	54% (152)	283
#1 Issue: Women's Issues	62% (69)	38% (42)	111
#1 Issue: Education	62% (92)	38% (56)	148
#1 Issue: Energy	72% (95)	28% (37)	132
#1 Issue: Other	53% (79)	47% (70)	149
2018 House Vote: Democrat	60% (441)	40% (296)	737
2018 House Vote: Republican	55% (365)	45% (299)	664
2018 House Vote: Someone else	69% (65)	31% (29)	94
2016 Vote: Hillary Clinton	59% (397)	41% (278)	676
2016 Vote: Donald Trump	56% (376)	44% (300)	676
2016 Vote: Other	65% (105)	35% (57)	162
2016 Vote: Didn't Vote	62% (424)	38% (255)	679
Voted in 2014: Yes	58% (756)	42% (556)	1312
Voted in 2014: No	62% (553)	38% (335)	888
2012 Vote: Barack Obama	59% (493)	41% (342)	835
2012 Vote: Mitt Romney	53% (260)	47% (233)	493
2012 Vote: Other	64% (61)	36% (34)	95
2012 Vote: Didn't Vote	64% (494)	36% (281)	775

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Table HR7_4: Have you seen the following movies, or not?
 Batman Returns

Demographic	Yes	No	Total N
Adults	60% (1309)	40% (891)	2200
4-Region: Northeast	55% (215)	45% (179)	394
4-Region: Midwest	55% (254)	45% (209)	462
4-Region: South	64% (526)	36% (298)	824
4-Region: West	60% (314)	40% (206)	520
Watch TV: Every day	59% (651)	41% (454)	1106
Watch TV: Several times per week	68% (362)	32% (171)	533
Watch TV: About once per week	59% (100)	41% (68)	168
Watch TV: Several times per month	65% (55)	35% (30)	85
Watch TV: About once per month	70% (41)	30% (18)	58
Watch TV: Less often than once per month	55% (40)	45% (33)	73
Watch TV: Never	34% (60)	66% (116)	176
Watch Movies: Every day	71% (307)	29% (124)	431
Watch Movies: Several times per week	72% (414)	28% (165)	579
Watch Movies: About once per week	60% (221)	40% (149)	370
Watch Movies: Several times per month	55% (137)	45% (110)	247
Watch Movies: About once per month	46% (86)	54% (99)	185
Watch Movies: Less often than once per month	37% (65)	63% (110)	176
Watch Movies: Never	37% (79)	63% (135)	214
Watch Sporting Events: Every day	73% (107)	27% (39)	145
Watch Sporting Events: Several times per week	69% (302)	31% (138)	440
Watch Sporting Events: About once per week	62% (200)	38% (124)	325
Watch Sporting Events: Several times per month	64% (115)	36% (64)	179
Watch Sporting Events: About once per month	69% (104)	31% (46)	150
Watch Sporting Events: Less often than once per month	57% (159)	43% (122)	281
Watch Sporting Events: Never	47% (322)	53% (358)	679
Cable TV: Currently subscribe	59% (602)	41% (418)	1019
Cable TV: Subscribed in past	62% (471)	38% (286)	756
Cable TV: Never subscribed	56% (237)	44% (187)	424
Satellite TV: Currently subscribe	61% (299)	39% (194)	493
Satellite TV: Subscribed in past	66% (416)	34% (210)	626
Satellite TV: Never subscribed	55% (594)	45% (487)	1081

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Table HR7_4: Have you seen the following movies, or not?

Batman Returns

Demographic	Yes	No	Total N
Adults	60% (1309)	40% (891)	2200
Streaming Services: Currently subscribe	66% (892)	34% (455)	1347
Streaming Services: Subscribed in past	64% (134)	36% (76)	210
Streaming Services: Never subscribed	44% (283)	56% (360)	643
Film: An avid fan	75% (601)	25% (204)	804
Film: A casual fan	54% (616)	46% (529)	1144
Film: Not a fan	37% (93)	63% (158)	251
Television: An avid fan	63% (707)	37% (408)	1115
Television: A casual fan	58% (552)	42% (405)	957
Television: Not a fan	39% (50)	61% (78)	129
Music: An avid fan	66% (769)	34% (392)	1161
Music: A casual fan	53% (481)	47% (420)	902
Music: Not a fan	43% (58)	57% (79)	137
Fashion: An avid fan	66% (238)	34% (126)	364
Fashion: A casual fan	62% (551)	38% (345)	896
Fashion: Not a fan	55% (519)	45% (421)	940
Has seen "Die Hard"	70% (1120)	30% (484)	1604
Has seen "Trading Places"	67% (825)	33% (399)	1223
Has seen "Gremlins"	70% (1088)	30% (467)	1554
Has seen "Batman Returns"	100% (1309)	— (0)	1309
Has seen "Just Friends"	80% (428)	20% (105)	534
Has seen "The Nightmare Before Christmas"	72% (1007)	28% (393)	1400
Has seen "Die Hard"	70% (1120)	30% (484)	1604
Has seen "Trading Places"	67% (825)	33% (399)	1223
Has seen "Gremlins"	70% (1088)	30% (467)	1554
Has seen "Batman Returns"	100% (1309)	— (0)	1309
Has seen "Just Friends"	80% (428)	20% (105)	534
Has seen "The Nightmare Before Christmas"	72% (1007)	28% (393)	1400

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

Table HR7_5: Have you seen the following movies, or not?
Just Friends

Demographic	Yes	No	Total N
Adults	24% (534)	76% (1666)	2200
Gender: Male	23% (248)	77% (814)	1062
Gender: Female	25% (286)	75% (852)	1138
Age: 18-29	32% (149)	68% (322)	471
Age: 30-44	38% (204)	62% (338)	542
Age: 45-54	23% (79)	77% (263)	342
Age: 55-64	13% (53)	87% (356)	409
Age: 65+	11% (48)	89% (388)	436
Generation Z: 18-22	22% (45)	78% (157)	202
Millennial: Age 23-38	40% (247)	60% (366)	613
Generation X: Age 39-54	26% (141)	74% (399)	540
Boomers: Age 55-73	12% (93)	88% (649)	741
PID: Dem (no lean)	24% (190)	76% (595)	786
PID: Ind (no lean)	25% (184)	75% (566)	750
PID: Rep (no lean)	24% (159)	76% (505)	665
PID/Gender: Dem Men	25% (85)	75% (258)	343
PID/Gender: Dem Women	24% (105)	76% (337)	442
PID/Gender: Ind Men	22% (80)	78% (291)	371
PID/Gender: Ind Women	27% (103)	73% (275)	379
PID/Gender: Rep Men	24% (82)	76% (266)	348
PID/Gender: Rep Women	24% (77)	76% (240)	317
Ideo: Liberal (1-3)	25% (156)	75% (471)	627
Ideo: Moderate (4)	25% (133)	75% (404)	537
Ideo: Conservative (5-7)	20% (144)	80% (567)	711
Educ: < College	24% (364)	76% (1148)	1512
Educ: Bachelors degree	24% (105)	76% (339)	444
Educ: Post-grad	27% (65)	73% (179)	244

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Table HR7_5: Have you seen the following movies, or not?
Just Friends

Demographic	Yes	No	Total N
Adults	24% (534)	76% (1666)	2200
Income: Under 50k	23% (302)	77% (999)	1301
Income: 50k-100k	26% (158)	74% (455)	613
Income: 100k+	26% (73)	74% (212)	285
Ethnicity: White	25% (432)	75% (1290)	1722
Ethnicity: Hispanic	27% (96)	73% (254)	349
Ethnicity: Afr. Am.	24% (66)	76% (209)	274
Ethnicity: Other	18% (36)	82% (168)	204
All Christian	22% (216)	78% (770)	986
All Non-Christian	25% (25)	75% (74)	99
Atheist	19% (20)	81% (87)	108
Agnostic/Nothing in particular	27% (273)	73% (735)	1008
Religious Non-Protestant/Catholic	28% (35)	72% (90)	125
Evangelical	24% (131)	76% (422)	553
Non-Evangelical	23% (192)	77% (657)	849
Community: Urban	27% (162)	73% (439)	600
Community: Suburban	24% (231)	76% (745)	976
Community: Rural	23% (141)	77% (483)	624
Employ: Private Sector	31% (201)	69% (447)	648
Employ: Government	28% (42)	72% (108)	150
Employ: Self-Employed	28% (52)	72% (136)	188
Employ: Homemaker	22% (31)	78% (106)	137
Employ: Retired	12% (61)	88% (445)	506
Employ: Unemployed	21% (58)	79% (214)	271
Employ: Other	35% (67)	65% (127)	194
Military HH: Yes	20% (80)	80% (320)	400
Military HH: No	25% (454)	75% (1346)	1800
RD/WT: Right Direction	25% (204)	75% (613)	816
RD/WT: Wrong Track	24% (330)	76% (1054)	1384
Trump Job Approve	24% (205)	76% (666)	872
Trump Job Disapprove	24% (289)	76% (898)	1187

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Table HR7_5: Have you seen the following movies, or not?
Just Friends

Demographic	Yes	No	Total N
Adults	24% (534)	76% (1666)	2200
Trump Job Strongly Approve	22% (104)	78% (374)	478
Trump Job Somewhat Approve	26% (101)	74% (292)	393
Trump Job Somewhat Disapprove	27% (64)	73% (174)	238
Trump Job Strongly Disapprove	24% (225)	76% (724)	949
Favorable of Trump	23% (198)	77% (656)	854
Unfavorable of Trump	24% (295)	76% (909)	1203
Very Favorable of Trump	21% (105)	79% (392)	497
Somewhat Favorable of Trump	26% (93)	74% (264)	357
Somewhat Unfavorable of Trump	22% (47)	78% (162)	209
Very Unfavorable of Trump	25% (247)	75% (747)	994
#1 Issue: Economy	30% (162)	70% (385)	547
#1 Issue: Security	19% (85)	81% (366)	451
#1 Issue: Health Care	25% (95)	75% (284)	380
#1 Issue: Medicare / Social Security	12% (35)	88% (248)	283
#1 Issue: Women's Issues	34% (38)	66% (73)	111
#1 Issue: Education	28% (42)	72% (106)	148
#1 Issue: Energy	33% (44)	67% (88)	132
#1 Issue: Other	22% (33)	78% (116)	149
2018 House Vote: Democrat	25% (181)	75% (555)	737
2018 House Vote: Republican	23% (153)	77% (511)	664
2018 House Vote: Someone else	27% (25)	73% (69)	94
2016 Vote: Hillary Clinton	25% (169)	75% (506)	676
2016 Vote: Donald Trump	21% (144)	79% (532)	676
2016 Vote: Other	27% (44)	73% (118)	162
2016 Vote: Didn't Vote	25% (171)	75% (509)	679
Voted in 2014: Yes	23% (301)	77% (1012)	1312
Voted in 2014: No	26% (233)	74% (655)	888
2012 Vote: Barack Obama	25% (208)	75% (627)	835
2012 Vote: Mitt Romney	20% (99)	80% (394)	493
2012 Vote: Other	15% (14)	85% (81)	95
2012 Vote: Didn't Vote	27% (213)	73% (562)	775

Continued on next page

Table HR7_5: Have you seen the following movies, or not?
Just Friends

Demographic	Yes	No	Total N
Adults	24% (534)	76% (1666)	2200
4-Region: Northeast	23% (89)	77% (305)	394
4-Region: Midwest	21% (96)	79% (366)	462
4-Region: South	26% (216)	74% (609)	824
4-Region: West	26% (133)	74% (387)	520
Watch TV: Every day	26% (283)	74% (822)	1106
Watch TV: Several times per week	28% (151)	72% (382)	533
Watch TV: About once per week	22% (36)	78% (132)	168
Watch TV: Several times per month	28% (24)	72% (62)	85
Watch TV: About once per month	7% (4)	93% (54)	58
Watch TV: Less often than once per month	17% (13)	83% (60)	73
Watch TV: Never	13% (23)	87% (153)	176
Watch Movies: Every day	35% (149)	65% (282)	431
Watch Movies: Several times per week	33% (189)	67% (390)	579
Watch Movies: About once per week	21% (77)	79% (292)	370
Watch Movies: Several times per month	17% (42)	83% (205)	247
Watch Movies: About once per month	13% (23)	87% (161)	185
Watch Movies: Less often than once per month	11% (19)	89% (156)	176
Watch Movies: Never	16% (33)	84% (180)	214
Watch Sporting Events: Every day	32% (47)	68% (99)	145
Watch Sporting Events: Several times per week	28% (123)	72% (317)	440
Watch Sporting Events: About once per week	27% (87)	73% (238)	325
Watch Sporting Events: Several times per month	28% (50)	72% (129)	179
Watch Sporting Events: About once per month	25% (38)	75% (112)	150
Watch Sporting Events: Less often than once per month	24% (67)	76% (214)	281
Watch Sporting Events: Never	18% (122)	82% (557)	679
Cable TV: Currently subscribe	24% (240)	76% (779)	1019
Cable TV: Subscribed in past	26% (193)	74% (563)	756
Cable TV: Never subscribed	24% (100)	76% (324)	424
Satellite TV: Currently subscribe	26% (129)	74% (364)	493
Satellite TV: Subscribed in past	28% (177)	72% (449)	626
Satellite TV: Never subscribed	21% (228)	79% (853)	1081

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Table HR7_5: Have you seen the following movies, or not?
Just Friends

Demographic	Yes	No	Total N
Adults	24% (534)	76% (1666)	2200
Streaming Services: Currently subscribe	29% (392)	71% (955)	1347
Streaming Services: Subscribed in past	24% (51)	76% (159)	210
Streaming Services: Never subscribed	14% (90)	86% (553)	643
Film: An avid fan	36% (286)	64% (518)	804
Film: A casual fan	19% (215)	81% (929)	1144
Film: Not a fan	13% (33)	87% (219)	251
Television: An avid fan	29% (328)	71% (787)	1115
Television: A casual fan	20% (194)	80% (763)	957
Television: Not a fan	9% (12)	91% (117)	129
Music: An avid fan	29% (336)	71% (826)	1161
Music: A casual fan	19% (175)	81% (726)	902
Music: Not a fan	17% (23)	83% (114)	137
Fashion: An avid fan	35% (127)	65% (237)	364
Fashion: A casual fan	27% (246)	73% (650)	896
Fashion: Not a fan	17% (161)	83% (779)	940
Has seen "Die Hard"	27% (427)	73% (1178)	1604
Has seen "Trading Places"	30% (361)	70% (862)	1223
Has seen "Gremlins"	28% (428)	72% (1127)	1554
Has seen "Batman Returns"	33% (428)	67% (881)	1309
Has seen "Just Friends"	100% (534)	— (0)	534
Has seen "The Nightmare Before Christmas"	31% (432)	69% (968)	1400
Has seen "Die Hard"	27% (427)	73% (1178)	1604
Has seen "Trading Places"	30% (361)	70% (862)	1223
Has seen "Gremlins"	28% (428)	72% (1127)	1554
Has seen "Batman Returns"	33% (428)	67% (881)	1309
Has seen "Just Friends"	100% (534)	— (0)	534
Has seen "The Nightmare Before Christmas"	31% (432)	69% (968)	1400

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

Table HR7_6: Have you seen the following movies, or not?
The Nightmare Before Christmas

Demographic	Yes	No	Total N
Adults	64% (1400)	36% (800)	2200
Gender: Male	61% (643)	39% (419)	1062
Gender: Female	67% (757)	33% (381)	1138
Age: 18-29	78% (365)	22% (106)	471
Age: 30-44	77% (419)	23% (123)	542
Age: 45-54	64% (218)	36% (124)	342
Age: 55-64	54% (219)	46% (189)	409
Age: 65+	41% (178)	59% (258)	436
Generation Z: 18-22	76% (155)	24% (48)	202
Millennial: Age 23-38	80% (489)	20% (124)	613
Generation X: Age 39-54	67% (359)	33% (181)	540
Boomers: Age 55-73	49% (363)	51% (379)	741
PID: Dem (no lean)	67% (530)	33% (256)	786
PID: Ind (no lean)	63% (474)	37% (276)	750
PID: Rep (no lean)	60% (396)	40% (268)	665
PID/Gender: Dem Men	68% (234)	32% (109)	343
PID/Gender: Dem Women	67% (296)	33% (147)	442
PID/Gender: Ind Men	56% (208)	44% (163)	371
PID/Gender: Ind Women	70% (266)	30% (113)	379
PID/Gender: Rep Men	58% (201)	42% (147)	348
PID/Gender: Rep Women	62% (196)	38% (121)	317
Ideo: Liberal (1-3)	68% (424)	32% (203)	627
Ideo: Moderate (4)	67% (358)	33% (179)	537
Ideo: Conservative (5-7)	55% (394)	45% (317)	711
Educ: < College	67% (1011)	33% (502)	1512
Educ: Bachelors degree	59% (261)	41% (182)	444
Educ: Post-grad	53% (128)	47% (116)	244

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Table HR7_6: Have you seen the following movies, or not?
The Nightmare Before Christmas

Demographic	Yes	No	Total N
Adults	64% (1400)	36% (800)	2200
Income: Under 50k	65% (840)	35% (461)	1301
Income: 50k-100k	64% (395)	36% (218)	613
Income: 100k+	58% (165)	42% (120)	285
Ethnicity: White	62% (1060)	38% (662)	1722
Ethnicity: Hispanic	77% (269)	23% (81)	349
Ethnicity: Afr. Am.	73% (199)	27% (75)	274
Ethnicity: Other	69% (141)	31% (63)	204
All Christian	60% (589)	40% (396)	986
All Non-Christian	47% (47)	53% (52)	99
Atheist	80% (86)	20% (21)	108
Agnostic/Nothing in particular	67% (678)	33% (330)	1008
Religious Non-Protestant/Catholic	53% (67)	47% (58)	125
Evangelical	63% (347)	37% (206)	553
Non-Evangelical	59% (505)	41% (344)	849
Community: Urban	67% (403)	33% (197)	600
Community: Suburban	64% (624)	36% (352)	976
Community: Rural	60% (373)	40% (251)	624
Employ: Private Sector	67% (435)	33% (213)	648
Employ: Government	67% (101)	33% (49)	150
Employ: Self-Employed	71% (134)	29% (54)	188
Employ: Homemaker	65% (89)	35% (48)	137
Employ: Retired	46% (232)	54% (275)	506
Employ: Unemployed	67% (182)	33% (89)	271
Employ: Other	74% (144)	26% (50)	194
Military HH: Yes	62% (250)	38% (150)	400
Military HH: No	64% (1151)	36% (649)	1800
RD/WT: Right Direction	60% (492)	40% (324)	816
RD/WT: Wrong Track	66% (908)	34% (476)	1384
Trump Job Approve	58% (505)	42% (366)	872
Trump Job Disapprove	68% (812)	32% (375)	1187

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Table HR7_6: Have you seen the following movies, or not?
The Nightmare Before Christmas

Demographic	Yes	No	Total N
Adults	64% (1400)	36% (800)	2200
Trump Job Strongly Approve	57% (275)	43% (204)	478
Trump Job Somewhat Approve	59% (231)	41% (163)	393
Trump Job Somewhat Disapprove	70% (167)	30% (71)	238
Trump Job Strongly Disapprove	68% (645)	32% (304)	949
Favorable of Trump	58% (495)	42% (358)	854
Unfavorable of Trump	68% (820)	32% (384)	1203
Very Favorable of Trump	59% (294)	41% (203)	497
Somewhat Favorable of Trump	57% (202)	43% (155)	357
Somewhat Unfavorable of Trump	73% (152)	27% (57)	209
Very Unfavorable of Trump	67% (668)	33% (326)	994
#1 Issue: Economy	69% (376)	31% (171)	547
#1 Issue: Security	59% (265)	41% (186)	451
#1 Issue: Health Care	60% (229)	40% (151)	380
#1 Issue: Medicare / Social Security	51% (145)	49% (138)	283
#1 Issue: Women's Issues	75% (84)	25% (27)	111
#1 Issue: Education	77% (113)	23% (35)	148
#1 Issue: Energy	73% (97)	27% (35)	132
#1 Issue: Other	62% (92)	38% (57)	149
2018 House Vote: Democrat	65% (481)	35% (255)	737
2018 House Vote: Republican	58% (387)	42% (277)	664
2018 House Vote: Someone else	65% (62)	35% (33)	94
2016 Vote: Hillary Clinton	64% (435)	36% (241)	676
2016 Vote: Donald Trump	56% (381)	44% (295)	676
2016 Vote: Other	69% (111)	31% (51)	162
2016 Vote: Didn't Vote	69% (467)	31% (213)	679
Voted in 2014: Yes	60% (784)	40% (529)	1312
Voted in 2014: No	69% (616)	31% (271)	888
2012 Vote: Barack Obama	64% (535)	36% (300)	835
2012 Vote: Mitt Romney	54% (264)	46% (229)	493
2012 Vote: Other	58% (55)	42% (40)	95
2012 Vote: Didn't Vote	70% (545)	30% (230)	775

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Table HR7_6: Have you seen the following movies, or not?
The Nightmare Before Christmas

Demographic	Yes	No	Total N
Adults	64% (1400)	36% (800)	2200
4-Region: Northeast	64% (251)	36% (143)	394
4-Region: Midwest	60% (277)	40% (185)	462
4-Region: South	67% (553)	33% (271)	824
4-Region: West	61% (319)	39% (201)	520
Watch TV: Every day	63% (695)	37% (411)	1106
Watch TV: Several times per week	70% (372)	30% (162)	533
Watch TV: About once per week	68% (114)	32% (54)	168
Watch TV: Several times per month	69% (59)	31% (27)	85
Watch TV: About once per month	60% (35)	40% (23)	58
Watch TV: Less often than once per month	66% (48)	34% (25)	73
Watch TV: Never	44% (78)	56% (98)	176
Watch Movies: Every day	72% (311)	28% (121)	431
Watch Movies: Several times per week	72% (418)	28% (161)	579
Watch Movies: About once per week	68% (252)	32% (118)	370
Watch Movies: Several times per month	68% (167)	32% (79)	247
Watch Movies: About once per month	50% (92)	50% (92)	185
Watch Movies: Less often than once per month	42% (73)	58% (102)	176
Watch Movies: Never	41% (88)	59% (126)	214
Watch Sporting Events: Every day	68% (98)	32% (47)	145
Watch Sporting Events: Several times per week	65% (284)	35% (155)	440
Watch Sporting Events: About once per week	64% (207)	36% (118)	325
Watch Sporting Events: Several times per month	66% (118)	34% (61)	179
Watch Sporting Events: About once per month	72% (108)	28% (43)	150
Watch Sporting Events: Less often than once per month	65% (182)	35% (99)	281
Watch Sporting Events: Never	59% (403)	41% (277)	679
Cable TV: Currently subscribe	63% (644)	37% (376)	1019
Cable TV: Subscribed in past	67% (506)	33% (250)	756
Cable TV: Never subscribed	59% (251)	41% (174)	424
Satellite TV: Currently subscribe	66% (326)	34% (167)	493
Satellite TV: Subscribed in past	68% (424)	32% (202)	626
Satellite TV: Never subscribed	60% (651)	40% (430)	1081

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Table HR7_6: Have you seen the following movies, or not?
The Nightmare Before Christmas

Demographic	Yes	No	Total N
Adults	64% (1400)	36% (800)	2200
Streaming Services: Currently subscribe	71% (961)	29% (386)	1347
Streaming Services: Subscribed in past	67% (140)	33% (70)	210
Streaming Services: Never subscribed	47% (300)	53% (343)	643
Film: An avid fan	79% (633)	21% (171)	804
Film: A casual fan	56% (646)	44% (499)	1144
Film: Not a fan	48% (121)	52% (130)	251
Television: An avid fan	67% (748)	33% (367)	1115
Television: A casual fan	60% (576)	40% (381)	957
Television: Not a fan	60% (77)	40% (52)	129
Music: An avid fan	73% (850)	27% (311)	1161
Music: A casual fan	55% (497)	45% (404)	902
Music: Not a fan	38% (53)	62% (85)	137
Fashion: An avid fan	81% (296)	19% (68)	364
Fashion: A casual fan	69% (615)	31% (281)	896
Fashion: Not a fan	52% (490)	48% (450)	940
Has seen "Die Hard"	69% (1102)	31% (502)	1604
Has seen "Trading Places"	68% (832)	32% (392)	1223
Has seen "Gremlins"	75% (1171)	25% (384)	1554
Has seen "Batman Returns"	77% (1007)	23% (302)	1309
Has seen "Just Friends"	81% (432)	19% (101)	534
Has seen "The Nightmare Before Christmas"	100% (1400)	— (0)	1400
Has seen "Die Hard"	69% (1102)	31% (502)	1604
Has seen "Trading Places"	68% (832)	32% (392)	1223
Has seen "Gremlins"	75% (1171)	25% (384)	1554
Has seen "Batman Returns"	77% (1007)	23% (302)	1309
Has seen "Just Friends"	81% (432)	19% (101)	534
Has seen "The Nightmare Before Christmas"	100% (1400)	— (0)	1400

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

Table HR8_1: *And would you consider the following movies to be Christmas movies, or not?*
Die Hard

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	24%	(525)	62%	(1371)	14%	(304)	2200
Gender: Male	28%	(299)	60%	(642)	11%	(121)	1062
Gender: Female	20%	(226)	64%	(729)	16%	(183)	1138
Age: 18-29	26%	(123)	49%	(233)	25%	(116)	471
Age: 30-44	30%	(164)	58%	(317)	11%	(61)	542
Age: 45-54	29%	(100)	62%	(211)	9%	(31)	342
Age: 55-64	18%	(74)	70%	(286)	12%	(49)	409
Age: 65+	15%	(65)	75%	(325)	11%	(46)	436
Generation Z: 18-22	21%	(42)	46%	(93)	34%	(68)	202
Millennial: Age 23-38	30%	(182)	55%	(338)	15%	(93)	613
Generation X: Age 39-54	30%	(163)	61%	(329)	9%	(48)	540
Boomers: Age 55-73	18%	(130)	72%	(531)	11%	(80)	741
PID: Dem (no lean)	25%	(197)	61%	(481)	14%	(108)	786
PID: Ind (no lean)	24%	(180)	59%	(439)	17%	(131)	750
PID: Rep (no lean)	22%	(148)	68%	(451)	10%	(65)	665
PID/Gender: Dem Men	28%	(96)	61%	(211)	11%	(37)	343
PID/Gender: Dem Women	23%	(101)	61%	(270)	16%	(71)	442
PID/Gender: Ind Men	28%	(104)	55%	(204)	17%	(62)	371
PID/Gender: Ind Women	20%	(76)	62%	(234)	18%	(69)	379
PID/Gender: Rep Men	29%	(99)	65%	(227)	6%	(22)	348
PID/Gender: Rep Women	15%	(49)	71%	(225)	14%	(44)	317
Ideo: Liberal (1-3)	29%	(179)	57%	(357)	15%	(92)	627
Ideo: Moderate (4)	25%	(132)	62%	(334)	13%	(71)	537
Ideo: Conservative (5-7)	22%	(153)	69%	(489)	10%	(70)	711
Educ: < College	23%	(341)	64%	(961)	14%	(210)	1512
Educ: Bachelors degree	28%	(124)	57%	(254)	15%	(66)	444
Educ: Post-grad	25%	(60)	64%	(156)	11%	(28)	244

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Table HR8_1: *And would you consider the following movies to be Christmas movies, or not?*

Die Hard

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	24% (525)	62% (1371)	14% (304)	2200
Income: Under 50k	23% (298)	62% (801)	16% (203)	1301
Income: 50k-100k	24% (150)	65% (399)	10% (64)	613
Income: 100k+	27% (77)	60% (171)	13% (37)	285
Ethnicity: White	25% (424)	62% (1070)	13% (228)	1722
Ethnicity: Hispanic	33% (116)	52% (183)	14% (50)	349
Ethnicity: Afr. Am.	27% (74)	60% (164)	13% (36)	274
Ethnicity: Other	13% (27)	67% (137)	19% (39)	204
All Christian	23% (228)	66% (653)	11% (105)	986
All Non-Christian	19% (19)	64% (63)	17% (16)	99
Atheist	31% (34)	51% (55)	18% (20)	108
Agnostic/Nothing in particular	24% (244)	60% (600)	16% (163)	1008
Religious Non-Protestant/Catholic	21% (26)	63% (79)	16% (20)	125
Evangelical	21% (116)	66% (365)	13% (72)	553
Non-Evangelical	25% (216)	63% (537)	11% (95)	849
Community: Urban	25% (153)	60% (358)	15% (90)	600
Community: Suburban	25% (240)	63% (615)	12% (121)	976
Community: Rural	21% (132)	64% (399)	15% (93)	624
Employ: Private Sector	32% (206)	59% (384)	9% (58)	648
Employ: Government	25% (37)	59% (88)	16% (25)	150
Employ: Self-Employed	28% (52)	56% (106)	16% (30)	188
Employ: Homemaker	19% (26)	63% (86)	18% (25)	137
Employ: Retired	15% (77)	74% (373)	11% (56)	506
Employ: Unemployed	27% (72)	57% (155)	16% (44)	271
Employ: Other	20% (39)	65% (126)	15% (29)	194
Military HH: Yes	23% (94)	64% (255)	13% (51)	400
Military HH: No	24% (431)	62% (1116)	14% (253)	1800
RD/WT: Right Direction	25% (205)	64% (518)	11% (93)	816
RD/WT: Wrong Track	23% (320)	62% (853)	15% (211)	1384
Trump Job Approve	25% (222)	65% (566)	10% (84)	872
Trump Job Disapprove	23% (277)	62% (741)	14% (169)	1187

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Table HR8_1: And would you consider the following movies to be Christmas movies, or not?*Die Hard*

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	24% (525)	62% (1371)	14% (304)	2200
Trump Job Strongly Approve	25% (120)	65% (309)	10% (50)	478
Trump Job Somewhat Approve	26% (102)	65% (257)	9% (34)	393
Trump Job Somewhat Disapprove	21% (50)	64% (151)	15% (36)	238
Trump Job Strongly Disapprove	24% (227)	62% (589)	14% (132)	949
Favorable of Trump	26% (220)	64% (547)	10% (87)	854
Unfavorable of Trump	24% (284)	62% (746)	14% (173)	1203
Very Favorable of Trump	26% (127)	65% (321)	10% (49)	497
Somewhat Favorable of Trump	26% (93)	63% (226)	11% (38)	357
Somewhat Unfavorable of Trump	21% (44)	64% (133)	15% (32)	209
Very Unfavorable of Trump	24% (240)	62% (612)	14% (142)	994
#1 Issue: Economy	28% (155)	61% (335)	10% (57)	547
#1 Issue: Security	22% (101)	67% (304)	10% (46)	451
#1 Issue: Health Care	21% (81)	65% (245)	14% (54)	380
#1 Issue: Medicare / Social Security	20% (56)	67% (190)	13% (37)	283
#1 Issue: Women's Issues	29% (32)	45% (50)	26% (28)	111
#1 Issue: Education	24% (35)	51% (76)	25% (37)	148
#1 Issue: Energy	34% (45)	58% (76)	9% (12)	132
#1 Issue: Other	15% (22)	64% (95)	22% (32)	149
2018 House Vote: Democrat	28% (204)	63% (461)	10% (72)	737
2018 House Vote: Republican	24% (160)	65% (434)	10% (69)	664
2018 House Vote: Someone else	23% (22)	56% (53)	20% (19)	94
2016 Vote: Hillary Clinton	25% (167)	62% (421)	13% (88)	676
2016 Vote: Donald Trump	24% (162)	67% (453)	9% (61)	676
2016 Vote: Other	34% (55)	59% (96)	7% (11)	162
2016 Vote: Didn't Vote	20% (136)	59% (399)	21% (144)	679
Voted in 2014: Yes	26% (338)	64% (837)	10% (138)	1312
Voted in 2014: No	21% (187)	60% (534)	19% (166)	888

