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# National Tracking Poll \#200118 <br> January 08-09, 2020 

## Crosstabulation Results

## Methodology:

This poll was conducted from January $08-09,2020$, among a national sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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## Crosstabulation Results by Respondent Demographics

Table HR1: How often do you see a movie in theaters?

| Demographic | Every day |  | Several times per week |  | About once per week |  | Sev time mo | ral per th | About once per month | Less often than once per month | Nev |  | Tot |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 1\% | (27) | 1\% | (32) | 3\% | (58) | 7\% | (159) | 18\% (402) | 44\% (977) | 25\% | (546) | 22 |
| Gender: Male | 2\% | (24) | 2\% | (23) | 3\% | (37) | 9\% | (90) | 21\% (225) | 40\% (421) | 23\% | (242) | 10 |
| Gender: Female | - | (3) | 1\% | (9) | 2\% | (21) | 6\% | (68) | 16\% (178) | 49\% (556) | 27\% | (304) | 11 |
| Age: 18-29 | 3\% | (13) | 4\% | (15) | $4 \%$ | (15) | 8\% | (34) | 24\% (102) | 44\% (187) | 13\% | (55) | 4 |
| Age: 30-44 | $2 \%$ | (14) | 2\% | (13) | 4\% | (25) | 11\% | (63) | 21\% (126) | 45\% (267) | 14\% | (84) |  |
| Age: 45-54 | - |  | 1\% | (3) | 2\% | (6) | 7\% | (20) | 19\% (58) | 47\% (141) | 24\% | (72) | 3 |
| Age: 55-64 | - |  | - | (0) | 2\% | (8) | 6\% | (26) | 13\% (58) | 45\% (202) | 35\% | (157) | 4 |
| Age: 65+ | - |  | - |  | 1\% | (5) | $4 \%$ |  | 13\% (58) | 41\% (180) | 41\% | (178) | 4 |
| Generation Z: 18-22 | - | (0) | 1\% | (2) | 4\% | (7) | 9\% | (15) | 30\% (50) | 49\% (81) |  | (10) |  |
| Millennial: Age 23-38 | 4\% | (25) | 4\% | (24) | 3\% | (20) | 9\% | (55) | 21\% (136) | 44\% (282) | 15\% | (97) | 6 |
| Generation X: Age 39-54 | - |  | 1\% |  | $4 \%$ | (18) | 9\% | (46) | 20\% (101) | 46\% (232) | 20\% | (103) | 5 |
| Boomers: Age 55-73 | - | (0) | - | (0) | 2\% | (12) | 5\% | (39) | 13\% (99) | 43\% (334) | 37\% | (285) | 7 |
| PID: Dem (no lean) | $1 \%$ | (12) | 3\% | (20) | 3\% | (25) | 10\% | (84) | 20\% (163) | 41\% (327) | 22\% | (174) | 8 |
| PID: Ind (no lean) | 1\% | (9) | 1\% | (4) | 2\% | (13) | 5\% | (33) | 19\% (131) | 46\% (318) | 27\% | (186) | 6 |
| PID: Rep (no lean) | 1\% | (6) | 1\% | (8) | 3\% | (19) | 6\% | (42) | 15\% (108) | 47\% (332) | 26\% | (185) | 7 |
| PID/Gender: Dem Men | $3 \%$ | (11) | 5\% | (19) | 5\% | (17) | 13\% | (47) | 26\% (96) | 31\% (115) | 18\% | (68) | 3 |
| PID/Gender: Dem Women | - | (1) | - |  | 2\% | (9) | 9\% | (37) | 15\% (67) | 49\% (212) | 25\% | (106) |  |
| PID/Gender: Ind Men | 3\% | (9) | - | (0) | 2\% | (8) | $5 \%$ | (18) | 20\% (71) | 41\% (145) | 28\% | (100) | 3 |
| PID/Gender: Ind Women | - | (0) | 1\% | (4) | 1\% | (5) | $4 \%$ | (15) | 17\% (59) | 50\% (172) | 25\% | (87) |  |
| PID/Gender: Rep Men | 1\% | (4) | 1\% | (4) | 3\% | (12) | 8\% | (26) | 17\% (57) | 48\% (161) | 22\% | (75) | 3 |
| PID/Gender: Rep Women | 1\% | (2) | 1\% | (4) | 2\% | (8) | $4 \%$ | (16) | 14\% (52) | 47\% (172) | 31\% | (111) |  |
| Ideo: Liberal (1-3) | 2\% | (13) | 3\% | (17) | 3\% | (21) | 10\% | (64) | 22\% (135) | 41\% (251) | 18\% | (112) |  |
| Ideo: Moderate (4) | $2 \%$ | (9) | 1\% | (8) | 4\% | (21) |  | (39) | 21\% (116) | 40\% (220) | 26\% | (142) | 5 |
| Ideo: Conservative (5-7) | - | (1) | 1\% | (7) | 2\% | (12) |  | (46) | 15\% (112) | 49\% (361) | 26\% | (193) | 7 |
| Educ: < College | 1\% | (17) | 2\% | (23) | 2\% | (32) | 7\% | (106) | 16\% (244) | 43\% (653) | 29\% | (438) | 15 |
| Educ: Bachelors degree | 1\% | (4) | 1\% | (5) | $4 \%$ |  |  | (34) | 24\% (109) | 47\% (207) | 16\% | (70) | 4 |
| Educ: Post-grad | $3 \%$ | (7) | 2\% | (4) | 4\% | (9) | 8\% | (19) | 20\% (50) | 48\% (118) | 16\% | (38) | 2 |

[^0]Table HR1: How often do you see a movie in theaters?

| Demographic | Every day | Several times per week |  | About once per week |  | Several times per month |  | About once per month | Less often than once per month | Nev |  | Tot |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 1\% (27) | 1\% | (32) | 3\% | (58) | 7\% | (159) | 18\% (402) | 44\% (977) | 25\% | (546) | 22 |
| Income: Under 50k | 1\% (8) | 1\% | (13) | 2\% | (31) |  | (79) | 14\% (180) | 43\% (536) | 32\% | (402) | 12 |
| Income: 50k-100k | 2\% (16) | 2\% | (15) | 3\% | (23) | 8\% | (57) | 23\% (159) | 45\% (319) | 16\% | (113) | 7 |
| Income: 100k+ | 1\% (2) | 1\% | (3) | 2\% | (5) | 9\% | (22) | 25\% (63) | 49\% (122) | 13\% | (31) | 2 |
| Ethnicity: White | 1\% (18) | 1\% | (23) | 2\% | (39) | 6\% | (105) | 18\% (308) | 44\% (761) | 27\% | (467) | 17 |
| Ethnicity: Hispanic | 6\% (20) | 5\% | (19) | 2\% | (8) | $14 \%$ | (48) | 27\% (96) | 36\% (127) |  | (32) | 3 |
| Ethnicity: Afr. Am. | - (1) | 1\% | (2) | 4\% | (11) | 13\% | (35) | 14\% (39) | 47\% (128) | 21\% | (59) | 2 |
| Ethnicity: Other | 4\% (8) | 4\% | (7) | 4\% | (7) | 9\% | (19) | 27\% (55) | 43\% (87) | 10\% | (20) | 2 |
| Community: Urban | 3\% (18) | 3\% | (15) | 3\% | (18) | 11\% | (61) | 18\% (99) | 40\% (215) | 21\% | (114) | 5 |
| Community: Suburban | 1\% (8) | 1\% | (11) | 3\% | (31) | 7\% | (71) | 21\% (220) | 46\% (471) | 21\% | (221) | 10 |
| Community: Rural | - (2) | 1\% | (6) | 1\% | (9) | 4\% | (27) | 13\% (83) | 46\% (291) | 33\% | (210) | 6 |
| Employ: Private Sector | 2\% (12) | 2\% | (11) | 5\% | (29) | 9\% | (58) | 25\% (160) | 43\% (276) | 15\% | (94) | 6 |
| Employ: Government | 7\% (9) | 6\% | (7) | 3\% | (4) | 13\% |  | 18\% (22) | 43\% (55) | 11\% | (14) |  |
| Employ: Self-Employed | - (0) | 2\% | (4) | 3\% | (5) | 13\% | (24) | 21\% (41) | 42\% (81) | 19\% | (37) |  |
| Employ: Homemaker | - (0) | 3\% | (4) | 2\% | (3) | 3\% | (6) | 14\% (24) | 52\% (87) | 26\% | (44) |  |
| Employ: Retired | - (0) | - | (0) | 2\% | (8) | 4\% | (23) | 11\% (56) | 43\% (225) | 41\% | (216) | 5 |
| Employ: Unemployed | 2\% (6) | $2 \%$ | (5) | 1\% | (1) | 4\% |  | 18\% (45) | 39\% (96) | 33\% | (81) | 2 |
| Employ: Other | - (0) | - | (0) | 2\% | (5) | 6\% | (13) | 14\% (30) | 50\% (104) | 26\% | (55) | 2 |
| Military HH: Yes | 2\% (7) | 1\% | (4) | 1\% | (5) | 5\% | (18) | 16\% (56) | 50\% (172) | 24\% | (83) | 3 |
| Military HH: No | 1\% (20) | 2\% | (28) | 3\% | (53) |  | (141) | 19\% (346) | 43\% (805) | 25\% | (463) | 18 |
| RD/WT: Right Direction | 2\% (16) | 1\% | (8) | 2\% | (20) |  | (62) | 15\% (126) | 45\% (378) | 27\% | (227) | 8 |
| RD/WT: Wrong Track | 1\% (11) | 2\% | (23) | 3\% | (37) |  | (97) | 20\% (276) | 44\% (599) | 23\% | (318) | 13 |
| Trump Job Approve | 1\% (8) | 1\% | (8) | 2\% | (16) | 7\% | (59) | 15\% (134) | 48\% (425) | 26\% | (230) | 8 |
| Trump Job Disapprove | 2\% (19) | 2\% | (23) | 3\% | (39) |  | (97) | 21\% (252) | 42\% (500) | 23\% | (270) | 12 |
| Trump Job Strongly Approve | 1\% (7) | 1\% | (6) | 1\% | (6) | 7\% | (33) | $14 \%$ (66) | 44\% (212) | 31\% | (146) | 4 |
| Trump Job Somewhat Approve | - (1) | - | (2) | 3\% | (11) | 6\% | (25) | 17\% (68) | 53\% (213) | 21\% | (84) |  |
| Trump Job Somewhat Disapprove | 1\% (1) | 3\% | (7) | 2\% | (6) |  | (18) | 24\% (60) | 45\% (116) | 18\% | (46) | 2 |
| Trump Job Strongly Disapprove | 2\% (18) | 2\% | (16) | 3\% | (32) |  | (79) | 20\% (191) | 41\% (384) | 24\% | (224) | 9 |
| Favorable of Trump | 1\% (7) | 2\% | (15) | 2\% | (19) | 6\% | (57) | 14\% (127) | 48\% (422) | 26\% | (233) | 8 |
| Unfavorable of Trump | 2\% (18) | 1\% | (16) | 3\% | (33) | 8\% | (99) | 21\% (256) | 43\% (513) | 22\% | (259) | 11 |

Table HR1: How often do you see a movie in theaters?

| Demographic | Every day |  | Several times per week |  | About once per week |  | Several times per month |  | About once per month | Less often than once per month | Ne | ver | Tot |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 1\% | (27) | 1\% | (32) | 3\% | (58) |  | (159) | 18\% (402) | 44\% (977) | 25\% | (546) | 22 |
| Very Favorable of Trump | 1\% | (6) | 1\% | (7) | $2 \%$ |  | 6\% | (30) | 13\% (66) | 45\% (227) | 31\% | (158) | 5 |
| Somewhat Favorable of Trump | - | (2) | 2\% | (8) | 2\% | (9) | 7\% | (27) | 16\% (61) | 52\% (195) | 20\% | (75) | 3 |
| Somewhat Unfavorable of Trump | 2\% | (4) | 1\% | (2) | 3\% | (6) | 5\% | (9) | 20\% (40) | 48\% (94) | 21\% | (42) |  |
| Very Unfavorable of Trump | 1\% | (14) | 1\% | (14) | 3\% | (27) | 9\% | (90) | 22\% (216) | 42\% (420) | 22\% | (218) | 9 |
| \#1 Issue: Economy | 2\% | (9) | 1\% | (7) | 4\% | (20) | 9\% | (49) | 22\% (127) | 46\% (257) | 17\% | (95) | 5 |
| \#1 Issue: Security | 1\% | (3) | 2\% | (12) | 3\% | (14) | 8\% | (42) | 16\% (81) | 44\% (221) | 25\% | (125) | 4 |
| \#1 Issue: Health Care | 1\% | (5) | 2\% | (7) | 2\% | (7) | 8\% | (28) | 18\% (65) | 46\% (163) | 22\% | (79) | 3 |
| \#1 Issue: Medicare / Social Security | - | (0) | - | (0) | 1\% | (4) | 4\% | (14) | 10\% (33) | 40\% (131) | 44\% | (142) | 32 |
| \#1 Issue: Women's Issues | 1\% | (1) | 1\% | (2) | 2\% | (2) | 5\% | (5) | 29\% (31) | 46\% (50) | 16\% | (17) | 1 |
| \#1 Issue: Education | 5\% | (5) | - | (0) | 5\% | (5) | 7\% | (7) | 23\% (24) | 43\% (43) | 17\% | (17) |  |
| \#1 Issue: Energy | $4 \%$ | (5) | 2\% | (2) | 5\% | (6) | 7\% | (8) | 26\% (33) | 38\% (49) | 19\% | (24) | 1 |
| \#1 Issue: Other | - | (0) | 1\% | (1) | - | (0) | 5\% | (6) | 6\% (7) | 51\% (63) | 38\% | (47) |  |
| 2018 House Vote: Democrat | 2\% | (17) | 2\% | (18) | 3\% | (27) | 10\% | (79) | 22\% (175) | 41\% (320) | 19\% | (146) | 78 |
| 2018 House Vote: Republican | 1\% | (5) | 1\% | (8) | $2 \%$ | (15) | 7\% | (41) | 16\% (97) | 50\% (307) | 24\% | (147) | 6 |
| 2018 House Vote: Someone else | - | (0) | - | (0) | $4 \%$ | (3) | - | (0) | 13\% (10) | 50\% (37) | 33\% | (25) |  |
| 2016 Vote: Hillary Clinton | 2\% | (16) | 2\% | (12) | 4\% | (26) | 9\% | (62) | 23\% (163) | 41\% (286) | 20\% | (142) | 7 |
| 2016 Vote: Donald Trump | 1\% | (6) | 1\% | (9) | 2\% | (13) | 7\% | (49) | 14\% (97) | 50\% (339) | 24\% | (164) | 6 |
| 2016 Vote: Other | - | (0) | - | (0) | 3\% | (4) | 5\% | (5) | 22\% (26) | 44\% (51) | 26\% | (30) |  |
| 2016 Vote: Didn't Vote | 1\% | (6) | 2\% | (11) | 2\% | (15) |  | (42) | 17\% (117) | 43\% (299) | 30\% | (209) | 6 |
| Voted in 2014: Yes | 1\% | (15) | 1\% | (19) | 3\% | (37) |  | (107) | 18\% (231) | 46\% (602) | 22\% | (287) | 12 |
| Voted in 2014: No | 1\% | (12) | 1\% | (12) | 2\% | (21) | 6\% | (52) | 19\% (171) | 42\% (375) | 29\% | (259) |  |
| 2012 Vote: Barack Obama | 1\% | (11) | 2\% | (12) | 3\% | (28) | 10\% | (79) | 20\% (158) | 40\% (320) | 23\% | (183) | 7 |
| 2012 Vote: Mitt Romney | 1\% | (3) | 1\% | (6) | 1\% | (7) | 6\% | (33) | 13\% (69) | 51\% (265) | 26\% | (133) | 5 |
| 2012 Vote: Other | - | (0) | - | (0) | 1\% | (1) | 4\% | (3) | 24\% (21) | 39\% (35) | 32\% | (29) |  |
| 2012 Vote: Didn't Vote | 2\% | (12) | 2\% | (13) | 3\% | (21) |  | (44) | 19\% (154) | 45\% (357) | 25\% | (200) | 8 |
| 4-Region: Northeast | 2\% | (10) | 2\% | (6) | 3\% | (12) |  | (34) | 19\% (76) | 42\% (164) | 23\% | (92) |  |
| 4-Region: Midwest | 1\% | (4) | 2\% | (7) | 2\% | (10) | 6\% | (30) | 15\% (70) | 44\% (206) | 29\% | (136) | ( |
| 4-Region: South | 1\% | (6) | 1\% | (6) | 2\% | (21) |  | (62) | 19\% (158) | 46\% (376) | 24\% | (196) | 8 |
| 4-Region: West | 1\% | (7) | 2\% | (12) | 3\% | (16) | 6\% | (33) | 19\% (98) | 44\% (231) | 23\% | (122) | 52 |

[^1]Table HR1: How often do you see a movie in theaters?

| Demographic | Every day |  | Several times per week |  | About once per week |  | Several times per month |  | About per $m$ | once onth | Less often than once per month | Nev | ver | Tot |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 1\% | (27) | 1\% | (32) | 3\% | (58) |  | (159) | 18\% | (402) | 44\% (977) | 25\% | (546) | 22 |
| Watch TV: Every day | 2\% | (23) | 1\% | (14) | 3\% | (34) |  | (96) |  | (192) | 43\% (454) | 22\% | (232) | 10 |
| Watch TV: Several times per week | - | (2) | - | (1) | 3\% | (13) | 8\% | (41) | 24\% | (122) | 45\% (234) | 20\% | (104) | 5 |
| Watch TV: About once per week | 1\% | (1) | 8\% | (11) | 3\% | (5) | 6\% |  | 19\% | (27) | 48\% (70) | 14\% | (21) |  |
| Watch TV: Several times per month | 1\% | (1) | 4\% | (5) | 2\% | (3) | 4\% | (5) | 17\% | (20) | 54\% (66) | 18\% | (22) |  |
| Watch TV: About once per month | - |  | - |  | - | (0) | 6\% |  | 14\% | (8) | 60\% (33) | 20\% | (11) |  |
| Watch TV: Less often than once per month | - | (0) | - |  | 1\% | (1) | 1\% | (1) | 4\% | (4) | 51\% (46) | 43\% | (39) |  |
| Watch TV: Never | - | (0) | - | (0) | 1\% | (2) | 2\% | (4) | 13\% | (29) | 33\% (74) | 52\% | (116) | 2 |
| Watch Movies: Every day | 5\% | (19) | 2\% | (7) | 5\% | (19) | 15\% | (53) | 19\% | (66) | 38\% (133) | 16\% | (57) | 3. |
| Watch Movies: Several times per week | - | (3) | $3 \%$ | (17) | 4\% | (23) | 10\% | (59) | 25\% | (143) | 41\% (240) | 16\% | (94) | 5 |
| Watch Movies: About once per week | 1\% | (4) | 1\% | (2) | 3\% | (10) | 4\% | (17) | 24\% | (94) | 49\% (193) | 18\% | (73) | 3 |
| Watch Movies: Several times per month | 1\% | (1) | 2\% | (6) | 1\% | (2) | 6\% | (16) | 17\% | (44) | 52\% (134) | 21\% | (55) | 2. |
| Watch Movies: About once per month | - | (0) | - | (0) | 1\% | (2) | 5\% | (10) | 15\% | (29) | 52\% (104) | 28\% | (55) |  |
| Watch Movies: Less often than once per month | - | (0) | - | (0) | - | (0) | - | (1) | 4\% | (7) | 63\% (107) | 33\% | (55) |  |
| Watch Movies: Never |  | (0) | - | (0) | 1\% | (3) | 1\% | (3) | 7\% | (18) | 27\% (67) | 63\% | (157) | 2 |
| Watch Sporting Events: Every day | $14 \%$ | (19) | 3\% | (4) | 6\% | (8) | 25\% | (34) | 22\% | (30) | 23\% (32) | 7\% | (10) |  |
| Watch Sporting Events: Several times per week | 1\% | (5) | 3\% | (13) | 6\% | (21) | 11\% | (39) | 20\% | (76) | 41\% (153) |  | (66) | 3 |
| Watch Sporting Events: About once per week | 1\% | (2) | 2\% | (7) | 3\% | (9) |  | (19) | 21\% | (65) | 46\% (141) | 21\% | (64) | 30 |
| Watch Sporting Events: Several times per month | - | (0) | 1\% | (1) | 2\% | (3) | 4\% | (5) | 23\% | (32) | 59\% (83) | 12\% | (17) |  |
| Watch Sporting Events: About once per month | - | (0) | - | (0) | 2\% | (3) | $11 \%$ | (14) | 22\% | (28) | 48\% (60) | 17\% | (21) |  |
| Watch Sporting Events: Less often than once per month | - | (0) | 1\% | (4) | 2\% | (5) | 4\% | (13) | 20\% | (60) | 47\% (138) | 25\% | (75) | 2 |
| Watch Sporting Events: Never | - | (1) | - | (2) | 1\% | (8) | 4\% | (34) | 14\% | (111) | 45\% (371) | 36\% | (292) |  |
| Cable TV: Currently subscribe | 2\% | (17) | 1\% | (15) | 3\% | (26) |  | (85) | 20\% | (207) | 41\% (419) | 24\% | (249) | 10 |
| Cable TV: Subscribed in past | 1\% | (5) | 2\% | (11) | 3\% | (20) | 7\% | (54) | 19\% | (140) | 48\% (355) | 20\% | (150) |  |
| Cable TV: Never subscribed | 1\% | (5) | 1\% | (6) | 3\% | (12) | 4\% | (19) | 12\% | (55) | 46\% (204) | 33\% | (147) |  |
| Satellite TV: Currently subscribe | 5\% | (20) | 3\% | (12) | 3\% | (14) |  | (33) | 16\% | (63) | 45\% (180) |  | (82) |  |
| Satellite TV: Subscribed in past | 1\% | (6) | 1\% | (8) | 3\% | (19) | 9\% | (53) | 22\% | (130) | 45\% (272) | 19\% | (112) | 6 |
| Satellite TV: Never subscribed | - | (1) | 1\% | (11) | 2\% | (24) | 6\% | (73) | 18\% | (210) | 44\% (525) | 29\% | (351) | 119 |
| Streaming Services: Currently subscribe | 2\% | (22) | 2\% | (23) | 3\% | (41) | 10\% | (127) | 23\% | (305) | 46\% (603) | 15\% | (200) | 13 |
| Streaming Services: Subscribed in past | 2\% | (5) | 3\% | (8) | 3\% | (7) |  |  | 18\% | (41) | 47\% (105) | 22\% | (50) | 2 |
| Streaming Services: Never subscribed | - | (0) | - | (1) | 2\% | (10) | 3\% | (22) | 9\% | (56) | 41\% (269) | 45\% | (296) | 6 |

Continued on next page

Table HR1: How often do you see a movie in theaters?

| Demographic | Every day | Several times per week | About once per week | Several times per month | About once per month | Less often than once per month | Never |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 1\% (27) | 1\% (32) | 3\% (58) | 7\% (159) | 18\% (402) | 44\% (977) | 25\% (546) |
| Film: An avid fan | 1\% (8) | 2\% (12) | 6\% (40) | 15\% (105) | 28\% (195) | 37\% (265) | 12\% (86) |
| Film: A casual fan | 2\% (18) | 2\% (19) | 1\% (18) | 4\% (50) | 16\% (194) | 51\% (604) | 24\% (288) |
| Film: Not a fan | - (1) | - (0) | - (1) | 1\% (4) | 4\% (12) | 36\% (108) | 58\% (172) |
| Television: An avid fan | 1\% (14) | 2\% (18) | 3\% (35) | 10\% (110) | 21\% (225) | 40\% (433) | 22\% (237) |
| Television: A casual fan | 1\% (13) | 1\% (14) | 2\% (22) | 5\% (44) | 17\% (166) | 50\% (481) | 24\% (228) |
| Television: Not a fan | - (0) | - (0) | 1\% (1) | 3\% (5) | 7\% (11) | 39\% (64) | 50\% (81) |
| Music: An avid fan | 1\% (13) | 2\% (16) | 3\% (34) | 10\% (103) | 22\% (230) | 43\% (442) | 19\% (193) |
| Music: A casual fan | 1\% (14) | 2\% (16) | 2\% (21) | 5\% (52) | 16\% (160) | 47\% (472) | 26\% (261) |
| Music: Not a fan | - (0) | - (0) | 1\% (2) | 2\% (4) | 7\% (12) | 37\% (63) | 53\% (92) |
| Fashion: An avid fan | 5\% (14) | 2\% (5) | 5\% (14) | 16\% (46) | 21\% (60) | 36\% (103) | 16\% (47) |
| Fashion: A casual fan | 2\% (13) | 3\% (24) | 3\% (21) | 8\% (65) | 23\% (188) | 45\% (373) | 17\% (144) |
| Fashion: Not a fan | - (0) | - (3) | 2\% (23) | 4\% (48) | 14\% (154) | 46\% (501) | 33\% (355) |

[^2]Table HR2_1: Have you seen the following movies?
The Farewell

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 2\% | (36) | 2\% | (43) | 1\% | (22) | $1 \%$ | (21) | $1 \%$ | (29) | 93\% (2049) | 2200 |
| Gender: Male | 2\% | (23) | $3 \%$ | (28) | 2\% | (17) | $1 \%$ | (15) | $2 \%$ | (19) | 90\% (960) | 1062 |
| Gender: Female | 1\% | (12) | 1\% | (14) | - | (5) | 1\% | (7) | 1\% | (10) | 96\% (1090) | 1138 |
| Age: 18-29 | 3\% | (14) | 3\% | (13) | 2\% | (7) | 3\% | (14) | 3\% | (14) | 85\% (360) | 422 |
| Age: 30-44 | 3\% | (15) | 3\% | (18) | 1\% | (7) | 1\% | (7) | 1\% | (9) | 90\% (534) | 591 |
| Age: 45-54 | - | (1) | 1\% | (2) | 2\% | (5) | - | (1) | 2\% | (5) | 95\% (285) | 300 |
| Age: 55-64 | 1\% | (3) | 1\% | (4) | - | (2) | - | (0) | - | (1) | 98\% (441) | 450 |
| Age: 65+ | - | (2) | 1\% | (5) | - | (0) | - | (0) | - | (1) | 98\% (429) | 436 |
| Generation Z: 18-22 | 5\% | (8) | 4\% | (6) | 1\% | (2) | $1 \%$ | (2) | 3\% | (5) | 86\% (143) | 166 |
| Millennial: Age 23-38 | 3\% | (16) | 3\% | (17) | 1\% | (9) | 3\% | (17) | 2\% | (12) | 89\% (568) | 639 |
| Generation X: Age 39-54 | 1\% | (7) | 2\% | (10) | 2\% | (10) | 1\% | (3) | $2 \%$ | (11) | 92\% (468) | 508 |
| Boomers: Age 55-73 | 1\% | (5) | 1\% | (7) | - | (2) | - | (0) | - | (1) | 98\% (753) | 768 |
| PID: Dem (no lean) | 3\% | (21) | 3\% | (26) | 2\% | (13) | $1 \%$ | (10) | $2 \%$ | (17) | 89\% (720) | 806 |
| PID: Ind (no lean) | 2\% | (11) | 1\% | (10) | 1\% | (4) | $1 \%$ | (10) | 1\% | (6) | 94\% (653) | 694 |
| PID: Rep (no lean) | 1\% | (4) | 1\% | (7) | 1\% | (5) | - | (2) | 1\% | (6) | 97\% (677) | 700 |
| PID/Gender: Dem Men | 4\% | (14) | 5\% | (18) | 3\% | (12) | $2 \%$ | (6) | $4 \%$ | (14) | 83\% (309) | 373 |
| PID/Gender: Dem Women | 2\% | (7) | 2\% | (8) | - | (1) | 1\% | (4) | 1\% | (3) | 95\% (411) | 433 |
| PID/Gender: Ind Men | 2\% | (7) | 1\% | (4) | 1\% | (2) | 2\% | (7) | 1\% | (2) | 94\% (329) | 352 |
| PID/Gender: Ind Women | 1\% | (3) | 2\% | (6) | 1\% | (2) | 1\% | (3) | 1\% | (4) | 95\% (324) | 342 |
| PID/Gender: Rep Men | 1\% | (2) | 2\% | (7) | 1\% | (3) | $1 \%$ | (2) | 1\% | (3) | 95\% (321) | 337 |
| PID/Gender: Rep Women | 1\% | (2) | - | (0) | 1\% | (2) | - | (0) | 1\% | (3) | 98\% (355) | 363 |
| Ideo: Liberal (1-3) | 3\% | (18) | $3 \%$ | (21) | 1\% | (5) | 1\% | (5) | 3\% | (18) | 89\% (547) | 614 |
| Ideo: Moderate (4) | 1\% | (7) | 2\% | (9) | 1\% | (8) | $2 \%$ | (11) | - | (1) | 93\% (518) | 554 |
| Ideo: Conservative (5-7) | 1\% | (4) | 1\% | (7) | - | (3) | - | (4) | 1\% | (8) | 97\% (707) | 732 |
| Educ: < College | 2\% | (24) | 1\% | (18) | 1\% | (16) | 1\% | (11) | 1\% | (23) | 94\% (1421) | 1512 |
| Educ: Bachelors degree | 2\% | (7) | 4\% | (16) | 1\% | (6) | 1\% | (3) | 1\% | (2) | 92\% (409) | 444 |
| Educ: Post-grad | 2\% | (5) | 4\% | (9) | - | (0) | $3 \%$ | (7) | $2 \%$ | (4) | 90\% (219) | 244 |

[^3]Table HR2_1: Have you seen the following movies?
The Farewell

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total $\mathbf{N}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 2\% | (36) | 2\% | (43) | 1\% | (22) | 1\% | (21) | 1\% | (29) | 93\% (2049) | 2200 |
| Income: Under 50k | 2\% | (20) | $1 \%$ | (10) | 1\% | (12) | 1\% | (8) | 1\% | (14) | 95\% (1186) | 1250 |
| Income: 50k-100k | 2\% | (13) | 4\% | (28) | 1\% | (7) | 2\% | (12) | 2\% | (14) | 90\% (628) | 702 |
| Income: 100k+ | 1\% | (3) | 2\% | (5) | 1\% | (3) | 1\% | (2) | - | (1) | 94\% (235) | 249 |
| Ethnicity: White | 1\% | (19) | 2\% | (27) | 1\% | (16) | 1\% | (20) | 1\% | (21) | 94\% (1620) | 1722 |
| Ethnicity: Hispanic | 5\% | (16) | 5\% | (18) | 2\% | (8) | 3\% | (11) | 5\% | (16) | 80\% (281) | 349 |
| Ethnicity: Afr. Am. | - | (1) | $3 \%$ | (8) | 1\% | (2) | - | (0) | 1\% | (4) | 95\% (260) | 274 |
| Ethnicity: Other | 8\% | (16) | 4\% | (8) | 2\% | (4) | 1\% | (1) | 2\% | (5) | 83\% (170) | 204 |
| Community: Urban | 2\% | (11) | 5\% | (26) | 2\% | (9) | 3\% | (14) | 2\% | (11) | 87\% (469) | 540 |
| Community: Suburban | $2 \%$ | (18) | $2 \%$ | (16) | 1\% | (5) | - | (4) | 2\% | (16) | 94\% (972) | 1032 |
| Community: Rural | 1\% | (6) | - | (1) | 1\% | (7) | - | (3) | - | (2) | 97\% (609) | 628 |
| Employ: Private Sector | 2\% | (13) | 3\% | (16) | 1\% | (8) | 2\% | (12) | 1\% | (6) | 91\% (584) | 639 |
| Employ: Government | 1\% | (1) | 5\% | (6) | 2\% | (3) | 5\% | (6) | 6\% | (8) | 81\% (104) | 128 |
| Employ: Self-Employed | 3\% | (6) | $3 \%$ | (5) | 3\% | (5) | - | (1) | 2\% | (4) | 89\% (172) | 193 |
| Employ: Homemaker | 1\% | (1) | - | (1) | 2\% | (3) | - | (1) | - | (0) | 97\% (162) | 167 |
| Employ: Retired | 1\% | (3) | 1\% | (5) | - | (0) | - | (0) | - | (2) | 98\% (517) | 527 |
| Employ: Unemployed | $4 \%$ | (9) | 1\% | (3) | - | (1) | 1\% | (1) | 1\% | (3) | 93\% (228) | 245 |
| Employ: Other | - | (1) | $1 \%$ | (1) | 1\% | (1) | - | (0) | 2\% | (5) | 96\% (198) | 207 |
| Military HH: Yes | 1\% | (4) | 2\% | (5) | 1\% | (4) | 1\% | (5) | 1\% | (5) | 93\% (320) | 343 |
| Military HH: No | $2 \%$ | (31) | 2\% | (37) | 1\% | (18) | 1\% | (17) | 1\% | (24) | 93\% (1729) | 1857 |
| RD/WT: Right Direction | 1\% | (7) | 1\% | (10) | 1\% | (8) | 2\% | (14) | 1\% | (9) | 94\% (789) | 837 |
| RD/WT: Wrong Track | 2\% | (29) | 2\% | (33) | 1\% | (14) | 1\% | (7) | 1\% | (20) | 92\% (1260) | 1363 |
| Trump Job Approve | 1\% | (5) | 1\% | (8) | 1\% | (7) | 1\% | (8) | 1\% | (10) | 96\% (841) | 879 |
| Trump Job Disapprove | 3\% | (30) | $3 \%$ | (32) | 1\% | (9) | 1\% | (10) | 1\% | (17) | 92\% (1101) | 1200 |

Continued on next page

Table HR2_1: Have you seen the following movies?
The Farewell

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 2\% | (36) | 2\% | (43) | 1\% | (22) | 1\% | (21) | $1 \%$ | (29) | 93\% | (2049) | 2200 |
| Trump Job Strongly Approve | - | (2) | $1 \%$ | (6) | 1\% | (7) | 1\% | (5) | $1 \%$ | (3) | 95\% | (453) | 476 |
| Trump Job Somewhat Approve | 1\% | (3) | 1\% | (2) | - | (0) | 1\% | (3) | 2\% | (7) | 96\% | (388) | 403 |
| Trump Job Somewhat Disapprove | 4\% | (11) | 3\% | (7) | 2\% | (5) | 1\% | (2) | $1 \%$ | (1) | 90\% | (229) | 255 |
| Trump Job Strongly Disapprove | 2\% | (19) | $3 \%$ | (25) | - | (4) | 1\% | (9) | 2\% | (16) | 92\% | (872) | 945 |
| Favorable of Trump | 1\% | (6) | $1 \%$ | (8) | 1\% | (10) | 1\% | (9) | $2 \%$ | (16) | 94\% | (830) | 880 |
| Unfavorable of Trump | 2\% | (29) | 2\% | (28) | 1\% | (7) | 1\% | (9) | $1 \%$ | (11) | 93\% | (1110) | 1194 |
| Very Favorable of Trump | - | (2) | $1 \%$ | (7) | 1\% | (4) | 1\% | (4) | $1 \%$ | (6) | 96\% | (481) | 503 |
| Somewhat Favorable of Trump | 1\% | (4) | - | (2) | 2\% | (6) | 1\% | (5) | $3 \%$ | (10) | 93\% | (349) | 376 |
| Somewhat Unfavorable of Trump | 3\% | (5) | $1 \%$ | (2) | - | (0) | 2\% | (4) | - | (0) | 94\% | (184) | 196 |
| Very Unfavorable of Trump | 2\% | (24) | 3\% | (25) | $1 \%$ | (7) | 1\% | (5) | $1 \%$ | (11) | 93\% | (926) | 999 |
| \#1 Issue: Economy | 3\% | (16) | $2 \%$ | (12) | $2 \%$ | (10) | 1\% | (6) | $1 \%$ | (5) | 91\% | (515) | 564 |
| \#1 Issue: Security | 2\% | (11) | 2\% | (8) | $1 \%$ | (6) | - | (1) | $3 \%$ | (17) | 91\% | (454) | 498 |
| \#1 Issue: Health Care | 1\% | (2) | 4\% | (13) | - | (1) | 2\% | (6) | - | (2) | 93\% | (331) | 354 |
| \#1 Issue: Medicare / Social Security | - | (1) | $1 \%$ | (3) | 1\% | (2) | - | (1) | - | (1) | 98\% | (316) | 324 |
| \#1 Issue: Women's Issues | 1\% | (1) | $2 \%$ | (2) | - | (0) | 1\% | (1) | $1 \%$ | (1) | 95\% | (103) | 108 |
| \#1 Issue: Education | 5\% | (5) | - | (0) | 1\% | (1) | - | (0) | 2\% | (2) | 93\% | (94) | 101 |
| \#1 Issue: Energy | - | (1) | $1 \%$ | (2) | 2\% | (2) | 5\% | (7) | - | (0) | 91\% | (116) | 128 |
| \#1 Issue: Other | - | (0) | 2\% | (3) | 1\% | (1) | - | (0) | - | (0) | 97\% | (120) | 124 |
| 2018 House Vote: Democrat | 3\% | (20) | $3 \%$ | (26) | $1 \%$ | (7) | 2\% | (13) | $2 \%$ | (15) | 90\% | (701) | 782 |
| 2018 House Vote: Republican | 1\% | (4) | $1 \%$ | (8) | - | (3) | 1\% | (6) | $1 \%$ | (5) | 96\% | (595) | 621 |
| 2018 House Vote: Someone else | - | (0) | - | (0) | 2\% | (2) | - | (0) | - | (0) | 98\% | (73) | 75 |
| 2016 Vote: Hillary Clinton | 2\% | (13) | 3\% | (23) | $1 \%$ | (7) | 2\% | (13) | $1 \%$ | (6) | 91\% | (644) | 706 |
| 2016 Vote: Donald Trump | - | (3) | $1 \%$ | (8) | 1\% | (7) | - | (3) | $1 \%$ | (7) | 96\% | (651) | 678 |
| 2016 Vote: Other | 2\% | (2) | - | (1) | - | (0) | 1\% | (1) | 1\% | (1) | 96\% | (111) | 116 |
| 2016 Vote: Didn't Vote | $3 \%$ | (18) | $2 \%$ | (11) | 1\% | (8) | 1\% | (5) | $2 \%$ | (16) | 92\% | (641) | 698 |

Continued on next page

Table HR2_1: Have you seen the following movies?
The Farewell

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 2\% | (36) | 2\% | (43) | 1\% | (22) | 1\% | (21) | 1\% | (29) | 93\% (2049) | 2200 |
| Voted in 2014: Yes | 1\% | (18) | 2\% | (22) | 1\% | (10) | 1\% | (16) | $1 \%$ | (13) | 94\% (1220) | 1299 |
| Voted in 2014: No | 2\% | (18) | 2\% | (20) | $1 \%$ | (12) | 1\% | (6) | 2\% | (16) | 92\% (829) | 901 |
| 2012 Vote: Barack Obama | 2\% | (16) | $3 \%$ | (20) | 1\% | (5) | 2\% | (13) | $2 \%$ | (12) | 92\% (724) | 791 |
| 2012 Vote: Mitt Romney | 1\% | (3) | $1 \%$ | (6) | $1 \%$ | (3) | - | (1) | $1 \%$ | (4) | 97\% (500) | 516 |
| 2012 Vote: Other | - | (0) | - | (0) | - | (0) | - | (0) | 2\% | (2) | 98\% (88) | 90 |
| 2012 Vote: Didn't Vote | 2\% | (16) | 2\% | (17) | 2\% | (14) | 1\% | (7) | $1 \%$ | (11) | 92\% (737) | 803 |
| 4-Region: Northeast | 1\% | (5) | 2\% | (7) | $2 \%$ | (7) | 3\% | (11) | $1 \%$ | (5) | 91\% (358) | 394 |
| 4-Region: Midwest | 2\% | (8) | 3\% | (13) | 1\% | (4) | 1\% | (4) | $1 \%$ | (3) | 93\% (430) | 462 |
| 4-Region: South | 1\% | (9) | $2 \%$ | (16) | 1\% | (11) | - | (2) | $1 \%$ | (7) | 95\% (779) | 824 |
| 4-Region: West | $3 \%$ | (15) | $1 \%$ | (6) | - | (0) | 1\% | (4) | $3 \%$ | (14) | 93\% (481) | 520 |
| Watch TV: Every day | $2 \%$ | (20) | $2 \%$ | (23) | $1 \%$ | (9) | 2\% | (17) | $1 \%$ | (8) | 93\% (969) | 1045 |
| Watch TV: Several times per week | 2\% | (9) | 1\% | (7) | - | (2) | 1\% | (3) | $1 \%$ | (6) | 95\% (491) | 517 |
| Watch TV: About once per week | 1\% | (1) | 7\% | (10) | 5\% | (7) | 1\% | (1) | 4\% | (6) | 83\% (120) | 145 |
| Watch TV: Several times per month | $3 \%$ | (4) | $1 \%$ | (1) | 1\% | (1) | 1\% | (1) | 5\% | (6) | 89\% (108) | 121 |
| Watch TV: About once per month | - | (0) | $1 \%$ | (1) | - | (0) | - | (0) | - | (0) | 99\% (54) | 55 |
| Watch TV: Less often than once per month | - | (0) | - | (0) | $1 \%$ | (1) | - | (0) | - | (0) | 99\% (91) | 91 |
| Watch TV: Never | 1\% | (2) | $1 \%$ | (1) | $1 \%$ | (3) | - | (0) | $1 \%$ | (3) | 96\% (217) | 225 |
| Watch Movies: Every day | 3\% | (11) | 1\% | (5) | 1\% | (3) | 4\% | (13) | 3\% | (10) | 88\% (312) | 353 |
| Watch Movies: Several times per week | 2\% | (13) | $3 \%$ | (15) | $1 \%$ | (4) | 1\% | (5) | $2 \%$ | (10) | 92\% (533) | 579 |
| Watch Movies: About once per week | 1\% | (3) | 4\% | (16) | 2\% | (8) | \% | (1) | - | (0) | 93\% (366) | 394 |
| Watch Movies: Several times per month | 2\% | (6) | $1 \%$ | (3) | - | (0) | 1\% | (2) | $2 \%$ | (6) | 94\% (241) | 257 |
| Watch Movies: About once per month | - | (1) | $1 \%$ | (2) | $1 \%$ | (2) | 1\% | (2) | $1 \%$ | (2) | 96\% (192) | 199 |
| Watch Movies: Less often than once per month | 1\% | (1) | - | (1) | $1 \%$ | (1) | - | (0) | - | (0) | 98\% (167) | 170 |
| Watch Movies: Never | - | (1) | $1 \%$ | (2) | 1\% | (3) | - | (0) | $1 \%$ | (2) | 96\% (239) | 247 |

Continued on next page

Table HR2_1: Have you seen the following movies?
The Farewell


Continued on next page

Table HR2_1: Have you seen the following movies?
The Farewell

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 2\% | (36) | 2\% | (43) | 1\% | (22) | 1\% | (21) | 1\% | (29) | 93\% (2049) | 2200 |
| Fashion: An avid fan | 4\% | (12) | 4\% | (12) | 2\% | (6) | 2\% | (7) | 3\% | (9) | 84\% (242) | 287 |
| Fashion: A casual fan | 2\% | (18) | 2\% | (20) | 1\% | (10) | 1\% | (10) | 2\% | (15) | 91\% (755) | 828 |
| Fashion: Not a fan | 1\% | (6) | $1 \%$ | (10) | 1\% | (6) | - | (5) | 1\% | (5) | 97\% (1052) | 1084 |

[^4]Table HR2_2: Have you seen the following movies?
Once Upon a Time... In Hollywood


Continued on next page

Table HR2_2: Have you seen the following movies?
Once Upon a Time... In Hollywood

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 4\% | (88) | 8\% | (187) | 1\% | (29) | 1\% | (28) | 2\% | (35) | 83\% (1833) | 2200 |
| Income: Under 50k | $4 \%$ | (53) | 6\% | (79) | 1\% | (18) | 1\% | (10) | 1\% | (18) | 86\% (1072) | 1250 |
| Income: 50k-100k | $4 \%$ | (28) | 11\% | (80) | 1\% | (10) | 2\% | (13) | 2\% | (15) | 79\% (555) | 702 |
| Income: 100k+ | 3\% | (7) | 11\% | (28) | 1\% | (1) | 2\% | (5) | 1\% | (2) | 82\% (205) | 249 |
| Ethnicity: White | 4\% | (75) | 8\% | (131) | 1\% | (24) | 1\% | (24) | 1\% | (24) | 84\% (1444) | 1722 |
| Ethnicity: Hispanic | 8\% | (26) | 17\% | (59) | $3 \%$ | (12) | 5\% | (17) | 5\% | (16) | 63\% (219) | 349 |
| Ethnicity: Afr. Am. | $2 \%$ | (5) | 10\% | (27) | - | (1) | - | (0) | - | (1) | 88\% (240) | 274 |
| Ethnicity: Other | 4\% | (8) | 14\% | (29) | 2\% | (4) | 2\% | (4) | 5\% | (10) | 73\% (149) | 204 |
| Community: Urban | 5\% | (25) | 11\% | (61) | 3\% | (16) | 3\% | (19) | 1\% | (5) | 77\% (414) | 540 |
| Community: Suburban | 4\% | (42) | 9\% | (94) | 1\% | (9) | 1\% | (8) | 2\% | (22) | 83\% (856) | 1032 |
| Community: Rural | 3\% | (21) | 5\% | (31) | 1\% | (4) | - | (2) | 1\% | (7) | 90\% (563) | 628 |
| Employ: Private Sector | $4 \%$ | (23) | 11\% | (73) | 2\% | (11) | 2\% | (12) | 1\% | (9) | 80\% (511) | 639 |
| Employ: Government | $4 \%$ | (5) | 6\% | (7) | $2 \%$ | (2) | 5\% | (7) | 10\% | (12) | 73\% (94) | 128 |
| Employ: Self-Employed | 7\% | (14) | 13\% | (25) | $4 \%$ | (9) | 1\% | (1) | 1\% | (2) | 74\% (143) | 193 |
| Employ: Homemaker | 6\% | (10) | 9\% | (15) | 1\% | (2) | 2\% | (3) | - | (1) | 82\% (138) | 167 |
| Employ: Retired | 2\% | (13) | 4\% | (19) | 1\% | (3) | - | (2) | $1 \%$ | (3) | 92\% (487) | 527 |
| Employ: Unemployed | 4\% | (10) | 7\% | (17) | - | (1) | - | (0) | - | (1) | 88\% (216) | 245 |
| Employ: Other | 5\% | (10) | 10\% | (21) | - | (0) | - | (0) | 3\% | (7) | 81\% (169) | 207 |
| Military HH: Yes | 3\% | (11) | 5\% | (18) | 2\% | (8) | 2\% | (7) | 1\% | (3) | 86\% (296) | 343 |
| Military HH: No | 4\% | (77) | 9\% | (169) | 1\% | (21) | 1\% | (21) | 2\% | (32) | 83\% (1537) | 1857 |
| RD/WT: Right Direction | 3\% | (27) | 6\% | (51) | 2\% | (13) | 2\% | (18) | 1\% | (12) | 86\% (717) | 837 |
| RD/WT: Wrong Track | 4\% | (61) | 10\% | (136) | 1\% | (16) | 1\% | (10) | 2\% | (24) | 82\% (1116) | 1363 |
| Trump Job Approve | 3\% | (28) | 6\% | (53) | 1\% | (8) | 1\% | (13) | 1\% | (10) | 87\% (767) | 879 |
| Trump Job Disapprove | 5\% | (57) | 10\% | (123) | 1\% | (15) | 1\% | (14) | 2\% | (24) | 81\% (968) | 1200 |

Continued on next page

Table HR2_2: Have you seen the following movies?
Once Upon a Time... In Hollywood


Continued on next page

Table HR2_2: Have you seen the following movies?
Once Upon a Time... In Hollywood


Continued on next page

Table HR2_2: Have you seen the following movies?
Once Upon a Time... In Hollywood

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 4\% | (88) | 8\% | (187) | 1\% | (29) | 1\% | (28) | 2\% | (35) | 83\% | (1833) | 2200 |
| Watch Sporting Events: Every day | 7\% | (10) | 11\% | (15) | 2\% | (3) | 12\% | (16) | 7\% | (10) | 61\% | (83) | 137 |
| Watch Sporting Events: Several times per week | 5\% | (18) | 13\% | (48) | 2\% | (7) | 2\% | (6) | $3 \%$ | (10) | 76\% | (285) | 373 |
| Watch Sporting Events: About once per week | 4\% | (14) | 10\% | (32) | 3\% | (10) | 1\% | (4) | 1\% | (3) | 80\% | (245) | 308 |
| Watch Sporting Events: Several times per month | 2\% | (3) | 11\% | (15) | 3\% | (4) | - | (0) | - | (0) | 84\% | (119) | 142 |
| Watch Sporting Events: About once per month | 2\% | (2) | 6\% | (8) | - | (0) | - | (0) | $2 \%$ | (3) | 90\% | (113) | 126 |
| Watch Sporting Events: Less often than once per month | 5\% | (15) | 7\% | (21) | - | (1) | - | (0) | 1\% | (4) | 86\% | (253) | 295 |
| Watch Sporting Events: Never | 3\% | (26) | 6\% | (48) | - | (4) | - | (2) | $1 \%$ | (7) | 90\% | (734) | 820 |
| Cable TV: Currently subscribe | 5\% | (52) | 9\% | (94) | 1\% | (14) | 1\% | (15) | $1 \%$ | (11) | 82\% | (832) | 1018 |
| Cable TV: Subscribed in past | 4\% | (27) | 9\% | (68) | 2\% | (14) | 2\% | (12) | 3\% | (19) | 81\% | (596) | 735 |
| Cable TV: Never subscribed | 2\% | (9) | 6\% | (25) | - | (1) | - | (1) | 1\% | (6) | 91\% | (405) | 447 |
| Satellite TV: Currently subscribe | 5\% | (19) | $11 \%$ | (43) | 3\% | (11) | 3\% | (13) | $2 \%$ | (7) | 77\% | (309) | 403 |
| Satellite TV: Subscribed in past | 5\% | (29) | 9\% | (53) | 1\% | (8) | 2\% | (11) | $4 \%$ | (23) | 79\% | (477) | 602 |
| Satellite TV: Never subscribed | 3\% | (39) | 8\% | (91) | 1\% | (10) | - | (4) | - | (5) | 88\% | (1046) | 1195 |
| Streaming Services: Currently subscribe | 6\% | (74) | 12\% | (152) | 1\% | (19) | 1\% | (19) | $2 \%$ | (21) | 78\% | (1035) | 1321 |
| Streaming Services: Subscribed in past | - | (1) | $4 \%$ | (10) | 3\% | (6) | 3\% | (6) | $4 \%$ | (9) | 86\% | (194) | 226 |
| Streaming Services: Never subscribed | 2\% | (13) | 4\% | (25) | 1\% | (4) | - | (3) | 1\% | (5) | 92\% | (603) | 654 |
| Film: An avid fan | 6\% | (40) | 17\% | (119) | 2\% | (11) | 2\% | (15) | 3\% | (21) | 71\% | (504) | 711 |
| Film: A casual fan | 4\% | (43) | 5\% | (65) | 1\% | (16) | 1\% | (13) | 1\% | (14) | 87\% | (1041) | 1192 |
| Film: Not a fan | 2\% | (5) | 1\% | (3) | 1\% | (2) | - | (0) | - | (0) | 97\% | (288) | 298 |
| Television: An avid fan | 5\% | (51) | 10\% | (111) | 1\% | (14) | 2\% | (19) | 2\% | (19) | 80\% | (857) | 1071 |
| Television: A casual fan | 3\% | (34) | 7\% | (70) | 2\% | (15) | 1\% | (9) | $2 \%$ | (17) | 85\% | (823) | 967 |
| Television: Not a fan | 2\% | (3) | $4 \%$ | (6) | - | (0) | - | (0) | - | (0) | 94\% | (153) | 162 |
| Music: An avid fan | 4\% | (45) | 12\% | (125) | 1\% | (13) | 1\% | (14) | 2\% | (18) | 79\% | (816) | 1031 |
| Music: A casual fan | 4\% | (41) | 6\% | (57) | 1\% | (13) | 1\% | (13) | $2 \%$ | (18) | 86\% | (854) | 995 |
| Music: Not a fan | 1\% | (2) | 3\% | (5) | 2\% | (3) | - | (0) | - | (0) | 94\% | (163) | 173 |

Continued on next page

Table HR2_2: Have you seen the following movies?
Once Upon a Time... In Hollywood

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $4 \%$ | (88) | 8\% | (187) | 1\% | (29) | 1\% | (28) | 2\% | (35) | 83\% | (1833) | 2200 |
| Fashion: An avid fan | $4 \%$ | (13) | 8\% |  | 2\% | (6) | $4 \%$ |  | 3\% | (9) | 79\% | (227) | 287 |
| Fashion: A casual fan | 6\% | (50) | 11\% |  | $2 \%$ | (15) | 1\% |  | $2 \%$ | (17) | 78\% | (646) | 828 |
| Fashion: Not a fan | $2 \%$ | (26) | 7\% |  | 1\% | (9) | 1\% | (6) | 1\% | (10) | 89\% |  | 1084 |

[^5]Table HR2_3: Have you seen the following movies?
Hustlers

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 5\% | (117) | 5\% | (115) | 1\% | (27) | 2\% | (43) | 2\% | (35) | 85\% | (1863) | 2200 |
| Gender: Male | 6\% | (63) | 5\% | (55) | $1 \%$ | (15) | 3\% | (32) | 1\% | (16) | 83\% | (881) | 1062 |
| Gender: Female | 5\% | (54) | 5\% | (60) | $1 \%$ | (12) | $1 \%$ | (11) | 2\% | (19) | 86\% | (982) | 1138 |
| Age: 18-29 | 9\% | (39) | 6\% | (24) | $1 \%$ | (6) | 4\% | (16) | 4\% | (17) | 76\% | (320) | 422 |
| Age: 30-44 | 9\% | (50) | 8\% | (50) | $2 \%$ | (14) | 3\% | (18) | 1\% | (9) | 76\% | (449) | 591 |
| Age: 45-54 | 5\% | (16) | 6\% | (19) | $1 \%$ | (4) | $1 \%$ | (4) | 1\% | (3) | 85\% | (255) | 300 |
| Age: 55-64 | 2\% | (9) | 3\% | (14) | $1 \%$ | (3) | - | (2) | 1\% | (6) | 92\% | (416) | 450 |
| Age: 65+ | 1\% | (2) | 2\% | (8) | - | (1) | $1 \%$ | (2) | - | (0) | 97\% | (423) | 436 |
| Generation Z: 18-22 | 8\% | (14) | 3\% | (5) | $2 \%$ | (2) | $2 \%$ | (3) | 2\% | (4) | 83\% | (137) | 166 |
| Millennial: Age 23-38 | 10\% | (65) | 8\% | (50) | $1 \%$ | (8) | 4\% | (25) | 3\% | (20) | 74\% | (470) | 639 |
| Generation X: Age 39-54 | 5\% | (27) | 7\% | (37) | $3 \%$ | (13) | $2 \%$ | (10) | 1\% | (5) | 82\% | (416) | 508 |
| Boomers: Age 55-73 | 1\% | (11) | 3\% | (21) | - | (3) | - | (3) | 1\% | (6) | 94\% | (723) | 768 |
| PID: Dem (no lean) | 8\% | (61) | 8\% | (65) | $2 \%$ | (15) | 3\% | (25) | 3\% | (21) | 77\% | (618) | 806 |
| PID: Ind (no lean) | $4 \%$ | (30) | $4 \%$ | (27) | $1 \%$ | (5) | $1 \%$ | (9) | 1\% | (4) | 89\% | (619) | 694 |
| PID: Rep (no lean) | 4\% | (26) | 3\% | (23) | 1\% | (6) | 1\% | (9) | 1\% | (10) | 89\% | (626) | 700 |
| PID/Gender: Dem Men | 8\% | (29) | 10\% | (36) | $3 \%$ | (10) | 5\% | (20) | 3\% | (10) | 72\% | (268) | 373 |
| PID/Gender: Dem Women | 8\% | (33) | 7\% | (29) | $1 \%$ | (5) | $1 \%$ | (5) | 3\% | (11) | 81\% | (350) | 433 |
| PID/Gender: Ind Men | 6\% | (20) | 3\% | (9) | 1\% | (2) | 1\% | (5) | - | (1) | 89\% | (315) | 352 |
| PID/Gender: Ind Women | 3\% | (10) | 5\% | (18) | $1 \%$ | (3) | $1 \%$ | (4) | 1\% | (2) | 89\% | (304) | 342 |
| PID/Gender: Rep Men | $4 \%$ | (14) | 3\% | (10) | $1 \%$ | (3) | $2 \%$ | (8) | 1\% | (4) | 88\% | (298) | 337 |
| PID/Gender: Rep Women | 3\% | (12) | 3\% | (13) | $1 \%$ | (3) | - | (1) | 2\% | (6) | 90\% | (329) | 363 |
| Ideo: Liberal (1-3) | 6\% | (40) | 7\% | (46) | 1\% | (9) | 3\% | (17) | 3\% | (16) | 79\% | (487) | 614 |
| Ideo: Moderate (4) | 5\% | (26) | 7\% | (38) | $1 \%$ | (8) | $2 \%$ | (11) | 1\% | (6) | 84\% | (466) | 554 |
| Ideo: Conservative (5-7) | 5\% | (34) | 3\% | (22) | 1\% | (8) | 1\% | (7) | 1\% | (9) | 89\% | (651) | 732 |
| Educ: < College | 6\% | (94) | 5\% | (71) | $1 \%$ | (20) | 2\% | (27) | 1\% | (21) | 85\% | (1279) | 1512 |
| Educ: Bachelors degree | 4\% | (19) | 6\% | (25) | $1 \%$ | (5) | $2 \%$ | (7) | 2\% | (7) | 86\% | (381) | 444 |
| Educ: Post-grad | 2\% | (4) | 8\% | (19) | $1 \%$ | (2) | 3\% | (8) | 3\% | (7) | 83\% | (203) | 244 |

Continued on next page

Table HR2_3: Have you seen the following movies?
Hustlers

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 5\% | (117) | 5\% | (115) | 1\% | (27) | 2\% | (43) | 2\% | (35) | 85\% (1863) | 2200 |
| Income: Under 50k | 5\% | (68) | $4 \%$ | (49) | 1\% | (14) | 2\% | (21) | $1 \%$ | (18) | 86\% (1079) | 1250 |
| Income: 50k-100k | 6\% | (40) | 7\% | (50) | 1\% | (10) | 3\% | (18) | $2 \%$ | (11) | 81\% (572) | 702 |
| Income: $100 \mathrm{k}+$ | $4 \%$ | (9) | 6\% | (15) | 1\% | (3) | 2\% | (4) | $2 \%$ | (5) | 85\% (212) | 249 |
| Ethnicity: White | $4 \%$ | (76) | 3\% | (56) | 1\% | (21) | 2\% | (29) | $2 \%$ | (29) | 88\% (1510) | 1722 |
| Ethnicity: Hispanic | 12\% | (42) | 9\% | (30) | 4\% | (13) | 5\% | (18) | 3\% | (12) | 67\% (235) | 349 |
| Ethnicity: Afr. Am. | 6\% | (17) | 12\% | (33) | - | (0) | 4\% | (10) | $2 \%$ | (4) | 77\% (211) | 274 |
| Ethnicity: Other | 12\% | (24) | 13\% | (26) | 3\% | (6) | 2\% | (4) | $1 \%$ | (2) | 70\% (143) | 204 |
| Community: Urban | 5\% | (25) | 8\% | (42) | 2\% | (9) | 5\% | (26) | 3\% | (14) | 78\% (424) | 540 |
| Community: Suburban | 5\% | (54) | 5\% | (51) | 1\% | (10) | 1\% | (11) | $1 \%$ | (15) | 86\% (891) | 1032 |
| Community: Rural | 6\% | (39) | 3\% | (21) | 1\% | (8) | 1\% | (6) | $1 \%$ | (6) | 87\% (548) | 628 |
| Employ: Private Sector | 5\% | (30) | 7\% | (42) | 1\% | (5) | 3\% | (18) | 3\% | (16) | 83\% (528) | 639 |
| Employ: Government | 7\% | (9) | 10\% | (13) | 4\% | (5) | 5\% | (6) | 7\% | (9) | 67\% (86) | 128 |
| Employ: Self-Employed | 6\% | (12) | 7\% | (13) | 2\% | (5) | 3\% | (6) | $3 \%$ | (6) | 78\% (151) | 193 |
| Employ: Homemaker | 10\% | (17) | 6\% | (10) | 3\% | (5) | - | (1) | - | (1) | 80\% (134) | 167 |
| Employ: Retired | 1\% | (6) | $2 \%$ | (13) | - | (1) | - | (2) | - | (0) | 96\% (505) | 527 |
| Employ: Unemployed | 10\% | (25) | 3\% | (8) | - | (1) | 2\% | (4) | $1 \%$ | (2) | 84\% (205) | 245 |
| Employ: Other | 7\% | (14) | 5\% | (10) | 2\% | (5) | 2\% | (4) | $1 \%$ | (2) | 83\% (172) | 207 |
| Military HH: Yes | 2\% | (6) | 3\% | (12) | 1\% | (5) | 2\% | (8) | $1 \%$ | (5) | 90\% (307) | 343 |
| Military HH: No | 6\% | (111) | 6\% | (103) | 1\% | (22) | 2\% | (35) | 2\% | (30) | 84\% (1556) | 1857 |
| RD/WT: Right Direction | 5\% | (41) | 4\% | (30) | 1\% | (10) | 3\% | (22) | $2 \%$ | (15) | 86\% (719) | 837 |
| RD/WT: Wrong Track | 6\% | (76) | 6\% | (84) | 1\% | (17) | 2\% | (22) | $1 \%$ | (20) | 84\% (1144) | 1363 |
| Trump Job Approve | 4\% | (35) | 3\% | (30) | 1\% | (9) | 2\% | (13) | 2\% | (14) | 88\% (778) | 879 |
| Trump Job Disapprove | 7\% | (82) | 7\% | (82) | 1\% | (15) | 2\% | (25) | $2 \%$ | (20) | 81\% (976) | 1200 |

Continued on next page

Table HR2_3: Have you seen the following movies?
Hustlers

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 5\% | (117) | 5\% | (115) | 1\% | (27) | 2\% | (43) | 2\% | (35) | 85\% | (1863) | 2200 |
| Trump Job Strongly Approve | 3\% | (15) | 3\% | (13) | 1\% | (5) | 2\% | (10) | $2 \%$ | (9) | 89\% | (424) | 476 |
| Trump Job Somewhat Approve | 5\% | (20) | 4\% | (17) | 1\% | (4) | 1\% | (3) | 1\% | (5) | 88\% | (354) | 403 |
| Trump Job Somewhat Disapprove | 8\% | (20) | 6\% | (16) | 2\% | (6) | 2\% | (5) | 1\% | (4) | 80\% | (205) | 255 |
| Trump Job Strongly Disapprove | 7\% | (62) | 7\% | (66) | 1\% | (10) | 2\% | (20) | 2\% | (16) | 82\% | (771) | 945 |
| Favorable of Trump | 4\% | (34) | 3\% | (27) | 1\% | (9) | 1\% | (11) | 2\% | (21) | 88\% | (778) | 880 |
| Unfavorable of Trump | 7\% | (81) | 7\% | (82) | 1\% | (17) | 2\% | (27) | 1\% | (12) | 82\% | (976) | 1194 |
| Very Favorable of Trump | 4\% | (18) | 3\% | (16) | 1\% | (4) | 2\% | (9) | 1\% | (7) | 89\% | (450) | 503 |
| Somewhat Favorable of Trump | 4\% | (17) | 3\% | (11) | 1\% | (5) | - | (2) | $4 \%$ | (14) | 87\% | (328) | 376 |
| Somewhat Unfavorable of Trump | 5\% | (9) | 8\% | (16) | 1\% | (3) | 5\% | (10) | 1\% | (2) | 80\% | (156) | 196 |
| Very Unfavorable of Trump | 7\% | (72) | 7\% | (66) | 1\% | (14) | 2\% | (17) | $1 \%$ | (10) | 82\% | (820) | 999 |
| \#1 Issue: Economy | 10\% | (59) | 7\% | (37) | 1\% | (6) | 2\% | (13) | 1\% | (7) | 79\% | (443) | 564 |
| \#1 Issue: Security | 4\% | (18) | 5\% | (24) | 2\% | (9) | 2\% | (10) | $4 \%$ | (18) | 84\% | (420) | 498 |
| \#1 Issue: Health Care | 4\% | (16) | 5\% | (18) | 1\% | (3) | 3\% | (11) | 1\% | (4) | 85\% | (302) | 354 |
| \#1 Issue: Medicare / Social Security | 2\% | (7) | 4\% | (11) | 1\% | (3) | - | (1) | $1 \%$ | (4) | 92\% | (299) | 324 |
| \#1 Issue: Women's Issues | 7\% | (8) | 7\% | (8) | 1\% | (1) | 2\% | (3) | - | (0) | 82\% | (89) | 108 |
| \#1 Issue: Education | 6\% | (6) | 7\% | (7) | 1\% | (1) | - | (0) | $1 \%$ | (1) | 85\% | (86) | 101 |
| \#1 Issue: Energy | 2\% | (2) | 6\% | (8) | 2\% | (3) | 5\% | (6) | $2 \%$ | (2) | 83\% | (106) | 128 |
| \#1 Issue: Other | 2\% | (2) | 2\% | (2) | 2\% | (2) | - | (0) | - | (0) | 95\% | (117) | 124 |
| 2018 House Vote: Democrat | 7\% | (52) | 7\% | (58) | 2\% | (14) | 3\% | (23) | 2\% | (16) | 79\% | (619) | 782 |
| 2018 House Vote: Republican | 4\% | (23) | 4\% | (22) | 1\% | (6) | 2\% | (11) | $1 \%$ | (8) | 89\% | (551) | 621 |
| 2018 House Vote: Someone else | 8\% | (6) | 3\% | (2) | 4\% | (3) | - | (0) | - | (0) | 85\% | (63) | 75 |
| 2016 Vote: Hillary Clinton | 6\% | (46) | 8\% | (53) | 2\% | (12) | 4\% | (27) | 1\% | (10) | 79\% | (559) | 706 |
| 2016 Vote: Donald Trump | 3\% | (21) | 3\% | (23) | 1\% | (7) | 1\% | (7) | 1\% | (9) | 90\% | (611) | 678 |
| 2016 Vote: Other | 3\% | (3) | 5\% | (6) | 1\% | (1) | 2\% | (2) | 1\% | (1) | 88\% | (102) | 116 |
| 2016 Vote: Didn't Vote | 7\% | (47) | 5\% | (33) | 1\% | (7) | 1\% | (8) | $2 \%$ | (15) | 84\% | (588) | 698 |

Continued on next page

Table HR2_3: Have you seen the following movies?
Hustlers

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 5\% | (117) | 5\% | (115) | 1\% | (27) | 2\% | (43) | $2 \%$ | (35) | 85\% | (1863) | 2200 |
| Voted in 2014: Yes | 5\% | (64) | 6\% | (72) | 1\% | (18) | 2\% | (26) | $1 \%$ | (18) | 85\% | (1102) | 1299 |
| Voted in 2014: No | 6\% | (54) | 5\% | (43) | 1\% | (9) | 2\% | (18) | 2\% | (17) | 84\% | (761) | 901 |
| 2012 Vote: Barack Obama | 5\% | (41) | 7\% | (59) | 1\% | (12) | 3\% | (24) | $2 \%$ | (16) | 81\% | (639) | 791 |
| 2012 Vote: Mitt Romney | 3\% | (15) | 2\% | (11) | 1\% | (4) | 1\% | (5) | $1 \%$ | (4) | 92\% | (477) | 516 |
| 2012 Vote: Other | 8\% | (7) | 4\% | (4) | - | (0) | - | (0) | $1 \%$ | (0) | 87\% | (78) | 90 |
| 2012 Vote: Didn't Vote | 7\% | (53) | 5\% | (42) | 1\% | (11) | $2 \%$ | (15) | $2 \%$ | (14) | 83\% | (668) | 803 |
| 4-Region: Northeast | 5\% | (20) | 5\% | (19) | 2\% | (9) | 3\% | (11) | $1 \%$ | (3) | 84\% | (331) | 394 |
| 4-Region: Midwest | 4\% | (20) | 6\% | (30) | 1\% | (3) | $2 \%$ | (7) | $1 \%$ | (5) | 86\% | (397) | 462 |
| 4-Region: South | 4\% | (32) | 5\% | (39) | 1\% | (11) | $2 \%$ | (19) | 2\% | (13) | 86\% | (710) | 824 |
| 4-Region: West | 9\% | (45) | 5\% | (26) | 1\% | (5) | 1\% | (5) | $3 \%$ | (14) | 82\% | (424) | 520 |
| Watch TV: Every day | 6\% | (61) | 6\% | (65) | 2\% | (17) | 2\% | (24) | $1 \%$ | (11) | 83\% | (867) | 1045 |
| Watch TV: Several times per week | 7\% | (38) | 5\% | (24) | 1\% | (7) | 2\% | (9) | $2 \%$ | (8) | 83\% | (431) | 517 |
| Watch TV: About once per week | 3\% | (4) | 6\% | (8) | 1\% | (1) | 3\% | (4) | 6\% | (9) | 82\% | (118) | 145 |
| Watch TV: Several times per month | 3\% | (4) | 7\% | (8) | 1\% | (1) | 3\% | (4) | 5\% | (5) | 82\% | (99) | 121 |
| Watch TV: About once per month | 3\% | (2) | 6\% | (3) | - | (0) | - | (0) | - | (0) | 91\% | (50) | 55 |
| Watch TV: Less often than once per month | 2\% | (2) | $1 \%$ | (1) | - | (0) | 1\% | (1) | $1 \%$ | (1) | 95\% | (87) | 91 |
| Watch TV: Never | 2\% | (5) | $2 \%$ | (4) | - | (1) | 1\% | (2) | $1 \%$ | (2) | 94\% | (211) | 225 |
| Watch Movies: Every day | 12\% | (41) | 9\% | (31) | 3\% | (9) | 5\% | (18) | 2\% | (6) | 70\% | (248) | 353 |
| Watch Movies: Several times per week | 8\% | (45) | 7\% | (39) | 1\% | (4) | 1\% | (8) | $2 \%$ | (13) | 81\% | (470) | 579 |
| Watch Movies: About once per week | 4\% | (15) | 6\% | (23) | 2\% | (7) | 3\% | (14) | $1 \%$ | (3) | 85\% | (333) | 394 |
| Watch Movies: Several times per month | 1\% | (3) | 6\% | (16) | 1\% | (2) | - | (1) | $2 \%$ | (5) | 90\% | (231) | 257 |
| Watch Movies: About once per month | 4\% | (7) | $1 \%$ | (2) | 1\% | (3) | - | (1) | $1 \%$ | (3) | 92\% | (183) | 199 |
| Watch Movies: Less often than once per month | 1\% | (1) | - | (0) | - | (0) | 1\% | (1) | - | (1) | 98\% | (167) | 170 |
| Watch Movies: Never | 2\% | (5) | $2 \%$ | (4) | 1\% | (2) | - | (1) | $2 \%$ | (4) | 94\% | (231) | 247 |

Continued on next page

Table HR2_3: Have you seen the following movies?
Hustlers

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 5\% | (117) | 5\% | (115) | 1\% | (27) | 2\% | (43) | $2 \%$ | (35) | 85\% | (1863) | 2200 |
| Watch Sporting Events: Every day | 12\% | (17) | 8\% | (11) | $5 \%$ | (7) | 12\% | (16) | 3\% | (4) | 60\% | (82) | 137 |
| Watch Sporting Events: Several times per week | 6\% | (22) | 7\% | (27) | 1\% | (5) | 1\% | (4) | 3\% | (11) | $81 \%$ | (303) | 373 |
| Watch Sporting Events: About once per week | 8\% | (25) | $4 \%$ | (14) | 1\% | (4) | 3\% | (9) | 1\% | (4) | 82\% | (253) | 308 |
| Watch Sporting Events: Several times per month | 3\% | (4) | 3\% | (5) | $2 \%$ | (3) | 1\% | (2) | $2 \%$ | (3) | 88\% | (126) | 142 |
| Watch Sporting Events: About once per month | 5\% | (6) | 10\% | (13) | $2 \%$ | (2) | 1\% | (1) | 3\% | (4) | 78\% | (98) | 126 |
| Watch Sporting Events: Less often than once per month | 3\% | (8) | 5\% | (13) | 1\% | (3) | 2\% | (5) | 1\% | (3) | 89\% | (263) | 295 |
| Watch Sporting Events: Never | 4\% | (36) | 4\% | (31) | - | (4) | 1\% | (5) | 1\% | (6) | 90\% | (738) | 820 |
| Cable TV: Currently subscribe | 6\% | (65) | 6\% | (61) | 1\% | (9) | 3\% | (27) | 1\% | (15) | 83\% | (840) | 1018 |
| Cable TV: Subscribed in past | 4\% | (32) | 5\% | (40) | $2 \%$ | (14) | 2\% | (13) | $2 \%$ | (15) | 85\% | (622) | 735 |
| Cable TV: Never subscribed | 5\% | (20) | 3\% | (14) | 1\% | (4) | 1\% | (3) | 1\% | (5) | 90\% | (401) | 447 |
| Satellite TV: Currently subscribe | 8\% | (34) | 6\% | (25) | 3\% | (11) | 4\% | (17) | 2\% | (8) | 76\% | (307) | 403 |
| Satellite TV: Subscribed in past | 6\% | (37) | 5\% | (28) | $2 \%$ | (9) | 3\% | (16) | 3\% | (19) | 82\% | (492) | 602 |
| Satellite TV: Never subscribed | 4\% | (46) | 5\% | (62) | 1\% | (7) | 1\% | (10) | 1\% | (8) | 89\% | (1063) | 1195 |
| Streaming Services: Currently subscribe | 7\% | (95) | 7\% | (90) | $2 \%$ | (24) | 2\% | (23) | 1\% | (17) | 81\% | (1072) | 1321 |
| Streaming Services: Subscribed in past | 6\% | (15) | 5\% | (12) | $1 \%$ | (1) | 7\% | (15) | 5\% | (12) | 75\% | (170) | 226 |
| Streaming Services: Never subscribed | 1\% | (8) | 2\% | (13) | - | (2) | 1\% | (5) | 1\% | (6) | 95\% | (621) | 654 |
| Film: An avid fan | 8\% | (56) | 9\% | (61) | $2 \%$ | (11) | 2\% | (17) | $2 \%$ | (16) | 77\% | (550) | 711 |
| Film: A casual fan | 5\% | (54) | $4 \%$ | (48) | 1\% | (12) | 2\% | (22) | $2 \%$ | (19) | 87\% | (1038) | 1192 |
| Film: Not a fan | 3\% | (7) | $2 \%$ | (7) | 1\% | (4) | 2\% | (5) | - | (0) | 92\% | (275) | 298 |
| Television: An avid fan | 6\% | (63) | 6\% | (69) | $2 \%$ | (19) | 2\% | (25) | 1\% | (15) | 82\% | (881) | 1071 |
| Television: A casual fan | 5\% | (50) | $4 \%$ | (42) | 1\% | (8) | 2\% | (18) | $2 \%$ | (15) | 86\% | (834) | 967 |
| Television: Not a fan | 3\% | (4) | $2 \%$ | (4) | - | (0) | - | (0) | 3\% | (5) | 92\% | (148) | 162 |
| Music: An avid fan | 7\% | (77) | 8\% | (83) | $2 \%$ | (16) | 2\% | (23) | 1\% | (10) | 80\% | (822) | 1031 |
| Music: A casual fan | 4\% | (39) | 3\% | (28) | 1\% | (9) | 2\% | (20) | 2\% | (18) | 88\% | (880) | 995 |
| Music: Not a fan | 1\% | (1) | $2 \%$ | (3) | 1\% | (1) | - | (0) | $4 \%$ | (7) | 93\% | (161) | 173 |

Continued on next page

Table HR2_3: Have you seen the following movies?
Hustlers

| Demographic | Yes, via a streaming service, such as Netflix or Hulu | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 5\% (117) | 5\% | (115) | 1\% | (27) | 2\% | (43) | 2\% | (35) | 85\% (1863) | 2200 |
| Fashion: An avid fan | 11\% (33) | 15\% | (43) | $4 \%$ | (11) | 5\% | (13) | 2\% | (7) | 63\% (180) | 287 |
| Fashion: A casual fan | 7\% (55) | 6\% | (47) | 1\% | (10) | 3\% | (22) | 2\% | (20) | 81\% (674) | 828 |
| Fashion: Not a fan | $3 \% \quad$ (29) | 2\% | (24) | 1\% | (6) | 1\% | (8) | 1\% | (8) | 93\% (1009) | 1084 |

[^6]Table HR2_4: Have you seen the following movies?
Judy

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 2\% | (53) | 3\% | (56) | 1\% | (13) | 2\% | (34) | 2\% | (37) | 91\% (2007) | 2200 |
| Gender: Male | 3\% | (27) | $3 \%$ | (32) | 1\% | (6) | 3\% | (27) | 2\% | (26) | 89\% (944) | 1062 |
| Gender: Female | 2\% | (26) | 2\% | (24) | 1\% | (6) | 1\% | (6) | 1\% | (11) | 93\% (1064) | 1138 |
| Age: 18-29 | 4\% | (15) | 2\% | (7) | 1\% | (5) | 2\% | (10) | 3\% | (15) | 88\% (371) | 422 |
| Age: 30-44 | 4\% | (24) | 2\% | (11) | - | (3) | 3\% | (17) | 2\% | (11) | 89\% (524) | 591 |
| Age: 45-54 | 2\% | (7) | 1\% | (4) | 1\% | (3) | 1\% | (2) | 2\% | (5) | 93\% (280) | 300 |
| Age: 55-64 | 1\% | (4) | 4\% | (18) | - | (1) | - | (2) | 1\% | (4) | 93\% (420) | 450 |
| Age: 65+ | - | (2) | 4\% | (16) | - | (1) | 1\% | (3) | 1\% | (2) | 94\% (412) | 436 |
| Generation Z: 18-22 | 1\% | (2) | 1\% | (2) | 2\% | (3) | - | (0) | - | (0) | 96\% (159) | 166 |
| Millennial: Age 23-38 | 5\% | (31) | 2\% | (12) | - | (3) | 3\% | (17) | 3\% | (20) | 87\% (557) | 639 |
| Generation X: Age 39-54 | 3\% | (14) | 2\% | (9) | 1\% | (5) | 2\% | (12) | 2\% | (11) | 90\% (458) | 508 |
| Boomers: Age 55-73 | 1\% | (6) | 4\% | (31) | - | (2) | - | (3) | 1\% | (5) | 94\% (720) | 768 |
| PID: Dem (no lean) | 4\% | (32) | 3\% | (24) | 1\% | (5) | 2\% | (14) | 3\% | (21) | 88\% (709) | 806 |
| PID: Ind (no lean) | 2\% | (11) | 2\% | (16) | 1\% | (6) | 1\% | (9) | 1\% | (10) | 92\% (642) | 694 |
| PID: Rep (no lean) | 1\% | (9) | 2\% | (17) | - | (1) | 2\% | (11) | 1\% | (6) | 94\% (656) | 700 |
| PID/Gender: Dem Men | 4\% | (14) | 5\% | (17) | 1\% | (5) | 3\% | (11) | 5\% | (19) | 82\% (306) | 373 |
| PID/Gender: Dem Women | 4\% | (18) | $2 \%$ | (7) | - | (1) | 1\% | (3) | - | (1) | 93\% (403) | 433 |
| PID/Gender: Ind Men | 2\% | (8) | 2\% | (7) | - | (1) | 2\% | (6) | 1\% | (3) | 93\% (326) | 352 |
| PID/Gender: Ind Women | 1\% | (3) | $3 \%$ | (9) | 1\% | (5) | 1\% | (3) | 2\% | (7) | 92\% (315) | 342 |
| PID/Gender: Rep Men | 1\% | (5) | $2 \%$ | (8) | - | (1) | 3\% | (10) | 1\% | (3) | 92\% (311) | 337 |
| PID/Gender: Rep Women | 1\% | (4) | 2\% | (9) | - | (1) | - | (1) | 1\% | (3) | 95\% (346) | 363 |
| Ideo: Liberal (1-3) | 4\% | (23) | $4 \%$ | (24) | 1\% | (5) | 1\% | (9) | 3\% | (19) | 87\% (535) | 614 |
| Ideo: Moderate (4) | 2\% | (10) | 3\% | (16) | 1\% | (5) | 3\% | (14) | 2\% | (9) | 90\% (501) | 554 |
| Ideo: Conservative (5-7) | 1\% | (9) | 2\% | (15) | - | (1) | 1\% | (7) | 1\% | (7) | 95\% (692) | 732 |
| Educ: < College | 2\% | (35) | 2\% | (23) | 1\% | (8) | 1\% | (21) | 2\% | (25) | 93\% (1400) | 1512 |
| Educ: Bachelors degree | 3\% | (13) | 4\% | (18) | 1\% | (3) | 1\% | (4) | 2\% | (10) | 89\% (395) | 444 |
| Educ: Post-grad | 2\% | (5) | 6\% | (15) | 1\% | (1) | 4\% | (9) | 1\% | (2) | 87\% (212) | 244 |

Continued on next page

Table HR2_4: Have you seen the following movies?
Judy

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 2\% | (53) | 3\% | (56) | 1\% | (13) | 2\% | (34) | 2\% | (37) | 91\% (2007) | 2200 |
| Income: Under 50k | 3\% | (32) | 2\% | (19) | 1\% | (7) | 1\% | (16) | 2\% | (19) | 93\% (1157) | 1250 |
| Income: 50k-100k | 2\% | (17) | 3\% | (23) | 1\% | (5) | 2\% | (14) | 2\% | (16) | 89\% (627) | 702 |
| Income: $100 \mathrm{k}+$ | 2\% | (4) | 6\% | (14) | - | (1) | 2\% | (4) | 1\% | (3) | 90\% (223) | 249 |
| Ethnicity: White | 2\% | (36) | $3 \%$ | (45) | 1\% | (11) | 2\% | (30) | 1\% | (25) | 91\% (1575) | 1722 |
| Ethnicity: Hispanic | 5\% | (17) | 4\% | (13) | 1\% | (4) | 4\% | (13) | 5\% | (17) | 82\% (285) | 349 |
| Ethnicity: Afr. Am. | 3\% | (7) | 2\% | (5) | - | (1) | 1\% | (3) | 1\% | (2) | 93\% (256) | 274 |
| Ethnicity: Other | 5\% | (10) | 3\% | (5) | - | (1) | - | (1) | 5\% | (10) | 87\% (177) | 204 |
| Community: Urban | 4\% | (23) | 3\% | (19) | 1\% | (5) | 4\% | (21) | 2\% | (12) | 85\% (461) | 540 |
| Community: Suburban | 2\% | (20) | 3\% | (33) | 1\% | (7) | 1\% | (10) | 2\% | (18) | 92\% (945) | 1032 |
| Community: Rural | 2\% | (10) | $1 \%$ | (5) | - | (1) | - | (3) | 1\% | (8) | 96\% (601) | 628 |
| Employ: Private Sector | 3\% | (21) | $3 \%$ | (22) | 1\% | (7) | 2\% | (12) | 1\% | (9) | 89\% (567) | 639 |
| Employ: Government | $2 \%$ | (2) | $4 \%$ | (5) | - | (0) | 6\% | (8) | 5\% | (7) | 83\% (106) | 128 |
| Employ: Self-Employed | 3\% | (6) | $4 \%$ | (9) | - | (0) | - | (0) | 3\% | (6) | 89\% (173) | 193 |
| Employ: Homemaker | 5\% | (8) | - | (0) | 1\% | (2) | - | (1) | 2\% | (3) | 92\% (154) | 167 |
| Employ: Retired | - | (2) | 3\% | (17) | - | (1) | 1\% | (5) | - | (1) | 95\% (501) | 527 |
| Employ: Unemployed | $4 \%$ | (11) | 1\% | (2) | - | (0) | 2\% | (4) | 2\% | (5) | 91\% (223) | 245 |
| Employ: Other | 1\% | (3) | 1\% | (2) | - | (0) | 1\% | (2) | 3\% | (6) | 94\% (195) | 207 |
| Military HH: Yes | 1\% | (3) | $3 \%$ | (10) | - | (1) | 2\% | (7) | 2\% | (6) | 92\% (317) | 343 |
| Military HH: No | 3\% | (50) | 2\% | (46) | 1\% | (12) | 1\% | (27) | 2\% | (31) | 91\% (1691) | 1857 |
| RD/WT: Right Direction | $2 \%$ | (13) | 2\% | (19) | 1\% | (7) | 2\% | (21) | 1\% | (10) | 92\% (768) | 837 |
| RD/WT: Wrong Track | 3\% | (40) | 3\% | (38) | - | (6) | 1\% | (13) | 2\% | (27) | 91\% (1239) | 1363 |
| Trump Job Approve | 1\% | (12) | 2\% | (21) | - | (4) | 1\% | (13) | 1\% | (11) | 93\% (817) | 879 |
| Trump Job Disapprove | 3\% | (37) | $3 \%$ | (35) | 1\% | (9) | 2\% | (20) | 2\% | (24) | 90\% (1077) | 1200 |

Continued on next page

Table HR2_4: Have you seen the following movies?
Judy

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 2\% | (53) | $3 \%$ | (56) | 1\% | (13) | 2\% | (34) | $2 \%$ | (37) | 91\% (2007) | 2200 |
| Trump Job Strongly Approve | 1\% | (6) | 2\% | (10) | - | (1) | 2\% | (12) | $1 \%$ | (6) | 93\% (441) | 476 |
| Trump Job Somewhat Approve | 1\% | (6) | $3 \%$ | (11) | 1\% | (4) | - | (1) | 1\% | (5) | 93\% (377) | 403 |
| Trump Job Somewhat Disapprove | 2\% | (6) | 3\% | (7) | $2 \%$ | (4) | 4\% | (9) | 2\% | (5) | 88\% (225) | 255 |
| Trump Job Strongly Disapprove | 3\% | (31) | 3\% | (28) | - | (5) | 1\% | (11) | $2 \%$ | (19) | 90\% (852) | 945 |
| Favorable of Trump | 2\% | (14) | 2\% | (20) | 1\% | (6) | 2\% | (14) | $2 \%$ | (15) | 92\% (811) | 880 |
| Unfavorable of Trump | 3\% | (34) | 3\% | (36) | 1\% | (6) | 1\% | (17) | $2 \%$ | (20) | 91\% (1081) | 1194 |
| Very Favorable of Trump | 1\% | (6) | 2\% | (11) | - | (1) | 2\% | (9) | $1 \%$ | (5) | 94\% (471) | 503 |
| Somewhat Favorable of Trump | 2\% | (7) | 2\% | (9) | 1\% | (5) | 1\% | (5) | 3\% | (10) | 90\% (340) | 376 |
| Somewhat Unfavorable of Trump | 2\% | (4) | 2\% | (5) | 2\% | (3) | 3\% | (6) | 1\% | (3) | 90\% (175) | 196 |
| Very Unfavorable of Trump | 3\% | (30) | 3\% | (31) | - | (3) | 1\% | (12) | 2\% | (17) | 91\% (906) | 999 |
| \#1 Issue: Economy | 3\% | (19) | 3\% | (15) | 1\% | (3) | 2\% | (9) | $2 \%$ | (11) | 90\% (507) | 564 |
| \#1 Issue: Security | 1\% | (3) | 3\% | (15) | 1\% | (5) | 1\% | (5) | 3\% | (16) | 91\% (453) | 498 |
| \#1 Issue: Health Care | 2\% | (9) | $3 \%$ | (10) | 1\% | (3) | 2\% | (6) | 1\% | (3) | 91\% (323) | 354 |
| \#1 Issue: Medicare / Social Security | - | (1) | 2\% | (7) | - | (1) | 1\% | (4) | 1\% | (3) | 95\% (308) | 324 |
| \#1 Issue: Women's Issues | 9\% | (10) | $3 \%$ | (3) | - | (0) | - | (0) | $1 \%$ | (1) | 87\% (94) | 108 |
| \#1 Issue: Education | 5\% | (5) | - | (0) | - | (0) | - | (0) | 2\% | (2) | 92\% (93) | 101 |
| \#1 Issue: Energy | 2\% | (3) | $3 \%$ | (4) | - | (0) | 7\% | (9) | $1 \%$ | (1) | 87\% (111) | 128 |
| \#1 Issue: Other | 2\% | (2) | 1\% | (1) | 1\% | (1) | 1\% | (1) | - | (0) | 96\% (119) | 124 |
| 2018 House Vote: Democrat | 3\% | (24) | 4\% | (32) | 1\% | (4) | 2\% | (16) | 3\% | (22) | 88\% (684) | 782 |
| 2018 House Vote: Republican | 2\% | (10) | $3 \%$ | (20) | - | (1) | 2\% | (9) | 1\% | (7) | 92\% (573) | 621 |
| 2018 House Vote: Someone else | 1\% | (1) | - | (0) | $2 \%$ | (2) | - | (0) | $2 \%$ | (2) | 95\% (71) | 75 |
| 2016 Vote: Hillary Clinton | 3\% | (22) | 4\% | (28) | - | (3) | 2\% | (16) | $2 \%$ | (16) | 88\% (622) | 706 |
| 2016 Vote: Donald Trump | 1\% | (9) | $3 \%$ | (22) | - | (3) | 1\% | (8) | 1\% | (9) | 93\% (628) | 678 |
| 2016 Vote: Other | 2\% | (2) | 1\% | (1) | - | (0) | 1\% | (1) | $2 \%$ | (2) | 94\% (109) | 116 |
| 2016 Vote: Didn't Vote | 3\% | (20) | 1\% | (6) | 1\% | (6) | 1\% | (9) | $2 \%$ | (11) | 93\% (646) | 698 |

Continued on next page

Table HR2_4: Have you seen the following movies?
Judy


Continued on next page

Table HR2_4: Have you seen the following movies?
Judy

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 2\% | (53) | $3 \%$ | (56) | 1\% | (13) | 2\% | (34) | 2\% | (37) | 91\% (2007) | 2200 |
| Watch Sporting Events: Every day | 6\% | (9) | 6\% | (8) | $2 \%$ | (3) | $12 \%$ | (16) | 6\% | (9) | 67\% (92) | 137 |
| Watch Sporting Events: Several times per week | 2\% | (6) | 3\% | (10) | - | (1) | 1\% | (3) | 3\% | (12) | 92\% (341) | 373 |
| Watch Sporting Events: About once per week | 5\% | (14) | $2 \%$ | (6) | $1 \%$ | (4) | 1\% | (4) | 2\% | (6) | 89\% (273) | 308 |
| Watch Sporting Events: Several times per month | 1\% | (2) | 4\% | (6) | - | (1) | 1\% | (1) | 1\% | (1) | 93\% (132) | 142 |
| Watch Sporting Events: About once per month | 1\% | (1) | 5\% | (7) | 1\% | (1) | 3\% | (3) | 1\% | (1) | 89\% (112) | 126 |
| Watch Sporting Events: Less often than once per month | 2\% | (7) | $3 \%$ | (8) | - | (1) | - | (1) | 1\% | (3) | 93\% (275) | 295 |
| Watch Sporting Events: Never | 2\% | (14) | $1 \%$ | (11) | - | (3) | $1 \%$ | (6) | 1\% | (5) | 95\% (781) | 820 |
| Cable TV: Currently subscribe | 3\% | (28) | 4\% | (37) | $1 \%$ | (7) | 2\% | (18) | 2\% | (18) | 89\% (909) | 1018 |
| Cable TV: Subscribed in past | 3\% | (20) | $1 \%$ | (11) | - | (2) | $2 \%$ | (15) | 2\% | (17) | 91\% (670) | 735 |
| Cable TV: Never subscribed | 1\% | (5) | 2\% | (9) | 1\% | (4) | - | (1) | - | (1) | 96\% (428) | 447 |
| Satellite TV: Currently subscribe | 3\% | (11) | $4 \%$ | (15) | 1\% | (5) | 5\% | (18) | 3\% | (11) | 85\% (342) | 403 |
| Satellite TV: Subscribed in past | 3\% | (21) | 2\% | (9) | - | (2) | 1\% | (8) | 3\% | (16) | 91\% (546) | 602 |
| Satellite TV: Never subscribed | 2\% | (21) | 3\% | (32) | 1\% | (6) | 1\% | (7) | 1\% | (10) | 94\% (1119) | 1195 |
| Streaming Services: Currently subscribe | 3\% | (44) | $3 \%$ | (37) | 1\% | (8) | 2\% | (21) | 2\% | (26) | 90\% (1185) | 1321 |
| Streaming Services: Subscribed in past | 3\% | (6) | 2\% | (5) | - | (0) | 3\% | (6) | 4\% | (9) | 88\% (198) | 226 |
| Streaming Services: Never subscribed | - | (3) | 2\% | (14) | 1\% | (4) | 1\% | (7) | - | (1) | 95\% (624) | 654 |
| Film: An avid fan | 3\% | (21) | 4\% | (32) | - | (3) | 3\% | (18) | 2\% | (14) | 88\% (623) | 711 |
| Film: A casual fan | 3\% | (31) | 2\% | (23) | 1\% | (10) | 1\% | (14) | 2\% | (23) | 92\% (1091) | 1192 |
| Film: Not a fan | - | (1) | $1 \%$ | (2) | - | (0) | 1\% | (1) | - | (0) | 99\% (294) | 298 |
| Television: An avid fan | 2\% | (26) | 4\% | (43) | - | (4) | 2\% | (26) | 2\% | (21) | 89\% (951) | 1071 |
| Television: A casual fan | 3\% | (25) | $1 \%$ | (13) | 1\% | (8) | 1\% | (8) | 2\% | (16) | 93\% (896) | 967 |
| Television: Not a fan | 1\% | (1) | - | (0) | - | (0) | - | (0) | - | (1) | 99\% (160) | 162 |
| Music: An avid fan | 2\% | (23) | 3\% | (29) | 1\% | (8) | $2 \%$ | (20) | 2\% | (17) | 91\% (934) | 1031 |
| Music: A casual fan | 3\% | (29) | $3 \%$ | (25) | 1\% | (5) | 1\% | (11) | 2\% | (19) | 91\% (906) | 995 |
| Music: Not a fan | 1\% | (2) | $1 \%$ | (2) | - | (0) | 1\% | (2) | - | (1) | 96\% (167) | 173 |

Continued on next page

Table HR2_4: Have you seen the following movies?
Judy

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 2\% | (53) | $3 \%$ | (56) | 1\% | (13) | 2\% | (34) | 2\% | (37) | 91\% (2007) | 2200 |
| Fashion: An avid fan | $3 \%$ | (9) | $4 \%$ | (11) | 1\% | (4) | $4 \%$ | (13) | 3\% | (9) | 84\% (241) | 287 |
| Fashion: A casual fan | $4 \%$ | (36) | $3 \%$ | (26) | 1\% | (5) | $2 \%$ | (13) | $2 \%$ | (19) | 88\% (728) | 828 |
| Fashion: Not a fan | 1\% | (8) | $2 \%$ | (19) | - | (3) | 1\% | (8) | 1\% | (8) | 96\% (1038) | 1084 |

[^7]Table HR2_5: Have you seen the following movies?
Dolemite is My Name

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 7\% | (157) | 1\% | (32) | 1\% | (17) | 1\% | (27) | $1 \%$ | (32) | 88\% | (1934) | 2200 |
| Gender: Male | 10\% | (103) | $3 \%$ | (27) | 1\% | (12) | 1\% | (15) | 2\% | (23) | 83\% | (882) | 1062 |
| Gender: Female | 5\% | (55) | - | (5) | - | (6) | 1\% | (12) | $1 \%$ | (9) | 92\% | (1052) | 1138 |
| Age: 18-29 | 7\% | (31) | 2\% | (8) | 1\% | (2) | 3\% | (14) | 3\% | (12) | 84\% | (355) | 422 |
| Age: 30-44 | 13\% | (74) | 2\% | (14) | 2\% | (9) | 2\% | (10) | $2 \%$ | (13) | 80\% | (470) | 591 |
| Age: 45-54 | 6\% | (19) | 1\% | (4) | 1\% | (3) | - | (0) | $2 \%$ | (6) | 89\% | (269) | 300 |
| Age: 55-64 | 4\% | (20) | $1 \%$ | (5) | 1\% | (3) | 1\% | (4) | - | (1) | 93\% | (418) | 450 |
| Age: 65+ | 3\% | (13) | - | (1) | - | (0) | - | (0) | - | (0) | 97\% | (422) | 436 |
| Generation Z: 18-22 | 9\% | (14) | - | (0) | - | (0) | 3\% | (4) | $1 \%$ | (2) | 87\% | (145) | 166 |
| Millennial: Age 23-38 | 9\% | (57) | 3\% | (17) | 1\% | (6) | 3\% | (19) | 2\% | (13) | 83\% | (527) | 639 |
| Generation X: Age 39-54 | 11\% | (53) | 2\% | (10) | 2\% | (8) | - | (0) | $3 \%$ | (16) | 83\% | (422) | 508 |
| Boomers: Age 55-73 | 4\% | (31) | 1\% | (5) | - | (3) | - | (4) | - | (1) | 94\% | (724) | 768 |
| PID: Dem (no lean) | 9\% | (72) | 2\% | (16) | 1\% | (11) | 2\% | (19) | 3\% | (20) | 83\% | (667) | 806 |
| PID: Ind (no lean) | 9\% | (63) | - | (3) | - | (2) | 1\% | (5) | 1\% | (4) | 89\% | (617) | 694 |
| PID: Rep (no lean) | 3\% | (22) | 2\% | (13) | - | (3) | 1\% | (4) | 1\% | (7) | 93\% | (650) | 700 |
| PID/Gender: Dem Men | 12\% | (44) | 4\% | (15) | 2\% | (8) | 2\% | (7) | 5\% | (20) | 75\% | (280) | 373 |
| PID/Gender: Dem Women | 6\% | (28) | - | (1) | 1\% | (3) | 3\% | (12) | - | (1) | 89\% | (388) | 433 |
| PID/Gender: Ind Men | 13\% | (44) | 1\% | (3) | - | (0) | 1\% | (5) | 1\% | (3) | 85\% | (298) | 352 |
| PID/Gender: Ind Women | 6\% | (19) | - | (0) | 1\% | (2) | - | (0) | - | (1) | 93\% | (319) | 342 |
| PID/Gender: Rep Men | 4\% | (15) | 3\% | (10) | 1\% | (3) | 1\% | (4) | - | (1) | 90\% | (305) | 337 |
| PID/Gender: Rep Women | 2\% | (7) | 1\% | (3) | - | (0) | - | (0) | 2\% | (7) | 95\% | (346) | 363 |
| Ideo: Liberal (1-3) | 9\% | (56) | 2\% | (15) | 1\% | (8) | 1\% | (8) | 3\% | (18) | 83\% | (510) | 614 |
| Ideo: Moderate (4) | 9\% | (49) | 2\% | (13) | 1\% | (6) | 1\% | (8) | 1\% | (7) | 85\% | (472) | 554 |
| Ideo: Conservative (5-7) | 3\% | (25) | 1\% | (4) | - | (2) | 1\% | (5) | 1\% | (6) | 94\% | (690) | 732 |
| Educ: < College | 8\% | (114) | 1\% | (19) | - | (6) | 1\% | (19) | 2\% | (23) | 88\% | (1331) | 1512 |
| Educ: Bachelors degree | 6\% | (25) | 2\% | (9) | 2\% | (10) | - | (1) | $1 \%$ | (6) | 89\% | (393) | 444 |
| Educ: Post-grad | 7\% | (18) | $2 \%$ | (4) | - | (1) | 3\% | (7) | 1\% | (3) | 86\% | (210) | 244 |

Continued on next page

Table HR2_5: Have you seen the following movies?
Dolemite is My Name

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 7\% | (157) | $1 \%$ | (32) | 1\% | (17) | 1\% | (27) | 1\% | (32) | 88\% (1934) | 2200 |
| Income: Under 50k | 7\% | (91) | $1 \%$ | (11) | 1\% | (7) | 1\% | (18) | $1 \%$ | (17) | 89\% (1106) | 1250 |
| Income: 50k-100k | 8\% | (55) | 2\% | (15) | 1\% | (10) | 1\% | (7) | $2 \%$ | (12) | 86\% (603) | 702 |
| Income: 100k+ | 5\% | (12) | 2\% | (5) | - | (1) | 1\% | (2) | $1 \%$ | (4) | 90\% (225) | 249 |
| Ethnicity: White | 4\% | (69) | $1 \%$ | (24) | 1\% | (11) | 1\% | (12) | $1 \%$ | (20) | 92\% (1585) | 1722 |
| Ethnicity: Hispanic | 9\% | (32) | 3\% | (10) | 2\% | (8) | 3\% | (11) | $4 \%$ | (15) | 78\% (274) | 349 |
| Ethnicity: Afr. Am. | 22\% | (59) | 2\% | (5) | 2\% | (5) | 4\% | (12) | $3 \%$ | (7) | 68\% (186) | 274 |
| Ethnicity: Other | 14\% | (29) | 1\% | (2) | - | (1) | 2\% | (4) | $2 \%$ | (5) | 80\% (163) | 204 |
| Community: Urban | 10\% | (54) | $3 \%$ | (14) | 1\% | (7) | 4\% | (21) | $2 \%$ | (9) | 81\% (435) | 540 |
| Community: Suburban | 8\% | (79) | $1 \%$ | (15) | 1\% | (7) | - | (3) | $2 \%$ | (18) | 88\% (912) | 1032 |
| Community: Rural | 4\% | (25) | $1 \%$ | (3) | 1\% | (3) | 1\% | (4) | $1 \%$ | (6) | 94\% (587) | 628 |
| Employ: Private Sector | 10\% | (63) | 1\% | (9) | 1\% | (9) | 3\% | (16) | 1\% | (8) | 84\% (535) | 639 |
| Employ: Government | 5\% | (7) | 5\% | (6) | 2\% | (2) | - | (0) | 10\% | (12) | 78\% (100) | 128 |
| Employ: Self-Employed | 7\% | (14) | $3 \%$ | (6) | 1\% | (3) | 3\% | (7) | $2 \%$ | (4) | 83\% (161) | 193 |
| Employ: Homemaker | 5\% | (8) | $2 \%$ | (3) | $1 \%$ | (2) | - | (0) | $1 \%$ | (2) | 92\% (153) | 167 |
| Employ: Retired | 3\% | (16) | - | (1) | - | (2) | - | (0) | - | (0) | 97\% (509) | 527 |
| Employ: Unemployed | 12\% | (28) | $2 \%$ | (4) | - | (0) | 2\% | (4) | - | (1) | 85\% (207) | 245 |
| Employ: Other | 7\% | (14) | $1 \%$ | (3) | - | (0) | - | (1) | $3 \%$ | (5) | 89\% (184) | 207 |
| Military HH: Yes | 8\% | (26) | $1 \%$ | (4) | $1 \%$ | (5) | 2\% | (6) | 1\% | (4) | 87\% (298) | 343 |
| Military HH: No | 7\% | (131) | $1 \%$ | (28) | 1\% | (12) | 1\% | (22) | 2\% | (29) | 88\% (1636) | 1857 |
| RD/WT: Right Direction | $4 \%$ | (37) | 3\% | (23) | 1\% | (7) | 1\% | (8) | $2 \%$ | (13) | 90\% (750) | 837 |
| RD/WT: Wrong Track | 9\% | (121) | 1\% | (9) | $1 \%$ | (10) | 1\% | (19) | $1 \%$ | (19) | 87\% (1184) | 1363 |
| Trump Job Approve | 4\% | (39) | 2\% | (14) | - | (3) | 1\% | (7) | $1 \%$ | (11) | 92\% (806) | 879 |
| Trump Job Disapprove | 9\% | (111) | $1 \%$ | (17) | $1 \%$ | (13) | 1\% | (17) | $2 \%$ | (21) | 85\% (1022) | 1200 |

Continued on next page

Table HR2_5: Have you seen the following movies?
Dolemite is My Name

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 7\% | (157) | $1 \%$ | (32) | 1\% | (17) | 1\% | (27) | $1 \%$ | (32) | 88\% | (1934) | 2200 |
| Trump Job Strongly Approve | 3\% | (13) | 2\% | (10) | $1 \%$ | (3) | 1\% | (7) | $1 \%$ | (5) | 92\% | (439) | 476 |
| Trump Job Somewhat Approve | 6\% | (26) | 1\% | (5) | - | (0) | - | (0) | 1\% | (6) | 91\% | (367) | 403 |
| Trump Job Somewhat Disapprove | 6\% | (15) | 2\% | (4) | 3\% | (7) | - | (1) | 1\% | (3) | 88\% | (225) | 255 |
| Trump Job Strongly Disapprove | 10\% | (96) | 1\% | (13) | $1 \%$ | (6) | 2\% | (16) | 2\% | (18) | 84\% | (797) | 945 |
| Favorable of Trump | 4\% | (33) | 2\% | (16) | - | (4) | 1\% | (7) | 2\% | (14) | 92\% | (805) | 880 |
| Unfavorable of Trump | 10\% | (119) | 1\% | (15) | $1 \%$ | (12) | 1\% | (15) | 1\% | (16) | 85\% | (1016) | 1194 |
| Very Favorable of Trump | 3\% | (17) | 3\% | (14) | $1 \%$ | (3) | 1\% | (5) | - | (2) | 92\% | (462) | 503 |
| Somewhat Favorable of Trump | 4\% | (16) | 1\% | (2) | - | (2) | 1\% | (2) | 3\% | (11) | 91\% | (343) | 376 |
| Somewhat Unfavorable of Trump | 7\% | (14) | 1\% | (1) | - | (0) | 2\% | (5) | $2 \%$ | (4) | 88\% | (172) | 196 |
| Very Unfavorable of Trump | 11\% | (106) | 1\% | (14) | $1 \%$ | (12) | 1\% | (10) | 1\% | (12) | 85\% | (844) | 999 |
| \#1 Issue: Economy | 9\% | (50) | 1\% | (5) | 1\% | (6) | 2\% | (12) | 2\% | (12) | 85\% | (479) | 564 |
| \#1 Issue: Security | 6\% | (28) | 2\% | (10) | $1 \%$ | (7) | 1\% | (7) | $3 \%$ | (13) | 87\% | (433) | 498 |
| \#1 Issue: Health Care | 11\% | (38) | 2\% | (7) | - | (0) | 1\% | (5) | - | (2) | 86\% | (303) | 354 |
| \#1 Issue: Medicare / Social Security | 3\% | (9) | 1\% | (2) | $1 \%$ | (4) | 1\% | (2) | - | (0) | 95\% | (307) | 324 |
| \#1 Issue: Women's Issues | 6\% | (7) | 2\% | (2) | - | (0) | - | (0) | - | (0) | 92\% | (99) | 108 |
| \#1 Issue: Education | 13\% | (13) | 1\% | (1) | - | (0) | - | (0) | $2 \%$ | (2) | 85\% | (86) | 101 |
| \#1 Issue: Energy | 7\% | (9) | $4 \%$ | (5) | - | (0) | 2\% | (2) | $2 \%$ | (2) | 86\% | (109) | 128 |
| \#1 Issue: Other | 4\% | (5) | - | (0) | - | (0) | - | (0) | $1 \%$ | (1) | 96\% | (119) | 124 |
| 2018 House Vote: Democrat | 10\% | (75) | 2\% | (15) | $1 \%$ | (10) | 2\% | (15) | 3\% | (21) | 83\% | (646) | 782 |
| 2018 House Vote: Republican | 3\% | (17) | 2\% | (12) | $1 \%$ | (3) | - | (3) | 1\% | (6) | 93\% | (580) | 621 |
| 2018 House Vote: Someone else | 9\% | (7) | - | (0) | $2 \%$ | (2) | - | (0) | - | (0) | 89\% | (66) | 75 |
| 2016 Vote: Hillary Clinton | 9\% | (64) | 2\% | (16) | $1 \%$ | (10) | 2\% | (16) | 1\% | (9) | 84\% | (590) | 706 |
| 2016 Vote: Donald Trump | 4\% | (25) | 2\% | (13) | $1 \%$ | (4) | 1\% | (3) | 1\% | (5) | 93\% | (628) | 678 |
| 2016 Vote: Other | 10\% | (11) | - | (0) | - | (0) | - | (0) | $1 \%$ | (1) | 89\% | (103) | 116 |
| 2016 Vote: Didn't Vote | 8\% | (57) | - | (3) | - | (3) | 1\% | (8) | $2 \%$ | (16) | 87\% | (610) | 698 |

[^8]Table HR2_5: Have you seen the following movies?
Dolemite is My Name


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Table HR2_5: Have you seen the following movies?
Dolemite is My Name

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 7\% | (157) | 1\% | (32) | 1\% | (17) | 1\% | (27) | 1\% | (32) | 88\% | (1934) | 2200 |
| Watch Sporting Events: Every day | 17\% | (24) | 7\% | (10) | 3\% | (4) | 5\% | (7) | 7\% | (10) | 60\% | (82) | 137 |
| Watch Sporting Events: Several times per week | 9\% | (35) | 2\% | (7) | 1\% | (4) | - | (1) | $2 \%$ | (8) | 85\% | (316) | 373 |
| Watch Sporting Events: About once per week | 9\% | (28) | 1\% | (4) | 2\% | (6) | 4\% | (11) | $2 \%$ | (5) | 82\% | (253) | 308 |
| Watch Sporting Events: Several times per month | 9\% | (13) | 2\% | (2) | - | (0) | 2\% | (3) | 1\% | (1) | 86\% | (122) | 142 |
| Watch Sporting Events: About once per month | 6\% | (7) | 2\% | (3) | - | (0) | - | (0) | 3\% | (4) | 89\% | (112) | 126 |
| Watch Sporting Events: Less often than once per month | 9\% | (25) | - | (1) | - | (0) | 1\% | (4) | 1\% | (3) | 89\% | (261) | 295 |
| Watch Sporting Events: Never | 3\% | (24) | 1\% | (4) | - | (3) | - | (0) | - | (1) | 96\% | (788) | 820 |
| Cable TV: Currently subscribe | 8\% | (81) | 2\% | (19) | 1\% | (15) | 1\% | (12) | 1\% | (14) | 86\% | (876) | 1018 |
| Cable TV: Subscribed in past | 8\% | (60) | 2\% | (11) | - | (2) | 1\% | (7) | 2\% | (14) | 87\% | (641) | 735 |
| Cable TV: Never subscribed | 4\% | (16) | - | (1) | - | (0) | 2\% | (8) | 1\% | (4) | 93\% | (417) | 447 |
| Satellite TV: Currently subscribe | 7\% | (28) | 2\% | (9) | 2\% | (6) | 3\% | (11) | $2 \%$ | (7) | 85\% | (342) | 403 |
| Satellite TV: Subscribed in past | 11\% | (63) | 2\% | (14) | 1\% | (6) | 2\% | (10) | $4 \%$ | (21) | 81\% | (487) | 602 |
| Satellite TV: Never subscribed | 6\% | (66) | 1\% | (9) | - | (5) | 1\% | (6) | - | (3) | 92\% | (1105) | 1195 |
| Streaming Services: Currently subscribe | 10\% | (138) | 2\% | (20) | 1\% | (13) | 1\% | (15) | $2 \%$ | (21) | 84\% | (1114) | 1321 |
| Streaming Services: Subscribed in past | 7\% | (15) | 5\% | (11) | 1\% | (3) | 4\% | (8) | $4 \%$ | (10) | 79\% | (179) | 226 |
| Streaming Services: Never subscribed | 1\% | (5) | - | (1) | - | (2) | 1\% | (4) | - | (1) | 98\% | (641) | 654 |
| Film: An avid fan | 12\% | (82) | 1\% | (11) | 1\% | (8) | 2\% | (14) | 2\% | (14) | 82\% | (582) | 711 |
| Film: A casual fan | 6\% | (75) | 2\% | (19) | 1\% | (9) | 1\% | (12) | 1\% | (18) | 89\% | (1060) | 1192 |
| Film: Not a fan | - | (1) | 1\% | (2) | - | (1) | - | (1) | - | (0) | 98\% | (292) | 298 |
| Television: An avid fan | 8\% | (81) | 2\% | (18) | 1\% | (13) | 1\% | (14) | $1 \%$ | (16) | 87\% | (930) | 1071 |
| Television: A casual fan | 8\% | (76) | 1\% | (14) | - | (5) | 1\% | (8) | 2\% | (16) | 88\% | (849) | 967 |
| Television: Not a fan | 1\% | (1) | - | (0) | - | (0) | 3\% | (5) | - | (0) | 96\% | (156) | 162 |
| Music: An avid fan | 10\% | (108) | 2\% | (17) | 1\% | (8) | 1\% | (15) | $2 \%$ | (17) | 84\% | (867) | 1031 |
| Music: A casual fan | 5\% | (46) | 2\% | (15) | 1\% | (10) | 1\% | (8) | 1\% | (15) | 91\% | (902) | 995 |
| Music: Not a fan | 2\% | (4) | - | (0) | - | (0) | 3\% | (4) | - | (0) | 95\% | (165) | 173 |

Continued on next page

Table HR2_5: Have you seen the following movies?
Dolemite is My Name

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | $\begin{gathered} \text { Yes, on a } \\ \text { cable } \\ \text { channel, such } \\ \text { as Freeform } \\ \text { or Lifetime } \end{gathered}$ |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 7\% | (157) | 1\% | (32) | 1\% | (17) | 1\% | (27) | 1\% | (32) | 88\% (1934) | 2200 |
| Fashion: An avid fan | $11 \%$ | (32) | $2 \%$ | (4) | 1\% | (2) | $4 \%$ | (12) | 5\% | (15) | 77\% (222) | 287 |
| Fashion: A casual fan | $9 \%$ | (78) | 2\% | (20) | 1\% |  | 1\% |  | $2 \%$ | (14) | 84\% (695) | 828 |
| Fashion: Not a fan | $4 \%$ | (46) | $1 \%$ | (8) | - | (5) | 1\% | (5) | - | (3) | 94\% (1017) | 1084 |

[^9]Table HR2_6: Have you seen the following movies?
Joker

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 6\% | (134) | 19\% | (417) | 1\% | (25) | 1\% | (29) | 2\% | (40) | 71\% (1556) | 2200 |
| Gender: Male | 8\% | (81) | 24\% | (254) | 1\% | (12) | $2 \%$ | (19) | 2\% | (20) | 64\% (675) | 1062 |
| Gender: Female | 5\% | (53) | 14\% | (162) | 1\% | (12) | 1\% | (10) | 2\% | (19) | 77\% (881) | 1138 |
| Age: 18-29 | 6\% | (26) | 33\% | (139) | 1\% | (5) | 3\% | (13) | 5\% | (21) | 52\% (218) | 422 |
| Age: 30-44 | 13\% | (76) | 27\% | (158) | $2 \%$ | (13) | $2 \%$ | (9) | 2\% | (11) | 55\% (324) | 591 |
| Age: 45-54 | 5\% | (14) | 17\% | (52) | 1\% | (4) | 1\% | (4) | 1\% | (3) | 75\% (225) | 300 |
| Age: 55-64 | 3\% | (13) | 9\% | (42) | - | (1) | - | (2) | 1\% | (5) | 86\% (388) | 450 |
| Age: 65+ | 1\% | (5) | 6\% | (26) | 1\% | (3) | $1 \%$ | (2) | - | (0) | 92\% (401) | 436 |
| Generation Z: 18-22 | 7\% | (12) | 47\% | (78) | - | (0) | - | (0) | 4\% | (6) | 42\% (69) | 166 |
| Millennial: Age 23-38 | 10\% | (64) | 28\% | (179) | 1\% | (9) | 3\% | (20) | 3\% | (22) | 54\% (346) | 639 |
| Generation X: Age 39-54 | 8\% | (40) | 18\% | (92) | $2 \%$ | (12) | 1\% | (6) | 1\% | (7) | 69\% (353) | 508 |
| Boomers: Age 55-73 | 2\% | (17) | 9\% | (66) | - | (2) | - | (3) | 1\% | (5) | 88\% (675) | 768 |
| PID: Dem (no lean) | 5\% | (44) | 24\% | (195) | $2 \%$ | (14) | $2 \%$ | (14) | 2\% | (19) | 65\% (520) | 806 |
| PID: Ind (no lean) | 9\% | (59) | 17\% | (116) | 1\% | (5) | 1\% | (7) | 2\% | (11) | 71\% (495) | 694 |
| PID: Rep (no lean) | 4\% | (31) | 15\% | (106) | 1\% | (5) | 1\% | (7) | 1\% | (10) | 77\% (541) | 700 |
| PID/Gender: Dem Men | 6\% | (24) | 32\% | (118) | 2\% | (8) | 3\% | (11) | 3\% | (12) | 54\% (200) | 373 |
| PID/Gender: Dem Women | 5\% | (20) | 18\% | (77) | 1\% | (6) | 1\% | (3) | 2\% | (7) | 74\% (320) | 433 |
| PID/Gender: Ind Men | 11\% | (40) | 20\% | (70) | - | (1) | 1\% | (3) | 2\% | (6) | 66\% (232) | 352 |
| PID/Gender: Ind Women | 6\% | (19) | 13\% | (46) | 1\% | (5) | 1\% | (5) | 1\% | (5) | 77\% (263) | 342 |
| PID/Gender: Rep Men | 5\% | (17) | 20\% | (66) | 1\% | (3) | 2\% | (5) | 1\% | (3) | 72\% (243) | 337 |
| PID/Gender: Rep Women | 4\% | (14) | 11\% | (40) | - | (2) | 1\% | (2) | 2\% | (7) | 82\% (299) | 363 |
| Ideo: Liberal (1-3) | 7\% | (43) | 24\% | (150) | 2\% | (14) | 1\% | (7) | 2\% | (15) | 63\% (386) | 614 |
| Ideo: Moderate (4) | 6\% | (33) | 23\% | (128) | 1\% | (4) | $2 \%$ | (12) | 1\% | (6) | 67\% (372) | 554 |
| Ideo: Conservative (5-7) | 4\% | (28) | 16\% | (115) | - | (4) | 1\% | (5) | 1\% | (10) | 78\% (570) | 732 |
| Educ: < College | 7\% | (100) | 18\% | (276) | 1\% | (21) | 1\% | (22) | 2\% | (33) | 70\% (1060) | 1512 |
| Educ: Bachelors degree | 5\% | (23) | 24\% | (106) | - | (2) | 1\% | (3) | 1\% | (3) | 69\% (307) | 444 |
| Educ: Post-grad | 4\% | (11) | 14\% | (35) | $1 \%$ | (2) | 1\% | (3) | 1\% | (3) | 78\% (190) | 244 |

Continued on next page

Table HR2_6: Have you seen the following movies?
Joker

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 6\% | (134) | 19\% | (417) | 1\% | (25) | 1\% | (29) | 2\% | (40) | 71\% | (1556) | 2200 |
| Income: Under 50k | 6\% | (73) | 14\% | (181) | 1\% | (18) | 2\% | (21) | 1\% | (18) | 75\% | (940) | 1250 |
| Income: 50k-100k | 7\% | (49) | 27\% | (191) | 1\% | (4) | 1\% | (7) | 2\% | (15) | 62\% | (436) | 702 |
| Income: 100k+ | 5\% | (12) | 18\% | (45) | 1\% | (3) | 1\% | (1) | 3\% | (7) | 73\% | (181) | 249 |
| Ethnicity: White | 6\% | (96) | 16\% | (283) | 1\% | (14) | 1\% | (19) | 2\% | (32) | 74\% | (1278) | 1722 |
| Ethnicity: Hispanic | 10\% | (33) | 43\% | (150) | 2\% | (6) | 3\% | (9) | 3\% | (11) | 40\% | (140) | 349 |
| Ethnicity: Afr. Am. | 8\% | (23) | 22\% | (60) | 2\% | (5) | 2\% | (5) | 3\% | (8) | 64\% | (174) | 274 |
| Ethnicity: Other | 8\% | (16) | 36\% | (73) | 3\% | (6) | 3\% | (6) | - | (0) | $51 \%$ | (104) | 204 |
| Community: Urban | 7\% | (39) | 26\% | (143) | 1\% | (7) | 2\% | (13) | 2\% | (13) | 60\% | (324) | 540 |
| Community: Suburban | 6\% | (60) | 20\% | (205) | 1\% | (10) | 1\% | (9) | 2\% | (17) | 71\% | (732) | 1032 |
| Community: Rural | 6\% | (35) | 11\% | (69) | 1\% | (7) | 1\% | (7) | 2\% | (10) | 80\% | (501) | 628 |
| Employ: Private Sector | 7\% | (43) | 27\% | (172) | 1\% | (5) | 2\% | (10) | 2\% | (15) | 62\% | (394) | 639 |
| Employ: Government | 6\% | (8) | 27\% | (35) | 1\% | (2) | 1\% | (2) | 6\% | (8) | 58\% | (74) | 128 |
| Employ: Self-Employed | 6\% | (12) | 28\% | (54) | 2\% | (4) | 3\% | (5) | 2\% | (3) | 60\% | (116) | 193 |
| Employ: Homemaker | 10\% | (17) | 12\% | (20) | 2\% | (4) | 1\% | (2) | 3\% | (5) | 71\% | (119) | 167 |
| Employ: Retired | 2\% | (10) | 5\% | (29) | 1\% | (4) | - | (2) | - | (1) | 91\% | (481) | 527 |
| Employ: Unemployed | 9\% | (22) | 15\% | (36) | - | (0) | 2\% | (6) | 1\% | (3) | 73\% | (178) | 245 |
| Employ: Other | 7\% | (15) | 18\% | (37) | $3 \%$ | (6) | 1\% | (2) | 2\% | (5) | 69\% | (142) | 207 |
| Military HH: Yes | 6\% | (20) | 11\% | (38) | 1\% | (4) | 2\% | (7) | 2\% | (6) | 78\% | (269) | 343 |
| Military HH: No | 6\% | (114) | 20\% | (378) | 1\% | (21) | 1\% | (22) | 2\% | (34) | 69\% | (1288) | 1857 |
| RD/WT: Right Direction | 6\% | (52) | 17\% | (140) | 1\% | (7) | 1\% | (9) | 2\% | (16) | 73\% | (614) | 837 |
| RD/WT: Wrong Track | 6\% | (82) | 20\% | (277) | 1\% | (18) | 1\% | (20) | 2\% | (24) | 69\% | (942) | 1363 |
| Trump Job Approve | 5\% | (42) | 16\% | (139) | 1\% | (8) | 1\% | (9) | 2\% | (19) | 75\% | (663) | 879 |
| Trump Job Disapprove | 7\% | (80) | 22\% | (266) | 1\% | (14) | 1\% | (15) | 2\% | (21) | 67\% | (804) | 1200 |

Continued on next page

Table HR2_6: Have you seen the following movies?
Joker

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 6\% | (134) | 19\% | (417) | 1\% | (25) | 1\% | (29) | 2\% | (40) | 71\% | (1556) | 2200 |
| Trump Job Strongly Approve | 4\% | (21) | 12\% | (59) | 1\% | (5) | 1\% | (6) | 2\% | (10) | 79\% | (375) | 476 |
| Trump Job Somewhat Approve | 5\% | (21) | 20\% | (81) | 1\% | (3) | 1\% | (3) | 2\% | (9) | 71\% | (288) | 403 |
| Trump Job Somewhat Disapprove | 8\% | (20) | 26\% | (66) | 1\% | (3) | 3\% | (7) | 1\% | (3) | 61\% | (156) | 255 |
| Trump Job Strongly Disapprove | 6\% | (59) | 21\% | (200) | 1\% | (10) | 1\% | (9) | 2\% | (18) | 69\% | (649) | 945 |
| Favorable of Trump | 5\% | (44) | 15\% | (136) | 1\% | (7) | 1\% | (11) | 3\% | (24) | 75\% | (658) | 880 |
| Unfavorable of Trump | 7\% | (82) | 22\% | (265) | 1\% | (18) | 1\% | (12) | 1\% | (13) | 67\% | (805) | 1194 |
| Very Favorable of Trump | 5\% | (27) | 13\% | (65) | 1\% | (3) | 1\% | (5) | 2\% | (10) | 78\% | (394) | 503 |
| Somewhat Favorable of Trump | 5\% | (18) | 19\% | (71) | 1\% | (4) | 2\% | (6) | $4 \%$ | (14) | 70\% | (264) | 376 |
| Somewhat Unfavorable of Trump | 9\% | (18) | 22\% | (43) | 2\% | (3) | 3\% | (6) | 1\% | (3) | 63\% | (123) | 196 |
| Very Unfavorable of Trump | 6\% | (64) | 22\% | (222) | 1\% | (15) | 1\% | (7) | 1\% | (10) | 68\% | (682) | 999 |
| \#1 Issue: Economy | 9\% | (51) | 26\% | (147) | 1\% | (6) | 2\% | (13) | 2\% | (13) | 59\% | (333) | 564 |
| \#1 Issue: Security | 5\% | (25) | 18\% | (90) | 2\% | (11) | 1\% | (5) | $2 \%$ | (11) | 71\% | (356) | 498 |
| \#1 Issue: Health Care | 4\% | (16) | 20\% | (72) | - | (1) | 2\% | (9) | 1\% | (2) | 72\% | (254) | 354 |
| \#1 Issue: Medicare / Social Security | 5\% | (15) | 6\% | (19) | 1\% | (2) | - | (0) | 1\% | (4) | 88\% | (284) | 324 |
| \#1 Issue: Women's Issues | 11\% | (12) | 14\% | (15) | 1\% | (2) | 1\% | (1) | 2\% | (2) | 71\% | (76) | 108 |
| \#1 Issue: Education | 6\% | (6) | 31\% | (31) | 2\% | (2) | - | (0) | 3\% | (3) | 59\% | (59) | 101 |
| \#1 Issue: Energy | 4\% | (6) | 21\% | (26) | - | (0) | 1\% | (2) | 2\% | (2) | 72\% | (93) | 128 |
| \#1 Issue: Other | 3\% | (3) | 13\% | (16) | - | (1) | - | (0) | 2\% | (2) | 82\% | (102) | 124 |
| 2018 House Vote: Democrat | 7\% | (52) | 24\% | (185) | 2\% | (14) | 1\% | (9) | 2\% | (14) | 65\% | (507) | 782 |
| 2018 House Vote: Republican | 5\% | (33) | 15\% | (94) | - | (3) | 1\% | (7) | $2 \%$ | (10) | 76\% | (474) | 621 |
| 2018 House Vote: Someone else | 9\% | (7) | 11\% | (8) | 4\% | (3) | 3\% | (2) | - | (0) | 73\% | (55) | 75 |
| 2016 Vote: Hillary Clinton | 6\% | (43) | 23\% | (165) | 2\% | (12) | 1\% | (10) | 1\% | (10) | 66\% | (466) | 706 |
| 2016 Vote: Donald Trump | 4\% | (28) | 16\% | (106) | 1\% | (4) | 1\% | (5) | $1 \%$ | (7) | 78\% | (527) | 678 |
| 2016 Vote: Other | 8\% | (9) | 18\% | (21) | 1\% | (1) | 1\% | (1) | - | (1) | 72\% | (83) | 116 |
| 2016 Vote: Didn't Vote | 8\% | (54) | 18\% | (125) | 1\% | (7) | 2\% | (13) | $3 \%$ | (22) | 68\% | (477) | 698 |

Continued on next page

Table HR2_6: Have you seen the following movies?
Joker

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 6\% | (134) | 19\% | (417) | 1\% | (25) | 1\% | (29) | 2\% | (40) | 71\% | (1556) | 2200 |
| Voted in 2014: Yes | 6\% | (80) | 18\% | (232) | 1\% | (18) | 1\% | (14) | $1 \%$ | (13) | 73\% | (943) | 1299 |
| Voted in 2014: No | 6\% | (54) | 21\% | (185) | $1 \%$ | (7) | 2\% | (15) | $3 \%$ | (27) | 68\% | (613) | 901 |
| 2012 Vote: Barack Obama | 5\% | (41) | 19\% | (151) | 2\% | (14) | $2 \%$ | (13) | $1 \%$ | (11) | 71\% | (561) | 791 |
| 2012 Vote: Mitt Romney | 5\% | (27) | 14\% | (74) | 1\% | (3) | - | (1) | $1 \%$ | (5) | 79\% | (407) | 516 |
| 2012 Vote: Other | 10\% | (9) | 7\% | (6) | - | (0) | - | (0) | 1\% | (1) | 83\% | (74) | 90 |
| 2012 Vote: Didn't Vote | 7\% | (57) | 23\% | (185) | 1\% | (7) | $2 \%$ | (16) | 3\% | (23) | 64\% | (514) | 803 |
| 4-Region: Northeast | 6\% | (25) | 23\% | (91) | 1\% | (5) | 2\% | (7) | $2 \%$ | (7) | 66\% | (259) | 394 |
| 4-Region: Midwest | 4\% | (18) | 14\% | (64) | 1\% | (6) | 1\% | (6) | $1 \%$ | (4) | 79\% | (364) | 462 |
| 4-Region: South | 6\% | (49) | 18\% | (147) | 1\% | (9) | 1\% | (12) | 2\% | (18) | 72\% | (590) | 824 |
| 4-Region: West | 8\% | (42) | 22\% | (115) | 1\% | (5) | 1\% | (4) | $2 \%$ | (11) | 66\% | (344) | 520 |
| Watch TV: Every day | 6\% | (64) | 20\% | (213) | $1 \%$ | (15) | 1\% | (15) | 2\% | (17) | 69\% | (721) | 1045 |
| Watch TV: Several times per week | $11 \%$ | (55) | 25\% | (128) | - | (2) | - | (2) | $1 \%$ | (6) | 63\% | (324) | 517 |
| Watch TV: About once per week | $3 \%$ | (4) | 29\% | (42) | $3 \%$ | (4) | $4 \%$ | (5) | 8\% | (12) | $54 \%$ | (78) | 145 |
| Watch TV: Several times per month | 4\% | (5) | 12\% | (15) | $2 \%$ | (2) | 1\% | (1) | 1\% | (1) | 80\% | (97) | 121 |
| Watch TV: About once per month | 6\% | (3) | 7\% | (4) | - | (0) | 6\% | (3) | - | (0) | 82\% | (45) | 55 |
| Watch TV: Less often than once per month | 2\% | (2) | 6\% | (6) | $1 \%$ | (1) | - | (0) | $1 \%$ | (1) | 90\% | (82) | 91 |
| Watch TV: Never | - | (1) | 4\% | (9) | - | (0) | 1\% | (3) | $1 \%$ | (3) | 93\% | (210) | 225 |
| Watch Movies: Every day | 13\% | (47) | 24\% | (86) | 4\% | (13) | 2\% | (8) | $2 \%$ | (8) | $54 \%$ | (191) | 353 |
| Watch Movies: Several times per week | 9\% | (50) | 27\% | (155) | 1\% | (3) | 1\% | (6) | $4 \%$ | (23) | 59\% | (341) | 579 |
| Watch Movies: About once per week | 5\% | (20) | 25\% | (98) | 1\% | (3) | 2\% | (7) | - | (1) | 67\% | (264) | 394 |
| Watch Movies: Several times per month | $3 \%$ | (7) | 15\% | (39) | $1 \%$ | (3) | 1\% | (2) | - | (1) | 79\% | (205) | 257 |
| Watch Movies: About once per month | 4\% | (7) | 12\% | (24) | $1 \%$ | (2) | $2 \%$ | (3) | $2 \%$ | (3) | 80\% | (159) | 199 |
| Watch Movies: Less often than once per month | 1\% | (2) | 5\% | (8) | - | (0) | - | (0) | $1 \%$ | (2) | 93\% | (159) | 170 |
| Watch Movies: Never | - | (0) | 2\% | (6) | - | (0) | 1\% | (3) | - | (1) | 96\% | (238) | 247 |

Continued on next page

Table HR2_6: Have you seen the following movies?
Joker

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 6\% | (134) | 19\% | (417) | 1\% | (25) | 1\% | (29) | 2\% | (40) | 71\% | (1556) | 2200 |
| Watch Sporting Events: Every day | 17\% | (23) | 32\% | (44) | 6\% | (8) | 5\% | (7) | $1 \%$ | (2) | 38\% | (52) | 137 |
| Watch Sporting Events: Several times per week | 8\% | (31) | 25\% | (94) | 1\% | (4) | - | (1) | 4\% | (13) | 61\% | (229) | 373 |
| Watch Sporting Events: About once per week | 7\% | (23) | 23\% | (70) | 1\% | (2) | 3\% | (9) | $2 \%$ | (6) | 64\% | (198) | 308 |
| Watch Sporting Events: Several times per month | 4\% | (6) | 19\% | (26) | 2\% | (2) | $2 \%$ | (3) | $2 \%$ | (3) | 71\% | (101) | 142 |
| Watch Sporting Events: About once per month | 6\% | (8) | 20\% | (25) | 1\% | (2) | 1\% | (1) | 5\% | (6) | 67\% | (84) | 126 |
| Watch Sporting Events: Less often than once per month | 3\% | (8) | 18\% | (52) | 1\% | (2) | 1\% | (4) | $2 \%$ | (6) | 76\% | (223) | 295 |
| Watch Sporting Events: Never | 4\% | (36) | 13\% | (105) | - | (3) | - | (4) | - | (3) | 82\% | (669) | 820 |
| Cable TV: Currently subscribe | 7\% | (72) | 21\% | (213) | 1\% | (10) | 1\% | (13) | $1 \%$ | (15) | 68\% | (695) | 1018 |
| Cable TV: Subscribed in past | 6\% | (46) | 20\% | (147) | 2\% | (13) | 1\% | (10) | 2\% | (16) | 68\% | (502) | 735 |
| Cable TV: Never subscribed | 3\% | (16) | 13\% | (56) | - | (2) | 1\% | (6) | 2\% | (8) | 80\% | (359) | 447 |
| Satellite TV: Currently subscribe | 7\% | (29) | 22\% | (88) | $2 \%$ | (8) | 2\% | (7) | 3\% | (12) | 64\% | (259) | 403 |
| Satellite TV: Subscribed in past | 8\% | (45) | 20\% | (118) | 1\% | (7) | 2\% | (14) | 3\% | (17) | 66\% | (399) | 602 |
| Satellite TV: Never subscribed | 5\% | (60) | 18\% | (210) | 1\% | (10) | 1\% | (8) | 1\% | (10) | 75\% | (898) | 1195 |
| Streaming Services: Currently subscribe | 8\% | (110) | 25\% | (335) | 1\% | (19) | 1\% | (15) | $2 \%$ | (23) | 62\% | (818) | 1321 |
| Streaming Services: Subscribed in past | 5\% | (10) | 18\% | (41) | $1 \%$ | (3) | $4 \%$ | (8) | 4\% | (10) | 68\% | (153) | 226 |
| Streaming Services: Never subscribed | 2\% | (14) | 6\% | (40) | - | (3) | 1\% | (6) | $1 \%$ | (6) | 90\% | (585) | 654 |
| Film: An avid fan | 9\% | (64) | 32\% | (227) | 2\% | (13) | 1\% | (7) | 2\% | (14) | 54\% | (386) | 711 |
| Film: A casual fan | 5\% | (65) | 14\% | (172) | $1 \%$ | (8) | $2 \%$ | (21) | $2 \%$ | (24) | 76\% | (902) | 1192 |
| Film: Not a fan | 2\% | (5) | 6\% | (18) | 1\% | (4) | - | (1) | 1\% | (2) | 90\% | (268) | 298 |
| Television: An avid fan | 6\% | (66) | 23\% | (242) | $2 \%$ | (18) | 1\% | (13) | $2 \%$ | (19) | 67\% | (713) | 1071 |
| Television: A casual fan | 7\% | (64) | 17\% | (160) | $1 \%$ | (5) | 1\% | (14) | $2 \%$ | (20) | $73 \%$ | (703) | 967 |
| Television: Not a fan | 2\% | (3) | 9\% | (15) | 1\% | (2) | 1\% | (2) | - | (1) | 86\% | (139) | 162 |
| Music: An avid fan | 8\% | (85) | 25\% | (261) | $1 \%$ | (15) | 1\% | (13) | $2 \%$ | (19) | 62\% | (638) | 1031 |
| Music: A casual fan | 5\% | (46) | 14\% | (143) | $1 \%$ | (9) | 1\% | (14) | $2 \%$ | (21) | 77\% | (763) | 995 |
| Music: Not a fan | 2\% | (3) | 7\% | (13) | - | (1) | 1\% | (2) | - | (0) | 90\% | (156) | 173 |

