



National Tracking Poll #200180
January 30 - February 01, 2020

Crosstabulation Results

Methodology:

This poll was conducted from January 30 - February 01, 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 HR17_1: *Now on a different topic... Would you be more or less likely to be a fan of a celebrity, such as an actor, musician, or athlete, if they did the following?
 Host a fundraiser for a political candidate you do not support*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	4% (84)	5% (105)	23% (507)	33% (728)	35% (776)	2200
Gender: Male	5% (57)	6% (62)	24% (257)	33% (347)	32% (339)	1062
Gender: Female	2% (26)	4% (44)	22% (250)	33% (381)	38% (437)	1138
Age: 18-29	6% (28)	6% (28)	22% (103)	30% (141)	36% (165)	465
Age: 30-44	6% (31)	5% (29)	26% (142)	27% (147)	36% (200)	548
Age: 45-54	2% (7)	4% (14)	18% (61)	32% (111)	44% (151)	344
Age: 55-64	3% (11)	4% (18)	27% (111)	33% (134)	33% (133)	407
Age: 65+	2% (7)	4% (17)	21% (90)	45% (195)	29% (127)	436
Generation Z: 18-22	8% (17)	7% (15)	23% (49)	26% (57)	36% (78)	215
Millennial: Age 23-38	5% (27)	5% (29)	24% (142)	31% (181)	36% (211)	589
Generation X: Age 39-54	4% (22)	5% (27)	21% (115)	29% (162)	41% (227)	553
Boomers: Age 55-73	2% (16)	4% (32)	24% (183)	38% (286)	31% (234)	751
PID: Dem (no lean)	5% (37)	6% (48)	24% (181)	33% (251)	32% (239)	756
PID: Ind (no lean)	3% (22)	4% (30)	23% (175)	28% (211)	42% (323)	761
PID: Rep (no lean)	4% (25)	4% (27)	22% (151)	39% (266)	31% (214)	682
PID/Gender: Dem Men	6% (23)	8% (27)	23% (80)	31% (109)	32% (115)	353
PID/Gender: Dem Women	4% (14)	5% (21)	25% (101)	35% (143)	31% (124)	403
PID/Gender: Ind Men	5% (18)	6% (22)	26% (97)	29% (108)	33% (123)	368
PID/Gender: Ind Women	1% (4)	2% (9)	20% (78)	26% (103)	51% (200)	394
PID/Gender: Rep Men	5% (17)	4% (13)	23% (79)	38% (131)	30% (101)	341
PID/Gender: Rep Women	2% (8)	4% (14)	21% (71)	40% (136)	33% (113)	342
Ideo: Liberal (1-3)	7% (41)	7% (44)	26% (159)	34% (207)	26% (162)	613
Ideo: Moderate (4)	2% (10)	5% (28)	27% (145)	28% (147)	38% (203)	533
Ideo: Conservative (5-7)	3% (21)	4% (27)	22% (166)	42% (308)	29% (215)	736
Educ: < College	4% (64)	5% (71)	21% (325)	32% (480)	38% (572)	1512
Educ: Bachelors degree	3% (12)	5% (20)	27% (119)	34% (151)	32% (142)	444
Educ: Post-grad	3% (8)	6% (14)	26% (62)	40% (97)	25% (62)	244

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Table HR17_1: Now on a different topic... Would you be more or less likely to be a fan of a celebrity, such as an actor, musician, or athlete, if they did the following?
Host a fundraiser for a political candidate you do not support

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Don't know / No opinion		Total N
Adults	4%	(84)	5%	(105)	23%	(507)	33%	(728)	35%	(776)	2200
Income: Under 50k	4%	(53)	4%	(51)	20%	(247)	31%	(377)	41%	(498)	1226
Income: 50k-100k	3%	(19)	5%	(32)	27%	(181)	36%	(240)	29%	(195)	667
Income: 100k+	4%	(11)	7%	(22)	26%	(79)	36%	(111)	27%	(84)	307
Ethnicity: White	3%	(48)	4%	(66)	24%	(418)	34%	(585)	35%	(604)	1722
Ethnicity: Hispanic	7%	(25)	4%	(14)	18%	(62)	34%	(118)	37%	(130)	349
Ethnicity: Afr. Am.	8%	(22)	12%	(33)	18%	(50)	29%	(78)	33%	(90)	274
Ethnicity: Other	7%	(13)	3%	(6)	19%	(39)	32%	(65)	40%	(81)	204
Community: Urban	6%	(35)	6%	(34)	21%	(119)	36%	(199)	31%	(172)	559
Community: Suburban	3%	(28)	5%	(45)	24%	(234)	33%	(320)	35%	(341)	969
Community: Rural	3%	(20)	4%	(27)	23%	(155)	31%	(209)	39%	(262)	673
Employ: Private Sector	3%	(19)	6%	(37)	27%	(177)	34%	(223)	30%	(196)	652
Employ: Government	1%	(1)	2%	(3)	25%	(37)	37%	(53)	35%	(50)	145
Employ: Self-Employed	7%	(14)	8%	(18)	24%	(51)	31%	(67)	30%	(65)	214
Employ: Homemaker	1%	(2)	3%	(5)	19%	(32)	27%	(45)	50%	(85)	169
Employ: Retired	2%	(9)	4%	(18)	23%	(112)	38%	(186)	33%	(159)	483
Employ: Unemployed	8%	(19)	4%	(9)	17%	(39)	27%	(62)	45%	(104)	233
Employ: Other	4%	(8)	3%	(5)	20%	(38)	33%	(61)	40%	(73)	184
Military HH: Yes	4%	(14)	4%	(13)	23%	(82)	36%	(128)	33%	(115)	353
Military HH: No	4%	(70)	5%	(92)	23%	(424)	32%	(600)	36%	(660)	1847
RD/WT: Right Direction	4%	(32)	5%	(43)	21%	(168)	36%	(296)	34%	(281)	820
RD/WT: Wrong Track	4%	(52)	5%	(62)	25%	(338)	31%	(433)	36%	(495)	1380
Trump Job Approve	3%	(31)	4%	(37)	22%	(200)	37%	(339)	34%	(306)	912
Trump Job Disapprove	4%	(43)	5%	(62)	25%	(297)	32%	(379)	34%	(400)	1180
Trump Job Strongly Approve	4%	(20)	4%	(18)	18%	(91)	42%	(209)	32%	(156)	494
Trump Job Somewhat Approve	3%	(11)	5%	(19)	26%	(109)	31%	(130)	36%	(149)	418
Trump Job Somewhat Disapprove	3%	(8)	4%	(12)	29%	(85)	25%	(73)	38%	(112)	290
Trump Job Strongly Disapprove	4%	(35)	6%	(50)	24%	(211)	34%	(306)	32%	(288)	890
Favorable of Trump	3%	(28)	4%	(32)	23%	(201)	38%	(340)	32%	(287)	886
Unfavorable of Trump	4%	(47)	6%	(70)	24%	(290)	32%	(376)	34%	(406)	1189

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Table HR17_1: Now on a different topic... Would you be more or less likely to be a fan of a celebrity, such as an actor, musician, or athlete, if they did the following?
 Host a fundraiser for a political candidate you do not support

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	4% (84)	5% (105)	23% (507)	33% (728)	35% (776)	2200
Very Favorable of Trump	4% (20)	3% (15)	20% (105)	41% (211)	31% (160)	511
Somewhat Favorable of Trump	2% (7)	5% (17)	26% (96)	34% (128)	34% (127)	375
Somewhat Unfavorable of Trump	3% (6)	6% (12)	26% (57)	21% (45)	44% (97)	218
Very Unfavorable of Trump	4% (41)	6% (58)	24% (233)	34% (331)	32% (309)	972
#1 Issue: Economy	3% (16)	5% (27)	23% (133)	32% (185)	38% (218)	579
#1 Issue: Security	5% (20)	4% (16)	21% (80)	39% (149)	30% (116)	381
#1 Issue: Health Care	5% (18)	6% (22)	26% (96)	33% (123)	31% (114)	373
#1 Issue: Medicare / Social Security	3% (9)	4% (15)	24% (85)	33% (116)	36% (129)	354
#1 Issue: Women's Issues	4% (4)	4% (4)	24% (26)	37% (39)	32% (34)	108
#1 Issue: Education	7% (8)	7% (8)	27% (34)	27% (33)	32% (40)	124
#1 Issue: Energy	4% (5)	8% (11)	25% (35)	32% (45)	31% (44)	139
#1 Issue: Other	2% (3)	2% (3)	12% (17)	27% (38)	57% (81)	142
2018 House Vote: Democrat	5% (33)	6% (43)	25% (180)	35% (252)	29% (208)	715
2018 House Vote: Republican	3% (20)	4% (24)	23% (153)	41% (271)	29% (190)	658
2018 House Vote: Someone else	— (0)	4% (4)	25% (22)	22% (19)	48% (42)	87
2016 Vote: Hillary Clinton	4% (30)	7% (46)	25% (171)	34% (234)	30% (209)	690
2016 Vote: Donald Trump	3% (16)	4% (25)	23% (148)	42% (269)	28% (177)	636
2016 Vote: Other	2% (3)	2% (4)	30% (50)	30% (51)	36% (61)	169
2016 Vote: Didn't Vote	5% (34)	4% (31)	19% (137)	25% (174)	46% (328)	705
Voted in 2014: Yes	3% (44)	5% (64)	25% (328)	37% (479)	29% (381)	1296
Voted in 2014: No	4% (40)	5% (41)	20% (179)	28% (250)	44% (395)	904
2012 Vote: Barack Obama	4% (35)	7% (55)	25% (212)	33% (279)	31% (257)	838
2012 Vote: Mitt Romney	3% (13)	3% (15)	23% (113)	41% (202)	30% (145)	488
2012 Vote: Other	1% (0)	1% (1)	26% (24)	41% (39)	32% (29)	93
2012 Vote: Didn't Vote	5% (36)	4% (35)	20% (157)	27% (209)	44% (341)	777
4-Region: Northeast	4% (14)	4% (16)	28% (110)	32% (125)	33% (128)	394
4-Region: Midwest	4% (19)	4% (18)	25% (115)	33% (153)	34% (157)	462
4-Region: South	3% (24)	7% (58)	22% (178)	31% (257)	37% (307)	824
4-Region: West	5% (26)	3% (14)	20% (103)	37% (193)	35% (184)	520

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Table HR17_1: Now on a different topic... Would you be more or less likely to be a fan of a celebrity, such as an actor, musician, or athlete, if they did the following?
Host a fundraiser for a political candidate you do not support

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	4% (84)	5% (105)	23% (507)	33% (728)	35% (776)	2200
Watch TV: Every day	4% (46)	6% (59)	23% (236)	33% (349)	34% (355)	1045
Watch TV: Several times per week	4% (24)	5% (27)	25% (135)	37% (204)	29% (159)	550
Watch TV: About once per week	2% (3)	5% (9)	18% (31)	39% (66)	36% (61)	170
Watch TV: Several times per month	3% (4)	5% (6)	30% (38)	28% (36)	34% (43)	127
Watch TV: About once per month	— (0)	2% (1)	29% (16)	17% (9)	51% (28)	55
Watch TV: Less often than once per month	3% (3)	2% (2)	16% (13)	36% (30)	43% (36)	84
Watch TV: Never	2% (3)	1% (2)	22% (36)	20% (34)	55% (94)	169
Watch Movies: Every day	9% (36)	6% (22)	19% (74)	31% (119)	34% (132)	383
Watch Movies: Several times per week	4% (25)	6% (33)	24% (141)	34% (204)	33% (195)	598
Watch Movies: About once per week	1% (5)	4% (16)	24% (92)	38% (145)	33% (127)	386
Watch Movies: Several times per month	5% (13)	4% (11)	30% (77)	30% (76)	30% (78)	255
Watch Movies: About once per month	1% (1)	6% (11)	22% (41)	28% (54)	44% (83)	189
Watch Movies: Less often than once per month	2% (3)	3% (6)	20% (40)	37% (73)	39% (78)	199
Watch Movies: Never	1% (1)	3% (6)	22% (42)	31% (59)	44% (84)	191
Watch Sporting Events: Every day	13% (18)	5% (7)	28% (37)	28% (38)	26% (35)	135
Watch Sporting Events: Several times per week	10% (34)	5% (16)	27% (91)	37% (123)	21% (72)	335
Watch Sporting Events: About once per week	2% (6)	9% (31)	25% (82)	32% (107)	32% (108)	334
Watch Sporting Events: Several times per month	1% (2)	7% (13)	23% (46)	36% (71)	33% (66)	197
Watch Sporting Events: About once per month	4% (6)	4% (7)	25% (41)	31% (50)	36% (59)	163
Watch Sporting Events: Less often than once per month	1% (4)	5% (15)	22% (68)	35% (110)	37% (115)	311
Watch Sporting Events: Never	2% (15)	2% (18)	19% (140)	32% (230)	44% (321)	723
Cable TV: Currently subscribe	4% (41)	4% (40)	25% (237)	30% (284)	36% (339)	941
Cable TV: Subscribed in past	3% (27)	5% (44)	23% (190)	36% (300)	33% (270)	830
Cable TV: Never subscribed	4% (16)	5% (22)	19% (80)	34% (144)	39% (167)	429
Satellite TV: Currently subscribe	8% (37)	4% (21)	18% (86)	36% (169)	34% (158)	472
Satellite TV: Subscribed in past	4% (25)	7% (44)	29% (185)	30% (192)	31% (197)	642
Satellite TV: Never subscribed	2% (21)	4% (40)	22% (236)	34% (368)	39% (421)	1086

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Table HR17_1: Now on a different topic... Would you be more or less likely to be a fan of a celebrity, such as an actor, musician, or athlete, if they did the following?

Host a fundraiser for a political candidate you do not support

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Don't know / No opinion		Total N
Adults	4%	(84)	5%	(105)	23%	(507)	33%	(728)	35%	(776)	2200
Streaming Services: Currently subscribe	4%	(55)	5%	(71)	26%	(357)	32%	(445)	33%	(457)	1384
Streaming Services: Subscribed in past	6%	(13)	6%	(13)	17%	(36)	32%	(67)	38%	(78)	207
Streaming Services: Never subscribed	3%	(16)	4%	(22)	19%	(114)	35%	(216)	40%	(241)	609
Film: An avid fan	6%	(47)	6%	(48)	21%	(157)	31%	(238)	35%	(266)	757
Film: A casual fan	3%	(34)	4%	(47)	26%	(307)	33%	(395)	34%	(396)	1179
Film: Not a fan	1%	(2)	4%	(10)	16%	(43)	36%	(96)	43%	(113)	264
Television: An avid fan	5%	(58)	5%	(56)	22%	(236)	32%	(345)	35%	(375)	1070
Television: A casual fan	2%	(24)	5%	(46)	25%	(245)	34%	(336)	34%	(337)	988
Television: Not a fan	1%	(2)	3%	(4)	18%	(26)	33%	(47)	45%	(64)	142
Music: An avid fan	5%	(62)	5%	(61)	23%	(262)	32%	(370)	34%	(396)	1151
Music: A casual fan	2%	(18)	4%	(39)	25%	(230)	34%	(314)	35%	(320)	921
Music: Not a fan	3%	(4)	5%	(6)	12%	(15)	34%	(44)	46%	(59)	128
Fashion: An avid fan	8%	(24)	7%	(20)	19%	(56)	31%	(91)	35%	(103)	294
Fashion: A casual fan	4%	(39)	6%	(61)	25%	(232)	31%	(289)	34%	(320)	940
Fashion: Not a fan	2%	(20)	3%	(25)	23%	(219)	36%	(349)	37%	(353)	966

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

Table HR17_2: Now on a different topic... Would you be more or less likely to be a fan of a celebrity, such as an actor, musician, or athlete, if they did the following?
Publicly endorse a political candidate you do not support

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Don't know / No opinion		Total N
Adults	3%	(67)	5%	(118)	25%	(543)	33%	(721)	34%	(751)	2200
Gender: Male	4%	(47)	7%	(75)	25%	(267)	33%	(347)	31%	(325)	1062
Gender: Female	2%	(19)	4%	(43)	24%	(276)	33%	(374)	37%	(426)	1138
Age: 18-29	5%	(22)	8%	(38)	27%	(124)	26%	(121)	34%	(160)	465
Age: 30-44	5%	(29)	6%	(34)	25%	(135)	30%	(167)	33%	(183)	548
Age: 45-54	1%	(3)	5%	(16)	20%	(67)	32%	(110)	43%	(148)	344
Age: 55-64	2%	(8)	2%	(10)	28%	(115)	35%	(143)	32%	(130)	407
Age: 65+	1%	(4)	5%	(20)	23%	(102)	41%	(180)	30%	(130)	436
Generation Z: 18-22	6%	(13)	8%	(17)	22%	(47)	27%	(59)	37%	(79)	215
Millennial: Age 23-38	4%	(23)	8%	(47)	28%	(163)	27%	(161)	33%	(195)	589
Generation X: Age 39-54	3%	(17)	4%	(24)	21%	(116)	32%	(178)	39%	(217)	553
Boomers: Age 55-73	2%	(12)	3%	(26)	26%	(194)	38%	(283)	32%	(237)	751
PID: Dem (no lean)	4%	(31)	7%	(50)	25%	(185)	33%	(249)	32%	(241)	756
PID: Ind (no lean)	2%	(16)	5%	(36)	26%	(199)	26%	(196)	41%	(314)	761
PID: Rep (no lean)	3%	(20)	5%	(32)	23%	(159)	40%	(276)	29%	(195)	682
PID/Gender: Dem Men	5%	(17)	8%	(29)	23%	(82)	30%	(106)	34%	(119)	353
PID/Gender: Dem Women	3%	(13)	5%	(21)	26%	(103)	36%	(143)	30%	(122)	403
PID/Gender: Ind Men	4%	(13)	7%	(24)	27%	(101)	30%	(110)	33%	(120)	368
PID/Gender: Ind Women	1%	(3)	3%	(12)	25%	(98)	22%	(86)	49%	(195)	394
PID/Gender: Rep Men	5%	(17)	6%	(22)	25%	(84)	38%	(131)	25%	(87)	341
PID/Gender: Rep Women	1%	(3)	3%	(10)	22%	(75)	42%	(145)	32%	(109)	342
Ideo: Liberal (1-3)	5%	(31)	9%	(55)	27%	(167)	33%	(203)	26%	(157)	613
Ideo: Moderate (4)	2%	(10)	5%	(27)	29%	(155)	27%	(143)	37%	(198)	533
Ideo: Conservative (5-7)	2%	(18)	4%	(28)	24%	(178)	41%	(301)	29%	(212)	736
Educ: < College	4%	(53)	5%	(76)	23%	(347)	32%	(482)	37%	(554)	1512
Educ: Bachelors degree	1%	(6)	6%	(26)	29%	(127)	33%	(145)	32%	(140)	444
Educ: Post-grad	3%	(8)	7%	(17)	28%	(69)	39%	(94)	23%	(56)	244
Income: Under 50k	3%	(39)	5%	(63)	22%	(266)	31%	(375)	39%	(483)	1226
Income: 50k-100k	3%	(20)	6%	(38)	28%	(185)	36%	(238)	28%	(186)	667
Income: 100k+	3%	(8)	6%	(17)	30%	(92)	35%	(108)	27%	(82)	307

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Table HR17_2: Now on a different topic... Would you be more or less likely to be a fan of a celebrity, such as an actor, musician, or athlete, if they did the following?
 Publicly endorse a political candidate you do not support

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Don't know / No opinion		Total N
Adults	3%	(67)	5%	(118)	25%	(543)	33%	(721)	34%	(751)	2200
Ethnicity: White	2%	(36)	5%	(91)	25%	(431)	34%	(580)	34%	(583)	1722
Ethnicity: Hispanic	3%	(12)	7%	(25)	21%	(74)	33%	(116)	35%	(123)	349
Ethnicity: Afr. Am.	7%	(20)	7%	(18)	22%	(62)	29%	(81)	34%	(93)	274
Ethnicity: Other	5%	(10)	4%	(9)	25%	(50)	30%	(60)	37%	(74)	204
Community: Urban	5%	(29)	7%	(37)	25%	(139)	33%	(183)	30%	(170)	559
Community: Suburban	3%	(24)	7%	(63)	24%	(232)	33%	(323)	34%	(327)	969
Community: Rural	2%	(13)	3%	(17)	26%	(172)	32%	(216)	38%	(254)	673
Employ: Private Sector	2%	(15)	7%	(48)	26%	(171)	34%	(222)	30%	(197)	652
Employ: Government	1%	(2)	1%	(1)	30%	(43)	39%	(57)	29%	(42)	145
Employ: Self-Employed	7%	(16)	7%	(15)	26%	(56)	29%	(62)	31%	(66)	214
Employ: Homemaker	1%	(2)	2%	(4)	21%	(36)	29%	(48)	47%	(79)	169
Employ: Retired	1%	(7)	4%	(20)	25%	(120)	38%	(182)	32%	(154)	483
Employ: Unemployed	5%	(11)	6%	(14)	21%	(50)	23%	(53)	46%	(107)	233
Employ: Other	4%	(7)	3%	(5)	23%	(43)	33%	(60)	37%	(69)	184
Military HH: Yes	3%	(10)	4%	(13)	23%	(80)	40%	(141)	31%	(109)	353
Military HH: No	3%	(57)	6%	(105)	25%	(463)	31%	(581)	35%	(642)	1847
RD/WT: Right Direction	3%	(27)	6%	(52)	21%	(172)	36%	(296)	33%	(273)	820
RD/WT: Wrong Track	3%	(40)	5%	(66)	27%	(371)	31%	(426)	35%	(478)	1380
Trump Job Approve	3%	(29)	4%	(40)	23%	(210)	37%	(342)	32%	(291)	912
Trump Job Disapprove	3%	(35)	6%	(69)	28%	(325)	31%	(368)	33%	(384)	1180
Trump Job Strongly Approve	4%	(21)	4%	(20)	17%	(82)	45%	(224)	30%	(147)	494
Trump Job Somewhat Approve	2%	(8)	5%	(20)	31%	(128)	28%	(117)	34%	(144)	418
Trump Job Somewhat Disapprove	1%	(3)	8%	(23)	30%	(88)	24%	(70)	37%	(106)	290
Trump Job Strongly Disapprove	4%	(32)	5%	(46)	27%	(237)	33%	(298)	31%	(278)	890
Favorable of Trump	3%	(28)	4%	(38)	23%	(206)	38%	(339)	31%	(274)	886
Unfavorable of Trump	3%	(35)	6%	(68)	27%	(327)	31%	(365)	33%	(394)	1189

Continued on next page

Table HR17_2: Now on a different topic... Would you be more or less likely to be a fan of a celebrity, such as an actor, musician, or athlete, if they did the following?
Publicly endorse a political candidate you do not support