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Table HR8_1: *And would you consider the following movies to be Christmas movies, or not?*

Die Hard

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	24% (525)	62% (1371)	14% (304)	2200
2012 Vote: Barack Obama	27% (226)	61% (513)	12% (96)	835
2012 Vote: Mitt Romney	24% (117)	67% (332)	9% (45)	493
2012 Vote: Other	24% (23)	61% (58)	15% (14)	95
2012 Vote: Didn't Vote	20% (158)	60% (468)	19% (149)	775
4-Region: Northeast	23% (89)	64% (252)	13% (53)	394
4-Region: Midwest	24% (110)	66% (305)	10% (47)	462
4-Region: South	23% (193)	62% (509)	15% (122)	824
4-Region: West	25% (133)	59% (306)	16% (82)	520
Watch TV: Every day	26% (282)	63% (699)	11% (124)	1106
Watch TV: Several times per week	23% (121)	62% (332)	15% (80)	533
Watch TV: About once per week	20% (34)	56% (94)	24% (40)	168
Watch TV: Several times per month	35% (30)	58% (49)	7% (6)	85
Watch TV: About once per month	21% (12)	71% (42)	8% (5)	58
Watch TV: Less often than once per month	25% (18)	53% (39)	22% (16)	73
Watch TV: Never	15% (27)	66% (117)	18% (32)	176
Watch Movies: Every day	32% (136)	57% (245)	12% (51)	431
Watch Movies: Several times per week	28% (164)	59% (344)	12% (71)	579
Watch Movies: About once per week	21% (78)	62% (231)	17% (61)	370
Watch Movies: Several times per month	22% (55)	69% (171)	8% (21)	247
Watch Movies: About once per month	16% (30)	69% (127)	15% (27)	185
Watch Movies: Less often than once per month	15% (26)	64% (112)	21% (38)	176
Watch Movies: Never	17% (36)	66% (142)	17% (36)	214
Watch Sporting Events: Every day	36% (53)	54% (79)	10% (14)	145
Watch Sporting Events: Several times per week	30% (131)	63% (276)	7% (32)	440
Watch Sporting Events: About once per week	21% (68)	67% (216)	12% (40)	325
Watch Sporting Events: Several times per month	24% (42)	64% (115)	12% (22)	179
Watch Sporting Events: About once per month	25% (38)	61% (91)	14% (21)	150
Watch Sporting Events: Less often than once per month	23% (66)	60% (169)	17% (47)	281
Watch Sporting Events: Never	19% (127)	63% (425)	19% (128)	679

Continued on next page

Table HR8_1: *And would you consider the following movies to be Christmas movies, or not?*
Die Hard

Demographic	Yes		No		Don't know / No opinion	Total N
Adults	24%	(525)	62%	(1371)	14% (304)	2200
Cable TV: Currently subscribe	24%	(243)	64%	(650)	12% (127)	1019
Cable TV: Subscribed in past	24%	(181)	64%	(487)	12% (88)	756
Cable TV: Never subscribed	24%	(101)	55%	(234)	21% (89)	424
Satellite TV: Currently subscribe	23%	(114)	64%	(318)	12% (61)	493
Satellite TV: Subscribed in past	28%	(176)	59%	(372)	12% (78)	626
Satellite TV: Never subscribed	22%	(234)	63%	(681)	15% (165)	1081
Streaming Services: Currently subscribe	28%	(373)	60%	(807)	12% (167)	1347
Streaming Services: Subscribed in past	22%	(46)	61%	(128)	17% (37)	210
Streaming Services: Never subscribed	17%	(106)	68%	(436)	16% (100)	643
Film: An avid fan	32%	(260)	57%	(455)	11% (89)	804
Film: A casual fan	20%	(225)	66%	(753)	15% (167)	1144
Film: Not a fan	16%	(40)	65%	(163)	19% (48)	251
Television: An avid fan	28%	(310)	61%	(679)	11% (125)	1115
Television: A casual fan	21%	(204)	63%	(603)	16% (149)	957
Television: Not a fan	8%	(11)	69%	(89)	23% (29)	129
Music: An avid fan	27%	(313)	59%	(689)	14% (159)	1161
Music: A casual fan	20%	(184)	67%	(605)	13% (113)	902
Music: Not a fan	20%	(28)	57%	(78)	23% (31)	137
Fashion: An avid fan	28%	(102)	54%	(198)	18% (64)	364
Fashion: A casual fan	21%	(190)	63%	(568)	15% (138)	896
Fashion: Not a fan	25%	(234)	64%	(604)	11% (102)	940
Has seen "Die Hard"	30%	(476)	63%	(1018)	7% (110)	1604
Has seen "Trading Places"	29%	(361)	62%	(764)	8% (99)	1223
Has seen "Gremlins"	27%	(419)	63%	(975)	10% (160)	1554
Has seen "Batman Returns"	31%	(411)	59%	(769)	10% (130)	1309
Has seen "Just Friends"	33%	(177)	53%	(285)	13% (72)	534
Has seen "The Nightmare Before Christmas"	27%	(380)	60%	(841)	13% (180)	1400
Has seen "Die Hard"	30%	(476)	63%	(1018)	7% (110)	1604
Has seen "Trading Places"	29%	(361)	62%	(764)	8% (99)	1223
Has seen "Gremlins"	27%	(419)	63%	(975)	10% (160)	1554

Continued on next page

Table HR8_1: *And would you consider the following movies to be Christmas movies, or not?*

Die Hard

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	24%	(525)	62%	(1371)	14%	(304)	2200
Has seen "Batman Returns"	31%	(411)	59%	(769)	10%	(130)	1309
Has seen "Just Friends"	33%	(177)	53%	(285)	13%	(72)	534
Has seen "The Nightmare Before Christmas"	27%	(380)	60%	(841)	13%	(180)	1400

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

Table HR8_2: *And would you consider the following movies to be Christmas movies, or not?*
Trading Places

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	15%	(329)	59%	(1296)	26%	(575)	2200
Gender: Male	17%	(184)	60%	(636)	23%	(242)	1062
Gender: Female	13%	(145)	58%	(660)	29%	(334)	1138
Age: 18-29	15%	(71)	46%	(216)	39%	(184)	471
Age: 30-44	17%	(94)	55%	(297)	28%	(151)	542
Age: 45-54	16%	(56)	67%	(228)	17%	(59)	342
Age: 55-64	13%	(55)	67%	(274)	20%	(80)	409
Age: 65+	12%	(53)	65%	(282)	23%	(101)	436
Generation Z: 18-22	12%	(24)	42%	(86)	46%	(93)	202
Millennial: Age 23-38	16%	(97)	53%	(323)	31%	(193)	613
Generation X: Age 39-54	19%	(100)	61%	(332)	20%	(108)	540
Boomers: Age 55-73	13%	(98)	65%	(485)	21%	(159)	741
PID: Dem (no lean)	17%	(137)	58%	(455)	25%	(194)	786
PID: Ind (no lean)	14%	(106)	55%	(415)	30%	(228)	750
PID: Rep (no lean)	13%	(86)	64%	(426)	23%	(153)	665
PID/Gender: Dem Men	20%	(69)	59%	(204)	21%	(71)	343
PID/Gender: Dem Women	15%	(68)	57%	(251)	28%	(124)	442
PID/Gender: Ind Men	16%	(61)	55%	(205)	28%	(105)	371
PID/Gender: Ind Women	12%	(45)	55%	(210)	33%	(124)	379
PID/Gender: Rep Men	16%	(54)	65%	(227)	19%	(67)	348
PID/Gender: Rep Women	10%	(31)	63%	(199)	27%	(86)	317
Ideo: Liberal (1-3)	19%	(118)	53%	(335)	28%	(174)	627
Ideo: Moderate (4)	13%	(72)	61%	(327)	26%	(138)	537
Ideo: Conservative (5-7)	13%	(93)	65%	(462)	22%	(156)	711
Educ: < College	15%	(228)	59%	(885)	26%	(399)	1512
Educ: Bachelors degree	15%	(67)	60%	(267)	25%	(110)	444
Educ: Post-grad	14%	(34)	59%	(144)	27%	(66)	244

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Table HR8_2: And would you consider the following movies to be Christmas movies, or not?

Trading Places

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	15% (329)	59% (1296)	26% (575)	2200
Income: Under 50k	14% (187)	59% (765)	27% (349)	1301
Income: 50k-100k	17% (105)	59% (360)	24% (148)	613
Income: 100k+	13% (37)	60% (171)	27% (78)	285
Ethnicity: White	14% (246)	60% (1030)	26% (446)	1722
Ethnicity: Hispanic	22% (78)	48% (168)	29% (103)	349
Ethnicity: Afr. Am.	21% (58)	54% (149)	25% (67)	274
Ethnicity: Other	12% (25)	57% (116)	31% (63)	204
All Christian	15% (144)	63% (618)	23% (224)	986
All Non-Christian	25% (25)	54% (54)	21% (20)	99
Atheist	16% (17)	47% (51)	37% (40)	108
Agnostic/Nothing in particular	14% (142)	57% (573)	29% (292)	1008
Religious Non-Protestant/Catholic	21% (26)	57% (72)	22% (27)	125
Evangelical	13% (73)	62% (344)	25% (136)	553
Non-Evangelical	16% (134)	60% (511)	24% (204)	849
Community: Urban	15% (87)	60% (360)	26% (153)	600
Community: Suburban	15% (142)	60% (590)	25% (244)	976
Community: Rural	16% (99)	55% (346)	29% (178)	624
Employ: Private Sector	18% (114)	59% (379)	24% (154)	648
Employ: Government	18% (28)	57% (86)	24% (37)	150
Employ: Self-Employed	19% (35)	55% (104)	26% (50)	188
Employ: Homemaker	11% (15)	62% (85)	27% (37)	137
Employ: Retired	13% (67)	64% (325)	23% (114)	506
Employ: Unemployed	16% (44)	58% (157)	26% (70)	271
Employ: Other	11% (22)	59% (114)	30% (58)	194
Military HH: Yes	15% (59)	60% (241)	25% (100)	400
Military HH: No	15% (270)	59% (1055)	26% (475)	1800
RD/WT: Right Direction	16% (133)	62% (504)	22% (179)	816
RD/WT: Wrong Track	14% (196)	57% (792)	29% (396)	1384
Trump Job Approve	15% (132)	63% (550)	22% (189)	872
Trump Job Disapprove	16% (187)	58% (684)	27% (315)	1187

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Table HR8_2: *And would you consider the following movies to be Christmas movies, or not?**Trading Places*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	15%	(329)	59%	(1296)	26%	(575)	2200
Trump Job Strongly Approve	15%	(72)	63%	(302)	22%	(104)	478
Trump Job Somewhat Approve	15%	(60)	63%	(248)	22%	(86)	393
Trump Job Somewhat Disapprove	16%	(38)	61%	(145)	23%	(56)	238
Trump Job Strongly Disapprove	16%	(150)	57%	(539)	27%	(260)	949
Favorable of Trump	16%	(135)	62%	(533)	22%	(186)	854
Unfavorable of Trump	14%	(174)	58%	(702)	27%	(327)	1203
Very Favorable of Trump	15%	(73)	63%	(312)	22%	(111)	497
Somewhat Favorable of Trump	17%	(62)	62%	(220)	21%	(75)	357
Somewhat Unfavorable of Trump	14%	(30)	59%	(123)	27%	(56)	209
Very Unfavorable of Trump	15%	(145)	58%	(579)	27%	(271)	994
#1 Issue: Economy	20%	(111)	55%	(302)	24%	(134)	547
#1 Issue: Security	15%	(66)	65%	(292)	21%	(93)	451
#1 Issue: Health Care	12%	(44)	61%	(231)	27%	(104)	380
#1 Issue: Medicare / Social Security	14%	(39)	64%	(181)	22%	(63)	283
#1 Issue: Women's Issues	13%	(15)	51%	(56)	36%	(40)	111
#1 Issue: Education	9%	(13)	55%	(82)	36%	(53)	148
#1 Issue: Energy	18%	(23)	56%	(74)	26%	(35)	132
#1 Issue: Other	11%	(17)	52%	(77)	37%	(55)	149
2018 House Vote: Democrat	19%	(139)	59%	(431)	23%	(167)	737
2018 House Vote: Republican	15%	(99)	65%	(431)	20%	(134)	664
2018 House Vote: Someone else	13%	(12)	57%	(53)	31%	(29)	94
2016 Vote: Hillary Clinton	19%	(127)	58%	(391)	23%	(158)	676
2016 Vote: Donald Trump	14%	(97)	66%	(448)	19%	(131)	676
2016 Vote: Other	15%	(25)	62%	(100)	23%	(37)	162
2016 Vote: Didn't Vote	11%	(74)	52%	(355)	37%	(250)	679
Voted in 2014: Yes	17%	(221)	62%	(818)	21%	(273)	1312
Voted in 2014: No	12%	(108)	54%	(477)	34%	(303)	888

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Table HR8_2: *And would you consider the following movies to be Christmas movies, or not?*

Trading Places

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	15% (329)	59% (1296)	26% (575)	2200
2012 Vote: Barack Obama	18% (153)	58% (488)	23% (193)	835
2012 Vote: Mitt Romney	12% (61)	68% (334)	20% (98)	493
2012 Vote: Other	17% (16)	63% (60)	20% (19)	95
2012 Vote: Didn't Vote	13% (98)	53% (414)	34% (263)	775
4-Region: Northeast	17% (66)	60% (238)	23% (90)	394
4-Region: Midwest	12% (54)	64% (294)	25% (115)	462
4-Region: South	15% (123)	60% (491)	25% (210)	824
4-Region: West	17% (86)	53% (273)	31% (161)	520
Watch TV: Every day	16% (176)	59% (652)	25% (278)	1106
Watch TV: Several times per week	13% (69)	59% (316)	28% (149)	533
Watch TV: About once per week	14% (24)	56% (95)	29% (49)	168
Watch TV: Several times per month	12% (10)	66% (56)	22% (19)	85
Watch TV: About once per month	22% (13)	52% (31)	25% (15)	58
Watch TV: Less often than once per month	23% (17)	46% (34)	31% (23)	73
Watch TV: Never	11% (20)	64% (113)	25% (44)	176
Watch Movies: Every day	20% (88)	59% (254)	21% (89)	431
Watch Movies: Several times per week	19% (113)	53% (304)	28% (162)	579
Watch Movies: About once per week	10% (38)	63% (234)	27% (98)	370
Watch Movies: Several times per month	8% (20)	66% (163)	26% (64)	247
Watch Movies: About once per month	11% (21)	56% (104)	32% (59)	185
Watch Movies: Less often than once per month	11% (18)	59% (103)	31% (54)	176
Watch Movies: Never	15% (31)	63% (134)	23% (49)	214
Watch Sporting Events: Every day	26% (38)	59% (85)	15% (22)	145
Watch Sporting Events: Several times per week	19% (83)	62% (272)	19% (84)	440
Watch Sporting Events: About once per week	13% (43)	63% (205)	24% (77)	325
Watch Sporting Events: Several times per month	16% (29)	59% (105)	25% (45)	179
Watch Sporting Events: About once per month	12% (18)	54% (80)	34% (52)	150
Watch Sporting Events: Less often than once per month	13% (35)	58% (163)	30% (83)	281
Watch Sporting Events: Never	12% (82)	57% (385)	31% (212)	679

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Table HR8_2: And would you consider the following movies to be Christmas movies, or not?*Trading Places*

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	15% (329)	59% (1296)	26% (575)	2200
Cable TV: Currently subscribe	17% (174)	59% (606)	24% (240)	1019
Cable TV: Subscribed in past	13% (100)	60% (451)	27% (205)	756
Cable TV: Never subscribed	13% (55)	56% (239)	31% (131)	424
Satellite TV: Currently subscribe	16% (79)	59% (291)	25% (122)	493
Satellite TV: Subscribed in past	17% (104)	58% (362)	26% (160)	626
Satellite TV: Never subscribed	13% (145)	59% (642)	27% (293)	1081
Streaming Services: Currently subscribe	16% (211)	57% (769)	27% (367)	1347
Streaming Services: Subscribed in past	16% (33)	60% (126)	24% (51)	210
Streaming Services: Never subscribed	13% (85)	62% (400)	25% (158)	643
Film: An avid fan	20% (160)	57% (462)	23% (183)	804
Film: A casual fan	12% (140)	61% (696)	27% (309)	1144
Film: Not a fan	12% (29)	55% (138)	33% (84)	251
Television: An avid fan	18% (198)	59% (657)	23% (260)	1115
Television: A casual fan	12% (116)	59% (562)	29% (279)	957
Television: Not a fan	12% (16)	60% (77)	28% (36)	129
Music: An avid fan	17% (193)	56% (656)	27% (312)	1161
Music: A casual fan	13% (121)	62% (559)	25% (222)	902
Music: Not a fan	11% (15)	59% (81)	30% (42)	137
Fashion: An avid fan	21% (76)	49% (180)	30% (108)	364
Fashion: A casual fan	15% (132)	59% (531)	26% (233)	896
Fashion: Not a fan	13% (121)	62% (585)	25% (235)	940
Has seen "Die Hard"	17% (268)	62% (987)	22% (349)	1604
Has seen "Trading Places"	22% (267)	65% (791)	13% (165)	1223
Has seen "Gremlins"	15% (239)	61% (943)	24% (372)	1554
Has seen "Batman Returns"	18% (230)	59% (774)	23% (305)	1309
Has seen "Just Friends"	20% (104)	59% (316)	21% (113)	534
Has seen "The Nightmare Before Christmas"	16% (223)	57% (804)	27% (373)	1400
Has seen "Die Hard"	17% (268)	62% (987)	22% (349)	1604
Has seen "Trading Places"	22% (267)	65% (791)	13% (165)	1223
Has seen "Gremlins"	15% (239)	61% (943)	24% (372)	1554

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Table HR8_2: *And would you consider the following movies to be Christmas movies, or not?*
Trading Places

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	15%	(329)	59%	(1296)	26%	(575)	2200
Has seen "Batman Returns"	18%	(230)	59%	(774)	23%	(305)	1309
Has seen "Just Friends"	20%	(104)	59%	(316)	21%	(113)	534
Has seen "The Nightmare Before Christmas"	16%	(223)	57%	(804)	27%	(373)	1400

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

Table HR8_3: *And would you consider the following movies to be Christmas movies, or not?*
Gremlins

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	21%	(468)	63%	(1376)	16%	(356)	2200
Gender: Male	22%	(234)	64%	(677)	14%	(151)	1062
Gender: Female	21%	(234)	61%	(699)	18%	(205)	1138
Age: 18-29	27%	(129)	50%	(237)	22%	(105)	471
Age: 30-44	29%	(159)	61%	(329)	10%	(54)	542
Age: 45-54	22%	(76)	67%	(227)	11%	(39)	342
Age: 55-64	13%	(53)	69%	(283)	18%	(72)	409
Age: 65+	12%	(50)	69%	(299)	20%	(86)	436
Generation Z: 18-22	27%	(55)	44%	(89)	29%	(58)	202
Millennial: Age 23-38	29%	(176)	59%	(359)	13%	(78)	613
Generation X: Age 39-54	25%	(133)	64%	(346)	11%	(61)	540
Boomers: Age 55-73	12%	(89)	69%	(515)	18%	(137)	741
PID: Dem (no lean)	24%	(186)	61%	(480)	15%	(119)	786
PID: Ind (no lean)	24%	(177)	58%	(433)	19%	(139)	750
PID: Rep (no lean)	16%	(104)	70%	(463)	15%	(98)	665
PID/Gender: Dem Men	25%	(85)	65%	(222)	11%	(36)	343
PID/Gender: Dem Women	23%	(101)	58%	(258)	19%	(83)	442
PID/Gender: Ind Men	25%	(91)	56%	(208)	19%	(72)	371
PID/Gender: Ind Women	23%	(86)	60%	(226)	18%	(67)	379
PID/Gender: Rep Men	17%	(58)	71%	(248)	12%	(43)	348
PID/Gender: Rep Women	15%	(47)	68%	(215)	17%	(55)	317
Ideo: Liberal (1-3)	26%	(162)	58%	(365)	16%	(100)	627
Ideo: Moderate (4)	23%	(125)	59%	(317)	18%	(96)	537
Ideo: Conservative (5-7)	15%	(105)	72%	(510)	13%	(96)	711
Educ: < College	23%	(349)	62%	(945)	14%	(219)	1512
Educ: Bachelors degree	19%	(83)	62%	(276)	19%	(85)	444
Educ: Post-grad	15%	(36)	64%	(156)	21%	(52)	244

Continued on next page

Table HR8_3: *And would you consider the following movies to be Christmas movies, or not?*

Gremlins

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	21% (468)	63% (1376)	16% (356)	2200
Income: Under 50k	23% (303)	61% (789)	16% (209)	1301
Income: 50k-100k	19% (116)	66% (406)	15% (91)	613
Income: 100k+	17% (48)	64% (181)	20% (56)	285
Ethnicity: White	19% (326)	65% (1111)	17% (285)	1722
Ethnicity: Hispanic	33% (114)	50% (176)	17% (59)	349
Ethnicity: Afr. Am.	34% (94)	55% (152)	10% (28)	274
Ethnicity: Other	24% (48)	56% (114)	21% (42)	204
All Christian	18% (179)	67% (659)	15% (147)	986
All Non-Christian	19% (19)	55% (54)	26% (26)	99
Atheist	32% (35)	50% (54)	17% (19)	108
Agnostic/Nothing in particular	23% (235)	60% (609)	16% (164)	1008
Religious Non-Protestant/Catholic	19% (23)	58% (72)	24% (30)	125
Evangelical	18% (102)	66% (363)	16% (88)	553
Non-Evangelical	19% (164)	65% (551)	16% (134)	849
Community: Urban	27% (159)	57% (343)	16% (98)	600
Community: Suburban	19% (187)	65% (635)	16% (153)	976
Community: Rural	19% (121)	64% (398)	17% (104)	624
Employ: Private Sector	22% (145)	64% (416)	13% (87)	648
Employ: Government	24% (35)	64% (96)	12% (19)	150
Employ: Self-Employed	32% (59)	54% (102)	14% (27)	188
Employ: Homemaker	22% (30)	60% (83)	18% (24)	137
Employ: Retired	12% (59)	70% (352)	19% (95)	506
Employ: Unemployed	29% (79)	56% (153)	14% (39)	271
Employ: Other	20% (39)	65% (126)	15% (30)	194
Military HH: Yes	22% (87)	63% (252)	15% (61)	400
Military HH: No	21% (381)	62% (1124)	16% (295)	1800
RD/WT: Right Direction	19% (154)	65% (529)	16% (134)	816
RD/WT: Wrong Track	23% (314)	61% (848)	16% (222)	1384
Trump Job Approve	19% (168)	66% (576)	15% (128)	872
Trump Job Disapprove	23% (270)	62% (737)	15% (180)	1187

Continued on next page

Table HR8_3: And would you consider the following movies to be Christmas movies, or not?*Gremlins*

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	21% (468)	63% (1376)	16% (356)	2200
Trump Job Strongly Approve	18% (88)	67% (320)	15% (70)	478
Trump Job Somewhat Approve	20% (80)	65% (256)	15% (57)	393
Trump Job Somewhat Disapprove	21% (50)	65% (154)	14% (34)	238
Trump Job Strongly Disapprove	23% (220)	61% (583)	15% (146)	949
Favorable of Trump	19% (159)	66% (568)	15% (127)	854
Unfavorable of Trump	23% (280)	62% (741)	15% (182)	1203
Very Favorable of Trump	17% (86)	69% (343)	14% (68)	497
Somewhat Favorable of Trump	21% (74)	63% (225)	16% (59)	357
Somewhat Unfavorable of Trump	22% (46)	63% (131)	16% (33)	209
Very Unfavorable of Trump	24% (235)	61% (610)	15% (150)	994
#1 Issue: Economy	25% (138)	62% (340)	13% (70)	547
#1 Issue: Security	17% (77)	66% (297)	17% (77)	451
#1 Issue: Health Care	20% (75)	62% (234)	18% (70)	380
#1 Issue: Medicare / Social Security	13% (37)	72% (203)	15% (43)	283
#1 Issue: Women's Issues	33% (36)	56% (62)	11% (12)	111
#1 Issue: Education	25% (37)	58% (85)	17% (25)	148
#1 Issue: Energy	30% (40)	54% (71)	16% (21)	132
#1 Issue: Other	18% (27)	56% (83)	26% (38)	149
2018 House Vote: Democrat	22% (161)	63% (466)	15% (110)	737
2018 House Vote: Republican	18% (116)	69% (455)	14% (92)	664
2018 House Vote: Someone else	18% (17)	56% (53)	26% (25)	94
2016 Vote: Hillary Clinton	22% (150)	62% (419)	16% (106)	676
2016 Vote: Donald Trump	16% (107)	70% (472)	14% (97)	676
2016 Vote: Other	23% (38)	63% (102)	14% (22)	162
2016 Vote: Didn't Vote	25% (168)	56% (382)	19% (130)	679
Voted in 2014: Yes	19% (254)	66% (862)	15% (196)	1312
Voted in 2014: No	24% (214)	58% (514)	18% (160)	888

Continued on next page

Table HR8_3: *And would you consider the following movies to be Christmas movies, or not?*

Gremlins

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	21% (468)	63% (1376)	16% (356)	2200
2012 Vote: Barack Obama	22% (187)	62% (520)	15% (128)	835
2012 Vote: Mitt Romney	14% (71)	72% (353)	14% (69)	493
2012 Vote: Other	21% (20)	60% (57)	19% (18)	95
2012 Vote: Didn't Vote	24% (189)	57% (444)	18% (142)	775
4-Region: Northeast	20% (80)	63% (249)	16% (64)	394
4-Region: Midwest	18% (85)	70% (322)	12% (55)	462
4-Region: South	23% (193)	60% (495)	17% (137)	824
4-Region: West	21% (110)	60% (310)	19% (100)	520
Watch TV: Every day	21% (237)	64% (711)	14% (158)	1106
Watch TV: Several times per week	22% (116)	61% (327)	17% (90)	533
Watch TV: About once per week	31% (52)	55% (93)	14% (24)	168
Watch TV: Several times per month	18% (15)	64% (55)	18% (16)	85
Watch TV: About once per month	11% (6)	70% (41)	19% (11)	58
Watch TV: Less often than once per month	28% (20)	51% (37)	22% (16)	73
Watch TV: Never	12% (22)	64% (112)	24% (42)	176
Watch Movies: Every day	29% (126)	59% (253)	12% (52)	431
Watch Movies: Several times per week	25% (142)	61% (352)	15% (85)	579
Watch Movies: About once per week	22% (82)	62% (229)	16% (59)	370
Watch Movies: Several times per month	13% (33)	70% (173)	16% (40)	247
Watch Movies: About once per month	16% (30)	62% (115)	21% (39)	185
Watch Movies: Less often than once per month	12% (21)	67% (117)	22% (38)	176
Watch Movies: Never	16% (34)	64% (138)	20% (42)	214
Watch Sporting Events: Every day	30% (44)	56% (82)	13% (20)	145
Watch Sporting Events: Several times per week	23% (102)	64% (283)	12% (54)	440
Watch Sporting Events: About once per week	24% (79)	63% (206)	12% (40)	325
Watch Sporting Events: Several times per month	19% (34)	65% (116)	16% (29)	179
Watch Sporting Events: About once per month	21% (32)	65% (98)	13% (20)	150
Watch Sporting Events: Less often than once per month	18% (51)	60% (170)	22% (61)	281
Watch Sporting Events: Never	18% (125)	62% (422)	19% (132)	679

Continued on next page

Table HR8_3: And would you consider the following movies to be Christmas movies, or not?*Gremlins*

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	21% (468)	63% (1376)	16% (356)	2200
Cable TV: Currently subscribe	20% (204)	65% (658)	16% (158)	1019
Cable TV: Subscribed in past	20% (153)	65% (490)	15% (113)	756
Cable TV: Never subscribed	26% (111)	54% (228)	20% (85)	424
Satellite TV: Currently subscribe	22% (108)	60% (294)	19% (92)	493
Satellite TV: Subscribed in past	23% (146)	63% (397)	13% (83)	626
Satellite TV: Never subscribed	20% (214)	63% (686)	17% (181)	1081
Streaming Services: Currently subscribe	24% (317)	62% (836)	14% (194)	1347
Streaming Services: Subscribed in past	25% (53)	59% (125)	15% (32)	210
Streaming Services: Never subscribed	15% (97)	65% (415)	20% (131)	643
Film: An avid fan	30% (243)	59% (476)	11% (86)	804
Film: A casual fan	15% (176)	65% (749)	19% (219)	1144
Film: Not a fan	19% (49)	60% (151)	21% (52)	251
Television: An avid fan	25% (279)	62% (688)	13% (148)	1115
Television: A casual fan	18% (168)	63% (607)	19% (182)	957
Television: Not a fan	17% (21)	63% (82)	20% (26)	129
Music: An avid fan	26% (300)	60% (700)	14% (161)	1161
Music: A casual fan	16% (142)	67% (606)	17% (154)	902
Music: Not a fan	19% (26)	51% (70)	30% (41)	137
Fashion: An avid fan	35% (129)	49% (180)	15% (55)	364
Fashion: A casual fan	20% (177)	64% (576)	16% (143)	896
Fashion: Not a fan	17% (162)	66% (620)	17% (158)	940
Has seen "Die Hard"	23% (365)	65% (1041)	12% (198)	1604
Has seen "Trading Places"	23% (284)	65% (794)	12% (145)	1223
Has seen "Gremlins"	27% (425)	64% (999)	8% (130)	1554
Has seen "Batman Returns"	27% (353)	61% (800)	12% (155)	1309
Has seen "Just Friends"	30% (160)	59% (313)	11% (60)	534
Has seen "The Nightmare Before Christmas"	27% (372)	60% (844)	13% (184)	1400
Has seen "Die Hard"	23% (365)	65% (1041)	12% (198)	1604
Has seen "Trading Places"	23% (284)	65% (794)	12% (145)	1223
Has seen "Gremlins"	27% (425)	64% (999)	8% (130)	1554

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Table HR8_3: *And would you consider the following movies to be Christmas movies, or not?*

Gremlins

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	21%	(468)	63%	(1376)	16%	(356)	2200
Has seen "Batman Returns"	27%	(353)	61%	(800)	12%	(155)	1309
Has seen "Just Friends"	30%	(160)	59%	(313)	11%	(60)	534
Has seen "The Nightmare Before Christmas"	27%	(372)	60%	(844)	13%	(184)	1400

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

Table HR8_4: *And would you consider the following movies to be Christmas movies, or not?*
Batman Returns

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	10%	(221)	74%	(1630)	16%	(349)	2200
Gender: Male	13%	(137)	73%	(778)	14%	(147)	1062
Gender: Female	7%	(83)	75%	(852)	18%	(203)	1138
Age: 18-29	16%	(75)	65%	(307)	19%	(88)	471
Age: 30-44	13%	(72)	77%	(416)	10%	(54)	542
Age: 45-54	9%	(30)	77%	(265)	14%	(47)	342
Age: 55-64	7%	(27)	75%	(309)	18%	(73)	409
Age: 65+	4%	(15)	77%	(334)	20%	(87)	436
Generation Z: 18-22	14%	(28)	62%	(125)	24%	(49)	202
Millennial: Age 23-38	16%	(99)	72%	(444)	11%	(69)	613
Generation X: Age 39-54	9%	(50)	78%	(419)	13%	(70)	540
Boomers: Age 55-73	6%	(41)	75%	(558)	19%	(142)	741
PID: Dem (no lean)	11%	(87)	73%	(574)	16%	(124)	786
PID: Ind (no lean)	10%	(75)	71%	(529)	19%	(146)	750
PID: Rep (no lean)	9%	(58)	79%	(527)	12%	(79)	665
PID/Gender: Dem Men	14%	(49)	75%	(257)	11%	(37)	343
PID/Gender: Dem Women	9%	(38)	72%	(317)	20%	(87)	442
PID/Gender: Ind Men	13%	(48)	67%	(249)	20%	(74)	371
PID/Gender: Ind Women	7%	(27)	74%	(281)	19%	(72)	379
PID/Gender: Rep Men	11%	(40)	78%	(272)	10%	(36)	348
PID/Gender: Rep Women	6%	(18)	81%	(255)	14%	(44)	317
Ideo: Liberal (1-3)	12%	(75)	70%	(440)	18%	(112)	627
Ideo: Moderate (4)	10%	(54)	73%	(394)	17%	(89)	537
Ideo: Conservative (5-7)	9%	(61)	80%	(569)	11%	(82)	711
Educ: < College	11%	(168)	73%	(1107)	16%	(237)	1512
Educ: Bachelors degree	8%	(36)	76%	(337)	16%	(70)	444
Educ: Post-grad	7%	(16)	76%	(186)	17%	(41)	244