Continued on next page

Table HR2_6: Have you seen the following movies?
Joker

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 6\% | (134) | 19\% | (417) | 1\% | (25) | $1 \%$ | (29) | 2\% | (40) | 71\% | (1556) | 2200 |
| Fashion: An avid fan | 10\% | (29) | 26\% | (74) | $4 \%$ | (12) | 3\% | (8) | 3\% | (10) | 54\% | (154) | 287 |
| Fashion: A casual fan | 8\% | (65) | 21\% | (177) | 1\% | (9) | 2\% | (13) | 2\% | (19) | 66\% | (545) | 828 |
| Fashion: Not a fan | $4 \%$ | (40) | 15\% | (165) | - | (3) | 1\% | (8) | 1\% | (11) | 79\% | (857) | 1084 |

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

Table HR2_7: Have you seen the following movies?
Pain and Glory

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 2\% | (43) | 2\% | (36) | 1\% | (28) | 1\% | (27) | 2\% | (36) | 92\% (2031) | 2200 |
| Gender: Male | 3\% | (32) | 2\% | (24) | 1\% | (11) | 2\% | (19) | 2\% | (22) | 90\% (953) | 1062 |
| Gender: Female | 1\% | (10) | $1 \%$ | (12) | 1\% | (17) | 1\% | (8) | 1\% | (14) | 95\% (1078) | 1138 |
| Age: 18-29 | 5\% | (20) | 1\% | (5) | 4\% | (15) | 3\% | (11) | 3\% | (12) | 85\% (359) | 422 |
| Age: 30-44 | 3\% | (15) | $3 \%$ | (18) | 2\% | (10) | 3\% | (15) | 3\% | (15) | 88\% (517) | 591 |
| Age: 45-54 | 1\% | (4) | 2\% | (6) | 1\% | (2) | - | (0) | 1\% | (4) | 95\% (284) | 300 |
| Age: 55-64 | - | (2) | 1\% | (4) | - | (0) | - | (1) | 1\% | (5) | 97\% (438) | 450 |
| Age: 65+ | - | (1) | $1 \%$ | (2) | - | (1) | - | (0) | - | (0) | 99\% (432) | 436 |
| Generation Z: 18-22 | 3\% | (5) | - | (1) | 3\% | (5) | - | (0) | - | (0) | 93\% (155) | 166 |
| Millennial: Age 23-38 | 4\% | (26) | 2\% | (16) | 3\% | (17) | 3\% | (20) | 3\% | (16) | 85\% (544) | 639 |
| Generation X: Age 39-54 | 2\% | (8) | 3\% | (13) | 1\% | (5) | 1\% | (6) | 3\% | (15) | 91\% (461) | 508 |
| Boomers: Age 55-73 | - | (2) | 1\% | (6) | - | (1) | - | (1) | 1\% | (5) | 98\% (753) | 768 |
| PID: Dem (no lean) | 2\% | (19) | 3\% | (21) | 1\% | (11) | 2\% | (16) | 3\% | (23) | 89\% (716) | 806 |
| PID: Ind (no lean) | 2\% | (15) | 1\% | (8) | 1\% | (8) | 1\% | (7) | 1\% | (5) | 94\% (650) | 694 |
| PID: Rep (no lean) | 1\% | (8) | 1\% | (7) | 1\% | (9) | 1\% | (4) | 1\% | (7) | 95\% (665) | 700 |
| PID/Gender: Dem Men | 4\% | (14) | 4\% | (15) | 2\% | (6) | 3\% | (10) | $5 \%$ | (18) | 83\% (310) | 373 |
| PID/Gender: Dem Women | 1\% | (5) | 1\% | (6) | 1\% | (5) | 1\% | (6) | 1\% | (6) | 94\% (406) | 433 |
| PID/Gender: Ind Men | 4\% | (13) | 1\% | (5) | 1\% | (4) | 2\% | (6) | - | (1) | 92\% (324) | 352 |
| PID/Gender: Ind Women | 1\% | (3) | 1\% | (3) | 1\% | (5) | - | (2) | 1\% | (4) | 95\% (326) | 342 |
| PID/Gender: Rep Men | 2\% | (5) | 1\% | (5) | - | (1) | 1\% | (4) | 1\% | (3) | 95\% (319) | 337 |
| PID/Gender: Rep Women | 1\% | (3) | 1\% | (2) | 2\% | (7) | - | (1) | 1\% | (4) | 95\% (346) | 363 |
| Ideo: Liberal (1-3) | 2\% | (12) | 3\% | (19) | - | (3) | 1\% | (7) | $4 \%$ | (26) | 89\% (548) | 614 |
| Ideo: Moderate (4) | 2\% | (12) | 1\% | (5) | 2\% | (8) | 3\% | (15) | 1\% | (5) | 92\% (509) | 554 |
| Ideo: Conservative (5-7) | 2\% | (12) | 1\% | (8) | 2\% | (12) | - | (2) | - | (4) | 95\% (693) | 732 |
| Educ: < College | 2\% | (36) | 1\% | (11) | 2\% | (24) | 1\% | (14) | 1\% | (21) | 93\% (1406) | 1512 |
| Educ: Bachelors degree | 1\% | (5) | 4\% | (17) | 1\% | (3) | 1\% | (6) | 2\% | (9) | 91\% (403) | 444 |
| Educ: Post-grad | 1\% | (2) | $3 \%$ | (7) | - | (1) | 3\% | (7) | $2 \%$ | (5) | 91\% (222) | 244 |

Table HR2_7: Have you seen the following movies?
Pain and Glory

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 2\% | (43) | 2\% | (36) | $1 \%$ | (28) | 1\% | (27) | $2 \%$ | (36) | 92\% (2031) | 2200 |
| Income: Under 50k | 2\% | (23) | 1\% | (12) | $2 \%$ | (21) | 1\% | (13) | 2\% | (21) | 93\% (1160) | 1250 |
| Income: 50k-100k | 2\% | (17) | $3 \%$ | (20) | 1\% | (6) | 1\% | (9) | $2 \%$ | (12) | 91\% (638) | 702 |
| Income: 100k+ | 1\% | (2) | 1\% | (4) | 1\% | (2) | 2\% | (5) | 1\% | (3) | 94\% (233) | 249 |
| Ethnicity: White | 2\% | (34) | 1\% | (22) | 1\% | (12) | 1\% | (19) | 2\% | (26) | 93\% (1609) | 1722 |
| Ethnicity: Hispanic | 5\% | (17) | 4\% | (12) | $4 \%$ | (12) | 4\% | (12) | 6\% | (20) | 79\% (275) | 349 |
| Ethnicity: Afr. Am. | 1\% | (3) | 2\% | (6) | $2 \%$ | (6) | 2\% | (4) | 1\% | (4) | 92\% (252) | 274 |
| Ethnicity: Other | 3\% | (6) | 4\% | (8) | 5\% | (10) | 2\% | (4) | $3 \%$ | (6) | 83\% (170) | 204 |
| Community: Urban | 4\% | (21) | 3\% | (15) | 3\% | (16) | 3\% | (17) | $2 \%$ | (11) | 85\% (459) | 540 |
| Community: Suburban | 1\% | (12) | 1\% | (14) | - | (4) | 1\% | (9) | $2 \%$ | (19) | 94\% (973) | 1032 |
| Community: Rural | 2\% | (10) | 1\% | (6) | $1 \%$ | (7) | - | (1) | 1\% | (5) | 95\% (599) | 628 |
| Employ: Private Sector | 2\% | (16) | 2\% | (16) | 1\% | (6) | 2\% | (15) | $2 \%$ | (14) | 90\% (574) | 639 |
| Employ: Government | 6\% | (8) | 1\% | (2) | - | (0) | 4\% | (5) | 7\% | (9) | 82\% (104) | 128 |
| Employ: Self-Employed | 1\% | (2) | 2\% | (4) | $2 \%$ | (4) | 2\% | (4) | $2 \%$ | (4) | 91\% (176) | 193 |
| Employ: Homemaker | 3\% | (5) | 3\% | (6) | 1\% | (2) | 1\% | (2) | 1\% | (1) | 90\% (151) | 167 |
| Employ: Retired | - | (0) | 1\% | (5) |  | (1) | - | (0) | - | (0) | 99\% (521) | 527 |
| Employ: Unemployed | 2\% | (6) | - | (1) | $2 \%$ | (4) | 1\% | (2) | $1 \%$ | (2) | 94\% (230) | 245 |
| Employ: Other | 2\% | (4) | 1\% | (3) | $4 \%$ | (8) | - | (1) | 3\% | (6) | 90\% (186) | 207 |
| Military HH: Yes | - | (1) | 2\% | (7) | 1\% | (3) | 2\% | (5) | $2 \%$ | (7) | 93\% (319) | 343 |
| Military HH: No | 2\% | (42) | 2\% | (28) | 1\% | (25) | 1\% | (22) | $2 \%$ | (29) | 92\% (1711) | 1857 |
| RD/WT: Right Direction | $3 \%$ | (23) | 1\% | (9) | 1\% | (11) | 2\% | (15) | 1\% | (10) | 92\% (768) | 837 |
| RD/WT: Wrong Track | 1\% | (20) | 2\% | (27) | 1\% | (17) | 1\% | (12) | $2 \%$ | (26) | 93\% (1262) | 1363 |
| Trump Job Approve | 2\% | (15) | 1\% | (10) | $2 \%$ | (13) | 1\% | (10) | 1\% | (9) | 93\% (821) | 879 |
| Trump Job Disapprove | 2\% | (28) | 2\% | (23) | 1\% | (13) | 1\% | (13) | $2 \%$ | (26) | 91\% (1098) | 1200 |

Continued on next page

Table HR2_7: Have you seen the following movies?
Pain and Glory

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 2\% | (43) | 2\% | (36) | 1\% | (28) | 1\% | (27) | $2 \%$ | (36) | 92\% (2031) | 2200 |
| Trump Job Strongly Approve | 2\% | (10) | 1\% | (6) | 2\% | (9) | 2\% | (10) | $1 \%$ | (4) | 92\% (437) | 476 |
| Trump Job Somewhat Approve | 1\% | (6) | 1\% | (4) | 1\% | (5) | - | (0) | $1 \%$ | (5) | 95\% (384) | 403 |
| Trump Job Somewhat Disapprove | 4\% | (10) | - | (0) | 2\% | (6) | 1\% | (2) | 2\% | (5) | 91\% (232) | 255 |
| Trump Job Strongly Disapprove | 2\% | (17) | 2\% | (23) | 1\% | (7) | 1\% | (10) | 2\% | (21) | 92\% (866) | 945 |
| Favorable of Trump | 2\% | (17) | 1\% | (9) | 2\% | (13) | 1\% | (12) | $2 \%$ | (15) | 93\% (814) | 880 |
| Unfavorable of Trump | 2\% | (26) | 2\% | (25) | 1\% | (13) | 1\% | (10) | $2 \%$ | (21) | 92\% (1100) | 1194 |
| Very Favorable of Trump | 2\% | (11) | $1 \%$ | (7) | 2\% | (9) | 1\% | (4) | 1\% | (7) | 92\% (465) | 503 |
| Somewhat Favorable of Trump | 2\% | (6) | - | (1) | 1\% | (5) | 2\% | (7) | 2\% | (8) | 93\% (349) | 376 |
| Somewhat Unfavorable of Trump | 2\% | (4) | 1\% | (2) | - | (1) | 2\% | (5) | 1\% | (2) | 93\% (182) | 196 |
| Very Unfavorable of Trump | 2\% | (21) | 2\% | (23) | 1\% | (13) | - | (5) | 2\% | (19) | 92\% (918) | 999 |
| \#1 Issue: Economy | 2\% | (13) | 1\% | (4) | 2\% | (11) | 2\% | (11) | $2 \%$ | (9) | 91\% (515) | 564 |
| \#1 Issue: Security | 1\% | (6) | 2\% | (10) | 1\% | (5) | 1\% | (4) | 3\% | (16) | 92\% (456) | 498 |
| \#1 Issue: Health Care | 1\% | (5) | 2\% | (7) | 1\% | (4) | 2\% | (8) | 1\% | (3) | 92\% (327) | 354 |
| \#1 Issue: Medicare / Social Security | - | (1) | 2\% | (7) | - | (1) | - | (0) | 1\% | (4) | 96\% (311) | 324 |
| \#1 Issue: Women's Issues | 1\% | (1) | 3\% | (3) | 1\% | (1) | - | (0) | 3\% | (4) | 93\% (100) | 108 |
| \#1 Issue: Education | 6\% | (6) | 2\% | (2) | 6\% | (6) | - | (0) | - | (0) | 86\% (87) | 101 |
| \#1 Issue: Energy | 6\% | (7) | 1\% | (1) | - | (0) | 3\% | (4) | - | (0) | 90\% (116) | 128 |
| \#1 Issue: Other | 2\% | (3) | 2\% | (3) | - | (1) | - | (0) | - | (0) | 95\% (118) | 124 |
| 2018 House Vote: Democrat | 2\% | (15) | 3\% | (22) | 1\% | (8) | 2\% | (17) | 3\% | (21) | 89\% (699) | 782 |
| 2018 House Vote: Republican | 2\% | (9) | $1 \%$ | (9) | - | (1) | 1\% | (4) | 1\% | (6) | 95\% (592) | 621 |
| 2018 House Vote: Someone else | 2\% | (1) | - | (0) | - | (0) | 2\% | (2) | - | (0) | 96\% (72) | 75 |
| 2016 Vote: Hillary Clinton | 1\% | (10) | 3\% | (23) | 1\% | (8) | 2\% | (17) | $2 \%$ | (12) | 90\% (635) | 706 |
| 2016 Vote: Donald Trump | 2\% | (10) | $1 \%$ | (9) | 1\% | (4) | 1\% | (6) | 1\% | (8) | 95\% (642) | 678 |
| 2016 Vote: Other | 3\% | (3) | - | (0) | - | (0) | - | (0) | - | (0) | 97\% (113) | 116 |
| 2016 Vote: Didn't Vote | 3\% | (19) | $1 \%$ | (5) | $2 \%$ | (16) | 1\% | (4) | $2 \%$ | (16) | 91\% (637) | 698 |

Continued on next page

Table HR2_7: Have you seen the following movies?
Pain and Glory

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | $\begin{gathered} \text { Yes, on a } \\ \text { cable } \\ \text { channel, such } \\ \text { as Freeform } \\ \text { or Lifetime } \end{gathered}$ |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 2\% | (43) | 2\% | (36) | 1\% | (28) | 1\% | (27) | 2\% | (36) | 92\% | (2031) | 2200 |
| Voted in 2014: Yes | 1\% | (18) | 2\% | (25) | 1\% | (10) | 2\% | (21) | 1\% | (17) | 93\% | (1208) | 1299 |
| Voted in 2014: No | 3\% | (24) | $1 \%$ | (11) | 2\% | (18) | 1\% | (7) | 2\% | (19) | 91\% | (822) | 901 |
| 2012 Vote: Barack Obama | 1\% | (10) | 3\% | (23) | 1\% | (10) | 2\% | (15) | 2\% | (15) | 91\% | (718) | 791 |
| 2012 Vote: Mitt Romney | 1\% | (8) | $1 \%$ | (6) | - | (1) | - | (1) | 1\% | (4) | 96\% | (496) | 516 |
| 2012 Vote: Other | - | (0) | - | (0) | - | (0) | 1\% | (0) | - | (0) | 99\% | (89) | 90 |
| 2012 Vote: Didn't Vote | 3\% | (25) | 1\% | (7) | 2\% | (17) | 1\% | (11) | 2\% | (16) | 91\% | (727) | 803 |
| 4-Region: Northeast | $4 \%$ | (14) | 1\% | (5) | 2\% | (7) | 2\% | (9) | 2\% | (7) | 89\% | (351) | 394 |
| 4-Region: Midwest | 1\% | (4) | 2\% | (7) | 1\% | (3) | - | (2) | - | (1) | 96\% | (444) | 462 |
| 4-Region: South | 2\% | (13) | 2\% | (13) | 1\% | (10) | 1\% | (12) | 1\% | (12) | 93\% | (764) | 824 |
| 4-Region: West | 2\% | (11) | 2\% | (11) | 1\% | (8) | 1\% | (4) | 3\% | (15) | 91\% | (472) | 520 |
| Watch TV: Every day | 3\% | (30) | $1 \%$ | (15) | 1\% | (13) | 1\% | (13) | 1\% | (12) | 92\% | (963) | 1045 |
| Watch TV: Several times per week | 1\% | (7) | 2\% | (9) | - | (2) | 2\% | (10) | 2\% | (11) | 92\% | (478) | 517 |
| Watch TV: About once per week | $2 \%$ | (3) | 5\% | (7) | 1\% | (1) | $3 \%$ | (4) | 5\% | (7) | 85\% | (123) | 145 |
| Watch TV: Several times per month | $2 \%$ | (2) | $1 \%$ | (1) | 9\% | (11) | - | (1) | 3\% | (3) | 86\% | (104) | 121 |
| Watch TV: About once per month | - | (0) | - | (0) | - | (0) | - | (0) | 3\% | (2) | 97\% | (53) | 55 |
| Watch TV: Less often than once per month | 1\% | (1) | $1 \%$ | (1) | - | (0) | - | (0) | - | (0) | 98\% | (90) | 91 |
| Watch TV: Never | - | (1) | 2\% | (3) | 1\% | (1) | - | (0) | - | (0) | 98\% | (220) | 225 |
| Watch Movies: Every day | 6\% | (22) | 3\% | (9) | 1\% | (4) | 4\% | (13) | 3\% | (12) | 83\% | (294) | 353 |
| Watch Movies: Several times per week | $2 \%$ | (9) | $2 \%$ | (10) | 1\% | (5) | 1\% | (4) | 2\% | (12) | 93\% | (538) | 579 |
| Watch Movies: About once per week | $2 \%$ | (6) | 2\% | (9) | - | (1) | 2\% | (9) | 1\% | (4) | 93\% | (364) | 394 |
| Watch Movies: Several times per month | $1 \%$ | (3) | $1 \%$ | (2) | 3\% | (7) | - | (0) | 1\% | (4) | 94\% | (242) | 257 |
| Watch Movies: About once per month | - | (1) | - | (1) | 4\% | (7) | 1\% | (2) | - | (0) | 94\% | (188) | 199 |
| Watch Movies: Less often than once per month | 1\% | (1) | - | (0) | - | (1) | - | (0) | - | (0) | 99\% | (169) | 170 |
| Watch Movies: Never | - | (1) | $2 \%$ | (4) | 1\% | (3) | - | (0) | 1\% | (4) | 95\% | (235) | 247 |

Continued on next page

Table HR2_7: Have you seen the following movies?
Pain and Glory

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 2\% | (43) | 2\% | (36) | 1\% | (28) | 1\% | (27) | 2\% | (36) | 92\% | (2031) | 2200 |
| Watch Sporting Events: Every day | 10\% | (14) | 3\% | (4) | 1\% | (1) | 7\% | (10) | 7\% | (9) | 72\% | (98) | 137 |
| Watch Sporting Events: Several times per week | 1\% | (5) | $4 \%$ | (14) | - | (2) | 1\% | (5) | $2 \%$ | (9) | 91\% | (338) | 373 |
| Watch Sporting Events: About once per week | 3\% | (10) | 1\% | (3) | 3\% | (9) | 2\% | (7) | $2 \%$ | (5) | 89\% | (274) | 308 |
| Watch Sporting Events: Several times per month | 1\% | (1) | 2\% | (3) | 1\% | (1) | 3\% | (4) | $1 \%$ | (1) | 93\% | (132) | 142 |
| Watch Sporting Events: About once per month | - | (0) | - | (0) | 1\% | (1) | 1\% | (1) | $2 \%$ | (3) | 96\% | (120) | 126 |
| Watch Sporting Events: Less often than once per month | 1\% | (3) | $1 \%$ | (4) | 1\% | (2) | - | (0) | - | (0) | 97\% | (285) | 295 |
| Watch Sporting Events: Never | 1\% | (9) | 1\% | (9) | 1\% | (11) | - | (0) | $1 \%$ | (9) | 95\% | (783) | 820 |
| Cable TV: Currently subscribe | 2\% | (20) | 2\% | (21) | 1\% | (12) | 2\% | (18) | $1 \%$ | (14) | 92\% | (933) | 1018 |
| Cable TV: Subscribed in past | 3\% | (20) | 2\% | (12) | 1\% | (10) | 1\% | (10) | 2\% | (18) | 90\% | (665) | 735 |
| Cable TV: Never subscribed | 1\% | (3) | 1\% | (3) | 1\% | (6) | - | (0) | $1 \%$ | (3) | 97\% | (432) | 447 |
| Satellite TV: Currently subscribe | 3\% | (11) | 2\% | (8) | 1\% | (3) | 3\% | (13) | $2 \%$ | (10) | 89\% | (358) | 403 |
| Satellite TV: Subscribed in past | 3\% | (19) | 2\% | (10) | 1\% | (7) | 2\% | (11) | 3\% | (19) | 89\% | (536) | 602 |
| Satellite TV: Never subscribed | 1\% | (13) | 2\% | (18) | 1\% | (18) | - | (3) | 1\% | (7) | 95\% | (1136) | 1195 |
| Streaming Services: Currently subscribe | 2\% | (32) | 2\% | (29) | 1\% | (16) | 2\% | (21) | $2 \%$ | (20) | 91\% | (1203) | 1321 |
| Streaming Services: Subscribed in past | $4 \%$ | (8) | 2\% | (4) | 4\% | (9) | 2\% | (4) | 5\% | (12) | 84\% | (189) | 226 |
| Streaming Services: Never subscribed | - | (2) | 1\% | (3) | - | (3) | - | (3) | 1\% | (4) | 98\% | (639) | 654 |
| Film: An avid fan | 2\% | (17) | 3\% | (21) | 1\% | (9) | 2\% | (13) | 2\% | (17) | 89\% | (635) | 711 |
| Film: A casual fan | 2\% | (24) | $1 \%$ | (15) | 2\% | (18) | 1\% | (15) | $2 \%$ | (18) | 92\% | (1102) | 1192 |
| Film: Not a fan | 1\% | (2) | - | (0) | - | (1) | - | (0) | - | (1) | 99\% | (294) | 298 |
| Television: An avid fan | 2\% | (21) | 2\% | (21) | 2\% | (17) | 2\% | (17) | 2\% | (19) | 91\% | (976) | 1071 |
| Television: A casual fan | 2\% | (19) | 1\% | (13) | 1\% | (8) | 1\% | (10) | $2 \%$ | (16) | 93\% | (901) | 967 |
| Television: Not a fan | 2\% | (3) | 1\% | (2) | 2\% | (3) | - | (0) | - | (1) | 95\% | (154) | 162 |
| Music: An avid fan | 2\% | (23) | 2\% | (21) | 2\% | (20) | 2\% | (19) | 1\% | (13) | 91\% | (935) | 1031 |
| Music: A casual fan | 2\% | (17) | 2\% | (15) | 1\% | (5) | 1\% | (7) | 2\% | (20) | 94\% | (931) | 995 |
| Music: Not a fan | 1\% | (2) | - | (0) | 2\% | (3) | 1\% | (2) | 1\% | (2) | 95\% | (165) | 173 |

Continued on next page

Table HR2_7: Have you seen the following movies?
Pain and Glory

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 2\% | (43) | 2\% | (36) | 1\% | (28) | 1\% | (27) | 2\% | (36) | 92\% (2031) | 2200 |
| Fashion: An avid fan | 1\% | (4) | 3\% | (8) | 3\% | (8) | 5\% | (14) | 5\% | (14) | 84\% (240) | 287 |
| Fashion: A casual fan | 3\% | (29) | $2 \%$ | (17) | 2\% | (16) | 1\% | (12) | 2\% | (20) | 89\% (734) | 828 |
| Fashion: Not a fan | 1\% | (10) | $1 \%$ | (11) | - | (4) | - | (2) | - | (1) | 97\% (1056) | 1084 |

[^10]Table HR2_8: Have you seen the following movies?
Parasite

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 3\% | (61) | 2\% | (48) | 1\% | (17) | $1 \%$ | (17) | 1\% | (16) | 93\% (2041) | 2200 |
| Gender: Male | 5\% | (49) | 3\% | (27) | 1\% | (12) | $1 \%$ | (11) | 1\% | (5) | 90\% (957) | 1062 |
| Gender: Female | 1\% | (12) | 2\% | (21) | - | (4) | - | (5) | 1\% | (11) | 95\% (1084) | 1138 |
| Age: 18-29 | 4\% | (18) | 2\% | (9) | 1\% | (5) | 3\% | (13) | 2\% | (7) | 88\% (371) | 422 |
| Age: 30-44 | 6\% | (33) | 5\% | (31) | 2\% | (9) | $1 \%$ | (3) | 1\% | (7) | 86\% (508) | 591 |
| Age: 45-54 | 3\% | (8) | $1 \%$ | (4) | - | (1) | - | (1) | - | (1) | 95\% (285) | 300 |
| Age: 55-64 | - | (0) | - | (1) | - | (1) | - | (1) | - | (2) | 99\% (445) | 450 |
| Age: 65+ | - | (2) | - | (2) | - | (0) | - | (0) | - | (0) | 99\% (432) | 436 |
| Generation Z: 18-22 | 4\% | (7) | 2\% | (4) | - | (0) | - | (0) | $3 \%$ | (4) | 91\% (150) | 166 |
| Millennial: Age 23-38 | 5\% | (30) | 5\% | (29) | 2\% | (10) | $2 \%$ | (15) | 1\% | (6) | 86\% (550) | 639 |
| Generation X: Age 39-54 | 4\% | (22) | 2\% | (12) | 1\% | (5) | - | (1) | $1 \%$ | (5) | 91\% (464) | 508 |
| Boomers: Age 55-73 | - | (2) | - | (3) | - | (1) | - | (1) | - | (2) | 99\% (760) | 768 |
| PID: Dem (no lean) | 3\% | (27) | 4\% | (35) | 1\% | (10) | $1 \%$ | (8) | $1 \%$ | (8) | 89\% (718) | 806 |
| PID: Ind (no lean) | $4 \%$ | (28) | 1\% | (4) | - | (2) | $1 \%$ | (3) | 1\% | (6) | 94\% (651) | 694 |
| PID: Rep (no lean) | 1\% | (7) | 1\% | (9) | 1\% | (5) | $1 \%$ | (5) | - | (2) | 96\% (672) | 700 |
| PID/Gender: Dem Men | 7\% | (25) | 5\% | (18) | 2\% | (8) | $1 \%$ | (5) | $1 \%$ | (3) | 84\% (314) | 373 |
| PID/Gender: Dem Women | - | (2) | 4\% | (17) | - | (2) | $1 \%$ | (3) | 1\% | (5) | 93\% (404) | 433 |
| PID/Gender: Ind Men | 5\% | (19) | 1\% | (3) | - | (1) | $1 \%$ | (2) | - | (1) | 93\% (328) | 352 |
| PID/Gender: Ind Women | 3\% | (9) | - | (1) | 1\% | (2) | - | (2) | $2 \%$ | (6) | 94\% (323) | 342 |
| PID/Gender: Rep Men | 2\% | (5) | 2\% | (7) | 1\% | (4) | $1 \%$ | (4) | 1\% | (2) | 93\% (315) | 337 |
| PID/Gender: Rep Women | - | (1) | 1\% | (2) | - | (1) | - | (1) | - | (0) | 98\% (358) | 363 |
| Ideo: Liberal (1-3) | 3\% | (18) | 6\% | (36) | $1 \%$ | (6) | $1 \%$ | (6) | $1 \%$ | (5) | 88\% (542) | 614 |
| Ideo: Moderate (4) | 3\% | (17) | 1\% | (3) | - | (2) | $2 \%$ | (10) | - | (3) | 94\% (520) | 554 |
| Ideo: Conservative (5-7) | 2\% | (12) | 1\% | (7) | - | (4) | - | (1) | 1\% | (5) | 96\% (704) | 732 |
| Educ: < College | 3\% | (50) | 2\% | (31) | 1\% | (8) | $1 \%$ | (9) | 1\% | (11) | 93\% (1403) | 1512 |
| Educ: Bachelors degree | 1\% | (5) | 3\% | (12) | 1\% | (6) | - | (2) | 1\% | (3) | 94\% (416) | 444 |
| Educ: Post-grad | 2\% | (6) | 2\% | (6) | 1\% | (2) | $2 \%$ | (5) | 1\% | (2) | 91\% (222) | 244 |

Continued on next page

Table HR2_8: Have you seen the following movies?
Parasite

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 3\% | (61) | 2\% | (48) | 1\% | (17) | 1\% | (17) | 1\% | (16) | 93\% (2041) | 2200 |
| Income: Under 50k | 2\% | (30) | 2\% | (22) | $1 \%$ | (8) | - | (5) | 1\% | (12) | 94\% (1173) | 1250 |
| Income: 50k-100k | 4\% | (26) | 4\% | (25) | 1\% | (7) | 1\% | (9) | - | (3) | 90\% (632) | 702 |
| Income: 100k+ | 2\% | (5) | - | (1) | 1\% | (2) | 1\% | (3) | $1 \%$ | (2) | 95\% (236) | 249 |
| Ethnicity: White | 2\% | (42) | 1\% | (22) | 1\% | (12) | $1 \%$ | (17) | 1\% | (11) | 94\% (1618) | 1722 |
| Ethnicity: Hispanic | 9\% | (30) | 6\% | (23) | $2 \%$ | (8) | $2 \%$ | (7) | 1\% | (3) | 80\% (279) | 349 |
| Ethnicity: Afr. Am. | 2\% | (6) | 6\% | (17) | - | (1) | - | (0) | 1\% | (4) | 90\% (247) | 274 |
| Ethnicity: Other | 6\% | (13) | 4\% | (9) | $2 \%$ | (4) | - | (0) | 1\% | (1) | 86\% (176) | 204 |
| Community: Urban | 5\% | (28) | 5\% | (26) | $2 \%$ | (10) | $2 \%$ | (11) | 1\% | (5) | 85\% (462) | 540 |
| Community: Suburban | 3\% | (28) | 1\% | (14) | - | (4) | - | (5) | - | (5) | 95\% (976) | 1032 |
| Community: Rural | 1\% | (5) | 1\% | (8) | $1 \%$ | (3) | - | (1) | $1 \%$ | (7) | 96\% (604) | 628 |
| Employ: Private Sector | 3\% | (18) | $3 \%$ | (17) | 1\% | (8) | 1\% | (7) | 1\% | (7) | 91\% (582) | 639 |
| Employ: Government | 9\% | (12) | , | (0) | - | (0) | 5\% | (6) | - | (0) | 86\% (110) | 128 |
| Employ: Self-Employed | 2\% | (4) | 2\% | (5) | $4 \%$ | (7) | - | (1) | $3 \%$ | (5) | 89\% (172) | 193 |
| Employ: Homemaker | - | (0) | 2\% | (4) | - | (0) | 1\% | (2) | 1\% | (1) | 96\% (160) | 167 |
| Employ: Retired | 1\% | (4) | - | (2) | - | (0) | - | (0) | - | (0) | 99\% (521) | 527 |
| Employ: Unemployed | 4\% | (10) | 1\% | (2) | - | (1) | - | (1) | $1 \%$ | (2) | 94\% (231) | 245 |
| Employ: Other | 4\% | (9) | 7\% | (15) | - | (0) | - | (0) | 1\% | (2) | 88\% (182) | 207 |
| Military HH: Yes | 2\% | (7) | 1\% | (3) | 1\% | (3) | 1\% | (3) | 1\% | (2) | 95\% (324) | 343 |
| Military HH: No | 3\% | (54) | 2\% | (45) | $1 \%$ | (14) | $1 \%$ | (13) | 1\% | (14) | 92\% (1717) | 1857 |
| RD/WT: Right Direction | 2\% | (19) | 1\% | (11) | 1\% | (8) | 1\% | (9) | 1\% | (7) | 94\% (783) | 837 |
| RD/WT: Wrong Track | 3\% | (42) | $3 \%$ | (37) | 1\% | (9) | 1\% | (8) | 1\% | (9) | 92\% (1258) | 1363 |
| Trump Job Approve | 2\% | (20) | 1\% | (9) | 1\% | (5) | $1 \%$ | (5) | 1\% | (5) | 95\% (836) | 879 |
| Trump Job Disapprove | 3\% | (40) | $3 \%$ | (37) | 1\% | (7) | 1\% | (12) | 1\% | (11) | 91\% (1094) | 1200 |

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Table HR2_8: Have you seen the following movies?
Parasite


Continued on next page

Table HR2_8: Have you seen the following movies?
Parasite

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | $\begin{gathered} \text { Yes, on a } \\ \text { cable } \\ \text { channel, such } \\ \text { as Freeform } \\ \text { or Lifetime } \end{gathered}$ |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 3\% | (61) | 2\% | (48) | 1\% | (17) | 1\% | (17) | 1\% | (16) |  | (2041) | 2200 |
| Voted in 2014: Yes | $2 \%$ | (25) | 3\% | (35) | 1\% | (11) | 1\% | (14) | - | (4) | 93\% | (1211) | 1299 |
| Voted in 2014: No | $4 \%$ | (36) | $1 \%$ | (13) | 1\% | (6) | - | (3) | 1\% | (12) | 92\% | (831) | 901 |
| 2012 Vote: Barack Obama | $2 \%$ | (18) | 2\% | (19) | 1\% | (6) | 1\% | (10) | 1\% | (7) | 92\% | (731) | 791 |
| 2012 Vote: Mitt Romney | - | (2) | $1 \%$ | (5) | 1\% | (4) | - | (1) | - | (1) | 97\% | (503) | 516 |
| 2012 Vote: Other | 5\% | (4) | - | (0) | - | (0) | - | (0) | - | (0) | 95\% | (85) | 90 |
| 2012 Vote: Didn't Vote | 5\% | (37) | 3\% | (24) | 1\% | (7) | 1\% | (6) | 1\% | (8) | 90\% | (722) | 803 |
| 4-Region: Northeast | 3\% | (11) | 2\% | (7) | - | (1) | 3\% | (13) | 1\% | (2) | 91\% | (359) | 394 |
| 4-Region: Midwest | 2\% | (8) | 2\% | (8) | - | (1) | - | (2) | 1\% | (3) | 95\% | (441) | 462 |
| 4-Region: South | 2\% | (15) | $1 \%$ | (7) | 2\% | (14) | - | (2) | 1\% | (7) | 94\% | (779) | 824 |
| 4-Region: West | 5\% | (27) | 5\% | (26) | - | (1) | - | (0) | 1\% | (4) | 89\% | (463) | 520 |
| Watch TV: Every day | 3\% | (28) | 1\% | (13) | 1\% | (7) | 1\% | (16) | - | (5) | 93\% | (977) | 1045 |
| Watch TV: Several times per week | $4 \%$ | (19) | 5\% | (26) | 1\% | (4) | - | (0) | - | (2) | 90\% | (467) | 517 |
| Watch TV: About once per week | 9\% | (12) | $1 \%$ | (2) | 4\% | (5) | 1\% | (1) | 2\% | (3) | 83\% | (121) | 145 |
| Watch TV: Several times per month | $2 \%$ | (2) | $3 \%$ | (3) | - | (1) | - | (0) | 3\% | (3) | 92\% | (112) | 121 |
| Watch TV: About once per month | - | (0) | 2\% | (1) | - | (0) | - | (0) | 3\% | (2) | 94\% | (52) | 55 |
| Watch TV: Less often than once per month | 1\% | (1) | $1 \%$ | (1) | - | (0) | - | (0) | - | (0) | 99\% | (90) | 91 |
| Watch TV: Never | - | (0) | 1\% | (1) | - | (0) | - | (0) | 1\% | (1) | 99\% | (223) | 225 |
| Watch Movies: Every day | 9\% | (31) | 2\% | (8) | 1\% | (3) | 3\% | (9) | 1\% | (4) | 85\% | (299) | 353 |
| Watch Movies: Several times per week | $4 \%$ | (20) | 3\% | (16) | - | (3) | 1\% | (3) | 1\% | (5) | 92\% | (532) | 579 |
| Watch Movies: About once per week | 1\% | (6) | 5\% | (19) | 2\% | (7) | - | (1) | , | (1) | 92\% | (361) | 394 |
| Watch Movies: Several times per month | 1\% | (2) | 1\% | (2) | - | (0) | - | (1) | 2\% | (4) | 97\% | (249) | 257 |
| Watch Movies: About once per month | - | (0) | $1 \%$ | (2) | 1\% | (3) | 1\% | (2) | 1\% | (1) | 96\% | (191) | 199 |
| Watch Movies: Less often than once per month | - | (1) | - | (0) | - | (0) | - | (0) | 1\% | (1) | 99\% | (168) | 170 |
| Watch Movies: Never | 1\% | (1) | $1 \%$ | (3) | 1\% | (1) | - | (0) | - | (0) | 98\% | (242) | 247 |

Continued on next page

Table HR2_8: Have you seen the following movies?
Parasite

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 3\% | (61) | 2\% | (48) | 1\% | (17) | 1\% | (17) | 1\% | (16) | 93\% | (2041) | 2200 |
| Watch Sporting Events: Every day | 14\% | (19) | 4\% | (5) | 3\% | (4) | 6\% | (9) | 1\% | (1) | 72\% | (99) | 137 |
| Watch Sporting Events: Several times per week | 4\% | (13) | 1\% | (5) | 1\% | (5) | - | (1) | - | (1) | 93\% | (347) | 373 |
| Watch Sporting Events: About once per week | 3\% | (8) | 2\% | (7) | 2\% | (6) | 1\% | (4) | 2\% | (7) | 89\% | (275) | 308 |
| Watch Sporting Events: Several times per month | - | (1) | 2\% | (3) | - | (1) | 2\% | (2) | - | (0) | 96\% | (136) | 142 |
| Watch Sporting Events: About once per month | 2\% | (2) | 2\% | (2) | - | (0) | - | (1) | - | (0) | 96\% | (121) | 126 |
| Watch Sporting Events: Less often than once per month | 3\% | (10) | 1\% | (3) | - | (0) | - | (0) | - | (1) | 95\% | (280) | 295 |
| Watch Sporting Events: Never | 1\% | (8) | 3\% | (22) | - | (1) | - | (1) | 1\% | (5) | 95\% | (783) | 820 |
| Cable TV: Currently subscribe | 3\% | (27) | 2\% | (22) | 1\% | (7) | 1\% | (11) | 1\% | (6) | 93\% | (946) | 1018 |
| Cable TV: Subscribed in past | 4\% | (31) | 3\% | (22) | 1\% | (7) | 1\% | (6) | 1\% | (7) | 90\% | (662) | 735 |
| Cable TV: Never subscribed | 1\% | (3) | $1 \%$ | (4) | 1\% | (3) | - | (0) | 1\% | (3) | 97\% | (434) | 447 |
| Satellite TV: Currently subscribe | 5\% | (19) | 4\% | (18) | 3\% | (10) | 2\% | (6) | - | (2) | 86\% | (347) | 403 |
| Satellite TV: Subscribed in past | 4\% | (26) | 2\% | (10) | 1\% | (5) | 2\% | (9) | 1\% | (6) | 91\% | (545) | 602 |
| Satellite TV: Never subscribed | 1\% | (16) | 2\% | (19) | - | (1) | - | (1) | 1\% | (8) | 96\% | (1149) | 1195 |
| Streaming Services: Currently subscribe | 3\% | (43) | 3\% | (45) | 1\% | (12) | 1\% | (9) | 1\% | (10) | 91\% | (1202) | 1321 |
| Streaming Services: Subscribed in past | 7\% | (15) | - | (1) | 2\% | (4) | 2\% | (6) | 3\% | (6) | 86\% | (194) | 226 |
| Streaming Services: Never subscribed | - | (3) | - | (2) | - | (1) | - | (2) | - | (0) | 99\% | (646) | 654 |
| Film: An avid fan | 4\% | (30) | 5\% | (38) | 1\% | (4) | 1\% | (6) | 1\% | (9) | 88\% | (623) | 711 |
| Film: A casual fan | 2\% | (24) | 1\% | (10) | 1\% | (11) | 1\% | (11) | 1\% | (7) | 95\% | (1129) | 1192 |
| Film: Not a fan | 2\% | (7) | - | (0) | - | (1) | - | (0) | - | (0) | 97\% | (290) | 298 |
| Television: An avid fan | 3\% | (34) | 3\% | (34) | 1\% | (6) | 1\% | (6) | 1\% | (11) | 91\% | (980) | 1071 |
| Television: A casual fan | 2\% | (21) | $1 \%$ | (12) | 1\% | (11) | 1\% | (11) | - | (2) | 94\% | (911) | 967 |
| Television: Not a fan | 4\% | (6) | 1\% | (2) | - | (0) | - | (0) | 2\% | (4) | 93\% | (150) | 162 |
| Music: An avid fan | 3\% | (34) | 4\% | (38) | 1\% | (7) | - | (4) | 1\% | (7) | 91\% | (942) | 1031 |
| Music: A casual fan | 3\% | (26) | 1\% | (10) | 1\% | (10) | 1\% | (11) | 1\% | (6) | 94\% | (931) | 995 |
| Music: Not a fan | - | (1) | - | (0) | - | (0) | 1\% | (2) | 2\% | (3) | 97\% | (168) | 173 |

Continued on next page

Table HR2_8: Have you seen the following movies?
Parasite

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 3\% | (61) | 2\% | (48) | 1\% | (17) | $1 \%$ | (17) | 1\% | (16) | 93\% (2041) | 2200 |
| Fashion: An avid fan | $4 \%$ | (11) | 5\% | (13) | 2\% | (4) | 2\% | (6) | - | (1) | 87\% (251) | 287 |
| Fashion: A casual fan | $4 \%$ | (35) | $2 \%$ | (19) |  | (12) | 1\% | (8) | 1\% | (10) | 90\% (744) | 828 |
| Fashion: Not a fan | $1 \%$ | (15) | $1 \%$ | (16) | - | (0) | - | (2) | - | (5) | 96\% (1046) | 1084 |

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

Table HR2_9: Have you seen the following movies?
Jojo Rabbit

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 2\% | (40) | 2\% | (49) | 1\% | (26) | 1\% | (22) | 1\% | (21) | 93\% (2041) | 2200 |
| Gender: Male | 3\% | (32) | 3\% | (36) | 2\% | (18) | 1\% | (15) | 1\% | (15) | 89\% (946) | 1062 |
| Gender: Female | 1\% | (9) | 1\% | (13) | 1\% | (8) | 1\% | (7) | 1\% | (6) | 96\% (1096) | 1138 |
| Age: 18-29 | 3\% | (14) | 3\% | (15) | 4\% | (15) | 4\% | (16) | 2\% | (8) | 84\% (355) | 422 |
| Age: 30-44 | 3\% | (20) | $3 \%$ | (19) | 1\% | (9) | 1\% | (6) | 2\% | (9) | 89\% (528) | 591 |
| Age: 45-54 | 1\% | (4) | - | (1) | - | (1) | - | (0) | 1\% | (3) | 97\% (290) | 300 |
| Age: 55-64 | - | (1) | 3\% | (12) | - | (1) | - | (0) | - | (0) | 97\% (436) | 450 |
| Age: 65+ | - | (1) | $1 \%$ | (3) | - | (0) | - | (0) | - | (0) | 99\% (432) | 436 |
| Generation Z: 18-22 | 2\% | (3) | 6\% | (9) | 4\% | (6) | - | (0) | 2\% | (3) | 87\% (145) | 166 |
| Millennial: Age 23-38 | 4\% | (23) | 3\% | (20) | 2\% | (14) | 3\% | (21) | 1\% | (7) | 87\% (554) | 639 |
| Generation X: Age 39-54 | 2\% | (13) | $1 \%$ | (5) | 1\% | (5) | - | (1) | 2\% | (10) | 93\% (474) | 508 |
| Boomers: Age 55-73 | - | (2) | 2\% | (13) | - | (1) | - | (0) | - | (0) | 98\% (751) | 768 |
| PID: Dem (no lean) | 3\% | (25) | 3\% | (22) | 1\% | (11) | 1\% | (11) | 2\% | (13) | 90\% (725) | 806 |
| PID: Ind (no lean) | 2\% | (12) | 2\% | (12) | 1\% | (9) | 1\% | (6) | 1\% | (4) | 94\% (652) | 694 |
| PID: Rep (no lean) | 1\% | (4) | 2\% | (16) | 1\% | (7) | 1\% | (5) | 1\% | (4) | 95\% (665) | 700 |
| PID/Gender: Dem Men | 5\% | (19) | $4 \%$ | (14) | 3\% | (10) | 2\% | (6) | 3\% | (10) | 84\% (314) | 373 |
| PID/Gender: Dem Women | 1\% | (6) | 2\% | (7) | - | (1) | 1\% | (6) | 1\% | (2) | 95\% (411) | 433 |
| PID/Gender: Ind Men | 3\% | (11) | 3\% | (11) | 1\% | (2) | 2\% | (6) | 1\% | (3) | 91\% (320) | 352 |
| PID/Gender: Ind Women | - | (1) | - | (1) | 2\% | (7) | - | (0) | - | (1) | 97\% (332) | 342 |
| PID/Gender: Rep Men | 1\% | (2) | 3\% | (11) | 2\% | (6) | 1\% | (3) | 1\% | (2) | 93\% (312) | 337 |
| PID/Gender: Rep Women | - | (1) | 1\% | (5) | - | (1) | - | (1) | 1\% | (2) | 97\% (353) | 363 |
| Ideo: Liberal (1-3) | 3\% | (16) | 4\% | (23) | 1\% | (6) | 1\% | (5) | 2\% | (10) | 90\% (554) | 614 |
| Ideo: Moderate (4) | 2\% | (10) | 2\% | (13) | 1\% | (6) | 2\% | (9) | 1\% | (5) | 92\% (511) | 554 |
| Ideo: Conservative (5-7) | 1\% | (6) | 1\% | (7) | 1\% | (6) | 1\% | (7) | 1\% | (4) | 96\% (702) | 732 |
| Educ: < College | 2\% | (29) | 2\% | (25) | 1\% | (18) | 1\% | (14) | 1\% | (16) | 93\% (1410) | 1512 |
| Educ: Bachelors degree | 2\% | (8) | 3\% | (15) | 1\% | (7) | 1\% | (3) | 1\% | (2) | 92\% (410) | 444 |
| Educ: Post-grad | 2\% | (4) | 4\% | (10) | 1\% | (2) | 2\% | (5) | 1\% | (2) | 91\% (221) | 244 |

[^11]Table HR2_9: Have you seen the following movies?
Jojo Rabbit

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 2\% | (40) | 2\% | (49) | 1\% | (26) | 1\% | (22) | $1 \%$ | (21) | 93\% (2041) | 2200 |
| Income: Under 50k | 2\% | (22) | $1 \%$ | (16) | 1\% | (14) | 1\% | (9) | $1 \%$ | (14) | 94\% (1174) | 1250 |
| Income: 50k-100k | $2 \%$ | (15) | 4\% | (28) | 2\% | (11) | 2\% | (11) | $1 \%$ | (4) | 90\% (633) | 702 |
| Income: 100k+ | 2\% | (4) | 2\% | (6) | 1\% | (2) | 1\% | (1) | $1 \%$ | (2) | 94\% (234) | 249 |
| Ethnicity: White | 2\% | (26) | 2\% | (38) | 1\% | (17) | 1\% | (14) | $1 \%$ | (16) | 94\% (1611) | 1722 |
| Ethnicity: Hispanic | 6\% | (20) | 4\% | (16) | 5\% | (17) | 4\% | (15) | $2 \%$ | (6) | 79\% (276) | 349 |
| Ethnicity: Afr. Am. | 3\% | (9) | 1\% | (2) | - | (1) | - | (1) | - | (0) | 95\% (262) | 274 |
| Ethnicity: Other | 3\% | (6) | 5\% | (10) | 4\% | (8) | 3\% | (6) | $2 \%$ | (5) | 83\% (168) | 204 |
| Community: Urban | $4 \%$ | (19) | 4\% | (19) | 4\% | (20) | 2\% | (11) | 2\% | (9) | 85\% (462) | 540 |
| Community: Suburban | $2 \%$ | (18) | 2\% | (25) | - | (4) | - | (5) | $1 \%$ | (12) | 94\% (969) | 1032 |
| Community: Rural | - | (3) | $1 \%$ | (5) | - | (3) | 1\% | (6) | - | (1) | 97\% (611) | 628 |
| Employ: Private Sector | $2 \%$ | (14) | 4\% | (26) | 1\% | (4) | 1\% | (8) | $2 \%$ | (10) | 90\% (576) | 639 |
| Employ: Government | 7\% | (9) | 1\% | (1) | 1\% | (1) | 4\% | (5) | - | (0) | 87\% (112) | 128 |
| Employ: Self-Employed | 3\% | (5) | 1\% | (2) | 3\% | (6) | - | (1) | 2\% | (3) | 91\% (176) | 193 |
| Employ: Homemaker | 1\% | (1) | - | (0) | 1\% | (2) | - | (0) | - | (0) | 98\% (164) | 167 |
| Employ: Retired | - | (1) | 1\% | (4) | - | (0) | - | (0) | - | (0) | 99\% (521) | 527 |
| Employ: Unemployed | 2\% | (5) | $3 \%$ | (7) | 2\% | (5) | - | (0) | $1 \%$ | (1) | 92\% (225) | 245 |
| Employ: Other | $2 \%$ | (4) | $2 \%$ | (4) | 1\% | (1) | 4\% | (7) | $3 \%$ | (6) | 89\% (185) | 207 |
| Military HH: Yes | $2 \%$ | (7) | $3 \%$ | (9) | 1\% | (2) | 1\% | (5) | - | (1) | 93\% (320) | 343 |
| Military HH: No | $2 \%$ | (34) | 2\% | (40) | 1\% | (25) | 1\% | (17) | $1 \%$ | (20) | 93\% (1722) | 1857 |
| RD/WT: Right Direction | $2 \%$ | (14) | 2\% | (15) | 1\% | (9) | 1\% | (11) | $1 \%$ | (6) | 93\% (782) | 837 |
| RD/WT: Wrong Track | $2 \%$ | (27) | 3\% | (34) | 1\% | (17) | 1\% | (11) | $1 \%$ | (15) | 92\% (1259) | 1363 |
| Trump Job Approve | 1\% | (11) | 1\% | (12) | 1\% | (7) | 1\% | (8) | $1 \%$ | (5) | 95\% (836) | 879 |
| Trump Job Disapprove | $2 \%$ | (28) | $3 \%$ | (30) | 1\% | (15) | 1\% | (13) | $1 \%$ | (15) | 92\% (1099) | 1200 |

Continued on next page

Table HR2_9: Have you seen the following movies?
Jojo Rabbit

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 2\% | (40) | 2\% | (49) | $1 \%$ | (26) | 1\% | (22) | 1\% | (21) | 93\% (2041) | 2200 |
| Trump Job Strongly Approve | 2\% | (7) | $1 \%$ | (7) | $1 \%$ | (6) | 2\% | (7) | - | (1) | 94\% (447) | 476 |
| Trump Job Somewhat Approve | 1\% | (4) | $1 \%$ | (5) | - | (1) | - | (1) | $1 \%$ | (3) | 96\% (389) | 403 |
| Trump Job Somewhat Disapprove | 1\% | (3) | 2\% | (6) | $4 \%$ | (10) | - | (1) | 2\% | (5) | 90\% (231) | 255 |
| Trump Job Strongly Disapprove | 3\% | (25) | 3\% | (24) | 1\% | (5) | 1\% | (12) | 1\% | (10) | 92\% (868) | 945 |
| Favorable of Trump | 2\% | (15) | 2\% | (14) | 1\% | (7) | 1\% | (7) | 1\% | (9) | 94\% (827) | 880 |
| Unfavorable of Trump | 2\% | (22) | 3\% | (33) | 1\% | (10) | 1\% | (13) | 1\% | (11) | 93\% (1106) | 1194 |
| Very Favorable of Trump | 1\% | (6) | 2\% | (10) | 1\% | (6) | 1\% | (5) | 1\% | (3) | 94\% (474) | 503 |
| Somewhat Favorable of Trump | 2\% | (9) | $1 \%$ | (5) | - | (1) | - | (2) | 2\% | (6) | 94\% (353) | 376 |
| Somewhat Unfavorable of Trump | $2 \%$ | (3) | 1\% | (3) | $1 \%$ | (2) | 1\% | (2) | - | (1) | 95\% (185) | 196 |
| Very Unfavorable of Trump | 2\% | (19) | 3\% | (30) | 1\% | (8) | 1\% | (12) | 1\% | (10) | 92\% (921) | 999 |
| \#1 Issue: Economy | 2\% | (10) | 3\% | (16) | $2 \%$ | (13) | 2\% | (11) | 1\% | (4) | 90\% (509) | 564 |
| \#1 Issue: Security | $3 \%$ | (16) | $1 \%$ | (7) | 1\% | (3) | - | (2) | $2 \%$ | (10) | 92\% (460) | 498 |
| \#1 Issue: Health Care | 1\% | (4) | 2\% | (9) | 3\% | (9) | 1\% | (4) | - | (0) | 93\% (328) | 354 |
| \#1 Issue: Medicare / Social Security | 1\% | (2) | 2\% | (6) | - | (0) | - | (0) | - | (0) | 97\% (316) | 324 |
| \#1 Issue: Women's Issues | - | (0) | $3 \%$ | (3) | - | (0) | - | (0) | 1\% | (1) | 96\% (104) | 108 |
| \#1 Issue: Education | 5\% | (5) | 2\% | (2) | $1 \%$ | (1) | - | (0) | 1\% | (1) | 91\% (92) | 101 |
| \#1 Issue: Energy | 2\% | (3) | $3 \%$ | (4) | - | (0) | 4\% | (5) | 2\% | (3) | 89\% (113) | 128 |
| \#1 Issue: Other | 1\% | (1) | 1\% | (2) | - | (0) | 1\% | (1) | 1\% | (1) | 96\% (119) | 124 |
| 2018 House Vote: Democrat | 3\% | (22) | 3\% | (23) | 1\% | (8) | 2\% | (16) | 1\% | (10) | 90\% (704) | 782 |
| 2018 House Vote: Republican | 1\% | (5) | 2\% | (13) | 1\% | (6) | 1\% | (3) | 1\% | (4) | 95\% (589) | 621 |
| 2018 House Vote: Someone else | $2 \%$ | (1) | $1 \%$ | (1) | $2 \%$ | (1) | - | (0) | - | (0) | 96\% (72) | 75 |
| 2016 Vote: Hillary Clinton | 2\% | (13) | 3\% | (21) | 1\% | (6) | 2\% | (15) | $2 \%$ | (11) | 91\% (639) | 706 |
| 2016 Vote: Donald Trump | 1\% | (7) | 2\% | (13) | 1\% | (8) | - | (3) | 1\% | (4) | 95\% (643) | 678 |
| 2016 Vote: Other | - | (0) | $1 \%$ | (1) | 1\% | (2) | - | (0) | - | (0) | 97\% (113) | 116 |
| 2016 Vote: Didn't Vote | 3\% | (20) | $2 \%$ | (14) | 1\% | (10) | - | (3) | 1\% | (6) | 92\% (644) | 698 |

Continued on next page

Table HR2_9: Have you seen the following movies?
Jojo Rabbit

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 2\% | (40) | 2\% | (49) | 1\% | (26) | 1\% | (22) | 1\% | (21) |  | (2041) | 2200 |
| Voted in 2014: Yes | 1\% | (18) | 2\% | (32) | 1\% | (14) | 1\% | (17) | 1\% | (14) | 93\% | (1205) | 1299 |
| Voted in 2014: No | 2\% | (22) | 2\% | (17) | 1\% | (13) | 1\% | (5) | 1\% | (7) | 93\% | (837) | 901 |
| 2012 Vote: Barack Obama | 2\% | (13) | 3\% | (20) | 1\% | (7) | 2\% | (16) | 1\% | (11) | 92\% | (724) | 791 |
| 2012 Vote: Mitt Romney | 1\% | (3) | 2\% | (11) | 1\% | (6) | - | (1) | 1\% | (4) | 95\% | (490) | 516 |
| 2012 Vote: Other | 2\% | (2) | 1\% | (1) | - | (0) | - | (0) | - | (0) | 97\% | (87) | 90 |
| 2012 Vote: Didn't Vote | 3\% | (22) | 2\% | (17) | 2\% | (13) | 1\% | (5) | 1\% | (6) | 92\% | (740) | 803 |
| 4-Region: Northeast | 2\% | (7) | 2\% | (6) | 3\% | (10) | 2\% | (9) | 1\% | (4) | 91\% | (357) | 394 |
| 4-Region: Midwest | 1\% | (5) | 3\% | (12) | 1\% | (3) | - | (1) | 1\% | (5) | 95\% | (437) | 462 |
| 4-Region: South | 2\% | (15) | 2\% | (18) | 2\% | (14) | - | (2) | - | (3) | 94\% | (772) | 824 |
| 4-Region: West | 3\% | (14) | 3\% | (13) | - | (0) | 2\% | (9) | 2\% | (8) | 91\% | (475) | 520 |
| Watch TV: Every day | 1\% | (14) | 2\% | (23) | 1\% | (9) | 2\% | (19) | 1\% | (15) | 92\% | (966) | 1045 |
| Watch TV: Several times per week | 3\% | (14) | 4\% | (19) | - | (1) | - | (1) | 1\% | (5) | 92\% | (477) | 517 |
| Watch TV: About once per week | 7\% | (10) | $1 \%$ | (1) | 7\% | (11) | 1\% | (2) | 1\% | (1) | 83\% | (121) | 145 |
| Watch TV: Several times per month | 2\% | (3) | 3\% | (4) | 4\% | (5) | - | (0) | - | (0) | 90\% | (109) | 121 |
| Watch TV: About once per month | - | (0) | - | (0) | - | (0) | - | (0) | - | (0) | 100\% | (55) | 55 |
| Watch TV: Less often than once per month | - | (0) | $1 \%$ | (1) | - | (0) | - | (0) | - | (0) | 99\% | (90) | 91 |
| Watch TV: Never | - | (0) | 1\% | (1) | - | (0) | - | (0) | - | (0) | 99\% | (224) | 225 |
| Watch Movies: Every day | 4\% | (14) | 2\% | (8) | 1\% | (3) | 5\% | (18) | 4\% | (12) | 84\% | (298) | 353 |
| Watch Movies: Several times per week | 3\% | (15) | 5\% | (26) | 2\% | (12) | 1\% | (3) | - | (2) | 90\% | (520) | 579 |
| Watch Movies: About once per week | 2\% | (6) | 1\% | (6) | 2\% | (7) | - | (1) | - | (1) | 95\% | (373) | 394 |
| Watch Movies: Several times per month | 1\% | (3) | 2\% | (5) | 2\% | (5) | - | (0) | - | (1) | 95\% | (244) | 257 |
| Watch Movies: About once per month | 1\% | (2) | $1 \%$ | (1) | - | (1) | - | (0) | 2\% | (3) | 96\% | (192) | 199 |
| Watch Movies: Less often than once per month | - | (0) | - | (1) | - | (0) | - | (0) | - | (1) | 99\% | (169) | 170 |
| Watch Movies: Never | - | (0) | $1 \%$ | (2) | - | (0) | - | (0) | - | (0) | 99\% | (245) | 247 |

Continued on next page

Table HR2_9: Have you seen the following movies?
Jojo Rabbit


Continued on next page

Table HR2_9: Have you seen the following movies?
Jojo Rabbit

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 2\% | (40) | $2 \%$ | (49) | 1\% | (26) | $1 \%$ | (22) | 1\% | (21) | 93\% (2041) | 2200 |
| Fashion: An avid fan | 3\% | (10) | $4 \%$ | (11) | 1\% | (3) | $4 \%$ | (11) | 3\% | (9) | 85\% (244) | 287 |
| Fashion: A casual fan | 3\% | (24) | $3 \%$ | (29) | $2 \%$ | (14) |  | (11) | 1\% | (6) | 90\% (745) | 828 |
| Fashion: Not a fan | 1\% | (7) | $1 \%$ | (10) | 1\% | (9) | - | (0) | 1\% | (6) | 97\% (1052) | 1084 |

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

Table HR2_10: Have you seen the following movies? The Irishman

| Demographic | Yes, via a streaming service, such as Netflix or Hulu | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% (340) | 3\% | (62) | 1\% | (28) | 1\% | (30) | 2\% | (42) | 77\% (1698) | 2200 |
| Gender: Male | 20\% (212) | 4\% | (44) | 2\% | (22) | 2\% | (19) | 3\% | (27) | 70\% (738) | 1062 |
| Gender: Female | 11\% (128) | 2\% | (18) | 1\% | (7) | 1\% | (11) | 1\% | (15) | 84\% (960) | 1138 |
| Age: 18-29 | 16\% (66) | 2\% | (9) | 3\% | (13) | 4\% | (16) | 3\% | (13) | 72\% (305) | 422 |
| Age: 30-44 | 22\% (128) | 5\% | (27) | 2\% | (11) | 1\% | (9) | 2\% | (13) | 68\% (402) | 591 |
| Age: 45-54 | 12\% (36) | 3\% | (10) | 1\% | (3) | - | (1) | 2\% | (7) | 81\% (244) | 300 |
| Age: 55-64 | $14 \% \quad$ (61) | 2\% | (10) | - | (2) | 1\% | (4) | 1\% | (5) | 82\% (368) | 450 |
| Age: 65+ | 11\% (48) | 1\% | (6) | - | (0) | - | (0) | 1\% | (4) | 87\% (378) | 436 |
| Generation Z: 18-22 | 16\% (27) | 1\% | (2) | 3\% | (5) | 3\% | (4) | 1\% | (2) | 75\% (125) | 166 |
| Millennial: Age 23-38 | 20\% (126) | 4\% | (23) | 2\% | (14) | 3\% | (17) | 2\% | (15) | 69\% (444) | 639 |
| Generation X: Age 39-54 | 15\% (78) | 4\% | (21) | 1\% | (7) | 1\% | (4) | 3\% | (16) | 75\% (383) | 508 |
| Boomers: Age 55-73 | 13\% (101) | 2\% | (15) | - | (2) | 1\% | (4) | 1\% | (8) | 83\% (637) | 768 |
| PID: Dem (no lean) | 16\% (128) | 3\% | (26) | 1\% | (12) | 2\% | (17) | 3\% | (22) | 75\% (601) | 806 |
| PID: Ind (no lean) | 17\% (117) | 3\% | (21) | 1\% | (4) | 1\% | (6) | 1\% | (9) | 77\% (537) | 694 |
| PID: Rep (no lean) | 13\% (95) | 2\% | (15) | 2\% | (13) | 1\% | (7) | 2\% | (11) | 80\% (559) | 700 |
| PID/Gender: Dem Men | 20\% (76) | 5\% | (17) | 3\% | (10) | 2\% | (8) | 4\% | (16) | 66\% (245) | 373 |
| PID/Gender: Dem Women | 12\% (52) | 2\% | (8) | - | (2) | 2\% | (9) | 1\% | (6) | 82\% (356) | 433 |
| PID/Gender: Ind Men | 22\% (79) | 4\% | (15) | - | (1) | 1\% | (4) | 2\% | (6) | 70\% (247) | 352 |
| PID/Gender: Ind Women | 11\% (38) | 2\% | (6) | 1\% | (3) | - | (1) | 1\% | (4) | 85\% (290) | 342 |
| PID/Gender: Rep Men | 17\% (57) | 3\% | (11) | 3\% | (11) | 2\% | (6) | 2\% | (5) | 73\% (246) | 337 |
| PID/Gender: Rep Women | 10\% (37) | 1\% | (4) | 1\% | (2) | - | (1) | 2\% | (6) | 86\% (313) | 363 |
| Ideo: Liberal (1-3) | 17\% (105) | 4\% | (24) | 1\% | (8) | 1\% | (8) | 4\% | (27) | 72\% (441) | 614 |
| Ideo: Moderate (4) | 16\% (91) | 4\% | (21) | 2\% | (11) | 3\% | (15) | 1\% | (5) | 74\% (411) | 554 |
| Ideo: Conservative (5-7) | 14\% (105) | 2\% | (17) | 1\% | (6) | - | (3) | 1\% | (8) | 81\% (593) | 732 |
| Educ: < College | 15\% (227) | 2\% | (35) | 1\% | (17) | 1\% | (19) | 2\% | (26) | 79\% (1188) | 1512 |
| Educ: Bachelors degree | 17\% (75) | 4\% | (18) | 2\% | (9) | 2\% | (7) | 1\% | (6) | 74\% (329) | 444 |
| Educ: Post-grad | 15\% (38) | 4\% | (9) | 1\% | (3) | 1\% | (3) | 4\% | (10) | 74\% (181) | 244 |

[^12]Table HR2_10: Have you seen the following movies?
The Irishman

| Demographic | Yes, via a streaming service, such as Netflix or Hulu | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% (340) | 3\% | (62) | 1\% | (28) | 1\% | (30) | 2\% | (42) | 77\% (1698) | 2200 |
| Income: Under 50k | 13\% (160) | 2\% | (27) | 1\% | (16) | 1\% | (14) | $2 \%$ | (20) | 81\% (1012) | 1250 |
| Income: 50k-100k | 21\% (147) | 4\% | (25) | 1\% | (9) | 1\% | (8) | $2 \%$ | (16) | 71\% (496) | 702 |
| Income: 100k+ | 13\% (33) | 4\% | (11) | 1\% | (3) | 3\% | (8) | $2 \%$ | (5) | 76\% (189) | 249 |
| Ethnicity: White | 15\% (260) | 3\% | (44) | 1\% | (20) | 1\% | (24) | $2 \%$ | (31) | 78\% (1342) | 1722 |
| Ethnicity: Hispanic | 21\% (74) | 5\% | (19) | 4\% | (15) | $4 \%$ | (14) | $4 \%$ | (15) | 61\% (212) | 349 |
| Ethnicity: Afr. Am. | 11\% (31) | 3\% | (8) | 1\% | (3) | $2 \%$ | (5) | $2 \%$ | (4) | 81\% (222) | 274 |
| Ethnicity: Other | 24\% (48) | 5\% | (10) | 2\% | (5) | - | (1) | $3 \%$ | (6) | 66\% (134) | 204 |
| Community: Urban | 15\% (81) | 4\% | (20) | 3\% | (14) | 3\% | (16) | $2 \%$ | (13) | 73\% (396) | 540 |
| Community: Suburban | 18\% (185) | $3 \%$ | (34) | 1\% | (11) | 1\% | (12) | $2 \%$ | (21) | 75\% (769) | 1032 |
| Community: Rural | $12 \% \quad$ (73) | $1 \%$ | (8) | 1\% | (3) | - | (2) | $1 \%$ | (8) | 85\% (532) | 628 |
| Employ: Private Sector | 20\% (127) | $4 \%$ | (26) | 2\% | (12) | 2\% | (11) | $3 \%$ | (19) | 70\% (444) | 639 |
| Employ: Government | $14 \% \quad$ (17) | 2\% | (2) | 2\% | (2) | 6\% | (8) | 7\% | (9) | 70\% (89) | 128 |
| Employ: Self-Employed | 24\% (47) | $3 \%$ | (5) | 3\% | (5) | $2 \%$ | (3) | $1 \%$ | (3) | 67\% (130) | 193 |
| Employ: Homemaker | 12\% (20) | 1\% | (2) | 2\% | (3) | 1\% | (2) | - | (0) | 84\% (140) | 167 |
| Employ: Retired | 11\% (56) | 2\% | (10) | - | (2) | - | (2) | $1 \%$ | (4) | 86\% (452) | 527 |
| Employ: Unemployed | 16\% (38) | 4\% | (11) | 2\% | (4) | - | (0) | - | (1) | 78\% (190) | 245 |
| Employ: Other | 11\% (22) | $1 \%$ | (2) | - | (0) | 1\% | (2) | 3\% | (5) | 85\% (176) | 207 |
| Military HH: Yes | 13\% (43) | 4\% | (13) | 2\% | (6) | - | (1) | 3\% | (9) | 79\% (271) | 343 |
| Military HH: No | 16\% (297) | $3 \%$ | (50) | 1\% | (23) | 2\% | (28) | $2 \%$ | (33) | 77\% (1427) | 1857 |
| RD/WT: Right Direction | 13\% (107) | 3\% | (28) | 2\% | (14) | $2 \%$ | (13) | $2 \%$ | (18) | 79\% (658) | 837 |
| RD/WT: Wrong Track | 17\% (233) | $3 \%$ | (34) | 1\% | (15) | 1\% | (17) | $2 \%$ | (24) | 76\% (1040) | 1363 |
| Trump Job Approve | $14 \% \quad$ (122) | $3 \%$ | (23) | 1\% | (8) | 1\% | (10) | 2\% | (19) | 79\% (697) | 879 |
| Trump Job Disapprove | 17\% (205) | $3 \%$ | (31) | 2\% | (20) | $2 \%$ | (20) | $2 \%$ | (23) | 75\% (902) | 1200 |

Continued on next page

Table HR2_10: Have you seen the following movies? The Irishman


Continued on next page

Table HR2_10: Have you seen the following movies?
The Irishman

| Demographic | Yes, via a streaming service, such as Netflix or Hulu | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% (340) | $3 \%$ | (62) | $1 \%$ | (28) | 1\% | (30) | $2 \%$ | (42) | 77\% | (1698) | 2200 |
| Voted in 2014: Yes | 17\% (220) | 3\% | (38) | 1\% | (18) | $1 \%$ | (18) | 2\% | (22) | 76\% | (983) | 1299 |
| Voted in 2014: No | 13\% (120) | 3\% | (24) | 1\% | (10) | 1\% | (11) | $2 \%$ | (20) | 79\% | (714) | 901 |
| 2012 Vote: Barack Obama | 18\% (141) | 3\% | (27) | 1\% | (9) | 2\% | (16) | $2 \%$ | (20) | 73\% | (578) | 791 |
| 2012 Vote: Mitt Romney | 14\% (72) | 2\% | (10) | 1\% | (6) | 1\% | (3) | 1\% | (5) | 81\% | (421) | 516 |
| 2012 Vote: Other | 19\% (17) | 2\% | (2) | - | (0) | - | (0) | - | (0) | 79\% | (71) | 90 |
| 2012 Vote: Didn't Vote | $14 \%$ (110) | 3\% | (24) | $2 \%$ | (13) | 1\% | (11) | $2 \%$ | (17) | 78\% | (629) | 803 |
| 4-Region: Northeast | $18 \%$ (70) | $3 \%$ | (11) | 3\% | (12) | 3\% | (12) | $2 \%$ | (9) | 71\% | (280) | 394 |
| 4-Region: Midwest | $14 \%$ (67) | 1\% | (6) | - | (1) | 1\% | (6) | $1 \%$ | (3) | 82\% | (380) | 462 |
| 4-Region: South | 14\% (116) | 3\% | (21) | $2 \%$ | (13) | 1\% | (8) | 1\% | (10) | 80\% | (656) | 824 |
| 4-Region: West | 17\% (86) | 5\% | (24) |  | (2) | 1\% | (4) | $4 \%$ | (20) | 74\% | (382) | 520 |
| Watch TV: Every day | 17\% (173) | 3\% | (35) | $2 \%$ | (19) | 2\% | (16) | $2 \%$ | (20) | 75\% | (782) | 1045 |
| Watch TV: Several times per week | 21\% (107) | 3\% | (16) | 1\% | (3) | 1\% | (7) | 1\% | (7) | 73\% | (378) | 517 |
| Watch TV: About once per week | 19\% (27) | $2 \%$ | (3) | 1\% | (2) | 3\% | (4) | $5 \%$ | (8) | 70\% | (102) | 145 |
| Watch TV: Several times per month | 7\% (8) | $4 \%$ | (5) | $4 \%$ | (5) | $2 \%$ | (3) | 3\% | (4) | 79\% | (96) | 121 |
| Watch TV: About once per month | 12\% (7) | - | (0) | - | (0) | - | (0) | 5\% | (2) | 84\% | (46) | 55 |
| Watch TV: Less often than once per month | 6\% (5) | $1 \%$ | (1) | - | (0) | 1\% | (1) | 1\% | (0) | 93\% | (85) | 91 |
| Watch TV: Never | 6\% (13) | 1\% | (3) | - | (0) | - | (0) | - | (0) | 93\% | (210) | 225 |
| Watch Movies: Every day | 22\% (77) | 5\% | (18) | 3\% | (10) | 3\% | (9) | $4 \%$ | (16) | 63\% | (223) | 353 |
| Watch Movies: Several times per week | 24\% (137) | $4 \%$ | (23) | 1\% | (8) | 1\% | (7) | $3 \%$ | (14) | 67\% | (390) | 579 |
| Watch Movies: About once per week | 18\% (71) | 2\% | (9) | 1\% | (3) | 1\% | (2) | 1\% | (3) | 77\% | (305) | 394 |
| Watch Movies: Several times per month | 11\% (28) | 2\% | (5) | $2 \%$ | (5) | 3\% | (7) | 1\% | (2) | 82\% | (211) | 257 |
| Watch Movies: About once per month | 8\% (15) | 2\% | (4) | 1\% | (1) | 2\% | (3) | 1\% | (3) | 87\% | (172) | 199 |
| Watch Movies: Less often than once per month | 4\% (7) | - | (1) | - | (0) | - | (1) | 1\% | (1) | 94\% | (161) | 170 |
| Watch Movies: Never | 2\% (4) | $1 \%$ | (3) | 1\% | (1) | - | (1) | 1\% | (2) | 95\% | (236) | 247 |

Continued on next page

Table HR2_10: Have you seen the following movies? The Irishman

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% | (340) | 3\% | (62) | 1\% | (28) | 1\% | (30) | 2\% | (42) | 77\% | (1698) | 2200 |
| Watch Sporting Events: Every day | 32\% | (44) | 8\% | (10) | 6\% | (8) | 9\% | (12) | 6\% | (8) | 39\% | (54) | 137 |
| Watch Sporting Events: Several times per week | 20\% | (75) | 3\% | (13) | 1\% | (5) | - | (1) | 3\% | (11) | 72\% | (267) | 373 |
| Watch Sporting Events: About once per week | 18\% | (54) | 3\% | (10) | 3\% | (8) | 1\% | (4) | 2\% | (7) | 73\% | (224) | 308 |
| Watch Sporting Events: Several times per month | 20\% | (28) | 8\% | (12) | 1\% | (1) | 4\% | (6) | 1\% | (1) | 66\% | (94) | 142 |
| Watch Sporting Events: About once per month | 10\% | (12) | 4\% | (5) | 2\% | (3) | 1\% | (2) | 1\% | (1) | 82\% | (102) | 126 |
| Watch Sporting Events: Less often than once per month | 19\% | (56) | 2\% | (6) | - | (1) | 1\% | (2) | 1\% | (4) | 77\% | (226) | 295 |
| Watch Sporting Events: Never | 8\% | (69) | 1\% | (7) | - | (3) | - | (3) | 1\% | (9) | 89\% | (731) | 820 |
| Cable TV: Currently subscribe | 15\% | (154) | 5\% | (48) | 2\% | (18) | 1\% | (14) | 1\% | (14) | 76\% | (769) | 1018 |
| Cable TV: Subscribed in past | 20\% | (147) | 1\% | (11) | 1\% | (4) | 2\% | (11) | 3\% | (21) | 74\% | (541) | 735 |
| Cable TV: Never subscribed | 9\% | (39) | 1\% | (3) | 1\% | (6) | 1\% | (5) | 2\% | (7) | 87\% | (387) | 447 |
| Satellite TV: Currently subscribe | 13\% | (54) | 4\% | (14) | 2\% | (10) | 3\% | (11) | 3\% | (11) | 75\% | (303) | 403 |
| Satellite TV: Subscribed in past | 22\% | (132) | $3 \%$ | (18) | 1\% | (5) | 1\% | (7) | 4\% | (23) | 69\% | (417) | 602 |
| Satellite TV: Never subscribed | 13\% | (154) | 3\% | (30) | 1\% | (13) | 1\% | (12) | $1 \%$ | (8) | 82\% | (978) | 1195 |
| Streaming Services: Currently subscribe | 23\% | (300) | 3\% | (42) | 2\% | (21) | 1\% | (19) | 2\% | (23) | 69\% | (915) | 1321 |
| Streaming Services: Subscribed in past | 8\% | (19) | 7\% | (17) | 1\% | (3) | 3\% | (7) | 5\% | (11) | 75\% | (170) | 226 |
| Streaming Services: Never subscribed | 3\% | (21) | 1\% | (4) | 1\% | (4) | 1\% | (4) | 1\% | (8) | 94\% | (613) | 654 |
| Film: An avid fan | 23\% | (162) | 6\% | (40) | 1\% | (11) | 2\% | (12) | 2\% | (18) | 66\% | (467) | 711 |
| Film: A casual fan | 14\% | (165) | 2\% | (22) | 1\% | (17) | 1\% | (17) | 2\% | (24) | 79\% | (946) | 1192 |
| Film: Not a fan | 4\% | (12) |  | (0) | - | (1) | - | (0) | - | (0) | 96\% | (284) | 298 |
| Television: An avid fan | 16\% | (175) | 5\% | (50) | 1\% | (15) | 2\% | (18) | 2\% | (19) | 74\% | (793) | 1071 |
| Television: A casual fan | 16\% | (156) | 1\% | (9) | 1\% | (13) | 1\% | (9) | $2 \%$ | (22) | 78\% | (757) | 967 |
| Television: Not a fan | 5\% | (8) | 2\% | (3) | - | (0) | 2\% | (3) | - | (0) | 91\% | (148) | 162 |
| Music: An avid fan | 18\% | (189) | 4\% | (45) | 2\% | (17) | 1\% | (14) | 2\% | (19) | 73\% | (748) | 1031 |
| Music: A casual fan | 13\% | (128) | 2\% | (17) | 1\% | (12) | 1\% | (11) | 2\% | (20) | 81\% | (808) | 995 |
| Music: Not a fan | 13\% | (23) | - | (1) | - | (0) | 3\% | (5) | 2\% | (4) | 81\% | (141) | 173 |

Continued on next page

Table HR2_10: Have you seen the following movies?
The Irishman

| Demographic | Yes, via a streaming service, such as Netflix or Hulu | Yes, at a movie <br> theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 15\% (340) | 3\% | (62) | 1\% | (28) | 1\% | (30) | 2\% | (42) | 77\% | (1698) | 2200 |
| Fashion: An avid fan | 17\% (49) | 3\% | (9) | 4\% | (10) | 3\% | (8) | 6\% | (18) | 68\% | (194) | 287 |
| Fashion: A casual fan | 17\% (140) | 3\% | (28) | 2\% | (14) | 2\% | (14) | 2\% | (18) | 74\% | (614) | 828 |
| Fashion: Not a fan | $14 \% \quad$ (151) | 2\% | (26) | - | (5) | 1\% | (8) | 1\% | (6) | 82\% | (890) | 1084 |

[^13]Table HR2_11: Have you seen the following movies?
Marriage Story

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 4\% | (91) | $1 \%$ | (24) | 1\% | (19) | 1\% | (17) | 2\% | (44) | 91\% (2006) | 2200 |
| Gender: Male | 5\% | (50) | 1\% | (8) | 1\% | (14) | 1\% | (14) | 3\% | (29) | 89\% (947) | 1062 |
| Gender: Female | 4\% | (41) | $1 \%$ | (15) | - | (5) | - | (3) | 1\% | (15) | 93\% (1058) | 1138 |
| Age: 18-29 | 6\% | (24) | 2\% | (9) | 1\% | (5) | 2\% | (10) | 4\% | (18) | 84\% (356) | 422 |
| Age: 30-44 | 7\% | (38) | 2\% | (13) | 2\% | (12) | 1\% | (4) | 3\% | (17) | 86\% (506) | 591 |
| Age: 45-54 | 3\% | (10) | - | (1) | - | (1) | - | (2) | 3\% | (9) | 93\% (278) | 300 |
| Age: 55-64 | 3\% | (12) | - | (1) | - | (0) | - | (0) | - | (0) | 97\% (437) | 450 |
| Age: 65+ | 1\% | (6) | - | (0) | - | (1) | - | (1) | - | (0) | 98\% (428) | 436 |
| Generation Z: 18-22 | 9\% | (14) | $3 \%$ | (6) | - | (0) | - | (0) | - | (0) | 88\% (146) | 166 |
| Millennial: Age 23-38 | 6\% | (37) | 2\% | (14) | 2\% | (11) | 2\% | (14) | 4\% | (24) | 84\% (539) | 639 |
| Generation X: Age 39-54 | 4\% | (22) | $1 \%$ | (3) | 1\% | (6) | - | (2) | 4\% | (20) | 90\% (455) | 508 |
| Boomers: Age 55-73 | 2\% | (18) | - | (1) | - | (1) | - | (0) | - | (0) | 97\% (747) | 768 |
| PID: Dem (no lean) | 6\% | (49) | 1\% | (12) | 1\% | (9) | 1\% | (8) | 3\% | (27) | 87\% (701) | 806 |
| PID: Ind (no lean) | 4\% | (26) | $1 \%$ | (6) | 1\% | (4) | 1\% | (5) | 1\% | (7) | 93\% (646) | 694 |
| PID: Rep (no lean) | 2\% | (15) | $1 \%$ | (7) | 1\% | (6) | - | (3) | 1\% | (9) | 94\% (659) | 700 |
| PID/Gender: Dem Men | 7\% | (26) | 1\% | (3) | 2\% | (7) | 2\% | (6) | 6\% | (24) | 82\% (307) | 373 |
| PID/Gender: Dem Women | 5\% | (24) | 2\% | (8) | - | (2) | - | (2) | 1\% | (4) | 91\% (394) | 433 |
| PID/Gender: Ind Men | 4\% | (14) | $1 \%$ | (2) | - | (1) | 1\% | (5) | 1\% | (4) | 93\% (327) | 352 |
| PID/Gender: Ind Women | 3\% | (12) | 1\% | (3) | 1\% | (3) | - | (1) | 1\% | (4) | 93\% (319) | 342 |
| PID/Gender: Rep Men | 3\% | (10) | $1 \%$ | (3) | 2\% | (6) | 1\% | (3) | - | (2) | 93\% (314) | 337 |
| PID/Gender: Rep Women | 2\% | (6) | 1\% | (4) | - | (1) | - | (1) | 2\% | (8) | 95\% (345) | 363 |
| Ideo: Liberal (1-3) | 7\% | (42) | 1\% | (9) | 1\% | (7) | 1\% | (6) | 3\% | (21) | 86\% (529) | 614 |
| Ideo: Moderate (4) | 3\% | (19) | 2\% | (10) | - | (1) | 1\% | (8) | 2\% | (11) | 91\% (506) | 554 |
| Ideo: Conservative (5-7) | 3\% | (20) | $1 \%$ | (5) | 1\% | (6) | - | (1) | 1\% | (9) | 94\% (691) | 732 |
| Educ: < College | 3\% | (47) | 1\% | (12) | 1\% | (11) | 1\% | (9) | 2\% | (27) | 93\% (1406) | 1512 |
| Educ: Bachelors degree | 5\% | (20) | $2 \%$ | (9) | 1\% | (6) | - | (1) | 2\% | (9) | 89\% (397) | 444 |
| Educ: Post-grad | 10\% | (24) | $1 \%$ | (2) | 1\% | (2) | 2\% | (6) | 3\% | (8) | 83\% (203) | 244 |

Continued on next page

Table HR2_11: Have you seen the following movies?
Marriage Story

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 4\% | (91) | 1\% | (24) | 1\% | (19) | 1\% | (17) | 2\% | (44) | 91\% (2006) | 2200 |
| Income: Under 50k | $3 \%$ | (35) | 1\% | (12) | 1\% | (11) | - | (3) | 2\% | (26) | 93\% (1162) | 1250 |
| Income: 50k-100k | 6\% | (42) | 1\% | (9) | 1\% | (6) | 2\% | (13) | 2\% | (13) | 88\% (619) | 702 |
| Income: 100k+ | 5\% | (14) | $1 \%$ | (2) | 1\% | (2) | 1\% | (2) | 2\% | (5) | 90\% (225) | 249 |
| Ethnicity: White | 4\% | (66) | $1 \%$ | (14) | 1\% | (11) | 1\% | (14) | 2\% | (27) | 92\% (1589) | 1722 |
| Ethnicity: Hispanic | 9\% | (30) | 2\% | (6) | 3\% | (9) | 3\% | (9) | 7\% | (26) | 77\% (269) | 349 |
| Ethnicity: Afr. Am. | 2\% | (5) | 2\% | (5) | $2 \%$ | (4) | - | (1) | 1\% | (3) | 94\% (257) | 274 |
| Ethnicity: Other | 10\% | (20) | 2\% | (4) | 2\% | (4) | 1\% | (1) | 7\% | (15) | 78\% (160) | 204 |
| Community: Urban | 6\% | (33) | 2\% | (8) | $2 \%$ | (11) | 2\% | (13) | $4 \%$ | (21) | 84\% (454) | 540 |
| Community: Suburban | $4 \%$ | (43) | $1 \%$ | (10) | 1\% | (6) | - | (1) | 2\% | (19) | 92\% (952) | 1032 |
| Community: Rural | 2\% | (15) | 1\% | (5) | - | (2) | - | (2) | 1\% | (4) | 95\% (600) | 628 |
| Employ: Private Sector | 8\% | (49) | 1\% | (4) | 1\% | (7) | 1\% | (8) | 2\% | (13) | 87\% (559) | 639 |
| Employ: Government | 3\% | (4) | $1 \%$ | (2) | - | (0) | $4 \%$ | (5) | 10\% | (12) | 82\% (105) | 128 |
| Employ: Self-Employed | $4 \%$ | (8) | 4\% | (8) | $3 \%$ | (6) | - | (0) | 2\% | (4) | 87\% (168) | 193 |
| Employ: Homemaker | $3 \%$ | (6) | 3\% | (5) | 1\% | (1) | 1\% | (2) | 1\% | (1) | 91\% (152) | 167 |
| Employ: Retired | 1\% | (5) | - | (0) | 1\% | (3) | - | (1) | - | (1) | 98\% (517) | 527 |
| Employ: Unemployed | 3\% | (8) | 1\% | (3) | - | (1) | - | (0) | 1\% | (2) | 94\% (231) | 245 |
| Employ: Other | $2 \%$ | (4) | $1 \%$ | (3) | $1 \%$ | (2) | - | (1) | 5\% | (11) | 90\% (186) | 207 |
| Military HH: Yes | $2 \%$ | (6) | - | (1) | 1\% | (3) | 2\% | (5) | 1\% | (5) | 94\% (322) | 343 |
| Military HH: No | 5\% | (84) | 1\% | (23) | 1\% | (16) | 1\% | (11) | 2\% | (40) | 91\% (1683) | 1857 |
| RD/WT: Right Direction | 3\% | (23) | 1\% | (6) | 1\% | (7) | 1\% | (11) | 2\% | (16) | 93\% (775) | 837 |
| RD/WT: Wrong Track | $5 \%$ | (68) | 1\% | (18) | $1 \%$ | (12) | - | (5) | 2\% | (29) | 90\% (1231) | 1363 |
| Trump Job Approve | $2 \%$ | (17) | - | (3) | 1\% | (7) | 1\% | (7) | 2\% | (17) | 94\% (829) | 879 |
| Trump Job Disapprove | 6\% | (73) | $2 \%$ | (20) | 1\% | (8) | 1\% | (10) | 2\% | (25) | 89\% (1065) | 1200 |

Continued on next page

Table HR2_11: Have you seen the following movies?
Marriage Story

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $4 \%$ | (91) | $1 \%$ | (24) | 1\% | (19) | 1\% | (17) | 2\% | (44) | 91\% (2006) | 2200 |
| Trump Job Strongly Approve | 2\% | (8) | - | (2) | 1\% | (6) | 1\% | (6) | 3\% | (13) | 92\% (440) | 476 |
| Trump Job Somewhat Approve | 2\% | (9) | - | (0) | - | (1) | - | (1) | 1\% | (4) | 96\% (389) | 403 |
| Trump Job Somewhat Disapprove | 6\% | (14) | 1\% | (4) | - | (0) | - | (1) | 2\% | (4) | 91\% (233) | 255 |
| Trump Job Strongly Disapprove | 6\% | (59) | 2\% | (16) | 1\% | (8) | 1\% | (9) | $2 \%$ | (21) | 88\% (832) | 945 |
| Favorable of Trump | 2\% | (19) | $1 \%$ | (5) | 1\% | (7) | 1\% | (6) | 3\% | (23) | 93\% (820) | 880 |
| Unfavorable of Trump | 6\% | (70) | 1\% | (18) | 1\% | (6) | 1\% | (10) | 1\% | (16) | 90\% (1075) | 1194 |
| Very Favorable of Trump | 2\% | (8) | $1 \%$ | (5) | 1\% | (7) | 1\% | (6) | 2\% | (10) | 93\% (468) | 503 |
| Somewhat Favorable of Trump | 3\% | (11) | - | (0) | - | (1) | - | (0) | $3 \%$ | (13) | 93\% (351) | 376 |
| Somewhat Unfavorable of Trump | 5\% | (9) | 3\% | (5) | - | (0) | 1\% | (2) | - | (1) | 91\% (179) | 196 |
| Very Unfavorable of Trump | 6\% | (61) | 1\% | (13) | $1 \%$ | (6) | 1\% | (8) | $2 \%$ | (15) | 90\% (896) | 999 |
| \#1 Issue: Economy | 5\% | (26) | 1\% | (8) | 2\% | (9) | 1\% | (5) | 1\% | (4) | 91\% (512) | 564 |
| \#1 Issue: Security | 2\% | (10) | $1 \%$ | (7) | 1\% | (5) | - | (1) | $4 \%$ | (19) | 92\% (455) | 498 |
| \#1 Issue: Health Care | 5\% | (19) | $1 \%$ | (5) | 1\% | (3) | 1\% | (5) | $2 \%$ | (7) | 89\% (315) | 354 |
| \#1 Issue: Medicare / Social Security | 1\% | (4) | - | (0) | - | (1) | - | (1) | - | (1) | 98\% (316) | 324 |
| \#1 Issue: Women's Issues | 7\% | (8) | $2 \%$ | (2) | - | (0) | - | (0) | $1 \%$ | (1) | 91\% (98) | 108 |
| \#1 Issue: Education | 9\% | (10) | - | (0) | - | (0) | - | (0) | 6\% | (6) | 84\% (85) | 101 |
| \#1 Issue: Energy | 4\% | (5) | 1\% | (1) | - | (0) | 4\% | (5) | 3\% | (4) | 88\% (113) | 128 |
| \#1 Issue: Other | 7\% | (9) | $1 \%$ | (1) | $1 \%$ | (1) | - | (0) | $2 \%$ | (2) | 89\% (111) | 124 |
| 2018 House Vote: Democrat | 6\% | (48) | 1\% | (9) | 1\% | (7) | 2\% | (12) | 3\% | (26) | 87\% (680) | 782 |
| 2018 House Vote: Republican | 3\% | (17) | $2 \%$ | (10) | $1 \%$ | (6) | 1\% | (3) | 1\% | (4) | 93\% (581) | 621 |
| 2018 House Vote: Someone else | 3\% | (2) | - | (0) | - | (0) | - | (0) | - | (0) | 97\% (72) | 75 |
| 2016 Vote: Hillary Clinton | 6\% | (45) | $1 \%$ | (10) | $1 \%$ | (4) | 2\% | (12) | $2 \%$ | (17) | 88\% (618) | 706 |
| 2016 Vote: Donald Trump | 3\% | (19) | 1\% | (7) | 1\% | (8) | - | (3) | 1\% | (5) | 94\% (636) | 678 |
| 2016 Vote: Other | 3\% | (3) | - | (0) | 1\% | (1) | - | (0) | 1\% | (1) | 95\% (110) | 116 |
| 2016 Vote: Didn't Vote | $3 \%$ | (24) | $1 \%$ | (7) | 1\% | (6) | - | (1) | $3 \%$ | (21) | 92\% (638) | 698 |

Continued on next page

Table HR2_11: Have you seen the following movies?
Marriage Story

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $4 \%$ | (91) | $1 \%$ | (24) | 1\% | (19) | 1\% | (17) | 2\% | (44) | 91\% (2006) | 2200 |
| Voted in 2014: Yes | 4\% | (47) | $1 \%$ | (13) | 1\% | (9) | 1\% | (13) | 2\% | (22) | 92\% (1195) | 1299 |
| Voted in 2014: No | 5\% | (44) | 1\% | (11) | 1\% | (10) | - | (3) | 3\% | (23) | 90\% (810) | 901 |
| 2012 Vote: Barack Obama | 4\% | (35) | $2 \%$ | (13) | 1\% | (5) | 2\% | (13) | 2\% | (17) | 90\% (708) | 791 |
| 2012 Vote: Mitt Romney | 3\% | (15) | - | (1) | 1\% | (6) | - | (0) | 1\% | (3) | 95\% (491) | 516 |
| 2012 Vote: Other | - | (0) | 1\% | (1) | 1\% | (1) | - | (0) | - | (0) | 97\% (87) | 90 |
| 2012 Vote: Didn't Vote | 5\% | (41) | 1\% | (9) | 1\% | (7) | - | (3) | 3\% | (25) | 89\% (718) | 803 |
| 4-Region: Northeast | 7\% | (27) | 1\% | (4) | - | (2) | 2\% | (10) | 2\% | (10) | 87\% (342) | 394 |
| 4-Region: Midwest | $4 \%$ | (18) | - | (2) | 1\% | (3) | - | (1) | 1\% | (5) | 94\% (433) | 462 |
| 4-Region: South | 3\% | (24) | 1\% | (9) | 2\% | (14) | - | (2) | 1\% | (5) | 94\% (771) | 824 |
| 4-Region: West | 4\% | (23) | 2\% | (9) | - | (0) | 1\% | (4) | 5\% | (25) | 88\% (460) | 520 |
| Watch TV: Every day | 5\% | (48) | 1\% | (11) | 1\% | (11) | 1\% | (14) | 2\% | (22) | 90\% (939) | 1045 |
| Watch TV: Several times per week | 7\% | (36) | 1\% | (7) | - | (0) | - | (2) | 1\% | (7) | 90\% (467) | 517 |
| Watch TV: About once per week | $2 \%$ | (3) | 1\% | (1) | $4 \%$ | (6) | - | (0) | 7\% | (10) | 86\% (125) | 145 |
| Watch TV: Several times per month | - | (1) | 5\% | (6) | - | (1) | - | (0) | 1\% | (1) | 94\% (114) | 121 |
| Watch TV: About once per month | $2 \%$ | (1) | - | (0) | $1 \%$ | (1) | - | (0) | 6\% | (3) | 91\% (50) | 55 |
| Watch TV: Less often than once per month | 1\% | (1) | - | (0) | - | (0) | - | (0) | - | (0) | 99\% (91) | 91 |
| Watch TV: Never | 1\% | (1) | - | (0) | 1\% | (1) | - | (1) | 1\% | (2) | 98\% (220) | 225 |
| Watch Movies: Every day | 8\% | (29) | $2 \%$ | (6) | 1\% | (2) | 3\% | (11) | 4\% | (14) | 82\% (291) | 353 |
| Watch Movies: Several times per week | 6\% | (35) | 1\% | (3) | 1\% | (5) | - | (3) | 2\% | (13) | 90\% (520) | 579 |
| Watch Movies: About once per week | 5\% | (20) | 2\% | (7) | 2\% | (9) | - | (2) | 1\% | (3) | 90\% (353) | 394 |
| Watch Movies: Several times per month | 1\% | (4) | 2\% | (6) | - | (0) | - | (1) | 1\% | (1) | 95\% (245) | 257 |
| Watch Movies: About once per month | 1\% | (1) | - | (0) | - | (1) | - | (0) | 5\% | (10) | 94\% (187) | 199 |
| Watch Movies: Less often than once per month | 1\% | (1) | 1\% | (2) | - | (1) | - | (1) | - | (1) | 97\% (166) | 170 |
| Watch Movies: Never | - | (0) | - | (0) | 1\% | (1) | - | (0) | 1\% | (2) | 99\% (244) | 247 |

Continued on next page

Table HR2_11: Have you seen the following movies?
Marriage Story

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 4\% | (91) | $1 \%$ | (24) | 1\% | (19) | 1\% | (17) | 2\% | (44) | 91\% | 006) | 2200 |
| Watch Sporting Events: Every day | $12 \%$ | (17) | 2\% | (2) | 1\% | (2) | 8\% | (11) | 7\% | (10) | 70\% | (95) | 137 |
| Watch Sporting Events: Several times per week | 4\% | (15) | $1 \%$ | (3) | 2\% | (7) | 1\% | (2) | 3\% | (11) | 90\% | (335) | 373 |
| Watch Sporting Events: About once per week | 6\% | (18) | 2\% | (6) | 1\% | (4) | 1\% | (3) | $2 \%$ | (7) | 88\% | (270) | 308 |
| Watch Sporting Events: Several times per month | 3\% | (4) | $1 \%$ | (1) | - | (1) | - | (0) | 3\% | (4) | 93\% | (132) | 142 |
| Watch Sporting Events: About once per month | 3\% | (4) | $3 \%$ | (3) | - | (0) | - | (0) | 1\% | (2) | 93\% | (117) | 126 |
| Watch Sporting Events: Less often than once per month | 5\% | (14) | - | (0) | - | (1) | - | (1) | - | (1) | 94\% | (278) | 295 |
| Watch Sporting Events: Never | 2\% | (19) | $1 \%$ | (8) | 1\% | (4) | - | (0) | $1 \%$ | (9) | 95\% | (779) | 820 |
| Cable TV: Currently subscribe | 5\% | (48) | $1 \%$ | (10) | 1\% | (10) | 1\% | (9) | 1\% | (14) | 91\% | (926) | 1018 |
| Cable TV: Subscribed in past | 5\% | (34) | $1 \%$ | (6) | 1\% | (7) | 1\% | (7) | 3\% | (25) | 89\% | (655) | 735 |
| Cable TV: Never subscribed | 2\% | (9) | 2\% | (7) | 1\% | (2) | - | (1) | 1\% | (5) | 95\% | (424) | 447 |
| Satellite TV: Currently subscribe | 6\% | (23) | 2\% | (8) | 1\% | (6) | 2\% | (8) | 3\% | (14) | 86\% | (345) | 403 |
| Satellite TV: Subscribed in past | 5\% | (32) | $1 \%$ | (9) | 1\% | (6) | 1\% | (8) | $4 \%$ | (22) | 87\% | (526) | 602 |
| Satellite TV: Never subscribed | 3\% | (36) | $1 \%$ | (8) | 1\% | (8) | - | (1) | 1\% | (8) | 95\% | (1135) | 1195 |
| Streaming Services: Currently subscribe | 7\% | (88) | $1 \%$ | (18) | 1\% | (12) | 1\% | (9) | 2\% | (21) | 89\% | (1173) | 1321 |
| Streaming Services: Subscribed in past | 1\% | (1) | $2 \%$ | (4) | 2\% | (4) | 3\% | (7) | 7\% | (16) | 86\% | (194) | 226 |
| Streaming Services: Never subscribed | - | (1) | - | (2) | 1\% | (3) | - | (1) | 1\% | (8) | 98\% | (639) | 654 |
| Film: An avid fan | 7\% | (52) | $2 \%$ | (16) | 1\% | (8) | 1\% | (7) | $3 \%$ | (20) | 85\% | (607) | 711 |
| Film: A casual fan | 3\% | (36) | $1 \%$ | (8) | 1\% | (9) | 1\% | (7) | $2 \%$ | (24) | 93\% | (1107) | 1192 |
| Film: Not a fan | 1\% | (2) | - | (0) | 1\% | (2) | 1\% | (2) | - | (0) | 98\% | (291) | 298 |
| Television: An avid fan | 5\% | (50) | $1 \%$ | (11) | 1\% | (10) | 1\% | (8) | 2\% | (23) | 91\% | (970) | 1071 |
| Television: A casual fan | $4 \%$ | (37) | 1\% | (10) | 1\% | (8) | 1\% | (8) | 2\% | (20) | 91\% | (885) | 967 |
| Television: Not a fan | $2 \%$ | (3) | 2\% | (3) | 1\% | (2) | - | (1) | 1\% | (2) | 93\% | (151) | 162 |
| Music: An avid fan | 5\% | (55) | $1 \%$ | (15) | - | (4) | 1\% | (6) | 2\% | (25) | 90\% | (927) | 1031 |
| Music: A casual fan | 3\% | (32) | 1\% | (6) | 1\% | (14) | 1\% | (9) | $2 \%$ | (18) | 92\% | (916) | 995 |
| Music: Not a fan | $2 \%$ | (3) | $2 \%$ | (3) | - | (1) | 1\% | (2) | 1\% | (2) | 94\% | (163) | 173 |

Continued on next page

Table HR2_11: Have you seen the following movies?
Marriage Story

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $4 \%$ | (91) | 1\% | (24) | 1\% | (19) | $1 \%$ | (17) | 2\% | (44) | $91 \%$ (2006) | 2200 |
| Fashion: An avid fan | 6\% | (18) | $3 \%$ | (10) | 1\% | (2) | 2\% | (5) | 6\% | (18) | 82\% (235) | 287 |
| Fashion: A casual fan | 6\% | (50) | $2 \%$ | (13) | 1\% | (12) | 1\% | (9) | 2\% | (13) | 88\% (732) | 828 |
| Fashion: Not a fan | 2\% | (23) | - | (2) | - | (5) | - | (2) | 1\% | (14) | 96\% (1038) | 1084 |

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

Table HR2_12: Have you seen the following movies?
Ford $v$ Ferrari

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | $\begin{gathered} \text { Yes, on a } \\ \text { cable } \\ \text { channel, such } \\ \text { as Freeform } \\ \text { or Lifetime } \end{gathered}$ |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 3\% | (58) | 6\% | (135) | 1\% | (17) | 1\% | (23) | 2\% | (36) | 88\% | (1931) | 2200 |
| Gender: Male | 4\% | (45) | 9\% | (96) | 1\% | (12) | 2\% | (18) | 2\% | (22) | 82\% | (868) | 1062 |
| Gender: Female | 1\% | (12) | 3\% | (39) | - | (5) | - | (4) | 1\% | (14) | 93\% | (1063) | 1138 |
| Age: 18-29 | 3\% | (13) | 8\% | (32) | 1\% | (5) | 3\% | (13) | 4\% | (15) | 82\% | (345) | 422 |
| Age: 30-44 | 5\% | (32) | 7\% | (41) | - | (3) | 1\% | (6) | 2\% | (12) | 84\% | (496) | 591 |
| Age: 45-54 | 2\% | (6) | 7\% | (21) | 1\% | (3) | - | (1) | 2\% | (7) | 88\% | (263) | 300 |
| Age: 55-64 | 1\% | (3) | 5\% | (21) | 1\% | (6) | - | (2) | 1\% | (2) | 92\% | (415) | 450 |
| Age: 65+ | 1\% | (3) | 5\% | (21) | - | (1) | - | (0) | - | (0) | 94\% | (411) | 436 |
| Generation Z: 18-22 | 3\% | (5) | 9\% | (15) | 2\% | (3) | 1\% | (2) | 1\% | (2) | 84\% | (139) | 166 |
| Millennial: Age 23-38 | $4 \%$ | (28) | 6\% | (36) | - | (2) | 2\% | (15) | 3\% | (17) | 85\% | (541) | 639 |
| Generation X: Age 39-54 | $4 \%$ | (19) | 8\% | (41) | 1\% | (5) | 1\% | (4) | 3\% | (14) | 84\% | (426) | 508 |
| Boomers: Age 55-73 | 1\% | (6) | 5\% | (39) | 1\% | (7) | - | (2) | - | (2) | 93\% | (711) | 768 |
| PID: Dem (no lean) | 3\% | (22) | 6\% | (45) | 1\% | (10) | 1\% | (9) | 3\% | (21) | 87\% | (699) | 806 |
| PID: Ind (no lean) | 3\% | (20) | 6\% | (45) | 1\% | (5) | 1\% | (7) | - | (3) | 89\% | (615) | 694 |
| PID: Rep (no lean) | 2\% | (16) | 6\% | (45) | - | (3) | 1\% | (7) | $2 \%$ | (12) | 88\% | (617) | 700 |
| PID/Gender: Dem Men | 5\% | (20) | 9\% | (34) | 1\% | (5) | 2\% | (9) | $4 \%$ | (16) | 77\% | (288) | 373 |
| PID/Gender: Dem Women | - | (1) | 2\% | (11) | 1\% | (5) | - | (0) | 1\% | (5) | 95\% | (411) | 433 |
| PID/Gender: Ind Men | 4\% | (16) | 9\% | (31) | 1\% | (5) | 1\% | (5) | 1\% | (3) | 83\% | (293) | 352 |
| PID/Gender: Ind Women | 1\% | (4) | 4\% | (13) | - | (0) | 1\% | (2) | - | (0) | 94\% | (322) | 342 |
| PID/Gender: Rep Men | 3\% | (9) | 9\% | (30) | 1\% | (3) | 1\% | (5) | 1\% | (3) | 85\% | (287) | 337 |
| PID/Gender: Rep Women | 2\% | (7) | 4\% | (15) | - | (0) | 1\% | (2) | 2\% | (9) | 91\% | (330) | 363 |
| Ideo: Liberal (1-3) | 2\% | (11) | 7\% | (43) | 1\% | (4) | 1\% | (8) | 3\% | (18) | 86\% | (530) | 614 |
| Ideo: Moderate (4) | 3\% | (14) | 7\% | (39) | 1\% | (4) | 1\% | (8) | 1\% | (4) | 87\% | (485) | 554 |
| Ideo: Conservative (5-7) | 3\% | (20) | 7\% | (48) | 1\% | (6) | 1\% | (4) | 1\% | (8) | 88\% | (646) | 732 |
| Educ: < College | 3\% | (41) | 5\% | (74) | 1\% | (14) | 1\% | (15) | 2\% | (27) | 89\% | (1342) | 1512 |
| Educ: Bachelors degree | 3\% | (11) | 9\% | (39) | - | (2) | 1\% | (4) | 1\% | (5) | 86\% | (382) | 444 |
| Educ: Post-grad | 2\% | (5) | 9\% | (22) | $1 \%$ | (2) | 2\% | (4) | 2\% | (4) | 85\% | (207) | 244 |

[^14]Table HR2_12: Have you seen the following movies?
Ford $v$ Ferrari

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 3\% | (58) | 6\% | (135) | 1\% | (17) | $1 \%$ | (23) | 2\% | (36) | 88\% (1931) | 2200 |
| Income: Under 50k | 3\% | (32) | $4 \%$ | (47) | 1\% | (12) | 1\% | (9) | 2\% | (19) | 90\% (1131) | 1250 |
| Income: 50k-100k | 3\% | (22) | 9\% | (61) | - | (3) | $2 \%$ | (11) | 2\% | (14) | 84\% (591) | 702 |
| Income: 100k+ | 2\% | (4) | 11\% | (28) | 1\% | (2) | 1\% | (3) | 1\% | (3) | 84\% (209) | 249 |
| Ethnicity: White | 2\% | (42) | 6\% | (102) | 1\% | (14) | 1\% | (21) | 1\% | (24) | 88\% (1518) | 1722 |
| Ethnicity: Hispanic | 6\% | (22) | 10\% | (35) | 1\% | (5) | 3\% | (10) | 5\% | (18) | 74\% (259) | 349 |
| Ethnicity: Afr. Am. | 2\% | (5) | 4\% | (12) | 1\% | (3) | - | (1) | 2\% | (7) | 90\% (247) | 274 |
| Ethnicity: Other | 5\% | (11) | 11\% | (22) | - | (1) | - | (0) | 2\% | (5) | 81\% (166) | 204 |
| Community: Urban | 4\% | (22) | 6\% | (31) | $1 \%$ | (7) | 2\% | (11) | 2\% | (13) | 84\% (456) | 540 |
| Community: Suburban | 3\% | (29) | 8\% | (81) | - | (5) | $1 \%$ | (8) | 2\% | (16) | 87\% (893) | 1032 |
| Community: Rural | 1\% | (6) | 4\% | (24) | 1\% | (6) | - | (3) | 1\% | (8) | 93\% (582) | 628 |
| Employ: Private Sector | 4\% | (23) | 7\% | (47) | 1\% | (6) | 2\% | (12) | 3\% | (16) | 84\% (534) | 639 |
| Employ: Government | 2\% | (3) | 7\% | (9) | - | (0) | $4 \%$ | (5) | 7\% | (9) | 79\% (101) | 128 |
| Employ: Self-Employed | 4\% | (8) | 9\% | (17) | 2\% | (3) | 1\% | (2) | 2\% | (5) | 82\% (158) | 193 |
| Employ: Homemaker | - | (1) | 6\% | (10) | - | (1) | $1 \%$ | (2) | - | (0) | 92\% (153) | 167 |
| Employ: Retired | 1\% | (6) | 5\% | (26) | 1\% | (4) | - | (0) | - | (1) | 93\% (491) | 527 |
| Employ: Unemployed | 3\% | (8) | 5\% | (12) | 1\% | (2) | - | (0) | - | (0) | 91\% (222) | 245 |
| Employ: Other | 2\% | (5) | 3\% | (6) | 1\% | (1) | $1 \%$ | (1) | 2\% | (5) | 91\% (189) | 207 |
| Military HH: Yes | 2\% | (8) | 7\% | (25) | 1\% | (3) | 1\% | (4) | 1\% | (5) | 87\% (299) | 343 |
| Military HH: No | 3\% | (50) | 6\% | (110) | 1\% | (15) | 1\% | (19) | 2\% | (31) | 88\% (1633) | 1857 |
| RD/WT: Right Direction | 3\% | (24) | 6\% | (52) | 1\% | (6) | $2 \%$ | (15) | 1\% | (12) | 87\% (727) | 837 |
| RD/WT: Wrong Track | 2\% | (34) | 6\% | (84) | 1\% | (11) | 1\% | (7) | 2\% | (24) | 88\% (1204) | 1363 |
| Trump Job Approve | 2\% | (22) | 6\% | (53) | - | (4) | 1\% | (8) | 1\% | (9) | 89\% (784) | 879 |
| Trump Job Disapprove | 3\% | (32) | 6\% | (74) | $1 \%$ | (12) | 1\% | (12) | 2\% | (28) | 87\% (1044) | 1200 |

Continued on next page

Table HR2_12: Have you seen the following movies?
Ford $v$ Ferrari

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 3\% | (58) | 6\% | (135) | 1\% | (17) | 1\% | (23) | 2\% | (36) | 88\% | (1931) | 2200 |
| Trump Job Strongly Approve | 3\% | (13) | 7\% | (33) | - | (2) | 1\% | (7) | 2\% | (8) | 87\% | (413) | 476 |
| Trump Job Somewhat Approve | 2\% | (9) | 5\% | (19) | - | (2) | - | (1) | - | (1) | 92\% | (371) | 403 |
| Trump Job Somewhat Disapprove | 4\% | (10) | 7\% | (17) | 1\% | (3) | - | (1) | 1\% | (1) | 87\% | (223) | 255 |
| Trump Job Strongly Disapprove | 2\% | (22) | 6\% | (57) | 1\% | (9) | 1\% | (11) | 3\% | (26) | 87\% | (821) | 945 |
| Favorable of Trump | 3\% | (24) | 7\% | (57) | - | (4) | 1\% | (7) | 2\% | (15) | 88\% | (772) | 880 |
| Unfavorable of Trump | 3\% | (30) | 6\% | (74) | 1\% | (11) | 1\% | (14) | 1\% | (16) | 88\% | (1049) | 1194 |
| Very Favorable of Trump | 3\% | (13) | 8\% | (39) | - | (2) | 1\% | (5) | 1\% | (6) | 87\% | (438) | 503 |
| Somewhat Favorable of Trump | 3\% | (11) | 5\% | (18) | 1\% | (2) | - | (2) | 2\% | (9) | 89\% | (334) | 376 |
| Somewhat Unfavorable of Trump | 3\% | (6) | 5\% | (11) | - | (1) | 3\% | (6) | 2\% | (4) | 86\% | (169) | 196 |
| Very Unfavorable of Trump | 2\% | (24) | 6\% | (63) | 1\% | (11) | 1\% | (8) | 1\% | (12) | 88\% | (881) | 999 |
| \#1 Issue: Economy | 5\% | (28) | 9\% | (48) | 1\% | (3) | 1\% | (4) | 2\% | (10) | 83\% | (469) | 564 |
| \#1 Issue: Security | 1\% | (7) | 7\% | (34) | 1\% | (5) | 1\% | (7) | 3\% | (15) | 86\% | (429) | 498 |
| \#1 Issue: Health Care | 2\% | (6) | 4\% | (16) | 1\% | (2) | 1\% | (5) | 1\% | (5) | 91\% | (321) | 354 |
| \#1 Issue: Medicare / Social Security | 2\% | (5) | 4\% | (14) | 2\% | (5) | - | (0) | 1\% | (2) | 92\% | (297) | 324 |
| \#1 Issue: Women's Issues | - | (0) | $4 \%$ | (4) | - | (0) | - | (0) | 2\% | (2) | 95\% | (102) | 108 |
| \#1 Issue: Education | 7\% | (7) | 5\% | (5) | - | (0) | - | (0) | 1\% | (1) | 87\% | (88) | 101 |
| \#1 Issue: Energy | 2\% | (3) | 6\% | (8) | - | (0) | 5\% | (7) | - | (0) | 86\% | (110) | 128 |
| \#1 Issue: Other | 1\% | (1) | $4 \%$ | (5) | 1\% | (1) | - | (1) | 1\% | (1) | 93\% | (115) | 124 |
| 2018 House Vote: Democrat | 2\% | (14) | 8\% | (60) | 1\% | (6) | 1\% | (11) | 3\% | (23) | 85\% | (668) | 782 |
| 2018 House Vote: Republican | 3\% | (16) | 8\% | (48) | - | (3) | 1\% | (5) | 2\% | (9) | 87\% | (540) | 621 |
| 2018 House Vote: Someone else | 4\% | (3) | 1\% | (1) | - | (0) | - | (0) | 1\% | (1) | 94\% | (70) | 75 |
| 2016 Vote: Hillary Clinton | 2\% | (14) | 8\% | (53) | 1\% | (4) | 1\% | (11) | 2\% | (14) | 86\% | (610) | 706 |
| 2016 Vote: Donald Trump | 2\% | (17) | 7\% | (50) | 1\% | (4) | 1\% | (4) | 1\% | (7) | 88\% | (596) | 678 |
| 2016 Vote: Other | 2\% | (2) | 7\% | (8) | - | (0) | - | (0) | 1\% | (1) | 90\% | (104) | 116 |
| 2016 Vote: Didn't Vote | 4\% | (25) | $3 \%$ | (23) | 1\% | (9) | 1\% | (8) | 2\% | (15) | 89\% | (618) | 698 |

Continued on next page

Table HR2_12: Have you seen the following movies?
Ford $v$ Ferrari

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 3\% | (58) | 6\% | (135) | 1\% | (17) | 1\% | (23) | 2\% | (36) | 88\% | (1931) | 2200 |
| Voted in 2014: Yes | 2\% | (29) | 8\% | (98) | 1\% | (8) | 1\% | (12) | $2 \%$ | (21) | 87\% | (1131) | 1299 |
| Voted in 2014: No | 3\% | (29) | 4\% | (37) | 1\% | (10) | 1\% | (11) | $2 \%$ | (15) | 89\% | (800) | 901 |
| 2012 Vote: Barack Obama | 2\% | (14) | 7\% | (57) | 1\% | (6) | 1\% | (10) | $2 \%$ | (17) | 87\% | (687) | 791 |
| 2012 Vote: Mitt Romney | 3\% | (14) | 7\% | (37) | 1\% | (3) | - | (1) | $1 \%$ | (4) | 89\% | (458) | 516 |
| 2012 Vote: Other | $2 \%$ | (2) | 7\% | (6) | - | (0) | - | (0) | 3\% | (2) | 88\% | (79) | 90 |
| 2012 Vote: Didn't Vote | $4 \%$ | (28) | 4\% | (35) | 1\% | (8) | 1\% | (11) | $2 \%$ | (13) | 88\% | (707) | 803 |
| 4-Region: Northeast | $2 \%$ | (8) | 6\% | (22) | 1\% | (4) | 2\% | (9) | $2 \%$ | (7) | 87\% | (344) | 394 |
| 4-Region: Midwest | $2 \%$ | (8) | 6\% | (30) | 1\% | (6) | 1\% | (3) | - | (1) | 90\% | (415) | 462 |
| 4-Region: South | $2 \%$ | (18) | 6\% | (48) | 1\% | (7) | 1\% | (8) | 2\% | (13) | 89\% | (730) | 824 |
| 4-Region: West | 5\% | (24) | 7\% | (35) | - | (0) | 1\% | (3) | 3\% | (16) | 85\% | (442) | 520 |
| Watch TV: Every day | 3\% | (31) | 7\% | (72) | 1\% | (9) | 1\% | (14) | 2\% | (17) | 86\% | (902) | 1045 |
| Watch TV: Several times per week | 3\% | (16) | 7\% | (37) | - | (2) | - | (2) | 1\% | (3) | 88\% | (457) | 517 |
| Watch TV: About once per week | 5\% | (7) | 9\% | (13) | 2\% | (2) | 2\% | (3) | 5\% | (7) | 77\% | (112) | 145 |
| Watch TV: Several times per month | - | (0) | 6\% | (7) | 3\% | (3) | - | (1) | 2\% | (3) | 88\% | (107) | 121 |
| Watch TV: About once per month | 3\% | (2) | 1\% | (1) | - | (0) | 4\% | (2) | $1 \%$ | (0) | 90\% | (50) | 55 |
| Watch TV: Less often than once per month | - | (0) | 1\% | (1) | 1\% | (1) | - | (0) | 6\% | (5) | 93\% | (85) | 91 |
| Watch TV: Never | 1\% | (1) | 2\% | (4) | - | (0) | - | (1) | - | (0) | 98\% | (220) | 225 |
| Watch Movies: Every day | 6\% | (22) | 8\% | (30) | 1\% | (5) | 3\% | (12) | 3\% | (11) | 78\% | (274) | 353 |
| Watch Movies: Several times per week | $2 \%$ | (14) | 8\% | (44) | - | (1) | 1\% | (6) | $2 \%$ | (11) | 87\% | (502) | 579 |
| Watch Movies: About once per week | 5\% | (18) | 6\% | (22) | - | (1) | - | (2) | 2\% | (8) | 87\% | (343) | 394 |
| Watch Movies: Several times per month | - | (1) | 7\% | (19) | 1\% | (4) | - | (0) | $1 \%$ | (2) | 90\% | (232) | 257 |
| Watch Movies: About once per month | - | (1) | 6\% | (12) | 1\% | (3) | 1\% | (2) | $1 \%$ | (2) | 90\% | (180) | 199 |
| Watch Movies: Less often than once per month | - | (1) | 2\% | (4) | 1\% | (2) | 1\% | (1) | - | (1) | 95\% | (163) | 170 |
| Watch Movies: Never | - | (1) | 2\% | (4) | 1\% | (2) | - | (0) | $1 \%$ | (2) | 96\% | (238) | 247 |

Continued on next page

Table HR2_12: Have you seen the following movies?
Ford $v$ Ferrari

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 3\% | (58) | 6\% | (135) | 1\% | (17) | 1\% | (23) | 2\% | (36) | 88\% | (1931) | 2200 |
| Watch Sporting Events: Every day | 12\% | (16) | 13\% | (18) | 1\% | (1) | 9\% | (12) | 5\% | (6) | 61\% | (84) | 137 |
| Watch Sporting Events: Several times per week | 2\% | (8) | $11 \%$ | (39) | - | (1) | 1\% | (3) | 3\% | (11) | 83\% | (310) | 373 |
| Watch Sporting Events: About once per week | 7\% | (21) | 6\% | (18) | 2\% | (8) | 1\% | (2) | 1\% | (3) | 83\% | (257) | 308 |
| Watch Sporting Events: Several times per month | - | (0) | 7\% | (10) | - | (1) | - | (1) | 2\% | (2) | 90\% | (128) | 142 |
| Watch Sporting Events: About once per month | - | (0) | 7\% | (9) | - | (0) | 1\% | (1) | $2 \%$ | (2) | 89\% | (112) | 126 |
| Watch Sporting Events: Less often than once per month | 1\% | (4) | 7\% | (21) | - | (0) | 1\% | (4) | $2 \%$ | (7) | 88\% | (260) | 295 |
| Watch Sporting Events: Never | 1\% | (9) | 2\% | (20) | 1\% | (7) | - | (1) | 1\% | (4) | 95\% | (780) | 820 |
| Cable TV: Currently subscribe | 3\% | (34) | 7\% | (73) | - | (5) | 1\% | (14) | 1\% | (7) | 87\% | (885) | 1018 |
| Cable TV: Subscribed in past | 3\% | (21) | 5\% | (38) | 1\% | (9) | 1\% | (8) | 2\% | (18) | 87\% | (641) | 735 |
| Cable TV: Never subscribed | 1\% | (3) | 5\% | (24) | 1\% | (3) | - | (1) | $2 \%$ | (11) | 91\% | (405) | 447 |
| Satellite TV: Currently subscribe | 4\% | (17) | 10\% | (42) | 2\% | (8) | 2\% | (9) | $2 \%$ | (8) | 79\% | (320) | 403 |
| Satellite TV: Subscribed in past | 5\% | (30) | 7\% | (42) | - | (0) | 1\% | (8) | 3\% | (20) | 83\% | (502) | 602 |
| Satellite TV: Never subscribed | 1\% | (11) | 4\% | (52) | 1\% | (9) | 1\% | (6) | 1\% | (8) | 93\% | (1109) | 1195 |
| Streaming Services: Currently subscribe | 4\% | (47) | 8\% | (100) | 1\% | (11) | 1\% | (15) | 1\% | (17) | 86\% | (1130) | 1321 |
| Streaming Services: Subscribed in past | 3\% | (7) | 6\% | (13) | 1\% | (3) | 2\% | (6) | $4 \%$ | (9) | 83\% | (188) | 226 |
| Streaming Services: Never subscribed | 1\% | (4) | 3\% | (22) | - | (3) | - | (2) | 2\% | (10) | 94\% | (613) | 654 |
| Film: An avid fan | 5\% | (35) | 10\% | (73) | 1\% | (8) | 1\% | (6) | 2\% | (12) | 81\% | (577) | 711 |
| Film: A casual fan | 2\% | (21) | 5\% | (60) | 1\% | (7) | 1\% | (16) | $2 \%$ | (23) | 89\% | (1065) | 1192 |
| Film: Not a fan | 1\% | (3) | - | (1) | 1\% | (2) | - | (1) | - | (1) | 97\% | (290) | 298 |
| Television: An avid fan | 3\% | (37) | 7\% | (74) | 1\% | (9) | 1\% | (11) | 2\% | (18) | 86\% | (923) | 1071 |
| Television: A casual fan | 2\% | (20) | 6\% | (58) | 1\% | (5) | 1\% | (11) | $2 \%$ | (18) | 89\% | (856) | 967 |
| Television: Not a fan | 1\% | (1) | 2\% | (3) | 2\% | (3) | - | (1) | - | (1) | 94\% | (153) | 162 |
| Music: An avid fan | 4\% | (41) | 8\% | (80) | 1\% | (5) | 1\% | (11) | 1\% | (15) | 85\% | (879) | 1031 |
| Music: A casual fan | 2\% | (17) | 5\% | (53) | 1\% | (7) | 1\% | (11) | 2\% | (19) | 89\% | (889) | 995 |
| Music: Not a fan | - | (1) | 1\% | (2) | 3\% | (5) | - | (1) | 1\% | (2) | 94\% | (163) | 173 |

Continued on next page

Table HR2_12: Have you seen the following movies?
Ford $v$ Ferrari

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 3\% | (58) | 6\% | (135) | 1\% | (17) | 1\% | (23) | 2\% | (36) | 88\% (1931) | 2200 |
| Fashion: An avid fan | 3\% | (7) | 8\% | (23) | - | (1) | 2\% | (7) | 5\% | (14) | 82\% (234) | 287 |
| Fashion: A casual fan | $4 \%$ |  | 8\% | (65) | 1\% | (6) | 1\% | (12) | 3\% | (21) | 83\% (689) | 828 |
| Fashion: Not a fan | 1\% | (16) | $4 \%$ | (46) | 1\% | (10) | - | (4) | - | (1) | 93\% (1007) | 1084 |

[^15]Table HR2_13: Have you seen the following movies?
A Beautiful Day in the Neighborhood


Continued on next page

Table HR2_13: Have you seen the following movies?
A Beautiful Day in the Neighborhood

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 2\% | (54) | 7\% | (158) | 1\% | (25) | 1\% | (32) | 1\% | (26) | 87\% (1904) | 2200 |
| Income: Under 50k | 3\% | (34) | 5\% | (57) | 1\% | (14) | 2\% | (19) | 1\% | (10) | 89\% (1115) | 1250 |
| Income: 50k-100k | 2\% | (16) | 11\% | (75) | 1\% | (10) | 2\% | (11) | 2\% | (12) | 82\% (578) | 702 |
| Income: 100k+ | 1\% | (3) | 10\% | (26) | 1\% | (2) | 1\% | (2) | 2\% | (4) | 85\% (212) | 249 |
| Ethnicity: White | 2\% | (38) | 7\% | (128) | 1\% | (14) | 1\% | (21) | 1\% | (20) | 87\% (1499) | 1722 |
| Ethnicity: Hispanic | 5\% | (18) | 12\% | (43) | 4\% | (14) | 2\% | (8) | 2\% | (6) | 74\% (259) | 349 |
| Ethnicity: Afr. Am. | 3\% | (9) | 3\% | (9) | 2\% | (5) | 3\% | (7) | 1\% | (3) | 88\% (240) | 274 |
| Ethnicity: Other | 3\% | (7) | 10\% | (20) | 3\% | (6) | 2\% | (4) | 1\% | (2) | 81\% (165) | 204 |
| Community: Urban | 3\% | (16) | 9\% | (46) | 2\% | (10) | 3\% | (15) | 2\% | (8) | 82\% (444) | 540 |
| Community: Suburban | 3\% | (32) | 8\% | (87) | 1\% | (11) | 1\% | (13) | 1\% | (13) | 85\% (875) | 1032 |
| Community: Rural | 1\% | (6) | $4 \%$ | (24) | 1\% | (4) | 1\% | (4) | 1\% | (4) | 93\% (585) | 628 |
| Employ: Private Sector | 3\% | (19) | 9\% | (55) | 2\% | (13) | 2\% | (12) | 1\% | (7) | 83\% (533) | 639 |
| Employ: Government | 2\% | (3) | 13\% | (16) | - | (1) | 1\% | (1) | 6\% | (8) | 77\% (99) | 128 |
| Employ: Self-Employed | 1\% | (3) | 6\% | (11) | 2\% | (3) | 4\% | (8) | 2\% | (5) | 85\% (164) | 193 |
| Employ: Homemaker | 5\% | (9) | 9\% | (14) | 1\% | (2) | 2\% | (3) | - | (0) | 83\% (139) | 167 |
| Employ: Retired | 1\% | (6) | 7\% | (36) | - | (0) | 1\% | (6) | - | (2) | 90\% (476) | 527 |
| Employ: Unemployed | 4\% | (10) | 5\% | (13) | - | (1) | - | (0) | - | (1) | 90\% (220) | 245 |
| Employ: Other | 1\% | (1) | 3\% | (7) | 2\% | (5) | - | (0) | 2\% | (3) | 92\% (190) | 207 |
| Military HH: Yes | 1\% | (4) | 7\% | (25) | 1\% | (2) | 2\% | (6) | 2\% | (6) | 87\% (300) | 343 |
| Military HH: No | 3\% | (50) | 7\% | (133) | 1\% | (23) | 1\% | (26) | 1\% | (20) | 86\% (1605) | 1857 |
| RD/WT: Right Direction | 2\% | (14) | 6\% | (52) | 1\% | (9) | 1\% | (9) | 1\% | (11) | 89\% (743) | 837 |
| RD/WT: Wrong Track | 3\% | (40) | 8\% | (106) | 1\% | (17) | 2\% | (23) | 1\% | (15) | 85\% (1162) | 1363 |
| Trump Job Approve | 2\% | (14) | 6\% | (53) | 1\% | (6) | 1\% | (8) | 1\% | (10) | 90\% (788) | 879 |
| Trump Job Disapprove | 3\% | (39) | 8\% | (98) | 2\% | (18) | 2\% | (21) | 1\% | (15) | 84\% (1010) | 1200 |

Continued on next page

Table HR2_13: Have you seen the following movies?
A Beautiful Day in the Neighborhood

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 2\% | (54) | 7\% | (158) | 1\% | (25) | 1\% | (32) | 1\% | (26) | 87\% (1904) | 2200 |
| Trump Job Strongly Approve | 2\% | (10) | 6\% | (27) | 1\% | (5) | 1\% | (7) | 1\% | (6) | 88\% (420) | 476 |
| Trump Job Somewhat Approve | 1\% | (4) | 6\% | (26) | - | (1) | - | (1) | 1\% | (4) | 91\% (367) | 403 |
| Trump Job Somewhat Disapprove | 3\% | (7) | $4 \%$ | (11) | 1\% | (3) | 3\% | (7) | 2\% | (5) | 87\% (222) | 255 |
| Trump Job Strongly Disapprove | 3\% | (31) | 9\% | (87) | 2\% | (15) | 1\% | (13) | 1\% | (10) | 83\% (788) | 945 |
| Favorable of Trump | 2\% | (21) | 5\% | (47) | 1\% | (6) | 1\% | (6) | 2\% | (16) | 89\% (783) | 880 |
| Unfavorable of Trump | 3\% | (32) | 9\% | (109) | 2\% | (18) | 2\% | (21) | 1\% | (9) | 84\% (1005) | 1194 |
| Very Favorable of Trump | 2\% | (9) | 6\% | (29) | 1\% | (5) | 1\% | (4) | 1\% | (4) | 90\% (453) | 503 |
| Somewhat Favorable of Trump | 3\% | (13) | 5\% | (19) | - | (1) | 1\% | (3) | 3\% | (12) | 88\% (330) | 376 |
| Somewhat Unfavorable of Trump | 1\% | (2) | 6\% | (12) | 1\% | (3) | 3\% | (6) | 2\% | (3) | 86\% (169) | 196 |
| Very Unfavorable of Trump | 3\% | (29) | 10\% | (97) | 2\% | (16) | 1\% | (15) | 1\% | (6) | 84\% (836) | 999 |
| \#1 Issue: Economy | 3\% | (17) | 8\% | (45) | 1\% | (6) | 2\% | (9) | 2\% | (9) | 85\% (478) | 564 |
| \#1 Issue: Security | 2\% | (8) | 6\% | (28) | 2\% | (12) | 2\% | (8) | 2\% | (12) | 86\% (430) | 498 |
| \#1 Issue: Health Care | 2\% | (6) | 7\% | (25) | 1\% | (2) | 2\% | (9) | - | (1) | 88\% (310) | 354 |
| \#1 Issue: Medicare / Social Security | - | (1) | 6\% | (21) | - | (1) | 1\% | (2) | 1\% | (3) | 91\% (296) | 324 |
| \#1 Issue: Women's Issues | 8\% | (8) | 8\% | (9) | 1\% | (1) | - | (0) | - | (0) | 84\% (91) | 108 |
| \#1 Issue: Education | 5\% | (5) | 10\% | (10) | 1\% | (1) | 1\% | (1) | - | (0) | 83\% (84) | 101 |
| \#1 Issue: Energy | 5\% | (7) | 12\% | (16) | 1\% | (1) | - | (0) | - | (0) | 82\% (104) | 128 |
| \#1 Issue: Other | 2\% | (2) | $4 \%$ | (5) | 2\% | (2) | 2\% | (3) | - | (0) | 90\% (112) | 124 |
| 2018 House Vote: Democrat | 3\% | (22) | 12\% | (90) | 1\% | (12) | 1\% | (11) | 1\% | (11) | 81\% (635) | 782 |
| 2018 House Vote: Republican | 2\% | (15) | 7\% | (45) | 1\% | (5) | 1\% | (7) | 1\% | (6) | 87\% (542) | 621 |
| 2018 House Vote: Someone else | 3\% | (2) | 3\% | (3) | - | (0) | 3\% | (2) | 3\% | (2) | 87\% (65) | 75 |
| 2016 Vote: Hillary Clinton | 3\% | (23) | 12\% | (82) | 1\% | (11) | 2\% | (11) | 1\% | (5) | 81\% (575) | 706 |
| 2016 Vote: Donald Trump | 2\% | (12) | 7\% | (45) | 1\% | (6) | 2\% | (10) | 1\% | (9) | 88\% (595) | 678 |
| 2016 Vote: Other | 3\% | (4) | 9\% | (10) | - | (1) | 1\% | (1) | 2\% | (2) | 85\% (98) | 116 |
| 2016 Vote: Didn't Vote | 2\% | (15) | 3\% | (22) | 1\% | (8) | 1\% | (10) | 1\% | (10) | 91\% (633) | 698 |

Continued on next page

Table HR2_13: Have you seen the following movies?
A Beautiful Day in the Neighborhood


Continued on next page

Table HR2_13: Have you seen the following movies?
A Beautiful Day in the Neighborhood

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 2\% | (54) | 7\% | (158) | 1\% | (25) | 1\% | (32) | 1\% | (26) | 87\% (1904) | 2200 |
| Watch Sporting Events: Every day | 8\% | (11) | 16\% | (21) | 7\% | (10) | 4\% | (5) | 2\% | (2) | 64\% (87) | 137 |
| Watch Sporting Events: Several times per week | 1\% | (5) | 11\% | (42) | $2 \%$ | (9) | 1\% | (4) | 3\% | (10) | 81\% (303) | 373 |
| Watch Sporting Events: About once per week | 4\% | (11) | 7\% | (22) | 1\% | (3) | 4\% | (11) | 1\% | (5) | 83\% (256) | 308 |
| Watch Sporting Events: Several times per month | 2\% | (2) | 8\% | (11) | - | (1) | 3\% | (4) | $1 \%$ | (2) | 86\% (123) | 142 |
| Watch Sporting Events: About once per month | 3\% | (3) | 10\% | (12) | - | (0) | - | (1) | 1\% | (1) | 86\% (108) | 126 |
| Watch Sporting Events: Less often than once per month | 2\% | (5) | 6\% | (17) | - | (1) | 1\% | (4) | 1\% | (3) | 90\% (265) | 295 |
| Watch Sporting Events: Never | 2\% | (18) | 4\% | (32) | - | (1) | 1\% | (4) | - | (3) | 93\% (762) | 820 |
| Cable TV: Currently subscribe | 3\% | (30) | 9\% | (94) | 1\% | (13) | 1\% | (14) | 1\% | (14) | 84\% (853) | 1018 |
| Cable TV: Subscribed in past | 3\% | (19) | 6\% | (47) | $2 \%$ | (11) | 2\% | (13) | $2 \%$ | (11) | 86\% (633) | 735 |
| Cable TV: Never subscribed | 1\% | (5) | 4\% | (17) | - | (0) | 1\% | (5) | - | (1) | 94\% (419) | 447 |
| Satellite TV: Currently subscribe | 4\% | (16) | 9\% | (36) | $2 \%$ | (9) | 2\% | (9) | $1 \%$ | (5) | 81\% (328) | 403 |
| Satellite TV: Subscribed in past | 3\% | (20) | 7\% | (43) | $2 \%$ | (9) | 2\% | (12) | 2\% | (12) | 84\% (506) | 602 |
| Satellite TV: Never subscribed | 2\% | (18) | 7\% | (79) | 1\% | (7) | 1\% | (11) | 1\% | (9) | 90\% (1070) | 1195 |
| Streaming Services: Currently subscribe | 3\% | (45) | 9\% | (115) | $2 \%$ | (21) | 2\% | (20) | 1\% | (12) | 84\% (1108) | 1321 |
| Streaming Services: Subscribed in past | 1\% | (3) | 8\% | (18) | 1\% | (3) | 2\% | (5) | 5\% | (11) | 82\% (185) | 226 |
| Streaming Services: Never subscribed | 1\% | (6) | 4\% | (25) | - | (1) | 1\% | (6) | 1\% | (4) | 94\% (612) | 654 |
| Film: An avid fan | 4\% | (26) | 12\% | (82) | $2 \%$ | (11) | 1\% | (10) | $1 \%$ | (11) | 80\% (571) | 711 |
| Film: A casual fan | 2\% | (27) | 6\% | (72) | 1\% | (14) | 2\% | (20) | 1\% | (15) | 87\% (1043) | 1192 |
| Film: Not a fan | - | (1) | 1\% | (4) | - | (0) | 1\% | (2) | - | (0) | 98\% (290) | 298 |
| Television: An avid fan | 3\% | (27) | 9\% | (92) | 1\% | (15) | 1\% | (13) | 1\% | (14) | 85\% (910) | 1071 |
| Television: A casual fan | 3\% | (26) | 7\% | (64) | 1\% | (9) | 1\% | (14) | 1\% | (11) | 87\% (843) | 967 |
| Television: Not a fan | 1\% | (1) | 1\% | (2) | 1\% | (1) | 3\% | (4) | 1\% | (1) | 93\% (151) | 162 |
| Music: An avid fan | 2\% | (25) | 9\% | (89) | 1\% | (14) | 1\% | (12) | 1\% | (10) | 85\% (881) | 1031 |
| Music: A casual fan | 2\% | (24) | 6\% | (64) | 1\% | (11) | 2\% | (17) | $2 \%$ | (16) | 87\% (864) | 995 |
| Music: Not a fan | 3\% | (6) | 3\% | (6) | - | (0) | 2\% | (3) | - | (0) | 92\% (159) | 173 |