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Don't know / No opinion		Total N
Adults	3%	(67)	5%	(118)	25%	(543)	33%	(721)	34%	(751)	2200
Very Favorable of Trump	4%	(22)	4%	(22)	18%	(93)	44%	(226)	29%	(149)	511
Somewhat Favorable of Trump	2%	(6)	4%	(17)	30%	(114)	30%	(113)	33%	(126)	375
Somewhat Unfavorable of Trump	1%	(3)	7%	(15)	28%	(61)	23%	(50)	40%	(88)	218
Very Unfavorable of Trump	3%	(32)	5%	(52)	27%	(266)	32%	(315)	31%	(306)	972
#1 Issue: Economy	2%	(14)	5%	(31)	26%	(149)	32%	(187)	34%	(198)	579
#1 Issue: Security	5%	(20)	4%	(15)	22%	(85)	38%	(145)	31%	(117)	381
#1 Issue: Health Care	5%	(18)	5%	(18)	25%	(94)	31%	(114)	35%	(129)	373
#1 Issue: Medicare / Social Security	1%	(5)	6%	(22)	26%	(92)	33%	(116)	34%	(119)	354
#1 Issue: Women's Issues	2%	(2)	7%	(8)	22%	(24)	39%	(42)	29%	(31)	108
#1 Issue: Education	2%	(3)	11%	(14)	29%	(35)	29%	(36)	29%	(36)	124
#1 Issue: Energy	2%	(3)	5%	(8)	32%	(45)	30%	(42)	30%	(41)	139
#1 Issue: Other	1%	(2)	3%	(4)	14%	(20)	27%	(38)	56%	(79)	142
2018 House Vote: Democrat	4%	(28)	6%	(46)	27%	(196)	34%	(244)	28%	(202)	715
2018 House Vote: Republican	3%	(18)	4%	(29)	25%	(167)	41%	(272)	26%	(172)	658
2018 House Vote: Someone else	—	(0)	1%	(1)	23%	(20)	25%	(21)	52%	(45)	87
2016 Vote: Hillary Clinton	4%	(25)	6%	(43)	26%	(178)	34%	(235)	30%	(208)	690
2016 Vote: Donald Trump	2%	(15)	5%	(34)	23%	(149)	43%	(273)	26%	(165)	636
2016 Vote: Other	—	(1)	6%	(10)	29%	(50)	27%	(46)	37%	(62)	169
2016 Vote: Didn't Vote	4%	(25)	4%	(31)	24%	(166)	24%	(167)	45%	(315)	705
Voted in 2014: Yes	3%	(38)	6%	(72)	26%	(336)	38%	(487)	28%	(363)	1296
Voted in 2014: No	3%	(28)	5%	(46)	23%	(207)	26%	(234)	43%	(388)	904
2012 Vote: Barack Obama	4%	(32)	6%	(53)	26%	(216)	34%	(284)	30%	(253)	838
2012 Vote: Mitt Romney	2%	(10)	5%	(24)	24%	(118)	41%	(199)	28%	(137)	488
2012 Vote: Other	—	(0)	—	(0)	26%	(24)	46%	(43)	28%	(26)	93
2012 Vote: Didn't Vote	3%	(25)	5%	(41)	24%	(184)	25%	(194)	43%	(333)	777
4-Region: Northeast	2%	(6)	8%	(32)	27%	(106)	32%	(125)	32%	(125)	394
4-Region: Midwest	3%	(13)	4%	(20)	25%	(114)	34%	(155)	35%	(160)	462
4-Region: South	3%	(27)	5%	(42)	24%	(202)	32%	(262)	35%	(291)	824
4-Region: West	4%	(21)	5%	(24)	23%	(122)	34%	(179)	34%	(174)	520

Continued on next page

Table HR17_2: Now on a different topic... Would you be more or less likely to be a fan of a celebrity, such as an actor, musician, or athlete, if they did the following?
 Publicly endorse a political candidate you do not support

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Don't know / No opinion	Total N	
Adults	3%	(67)	5%	(118)	25%	(543)	33%	(721)	34%	(751)	2200
Watch TV: Every day	4%	(38)	7%	(74)	23%	(242)	34%	(351)	33%	(340)	1045
Watch TV: Several times per week	2%	(14)	5%	(28)	29%	(162)	33%	(181)	30%	(165)	550
Watch TV: About once per week	4%	(7)	2%	(4)	20%	(34)	47%	(79)	27%	(46)	170
Watch TV: Several times per month	5%	(6)	3%	(4)	25%	(32)	27%	(35)	40%	(50)	127
Watch TV: About once per month	—	(0)	1%	(1)	35%	(19)	21%	(11)	43%	(24)	55
Watch TV: Less often than once per month	2%	(2)	2%	(1)	20%	(17)	33%	(28)	44%	(37)	84
Watch TV: Never	1%	(1)	3%	(6)	22%	(38)	21%	(36)	52%	(88)	169
Watch Movies: Every day	9%	(33)	5%	(19)	24%	(91)	31%	(118)	32%	(122)	383
Watch Movies: Several times per week	3%	(15)	8%	(48)	26%	(155)	31%	(186)	32%	(194)	598
Watch Movies: About once per week	2%	(7)	4%	(14)	26%	(101)	41%	(158)	27%	(105)	386
Watch Movies: Several times per month	3%	(9)	6%	(16)	27%	(69)	31%	(79)	33%	(83)	255
Watch Movies: About once per month	—	(1)	4%	(7)	24%	(45)	27%	(51)	45%	(85)	189
Watch Movies: Less often than once per month	1%	(3)	4%	(9)	18%	(36)	37%	(74)	39%	(78)	199
Watch Movies: Never	—	(0)	3%	(5)	24%	(46)	29%	(56)	44%	(84)	191
Watch Sporting Events: Every day	12%	(16)	9%	(12)	23%	(31)	33%	(44)	23%	(32)	135
Watch Sporting Events: Several times per week	5%	(18)	9%	(31)	29%	(98)	34%	(113)	23%	(76)	335
Watch Sporting Events: About once per week	4%	(13)	6%	(21)	27%	(91)	32%	(108)	30%	(101)	334
Watch Sporting Events: Several times per month	1%	(1)	5%	(10)	30%	(58)	30%	(59)	35%	(69)	197
Watch Sporting Events: About once per month	4%	(6)	5%	(8)	21%	(35)	35%	(57)	35%	(57)	163
Watch Sporting Events: Less often than once per month	1%	(4)	5%	(14)	22%	(69)	37%	(115)	35%	(109)	311
Watch Sporting Events: Never	1%	(8)	3%	(22)	22%	(160)	31%	(227)	42%	(307)	723
Cable TV: Currently subscribe	4%	(35)	7%	(64)	25%	(231)	31%	(295)	34%	(315)	941
Cable TV: Subscribed in past	2%	(18)	4%	(37)	27%	(226)	34%	(279)	33%	(270)	830
Cable TV: Never subscribed	3%	(14)	4%	(17)	20%	(85)	34%	(147)	39%	(165)	429
Satellite TV: Currently subscribe	6%	(26)	6%	(29)	21%	(100)	34%	(162)	33%	(154)	472
Satellite TV: Subscribed in past	3%	(22)	5%	(34)	29%	(187)	31%	(200)	31%	(199)	642
Satellite TV: Never subscribed	2%	(18)	5%	(55)	24%	(256)	33%	(360)	37%	(397)	1086

Continued on next page

Table HR17_2: Now on a different topic... Would you be more or less likely to be a fan of a celebrity, such as an actor, musician, or athlete, if they did the following?
Publicly endorse a political candidate you do not support

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Don't know / No opinion		Total N
Adults	3%	(67)	5%	(118)	25%	(543)	33%	(721)	34%	(751)	2200
Streaming Services: Currently subscribe	3%	(42)	5%	(73)	28%	(381)	32%	(444)	32%	(443)	1384
Streaming Services: Subscribed in past	5%	(10)	10%	(20)	20%	(42)	32%	(66)	33%	(69)	207
Streaming Services: Never subscribed	2%	(14)	4%	(25)	20%	(121)	35%	(211)	39%	(239)	609
Film: An avid fan	5%	(40)	7%	(52)	26%	(198)	29%	(222)	32%	(244)	757
Film: A casual fan	2%	(24)	5%	(61)	25%	(292)	35%	(408)	33%	(395)	1179
Film: Not a fan	1%	(2)	2%	(5)	20%	(53)	35%	(91)	42%	(112)	264
Television: An avid fan	4%	(45)	6%	(66)	24%	(260)	32%	(340)	33%	(358)	1070
Television: A casual fan	2%	(21)	5%	(48)	25%	(250)	34%	(336)	34%	(332)	988
Television: Not a fan	—	(0)	3%	(4)	23%	(32)	32%	(46)	42%	(60)	142
Music: An avid fan	5%	(56)	7%	(75)	25%	(283)	32%	(366)	32%	(371)	1151
Music: A casual fan	1%	(9)	4%	(38)	26%	(238)	34%	(312)	35%	(324)	921
Music: Not a fan	1%	(1)	4%	(5)	17%	(22)	34%	(43)	44%	(56)	128
Fashion: An avid fan	8%	(23)	8%	(25)	22%	(64)	33%	(96)	29%	(86)	294
Fashion: A casual fan	3%	(32)	7%	(61)	26%	(242)	30%	(279)	35%	(326)	940
Fashion: Not a fan	1%	(12)	3%	(32)	24%	(236)	36%	(346)	35%	(339)	966

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

Table HR18_1: To what extent did the following endorsements make you more or less likely to vote for the candidate?
 Judge Judy's endorsement of Michael Bloomberg

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't Know / No Opinion	Total N
Adults	5% (106)	9% (192)	32% (707)	6% (141)	19% (409)	29% (644)	2200
Gender: Male	5% (54)	10% (110)	30% (319)	8% (81)	22% (235)	25% (264)	1062
Gender: Female	5% (53)	7% (83)	34% (388)	5% (61)	15% (174)	33% (380)	1138
Age: 18-29	4% (19)	11% (50)	29% (134)	9% (40)	13% (59)	35% (162)	465
Age: 30-44	4% (24)	9% (51)	28% (154)	7% (40)	16% (89)	35% (190)	548
Age: 45-54	6% (21)	9% (29)	33% (114)	3% (9)	17% (59)	32% (111)	344
Age: 55-64	6% (24)	7% (27)	37% (150)	7% (27)	20% (82)	24% (96)	407
Age: 65+	4% (18)	8% (35)	35% (155)	6% (25)	27% (120)	19% (84)	436
Generation Z: 18-22	2% (4)	13% (28)	23% (50)	9% (19)	13% (27)	40% (87)	215
Millennial: Age 23-38	5% (32)	8% (47)	30% (178)	8% (48)	14% (82)	35% (204)	589
Generation X: Age 39-54	5% (28)	10% (56)	32% (175)	4% (22)	18% (98)	31% (173)	553
Boomers: Age 55-73	5% (37)	7% (54)	38% (285)	6% (48)	22% (166)	21% (161)	751
PID: Dem (no lean)	7% (57)	12% (92)	38% (286)	5% (39)	9% (66)	29% (216)	756
PID: Ind (no lean)	4% (28)	8% (63)	32% (247)	7% (52)	14% (105)	35% (266)	761
PID: Rep (no lean)	3% (22)	5% (37)	26% (174)	7% (50)	35% (238)	24% (162)	682
PID/Gender: Dem Men	8% (28)	16% (55)	31% (111)	7% (24)	12% (42)	27% (94)	353
PID/Gender: Dem Women	7% (29)	9% (37)	43% (175)	4% (16)	6% (24)	30% (122)	403
PID/Gender: Ind Men	4% (14)	9% (34)	33% (120)	8% (28)	18% (64)	29% (107)	368
PID/Gender: Ind Women	4% (14)	7% (29)	32% (127)	6% (25)	10% (41)	40% (159)	394
PID/Gender: Rep Men	4% (12)	6% (20)	26% (88)	9% (29)	38% (128)	18% (63)	341
PID/Gender: Rep Women	3% (10)	5% (17)	25% (86)	6% (21)	32% (109)	29% (99)	342
Ideo: Liberal (1-3)	6% (37)	12% (75)	46% (284)	6% (35)	8% (47)	22% (134)	613
Ideo: Moderate (4)	5% (28)	13% (67)	34% (183)	8% (40)	11% (59)	29% (156)	533
Ideo: Conservative (5-7)	3% (23)	5% (38)	27% (195)	7% (49)	34% (247)	25% (183)	736
Educ: < College	5% (82)	9% (135)	28% (427)	7% (103)	19% (285)	32% (480)	1512
Educ: Bachelors degree	4% (16)	8% (37)	39% (172)	5% (21)	18% (81)	26% (117)	444
Educ: Post-grad	3% (8)	8% (20)	44% (109)	7% (18)	17% (43)	19% (47)	244
Income: Under 50k	6% (70)	9% (108)	29% (358)	7% (81)	18% (218)	32% (390)	1226
Income: 50k-100k	4% (25)	8% (56)	35% (235)	8% (51)	19% (126)	26% (174)	667
Income: 100k+	4% (11)	9% (28)	37% (114)	3% (9)	21% (65)	26% (80)	307
Ethnicity: White	4% (72)	7% (124)	33% (574)	6% (108)	21% (354)	28% (489)	1722

Continued on next page

Table HR18_1: To what extent did the following endorsements make you more or less likely to vote for the candidate?
Judge Judy's endorsement of Michael Bloomberg

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't Know / No Opinion	Total N
Adults	5% (106)	9% (192)	32% (707)	6% (141)	19% (409)	29% (644)	2200
Ethnicity: Hispanic	5% (16)	10% (35)	27% (96)	8% (30)	15% (53)	34% (120)	349
Ethnicity: Afr. Am.	8% (23)	16% (44)	31% (84)	5% (14)	10% (26)	30% (84)	274
Ethnicity: Other	6% (11)	12% (24)	24% (49)	9% (19)	14% (29)	35% (71)	204
Community: Urban	8% (44)	11% (63)	30% (165)	5% (25)	16% (90)	31% (171)	559
Community: Suburban	4% (40)	9% (84)	36% (352)	7% (71)	18% (170)	26% (251)	969
Community: Rural	3% (22)	7% (45)	28% (190)	7% (45)	22% (149)	33% (222)	673
Employ: Private Sector	4% (28)	10% (62)	36% (237)	6% (39)	19% (121)	25% (165)	652
Employ: Government	3% (5)	6% (9)	29% (41)	10% (14)	20% (29)	33% (47)	145
Employ: Self-Employed	5% (11)	11% (24)	34% (73)	8% (17)	17% (36)	25% (53)	214
Employ: Homemaker	4% (6)	6% (11)	28% (47)	6% (11)	15% (25)	41% (69)	169
Employ: Retired	5% (24)	8% (36)	37% (178)	6% (29)	24% (117)	20% (98)	483
Employ: Unemployed	7% (17)	9% (20)	23% (54)	4% (9)	15% (36)	41% (96)	233
Employ: Other	8% (15)	8% (15)	25% (46)	6% (11)	13% (24)	39% (72)	184
Military HH: Yes	3% (12)	12% (41)	29% (102)	6% (19)	26% (93)	24% (86)	353
Military HH: No	5% (95)	8% (151)	33% (605)	7% (122)	17% (316)	30% (558)	1847
RD/WT: Right Direction	3% (28)	7% (57)	25% (202)	8% (63)	32% (262)	25% (208)	820
RD/WT: Wrong Track	6% (78)	10% (136)	37% (505)	6% (78)	11% (147)	32% (436)	1380
Trump Job Approve	3% (25)	6% (54)	27% (245)	6% (58)	33% (297)	26% (233)	912
Trump Job Disapprove	7% (80)	11% (134)	37% (438)	7% (78)	9% (104)	29% (347)	1180
Trump Job Strongly Approve	3% (17)	3% (15)	23% (113)	5% (23)	44% (217)	22% (110)	494
Trump Job Somewhat Approve	2% (8)	9% (39)	32% (132)	8% (35)	19% (81)	29% (123)	418
Trump Job Somewhat Disapprove	5% (16)	12% (33)	35% (100)	9% (26)	8% (24)	31% (91)	290
Trump Job Strongly Disapprove	7% (64)	11% (101)	38% (337)	6% (52)	9% (80)	29% (256)	890
Favorable of Trump	3% (25)	6% (57)	25% (221)	7% (64)	34% (299)	25% (220)	886
Unfavorable of Trump	6% (77)	11% (131)	38% (450)	6% (75)	8% (101)	30% (356)	1189
Very Favorable of Trump	3% (17)	5% (26)	21% (105)	6% (28)	43% (219)	23% (116)	511
Somewhat Favorable of Trump	2% (8)	8% (32)	31% (116)	10% (36)	21% (80)	28% (104)	375
Somewhat Unfavorable of Trump	5% (11)	11% (25)	38% (82)	3% (7)	10% (21)	33% (72)	218
Very Unfavorable of Trump	7% (66)	11% (106)	38% (368)	7% (68)	8% (80)	29% (284)	972

Continued on next page

Table HR18_1: To what extent did the following endorsements make you more or less likely to vote for the candidate?
 Judge Judy's endorsement of Michael Bloomberg

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't Know / No Opinion	Total N
Adults	5% (106)	9% (192)	32% (707)	6% (141)	19% (409)	29% (644)	2200
#1 Issue: Economy	4% (24)	8% (43)	32% (182)	7% (38)	20% (117)	30% (174)	579
#1 Issue: Security	3% (13)	7% (29)	25% (94)	8% (29)	32% (122)	25% (95)	381
#1 Issue: Health Care	7% (26)	9% (33)	36% (135)	5% (20)	12% (44)	31% (114)	373
#1 Issue: Medicare / Social Security	8% (28)	11% (38)	35% (123)	4% (16)	17% (60)	25% (89)	354
#1 Issue: Women's Issues	5% (5)	9% (9)	33% (36)	7% (7)	16% (17)	31% (33)	108
#1 Issue: Education	3% (3)	9% (11)	29% (35)	13% (16)	12% (15)	36% (44)	124
#1 Issue: Energy	1% (2)	18% (25)	40% (55)	7% (10)	9% (13)	24% (34)	139
#1 Issue: Other	4% (6)	2% (3)	32% (46)	4% (6)	15% (21)	42% (60)	142
2018 House Vote: Democrat	7% (47)	15% (105)	41% (294)	5% (37)	8% (57)	25% (175)	715
2018 House Vote: Republican	3% (17)	5% (30)	27% (181)	8% (53)	38% (248)	20% (129)	658
2018 House Vote: Someone else	4% (3)	6% (5)	32% (28)	5% (5)	15% (13)	38% (33)	87
2016 Vote: Hillary Clinton	7% (47)	14% (97)	42% (287)	5% (34)	7% (51)	25% (174)	690
2016 Vote: Donald Trump	3% (21)	5% (29)	27% (170)	8% (48)	38% (241)	20% (127)	636
2016 Vote: Other	2% (4)	6% (10)	42% (70)	7% (11)	18% (31)	25% (42)	169
2016 Vote: Didn't Vote	5% (34)	8% (57)	25% (180)	7% (48)	12% (86)	43% (301)	705
Voted in 2014: Yes	5% (65)	10% (132)	35% (455)	6% (80)	23% (294)	21% (270)	1296
Voted in 2014: No	5% (42)	7% (60)	28% (252)	7% (61)	13% (115)	41% (374)	904
2012 Vote: Barack Obama	7% (60)	13% (109)	40% (334)	5% (45)	10% (88)	24% (202)	838
2012 Vote: Mitt Romney	2% (10)	5% (25)	29% (140)	8% (37)	38% (185)	19% (91)	488
2012 Vote: Other	— (0)	2% (2)	40% (38)	5% (4)	33% (31)	20% (19)	93
2012 Vote: Didn't Vote	5% (36)	7% (55)	25% (195)	7% (55)	13% (105)	43% (331)	777
4-Region: Northeast	6% (26)	7% (28)	43% (168)	5% (21)	12% (47)	26% (104)	394
4-Region: Midwest	5% (24)	7% (32)	31% (144)	5% (22)	23% (105)	29% (135)	462
4-Region: South	4% (33)	10% (80)	28% (230)	8% (62)	19% (160)	31% (259)	824
4-Region: West	5% (24)	10% (53)	32% (165)	7% (36)	19% (97)	28% (146)	520

Continued on next page

Table HR18_1: To what extent did the following endorsements make you more or less likely to vote for the candidate?
Judge Judy's endorsement of Michael Bloomberg

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't Know / No Opinion	Total N
Adults	5% (106)	9% (192)	32% (707)	6% (141)	19% (409)	29% (644)	2200
Watch TV: Every day	5% (57)	9% (97)	35% (363)	6% (64)	17% (181)	27% (283)	1045
Watch TV: Several times per week	6% (32)	10% (54)	35% (192)	5% (27)	20% (110)	25% (135)	550
Watch TV: About once per week	2% (4)	9% (16)	31% (52)	10% (17)	16% (27)	32% (54)	170
Watch TV: Several times per month	3% (4)	4% (5)	30% (38)	8% (11)	15% (19)	40% (51)	127
Watch TV: About once per month	5% (2)	13% (7)	19% (10)	11% (6)	17% (9)	35% (19)	55
Watch TV: Less often than once per month	3% (2)	5% (5)	20% (17)	12% (10)	21% (18)	39% (32)	84
Watch TV: Never	3% (5)	5% (8)	21% (36)	4% (7)	27% (45)	41% (69)	169
Watch Movies: Every day	12% (45)	12% (48)	24% (91)	6% (24)	15% (56)	31% (119)	383
Watch Movies: Several times per week	3% (17)	10% (61)	35% (208)	7% (44)	19% (111)	26% (156)	598
Watch Movies: About once per week	2% (6)	8% (30)	36% (140)	8% (29)	21% (83)	25% (97)	386
Watch Movies: Several times per month	6% (15)	5% (14)	34% (87)	6% (15)	16% (41)	33% (83)	255
Watch Movies: About once per month	3% (6)	7% (12)	38% (71)	3% (6)	13% (25)	36% (68)	189
Watch Movies: Less often than once per month	3% (7)	7% (14)	33% (66)	6% (12)	20% (41)	30% (60)	199
Watch Movies: Never	6% (12)	7% (13)	23% (43)	5% (10)	27% (51)	32% (62)	191
Watch Sporting Events: Every day	7% (9)	16% (21)	30% (40)	9% (12)	16% (21)	23% (32)	135
Watch Sporting Events: Several times per week	7% (23)	12% (40)	34% (113)	7% (25)	19% (65)	21% (69)	335
Watch Sporting Events: About once per week	5% (15)	12% (39)	38% (126)	5% (18)	18% (60)	23% (77)	334
Watch Sporting Events: Several times per month	8% (16)	7% (15)	32% (64)	9% (18)	18% (35)	25% (49)	197
Watch Sporting Events: About once per month	4% (7)	9% (15)	35% (57)	6% (10)	13% (21)	32% (53)	163
Watch Sporting Events: Less often than once per month	2% (7)	6% (20)	32% (99)	6% (19)	20% (62)	34% (105)	311
Watch Sporting Events: Never	4% (29)	6% (42)	29% (208)	6% (40)	20% (144)	36% (260)	723
Cable TV: Currently subscribe	6% (55)	9% (85)	33% (314)	7% (64)	18% (165)	27% (258)	941
Cable TV: Subscribed in past	3% (27)	9% (72)	35% (287)	6% (48)	18% (150)	30% (246)	830
Cable TV: Never subscribed	6% (25)	8% (34)	25% (106)	7% (30)	22% (94)	33% (140)	429
Satellite TV: Currently subscribe	6% (29)	11% (54)	30% (143)	7% (31)	20% (93)	26% (122)	472
Satellite TV: Subscribed in past	4% (25)	9% (55)	35% (224)	6% (42)	19% (120)	27% (176)	642
Satellite TV: Never subscribed	5% (52)	8% (84)	31% (340)	6% (69)	18% (195)	32% (346)	1086
Streaming Services: Currently subscribe	5% (66)	9% (129)	33% (457)	6% (85)	17% (242)	29% (405)	1384
Streaming Services: Subscribed in past	5% (11)	10% (21)	31% (64)	6% (13)	18% (37)	30% (61)	207
Streaming Services: Never subscribed	5% (29)	7% (42)	31% (186)	7% (44)	21% (130)	29% (178)	609

Continued on next page

Table HR18_1: To what extent did the following endorsements make you more or less likely to vote for the candidate?
Judge Judy's endorsement of Michael Bloomberg

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't Know / No Opinion	Total N
Adults	5% (106)	9% (192)	32% (707)	6% (141)	19% (409)	29% (644)	2200
Film: An avid fan	7% (51)	12% (90)	32% (240)	6% (49)	16% (121)	27% (207)	757
Film: A casual fan	4% (50)	8% (91)	34% (400)	6% (74)	18% (217)	29% (348)	1179
Film: Not a fan	2% (6)	4% (11)	26% (68)	7% (18)	27% (71)	34% (90)	264
Television: An avid fan	6% (69)	10% (110)	33% (357)	5% (57)	17% (182)	28% (295)	1070
Television: A casual fan	4% (35)	7% (73)	32% (320)	7% (73)	19% (188)	30% (298)	988
Television: Not a fan	2% (3)	6% (9)	21% (30)	8% (11)	27% (38)	36% (51)	142
Music: An avid fan	6% (71)	10% (120)	31% (358)	6% (71)	15% (175)	31% (357)	1151
Music: A casual fan	3% (30)	8% (70)	35% (325)	7% (63)	20% (187)	27% (246)	921
Music: Not a fan	5% (6)	2% (3)	19% (24)	6% (7)	37% (47)	32% (41)	128
Fashion: An avid fan	9% (25)	15% (44)	27% (81)	6% (17)	13% (38)	30% (88)	294
Fashion: A casual fan	6% (56)	10% (90)	29% (277)	7% (65)	16% (151)	32% (302)	940
Fashion: Not a fan	3% (25)	6% (58)	36% (350)	6% (59)	23% (220)	26% (254)	966