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Table HR8_4: *And would you consider the following movies to be Christmas movies, or not?*

Batman Returns

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	10% (221)	74% (1630)	16% (349)	2200
Income: Under 50k	11% (138)	73% (953)	16% (210)	1301
Income: 50k-100k	9% (57)	76% (465)	15% (91)	613
Income: 100k+	9% (26)	74% (212)	17% (48)	285
Ethnicity: White	8% (138)	76% (1306)	16% (278)	1722
Ethnicity: Hispanic	19% (65)	67% (235)	14% (50)	349
Ethnicity: Afr. Am.	21% (57)	67% (183)	13% (35)	274
Ethnicity: Other	12% (25)	69% (142)	18% (37)	204
All Christian	8% (83)	77% (757)	15% (145)	986
All Non-Christian	17% (17)	67% (67)	16% (15)	99
Atheist	4% (4)	75% (81)	21% (23)	108
Agnostic/Nothing in particular	12% (117)	72% (725)	16% (166)	1008
Religious Non-Protestant/Catholic	13% (17)	72% (89)	15% (19)	125
Evangelical	9% (47)	77% (426)	14% (80)	553
Non-Evangelical	11% (94)	73% (620)	16% (135)	849
Community: Urban	12% (72)	71% (429)	16% (99)	600
Community: Suburban	9% (86)	75% (735)	16% (155)	976
Community: Rural	10% (62)	75% (466)	15% (95)	624
Employ: Private Sector	11% (73)	77% (498)	12% (77)	648
Employ: Government	12% (18)	72% (108)	16% (24)	150
Employ: Self-Employed	16% (31)	71% (134)	12% (23)	188
Employ: Homemaker	7% (9)	75% (103)	18% (25)	137
Employ: Retired	5% (23)	75% (378)	21% (105)	506
Employ: Unemployed	15% (41)	70% (191)	15% (40)	271
Employ: Other	9% (17)	79% (153)	13% (25)	194
Military HH: Yes	10% (41)	74% (297)	16% (62)	400
Military HH: No	10% (180)	74% (1333)	16% (287)	1800
RD/WT: Right Direction	12% (99)	75% (610)	13% (108)	816
RD/WT: Wrong Track	9% (122)	74% (1020)	17% (242)	1384
Trump Job Approve	10% (88)	77% (675)	12% (108)	872
Trump Job Disapprove	10% (121)	73% (870)	16% (195)	1187

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Table HR8_4: *And would you consider the following movies to be Christmas movies, or not?*
 Batman Returns

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	10% (221)	74% (1630)	16% (349)	2200
Trump Job Strongly Approve	9% (42)	78% (375)	13% (61)	478
Trump Job Somewhat Approve	12% (46)	76% (300)	12% (47)	393
Trump Job Somewhat Disapprove	13% (32)	71% (168)	16% (38)	238
Trump Job Strongly Disapprove	9% (90)	74% (702)	17% (157)	949
Favorable of Trump	11% (91)	77% (662)	12% (101)	854
Unfavorable of Trump	9% (113)	74% (884)	17% (206)	1203
Very Favorable of Trump	9% (44)	79% (390)	13% (63)	497
Somewhat Favorable of Trump	13% (47)	76% (271)	11% (38)	357
Somewhat Unfavorable of Trump	12% (24)	71% (148)	17% (36)	209
Very Unfavorable of Trump	9% (88)	74% (736)	17% (170)	994
#1 Issue: Economy	15% (81)	74% (404)	11% (62)	547
#1 Issue: Security	11% (48)	77% (348)	12% (54)	451
#1 Issue: Health Care	7% (27)	74% (280)	19% (72)	380
#1 Issue: Medicare / Social Security	6% (16)	73% (208)	21% (59)	283
#1 Issue: Women's Issues	9% (10)	72% (79)	20% (22)	111
#1 Issue: Education	9% (13)	69% (101)	23% (33)	148
#1 Issue: Energy	16% (21)	76% (101)	8% (10)	132
#1 Issue: Other	3% (4)	73% (108)	25% (37)	149
2018 House Vote: Democrat	11% (78)	73% (539)	16% (119)	737
2018 House Vote: Republican	9% (59)	78% (516)	13% (89)	664
2018 House Vote: Someone else	9% (9)	65% (61)	26% (25)	94
2016 Vote: Hillary Clinton	10% (71)	72% (484)	18% (121)	676
2016 Vote: Donald Trump	8% (51)	81% (548)	11% (77)	676
2016 Vote: Other	12% (19)	72% (117)	16% (25)	162
2016 Vote: Didn't Vote	11% (74)	71% (479)	19% (126)	679
Voted in 2014: Yes	9% (121)	75% (988)	16% (204)	1312
Voted in 2014: No	11% (99)	72% (643)	16% (145)	888

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Table HR8_4: *And would you consider the following movies to be Christmas movies, or not?*

Batman Returns

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	10% (221)	74% (1630)	16% (349)	2200
2012 Vote: Barack Obama	10% (87)	73% (612)	16% (135)	835
2012 Vote: Mitt Romney	7% (33)	79% (388)	15% (72)	493
2012 Vote: Other	2% (2)	76% (73)	21% (20)	95
2012 Vote: Didn't Vote	13% (99)	72% (555)	16% (122)	775
4-Region: Northeast	9% (35)	75% (295)	16% (63)	394
4-Region: Midwest	7% (33)	77% (358)	15% (71)	462
4-Region: South	10% (83)	76% (624)	14% (117)	824
4-Region: West	13% (69)	68% (353)	19% (98)	520
Watch TV: Every day	10% (113)	75% (829)	15% (163)	1106
Watch TV: Several times per week	9% (46)	75% (401)	16% (87)	533
Watch TV: About once per week	13% (22)	70% (117)	17% (29)	168
Watch TV: Several times per month	9% (7)	78% (67)	13% (11)	85
Watch TV: About once per month	21% (12)	71% (42)	8% (5)	58
Watch TV: Less often than once per month	16% (12)	66% (48)	18% (13)	73
Watch TV: Never	5% (9)	72% (127)	23% (40)	176
Watch Movies: Every day	14% (61)	74% (321)	11% (49)	431
Watch Movies: Several times per week	13% (76)	72% (417)	15% (87)	579
Watch Movies: About once per week	6% (21)	79% (292)	15% (57)	370
Watch Movies: Several times per month	7% (18)	80% (198)	12% (30)	247
Watch Movies: About once per month	7% (13)	72% (133)	21% (38)	185
Watch Movies: Less often than once per month	7% (12)	67% (118)	26% (45)	176
Watch Movies: Never	9% (19)	71% (151)	20% (44)	214
Watch Sporting Events: Every day	21% (30)	69% (100)	10% (15)	145
Watch Sporting Events: Several times per week	13% (59)	76% (333)	11% (48)	440
Watch Sporting Events: About once per week	8% (26)	78% (254)	14% (46)	325
Watch Sporting Events: Several times per month	6% (11)	79% (141)	15% (27)	179
Watch Sporting Events: About once per month	12% (18)	75% (112)	14% (20)	150
Watch Sporting Events: Less often than once per month	7% (20)	72% (204)	20% (58)	281
Watch Sporting Events: Never	8% (57)	72% (487)	20% (136)	679

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Table HR8_4: *And would you consider the following movies to be Christmas movies, or not?*
Batman Returns

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	10% (221)	74% (1630)	16% (349)	2200
Cable TV: Currently subscribe	11% (117)	74% (756)	14% (147)	1019
Cable TV: Subscribed in past	8% (64)	77% (583)	15% (110)	756
Cable TV: Never subscribed	9% (40)	69% (292)	22% (92)	424
Satellite TV: Currently subscribe	12% (58)	73% (359)	15% (76)	493
Satellite TV: Subscribed in past	10% (65)	76% (474)	14% (87)	626
Satellite TV: Never subscribed	9% (97)	74% (797)	17% (186)	1081
Streaming Services: Currently subscribe	11% (147)	75% (1016)	14% (184)	1347
Streaming Services: Subscribed in past	12% (26)	66% (140)	21% (44)	210
Streaming Services: Never subscribed	7% (47)	74% (475)	19% (121)	643
Film: An avid fan	13% (105)	75% (602)	12% (97)	804
Film: A casual fan	8% (90)	75% (854)	18% (200)	1144
Film: Not a fan	10% (25)	69% (174)	21% (52)	251
Television: An avid fan	13% (146)	73% (814)	14% (155)	1115
Television: A casual fan	7% (64)	76% (725)	17% (167)	957
Television: Not a fan	8% (11)	71% (91)	21% (27)	129
Music: An avid fan	12% (141)	73% (850)	15% (170)	1161
Music: A casual fan	8% (69)	77% (693)	15% (140)	902
Music: Not a fan	8% (10)	64% (87)	29% (40)	137
Fashion: An avid fan	20% (72)	65% (235)	16% (57)	364
Fashion: A casual fan	10% (85)	75% (675)	15% (135)	896
Fashion: Not a fan	7% (63)	77% (720)	17% (157)	940
Has seen "Die Hard"	11% (171)	77% (1231)	13% (203)	1604
Has seen "Trading Places"	10% (117)	77% (943)	13% (164)	1223
Has seen "Gremlins"	10% (155)	77% (1203)	13% (197)	1554
Has seen "Batman Returns"	14% (181)	78% (1020)	8% (108)	1309
Has seen "Just Friends"	14% (73)	75% (402)	11% (59)	534
Has seen "The Nightmare Before Christmas"	11% (157)	76% (1065)	13% (178)	1400
Has seen "Die Hard"	11% (171)	77% (1231)	13% (203)	1604
Has seen "Trading Places"	10% (117)	77% (943)	13% (164)	1223
Has seen "Gremlins"	10% (155)	77% (1203)	13% (197)	1554

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Table HR8_4: *And would you consider the following movies to be Christmas movies, or not?*

Batman Returns

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	10%	(221)	74%	(1630)	16%	(349)	2200
Has seen "Batman Returns"	14%	(181)	78%	(1020)	8%	(108)	1309
Has seen "Just Friends"	14%	(73)	75%	(402)	11%	(59)	534
Has seen "The Nightmare Before Christmas"	11%	(157)	76%	(1065)	13%	(178)	1400

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

Table HR8_5: *And would you consider the following movies to be Christmas movies, or not?*
Just Friends

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	9%	(207)	51%	(1120)	40%	(874)	2200
Gender: Male	11%	(112)	51%	(540)	39%	(410)	1062
Gender: Female	8%	(95)	51%	(580)	41%	(464)	1138
Age: 18-29	17%	(78)	48%	(226)	35%	(167)	471
Age: 30-44	10%	(57)	54%	(294)	35%	(191)	542
Age: 45-54	9%	(31)	49%	(167)	42%	(144)	342
Age: 55-64	5%	(22)	53%	(215)	42%	(172)	409
Age: 65+	4%	(19)	50%	(217)	46%	(200)	436
Generation Z: 18-22	13%	(26)	45%	(91)	42%	(86)	202
Millennial: Age 23-38	15%	(92)	54%	(329)	31%	(192)	613
Generation X: Age 39-54	9%	(48)	50%	(268)	41%	(224)	540
Boomers: Age 55-73	5%	(35)	50%	(372)	45%	(335)	741
PID: Dem (no lean)	11%	(90)	49%	(381)	40%	(314)	786
PID: Ind (no lean)	8%	(59)	48%	(358)	44%	(333)	750
PID: Rep (no lean)	9%	(57)	57%	(380)	34%	(227)	665
PID/Gender: Dem Men	13%	(44)	50%	(171)	37%	(127)	343
PID/Gender: Dem Women	10%	(46)	48%	(210)	42%	(186)	442
PID/Gender: Ind Men	9%	(33)	46%	(169)	46%	(169)	371
PID/Gender: Ind Women	7%	(26)	50%	(189)	43%	(164)	379
PID/Gender: Rep Men	10%	(35)	57%	(200)	33%	(113)	348
PID/Gender: Rep Women	7%	(22)	57%	(181)	36%	(114)	317
Ideo: Liberal (1-3)	14%	(87)	42%	(262)	44%	(278)	627
Ideo: Moderate (4)	7%	(39)	53%	(287)	39%	(212)	537
Ideo: Conservative (5-7)	8%	(58)	57%	(406)	35%	(247)	711
Educ: < College	10%	(144)	52%	(781)	39%	(587)	1512
Educ: Bachelors degree	9%	(42)	49%	(216)	42%	(186)	444
Educ: Post-grad	9%	(21)	50%	(123)	41%	(100)	244

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Table HR8_5: *And would you consider the following movies to be Christmas movies, or not?*

Just Friends

Demographic	Yes		No		Don't know / No opinion	Total N	
Adults	9%	(207)	51%	(1120)	40%	(874)	2200
Income: Under 50k	9%	(116)	52%	(671)	39%	(514)	1301
Income: 50k-100k	11%	(66)	51%	(314)	38%	(234)	613
Income: 100k+	9%	(25)	47%	(135)	44%	(126)	285
Ethnicity: White	9%	(152)	51%	(872)	41%	(698)	1722
Ethnicity: Hispanic	15%	(53)	47%	(166)	37%	(130)	349
Ethnicity: Afr. Am.	15%	(41)	53%	(145)	32%	(89)	274
Ethnicity: Other	7%	(14)	51%	(103)	43%	(87)	204
All Christian	8%	(83)	53%	(518)	39%	(385)	986
All Non-Christian	14%	(14)	44%	(43)	42%	(42)	99
Atheist	10%	(10)	43%	(46)	47%	(51)	108
Agnostic/Nothing in particular	10%	(99)	51%	(513)	39%	(396)	1008
Religious Non-Protestant/Catholic	13%	(16)	45%	(56)	42%	(53)	125
Evangelical	11%	(59)	53%	(294)	36%	(200)	553
Non-Evangelical	8%	(68)	53%	(450)	39%	(331)	849
Community: Urban	11%	(69)	51%	(303)	38%	(228)	600
Community: Suburban	10%	(94)	50%	(490)	40%	(392)	976
Community: Rural	7%	(44)	52%	(326)	41%	(254)	624
Employ: Private Sector	12%	(80)	49%	(320)	38%	(249)	648
Employ: Government	12%	(19)	51%	(77)	37%	(55)	150
Employ: Self-Employed	17%	(32)	46%	(87)	37%	(69)	188
Employ: Homemaker	6%	(8)	47%	(64)	47%	(65)	137
Employ: Retired	4%	(20)	52%	(264)	44%	(223)	506
Employ: Unemployed	9%	(26)	56%	(151)	35%	(94)	271
Employ: Other	8%	(15)	57%	(111)	35%	(69)	194
Military HH: Yes	6%	(23)	51%	(203)	44%	(174)	400
Military HH: No	10%	(184)	51%	(917)	39%	(699)	1800
RD/WT: Right Direction	11%	(90)	54%	(438)	35%	(287)	816
RD/WT: Wrong Track	8%	(116)	49%	(681)	42%	(586)	1384
Trump Job Approve	11%	(92)	54%	(471)	35%	(308)	872
Trump Job Disapprove	9%	(110)	50%	(590)	41%	(487)	1187

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Table HR8_5: *And would you consider the following movies to be Christmas movies, or not?*
Just Friends

Demographic	Yes		No		Don't know / No opinion	Total N
Adults	9%	(207)	51%	(1120)	40% (874)	2200
Trump Job Strongly Approve	8%	(38)	55%	(263)	37% (178)	478
Trump Job Somewhat Approve	14%	(55)	53%	(209)	33% (130)	393
Trump Job Somewhat Disapprove	8%	(18)	58%	(139)	34% (81)	238
Trump Job Strongly Disapprove	10%	(92)	47%	(450)	43% (406)	949
Favorable of Trump	10%	(81)	54%	(463)	36% (310)	854
Unfavorable of Trump	10%	(116)	49%	(592)	41% (495)	1203
Very Favorable of Trump	8%	(39)	55%	(275)	37% (183)	497
Somewhat Favorable of Trump	12%	(42)	53%	(188)	36% (127)	357
Somewhat Unfavorable of Trump	12%	(26)	54%	(112)	34% (71)	209
Very Unfavorable of Trump	9%	(90)	48%	(480)	43% (424)	994
#1 Issue: Economy	13%	(69)	52%	(285)	35% (193)	547
#1 Issue: Security	9%	(39)	54%	(242)	38% (170)	451
#1 Issue: Health Care	9%	(34)	49%	(184)	43% (162)	380
#1 Issue: Medicare / Social Security	5%	(14)	55%	(155)	40% (114)	283
#1 Issue: Women's Issues	15%	(17)	47%	(53)	37% (41)	111
#1 Issue: Education	11%	(16)	48%	(71)	41% (61)	148
#1 Issue: Energy	12%	(16)	49%	(65)	39% (51)	132
#1 Issue: Other	2%	(2)	43%	(65)	55% (82)	149
2018 House Vote: Democrat	11%	(78)	48%	(352)	42% (307)	737
2018 House Vote: Republican	8%	(56)	57%	(381)	34% (226)	664
2018 House Vote: Someone else	7%	(6)	43%	(40)	51% (48)	94
2016 Vote: Hillary Clinton	10%	(69)	47%	(317)	43% (290)	676
2016 Vote: Donald Trump	7%	(51)	57%	(384)	36% (241)	676
2016 Vote: Other	11%	(17)	47%	(77)	42% (68)	162
2016 Vote: Didn't Vote	10%	(65)	50%	(341)	40% (274)	679
Voted in 2014: Yes	9%	(120)	51%	(675)	39% (517)	1312
Voted in 2014: No	10%	(86)	50%	(445)	40% (357)	888

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Table HR8_5: *And would you consider the following movies to be Christmas movies, or not?*

Just Friends

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	9% (207)	51% (1120)	40% (874)	2200
2012 Vote: Barack Obama	10% (84)	47% (396)	42% (354)	835
2012 Vote: Mitt Romney	6% (28)	57% (279)	38% (186)	493
2012 Vote: Other	8% (8)	48% (46)	43% (41)	95
2012 Vote: Didn't Vote	11% (86)	51% (398)	37% (290)	775
4-Region: Northeast	9% (36)	52% (204)	39% (153)	394
4-Region: Midwest	6% (26)	54% (250)	40% (187)	462
4-Region: South	9% (78)	53% (433)	38% (313)	824
4-Region: West	13% (67)	45% (233)	42% (220)	520
Watch TV: Every day	10% (112)	51% (561)	39% (432)	1106
Watch TV: Several times per week	10% (56)	50% (267)	39% (210)	533
Watch TV: About once per week	9% (16)	54% (90)	37% (63)	168
Watch TV: Several times per month	10% (8)	50% (43)	40% (34)	85
Watch TV: About once per month	7% (4)	50% (29)	43% (25)	58
Watch TV: Less often than once per month	5% (4)	46% (34)	49% (36)	73
Watch TV: Never	4% (7)	54% (96)	42% (73)	176
Watch Movies: Every day	17% (73)	51% (218)	33% (140)	431
Watch Movies: Several times per week	13% (78)	48% (275)	39% (226)	579
Watch Movies: About once per week	5% (18)	55% (203)	40% (148)	370
Watch Movies: Several times per month	5% (13)	54% (134)	40% (99)	247
Watch Movies: About once per month	4% (7)	44% (81)	52% (97)	185
Watch Movies: Less often than once per month	4% (6)	47% (83)	49% (86)	176
Watch Movies: Never	5% (11)	59% (125)	36% (78)	214
Watch Sporting Events: Every day	20% (29)	47% (69)	33% (48)	145
Watch Sporting Events: Several times per week	14% (63)	52% (230)	34% (147)	440
Watch Sporting Events: About once per week	10% (32)	53% (171)	38% (122)	325
Watch Sporting Events: Several times per month	7% (13)	52% (93)	41% (74)	179
Watch Sporting Events: About once per month	7% (11)	51% (76)	42% (63)	150
Watch Sporting Events: Less often than once per month	5% (14)	48% (136)	47% (131)	281
Watch Sporting Events: Never	7% (46)	51% (346)	42% (288)	679

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Table HR8_5: *And would you consider the following movies to be Christmas movies, or not?*
Just Friends

Demographic	Yes		No		Don't know / No opinion	Total N	
Adults	9%	(207)	51%	(1120)	40%	(874)	2200
Cable TV: Currently subscribe	12%	(119)	50%	(506)	39%	(394)	1019
Cable TV: Subscribed in past	7%	(52)	52%	(396)	41%	(308)	756
Cable TV: Never subscribed	8%	(36)	51%	(218)	40%	(171)	424
Satellite TV: Currently subscribe	11%	(54)	52%	(256)	37%	(182)	493
Satellite TV: Subscribed in past	11%	(71)	49%	(308)	39%	(247)	626
Satellite TV: Never subscribed	8%	(81)	51%	(556)	41%	(444)	1081
Streaming Services: Currently subscribe	11%	(149)	50%	(679)	39%	(519)	1347
Streaming Services: Subscribed in past	10%	(22)	51%	(106)	39%	(82)	210
Streaming Services: Never subscribed	6%	(36)	52%	(335)	42%	(272)	643
Film: An avid fan	14%	(113)	51%	(407)	35%	(285)	804
Film: A casual fan	7%	(82)	49%	(563)	44%	(499)	1144
Film: Not a fan	5%	(12)	60%	(150)	36%	(89)	251
Television: An avid fan	12%	(132)	52%	(575)	37%	(408)	1115
Television: A casual fan	7%	(67)	49%	(466)	44%	(423)	957
Television: Not a fan	6%	(8)	61%	(79)	33%	(42)	129
Music: An avid fan	12%	(136)	50%	(584)	38%	(442)	1161
Music: A casual fan	7%	(61)	52%	(471)	41%	(370)	902
Music: Not a fan	7%	(10)	48%	(66)	45%	(62)	137
Fashion: An avid fan	18%	(66)	46%	(168)	36%	(130)	364
Fashion: A casual fan	11%	(95)	51%	(460)	38%	(342)	896
Fashion: Not a fan	5%	(46)	52%	(492)	43%	(402)	940
Has seen "Die Hard"	9%	(144)	51%	(815)	40%	(645)	1604
Has seen "Trading Places"	10%	(124)	51%	(622)	39%	(477)	1223
Has seen "Gremlins"	10%	(151)	51%	(788)	40%	(615)	1554
Has seen "Batman Returns"	12%	(156)	51%	(663)	37%	(490)	1309
Has seen "Just Friends"	24%	(130)	59%	(317)	16%	(87)	534
Has seen "The Nightmare Before Christmas"	11%	(157)	50%	(701)	39%	(542)	1400
Has seen "Die Hard"	9%	(144)	51%	(815)	40%	(645)	1604
Has seen "Trading Places"	10%	(124)	51%	(622)	39%	(477)	1223
Has seen "Gremlins"	10%	(151)	51%	(788)	40%	(615)	1554

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Table HR8_5: *And would you consider the following movies to be Christmas movies, or not?*
Just Friends

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	9%	(207)	51%	(1120)	40%	(874)	2200
Has seen "Batman Returns"	12%	(156)	51%	(663)	37%	(490)	1309
Has seen "Just Friends"	24%	(130)	59%	(317)	16%	(87)	534
Has seen "The Nightmare Before Christmas"	11%	(157)	50%	(701)	39%	(542)	1400

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

Table HR8_6: *And would you consider the following movies to be Christmas movies, or not?*
The Nightmare Before Christmas

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	61%	(1342)	25%	(544)	14%	(314)	2200
Gender: Male	58%	(619)	27%	(287)	15%	(155)	1062
Gender: Female	63%	(722)	23%	(257)	14%	(159)	1138
Age: 18-29	75%	(354)	15%	(70)	10%	(47)	471
Age: 30-44	69%	(375)	21%	(112)	10%	(56)	542
Age: 45-54	56%	(190)	31%	(107)	13%	(45)	342
Age: 55-64	54%	(220)	29%	(118)	17%	(71)	409
Age: 65+	47%	(203)	32%	(138)	22%	(95)	436
Generation Z: 18-22	77%	(156)	14%	(29)	9%	(17)	202
Millennial: Age 23-38	73%	(447)	17%	(106)	10%	(60)	613
Generation X: Age 39-54	58%	(316)	28%	(154)	13%	(70)	540
Boomers: Age 55-73	51%	(376)	30%	(224)	19%	(142)	741
PID: Dem (no lean)	65%	(512)	22%	(175)	13%	(99)	786
PID: Ind (no lean)	63%	(471)	21%	(161)	16%	(118)	750
PID: Rep (no lean)	54%	(358)	31%	(208)	15%	(98)	665
PID/Gender: Dem Men	65%	(224)	24%	(83)	10%	(35)	343
PID/Gender: Dem Women	65%	(288)	21%	(91)	14%	(63)	442
PID/Gender: Ind Men	59%	(219)	22%	(82)	19%	(70)	371
PID/Gender: Ind Women	66%	(252)	21%	(79)	13%	(48)	379
PID/Gender: Rep Men	50%	(175)	35%	(122)	14%	(50)	348
PID/Gender: Rep Women	58%	(183)	27%	(86)	15%	(48)	317
Ideo: Liberal (1-3)	68%	(424)	20%	(126)	12%	(78)	627
Ideo: Moderate (4)	62%	(332)	23%	(123)	15%	(82)	537
Ideo: Conservative (5-7)	53%	(380)	32%	(230)	14%	(101)	711
Educ: < College	64%	(971)	23%	(343)	13%	(198)	1512
Educ: Bachelors degree	56%	(248)	29%	(128)	15%	(67)	444
Educ: Post-grad	50%	(123)	30%	(72)	20%	(49)	244

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Table HR8_6: *And would you consider the following movies to be Christmas movies, or not?*
The Nightmare Before Christmas

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	61% (1342)	25% (544)	14% (314)	2200
Income: Under 50k	63% (818)	23% (295)	15% (189)	1301
Income: 50k-100k	59% (361)	28% (173)	13% (79)	613
Income: 100k+	57% (163)	27% (76)	16% (46)	285
Ethnicity: White	58% (1001)	27% (465)	15% (255)	1722
Ethnicity: Hispanic	68% (238)	20% (69)	12% (43)	349
Ethnicity: Afr. Am.	76% (207)	17% (46)	8% (21)	274
Ethnicity: Other	65% (133)	16% (33)	19% (39)	204
All Christian	55% (537)	30% (294)	16% (155)	986
All Non-Christian	67% (67)	20% (20)	12% (12)	99
Atheist	78% (84)	11% (12)	11% (12)	108
Agnostic/Nothing in particular	65% (653)	22% (218)	13% (136)	1008
Religious Non-Protestant/Catholic	68% (85)	22% (27)	11% (13)	125
Evangelical	60% (331)	25% (138)	15% (85)	553
Non-Evangelical	56% (474)	28% (241)	16% (134)	849
Community: Urban	63% (380)	24% (142)	13% (79)	600
Community: Suburban	60% (590)	26% (258)	13% (128)	976
Community: Rural	60% (372)	23% (144)	17% (107)	624
Employ: Private Sector	63% (410)	24% (156)	13% (82)	648
Employ: Government	60% (90)	30% (45)	10% (15)	150
Employ: Self-Employed	73% (138)	17% (32)	10% (18)	188
Employ: Homemaker	57% (78)	25% (34)	19% (26)	137
Employ: Retired	49% (247)	31% (158)	20% (101)	506
Employ: Unemployed	57% (155)	28% (76)	15% (40)	271
Employ: Other	74% (144)	15% (30)	11% (21)	194
Military HH: Yes	54% (217)	29% (117)	17% (66)	400
Military HH: No	62% (1125)	24% (427)	14% (248)	1800
RD/WT: Right Direction	59% (479)	27% (221)	14% (117)	816
RD/WT: Wrong Track	62% (863)	23% (323)	14% (198)	1384
Trump Job Approve	57% (497)	29% (249)	14% (126)	872
Trump Job Disapprove	65% (770)	23% (273)	12% (143)	1187

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Table HR8_6: And would you consider the following movies to be Christmas movies, or not?
The Nightmare Before Christmas

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	61% (1342)	25% (544)	14% (314)	2200
Trump Job Strongly Approve	53% (252)	32% (152)	16% (74)	478
Trump Job Somewhat Approve	62% (244)	25% (97)	13% (52)	393
Trump Job Somewhat Disapprove	66% (158)	24% (57)	10% (24)	238
Trump Job Strongly Disapprove	65% (613)	23% (217)	13% (119)	949
Favorable of Trump	56% (477)	29% (249)	15% (128)	854
Unfavorable of Trump	66% (789)	22% (264)	12% (150)	1203
Very Favorable of Trump	53% (266)	32% (159)	15% (72)	497
Somewhat Favorable of Trump	59% (211)	25% (90)	15% (55)	357
Somewhat Unfavorable of Trump	69% (144)	20% (41)	12% (24)	209
Very Unfavorable of Trump	65% (645)	22% (223)	13% (126)	994
#1 Issue: Economy	66% (364)	22% (120)	12% (63)	547
#1 Issue: Security	56% (252)	29% (130)	15% (69)	451
#1 Issue: Health Care	56% (212)	27% (102)	17% (65)	380
#1 Issue: Medicare / Social Security	51% (145)	32% (91)	17% (47)	283
#1 Issue: Women's Issues	76% (84)	16% (17)	8% (9)	111
#1 Issue: Education	72% (106)	19% (28)	9% (14)	148
#1 Issue: Energy	75% (100)	16% (21)	9% (11)	132
#1 Issue: Other	53% (78)	23% (35)	24% (36)	149
2018 House Vote: Democrat	65% (476)	23% (168)	13% (92)	737
2018 House Vote: Republican	53% (355)	33% (219)	14% (90)	664
2018 House Vote: Someone else	56% (53)	20% (19)	23% (22)	94
2016 Vote: Hillary Clinton	63% (424)	24% (161)	13% (91)	676
2016 Vote: Donald Trump	52% (352)	33% (226)	14% (98)	676
2016 Vote: Other	62% (100)	25% (40)	14% (22)	162
2016 Vote: Didn't Vote	68% (459)	17% (117)	15% (103)	679
Voted in 2014: Yes	58% (756)	28% (369)	14% (187)	1312
Voted in 2014: No	66% (586)	20% (175)	14% (127)	888

Continued on next page

Table HR8_6: *And would you consider the following movies to be Christmas movies, or not?*
The Nightmare Before Christmas