Continued on next page

Table HR2_13: Have you seen the following movies?
A Beautiful Day in the Neighborhood

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie <br> theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 2\% | (54) | 7\% | (158) | 1\% | (25) | 1\% | (32) | 1\% | (26) | 87\% (1904) | 2200 |
| Fashion: An avid fan | $4 \%$ | (12) | 8\% | (22) | 3\% | (10) | $4 \%$ | (11) | - | (1) | 80\% (231) | 287 |
| Fashion: A casual fan | $4 \%$ | (30) | 10\% | (79) | 1\% | (12) | $2 \%$ | (17) | 2\% | (17) | 81\% (673) | 828 |
| Fashion: Not a fan | 1\% | (12) | 5\% | (57) | - | (4) | - | (4) | 1\% | (8) | 92\% (1000) | 1084 |

[^16]Table HR2_14: Have you seen the following movies? The Two Popes

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 5\% | (101) | 1\% | (17) | 1\% | (18) | $1 \%$ | (27) | $1 \%$ | (32) | 91\% (2005) | 2200 |
| Gender: Male | 5\% | (57) | 1\% | (12) | 2\% | (16) | $2 \%$ | (19) | 2\% | (19) | 88\% (938) | 1062 |
| Gender: Female | 4\% | (44) | - | (5) | - | (1) | $1 \%$ | (8) | 1\% | (13) | 94\% (1067) | 1138 |
| Age: 18-29 | 5\% | (22) | - | (1) | 2\% | (7) | 4\% | (18) | 4\% | (17) | 84\% (356) | 422 |
| Age: 30-44 | 6\% | (36) | 1\% | (4) | 1\% | (5) | $1 \%$ | (8) | $1 \%$ | (9) | 90\% (529) | 591 |
| Age: 45-54 | 4\% | (11) | 1\% | (2) | 1\% | (4) | - | (1) | $1 \%$ | (4) | 93\% (279) | 300 |
| Age: 55-64 | 3\% | (15) | 1\% | (5) | - | (1) | - | (0) | - | (1) | 95\% (429) | 450 |
| Age: 65+ | $4 \%$ | (17) | 1\% | (5) | - | (0) | - | (0) | - | (1) | 94\% (412) | 436 |
| Generation Z: 18-22 | 2\% | (3) | - | (1) | - | (0) | - | (0) | 5\% | (9) | 93\% (154) | 166 |
| Millennial: Age 23-38 | 6\% | (40) | 1\% | (4) | 2\% | (12) | $4 \%$ | (26) | $2 \%$ | (11) | 85\% (546) | 639 |
| Generation X: Age 39-54 | 5\% | (25) | 1\% | (3) | 1\% | (4) | - | (1) | $2 \%$ | (11) | 91\% (465) | 508 |
| Boomers: Age 55-73 | 4\% | (31) | 1\% | (8) | - | (1) | - | (0) | - | (2) | 94\% (725) | 768 |
| PID: Dem (no lean) | 5\% | (40) | 1\% | (9) | 1\% | (11) | $2 \%$ | (13) | 3\% | (20) | 89\% (714) | 806 |
| PID: Ind (no lean) | 5\% | (34) | - | (3) | - | (1) | $1 \%$ | (9) | - | (2) | 93\% (644) | 694 |
| PID: Rep (no lean) | 4\% | (26) | 1\% | (6) | 1\% | (6) | $1 \%$ | (5) | $1 \%$ | (10) | 92\% (647) | 700 |
| PID/Gender: Dem Men | 6\% | (23) | 2\% | (6) | 3\% | (11) | $2 \%$ | (6) | 4\% | (16) | 84\% (312) | 373 |
| PID/Gender: Dem Women | 4\% | (17) | 1\% | (2) | - | (0) | $2 \%$ | (7) | 1\% | (5) | 93\% (402) | 433 |
| PID/Gender: Ind Men | 6\% | (20) | 1\% | (2) | - | (0) | $3 \%$ | (9) | - | (1) | 91\% (321) | 352 |
| PID/Gender: Ind Women | 4\% | (14) | - | (1) | - | (1) | - | (0) | - | (2) | 95\% (324) | 342 |
| PID/Gender: Rep Men | $4 \%$ | (15) | $1 \%$ | (4) | 2\% | (6) | $1 \%$ | (5) | 1\% | (3) | 91\% (305) | 337 |
| PID/Gender: Rep Women | 3\% | (12) | - | (2) | - | (0) | - | (1) | 2\% | (7) | 94\% (342) | 363 |
| Ideo: Liberal (1-3) | 6\% | (38) | $1 \%$ | (7) | 1\% | (4) | 1\% | (6) | 3\% | (16) | 88\% (542) | 614 |
| Ideo: Moderate (4) | 5\% | (27) | 1\% | (4) | 1\% | (6) | $2 \%$ | (11) | 1\% | (3) | 91\% (502) | 554 |
| Ideo: Conservative (5-7) | 4\% | (27) | 1\% | (6) | 1\% | (4) | $1 \%$ | (7) | 2\% | (11) | 93\% (678) | 732 |
| Educ: < College | 3\% | (49) | - | (6) | 1\% | (12) | 1\% | (15) | $2 \%$ | (27) | 93\% (1402) | 1512 |
| Educ: Bachelors degree | 6\% | (28) | 2\% | (8) | 1\% | (4) | 1\% | (4) | 1\% | (3) | 89\% (397) | 444 |
| Educ: Post-grad | 10\% | (24) | 1\% | (3) | 1\% | (1) | 3\% | (8) | $1 \%$ | (2) | 85\% (206) | 244 |

Continued on next page

Table HR2_14: Have you seen the following movies?
The Two Popes

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 5\% | (101) | 1\% | (17) | 1\% | (18) | 1\% | (27) | 1\% | (32) | 91\% (2005) | 2200 |
| Income: Under 50k | 3\% | (41) | 1\% | (7) | 1\% | (11) | 1\% | (12) | 2\% | (20) | 93\% (1159) | 1250 |
| Income: 50k-100k | 6\% | (43) | $1 \%$ | (6) | 1\% | (4) | 2\% | (14) | $2 \%$ | (11) | 89\% (624) | 702 |
| Income: 100k+ | 7\% | (16) | 2\% | (5) | 1\% | (3) | 1\% | (1) | 1\% | (1) | 89\% (222) | 249 |
| Ethnicity: White | 4\% | (75) | $1 \%$ | (11) | 1\% | (10) | 1\% | (19) | 1\% | (22) | 92\% (1585) | 1722 |
| Ethnicity: Hispanic | 9\% | (32) | $1 \%$ | (2) | $3 \%$ | (10) | $4 \%$ | (15) | 5\% | (16) | 78\% (274) | 349 |
| Ethnicity: Afr. Am. | 2\% | (5) | $1 \%$ | (2) | - | (0) | 1\% | (3) | $2 \%$ | (5) | 94\% (259) | 274 |
| Ethnicity: Other | 10\% | (20) | 2\% | (4) | 4\% | (7) | 3\% | (6) | $2 \%$ | (5) | 79\% (161) | 204 |
| Community: Urban | 7\% | (36) | $1 \%$ | (7) | 3\% | (14) | $2 \%$ | (13) | 1\% | (7) | 86\% (464) | 540 |
| Community: Suburban | 5\% | (52) | $1 \%$ | (8) | - | (1) | - | (4) | 2\% | (19) | 92\% (947) | 1032 |
| Community: Rural | $2 \%$ | (13) | - | (2) | $1 \%$ | (3) | $2 \%$ | (10) | 1\% | (6) | 95\% (594) | 628 |
| Employ: Private Sector | 7\% | (43) | $1 \%$ | (7) | 1\% | (4) | 2\% | (10) | 1\% | (10) | 88\% (565) | 639 |
| Employ: Government | $2 \%$ | (3) | - | (0) | 1\% | (1) | 5\% | (6) | 7\% | (9) | 86\% (110) | 128 |
| Employ: Self-Employed | 8\% | (15) | $2 \%$ | (3) | $3 \%$ | (6) | - | (1) | 3\% | (5) | 84\% (163) | 193 |
| Employ: Homemaker | $3 \%$ | (6) | - | (0) | 1\% | (1) | - | (1) | 1\% | (2) | 95\% (158) | 167 |
| Employ: Retired | 4\% | (20) | 1\% | (5) | - | (0) | - | (0) | - | (1) | 95\% (501) | 527 |
| Employ: Unemployed | $3 \%$ | (7) | - | (0) | $2 \%$ | (5) | - | (0) | $1 \%$ | (2) | 94\% (230) | 245 |
| Employ: Other | $2 \%$ | (4) | , | (1) | - | (0) | $4 \%$ | (9) | $2 \%$ | (5) | 91\% (189) | 207 |
| Military HH: Yes | 3\% | (12) | 1\% | (4) | 1\% | (3) | $2 \%$ | (6) | - | (1) | 93\% (317) | 343 |
| Military HH: No | 5\% | (89) | $1 \%$ | (13) | 1\% | (15) | 1\% | (21) | $2 \%$ | (31) | 91\% (1688) | 1857 |
| RD/WT: Right Direction | 3\% | (29) | 1\% | (7) | 1\% | (6) | 2\% | (13) | 1\% | (10) | 92\% (771) | 837 |
| RD/WT: Wrong Track | 5\% | (72) | $1 \%$ | (10) | $1 \%$ | (11) | 1\% | (14) | 2\% | (22) | 91\% (1234) | 1363 |
| Trump Job Approve | 4\% | (31) | $1 \%$ | (6) | 1\% | (6) | 1\% | (9) | 1\% | (8) | 93\% (819) | 879 |
| Trump Job Disapprove | 6\% | (68) | $1 \%$ | (9) | 1\% | (8) | 2\% | (19) | 2\% | (24) | 89\% (1072) | 1200 |

Continued on next page

Table HR2_14: Have you seen the following movies?
The Two Popes

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 5\% | (101) | 1\% | (17) | 1\% | (18) | 1\% | (27) | $1 \%$ | (32) | 91\% (2005) | 2200 |
| Trump Job Strongly Approve | 4\% | (17) | 1\% | (4) | 1\% | (6) | 2\% | (7) | $1 \%$ | (6) | 91\% (435) | 476 |
| Trump Job Somewhat Approve | 3\% | (14) | 1\% | (2) | - | (1) | - | (1) | - | (2) | 95\% (384) | 403 |
| Trump Job Somewhat Disapprove | 5\% | (12) | $1 \%$ | (2) | $1 \%$ | (4) | 1\% | (1) | $2 \%$ | (6) | 90\% (230) | 255 |
| Trump Job Strongly Disapprove | 6\% | (56) | 1\% | (7) | - | (4) | 2\% | (17) | 2\% | (18) | 89\% (842) | 945 |
| Favorable of Trump | 4\% | (35) | 1\% | (6) | 1\% | (6) | 1\% | (7) | $2 \%$ | (16) | 92\% (809) | 880 |
| Unfavorable of Trump | 5\% | (64) | $1 \%$ | (9) | 1\% | (8) | 2\% | (19) | $1 \%$ | (16) | 90\% (1079) | 1194 |
| Very Favorable of Trump | 3\% | (17) | 1\% | (5) | 1\% | (6) | 1\% | (6) | 1\% | (6) | 92\% (464) | 503 |
| Somewhat Favorable of Trump | 5\% | (17) | - | (2) | - | (1) | - | (1) | 3\% | (10) | 92\% (345) | 376 |
| Somewhat Unfavorable of Trump | 4\% | (9) | - | (1) | - | (0) | 1\% | (3) | $2 \%$ | (5) | 91\% (178) | 196 |
| Very Unfavorable of Trump | 6\% | (55) | $1 \%$ | (8) | 1\% | (8) | 2\% | (16) | 1\% | (11) | 90\% (900) | 999 |
| \#1 Issue: Economy | 4\% | (24) | 1\% | (4) | $2 \%$ | (12) | 3\% | (15) | 1\% | (7) | 89\% (502) | 564 |
| \#1 Issue: Security | 3\% | (15) | $1 \%$ | (6) | - | (1) | 1\% | (3) | $4 \%$ | (19) | 91\% (455) | 498 |
| \#1 Issue: Health Care | 5\% | (18) | - | (1) | 1\% | (4) | 1\% | (4) | - | (1) | 92\% (326) | 354 |
| \#1 Issue: Medicare / Social Security | 4\% | (14) | $1 \%$ | (4) | - | (1) | - | (0) | - | (1) | 94\% (304) | 324 |
| \#1 Issue: Women's Issues | 7\% | (8) | 1\% | (1) | - | (0) | - | (0) | 1\% | (1) | 91\% (98) | 108 |
| \#1 Issue: Education | 10\% | (10) | - | (0) | - | (0) | - | (0) | $2 \%$ | (2) | 88\% (89) | 101 |
| \#1 Issue: Energy | 5\% | (7) | $1 \%$ | (2) | - | (0) | 4\% | (5) | - | (0) | 89\% (114) | 128 |
| \#1 Issue: Other | 5\% | (6) | - | (0) | - | (0) | - | (0) | 1\% | (1) | 94\% (117) | 124 |
| 2018 House Vote: Democrat | 6\% | (49) | 1\% | (8) | 1\% | (8) | 2\% | (18) | 2\% | (13) | 88\% (686) | 782 |
| 2018 House Vote: Republican | 4\% | (24) | $1 \%$ | (7) | 1\% | (5) | 1\% | (5) | $2 \%$ | (10) | 92\% (570) | 621 |
| 2018 House Vote: Someone else | 5\% | (3) | - | (0) | - | (0) | - | (0) | - | (0) | 95\% (71) | 75 |
| 2016 Vote: Hillary Clinton | 6\% | (44) | $1 \%$ | (8) | 1\% | (6) | 3\% | (19) | 1\% | (7) | 88\% (621) | 706 |
| 2016 Vote: Donald Trump | 5\% | (31) | 1\% | (6) | 1\% | (6) | 1\% | (4) | 1\% | (7) | 92\% (623) | 678 |
| 2016 Vote: Other | 4\% | (4) | 1\% | (1) | - | (0) | - | (0) | - | (0) | 95\% (110) | 116 |
| 2016 Vote: Didn't Vote | 3\% | (21) | - | (2) | 1\% | (5) | 1\% | (4) | 3\% | (18) | 93\% (648) | 698 |

Continued on next page

Table HR2_14: Have you seen the following movies?
The Two Popes

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | $\begin{gathered} \text { Yes, on a } \\ \text { cable } \\ \text { channel, such } \\ \text { as Freeform } \\ \text { or Lifetime } \end{gathered}$ |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 5\% | (101) | $1 \%$ | (17) | 1\% | (18) | 1\% | (27) | 1\% | (32) | 91\% (2005) | 2200 |
| Voted in 2014: Yes | 5\% | (70) | $1 \%$ | (15) | 1\% | (13) | 2\% | (20) | 1\% | (13) | 90\% (1169) | 1299 |
| Voted in 2014: No | 3\% | (31) | - | (3) | 1\% | (5) | 1\% | (7) | 2\% | (19) | 93\% (836) | 901 |
| 2012 Vote: Barack Obama | 5\% | (40) | 1\% | (10) | 1\% | (7) | 3\% | (22) | 1\% | (11) | 89\% (701) | 791 |
| 2012 Vote: Mitt Romney | 5\% | (25) | 1\% | (3) | 1\% | (5) | - | (2) | 1\% | (7) | 92\% (475) | 516 |
| 2012 Vote: Other | 7\% | (6) | - | (0) | - | (0) | - | (0) | - | (0) | 93\% (83) | 90 |
| 2012 Vote: Didn't Vote | 4\% | (29) | 1\% | (4) | 1\% | (6) | - | (3) | $2 \%$ | (15) | 93\% (745) | 803 |
| 4-Region: Northeast | 6\% | (25) | 1\% | (4) | 1\% | (5) | 3\% | (10) | 1\% | (3) | 88\% (346) | 394 |
| 4-Region: Midwest | 4\% | (18) | 1\% | (3) | - | (2) | - | (1) | - | (2) | 94\% (436) | 462 |
| 4-Region: South | 4\% | (31) | $1 \%$ | (6) | $1 \%$ | (9) | 1\% | (4) | 1\% | (11) | 93\% (763) | 824 |
| 4-Region: West | 5\% | (26) | $1 \%$ | (5) | - | (1) | 2\% | (12) | 3\% | (16) | 88\% (460) | 520 |
| Watch TV: Every day | 5\% | (55) | 1\% | (11) | $1 \%$ | (8) | 2\% | (22) | 1\% | (14) | 90\% (937) | 1045 |
| Watch TV: Several times per week | 6\% | (29) | $1 \%$ | (5) | - | (0) | - | (1) | 1\% | (4) | 92\% (478) | 517 |
| Watch TV: About once per week | 6\% | (9) | - | (0) | 4\% | (6) | 1\% | (1) | 6\% | (9) | 83\% (120) | 145 |
| Watch TV: Several times per month | 2\% | (2) | 1\% | (1) | $3 \%$ | (4) | - | (0) | 3\% | (4) | 91\% (110) | 121 |
| Watch TV: About once per month | 2\% | (1) | - | (0) | - | (0) | - | (0) | - | (0) | 98\% (54) | 55 |
| Watch TV: Less often than once per month | $4 \%$ | (3) | 1\% | (1) | - | (0) | 3\% | (3) | - | (0) | 92\% (84) | 91 |
| Watch TV: Never | 1\% | (1) | - | (1) | - | (0) | - | (0) | 1\% | (2) | 98\% (221) | 225 |
| Watch Movies: Every day | 7\% | (26) | $2 \%$ | (6) | $1 \%$ | (2) | 6\% | (20) | $4 \%$ | (14) | 81\% (285) | 353 |
| Watch Movies: Several times per week | 7\% | (43) | $1 \%$ | (6) | 1\% | (3) | - | (1) | $2 \%$ | (9) | 89\% (517) | 579 |
| Watch Movies: About once per week | 5\% | (21) | - | (1) | 2\% | (7) | - | (1) | - | (1) | 92\% (361) | 394 |
| Watch Movies: Several times per month | 2\% | (5) | 1\% | (1) | $1 \%$ | (4) | - | (1) | $2 \%$ | (5) | 94\% (242) | 257 |
| Watch Movies: About once per month | 2\% | (5) | $1 \%$ | (2) | - | (0) | - | (1) | - | (1) | 96\% (191) | 199 |
| Watch Movies: Less often than once per month | 1\% | (1) | - | (0) | - | (0) | - | (0) | 1\% | (2) | 98\% (167) | 170 |
| Watch Movies: Never | - | (0) | - | (1) | 1\% | (1) | 1\% | (3) | - | (0) | 98\% (242) | 247 |

Continued on next page

Table HR2_14: Have you seen the following movies?
The Two Popes


Continued on next page

Table HR2_14: Have you seen the following movies?
The Two Popes

| Demographic | Yes, via a streaming service, such as Netflix or Hulu | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 5\% (101) | 1\% | (17) | 1\% | (18) | 1\% | (27) | 1\% | (32) | 91\% (2005) | 2200 |
| Fashion: An avid fan | 8\% (22) | 1\% | (4) | 1\% | (2) | 4\% | (12) | 4\% | (10) | 83\% (238) | 287 |
| Fashion: A casual fan | 5\% (44) | 1\% | (10) | 2\% | (14) | 2\% | (14) | 2\% | (14) | 88\% (733) | 828 |
| Fashion: Not a fan | 3\% (35) | - | (3) | - | (1) | - | (2) | 1\% | (8) | 95\% (1034) | 1084 |

[^17]Table HR2_15: Have you seen the following movies?
Richard Jewell

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 1\% | (30) | 2\% | (44) | 1\% | (20) | 1\% | (21) | 1\% | (22) | 94\% (2063) | 2200 |
| Gender: Male | 2\% | (22) | 3\% | (33) | 1\% | (14) | 1\% | (13) | 2\% | (17) | 91\% (962) | 1062 |
| Gender: Female | 1\% | (7) | $1 \%$ | (11) | 1\% | (6) | 1\% | (8) | - | (5) | 97\% (1101) | 1138 |
| Age: 18-29 | 2\% | (10) | 1\% | (3) | 2\% | (8) | 1\% | (6) | 2\% | (8) | 92\% (388) | 422 |
| Age: 30-44 | 2\% | (14) | 2\% | (14) | 2\% | (9) | 2\% | (12) | 2\% | (9) | 90\% (531) | 591 |
| Age: 45-54 | 1\% | (2) | 2\% | (5) | 1\% | (3) | - | (1) | 2\% | (5) | 95\% (286) | 300 |
| Age: 55-64 | - | (1) | 3\% | (13) | - | (0) | - | (2) | - | (0) | 96\% (434) | 450 |
| Age: 65+ | 1\% | (4) | $2 \%$ | (9) | - | (0) | - | (0) | - | (0) | 97\% (424) | 436 |
| Generation Z: 18-22 | 1\% | (2) | - | (0) | 2\% | (3) | - | (0) | - | (0) | 97\% (160) | 166 |
| Millennial: Age 23-38 | 2\% | (15) | $1 \%$ | (10) | 2\% | (11) | 2\% | (14) | 2\% | (13) | 90\% (575) | 639 |
| Generation X: Age 39-54 | 2\% | (8) | 2\% | (12) | 1\% | (6) | 1\% | (4) | 2\% | (9) | 92\% (469) | 508 |
| Boomers: Age 55-73 | - | (4) | 3\% | (21) | - | (0) | - | (2) | - | (0) | 96\% (741) | 768 |
| PID: Dem (no lean) | 2\% | (18) | 1\% | (10) | 2\% | (13) | 1\% | (6) | 1\% | (8) | 93\% (750) | 806 |
| PID: Ind (no lean) | 1\% | (5) | 2\% | (14) | - | (2) | 1\% | (8) | 2\% | (11) | 94\% (654) | 694 |
| PID: Rep (no lean) | 1\% | (6) | $3 \%$ | (19) | 1\% | (6) | 1\% | (7) | - | (3) | 94\% (659) | 700 |
| PID/Gender: Dem Men | 4\% | (14) | 2\% | (7) | 2\% | (9) | 1\% | (3) | 2\% | (8) | 89\% (332) | 373 |
| PID/Gender: Dem Women | 1\% | (4) | 1\% | (4) | 1\% | (4) | 1\% | (3) | - | (0) | 97\% (418) | 433 |
| PID/Gender: Ind Men | 1\% | (5) | $3 \%$ | (12) | 1\% | (2) | 1\% | (5) | 2\% | (7) | 92\% (323) | 352 |
| PID/Gender: Ind Women | - | (1) | 1\% | (3) | - | (0) | 1\% | (2) | 1\% | (5) | 97\% (331) | 342 |
| PID/Gender: Rep Men | 1\% | (3) | 4\% | (15) | 1\% | (3) | 1\% | (5) | 1\% | (2) | 91\% (308) | 337 |
| PID/Gender: Rep Women | 1\% | (3) | 1\% | (5) | 1\% | (2) | 1\% | (2) | - | (1) | 97\% (351) | 363 |
| Ideo: Liberal (1-3) | 2\% | (9) | 3\% | (16) | 1\% | (3) | 1\% | (9) | 2\% | (10) | 92\% (566) | 614 |
| Ideo: Moderate (4) | 1\% | (7) | 2\% | (13) | 1\% | (6) | 1\% | (7) | 1\% | (8) | 93\% (513) | 554 |
| Ideo: Conservative (5-7) | 1\% | (7) | 2\% | (15) | 1\% | (5) | - | (3) | - | (2) | 96\% (701) | 732 |
| Educ: < College | 1\% | (21) | 1\% | (20) | 1\% | (13) | 1\% | (9) | 1\% | (14) | 95\% (1435) | 1512 |
| Educ: Bachelors degree | 1\% | (5) | 4\% | (17) | 1\% | (6) | 1\% | (4) | 1\% | (6) | 91\% (405) | 444 |
| Educ: Post-grad | 1\% | (3) | $3 \%$ | (7) | - | (1) | 4\% | (9) | 1\% | (1) | 91\% (223) | 244 |

[^18]Table HR2_15: Have you seen the following movies?
Richard Jewell

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $1 \%$ | (30) | 2\% | (44) | $1 \%$ | (20) | $1 \%$ | (21) | $1 \%$ | (22) | 94\% (2063) | 2200 |
| Income: Under 50k | $1 \%$ | (17) | 2\% | (21) | $1 \%$ | (12) | $1 \%$ | (10) | 1\% | (10) | 94\% (1180) | 1250 |
| Income: 50k-100k | $2 \%$ | (11) | 2\% | (15) | 1\% | (4) | $1 \%$ | (9) | 1\% | (10) | 93\% (651) | 702 |
| Income: 100k+ | $1 \%$ | (2) | 3\% | (8) | 1\% | (3) | $1 \%$ | (2) | 1\% | (2) | 93\% (232) | 249 |
| Ethnicity: White | 1\% | (18) | 2\% | (34) | 1\% | (11) | 1\% | (18) | 1\% | (18) | 94\% (1622) | 1722 |
| Ethnicity: Hispanic | 5\% | (16) | 2\% | (6) | $4 \%$ | (14) | $2 \%$ | (7) | $3 \%$ | (10) | 85\% (297) | 349 |
| Ethnicity: Afr. Am. | 1\% | (2) | 2\% | (6) | $1 \%$ | (4) | $1 \%$ | (2) | - | (0) | 95\% (261) | 274 |
| Ethnicity: Other | 5\% | (10) | 2\% | (4) | 2\% | (5) | - | (0) | $2 \%$ | (4) | 89\% (181) | 204 |
| Community: Urban | 3\% | (17) | 2\% | (9) | $3 \%$ | (16) | $2 \%$ | (10) | 1\% | (6) | 89\% (483) | 540 |
| Community: Suburban | $1 \%$ | (11) | 2\% | (26) | - | (2) | $1 \%$ | (9) | 1\% | (10) | 94\% (974) | 1032 |
| Community: Rural | - | (1) | 2\% | (10) | - | (3) | - | (2) | 1\% | (7) | 96\% (606) | 628 |
| Employ: Private Sector | $2 \%$ | (10) | 4\% | (22) | 1\% | (6) | 3\% | (17) | 1\% | (5) | 90\% (578) | 639 |
| Employ: Government | $4 \%$ | (6) | - | (1) | $2 \%$ | (3) | 1\% | (1) | 8\% | (10) | 84\% (108) | 128 |
| Employ: Self-Employed | - | (1) | 3\% | (6) | 5\% | (9) | 1\% | (2) | 1\% | (3) | 89\% (173) | 193 |
| Employ: Homemaker | $1 \%$ | (1) | - | (1) | - | (0) | - | (1) | 1\% | (1) | 98\% (163) | 167 |
| Employ: Retired | 1\% | (3) | 2\% | (9) | - | (0) | - | (1) | - | (0) | 98\% (514) | 527 |
| Employ: Unemployed | 2\% | (5) | 1\% | (3) | - | (0) | - | (0) | - | (1) | 96\% (236) | 245 |
| Employ: Other | $2 \%$ | (5) | 1\% | (1) | 1\% | (1) | - | (0) | $1 \%$ | (2) | 96\% (198) | 207 |
| Military HH: Yes | 1\% | (3) | 3\% | (11) | - | (1) | 2\% | (6) | - | (0) | 94\% (322) | 343 |
| Military HH: No | $1 \%$ | (27) | 2\% | (33) | $1 \%$ | (19) | $1 \%$ | (15) | 1\% | (22) | 94\% (1741) | 1857 |
| RD/WT: Right Direction | 1\% | (11) | 2\% | (21) | 1\% | (10) | $2 \%$ | (13) | 1\% | (6) | 93\% (777) | 837 |
| RD/WT: Wrong Track | $1 \%$ | (19) | 2\% | (23) | 1\% | (11) | 1\% | (8) | 1\% | (16) | 94\% (1286) | 1363 |
| Trump Job Approve | $1 \%$ | (6) | 2\% | (21) | 1\% | (10) | 1\% | (11) | 1\% | (7) | 94\% (825) | 879 |
| Trump Job Disapprove | $2 \%$ | (24) | 2\% | (21) | 1\% | (6) | 1\% | (8) | 1\% | (14) | 94\% (1128) | 1200 |

Continued on next page

Table HR2_15: Have you seen the following movies?
Richard Jewell

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 1\% | (30) | 2\% | (44) | 1\% | (20) | 1\% | (21) | 1\% | (22) | 94\% (2063) | 2200 |
| Trump Job Strongly Approve | 1\% | (4) | 3\% | (15) | 1\% | (7) | 2\% | (10) | - | (1) | 92\% (438) | 476 |
| Trump Job Somewhat Approve | 1\% | (2) | 1\% | (6) | 1\% | (3) | - | (0) | 1\% | (5) | 96\% (387) | 403 |
| Trump Job Somewhat Disapprove | 1\% | (3) | 2\% | (4) | 1\% | (2) | - | (1) | - | (0) | 96\% (245) | 255 |
| Trump Job Strongly Disapprove | 2\% | (20) | 2\% | (16) | - | (4) | 1\% | (7) | 1\% | (14) | 93\% (884) | 945 |
| Favorable of Trump | 1\% | (8) | 2\% | (21) | 1\% | (10) | 1\% | (11) | 2\% | (14) | 93\% (815) | 880 |
| Unfavorable of Trump | 2\% | (22) | 2\% | (20) | 1\% | (6) | 1\% | (6) | - | (4) | 95\% (1136) | 1194 |
| Very Favorable of Trump | 1\% | (5) | 4\% | (18) | 1\% | (5) | 2\% | (8) | 1\% | (3) | 92\% (465) | 503 |
| Somewhat Favorable of Trump | 1\% | (3) | 1\% | (3) | 1\% | (5) | 1\% | (3) | 3\% | (11) | 93\% (350) | 376 |
| Somewhat Unfavorable of Trump | - | (0) | 2\% | (3) | - | (0) | 2\% | (5) | - | (0) | 96\% (188) | 196 |
| Very Unfavorable of Trump | 2\% | (22) | 2\% | (17) | 1\% | (6) | - | (1) | - | (4) | 95\% (949) | 999 |
| \#1 Issue: Economy | 1\% | (6) | 2\% | (10) | 1\% | (6) | 1\% | (4) | 1\% | (6) | 94\% (531) | 564 |
| \#1 Issue: Security | 2\% | (10) | $4 \%$ | (18) | 1\% | (6) | 1\% | (7) | 2\% | (9) | 90\% (449) | 498 |
| \#1 Issue: Health Care | - | (1) | 2\% | (6) | 1\% | (3) | 1\% | (5) | 2\% | (6) | 94\% (334) | 354 |
| \#1 Issue: Medicare / Social Security | 1\% | (3) | 1\% | (4) | - | (0) | - | (1) | - | (0) | 98\% (316) | 324 |
| \#1 Issue: Women's Issues | - | (0) | 2\% | (2) | 2\% | (2) | - | (0) | - | (0) | 96\% (104) | 108 |
| \#1 Issue: Education | 5\% | (5) | 2\% | (2) | 1\% | (1) | - | (0) | - | (0) | 93\% (94) | 101 |
| \#1 Issue: Energy | 4\% | (5) | 1\% | (1) | 2\% | (3) | 1\% | (2) | - | (0) | 92\% (118) | 128 |
| \#1 Issue: Other | - | (0) | 2\% | (2) | - | (0) | 2\% | (2) | 2\% | (2) | 95\% (118) | 124 |
| 2018 House Vote: Democrat | 2\% | (14) | 3\% | (20) | 1\% | (5) | 1\% | (12) | 1\% | (8) | 92\% (723) | 782 |
| 2018 House Vote: Republican | 1\% | (7) | 3\% | (16) | 1\% | (4) | 1\% | (5) | 1\% | (4) | 94\% (585) | 621 |
| 2018 House Vote: Someone else | - | (0) | 2\% | (1) | - | (0) | - | (0) | - | (0) | 98\% (73) | 75 |
| 2016 Vote: Hillary Clinton | 2\% | (15) | 2\% | (17) | 1\% | (4) | 2\% | (11) | \% | (3) | 93\% (656) | 706 |
| 2016 Vote: Donald Trump | 1\% | (6) | 3\% | (18) | 1\% | (7) | 1\% | (6) | 1\% | (5) | 94\% (637) | 678 |
| 2016 Vote: Other | - | (0) | $4 \%$ | (5) | - | (0) | - | (1) | - | (0) | 96\% (111) | 116 |
| 2016 Vote: Didn't Vote | 1\% | (9) | $1 \%$ | (4) | $1 \%$ | (10) | - | (2) | 2\% | (14) | 94\% (659) | 698 |

Continued on next page

Table HR2_15: Have you seen the following movies?
Richard Jewell


Continued on next page

Table HR2_15: Have you seen the following movies?
Richard Jewell

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 1\% | (30) | 2\% | (44) | 1\% | (20) | 1\% | (21) | 1\% | (22) | 94\% (2063) | 2200 |
| Watch Sporting Events: Every day | 13\% | (18) | 6\% | (8) | 3\% | (4) | 7\% | (9) | 2\% | (2) | 70\% (95) | 137 |
| Watch Sporting Events: Several times per week | - | (2) | 2\% | (9) | 1\% | (3) | 1\% | (3) | 3\% | (10) | 93\% (345) | 373 |
| Watch Sporting Events: About once per week | 1\% | (4) | 3\% | (10) | 3\% | (10) | - | (1) | - | (1) | 92\% (282) | 308 |
| Watch Sporting Events: Several times per month | - | (0) | $3 \%$ | (4) | 1\% | (1) | 2\% | (3) | - | (0) | 95\% (135) | 142 |
| Watch Sporting Events: About once per month | - | (1) | 2\% | (3) | - | (0) | - | (1) | 1\% | (1) | 96\% (120) | 126 |
| Watch Sporting Events: Less often than once per month | 1\% | (4) | - | (1) | - | (0) | 1\% | (2) | 1\% | (3) | 97\% (286) | 295 |
| Watch Sporting Events: Never | - | (2) | 1\% | (10) | - | (3) | - | (2) | - | (4) | 97\% (799) | 820 |
| Cable TV: Currently subscribe | 1\% | (10) | 3\% | (29) | 1\% | (8) | 2\% | (17) | 1\% | (8) | 93\% (947) | 1018 |
| Cable TV: Subscribed in past | 2\% | (17) | 2\% | (13) | 1\% | (6) | - | (3) | 1\% | (10) | 93\% (687) | 735 |
| Cable TV: Never subscribed | 1\% | (3) | $1 \%$ | (3) | 2\% | (7) | - | (1) | 1\% | (5) | 96\% (429) | 447 |
| Satellite TV: Currently subscribe | 2\% | (9) | 4\% | (15) | 3\% | (11) | 3\% | (13) | 1\% | (4) | 87\% (350) | 403 |
| Satellite TV: Subscribed in past | 3\% | (17) | 2\% | (11) | 1\% | (4) | - | (2) | 2\% | (11) | 92\% (556) | 602 |
| Satellite TV: Never subscribed | - | (3) | 2\% | (18) | - | (5) | - | (5) | 1\% | (7) | 97\% (1157) | 1195 |
| Streaming Services: Currently subscribe | 2\% | (21) | 2\% | (31) | 1\% | (15) | 1\% | (19) | 1\% | (7) | 93\% (1228) | 1321 |
| Streaming Services: Subscribed in past | 3\% | (7) | $3 \%$ | (7) | 2\% | (5) | - | (0) | 4\% | (9) | 88\% (198) | 226 |
| Streaming Services: Never subscribed | - | (2) | 1\% | (6) | - | (0) | - | (2) | 1\% | (7) | 97\% (637) | 654 |
| Film: An avid fan | 2\% | (17) | 3\% | (25) | 1\% | (5) | 1\% | (10) | 1\% | (9) | 91\% (645) | 711 |
| Film: A casual fan | 1\% | (12) | 1\% | (17) | 1\% | (12) | 1\% | (11) | 1\% | (14) | 95\% (1127) | 1192 |
| Film: Not a fan | - | (1) | 1\% | (3) | 1\% | (3) | - | (0) | - | (0) | 98\% (291) | 298 |
| Television: An avid fan | 2\% | (17) | 3\% | (31) | 1\% | (9) | 1\% | (11) | 1\% | (6) | 93\% (998) | 1071 |
| Television: A casual fan | 1\% | (13) | $1 \%$ | (14) | 1\% | (9) | 1\% | (10) | 2\% | (16) | 94\% (907) | 967 |
| Television: Not a fan | - | (0) | - | (0) | 2\% | (3) | - | (0) | - | (0) | 98\% (159) | 162 |
| Music: An avid fan | 2\% | (17) | $2 \%$ | (24) | 1\% | (9) | 1\% | (11) | - | (5) | 94\% (966) | 1031 |
| Music: A casual fan | 1\% | (13) | 2\% | (17) | 1\% | (8) | 1\% | (9) | 2\% | (17) | 94\% (932) | 995 |
| Music: Not a fan | - | (0) | $2 \%$ | (3) | 2\% | (3) | 1\% | (2) | - | (1) | 95\% (165) | 173 |

Continued on next page

Table HR2_15: Have you seen the following movies?
Richard Jewell

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 1\% | (30) | 2\% | (44) | 1\% | (20) | 1\% | (21) | 1\% | (22) | 94\% (2063) | 2200 |
| Fashion: An avid fan | $3 \%$ | (9) | 2\% | (7) | 1\% | (4) | 3\% | (10) | 1\% | (2) | 89\% (255) | 287 |
| Fashion: A casual fan | 2\% | (16) | 2\% | (15) | 2\% | (12) | 1\% | (7) | 1\% | (12) | 92\% (766) | 828 |
| Fashion: Not a fan | - | (5) | 2\% | (22) | - | (3) | - | (4) | 1\% | (8) | 96\% (1042) | 1084 |

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

Table HR2_16: Have you seen the following movies?
Bombshell

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 2\% | (38) | 2\% | (49) | - | (11) | 1\% | (23) | 1\% | (24) | 93\% (2055) | 2200 |
| Gender: Male | 3\% | (27) | 3\% | (27) | 1\% | (8) | 2\% | (19) | 1\% | (15) | 91\% (965) | 1062 |
| Gender: Female | 1\% | (11) | 2\% | (22) | - | (3) | - | (4) | 1\% | (9) | 96\% (1090) | 1138 |
| Age: 18-29 | 2\% | (10) | 2\% | (10) | 1\% | (3) | 2\% | (10) | 3\% | (13) | 89\% (376) | 422 |
| Age: 30-44 | 3\% | (16) | 3\% | (17) | 1\% | (7) | 2\% | (10) | 1\% | (8) | 90\% (532) | 591 |
| Age: 45-54 | 2\% | (5) | 3\% | (8) | - | (1) | 1\% | (2) | 1\% | (2) | 94\% (282) | 300 |
| Age: 55-64 | 1\% | (3) | 2\% | (10) | - | (0) | - | (2) | - | (1) | 97\% (435) | 450 |
| Age: 65+ | 1\% | (4) | $1 \%$ | (4) | - | (0) | - | (0) | - | (0) | 98\% (429) | 436 |
| Generation Z: 18-22 | 1\% | (2) | - | (0) | 2\% | (3) | - | (0) | 2\% | (3) | 95\% (158) | 166 |
| Millennial: Age 23-38 | 2\% | (16) | 4\% | (23) | - | (1) | 2\% | (15) | 3\% | (17) | 89\% (567) | 639 |
| Generation X: Age 39-54 | 3\% | (13) | 3\% | (13) | 1\% | (6) | 1\% | (7) | 1\% | (4) | 92\% (466) | 508 |
| Boomers: Age 55-73 | 1\% | (6) | $2 \%$ | (12) | - | (0) | - | (2) | - | (1) | 97\% (747) | 768 |
| PID: Dem (no lean) | 3\% | (25) | 3\% | (21) | - | (2) | 1\% | (7) | 1\% | (12) | 92\% (738) | 806 |
| PID: Ind (no lean) | 1\% | (7) | 2\% | (15) | - | (2) | 1\% | (9) | 1\% | (5) | 94\% (656) | 694 |
| PID: Rep (no lean) | 1\% | (6) | 2\% | (13) | 1\% | (6) | 1\% | (7) | 1\% | (7) | 94\% (661) | 700 |
| PID/Gender: Dem Men | 5\% | (19) | 3\% | (11) | 1\% | (2) | 2\% | (7) | 2\% | (7) | 88\% (326) | 373 |
| PID/Gender: Dem Women | 1\% | (6) | 2\% | (11) | - | (0) | - | (0) | 1\% | (5) | 95\% (412) | 433 |
| PID/Gender: Ind Men | 2\% | (6) | 2\% | (8) | - | (2) | 2\% | (8) | 1\% | (3) | 92\% (326) | 352 |
| PID/Gender: Ind Women | - | (1) | 2\% | (7) | - | (1) | - | (2) | 1\% | (2) | 97\% (330) | 342 |
| PID/Gender: Rep Men | 1\% | (2) | 2\% | (8) | 1\% | (4) | 1\% | (4) | 1\% | (5) | 93\% (313) | 337 |
| PID/Gender: Rep Women | 1\% | (4) | 1\% | (5) | 1\% | (2) | 1\% | (2) | 1\% | (2) | 96\% (347) | 363 |
| Ideo: Liberal (1-3) | 2\% | (14) | 4\% | (24) | - | (1) | 1\% | (8) | 2\% | (11) | 91\% (556) | 614 |
| Ideo: Moderate (4) | 1\% | (8) | 2\% | (10) | 1\% | (7) | 2\% | (8) | 1\% | (5) | 93\% (516) | 554 |
| Ideo: Conservative (5-7) | 1\% | (8) | 2\% | (13) | - | (3) | - | (4) | 1\% | (8) | 95\% (697) | 732 |
| Educ: < College | 2\% | (31) | 1\% | (19) | - | (3) | 1\% | (12) | 1\% | (15) | 95\% (1432) | 1512 |
| Educ: Bachelors degree | 1\% | (5) | 5\% | (22) | 1\% | (6) | 1\% | (3) | 1\% | (5) | 91\% (403) | 444 |
| Educ: Post-grad | 1\% | (2) | $3 \%$ | (8) | - | (1) | 3\% | (8) | 2\% | (5) | 90\% (220) | 244 |

Table HR2_16: Have you seen the following movies?
Bombshell

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 2\% | (38) | 2\% | (49) | - | (11) | 1\% | (23) | 1\% | (24) | 93\% (2055) | 2200 |
| Income: Under 50k | 2\% | (29) | 1\% | (15) | - | (4) | - | (5) | 1\% | (7) | 95\% (1189) | 1250 |
| Income: 50k-100k | 1\% | (7) | 4\% | (25) | - | (2) | 2\% | (15) | 2\% | (14) | 91\% (638) | 702 |
| Income: 100k+ | 1\% | (2) | 4\% | (9) | 2\% | (4) | 1\% | (3) | 1\% | (3) | 91\% (227) | 249 |
| Ethnicity: White | 1\% | (20) | 2\% | (33) | - | (7) | 1\% | (22) | 1\% | (20) | 94\% (1620) | 1722 |
| Ethnicity: Hispanic | 4\% | (15) | 2\% | (7) | 1\% | (4) | 3\% | (11) | 3\% | (12) | 86\% (300) | 349 |
| Ethnicity: Afr. Am. | 1\% | (3) | 3\% | (9) | 1\% | (2) | 1\% | (2) | 1\% | (4) | 93\% (255) | 274 |
| Ethnicity: Other | 7\% | (15) | 4\% | (7) | 1\% | (1) | - | (0) | - | (0) | 88\% (180) | 204 |
| Community: Urban | 3\% | (17) | $3 \%$ | (14) | 1\% | (6) | 3\% | (14) | 2\% | (10) | 89\% (480) | 540 |
| Community: Suburban | 2\% | (17) | 3\% | (27) | - | (4) | 1\% | (9) | 1\% | (12) | 93\% (964) | 1032 |
| Community: Rural | 1\% | (4) | 1\% | (8) | - | (1) | - | (1) | - | (3) | 97\% (611) | 628 |
| Employ: Private Sector | 2\% | (13) | 3\% | (22) | 1\% | (5) | 2\% | (12) | 1\% | (4) | 91\% (584) | 639 |
| Employ: Government | 1\% | (2) | 2\% | (3) | 2\% | (3) | 5\% | (6) | 5\% | (7) | 84\% (107) | 128 |
| Employ: Self-Employed | 3\% | (6) | 5\% | (10) | 1\% | (2) | 1\% | (2) | 4\% | (9) | 85\% (165) | 193 |
| Employ: Homemaker | - | (0) | 2\% | (3) | - | (0) | - | (0) | 1\% | (1) | 98\% (163) | 167 |
| Employ: Retired | 1\% | (5) | 1\% | (6) | - | (0) | - | (2) | - | (1) | 98\% (514) | 527 |
| Employ: Unemployed | 3\% | (7) | 1\% | (3) | - | (0) | 1\% | (1) | 1\% | (1) | 95\% (233) | 245 |
| Employ: Other | 3\% | (6) | 1\% | (2) | - | (0) | 1\% | (1) | - | (1) | 95\% (196) | 207 |
| Military HH: Yes | 1\% | (3) | 2\% | (8) | - | (1) | 2\% | (7) | - | (2) | 94\% (323) | 343 |
| Military HH: No | 2\% | (36) | 2\% | (41) | 1\% | (10) | 1\% | (16) | 1\% | (22) | 93\% (1732) | 1857 |
| RD/WT: Right Direction | 1\% | (7) | 2\% | (18) | 1\% | (10) | 2\% | (15) | 1\% | (10) | 93\% (778) | 837 |
| RD/WT: Wrong Track | 2\% | (31) | 2\% | (32) | - | (1) | 1\% | (8) | $1 \%$ | (14) | 94\% (1277) | 1363 |
| Trump Job Approve | 1\% | (5) | 2\% | (18) | 1\% | (7) | 1\% | (8) | $1 \%$ | (8) | 95\% (833) | 879 |
| Trump Job Disapprove | 2\% | (29) | $2 \%$ | (28) | - | (3) | 1\% | (11) | 1\% | (16) | 93\% (1113) | 1200 |

Continued on next page

Table HR2_16: Have you seen the following movies?
Bombshell

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 2\% | (38) | 2\% | (49) | - | (11) | 1\% | (23) | 1\% | (24) | 93\% (2055) | 2200 |
| Trump Job Strongly Approve | 1\% | (3) | 2\% | (9) | 1\% | (7) | 1\% | (6) | 1\% | (5) | 94\% (447) | 476 |
| Trump Job Somewhat Approve | 1\% | (2) | 2\% | (9) | - | (1) | 1\% | (3) | 1\% | (3) | 96\% (386) | 403 |
| Trump Job Somewhat Disapprove | 4\% | (11) | 3\% | (7) | - | (1) | 1\% | (1) | 1\% | (1) | 92\% (234) | 255 |
| Trump Job Strongly Disapprove | 2\% | (18) | 2\% | (22) | - | (2) | 1\% | (9) | 2\% | (14) | 93\% (880) | 945 |
| Favorable of Trump | 1\% | (10) | 2\% | (19) | 1\% | (7) | 1\% | (9) | 2\% | (15) | 93\% (820) | 880 |
| Unfavorable of Trump | 2\% | (23) | 2\% | (27) | - | (3) | 1\% | (11) | 1\% | (9) | 94\% (1121) | 1194 |
| Very Favorable of Trump | 1\% | (4) | 3\% | (13) | 1\% | (4) | 1\% | (6) | 1\% | (6) | 94\% (471) | 503 |
| Somewhat Favorable of Trump | 2\% | (7) | 1\% | (6) | 1\% | (3) | 1\% | (3) | 3\% | (10) | 93\% (348) | 376 |
| Somewhat Unfavorable of Trump | 1\% | (3) | 1\% | (2) | 2\% | (3) | 2\% | (5) | 1\% | (1) | 93\% (181) | 196 |
| Very Unfavorable of Trump | 2\% | (20) | 3\% | (25) | - | (0) | 1\% | (6) | 1\% | (7) | 94\% (940) | 999 |
| \#1 Issue: Economy | 2\% | (9) | 2\% | (12) | 1\% | (3) | 1\% | (5) | 1\% | (5) | 94\% (530) | 564 |
| \#1 Issue: Security | 2\% | (12) | 3\% | (17) | 1\% | (3) | 1\% | (6) | 3\% | (13) | 90\% (446) | 498 |
| \#1 Issue: Health Care | 2\% | (6) | 2\% | (9) | 1\% | (2) | 1\% | (3) | 1\% | (2) | 94\% (332) | 354 |
| \#1 Issue: Medicare / Social Security | 1\% | (5) | 1\% | (3) | - | (0) | - | (1) | - | (1) | 97\% (315) | 324 |
| \#1 Issue: Women's Issues | - | (0) | 6\% | (7) | - | (0) | - | (0) | - | (0) | 94\% (101) | 108 |
| \#1 Issue: Education | 5\% | (5) | 1\% | (1) | - | (0) | - | (0) | - | (0) | 94\% (95) | 101 |
| \#1 Issue: Energy | 1\% | (2) | $1 \%$ | (2) | 2\% | (2) | 5\% | (6) | 2\% | (2) | 89\% (114) | 128 |
| \#1 Issue: Other | 1\% | (1) | - | (0) | - | (0) | 2\% | (2) | - | (0) | 97\% (121) | 124 |
| 2018 House Vote: Democrat | 2\% | (16) | 3\% | (25) | - | (3) | 2\% | (14) | 1\% | (10) | 91\% (714) | 782 |
| 2018 House Vote: Republican | 1\% | (4) | 2\% | (15) | 1\% | (6) | 1\% | (4) | 1\% | (8) | 94\% (584) | 621 |
| 2018 House Vote: Someone else | - | (0) | - | (0) | 1\% | (1) | - | (0) | - | (0) | 99\% (74) | 75 |
| 2016 Vote: Hillary Clinton | 2\% | (15) | 3\% | (22) | - | (2) | 2\% | (12) | 1\% | (4) | 92\% (649) | 706 |
| 2016 Vote: Donald Trump | 1\% | (4) | 2\% | (13) | 1\% | (5) | 1\% | (7) | 1\% | (8) | 95\% (642) | 678 |
| 2016 Vote: Other | 1\% | (1) | 3\% | (3) | - | (0) | - | (0) | - | (0) | 96\% (112) | 116 |
| 2016 Vote: Didn't Vote | $3 \%$ | (18) | $2 \%$ | (11) | - | (3) | 1\% | (4) | 2\% | (12) | 93\% (648) | 698 |

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Table HR2_16: Have you seen the following movies?
Bombshell


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Table HR2_16: Have you seen the following movies?
Bombshell

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 2\% | (38) | 2\% | (49) | - | (11) | 1\% | (23) | 1\% | (24) | 93\% | (2055) | 2200 |
| Watch Sporting Events: Every day | 7\% | (10) | 4\% | (5) | $4 \%$ | (5) | 11\% | (15) | 2\% | (3) | 72\% | (99) | 137 |
| Watch Sporting Events: Several times per week | 2\% | (6) | 3\% | (11) | - | (1) | - | (1) | 3\% | (13) | 91\% | (341) | 373 |
| Watch Sporting Events: About once per week | 3\% | (10) | 3\% | (10) | - | (1) | $1 \%$ | (3) | 1\% | (4) | 91\% | (279) | 308 |
| Watch Sporting Events: Several times per month | 1\% | (2) | 4\% | (6) | - | (0) | - | (1) | - | (0) | 94\% | (133) | 142 |
| Watch Sporting Events: About once per month | - | (0) | 2\% | (2) | 2\% | (2) | - | (0) | 1\% | (1) | 95\% | (119) | 126 |
| Watch Sporting Events: Less often than once per month | 2\% | (6) | 2\% | (5) | - | (0) | - | (1) | 1\% | (2) | 95\% | (281) | 295 |
| Watch Sporting Events: Never | - | (3) | 1\% | (10) | - | (1) | - | (3) | - | (1) | 98\% | (802) | 820 |
| Cable TV: Currently subscribe | 1\% | (14) | 3\% | (30) | 1\% | (7) | 1\% | (13) | 1\% | (10) | 93\% | (944) | 1018 |
| Cable TV: Subscribed in past | 3\% | (22) | $2 \%$ | (17) | - | (1) | 1\% | (9) | 1\% | (9) | 92\% | (678) | 735 |
| Cable TV: Never subscribed | 1\% | (2) | 1\% | (3) | 1\% | (3) | - | (2) | 1\% | (5) | 97\% | (433) | 447 |
| Satellite TV: Currently subscribe | 3\% | (11) | 5\% | (19) | 1\% | (4) | 3\% | (12) | 2\% | (8) | 86\% | (348) | 403 |
| Satellite TV: Subscribed in past | 3\% | (18) | 2\% | (10) | 1\% | (4) | 1\% | (7) | 2\% | (10) | 92\% | (553) | 602 |
| Satellite TV: Never subscribed | 1\% | (9) | 2\% | (21) | - | (3) | - | (4) | - | (5) | 96\% | (1153) | 1195 |
| Streaming Services: Currently subscribe | 2\% | (29) | 3\% | (41) | 1\% | (8) | 1\% | (14) | 1\% | (15) | 92\% | (1214) | 1321 |
| Streaming Services: Subscribed in past | 3\% | (6) | $3 \%$ | (6) | 1\% | (2) | 2\% | (5) | 3\% | (6) | 88\% | (199) | 226 |
| Streaming Services: Never subscribed | 1\% | (3) | - | (3) | - | (0) | 1\% | (4) | - | (3) | 98\% | (641) | 654 |
| Film: An avid fan | 3\% | (24) | 4\% | (31) | 1\% | (6) | 1\% | (7) | 1\% | (10) | 89\% | (633) | 711 |
| Film: A casual fan | 1\% | (14) | $1 \%$ | (17) | - | (5) | 1\% | (15) | 1\% | (13) | 95\% | (1127) | 1192 |
| Film: Not a fan | - | (0) | - | (1) | - | (0) | - | (1) | - | (1) | 99\% | (294) | 298 |
| Television: An avid fan | 2\% | (24) | 3\% | (33) | 1\% | (7) | 1\% | (13) | 1\% | (6) | 92\% | (988) | 1071 |
| Television: A casual fan | 1\% | (14) | 2\% | (15) | - | (3) | 1\% | (9) | 2\% | (15) | 94\% | (910) | 967 |
| Television: Not a fan | - | (0) | 1\% | (1) | - | (1) | 1\% | (1) | 2\% | (3) | 97\% | (156) | 162 |
| Music: An avid fan | 2\% | (16) | 3\% | (33) | 1\% | (6) | 1\% | (13) | - | (4) | 93\% | (959) | 1031 |
| Music: A casual fan | 2\% | (21) | $2 \%$ | (16) | - | (5) | 1\% | (9) | 2\% | (17) | 93\% | (928) | 995 |
| Music: Not a fan | 1\% | (2) | - | (0) | - | (0) | 1\% | (1) | 2\% | (3) | 97\% | (168) | 173 |

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Table HR2_16: Have you seen the following movies?
Bombshell

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 2\% | (38) | 2\% | (49) | - | (11) | 1\% | (23) | 1\% | (24) | 93\% (2055) | 2200 |
| Fashion: An avid fan | 3\% | (10) | 4\% | (12) | $2 \%$ | (6) | 3\% | (9) | 1\% | (4) | 86\% (246) | 287 |
| Fashion: A casual fan | 2\% | (18) | 3\% | (24) | - | (4) | 1\% | (11) | $2 \%$ | (16) | 91\% (756) | 828 |
| Fashion: Not a fan | 1\% | (11) | $1 \%$ | (13) | - | (1) | - | (3) | - | (4) | 97\% (1053) | 1084 |

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

Table HR2_17: Have you seen the following movies? 1917

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 2\% | (41) | 4\% | (78) | 1\% | (18) | 1\% | (25) | 1\% | (26) | 92\% (2013) | 2200 |
| Gender: Male | 3\% | (31) | 6\% | (63) | 1\% | (13) | 2\% | (20) | 1\% | (11) | 87\% (923) | 1062 |
| Gender: Female | 1\% | (10) | 1\% | (15) | - | (4) | - | (5) | 1\% | (15) | 96\% (1090) | 1138 |
| Age: 18-29 | 4\% | (18) | 5\% | (21) | 1\% | (6) | 3\% | (14) | 4\% | (16) | 82\% (347) | 422 |
| Age: 30-44 | 3\% | (15) | 5\% | (31) | 2\% | (10) | 2\% | (10) | 1\% | (4) | 88\% (521) | 591 |
| Age: 45-54 | 1\% | (4) | 3\% | (8) | - | (0) | - | (1) | 1\% | (4) | 94\% (283) | 300 |
| Age: 55-64 | 1\% | (3) | 2\% | (7) | - | (1) | - | (0) | - | (2) | 97\% (439) | 450 |
| Age: 65+ | - | (1) | 2\% | (11) | - | (1) | - | (0) | - | (0) | 97\% (424) | 436 |
| Generation Z: 18-22 | 5\% | (8) | 6\% | (10) | 2\% | (3) | 1\% | (2) | 3\% | (5) | 83\% (138) | 166 |
| Millennial: Age 23-38 | 3\% | (18) | 4\% | (29) | 1\% | (6) | 3\% | (17) | 2\% | (12) | 87\% (557) | 639 |
| Generation X: Age 39-54 | 2\% | (10) | 4\% | (21) | 2\% | (8) | 1\% | (5) | 1\% | (7) | 90\% (456) | 508 |
| Boomers: Age 55-73 | - | (4) | 2\% | (13) | - | (1) | - | (0) | - | (2) | 97\% (748) | 768 |
| PID: Dem (no lean) | 2\% | (15) | 4\% | (29) | 1\% | (10) | 1\% | (12) | 2\% | (16) | 90\% (724) | 806 |
| PID: Ind (no lean) | 2\% | (14) | 3\% | (24) | 1\% | (6) | 1\% | (5) | 1\% | (7) | 92\% (638) | 694 |
| PID: Rep (no lean) | 2\% | (12) | 3\% | (24) | - | (2) | 1\% | (7) | 1\% | (4) | 93\% (651) | 700 |
| PID/Gender: Dem Men | 4\% | (14) | 6\% | (24) | 3\% | (10) | 3\% | (11) | 2\% | (8) | 82\% (306) | 373 |
| PID/Gender: Dem Women | - | (1) | 1\% | (5) | - | (0) | - | (1) | 2\% | (7) | 97\% (418) | 433 |
| PID/Gender: Ind Men | 2\% | (7) | 5\% | (18) | 1\% | (2) | 1\% | (5) | - | (2) | 90\% (318) | 352 |
| PID/Gender: Ind Women | 2\% | (7) | 2\% | (5) | 1\% | (3) | - | (1) | 1\% | (5) | 94\% (320) | 342 |
| PID/Gender: Rep Men | 3\% | (10) | 6\% | (20) | - | (2) | 1\% | (4) | - | (1) | 89\% (299) | 337 |
| PID/Gender: Rep Women | - | (2) | 1\% | (4) | - | (1) | 1\% | (3) | 1\% | (2) | 97\% (352) | 363 |
| Ideo: Liberal (1-3) | 2\% | (13) | 4\% | (26) | 1\% | (8) | 1\% | (4) | 2\% | (12) | 90\% (551) | 614 |
| Ideo: Moderate (4) | 1\% | (6) | 4\% | (23) | 1\% | (4) | 3\% | (14) | 1\% | (6) | 90\% (501) | 554 |
| Ideo: Conservative (5-7) | 2\% | (16) | 3\% | (19) | - | (2) | - | (3) | 1\% | (7) | 94\% (686) | 732 |
| Educ: < College | 2\% | (34) | $3 \%$ | (42) | 1\% | (14) | 1\% | (15) | 1\% | (21) | 92\% (1386) | 1512 |
| Educ: Bachelors degree | 1\% | (4) | 5\% | (23) | 1\% | (3) | 1\% | (3) | 1\% | (4) | 92\% (407) | 444 |
| Educ: Post-grad | 1\% | (3) | 5\% | (12) | 1\% | (2) | 3\% | (6) | - | (1) | 90\% (220) | 244 |

[^19]Table HR2_17: Have you seen the following movies?
1917

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 2\% | (41) | 4\% | (78) | 1\% | (18) | 1\% | (25) | 1\% | (26) | 92\% (2013) | 2200 |
| Income: Under 50k | 2\% | (24) | 2\% | (24) | $1 \%$ | (14) | 1\% | (9) | 1\% | (13) | 93\% (1166) | 1250 |
| Income: 50k-100k | 2\% | (16) | 6\% | (42) | - | (3) | 2\% | (13) | 2\% | (13) | 88\% (615) | 702 |
| Income: 100k+ | 1\% | (2) | 5\% | (12) | - | (1) | 1\% | (3) | - | (0) | 93\% (232) | 249 |
| Ethnicity: White | 2\% | (27) | 3\% | (52) | $1 \%$ | (9) | 1\% | (19) | 1\% | (22) | 92\% (1592) | 1722 |
| Ethnicity: Hispanic | 3\% | (10) | 7\% | (25) | $2 \%$ | (7) | 5\% | (17) | 3\% | (11) | 80\% (280) | 349 |
| Ethnicity: Afr. Am. | 1\% | (3) | 4\% | (11) | 1\% | (3) | 1\% | (2) | 1\% | (4) | 91\% (250) | 274 |
| Ethnicity: Other | 5\% | (10) | 7\% | (14) | $3 \%$ | (6) | 2\% | (4) | - | (0) | 84\% (170) | 204 |
| Community: Urban | 2\% | (10) | 6\% | (32) | 1\% | (4) | 3\% | (17) | 2\% | (9) | 87\% (468) | 540 |
| Community: Suburban | 2\% | (19) | 3\% | (35) | 1\% | (10) | 1\% | (7) | 1\% | (14) | 92\% (947) | 1032 |
| Community: Rural | 2\% | (12) | 2\% | (10) | $1 \%$ | (4) | - | (1) | 1\% | (4) | 95\% (598) | 628 |
| Employ: Private Sector | 2\% | (10) | 5\% | (31) | $1 \%$ | (5) | 2\% | (10) | 1\% | (7) | 90\% (577) | 639 |
| Employ: Government | 7\% | (9) | 1\% | (1) | - | (0) | 6\% | (8) | 6\% | (8) | 80\% (102) | 128 |
| Employ: Self-Employed | 3\% | (6) | 3\% | (6) | - | (0) | 3\% | (6) | 2\% | (3) | 89\% (172) | 193 |
| Employ: Homemaker | $2 \%$ | (3) | 2\% | (3) | $2 \%$ | (3) | - | (0) | 2\% | (3) | 93\% (155) | 167 |
| Employ: Retired | - | (3) | 2\% | (11) | - | (1) | - | (0) | - | (1) | 97\% (512) | 527 |
| Employ: Unemployed | 3\% | (7) | 3\% | (8) | 1\% | (4) | - | (0) | - | (1) | 92\% (225) | 245 |
| Employ: Other | 2\% | (4) | 4\% | (8) | 2\% | (5) | - | (0) | 1\% | (2) | 91\% (189) | 207 |
| Military HH: Yes | - | (1) | 4\% | (15) | - | (1) | 1\% | (5) | 1\% | (3) | 93\% (318) | 343 |
| Military HH: No | 2\% | (40) | 3\% | (63) | 1\% | (17) | 1\% | (20) | 1\% | (23) | 91\% (1695) | 1857 |
| RD/WT: Right Direction | 2\% | (17) | 3\% | (27) | 1\% | (5) | 2\% | (17) | 1\% | (4) | 92\% (767) | 837 |
| RD/WT: Wrong Track | 2\% | (24) | 4\% | (51) | 1\% | (13) | 1\% | (7) | 2\% | (22) | 91\% (1246) | 1363 |
| Trump Job Approve | 2\% | (18) | 3\% | (25) | - | (4) | 1\% | (10) | - | (4) | 93\% (818) | 879 |
| Trump Job Disapprove | 2\% | (23) | 4\% | (44) | 1\% | (11) | 1\% | (11) | 2\% | (20) | 91\% (1093) | 1200 |

Continued on next page

Table HR2_17: Have you seen the following movies? 1917

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 2\% | (41) | $4 \%$ | (78) | 1\% | (18) | 1\% | (25) | 1\% | (26) | 92\% (2013) | 2200 |
| Trump Job Strongly Approve | 2\% | (12) | 4\% | (18) | - | (2) | 2\% | (9) | 1\% | (3) | 91\% (432) | 476 |
| Trump Job Somewhat Approve | 2\% | (7) | 2\% | (7) | - | (2) | - | (0) | - | (2) | 96\% (386) | 403 |
| Trump Job Somewhat Disapprove | 2\% | (6) | $2 \%$ | (5) | 1\% | (3) | 1\% | (2) | $2 \%$ | (6) | 92\% (235) | 255 |
| Trump Job Strongly Disapprove | 2\% | (17) | 4\% | (39) | 1\% | (8) | 1\% | (9) | 1\% | (14) | 91\% (858) | 945 |
| Favorable of Trump | 2\% | (21) | 3\% | (24) | 1\% | (5) | 1\% | (8) | 1\% | (12) | 92\% (808) | 880 |
| Unfavorable of Trump | 2\% | (20) | 4\% | (51) | 1\% | (9) | 1\% | (11) | 1\% | (12) | 91\% (1092) | 1194 |
| Very Favorable of Trump | 2\% | (11) | $4 \%$ | (21) | - | (1) | 1\% | (6) | $1 \%$ | (4) | 91\% (460) | 503 |
| Somewhat Favorable of Trump | 3\% | (10) | $1 \%$ | (3) | 1\% | (4) | 1\% | (3) | 2\% | (9) | 93\% (348) | 376 |
| Somewhat Unfavorable of Trump | - | (1) | 2\% | (3) | 2\% | (3) | 3\% | (6) | $2 \%$ | (3) | 92\% (179) | 196 |
| Very Unfavorable of Trump | 2\% | (19) | 5\% | (47) | 1\% | (6) | 1\% | (5) | $1 \%$ | (9) | 91\% (913) | 999 |
| \#1 Issue: Economy | 3\% | (17) | 4\% | (24) | 1\% | (4) | 2\% | (10) | - | (1) | 90\% (507) | 564 |
| \#1 Issue: Security | 2\% | (10) | 4\% | (21) | 2\% | (8) | - | (2) | 3\% | (16) | 89\% (441) | 498 |
| \#1 Issue: Health Care | 1\% | (3) | 3\% | (11) | - | (1) | 1\% | (5) | - | (2) | 94\% (333) | 354 |
| \#1 Issue: Medicare / Social Security | - | (0) | $2 \%$ | (7) | - | (1) | - | (0) | - | (0) | 97\% (315) | 324 |
| \#1 Issue: Women's Issues | 1\% | (1) | 2\% | (2) | - | (0) | - | (0) | 3\% | (3) | 95\% (102) | 108 |
| \#1 Issue: Education | 5\% | (5) | $1 \%$ | (1) | - | (0) | - | (0) | 2\% | (2) | 92\% (92) | 101 |
| \#1 Issue: Energy | 1\% | (1) | 8\% | (11) | 2\% | (3) | 5\% | (7) | 1\% | (2) | 82\% (104) | 128 |
| \#1 Issue: Other | $3 \%$ | (4) | 1\% | (2) | - | (0) | - | (0) | 1\% | (1) | 95\% (118) | 124 |
| 2018 House Vote: Democrat | 2\% | (13) | 5\% | (36) | 1\% | (7) | 2\% | (13) | 1\% | (10) | 90\% (702) | 782 |
| 2018 House Vote: Republican | 2\% | (13) | $4 \%$ | (22) | - | (3) | 1\% | (8) | 1\% | (7) | 92\% (569) | 621 |
| 2018 House Vote: Someone else | 2\% | (2) | - | (0) | 7\% | (5) | - | (0) | $2 \%$ | (2) | 89\% (66) | 75 |
| 2016 Vote: Hillary Clinton | 2\% | (12) | 4\% | (29) | 1\% | (7) | 2\% | (14) | - | (2) | 91\% (642) | 706 |
| 2016 Vote: Donald Trump | 2\% | (13) | 3\% | (20) | 1\% | (5) | 1\% | (3) | 1\% | (7) | 93\% (629) | 678 |
| 2016 Vote: Other | 1\% | (1) | 5\% | (5) | 1\% | (1) | - | (0) | $1 \%$ | (1) | 93\% (107) | 116 |
| 2016 Vote: Didn't Vote | 2\% | (15) | $3 \%$ | (23) | 1\% | (5) | 1\% | (8) | $2 \%$ | (15) | 91\% (632) | 698 |

Continued on next page

Table HR2_17: Have you seen the following movies?
1917

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 2\% | (41) | $4 \%$ | (78) | 1\% | (18) | 1\% | (25) | 1\% | (26) | 92\% | (2013) | 2200 |
| Voted in 2014: Yes | 1\% | (16) | 4\% | (48) | 1\% | (11) | 1\% | (15) | 1\% | (9) | 92\% | (1200) | 1299 |
| Voted in 2014: No | 3\% | (25) | $3 \%$ | (30) | 1\% | (6) | 1\% | (9) | $2 \%$ | (17) | 90\% | (813) | 901 |
| 2012 Vote: Barack Obama | 1\% | (8) | 4\% | (29) | 1\% | (7) | $2 \%$ | (12) | 1\% | (9) | 92\% | (726) | 791 |
| 2012 Vote: Mitt Romney | 1\% | (7) | $3 \%$ | (16) | - | (3) | - | (1) | - | (2) | 95\% | (488) | 516 |
| 2012 Vote: Other | 4\% | (3) | 5\% | (5) | 1\% | (0) | - | (0) | - | (0) | 91\% | (81) | 90 |
| 2012 Vote: Didn't Vote | 3\% | (23) | 3\% | (28) | 1\% | (8) | 1\% | (12) | $2 \%$ | (15) | 89\% | (718) | 803 |
| 4-Region: Northeast | 3\% | (10) | 5\% | (19) | 1\% | (3) | 3\% | (11) | 1\% | (4) | 88\% | (347) | 394 |
| 4-Region: Midwest | 2\% | (10) | 3\% | (15) | 1\% | (2) | - | (1) | 1\% | (3) | 93\% | (430) | 462 |
| 4-Region: South | 1\% | (9) | 3\% | (23) | 1\% | (4) | 1\% | (9) | 1\% | (9) | 94\% | (771) | 824 |
| 4-Region: West | 2\% | (12) | 4\% | (20) | $2 \%$ | (8) | 1\% | (3) | 2\% | (10) | 90\% | (466) | 520 |
| Watch TV: Every day | 2\% | (22) | $3 \%$ | (33) | $1 \%$ | (9) | $2 \%$ | (16) | 1\% | (8) | 91\% | (956) | 1045 |
| Watch TV: Several times per week | 1\% | (8) | 5\% | (28) | - | (3) | - | (2) | 1\% | (5) | 91\% | (473) | 517 |
| Watch TV: About once per week | $3 \%$ | (4) | $4 \%$ | (5) | $2 \%$ | (2) | 3\% | (4) | $4 \%$ | (6) | 85\% | (123) | 145 |
| Watch TV: Several times per month | 1\% | (1) | $4 \%$ | (4) | $3 \%$ | (4) | 1\% | (1) | $4 \%$ | (5) | 87\% | (106) | 121 |
| Watch TV: About once per month | 3\% | (2) | 4\% | (2) | - | (0) | 3\% | (2) | - | (0) | 91\% | (50) | 55 |
| Watch TV: Less often than once per month | - | (0) | 2\% | (2) | - | (0) | - | (0) | - | (0) | 98\% | (89) | 91 |
| Watch TV: Never | 2\% | (3) | $1 \%$ | (3) | - | (0) | - | (0) | 1\% | (2) | 96\% | (217) | 225 |
| Watch Movies: Every day | $4 \%$ | (13) | 4\% | (15) | 2\% | (8) | $4 \%$ | (14) | 1\% | (4) | 84\% | (298) | 353 |
| Watch Movies: Several times per week | 1\% | (8) | 6\% | (32) | $1 \%$ | (4) | 1\% | (3) | 1\% | (8) | 90\% | (524) | 579 |
| Watch Movies: About once per week | 3\% | (12) | 4\% | (17) | $1 \%$ | (4) | 2\% | (6) | - | (1) | 90\% | (353) | 394 |
| Watch Movies: Several times per month | 1\% | (4) | $3 \%$ | (7) | - | (1) | - | (1) | 3\% | (8) | 92\% | (237) | 257 |
| Watch Movies: About once per month | 1\% | (2) | $1 \%$ | (1) | - | (0) | - | (0) | $2 \%$ | (3) | 97\% | (193) | 199 |
| Watch Movies: Less often than once per month | 1\% | (1) | - | (0) | - | (0) | - | (0) | - | (0) | 99\% | (169) | 170 |
| Watch Movies: Never | 1\% | (2) | $2 \%$ | (5) | - | (0) | - | (0) | 1\% | (2) | 96\% | (238) | 247 |

Continued on next page

Table HR2_17: Have you seen the following movies? 1917

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 2\% | (41) | 4\% | (78) | 1\% | (18) | 1\% | (25) | 1\% | (26) | 92\% | (2013) | 2200 |
| Watch Sporting Events: Every day | 5\% | (7) | 12\% | (17) | 5\% | (7) | 11\% | (15) | 1\% | (1) | 66\% | (91) | 137 |
| Watch Sporting Events: Several times per week | 3\% | (11) | 8\% | (31) | - | (1) | 1\% | (2) | 2\% | (9) | 86\% | (319) | 373 |
| Watch Sporting Events: About once per week | 3\% | (8) | 3\% | (9) | 2\% | (6) | 1\% | (4) | 2\% | (6) | 89\% | (274) | 308 |
| Watch Sporting Events: Several times per month | - | (1) | $2 \%$ | (2) | - | (0) | 1\% | (1) | 3\% | (4) | 95\% | (134) | 142 |
| Watch Sporting Events: About once per month | 2\% | (3) | $2 \%$ | (3) | - | (0) | 2\% | (2) | - | (0) | 93\% | (117) | 126 |
| Watch Sporting Events: Less often than once per month | 3\% | (9) | $2 \%$ | (5) | - | (1) | - | (0) | 1\% | (2) | 94\% | (278) | 295 |
| Watch Sporting Events: Never | - | (3) | 1\% | (12) | - | (1) | - | (0) | 1\% | (4) | 98\% | (800) | 820 |
| Cable TV: Currently subscribe | 2\% | (19) | 5\% | (50) | 1\% | (9) | 1\% | (12) | - | (4) | 91\% | (925) | 1018 |
| Cable TV: Subscribed in past | 2\% | (15) | 2\% | (15) | 1\% | (9) | 1\% | (10) | 2\% | (15) | 91\% | (671) | 735 |
| Cable TV: Never subscribed | 2\% | (7) | 3\% | (13) | - | (0) | 1\% | (3) | 2\% | (7) | 93\% | (417) | 447 |
| Satellite TV: Currently subscribe | 4\% | (14) | 5\% | (22) | 1\% | (3) | 3\% | (11) | 1\% | (5) | 86\% | (347) | 403 |
| Satellite TV: Subscribed in past | 2\% | (13) | $4 \%$ | (22) | 1\% | (7) | 2\% | (13) | 2\% | (14) | 89\% | (533) | 602 |
| Satellite TV: Never subscribed | 1\% | (14) | 3\% | (33) | 1\% | (7) | - | (0) | 1\% | (7) | 95\% | (1133) | 1195 |
| Streaming Services: Currently subscribe | 3\% | (38) | 5\% | (67) | 1\% | (16) | 1\% | (13) | 1\% | (14) | 89\% | (1173) | 1321 |
| Streaming Services: Subscribed in past | 1\% | (1) | $2 \%$ | (5) | - | (1) | 5\% | (12) | 3\% | (7) | 89\% | (201) | 226 |
| Streaming Services: Never subscribed | - | (2) | 1\% | (6) | - | (1) | - | (0) | 1\% | (5) | 98\% | (640) | 654 |
| Film: An avid fan | 2\% | (12) | 6\% | (44) | 1\% | (9) | 1\% | (10) | 1\% | (10) | 88\% | (625) | 711 |
| Film: A casual fan | 2\% | (24) | $3 \%$ | (33) | 1\% | (8) | 1\% | (14) | 1\% | (12) | 92\% | (1100) | 1192 |
| Film: Not a fan | 1\% | (4) | - | (1) | - | (1) | - | (0) | 1\% | (4) | 97\% | (288) | 298 |
| Television: An avid fan | 2\% | (20) | 4\% | (40) | 1\% | (12) | 1\% | (13) | 1\% | (7) | 92\% | (980) | 1071 |
| Television: A casual fan | 2\% | (20) | $4 \%$ | (35) | 1\% | (6) | 1\% | (12) | 1\% | (13) | 91\% | (881) | 967 |
| Television: Not a fan | - | (0) | $2 \%$ | (3) | - | (0) | - | (0) | 4\% | (7) | 94\% | (152) | 162 |
| Music: An avid fan | 2\% | (22) | 5\% | (49) | 1\% | (13) | 1\% | (10) | 1\% | (8) | 90\% | (929) | 1031 |
| Music: A casual fan | 2\% | (16) | 3\% | (26) | - | (4) | 2\% | (15) | 1\% | (14) | 92\% | (920) | 995 |
| Music: Not a fan | 2\% | (3) | 1\% | (2) | - | (0) | - | (0) | 3\% | (4) | 94\% | (164) | 173 |

Continued on next page

Table HR2_17: Have you seen the following movies?
1917

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 2\% | (41) | $4 \%$ | (78) | 1\% | (18) | 1\% | (25) | 1\% | (26) | 92\% (2013) | 2200 |
| Fashion: An avid fan | 3\% | (8) | 3\% | (8) | $4 \%$ | (10) | 4\% | (11) | 1\% | (2) | 86\% (247) | 287 |
| Fashion: A casual fan | 2\% | (18) | 5\% | (41) | 1\% | (5) | 2\% | (13) | 2\% | (16) | 89\% (735) | 828 |
| Fashion: Not a fan | 1\% | (14) | $3 \%$ | (28) | - | (2) | - | (0) | 1\% | (8) | 95\% (1031) | 1084 |

[^20]Table HR2_18: Have you seen the following movies?
Little Women

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 3\% | (70) | 6\% | (128) | 3\% | (58) | 3\% | (55) | 2\% | (38) | 84\% (1850) | 2200 |
| Gender: Male | 4\% | (38) | 4\% | (42) | 2\% | (22) | $4 \%$ | (38) | $1 \%$ | (13) | 86\% (909) | 1062 |
| Gender: Female | 3\% | (32) | 8\% | (86) | 3\% | (36) | $2 \%$ | (18) | 2\% | (25) | 83\% (941) | 1138 |
| Age: 18-29 | 6\% | (24) | 8\% | (35) | 4\% | (15) | $4 \%$ | (16) | 3\% | (12) | 76\% (320) | 422 |
| Age: 30-44 | 3\% | (20) | 6\% | (37) | 5\% | (28) | 3\% | (21) | 2\% | (9) | 81\% (476) | 591 |
| Age: 45-54 | 5\% | (14) | 5\% | (16) | 2\% | (7) | $2 \%$ | (6) | 2\% | (6) | 84\% (252) | 300 |
| Age: 55-64 | 1\% | (4) | 3\% | (15) | - | (1) | $2 \%$ | (7) | 2\% | (9) | 92\% (415) | 450 |
| Age: 65+ | 2\% | (8) | 6\% | (26) | 2\% | (7) | $1 \%$ | (6) | 1\% | (3) | 89\% (387) | 436 |
| Generation Z: 18-22 | 4\% | (7) | 13\% | (21) | 3\% | (5) | 1\% | (2) | 3\% | (4) | 76\% (126) | 166 |
| Millennial: Age 23-38 | 5\% | (33) | 6\% | (40) | 4\% | (25) | 4\% | (25) | 2\% | (13) | 79\% (504) | 639 |
| Generation X: Age 39-54 | 3\% | (18) | 5\% | (26) | 4\% | (20) | 3\% | (15) | 2\% | (10) | 83\% (420) | 508 |
| Boomers: Age 55-73 | 1\% | (9) | 4\% | (34) | 1\% | (6) | 1\% | (7) | 1\% | (9) | 91\% (702) | 768 |
| PID: Dem (no lean) | 4\% | (32) | 6\% | (51) | 4\% | (29) | 2\% | (19) | 3\% | (22) | 81\% (653) | 806 |
| PID: Ind (no lean) | 3\% | (22) | 6\% | (43) | 3\% | (18) | $2 \%$ | (16) | 1\% | (9) | 84\% (586) | 694 |
| PID: Rep (no lean) | 2\% | (16) | 5\% | (34) | 2\% | (12) | 3\% | (20) | 1\% | (8) | 87\% (611) | 700 |
| PID/Gender: Dem Men | 6\% | (21) | 6\% | (22) | 3\% | (11) | $4 \%$ | (16) | 2\% | (6) | 80\% (296) | 373 |
| PID/Gender: Dem Women | 3\% | (11) | 7\% | (29) | 4\% | (17) | $1 \%$ | (4) | 4\% | (15) | 82\% (357) | 433 |
| PID/Gender: Ind Men | 2\% | (8) | 3\% | (12) | 2\% | (6) | 3\% | (11) | 1\% | (4) | 88\% (312) | 352 |
| PID/Gender: Ind Women | 4\% | (14) | 9\% | (31) | 3\% | (12) | $2 \%$ | (6) | 1\% | (5) | 80\% (275) | 342 |
| PID/Gender: Rep Men | 3\% | (9) | $2 \%$ | (8) | 1\% | (5) | 3\% | (11) | 1\% | (3) | 89\% (301) | 337 |
| PID/Gender: Rep Women | 2\% | (7) | 7\% | (26) | 2\% | (7) | $2 \%$ | (8) | 1\% | (5) | 85\% (310) | 363 |
| Ideo: Liberal (1-3) | 4\% | (23) | 6\% | (39) | 4\% | (25) | 3\% | (17) | 3\% | (17) | 80\% (493) | 614 |
| Ideo: Moderate (4) | 3\% | (14) | $4 \%$ | (25) | 2\% | (9) | 3\% | (19) | 2\% | (10) | 86\% (477) | 554 |
| Ideo: Conservative (5-7) | 2\% | (15) | 6\% | (40) | 2\% | (15) | $2 \%$ | (15) | 1\% | (6) | 87\% (641) | 732 |
| Educ: < College | 3\% | (51) | 5\% | (71) | 3\% | (48) | 2\% | (33) | 2\% | (25) | 85\% (1283) | 1512 |
| Educ: Bachelors degree | 3\% | (12) | 8\% | (37) | 2\% | (7) | 3\% | (13) | $2 \%$ | (8) | 83\% (366) | 444 |
| Educ: Post-grad | 3\% | (6) | 8\% | (20) | 1\% | (3) | $4 \%$ | (9) | 2\% | (4) | 82\% (201) | 244 |

Continued on next page

Table HR2_18: Have you seen the following movies?
Little Women

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 3\% | (70) | 6\% | (128) | 3\% | (58) | 3\% | (55) | 2\% | (38) | 84\% (1850) | 2200 |
| Income: Under 50k | 4\% | (46) | 5\% | (59) | 3\% | (41) | $2 \%$ | (26) | $2 \%$ | (27) | 84\% (1051) | 1250 |
| Income: 50k-100k | 3\% | (18) | 7\% | (52) | $2 \%$ | (13) | $4 \%$ | (26) | 1\% | (5) | 84\% (586) | 702 |
| Income: 100k+ | 2\% | (5) | 7\% | (16) | 2\% | (4) | 1\% | (4) | 2\% | (6) | 86\% (213) | 249 |
| Ethnicity: White | 2\% | (43) | 5\% | (91) | 2\% | (38) | 3\% | (46) | $2 \%$ | (36) | 85\% (1468) | 1722 |
| Ethnicity: Hispanic | 7\% | (25) | 11\% | (38) | $4 \%$ | (13) | 5\% | (16) | 3\% | (9) | 71\% (247) | 349 |
| Ethnicity: Afr. Am. | 4\% | (12) | 6\% | (18) | 5\% | (14) | 3\% | (8) | 1\% | (2) | 81\% (221) | 274 |
| Ethnicity: Other | 7\% | (15) | 9\% | (19) | 3\% | (7) | 1\% | (1) | - | (1) | 79\% (161) | 204 |
| Community: Urban | 4\% | (21) | 7\% | (40) | 3\% | (14) | 5\% | (28) | $2 \%$ | (11) | 79\% (425) | 540 |
| Community: Suburban | 3\% | (31) | 7\% | (68) | 3\% | (29) | 1\% | (15) | 1\% | (9) | 85\% (879) | 1032 |
| Community: Rural | 3\% | (18) | 3\% | (20) | $2 \%$ | (15) | $2 \%$ | (12) | 3\% | (18) | 87\% (545) | 628 |
| Employ: Private Sector | 3\% | (19) | 6\% | (39) | 2\% | (13) | $4 \%$ | (23) | $2 \%$ | (14) | 83\% (531) | 639 |
| Employ: Government | 8\% | (10) | 5\% | (6) | $4 \%$ | (5) | 7\% | (9) | $4 \%$ | (5) | $72 \% \quad$ (92) | 128 |
| Employ: Self-Employed | 7\% | (13) | 5\% | (9) | 3\% | (5) | $2 \%$ | (5) | 1\% | (3) | 82\% (159) | 193 |
| Employ: Homemaker | 3\% | (4) | 7\% | (12) | 7\% | (12) | 1\% | (2) | - | (1) | 82\% (136) | 167 |
| Employ: Retired | 2\% | (9) | 5\% | (24) | $2 \%$ | (8) | 1\% | (8) | 1\% | (6) | 90\% (472) | 527 |
| Employ: Unemployed | 5\% | (11) | 7\% | (18) | 3\% | (7) | - | (0) | 1\% | (3) | 84\% (206) | 245 |
| Employ: Other | 1\% | (1) | $3 \%$ | (7) | $4 \%$ | (7) | $2 \%$ | (5) | $2 \%$ | (5) | 88\% (182) | 207 |
| Military HH: Yes | 2\% | (7) | 4\% | (14) | 3\% | (10) | $4 \%$ | (13) | $2 \%$ | (6) | 85\% (293) | 343 |
| Military HH: No | 3\% | (63) | 6\% | (114) | 3\% | (49) | $2 \%$ | (42) | 2\% | (32) | 84\% (1557) | 1857 |
| RD/WT: Right Direction | 2\% | (15) | $4 \%$ | (37) | 2\% | (15) | 3\% | (26) | 2\% | (15) | 87\% (728) | 837 |
| RD/WT: Wrong Track | $4 \%$ | (54) | 7\% | (91) | 3\% | (43) | 2\% | (29) | $2 \%$ | (23) | 82\% (1123) | 1363 |
| Trump Job Approve | 2\% | (17) | 4\% | (35) | $2 \%$ | (16) | 3\% | (24) | 1\% | (13) | 88\% (774) | 879 |
| Trump Job Disapprove | 4\% | (45) | 6\% | (71) | 3\% | (40) | 3\% | (32) | 2\% | (25) | 82\% (987) | 1200 |

Continued on next page

Table HR2_18: Have you seen the following movies?
Little Women

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 3\% | (70) | 6\% | (128) | 3\% | (58) | 3\% | (55) | $2 \%$ | (38) | 84\% | (1850) | 2200 |
| Trump Job Strongly Approve | 2\% | (7) | 3\% | (17) | 2\% | (11) | 3\% | (17) | $2 \%$ | (10) | 87\% | (414) | 476 |
| Trump Job Somewhat Approve | 2\% | (10) | 5\% | (19) | 1\% | (4) | 2\% | (7) | 1\% | (3) | 89\% | (360) | 403 |
| Trump Job Somewhat Disapprove | 4\% | (10) | 8\% | (20) | 3\% | (8) | 2\% | (5) | 2\% | (4) | 82\% | (208) | 255 |
| Trump Job Strongly Disapprove | 4\% | (35) | 5\% | (51) | 3\% | (32) | 3\% | (27) | 2\% | (21) | 82\% | (778) | 945 |
| Favorable of Trump | 3\% | (28) | $4 \%$ | (34) | 2\% | (15) | 2\% | (21) | 2\% | (15) | 87\% | (767) | 880 |
| Unfavorable of Trump | 3\% | (34) | 7\% | (89) | 3\% | (42) | 3\% | (33) | $2 \%$ | (22) | 82\% | (975) | 1194 |
| Very Favorable of Trump | 2\% | (8) | 4\% | (20) | 2\% | (11) | 3\% | (16) | 1\% | (7) | 88\% | (442) | 503 |
| Somewhat Favorable of Trump | 5\% | (20) | $4 \%$ | (14) | 1\% | (4) | 2\% | (6) | $2 \%$ | (7) | 86\% | (325) | 376 |
| Somewhat Unfavorable of Trump | 2\% | (4) | 5\% | (10) | 2\% | (5) | 4\% | (8) | - | (1) | 86\% | (168) | 196 |
| Very Unfavorable of Trump | 3\% | (29) | 8\% | (79) | $4 \%$ | (37) | 3\% | (25) | 2\% | (22) | 81\% | (807) | 999 |
| \#1 Issue: Economy | 3\% | (18) | 7\% | (37) | 4\% | (21) | 2\% | (9) | 1\% | (6) | 84\% | (473) | 564 |
| \#1 Issue: Security | 4\% | (22) | 5\% | (24) | 3\% | (16) | 3\% | (17) | $2 \%$ | (8) | 83\% | (411) | 498 |
| \#1 Issue: Health Care | 2\% | (7) | 6\% | (21) | 3\% | (10) | 3\% | (10) | $2 \%$ | (6) | 85\% | (300) | 354 |
| \#1 Issue: Medicare / Social Security | 2\% | (6) | 4\% | (13) | - | (2) | 2\% | (5) | $2 \%$ | (6) | 90\% | (291) | 324 |
| \#1 Issue: Women's Issues | 4\% | (4) | 17\% | (18) | 1\% | (1) | 4\% | (4) | $4 \%$ | (4) | 71\% | (76) | 108 |
| \#1 Issue: Education | 7\% | (7) | $4 \%$ | (4) | 3\% | (3) | 1\% | (1) | 1\% | (1) | 84\% | (85) | 101 |
| \#1 Issue: Energy | 2\% | (3) | 6\% | (7) | 2\% | (3) | 5\% | (6) | $4 \%$ | (5) | 81\% | (104) | 128 |
| \#1 Issue: Other | 2\% | (3) | 3\% | (4) | 2\% | (3) | 2\% | (2) | $2 \%$ | (2) | 89\% | (110) | 124 |
| 2018 House Vote: Democrat | 3\% | (23) | 7\% | (53) | 3\% | (23) | 3\% | (27) | 2\% | (18) | 82\% | (638) | 782 |
| 2018 House Vote: Republican | 2\% | (13) | 6\% | (36) | 1\% | (9) | 3\% | (19) | 1\% | (6) | 86\% | (537) | 621 |
| 2018 House Vote: Someone else | $4 \%$ | (3) | 3\% | (2) | 9\% | (7) | 3\% | (2) | 3\% | (2) | 79\% | (59) | 75 |
| 2016 Vote: Hillary Clinton | 2\% | (16) | 7\% | (51) | 3\% | (18) | 4\% | (25) | $2 \%$ | (16) | 82\% | (579) | 706 |
| 2016 Vote: Donald Trump | 2\% | (12) | 5\% | (34) | 2\% | (11) | 3\% | (19) | $1 \%$ | (8) | 87\% | (593) | 678 |
| 2016 Vote: Other | 3\% | (3) | 5\% | (6) | 1\% | (1) | 3\% | (3) | $1 \%$ | (1) | 87\% | (101) | 116 |
| 2016 Vote: Didn't Vote | 5\% | (36) | 5\% | (37) | 4\% | (27) | 1\% | (8) | $2 \%$ | (13) | 83\% | (576) | 698 |

Continued on next page

Table HR2_18: Have you seen the following movies?
Little Women

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 3\% | (70) | 6\% | (128) | 3\% | (58) | 3\% | (55) | 2\% | (38) | 84\% | (1850) | 2200 |
| Voted in 2014: Yes | 3\% | (33) | 6\% | (83) | $2 \%$ | (31) | 3\% | (39) | 2\% | (21) | 84\% | (1092) | 1299 |
| Voted in 2014: No | 4\% | (37) | 5\% | (45) | 3\% | (27) | $2 \%$ | (16) | 2\% | (17) | 84\% | (758) | 901 |
| 2012 Vote: Barack Obama | 2\% | (19) | 7\% | (54) | 3\% | (24) | 4\% | (29) | 2\% | (16) | 82\% | (649) | 791 |
| 2012 Vote: Mitt Romney | 3\% | (13) | 5\% | (24) | 1\% | (6) | $2 \%$ | (10) | 1\% | (4) | 89\% | (460) | 516 |
| 2012 Vote: Other | 1\% | (1) | 4\% | (4) | - | (0) | 5\% | (5) | - | (0) | 90\% | (81) | 90 |
| 2012 Vote: Didn't Vote | 5\% | (37) | 6\% | (46) | $4 \%$ | (28) | $2 \%$ | (12) | 2\% | (18) | 82\% | (661) | 803 |
| 4-Region: Northeast | 2\% | (9) | 6\% | (23) | $3 \%$ | (13) | $4 \%$ | (15) | 3\% | (10) | 82\% | (323) | 394 |
| 4-Region: Midwest | 2\% | (9) | 3\% | (15) | 3\% | (12) | $2 \%$ | (11) | 2\% | (8) | 88\% | (407) | 462 |
| 4-Region: South | 3\% | (23) | 6\% | (51) | 3\% | (23) | 3\% | (24) | 1\% | (11) | 84\% | (692) | 824 |
| 4-Region: West | 5\% | (28) | 7\% | (39) | $2 \%$ | (10) | 1\% | (6) | 2\% | (9) | 82\% | (427) | 520 |
| Watch TV: Every day | 3\% | (34) | $7 \%$ | (74) | 3\% | (32) | 3\% | (32) | 2\% | (18) | 82\% | (856) | 1045 |
| Watch TV: Several times per week | $2 \%$ | (11) | 6\% | (32) | 1\% | (5) | $2 \%$ | (11) | 2\% | (9) | 87\% | (448) | 517 |
| Watch TV: About once per week | 13\% | (19) | 2\% | (2) | $7 \%$ | (9) | $2 \%$ | (3) | - | (1) | 76\% | (110) | 145 |
| Watch TV: Several times per month | 1\% | (2) | $11 \%$ | (14) | 5\% | (6) | $4 \%$ | (4) | 5\% | (6) | 74\% | (89) | 121 |
| Watch TV: About once per month | 1\% | (1) | 1\% | (1) | - | (0) | - | (0) | 4\% | (2) | 94\% | (51) | 55 |
| Watch TV: Less often than once per month | 3\% | (3) | - | (0) | $2 \%$ | (2) | $2 \%$ | (2) | 2\% | (1) | 91\% | (83) | 91 |
| Watch TV: Never | - | (1) | 2\% | (5) | 1\% | (3) | 1\% | (3) | 1\% | (2) | 94\% | (213) | 225 |
| Watch Movies: Every day | 6\% | (22) | 4\% | (15) | 7\% | (25) | 6\% | (22) | 2\% | (7) | 75\% | (263) | 353 |
| Watch Movies: Several times per week | 5\% | (29) | 8\% | (46) | $2 \%$ | (14) | $2 \%$ | (11) | 2\% | (12) | 81\% | (466) | 579 |
| Watch Movies: About once per week | 2\% | (10) | 6\% | (22) | 3\% | (10) | $2 \%$ | (8) | 1\% | (3) | 87\% | (341) | 394 |
| Watch Movies: Several times per month | 1\% | (2) | 8\% | (21) | $2 \%$ | (5) | 1\% | (3) | 3\% | (9) | 85\% | (218) | 257 |
| Watch Movies: About once per month | 3\% | (6) | 7\% | (14) | 1\% | (2) | 1\% | (3) | 2\% | (4) | 85\% | (170) | 199 |
| Watch Movies: Less often than once per month | 1\% | (2) | 3\% | (5) | - | (1) | $2 \%$ | (3) | - | (0) | 94\% | (160) | 170 |
| Watch Movies: Never | - | (1) | 2\% | (5) | 1\% | (2) | $2 \%$ | (5) | 2\% | (4) | 94\% | (231) | 247 |

Continued on next page

Table HR2_18: Have you seen the following movies?
Little Women

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 3\% | (70) | 6\% | (128) | 3\% | (58) | 3\% | (55) | $2 \%$ | (38) | 84\% (1850) | 2200 |
| Watch Sporting Events: Every day | 7\% | (10) | 5\% | (7) | 6\% | (9) | 10\% | (14) | $4 \%$ | (6) | 67\% (92) | 137 |
| Watch Sporting Events: Several times per week | 4\% | (15) | 7\% | (27) | 3\% | (10) | 3\% | (13) | $2 \%$ | (8) | 81\% (301) | 373 |
| Watch Sporting Events: About once per week | 6\% | (19) | 7\% | (21) | 5\% | (14) | 2\% | (6) | - | (1) | 80\% (246) | 308 |
| Watch Sporting Events: Several times per month | 1\% | (2) | 5\% | (7) | - | (0) | 1\% | (2) | 3\% | (4) | 90\% (127) | 142 |
| Watch Sporting Events: About once per month | 2\% | (2) | 5\% | (7) | 4\% | (4) | 2\% | (3) | 3\% | (3) | 85\% (106) | 126 |
| Watch Sporting Events: Less often than once per month | 4\% | (12) | 4\% | (13) | 2\% | (5) | 2\% | (5) | $2 \%$ | (5) | 86\% (255) | 295 |
| Watch Sporting Events: Never | 1\% | (10) | 6\% | (47) | 2\% | (16) | 2\% | (14) | 1\% | (12) | 88\% (722) | 820 |
| Cable TV: Currently subscribe | 3\% | (33) | 6\% | (61) | 3\% | (31) | 3\% | (32) | 2\% | (19) | 83\% (842) | 1018 |
| Cable TV: Subscribed in past | 4\% | (33) | 5\% | (34) | 2\% | (18) | 3\% | (19) | $2 \%$ | (11) | 84\% (620) | 735 |
| Cable TV: Never subscribed | 1\% | (4) | 7\% | (33) | 2\% | (9) | 1\% | (5) | $2 \%$ | (8) | 87\% (388) | 447 |
| Satellite TV: Currently subscribe | 4\% | (16) | 9\% | (35) | 1\% | (6) | 6\% | (25) | 3\% | (13) | 77\% (310) | 403 |
| Satellite TV: Subscribed in past | 5\% | (33) | 5\% | (27) | 4\% | (26) | 2\% | (15) | $2 \%$ | (12) | 81\% (490) | 602 |
| Satellite TV: Never subscribed | 2\% | (22) | 6\% | (66) | 2\% | (27) | 1\% | (16) | 1\% | (14) | 88\% (1050) | 1195 |
| Streaming Services: Currently subscribe | 4\% | (56) | 7\% | (89) | 3\% | (44) | 3\% | (33) | 1\% | (19) | 82\% (1079) | 1321 |
| Streaming Services: Subscribed in past | 6\% | (13) | $4 \%$ | (9) | 3\% | (8) | 5\% | (11) | 3\% | (6) | 79\% (179) | 226 |
| Streaming Services: Never subscribed | - | (1) | 5\% | (30) | 1\% | (6) | 2\% | (11) | 2\% | (14) | 91\% (592) | 654 |
| Film: An avid fan | 5\% | (36) | 10\% | (70) | 3\% | (20) | 2\% | (15) | 2\% | (15) | 78\% (554) | 711 |
| Film: A casual fan | 3\% | (33) | $4 \%$ | (52) | 2\% | (28) | 3\% | (34) | $2 \%$ | (20) | 86\% (1024) | 1192 |
| Film: Not a fan | - | (1) | $2 \%$ | (6) | 3\% | (9) | 2\% | (6) | 1\% | (3) | 92\% (272) | 298 |
| Television: An avid fan | 3\% | (32) | 7\% | (74) | 3\% | (28) | 2\% | (26) | 2\% | (23) | 83\% (888) | 1071 |
| Television: A casual fan | 4\% | (34) | $4 \%$ | (42) | 3\% | (26) | 3\% | (26) | 1\% | (14) | 85\% (825) | 967 |
| Television: Not a fan | 2\% | (3) | 7\% | (12) | 3\% | (4) | 2\% | (3) | 1\% | (2) | 85\% (138) | 162 |
| Music: An avid fan | 3\% | (31) | 8\% | (80) | 4\% | (37) | 2\% | (19) | 2\% | (21) | 82\% (844) | 1031 |
| Music: A casual fan | 3\% | (34) | 5\% | (48) | 2\% | (19) | 4\% | (35) | 1\% | (10) | 85\% (850) | 995 |
| Music: Not a fan | 3\% | (5) | - | (0) | 2\% | (3) | 1\% | (2) | $4 \%$ | (7) | 90\% (157) | 173 |

Continued on next page

Table HR2_18: Have you seen the following movies?
Little Women

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 3\% | (70) | 6\% | (128) | 3\% | (58) | 3\% | (55) | $2 \%$ | (38) | 84\% | (1850) | 2200 |
| Fashion: An avid fan | 6\% | (17) | 11\% | (31) | 6\% | (16) | 4\% | (10) | $4 \%$ | (13) | 69\% | (199) | 287 |
| Fashion: A casual fan | 5\% | (38) | 8\% | (66) | 3\% | (24) | 3\% | (29) | $2 \%$ | (16) | 79\% | (655) | 828 |
| Fashion: Not a fan | 1\% | (14) | 3\% | (31) | 2\% | (17) | 2\% | (16) | 1\% | (9) | 92\% | (995) | 1084 |

[^21]Table HR2_19: Have you seen the following movies? Us

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 6\% | (140) | 6\% | (122) | 1\% | (31) | 2\% | (39) | 3\% | (68) | 82\% (1800) | 2200 |
| Gender: Male | 7\% | (72) | 7\% | (73) | 1\% | (15) | 1\% | (13) | 3\% | (36) | 80\% (853) | 1062 |
| Gender: Female | 6\% | (68) | 4\% | (49) | 1\% | (16) | 2\% | (26) | 3\% | (32) | 83\% (947) | 1138 |
| Age: 18-29 | 10\% | (44) | 10\% | (43) | 2\% | (10) | $4 \%$ | (15) | 6\% | (27) | 67\% (284) | 422 |
| Age: 30-44 | 12\% | (72) | 9\% | (50) | $2 \%$ | (14) | 2\% | (13) | 3\% | (19) | 72\% (422) | 591 |
| Age: 45-54 | 3\% | (10) | 3\% | (10) | $2 \%$ | (6) | 1\% | (3) | 3\% | (9) | 88\% (264) | 300 |
| Age: 55-64 | 3\% | (12) | 2\% | (11) | - | (1) | 1\% | (3) | 2\% | (9) | 92\% (415) | 450 |
| Age: 65+ | 1\% | (3) | 2\% | (7) | - | (1) | 1\% | (5) | 1\% | (4) | 95\% (415) | 436 |
| Generation Z: 18-22 | 15\% | (26) | $14 \%$ | (24) | 1\% | (2) | 4\% | (6) | - | (0) | 65\% (108) | 166 |
| Millennial: Age 23-38 | 10\% | (64) | 8\% | (48) | 3\% | (20) | $2 \%$ | (14) | 6\% | (36) | 71\% (457) | 639 |
| Generation X: Age 39-54 | 7\% | (35) | 6\% | (31) | $2 \%$ | (8) | 2\% | (12) | 4\% | (19) | 80\% (405) | 508 |
| Boomers: Age 55-73 | 2\% | (15) | 2\% | (17) | - | (1) | 1\% | (8) | 1\% | (11) | 93\% (716) | 768 |
| PID: Dem (no lean) | 9\% | (71) | 8\% | (63) | $2 \%$ | (18) | 2\% | (15) | 5\% | (42) | 74\% (598) | 806 |
| PID: Ind (no lean) | 7\% | (45) | 5\% | (35) | 1\% | (5) | 2\% | (14) | 1\% | (10) | 84\% (585) | 694 |
| PID: Rep (no lean) | 3\% | (24) | 3\% | (24) | 1\% | (9) | 1\% | (10) | 2\% | (16) | 88\% (617) | 700 |
| PID/Gender: Dem Men | 10\% | (38) | 9\% | (34) | $2 \%$ | (8) | - | (2) | 6\% | (21) | 72\% (270) | 373 |
| PID/Gender: Dem Women | 8\% | (33) | 7\% | (29) | $2 \%$ | (10) | 3\% | (13) | 5\% | (21) | 76\% (328) | 433 |
| PID/Gender: Ind Men | 7\% | (26) | 6\% | (20) | - | (2) | $2 \%$ | (6) | 2\% | (7) | 83\% (291) | 352 |
| PID/Gender: Ind Women | 6\% | (19) | 4\% | (14) | 1\% | (3) | 2\% | (8) | 1\% | (3) | 86\% (295) | 342 |
| PID/Gender: Rep Men | 2\% | (7) | 6\% | (19) | $2 \%$ | (5) | 2\% | (5) | 2\% | (8) | 87\% (293) | 337 |
| PID/Gender: Rep Women | 5\% | (17) | 1\% | (5) | 1\% | (4) | 1\% | (5) | 2\% | (8) | 89\% (324) | 363 |
| Ideo: Liberal (1-3) | 9\% | (55) | 9\% | (55) | $2 \%$ | (15) | 1\% | (8) | 5\% | (28) | 74\% (453) | 614 |
| Ideo: Moderate (4) | 6\% | (34) | 6\% | (32) | 1\% | (5) | 2\% | (11) | 3\% | (18) | 82\% (454) | 554 |
| Ideo: Conservative (5-7) | 3\% | (25) | 3\% | (24) | 1\% | (4) | 2\% | (14) | 2\% | (18) | 88\% (646) | 732 |
| Educ: < College | 7\% | (105) | 5\% | (77) | $2 \%$ | (23) | 2\% | (26) | 3\% | (41) | 82\% (1239) | 1512 |
| Educ: Bachelors degree | 5\% | (24) | 6\% | (28) | 1\% | (5) | 2\% | (7) | 4\% | (19) | 81\% (360) | 444 |
| Educ: Post-grad | 4\% | (11) | 7\% | (16) | 1\% | (3) | 2\% | (6) | 3\% | (8) | 82\% (200) | 244 |

[^22]Table HR2_19: Have you seen the following movies?
Us

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 6\% | (140) | 6\% | (122) | 1\% | (31) | 2\% | (39) | 3\% | (68) | 82\% (1800) | 2200 |
| Income: Under 50k | 5\% | (66) | 5\% | (56) | 2\% | (23) | 2\% | (22) | 3\% | (37) | 84\% (1045) | 1250 |
| Income: 50k-100k | 8\% | (59) | 7\% | (52) | 1\% | (8) | 2\% | (11) | 3\% | (22) | 78\% (549) | 702 |
| Income: 100k+ | 6\% | (15) | 5\% | (14) | - | (1) | $2 \%$ | (5) | 3\% | (8) | 83\% (206) | 249 |
| Ethnicity: White | 5\% | (91) | 4\% | (64) | 2\% | (26) | 1\% | (24) | 3\% | (45) | 85\% (1470) | 1722 |
| Ethnicity: Hispanic | 13\% | (44) | 8\% | (30) | 4\% | (15) | $2 \%$ | (7) | 8\% | (29) | 64\% (225) | 349 |
| Ethnicity: Afr. Am. | 10\% | (28) | 15\% | (40) | - | (1) | $4 \%$ | (12) | 4\% | (10) | 67\% (183) | 274 |
| Ethnicity: Other | 10\% | (21) | 8\% | (17) | 2\% | (4) | $2 \%$ | (3) | 6\% | (12) | 72\% (147) | 204 |
| Community: Urban | 8\% | (42) | 7\% | (40) | 2\% | (10) | 2\% | (11) | 6\% | (30) | 75\% (408) | 540 |
| Community: Suburban | 6\% | (67) | 5\% | (56) | 1\% | (14) | 1\% | (14) | 2\% | (24) | 83\% (857) | 1032 |
| Community: Rural | 5\% | (32) | 4\% | (26) | 1\% | (7) | 2\% | (13) | 2\% | (14) | 85\% (535) | 628 |
| Employ: Private Sector | 8\% | (50) | 7\% | (46) | 1\% | (8) | 3\% | (17) | 3\% | (18) | 78\% (500) | 639 |
| Employ: Government | 7\% | (9) | $11 \%$ | (13) | 1\% | (2) | $2 \%$ | (3) | 10\% | (13) | 69\% (88) | 128 |
| Employ: Self-Employed | 11\% | (20) | 5\% | (11) | 3\% | (5) | $2 \%$ | (4) | 4\% | (8) | 75\% (145) | 193 |
| Employ: Homemaker | 12\% | (20) | 1\% | (2) | 8\% | (13) | 3\% | (5) | 4\% | (6) | 73\% (122) | 167 |
| Employ: Retired | 1\% | (8) | 2\% | (10) | - | (1) | 1\% | (5) | 1\% | (6) | 94\% (496) | 527 |
| Employ: Unemployed | 4\% | (9) | 5\% | (12) | 1\% | (2) | $1 \%$ | (3) | 2\% | (6) | 87\% (213) | 245 |
| Employ: Other | 7\% | (15) | 5\% | (11) | - | (0) | 1\% | (2) | 5\% | (10) | 82\% (169) | 207 |
| Military HH: Yes | 5\% | (18) | 5\% | (17) | 1\% | (2) | 1\% | (5) | 3\% | (12) | 84\% (288) | 343 |
| Military HH: No | 7\% | (122) | 6\% | (104) | 2\% | (29) | 2\% | (34) | 3\% | (56) | 81\% (1512) | 1857 |
| RD/WT: Right Direction | 6\% | (47) | 4\% | (35) | 1\% | (11) | $2 \%$ | (13) | 3\% | (22) | 85\% (709) | 837 |
| RD/WT: Wrong Track | 7\% | (94) | 6\% | (86) | 1\% | (20) | 2\% | (26) | 3\% | (46) | 80\% (1091) | 1363 |
| Trump Job Approve | 4\% | (36) | 4\% | (37) | 1\% | (7) | $2 \%$ | (14) | 3\% | (25) | 87\% (761) | 879 |
| Trump Job Disapprove | 8\% | (100) | 7\% | (83) | 2\% | (18) | $2 \%$ | (22) | 3\% | (41) | 78\% (936) | 1200 |

Continued on next page

Table HR2_19: Have you seen the following movies? Us

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 6\% | (140) | 6\% | (122) | 1\% | (31) | 2\% | (39) | 3\% | (68) | 82\% | (1800) | 2200 |
| Trump Job Strongly Approve | 3\% | (16) | 3\% | (13) | 1\% | (5) | 2\% | (10) | 3\% | (13) | 88\% | (419) | 476 |
| Trump Job Somewhat Approve | 5\% | (20) | 6\% | (24) | - | (2) | 1\% | (4) | 3\% | (12) | 85\% | (342) | 403 |
| Trump Job Somewhat Disapprove | 8\% | (19) | 4\% | (10) | $3 \%$ | (7) | 1\% | (4) | 4\% | (9) | 81\% | (206) | 255 |
| Trump Job Strongly Disapprove | 8\% | (80) | 8\% | (73) | 1\% | (12) | 2\% | (18) | 3\% | (32) | 77\% | (730) | 945 |
| Favorable of Trump | 4\% | (35) | 4\% | (32) | 1\% | (12) | 1\% | (13) | 3\% | (28) | 86\% | (760) | 880 |
| Unfavorable of Trump | 8\% | (98) | 7\% | (88) | 1\% | (15) | 2\% | (22) | 3\% | (37) | 78\% | (935) | 1194 |
| Very Favorable of Trump | 3\% | (16) | 3\% | (16) | 1\% | (7) | 2\% | (8) | 2\% | (11) | 89\% | (446) | 503 |
| Somewhat Favorable of Trump | 5\% | (20) | 4\% | (16) | 1\% | (5) | 1\% | (5) | 5\% | (17) | 83\% | (314) | 376 |
| Somewhat Unfavorable of Trump | 12\% | (24) | 6\% | (13) | - | (0) | 3\% | (5) | - | (0) | 79\% | (154) | 196 |
| Very Unfavorable of Trump | 7\% | (74) | 8\% | (75) | 2\% | (15) | 2\% | (16) | 4\% | (37) | 78\% | (781) | 999 |
| \#1 Issue: Economy | 8\% | (42) | 6\% | (35) | $2 \%$ | (13) | 1\% | (4) | 4\% | (25) | 79\% | (445) | 564 |
| \#1 Issue: Security | 6\% | (32) | 6\% | (29) | $2 \%$ | (9) | 2\% | (10) | 3\% | (15) | 81\% | (402) | 498 |
| \#1 Issue: Health Care | 6\% | (21) | 6\% | (21) | - | (0) | 3\% | (12) | 3\% | (10) | 82\% | (292) | 354 |
| \#1 Issue: Medicare / Social Security | 3\% | (8) | 3\% | (8) | - | (0) | 1\% | (4) | 2\% | (7) | 91\% | (296) | 324 |
| \#1 Issue: Women's Issues | 7\% | (8) | 9\% | (10) | 8\% | (9) | 4\% | (4) | 3\% | (3) | 69\% | (74) | 108 |
| \#1 Issue: Education | 10\% | (10) | 12\% | (12) | 1\% | (1) | - | (0) | 2\% | (2) | 76\% | (76) | 101 |
| \#1 Issue: Energy | 12\% | (15) | 3\% | (4) | - | (0) | - | (0) | 3\% | (4) | 82\% | (105) | 128 |
| \#1 Issue: Other | 4\% | (5) | 2\% | (3) | - | (0) | 4\% | (5) | 1\% | (1) | 88\% | (109) | 124 |
| 2018 House Vote: Democrat | 8\% | (62) | 9\% | (71) | $2 \%$ | (14) | 2\% | (12) | 5\% | (38) | 75\% | (585) | 782 |
| 2018 House Vote: Republican | 3\% | (20) | 3\% | (16) | 1\% | (8) | 2\% | (12) | 2\% | (13) | 89\% | (552) | 621 |
| 2018 House Vote: Someone else | 10\% | (7) | - | (0) | 2\% | (2) | 3\% | (2) | - | (0) | 85\% | (64) | 75 |
| 2016 Vote: Hillary Clinton | 7\% | (52) | 8\% | (57) | $2 \%$ | (14) | 2\% | (13) | 4\% | (28) | 77\% | (542) | 706 |
| 2016 Vote: Donald Trump | 4\% | (24) | 3\% | (17) | $1 \%$ | (10) | 2\% | (11) | 2\% | (12) | 89\% | (604) | 678 |
| 2016 Vote: Other | 3\% | (4) | 8\% | (9) | - | (1) | 1\% | (1) | 3\% | (3) | 85\% | (98) | 116 |
| 2016 Vote: Didn't Vote | 9\% | (61) | 6\% | (39) | 1\% | (7) | 2\% | (12) | 4\% | (25) | 79\% | (554) | 698 |

Continued on next page

Table HR2_19: Have you seen the following movies?
Us


Continued on next page

Table HR2_19: Have you seen the following movies? Us

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 6\% | (140) | 6\% | (122) | 1\% | (31) | $2 \%$ | (39) | 3\% | (68) | 82\% (1800) | 2200 |
| Watch Sporting Events: Every day | 18\% | (25) | 20\% | (28) | $2 \%$ | (3) | $4 \%$ | (5) | 5\% | (7) | 50\% (69) | 137 |
| Watch Sporting Events: Several times per week | 5\% | (18) | 5\% | (18) | 1\% | (5) | $2 \%$ | (8) | 4\% | (16) | 83\% (308) | 373 |
| Watch Sporting Events: About once per week | 5\% | (16) | 5\% | (16) | $3 \%$ | (8) | 3\% | (10) | 4\% | (14) | 79\% (244) | 308 |
| Watch Sporting Events: Several times per month | 5\% | (7) | 8\% | (11) | 1\% | (2) | 3\% | (4) | 1\% | (1) | 82\% (117) | 142 |
| Watch Sporting Events: About once per month | 4\% | (5) | 5\% | (7) | 1\% | (1) | 1\% | (1) | $4 \%$ | (5) | 85\% (107) | 126 |
| Watch Sporting Events: Less often than once per month | 6\% | (17) | 5\% | (15) | 1\% | (2) | - | (1) | 2\% | (5) | 87\% (255) | 295 |
| Watch Sporting Events: Never | 6\% | (52) | 3\% | (27) | 1\% | (10) | 1\% | (10) | 3\% | (21) | 85\% (700) | 820 |
| Cable TV: Currently subscribe | 7\% | (68) | 5\% | (56) | $2 \%$ | (22) | 2\% | (23) | $4 \%$ | (41) | 79\% (809) | 1018 |
| Cable TV: Subscribed in past | 8\% | (59) | 6\% | (47) | 1\% | (8) | 1\% | (8) | 3\% | (24) | 80\% (589) | 735 |
| Cable TV: Never subscribed | 3\% | (13) | 4\% | (19) | - | (1) | $2 \%$ | (9) | 1\% | (4) | 90\% (402) | 447 |
| Satellite TV: Currently subscribe | 8\% | (34) | 7\% | (27) | 1\% | (5) | 6\% | (23) | 4\% | (18) | 74\% (297) | 403 |
| Satellite TV: Subscribed in past | 10\% | (60) | 8\% | (50) | 1\% | (9) | 1\% | (4) | 4\% | (23) | 76\% (457) | 602 |
| Satellite TV: Never subscribed | 4\% | (47) | 4\% | (45) | 1\% | (18) | 1\% | (12) | 2\% | (27) | 88\% (1046) | 1195 |
| Streaming Services: Currently subscribe | 9\% | (119) | 7\% | (98) | $2 \%$ | (21) | $2 \%$ | (31) | 3\% | (39) | 77\% (1013) | 1321 |
| Streaming Services: Subscribed in past | 6\% | (14) | 6\% | (14) | $3 \%$ | (8) | 1\% | (3) | 6\% | (13) | 77\% (173) | 226 |
| Streaming Services: Never subscribed | 1\% | (7) | 1\% | (10) | - | (3) | 1\% | (5) | 2\% | (15) | 94\% (614) | 654 |
| Film: An avid fan | 10\% | (72) | 9\% | (61) | $2 \%$ | (11) | 3\% | (22) | 4\% | (27) | 73\% (516) | 711 |
| Film: A casual fan | 5\% | (61) | 5\% | (56) | $2 \%$ | (20) | 1\% | (15) | 3\% | (34) | 84\% (1007) | 1192 |
| Film: Not a fan | 2\% | (7) | $2 \%$ | (5) | - | (0) | $1 \%$ | (2) | 2\% | (6) | 93\% (277) | 298 |
| Television: An avid fan | 7\% | (77) | 6\% | (63) | 1\% | (13) | 2\% | (23) | $4 \%$ | (44) | 79\% (851) | 1071 |
| Television: A casual fan | 6\% | (59) | 6\% | (56) | $2 \%$ | (18) | 1\% | (12) | 2\% | (23) | 83\% (800) | 967 |
| Television: Not a fan | 3\% | (4) | 1\% | (2) | - | (0) | 3\% | (5) | - | (1) | 92\% (149) | 162 |
| Music: An avid fan | 8\% | (80) | 8\% | (87) | 1\% | (14) | $2 \%$ | (22) | 4\% | (37) | 77\% (792) | 1031 |
| Music: A casual fan | 5\% | (52) | 3\% | (29) | $2 \%$ | (17) | 1\% | (14) | 3\% | (28) | 86\% (856) | 995 |
| Music: Not a fan | 5\% | (9) | $3 \%$ | (6) | - | (0) | $2 \%$ | (3) | 2\% | (3) | 88\% (152) | 173 |

Continued on next page

Table HR2_19: Have you seen the following movies?
Us

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 6\% | (140) | 6\% | (122) | 1\% | (31) | 2\% | (39) | 3\% | (68) | 82\% | (1800) | 2200 |
| Fashion: An avid fan | 13\% | (36) | 10\% | (29) | $2 \%$ | (5) | 5\% | (14) | 6\% | (16) | 65\% | (188) | 287 |
| Fashion: A casual fan | 8\% | (64) | 7\% | (56) | 3\% | (24) | $2 \%$ |  | $4 \%$ | (36) | 76\% | (632) | 828 |
| Fashion: Not a fan | $4 \%$ | (40) | 3\% | (37) | - | (3) | 1\% | (8) | $2 \%$ | (16) | 90\% | (980) | 1084 |

[^23]Table HR2_20: Have you seen the following movies?
Portrait of a Lady on Fire


[^24]Table HR2_20: Have you seen the following movies?
Portrait of a Lady on Fire

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 1\% | (28) | $1 \%$ | (18) | - | (7) | $1 \%$ | (21) | 1\% | (30) | 95\% (2094) | 2200 |
| Income: Under 50k | 1\% | (16) | 1\% | (8) | - | (3) | 1\% | (7) | 1\% | (19) | 96\% (1197) | 1250 |
| Income: 50k-100k | 1\% | (10) | 1\% | (8) | - | (2) | 2\% | (13) | 1\% | (10) | 94\% (658) | 702 |
| Income: 100k+ | 1\% | (2) | $1 \%$ | (3) | 1\% | (2) | - | (1) | - | (1) | 96\% (239) | 249 |
| Ethnicity: White | 1\% | (18) | - | (9) | - | (5) | 1\% | (17) | 1\% | (21) | 96\% (1651) | 1722 |
| Ethnicity: Hispanic | 4\% | (12) | 2\% | (5) | - | (0) | $4 \%$ | (15) | 4\% | (15) | 86\% (301) | 349 |
| Ethnicity: Afr. Am. | - | (1) | 3\% | (7) | - | (1) | 1\% | (4) | 1\% | (2) | 94\% (259) | 274 |
| Ethnicity: Other | 5\% | (9) | 1\% | (3) | 1\% | (1) | - | (0) | 3\% | (6) | 90\% (184) | 204 |
| Community: Urban | 3\% | (17) | $2 \%$ | (12) | - | (2) | 3\% | (18) | 2\% | (9) | 89\% (481) | 540 |
| Community: Suburban | 1\% | (9) | - | (4) | - | (2) | - | (2) | 2\% | (17) | 97\% (997) | 1032 |
| Community: Rural | - | (2) | - | (2) | - | (3) | - | (1) | 1\% | (4) | 98\% (616) | 628 |
| Employ: Private Sector | 2\% | (14) | $1 \%$ | (9) | 1\% | (5) | $2 \%$ | (10) | - | (3) | 94\% (598) | 639 |
| Employ: Government | - | (0) | 2\% | (3) | 1\% | (1) | $4 \%$ | (5) | 7\% | (9) | 86\% (110) | 128 |
| Employ: Self-Employed | 2\% | (5) | - | (0) | 1\% | (1) | $2 \%$ | (3) | 4\% | (7) | 92\% (178) | 193 |
| Employ: Homemaker | 1\% | (2) | $1 \%$ | (2) | - | (0) | $2 \%$ | (3) | 1\% | (1) | 95\% (160) | 167 |
| Employ: Retired | - | (0) | - | (1) | - | (1) | - | (0) | - | (2) | 99\% (524) | 527 |
| Employ: Unemployed | 2\% | (5) | $1 \%$ | (2) | - | (0) | - | (0) | $1 \%$ | (3) | 96\% (234) | 245 |
| Employ: Other | 1\% | (2) | 1\% | (1) | - | (0) | - | (0) | 3\% | (5) | 96\% (198) | 207 |
| Military HH: Yes | - | (1) | 1\% | (2) | 1\% | (3) | $2 \%$ | (8) | 1\% | (2) | 95\% (326) | 343 |
| Military HH: No | 1\% | (28) | 1\% | (16) | - | (4) | 1\% | (13) | $1 \%$ | (28) | 95\% (1769) | 1857 |
| RD/WT: Right Direction | 1\% | (9) | 1\% | (6) | - | (4) | $2 \%$ | (15) | 1\% | (10) | 95\% (794) | 837 |
| RD/WT: Wrong Track | 1\% | (20) | $1 \%$ | (12) | - | (4) | - | (7) | $1 \%$ | (20) | 95\% (1301) | 1363 |
| Trump Job Approve | 1\% | (8) | 1\% | (5) | - | (4) | 1\% | (9) | $1 \%$ | (7) | 96\% (846) | 879 |
| Trump Job Disapprove | 1\% | (15) | $1 \%$ | (12) | - | (3) | 1\% | (12) | 2\% | (21) | 95\% (1136) | 1200 |

Continued on next page

Table HR2_20: Have you seen the following movies?
Portrait of a Lady on Fire

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  |  | No | Total $\mathbf{N}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 1\% | (28) | 1\% | (18) | - | (7) | 1\% | (21) | 1\% | (30) | 95\% | 2094) | 2200 |
| Trump Job Strongly Approve | 1\% | (6) | 1\% | (3) | 1\% | (3) | 2\% | (8) | 1\% | (4) | 95\% | (453) | 476 |
| Trump Job Somewhat Approve | 1\% | (2) | 1\% | (2) | - | (1) | - | (1) | 1\% | (3) | 97\% | (393) | 403 |
| Trump Job Somewhat Disapprove | 2\% | (4) | - | (1) | 1\% | (2) | 1\% | (2) | 2\% | (5) | 95\% | (242) | 255 |
| Trump Job Strongly Disapprove | 1\% | (11) | 1\% | (12) | - | (1) | 1\% | (11) | 2\% | (16) | 95\% | (894) | 945 |
| Favorable of Trump | 1\% | (11) | 1\% | (5) | - | (4) | 1\% | (8) | 2\% | (15) | 95\% | (837) | 880 |
| Unfavorable of Trump | 1\% | (12) | 1\% | (12) | - | (4) | 1\% | (12) | 1\% | (13) | 96\% | (1141) | 1194 |
| Very Favorable of Trump | 1\% | (6) | 1\% | (3) | - | (2) | 1\% | (6) | 1\% | (6) | 95\% | (481) | 503 |
| Somewhat Favorable of Trump | 1\% | (5) | $1 \%$ | (2) | - | (1) | - | (2) | 3\% | (10) | 95\% | (356) | 376 |
| Somewhat Unfavorable of Trump | 2\% | (3) | - | (1) | - | (1) | 1\% | (3) | 2\% | (3) | 95\% | (185) | 196 |
| Very Unfavorable of Trump | 1\% | (8) | $1 \%$ | (12) | - | (3) | 1\% | (10) | 1\% | (10) | 96\% | (956) | 999 |
| \#1 Issue: Economy | 2\% | (12) | 1\% | (4) | - | (1) | 1\% | (6) | 1\% | (7) | 94\% | (532) | 564 |
| \#1 Issue: Security | 1\% | (5) | 2\% | (9) | 1\% | (3) | 1\% | (4) | 3\% | (14) | 93\% | (463) | 498 |
| \#1 Issue: Health Care | 1\% | (3) | - | (1) | - | (2) | 1\% | (4) | 1\% | (3) | 96\% | (342) | 354 |
| \#1 Issue: Medicare / Social Security | - | (0) | - | (1) | - | (1) | - | (0) | 1\% | (3) | 98\% | (319) | 324 |
| \#1 Issue: Women's Issues | - | (0) | $1 \%$ | (1) | - | (0) | - | (0) | 1\% | (1) | 98\% | (106) | 108 |
| \#1 Issue: Education | 5\% | (5) | - | (0) | - | (0) | 3\% | (3) | - | (0) | 92\% | (93) | 101 |
| \#1 Issue: Energy | 2\% | (3) | $2 \%$ | (3) | - | (0) | 4\% | (5) | - | (0) | 92\% | (117) | 128 |
| \#1 Issue: Other | - | (0) | - | (0) | - | (0) | - | (0) | 1\% | (1) | 99\% | (123) | 124 |
| 2018 House Vote: Democrat | 1\% | (10) | $1 \%$ | (11) | - | (4) | 1\% | (12) | 2\% | (15) | 93\% | (731) | 782 |
| 2018 House Vote: Republican | 1\% | (6) | - | (3) | - | (3) | 1\% | (3) | 1\% | (9) | 96\% | (597) | 621 |
| 2018 House Vote: Someone else | - | (0) | - | (0) | - | (0) | 1\% | (1) | - | (0) | 99\% | (74) | 75 |
| 2016 Vote: Hillary Clinton | 1\% | (7) | $2 \%$ | (11) | - | (3) | 2\% | (11) | 1\% | (8) | 94\% | (666) | 706 |
| 2016 Vote: Donald Trump | 1\% | (9) | - | (2) | - | (3) | - | (3) | 1\% | (8) | 96\% | (653) | 678 |
| 2016 Vote: Other | 1\% | (1) | - | (0) | - | (0) | 1\% | (1) | - | (0) | 98\% | (113) | 116 |
| 2016 Vote: Didn't Vote | 2\% | (11) | $1 \%$ | (5) | - | (1) | 1\% | (7) | 2\% | (15) | 94\% | (659) | 698 |

Continued on next page

Table HR2_20: Have you seen the following movies?
Portrait of a Lady on Fire

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 1\% | (28) | $1 \%$ | (18) | - | (7) | 1\% | (21) | $1 \%$ | (30) | 95\% (2094) | 2200 |
| Voted in 2014: Yes | 1\% | (16) | $1 \%$ | (10) | - | (6) | 1\% | (13) | $1 \%$ | (15) | 95\% (1240) | 1299 |
| Voted in 2014: No | 1\% | (13) | 1\% | (9) | - | (1) | 1\% | (8) | 2\% | (15) | 95\% (855) | 901 |
| 2012 Vote: Barack Obama | 1\% | (10) | 1\% | (10) | - | (3) | 2\% | (14) | $1 \%$ | (10) | 94\% (743) | 791 |
| 2012 Vote: Mitt Romney | 1\% | (4) | - | (1) | - | (2) | - | (1) | $1 \%$ | (5) | 98\% (504) | 516 |
| 2012 Vote: Other | 3\% | (3) | - | (0) | - | (0) | - | (0) | - | (0) | 97\% (87) | 90 |
| 2012 Vote: Didn't Vote | 1\% | (12) | 1\% | (7) | - | (2) | 1\% | (6) | $2 \%$ | (15) | 95\% (761) | 803 |
| 4-Region: Northeast | 1\% | (4) | 2\% | (6) | 1\% | (2) | 2\% | (10) | $1 \%$ | (4) | 93\% (367) | 394 |
| 4-Region: Midwest | 1\% | (6) | 1\% | (3) | - | (1) | - | (1) | $1 \%$ | (3) | 97\% (449) | 462 |
| 4-Region: South | 1\% | (11) | 1\% | (7) | - | (4) | - | (4) | $1 \%$ | (10) | 96\% (788) | 824 |
| 4-Region: West | 1\% | (7) | - | (2) | - | (0) | 1\% | (7) | 3\% | (14) | 94\% (490) | 520 |
| Watch TV: Every day | 2\% | (17) | 1\% | (9) | - | (5) | 1\% | (13) | $2 \%$ | (19) | 94\% (981) | 1045 |
| Watch TV: Several times per week | 1\% | (6) | 1\% | (5) | - | (2) | - | (1) | - | (1) | 97\% (503) | 517 |
| Watch TV: About once per week | 3\% | (5) | - | (1) | - | (0) | 3\% | (5) | 6\% | (9) | 87\% (126) | 145 |
| Watch TV: Several times per month | - | (0) | $2 \%$ | (3) | - | (1) | 2\% | (3) | 1\% | (1) | 94\% (114) | 121 |
| Watch TV: About once per month | - | (0) | - | (0) | - | (0) | - | (0) | - | (0) | 100\% (55) | 55 |
| Watch TV: Less often than once per month | - | (0) | - | (0) | - | (0) | - | (0) | - | (0) | 100\% (91) | 91 |
| Watch TV: Never | - | (1) | - | (1) | - | (0) | - | (0) | - | (0) | 100\% (224) | 225 |
| Watch Movies: Every day | 3\% | (11) | 1\% | (3) | - | (1) | 4\% | (13) | $4 \%$ | (15) | 88\% (311) | 353 |
| Watch Movies: Several times per week | 1\% | (6) | 1\% | (3) | 1\% | (3) | 1\% | (4) | $2 \%$ | (12) | 95\% (551) | 579 |
| Watch Movies: About once per week | 2\% | (7) | 2\% | (9) | - | (0) | - | (0) | 1\% | (2) | 95\% (374) | 394 |
| Watch Movies: Several times per month | - | (0) | $1 \%$ | (2) | - | (0) | 1\% | (4) | $1 \%$ | (1) | 97\% (251) | 257 |
| Watch Movies: About once per month | 1\% | (2) | - | (0) | 1\% | (1) | - | (0) | - | (0) | 98\% (196) | 199 |
| Watch Movies: Less often than once per month | - | (0) | - | (1) | - | (0) | - | (0) | - | (0) | 100\% (170) | 170 |
| Watch Movies: Never | 1\% | (2) | - | (1) | 1\% | (1) | - | (0) | - | (0) | 98\% (243) | 247 |

Continued on next page

Table HR2_20: Have you seen the following movies?
Portrait of a Lady on Fire


Continued on next page

Table HR2_20: Have you seen the following movies?
Portrait of a Lady on Fire

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 1\% | (28) | 1\% | (18) | - | (7) | 1\% | (21) | 1\% | (30) | 95\% (2094) | 2200 |
| Fashion: An avid fan | 2\% | (5) | $2 \%$ | (7) | - | (1) | 2\% | (7) | $4 \%$ | (11) | 89\% (257) | 287 |
| Fashion: A casual fan | 2\% |  | 1\% | (10) | - | (3) | 1\% | (11) | 2\% | (15) | 93\% (769) | 828 |
| Fashion: Not a fan | - | (3) | - | (2) | - | (3) | - | (4) | - | (4) | 99\% (1069) | 1084 |