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

Table HR18_3: To what extent did the following endorsements make you more or less likely to vote for the candidate?
Ariana Grande's endorsement of Bernie Sanders

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't Know / No Opinion	Total N
Adults	7% (162)	9% (202)	30% (662)	6% (127)	21% (457)	27% (589)	2200
Gender: Male	8% (89)	11% (118)	28% (297)	6% (65)	24% (256)	22% (238)	1062
Gender: Female	6% (73)	7% (84)	32% (365)	5% (62)	18% (202)	31% (351)	1138
Age: 18-29	13% (59)	16% (73)	22% (104)	6% (30)	14% (67)	28% (131)	465
Age: 30-44	9% (50)	10% (53)	25% (139)	7% (37)	18% (100)	31% (168)	548
Age: 45-54	7% (24)	7% (24)	31% (108)	4% (15)	19% (66)	31% (107)	344
Age: 55-64	4% (14)	7% (30)	38% (155)	7% (27)	22% (91)	22% (90)	407
Age: 65+	3% (14)	5% (22)	36% (156)	4% (19)	31% (133)	21% (93)	436
Generation Z: 18-22	11% (23)	17% (36)	16% (35)	8% (18)	19% (41)	29% (62)	215
Millennial: Age 23-38	12% (69)	11% (64)	27% (161)	6% (37)	14% (80)	30% (178)	589
Generation X: Age 39-54	7% (41)	9% (50)	28% (156)	5% (27)	20% (112)	30% (166)	553
Boomers: Age 55-73	3% (26)	6% (48)	38% (285)	6% (43)	25% (189)	21% (159)	751
PID: Dem (no lean)	14% (105)	14% (105)	35% (267)	3% (26)	7% (54)	26% (199)	756
PID: Ind (no lean)	4% (28)	9% (67)	31% (234)	7% (57)	17% (132)	32% (243)	761
PID: Rep (no lean)	4% (29)	4% (29)	24% (161)	6% (44)	40% (271)	22% (147)	682
PID/Gender: Dem Men	16% (58)	16% (56)	31% (108)	3% (10)	10% (37)	24% (84)	353
PID/Gender: Dem Women	11% (46)	12% (49)	40% (159)	4% (16)	4% (17)	28% (115)	403
PID/Gender: Ind Men	4% (14)	10% (38)	31% (113)	8% (28)	21% (77)	27% (97)	368
PID/Gender: Ind Women	4% (14)	7% (29)	31% (120)	7% (29)	14% (56)	37% (146)	394
PID/Gender: Rep Men	5% (17)	7% (23)	22% (76)	8% (27)	42% (142)	16% (56)	341
PID/Gender: Rep Women	4% (12)	2% (6)	25% (86)	5% (17)	38% (129)	27% (91)	342
Ideo: Liberal (1-3)	14% (87)	16% (98)	42% (258)	4% (23)	5% (34)	19% (113)	613
Ideo: Moderate (4)	6% (34)	10% (55)	33% (176)	7% (35)	16% (87)	27% (146)	533
Ideo: Conservative (5-7)	3% (24)	4% (28)	25% (186)	6% (47)	39% (285)	23% (166)	736
Educ: < College	9% (138)	10% (145)	26% (391)	5% (73)	21% (323)	29% (443)	1512
Educ: Bachelors degree	3% (15)	7% (33)	39% (172)	7% (32)	21% (92)	23% (100)	444
Educ: Post-grad	4% (10)	10% (24)	41% (99)	9% (23)	18% (43)	19% (46)	244
Income: Under 50k	10% (119)	9% (111)	26% (321)	5% (65)	20% (243)	30% (367)	1226
Income: 50k-100k	4% (29)	10% (66)	35% (233)	6% (43)	22% (145)	23% (151)	667
Income: 100k+	5% (14)	8% (25)	35% (109)	6% (20)	23% (70)	23% (71)	307
Ethnicity: White	5% (91)	7% (115)	32% (559)	6% (109)	24% (411)	25% (437)	1722

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Table HR18_3: To what extent did the following endorsements make you more or less likely to vote for the candidate?
Ariana Grande's endorsement of Bernie Sanders

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't Know / No Opinion	Total N
Adults	7% (162)	9% (202)	30% (662)	6% (127)	21% (457)	27% (589)	2200
Ethnicity: Hispanic	13% (46)	17% (58)	19% (66)	4% (15)	16% (56)	31% (108)	349
Ethnicity: Afr. Am.	17% (45)	18% (51)	26% (72)	2% (6)	7% (19)	30% (82)	274
Ethnicity: Other	13% (26)	18% (37)	16% (32)	6% (12)	13% (27)	35% (71)	204
Community: Urban	12% (67)	13% (71)	24% (134)	6% (34)	17% (93)	29% (159)	559
Community: Suburban	6% (60)	8% (80)	35% (341)	6% (62)	21% (200)	23% (225)	969
Community: Rural	5% (35)	7% (50)	28% (187)	5% (31)	24% (164)	30% (205)	673
Employ: Private Sector	6% (42)	8% (54)	34% (219)	6% (39)	22% (146)	23% (151)	652
Employ: Government	12% (18)	4% (6)	26% (37)	10% (15)	19% (27)	29% (42)	145
Employ: Self-Employed	10% (23)	10% (21)	32% (68)	6% (13)	20% (42)	22% (48)	214
Employ: Homemaker	5% (9)	9% (14)	26% (44)	3% (5)	17% (29)	40% (67)	169
Employ: Retired	5% (22)	6% (28)	36% (172)	6% (27)	27% (129)	22% (104)	483
Employ: Unemployed	5% (13)	17% (40)	23% (53)	6% (14)	8% (20)	41% (95)	233
Employ: Other	9% (17)	8% (15)	26% (48)	6% (11)	19% (34)	31% (58)	184
Military HH: Yes	6% (20)	4% (14)	30% (105)	7% (26)	30% (106)	23% (82)	353
Military HH: No	8% (142)	10% (188)	30% (558)	5% (101)	19% (351)	27% (507)	1847
RD/WT: Right Direction	5% (37)	6% (52)	22% (183)	6% (48)	38% (312)	23% (188)	820
RD/WT: Wrong Track	9% (125)	11% (150)	35% (479)	6% (79)	11% (145)	29% (402)	1380
Trump Job Approve	4% (35)	5% (48)	23% (211)	6% (58)	39% (355)	23% (205)	912
Trump Job Disapprove	10% (122)	12% (146)	37% (434)	5% (65)	8% (94)	27% (321)	1180
Trump Job Strongly Approve	4% (20)	4% (19)	21% (102)	3% (17)	50% (248)	18% (88)	494
Trump Job Somewhat Approve	4% (15)	7% (29)	26% (108)	10% (42)	26% (107)	28% (117)	418
Trump Job Somewhat Disapprove	4% (12)	12% (35)	37% (108)	8% (22)	12% (35)	27% (78)	290
Trump Job Strongly Disapprove	12% (110)	12% (111)	37% (326)	5% (43)	7% (58)	27% (243)	890
Favorable of Trump	4% (35)	5% (44)	23% (200)	6% (54)	40% (356)	22% (197)	886
Unfavorable of Trump	10% (122)	12% (148)	37% (439)	6% (71)	8% (92)	27% (318)	1189
Very Favorable of Trump	5% (24)	4% (20)	19% (96)	4% (20)	49% (252)	19% (99)	511
Somewhat Favorable of Trump	3% (12)	7% (25)	28% (104)	9% (34)	28% (104)	26% (97)	375
Somewhat Unfavorable of Trump	3% (6)	11% (24)	36% (78)	10% (22)	14% (30)	27% (58)	218
Very Unfavorable of Trump	12% (116)	13% (124)	37% (361)	5% (49)	6% (62)	27% (260)	972

Continued on next page

Table HR18_3: To what extent did the following endorsements make you more or less likely to vote for the candidate?
Ariana Grande's endorsement of Bernie Sanders

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't Know / No Opinion	Total N
Adults	7% (162)	9% (202)	30% (662)	6% (127)	21% (457)	27% (589)	2200
#1 Issue: Economy	8% (44)	7% (40)	28% (163)	7% (41)	23% (134)	27% (157)	579
#1 Issue: Security	4% (16)	7% (26)	24% (93)	6% (22)	37% (142)	22% (84)	381
#1 Issue: Health Care	9% (35)	10% (39)	35% (130)	5% (19)	12% (45)	28% (105)	373
#1 Issue: Medicare / Social Security	6% (23)	10% (37)	34% (121)	5% (16)	21% (74)	24% (84)	354
#1 Issue: Women's Issues	12% (13)	9% (10)	30% (32)	6% (7)	16% (18)	26% (28)	108
#1 Issue: Education	9% (11)	22% (27)	24% (30)	7% (8)	8% (10)	30% (37)	124
#1 Issue: Energy	11% (15)	12% (17)	36% (50)	8% (11)	10% (14)	23% (33)	139
#1 Issue: Other	4% (5)	5% (7)	31% (44)	2% (3)	15% (21)	44% (62)	142
2018 House Vote: Democrat	13% (96)	14% (98)	40% (288)	4% (29)	6% (44)	22% (160)	715
2018 House Vote: Republican	3% (22)	4% (26)	25% (164)	7% (44)	44% (288)	17% (114)	658
2018 House Vote: Someone else	2% (2)	4% (3)	36% (31)	4% (4)	14% (12)	40% (35)	87
2016 Vote: Hillary Clinton	11% (75)	14% (98)	40% (278)	5% (35)	6% (43)	23% (160)	690
2016 Vote: Donald Trump	4% (23)	3% (19)	25% (158)	6% (37)	44% (283)	18% (117)	636
2016 Vote: Other	13% (22)	7% (12)	36% (62)	6% (11)	15% (25)	22% (37)	169
2016 Vote: Didn't Vote	6% (42)	10% (73)	23% (165)	6% (43)	15% (106)	39% (275)	705
Voted in 2014: Yes	8% (105)	7% (97)	34% (445)	5% (71)	24% (307)	21% (271)	1296
Voted in 2014: No	6% (57)	12% (105)	24% (217)	6% (56)	17% (151)	35% (318)	904
2012 Vote: Barack Obama	11% (94)	12% (97)	40% (337)	4% (38)	10% (80)	23% (192)	838
2012 Vote: Mitt Romney	2% (11)	3% (17)	27% (130)	7% (33)	43% (209)	18% (89)	488
2012 Vote: Other	3% (3)	1% (1)	32% (30)	4% (4)	41% (38)	19% (17)	93
2012 Vote: Didn't Vote	7% (54)	11% (87)	21% (166)	7% (52)	17% (130)	37% (288)	777
4-Region: Northeast	7% (26)	11% (44)	36% (143)	7% (27)	15% (57)	24% (96)	394
4-Region: Midwest	7% (33)	8% (38)	28% (130)	5% (22)	24% (110)	28% (129)	462
4-Region: South	7% (61)	8% (67)	28% (234)	6% (52)	23% (188)	27% (223)	824
4-Region: West	8% (42)	10% (54)	30% (155)	5% (26)	20% (102)	27% (141)	520

Continued on next page

Table HR18_3: To what extent did the following endorsements make you more or less likely to vote for the candidate?
Ariana Grande's endorsement of Bernie Sanders

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't Know / No Opinion	Total N
Adults	7% (162)	9% (202)	30% (662)	6% (127)	21% (457)	27% (589)	2200
Watch TV: Every day	8% (89)	10% (102)	32% (333)	6% (59)	20% (209)	24% (253)	1045
Watch TV: Several times per week	8% (41)	10% (55)	33% (181)	7% (36)	21% (114)	22% (123)	550
Watch TV: About once per week	9% (16)	10% (17)	28% (48)	7% (12)	18% (31)	28% (47)	170
Watch TV: Several times per month	5% (6)	8% (11)	30% (38)	5% (7)	17% (22)	34% (43)	127
Watch TV: About once per month	6% (3)	9% (5)	16% (9)	7% (4)	20% (11)	42% (23)	55
Watch TV: Less often than once per month	4% (3)	7% (6)	22% (19)	7% (6)	25% (21)	35% (30)	84
Watch TV: Never	2% (3)	4% (7)	20% (35)	3% (4)	30% (50)	42% (70)	169
Watch Movies: Every day	16% (61)	11% (43)	22% (83)	7% (25)	17% (66)	27% (105)	383
Watch Movies: Several times per week	8% (49)	10% (63)	30% (179)	7% (40)	20% (122)	24% (145)	598
Watch Movies: About once per week	5% (19)	10% (39)	36% (137)	6% (23)	22% (85)	21% (82)	386
Watch Movies: Several times per month	5% (12)	11% (27)	33% (83)	5% (12)	19% (49)	28% (72)	255
Watch Movies: About once per month	5% (10)	6% (11)	34% (65)	6% (11)	15% (28)	34% (65)	189
Watch Movies: Less often than once per month	2% (4)	6% (12)	33% (65)	6% (11)	26% (51)	28% (55)	199
Watch Movies: Never	4% (8)	4% (7)	26% (50)	3% (5)	29% (56)	34% (65)	191
Watch Sporting Events: Every day	14% (19)	13% (17)	28% (38)	5% (7)	23% (31)	17% (23)	135
Watch Sporting Events: Several times per week	12% (41)	14% (48)	28% (94)	5% (18)	21% (71)	19% (63)	335
Watch Sporting Events: About once per week	8% (26)	12% (41)	34% (112)	8% (25)	19% (62)	20% (67)	334
Watch Sporting Events: Several times per month	4% (9)	9% (17)	31% (60)	9% (18)	21% (42)	26% (51)	197
Watch Sporting Events: About once per month	6% (10)	15% (24)	27% (43)	11% (17)	16% (25)	26% (43)	163
Watch Sporting Events: Less often than once per month	4% (12)	6% (18)	33% (103)	3% (11)	21% (67)	32% (100)	311
Watch Sporting Events: Never	6% (45)	5% (36)	29% (212)	4% (31)	22% (159)	33% (240)	723
Cable TV: Currently subscribe	8% (79)	10% (94)	31% (289)	6% (57)	19% (180)	26% (244)	941
Cable TV: Subscribed in past	7% (57)	8% (64)	34% (280)	6% (48)	21% (172)	25% (208)	830
Cable TV: Never subscribed	6% (26)	10% (45)	22% (93)	5% (22)	25% (106)	32% (137)	429
Satellite TV: Currently subscribe	8% (38)	7% (32)	31% (145)	4% (20)	24% (112)	26% (125)	472
Satellite TV: Subscribed in past	8% (54)	11% (74)	31% (200)	7% (47)	19% (123)	23% (145)	642
Satellite TV: Never subscribed	6% (70)	9% (96)	29% (318)	6% (60)	20% (222)	29% (320)	1086
Streaming Services: Currently subscribe	9% (131)	9% (118)	31% (430)	6% (87)	19% (262)	26% (357)	1384
Streaming Services: Subscribed in past	7% (15)	12% (25)	26% (55)	6% (13)	22% (46)	25% (53)	207
Streaming Services: Never subscribed	3% (16)	10% (59)	29% (178)	4% (27)	24% (149)	30% (180)	609

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Table HR18_3: To what extent did the following endorsements make you more or less likely to vote for the candidate?
Ariana Grande's endorsement of Bernie Sanders

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't Know / No Opinion	Total N
Adults	7% (162)	9% (202)	30% (662)	6% (127)	21% (457)	27% (589)	2200
Film: An avid fan	11% (87)	12% (87)	29% (219)	6% (42)	18% (134)	25% (188)	757
Film: A casual fan	6% (66)	7% (87)	32% (383)	6% (71)	22% (255)	27% (318)	1179
Film: Not a fan	4% (9)	11% (28)	23% (61)	5% (14)	26% (68)	32% (83)	264
Television: An avid fan	9% (100)	10% (111)	30% (324)	5% (48)	20% (209)	26% (277)	1070
Television: A casual fan	5% (50)	8% (84)	31% (305)	7% (72)	22% (214)	27% (263)	988
Television: Not a fan	9% (13)	5% (7)	24% (34)	4% (6)	23% (33)	35% (49)	142
Music: An avid fan	11% (122)	11% (129)	28% (323)	5% (60)	16% (190)	28% (327)	1151
Music: A casual fan	4% (36)	7% (67)	34% (312)	7% (62)	24% (223)	24% (222)	921
Music: Not a fan	3% (4)	5% (6)	22% (28)	4% (5)	35% (44)	31% (40)	128
Fashion: An avid fan	23% (68)	12% (36)	17% (50)	5% (14)	14% (40)	29% (86)	294
Fashion: A casual fan	6% (58)	13% (122)	28% (268)	7% (62)	17% (164)	28% (266)	940
Fashion: Not a fan	4% (36)	5% (45)	36% (345)	5% (51)	26% (253)	24% (237)	966

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

Table HR18_4: To what extent did the following endorsements make you more or less likely to vote for the candidate?
 Tom Hanks and Rita Wilson's endorsement of Joe Biden

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't Know / No Opinion	Total N
Adults	7% (163)	11% (238)	31% (681)	5% (117)	19% (416)	27% (585)	2200
Gender: Male	8% (87)	12% (124)	30% (316)	6% (60)	23% (241)	22% (235)	1062
Gender: Female	7% (76)	10% (114)	32% (365)	5% (57)	15% (175)	31% (351)	1138
Age: 18-29	5% (23)	14% (66)	27% (125)	7% (34)	17% (77)	30% (139)	465
Age: 30-44	8% (45)	11% (62)	27% (149)	7% (37)	15% (81)	32% (175)	548
Age: 45-54	7% (24)	10% (33)	34% (116)	2% (6)	18% (60)	30% (104)	344
Age: 55-64	9% (35)	9% (38)	36% (147)	4% (16)	20% (82)	22% (89)	407
Age: 65+	8% (36)	9% (38)	33% (144)	6% (24)	27% (116)	18% (78)	436
Generation Z: 18-22	3% (6)	13% (27)	24% (52)	8% (16)	19% (41)	34% (72)	215
Millennial: Age 23-38	7% (42)	13% (78)	28% (163)	7% (40)	14% (81)	32% (186)	589
Generation X: Age 39-54	8% (43)	10% (57)	32% (175)	4% (20)	17% (97)	29% (160)	553
Boomers: Age 55-73	8% (64)	9% (68)	36% (267)	5% (36)	22% (166)	20% (150)	751
PID: Dem (no lean)	15% (115)	16% (123)	34% (257)	3% (26)	7% (54)	24% (182)	756
PID: Ind (no lean)	3% (25)	9% (67)	33% (252)	5% (37)	16% (124)	34% (256)	761
PID: Rep (no lean)	3% (23)	7% (48)	25% (172)	8% (54)	35% (238)	22% (147)	682
PID/Gender: Dem Men	17% (61)	16% (57)	31% (110)	4% (15)	10% (35)	21% (75)	353
PID/Gender: Dem Women	13% (54)	16% (65)	36% (147)	3% (11)	5% (19)	26% (106)	403
PID/Gender: Ind Men	4% (14)	8% (31)	35% (128)	4% (16)	21% (76)	28% (102)	368
PID/Gender: Ind Women	3% (11)	9% (36)	32% (124)	5% (21)	12% (48)	39% (154)	394
PID/Gender: Rep Men	4% (12)	10% (35)	23% (78)	8% (28)	38% (130)	17% (57)	341
PID/Gender: Rep Women	3% (11)	4% (13)	28% (94)	7% (25)	32% (108)	26% (90)	342
Ideo: Liberal (1-3)	11% (66)	17% (104)	43% (266)	4% (26)	8% (50)	17% (102)	613
Ideo: Moderate (4)	10% (53)	14% (75)	33% (174)	5% (28)	12% (62)	27% (141)	533
Ideo: Conservative (5-7)	3% (26)	6% (41)	26% (194)	7% (51)	35% (257)	23% (168)	736
Educ: < College	9% (130)	10% (146)	27% (407)	6% (84)	20% (305)	29% (440)	1512
Educ: Bachelors degree	5% (21)	14% (61)	38% (168)	4% (17)	17% (76)	23% (100)	444
Educ: Post-grad	5% (12)	13% (31)	43% (105)	6% (15)	14% (35)	18% (45)	244
Income: Under 50k	9% (106)	10% (121)	29% (351)	5% (56)	19% (231)	29% (361)	1226
Income: 50k-100k	6% (39)	12% (81)	34% (228)	6% (40)	19% (125)	23% (154)	667
Income: 100k+	6% (18)	12% (36)	33% (103)	7% (20)	20% (61)	23% (70)	307
Ethnicity: White	6% (99)	9% (163)	33% (561)	6% (96)	21% (369)	25% (435)	1722

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Table HR18_4: To what extent did the following endorsements make you more or less likely to vote for the candidate?
Tom Hanks and Rita Wilson's endorsement of Joe Biden

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't Know / No Opinion	Total N
Adults	7% (163)	11% (238)	31% (681)	5% (117)	19% (416)	27% (585)	2200
Ethnicity: Hispanic	7% (24)	15% (51)	27% (95)	4% (15)	15% (52)	32% (113)	349
Ethnicity: Afr. Am.	17% (46)	16% (45)	27% (73)	2% (6)	8% (23)	30% (82)	274
Ethnicity: Other	9% (18)	15% (30)	23% (48)	7% (15)	12% (25)	34% (69)	204
Community: Urban	12% (69)	14% (76)	26% (145)	4% (23)	16% (91)	28% (155)	559
Community: Suburban	6% (56)	11% (107)	36% (347)	6% (54)	19% (180)	23% (226)	969
Community: Rural	6% (38)	8% (55)	28% (190)	6% (40)	22% (145)	30% (205)	673
Employ: Private Sector	6% (40)	11% (73)	34% (221)	5% (34)	20% (130)	23% (153)	652
Employ: Government	4% (6)	13% (19)	20% (28)	7% (11)	26% (38)	30% (43)	145
Employ: Self-Employed	8% (17)	11% (24)	36% (77)	6% (12)	16% (35)	24% (50)	214
Employ: Homemaker	8% (13)	6% (10)	28% (47)	1% (1)	16% (27)	42% (70)	169
Employ: Retired	9% (44)	10% (49)	33% (162)	5% (25)	24% (116)	18% (88)	483
Employ: Unemployed	7% (17)	13% (31)	24% (57)	5% (11)	12% (28)	38% (89)	233
Employ: Other	10% (19)	8% (15)	29% (53)	6% (11)	11% (20)	36% (66)	184
Military HH: Yes	6% (20)	11% (40)	28% (99)	5% (17)	27% (94)	23% (83)	353
Military HH: No	8% (143)	11% (198)	32% (582)	5% (99)	17% (322)	27% (503)	1847
RD/WT: Right Direction	4% (32)	8% (62)	24% (199)	7% (59)	34% (275)	23% (192)	820
RD/WT: Wrong Track	10% (131)	13% (176)	35% (482)	4% (58)	10% (141)	28% (393)	1380
Trump Job Approve	4% (33)	6% (51)	26% (235)	7% (63)	35% (316)	23% (214)	912
Trump Job Disapprove	11% (127)	15% (180)	36% (422)	4% (51)	8% (93)	26% (307)	1180
Trump Job Strongly Approve	4% (22)	4% (20)	22% (108)	6% (30)	44% (219)	19% (94)	494
Trump Job Somewhat Approve	3% (12)	7% (31)	30% (126)	8% (32)	23% (97)	29% (120)	418
Trump Job Somewhat Disapprove	6% (17)	18% (51)	37% (106)	7% (20)	7% (20)	26% (76)	290
Trump Job Strongly Disapprove	12% (110)	15% (129)	35% (316)	4% (31)	8% (72)	26% (231)	890
Favorable of Trump	3% (31)	6% (50)	25% (218)	7% (63)	36% (320)	23% (204)	886
Unfavorable of Trump	11% (127)	16% (186)	36% (431)	4% (49)	7% (89)	26% (308)	1189
Very Favorable of Trump	4% (20)	5% (23)	20% (103)	6% (29)	46% (233)	20% (103)	511
Somewhat Favorable of Trump	3% (11)	7% (27)	31% (116)	9% (35)	23% (87)	27% (101)	375
Somewhat Unfavorable of Trump	6% (13)	15% (32)	37% (80)	7% (15)	10% (21)	26% (56)	218
Very Unfavorable of Trump	12% (114)	16% (154)	36% (351)	3% (34)	7% (68)	26% (252)	972