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	61% (1342)	25% (544)	14% (314)	2200
2012 Vote: Barack Obama	62% (516)	24% (201)	14% (118)	835
2012 Vote: Mitt Romney	50% (246)	33% (163)	17% (84)	493
2012 Vote: Other	48% (46)	34% (32)	18% (17)	95
2012 Vote: Didn't Vote	69% (534)	19% (146)	12% (95)	775
4-Region: Northeast	60% (238)	25% (97)	15% (59)	394
4-Region: Midwest	61% (280)	27% (123)	13% (59)	462
4-Region: South	63% (518)	24% (199)	13% (108)	824
4-Region: West	59% (306)	24% (126)	17% (88)	520
Watch TV: Every day	62% (683)	24% (270)	14% (153)	1106
Watch TV: Several times per week	63% (335)	23% (122)	14% (76)	533
Watch TV: About once per week	62% (105)	24% (40)	14% (23)	168
Watch TV: Several times per month	66% (56)	24% (20)	10% (9)	85
Watch TV: About once per month	58% (34)	32% (19)	10% (6)	58
Watch TV: Less often than once per month	67% (49)	18% (13)	15% (11)	73
Watch TV: Never	45% (79)	34% (60)	21% (37)	176
Watch Movies: Every day	70% (300)	23% (101)	7% (30)	431
Watch Movies: Several times per week	65% (379)	21% (124)	13% (76)	579
Watch Movies: About once per week	64% (238)	22% (81)	14% (51)	370
Watch Movies: Several times per month	59% (145)	29% (72)	12% (29)	247
Watch Movies: About once per month	55% (102)	25% (45)	20% (37)	185
Watch Movies: Less often than once per month	45% (80)	26% (46)	29% (50)	176
Watch Movies: Never	46% (97)	35% (75)	19% (41)	214
Watch Sporting Events: Every day	72% (105)	20% (29)	8% (11)	145
Watch Sporting Events: Several times per week	64% (282)	24% (105)	12% (53)	440
Watch Sporting Events: About once per week	62% (200)	26% (84)	13% (41)	325
Watch Sporting Events: Several times per month	64% (115)	24% (43)	12% (21)	179
Watch Sporting Events: About once per month	71% (107)	16% (23)	13% (20)	150
Watch Sporting Events: Less often than once per month	58% (163)	26% (73)	16% (46)	281
Watch Sporting Events: Never	54% (369)	28% (188)	18% (122)	679

Continued on next page

Table HR8_6: And would you consider the following movies to be Christmas movies, or not?
The Nightmare Before Christmas

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	61% (1342)	25% (544)	14% (314)	2200
Cable TV: Currently subscribe	62% (637)	26% (262)	12% (121)	1019
Cable TV: Subscribed in past	60% (451)	25% (192)	15% (113)	756
Cable TV: Never subscribed	60% (253)	21% (90)	19% (81)	424
Satellite TV: Currently subscribe	61% (299)	26% (127)	13% (66)	493
Satellite TV: Subscribed in past	65% (409)	22% (140)	12% (77)	626
Satellite TV: Never subscribed	59% (633)	26% (277)	16% (171)	1081
Streaming Services: Currently subscribe	65% (881)	24% (318)	11% (148)	1347
Streaming Services: Subscribed in past	68% (142)	22% (47)	10% (21)	210
Streaming Services: Never subscribed	50% (318)	28% (179)	23% (146)	643
Film: An avid fan	73% (588)	19% (153)	8% (64)	804
Film: A casual fan	55% (627)	28% (318)	17% (200)	1144
Film: Not a fan	51% (127)	29% (73)	20% (51)	251
Television: An avid fan	66% (737)	23% (255)	11% (122)	1115
Television: A casual fan	56% (535)	26% (252)	18% (170)	957
Television: Not a fan	54% (69)	29% (37)	18% (23)	129
Music: An avid fan	70% (811)	20% (229)	10% (121)	1161
Music: A casual fan	52% (473)	30% (273)	17% (155)	902
Music: Not a fan	42% (57)	31% (42)	28% (38)	137
Fashion: An avid fan	76% (277)	15% (53)	9% (34)	364
Fashion: A casual fan	66% (596)	20% (183)	13% (117)	896
Fashion: Not a fan	50% (469)	33% (308)	17% (163)	940
Has seen "Die Hard"	63% (1008)	25% (395)	13% (202)	1604
Has seen "Trading Places"	63% (765)	25% (306)	12% (152)	1223
Has seen "Gremlins"	66% (1033)	23% (363)	10% (158)	1554
Has seen "Batman Returns"	68% (892)	23% (298)	9% (119)	1309
Has seen "Just Friends"	71% (378)	21% (110)	9% (46)	534
Has seen "The Nightmare Before Christmas"	75% (1053)	19% (268)	6% (79)	1400
Has seen "Die Hard"	63% (1008)	25% (395)	13% (202)	1604
Has seen "Trading Places"	63% (765)	25% (306)	12% (152)	1223
Has seen "Gremlins"	66% (1033)	23% (363)	10% (158)	1554

Continued on next page

Table HR8_6: *And would you consider the following movies to be Christmas movies, or not?*
The Nightmare Before Christmas

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	61% (1342)	25% (544)	14% (314)	2200
Has seen "Batman Returns"	68% (892)	23% (298)	9% (119)	1309
Has seen "Just Friends"	71% (378)	21% (110)	9% (46)	534
Has seen "The Nightmare Before Christmas"	75% (1053)	19% (268)	6% (79)	1400

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

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

Demographic	Watch TV: Every day	Watch TV:	Watch TV:	Watch TV:	Watch TV:	Watch TV:	Watch TV: Never	Total
		Several times per week	About once per week	Several times per month	About once per month	Less often than once per month		
Adults	50% (1106)	24% (533)	8% (168)	4% (85)	3% (58)	3% (73)	8% (176)	220
Gender: Male	47% (501)	26% (279)	8% (81)	4% (42)	3% (35)	3% (36)	8% (86)	100
Gender: Female	53% (604)	22% (254)	8% (87)	4% (43)	2% (23)	3% (37)	8% (90)	113
Age: 18-29	43% (203)	28% (131)	11% (54)	4% (21)	3% (16)	3% (12)	7% (34)	4
Age: 30-44	49% (266)	29% (155)	9% (49)	4% (23)	2% (9)	3% (18)	4% (23)	54
Age: 45-54	45% (155)	22% (76)	9% (32)	5% (18)	5% (16)	5% (17)	8% (28)	34
Age: 55-64	55% (224)	23% (95)	5% (22)	3% (14)	2% (7)	4% (16)	8% (31)	40
Age: 65+	59% (257)	18% (77)	3% (13)	2% (10)	2% (10)	2% (10)	14% (60)	43
Generation Z: 18-22	38% (77)	24% (49)	13% (27)	6% (12)	4% (8)	3% (7)	11% (23)	20
Millennial: Age 23-38	47% (286)	30% (182)	10% (58)	4% (24)	2% (13)	3% (21)	5% (28)	6
Generation X: Age 39-54	48% (262)	24% (131)	9% (49)	5% (26)	4% (19)	4% (19)	6% (34)	54
Boomers: Age 55-73	56% (418)	22% (159)	5% (33)	3% (21)	2% (16)	3% (23)	10% (71)	7
PID: Dem (no lean)	56% (441)	25% (193)	7% (58)	2% (17)	2% (16)	2% (16)	6% (44)	78
PID: Ind (no lean)	43% (324)	23% (176)	9% (70)	5% (39)	3% (23)	5% (34)	11% (83)	75
PID: Rep (no lean)	51% (341)	25% (165)	6% (40)	4% (28)	3% (19)	3% (22)	7% (49)	60
PID/Gender: Dem Men	57% (195)	28% (95)	6% (21)	2% (8)	3% (10)	1% (5)	3% (10)	34
PID/Gender: Dem Women	56% (246)	22% (98)	8% (38)	2% (10)	1% (6)	3% (11)	8% (34)	44
PID/Gender: Ind Men	39% (146)	23% (87)	11% (40)	6% (21)	3% (12)	5% (18)	13% (47)	3
PID/Gender: Ind Women	47% (178)	23% (89)	8% (30)	5% (19)	3% (11)	4% (16)	9% (36)	37
PID/Gender: Rep Men	46% (161)	28% (98)	6% (20)	4% (13)	4% (13)	4% (14)	8% (29)	34
PID/Gender: Rep Women	57% (180)	21% (67)	6% (19)	5% (15)	2% (6)	3% (9)	6% (20)	3
Ideo: Liberal (1-3)	54% (338)	26% (163)	8% (48)	4% (25)	3% (19)	2% (10)	4% (24)	62
Ideo: Moderate (4)	55% (293)	24% (131)	6% (33)	3% (18)	3% (17)	3% (15)	6% (30)	53
Ideo: Conservative (5-7)	49% (349)	23% (165)	8% (58)	4% (32)	2% (17)	4% (27)	9% (64)	7

Continued on next page

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

TV shows

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total
Adults	50% (1106)	24% (533)	8% (168)	4% (85)	3% (58)	3% (73)	8% (176)	220
Educ: < College	51% (773)	22% (333)	7% (112)	4% (62)	3% (40)	4% (56)	9% (136)	15
Educ: Bachelors degree	46% (206)	31% (138)	8% (34)	3% (13)	4% (16)	2% (11)	6% (26)	44
Educ: Post-grad	52% (127)	26% (63)	9% (22)	4% (10)	1% (2)	2% (6)	6% (14)	24
Income: Under 50k	49% (640)	22% (282)	8% (109)	4% (50)	4% (46)	3% (45)	10% (128)	13
Income: 50k-100k	53% (323)	26% (162)	6% (38)	4% (22)	2% (10)	3% (19)	6% (38)	6
Income: 100k+	50% (142)	31% (89)	7% (21)	5% (13)	1% (2)	3% (9)	3% (10)	28
Ethnicity: White	52% (893)	24% (405)	7% (123)	4% (63)	3% (44)	3% (56)	8% (138)	172
Ethnicity: Hispanic	41% (143)	29% (102)	11% (38)	5% (17)	4% (13)	4% (13)	6% (23)	34
Ethnicity: Afr. Am.	49% (135)	27% (74)	9% (25)	4% (10)	2% (5)	5% (13)	5% (14)	27
Ethnicity: Other	38% (78)	27% (55)	10% (21)	6% (13)	4% (9)	2% (4)	12% (24)	20
All Christian	54% (530)	24% (237)	6% (63)	4% (37)	3% (25)	3% (26)	7% (67)	98
All Non-Christian	51% (50)	29% (28)	8% (8)	3% (3)	2% (2)	2% (2)	6% (6)	9
Atheist	58% (62)	25% (26)	3% (3)	7% (8)	— (0)	3% (3)	4% (5)	10
Agnostic/Nothing in particular	46% (463)	24% (242)	9% (94)	4% (37)	3% (30)	4% (42)	10% (99)	100
Religious Non-Protestant/Catholic	48% (60)	29% (37)	9% (11)	4% (5)	2% (2)	2% (3)	5% (7)	12
Evangelical	54% (298)	21% (118)	7% (40)	4% (22)	2% (10)	5% (26)	7% (40)	53
Non-Evangelical	49% (414)	26% (218)	8% (69)	3% (28)	3% (30)	3% (25)	8% (65)	84
Community: Urban	47% (281)	28% (166)	8% (49)	3% (19)	3% (18)	3% (18)	8% (50)	60
Community: Suburban	52% (510)	23% (228)	7% (70)	5% (45)	2% (20)	4% (35)	7% (68)	97
Community: Rural	50% (314)	22% (140)	8% (50)	3% (21)	3% (20)	3% (21)	9% (58)	62
Employ: Private Sector	48% (311)	30% (194)	9% (57)	4% (26)	3% (18)	2% (12)	5% (31)	64
Employ: Government	49% (74)	27% (41)	9% (13)	4% (5)	3% (5)	3% (5)	5% (7)	15
Employ: Self-Employed	45% (84)	23% (43)	10% (18)	4% (8)	6% (11)	6% (12)	6% (12)	18
Employ: Homemaker	54% (74)	21% (29)	9% (13)	1% (1)	2% (2)	4% (5)	9% (13)	13
Employ: Retired	58% (292)	19% (95)	3% (15)	3% (14)	2% (9)	3% (16)	13% (64)	50
Employ: Unemployed	46% (125)	22% (59)	8% (23)	6% (17)	4% (11)	5% (13)	9% (25)	21
Employ: Other	51% (99)	23% (45)	10% (20)	4% (8)	2% (3)	3% (6)	7% (14)	19

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

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total
Adults	50% (1106)	24% (533)	8% (168)	4% (85)	3% (58)	3% (73)	8% (176)	220
Military HH: Yes	58% (232)	20% (82)	6% (22)	4% (17)	3% (10)	2% (8)	7% (28)	40
Military HH: No	49% (873)	25% (452)	8% (146)	4% (68)	3% (48)	4% (65)	8% (149)	180
RD/WT: Right Direction	48% (395)	24% (199)	7% (56)	5% (43)	3% (26)	3% (26)	9% (72)	8
RD/WT: Wrong Track	51% (711)	24% (335)	8% (112)	3% (43)	2% (32)	3% (47)	8% (104)	138
Trump Job Approve	48% (422)	24% (210)	8% (68)	5% (43)	3% (24)	3% (29)	9% (75)	8
Trump Job Disapprove	54% (638)	24% (287)	7% (85)	3% (38)	3% (31)	3% (35)	6% (73)	118
Trump Job Strongly Approve	51% (244)	23% (112)	6% (29)	5% (23)	2% (11)	3% (15)	10% (45)	47
Trump Job Somewhat Approve	45% (178)	25% (98)	10% (39)	5% (20)	3% (13)	4% (15)	8% (30)	39
Trump Job Somewhat Disapprove	48% (114)	22% (53)	9% (21)	2% (4)	5% (13)	6% (14)	8% (19)	23
Trump Job Strongly Disapprove	55% (523)	25% (234)	7% (64)	4% (33)	2% (18)	2% (21)	6% (55)	94
Favorable of Trump	50% (423)	23% (199)	8% (65)	4% (32)	3% (27)	4% (30)	9% (78)	85
Unfavorable of Trump	53% (637)	25% (298)	7% (90)	4% (48)	3% (31)	3% (34)	5% (66)	120
Very Favorable of Trump	51% (256)	23% (115)	5% (26)	4% (19)	3% (14)	3% (14)	11% (53)	49
Somewhat Favorable of Trump	47% (168)	23% (84)	11% (39)	4% (13)	4% (13)	5% (16)	7% (24)	35
Somewhat Unfavorable of Trump	51% (106)	23% (49)	8% (17)	4% (8)	6% (12)	4% (8)	4% (8)	20
Very Unfavorable of Trump	53% (531)	25% (249)	7% (72)	4% (39)	2% (18)	3% (26)	6% (58)	99
#1 Issue: Economy	49% (268)	28% (154)	8% (46)	3% (17)	3% (17)	3% (19)	5% (25)	54
#1 Issue: Security	50% (226)	22% (98)	6% (25)	5% (24)	3% (12)	4% (20)	10% (46)	4
#1 Issue: Health Care	52% (197)	25% (96)	7% (28)	3% (11)	1% (5)	2% (8)	9% (35)	38
#1 Issue: Medicare / Social Security	56% (158)	19% (53)	8% (21)	2% (7)	2% (7)	3% (8)	10% (29)	28
#1 Issue: Women's Issues	47% (53)	21% (23)	15% (17)	5% (5)	4% (4)	2% (2)	6% (7)	1
#1 Issue: Education	42% (62)	28% (41)	10% (15)	6% (8)	3% (5)	3% (5)	8% (12)	14
#1 Issue: Energy	46% (61)	27% (36)	7% (10)	6% (9)	6% (7)	3% (4)	4% (5)	13
#1 Issue: Other	55% (82)	22% (32)	4% (7)	3% (4)	— (1)	5% (7)	11% (16)	14
2018 House Vote: Democrat	58% (427)	24% (175)	7% (48)	3% (20)	2% (13)	3% (19)	5% (35)	73
2018 House Vote: Republican	50% (332)	25% (167)	6% (38)	4% (29)	3% (18)	3% (19)	9% (62)	60
2018 House Vote: Someone else	43% (41)	16% (15)	13% (12)	10% (9)	5% (5)	4% (4)	9% (9)	9

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

TV shows

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total
Adults	50% (1106)	24% (533)	8% (168)	4% (85)	3% (58)	3% (73)	8% (176)	220
2016 Vote: Hillary Clinton	57% (383)	25% (167)	6% (44)	3% (21)	2% (14)	2% (13)	5% (34)	67
2016 Vote: Donald Trump	52% (353)	24% (162)	6% (38)	4% (26)	2% (12)	3% (21)	10% (64)	67
2016 Vote: Other	46% (75)	22% (36)	10% (17)	3% (5)	9% (14)	4% (6)	5% (9)	16
2016 Vote: Didn't Vote	43% (293)	24% (163)	10% (70)	5% (33)	3% (19)	5% (33)	10% (69)	67
Voted in 2014: Yes	54% (709)	25% (323)	7% (86)	3% (42)	2% (30)	3% (34)	7% (89)	13
Voted in 2014: No	45% (396)	24% (211)	9% (82)	5% (43)	3% (29)	4% (39)	10% (87)	88
2012 Vote: Barack Obama	54% (454)	25% (206)	7% (59)	3% (23)	2% (19)	3% (23)	6% (51)	83
2012 Vote: Mitt Romney	55% (271)	25% (121)	6% (28)	4% (19)	2% (8)	2% (11)	7% (35)	49
2012 Vote: Other	44% (42)	20% (19)	10% (9)	5% (4)	6% (6)	4% (4)	12% (12)	9
2012 Vote: Didn't Vote	44% (338)	24% (187)	9% (72)	5% (38)	3% (25)	5% (36)	10% (79)	77
4-Region: Northeast	50% (198)	25% (99)	7% (27)	3% (14)	3% (13)	2% (8)	9% (34)	39
4-Region: Midwest	54% (250)	20% (95)	7% (32)	4% (18)	2% (8)	4% (19)	9% (41)	46
4-Region: South	50% (410)	24% (200)	8% (63)	5% (40)	2% (18)	4% (36)	7% (57)	82
4-Region: West	48% (248)	27% (139)	9% (46)	3% (14)	4% (20)	2% (9)	9% (44)	52
Watch TV: Every day	100% (1106)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	1106
Watch TV: Several times per week	— (0)	100% (533)	— (0)	— (0)	— (0)	— (0)	— (0)	533
Watch TV: About once per week	— (0)	— (0)	100% (168)	— (0)	— (0)	— (0)	— (0)	168
Watch TV: Several times per month	— (0)	— (0)	— (0)	100% (85)	— (0)	— (0)	— (0)	85
Watch TV: About once per month	— (0)	— (0)	— (0)	— (0)	100% (58)	— (0)	— (0)	58
Watch TV: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (73)	— (0)	73
Watch TV: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (176)	176
Watch Movies: Every day	76% (327)	16% (71)	3% (11)	1% (5)	— (1)	2% (7)	2% (9)	44
Watch Movies: Several times per week	51% (293)	38% (220)	7% (40)	1% (9)	1% (4)	1% (6)	1% (8)	57
Watch Movies: About once per week	45% (165)	27% (101)	19% (71)	2% (7)	3% (11)	1% (4)	2% (9)	37
Watch Movies: Several times per month	49% (121)	23% (57)	6% (14)	15% (37)	1% (2)	4% (9)	2% (6)	24
Watch Movies: About once per month	46% (84)	22% (41)	8% (15)	5% (9)	14% (26)	4% (7)	1% (2)	18
Watch Movies: Less often than once per month	42% (74)	17% (30)	6% (11)	8% (13)	5% (9)	16% (29)	6% (11)	17
Watch Movies: Never	19% (41)	6% (13)	2% (5)	2% (5)	3% (6)	5% (11)	62% (132)	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	50% (1106)	24% (533)	8% (168)	4% (85)	3% (58)	3% (73)	8% (176)	220
Watch Sporting Events: Every day	80% (117)	14% (21)	3% (5)	1% (1)	1% (2)	— (0)	— (0)	14
Watch Sporting Events: Several times per week	62% (272)	28% (125)	5% (21)	2% (10)	1% (4)	1% (5)	1% (2)	44
Watch Sporting Events: About once per week	55% (178)	24% (76)	14% (47)	4% (14)	— (1)	2% (7)	— (1)	32
Watch Sporting Events: Several times per month	51% (91)	26% (46)	10% (18)	8% (15)	3% (6)	— (0)	2% (3)	17
Watch Sporting Events: About once per month	44% (67)	31% (47)	10% (14)	9% (13)	4% (6)	2% (3)	— (0)	15
Watch Sporting Events: Less often than once per month	48% (134)	24% (67)	7% (19)	4% (10)	5% (15)	8% (22)	5% (14)	21
Watch Sporting Events: Never	36% (246)	22% (150)	6% (44)	3% (23)	4% (25)	5% (36)	23% (155)	67
Cable TV: Currently subscribe	55% (564)	24% (243)	7% (69)	3% (32)	3% (26)	3% (28)	6% (57)	101
Cable TV: Subscribed in past	48% (365)	26% (198)	8% (63)	3% (24)	3% (22)	3% (25)	8% (59)	75
Cable TV: Never subscribed	42% (176)	22% (92)	9% (36)	7% (29)	2% (11)	5% (19)	14% (60)	42
Satellite TV: Currently subscribe	52% (256)	22% (110)	8% (41)	3% (15)	2% (11)	3% (13)	9% (47)	49
Satellite TV: Subscribed in past	49% (309)	25% (159)	9% (56)	6% (35)	2% (15)	3% (19)	5% (32)	62
Satellite TV: Never subscribed	50% (540)	24% (264)	7% (72)	3% (35)	3% (32)	4% (41)	9% (97)	101
Streaming Services: Currently subscribe	51% (692)	29% (388)	8% (106)	4% (52)	2% (26)	3% (40)	3% (44)	134
Streaming Services: Subscribed in past	43% (90)	20% (42)	11% (22)	6% (12)	6% (12)	6% (12)	9% (19)	21
Streaming Services: Never subscribed	50% (324)	16% (103)	6% (40)	3% (22)	3% (20)	3% (21)	18% (113)	64
Film: An avid fan	59% (473)	25% (204)	5% (44)	2% (20)	2% (17)	2% (18)	4% (30)	80
Film: A casual fan	47% (543)	25% (287)	9% (101)	5% (55)	3% (33)	3% (40)	7% (86)	114
Film: Not a fan	35% (89)	17% (43)	10% (24)	4% (11)	4% (9)	6% (15)	24% (61)	21
Television: An avid fan	66% (738)	19% (215)	4% (48)	2% (26)	2% (17)	2% (19)	5% (52)	111
Television: A casual fan	36% (345)	31% (296)	11% (108)	6% (56)	3% (33)	4% (41)	8% (77)	99
Television: Not a fan	17% (22)	17% (22)	10% (13)	3% (4)	7% (8)	10% (13)	37% (47)	12
Music: An avid fan	52% (607)	24% (277)	8% (98)	3% (40)	3% (29)	3% (35)	7% (76)	111
Music: A casual fan	50% (452)	25% (228)	6% (55)	5% (42)	3% (27)	3% (30)	7% (67)	90
Music: Not a fan	34% (47)	21% (28)	11% (16)	2% (3)	2% (2)	6% (8)	25% (34)	13
Fashion: An avid fan	59% (215)	20% (71)	7% (26)	4% (13)	3% (12)	4% (13)	4% (14)	36
Fashion: A casual fan	50% (444)	26% (230)	9% (82)	3% (27)	2% (22)	3% (26)	7% (65)	89
Fashion: Not a fan	48% (447)	25% (232)	6% (59)	5% (45)	3% (24)	4% (34)	10% (98)	94

Continued on next page

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

TV shows

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total
Adults	50% (1106)	24% (533)	8% (168)	4% (85)	3% (58)	3% (73)	8% (176)	220
Has seen "Die Hard"	53% (849)	25% (398)	6% (102)	4% (67)	3% (41)	3% (48)	6% (100)	160
Has seen "Trading Places"	54% (657)	24% (299)	6% (73)	4% (47)	2% (31)	3% (38)	6% (79)	122
Has seen "Gremlins"	52% (810)	25% (388)	8% (117)	4% (56)	3% (39)	3% (47)	6% (96)	155
Has seen "Batman Returns"	50% (651)	28% (362)	8% (100)	4% (55)	3% (41)	3% (40)	5% (60)	130
Has seen "Just Friends"	53% (283)	28% (151)	7% (36)	4% (24)	1% (4)	2% (13)	4% (23)	53
Has seen "The Nightmare Before Christmas"	50% (695)	27% (372)	8% (114)	4% (59)	3% (35)	3% (48)	6% (78)	140
Has seen "Die Hard"	53% (849)	25% (398)	6% (102)	4% (67)	3% (41)	3% (48)	6% (100)	160
Has seen "Trading Places"	54% (657)	24% (299)	6% (73)	4% (47)	2% (31)	3% (38)	6% (79)	122
Has seen "Gremlins"	52% (810)	25% (388)	8% (117)	4% (56)	3% (39)	3% (47)	6% (96)	155
Has seen "Batman Returns"	50% (651)	28% (362)	8% (100)	4% (55)	3% (41)	3% (40)	5% (60)	130
Has seen "Just Friends"	53% (283)	28% (151)	7% (36)	4% (24)	1% (4)	2% (13)	4% (23)	53
Has seen "The Nightmare Before Christmas"	50% (695)	27% (372)	8% (114)	4% (59)	3% (35)	3% (48)	6% (78)	140

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	20% (431)	26% (579)	17% (370)	11% (247)	8% (185)	8% (176)	10% (214)	220
Gender: Male	19% (205)	28% (302)	16% (174)	11% (117)	7% (76)	8% (87)	9% (100)	106
Gender: Female	20% (226)	24% (277)	17% (195)	11% (130)	10% (108)	8% (89)	10% (114)	113
Age: 18-29	27% (126)	26% (125)	19% (88)	10% (49)	6% (31)	4% (19)	7% (33)	43
Age: 30-44	26% (139)	30% (161)	16% (89)	11% (60)	7% (36)	5% (26)	6% (31)	54
Age: 45-54	13% (46)	25% (85)	20% (68)	13% (45)	10% (36)	9% (30)	9% (32)	34
Age: 55-64	18% (74)	26% (107)	16% (65)	9% (37)	8% (34)	10% (41)	13% (52)	40
Age: 65+	11% (47)	23% (102)	14% (59)	13% (56)	11% (48)	14% (60)	15% (65)	43
Generation Z: 18-22	25% (51)	20% (41)	18% (36)	14% (28)	8% (16)	5% (10)	10% (21)	20
Millennial: Age 23-38	28% (174)	29% (178)	16% (99)	10% (60)	6% (36)	5% (30)	6% (36)	60
Generation X: Age 39-54	16% (86)	28% (152)	20% (111)	12% (67)	9% (50)	6% (35)	7% (40)	54
Boomers: Age 55-73	14% (107)	25% (186)	16% (117)	11% (80)	10% (74)	11% (84)	13% (93)	77
PID: Dem (no lean)	20% (159)	28% (220)	20% (154)	11% (88)	7% (54)	6% (46)	8% (64)	78
PID: Ind (no lean)	19% (141)	24% (183)	14% (108)	12% (90)	9% (66)	9% (71)	12% (91)	75
PID: Rep (no lean)	20% (131)	26% (176)	16% (108)	10% (68)	10% (64)	9% (59)	9% (59)	66
PID/Gender: Dem Men	20% (68)	32% (111)	19% (66)	10% (35)	6% (22)	5% (17)	7% (24)	34
PID/Gender: Dem Women	20% (91)	25% (109)	20% (88)	12% (54)	7% (32)	7% (29)	9% (40)	44
PID/Gender: Ind Men	19% (71)	25% (92)	14% (52)	12% (43)	7% (28)	10% (38)	13% (47)	33
PID/Gender: Ind Women	19% (71)	24% (91)	15% (56)	13% (47)	10% (38)	9% (32)	12% (44)	32
PID/Gender: Rep Men	19% (66)	28% (99)	16% (56)	11% (39)	8% (27)	9% (32)	8% (29)	34
PID/Gender: Rep Women	20% (65)	24% (77)	16% (51)	9% (28)	12% (38)	9% (27)	9% (30)	33
Ideo: Liberal (1-3)	21% (132)	27% (172)	18% (113)	14% (89)	8% (48)	6% (39)	5% (33)	62
Ideo: Moderate (4)	19% (104)	29% (153)	16% (88)	11% (58)	9% (49)	8% (45)	7% (40)	53
Ideo: Conservative (5-7)	17% (117)	27% (191)	18% (127)	10% (70)	9% (65)	9% (63)	11% (77)	77

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

Movies

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	20% (431)	26% (579)	17% (370)	11% (247)	8% (185)	8% (176)	10% (214)	220
Educ: < College	23% (345)	26% (392)	15% (223)	10% (157)	7% (110)	8% (115)	11% (170)	15
Educ: Bachelors degree	12% (55)	27% (121)	22% (96)	14% (62)	10% (47)	7% (32)	7% (31)	44
Educ: Post-grad	13% (31)	27% (66)	21% (50)	11% (28)	11% (27)	11% (28)	5% (13)	24
Income: Under 50k	22% (281)	26% (338)	14% (184)	10% (130)	8% (104)	8% (99)	13% (165)	13
Income: 50k-100k	18% (111)	28% (170)	19% (115)	12% (75)	9% (53)	9% (52)	6% (36)	6
Income: 100k+	14% (39)	25% (71)	25% (71)	15% (42)	10% (27)	8% (24)	4% (13)	28
Ethnicity: White	18% (310)	27% (463)	17% (286)	11% (193)	9% (152)	9% (152)	10% (166)	172
Ethnicity: Hispanic	24% (84)	29% (103)	22% (77)	8% (27)	5% (16)	3% (9)	9% (33)	34
Ethnicity: Afr. Am.	30% (82)	26% (70)	13% (36)	13% (36)	5% (14)	6% (16)	7% (19)	27
Ethnicity: Other	19% (39)	22% (46)	23% (48)	8% (17)	9% (18)	3% (7)	14% (29)	20
All Christian	16% (162)	28% (274)	18% (181)	9% (91)	10% (95)	9% (85)	10% (98)	98
All Non-Christian	18% (18)	21% (21)	18% (18)	18% (18)	12% (12)	8% (7)	5% (5)	9
Atheist	23% (24)	29% (32)	20% (22)	15% (16)	6% (7)	5% (5)	2% (2)	10
Agnostic/Nothing in particular	23% (227)	25% (253)	15% (149)	12% (122)	7% (71)	8% (78)	11% (109)	100
Religious Non-Protestant/Catholic	19% (24)	20% (25)	19% (23)	17% (22)	11% (14)	7% (9)	5% (7)	12
Evangelical	22% (120)	27% (149)	17% (94)	10% (53)	7% (40)	8% (45)	9% (52)	55
Non-Evangelical	17% (149)	28% (235)	17% (146)	9% (79)	10% (83)	8% (69)	10% (88)	84
Community: Urban	23% (136)	26% (156)	18% (110)	9% (52)	9% (54)	6% (39)	9% (53)	60
Community: Suburban	17% (169)	27% (261)	16% (161)	14% (136)	8% (80)	8% (83)	9% (86)	97
Community: Rural	20% (126)	26% (162)	16% (99)	9% (58)	8% (50)	9% (54)	12% (74)	62
Employ: Private Sector	19% (124)	31% (200)	19% (121)	9% (61)	9% (59)	6% (42)	6% (41)	64
Employ: Government	13% (20)	24% (37)	23% (35)	13% (20)	13% (19)	7% (11)	6% (9)	15
Employ: Self-Employed	24% (45)	23% (43)	19% (35)	11% (20)	6% (12)	10% (18)	8% (15)	18
Employ: Homemaker	24% (33)	23% (31)	16% (22)	9% (12)	8% (11)	10% (13)	11% (15)	13
Employ: Retired	16% (79)	26% (130)	13% (64)	12% (60)	10% (51)	10% (51)	14% (71)	50
Employ: Unemployed	19% (52)	22% (58)	17% (45)	14% (37)	5% (13)	8% (21)	16% (43)	21
Employ: Other	27% (53)	28% (55)	12% (23)	11% (21)	6% (12)	8% (15)	8% (16)	19