[^25]Table HR2_21: Have you seen the following movies?
Knives Out

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 2\% | (53) | 7\% | (156) | 1\% | (22) | 1\% | (21) | 1\% | (32) | 87\% (1916) | 2200 |
| Gender: Male | 3\% | (31) | 8\% | (85) | 2\% | (17) | 2\% | (16) | 2\% | (20) | 84\% (892) | 1062 |
| Gender: Female | 2\% | (22) | 6\% | (71) | - | (5) | - | (5) | 1\% | (12) | 90\% (1024) | 1138 |
| Age: 18-29 | 3\% | (14) | 9\% | (37) | 3\% | (12) | 4\% | (15) | 2\% | (7) | 80\% (337) | 422 |
| Age: 30-44 | 5\% | (29) | 10\% | (61) | 1\% | (6) | 1\% | (5) | 3\% | (16) | 80\% (474) | 591 |
| Age: 45-54 | 2\% | (5) | 6\% | (18) | 1\% | (3) | - | (1) | 2\% | (6) | 90\% (269) | 300 |
| Age: 55-64 | - | (2) | 6\% | (25) | - | (1) | - | (0) | 1\% | (3) | 93\% (419) | 450 |
| Age: 65+ | 1\% | (3) | 4\% | (16) | - | (0) | - | (0) | - | (1) | 95\% (416) | 436 |
| Generation Z: 18-22 | 2\% | (4) | 13\% | (22) | 2\% | (4) | 3\% | (4) | 1\% | (2) | 78\% (130) | 166 |
| Millennial: Age 23-38 | 5\% | (34) | 10\% | (62) | 1\% | (9) | 2\% | (15) | 2\% | (15) | 79\% (505) | 639 |
| Generation X: Age 39-54 | 2\% | (10) | 6\% | (30) | 2\% | (8) | - | (2) | 2\% | (12) | 88\% (446) | 508 |
| Boomers: Age 55-73 | 1\% | (5) | 5\% | (39) | - | (1) | - | (0) | - | (3) | 94\% (720) | 768 |
| PID: Dem (no lean) | 4\% | (32) | 10\% | (82) | 1\% | (11) | 1\% | (9) | 2\% | (15) | 81\% (656) | 806 |
| PID: Ind (no lean) | 2\% | (15) | 6\% | (43) | - | (2) | 1\% | (5) | 2\% | (13) | 89\% (616) | 694 |
| PID: Rep (no lean) | 1\% | (6) | 5\% | (32) | 1\% | (8) | 1\% | (7) | 1\% | (4) | 92\% (644) | 700 |
| PID/Gender: Dem Men | 5\% | (19) | 11\% | (40) | 3\% | (11) | 1\% | (5) | 3\% | (11) | 77\% (286) | 373 |
| PID/Gender: Dem Women | 3\% | (13) | 10\% | (41) | - | (0) | 1\% | (4) | 1\% | (4) | 86\% (371) | 433 |
| PID/Gender: Ind Men | 3\% | (12) | 8\% | (28) | - | (1) | 1\% | (5) | 2\% | (6) | 85\% (301) | 352 |
| PID/Gender: Ind Women | 1\% | (3) | 4\% | (15) | - | (1) | - | (0) | 2\% | (8) | 92\% (315) | 342 |
| PID/Gender: Rep Men | - | (1) | 5\% | (17) | 1\% | (5) | 2\% | (6) | 1\% | (3) | 91\% (305) | 337 |
| PID/Gender: Rep Women | 1\% | (5) | 4\% | (15) | 1\% | (3) | - | (1) | - | (1) | 93\% (339) | 363 |
| Ideo: Liberal (1-3) | 4\% | (24) | 13\% | (77) | - | (2) | 1\% | (6) | 3\% | (16) | 80\% (489) | 614 |
| Ideo: Moderate (4) | 2\% | (10) | 7\% | (37) | 2\% | (10) | 2\% | (11) | 2\% | (9) | 86\% (477) | 554 |
| Ideo: Conservative (5-7) | 1\% | (11) | 4\% | (32) | 1\% | (5) | 1\% | (4) | 1\% | (5) | 92\% (675) | 732 |
| Educ: < College | 3\% | (43) | 5\% | (81) | 1\% | (14) | 1\% | (12) | 1\% | (21) | 89\% (1340) | 1512 |
| Educ: Bachelors degree | 2\% | (8) | 12\% | (52) | 1\% | (6) | - | (2) | 2\% | (8) | 83\% (368) | 444 |
| Educ: Post-grad | 1\% | (2) | 9\% | (23) | 1\% | (2) | 3\% | (7) | 1\% | (3) | 85\% (207) | 244 |

[^26]Table HR2_21: Have you seen the following movies?
Knives Out

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 2\% | (53) | 7\% | (156) | 1\% | (22) | 1\% | (21) | 1\% | (32) | 87\% (1916) | 2200 |
| Income: Under 50k | 2\% | (31) | 5\% | (59) | 1\% | (14) | 1\% | (6) | 1\% | (18) | 90\% (1120) | 1250 |
| Income: 50k-100k | 3\% | (20) | 10\% | (68) | - | (3) | $2 \%$ | (11) | $2 \%$ | (13) | 84\% (587) | 702 |
| Income: $100 \mathrm{k}+$ | 1\% | (2) | 12\% | (29) | 2\% | (5) | 2\% | (4) | - | (1) | 84\% (208) | 249 |
| Ethnicity: White | 2\% | (38) | 7\% | (116) | 1\% | (10) | 1\% | (17) | 1\% | (21) | 88\% (1519) | 1722 |
| Ethnicity: Hispanic | 7\% | (26) | 12\% | (43) | 3\% | (12) | 3\% | (12) | $4 \%$ | (14) | 70\% (243) | 349 |
| Ethnicity: Afr. Am. | 3\% | (8) | 7\% | (21) | 1\% | (3) | 1\% | (4) | $1 \%$ | (2) | 86\% (236) | 274 |
| Ethnicity: Other | 3\% | (6) | 9\% | (19) | 4\% | (8) | - | (0) | $4 \%$ | (9) | 79\% (161) | 204 |
| Community: Urban | 2\% | (11) | 10\% | (55) | 2\% | (13) | 3\% | (15) | $2 \%$ | (13) | 80\% (433) | 540 |
| Community: Suburban | 3\% | (35) | 8\% | (87) | 1\% | (5) | - | (5) | 1\% | (10) | 86\% (891) | 1032 |
| Community: Rural | 1\% | (7) | 2\% | (14) | 1\% | (4) | - | (1) | 1\% | (9) | 94\% (593) | 628 |
| Employ: Private Sector | 2\% | (13) | 10\% | (64) | 1\% | (5) | $2 \%$ | (10) | 1\% | (9) | 84\% (538) | 639 |
| Employ: Government | 9\% | (11) | 5\% | (6) | 3\% | (3) | $4 \%$ | (5) | $4 \%$ | (5) | 75\% (96) | 128 |
| Employ: Self-Employed | $2 \%$ | (4) | 7\% | (14) | 3\% | (6) | $2 \%$ | (4) | $3 \%$ | (5) | 83\% (160) | 193 |
| Employ: Homemaker | 5\% | (8) | $4 \%$ | (7) | - | (0) | - | (0) | 1\% | (1) | 91\% (152) | 167 |
| Employ: Retired | 1\% | (5) | 4\% | (21) | - | (1) | - | (0) | - | (1) | 95\% (498) | 527 |
| Employ: Unemployed | 3\% | (7) | 6\% | (15) | $2 \%$ | (5) | - | (0) | - | (1) | 89\% (217) | 245 |
| Employ: Other | $2 \%$ | (4) | 8\% | (17) | 1\% | (1) | - | (0) | 3\% | (6) | 86\% (179) | 207 |
| Military HH: Yes | 1\% | (2) | 7\% | (23) | - | (1) | 2\% | (7) | 2\% | (5) | 88\% (303) | 343 |
| Military HH: No | 3\% | (51) | 7\% | (133) | 1\% | (21) | 1\% | (14) | 1\% | (27) | 87\% (1613) | 1857 |
| RD/WT: Right Direction | 2\% | (13) | 5\% | (39) | 1\% | (11) | 2\% | (13) | 1\% | (9) | 90\% (752) | 837 |
| RD/WT: Wrong Track | 3\% | (40) | 9\% | (117) | 1\% | (11) | 1\% | (8) | 2\% | (23) | 85\% (1164) | 1363 |
| Trump Job Approve | 1\% | (11) | 5\% | (41) | 1\% | (8) | 1\% | (9) | 1\% | (7) | 91\% (803) | 879 |
| Trump Job Disapprove | $4 \%$ | (42) | 9\% | (105) | 1\% | (11) | 1\% | (12) | $2 \%$ | (21) | 84\% (1010) | 1200 |

Continued on next page

Table HR2_21: Have you seen the following movies?
Knives Out

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 2\% | (53) | 7\% | (156) | 1\% | (22) | 1\% | (21) | 1\% | (32) | 87\% | (1916) | 2200 |
| Trump Job Strongly Approve | 1\% | (4) | 4\% | (18) | 1\% | (7) | 1\% | (7) | 1\% | (4) | 91\% | (435) | 476 |
| Trump Job Somewhat Approve | 2\% | (6) | 6\% | (23) | - | (1) | 1\% | (2) | 1\% | (3) | 91\% | (369) | 403 |
| Trump Job Somewhat Disapprove | 4\% | (9) | 7\% | (17) | 3\% | (7) | - | (1) | 2\% | (4) | 85\% | (218) | 255 |
| Trump Job Strongly Disapprove | 3\% | (33) | 9\% | (89) | - | (4) | 1\% | (11) | 2\% | (17) | 84\% | (792) | 945 |
| Favorable of Trump | 2\% | (17) | 4\% | (38) | 1\% | (8) | 1\% | (8) | 1\% | (10) | 91\% | (799) | 880 |
| Unfavorable of Trump | 3\% | (34) | 10\% | (115) | 1\% | (10) | 1\% | (12) | 1\% | (17) | 84\% | (1006) | 1194 |
| Very Favorable of Trump | 1\% | (6) | 4\% | (21) | 1\% | (5) | 1\% | (5) | 1\% | (4) | 92\% | (462) | 503 |
| Somewhat Favorable of Trump | 3\% | (11) | 5\% | (17) | 1\% | (3) | 1\% | (3) | 1\% | (5) | 89\% | (337) | 376 |
| Somewhat Unfavorable of Trump | 2\% | (4) | 8\% | (15) | 2\% | (5) | 1\% | (2) | 1\% | (2) | 86\% | (168) | 196 |
| Very Unfavorable of Trump | 3\% | (31) | 10\% | (100) | 1\% | (5) | 1\% | (10) | 2\% | (15) | 84\% | (838) | 999 |
| \#1 Issue: Economy | 3\% | (18) | 9\% | (53) | 2\% | (13) | 1\% | (7) | 1\% | (6) | 83\% | (467) | 564 |
| \#1 Issue: Security | 3\% | (14) | 5\% | (26) | 1\% | (4) | 1\% | (3) | 2\% | (10) | 89\% | (441) | 498 |
| \#1 Issue: Health Care | 1\% | (3) | 7\% | (25) | - | (1) | 1\% | (4) | 2\% | (7) | 88\% | (313) | 354 |
| \#1 Issue: Medicare / Social Security | 2\% | (6) | $4 \%$ | (14) | - | (0) | - | (0) | 1\% | (4) | 93\% | (300) | 324 |
| \#1 Issue: Women's Issues | 6\% | (7) | $11 \%$ | (12) | 1\% | (1) | - | (0) | - | (0) | 81\% | (87) | 108 |
| \#1 Issue: Education | 5\% | (5) | 6\% | (6) | 1\% | (1) | - | (0) | 3\% | (3) | 85\% | (86) | 101 |
| \#1 Issue: Energy | - | (0) | 11\% | (14) | 2\% | (2) | 4\% | (5) | 1\% | (2) | 83\% | (106) | 128 |
| \#1 Issue: Other | 1\% | (1) | 5\% | (6) | - | (0) | 1\% | (1) | - | (0) | 94\% | (116) | 124 |
| 2018 House Vote: Democrat | 4\% | (29) | 11\% | (88) | 1\% | (8) | 1\% | (11) | 2\% | (13) | 81\% | (634) | 782 |
| 2018 House Vote: Republican | 2\% | (10) | 6\% | (37) | 1\% | (7) | 1\% | (4) | 1\% | (4) | 90\% | (558) | 621 |
| 2018 House Vote: Someone else | 1\% | (0) | 1\% | (1) | - | (0) | - | (0) | 3\% | (2) | 96\% | (72) | 75 |
| 2016 Vote: Hillary Clinton | 3\% | (19) | 10\% | (73) | 1\% | (7) | 1\% | (10) | 2\% | (14) | 83\% | (583) | 706 |
| 2016 Vote: Donald Trump | 1\% | (9) | 6\% | (41) | 1\% | (6) | 1\% | (4) | 1\% | (6) | 90\% | (613) | 678 |
| 2016 Vote: Other | 1\% | (1) | 8\% | (9) | 1\% | (1) | - | (0) | 2\% | (2) | 89\% | (103) | 116 |
| 2016 Vote: Didn't Vote | 3\% | (24) | 5\% | (33) | 1\% | (9) | 1\% | (7) | 1\% | (10) | 88\% | (614) | 698 |

Continued on next page

Table HR2_21: Have you seen the following movies?
Knives Out

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 2\% | (53) | 7\% | (156) | 1\% | (22) | 1\% | (21) | 1\% | (32) | 87\% | (1916) | 2200 |
| Voted in 2014: Yes | $2 \%$ | (26) | 8\% | (107) | 1\% | (12) | 1\% | (12) | 1\% | (17) | 87\% | (1124) | 1299 |
| Voted in 2014: No | 3\% | (27) | 5\% | (49) | $1 \%$ | (10) | 1\% | (9) | 2\% | (14) | 88\% | (792) | 901 |
| 2012 Vote: Barack Obama | 3\% | (21) | 8\% | (62) | 1\% | (5) | 2\% | (14) | 2\% | (15) | 85\% | (674) | 791 |
| 2012 Vote: Mitt Romney | 1\% | (4) | 5\% | (26) | $1 \%$ | (4) | - | (2) | 1\% | (4) | 92\% | (477) | 516 |
| 2012 Vote: Other | 1\% | (1) | 6\% | (5) | - | (0) | - | (0) | 1\% | (1) | 92\% | (82) | 90 |
| 2012 Vote: Didn't Vote | 3\% | (26) | 8\% | (63) | 2\% | (13) | 1\% | (5) | 2\% | (12) | 85\% | (683) | 803 |
| 4-Region: Northeast | 1\% | (6) | 8\% | (33) | $3 \%$ | (10) | 3\% | (10) | 2\% | (9) | 82\% | (324) | 394 |
| 4-Region: Midwest | 1\% | (6) | 5\% | (22) | - | (1) | 1\% | (2) | 1\% | (5) | 92\% | (426) | 462 |
| 4-Region: South | 2\% | (18) | 7\% | (59) | $1 \%$ | (10) | 1\% | (5) | 1\% | (7) | 88\% | (725) | 824 |
| 4-Region: West | 5\% | (23) | 8\% | (42) | - | (0) | 1\% | (3) | 2\% | (11) | 85\% | (441) | 520 |
| Watch TV: Every day | $2 \%$ | (23) | 7\% | (74) | 1\% | (10) | 1\% | (14) | 2\% | (18) | 87\% | (905) | 1045 |
| Watch TV: Several times per week | 4\% | (23) | 10\% | (51) | 1\% | (4) | - | (1) | - | (2) | 84\% | (436) | 517 |
| Watch TV: About once per week | $4 \%$ | (6) | 7\% | (10) | $3 \%$ | (4) | 2\% | (2) | 1\% | (2) | 83\% | (120) | 145 |
| Watch TV: Several times per month | - | (0) | 9\% | (11) | 4\% | (5) | 2\% | (3) | 2\% | (2) | 83\% | (100) | 121 |
| Watch TV: About once per month | - | (0) | 1\% | (0) | - | (0) | - | (0) | 7\% | (4) | 93\% | (51) | 55 |
| Watch TV: Less often than once per month | 1\% | (1) | 2\% | (2) | - | (0) | - | (0) | 2\% | (2) | 95\% | (87) | 91 |
| Watch TV: Never | - | (0) | 3\% | (7) | - | (0) | - | (0) | 1\% | (2) | 96\% | (216) | 225 |
| Watch Movies: Every day | 5\% | (19) | 7\% | (24) | $2 \%$ | (5) | $4 \%$ | (13) | 3\% | (12) | 79\% | (280) | 353 |
| Watch Movies: Several times per week | 5\% | (26) | 9\% | (55) | 1\% | (5) | - | (3) | 1\% | (7) | 84\% | (484) | 579 |
| Watch Movies: About once per week | 1\% | (4) | 11\% | (42) | 2\% | (8) | - | (1) | 1\% | (4) | 85\% | (336) | 394 |
| Watch Movies: Several times per month | 1\% | (1) | 8\% | (19) | $1 \%$ | (4) | 2\% | (4) | - | (1) | 88\% | (228) | 257 |
| Watch Movies: About once per month | 1\% | (3) | 3\% | (6) | - | (0) | - | (0) | 2\% | (4) | 94\% | (187) | 199 |
| Watch Movies: Less often than once per month | - | (1) | 3\% | (6) | - | (0) | - | (0) | \% | (0) | 96\% | (164) | 170 |
| Watch Movies: Never | - | (0) | 2\% | (5) | - | (0) | - | (0) | 2\% | (5) | 96\% | (238) | 247 |

Continued on next page

Table HR2_21: Have you seen the following movies?
Knives Out


Continued on next page

Table HR2_21: Have you seen the following movies?
Knives Out

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 2\% | (53) | 7\% | (156) | 1\% | (22) | 1\% | (21) | $1 \%$ | (32) | 87\% | (1916) | 2200 |
| Fashion: An avid fan | 3\% | (8) | 7\% | (21) | 3\% | (7) | 2\% | (6) | $4 \%$ | (11) | 81\% | (234) | 287 |
| Fashion: A casual fan | 5\% | (38) | 8\% | (65) | 1\% | (12) | 2\% | (13) | $1 \%$ | (11) | 83\% | (690) | 828 |
| Fashion: Not a fan | 1\% | (7) | 6\% | (70) | - | (3) | - | (1) | 1\% | (10) | 92\% | (992) | 1084 |

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

Table HR2_22: Have you seen the following movies?
Uncut Gems

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | $\begin{gathered} \text { Yes, on a } \\ \text { cable } \\ \text { channel, such } \\ \text { as Freeform } \\ \text { or Lifetime } \end{gathered}$ |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 2\% | (39) | 3\% | (62) | 1\% | (14) | 1\% | (23) | 1\% | (22) | 93\% | (2040) | 2200 |
| Gender: Male | 3\% | (28) | 5\% | (51) | $1 \%$ | (11) | 2\% | (17) | 2\% | (17) | 88\% | (938) | 1062 |
| Gender: Female | 1\% | (11) | 1\% | (11) | - | (3) | 1\% | (6) | - | (5) | 97\% | (1101) | 1138 |
| Age: 18-29 | 3\% | (14) | 6\% | (25) | $1 \%$ | (4) | 3\% | (11) | 2\% | (6) | 86\% | (362) | 422 |
| Age: 30-44 | 3\% | (19) | 4\% | (25) | $1 \%$ | (8) | 2\% | (10) | 2\% | (12) | 88\% | (517) | 591 |
| Age: 45-54 | 1\% | (3) | 1\% | (2) | $1 \%$ | (3) | - | (0) | - | (1) | 97\% | (291) | 300 |
| Age: 55-64 | - | (2) | $2 \%$ | (10) | - | (0) | - | (1) | - | (1) | 97\% | (437) | 450 |
| Age: 65+ | - | (1) | - | (1) | - | (0) | - | (1) | - | (0) | 99\% | (434) | 436 |
| Generation Z: 18-22 | 1\% | (2) | 8\% | (14) | - | (0) | - | (0) | \% | (0) | 90\% | (150) | 166 |
| Millennial: Age 23-38 | $4 \%$ | (28) | 4\% | (25) | $2 \%$ | (10) | 2\% | (16) | 1\% | (9) | 86\% | (552) | 639 |
| Generation X: Age 39-54 | 1\% | (6) | 3\% | (13) | $1 \%$ | (5) | 1\% | (6) | 2\% | (12) | 92\% | (468) | 508 |
| Boomers: Age 55-73 | - | (3) | 1\% | (10) | - | (0) | - | (1) | - | (1) | 98\% | (752) | 768 |
| PID: Dem (no lean) | 3\% | (21) | 4\% | (35) | $1 \%$ | (5) | 1\% | (8) | 2\% | (16) | 90\% | (722) | 806 |
| PID: Ind (no lean) | 2\% | (12) | 2\% | (16) | 1\% | (6) | 1\% | (7) | - | (3) | 94\% | (652) | 694 |
| PID: Rep (no lean) | 1\% | (6) | 2\% | (12) | 1\% | (4) | 1\% | (8) | - | (3) | 95\% | (667) | 700 |
| PID/Gender: Dem Men | 4\% | (15) | 8\% | (31) | 1\% | (5) | 1\% | (4) | $4 \%$ | (15) | 81\% | (303) | 373 |
| PID/Gender: Dem Women | 1\% | (6) | 1\% | (4) | - | (0) | 1\% | (3) | - | (1) | 97\% | (418) | 433 |
| PID/Gender: Ind Men | 3\% | (9) | 3\% | (12) | $1 \%$ | (3) | 2\% | (6) | - | (1) | 91\% | (322) | 352 |
| PID/Gender: Ind Women | 1\% | (2) | 1\% | (4) | 1\% | (3) | - | (0) | 1\% | (2) | 97\% | (330) | 342 |
| PID/Gender: Rep Men | 1\% | (4) | 3\% | (9) | 1\% | (3) | 2\% | (6) | - | (1) | 93\% | (313) | 337 |
| PID/Gender: Rep Women | 1\% | (3) | 1\% | (3) | - | (1) | 1\% | (2) | 1\% | (2) | 97\% | (353) | 363 |
| Ideo: Liberal (1-3) | 2\% | (13) | 4\% | (22) | 1\% | (8) | 1\% | (8) | 2\% | (13) | 90\% | (550) | 614 |
| Ideo: Moderate (4) | 2\% | (12) | 4\% | (23) | 1\% | (3) | - | (3) | 1\% | (4) | 92\% | (510) | 554 |
| Ideo: Conservative (5-7) | 1\% | (8) | 2\% | (16) | - | (4) | 1\% | (6) | - | (3) | 95\% | (695) | 732 |
| Educ: < College | 1\% | (22) | 3\% | (40) | $1 \%$ | (10) | 1\% | (12) | 1\% | (13) | 94\% | (1415) | 1512 |
| Educ: Bachelors degree | 3\% | (11) | 2\% | (11) | 1\% | (4) | 1\% | (4) | 1\% | (5) | 92\% | (409) | 444 |
| Educ: Post-grad | 2\% | (6) | 4\% | (11) | - | (0) | $3 \%$ | (7) | 1\% | (3) | 89\% | (217) | 244 |

Continued on next page

Table HR2_22: Have you seen the following movies?
Uncut Gems

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 2\% | (39) | $3 \%$ | (62) | $1 \%$ | (14) | 1\% | (23) | $1 \%$ | (22) | 93\% (2040) | 2200 |
| Income: Under 50k | 2\% | (21) | 1\% | (18) | $1 \%$ | (9) | 1\% | (10) | $1 \%$ | (7) | 95\% (1185) | 1250 |
| Income: 50k-100k | 2\% | (15) | 5\% | (36) | 1\% | (6) | 1\% | (10) | 2\% | (11) | 89\% (624) | 702 |
| Income: 100k+ | 1\% | (3) | 3\% | (8) | - | (0) | 1\% | (2) | $2 \%$ | (4) | 93\% (231) | 249 |
| Ethnicity: White | 1\% | (23) | 2\% | (37) | $1 \%$ | (11) | 1\% | (15) | 1\% | (14) | 94\% (1622) | 1722 |
| Ethnicity: Hispanic | 6\% | (19) | 7\% | (25) | $2 \%$ | (6) | 2\% | (7) | $4 \%$ | (13) | 80\% (279) | 349 |
| Ethnicity: Afr. Am. | 1\% | (3) | 5\% | (13) | 1\% | (3) | 1\% | (4) | 1\% | (2) | 91\% (249) | 274 |
| Ethnicity: Other | 7\% | (14) | 5\% | (11) | - | (0) | 2\% | (4) | $3 \%$ | (6) | 83\% (169) | 204 |
| Community: Urban | 4\% | (22) | 5\% | (28) | $1 \%$ | (4) | 2\% | (10) | 1\% | (4) | 87\% (473) | 540 |
| Community: Suburban | 1\% | (11) | 3\% | (29) | 1\% | (8) | 1\% | (8) | $2 \%$ | (18) | 93\% (958) | 1032 |
| Community: Rural | 1\% | (6) | 1\% | (5) | - | (2) | 1\% | (5) | - | (1) | 97\% (609) | 628 |
| Employ: Private Sector | 3\% | (20) | 4\% | (24) | $1 \%$ | (8) | 2\% | (13) | 1\% | (8) | 89\% (567) | 639 |
| Employ: Government | 2\% | (3) | 5\% | (6) | - | (0) | 1\% | (1) | 7\% | (9) | 85\% (109) | 128 |
| Employ: Self-Employed | 2\% | (5) | $3 \%$ | (5) | $1 \%$ | (2) | 2\% | (4) | - | (0) | 92\% (178) | 193 |
| Employ: Homemaker | - | (0) | 1\% | (1) | $2 \%$ | (3) | 1\% | (2) | - | (0) | 96\% (161) | 167 |
| Employ: Retired | - | (1) | 1\% | (4) | - | (1) | - | (1) | - | (0) | 99\% (520) | 527 |
| Employ: Unemployed | 4\% | (10) | $3 \%$ | (8) | - | (0) | - | (1) | - | (0) | 92\% (226) | 245 |
| Employ: Other | 1\% | (1) | 2\% | (5) | - | (1) | 1\% | (2) | $2 \%$ | (5) | 93\% (194) | 207 |
| Military HH: Yes | 2\% | (7) | 1\% | (5) | - | (1) | 2\% | (7) | - | (1) | 94\% (322) | 343 |
| Military HH: No | 2\% | (32) | $3 \%$ | (57) | $1 \%$ | (14) | 1\% | (16) | $1 \%$ | (21) | 92\% (1717) | 1857 |
| RD/WT: Right Direction | 1\% | (12) | 3\% | (26) | 1\% | (6) | 1\% | (12) | 1\% | (10) | 92\% (772) | 837 |
| RD/WT: Wrong Track | 2\% | (27) | 3\% | (36) | 1\% | (8) | 1\% | (11) | 1\% | (12) | 93\% (1268) | 1363 |
| Trump Job Approve | 1\% | (11) | 2\% | (16) | 1\% | (5) | 1\% | (11) | 1\% | (7) | 94\% (829) | 879 |
| Trump Job Disapprove | 2\% | (27) | 4\% | (43) | 1\% | (10) | 1\% | (8) | 1\% | (15) | 91\% (1098) | 1200 |

Continued on next page

Table HR2_22: Have you seen the following movies?
Uncut Gems

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 2\% | (39) | 3\% | (62) | 1\% | (14) | 1\% | (23) | 1\% | (22) | 93\% (2040) | 2200 |
| Trump Job Strongly Approve | 2\% | (7) | 1\% | (6) | 1\% | (3) | 2\% | (10) | 1\% | (6) | 93\% (443) | 476 |
| Trump Job Somewhat Approve | 1\% | (4) | 2\% | (10) | - | (1) | - | (1) | - | (1) | 96\% (386) | 403 |
| Trump Job Somewhat Disapprove | 5\% | (13) | 1\% | (2) | 1\% | (3) | 1\% | (2) | 1\% | (2) | 92\% (234) | 255 |
| Trump Job Strongly Disapprove | 1\% | (14) | 4\% | (41) | 1\% | (6) | 1\% | (6) | 1\% | (13) | 91\% (864) | 945 |
| Favorable of Trump | 2\% | (14) | 2\% | (15) | 1\% | (6) | 1\% | (10) | 1\% | (12) | 93\% (822) | 880 |
| Unfavorable of Trump | 2\% | (23) | 4\% | (44) | 1\% | (8) | 1\% | (8) | 1\% | (9) | 92\% (1102) | 1194 |
| Very Favorable of Trump | 1\% | (6) | 1\% | (7) | 1\% | (4) | 2\% | (8) | - | (2) | 95\% (476) | 503 |
| Somewhat Favorable of Trump | 2\% | (8) | 2\% | (8) | 1\% | (2) | 1\% | (2) | 3\% | (10) | 92\% (346) | 376 |
| Somewhat Unfavorable of Trump | 1\% | (1) | 2\% | (4) | 1\% | (2) | 1\% | (2) | 1\% | (2) | 94\% (184) | 196 |
| Very Unfavorable of Trump | 2\% | (22) | 4\% | (40) | 1\% | (6) | 1\% | (6) | 1\% | (7) | 92\% (918) | 999 |
| \#1 Issue: Economy | 4\% | (21) | 3\% | (20) | 1\% | (3) | 2\% | (10) | 1\% | (5) | 90\% (505) | 564 |
| \#1 Issue: Security | 1\% | (5) | 2\% | (12) | 1\% | (5) | 1\% | (6) | 3\% | (14) | 92\% (455) | 498 |
| \#1 Issue: Health Care | 1\% | (5) | 4\% | (14) | 1\% | (4) | 2\% | (6) | - | (0) | 92\% (325) | 354 |
| \#1 Issue: Medicare / Social Security | - | (1) | 1\% | (5) | - | (0) | - | (1) | - | (0) | 98\% (317) | 324 |
| \#1 Issue: Women's Issues | - | (0) | 2\% | (2) | 1\% | (1) | - | (0) | - | (0) | 97\% (105) | 108 |
| \#1 Issue: Education | 6\% | (6) | 1\% | (1) | - | (0) | - | (0) | - | (0) | 94\% (95) | 101 |
| \#1 Issue: Energy | 2\% | (2) | 6\% | (8) | - | (0) | - | (0) | $2 \%$ | (2) | 90\% (116) | 128 |
| \#1 Issue: Other | - | (0) | - | (0) | 2\% | (2) | - | (0) | - | (0) | 98\% (122) | 124 |
| 2018 House Vote: Democrat | 3\% | (21) | 4\% | (31) | - | (3) | 1\% | (6) | $2 \%$ | (15) | 90\% (706) | 782 |
| 2018 House Vote: Republican | 1\% | (6) | 2\% | (13) | - | (3) | 2\% | (11) | 1\% | (3) | 94\% (585) | 621 |
| 2018 House Vote: Someone else | - | (0) | 1\% | (1) | 2\% | (2) | - | (0) | 1\% | (1) | 96\% (72) | 75 |
| 2016 Vote: Hillary Clinton | 3\% | (20) | 3\% | (24) | - | (3) | 1\% | (4) | 1\% | (9) | 92\% (646) | 706 |
| 2016 Vote: Donald Trump | 1\% | (6) | $2 \%$ | (11) | 1\% | (6) | 1\% | (9) | 1\% | (4) | 95\% (642) | 678 |
| 2016 Vote: Other | 1\% | (1) | 5\% | (5) | - | (0) | 1\% | (1) | $1 \%$ | (1) | 93\% (107) | 116 |
| 2016 Vote: Didn't Vote | 2\% | (12) | $3 \%$ | (21) | 1\% | (6) | 1\% | (9) | 1\% | (8) | 92\% (642) | 698 |

Continued on next page

Table HR2_22: Have you seen the following movies?
Uncut Gems


Continued on next page

Table HR2_22: Have you seen the following movies?
Uncut Gems

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 2\% | (39) | 3\% | (62) | 1\% | (14) | 1\% | (23) | 1\% | (22) | 93\% | 2040) | 2200 |
| Watch Sporting Events: Every day | 7\% | (10) | 12\% | (16) | 3\% | (5) | 5\% | (7) | 6\% | (9) | 66\% | (90) | 137 |
| Watch Sporting Events: Several times per week | 2\% | (6) | 5\% | (18) | 1\% | (3) | 1\% | (4) | $2 \%$ | (8) | 89\% | (334) | 373 |
| Watch Sporting Events: About once per week | 4\% | (11) | 4\% | (12) | 1\% | (4) | 2\% | (6) | - | (1) | 89\% | (273) | 308 |
| Watch Sporting Events: Several times per month | 1\% | (2) | 1\% | (1) | 1\% | (1) | - | (1) | - | (0) | 97\% | (138) | 142 |
| Watch Sporting Events: About once per month | 3\% | (4) | 1\% | (1) | - | (0) | 1\% | (1) | - | (0) | 95\% | (119) | 126 |
| Watch Sporting Events: Less often than once per month | 2\% | (5) | 1\% | (4) | - | (1) | 1\% | (2) | - | (0) | 96\% | (283) | 295 |
| Watch Sporting Events: Never | - | (2) | 1\% | (10) | - | (1) | - | (1) | - | (4) | 98\% | (803) | 820 |
| Cable TV: Currently subscribe | 2\% | (25) | 4\% | (40) | 1\% | (9) | 1\% | (11) | 1\% | (5) | 91\% | (927) | 1018 |
| Cable TV: Subscribed in past | 2\% | (14) | $2 \%$ | (18) | 1\% | (5) | 1\% | (9) | $2 \%$ | (16) | 92\% | (673) | 735 |
| Cable TV: Never subscribed | - | (0) | 1\% | (4) | - | (1) | - | (2) | - | (1) | 98\% | (440) | 447 |
| Satellite TV: Currently subscribe | 4\% | (16) | $4 \%$ | (15) | 2\% | (9) | 2\% | (9) | $2 \%$ | (7) | 86\% | (348) | 403 |
| Satellite TV: Subscribed in past | 2\% | (12) | $4 \%$ | (25) | 1\% | (4) | 2\% | (9) | $2 \%$ | (14) | 89\% | (537) | 602 |
| Satellite TV: Never subscribed | 1\% | (11) | 2\% | (22) | - | (1) | - | (4) | - | (1) | 97\% | (1155) | 1195 |
| Streaming Services: Currently subscribe | 2\% | (32) | $4 \%$ | (50) | 1\% | (11) | 1\% | (16) | 1\% | (13) | 91\% | (1199) | 1321 |
| Streaming Services: Subscribed in past | 2\% | (4) | $4 \%$ | (10) | 1\% | (3) | 2\% | (4) | $4 \%$ | (9) | 86\% | (195) | 226 |
| Streaming Services: Never subscribed | 1\% | (4) | - | (2) | - | (1) | - | (2) | - | (0) | 99\% | (646) | 654 |
| Film: An avid fan | 3\% | (22) | 5\% | (32) | - | (2) | 1\% | (9) | $1 \%$ | (10) | 89\% | (635) | 711 |
| Film: A casual fan | 1\% | (16) | $2 \%$ | (29) | 1\% | (13) | 1\% | (11) | 1\% | (12) | 93\% | (1112) | 1192 |
| Film: Not a fan | - | (1) | - | (1) | - | (0) | 1\% | (2) | - | (0) | 99\% | (293) | 298 |
| Television: An avid fan | 2\% | (27) | 3\% | (30) | - | (5) | 1\% | (12) | $1 \%$ | (14) | 92\% | (984) | 1071 |
| Television: A casual fan | 1\% | (12) | 3\% | (31) | 1\% | (10) | 1\% | (10) | 1\% | (7) | 93\% | (898) | 967 |
| Television: Not a fan | - | (1) | - | (1) | - | (0) | - | (1) | 1\% | (1) | 98\% | (159) | 162 |
| Music: An avid fan | 2\% | (21) | 4\% | (42) | 1\% | (9) | 1\% | (7) | 1\% | (13) | 91\% | (940) | 1031 |
| Music: A casual fan | 2\% | (17) | $2 \%$ | (19) | 1\% | (6) | 2\% | (15) | 1\% | (9) | 93\% | (929) | 995 |
| Music: Not a fan | 1\% | (2) | - | (1) | - | (0) | - | (1) | - | (0) | 98\% | (170) | 173 |

Continued on next page

Table HR2_22: Have you seen the following movies?
Uncut Gems

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 2\% | (39) | $3 \%$ | (62) | 1\% | (14) | 1\% | (23) | 1\% | (22) | 93\% (2040) | 2200 |
| Fashion: An avid fan | 2\% | (6) | 3\% | (8) | 2\% | (5) | 3\% | (9) | 4\% | (12) | 86\% (248) | 287 |
| Fashion: A casual fan | 3\% | (21) | 5\% | (39) | 1\% | (7) | 1\% | (11) | 1\% | (10) | 89\% (740) | 828 |
| Fashion: Not a fan | 1\% | (12) | $1 \%$ | (14) | - | (3) | - | (3) | - | (0) | 97\% (1052) | 1084 |

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

Table HR2_23: Have you seen the following movies?
Rocketman

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 5\% | (113) | 8\% | (181) | 1\% | (28) | 1\% | (29) | 2\% | (43) | 82\% (1807) | 2200 |
| Gender: Male | 7\% | (71) | 8\% | (89) | 2\% | (22) | 1\% | (16) | 3\% | (28) | 79\% (836) | 1062 |
| Gender: Female | 4\% | (41) | 8\% | (92) | - | (5) | 1\% | (13) | 1\% | (16) | 85\% (971) | 1138 |
| Age: 18-29 | 3\% | (13) | 10\% | (40) | 1\% | (6) | 3\% | (11) | 4\% | (16) | 80\% (336) | 422 |
| Age: 30-44 | 10\% | (58) | 6\% | (38) | 2\% | (10) | 2\% | (12) | 2\% | (10) | 78\% (463) | 591 |
| Age: 45-54 | 5\% | (14) | 9\% | (28) | 2\% | (6) | 1\% | (2) | 2\% | (6) | 81\% (245) | 300 |
| Age: 55-64 | 4\% | (17) | 10\% | (46) | - | (2) | - | (1) | 2\% | (9) | 83\% (375) | 450 |
| Age: 65+ | 3\% | (12) | 7\% | (29) | 1\% | (3) | 1\% | (3) | - | (1) | 89\% (389) | 436 |
| Generation Z: 18-22 | 2\% | (4) | 13\% | (22) | - | (1) | 2\% | (3) | 1\% | (1) | 81\% (135) | 166 |
| Millennial: Age 23-38 | 7\% | (47) | 7\% | (44) | 2\% | (10) | 3\% | (17) | 3\% | (19) | 79\% (502) | 639 |
| Generation X: Age 39-54 | 7\% | (33) | 8\% | (40) | 2\% | (12) | 1\% | (4) | 2\% | (12) | 80\% (406) | 508 |
| Boomers: Age 55-73 | 3\% | (27) | 9\% | (72) | - | (3) | - | (2) | 1\% | (10) | 85\% (654) | 768 |
| PID: Dem (no lean) | 6\% | (50) | 9\% | (74) | 2\% | (13) | 1\% | (8) | 2\% | (18) | 80\% (643) | 806 |
| PID: Ind (no lean) | 5\% | (35) | 8\% | (57) | 1\% | (4) | 2\% | (13) | 2\% | (12) | 83\% (574) | 694 |
| PID: Rep (no lean) | 4\% | (28) | 7\% | (50) | 2\% | (11) | 1\% | (8) | 2\% | (13) | 84\% (590) | 700 |
| PID/Gender: Dem Men | 9\% | (32) | 10\% | (39) | 3\% | (13) | - | (1) | 3\% | (12) | 74\% (277) | 373 |
| PID/Gender: Dem Women | 4\% | (18) | 8\% | (36) | - | (1) | 2\% | (7) | 2\% | (7) | 84\% (366) | 433 |
| PID/Gender: Ind Men | 7\% | (24) | 8\% | (28) | 1\% | (2) | 3\% | (10) | 2\% | (7) | 80\% (282) | 352 |
| PID/Gender: Ind Women | 3\% | (11) | 9\% | (29) | - | (1) | 1\% | (3) | 1\% | (5) | 86\% (292) | 342 |
| PID/Gender: Rep Men | 5\% | (16) | 7\% | (23) | 2\% | (7) | 1\% | (5) | 3\% | (9) | 82\% (278) | 337 |
| PID/Gender: Rep Women | 3\% | (12) | 8\% | (28) | 1\% | (3) | 1\% | (3) | 1\% | (4) | 86\% (313) | 363 |
| Ideo: Liberal (1-3) | 6\% | (38) | 12\% | (73) | 1\% | (6) | 1\% | (8) | 3\% | (18) | 77\% (472) | 614 |
| Ideo: Moderate (4) | 6\% | (34) | 9\% | (53) | 2\% | (8) | 2\% | (10) | 2\% | (11) | 79\% (438) | 554 |
| Ideo: Conservative (5-7) | 4\% | (30) | 6\% | (43) | 1\% | (10) | 1\% | (9) | 2\% | (12) | 86\% (627) | 732 |
| Educ: < College | 5\% | (69) | 6\% | (94) | 1\% | (18) | 1\% | (16) | 2\% | (24) | 85\% (1292) | 1512 |
| Educ: Bachelors degree | 7\% | (32) | 13\% | (59) | 2\% | (8) | 1\% | (3) | 2\% | (10) | 75\% (331) | 444 |
| Educ: Post-grad | 5\% | (12) | $11 \%$ | (28) | 1\% | (2) | 4\% | (10) | 3\% | (8) | 75\% (184) | 244 |

Continued on next page

Table HR2_23: Have you seen the following movies?
Rocketman

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 5\% | (113) | 8\% | (181) | 1\% | (28) | 1\% | (29) | 2\% | (43) | 82\% (1807) | 2200 |
| Income: Under 50k | 4\% | (46) | 5\% | (67) | 1\% | (18) | 1\% | (15) | 2\% | (22) | 87\% (1082) | 1250 |
| Income: 50k-100k | 7\% | (50) | 12\% | (85) | 1\% | (6) | 2\% | (12) | 2\% | (16) | 76\% (532) | 702 |
| Income: 100k+ | 7\% | (17) | 12\% | (29) | 2\% | (4) | - | (1) | 2\% | (5) | 77\% (193) | 249 |
| Ethnicity: White | 5\% | (87) | 9\% | (151) | 1\% | (22) | 1\% | (24) | 2\% | (38) | 81\% (1400) | 1722 |
| Ethnicity: Hispanic | 10\% | (34) | $14 \%$ | (48) | 4\% | (12) | 3\% | (9) | 3\% | (11) | 67\% (235) | 349 |
| Ethnicity: Afr. Am. | 2\% | (7) | $3 \%$ | (8) | - | (1) | 1\% | (4) | 1\% | (3) | 92\% (252) | 274 |
| Ethnicity: Other | 9\% | (19) | $11 \%$ | (23) | 2\% | (5) | - | (0) | 1\% | (3) | 76\% (155) | 204 |
| Community: Urban | 5\% | (29) | 8\% | (41) | 2\% | (10) | 3\% | (15) | 3\% | (17) | 79\% (428) | 540 |
| Community: Suburban | 6\% | (59) | 10\% | (104) | 1\% | (9) | 1\% | (8) | 2\% | (18) | 81\% (834) | 1032 |
| Community: Rural | 4\% | (25) | 6\% | (37) | 1\% | (8) | 1\% | (5) | 1\% | (8) | 87\% (545) | 628 |
| Employ: Private Sector | 7\% | (47) | 11\% | (68) | 1\% | (6) | 2\% | (14) | 2\% | (13) | 77\% (490) | 639 |
| Employ: Government | 8\% | (11) | 10\% | (12) | 2\% | (3) | 1\% | (1) | 8\% | (10) | $71 \% \quad$ (90) | 128 |
| Employ: Self-Employed | 7\% | (13) | 12\% | (24) | 3\% | (6) | 2\% | (5) | 3\% | (6) | 73\% (140) | 193 |
| Employ: Homemaker | 6\% | (10) | 7\% | (11) | 1\% | (1) | 1\% | (1) | 2\% | (4) | 84\% (140) | 167 |
| Employ: Retired | 3\% | (14) | 7\% | (35) | 1\% | (5) | 1\% | (3) | 1\% | (4) | 88\% (465) | 527 |
| Employ: Unemployed | 3\% | (8) | 5\% | (11) | 1\% | (2) | 1\% | (2) | 1\% | (2) | 89\% (218) | 245 |
| Employ: Other | 5\% | (10) | 3\% | (7) | 1\% | (2) | - | (0) | 2\% | (3) | 89\% (185) | 207 |
| Military HH: Yes | 6\% | (21) | $7 \%$ | (24) | 2\% | (7) | 2\% | (7) | 1\% | (4) | 82\% (280) | 343 |
| Military HH: No | 5\% | (92) | 8\% | (157) | 1\% | (21) | 1\% | (21) | 2\% | (39) | 82\% (1527) | 1857 |
| RD/WT: Right Direction | 5\% | (45) | 6\% | (51) | 2\% | (13) | 2\% | (14) | 2\% | (15) | 84\% (700) | 837 |
| RD/WT: Wrong Track | 5\% | (68) | 10\% | (130) | 1\% | (15) | 1\% | (15) | 2\% | (28) | 81\% (1107) | 1363 |
| Trump Job Approve | 5\% | (44) | 7\% | (58) | 1\% | (11) | 1\% | (11) | 2\% | (16) | 84\% (740) | 879 |
| Trump Job Disapprove | 6\% | (69) | 10\% | (117) | 1\% | (12) | 1\% | (16) | 2\% | (25) | 80\% (961) | 1200 |

Continued on next page

Table HR2_23: Have you seen the following movies?
Rocketman

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 5\% | (113) | 8\% | (181) | 1\% | (28) | 1\% | (29) | 2\% | (43) | 82\% | (1807) | 2200 |
| Trump Job Strongly Approve | 4\% | (18) | 6\% | (27) | 1\% | (6) | 2\% | (7) | 1\% | (7) | 86\% | (411) | 476 |
| Trump Job Somewhat Approve | 6\% | (26) | 8\% | (30) | 1\% | (6) | 1\% | (3) | 2\% | (9) | 82\% | (329) | 403 |
| Trump Job Somewhat Disapprove | 5\% | (13) | 10\% | (25) | 2\% | (6) | 2\% | (5) | 1\% | (3) | 80\% | (204) | 255 |
| Trump Job Strongly Disapprove | 6\% | (56) | 10\% | (92) | 1\% | (6) | 1\% | (12) | 2\% | (22) | 80\% | (757) | 945 |
| Favorable of Trump | 4\% | (38) | 7\% | (58) | 1\% | (11) | 1\% | (13) | 3\% | (24) | 84\% | (736) | 880 |
| Unfavorable of Trump | 6\% | (71) | 10\% | (114) | 1\% | (12) | 1\% | (14) | 1\% | (17) | 81\% | (966) | 1194 |
| Very Favorable of Trump | 4\% | (20) | 6\% | (30) | 1\% | (5) | 2\% | (8) | 1\% | (6) | 86\% | (434) | 503 |
| Somewhat Favorable of Trump | 5\% | (18) | 7\% | (28) | 2\% | (6) | 1\% | (5) | 5\% | (18) | 80\% | (302) | 376 |
| Somewhat Unfavorable of Trump | 5\% | (10) | 8\% | (15) | 3\% | (6) | 2\% | (4) | 1\% | (1) | 81\% | (159) | 196 |
| Very Unfavorable of Trump | 6\% | (61) | 10\% | (99) | 1\% | (7) | 1\% | (9) | 2\% | (16) | 81\% | (808) | 999 |
| \#1 Issue: Economy | 6\% | (32) | 8\% | (46) | 2\% | (9) | 1\% | (5) | 2\% | (11) | 82\% | (462) | 564 |
| \#1 Issue: Security | 6\% | (29) | 8\% | (38) | 1\% | (7) | 2\% | (9) | 3\% | (13) | 81\% | (402) | 498 |
| \#1 Issue: Health Care | 4\% | (15) | 12\% | (43) | 2\% | (5) | 1\% | (5) | 2\% | (6) | 79\% | (279) | 354 |
| \#1 Issue: Medicare / Social Security | 3\% | (8) | 7\% | (22) | 1\% | (3) | 1\% | (2) | 2\% | (6) | 87\% | (282) | 324 |
| \#1 Issue: Women's Issues | 9\% | (10) | 8\% | (8) | 1\% | (1) | 2\% | (2) | 3\% | (3) | 77\% | (84) | 108 |
| \#1 Issue: Education | 9\% | (9) | 10\% | (10) | - | (0) | 1\% | (1) | 1\% | (1) | 79\% | (80) | 101 |
| \#1 Issue: Energy | 7\% | (8) | 8\% | (10) | 2\% | (2) | 1\% | (2) | 2\% | (2) | 81\% | (103) | 128 |
| \#1 Issue: Other | 1\% | (2) | $4 \%$ | (5) | 1\% | (1) | 1\% | (2) | - | (0) | 93\% | (115) | 124 |
| 2018 House Vote: Democrat | 7\% | (51) | 11\% | (86) | 1\% | (8) | 2\% | (13) | 3\% | (20) | 77\% | (603) | 782 |
| 2018 House Vote: Republican | 5\% | (30) | 7\% | (44) | 1\% | (6) | 1\% | (9) | 2\% | (10) | 84\% | (523) | 621 |
| 2018 House Vote: Someone else | 5\% | (4) | $2 \%$ | (2) | 2\% | (1) | 1\% | (1) | 5\% | (4) | 84\% | (63) | 75 |
| 2016 Vote: Hillary Clinton | 7\% | (51) | 11\% | (78) | 1\% | (7) | 2\% | (11) | 2\% | (12) | 77\% | (547) | 706 |
| 2016 Vote: Donald Trump | 5\% | (34) | 8\% | (51) | 1\% | (8) | 1\% | (9) | 2\% | (13) | 83\% | (563) | 678 |
| 2016 Vote: Other | 4\% | (4) | 8\% | (9) | 1\% | (1) | 1\% | (1) | 3\% | (4) | 83\% | (96) | 116 |
| 2016 Vote: Didn't Vote | 3\% | (23) | 6\% | (44) | 2\% | (11) | 1\% | (7) | 2\% | (15) | 86\% | (598) | 698 |

Continued on next page

Table HR2_23: Have you seen the following movies?
Rocketman

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 5\% | (113) | 8\% | (181) | 1\% | (28) | 1\% | (29) | 2\% | (43) | 82\% | (1807) | 2200 |
| Voted in 2014: Yes | 6\% | (78) | 9\% | (120) | 1\% | (14) | 1\% | (19) | 2\% | (24) | 80\% | (1045) | 1299 |
| Voted in 2014: No | 4\% | (35) | 7\% | (62) | 2\% | (14) | 1\% | (10) | $2 \%$ | (19) | 85\% | (761) | 901 |
| 2012 Vote: Barack Obama | 7\% | (53) | 9\% | (74) | 1\% | (9) | 2\% | (16) | $2 \%$ | (17) | 79\% | (623) | 791 |
| 2012 Vote: Mitt Romney | 5\% | (24) | 9\% | (46) | - | (1) | 1\% | (5) | $1 \%$ | (6) | 84\% | (434) | 516 |
| 2012 Vote: Other | 5\% | (5) | 5\% | (4) | 1\% | (1) | 1\% | (1) | $1 \%$ | (0) | 88\% | (79) | 90 |
| 2012 Vote: Didn't Vote | 4\% | (31) | 7\% | (57) | 2\% | (17) | 1\% | (7) | $2 \%$ | (20) | 84\% | (671) | 803 |
| 4-Region: Northeast | 6\% | (24) | 9\% | (36) | 2\% | (6) | 1\% | (6) | $2 \%$ | (8) | 80\% | (313) | 394 |
| 4-Region: Midwest | 3\% | (14) | 7\% | (32) | 1\% | (5) | 1\% | (6) | $1 \%$ | (6) | 86\% | (399) | 462 |
| 4-Region: South | 4\% | (33) | 7\% | (58) | 1\% | (11) | 1\% | (9) | $2 \%$ | (20) | 84\% | (694) | 824 |
| 4-Region: West | 8\% | (42) | 11\% | (56) | 1\% | (5) | 1\% | (8) | $2 \%$ | (9) | 77\% | (400) | 520 |
| Watch TV: Every day | 6\% | (62) | 9\% | (94) | 1\% | (12) | 2\% | (16) | 1\% | (14) | 81\% | (847) | 1045 |
| Watch TV: Several times per week | 7\% | (34) | 9\% | (48) | 2\% | (8) | 1\% | (6) | 2\% | (12) | 79\% | (410) | 517 |
| Watch TV: About once per week | 4\% | (6) | 11\% | (16) | 3\% | (4) | 1\% | (1) | 7\% | (10) | $74 \%$ | (108) | 145 |
| Watch TV: Several times per month | 2\% | (2) | 8\% | (9) | $2 \%$ | (2) | $4 \%$ | (5) | $3 \%$ | (4) | 82\% | (99) | 121 |
| Watch TV: About once per month | 7\% | (4) | 7\% | (4) | - | (0) | - | (0) | 1\% | (1) | 85\% | (47) | 55 |
| Watch TV: Less often than once per month | 1\% | (1) | $2 \%$ | (2) | $1 \%$ | (1) | $1 \%$ | (1) | $2 \%$ | (1) | 94\% | (86) | 91 |
| Watch TV: Never | 2\% | (5) | $4 \%$ | (8) | - | (1) | - | (0) | $1 \%$ | (1) | 93\% | (210) | 225 |
| Watch Movies: Every day | 10\% | (37) | 9\% | (33) | 3\% | (10) | 3\% | (10) | 3\% | (10) | 72\% | (253) | 353 |
| Watch Movies: Several times per week | 8\% | (47) | 13\% | (72) | 1\% | (6) | 1\% | (6) | $3 \%$ | (20) | $74 \%$ | (428) | 579 |
| Watch Movies: About once per week | 4\% | (15) | 9\% | (34) | 2\% | (6) | 1\% | (3) | 1\% | (3) | 84\% | (333) | 394 |
| Watch Movies: Several times per month | $3 \%$ | (7) | 7\% | (17) | 1\% | (3) | 3\% | (7) | $2 \%$ | (4) | 85\% | (220) | 257 |
| Watch Movies: About once per month | - | (1) | $7 \%$ | (14) | 1\% | (2) | 1\% | (3) | $2 \%$ | (3) | 88\% | (176) | 199 |
| Watch Movies: Less often than once per month | 2\% | (3) | $2 \%$ | (3) | - | (0) | - | (0) | $1 \%$ | (2) | 95\% | (162) | 170 |
| Watch Movies: Never | 1\% | (3) | 3\% | (7) | - | (1) | - | (1) | - | (0) | 95\% | (235) | 247 |

Continued on next page

Table HR2_23: Have you seen the following movies?
Rocketman

| Demographic | Yes, via a streaming service, such as Netflix or Hulu |  | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 5\% | (113) | 8\% | (181) | 1\% | (28) | 1\% | (29) | 2\% | (43) | 82\% | (1807) | 2200 |
| Watch Sporting Events: Every day | 14\% | (19) | 12\% | (16) | 7\% | (9) | 6\% | (8) | 5\% | (6) | 57\% | (78) | 137 |
| Watch Sporting Events: Several times per week | 6\% | (22) | $12 \%$ | (45) | - | (1) | 1\% | (5) | 3\% | (13) | 77\% | (286) | 373 |
| Watch Sporting Events: About once per week | 7\% | (23) | 11\% | (35) | $3 \%$ | (10) | 1\% | (3) | 3\% | (8) | 74\% | (228) | 308 |
| Watch Sporting Events: Several times per month | 5\% | (7) | $11 \%$ | (16) | - | (0) | $2 \%$ | (3) | $2 \%$ | (3) | 79\% | (112) | 142 |
| Watch Sporting Events: About once per month | 3\% | (4) | 10\% | (12) | 1\% | (2) | 1\% | (1) | $2 \%$ | (3) | 82\% | (103) | 126 |
| Watch Sporting Events: Less often than once per month | 6\% | (17) | 6\% | (18) | - | (1) | 1\% | (3) | $1 \%$ | (4) | 85\% | (251) | 295 |
| Watch Sporting Events: Never | 2\% | (20) | 5\% | (38) | 1\% | (4) | 1\% | (5) | $1 \%$ | (5) | 91\% | (748) | 820 |
| Cable TV: Currently subscribe | 5\% | (54) | 10\% | (103) | $2 \%$ | (18) | 1\% | (14) | $2 \%$ | (23) | 79\% | (805) | 1018 |
| Cable TV: Subscribed in past | 6\% | (46) | 8\% | (56) | 1\% | (9) | 1\% | (9) | $2 \%$ | (16) | 81\% | (599) | 735 |
| Cable TV: Never subscribed | 3\% | (12) | 5\% | (22) | - | (0) | 1\% | (6) | 1\% | (4) | 90\% | (404) | 447 |
| Satellite TV: Currently subscribe | 6\% | (22) | 9\% | (38) | $2 \%$ | (8) | 3\% | (13) | $2 \%$ | (7) | 78\% | (315) | 403 |
| Satellite TV: Subscribed in past | 7\% | (41) | 9\% | (52) | $2 \%$ | (12) | $2 \%$ | (9) | $4 \%$ | (24) | 77\% | (464) | 602 |
| Satellite TV: Never subscribed | 4\% | (50) | 8\% | (91) | 1\% | (8) | 1\% | (6) | 1\% | (12) | 86\% | (1028) | 1195 |
| Streaming Services: Currently subscribe | 7\% | (96) | 10\% | (128) | $2 \%$ | (21) | $2 \%$ | (23) | $2 \%$ | (24) | 78\% | (1029) | 1321 |
| Streaming Services: Subscribed in past | 6\% | (13) | 9\% | (19) | $2 \%$ | (5) | 1\% | (1) | 5\% | (12) | 78\% | (175) | 226 |
| Streaming Services: Never subscribed | 1\% | (4) | 5\% | (34) | - | (2) | 1\% | (5) | 1\% | (7) | 92\% | (602) | 654 |
| Film: An avid fan | 7\% | (53) | 13\% | (92) | $1 \%$ | (6) | $2 \%$ | (14) | $3 \%$ | (19) | 74\% | (527) | 711 |
| Film: A casual fan | 5\% | (56) | 7\% | (79) | $2 \%$ | (18) | 1\% | (14) | $2 \%$ | (21) | 84\% | (1002) | 1192 |
| Film: Not a fan | 1\% | (4) | 3\% | (10) | 1\% | (4) | - | (1) | 1\% | (2) | 93\% | (277) | 298 |
| Television: An avid fan | 6\% | (63) | 9\% | (98) | 1\% | (13) | 1\% | (15) | 2\% | (20) | 80\% | (862) | 1071 |
| Television: A casual fan | 5\% | (48) | 8\% | (73) | $2 \%$ | (15) | 1\% | (11) | $2 \%$ | (22) | 83\% | (799) | 967 |
| Television: Not a fan | 1\% | (2) | 6\% | (10) | - | (0) | 2\% | (3) | 1\% | (1) | 90\% | (146) | 162 |
| Music: An avid fan | 5\% | (56) | 10\% | (108) | 1\% | (12) | 1\% | (13) | 2\% | (18) | 80\% | (826) | 1031 |
| Music: A casual fan | 6\% | (55) | 7\% | (66) | $2 \%$ | (16) | 1\% | (11) | $2 \%$ | (23) | 83\% | (825) | 995 |
| Music: Not a fan | 1\% | (2) | 4\% | (8) | - | (0) | $3 \%$ | (5) | $2 \%$ | (3) | 90\% | (156) | 173 |

Continued on next page

Table HR2_23: Have you seen the following movies?
Rocketman

| Demographic | Yes, via a streaming service, such as Netflix or Hulu | Yes, at a movie theater |  | Yes, on a cable channel, such as Freeform or Lifetime |  | Yes, on a basic cable channel, such as ABC or CBS |  | Yes, on a premium cable channel, such as HBO or Showtime |  |  | No | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 5\% (113) | 8\% | (181) | 1\% | (28) | 1\% | (29) | 2\% | (43) | 82\% | (1807) | 2200 |
| Fashion: An avid fan | 7\% (20) | 9\% | (26) | 2\% | (6) | 2\% | (7) | 1\% | (4) | 79\% | (226) | 287 |
| Fashion: A casual fan | 8\% (62) | 10\% | (81) | 1\% | (9) | 1\% | (12) | 4\% | (29) | 77\% | (635) | 828 |
| Fashion: Not a fan | $3 \% \quad$ (31) | 7\% | (75) | $1 \%$ | (13) | 1\% | (10) | 1\% | (10) | 87\% | (946) | 1084 |

Table HR3: And, if you had a choice, would you prefer to watch a movie that was just released at a movie theater or at home via a streaming service?

| Demographic | Strongly prefer watching it at a theater |  | Somewhat prefer watching it at a theater |  | Somewhat prefer watching it at home via a streaming service |  | Strongly prefer watching it at home via a streaming service |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 18\% | (392) | 19\% | (416) | 21\% | (461) | 27\% | (587) | 16\% | (345) | 2200 |
| Gender: Male | 21\% | (222) | 20\% | (216) | 20\% | (213) | 23\% | (239) | 16\% | (171) | 1062 |
| Gender: Female | 15\% | (169) | 18\% | (200) | 22\% | (248) | 31\% | (347) | 15\% | (174) | 1138 |
| Age: 18-29 | 27\% | (113) | 18\% | (77) | 20\% | (83) | 26\% | (109) | 10\% | (41) | 422 |
| Age: 30-44 | 17\% | (102) | 20\% | (121) | 26\% | (154) | 25\% | (148) | 11\% | (65) | 591 |
| Age: 45-54 | 20\% | (60) | 19\% | (58) | 20\% | (60) | 24\% | (71) | 17\% | (51) | 300 |
| Age: 55-64 | 13\% | (58) | 18\% | (81) | 21\% | (96) | 30\% | (135) | 18\% | (82) | 450 |
| Age: 65+ | 13\% | (59) | 18\% | (79) | 15\% | (68) | 28\% | (124) | 25\% | (107) | 436 |
| Generation Z: 18-22 | 37\% | (61) | 18\% | (30) | 21\% | (35) | 17\% | (27) | 7\% | (12) | 166 |
| Millennial: Age 23-38 | 17\% | (110) | 21\% | (132) | 24\% | (154) | 26\% | (169) | 12\% | (74) | 639 |
| Generation X: Age 39-54 | 20\% | (104) | 18\% | (94) | 21\% | (109) | 26\% | (131) | $14 \%$ | (71) | 508 |
| Boomers: Age 55-73 | 14\% | (107) | 18\% | (138) | 18\% | (138) | 29\% | (224) | 21\% | (162) | 768 |
| PID: Dem (no lean) | 20\% | (158) | 22\% | (179) | 21\% | (170) | 23\% | (187) | $14 \%$ | (111) | 806 |
| PID: Ind (no lean) | 18\% | (122) | 18\% | (123) | 20\% | (139) | 27\% | (185) | 18\% | (125) | 694 |
| PID: Rep (no lean) | 16\% | (112) | 16\% | (114) | 22\% | (152) | $31 \%$ | (214) | 16\% | (109) | 700 |
| PID/Gender: Dem Men | 26\% | (96) | 25\% | (91) | 19\% | (72) | 18\% | (66) | 13\% | (48) | 373 |
| PID/Gender: Dem Women | 14\% | (62) | 20\% | (88) | 23\% | (98) | 28\% | (122) | 15\% | (63) | 433 |
| PID/Gender: Ind Men | 16\% | (58) | 19\% | (65) | 21\% | (73) | 24\% | (84) | 21\% | (73) | 352 |
| PID/Gender: Ind Women | 19\% | (64) | 17\% | (58) | 19\% | (66) | 30\% | (102) | 15\% | (52) | 342 |
| PID/Gender: Rep Men | 20\% | (69) | 18\% | (60) | 20\% | (68) | 27\% | (90) | 15\% | (50) | 337 |
| PID/Gender: Rep Women | 12\% | (43) | 15\% | (54) | 23\% | (84) | 34\% | (124) | 16\% | (58) | 363 |
| Ideo: Liberal (1-3) | $21 \%$ | (129) | 23\% | (138) | 24\% | (147) | 21\% | (131) | 11\% | (70) | 614 |
| Ideo: Moderate (4) | 17\% | (93) | $22 \%$ | (120) | 18\% | (100) | 28\% | (156) | 15\% | (86) | 554 |
| Ideo: Conservative (5-7) | 16\% | (119) | 17\% | (127) | 21\% | (156) | 30\% | (222) | 15\% | (107) | 732 |
| Educ: < College | 16\% | (242) | 18\% | (267) | 20\% | (307) | 28\% | (423) | 18\% | (273) | 1512 |
| Educ: Bachelors degree | $21 \%$ | (95) | $21 \%$ | (93) | 23\% | (100) | $24 \%$ | (105) | $12 \%$ | (51) | 444 |
| Educ: Post-grad | $22 \%$ | (55) | 23\% | (56) | 22\% | (53) | 24\% | (59) | 9\% | (21) | 244 |

[^27]Table HR3: And, if you had a choice, would you prefer to watch a movie that was just released at a movie theater or at home via a streaming service?

| Demographic | Strongly prefer watching it at a theater |  | Somewhat prefer watching it at a theater |  | Somewhat prefer watching it at home via a streaming service |  | Strongly prefer watching it at home via a streaming service |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 18\% | (392) | 19\% | (416) | $21 \%$ | (461) | 27\% | (587) | 16\% | (345) | 2200 |
| Income: Under 50k | 15\% | (185) | 16\% | (201) | 20\% | (245) | 29\% | (363) | 20\% | (256) | 1250 |
| Income: 50k-100k | 20\% | (140) | 23\% | (159) | $24 \%$ | (170) | 24\% | (166) | 9\% | (66) | 702 |
| Income: 100k+ | 27\% | (66) | 22\% | (56) | 18\% | (46) | 23\% | (58) | 9\% | (23) | 249 |
| Ethnicity: White | 17\% | (285) | 19\% | (320) | 20\% | (349) | 29\% | (491) | 16\% | (277) | 1722 |
| Ethnicity: Hispanic | 25\% | (89) | 29\% | (101) | $21 \%$ | (72) | 16\% | (54) | 9\% | (33) | 349 |
| Ethnicity: Afr. Am. | 23\% | (62) | 16\% | (44) | 26\% | (72) | 21\% | (57) | 14\% | (38) | 274 |
| Ethnicity: Other | 22\% | (44) | 25\% | (51) | 19\% | (40) | 19\% | (39) | 15\% | (30) | 204 |
| Community: Urban | 22\% | (119) | 21\% | (112) | $21 \%$ | (111) | 22\% | (118) | 15\% | (81) | 540 |
| Community: Suburban | 19\% | (200) | 20\% | (201) | 22\% | (223) | 26\% | (267) | 14\% | (141) | 1032 |
| Community: Rural | 12\% | (73) | 16\% | (103) | 20\% | (127) | 32\% | (202) | 20\% | (123) | 628 |
| Employ: Private Sector | 22\% | (143) | 23\% | (148) | $24 \%$ | (152) | 21\% | (136) | 9\% | (60) | 639 |
| Employ: Government | $22 \%$ | (29) | $31 \%$ | (39) | 16\% | (21) | 25\% | (32) | 6\% | (7) | 128 |
| Employ: Self-Employed | 19\% | (36) | 15\% | (29) | 20\% | (39) | 33\% | (64) | 13\% | (25) | 193 |
| Employ: Homemaker | 15\% | (26) | $11 \%$ | (19) | 18\% | (30) | 35\% | (58) | 20\% | (34) | 167 |
| Employ: Retired | 12\% | (62) | 16\% | (82) | 18\% | (96) | 31\% | (161) | 24\% | (125) | 527 |
| Employ: Unemployed | 14\% | (34) | 19\% | (47) | 26\% | (62) | 20\% | (48) | 22\% | (53) | 245 |
| Employ: Other | 12\% | (26) | 17\% | (35) | 22\% | (46) | $31 \%$ | (64) | 17\% | (36) | 207 |
| Military HH: Yes | 15\% | (51) | 20\% | (69) | 19\% | (64) | 29\% | (99) | 17\% | (59) | 343 |
| Military HH: No | 18\% | (340) | 19\% | (347) | $21 \%$ | (396) | 26\% | (488) | 15\% | (286) | 1857 |
| RD/WT: Right Direction | 16\% | (133) | 18\% | (147) | 20\% | (163) | 28\% | (236) | 19\% | (158) | 837 |
| RD/WT: Wrong Track | 19\% | (258) | 20\% | (269) | $22 \%$ | (297) | 26\% | (350) | 14\% | (188) | 1363 |
| Trump Job Approve | 15\% | (128) | 17\% | (151) | $21 \%$ | (188) | 29\% | (258) | 18\% | (154) | 879 |
| Trump Job Disapprove | 20\% | (236) | $21 \%$ | (250) | 21\% | (250) | 25\% | (302) | 13\% | (161) | 1200 |
| Trump Job Strongly Approve | 16\% | (74) | 14\% | (66) | 19\% | (89) | 32\% | (154) | 19\% | (93) | 476 |
| Trump Job Somewhat Approve | 13\% | (54) | $21 \%$ | (85) | 24\% | (99) | 26\% | (104) | 15\% | (61) | 403 |
| Trump Job Somewhat Disapprove | 22\% | (57) | $22 \%$ | (55) | 25\% | (64) | 21\% | (53) | 10\% | (27) | 255 |
| Trump Job Strongly Disapprove | 19\% | (179) | $21 \%$ | (195) | 20\% | (186) | 26\% | (250) | 14\% | (135) | 945 |

Continued on next page

Table HR3: And, if you had a choice, would you prefer to watch a movie that was just released at a movie theater or at home via a streaming service?

| Demographic | Strongly prefer watching it at a theater |  | Somewhat prefer watching it at a theater |  | Somewhat prefer watching it at home via a streaming service |  | Strongly prefer watching it at home via a streaming service |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 18\% | (392) | 19\% | (416) | 21\% | (461) | 27\% | (587) | 16\% | (345) | 2200 |
| Favorable of Trump | 14\% | (127) | 18\% | (155) | 20\% | (177) | 30\% | (268) | 17\% | (153) | 880 |
| Unfavorable of Trump | 20\% | (241) | 20\% | (243) | 22\% | (265) | 25\% | (294) | 13\% | (151) | 1194 |
| Very Favorable of Trump | 16\% | (80) | 14\% | (69) | 16\% | (83) | 33\% | (167) | 21\% | (104) | 503 |
| Somewhat Favorable of Trump | 12\% | (47) | 23\% | (86) | 25\% | (94) | 27\% | (101) | 13\% | (49) | 376 |
| Somewhat Unfavorable of Trump | 22\% | (43) | 21\% | (41) | 23\% | (44) | 23\% | (45) | 11\% | (22) | 196 |
| Very Unfavorable of Trump | 20\% | (198) | 20\% | (201) | 22\% | (221) | 25\% | (249) | 13\% | (129) | 999 |
| \#1 Issue: Economy | 17\% | (95) | 21\% | (120) | 27\% | (150) | 25\% | (142) | 10\% | (57) | 564 |
| \#1 Issue: Security | 20\% | (101) | 19\% | (93) | 19\% | (97) | 26\% | (128) | 16\% | (78) | 498 |
| \#1 Issue: Health Care | 19\% | (67) | 20\% | (70) | 21\% | (76) | 23\% | (82) | 17\% | (59) | 354 |
| \#1 Issue: Medicare / Social Security | 11\% | (37) | 16\% | (51) | 18\% | (57) | 31\% | (102) | 24\% | (78) | 324 |
| \#1 Issue: Women's Issues | 29\% | (32) | 9\% | (10) | 16\% | (18) | 34\% | (36) | 12\% | (13) | 108 |
| \#1 Issue: Education | 19\% | (20) | 16\% | (16) | 17\% | (18) | $33 \%$ | (33) | 14\% | (15) | 101 |
| \#1 Issue: Energy | 26\% | (33) | 24\% | (31) | 16\% | (21) | 26\% | (33) | 8\% | (10) | 128 |
| \#1 Issue: Other | 6\% | (8) | 20\% | (25) | 20\% | (25) | 24\% | (30) | 29\% | (37) | 124 |
| 2018 House Vote: Democrat | 20\% | (156) | 25\% | (194) | 20\% | (159) | 22\% | (173) | 13\% | (99) | 782 |
| 2018 House Vote: Republican | 18\% | (109) | 19\% | (116) | 21\% | (129) | 28\% | (172) | 15\% | (96) | 621 |
| 2018 House Vote: Someone else | 11\% | (9) | 10\% | (8) | 23\% | (17) | 30\% | (22) | 25\% | (19) | 75 |
| 2016 Vote: Hillary Clinton | 20\% | (144) | 24\% | (170) | 20\% | (141) | 22\% | (154) | 14\% | (97) | 706 |
| 2016 Vote: Donald Trump | 16\% | (110) | 18\% | (119) | 20\% | (133) | 30\% | (201) | 17\% | (115) | 678 |
| 2016 Vote: Other | 17\% | (19) | 22\% | (26) | 23\% | (27) | 21\% | (24) | 17\% | (20) | 116 |
| 2016 Vote: Didn't Vote | 17\% | (118) | 14\% | (101) | 23\% | (158) | 30\% | (207) | 16\% | (113) | 698 |
| Voted in 2014: Yes | 18\% | (230) | 21\% | (269) | 20\% | (266) | 25\% | (329) | 16\% | (205) | 1299 |
| Voted in 2014: No | 18\% | (161) | 16\% | (147) | 22\% | (195) | 29\% | (258) | 16\% | (140) | 901 |
| 2012 Vote: Barack Obama | 20\% | (156) | 22\% | (175) | 18\% | (143) | 23\% | (179) | 17\% | (138) | 791 |
| 2012 Vote: Mitt Romney | 14\% | (75) | 17\% | (89) | 22\% | (115) | 28\% | (146) | 18\% | (91) | 516 |
| 2012 Vote: Other | 12\% | (11) | 17\% | (15) | 22\% | (20) | 33\% | (30) | 16\% | (14) | 90 |
| 2012 Vote: Didn't Vote | 19\% | (151) | 17\% | (137) | 23\% | (182) | 29\% | (231) | 13\% | (102) | 803 |

Continued on next page

Table HR3: And, if you had a choice, would you prefer to watch a movie that was just released at a movie theater or at home via a streaming service?

| Demographic | Strongly prefer watching it at a theater |  | Somewhat prefer watching it at a theater |  | Somewhat prefer watching it at home via a streaming service |  | Strongly prefer watching it at home via a streaming service |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 18\% | (392) | 19\% | (416) | 21\% | (461) | 27\% | (587) | 16\% | (345) | 2200 |
| 4-Region: Northeast | 20\% | (77) | 19\% | (74) | $21 \%$ | (83) | 25\% | (100) | 15\% | (59) | 394 |
| 4-Region: Midwest | 13\% | (61) | 20\% | (92) | 20\% | (92) | 29\% | (132) | 18\% | (85) | 462 |
| 4-Region: South | 18\% | (151) | 18\% | (150) | 21\% | (171) | 27\% | (225) | 15\% | (127) | 824 |
| 4-Region: West | 20\% | (102) | 19\% | (100) | 22\% | (115) | 25\% | (130) | 14\% | (74) | 520 |
| Watch TV: Every day | $21 \%$ | (224) | 19\% | (193) | $21 \%$ | (218) | 28\% | (289) | 12\% | (122) | 1045 |
| Watch TV: Several times per week | 14\% | (70) | 20\% | (106) | 29\% | (151) | 27\% | (140) | 10\% | (50) | 517 |
| Watch TV: About once per week | 23\% | (34) | 28\% | (40) | 15\% | (22) | 20\% | (28) | 14\% | (20) | 145 |
| Watch TV: Several times per month | 17\% | (20) | 17\% | (21) | 15\% | (18) | 33\% | (40) | 18\% | (21) | 121 |
| Watch TV: About once per month | 13\% | (7) | 23\% | (13) | 18\% | (10) | 32\% | (18) | 14\% | (8) | 55 |
| Watch TV: Less often than once per month | 6\% | (6) | 8\% | (7) | $21 \%$ | (20) | 29\% | (27) | $35 \%$ | (32) | 91 |
| Watch TV: Never | 14\% | (31) | 16\% | (36) | 10\% | (22) | 20\% | (44) | 41\% | (93) | 225 |
| Watch Movies: Every day | 24\% | (84) | 17\% | (59) | $21 \%$ | (73) | 29\% | (102) | 10\% | (36) | 353 |
| Watch Movies: Several times per week | 19\% | (110) | 23\% | (131) | 24\% | (139) | 27\% | (155) | 8\% | (44) | 579 |
| Watch Movies: About once per week | 21\% | (82) | $22 \%$ | (86) | 24\% | (94) | 25\% | (98) | 9\% | (34) | 394 |
| Watch Movies: Several times per month | 14\% | (37) | 18\% | (46) | 23\% | (60) | 34\% | (87) | 11\% | (28) | 257 |
| Watch Movies: About once per month | 17\% | (34) | 16\% | (32) | 22\% | (44) | 29\% | (58) | 16\% | (31) | 199 |
| Watch Movies: Less often than once per month | 13\% | (22) | 18\% | (30) | 16\% | (27) | 27\% | (46) | 27\% | (45) | 170 |
| Watch Movies: Never | 9\% | (23) | 13\% | (32) | 10\% | (25) | 17\% | (41) | 51\% | (127) | 247 |
| Watch Sporting Events: Every day | $31 \%$ | (42) | 25\% | (34) | 16\% | (21) | 18\% | (25) | 10\% | (14) | 137 |
| Watch Sporting Events: Several times per week | $21 \%$ | (79) | 20\% | (75) | 24\% | (91) | 25\% | (92) | 10\% | (36) | 373 |
| Watch Sporting Events: About once per week | 21\% | (64) | 20\% | (63) | 22\% | (66) | 27\% | (84) | 10\% | (31) | 308 |
| Watch Sporting Events: Several times per month | 15\% | (21) | 26\% | (37) | 22\% | (31) | 27\% | (38) | 10\% | (14) | 142 |
| Watch Sporting Events: About once per month | 18\% | (23) | 20\% | (25) | 23\% | (29) | 25\% | (31) | 13\% | (17) | 126 |
| Watch Sporting Events: Less often than once per month | 17\% | (49) | 18\% | (52) | 20\% | (59) | 27\% | (80) | 18\% | (54) | 295 |
| Watch Sporting Events: Never | 14\% | (113) | 16\% | (129) | 20\% | (163) | 29\% | (236) | 22\% | (179) | 820 |
| Cable TV: Currently subscribe | 19\% | (196) | 21\% | (212) | 19\% | (198) | 24\% | (243) | 17\% | (169) | 1018 |
| Cable TV: Subscribed in past | 16\% | (121) | 18\% | (135) | 25\% | (183) | 31\% | (228) | 9\% | (68) | 735 |
| Cable TV: Never subscribed | 17\% | (74) | 15\% | (69) | 18\% | (80) | 26\% | (116) | 24\% | (109) | 447 |

Continued on next page

Table HR3: And, if you had a choice, would you prefer to watch a movie that was just released at a movie theater or at home via a streaming service?

| Demographic | Strongly prefer watching it at a theater |  | Somewhat prefer watching it at a theater |  | Somewhat prefer watching it at home via a streaming service |  | Strongly prefer watching it at home via a streaming service |  | Don't know / <br> No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 18\% | (392) | 19\% | (416) | 21\% | (461) | 27\% | (587) | 16\% | (345) | 2200 |
| Satellite TV: Currently subscribe | 20\% | (80) | 18\% | (74) | 23\% | (94) | 24\% | (98) | 14\% | (57) | 403 |
| Satellite TV: Subscribed in past | 17\% | (99) | 19\% | (115) | 25\% | (152) | 31\% | (184) | 9\% | (52) | 602 |
| Satellite TV: Never subscribed | 18\% | (212) | 19\% | (227) | 18\% | (216) | 25\% | (305) | 20\% | (237) | 1195 |
| Streaming Services: Currently subscribe | 19\% | (251) | 19\% | (254) | 25\% | (333) | 30\% | (400) | 6\% | (83) | 1321 |
| Streaming Services: Subscribed in past | 18\% | (40) | 19\% | (43) | 22\% | (50) | 24\% | (54) | 17\% | (39) | 226 |
| Streaming Services: Never subscribed | 15\% | (100) | 18\% | (119) | 12\% | (78) | 20\% | (133) | 34\% | (223) | 654 |
| Film: An avid fan | 27\% | (194) | 22\% | (159) | 23\% | (161) | 22\% | (153) | 6\% | (44) | 711 |
| Film: A casual fan | 14\% | (171) | 20\% | (237) | 22\% | (259) | 29\% | (349) | 15\% | (176) | 1192 |
| Film: Not a fan | 9\% | (26) | 7\% | (20) | 14\% | (41) | 29\% | (85) | 42\% | (126) | 298 |
| Television: An avid fan | 20\% | (213) | 19\% | (203) | 22\% | (234) | 27\% | (289) | 12\% | (132) | 1071 |
| Television: A casual fan | 15\% | (149) | 21\% | (201) | 21\% | (208) | 26\% | (250) | 16\% | (159) | 967 |
| Television: Not a fan | 18\% | (29) | 7\% | (12) | 12\% | (19) | 30\% | (48) | 33\% | (54) | 162 |
| Music: An avid fan | 21\% | (220) | 20\% | (203) | 22\% | (228) | 27\% | (281) | 10\% | (100) | 1031 |
| Music: A casual fan | 16\% | (154) | 20\% | (198) | 22\% | (216) | 25\% | (245) | 18\% | (182) | 995 |
| Music: Not a fan | 10\% | (18) | 8\% | (14) | 10\% | (17) | 35\% | (61) | 37\% | (63) | 173 |
| Fashion: An avid fan | 29\% | (83) | 21\% | (60) | 21\% | (61) | 24\% | (68) | 5\% | (15) | 287 |
| Fashion: A casual fan | 19\% | (157) | 22\% | (180) | 23\% | (188) | 23\% | (191) | 14\% | (112) | 828 |
| Fashion: Not a fan | 14\% | (151) | 16\% | (176) | 20\% | (212) | 30\% | (328) | 20\% | (217) | 1084 |

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

Table HR4_1: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
Variety of seating options such as cushioned seats or recliners

| Demographic | This is a major reason |  | This is a minor reason |  | This is not a reason at all |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 30\% | (246) | 37\% | (298) | 26\% | (210) | 7\% | (53) | 807 |
| Gender: Male | 26\% | (115) | 40\% | (174) | 27\% | (120) | 7\% | (29) | 439 |
| Gender: Female | 35\% | (130) | 34\% | (124) | 24\% | (90) | 6\% | (24) | 369 |
| Age: 18-29 | 39\% | (74) | 36\% | (68) | 17\% | (32) | 9\% | (16) | 190 |
| Age: 30-44 | 30\% | (68) | 35\% | (77) | 28\% | (63) | 7\% | (15) | 223 |
| Age: 45-54 | 29\% | (34) | 35\% | (41) | $31 \%$ | (37) | 5\% | (6) | 118 |
| Age: 55-64 | 25\% | (35) | 40\% | (55) | 30\% | (42) | 4\% | (6) | 138 |
| Age: 65+ | 26\% | (35) | 41\% | (57) | 26\% | (36) | 7\% | (10) | 138 |
| Generation Z: 18-22 | 47\% | (43) | 26\% | (24) | 19\% | (17) | 8\% | (8) | 91 |
| Millennial: Age 23-38 | 31\% | (75) | 39\% | (94) | 23\% | (55) | 7\% | (18) | 242 |
| Generation X: Age 39-54 | 29\% | (57) | 34\% | (68) | $31 \%$ | (60) | 6\% | (12) | 198 |
| Boomers: Age 55-73 | 26\% | (65) | 40\% | (98) | 27\% | (66) | 6\% | (15) | 244 |
| PID: Dem (no lean) | 28\% | (95) | 41\% | (138) | 24\% | (80) | 7\% | (25) | 337 |
| PID: Ind (no lean) | $32 \%$ | (79) | 32\% | (77) | 30\% | (73) | 6\% | (15) | 245 |
| PID: Rep (no lean) | 32\% | (72) | 37\% | (83) | 26\% | (57) | 6\% | (13) | 225 |
| PID/Gender: Dem Men | 25\% | (47) | 46\% | (87) | $21 \%$ | (39) | 8\% | (15) | 187 |
| PID/Gender: Dem Women | $32 \%$ | (48) | 34\% | (51) | 27\% | (41) | 6\% | (9) | 150 |
| PID/Gender: Ind Men | 22\% | (26) | 39\% | (48) | 35\% | (44) | $4 \%$ | (5) | 123 |
| PID/Gender: Ind Women | 43\% | (53) | 24\% | (29) | 24\% | (29) | 9\% | (10) | 122 |
| PID/Gender: Rep Men | $33 \%$ | (42) | 30\% | (39) | 29\% | (38) | 7\% | (9) | 128 |
| PID/Gender: Rep Women | 31\% | (30) | 45\% | (44) | 20\% | (20) | $4 \%$ | (4) | 97 |
| Ideo: Liberal (1-3) | 28\% | (74) | 43\% | (115) | 25\% | (68) | $4 \%$ | (10) | 267 |
| Ideo: Moderate (4) | 23\% | (49) | 42\% | (89) | 30\% | (63) | $5 \%$ | (11) | 213 |
| Ideo: Conservative (5-7) | 34\% | (83) | 35\% | (87) | 25\% | (62) | 6\% | (15) | 247 |
| Educ: < College | 33\% | (170) | 32\% | (163) | 27\% | (139) | 7\% | (38) | 509 |
| Educ: Bachelors degree | 27\% | (51) | 47\% | (89) | 22\% | (41) | $4 \%$ | (7) | 188 |
| Educ: Post-grad | 22\% | (24) | 42\% | (47) | 28\% | (31) | 8\% | (9) | 110 |
| Income: Under 50k | 33\% | (126) | 28\% | (109) | $31 \%$ | (118) | 9\% | (33) | 386 |
| Income: 50k-100k | 29\% | (87) | 45\% | (134) | $21 \%$ | (64) | 5\% | (14) | 300 |
| Income: 100k+ | 27\% | (33) | 45\% | (55) | 23\% | (28) | 5\% | (6) | 122 |

[^28]Table HR4_1: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
Variety of seating options such as cushioned seats or recliners

| Demographic | This is a major reason |  | This is a minor reason |  | This is not a reason at all |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 30\% | (246) | 37\% | (298) | 26\% | (210) | 7\% | (53) | 807 |
| Ethnicity: White | 29\% | (175) | 38\% | (231) | 27\% | (166) | 6\% | (33) | 605 |
| Ethnicity: Hispanic | 36\% | (69) | 37\% | (71) | 24\% | (45) | 3\% | (6) | 190 |
| Ethnicity: Afr. Am. | 35\% | (38) | 27\% | (29) | 24\% | (26) | 14\% | (14) | 107 |
| Ethnicity: Other | 34\% | (33) | 41\% | (39) | 19\% | (19) | 6\% | (5) | 95 |
| Community: Urban | 33\% | (77) | 33\% | (77) | 25\% | (58) | 8\% | (19) | 231 |
| Community: Suburban | 29\% | (116) | 40\% | (159) | 26\% | (105) | 5\% | (21) | 401 |
| Community: Rural | 30\% | (53) | 35\% | (62) | 27\% | (47) | 8\% | (13) | 176 |
| Employ: Private Sector | 31\% | (90) | 40\% | (118) | 24\% | (69) | 5\% | (15) | 291 |
| Employ: Government | 20\% | (13) | 42\% | (29) | 30\% | (20) | 8\% | (6) | 68 |
| Employ: Self-Employed | 25\% | (16) | 38\% | (25) | 27\% | (17) | 10\% | (6) | 65 |
| Employ: Homemaker | 49\% | (22) | 25\% | (11) | 22\% | (10) | 3\% | (1) | 45 |
| Employ: Retired | 24\% | (34) | 43\% | (62) | 27\% | (38) | 7\% | (10) | 144 |
| Employ: Unemployed | 30\% | (24) | 30\% | (24) | 30\% | (24) | 11\% | (9) | 81 |
| Employ: Other | 32\% | (19) | 23\% | (14) | 34\% | (21) | 10\% | (6) | 61 |
| Military HH: Yes | 32\% | (39) | 34\% | (41) | 30\% | (36) | 3\% | (4) | 120 |
| Military HH: No | 30\% | (207) | 37\% | (257) | 25\% | (174) | 7\% | (49) | 687 |
| RD/WT: Right Direction | 30\% | (83) | 38\% | (108) | 27\% | (76) | 5\% | (13) | 280 |
| RD/WT: Wrong Track | 31\% | (162) | 36\% | (191) | 25\% | (134) | 8\% | (40) | 527 |
| Trump Job Approve | 31\% | (85) | 37\% | (103) | 28\% | (78) | 5\% | (14) | 279 |
| Trump Job Disapprove | 29\% | (142) | 40\% | (195) | 25\% | (123) | 6\% | (27) | 486 |
| Trump Job Strongly Approve | 39\% | (55) | 27\% | (38) | 26\% | (36) | 8\% | (11) | 140 |
| Trump Job Somewhat Approve | 22\% | (30) | 46\% | (64) | 30\% | (42) | 2\% | (3) | 139 |
| Trump Job Somewhat Disapprove | 30\% | (33) | 42\% | (47) | 22\% | (25) | 6\% | (7) | 112 |
| Trump Job Strongly Disapprove | 29\% | (109) | 39\% | (147) | 26\% | (98) | 5\% | (20) | 374 |
| Favorable of Trump | 30\% | (86) | 38\% | (108) | 26\% | (75) | 5\% | (14) | 282 |
| Unfavorable of Trump | 29\% | (142) | 38\% | (185) | 27\% | (129) | 6\% | (27) | 483 |

[^29]Table HR4_1: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
Variety of seating options such as cushioned seats or recliners

| Demographic | This is a major reason |  | This is a minor reason |  | This is not a reason at all |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 30\% | (246) | 37\% | (298) | 26\% | (210) | 7\% | (53) | 807 |
| Very Favorable of Trump | 37\% | (56) | 27\% | (40) | 28\% | (42) | 8\% | (11) | 149 |
| Somewhat Favorable of Trump | 22\% | (30) | 51\% | (68) | 24\% | (33) | 2\% | (3) | 133 |
| Somewhat Unfavorable of Trump | 36\% | (31) | 37\% | (31) | 22\% | (19) | 5\% | (4) | 84 |
| Very Unfavorable of Trump | 28\% | (112) | 39\% | (154) | 28\% | (110) | 6\% | (23) | 399 |
| \#1 Issue: Economy | 24\% | (51) | 37\% | (81) | 31\% | (68) | 8\% | (16) | 215 |
| \#1 Issue: Security | 29\% | (55) | 36\% | (69) | 29\% | (57) | 6\% | (13) | 194 |
| \#1 Issue: Health Care | 35\% | (47) | 39\% | (53) | 22\% | (30) | 5\% | (6) | 137 |
| \#1 Issue: Medicare / Social Security | 31\% | (27) | 39\% | (34) | 20\% | (18) | $11 \%$ | (9) | 88 |
| \#1 Issue: Women's Issues | 60\% | (25) | 23\% | (10) | 14\% | (6) | 3\% | (1) | 41 |
| \#1 Issue: Education | 41\% | (14) | 41\% | (14) | 18\% | (7) | - | (0) | 35 |
| \#1 Issue: Energy | 36\% | (23) | 44\% | (28) | 11\% | (7) | 9\% | (6) | 64 |
| \#1 Issue: Other | 8\% | (3) | 28\% | (9) | 59\% | (19) | 5\% | (2) | 33 |
| 2018 House Vote: Democrat | 25\% | (87) | 42\% | (146) | 28\% | (99) | 5\% | (17) | 350 |
| 2018 House Vote: Republican | 34\% | (76) | 38\% | (86) | 24\% | (55) | $4 \%$ | (9) | 225 |
| 2018 House Vote: Someone else | 25\% | (4) | 34\% | (6) | 23\% | (4) | 19\% | (3) | 16 |
| 2016 Vote: Hillary Clinton | 27\% | (85) | 41\% | (129) | 27\% | (86) | 4\% | (14) | 314 |
| 2016 Vote: Donald Trump | $31 \%$ | (71) | 40\% | (91) | 23\% | (54) | 6\% | (14) | 229 |
| 2016 Vote: Other | 30\% | (14) | 41\% | (18) | 24\% | (11) | 5\% | (2) | 45 |
| 2016 Vote: Didn't Vote | 35\% | (76) | 27\% | (60) | 27\% | (60) | $11 \%$ | (23) | 219 |
| Voted in 2014: Yes | 28\% | (142) | 40\% | (201) | 27\% | (133) | 5\% | (24) | 499 |
| Voted in 2014: No | 34\% | (104) | 32\% | (97) | 25\% | (78) | 9\% | (29) | 308 |
| 2012 Vote: Barack Obama | 27\% | (88) | 42\% | (137) | 27\% | (88) | 5\% | (16) | 330 |
| 2012 Vote: Mitt Romney | 29\% | (48) | 40\% | (65) | 26\% | (42) | 5\% | (9) | 164 |
| 2012 Vote: Other | 38\% | (10) | 34\% | (9) | 22\% | (6) | 6\% | (1) | 26 |
| 2012 Vote: Didn't Vote | 35\% | (99) | 30\% | (87) | 26\% | (74) | 9\% | (27) | 287 |
| 4-Region: Northeast | 26\% | (40) | 49\% | (74) | 20\% | (31) | 5\% | (7) | 151 |
| 4-Region: Midwest | 26\% | (40) | 42\% | (63) | 24\% | (37) | 8\% | (12) | 153 |
| 4-Region: South | 35\% | (105) | 32\% | (96) | 25\% | (76) | 8\% | (24) | 302 |
| 4-Region: West | 31\% | (61) | 32\% | (65) | 33\% | (66) | $4 \%$ | (9) | 202 |

[^30]Table HR4_1: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
Variety of seating options such as cushioned seats or recliners

| Demographic | This is a major reason |  | This is a minor reason |  | This is not a reason at all |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 30\% | (246) | 37\% | (298) | 26\% | (210) | 7\% | (53) | 807 |
| Watch TV: Every day | 36\% | (150) | 36\% | (150) | 24\% | (100) | $4 \%$ | (17) | 417 |
| Watch TV: Several times per week | 25\% | (43) | 39\% | (69) | $32 \%$ | (56) | 4\% | (7) | 176 |
| Watch TV: About once per week | 22\% | (16) | 39\% | (29) | 32\% | (24) | 8\% | (6) | 74 |
| Watch TV: Several times per month | 15\% | (6) | 39\% | (16) | 24\% | (10) | 22\% | (9) | 41 |
| Watch TV: About once per month | 16\% | (3) | 45\% | (9) | 22\% | (4) | 16\% | (3) | 20 |
| Watch TV: Less often than once per month | 36\% | (5) | 29\% | (4) | 26\% | (3) | 8\% | (1) | 13 |
| Watch TV: Never | 33\% | (22) | 33\% | (22) | 19\% | (13) | 15\% | (10) | 67 |
| Watch Movies: Every day | 42\% | (59) | $31 \%$ | (44) | 24\% | (34) | 4\% | (6) | 142 |
| Watch Movies: Several times per week | 33\% | (81) | 37\% | (88) | 25\% | (61) | 5\% | (12) | 242 |
| Watch Movies: About once per week | 25\% | (42) | 43\% | (72) | 26\% | (44) | 6\% | (10) | 168 |
| Watch Movies: Several times per month | 24\% | (20) | 42\% | (34) | 23\% | (19) | 11\% | (9) | 83 |
| Watch Movies: About once per month | 20\% | (13) | 35\% | (23) | 35\% | (23) | 10\% | (7) | 66 |
| Watch Movies: Less often than once per month | 25\% | (13) | 38\% | (20) | 33\% | (17) | 4\% | (2) | 52 |
| Watch Movies: Never | 31\% | (17) | $31 \%$ | (17) | 23\% | (13) | 15\% | (8) | 55 |
| Watch Sporting Events: Every day | 38\% | (29) | 40\% | (31) | 19\% | (14) | 3\% | (2) | 76 |
| Watch Sporting Events: Several times per week | 33\% | (51) | 42\% | (64) | 22\% | (34) | 3\% | (4) | 154 |
| Watch Sporting Events: About once per week | 26\% | (33) | 39\% | (50) | 27\% | (35) | 7\% | (9) | 127 |
| Watch Sporting Events: Several times per month | 18\% | (10) | 49\% | (28) | 29\% | (17) | 5\% | (3) | 58 |
| Watch Sporting Events: About once per month | 35\% | (17) | 33\% | (16) | 26\% | (12) | 6\% | (3) | 48 |
| Watch Sporting Events: Less often than once per month | 30\% | (31) | 29\% | (29) | 34\% | (35) | 6\% | (6) | 101 |
| Watch Sporting Events: Never | 31\% | (75) | 33\% | (79) | 26\% | (63) | 10\% | (25) | 242 |
| Cable TV: Currently subscribe | 30\% | (122) | 38\% | (156) | 26\% | (106) | 6\% | (23) | 408 |
| Cable TV: Subscribed in past | 27\% | (69) | 40\% | (102) | 26\% | (67) | 7\% | (18) | 256 |
| Cable TV: Never subscribed | 38\% | (54) | 28\% | (40) | 26\% | (37) | 9\% | (12) | 143 |
| Satellite TV: Currently subscribe | 37\% | (57) | 33\% | (51) | 26\% | (40) | 4\% | (6) | 155 |
| Satellite TV: Subscribed in past | 30\% | (65) | 41\% | (89) | 22\% | (46) | 6\% | (14) | 214 |
| Satellite TV: Never subscribed | 28\% | (123) | $36 \%$ | (158) | 28\% | (124) | 8\% | (33) | 438 |

Continued on next page

Table HR4_1: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
Variety of seating options such as cushioned seats or recliners

| Demographic | This is a major <br> reason |  | This is a minor <br> reason | This is not a <br> reason at all | Don't know / No <br> opinion |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Total N |  |  |  |  |  |

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

Table HR4_2: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
Premium screen formats such as IMAX or $3 D$

| Demographic | This is a major reason |  | This is a minor reason |  | This is not a reason at all |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 35\% | (284) | 27\% | (219) | 29\% | (232) | 9\% | (72) | 807 |
| Gender: Male | 36\% | (159) | 27\% | (121) | 27\% | (120) | 9\% | (39) | 439 |
| Gender: Female | 34\% | (126) | 27\% | (98) | $30 \%$ | (112) | 9\% | (33) | 369 |
| Age: 18-29 | 39\% | (74) | 26\% | (50) | $24 \%$ | (45) | 11\% | (21) | 190 |
| Age: 30-44 | 44\% | (99) | 26\% | (59) | 23\% | (50) | 7\% | (15) | 223 |
| Age: 45-54 | 29\% | (34) | 30\% | (35) | $34 \%$ | (41) | 7\% | (8) | 118 |
| Age: 55-64 | 29\% | (40) | $33 \%$ | (46) | 30\% | (41) | 8\% | (11) | 138 |
| Age: 65+ | 27\% | (38) | $21 \%$ | (29) | 40\% | (55) | 12\% | (16) | 138 |
| Generation Z: 18-22 | 34\% | (31) | 30\% | (28) | $21 \%$ | (19) | 14\% | (13) | 91 |
| Millennial: Age 23-38 | 42\% | (101) | 26\% | (62) | 25\% | (60) | 8\% | (19) | 242 |
| Generation X: Age 39-54 | 38\% | (75) | 27\% | (54) | 29\% | (57) | 6\% | (12) | 198 |
| Boomers: Age 55-73 | 28\% | (67) | 29\% | (71) | 34\% | (83) | 9\% | (22) | 244 |
| PID: Dem (no lean) | 38\% | (130) | 27\% | (91) | 26\% | (88) | 9\% | (29) | 337 |
| PID: Ind (no lean) | 33\% | (82) | 25\% | (61) | $34 \%$ | (84) | 7\% | (17) | 245 |
| PID: Rep (no lean) | 32\% | (73) | 29\% | (66) | 27\% | (60) | 12\% | (26) | 225 |
| PID/Gender: Dem Men | 41\% | (77) | 29\% | (54) | $21 \%$ | (40) | 9\% | (17) | 187 |
| PID/Gender: Dem Women | 35\% | (53) | 25\% | (37) | $32 \%$ | (48) | 8\% | (12) | 150 |
| PID/Gender: Ind Men | 33\% | (41) | 24\% | (29) | 38\% | (46) | 5\% | (7) | 123 |
| PID/Gender: Ind Women | 34\% | (41) | 26\% | (32) | 31\% | (38) | 9\% | (11) | 122 |
| PID/Gender: Rep Men | 32\% | (41) | 29\% | (37) | 26\% | (34) | 13\% | (16) | 128 |
| PID/Gender: Rep Women | 33\% | (32) | 29\% | (28) | 27\% | (27) | 10\% | (10) | 97 |
| Ideo: Liberal (1-3) | 40\% | (106) | 29\% | (77) | 27\% | (73) | 4\% | (11) | 267 |
| Ideo: Moderate (4) | 30\% | (63) | 23\% | (50) | 37\% | (79) | 10\% | (22) | 213 |
| Ideo: Conservative (5-7) | 33\% | (82) | 32\% | (79) | 26\% | (64) | 9\% | (21) | 247 |
| Educ: < College | 35\% | (177) | 25\% | (127) | 30\% | (152) | 11\% | (54) | 509 |
| Educ: Bachelors degree | 38\% | (72) | 32\% | (59) | 24\% | (46) | 6\% | (11) | 188 |
| Educ: Post-grad | 32\% | (35) | 29\% | (32) | $32 \%$ | (35) | 7\% | (8) | 110 |
| Income: Under 50k | 35\% | (135) | 23\% | (88) | 30\% | (114) | 13\% | (48) | 386 |
| Income: 50k-100k | 34\% | (100) | $31 \%$ | (94) | 30\% | (88) | 5\% | (16) | 300 |
| Income: 100k+ | 40\% | (49) | 30\% | (36) | 24\% | (30) | 6\% | (7) | 122 |

[^31]Table HR4_2: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
Premium screen formats such as IMAX or 3D

| Demographic | This is a major reason |  | This is a minor reason |  | This is not a reason at all |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 35\% | (284) | 27\% | (219) | 29\% | (232) | 9\% | (72) | 807 |
| Ethnicity: White | 32\% | (191) | 29\% | (174) | 31\% | (187) | 9\% | (53) | 605 |
| Ethnicity: Hispanic | 42\% | (79) | 26\% | (50) | 28\% | (53) | $4 \%$ | (8) | 190 |
| Ethnicity: Afr. Am. | 46\% | (50) | 19\% | (20) | $21 \%$ | (22) | 13\% | (14) | 107 |
| Ethnicity: Other | 46\% | (44) | 25\% | (24) | 24\% | (22) | 6\% | (5) | 95 |
| Community: Urban | 38\% | (87) | 25\% | (58) | 27\% | (62) | 10\% | (24) | 231 |
| Community: Suburban | 37\% | (149) | 27\% | (106) | 29\% | (118) | 7\% | (28) | 401 |
| Community: Rural | 28\% | (49) | 31\% | (54) | 30\% | (52) | 12\% | (21) | 176 |
| Employ: Private Sector | 40\% | (116) | 26\% | (77) | 28\% | (81) | 6\% | (18) | 291 |
| Employ: Government | 26\% | (17) | 39\% | (26) | 23\% | (16) | 12\% | (8) | 68 |
| Employ: Self-Employed | 36\% | (24) | 31\% | (20) | 24\% | (16) | 8\% | (6) | 65 |
| Employ: Homemaker | 32\% | (14) | 26\% | (12) | 38\% | (17) | 5\% | (2) | 45 |
| Employ: Retired | 24\% | (35) | 27\% | (39) | 36\% | (51) | 13\% | (19) | 144 |
| Employ: Unemployed | 31\% | (25) | 17\% | (14) | 40\% | (32) | $12 \%$ | (10) | 81 |
| Employ: Other | 54\% | (33) | 19\% | (11) | 17\% | (11) | 10\% | (6) | 61 |
| Military HH: Yes | 33\% | (40) | 27\% | (33) | 33\% | (40) | 6\% | (8) | 120 |
| Military HH: No | 36\% | (245) | 27\% | (186) | 28\% | (192) | 9\% | (64) | 687 |
| RD/WT: Right Direction | 38\% | (106) | 28\% | (77) | 27\% | (77) | 7\% | (20) | 280 |
| RD/WT: Wrong Track | 34\% | (179) | 27\% | (142) | 29\% | (155) | 10\% | (52) | 527 |
| Trump Job Approve | 36\% | (101) | 27\% | (74) | 29\% | (80) | 9\% | (24) | 279 |
| Trump Job Disapprove | 35\% | (168) | 29\% | (141) | 29\% | (141) | 7\% | (36) | 486 |
| Trump Job Strongly Approve | 39\% | (54) | 29\% | (40) | 22\% | (31) | $11 \%$ | (16) | 140 |
| Trump Job Somewhat Approve | 34\% | (47) | 25\% | (34) | 36\% | (50) | 6\% | (8) | 139 |
| Trump Job Somewhat Disapprove | 36\% | (40) | 23\% | (26) | 32\% | (36) | 9\% | (10) | 112 |
| Trump Job Strongly Disapprove | 34\% | (128) | 31\% | (115) | 28\% | (105) | $7 \%$ | (26) | 374 |
| Favorable of Trump | 34\% | (96) | 30\% | (86) | 27\% | (76) | 8\% | (24) | 282 |
| Unfavorable of Trump | 37\% | (179) | 26\% | (123) | $31 \%$ | (148) | 7\% | (33) | 483 |

[^32]Table HR4_2: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
Premium screen formats such as IMAX or $3 D$

| Demographic | This is a major reason |  | This is a minor reason |  | This is not a reason at all |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 35\% | (284) | 27\% | (219) | 29\% | (232) | 9\% | (72) | 807 |
| Very Favorable of Trump | 38\% | (57) | 28\% | (42) | 24\% | (35) | 10\% | (15) | 149 |
| Somewhat Favorable of Trump | 30\% | (39) | 33\% | (44) | $31 \%$ | (41) | 7\% | (9) | 133 |
| Somewhat Unfavorable of Trump | 37\% | (31) | 21\% | (17) | 37\% | (31) | 5\% | (5) | 84 |
| Very Unfavorable of Trump | 37\% | (148) | 27\% | (106) | 29\% | (116) | 7\% | (29) | 399 |
| \#1 Issue: Economy | 42\% | (90) | 22\% | (46) | 28\% | (61) | 8\% | (17) | 215 |
| \#1 Issue: Security | 34\% | (65) | $32 \%$ | (62) | 27\% | (53) | 7\% | (14) | 194 |
| \#1 Issue: Health Care | 29\% | (40) | 32\% | (44) | 30\% | (41) | 8\% | (11) | 137 |
| \#1 Issue: Medicare / Social Security | 29\% | (25) | 20\% | (17) | 36\% | (32) | 15\% | (13) | 88 |
| \#1 Issue: Women's Issues | 57\% | (24) | 25\% | (10) | 11\% | (4) | 8\% | (3) | 41 |
| \#1 Issue: Education | 24\% | (9) | 38\% | (14) | 29\% | (10) | 9\% | (3) | 35 |
| \#1 Issue: Energy | 38\% | (24) | 27\% | (17) | 21\% | (13) | 14\% | (9) | 64 |
| \#1 Issue: Other | 22\% | (7) | 25\% | (8) | $51 \%$ | (17) | 3\% | (1) | 33 |
| 2018 House Vote: Democrat | 37\% | (129) | 27\% | (95) | 30\% | (103) | 6\% | (22) | 350 |
| 2018 House Vote: Republican | 33\% | (74) | 30\% | (68) | 29\% | (66) | 8\% | (17) | 225 |
| 2018 House Vote: Someone else | 31\% | (5) | 14\% | (2) | 28\% | (5) | 27\% | (4) | 16 |
| 2016 Vote: Hillary Clinton | 37\% | (116) | 26\% | (81) | 31\% | (99) | 6\% | (19) | 314 |
| 2016 Vote: Donald Trump | 32\% | (74) | 29\% | (66) | 30\% | (69) | 9\% | (20) | 229 |
| 2016 Vote: Other | 30\% | (13) | 32\% | (14) | $31 \%$ | (14) | 8\% | (3) | 45 |
| 2016 Vote: Didn't Vote | 37\% | (81) | 26\% | (58) | 23\% | (50) | 13\% | (29) | 219 |
| Voted in 2014: Yes | $34 \%$ | (172) | 28\% | (142) | 30\% | (148) | 8\% | (38) | 499 |
| Voted in 2014: No | 37\% | (113) | 25\% | (76) | 27\% | (85) | 11\% | (34) | 308 |
| 2012 Vote: Barack Obama | 37\% | (121) | 26\% | (86) | 30\% | (100) | 7\% | (23) | 330 |
| 2012 Vote: Mitt Romney | 31\% | (51) | 28\% | (45) | 31\% | (51) | 10\% | (16) | 164 |
| 2012 Vote: Other | 15\% | (4) | 57\% | (15) | 22\% | (6) | 7\% | (2) | 26 |
| 2012 Vote: Didn't Vote | 38\% | (109) | 25\% | (72) | 26\% | (75) | 11\% | (31) | 287 |
| 4-Region: Northeast | 37\% | (55) | 26\% | (40) | 30\% | (46) | 7\% | (11) | 151 |
| 4-Region: Midwest | 31\% | (48) | 28\% | (42) | 28\% | (43) | 13\% | (20) | 153 |
| 4-Region: South | 37\% | (113) | 25\% | (76) | 28\% | (84) | 10\% | (29) | 302 |
| 4-Region: West | 34\% | (69) | 30\% | (61) | 30\% | (60) | 6\% | (13) | 202 |

[^33]Table HR4_2: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
Premium screen formats such as IMAX or $3 D$

| Demographic | This is a major reason |  | This is a minor reason |  | This is not a reason at all |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 35\% | (284) | 27\% | (219) | 29\% | (232) | 9\% | (72) | 807 |
| Watch TV: Every day | 39\% | (164) | 26\% | (106) | 29\% | (120) | 7\% | (27) | 417 |
| Watch TV: Several times per week | 41\% | (72) | 25\% | (44) | 29\% | (51) | 5\% | (9) | 176 |
| Watch TV: About once per week | 22\% | (17) | 37\% | (28) | 30\% | (22) | $11 \%$ | (8) | 74 |
| Watch TV: Several times per month | 23\% | (9) | 22\% | (9) | $34 \%$ | (14) | 20\% | (8) | 41 |
| Watch TV: About once per month | 21\% | (4) | 46\% | (9) | 17\% | (3) | 16\% | (3) | 20 |
| Watch TV: Less often than once per month | 33\% | (4) | 30\% | (4) | 24\% | (3) | 13\% | (2) | 13 |
| Watch TV: Never | 22\% | (15) | 27\% | (18) | 29\% | (19) | 22\% | (15) | 67 |
| Watch Movies: Every day | 51\% | (72) | 20\% | (28) | 23\% | (33) | 6\% | (9) | 142 |
| Watch Movies: Several times per week | 43\% | (103) | 28\% | (69) | 24\% | (57) | 6\% | (13) | 242 |
| Watch Movies: About once per week | 29\% | (49) | $32 \%$ | (54) | 30\% | (51) | 9\% | (14) | 168 |
| Watch Movies: Several times per month | 29\% | (24) | 26\% | (22) | $33 \%$ | (27) | 12\% | (10) | 83 |
| Watch Movies: About once per month | 16\% | (11) | 26\% | (17) | 43\% | (28) | 15\% | (10) | 66 |
| Watch Movies: Less often than once per month | 23\% | (12) | 29\% | (15) | 40\% | (21) | 8\% | (4) | 52 |
| Watch Movies: Never | 26\% | (14) | 25\% | (14) | 28\% | (15) | 21\% | (12) | 55 |
| Watch Sporting Events: Every day | 57\% | (44) | 16\% | (12) | 23\% | (17) | $4 \%$ | (3) | 76 |
| Watch Sporting Events: Several times per week | 40\% | (62) | 35\% | (54) | 20\% | (32) | $4 \%$ | (6) | 154 |
| Watch Sporting Events: About once per week | 34\% | (44) | 24\% | (31) | 30\% | (39) | $11 \%$ | (14) | 127 |
| Watch Sporting Events: Several times per month | 20\% | (11) | 35\% | (20) | $41 \%$ | (24) | 5\% | (3) | 58 |
| Watch Sporting Events: About once per month | 29\% | (14) | $34 \%$ | (17) | 27\% | (13) | 10\% | (5) | 48 |
| Watch Sporting Events: Less often than once per month | 35\% | (35) | 27\% | (27) | $32 \%$ | (32) | 7\% | (7) | 101 |
| Watch Sporting Events: Never | $31 \%$ | (74) | 24\% | (58) | $31 \%$ | (76) | 14\% | (34) | 242 |
| Cable TV: Currently subscribe | 35\% | (144) | 27\% | (110) | 30\% | (123) | 8\% | (32) | 408 |
| Cable TV: Subscribed in past | 35\% | (90) | 29\% | (75) | 28\% | (71) | 8\% | (20) | 256 |
| Cable TV: Never subscribed | 35\% | (51) | $24 \%$ | (34) | 27\% | (38) | 14\% | (20) | 143 |
| Satellite TV: Currently subscribe | 45\% | (70) | 22\% | (34) | 25\% | (39) | 8\% | (12) | 155 |
| Satellite TV: Subscribed in past | 38\% | (82) | 30\% | (64) | 25\% | (54) | 7\% | (15) | 214 |
| Satellite TV: Never subscribed | 30\% | (132) | 28\% | (121) | $32 \%$ | (140) | 10\% | (45) | 438 |

Continued on next page

Table HR4_2: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
Premium screen formats such as IMAX or 3D

| Demographic | This is a major reason |  | This is a minor reason |  | This is not a reason at all |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 35\% | (284) | 27\% | (219) | 29\% | (232) | 9\% | (72) | 807 |
| Streaming Services: Currently subscribe | 44\% | (222) | 26\% | (131) | 24\% | (122) | 6\% | (30) | 505 |
| Streaming Services: Subscribed in past | 22\% | (18) | 45\% | (37) | $22 \%$ | (18) | 11\% | (9) | 83 |
| Streaming Services: Never subscribed | 20\% | (44) | 23\% | (51) | 42\% | (92) | 15\% | (33) | 220 |
| Film: An avid fan | 44\% | (155) | 23\% | (82) | 25\% | (90) | 7\% | (25) | 353 |
| Film: A casual fan | 30\% | (123) | 29\% | (120) | $31 \%$ | (127) | 9\% | (38) | 408 |
| Film: Not a fan | 13\% | (6) | 35\% | (16) | 32\% | (15) | 19\% | (9) | 46 |
| Television: An avid fan | 37\% | (154) | 24\% | (99) | 30\% | (126) | 9\% | (37) | 416 |
| Television: A casual fan | 31\% | (108) | $31 \%$ | (109) | 29\% | (102) | 9\% | (31) | 350 |
| Television: Not a fan | 55\% | (23) | 26\% | (11) | 10\% | (4) | 8\% | (3) | 41 |
| Music: An avid fan | 44\% | (186) | 26\% | (110) | 23\% | (99) | 7\% | (28) | 423 |
| Music: A casual fan | 27\% | (97) | 28\% | (98) | 35\% | (122) | 10\% | (36) | 353 |
| Music: Not a fan | 6\% | (2) | $31 \%$ | (10) | 36\% | (12) | 26\% | (8) | 32 |
| Fashion: An avid fan | 48\% | (69) | $21 \%$ | (31) | 22\% | (32) | 9\% | (12) | 143 |
| Fashion: A casual fan | 39\% | (132) | 28\% | (94) | 25\% | (83) | 8\% | (28) | 337 |
| Fashion: Not a fan | 26\% | (84) | 29\% | (94) | 36\% | (118) | 10\% | (31) | 327 |

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

Table HR4_3: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
Premium sound options such as Dolby Digital

| Demographic | This is a major reason |  | This is a minor reason |  | This is not a reason at all |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 40\% | (323) | 34\% | (271) | 18\% | (142) | 9\% | (71) | 807 |
| Gender: Male | 41\% | (180) | 38\% | (165) | 14\% | (62) | 7\% | (32) | 439 |
| Gender: Female | 39\% | (142) | 29\% | (106) | 22\% | (81) | 11\% | (39) | 369 |
| Age: 18-29 | 42\% | (80) | $31 \%$ | (60) | 16\% | (31) | 10\% | (19) | 190 |
| Age: 30-44 | 41\% | (92) | 37\% | (83) | 13\% | (29) | 9\% | (19) | 223 |
| Age: 45-54 | 46\% | (55) | 27\% | (32) | 19\% | (23) | 7\% | (8) | 118 |
| Age: 55-64 | 37\% | (51) | 40\% | (55) | 18\% | (25) | 6\% | (8) | 138 |
| Age: 65+ | 33\% | (45) | 30\% | (41) | 25\% | (35) | 12\% | (16) | 138 |
| Generation Z: 18-22 | 48\% | (44) | 22\% | (20) | 22\% | (20) | 8\% | (7) | 91 |
| Millennial: Age 23-38 | 38\% | (91) | 38\% | (92) | 13\% | (33) | 11\% | (26) | 242 |
| Generation X: Age 39-54 | 46\% | (91) | 32\% | (63) | 15\% | (30) | 7\% | (14) | 198 |
| Boomers: Age 55-73 | 36\% | (88) | 37\% | (90) | 18\% | (45) | 8\% | (20) | 244 |
| PID: Dem (no lean) | 40\% | (136) | 40\% | (134) | 12\% | (41) | 8\% | (27) | 337 |
| PID: Ind (no lean) | 41\% | (101) | 28\% | (70) | 21\% | (52) | 9\% | (23) | 245 |
| PID: Rep (no lean) | 38\% | (86) | 30\% | (67) | 22\% | (50) | 10\% | (22) | 225 |
| PID/Gender: Dem Men | 42\% | (78) | 46\% | (86) | 5\% | (9) | 8\% | (14) | 187 |
| PID/Gender: Dem Women | 39\% | (58) | 32\% | (48) | 21\% | (32) | 8\% | (12) | 150 |
| PID/Gender: Ind Men | 40\% | (49) | $31 \%$ | (39) | 23\% | (28) | 6\% | (8) | 123 |
| PID/Gender: Ind Women | 43\% | (52) | 25\% | (31) | 20\% | (24) | 12\% | (15) | 122 |
| PID/Gender: Rep Men | 42\% | (54) | $31 \%$ | (40) | 19\% | (25) | 8\% | (10) | 128 |
| PID/Gender: Rep Women | 34\% | (33) | 28\% | (27) | 26\% | (25) | 13\% | (12) | 97 |
| Ideo: Liberal (1-3) | 40\% | (108) | 42\% | (111) | 14\% | (38) | 4\% | (10) | 267 |
| Ideo: Moderate (4) | 37\% | (79) | 36\% | (76) | 17\% | (37) | 10\% | (21) | 213 |
| Ideo: Conservative (5-7) | 38\% | (93) | $31 \%$ | (76) | 20\% | (50) | 11\% | (27) | 247 |
| Educ: < College | 40\% | (202) | 32\% | (161) | 18\% | (94) | 10\% | (52) | 509 |
| Educ: Bachelors degree | 43\% | (81) | 38\% | (72) | 15\% | (27) | 4\% | (8) | 188 |
| Educ: Post-grad | 36\% | (40) | 34\% | (38) | 19\% | (21) | 10\% | (11) | 110 |
| Income: Under 50k | 41\% | (157) | 29\% | (111) | 19\% | (75) | 11\% | (44) | 386 |
| Income: 50k-100k | 38\% | (113) | 39\% | (117) | 16\% | (48) | 7\% | (21) | 300 |
| Income: 100k+ | 44\% | (53) | 35\% | (43) | 16\% | (19) | 5\% | (6) | 122 |

[^34]Table HR4_3: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
Premium sound options such as Dolby Digital

| Demographic | This is a major reason |  | This is a minor reason |  | This is not a reason at all |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 40\% | (323) | $34 \%$ | (271) | 18\% | (142) | 9\% | (71) | 807 |
| Ethnicity: White | 38\% | (229) | $34 \%$ | (203) | 20\% | (120) | 9\% | (53) | 605 |
| Ethnicity: Hispanic | 43\% | (83) | $36 \%$ | (68) | 15\% | (28) | 6\% | (11) | 190 |
| Ethnicity: Afr. Am. | 48\% | (52) | 30\% | (32) | 12\% | (13) | 10\% | (10) | 107 |
| Ethnicity: Other | 44\% | (42) | 37\% | (36) | 10\% | (10) | 8\% | (8) | 95 |
| Community: Urban | 38\% | (89) | $36 \%$ | (82) | 17\% | (38) | 9\% | (22) | 231 |
| Community: Suburban | 40\% | (159) | 35\% | (139) | 19\% | (74) | 7\% | (28) | 401 |
| Community: Rural | 43\% | (75) | 28\% | (49) | 17\% | (30) | 12\% | (21) | 176 |
| Employ: Private Sector | 43\% | (126) | 33\% | (96) | 18\% | (53) | 5\% | (16) | 291 |
| Employ: Government | 34\% | (23) | 39\% | (26) | 17\% | (12) | 10\% | (7) | 68 |
| Employ: Self-Employed | $34 \%$ | (22) | 42\% | (27) | 14\% | (9) | 10\% | (6) | 65 |
| Employ: Homemaker | $31 \%$ | (14) | 40\% | (18) | 17\% | (8) | 12\% | (5) | 45 |
| Employ: Retired | 34\% | (49) | 32\% | (46) | 23\% | (33) | 12\% | (17) | 144 |
| Employ: Unemployed | 37\% | (30) | $34 \%$ | (28) | 15\% | (12) | 14\% | (11) | 81 |
| Employ: Other | 46\% | (28) | 30\% | (18) | 13\% | (8) | 10\% | (6) | 61 |
| Military HH: Yes | 40\% | (48) | 27\% | (32) | 24\% | (29) | 9\% | (11) | 120 |
| Military HH: No | 40\% | (275) | 35\% | (239) | 16\% | (113) | 9\% | (61) | 687 |
| RD/WT: Right Direction | 39\% | (110) | 36\% | (100) | 17\% | (48) | 8\% | (22) | 280 |
| RD/WT: Wrong Track | 40\% | (213) | $32 \%$ | (171) | 18\% | (94) | 9\% | (49) | 527 |
| Trump Job Approve | 39\% | (109) | $33 \%$ | (93) | 19\% | (54) | 8\% | (23) | 279 |
| Trump Job Disapprove | 40\% | (195) | 35\% | (170) | 17\% | (83) | 8\% | (39) | 486 |
| Trump Job Strongly Approve | 38\% | (54) | 33\% | (46) | 19\% | (27) | 10\% | (14) | 140 |
| Trump Job Somewhat Approve | 40\% | (55) | $34 \%$ | (48) | 20\% | (28) | 6\% | (9) | 139 |
| Trump Job Somewhat Disapprove | 40\% | (45) | $33 \%$ | (36) | 13\% | (15) | 14\% | (15) | 112 |
| Trump Job Strongly Disapprove | 40\% | (149) | $36 \%$ | (133) | 18\% | (68) | 6\% | (23) | 374 |
| Favorable of Trump | 36\% | (103) | 37\% | (106) | 18\% | (51) | 8\% | (23) | 282 |
| Unfavorable of Trump | $41 \%$ | (199) | $33 \%$ | (158) | 18\% | (88) | 8\% | (38) | 483 |

[^35]Table HR4_3: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
Premium sound options such as Dolby Digital

| Demographic | This is a major reason |  | This is a minor reason |  | This is not a reason at all |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 40\% | (323) | 34\% | (271) | 18\% | (142) | 9\% | (71) | 807 |
| Very Favorable of Trump | 38\% | (57) | 33\% | (49) | 20\% | (30) | 9\% | (14) | 149 |
| Somewhat Favorable of Trump | 35\% | (46) | 42\% | (56) | 16\% | (21) | 7\% | (9) | 133 |
| Somewhat Unfavorable of Trump | 41\% | (35) | 33\% | (28) | 18\% | (15) | 8\% | (7) | 84 |
| Very Unfavorable of Trump | 41\% | (165) | 33\% | (130) | 18\% | (73) | 8\% | (32) | 399 |
| \#1 Issue: Economy | 44\% | (94) | 29\% | (62) | 17\% | (37) | 10\% | (22) | 215 |
| \#1 Issue: Security | 33\% | (65) | 42\% | (81) | 18\% | (36) | 6\% | (12) | 194 |
| \#1 Issue: Health Care | 36\% | (50) | 35\% | (48) | 18\% | (25) | 10\% | (14) | 137 |
| \#1 Issue: Medicare / Social Security | 39\% | (34) | 25\% | (22) | 20\% | (18) | 16\% | (14) | 88 |
| \#1 Issue: Women's Issues | 60\% | (25) | 25\% | (10) | 5\% | (2) | 10\% | (4) | 41 |
| \#1 Issue: Education | 47\% | (16) | 33\% | (12) | 16\% | (6) | 4\% | (1) | 35 |
| \#1 Issue: Energy | 48\% | (31) | 36\% | (23) | 11\% | (7) | 5\% | (3) | 64 |
| \#1 Issue: Other | 23\% | (8) | 37\% | (12) | 38\% | (12) | 1\% | (0) | 33 |
| 2018 House Vote: Democrat | 38\% | (134) | 38\% | (133) | 18\% | (62) | 6\% | (21) | 350 |
| 2018 House Vote: Republican | 38\% | (85) | 38\% | (85) | 16\% | (36) | 9\% | (20) | 225 |
| 2018 House Vote: Someone else | 55\% | (9) | 30\% | (5) | 4\% | (1) | 12\% | (2) | 16 |
| 2016 Vote: Hillary Clinton | 41\% | (128) | 38\% | (121) | 15\% | (49) | 5\% | (17) | 314 |
| 2016 Vote: Donald Trump | 36\% | (82) | 37\% | (85) | 17\% | (39) | 11\% | (25) | 229 |
| 2016 Vote: Other | 45\% | (20) | 33\% | (15) | 14\% | (6) | 9\% | (4) | 45 |
| 2016 Vote: Didn't Vote | 42\% | (93) | 23\% | (51) | 23\% | (49) | 12\% | (26) | 219 |
| Voted in 2014: Yes | 39\% | (194) | 37\% | (184) | 17\% | (83) | 8\% | (39) | 499 |
| Voted in 2014: No | 42\% | (129) | 28\% | (87) | 19\% | (60) | 11\% | (33) | 308 |
| 2012 Vote: Barack Obama | 42\% | (138) | 36\% | (120) | 16\% | (52) | 6\% | (21) | 330 |
| 2012 Vote: Mitt Romney | 35\% | (57) | 33\% | (54) | 21\% | (35) | 11\% | (18) | 164 |
| 2012 Vote: Other | 41\% | (11) | 35\% | (9) | 16\% | (4) | 9\% | (2) | 26 |
| 2012 Vote: Didn't Vote | 41\% | (117) | 30\% | (87) | 18\% | (52) | 11\% | (31) | 287 |
| 4-Region: Northeast | 36\% | (55) | 41\% | (62) | 16\% | (24) | 7\% | (11) | 151 |
| 4-Region: Midwest | 39\% | (59) | 35\% | (54) | 15\% | (23) | 11\% | (17) | 153 |
| 4-Region: South | 41\% | (123) | 29\% | (88) | 18\% | (55) | 12\% | (36) | 302 |
| 4-Region: West | 43\% | (86) | 33\% | (67) | 20\% | (40) | 4\% | (8) | 202 |

[^36]Table HR4_3: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
Premium sound options such as Dolby Digital

| Demographic | This is a major reason |  | This is a minor reason |  | This is not a reason at all |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 40\% | (323) | 34\% | (271) | 18\% | (142) | 9\% | (71) | 807 |
| Watch TV: Every day | 44\% | (185) | 33\% | (139) | 16\% | (66) | 7\% | (28) | 417 |
| Watch TV: Several times per week | 42\% | (74) | 35\% | (61) | 17\% | (29) | 7\% | (12) | 176 |
| Watch TV: About once per week | 32\% | (24) | 34\% | (25) | 21\% | (16) | 13\% | (9) | 74 |
| Watch TV: Several times per month | $33 \%$ | (13) | 32\% | (13) | 22\% | (9) | 14\% | (6) | 41 |
| Watch TV: About once per month | 33\% | (6) | 29\% | (6) | 21\% | (4) | 16\% | (3) | 20 |
| Watch TV: Less often than once per month | 56\% | (7) | 26\% | (3) | 14\% | (2) | 4\% | (1) | 13 |
| Watch TV: Never | 20\% | (13) | 35\% | (23) | 25\% | (17) | 19\% | (13) | 67 |
| Watch Movies: Every day | 48\% | (68) | 32\% | (46) | 11\% | (16) | 9\% | (12) | 142 |
| Watch Movies: Several times per week | 47\% | (113) | 34\% | (82) | 13\% | (30) | 7\% | (17) | 242 |
| Watch Movies: About once per week | 42\% | (70) | 33\% | (56) | 18\% | (30) | 7\% | (12) | 168 |
| Watch Movies: Several times per month | 30\% | (24) | 40\% | (33) | 19\% | (16) | 12\% | (10) | 83 |
| Watch Movies: About once per month | 29\% | (19) | 26\% | (18) | 35\% | (23) | 10\% | (7) | 66 |
| Watch Movies: Less often than once per month | 29\% | (15) | 35\% | (18) | 30\% | (16) | 6\% | (3) | 52 |
| Watch Movies: Never | 25\% | (13) | 33\% | (18) | 22\% | (12) | 20\% | (11) | 55 |
| Watch Sporting Events: Every day | 57\% | (44) | 29\% | (22) | 9\% | (7) | 4\% | (3) | 76 |
| Watch Sporting Events: Several times per week | 44\% | (68) | 41\% | (63) | 13\% | (20) | 2\% | (3) | 154 |
| Watch Sporting Events: About once per week | 42\% | (53) | 35\% | (44) | 14\% | (18) | 10\% | (12) | 127 |
| Watch Sporting Events: Several times per month | 32\% | (19) | 40\% | (23) | 20\% | (12) | 7\% | (4) | 58 |
| Watch Sporting Events: About once per month | 36\% | (17) | 34\% | (17) | 18\% | (9) | 11\% | (6) | 48 |
| Watch Sporting Events: Less often than once per month | 38\% | (39) | 36\% | (36) | 18\% | (18) | 8\% | (8) | 101 |
| Watch Sporting Events: Never | $34 \%$ | (83) | 27\% | (65) | 24\% | (59) | 15\% | (35) | 242 |
| Cable TV: Currently subscribe | 39\% | (161) | 37\% | (151) | 16\% | (66) | 7\% | (30) | 408 |
| Cable TV: Subscribed in past | 40\% | (103) | 33\% | (86) | 18\% | (47) | 8\% | (21) | 256 |
| Cable TV: Never subscribed | 41\% | (59) | 24\% | (34) | 20\% | (29) | 15\% | (21) | 143 |
| Satellite TV: Currently subscribe | 46\% | (72) | 26\% | (40) | 20\% | (31) | 7\% | (12) | 155 |
| Satellite TV: Subscribed in past | 42\% | (89) | 35\% | (74) | 16\% | (33) | 8\% | (18) | 214 |
| Satellite TV: Never subscribed | 37\% | (162) | 36\% | (157) | 18\% | (78) | 10\% | (42) | 438 |

Continued on next page

Table HR4_3: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
Premium sound options such as Dolby Digital

| Demographic | This is a major <br> reason |  | This is a minor <br> reason | This is not a <br> reason at all | Don't know / No <br> opinion |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Total N |  |  |  |  |  |

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

Table HR4_4: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
Variety of food options

| Demographic | This is a major reason |  | This is a minor reason |  | This is not a reason at all |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 13\% | (108) | 27\% | (219) | 51\% | (410) | 9\% | (71) | 807 |
| Gender: Male | 14\% | (62) | 29\% | (126) | 48\% | (210) | 9\% | (41) | 439 |
| Gender: Female | 12\% | (46) | 25\% | (93) | 54\% | (200) | 8\% | (30) | 369 |
| Age: 18-29 | 20\% | (37) | 36\% | (68) | 35\% | (67) | 9\% | (17) | 190 |
| Age: 30-44 | 18\% | (41) | 31\% | (70) | 40\% | (89) | 10\% | (23) | 223 |
| Age: 45-54 | 12\% | (14) | 27\% | (32) | 57\% | (68) | 4\% | (5) | 118 |
| Age: 55-64 | 7\% | (10) | 17\% | (24) | 67\% | (93) | 8\% | (12) | 138 |
| Age: 65+ | 4\% | (6) | 18\% | (25) | 68\% | (94) | 10\% | (14) | 138 |
| Generation Z: 18-22 | 23\% | (21) | 26\% | (23) | 42\% | (39) | 9\% | (8) | 91 |
| Millennial: Age 23-38 | 19\% | (45) | 33\% | (81) | 37\% | (89) | 11\% | (27) | 242 |
| Generation X: Age 39-54 | 13\% | (26) | 33\% | (66) | 49\% | (96) | 5\% | (10) | 198 |
| Boomers: Age 55-73 | 6\% | (14) | 18\% | (43) | 68\% | (165) | 9\% | (22) | 244 |
| PID: Dem (no lean) | 16\% | (54) | 28\% | (95) | 49\% | (165) | 7\% | (23) | 337 |
| PID: Ind (no lean) | 9\% | (21) | 24\% | (59) | 57\% | (139) | 11\% | (26) | 245 |
| PID: Rep (no lean) | 14\% | (32) | 29\% | (65) | 47\% | (106) | 10\% | (22) | 225 |
| PID/Gender: Dem Men | $14 \%$ | (26) | 37\% | (69) | 41\% | (78) | 8\% | (15) | 187 |
| PID/Gender: Dem Women | 19\% | (28) | 17\% | (26) | 58\% | (88) | 6\% | (8) | 150 |
| PID/Gender: Ind Men | 10\% | (12) | 21\% | (25) | 57\% | (70) | 13\% | (16) | 123 |
| PID/Gender: Ind Women | 8\% | (10) | 27\% | (33) | 57\% | (69) | 8\% | (10) | 122 |
| PID/Gender: Rep Men | 19\% | (24) | 25\% | (32) | 49\% | (62) | 8\% | (10) | 128 |
| PID/Gender: Rep Women | 8\% | (8) | 34\% | (33) | 45\% | (43) | 12\% | (12) | 97 |
| Ideo: Liberal (1-3) | 17\% | (45) | 28\% | (76) | 50\% | (135) | 4\% | (11) | 267 |
| Ideo: Moderate (4) | 10\% | (22) | 25\% | (54) | 54\% | (115) | 10\% | (22) | 213 |
| Ideo: Conservative (5-7) | 11\% | (26) | 29\% | (71) | 53\% | (130) | 8\% | (19) | 247 |
| Educ: < College | 14\% | (72) | 28\% | (143) | 47\% | (240) | 11\% | (54) | 509 |
| Educ: Bachelors degree | 13\% | (25) | 27\% | (50) | 56\% | (106) | 4\% | (8) | 188 |
| Educ: Post-grad | 10\% | (11) | 23\% | (26) | 58\% | (64) | 8\% | (9) | 110 |
| Income: Under 50k | 14\% | (53) | 22\% | (83) | 52\% | (200) | 13\% | (49) | 386 |
| Income: 50k-100k | $14 \%$ | (41) | 35\% | (106) | 45\% | (134) | 6\% | (18) | 300 |
| Income: 100k+ | 12\% | (14) | 24\% | (29) | 62\% | (75) | 2\% | (3) | 122 |

Continued on next page

Table HR4_4: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
Variety offood options

| Demographic | This is a major reason |  | This is a minor reason |  | This is not a reason at all |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 13\% | (108) | 27\% | (219) | 51\% | (410) | 9\% | (71) | 807 |
| Ethnicity: White | 12\% | (75) | 25\% | (151) | 54\% | (327) | 9\% | (53) | 605 |
| Ethnicity: Hispanic | 15\% | (29) | 39\% | (75) | 39\% | (73) | 7\% | (13) | 190 |
| Ethnicity: Afr. Am. | 21\% | (23) | 39\% | (42) | 27\% | (29) | 12\% | (13) | 107 |
| Ethnicity: Other | 11\% | (10) | 27\% | (26) | 57\% | (54) | 5\% | (5) | 95 |
| Community: Urban | 14\% | (32) | 26\% | (61) | 50\% | (116) | 10\% | (22) | 231 |
| Community: Suburban | 12\% | (50) | 28\% | (111) | 52\% | (209) | 8\% | (32) | 401 |
| Community: Rural | 15\% | (27) | 27\% | (47) | 48\% | (85) | 10\% | (17) | 176 |
| Employ: Private Sector | 19\% | (55) | 27\% | (79) | 48\% | (139) | 6\% | (17) | 291 |
| Employ: Government | 14\% | (10) | 33\% | (23) | 43\% | (29) | 10\% | (7) | 68 |
| Employ: Self-Employed | 9\% | (6) | 35\% | (23) | 45\% | (29) | 11\% | (7) | 65 |
| Employ: Homemaker | 10\% | (4) | 38\% | (17) | 47\% | (21) | 5\% | (2) | 45 |
| Employ: Retired | 3\% | (5) | 16\% | (23) | 72\% | (103) | 9\% | (13) | 144 |
| Employ: Unemployed | 11\% | (9) | 24\% | (19) | 46\% | (37) | 20\% | (16) | 81 |
| Employ: Other | 16\% | (9) | 22\% | (14) | 50\% | (30) | 12\% | (7) | 61 |
| Military HH: Yes | 14\% | (17) | 24\% | (29) | 54\% | (65) | 7\% | (8) | 120 |
| Military HH: No | 13\% | (91) | 28\% | (189) | 50\% | (344) | 9\% | (62) | 687 |
| RD/WT: Right Direction | 15\% | (41) | 31\% | (86) | 48\% | (133) | 7\% | (20) | 280 |
| RD/WT: Wrong Track | 13\% | (67) | 25\% | (133) | 52\% | (277) | 10\% | (51) | 527 |
| Trump Job Approve | 15\% | (41) | 27\% | (75) | 51\% | (144) | 7\% | (20) | 279 |
| Trump Job Disapprove | 13\% | (65) | 27\% | (130) | 53\% | (259) | 7\% | (33) | 486 |
| Trump Job Strongly Approve | 20\% | (28) | 27\% | (38) | 44\% | (61) | 10\% | (13) | 140 |
| Trump Job Somewhat Approve | 9\% | (13) | 27\% | (38) | 59\% | (82) | 5\% | (6) | 139 |
| Trump Job Somewhat Disapprove | 17\% | (19) | 20\% | (22) | 56\% | (62) | 7\% | (8) | 112 |
| Trump Job Strongly Disapprove | 12\% | (46) | 29\% | (108) | 52\% | (196) | 7\% | (25) | 374 |
| Favorable of Trump | 14\% | (39) | 30\% | (84) | 49\% | (139) | 7\% | (20) | 282 |
| Unfavorable of Trump | 12\% | (58) | 27\% | (132) | 54\% | (261) | 7\% | (32) | 483 |