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Table HR18_4: To what extent did the following endorsements make you more or less likely to vote for the candidate?
 Tom Hanks and Rita Wilson's endorsement of Joe Biden

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't Know / No Opinion	Total N
Adults	7% (163)	11% (238)	31% (681)	5% (117)	19% (416)	27% (585)	2200
#1 Issue: Economy	4% (26)	11% (61)	30% (171)	6% (35)	22% (129)	27% (157)	579
#1 Issue: Security	6% (24)	8% (32)	23% (86)	8% (29)	34% (130)	21% (80)	381
#1 Issue: Health Care	10% (38)	10% (36)	38% (140)	3% (13)	11% (40)	29% (107)	373
#1 Issue: Medicare / Social Security	13% (47)	13% (45)	31% (111)	3% (9)	17% (62)	23% (80)	354
#1 Issue: Women's Issues	5% (5)	12% (13)	29% (31)	9% (10)	19% (21)	25% (27)	108
#1 Issue: Education	7% (9)	18% (22)	32% (39)	7% (9)	4% (5)	33% (40)	124
#1 Issue: Energy	5% (6)	15% (21)	44% (61)	4% (6)	8% (12)	24% (34)	139
#1 Issue: Other	6% (8)	6% (9)	29% (41)	4% (6)	12% (17)	43% (61)	142
2018 House Vote: Democrat	16% (116)	16% (114)	38% (269)	3% (22)	7% (48)	20% (145)	715
2018 House Vote: Republican	3% (18)	6% (42)	26% (173)	8% (50)	40% (261)	18% (116)	658
2018 House Vote: Someone else	3% (2)	5% (4)	38% (33)	4% (3)	12% (11)	39% (34)	87
2016 Vote: Hillary Clinton	16% (112)	17% (120)	37% (257)	3% (22)	5% (34)	21% (145)	690
2016 Vote: Donald Trump	3% (18)	6% (38)	25% (162)	7% (45)	40% (256)	19% (118)	636
2016 Vote: Other	1% (2)	11% (19)	38% (64)	7% (11)	19% (33)	24% (41)	169
2016 Vote: Didn't Vote	4% (31)	9% (61)	28% (198)	6% (39)	13% (94)	40% (282)	705
Voted in 2014: Yes	9% (115)	12% (159)	33% (423)	5% (64)	21% (279)	20% (256)	1296
Voted in 2014: No	5% (48)	9% (79)	29% (258)	6% (53)	15% (137)	36% (329)	904
2012 Vote: Barack Obama	14% (115)	17% (141)	37% (312)	3% (29)	8% (66)	21% (175)	838
2012 Vote: Mitt Romney	2% (11)	5% (23)	27% (134)	7% (37)	40% (194)	18% (89)	488
2012 Vote: Other	1% (0)	2% (2)	39% (36)	5% (5)	31% (29)	22% (20)	93
2012 Vote: Didn't Vote	5% (36)	9% (70)	26% (199)	6% (46)	16% (127)	39% (299)	777
4-Region: Northeast	6% (24)	12% (45)	38% (150)	4% (15)	13% (52)	27% (108)	394
4-Region: Midwest	7% (33)	12% (56)	29% (133)	5% (24)	20% (91)	27% (124)	462
4-Region: South	8% (64)	9% (76)	29% (239)	7% (56)	20% (165)	27% (225)	824
4-Region: West	8% (42)	12% (60)	31% (159)	4% (22)	21% (108)	25% (129)	520

Continued on next page

Table HR18_4: To what extent did the following endorsements make you more or less likely to vote for the candidate?
Tom Hanks and Rita Wilson's endorsement of Joe Biden

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't Know / No Opinion	Total N
Adults	7% (163)	11% (238)	31% (681)	5% (117)	19% (416)	27% (585)	2200
Watch TV: Every day	9% (89)	11% (119)	33% (341)	5% (54)	18% (187)	24% (255)	1045
Watch TV: Several times per week	8% (44)	11% (63)	34% (186)	5% (28)	21% (114)	21% (115)	550
Watch TV: About once per week	5% (9)	14% (23)	29% (50)	7% (12)	17% (28)	28% (48)	170
Watch TV: Several times per month	4% (5)	7% (9)	32% (41)	6% (8)	14% (18)	36% (45)	127
Watch TV: About once per month	4% (2)	8% (4)	21% (12)	6% (3)	20% (11)	40% (22)	55
Watch TV: Less often than once per month	7% (6)	10% (9)	21% (18)	10% (9)	16% (13)	36% (30)	84
Watch TV: Never	5% (8)	6% (10)	20% (34)	2% (3)	27% (45)	41% (69)	169
Watch Movies: Every day	13% (51)	13% (50)	21% (80)	6% (24)	19% (73)	27% (104)	383
Watch Movies: Several times per week	7% (43)	13% (76)	32% (192)	7% (40)	17% (104)	24% (142)	598
Watch Movies: About once per week	5% (21)	13% (49)	33% (129)	6% (23)	21% (80)	22% (85)	386
Watch Movies: Several times per month	7% (17)	8% (21)	38% (97)	4% (10)	14% (35)	29% (74)	255
Watch Movies: About once per month	5% (9)	5% (9)	40% (76)	2% (3)	17% (33)	31% (59)	189
Watch Movies: Less often than once per month	5% (10)	10% (19)	31% (63)	5% (10)	21% (41)	28% (56)	199
Watch Movies: Never	6% (11)	7% (13)	23% (45)	4% (7)	26% (50)	34% (65)	191
Watch Sporting Events: Every day	15% (21)	13% (18)	27% (36)	6% (7)	19% (26)	20% (27)	135
Watch Sporting Events: Several times per week	12% (41)	17% (55)	28% (95)	5% (17)	22% (73)	16% (54)	335
Watch Sporting Events: About once per week	8% (26)	13% (42)	35% (117)	7% (23)	17% (56)	21% (70)	334
Watch Sporting Events: Several times per month	4% (9)	16% (32)	33% (65)	6% (11)	21% (41)	20% (40)	197
Watch Sporting Events: About once per month	6% (9)	10% (16)	28% (47)	7% (11)	19% (31)	30% (49)	163
Watch Sporting Events: Less often than once per month	6% (18)	8% (25)	33% (102)	5% (16)	17% (52)	32% (98)	311
Watch Sporting Events: Never	5% (39)	7% (50)	30% (220)	4% (31)	19% (137)	34% (246)	723
Cable TV: Currently subscribe	8% (79)	12% (113)	31% (293)	5% (51)	17% (158)	26% (248)	941
Cable TV: Subscribed in past	5% (39)	10% (86)	34% (285)	5% (43)	21% (170)	25% (208)	830
Cable TV: Never subscribed	11% (46)	9% (38)	24% (104)	5% (23)	21% (88)	30% (130)	429
Satellite TV: Currently subscribe	8% (38)	8% (40)	33% (154)	6% (30)	21% (100)	23% (110)	472
Satellite TV: Subscribed in past	7% (47)	12% (78)	31% (198)	5% (35)	20% (128)	24% (156)	642
Satellite TV: Never subscribed	7% (77)	11% (120)	30% (329)	5% (52)	17% (188)	29% (319)	1086
Streaming Services: Currently subscribe	7% (98)	12% (171)	31% (434)	6% (85)	18% (247)	25% (349)	1384
Streaming Services: Subscribed in past	9% (19)	8% (17)	32% (67)	5% (9)	18% (36)	28% (58)	207
Streaming Services: Never subscribed	7% (45)	8% (50)	30% (180)	4% (23)	22% (133)	29% (178)	609

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Table HR18_4: To what extent did the following endorsements make you more or less likely to vote for the candidate?
Tom Hanks and Rita Wilson's endorsement of Joe Biden

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't Know / No Opinion	Total N
Adults	7% (163)	11% (238)	31% (681)	5% (117)	19% (416)	27% (585)	2200
Film: An avid fan	10% (79)	14% (107)	29% (217)	5% (41)	18% (133)	24% (180)	757
Film: A casual fan	6% (73)	9% (108)	34% (397)	5% (61)	18% (215)	28% (325)	1179
Film: Not a fan	4% (11)	9% (23)	26% (67)	6% (15)	26% (68)	31% (80)	264
Television: An avid fan	11% (113)	12% (130)	30% (322)	5% (54)	17% (184)	25% (267)	1070
Television: A casual fan	5% (46)	10% (102)	32% (321)	6% (56)	20% (193)	27% (270)	988
Television: Not a fan	2% (3)	4% (6)	27% (39)	5% (7)	27% (38)	34% (49)	142
Music: An avid fan	9% (107)	12% (143)	29% (330)	5% (60)	16% (183)	28% (328)	1151
Music: A casual fan	6% (52)	10% (88)	35% (319)	6% (51)	21% (192)	24% (218)	921
Music: Not a fan	3% (3)	5% (6)	25% (32)	5% (6)	32% (41)	31% (40)	128
Fashion: An avid fan	14% (42)	14% (41)	23% (69)	6% (17)	14% (41)	28% (83)	294
Fashion: A casual fan	8% (79)	15% (137)	28% (266)	5% (47)	16% (150)	28% (262)	940
Fashion: Not a fan	4% (42)	6% (59)	36% (347)	5% (53)	23% (225)	25% (240)	966

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

Table HR18_5: To what extent did the following endorsements make you more or less likely to vote for the candidate?
Sharon Stone's endorsement of Pete Buttigieg

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't Know / No Opinion	Total N
Adults	3% (61)	7% (144)	33% (728)	6% (128)	18% (394)	34% (745)	2200
Gender: Male	4% (38)	8% (86)	31% (334)	6% (67)	21% (224)	29% (312)	1062
Gender: Female	2% (23)	5% (58)	35% (394)	5% (60)	15% (170)	38% (433)	1138
Age: 18-29	2% (11)	8% (36)	27% (126)	8% (39)	14% (65)	41% (189)	465
Age: 30-44	5% (25)	7% (39)	28% (154)	6% (35)	15% (81)	39% (214)	548
Age: 45-54	2% (8)	7% (25)	33% (115)	2% (8)	16% (54)	39% (134)	344
Age: 55-64	3% (11)	5% (19)	41% (168)	6% (25)	19% (79)	26% (105)	407
Age: 65+	1% (6)	6% (26)	37% (163)	5% (21)	27% (116)	24% (104)	436
Generation Z: 18-22	2% (5)	8% (17)	20% (42)	9% (20)	16% (34)	45% (96)	215
Millennial: Age 23-38	3% (20)	8% (46)	30% (177)	6% (38)	12% (73)	40% (236)	589
Generation X: Age 39-54	4% (20)	7% (37)	32% (177)	4% (23)	17% (92)	37% (204)	553
Boomers: Age 55-73	2% (15)	5% (41)	40% (304)	6% (42)	22% (165)	24% (184)	751
PID: Dem (no lean)	5% (40)	10% (74)	39% (297)	4% (34)	8% (62)	33% (249)	756
PID: Ind (no lean)	1% (10)	5% (40)	34% (257)	7% (52)	13% (101)	40% (302)	761
PID: Rep (no lean)	2% (11)	4% (30)	25% (173)	6% (42)	34% (232)	28% (194)	682
PID/Gender: Dem Men	7% (24)	12% (41)	35% (122)	6% (20)	12% (43)	29% (103)	353
PID/Gender: Dem Women	4% (16)	8% (33)	43% (175)	3% (14)	5% (19)	36% (146)	403
PID/Gender: Ind Men	2% (7)	6% (21)	35% (130)	7% (24)	15% (54)	36% (131)	368
PID/Gender: Ind Women	1% (3)	5% (19)	32% (127)	7% (28)	12% (46)	44% (171)	394
PID/Gender: Rep Men	2% (7)	7% (25)	24% (81)	7% (23)	37% (127)	23% (79)	341
PID/Gender: Rep Women	1% (4)	2% (6)	27% (92)	6% (19)	31% (105)	34% (115)	342
Ideo: Liberal (1-3)	5% (31)	11% (69)	47% (289)	4% (24)	6% (37)	27% (163)	613
Ideo: Moderate (4)	4% (20)	6% (34)	37% (200)	8% (41)	10% (55)	34% (184)	533
Ideo: Conservative (5-7)	1% (4)	4% (26)	27% (200)	6% (44)	34% (250)	29% (211)	736
Educ: < College	3% (47)	6% (95)	28% (422)	6% (92)	19% (287)	38% (569)	1512
Educ: Bachelors degree	2% (9)	7% (29)	43% (192)	5% (21)	16% (72)	27% (121)	444
Educ: Post-grad	2% (6)	8% (20)	47% (114)	6% (14)	15% (35)	23% (55)	244
Income: Under 50k	3% (34)	6% (75)	30% (371)	5% (67)	17% (213)	38% (466)	1226
Income: 50k-100k	3% (17)	7% (47)	35% (237)	7% (48)	18% (119)	30% (199)	667
Income: 100k+	3% (10)	7% (22)	39% (120)	4% (12)	21% (63)	26% (80)	307
Ethnicity: White	2% (41)	6% (96)	35% (596)	6% (97)	20% (343)	32% (548)	1722

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Table HR18_5: To what extent did the following endorsements make you more or less likely to vote for the candidate?
 Sharon Stone's endorsement of Pete Buttigieg

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't Know / No Opinion	Total N
Adults	3% (61)	7% (144)	33% (728)	6% (128)	18% (394)	34% (745)	2200
Ethnicity: Hispanic	1% (3)	9% (32)	29% (102)	8% (28)	15% (53)	37% (130)	349
Ethnicity: Afr. Am.	7% (20)	11% (29)	30% (83)	4% (11)	7% (19)	41% (113)	274
Ethnicity: Other	— (0)	9% (19)	24% (49)	10% (20)	16% (32)	41% (83)	204
Community: Urban	5% (29)	8% (44)	30% (169)	5% (29)	15% (86)	36% (202)	559
Community: Suburban	2% (22)	7% (65)	38% (365)	6% (62)	17% (169)	30% (287)	969
Community: Rural	2% (11)	5% (35)	29% (193)	6% (37)	21% (140)	38% (256)	673
Employ: Private Sector	4% (24)	6% (41)	34% (220)	7% (42)	19% (126)	30% (198)	652
Employ: Government	1% (1)	7% (10)	34% (49)	3% (4)	21% (31)	34% (49)	145
Employ: Self-Employed	4% (9)	9% (20)	38% (81)	7% (16)	16% (34)	25% (54)	214
Employ: Homemaker	1% (2)	6% (9)	30% (50)	4% (6)	15% (25)	45% (76)	169
Employ: Retired	2% (10)	5% (25)	39% (186)	5% (26)	23% (109)	26% (127)	483
Employ: Unemployed	3% (7)	8% (19)	23% (54)	5% (12)	13% (29)	48% (112)	233
Employ: Other	2% (4)	4% (7)	33% (61)	7% (13)	11% (20)	43% (79)	184
Military HH: Yes	2% (8)	7% (24)	33% (117)	5% (19)	23% (82)	29% (103)	353
Military HH: No	3% (54)	7% (120)	33% (610)	6% (109)	17% (312)	35% (641)	1847
RD/WT: Right Direction	2% (17)	5% (45)	24% (196)	7% (61)	31% (251)	31% (250)	820
RD/WT: Wrong Track	3% (45)	7% (99)	39% (532)	5% (67)	10% (143)	36% (495)	1380
Trump Job Approve	2% (15)	4% (34)	26% (239)	6% (58)	32% (290)	30% (275)	912
Trump Job Disapprove	4% (46)	9% (104)	39% (466)	6% (66)	8% (95)	34% (403)	1180
Trump Job Strongly Approve	2% (11)	3% (13)	21% (104)	4% (21)	42% (207)	28% (138)	494
Trump Job Somewhat Approve	1% (5)	5% (21)	32% (135)	9% (37)	20% (83)	33% (137)	418
Trump Job Somewhat Disapprove	1% (4)	5% (16)	38% (110)	11% (31)	9% (27)	35% (102)	290
Trump Job Strongly Disapprove	5% (42)	10% (89)	40% (356)	4% (34)	8% (68)	34% (300)	890
Favorable of Trump	2% (17)	4% (33)	26% (229)	7% (59)	32% (283)	30% (264)	886
Unfavorable of Trump	4% (43)	9% (108)	39% (467)	6% (66)	9% (102)	34% (402)	1189
Very Favorable of Trump	2% (13)	2% (12)	20% (104)	6% (31)	41% (208)	28% (143)	511
Somewhat Favorable of Trump	1% (5)	6% (21)	33% (126)	7% (28)	20% (75)	32% (121)	375
Somewhat Unfavorable of Trump	1% (1)	7% (15)	36% (78)	10% (22)	14% (31)	32% (71)	218
Very Unfavorable of Trump	4% (41)	10% (94)	40% (390)	5% (44)	7% (71)	34% (332)	972

Continued on next page

Table HR18_5: To what extent did the following endorsements make you more or less likely to vote for the candidate?
Sharon Stone's endorsement of Pete Buttigieg

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't Know / No Opinion	Total N
Adults	3% (61)	7% (144)	33% (728)	6% (128)	18% (394)	34% (745)	2200
#1 Issue: Economy	2% (13)	5% (29)	32% (187)	5% (32)	20% (115)	35% (202)	579
#1 Issue: Security	2% (8)	4% (15)	25% (94)	8% (32)	32% (121)	29% (112)	381
#1 Issue: Health Care	5% (17)	9% (33)	37% (139)	5% (18)	11% (39)	34% (126)	373
#1 Issue: Medicare / Social Security	2% (9)	8% (29)	34% (122)	6% (21)	18% (65)	31% (109)	354
#1 Issue: Women's Issues	1% (2)	4% (4)	31% (33)	4% (4)	18% (19)	42% (45)	108
#1 Issue: Education	4% (5)	11% (14)	33% (40)	5% (6)	8% (10)	39% (49)	124
#1 Issue: Energy	4% (6)	10% (15)	43% (59)	7% (9)	6% (8)	30% (42)	139
#1 Issue: Other	2% (2)	4% (6)	37% (52)	4% (6)	12% (17)	42% (60)	142
2018 House Vote: Democrat	6% (41)	9% (67)	45% (322)	5% (36)	7% (48)	28% (201)	715
2018 House Vote: Republican	1% (8)	4% (25)	27% (180)	7% (49)	37% (241)	24% (155)	658
2018 House Vote: Someone else	— (0)	5% (4)	30% (26)	4% (3)	12% (11)	50% (43)	87
2016 Vote: Hillary Clinton	5% (35)	10% (68)	45% (309)	5% (38)	5% (37)	29% (203)	690
2016 Vote: Donald Trump	2% (13)	3% (18)	27% (171)	7% (43)	37% (235)	25% (156)	636
2016 Vote: Other	1% (2)	7% (11)	40% (68)	4% (7)	20% (33)	29% (49)	169
2016 Vote: Didn't Vote	2% (12)	7% (47)	26% (180)	6% (40)	13% (89)	48% (338)	705
Voted in 2014: Yes	4% (46)	7% (91)	38% (487)	6% (74)	21% (269)	25% (329)	1296
Voted in 2014: No	2% (15)	6% (54)	27% (240)	6% (54)	14% (126)	46% (416)	904
2012 Vote: Barack Obama	5% (45)	10% (80)	44% (365)	4% (35)	8% (71)	29% (242)	838
2012 Vote: Mitt Romney	1% (3)	3% (14)	29% (142)	7% (35)	37% (183)	23% (111)	488
2012 Vote: Other	2% (2)	3% (2)	36% (34)	4% (4)	31% (29)	25% (23)	93
2012 Vote: Didn't Vote	2% (12)	6% (48)	24% (187)	7% (53)	14% (111)	47% (366)	777
4-Region: Northeast	2% (8)	7% (28)	40% (159)	6% (24)	11% (43)	34% (132)	394
4-Region: Midwest	3% (12)	5% (25)	32% (148)	3% (14)	20% (92)	37% (171)	462
4-Region: South	3% (27)	6% (52)	30% (247)	6% (48)	21% (170)	34% (280)	824
4-Region: West	3% (13)	7% (39)	33% (174)	8% (41)	17% (90)	31% (163)	520

Continued on next page

Table HR18_5: To what extent did the following endorsements make you more or less likely to vote for the candidate?
Sharon Stone's endorsement of Pete Buttigieg

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't Know / No Opinion	Total N
Adults	3% (61)	7% (144)	33% (728)	6% (128)	18% (394)	34% (745)	2200
Watch TV: Every day	4% (41)	7% (73)	35% (362)	6% (63)	16% (172)	32% (335)	1045
Watch TV: Several times per week	2% (14)	6% (34)	37% (201)	6% (33)	19% (105)	30% (163)	550
Watch TV: About once per week	3% (5)	9% (16)	32% (55)	2% (3)	23% (39)	30% (51)	170
Watch TV: Several times per month	1% (1)	5% (6)	34% (43)	8% (10)	11% (14)	41% (52)	127
Watch TV: About once per month	— (0)	11% (6)	15% (8)	13% (7)	11% (6)	50% (27)	55
Watch TV: Less often than once per month	— (0)	6% (5)	28% (23)	8% (7)	17% (14)	41% (35)	84
Watch TV: Never	— (0)	3% (5)	21% (35)	3% (4)	26% (44)	48% (81)	169
Watch Movies: Every day	7% (29)	10% (38)	24% (94)	5% (21)	17% (66)	35% (136)	383
Watch Movies: Several times per week	2% (15)	6% (37)	35% (207)	8% (47)	18% (106)	31% (184)	598
Watch Movies: About once per week	2% (9)	7% (29)	35% (135)	5% (21)	21% (80)	29% (113)	386
Watch Movies: Several times per month	2% (5)	4% (11)	37% (93)	7% (17)	13% (32)	38% (96)	255
Watch Movies: About once per month	— (0)	5% (10)	40% (75)	3% (5)	14% (27)	39% (73)	189
Watch Movies: Less often than once per month	— (1)	4% (9)	39% (77)	5% (10)	19% (38)	33% (65)	199
Watch Movies: Never	2% (3)	6% (11)	24% (46)	4% (8)	23% (45)	41% (79)	191
Watch Sporting Events: Every day	10% (14)	6% (8)	29% (39)	8% (10)	17% (23)	30% (41)	135
Watch Sporting Events: Several times per week	3% (9)	9% (29)	38% (127)	5% (16)	22% (72)	25% (82)	335
Watch Sporting Events: About once per week	3% (11)	9% (30)	37% (125)	8% (26)	17% (57)	26% (85)	334
Watch Sporting Events: Several times per month	2% (4)	8% (16)	36% (70)	7% (14)	17% (33)	30% (59)	197
Watch Sporting Events: About once per month	3% (5)	4% (6)	31% (50)	11% (18)	14% (23)	37% (61)	163
Watch Sporting Events: Less often than once per month	2% (6)	5% (15)	32% (98)	5% (14)	17% (52)	40% (126)	311
Watch Sporting Events: Never	2% (12)	5% (40)	30% (217)	4% (29)	18% (133)	40% (291)	723
Cable TV: Currently subscribe	4% (34)	9% (81)	35% (327)	5% (49)	16% (154)	31% (296)	941
Cable TV: Subscribed in past	2% (13)	5% (42)	36% (300)	5% (43)	19% (157)	33% (275)	830
Cable TV: Never subscribed	3% (14)	5% (22)	23% (100)	8% (36)	19% (83)	41% (174)	429
Satellite TV: Currently subscribe	4% (18)	5% (24)	35% (166)	5% (25)	20% (94)	31% (146)	472
Satellite TV: Subscribed in past	3% (20)	8% (54)	33% (212)	6% (36)	17% (112)	32% (208)	642
Satellite TV: Never subscribed	2% (24)	6% (66)	32% (349)	6% (67)	17% (189)	36% (391)	1086
Streaming Services: Currently subscribe	4% (49)	6% (87)	35% (478)	5% (76)	17% (231)	34% (464)	1384
Streaming Services: Subscribed in past	2% (5)	10% (22)	32% (66)	9% (19)	13% (27)	33% (68)	207
Streaming Services: Never subscribed	1% (8)	6% (35)	30% (183)	5% (33)	22% (136)	35% (213)	609