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

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	20% (431)	26% (579)	17% (370)	11% (247)	8% (185)	8% (176)	10% (214)	220
Military HH: Yes	21% (82)	26% (106)	14% (57)	11% (42)	11% (44)	9% (35)	8% (34)	40
Military HH: No	19% (349)	26% (473)	17% (313)	11% (204)	8% (141)	8% (141)	10% (180)	180
RD/WT: Right Direction	20% (167)	26% (212)	14% (116)	10% (79)	9% (75)	9% (74)	11% (93)	8
RD/WT: Wrong Track	19% (264)	27% (367)	18% (254)	12% (167)	8% (109)	7% (102)	9% (121)	138
Trump Job Approve	20% (172)	27% (233)	16% (136)	10% (88)	9% (79)	9% (82)	9% (82)	8
Trump Job Disapprove	20% (232)	27% (320)	18% (208)	12% (147)	8% (97)	7% (82)	8% (100)	118
Trump Job Strongly Approve	21% (103)	26% (122)	14% (67)	9% (41)	9% (45)	10% (50)	11% (51)	47
Trump Job Somewhat Approve	18% (69)	28% (110)	18% (70)	12% (47)	9% (34)	8% (32)	8% (31)	35
Trump Job Somewhat Disapprove	22% (51)	28% (67)	14% (33)	13% (31)	9% (21)	6% (13)	9% (22)	23
Trump Job Strongly Disapprove	19% (181)	27% (253)	18% (175)	12% (116)	8% (76)	7% (69)	8% (78)	94
Favorable of Trump	20% (170)	26% (226)	16% (135)	9% (77)	9% (77)	9% (80)	11% (90)	85
Unfavorable of Trump	19% (225)	27% (327)	18% (217)	13% (157)	8% (102)	7% (86)	7% (89)	120
Very Favorable of Trump	23% (114)	25% (123)	14% (68)	8% (41)	9% (45)	10% (50)	11% (56)	49
Somewhat Favorable of Trump	16% (56)	29% (103)	19% (67)	10% (36)	9% (32)	8% (30)	9% (33)	35
Somewhat Unfavorable of Trump	21% (44)	28% (58)	15% (31)	15% (32)	12% (25)	6% (12)	3% (7)	20
Very Unfavorable of Trump	18% (181)	27% (268)	19% (186)	13% (125)	8% (78)	7% (74)	8% (82)	99
#1 Issue: Economy	22% (120)	32% (173)	15% (83)	11% (61)	8% (42)	6% (34)	6% (35)	54
#1 Issue: Security	18% (81)	24% (109)	18% (80)	13% (58)	9% (42)	8% (36)	10% (45)	4
#1 Issue: Health Care	16% (62)	24% (93)	20% (77)	9% (35)	8% (31)	9% (32)	13% (49)	38
#1 Issue: Medicare / Social Security	16% (46)	26% (74)	14% (40)	12% (33)	8% (23)	12% (34)	12% (34)	28
#1 Issue: Women's Issues	31% (34)	17% (19)	18% (20)	8% (9)	6% (7)	12% (14)	7% (8)	1
#1 Issue: Education	22% (33)	27% (40)	18% (27)	8% (12)	9% (13)	6% (8)	9% (14)	14
#1 Issue: Energy	25% (33)	26% (35)	16% (22)	12% (16)	8% (11)	5% (7)	7% (9)	13
#1 Issue: Other	15% (23)	24% (36)	14% (21)	15% (22)	10% (16)	8% (11)	14% (20)	14
2018 House Vote: Democrat	18% (130)	28% (204)	19% (138)	13% (97)	8% (55)	7% (55)	8% (57)	73
2018 House Vote: Republican	19% (124)	26% (174)	17% (111)	9% (61)	9% (63)	9% (62)	11% (70)	66
2018 House Vote: Someone else	16% (15)	21% (20)	19% (18)	14% (13)	12% (11)	8% (7)	11% (11)	9

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

Movies

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	20% (431)	26% (579)	17% (370)	11% (247)	8% (185)	8% (176)	10% (214)	220
2016 Vote: Hillary Clinton	16% (107)	28% (191)	19% (131)	12% (84)	8% (55)	7% (50)	9% (58)	67
2016 Vote: Donald Trump	19% (125)	25% (170)	16% (107)	10% (69)	10% (70)	10% (67)	10% (68)	67
2016 Vote: Other	17% (27)	24% (39)	21% (34)	11% (18)	13% (21)	6% (9)	8% (13)	16
2016 Vote: Didn't Vote	25% (167)	26% (178)	14% (97)	11% (76)	6% (38)	7% (49)	11% (75)	67
Voted in 2014: Yes	17% (223)	26% (346)	18% (234)	12% (153)	9% (121)	8% (111)	9% (124)	133
Voted in 2014: No	23% (208)	26% (233)	15% (135)	11% (94)	7% (63)	7% (64)	10% (89)	88
2012 Vote: Barack Obama	18% (153)	26% (220)	18% (151)	13% (105)	8% (70)	8% (64)	9% (71)	83
2012 Vote: Mitt Romney	14% (71)	26% (130)	18% (90)	11% (55)	12% (58)	10% (50)	8% (38)	49
2012 Vote: Other	20% (19)	20% (19)	15% (15)	12% (12)	13% (13)	6% (6)	13% (12)	9
2012 Vote: Didn't Vote	24% (187)	27% (209)	15% (113)	10% (74)	6% (44)	7% (56)	12% (92)	77
4-Region: Northeast	17% (66)	26% (102)	17% (67)	11% (45)	11% (43)	7% (29)	11% (42)	39
4-Region: Midwest	22% (102)	26% (119)	13% (62)	10% (47)	8% (37)	9% (42)	11% (53)	46
4-Region: South	21% (173)	28% (229)	16% (130)	13% (104)	7% (57)	8% (62)	8% (69)	82
4-Region: West	17% (90)	25% (130)	21% (111)	10% (51)	9% (47)	8% (42)	10% (49)	52
Watch TV: Every day	30% (327)	27% (293)	15% (165)	11% (121)	8% (84)	7% (74)	4% (41)	110
Watch TV: Several times per week	13% (71)	41% (220)	19% (101)	11% (57)	8% (41)	6% (30)	3% (13)	53
Watch TV: About once per week	7% (11)	24% (40)	42% (71)	9% (14)	9% (15)	6% (11)	3% (5)	16
Watch TV: Several times per month	6% (5)	10% (9)	9% (7)	43% (37)	11% (9)	16% (13)	5% (5)	8
Watch TV: About once per month	1% (1)	6% (4)	19% (11)	4% (2)	44% (26)	15% (9)	11% (6)	5
Watch TV: Less often than once per month	9% (7)	9% (6)	5% (4)	12% (9)	10% (7)	39% (29)	16% (11)	7
Watch TV: Never	5% (9)	4% (8)	5% (9)	3% (6)	1% (2)	6% (11)	75% (132)	17

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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	20% (431)	26% (579)	17% (370)	11% (247)	8% (185)	8% (176)	10% (214)	220
Watch Movies: Every day	100% (431)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	431
Watch Movies: Several times per week	— (0)	100% (579)	— (0)	— (0)	— (0)	— (0)	— (0)	579
Watch Movies: About once per week	— (0)	— (0)	100% (370)	— (0)	— (0)	— (0)	— (0)	370
Watch Movies: Several times per month	— (0)	— (0)	— (0)	100% (247)	— (0)	— (0)	— (0)	247
Watch Movies: About once per month	— (0)	— (0)	— (0)	— (0)	100% (185)	— (0)	— (0)	185
Watch Movies: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (176)	— (0)	176
Watch Movies: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (214)	214
Watch Sporting Events: Every day	54% (78)	14% (21)	9% (13)	11% (16)	7% (10)	2% (4)	3% (4)	144
Watch Sporting Events: Several times per week	17% (74)	37% (161)	19% (84)	11% (49)	7% (31)	6% (27)	3% (15)	441
Watch Sporting Events: About once per week	21% (68)	31% (100)	23% (76)	11% (35)	7% (23)	5% (17)	2% (5)	330
Watch Sporting Events: Several times per month	16% (28)	29% (52)	11% (20)	19% (35)	12% (21)	11% (19)	2% (4)	177
Watch Sporting Events: About once per month	19% (29)	30% (46)	13% (20)	14% (21)	16% (24)	6% (8)	2% (3)	156
Watch Sporting Events: Less often than once per month	20% (57)	22% (63)	17% (49)	11% (31)	12% (34)	14% (39)	3% (9)	203
Watch Sporting Events: Never	14% (97)	20% (137)	16% (108)	9% (59)	6% (43)	9% (61)	26% (174)	621
Cable TV: Currently subscribe	19% (197)	27% (280)	16% (162)	11% (116)	8% (84)	9% (93)	9% (87)	1000
Cable TV: Subscribed in past	21% (157)	28% (213)	19% (147)	11% (85)	9% (65)	5% (38)	7% (50)	750
Cable TV: Never subscribed	18% (77)	20% (86)	14% (60)	11% (46)	8% (35)	10% (45)	18% (76)	421
Satellite TV: Currently subscribe	23% (112)	26% (126)	16% (77)	9% (46)	8% (38)	8% (42)	11% (53)	406
Satellite TV: Subscribed in past	23% (145)	27% (166)	16% (100)	14% (89)	8% (53)	5% (32)	6% (40)	620
Satellite TV: Never subscribed	16% (174)	27% (287)	18% (192)	10% (112)	9% (94)	9% (102)	11% (121)	1000
Streaming Services: Currently subscribe	23% (309)	31% (412)	19% (253)	12% (160)	7% (100)	5% (71)	3% (42)	1347
Streaming Services: Subscribed in past	19% (39)	23% (48)	19% (40)	11% (24)	8% (16)	8% (17)	13% (26)	203
Streaming Services: Never subscribed	13% (83)	19% (120)	12% (76)	10% (63)	11% (69)	14% (87)	23% (146)	649
Film: An avid fan	32% (254)	33% (267)	17% (138)	7% (58)	5% (38)	2% (18)	4% (32)	800
Film: A casual fan	13% (149)	24% (279)	18% (206)	15% (168)	12% (134)	10% (118)	8% (90)	1144
Film: Not a fan	11% (28)	13% (33)	10% (26)	9% (21)	5% (13)	16% (39)	36% (91)	207

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	20% (431)	26% (579)	17% (370)	11% (247)	8% (185)	8% (176)	10% (214)	220
Television: An avid fan	25% (281)	28% (310)	15% (167)	11% (126)	8% (88)	6% (62)	7% (80)	11
Television: A casual fan	13% (128)	26% (252)	19% (180)	12% (112)	9% (85)	11% (101)	10% (98)	99
Television: Not a fan	17% (22)	13% (17)	17% (22)	7% (9)	9% (12)	9% (12)	27% (35)	12
Music: An avid fan	27% (309)	27% (317)	17% (201)	10% (113)	7% (82)	5% (56)	7% (83)	11
Music: A casual fan	12% (112)	26% (236)	16% (148)	13% (121)	11% (95)	11% (100)	10% (90)	90
Music: Not a fan	8% (11)	19% (26)	15% (20)	9% (13)	6% (8)	14% (20)	29% (40)	13
Fashion: An avid fan	33% (120)	25% (91)	17% (63)	8% (28)	6% (23)	5% (20)	5% (20)	36
Fashion: A casual fan	20% (176)	28% (251)	19% (166)	12% (105)	9% (80)	6% (54)	7% (64)	89
Fashion: Not a fan	14% (135)	25% (237)	15% (140)	12% (114)	9% (81)	11% (102)	14% (130)	94
Has seen "Die Hard"	22% (346)	28% (449)	17% (272)	11% (178)	8% (128)	7% (111)	7% (120)	160
Has seen "Trading Places"	21% (261)	27% (335)	18% (216)	11% (138)	7% (91)	7% (85)	8% (96)	122
Has seen "Gremlins"	22% (341)	29% (447)	17% (268)	11% (166)	8% (119)	6% (100)	7% (114)	155
Has seen "Batman Returns"	23% (307)	32% (414)	17% (221)	10% (137)	7% (86)	5% (65)	6% (79)	130
Has seen "Just Friends"	28% (149)	35% (189)	14% (77)	8% (42)	4% (23)	4% (19)	6% (33)	53
Has seen "The Nightmare Before Christmas"	22% (311)	30% (418)	18% (252)	12% (167)	7% (92)	5% (73)	6% (88)	140
Has seen "Die Hard"	22% (346)	28% (449)	17% (272)	11% (178)	8% (128)	7% (111)	7% (120)	160
Has seen "Trading Places"	21% (261)	27% (335)	18% (216)	11% (138)	7% (91)	7% (85)	8% (96)	122
Has seen "Gremlins"	22% (341)	29% (447)	17% (268)	11% (166)	8% (119)	6% (100)	7% (114)	155
Has seen "Batman Returns"	23% (307)	32% (414)	17% (221)	10% (137)	7% (86)	5% (65)	6% (79)	130
Has seen "Just Friends"	28% (149)	35% (189)	14% (77)	8% (42)	4% (23)	4% (19)	6% (33)	53
Has seen "The Nightmare Before Christmas"	22% (311)	30% (418)	18% (252)	12% (167)	7% (92)	5% (73)	6% (88)	140

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% (145)	20% (440)	15% (325)	8% (179)	7% (150)	13% (281)	31% (679)	220
Gender: Male	10% (109)	27% (289)	14% (148)	8% (85)	7% (71)	11% (118)	23% (242)	106
Gender: Female	3% (37)	13% (151)	16% (177)	8% (94)	7% (79)	14% (164)	38% (437)	113
Age: 18-29	8% (38)	17% (81)	14% (66)	7% (33)	11% (50)	14% (66)	29% (138)	4
Age: 30-44	9% (50)	22% (122)	16% (86)	9% (47)	7% (40)	11% (57)	26% (140)	54
Age: 45-54	7% (23)	22% (75)	14% (47)	9% (31)	8% (26)	12% (43)	29% (98)	34
Age: 55-64	5% (22)	21% (85)	16% (64)	6% (26)	4% (16)	14% (59)	34% (138)	40
Age: 65+	3% (13)	18% (77)	14% (62)	10% (43)	4% (19)	13% (57)	38% (165)	43
Generation Z: 18-22	6% (12)	15% (29)	12% (25)	7% (15)	12% (24)	12% (24)	36% (73)	20
Millennial: Age 23-38	10% (64)	20% (121)	15% (92)	8% (47)	8% (50)	13% (79)	26% (161)	6
Generation X: Age 39-54	6% (35)	24% (127)	15% (83)	9% (48)	8% (42)	12% (62)	26% (142)	54
Boomers: Age 55-73	4% (29)	19% (143)	15% (113)	7% (55)	4% (31)	15% (109)	35% (263)	7
PID: Dem (no lean)	8% (61)	21% (168)	15% (115)	8% (61)	6% (46)	13% (105)	29% (228)	78
PID: Ind (no lean)	5% (34)	17% (129)	12% (92)	9% (66)	8% (60)	13% (95)	37% (274)	75
PID: Rep (no lean)	8% (51)	21% (142)	18% (117)	8% (52)	7% (44)	12% (81)	27% (177)	60
PID/Gender: Dem Men	14% (48)	32% (109)	11% (39)	8% (28)	5% (18)	9% (29)	21% (71)	34
PID/Gender: Dem Women	3% (12)	13% (60)	17% (77)	7% (33)	6% (28)	17% (76)	36% (157)	44
PID/Gender: Ind Men	6% (24)	21% (80)	12% (46)	9% (33)	8% (30)	15% (56)	28% (103)	3
PID/Gender: Ind Women	3% (10)	13% (49)	12% (46)	9% (33)	8% (30)	10% (39)	45% (171)	37
PID/Gender: Rep Men	11% (37)	29% (101)	18% (63)	7% (24)	7% (23)	9% (33)	19% (68)	34
PID/Gender: Rep Women	4% (14)	13% (42)	17% (54)	9% (28)	7% (21)	15% (48)	34% (109)	3
Ideo: Liberal (1-3)	8% (48)	20% (126)	16% (103)	7% (45)	7% (43)	15% (97)	26% (165)	62
Ideo: Moderate (4)	8% (45)	22% (119)	16% (84)	9% (47)	6% (33)	12% (64)	27% (145)	53
Ideo: Conservative (5-7)	5% (37)	22% (160)	16% (111)	9% (66)	7% (47)	11% (77)	30% (213)	7

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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% (145)	20% (440)	15% (325)	8% (179)	7% (150)	13% (281)	31% (679)	220
Educ: < College	6% (97)	17% (255)	14% (218)	8% (118)	7% (107)	13% (194)	35% (523)	15
Educ: Bachelors degree	7% (30)	27% (121)	15% (65)	10% (45)	6% (28)	11% (50)	23% (104)	44
Educ: Post-grad	8% (18)	26% (63)	17% (42)	6% (15)	6% (16)	15% (37)	21% (52)	24
Income: Under 50k	6% (81)	16% (205)	14% (187)	8% (102)	7% (88)	13% (175)	36% (464)	13
Income: 50k-100k	6% (38)	26% (158)	16% (96)	8% (50)	7% (45)	11% (69)	26% (158)	6
Income: 100k+	9% (27)	27% (77)	15% (42)	10% (28)	6% (18)	13% (37)	20% (57)	28
Ethnicity: White	6% (97)	21% (355)	14% (248)	8% (139)	6% (111)	13% (226)	32% (546)	172
Ethnicity: Hispanic	8% (29)	21% (72)	13% (44)	8% (26)	8% (28)	12% (44)	30% (106)	34
Ethnicity: Afr. Am.	13% (37)	19% (53)	17% (47)	7% (19)	8% (23)	12% (33)	23% (64)	27
Ethnicity: Other	6% (12)	16% (32)	15% (31)	11% (22)	8% (16)	11% (23)	34% (69)	20
All Christian	6% (61)	24% (233)	17% (170)	8% (74)	7% (72)	11% (112)	27% (263)	98
All Non-Christian	14% (13)	27% (26)	10% (10)	14% (13)	5% (5)	9% (9)	22% (22)	9
Atheist	5% (5)	20% (22)	11% (12)	5% (5)	9% (10)	16% (17)	35% (38)	10
Agnostic/Nothing in particular	7% (66)	16% (159)	13% (133)	9% (86)	6% (64)	14% (143)	35% (357)	100
Religious Non-Protestant/Catholic	11% (13)	27% (34)	11% (14)	12% (15)	7% (9)	8% (10)	24% (30)	12
Evangelical	7% (38)	20% (110)	18% (97)	7% (41)	7% (38)	13% (71)	29% (158)	55
Non-Evangelical	6% (50)	22% (191)	15% (129)	8% (64)	7% (57)	12% (101)	30% (257)	84
Community: Urban	10% (62)	17% (105)	16% (99)	6% (35)	8% (47)	12% (72)	30% (181)	60
Community: Suburban	5% (50)	24% (235)	14% (136)	9% (85)	6% (61)	12% (114)	30% (295)	97
Community: Rural	5% (33)	16% (100)	14% (90)	10% (59)	7% (43)	15% (95)	33% (204)	62

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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% (145)	20% (440)	15% (325)	8% (179)	7% (150)	13% (281)	31% (679)	220
Employ: Private Sector	11% (71)	27% (173)	15% (100)	7% (46)	8% (51)	12% (79)	20% (129)	64
Employ: Government	4% (6)	22% (34)	21% (32)	8% (12)	9% (14)	12% (18)	23% (35)	15
Employ: Self-Employed	9% (18)	17% (33)	14% (27)	9% (18)	7% (13)	12% (23)	30% (57)	18
Employ: Homemaker	4% (6)	14% (19)	13% (17)	6% (8)	6% (8)	18% (25)	40% (54)	13
Employ: Retired	3% (14)	19% (95)	14% (73)	10% (49)	4% (20)	14% (71)	36% (184)	50
Employ: Unemployed	4% (11)	15% (40)	12% (34)	6% (18)	5% (14)	10% (27)	47% (127)	2
Employ: Other	7% (14)	18% (35)	15% (29)	11% (21)	6% (12)	12% (23)	31% (61)	19
Military HH: Yes	6% (25)	22% (89)	14% (58)	9% (38)	7% (30)	14% (54)	27% (106)	40
Military HH: No	7% (121)	19% (350)	15% (267)	8% (141)	7% (120)	13% (227)	32% (573)	180
RD/WT: Right Direction	7% (54)	21% (171)	15% (125)	8% (68)	9% (71)	12% (94)	28% (233)	8
RD/WT: Wrong Track	7% (91)	19% (269)	14% (199)	8% (111)	6% (80)	14% (187)	32% (447)	138
Trump Job Approve	7% (58)	21% (181)	17% (146)	8% (71)	9% (78)	11% (99)	27% (237)	87
Trump Job Disapprove	7% (84)	20% (241)	14% (168)	8% (99)	5% (57)	14% (171)	31% (368)	118
Trump Job Strongly Approve	6% (29)	19% (92)	16% (78)	8% (40)	9% (42)	12% (55)	30% (142)	47
Trump Job Somewhat Approve	7% (29)	23% (89)	17% (68)	8% (31)	9% (37)	11% (44)	24% (95)	39
Trump Job Somewhat Disapprove	6% (15)	19% (45)	17% (40)	9% (22)	4% (10)	13% (30)	32% (76)	23
Trump Job Strongly Disapprove	7% (69)	21% (196)	13% (127)	8% (76)	5% (47)	15% (141)	31% (292)	94
Favorable of Trump	7% (58)	21% (177)	16% (140)	7% (63)	8% (69)	12% (104)	28% (241)	85
Unfavorable of Trump	7% (82)	21% (252)	15% (179)	9% (106)	6% (69)	14% (164)	29% (351)	120
Very Favorable of Trump	8% (39)	18% (91)	15% (77)	8% (41)	8% (40)	12% (60)	30% (150)	49
Somewhat Favorable of Trump	6% (20)	24% (86)	18% (64)	6% (23)	8% (29)	12% (44)	26% (91)	35
Somewhat Unfavorable of Trump	6% (12)	23% (47)	18% (38)	12% (25)	7% (14)	8% (17)	27% (56)	20
Very Unfavorable of Trump	7% (70)	21% (204)	14% (142)	8% (81)	6% (55)	15% (147)	30% (295)	99

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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% (145)	20% (440)	15% (325)	8% (179)	7% (150)	13% (281)	31% (679)	220
#1 Issue: Economy	9% (50)	24% (130)	16% (88)	8% (46)	8% (43)	11% (62)	23% (127)	54
#1 Issue: Security	7% (30)	19% (87)	16% (70)	9% (41)	6% (28)	13% (60)	30% (135)	4
#1 Issue: Health Care	6% (23)	20% (74)	13% (50)	5% (19)	6% (23)	14% (54)	36% (137)	38
#1 Issue: Medicare / Social Security	5% (14)	18% (52)	13% (38)	9% (27)	3% (9)	13% (38)	37% (106)	28
#1 Issue: Women's Issues	5% (5)	11% (12)	17% (19)	4% (5)	10% (11)	13% (15)	39% (44)	1
#1 Issue: Education	4% (7)	21% (31)	15% (22)	7% (11)	12% (17)	13% (20)	27% (40)	14
#1 Issue: Energy	8% (11)	17% (23)	18% (23)	16% (21)	5% (7)	13% (17)	23% (31)	13
#1 Issue: Other	4% (6)	20% (30)	9% (14)	6% (9)	8% (12)	11% (17)	41% (61)	14
2018 House Vote: Democrat	9% (66)	25% (185)	15% (110)	8% (59)	5% (34)	13% (97)	25% (186)	73
2018 House Vote: Republican	7% (44)	21% (139)	17% (112)	8% (52)	7% (46)	11% (76)	29% (194)	60
2018 House Vote: Someone else	5% (4)	12% (12)	14% (13)	14% (13)	11% (11)	12% (12)	32% (31)	9
2016 Vote: Hillary Clinton	8% (55)	22% (150)	16% (110)	8% (51)	4% (25)	15% (101)	27% (183)	67
2016 Vote: Donald Trump	6% (44)	21% (141)	16% (110)	8% (57)	8% (54)	12% (83)	28% (188)	67
2016 Vote: Other	4% (6)	29% (47)	14% (22)	13% (21)	6% (9)	12% (19)	23% (37)	10
2016 Vote: Didn't Vote	5% (35)	15% (102)	12% (82)	7% (49)	9% (62)	12% (79)	40% (272)	67
Voted in 2014: Yes	8% (99)	23% (302)	16% (216)	9% (112)	6% (74)	13% (167)	26% (343)	13
Voted in 2014: No	5% (46)	16% (138)	12% (109)	8% (67)	9% (76)	13% (115)	38% (336)	88
2012 Vote: Barack Obama	9% (76)	22% (187)	15% (127)	9% (72)	4% (37)	13% (111)	27% (225)	83
2012 Vote: Mitt Romney	7% (33)	22% (109)	18% (86)	9% (45)	7% (34)	12% (57)	26% (129)	49
2012 Vote: Other	— (0)	20% (19)	14% (13)	12% (11)	10% (9)	18% (17)	26% (25)	9
2012 Vote: Didn't Vote	5% (37)	16% (123)	13% (98)	7% (51)	9% (70)	12% (96)	39% (301)	77
4-Region: Northeast	9% (35)	24% (96)	16% (62)	6% (25)	6% (23)	13% (50)	26% (104)	39
4-Region: Midwest	6% (27)	20% (92)	17% (76)	8% (36)	8% (38)	13% (60)	29% (133)	40
4-Region: South	6% (48)	20% (163)	14% (114)	8% (67)	6% (53)	13% (110)	33% (269)	82
4-Region: West	7% (35)	17% (90)	14% (72)	10% (52)	7% (37)	12% (61)	33% (173)	52

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

Demographic	Watch Sporting Events: Every day	Watch Sporting Events: Several times per week	Watch Sporting Events: About once per week	Watch Sporting Events: Several times per month	Watch Sporting Events: About once per month	Watch Sporting Events: Less often than once per month	Watch Sporting Events: Never	Total
Adults	7% (145)	20% (440)	15% (325)	8% (179)	7% (150)	13% (281)	31% (679)	220
Watch TV: Every day	11% (117)	25% (272)	16% (178)	8% (91)	6% (67)	12% (134)	22% (246)	110
Watch TV: Several times per week	4% (21)	23% (125)	14% (76)	9% (46)	9% (47)	13% (67)	28% (150)	53
Watch TV: About once per week	3% (5)	13% (21)	28% (47)	11% (18)	9% (14)	11% (19)	26% (44)	16
Watch TV: Several times per month	1% (1)	11% (10)	16% (14)	18% (15)	15% (13)	12% (10)	27% (23)	8
Watch TV: About once per month	4% (2)	6% (4)	1% (1)	10% (6)	10% (6)	25% (15)	43% (25)	5
Watch TV: Less often than once per month	— (0)	7% (5)	10% (7)	— (0)	4% (3)	30% (22)	49% (36)	7
Watch TV: Never	— (0)	1% (2)	1% (1)	2% (3)	— (0)	8% (14)	88% (155)	17
Watch Movies: Every day	18% (78)	17% (74)	16% (68)	6% (28)	7% (29)	13% (57)	22% (97)	4
Watch Movies: Several times per week	4% (21)	28% (161)	17% (100)	9% (52)	8% (46)	11% (63)	24% (137)	57
Watch Movies: About once per week	3% (13)	23% (84)	20% (76)	6% (20)	5% (20)	13% (49)	29% (108)	37
Watch Movies: Several times per month	6% (16)	20% (49)	14% (35)	14% (35)	8% (21)	13% (31)	24% (59)	24
Watch Movies: About once per month	5% (10)	17% (31)	12% (23)	11% (21)	13% (24)	18% (34)	23% (43)	18
Watch Movies: Less often than once per month	2% (4)	16% (27)	10% (17)	11% (19)	5% (8)	22% (39)	35% (61)	17
Watch Movies: Never	2% (4)	7% (15)	2% (5)	2% (4)	1% (3)	4% (9)	82% (174)	23
Watch Sporting Events: Every day	100% (145)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	14
Watch Sporting Events: Several times per week	— (0)	100% (440)	— (0)	— (0)	— (0)	— (0)	— (0)	44
Watch Sporting Events: About once per week	— (0)	— (0)	100% (325)	— (0)	— (0)	— (0)	— (0)	32
Watch Sporting Events: Several times per month	— (0)	— (0)	— (0)	100% (179)	— (0)	— (0)	— (0)	17
Watch Sporting Events: About once per month	— (0)	— (0)	— (0)	— (0)	100% (150)	— (0)	— (0)	15
Watch Sporting Events: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (281)	— (0)	28
Watch Sporting Events: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (679)	67
Cable TV: Currently subscribe	8% (83)	23% (231)	15% (148)	9% (95)	5% (49)	13% (131)	28% (282)	100
Cable TV: Subscribed in past	6% (46)	20% (150)	16% (122)	7% (56)	7% (52)	14% (104)	30% (225)	75
Cable TV: Never subscribed	4% (17)	14% (58)	13% (54)	7% (28)	11% (48)	11% (46)	41% (172)	42

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% (145)	20% (440)	15% (325)	8% (179)	7% (150)	13% (281)	31% (679)	220
Satellite TV: Currently subscribe	10% (47)	19% (95)	17% (82)	9% (45)	7% (32)	10% (50)	29% (141)	49
Satellite TV: Subscribed in past	7% (43)	24% (148)	16% (98)	8% (47)	9% (57)	14% (86)	24% (147)	62
Satellite TV: Never subscribed	5% (55)	18% (196)	13% (145)	8% (87)	6% (61)	13% (145)	36% (391)	100
Streaming Services: Currently subscribe	7% (96)	22% (295)	15% (200)	8% (109)	7% (100)	14% (189)	27% (358)	134
Streaming Services: Subscribed in past	8% (16)	23% (48)	12% (25)	9% (18)	7% (16)	10% (21)	31% (66)	2
Streaming Services: Never subscribed	5% (34)	15% (97)	15% (99)	8% (52)	5% (35)	11% (71)	40% (255)	64
Film: An avid fan	9% (72)	22% (180)	13% (103)	9% (72)	7% (59)	13% (104)	27% (215)	80
Film: A casual fan	5% (59)	21% (236)	17% (195)	8% (92)	7% (82)	14% (157)	28% (324)	114
Film: Not a fan	6% (14)	10% (24)	11% (27)	6% (15)	4% (9)	8% (21)	56% (140)	2
Television: An avid fan	8% (95)	23% (252)	14% (156)	8% (94)	7% (74)	13% (143)	27% (302)	11
Television: A casual fan	5% (46)	19% (181)	16% (157)	8% (80)	7% (71)	13% (120)	32% (302)	99
Television: Not a fan	4% (5)	6% (7)	9% (12)	4% (6)	4% (5)	15% (19)	58% (75)	12
Music: An avid fan	8% (97)	21% (242)	16% (181)	8% (92)	7% (79)	13% (153)	27% (318)	11
Music: A casual fan	5% (45)	20% (179)	15% (136)	9% (84)	8% (68)	13% (113)	31% (276)	90
Music: Not a fan	3% (4)	14% (19)	6% (8)	2% (3)	2% (3)	11% (15)	62% (85)	13
Fashion: An avid fan	12% (44)	15% (53)	15% (54)	6% (22)	8% (27)	14% (52)	31% (112)	36
Fashion: A casual fan	6% (53)	22% (199)	16% (145)	9% (79)	8% (69)	12% (110)	27% (242)	89
Fashion: Not a fan	5% (48)	20% (188)	13% (126)	8% (78)	6% (54)	13% (120)	35% (325)	94
Has seen "Die Hard"	7% (117)	22% (351)	16% (255)	9% (139)	8% (122)	13% (204)	26% (417)	160
Has seen "Trading Places"	8% (92)	23% (281)	16% (197)	9% (104)	6% (73)	13% (155)	26% (321)	122
Has seen "Gremlins"	7% (108)	21% (324)	16% (241)	8% (131)	8% (120)	12% (187)	29% (443)	155
Has seen "Batman Returns"	8% (107)	23% (302)	15% (200)	9% (115)	8% (104)	12% (159)	25% (322)	130
Has seen "Just Friends"	9% (47)	23% (123)	16% (87)	9% (50)	7% (38)	13% (67)	23% (122)	53
Has seen "The Nightmare Before Christmas"	7% (98)	20% (284)	15% (207)	8% (118)	8% (108)	13% (182)	29% (403)	140
Has seen "Die Hard"	7% (117)	22% (351)	16% (255)	9% (139)	8% (122)	13% (204)	26% (417)	160
Has seen "Trading Places"	8% (92)	23% (281)	16% (197)	9% (104)	6% (73)	13% (155)	26% (321)	122