[^37]Table HR4_4: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
Variety of food options

| Demographic | This is a major reason |  | This is a minor reason |  | This is not a reason at all |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 13\% | (108) | 27\% | (219) | 51\% | (410) | 9\% | (71) | 807 |
| Very Favorable of Trump | 17\% | (25) | 30\% | (45) | 45\% | (67) | 8\% | (12) | 149 |
| Somewhat Favorable of Trump | 10\% | (14) | 29\% | (38) | 55\% | (73) | 6\% | (8) | 133 |
| Somewhat Unfavorable of Trump | 23\% | (19) | 17\% | (15) | 54\% | (46) | 5\% | (5) | 84 |
| Very Unfavorable of Trump | 10\% | (39) | 29\% | (117) | 54\% | (216) | 7\% | (28) | 399 |
| \#1 Issue: Economy | 14\% | (29) | 27\% | (59) | 47\% | (101) | 12\% | (26) | 215 |
| \#1 Issue: Security | 14\% | (28) | 29\% | (56) | 50\% | (97) | 7\% | (14) | 194 |
| \#1 Issue: Health Care | 15\% | (21) | 28\% | (38) | 53\% | (72) | 4\% | (5) | 137 |
| \#1 Issue: Medicare / Social Security | 11\% | (9) | 15\% | (13) | 61\% | (54) | 14\% | (12) | 88 |
| \#1 Issue: Women's Issues | 13\% | (5) | 44\% | (18) | 36\% | (15) | 7\% | (3) | 41 |
| \#1 Issue: Education | 22\% | (8) | 17\% | (6) | 54\% | (19) | 6\% | (2) | 35 |
| \#1 Issue: Energy | 8\% | (5) | 41\% | (26) | 40\% | (25) | 12\% | (8) | 64 |
| \#1 Issue: Other | 7\% | (2) | 8\% | (2) | 82\% | (27) | 4\% | (1) | 33 |
| 2018 House Vote: Democrat | 12\% | (41) | 31\% | (109) | 52\% | (182) | 5\% | (17) | 350 |
| 2018 House Vote: Republican | 14\% | (32) | 25\% | (56) | 52\% | (118) | 8\% | (19) | 225 |
| 2018 House Vote: Someone else | 8\% | (1) | 22\% | (4) | 37\% | (6) | 34\% | (6) | 16 |
| 2016 Vote: Hillary Clinton | 13\% | (40) | 27\% | (86) | 52\% | (165) | 7\% | (23) | 314 |
| 2016 Vote: Donald Trump | 14\% | (32) | 27\% | (63) | 51\% | (116) | 8\% | (19) | 229 |
| 2016 Vote: Other | 4\% | (2) | 32\% | (14) | 59\% | (27) | 5\% | (2) | 45 |
| 2016 Vote: Didn't Vote | 16\% | (34) | 25\% | (55) | 47\% | (103) | 12\% | (27) | 219 |
| Voted in 2014: Yes | 11\% | (53) | 27\% | (134) | 56\% | (278) | 7\% | (34) | 499 |
| Voted in 2014: No | 18\% | (55) | 27\% | (84) | 43\% | (132) | 12\% | (36) | 308 |
| 2012 Vote: Barack Obama | 11\% | (38) | 29\% | (94) | 55\% | (181) | 5\% | (18) | 330 |
| 2012 Vote: Mitt Romney | 10\% | (17) | 28\% | (45) | 53\% | (87) | 9\% | (15) | 164 |
| 2012 Vote: Other | 5\% | (1) | 21\% | (5) | 65\% | (17) | 10\% | (3) | 26 |
| 2012 Vote: Didn't Vote | 18\% | (52) | 26\% | (74) | 44\% | (126) | 12\% | (35) | 287 |
| 4-Region: Northeast | 13\% | (20) | 32\% | (49) | 50\% | (75) | 5\% | (8) | 151 |
| 4-Region: Midwest | 13\% | (19) | 17\% | (26) | 56\% | (86) | 14\% | (22) | 153 |
| 4-Region: South | 18\% | (54) | 25\% | (75) | 49\% | (148) | 8\% | (25) | 302 |
| 4-Region: West | 8\% | (15) | 34\% | (69) | 50\% | (102) | 8\% | (16) | 202 |

[^38]Table HR4_4: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
Variety offood options

| Demographic | This is a major reason |  | This is a minor reason |  | This is not a reason at all |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 13\% | (108) | 27\% | (219) | 51\% | (410) | 9\% | (71) | 807 |
| Watch TV: Every day | 14\% | (58) | 31\% | (130) | 48\% | (202) | 6\% | (26) | 417 |
| Watch TV: Several times per week | 13\% | (23) | 28\% | (50) | 53\% | (93) | 6\% | (10) | 176 |
| Watch TV: About once per week | 17\% | (12) | 22\% | (16) | 49\% | (36) | 12\% | (9) | 74 |
| Watch TV: Several times per month | 9\% | (4) | 22\% | (9) | 55\% | (23) | 15\% | (6) | 41 |
| Watch TV: About once per month | 10\% | (2) | 22\% | (4) | 52\% | (10) | 16\% | (3) | 20 |
| Watch TV: Less often than once per month | 15\% | (2) | 20\% | (3) | 56\% | (7) | 9\% | (1) | 13 |
| Watch TV: Never | 11\% | (7) | 9\% | (6) | 58\% | (38) | 22\% | (15) | 67 |
| Watch Movies: Every day | 26\% | (37) | 34\% | (48) | 38\% | (54) | 2\% | (3) | 142 |
| Watch Movies: Several times per week | 14\% | (33) | $32 \%$ | (77) | 44\% | (107) | 10\% | (24) | 242 |
| Watch Movies: About once per week | 12\% | (20) | 27\% | (45) | 53\% | (89) | 8\% | (14) | 168 |
| Watch Movies: Several times per month | 6\% | (5) | 16\% | (14) | 66\% | (55) | 11\% | (9) | 83 |
| Watch Movies: About once per month | 4\% | (2) | 29\% | (19) | 56\% | (37) | 11\% | (7) | 66 |
| Watch Movies: Less often than once per month | 8\% | (4) | 20\% | (11) | 69\% | (36) | 2\% | (1) | 52 |
| Watch Movies: Never | 11\% | (6) | 9\% | (5) | 58\% | (32) | 22\% | (12) | 55 |
| Watch Sporting Events: Every day | 22\% | (17) | 51\% | (39) | 27\% | (20) | 1\% | (0) | 76 |
| Watch Sporting Events: Several times per week | 12\% | (19) | 35\% | (54) | 48\% | (74) | 4\% | (7) | 154 |
| Watch Sporting Events: About once per week | 16\% | (21) | 24\% | (31) | 49\% | (62) | 10\% | (13) | 127 |
| Watch Sporting Events: Several times per month | 10\% | (6) | 19\% | (11) | 53\% | (31) | 18\% | (10) | 58 |
| Watch Sporting Events: About once per month | 9\% | (4) | 29\% | (14) | 58\% | (28) | 5\% | (2) | 48 |
| Watch Sporting Events: Less often than once per month | 16\% | (17) | 22\% | (23) | 55\% | (56) | 6\% | (6) | 101 |
| Watch Sporting Events: Never | 10\% | (25) | 19\% | (47) | 57\% | (138) | 13\% | (32) | 242 |
| Cable TV: Currently subscribe | 15\% | (60) | 25\% | (100) | 52\% | (213) | 9\% | (35) | 408 |
| Cable TV: Subscribed in past | 11\% | (29) | 29\% | (75) | 52\% | (133) | 7\% | (19) | 256 |
| Cable TV: Never subscribed | 13\% | (19) | $31 \%$ | (44) | 44\% | (64) | 12\% | (17) | 143 |
| Satellite TV: Currently subscribe | 16\% | (24) | $32 \%$ | (49) | 49\% | (75) | 4\% | (6) | 155 |
| Satellite TV: Subscribed in past | 14\% | (31) | 30\% | (65) | 47\% | (100) | 9\% | (19) | 214 |
| Satellite TV: Never subscribed | 12\% | (53) | 24\% | (105) | 53\% | (234) | 10\% | (46) | 438 |

Continued on next page

Table HR4_4: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
Variety of food options

| Demographic | This is a major <br> reason |  | This is a minor <br> reason | This is not a <br> reason at all | Don't know / No <br> opinion |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Total N |  |  |  |  |  |

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

Table HR4_5: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
Healthy food options

| Demographic | This is a major reason |  | This is a minor reason |  | This is not a reason at all |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 6\% | (48) | 12\% | (96) | 71\% | (572) | $11 \%$ | (91) | 807 |
| Gender: Male | 8\% | (34) | 13\% | (57) | 69\% | (304) | 10\% | (44) | 439 |
| Gender: Female | $4 \%$ | (14) | $11 \%$ | (39) | 73\% | (269) | 13\% | (47) | 369 |
| Age: 18-29 | $4 \%$ | (7) | 17\% | (31) | 68\% | (129) | 12\% | (23) | 190 |
| Age: 30-44 | 12\% | (28) | 14\% | (32) | 63\% | (141) | 10\% | (23) | 223 |
| Age: 45-54 | 6\% | (7) | $11 \%$ | (12) | 71\% | (84) | 13\% | (15) | 118 |
| Age: 55-64 | $4 \%$ | (6) | 8\% | (12) | 78\% | (108) | 9\% | (13) | 138 |
| Age: 65+ | $1 \%$ | (1) | 7\% | (9) | 80\% | (110) | 13\% | (18) | 138 |
| Generation Z: 18-22 | 3\% | (3) | 9\% | (8) | $74 \%$ | (68) | 14\% | (12) | 91 |
| Millennial: Age 23-38 | 7\% | (17) | 17\% | (41) | 65\% | (157) | 12\% | (28) | 242 |
| Generation X: Age 39-54 | 11\% | (22) | 14\% | (27) | 65\% | (129) | 10\% | (20) | 198 |
| Boomers: Age 55-73 | $3 \%$ | (6) | 8\% | (20) | 79\% | (194) | 10\% | (24) | 244 |
| PID: Dem (no lean) | 7\% | (22) | 15\% | (49) | 69\% | (232) | 10\% | (34) | 337 |
| PID: Ind (no lean) | $4 \%$ | (9) | 7\% | (17) | 78\% | (191) | 11\% | (28) | 245 |
| PID: Rep (no lean) | 8\% | (17) | 14\% | (30) | 66\% | (149) | 13\% | (29) | 225 |
| PID/Gender: Dem Men | 8\% | (15) | 19\% | (36) | 63\% | (117) | 10\% | (18) | 187 |
| PID/Gender: Dem Women | $4 \%$ | (7) | 8\% | (13) | 77\% | (115) | 11\% | (16) | 150 |
| PID/Gender: Ind Men | $2 \%$ | (3) | 3\% | (3) | 86\% | (106) | 9\% | (11) | 123 |
| PID/Gender: Ind Women | 5\% | (6) | $11 \%$ | (14) | 70\% | (85) | 14\% | (17) | 122 |
| PID/Gender: Rep Men | 12\% | (16) | 13\% | (17) | 62\% | (80) | 12\% | (15) | 128 |
| PID/Gender: Rep Women | 1\% | (1) | 14\% | (13) | 71\% | (69) | 14\% | (14) | 97 |
| Ideo: Liberal (1-3) | 9\% | (23) | 10\% | (27) | 75\% | (200) | 6\% | (16) | 267 |
| Ideo: Moderate (4) | 6\% | (13) | 16\% | (35) | 64\% | (137) | 13\% | (28) | 213 |
| Ideo: Conservative (5-7) | $4 \%$ | (10) | 10\% | (25) | 75\% | (186) | 10\% | (26) | 247 |
| Educ: < College | $4 \%$ | (20) | 13\% | (67) | 71\% | (362) | 12\% | (61) | 509 |
| Educ: Bachelors degree | 10\% | (19) | 12\% | (22) | 70\% | (131) | 8\% | (15) | 188 |
| Educ: Post-grad | 8\% | (9) | 7\% | (7) | 71\% | (79) | 13\% | (15) | 110 |
| Income: Under 50k | 5\% | (19) | $11 \%$ | (42) | 71\% | (272) | 14\% | (53) | 386 |
| Income: 50 k -100k | 6\% | (17) | 15\% | (44) | 70\% | (209) | 10\% | (30) | 300 |
| Income: $100 \mathrm{k}+$ | 10\% | (12) | 8\% | (10) | 75\% | (91) | 7\% | (9) | 122 |

Continued on next page

Table HR4_5: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
Healthy food options

| Demographic | This is a major reason |  | This is a minor reason |  | This is not a reason at all |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 6\% | (48) | 12\% | (96) | 71\% | (572) | 11\% | (91) | 807 |
| Ethnicity: White | 6\% | (35) | 11\% | (64) | 73\% | (441) | 11\% | (65) | 605 |
| Ethnicity: Hispanic | 10\% | (18) | 20\% | (39) | 63\% | (119) | 7\% | (13) | 190 |
| Ethnicity: Afr. Am. | $11 \%$ | (12) | 12\% | (13) | 63\% | (67) | 14\% | (15) | 107 |
| Ethnicity: Other | 2\% | (2) | $21 \%$ | (20) | 67\% | (64) | 10\% | (10) | 95 |
| Community: Urban | $11 \%$ | (25) | 14\% | (33) | 64\% | (147) | 11\% | (26) | 231 |
| Community: Suburban | 5\% | (19) | 12\% | (50) | $74 \%$ | (297) | 9\% | (36) | 401 |
| Community: Rural | 3\% | (5) | 8\% | (14) | 73\% | (129) | 16\% | (28) | 176 |
| Employ: Private Sector | $11 \%$ | (31) | 12\% | (35) | 69\% | (201) | 9\% | (25) | 291 |
| Employ: Government | $11 \%$ | (8) | 13\% | (9) | 59\% | (40) | 16\% | (11) | 68 |
| Employ: Self-Employed | 7\% | (4) | 5\% | (3) | 76\% | (50) | 12\% | (8) | 65 |
| Employ: Homemaker | 3\% | (1) | 27\% | (12) | 57\% | (26) | 13\% | (6) | 45 |
| Employ: Retired | 1\% | (1) | 5\% | (7) | 81\% | (117) | 13\% | (19) | 144 |
| Employ: Unemployed | 3\% | (3) | 20\% | (16) | 65\% | (53) | 11\% | (9) | 81 |
| Employ: Other | - | (0) | 17\% | (10) | $74 \%$ | (45) | 9\% | (6) | 61 |
| Military HH: Yes | 4\% | (4) | 8\% | (9) | 79\% | (95) | 10\% | (12) | 120 |
| Military HH: No | 6\% | (44) | 13\% | (87) | 69\% | (477) | 12\% | (79) | 687 |
| RD/WT: Right Direction | 8\% | (21) | 14\% | (39) | 69\% | (193) | 10\% | (27) | 280 |
| RD/WT: Wrong Track | 5\% | (27) | 11\% | (57) | 72\% | (379) | 12\% | (64) | 527 |
| Trump Job Approve | 8\% | (21) | 11\% | (32) | $72 \%$ | (201) | 9\% | (26) | 279 |
| Trump Job Disapprove | 5\% | (26) | 13\% | (63) | $71 \%$ | (346) | 11\% | (52) | 486 |
| Trump Job Strongly Approve | 10\% | (14) | 13\% | (18) | 65\% | (91) | 13\% | (18) | 140 |
| Trump Job Somewhat Approve | 5\% | (8) | 10\% | (14) | 79\% | (110) | 5\% | (8) | 139 |
| Trump Job Somewhat Disapprove | 3\% | (4) | 10\% | (11) | 73\% | (81) | 14\% | (15) | 112 |
| Trump Job Strongly Disapprove | 6\% | (22) | 14\% | (51) | $71 \%$ | (264) | 10\% | (37) | 374 |
| Favorable of Trump | 7\% | (19) | 12\% | (33) | $72 \%$ | (205) | 9\% | (26) | 282 |
| Unfavorable of Trump | 4\% | (21) | 13\% | (62) | $74 \%$ | (356) | 9\% | (44) | 483 |

[^39]Table HR4_5: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
Healthy food options

| Demographic | This is a major reason |  | This is a minor reason |  | This is not a reason at all |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 6\% | (48) | 12\% | (96) | 71\% | (572) | $11 \%$ | (91) | 807 |
| Very Favorable of Trump | 8\% | (12) | 15\% | (22) | 66\% | (98) | $11 \%$ | (16) | 149 |
| Somewhat Favorable of Trump | 5\% | (7) | 8\% | (11) | 80\% | (106) | 7\% | (10) | 133 |
| Somewhat Unfavorable of Trump | $4 \%$ | (4) | 16\% | (14) | 71\% | (60) | 9\% | (7) | 84 |
| Very Unfavorable of Trump | $4 \%$ | (18) | 12\% | (48) | 74\% | (296) | 9\% | (37) | 399 |
| \#1 Issue: Economy | $4 \%$ | (9) | 12\% | (26) | 73\% | (156) | 11\% | (24) | 215 |
| \#1 Issue: Security | 9\% | (17) | 14\% | (26) | 71\% | (138) | 7\% | (13) | 194 |
| \#1 Issue: Health Care | 5\% | (7) | 14\% | (20) | 65\% | (89) | 15\% | (20) | 137 |
| \#1 Issue: Medicare / Social Security | 5\% | (5) | 5\% | (4) | 73\% | (64) | 17\% | (15) | 88 |
| \#1 Issue: Women's Issues | 5\% | (2) | 7\% | (3) | 73\% | (30) | 15\% | (6) | 41 |
| \#1 Issue: Education | $2 \%$ | (1) | 10\% | (4) | 81\% | (29) | 8\% | (3) | 35 |
| \#1 Issue: Energy | 12\% | (8) | 21\% | (13) | 54\% | (34) | $14 \%$ | (9) | 64 |
| \#1 Issue: Other | - | (0) | - | (0) | 96\% | (31) | $4 \%$ | (1) | 33 |
| 2018 House Vote: Democrat | 7\% | (23) | 13\% | (45) | 72\% | (253) | 8\% | (29) | 350 |
| 2018 House Vote: Republican | 8\% | (17) | 12\% | (27) | 71\% | (160) | 9\% | (21) | 225 |
| 2018 House Vote: Someone else | - | (0) | 13\% | (2) | 57\% | (9) | 29\% | (5) | 16 |
| 2016 Vote: Hillary Clinton | 8\% | (24) | 13\% | (41) | 71\% | (222) | $9 \%$ | (28) | 314 |
| 2016 Vote: Donald Trump | 7\% | (17) | $11 \%$ | (26) | 70\% | (161) | 11\% | (25) | 229 |
| 2016 Vote: Other | 1\% | (1) | 8\% | (4) | 80\% | (36) | 11\% | (5) | 45 |
| 2016 Vote: Didn't Vote | 3\% | (7) | 12\% | (26) | 70\% | (153) | 15\% | (33) | 219 |
| Voted in 2014: Yes | 7\% | (33) | 13\% | (67) | 70\% | (351) | 10\% | (49) | 499 |
| Voted in 2014: No | 5\% | (16) | 9\% | (29) | 72\% | (221) | 14\% | (42) | 308 |
| 2012 Vote: Barack Obama | 7\% | (25) | 13\% | (44) | 70\% | (232) | $9 \%$ | (30) | 330 |
| 2012 Vote: Mitt Romney | 7\% | (11) | 10\% | (17) | 70\% | (115) | 12\% | (20) | 164 |
| 2012 Vote: Other | - | (0) | 10\% | (3) | 81\% | (21) | $9 \%$ | (2) | 26 |
| 2012 Vote: Didn't Vote | $4 \%$ | (12) | 12\% | (33) | 71\% | (203) | 13\% | (38) | 287 |
| 4-Region: Northeast | $9 \%$ | (14) | 17\% | (26) | 66\% | (100) | 8\% | (12) | 151 |
| 4-Region: Midwest | $4 \%$ | (7) | 7\% | (10) | 75\% | (114) | $14 \%$ | (22) | 153 |
| 4-Region: South | 7\% | (23) | 10\% | (30) | 69\% | (207) | 14\% | (42) | 302 |
| 4-Region: West | 2\% | (5) | 15\% | (30) | 75\% | (152) | 7\% | (15) | 202 |

Continued on next page

Table HR4_5: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
Healthy food options

| Demographic | This is a major reason |  | This is a minor reason |  | This is not a reason at all |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 6\% | (48) | 12\% | (96) | 71\% | (572) | $11 \%$ | (91) | 807 |
| Watch TV: Every day | 6\% | (26) | 12\% | (52) | 73\% | (304) | 9\% | (36) | 417 |
| Watch TV: Several times per week | 6\% | (11) | 11\% | (19) | 76\% | (134) | 6\% | (11) | 176 |
| Watch TV: About once per week | 5\% | (4) | 13\% | (10) | 64\% | (48) | 17\% | (13) | 74 |
| Watch TV: Several times per month | 10\% | (4) | 15\% | (6) | 57\% | (24) | 18\% | (7) | 41 |
| Watch TV: About once per month | - | (0) | 8\% | (2) | 58\% | (11) | 34\% | (7) | 20 |
| Watch TV: Less often than once per month | 5\% | (1) | 5\% | (1) | 78\% | (10) | 13\% | (2) | 13 |
| Watch TV: Never | 4\% | (3) | 10\% | (7) | 63\% | (42) | 23\% | (15) | 67 |
| Watch Movies: Every day | 11\% | (15) | 18\% | (26) | 66\% | (94) | 6\% | (8) | 142 |
| Watch Movies: Several times per week | 6\% | (14) | $9 \%$ | (21) | 73\% | (176) | 13\% | (31) | 242 |
| Watch Movies: About once per week | 8\% | (14) | 12\% | (21) | 69\% | (116) | 10\% | (17) | 168 |
| Watch Movies: Several times per month | $2 \%$ | (1) | 12\% | (10) | 77\% | (63) | 9\% | (8) | 83 |
| Watch Movies: About once per month | $3 \%$ | (2) | 13\% | (9) | 68\% | (45) | 16\% | (10) | 66 |
| Watch Movies: Less often than once per month | $2 \%$ | (1) | $4 \%$ | (2) | 88\% | (46) | 6\% | (3) | 52 |
| Watch Movies: Never | 1\% | (1) | 15\% | (8) | 60\% | (33) | 24\% | (13) | 55 |
| Watch Sporting Events: Every day | 18\% | (14) | 29\% | (23) | 51\% | (39) | 1\% | (1) | 76 |
| Watch Sporting Events: Several times per week | 9\% | (14) | 11\% | (18) | $74 \%$ | (114) | 6\% | (9) | 154 |
| Watch Sporting Events: About once per week | 7\% | (9) | 13\% | (16) | 67\% | (85) | 13\% | (16) | 127 |
| Watch Sporting Events: Several times per month | $4 \%$ | (2) | 12\% | (7) | 71\% | (41) | 13\% | (7) | 58 |
| Watch Sporting Events: About once per month | 5\% | (3) | 12\% | (6) | 73\% | (36) | 9\% | (4) | 48 |
| Watch Sporting Events: Less often than once per month | 1\% | (1) | 7\% | (7) | 82\% | (83) | 10\% | (11) | 101 |
| Watch Sporting Events: Never | 2\% | (6) | 8\% | (20) | 72\% | (174) | 18\% | (43) | 242 |
| Cable TV: Currently subscribe | 8\% | (31) | 10\% | (40) | 72\% | (294) | 10\% | (43) | 408 |
| Cable TV: Subscribed in past | $3 \%$ | (9) | 12\% | (32) | $74 \%$ | (189) | 10\% | (26) | 256 |
| Cable TV: Never subscribed | 6\% | (8) | 17\% | (24) | 62\% | (89) | 15\% | (22) | 143 |
| Satellite TV: Currently subscribe | 12\% | (19) | 10\% | (16) | 67\% | (104) | 10\% | (16) | 155 |
| Satellite TV: Subscribed in past | 5\% | (11) | 11\% | (24) | 73\% | (156) | $11 \%$ | (23) | 214 |
| Satellite TV: Never subscribed | $4 \%$ | (18) | 13\% | (56) | $71 \%$ | (312) | 12\% | (52) | 438 |

Continued on next page

Table HR4_5: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
Healthy food options

| Demographic | This is a major <br> reason |  | This is a minor <br> reason | This is not a <br> reason at all | Don't know No <br> opinion |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Total N |  |  |  |  |  |

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

Table HR4_6: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
Inexpensive ticket cost on certain days or at certain times

| Demographic | This is a major reason |  | This is a minor reason |  | This is not a reason at all |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 35\% | (281) | $31 \%$ | (248) | 26\% | (208) | 9\% | (71) | 807 |
| Gender: Male | 33\% | (146) | 30\% | (130) | 26\% | (115) | 11\% | (48) | 439 |
| Gender: Female | 37\% | (136) | $32 \%$ | (118) | 25\% | (93) | 6\% | (23) | 369 |
| Age: 18-29 | 35\% | (66) | 27\% | (51) | 26\% | (50) | 12\% | (23) | 190 |
| Age: 30-44 | 36\% | (79) | 28\% | (63) | 24\% | (53) | 12\% | (27) | 223 |
| Age: 45-54 | 38\% | (45) | 26\% | (31) | 29\% | (35) | 7\% | (8) | 118 |
| Age: 55-64 | 30\% | (41) | 36\% | (50) | 30\% | (41) | 4\% | (6) | 138 |
| Age: 65+ | 36\% | (49) | 38\% | (53) | $21 \%$ | (28) | 5\% | (8) | 138 |
| Generation Z: 18-22 | 42\% | (38) | 24\% | (22) | 21\% | (20) | 12\% | (11) | 91 |
| Millennial: Age 23-38 | 35\% | (84) | 29\% | (70) | 23\% | (55) | 14\% | (34) | 242 |
| Generation X: Age 39-54 | 35\% | (69) | 27\% | (53) | 32\% | (64) | 6\% | (12) | 198 |
| Boomers: Age 55-73 | 33\% | (81) | 37\% | (90) | 25\% | (61) | 5\% | (13) | 244 |
| PID: Dem (no lean) | 33\% | (111) | $31 \%$ | (106) | 27\% | (91) | 8\% | (28) | 337 |
| PID: Ind (no lean) | 38\% | (92) | 28\% | (69) | 24\% | (59) | 10\% | (26) | 245 |
| PID: Rep (no lean) | 35\% | (78) | 32\% | (73) | 26\% | (58) | 8\% | (17) | 225 |
| PID/Gender: Dem Men | 35\% | (66) | 30\% | (57) | 24\% | (45) | 10\% | (19) | 187 |
| PID/Gender: Dem Women | 30\% | (45) | $33 \%$ | (50) | $31 \%$ | (46) | 6\% | (9) | 150 |
| PID/Gender: Ind Men | 31\% | (38) | 25\% | (30) | $32 \%$ | (40) | 13\% | (15) | 123 |
| PID/Gender: Ind Women | 45\% | (54) | $31 \%$ | (38) | 16\% | (19) | 8\% | (10) | 122 |
| PID/Gender: Rep Men | 33\% | (42) | 33\% | (43) | 24\% | (31) | 10\% | (13) | 128 |
| PID/Gender: Rep Women | 37\% | (36) | $31 \%$ | (30) | 28\% | (27) | $4 \%$ | (4) | 97 |
| Ideo: Liberal (1-3) | 35\% | (92) | 35\% | (93) | 26\% | (70) | $4 \%$ | (11) | 267 |
| Ideo: Moderate (4) | 31\% | (66) | 26\% | (55) | 31\% | (66) | 12\% | (25) | 213 |
| Ideo: Conservative (5-7) | 35\% | (87) | 35\% | (86) | 24\% | (59) | 6\% | (14) | 247 |
| Educ: < College | 39\% | (201) | 26\% | (134) | 23\% | (118) | 11\% | (57) | 509 |
| Educ: Bachelors degree | 30\% | (57) | 37\% | (70) | 29\% | (54) | 4\% | (7) | 188 |
| Educ: Post-grad | 21\% | (24) | 40\% | (44) | 32\% | (36) | 7\% | (7) | 110 |
| Income: Under 50k | 36\% | (137) | 29\% | (112) | 23\% | (87) | 13\% | (49) | 386 |
| Income: 50k-100k | 35\% | (104) | 35\% | (106) | 26\% | (77) | 4\% | (13) | 300 |
| Income: 100k+ | 33\% | (40) | 24\% | (29) | $36 \%$ | (44) | 7\% | (9) | 122 |

[^40]Table HR4_6: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
Inexpensive ticket cost on certain days or at certain times

| Demographic | This is a major reason |  | This is a minor reason |  | This is not a reason at all |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 35\% | (281) | $31 \%$ | (248) | 26\% | (208) | 9\% | (71) | 807 |
| Ethnicity: White | 33\% | (202) | 31\% | (188) | 28\% | (170) | 7\% | (45) | 605 |
| Ethnicity: Hispanic | 43\% | (82) | 20\% | (39) | 28\% | (53) | 8\% | (16) | 190 |
| Ethnicity: Afr. Am. | 38\% | (40) | 28\% | (30) | 17\% | (18) | 17\% | (18) | 107 |
| Ethnicity: Other | 41\% | (39) | 31\% | (29) | 20\% | (19) | 9\% | (8) | 95 |
| Community: Urban | 32\% | (73) | $33 \%$ | (75) | 25\% | (57) | 11\% | (26) | 231 |
| Community: Suburban | 38\% | (153) | 26\% | (106) | 28\% | (113) | 7\% | (29) | 401 |
| Community: Rural | $31 \%$ | (55) | 38\% | (67) | $21 \%$ | (38) | 9\% | (16) | 176 |
| Employ: Private Sector | 34\% | (98) | 30\% | (87) | 30\% | (89) | 6\% | (18) | 291 |
| Employ: Government | 18\% | (12) | 29\% | (20) | 38\% | (26) | 16\% | (11) | 68 |
| Employ: Self-Employed | 35\% | (23) | 34\% | (22) | 20\% | (13) | 12\% | (8) | 65 |
| Employ: Homemaker | 50\% | (22) | 25\% | (11) | 24\% | (11) | 1\% | (1) | 45 |
| Employ: Retired | 34\% | (49) | 38\% | (55) | $21 \%$ | (31) | 6\% | (9) | 144 |
| Employ: Unemployed | 29\% | (24) | 30\% | (24) | 15\% | (12) | 26\% | (21) | 81 |
| Employ: Other | 41\% | (25) | 25\% | (15) | 26\% | (16) | 7\% | (4) | 61 |
| Military HH: Yes | 41\% | (50) | 24\% | (29) | 28\% | (34) | 6\% | (7) | 120 |
| Military HH: No | 34\% | (232) | $32 \%$ | (218) | 25\% | (174) | 9\% | (64) | 687 |
| RD/WT: Right Direction | 37\% | (104) | $31 \%$ | (86) | 26\% | (72) | 7\% | (19) | 280 |
| RD/WT: Wrong Track | 34\% | (178) | $31 \%$ | (162) | 26\% | (136) | 10\% | (52) | 527 |
| Trump Job Approve | 36\% | (99) | $31 \%$ | (88) | 27\% | (75) | 6\% | (17) | 279 |
| Trump Job Disapprove | 33\% | (162) | $33 \%$ | (159) | 27\% | (130) | 7\% | (35) | 486 |
| Trump Job Strongly Approve | 39\% | (55) | $31 \%$ | (43) | $21 \%$ | (29) | 9\% | (13) | 140 |
| Trump Job Somewhat Approve | 32\% | (44) | 32\% | (45) | $33 \%$ | (46) | 3\% | (4) | 139 |
| Trump Job Somewhat Disapprove | 34\% | (38) | 33\% | (36) | 27\% | (31) | 6\% | (7) | 112 |
| Trump Job Strongly Disapprove | 33\% | (124) | 33\% | (123) | 27\% | (100) | 7\% | (28) | 374 |
| Favorable of Trump | 35\% | (98) | 31\% | (86) | 28\% | (80) | 6\% | (18) | 282 |
| Unfavorable of Trump | 35\% | (170) | $32 \%$ | (156) | 26\% | (124) | 7\% | (33) | 483 |

[^41]Table HR4_6: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
Inexpensive ticket cost on certain days or at certain times

| Demographic | This is a major reason |  | This is a minor reason |  | This is not a reason at all |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 35\% | (281) | 31\% | (248) | 26\% | (208) | 9\% | (71) | 807 |
| Very Favorable of Trump | 39\% | (58) | 32\% | (48) | 19\% | (28) | 10\% | (15) | 149 |
| Somewhat Favorable of Trump | 30\% | (40) | 29\% | (38) | 39\% | (52) | 2\% | (3) | 133 |
| Somewhat Unfavorable of Trump | 36\% | (30) | 32\% | (27) | 27\% | (23) | 6\% | (5) | 84 |
| Very Unfavorable of Trump | 35\% | (140) | $32 \%$ | (129) | 25\% | (101) | 7\% | (29) | 399 |
| \#1 Issue: Economy | $33 \%$ | (70) | 29\% | (63) | 26\% | (55) | 13\% | (27) | 215 |
| \#1 Issue: Security | 34\% | (66) | 31\% | (61) | 28\% | (54) | 7\% | (13) | 194 |
| \#1 Issue: Health Care | 37\% | (51) | 35\% | (48) | 20\% | (27) | 8\% | (11) | 137 |
| \#1 Issue: Medicare / Social Security | 35\% | (31) | 32\% | (28) | 22\% | (19) | 11\% | (10) | 88 |
| \#1 Issue: Women's Issues | 54\% | (22) | 22\% | (9) | 20\% | (8) | 4\% | (2) | 41 |
| \#1 Issue: Education | 37\% | (13) | 31\% | (11) | $32 \%$ | (11) | - | (0) | 35 |
| \#1 Issue: Energy | 28\% | (18) | 30\% | (19) | 29\% | (18) | 13\% | (8) | 64 |
| \#1 Issue: Other | 29\% | (9) | 27\% | (9) | 43\% | (14) | 1\% | (0) | 33 |
| 2018 House Vote: Democrat | 33\% | (115) | 32\% | (111) | 30\% | (104) | 6\% | (21) | 350 |
| 2018 House Vote: Republican | 38\% | (85) | 32\% | (73) | 24\% | (55) | 5\% | (12) | 225 |
| 2018 House Vote: Someone else | 28\% | (5) | 22\% | (4) | 19\% | (3) | $31 \%$ | (5) | 16 |
| 2016 Vote: Hillary Clinton | 32\% | (101) | 31\% | (98) | 30\% | (93) | 7\% | (22) | 314 |
| 2016 Vote: Donald Trump | 36\% | (83) | 36\% | (83) | 22\% | (51) | 5\% | (13) | 229 |
| 2016 Vote: Other | 34\% | (15) | 20\% | (9) | 39\% | (18) | 7\% | (3) | 45 |
| 2016 Vote: Didn't Vote | 37\% | (81) | 27\% | (58) | 21\% | (46) | 15\% | (33) | 219 |
| Voted in 2014: Yes | 34\% | (172) | 32\% | (158) | 28\% | (141) | 6\% | (28) | 499 |
| Voted in 2014: No | 35\% | (109) | 29\% | (90) | 22\% | (66) | 14\% | (43) | 308 |
| 2012 Vote: Barack Obama | 33\% | (109) | 33\% | (110) | 28\% | (93) | 6\% | (19) | 330 |
| 2012 Vote: Mitt Romney | 40\% | (65) | 34\% | (56) | 22\% | (36) | 4\% | (7) | 164 |
| 2012 Vote: Other | 27\% | (7) | 27\% | (7) | 39\% | (10) | 7\% | (2) | 26 |
| 2012 Vote: Didn't Vote | 35\% | (100) | 26\% | (75) | 24\% | (69) | 15\% | (43) | 287 |
| 4-Region: Northeast | 30\% | (46) | 30\% | (46) | 35\% | (53) | 5\% | (7) | 151 |
| 4-Region: Midwest | 34\% | (52) | 40\% | (61) | 18\% | (28) | 8\% | (12) | 153 |
| 4-Region: South | 32\% | (96) | 31\% | (93) | 26\% | (78) | 11\% | (33) | 302 |
| 4-Region: West | 43\% | (87) | 24\% | (48) | 24\% | (48) | 9\% | (18) | 202 |

[^42]Table HR4_6: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
Inexpensive ticket cost on certain days or at certain times

| Demographic | This is a major reason |  | This is a minor reason |  | This is not a reason at all |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 35\% | (281) | 31\% | (248) | 26\% | (208) | 9\% | (71) | 807 |
| Watch TV: Every day | 41\% | (172) | 28\% | (116) | 23\% | (98) | 7\% | (31) | 417 |
| Watch TV: Several times per week | 28\% | (49) | 37\% | (65) | 30\% | (52) | 5\% | (10) | 176 |
| Watch TV: About once per week | 28\% | (21) | 27\% | (20) | 34\% | (25) | 11\% | (8) | 74 |
| Watch TV: Several times per month | 15\% | (6) | 45\% | (18) | 19\% | (8) | 22\% | (9) | 41 |
| Watch TV: About once per month | 16\% | (3) | 38\% | (7) | 29\% | (6) | 16\% | (3) | 20 |
| Watch TV: Less often than once per month | 39\% | (5) | 20\% | (3) | 32\% | (4) | 8\% | (1) | 13 |
| Watch TV: Never | 37\% | (25) | 27\% | (18) | 22\% | (15) | 14\% | (9) | 67 |
| Watch Movies: Every day | 32\% | (45) | 34\% | (48) | 22\% | (31) | 13\% | (18) | 142 |
| Watch Movies: Several times per week | 39\% | (95) | 34\% | (82) | 20\% | (49) | 6\% | (15) | 242 |
| Watch Movies: About once per week | 41\% | (69) | 24\% | (40) | 28\% | (46) | 8\% | (13) | 168 |
| Watch Movies: Several times per month | 30\% | (25) | 28\% | (24) | 30\% | (25) | 11\% | (9) | 83 |
| Watch Movies: About once per month | 27\% | (18) | 28\% | (18) | 36\% | (24) | 10\% | (7) | 66 |
| Watch Movies: Less often than once per month | 22\% | (12) | 38\% | (20) | 37\% | (19) | 2\% | (1) | 52 |
| Watch Movies: Never | 32\% | (17) | 29\% | (16) | 26\% | (14) | $14 \%$ | (8) | 55 |
| Watch Sporting Events: Every day | 49\% | (37) | 14\% | (11) | 29\% | (22) | 8\% | (6) | 76 |
| Watch Sporting Events: Several times per week | 33\% | (51) | 38\% | (58) | 25\% | (39) | 3\% | (5) | 154 |
| Watch Sporting Events: About once per week | 27\% | (35) | 34\% | (43) | 29\% | (37) | 10\% | (13) | 127 |
| Watch Sporting Events: Several times per month | 25\% | (15) | $31 \%$ | (18) | 30\% | (17) | 15\% | (8) | 58 |
| Watch Sporting Events: About once per month | 37\% | (18) | 39\% | (19) | 19\% | (9) | 6\% | (3) | 48 |
| Watch Sporting Events: Less often than once per month | 32\% | (32) | 35\% | (35) | 26\% | (26) | 7\% | (8) | 101 |
| Watch Sporting Events: Never | 39\% | (94) | 26\% | (64) | 23\% | (57) | 11\% | (28) | 242 |
| Cable TV: Currently subscribe | 35\% | (142) | 33\% | (133) | 24\% | (98) | 9\% | (35) | 408 |
| Cable TV: Subscribed in past | 31\% | (79) | 28\% | (73) | 33\% | (85) | 8\% | (19) | 256 |
| Cable TV: Never subscribed | 42\% | (60) | 29\% | (42) | 17\% | (25) | 11\% | (16) | 143 |
| Satellite TV: Currently subscribe | 41\% | (63) | 29\% | (46) | 26\% | (39) | 4\% | (7) | 155 |
| Satellite TV: Subscribed in past | 32\% | (68) | 31\% | (67) | 28\% | (60) | 9\% | (19) | 214 |
| Satellite TV: Never subscribed | 34\% | (150) | $31 \%$ | (135) | 25\% | (108) | 10\% | (46) | 438 |

Continued on next page

Table HR4_6: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
Inexpensive ticket cost on certain days or at certain times

| Demographic | This is a major <br> reason |  | This is a minor <br> reason |  | This is not a <br> reason at all | Don't know / No <br> opinion | Total N |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

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

Table HR4_7: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
Inexpensive food cost on certain days or at certain times

| Demographic | This is a major reason |  | This is a minor reason |  | This is not a reason at all |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 14\% | (111) | 23\% | (183) | 53\% | (432) | 10\% | (82) | 807 |
| Gender: Male | 12\% | (52) | 28\% | (122) | 50\% | (218) | 11\% | (47) | 439 |
| Gender: Female | 16\% | (58) | 17\% | (61) | 58\% | (214) | 10\% | (35) | 369 |
| Age: 18-29 | 18\% | (35) | 22\% | (42) | 48\% | (91) | 11\% | (21) | 190 |
| Age: 30-44 | 19\% | (42) | 30\% | (67) | 39\% | (86) | 12\% | (28) | 223 |
| Age: 45-54 | 13\% | (15) | 21\% | (25) | 57\% | (68) | 8\% | (10) | 118 |
| Age: 55-64 | 7\% | (10) | 22\% | (31) | 65\% | (90) | 6\% | (8) | 138 |
| Age: 65+ | 6\% | (8) | 13\% | (17) | 71\% | (98) | 11\% | (15) | 138 |
| Generation Z: 18-22 | 22\% | (21) | 15\% | (14) | 50\% | (46) | 13\% | (12) | 91 |
| Millennial: Age 23-38 | 17\% | (40) | 28\% | (69) | 42\% | (102) | 13\% | (32) | 242 |
| Generation X: Age 39-54 | 16\% | (32) | 27\% | (53) | 49\% | (97) | 8\% | (16) | 198 |
| Boomers: Age 55-73 | 7\% | (17) | 19\% | (47) | 66\% | (162) | 8\% | (18) | 244 |
| PID: Dem (no lean) | 12\% | (41) | 26\% | (89) | $52 \%$ | (176) | 9\% | (31) | 337 |
| PID: Ind (no lean) | 16\% | (38) | 16\% | (40) | 56\% | (137) | 12\% | (30) | 245 |
| PID: Rep (no lean) | 14\% | (32) | 24\% | (53) | 53\% | (119) | 9\% | (21) | 225 |
| PID/Gender: Dem Men | 11\% | (21) | 37\% | (70) | 41\% | (77) | 11\% | (20) | 187 |
| PID/Gender: Dem Women | 14\% | (20) | 13\% | (20) | 66\% | (99) | 8\% | (11) | 150 |
| PID/Gender: Ind Men | 9\% | (11) | 15\% | (19) | 63\% | (77) | 13\% | (16) | 123 |
| PID/Gender: Ind Women | 22\% | (27) | 17\% | (21) | 49\% | (60) | 11\% | (14) | 122 |
| PID/Gender: Rep Men | 16\% | (21) | 26\% | (33) | 49\% | (63) | 8\% | (11) | 128 |
| PID/Gender: Rep Women | 11\% | (11) | 21\% | (20) | 57\% | (56) | 11\% | (10) | 97 |
| Ideo: Liberal (1-3) | 13\% | (35) | 25\% | (68) | 56\% | (150) | 5\% | (14) | 267 |
| Ideo: Moderate (4) | 14\% | (29) | 26\% | (54) | 49\% | (104) | 12\% | (25) | 213 |
| Ideo: Conservative (5-7) | 12\% | (31) | 20\% | (49) | 59\% | (145) | 9\% | (21) | 247 |
| Educ: < College | 16\% | (83) | 22\% | (110) | 50\% | (256) | 12\% | (60) | 509 |
| Educ: Bachelors degree | 10\% | (18) | 26\% | (49) | 57\% | (107) | 7\% | (13) | 188 |
| Educ: Post-grad | 8\% | (9) | 22\% | (24) | 62\% | (68) | 8\% | (9) | 110 |
| Income: Under 50k | 15\% | (59) | 19\% | (75) | 52\% | (200) | 13\% | (52) | 386 |
| Income: 50k-100k | 13\% | (39) | 28\% | (83) | 51\% | (153) | 8\% | (24) | 300 |
| Income: 100k+ | 10\% | (12) | 20\% | (25) | 64\% | (78) | 5\% | (6) | 122 |

[^43]Table HR4_7: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
Inexpensive food cost on certain days or at certain times

| Demographic | This is a major reason |  | This is a minor reason |  | This is not a reason at all |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 14\% | (111) | 23\% | (183) | 53\% | (432) | 10\% | (82) | 807 |
| Ethnicity: White | 12\% | (72) | 22\% | (131) | 57\% | (344) | 10\% | (59) | 605 |
| Ethnicity: Hispanic | 25\% | (48) | 26\% | (50) | 41\% | (78) | 7\% | (14) | 190 |
| Ethnicity: Afr. Am. | 18\% | (19) | 32\% | (35) | $34 \%$ | (37) | 15\% | (16) | 107 |
| Ethnicity: Other | 20\% | (19) | 18\% | (17) | 54\% | (52) | 7\% | (7) | 95 |
| Community: Urban | 11\% | (24) | 23\% | (53) | 56\% | (130) | 10\% | (24) | 231 |
| Community: Suburban | 17\% | (66) | 22\% | (90) | 52\% | (210) | 9\% | (35) | 401 |
| Community: Rural | 11\% | (20) | 23\% | (40) | 52\% | (92) | 13\% | (24) | 176 |
| Employ: Private Sector | 13\% | (38) | 27\% | (80) | 53\% | (154) | 7\% | (20) | 291 |
| Employ: Government | 5\% | (4) | 32\% | (22) | 50\% | (34) | 13\% | (9) | 68 |
| Employ: Self-Employed | 11\% | (7) | 23\% | (15) | 55\% | (36) | 11\% | (7) | 65 |
| Employ: Homemaker | 32\% | (14) | 25\% | (11) | 41\% | (18) | 3\% | (1) | 45 |
| Employ: Retired | 6\% | (9) | 16\% | (23) | 67\% | (97) | 11\% | (16) | 144 |
| Employ: Unemployed | 20\% | (16) | 14\% | (11) | 46\% | (37) | 21\% | (17) | 81 |
| Employ: Other | 12\% | (7) | 19\% | (12) | 60\% | (36) | 9\% | (5) | 61 |
| Military HH: Yes | 13\% | (15) | 20\% | (24) | 60\% | (72) | 7\% | (9) | 120 |
| Military HH: No | 14\% | (95) | 23\% | (159) | 52\% | (360) | 11\% | (73) | 687 |
| RD/WT: Right Direction | 15\% | (41) | 25\% | (70) | 53\% | (149) | 7\% | (19) | 280 |
| RD/WT: Wrong Track | 13\% | (69) | 21\% | (113) | 54\% | (282) | 12\% | (63) | 527 |
| Trump Job Approve | 13\% | (37) | 23\% | (64) | 56\% | (157) | 7\% | (21) | 279 |
| Trump Job Disapprove | 12\% | (57) | 24\% | (118) | 55\% | (267) | 9\% | (43) | 486 |
| Trump Job Strongly Approve | 17\% | (24) | 25\% | (35) | 47\% | (66) | 11\% | (15) | 140 |
| Trump Job Somewhat Approve | 9\% | (13) | 21\% | (29) | 66\% | (92) | 4\% | (6) | 139 |
| Trump Job Somewhat Disapprove | 14\% | (16) | 18\% | (20) | 55\% | (62) | 13\% | (14) | 112 |
| Trump Job Strongly Disapprove | 11\% | (42) | 26\% | (98) | 55\% | (206) | 8\% | (29) | 374 |
| Favorable of Trump | 13\% | (36) | 25\% | (71) | 55\% | (155) | 7\% | (21) | 282 |
| Unfavorable of Trump | 14\% | (68) | 22\% | (108) | 56\% | (270) | 8\% | (37) | 483 |

[^44]Table HR4_7: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
Inexpensive food cost on certain days or at certain times

| Demographic | This is a major reason |  | This is a minor reason |  | This is not a reason at all |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 14\% | (111) | 23\% | (183) | $53 \%$ | (432) | 10\% | (82) | 807 |
| Very Favorable of Trump | 17\% | (25) | 26\% | (39) | 49\% | (73) | 9\% | (13) | 149 |
| Somewhat Favorable of Trump | 8\% | (11) | 24\% | (32) | 62\% | (82) | 6\% | (8) | 133 |
| Somewhat Unfavorable of Trump | 13\% | (11) | 28\% | (24) | $51 \%$ | (43) | 8\% | (6) | 84 |
| Very Unfavorable of Trump | 14\% | (58) | 21\% | (84) | 57\% | (227) | 8\% | (30) | 399 |
| \#1 Issue: Economy | 15\% | (33) | 24\% | (52) | 49\% | (106) | 12\% | (25) | 215 |
| \#1 Issue: Security | 14\% | (27) | 26\% | (50) | 52\% | (101) | 8\% | (16) | 194 |
| \#1 Issue: Health Care | 11\% | (14) | 30\% | (41) | 49\% | (68) | 10\% | (14) | 137 |
| \#1 Issue: Medicare / Social Security | 8\% | (7) | 13\% | (12) | 63\% | (55) | 16\% | (14) | 88 |
| \#1 Issue: Women's Issues | 38\% | (16) | 11\% | (5) | 45\% | (18) | 6\% | (3) | 41 |
| \#1 Issue: Education | 17\% | (6) | 16\% | (6) | 63\% | (22) | $4 \%$ | (1) | 35 |
| \#1 Issue: Energy | 7\% | (5) | 26\% | (17) | 53\% | (34) | 14\% | (9) | 64 |
| \#1 Issue: Other | 8\% | (3) | 6\% | (2) | 85\% | (28) | 1\% | (0) | 33 |
| 2018 House Vote: Democrat | 11\% | (39) | 26\% | (91) | 55\% | (194) | 7\% | (26) | 350 |
| 2018 House Vote: Republican | 14\% | (31) | 23\% | (52) | 56\% | (125) | 7\% | (17) | 225 |
| 2018 House Vote: Someone else | 18\% | (3) | 20\% | (3) | 29\% | (5) | $34 \%$ | (6) | 16 |
| 2016 Vote: Hillary Clinton | 11\% | (36) | 25\% | (78) | 55\% | (171) | 9\% | (29) | 314 |
| 2016 Vote: Donald Trump | 14\% | (32) | 25\% | (57) | 53\% | (121) | 8\% | (19) | 229 |
| 2016 Vote: Other | 13\% | (6) | 17\% | (8) | 63\% | (29) | 6\% | (3) | 45 |
| 2016 Vote: Didn't Vote | 17\% | (37) | 18\% | (40) | $51 \%$ | (111) | 14\% | (31) | 219 |
| Voted in 2014: Yes | 13\% | (64) | 23\% | (113) | 56\% | (282) | 8\% | (41) | 499 |
| Voted in 2014: No | 15\% | (47) | 23\% | (70) | 49\% | (150) | 13\% | (41) | 308 |
| 2012 Vote: Barack Obama | 14\% | (45) | 21\% | (71) | 57\% | (188) | 8\% | (26) | 330 |
| 2012 Vote: Mitt Romney | 13\% | (21) | 23\% | (38) | 56\% | (92) | 8\% | (13) | 164 |
| 2012 Vote: Other | 10\% | (2) | 25\% | (7) | 58\% | (15) | 7\% | (2) | 26 |
| 2012 Vote: Didn't Vote | 15\% | (42) | 24\% | (68) | 47\% | (136) | $14 \%$ | (40) | 287 |
| 4-Region: Northeast | 18\% | (28) | 27\% | (40) | 51\% | (77) | 4\% | (7) | 151 |
| 4-Region: Midwest | 7\% | (10) | 20\% | (31) | $56 \%$ | (85) | $17 \%$ | (27) | 153 |
| 4-Region: South | 11\% | (33) | 23\% | (70) | 55\% | (165) | 11\% | (34) | 302 |
| 4-Region: West | 20\% | (40) | 21\% | (42) | $52 \%$ | (105) | 7\% | (15) | 202 |

Continued on next page

Table HR4_7: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
Inexpensive food cost on certain days or at certain times

| Demographic | This is a major reason |  | This is a minor reason |  | This is not a reason at all |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 14\% | (111) | 23\% | (183) | 53\% | (432) | 10\% | (82) | 807 |
| Watch TV: Every day | 16\% | (65) | 23\% | (97) | 54\% | (224) | 8\% | (31) | 417 |
| Watch TV: Several times per week | 10\% | (17) | 26\% | (46) | 58\% | (102) | 6\% | (10) | 176 |
| Watch TV: About once per week | 10\% | (7) | 22\% | (16) | 48\% | (36) | 21\% | (15) | 74 |
| Watch TV: Several times per month | 23\% | (10) | 16\% | (7) | 47\% | (19) | 13\% | (6) | 41 |
| Watch TV: About once per month | 13\% | (3) | 20\% | (4) | 48\% | (9) | 19\% | (4) | 20 |
| Watch TV: Less often than once per month | 5\% | (1) | 24\% | (3) | 58\% | (7) | 13\% | (2) | 13 |
| Watch TV: Never | 13\% | (8) | 16\% | (10) | 51\% | (34) | 21\% | (14) | 67 |
| Watch Movies: Every day | 17\% | (24) | 29\% | (41) | 50\% | (71) | 5\% | (7) | 142 |
| Watch Movies: Several times per week | 15\% | (37) | 28\% | (67) | 44\% | (107) | 12\% | (30) | 242 |
| Watch Movies: About once per week | 12\% | (20) | 25\% | (42) | 55\% | (92) | 9\% | (15) | 168 |
| Watch Movies: Several times per month | 10\% | (8) | 14\% | (11) | 68\% | (57) | 8\% | (7) | 83 |
| Watch Movies: About once per month | 15\% | (10) | 9\% | (6) | 60\% | (40) | 15\% | (10) | 66 |
| Watch Movies: Less often than once per month | 8\% | (4) | 12\% | (6) | 75\% | (39) | 6\% | (3) | 52 |
| Watch Movies: Never | 14\% | (8) | 18\% | (10) | 49\% | (27) | 19\% | (10) | 55 |
| Watch Sporting Events: Every day | 20\% | (15) | 35\% | (27) | 43\% | (33) | 1\% | (1) | 76 |
| Watch Sporting Events: Several times per week | 12\% | (18) | 32\% | (50) | 51\% | (79) | 5\% | (7) | 154 |
| Watch Sporting Events: About once per week | 11\% | (14) | 24\% | (30) | 53\% | (68) | 12\% | (15) | 127 |
| Watch Sporting Events: Several times per month | 12\% | (7) | 19\% | (11) | 54\% | (31) | 16\% | (9) | 58 |
| Watch Sporting Events: About once per month | 21\% | (10) | 24\% | (11) | 49\% | (24) | 6\% | (3) | 48 |
| Watch Sporting Events: Less often than once per month | 9\% | (9) | 16\% | (16) | 66\% | (67) | 9\% | (9) | 101 |
| Watch Sporting Events: Never | 16\% | (38) | 15\% | (37) | 54\% | (130) | 15\% | (37) | 242 |
| Cable TV: Currently subscribe | 11\% | (46) | 24\% | (97) | 54\% | (221) | 11\% | (43) | 408 |
| Cable TV: Subscribed in past | 12\% | (30) | 23\% | (58) | 57\% | (145) | 9\% | (23) | 256 |
| Cable TV: Never subscribed | 24\% | (34) | 19\% | (27) | 46\% | (66) | 11\% | (16) | 143 |
| Satellite TV: Currently subscribe | 16\% | (24) | 28\% | (44) | 50\% | (77) | 6\% | (10) | 155 |
| Satellite TV: Subscribed in past | 11\% | (24) | 27\% | (59) | 53\% | (113) | 9\% | (19) | 214 |
| Satellite TV: Never subscribed | 14\% | (63) | 18\% | (81) | 55\% | (242) | 12\% | (53) | 438 |

Continued on next page

Table HR4_7: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
Inexpensive food cost on certain days or at certain times

| Demographic | This is a major <br> reason |  | This is a minor <br> reason | This is not a <br> reason at all | Don't know / No <br> opinion |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Total N |  |  |  |  |  |

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

Table HR4_8: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
Ability to buy tickets online or on my phone

| Demographic | This is a major reason |  | This is a minor reason |  | This is not a reason at all |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 19\% | (150) | 28\% | (228) | 43\% | (349) | 10\% | (81) | 807 |
| Gender: Male | 20\% | (88) | $31 \%$ | (135) | 39\% | (170) | 10\% | (46) | 439 |
| Gender: Female | 17\% | (61) | 25\% | (93) | 49\% | (179) | 10\% | (35) | 369 |
| Age: 18-29 | 33\% | (63) | 26\% | (49) | 32\% | (60) | 9\% | (17) | 190 |
| Age: 30-44 | 20\% | (45) | 40\% | (89) | 30\% | (67) | 10\% | (22) | 223 |
| Age: 45-54 | 16\% | (18) | 21\% | (25) | 52\% | (61) | 12\% | (14) | 118 |
| Age: 55-64 | 9\% | (13) | 30\% | (41) | 53\% | (73) | 8\% | (12) | 138 |
| Age: 65+ | 8\% | (10) | 17\% | (23) | 64\% | (88) | 12\% | (16) | 138 |
| Generation Z: 18-22 | 40\% | (36) | 18\% | (16) | 36\% | (33) | 7\% | (6) | 91 |
| Millennial: Age 23-38 | 23\% | (55) | 37\% | (89) | 29\% | (70) | 11\% | (27) | 242 |
| Generation X: Age 39-54 | 18\% | (35) | 29\% | (58) | 43\% | (86) | 10\% | (19) | 198 |
| Boomers: Age 55-73 | 8\% | (19) | $24 \%$ | (59) | 58\% | (143) | 10\% | (24) | 244 |
| PID: Dem (no lean) | 22\% | (73) | 34\% | (114) | 35\% | (116) | 10\% | (33) | 337 |
| PID: Ind (no lean) | 16\% | (39) | 20\% | (49) | 53\% | (130) | 11\% | (28) | 245 |
| PID: Rep (no lean) | 17\% | (37) | 29\% | (65) | 46\% | (103) | 9\% | (20) | 225 |
| PID/Gender: Dem Men | 24\% | (45) | 37\% | (70) | 27\% | (51) | 11\% | (21) | 187 |
| PID/Gender: Dem Women | 19\% | (28) | 29\% | (44) | 43\% | (65) | 8\% | (13) | 150 |
| PID/Gender: Ind Men | 14\% | (17) | $21 \%$ | (25) | 54\% | (67) | 11\% | (14) | 123 |
| PID/Gender: Ind Women | 18\% | (22) | 19\% | (23) | $52 \%$ | (63) | $11 \%$ | (14) | 122 |
| PID/Gender: Rep Men | 21\% | (26) | $31 \%$ | (39) | 41\% | (52) | 8\% | (10) | 128 |
| PID/Gender: Rep Women | $11 \%$ | (11) | 27\% | (26) | $52 \%$ | (51) | 9\% | (9) | 97 |
| Ideo: Liberal (1-3) | 20\% | (54) | 36\% | (97) | 38\% | (102) | 5\% | (13) | 267 |
| Ideo: Moderate (4) | 20\% | (42) | 26\% | (56) | 41\% | (87) | 13\% | (27) | 213 |
| Ideo: Conservative (5-7) | 15\% | (38) | 24\% | (58) | $52 \%$ | (128) | 9\% | (23) | 247 |
| Educ: < College | 20\% | (102) | $27 \%$ | (138) | 41\% | (210) | 11\% | (58) | 509 |
| Educ: Bachelors degree | 17\% | (31) | 32\% | (61) | 44\% | (82) | 7\% | (14) | 188 |
| Educ: Post-grad | 14\% | (16) | 26\% | (29) | $51 \%$ | (56) | 8\% | (9) | 110 |
| Income: Under 50k | 14\% | (55) | 25\% | (96) | 45\% | (175) | 16\% | (61) | 386 |
| Income: 50k-100k | 24\% | (72) | 32\% | (96) | 39\% | (118) | 4\% | (13) | 300 |
| Income: 100k+ | 18\% | (22) | 30\% | (36) | 46\% | (56) | 6\% | (7) | 122 |

[^45]Table HR4_8: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
Ability to buy tickets online or on my phone

| Demographic | This is a major reason |  | This is a minor reason |  | This is not a reason at all |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 19\% | (150) | 28\% | (228) | 43\% | (349) | 10\% | (81) | 807 |
| Ethnicity: White | 17\% | (102) | 28\% | (169) | 46\% | (280) | 9\% | (54) | 605 |
| Ethnicity: Hispanic | 29\% | (55) | 36\% | (68) | $28 \%$ | (53) | 8\% | (14) | 190 |
| Ethnicity: Afr. Am. | 21\% | (23) | 28\% | (30) | 35\% | (38) | 16\% | (17) | 107 |
| Ethnicity: Other | 26\% | (25) | 30\% | (29) | 32\% | (31) | 11\% | (10) | 95 |
| Community: Urban | 26\% | (60) | 25\% | (57) | 38\% | (88) | 11\% | (25) | 231 |
| Community: Suburban | 16\% | (64) | $31 \%$ | (125) | 46\% | (183) | 7\% | (30) | 401 |
| Community: Rural | 15\% | (26) | 26\% | (46) | 45\% | (78) | 15\% | (26) | 176 |
| Employ: Private Sector | 23\% | (68) | 29\% | (83) | 41\% | (121) | 6\% | (19) | 291 |
| Employ: Government | 21\% | (14) | 36\% | (25) | 30\% | (20) | 13\% | (9) | 68 |
| Employ: Self-Employed | 22\% | (14) | 30\% | (19) | 38\% | (25) | 10\% | (7) | 65 |
| Employ: Homemaker | 15\% | (7) | 36\% | (16) | 43\% | (19) | 6\% | (3) | 45 |
| Employ: Retired | 7\% | (10) | $24 \%$ | (34) | 57\% | (82) | 12\% | (17) | 144 |
| Employ: Unemployed | 13\% | (10) | $21 \%$ | (17) | 42\% | (34) | 24\% | (19) | 81 |
| Employ: Other | 14\% | (8) | 33\% | (20) | 42\% | (26) | 11\% | (7) | 61 |
| Military HH: Yes | 18\% | (22) | $22 \%$ | (27) | $51 \%$ | (61) | 9\% | (10) | 120 |
| Military HH: No | 19\% | (128) | 29\% | (201) | 42\% | (288) | 10\% | (71) | 687 |
| RD/WT: Right Direction | 20\% | (55) | $31 \%$ | (87) | 42\% | (118) | 7\% | (19) | 280 |
| RD/WT: Wrong Track | 18\% | (94) | 27\% | (141) | 44\% | (231) | 12\% | (62) | 527 |
| Trump Job Approve | 16\% | (45) | 30\% | (83) | 47\% | (131) | 7\% | (20) | 279 |
| Trump Job Disapprove | 21\% | (100) | 29\% | (143) | 41\% | (201) | 9\% | (43) | 486 |
| Trump Job Strongly Approve | 20\% | (28) | 26\% | (37) | 42\% | (60) | 11\% | (16) | 140 |
| Trump Job Somewhat Approve | 13\% | (17) | 33\% | (46) | 51\% | (71) | 3\% | (4) | 139 |
| Trump Job Somewhat Disapprove | 19\% | (21) | 30\% | (33) | 38\% | (43) | 13\% | (14) | 112 |
| Trump Job Strongly Disapprove | $21 \%$ | (79) | 29\% | (110) | 42\% | (158) | 8\% | (28) | 374 |
| Favorable of Trump | 16\% | (45) | $31 \%$ | (89) | 46\% | (128) | 7\% | (20) | 282 |
| Unfavorable of Trump | 19\% | (93) | 28\% | (135) | 45\% | (216) | 8\% | (39) | 483 |

[^46]Table HR4_8: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
Ability to buy tickets online or on my phone

| Demographic | This is a major reason |  | This is a minor reason |  | This is not a reason at all |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 19\% | (150) | 28\% | (228) | 43\% | (349) | 10\% | (81) | 807 |
| Very Favorable of Trump | 19\% | (28) | 30\% | (45) | 41\% | (61) | 10\% | (15) | 149 |
| Somewhat Favorable of Trump | 13\% | (17) | 33\% | (44) | 50\% | (67) | 3\% | (5) | 133 |
| Somewhat Unfavorable of Trump | 19\% | (16) | 29\% | (24) | 43\% | (36) | 9\% | (8) | 84 |
| Very Unfavorable of Trump | 19\% | (77) | 28\% | (111) | 45\% | (180) | 8\% | (31) | 399 |
| \#1 Issue: Economy | 19\% | (42) | 26\% | (56) | 44\% | (94) | 11\% | (24) | 215 |
| \#1 Issue: Security | 13\% | (26) | 34\% | (67) | 44\% | (86) | 8\% | (15) | 194 |
| \#1 Issue: Health Care | 26\% | (35) | 32\% | (44) | 32\% | (44) | 10\% | (14) | 137 |
| \#1 Issue: Medicare / Social Security | 14\% | (12) | 16\% | (14) | 53\% | (47) | 18\% | (16) | 88 |
| \#1 Issue: Women's Issues | 14\% | (6) | 33\% | (14) | 50\% | (21) | 3\% | (1) | 41 |
| \#1 Issue: Education | 38\% | (13) | 24\% | (8) | 37\% | (13) | 2\% | (1) | 35 |
| \#1 Issue: Energy | 23\% | (15) | 36\% | (23) | 27\% | (17) | $14 \%$ | (9) | 64 |
| \#1 Issue: Other | 2\% | (1) | 9\% | (3) | 87\% | (28) | 2\% | (1) | 33 |
| 2018 House Vote: Democrat | 19\% | (65) | 30\% | (106) | 45\% | (158) | 6\% | (21) | 350 |
| 2018 House Vote: Republican | 18\% | (40) | 29\% | (65) | 46\% | (103) | 8\% | (17) | 225 |
| 2018 House Vote: Someone else | 8\% | (1) | 26\% | (4) | 36\% | (6) | 31\% | (5) | 16 |
| 2016 Vote: Hillary Clinton | 19\% | (61) | 29\% | (92) | 43\% | (136) | 8\% | (24) | 314 |
| 2016 Vote: Donald Trump | 17\% | (38) | 29\% | (66) | 46\% | (105) | 9\% | (21) | 229 |
| 2016 Vote: Other | 23\% | (10) | 26\% | (12) | 43\% | (20) | 8\% | (3) | 45 |
| 2016 Vote: Didn't Vote | 18\% | (40) | 27\% | (58) | 40\% | (88) | 15\% | (32) | 219 |
| Voted in 2014: Yes | 16\% | (82) | 29\% | (144) | 47\% | (237) | 7\% | (37) | 499 |
| Voted in 2014: No | 22\% | (67) | $27 \%$ | (84) | 37\% | (112) | 14\% | (44) | 308 |
| 2012 Vote: Barack Obama | 18\% | (61) | 32\% | (104) | 44\% | (145) | 6\% | (21) | 330 |
| 2012 Vote: Mitt Romney | 14\% | (23) | 24\% | (40) | $52 \%$ | (85) | 10\% | (16) | 164 |
| 2012 Vote: Other | 14\% | (4) | 14\% | (4) | 64\% | (17) | 8\% | (2) | 26 |
| 2012 Vote: Didn't Vote | 22\% | (62) | 28\% | (80) | 36\% | (103) | 15\% | (42) | 287 |
| 4-Region: Northeast | 23\% | (34) | 33\% | (50) | 38\% | (58) | 6\% | (9) | 151 |
| 4-Region: Midwest | 12\% | (18) | 26\% | (40) | 50\% | (76) | 13\% | (20) | 153 |
| 4-Region: South | 20\% | (60) | 28\% | (85) | 42\% | (125) | 10\% | (31) | 302 |
| 4-Region: West | 18\% | (37) | $27 \%$ | (53) | 45\% | (90) | 11\% | (21) | 202 |

[^47]Table HR4_8: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
Ability to buy tickets online or on my phone

| Demographic | This is a major reason |  | This is a minor reason |  | This is not a reason at all |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 19\% | (150) | 28\% | (228) | 43\% | (349) | 10\% | (81) | 807 |
| Watch TV: Every day | 18\% | (77) | 29\% | (121) | 44\% | (185) | 8\% | (34) | 417 |
| Watch TV: Several times per week | 19\% | (34) | 30\% | (54) | 45\% | (79) | 5\% | (9) | 176 |
| Watch TV: About once per week | 18\% | (13) | 36\% | (27) | 37\% | (27) | 9\% | (7) | 74 |
| Watch TV: Several times per month | 17\% | (7) | 20\% | (8) | 48\% | (20) | 16\% | (6) | 41 |
| Watch TV: About once per month | 13\% | (3) | 13\% | (2) | 43\% | (8) | 32\% | (6) | 20 |
| Watch TV: Less often than once per month | 28\% | (4) | 19\% | (2) | 40\% | (5) | 13\% | (2) | 13 |
| Watch TV: Never | 19\% | (12) | $21 \%$ | (14) | 36\% | (24) | 25\% | (17) | 67 |
| Watch Movies: Every day | 28\% | (39) | $33 \%$ | (47) | $32 \%$ | (46) | 7\% | (10) | 142 |
| Watch Movies: Several times per week | 20\% | (48) | 30\% | (73) | 41\% | (99) | 9\% | (21) | 242 |
| Watch Movies: About once per week | 16\% | (27) | $32 \%$ | (54) | 43\% | (73) | 9\% | (15) | 168 |
| Watch Movies: Several times per month | 18\% | (15) | $24 \%$ | (20) | 47\% | (39) | 11\% | (9) | 83 |
| Watch Movies: About once per month | 6\% | (4) | 19\% | (13) | 58\% | (38) | 17\% | (11) | 66 |
| Watch Movies: Less often than once per month | 18\% | (9) | 19\% | (10) | 58\% | (30) | 5\% | (3) | 52 |
| Watch Movies: Never | 13\% | (7) | 21\% | (12) | 45\% | (24) | 21\% | (12) | 55 |
| Watch Sporting Events: Every day | 32\% | (24) | 46\% | (35) | 19\% | (14) | 4\% | (3) | 76 |
| Watch Sporting Events: Several times per week | 26\% | (39) | 33\% | (51) | 38\% | (59) | 3\% | (5) | 154 |
| Watch Sporting Events: About once per week | 14\% | (17) | 32\% | (41) | 46\% | (58) | 8\% | (10) | 127 |
| Watch Sporting Events: Several times per month | 15\% | (9) | $27 \%$ | (16) | 41\% | (24) | 17\% | (10) | 58 |
| Watch Sporting Events: About once per month | 23\% | (11) | 21\% | (10) | 50\% | (24) | 6\% | (3) | 48 |
| Watch Sporting Events: Less often than once per month | 12\% | (12) | 18\% | (18) | 61\% | (62) | 9\% | (9) | 101 |
| Watch Sporting Events: Never | 15\% | (36) | 24\% | (57) | 45\% | (108) | 17\% | (41) | 242 |
| Cable TV: Currently subscribe | 21\% | (84) | 26\% | (105) | 44\% | (181) | 9\% | (38) | 408 |
| Cable TV: Subscribed in past | 16\% | (41) | 35\% | (90) | 42\% | (106) | 7\% | (18) | 256 |
| Cable TV: Never subscribed | 17\% | (24) | 23\% | (33) | 43\% | (62) | 18\% | (25) | 143 |
| Satellite TV: Currently subscribe | 20\% | (32) | 26\% | (41) | 46\% | (71) | 7\% | (11) | 155 |
| Satellite TV: Subscribed in past | 21\% | (45) | $31 \%$ | (66) | 40\% | (86) | 8\% | (17) | 214 |
| Satellite TV: Never subscribed | 17\% | (72) | 28\% | (121) | 44\% | (192) | 12\% | (53) | 438 |

Continued on next page

Table HR4_8: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
Ability to buy tickets online or on my phone

| Demographic | This is a major <br> reason |  | This is a minor <br> reason | This is not a <br> reason at all | Don't know / No <br> opinion |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Total N |  |  |  |  |  |

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

Table HR4_9: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
I belong to a loyalty or rewards program

| Demographic | This is a major reason |  | This is a minor reason |  | This is not a reason at all |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 11\% | (91) | 20\% | (160) | 56\% | (448) | 13\% | (107) | 807 |
| Gender: Male | 12\% | (55) | 20\% | (90) | $54 \%$ | (238) | 13\% | (57) | 439 |
| Gender: Female | 10\% | (37) | 19\% | (71) | 57\% | (211) | 14\% | (51) | 369 |
| Age: 18-29 | 11\% | (20) | 20\% | (37) | 53\% | (100) | 17\% | (32) | 190 |
| Age: 30-44 | 15\% | (34) | 23\% | (51) | 48\% | (108) | 14\% | (30) | 223 |
| Age: 45-54 | 13\% | (16) | 16\% | (20) | 58\% | (68) | 13\% | (15) | 118 |
| Age: 55-64 | 7\% | (10) | 23\% | (32) | 61\% | (84) | 9\% | (12) | 138 |
| Age: 65+ | 9\% | (12) | 14\% | (20) | 64\% | (88) | 13\% | (18) | 138 |
| Generation Z: 18-22 | 10\% | (9) | 12\% | (11) | 62\% | (56) | 16\% | (15) | 91 |
| Millennial: Age 23-38 | 12\% | (30) | 26\% | (64) | 45\% | (109) | 16\% | (39) | 242 |
| Generation X: Age 39-54 | 15\% | (30) | 17\% | (33) | $56 \%$ | (111) | 12\% | (23) | 198 |
| Boomers: Age 55-73 | 8\% | (20) | 19\% | (46) | 62\% | (151) | 11\% | (27) | 244 |
| PID: Dem (no lean) | 13\% | (44) | 24\% | (80) | 52\% | (174) | 11\% | (39) | 337 |
| PID: Ind (no lean) | 7\% | (18) | 13\% | (32) | 63\% | (155) | 16\% | (40) | 245 |
| PID: Rep (no lean) | 13\% | (29) | 21\% | (48) | 53\% | (119) | 13\% | (29) | 225 |
| PID/Gender: Dem Men | 15\% | (28) | 25\% | (47) | 47\% | (88) | 13\% | (24) | 187 |
| PID/Gender: Dem Women | $11 \%$ | (16) | 22\% | (34) | 57\% | (86) | 10\% | (15) | 150 |
| PID/Gender: Ind Men | 7\% | (8) | 11\% | (14) | 67\% | (82) | 15\% | (19) | 123 |
| PID/Gender: Ind Women | 8\% | (10) | 15\% | (18) | 60\% | (73) | 17\% | (21) | 122 |
| PID/Gender: Rep Men | 14\% | (18) | 22\% | (29) | 53\% | (68) | 11\% | (14) | 128 |
| PID/Gender: Rep Women | 11\% | (11) | 20\% | (19) | 53\% | (52) | 16\% | (15) | 97 |
| Ideo: Liberal (1-3) | 16\% | (42) | 24\% | (65) | 55\% | (146) | 5\% | (14) | 267 |
| Ideo: Moderate (4) | 7\% | (16) | 20\% | (42) | 54\% | (115) | 19\% | (40) | 213 |
| Ideo: Conservative (5-7) | 10\% | (25) | 20\% | (48) | 58\% | (143) | 12\% | (30) | 247 |
| Educ: < College | 10\% | (53) | 17\% | (89) | 56\% | (283) | 17\% | (84) | 509 |
| Educ: Bachelors degree | 15\% | (27) | 26\% | (49) | $53 \%$ | (100) | 6\% | (12) | 188 |
| Educ: Post-grad | 10\% | (11) | 20\% | (22) | 60\% | (66) | 10\% | (11) | 110 |
| Income: Under 50k | 9\% | (35) | 15\% | (57) | 58\% | (223) | 18\% | (70) | 386 |
| Income: $50 \mathrm{k}-100 \mathrm{k}$ | 14\% | (42) | 25\% | (73) | $52 \%$ | (155) | 10\% | (29) | 300 |
| Income: 100k+ | 11\% | (14) | 24\% | (30) | 58\% | (71) | 6\% | (8) | 122 |

[^48]Table HR4_9: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
I belong to a loyalty or rewards program

| Demographic | This is a major reason |  | This is a minor reason |  | This is not a reason at all |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $11 \%$ | (91) | 20\% | (160) | 56\% | (448) | 13\% | (107) | 807 |
| Ethnicity: White | 11\% | (64) | 20\% | (124) | 57\% | (345) | 12\% | (73) | 605 |
| Ethnicity: Hispanic | 10\% | (18) | 23\% | (44) | 53\% | (101) | 14\% | (27) | 190 |
| Ethnicity: Afr. Am. | 13\% | (14) | 19\% | (20) | 50\% | (53) | 18\% | (19) | 107 |
| Ethnicity: Other | 14\% | (13) | 17\% | (16) | 53\% | (51) | 16\% | (15) | 95 |
| Community: Urban | 10\% | (24) | 24\% | (55) | 51\% | (117) | 15\% | (35) | 231 |
| Community: Suburban | 14\% | (54) | 19\% | (76) | 57\% | (227) | 11\% | (43) | 401 |
| Community: Rural | 7\% | (13) | 17\% | (29) | 60\% | (105) | 16\% | (29) | 176 |
| Employ: Private Sector | 15\% | (45) | 22\% | (64) | 55\% | (160) | 8\% | (22) | 291 |
| Employ: Government | 12\% | (8) | 32\% | (22) | 47\% | (32) | 9\% | (6) | 68 |
| Employ: Self-Employed | 12\% | (8) | 16\% | (11) | 58\% | (38) | 14\% | (9) | 65 |
| Employ: Homemaker | 14\% | (6) | 25\% | (11) | 52\% | (23) | 10\% | (4) | 45 |
| Employ: Retired | 8\% | (12) | 17\% | (25) | 60\% | (86) | 15\% | (21) | 144 |
| Employ: Unemployed | 2\% | (2) | 15\% | (12) | 48\% | (39) | 34\% | (28) | 81 |
| Employ: Other | 15\% | (9) | 16\% | (10) | 53\% | (32) | 15\% | (9) | 61 |
| Military HH: Yes | 19\% | (22) | 12\% | (14) | 59\% | (71) | 10\% | (13) | 120 |
| Military HH: No | 10\% | (69) | 21\% | (146) | 55\% | (377) | 14\% | (95) | 687 |
| RD/WT: Right Direction | 11\% | (32) | 23\% | (63) | 56\% | (156) | 10\% | (29) | 280 |
| RD/WT: Wrong Track | 11\% | (59) | 18\% | (97) | 55\% | (293) | 15\% | (79) | 527 |
| Trump Job Approve | 11\% | (30) | 20\% | (57) | 58\% | (163) | 11\% | (30) | 279 |
| Trump Job Disapprove | 12\% | (58) | 21\% | (103) | 55\% | (266) | 12\% | (59) | 486 |
| Trump Job Strongly Approve | 13\% | (18) | 24\% | (34) | 51\% | (72) | 12\% | (16) | 140 |
| Trump Job Somewhat Approve | 8\% | (12) | 16\% | (23) | 65\% | (91) | 10\% | (14) | 139 |
| Trump Job Somewhat Disapprove | 7\% | (8) | 21\% | (23) | 53\% | (59) | 19\% | (22) | 112 |
| Trump Job Strongly Disapprove | 13\% | (50) | 21\% | (80) | 55\% | (207) | 10\% | (38) | 374 |
| Favorable of Trump | 10\% | (29) | 22\% | (62) | 56\% | (158) | 12\% | (33) | 282 |
| Unfavorable of Trump | 11\% | (56) | 20\% | (97) | 59\% | (283) | 10\% | (48) | 483 |

[^49]Table HR4_9: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
I belong to a loyalty or rewards program

| Demographic | This is a major reason |  | This is a minor reason |  | This is not a reason at all |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 11\% | (91) | 20\% | (160) | $56 \%$ | (448) | 13\% | (107) | 807 |
| Very Favorable of Trump | 13\% | (19) | 25\% | (37) | 49\% | (74) | 13\% | (20) | 149 |
| Somewhat Favorable of Trump | 8\% | (10) | 19\% | (25) | 64\% | (85) | 10\% | (13) | 133 |
| Somewhat Unfavorable of Trump | 9\% | (8) | 30\% | (26) | $55 \%$ | (46) | 5\% | (5) | 84 |
| Very Unfavorable of Trump | 12\% | (48) | 18\% | (72) | 59\% | (237) | 11\% | (43) | 399 |
| \#1 Issue: Economy | 9\% | (20) | 23\% | (49) | $54 \%$ | (116) | 14\% | (30) | 215 |
| \#1 Issue: Security | 17\% | (34) | 23\% | (45) | 49\% | (96) | 10\% | (20) | 194 |
| \#1 Issue: Health Care | 11\% | (14) | 17\% | (24) | 53\% | (72) | 19\% | (27) | 137 |
| \#1 Issue: Medicare / Social Security | 8\% | (7) | 13\% | (11) | 63\% | (55) | 16\% | (14) | 88 |
| \#1 Issue: Women's Issues | 5\% | (2) | 17\% | (7) | 64\% | (27) | 14\% | (6) | 41 |
| \#1 Issue: Education | 9\% | (3) | 9\% | (3) | 78\% | (28) | 4\% | (1) | 35 |
| \#1 Issue: Energy | 15\% | (9) | 28\% | (18) | 46\% | (29) | 12\% | (7) | 64 |
| \#1 Issue: Other | 3\% | (1) | 11\% | (4) | 79\% | (26) | 7\% | (2) | 33 |
| 2018 House Vote: Democrat | 12\% | (42) | 24\% | (83) | 55\% | (193) | 9\% | (32) | 350 |
| 2018 House Vote: Republican | 13\% | (30) | 21\% | (47) | 55\% | (124) | 11\% | (24) | 225 |
| 2018 House Vote: Someone else | 9\% | (1) | 9\% | (2) | 43\% | (7) | 39\% | (6) | 16 |
| 2016 Vote: Hillary Clinton | 12\% | (38) | 22\% | (70) | $54 \%$ | (170) | 11\% | (36) | 314 |
| 2016 Vote: Donald Trump | 13\% | (30) | 21\% | (48) | $54 \%$ | (124) | 12\% | (27) | 229 |
| 2016 Vote: Other | 8\% | (4) | 16\% | (7) | 69\% | (31) | 8\% | (3) | 45 |
| 2016 Vote: Didn't Vote | 9\% | (20) | 16\% | (35) | 56\% | (123) | 19\% | (41) | 219 |
| Voted in 2014: Yes | 11\% | (56) | 23\% | (114) | 55\% | (275) | 11\% | (55) | 499 |
| Voted in 2014: No | 12\% | (36) | 15\% | (47) | 56\% | (174) | 17\% | (52) | 308 |
| 2012 Vote: Barack Obama | 11\% | (37) | 23\% | (75) | 56\% | (185) | 10\% | (33) | 330 |
| 2012 Vote: Mitt Romney | 12\% | (20) | 24\% | (39) | 53\% | (86) | 12\% | (19) | 164 |
| 2012 Vote: Other | 3\% | (1) | 12\% | (3) | 77\% | (20) | 8\% | (2) | 26 |
| 2012 Vote: Didn't Vote | 12\% | (34) | 15\% | (43) | 55\% | (157) | 19\% | (54) | 287 |
| 4-Region: Northeast | 13\% | (20) | 19\% | (28) | 57\% | (87) | 11\% | (16) | 151 |
| 4-Region: Midwest | 10\% | (16) | 25\% | (39) | 50\% | (76) | 14\% | (22) | 153 |
| 4-Region: South | 12\% | (35) | 17\% | (51) | 56\% | (168) | 16\% | (47) | 302 |
| 4-Region: West | 10\% | (20) | 21\% | (42) | 58\% | (117) | 11\% | (22) | 202 |

[^50]Table HR4_9: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
I belong to a loyalty or rewards program

| Demographic | This is a major reason |  | This is a minor reason |  | This is not a reason at all |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 11\% | (91) | 20\% | (160) | 56\% | (448) | 13\% | (107) | 807 |
| Watch TV: Every day | 13\% | (56) | $21 \%$ | (87) | 56\% | (233) | 10\% | (41) | 417 |
| Watch TV: Several times per week | 10\% | (18) | 25\% | (44) | 60\% | (105) | 5\% | (10) | 176 |
| Watch TV: About once per week | 9\% | (7) | 19\% | (14) | 45\% | (33) | 27\% | (20) | 74 |
| Watch TV: Several times per month | 9\% | (4) | 13\% | (5) | 49\% | (20) | 29\% | (12) | 41 |
| Watch TV: About once per month | 10\% | (2) | 11\% | (2) | 48\% | (9) | $32 \%$ | (6) | 20 |
| Watch TV: Less often than once per month | 20\% | (3) | - | (0) | 72\% | (9) | 8\% | (1) | 13 |
| Watch TV: Never | 4\% | (3) | 13\% | (8) | 58\% | (38) | 25\% | (17) | 67 |
| Watch Movies: Every day | 17\% | (24) | 29\% | (42) | 45\% | (64) | 8\% | (12) | 142 |
| Watch Movies: Several times per week | 11\% | (26) | 20\% | (49) | 53\% | (129) | 15\% | (37) | 242 |
| Watch Movies: About once per week | 15\% | (25) | 18\% | (30) | 55\% | (93) | $12 \%$ | (21) | 168 |
| Watch Movies: Several times per month | 8\% | (7) | 18\% | (15) | 63\% | (52) | $11 \%$ | (9) | 83 |
| Watch Movies: About once per month | 4\% | (3) | 19\% | (13) | 64\% | (43) | 12\% | (8) | 66 |
| Watch Movies: Less often than once per month | 8\% | (4) | 10\% | (5) | 72\% | (38) | 10\% | (5) | 52 |
| Watch Movies: Never | 5\% | (2) | 13\% | (7) | 54\% | (30) | 28\% | (15) | 55 |
| Watch Sporting Events: Every day | 24\% | (19) | 30\% | (23) | 41\% | (31) | 5\% | (4) | 76 |
| Watch Sporting Events: Several times per week | 14\% | (22) | 27\% | (41) | 56\% | (87) | 3\% | (4) | 154 |
| Watch Sporting Events: About once per week | 10\% | (13) | 17\% | (22) | 58\% | (73) | 15\% | (19) | 127 |
| Watch Sporting Events: Several times per month | 10\% | (6) | 21\% | (12) | 49\% | (28) | 20\% | (12) | 58 |
| Watch Sporting Events: About once per month | 4\% | (2) | 45\% | (22) | 40\% | (19) | 11\% | (5) | 48 |
| Watch Sporting Events: Less often than once per month | 14\% | (14) | 8\% | (8) | 64\% | (65) | 14\% | (14) | 101 |
| Watch Sporting Events: Never | 7\% | (17) | 13\% | (32) | 60\% | (145) | 20\% | (49) | 242 |
| Cable TV: Currently subscribe | 12\% | (50) | 21\% | (87) | 53\% | (216) | 13\% | (55) | 408 |
| Cable TV: Subscribed in past | 10\% | (25) | 22\% | (55) | 60\% | (153) | 9\% | (23) | 256 |
| Cable TV: Never subscribed | 12\% | (17) | 13\% | (18) | 55\% | (79) | 21\% | (30) | 143 |
| Satellite TV: Currently subscribe | 16\% | (25) | 17\% | (26) | 58\% | (90) | 9\% | (14) | 155 |
| Satellite TV: Subscribed in past | 15\% | (32) | 21\% | (45) | 52\% | (112) | 12\% | (25) | 214 |
| Satellite TV: Never subscribed | 8\% | (35) | 20\% | (89) | 56\% | (246) | 16\% | (68) | 438 |

Continued on next page

Table HR4_9: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
I belong to a loyalty or rewards program

| Demographic | This is a major <br> reason |  | This is a minor <br> reason | This is not a <br> reason at all | Don't know / No <br> opinion |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Total N |  |  |  |  |  |

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

Table HR4_10: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
I belong to a movie ticket subscription service

| Demographic | This is a major reason |  | This is a minor reason |  | This is not a reason at all |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 7\% | (58) | 12\% | (95) | 67\% | (541) | 14\% | (114) | 807 |
| Gender: Male | 8\% | (36) | 14\% | (61) | 64\% | (281) | 14\% | (60) | 439 |
| Gender: Female | 6\% | (22) | 9\% | (34) | 70\% | (260) | 14\% | (53) | 369 |
| Age: 18-29 | 8\% | (16) | 9\% | (18) | 66\% | (126) | 16\% | (30) | 190 |
| Age: 30-44 | 13\% | (30) | 17\% | (38) | 56\% | (124) | 14\% | (31) | 223 |
| Age: 45-54 | $4 \%$ | (5) | 8\% | (9) | 74\% | (87) | 14\% | (17) | 118 |
| Age: 55-64 | 2\% | (3) | 14\% | (20) | 72\% | (99) | 12\% | (17) | 138 |
| Age: 65+ | 3\% | (4) | 8\% | (11) | 75\% | (104) | 14\% | (19) | 138 |
| Generation Z: 18-22 | 10\% | (9) | 2\% | (2) | 65\% | (60) | 22\% | (20) | 91 |
| Millennial: Age 23-38 | 9\% | (23) | 16\% | (39) | 61\% | (147) | 14\% | (33) | 242 |
| Generation X: Age 39-54 | 9\% | (18) | 12\% | (24) | 67\% | (132) | 12\% | (24) | 198 |
| Boomers: Age 55-73 | 2\% | (6) | 12\% | (29) | 73\% | (179) | 13\% | (31) | 244 |
| PID: Dem (no lean) | 9\% | (31) | 15\% | (52) | 65\% | (219) | 10\% | (35) | 337 |
| PID: Ind (no lean) | 4\% | (9) | 6\% | (14) | 73\% | (178) | 18\% | (44) | 245 |
| PID: Rep (no lean) | 8\% | (18) | 13\% | (29) | 64\% | (144) | 15\% | (34) | 225 |
| PID/Gender: Dem Men | 11\% | (21) | 19\% | (36) | 60\% | (112) | 10\% | (19) | 187 |
| PID/Gender: Dem Women | 7\% | (11) | 11\% | (16) | 71\% | (107) | 11\% | (16) | 150 |
| PID/Gender: Ind Men | 2\% | (3) | 5\% | (6) | 75\% | (93) | 18\% | (22) | 123 |
| PID/Gender: Ind Women | 5\% | (6) | 6\% | (8) | 70\% | (86) | 18\% | (22) | 122 |
| PID/Gender: Rep Men | 10\% | (13) | 15\% | (20) | 60\% | (77) | 15\% | (19) | 128 |
| PID/Gender: Rep Women | 5\% | (5) | 10\% | (10) | 69\% | (67) | 16\% | (15) | 97 |
| Ideo: Liberal (1-3) | 13\% | (34) | 14\% | (38) | 66\% | (177) | 7\% | (19) | 267 |
| Ideo: Moderate (4) | 5\% | (10) | 13\% | (27) | 68\% | (144) | 15\% | (32) | 213 |
| Ideo: Conservative (5-7) | 6\% | (14) | 11\% | (27) | 70\% | (172) | 14\% | (34) | 247 |
| Educ: < College | 6\% | (30) | 12\% | (60) | 66\% | (334) | 17\% | (85) | 509 |
| Educ: Bachelors degree | 12\% | (22) | 12\% | (23) | 69\% | (129) | 7\% | (13) | 188 |
| Educ: Post-grad | 5\% | (5) | 11\% | (12) | 70\% | (78) | 14\% | (16) | 110 |
| Income: Under 50k | 4\% | (16) | 12\% | (47) | 67\% | (260) | 16\% | (63) | 386 |
| Income: 50k-100k | 12\% | (35) | 10\% | (30) | 67\% | (200) | 11\% | (34) | 300 |
| Income: 100k+ | 5\% | (7) | 15\% | (18) | 66\% | (81) | 13\% | (16) | 122 |

Continued on next page

Table HR4_10: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
I belong to a movie ticket subscription service

| Demographic | This is a major reason |  | This is a minor reason |  | This is not a reason at all |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 7\% | (58) | 12\% | (95) | 67\% | (541) | 14\% | (114) | 807 |
| Ethnicity: White | 6\% | (38) | 10\% | (58) | 70\% | (425) | 14\% | (86) | 605 |
| Ethnicity: Hispanic | 11\% | (20) | 14\% | (27) | 63\% | (119) | 12\% | (24) | 190 |
| Ethnicity: Afr. Am. | 10\% | (11) | 18\% | (19) | 53\% | (56) | 19\% | (20) | 107 |
| Ethnicity: Other | 10\% | (9) | 19\% | (18) | 63\% | (60) | 8\% | (8) | 95 |
| Community: Urban | 9\% | (22) | 14\% | (32) | 63\% | (145) | 14\% | (32) | 231 |
| Community: Suburban | 7\% | (29) | 12\% | (47) | 67\% | (270) | 14\% | (55) | 401 |
| Community: Rural | 4\% | (7) | 9\% | (16) | 72\% | (127) | 15\% | (26) | 176 |
| Employ: Private Sector | 12\% | (35) | 13\% | (37) | 65\% | (189) | 10\% | (30) | 291 |
| Employ: Government | 2\% | (1) | 10\% | (7) | 73\% | (49) | 15\% | (10) | 68 |
| Employ: Self-Employed | 11\% | (7) | 9\% | (6) | 62\% | (40) | 18\% | (12) | 65 |
| Employ: Homemaker | 5\% | (2) | 24\% | (11) | 66\% | (30) | 5\% | (2) | 45 |
| Employ: Retired | 3\% | (4) | 9\% | (13) | 72\% | (104) | 16\% | (22) | 144 |
| Employ: Unemployed | $4 \%$ | (3) | 12\% | (10) | 60\% | (48) | 25\% | (20) | 81 |
| Employ: Other | 4\% | (2) | 16\% | (10) | 64\% | (39) | 16\% | (9) | 61 |
| Military HH: Yes | 8\% | (9) | 6\% | (7) | 74\% | (89) | 12\% | (15) | 120 |
| Military HH: No | 7\% | (48) | 13\% | (88) | 66\% | (452) | 14\% | (99) | 687 |
| RD/WT: Right Direction | 7\% | (20) | 14\% | (41) | 65\% | (182) | 13\% | (37) | 280 |
| RD/WT: Wrong Track | 7\% | (37) | 10\% | (55) | 68\% | (360) | 14\% | (76) | 527 |
| Trump Job Approve | 6\% | (16) | 14\% | (39) | 68\% | (190) | 12\% | (34) | 279 |
| Trump Job Disapprove | 8\% | (41) | 12\% | (56) | 68\% | (331) | 12\% | (58) | 486 |
| Trump Job Strongly Approve | 8\% | (11) | 16\% | (23) | 63\% | (88) | 13\% | (19) | 140 |
| Trump Job Somewhat Approve | 4\% | (5) | 12\% | (16) | 73\% | (102) | 11\% | (16) | 139 |
| Trump Job Somewhat Disapprove | 5\% | (5) | 19\% | (21) | 62\% | (70) | 14\% | (16) | 112 |
| Trump Job Strongly Disapprove | 10\% | (36) | 9\% | (35) | 70\% | (262) | 11\% | (42) | 374 |
| Favorable of Trump | 5\% | (14) | 13\% | (37) | 68\% | (193) | 13\% | (38) | 282 |
| Unfavorable of Trump | 8\% | (40) | 12\% | (58) | 70\% | (336) | 10\% | (49) | 483 |

[^51]Table HR4_10: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
I belong to a movie ticket subscription service

| Demographic | This is a major reason |  | This is a minor reason |  | This is not a reason at all |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 7\% | (58) | 12\% | (95) | 67\% | (541) | 14\% | (114) | 807 |
| Very Favorable of Trump | 6\% | (9) | 16\% | (24) | 62\% | (93) | 15\% | (23) | 149 |
| Somewhat Favorable of Trump | $4 \%$ | (5) | 10\% | (13) | 75\% | (100) | 11\% | (15) | 133 |
| Somewhat Unfavorable of Trump | 11\% | (9) | 19\% | (16) | 63\% | (53) | 7\% | (6) | 84 |
| Very Unfavorable of Trump | 8\% | (31) | 11\% | (42) | 71\% | (283) | 11\% | (43) | 399 |
| \#1 Issue: Economy | 7\% | (16) | 14\% | (30) | 63\% | (136) | 16\% | (34) | 215 |
| \#1 Issue: Security | 9\% | (18) | 16\% | (32) | 64\% | (124) | 10\% | (20) | 194 |
| \#1 Issue: Health Care | 8\% | (11) | 8\% | (11) | 67\% | (91) | 17\% | (23) | 137 |
| \#1 Issue: Medicare / Social Security | 2\% | (2) | 10\% | (9) | 70\% | (61) | 18\% | (16) | 88 |
| \#1 Issue: Women's Issues | 6\% | (3) | 12\% | (5) | 69\% | (29) | 13\% | (5) | 41 |
| \#1 Issue: Education | 6\% | (2) | 7\% | (2) | 80\% | (28) | 8\% | (3) | 35 |
| \#1 Issue: Energy | 8\% | (5) | 10\% | (7) | 64\% | (41) | 17\% | (11) | 64 |
| \#1 Issue: Other | 1\% | (0) | - | (0) | 93\% | (30) | 5\% | (2) | 33 |
| 2018 House Vote: Democrat | 9\% | (31) | 14\% | (49) | 68\% | (236) | 9\% | (33) | 350 |
| 2018 House Vote: Republican | 7\% | (16) | 13\% | (28) | 67\% | (151) | 13\% | (30) | 225 |
| 2018 House Vote: Someone else | 9\% | (1) | 5\% | (1) | 48\% | (8) | 39\% | (6) | 16 |
| 2016 Vote: Hillary Clinton | 10\% | (32) | 13\% | (42) | 65\% | (204) | 11\% | (36) | 314 |
| 2016 Vote: Donald Trump | 7\% | (16) | 13\% | (29) | 66\% | (152) | 14\% | (32) | 229 |
| 2016 Vote: Other | 3\% | (1) | 4\% | (2) | 87\% | (39) | 6\% | (3) | 45 |
| 2016 Vote: Didn't Vote | 4\% | (9) | 10\% | (22) | 67\% | (146) | 19\% | (43) | 219 |
| Voted in 2014: Yes | 8\% | (40) | 14\% | (68) | 67\% | (335) | 11\% | (57) | 499 |
| Voted in 2014: No | 6\% | (18) | 9\% | (28) | 67\% | (206) | 18\% | (57) | 308 |
| 2012 Vote: Barack Obama | 8\% | (28) | 15\% | (48) | 67\% | (221) | 10\% | (33) | 330 |
| 2012 Vote: Mitt Romney | 8\% | (13) | 12\% | (19) | 66\% | (108) | 14\% | (24) | 164 |
| 2012 Vote: Other | - | (0) | 6\% | (2) | 89\% | (23) | 5\% | (1) | 26 |
| 2012 Vote: Didn't Vote | 6\% | (17) | 9\% | (26) | 66\% | (189) | 19\% | (56) | 287 |
| 4-Region: Northeast | 11\% | (17) | 14\% | (22) | 63\% | (95) | 12\% | (18) | 151 |
| 4-Region: Midwest | 4\% | (6) | 9\% | (14) | 72\% | (110) | 15\% | (24) | 153 |
| 4-Region: South | 8\% | (25) | 10\% | (30) | 65\% | (195) | 17\% | (51) | 302 |
| 4-Region: West | 5\% | (10) | 15\% | (30) | 70\% | (141) | 10\% | (21) | 202 |

[^52]Table HR4_10: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
I belong to a movie ticket subscription service

| Demographic | This is a major reason |  | This is a minor reason |  | This is not a reason at all |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 7\% | (58) | 12\% | (95) | 67\% | (541) | 14\% | (114) | 807 |
| Watch TV: Every day | 8\% | (32) | 13\% | (53) | 67\% | (281) | 12\% | (51) | 417 |
| Watch TV: Several times per week | 8\% | (14) | 12\% | (20) | 72\% | (126) | 9\% | (16) | 176 |
| Watch TV: About once per week | 8\% | (6) | 8\% | (6) | 62\% | (46) | 21\% | (16) | 74 |
| Watch TV: Several times per month | 7\% | (3) | 14\% | (6) | 56\% | (23) | 23\% | (10) | 41 |
| Watch TV: About once per month | 3\% | (1) | 17\% | (3) | 63\% | (12) | 16\% | (3) | 20 |
| Watch TV: Less often than once per month | 9\% | (1) | - | (0) | 68\% | (9) | 22\% | (3) | 13 |
| Watch TV: Never | 2\% | (1) | 10\% | (7) | 66\% | (44) | 23\% | (15) | 67 |
| Watch Movies: Every day | 8\% | (11) | 23\% | (33) | 57\% | (81) | 12\% | (17) | 142 |
| Watch Movies: Several times per week | 10\% | (24) | 10\% | (23) | 64\% | (156) | 16\% | (39) | 242 |
| Watch Movies: About once per week | 9\% | (15) | 9\% | (15) | 71\% | (120) | 11\% | (18) | 168 |
| Watch Movies: Several times per month | 5\% | (4) | 12\% | (10) | 73\% | (61) | 10\% | (9) | 83 |
| Watch Movies: About once per month | 3\% | (2) | 9\% | (6) | 72\% | (47) | 16\% | (11) | 66 |
| Watch Movies: Less often than once per month | $4 \%$ | (2) | 5\% | (3) | 81\% | (42) | 10\% | (5) | 52 |
| Watch Movies: Never | 1\% | (1) | 9\% | (5) | 63\% | (35) | 27\% | (15) | 55 |
| Watch Sporting Events: Every day | 21\% | (16) | 24\% | (18) | 46\% | (35) | 10\% | (8) | 76 |
| Watch Sporting Events: Several times per week | 11\% | (16) | 13\% | (19) | 71\% | (109) | 6\% | (9) | 154 |
| Watch Sporting Events: About once per week | 5\% | (6) | 15\% | (19) | 67\% | (85) | 13\% | (17) | 127 |
| Watch Sporting Events: Several times per month | $4 \%$ | (2) | 6\% | (4) | 63\% | (37) | 27\% | (16) | 58 |
| Watch Sporting Events: About once per month | 3\% | (1) | 24\% | (12) | 62\% | (30) | 12\% | (6) | 48 |
| Watch Sporting Events: Less often than once per month | 9\% | (9) | 5\% | (5) | 75\% | (76) | 12\% | (12) | 101 |
| Watch Sporting Events: Never | 3\% | (7) | 8\% | (19) | 70\% | (170) | 19\% | (47) | 242 |
| Cable TV: Currently subscribe | $11 \%$ | (45) | 12\% | (50) | 63\% | (256) | 14\% | (57) | 408 |
| Cable TV: Subscribed in past | 3\% | (7) | 13\% | (33) | 73\% | (186) | 12\% | (30) | 256 |
| Cable TV: Never subscribed | $4 \%$ | (5) | 8\% | (12) | 69\% | (99) | 19\% | (27) | 143 |
| Satellite TV: Currently subscribe | 11\% | (18) | 11\% | (17) | 65\% | (101) | 13\% | (20) | 155 |
| Satellite TV: Subscribed in past | 6\% | (13) | 15\% | (32) | 67\% | (143) | 13\% | (27) | 214 |
| Satellite TV: Never subscribed | 6\% | (27) | $11 \%$ | (46) | 68\% | (298) | 15\% | (67) | 438 |

Continued on next page

Table HR4_10: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
I belong to a movie ticket subscription service

| Demographic | This is a major <br> reason |  | This is a minor <br> reason | This is not a <br> reason at all | Don't know / No <br> opinion |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Total N |  |  |  |  |  |

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

Table HR4_11: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
Different genres of films are offered

| Demographic | This is a major reason |  | This is a minor reason |  | This is not a reason at all |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 27\% | (219) | $32 \%$ | (260) | 31\% | (253) | 9\% | (75) | 807 |
| Gender: Male | 25\% | (110) | 36\% | (157) | 28\% | (122) | 11\% | (49) | 439 |
| Gender: Female | 30\% | (109) | 28\% | (103) | 35\% | (130) | 7\% | (26) | 369 |
| Age: 18-29 | 28\% | (53) | 26\% | (50) | 34\% | (64) | 12\% | (23) | 190 |
| Age: 30-44 | 28\% | (61) | 38\% | (85) | 24\% | (53) | 10\% | (23) | 223 |
| Age: 45-54 | 32\% | (37) | $32 \%$ | (38) | $31 \%$ | (36) | 6\% | (7) | 118 |
| Age: 55-64 | 20\% | (28) | 34\% | (47) | 40\% | (55) | 6\% | (8) | 138 |
| Age: 65+ | 29\% | (39) | 29\% | (40) | 32\% | (44) | 10\% | (14) | 138 |
| Generation Z: 18-22 | 29\% | (27) | 20\% | (19) | 38\% | (35) | 12\% | (11) | 91 |
| Millennial: Age 23-38 | 24\% | (59) | 36\% | (87) | 27\% | (66) | 12\% | (30) | 242 |
| Generation X: Age 39-54 | 33\% | (66) | $34 \%$ | (67) | 27\% | (53) | 6\% | (12) | 198 |
| Boomers: Age 55-73 | 24\% | (58) | $33 \%$ | (81) | 35\% | (86) | 8\% | (19) | 244 |
| PID: Dem (no lean) | 33\% | (111) | 31\% | (106) | 28\% | (94) | 8\% | (27) | 337 |
| PID: Ind (no lean) | 20\% | (50) | $32 \%$ | (78) | 37\% | (91) | 10\% | (26) | 245 |
| PID: Rep (no lean) | 26\% | (59) | 34\% | (77) | 30\% | (67) | 10\% | (22) | 225 |
| PID/Gender: Dem Men | 31\% | (58) | $32 \%$ | (60) | 26\% | (49) | 11\% | (21) | 187 |
| PID/Gender: Dem Women | 35\% | (53) | $31 \%$ | (46) | 30\% | (45) | 4\% | (6) | 150 |
| PID/Gender: Ind Men | 19\% | (23) | 36\% | (44) | $34 \%$ | (41) | 12\% | (15) | 123 |
| PID/Gender: Ind Women | 22\% | (27) | 28\% | (34) | 41\% | (50) | 9\% | (11) | 122 |
| PID/Gender: Rep Men | 23\% | (30) | 42\% | (53) | 25\% | (32) | $11 \%$ | (14) | 128 |
| PID/Gender: Rep Women | $31 \%$ | (30) | 24\% | (23) | $36 \%$ | (35) | 9\% | (9) | 97 |
| Ideo: Liberal (1-3) | 32\% | (85) | 38\% | (100) | 27\% | (71) | 4\% | (11) | 267 |
| Ideo: Moderate (4) | 23\% | (49) | $31 \%$ | (67) | $34 \%$ | (72) | 12\% | (26) | 213 |
| Ideo: Conservative (5-7) | 27\% | (66) | $33 \%$ | (82) | 33\% | (81) | 7\% | (17) | 247 |
| Educ: < College | 28\% | (145) | 28\% | (142) | 32\% | (164) | 11\% | (58) | 509 |
| Educ: Bachelors degree | 25\% | (47) | 39\% | (73) | 32\% | (60) | $4 \%$ | (7) | 188 |
| Educ: Post-grad | 25\% | (28) | 41\% | (45) | 25\% | (28) | 9\% | (10) | 110 |
| Income: Under 50k | 27\% | (106) | 29\% | (113) | 31\% | (118) | 13\% | (50) | 386 |
| Income: 50k-100k | 29\% | (86) | 38\% | (113) | 28\% | (83) | 6\% | (18) | 300 |
| Income: 100k+ | 23\% | (28) | 28\% | (34) | 43\% | (52) | 6\% | (8) | 122 |

[^53]Table HR4_11: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
Different genres of films are offered

| Demographic | This is a major reason |  | This is a minor reason |  | This is not a reason at all |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 27\% | (219) | $32 \%$ | (260) | $31 \%$ | (253) | 9\% | (75) | 807 |
| Ethnicity: White | 25\% | (153) | 34\% | (203) | 33\% | (197) | 9\% | (52) | 605 |
| Ethnicity: Hispanic | 27\% | (50) | $31 \%$ | (60) | $31 \%$ | (59) | $11 \%$ | (21) | 190 |
| Ethnicity: Afr. Am. | 38\% | (40) | 20\% | (21) | 30\% | (32) | 13\% | (13) | 107 |
| Ethnicity: Other | 28\% | (26) | 38\% | (36) | 24\% | (23) | 10\% | (10) | 95 |
| Community: Urban | 32\% | (75) | 25\% | (58) | 31\% | (72) | $11 \%$ | (26) | 231 |
| Community: Suburban | 23\% | (94) | 36\% | (144) | 33\% | (131) | 8\% | (32) | 401 |
| Community: Rural | 29\% | (51) | $33 \%$ | (59) | 28\% | (49) | 10\% | (17) | 176 |
| Employ: Private Sector | 28\% | (80) | 35\% | (101) | 32\% | (92) | 6\% | (17) | 291 |
| Employ: Government | 16\% | (11) | 35\% | (24) | 37\% | (25) | 12\% | (8) | 68 |
| Employ: Self-Employed | 36\% | (23) | 27\% | (18) | 27\% | (18) | 10\% | (6) | 65 |
| Employ: Homemaker | 29\% | (13) | 39\% | (18) | 23\% | (10) | 9\% | (4) | 45 |
| Employ: Retired | 27\% | (38) | 32\% | (47) | 33\% | (48) | 8\% | (11) | 144 |
| Employ: Unemployed | 25\% | (21) | 26\% | (21) | 26\% | (21) | 23\% | (18) | 81 |
| Employ: Other | 24\% | (14) | 34\% | (21) | 30\% | (18) | 12\% | (7) | 61 |
| Military HH: Yes | 31\% | (37) | 30\% | (37) | 35\% | (42) | 4\% | (5) | 120 |
| Military HH: No | 27\% | (182) | $33 \%$ | (224) | $31 \%$ | (211) | 10\% | (70) | 687 |
| RD/WT: Right Direction | 27\% | (74) | 36\% | (102) | $32 \%$ | (89) | 6\% | (16) | 280 |
| RD/WT: Wrong Track | 28\% | (145) | 30\% | (159) | $31 \%$ | (164) | $11 \%$ | (59) | 527 |
| Trump Job Approve | 24\% | (66) | 36\% | (101) | 35\% | (96) | 6\% | (16) | 279 |
| Trump Job Disapprove | 30\% | (147) | 32\% | (157) | 29\% | (141) | 8\% | (41) | 486 |
| Trump Job Strongly Approve | 28\% | (39) | 35\% | (49) | 29\% | (41) | 8\% | (11) | 140 |
| Trump Job Somewhat Approve | 19\% | (27) | 37\% | (52) | 40\% | (55) | $4 \%$ | (5) | 139 |
| Trump Job Somewhat Disapprove | 33\% | (37) | 25\% | (28) | $31 \%$ | (35) | $11 \%$ | (13) | 112 |
| Trump Job Strongly Disapprove | 29\% | (110) | 35\% | (129) | 28\% | (106) | 8\% | (29) | 374 |
| Favorable of Trump | 25\% | (70) | 37\% | (104) | 33\% | (92) | 6\% | (16) | 282 |
| Unfavorable of Trump | 27\% | (131) | $32 \%$ | (153) | 33\% | (159) | 8\% | (39) | 483 |

[^54]Table HR4_11: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
Different genres of films are offered

| Demographic | This is a major reason |  | This is a minor reason |  | This is not a reason at all |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 27\% | (219) | 32\% | (260) | 31\% | (253) | 9\% | (75) | 807 |
| Very Favorable of Trump | 26\% | (39) | 40\% | (60) | 26\% | (39) | 7\% | (11) | 149 |
| Somewhat Favorable of Trump | 23\% | (31) | 33\% | (45) | 39\% | (52) | 4\% | (5) | 133 |
| Somewhat Unfavorable of Trump | 34\% | (28) | 24\% | (20) | 36\% | (30) | 6\% | (5) | 84 |
| Very Unfavorable of Trump | 26\% | (103) | 33\% | (133) | 32\% | (129) | 9\% | (34) | 399 |
| \#1 Issue: Economy | 25\% | (54) | 30\% | (64) | $31 \%$ | (68) | 14\% | (30) | 215 |
| \#1 Issue: Security | 28\% | (55) | $34 \%$ | (66) | 31\% | (60) | 6\% | (12) | 194 |
| \#1 Issue: Health Care | 29\% | (39) | 38\% | (51) | 29\% | (39) | 5\% | (7) | 137 |
| \#1 Issue: Medicare / Social Security | 29\% | (26) | 29\% | (25) | 29\% | (26) | 13\% | (11) | 88 |
| \#1 Issue: Women's Issues | 28\% | (12) | 26\% | (11) | 39\% | (16) | 7\% | (3) | 41 |
| \#1 Issue: Education | 34\% | (12) | 35\% | (12) | 31\% | (11) | - | (0) | 35 |
| \#1 Issue: Energy | 32\% | (21) | $31 \%$ | (20) | 22\% | (14) | 15\% | (10) | 64 |
| \#1 Issue: Other | 4\% | (1) | $34 \%$ | (11) | 57\% | (18) | 5\% | (2) | 33 |
| 2018 House Vote: Democrat | 28\% | (99) | 34\% | (120) | 31\% | (109) | 6\% | (22) | 350 |
| 2018 House Vote: Republican | 26\% | (59) | 35\% | (78) | 32\% | (73) | 6\% | (15) | 225 |
| 2018 House Vote: Someone else | 18\% | (3) | 25\% | (4) | 20\% | (3) | 38\% | (6) | 16 |
| 2016 Vote: Hillary Clinton | 28\% | (89) | $34 \%$ | (107) | 29\% | (90) | 9\% | (27) | 314 |
| 2016 Vote: Donald Trump | 27\% | (62) | 38\% | (87) | 28\% | (64) | 7\% | (16) | 229 |
| 2016 Vote: Other | 27\% | (12) | 29\% | (13) | 41\% | (19) | 3\% | (1) | 45 |
| 2016 Vote: Didn't Vote | 25\% | (55) | 25\% | (54) | 36\% | (79) | 14\% | (31) | 219 |
| Voted in 2014: Yes | 26\% | (130) | 34\% | (170) | 33\% | (163) | 7\% | (37) | 499 |
| Voted in 2014: No | 29\% | (90) | 29\% | (91) | 29\% | (90) | 12\% | (38) | 308 |
| 2012 Vote: Barack Obama | 28\% | (92) | 33\% | (109) | 32\% | (107) | 7\% | (23) | 330 |
| 2012 Vote: Mitt Romney | 24\% | (40) | 36\% | (59) | 33\% | (53) | 7\% | (12) | 164 |
| 2012 Vote: Other | 32\% | (8) | 28\% | (7) | $31 \%$ | (8) | 9\% | (2) | 26 |
| 2012 Vote: Didn't Vote | 28\% | (80) | 30\% | (85) | 29\% | (84) | 13\% | (38) | 287 |
| 4-Region: Northeast | 25\% | (38) | 34\% | (51) | 33\% | (49) | 9\% | (13) | 151 |
| 4-Region: Midwest | 25\% | (38) | 32\% | (48) | 30\% | (47) | 13\% | (20) | 153 |
| 4-Region: South | 32\% | (96) | 32\% | (97) | 27\% | (82) | 9\% | (26) | 302 |
| 4-Region: West | 24\% | (48) | 32\% | (64) | 37\% | (75) | 8\% | (15) | 202 |

[^55]Table HR4_11: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
Different genres of films are offered

| Demographic | This is a major reason |  | This is a minor reason |  | This is not a reason at all |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 27\% | (219) | 32\% | (260) | 31\% | (253) | 9\% | (75) | 807 |
| Watch TV: Every day | 30\% | (126) | 32\% | (132) | $32 \%$ | (132) | 6\% | (27) | 417 |
| Watch TV: Several times per week | 25\% | (44) | 38\% | (66) | 31\% | (55) | 6\% | (11) | 176 |
| Watch TV: About once per week | 24\% | (18) | 39\% | (29) | 24\% | (18) | 13\% | (10) | 74 |
| Watch TV: Several times per month | 9\% | (4) | 33\% | (13) | 31\% | (13) | 28\% | (11) | 41 |
| Watch TV: About once per month | 31\% | (6) | 23\% | (5) | 30\% | (6) | 16\% | (3) | 20 |
| Watch TV: Less often than once per month | 48\% | (6) | 14\% | (2) | $34 \%$ | (4) | 4\% | (1) | 13 |
| Watch TV: Never | 23\% | (15) | 21\% | (14) | 37\% | (25) | 19\% | (13) | 67 |
| Watch Movies: Every day | 39\% | (56) | 28\% | (41) | 28\% | (40) | 4\% | (6) | 142 |
| Watch Movies: Several times per week | 31\% | (74) | 33\% | (79) | 28\% | (68) | 9\% | (21) | 242 |
| Watch Movies: About once per week | 23\% | (39) | 37\% | (63) | 29\% | (48) | 11\% | (18) | 168 |
| Watch Movies: Several times per month | 17\% | (14) | 28\% | (23) | 41\% | (34) | 13\% | (11) | 83 |
| Watch Movies: About once per month | 15\% | (10) | 38\% | (25) | 35\% | (23) | 12\% | (8) | 66 |
| Watch Movies: Less often than once per month | 22\% | (11) | 32\% | (17) | 43\% | (22) | 2\% | (1) | 52 |
| Watch Movies: Never | 27\% | (15) | 24\% | (13) | 29\% | (16) | 19\% | (11) | 55 |
| Watch Sporting Events: Every day | 38\% | (29) | 25\% | (19) | 32\% | (25) | 5\% | (4) | 76 |
| Watch Sporting Events: Several times per week | 25\% | (38) | 45\% | (69) | 27\% | (41) | 4\% | (6) | 154 |
| Watch Sporting Events: About once per week | 22\% | (28) | 37\% | (47) | 29\% | (36) | 12\% | (15) | 127 |
| Watch Sporting Events: Several times per month | 26\% | (15) | 25\% | (15) | 32\% | (19) | 17\% | (10) | 58 |
| Watch Sporting Events: About once per month | 23\% | (11) | 30\% | (15) | 40\% | (20) | 7\% | (3) | 48 |
| Watch Sporting Events: Less often than once per month | 39\% | (39) | 30\% | (31) | 25\% | (25) | 6\% | (7) | 101 |
| Watch Sporting Events: Never | 24\% | (59) | 27\% | (65) | 36\% | (87) | 13\% | (31) | 242 |
| Cable TV: Currently subscribe | 32\% | (129) | 29\% | (118) | 30\% | (121) | 10\% | (40) | 408 |
| Cable TV: Subscribed in past | 22\% | (56) | 40\% | (101) | 32\% | (81) | 7\% | (18) | 256 |
| Cable TV: Never subscribed | 24\% | (35) | 28\% | (41) | 35\% | (51) | 12\% | (17) | 143 |
| Satellite TV: Currently subscribe | 28\% | (44) | 41\% | (64) | 27\% | (41) | 4\% | (6) | 155 |
| Satellite TV: Subscribed in past | 26\% | (56) | 36\% | (77) | 29\% | (62) | 9\% | (19) | 214 |
| Satellite TV: Never subscribed | 27\% | (120) | 27\% | (119) | 34\% | (150) | 11\% | (50) | 438 |

Continued on next page

Table HR4_11: [AMONG THOSE WHO PREFER MOVIE THEATERS] To what extent are the following a reason you would prefer to watch a movie that was just released at a theater?
Different genres of films are offered

| Demographic | This is a major <br> reason |  | This is a minor <br> reason | This is not a <br> reason at all | Don't know / No <br> opinion |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Total N |  |  |  |  |  |

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

Table HR5: [AMONG THOSE WHO PREFER MOVIE THEATERS] And what is the main reason you would prefer to watch a movie that was just released at a theater?


[^56]Table HR5: [AMONG THOSE WHO PREFER MOVIE THEATERS] And what is the main reason you would prefer to watch a movie that was just released at a theater?

| Demographic | Variety of seating options such as cushioned seats or recliners | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | Don't know / No opinion |  | Premium screen formats such as IMAX or 3D |  | Premium <br> sound options such as Dolby Digital |  | Variety of food options |  | Healthy food options |  | Inexpensive ticket cost on certain days or at certain times |  | Inexpensive food cost on certain days or at certain times |  | Ability to buy tickets online or on my phone |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 13\% (102) | 23\% | (184) | 13\% | (106) | 3\% | (25) | 2\% | (12) | 17\% | (134) | 2\% | (14) | 3\% | (22) | 2\% | (19) | 3\% | (25) | 10\% | (78) |
| Employ: Private Sector | 11\% (32) | 28\% | (80) | 16\% | (46) | 3\% | (10) | 1\% | (4) | 13\% | (38) | 1\% | (3) | $4 \%$ | (10) | 2\% | (6) | 2\% | (6) | 9\% | (26) |
| Employ: Government | 17\% (12) | 13\% | (9) | 9\% | (6) | 1\% | (1) | 6\% | (4) | 11\% | (8) | $1 \%$ | (1) | 2\% | (1) | 5\% | (3) | 10\% | (6) | 16\% | (11) |
| Employ: Self-Employed | $14 \% \quad$ (9) | 22\% | (14) | 10\% | (7) | 2\% | (1) | 1\% | (0) | 18\% | (12) | 6\% | (4) | 1\% | (1) | 3\% | (2) | 6\% | (4) | 8\% | (5) |
| Employ: Homemaker | 13\% (6) | 16\% | (7) | 17\% | (8) | 3\% | (1) | - | (0) | 28\% | (12) | 1\% | (1) | - | (0) | - | (0) | 3\% | (1) | 6\% | (3) |
| Employ: Retired | 11\% (15) | 25\% | (36) | 13\% | (18) | 1\% | (1) | - | (1) | 19\% | (27) | - | (1) | 2\% | (3) | 4\% | (5) | 1\% | (2) | 13\% | (18) |
| Employ: Unemployed | 6\% (5) | 15\% | (12) | 17\% | (14) | 1\% | (1) | 4\% | (3) | 17\% | (14) | 5\% | (4) | 8\% | (6) | 1\% | (1) | 6\% | (4) | $11 \%$ | (9) |
| Employ: Other | 17\% (10) | 17\% | (10) | 6\% | (4) | 9\% | (5) | - | (0) | 26\% | (16) | 2\% | (1) | - | (0) | 4\% | (2) | 2\% | (1) | 2\% | (1) |
| Military HH: Yes | 10\% (12) | 21\% | (25) | 12\% | (14) | 5\% | (6) | 3\% | (4) | 20\% | (24) | - | (0) | $4 \%$ | (5) | 2\% | (2) | 1\% | (1) | 9\% | (11) |
| Military HH: No | 13\% (90) | 23\% | (160) | 13\% | (91) | 3\% | (19) | 1\% | (9) | 16\% | (110) | 2\% | (14) | $2 \%$ | (17) | 2\% | (17) | 3\% | (23) | 10\% | (67) |
| RD/WT: Right Direction | 11\% (31) | 26\% | (73) | 15\% | (41) | $4 \%$ | (11) | 1\% | (3) | 13\% | (36) | 2\% | (5) | 2\% | (6) | 3\% | (9) | $4 \%$ | (12) | 11\% | (30) |
| RD/WT: Wrong Track | 13\% (71) | 21\% | (111) | 12\% | (64) | 3\% | (15) | 2\% | (9) | 19\% | (98) | 2\% | (9) | 3\% | (16) | 2\% | (10) | $2 \%$ | (13) | 9\% | (48) |
| Trump Job Approve | 9\% (26) | 26\% | (74) | 15\% | (41) | 3\% | (7) | 1\% | (3) | 15\% | (42) | 2\% | (5) | 2\% | (6) | $4 \%$ | (10) | $4 \%$ | (10) | 11\% | (30) |
| Trump Job Disapprove | 13\% (62) | 21\% | (104) | 13\% | (64) | 4\% | (18) | 2\% | (9) | 18\% | (90) | 2\% | (8) | 3\% | (17) | $2 \%$ | (10) | 3\% | (15) | 9\% | (42) |
| Trump Job Strongly Approve | 11\% (15) | 24\% | (34) | 14\% | (20) | 3\% | (5) | 2\% | (3) | 14\% | (20) | 2\% | (3) | 1\% | (2) | 5\% | (8) | $4 \%$ | (6) | 13\% | (18) |
| Trump Job Somewhat Approve | 7\% (10) | 28\% | (39) | 15\% | (21) | 2\% | (3) | - | (1) | 15\% | (21) | 1\% | (2) | 3\% | (4) | 2\% | (2) | 3\% | (4) | 8\% | (12) |
| Trump Job Somewhat Disapprove | 15\% (16) | 24\% | (27) | 14\% | (16) | 5\% | (6) | 2\% | (2) | 16\% | (18) | - | (0) | 7\% | (8) | 1\% | (1) | 3\% | (3) | 6\% | (6) |
| Trump Job Strongly Disapprove | 12\% (46) | 21\% | (77) | 13\% | (48) | 3\% | (12) | 2\% | (7) | 19\% | (72) | 2\% | (8) | 2\% | (9) | 2\% | (8) | 3\% | (12) | 10\% | (36) |
| Favorable of Trump | 9\% (24) | 26\% | (73) | 14\% | (39) | 2\% | (5) | 1\% | (3) | 14\% | (41) | 2\% | (6) | $2 \%$ | (4) | 3\% | (10) | 7\% | (21) | 10\% | (29) |
| Unfavorable of Trump | 15\% (74) | 21\% | (103) | $14 \%$ | (66) | 3\% | (14) | 1\% | (7) | 19\% | (91) | $2 \%$ | (8) | $4 \%$ | (18) | 2\% | (10) | 1\% | (4) | 8\% | (40) |
| Very Favorable of Trump | 11\% (16) | 26\% | (38) | 14\% | (22) | 2\% | (3) | 2\% | (3) | 16\% | (24) | 3\% | (4) | 1\% | (2) | 5\% | (7) | 4\% | (6) | 10\% | (15) |
| Somewhat Favorable of Trump | 6\% (8) | 26\% | (35) | 13\% | (18) | 1\% | (1) | - | (0) | 13\% | (17) | 1\% | (2) | 2\% | (2) | 2\% | (3) | 12\% | (15) | 11\% | (14) |
| Somewhat Unfavorable of Trump | 17\% (14) | 19\% | (16) | 17\% | (14) | 4\% | (4) | 3\% | (3) | 17\% | (14) | 2\% | (2) | $7 \%$ | (6) | 2\% | (1) | - | (0) | 6\% | (5) |
| Very Unfavorable of Trump | 15\% (60) | 22\% | (87) | 13\% | (52) | 2\% | (10) | 1\% | (4) | 19\% | (77) | 2\% | (6) | 3\% | (12) | 2\% | (8) | 1\% | (4) | 9\% | (35) |
| \#1 Issue: Economy | 12\% (25) | 28\% | (60) | 11\% | (24) | 1\% | (3) | 1\% | (2) | 19\% | (41) | 1\% | (2) | $4 \%$ | (9) | 1\% | (2) | 4\% | (8) | 8\% | (18) |
| \#1 Issue: Security | 9\% (17) | 25\% | (48) | 15\% | (30) | 3\% | (5) | - | (1) | 21\% | (40) | 1\% | (3) | 3\% | (5) | 3\% | (6) | 5\% | (10) | 9\% | (17) |
| \#1 Issue: Health Care | 12\% (16) | 17\% | (23) | 15\% | (20) | 6\% | (9) | 3\% | (5) | 15\% | (21) | 5\% | (7) | $2 \%$ | (2) | 4\% | (6) | 2\% | (3) | 11\% | (14) |
| \#1 Issue: Medicare / Social Security | 17\% (15) | 16\% | (14) | 12\% | (11) | 3\% | (3) | - | (0) | 15\% | (13) | 1\% | (1) | 2\% | (2) | 5\% | (4) | - | (0) | 14\% | (12) |
| \#1 Issue: Women's Issues | 30\% (12) | 25\% | (10) | 14\% | (6) | - | (0) | - | (0) | 15\% | (6) | - | (0) | - | (0) | - | (0) | 3\% | (1) | 8\% | (3) |
| \#1 Issue: Education | 17\% (6) | 6\% | (2) | 21\% | (7) | 7\% | (2) | 4\% | (1) | 19\% | (7) | - | (0) | 4\% | (1) | 2\% | (1) | - | (0) | 14\% | (5) |
| \#1 Issue: Energy | $14 \% \quad$ (9) | $31 \%$ | (20) | 7\% | (4) | 6\% | (4) | 6\% | (4) | 3\% | (2) | - | (0) | 5\% | (3) | 1\% | (1) | 2\% | (2) | $14 \%$ | (9) |
| \#1 Issue: Other | 4\% (1) | 21\% | (7) | 11\% | (4) | - | (0) | - | (0) | 13\% | (4) | 5\% | (1) | - | (0) | 2\% | (1) | - | (0) | - | (0) |
| 2018 House Vote: Democrat | 11\% (39) | 25\% | (86) | 13\% | (45) | 3\% | (12) | 1\% | (4) | 17\% | (60) | 2\% | (6) | 2\% | (8) | 2\% | (9) | 4\% | (15) | 9\% | (33) |
| 2018 House Vote: Republican | 13\% (30) | 25\% | (55) | $11 \%$ | (26) | 3\% | (7) | 1\% | (2) | 18\% | (40) | 1\% | (2) | 5\% | (11) | $4 \%$ | (8) | 3\% | (7) | 7\% | (16) |
| 2018 House Vote: Someone else | - (0) | 21\% | (3) | 28\% | (5) | - | (0) | - | (0) | 20\% | (3) | - | (0) | 9\% | (1) | 4\% | (1) | - | (0) | 19\% | (3) |
| 2016 Vote: Hillary Clinton | 12\% (36) | 23\% | (74) | 14\% | (45) | 3\% | (10) | 1\% | (4) | 16\% | (52) | 1\% | (4) | 3\% | (9) | $2 \%$ | (7) | 2\% | (8) | 10\% | (31) |
| 2016 Vote: Donald Trump | 11\% (26) | 22\% | (51) | 14\% | (33) | 3\% | (7) | 1\% | (2) | 17\% | (39) | 1\% | (3) | 3\% | (7) | $4 \%$ | (10) | 3\% | (7) | 10\% | (22) |
| 2016 Vote: Other | $14 \% \quad$ (7) | 34\% | (15) | 14\% | (6) | 1\% | (0) | 1\% | (1) | 10\% | (5) | - | (0) | 9\% | (4) | 2\% | (1) | - | (0) | 3\% | (1) |
| 2016 Vote: Didn't Vote | 15\% (33) | 20\% | (44) | 10\% | (21) | 4\% | (8) | 2\% | (5) | 17\% | (38) | 3\% | (7) | 1\% | (2) | 1\% | (2) | 4\% | (10) | 11\% |  |

[^57]Table HR5: [AMONG THOSE WHO PREFER MOVIE THEATERS] And what is the main reason you would prefer to watch a movie that was just released at a theater?