Continued on next page

Table HR18_5: To what extent did the following endorsements make you more or less likely to vote for the candidate?
Sharon Stone's endorsement of Pete Buttigieg

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't Know / No Opinion	Total N
Adults	3% (61)	7% (144)	33% (728)	6% (128)	18% (394)	34% (745)	2200
Film: An avid fan	5% (34)	8% (64)	33% (248)	5% (41)	16% (118)	33% (252)	757
Film: A casual fan	2% (25)	6% (70)	34% (407)	5% (65)	18% (216)	34% (397)	1179
Film: Not a fan	1% (3)	4% (10)	28% (73)	8% (22)	22% (59)	36% (96)	264
Television: An avid fan	4% (41)	7% (76)	34% (367)	6% (60)	16% (175)	33% (352)	1070
Television: A casual fan	2% (21)	6% (60)	33% (325)	6% (58)	19% (187)	34% (337)	988
Television: Not a fan	— (0)	6% (9)	25% (35)	7% (10)	23% (32)	40% (57)	142
Music: An avid fan	4% (44)	8% (89)	31% (358)	6% (72)	14% (166)	37% (422)	1151
Music: A casual fan	2% (15)	5% (50)	37% (340)	5% (47)	21% (191)	30% (278)	921
Music: Not a fan	1% (2)	4% (6)	23% (30)	6% (8)	29% (37)	35% (45)	128
Fashion: An avid fan	10% (28)	10% (28)	28% (82)	6% (18)	11% (33)	35% (104)	294
Fashion: A casual fan	2% (23)	7% (69)	31% (293)	6% (61)	17% (156)	36% (339)	940
Fashion: Not a fan	1% (11)	5% (47)	36% (352)	5% (49)	21% (204)	31% (302)	966

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

Table HR18_6: To what extent did the following endorsements make you more or less likely to vote for the candidate?
 Kevin Costner's endorsement of Pete Buttigieg

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't Know / No Opinion	Total N
Adults	3% (66)	8% (165)	33% (720)	6% (135)	17% (374)	34% (739)	2200
Gender: Male	4% (37)	10% (101)	30% (319)	7% (78)	20% (214)	29% (312)	1062
Gender: Female	2% (28)	6% (64)	35% (402)	5% (57)	14% (160)	37% (426)	1138
Age: 18-29	2% (12)	9% (42)	28% (129)	8% (39)	14% (66)	38% (178)	465
Age: 30-44	5% (27)	7% (41)	29% (157)	7% (39)	12% (66)	40% (218)	548
Age: 45-54	3% (10)	7% (24)	32% (112)	4% (13)	16% (56)	38% (130)	344
Age: 55-64	3% (11)	6% (24)	42% (172)	5% (21)	19% (76)	25% (102)	407
Age: 65+	2% (7)	8% (34)	35% (151)	5% (24)	25% (110)	25% (111)	436
Generation Z: 18-22	1% (2)	7% (15)	23% (48)	10% (22)	17% (37)	42% (90)	215
Millennial: Age 23-38	4% (24)	9% (53)	29% (174)	7% (41)	11% (66)	39% (232)	589
Generation X: Age 39-54	4% (22)	7% (40)	32% (175)	5% (27)	16% (86)	37% (203)	553
Boomers: Age 55-73	2% (16)	7% (56)	40% (297)	6% (41)	21% (154)	25% (186)	751
PID: Dem (no lean)	6% (43)	12% (91)	36% (273)	5% (36)	8% (62)	33% (252)	756
PID: Ind (no lean)	1% (10)	5% (41)	35% (266)	7% (54)	13% (97)	39% (294)	761
PID: Rep (no lean)	2% (13)	5% (33)	27% (182)	7% (45)	32% (215)	28% (194)	682
PID/Gender: Dem Men	7% (26)	14% (48)	30% (104)	7% (24)	11% (37)	33% (115)	353
PID/Gender: Dem Women	4% (17)	11% (43)	42% (168)	3% (13)	6% (25)	34% (137)	403
PID/Gender: Ind Men	1% (5)	7% (25)	36% (131)	9% (32)	15% (55)	32% (119)	368
PID/Gender: Ind Women	1% (5)	4% (16)	34% (135)	6% (22)	11% (42)	44% (174)	394
PID/Gender: Rep Men	2% (7)	8% (29)	24% (83)	7% (22)	36% (122)	23% (78)	341
PID/Gender: Rep Women	2% (7)	1% (5)	29% (98)	7% (23)	27% (94)	34% (115)	342
Ideo: Liberal (1-3)	5% (33)	13% (77)	45% (274)	5% (33)	5% (32)	27% (164)	613
Ideo: Moderate (4)	4% (19)	8% (45)	36% (193)	7% (38)	11% (56)	34% (182)	533
Ideo: Conservative (5-7)	1% (8)	4% (32)	28% (207)	7% (50)	31% (229)	28% (210)	736
Educ: < College	3% (45)	7% (104)	28% (425)	7% (100)	18% (275)	37% (563)	1512
Educ: Bachelors degree	3% (15)	7% (33)	42% (187)	5% (22)	15% (66)	27% (122)	444
Educ: Post-grad	2% (6)	12% (29)	44% (108)	5% (13)	13% (32)	22% (55)	244
Income: Under 50k	3% (32)	7% (81)	30% (368)	6% (72)	17% (213)	37% (459)	1226
Income: 50k-100k	3% (22)	8% (56)	36% (239)	8% (51)	16% (105)	29% (195)	667
Income: 100k+	4% (12)	9% (29)	37% (113)	4% (12)	18% (57)	27% (84)	307
Ethnicity: White	3% (45)	7% (121)	34% (591)	6% (104)	18% (315)	32% (546)	1722

Continued on next page

Table HR18_6: To what extent did the following endorsements make you more or less likely to vote for the candidate?
Kevin Costner's endorsement of Pete Buttigieg

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't Know / No Opinion	Total N
Adults	3% (66)	8% (165)	33% (720)	6% (135)	17% (374)	34% (739)	2200
Ethnicity: Hispanic	3% (10)	9% (32)	28% (99)	8% (27)	18% (63)	34% (119)	349
Ethnicity: Afr. Am.	7% (19)	10% (27)	27% (74)	4% (11)	11% (29)	41% (114)	274
Ethnicity: Other	1% (1)	9% (18)	27% (56)	10% (20)	15% (30)	39% (80)	204
Community: Urban	6% (32)	9% (52)	29% (161)	7% (37)	16% (87)	34% (190)	559
Community: Suburban	3% (25)	8% (78)	38% (368)	6% (57)	16% (155)	29% (285)	969
Community: Rural	1% (8)	5% (36)	28% (191)	6% (42)	20% (132)	39% (264)	673
Employ: Private Sector	5% (29)	8% (54)	34% (224)	7% (48)	16% (101)	30% (196)	652
Employ: Government	1% (2)	12% (17)	27% (39)	4% (6)	21% (30)	35% (51)	145
Employ: Self-Employed	5% (11)	10% (21)	36% (78)	7% (16)	17% (37)	24% (52)	214
Employ: Homemaker	1% (2)	4% (6)	36% (60)	3% (5)	15% (26)	41% (69)	169
Employ: Retired	2% (8)	8% (38)	36% (175)	5% (24)	23% (109)	27% (128)	483
Employ: Unemployed	3% (8)	5% (13)	26% (60)	4% (9)	13% (31)	48% (112)	233
Employ: Other	3% (5)	5% (9)	29% (53)	8% (15)	11% (21)	44% (81)	184
Military HH: Yes	2% (7)	7% (26)	34% (121)	6% (23)	22% (78)	28% (98)	353
Military HH: No	3% (59)	8% (140)	32% (600)	6% (113)	16% (296)	35% (640)	1847
RD/WT: Right Direction	2% (18)	6% (49)	26% (211)	7% (58)	29% (237)	30% (246)	820
RD/WT: Wrong Track	3% (48)	8% (117)	37% (509)	6% (77)	10% (137)	36% (492)	1380
Trump Job Approve	2% (17)	4% (38)	28% (252)	7% (61)	30% (275)	30% (269)	912
Trump Job Disapprove	4% (49)	10% (123)	38% (448)	5% (63)	8% (95)	34% (403)	1180
Trump Job Strongly Approve	2% (11)	4% (18)	23% (112)	4% (20)	40% (199)	27% (133)	494
Trump Job Somewhat Approve	1% (6)	5% (20)	33% (140)	10% (41)	18% (75)	32% (136)	418
Trump Job Somewhat Disapprove	2% (5)	10% (28)	37% (107)	8% (24)	6% (18)	38% (109)	290
Trump Job Strongly Disapprove	5% (44)	11% (95)	38% (341)	4% (39)	9% (77)	33% (294)	890
Favorable of Trump	2% (21)	5% (41)	27% (235)	7% (60)	30% (266)	30% (263)	886
Unfavorable of Trump	4% (42)	10% (120)	38% (456)	6% (67)	9% (102)	34% (402)	1189
Very Favorable of Trump	3% (15)	4% (22)	22% (112)	5% (24)	39% (197)	28% (141)	511
Somewhat Favorable of Trump	2% (7)	5% (20)	33% (123)	10% (36)	18% (69)	32% (122)	375
Somewhat Unfavorable of Trump	1% (1)	10% (22)	36% (79)	9% (19)	7% (16)	36% (79)	218
Very Unfavorable of Trump	4% (41)	10% (98)	39% (377)	5% (47)	9% (86)	33% (323)	972

Continued on next page

Table HR18_6: To what extent did the following endorsements make you more or less likely to vote for the candidate?
 Kevin Costner's endorsement of Pete Buttigieg

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't Know / No Opinion	Total N
Adults	3% (66)	8% (165)	33% (720)	6% (135)	17% (374)	34% (739)	2200
#1 Issue: Economy	2% (13)	7% (39)	33% (190)	6% (33)	20% (114)	33% (191)	579
#1 Issue: Security	3% (11)	4% (17)	25% (96)	8% (30)	31% (118)	29% (111)	381
#1 Issue: Health Care	5% (20)	9% (32)	36% (136)	5% (18)	10% (38)	35% (130)	373
#1 Issue: Medicare / Social Security	3% (9)	9% (31)	34% (120)	6% (20)	18% (65)	31% (109)	354
#1 Issue: Women's Issues	1% (2)	11% (12)	29% (31)	5% (5)	13% (14)	41% (44)	108
#1 Issue: Education	4% (5)	11% (14)	26% (32)	9% (11)	6% (7)	44% (55)	124
#1 Issue: Energy	2% (2)	9% (13)	49% (69)	8% (11)	6% (8)	26% (37)	139
#1 Issue: Other	3% (5)	5% (8)	33% (47)	6% (9)	8% (11)	45% (64)	142
2018 House Vote: Democrat	6% (44)	11% (82)	43% (307)	4% (32)	7% (47)	29% (204)	715
2018 House Vote: Republican	2% (12)	4% (25)	28% (184)	8% (52)	35% (229)	24% (155)	658
2018 House Vote: Someone else	— (0)	5% (4)	31% (27)	6% (5)	13% (11)	46% (40)	87
2016 Vote: Hillary Clinton	6% (41)	12% (80)	41% (283)	5% (32)	6% (38)	31% (216)	690
2016 Vote: Donald Trump	2% (13)	4% (25)	28% (175)	7% (47)	35% (220)	24% (156)	636
2016 Vote: Other	1% (2)	5% (9)	44% (74)	8% (13)	17% (30)	25% (42)	169
2016 Vote: Didn't Vote	2% (11)	7% (51)	27% (188)	6% (44)	12% (86)	46% (325)	705
Voted in 2014: Yes	4% (50)	8% (108)	37% (477)	6% (78)	19% (251)	26% (333)	1296
Voted in 2014: No	2% (16)	6% (58)	27% (244)	6% (57)	14% (123)	45% (406)	904
2012 Vote: Barack Obama	5% (44)	11% (94)	41% (340)	5% (41)	8% (64)	30% (255)	838
2012 Vote: Mitt Romney	1% (6)	4% (18)	30% (148)	7% (33)	36% (174)	23% (110)	488
2012 Vote: Other	2% (2)	3% (3)	36% (34)	9% (9)	26% (24)	23% (22)	93
2012 Vote: Didn't Vote	2% (14)	7% (51)	26% (199)	7% (52)	14% (112)	45% (349)	777
4-Region: Northeast	2% (8)	9% (36)	39% (155)	7% (28)	11% (43)	31% (124)	394
4-Region: Midwest	3% (16)	7% (30)	32% (148)	4% (20)	18% (83)	36% (165)	462
4-Region: South	3% (26)	7% (55)	31% (251)	6% (47)	20% (162)	34% (283)	824
4-Region: West	3% (16)	8% (44)	32% (166)	8% (41)	17% (86)	32% (167)	520

Continued on next page

Table HR18_6: To what extent did the following endorsements make you more or less likely to vote for the candidate?
Kevin Costner's endorsement of Pete Buttigieg

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't Know / No Opinion	Total N
Adults	3% (66)	8% (165)	33% (720)	6% (135)	17% (374)	34% (739)	2200
Watch TV: Every day	4% (42)	8% (81)	34% (352)	6% (68)	16% (167)	32% (335)	1045
Watch TV: Several times per week	3% (14)	8% (44)	38% (207)	6% (33)	17% (95)	29% (157)	550
Watch TV: About once per week	3% (5)	10% (16)	30% (51)	7% (12)	18% (31)	32% (55)	170
Watch TV: Several times per month	2% (2)	9% (11)	32% (40)	5% (7)	13% (17)	39% (50)	127
Watch TV: About once per month	— (0)	9% (5)	23% (12)	4% (2)	14% (8)	50% (27)	55
Watch TV: Less often than once per month	2% (2)	5% (4)	27% (22)	8% (7)	19% (16)	39% (33)	84
Watch TV: Never	— (0)	2% (4)	21% (36)	4% (7)	24% (41)	49% (82)	169
Watch Movies: Every day	8% (31)	10% (38)	25% (94)	7% (26)	14% (55)	36% (138)	383
Watch Movies: Several times per week	2% (14)	7% (42)	35% (209)	8% (50)	17% (101)	30% (182)	598
Watch Movies: About once per week	2% (8)	9% (35)	37% (144)	4% (15)	19% (72)	29% (112)	386
Watch Movies: Several times per month	2% (6)	7% (18)	31% (78)	9% (22)	12% (29)	40% (101)	255
Watch Movies: About once per month	2% (4)	4% (8)	39% (73)	2% (4)	17% (32)	36% (68)	189
Watch Movies: Less often than once per month	— (1)	5% (10)	38% (76)	4% (8)	21% (41)	31% (62)	199
Watch Movies: Never	2% (3)	7% (13)	24% (46)	5% (10)	23% (44)	39% (75)	191
Watch Sporting Events: Every day	9% (13)	9% (12)	25% (34)	7% (9)	17% (23)	33% (44)	135
Watch Sporting Events: Several times per week	5% (15)	9% (29)	34% (113)	8% (26)	20% (67)	25% (85)	335
Watch Sporting Events: About once per week	3% (9)	13% (44)	38% (127)	5% (15)	16% (55)	25% (83)	334
Watch Sporting Events: Several times per month	2% (4)	9% (18)	38% (75)	8% (16)	16% (31)	27% (54)	197
Watch Sporting Events: About once per month	3% (5)	6% (9)	34% (56)	8% (13)	11% (18)	38% (62)	163
Watch Sporting Events: Less often than once per month	2% (7)	4% (13)	31% (97)	6% (18)	18% (57)	38% (120)	311
Watch Sporting Events: Never	2% (14)	6% (40)	30% (218)	5% (38)	17% (123)	40% (290)	723
Cable TV: Currently subscribe	4% (42)	9% (85)	34% (318)	6% (56)	15% (141)	32% (300)	941
Cable TV: Subscribed in past	1% (12)	6% (53)	36% (295)	6% (49)	17% (144)	33% (277)	830
Cable TV: Never subscribed	3% (12)	6% (27)	25% (107)	7% (31)	21% (89)	38% (161)	429
Satellite TV: Currently subscribe	5% (24)	6% (26)	33% (154)	7% (31)	19% (91)	31% (145)	472
Satellite TV: Subscribed in past	3% (20)	8% (54)	35% (225)	6% (36)	16% (103)	32% (205)	642
Satellite TV: Never subscribed	2% (22)	8% (85)	31% (341)	6% (68)	17% (180)	36% (389)	1086
Streaming Services: Currently subscribe	4% (51)	8% (111)	34% (474)	6% (79)	15% (213)	33% (456)	1384
Streaming Services: Subscribed in past	4% (8)	9% (19)	33% (68)	7% (14)	16% (32)	32% (66)	207
Streaming Services: Never subscribed	1% (7)	6% (36)	29% (178)	7% (42)	21% (128)	36% (217)	609

Continued on next page

Table HR18_6: To what extent did the following endorsements make you more or less likely to vote for the candidate?
 Kevin Costner's endorsement of Pete Buttigieg

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't Know / No Opinion	Total N
Adults	3% (66)	8% (165)	33% (720)	6% (135)	17% (374)	34% (739)	2200
Film: An avid fan	5% (36)	11% (81)	33% (248)	5% (36)	15% (111)	32% (246)	757
Film: A casual fan	2% (25)	6% (75)	34% (399)	7% (82)	17% (198)	34% (400)	1179
Film: Not a fan	2% (5)	4% (9)	28% (74)	7% (18)	25% (65)	35% (93)	264
Television: An avid fan	4% (43)	9% (99)	32% (344)	6% (59)	16% (174)	33% (351)	1070
Television: A casual fan	2% (21)	6% (60)	34% (336)	7% (69)	17% (167)	34% (334)	988
Television: Not a fan	1% (2)	5% (7)	28% (40)	5% (7)	23% (33)	38% (54)	142
Music: An avid fan	4% (45)	9% (98)	31% (352)	7% (77)	14% (161)	36% (418)	1151
Music: A casual fan	2% (18)	6% (57)	37% (342)	6% (53)	19% (176)	30% (275)	921
Music: Not a fan	3% (3)	8% (10)	20% (26)	4% (5)	29% (37)	36% (46)	128
Fashion: An avid fan	9% (27)	10% (30)	26% (76)	5% (16)	12% (36)	37% (108)	294
Fashion: A casual fan	3% (29)	9% (85)	31% (292)	6% (60)	15% (138)	36% (336)	940
Fashion: Not a fan	1% (9)	5% (50)	36% (352)	6% (59)	21% (200)	31% (295)	966

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

Table HR19: *Is there a celebrity whose endorsement would make you more likely to vote for a candidate you weren't previously planning to vote for?*

Demographic	Yes	No	Total N
Adults	11% (245)	89% (1955)	2200
Gender: Male	13% (135)	87% (927)	1062
Gender: Female	10% (111)	90% (1027)	1138
Age: 18-29	19% (90)	81% (375)	465
Age: 30-44	15% (84)	85% (463)	548
Age: 45-54	8% (28)	92% (316)	344
Age: 55-64	5% (20)	95% (387)	407
Age: 65+	5% (23)	95% (413)	436
Generation Z: 18-22	19% (41)	81% (174)	215
Millennial: Age 23-38	16% (97)	84% (493)	589
Generation X: Age 39-54	12% (64)	88% (488)	553
Boomers: Age 55-73	5% (38)	95% (713)	751
PID: Dem (no lean)	12% (94)	88% (663)	756
PID: Ind (no lean)	12% (88)	88% (673)	761
PID: Rep (no lean)	9% (64)	91% (619)	682
PID/Gender: Dem Men	14% (48)	86% (306)	353
PID/Gender: Dem Women	11% (46)	89% (357)	403
PID/Gender: Ind Men	14% (50)	86% (317)	368
PID/Gender: Ind Women	10% (37)	90% (356)	394
PID/Gender: Rep Men	11% (36)	89% (304)	341
PID/Gender: Rep Women	8% (27)	92% (314)	342
Ideo: Liberal (1-3)	17% (104)	83% (509)	613
Ideo: Moderate (4)	11% (58)	89% (475)	533
Ideo: Conservative (5-7)	6% (43)	94% (693)	736
Educ: < College	11% (168)	89% (1345)	1512
Educ: Bachelors degree	10% (43)	90% (401)	444
Educ: Post-grad	14% (35)	86% (209)	244
Income: Under 50k	11% (137)	89% (1088)	1226
Income: 50k-100k	9% (63)	91% (604)	667
Income: 100k+	15% (45)	85% (263)	307
Ethnicity: White	10% (165)	90% (1557)	1722
Ethnicity: Hispanic	18% (63)	82% (286)	349
Ethnicity: Afr. Am.	15% (41)	85% (234)	274

Continued on next page

Table HR19: *Is there a celebrity whose endorsement would make you more likely to vote for a candidate you weren't previously planning to vote for?*

Demographic	Yes	No	Total N
Adults	11% (245)	89% (1955)	2200
Ethnicity: Other	20% (40)	80% (164)	204
Community: Urban	18% (102)	82% (457)	559
Community: Suburban	9% (91)	91% (878)	969
Community: Rural	8% (53)	92% (619)	673
Employ: Private Sector	11% (73)	89% (580)	652
Employ: Government	17% (24)	83% (120)	145
Employ: Self-Employed	13% (29)	87% (186)	214
Employ: Homemaker	7% (13)	93% (156)	169
Employ: Retired	6% (27)	94% (456)	483
Employ: Unemployed	10% (24)	90% (210)	233
Employ: Other	16% (30)	84% (154)	184
Military HH: Yes	12% (42)	88% (310)	353
Military HH: No	11% (203)	89% (1644)	1847
RD/WT: Right Direction	11% (92)	89% (728)	820
RD/WT: Wrong Track	11% (153)	89% (1227)	1380
Trump Job Approve	10% (89)	90% (823)	912
Trump Job Disapprove	13% (149)	87% (1031)	1180
Trump Job Strongly Approve	8% (40)	92% (453)	494
Trump Job Somewhat Approve	12% (49)	88% (370)	418
Trump Job Somewhat Disapprove	10% (29)	90% (261)	290
Trump Job Strongly Disapprove	13% (120)	87% (770)	890
Favorable of Trump	10% (86)	90% (800)	886
Unfavorable of Trump	12% (144)	88% (1045)	1189
Very Favorable of Trump	9% (47)	91% (463)	511
Somewhat Favorable of Trump	10% (39)	90% (337)	375
Somewhat Unfavorable of Trump	9% (20)	91% (198)	218
Very Unfavorable of Trump	13% (124)	87% (847)	972

Continued on next page

Table HR19: *Is there a celebrity whose endorsement would make you more likely to vote for a candidate you weren't previously planning to vote for?*

Demographic	Yes	No	Total N
Adults	11% (245)	89% (1955)	2200
#1 Issue: Economy	10% (59)	90% (519)	579
#1 Issue: Security	9% (35)	91% (347)	381
#1 Issue: Health Care	10% (39)	90% (334)	373
#1 Issue: Medicare / Social Security	10% (37)	90% (317)	354
#1 Issue: Women's Issues	20% (21)	80% (86)	108
#1 Issue: Education	15% (19)	85% (105)	124
#1 Issue: Energy	15% (21)	85% (118)	139
#1 Issue: Other	10% (14)	90% (128)	142
2018 House Vote: Democrat	14% (101)	86% (615)	715
2018 House Vote: Republican	8% (54)	92% (604)	658
2018 House Vote: Someone else	9% (7)	91% (79)	87
2016 Vote: Hillary Clinton	13% (91)	87% (599)	690
2016 Vote: Donald Trump	10% (61)	90% (575)	636
2016 Vote: Other	10% (17)	90% (152)	169
2016 Vote: Didn't Vote	11% (76)	89% (629)	705
Voted in 2014: Yes	11% (147)	89% (1149)	1296
Voted in 2014: No	11% (99)	89% (806)	904
2012 Vote: Barack Obama	13% (111)	87% (727)	838
2012 Vote: Mitt Romney	7% (36)	93% (452)	488
2012 Vote: Other	4% (3)	96% (90)	93
2012 Vote: Didn't Vote	12% (95)	88% (681)	777
4-Region: Northeast	10% (40)	90% (353)	394
4-Region: Midwest	10% (48)	90% (414)	462
4-Region: South	9% (77)	91% (747)	824
4-Region: West	15% (80)	85% (440)	520
Watch TV: Every day	12% (121)	88% (924)	1045
Watch TV: Several times per week	12% (65)	88% (485)	550
Watch TV: About once per week	12% (20)	88% (150)	170
Watch TV: Several times per month	9% (12)	91% (115)	127
Watch TV: About once per month	12% (6)	88% (48)	55
Watch TV: Less often than once per month	11% (10)	89% (74)	84
Watch TV: Never	7% (12)	93% (158)	169