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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% (145)	20% (440)	15% (325)	8% (179)	7% (150)	13% (281)	31% (679)	220
Has seen "Gremlins"	7% (108)	21% (324)	16% (241)	8% (131)	8% (120)	12% (187)	29% (443)	153
Has seen "Batman Returns"	8% (107)	23% (302)	15% (200)	9% (115)	8% (104)	12% (159)	25% (322)	130
Has seen "Just Friends"	9% (47)	23% (123)	16% (87)	9% (50)	7% (38)	13% (67)	23% (122)	53
Has seen "The Nightmare Before Christmas"	7% (98)	20% (284)	15% (207)	8% (118)	8% (108)	13% (182)	29% (403)	140

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

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

Demographic	Cable TV: Currently subscribe		Cable TV: Subscribed in past		Cable TV: Never subscribed		Total N
Adults	46%	(1019)	34%	(756)	19%	(424)	2200
Gender: Male	46%	(487)	34%	(360)	20%	(214)	1062
Gender: Female	47%	(532)	35%	(396)	18%	(210)	1138
Age: 18-29	42%	(197)	34%	(162)	24%	(112)	471
Age: 30-44	43%	(233)	39%	(213)	18%	(96)	542
Age: 45-54	40%	(136)	38%	(131)	22%	(76)	342
Age: 55-64	51%	(210)	33%	(134)	16%	(65)	409
Age: 65+	56%	(243)	27%	(117)	17%	(76)	436
Generation Z: 18-22	38%	(76)	29%	(58)	33%	(68)	202
Millennial: Age 23-38	43%	(265)	39%	(239)	18%	(108)	613
Generation X: Age 39-54	42%	(224)	38%	(208)	20%	(108)	540
Boomers: Age 55-73	53%	(392)	31%	(227)	17%	(123)	741
PID: Dem (no lean)	48%	(378)	33%	(261)	19%	(146)	786
PID: Ind (no lean)	42%	(314)	36%	(270)	22%	(165)	750
PID: Rep (no lean)	49%	(327)	34%	(225)	17%	(113)	665
PID/Gender: Dem Men	49%	(167)	31%	(106)	20%	(70)	343
PID/Gender: Dem Women	48%	(212)	35%	(155)	17%	(76)	442
PID/Gender: Ind Men	39%	(144)	39%	(143)	23%	(84)	371
PID/Gender: Ind Women	45%	(170)	34%	(127)	21%	(81)	379
PID/Gender: Rep Men	51%	(176)	32%	(111)	17%	(60)	348
PID/Gender: Rep Women	47%	(150)	36%	(114)	17%	(53)	317
Ideo: Liberal (1-3)	48%	(303)	35%	(219)	17%	(106)	627
Ideo: Moderate (4)	46%	(245)	35%	(188)	20%	(105)	537
Ideo: Conservative (5-7)	49%	(351)	34%	(245)	16%	(115)	711
Educ: < College	45%	(684)	33%	(492)	22%	(336)	1512
Educ: Bachelors degree	49%	(216)	39%	(172)	13%	(57)	444
Educ: Post-grad	49%	(119)	38%	(92)	13%	(32)	244

Continued on next page

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

Demographic	Cable TV: Currently subscribe	Cable TV: Subscribed in past	Cable TV: Never subscribed	Total N
Adults	46% (1019)	34% (756)	19% (424)	2200
Income: Under 50k	42% (553)	34% (448)	23% (301)	1301
Income: 50k-100k	51% (313)	33% (202)	16% (98)	613
Income: 100k+	54% (154)	37% (106)	9% (25)	285
Ethnicity: White	48% (829)	34% (578)	18% (314)	1722
Ethnicity: Hispanic	42% (148)	32% (113)	25% (89)	349
Ethnicity: Afr. Am.	46% (125)	38% (104)	16% (45)	274
Ethnicity: Other	32% (65)	36% (74)	32% (65)	204
All Christian	49% (483)	34% (331)	17% (172)	986
All Non-Christian	57% (56)	26% (26)	17% (17)	99
Atheist	43% (46)	34% (37)	23% (25)	108
Agnostic/Nothing in particular	43% (435)	36% (362)	21% (211)	1008
Religious Non-Protestant/Catholic	51% (63)	32% (40)	17% (22)	125
Evangelical	46% (255)	37% (207)	16% (91)	553
Non-Evangelical	49% (412)	32% (268)	20% (168)	849
Community: Urban	44% (262)	36% (216)	20% (123)	600
Community: Suburban	54% (528)	31% (299)	15% (149)	976
Community: Rural	37% (230)	39% (241)	25% (153)	624
Employ: Private Sector	50% (323)	36% (234)	14% (90)	648
Employ: Government	40% (60)	43% (65)	16% (25)	150
Employ: Self-Employed	44% (83)	27% (52)	29% (54)	188
Employ: Homemaker	37% (51)	41% (56)	22% (30)	137
Employ: Retired	51% (256)	31% (159)	18% (92)	506
Employ: Unemployed	42% (114)	33% (89)	25% (68)	271
Employ: Other	42% (82)	34% (65)	24% (47)	194
Military HH: Yes	45% (181)	35% (139)	20% (80)	400
Military HH: No	47% (839)	34% (617)	19% (344)	1800
RD/WT: Right Direction	48% (392)	32% (263)	20% (161)	816
RD/WT: Wrong Track	45% (627)	36% (493)	19% (264)	1384
Trump Job Approve	49% (426)	32% (280)	19% (165)	872
Trump Job Disapprove	46% (544)	36% (432)	18% (211)	1187

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

Cable television

Demographic	Cable TV: Currently subscribe		Cable TV: Subscribed in past		Cable TV: Never subscribed		Total N
Adults	46%	(1019)	34%	(756)	19%	(424)	2200
Trump Job Strongly Approve	47%	(227)	33%	(157)	20%	(95)	478
Trump Job Somewhat Approve	51%	(199)	31%	(123)	18%	(71)	393
Trump Job Somewhat Disapprove	43%	(102)	39%	(94)	18%	(42)	238
Trump Job Strongly Disapprove	47%	(442)	36%	(338)	18%	(169)	949
Favorable of Trump	49%	(414)	33%	(286)	18%	(154)	854
Unfavorable of Trump	46%	(553)	36%	(428)	19%	(223)	1203
Very Favorable of Trump	49%	(241)	32%	(160)	19%	(96)	497
Somewhat Favorable of Trump	49%	(173)	35%	(126)	16%	(57)	357
Somewhat Unfavorable of Trump	44%	(93)	37%	(78)	18%	(38)	209
Very Unfavorable of Trump	46%	(460)	35%	(350)	19%	(185)	994
#1 Issue: Economy	41%	(226)	38%	(210)	20%	(111)	547
#1 Issue: Security	51%	(231)	32%	(146)	17%	(74)	451
#1 Issue: Health Care	47%	(179)	32%	(122)	21%	(79)	380
#1 Issue: Medicare / Social Security	56%	(159)	26%	(75)	17%	(49)	283
#1 Issue: Women's Issues	45%	(49)	31%	(34)	24%	(27)	111
#1 Issue: Education	42%	(62)	42%	(62)	17%	(24)	148
#1 Issue: Energy	43%	(56)	33%	(44)	24%	(32)	132
#1 Issue: Other	38%	(57)	43%	(63)	19%	(28)	149
2018 House Vote: Democrat	51%	(373)	32%	(239)	17%	(125)	737
2018 House Vote: Republican	48%	(317)	34%	(228)	18%	(119)	664
2018 House Vote: Someone else	44%	(41)	34%	(32)	22%	(21)	94
2016 Vote: Hillary Clinton	50%	(338)	34%	(227)	16%	(111)	676
2016 Vote: Donald Trump	49%	(330)	34%	(231)	17%	(114)	676
2016 Vote: Other	41%	(66)	38%	(61)	22%	(35)	162
2016 Vote: Didn't Vote	41%	(279)	35%	(236)	24%	(164)	679
Voted in 2014: Yes	49%	(639)	34%	(446)	17%	(227)	1312
Voted in 2014: No	43%	(380)	35%	(311)	22%	(197)	888

Continued on next page

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

Demographic	Cable TV: Currently subscribe	Cable TV: Subscribed in past	Cable TV: Never subscribed	Total N
Adults	46% (1019)	34% (756)	19% (424)	2200
2012 Vote: Barack Obama	48% (401)	34% (285)	18% (149)	835
2012 Vote: Mitt Romney	50% (247)	33% (162)	17% (84)	493
2012 Vote: Other	38% (36)	37% (35)	26% (25)	95
2012 Vote: Didn't Vote	43% (334)	35% (275)	21% (166)	775
4-Region: Northeast	59% (232)	24% (93)	18% (69)	394
4-Region: Midwest	45% (208)	34% (157)	21% (98)	462
4-Region: South	46% (381)	37% (309)	16% (135)	824
4-Region: West	38% (200)	38% (197)	24% (123)	520
Watch TV: Every day	51% (564)	33% (365)	16% (176)	1106
Watch TV: Several times per week	46% (243)	37% (198)	17% (92)	533
Watch TV: About once per week	41% (69)	37% (63)	22% (36)	168
Watch TV: Several times per month	38% (32)	28% (24)	34% (29)	85
Watch TV: About once per month	45% (26)	37% (22)	18% (11)	58
Watch TV: Less often than once per month	39% (28)	35% (25)	27% (19)	73
Watch TV: Never	33% (57)	33% (59)	34% (60)	176
Watch Movies: Every day	46% (197)	37% (157)	18% (77)	431
Watch Movies: Several times per week	48% (280)	37% (213)	15% (86)	579
Watch Movies: About once per week	44% (162)	40% (147)	16% (60)	370
Watch Movies: Several times per month	47% (116)	34% (85)	19% (46)	247
Watch Movies: About once per month	45% (84)	35% (65)	19% (35)	185
Watch Movies: Less often than once per month	53% (93)	22% (38)	25% (45)	176
Watch Movies: Never	41% (87)	24% (50)	36% (76)	214
Watch Sporting Events: Every day	57% (83)	32% (46)	12% (17)	145
Watch Sporting Events: Several times per week	53% (231)	34% (150)	13% (58)	440
Watch Sporting Events: About once per week	46% (148)	38% (122)	17% (54)	325
Watch Sporting Events: Several times per month	53% (95)	31% (56)	16% (28)	179
Watch Sporting Events: About once per month	33% (49)	35% (52)	32% (48)	150
Watch Sporting Events: Less often than once per month	47% (131)	37% (104)	16% (46)	281
Watch Sporting Events: Never	41% (282)	33% (225)	25% (172)	679

Continued on next page

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

Cable television

Demographic	Cable TV: Currently subscribe		Cable TV: Subscribed in past		Cable TV: Never subscribed		Total N
Adults	46%	(1019)	34%	(756)	19%	(424)	2200
Cable TV: Currently subscribe	100%	(1019)	—	(0)	—	(0)	1019
Cable TV: Subscribed in past	—	(0)	100%	(756)	—	(0)	756
Cable TV: Never subscribed	—	(0)	—	(0)	100%	(424)	424
Satellite TV: Currently subscribe	29%	(145)	44%	(215)	27%	(134)	493
Satellite TV: Subscribed in past	43%	(266)	48%	(303)	9%	(56)	626
Satellite TV: Never subscribed	56%	(608)	22%	(238)	22%	(235)	1081
Streaming Services: Currently subscribe	47%	(639)	39%	(520)	14%	(189)	1347
Streaming Services: Subscribed in past	35%	(75)	40%	(84)	24%	(51)	210
Streaming Services: Never subscribed	48%	(306)	24%	(152)	29%	(185)	643
Film: An avid fan	47%	(377)	37%	(296)	16%	(132)	804
Film: A casual fan	47%	(539)	35%	(395)	18%	(211)	1144
Film: Not a fan	41%	(104)	26%	(65)	33%	(82)	251
Television: An avid fan	51%	(565)	31%	(350)	18%	(200)	1115
Television: A casual fan	43%	(411)	38%	(362)	19%	(183)	957
Television: Not a fan	33%	(43)	34%	(44)	32%	(42)	129
Music: An avid fan	47%	(542)	35%	(412)	18%	(208)	1161
Music: A casual fan	47%	(424)	35%	(314)	18%	(164)	902
Music: Not a fan	39%	(54)	22%	(31)	39%	(53)	137
Fashion: An avid fan	51%	(185)	29%	(104)	21%	(75)	364
Fashion: A casual fan	49%	(440)	37%	(327)	14%	(129)	896
Fashion: Not a fan	42%	(395)	35%	(325)	23%	(220)	940
Has seen "Die Hard"	47%	(748)	36%	(574)	18%	(283)	1604
Has seen "Trading Places"	47%	(570)	36%	(441)	17%	(212)	1223
Has seen "Gremlins"	45%	(705)	36%	(567)	18%	(282)	1554
Has seen "Batman Returns"	46%	(602)	36%	(471)	18%	(237)	1309
Has seen "Just Friends"	45%	(240)	36%	(193)	19%	(100)	534
Has seen "The Nightmare Before Christmas"	46%	(644)	36%	(506)	18%	(251)	1400
Has seen "Die Hard"	47%	(748)	36%	(574)	18%	(283)	1604
Has seen "Trading Places"	47%	(570)	36%	(441)	17%	(212)	1223
Has seen "Gremlins"	45%	(705)	36%	(567)	18%	(282)	1554

Continued on next page

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

Demographic	Cable TV: Currently subscribe	Cable TV: Subscribed in past	Cable TV: Never subscribed	Total N
Adults	46% (1019)	34% (756)	19% (424)	2200
Has seen "Batman Returns"	46% (602)	36% (471)	18% (237)	1309
Has seen "Just Friends"	45% (240)	36% (193)	19% (100)	534
Has seen "The Nightmare Before Christmas"	46% (644)	36% (506)	18% (251)	1400

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	22%	(493)	28%	(626)	49%	(1081)	2200
Gender: Male	24%	(259)	31%	(325)	45%	(477)	1062
Gender: Female	21%	(234)	26%	(301)	53%	(604)	1138
Age: 18-29	24%	(115)	32%	(149)	44%	(206)	471
Age: 30-44	19%	(102)	33%	(177)	49%	(263)	542
Age: 45-54	25%	(85)	31%	(106)	44%	(152)	342
Age: 55-64	22%	(91)	26%	(106)	52%	(212)	409
Age: 65+	23%	(101)	20%	(88)	57%	(248)	436
Generation Z: 18-22	26%	(53)	33%	(66)	41%	(84)	202
Millennial: Age 23-38	21%	(128)	32%	(197)	47%	(287)	613
Generation X: Age 39-54	22%	(121)	31%	(169)	46%	(250)	540
Boomers: Age 55-73	23%	(170)	23%	(167)	55%	(404)	741
PID: Dem (no lean)	21%	(168)	28%	(217)	51%	(401)	786
PID: Ind (no lean)	20%	(153)	27%	(202)	53%	(395)	750
PID: Rep (no lean)	26%	(172)	31%	(208)	43%	(285)	665
PID/Gender: Dem Men	26%	(88)	27%	(93)	47%	(162)	343
PID/Gender: Dem Women	18%	(80)	28%	(124)	54%	(239)	442
PID/Gender: Ind Men	22%	(80)	33%	(121)	46%	(170)	371
PID/Gender: Ind Women	19%	(73)	21%	(81)	59%	(225)	379
PID/Gender: Rep Men	26%	(91)	32%	(112)	42%	(145)	348
PID/Gender: Rep Women	26%	(81)	30%	(96)	44%	(140)	317
Ideo: Liberal (1-3)	20%	(125)	30%	(189)	50%	(313)	627
Ideo: Moderate (4)	24%	(129)	25%	(137)	50%	(271)	537
Ideo: Conservative (5-7)	25%	(176)	31%	(217)	45%	(318)	711
Educ: < College	22%	(338)	30%	(446)	48%	(728)	1512
Educ: Bachelors degree	21%	(94)	28%	(122)	51%	(228)	444
Educ: Post-grad	25%	(62)	23%	(57)	51%	(125)	244

Continued on next page

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

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	22%	(493)	28%	(626)	49%	(1081)	2200
Income: Under 50k	21%	(276)	28%	(363)	51%	(662)	1301
Income: 50k-100k	23%	(143)	31%	(190)	46%	(280)	613
Income: 100k+	26%	(74)	26%	(73)	49%	(139)	285
Ethnicity: White	23%	(388)	28%	(477)	50%	(856)	1722
Ethnicity: Hispanic	24%	(85)	33%	(117)	42%	(148)	349
Ethnicity: Afr. Am.	25%	(68)	31%	(85)	44%	(121)	274
Ethnicity: Other	18%	(37)	31%	(64)	51%	(103)	204
All Christian	23%	(226)	27%	(265)	50%	(494)	986
All Non-Christian	27%	(27)	23%	(23)	50%	(49)	99
Atheist	21%	(23)	39%	(42)	40%	(43)	108
Agnostic/Nothing in particular	22%	(217)	29%	(296)	49%	(494)	1008
Religious Non-Protestant/Catholic	24%	(30)	27%	(34)	48%	(61)	125
Evangelical	29%	(158)	29%	(161)	42%	(234)	553
Non-Evangelical	21%	(176)	26%	(223)	53%	(450)	849
Community: Urban	19%	(112)	29%	(173)	52%	(315)	600
Community: Suburban	20%	(193)	27%	(260)	54%	(523)	976
Community: Rural	30%	(188)	31%	(193)	39%	(243)	624
Employ: Private Sector	22%	(144)	32%	(205)	46%	(299)	648
Employ: Government	26%	(40)	34%	(52)	39%	(59)	150
Employ: Self-Employed	28%	(52)	22%	(42)	50%	(94)	188
Employ: Homemaker	12%	(16)	25%	(35)	63%	(86)	137
Employ: Retired	24%	(123)	25%	(126)	51%	(258)	506
Employ: Unemployed	21%	(57)	29%	(78)	50%	(137)	271
Employ: Other	17%	(34)	29%	(56)	54%	(105)	194
Military HH: Yes	26%	(104)	30%	(121)	44%	(175)	400
Military HH: No	22%	(389)	28%	(505)	50%	(906)	1800
RD/WT: Right Direction	26%	(210)	31%	(250)	44%	(356)	816
RD/WT: Wrong Track	20%	(283)	27%	(376)	52%	(724)	1384
Trump Job Approve	25%	(215)	32%	(281)	43%	(376)	872
Trump Job Disapprove	21%	(245)	27%	(316)	53%	(626)	1187

Continued on next page

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

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	22%	(493)	28%	(626)	49%	(1081)	2200
Trump Job Strongly Approve	25%	(120)	32%	(153)	43%	(206)	478
Trump Job Somewhat Approve	24%	(95)	32%	(128)	43%	(170)	393
Trump Job Somewhat Disapprove	21%	(50)	23%	(55)	56%	(133)	238
Trump Job Strongly Disapprove	21%	(195)	27%	(261)	52%	(493)	949
Favorable of Trump	25%	(211)	33%	(280)	43%	(363)	854
Unfavorable of Trump	21%	(250)	27%	(324)	52%	(628)	1203
Very Favorable of Trump	26%	(128)	33%	(163)	41%	(205)	497
Somewhat Favorable of Trump	23%	(83)	33%	(116)	44%	(158)	357
Somewhat Unfavorable of Trump	24%	(50)	22%	(46)	54%	(113)	209
Very Unfavorable of Trump	20%	(200)	28%	(278)	52%	(516)	994
#1 Issue: Economy	20%	(112)	31%	(168)	49%	(268)	547
#1 Issue: Security	25%	(111)	32%	(145)	43%	(194)	451
#1 Issue: Health Care	26%	(97)	27%	(104)	47%	(178)	380
#1 Issue: Medicare / Social Security	21%	(60)	26%	(73)	53%	(150)	283
#1 Issue: Women's Issues	25%	(28)	22%	(24)	53%	(59)	111
#1 Issue: Education	26%	(39)	27%	(40)	47%	(69)	148
#1 Issue: Energy	20%	(27)	28%	(37)	52%	(69)	132
#1 Issue: Other	13%	(20)	24%	(35)	63%	(94)	149
2018 House Vote: Democrat	23%	(168)	26%	(188)	52%	(380)	737
2018 House Vote: Republican	26%	(173)	28%	(188)	45%	(302)	664
2018 House Vote: Someone else	28%	(26)	32%	(30)	40%	(38)	94
2016 Vote: Hillary Clinton	21%	(140)	25%	(168)	54%	(367)	676
2016 Vote: Donald Trump	25%	(171)	31%	(208)	44%	(297)	676
2016 Vote: Other	20%	(32)	33%	(54)	47%	(76)	162
2016 Vote: Didn't Vote	21%	(145)	29%	(195)	50%	(339)	679
Voted in 2014: Yes	24%	(309)	28%	(363)	49%	(641)	1312
Voted in 2014: No	21%	(184)	30%	(263)	50%	(440)	888

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

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	22%	(493)	28%	(626)	49%	(1081)	2200
2012 Vote: Barack Obama	22%	(187)	27%	(225)	51%	(422)	835
2012 Vote: Mitt Romney	25%	(122)	28%	(139)	47%	(232)	493
2012 Vote: Other	21%	(20)	33%	(32)	46%	(44)	95
2012 Vote: Didn't Vote	21%	(164)	29%	(228)	49%	(382)	775
4-Region: Northeast	17%	(68)	23%	(92)	59%	(233)	394
4-Region: Midwest	18%	(84)	31%	(143)	51%	(235)	462
4-Region: South	25%	(206)	31%	(258)	44%	(359)	824
4-Region: West	26%	(134)	26%	(133)	49%	(253)	520
Watch TV: Every day	23%	(256)	28%	(309)	49%	(540)	1106
Watch TV: Several times per week	21%	(110)	30%	(159)	50%	(264)	533
Watch TV: About once per week	24%	(41)	33%	(56)	43%	(72)	168
Watch TV: Several times per month	18%	(15)	42%	(35)	41%	(35)	85
Watch TV: About once per month	18%	(11)	26%	(15)	56%	(32)	58
Watch TV: Less often than once per month	18%	(13)	26%	(19)	56%	(41)	73
Watch TV: Never	26%	(47)	18%	(32)	55%	(97)	176
Watch Movies: Every day	26%	(112)	34%	(145)	40%	(174)	431
Watch Movies: Several times per week	22%	(126)	29%	(166)	50%	(287)	579
Watch Movies: About once per week	21%	(77)	27%	(100)	52%	(192)	370
Watch Movies: Several times per month	19%	(46)	36%	(89)	45%	(112)	247
Watch Movies: About once per month	20%	(38)	29%	(53)	51%	(94)	185
Watch Movies: Less often than once per month	24%	(42)	18%	(32)	58%	(102)	176
Watch Movies: Never	25%	(53)	19%	(40)	56%	(121)	214
Watch Sporting Events: Every day	33%	(47)	29%	(43)	38%	(55)	145
Watch Sporting Events: Several times per week	22%	(95)	34%	(148)	45%	(196)	440
Watch Sporting Events: About once per week	25%	(82)	30%	(98)	45%	(145)	325
Watch Sporting Events: Several times per month	25%	(45)	26%	(47)	49%	(87)	179
Watch Sporting Events: About once per month	22%	(32)	38%	(57)	41%	(61)	150
Watch Sporting Events: Less often than once per month	18%	(50)	31%	(86)	52%	(145)	281
Watch Sporting Events: Never	21%	(141)	22%	(147)	58%	(391)	679

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

Satellite television

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	22%	(493)	28%	(626)	49%	(1081)	2200
Cable TV: Currently subscribe	14%	(145)	26%	(266)	60%	(608)	1019
Cable TV: Subscribed in past	28%	(215)	40%	(303)	31%	(238)	756
Cable TV: Never subscribed	31%	(134)	13%	(56)	55%	(235)	424
Satellite TV: Currently subscribe	100%	(493)	—	(0)	—	(0)	493
Satellite TV: Subscribed in past	—	(0)	100%	(626)	—	(0)	626
Satellite TV: Never subscribed	—	(0)	—	(0)	100%	(1081)	1081
Streaming Services: Currently subscribe	24%	(318)	31%	(423)	45%	(606)	1347
Streaming Services: Subscribed in past	18%	(39)	44%	(93)	37%	(78)	210
Streaming Services: Never subscribed	21%	(136)	17%	(109)	62%	(397)	643
Film: An avid fan	23%	(185)	30%	(241)	47%	(378)	804
Film: A casual fan	22%	(253)	29%	(331)	49%	(560)	1144
Film: Not a fan	22%	(55)	21%	(54)	57%	(142)	251
Television: An avid fan	23%	(253)	30%	(331)	48%	(530)	1115
Television: A casual fan	23%	(218)	27%	(260)	50%	(478)	957
Television: Not a fan	17%	(21)	27%	(35)	56%	(73)	129
Music: An avid fan	22%	(260)	32%	(373)	45%	(528)	1161
Music: A casual fan	23%	(207)	25%	(227)	52%	(468)	902
Music: Not a fan	19%	(26)	19%	(26)	62%	(85)	137
Fashion: An avid fan	29%	(105)	30%	(111)	41%	(148)	364
Fashion: A casual fan	20%	(178)	30%	(265)	51%	(453)	896
Fashion: Not a fan	22%	(210)	27%	(250)	51%	(480)	940
Has seen "Die Hard"	23%	(369)	30%	(487)	47%	(748)	1604
Has seen "Trading Places"	22%	(274)	29%	(355)	49%	(594)	1223
Has seen "Gremlins"	23%	(352)	30%	(473)	47%	(730)	1554
Has seen "Batman Returns"	23%	(299)	32%	(416)	45%	(594)	1309
Has seen "Just Friends"	24%	(129)	33%	(177)	43%	(228)	534
Has seen "The Nightmare Before Christmas"	23%	(326)	30%	(424)	46%	(651)	1400
Has seen "Die Hard"	23%	(369)	30%	(487)	47%	(748)	1604
Has seen "Trading Places"	22%	(274)	29%	(355)	49%	(594)	1223
Has seen "Gremlins"	23%	(352)	30%	(473)	47%	(730)	1554

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

Demographic	Satellite TV: Currently subscribe	Satellite TV: Subscribed in past	Satellite TV: Never subscribed	Total N
Adults	22% (493)	28% (626)	49% (1081)	2200
Has seen "Batman Returns"	23% (299)	32% (416)	45% (594)	1309
Has seen "Just Friends"	24% (129)	33% (177)	43% (228)	534
Has seen "The Nightmare Before Christmas"	23% (326)	30% (424)	46% (651)	1400

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%	(1347)	10%	(210)	29%	(643)	2200
Gender: Male	60%	(634)	11%	(113)	30%	(315)	1062
Gender: Female	63%	(713)	9%	(97)	29%	(328)	1138
Age: 18-29	71%	(334)	14%	(65)	15%	(72)	471
Age: 30-44	74%	(399)	9%	(51)	17%	(93)	542
Age: 45-54	65%	(223)	10%	(35)	24%	(84)	342
Age: 55-64	52%	(212)	8%	(33)	40%	(164)	409
Age: 65+	41%	(180)	6%	(26)	53%	(231)	436
Generation Z: 18-22	61%	(124)	17%	(35)	21%	(43)	202
Millennial: Age 23-38	76%	(465)	11%	(68)	13%	(80)	613
Generation X: Age 39-54	68%	(367)	9%	(48)	23%	(125)	540
Boomers: Age 55-73	49%	(365)	7%	(56)	43%	(321)	741
PID: Dem (no lean)	66%	(516)	8%	(66)	26%	(204)	786
PID: Ind (no lean)	56%	(419)	12%	(91)	32%	(240)	750
PID: Rep (no lean)	62%	(412)	8%	(54)	30%	(199)	665
PID/Gender: Dem Men	66%	(227)	9%	(31)	25%	(84)	343
PID/Gender: Dem Women	65%	(288)	8%	(34)	27%	(120)	442
PID/Gender: Ind Men	52%	(193)	15%	(54)	33%	(124)	371
PID/Gender: Ind Women	60%	(226)	10%	(37)	31%	(116)	379
PID/Gender: Rep Men	61%	(214)	8%	(28)	31%	(107)	348
PID/Gender: Rep Women	63%	(199)	8%	(26)	29%	(92)	317
Ideo: Liberal (1-3)	72%	(454)	9%	(55)	19%	(119)	627
Ideo: Moderate (4)	59%	(314)	10%	(51)	32%	(172)	537
Ideo: Conservative (5-7)	59%	(416)	8%	(54)	34%	(241)	711
Educ: < College	59%	(885)	11%	(162)	31%	(465)	1512
Educ: Bachelors degree	65%	(288)	7%	(33)	28%	(123)	444
Educ: Post-grad	71%	(174)	6%	(15)	23%	(55)	244

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

Demographic	Streaming Services: Currently subscribe	Streaming Services: Subscribed in past	Streaming Services: Never subscribed	Total N
Adults	61% (1347)	10% (210)	29% (643)	2200
Income: Under 50k	55% (719)	11% (146)	34% (437)	1301
Income: 50k-100k	67% (414)	9% (53)	24% (146)	613
Income: 100k+	75% (215)	4% (11)	21% (60)	285
Ethnicity: White	62% (1066)	8% (139)	30% (516)	1722
Ethnicity: Hispanic	63% (219)	15% (52)	22% (78)	349
Ethnicity: Afr. Am.	64% (176)	13% (35)	23% (63)	274
Ethnicity: Other	51% (105)	18% (36)	31% (63)	204
All Christian	57% (566)	7% (71)	35% (349)	986
All Non-Christian	60% (60)	8% (8)	31% (31)	99
Atheist	69% (74)	17% (18)	14% (15)	108
Agnostic/Nothing in particular	64% (647)	11% (113)	25% (248)	1008
Religious Non-Protestant/Catholic	63% (79)	7% (9)	30% (37)	125
Evangelical	63% (349)	10% (55)	27% (150)	553
Non-Evangelical	57% (485)	8% (70)	35% (295)	849
Community: Urban	61% (368)	12% (71)	27% (161)	600
Community: Suburban	65% (634)	7% (71)	28% (271)	976
Community: Rural	55% (346)	11% (68)	34% (211)	624
Employ: Private Sector	73% (473)	6% (41)	21% (134)	648
Employ: Government	69% (104)	9% (13)	22% (33)	150
Employ: Self-Employed	62% (117)	16% (30)	22% (42)	188
Employ: Homemaker	64% (88)	8% (11)	28% (39)	137
Employ: Retired	46% (235)	7% (37)	46% (234)	506
Employ: Unemployed	49% (134)	19% (51)	32% (87)	271
Employ: Other	65% (126)	6% (12)	29% (56)	194
Military HH: Yes	55% (218)	7% (26)	39% (156)	400
Military HH: No	63% (1129)	10% (184)	27% (487)	1800
RD/WT: Right Direction	57% (469)	9% (74)	33% (273)	816
RD/WT: Wrong Track	63% (878)	10% (136)	27% (370)	1384
Trump Job Approve	60% (526)	8% (69)	32% (277)	872
Trump Job Disapprove	63% (753)	9% (111)	27% (323)	1187