[^58]Table HR5: [AMONG THOSE WHO PREFER MOVIE THEATERS] And what is the main reason you would prefer to watch a movie that was just released at a theater?

| Demographic | Variety of seating options such as cushioned seats or recliners | I belong to a movie ticket subscription service | Different genres of films are offered | Don't know / No opinion | Premium screen formats such as IMAX or 3D |  | Premium sound options such as Dolby Digital |  | Variety of food options |  | Healthy food options |  | Inexpensive ticket cost on certain days or at certain times |  | Inexpensive food cost on certain days or at certain times |  | Ability to buy tickets online or on my phone |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 13\% (102) | 23\% (184) | 13\% (106) | 3\% (25) | $2 \%$ | (12) | 17\% | (134) | 2\% | (14) | 3\% | (22) | 2\% | (19) | 3\% | (25) | 10\% | (78) |
| Streaming Services: Currently subscribe | 14\% (69) | 28\% (141) | 14\% (69) | 3\% (16) | $1 \%$ | (6) | 15\% | (78) | $2 \%$ | (8) | $3 \%$ | (15) | $3 \%$ | (14) | 2\% | (12) | 9\% | (43) |
| Streaming Services: Subscribed in past | 20\% (17) | 13\% (11) | 6\% (5) | $8 \% \quad$ (7) | - | (0) | 17\% | (14) | - | (0) | 5\% | (5) | $4 \%$ | (3) | 10\% | (8) | 7\% | (6) |
| Streaming Services: Never subscribed | 7\% (16) | 15\% (32) | 14\% (31) | 1\% (2) | 3\% | (6) | 19\% | (43) | 3\% | (6) | 1\% | (3) | 1\% | (2) | $2 \%$ | (5) | 13\% | (29) |
| Film: An avid fan | 15\% (52) | 24\% (86) | 10\% (35) | 2\% (8) | $2 \%$ | (6) | 17\% | (60) | $2 \%$ | (8) | 2\% | (9) | 3\% | (12) | 2\% | (8) | 14\% | (48) |
| Film: A casual fan | 12\% (48) | 23\% (94) | 16\% (67) | 3\% (13) | $1 \%$ | (6) | 16\% | (65) | 1\% | (5) | 2\% | (10) | $2 \%$ | (7) | 4\% | (16) | 6\% | (24) |
| Film: Not a fan | 3\% (1) | 9\% (4) | 8\% (4) | $11 \%$ (5) | 2\% | (1) | 19\% | (9) | 3\% | (1) | 8\% | (4) | 1\% | (1) | 1\% | (1) | 13\% | (6) |
| Television: An avid fan | 14\% (59) | 24\% (100) | 10\% (43) | 2\% (9) | $2 \%$ | (9) | 16\% | (65) | $2 \%$ | (8) | $4 \%$ | (15) | 3\% | (14) | 1\% | (4) | 13\% | (53) |
| Television: A casual fan | 9\% (32) | $23 \%$ (79) | 17\% (59) | 3\% (10) | 1\% | (3) | 19\% | (66) | - | (1) | 2\% | (6) | 2\% | (6) | 5\% | (19) | 6\% | (23) |
| Television: Not a fan | 26\% (11) | $11 \% \quad$ (5) | 9\% (4) | 14\% (6) | 2\% | (1) | 8\% | (3) | $13 \%$ | (5) | $4 \%$ | (2) | - | (0) | $4 \%$ | (2) | 5\% | (2) |
| Music: An avid fan | 13\% (57) | 27\% (113) | 12\% (51) | 4\% (16) | 1\% | (6) | 16\% | (68) | 2\% | (7) | $4 \%$ | (16) | 3\% | (12) | 1\% | (6) | 11\% | (45) |
| Music: A casual fan | 11\% (40) | 19\% (66) | $14 \%$ (51) | $3 \% \quad$ (9) | 2\% | (6) | 17\% | (61) | 2\% | (7) | $2 \%$ | (6) | 2\% | (8) | 5\% | (17) | 8\% | (29) |
| Music: Not a fan | 16\% (5) | 18\% (6) | 12\% (4) | 2\% (0) | 3\% | (1) | 13\% | (4) | 2\% | (1) | - | (0) | - | (0) | 5\% | (2) | 15\% | (5) |
| Fashion: An avid fan | 22\% (31) | 18\% (26) | 8\% (12) | 5\% (7) | $4 \%$ | (6) | 18\% | (25) | 1\% | (2) | $4 \%$ | (6) | 2\% | (3) | 1\% | (2) | 11\% | (15) |
| Fashion: A casual fan | 10\% (32) | 28\% (93) | 13\% (45) | 2\% (7) | $1 \%$ | (4) | 16\% | (53) | 3\% | (9) | $4 \%$ | (14) | 2\% | (6) | 4\% | (15) | 8\% | (27) |
| Fashion: Not a fan | $12 \% \quad$ (39) | 20\% (65) | 15\% (48) | 4\% (12) | $1 \%$ | (3) | 17\% | (56) | 1\% | (3) | 1\% | (3) | $3 \%$ | (10) | 3\% | (8) | $11 \%$ | (36) |

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

Table HR6_1: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are following a reason you would prefer to watch a movie that was just released via a streaming service?
Ability to pause and restart

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 64\% | (672) | 25\% | (262) | 6\% | (68) | 4\% | (46) | 1047 |
| Gender: Male | 60\% | (273) | 27\% | (121) | 6\% | (29) | 7\% | (29) | 452 |
| Gender: Female | 67\% | (399) | 24\% | (141) | 6\% | (39) | 3\% | (16) | 595 |
| Age: 18-29 | 68\% | (130) | 21\% | (40) | $4 \%$ | (8) | 7\% | (14) | 192 |
| Age: 30-44 | 67\% | (203) | 27\% | (82) | 3\% | (10) | 2\% | (7) | 303 |
| Age: 45-54 | 66\% | (87) | 21\% | (28) | 7\% | (9) | 6\% | (7) | 131 |
| Age: 55-64 | 62\% | (143) | 26\% | (59) | 9\% | (20) | 4\% | (8) | 231 |
| Age: 65+ | 57\% | (110) | 27\% | (52) | 10\% | (20) | 5\% | (9) | 191 |
| Generation Z: 18-22 | 70\% | (44) | 21\% | (13) | 2\% | (1) | 8\% | (5) | 63 |
| Millennial: Age 23-38 | 67\% | (217) | 24\% | (78) | 5\% | (16) | 4\% | (12) | 323 |
| Generation X: Age 39-54 | 66\% | (159) | 24\% | (59) | $4 \%$ | (10) | 5\% | (12) | 240 |
| Boomers: Age 55-73 | 61\% | (220) | 27\% | (97) | 8\% | (30) | $4 \%$ | (14) | 361 |
| PID: Dem (no lean) | 62\% | (221) | 24\% | (87) | 8\% | (27) | 6\% | (22) | 357 |
| PID: Ind (no lean) | 65\% | (210) | 27\% | (89) | 5\% | (16) | 3\% | (9) | 324 |
| PID: Rep (no lean) | 66\% | (241) | 23\% | (86) | $7 \%$ | (24) | 4\% | (15) | 366 |
| PID/Gender: Dem Men | 55\% | (76) | 29\% | (39) | 5\% | (6) | 12\% | (16) | 138 |
| PID/Gender: Dem Women | 66\% | (146) | 22\% | (48) | 9\% | (20) | 3\% | (6) | 220 |
| PID/Gender: Ind Men | 66\% | (104) | 24\% | (37) | 6\% | (10) | $4 \%$ | (6) | 157 |
| PID/Gender: Ind Women | 63\% | (106) | 31\% | (52) | 4\% | (6) | 2\% | (3) | 168 |
| PID/Gender: Rep Men | 59\% | (94) | 28\% | (44) | 8\% | (13) | 5\% | (8) | 158 |
| PID/Gender: Rep Women | 71\% | (147) | 20\% | (42) | 6\% | (12) | $3 \%$ | (7) | 208 |
| Ideo: Liberal (1-3) | 67\% | (186) | 23\% | (65) | 6\% | (18) | $3 \%$ | (9) | 277 |
| Ideo: Moderate (4) | 61\% | (157) | 29\% | (75) | 6\% | (16) | $3 \%$ | (8) | 256 |
| Ideo: Conservative (5-7) | 64\% | (244) | 24\% | (89) | 7\% | (28) | 5\% | (17) | 378 |
| Educ: < College | 65\% | (474) | 24\% | (177) | 6\% | (44) | 5\% | (35) | 730 |
| Educ: Bachelors degree | 68\% | (138) | 22\% | (44) | 6\% | (13) | 4\% | (9) | 205 |
| Educ: Post-grad | 53\% | (60) | 36\% | (41) | 10\% | (11) | 1\% | (1) | 112 |

Continued on next page

Table HR6_1: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are the following a reason you would prefer to watch a movie that was just released via a streaming service?
Ability to pause and restart

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | $\begin{aligned} & \text { Don't know / No } \\ & \text { opinion } \end{aligned}$ |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 64\% | (672) | 25\% | (262) | 6\% | (68) | $4 \%$ | (46) | 1047 |
| Income: Under 50k | 66\% | (403) | $22 \%$ | (134) | 7\% | (42) | 5\% | (28) | 607 |
| Income: $50 \mathrm{k}-100 \mathrm{k}$ | $61 \%$ | (206) | 28\% | (95) | 6\% | (19) | 5\% | (17) | 336 |
| Income: $100 \mathrm{k}+$ | 61\% | (64) | $31 \%$ | (32) | 7\% | (7) | 1\% | (1) | 104 |
| Ethnicity: White | 63\% | (530) | 27\% | (224) | 7\% | (58) | 3\% | (28) | 840 |
| Ethnicity: Hispanic | 73\% | (92) | 16\% | (20) | 3\% | (4) | 8\% | (11) | 127 |
| Ethnicity: Afr. Am. | 68\% | (88) | $21 \%$ | (27) | 3\% | (4) | 8\% | (10) | 129 |
| Ethnicity: Other | 70\% | (55) | 13\% | (10) | 7\% | (5) | $11 \%$ | (8) | 78 |
| Community: Urban | 67\% | (154) | 23\% | (52) | 5\% | (10) | 5\% | (12) | 229 |
| Community: Suburban | 64\% | (315) | 26\% | (129) | 5\% | (27) | $4 \%$ | (19) | 490 |
| Community: Rural | $62 \%$ | (203) | 24\% | (80) | 9\% | (30) | 5\% | (15) | 329 |
| Employ: Private Sector | 61\% | (176) | 29\% | (83) | 7\% | (21) | 3\% | (8) | 288 |
| Employ: Government | 66\% | (34) | 25\% | (13) | 1\% | (0) | 8\% | (4) | 52 |
| Employ: Self-Employed | 65\% | (67) | 29\% | (30) | 2\% | (2) | $4 \%$ | (4) | 103 |
| Employ: Homemaker | 69\% | (61) | 24\% | (21) | 5\% | (5) | 1\% | (1) | 89 |
| Employ: Retired | 59\% | (151) | 26\% | (68) | 10\% | (26) | 5\% | (12) | 258 |
| Employ: Unemployed | 68\% | (75) | 18\% | (19) | 5\% | (5) | 10\% | (11) | 110 |
| Employ: Other | 77\% | (84) | 16\% | (17) | 7\% | (7) | 1\% | (1) | 110 |
| Military HH: Yes | 58\% | (95) | 29\% | (48) | 8\% | (13) | 5\% | (8) | 163 |
| Military HH: No | 65\% | (578) | $24 \%$ | (214) | 6\% | (55) | $4 \%$ | (37) | 884 |
| RD/WT: Right Direction | 65\% | (259) | 24\% | (95) | 7\% | (28) | $4 \%$ | (18) | 400 |
| RD/WT: Wrong Track | 64\% | (414) | 26\% | (166) | 6\% | (40) | $4 \%$ | (28) | 648 |
| Trump Job Approve | 65\% | (290) | 26\% | (115) | 6\% | (28) | 3\% | (13) | 446 |
| Trump Job Disapprove | 63\% | (346) | 26\% | (142) | 7\% | (40) | 5\% | (25) | 553 |
| Trump Job Strongly Approve | 63\% | (153) | 26\% | (62) | 7\% | (17) | $4 \%$ | (11) | 243 |
| Trump Job Somewhat Approve | 68\% | (137) | 26\% | (53) | 5\% | (10) | 1\% | (2) | 203 |
| Trump Job Somewhat Disapprove | 55\% | (65) | 27\% | (32) | 9\% | (11) | 8\% | (10) | 117 |
| Trump Job Strongly Disapprove | 65\% | (281) | 25\% | (110) | 7\% | (30) | 3\% | (15) | 436 |

Continued on next page

Table HR6_1: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are following a reason you would prefer to watch a movie that was just released via a streaming service?
Ability to pause and restart

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | $\begin{aligned} & \text { Don't know / No } \\ & \text { opinion } \end{aligned}$ |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 64\% | (672) | 25\% | (262) | 6\% | (68) | $4 \%$ | (46) | 1047 |
| Favorable of Trump | 67\% | (296) | 25\% | (110) | 6\% | (28) | 2\% | (11) | 445 |
| Unfavorable of Trump | 63\% | (351) | 26\% | (147) | 7\% | (37) | 5\% | (26) | 560 |
| Very Favorable of Trump | 63\% | (157) | 27\% | (67) | 7\% | (18) | 3\% | (7) | 250 |
| Somewhat Favorable of Trump | $71 \%$ | (139) | $22 \%$ | (43) | 5\% | (9) | $2 \%$ | (3) | 195 |
| Somewhat Unfavorable of Trump | 61\% | (55) | 28\% | (25) | 7\% | (7) | 3\% | (3) | 89 |
| Very Unfavorable of Trump | 63\% | (296) | 26\% | (121) | 6\% | (30) | 5\% | (23) | 470 |
| \#1 Issue: Economy | 68\% | (197) | $24 \%$ | (69) | 4\% | (12) | 5\% | (14) | 291 |
| \#1 Issue: Security | 66\% | (148) | 25\% | (55) | 7\% | (16) | $2 \%$ | (5) | 225 |
| \#1 Issue: Health Care | 62\% | (98) | 26\% | (41) | 6\% | (10) | 6\% | (9) | 159 |
| \#1 Issue: Medicare / Social Security | 59\% | (93) | 26\% | (42) | 9\% | (15) | 6\% | (9) | 159 |
| \#1 Issue: Women's Issues | 66\% | (35) | 26\% | (14) | 8\% | (4) | - | (0) | 54 |
| \#1 Issue: Education | 67\% | (34) | 25\% | (13) | 3\% | (2) | 5\% | (3) | 51 |
| \#1 Issue: Energy | 70\% | (38) | $22 \%$ | (12) | 8\% | (4) | - | (0) | 54 |
| \#1 Issue: Other | 51\% | (28) | $31 \%$ | (17) | 8\% | (4) | 10\% | (5) | 55 |
| 2018 House Vote: Democrat | 64\% | (213) | 25\% | (84) | 8\% | (25) | 3\% | (10) | 333 |
| 2018 House Vote: Republican | 62\% | (186) | 26\% | (77) | 9\% | (26) | $4 \%$ | (11) | 300 |
| 2018 House Vote: Someone else | 65\% | (26) | 30\% | (12) | 4\% | (2) | 1\% | (0) | 40 |
| 2016 Vote: Hillary Clinton | 63\% | (185) | 26\% | (76) | 9\% | (25) | 3\% | (9) | 294 |
| 2016 Vote: Donald Trump | 63\% | (210) | 26\% | (87) | 8\% | (28) | $3 \%$ | (9) | 334 |
| 2016 Vote: Other | 62\% | (32) | $31 \%$ | (16) | $2 \%$ | (1) | $4 \%$ | (2) | 51 |
| 2016 Vote: Didn't Vote | 67\% | (245) | $22 \%$ | (81) | 4\% | (14) | 7\% | (25) | 365 |
| Voted in 2014: Yes | 63\% | (373) | 27\% | (158) | 8\% | (47) | 3\% | (17) | 595 |
| Voted in 2014: No | 66\% | (300) | $23 \%$ | (103) | 5\% | (21) | 6\% | (29) | 453 |
| 2012 Vote: Barack Obama | 63\% | (204) | 26\% | (83) | 7\% | (24) | $4 \%$ | (12) | 323 |
| 2012 Vote: Mitt Romney | 62\% | (161) | 27\% | (72) | 9\% | (23) | $2 \%$ | (6) | 261 |
| 2012 Vote: Other | 58\% | (28) | 29\% | (14) | - | (0) | 14\% | (7) | 49 |
| 2012 Vote: Didn't Vote | 67\% | (279) | $22 \%$ | (92) | 5\% | (21) | 5\% | (21) | 414 |

Continued on next page

Table HR6_1: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are fhe following a reason you would prefer to watch a movie that was just released via a streaming service?
Ability to pause and restart

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 64\% | (672) | 25\% | (262) | 6\% | (68) | 4\% | (46) | 1047 |
| 4-Region: Northeast | 62\% | (114) | 28\% | (51) | 7\% | (12) | 3\% | (6) | 183 |
| 4-Region: Midwest | 58\% | (131) | 29\% | (64) | 9\% | (21) | 4\% | (8) | 224 |
| 4-Region: South | 69\% | (274) | 19\% | (76) | 6\% | (22) | 6\% | (24) | 396 |
| 4-Region: West | 63\% | (153) | 29\% | (71) | 5\% | (12) | 3\% | (8) | 244 |
| Watch TV: Every day | 64\% | (326) | 26\% | (130) | 8\% | (39) | 2\% | (11) | 506 |
| Watch TV: Several times per week | 69\% | (202) | 23\% | (69) | $4 \%$ | (10) | 4\% | (11) | 292 |
| Watch TV: About once per week | 58\% | (29) | 33\% | (16) | $4 \%$ | (2) | 6\% | (3) | 50 |
| Watch TV: Several times per month | 67\% | (39) | 30\% | (18) | 2\% | (1) | 1\% | (0) | 59 |
| Watch TV: About once per month | 57\% | (16) | 31\% | (9) | 4\% | (1) | 7\% | (2) | 28 |
| Watch TV: Less often than once per month | 57\% | (26) | 21\% | (10) | 8\% | (4) | 14\% | (7) | 47 |
| Watch TV: Never | 51\% | (33) | 16\% | (11) | 16\% | (11) | 17\% | (11) | 66 |
| Watch Movies: Every day | 68\% | (119) | 26\% | (46) | 5\% | (9) | 1\% | (1) | 175 |
| Watch Movies: Several times per week | 66\% | (193) | 26\% | (77) | 5\% | (16) | 2\% | (7) | 294 |
| Watch Movies: About once per week | 68\% | (130) | 22\% | (43) | $4 \%$ | (8) | 6\% | (11) | 191 |
| Watch Movies: Several times per month | 61\% | (89) | 28\% | (41) | 9\% | (14) | 2\% | (3) | 147 |
| Watch Movies: About once per month | 65\% | (66) | 27\% | (27) | 5\% | (6) | 3\% | (3) | 102 |
| Watch Movies: Less often than once per month | 59\% | (43) | 24\% | (17) | 9\% | (6) | 9\% | (6) | 73 |
| Watch Movies: Never | 49\% | (33) | 15\% | (10) | 14\% | (9) | 22\% | (14) | 66 |
| Watch Sporting Events: Every day | 63\% | (29) | 30\% | (14) | 4\% | (2) | 2\% | (1) | 46 |
| Watch Sporting Events: Several times per week | 64\% | (117) | 26\% | (47) | 6\% | (10) | 5\% | (8) | 183 |
| Watch Sporting Events: About once per week | 63\% | (94) | 28\% | (43) | 7\% | (10) | 2\% | (3) | 150 |
| Watch Sporting Events: Several times per month | 65\% | (45) | $31 \%$ | (21) | 4\% | (3) | - | (0) | 69 |
| Watch Sporting Events: About once per month | 57\% | (34) | $31 \%$ | (19) | 5\% | (3) | 7\% | (4) | 60 |
| Watch Sporting Events: Less often than once per month | 66\% | (92) | 25\% | (35) | 4\% | (6) | 4\% | (6) | 139 |
| Watch Sporting Events: Never | 65\% | (260) | 21\% | (83) | 8\% | (33) | 6\% | (23) | 399 |
| Cable TV: Currently subscribe | 66\% | (292) | 24\% | (107) | 5\% | (24) | $4 \%$ | (17) | 441 |
| Cable TV: Subscribed in past | 65\% | (269) | 25\% | (101) | 6\% | (26) | 4\% | (15) | 411 |
| Cable TV: Never subscribed | 57\% | (111) | 27\% | (53) | 9\% | (18) | 7\% | (13) | 195 |

[^59]Table HR6_1: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are following a reason you would prefer to watch a movie that was just released via a streaming service?
$\underline{\text { Ability to pause and restart }}$

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 64\% | (672) | 25\% | (262) | 6\% | (68) | 4\% | (46) | 1047 |
| Satellite TV: Currently subscribe | 67\% | (129) | $21 \%$ | (40) | 7\% | (13) | 5\% | (10) | 191 |
| Satellite TV: Subscribed in past | 66\% | (222) | 26\% | (86) | 5\% | (16) | 3\% | (11) | 336 |
| Satellite TV: Never subscribed | 62\% | (322) | 26\% | (136) | 7\% | (38) | 5\% | (25) | 520 |
| Streaming Services: Currently subscribe | 67\% | (490) | 26\% | (189) | 5\% | (37) | 2\% | (17) | 733 |
| Streaming Services: Subscribed in past | 63\% | (65) | $21 \%$ | (22) | 8\% | (8) | 8\% | (9) | 104 |
| Streaming Services: Never subscribed | 56\% | (118) | 24\% | (51) | $11 \%$ | (22) | 9\% | (20) | 211 |
| Film: An avid fan | 70\% | (219) | 25\% | (79) | 3\% | (9) | $2 \%$ | (6) | 313 |
| Film: A casual fan | 61\% | (371) | 26\% | (160) | 8\% | (46) | 5\% | (32) | 608 |
| Film: Not a fan | 66\% | (83) | 18\% | (23) | 10\% | (13) | 6\% | (7) | 126 |
| Television: An avid fan | 67\% | (348) | 24\% | (125) | 5\% | (28) | $4 \%$ | (22) | 523 |
| Television: A casual fan | 62\% | (284) | 27\% | (122) | 8\% | (35) | $4 \%$ | (17) | 458 |
| Television: Not a fan | 60\% | (40) | 21\% | (14) | 8\% | (5) | 11\% | (7) | 67 |
| Music: An avid fan | 69\% | (351) | $22 \%$ | (113) | $4 \%$ | (23) | $4 \%$ | (22) | 509 |
| Music: A casual fan | 60\% | (274) | 29\% | (132) | 8\% | (35) | $4 \%$ | (19) | 461 |
| Music: Not a fan | 60\% | (47) | 22\% | (17) | $12 \%$ | (10) | 6\% | (5) | 78 |
| Fashion: An avid fan | 64\% | (83) | 22\% | (29) | 5\% | (7) | 8\% | (11) | 129 |
| Fashion: A casual fan | 66\% | (249) | 26\% | (98) | 6\% | (24) | 2\% | (8) | 379 |
| Fashion: Not a fan | 63\% | (341) | 25\% | (135) | 7\% | (37) | 5\% | (27) | 540 |

[^60]Table HR6_2: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are the following a reason you would prefer to watch a movie that was just released via a streaming service?
Less expensive than seeing a movie in theaters

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 71\% | (742) | 18\% | (191) | 7\% | (77) | $4 \%$ | (38) | 1047 |
| Gender: Male | 64\% | (291) | $24 \%$ | (108) | 8\% | (37) | $4 \%$ | (16) | 452 |
| Gender: Female | 76\% | (451) | 14\% | (83) | 7\% | (40) | 4\% | (22) | 595 |
| Age: 18-29 | 70\% | (133) | 18\% | (35) | 7\% | (14) | 5\% | (9) | 192 |
| Age: 30-44 | 74\% | (224) | 19\% | (57) | 5\% | (16) | 2\% | (6) | 303 |
| Age: 45-54 | 68\% | (89) | 21\% | (27) | 9\% | (12) | $3 \%$ | (3) | 131 |
| Age: 55-64 | 70\% | (161) | 16\% | (38) | 9\% | (20) | 5\% | (11) | 231 |
| Age: 65+ | 70\% | (134) | 18\% | (34) | 8\% | (16) | 4\% | (8) | 191 |
| Generation Z: 18-22 | 78\% | (49) | 8\% | (5) | 7\% | (4) | 7\% | (4) | 63 |
| Millennial: Age 23-38 | 74\% | (239) | 18\% | (57) | 6\% | (19) | 2\% | (7) | 323 |
| Generation X: Age 39-54 | 66\% | (159) | $24 \%$ | (57) | 7\% | (18) | $3 \%$ | (7) | 240 |
| Boomers: Age 55-73 | 71\% | (255) | 17\% | (61) | 8\% | (30) | 5\% | (16) | 361 |
| PID: Dem (no lean) | 74\% | (263) | 18\% | (65) | 6\% | (20) | 3\% | (10) | 357 |
| PID: Ind (no lean) | 68\% | (220) | $21 \%$ | (68) | 8\% | (26) | $3 \%$ | (10) | 324 |
| PID: Rep (no lean) | 71\% | (259) | 16\% | (58) | 8\% | (31) | 5\% | (18) | 366 |
| PID/Gender: Dem Men | 70\% | (96) | $22 \%$ | (30) | 6\% | (8) | 3\% | (4) | 138 |
| PID/Gender: Dem Women | 76\% | (166) | 16\% | (35) | 6\% | (12) | $3 \%$ | (6) | 220 |
| PID/Gender: Ind Men | 55\% | (86) | $31 \%$ | (49) | $11 \%$ | (17) | $3 \%$ | (5) | 157 |
| PID/Gender: Ind Women | 80\% | (134) | $11 \%$ | (19) | 6\% | (9) | 3\% | (5) | 168 |
| PID/Gender: Rep Men | 69\% | (109) | 18\% | (29) | 8\% | (13) | 5\% | (7) | 158 |
| PID/Gender: Rep Women | 72\% | (150) | 14\% | (29) | 9\% | (18) | 5\% | (10) | 208 |
| Ideo: Liberal (1-3) | 71\% | (197) | $21 \%$ | (59) | 6\% | (17) | 1\% | (4) | 277 |
| Ideo: Moderate (4) | 69\% | (177) | 20\% | (51) | 9\% | (22) | 2\% | (6) | 256 |
| Ideo: Conservative (5-7) | 71\% | (269) | 17\% | (65) | 9\% | (33) | 3\% | (12) | 378 |
| Educ: < College | 72\% | (528) | 17\% | (121) | 7\% | (50) | 4\% | (31) | 730 |
| Educ: Bachelors degree | 71\% | (145) | 18\% | (37) | 9\% | (18) | 2\% | (4) | 205 |
| Educ: Post-grad | 61\% | (69) | 29\% | (32) | 8\% | (9) | 2\% | (2) | 112 |

Continued on next page

Table HR6_2: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are the following a reason you would prefer to watch a movie that was just released via a streaming service?
Less expensive than seeing a movie in theaters

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 71\% | (742) | 18\% | (191) | 7\% | (77) | $4 \%$ | (38) | 1047 |
| Income: Under 50k | 72\% | (438) | 17\% | (101) | 7\% | (45) | $4 \%$ | (22) | 607 |
| Income: $50 \mathrm{k}-100 \mathrm{k}$ | 70\% | (235) | 20\% | (69) | 6\% | (19) | $4 \%$ | (13) | 336 |
| Income: $100 \mathrm{k}+$ | 67\% | (69) | 20\% | (20) | 12\% | (13) | $2 \%$ | (2) | 104 |
| Ethnicity: White | 71\% | (599) | 18\% | (153) | 7\% | (59) | $4 \%$ | (30) | 840 |
| Ethnicity: Hispanic | 74\% | (94) | 19\% | (24) | 7\% | (9) | - | (0) | 127 |
| Ethnicity: Afr. Am. | 66\% | (86) | 20\% | (26) | 9\% | (11) | 5\% | (6) | 129 |
| Ethnicity: Other | $74 \%$ | (58) | 15\% | (12) | 10\% | (8) | 2\% | (1) | 78 |
| Community: Urban | 70\% | (161) | 17\% | (39) | 8\% | (18) | 5\% | (11) | 229 |
| Community: Suburban | 71\% | (348) | 18\% | (89) | 8\% | (38) | 3\% | (15) | 490 |
| Community: Rural | 71\% | (233) | 19\% | (63) | 6\% | (21) | $4 \%$ | (12) | 329 |
| Employ: Private Sector | 68\% | (196) | 22\% | (62) | 9\% | (25) | $2 \%$ | (5) | 288 |
| Employ: Government | $72 \%$ | (38) | 22\% | (12) | 5\% | (3) | 1\% | (1) | 52 |
| Employ: Self-Employed | 69\% | (71) | 20\% | (20) | 9\% | (9) | 3\% | (3) | 103 |
| Employ: Homemaker | 79\% | (70) | 13\% | (11) | 4\% | (4) | $4 \%$ | (3) | 89 |
| Employ: Retired | 70\% | (181) | 17\% | (44) | 8\% | (20) | 5\% | (12) | 258 |
| Employ: Unemployed | 73\% | (81) | 16\% | (17) | 5\% | (5) | 6\% | (7) | 110 |
| Employ: Other | 70\% | (77) | 18\% | (20) | 9\% | (10) | $2 \%$ | (3) | 110 |
| Military HH: Yes | 64\% | (105) | 27\% | (44) | 5\% | (8) | $4 \%$ | (6) | 163 |
| Military HH: No | 72\% | (637) | 17\% | (147) | 8\% | (69) | $4 \%$ | (31) | 884 |
| RD/WT: Right Direction | 71\% | (284) | 17\% | (69) | 8\% | (31) | $4 \%$ | (16) | 400 |
| RD/WT: Wrong Track | 71\% | (459) | 19\% | (121) | 7\% | (46) | 3\% | (21) | 648 |
| Trump Job Approve | 71\% | (319) | 17\% | (78) | 7\% | (33) | $4 \%$ | (16) | 446 |
| Trump Job Disapprove | 71\% | (392) | 20\% | (108) | 7\% | (38) | 3\% | (14) | 553 |
| Trump Job Strongly Approve | $74 \%$ | (179) | 15\% | (37) | 7\% | (18) | $4 \%$ | (10) | 243 |
| Trump Job Somewhat Approve | 69\% | (140) | 20\% | (41) | 8\% | (16) | 3\% | (6) | 203 |
| Trump Job Somewhat Disapprove | 69\% | (80) | 23\% | (27) | 4\% | (5) | $4 \%$ | (5) | 117 |
| Trump Job Strongly Disapprove | 72\% | (312) | 19\% | (81) | 8\% | (33) | $2 \%$ | (10) | 436 |

Continued on next page

Table HR6_2: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are the following a reason you would prefer to watch a movie that was just released via a streaming service?
Less expensive than seeing a movie in theaters

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 71\% | (742) | 18\% | (191) | 7\% | (77) | $4 \%$ | (38) | 1047 |
| Favorable of Trump | 73\% | (325) | 17\% | (76) | 7\% | (30) | 3\% | (14) | 445 |
| Unfavorable of Trump | 71\% | (395) | 20\% | (109) | 7\% | (41) | 3\% | (14) | 560 |
| Very Favorable of Trump | 72\% | (181) | 16\% | (41) | 8\% | (21) | 3\% | (7) | 250 |
| Somewhat Favorable of Trump | $74 \%$ | (144) | 18\% | (35) | 5\% | (9) | $4 \%$ | (7) | 195 |
| Somewhat Unfavorable of Trump | 67\% | (60) | 20\% | (18) | 8\% | (7) | 5\% | (4) | 89 |
| Very Unfavorable of Trump | 71\% | (335) | 19\% | (91) | 7\% | (34) | $2 \%$ | (10) | 470 |
| \#1 Issue: Economy | 75\% | (220) | 17\% | (49) | 6\% | (16) | $2 \%$ | (7) | 291 |
| \#1 Issue: Security | 67\% | (151) | 20\% | (46) | 8\% | (17) | 5\% | (11) | 225 |
| \#1 Issue: Health Care | 75\% | (119) | 16\% | (25) | 5\% | (9) | 3\% | (5) | 159 |
| \#1 Issue: Medicare / Social Security | 75\% | (119) | 15\% | (23) | 8\% | (12) | $2 \%$ | (4) | 159 |
| \#1 Issue: Women's Issues | 70\% | (37) | 18\% | (10) | 7\% | (4) | 6\% | (3) | 54 |
| \#1 Issue: Education | 64\% | (32) | 15\% | (8) | 14\% | (7) | 7\% | (4) | 51 |
| \#1 Issue: Energy | 68\% | (37) | $21 \%$ | (12) | 10\% | (6) | - | (0) | 54 |
| \#1 Issue: Other | 47\% | (26) | $33 \%$ | (18) | 13\% | (7) | 7\% | (4) | 55 |
| 2018 House Vote: Democrat | 68\% | (225) | 23\% | (78) | 7\% | (22) | $2 \%$ | (8) | 333 |
| 2018 House Vote: Republican | $72 \%$ | (215) | 17\% | (50) | 8\% | (23) | $4 \%$ | (12) | 300 |
| 2018 House Vote: Someone else | $71 \%$ | (28) | 14\% | (6) | $14 \%$ | (5) | 1\% | (0) | 40 |
| 2016 Vote: Hillary Clinton | 68\% | (201) | $22 \%$ | (65) | 8\% | (22) | $2 \%$ | (6) | 294 |
| 2016 Vote: Donald Trump | 73\% | (243) | 18\% | (59) | 6\% | (20) | $4 \%$ | (12) | 334 |
| 2016 Vote: Other | 62\% | (31) | $24 \%$ | (12) | 10\% | (5) | $4 \%$ | (2) | 51 |
| 2016 Vote: Didn't Vote | 73\% | (267) | 15\% | (54) | 7\% | (27) | 5\% | (18) | 365 |
| Voted in 2014: Yes | 68\% | (407) | $21 \%$ | (125) | 8\% | (49) | $2 \%$ | (13) | 595 |
| Voted in 2014: No | $74 \%$ | (335) | 14\% | (65) | 6\% | (28) | 5\% | (24) | 453 |
| 2012 Vote: Barack Obama | 65\% | (209) | 25\% | (80) | 8\% | (26) | 3\% | (8) | 323 |
| 2012 Vote: Mitt Romney | 73\% | (191) | 18\% | (48) | 7\% | (19) | 1\% | (4) | 261 |
| 2012 Vote: Other | 76\% | (38) | 10\% | (5) | 5\% | (2) | 9\% | (4) | 49 |
| 2012 Vote: Didn't Vote | $74 \%$ | (305) | $14 \%$ | (58) | 7\% | (30) | 5\% | (21) | 414 |

Continued on next page

Table HR6_2: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are the following a reason you would prefer to watch a movie that was just released via a streaming service?
Less expensive than seeing a movie in theaters

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 71\% | (742) | 18\% | (191) | 7\% | (77) | $4 \%$ | (38) | 1047 |
| 4-Region: Northeast | 73\% | (133) | 19\% | (34) | 7\% | (13) | $2 \%$ | (3) | 183 |
| 4-Region: Midwest | 68\% | (153) | 19\% | (43) | 9\% | (21) | 3\% | (7) | 224 |
| 4-Region: South | 72\% | (284) | 18\% | (69) | 6\% | (22) | 5\% | (21) | 396 |
| 4-Region: West | 71\% | (173) | 18\% | (44) | 9\% | (21) | 3\% | (6) | 244 |
| Watch TV: Every day | 74\% | (374) | 17\% | (87) | 6\% | (32) | 3\% | (13) | 506 |
| Watch TV: Several times per week | 70\% | (204) | $21 \%$ | (61) | 6\% | (18) | 3\% | (8) | 292 |
| Watch TV: About once per week | 62\% | (31) | $22 \%$ | (11) | 10\% | (5) | 5\% | (3) | 50 |
| Watch TV: Several times per month | 78\% | (46) | 18\% | (10) | 4\% | (2) | 1\% | (0) | 59 |
| Watch TV: About once per month | 72\% | (20) | 11\% | (3) | 9\% | (3) | 7\% | (2) | 28 |
| Watch TV: Less often than once per month | 54\% | (25) | 16\% | (7) | $22 \%$ | (10) | 8\% | (4) | 47 |
| Watch TV: Never | 63\% | (42) | 16\% | (10) | 10\% | (6) | 12\% | (8) | 66 |
| Watch Movies: Every day | 75\% | (132) | 16\% | (28) | 7\% | (12) | $2 \%$ | (4) | 175 |
| Watch Movies: Several times per week | 73\% | (215) | 20\% | (57) | 6\% | (18) | 1\% | (4) | 294 |
| Watch Movies: About once per week | 72\% | (137) | 20\% | (38) | 5\% | (10) | 3\% | (6) | 191 |
| Watch Movies: Several times per month | 68\% | (99) | $21 \%$ | (30) | 9\% | (13) | 3\% | (4) | 147 |
| Watch Movies: About once per month | 69\% | (70) | 14\% | (14) | 13\% | (13) | 4\% | (4) | 102 |
| Watch Movies: Less often than once per month | 65\% | (48) | 19\% | (14) | 12\% | (9) | 4\% | (3) | 73 |
| Watch Movies: Never | 62\% | (41) | 15\% | (10) | 4\% | (3) | 19\% | (12) | 66 |
| Watch Sporting Events: Every day | 61\% | (28) | $34 \%$ | (16) | 3\% | (1) | $2 \%$ | (1) | 46 |
| Watch Sporting Events: Several times per week | 67\% | (123) | $22 \%$ | (40) | 10\% | (19) | 1\% | (2) | 183 |
| Watch Sporting Events: About once per week | 70\% | (106) | 20\% | (30) | 8\% | (12) | 1\% | (2) | 150 |
| Watch Sporting Events: Several times per month | 64\% | (44) | 27\% | (19) | 7\% | (5) | 2\% | (1) | 69 |
| Watch Sporting Events: About once per month | 68\% | (41) | 20\% | (12) | 7\% | (4) | 5\% | (3) | 60 |
| Watch Sporting Events: Less often than once per month | 78\% | (108) | 14\% | (20) | 5\% | (8) | 3\% | (4) | 139 |
| Watch Sporting Events: Never | 73\% | (292) | 13\% | (53) | 7\% | (28) | 6\% | (25) | 399 |
| Cable TV: Currently subscribe | 70\% | (307) | 19\% | (85) | 7\% | (31) | 4\% | (18) | 441 |
| Cable TV: Subscribed in past | 74\% | (306) | 17\% | (70) | 7\% | (28) | $2 \%$ | (7) | 411 |
| Cable TV: Never subscribed | 66\% | (130) | 18\% | (35) | 9\% | (18) | 6\% | (12) | 195 |

[^61]Table HR6_2: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are the following a reason you would prefer to watch a movie that was just released via a streaming service?
Less expensive than seeing a movie in theaters

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 71\% | (742) | 18\% | (191) | 7\% | (77) | $4 \%$ | (38) | 1047 |
| Satellite TV: Currently subscribe | 70\% | (133) | 17\% | (32) | 9\% | (18) | $4 \%$ | (8) | 191 |
| Satellite TV: Subscribed in past | 74\% | (247) | 20\% | (66) | 5\% | (16) | $2 \%$ | (6) | 336 |
| Satellite TV: Never subscribed | 70\% | (362) | 18\% | (93) | 8\% | (43) | $4 \%$ | (23) | 520 |
| Streaming Services: Currently subscribe | 75\% | (549) | 17\% | (127) | 6\% | (43) | $2 \%$ | (13) | 733 |
| Streaming Services: Subscribed in past | 61\% | (63) | 21\% | (22) | 16\% | (17) | $2 \%$ | (3) | 104 |
| Streaming Services: Never subscribed | 62\% | (130) | 20\% | (42) | 8\% | (17) | 10\% | (22) | 211 |
| Film: An avid fan | 75\% | (235) | 17\% | (55) | 6\% | (17) | $2 \%$ | (7) | 313 |
| Film: A casual fan | 67\% | (410) | 21\% | (125) | 8\% | (50) | 4\% | (24) | 608 |
| Film: Not a fan | 78\% | (98) | 9\% | (11) | 8\% | (10) | 5\% | (7) | 126 |
| Television: An avid fan | 70\% | (368) | 18\% | (94) | 8\% | (43) | 3\% | (17) | 523 |
| Television: A casual fan | 72\% | (327) | 19\% | (87) | 6\% | (28) | 3\% | (15) | 458 |
| Television: Not a fan | 70\% | (47) | 13\% | (9) | 8\% | (6) | 8\% | (5) | 67 |
| Music: An avid fan | $72 \%$ | (368) | 17\% | (86) | 7\% | (38) | 3\% | (17) | 509 |
| Music: A casual fan | 69\% | (317) | 20\% | (93) | 8\% | (35) | 3\% | (16) | 461 |
| Music: Not a fan | 74\% | (58) | 14\% | (11) | 6\% | (5) | 6\% | (4) | 78 |
| Fashion: An avid fan | 68\% | (87) | 19\% | (25) | 10\% | (13) | $3 \%$ | (3) | 129 |
| Fashion: A casual fan | 66\% | (252) | 21\% | (81) | 9\% | (32) | $4 \%$ | (13) | 379 |
| Fashion: Not a fan | 75\% | (403) | 16\% | (85) | 6\% | (31) | $4 \%$ | (21) | 540 |

[^62]Table HR6_3: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are the following a reason you would prefer to watch a movie that was just released via a streaming service?
Comfort of my home

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 86\% | (904) | 10\% | (100) | $2 \%$ | (24) | 2\% | (20) | 1047 |
| Gender: Male | 84\% | (381) | 12\% | (52) | 3\% | (11) | $2 \%$ | (8) | 452 |
| Gender: Female | 88\% | (523) | 8\% | (48) | 2\% | (13) | 2\% | (12) | 595 |
| Age: 18-29 | 87\% | (166) | 7\% | (13) | 2\% | (3) | 5\% | (9) | 192 |
| Age: 30-44 | 84\% | (254) | 13\% | (39) | 2\% | (5) | 1\% | (4) | 303 |
| Age: 45-54 | 88\% | (116) | 9\% | (12) | 2\% | (2) | 1\% | (1) | 131 |
| Age: 55-64 | 88\% | (203) | 8\% | (18) | 4\% | (8) | 1\% | (1) | 231 |
| Age: 65+ | 86\% | (164) | 10\% | (19) | 3\% | (5) | 2\% | (4) | 191 |
| Generation Z: 18-22 | 86\% | (54) | 5\% | (3) | - | (0) | 9\% | (6) | 63 |
| Millennial: Age 23-38 | 86\% | (277) | 10\% | (33) | 3\% | (9) | 1\% | (4) | 323 |
| Generation X: Age 39-54 | 86\% | (206) | 12\% | (28) | 1\% | (2) | $2 \%$ | (4) | 240 |
| Boomers: Age 55-73 | 87\% | (316) | 8\% | (30) | $4 \%$ | (13) | 1\% | (3) | 361 |
| PID: Dem (no lean) | 91\% | (324) | 7\% | (24) | 1\% | (5) | 1\% | (4) | 357 |
| PID: Ind (no lean) | 84\% | (271) | 13\% | (41) | $2 \%$ | (6) | $2 \%$ | (5) | 324 |
| PID: Rep (no lean) | 84\% | (308) | 10\% | (35) | 4\% | (13) | 3\% | (10) | 366 |
| PID/Gender: Dem Men | 88\% | (121) | 9\% | (13) | 1\% | (2) | $2 \%$ | (2) | 138 |
| PID/Gender: Dem Women | 93\% | (204) | 5\% | (11) | 1\% | (3) | 1\% | (2) | 220 |
| PID/Gender: Ind Men | 80\% | (125) | 17\% | (26) | 2\% | (3) | $2 \%$ | (2) | 157 |
| PID/Gender: Ind Women | 87\% | (146) | 9\% | (15) | $2 \%$ | (4) | $2 \%$ | (3) | 168 |
| PID/Gender: Rep Men | 85\% | (135) | 8\% | (13) | 4\% | (7) | $2 \%$ | (3) | 158 |
| PID/Gender: Rep Women | 83\% | (173) | 10\% | (22) | 3\% | (6) | 3\% | (7) | 208 |
| Ideo: Liberal (1-3) | 90\% | (249) | 7\% | (20) | $2 \%$ | (4) | 1\% | (3) | 277 |
| Ideo: Moderate (4) | 83\% | (213) | $12 \%$ | (30) | 3\% | (8) | 2\% | (5) | 256 |
| Ideo: Conservative (5-7) | 87\% | (331) | 9\% | (35) | $2 \%$ | (8) | 1\% | (4) | 378 |
| Educ: < College | 87\% | (633) | 9\% | (65) | 2\% | (17) | 2\% | (14) | 730 |
| Educ: Bachelors degree | 87\% | (178) | 9\% | (18) | 3\% | (5) | 2\% | (3) | 205 |
| Educ: Post-grad | 82\% | (93) | 15\% | (16) | 1\% | (1) | 2\% | (2) | 112 |

Continued on next page

Table HR6_3: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are the following a reason you would prefer to watch a movie that was just released via a streaming service?
Comfort of my home

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 86\% | (904) | 10\% | (100) | 2\% | (24) | $2 \%$ | (20) | 1047 |
| Income: Under 50k | 87\% | (525) | 10\% | (58) | 2\% | (14) | $2 \%$ | (10) | 607 |
| Income: $50 \mathrm{k}-100 \mathrm{k}$ | 87\% | (293) | $9 \%$ | (30) | 2\% | (6) | $2 \%$ | (8) | 336 |
| Income: $100 \mathrm{k}+$ | 82\% | (86) | 12\% | (13) | $4 \%$ | (5) | 1\% | (1) | 104 |
| Ethnicity: White | 87\% | (730) | $9 \%$ | (75) | 2\% | (21) | $2 \%$ | (14) | 840 |
| Ethnicity: Hispanic | 95\% | (121) | $2 \%$ | (3) | $2 \%$ | (3) | - | (0) | 127 |
| Ethnicity: Afr. Am. | 84\% | (108) | 11\% | (14) | $2 \%$ | (3) | 3\% | (4) | 129 |
| Ethnicity: Other | 83\% | (65) | 15\% | (12) | 1\% | (1) | $2 \%$ | (1) | 78 |
| Community: Urban | 87\% | (200) | 9\% | (21) | $2 \%$ | (4) | $2 \%$ | (4) | 229 |
| Community: Suburban | 87\% | (424) | 10\% | (47) | $2 \%$ | (8) | 2\% | (11) | 490 |
| Community: Rural | 85\% | (280) | 10\% | (32) | $4 \%$ | (12) | $2 \%$ | (5) | 329 |
| Employ: Private Sector | 85\% | (246) | 12\% | (35) | $2 \%$ | (6) | 1\% | (1) | 288 |
| Employ: Government | 90\% | (47) | 7\% | (4) | - | (0) | 2\% | (1) | 52 |
| Employ: Self-Employed | 86\% | (89) | 9\% | (10) | 1\% | (1) | 3\% | (4) | 103 |
| Employ: Homemaker | 85\% | (75) | 7\% | (6) | 5\% | (4) | 3\% | (3) | 89 |
| Employ: Retired | 88\% | (226) | 8\% | (20) | $3 \%$ | (8) | 1\% | (4) | 258 |
| Employ: Unemployed | 82\% | (90) | 13\% | (14) | $4 \%$ | (5) | 1\% | (1) | 110 |
| Employ: Other | 91\% | (100) | 8\% | (9) | - | (0) | 1\% | (1) | 110 |
| Military HH: Yes | 88\% | (144) | 7\% | (11) | 3\% | (6) | 1\% | (2) | 163 |
| Military HH: No | 86\% | (759) | 10\% | (89) | $2 \%$ | (19) | $2 \%$ | (17) | 884 |
| RD/WT: Right Direction | 85\% | (339) | 10\% | (40) | $2 \%$ | (8) | 3\% | (13) | 400 |
| RD/WT: Wrong Track | 87\% | (564) | 9\% | (60) | $3 \%$ | (17) | 1\% | (7) | 648 |
| Trump Job Approve | 86\% | (383) | 10\% | (44) | $2 \%$ | (9) | $2 \%$ | (10) | 446 |
| Trump Job Disapprove | 88\% | (484) | 9\% | (49) | $2 \%$ | (13) | 1\% | (7) | 553 |
| Trump Job Strongly Approve | 85\% | (206) | 11\% | (27) | 1\% | (3) | 3\% | (7) | 243 |
| Trump Job Somewhat Approve | 87\% | (177) | 9\% | (17) | 3\% | (6) | 1\% | (3) | 203 |
| Trump Job Somewhat Disapprove | 87\% | (101) | 10\% | (12) | $2 \%$ | (2) | 1\% | (1) | 117 |
| Trump Job Strongly Disapprove | 88\% | (383) | 8\% | (37) | 2\% | (11) | 1\% | (6) | 436 |

Continued on next page

Table HR6_3: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are the following a reason you would prefer to watch a movie that was just released via a streaming service?
Comfort of my home

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 86\% | (904) | 10\% | (100) | $2 \%$ | (24) | 2\% | (20) | 1047 |
| Favorable of Trump | 86\% | (382) | 10\% | (44) | 2\% | (9) | $2 \%$ | (10) | 445 |
| Unfavorable of Trump | 88\% | (491) | 9\% | (50) | 2\% | (13) | 1\% | (6) | 560 |
| Very Favorable of Trump | 84\% | (211) | $11 \%$ | (27) | 2\% | (6) | 3\% | (6) | 250 |
| Somewhat Favorable of Trump | 88\% | (170) | 9\% | (18) | 2\% | (3) | 2\% | (3) | 195 |
| Somewhat Unfavorable of Trump | 85\% | (76) | 10\% | (9) | 2\% | (2) | $3 \%$ | (2) | 89 |
| Very Unfavorable of Trump | 88\% | (415) | 9\% | (41) | 2\% | (11) | 1\% | (3) | 470 |
| \#1 Issue: Economy | 86\% | (251) | 10\% | (30) | 2\% | (6) | 1\% | (4) | 291 |
| \#1 Issue: Security | 88\% | (199) | 9\% | (20) | 2\% | (4) | 1\% | (2) | 225 |
| \#1 Issue: Health Care | 88\% | (139) | 8\% | (12) | 2\% | (3) | 3\% | (5) | 159 |
| \#1 Issue: Medicare / Social Security | 86\% | (136) | $11 \%$ | (17) | 1\% | (2) | 2\% | (3) | 159 |
| \#1 Issue: Women's Issues | 92\% | (49) | 6\% | (3) | 2\% | (1) | - | (0) | 54 |
| \#1 Issue: Education | 85\% | (43) | 8\% | (4) | 2\% | (1) | 5\% | (3) | 51 |
| \#1 Issue: Energy | 81\% | (44) | 10\% | (5) | 6\% | (3) | 3\% | (1) | 54 |
| \#1 Issue: Other | 77\% | (42) | 14\% | (8) | 6\% | (3) | 3\% | (2) | 55 |
| 2018 House Vote: Democrat | 89\% | (296) | 8\% | (28) | 2\% | (7) | 1\% | (2) | 333 |
| 2018 House Vote: Republican | 85\% | (254) | 10\% | (30) | 3\% | (10) | 2\% | (7) | 300 |
| 2018 House Vote: Someone else | 78\% | (31) | 20\% | (8) | - | (0) | 3\% | (1) | 40 |
| 2016 Vote: Hillary Clinton | 88\% | (258) | 10\% | (29) | 2\% | (6) | - | (1) | 294 |
| 2016 Vote: Donald Trump | 85\% | (283) | 10\% | (35) | 3\% | (11) | 2\% | (5) | 334 |
| 2016 Vote: Other | 88\% | (45) | $11 \%$ | (6) | 1\% | (1) | - | (0) | 51 |
| 2016 Vote: Didn't Vote | 87\% | (317) | 8\% | (28) | 2\% | (7) | 4\% | (13) | 365 |
| Voted in 2014: Yes | 86\% | (512) | 10\% | (60) | 3\% | (17) | 1\% | (6) | 595 |
| Voted in 2014: No | 87\% | (392) | 9\% | (40) | 2\% | (7) | 3\% | (14) | 453 |
| 2012 Vote: Barack Obama | 88\% | (285) | 9\% | (30) | 2\% | (6) | - | (1) | 323 |
| 2012 Vote: Mitt Romney | 84\% | (220) | $11 \%$ | (27) | 4\% | (10) | 1\% | (3) | 261 |
| 2012 Vote: Other | 87\% | (43) | 10\% | (5) | 1\% | (1) | 2\% | (1) | 49 |
| 2012 Vote: Didn't Vote | 86\% | (355) | 9\% | (38) | 2\% | (7) | $3 \%$ | (14) | 414 |

Continued on next page

Table HR6_3: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are fhe following a reason you would prefer to watch a movie that was just released via a streaming service?
Comfort of my home

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 86\% | (904) | 10\% | (100) | 2\% | (24) | $2 \%$ | (20) | 1047 |
| 4-Region: Northeast | 84\% | (153) | 13\% | (23) | $2 \%$ | (3) | $2 \%$ | (4) | 183 |
| 4-Region: Midwest | 82\% | (184) | 13\% | (29) | 4\% | (9) | 1\% | (3) | 224 |
| 4-Region: South | 89\% | (353) | 7\% | (28) | 1\% | (6) | $2 \%$ | (9) | 396 |
| 4-Region: West | 87\% | (214) | 8\% | (21) | 3\% | (7) | 2\% | (4) | 244 |
| Watch TV: Every day | 88\% | (445) | 9\% | (43) | $2 \%$ | (10) | $2 \%$ | (9) | 506 |
| Watch TV: Several times per week | 89\% | (261) | 8\% | (22) | 2\% | (7) | 1\% | (2) | 292 |
| Watch TV: About once per week | 81\% | (41) | 17\% | (9) | - | (0) | $2 \%$ | (1) | 50 |
| Watch TV: Several times per month | 84\% | (49) | 14\% | (8) | 1\% | (1) | 1\% | (0) | 59 |
| Watch TV: About once per month | 79\% | (22) | 10\% | (3) | $4 \%$ | (1) | 7\% | (2) | 28 |
| Watch TV: Less often than once per month | 75\% | (35) | 15\% | (7) | 9\% | (4) | 1\% | (1) | 47 |
| Watch TV: Never | 77\% | (51) | 13\% | (8) | 3\% | (2) | 7\% | (5) | 66 |
| Watch Movies: Every day | 86\% | (150) | 10\% | (18) | 1\% | (1) | 3\% | (6) | 175 |
| Watch Movies: Several times per week | 89\% | (260) | 9\% | (26) | 2\% | (6) | - | (1) | 294 |
| Watch Movies: About once per week | 86\% | (165) | 9\% | (17) | 4\% | (8) | 1\% | (2) | 191 |
| Watch Movies: Several times per month | 86\% | (126) | 10\% | (14) | 3\% | (5) | 1\% | (1) | 147 |
| Watch Movies: About once per month | 88\% | (90) | 9\% | (9) | 1\% | (1) | 2\% | (2) | 102 |
| Watch Movies: Less often than once per month | 84\% | (62) | 13\% | (9) | 2\% | (1) | 1\% | (1) | 73 |
| Watch Movies: Never | 76\% | (50) | $11 \%$ | (7) | $2 \%$ | (2) | 11\% | (7) | 66 |
| Watch Sporting Events: Every day | 90\% | (41) | 9\% | (4) | 1\% | (1) | - | (0) | 46 |
| Watch Sporting Events: Several times per week | 88\% | (161) | $11 \%$ | (20) | 1\% | (2) | - | (0) | 183 |
| Watch Sporting Events: About once per week | 89\% | (133) | 8\% | (12) | 3\% | (5) | - | (1) | 150 |
| Watch Sporting Events: Several times per month | 80\% | (56) | 13\% | (9) | 6\% | (4) | 1\% | (1) | 69 |
| Watch Sporting Events: About once per month | 78\% | (47) | 14\% | (8) | - | (0) | 8\% | (5) | 60 |
| Watch Sporting Events: Less often than once per month | 85\% | (119) | 10\% | (13) | 3\% | (5) | 2\% | (2) | 139 |
| Watch Sporting Events: Never | 87\% | (347) | 8\% | (33) | $2 \%$ | (8) | $3 \%$ | (11) | 399 |
| Cable TV: Currently subscribe | 86\% | (379) | 10\% | (45) | 3\% | (13) | 1\% | (4) | 441 |
| Cable TV: Subscribed in past | 88\% | (361) | 9\% | (37) | 2\% | (8) | 1\% | (5) | 411 |
| Cable TV: Never subscribed | 84\% | (164) | 9\% | (17) | $2 \%$ | (4) | 5\% | (11) | 195 |

Continued on next page

Table HR6_3: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are the following a reason you would prefer to watch a movie that was just released via a streaming service?
Comfort of my home

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 86\% | (904) | 10\% | (100) | 2\% | (24) | 2\% | (20) | 1047 |
| Satellite TV: Currently subscribe | 86\% | (165) | $11 \%$ | (20) | $2 \%$ | (5) | 1\% | (2) | 191 |
| Satellite TV: Subscribed in past | 87\% | (292) | $9 \%$ | (31) | 2\% | (7) | 2\% | (6) | 336 |
| Satellite TV: Never subscribed | 86\% | (447) | $9 \%$ | (49) | 2\% | (13) | 2\% | (12) | 520 |
| Streaming Services: Currently subscribe | 89\% | (649) | 8\% | (62) | 2\% | (15) | 1\% | (7) | 733 |
| Streaming Services: Subscribed in past | 76\% | (79) | 15\% | (16) | 5\% | (5) | 3\% | (3) | 104 |
| Streaming Services: Never subscribed | 83\% | (175) | $11 \%$ | (22) | 2\% | (4) | 4\% | (9) | 211 |
| Film: An avid fan | 86\% | (269) | $11 \%$ | (35) | $2 \%$ | (7) | 1\% | (2) | 313 |
| Film: A casual fan | 87\% | (532) | 8\% | (49) | 2\% | (13) | 2\% | (13) | 608 |
| Film: Not a fan | 82\% | (103) | 13\% | (16) | 3\% | (3) | 3\% | (4) | 126 |
| Television: An avid fan | 88\% | (460) | 9\% | (49) | 2\% | (9) | 1\% | (4) | 523 |
| Television: A casual fan | 85\% | (391) | 9\% | (43) | 3\% | (14) | 2\% | (10) | 458 |
| Television: Not a fan | 78\% | (53) | 12\% | (8) | 2\% | (1) | 8\% | (5) | 67 |
| Music: An avid fan | 87\% | (445) | 9\% | (45) | 2\% | (13) | 1\% | (6) | 509 |
| Music: A casual fan | 86\% | (394) | 10\% | (46) | 2\% | (10) | 2\% | (11) | 461 |
| Music: Not a fan | 83\% | (64) | 12\% | (9) | 2\% | (2) | 3\% | (2) | 78 |
| Fashion: An avid fan | 84\% | (109) | 11\% | (14) | 2\% | (3) | 2\% | (3) | 129 |
| Fashion: A casual fan | 85\% | (323) | $11 \%$ | (42) | 3\% | (10) | 1\% | (5) | 379 |
| Fashion: Not a fan | 88\% | (472) | 8\% | (45) | 2\% | (11) | 2\% | (11) | 540 |

[^63]Table HR6_4: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are the following a reason you would prefer to watch a movie that was just released via a streaming service?
Access to my own food and snacks

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 62\% | (650) | 25\% | (265) | 9\% | (96) | 4\% | (37) | 1047 |
| Gender: Male | 61\% | (274) | 27\% | (122) | 9\% | (42) | $3 \%$ | (15) | 452 |
| Gender: Female | 63\% | (376) | 24\% | (143) | 9\% | (54) | 4\% | (22) | 595 |
| Age: 18-29 | 70\% | (134) | 16\% | (31) | 6\% | (12) | 7\% | (14) | 192 |
| Age: 30-44 | 64\% | (194) | 26\% | (80) | 7\% | (23) | 2\% | (6) | 303 |
| Age: 45-54 | 60\% | (79) | 27\% | (36) | 10\% | (13) | 2\% | (3) | 131 |
| Age: 55-64 | 60\% | (138) | 25\% | (59) | 12\% | (27) | 3\% | (7) | 231 |
| Age: 65+ | 55\% | (105) | 31\% | (59) | $11 \%$ | (21) | 3\% | (6) | 191 |
| Generation Z: 18-22 | 73\% | (46) | 14\% | (9) | 1\% | (1) | 11\% | (7) | 63 |
| Millennial: Age 23-38 | 68\% | (219) | 21\% | (67) | 9\% | (28) | 3\% | (8) | 323 |
| Generation X: Age 39-54 | 59\% | (142) | 29\% | (71) | 8\% | (19) | $3 \%$ | (8) | 240 |
| Boomers: Age 55-73 | 60\% | (217) | 26\% | (93) | $11 \%$ | (40) | 3\% | (11) | 361 |
| PID: Dem (no lean) | 68\% | (241) | 20\% | (72) | 9\% | (31) | 4\% | (13) | 357 |
| PID: Ind (no lean) | 57\% | (185) | 31\% | (100) | 9\% | (29) | 3\% | (10) | 324 |
| PID: Rep (no lean) | 61\% | (223) | 25\% | (92) | 10\% | (36) | $4 \%$ | (14) | 366 |
| PID/Gender: Dem Men | 65\% | (90) | 23\% | (32) | 9\% | (12) | $3 \%$ | (4) | 138 |
| PID/Gender: Dem Women | 69\% | (152) | 18\% | (41) | 8\% | (19) | 4\% | (9) | 220 |
| PID/Gender: Ind Men | 59\% | (92) | 28\% | (44) | 8\% | (13) | 5\% | (7) | 157 |
| PID/Gender: Ind Women | 56\% | (93) | 33\% | (56) | 10\% | (16) | 1\% | (2) | 168 |
| PID/Gender: Rep Men | 58\% | (92) | 29\% | (46) | 11\% | (17) | 2\% | (4) | 158 |
| PID/Gender: Rep Women | 63\% | (131) | 22\% | (46) | 9\% | (19) | 5\% | (11) | 208 |
| Ideo: Liberal (1-3) | 64\% | (177) | 22\% | (62) | 10\% | (28) | $3 \%$ | (9) | 277 |
| Ideo: Moderate (4) | 59\% | (150) | 27\% | (70) | 11\% | (28) | $3 \%$ | (8) | 256 |
| Ideo: Conservative (5-7) | 62\% | (234) | 27\% | (102) | 9\% | (35) | $2 \%$ | (8) | 378 |
| Educ: < College | 63\% | (463) | 23\% | (166) | 10\% | (70) | $4 \%$ | (31) | 730 |
| Educ: Bachelors degree | 60\% | (123) | 32\% | (66) | 7\% | (14) | 1\% | (3) | 205 |
| Educ: Post-grad | 57\% | (64) | 29\% | (32) | 11\% | (12) | $3 \%$ | (3) | 112 |

Continued on next page

Table HR6_4: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are the following a reason you would prefer to watch a movie that was just released via a streaming service?
Access to my own food and snacks

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 62\% | (650) | 25\% | (265) | 9\% | (96) | $4 \%$ | (37) | 1047 |
| Income: Under 50k | 65\% | (396) | 24\% | (145) | 6\% | (39) | $4 \%$ | (27) | 607 |
| Income: $50 \mathrm{k}-100 \mathrm{k}$ | 58\% | (194) | 26\% | (86) | 15\% | (49) | 2\% | (7) | 336 |
| Income: $100 \mathrm{k}+$ | 58\% | (60) | 32\% | (34) | 7\% | (7) | 3\% | (3) | 104 |
| Ethnicity: White | 60\% | (507) | 27\% | (230) | 9\% | (76) | 3\% | (27) | 840 |
| Ethnicity: Hispanic | 71\% | (90) | 17\% | (21) | 9\% | (11) | $4 \%$ | (5) | 127 |
| Ethnicity: Afr. Am. | 70\% | (90) | 18\% | (24) | 6\% | (8) | 6\% | (8) | 129 |
| Ethnicity: Other | 68\% | (54) | 13\% | (10) | 15\% | (12) | 3\% | (2) | 78 |
| Community: Urban | 66\% | (151) | 23\% | (52) | 8\% | (17) | $4 \%$ | (9) | 229 |
| Community: Suburban | $61 \%$ | (300) | 27\% | (132) | 8\% | (39) | $4 \%$ | (19) | 490 |
| Community: Rural | $61 \%$ | (199) | 25\% | (81) | 12\% | (39) | 3\% | (9) | 329 |
| Employ: Private Sector | 59\% | (171) | 27\% | (78) | $11 \%$ | (31) | 3\% | (8) | 288 |
| Employ: Government | 66\% | (35) | 25\% | (13) | 8\% | (4) | 1\% | (1) | 52 |
| Employ: Self-Employed | 68\% | (70) | 23\% | (24) | 6\% | (6) | $4 \%$ | (4) | 103 |
| Employ: Homemaker | 70\% | (62) | 19\% | (16) | 10\% | (9) | 1\% | (1) | 89 |
| Employ: Retired | 57\% | (146) | 28\% | (72) | 12\% | (31) | 3\% | (9) | 258 |
| Employ: Unemployed | 64\% | (71) | 23\% | (26) | 7\% | (8) | 5\% | (6) | 110 |
| Employ: Other | 64\% | (71) | 28\% | (31) | 6\% | (6) | $2 \%$ | (3) | 110 |
| Military HH: Yes | 63\% | (104) | 27\% | (44) | 8\% | (12) | $2 \%$ | (3) | 163 |
| Military HH: No | 62\% | (546) | 25\% | (221) | 9\% | (84) | $4 \%$ | (33) | 884 |
| RD/WT: Right Direction | $61 \%$ | (245) | 28\% | (113) | 7\% | (28) | 3\% | (13) | 400 |
| RD/WT: Wrong Track | 62\% | (405) | 23\% | (152) | 10\% | (68) | $4 \%$ | (24) | 648 |
| Trump Job Approve | 63\% | (280) | 28\% | (126) | 7\% | (30) | $2 \%$ | (10) | 446 |
| Trump Job Disapprove | 62\% | (342) | 23\% | (129) | $11 \%$ | (63) | $4 \%$ | (20) | 553 |
| Trump Job Strongly Approve | 66\% | (160) | 26\% | (62) | 6\% | (14) | 3\% | (6) | 243 |
| Trump Job Somewhat Approve | 59\% | (120) | 31\% | (63) | 8\% | (16) | 2\% | (4) | 203 |
| Trump Job Somewhat Disapprove | 59\% | (68) | 30\% | (35) | 9\% | (10) | $3 \%$ | (3) | 117 |
| Trump Job Strongly Disapprove | 63\% | (273) | 22\% | (94) | $12 \%$ | (53) | $4 \%$ | (16) | 436 |

Continued on next page

Table HR6_4: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are the following a reason you would prefer to watch a movie that was just released via a streaming service?
Access to my own food and snacks

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 62\% | (650) | 25\% | (265) | 9\% | (96) | 4\% | (37) | 1047 |
| Favorable of Trump | 63\% | (280) | 28\% | (127) | 7\% | (29) | $2 \%$ | (9) | 445 |
| Unfavorable of Trump | 62\% | (350) | 23\% | (128) | $11 \%$ | (62) | $4 \%$ | (20) | 560 |
| Very Favorable of Trump | 66\% | (165) | 26\% | (64) | 6\% | (16) | $2 \%$ | (5) | 250 |
| Somewhat Favorable of Trump | 59\% | (115) | $32 \%$ | (62) | 7\% | (13) | $2 \%$ | (4) | 195 |
| Somewhat Unfavorable of Trump | 65\% | (58) | 23\% | (21) | 7\% | (6) | 5\% | (4) | 89 |
| Very Unfavorable of Trump | 62\% | (292) | 23\% | (107) | $12 \%$ | (55) | 3\% | (16) | 470 |
| \#1 Issue: Economy | 67\% | (194) | 22\% | (64) | 9\% | (27) | 2\% | (7) | 291 |
| \#1 Issue: Security | 59\% | (132) | 30\% | (67) | 8\% | (19) | 3\% | (7) | 225 |
| \#1 Issue: Health Care | 63\% | (100) | 21\% | (34) | $11 \%$ | (18) | 5\% | (7) | 159 |
| \#1 Issue: Medicare / Social Security | 64\% | (102) | 24\% | (38) | 9\% | (14) | 3\% | (5) | 159 |
| \#1 Issue: Women's Issues | 64\% | (34) | 19\% | (10) | 13\% | (7) | 5\% | (3) | 54 |
| \#1 Issue: Education | 62\% | (32) | 28\% | (14) | 2\% | (1) | 7\% | (4) | 51 |
| \#1 Issue: Energy | 62\% | (34) | 30\% | (16) | 7\% | (4) | 1\% | (1) | 54 |
| \#1 Issue: Other | 41\% | (22) | 39\% | (21) | 13\% | (7) | 8\% | (4) | 55 |
| 2018 House Vote: Democrat | 61\% | (202) | 24\% | (81) | 13\% | (42) | $2 \%$ | (8) | 333 |
| 2018 House Vote: Republican | 63\% | (189) | 27\% | (80) | 8\% | (23) | 3\% | (8) | 300 |
| 2018 House Vote: Someone else | 53\% | (21) | $33 \%$ | (13) | $11 \%$ | (4) | 3\% | (1) | 40 |
| 2016 Vote: Hillary Clinton | 59\% | (173) | 26\% | (77) | 12\% | (37) | 3\% | (8) | 294 |
| 2016 Vote: Donald Trump | 60\% | (202) | 30\% | (99) | 8\% | (26) | $2 \%$ | (7) | 334 |
| 2016 Vote: Other | 57\% | (29) | $32 \%$ | (16) | 9\% | (5) | $2 \%$ | (1) | 51 |
| 2016 Vote: Didn't Vote | 67\% | (246) | 19\% | (69) | 8\% | (28) | 6\% | (22) | 365 |
| Voted in 2014: Yes | 61\% | (361) | 28\% | (166) | 9\% | (55) | $2 \%$ | (13) | 595 |
| Voted in 2014: No | 64\% | (289) | $22 \%$ | (99) | 9\% | (41) | 5\% | (24) | 453 |
| 2012 Vote: Barack Obama | 60\% | (192) | 27\% | (88) | $11 \%$ | (34) | 2\% | (8) | 323 |
| 2012 Vote: Mitt Romney | 60\% | (158) | 28\% | (72) | 10\% | (27) | 2\% | (4) | 261 |
| 2012 Vote: Other | 54\% | (27) | 34\% | (17) | 7\% | (3) | 5\% | (3) | 49 |
| 2012 Vote: Didn't Vote | 66\% | (273) | 21\% | (87) | 8\% | (32) | 5\% | (22) | 414 |

Continued on next page

Table HR6_4: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are the following a reason you would prefer to watch a movie that was just released via a streaming service?
Access to my own food and snacks

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 62\% | (650) | 25\% | (265) | 9\% | (96) | 4\% | (37) | 1047 |
| 4-Region: Northeast | 60\% | (109) | 29\% | (53) | 9\% | (17) | $2 \%$ | (4) | 183 |
| 4-Region: Midwest | 53\% | (118) | $31 \%$ | (70) | 14\% | (32) | $2 \%$ | (5) | 224 |
| 4-Region: South | 67\% | (266) | 23\% | (91) | 6\% | (23) | 4\% | (16) | 396 |
| 4-Region: West | 64\% | (157) | $21 \%$ | (52) | 10\% | (24) | 5\% | (12) | 244 |
| Watch TV: Every day | 64\% | (325) | 25\% | (126) | 9\% | (45) | 2\% | (10) | 506 |
| Watch TV: Several times per week | 63\% | (184) | 26\% | (76) | 9\% | (26) | $2 \%$ | (5) | 292 |
| Watch TV: About once per week | 52\% | (26) | 35\% | (18) | 10\% | (5) | 4\% | (2) | 50 |
| Watch TV: Several times per month | 65\% | (38) | $21 \%$ | (13) | 8\% | (5) | 5\% | (3) | 59 |
| Watch TV: About once per month | 47\% | (13) | $32 \%$ | (9) | 4\% | (1) | 17\% | (5) | 28 |
| Watch TV: Less often than once per month | 54\% | (25) | 26\% | (12) | 13\% | (6) | 6\% | (3) | 47 |
| Watch TV: Never | 59\% | (39) | 16\% | (11) | 12\% | (8) | 13\% | (8) | 66 |
| Watch Movies: Every day | 70\% | (122) | $22 \%$ | (38) | 5\% | (9) | 3\% | (6) | 175 |
| Watch Movies: Several times per week | 64\% | (187) | 26\% | (77) | 9\% | (26) | $2 \%$ | (5) | 294 |
| Watch Movies: About once per week | 59\% | (114) | 26\% | (51) | 12\% | (22) | 2\% | (5) | 191 |
| Watch Movies: Several times per month | 59\% | (87) | 25\% | (37) | 10\% | (15) | 5\% | (7) | 147 |
| Watch Movies: About once per month | 55\% | (56) | $31 \%$ | (31) | $11 \%$ | (11) | 3\% | (3) | 102 |
| Watch Movies: Less often than once per month | 60\% | (44) | 28\% | (21) | 10\% | (7) | $2 \%$ | (1) | 73 |
| Watch Movies: Never | 61\% | (40) | 15\% | (10) | 8\% | (5) | 16\% | (10) | 66 |
| Watch Sporting Events: Every day | 57\% | (26) | $34 \%$ | (15) | 5\% | (2) | 5\% | (2) | 46 |
| Watch Sporting Events: Several times per week | 59\% | (108) | 27\% | (49) | 14\% | (25) | 1\% | (1) | 183 |
| Watch Sporting Events: About once per week | 61\% | (92) | $31 \%$ | (46) | 7\% | (10) | 2\% | (2) | 150 |
| Watch Sporting Events: Several times per month | 55\% | (38) | 35\% | (25) | 8\% | (6) | 1\% | (1) | 69 |
| Watch Sporting Events: About once per month | 55\% | (33) | 28\% | (17) | 9\% | (6) | 8\% | (5) | 60 |
| Watch Sporting Events: Less often than once per month | 67\% | (93) | $21 \%$ | (29) | $11 \%$ | (15) | 1\% | (1) | 139 |
| Watch Sporting Events: Never | 65\% | (259) | $21 \%$ | (83) | 8\% | (32) | 6\% | (24) | 399 |
| Cable TV: Currently subscribe | 61\% | (271) | 28\% | (123) | 8\% | (34) | 3\% | (12) | 441 |
| Cable TV: Subscribed in past | 63\% | (260) | 25\% | (104) | 9\% | (35) | 3\% | (11) | 411 |
| Cable TV: Never subscribed | 61\% | (119) | 19\% | (37) | 14\% | (26) | 7\% | (13) | 195 |

[^64]Table HR6_4: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are fhe following a reason you would prefer to watch a movie that was just released via a streaming service?
Access to my own food and snacks

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 62\% | (650) | 25\% | (265) | 9\% | (96) | $4 \%$ | (37) | 1047 |
| Satellite TV: Currently subscribe | 62\% | (119) | 20\% | (38) | 15\% | (29) | 3\% | (6) | 191 |
| Satellite TV: Subscribed in past | 62\% | (208) | 28\% | (93) | 8\% | (26) | 3\% | (9) | 336 |
| Satellite TV: Never subscribed | 62\% | (323) | 26\% | (134) | 8\% | (41) | $4 \%$ | (22) | 520 |
| Streaming Services: Currently subscribe | 64\% | (467) | 26\% | (192) | 8\% | (59) | 2\% | (15) | 733 |
| Streaming Services: Subscribed in past | 63\% | (65) | 21\% | (21) | $11 \%$ | (12) | 5\% | (6) | 104 |
| Streaming Services: Never subscribed | 56\% | (118) | $24 \%$ | (51) | $12 \%$ | (25) | 8\% | (16) | 211 |
| Film: An avid fan | 72\% | (226) | 19\% | (59) | 8\% | (24) | $2 \%$ | (5) | 313 |
| Film: A casual fan | 56\% | (340) | 30\% | (182) | 10\% | (60) | 4\% | (26) | 608 |
| Film: Not a fan | 67\% | (84) | 19\% | (24) | 10\% | (12) | 5\% | (6) | 126 |
| Television: An avid fan | 65\% | (340) | 26\% | (135) | 7\% | (37) | 2\% | (11) | 523 |
| Television: A casual fan | 60\% | (273) | 25\% | (115) | $11 \%$ | (50) | 4\% | (19) | 458 |
| Television: Not a fan | 55\% | (37) | 21\% | (14) | 13\% | (9) | 11\% | (7) | 67 |
| Music: An avid fan | 68\% | (345) | 21\% | (109) | 8\% | (40) | 3\% | (15) | 509 |
| Music: A casual fan | 57\% | (262) | 28\% | (130) | $11 \%$ | (51) | 4\% | (18) | 461 |
| Music: Not a fan | 55\% | (43) | $33 \%$ | (26) | 6\% | (5) | 6\% | (5) | 78 |
| Fashion: An avid fan | 67\% | (86) | 12\% | (16) | $13 \%$ | (16) | 8\% | (10) | 129 |
| Fashion: A casual fan | 63\% | (240) | 26\% | (97) | 9\% | (34) | $2 \%$ | (8) | 379 |
| Fashion: Not a fan | 60\% | (323) | 28\% | (151) | 8\% | (46) | 3\% | (19) | 540 |

[^65]Table HR6_5: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are following a reason you would prefer to watch a movie that was just released via a streaming service?
Different genres of films are offered

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 36\% | (378) | 32\% | (334) | 22\% | (234) | 10\% | (101) | 1047 |
| Gender: Male | 37\% | (168) | $32 \%$ | (146) | 24\% | (106) | 7\% | (32) | 452 |
| Gender: Female | 35\% | (210) | 32\% | (188) | 21\% | (128) | 12\% | (69) | 595 |
| Age: 18-29 | 41\% | (78) | 40\% | (77) | 11\% | (21) | 8\% | (15) | 192 |
| Age: 30-44 | 37\% | (111) | $32 \%$ | (97) | 24\% | (72) | 8\% | (24) | 303 |
| Age: 45-54 | 41\% | (54) | 30\% | (40) | 20\% | (27) | 8\% | (11) | 131 |
| Age: 55-64 | 30\% | (68) | 32\% | (73) | 26\% | (61) | 12\% | (28) | 231 |
| Age: 65+ | 35\% | (67) | 25\% | (47) | 28\% | (53) | 12\% | (23) | 191 |
| Generation Z: 18-22 | 36\% | (22) | 45\% | (28) | 10\% | (6) | 9\% | (5) | 63 |
| Millennial: Age 23-38 | 41\% | (133) | 35\% | (113) | 18\% | (57) | 6\% | (20) | 323 |
| Generation X: Age 39-54 | 36\% | (87) | $30 \%$ | (72) | $24 \%$ | (57) | 10\% | (25) | 240 |
| Boomers: Age 55-73 | 31\% | (113) | 31\% | (113) | 26\% | (92) | 12\% | (43) | 361 |
| PID: Dem (no lean) | 37\% | (133) | 34\% | (121) | 19\% | (68) | 10\% | (35) | 357 |
| PID: Ind (no lean) | $41 \%$ | (134) | $31 \%$ | (99) | 22\% | (70) | 6\% | (21) | 324 |
| PID: Rep (no lean) | 30\% | (111) | 31\% | (114) | 26\% | (96) | 12\% | (45) | 366 |
| PID/Gender: Dem Men | 44\% | (61) | 29\% | (39) | 20\% | (28) | 7\% | (9) | 138 |
| PID/Gender: Dem Women | 33\% | (72) | 37\% | (82) | 18\% | (40) | 12\% | (26) | 220 |
| PID/Gender: Ind Men | 40\% | (63) | 30\% | (47) | 24\% | (37) | 5\% | (8) | 157 |
| PID/Gender: Ind Women | 42\% | (70) | $31 \%$ | (52) | 20\% | (33) | 7\% | (12) | 168 |
| PID/Gender: Rep Men | 28\% | (44) | 38\% | (60) | 26\% | (41) | 9\% | (14) | 158 |
| PID/Gender: Rep Women | 33\% | (68) | 26\% | (54) | 26\% | (55) | 15\% | (31) | 208 |
| Ideo: Liberal (1-3) | 36\% | (100) | 36\% | (100) | 20\% | (54) | 8\% | (23) | 277 |
| Ideo: Moderate (4) | $41 \%$ | (105) | 27\% | (69) | 22\% | (55) | 10\% | (26) | 256 |
| Ideo: Conservative (5-7) | 32\% | (119) | 31\% | (117) | 29\% | (108) | 9\% | (34) | 378 |
| Educ: < College | 38\% | (278) | 31\% | (226) | 20\% | (148) | 11\% | (79) | 730 |
| Educ: Bachelors degree | 35\% | (71) | 33\% | (68) | 25\% | (51) | 7\% | (14) | 205 |
| Educ: Post-grad | 26\% | (29) | $36 \%$ | (41) | $31 \%$ | (35) | 7\% | (8) | 112 |

Continued on next page

Table HR6_5: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are the following a reason you would prefer to watch a movie that was just released via a streaming service?
Different genres of films are offered

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 36\% | (378) | 32\% | (334) | 22\% | (234) | 10\% | (101) | 1047 |
| Income: Under 50k | 38\% | (233) | 32\% | (192) | 20\% | (121) | 10\% | (62) | 607 |
| Income: 50k-100k | 36\% | (120) | 33\% | (110) | 22\% | (75) | 10\% | (32) | 336 |
| Income: 100k+ | 25\% | (25) | 31\% | (33) | 37\% | (39) | 7\% | (7) | 104 |
| Ethnicity: White | 36\% | (303) | $31 \%$ | (259) | 23\% | (195) | 10\% | (83) | 840 |
| Ethnicity: Hispanic | 36\% | (46) | 48\% | (60) | 11\% | (14) | 5\% | (7) | 127 |
| Ethnicity: Afr. Am. | 34\% | (44) | 31\% | (40) | 26\% | (34) | 9\% | (11) | 129 |
| Ethnicity: Other | 40\% | (31) | 44\% | (35) | 7\% | (5) | 9\% | (7) | 78 |
| Community: Urban | 37\% | (86) | 33\% | (76) | 18\% | (41) | 12\% | (27) | 229 |
| Community: Suburban | 37\% | (179) | 33\% | (160) | 23\% | (115) | 7\% | (36) | 490 |
| Community: Rural | 34\% | (113) | $30 \%$ | (99) | 24\% | (79) | 12\% | (38) | 329 |
| Employ: Private Sector | 34\% | (98) | 34\% | (98) | 23\% | (67) | 9\% | (25) | 288 |
| Employ: Government | 39\% | (21) | $36 \%$ | (19) | 13\% | (7) | $11 \%$ | (6) | 52 |
| Employ: Self-Employed | 45\% | (46) | $36 \%$ | (37) | 13\% | (14) | 6\% | (6) | 103 |
| Employ: Homemaker | 30\% | (27) | 41\% | (36) | 18\% | (16) | $11 \%$ | (10) | 89 |
| Employ: Retired | 34\% | (88) | 25\% | (64) | 30\% | (78) | $11 \%$ | (28) | 258 |
| Employ: Unemployed | 42\% | (46) | 22\% | (24) | 25\% | (27) | 12\% | (13) | 110 |
| Employ: Other | 33\% | (37) | 40\% | (45) | 19\% | (21) | $7 \%$ | (8) | 110 |
| Military HH: Yes | 38\% | (62) | 23\% | (38) | 27\% | (44) | 12\% | (20) | 163 |
| Military HH: No | 36\% | (316) | 34\% | (297) | 22\% | (191) | 9\% | (81) | 884 |
| RD/WT: Right Direction | 36\% | (142) | 26\% | (106) | 27\% | (106) | 12\% | (46) | 400 |
| RD/WT: Wrong Track | 36\% | (236) | 35\% | (229) | 20\% | (128) | 8\% | (55) | 648 |
| Trump Job Approve | 34\% | (152) | $30 \%$ | (133) | 25\% | (112) | 11\% | (49) | 446 |
| Trump Job Disapprove | 37\% | (205) | 34\% | (186) | $21 \%$ | (119) | 8\% | (44) | 553 |
| Trump Job Strongly Approve | 34\% | (83) | 25\% | (62) | 25\% | (61) | 15\% | (37) | 243 |
| Trump Job Somewhat Approve | 34\% | (68) | 35\% | (72) | 25\% | (51) | 6\% | (12) | 203 |
| Trump Job Somewhat Disapprove | 37\% | (44) | 32\% | (37) | 25\% | (29) | 6\% | (7) | 117 |
| Trump Job Strongly Disapprove | 37\% | (161) | $34 \%$ | (149) | $21 \%$ | (90) | 8\% | (36) | 436 |

Continued on next page

Table HR6_5: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are the following a reason you would prefer to watch a movie that was just released via a streaming service?
Different genres of films are offered

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 36\% | (378) | 32\% | (334) | 22\% | (234) | 10\% | (101) | 1047 |
| Favorable of Trump | 33\% | (149) | 28\% | (124) | 28\% | (122) | $11 \%$ | (50) | 445 |
| Unfavorable of Trump | 37\% | (206) | 36\% | (203) | 19\% | (108) | 8\% | (43) | 560 |
| Very Favorable of Trump | 33\% | (83) | 25\% | (62) | 28\% | (69) | 14\% | (35) | 250 |
| Somewhat Favorable of Trump | 34\% | (65) | 32\% | (61) | 27\% | (53) | 7\% | (15) | 195 |
| Somewhat Unfavorable of Trump | 38\% | (34) | 38\% | (34) | 20\% | (18) | 4\% | (3) | 89 |
| Very Unfavorable of Trump | 36\% | (172) | 36\% | (169) | 19\% | (90) | 8\% | (39) | 470 |
| \#1 Issue: Economy | 36\% | (104) | 36\% | (104) | 24\% | (70) | 5\% | (13) | 291 |
| \#1 Issue: Security | 36\% | (81) | 31\% | (70) | 22\% | (50) | 11\% | (25) | 225 |
| \#1 Issue: Health Care | 37\% | (59) | 28\% | (44) | 24\% | (38) | 11\% | (17) | 159 |
| \#1 Issue: Medicare / Social Security | 38\% | (60) | 25\% | (40) | 23\% | (36) | 14\% | (22) | 159 |
| \#1 Issue: Women's Issues | 42\% | (23) | 28\% | (15) | 23\% | (12) | 7\% | (4) | 54 |
| \#1 Issue: Education | 33\% | (17) | 34\% | (17) | 18\% | (9) | 15\% | (8) | 51 |
| \#1 Issue: Energy | 29\% | (16) | 43\% | (23) | 21\% | (11) | 7\% | (4) | 54 |
| \#1 Issue: Other | 32\% | (18) | 37\% | (20) | 15\% | (8) | 16\% | (9) | 55 |
| 2018 House Vote: Democrat | 35\% | (115) | 37\% | (123) | 21\% | (70) | 7\% | (24) | 333 |
| 2018 House Vote: Republican | 31\% | (94) | 29\% | (87) | 29\% | (87) | 10\% | (31) | 300 |
| 2018 House Vote: Someone else | 47\% | (19) | 23\% | (9) | 19\% | (8) | $11 \%$ | (4) | 40 |
| 2016 Vote: Hillary Clinton | 35\% | (102) | 35\% | (103) | 23\% | (66) | 8\% | (23) | 294 |
| 2016 Vote: Donald Trump | 33\% | (109) | 29\% | (95) | 27\% | (91) | $11 \%$ | (38) | 334 |
| 2016 Vote: Other | 41\% | (21) | 23\% | (12) | 27\% | (14) | 9\% | (4) | 51 |
| 2016 Vote: Didn't Vote | 40\% | (145) | 33\% | (121) | 17\% | (63) | 10\% | (36) | 365 |
| Voted in 2014: Yes | 35\% | (205) | 31\% | (184) | 25\% | (151) | 9\% | (53) | 595 |
| Voted in 2014: No | 38\% | (172) | 33\% | (150) | 18\% | (83) | $11 \%$ | (48) | 453 |
| 2012 Vote: Barack Obama | 38\% | (123) | 30\% | (96) | 24\% | (77) | 8\% | (26) | 323 |
| 2012 Vote: Mitt Romney | 32\% | (82) | 32\% | (82) | 26\% | (69) | 10\% | (27) | 261 |
| 2012 Vote: Other | 42\% | (21) | 14\% | (7) | 28\% | (14) | 15\% | (8) | 49 |
| 2012 Vote: Didn't Vote | 37\% | (151) | 36\% | (148) | 18\% | (74) | 10\% | (40) | 414 |

Continued on next page

Table HR6_5: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are the following a reason you would prefer to watch a movie that was just released via a streaming service?
Different genres of films are offered

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 36\% | (378) | $32 \%$ | (334) | 22\% | (234) | 10\% | (101) | 1047 |
| 4-Region: Northeast | 37\% | (67) | 29\% | (54) | 25\% | (46) | 9\% | (16) | 183 |
| 4-Region: Midwest | 28\% | (63) | 35\% | (80) | 26\% | (58) | 11\% | (24) | 224 |
| 4-Region: South | 38\% | (151) | 30\% | (117) | 22\% | (86) | 11\% | (42) | 396 |
| 4-Region: West | 40\% | (97) | 34\% | (84) | 18\% | (45) | 8\% | (18) | 244 |
| Watch TV: Every day | 38\% | (192) | $33 \%$ | (167) | 21\% | (108) | 8\% | (39) | 506 |
| Watch TV: Several times per week | 36\% | (105) | 37\% | (107) | 19\% | (57) | 8\% | (23) | 292 |
| Watch TV: About once per week | 32\% | (16) | 32\% | (16) | 24\% | (12) | 13\% | (6) | 50 |
| Watch TV: Several times per month | 44\% | (26) | 25\% | (14) | 25\% | (14) | 6\% | (4) | 59 |
| Watch TV: About once per month | 30\% | (8) | 31\% | (9) | 12\% | (3) | 26\% | (7) | 28 |
| Watch TV: Less often than once per month | 24\% | (11) | 26\% | (12) | 34\% | (16) | 16\% | (8) | 47 |
| Watch TV: Never | 29\% | (20) | 13\% | (9) | 37\% | (24) | 21\% | (14) | 66 |
| Watch Movies: Every day | 50\% | (88) | 25\% | (43) | 16\% | (27) | 9\% | (16) | 175 |
| Watch Movies: Several times per week | 38\% | (111) | 36\% | (104) | 19\% | (56) | 7\% | (22) | 294 |
| Watch Movies: About once per week | 29\% | (56) | 40\% | (76) | 23\% | (43) | 8\% | (16) | 191 |
| Watch Movies: Several times per month | 34\% | (49) | 34\% | (49) | 27\% | (39) | 6\% | (9) | 147 |
| Watch Movies: About once per month | 35\% | (36) | 29\% | (30) | 28\% | (28) | 7\% | (7) | 102 |
| Watch Movies: Less often than once per month | 24\% | (17) | $31 \%$ | (23) | 33\% | (24) | 12\% | (9) | 73 |
| Watch Movies: Never | 28\% | (19) | 14\% | (9) | 25\% | (16) | 33\% | (21) | 66 |
| Watch Sporting Events: Every day | 57\% | (26) | 26\% | (12) | 14\% | (6) | 3\% | (1) | 46 |
| Watch Sporting Events: Several times per week | 32\% | (58) | 42\% | (76) | 23\% | (42) | 4\% | (7) | 183 |
| Watch Sporting Events: About once per week | 37\% | (56) | 28\% | (42) | 25\% | (38) | 9\% | (14) | 150 |
| Watch Sporting Events: Several times per month | 28\% | (19) | 36\% | (25) | 31\% | (22) | 5\% | (4) | 69 |
| Watch Sporting Events: About once per month | 42\% | (25) | $24 \%$ | (15) | 23\% | (14) | 11\% | (7) | 60 |
| Watch Sporting Events: Less often than once per month | 43\% | (60) | 31\% | (43) | 17\% | (24) | 9\% | (12) | 139 |
| Watch Sporting Events: Never | 33\% | (133) | 30\% | (121) | 22\% | (89) | 14\% | (57) | 399 |
| Cable TV: Currently subscribe | 37\% | (161) | $31 \%$ | (136) | 25\% | (110) | 8\% | (33) | 441 |
| Cable TV: Subscribed in past | 39\% | (160) | 30\% | (125) | 21\% | (87) | 10\% | (40) | 411 |
| Cable TV: Never subscribed | 29\% | (56) | 38\% | (74) | 19\% | (37) | 14\% | (28) | 195 |

[^66]Table HR6_5: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are the following a reason you would prefer to watch a movie that was just released via a streaming service?
Different genres of films are offered

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $36 \%$ | (378) | $32 \%$ | (334) | 22\% | (234) | 10\% | (101) | 1047 |
| Satellite TV: Currently subscribe | $32 \%$ | (61) | 41\% | (78) | 16\% | (31) | 11\% | (21) | 191 |
| Satellite TV: Subscribed in past | 43\% | (143) | 30\% | (100) | 20\% | (67) | 7\% | (25) | 336 |
| Satellite TV: Never subscribed | 33\% | (174) | 30\% | (156) | 26\% | (136) | 11\% | (55) | 520 |
| Streaming Services: Currently subscribe | 40\% | (292) | 33\% | (245) | 20\% | (145) | 7\% | (51) | 733 |
| Streaming Services: Subscribed in past | 33\% | (34) | 29\% | (31) | 27\% | (28) | 11\% | (11) | 104 |
| Streaming Services: Never subscribed | 24\% | (52) | 28\% | (59) | 29\% | (61) | 19\% | (39) | 211 |
| Film: An avid fan | 48\% | (151) | $32 \%$ | (101) | 15\% | (46) | 5\% | (16) | 313 |
| Film: A casual fan | 30\% | (184) | $34 \%$ | (209) | 25\% | (153) | 10\% | (62) | 608 |
| Film: Not a fan | 34\% | (43) | 19\% | (24) | 28\% | (35) | 19\% | (23) | 126 |
| Television: An avid fan | 39\% | (206) | $34 \%$ | (176) | 19\% | (101) | 8\% | (41) | 523 |
| Television: A casual fan | $32 \%$ | (148) | 31\% | (140) | 26\% | (118) | 11\% | (51) | 458 |
| Television: Not a fan | $36 \%$ | (24) | 28\% | (19) | 23\% | (15) | 14\% | (9) | 67 |
| Music: An avid fan | $41 \%$ | (207) | 32\% | (163) | 19\% | (96) | 8\% | (43) | 509 |
| Music: A casual fan | 30\% | (140) | 33\% | (153) | 27\% | (123) | 10\% | (44) | 461 |
| Music: Not a fan | 39\% | (31) | 24\% | (19) | 20\% | (15) | 17\% | (14) | 78 |
| Fashion: An avid fan | 43\% | (56) | $34 \%$ | (44) | 14\% | (18) | 9\% | (11) | 129 |
| Fashion: A casual fan | 37\% | (141) | $31 \%$ | (119) | 23\% | (86) | 9\% | (33) | 379 |
| Fashion: Not a fan | $33 \%$ | (181) | 32\% | (172) | 24\% | (131) | 11\% | (57) | 540 |

[^67]Table HR6_6: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are the following a reason you would prefer to watch a movie that was just released via a streaming service?
Ability to watch at any time

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 81\% | (852) | 13\% | (132) | 3\% | (36) | $3 \%$ | (28) | 1047 |
| Gender: Male | 82\% | (373) | 12\% | (54) | 3\% | (14) | 3\% | (12) | 452 |
| Gender: Female | 81\% | (479) | 13\% | (78) | $4 \%$ | (22) | $3 \%$ | (16) | 595 |
| Age: 18-29 | 78\% | (150) | 15\% | (29) | 2\% | (5) | $4 \%$ | (8) | 192 |
| Age: 30-44 | 84\% | (253) | 12\% | (37) | $2 \%$ | (6) | 2\% | (6) | 303 |
| Age: 45-54 | 82\% | (108) | 13\% | (17) | 4\% | (5) | 1\% | (1) | 131 |
| Age: 55-64 | 79\% | (183) | 11\% | (25) | 7\% | (15) | 3\% | (8) | 231 |
| Age: 65+ | 82\% | (157) | 12\% | (24) | 3\% | (6) | $3 \%$ | (5) | 191 |
| Generation Z: 18-22 | 81\% | (51) | 8\% | (5) | 5\% | (3) | 6\% | (4) | 63 |
| Millennial: Age 23-38 | 82\% | (266) | 14\% | (44) | 2\% | (6) | 2\% | (6) | 323 |
| Generation X: Age 39-54 | 81\% | (195) | 15\% | (35) | 2\% | (6) | 2\% | (5) | 240 |
| Boomers: Age 55-73 | 81\% | (292) | 11\% | (41) | 5\% | (18) | $3 \%$ | (11) | 361 |
| PID: Dem (no lean) | 83\% | (298) | 12\% | (42) | 2\% | (8) | 3\% | (10) | 357 |
| PID: Ind (no lean) | 81\% | (263) | 14\% | (44) | 3\% | (9) | 2\% | (8) | 324 |
| PID: Rep (no lean) | 79\% | (291) | 13\% | (46) | $5 \%$ | (19) | $3 \%$ | (10) | 366 |
| PID/Gender: Dem Men | 84\% | (115) | 12\% | (16) | 2\% | (3) | 2\% | (3) | 138 |
| PID/Gender: Dem Women | 83\% | (183) | 12\% | (25) | 2\% | (5) | 3\% | (7) | 220 |
| PID/Gender: Ind Men | 83\% | (130) | 10\% | (15) | $4 \%$ | (6) | $3 \%$ | (5) | 157 |
| PID/Gender: Ind Women | 79\% | (132) | 17\% | (29) | 2\% | (3) | 2\% | (3) | 168 |
| PID/Gender: Rep Men | 80\% | (127) | 14\% | (23) | 3\% | (5) | 3\% | (4) | 158 |
| PID/Gender: Rep Women | 79\% | (164) | $11 \%$ | (24) | $7 \%$ | (14) | $3 \%$ | (6) | 208 |
| Ideo: Liberal (1-3) | 84\% | (233) | 12\% | (33) | 2\% | (7) | 2\% | (5) | 277 |
| Ideo: Moderate (4) | 82\% | (209) | 12\% | (31) | 5\% | (12) | 2\% | (4) | 256 |
| Ideo: Conservative (5-7) | 80\% | (303) | 14\% | (54) | $4 \%$ | (15) | 2\% | (6) | 378 |
| Educ: < College | 83\% | (603) | $11 \%$ | (83) | $4 \%$ | (27) | 2\% | (18) | 730 |
| Educ: Bachelors degree | 79\% | (163) | 13\% | (28) | 3\% | (6) | $4 \%$ | (9) | 205 |
| Educ: Post-grad | 77\% | (86) | 19\% | (21) | 3\% | (3) | 1\% | (1) | 112 |

Continued on next page

Table HR6_6: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are following a reason you would prefer to watch a movie that was just released via a streaming service?
Ability to watch at any time

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 81\% | (852) | 13\% | (132) | 3\% | (36) | 3\% | (28) | 1047 |
| Income: Under 50k | 81\% | (493) | 12\% | (74) | 4\% | (23) | 3\% | (17) | 607 |
| Income: $50 \mathrm{k}-100 \mathrm{k}$ | 81\% | (274) | 13\% | (44) | 3\% | (10) | 3\% | (9) | 336 |
| Income: $100 \mathrm{k}+$ | 81\% | (85) | 14\% | (14) | $4 \%$ | (4) | 1\% | (1) | 104 |
| Ethnicity: White | 80\% | (673) | 14\% | (117) | 4\% | (30) | 2\% | (20) | 840 |
| Ethnicity: Hispanic | 89\% | (112) | 10\% | (12) | - | (0) | 2\% | (2) | 127 |
| Ethnicity: Afr. Am. | 85\% | (109) | 8\% | (10) | 4\% | (6) | 3\% | (4) | 129 |
| Ethnicity: Other | 88\% | (69) | 6\% | (5) | $2 \%$ | (1) | $4 \%$ | (3) | 78 |
| Community: Urban | 82\% | (187) | 11\% | (26) | $2 \%$ | (5) | 5\% | (11) | 229 |
| Community: Suburban | 83\% | (408) | 11\% | (56) | 3\% | (15) | $2 \%$ | (11) | 490 |
| Community: Rural | 78\% | (257) | 15\% | (50) | 5\% | (16) | $2 \%$ | (6) | 329 |
| Employ: Private Sector | 79\% | (229) | 14\% | (40) | 5\% | (15) | 1\% | (4) | 288 |
| Employ: Government | 80\% | (42) | 16\% | (9) | 1\% | (0) | 3\% | (1) | 52 |
| Employ: Self-Employed | 84\% | (86) | 11\% | (11) | $2 \%$ | (2) | 3\% | (3) | 103 |
| Employ: Homemaker | 79\% | (70) | 15\% | (14) | 4\% | (4) | 1\% | (1) | 89 |
| Employ: Retired | 82\% | (211) | 11\% | (30) | 4\% | (11) | 3\% | (7) | 258 |
| Employ: Unemployed | 84\% | (93) | 9\% | (10) | 1\% | (1) | 6\% | (6) | 110 |
| Employ: Other | 86\% | (94) | 11\% | (13) | 2\% | (2) | 1\% | (1) | 110 |
| Military HH: Yes | 82\% | (133) | 12\% | (20) | 5\% | (8) | 1\% | (2) | 163 |
| Military HH: No | 81\% | (718) | 13\% | (112) | 3\% | (28) | 3\% | (25) | 884 |
| RD/WT: Right Direction | 79\% | (317) | 14\% | (54) | 5\% | (19) | $2 \%$ | (10) | 400 |
| RD/WT: Wrong Track | 83\% | (535) | 12\% | (78) | 3\% | (17) | 3\% | (18) | 648 |
| Trump Job Approve | 79\% | (354) | 14\% | (64) | 4\% | (20) | $2 \%$ | (8) | 446 |
| Trump Job Disapprove | 83\% | (460) | 12\% | (65) | 3\% | (17) | $2 \%$ | (11) | 553 |
| Trump Job Strongly Approve | 80\% | (193) | 14\% | (35) | 4\% | (9) | 3\% | (6) | 243 |
| Trump Job Somewhat Approve | 79\% | (160) | 15\% | (30) | 5\% | (11) | 1\% | (2) | 203 |
| Trump Job Somewhat Disapprove | 80\% | (94) | 18\% | (21) | $2 \%$ | (3) | - | (0) | 117 |
| Trump Job Strongly Disapprove | 84\% | (366) | 10\% | (45) | 3\% | (14) | 2\% | (11) | 436 |

Continued on next page

Table HR6_6: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are the following a reason you would prefer to watch a movie that was just released via a streaming service?
Ability to watch at any time

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | $\begin{aligned} & \text { Don't know / No } \\ & \text { opinion } \end{aligned}$ |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 81\% | (852) | 13\% | (132) | 3\% | (36) | 3\% | (28) | 1047 |
| Favorable of Trump | 81\% | (359) | 14\% | (60) | 4\% | (17) | 2\% | (8) | 445 |
| Unfavorable of Trump | 83\% | (462) | 12\% | (68) | 3\% | (19) | $2 \%$ | (11) | 560 |
| Very Favorable of Trump | 79\% | (196) | $14 \%$ | (36) | 5\% | (12) | 2\% | (6) | 250 |
| Somewhat Favorable of Trump | 84\% | (163) | 12\% | (24) | 3\% | (6) | 1\% | (2) | 195 |
| Somewhat Unfavorable of Trump | 79\% | (70) | 14\% | (13) | 7\% | (6) | 1\% | (1) | 89 |
| Very Unfavorable of Trump | 83\% | (392) | 12\% | (55) | 3\% | (13) | $2 \%$ | (11) | 470 |
| \#1 Issue: Economy | 85\% | (249) | 10\% | (29) | 2\% | (6) | 2\% | (7) | 291 |
| \#1 Issue: Security | 81\% | (183) | 14\% | (31) | 4\% | (8) | 2\% | (4) | 225 |
| \#1 Issue: Health Care | 80\% | (127) | 12\% | (20) | 5\% | (7) | 3\% | (4) | 159 |
| \#1 Issue: Medicare / Social Security | 82\% | (129) | $11 \%$ | (18) | 5\% | (7) | 3\% | (4) | 159 |
| \#1 Issue: Women's Issues | 74\% | (39) | 25\% | (14) | 1\% | (1) | - | (0) | 54 |
| \#1 Issue: Education | 77\% | (39) | 15\% | (8) | 1\% | (1) | 7\% | (4) | 51 |
| \#1 Issue: Energy | 82\% | (44) | 13\% | (7) | 5\% | (3) | - | (0) | 54 |
| \#1 Issue: Other | 75\% | (41) | $11 \%$ | (6) | 6\% | (4) | 8\% | (5) | 55 |
| 2018 House Vote: Democrat | 84\% | (281) | 10\% | (33) | 4\% | (12) | $2 \%$ | (6) | 333 |
| 2018 House Vote: Republican | 78\% | (233) | 14\% | (43) | 6\% | (18) | 2\% | (6) | 300 |
| 2018 House Vote: Someone else | 78\% | (31) | $21 \%$ | (8) | - | (0) | 1\% | (0) | 40 |
| 2016 Vote: Hillary Clinton | 84\% | (246) | 10\% | (31) | 4\% | (12) | 2\% | (6) | 294 |
| 2016 Vote: Donald Trump | 79\% | (263) | 14\% | (48) | 5\% | (16) | 2\% | (6) | 334 |
| 2016 Vote: Other | 80\% | (41) | 20\% | (10) | - | (0) | - | (0) | 51 |
| 2016 Vote: Didn't Vote | 82\% | (298) | 12\% | (43) | $2 \%$ | (9) | $4 \%$ | (16) | 365 |
| Voted in 2014: Yes | 82\% | (485) | 13\% | (74) | 4\% | (26) | $2 \%$ | (10) | 595 |
| Voted in 2014: No | 81\% | (367) | 13\% | (57) | 2\% | (11) | $4 \%$ | (18) | 453 |
| 2012 Vote: Barack Obama | 82\% | (264) | 12\% | (40) | 3\% | (10) | 3\% | (9) | 323 |
| 2012 Vote: Mitt Romney | 80\% | (208) | 14\% | (36) | 6\% | (15) | 1\% | (3) | 261 |
| 2012 Vote: Other | 83\% | (41) | $11 \%$ | (6) | 4\% | (2) | 1\% | (0) | 49 |
| 2012 Vote: Didn't Vote | 82\% | (338) | 12\% | (50) | 2\% | (10) | $4 \%$ | (16) | 414 |

[^68]Table HR6_6: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are the following a reason you would prefer to watch a movie that was just released via a streaming service?
Ability to watch at any time

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | $\begin{aligned} & \text { Don't know / No } \\ & \text { opinion } \end{aligned}$ |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 81\% | (852) | 13\% | (132) | 3\% | (36) | 3\% | (28) | 1047 |
| 4-Region: Northeast | 81\% | (148) | 12\% | (23) | 4\% | (7) | 3\% | (5) | 183 |
| 4-Region: Midwest | 76\% | (171) | 17\% | (38) | 6\% | (13) | 1\% | (3) | 224 |
| 4-Region: South | 83\% | (328) | $11 \%$ | (45) | 2\% | (9) | 3\% | (13) | 396 |
| 4-Region: West | 84\% | (204) | $11 \%$ | (26) | 3\% | (7) | $3 \%$ | (7) | 244 |
| Watch TV: Every day | 84\% | (424) | 12\% | (62) | 3\% | (15) | 1\% | (6) | 506 |
| Watch TV: Several times per week | 83\% | (242) | 13\% | (38) | 3\% | (8) | 1\% | (3) | 292 |
| Watch TV: About once per week | 80\% | (40) | 15\% | (8) | $2 \%$ | (1) | 3\% | (2) | 50 |
| Watch TV: Several times per month | 87\% | (51) | $11 \%$ | (6) | 1\% | (1) | 1\% | (0) | 59 |
| Watch TV: About once per month | 73\% | (20) | 6\% | (2) | 13\% | (4) | 7\% | (2) | 28 |
| Watch TV: Less often than once per month | 68\% | (32) | 17\% | (8) | 5\% | (2) | 11\% | (5) | 47 |
| Watch TV: Never | 64\% | (43) | 13\% | (9) | 9\% | (6) | 14\% | (9) | 66 |
| Watch Movies: Every day | 85\% | (149) | 11\% | (20) | 3\% | (6) | 1\% | (1) | 175 |
| Watch Movies: Several times per week | 86\% | (254) | 10\% | (30) | 3\% | (8) | 1\% | (2) | 294 |
| Watch Movies: About once per week | 83\% | (158) | 13\% | (26) | $2 \%$ | (4) | $2 \%$ | (4) | 191 |
| Watch Movies: Several times per month | 79\% | (116) | 16\% | (24) | 2\% | (3) | $2 \%$ | (3) | 147 |
| Watch Movies: About once per month | 78\% | (80) | $11 \%$ | (11) | 8\% | (8) | 3\% | (3) | 102 |
| Watch Movies: Less often than once per month | 72\% | (53) | 16\% | (12) | 6\% | (4) | 6\% | (4) | 73 |
| Watch Movies: Never | 66\% | (43) | 15\% | (10) | 4\% | (3) | 15\% | (10) | 66 |
| Watch Sporting Events: Every day | 84\% | (39) | 12\% | (5) | 4\% | (2) | - | (0) | 46 |
| Watch Sporting Events: Several times per week | 83\% | (151) | 15\% | (27) | 3\% | (5) | - | (1) | 183 |
| Watch Sporting Events: About once per week | 83\% | (124) | 12\% | (18) | 4\% | (7) | 1\% | (1) | 150 |
| Watch Sporting Events: Several times per month | 79\% | (55) | $11 \%$ | (8) | 10\% | (7) | - | (0) | 69 |
| Watch Sporting Events: About once per month | 75\% | (46) | 15\% | (9) | 5\% | (3) | 5\% | (3) | 60 |
| Watch Sporting Events: Less often than once per month | 86\% | (119) | 8\% | (11) | 3\% | (5) | 3\% | (4) | 139 |
| Watch Sporting Events: Never | 80\% | (318) | 13\% | (54) | $2 \%$ | (9) | 5\% | (19) | 399 |
| Cable TV: Currently subscribe | 81\% | (356) | 13\% | (57) | 4\% | (15) | 3\% | (12) | 441 |
| Cable TV: Subscribed in past | 84\% | (344) | $12 \%$ | (50) | $2 \%$ | (9) | $2 \%$ | (7) | 411 |
| Cable TV: Never subscribed | 77\% | (151) | 13\% | (25) | 6\% | (11) | 4\% | (8) | 195 |

[^69]Table HR6_6: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are fhe following a reason you would prefer to watch a movie that was just released via a streaming service?
Ability to watch at any time

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 81\% | (852) | 13\% | (132) | 3\% | (36) | 3\% | (28) | 1047 |
| Satellite TV: Currently subscribe | 86\% | (165) | 9\% | (18) | 3\% | (5) | $2 \%$ | (4) | 191 |
| Satellite TV: Subscribed in past | 84\% | (281) | 12\% | (40) | 3\% | (11) | 1\% | (4) | 336 |
| Satellite TV: Never subscribed | 78\% | (406) | 14\% | (75) | 4\% | (20) | $4 \%$ | (20) | 520 |
| Streaming Services: Currently subscribe | 85\% | (625) | $11 \%$ | (83) | 2\% | (15) | 1\% | (9) | 733 |
| Streaming Services: Subscribed in past | 76\% | (79) | 13\% | (14) | 10\% | (11) | 1\% | (1) | 104 |
| Streaming Services: Never subscribed | 70\% | (148) | 17\% | (35) | 5\% | (11) | 8\% | (17) | 211 |
| Film: An avid fan | 86\% | (268) | 10\% | (31) | 4\% | (13) | - | (1) | 313 |
| Film: A casual fan | 81\% | (495) | 13\% | (78) | 3\% | (15) | 3\% | (21) | 608 |
| Film: Not a fan | 70\% | (88) | 19\% | (23) | 7\% | (9) | 4\% | (6) | 126 |
| Television: An avid fan | 84\% | (440) | 12\% | (60) | 3\% | (15) | 1\% | (7) | 523 |
| Television: A casual fan | 80\% | (368) | 13\% | (61) | 3\% | (16) | $3 \%$ | (13) | 458 |
| Television: Not a fan | 65\% | (44) | 16\% | (11) | 7\% | (5) | 11\% | (7) | 67 |
| Music: An avid fan | 84\% | (426) | 12\% | (60) | 3\% | (15) | 2\% | (8) | 509 |
| Music: A casual fan | 80\% | (370) | 13\% | (62) | 3\% | (14) | 3\% | (15) | 461 |
| Music: Not a fan | 71\% | (55) | 14\% | (11) | 9\% | (7) | 6\% | (5) | 78 |
| Fashion: An avid fan | 77\% | (99) | 15\% | (19) | 5\% | (7) | $3 \%$ | (4) | 129 |
| Fashion: A casual fan | 82\% | (309) | 14\% | (54) | 3\% | (10) | 1\% | (5) | 379 |
| Fashion: Not a fan | 82\% | (443) | $11 \%$ | (59) | 4\% | (19) | 3\% | (18) | 540 |

[^70]Table HR6_7: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are the following a reason you would prefer to watch a movie that was just released via a streaming service?
Inexpensive to watch with a group of people

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 40\% | (419) | $24 \%$ | (251) | 29\% | (302) | 7\% | (75) | 1047 |
| Gender: Male | 37\% | (169) | 27\% | (122) | $31 \%$ | (139) | 5\% | (22) | 452 |
| Gender: Female | 42\% | (250) | $22 \%$ | (129) | 27\% | (163) | 9\% | (53) | 595 |
| Age: 18-29 | 52\% | (100) | 20\% | (39) | $21 \%$ | (40) | 6\% | (12) | 192 |
| Age: 30-44 | 49\% | (149) | 27\% | (80) | 20\% | (59) | 5\% | (14) | 303 |
| Age: 45-54 | 41\% | (53) | $24 \%$ | (31) | 33\% | (44) | 3\% | (3) | 131 |
| Age: 55-64 | 29\% | (68) | 26\% | (59) | 37\% | (85) | 8\% | (18) | 231 |
| Age: 65+ | 25\% | (48) | $22 \%$ | (42) | 38\% | (73) | 15\% | (28) | 191 |
| Generation Z: 18-22 | 72\% | (45) | 9\% | (6) | 10\% | (6) | 9\% | (6) | 63 |
| Millennial: Age 23-38 | 49\% | (159) | 25\% | (82) | $21 \%$ | (68) | $4 \%$ | (14) | 323 |
| Generation X: Age 39-54 | $41 \%$ | (99) | 26\% | (62) | 29\% | (69) | $4 \%$ | (9) | 240 |
| Boomers: Age 55-73 | 29\% | (104) | 23\% | (84) | 37\% | (134) | 11\% | (40) | 361 |
| PID: Dem (no lean) | 39\% | (139) | 23\% | (83) | $31 \%$ | (112) | 7\% | (23) | 357 |
| PID: Ind (no lean) | 42\% | (135) | 26\% | (83) | 26\% | (84) | 7\% | (22) | 324 |
| PID: Rep (no lean) | 39\% | (144) | 23\% | (85) | 29\% | (107) | 8\% | (30) | 366 |
| PID/Gender: Dem Men | 39\% | (54) | 25\% | (34) | 32\% | (44) | 4\% | (6) | 138 |
| PID/Gender: Dem Women | 39\% | (85) | $22 \%$ | (48) | 31\% | (68) | 8\% | (18) | 220 |
| PID/Gender: Ind Men | 35\% | (55) | 27\% | (43) | $32 \%$ | (51) | $5 \%$ | (7) | 157 |
| PID/Gender: Ind Women | 48\% | (80) | $24 \%$ | (40) | 20\% | (33) | 9\% | (15) | 168 |
| PID/Gender: Rep Men | 38\% | (60) | 28\% | (45) | 28\% | (45) | 6\% | (9) | 158 |
| PID/Gender: Rep Women | 41\% | (85) | 19\% | (40) | 30\% | (62) | 10\% | (20) | 208 |
| Ideo: Liberal (1-3) | 38\% | (105) | 25\% | (70) | $31 \%$ | (87) | 5\% | (15) | 277 |
| Ideo: Moderate (4) | 42\% | (107) | 26\% | (66) | 26\% | (65) | 7\% | (17) | 256 |
| Ideo: Conservative (5-7) | 38\% | (143) | $24 \%$ | (91) | $31 \%$ | (118) | $7 \%$ | (27) | 378 |
| Educ: < College | 43\% | (311) | $22 \%$ | (162) | 27\% | (201) | 8\% | (57) | 730 |
| Educ: Bachelors degree | 38\% | (78) | 25\% | (50) | 30\% | (62) | 7\% | (14) | 205 |
| Educ: Post-grad | 27\% | (30) | $34 \%$ | (39) | 35\% | (40) | $4 \%$ | (4) | 112 |

Continued on next page

Table HR6_7: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are fhe following a reason you would prefer to watch a movie that was just released via a streaming service?
Inexpensive to watch with a group of people

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 40\% | (419) | $24 \%$ | (251) | 29\% | (302) | 7\% | (75) | 1047 |
| Income: Under 50k | 43\% | (260) | 23\% | (138) | 27\% | (164) | 8\% | (46) | 607 |
| Income: 50k-100k | 37\% | (124) | 25\% | (82) | 31\% | (105) | 7\% | (25) | 336 |
| Income: 100k+ | 33\% | (35) | 30\% | (31) | 32\% | (33) | 4\% | (4) | 104 |
| Ethnicity: White | 39\% | (331) | 25\% | (206) | 29\% | (242) | 7\% | (61) | 840 |
| Ethnicity: Hispanic | 53\% | (67) | 26\% | (32) | 19\% | (25) | $2 \%$ | (3) | 127 |
| Ethnicity: Afr. Am. | 39\% | (51) | 21\% | (28) | 31\% | (40) | 9\% | (11) | 129 |
| Ethnicity: Other | 47\% | (37) | 23\% | (18) | 27\% | (21) | 4\% | (3) | 78 |
| Community: Urban | 50\% | (114) | 23\% | (52) | 23\% | (52) | 5\% | (10) | 229 |
| Community: Suburban | 36\% | (175) | 25\% | (120) | 31\% | (150) | 9\% | (44) | 490 |
| Community: Rural | 39\% | (130) | 24\% | (79) | 30\% | (99) | 6\% | (21) | 329 |
| Employ: Private Sector | 38\% | (111) | 28\% | (80) | 29\% | (83) | 5\% | (14) | 288 |
| Employ: Government | 43\% | (23) | 29\% | (15) | 23\% | (12) | 5\% | (3) | 52 |
| Employ: Self-Employed | 50\% | (52) | 22\% | (23) | 25\% | (26) | 3\% | (3) | 103 |
| Employ: Homemaker | 47\% | (42) | $24 \%$ | (21) | 23\% | (20) | 5\% | (5) | 89 |
| Employ: Retired | 27\% | (69) | 23\% | (60) | 38\% | (97) | 12\% | (31) | 258 |
| Employ: Unemployed | 40\% | (44) | 21\% | (24) | 31\% | (34) | 9\% | (10) | 110 |
| Employ: Other | 49\% | (54) | 23\% | (25) | 25\% | (28) | 3\% | (4) | 110 |
| Military HH: Yes | 30\% | (49) | $21 \%$ | (34) | 42\% | (69) | 7\% | (12) | 163 |
| Military HH: No | 42\% | (370) | 25\% | (217) | 26\% | (233) | 7\% | (63) | 884 |
| RD/WT: Right Direction | 44\% | (174) | 21\% | (85) | 27\% | (108) | 8\% | (32) | 400 |
| RD/WT: Wrong Track | 38\% | (245) | 26\% | (166) | 30\% | (194) | 7\% | (43) | 648 |
| Trump Job Approve | 41\% | (183) | 25\% | (110) | 27\% | (121) | 7\% | (32) | 446 |
| Trump Job Disapprove | 39\% | (216) | $24 \%$ | (133) | 31\% | (173) | 6\% | (31) | 553 |
| Trump Job Strongly Approve | 41\% | (101) | 21\% | (51) | 29\% | (70) | 9\% | (21) | 243 |
| Trump Job Somewhat Approve | 41\% | (82) | 29\% | (59) | 25\% | (50) | 6\% | (12) | 203 |
| Trump Job Somewhat Disapprove | 41\% | (48) | 30\% | (34) | 26\% | (30) | 4\% | (4) | 117 |
| Trump Job Strongly Disapprove | 39\% | (168) | 23\% | (98) | $33 \%$ | (143) | 6\% | (27) | 436 |

Continued on next page

Table HR6_7: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are the following a reason you would prefer to watch a movie that was just released via a streaming service?
Inexpensive to watch with a group of people

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 40\% | (419) | $24 \%$ | (251) | 29\% | (302) | 7\% | (75) | 1047 |
| Favorable of Trump | 40\% | (180) | 25\% | (112) | 27\% | (122) | 7\% | (31) | 445 |
| Unfavorable of Trump | 41\% | (228) | $24 \%$ | (133) | 30\% | (167) | 6\% | (32) | 560 |
| Very Favorable of Trump | 39\% | (98) | $21 \%$ | (53) | 32\% | (80) | 7\% | (19) | 250 |
| Somewhat Favorable of Trump | 42\% | (82) | $30 \%$ | (59) | 22\% | (42) | 6\% | (12) | 195 |
| Somewhat Unfavorable of Trump | 40\% | (36) | 28\% | (25) | 28\% | (25) | $4 \%$ | (4) | 89 |
| Very Unfavorable of Trump | 41\% | (192) | 23\% | (108) | 30\% | (142) | 6\% | (28) | 470 |
| \#1 Issue: Economy | 47\% | (137) | 23\% | (67) | 26\% | (76) | $4 \%$ | (12) | 291 |
| \#1 Issue: Security | 39\% | (89) | 20\% | (46) | 34\% | (75) | 7\% | (15) | 225 |
| \#1 Issue: Health Care | 39\% | (62) | 25\% | (40) | 28\% | (44) | 8\% | (12) | 159 |
| \#1 Issue: Medicare / Social Security | 32\% | (51) | 22\% | (35) | 34\% | (54) | 12\% | (20) | 159 |
| \#1 Issue: Women's Issues | 43\% | (23) | $31 \%$ | (16) | $21 \%$ | (11) | 5\% | (3) | 54 |
| \#1 Issue: Education | 42\% | (22) | 25\% | (13) | 26\% | (13) | 7\% | (4) | 51 |
| \#1 Issue: Energy | 34\% | (18) | 33\% | (18) | 30\% | (16) | 3\% | (1) | 54 |
| \#1 Issue: Other | 31\% | (17) | $31 \%$ | (17) | $22 \%$ | (12) | 16\% | (9) | 55 |
| 2018 House Vote: Democrat | 35\% | (115) | 25\% | (82) | 35\% | (116) | 6\% | (19) | 333 |
| 2018 House Vote: Republican | 39\% | (118) | 25\% | (75) | 29\% | (86) | 7\% | (21) | 300 |
| 2018 House Vote: Someone else | 48\% | (19) | 28\% | (11) | 19\% | (8) | 5\% | (2) | 40 |
| 2016 Vote: Hillary Clinton | 31\% | (92) | 27\% | (79) | 35\% | (103) | 7\% | (21) | 294 |
| 2016 Vote: Donald Trump | 39\% | (132) | 25\% | (82) | 29\% | (96) | 7\% | (25) | 334 |
| 2016 Vote: Other | 50\% | (26) | 21\% | (11) | 22\% | (11) | 7\% | (3) | 51 |
| 2016 Vote: Didn't Vote | 47\% | (170) | $22 \%$ | (80) | 25\% | (92) | 6\% | (24) | 365 |
| Voted in 2014: Yes | 37\% | (221) | 23\% | (139) | 32\% | (191) | 7\% | (43) | 595 |
| Voted in 2014: No | 44\% | (197) | 25\% | (112) | 25\% | (111) | 7\% | (32) | 453 |
| 2012 Vote: Barack Obama | 31\% | (99) | 26\% | (83) | 38\% | (122) | 6\% | (19) | 323 |
| 2012 Vote: Mitt Romney | 38\% | (99) | 27\% | (70) | 28\% | (72) | 8\% | (21) | 261 |
| 2012 Vote: Other | 52\% | (26) | $22 \%$ | (11) | 18\% | (9) | 8\% | (4) | 49 |
| 2012 Vote: Didn't Vote | 47\% | (196) | $21 \%$ | (88) | $24 \%$ | (98) | 8\% | (32) | 414 |

Continued on next page

Table HR6_7: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are the following a reason you would prefer to watch a movie that was just released via a streaming service?
Inexpensive to watch with a group of people

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 40\% | (419) | 24\% | (251) | 29\% | (302) | 7\% | (75) | 1047 |
| 4-Region: Northeast | 40\% | (73) | 24\% | (44) | 30\% | (54) | 6\% | (12) | 183 |
| 4-Region: Midwest | 37\% | (82) | 26\% | (59) | 33\% | (74) | 4\% | (9) | 224 |
| 4-Region: South | 42\% | (166) | 23\% | (92) | 25\% | (100) | 10\% | (38) | 396 |
| 4-Region: West | 40\% | (98) | 23\% | (57) | 30\% | (74) | 7\% | (16) | 244 |
| Watch TV: Every day | 40\% | (204) | 26\% | (133) | 28\% | (141) | 6\% | (28) | 506 |
| Watch TV: Several times per week | $41 \%$ | (118) | 25\% | (73) | 29\% | (83) | 6\% | (17) | 292 |
| Watch TV: About once per week | 39\% | (20) | 22\% | (11) | 32\% | (16) | 7\% | (4) | 50 |
| Watch TV: Several times per month | 35\% | (20) | 24\% | (14) | $32 \%$ | (19) | 9\% | (5) | 59 |
| Watch TV: About once per month | 44\% | (12) | 13\% | (4) | 29\% | (8) | 14\% | (4) | 28 |
| Watch TV: Less often than once per month | 38\% | (18) | 14\% | (6) | 34\% | (16) | 14\% | (7) | 47 |
| Watch TV: Never | 40\% | (27) | 15\% | (10) | 28\% | (19) | 16\% | (11) | 66 |
| Watch Movies: Every day | 49\% | (86) | 24\% | (43) | 23\% | (40) | $4 \%$ | (7) | 175 |
| Watch Movies: Several times per week | 39\% | (115) | 28\% | (83) | 29\% | (84) | $4 \%$ | (12) | 294 |
| Watch Movies: About once per week | 43\% | (82) | 24\% | (45) | 29\% | (55) | $5 \%$ | (10) | 191 |
| Watch Movies: Several times per month | 35\% | (51) | 24\% | (35) | $32 \%$ | (47) | 9\% | (14) | 147 |
| Watch Movies: About once per month | 32\% | (33) | 21\% | (21) | 34\% | (35) | 13\% | (13) | 102 |
| Watch Movies: Less often than once per month | 33\% | (24) | 22\% | (16) | 37\% | (27) | 8\% | (6) | 73 |
| Watch Movies: Never | 44\% | (29) | 14\% | (9) | 22\% | (14) | 21\% | (14) | 66 |
| Watch Sporting Events: Every day | 36\% | (17) | 42\% | (19) | 20\% | (9) | 1\% | (1) | 46 |
| Watch Sporting Events: Several times per week | 40\% | (73) | 27\% | (49) | 29\% | (53) | 5\% | (9) | 183 |
| Watch Sporting Events: About once per week | 38\% | (57) | 26\% | (39) | $31 \%$ | (46) | 5\% | (8) | 150 |
| Watch Sporting Events: Several times per month | 29\% | (20) | 34\% | (23) | $33 \%$ | (23) | $4 \%$ | (3) | 69 |
| Watch Sporting Events: About once per month | 41\% | (25) | 17\% | (10) | $31 \%$ | (19) | 12\% | (7) | 60 |
| Watch Sporting Events: Less often than once per month | 44\% | (62) | 24\% | (33) | 29\% | (40) | 3\% | (4) | 139 |
| Watch Sporting Events: Never | 41\% | (166) | 19\% | (77) | 28\% | (112) | 11\% | (44) | 399 |
| Cable TV: Currently subscribe | 39\% | (171) | 23\% | (103) | 30\% | (132) | 8\% | (35) | 441 |
| Cable TV: Subscribed in past | 42\% | (172) | 23\% | (95) | 29\% | (121) | 6\% | (23) | 411 |
| Cable TV: Never subscribed | 39\% | (76) | 28\% | (54) | 25\% | (48) | 9\% | (17) | 195 |

[^71]Table HR6_7: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are the following a reason you would prefer to watch a movie that was just released via a streaming service?
Inexpensive to watch with a group of people

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 40\% | (419) | 24\% | (251) | 29\% | (302) | 7\% | (75) | 1047 |
| Satellite TV: Currently subscribe | 46\% | (88) | $21 \%$ | (40) | 28\% | (55) | 5\% | (9) | 191 |
| Satellite TV: Subscribed in past | 41\% | (137) | 26\% | (87) | 28\% | (94) | 5\% | (17) | 336 |
| Satellite TV: Never subscribed | 37\% | (193) | 24\% | (124) | 30\% | (154) | 9\% | (49) | 520 |
| Streaming Services: Currently subscribe | 43\% | (315) | 24\% | (177) | 27\% | (201) | 5\% | (40) | 733 |
| Streaming Services: Subscribed in past | $32 \%$ | (34) | 28\% | (29) | 35\% | (37) | 4\% | (4) | 104 |
| Streaming Services: Never subscribed | 33\% | (71) | 21\% | (45) | $31 \%$ | (64) | 15\% | (31) | 211 |
| Film: An avid fan | 48\% | (149) | 25\% | (78) | 23\% | (73) | $4 \%$ | (13) | 313 |
| Film: A casual fan | 35\% | (216) | 25\% | (150) | $32 \%$ | (194) | 8\% | (48) | 608 |
| Film: Not a fan | 43\% | (54) | 18\% | (23) | 28\% | (35) | $11 \%$ | (14) | 126 |
| Television: An avid fan | 39\% | (203) | 26\% | (134) | 30\% | (159) | 5\% | (27) | 523 |
| Television: A casual fan | 42\% | (190) | 22\% | (102) | 28\% | (126) | 9\% | (39) | 458 |
| Television: Not a fan | $38 \%$ | (25) | 23\% | (15) | 26\% | (17) | 14\% | (9) | 67 |
| Music: An avid fan | 43\% | (221) | 24\% | (124) | 26\% | (131) | 6\% | (32) | 509 |
| Music: A casual fan | $38 \%$ | (174) | 25\% | (115) | 30\% | (140) | 7\% | (31) | 461 |
| Music: Not a fan | 30\% | (23) | 16\% | (12) | 39\% | (31) | 15\% | (12) | 78 |
| Fashion: An avid fan | $38 \%$ | (50) | 25\% | (33) | 30\% | (39) | 6\% | (8) | 129 |
| Fashion: A casual fan | 44\% | (166) | 25\% | (96) | 27\% | (101) | 5\% | (17) | 379 |
| Fashion: Not a fan | $38 \%$ | (204) | 23\% | (123) | $30 \%$ | (162) | 9\% | (50) | 540 |

[^72]Table HR6_8: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are the following a reason you would prefer to watch a movie that was just released via a streaming service?
Ability to talk during it

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 31\% | (322) | $33 \%$ | (344) | $31 \%$ | (327) | 5\% | (54) | 1047 |
| Gender: Male | 26\% | (119) | 32\% | (143) | 37\% | (168) | 5\% | (22) | 452 |
| Gender: Female | 34\% | (202) | 34\% | (202) | 27\% | (159) | 5\% | (32) | 595 |
| Age: 18-29 | 38\% | (74) | 34\% | (65) | 21\% | (39) | 7\% | (14) | 192 |
| Age: 30-44 | 35\% | (104) | 35\% | (107) | 28\% | (83) | $3 \%$ | (8) | 303 |
| Age: 45-54 | 30\% | (39) | 30\% | (39) | 32\% | (42) | 8\% | (11) | 131 |
| Age: 55-64 | 24\% | (54) | 33\% | (76) | 40\% | (92) | 4\% | (8) | 231 |
| Age: 65+ | 26\% | (50) | 30\% | (57) | 37\% | (70) | 7\% | (14) | 191 |
| Generation Z: 18-22 | 37\% | (23) | 35\% | (22) | 17\% | (11) | 11\% | (7) | 63 |
| Millennial: Age 23-38 | 37\% | (120) | 35\% | (112) | 24\% | (78) | 4\% | (13) | 323 |
| Generation X: Age 39-54 | $31 \%$ | (74) | 32\% | (77) | 32\% | (76) | 5\% | (13) | 240 |
| Boomers: Age 55-73 | 25\% | (91) | 30\% | (110) | 39\% | (141) | 5\% | (19) | 361 |
| PID: Dem (no lean) | 33\% | (117) | 31\% | (112) | 31\% | (112) | 5\% | (17) | 357 |
| PID: Ind (no lean) | 29\% | (93) | 37\% | (119) | $31 \%$ | (101) | 3\% | (11) | 324 |
| PID: Rep (no lean) | 31\% | (112) | $31 \%$ | (113) | $31 \%$ | (114) | 7\% | (27) | 366 |
| PID/Gender: Dem Men | 26\% | (36) | 35\% | (48) | 36\% | (49) | 3\% | (5) | 138 |
| PID/Gender: Dem Women | 37\% | (81) | 29\% | (64) | 29\% | (63) | 6\% | (12) | 220 |
| PID/Gender: Ind Men | 26\% | (41) | $33 \%$ | (52) | 37\% | (58) | $4 \%$ | (6) | 157 |
| PID/Gender: Ind Women | 31\% | (52) | 40\% | (67) | 26\% | (43) | 3\% | (5) | 168 |
| PID/Gender: Rep Men | 27\% | (43) | 27\% | (43) | 39\% | (61) | 7\% | (11) | 158 |
| PID/Gender: Rep Women | 33\% | (69) | $34 \%$ | (70) | 25\% | (53) | 7\% | (15) | 208 |
| Ideo: Liberal (1-3) | 34\% | (95) | 31\% | (87) | 30\% | (83) | $4 \%$ | (12) | 277 |
| Ideo: Moderate (4) | 31\% | (80) | 35\% | (90) | 30\% | (76) | 4\% | (9) | 256 |
| Ideo: Conservative (5-7) | 27\% | (102) | 32\% | (121) | 36\% | (135) | 5\% | (21) | 378 |
| Educ: < College | 30\% | (220) | 33\% | (243) | 31\% | (224) | 6\% | (43) | 730 |
| Educ: Bachelors degree | 33\% | (68) | 30\% | (61) | 32\% | (66) | 5\% | (10) | 205 |
| Educ: Post-grad | 30\% | (34) | 36\% | (40) | $33 \%$ | (37) | 1\% | (1) | 112 |

Continued on next page

Table HR6_8: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are the following a reason you would prefer to watch a movie that was just released via a streaming service?
Ability to talk during it

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $31 \%$ | (322) | $33 \%$ | (344) | $31 \%$ | (327) | 5\% | (54) | 1047 |
| Income: Under 50k | $32 \%$ | (196) | $31 \%$ | (190) | $31 \%$ | (189) | 5\% | (32) | 607 |
| Income: $50 \mathrm{k}-100 \mathrm{k}$ | 30\% | (100) | $33 \%$ | (112) | $31 \%$ | (105) | 6\% | (20) | 336 |
| Income: $100 \mathrm{k}+$ | 25\% | (26) | $41 \%$ | (42) | $31 \%$ | (33) | $2 \%$ | (2) | 104 |
| Ethnicity: White | 29\% | (241) | $33 \%$ | (280) | $33 \%$ | (278) | 5\% | (41) | 840 |
| Ethnicity: Hispanic | 50\% | (63) | 26\% | (33) | 19\% | (24) | 5\% | (7) | 127 |
| Ethnicity: Afr. Am. | $38 \%$ | (49) | $31 \%$ | (40) | 27\% | (35) | $4 \%$ | (6) | 129 |
| Ethnicity: Other | $41 \%$ | (32) | $31 \%$ | (25) | 18\% | (14) | 10\% | (8) | 78 |
| Community: Urban | $41 \%$ | (93) | 28\% | (63) | 26\% | (61) | 5\% | (12) | 229 |
| Community: Suburban | 28\% | (138) | $36 \%$ | (174) | $31 \%$ | (151) | 5\% | (26) | 490 |
| Community: Rural | 27\% | (90) | 33\% | (107) | 35\% | (115) | 5\% | (16) | 329 |
| Employ: Private Sector | 26\% | (76) | 35\% | (100) | $34 \%$ | (97) | 5\% | (15) | 288 |
| Employ: Government | 30\% | (16) | 37\% | (19) | $32 \%$ | (17) | 1\% | (1) | 52 |
| Employ: Self-Employed | 40\% | (41) | $36 \%$ | (37) | $21 \%$ | (21) | 3\% | (3) | 103 |
| Employ: Homemaker | $31 \%$ | (27) | 40\% | (36) | 22\% | (19) | 8\% | (7) | 89 |
| Employ: Retired | 27\% | (69) | $32 \%$ | (82) | 36\% | (92) | 6\% | (15) | 258 |
| Employ: Unemployed | $34 \%$ | (37) | 25\% | (28) | 35\% | (39) | 6\% | (6) | 110 |
| Employ: Other | $41 \%$ | (45) | $27 \%$ | (30) | $31 \%$ | (35) | 1\% | (1) | 110 |
| Military HH: Yes | 26\% | (42) | 37\% | (61) | $32 \%$ | (53) | 5\% | (8) | 163 |
| Military HH: No | $32 \%$ | (280) | $32 \%$ | (284) | $31 \%$ | (275) | 5\% | (46) | 884 |
| RD/WT: Right Direction | 28\% | (114) | $33 \%$ | (134) | $32 \%$ | (129) | 6\% | (23) | 400 |
| RD/WT: Wrong Track | $32 \%$ | (208) | $32 \%$ | (210) | $31 \%$ | (198) | 5\% | (32) | 648 |
| Trump Job Approve | 28\% | (124) | 35\% | (157) | $32 \%$ | (141) | 5\% | (23) | 446 |
| Trump Job Disapprove | $32 \%$ | (179) | $31 \%$ | (172) | $32 \%$ | (178) | $4 \%$ | (24) | 553 |
| Trump Job Strongly Approve | 29\% | (71) | $33 \%$ | (81) | $31 \%$ | (74) | 7\% | (16) | 243 |
| Trump Job Somewhat Approve | 26\% | (53) | 38\% | (77) | $33 \%$ | (66) | 3\% | (7) | 203 |
| Trump Job Somewhat Disapprove | $32 \%$ | (38) | 29\% | (34) | 33\% | (38) | 6\% | (7) | 117 |
| Trump Job Strongly Disapprove | $32 \%$ | (141) | $32 \%$ | (139) | $32 \%$ | (139) | $4 \%$ | (17) | 436 |

Continued on next page

Table HR6_8: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are the following a reason you would prefer to watch a movie that was just released via a streaming service?
Ability to talk during it