Continued on next page

Table HR19: *Is there a celebrity whose endorsement would make you more likely to vote for a candidate you weren't previously planning to vote for?*

Demographic	Yes	No	Total N
Adults	11% (245)	89% (1955)	2200
Watch Movies: Every day	18% (70)	82% (313)	383
Watch Movies: Several times per week	14% (82)	86% (515)	598
Watch Movies: About once per week	10% (38)	90% (348)	386
Watch Movies: Several times per month	7% (18)	93% (237)	255
Watch Movies: About once per month	8% (16)	92% (173)	189
Watch Movies: Less often than once per month	8% (15)	92% (184)	199
Watch Movies: Never	3% (7)	97% (185)	191
Watch Sporting Events: Every day	23% (31)	77% (104)	135
Watch Sporting Events: Several times per week	14% (47)	86% (289)	335
Watch Sporting Events: About once per week	14% (47)	86% (287)	334
Watch Sporting Events: Several times per month	10% (20)	90% (177)	197
Watch Sporting Events: About once per month	14% (22)	86% (141)	163
Watch Sporting Events: Less often than once per month	6% (18)	94% (294)	311
Watch Sporting Events: Never	8% (61)	92% (663)	723
Cable TV: Currently subscribe	11% (99)	89% (842)	941
Cable TV: Subscribed in past	11% (87)	89% (743)	830
Cable TV: Never subscribed	14% (59)	86% (370)	429
Satellite TV: Currently subscribe	11% (50)	89% (422)	472
Satellite TV: Subscribed in past	13% (86)	87% (556)	642
Satellite TV: Never subscribed	10% (109)	90% (977)	1086
Streaming Services: Currently subscribe	11% (159)	89% (1226)	1384
Streaming Services: Subscribed in past	15% (32)	85% (175)	207
Streaming Services: Never subscribed	9% (55)	91% (554)	609
Film: An avid fan	15% (115)	85% (642)	757
Film: A casual fan	9% (107)	91% (1072)	1179
Film: Not a fan	9% (23)	91% (240)	264
Television: An avid fan	11% (122)	89% (948)	1070
Television: A casual fan	10% (103)	90% (885)	988
Television: Not a fan	14% (20)	86% (122)	142
Music: An avid fan	15% (168)	85% (983)	1151
Music: A casual fan	7% (67)	93% (853)	921
Music: Not a fan	8% (10)	92% (118)	128

Continued on next page

Table HR19: *Is there a celebrity whose endorsement would make you more likely to vote for a candidate you weren't previously planning to vote for?*

Demographic	Yes		No		Total N
Adults	11%	(245)	89%	(1955)	2200
Fashion: An avid fan	22%	(63)	78%	(230)	294
Fashion: A casual fan	12%	(114)	88%	(826)	940
Fashion: Not a fan	7%	(68)	93%	(898)	966

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

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

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total
Adults	48% (1045)	25% (550)	8% (170)	6% (127)	2% (55)	4% (84)	8% (169)	220
Gender: Male	45% (478)	26% (276)	10% (101)	5% (50)	3% (32)	4% (39)	8% (86)	100
Gender: Female	50% (567)	24% (274)	6% (69)	7% (77)	2% (23)	4% (45)	7% (83)	113
Age: 18-29	40% (186)	29% (136)	12% (56)	8% (36)	3% (14)	2% (10)	6% (27)	40
Age: 30-44	50% (273)	26% (143)	8% (43)	5% (25)	4% (20)	4% (20)	4% (24)	54
Age: 45-54	44% (152)	22% (77)	10% (34)	7% (23)	3% (9)	6% (20)	8% (28)	34
Age: 55-64	50% (205)	23% (92)	5% (21)	6% (25)	1% (5)	4% (15)	11% (44)	40
Age: 65+	52% (229)	23% (102)	4% (16)	4% (19)	1% (6)	4% (18)	11% (47)	43
Generation Z: 18-22	34% (73)	29% (63)	14% (31)	11% (23)	5% (10)	1% (2)	5% (12)	2
Millennial: Age 23-38	45% (266)	28% (165)	9% (52)	5% (29)	3% (17)	4% (26)	6% (35)	58
Generation X: Age 39-54	49% (271)	23% (128)	9% (51)	6% (31)	3% (16)	4% (23)	6% (32)	53
Boomers: Age 55-73	52% (391)	22% (168)	4% (32)	5% (40)	1% (11)	4% (27)	11% (81)	7
PID: Dem (no lean)	49% (371)	26% (200)	7% (54)	5% (41)	2% (16)	4% (27)	6% (47)	73
PID: Ind (no lean)	43% (324)	25% (189)	10% (75)	6% (49)	3% (20)	6% (43)	8% (62)	7
PID: Rep (no lean)	51% (350)	24% (161)	6% (42)	6% (38)	3% (18)	2% (14)	9% (60)	68
PID/Gender: Dem Men	46% (161)	29% (101)	8% (28)	4% (15)	2% (7)	5% (17)	7% (24)	33
PID/Gender: Dem Women	52% (210)	25% (99)	6% (26)	6% (26)	2% (9)	2% (10)	6% (24)	40
PID/Gender: Ind Men	41% (152)	25% (92)	13% (47)	5% (17)	4% (13)	4% (16)	8% (30)	36
PID/Gender: Ind Women	44% (172)	25% (97)	7% (28)	8% (31)	2% (7)	7% (27)	8% (32)	39
PID/Gender: Rep Men	48% (165)	24% (83)	8% (26)	5% (18)	3% (11)	2% (6)	9% (32)	3
PID/Gender: Rep Women	54% (184)	23% (78)	5% (16)	6% (20)	2% (7)	2% (8)	8% (27)	34
Ideo: Liberal (1-3)	51% (312)	29% (177)	8% (47)	4% (22)	3% (19)	3% (16)	3% (20)	6
Ideo: Moderate (4)	51% (271)	24% (128)	6% (33)	6% (31)	2% (11)	4% (24)	7% (35)	53
Ideo: Conservative (5-7)	47% (343)	26% (188)	6% (43)	7% (50)	2% (14)	4% (33)	9% (66)	73
Educ: < College	48% (728)	23% (350)	8% (118)	6% (88)	2% (38)	4% (60)	9% (130)	15
Educ: Bachelors degree	45% (202)	30% (134)	9% (39)	4% (18)	3% (11)	3% (14)	6% (26)	44
Educ: Post-grad	47% (116)	27% (65)	5% (13)	8% (21)	2% (6)	4% (10)	5% (13)	24

Continued on next page

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

TV shows

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total
Adults	48% (1045)	25% (550)	8% (170)	6% (127)	2% (55)	4% (84)	8% (169)	220
Income: Under 50k	47% (574)	24% (288)	6% (77)	6% (79)	3% (36)	5% (57)	9% (114)	122
Income: 50k-100k	50% (331)	25% (164)	9% (63)	5% (33)	2% (12)	3% (21)	6% (43)	66
Income: 100k+	45% (140)	32% (98)	10% (30)	5% (15)	2% (6)	2% (7)	4% (12)	30
Ethnicity: White	50% (855)	25% (436)	6% (110)	6% (100)	2% (32)	3% (50)	8% (138)	172
Ethnicity: Hispanic	43% (149)	23% (80)	13% (47)	6% (21)	3% (11)	5% (18)	6% (22)	34
Ethnicity: Afr. Am.	44% (120)	23% (62)	9% (25)	7% (19)	6% (16)	5% (15)	6% (17)	27
Ethnicity: Other	34% (70)	25% (51)	17% (35)	4% (7)	3% (7)	9% (19)	7% (14)	20
Community: Urban	48% (270)	26% (147)	8% (43)	5% (30)	3% (15)	4% (24)	5% (30)	55
Community: Suburban	47% (458)	24% (237)	9% (90)	6% (60)	2% (21)	3% (31)	7% (72)	96
Community: Rural	47% (317)	25% (166)	6% (38)	5% (37)	3% (19)	4% (29)	10% (67)	67
Employ: Private Sector	45% (295)	29% (187)	8% (52)	6% (42)	2% (15)	3% (17)	7% (46)	65
Employ: Government	53% (77)	23% (34)	13% (19)	5% (7)	1% (1)	3% (4)	2% (3)	14
Employ: Self-Employed	47% (100)	29% (63)	6% (12)	6% (13)	2% (5)	8% (16)	2% (5)	21
Employ: Homemaker	44% (74)	24% (40)	11% (18)	9% (16)	3% (5)	2% (3)	8% (13)	16
Employ: Retired	53% (255)	21% (101)	5% (24)	6% (27)	1% (7)	4% (17)	11% (52)	48
Employ: Unemployed	52% (120)	22% (51)	7% (17)	6% (15)	4% (10)	1% (2)	8% (18)	23
Employ: Other	45% (82)	24% (43)	6% (11)	3% (6)	2% (4)	9% (17)	11% (21)	18
Military HH: Yes	50% (176)	25% (88)	6% (22)	4% (14)	2% (7)	5% (16)	8% (30)	35
Military HH: No	47% (869)	25% (462)	8% (149)	6% (113)	3% (48)	4% (68)	8% (139)	184
RD/WT: Right Direction	46% (381)	26% (210)	7% (55)	6% (52)	3% (24)	3% (24)	9% (73)	82
RD/WT: Wrong Track	48% (664)	25% (340)	8% (116)	5% (75)	2% (30)	4% (60)	7% (96)	138
Trump Job Approve	47% (429)	25% (224)	7% (62)	7% (67)	2% (22)	3% (27)	9% (82)	99
Trump Job Disapprove	48% (568)	26% (310)	8% (100)	5% (55)	3% (30)	4% (51)	6% (68)	118
Trump Job Strongly Approve	49% (242)	24% (118)	4% (22)	8% (38)	2% (9)	3% (15)	10% (50)	49
Trump Job Somewhat Approve	45% (187)	25% (106)	10% (40)	7% (29)	3% (13)	3% (12)	8% (32)	41
Trump Job Somewhat Disapprove	43% (126)	29% (84)	7% (19)	5% (16)	3% (7)	6% (17)	7% (21)	29
Trump Job Strongly Disapprove	50% (442)	25% (226)	9% (81)	4% (39)	3% (23)	4% (34)	5% (47)	89

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

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total
Adults	48% (1045)	25% (550)	8% (170)	6% (127)	2% (55)	4% (84)	8% (169)	220
Favorable of Trump	47% (418)	25% (220)	6% (55)	7% (60)	3% (24)	4% (33)	9% (76)	88
Unfavorable of Trump	48% (576)	26% (309)	8% (99)	5% (63)	2% (27)	4% (47)	6% (69)	118
Very Favorable of Trump	50% (255)	23% (117)	6% (29)	7% (36)	3% (14)	2% (12)	9% (47)	5
Somewhat Favorable of Trump	44% (163)	28% (103)	7% (25)	6% (24)	3% (10)	6% (21)	8% (29)	37
Somewhat Unfavorable of Trump	46% (100)	26% (57)	10% (22)	4% (9)	2% (4)	4% (9)	8% (17)	2
Very Unfavorable of Trump	49% (476)	26% (252)	8% (77)	6% (54)	2% (23)	4% (37)	5% (53)	97
#1 Issue: Economy	47% (273)	25% (147)	8% (47)	6% (34)	1% (8)	4% (23)	8% (46)	57
#1 Issue: Security	44% (169)	30% (115)	6% (22)	7% (26)	2% (8)	5% (18)	6% (24)	3
#1 Issue: Health Care	49% (183)	23% (86)	9% (34)	7% (25)	3% (11)	3% (12)	6% (22)	37
#1 Issue: Medicare / Social Security	55% (194)	18% (63)	7% (24)	4% (15)	2% (6)	4% (15)	11% (38)	35
#1 Issue: Women's Issues	50% (54)	35% (37)	3% (3)	3% (4)	4% (4)	— (0)	5% (5)	10
#1 Issue: Education	41% (51)	24% (30)	8% (10)	12% (15)	4% (5)	3% (4)	7% (8)	12
#1 Issue: Energy	47% (65)	30% (42)	12% (16)	1% (2)	3% (5)	4% (6)	3% (4)	13
#1 Issue: Other	40% (56)	21% (30)	10% (15)	5% (7)	5% (7)	4% (5)	16% (23)	14
2018 House Vote: Democrat	52% (374)	26% (183)	7% (47)	5% (35)	2% (17)	4% (28)	5% (33)	7
2018 House Vote: Republican	51% (333)	26% (170)	5% (32)	4% (29)	2% (15)	4% (24)	8% (55)	63
2018 House Vote: Someone else	43% (37)	20% (17)	14% (12)	4% (3)	1% (1)	5% (4)	14% (12)	8
2016 Vote: Hillary Clinton	51% (355)	25% (176)	7% (48)	4% (28)	3% (18)	4% (26)	6% (40)	69
2016 Vote: Donald Trump	52% (328)	25% (158)	5% (32)	5% (33)	2% (12)	3% (21)	8% (53)	63
2016 Vote: Other	48% (81)	29% (50)	8% (13)	4% (7)	1% (2)	2% (3)	8% (13)	16
2016 Vote: Didn't Vote	40% (281)	24% (167)	11% (77)	8% (59)	3% (23)	5% (34)	9% (63)	70
Voted in 2014: Yes	50% (653)	26% (335)	7% (85)	4% (57)	2% (32)	4% (46)	7% (88)	129
Voted in 2014: No	43% (392)	24% (215)	9% (85)	8% (70)	3% (23)	4% (38)	9% (81)	90
2012 Vote: Barack Obama	53% (444)	24% (203)	8% (66)	4% (31)	2% (21)	4% (32)	5% (42)	83
2012 Vote: Mitt Romney	51% (249)	26% (126)	5% (26)	4% (21)	2% (9)	3% (16)	8% (41)	48
2012 Vote: Other	33% (31)	30% (28)	6% (6)	8% (8)	3% (3)	2% (2)	16% (15)	9
2012 Vote: Didn't Vote	41% (317)	25% (192)	9% (73)	9% (67)	3% (23)	4% (34)	9% (71)	77

Continued on next page

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

TV shows

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total
Adults	48%(1045)	25% (550)	8% (170)	6% (127)	2% (55)	4% (84)	8% (169)	2200
4-Region: Northeast	51% (202)	25% (97)	7% (27)	6% (24)	2% (8)	2% (7)	7% (29)	395
4-Region: Midwest	47% (216)	27% (124)	6% (30)	5% (23)	3% (13)	4% (17)	9% (40)	463
4-Region: South	48% (398)	25% (206)	8% (65)	6% (49)	1% (12)	4% (33)	7% (60)	823
4-Region: West	44% (229)	24% (123)	9% (49)	6% (31)	4% (21)	5% (27)	8% (40)	524
Watch TV: Every day	100%(1045)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	1045
Watch TV: Several times per week	— (0)	100% (550)	— (0)	— (0)	— (0)	— (0)	— (0)	550
Watch TV: About once per week	— (0)	— (0)	100% (170)	— (0)	— (0)	— (0)	— (0)	170
Watch TV: Several times per month	— (0)	— (0)	— (0)	100% (127)	— (0)	— (0)	— (0)	127
Watch TV: About once per month	— (0)	— (0)	— (0)	— (0)	100% (55)	— (0)	— (0)	55
Watch TV: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (84)	— (0)	84
Watch TV: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (169)	169
Watch Movies: Every day	80% (307)	12% (45)	6% (21)	1% (5)	— (1)	1% (2)	1% (2)	383
Watch Movies: Several times per week	49% (295)	38% (225)	6% (36)	3% (17)	1% (5)	1% (5)	2% (15)	566
Watch Movies: About once per week	44% (168)	33% (128)	16% (60)	4% (16)	2% (10)	1% (3)	— (1)	388
Watch Movies: Several times per month	42% (108)	19% (49)	10% (25)	21% (52)	3% (7)	2% (6)	3% (7)	252
Watch Movies: About once per month	34% (64)	28% (52)	9% (16)	12% (23)	9% (17)	7% (13)	2% (3)	186
Watch Movies: Less often than once per month	36% (72)	20% (39)	5% (10)	6% (11)	5% (10)	24% (47)	5% (10)	199
Watch Movies: Never	16% (31)	6% (12)	1% (2)	2% (3)	3% (6)	4% (7)	68% (131)	139
Watch Sporting Events: Every day	70% (95)	21% (29)	4% (6)	1% (2)	2% (2)	— (0)	1% (2)	137
Watch Sporting Events: Several times per week	50% (167)	40% (133)	6% (19)	1% (5)	1% (5)	1% (4)	1% (3)	332
Watch Sporting Events: About once per week	58% (195)	24% (82)	10% (33)	3% (11)	1% (5)	1% (5)	1% (4)	336
Watch Sporting Events: Several times per month	51% (100)	26% (52)	8% (15)	7% (15)	2% (5)	4% (7)	1% (3)	192
Watch Sporting Events: About once per month	37% (61)	31% (51)	12% (19)	10% (16)	6% (9)	3% (5)	1% (2)	166
Watch Sporting Events: Less often than once per month	48% (150)	19% (59)	12% (36)	10% (30)	3% (10)	6% (19)	3% (8)	315
Watch Sporting Events: Never	38% (277)	20% (144)	6% (42)	7% (50)	3% (19)	6% (43)	21% (148)	703
Cable TV: Currently subscribe	50% (472)	23% (218)	9% (89)	5% (47)	2% (22)	3% (31)	7% (62)	939
Cable TV: Subscribed in past	46% (379)	28% (235)	8% (66)	7% (57)	2% (19)	4% (33)	5% (41)	877
Cable TV: Never subscribed	45% (194)	23% (97)	4% (16)	5% (24)	3% (13)	5% (20)	16% (67)	423

Continued on next page

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

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total
Adults	48%(1045)	25% (550)	8% (170)	6% (127)	2% (55)	4% (84)	8% (169)	220
Satellite TV: Currently subscribe	48% (228)	26% (125)	5% (24)	5% (24)	2% (8)	3% (13)	11% (50)	47
Satellite TV: Subscribed in past	48% (307)	25% (163)	10% (62)	6% (38)	2% (15)	4% (27)	5% (30)	64
Satellite TV: Never subscribed	47% (511)	24% (262)	8% (85)	6% (65)	3% (31)	4% (44)	8% (89)	108
Streaming Services: Currently subscribe	49% (685)	27% (379)	8% (111)	6% (85)	3% (39)	3% (41)	3% (45)	138
Streaming Services: Subscribed in past	34% (70)	27% (57)	15% (30)	8% (16)	2% (5)	6% (12)	8% (17)	20
Streaming Services: Never subscribed	48% (290)	19% (114)	5% (29)	4% (26)	2% (11)	5% (32)	18% (107)	60
Film: An avid fan	56% (427)	24% (183)	6% (49)	4% (27)	2% (19)	3% (22)	4% (30)	75
Film: A casual fan	44% (521)	26% (306)	9% (101)	8% (92)	3% (30)	5% (55)	6% (74)	117
Film: Not a fan	37% (97)	23% (61)	8% (21)	3% (8)	2% (6)	2% (6)	25% (66)	26
Television: An avid fan	65% (700)	21% (228)	3% (32)	3% (32)	1% (10)	2% (18)	5% (49)	107
Television: A casual fan	34% (335)	30% (296)	12% (122)	8% (76)	4% (39)	5% (48)	7% (71)	98
Television: Not a fan	7% (9)	18% (25)	12% (17)	13% (18)	4% (6)	13% (18)	34% (49)	14
Music: An avid fan	50% (572)	24% (274)	9% (103)	6% (72)	3% (33)	4% (42)	5% (56)	111
Music: A casual fan	48% (440)	27% (249)	6% (57)	5% (44)	2% (20)	4% (35)	8% (75)	91
Music: Not a fan	26% (33)	21% (27)	8% (10)	9% (11)	1% (2)	5% (7)	30% (38)	12
Fashion: An avid fan	55% (163)	20% (59)	8% (22)	7% (20)	3% (10)	2% (7)	4% (12)	29
Fashion: A casual fan	47% (443)	26% (248)	8% (79)	6% (53)	3% (25)	4% (37)	6% (57)	94
Fashion: Not a fan	46% (440)	25% (243)	7% (69)	6% (54)	2% (19)	4% (40)	10% (101)	96

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

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

Movies

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	17% (383)	27% (598)	18% (386)	12% (255)	9% (189)	9% (199)	9% (191)	220
Gender: Male	18% (196)	30% (320)	18% (186)	11% (118)	7% (74)	7% (71)	9% (97)	100
Gender: Female	16% (187)	24% (278)	18% (200)	12% (137)	10% (114)	11% (129)	8% (95)	113
Age: 18-29	24% (112)	28% (128)	20% (93)	12% (55)	7% (31)	5% (22)	5% (24)	40
Age: 30-44	25% (137)	30% (165)	17% (94)	10% (57)	7% (36)	6% (33)	5% (26)	54
Age: 45-54	14% (47)	24% (82)	19% (64)	11% (37)	14% (50)	8% (29)	10% (34)	34
Age: 55-64	11% (46)	26% (104)	19% (78)	13% (55)	9% (36)	11% (43)	11% (45)	40
Age: 65+	9% (40)	27% (118)	13% (57)	12% (51)	9% (37)	17% (72)	14% (62)	43
Generation Z: 18-22	20% (43)	26% (55)	20% (43)	16% (34)	8% (18)	4% (9)	6% (13)	2
Millennial: Age 23-38	25% (147)	29% (172)	18% (108)	9% (55)	7% (42)	6% (36)	5% (29)	58
Generation X: Age 39-54	19% (107)	27% (149)	18% (99)	11% (60)	10% (56)	7% (38)	8% (43)	55
Boomers: Age 55-73	11% (83)	28% (207)	16% (119)	12% (91)	9% (64)	12% (93)	12% (94)	7
PID: Dem (no lean)	17% (125)	31% (232)	18% (133)	11% (83)	8% (61)	9% (65)	7% (56)	75
PID: Ind (no lean)	18% (137)	25% (192)	16% (124)	12% (94)	10% (80)	9% (70)	8% (64)	7
PID: Rep (no lean)	18% (121)	25% (173)	19% (128)	11% (78)	7% (48)	9% (64)	10% (71)	68
PID/Gender: Dem Men	19% (65)	34% (122)	16% (55)	10% (36)	5% (19)	8% (27)	8% (29)	35
PID/Gender: Dem Women	15% (60)	28% (111)	19% (78)	11% (46)	10% (42)	10% (38)	7% (27)	40
PID/Gender: Ind Men	17% (64)	27% (100)	18% (66)	11% (42)	11% (40)	6% (23)	9% (32)	36
PID/Gender: Ind Women	18% (72)	23% (92)	15% (58)	13% (53)	10% (40)	12% (47)	8% (31)	39
PID/Gender: Rep Men	19% (66)	29% (98)	19% (65)	12% (40)	5% (16)	6% (21)	10% (35)	3
PID/Gender: Rep Women	16% (55)	22% (75)	19% (63)	11% (38)	9% (32)	13% (43)	11% (36)	34
Ideo: Liberal (1-3)	16% (97)	31% (189)	21% (130)	13% (79)	9% (53)	7% (40)	4% (25)	6
Ideo: Moderate (4)	22% (118)	26% (136)	13% (71)	12% (64)	8% (41)	12% (62)	8% (40)	53
Ideo: Conservative (5-7)	13% (96)	26% (195)	19% (140)	11% (83)	9% (68)	10% (74)	11% (81)	73
Educ: < College	20% (306)	28% (419)	15% (232)	11% (163)	8% (121)	9% (130)	9% (141)	15
Educ: Bachelors degree	11% (51)	27% (118)	22% (99)	12% (53)	9% (41)	11% (51)	7% (32)	44
Educ: Post-grad	10% (25)	25% (61)	23% (55)	16% (39)	11% (27)	8% (19)	7% (18)	24