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% (1347)	10% (210)	29% (643)	2200
Trump Job Strongly Approve	60% (286)	7% (34)	33% (159)	478
Trump Job Somewhat Approve	61% (240)	9% (35)	30% (118)	393
Trump Job Somewhat Disapprove	60% (144)	12% (28)	28% (66)	238
Trump Job Strongly Disapprove	64% (609)	9% (82)	27% (257)	949
Favorable of Trump	60% (509)	7% (63)	33% (281)	854
Unfavorable of Trump	64% (768)	11% (127)	26% (308)	1203
Very Favorable of Trump	59% (294)	8% (40)	33% (162)	497
Somewhat Favorable of Trump	60% (215)	6% (23)	33% (119)	357
Somewhat Unfavorable of Trump	61% (127)	16% (33)	23% (48)	209
Very Unfavorable of Trump	64% (641)	9% (93)	26% (260)	994
#1 Issue: Economy	68% (372)	8% (45)	24% (129)	547
#1 Issue: Security	56% (251)	12% (52)	33% (148)	451
#1 Issue: Health Care	65% (245)	8% (30)	28% (105)	380
#1 Issue: Medicare / Social Security	47% (132)	10% (28)	44% (123)	283
#1 Issue: Women's Issues	71% (79)	7% (7)	22% (24)	111
#1 Issue: Education	67% (99)	12% (18)	21% (30)	148
#1 Issue: Energy	66% (87)	12% (16)	22% (29)	132
#1 Issue: Other	55% (81)	9% (13)	36% (54)	149
2018 House Vote: Democrat	67% (494)	8% (62)	25% (181)	737
2018 House Vote: Republican	58% (387)	6% (40)	36% (236)	664
2018 House Vote: Someone else	49% (46)	17% (16)	34% (32)	94
2016 Vote: Hillary Clinton	67% (454)	7% (46)	26% (175)	676
2016 Vote: Donald Trump	59% (396)	6% (44)	35% (236)	676
2016 Vote: Other	58% (94)	13% (21)	29% (47)	162
2016 Vote: Didn't Vote	58% (396)	15% (100)	27% (183)	679
Voted in 2014: Yes	61% (799)	7% (92)	32% (422)	1312
Voted in 2014: No	62% (548)	13% (119)	25% (221)	888

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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% (1347)	10% (210)	29% (643)	2200
2012 Vote: Barack Obama	64% (535)	8% (65)	28% (234)	835
2012 Vote: Mitt Romney	56% (277)	5% (25)	39% (191)	493
2012 Vote: Other	52% (49)	14% (13)	35% (33)	95
2012 Vote: Didn't Vote	62% (483)	14% (106)	24% (185)	775
4-Region: Northeast	55% (217)	10% (38)	35% (139)	394
4-Region: Midwest	58% (269)	11% (49)	31% (144)	462
4-Region: South	64% (531)	9% (78)	26% (215)	824
4-Region: West	64% (330)	9% (45)	28% (145)	520
Watch TV: Every day	63% (692)	8% (90)	29% (324)	1106
Watch TV: Several times per week	73% (388)	8% (42)	19% (103)	533
Watch TV: About once per week	63% (106)	13% (22)	24% (40)	168
Watch TV: Several times per month	61% (52)	14% (12)	26% (22)	85
Watch TV: About once per month	44% (26)	21% (12)	35% (20)	58
Watch TV: Less often than once per month	55% (40)	17% (12)	29% (21)	73
Watch TV: Never	25% (44)	11% (19)	64% (113)	176
Watch Movies: Every day	72% (309)	9% (39)	19% (83)	431
Watch Movies: Several times per week	71% (412)	8% (48)	21% (120)	579
Watch Movies: About once per week	68% (253)	11% (40)	21% (76)	370
Watch Movies: Several times per month	65% (160)	10% (24)	25% (63)	247
Watch Movies: About once per month	54% (100)	9% (16)	37% (69)	185
Watch Movies: Less often than once per month	41% (71)	10% (17)	50% (87)	176
Watch Movies: Never	19% (42)	12% (26)	68% (146)	214
Watch Sporting Events: Every day	66% (96)	11% (16)	23% (34)	145
Watch Sporting Events: Several times per week	67% (295)	11% (48)	22% (97)	440
Watch Sporting Events: About once per week	62% (200)	8% (25)	31% (99)	325
Watch Sporting Events: Several times per month	61% (109)	10% (18)	29% (52)	179
Watch Sporting Events: About once per month	67% (100)	10% (16)	23% (35)	150
Watch Sporting Events: Less often than once per month	67% (189)	7% (21)	25% (71)	281
Watch Sporting Events: Never	53% (358)	10% (66)	38% (255)	679

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% (1347)	10% (210)	29% (643)	2200
Cable TV: Currently subscribe	63% (639)	7% (75)	30% (306)	1019
Cable TV: Subscribed in past	69% (520)	11% (84)	20% (152)	756
Cable TV: Never subscribed	44% (189)	12% (51)	43% (185)	424
Satellite TV: Currently subscribe	65% (318)	8% (39)	28% (136)	493
Satellite TV: Subscribed in past	68% (423)	15% (93)	17% (109)	626
Satellite TV: Never subscribed	56% (606)	7% (78)	37% (397)	1081
Streaming Services: Currently subscribe	100% (1347)	— (0)	— (0)	1347
Streaming Services: Subscribed in past	— (0)	100% (210)	— (0)	210
Streaming Services: Never subscribed	— (0)	— (0)	100% (643)	643
Film: An avid fan	73% (584)	10% (81)	17% (139)	804
Film: A casual fan	58% (666)	10% (114)	32% (365)	1144
Film: Not a fan	39% (97)	6% (15)	55% (138)	251
Television: An avid fan	64% (712)	10% (111)	26% (292)	1115
Television: A casual fan	59% (562)	9% (87)	32% (307)	957
Television: Not a fan	57% (73)	9% (12)	34% (44)	129
Music: An avid fan	68% (793)	11% (124)	21% (244)	1161
Music: A casual fan	55% (494)	8% (75)	37% (333)	902
Music: Not a fan	44% (60)	7% (10)	49% (67)	137
Fashion: An avid fan	69% (252)	12% (45)	18% (66)	364
Fashion: A casual fan	64% (571)	11% (99)	25% (226)	896
Fashion: Not a fan	56% (524)	7% (65)	37% (351)	940
Has seen "Die Hard"	64% (1025)	10% (156)	26% (424)	1604
Has seen "Trading Places"	63% (770)	9% (107)	28% (347)	1223
Has seen "Gremlins"	65% (1018)	10% (153)	25% (384)	1554
Has seen "Batman Returns"	68% (892)	10% (134)	22% (283)	1309
Has seen "Just Friends"	74% (392)	10% (51)	17% (90)	534
Has seen "The Nightmare Before Christmas"	69% (961)	10% (140)	21% (300)	1400
Has seen "Die Hard"	64% (1025)	10% (156)	26% (424)	1604
Has seen "Trading Places"	63% (770)	9% (107)	28% (347)	1223
Has seen "Gremlins"	65% (1018)	10% (153)	25% (384)	1554

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% (1347)	10% (210)	29% (643)	2200
Has seen "Batman Returns"	68% (892)	10% (134)	22% (283)	1309
Has seen "Just Friends"	74% (392)	10% (51)	17% (90)	534
Has seen "The Nightmare Before Christmas"	69% (961)	10% (140)	21% (300)	1400

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	37%	(804)	52%	(1144)	11%	(251)	2200
Gender: Male	36%	(387)	53%	(566)	10%	(109)	1062
Gender: Female	37%	(418)	51%	(579)	12%	(142)	1138
Age: 18-29	42%	(196)	48%	(224)	11%	(51)	471
Age: 30-44	46%	(249)	44%	(240)	10%	(53)	542
Age: 45-54	39%	(134)	51%	(175)	10%	(33)	342
Age: 55-64	30%	(121)	57%	(232)	14%	(56)	409
Age: 65+	24%	(104)	63%	(273)	13%	(59)	436
Generation Z: 18-22	40%	(81)	46%	(93)	14%	(28)	202
Millennial: Age 23-38	46%	(281)	46%	(282)	8%	(50)	613
Generation X: Age 39-54	40%	(217)	49%	(264)	11%	(60)	540
Boomers: Age 55-73	27%	(202)	60%	(447)	13%	(93)	741
PID: Dem (no lean)	44%	(347)	47%	(370)	9%	(69)	786
PID: Ind (no lean)	36%	(267)	52%	(389)	13%	(94)	750
PID: Rep (no lean)	29%	(191)	58%	(386)	13%	(88)	665
PID/Gender: Dem Men	49%	(168)	44%	(151)	7%	(24)	343
PID/Gender: Dem Women	40%	(179)	49%	(219)	10%	(45)	442
PID/Gender: Ind Men	34%	(125)	55%	(203)	11%	(42)	371
PID/Gender: Ind Women	37%	(141)	49%	(186)	14%	(52)	379
PID/Gender: Rep Men	27%	(93)	61%	(212)	12%	(43)	348
PID/Gender: Rep Women	31%	(98)	55%	(174)	14%	(44)	317
Ideo: Liberal (1-3)	47%	(296)	46%	(288)	7%	(43)	627
Ideo: Moderate (4)	37%	(200)	53%	(286)	9%	(51)	537
Ideo: Conservative (5-7)	27%	(193)	60%	(425)	13%	(93)	711
Educ: < College	37%	(567)	49%	(740)	14%	(206)	1512
Educ: Bachelors degree	34%	(150)	60%	(267)	6%	(27)	444
Educ: Post-grad	36%	(88)	56%	(137)	8%	(19)	244

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

Film

Demographic	Film: An avid fan		Film: A casual fan		Film: Not a fan		Total N
Adults	37%	(804)	52%	(1144)	11%	(251)	2200
Income: Under 50k	36%	(465)	51%	(658)	14%	(179)	1301
Income: 50k-100k	39%	(240)	53%	(323)	8%	(49)	613
Income: 100k+	35%	(100)	57%	(163)	8%	(23)	285
Ethnicity: White	35%	(608)	54%	(925)	11%	(188)	1722
Ethnicity: Hispanic	47%	(164)	46%	(159)	8%	(26)	349
Ethnicity: Afr. Am.	43%	(118)	46%	(125)	11%	(31)	274
Ethnicity: Other	38%	(77)	46%	(94)	16%	(32)	204
All Christian	33%	(330)	57%	(557)	10%	(99)	986
All Non-Christian	34%	(33)	55%	(55)	11%	(11)	99
Atheist	51%	(55)	42%	(46)	7%	(7)	108
Agnostic/Nothing in particular	38%	(386)	48%	(487)	13%	(134)	1008
Religious Non-Protestant/Catholic	34%	(42)	55%	(69)	11%	(14)	125
Evangelical	35%	(195)	54%	(300)	10%	(58)	553
Non-Evangelical	35%	(301)	53%	(449)	12%	(99)	849
Community: Urban	38%	(230)	53%	(317)	9%	(53)	600
Community: Suburban	37%	(360)	52%	(508)	11%	(107)	976
Community: Rural	34%	(214)	51%	(319)	15%	(91)	624
Employ: Private Sector	43%	(277)	50%	(325)	7%	(46)	648
Employ: Government	36%	(55)	52%	(79)	11%	(17)	150
Employ: Self-Employed	42%	(79)	46%	(86)	12%	(23)	188
Employ: Homemaker	39%	(54)	49%	(68)	11%	(15)	137
Employ: Retired	25%	(128)	62%	(313)	13%	(65)	506
Employ: Unemployed	35%	(94)	47%	(128)	18%	(49)	271
Employ: Other	42%	(81)	44%	(86)	14%	(27)	194
Military HH: Yes	31%	(123)	59%	(238)	10%	(39)	400
Military HH: No	38%	(681)	50%	(907)	12%	(212)	1800
RD/WT: Right Direction	31%	(250)	56%	(457)	13%	(109)	816
RD/WT: Wrong Track	40%	(554)	50%	(688)	10%	(142)	1384
Trump Job Approve	28%	(243)	59%	(510)	14%	(118)	872
Trump Job Disapprove	43%	(508)	49%	(577)	9%	(102)	1187

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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	37% (804)	52% (1144)	11% (251)	2200
Trump Job Strongly Approve	27% (127)	59% (281)	15% (71)	478
Trump Job Somewhat Approve	30% (116)	58% (230)	12% (47)	393
Trump Job Somewhat Disapprove	37% (88)	51% (122)	12% (28)	238
Trump Job Strongly Disapprove	44% (420)	48% (455)	8% (74)	949
Favorable of Trump	28% (238)	58% (497)	14% (118)	854
Unfavorable of Trump	43% (519)	49% (591)	8% (94)	1203
Very Favorable of Trump	27% (134)	59% (291)	14% (71)	497
Somewhat Favorable of Trump	29% (104)	58% (206)	13% (47)	357
Somewhat Unfavorable of Trump	37% (77)	58% (121)	5% (11)	209
Very Unfavorable of Trump	44% (441)	47% (470)	8% (83)	994
#1 Issue: Economy	40% (218)	51% (276)	10% (53)	547
#1 Issue: Security	27% (120)	60% (273)	13% (58)	451
#1 Issue: Health Care	43% (165)	48% (183)	8% (32)	380
#1 Issue: Medicare / Social Security	26% (74)	56% (159)	18% (50)	283
#1 Issue: Women's Issues	48% (53)	42% (47)	10% (11)	111
#1 Issue: Education	39% (57)	54% (79)	7% (11)	148
#1 Issue: Energy	49% (64)	43% (57)	8% (11)	132
#1 Issue: Other	35% (52)	47% (70)	18% (26)	149
2018 House Vote: Democrat	43% (317)	49% (363)	8% (57)	737
2018 House Vote: Republican	29% (196)	56% (373)	14% (95)	664
2018 House Vote: Someone else	36% (34)	53% (50)	11% (10)	94
2016 Vote: Hillary Clinton	42% (287)	49% (330)	9% (59)	676
2016 Vote: Donald Trump	28% (189)	60% (407)	12% (80)	676
2016 Vote: Other	43% (70)	48% (77)	10% (15)	162
2016 Vote: Didn't Vote	37% (253)	48% (329)	14% (97)	679
Voted in 2014: Yes	36% (476)	53% (700)	10% (136)	1312
Voted in 2014: No	37% (329)	50% (444)	13% (115)	888
2012 Vote: Barack Obama	41% (345)	49% (412)	9% (78)	835
2012 Vote: Mitt Romney	27% (135)	63% (309)	10% (50)	493
2012 Vote: Other	31% (29)	60% (57)	10% (9)	95
2012 Vote: Didn't Vote	38% (295)	47% (366)	15% (114)	775

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

Demographic	Film: An avid fan	Film: A casual fan	Film: Not a fan	Total N
Adults	37% (804)	52% (1144)	11% (251)	2200
4-Region: Northeast	37% (147)	52% (206)	10% (40)	394
4-Region: Midwest	36% (167)	52% (239)	12% (57)	462
4-Region: South	37% (302)	53% (433)	11% (89)	824
4-Region: West	36% (188)	51% (266)	13% (66)	520
Watch TV: Every day	43% (473)	49% (543)	8% (89)	1106
Watch TV: Several times per week	38% (204)	54% (287)	8% (43)	533
Watch TV: About once per week	26% (44)	60% (101)	14% (24)	168
Watch TV: Several times per month	23% (20)	64% (55)	13% (11)	85
Watch TV: About once per month	29% (17)	56% (33)	16% (9)	58
Watch TV: Less often than once per month	25% (18)	55% (40)	20% (15)	73
Watch TV: Never	17% (30)	49% (86)	35% (61)	176
Watch Movies: Every day	59% (254)	35% (149)	6% (28)	431
Watch Movies: Several times per week	46% (267)	48% (279)	6% (33)	579
Watch Movies: About once per week	37% (138)	56% (206)	7% (26)	370
Watch Movies: Several times per month	23% (58)	68% (168)	9% (21)	247
Watch Movies: About once per month	20% (38)	73% (134)	7% (13)	185
Watch Movies: Less often than once per month	10% (18)	67% (118)	22% (39)	176
Watch Movies: Never	15% (32)	42% (90)	43% (91)	214
Watch Sporting Events: Every day	50% (72)	41% (59)	10% (14)	145
Watch Sporting Events: Several times per week	41% (180)	54% (236)	6% (24)	440
Watch Sporting Events: About once per week	32% (103)	60% (195)	8% (27)	325
Watch Sporting Events: Several times per month	40% (72)	51% (92)	9% (15)	179
Watch Sporting Events: About once per month	39% (59)	55% (82)	6% (9)	150
Watch Sporting Events: Less often than once per month	37% (104)	56% (157)	7% (21)	281
Watch Sporting Events: Never	32% (215)	48% (324)	21% (140)	679
Cable TV: Currently subscribe	37% (377)	53% (539)	10% (104)	1019
Cable TV: Subscribed in past	39% (296)	52% (395)	9% (65)	756
Cable TV: Never subscribed	31% (132)	50% (211)	19% (82)	424
Satellite TV: Currently subscribe	38% (185)	51% (253)	11% (55)	493
Satellite TV: Subscribed in past	38% (241)	53% (331)	9% (54)	626
Satellite TV: Never subscribed	35% (378)	52% (560)	13% (142)	1081

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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	37%	(804)	52%	(1144)	11%	(251)	2200
Streaming Services: Currently subscribe	43%	(584)	49%	(666)	7%	(97)	1347
Streaming Services: Subscribed in past	39%	(81)	54%	(114)	7%	(15)	210
Streaming Services: Never subscribed	22%	(139)	57%	(365)	22%	(138)	643
Film: An avid fan	100%	(804)	—	(0)	—	(0)	804
Film: A casual fan	—	(0)	100%	(1144)	—	(0)	1144
Film: Not a fan	—	(0)	—	(0)	100%	(251)	251
Television: An avid fan	55%	(618)	38%	(429)	6%	(68)	1115
Television: A casual fan	18%	(168)	69%	(665)	13%	(124)	957
Television: Not a fan	15%	(19)	40%	(51)	46%	(59)	129
Music: An avid fan	54%	(624)	38%	(445)	8%	(92)	1161
Music: A casual fan	19%	(169)	71%	(639)	10%	(93)	902
Music: Not a fan	8%	(11)	44%	(60)	48%	(66)	137
Fashion: An avid fan	64%	(232)	30%	(108)	7%	(24)	364
Fashion: A casual fan	37%	(333)	56%	(501)	7%	(62)	896
Fashion: Not a fan	25%	(240)	57%	(536)	18%	(165)	940
Has seen "Die Hard"	39%	(631)	52%	(839)	8%	(134)	1604
Has seen "Trading Places"	41%	(501)	51%	(626)	8%	(96)	1223
Has seen "Gremlins"	41%	(643)	50%	(779)	9%	(133)	1554
Has seen "Batman Returns"	46%	(601)	47%	(616)	7%	(93)	1309
Has seen "Just Friends"	54%	(286)	40%	(215)	6%	(33)	534
Has seen "The Nightmare Before Christmas"	45%	(633)	46%	(646)	9%	(121)	1400
Has seen "Die Hard"	39%	(631)	52%	(839)	8%	(134)	1604
Has seen "Trading Places"	41%	(501)	51%	(626)	8%	(96)	1223
Has seen "Gremlins"	41%	(643)	50%	(779)	9%	(133)	1554
Has seen "Batman Returns"	46%	(601)	47%	(616)	7%	(93)	1309
Has seen "Just Friends"	54%	(286)	40%	(215)	6%	(33)	534
Has seen "The Nightmare Before Christmas"	45%	(633)	46%	(646)	9%	(121)	1400

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	51%	(1115)	43%	(957)	6%	(129)	2200
Gender: Male	46%	(489)	47%	(499)	7%	(74)	1062
Gender: Female	55%	(626)	40%	(457)	5%	(55)	1138
Age: 18-29	49%	(233)	43%	(201)	8%	(37)	471
Age: 30-44	50%	(273)	44%	(237)	6%	(31)	542
Age: 45-54	47%	(162)	47%	(162)	6%	(19)	342
Age: 55-64	53%	(217)	42%	(170)	5%	(22)	409
Age: 65+	53%	(230)	43%	(187)	4%	(19)	436
Generation Z: 18-22	45%	(92)	42%	(86)	12%	(25)	202
Millennial: Age 23-38	51%	(312)	43%	(263)	6%	(38)	613
Generation X: Age 39-54	49%	(264)	47%	(251)	5%	(25)	540
Boomers: Age 55-73	52%	(386)	43%	(321)	5%	(34)	741
PID: Dem (no lean)	57%	(450)	39%	(303)	4%	(32)	786
PID: Ind (no lean)	44%	(331)	47%	(353)	9%	(66)	750
PID: Rep (no lean)	50%	(333)	45%	(301)	5%	(30)	665
PID/Gender: Dem Men	53%	(181)	43%	(147)	4%	(15)	343
PID/Gender: Dem Women	61%	(269)	35%	(156)	4%	(17)	442
PID/Gender: Ind Men	39%	(146)	51%	(190)	9%	(35)	371
PID/Gender: Ind Women	49%	(185)	43%	(163)	8%	(31)	379
PID/Gender: Rep Men	46%	(161)	47%	(163)	7%	(24)	348
PID/Gender: Rep Women	54%	(172)	44%	(138)	2%	(7)	317
Ideo: Liberal (1-3)	57%	(360)	39%	(242)	4%	(25)	627
Ideo: Moderate (4)	52%	(279)	42%	(223)	6%	(35)	537
Ideo: Conservative (5-7)	47%	(333)	48%	(342)	5%	(36)	711
Educ: < College	53%	(802)	41%	(612)	6%	(98)	1512
Educ: Bachelors degree	47%	(207)	49%	(217)	4%	(20)	444
Educ: Post-grad	43%	(105)	52%	(128)	5%	(11)	244

Continued on next page

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

Television

Demographic	Television: An avid fan		Television: A casual fan		Television: Not a fan		Total N
Adults	51%	(1115)	43%	(957)	6%	(129)	2200
Income: Under 50k	51%	(667)	42%	(545)	7%	(89)	1301
Income: 50k-100k	53%	(322)	42%	(259)	5%	(33)	613
Income: 100k+	44%	(125)	54%	(153)	3%	(7)	285
Ethnicity: White	51%	(879)	44%	(763)	5%	(80)	1722
Ethnicity: Hispanic	46%	(162)	47%	(164)	7%	(24)	349
Ethnicity: Afr. Am.	56%	(154)	35%	(97)	9%	(24)	274
Ethnicity: Other	40%	(81)	48%	(98)	12%	(25)	204
All Christian	53%	(526)	43%	(427)	3%	(33)	986
All Non-Christian	52%	(51)	38%	(38)	10%	(10)	99
Atheist	47%	(50)	45%	(48)	9%	(9)	108
Agnostic/Nothing in particular	48%	(487)	44%	(444)	8%	(76)	1008
Religious Non-Protestant/Catholic	50%	(63)	42%	(52)	8%	(10)	125
Evangelical	51%	(282)	43%	(235)	7%	(36)	553
Non-Evangelical	53%	(451)	42%	(358)	5%	(40)	849
Community: Urban	49%	(296)	43%	(256)	8%	(48)	600
Community: Suburban	53%	(513)	43%	(418)	5%	(45)	976
Community: Rural	49%	(305)	45%	(283)	6%	(36)	624
Employ: Private Sector	51%	(330)	45%	(292)	4%	(26)	648
Employ: Government	47%	(70)	47%	(70)	7%	(10)	150
Employ: Self-Employed	50%	(95)	39%	(73)	11%	(20)	188
Employ: Homemaker	54%	(75)	41%	(57)	5%	(6)	137
Employ: Retired	54%	(272)	41%	(207)	5%	(28)	506
Employ: Unemployed	50%	(135)	42%	(115)	8%	(21)	271
Employ: Other	50%	(97)	48%	(93)	2%	(5)	194
Military HH: Yes	48%	(193)	47%	(188)	5%	(19)	400
Military HH: No	51%	(921)	43%	(769)	6%	(110)	1800
RD/WT: Right Direction	49%	(397)	46%	(379)	5%	(40)	816
RD/WT: Wrong Track	52%	(718)	42%	(577)	6%	(89)	1384
Trump Job Approve	46%	(399)	48%	(421)	6%	(51)	872
Trump Job Disapprove	55%	(655)	40%	(473)	5%	(58)	1187

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	51%	(1115)	43%	(957)	6%	(129)	2200
Trump Job Strongly Approve	45%	(214)	48%	(230)	7%	(34)	478
Trump Job Somewhat Approve	47%	(185)	49%	(191)	4%	(17)	393
Trump Job Somewhat Disapprove	51%	(122)	42%	(99)	7%	(17)	238
Trump Job Strongly Disapprove	56%	(533)	39%	(374)	4%	(41)	949
Favorable of Trump	46%	(396)	48%	(407)	6%	(50)	854
Unfavorable of Trump	54%	(655)	40%	(486)	5%	(62)	1203
Very Favorable of Trump	47%	(232)	46%	(230)	7%	(35)	497
Somewhat Favorable of Trump	46%	(165)	49%	(176)	4%	(16)	357
Somewhat Unfavorable of Trump	53%	(110)	41%	(85)	7%	(14)	209
Very Unfavorable of Trump	55%	(545)	40%	(401)	5%	(48)	994
#1 Issue: Economy	47%	(259)	47%	(255)	6%	(32)	547
#1 Issue: Security	50%	(225)	44%	(197)	6%	(29)	451
#1 Issue: Health Care	58%	(220)	39%	(147)	3%	(12)	380
#1 Issue: Medicare / Social Security	56%	(159)	38%	(108)	6%	(16)	283
#1 Issue: Women's Issues	44%	(49)	50%	(55)	6%	(7)	111
#1 Issue: Education	46%	(68)	46%	(68)	8%	(12)	148
#1 Issue: Energy	54%	(71)	40%	(53)	6%	(8)	132
#1 Issue: Other	42%	(63)	49%	(72)	9%	(13)	149
2018 House Vote: Democrat	59%	(433)	38%	(277)	4%	(26)	737
2018 House Vote: Republican	49%	(324)	45%	(300)	6%	(40)	664
2018 House Vote: Someone else	48%	(45)	48%	(45)	4%	(4)	94
2016 Vote: Hillary Clinton	59%	(396)	38%	(254)	4%	(26)	676
2016 Vote: Donald Trump	49%	(332)	47%	(315)	4%	(29)	676
2016 Vote: Other	49%	(80)	46%	(74)	5%	(8)	162
2016 Vote: Didn't Vote	44%	(301)	46%	(313)	10%	(66)	679
Voted in 2014: Yes	54%	(705)	43%	(562)	3%	(46)	1312
Voted in 2014: No	46%	(410)	44%	(394)	9%	(83)	888
2012 Vote: Barack Obama	56%	(464)	40%	(334)	4%	(36)	835
2012 Vote: Mitt Romney	49%	(244)	47%	(234)	3%	(16)	493
2012 Vote: Other	41%	(39)	51%	(48)	8%	(7)	95
2012 Vote: Didn't Vote	47%	(367)	44%	(339)	9%	(69)	775

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	51%	(1115)	43%	(957)	6%	(129)	2200
4-Region: Northeast	54%	(213)	42%	(166)	4%	(14)	394
4-Region: Midwest	53%	(244)	42%	(195)	5%	(24)	462
4-Region: South	50%	(414)	44%	(365)	6%	(45)	824
4-Region: West	47%	(243)	45%	(232)	9%	(45)	520
Watch TV: Every day	67%	(738)	31%	(345)	2%	(22)	1106
Watch TV: Several times per week	40%	(215)	56%	(296)	4%	(22)	533
Watch TV: About once per week	28%	(48)	64%	(108)	7%	(13)	168
Watch TV: Several times per month	30%	(26)	66%	(56)	4%	(4)	85
Watch TV: About once per month	30%	(17)	56%	(33)	15%	(8)	58
Watch TV: Less often than once per month	26%	(19)	57%	(41)	18%	(13)	73
Watch TV: Never	29%	(52)	44%	(77)	27%	(47)	176
Watch Movies: Every day	65%	(281)	30%	(128)	5%	(22)	431
Watch Movies: Several times per week	54%	(310)	44%	(252)	3%	(17)	579
Watch Movies: About once per week	45%	(167)	49%	(180)	6%	(22)	370
Watch Movies: Several times per month	51%	(126)	45%	(112)	4%	(9)	247
Watch Movies: About once per month	48%	(88)	46%	(85)	6%	(12)	185
Watch Movies: Less often than once per month	35%	(62)	58%	(101)	7%	(12)	176
Watch Movies: Never	38%	(80)	46%	(98)	16%	(35)	214
Watch Sporting Events: Every day	65%	(95)	32%	(46)	3%	(5)	145
Watch Sporting Events: Several times per week	57%	(252)	41%	(181)	2%	(7)	440
Watch Sporting Events: About once per week	48%	(156)	48%	(157)	4%	(12)	325
Watch Sporting Events: Several times per month	52%	(94)	44%	(80)	3%	(6)	179
Watch Sporting Events: About once per month	49%	(74)	47%	(71)	3%	(5)	150
Watch Sporting Events: Less often than once per month	51%	(143)	43%	(120)	7%	(19)	281
Watch Sporting Events: Never	44%	(302)	44%	(302)	11%	(75)	679
Cable TV: Currently subscribe	55%	(565)	40%	(411)	4%	(43)	1019
Cable TV: Subscribed in past	46%	(350)	48%	(362)	6%	(44)	756
Cable TV: Never subscribed	47%	(200)	43%	(183)	10%	(42)	424
Satellite TV: Currently subscribe	51%	(253)	44%	(218)	4%	(21)	493
Satellite TV: Subscribed in past	53%	(331)	42%	(260)	6%	(35)	626
Satellite TV: Never subscribed	49%	(530)	44%	(478)	7%	(73)	1081

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	51%	(1115)	43%	(957)	6%	(129)	2200
Streaming Services: Currently subscribe	53%	(712)	42%	(562)	5%	(73)	1347
Streaming Services: Subscribed in past	53%	(111)	42%	(87)	6%	(12)	210
Streaming Services: Never subscribed	45%	(292)	48%	(307)	7%	(44)	643
Film: An avid fan	77%	(618)	21%	(168)	2%	(19)	804
Film: A casual fan	37%	(429)	58%	(665)	4%	(51)	1144
Film: Not a fan	27%	(68)	49%	(124)	23%	(59)	251
Television: An avid fan	100%	(1115)	—	(0)	—	(0)	1115
Television: A casual fan	—	(0)	100%	(957)	—	(0)	957
Television: Not a fan	—	(0)	—	(0)	100%	(129)	129
Music: An avid fan	62%	(715)	33%	(382)	6%	(65)	1161
Music: A casual fan	39%	(354)	58%	(520)	3%	(27)	902
Music: Not a fan	33%	(46)	40%	(55)	27%	(37)	137
Fashion: An avid fan	72%	(262)	24%	(88)	4%	(14)	364
Fashion: A casual fan	51%	(458)	45%	(402)	4%	(36)	896
Fashion: Not a fan	42%	(394)	50%	(467)	8%	(79)	940
Has seen "Die Hard"	52%	(830)	44%	(708)	4%	(67)	1604
Has seen "Trading Places"	54%	(663)	42%	(510)	4%	(50)	1223
Has seen "Gremlins"	53%	(821)	43%	(661)	5%	(73)	1554
Has seen "Batman Returns"	54%	(707)	42%	(552)	4%	(50)	1309
Has seen "Just Friends"	61%	(328)	36%	(194)	2%	(12)	534
Has seen "The Nightmare Before Christmas"	53%	(748)	41%	(576)	5%	(77)	1400
Has seen "Die Hard"	52%	(830)	44%	(708)	4%	(67)	1604
Has seen "Trading Places"	54%	(663)	42%	(510)	4%	(50)	1223
Has seen "Gremlins"	53%	(821)	43%	(661)	5%	(73)	1554
Has seen "Batman Returns"	54%	(707)	42%	(552)	4%	(50)	1309
Has seen "Just Friends"	61%	(328)	36%	(194)	2%	(12)	534
Has seen "The Nightmare Before Christmas"	53%	(748)	41%	(576)	5%	(77)	1400