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 31\% | (322) | 33\% | (344) | $31 \%$ | (327) | 5\% | (54) | 1047 |
| Favorable of Trump | 28\% | (123) | 35\% | (155) | $33 \%$ | (145) | 5\% | (21) | 445 |
| Unfavorable of Trump | 33\% | (183) | 32\% | (178) | $31 \%$ | (173) | $4 \%$ | (25) | 560 |
| Very Favorable of Trump | 30\% | (74) | $34 \%$ | (85) | $31 \%$ | (77) | 6\% | (15) | 250 |
| Somewhat Favorable of Trump | 25\% | (49) | $36 \%$ | (71) | 35\% | (68) | 3\% | (6) | 195 |
| Somewhat Unfavorable of Trump | 39\% | (35) | 35\% | (31) | 23\% | (20) | $4 \%$ | (3) | 89 |
| Very Unfavorable of Trump | $32 \%$ | (149) | $31 \%$ | (147) | $32 \%$ | (153) | 5\% | (22) | 470 |
| \#1 Issue: Economy | $34 \%$ | (98) | $31 \%$ | (91) | $32 \%$ | (94) | 3\% | (8) | 291 |
| \#1 Issue: Security | $31 \%$ | (69) | 30\% | (66) | 34\% | (77) | 5\% | (12) | 225 |
| \#1 Issue: Health Care | $31 \%$ | (48) | 32\% | (51) | $31 \%$ | (49) | 6\% | (10) | 159 |
| \#1 Issue: Medicare / Social Security | 31\% | (49) | 33\% | (53) | 28\% | (45) | 7\% | (12) | 159 |
| \#1 Issue: Women's Issues | 26\% | (14) | 49\% | (27) | 20\% | (11) | 5\% | (3) | 54 |
| \#1 Issue: Education | 45\% | (23) | 29\% | (15) | 20\% | (10) | 6\% | (3) | 51 |
| \#1 Issue: Energy | 15\% | (8) | 39\% | (21) | 42\% | (23) | $4 \%$ | (2) | 54 |
| \#1 Issue: Other | 22\% | (12) | 37\% | (20) | $34 \%$ | (18) | 8\% | (4) | 55 |
| 2018 House Vote: Democrat | $32 \%$ | (107) | 33\% | (109) | $32 \%$ | (105) | $4 \%$ | (12) | 333 |
| 2018 House Vote: Republican | 29\% | (88) | 35\% | (105) | $31 \%$ | (93) | 5\% | (14) | 300 |
| 2018 House Vote: Someone else | 32\% | (13) | 34\% | (14) | 30\% | (12) | $4 \%$ | (2) | 40 |
| 2016 Vote: Hillary Clinton | 28\% | (83) | $33 \%$ | (97) | 35\% | (102) | $4 \%$ | (12) | 294 |
| 2016 Vote: Donald Trump | 28\% | (93) | 34\% | (113) | 34\% | (113) | $4 \%$ | (15) | 334 |
| 2016 Vote: Other | 29\% | (15) | $32 \%$ | (16) | 34\% | (17) | 5\% | (3) | 51 |
| 2016 Vote: Didn't Vote | 36\% | (130) | 32\% | (116) | 26\% | (94) | 7\% | (25) | 365 |
| Voted in 2014: Yes | 29\% | (175) | 32\% | (190) | $34 \%$ | (204) | $4 \%$ | (25) | 595 |
| Voted in 2014: No | $32 \%$ | (146) | 34\% | (154) | 27\% | (123) | 6\% | (29) | 453 |
| 2012 Vote: Barack Obama | 30\% | (97) | $31 \%$ | (99) | $36 \%$ | (116) | $3 \%$ | (11) | 323 |
| 2012 Vote: Mitt Romney | 27\% | (70) | 29\% | (77) | 38\% | (100) | 6\% | (15) | 261 |
| 2012 Vote: Other | 20\% | (10) | 42\% | (21) | $33 \%$ | (16) | 5\% | (3) | 49 |
| 2012 Vote: Didn't Vote | 35\% | (145) | $36 \%$ | (147) | 23\% | (96) | 6\% | (26) | 414 |

Continued on next page

Table HR6_8: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are fhe following a reason you would prefer to watch a movie that was just released via a streaming service?
Ability to talk during it

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $31 \%$ | (322) | 33\% | (344) | $31 \%$ | (327) | 5\% | (54) | 1047 |
| 4-Region: Northeast | 30\% | (54) | 35\% | (64) | $32 \%$ | (59) | $4 \%$ | (7) | 183 |
| 4-Region: Midwest | 27\% | (60) | 34\% | (77) | $34 \%$ | (76) | 5\% | (11) | 224 |
| 4-Region: South | 28\% | (112) | 35\% | (137) | $32 \%$ | (125) | 6\% | (23) | 396 |
| 4-Region: West | 39\% | (96) | 27\% | (67) | 27\% | (67) | 6\% | (15) | 244 |
| Watch TV: Every day | 28\% | (143) | 35\% | (179) | $33 \%$ | (165) | $4 \%$ | (19) | 506 |
| Watch TV: Several times per week | 35\% | (102) | 34\% | (100) | 26\% | (77) | $4 \%$ | (13) | 292 |
| Watch TV: About once per week | $34 \%$ | (17) | 33\% | (17) | 27\% | (14) | 6\% | (3) | 50 |
| Watch TV: Several times per month | 24\% | (14) | 33\% | (19) | 35\% | (20) | 8\% | (5) | 59 |
| Watch TV: About once per month | 30\% | (8) | 34\% | (9) | 29\% | (8) | 7\% | (2) | 28 |
| Watch TV: Less often than once per month | 38\% | (18) | 18\% | (9) | 29\% | (13) | 15\% | (7) | 47 |
| Watch TV: Never | 29\% | (20) | 17\% | (11) | 44\% | (29) | 9\% | (6) | 66 |
| Watch Movies: Every day | 42\% | (74) | 23\% | (41) | $31 \%$ | (54) | $3 \%$ | (6) | 175 |
| Watch Movies: Several times per week | 27\% | (79) | 40\% | (117) | 29\% | (85) | $4 \%$ | (12) | 294 |
| Watch Movies: About once per week | $31 \%$ | (60) | 35\% | (67) | $31 \%$ | (60) | $2 \%$ | (5) | 191 |
| Watch Movies: Several times per month | 27\% | (40) | 34\% | (50) | 33\% | (48) | 6\% | (9) | 147 |
| Watch Movies: About once per month | 27\% | (28) | 35\% | (36) | $32 \%$ | (32) | 6\% | (6) | 102 |
| Watch Movies: Less often than once per month | 27\% | (20) | 34\% | (25) | 30\% | (22) | 10\% | (7) | 73 |
| Watch Movies: Never | $32 \%$ | (21) | 15\% | (10) | 38\% | (25) | 15\% | (10) | 66 |
| Watch Sporting Events: Every day | $34 \%$ | (16) | 19\% | (9) | 47\% | (22) | - | (0) | 46 |
| Watch Sporting Events: Several times per week | 27\% | (50) | 35\% | (64) | 37\% | (68) | 1\% | (1) | 183 |
| Watch Sporting Events: About once per week | 29\% | (44) | $31 \%$ | (47) | 35\% | (52) | 5\% | (7) | 150 |
| Watch Sporting Events: Several times per month | 28\% | (19) | $44 \%$ | (31) | 27\% | (18) | $2 \%$ | (1) | 69 |
| Watch Sporting Events: About once per month | 28\% | (17) | 44\% | (26) | 17\% | (10) | 10\% | (6) | 60 |
| Watch Sporting Events: Less often than once per month | 29\% | (41) | 37\% | (52) | 26\% | (36) | 8\% | (11) | 139 |
| Watch Sporting Events: Never | $34 \%$ | (136) | 29\% | (116) | 30\% | (120) | 7\% | (28) | 399 |
| Cable TV: Currently subscribe | 30\% | (132) | 34\% | (150) | $32 \%$ | (139) | 5\% | (20) | 441 |
| Cable TV: Subscribed in past | 30\% | (123) | 32\% | (131) | $33 \%$ | (135) | 5\% | (22) | 411 |
| Cable TV: Never subscribed | $34 \%$ | (67) | 33\% | (64) | 27\% | (53) | 6\% | (12) | 195 |

[^73]Table HR6_8: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are fhe following a reason you would prefer to watch a movie that was just released via a streaming service?
Ability to talk during it

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $31 \%$ | (322) | 33\% | (344) | 31\% | (327) | 5\% | (54) | 1047 |
| Satellite TV: Currently subscribe | 35\% | (67) | 30\% | (58) | 29\% | (56) | 5\% | (10) | 191 |
| Satellite TV: Subscribed in past | $31 \%$ | (105) | $33 \%$ | (111) | $33 \%$ | (109) | 3\% | (11) | 336 |
| Satellite TV: Never subscribed | 29\% | (150) | $34 \%$ | (175) | $31 \%$ | (162) | 6\% | (33) | 520 |
| Streaming Services: Currently subscribe | $32 \%$ | (233) | 35\% | (255) | 30\% | (218) | $4 \%$ | (27) | 733 |
| Streaming Services: Subscribed in past | 27\% | (29) | 30\% | (31) | $36 \%$ | (38) | 6\% | (7) | 104 |
| Streaming Services: Never subscribed | 28\% | (60) | 28\% | (59) | $34 \%$ | (72) | 10\% | (20) | 211 |
| Film: An avid fan | 34\% | (108) | 32\% | (100) | $31 \%$ | (97) | 3\% | (8) | 313 |
| Film: A casual fan | 26\% | (161) | 35\% | (212) | 33\% | (199) | 6\% | (37) | 608 |
| Film: Not a fan | 42\% | (53) | 26\% | (32) | 24\% | (30) | 8\% | (10) | 126 |
| Television: An avid fan | $32 \%$ | (169) | 34\% | (176) | 30\% | (156) | $4 \%$ | (22) | 523 |
| Television: A casual fan | 28\% | (128) | 33\% | (149) | $34 \%$ | (155) | 6\% | (25) | 458 |
| Television: Not a fan | 37\% | (25) | 28\% | (19) | 24\% | (16) | $11 \%$ | (7) | 67 |
| Music: An avid fan | $33 \%$ | (169) | 32\% | (163) | $31 \%$ | (156) | 4\% | (21) | 509 |
| Music: A casual fan | 28\% | (131) | $36 \%$ | (164) | $31 \%$ | (142) | 5\% | (24) | 461 |
| Music: Not a fan | 28\% | (22) | 23\% | (18) | 37\% | (29) | 12\% | (9) | 78 |
| Fashion: An avid fan | 39\% | (51) | $31 \%$ | (40) | 22\% | (28) | 8\% | (10) | 129 |
| Fashion: A casual fan | 29\% | (110) | $41 \%$ | (155) | 27\% | (104) | $3 \%$ | (10) | 379 |
| Fashion: Not a fan | 30\% | (161) | 28\% | (149) | $36 \%$ | (195) | 6\% | (34) | 540 |

[^74]Table HR6_9: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are the following a reason you would prefer to watch a movie that was just released via a streaming service?
Ability to drink alcohol

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 20\% | (206) | 18\% | (184) | 54\% | (570) | 8\% | (88) | 1047 |
| Gender: Male | 21\% | (93) | 24\% | (110) | 48\% | (216) | 7\% | (33) | 452 |
| Gender: Female | 19\% | (113) | 12\% | (74) | 59\% | (354) | 9\% | (55) | 595 |
| Age: 18-29 | 26\% | (50) | 23\% | (43) | 42\% | (80) | 10\% | (18) | 192 |
| Age: 30-44 | 24\% | (74) | 22\% | (66) | 48\% | (145) | 6\% | (18) | 303 |
| Age: 45-54 | 22\% | (29) | 20\% | (26) | 52\% | (68) | 6\% | (8) | 131 |
| Age: 55-64 | 12\% | (28) | 11\% | (26) | 67\% | (154) | 10\% | (23) | 231 |
| Age: 65+ | 13\% | (25) | 12\% | (23) | 64\% | (123) | 11\% | (20) | 191 |
| Generation Z: 18-22 | 13\% | (8) | 25\% | (16) | 48\% | (30) | 13\% | (8) | 63 |
| Millennial: Age 23-38 | 27\% | (88) | 20\% | (64) | 46\% | (147) | 7\% | (23) | 323 |
| Generation X: Age 39-54 | 23\% | (56) | 23\% | (55) | 48\% | (116) | 5\% | (13) | 240 |
| Boomers: Age 55-73 | 13\% | (47) | 12\% | (42) | 66\% | (237) | 10\% | (35) | 361 |
| PID: Dem (no lean) | 17\% | (62) | 17\% | (62) | 57\% | (202) | 9\% | (31) | 357 |
| PID: Ind (no lean) | 20\% | (64) | 21\% | (68) | 52\% | (169) | 7\% | (24) | 324 |
| PID: Rep (no lean) | 22\% | (79) | 15\% | (54) | 54\% | (199) | 9\% | (33) | 366 |
| PID/Gender: Dem Men | 15\% | (21) | 26\% | (36) | 47\% | (65) | 11\% | (15) | 138 |
| PID/Gender: Dem Women | 19\% | (41) | 12\% | (26) | 63\% | (138) | 7\% | (15) | 220 |
| PID/Gender: Ind Men | 24\% | (38) | 25\% | (39) | 44\% | (69) | 6\% | (10) | 157 |
| PID/Gender: Ind Women | 16\% | (26) | 17\% | (29) | 59\% | (99) | 8\% | (14) | 168 |
| PID/Gender: Rep Men | 21\% | (34) | 22\% | (35) | 52\% | (82) | 5\% | (8) | 158 |
| PID/Gender: Rep Women | 22\% | (45) | 9\% | (20) | 56\% | (117) | 12\% | (25) | 208 |
| Ideo: Liberal (1-3) | 19\% | (53) | 18\% | (51) | 55\% | (152) | 8\% | (22) | 277 |
| Ideo: Moderate (4) | 22\% | (55) | 17\% | (44) | 53\% | (136) | 8\% | (21) | 256 |
| Ideo: Conservative (5-7) | 19\% | (72) | 16\% | (60) | 57\% | (216) | 8\% | (31) | 378 |
| Educ: < College | 21\% | (150) | 17\% | (127) | 53\% | (389) | 9\% | (64) | 730 |
| Educ: Bachelors degree | $17 \%$ | (34) | 18\% | (36) | 58\% | (118) | 8\% | (16) | 205 |
| Educ: Post-grad | 19\% | (21) | 18\% | (21) | 56\% | (63) | 7\% | (7) | 112 |

Continued on next page

Table HR6_9: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are the following a reason you would prefer to watch a movie that was just released via a streaming service?
Ability to drink alcohol

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 20\% | (206) | 18\% | (184) | $54 \%$ | (570) | 8\% | (88) | 1047 |
| Income: Under 50k | 22\% | (132) | 17\% | (102) | $52 \%$ | (316) | $9 \%$ | (58) | 607 |
| Income: $50 \mathrm{k}-100 \mathrm{k}$ | 17\% | (57) | 19\% | (64) | 57\% | (191) | 7\% | (25) | 336 |
| Income: $100 \mathrm{k}+$ | 16\% | (17) | 17\% | (18) | 62\% | (64) | 5\% | (5) | 104 |
| Ethnicity: White | 18\% | (149) | 17\% | (140) | 57\% | (475) | 9\% | (75) | 840 |
| Ethnicity: Hispanic | 27\% | (34) | 26\% | (33) | $41 \%$ | (52) | 6\% | (8) | 127 |
| Ethnicity: Afr. Am. | 25\% | (32) | 19\% | (25) | $52 \%$ | (67) | $4 \%$ | (5) | 129 |
| Ethnicity: Other | $31 \%$ | (24) | 24\% | (19) | 36\% | (28) | 9\% | (7) | 78 |
| Community: Urban | 27\% | (61) | 17\% | (40) | 48\% | (110) | 8\% | (18) | 229 |
| Community: Suburban | 16\% | (79) | 16\% | (80) | 58\% | (284) | 9\% | (46) | 490 |
| Community: Rural | 20\% | (65) | 19\% | (64) | 54\% | (176) | 7\% | (24) | 329 |
| Employ: Private Sector | $21 \%$ | (62) | 20\% | (57) | 53\% | (152) | 6\% | (18) | 288 |
| Employ: Government | 23\% | (12) | 28\% | (15) | 36\% | (19) | 13\% | (7) | 52 |
| Employ: Self-Employed | 26\% | (27) | 11\% | (11) | 58\% | (60) | $4 \%$ | (4) | 103 |
| Employ: Homemaker | 18\% | (16) | 15\% | (13) | 57\% | (50) | 10\% | (9) | 89 |
| Employ: Retired | 14\% | (36) | 14\% | (35) | 62\% | (159) | 11\% | (28) | 258 |
| Employ: Unemployed | 22\% | (24) | 22\% | (24) | 52\% | (58) | $4 \%$ | (5) | 110 |
| Employ: Other | $21 \%$ | (23) | 22\% | (24) | 49\% | (55) | 8\% | (8) | 110 |
| Military HH: Yes | 24\% | (39) | 16\% | (26) | 54\% | (88) | 7\% | (11) | 163 |
| Military HH: No | 19\% | (167) | 18\% | (158) | 55\% | (482) | 9\% | (77) | 884 |
| RD/WT: Right Direction | 21\% | (82) | 17\% | (67) | 53\% | (212) | 10\% | (38) | 400 |
| RD/WT: Wrong Track | 19\% | (124) | 18\% | (117) | 55\% | (358) | 8\% | (49) | 648 |
| Trump Job Approve | 21\% | (93) | 17\% | (75) | 54\% | (241) | 8\% | (37) | 446 |
| Trump Job Disapprove | 20\% | (109) | 17\% | (96) | 55\% | (306) | 8\% | (42) | 553 |
| Trump Job Strongly Approve | 27\% | (66) | 12\% | (30) | $51 \%$ | (123) | 10\% | (24) | 243 |
| Trump Job Somewhat Approve | 13\% | (27) | 22\% | (45) | 58\% | (118) | 7\% | (14) | 203 |
| Trump Job Somewhat Disapprove | 22\% | (26) | 32\% | (37) | 43\% | (50) | 3\% | (4) | 117 |
| Trump Job Strongly Disapprove | 19\% | (83) | 13\% | (58) | 59\% | (257) | 9\% | (38) | 436 |

Continued on next page

Table HR6_9: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are the following a reason you would prefer to watch a movie that was just released via a streaming service?
Ability to drink alcohol

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 20\% | (206) | 18\% | (184) | 54\% | (570) | 8\% | (88) | 1047 |
| Favorable of Trump | 19\% | (84) | 17\% | (76) | 55\% | (244) | 9\% | (41) | 445 |
| Unfavorable of Trump | 19\% | (109) | 18\% | (102) | 55\% | (309) | 7\% | (40) | 560 |
| Very Favorable of Trump | 24\% | (61) | 12\% | (30) | $54 \%$ | (134) | 10\% | (25) | 250 |
| Somewhat Favorable of Trump | 12\% | (23) | 24\% | (46) | 56\% | (110) | 8\% | (15) | 195 |
| Somewhat Unfavorable of Trump | 27\% | (24) | 15\% | (14) | $51 \%$ | (46) | 7\% | (6) | 89 |
| Very Unfavorable of Trump | 18\% | (85) | 19\% | (88) | 56\% | (263) | 7\% | (34) | 470 |
| \#1 Issue: Economy | 24\% | (69) | $22 \%$ | (63) | 48\% | (141) | 6\% | (18) | 291 |
| \#1 Issue: Security | 20\% | (44) | 17\% | (38) | 56\% | (126) | 8\% | (17) | 225 |
| \#1 Issue: Health Care | 18\% | (28) | $11 \%$ | (18) | 60\% | (95) | $11 \%$ | (17) | 159 |
| \#1 Issue: Medicare / Social Security | 15\% | (23) | 10\% | (16) | $61 \%$ | (97) | 14\% | (22) | 159 |
| \#1 Issue: Women's Issues | 19\% | (10) | 20\% | (11) | 49\% | (26) | 12\% | (6) | 54 |
| \#1 Issue: Education | 32\% | (16) | 18\% | (9) | 43\% | (22) | 7\% | (4) | 51 |
| \#1 Issue: Energy | 12\% | (7) | 24\% | (13) | 58\% | (32) | 5\% | (3) | 54 |
| \#1 Issue: Other | 14\% | (8) | 29\% | (16) | 55\% | (30) | 1\% | (1) | 55 |
| 2018 House Vote: Democrat | 18\% | (61) | 15\% | (49) | 59\% | (196) | 8\% | (26) | 333 |
| 2018 House Vote: Republican | 20\% | (61) | 15\% | (46) | 55\% | (166) | 9\% | (27) | 300 |
| 2018 House Vote: Someone else | 20\% | (8) | 27\% | (11) | $42 \%$ | (17) | $11 \%$ | (4) | 40 |
| 2016 Vote: Hillary Clinton | 16\% | (47) | 15\% | (44) | $61 \%$ | (180) | 8\% | (24) | 294 |
| 2016 Vote: Donald Trump | 20\% | (67) | 16\% | (54) | 55\% | (185) | 8\% | (28) | 334 |
| 2016 Vote: Other | 22\% | (11) | 23\% | (12) | 48\% | (24) | 7\% | (4) | 51 |
| 2016 Vote: Didn't Vote | 22\% | (81) | 20\% | (73) | 49\% | (179) | 9\% | (32) | 365 |
| Voted in 2014: Yes | 19\% | (111) | 15\% | (90) | 58\% | (346) | 8\% | (48) | 595 |
| Voted in 2014: No | 21\% | (95) | 21\% | (93) | 50\% | (225) | 9\% | (40) | 453 |
| 2012 Vote: Barack Obama | 19\% | (62) | 16\% | (50) | 58\% | (187) | 8\% | (24) | 323 |
| 2012 Vote: Mitt Romney | 18\% | (46) | 15\% | (40) | 59\% | (154) | 8\% | (22) | 261 |
| 2012 Vote: Other | 16\% | (8) | 23\% | (11) | 48\% | (24) | 13\% | (6) | 49 |
| 2012 Vote: Didn't Vote | 22\% | (91) | 20\% | (83) | 50\% | (206) | 8\% | (35) | 414 |

Continued on next page

Table HR6_9: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are the following a reason you would prefer to watch a movie that was just released via a streaming service?
Ability to drink alcohol

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 20\% | (206) | 18\% | (184) | 54\% | (570) | 8\% | (88) | 1047 |
| 4-Region: Northeast | $14 \%$ | (26) | $24 \%$ | (45) | 52\% | (96) | $9 \%$ | (16) | 183 |
| 4-Region: Midwest | 14\% | (32) | 17\% | (38) | 60\% | (134) | 9\% | (21) | 224 |
| 4-Region: South | 25\% | (101) | 17\% | (66) | 49\% | (193) | 9\% | (36) | 396 |
| 4-Region: West | 19\% | (47) | 14\% | (35) | 60\% | (147) | 6\% | (15) | 244 |
| Watch TV: Every day | 20\% | (99) | 16\% | (82) | 56\% | (283) | 8\% | (42) | 506 |
| Watch TV: Several times per week | 18\% | (53) | 25\% | (73) | 50\% | (147) | 6\% | (19) | 292 |
| Watch TV: About once per week | 24\% | (12) | 16\% | (8) | 53\% | (26) | 7\% | (4) | 50 |
| Watch TV: Several times per month | 13\% | (8) | 13\% | (7) | 66\% | (39) | 8\% | (4) | 59 |
| Watch TV: About once per month | 19\% | (5) | 4\% | (1) | 69\% | (19) | 7\% | (2) | 28 |
| Watch TV: Less often than once per month | $31 \%$ | (14) | 16\% | (7) | 47\% | (22) | 7\% | (3) | 47 |
| Watch TV: Never | 20\% | (13) | 9\% | (6) | $51 \%$ | (34) | 20\% | (13) | 66 |
| Watch Movies: Every day | $31 \%$ | (54) | 15\% | (27) | 47\% | (82) | 7\% | (12) | 175 |
| Watch Movies: Several times per week | 16\% | (47) | $24 \%$ | (71) | $54 \%$ | (159) | 6\% | (17) | 294 |
| Watch Movies: About once per week | 16\% | (30) | 14\% | (26) | 61\% | (116) | 10\% | (19) | 191 |
| Watch Movies: Several times per month | 20\% | (30) | 20\% | (29) | 53\% | (78) | 6\% | (9) | 147 |
| Watch Movies: About once per month | 20\% | (21) | 14\% | (15) | 55\% | (56) | 11\% | (11) | 102 |
| Watch Movies: Less often than once per month | 17\% | (12) | 17\% | (13) | 63\% | (46) | 3\% | (2) | 73 |
| Watch Movies: Never | 19\% | (13) | 5\% | (3) | 49\% | (32) | 27\% | (17) | 66 |
| Watch Sporting Events: Every day | 37\% | (17) | $23 \%$ | (10) | 38\% | (18) | $2 \%$ | (1) | 46 |
| Watch Sporting Events: Several times per week | 21\% | (38) | $21 \%$ | (39) | $52 \%$ | (95) | 6\% | (11) | 183 |
| Watch Sporting Events: About once per week | 20\% | (30) | $21 \%$ | (32) | 53\% | (80) | 5\% | (7) | 150 |
| Watch Sporting Events: Several times per month | 16\% | (11) | 14\% | (10) | 66\% | (46) | $4 \%$ | (3) | 69 |
| Watch Sporting Events: About once per month | 17\% | (10) | 26\% | (16) | $41 \%$ | (25) | 16\% | (9) | 60 |
| Watch Sporting Events: Less often than once per month | 26\% | (35) | 20\% | (27) | 48\% | (66) | 7\% | (10) | 139 |
| Watch Sporting Events: Never | 16\% | (63) | 12\% | (50) | 60\% | (240) | 12\% | (46) | 399 |
| Cable TV: Currently subscribe | 22\% | (96) | 15\% | (67) | 54\% | (238) | 9\% | (39) | 441 |
| Cable TV: Subscribed in past | 18\% | (76) | $22 \%$ | (90) | 55\% | (228) | $4 \%$ | (18) | 411 |
| Cable TV: Never subscribed | 18\% | (34) | 13\% | (26) | 53\% | (104) | 16\% | (31) | 195 |

[^75]Table HR6_9: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are the following a reason you would prefer to watch a movie that was just released via a streaming service?
Ability to drink alcohol

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 20\% | (206) | 18\% | (184) | 54\% | (570) | 8\% | (88) | 1047 |
| Satellite TV: Currently subscribe | 18\% | (34) | 17\% | (33) | 58\% | (111) | 7\% | (13) | 191 |
| Satellite TV: Subscribed in past | 24\% | (80) | $22 \%$ | (73) | 49\% | (165) | 6\% | (19) | 336 |
| Satellite TV: Never subscribed | 18\% | (92) | 15\% | (78) | 57\% | (295) | 11\% | (56) | 520 |
| Streaming Services: Currently subscribe | 19\% | (142) | 18\% | (134) | 56\% | (410) | 6\% | (47) | 733 |
| Streaming Services: Subscribed in past | 30\% | (31) | 23\% | (24) | 36\% | (38) | 10\% | (10) | 104 |
| Streaming Services: Never subscribed | 15\% | (32) | 12\% | (26) | 58\% | (123) | 14\% | (30) | 211 |
| Film: An avid fan | 20\% | (62) | 20\% | (64) | 54\% | (170) | 5\% | (17) | 313 |
| Film: A casual fan | 19\% | (118) | 18\% | (107) | 55\% | (334) | 8\% | (50) | 608 |
| Film: Not a fan | 21\% | (26) | 10\% | (13) | 53\% | (66) | 16\% | (21) | 126 |
| Television: An avid fan | 24\% | (125) | 17\% | (91) | 51\% | (268) | 7\% | (39) | 523 |
| Television: A casual fan | 16\% | (73) | 19\% | (85) | 57\% | (259) | 9\% | (40) | 458 |
| Television: Not a fan | 12\% | (8) | 12\% | (8) | 64\% | (43) | 12\% | (8) | 67 |
| Music: An avid fan | 25\% | (127) | 20\% | (100) | 48\% | (245) | 7\% | (36) | 509 |
| Music: A casual fan | 15\% | (71) | 17\% | (79) | 59\% | (271) | 9\% | (40) | 461 |
| Music: Not a fan | $11 \%$ | (9) | 5\% | (4) | 69\% | (54) | 14\% | (11) | 78 |
| Fashion: An avid fan | 34\% | (43) | 15\% | (19) | 37\% | (48) | 14\% | (18) | 129 |
| Fashion: A casual fan | 19\% | (71) | 20\% | (77) | 54\% | (206) | 7\% | (25) | 379 |
| Fashion: Not a fan | 17\% | (91) | 16\% | (87) | 59\% | (317) | 8\% | (44) | 540 |

[^76]Table HR6_10: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are the following a reason you would prefer to watch a movie that was just released via a streaming service?
Ability to take breaks when I want to

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 63\% | (655) | 28\% | (298) | 6\% | (67) | 3\% | (27) | 1047 |
| Gender: Male | 58\% | (263) | 32\% | (146) | 7\% | (30) | $3 \%$ | (14) | 452 |
| Gender: Female | 66\% | (393) | 26\% | (152) | 6\% | (38) | 2\% | (13) | 595 |
| Age: 18-29 | 70\% | (134) | 23\% | (44) | 4\% | (8) | 3\% | (6) | 192 |
| Age: 30-44 | 65\% | (197) | 28\% | (84) | 5\% | (16) | 1\% | (5) | 303 |
| Age: 45-54 | 62\% | (82) | 27\% | (36) | 8\% | (10) | 3\% | (4) | 131 |
| Age: 55-64 | 59\% | (136) | 31\% | (71) | 8\% | (18) | 3\% | (6) | 231 |
| Age: 65+ | 56\% | (107) | 32\% | (62) | 8\% | (15) | 4\% | (7) | 191 |
| Generation Z: 18-22 | 70\% | (44) | 26\% | (16) | 1\% | (1) | 3\% | (2) | 63 |
| Millennial: Age 23-38 | 68\% | (218) | 25\% | (81) | 5\% | (16) | 2\% | (7) | 323 |
| Generation X: Age 39-54 | 63\% | (150) | 28\% | (68) | 7\% | (17) | 2\% | (5) | 240 |
| Boomers: Age 55-73 | 58\% | (210) | $31 \%$ | (113) | 7\% | (26) | 3\% | (12) | 361 |
| PID: Dem (no lean) | 61\% | (219) | 29\% | (105) | 7\% | (24) | 2\% | (9) | 357 |
| PID: Ind (no lean) | $61 \%$ | (197) | 31\% | (101) | 7\% | (21) | 1\% | (5) | 324 |
| PID: Rep (no lean) | 65\% | (239) | 25\% | (92) | 6\% | (22) | $4 \%$ | (13) | 366 |
| PID/Gender: Dem Men | 55\% | (76) | 36\% | (49) | 7\% | (10) | 2\% | (3) | 138 |
| PID/Gender: Dem Women | 65\% | (144) | 25\% | (56) | 6\% | (14) | 3\% | (6) | 220 |
| PID/Gender: Ind Men | 59\% | (93) | 32\% | (50) | 7\% | (11) | 2\% | (3) | 157 |
| PID/Gender: Ind Women | 62\% | (104) | $31 \%$ | (51) | 6\% | (11) | 1\% | (1) | 168 |
| PID/Gender: Rep Men | 60\% | (94) | 30\% | (47) | 6\% | (9) | 5\% | (7) | 158 |
| PID/Gender: Rep Women | 70\% | (145) | $21 \%$ | (44) | 6\% | (13) | 3\% | (6) | 208 |
| Ideo: Liberal (1-3) | 64\% | (177) | 28\% | (77) | 7\% | (19) | 2\% | (5) | 277 |
| Ideo: Moderate (4) | 58\% | (149) | 35\% | (89) | 6\% | (15) | 1\% | (3) | 256 |
| Ideo: Conservative (5-7) | 64\% | (241) | 27\% | (102) | 7\% | (26) | 2\% | (9) | 378 |
| Educ: < College | 62\% | (453) | 28\% | (208) | 6\% | (46) | 3\% | (22) | 730 |
| Educ: Bachelors degree | 67\% | (137) | $27 \%$ | (55) | 5\% | (10) | 2\% | (3) | 205 |
| Educ: Post-grad | 58\% | (65) | $31 \%$ | (35) | 10\% | (11) | 1\% | (1) | 112 |

Continued on next page

Table HR6_10: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are the following a reason you would prefer to watch a movie that was just released via a streaming service?
Ability to take breaks when I want to

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 63\% | (655) | 28\% | (298) | 6\% | (67) | 3\% | (27) | 1047 |
| Income: Under 50k | 63\% | (383) | 28\% | (171) | 6\% | (37) | 3\% | (17) | 607 |
| Income: $50 \mathrm{k}-100 \mathrm{k}$ | 63\% | (211) | 28\% | (94) | 7\% | (23) | 3\% | (9) | 336 |
| Income: 100k+ | 60\% | (62) | 32\% | (33) | 7\% | (8) | 1\% | (1) | 104 |
| Ethnicity: White | 62\% | (522) | 29\% | (239) | 7\% | (56) | $3 \%$ | (22) | 840 |
| Ethnicity: Hispanic | 72\% | (91) | 23\% | (30) | 5\% | (6) | - | (0) | 127 |
| Ethnicity: Afr. Am. | 57\% | (74) | 34\% | (44) | 6\% | (8) | 3\% | (3) | 129 |
| Ethnicity: Other | 76\% | (59) | 19\% | (15) | $4 \%$ | (3) | 2\% | (2) | 78 |
| Community: Urban | 62\% | (142) | 29\% | (66) | 5\% | (12) | 4\% | (9) | 229 |
| Community: Suburban | 64\% | (313) | 29\% | (140) | 5\% | (27) | 2\% | (10) | 490 |
| Community: Rural | 61\% | (200) | 28\% | (93) | 9\% | (28) | 2\% | (8) | 329 |
| Employ: Private Sector | 62\% | (179) | 28\% | (82) | 8\% | (24) | 1\% | (4) | 288 |
| Employ: Government | 65\% | (34) | 30\% | (16) | 3\% | (2) | 1\% | (1) | 52 |
| Employ: Self-Employed | 69\% | (71) | 28\% | (28) | $3 \%$ | (4) | 1\% | (1) | 103 |
| Employ: Homemaker | 72\% | (64) | 18\% | (16) | 7\% | (7) | 3\% | (3) | 89 |
| Employ: Retired | 58\% | (149) | $31 \%$ | (80) | 8\% | (20) | 3\% | (9) | 258 |
| Employ: Unemployed | 60\% | (66) | $30 \%$ | (33) | 4\% | (4) | 6\% | (6) | 110 |
| Employ: Other | 66\% | (72) | 27\% | (30) | 6\% | (7) | 1\% | (1) | 110 |
| Military HH: Yes | 60\% | (98) | 31\% | (50) | 8\% | (12) | 2\% | (3) | 163 |
| Military HH: No | 63\% | (558) | 28\% | (248) | 6\% | (55) | 3\% | (24) | 884 |
| RD/WT: Right Direction | 61\% | (243) | 29\% | (116) | 7\% | (29) | 3\% | (12) | 400 |
| RD/WT: Wrong Track | 64\% | (413) | 28\% | (182) | 6\% | (38) | 2\% | (15) | 648 |
| Trump Job Approve | 64\% | (287) | 27\% | (120) | 6\% | (28) | 2\% | (11) | 446 |
| Trump Job Disapprove | 61\% | (334) | 31\% | (169) | 7\% | (38) | 2\% | (11) | 553 |
| Trump Job Strongly Approve | 63\% | (152) | 28\% | (69) | 5\% | (13) | 4\% | (9) | 243 |
| Trump Job Somewhat Approve | 67\% | (135) | 25\% | (51) | 8\% | (15) | 1\% | (1) | 203 |
| Trump Job Somewhat Disapprove | 54\% | (63) | 36\% | (42) | 6\% | (7) | 4\% | (4) | 117 |
| Trump Job Strongly Disapprove | 62\% | (271) | 29\% | (127) | 7\% | (32) | 1\% | (6) | 436 |

Continued on next page

Table HR6_10: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are the following a reason you would prefer to watch a movie that was just released via a streaming service?
Ability to take breaks when I want to

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 63\% | (655) | 28\% | (298) | 6\% | (67) | 3\% | (27) | 1047 |
| Favorable of Trump | 65\% | (291) | 27\% | (119) | 6\% | (25) | 2\% | (9) | 445 |
| Unfavorable of Trump | 61\% | (341) | 30\% | (168) | 7\% | (39) | 2\% | (11) | 560 |
| Very Favorable of Trump | 65\% | (162) | 27\% | (67) | 5\% | (13) | 3\% | (8) | 250 |
| Somewhat Favorable of Trump | 66\% | (129) | 27\% | (52) | 6\% | (12) | 1\% | (1) | 195 |
| Somewhat Unfavorable of Trump | 60\% | (54) | $31 \%$ | (28) | 5\% | (4) | $4 \%$ | (3) | 89 |
| Very Unfavorable of Trump | 61\% | (288) | 30\% | (140) | 7\% | (35) | $2 \%$ | (8) | 470 |
| \#1 Issue: Economy | 69\% | (201) | 25\% | (73) | 5\% | (14) | 1\% | (3) | 291 |
| \#1 Issue: Security | 64\% | (144) | 27\% | (62) | 7\% | (15) | $2 \%$ | (4) | 225 |
| \#1 Issue: Health Care | 58\% | (91) | $31 \%$ | (49) | 7\% | (12) | 4\% | (7) | 159 |
| \#1 Issue: Medicare / Social Security | 58\% | (93) | 30\% | (47) | 8\% | (13) | 3\% | (5) | 159 |
| \#1 Issue: Women's Issues | 55\% | (29) | 37\% | (20) | 5\% | (3) | 3\% | (2) | 54 |
| \#1 Issue: Education | 73\% | (37) | 17\% | (9) | 4\% | (2) | 5\% | (3) | 51 |
| \#1 Issue: Energy | 61\% | (33) | $31 \%$ | (17) | 8\% | (4) | - | (0) | 54 |
| \#1 Issue: Other | 49\% | (27) | 39\% | (22) | 6\% | (4) | 5\% | (3) | 55 |
| 2018 House Vote: Democrat | 63\% | (208) | 28\% | (93) | 7\% | (24) | 2\% | (7) | 333 |
| 2018 House Vote: Republican | 60\% | (181) | 29\% | (87) | 8\% | (24) | 3\% | (8) | 300 |
| 2018 House Vote: Someone else | 53\% | (21) | 35\% | (14) | 9\% | (4) | 3\% | (1) | 40 |
| 2016 Vote: Hillary Clinton | 60\% | (177) | 30\% | (89) | 8\% | (22) | $2 \%$ | (6) | 294 |
| 2016 Vote: Donald Trump | 61\% | (204) | 29\% | (96) | 7\% | (24) | 3\% | (9) | 334 |
| 2016 Vote: Other | 56\% | (28) | $32 \%$ | (16) | 10\% | (5) | $2 \%$ | (1) | 51 |
| 2016 Vote: Didn't Vote | 67\% | (246) | 26\% | (94) | 4\% | (16) | 3\% | (10) | 365 |
| Voted in 2014: Yes | 60\% | (359) | 29\% | (174) | 8\% | (48) | $2 \%$ | (14) | 595 |
| Voted in 2014: No | 66\% | (297) | 27\% | (124) | 4\% | (19) | 3\% | (13) | 453 |
| 2012 Vote: Barack Obama | 62\% | (200) | 29\% | (93) | 8\% | (25) | $2 \%$ | (5) | 323 |
| 2012 Vote: Mitt Romney | 59\% | (155) | 30\% | (79) | 8\% | (21) | $2 \%$ | (6) | 261 |
| 2012 Vote: Other | 43\% | (21) | 49\% | (24) | 4\% | (2) | $4 \%$ | (2) | 49 |
| 2012 Vote: Didn't Vote | 68\% | (279) | 24\% | (101) | 5\% | (20) | $3 \%$ | (14) | 414 |

Continued on next page

Table HR6_10: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are the following a reason you would prefer to watch a movie that was just released via a streaming service?
Ability to take breaks when I want to

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 63\% | (655) | 28\% | (298) | 6\% | (67) | 3\% | (27) | 1047 |
| 4-Region: Northeast | 62\% | (114) | 29\% | (53) | 8\% | (14) | 1\% | (3) | 183 |
| 4-Region: Midwest | 61\% | (137) | 28\% | (62) | 9\% | (20) | 2\% | (5) | 224 |
| 4-Region: South | 64\% | (251) | 28\% | (111) | 5\% | (19) | 3\% | (14) | 396 |
| 4-Region: West | 63\% | (154) | 29\% | (71) | 6\% | (14) | 2\% | (6) | 244 |
| Watch TV: Every day | 64\% | (326) | 27\% | (135) | 7\% | (37) | 2\% | (9) | 506 |
| Watch TV: Several times per week | 65\% | (190) | 29\% | (85) | 4\% | (12) | 1\% | (4) | 292 |
| Watch TV: About once per week | 67\% | (33) | 24\% | (12) | 6\% | (3) | 4\% | (2) | 50 |
| Watch TV: Several times per month | 53\% | (31) | 43\% | (25) | 3\% | (2) | 1\% | (0) | 59 |
| Watch TV: About once per month | 77\% | (21) | 12\% | (3) | 4\% | (1) | 7\% | (2) | 28 |
| Watch TV: Less often than once per month | 52\% | (24) | 25\% | (12) | 13\% | (6) | 10\% | (4) | 47 |
| Watch TV: Never | 44\% | (29) | 39\% | (26) | 10\% | (6) | 8\% | (5) | 66 |
| Watch Movies: Every day | 69\% | (120) | 23\% | (41) | 7\% | (12) | 1\% | (2) | 175 |
| Watch Movies: Several times per week | 61\% | (178) | 33\% | (96) | 6\% | (17) | 1\% | (3) | 294 |
| Watch Movies: About once per week | 67\% | (127) | 25\% | (48) | 6\% | (11) | 3\% | (5) | 191 |
| Watch Movies: Several times per month | 60\% | (88) | 32\% | (47) | 6\% | (8) | 2\% | (3) | 147 |
| Watch Movies: About once per month | 68\% | (69) | 24\% | (24) | 6\% | (6) | 3\% | (3) | 102 |
| Watch Movies: Less often than once per month | 54\% | (40) | 29\% | (22) | 12\% | (9) | 4\% | (3) | 73 |
| Watch Movies: Never | 49\% | (33) | 31\% | (20) | 7\% | (5) | 13\% | (8) | 66 |
| Watch Sporting Events: Every day | 69\% | (32) | 25\% | (11) | 6\% | (3) | - | (0) | 46 |
| Watch Sporting Events: Several times per week | 60\% | (110) | 34\% | (62) | 5\% | (10) | 1\% | (1) | 183 |
| Watch Sporting Events: About once per week | 61\% | (91) | 30\% | (45) | 9\% | (13) | - | (1) | 150 |
| Watch Sporting Events: Several times per month | 57\% | (39) | 39\% | (27) | 3\% | (2) | 1\% | (1) | 69 |
| Watch Sporting Events: About once per month | 58\% | (35) | 29\% | (17) | 8\% | (5) | 5\% | (3) | 60 |
| Watch Sporting Events: Less often than once per month | 64\% | (89) | 24\% | (33) | 9\% | (12) | 3\% | (4) | 139 |
| Watch Sporting Events: Never | 65\% | (259) | 25\% | (101) | 6\% | (22) | 4\% | (17) | 399 |
| Cable TV: Currently subscribe | 65\% | (287) | 26\% | (114) | 5\% | (24) | 3\% | (15) | 441 |
| Cable TV: Subscribed in past | 62\% | (255) | 31\% | (128) | 6\% | (23) | 1\% | (5) | 411 |
| Cable TV: Never subscribed | 58\% | (113) | 28\% | (55) | 10\% | (20) | 4\% | (7) | 195 |

[^77]Table HR6_10: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are the following a reason you would prefer to watch a movie that was just released via a streaming service?
Ability to take breaks when I want to

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 63\% | (655) | 28\% | (298) | 6\% | (67) | 3\% | (27) | 1047 |
| Satellite TV: Currently subscribe | 64\% | (123) | 24\% | (46) | 9\% | (17) | 2\% | (5) | 191 |
| Satellite TV: Subscribed in past | 63\% | (213) | $31 \%$ | (105) | 5\% | (16) | 1\% | (3) | 336 |
| Satellite TV: Never subscribed | 61\% | (319) | 28\% | (147) | 7\% | (35) | 4\% | (20) | 520 |
| Streaming Services: Currently subscribe | 66\% | (482) | 28\% | (203) | 6\% | (41) | 1\% | (8) | 733 |
| Streaming Services: Subscribed in past | 58\% | (61) | 30\% | (31) | 9\% | (9) | 3\% | (3) | 104 |
| Streaming Services: Never subscribed | 54\% | (113) | $31 \%$ | (65) | 8\% | (17) | 8\% | (16) | 211 |
| Film: An avid fan | 67\% | (211) | 26\% | (81) | 5\% | (16) | $2 \%$ | (5) | 313 |
| Film: A casual fan | 60\% | (363) | $31 \%$ | (186) | 7\% | (45) | 2\% | (15) | 608 |
| Film: Not a fan | 65\% | (82) | $24 \%$ | (30) | 6\% | (7) | 5\% | (7) | 126 |
| Television: An avid fan | 63\% | (332) | 28\% | (146) | 6\% | (30) | 3\% | (14) | 523 |
| Television: A casual fan | 63\% | (287) | 28\% | (129) | 7\% | (33) | 2\% | (8) | 458 |
| Television: Not a fan | 55\% | (37) | $33 \%$ | (22) | 6\% | (4) | 6\% | (4) | 67 |
| Music: An avid fan | 65\% | (329) | 28\% | (142) | 6\% | (28) | $2 \%$ | (10) | 509 |
| Music: A casual fan | 62\% | (284) | 28\% | (130) | 7\% | (34) | 3\% | (13) | 461 |
| Music: Not a fan | 55\% | (43) | $33 \%$ | (26) | 7\% | (5) | 6\% | (4) | 78 |
| Fashion: An avid fan | 73\% | (94) | 23\% | (30) | 3\% | (3) | $2 \%$ | (2) | 129 |
| Fashion: A casual fan | 61\% | (233) | 29\% | (109) | 8\% | (31) | $2 \%$ | (6) | 379 |
| Fashion: Not a fan | 61\% | (329) | 29\% | (159) | 6\% | (33) | 4\% | (19) | 540 |

[^78]Table HR6_11: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are the following a reason you would prefer to watch a movie that was just released via a streaming service?
Not having to be around other people

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 46\% | (485) | 29\% | (309) | 20\% | (204) | 5\% | (49) | 1047 |
| Gender: Male | 42\% | (192) | 32\% | (147) | 21\% | (95) | 4\% | (19) | 452 |
| Gender: Female | 49\% | (294) | 27\% | (162) | 18\% | (110) | 5\% | (30) | 595 |
| Age: 18-29 | $53 \%$ | (101) | 25\% | (47) | 15\% | (28) | 8\% | (15) | 192 |
| Age: 30-44 | 56\% | (168) | 29\% | (89) | 13\% | (38) | 2\% | (7) | 303 |
| Age: 45-54 | 43\% | (57) | 31\% | (40) | 24\% | (31) | 3\% | (3) | 131 |
| Age: 55-64 | 42\% | (96) | $32 \%$ | (73) | 23\% | (53) | 4\% | (9) | 231 |
| Age: 65+ | 33\% | (63) | $31 \%$ | (60) | 28\% | (54) | 8\% | (14) | 191 |
| Generation Z: 18-22 | 55\% | (34) | 18\% | (11) | 15\% | (10) | 12\% | (8) | 63 |
| Millennial: Age 23-38 | $54 \%$ | (175) | 29\% | (94) | 13\% | (42) | 4\% | (11) | 323 |
| Generation X: Age 39-54 | 49\% | (117) | 30\% | (71) | 19\% | (45) | 3\% | (7) | 240 |
| Boomers: Age 55-73 | 37\% | (134) | 32\% | (116) | 25\% | (91) | 5\% | (19) | 361 |
| PID: Dem (no lean) | 47\% | (169) | 30\% | (108) | 18\% | (66) | 4\% | (14) | 357 |
| PID: Ind (no lean) | 45\% | (147) | 29\% | (94) | 21\% | (67) | 5\% | (17) | 324 |
| PID: Rep (no lean) | 46\% | (169) | 29\% | (107) | 20\% | (72) | 5\% | (18) | 366 |
| PID/Gender: Dem Men | 45\% | (62) | 36\% | (50) | 16\% | (22) | 3\% | (4) | 138 |
| PID/Gender: Dem Women | 48\% | (106) | 27\% | (58) | 20\% | (44) | 5\% | (11) | 220 |
| PID/Gender: Ind Men | 43\% | (67) | 31\% | (49) | 22\% | (35) | 4\% | (6) | 157 |
| PID/Gender: Ind Women | 48\% | (80) | 27\% | (45) | 19\% | (32) | 6\% | (11) | 168 |
| PID/Gender: Rep Men | 39\% | (62) | 31\% | (48) | 24\% | (38) | 6\% | (10) | 158 |
| PID/Gender: Rep Women | 52\% | (107) | 28\% | (59) | 16\% | (33) | 4\% | (8) | 208 |
| Ideo: Liberal (1-3) | 48\% | (134) | 30\% | (84) | 17\% | (48) | 4\% | (11) | 277 |
| Ideo: Moderate (4) | 47\% | (120) | 30\% | (76) | 20\% | (51) | 3\% | (9) | 256 |
| Ideo: Conservative (5-7) | 43\% | (163) | 31\% | (117) | 22\% | (83) | 4\% | (15) | 378 |
| Educ: < College | 48\% | (349) | 28\% | (206) | 19\% | (139) | 5\% | (36) | 730 |
| Educ: Bachelors degree | 42\% | (87) | 30\% | (61) | 23\% | (47) | 5\% | (10) | 205 |
| Educ: Post-grad | 44\% | (49) | $37 \%$ | (42) | 16\% | (18) | 3\% | (3) | 112 |

Continued on next page

Table HR6_11: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are the following a reason you would prefer to watch a movie that was just released via a streaming service?
Not having to be around other people

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 46\% | (485) | 29\% | (309) | 20\% | (204) | 5\% | (49) | 1047 |
| Income: Under 50k | 49\% | (296) | 27\% | (165) | 19\% | (116) | 5\% | (31) | 607 |
| Income: 50k-100k | 45\% | (151) | $31 \%$ | (105) | 19\% | (64) | 5\% | (16) | 336 |
| Income: 100k+ | 37\% | (39) | 38\% | (39) | 23\% | (24) | 2\% | (2) | 104 |
| Ethnicity: White | 46\% | (384) | 30\% | (253) | 19\% | (163) | 5\% | (40) | 840 |
| Ethnicity: Hispanic | 49\% | (62) | $33 \%$ | (42) | 14\% | (18) | 4\% | (5) | 127 |
| Ethnicity: Afr. Am. | 45\% | (59) | 30\% | (38) | 22\% | (28) | 3\% | (4) | 129 |
| Ethnicity: Other | 55\% | (43) | 22\% | (17) | 17\% | (13) | 6\% | (5) | 78 |
| Community: Urban | 44\% | (100) | 32\% | (72) | 18\% | (42) | 6\% | (14) | 229 |
| Community: Suburban | 45\% | (218) | 30\% | (149) | 21\% | (101) | $4 \%$ | (22) | 490 |
| Community: Rural | 51\% | (166) | 27\% | (87) | 19\% | (62) | 4\% | (13) | 329 |
| Employ: Private Sector | 48\% | (138) | 29\% | (82) | 22\% | (62) | 2\% | (5) | 288 |
| Employ: Government | $51 \%$ | (27) | 32\% | (17) | 14\% | (7) | 2\% | (1) | 52 |
| Employ: Self-Employed | 47\% | (49) | $29 \%$ | (30) | 15\% | (16) | 8\% | (9) | 103 |
| Employ: Homemaker | 55\% | (49) | $27 \%$ | (24) | 15\% | (13) | 2\% | (2) | 89 |
| Employ: Retired | 41\% | (105) | $31 \%$ | (80) | 22\% | (55) | $7 \%$ | (18) | 258 |
| Employ: Unemployed | 44\% | (49) | 27\% | (30) | 25\% | (28) | 4\% | (5) | 110 |
| Employ: Other | 49\% | (54) | $33 \%$ | (36) | 16\% | (18) | 2\% | (3) | 110 |
| Military HH: Yes | 44\% | (72) | 34\% | (56) | 18\% | (29) | 4\% | (7) | 163 |
| Military HH: No | 47\% | (414) | 29\% | (253) | 20\% | (175) | 5\% | (42) | 884 |
| RD/WT: Right Direction | 44\% | (175) | 29\% | (114) | 22\% | (89) | 6\% | (22) | 400 |
| RD/WT: Wrong Track | 48\% | (310) | 30\% | (195) | 18\% | (116) | $4 \%$ | (27) | 648 |
| Trump Job Approve | 42\% | (188) | 32\% | (143) | 21\% | (95) | $4 \%$ | (20) | 446 |
| Trump Job Disapprove | 49\% | (269) | 29\% | (160) | 19\% | (104) | 4\% | (20) | 553 |
| Trump Job Strongly Approve | 42\% | (101) | $33 \%$ | (81) | 19\% | (46) | 6\% | (14) | 243 |
| Trump Job Somewhat Approve | 43\% | (87) | $31 \%$ | (62) | 24\% | (48) | 3\% | (6) | 203 |
| Trump Job Somewhat Disapprove | 41\% | (48) | 33\% | (39) | 21\% | (24) | 5\% | (6) | 117 |
| Trump Job Strongly Disapprove | $51 \%$ | (221) | 28\% | (121) | 18\% | (79) | $3 \%$ | (14) | 436 |

Continued on next page

Table HR6_11: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are the following a reason you would prefer to watch a movie that was just released via a streaming service?
Not having to be around other people

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| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 46\% | (485) | 29\% | (309) | 20\% | (204) | 5\% | (49) | 1047 |
| Favorable of Trump | 42\% | (188) | 32\% | (141) | 22\% | (96) | 5\% | (20) | 445 |
| Unfavorable of Trump | 49\% | (275) | 29\% | (163) | 18\% | (103) | 3\% | (18) | 560 |
| Very Favorable of Trump | 44\% | (109) | 32\% | (79) | 19\% | (48) | 5\% | (14) | 250 |
| Somewhat Favorable of Trump | 40\% | (79) | 32\% | (62) | 25\% | (48) | 3\% | (7) | 195 |
| Somewhat Unfavorable of Trump | 53\% | (47) | 25\% | (22) | 16\% | (15) | 6\% | (5) | 89 |
| Very Unfavorable of Trump | 48\% | (228) | 30\% | (142) | 19\% | (89) | 3\% | (12) | 470 |
| \#1 Issue: Economy | 42\% | (123) | 35\% | (103) | 20\% | (58) | 3\% | (9) | 291 |
| \#1 Issue: Security | 41\% | (92) | 31\% | (69) | 25\% | (57) | 3\% | (7) | 225 |
| \#1 Issue: Health Care | 51\% | (81) | 25\% | (39) | 21\% | (33) | 4\% | (6) | 159 |
| \#1 Issue: Medicare / Social Security | 49\% | (77) | 26\% | (41) | 18\% | (29) | 8\% | (13) | 159 |
| \#1 Issue: Women's Issues | 59\% | (32) | 21\% | (11) | 12\% | (6) | 8\% | (4) | 54 |
| \#1 Issue: Education | 48\% | (24) | 37\% | (19) | 8\% | (4) | 7\% | (4) | 51 |
| \#1 Issue: Energy | 55\% | (30) | 28\% | (15) | 17\% | (9) | 1\% | (1) | 54 |
| \#1 Issue: Other | 50\% | (27) | 22\% | (12) | 16\% | (9) | 12\% | (7) | 55 |
| 2018 House Vote: Democrat | 45\% | (150) | $31 \%$ | (104) | 21\% | (70) | $3 \%$ | (9) | 333 |
| 2018 House Vote: Republican | 42\% | (125) | 30\% | (91) | $24 \%$ | (71) | 5\% | (14) | 300 |
| 2018 House Vote: Someone else | 31\% | (12) | 32\% | (13) | 24\% | (9) | 13\% | (5) | 40 |
| 2016 Vote: Hillary Clinton | 46\% | (137) | $31 \%$ | (91) | 20\% | (58) | 3\% | (9) | 294 |
| 2016 Vote: Donald Trump | 39\% | (131) | 34\% | (113) | 22\% | (75) | 4\% | (15) | 334 |
| 2016 Vote: Other | 40\% | (20) | $31 \%$ | (16) | 26\% | (13) | 3\% | (1) | 51 |
| 2016 Vote: Didn't Vote | 54\% | (197) | 24\% | (88) | 15\% | (56) | 7\% | (24) | 365 |
| Voted in 2014: Yes | 41\% | (246) | 32\% | (191) | 23\% | (135) | 4\% | (22) | 595 |
| Voted in 2014: No | 53\% | (239) | 26\% | (118) | 15\% | (69) | 6\% | (27) | 453 |
| 2012 Vote: Barack Obama | 46\% | (147) | 30\% | (98) | 22\% | (71) | 2\% | (7) | 323 |
| 2012 Vote: Mitt Romney | 40\% | (104) | 33\% | (86) | 23\% | (59) | 5\% | (12) | 261 |
| 2012 Vote: Other | 46\% | (23) | 21\% | (11) | 26\% | (13) | 7\% | (3) | 49 |
| 2012 Vote: Didn't Vote | 51\% | (212) | 28\% | (114) | 15\% | (61) | 6\% | (27) | 414 |

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Table HR6_11: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are the following a reason you would prefer to watch a movie that was just released via a streaming service?
Not having to be around other people

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 46\% | (485) | 29\% | (309) | 20\% | (204) | 5\% | (49) | 1047 |
| 4-Region: Northeast | 43\% | (78) | 32\% | (59) | 20\% | (37) | 5\% | (8) | 183 |
| 4-Region: Midwest | 45\% | (101) | 29\% | (66) | 22\% | (49) | 3\% | (8) | 224 |
| 4-Region: South | 47\% | (184) | 27\% | (108) | 21\% | (82) | 5\% | (21) | 396 |
| 4-Region: West | 50\% | (121) | $31 \%$ | (76) | 15\% | (36) | 5\% | (11) | 244 |
| Watch TV: Every day | 48\% | (245) | 27\% | (135) | 21\% | (106) | 4\% | (21) | 506 |
| Watch TV: Several times per week | 47\% | (136) | 36\% | (104) | 16\% | (45) | 2\% | (7) | 292 |
| Watch TV: About once per week | 41\% | (21) | 42\% | (21) | 11\% | (5) | 7\% | (3) | 50 |
| Watch TV: Several times per month | 48\% | (28) | 30\% | (17) | 16\% | (10) | 6\% | (4) | 59 |
| Watch TV: About once per month | 53\% | (15) | 20\% | (6) | 19\% | (5) | 7\% | (2) | 28 |
| Watch TV: Less often than once per month | 39\% | (18) | 23\% | (11) | 27\% | (13) | 11\% | (5) | 47 |
| Watch TV: Never | 35\% | (23) | $24 \%$ | (16) | 30\% | (20) | 12\% | (8) | 66 |
| Watch Movies: Every day | 53\% | (93) | 28\% | (49) | 16\% | (29) | 2\% | (4) | 175 |
| Watch Movies: Several times per week | 48\% | (142) | 30\% | (87) | 19\% | (56) | 3\% | (9) | 294 |
| Watch Movies: About once per week | 45\% | (87) | $34 \%$ | (65) | 18\% | (34) | 3\% | (7) | 191 |
| Watch Movies: Several times per month | 42\% | (62) | 30\% | (44) | 22\% | (33) | 5\% | (8) | 147 |
| Watch Movies: About once per month | 46\% | (47) | 30\% | (31) | 18\% | (18) | 5\% | (5) | 102 |
| Watch Movies: Less often than once per month | 39\% | (28) | 28\% | (21) | 27\% | (20) | 6\% | (4) | 73 |
| Watch Movies: Never | 39\% | (26) | 20\% | (13) | 23\% | (15) | 18\% | (12) | 66 |
| Watch Sporting Events: Every day | $34 \%$ | (16) | 41\% | (19) | 25\% | (11) | - | (0) | 46 |
| Watch Sporting Events: Several times per week | 41\% | (75) | 38\% | (69) | 18\% | (33) | 3\% | (6) | 183 |
| Watch Sporting Events: About once per week | 45\% | (67) | 30\% | (45) | 24\% | (36) | 2\% | (3) | 150 |
| Watch Sporting Events: Several times per month | 41\% | (28) | 32\% | (22) | 25\% | (17) | $2 \%$ | (2) | 69 |
| Watch Sporting Events: About once per month | 42\% | (25) | $33 \%$ | (20) | 20\% | (12) | 5\% | (3) | 60 |
| Watch Sporting Events: Less often than once per month | 51\% | (71) | 29\% | (40) | 15\% | (21) | 5\% | (7) | 139 |
| Watch Sporting Events: Never | 51\% | (203) | 23\% | (94) | 19\% | (74) | 7\% | (29) | 399 |
| Cable TV: Currently subscribe | 44\% | (193) | 33\% | (146) | 19\% | (84) | 4\% | (18) | 441 |
| Cable TV: Subscribed in past | 47\% | (195) | 28\% | (116) | 21\% | (86) | 3\% | (14) | 411 |
| Cable TV: Never subscribed | 50\% | (98) | 24\% | (47) | 17\% | (34) | 9\% | (17) | 195 |

[^79]Table HR6_11: [AMONG THOSE WHO PREFER STREAMING SERVICES] To what extent are the following a reason you would prefer to watch a movie that was just released via a streaming service?
Not having to be around other people

| Demographic | This is a major reason |  | I belong to a movie ticket subscription service |  | Different genres of films are offered |  | Don't know / No opinion |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 46\% | (485) | 29\% | (309) | 20\% | (204) | 5\% | (49) | 1047 |
| Satellite TV: Currently subscribe | 44\% | (84) | $31 \%$ | (59) | $21 \%$ | (40) | 5\% | (9) | 191 |
| Satellite TV: Subscribed in past | 49\% | (164) | 29\% | (98) | 20\% | (66) | 2\% | (8) | 336 |
| Satellite TV: Never subscribed | 46\% | (238) | 29\% | (151) | 19\% | (99) | 6\% | (32) | 520 |
| Streaming Services: Currently subscribe | 49\% | (361) | 30\% | (219) | 18\% | (131) | 3\% | (22) | 733 |
| Streaming Services: Subscribed in past | 48\% | (50) | 28\% | (29) | 23\% | (24) | 1\% | (1) | 104 |
| Streaming Services: Never subscribed | 35\% | (74) | 29\% | (61) | 23\% | (49) | $12 \%$ | (26) | 211 |
| Film: An avid fan | 50\% | (158) | 31\% | (98) | 17\% | (54) | 1\% | (4) | 313 |
| Film: A casual fan | 43\% | (259) | 30\% | (182) | 22\% | (135) | 6\% | (34) | 608 |
| Film: Not a fan | 55\% | (69) | $24 \%$ | (30) | 12\% | (16) | 9\% | (11) | 126 |
| Television: An avid fan | 49\% | (258) | 30\% | (155) | 18\% | (96) | 3\% | (14) | 523 |
| Television: A casual fan | 43\% | (195) | 30\% | (139) | $21 \%$ | (98) | 6\% | (26) | 458 |
| Television: Not a fan | 48\% | (32) | 23\% | (16) | 15\% | (10) | 13\% | (9) | 67 |
| Music: An avid fan | 48\% | (246) | 29\% | (150) | 18\% | (94) | 4\% | (19) | 509 |
| Music: A casual fan | 43\% | (200) | 30\% | (140) | 21\% | (98) | 5\% | (23) | 461 |
| Music: Not a fan | 50\% | (39) | 25\% | (19) | 16\% | (12) | 10\% | (8) | 78 |
| Fashion: An avid fan | 50\% | (64) | 18\% | (24) | 26\% | (34) | 5\% | (7) | 129 |
| Fashion: A casual fan | 44\% | (166) | $31 \%$ | (119) | $21 \%$ | (79) | 4\% | (15) | 379 |
| Fashion: Not a fan | 47\% | (255) | $31 \%$ | (166) | 17\% | (91) | 5\% | (27) | 540 |

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

Table HR7: [AMONG THOSE WHO PREFER STREAMING SERVICES] And what is the main reason you prefer to watch a movie that was just released via a streaming service?

| Demographic | Ability to pause and restart |  | Ability to take breaks when I want to |  | Not having to be around other people | Don't know / No opinion |  | Less expensive than seeing a movie in theaters |  | Comfort of my home |  | Access to my own food and snacks |  | Different genres of films are offered |  | Ability to watch at any time |  | Inexpensive <br> to watch with a group of people |  | Ability to talk during it |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 7\% | (76) | 19\% | (197) | 39\% (404) | 3\% | (27) | 1\% | (6) | $12 \%$ | (123) | $3 \%$ | (28) | - | (5) | 1\% | (11) | 5\% | (55) | 9\% | (96) |
| Gender: Male | 4\% | (18) | $14 \%$ | (65) | 38\% (171) | 4\% | (20) | 1\% | (4) | 14\% | (64) | 2\% | (10) | 1\% | (4) | 2\% | (9) | 6\% | (26) | 12\% | (53) |
| Gender: Female | 10\% | (58) | 22\% | (133) | 39\% (233) | 1\% | (7) | - | (1) | 10\% | (59) | 3\% | (18) | - | (1) | - | (2) | 5\% | (30) | 7\% | (43) |
| Age: 18-29 | 13\% | (26) | 9\% | (18) | $38 \%$ (73) | 8\% | (15) | - | (1) | 12\% | (22) | 3\% | (6) | 1\% | (1) | 1\% | (2) | 6\% | (11) | 7\% | (14) |
| Age: 30-44 | 8\% | (25) | $21 \%$ | (64) | 37\% (112) | 1\% | (3) | - | (1) | 8\% | (24) | 3\% | (10) | 1\% | (2) | 1\% | (3) | 7\% | (21) | 12\% | (37) |
| Age: 45-54 | 6\% | (7) | 16\% | (22) | 45\% (59) | 2\% | (2) | 2\% | (2) | 7\% | (9) | $4 \%$ | (5) | 1\% | (1) | 3\% | (4) | 2\% | (3) | 11\% | (14) |
| Age: 55-64 | 4\% | (8) | 23\% | (54) | 36\% (84) | 3\% | (6) | - | (1) | 15\% | (34) | $2 \%$ | (5) | - | (0) | 1\% | (1) | 6\% | (14) | 9\% | (21) |
| Age: 65+ | 5\% | (9) | $21 \%$ | (40) | 40\% (77) | - | (1) | 1\% | (1) | 18\% | (34) | 1\% | (3) | - | (1) | - | (1) | 3\% | (7) | 5\% | (10) |
| Generation Z: 18-22 | 7\% | (4) | 10\% | (6) | 46\% (29) | 5\% | (3) | 1\% | (1) | 12\% | (7) | 5\% | (3) | - | (0) | 1\% | (1) | 6\% | (4) | $4 \%$ | (2) |
| Millennial: Age 23-38 | 13\% | (43) | $16 \%$ | (50) | 36\% (116) | $4 \%$ | (13) | - | (1) | 9\% | (29) | $2 \%$ | (8) | 1\% | (3) | 1\% | (3) | 6\% | (18) | $11 \%$ | (36) |
| Generation X: Age 39-54 | 4\% | (11) | 19\% | (46) | 41\% (99) | 2\% | (4) | 1\% | (2) | 8\% | (19) | 4\% | (9) | 1\% | (1) | $2 \%$ | (5) | 5\% | (12) | 11\% | (28) |
| Boomers: Age 55-73 | $4 \%$ | (14) | $21 \%$ | (77) | 40\% (143) | 2\% | (7) | - | (1) | 16\% | (58) | $2 \%$ | (7) | - | (1) | 1\% | (2) | 5\% | (18) | 7\% | (26) |
| PID: Dem (no lean) | 9\% | (33) | 15\% | (55) | 43\% (152) | $4 \%$ | (13) | 1\% | (2) | 10\% | (36) | 2\% | (8) | - | (1) | 1\% | (3) | 5\% | (19) | 9\% | (32) |
| PID: Ind (no lean) | 6\% | (21) | $21 \%$ | (68) | 33\% (107) | $2 \%$ | (8) | - | (1) | 13\% | (43) | 3\% | (9) | - | (1) | 1\% | (4) | 6\% | (21) | 10\% | (33) |
| PID: Rep (no lean) | 6\% | (22) | 20\% | (74) | 39\% (145) | 2\% | (7) | 1\% | (3) | 12\% | (44) | 3\% | (11) | 1\% | (3) | 1\% | (3) | $4 \%$ | (16) | 8\% | (30) |
| PID/Gender: Dem Men | 3\% | (4) | 10\% | (14) | 47\% (64) | 8\% | (10) | $2 \%$ | (2) | 13\% | (17) | $1 \%$ | (2) | 1\% | (1) | 2\% | (3) | $4 \%$ | (6) | 10\% | (14) |
| PID/Gender: Dem Women | 13\% | (29) | 19\% | (41) | 40\% (88) | 1\% | (2) | - | (0) | 9\% | (19) | 3\% | (6) | - | (0) | - | (1) | 6\% | (13) | 8\% | (19) |
| PID/Gender: Ind Men | 8\% | (13) | $12 \%$ | (19) | $32 \%$ (51) | 3\% | (5) | - | (0) | 16\% | (25) | $2 \%$ | (3) | - | (1) | $2 \%$ | (3) | 9\% | (14) | 10\% | (16) |
| PID/Gender: Ind Women | 5\% | (8) | 30\% | (50) | 34\% (56) | 2\% | (3) | - | (1) | $11 \%$ | (18) | $4 \%$ | (6) | - | (1) | 1\% | (1) | $4 \%$ | (7) | 10\% | (17) |
| PID/Gender: Rep Men | 1\% | (1) | 20\% | (32) | 36\% (57) | 3\% | (4) | $1 \%$ | (2) | 13\% | (21) | 3\% | (5) | $2 \%$ | (3) | $2 \%$ | (3) | $4 \%$ | (6) | $14 \%$ | (22) |
| PID/Gender: Rep Women | 10\% | (20) | 20\% | (42) | 42\% (88) | 1\% | (2) | - | (1) | $11 \%$ | (23) | 3\% | (6) | - | (0) | - | (1) | 5\% | (10) | 4\% | (7) |
| Ideo: Liberal (1-3) | 8\% | (23) | 18\% | (50) | 43\% (118) | 2\% | (5) | 1\% | (2) | $11 \%$ | (31) | $2 \%$ | (6) | - | (1) | 1\% | (4) | 3\% | (8) | 10\% | (29) |
| Ideo: Moderate (4) | 6\% | (14) | 18\% | (47) | 37\% (95) | 3\% | (8) | - | (1) | 15\% | (38) | 2\% | (5) | - | (1) | 1\% | (2) | 6\% | (16) | 10\% | (25) |
| Ideo: Conservative (5-7) | 6\% | (24) | $21 \%$ | (80) | 39\% (148) | 3\% | (10) | - | (1) | 10\% | (38) | 3\% | (13) | 1\% | (3) | 1\% | (5) | 6\% | (22) | 7\% | (28) |
| Educ: < College | 8\% | (61) | 19\% | (137) | 39\% (287) | 3\% | (21) | 1\% | (5) | $11 \%$ | (77) | 2\% | (17) | - | (3) | 1\% | (9) | 5\% | (40) | 8\% | (61) |
| Educ: Bachelors degree | 3\% | (7) | 20\% | (41) | 40\% (81) | 2\% | (3) | - | (1) | 14\% | (29) | 3\% | (6) | 1\% | (1) | - | (1) | $5 \%$ | (10) | 10\% | (20) |
| Educ: Post-grad | 7\% | (8) | 18\% | (20) | $32 \%$ (36) | 3\% | (3) | $1 \%$ | (1) | 15\% | (17) | 4\% | (5) | 1\% | (1) | 1\% | (1) | 5\% | (5) | 13\% | (15) |
| Income: Under 50k | 9\% | (55) | 20\% | (122) | 37\% (224) | 2\% | (10) | 1\% | (4) | 12\% | (74) | 3\% | (16) | - | (3) | 1\% | (8) | 5\% | (29) | 9\% | (52) |
| Income: 50k-100k | 4\% | (15) | 16\% | (54) | 42\% (143) | 4\% | (15) | - | (2) | 10\% | (35) | 2\% | (5) | - | (1) | 1\% | (3) | 7\% | (22) | 10\% | (35) |
| Income: 100k+ | 6\% | (6) | 20\% | (21) | 36\% (38) | $2 \%$ | (2) | - | (0) | $14 \%$ | (14) | 6\% | (6) | 2\% | (2) | 1\% | (1) | $4 \%$ | (5) | 8\% | (8) |
| Ethnicity: White | 5\% | (40) | $21 \%$ | (180) | 39\% (329) | 1\% | (12) | - | (4) | 12\% | (99) | 2\% | (20) | 1\% | (5) | 1\% | (10) | 6\% | (49) | 9\% | (76) |
| Ethnicity: Hispanic | 19\% | (25) | 4\% | (5) | 36\% (45) | $4 \%$ | (5) | - | (0) | 16\% | (20) | 4\% | (5) | - | (0) | 2\% | (2) | 6\% | (8) | 10\% | (13) |
| Ethnicity: Afr. Am. | 17\% | (22) | 10\% | (13) | 38\% (49) | 7\% | (9) | 1\% | (2) | 8\% | (11) | 5\% | (6) | - | (0) | 1\% | (1) | 2\% | (3) | 10\% | (13) |
| Ethnicity: Other | 17\% | (14) | 6\% | (4) | 33\% (26) | 9\% | (7) | - | (0) | 17\% | (13) | $2 \%$ | (2) | - | (0) | - | (0) | 5\% | (4) | 8\% | (6) |
| Community: Urban | 10\% | (22) | 15\% | (33) | 37\% (85) | $4 \%$ | (10) | $1 \%$ | (2) | 16\% | (37) | - | (1) | - | (1) | 3\% | (7) | 6\% | (14) | 6\% | (13) |
| Community: Suburban | 4\% | (21) | 20\% | (98) | 40\% (196) | 3\% | (12) | $1 \%$ | (3) | 12\% | (58) | 3\% | (14) | - | (2) | - | (2) | 6\% | (27) | 10\% | (47) |
| Community: Rural | 10\% | (32) | 20\% | (66) | 38\% (123) | 2\% | (5) | - | (1) | 9\% | (28) | 4\% | (13) | 1\% | (3) | 1\% | (2) | 4\% | (14) | 11\% | (36) |

Table HR7: [AMONG THOSE WHO PREFER STREAMING SERVICES] And what is the main reason you prefer to watch a movie that was just released via a streaming service?

| Demographic | Ability to pause and restart |  | Ability to take breaks when I want to |  | Not having to be around other people | Don't know / No opinion |  | Less expensive than seeing a movie in theaters |  | Comfort of my home |  | Access to my own food and snacks |  | Different genres of films are offered |  | Ability to watch at any time |  | Inexpensive <br> to watch with a group of people |  | Ability to talk during it |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 7\% | (76) | 19\% | (197) | 39\% (404) | 3\% | (27) | 1\% | (6) | 12\% | (123) | $3 \%$ | (28) | - | (5) | $1 \%$ | (11) | 5\% | (55) | 9\% | (96) |
| Employ: Private Sector | 5\% | (14) | 22\% | (63) | 39\% (112) | 1\% | (4) | 1\% | (2) | 12\% | (36) | 5\% | (13) | 1\% | (2) | 2\% | (6) | 6\% | (18) | 6\% | (18) |
| Employ: Government | 2\% | (1) | 13\% | (7) | 39\% (21) | 3\% | (1) | - | (0) | 17\% | (9) | 2\% | (1) | 1\% | (1) | - | (0) | 8\% | (4) | 15\% | (8) |
| Employ: Self-Employed | 5\% | (5) | $16 \%$ | (16) | 39\% (41) | 6\% | (6) | - | (0) | 17\% | (17) | 2\% | (2) | - | (0) | - | (0) | 3\% | (3) | 12\% | (12) |
| Employ: Homemaker | 10\% | (9) | $21 \%$ | (18) | 38\% (34) | 7\% | (6) | - | (0) | 3\% | (3) | $1 \%$ | (1) | 1\% | (1) | - | (0) | 3\% | (3) | 16\% | (14) |
| Employ: Retired | $4 \%$ | (10) | $22 \%$ | (56) | 40\% (104) | 1\% | (2) | 1\% | (1) | 13\% | (35) | $1 \%$ | (3) | - | (1) | 1\% | (2) | 5\% | (12) | 9\% | (23) |
| Employ: Unemployed | 8\% | (9) | 14\% | (16) | 37\% (41) | $4 \%$ | (4) | 1\% | (1) | 14\% | (16) | 5\% | (5) | 1\% | (1) | 1\% | (1) | 8\% | (9) | 6\% | (7) |
| Employ: Other | 24\% | (27) | 14\% | (15) | $33 \%$ (37) | $2 \%$ | (3) | 1\% | (1) | 5\% | (6) | $1 \%$ | (1) | - | (0) | - | (0) | 6\% | (7) | $11 \%$ | (12) |
| Military HH: Yes | $4 \%$ | (6) | 18\% | (30) | 39\% (64) | 1\% | (2) | 1\% | (2) | 10\% | (17) | $1 \%$ | (2) | - | (1) | - | (1) | 8\% | (13) | 14\% | (22) |
| Military HH: No | 8\% | (70) | 19\% | (167) | 38\% (340) | 3\% | (25) | - | (4) | 12\% | (106) | 3\% | (26) | 1\% | (5) | 1\% | (10) | 5\% | (43) | 8\% | (74) |
| RD/WT: Right Direction | $4 \%$ | (16) | $24 \%$ | (96) | 37\% (148) | 2\% | (8) | 1\% | (4) | $11 \%$ | (43) | 3\% | (13) | - | (2) | 1\% | (4) | 7\% | (28) | 7\% | (27) |
| RD/WT: Wrong Track | 9\% | (60) | 16\% | (102) | 39\% (256) | 3\% | (19) | - | (2) | 12\% | (80) | 2\% | (15) | 1\% | (3) | 1\% | (7) | $4 \%$ | (27) | 11\% | (68) |
| Trump Job Approve | 5\% | (22) | 24\% | (108) | 37\% (166) | 3\% | (15) | 1\% | (3) | 10\% | (45) | 3\% | (13) | - | (2) | 1\% | (5) | 6\% | (27) | 7\% | (30) |
| Trump Job Disapprove | 9\% | (50) | 15\% | (84) | 40\% (220) | $2 \%$ | (10) | 1\% | (3) | 13\% | (71) | $2 \%$ | (13) | - | (3) | 1\% | (6) | 5\% | (27) | $11 \%$ | (61) |
| Trump Job Strongly Approve | 5\% | (12) | 26\% | (62) | 35\% (85) | 1\% | (3) | 1\% | (3) | 10\% | (24) | 4\% | (9) | - | (1) | 1\% | (3) | 7\% | (17) | 7\% | (17) |
| Trump Job Somewhat Approve | 5\% | (9) | 22\% | (45) | 40\% (82) | 6\% | (12) |  | (0) | 10\% | (21) | 2\% | (4) | $1 \%$ | (1) | 1\% | (2) | 5\% | (9) | 6\% | (13) |
| Trump Job Somewhat Disapprove | $4 \%$ | (5) | $12 \%$ | (14) | 49\% (57) | 3\% | (3) | 1\% | (1) | 10\% | (12) | 5\% | (6) | 2\% | (2) | 2\% | (2) | 7\% | (8) | 6\% | (7) |
| Trump Job Strongly Disapprove | 10\% | (45) | 16\% | (70) | 37\% (163) | 2\% | (7) | - | (2) | 14\% | (59) | 2\% | (8) | - | (1) | 1\% | (3) | $4 \%$ | (19) | 12\% | (54) |
| Favorable of Trump | 5\% | (24) | 24\% | (106) | 37\% (163) | 3\% | (15) | 1\% | (4) | $11 \%$ | (49) | 3\% | (13) | - | (2) | 1\% | (5) | 5\% | (24) | 7\% | (30) |
| Unfavorable of Trump | 9\% | (51) | 15\% | (86) | 39\% (220) | $2 \%$ | (10) | - | (2) | 13\% | (73) | 2\% | (13) | 1\% | (3) | 1\% | (6) | 5\% | (30) | 10\% | (58) |
| Very Favorable of Trump | 5\% | (12) | 25\% | (62) | 37\% (92) | 1\% | (3) | 1\% | (3) | 11\% | (27) | 3\% | (9) | - | (1) | 1\% | (3) | 6\% | (14) | 7\% | (18) |
| Somewhat Favorable of Trump | 6\% | (12) | 23\% | (44) | $37 \%$ (71) | 6\% | (13) | - | (1) | $11 \%$ | (22) | $2 \%$ | (4) | 1\% | (1) | 1\% | (2) | 5\% | (10) | 6\% | (12) |
| Somewhat Unfavorable of Trump | $4 \%$ | (4) | 16\% | (14) | $41 \%$ (37) | 3\% | (3) | 1\% | (1) | 7\% | (6) | $4 \%$ | (4) | 1\% | (1) | 1\% | (1) | 7\% | (7) | 14\% | (12) |
| Very Unfavorable of Trump | 10\% | (47) | 15\% | (72) | 39\% (183) | 1\% | (7) | - | (2) | $14 \%$ | (67) | 2\% | (10) | 1\% | (3) | 1\% | (5) | 5\% | (24) | 10\% | (46) |
| \#1 Issue: Economy | $11 \%$ | (31) | 16\% | (48) | 35\% (102) | $4 \%$ | (11) | - | (0) | 13\% | (39) | 3\% | (8) | - | (1) | 2\% | (6) | 7\% | (20) | 7\% | (19) |
| \#1 Issue: Security | 7\% | (16) | $21 \%$ | (47) | 37\% (84) | 1\% | (2) | 1\% | (3) | 10\% | (23) | 2\% | (4) | $\bar{\square}$ | (1) | 1\% | (3) | 6\% | (13) | 10\% | (23) |
| \#1 Issue: Health Care | 6\% | (9) | 15\% | (23) | 41\% (65) | 3\% | (5) | - | (0) | 12\% | (19) | 2\% | (4) | 1\% | (2) | - | (0) | 4\% | (7) | 15\% | (25) |
| \#1 Issue: Medicare / Social Security | $3 \%$ | (5) | $22 \%$ | (35) | 40\% (64) | 1\% | (2) | 1\% | (2) | 18\% | (29) | $2 \%$ | (2) | - | (0) | 1\% | (1) | $5 \%$ | (8) | 5\% | (8) |
| \#1 Issue: Women's Issues | $4 \%$ | (2) | $16 \%$ | (9) | 50\% (27) | - | (0) | - | (0) | $4 \%$ | (2) | 9\% | (5) | - | (0) | - | (0) | 4\% | (2) | 9\% | (5) |
| \#1 Issue: Education | 13\% | (6) | 18\% | (9) | 38\% (19) | 5\% | (3) | - | (0) | 7\% | (3) | 4\% | (2) | - | (0) | - | (0) | $5 \%$ | (2) | 7\% | (4) |
| \#1 Issue: Energy | 6\% | (3) | 26\% | (14) | 49\% (27) | 1\% | (0) | 1\% | (1) | 4\% | (2) | 3\% | (1) | 1\% | (1) | 1\% | (1) | 1\% | (1) | 6\% | (3) |
| \#1 Issue: Other | 5\% | (3) | $23 \%$ | (13) | 30\% (17) | 6\% | (3) | - | (0) | 10\% | (6) | $2 \%$ | (1) | 1\% | (1) | - | (0) | 3\% | (2) | 15\% | (8) |
| 2018 House Vote: Democrat | 9\% | (31) | 18\% | (60) | 39\% (128) | 1\% | (4) | - | (2) | 13\% | (43) | 1\% | (3) | 1\% | (2) | 1\% | (4) | 5\% | (15) | 11\% | (37) |
| 2018 House Vote: Republican | 5\% | (14) | $24 \%$ | (72) | 36\% (109) | 1\% | (4) | 1\% | (4) | 12\% | (36) | 3\% | (9) | 1\% | (3) | 2\% | (5) | 5\% | (15) | 8\% | (25) |
| 2018 House Vote: Someone else | 6\% | (2) | $11 \%$ | (4) | $31 \%$ (12) | - | (0) | - | (0) | 18\% | (7) | $2 \%$ | (1) | - | (0) | - | (0) | 15\% | (6) | 14\% | (6) |
| 2016 Vote: Hillary Clinton | $11 \%$ | (33) | 17\% | (50) | 39\% (115) | 2\% | (5) | 1\% | (2) | 12\% | (35) | 1\% | (2) | - | (1) | 1\% | (2) | 6\% | (17) | 10\% | (30) |
| 2016 Vote: Donald Trump | 4\% | (13) | $24 \%$ | (80) | 38\% (128) | 2\% | (6) | 1\% | (4) | $11 \%$ | (37) | 2\% | (7) | 1\% | (3) | 2\% | (6) | $4 \%$ | (15) | 8\% | (27) |
| 2016 Vote: Other | 10\% | (5) | 17\% | (9) | 28\% (14) | - | (0) | - | (0) | 24\% | (12) | 3\% | (2) | - | (0) | - | (0) | 7\% | (4) | 6\% | (3) |
| 2016 Vote: Didn't Vote | 7\% | (24) | 16\% | (59) | 40\% (144) | 4\% | (16) | - | (1) | 10\% | (38) | 5\% | (17) | - | (1) | 1\% | (3) | 5\% | (20) | 10\% | (36) |
| Voted in 2014: Yes |  | (47) | 20\% | (122) | 38\% (225) | 1\% | (6) | 1\% | (5) | 12\% | (74) | 2\% | (13) | 1\% | (3) | 1\% | (7) | 5\% | (27) | 9\% | (55) |
| Voted in 2014: No | 6\% | (29) | 17\% | (76) | 40\% (179) | 5\% | (21) | - | (1) | $11 \%$ | (49) | 3\% | (15) | - | (2) | 1\% | (4) | 6\% | (28) | 9\% | (41) |

[^80]Table HR7: [AMONG THOSE WHO PREFER STREAMING SERVICES] And what is the main reason you prefer to watch a movie that was just released via a streaming service?

| Demographic | Ability to pause and restart |  | Ability to take breaks when I want to |  | Not having to be around other people | Don't know / No opinion |  | Less expensive than seeing a movie in theaters |  | Comfort of my home |  | Access to my own food and snacks |  | Different genres of films are offered |  | Ability to watch at any time |  | Inexpensive <br> to watch with a group of people |  | Ability to talk during it |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 7\% | (76) | 19\% | (197) | 39\% (404) | 3\% | (27) | 1\% | (6) | 12\% | (123) | 3\% | (28) |  | (5) | 1\% | (11) | 5\% | (55) | 9\% | (96) |
| 2012 Vote: Barack Obama | 6\% | (21) | 17\% | (56) | 41\% (134) | 2\% | (8) | - | (2) | 12\% | (39) | $2 \%$ | (6) | 1\% | (2) | 1\% | (4) | 6\% | (18) | $9 \%$ | (30) |
| 2012 Vote: Mitt Romney | 5\% | (12) | 23\% | (60) | 39\% (102) | 1\% | (3) | 1\% | (4) | 15\% | (39) | 1\% | (3) | - | (1) | 1\% | (2) | $4 \%$ | (10) | 7\% | (18) |
| 2012 Vote: Other | 12\% | (6) | 20\% | (10) | 37\% (18) | - | (0) | - | (0) | 8\% | (4) | 6\% | (3) | - | (0) | $2 \%$ | (1) | 2\% | (1) | 11\% | (5) |
| 2012 Vote: Didn't Vote | 9\% | (37) | 17\% | (72) | $36 \%$ (150) | $4 \%$ | (16) | - | (1) | 10\% | (41) | 4\% | (16) | 1\% | (2) | 1\% | (4) | 6\% | (26) | 10\% | (42) |
| 4-Region: Northeast | 4\% | (8) | 19\% | (35) | $41 \%$ (76) | 3\% | (5) | 1\% | (2) | 13\% | (24) | 2\% | (4) | 1\% | (1) | 2\% | (3) | 3\% | (6) | 10\% | (18) |
| 4-Region: Midwest | 6\% | (14) | 23\% | (52) | 37\% (83) | 3\% | (6) | - | (0) | 8\% | (19) | 1\% | (2) | 1\% | (3) | 1\% | (2) | 7\% | (17) | 11\% | (24) |
| 4-Region: South | 6\% | (23) | 17\% | (68) | 40\% (160) | 2\% | (8) | 1\% | (3) | 12\% | (48) | 4\% | (17) | - | (1) | 1\% | (6) | 5\% | (20) | 8\% | (32) |
| 4-Region: West | $12 \%$ | (31) | 17\% | (43) | 35\% (85) | $3 \%$ | (8) | - | (1) | $13 \%$ | (32) | 2\% | (5) | - | (0) | - | (0) | 5\% | (13) | 9\% | (22) |
| Watch TV: Every day | 7\% | (37) | 20\% | (102) | 39\% (196) | 3\% | (16) | - | (2) | 12\% | (59) | 3\% | (13) | - | (2) | 1\% | (6) | 6\% | (30) | 8\% | (40) |
| Watch TV: Several times per week | 8\% | (25) | 16\% | (48) | 38\% (110) | 2\% | (7) | 1\% | (3) | 13\% | (39) | 1\% | (4) | - | (0) | 1\% | (3) | 4\% | (11) | 13\% | (37) |
| Watch TV: About once per week | 8\% | (4) | 20\% | (10) | $36 \%$ (18) | 2\% | (1) | - | (0) | 10\% | (5) | 10\% | (5) | 1\% | (1) | 1\% | (1) | 7\% | (3) | $4 \%$ | (2) |
| Watch TV: Several times per month | 5\% | (3) | 15\% | (9) | 48\% (28) | 2\% | (1) | - | (0) | 8\% | (5) | 6\% | (4) | 1\% | (1) | - | (0) | 9\% | (6) | 6\% | (3) |
| Watch TV: About once per month | 10\% | (3) | 29\% | (8) | 38\% (10) | - | (0) | - | (0) | 4\% | (1) | - | (0) | - | (0) | - | (0) | 6\% | (2) | 9\% | (2) |
| Watch TV: Less often than once per month | 3\% | (2) | 23\% | (11) | 28\% (13) | 5\% | (2) | 1\% | (1) | $11 \%$ | (5) | $4 \%$ | (2) | 5\% | (2) | - | (0) | 7\% | (3) | 12\% | (6) |
| Watch TV: Never | 5\% | (3) | 16\% | (11) | 42\% (28) | - | (0) | 1\% | (1) | 14\% | (9) | - | (0) | - | (0) | 2\% | (1) | 1\% | (1) | 8\% | (5) |
| Watch Movies: Every day | 8\% | (15) | 21\% | (36) | 35\% (61) | 6\% | (10) | 1\% | (2) | 10\% | (18) | 1\% | (2) | - | (1) | $3 \%$ | (5) | 4\% | (7) | 10\% | (17) |
| Watch Movies: Several times per week | 5\% | (15) | $16 \%$ | (47) | $41 \%$ (119) | 1\% | (3) | - | (1) | 14\% | (42) | 3\% | (10) | - | (1) | 1\% | (4) | 7\% | (22) | 9\% | (27) |
| Watch Movies: About once per week | 11\% | (20) | 18\% | (35) | 34\% (65) | 1\% | (3) | - | (1) | 12\% | (23) | 3\% | (6) | 1\% | (1) | - | (0) | 5\% | (10) | 13\% | (24) |
| Watch Movies: Several times per month | 8\% | (11) | $21 \%$ | (31) | 39\% (58) | 4\% | (5) | 1\% | (2) | 10\% | (14) | 4\% | (6) | - | (1) | 1\% | (1) | 3\% | (5) | 8\% | (12) |
| Watch Movies: About once per month | $11 \%$ | (12) | $22 \%$ | (22) | $41 \%$ (42) | 1\% | (1) | - | (0) | $11 \%$ | (11) | $2 \%$ | (2) | , | (0) | - | (0) | 4\% | (4) | 5\% | (5) |
| Watch Movies: Less often than once per month | 2\% | (1) | $22 \%$ | (16) | 44\% (33) | 1\% | (1) | - | (0) | $11 \%$ | (8) | $2 \%$ | (2) | 2\% | (1) | 1\% | (1) | 6\% | (5) | $5 \%$ | (4) |
| Watch Movies: Never | 3\% | (2) | 17\% | (11) | 40\% (26) | 5\% | (4) | - | (0) | 10\% | (6) | - | (0) | - | (0) | - | (0) | 6\% | (4) | 9\% | (6) |
| Watch Sporting Events: Every day | 6\% | (3) | 6\% | (3) | 39\% (18) | 19\% | (9) | - | (0) | 7\% | (3) | 2\% | (1) | 1\% | (1) | 1\% | (1) | 12\% | (6) | 2\% | (1) |
| Watch Sporting Events: Several times per week | 3\% | (6) | 15\% | (27) | 41\% (75) | 2\% | (3) | 1\% | (2) | 15\% | (28) | 3\% | (5) | 1\% | (1) | 2\% | (5) | 7\% | (12) | 10\% | (18) |
| Watch Sporting Events: About once per week | 6\% | (8) | 16\% | (23) | $42 \%$ (63) | 1\% | (1) | 1\% | (1) | 12\% | (18) | 2\% | (3) | 1\% | (1) | 3\% | (4) | 7\% | (10) | 10\% | (15) |
| Watch Sporting Events: Several times per month | $4 \%$ | (3) | 20\% | (14) | 36\% (25) | 3\% | (2) | - | (0) | $13 \%$ | (9) | $11 \%$ | (8) | - | (0) | - | (0) | 2\% | (2) | 10\% | (7) |
| Watch Sporting Events: About once per month | 9\% | (6) | 19\% | (12) | 43\% (26) | 1\% | (1) | - | (0) | 14\% | (8) | 1\% | (1) | - | (0) | - | (0) | 3\% | (2) | 8\% | (5) |
| Watch Sporting Events: Less often than once per month | 5\% | (7) | 28\% | (38) | $36 \%$ (50) | 3\% | (4) | 1\% | (1) | 6\% | (9) | 6\% | (8) | 1\% | (1) | - | (0) | 5\% | (7) | 8\% | (11) |
| Watch Sporting Events: Never | $11 \%$ | (43) | 20\% | (80) | 37\% (147) | 2\% | (8) | 1\% | (2) | $12 \%$ | (48) | 1\% | (3) | - | (1) | - | (1) | 4\% | (17) | 10\% | (39) |
| Cable TV: Currently subscribe | 5\% | (23) | 17\% | (76) | 42\% (186) | 2\% | (9) | 1\% | (3) | 11\% | (48) | 3\% | (15) | 1\% | (3) | 1\% | (4) | 8\% | (35) | 7\% | (31) |
| Cable TV: Subscribed in past | 11\% | (44) | 19\% | (78) | 36\% (150) | 2\% | (8) | - | (1) | 13\% | (55) | $2 \%$ | (9) | - | (2) | 1\% | (3) | 3\% | (14) | 10\% | (40) |
| Cable TV: Never subscribed | 5\% | (9) | 22\% | (43) | 35\% (68) | 5\% | (10) | 1\% | (2) | 10\% | (21) | 2\% | (4) | - | (0) | 2\% | (4) | 3\% | (7) | 12\% | (24) |
| Satellite TV: Currently subscribe | 10\% | (20) | 20\% | (39) | 32\% (61) | 4\% | (7) | 1\% | (2) | 15\% | (28) | 1\% | (1) | 1\% | (1) | $3 \%$ | (5) | 6\% | (11) | 8\% | (16) |
| Satellite TV: Subscribed in past | 6\% | (20) | 18\% | (60) | 40\% (134) | 3\% | (9) | - | (0) | 12\% | (40) | 5\% | (16) | 1\% | (2) | - | (1) | 5\% | (17) | 10\% | (33) |
| Satellite TV: Never subscribed | 7\% | (36) | 19\% | (98) | 40\% (209) | 2\% | (11) | 1\% | (4) | $11 \%$ | (55) | 2\% | (11) | - | (2) | 1\% | (5) | 5\% | (28) | 9\% | (47) |
| Streaming Services: Currently subscribe | 6\% | (40) | 19\% | (137) | 39\% (288) | 2\% | (13) | 1\% | (4) | $13 \%$ | (95) | $3 \%$ | (19) | \% | (3) | 1\% | (11) | 6\% | (43) | 10\% | (75) |
| Streaming Services: Subscribed in past | 18\% | (19) | 16\% | (16) | 39\% (40) | 7\% | (7) | - | (0) | 3\% | (3) | 2\% | (2) | 3\% | (3) | - | (0) | 4\% | (4) | 8\% | (8) |
| Streaming Services: Never subscribed | 8\% | (17) | $21 \%$ | (44) | 36\% (75) | 3\% | (7) | 1\% | (1) | 12\% | (25) | 3\% | (7) | - | (0) | - | (0) | $4 \%$ | (9) | 6\% | (12) |
| Film: An avid fan | $11 \%$ | (35) | 16\% | (51) | 36\% (114) | 3\% | (10) | 1\% | (4) | 13\% | (41) | 3\% | (8) | 1\% | (4) | 2\% | (6) | 5\% | (16) | 8\% | (25) |
| Film: A casual fan | 5\% | (31) | $21 \%$ | (126) | 40\% (244) | 3\% | (16) | - | (1) | $11 \%$ | (67) | 3\% | (20) | - | (1) | 1\% | (4) | $4 \%$ | (25) | 10\% | (61) |
| Film: Not a fan | 8\% | (10) | 17\% | (21) | $37 \%$ (47) | 1\% | (2) | - | (1) | 12\% | (15) | - | (0) | - | (0) | 1\% | (1) | $11 \%$ | (14) | 8\% | (10) |

Table HR7: [AMONG THOSE WHO PREFER STREAMING SERVICES] And what is the main reason you prefer to watch a movie that was just released via a streaming service?


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: <br> Every day | Watch TV: <br> Several <br> times per week | Watch TV: <br> About once per week | Watch TV: <br> Several <br> times per <br> month | Watch TV: <br> About once <br> per month | Watch TV: <br> Less often than once per month | Watch TV: <br> Never |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 48\%(1045) | 24\% (517) | 7\% (145) | 6\% (121) | 2\% (55) | 4\% (91) | 10\% (225) |
| Gender: Male | 45\% (479) | 25\% (265) | 8\% (86) | 5\% (55) | 2\% (23) | 5\% (50) | 10\% (104) |
| Gender: Female | 50\% (566) | 22\% (252) | 5\% (59) | 6\% (67) | 3\% (32) | 4\% (42) | 11\% (122) |
| Age: 18-29 | 45\% (191) | 22\% (93) | 12\% (51) | 8\% (32) | 2\% (9) | 4\% (18) | 7\% (28) |
| Age: 30-44 | 50\% (293) | 27\% (160) | 6\% (34) | 7\% (40) | 2\% (14) | 3\% (17) | 6\% (32) |
| Age: 45-54 | 43\% (129) | 29\% (86) | 8\% (24) | $3 \% \quad$ (9) | 4\% (13) | 6\% (19) | 7\% (20) |
| Age: 55-64 | 47\% (211) | 23\% (102) | 4\% (20) | 6\% (29) | 2\% (10) | 4\% (16) | 14\% (63) |
| Age: 65+ | 51\% (221) | 17\% (76) | 3\% (15) | 3\% (12) | 2\% (9) | 5\% (23) | 19\% (82) |
| Generation Z: 18-22 | 41\% (69) | 21\% (35) | 15\% (25) | 10\% (16) | 1\% (2) | $3 \% \quad$ (6) | 8\% (13) |
| Millennial: Age 23-38 | 51\% (324) | 24\% (156) | 8\% (50) | 6\% (36) | 2\% (16) | 4\% (22) | 5\% (35) |
| Generation X: Age 39-54 | 43\% (220) | 29\% (148) | 7\% (35) | 6\% (28) | 4\% (19) | 5\% (25) | 6\% (33) |
| Boomers: Age 55-73 | 48\% (368) | 21\% (163) | 4\% (32) | 5\% (36) | 2\% (17) | 4\% (32) | 16\% (119) |
| PID: Dem (no lean) | 49\% (391) | 26\% (212) | 6\% (48) | 6\% (50) | 2\% (12) | 3\% (26) | 8\% (66) |
| PID: Ind (no lean) | 44\% (306) | 22\% (152) | 7\% (50) | 6\% (43) | 4\% (27) | 6\% (41) | 11\% (75) |
| PID: Rep (no lean) | 50\% (348) | 22\% (153) | 7\% (46) | 4\% (28) | 2\% (16) | 3\% (24) | 12\% (85) |
| PID/Gender: Dem Men | 45\% (169) | 28\% (103) | 8\% (31) | 5\% (20) | 1\% (4) | 3\% (13) | 9\% (33) |
| PID/Gender: Dem Women | 51\% (222) | 25\% (109) | 4\% (18) | 7\% (30) | 2\% (8) | 3\% (14) | 8\% (33) |
| PID/Gender: Ind Men | 42\% (148) | 22\% (77) | 8\% (29) | 7\% (24) | 4\% (14) | 6\% (21) | 11\% (38) |
| PID/Gender: Ind Women | 46\% (157) | 22\% (75) | 6\% (21) | 5\% (19) | 4\% (14) | 6\% (20) | 11\% (37) |
| PID/Gender: Rep Men | 48\% (162) | 25\% (85) | 8\% (26) | 3\% (11) | 1\% (5) | 5\% (16) | 10\% (33) |
| PID/Gender: Rep Women | 51\% (186) | 19\% (68) | 6\% (20) | 5\% (17) | 3\% (11) | 2\% (8) | 14\% (52) |
| Ideo: Liberal (1-3) | 48\% (292) | 28\% (171) | 7\% (42) | 6\% (36) | 2\% (10) | 4\% (23) | 6\% (39) |
| Ideo: Moderate (4) | 47\% (259) | 24\% (135) | 6\% (35) | 6\% (31) | 3\% (16) | 3\% (18) | 11\% (60) |
| Ideo: Conservative (5-7) | 51\% (377) | 21\% (152) | 6\% (44) | 5\% (35) | 3\% (19) | 4\% (27) | 11\% (79) |
| Educ: < College | 48\% (727) | 21\% (320) | 6\% (95) | 5\% (81) | 2\% (37) | 5\% (69) | 12\% (183) |
| Educ: Bachelors degree | 46\% (203) | 29\% (130) | 7\% (32) | 6\% (25) | 3\% (13) | 3\% (12) | 7\% (30) |
| Educ: Post-grad | 47\% (115) | 28\% (67) | 8\% (18) | 6\% (15) | 2\% (5) | 4\% (11) | 5\% (12) |

[^81]Table HRdem1_1: How often do you watch or stream the following? TV shows

| Demographic | Watch TV: <br> Every day | Watch TV: <br> Several times per week | Watch TV: <br> About once per week | Watch TV: <br> Several times per month | Watch TV: About once per month | Watch TV: <br> Less often than once per month | Watch TV: <br> Never | Tot |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 48\%(1045) | 24\% (517) | 7\% (145) | 6\% (121) | 2\% (55) | 4\% (91) | 10\% (225) | 22 |
| Income: Under 50k | 45\% (566) | 21\% (268) | 6\% (77) | 7\% (82) | 3\% (36) | 6\% (71) | 12\% (150) | 12 |
| Income: 50k-100k | 51\% (359) | 27\% (186) | 7\% (52) | 4\% (26) | 2\% (15) | 2\% (11) | 8\% (53) | 7 |
| Income: 100k+ | 48\% (120) | 25\% (63) | 6\% (16) | 5\% (13) | 2\% (4) | 4\% (9) | 9\% (23) | 2 |
| Ethnicity: White | 49\% (837) | 23\% (394) | 6\% (109) | 5\% (85) | 3\% (43) | 4\% (64) | 11\% (190) | 17 |
| Ethnicity: Hispanic | 50\% (176) | 26\% (89) | 10\% (34) | 5\% (16) | $1 \% \quad$ (5) | 4\% (13) | 5\% (18) | 3 |
| Ethnicity: Afr. Am. | 41\% (112) | 29\% (80) | 7\% (19) | 10\% (28) | 1\% (4) | 6\% (15) | 6\% (16) | 2 |
| Ethnicity: Other | 47\% (95) | 22\% (44) | 8\% (17) | 4\% (8) | $4 \% \quad$ (7) | 6\% (12) | 10\% (20) | 2 |
| Community: Urban | 48\% (262) | 25\% (133) | 7\% (35) | 6\% (32) | 2\% (8) | 5\% (28) | 8\% (42) | 5 |
| Community: Suburban | 48\% (490) | 24\% (251) | 6\% (66) | 5\% (55) | 3\% (28) | 3\% (35) | 10\% (106) | 10 |
| Community: Rural | 47\% (293) | 21\% (134) | 7\% (43) | 5\% (33) | 3\% (18) | 5\% (29) | 12\% (78) | 6 |
| Employ: Private Sector | 50\% (319) | 25\% (158) | 8\% (50) | 6\% (36) | 3\% (18) | 3\% (19) | 6\% (39) | 6 |
| Employ: Government | 44\% (56) | 28\% (36) | 11\% (13) | 6\% (8) | 5\% (6) | 1\% (1) | 6\% (8) |  |
| Employ: Self-Employed | 46\% (90) | 22\% (42) | 10\% (18) | 7\% (14) | 4\% (7) | 4\% (7) | 7\% (14) |  |
| Employ: Homemaker | 47\% (79) | 26\% (43) | 7\% (12) | 7\% (11) | 2\% (3) | 3\% (4) | 9\% (14) |  |
| Employ: Retired | 48\% (254) | 20\% (103) | 3\% (18) | 3\% (18) | 2\% (10) | 6\% (30) | 18\% (95) |  |
| Employ: Unemployed | 45\% (110) | 18\% (45) | 7\% (16) | 9\% (22) | 2\% (4) | 6\% (15) | 14\% (34) | 2 |
| Employ: Other | 50\% (103) | 29\% (60) | 3\% (7) | 3\% (5) | 3\% (5) | 5\% (11) | 7\% (15) | 2 |
| Military HH: Yes | 47\% (163) | 20\% (69) | 6\% (22) | 5\% (17) | 2\% (6) | 5\% (17) | 15\% (50) | 3 |
| Military HH: No | 48\% (882) | 24\% (449) | 7\% (123) | 6\% (104) | 3\% (49) | 4\% (75) | 9\% (175) | 18 |
| RD/WT: Right Direction | 49\% (410) | 22\% (188) | 5\% (46) | 5\% (40) | 3\% (23) | 4\% (31) | 12\% (100) |  |
| RD/WT: Wrong Track | 47\% (635) | 24\% (329) | 7\% (99) | 6\% (81) | 2\% (32) | 4\% (61) | 9\% (126) | 3 |
| Trump Job Approve | 49\% (434) | 22\% (192) | 7\% (59) | 4\% (36) | 3\% (26) | 4\% (32) | 12\% (101) | 8 |
| Trump Job Disapprove | 47\% (560) | 26\% (308) | 6\% (75) | 7\% (78) | 2\% (29) | 4\% (46) | 9\% (104) | 12 |
| Trump Job Strongly Approve | 50\% (238) | 20\% (95) | 5\% (26) | 3\% (16) | 3\% (16) | 4\% (18) | 14\% (67) | 4 |
| Trump Job Somewhat Approve | 49\% (196) | 24\% (97) | 8\% (33) | 5\% (20) | 2\% (10) | 3\% (14) | 8\% (34) | 4 |
| Trump Job Somewhat Disapprove | 45\% (115) | 25\% (65) | 8\% (21) | 6\% (16) | 2\% (5) | 4\% (10) | 9\% (24) | 2 |
| Trump Job Strongly Disapprove | 47\% (445) | 26\% (243) | 6\% (55) | 7\% (62) | 3\% (24) | 4\% (36) | 8\% (80) | 9 |

Continued on next page

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

| Demographic | Watch TV: <br> Every day | Watch TV: <br> Several times per week | Watch TV: <br> About once per week | Watch TV: <br> Several <br> times per month | Watch TV: <br> About once per month | Watch TV: <br> Less often than once per month | Watch TV: <br> Never |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 48\%(1045) | 24\% (517) | 7\% (145) | 6\% (121) | 2\% (55) | 4\% (91) | 10\% (225) |
| Favorable of Trump | 49\% (434) | 21\% (187) | 7\% (65) | 4\% (38) | 3\% (26) | 3\% (28) | 12\% (102) |
| Unfavorable of Trump | 48\% (572) | 26\% (310) | 5\% (65) | 6\% (76) | 2\% (26) | 4\% (47) | 8\% (98) |
| Very Favorable of Trump | 49\% (249) | 19\% (96) | 5\% (28) | 5\% (24) | 3\% (16) | 4\% (19) | 14\% (73) |
| Somewhat Favorable of Trump | 49\% (185) | 24\% (91) | 10\% (38) | 4\% (14) | 3\% (10) | 2\% (9) | 8\% (29) |
| Somewhat Unfavorable of Trump | 47\% (93) | 22\% (43) | 8\% (16) | 7\% (13) | 2\% (3) | 7\% (13) | 7\% (14) |
| Very Unfavorable of Trump | 48\% (479) | 27\% (268) | 5\% (49) | 6\% (63) | 2\% (23) | 3\% (33) | 8\% (84) |
| \#1 Issue: Economy | 47\% (265) | 29\% (165) | 6\% (36) | 4\% (24) | 3\% (16) | 4\% (23) | 6\% (34) |
| \#1 Issue: Security | 48\% (239) | 22\% (109) | 7\% (35) | 6\% (31) | 2\% (12) | 4\% (19) | 11\% (53) |
| \#1 Issue: Health Care | 44\% (156) | 25\% (89) | 7\% (26) | 5\% (18) | $3 \% \quad$ (9) | 4\% (13) | 12\% (43) |
| \#1 Issue: Medicare / Social Security | 52\% (170) | 18\% (59) | 5\% (15) | 4\% (12) | $2 \% \quad$ (5) | 5\% (17) | 14\% (47) |
| \#1 Issue: Women's Issues | 57\% (62) | 21\% (23) | 4\% (4) | 10\% (11) | - (0) | 1\% (1) | 7\% (7) |
| \#1 Issue: Education | 49\% (49) | 18\% (18) | 12\% (12) | 5\% (5) | 1\% (1) | $3 \% \quad$ (3) | 12\% (12) |
| \#1 Issue: Energy | 53\% (68) | 24\% (30) | 3\% (4) | 7\% (8) | $2 \% \quad$ (3) | 4\% (5) | 7\% (9) |
| \#1 Issue: Other | 29\% (36) | 19\% (24) | 10\% (12) | 10\% (13) | 7\% (9) | 8\% (10) | 17\% (21) |
| 2018 House Vote: Democrat | 51\% (396) | 28\% (220) | 5\% (40) | 4\% (35) | 1\% (11) | 3\% (23) | 7\% (57) |
| 2018 House Vote: Republican | 50\% (311) | 22\% (136) | 6\% (36) | 4\% (24) | 3\% (19) | 4\% (24) | 11\% (71) |
| 2018 House Vote: Someone else | 37\% (27) | 20\% (15) | 13\% (10) | 9\% (7) | 2\% (1) | 7\% (5) | 12\% (9) |
| 2016 Vote: Hillary Clinton | 50\% (352) | 28\% (197) | 5\% (33) | 6\% (39) | 2\% (11) | 3\% (20) | 8\% (55) |
| 2016 Vote: Donald Trump | 49\% (332) | 22\% (151) | 6\% (42) | 4\% (30) | 3\% (18) | 4\% (25) | 12\% (80) |
| 2016 Vote: Other | 43\% (50) | 26\% (30) | 8\% (9) | 8\% (9) | 2\% (2) | 4\% (5) | 9\% (11) |
| 2016 Vote: Didn't Vote | 45\% (311) | 20\% (139) | 9\% (61) | 6\% (43) | 3\% (24) | 6\% (40) | 11\% (80) |
| Voted in 2014: Yes | 49\% (637) | 25\% (329) | 6\% (73) | 5\% (60) | 2\% (27) | 4\% (47) | 10\% (126) |
| Voted in 2014: No | 45\% (408) | 21\% (188) | 8\% (72) | 7\% (61) | 3\% (28) | 5\% (44) | 11\% (100) |
| 2012 Vote: Barack Obama | 48\% (380) | 26\% (206) | 6\% (44) | 5\% (43) | 2\% (12) | 4\% (30) | 10\% (76) |
| 2012 Vote: Mitt Romney | 51\% (262) | 23\% (118) | 5\% (28) | 3\% (17) | 2\% (11) | 3\% (18) | 12\% (62) |
| 2012 Vote: Other | 43\% (38) | 21\% (19) | 3\% (3) | 8\% (7) | 2\% (2) | 4\% (4) | 18\% (16) |
| 2012 Vote: Didn't Vote | 45\% (364) | 22\% (174) | 9\% (70) | 7\% (54) | 4\% (30) | 5\% (40) | 9\% (70) |

[^82]Table HRdem1_1: How often do you watch or stream the following? TV shows

| Demographic | Watch TV: <br> Every day | Watch TV: <br> Several <br> times per <br> week | Watch TV: <br> About once per week | Watch TV: <br> Several times per month | Watch TV: <br> About once per month | Watch TV: <br> Less often than once per month | Watch TV: <br> Never | Tot |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 48\%(1045) | 24\% (517) | 7\% (145) | 6\% (121) | 2\% (55) | 4\% (91) | 10\% (225) | 22 |
| 4-Region: Northeast | 48\% (188) | 24\% (95) | 5\% (18) | 6\% (25) | 2\% (10) | 6\% (23) | 9\% (36) | 3 |
| 4-Region: Midwest | 47\% (217) | 21\% (99) | 8\% (35) | 4\% (17) | 3\% (13) | 5\% (22) | 13\% (60) | 4 |
| 4-Region: South | 48\% (398) | 23\% (191) | 6\% (53) | 7\% (57) | 3\% (23) | 4\% (29) | 9\% (74) | 8 |
| 4-Region: West | 47\% (242) | 26\% (133) | 7\% (39) | 4\% (23) | 2\% (10) | 3\% (18) | 11\% (55) | 5 |
| Watch TV: Every day | 100\%(1045) | - (0) | - (0) | - (0) | - (0) | - (0) | - (0) | 10 |
| Watch TV: Several times per week | - (0) | 100\% (517) | - (0) | - (0) | - (0) | - (0) | - (0) |  |
| Watch TV: About once per week | - (0) | - (0) | 100\% (145) | - (0) | - (0) | - (0) | - (0) |  |
| Watch TV: Several times per month | - (0) | - (0) | - (0) | 100\% (121) | - (0) | - (0) | - (0) |  |
| Watch TV: About once per month | - (0) | - (0) | - (0) | - (0) | 100\% (55) | - (0) | - (0) |  |
| Watch TV: Less often than once per month | - (0) | - (0) | - (0) | - (0) | - (0) | 100\% (91) | - (0) |  |
| Watch TV: Never | - (0) | - (0) | - (0) | - (0) | - (0) | - (0) | 100\% (225) | 2 |
| Watch Movies: Every day | 76\% (270) | 15\% (54) | 2\% (8) | 1\% (4) | 1\% (5) | 2\% (7) | 2\% (6) | 3 |
| Watch Movies: Several times per week | 53\% (306) | 34\% (195) | 8\% (45) | 3\% (15) | 1\% (8) | - (3) | 1\% (7) | 5 |
| Watch Movies: About once per week | 47\% (185) | 32\% (125) | 12\% (49) | 3\% (14) | 1\% (4) | 2\% (10) | 2\% (8) | 3 |
| Watch Movies: Several times per month | 43\% (112) | 19\% (49) | 5\% (12) | 20\% (53) | 3\% (8) | 5\% (13) | 4\% (11) | 2 |
| Watch Movies: About once per month | 41\% (81) | 25\% (49) | 6\% (12) | 8\% (16) | 10\% (20) | 5\% (10) | 5\% (10) |  |
| Watch Movies: Less often than once per month | 34\% (58) | 17\% (29) | 8\% (14) | 7\% (11) | $4 \% \quad$ (7) | 22\% (37) | 9\% (15) |  |
| Watch Movies: Never | 14\% (34) | 6\% (16) | 2\% (6) | 4\% (9) | 1\% (3) | 5\% (12) | 68\% (168) | 2 |
| Watch Sporting Events: Every day | 77\% (105) | 16\% (22) | 2\% (3) | 1\% (1) | $3 \% \quad$ (4) | 1\% (1) | - (1) |  |
| Watch Sporting Events: Several times per week | 62\% (232) | 28\% (103) | 6\% (24) | 1\% (5) | 1\% (3) | 1\% (5) | 1\% (2) | 3 |
| Watch Sporting Events: About once per week | 52\% (159) | 28\% (87) | 9\% (28) | 6\% (17) | - (2) | 2\% (6) | 3\% (8) | 3 |
| Watch Sporting Events: Several times per month | 48\% (68) | 29\% (41) | 6\% (9) | 10\% (14) | 5\% (7) | $3 \% \quad$ (4) | - (0) |  |
| Watch Sporting Events: About once per month | 46\% (58) | 29\% (36) | 7\% (8) | 9\% (11) | 6\% (8) | 1\% (2) | 2\% (3) |  |
| Watch Sporting Events: Less often than once per month | 46\% (137) | 22\% (66) | 8\% (24) | 5\% (14) | 4\% (11) | 11\% (33) | 4\% (11) | 2 |
| Watch Sporting Events: Never | 35\% (286) | 20\% (163) | 6\% (49) | 7\% (58) | 3\% (22) | 5\% (41) | 24\% (201) | 8 |
| Cable TV: Currently subscribe | 52\% (530) | 23\% (232) | 5\% (52) | 5\% (49) | 2\% (21) | 4\% (38) | 9\% (96) | 10 |
| Cable TV: Subscribed in past | 46\% (336) | 28\% (203) | 9\% (67) | 5\% (40) | 3\% (21) | 3\% (21) | 6\% (47) | 7 |
| Cable TV: Never subscribed | 40\% (179) | 18\% (81) | 6\% (26) | 7\% (33) | 3\% (13) | 7\% (32) | 18\% (83) | 4 |

[^83]Table HRdem1_1: How often do you watch or stream the following?
TV shows

| Demographic | Watch TV: <br> Every day | Watch TV: <br> Several <br> times per week | Watch TV: <br> About once per week | Watch TV: <br> Several times per month | Watch TV: <br> About once per month | Watch TV: <br> Less often than once per month | Watch TV: <br> Never | Tot |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 48\%(1045) | 24\% (517) | 7\% (145) | 6\% (121) | 2\% (55) | 4\% (91) | 10\% (225) | 22 |
| Satellite TV: Currently subscribe | 56\% (225) | 24\% (99) | 5\% (18) | $3 \% \quad$ (14) | - (2) | 3\% (11) | 8\% (34) | 4 |
| Satellite TV: Subscribed in past | 48\% (291) | 26\% (156) | 8\% (47) | 4\% (26) | 4\% (24) | 4\% (25) | 5\% (33) | 6 |
| Satellite TV: Never subscribed | 44\% (529) | 22\% (263) | 7\% (79) | 7\% (81) | 2\% (29) | 5\% (56) | 13\% (158) | 11 |
| Streaming Services: Currently subscribe | 51\% (668) | 29\% (385) | 6\% (78) | 5\% (71) | 2\% (28) | 3\% (42) | 4\% (49) | 13 |
| Streaming Services: Subscribed in past | 41\% (92) | 20\% (46) | 15\% (34) | 5\% (11) | 4\% (8) | 5\% (11) | 11\% (24) | 2 |
| Streaming Services: Never subscribed | 44\% (286) | 13\% (87) | 5\% (33) | 6\% (39) | 3\% (19) | 6\% (39) | 23\% (152) | 6 |
| Film: An avid fan | 56\% (401) | 27\% (188) | 5\% (34) | 4\% (26) | 2\% (17) | 2\% (16) | 4\% (28) | 7 |
| Film: A casual fan | 45\% (539) | 24\% (285) | 8\% (91) | $7 \% \quad$ (80) | 2\% (26) | 5\% (54) | 10\% (118) | 11 |
| Film: Not a fan | 35\% (105) | 15\% (44) | 7\% (20) | 5\% (15) | 4\% (12) | 7\% (21) | 27\% (80) | 2 |
| Television: An avid fan | 60\% (644) | 21\% (230) | 3\% (36) | 4\% (40) | 1\% (16) | 3\% (28) | 7\% (78) | 10 |
| Television: A casual fan | 39\% (375) | 28\% (271) | 10\% (93) | 7\% (67) | 3\% (31) | 5\% (48) | 8\% (81) | 9 |
| Television: Not a fan | 16\% (26) | 10\% (16) | 10\% (16) | 9\% (14) | 5\% (8) | 10\% (16) | 41\% (66) |  |
| Music: An avid fan | 52\% (534) | 26\% (270) | 4\% (46) | 5\% (49) | 2\% (18) | 4\% (40) | 7\% (73) | 10 |
| Music: A casual fan | 45\% (447) | 22\% (218) | 9\% (90) | 6\% (57) | 3\% (29) | 4\% (42) | 11\% (112) |  |
| Music: Not a fan | 36\% (63) | 17\% (30) | 5\% (9) | 8\% (14) | 4\% (8) | 5\% (9) | 23\% (41) | 1 |
| Fashion: An avid fan | 60\% (172) | 19\% (56) | 3\% (10) | 7\% (21) | 2\% (5) | $3 \% \quad$ (9) | 5\% (15) | 2 |
| Fashion: A casual fan | 49\% (405) | 24\% (202) | 7\% (57) | 6\% (53) | 2\% (18) | 4\% (31) | 8\% (63) | 8 |
| Fashion: Not a fan | 43\% (467) | 24\% (259) | 7\% (78) | 4\% (47) | 3\% (32) | 5\% (52) | 14\% (148) | 10 |

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 <br> Movies: <br> Every day | Watch <br> Movies: <br> Several <br> times per week | Watch <br> Movies: <br> About once per week | Watch <br> Movies: <br> Several <br> times per <br> month | Watch <br> Movies: <br> About once per month | Watch <br> Movies: Less often than once per month | Watch <br> Movies: <br> Never | Tot |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 16\% (353) | 26\% (579) | 18\% (394) | 12\% (257) | 9\% (199) | 8\% (170) | 11\% (247) | 22 |
| Gender: Male | 18\% (191) | 28\% (294) | 19\% (203) | 11\% (119) | 7\% (75) | 7\% (70) | 10\% (110) | 10 |
| Gender: Female | 14\% (162) | 25\% (285) | 17\% (190) | 12\% (139) | 11\% (124) | 9\% (100) | 12\% (137) | 11 |
| Age: 18-29 | 21\% (87) | 28\% (120) | 18\% (78) | 12\% (52) | 7\% (30) | 6\% (25) | 7\% (31) | 4 |
| Age: 30-44 | 24\% (143) | 32\% (186) | 19\% (111) | 10\% (58) | 7\% (42) | 4\% (22) | 5\% (29) |  |
| Age: 45-54 | 16\% (48) | 23\% (70) | 22\% (66) | 11\% (33) | 10\% (29) | 8\% (24) | 10\% (31) | 3 |
| Age: 55-64 | 9\% (39) | 25\% (113) | 17\% (78) | 13\% (59) | 10\% (46) | 9\% (42) | 17\% (74) | 4 |
| Age: 65+ | 8\% (36) | 21\% (90) | 14\% (61) | 13\% (56) | 12\% (54) | 13\% (57) | 19\% (83) | 4 |
| Generation Z: 18-22 | 12\% (21) | 36\% (59) | 18\% (30) | 13\% (21) | 7\% (11) | 9\% (14) | 6\% (10) |  |
| Millennial: Age 23-38 | 26\% (164) | 27\% (176) | 19\% (123) | 10\% (63) | 7\% (47) | 4\% (26) | 6\% (40) | 6 |
| Generation X: Age 39-54 | 18\% (93) | 28\% (141) | 20\% (102) | 11\% (58) | 8\% (42) | 6\% (32) | 8\% (41) | 5 |
| Boomers: Age 55-73 | 9\% (68) | 24\% (183) | 16\% (121) | 13\% (99) | 11\% (84) | 11\% (82) | 17\% (130) | 7 |
| PID: Dem (no lean) | 20\% (159) | 26\% (208) | 21\% (170) | 12\% (94) | 7\% (57) | $7 \% \quad$ (55) | 8\% (63) | 8 |
| PID: Ind (no lean) | 14\% (99) | 27\% (187) | 15\% (102) | 13\% (91) | 10\% (69) | 9\% (62) | 12\% (85) | 6 |
| PID: Rep (no lean) | 14\% (95) | 26\% (184) | 17\% (122) | 10\% (73) | 10\% (73) | 8\% (53) | 14\% (99) | 7 |
| PID/Gender: Dem Men | 22\% (83) | 28\% (106) | 25\% (92) | 9\% (32) | 4\% (16) | 4\% (13) | 8\% (29) | 3 |
| PID/Gender: Dem Women | 18\% (76) | 24\% (102) | 18\% (77) | 14\% (61) | 9\% (41) | 10\% (42) | 8\% (34) | 4 |
| PID/Gender: Ind Men | 15\% (52) | 29\% (103) | 13\% (44) | 12\% (43) | 10\% (35) | 10\% (34) | 11\% (40) | 3 |
| PID/Gender: Ind Women | 14\% (47) | 25\% (84) | 17\% (58) | 14\% (48) | 10\% (33) | 8\% (28) | 13\% (44) | 3 |
| PID/Gender: Rep Men | 16\% (55) | 25\% (85) | 20\% (67) | 13\% (43) | 7\% (24) | 7\% (23) | 12\% (40) | 3 |
| PID/Gender: Rep Women | 11\% (40) | 27\% (99) | 15\% (55) | 8\% (29) | 14\% (50) | 8\% (31) | 16\% (60) | 3 |
| Ideo: Liberal (1-3) | 19\% (114) | 28\% (174) | 21\% (128) | 10\% (62) | 8\% (51) | 8\% (48) | 6\% (37) | 6 |
| Ideo: Moderate (4) | 14\% (78) | 28\% (157) | 15\% (85) | 14\% (77) | 10\% (54) | 7\% (40) | 12\% (65) | 5 |
| Ideo: Conservative (5-7) | 15\% (109) | 23\% (168) | 18\% (133) | 13\% (96) | 9\% (69) | 9\% (66) | 12\% (92) |  |
| Educ: < College | 18\% (266) | 26\% (399) | 16\% (243) | 11\% (161) | 9\% (135) | 7\% (102) | 14\% (206) | 15 |
| Educ: Bachelors degree | 12\% (53) | 27\% (118) | 22\% (99) | 14\% (64) | 9\% (39) | 10\% (43) | 6\% (28) | 4 |
| Educ: Post-grad | 14\% (34) | 25\% (62) | 21\% (52) | 13\% (33) | 10\% (25) | 11\% (26) | 6\% (14) | 2 |

Continued on next page

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

| Demographic | Watch <br> Movies: <br> Every day | Watch <br> Movies: <br> Several <br> times per week | Watch <br> Movies: <br> About once per week | Watch <br> Movies: <br> Several <br> times per <br> month | Watch <br> Movies: <br> About once per month | Watch <br> Movies: Less often than once per month | Watch <br> Movies: <br> Never |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 16\% (353) | 26\% (579) | 18\% (394) | 12\% (257) | 9\% (199) | 8\% (170) | 11\% (247) |
| Income: Under 50k | 18\% (220) | 24\% (295) | 16\% (197) | 12\% (149) | 9\% (115) | 8\% (94) | 14\% (180) |
| Income: 50k-100k | 15\% (107) | 31\% (220) | 20\% (137) | 11\% (79) | 9\% (61) | 8\% (54) | 6\% (44) |
| Income: 100k+ | 10\% (26) | 26\% (64) | 24\% (60) | 12\% (30) | 9\% (24) | 9\% (23) | 9\% (23) |
| Ethnicity: White | $14 \%$ (241) | 26\% (444) | 18\% (306) | 12\% (208) | 10\% (169) | 8\% (143) | 12\% (210) |
| Ethnicity: Hispanic | 24\% (85) | 33\% (114) | 20\% (70) | 11\% (37) | 6\% (21) | $3 \% \quad$ (9) | 4\% (13) |
| Ethnicity: Afr. Am. | 24\% (66) | 29\% (79) | 19\% (51) | 12\% (32) | 6\% (16) | $3 \% \quad$ (9) | 8\% (21) |
| Ethnicity: Other | 23\% (46) | 28\% (57) | 18\% (36) | 8\% (17) | 7\% (14) | 9\% (18) | 8\% (16) |
| Community: Urban | 20\% (110) | 26\% (141) | 20\% (110) | 12\% (63) | 8\% (45) | 5\% (29) | 8\% (41) |
| Community: Suburban | 15\% (154) | 28\% (288) | 18\% (182) | 12\% (123) | 9\% (90) | 8\% (83) | 11\% (111) |
| Community: Rural | $14 \%$ (89) | 24\% (150) | 16\% (101) | 11\% (71) | 10\% (64) | 9\% (58) | 15\% (95) |
| Employ: Private Sector | 16\% (102) | 31\% (199) | 21\% (136) | 12\% (78) | 7\% (44) | 5\% (34) | 7\% (45) |
| Employ: Government | 20\% (26) | 24\% (30) | 19\% (25) | 14\% (18) | 9\% (12) | 6\% (8) | 7\% (8) |
| Employ: Self-Employed | 20\% (38) | 27\% (52) | 15\% (28) | 16\% (31) | 9\% (18) | 9\% (17) | 5\% (9) |
| Employ: Homemaker | 23\% (39) | 24\% (40) | 19\% (32) | 10\% (16) | 10\% (16) | 7\% (11) | 8\% (13) |
| Employ: Retired | 11\% (55) | 21\% (113) | 14\% (75) | 11\% (59) | 13\% (69) | 11\% (60) | 18\% (95) |
| Employ: Unemployed | 17\% (42) | 27\% (65) | 13\% (32) | 9\% (22) | 8\% (19) | 9\% (21) | 18\% (43) |
| Employ: Other | 22\% (45) | 23\% (48) | 21\% (43) | 10\% (21) | 5\% (10) | 6\% (13) | 13\% (27) |
| Military HH: Yes | 16\% (55) | 27\% (91) | 17\% (59) | 11\% (38) | 7\% (23) | 9\% (29) | 14\% (47) |
| Military HH: No | 16\% (298) | 26\% (488) | 18\% (335) | 12\% (219) | 9\% (176) | 8\% (141) | 11\% (200) |
| RD/WT: Right Direction | 16\% (131) | 25\% (213) | 15\% (124) | 12\% (99) | 10\% (82) | 8\% (66) | 15\% (123) |
| RD/WT: Wrong Track | 16\% (222) | 27\% (367) | 20\% (269) | 12\% (159) | 9\% (117) | 8\% (105) | 9\% (125) |
| Trump Job Approve | 16\% (138) | 26\% (229) | 16\% (136) | 12\% (104) | 10\% (85) | 8\% (71) | 13\% (115) |
| Trump Job Disapprove | 17\% (202) | 26\% (312) | 20\% (245) | 12\% (143) | 9\% (107) | 7\% (84) | 9\% (108) |
| Trump Job Strongly Approve | 17\% (79) | 25\% (121) | 15\% (73) | 11\% (52) | 10\% (47) | $7 \% \quad$ (32) | 15\% (72) |
| Trump Job Somewhat Approve | 15\% (59) | 27\% (108) | 16\% (63) | 13\% (52) | 10\% (39) | 10\% (39) | 11\% (43) |
| Trump Job Somewhat Disapprove | 21\% (54) | 22\% (55) | 18\% (47) | 14\% (36) | 9\% (24) | 6\% (16) | 9\% (23) |
| Trump Job Strongly Disapprove | 16\% (148) | 27\% (256) | 21\% (198) | 11\% (107) | 9\% (83) | 7\% (68) | 9\% (85) |

[^84]Table HRdem1_2: How often do you watch or stream the following? Movies

| Demographic | Watch <br> Movies: <br> Every day | Watch <br> Movies: <br> Several <br> times per week | Watch <br> Movies: <br> About once per week | Watch <br> Movies: <br> Several <br> times per month | Watch <br> Movies: <br> About once per month | Watch <br> Movies: Less often than once per month | Watch <br> Movies: <br> Never |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 16\% (353) | 26\% (579) | 18\% (394) | 12\% (257) | 9\% (199) | 8\% (170) | 11\% (247) |
| Favorable of Trump | 15\% (128) | 26\% (233) | 16\% (142) | 12\% (105) | 10\% (88) | 8\% (69) | 13\% (115) |
| Unfavorable of Trump | 18\% (209) | 26\% (315) | 20\% (235) | 12\% (139) | 9\% (103) | 8\% (90) | 9\% (103) |
| Very Favorable of Trump | 16\% (80) | 26\% (130) | 15\% (74) | 12\% (59) | 9\% (46) | 7\% (35) | 16\% (79) |
| Somewhat Favorable of Trump | 13\% (47) | 27\% (103) | 18\% (68) | 12\% (46) | 11\% (42) | 9\% (34) | 10\% (36) |
| Somewhat Unfavorable of Trump | 26\% (52) | 21\% (42) | 18\% (35) | 12\% (23) | 6\% (12) | $7 \% \quad$ (14) | 10\% (20) |
| Very Unfavorable of Trump | 16\% (157) | 27\% (274) | 20\% (201) | 12\% (116) | 9\% (92) | 8\% (76) | 8\% (83) |
| \#1 Issue: Economy | 18\% (104) | 30\% (169) | 20\% (113) | 11\% (62) | 7\% (38) | 7\% (39) | 7\% (39) |
| \#1 Issue: Security | 17\% (86) | 26\% (127) | 18\% (92) | $11 \%$ (56) | 8\% (39) | 8\% (39) | 12\% (58) |
| \#1 Issue: Health Care | 16\% (56) | 25\% (90) | 20\% (71) | 11\% (40) | 7\% (24) | 7\% (27) | 13\% (47) |
| \#1 Issue: Medicare / Social Security | 10\% (34) | 22\% (73) | 11\% (37) | 14\% (46) | 12\% (40) | 11\% (35) | 19\% (60) |
| \#1 Issue: Women's Issues | 10\% (11) | 37\% (40) | 16\% (18) | 15\% (16) | 13\% (15) | 4\% (4) | 4\% (5) |
| \#1 Issue: Education | 27\% (28) | 21\% (21) | $11 \% \quad$ (11) | 15\% (15) | 12\% (12) | $7 \% \quad$ (7) | 8\% (8) |
| \#1 Issue: Energy | 18\% (23) | 30\% (38) | 21\% (27) | 7\% (9) | 11\% (14) | 7\% (9) | 6\% (8) |
| \#1 Issue: Other | 10\% (13) | 17\% (21) | 20\% (25) | 11\% (13) | 14\% (18) | 8\% (11) | 19\% (24) |
| 2018 House Vote: Democrat | 18\% (137) | 28\% (219) | 20\% (158) | 10\% (79) | 10\% (76) | 7\% (52) | 8\% (61) |
| 2018 House Vote: Republican | 13\% (82) | 25\% (156) | 18\% (109) | 13\% (81) | 10\% (59) | 9\% (55) | 12\% (77) |
| 2018 House Vote: Someone else | 8\% (6) | 24\% (18) | 18\% (14) | 13\% (10) | 13\% (10) | 9\% (7) | 15\% (12) |
| 2016 Vote: Hillary Clinton | 16\% (115) | 26\% (180) | 22\% (154) | 11\% (77) | 10\% (68) | 7\% (52) | 8\% (59) |
| 2016 Vote: Donald Trump | 13\% (88) | 26\% (174) | 17\% (112) | 13\% (91) | 10\% (69) | 9\% (60) | 12\% (84) |
| 2016 Vote: Other | 16\% (19) | 25\% (29) | 18\% (20) | 11\% (13) | 10\% (11) | 8\% (9) | 13\% (15) |
| 2016 Vote: Didn't Vote | 19\% (131) | 28\% (196) | 15\% (107) | 11\% (77) | 7\% (48) | 7\% (49) | 13\% (89) |
| Voted in 2014: Yes | 15\% (199) | 26\% (332) | 19\% (242) | 12\% (159) | 10\% (133) | 8\% (104) | 10\% (131) |
| Voted in 2014: No | 17\% (155) | 27\% (247) | 17\% (152) | 11\% (99) | 7\% (66) | 7\% (67) | 13\% (116) |
| 2012 Vote: Barack Obama | 19\% (147) | 26\% (203) | 18\% (145) | 11\% (85) | 9\% (74) | 8\% (62) | 10\% (75) |
| 2012 Vote: Mitt Romney | 13\% (65) | 26\% (132) | 17\% (86) | 14\% (72) | 10\% (52) | 9\% (44) | 13\% (65) |
| 2012 Vote: Other | 9\% (8) | 25\% (22) | 18\% (16) | 12\% (10) | 9\% (8) | 5\% (5) | 23\% (21) |
| 2012 Vote: Didn't Vote | 17\% (133) | 28\% (222) | 18\% (147) | 11\% (90) | 8\% (66) | 7\% (60) | 11\% (86) |