Continued on next page

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

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	17% (383)	27% (598)	18% (386)	12% (255)	9% (189)	9% (199)	9% (191)	220
Income: Under 50k	20% (251)	27% (330)	13% (161)	11% (139)	9% (116)	8% (103)	10% (126)	122
Income: 50k-100k	13% (84)	28% (188)	23% (156)	12% (80)	6% (42)	10% (66)	8% (51)	66
Income: 100k+	16% (48)	26% (80)	22% (69)	12% (35)	10% (31)	10% (30)	5% (14)	30
Ethnicity: White	16% (274)	27% (467)	18% (313)	12% (207)	8% (146)	9% (163)	9% (152)	172
Ethnicity: Hispanic	21% (72)	33% (115)	19% (67)	8% (27)	7% (24)	6% (20)	7% (24)	34
Ethnicity: Afr. Am.	24% (67)	26% (72)	13% (35)	11% (31)	12% (32)	5% (13)	8% (23)	27
Ethnicity: Other	20% (42)	29% (58)	19% (38)	8% (17)	5% (11)	11% (23)	8% (16)	20
Community: Urban	22% (121)	30% (169)	14% (78)	10% (55)	9% (51)	8% (43)	7% (41)	55
Community: Suburban	14% (139)	26% (254)	20% (192)	12% (120)	9% (89)	10% (94)	8% (82)	96
Community: Rural	18% (123)	26% (174)	17% (116)	12% (80)	7% (49)	9% (62)	10% (69)	67
Employ: Private Sector	14% (90)	27% (177)	22% (141)	13% (84)	9% (60)	8% (55)	7% (45)	65
Employ: Government	22% (33)	23% (34)	27% (39)	13% (18)	4% (5)	5% (7)	6% (9)	14
Employ: Self-Employed	19% (41)	34% (72)	15% (32)	9% (18)	9% (19)	11% (23)	4% (9)	23
Employ: Homemaker	24% (41)	23% (38)	18% (30)	8% (14)	7% (12)	10% (16)	10% (17)	16
Employ: Retired	11% (54)	28% (133)	14% (67)	12% (60)	9% (46)	13% (61)	13% (62)	48
Employ: Unemployed	29% (67)	29% (68)	13% (29)	8% (18)	9% (20)	4% (9)	9% (22)	23
Employ: Other	23% (42)	24% (44)	12% (21)	11% (20)	8% (15)	12% (22)	10% (19)	18
Military HH: Yes	17% (61)	28% (100)	17% (60)	9% (31)	9% (31)	9% (33)	10% (36)	35
Military HH: No	17% (322)	27% (497)	18% (326)	12% (223)	9% (157)	9% (166)	8% (155)	184
RD/WT: Right Direction	16% (133)	25% (208)	18% (148)	12% (95)	9% (76)	10% (79)	10% (82)	82
RD/WT: Wrong Track	18% (250)	28% (390)	17% (238)	12% (160)	8% (112)	9% (120)	8% (110)	138
Trump Job Approve	17% (159)	25% (227)	19% (171)	12% (107)	8% (74)	9% (84)	10% (89)	99
Trump Job Disapprove	18% (213)	30% (349)	17% (203)	11% (130)	9% (101)	9% (105)	7% (80)	118
Trump Job Strongly Approve	18% (86)	22% (110)	20% (97)	12% (59)	8% (41)	10% (51)	10% (50)	49
Trump Job Somewhat Approve	17% (72)	28% (118)	18% (74)	12% (48)	8% (33)	8% (34)	9% (39)	44
Trump Job Somewhat Disapprove	15% (44)	33% (96)	17% (50)	11% (33)	9% (25)	7% (21)	8% (22)	29
Trump Job Strongly Disapprove	19% (169)	28% (253)	17% (153)	11% (97)	9% (76)	9% (84)	6% (58)	89

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

Movies

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	17% (383)	27% (598)	18% (386)	12% (255)	9% (189)	9% (199)	9% (191)	220
Favorable of Trump	17% (152)	24% (212)	19% (165)	12% (104)	8% (75)	10% (89)	10% (90)	88
Unfavorable of Trump	18% (216)	30% (355)	17% (203)	11% (136)	8% (98)	9% (103)	7% (79)	118
Very Favorable of Trump	19% (99)	22% (110)	20% (101)	12% (60)	8% (41)	9% (47)	10% (52)	5
Somewhat Favorable of Trump	14% (52)	27% (101)	17% (64)	12% (44)	9% (34)	11% (41)	10% (38)	32
Somewhat Unfavorable of Trump	19% (42)	31% (68)	12% (27)	14% (32)	9% (19)	6% (14)	7% (16)	2
Very Unfavorable of Trump	18% (174)	29% (287)	18% (176)	11% (104)	8% (79)	9% (89)	6% (63)	92
#1 Issue: Economy	21% (124)	30% (176)	15% (87)	10% (57)	7% (42)	8% (47)	8% (46)	52
#1 Issue: Security	16% (62)	24% (90)	19% (71)	11% (43)	8% (32)	13% (50)	8% (32)	3
#1 Issue: Health Care	16% (59)	30% (113)	18% (66)	13% (49)	9% (32)	8% (31)	6% (23)	32
#1 Issue: Medicare / Social Security	16% (57)	22% (79)	17% (62)	12% (42)	8% (27)	12% (41)	14% (48)	35
#1 Issue: Women's Issues	25% (26)	25% (27)	19% (20)	7% (8)	13% (14)	6% (7)	5% (6)	10
#1 Issue: Education	13% (17)	28% (34)	22% (28)	17% (21)	8% (10)	5% (6)	7% (8)	12
#1 Issue: Energy	15% (21)	34% (47)	23% (32)	10% (14)	9% (12)	7% (9)	2% (3)	13
#1 Issue: Other	11% (16)	22% (31)	14% (20)	15% (22)	14% (20)	6% (9)	17% (25)	14
2018 House Vote: Democrat	16% (114)	29% (206)	20% (143)	11% (82)	9% (61)	9% (64)	6% (44)	7
2018 House Vote: Republican	15% (99)	24% (159)	21% (138)	11% (73)	8% (52)	11% (73)	10% (65)	65
2018 House Vote: Someone else	13% (12)	28% (25)	15% (13)	7% (6)	12% (11)	12% (10)	12% (11)	8
2016 Vote: Hillary Clinton	17% (117)	29% (203)	19% (128)	10% (72)	9% (62)	9% (62)	7% (47)	69
2016 Vote: Donald Trump	14% (90)	26% (163)	20% (124)	12% (77)	8% (49)	11% (70)	10% (63)	63
2016 Vote: Other	12% (21)	36% (60)	16% (27)	10% (16)	8% (14)	9% (15)	10% (16)	16
2016 Vote: Didn't Vote	22% (155)	24% (172)	15% (107)	13% (89)	9% (63)	7% (53)	9% (65)	70
Voted in 2014: Yes	14% (185)	28% (369)	19% (241)	12% (150)	8% (105)	10% (131)	9% (114)	129
Voted in 2014: No	22% (197)	25% (229)	16% (144)	12% (105)	9% (83)	8% (68)	9% (78)	90
2012 Vote: Barack Obama	17% (142)	30% (250)	17% (143)	12% (102)	8% (67)	9% (77)	7% (58)	83
2012 Vote: Mitt Romney	12% (57)	28% (135)	18% (87)	12% (57)	10% (48)	11% (53)	11% (52)	48
2012 Vote: Other	7% (6)	26% (24)	18% (16)	10% (9)	10% (9)	11% (11)	19% (18)	9
2012 Vote: Didn't Vote	23% (177)	24% (187)	18% (139)	11% (86)	8% (65)	8% (59)	8% (65)	72

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

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	17% (383)	27% (598)	18% (386)	12% (255)	9% (189)	9% (199)	9% (191)	220
4-Region: Northeast	14% (54)	29% (116)	17% (68)	11% (44)	9% (35)	10% (40)	9% (36)	39
4-Region: Midwest	14% (66)	26% (120)	17% (80)	12% (56)	10% (45)	10% (47)	10% (47)	40
4-Region: South	20% (166)	26% (215)	18% (149)	11% (90)	9% (73)	7% (60)	9% (71)	82
4-Region: West	19% (97)	28% (146)	17% (88)	12% (64)	7% (36)	10% (52)	7% (37)	52
Watch TV: Every day	29% (307)	28% (295)	16% (168)	10% (108)	6% (64)	7% (72)	3% (31)	104
Watch TV: Several times per week	8% (45)	41% (225)	23% (128)	9% (49)	9% (52)	7% (39)	2% (12)	55
Watch TV: About once per week	12% (21)	21% (36)	35% (60)	15% (25)	10% (16)	6% (10)	1% (2)	17
Watch TV: Several times per month	4% (5)	13% (17)	13% (16)	41% (52)	18% (23)	9% (11)	2% (3)	12
Watch TV: About once per month	1% (1)	10% (5)	18% (10)	13% (7)	31% (17)	18% (10)	10% (6)	5
Watch TV: Less often than once per month	2% (2)	6% (5)	4% (3)	7% (6)	16% (13)	56% (47)	9% (7)	8
Watch TV: Never	1% (2)	9% (15)	— (1)	4% (7)	2% (3)	6% (10)	77% (131)	16
Watch Movies: Every day	100% (383)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	38
Watch Movies: Several times per week	— (0)	100% (598)	— (0)	— (0)	— (0)	— (0)	— (0)	59
Watch Movies: About once per week	— (0)	— (0)	100% (386)	— (0)	— (0)	— (0)	— (0)	38
Watch Movies: Several times per month	— (0)	— (0)	— (0)	100% (255)	— (0)	— (0)	— (0)	25
Watch Movies: About once per month	— (0)	— (0)	— (0)	— (0)	100% (189)	— (0)	— (0)	18
Watch Movies: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (199)	— (0)	19
Watch Movies: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (191)	19
Watch Sporting Events: Every day	38% (51)	25% (33)	19% (26)	8% (11)	4% (5)	3% (4)	3% (4)	13
Watch Sporting Events: Several times per week	20% (69)	39% (129)	19% (63)	9% (30)	6% (21)	6% (18)	1% (5)	33
Watch Sporting Events: About once per week	17% (57)	29% (97)	23% (78)	11% (35)	8% (27)	8% (26)	4% (14)	33
Watch Sporting Events: Several times per month	17% (33)	27% (53)	18% (35)	16% (32)	10% (19)	9% (18)	3% (6)	19
Watch Sporting Events: About once per month	11% (18)	28% (45)	21% (34)	10% (16)	20% (32)	8% (13)	3% (4)	16
Watch Sporting Events: Less often than once per month	14% (45)	26% (82)	17% (53)	18% (57)	8% (26)	13% (40)	2% (7)	3
Watch Sporting Events: Never	15% (109)	22% (158)	13% (97)	10% (73)	8% (57)	11% (79)	21% (151)	72

Continued on next page

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

Movies

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	17% (383)	27% (598)	18% (386)	12% (255)	9% (189)	9% (199)	9% (191)	220
Cable TV: Currently subscribe	17% (156)	26% (249)	19% (179)	12% (117)	9% (85)	8% (74)	9% (80)	9
Cable TV: Subscribed in past	19% (158)	29% (244)	18% (149)	12% (96)	8% (66)	9% (73)	5% (45)	83
Cable TV: Never subscribed	16% (68)	24% (105)	13% (58)	10% (42)	9% (38)	12% (52)	16% (67)	42
Satellite TV: Currently subscribe	18% (85)	24% (112)	17% (82)	11% (51)	8% (39)	9% (42)	13% (60)	47
Satellite TV: Subscribed in past	22% (144)	27% (174)	17% (110)	12% (76)	7% (48)	8% (54)	6% (36)	64
Satellite TV: Never subscribed	14% (153)	29% (312)	18% (194)	12% (127)	9% (102)	9% (103)	9% (95)	108
Streaming Services: Currently subscribe	20% (278)	31% (426)	19% (268)	13% (174)	8% (115)	6% (81)	3% (43)	138
Streaming Services: Subscribed in past	15% (31)	30% (63)	16% (33)	12% (24)	9% (20)	12% (25)	6% (12)	20
Streaming Services: Never subscribed	12% (74)	18% (110)	14% (85)	9% (56)	9% (54)	15% (93)	22% (137)	60
Film: An avid fan	33% (252)	34% (260)	16% (122)	7% (50)	4% (32)	3% (20)	3% (22)	75
Film: A casual fan	10% (114)	24% (286)	20% (232)	16% (186)	11% (134)	12% (147)	7% (80)	117
Film: Not a fan	6% (17)	20% (52)	12% (32)	7% (19)	9% (23)	12% (32)	34% (89)	28
Television: An avid fan	25% (267)	31% (328)	16% (169)	9% (94)	7% (72)	7% (78)	6% (62)	107
Television: A casual fan	11% (109)	26% (254)	20% (197)	14% (141)	10% (103)	10% (100)	9% (84)	98
Television: Not a fan	5% (6)	12% (17)	14% (20)	13% (19)	10% (14)	15% (21)	32% (45)	14
Music: An avid fan	23% (261)	28% (328)	16% (189)	11% (124)	8% (97)	8% (93)	5% (59)	111
Music: A casual fan	12% (112)	27% (246)	20% (181)	12% (112)	9% (85)	10% (94)	10% (91)	9
Music: Not a fan	7% (9)	19% (24)	13% (16)	15% (19)	5% (7)	10% (13)	32% (41)	12
Fashion: An avid fan	33% (96)	29% (86)	15% (45)	9% (27)	5% (15)	4% (11)	5% (14)	29
Fashion: A casual fan	18% (172)	27% (250)	17% (162)	13% (122)	9% (84)	9% (88)	7% (62)	94
Fashion: Not a fan	12% (115)	27% (262)	18% (179)	11% (105)	9% (89)	10% (101)	12% (115)	96

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

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

Demographic	Watch Sporting Events: Every day	Watch Sporting Events: Several times per week	Watch Sporting Events: About once per week	Watch Sporting Events: Several times per month	Watch Sporting Events: About once per month	Watch Sporting Events: Less often than once per month	Watch Sporting Events: Never	Total
Adults	6% (135)	15% (335)	15% (334)	9% (197)	7% (163)	14% (311)	33% (723)	220
Gender: Male	9% (95)	23% (246)	19% (201)	8% (87)	7% (70)	11% (116)	23% (247)	100
Gender: Female	4% (40)	8% (90)	12% (133)	10% (110)	8% (94)	17% (195)	42% (476)	113
Age: 18-29	7% (31)	12% (57)	17% (77)	8% (36)	12% (53)	13% (59)	33% (152)	46
Age: 30-44	10% (57)	20% (110)	13% (69)	7% (40)	7% (40)	16% (90)	26% (143)	54
Age: 45-54	5% (16)	15% (50)	14% (47)	11% (39)	5% (17)	17% (57)	34% (118)	34
Age: 55-64	3% (14)	14% (56)	19% (78)	10% (42)	7% (29)	10% (42)	36% (147)	40
Age: 65+	4% (18)	14% (62)	15% (63)	9% (41)	6% (24)	15% (63)	38% (164)	43
Generation Z: 18-22	6% (13)	11% (24)	12% (27)	5% (10)	17% (37)	13% (27)	36% (77)	2
Millennial: Age 23-38	9% (53)	16% (95)	15% (91)	9% (51)	6% (38)	15% (87)	30% (176)	58
Generation X: Age 39-54	7% (38)	18% (98)	14% (75)	10% (53)	6% (36)	17% (93)	29% (160)	53
Boomers: Age 55-73	4% (26)	14% (103)	17% (131)	10% (77)	6% (46)	13% (97)	36% (271)	7
PID: Dem (no lean)	7% (49)	18% (137)	14% (105)	10% (74)	7% (52)	13% (98)	32% (242)	75
PID: Ind (no lean)	4% (31)	13% (97)	15% (113)	8% (60)	10% (74)	16% (124)	35% (264)	7
PID: Rep (no lean)	8% (55)	15% (102)	17% (117)	9% (63)	6% (38)	13% (90)	32% (218)	68
PID/Gender: Dem Men	9% (33)	27% (96)	17% (61)	7% (26)	5% (18)	9% (33)	24% (86)	35
PID/Gender: Dem Women	4% (16)	10% (41)	11% (44)	12% (47)	8% (33)	16% (64)	39% (156)	40
PID/Gender: Ind Men	7% (24)	20% (72)	19% (70)	8% (31)	10% (37)	13% (48)	23% (84)	36
PID/Gender: Ind Women	2% (7)	6% (24)	11% (42)	7% (29)	9% (37)	19% (75)	46% (180)	39
PID/Gender: Rep Men	11% (38)	23% (77)	20% (70)	9% (30)	4% (14)	10% (34)	23% (78)	3
PID/Gender: Rep Women	5% (17)	7% (24)	14% (47)	10% (34)	7% (24)	16% (56)	41% (140)	34
Ideo: Liberal (1-3)	7% (42)	19% (117)	14% (85)	9% (53)	8% (50)	14% (85)	30% (181)	6
Ideo: Moderate (4)	7% (36)	15% (79)	17% (91)	10% (51)	7% (36)	14% (76)	31% (165)	53
Ideo: Conservative (5-7)	7% (50)	16% (116)	16% (118)	10% (71)	7% (51)	13% (99)	31% (231)	73
Educ: < College	6% (89)	14% (207)	14% (219)	9% (130)	7% (109)	14% (215)	36% (543)	15
Educ: Bachelors degree	7% (29)	19% (84)	15% (67)	11% (48)	7% (29)	13% (58)	29% (127)	44
Educ: Post-grad	7% (17)	18% (44)	20% (48)	7% (18)	10% (25)	16% (38)	22% (53)	24

Continued on next page

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

Demographic	Watch Sporting Events: Every day	Watch Sporting Events: Several times per week	Watch Sporting Events: About once per week	Watch Sporting Events: Several times per month	Watch Sporting Events: About once per month	Watch Sporting Events: Less often than once per month	Watch Sporting Events: Never	Total
Adults	6% (135)	15% (335)	15% (334)	9% (197)	7% (163)	14% (311)	33% (723)	220
Income: Under 50k	5% (57)	14% (171)	13% (164)	8% (98)	8% (96)	14% (167)	39% (472)	122
Income: 50k-100k	6% (43)	15% (101)	19% (126)	10% (68)	7% (46)	16% (104)	27% (179)	60
Income: 100k+	11% (35)	21% (64)	14% (45)	10% (31)	7% (22)	13% (40)	23% (72)	30
Ethnicity: White	6% (101)	15% (259)	15% (260)	9% (154)	7% (125)	14% (240)	34% (583)	172
Ethnicity: Hispanic	6% (23)	18% (63)	14% (48)	9% (32)	8% (28)	14% (49)	31% (107)	34
Ethnicity: Afr. Am.	10% (28)	20% (55)	13% (37)	10% (28)	8% (22)	14% (37)	25% (68)	27
Ethnicity: Other	3% (6)	11% (22)	19% (38)	7% (15)	8% (16)	17% (35)	35% (72)	20
Community: Urban	8% (44)	17% (93)	16% (87)	9% (48)	8% (47)	14% (76)	29% (165)	55
Community: Suburban	6% (55)	17% (168)	16% (152)	9% (87)	8% (76)	11% (110)	33% (320)	90
Community: Rural	5% (36)	11% (74)	14% (95)	9% (62)	6% (41)	19% (125)	35% (239)	67
Employ: Private Sector	8% (51)	19% (126)	15% (98)	10% (66)	7% (47)	16% (106)	24% (158)	65
Employ: Government	11% (16)	15% (22)	17% (25)	10% (15)	7% (11)	12% (17)	27% (39)	14
Employ: Self-Employed	7% (16)	13% (28)	24% (51)	9% (18)	6% (14)	10% (22)	31% (66)	2
Employ: Homemaker	2% (4)	8% (13)	8% (14)	3% (5)	9% (16)	21% (35)	48% (82)	10
Employ: Retired	4% (18)	15% (70)	16% (77)	11% (54)	4% (20)	13% (64)	37% (179)	44
Employ: Unemployed	7% (16)	13% (30)	14% (32)	8% (19)	8% (20)	10% (23)	40% (94)	23
Employ: Other	6% (10)	15% (28)	14% (25)	8% (14)	7% (13)	15% (28)	35% (64)	18
Military HH: Yes	5% (19)	15% (54)	17% (61)	7% (26)	7% (24)	16% (56)	32% (113)	35
Military HH: No	6% (117)	15% (282)	15% (274)	9% (171)	8% (139)	14% (255)	33% (610)	184
RD/WT: Right Direction	7% (59)	16% (127)	16% (129)	10% (82)	7% (55)	14% (113)	31% (255)	82
RD/WT: Wrong Track	6% (76)	15% (208)	15% (205)	8% (115)	8% (109)	14% (198)	34% (469)	138
Trump Job Approve	7% (60)	14% (128)	15% (138)	10% (90)	8% (71)	15% (139)	31% (285)	9
Trump Job Disapprove	6% (73)	16% (193)	15% (182)	9% (101)	7% (87)	14% (162)	32% (382)	118

Continued on next page

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

Demographic	Watch Sporting Events: Every day	Watch Sporting Events: Several times per week	Watch Sporting Events: About once per week	Watch Sporting Events: Several times per month	Watch Sporting Events: About once per month	Watch Sporting Events: Less often than once per month	Watch Sporting Events: Never	Total
Adults	6% (135)	15% (335)	15% (334)	9% (197)	7% (163)	14% (311)	33% (723)	220
Trump Job Strongly Approve	7% (33)	14% (68)	15% (76)	9% (43)	6% (28)	15% (76)	34% (170)	49
Trump Job Somewhat Approve	7% (27)	14% (60)	15% (61)	11% (48)	10% (43)	15% (63)	28% (116)	4
Trump Job Somewhat Disapprove	9% (25)	17% (49)	14% (41)	9% (26)	6% (16)	14% (42)	32% (92)	29
Trump Job Strongly Disapprove	5% (48)	16% (144)	16% (141)	8% (75)	8% (71)	14% (121)	33% (290)	89
Favorable of Trump	6% (56)	14% (125)	15% (133)	9% (84)	9% (75)	15% (130)	32% (283)	88
Unfavorable of Trump	6% (76)	16% (195)	16% (186)	9% (109)	7% (79)	14% (171)	31% (373)	118
Very Favorable of Trump	7% (33)	13% (68)	16% (79)	9% (46)	8% (38)	14% (73)	34% (172)	5
Somewhat Favorable of Trump	6% (23)	15% (57)	14% (54)	10% (37)	10% (37)	15% (57)	29% (111)	37
Somewhat Unfavorable of Trump	8% (18)	16% (35)	16% (36)	10% (21)	5% (10)	17% (36)	28% (62)	2
Very Unfavorable of Trump	6% (59)	16% (159)	15% (150)	9% (88)	7% (69)	14% (135)	32% (311)	97
#1 Issue: Economy	8% (45)	17% (100)	14% (80)	10% (60)	8% (47)	12% (69)	31% (177)	57
#1 Issue: Security	6% (23)	18% (68)	12% (47)	9% (35)	7% (25)	16% (62)	32% (121)	3
#1 Issue: Health Care	7% (25)	12% (47)	17% (63)	9% (35)	7% (27)	17% (64)	30% (112)	37
#1 Issue: Medicare / Social Security	7% (23)	15% (53)	17% (61)	11% (39)	5% (19)	11% (39)	34% (120)	35
#1 Issue: Women's Issues	4% (5)	9% (9)	15% (16)	5% (6)	9% (9)	12% (13)	46% (49)	10
#1 Issue: Education	8% (10)	17% (21)	15% (18)	7% (8)	7% (9)	17% (21)	30% (37)	12
#1 Issue: Energy	2% (3)	12% (17)	19% (26)	7% (10)	15% (21)	16% (22)	30% (41)	13
#1 Issue: Other	1% (1)	15% (21)	16% (23)	3% (4)	4% (6)	15% (21)	47% (66)	14
2018 House Vote: Democrat	7% (49)	19% (134)	16% (116)	9% (66)	7% (53)	13% (95)	28% (201)	7
2018 House Vote: Republican	6% (41)	17% (112)	16% (105)	8% (56)	8% (50)	14% (95)	30% (199)	65
2018 House Vote: Someone else	5% (4)	8% (7)	15% (13)	3% (3)	7% (6)	23% (20)	39% (34)	8
2016 Vote: Hillary Clinton	6% (44)	19% (128)	16% (111)	9% (62)	8% (52)	11% (76)	31% (215)	69
2016 Vote: Donald Trump	7% (42)	16% (104)	16% (101)	10% (66)	8% (48)	14% (89)	29% (187)	63
2016 Vote: Other	7% (12)	15% (26)	20% (33)	7% (12)	4% (6)	18% (31)	29% (49)	16
2016 Vote: Didn't Vote	5% (37)	11% (78)	13% (89)	8% (56)	8% (57)	16% (115)	39% (272)	70