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	53%	(1161)	41%	(902)	6%	(137)	2200
Gender: Male	51%	(544)	42%	(442)	7%	(76)	1062
Gender: Female	54%	(617)	40%	(459)	5%	(62)	1138
Age: 18-29	70%	(330)	26%	(123)	4%	(18)	471
Age: 30-44	63%	(344)	33%	(181)	3%	(17)	542
Age: 45-54	53%	(180)	43%	(145)	5%	(16)	342
Age: 55-64	44%	(180)	47%	(193)	9%	(35)	409
Age: 65+	29%	(127)	59%	(259)	12%	(51)	436
Generation Z: 18-22	72%	(146)	20%	(41)	8%	(16)	202
Millennial: Age 23-38	67%	(412)	31%	(190)	2%	(11)	613
Generation X: Age 39-54	55%	(296)	41%	(219)	5%	(25)	540
Boomers: Age 55-73	37%	(278)	53%	(395)	9%	(68)	741
PID: Dem (no lean)	56%	(442)	40%	(311)	4%	(32)	786
PID: Ind (no lean)	55%	(412)	38%	(283)	7%	(55)	750
PID: Rep (no lean)	46%	(307)	46%	(308)	7%	(50)	665
PID/Gender: Dem Men	60%	(205)	37%	(127)	3%	(11)	343
PID/Gender: Dem Women	54%	(237)	42%	(184)	5%	(22)	442
PID/Gender: Ind Men	52%	(193)	39%	(145)	9%	(33)	371
PID/Gender: Ind Women	58%	(219)	36%	(138)	6%	(22)	379
PID/Gender: Rep Men	42%	(146)	49%	(171)	9%	(31)	348
PID/Gender: Rep Women	51%	(161)	43%	(137)	6%	(18)	317
Ideo: Liberal (1-3)	59%	(369)	38%	(236)	3%	(22)	627
Ideo: Moderate (4)	50%	(269)	45%	(240)	5%	(27)	537
Ideo: Conservative (5-7)	45%	(319)	47%	(336)	8%	(56)	711
Educ: < College	56%	(851)	37%	(565)	6%	(97)	1512
Educ: Bachelors degree	49%	(216)	47%	(209)	4%	(19)	444
Educ: Post-grad	39%	(95)	52%	(127)	9%	(22)	244

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	53%	(1161)	41%	(902)	6%	(137)	2200
Income: Under 50k	54%	(704)	39%	(510)	7%	(87)	1301
Income: 50k-100k	53%	(323)	42%	(255)	6%	(35)	613
Income: 100k+	47%	(133)	48%	(137)	5%	(15)	285
Ethnicity: White	50%	(864)	44%	(752)	6%	(105)	1722
Ethnicity: Hispanic	63%	(218)	30%	(104)	8%	(27)	349
Ethnicity: Afr. Am.	69%	(189)	26%	(71)	5%	(15)	274
Ethnicity: Other	53%	(108)	39%	(79)	8%	(17)	204
All Christian	46%	(452)	48%	(473)	6%	(61)	986
All Non-Christian	39%	(38)	51%	(51)	10%	(10)	99
Atheist	58%	(63)	36%	(39)	6%	(6)	108
Agnostic/Nothing in particular	60%	(608)	34%	(339)	6%	(60)	1008
Religious Non-Protestant/Catholic	40%	(50)	52%	(64)	9%	(11)	125
Evangelical	53%	(294)	42%	(233)	5%	(26)	553
Non-Evangelical	51%	(432)	42%	(356)	7%	(61)	849
Community: Urban	57%	(339)	36%	(218)	7%	(43)	600
Community: Suburban	50%	(489)	44%	(431)	6%	(56)	976
Community: Rural	53%	(333)	40%	(252)	6%	(39)	624
Employ: Private Sector	56%	(365)	40%	(259)	4%	(24)	648
Employ: Government	51%	(76)	41%	(62)	8%	(12)	150
Employ: Self-Employed	68%	(128)	27%	(50)	5%	(10)	188
Employ: Homemaker	52%	(71)	42%	(58)	6%	(8)	137
Employ: Retired	36%	(181)	55%	(279)	9%	(46)	506
Employ: Unemployed	54%	(147)	38%	(103)	8%	(21)	271
Employ: Other	59%	(114)	37%	(72)	4%	(9)	194
Military HH: Yes	47%	(189)	45%	(178)	8%	(33)	400
Military HH: No	54%	(972)	40%	(723)	6%	(105)	1800
RD/WT: Right Direction	47%	(386)	45%	(369)	7%	(61)	816
RD/WT: Wrong Track	56%	(775)	38%	(532)	6%	(77)	1384
Trump Job Approve	47%	(411)	46%	(403)	7%	(57)	872
Trump Job Disapprove	57%	(673)	38%	(456)	5%	(58)	1187

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	53%	(1161)	41%	(902)	6%	(137)	2200
Trump Job Strongly Approve	45%	(217)	46%	(221)	9%	(41)	478
Trump Job Somewhat Approve	49%	(195)	46%	(182)	4%	(16)	393
Trump Job Somewhat Disapprove	54%	(129)	39%	(92)	7%	(17)	238
Trump Job Strongly Disapprove	57%	(544)	38%	(364)	4%	(41)	949
Favorable of Trump	47%	(397)	45%	(388)	8%	(69)	854
Unfavorable of Trump	57%	(684)	39%	(467)	4%	(51)	1203
Very Favorable of Trump	46%	(230)	45%	(224)	9%	(43)	497
Somewhat Favorable of Trump	47%	(167)	46%	(164)	7%	(26)	357
Somewhat Unfavorable of Trump	56%	(116)	40%	(84)	4%	(9)	209
Very Unfavorable of Trump	57%	(568)	39%	(384)	4%	(42)	994
#1 Issue: Economy	59%	(322)	37%	(203)	4%	(22)	547
#1 Issue: Security	47%	(211)	47%	(213)	6%	(27)	451
#1 Issue: Health Care	53%	(203)	39%	(149)	7%	(28)	380
#1 Issue: Medicare / Social Security	38%	(109)	52%	(146)	10%	(28)	283
#1 Issue: Women's Issues	77%	(85)	22%	(24)	2%	(2)	111
#1 Issue: Education	68%	(100)	30%	(44)	3%	(4)	148
#1 Issue: Energy	54%	(71)	41%	(55)	5%	(6)	132
#1 Issue: Other	40%	(60)	47%	(69)	13%	(19)	149
2018 House Vote: Democrat	55%	(402)	40%	(298)	5%	(36)	737
2018 House Vote: Republican	44%	(293)	48%	(317)	8%	(54)	664
2018 House Vote: Someone else	57%	(54)	39%	(37)	4%	(3)	94
2016 Vote: Hillary Clinton	54%	(363)	41%	(279)	5%	(34)	676
2016 Vote: Donald Trump	43%	(290)	50%	(336)	7%	(50)	676
2016 Vote: Other	55%	(89)	39%	(63)	6%	(10)	162
2016 Vote: Didn't Vote	62%	(418)	32%	(218)	6%	(43)	679
Voted in 2014: Yes	47%	(618)	46%	(610)	6%	(84)	1312
Voted in 2014: No	61%	(543)	33%	(292)	6%	(53)	888
2012 Vote: Barack Obama	51%	(430)	43%	(357)	6%	(48)	835
2012 Vote: Mitt Romney	41%	(202)	52%	(257)	7%	(34)	493
2012 Vote: Other	46%	(44)	42%	(40)	12%	(11)	95
2012 Vote: Didn't Vote	63%	(484)	32%	(247)	6%	(44)	775

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	53%	(1161)	41%	(902)	6%	(137)	2200
4-Region: Northeast	52%	(204)	42%	(166)	6%	(23)	394
4-Region: Midwest	51%	(238)	43%	(200)	5%	(24)	462
4-Region: South	56%	(458)	39%	(319)	6%	(48)	824
4-Region: West	50%	(262)	42%	(216)	8%	(42)	520
Watch TV: Every day	55%	(607)	41%	(452)	4%	(47)	1106
Watch TV: Several times per week	52%	(277)	43%	(228)	5%	(28)	533
Watch TV: About once per week	58%	(98)	33%	(55)	9%	(16)	168
Watch TV: Several times per month	47%	(40)	49%	(42)	3%	(3)	85
Watch TV: About once per month	50%	(29)	46%	(27)	4%	(2)	58
Watch TV: Less often than once per month	48%	(35)	42%	(30)	11%	(8)	73
Watch TV: Never	43%	(76)	38%	(67)	19%	(34)	176
Watch Movies: Every day	72%	(309)	26%	(112)	2%	(11)	431
Watch Movies: Several times per week	55%	(317)	41%	(236)	5%	(26)	579
Watch Movies: About once per week	54%	(201)	40%	(148)	5%	(20)	370
Watch Movies: Several times per month	46%	(113)	49%	(121)	5%	(13)	247
Watch Movies: About once per month	44%	(82)	52%	(95)	4%	(8)	185
Watch Movies: Less often than once per month	32%	(56)	57%	(100)	11%	(20)	176
Watch Movies: Never	39%	(83)	42%	(90)	19%	(40)	214
Watch Sporting Events: Every day	66%	(97)	31%	(45)	2%	(4)	145
Watch Sporting Events: Several times per week	55%	(242)	41%	(179)	4%	(19)	440
Watch Sporting Events: About once per week	56%	(181)	42%	(136)	3%	(8)	325
Watch Sporting Events: Several times per month	51%	(92)	47%	(84)	2%	(3)	179
Watch Sporting Events: About once per month	53%	(79)	45%	(68)	2%	(3)	150
Watch Sporting Events: Less often than once per month	54%	(153)	40%	(113)	5%	(15)	281
Watch Sporting Events: Never	47%	(318)	41%	(276)	13%	(85)	679
Cable TV: Currently subscribe	53%	(542)	42%	(424)	5%	(54)	1019
Cable TV: Subscribed in past	54%	(412)	42%	(314)	4%	(31)	756
Cable TV: Never subscribed	49%	(208)	39%	(164)	12%	(53)	424
Satellite TV: Currently subscribe	53%	(260)	42%	(207)	5%	(26)	493
Satellite TV: Subscribed in past	60%	(373)	36%	(227)	4%	(26)	626
Satellite TV: Never subscribed	49%	(528)	43%	(468)	8%	(85)	1081

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	53%	(1161)	41%	(902)	6%	(137)	2200
Streaming Services: Currently subscribe	59%	(793)	37%	(494)	4%	(60)	1347
Streaming Services: Subscribed in past	59%	(124)	36%	(75)	5%	(10)	210
Streaming Services: Never subscribed	38%	(244)	52%	(333)	10%	(67)	643
Film: An avid fan	78%	(624)	21%	(169)	1%	(11)	804
Film: A casual fan	39%	(445)	56%	(639)	5%	(60)	1144
Film: Not a fan	37%	(92)	37%	(93)	26%	(66)	251
Television: An avid fan	64%	(715)	32%	(354)	4%	(46)	1115
Television: A casual fan	40%	(382)	54%	(520)	6%	(55)	957
Television: Not a fan	50%	(65)	21%	(27)	28%	(37)	129
Music: An avid fan	100%	(1161)	—	(0)	—	(0)	1161
Music: A casual fan	—	(0)	100%	(902)	—	(0)	902
Music: Not a fan	—	(0)	—	(0)	100%	(137)	137
Fashion: An avid fan	85%	(308)	14%	(52)	1%	(3)	364
Fashion: A casual fan	55%	(494)	42%	(377)	3%	(25)	896
Fashion: Not a fan	38%	(359)	50%	(472)	12%	(109)	940
Has seen "Die Hard"	53%	(849)	42%	(675)	5%	(80)	1604
Has seen "Trading Places"	52%	(631)	43%	(524)	6%	(68)	1223
Has seen "Gremlins"	56%	(874)	39%	(604)	5%	(77)	1554
Has seen "Batman Returns"	59%	(769)	37%	(481)	4%	(58)	1309
Has seen "Just Friends"	63%	(336)	33%	(175)	4%	(23)	534
Has seen "The Nightmare Before Christmas"	61%	(850)	36%	(497)	4%	(53)	1400
Has seen "Die Hard"	53%	(849)	42%	(675)	5%	(80)	1604
Has seen "Trading Places"	52%	(631)	43%	(524)	6%	(68)	1223
Has seen "Gremlins"	56%	(874)	39%	(604)	5%	(77)	1554
Has seen "Batman Returns"	59%	(769)	37%	(481)	4%	(58)	1309
Has seen "Just Friends"	63%	(336)	33%	(175)	4%	(23)	534
Has seen "The Nightmare Before Christmas"	61%	(850)	36%	(497)	4%	(53)	1400

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	17%	(364)	41%	(896)	43%	(940)	2200
Gender: Male	10%	(111)	30%	(316)	60%	(635)	1062
Gender: Female	22%	(253)	51%	(580)	27%	(305)	1138
Age: 18-29	29%	(136)	46%	(215)	26%	(120)	471
Age: 30-44	20%	(110)	44%	(238)	36%	(194)	542
Age: 45-54	14%	(47)	43%	(147)	43%	(148)	342
Age: 55-64	11%	(45)	36%	(147)	53%	(217)	409
Age: 65+	6%	(27)	34%	(149)	60%	(261)	436
Generation Z: 18-22	33%	(67)	42%	(85)	25%	(51)	202
Millennial: Age 23-38	24%	(147)	45%	(275)	31%	(191)	613
Generation X: Age 39-54	14%	(78)	45%	(241)	41%	(221)	540
Boomers: Age 55-73	9%	(64)	35%	(260)	56%	(417)	741
PID: Dem (no lean)	21%	(164)	46%	(362)	33%	(260)	786
PID: Ind (no lean)	14%	(106)	38%	(287)	48%	(356)	750
PID: Rep (no lean)	14%	(94)	37%	(247)	49%	(324)	665
PID/Gender: Dem Men	15%	(51)	38%	(132)	47%	(160)	343
PID/Gender: Dem Women	25%	(113)	52%	(230)	23%	(100)	442
PID/Gender: Ind Men	10%	(36)	27%	(101)	63%	(235)	371
PID/Gender: Ind Women	19%	(71)	49%	(186)	32%	(122)	379
PID/Gender: Rep Men	7%	(24)	24%	(83)	69%	(240)	348
PID/Gender: Rep Women	22%	(70)	52%	(164)	26%	(83)	317
Ideo: Liberal (1-3)	19%	(120)	44%	(273)	37%	(235)	627
Ideo: Moderate (4)	18%	(98)	42%	(224)	40%	(214)	537
Ideo: Conservative (5-7)	12%	(82)	38%	(272)	50%	(356)	711
Educ: < College	18%	(277)	40%	(599)	42%	(637)	1512
Educ: Bachelors degree	14%	(61)	44%	(193)	43%	(189)	444
Educ: Post-grad	11%	(26)	42%	(104)	47%	(114)	244

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	17%	(364)	41%	(896)	43%	(940)	2200
Income: Under 50k	16%	(213)	40%	(524)	43%	(565)	1301
Income: 50k-100k	16%	(100)	41%	(252)	43%	(262)	613
Income: 100k+	18%	(51)	42%	(120)	40%	(114)	285
Ethnicity: White	13%	(225)	40%	(682)	47%	(815)	1722
Ethnicity: Hispanic	22%	(75)	47%	(165)	31%	(109)	349
Ethnicity: Afr. Am.	37%	(102)	45%	(124)	18%	(49)	274
Ethnicity: Other	18%	(38)	44%	(90)	38%	(77)	204
All Christian	14%	(142)	42%	(415)	44%	(429)	986
All Non-Christian	24%	(23)	33%	(32)	44%	(43)	99
Atheist	9%	(10)	33%	(36)	58%	(63)	108
Agnostic/Nothing in particular	19%	(189)	41%	(413)	40%	(405)	1008
Religious Non-Protestant/Catholic	19%	(24)	36%	(45)	45%	(56)	125
Evangelical	18%	(101)	40%	(219)	42%	(233)	553
Non-Evangelical	16%	(135)	42%	(358)	42%	(356)	849
Community: Urban	20%	(122)	45%	(269)	35%	(209)	600
Community: Suburban	16%	(157)	41%	(403)	43%	(416)	976
Community: Rural	14%	(85)	36%	(224)	50%	(315)	624
Employ: Private Sector	19%	(123)	40%	(262)	41%	(263)	648
Employ: Government	15%	(22)	44%	(67)	41%	(62)	150
Employ: Self-Employed	27%	(52)	38%	(71)	35%	(65)	188
Employ: Homemaker	20%	(27)	50%	(69)	30%	(41)	137
Employ: Retired	6%	(29)	36%	(182)	58%	(295)	506
Employ: Unemployed	16%	(43)	37%	(102)	47%	(126)	271
Employ: Other	17%	(32)	49%	(94)	35%	(68)	194
Military HH: Yes	12%	(47)	34%	(137)	54%	(216)	400
Military HH: No	18%	(317)	42%	(759)	40%	(724)	1800
RD/WT: Right Direction	15%	(121)	37%	(303)	48%	(392)	816
RD/WT: Wrong Track	18%	(243)	43%	(593)	40%	(549)	1384
Trump Job Approve	14%	(125)	38%	(330)	48%	(416)	872
Trump Job Disapprove	17%	(202)	44%	(518)	39%	(466)	1187

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	17%	(364)	41%	(896)	43%	(940)	2200
Trump Job Strongly Approve	12%	(56)	32%	(155)	56%	(267)	478
Trump Job Somewhat Approve	18%	(69)	44%	(175)	38%	(149)	393
Trump Job Somewhat Disapprove	15%	(35)	45%	(106)	41%	(97)	238
Trump Job Strongly Disapprove	18%	(168)	43%	(412)	39%	(369)	949
Favorable of Trump	13%	(113)	38%	(328)	48%	(413)	854
Unfavorable of Trump	18%	(218)	43%	(515)	39%	(470)	1203
Very Favorable of Trump	12%	(61)	33%	(162)	55%	(274)	497
Somewhat Favorable of Trump	14%	(52)	46%	(166)	39%	(140)	357
Somewhat Unfavorable of Trump	24%	(51)	37%	(78)	39%	(81)	209
Very Unfavorable of Trump	17%	(167)	44%	(437)	39%	(389)	994
#1 Issue: Economy	18%	(100)	42%	(230)	40%	(218)	547
#1 Issue: Security	16%	(72)	38%	(169)	47%	(210)	451
#1 Issue: Health Care	17%	(65)	40%	(153)	43%	(162)	380
#1 Issue: Medicare / Social Security	5%	(14)	39%	(110)	56%	(158)	283
#1 Issue: Women's Issues	34%	(38)	48%	(53)	17%	(19)	111
#1 Issue: Education	23%	(34)	49%	(72)	29%	(42)	148
#1 Issue: Energy	19%	(26)	39%	(52)	41%	(55)	132
#1 Issue: Other	11%	(17)	38%	(56)	51%	(76)	149
2018 House Vote: Democrat	18%	(129)	45%	(329)	38%	(278)	737
2018 House Vote: Republican	14%	(92)	31%	(207)	55%	(365)	664
2018 House Vote: Someone else	14%	(13)	44%	(42)	42%	(39)	94
2016 Vote: Hillary Clinton	18%	(123)	44%	(294)	38%	(259)	676
2016 Vote: Donald Trump	12%	(80)	35%	(233)	54%	(362)	676
2016 Vote: Other	11%	(18)	43%	(69)	46%	(75)	162
2016 Vote: Didn't Vote	20%	(137)	44%	(299)	36%	(243)	679
Voted in 2014: Yes	15%	(193)	39%	(513)	46%	(606)	1312
Voted in 2014: No	19%	(171)	43%	(383)	38%	(334)	888
2012 Vote: Barack Obama	18%	(148)	43%	(360)	39%	(327)	835
2012 Vote: Mitt Romney	10%	(51)	36%	(177)	54%	(265)	493
2012 Vote: Other	9%	(9)	25%	(24)	66%	(63)	95
2012 Vote: Didn't Vote	20%	(157)	43%	(334)	37%	(285)	775

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	17%	(364)	41%	(896)	43%	(940)	2200
4-Region: Northeast	17%	(69)	39%	(155)	43%	(170)	394
4-Region: Midwest	15%	(68)	44%	(203)	41%	(191)	462
4-Region: South	18%	(150)	41%	(334)	41%	(340)	824
4-Region: West	15%	(77)	39%	(204)	46%	(239)	520
Watch TV: Every day	19%	(215)	40%	(444)	40%	(447)	1106
Watch TV: Several times per week	13%	(71)	43%	(230)	44%	(232)	533
Watch TV: About once per week	16%	(26)	49%	(82)	35%	(59)	168
Watch TV: Several times per month	15%	(13)	32%	(27)	53%	(45)	85
Watch TV: About once per month	20%	(12)	38%	(22)	42%	(24)	58
Watch TV: Less often than once per month	18%	(13)	35%	(26)	47%	(34)	73
Watch TV: Never	8%	(14)	37%	(65)	56%	(98)	176
Watch Movies: Every day	28%	(120)	41%	(176)	31%	(135)	431
Watch Movies: Several times per week	16%	(91)	43%	(251)	41%	(237)	579
Watch Movies: About once per week	17%	(63)	45%	(166)	38%	(140)	370
Watch Movies: Several times per month	11%	(28)	42%	(105)	46%	(114)	247
Watch Movies: About once per month	12%	(23)	44%	(80)	44%	(81)	185
Watch Movies: Less often than once per month	11%	(20)	31%	(54)	58%	(102)	176
Watch Movies: Never	9%	(20)	30%	(64)	61%	(130)	214
Watch Sporting Events: Every day	30%	(44)	37%	(53)	33%	(48)	145
Watch Sporting Events: Several times per week	12%	(53)	45%	(199)	43%	(188)	440
Watch Sporting Events: About once per week	16%	(54)	45%	(145)	39%	(126)	325
Watch Sporting Events: Several times per month	13%	(22)	44%	(79)	44%	(78)	179
Watch Sporting Events: About once per month	18%	(27)	46%	(69)	36%	(54)	150
Watch Sporting Events: Less often than once per month	19%	(52)	39%	(110)	43%	(120)	281
Watch Sporting Events: Never	16%	(112)	36%	(242)	48%	(325)	679
Cable TV: Currently subscribe	18%	(185)	43%	(440)	39%	(395)	1019
Cable TV: Subscribed in past	14%	(104)	43%	(327)	43%	(325)	756
Cable TV: Never subscribed	18%	(75)	30%	(129)	52%	(220)	424
Satellite TV: Currently subscribe	21%	(105)	36%	(178)	43%	(210)	493
Satellite TV: Subscribed in past	18%	(111)	42%	(265)	40%	(250)	626
Satellite TV: Never subscribed	14%	(148)	42%	(453)	44%	(480)	1081

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	17%	(364)	41%	(896)	43%	(940)	2200
Streaming Services: Currently subscribe	19%	(252)	42%	(571)	39%	(524)	1347
Streaming Services: Subscribed in past	22%	(45)	47%	(99)	31%	(65)	210
Streaming Services: Never subscribed	10%	(66)	35%	(226)	55%	(351)	643
Film: An avid fan	29%	(232)	41%	(333)	30%	(240)	804
Film: A casual fan	9%	(108)	44%	(501)	47%	(536)	1144
Film: Not a fan	10%	(24)	25%	(62)	66%	(165)	251
Television: An avid fan	24%	(262)	41%	(458)	35%	(394)	1115
Television: A casual fan	9%	(88)	42%	(402)	49%	(467)	957
Television: Not a fan	11%	(14)	28%	(36)	61%	(79)	129
Music: An avid fan	27%	(308)	43%	(494)	31%	(359)	1161
Music: A casual fan	6%	(52)	42%	(377)	52%	(472)	902
Music: Not a fan	3%	(3)	18%	(25)	79%	(109)	137
Fashion: An avid fan	100%	(364)	—	(0)	—	(0)	364
Fashion: A casual fan	—	(0)	100%	(896)	—	(0)	896
Fashion: Not a fan	—	(0)	—	(0)	100%	(940)	940
Has seen "Die Hard"	16%	(255)	40%	(640)	44%	(709)	1604
Has seen "Trading Places"	16%	(190)	41%	(506)	43%	(527)	1223
Has seen "Gremlins"	18%	(278)	41%	(632)	41%	(644)	1554
Has seen "Batman Returns"	18%	(238)	42%	(551)	40%	(519)	1309
Has seen "Just Friends"	24%	(127)	46%	(246)	30%	(161)	534
Has seen "The Nightmare Before Christmas"	21%	(296)	44%	(615)	35%	(490)	1400
Has seen "Die Hard"	16%	(255)	40%	(640)	44%	(709)	1604
Has seen "Trading Places"	16%	(190)	41%	(506)	43%	(527)	1223
Has seen "Gremlins"	18%	(278)	41%	(632)	41%	(644)	1554
Has seen "Batman Returns"	18%	(238)	42%	(551)	40%	(519)	1309
Has seen "Just Friends"	24%	(127)	46%	(246)	30%	(161)	534
Has seen "The Nightmare Before Christmas"	21%	(296)	44%	(615)	35%	(490)	1400

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2200	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1138	52%
	N	2200	
age5	Age: 18-29	471	21%
	Age: 30-44	542	25%
	Age: 45-54	342	16%
	Age: 55-64	409	19%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	Generation Z: 18-22	202	9%
	Millennial: Age 23-38	613	28%
	Generation X: Age 39-54	540	25%
	Boomers: Age 55-73	741	34%
	N	2096	
xpid3	PID: Dem (no lean)	786	36%
	PID: Ind (no lean)	750	34%
	PID: Rep (no lean)	665	30%
	N	2200	
xpidGender	PID/Gender: Dem Men	343	16%
	PID/Gender: Dem Women	442	20%
	PID/Gender: Ind Men	371	17%
	PID/Gender: Ind Women	379	17%
	PID/Gender: Rep Men	348	16%
	PID/Gender: Rep Women	317	14%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	627	29%
	Ideo: Moderate (4)	537	24%
	Ideo: Conservative (5-7)	711	32%
	N	1875	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1301	59%
	Income: 50k-100k	613	28%
	Income: 100k+	285	13%
	N	2200	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Afr. Am.	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	986	45%
	All Non-Christian	99	4%
	Atheist	108	5%
	Agnostic/Nothing in particular	1008	46%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	125	6%
xdemEvang	Evangelical	553	25%
	Non-Evangelical	849	39%
	N	1402	
xdemUsr	Community: Urban	600	27%
	Community: Suburban	976	44%
	Community: Rural	624	28%
	N	2200	
xdemEmploy	Employ: Private Sector	648	29%
	Employ: Government	150	7%
	Employ: Self-Employed	188	9%
	Employ: Homemaker	137	6%
	Employ: Retired	506	23%
	Employ: Unemployed	271	12%
	Employ: Other	194	9%
	N	2096	
xdemMilHH1	Military HH: Yes	400	18%
	Military HH: No	1800	82%
	N	2200	
xnrl	RD/WT: Right Direction	816	37%
	RD/WT: Wrong Track	1384	63%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Approve	Trump Job Approve	872	40%
	Trump Job Disapprove	1187	54%
	N	2058	
Trump_Approve2	Trump Job Strongly Approve	478	22%
	Trump Job Somewhat Approve	393	18%
	Trump Job Somewhat Disapprove	238	11%
	Trump Job Strongly Disapprove	949	43%
	N	2058	
Trump_Fav	Favorable of Trump	854	39%
	Unfavorable of Trump	1203	55%
	N	2057	
Trump_Fav_FULL	Very Favorable of Trump	497	23%
	Somewhat Favorable of Trump	357	16%
	Somewhat Unfavorable of Trump	209	10%
	Very Unfavorable of Trump	994	45%
	N	2057	
xnr3	#1 Issue: Economy	547	25%
	#1 Issue: Security	451	20%
	#1 Issue: Health Care	380	17%
	#1 Issue: Medicare / Social Security	283	13%
	#1 Issue: Women's Issues	111	5%
	#1 Issue: Education	148	7%
	#1 Issue: Energy	132	6%
	#1 Issue: Other	149	7%
	N	2200	
xsubVote18O	2018 House Vote: Democrat	737	33%
	2018 House Vote: Republican	664	30%
	2018 House Vote: Someone else	94	4%
	N	1495	
xsubVote16O	2016 Vote: Hillary Clinton	676	31%
	2016 Vote: Donald Trump	676	31%
	2016 Vote: Other	162	7%
	2016 Vote: Didn't Vote	679	31%
	N	2193	
xsubVote14O	Voted in 2014: Yes	1312	60%
	Voted in 2014: No	888	40%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote12O	2012 Vote: Barack Obama	835	38%
	2012 Vote: Mitt Romney	493	22%
	2012 Vote: Other	95	4%
	2012 Vote: Didn't Vote	775	35%
	N	2198	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	
HRdem1_1	Watch TV: Every day	1106	50%
	Watch TV: Several times per week	533	24%
	Watch TV: About once per week	168	8%
	Watch TV: Several times per month	85	4%
	Watch TV: About once per month	58	3%
	Watch TV: Less often than once per month	73	3%
	Watch TV: Never	176	8%
N	2200		
HRdem1_2	Watch Movies: Every day	431	20%
	Watch Movies: Several times per week	579	26%
	Watch Movies: About once per week	370	17%
	Watch Movies: Several times per month	247	11%
	Watch Movies: About once per month	185	8%
	Watch Movies: Less often than once per month	176	8%
	Watch Movies: Never	214	10%
N	2200		
HRdem1_3	Watch Sporting Events: Every day	145	7%
	Watch Sporting Events: Several times per week	440	20%
	Watch Sporting Events: About once per week	325	15%
	Watch Sporting Events: Several times per month	179	8%
	Watch Sporting Events: About once per month	150	7%
	Watch Sporting Events: Less often than once per month	281	13%
	Watch Sporting Events: Never	679	31%
N	2200		
HRdem2_1	Cable TV: Currently subscribe	1019	46%
	Cable TV: Subscribed in past	756	34%
	Cable TV: Never subscribed	424	19%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
HRdem2_2	Satellite TV: Currently subscribe	493	22%
	Satellite TV: Subscribed in past	626	28%
	Satellite TV: Never subscribed	1081	49%
	N	2200	
HRdem2_3	Streaming Services: Currently subscribe	1347	61%
	Streaming Services: Subscribed in past	210	10%
	Streaming Services: Never subscribed	643	29%
	N	2200	
HRdem3_1	Film: An avid fan	804	37%
	Film: A casual fan	1144	52%
	Film: Not a fan	251	11%
	N	2200	
HRdem3_2	Television: An avid fan	1115	51%
	Television: A casual fan	957	43%
	Television: Not a fan	129	6%
	N	2200	
HRdem3_3	Music: An avid fan	1161	53%
	Music: A casual fan	902	41%
	Music: Not a fan	137	6%
	N	2200	
HRdem3_4	Fashion: An avid fan	364	17%
	Fashion: A casual fan	896	41%
	Fashion: Not a fan	940	43%
	N	2200	
HRdem4	Has seen "Die Hard"	1604	73%
HRdem5	Has seen "Trading Places"	1223	56%
HRdem6	Has seen "Gremlins"	1554	71%
HRdem7	Has seen "Batman Returns"	1309	60%
HRdem8	Has seen "Just Friends"	534	24%

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
HRdem9	Has seen "The Nightmare Before Christmas"	1400	64%
	Has seen "Die Hard"	1604	73%
	Has seen "Trading Places"	1223	56%
	Has seen "Gremlins"	1554	71%
	Has seen "Batman Returns"	1309	60%
	Has seen "Just Friends"	534	24%
	Has seen "The Nightmare Before Christmas"	1400	64%

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