[^85]Table HRdem1_2: How often do you watch or stream the following? Movies

| Demographic | Watch <br> Movies: <br> Every day | Watch <br> Movies: <br> Several <br> times per week | Watch <br> Movies: <br> About once per week | Watch <br> Movies: <br> Several <br> times per month | Watch <br> Movies: <br> About once per month | Watch <br> Movies: Less often than once per month | Watch <br> Movies: <br> Never |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 16\% (353) | 26\% (579) | 18\% (394) | 12\% (257) | 9\% (199) | 8\% (170) | 11\% (247) |
| 4-Region: Northeast | 17\% (69) | 25\% (100) | 18\% (70) | 10\% (39) | 12\% (45) | 9\% (34) | 9\% (36) |
| 4-Region: Midwest | 13\% (58) | 26\% (121) | 15\% (68) | 15\% (69) | 8\% (37) | 10\% (48) | 13\% (62) |
| 4-Region: South | 17\% (137) | 24\% (200) | 19\% (156) | 13\% (108) | 9\% (72) | 7\% (57) | 11\% (94) |
| 4-Region: West | 17\% (89) | 30\% (158) | 19\% (100) | 8\% (41) | 9\% (44) | 6\% (32) | 11\% (55) |
| Watch TV: Every day | 26\% (270) | 29\% (306) | 18\% (185) | 11\% (112) | 8\% (81) | 6\% (58) | 3\% (34) |
| Watch TV: Several times per week | 10\% (54) | 38\% (195) | 24\% (125) | 10\% (49) | 10\% (49) | 6\% (29) | 3\% (16) |
| Watch TV: About once per week | 5\% (8) | 31\% (45) | 34\% (49) | 8\% (12) | 8\% (12) | 10\% (14) | 4\% (6) |
| Watch TV: Several times per month | 3\% (4) | 12\% (15) | 11\% (14) | 43\% (53) | 13\% (16) | 9\% (11) | 8\% (9) |
| Watch TV: About once per month | 9\% (5) | 15\% (8) | 7\% (4) | 15\% (8) | 37\% (20) | 13\% (7) | 5\% (3) |
| Watch TV: Less often than once per month | 8\% (7) | 3\% (3) | 11\% (10) | 14\% (13) | 11\% (10) | 40\% (37) | 13\% (12) |
| Watch TV: Never | 3\% (6) | 3\% (7) | 4\% (8) | 5\% (11) | 5\% (10) | 7\% (15) | 75\% (168) |
| Watch Movies: Every day | 100\% (353) | - (0) | - (0) | - (0) | - (0) | - (0) | - (0) |
| Watch Movies: Several times per week | - (0) | 100\% (579) | - (0) | - (0) | - (0) | - (0) | - (0) |
| Watch Movies: About once per week | - (0) | - (0) | 100\% (394) | - (0) | - (0) | - (0) | - (0) |
| Watch Movies: Several times per month | - (0) | - (0) | - (0) | 100\% (257) | - (0) | - (0) | - (0) |
| Watch Movies: About once per month | - (0) | - (0) | - (0) | - (0) | 100\% (199) | - (0) | - (0) |
| Watch Movies: Less often than once per month | - (0) | - (0) | - (0) | - (0) | - (0) | 100\% (170) | - (0) |
| Watch Movies: Never | - (0) | - (0) | - (0) | - (0) | - (0) | - (0) | 100\% (247) |
| Watch Sporting Events: Every day | 55\% (76) | 22\% (30) | 16\% (21) | 5\% (7) | 1\% (1) | - (1) | 1\% (1) |
| Watch Sporting Events: Several times per week | 16\% (59) | 40\% (149) | 23\% (85) | 9\% (34) | 5\% (18) | 6\% (22) | 2\% (6) |
| Watch Sporting Events: About once per week | 17\% (54) | 25\% (77) | 23\% (71) | 13\% (40) | 10\% (29) | 9\% (26) | 3\% (11) |
| Watch Sporting Events: Several times per month | 12\% (17) | 26\% (37) | 15\% (21) | 26\% (37) | 16\% (23) | 4\% (5) | 1\% (1) |
| Watch Sporting Events: About once per month | 12\% (15) | 28\% (35) | 17\% (22) | 13\% (17) | 15\% (19) | 8\% (10) | 6\% (8) |
| Watch Sporting Events: Less often than once per month | 13\% (39) | 26\% (75) | 18\% (53) | 12\% (35) | 10\% (30) | 16\% (46) | 6\% (17) |
| Watch Sporting Events: Never | 12\% (94) | 21\% (176) | 15\% (120) | 11\% (88) | 9\% (78) | 8\% (62) | 25\% (203) |

[^86]Table HRdem1_2: How often do you watch or stream the following? Movies

| Demographic | Watch <br> Movies: <br> Every day | Watch <br> Movies: <br> Several <br> times per week | Watch <br> Movies: <br> About once per week | Watch <br> Movies: <br> Several <br> times per <br> month | Watch <br> Movies: <br> About once per month | Watch <br> Movies: Less often than once per month | Watch <br> Movies: <br> Never | Tot |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 16\% (353) | 26\% (579) | 18\% (394) | 12\% (257) | 9\% (199) | 8\% (170) | 11\% (247) | 22 |
| Cable TV: Currently subscribe | 17\% (169) | 28\% (286) | 17\% (169) | 13\% (129) | 9\% (89) | 7\% (75) | 10\% (100) | 10 |
| Cable TV: Subscribed in past | 18\% (132) | 28\% (203) | 20\% (147) | 11\% (82) | 10\% (76) | 7\% (51) | 6\% (43) | 7 |
| Cable TV: Never subscribed | 12\% (52) | 20\% (90) | 17\% (77) | 10\% (46) | 8\% (34) | 10\% (45) | 23\% (104) | 4 |
| Satellite TV: Currently subscribe | 17\% (69) | 28\% (114) | 21\% (84) | 10\% (39) | 8\% (34) | 7\% (28) | 9\% (35) | 4 |
| Satellite TV: Subscribed in past | 23\% (136) | 30\% (180) | 17\% (102) | 13\% (76) | 7\% (40) | 6\% (38) | 5\% (30) | 6 |
| Satellite TV: Never subscribed | 12\% (147) | 24\% (285) | 17\% (207) | 12\% (143) | 11\% (126) | 9\% (105) | 15\% (182) | 11 |
| Streaming Services: Currently subscribe | 19\% (252) | 33\% (434) | 21\% (274) | 12\% (161) | 8\% (102) | 5\% (71) | 2\% (26) | 13 |
| Streaming Services: Subscribed in past | 19\% (43) | 26\% (58) | 16\% (36) | 10\% (23) | 13\% (28) | 6\% (13) | 11\% (24) | 2 |
| Streaming Services: Never subscribed | 9\% (59) | 13\% (88) | 13\% (83) | 11\% (73) | 10\% (68) | 13\% (86) | 30\% (197) | 6 |
| Film: An avid fan | 29\% (203) | 37\% (260) | 18\% (125) | 7\% (53) | 4\% (27) | 3\% (20) | 3\% (23) |  |
| Film: A casual fan | 11\% (126) | 25\% (296) | 20\% (235) | 15\% (180) | 12\% (138) | 9\% (104) | 9\% (112) | 11 |
| Film: Not a fan | 8\% (24) | 8\% (23) | 11\% (33) | 8\% (24) | 12\% (34) | 16\% (46) | 38\% (112) | 2 |
| Television: An avid fan | 22\% (237) | 28\% (302) | 17\% (182) | 10\% (106) | 8\% (90) | 6\% (60) | 9\% (95) | 10 |
| Television: A casual fan | 12\% (111) | 26\% (252) | 20\% (193) | 14\% (134) | 10\% (97) | 9\% (89) | 9\% (91) | 9 |
| Television: Not a fan | 3\% (5) | 15\% (25) | 12\% (19) | 11\% (18) | 8\% (12) | 14\% (22) | 38\% (61) |  |
| Music: An avid fan | 22\% (225) | 30\% (311) | 19\% (195) | 9\% (98) | 7\% (68) | 6\% (59) | 7\% (75) | 10 |
| Music: A casual fan | 11\% (106) | 25\% (248) | 18\% (177) | 15\% (146) | 11\% (110) | 9\% (86) | 12\% (123) | 9 |
| Music: Not a fan | 13\% (22) | 11\% (20) | 13\% (22) | 8\% (14) | 12\% (21) | 15\% (25) | 28\% (49) |  |
| Fashion: An avid fan | 29\% (82) | 31\% (90) | 17\% (47) | 8\% (24) | 6\% (18) | 3\% (8) | 6\% (18) | 2 |
| Fashion: A casual fan | 17\% (141) | 29\% (241) | 19\% (154) | 13\% (105) | 8\% (63) | 7\% (55) | 8\% (69) | 8 |
| Fashion: Not a fan | 12\% (130) | 23\% (249) | 18\% (192) | 12\% (128) | 11\% (118) | 10\% (107) | 15\% (160) | 10 |

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

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

| Demographic | Watch <br> Sporting <br> Events: <br> Every day | Watch <br> Sporting <br> Events: <br> Several <br> times per week | Watch <br> Sporting <br> Events: <br> About once per week | Watch <br> Sporting <br> Events: <br> Several <br> times per <br> month | Watch <br> Sporting <br> Events: <br> About once per month | Watch Sporting Events: Less often than once per month | Watch <br> Sporting <br> Events: <br> Never | Tot: |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 6\% (137) | 17\% (373) | 14\% (308) | 6\% (142) | 6\% (126) | 13\% (295) | 37\% (820) | 22 |
| Gender: Male | 11\% (120) | 24\% (260) | 15\% (163) | 6\% (64) | 4\% (45) | 13\% (135) | 26\% (275) | 10 |
| Gender: Female | 1\% (17) | 10\% (113) | 13\% (145) | 7\% (78) | 7\% (81) | 14\% (160) | 48\% (545) | 11 |
| Age: 18-29 | 12\% (53) | 16\% (68) | $14 \%$ (60) | 3\% (14) | 6\% (26) | 10\% (44) | 37\% (157) | 4 |
| Age: 30-44 | 9\% (50) | 19\% (110) | 15\% (89) | 7\% (41) | 6\% (35) | 14\% (83) | 31\% (181) | 5 |
| Age: 45-54 | 4\% (11) | 17\% (52) | 16\% (47) | 7\% (20) | 5\% (15) | 16\% (48) | 36\% (107) | 3 |
| Age: 55-64 | 2\% (11) | 17\% (77) | 13\% (59) | 9\% (40) | 5\% (25) | 13\% (59) | 40\% (180) |  |
| Age: 65+ | 3\% (12) | 15\% (66) | 12\% (52) | 6\% (27) | 6\% (24) | 14\% (60) | 45\% (196) |  |
| Generation Z: 18-22 | 9\% (14) | 14\% (23) | 12\% (19) | 3\% (5) | 7\% (11) | 11\% (18) | 46\% (76) | 16 |
| Millennial: Age 23-38 | 10\% (67) | 18\% (114) | 16\% (102) | 5\% (34) | 6\% (41) | 13\% (83) | 31\% (199) | 6 |
| Generation X: Age 39-54 | 7\% (33) | 18\% (93) | 15\% (76) | 7\% (37) | 5\% (25) | 15\% (75) | 33\% (170) | 5 |
| Boomers: Age 55-73 | 2\% (18) | 16\% (124) | 13\% (96) | 8\% (63) | 5\% (42) | 14\% (104) | 42\% (321) | 7 |
| PID: Dem (no lean) | 7\% (60) | 17\% (138) | 16\% (125) | 6\% (46) | 6\% (47) | 14\% (113) | 34\% (277) | 8 |
| PID: Ind (no lean) | 5\% (32) | 16\% (112) | 13\% (89) | 8\% (57) | 6\% (39) | 14\% (96) | 39\% (269) | 6 |
| PID: Rep (no lean) | 6\% (45) | 18\% (123) | 13\% (94) | 6\% (39) | 6\% (40) | 12\% (87) | 39\% (274) | 7 |
| PID/Gender: Dem Men | 14\% (54) | 23\% (86) | 19\% (71) | 3\% (10) | 4\% (14) | $14 \%$ (51) | 23\% (87) |  |
| PID/Gender: Dem Women | 1\% (6) | 12\% (52) | 13\% (54) | 8\% (37) | 8\% (33) | $14 \%$ (61) | 44\% (190) |  |
| PID/Gender: Ind Men | 8\% (27) | 24\% (85) | 14\% (49) | 10\% (36) | 4\% (16) | 13\% (47) | 26\% (92) | 3. |
| PID/Gender: Ind Women | 2\% (5) | 8\% (28) | 12\% (39) | 6\% (21) | 7\% (23) | 14\% (48) | 52\% (177) | 3 |
| PID/Gender: Rep Men | 12\% (40) | 27\% (90) | 13\% (42) | 5\% (18) | 5\% (15) | 11\% (37) | 28\% (96) | 3 |
| PID/Gender: Rep Women | 2\% (5) | 9\% (33) | 14\% (51) | 6\% (21) | 7\% (24) | 14\% (50) | 49\% (179) | 3 |
| Ideo: Liberal (1-3) | 9\% (54) | 19\% (115) | 13\% (82) | 6\% (35) | 5\% (31) | 15\% (91) | 34\% (207) | 6 |
| Ideo: Moderate (4) | 5\% (30) | 15\% (86) | 16\% (91) | 9\% (48) | 7\% (40) | 12\% (68) | 34\% (191) | 5 |
| Ideo: Conservative (5-7) | 6\% (42) | 20\% (145) | 14\% (99) | 7\% (53) | 6\% (42) | 12\% (89) | 36\% (261) | 7 |
| Educ: < College | 6\% (93) | 15\% (222) | 13\% (191) | 5\% (82) | 5\% (81) | 14\% (215) | 41\% (628) | 15 |
| Educ: Bachelors degree | 6\% (26) | 23\% (103) | 17\% (75) | 9\% (41) | 6\% (28) | 10\% (45) | 28\% (125) | 4 |
| Educ: Post-grad | 7\% (18) | 19\% (47) | 17\% (41) | 8\% (19) | 7\% (16) | 14\% (35) | 28\% (68) | 2 |

[^87]Table HRdem1_3: How often do you watch or stream the following? Sporting events

| Demographic | Watch <br> Sporting <br> Events: <br> Every day | Watch <br> Sporting <br> Events: <br> Several <br> times per week | Watch <br> Sporting <br> Events: <br> About once per week | Watch <br> Sporting <br> Events: <br> Several <br> times per <br> month | Watch <br> Sporting Events: <br> About once per month | Watch Sporting Events: Less often than once per month | Watch Sporting Events: Never |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 6\% (137) | 17\% (373) | 14\% (308) | 6\% (142) | 6\% (126) | 13\% (295) | 37\% (820) |
| Income: Under 50k | 5\% (58) | 12\% (154) | 14\% (174) | 6\% (73) | 6\% (71) | 14\% (173) | 44\% (548) |
| Income: 50k-100k | 8\% (58) | 23\% (158) | 14\% (96) | 7\% (49) | 6\% (43) | 14\% (95) | 29\% (203) |
| Income: 100k+ | 9\% (21) | 25\% (61) | 15\% (38) | 8\% (20) | 5\% (12) | 11\% (27) | 28\% (69) |
| Ethnicity: White | 5\% (88) | 18\% (310) | 14\% (233) | 7\% (116) | 6\% (97) | 13\% (223) | 38\% (654) |
| Ethnicity: Hispanic | 17\% (59) | 15\% (54) | 10\% (36) | 7\% (23) | 3\% (11) | 11\% (38) | 37\% (128) |
| Ethnicity: Afr. Am. | 6\% (18) | 14\% (38) | 20\% (54) | 7\% (20) | 5\% (14) | 15\% (41) | 33\% (90) |
| Ethnicity: Other | 15\% (31) | 12\% (24) | 10\% (21) | 3\% (6) | 7\% (15) | 15\% (31) | 38\% (77) |
| Community: Urban | 10\% (52) | 16\% (86) | 17\% (92) | 5\% (26) | 6\% (31) | 13\% (72) | 34\% (181) |
| Community: Suburban | 5\% (55) | 19\% (199) | 13\% (138) | 7\% (76) | 6\% (62) | 12\% (127) | 36\% (374) |
| Community: Rural | 5\% (30) | 14\% (87) | 12\% (78) | 6\% (40) | 5\% (32) | 15\% (96) | 42\% (265) |
| Employ: Private Sector | 8\% (53) | 22\% (138) | 14\% (89) | 8\% (51) | 8\% (51) | 12\% (79) | 28\% (178) |
| Employ: Government | 13\% (17) | 23\% (29) | 15\% (20) | 5\% (7) | 5\% (6) | 10\% (12) | 29\% (37) |
| Employ: Self-Employed | 5\% (9) | 15\% (30) | 18\% (36) | 6\% (11) | 6\% (12) | 17\% (32) | 33\% (64) |
| Employ: Homemaker | 4\% (7) | 13\% (21) | 13\% (21) | 5\% (8) | $3 \% \quad$ (6) | $14 \% \quad$ (24) | 48\% (80) |
| Employ: Retired | 3\% (16) | 16\% (82) | 12\% (66) | 7\% (38) | 5\% (24) | 13\% (68) | 44\% (233) |
| Employ: Unemployed | 6\% (14) | 10\% (25) | 17\% (42) | 7\% (18) | 5\% (12) | 15\% (37) | 39\% (96) |
| Employ: Other | 6\% (13) | 16\% (34) | 10\% (20) | 3\% (7) | 4\% (8) | 18\% (38) | 43\% (88) |
| Military HH: Yes | 7\% (23) | 17\% (58) | 14\% (50) | 6\% (20) | 5\% (17) | 12\% (41) | 39\% (135) |
| Military HH: No | 6\% (114) | 17\% (315) | 14\% (258) | $7 \%$ (122) | 6\% (109) | 14\% (254) | 37\% (685) |
| RD/WT: Right Direction | 8\% (64) | 20\% (163) | 13\% (110) | 6\% (52) | 6\% (53) | 12\% (98) | 35\% (297) |
| RD/WT: Wrong Track | 5\% (73) | 15\% (209) | 14\% (197) | 7\% (90) | 5\% (73) | 14\% (197) | 38\% (523) |
| Trump Job Approve | 7\% (62) | 18\% (158) | 15\% (131) | 6\% (57) | 6\% (54) | 12\% (103) | 36\% (315) |
| Trump Job Disapprove | 6\% (72) | 17\% (201) | 14\% (167) | 6\% (77) | 6\% (71) | 15\% (175) | 37\% (439) |

[^88]Table HRdem1_3: How often do you watch or stream the following? Sporting events

| Demographic | Watch <br> Sporting <br> Events: <br> Every day | Watch <br> Sporting <br> Events: <br> Several <br> times per <br> week | Watch <br> Sporting <br> Events: <br> About once per week | Watch <br> Sporting <br> Events: <br> Several <br> times per <br> month | Watch <br> Sporting <br> Events: <br> About once per month | Watch Sporting Events: Less often than once per month | Watch Sporting Events: Never |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 6\% (137) | 17\% (373) | 14\% (308) | 6\% (142) | 6\% (126) | 13\% (295) | 37\% (820) |
| Trump Job Strongly Approve | 6\% (31) | 19\% (90) | 14\% (67) | 5\% (26) | 7\% (32) | 11\% (53) | 37\% (178) |
| Trump Job Somewhat Approve | 8\% (31) | 17\% (68) | 16\% (64) | 8\% (31) | 5\% (22) | 12\% (50) | 34\% (137) |
| Trump Job Somewhat Disapprove | 5\% (14) | 15\% (37) | 17\% (44) | 8\% (20) | 6\% (16) | 14\% (35) | 35\% (88) |
| Trump Job Strongly Disapprove | 6\% (58) | 17\% (163) | 13\% (122) | 6\% (57) | 6\% (55) | 15\% (139) | 37\% (351) |
| Favorable of Trump | 7\% (57) | 18\% (157) | 15\% (128) | 6\% (57) | 6\% (52) | 12\% (105) | 37\% (323) |
| Unfavorable of Trump | 6\% (73) | 17\% (206) | 14\% (168) | 6\% (76) | 6\% (72) | 14\% (169) | 36\% (430) |
| Very Favorable of Trump | 6\% (31) | 19\% (95) | 13\% (68) | 6\% (30) | 7\% (33) | 11\% (56) | 38\% (191) |
| Somewhat Favorable of Trump | 7\% (26) | 16\% (62) | 16\% (60) | 7\% (27) | 5\% (19) | 13\% (50) | 35\% (132) |
| Somewhat Unfavorable of Trump | 7\% (14) | 16\% (32) | 13\% (25) | 10\% (19) | 7\% (13) | 17\% (34) | 30\% (58) |
| Very Unfavorable of Trump | 6\% (59) | 17\% (174) | 14\% (143) | 6\% (57) | 6\% (59) | 14\% (135) | 37\% (372) |
| \#1 Issue: Economy | 7\% (38) | 19\% (106) | 19\% (109) | 8\% (42) | 5\% (31) | 13\% (75) | 29\% (162) |
| \#1 Issue: Security | 7\% (34) | 21\% (104) | 14\% (67) | 7\% (36) | 5\% (23) | 13\% (64) | 34\% (170) |
| \#1 Issue: Health Care | 6\% (22) | 19\% (67) | 12\% (43) | 7\% (24) | 7\% (26) | 11\% (39) | 38\% (134) |
| \#1 Issue: Medicare / Social Security | 3\% (11) | 12\% (40) | 12\% (37) | 5\% (16) | 7\% (22) | 15\% (48) | 46\% (150) |
| \#1 Issue: Women's Issues | $3 \% \quad$ (4) | 10\% (11) | 11\% (12) | 5\% (5) | 3\% (3) | 11\% (12) | 57\% (61) |
| \#1 Issue: Education | 7\% (7) | 12\% (12) | 15\% (15) | 4\% (4) | 6\% (6) | 23\% (23) | 34\% (34) |
| \#1 Issue: Energy | 15\% (19) | 17\% (22) | 9\% (12) | 7\% (9) | 7\% (9) | 13\% (16) | 32\% (41) |
| \#1 Issue: Other | $3 \% \quad$ (3) | 9\% (11) | 10\% (12) | 5\% (6) | 5\% (6) | 14\% (18) | 55\% (68) |
| 2018 House Vote: Democrat | 8\% (62) | 19\% (152) | 15\% (114) | 7\% (55) | 7\% (52) | 13\% (102) | 31\% (244) |
| 2018 House Vote: Republican | 6\% (36) | 18\% (113) | 15\% (92) | 8\% (49) | 6\% (40) | 12\% (77) | 34\% (214) |
| 2018 House Vote: Someone else | 2\% (1) | 24\% (18) | 15\% (11) | 6\% (5) | 2\% (2) | 13\% (9) | 38\% (28) |
| 2016 Vote: Hillary Clinton | 8\% (54) | 17\% (121) | 15\% (109) | 7\% (50) | 7\% (47) | 14\% (101) | 32\% (224) |
| 2016 Vote: Donald Trump | 6\% (38) | 18\% (121) | 16\% (106) | 9\% (58) | 5\% (37) | 12\% (82) | 35\% (237) |
| 2016 Vote: Other | 6\% (7) | 24\% (28) | 9\% (10) | 8\% (9) | 9\% (10) | 11\% (13) | 33\% (39) |
| 2016 Vote: Didn't Vote | 6\% (38) | 15\% (104) | 12\% (82) | 4\% (25) | 4\% (31) | 14\% (99) | 46\% (318) |

[^89]Table HRdem1_3: How often do you watch or stream the following? Sporting events

| Demographic | Watch <br> Sporting <br> Events: <br> Every day | Watch <br> Sporting <br> Events: <br> Several <br> times per week | Watch <br> Sporting <br> Events: <br> About once per week | Watch <br> Sporting <br> Events: <br> Several <br> times per <br> month | Watch <br> Sporting <br> Events: <br> About once per month | Watch Sporting Events: Less often than once per month | Watch <br> Sporting <br> Events: <br> Never | Tot: |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 6\% (137) | 17\% (373) | 14\% (308) | 6\% (142) | 6\% (126) | 13\% (295) | 37\% (820) | 22 |
| Voted in 2014: Yes | 7\% (85) | 18\% (237) | 15\% (195) | 8\% (99) | 6\% (84) | 13\% (168) | 33\% (432) | 12 |
| Voted in 2014: No | 6\% (52) | 15\% (136) | 13\% (113) | 5\% (43) | 5\% (41) | 14\% (127) | 43\% (389) | 9 |
| 2012 Vote: Barack Obama | 7\% (57) | 18\% (140) | 17\% (132) | $7 \%$ (59) | 7\% (51) | 14\% (112) | 30\% (240) | 7 |
| 2012 Vote: Mitt Romney | 5\% (25) | 20\% (104) | 14\% (70) | 7\% (37) | 5\% (28) | 13\% (68) | 36\% (184) | 5 |
| 2012 Vote: Other | 1\% (1) | 21\% (18) | 9\% (8) | 8\% (7) | 7\% (7) | 13\% (12) | 41\% (37) |  |
| 2012 Vote: Didn't Vote | 7\% (54) | 14\% (110) | 12\% (98) | 5\% (39) | 5\% (40) | 13\% (103) | 45\% (359) | 8 |
| 4-Region: Northeast | 11\% (44) | 19\% (75) | 14\% (55) | 5\% (20) | 5\% (21) | 15\% (59) | 31\% (120) | 3 |
| 4-Region: Midwest | 4\% (21) | 16\% (76) | 15\% (68) | 6\% (30) | 6\% (26) | 14\% (64) | 38\% (178) |  |
| 4-Region: South | 4\% (35) | 17\% (141) | 15\% (126) | 7\% (58) | 7\% (54) | 13\% (106) | 37\% (304) |  |
| 4-Region: West | 7\% (38) | 15\% (81) | 11\% (59) | 7\% (34) | 5\% (24) | 13\% (66) | 42\% (218) |  |
| Watch TV: Every day | 10\% (105) | 22\% (232) | 15\% (159) | 7\% (68) | 6\% (58) | 13\% (137) | 27\% (286) | 10 |
| Watch TV: Several times per week | 4\% (22) | 20\% (103) | 17\% (87) | 8\% (41) | 7\% (36) | 13\% (66) | 32\% (163) | 5 |
| Watch TV: About once per week | 2\% (3) | 16\% (24) | 19\% (28) | 6\% (9) | 6\% (8) | 16\% (24) | 34\% (49) |  |
| Watch TV: Several times per month | 1\% (1) | 4\% (5) | 14\% (17) | 11\% (14) | 9\% (11) | 12\% (14) | 48\% (58) |  |
| Watch TV: About once per month | 7\% (4) | 5\% (3) | 3\% (2) | 12\% (7) | $14 \% \quad$ (8) | 19\% (11) | 40\% (22) |  |
| Watch TV: Less often than once per month | $1 \% \quad$ (1) | 6\% (5) | 7\% (6) | 5\% (4) | 2\% (2) | 36\% (33) | 45\% (41) |  |
| Watch TV: Never | - (1) | 1\% (2) | 4\% (8) | - (0) | $1 \%$ (3) | 5\% (11) | 89\% (201) | 2 |
| Watch Movies: Every day | 21\% (76) | 17\% (59) | 15\% (54) | 5\% (17) | 4\% (15) | 11\% (39) | 27\% (94) | 3 |
| Watch Movies: Several times per week | 5\% (30) | 26\% (149) | 13\% (77) | 6\% (37) | 6\% (35) | 13\% (75) | 30\% (176) | 5 |
| Watch Movies: About once per week | 5\% (21) | 22\% (85) | 18\% (71) | 5\% (21) | 6\% (22) | 14\% (53) | 30\% (120) | 3 |
| Watch Movies: Several times per month | 3\% (7) | 13\% (34) | 15\% (40) | 14\% (37) | 7\% (17) | 14\% (35) | 34\% (88) | 2 |
| Watch Movies: About once per month | 1\% (1) | 9\% (18) | 15\% (29) | 12\% (23) | 10\% (19) | 15\% (30) | 39\% (78) |  |
| Watch Movies: Less often than once per month | - (1) | 13\% (22) | 15\% (26) | 3\% (5) | 6\% (10) | 27\% (46) | 36\% (62) |  |
| Watch Movies: Never | - (1) | 2\% (6) | 4\% (11) | 1\% (1) | 3\% (8) | 7\% (17) | 82\% (203) | 2 |

[^90]Table HRdem1_3: How often do you watch or stream the following? Sporting events

| Demographic | Watch <br> Sporting <br> Events: <br> Every day | Watch <br> Sporting <br> Events: <br> Several <br> times per <br> week | Watch <br> Sporting <br> Events: <br> About once per week | Watch <br> Sporting <br> Events: <br> Several <br> times per <br> month | Watch <br> Sporting <br> Events: <br> About once per month | Watch Sporting Events: Less often than once per month | Watch <br> Sporting <br> Events: <br> Never |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 6\% (137) | 17\% (373) | 14\% (308) | 6\% (142) | 6\% (126) | 13\% (295) | 37\% (820) |
| Watch Sporting Events: Every day | 100\% (137) | - (0) | - (0) | - (0) | - (0) | - (0) | - (0) |
| Watch Sporting Events: Several times per week | - (0) | 100\% (373) | - (0) | - (0) | - (0) | - (0) | - (0) |
| Watch Sporting Events: About once per week | - (0) | - (0) | 100\% (308) | - (0) | - (0) | - (0) | - (0) |
| Watch Sporting Events: Several times per month | - (0) | - (0) | - (0) | 100\% (142) | - (0) | - (0) | - (0) |
| Watch Sporting Events: About once per month | - (0) | - (0) | - (0) | - (0) | 100\% (126) | - (0) | - (0) |
| Watch Sporting Events: Less often than once per month | - (0) | - (0) | - (0) | - (0) | - (0) | 100\% (295) | - (0) |
| Watch Sporting Events: Never | - (0) | - (0) | - (0) | - (0) | - (0) | - (0) | 100\% (820) |
| Cable TV: Currently subscribe | 8\% (78) | 19\% (192) | 15\% (153) | 7\% (74) | 5\% (53) | 14\% (139) | 32\% (328) |
| Cable TV: Subscribed in past | 5\% (37) | 18\% (135) | 15\% (114) | 7\% (50) | 6\% (47) | 13\% (95) | 35\% (257) |
| Cable TV: Never subscribed | 5\% (21) | 10\% (46) | 9\% (41) | 4\% (18) | 6\% (25) | $14 \%$ (61) | 53\% (235) |
| Satellite TV: Currently subscribe | 9\% (37) | 25\% (101) | 15\% (62) | 5\% (19) | 5\% (19) | 12\% (48) | 29\% (118) |
| Satellite TV: Subscribed in past | 9\% (52) | 18\% (110) | 15\% (91) | 8\% (47) | 6\% (37) | 15\% (92) | 29\% (173) |
| Satellite TV: Never subscribed | 4\% (49) | 14\% (162) | 13\% (155) | 6\% (76) | 6\% (70) | 13\% (155) | 44\% (529) |
| Streaming Services: Currently subscribe | 7\% (98) | 19\% (253) | 16\% (215) | 7\% (89) | 5\% (65) | 14\% (181) | 32\% (421) |
| Streaming Services: Subscribed in past | 10\% (22) | 13\% (30) | 11\% (25) | 8\% (18) | 8\% (18) | 16\% (35) | 34\% (77) |
| Streaming Services: Never subscribed | 3\% (17) | 14\% (89) | 10\% (68) | 5\% (35) | 7\% (43) | 12\% (79) | 49\% (323) |
| Film: An avid fan | 9\% (66) | 18\% (130) | 17\% (119) | 5\% (36) | 5\% (37) | 15\% (108) | 30\% (215) |
| Film: A casual fan | 5\% (62) | 18\% (217) | 14\% (161) | 8\% (91) | 6\% (74) | 13\% (153) | 36\% (434) |
| Film: Not a fan | $3 \% \quad$ (9) | 9\% (25) | 9\% (27) | 5\% (15) | 5\% (16) | 11\% (34) | 58\% (171) |
| Television: An avid fan | 8\% (83) | 18\% (194) | 16\% (169) | 7\% (74) | 5\% (56) | 14\% (146) | 32\% (348) |
| Television: A casual fan | 5\% (53) | 17\% (167) | 13\% (129) | 6\% (60) | 6\% (62) | 13\% (129) | 38\% (367) |
| Television: Not a fan | - (1) | 7\% (12) | 6\% (10) | 5\% (8) | 5\% (8) | 12\% (20) | 65\% (105) |
| Music: An avid fan | 9\% (92) | 20\% (202) | 15\% (152) | 6\% (67) | 5\% (55) | 14\% (144) | 31\% (319) |
| Music: A casual fan | 4\% (40) | 16\% (157) | 14\% (138) | 6\% (61) | 6\% (62) | 13\% (128) | 41\% (408) |
| Music: Not a fan | 2\% (4) | 8\% (14) | 10\% (17) | 8\% (14) | $5 \% \quad$ (9) | 13\% (22) | 53\% (93) |

[^91]Table HRdem1_3: How often do you watch or stream the following?
Sporting events

| Demographic | Watch <br> Sporting <br> Events: <br> Every day | Watch <br> Sporting <br> Events: <br> Several <br> times per <br> week | Watch <br> Sporting <br> Events: <br> About once per week | Watch Sporting Events: Several times per month | Watch <br> Sporting <br> Events: <br> About once per month | Watch Sporting Events: Less often than once per month | Watch <br> Sporting <br> Events: <br> Never | Tot |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 6\% (137) | 17\% (373) | 14\% (308) | 6\% (142) | 6\% (126) | 13\% (295) | 37\% (820) | 22 |
| Fashion: An avid fan | 11\% (31) | 12\% (35) | 18\% (51) | 7\% (19) | 8\% (22) | 12\% (35) | 33\% (95) | 2 |
| Fashion: A casual fan | 7\% (61) | 18\% (149) | 15\% (123) | 7\% (54) | 6\% (51) | 14\% (116) | 33\% (273) | 8 |
| Fashion: Not a fan | 4\% (45) | 17\% (189) | 12\% (134) | 6\% (69) | 5\% (52) | 13\% (143) | 42\% (452) | 10 |

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\% | (1018) | $33 \%$ | (735) | 20\% | (447) | 2200 |
| Gender: Male | 49\% | (521) | 35\% | (368) | 16\% | (173) | 1062 |
| Gender: Female | 44\% | (496) | 32\% | (367) | 24\% | (274) | 1138 |
| Age: 18-29 | 35\% | (148) | 33\% | (140) | 32\% | (134) | 422 |
| Age: 30-44 | 46\% | (273) | 39\% | (228) | 15\% | (90) | 591 |
| Age: 45-54 | 46\% | (138) | 37\% | (110) | 17\% | (52) | 300 |
| Age: 55-64 | 51\% | (230) | 30\% | (136) | 19\% | (85) | 450 |
| Age: 65+ | 53\% | (229) | 28\% | (121) | 20\% | (86) | 436 |
| Generation Z: 18-22 | 40\% | (67) | $31 \%$ | (52) | 28\% | (47) | 166 |
| Millennial: Age 23-38 | 40\% | (254) | 37\% | (234) | 24\% | (151) | 639 |
| Generation X: Age 39-54 | 47\% | (238) | 38\% | (192) | 15\% | (79) | 508 |
| Boomers: Age 55-73 | 51\% | (393) | 29\% | (224) | 20\% | (151) | 768 |
| PID: Dem (no lean) | 49\% | (397) | $34 \%$ | (275) | 17\% | (134) | 806 |
| PID: Ind (no lean) | 43\% | (300) | $32 \%$ | (220) | 25\% | (174) | 694 |
| PID: Rep (no lean) | 46\% | (320) | $34 \%$ | (240) | 20\% | (140) | 700 |
| PID/Gender: Dem Men | 54\% | (200) | 34\% | (127) | 12\% | (46) | 373 |
| PID/Gender: Dem Women | 45\% | (197) | $34 \%$ | (148) | 20\% | (88) | 433 |
| PID/Gender: Ind Men | 47\% | (165) | $33 \%$ | (117) | 20\% | (70) | 352 |
| PID/Gender: Ind Women | 39\% | (135) | 30\% | (103) | 30\% | (104) | 342 |
| PID/Gender: Rep Men | 46\% | (155) | 37\% | (124) | 17\% | (57) | 337 |
| PID/Gender: Rep Women | 45\% | (165) | $32 \%$ | (116) | 23\% | (83) | 363 |
| Ideo: Liberal (1-3) | 50\% | (310) | $34 \%$ | (210) | 15\% | (94) | 614 |
| Ideo: Moderate (4) | 46\% | (256) | 34\% | (187) | 20\% | (111) | 554 |
| Ideo: Conservative (5-7) | 46\% | (339) | $33 \%$ | (240) | $21 \%$ | (153) | 732 |
| Educ: < College | 44\% | (660) | 34\% | (519) | 22\% | (333) | 1512 |
| Educ: Bachelors degree | $51 \%$ | (226) | $33 \%$ | (146) | 16\% | (73) | 444 |
| Educ: Post-grad | 54\% | (131) | 29\% | (71) | 17\% | (42) | 244 |
| Income: Under 50k | 42\% | (525) | 34\% | (425) | 24\% | (300) | 1250 |
| Income: 50k-100k | 50\% | (349) | 34\% | (237) | 16\% | (116) | 702 |
| Income: 100k+ | 58\% | (143) | 30\% | (74) | 13\% | (32) | 249 |
| Ethnicity: White | 46\% | (796) | 35\% | (598) | 19\% | (328) | 1722 |

[^92]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\% | (1018) | $33 \%$ | (735) | 20\% | (447) | 2200 |
| Ethnicity: Hispanic | 47\% | (165) | 33\% | (117) | 19\% | (68) | 349 |
| Ethnicity: Afr. Am. | 48\% | (132) | 29\% | (78) | 23\% | (64) | 274 |
| Ethnicity: Other | 44\% | (90) | 29\% | (59) | 27\% | (55) | 204 |
| Community: Urban | 49\% | (263) | 33\% | (178) | 18\% | (99) | 540 |
| Community: Suburban | 53\% | (545) | $31 \%$ | (316) | 16\% | (170) | 1032 |
| Community: Rural | 33\% | (209) | 38\% | (240) | 28\% | (178) | 628 |
| Employ: Private Sector | 47\% | (299) | 37\% | (234) | 17\% | (107) | 639 |
| Employ: Government | 37\% | (47) | 40\% | (51) | 23\% | (29) | 128 |
| Employ: Self-Employed | $51 \%$ | (100) | $31 \%$ | (61) | 17\% | (33) | 193 |
| Employ: Homemaker | 33\% | (56) | 35\% | (58) | 32\% | (53) | 167 |
| Employ: Retired | 53\% | (280) | 28\% | (149) | 19\% | (98) | 527 |
| Employ: Unemployed | 49\% | (119) | 29\% | (70) | 23\% | (56) | 245 |
| Employ: Other | 41\% | (84) | 40\% | (82) | 20\% | (41) | 207 |
| Military HH: Yes | 48\% | (165) | 34\% | (115) | 18\% | (63) | 343 |
| Military HH: No | 46\% | (853) | 33\% | (620) | $21 \%$ | (385) | 1857 |
| RD/WT: Right Direction | 48\% | (402) | $33 \%$ | (276) | 19\% | (160) | 837 |
| RD/WT: Wrong Track | 45\% | (616) | 34\% | (460) | 21\% | (288) | 1363 |
| Trump Job Approve | 47\% | (412) | $33 \%$ | (292) | 20\% | (175) | 879 |
| Trump Job Disapprove | 47\% | (562) | 34\% | (403) | 20\% | (236) | 1200 |
| Trump Job Strongly Approve | 50\% | (236) | 32\% | (151) | 19\% | (89) | 476 |
| Trump Job Somewhat Approve | 44\% | (176) | 35\% | (141) | 21\% | (86) | 403 |
| Trump Job Somewhat Disapprove | 47\% | (121) | 37\% | (96) | 15\% | (39) | 255 |
| Trump Job Strongly Disapprove | 47\% | (441) | $33 \%$ | (307) | 21\% | (197) | 945 |
| Favorable of Trump | 47\% | (413) | 34\% | (297) | 19\% | (170) | 880 |
| Unfavorable of Trump | 46\% | (549) | $34 \%$ | (406) | 20\% | (239) | 1194 |
| Very Favorable of Trump | 49\% | (249) | 31\% | (156) | 20\% | (99) | 503 |
| Somewhat Favorable of Trump | 43\% | (163) | 38\% | (141) | 19\% | (71) | 376 |
| Somewhat Unfavorable of Trump | 45\% | (88) | 36\% | (70) | 19\% | (38) | 196 |
| Very Unfavorable of Trump | 46\% | (461) | $34 \%$ | (336) | 20\% | (201) | 999 |

[^93]Table HRdem2_1: Do you, or anyone in your household, subscribe to the following?
Cable television

| Demographic | Cable TV: Currently <br> subscribe | Cable TV: Subscribed <br> in past | Cable TV: Never <br> subscribed |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: |
| Adults | Total N |  |  |

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\% | (1018) | 33\% | (735) | 20\% | (447) | 2200 |
| Watch TV: Every day | 51\% | (530) | 32\% | (336) | 17\% | (179) | 1045 |
| Watch TV: Several times per week | 45\% | (232) | 39\% | (203) | 16\% | (81) | 517 |
| Watch TV: About once per week | 36\% | (52) | 46\% | (67) | 18\% | (26) | 145 |
| Watch TV: Several times per month | 40\% | (49) | $33 \%$ | (40) | 27\% | (33) | 121 |
| Watch TV: About once per month | 38\% | (21) | 38\% | (21) | $24 \%$ | (13) | 55 |
| Watch TV: Less often than once per month | 42\% | (38) | 23\% | (21) | 35\% | (32) | 91 |
| Watch TV: Never | 42\% | (96) | $21 \%$ | (47) | 37\% | (83) | 225 |
| Watch Movies: Every day | 48\% | (169) | 37\% | (132) | 15\% | (52) | 353 |
| Watch Movies: Several times per week | 49\% | (286) | 35\% | (203) | 16\% | (90) | 579 |
| Watch Movies: About once per week | 43\% | (169) | 37\% | (147) | 20\% | (77) | 394 |
| Watch Movies: Several times per month | 50\% | (129) | 32\% | (82) | 18\% | (46) | 257 |
| Watch Movies: About once per month | 45\% | (89) | 38\% | (76) | 17\% | (34) | 199 |
| Watch Movies: Less often than once per month | 44\% | (75) | 30\% | (51) | 26\% | (45) | 170 |
| Watch Movies: Never | 40\% | (100) | 18\% | (43) | 42\% | (104) | 247 |
| Watch Sporting Events: Every day | $57 \%$ | (78) | 27\% | (37) | 15\% | (21) | 137 |
| Watch Sporting Events: Several times per week | $52 \%$ | (192) | 36\% | (135) | 12\% | (46) | 373 |
| Watch Sporting Events: About once per week | 50\% | (153) | 37\% | (114) | 13\% | (41) | 308 |
| Watch Sporting Events: Several times per month | $52 \%$ | (74) | 35\% | (50) | 13\% | (18) | 142 |
| Watch Sporting Events: About once per month | 42\% | (53) | 38\% | (47) | 20\% | (25) | 126 |
| Watch Sporting Events: Less often than once per month | 47\% | (139) | 32\% | (95) | $21 \%$ | (61) | 295 |
| Watch Sporting Events: Never | 40\% | (328) | $31 \%$ | (257) | $29 \%$ | (235) | 820 |
| Cable TV: Currently subscribe | 100\% | (1018) | - | (0) | - | (0) | 1018 |
| Cable TV: Subscribed in past | - | (0) | 100\% | (735) | - | (0) | 735 |
| Cable TV: Never subscribed | - | (0) | - | (0) | 100\% | (447) | 447 |
| Satellite TV: Currently subscribe | 26\% | (106) | 41\% | (166) | $33 \%$ | (131) | 403 |
| Satellite TV: Subscribed in past | 40\% | (243) | $53 \%$ | (319) | 7\% | (40) | 602 |
| Satellite TV: Never subscribed | 56\% | (669) | 21\% | (251) | 23\% | (276) | 1195 |
| Streaming Services: Currently subscribe | 47\% | (622) | 38\% | (500) | 15\% | (199) | 1321 |
| Streaming Services: Subscribed in past | 36\% | (82) | 47\% | (107) | 16\% | (37) | 226 |
| Streaming Services: Never subscribed | 48\% | (313) | 20\% | (128) | $32 \%$ | (212) | 654 |

[^94]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\% | (1018) | $33 \%$ | (735) | 20\% | (447) | 2200 |
| Film: An avid fan | 46\% | (329) | 35\% | (252) | 18\% | (130) | 711 |
| Film: A casual fan | 47\% | (562) | 35\% | (412) | 18\% | (218) | 1192 |
| Film: Not a fan | 43\% | (127) | 24\% | (72) | 33\% | (99) | 298 |
| Television: An avid fan | 53\% | (564) | $32 \%$ | (344) | 15\% | (164) | 1071 |
| Television: A casual fan | 43\% | (413) | 37\% | (357) | 20\% | (197) | 967 |
| Television: Not a fan | 26\% | (41) | 21\% | (33) | 54\% | (87) | 162 |
| Music: An avid fan | 48\% | (494) | $33 \%$ | (339) | 19\% | (198) | 1031 |
| Music: A casual fan | 46\% | (455) | 35\% | (348) | 19\% | (192) | 995 |
| Music: Not a fan | 39\% | (68) | 28\% | (48) | 33\% | (58) | 173 |
| Fashion: An avid fan | 48\% | (139) | $32 \%$ | (92) | 20\% | (56) | 287 |
| Fashion: A casual fan | 49\% | (404) | $31 \%$ | (258) | 20\% | (167) | 828 |
| Fashion: Not a fan | 44\% | (474) | 36\% | (385) | 21\% | (225) | 1084 |

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: <br> Subscribed in past |  | Satellite TV: Never subscribed |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 18\% | (403) | 27\% | (602) | 54\% | (1195) | 2200 |
| Gender: Male | 18\% | (195) | 30\% | (319) | 52\% | (548) | 1062 |
| Gender: Female | 18\% | (208) | 25\% | (283) | 57\% | (648) | 1138 |
| Age: 18-29 | 16\% | (70) | 30\% | (127) | 53\% | (226) | 422 |
| Age: 30-44 | 18\% | (109) | 30\% | (177) | 52\% | (305) | 591 |
| Age: 45-54 | 18\% | (54) | 33\% | (98) | 49\% | (148) | 300 |
| Age: 55-64 | 19\% | (84) | 25\% | (115) | 56\% | (252) | 450 |
| Age: 65+ | 20\% | (86) | 19\% | (85) | 61\% | (265) | 436 |
| Generation Z: 18-22 | 15\% | (24) | 29\% | (49) | 56\% | (93) | 166 |
| Millennial: Age 23-38 | 19\% | (121) | 29\% | (184) | 52\% | (334) | 639 |
| Generation X: Age 39-54 | 17\% | (87) | 33\% | (170) | 50\% | (252) | 508 |
| Boomers: Age 55-73 | 18\% | (142) | 23\% | (176) | 59\% | (450) | 768 |
| PID: Dem (no lean) | 19\% | (150) | $27 \%$ | (219) | 54\% | (436) | 806 |
| PID: Ind (no lean) | 14\% | (96) | 28\% | (195) | 58\% | (403) | 694 |
| PID: Rep (no lean) | 22\% | (156) | 27\% | (188) | 51\% | (356) | 700 |
| PID/Gender: Dem Men | 16\% | (59) | $31 \%$ | (117) | 53\% | (197) | 373 |
| PID/Gender: Dem Women | 21\% | (92) | 24\% | (102) | 55\% | (239) | 433 |
| PID/Gender: Ind Men | 16\% | (56) | 32\% | (112) | 52\% | (184) | 352 |
| PID/Gender: Ind Women | 12\% | (40) | 24\% | (83) | 64\% | (218) | 342 |
| PID/Gender: Rep Men | 24\% | (81) | 27\% | (90) | 49\% | (167) | 337 |
| PID/Gender: Rep Women | $21 \%$ | (76) | $27 \%$ | (98) | $52 \%$ | (190) | 363 |
| Ideo: Liberal (1-3) | 18\% | (111) | 28\% | (170) | 54\% | (333) | 614 |
| Ideo: Moderate (4) | 18\% | (100) | 29\% | (160) | $53 \%$ | (294) | 554 |
| Ideo: Conservative (5-7) | 20\% | (148) | 26\% | (189) | 54\% | (394) | 732 |
| Educ: < College | 18\% | (279) | 28\% | (420) | 54\% | (813) | 1512 |
| Educ: Bachelors degree | 17\% | (73) | 30\% | (133) | $53 \%$ | (237) | 444 |
| Educ: Post-grad | 21\% | (51) | 20\% | (49) | 59\% | (145) | 244 |
| Income: Under 50k | 16\% | (201) | 27\% | (337) | $57 \%$ | (712) | 1250 |
| Income: $50 \mathrm{k}-100 \mathrm{k}$ | 21\% | (148) | 29\% | (204) | 50\% | (349) | 702 |
| Income: 100k+ | 22\% | (54) | 24\% | (61) | 54\% | (134) | 249 |
| Ethnicity: White | 18\% | (309) | 27\% | (469) | 55\% | (944) | 1722 |

[^95]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 | 18\% | (403) | 27\% | (602) | 54\% | (1195) | 2200 |
| Ethnicity: Hispanic | 18\% | (62) | 26\% | (91) | 56\% | (196) | 349 |
| Ethnicity: Afr. Am. | 20\% | (54) | 29\% | (79) | 52\% | (142) | 274 |
| Ethnicity: Other | 19\% | (40) | 26\% | (54) | 54\% | (110) | 204 |
| Community: Urban | 18\% | (99) | 25\% | (132) | 57\% | (308) | 540 |
| Community: Suburban | 14\% | (141) | 28\% | (292) | 58\% | (599) | 1032 |
| Community: Rural | 26\% | (163) | 28\% | (177) | 46\% | (288) | 628 |
| Employ: Private Sector | 19\% | (121) | 30\% | (193) | 51\% | (325) | 639 |
| Employ: Government | 18\% | (23) | 35\% | (45) | 47\% | (61) | 128 |
| Employ: Self-Employed | 15\% | (30) | 29\% | (57) | 55\% | (107) | 193 |
| Employ: Homemaker | 13\% | (22) | $31 \%$ | (51) | 56\% | (94) | 167 |
| Employ: Retired | 20\% | (104) | 21\% | (113) | 59\% | (309) | 527 |
| Employ: Unemployed | 17\% | (41) | 23\% | (57) | 60\% | (146) | 245 |
| Employ: Other | 23\% | (49) | 31\% | (64) | 46\% | (95) | 207 |
| Military HH: Yes | 21\% | (72) | 30\% | (104) | 49\% | (167) | 343 |
| Military HH: No | 18\% | (331) | 27\% | (497) | 55\% | (1029) | 1857 |
| RD/WT: Right Direction | 22\% | (186) | 26\% | (216) | 52\% | (436) | 837 |
| RD/WT: Wrong Track | 16\% | (217) | 28\% | (386) | 56\% | (760) | 1363 |
| Trump Job Approve | 22\% | (190) | 26\% | (231) | 52\% | (459) | 879 |
| Trump Job Disapprove | 17\% | (203) | 28\% | (342) | 55\% | (656) | 1200 |
| Trump Job Strongly Approve | 24\% | (115) | 24\% | (116) | 51\% | (244) | 476 |
| Trump Job Somewhat Approve | 19\% | (75) | 28\% | (114) | 53\% | (214) | 403 |
| Trump Job Somewhat Disapprove | 14\% | (35) | 32\% | (82) | 54\% | (138) | 255 |
| Trump Job Strongly Disapprove | 18\% | (168) | 28\% | (260) | 55\% | (517) | 945 |
| Favorable of Trump | 21\% | (187) | 27\% | (238) | 52\% | (455) | 880 |
| Unfavorable of Trump | 17\% | (200) | 28\% | (336) | 55\% | (658) | 1194 |
| Very Favorable of Trump | 23\% | (115) | 25\% | (126) | 52\% | (262) | 503 |
| Somewhat Favorable of Trump | 19\% | (72) | 30\% | (112) | 51\% | (192) | 376 |
| Somewhat Unfavorable of Trump | 14\% | (26) | 32\% | (62) | 55\% | (107) | 196 |
| Very Unfavorable of Trump | 17\% | (174) | 27\% | (274) | 55\% | (551) | 999 |

Continued on next page

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

| Demographic | Satellite TV: Currently | Satellite TV: |  | Satellite TV: Never |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| subscribed |  |  |  |  |

[^96]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 | 18\% | (403) | 27\% | (602) | 54\% | (1195) | 2200 |
| Watch TV: Every day | 22\% | (225) | 28\% | (291) | $51 \%$ | (529) | 1045 |
| Watch TV: Several times per week | 19\% | (99) | 30\% | (156) | 51\% | (263) | 517 |
| Watch TV: About once per week | 13\% | (18) | 33\% | (47) | 55\% | (79) | 145 |
| Watch TV: Several times per month | 12\% | (14) | $22 \%$ | (26) | 67\% | (81) | 121 |
| Watch TV: About once per month | 4\% | (2) | 44\% | (24) | 53\% | (29) | 55 |
| Watch TV: Less often than once per month | 12\% | (11) | 27\% | (25) | 61\% | (56) | 91 |
| Watch TV: Never | 15\% | (34) | 15\% | (33) | 70\% | (158) | 225 |
| Watch Movies: Every day | 20\% | (69) | 39\% | (136) | 42\% | (147) | 353 |
| Watch Movies: Several times per week | 20\% | (114) | $31 \%$ | (180) | 49\% | (285) | 579 |
| Watch Movies: About once per week | 21\% | (84) | 26\% | (102) | 53\% | (207) | 394 |
| Watch Movies: Several times per month | 15\% | (39) | 29\% | (76) | 55\% | (143) | 257 |
| Watch Movies: About once per month | 17\% | (34) | 20\% | (40) | 63\% | (126) | 199 |
| Watch Movies: Less often than once per month | 16\% | (28) | 22\% | (38) | 62\% | (105) | 170 |
| Watch Movies: Never | 14\% | (35) | 12\% | (30) | 74\% | (182) | 247 |
| Watch Sporting Events: Every day | 27\% | (37) | 38\% | (52) | 36\% | (49) | 137 |
| Watch Sporting Events: Several times per week | 27\% | (101) | 30\% | (110) | 43\% | (162) | 373 |
| Watch Sporting Events: About once per week | 20\% | (62) | 30\% | (91) | $50 \%$ | (155) | 308 |
| Watch Sporting Events: Several times per month | 13\% | (19) | $33 \%$ | (47) | 54\% | (76) | 142 |
| Watch Sporting Events: About once per month | 15\% | (19) | 30\% | (37) | 56\% | (70) | 126 |
| Watch Sporting Events: Less often than once per month | 16\% | (48) | $31 \%$ | (92) | $53 \%$ | (155) | 295 |
| Watch Sporting Events: Never | 14\% | (118) | $21 \%$ | (173) | 64\% | (529) | 820 |
| Cable TV: Currently subscribe | 10\% | (106) | 24\% | (243) | 66\% | (669) | 1018 |
| Cable TV: Subscribed in past | 23\% | (166) | 43\% | (319) | 34\% | (251) | 735 |
| Cable TV: Never subscribed | 29\% | (131) | 9\% | (40) | 62\% | (276) | 447 |
| Satellite TV: Currently subscribe | 100\% | (403) | - | (0) | - | (0) | 403 |
| Satellite TV: Subscribed in past | - | (0) | 100\% | (602) | - | (0) | 602 |
| Satellite TV: Never subscribed | - | (0) | - | (0) | 100\% | (1195) | 1195 |
| Streaming Services: Currently subscribe | 19\% | (248) | $32 \%$ | (420) | 49\% | (652) | 1321 |
| Streaming Services: Subscribed in past | 14\% | (33) | 44\% | (100) | $41 \%$ | (93) | 226 |
| Streaming Services: Never subscribed | 19\% | (122) | 12\% | (81) | 69\% | (451) | 654 |

[^97]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 | 18\% | (403) | 27\% | (602) | 54\% | (1195) | 2200 |
| Film: An avid fan | 23\% | (161) | 29\% | (205) | 48\% | (344) | 711 |
| Film: A casual fan | 16\% | (191) | 29\% | (345) | 55\% | (657) | 1192 |
| Film: Not a fan | 17\% | (51) | 17\% | (52) | 65\% | (195) | 298 |
| Television: An avid fan | 22\% | (237) | 26\% | (282) | 52\% | (552) | 1071 |
| Television: A casual fan | 16\% | (156) | 30\% | (293) | 54\% | (518) | 967 |
| Television: Not a fan | 6\% | (10) | 17\% | (27) | 77\% | (125) | 162 |
| Music: An avid fan | 19\% | (199) | 29\% | (300) | 52\% | (533) | 1031 |
| Music: A casual fan | 18\% | (179) | 26\% | (263) | 56\% | (553) | 995 |
| Music: Not a fan | 15\% | (26) | $22 \%$ | (39) | 63\% | (109) | 173 |
| Fashion: An avid fan | 27\% | (76) | $24 \%$ | (70) | 49\% | (142) | 287 |
| Fashion: A casual fan | 17\% | (141) | 30\% | (248) | 53\% | (439) | 828 |
| Fashion: Not a fan | 17\% | (186) | 26\% | (284) | 57\% | (614) | 1084 |

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: <br> Currently subscribe |  | Streaming Services: Subscribed in past |  | Streaming Services: <br> Never subscribed |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 60\% | (1321) | 10\% | (226) | 30\% | (654) | 2200 |
| Gender: Male | 60\% | (641) | 12\% | (128) | 28\% | (292) | 1062 |
| Gender: Female | 60\% | (679) | 9\% | (97) | 32\% | (362) | 1138 |
| Age: 18-29 | 67\% | (282) | 14\% | (61) | 19\% | (79) | 422 |
| Age: 30-44 | 77\% | (452) | 11\% | (66) | 12\% | (73) | 591 |
| Age: 45-54 | 60\% | (180) | 12\% | (36) | 28\% | (85) | 300 |
| Age: 55-64 | 52\% | (233) | 9\% | (40) | 39\% | (177) | 450 |
| Age: 65+ | 40\% | (173) | 5\% | (22) | 55\% | (241) | 436 |
| Generation Z: 18-22 | 75\% | (125) | 8\% | (14) | 16\% | (27) | 166 |
| Millennial: Age 23-38 | 71\% | (454) | 15\% | (93) | 14\% | (92) | 639 |
| Generation X: Age 39-54 | 66\% | (335) | 11\% | (57) | 23\% | (117) | 508 |
| Boomers: Age 55-73 | 47\% | (364) | 8\% | (59) | 45\% | (344) | 768 |
| PID: Dem (no lean) | 66\% | (529) | 11\% | (87) | $24 \%$ | (190) | 806 |
| PID: Ind (no lean) | 59\% | (410) | 9\% | (65) | 32\% | (220) | 694 |
| PID: Rep (no lean) | 54\% | (381) | 11\% | (74) | 35\% | (244) | 700 |
| PID/Gender: Dem Men | 67\% | (248) | 16\% | (58) | 18\% | (66) | 373 |
| PID/Gender: Dem Women | 65\% | (281) | 7\% | (28) | 28\% | (123) | 433 |
| PID/Gender: Ind Men | 59\% | (208) | 9\% | (33) | 32\% | (112) | 352 |
| PID/Gender: Ind Women | 59\% | (202) | 9\% | (32) | 32\% | (108) | 342 |
| PID/Gender: Rep Men | 55\% | (186) | 11\% | (37) | 34\% | (114) | 337 |
| PID/Gender: Rep Women | 54\% | (196) | 10\% | (37) | 36\% | (130) | 363 |
| Ideo: Liberal (1-3) | $74 \%$ | (452) | 8\% | (49) | 19\% | (114) | 614 |
| Ideo: Moderate (4) | 62\% | (343) | 11\% | (61) | 27\% | (151) | 554 |
| Ideo: Conservative (5-7) | 53\% | (389) | 10\% | (70) | 37\% | (273) | 732 |
| Educ: < College | 56\% | (847) | 12\% | (176) | 32\% | (489) | 1512 |
| Educ: Bachelors degree | 70\% | (310) | 8\% | (35) | $22 \%$ | (99) | 444 |
| Educ: Post-grad | 67\% | (164) | 6\% | (15) | 27\% | (66) | 244 |
| Income: Under 50k | 53\% | (659) | 11\% | (142) | 36\% | (449) | 1250 |
| Income: 50k-100k | $71 \%$ | (495) | 10\% | (71) | 19\% | (135) | 702 |
| Income: 100k+ | 67\% | (167) | 5\% | (13) | 28\% | (70) | 249 |
| Ethnicity: White | 59\% | (1013) | 10\% | (164) | 32\% | (545) | 1722 |

[^98]Table HRdem2_3: Do you, or anyone in your household, subscribe to the following?
Streaming service(s)

| Demographic | Streaming Services: |  |  | Streaming Services: | Streaming Services: |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: |
| Currently subscribe | Subscribed in past | Never subscribed |  |  |  |

Continued on next page

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

| Demographic | Streaming Services: <br> Currently subscribe | Streaming Services: <br> Subscribed in past | Streaming Services: <br> Never subscribed |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: |
| Total N |  |  |  |

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 | 60\% | (1321) | 10\% | (226) | 30\% | (654) | 2200 |
| Watch TV: Every day | 64\% | (668) | 9\% | (92) | 27\% | (286) | 1045 |
| Watch TV: Several times per week | 74\% | (385) | 9\% | (46) | 17\% | (87) | 517 |
| Watch TV: About once per week | 54\% | (78) | 23\% | (34) | 23\% | (33) | 145 |
| Watch TV: Several times per month | 59\% | (71) | 9\% | (11) | 32\% | (39) | 121 |
| Watch TV: About once per month | $51 \%$ | (28) | 15\% | (8) | $34 \%$ | (19) | 55 |
| Watch TV: Less often than once per month | 46\% | (42) | 12\% | (11) | 42\% | (39) | 91 |
| Watch TV: Never | 22\% | (49) | 11\% | (24) | 67\% | (152) | 225 |
| Watch Movies: Every day | 71\% | (252) | 12\% | (43) | 17\% | (59) | 353 |
| Watch Movies: Several times per week | 75\% | (434) | 10\% | (58) | 15\% | (88) | 579 |
| Watch Movies: About once per week | 70\% | (274) | 9\% | (36) | $21 \%$ | (83) | 394 |
| Watch Movies: Several times per month | 63\% | (161) | 9\% | (23) | 28\% | (73) | 257 |
| Watch Movies: About once per month | 51\% | (102) | 14\% | (28) | 34\% | (68) | 199 |
| Watch Movies: Less often than once per month | 42\% | (71) | 8\% | (13) | 51\% | (86) | 170 |
| Watch Movies: Never | 11\% | (26) | 10\% | (24) | 80\% | (197) | 247 |
| Watch Sporting Events: Every day | 71\% | (98) | 16\% | (22) | 13\% | (17) | 137 |
| Watch Sporting Events: Several times per week | 68\% | (253) | 8\% | (30) | 24\% | (89) | 373 |
| Watch Sporting Events: About once per week | 70\% | (215) | 8\% | (25) | $22 \%$ | (68) | 308 |
| Watch Sporting Events: Several times per month | 62\% | (89) | 13\% | (18) | 25\% | (35) | 142 |
| Watch Sporting Events: About once per month | 52\% | (65) | 14\% | (18) | 34\% | (43) | 126 |
| Watch Sporting Events: Less often than once per month | $61 \%$ | (181) | 12\% | (35) | 27\% | (79) | 295 |
| Watch Sporting Events: Never | $51 \%$ | (421) | 9\% | (77) | 39\% | (323) | 820 |
| Cable TV: Currently subscribe | 61\% | (622) | 8\% | (82) | $31 \%$ | (313) | 1018 |
| Cable TV: Subscribed in past | 68\% | (500) | 15\% | (107) | 17\% | (128) | 735 |
| Cable TV: Never subscribed | 44\% | (199) | 8\% | (37) | 47\% | (212) | 447 |
| Satellite TV: Currently subscribe | 62\% | (248) | 8\% | (33) | 30\% | (122) | 403 |
| Satellite TV: Subscribed in past | 70\% | (420) | 17\% | (100) | 13\% | (81) | 602 |
| Satellite TV: Never subscribed | 55\% | (652) | 8\% | (93) | 38\% | (451) | 1195 |
| Streaming Services: Currently subscribe | 100\% | (1321) | - | (0) | - | (0) | 1321 |
| Streaming Services: Subscribed in past | - | (0) | 100\% | (226) | - | (0) | 226 |
| Streaming Services: Never subscribed | - | (0) | - | (0) | 100\% | (654) | 654 |

[^99]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: <br> Never subscribed |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 60\% | (1321) | 10\% | (226) | 30\% | (654) | 2200 |
| Film: An avid fan | 75\% | (530) | 10\% | (69) | 16\% | (112) | 711 |
| Film: A casual fan | 59\% | (709) | 10\% | (116) | $31 \%$ | (367) | 1192 |
| Film: Not a fan | 28\% | (82) | 14\% | (41) | 59\% | (175) | 298 |
| Television: An avid fan | 63\% | (671) | 11\% | (114) | 27\% | (286) | 1071 |
| Television: A casual fan | 60\% | (581) | 10\% | (94) | 30\% | (292) | 967 |
| Television: Not a fan | 43\% | (69) | 11\% | (17) | 47\% | (76) | 162 |
| Music: An avid fan | 68\% | (705) | 11\% | (113) | $21 \%$ | (212) | 1031 |
| Music: A casual fan | 55\% | (548) | 10\% | (97) | 35\% | (351) | 995 |
| Music: Not a fan | 39\% | (68) | 9\% | (16) | 52\% | (90) | 173 |
| Fashion: An avid fan | 69\% | (199) | 13\% | (37) | 18\% | (51) | 287 |
| Fashion: A casual fan | 65\% | (538) | 11\% | (92) | 24\% | (198) | 828 |
| Fashion: Not a fan | 54\% | (584) | 9\% | (96) | 37\% | (404) | 1084 |

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

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

| Demographic | Film: An avid fan |  | Film: A casual fan |  | Film: Not a fan |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $32 \%$ | (711) | $54 \%$ | (1192) | 14\% | (298) | 2200 |
| Gender: Male | 35\% | (375) | 54\% | (571) | 11\% | (115) | 1062 |
| Gender: Female | 29\% | (335) | 55\% | (621) | 16\% | (182) | 1138 |
| Age: 18-29 | 36\% | (154) | 51\% | (214) | 13\% | (55) | 422 |
| Age: 30-44 | 40\% | (238) | 51\% | (304) | 8\% | (48) | 591 |
| Age: 45-54 | 37\% | (111) | 51\% | (155) | 11\% | (34) | 300 |
| Age: 55-64 | 27\% | (121) | 56\% | (253) | 17\% | (76) | 450 |
| Age: 65+ | 20\% | (86) | 61\% | (267) | 19\% | (84) | 436 |
| Generation Z: 18-22 | 44\% | (73) | 44\% | (73) | 12\% | (20) | 166 |
| Millennial: Age 23-38 | 37\% | (238) | 52\% | (333) | 11\% | (68) | 639 |
| Generation X: Age 39-54 | 38\% | (193) | 52\% | (266) | 10\% | (49) | 508 |
| Boomers: Age 55-73 | $24 \%$ | (184) | 58\% | (448) | 18\% | (135) | 768 |
| PID: Dem (no lean) | 37\% | (302) | 52\% | (423) | 10\% | (81) | 806 |
| PID: Ind (no lean) | $31 \%$ | (214) | 57\% | (392) | 13\% | (88) | 694 |
| PID: Rep (no lean) | 28\% | (195) | 54\% | (377) | 18\% | (128) | 700 |
| PID/Gender: Dem Men | 41\% | (154) | 52\% | (195) | 6\% | (23) | 373 |
| PID/Gender: Dem Women | $34 \%$ | (148) | 53\% | (228) | 13\% | (58) | 433 |
| PID/Gender: Ind Men | $31 \%$ | (109) | 58\% | (204) | $11 \%$ | (39) | 352 |
| PID/Gender: Ind Women | $31 \%$ | (105) | 55\% | (188) | 14\% | (49) | 342 |
| PID/Gender: Rep Men | $33 \%$ | (112) | 51\% | (172) | 16\% | (52) | 337 |
| PID/Gender: Rep Women | 23\% | (82) | 56\% | (205) | 21\% | (76) | 363 |
| Ideo: Liberal (1-3) | 40\% | (243) | 53\% | (324) | 8\% | (47) | 614 |
| Ideo: Moderate (4) | 32\% | (175) | 57\% | (315) | 12\% | (65) | 554 |
| Ideo: Conservative (5-7) | 27\% | (198) | 56\% | (409) | 17\% | (126) | 732 |
| Educ: < College | $33 \%$ | (495) | 52\% | (789) | 15\% | (228) | 1512 |
| Educ: Bachelors degree | 33\% | (146) | 57\% | (252) | 10\% | (46) | 444 |
| Educ: Post-grad | 28\% | (69) | 62\% | (152) | 10\% | (23) | 244 |
| Income: Under 50k | 32\% | (401) | $52 \%$ | (647) | 16\% | (202) | 1250 |
| Income: 50k-100k | $33 \%$ | (229) | 57\% | (396) | 11\% | (76) | 702 |
| Income: 100k+ | 32\% | (81) | 60\% | (148) | 8\% | (20) | 249 |
| Ethnicity: White | 30\% | (511) | 55\% | (954) | 15\% | (257) | 1722 |
| Ethnicity: Hispanic | 40\% | (140) | 54\% | (189) | 6\% | (20) | 349 |

[^100]Table HRdem3_1: In general, what kind offan do you consider yourself of the following?
Film

| Demographic | Film: An avid fan |  | Film: A casual fan |  | Film: Not a fan |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $32 \%$ | (711) | $54 \%$ | (1192) | 14\% | (298) | 2200 |
| Ethnicity: Afr. Am. | 48\% | (131) | 44\% | (122) | 8\% | (22) | 274 |
| Ethnicity: Other | 34\% | (69) | $57 \%$ | (117) | 9\% | (18) | 204 |
| Community: Urban | $36 \%$ | (197) | 53\% | (284) | 11\% | (59) | 540 |
| Community: Suburban | 32\% | (329) | 57\% | (585) | 11\% | (117) | 1032 |
| Community: Rural | 29\% | (184) | 51\% | (322) | 19\% | (122) | 628 |
| Employ: Private Sector | 38\% | (242) | 52\% | (334) | 10\% | (63) | 639 |
| Employ: Government | 26\% | (33) | 64\% | (82) | 10\% | (13) | 128 |
| Employ: Self-Employed | 34\% | (66) | 55\% | (107) | 11\% | (21) | 193 |
| Employ: Homemaker | 30\% | (51) | 55\% | (93) | 14\% | (24) | 167 |
| Employ: Retired | 21\% | (109) | 61\% | (319) | 19\% | (99) | 527 |
| Employ: Unemployed | 36\% | (89) | 49\% | (121) | 14\% | (35) | 245 |
| Employ: Other | 39\% | (81) | 44\% | (92) | 16\% | (34) | 207 |
| Military HH: Yes | 30\% | (102) | $57 \%$ | (194) | 14\% | (47) | 343 |
| Military HH: No | 33\% | (608) | 54\% | (998) | 13\% | (251) | 1857 |
| RD/WT: Right Direction | 26\% | (222) | 57\% | (474) | 17\% | (142) | 837 |
| RD/WT: Wrong Track | 36\% | (489) | 53\% | (718) | 11\% | (156) | 1363 |
| Trump Job Approve | 27\% | (239) | $56 \%$ | (496) | 16\% | (144) | 879 |
| Trump Job Disapprove | 35\% | (426) | 54\% | (643) | 11\% | (131) | 1200 |
| Trump Job Strongly Approve | 24\% | (116) | $56 \%$ | (267) | 20\% | (93) | 476 |
| Trump Job Somewhat Approve | $31 \%$ | (123) | 57\% | (229) | 13\% | (51) | 403 |
| Trump Job Somewhat Disapprove | $31 \%$ | (78) | 56\% | (144) | 13\% | (33) | 255 |
| Trump Job Strongly Disapprove | 37\% | (348) | 53\% | (499) | 10\% | (99) | 945 |
| Favorable of Trump | 27\% | (238) | 57\% | (499) | 16\% | (143) | 880 |
| Unfavorable of Trump | 37\% | (441) | 53\% | (629) | 10\% | (124) | 1194 |
| Very Favorable of Trump | 26\% | (129) | $56 \%$ | (280) | 19\% | (95) | 503 |
| Somewhat Favorable of Trump | 29\% | (109) | 58\% | (219) | 13\% | (48) | 376 |
| Somewhat Unfavorable of Trump | 36\% | (70) | 50\% | (97) | 14\% | (28) | 196 |
| Very Unfavorable of Trump | 37\% | (371) | 53\% | (532) | 10\% | (95) | 999 |

[^101]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 | $32 \%$ | (711) | 54\% | (1192) | 14\% | (298) | 2200 |
| \#1 Issue: Economy | 38\% | (215) | $51 \%$ | (287) | 11\% | (62) | 564 |
| \#1 Issue: Security | 32\% | (157) | 57\% | (284) | 11\% | (57) | 498 |
| \#1 Issue: Health Care | 32\% | (112) | 53\% | (187) | 15\% | (55) | 354 |
| \#1 Issue: Medicare / Social Security | 22\% | (72) | 57\% | (184) | $21 \%$ | (69) | 324 |
| \#1 Issue: Women's Issues | 38\% | (41) | 54\% | (58) | 8\% | (9) | 108 |
| \#1 Issue: Education | 28\% | (28) | 61\% | (62) | 11\% | (11) | 101 |
| \#1 Issue: Energy | 45\% | (58) | 44\% | (56) | $11 \%$ | (14) | 128 |
| \#1 Issue: Other | 22\% | (28) | 60\% | (75) | 18\% | (22) | 124 |
| 2018 House Vote: Democrat | 38\% | (296) | 54\% | (419) | 8\% | (66) | 782 |
| 2018 House Vote: Republican | 27\% | (165) | 56\% | (346) | 18\% | (110) | 621 |
| 2018 House Vote: Someone else | 29\% | (21) | 53\% | (40) | 18\% | (14) | 75 |
| 2016 Vote: Hillary Clinton | 38\% | (267) | 53\% | (375) | 9\% | (64) | 706 |
| 2016 Vote: Donald Trump | 25\% | (172) | 57\% | (389) | 17\% | (118) | 678 |
| 2016 Vote: Other | $31 \%$ | (36) | 59\% | (68) | 10\% | (12) | 116 |
| 2016 Vote: Didn't Vote | 34\% | (236) | 51\% | (358) | 15\% | (104) | 698 |
| Voted in 2014: Yes | $33 \%$ | (427) | 55\% | (712) | 12\% | (161) | 1299 |
| Voted in 2014: No | 31\% | (283) | 53\% | (480) | 15\% | (137) | 901 |
| 2012 Vote: Barack Obama | $36 \%$ | (282) | 54\% | (425) | 11\% | (83) | 791 |
| 2012 Vote: Mitt Romney | 27\% | (139) | 57\% | (293) | 16\% | (84) | 516 |
| 2012 Vote: Other | 23\% | (21) | 60\% | (54) | 17\% | (15) | 90 |
| 2012 Vote: Didn't Vote | 33\% | (268) | 52\% | (420) | 14\% | (115) | 803 |
| 4-Region: Northeast | 32\% | (125) | 56\% | (222) | 12\% | (47) | 394 |
| 4-Region: Midwest | $28 \%$ | (129) | 54\% | (251) | 18\% | (82) | 462 |
| 4-Region: South | 34\% | (277) | 53\% | (434) | 14\% | (113) | 824 |
| 4-Region: West | 34\% | (179) | 55\% | (285) | 11\% | (56) | 520 |

Continued on next page

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

| Demographic | Film: An avid fan |  | Film: A casual fan |  | Film: Not a fan |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $32 \%$ | (711) | $54 \%$ | (1192) | 14\% | (298) | 2200 |
| Watch TV: Every day | 38\% | (401) | 52\% | (539) | 10\% | (105) | 1045 |
| Watch TV: Several times per week | 36\% | (188) | 55\% | (285) | 9\% | (44) | 517 |
| Watch TV: About once per week | 23\% | (34) | 63\% | (91) | 14\% | (20) | 145 |
| Watch TV: Several times per month | $22 \%$ | (26) | 66\% | (80) | 13\% | (15) | 121 |
| Watch TV: About once per month | $31 \%$ | (17) | 47\% | (26) | 22\% | (12) | 55 |
| Watch TV: Less often than once per month | 18\% | (16) | 59\% | (54) | 23\% | (21) | 91 |
| Watch TV: Never | 12\% | (28) | 52\% | (118) | 35\% | (80) | 225 |
| Watch Movies: Every day | 57\% | (203) | 36\% | (126) | 7\% | (24) | 353 |
| Watch Movies: Several times per week | 45\% | (260) | 51\% | (296) | $4 \%$ | (23) | 579 |
| Watch Movies: About once per week | 32\% | (125) | 60\% | (235) | 8\% | (33) | 394 |
| Watch Movies: Several times per month | 20\% | (53) | 70\% | (180) | 9\% | (24) | 257 |
| Watch Movies: About once per month | 13\% | (27) | 69\% | (138) | 17\% | (34) | 199 |
| Watch Movies: Less often than once per month | 12\% | (20) | 61\% | (104) | 27\% | (46) | 170 |
| Watch Movies: Never | 9\% | (23) | 45\% | (112) | 45\% | (112) | 247 |
| Watch Sporting Events: Every day | 48\% | (66) | 45\% | (62) | 7\% | (9) | 137 |
| Watch Sporting Events: Several times per week | 35\% | (130) | 58\% | (217) | 7\% | (25) | 373 |
| Watch Sporting Events: About once per week | 39\% | (119) | 52\% | (161) | 9\% | (27) | 308 |
| Watch Sporting Events: Several times per month | 26\% | (36) | 64\% | (91) | 10\% | (15) | 142 |
| Watch Sporting Events: About once per month | 29\% | (37) | 59\% | (74) | 12\% | (16) | 126 |
| Watch Sporting Events: Less often than once per month | 37\% | (108) | 52\% | (153) | $12 \%$ | (34) | 295 |
| Watch Sporting Events: Never | 26\% | (215) | 53\% | (434) | 21\% | (171) | 820 |
| Cable TV: Currently subscribe | 32\% | (329) | 55\% | (562) | 12\% | (127) | 1018 |
| Cable TV: Subscribed in past | 34\% | (252) | 56\% | (412) | 10\% | (72) | 735 |
| Cable TV: Never subscribed | 29\% | (130) | 49\% | (218) | 22\% | (99) | 447 |
| Satellite TV: Currently subscribe | 40\% | (161) | 47\% | (191) | 13\% | (51) | 403 |
| Satellite TV: Subscribed in past | 34\% | (205) | 57\% | (345) | 9\% | (52) | 602 |
| Satellite TV: Never subscribed | 29\% | (344) | 55\% | (657) | 16\% | (195) | 1195 |
| Streaming Services: Currently subscribe | 40\% | (530) | 54\% | (709) | 6\% | (82) | 1321 |
| Streaming Services: Subscribed in past | 30\% | (69) | 51\% | (116) | 18\% | (41) | 226 |
| Streaming Services: Never subscribed | 17\% | (112) | $56 \%$ | (367) | 27\% | (175) | 654 |

Continued on next page

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

| Demographic | Film: An avid fan |  | Film: A casual fan |  | Film: Not a fan |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | $32 \%$ | (711) | $54 \%$ | (1192) | 14\% | (298) | 2200 |
| Film: An avid fan | 100\% | (711) | - | (0) | - | (0) | 711 |
| Film: A casual fan | - | (0) | 100\% | (1192) | - | (0) | 1192 |
| Film: Not a fan | - | (0) | - | (0) | 100\% | (298) | 298 |
| Television: An avid fan | 52\% | (553) | 39\% | (418) | 9\% | (101) | 1071 |
| Television: A casual fan | 14\% | (132) | 75\% | (724) | 11\% | (111) | 967 |
| Television: Not a fan | $16 \%$ | (26) | $31 \%$ | (50) | 53\% | (86) | 162 |
| Music: An avid fan | $52 \%$ | (535) | 40\% | (417) | 8\% | (79) | 1031 |
| Music: A casual fan | 15\% | (153) | 72\% | (713) | 13\% | (130) | 995 |
| Music: Not a fan | 13\% | (22) | 36\% | (62) | $51 \%$ | (89) | 173 |
| Fashion: An avid fan | 59\% | (170) | $31 \%$ | (90) | 9\% | (27) | 287 |
| Fashion: A casual fan | $34 \%$ | (284) | 60\% | (499) | 6\% | (46) | 828 |
| Fashion: Not a fan | $24 \%$ | (257) | 56\% | (603) | 21\% | (225) | 1084 |

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 offan do you consider yourself of the following?
Television

| Demographic | Television: An avid fan |  | Television: A casual fan |  | Televisio | : Not a fan | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 49\% | (1071) | 44\% | (967) | 7\% | (162) | 2200 |
| Gender: Male | 49\% | (519) | 45\% | (474) | 6\% | (69) | 1062 |
| Gender: Female | 49\% | (552) | 43\% | (493) | 8\% | (93) | 1138 |
| Age: 18-29 | $37 \%$ | (155) | 50\% | (213) | 13\% | (55) | 422 |
| Age: 30-44 | 52\% | (305) | 42\% | (250) | 6\% | (36) | 591 |
| Age: 45-54 | 56\% | (167) | 40\% | (120) | 5\% | (14) | 300 |
| Age: 55-64 | 51\% | (230) | 42\% | (190) | 7\% | (30) | 450 |
| Age: 65+ | 49\% | (215) | 45\% | (194) | 6\% | (27) | 436 |
| Generation Z: 18-22 | 28\% | (47) | 55\% | (92) | 16\% | (27) | 166 |
| Millennial: Age 23-38 | 48\% | (306) | 44\% | (283) | 8\% | (50) | 639 |
| Generation X: Age 39-54 | 54\% | (273) | 41\% | (208) | 5\% | (27) | 508 |
| Boomers: Age 55-73 | 50\% | (384) | 44\% | (337) | 6\% | (47) | 768 |
| PID: Dem (no lean) | 55\% | (445) | 40\% | (322) | 5\% | (39) | 806 |
| PID: Ind (no lean) | 39\% | (271) | 50\% | (345) | 11\% | (78) | 694 |
| PID: Rep (no lean) | 51\% | (356) | 43\% | (300) | 6\% | (45) | 700 |
| PID/Gender: Dem Men | 56\% | (207) | 41\% | (153) | 3\% | (12) | 373 |
| PID/Gender: Dem Women | 55\% | (238) | 39\% | (169) | 6\% | (27) | 433 |
| PID/Gender: Ind Men | 39\% | (139) | 51\% | (180) | 10\% | (34) | 352 |
| PID/Gender: Ind Women | 39\% | (132) | 48\% | (166) | 13\% | (44) | 342 |
| PID/Gender: Rep Men | 51\% | (173) | 42\% | (141) | 7\% | (22) | 337 |
| PID/Gender: Rep Women | 50\% | (182) | 44\% | (158) | 6\% | (23) | 363 |
| Ideo: Liberal (1-3) | 53\% | (328) | 43\% | (262) | 4\% | (23) | 614 |
| Ideo: Moderate (4) | 49\% | (270) | 45\% | (252) | 6\% | (32) | 554 |
| Ideo: Conservative (5-7) | 49\% | (362) | 43\% | (317) | 7\% | (53) | 732 |
| Educ: < College | 50\% | (758) | 42\% | (635) | 8\% | (119) | 1512 |
| Educ: Bachelors degree | 50\% | (221) | 45\% | (198) | 6\% | (25) | 444 |
| Educ: Post-grad | 38\% | (92) | 55\% | (135) | 7\% | (17) | 244 |
| Income: Under 50k | 49\% | (618) | 41\% | (514) | 9\% | (118) | 1250 |
| Income: $50 \mathrm{k}-100 \mathrm{k}$ | 48\% | (335) | 48\% | (334) | 5\% | (32) | 702 |
| Income: 100k+ | 48\% | (119) | 48\% | (119) | 5\% | (12) | 249 |
| Ethnicity: White | 49\% | (850) | 44\% | (761) | 6\% | (111) | 1722 |
| Ethnicity: Hispanic | 52\% | (181) | 40\% | (138) | 9\% | (30) | 349 |

[^102]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 |  | Televisi | : Not a fan | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 49\% | (1071) | 44\% | (967) | 7\% | (162) | 2200 |
| Ethnicity: Afr. Am. | 52\% | (143) | 35\% | (97) | 12\% | (34) | 274 |
| Ethnicity: Other | 39\% | (79) | 53\% | (109) | 8\% | (17) | 204 |
| Community: Urban | 51\% | (274) | 42\% | (227) | 7\% | (40) | 540 |
| Community: Suburban | 48\% | (496) | 45\% | (468) | 7\% | (68) | 1032 |
| Community: Rural | 48\% | (302) | 43\% | (272) | 9\% | (54) | 628 |
| Employ: Private Sector | 51\% | (326) | 45\% | (285) | 4\% | (28) | 639 |
| Employ: Government | 43\% | (54) | 51\% | (65) | 7\% | (9) | 128 |
| Employ: Self-Employed | 43\% | (84) | 51\% | (99) | 6\% | (11) | 193 |
| Employ: Homemaker | 45\% | (75) | 47\% | (79) | 8\% | (14) | 167 |
| Employ: Retired | 52\% | (273) | 42\% | (219) | 7\% | (35) | 527 |
| Employ: Unemployed | 50\% | (122) | 40\% | (97) | 10\% | (25) | 245 |
| Employ: Other | 57\% | (118) | 35\% | (73) | 8\% | (16) | 207 |
| Military HH: Yes | 45\% | (155) | 48\% | (163) | 7\% | (25) | 343 |
| Military HH: No | 49\% | (917) | 43\% | (804) | 7\% | (137) | 1857 |
| RD/WT: Right Direction | 50\% | (416) | 42\% | (355) | 8\% | (67) | 837 |
| RD/WT: Wrong Track | 48\% | (656) | 45\% | (612) | 7\% | (95) | 1363 |
| Trump Job Approve | 48\% | (422) | 45\% | (396) | 7\% | (61) | 879 |
| Trump Job Disapprove | 51\% | (610) | 43\% | (519) | 6\% | (72) | 1200 |
| Trump Job Strongly Approve | $51 \%$ | (243) | 41\% | (194) | 8\% | (39) | 476 |
| Trump Job Somewhat Approve | 44\% | (179) | 50\% | (202) | 6\% | (23) | 403 |
| Trump Job Somewhat Disapprove | 56\% | (144) | 37\% | (95) | 6\% | (16) | 255 |
| Trump Job Strongly Disapprove | 49\% | (466) | 45\% | (424) | 6\% | (55) | 945 |
| Favorable of Trump | 47\% | (417) | 46\% | (403) | 7\% | (60) | 880 |
| Unfavorable of Trump | 51\% | (603) | 43\% | (515) | 6\% | (76) | 1194 |
| Very Favorable of Trump | $51 \%$ | (258) | 41\% | (209) | 7\% | (36) | 503 |
| Somewhat Favorable of Trump | 42\% | (159) | $52 \%$ | (194) | 6\% | (24) | 376 |
| Somewhat Unfavorable of Trump | 51\% | (100) | 41\% | (81) | 7\% | (14) | 196 |
| Very Unfavorable of Trump | 50\% | (503) | 43\% | (434) | 6\% | (62) | 999 |

[^103]Table HRdem3_2: In general, what kind offan do you consider yourself of the following?
Television

| Demographic | Television | : An avid fan | Television | A casual fan | Television: Not a fan |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 49\% | (1071) | 44\% | (967) | 7\% | (162) | 2200 |
| \#1 Issue: Economy | 49\% | (279) | 45\% | (256) | 5\% | (29) | 564 |
| \#1 Issue: Security | 51\% | (253) | 44\% | (217) | 5\% | (27) | 498 |
| \#1 Issue: Health Care | 50\% | (178) | 40\% | (142) | 10\% | (34) | 354 |
| \#1 Issue: Medicare / Social Security | 55\% | (178) | 39\% | (127) | 6\% | (19) | 324 |
| \#1 Issue: Women's Issues | 44\% | (47) | 35\% | (38) | 21\% | (23) | 108 |
| \#1 Issue: Education | 28\% | (29) | 63\% | (64) | 9\% | (9) | 101 |
| \#1 Issue: Energy | 52\% | (66) | 42\% | (53) | 7\% | (9) | 128 |
| \#1 Issue: Other | 33\% | (41) | 57\% | (71) | 10\% | (12) | 124 |
| 2018 House Vote: Democrat | 55\% | (432) | 40\% | (313) | 5\% | (37) | 782 |
| 2018 House Vote: Republican | 49\% | (304) | 45\% | (279) | 6\% | (38) | 621 |
| 2018 House Vote: Someone else | 39\% | (29) | 50\% | (38) | 11\% | (8) | 75 |
| 2016 Vote: Hillary Clinton | 56\% | (398) | 39\% | (275) | 5\% | (32) | 706 |
| 2016 Vote: Donald Trump | 48\% | (328) | 46\% | (315) | 5\% | (36) | 678 |
| 2016 Vote: Other | 43\% | (50) | 47\% | (55) | 9\% | (11) | 116 |
| 2016 Vote: Didn't Vote | 42\% | (295) | 46\% | (319) | 12\% | (83) | 698 |
| Voted in 2014: Yes | 53\% | (685) | 42\% | (547) | 5\% | (67) | 1299 |
| Voted in 2014: No | 43\% | (386) | 47\% | (419) | 11\% | (95) | 901 |
| 2012 Vote: Barack Obama | 54\% | (424) | 41\% | (327) | 5\% | (40) | 791 |
| 2012 Vote: Mitt Romney | 50\% | (257) | 44\% | (228) | 6\% | (32) | 516 |
| 2012 Vote: Other | 42\% | (38) | 48\% | (43) | 10\% | (9) | 90 |
| 2012 Vote: Didn't Vote | 44\% | (353) | 46\% | (370) | 10\% | (81) | 803 |
| 4-Region: Northeast | $52 \%$ | (204) | 44\% | (173) | 4\% | (17) | 394 |
| 4-Region: Midwest | 48\% | (221) | 44\% | (205) | 8\% | (36) | 462 |
| 4-Region: South | 49\% | (401) | 43\% | (358) | 8\% | (66) | 824 |
| 4-Region: West | 47\% | (246) | 44\% | (231) | 8\% | (43) | 520 |

Continued on next page

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

| Demographic | Television: An avid fan |  | Television: A casual fan |  | Televisio | : Not a fan | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 49\% | (1071) | $44 \%$ | (967) | 7\% | (162) | 2200 |
| Watch TV: Every day | 62\% | (644) | $36 \%$ | (375) | 2\% | (26) | 1045 |
| Watch TV: Several times per week | $44 \%$ | (230) | 52\% | (271) | 3\% | (16) | 517 |
| Watch TV: About once per week | 25\% | (36) | 65\% | (93) | 11\% | (16) | 145 |
| Watch TV: Several times per month | $33 \%$ | (40) | 55\% | (67) | 12\% | (14) | 121 |
| Watch TV: About once per month | $29 \%$ | (16) | $57 \%$ | (31) | 14\% | (8) | 55 |
| Watch TV: Less often than once per month | 30\% | (28) | $52 \%$ | (48) | 17\% | (16) | 91 |
| Watch TV: Never | 35\% | (78) | $36 \%$ | (81) | 29\% | (66) | 225 |
| Watch Movies: Every day | 67\% | (237) | $32 \%$ | (111) | 1\% | (5) | 353 |
| Watch Movies: Several times per week | $52 \%$ | (302) | $44 \%$ | (252) | $4 \%$ | (25) | 579 |
| Watch Movies: About once per week | 46\% | (182) | $49 \%$ | (193) | 5\% | (19) | 394 |
| Watch Movies: Several times per month | $41 \%$ | (106) | $52 \%$ | (134) | 7\% | (18) | 257 |
| Watch Movies: About once per month | 45\% | (90) | 49\% | (97) | $6 \%$ | (12) | 199 |
| Watch Movies: Less often than once per month | 35\% | (60) | $52 \%$ | (89) | 13\% | (22) | 170 |
| Watch Movies: Never | $39 \%$ | (95) | 37\% | (91) | 25\% | (61) | 247 |
| Watch Sporting Events: Every day | $61 \%$ | (83) | $39 \%$ | (53) | - | (1) | 137 |
| Watch Sporting Events: Several times per week | $52 \%$ | (194) | 45\% | (167) | 3\% | (12) | 373 |
| Watch Sporting Events: About once per week | 55\% | (169) | $42 \%$ | (129) | 3\% | (10) | 308 |
| Watch Sporting Events: Several times per month | $52 \%$ | (74) | 42\% | (60) | 5\% | (8) | 142 |
| Watch Sporting Events: About once per month | 45\% | (56) | 49\% | (62) | 6\% | (8) | 126 |
| Watch Sporting Events: Less often than once per month | 50\% | (146) | 44\% | (129) | 7\% | (20) | 295 |
| Watch Sporting Events: Never | $42 \%$ | (348) | 45\% | (367) | 13\% | (105) | 820 |
| Cable TV: Currently subscribe | 55\% | (564) | 41\% | (413) | $4 \%$ | (41) | 1018 |
| Cable TV: Subscribed in past | $47 \%$ | (344) | 49\% | (357) | 5\% | (33) | 735 |
| Cable TV: Never subscribed | 37\% | (164) | 44\% | (197) | 19\% | (87) | 447 |
| Satellite TV: Currently subscribe | $59 \%$ | (237) | 39\% | (156) | $2 \%$ | (10) | 403 |
| Satellite TV: Subscribed in past | 47\% | (282) | 49\% | (293) | $4 \%$ | (27) | 602 |
| Satellite TV: Never subscribed | 46\% | (552) | 43\% | (518) | 10\% | (125) | 1195 |
| Streaming Services: Currently subscribe | $51 \%$ | (671) | 44\% | (581) | 5\% | (69) | 1321 |
| Streaming Services: Subscribed in past | $51 \%$ | (114) | $42 \%$ | (94) | 8\% | (17) | 226 |
| Streaming Services: Never subscribed | $44 \%$ | (286) | 45\% | (292) | 12\% | (76) | 654 |

[^104]Table HRdem3_2: In general, what kind of fan do you consider yourself of the following?
Television

| Demographic | Television | : An avid fan | Television: | A casual fan | Television: Not a fan |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 49\% | (1071) | 44\% | (967) | 7\% | (162) | 2200 |
| Film: An avid fan | 78\% | (553) | 19\% | (132) | 4\% | (26) | 711 |
| Film: A casual fan | 35\% | (418) | 61\% | (724) | 4\% | (50) | 1192 |
| Film: Not a fan | 34\% | (101) | 37\% | (111) | 29\% | (86) | 298 |
| Television: An avid fan | 100\% | (1071) | - | (0) | - | (0) | 1071 |
| Television: A casual fan | - | (0) | 100\% | (967) | - | (0) | 967 |
| Television: Not a fan | - | (0) | - | (0) | 100\% | (162) | 162 |
| Music: An avid fan | 66\% | (677) | 28\% | (293) | 6\% | (62) | 1031 |
| Music: A casual fan | 34\% | (339) | 61\% | (611) | 5\% | (46) | 995 |
| Music: Not a fan | 32\% | (56) | 36\% | (63) | $31 \%$ | (54) | 173 |
| Fashion: An avid fan | 70\% | (200) | 25\% | (72) | 5\% | (15) | 287 |
| Fashion: A casual fan | 49\% | (407) | 48\% | (394) | 3\% | (27) | 828 |
| Fashion: Not a fan | 43\% | (464) | 46\% | (501) | $11 \%$ | (119) | 1084 |

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 | 47\% | (1031) | 45\% | (995) | 8\% | (173) | 2200 |
| Gender: Male | 48\% | (512) | 44\% | (468) | 8\% | (82) | 1062 |
| Gender: Female | 46\% | (520) | 46\% | (528) | 8\% | (91) | 1138 |
| Age: 18-29 | 63\% | (266) | $31 \%$ | (129) | 6\% | (27) | 422 |
| Age: 30-44 | 56\% | (330) | 40\% | (239) | 4\% | (22) | 591 |
| Age: 45-54 | 47\% | (141) | 46\% | (140) | 7\% | (20) | 300 |
| Age: 55-64 | 37\% | (166) | 52\% | (233) | 12\% | (52) | 450 |
| Age: 65+ | 30\% | (129) | 58\% | (255) | 12\% | (52) | 436 |
| Generation Z: 18-22 | $71 \%$ | (118) | 23\% | (39) | 5\% | (9) | 166 |
| Millennial: Age 23-38 | 58\% | (368) | 37\% | (238) | 5\% | (33) | 639 |
| Generation X: Age 39-54 | 49\% | (251) | 45\% | (231) | 5\% | (27) | 508 |
| Boomers: Age 55-73 | $33 \%$ | (256) | 55\% | (421) | 12\% | (91) | 768 |
| PID: Dem (no lean) | 51\% | (412) | 43\% | (344) | 6\% | (49) | 806 |
| PID: Ind (no lean) | 49\% | (343) | 44\% | (305) | 7\% | (46) | 694 |
| PID: Rep (no lean) | 39\% | (276) | 49\% | (346) | 11\% | (78) | 700 |
| PID/Gender: Dem Men | 53\% | (197) | 44\% | (164) | $3 \%$ | (12) | 373 |
| PID/Gender: Dem Women | 50\% | (215) | 42\% | (180) | 9\% | (37) | 433 |
| PID/Gender: Ind Men | 48\% | (168) | 43\% | (152) | 9\% | (32) | 352 |
| PID/Gender: Ind Women | 51\% | (175) | 45\% | (153) | 4\% | (15) | 342 |
| PID/Gender: Rep Men | 43\% | (146) | 45\% | (151) | 12\% | (39) | 337 |
| PID/Gender: Rep Women | $36 \%$ | (130) | 54\% | (195) | 11\% | (39) | 363 |
| Ideo: Liberal (1-3) | $52 \%$ | (322) | 43\% | (265) | 5\% | (28) | 614 |
| Ideo: Moderate (4) | 43\% | (239) | 48\% | (264) | 9\% | (51) | 554 |
| Ideo: Conservative (5-7) | 42\% | (304) | 50\% | (365) | 9\% | (64) | 732 |
| Educ: < College | $51 \%$ | (766) | 41\% | (624) | 8\% | (123) | 1512 |
| Educ: Bachelors degree | 39\% | (175) | $54 \%$ | (241) | 6\% | (28) | 444 |
| Educ: Post-grad | 37\% | (91) | $54 \%$ | (131) | 9\% | (23) | 244 |
| Income: Under 50k | 47\% | (591) | 44\% | (544) | 9\% | (114) | 1250 |
| Income: 50k-100k | 49\% | (344) | 44\% | (311) | 7\% | (47) | 702 |
| Income: 100k+ | 39\% | (96) | $56 \%$ | (140) | 5\% | (13) | 249 |
| Ethnicity: White | 43\% | (743) | 49\% | (837) | 8\% | (142) | 1722 |
| Ethnicity: Hispanic | 60\% | (209) | 37\% | (128) | 4\% | (12) | 349 |

[^105]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 | 47\% | (1031) | 45\% | (995) | 8\% | (173) | 2200 |
| Ethnicity: Afr. Am. | 66\% | (180) | 27\% | (75) | 7\% | (19) | 274 |
| Ethnicity: Other | 53\% | (108) | 41\% | (84) | 6\% | (13) | 204 |
| Community: Urban | 54\% | (292) | 38\% | (208) | 8\% | (41) | 540 |
| Community: Suburban | 45\% | (462) | 48\% | (494) | 7\% | (76) | 1032 |
| Community: Rural | 44\% | (278) | 47\% | (294) | 9\% | (56) | 628 |
| Employ: Private Sector | 50\% | (321) | 45\% | (285) | 5\% | (34) | 639 |
| Employ: Government | 40\% | (51) | 53\% | (68) | 6\% | (8) | 128 |
| Employ: Self-Employed | 47\% | (92) | 45\% | (88) | $7 \%$ | (14) | 193 |
| Employ: Homemaker | 47\% | (79) | 44\% | (74) | 8\% | (14) | 167 |
| Employ: Retired | $34 \%$ | (177) | 54\% | (283) | 13\% | (68) | 527 |
| Employ: Unemployed | 49\% | (120) | 43\% | (106) | 8\% | (19) | 245 |
| Employ: Other | 59\% | (123) | $34 \%$ | (71) | 6\% | (13) | 207 |
| Military HH: Yes | 39\% | (134) | $52 \%$ | (178) | 9\% | (31) | 343 |
| Military HH: No | 48\% | (897) | 44\% | (818) | 8\% | (143) | 1857 |
| RD/WT: Right Direction | 42\% | (355) | 47\% | (396) | 10\% | (86) | 837 |
| RD/WT: Wrong Track | 50\% | (676) | 44\% | (600) | 6\% | (87) | 1363 |
| Trump Job Approve | 43\% | (380) | 48\% | (422) | 9\% | (78) | 879 |
| Trump Job Disapprove | 49\% | (588) | 44\% | (528) | 7\% | (85) | 1200 |
| Trump Job Strongly Approve | 41\% | (193) | 48\% | (230) | $11 \%$ | (53) | 476 |
| Trump Job Somewhat Approve | 46\% | (187) | 48\% | (192) | 6\% | (24) | 403 |
| Trump Job Somewhat Disapprove | 49\% | (124) | 45\% | (114) | 7\% | (17) | 255 |
| Trump Job Strongly Disapprove | 49\% | (463) | 44\% | (414) | 7\% | (68) | 945 |
| Favorable of Trump | 42\% | (373) | 49\% | (427) | 9\% | (79) | 880 |
| Unfavorable of Trump | 50\% | (597) | 43\% | (518) | 7\% | (80) | 1194 |
| Very Favorable of Trump | 42\% | (211) | 47\% | (237) | $11 \%$ | (55) | 503 |
| Somewhat Favorable of Trump | 43\% | (162) | 51\% | (190) | 6\% | (24) | 376 |
| Somewhat Unfavorable of Trump | 45\% | (88) | 47\% | (93) | 7\% | (15) | 196 |
| Very Unfavorable of Trump | 51\% | (508) | 43\% | (425) | 7\% | (65) | 999 |

[^106]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 | 47\% | (1031) | 45\% | (995) | 8\% | (173) | 2200 |
| \#1 Issue: Economy | 58\% | (328) | 37\% | (210) | 5\% | (25) | 564 |
| \#1 Issue: Security | 42\% | (210) | 51\% | (252) | 7\% | (36) | 498 |
| \#1 Issue: Health Care | 46\% | (163) | 45\% | (158) | 9\% | (33) | 354 |
| \#1 Issue: Medicare / Social Security | 32\% | (102) | 54\% | (176) | 14\% | (45) | 324 |
| \#1 Issue: Women's Issues | 62\% | (67) | 35\% | (38) | 3\% | (3) | 108 |
| \#1 Issue: Education | 50\% | (50) | 45\% | (45) | 5\% | (5) | 101 |
| \#1 Issue: Energy | 49\% | (63) | 38\% | (49) | 12\% | (16) | 128 |
| \#1 Issue: Other | 39\% | (48) | 53\% | (66) | 8\% | (10) | 124 |
| 2018 House Vote: Democrat | 51\% | (400) | 43\% | (337) | 6\% | (45) | 782 |
| 2018 House Vote: Republican | 38\% | (238) | 51\% | (316) | 11\% | (67) | 621 |
| 2018 House Vote: Someone else | $52 \%$ | (39) | 43\% | (32) | 5\% | (4) | 75 |
| 2016 Vote: Hillary Clinton | 50\% | (350) | 44\% | (312) | 6\% | (44) | 706 |
| 2016 Vote: Donald Trump | 39\% | (265) | 51\% | (348) | 10\% | (65) | 678 |
| 2016 Vote: Other | 46\% | (53) | 46\% | (53) | 8\% | (9) | 116 |
| 2016 Vote: Didn't Vote | $52 \%$ | (363) | 40\% | (279) | 8\% | (55) | 698 |
| Voted in 2014: Yes | 45\% | (586) | 47\% | (612) | 8\% | (101) | 1299 |
| Voted in 2014: No | 49\% | (445) | 43\% | (384) | 8\% | (72) | 901 |
| 2012 Vote: Barack Obama | 48\% | (382) | 45\% | (353) | 7\% | (55) | 791 |
| 2012 Vote: Mitt Romney | 38\% | (198) | $51 \%$ | (263) | 11\% | (56) | 516 |
| 2012 Vote: Other | 42\% | (37) | 50\% | (44) | 9\% | (8) | 90 |
| 2012 Vote: Didn't Vote | $52 \%$ | (414) | 42\% | (335) | 7\% | (55) | 803 |
| 4-Region: Northeast | 47\% | (186) | 46\% | (180) | 7\% | (27) | 394 |
| 4-Region: Midwest | 43\% | (199) | 50\% | (229) | 7\% | (34) | 462 |
| 4-Region: South | 46\% | (380) | 45\% | (369) | 9\% | (74) | 824 |
| 4-Region: West | 51\% | (266) | 42\% | (216) | 7\% | (38) | 520 |

Continued on next page

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

| Demographic | Music: An avid fan |  | Music: A casual fan |  | Music: Not a fan |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 47\% | (1031) | 45\% | (995) | 8\% | (173) | 2200 |
| Watch TV: Every day | 51\% | (534) | 43\% | (447) | 6\% | (63) | 1045 |
| Watch TV: Several times per week | $52 \%$ | (270) | 42\% | (218) | 6\% | (30) | 517 |
| Watch TV: About once per week | 32\% | (46) | 62\% | (90) | 6\% | (9) | 145 |
| Watch TV: Several times per month | 41\% | (49) | 47\% | (57) | 12\% | (14) | 121 |
| Watch TV: About once per month | $33 \%$ | (18) | 53\% | (29) | 14\% | (8) | 55 |
| Watch TV: Less often than once per month | 44\% | (40) | 46\% | (42) | 10\% | (9) | 91 |
| Watch TV: Never | $32 \%$ | (73) | 50\% | (112) | 18\% | (41) | 225 |
| Watch Movies: Every day | 64\% | (225) | 30\% | (106) | 6\% | (22) | 353 |
| Watch Movies: Several times per week | 54\% | (311) | 43\% | (248) | 3\% | (20) | 579 |
| Watch Movies: About once per week | 49\% | (195) | 45\% | (177) | 6\% | (22) | 394 |
| Watch Movies: Several times per month | 38\% | (98) | 57\% | (146) | 5\% | (14) | 257 |
| Watch Movies: About once per month | 34\% | (68) | 55\% | (110) | $11 \%$ | (21) | 199 |
| Watch Movies: Less often than once per month | 35\% | (59) | 50\% | (86) | 15\% | (25) | 170 |
| Watch Movies: Never | 30\% | (75) | 50\% | (123) | 20\% | (49) | 247 |
| Watch Sporting Events: Every day | 67\% | (92) | 30\% | (40) | 3\% | (4) | 137 |
| Watch Sporting Events: Several times per week | 54\% | (202) | 42\% | (157) | $4 \%$ | (14) | 373 |
| Watch Sporting Events: About once per week | 50\% | (152) | 45\% | (138) | 5\% | (17) | 308 |
| Watch Sporting Events: Several times per month | 47\% | (67) | 43\% | (61) | 10\% | (14) | 142 |
| Watch Sporting Events: About once per month | 44\% | (55) | 49\% | (62) | 7\% | (9) | 126 |
| Watch Sporting Events: Less often than once per month | 49\% | (144) | 44\% | (128) | 8\% | (22) | 295 |
| Watch Sporting Events: Never | 39\% | (319) | 50\% | (408) | 11\% | (93) | 820 |
| Cable TV: Currently subscribe | 49\% | (494) | 45\% | (455) | 7\% | (68) | 1018 |
| Cable TV: Subscribed in past | 46\% | (339) | 47\% | (348) | 7\% | (48) | 735 |
| Cable TV: Never subscribed | 44\% | (198) | 43\% | (192) | 13\% | (58) | 447 |
| Satellite TV: Currently subscribe | 49\% | (199) | 44\% | (179) | 6\% | (26) | 403 |
| Satellite TV: Subscribed in past | 50\% | (300) | 44\% | (263) | 6\% | (39) | 602 |
| Satellite TV: Never subscribed | 45\% | (533) | 46\% | (553) | 9\% | (109) | 1195 |
| Streaming Services: Currently subscribe | $53 \%$ | (705) | 41\% | (548) | 5\% | (68) | 1321 |
| Streaming Services: Subscribed in past | 50\% | (113) | 43\% | (97) | 7\% | (16) | 226 |
| Streaming Services: Never subscribed | 33\% | (212) | 54\% | (351) | 14\% | (90) | 654 |

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 | 47\% | (1031) | 45\% | (995) | 8\% | (173) | 2200 |
| Film: An avid fan | 75\% | (535) | 22\% | (153) | 3\% | (22) | 711 |
| Film: A casual fan | 35\% | (417) | 60\% | (713) | 5\% | (62) | 1192 |
| Film: Not a fan | 27\% | (79) | 44\% | (130) | 30\% | (89) | 298 |
| Television: An avid fan | 63\% | (677) | 32\% | (339) | 5\% | (56) | 1071 |
| Television: A casual fan | 30\% | (293) | 63\% | (611) | 7\% | (63) | 967 |
| Television: Not a fan | 38\% | (62) | 28\% | (46) | $34 \%$ | (54) | 162 |
| Music: An avid fan | 100\% | (1031) | - | (0) | - | (0) | 1031 |
| Music: A casual fan | - | (0) | 100\% | (995) | - | (0) | 995 |
| Music: Not a fan | - | (0) | - | (0) | 100\% | (173) | 173 |
| Fashion: An avid fan | 84\% | (243) | 15\% | (42) | 1\% | (3) | 287 |
| Fashion: A casual fan | 51\% | (424) | 46\% | (385) | 2\% | (19) | 828 |
| Fashion: Not a fan | $34 \%$ | (364) | 52\% | (568) | 14\% | (151) | 1084 |

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

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

| Demographic | Fashion: An avid fan |  | Fashion: A casual fan |  | Fashion: Not a fan |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 13\% | (287) | $38 \%$ | (828) | 49\% | (1084) | 2200 |
| Gender: Male | 8\% | (86) | 30\% | (322) | 62\% | (654) | 1062 |
| Gender: Female | 18\% | (201) | 45\% | (507) | 38\% | (430) | 1138 |
| Age: 18-29 | 25\% | (107) | 42\% | (179) | 32\% | (136) | 422 |
| Age: 30-44 | $14 \%$ | (84) | 44\% | (263) | 41\% | (244) | 591 |
| Age: 45-54 | 15\% | (44) | 38\% | (114) | 47\% | (142) | 300 |
| Age: 55-64 | 6\% | (28) | 30\% | (137) | 63\% | (286) | 450 |
| Age: 65+ | 6\% | (25) | $31 \%$ | (135) | 63\% | (276) | 436 |
| Generation Z: 18-22 | 28\% | (47) | 34\% | (57) | 37\% | (62) | 166 |
| Millennial: Age 23-38 | 18\% | (116) | 44\% | (279) | 38\% | (244) | 639 |
| Generation X: Age 39-54 | $14 \%$ | (72) | 43\% | (220) | 42\% | (216) | 508 |
| Boomers: Age 55-73 | 6\% | (47) | 30\% | (229) | 64\% | (492) | 768 |
| PID: Dem (no lean) | 18\% | (148) | 42\% | (338) | 40\% | (320) | 806 |
| PID: Ind (no lean) | 11\% | (75) | 35\% | (245) | 54\% | (374) | 694 |
| PID: Rep (no lean) | 9\% | (65) | 35\% | (245) | 56\% | (390) | 700 |
| PID/Gender: Dem Men | 13\% | (49) | 38\% | (142) | 49\% | (182) | 373 |
| PID/Gender: Dem Women | 23\% | (98) | 45\% | (196) | 32\% | (138) | 433 |
| PID/Gender: Ind Men | 6\% | (22) | 28\% | (99) | 66\% | (231) | 352 |
| PID/Gender: Ind Women | 15\% | (53) | 43\% | (146) | 42\% | (143) | 342 |
| PID/Gender: Rep Men | $4 \%$ | (15) | 24\% | (81) | 72\% | (241) | 337 |
| PID/Gender: Rep Women | $14 \%$ | (50) | 45\% | (164) | 41\% | (149) | 363 |
| Ideo: Liberal (1-3) | 18\% | (114) | 39\% | (242) | 42\% | (259) | 614 |
| Ideo: Moderate (4) | 11\% | (61) | 39\% | (218) | $50 \%$ | (275) | 554 |
| Ideo: Conservative (5-7) | 9\% | (67) | 35\% | (256) | 56\% | (410) | 732 |
| Educ: < College | $14 \%$ | (212) | 37\% | (554) | 49\% | (746) | 1512 |
| Educ: Bachelors degree | $11 \%$ | (50) | 39\% | (172) | 50\% | (222) | 444 |
| Educ: Post-grad | 11\% | (26) | 42\% | (103) | 47\% | (116) | 244 |
| Income: Under 50k | $14 \%$ | (172) | 34\% | (423) | $52 \%$ | (655) | 1250 |
| Income: 50k-100k | 12\% | (81) | 45\% | (312) | 44\% | (308) | 702 |
| Income: 100k+ | 14\% | (35) | 37\% | (93) | 49\% | (121) | 249 |
| Ethnicity: White | 9\% | (156) | 37\% | (640) | 54\% | (926) | 1722 |
| Ethnicity: Hispanic | $21 \%$ | (75) | 48\% | (169) | 30\% | (106) | 349 |

[^107]Table HRdem3_4: In general, what kind of fan do you consider yourself of the following?
Fashion

| Demographic | Fashion: An avid fan |  | Fashion: A casual fan |  | Fashion: Not a fan |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 13\% | (287) | $38 \%$ | (828) | 49\% | (1084) | 2200 |
| Ethnicity: Afr. Am. | 31\% | (85) | 34\% | (94) | 35\% | (96) | 274 |
| Ethnicity: Other | 23\% | (47) | 46\% | (94) | $31 \%$ | (63) | 204 |
| Community: Urban | 18\% | (96) | 43\% | (235) | 39\% | (209) | 540 |
| Community: Suburban | 12\% | (123) | 37\% | (383) | 51\% | (526) | 1032 |
| Community: Rural | 11\% | (69) | 33\% | (210) | 56\% | (349) | 628 |
| Employ: Private Sector | 15\% | (96) | 40\% | (256) | 45\% | (287) | 639 |
| Employ: Government | 17\% | (21) | 42\% | (53) | 42\% | (53) | 128 |
| Employ: Self-Employed | 15\% | (29) | 43\% | (83) | 42\% | (82) | 193 |
| Employ: Homemaker | 9\% | (15) | 57\% | (95) | 34\% | (58) | 167 |
| Employ: Retired | 6\% | (33) | 30\% | (157) | 64\% | (336) | 527 |
| Employ: Unemployed | 15\% | (37) | 30\% | (74) | 55\% | (134) | 245 |
| Employ: Other | 16\% | (34) | 37\% | (77) | 47\% | (97) | 207 |
| Military HH: Yes | 9\% | (32) | $31 \%$ | (105) | 60\% | (206) | 343 |
| Military HH: No | 14\% | (256) | 39\% | (723) | 47\% | (878) | 1857 |
| RD/WT: Right Direction | 10\% | (83) | 35\% | (294) | 55\% | (461) | 837 |
| RD/WT: Wrong Track | 15\% | (205) | 39\% | (535) | 46\% | (623) | 1363 |
| Trump Job Approve | 9\% | (77) | 36\% | (313) | 56\% | (490) | 879 |
| Trump Job Disapprove | 15\% | (186) | 39\% | (470) | 45\% | (545) | 1200 |
| Trump Job Strongly Approve | 10\% | (46) | 32\% | (151) | $59 \%$ | (279) | 476 |
| Trump Job Somewhat Approve | 8\% | (31) | 40\% | (162) | 52\% | (211) | 403 |
| Trump Job Somewhat Disapprove | 11\% | (27) | 41\% | (106) | 48\% | (122) | 255 |
| Trump Job Strongly Disapprove | 17\% | (158) | 39\% | (364) | 45\% | (423) | 945 |
| Favorable of Trump | 8\% | (72) | 37\% | (323) | 55\% | (484) | 880 |
| Unfavorable of Trump | 16\% | (195) | 39\% | (464) | 45\% | (535) | 1194 |
| Very Favorable of Trump | 8\% | (42) | 34\% | (172) | 58\% | (290) | 503 |
| Somewhat Favorable of Trump | 8\% | (31) | 40\% | (151) | $52 \%$ | (194) | 376 |
| Somewhat Unfavorable of Trump | 15\% | (30) | 35\% | (69) | 50\% | (97) | 196 |
| Very Unfavorable of Trump | 17\% | (165) | 40\% | (395) | 44\% | (438) | 999 |

[^108]Table HRdem3_4: In general, what kind offan do you consider yourself of the following?
Fashion

| Demographic | Fashion: An avid fan |  | Fashion: A casual fan |  | Fashion | : Not a fan | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 13\% | (287) | $38 \%$ | (828) | 49\% | (1084) | 2200 |
| \#1 Issue: Economy | 16\% | (89) | $41 \%$ | (230) | 43\% | (245) | 564 |
| \#1 Issue: Security | 12\% | (59) | $35 \%$ | (174) | 53\% | (265) | 498 |
| \#1 Issue: Health Care | $12 \%$ | (42) | $37 \%$ | (132) | 51\% | (180) | 354 |
| \#1 Issue: Medicare / Social Security | 7\% | (22) | $32 \%$ | (104) | 61\% | (198) | 324 |
| \#1 Issue: Women's Issues | $32 \%$ | (34) | $43 \%$ | (47) | 25\% | (27) | 108 |
| \#1 Issue: Education | 17\% | (17) | 40\% | (41) | 43\% | (43) | 101 |
| \#1 Issue: Energy | $11 \%$ | (15) | 48\% | (61) | 41\% | (52) | 128 |
| \#1 Issue: Other | 7\% | (9) | 33\% | (40) | 60\% | (75) | 124 |
| 2018 House Vote: Democrat | 17\% | (131) | 39\% | (306) | 44\% | (345) | 782 |
| 2018 House Vote: Republican | 8\% | (51) | $33 \%$ | (205) | 59\% | (365) | 621 |
| 2018 House Vote: Someone else | 16\% | (12) | $33 \%$ | (25) | 50\% | (37) | 75 |
| 2016 Vote: Hillary Clinton | 17\% | (117) | 39\% | (275) | 45\% | (314) | 706 |
| 2016 Vote: Donald Trump | $7 \%$ | (45) | 35\% | (237) | 58\% | (396) | 678 |
| 2016 Vote: Other | $11 \%$ | (13) | 35\% | (40) | 54\% | (63) | 116 |
| 2016 Vote: Didn't Vote | 16\% | (112) | $39 \%$ | (274) | 45\% | (311) | 698 |
| Voted in 2014: Yes | $11 \%$ | (149) | $37 \%$ | (477) | 52\% | (673) | 1299 |
| Voted in 2014: No | 15\% | (139) | $39 \%$ | (351) | 46\% | (411) | 901 |
| 2012 Vote: Barack Obama | 15\% | (117) | 40\% | (314) | 46\% | (360) | 791 |
| 2012 Vote: Mitt Romney | 6\% | (31) | $32 \%$ | (168) | 62\% | (318) | 516 |
| 2012 Vote: Other | 6\% | (5) | 37\% | (33) | 58\% | (52) | 90 |
| 2012 Vote: Didn't Vote | 17\% | (135) | $39 \%$ | (314) | $44 \%$ | (354) | 803 |
| 4-Region: Northeast | 13\% | (50) | $37 \%$ | (144) | $51 \%$ | (199) | 394 |
| 4-Region: Midwest | 9\% | (41) | $34 \%$ | (158) | 57\% | (263) | 462 |
| 4-Region: South | 13\% | (109) | $42 \%$ | (344) | 45\% | (371) | 824 |
| 4-Region: West | 17\% | (87) | 35\% | (182) | 48\% | (250) | 520 |

[^109]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 |  | Fashio | : Not a fan | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 13\% | (287) | 38\% | (828) | 49\% | (1084) | 2200 |
| Watch TV: Every day | 17\% | (172) | 39\% | (405) | 45\% | (467) | 1045 |
| Watch TV: Several times per week | 11\% | (56) | 39\% | (202) | 50\% | (259) | 517 |
| Watch TV: About once per week | 7\% | (10) | 39\% | (57) | 54\% | (78) | 145 |
| Watch TV: Several times per month | 17\% | (21) | 44\% | (53) | 39\% | (47) | 121 |
| Watch TV: About once per month | 10\% | (5) | $33 \%$ | (18) | 58\% | (32) | 55 |
| Watch TV: Less often than once per month | 10\% | (9) | 33\% | (31) | 57\% | (52) | 91 |
| Watch TV: Never | 6\% | (15) | 28\% | (63) | 66\% | (148) | 225 |
| Watch Movies: Every day | 23\% | (82) | 40\% | (141) | 37\% | (130) | 353 |
| Watch Movies: Several times per week | 15\% | (90) | 42\% | (241) | 43\% | (249) | 579 |
| Watch Movies: About once per week | 12\% | (47) | 39\% | (154) | 49\% | (192) | 394 |
| Watch Movies: Several times per month | 9\% | (24) | 41\% | (105) | 50\% | (128) | 257 |
| Watch Movies: About once per month | 9\% | (18) | 32\% | (63) | 59\% | (118) | 199 |
| Watch Movies: Less often than once per month | 5\% | (8) | 32\% | (55) | 63\% | (107) | 170 |
| Watch Movies: Never | 7\% | (18) | 28\% | (69) | 65\% | (160) | 247 |
| Watch Sporting Events: Every day | $22 \%$ | (31) | 44\% | (61) | $33 \%$ | (45) | 137 |
| Watch Sporting Events: Several times per week | 9\% | (35) | 40\% | (149) | $51 \%$ | (189) | 373 |
| Watch Sporting Events: About once per week | 16\% | (51) | 40\% | (123) | 43\% | (134) | 308 |
| Watch Sporting Events: Several times per month | 13\% | (19) | 38\% | (54) | 48\% | (69) | 142 |
| Watch Sporting Events: About once per month | 18\% | (22) | 41\% | (51) | 41\% | (52) | 126 |
| Watch Sporting Events: Less often than once per month | 12\% | (35) | 39\% | (116) | 49\% | (143) | 295 |
| Watch Sporting Events: Never | 12\% | (95) | 33\% | (273) | 55\% | (452) | 820 |
| Cable TV: Currently subscribe | 14\% | (139) | 40\% | (404) | 47\% | (474) | 1018 |
| Cable TV: Subscribed in past | 13\% | (92) | 35\% | (258) | $52 \%$ | (385) | 735 |
| Cable TV: Never subscribed | 13\% | (56) | 37\% | (167) | 50\% | (225) | 447 |
| Satellite TV: Currently subscribe | $19 \%$ | (76) | 35\% | (141) | 46\% | (186) | 403 |
| Satellite TV: Subscribed in past | $12 \%$ | (70) | 41\% | (248) | 47\% | (284) | 602 |
| Satellite TV: Never subscribed | 12\% | (142) | 37\% | (439) | $51 \%$ | (614) | 1195 |
| Streaming Services: Currently subscribe | 15\% | (199) | 41\% | (538) | 44\% | (584) | 1321 |
| Streaming Services: Subscribed in past | 17\% | (37) | 41\% | (92) | 43\% | (96) | 226 |
| Streaming Services: Never subscribed | 8\% | (51) | 30\% | (198) | 62\% | (404) | 654 |

[^110]Table HRdem3_4: In general, what kind offan do you consider yourself of the following?
Fashion

| Demographic | Fashion: An avid fan |  | Fashion: A casual fan |  | Fashion: Not a fan |  | Total N |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adults | 13\% | (287) | 38\% | (828) | 49\% | (1084) | 2200 |
| Film: An avid fan | $24 \%$ | (170) | 40\% | (284) | $36 \%$ | (257) | 711 |
| Film: A casual fan | 8\% | (90) | 42\% | (499) | $51 \%$ | (603) | 1192 |
| Film: Not a fan | 9\% | (27) | 15\% | (46) | 76\% | (225) | 298 |
| Television: An avid fan | 19\% | (200) | 38\% | (407) | 43\% | (464) | 1071 |
| Television: A casual fan | 7\% | (72) | 41\% | (394) | $52 \%$ | (501) | 967 |
| Television: Not a fan | 10\% | (15) | 17\% | (27) | 74\% | (119) | 162 |
| Music: An avid fan | $24 \%$ | (243) | 41\% | (424) | 35\% | (364) | 1031 |
| Music: A casual fan | 4\% | (42) | $39 \%$ | (385) | 57\% | (568) | 995 |
| Music: Not a fan | 2\% | (3) | $11 \%$ | (19) | 87\% | (151) | 173 |
| Fashion: An avid fan | 100\% | (287) | - | (0) | - | (0) | 287 |
| Fashion: A casual fan | - | (0) | 100\% | (828) | - | (0) | 828 |
| Fashion: Not a fan | - | (0) | - | (0) | 100\% | (1084) | 1084 |

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 Gender: Female $N$ | $\begin{array}{r} 1062 \\ 1138 \\ 2200 \end{array}$ | $\begin{aligned} & 48 \% \\ & 52 \% \end{aligned}$ |
| age5 | Age: 18-29 <br> Age: 30-44 <br> Age: 45-54 <br> Age: 55-64 <br> Age: 65+ <br> $N$ | $\begin{array}{r} 422 \\ 591 \\ 300 \\ 450 \\ 436 \\ 2200 \end{array}$ | $\begin{aligned} & 19 \% \\ & 27 \% \\ & 14 \% \\ & 20 \% \\ & 20 \% \end{aligned}$ |
| demAgeGeneration | Generation Z: 18-22 <br> Millennial: Age 23-38 <br> Generation X: Age 39-54 <br> Boomers: Age 55-73 <br> $N$ | $\begin{array}{r} 166 \\ 639 \\ 508 \\ 768 \\ 2081 \end{array}$ | $\begin{array}{r} 8 \% \\ 29 \% \\ 23 \% \\ 35 \% \end{array}$ |
| xpid3 | PID: Dem (no lean) <br> PID: Ind (no lean) <br> PID: Rep (no lean) <br> $N$ | $\begin{array}{r} 806 \\ 694 \\ 700 \\ 2200 \end{array}$ | $\begin{aligned} & 37 \% \\ & 32 \% \\ & 32 \% \end{aligned}$ |
| xpidGender | PID/Gender: Dem Men PID/Gender: Dem Women PID/Gender: Ind Men PID/Gender: Ind Women PID/Gender: Rep Men PID/Gender: Rep Women | $\begin{array}{r} 373 \\ 433 \\ 352 \\ 342 \\ 337 \\ 363 \\ 2200 \end{array}$ | $\begin{gathered} 17 \% \\ 20 \% \\ 16 \% \\ 16 \% \\ 15 \% \\ 17 \% \end{gathered}$ |
| xdemIdeo3 | Ideo: Liberal (1-3) <br> Ideo: Moderate (4) <br> Ideo: Conservative (5-7) <br> N | $\begin{array}{r} 614 \\ 554 \\ 732 \\ 1901 \end{array}$ | $\begin{aligned} & 28 \% \\ & 25 \% \\ & 33 \% \end{aligned}$ |
| xeduc3 | Educ: < College <br> Educ: Bachelors degree <br> Educ: Post-grad <br> $N$ | $\begin{array}{r} 1512 \\ 444 \\ 244 \\ 2200 \end{array}$ | $\begin{array}{r} 69 \% \\ 20 \% \\ 11 \% \end{array}$ |

Continued on next page

## Summary Statistics of Survey Respondent Demographics

| Demographic | Group | Frequency | Percentage |
| :---: | :---: | :---: | :---: |
| xdemInc3 | Income: Under 50k | 1250 | 57\% |
|  | Income: $50 \mathrm{k}-100 \mathrm{k}$ | 702 | $32 \%$ |
|  | Income: 100k+ | 249 | 11\% |
|  | $N$ | 2200 |  |
| xdemWhite | Ethnicity: White | 1722 | 78\% |
| xdemHispBin | Ethnicity: Hispanic | 349 | 16\% |
| demBlackBin | Ethnicity: Afr. Am. | 274 | 12\% |
| demRaceOther | Ethnicity: Other | 204 | 9\% |
| xdemUsr | Community: Urban | 540 | 25\% |
|  | Community: Suburban | 1032 | 47\% |
|  | Community: Rural | 628 | 29\% |
|  | $N$ | 2200 |  |
| xdemEmploy | Employ: Private Sector | 639 | 29\% |
|  | Employ: Government | 128 | 6\% |
|  | Employ: Self-Employed | 193 | 9\% |
|  | Employ: Homemaker | 167 | 8\% |
|  | Employ: Retired | 527 | 24\% |
|  | Employ: Unemployed | 245 | 11\% |
|  | Employ: Other | 207 | 9\% |
|  | $N$ | 2106 |  |
| xdemMilHH1 | Military HH: Yes | 343 | 16\% |
|  | Military HH: No | 1857 | 84\% |
|  | $N$ | 2200 |  |
| xnr1 | RD/WT: Right Direction | 837 | 38\% |
|  | RD/WT: Wrong Track | 1363 | 62\% |
|  | $N$ | 2200 |  |
| Trump_Approve | Trump Job Approve | 879 | 40\% |
|  | Trump Job Disapprove | 1200 | 55\% |
|  | $N$ | 2080 |  |
| Trump_Approve2 | Trump Job Strongly Approve | 476 | 22\% |
|  | Trump Job Somewhat Approve | 403 | 18\% |
|  | Trump Job Somewhat Disapprove | 255 | 12\% |
|  | Trump Job Strongly Disapprove | 945 | 43\% |
|  | $N$ | 2080 |  |

Summary Statistics of Survey Respondent Demographics

| Demographic | Group | Frequency | Percentage |
| :---: | :---: | :---: | :---: |
| Trump_Fav | Favorable of Trump Unfavorable of Trump $N$ | $\begin{array}{r} 880 \\ 1194 \\ 2074 \end{array}$ | $\begin{aligned} & 40 \% \\ & 54 \% \end{aligned}$ |
| Trump_Fav_FULL | Very Favorable of Trump Somewhat Favorable of Trump Somewhat Unfavorable of Trump Very Unfavorable of Trump | $\begin{array}{r} 503 \\ 376 \\ 196 \\ 999 \\ 2074 \end{array}$ | $\begin{array}{r} 23 \% \\ 17 \% \\ 9 \% \\ 45 \% \end{array}$ |
| xnr3 | \#1 Issue: Economy <br> \#1 Issue: Security \#1 Issue: Health Care <br> \#1 Issue: Medicare / Social Security <br> \#1 Issue: Women's Issues \#1 Issue: Education \#1 Issue: Energy \#1 Issue: Other | $\begin{array}{r} 564 \\ 498 \\ 354 \\ 324 \\ 108 \\ 101 \\ 128 \\ 124 \\ 2200 \end{array}$ | $\begin{array}{r} 26 \% \\ 23 \% \\ 16 \% \\ 15 \% \\ 5 \% \\ 5 \% \\ 6 \% \\ 6 \% \end{array}$ |
| xsubVote180 | 2018 House Vote: Democrat 2018 House Vote: Republican 2018 House Vote: Someone else | $\begin{array}{r} 782 \\ 621 \\ 75 \\ 1478 \end{array}$ | $\begin{array}{r} 36 \% \\ 28 \% \\ 3 \% \end{array}$ |
| xsubVote16O | 2016 Vote: Hillary Clinton 2016 Vote: Donald Trump 2016 Vote: Other 2016 Vote: Didn’t Vote $N$ | $\begin{array}{r} 706 \\ 678 \\ 116 \\ 698 \\ 2197 \end{array}$ | $\begin{array}{r} 32 \% \\ 31 \% \\ 5 \% \\ 32 \% \end{array}$ |
| xsubVote14O | Voted in 2014: Yes Voted in 2014: No | $\begin{array}{r} 1299 \\ 901 \\ 2200 \end{array}$ | $\begin{gathered} 59 \% \\ 41 \% \end{gathered}$ |
| xsubVote12O | 2012 Vote: Barack Obama 2012 Vote: Mitt Romney 2012 Vote: Other 2012 Vote: Didn't Vote N | $\begin{array}{r} 791 \\ 516 \\ 90 \\ 803 \\ 2200 \end{array}$ | $\begin{array}{r} 36 \% \\ 23 \% \\ 4 \% \\ 36 \% \end{array}$ |
| xreg4 | 4-Region: Northeast 4-Region: Midwest 4-Region: South 4-Region: West | $\begin{array}{r} 394 \\ 462 \\ 824 \\ 520 \\ 2200 \end{array}$ | $\begin{aligned} & 18 \% \\ & 21 \% \\ & 37 \% \\ & 24 \% \end{aligned}$ |

Summary Statistics of Survey Respondent Demographics

| Demographic | Group | Frequency | Percentage |
| :---: | :---: | :---: | :---: |
| HRdem1_1 | Watch TV: Every day | 1045 | 48\% |
|  | Watch TV: Several times per week | 517 | 24\% |
|  | Watch TV: About once per week | 145 | 7\% |
|  | Watch TV: Several times per month | 121 | 6\% |
|  | Watch TV: About once per month | 55 | 2\% |
|  | Watch TV: Less often than once per month | 91 | $4 \%$ |
|  | Watch TV: Never | 225 | 10\% |
|  | $N$ | 2200 |  |
| HRdem1_2 | Watch Movies: Every day | 353 | 16\% |
|  | Watch Movies: Several times per week | 579 | 26\% |
|  | Watch Movies: About once per week | 394 | 18\% |
|  | Watch Movies: Several times per month | 257 | 12\% |
|  | Watch Movies: About once per month | 199 | 9\% |
|  | Watch Movies: Less often than once per month | 170 | 8\% |
|  | Watch Movies: Never | 247 | 11\% |
|  | $N$ | 2200 |  |
| HRdem1_3 | Watch Sporting Events: Every day | 137 | 6\% |
|  | Watch Sporting Events: Several times per week | 373 | 17\% |
|  | Watch Sporting Events: About once per week | 308 | 14\% |
|  | Watch Sporting Events: Several times per month | 142 | 6\% |
|  | Watch Sporting Events: About once per month | 126 | 6\% |
|  | Watch Sporting Events: Less often than once per month | 295 | 13\% |
|  | Watch Sporting Events: Never | 820 | 37\% |
|  | $N$ | 2200 |  |
| HRdem2_1 | Cable TV: Currently subscribe | 1018 | 46\% |
|  | Cable TV: Subscribed in past | 735 | 33\% |
|  | Cable TV: Never subscribed | 447 | 20\% |
|  | $N$ | 2200 |  |
| HRdem2_2 | Satellite TV: Currently subscribe | 403 | 18\% |
|  | Satellite TV: Subscribed in past | 602 | 27\% |
|  | Satellite TV: Never subscribed | 1195 | 54\% |
|  | $N$ | 2200 |  |
| HRdem2_3 | Streaming Services: Currently subscribe | 1321 | 60\% |
|  | Streaming Services: Subscribed in past | 226 | 10\% |
|  | Streaming Services: Never subscribed | 654 | 30\% |
|  | $N$ | 2200 |  |

Continued on next page

Summary Statistics of Survey Respondent Demographics

| Demographic | Group |  | Frequency |
| :--- | ---: | ---: | :---: |
| HRdem3_1 | Film: An avid fan | 711 | $32 \%$ |
|  | Film: A casual fan | 1192 | $54 \%$ |
|  | Film: Not a fan | 298 | $14 \%$ |
|  | $N$ | 2200 |  |
| HRdem3_2 | Television: An avid fan | 1071 | $49 \%$ |
|  | Television: A casual fan | 967 | $44 \%$ |
|  | Television: Not a fan | 162 | $7 \%$ |
|  | $N$ | 2200 |  |
| HRdem3_3 | Music: An avid fan | 1031 | $47 \%$ |
|  | Music: A casual fan | 995 | $45 \%$ |
|  | Music: Not a fan | 173 | $8 \%$ |
|  | $N$ | 2200 |  |
| HRdem3_4 | Fashion: An avid fan | 287 | $13 \%$ |
|  | Fashion: A casual fan | 828 | $38 \%$ |
|  | Fashion: Not a fan | 1084 | $49 \%$ |
|  | $N$ | 2200 |  |

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

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