Continued on next page

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

Demographic	Watch Sporting Events: Every day	Watch Sporting Events: Several times per week	Watch Sporting Events: About once per week	Watch Sporting Events: Several times per month	Watch Sporting Events: About once per month	Watch Sporting Events: Less often than once per month	Watch Sporting Events: Never	Total
Adults	6% (135)	15% (335)	15% (334)	9% (197)	7% (163)	14% (311)	33% (723)	220
Voted in 2014: Yes	6% (82)	18% (231)	18% (227)	10% (126)	7% (94)	13% (170)	28% (366)	129
Voted in 2014: No	6% (54)	12% (104)	12% (107)	8% (71)	8% (69)	16% (142)	40% (357)	90
2012 Vote: Barack Obama	6% (52)	18% (149)	18% (155)	10% (80)	7% (56)	13% (113)	28% (233)	83
2012 Vote: Mitt Romney	6% (31)	19% (92)	15% (76)	11% (52)	6% (32)	12% (59)	30% (147)	48
2012 Vote: Other	4% (4)	15% (14)	8% (8)	7% (7)	11% (10)	16% (15)	39% (37)	9
2012 Vote: Didn't Vote	6% (48)	10% (81)	12% (95)	7% (58)	8% (66)	16% (124)	39% (305)	77
4-Region: Northeast	8% (30)	16% (65)	15% (57)	10% (40)	9% (35)	14% (56)	28% (111)	35
4-Region: Midwest	6% (26)	18% (81)	19% (87)	9% (40)	7% (31)	13% (62)	29% (134)	46
4-Region: South	6% (51)	15% (120)	14% (115)	9% (72)	7% (57)	14% (114)	36% (295)	82
4-Region: West	5% (28)	13% (70)	14% (75)	9% (45)	8% (40)	15% (79)	35% (183)	52
Watch TV: Every day	9% (95)	16% (167)	19% (195)	10% (100)	6% (61)	14% (150)	27% (277)	104
Watch TV: Several times per week	5% (29)	24% (133)	15% (82)	9% (52)	9% (51)	11% (59)	26% (144)	55
Watch TV: About once per week	3% (6)	11% (19)	20% (33)	9% (15)	11% (19)	21% (36)	25% (42)	17
Watch TV: Several times per month	1% (2)	4% (5)	9% (11)	11% (15)	12% (16)	23% (30)	39% (50)	12
Watch TV: About once per month	4% (2)	9% (5)	9% (5)	9% (5)	17% (9)	17% (10)	34% (19)	5
Watch TV: Less often than once per month	— (0)	5% (4)	6% (5)	9% (7)	6% (5)	23% (19)	51% (43)	8
Watch TV: Never	1% (2)	2% (3)	2% (4)	2% (3)	1% (2)	5% (8)	88% (148)	16
Watch Movies: Every day	13% (51)	18% (69)	15% (57)	9% (33)	5% (18)	12% (45)	28% (109)	38
Watch Movies: Several times per week	6% (33)	22% (129)	16% (97)	9% (53)	8% (45)	14% (82)	26% (158)	59
Watch Movies: About once per week	7% (26)	16% (63)	20% (78)	9% (35)	9% (34)	14% (53)	25% (97)	38
Watch Movies: Several times per month	4% (11)	12% (30)	14% (35)	13% (32)	6% (16)	23% (57)	29% (73)	23
Watch Movies: About once per month	3% (5)	11% (21)	14% (27)	10% (19)	17% (32)	14% (26)	30% (57)	18
Watch Movies: Less often than once per month	2% (4)	9% (18)	13% (26)	9% (18)	7% (13)	20% (40)	39% (79)	19
Watch Movies: Never	2% (4)	2% (5)	7% (14)	3% (6)	2% (4)	4% (7)	79% (151)	19

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

Demographic	Watch Sporting Events: Every day	Watch Sporting Events: Several times per week	Watch Sporting Events: About once per week	Watch Sporting Events: Several times per month	Watch Sporting Events: About once per month	Watch Sporting Events: Less often than once per month	Watch Sporting Events: Never	Total
Adults	6% (135)	15% (335)	15% (334)	9% (197)	7% (163)	14% (311)	33% (723)	220
Watch Sporting Events: Every day	100% (135)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	135
Watch Sporting Events: Several times per week	— (0)	100% (335)	— (0)	— (0)	— (0)	— (0)	— (0)	335
Watch Sporting Events: About once per week	— (0)	— (0)	100% (334)	— (0)	— (0)	— (0)	— (0)	334
Watch Sporting Events: Several times per month	— (0)	— (0)	— (0)	100% (197)	— (0)	— (0)	— (0)	197
Watch Sporting Events: About once per month	— (0)	— (0)	— (0)	— (0)	100% (163)	— (0)	— (0)	163
Watch Sporting Events: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (311)	— (0)	311
Watch Sporting Events: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (723)	723
Cable TV: Currently subscribe	8% (78)	19% (175)	15% (141)	10% (94)	8% (76)	11% (106)	29% (272)	944
Cable TV: Subscribed in past	4% (37)	14% (118)	16% (132)	10% (82)	6% (54)	17% (142)	32% (264)	867
Cable TV: Never subscribed	5% (20)	10% (42)	14% (62)	5% (21)	8% (34)	15% (62)	44% (188)	429
Satellite TV: Currently subscribe	9% (43)	19% (89)	15% (73)	7% (32)	6% (27)	12% (55)	32% (153)	429
Satellite TV: Subscribed in past	5% (35)	16% (100)	16% (104)	12% (77)	8% (50)	16% (103)	27% (172)	646
Satellite TV: Never subscribed	5% (57)	13% (146)	14% (157)	8% (88)	8% (86)	14% (153)	37% (399)	1086
Streaming Services: Currently subscribe	6% (89)	16% (220)	16% (217)	9% (126)	7% (98)	14% (199)	31% (435)	1384
Streaming Services: Subscribed in past	9% (19)	12% (26)	14% (30)	9% (19)	9% (18)	19% (38)	28% (58)	209
Streaming Services: Never subscribed	5% (28)	15% (90)	14% (87)	8% (52)	8% (48)	12% (74)	38% (231)	600
Film: An avid fan	10% (74)	17% (130)	16% (122)	9% (66)	6% (46)	13% (101)	29% (218)	736
Film: A casual fan	4% (52)	15% (181)	15% (172)	9% (108)	8% (93)	16% (186)	33% (387)	1179
Film: Not a fan	3% (9)	9% (24)	16% (41)	8% (22)	9% (24)	9% (25)	45% (119)	260
Television: An avid fan	9% (97)	19% (205)	15% (161)	9% (95)	5% (59)	13% (138)	30% (316)	1070
Television: A casual fan	4% (38)	12% (117)	16% (161)	9% (89)	9% (92)	16% (154)	34% (335)	986
Television: Not a fan	— (0)	9% (13)	9% (12)	9% (13)	9% (13)	14% (19)	51% (72)	148
Music: An avid fan	8% (93)	17% (192)	16% (186)	9% (104)	8% (90)	13% (153)	29% (333)	1101
Music: A casual fan	4% (41)	15% (138)	14% (132)	9% (84)	7% (61)	16% (143)	35% (322)	927
Music: Not a fan	1% (1)	4% (6)	13% (17)	7% (9)	9% (12)	12% (15)	53% (68)	128

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

Demographic	Watch Sporting Events: Every day	Watch Sporting Events: Several times per week	Watch Sporting Events: About once per week	Watch Sporting Events: Several times per month	Watch Sporting Events: About once per month	Watch Sporting Events: Less often than once per month	Watch Sporting Events: Never	Total
Adults	6% (135)	15% (335)	15% (334)	9% (197)	7% (163)	14% (311)	33% (723)	220
Fashion: An avid fan	14% (40)	12% (35)	13% (37)	10% (29)	8% (22)	13% (38)	32% (93)	29
Fashion: A casual fan	5% (46)	16% (155)	16% (147)	10% (90)	9% (80)	15% (141)	30% (281)	94
Fashion: Not a fan	5% (49)	15% (146)	16% (150)	8% (78)	6% (61)	14% (133)	36% (349)	96

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	43%	(941)	38%	(830)	19%	(429)	2200
Gender: Male	44%	(471)	37%	(391)	19%	(199)	1062
Gender: Female	41%	(470)	39%	(439)	20%	(229)	1138
Age: 18-29	37%	(171)	40%	(184)	24%	(110)	465
Age: 30-44	35%	(192)	41%	(226)	24%	(129)	548
Age: 45-54	45%	(155)	36%	(125)	19%	(64)	344
Age: 55-64	50%	(202)	36%	(148)	14%	(57)	407
Age: 65+	51%	(222)	34%	(147)	16%	(68)	436
Generation Z: 18-22	41%	(89)	37%	(79)	22%	(47)	215
Millennial: Age 23-38	35%	(206)	40%	(233)	26%	(151)	589
Generation X: Age 39-54	40%	(223)	40%	(223)	19%	(107)	553
Boomers: Age 55-73	49%	(369)	36%	(269)	15%	(114)	751
PID: Dem (no lean)	45%	(342)	37%	(284)	17%	(131)	756
PID: Ind (no lean)	41%	(314)	39%	(295)	20%	(151)	761
PID: Rep (no lean)	42%	(285)	37%	(251)	21%	(147)	682
PID/Gender: Dem Men	47%	(167)	36%	(128)	17%	(59)	353
PID/Gender: Dem Women	44%	(175)	39%	(156)	18%	(72)	403
PID/Gender: Ind Men	41%	(149)	40%	(146)	20%	(72)	368
PID/Gender: Ind Women	42%	(166)	38%	(149)	20%	(79)	394
PID/Gender: Rep Men	46%	(156)	34%	(117)	20%	(68)	341
PID/Gender: Rep Women	38%	(129)	39%	(134)	23%	(79)	342
Ideo: Liberal (1-3)	43%	(263)	41%	(248)	17%	(102)	613
Ideo: Moderate (4)	46%	(245)	36%	(192)	18%	(96)	533
Ideo: Conservative (5-7)	43%	(319)	38%	(281)	19%	(136)	736
Educ: < College	41%	(614)	38%	(574)	21%	(324)	1512
Educ: Bachelors degree	46%	(203)	40%	(176)	15%	(65)	444
Educ: Post-grad	51%	(125)	33%	(80)	16%	(39)	244
Income: Under 50k	38%	(470)	40%	(486)	22%	(269)	1226
Income: 50k-100k	46%	(306)	36%	(239)	18%	(122)	667
Income: 100k+	54%	(165)	34%	(105)	12%	(38)	307
Ethnicity: White	43%	(739)	38%	(661)	19%	(322)	1722

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

Cable television

Demographic	Cable TV: Currently subscribe		Cable TV: Subscribed in past		Cable TV: Never subscribed		Total N
Adults	43%	(941)	38%	(830)	19%	(429)	2200
Ethnicity: Hispanic	37%	(128)	39%	(136)	24%	(86)	349
Ethnicity: Afr. Am.	47%	(129)	32%	(88)	21%	(57)	274
Ethnicity: Other	36%	(73)	40%	(81)	24%	(50)	204
Community: Urban	41%	(226)	37%	(207)	22%	(125)	559
Community: Suburban	50%	(487)	36%	(349)	14%	(133)	969
Community: Rural	34%	(228)	41%	(274)	25%	(171)	673
Employ: Private Sector	42%	(271)	39%	(255)	19%	(126)	652
Employ: Government	45%	(65)	42%	(60)	13%	(19)	145
Employ: Self-Employed	46%	(98)	37%	(78)	18%	(38)	214
Employ: Homemaker	36%	(60)	33%	(56)	31%	(53)	169
Employ: Retired	50%	(242)	36%	(173)	14%	(68)	483
Employ: Unemployed	39%	(92)	34%	(80)	26%	(61)	233
Employ: Other	36%	(67)	42%	(77)	22%	(40)	184
Military HH: Yes	47%	(167)	35%	(123)	18%	(63)	353
Military HH: No	42%	(774)	38%	(707)	20%	(366)	1847
RD/WT: Right Direction	41%	(335)	38%	(310)	21%	(174)	820
RD/WT: Wrong Track	44%	(606)	38%	(520)	18%	(255)	1380
Trump Job Approve	41%	(371)	37%	(335)	23%	(206)	912
Trump Job Disapprove	44%	(525)	39%	(461)	16%	(195)	1180
Trump Job Strongly Approve	39%	(192)	39%	(192)	22%	(109)	494
Trump Job Somewhat Approve	43%	(179)	34%	(143)	23%	(97)	418
Trump Job Somewhat Disapprove	46%	(135)	40%	(117)	13%	(38)	290
Trump Job Strongly Disapprove	44%	(390)	39%	(344)	18%	(157)	890
Favorable of Trump	42%	(370)	37%	(330)	21%	(187)	886
Unfavorable of Trump	44%	(518)	39%	(462)	18%	(210)	1189
Very Favorable of Trump	39%	(199)	40%	(206)	21%	(106)	511
Somewhat Favorable of Trump	45%	(170)	33%	(124)	22%	(81)	375
Somewhat Unfavorable of Trump	47%	(103)	41%	(88)	12%	(27)	218
Very Unfavorable of Trump	43%	(415)	38%	(374)	19%	(183)	972

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	43%	(941)	38%	(830)	19%	(429)	2200
#1 Issue: Economy	42%	(243)	39%	(224)	19%	(111)	579
#1 Issue: Security	42%	(161)	38%	(144)	20%	(77)	381
#1 Issue: Health Care	45%	(167)	38%	(141)	18%	(66)	373
#1 Issue: Medicare / Social Security	49%	(174)	35%	(124)	16%	(56)	354
#1 Issue: Women's Issues	34%	(36)	43%	(47)	23%	(24)	108
#1 Issue: Education	41%	(51)	29%	(35)	30%	(37)	124
#1 Issue: Energy	45%	(63)	37%	(51)	18%	(25)	139
#1 Issue: Other	33%	(47)	45%	(64)	22%	(32)	142
2018 House Vote: Democrat	47%	(335)	38%	(269)	15%	(111)	715
2018 House Vote: Republican	43%	(282)	37%	(242)	20%	(134)	658
2018 House Vote: Someone else	46%	(40)	37%	(33)	17%	(15)	87
2016 Vote: Hillary Clinton	49%	(340)	35%	(242)	16%	(108)	690
2016 Vote: Donald Trump	43%	(276)	38%	(244)	18%	(116)	636
2016 Vote: Other	36%	(61)	48%	(81)	16%	(27)	169
2016 Vote: Didn't Vote	37%	(263)	37%	(264)	25%	(177)	705
Voted in 2014: Yes	47%	(607)	36%	(472)	17%	(217)	1296
Voted in 2014: No	37%	(334)	40%	(358)	23%	(212)	904
2012 Vote: Barack Obama	48%	(400)	36%	(301)	16%	(136)	838
2012 Vote: Mitt Romney	44%	(216)	38%	(187)	17%	(85)	488
2012 Vote: Other	42%	(39)	37%	(35)	21%	(19)	93
2012 Vote: Didn't Vote	37%	(285)	39%	(305)	24%	(187)	777
4-Region: Northeast	63%	(249)	22%	(89)	14%	(56)	394
4-Region: Midwest	42%	(193)	37%	(170)	22%	(99)	462
4-Region: South	40%	(330)	40%	(332)	20%	(161)	824
4-Region: West	33%	(169)	46%	(239)	22%	(112)	520

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	43%	(941)	38%	(830)	19%	(429)	2200
Watch TV: Every day	45%	(472)	36%	(379)	19%	(194)	1045
Watch TV: Several times per week	40%	(218)	43%	(235)	18%	(97)	550
Watch TV: About once per week	52%	(89)	39%	(66)	9%	(16)	170
Watch TV: Several times per month	37%	(47)	45%	(57)	19%	(24)	127
Watch TV: About once per month	41%	(22)	36%	(19)	24%	(13)	55
Watch TV: Less often than once per month	37%	(31)	40%	(33)	24%	(20)	84
Watch TV: Never	37%	(62)	24%	(41)	39%	(67)	169
Watch Movies: Every day	41%	(156)	41%	(158)	18%	(68)	383
Watch Movies: Several times per week	42%	(249)	41%	(244)	18%	(105)	598
Watch Movies: About once per week	46%	(179)	39%	(149)	15%	(58)	386
Watch Movies: Several times per month	46%	(117)	38%	(96)	16%	(42)	255
Watch Movies: About once per month	45%	(85)	35%	(66)	20%	(38)	189
Watch Movies: Less often than once per month	37%	(74)	37%	(73)	26%	(52)	199
Watch Movies: Never	42%	(80)	23%	(45)	35%	(67)	191
Watch Sporting Events: Every day	57%	(78)	27%	(37)	15%	(20)	135
Watch Sporting Events: Several times per week	52%	(175)	35%	(118)	12%	(42)	335
Watch Sporting Events: About once per week	42%	(141)	39%	(132)	18%	(62)	334
Watch Sporting Events: Several times per month	47%	(94)	42%	(82)	11%	(21)	197
Watch Sporting Events: About once per month	47%	(76)	33%	(54)	21%	(34)	163
Watch Sporting Events: Less often than once per month	34%	(106)	46%	(142)	20%	(62)	311
Watch Sporting Events: Never	38%	(272)	37%	(264)	26%	(188)	723
Cable TV: Currently subscribe	100%	(941)	—	(0)	—	(0)	941
Cable TV: Subscribed in past	—	(0)	100%	(830)	—	(0)	830
Cable TV: Never subscribed	—	(0)	—	(0)	100%	(429)	429
Satellite TV: Currently subscribe	26%	(123)	50%	(236)	24%	(112)	472
Satellite TV: Subscribed in past	40%	(254)	53%	(341)	7%	(47)	642
Satellite TV: Never subscribed	52%	(564)	23%	(253)	25%	(269)	1086
Streaming Services: Currently subscribe	43%	(601)	42%	(587)	14%	(197)	1384
Streaming Services: Subscribed in past	37%	(76)	43%	(89)	20%	(41)	207
Streaming Services: Never subscribed	43%	(264)	25%	(154)	31%	(191)	609

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	43%	(941)	38%	(830)	19%	(429)	2200
Film: An avid fan	45%	(342)	36%	(273)	19%	(142)	757
Film: A casual fan	43%	(508)	40%	(470)	17%	(201)	1179
Film: Not a fan	35%	(91)	33%	(87)	32%	(86)	264
Television: An avid fan	48%	(512)	36%	(383)	16%	(174)	1070
Television: A casual fan	40%	(390)	39%	(389)	21%	(209)	988
Television: Not a fan	27%	(39)	41%	(58)	32%	(46)	142
Music: An avid fan	43%	(498)	37%	(431)	19%	(222)	1151
Music: A casual fan	43%	(399)	39%	(363)	17%	(158)	921
Music: Not a fan	34%	(44)	28%	(36)	38%	(48)	128
Fashion: An avid fan	50%	(148)	31%	(91)	19%	(55)	294
Fashion: A casual fan	43%	(409)	36%	(335)	21%	(196)	940
Fashion: Not a fan	40%	(384)	42%	(404)	18%	(178)	966

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

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

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	21%	(472)	29%	(642)	49%	(1086)	2200
Gender: Male	23%	(244)	29%	(304)	48%	(513)	1062
Gender: Female	20%	(227)	30%	(338)	50%	(573)	1138
Age: 18-29	20%	(93)	30%	(141)	50%	(231)	465
Age: 30-44	21%	(112)	32%	(177)	47%	(259)	548
Age: 45-54	15%	(51)	32%	(109)	53%	(184)	344
Age: 55-64	21%	(87)	29%	(118)	50%	(202)	407
Age: 65+	29%	(128)	22%	(98)	48%	(210)	436
Generation Z: 18-22	23%	(50)	30%	(64)	47%	(101)	215
Millennial: Age 23-38	19%	(112)	30%	(175)	51%	(303)	589
Generation X: Age 39-54	17%	(96)	34%	(188)	49%	(269)	553
Boomers: Age 55-73	25%	(186)	27%	(206)	48%	(359)	751
PID: Dem (no lean)	20%	(154)	27%	(206)	52%	(396)	756
PID: Ind (no lean)	17%	(126)	32%	(242)	52%	(394)	761
PID: Rep (no lean)	28%	(192)	28%	(194)	43%	(296)	682
PID/Gender: Dem Men	24%	(84)	27%	(97)	49%	(173)	353
PID/Gender: Dem Women	17%	(70)	27%	(110)	55%	(223)	403
PID/Gender: Ind Men	17%	(62)	31%	(116)	52%	(190)	368
PID/Gender: Ind Women	16%	(63)	32%	(126)	52%	(204)	394
PID/Gender: Rep Men	29%	(98)	27%	(92)	44%	(151)	341
PID/Gender: Rep Women	28%	(94)	30%	(102)	43%	(145)	342
Ideo: Liberal (1-3)	18%	(109)	30%	(183)	52%	(321)	613
Ideo: Moderate (4)	19%	(104)	31%	(163)	50%	(266)	533
Ideo: Conservative (5-7)	27%	(200)	27%	(202)	45%	(334)	736
Educ: < College	21%	(324)	31%	(464)	48%	(724)	1512
Educ: Bachelors degree	21%	(94)	28%	(124)	51%	(225)	444
Educ: Post-grad	22%	(53)	22%	(55)	56%	(137)	244
Income: Under 50k	22%	(267)	28%	(348)	50%	(611)	1226
Income: 50k-100k	22%	(145)	31%	(209)	47%	(314)	667
Income: 100k+	20%	(60)	28%	(86)	52%	(161)	307
Ethnicity: White	21%	(360)	29%	(498)	50%	(864)	1722

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

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	21%	(472)	29%	(642)	49%	(1086)	2200
Ethnicity: Hispanic	22%	(77)	32%	(111)	46%	(161)	349
Ethnicity: Afr. Am.	26%	(71)	29%	(79)	45%	(124)	274
Ethnicity: Other	20%	(41)	32%	(65)	48%	(99)	204
Community: Urban	20%	(110)	28%	(154)	53%	(295)	559
Community: Suburban	18%	(170)	28%	(275)	54%	(524)	969
Community: Rural	29%	(192)	32%	(214)	40%	(267)	673
Employ: Private Sector	21%	(134)	30%	(193)	50%	(325)	652
Employ: Government	17%	(24)	36%	(52)	47%	(68)	145
Employ: Self-Employed	18%	(39)	33%	(71)	48%	(104)	214
Employ: Homemaker	19%	(32)	26%	(44)	54%	(92)	169
Employ: Retired	27%	(128)	27%	(132)	46%	(222)	483
Employ: Unemployed	20%	(47)	24%	(57)	55%	(129)	233
Employ: Other	18%	(33)	31%	(57)	51%	(93)	184
Military HH: Yes	26%	(92)	31%	(110)	43%	(151)	353
Military HH: No	21%	(380)	29%	(532)	51%	(935)	1847
RD/WT: Right Direction	25%	(208)	30%	(242)	45%	(369)	820
RD/WT: Wrong Track	19%	(263)	29%	(400)	52%	(717)	1380
Trump Job Approve	24%	(220)	30%	(273)	46%	(418)	912
Trump Job Disapprove	19%	(218)	29%	(342)	53%	(620)	1180
Trump Job Strongly Approve	26%	(131)	31%	(151)	43%	(212)	494
Trump Job Somewhat Approve	21%	(90)	29%	(122)	49%	(207)	418
Trump Job Somewhat Disapprove	20%	(57)	34%	(100)	46%	(133)	290
Trump Job Strongly Disapprove	18%	(162)	27%	(242)	55%	(486)	890
Favorable of Trump	25%	(222)	30%	(267)	45%	(398)	886
Unfavorable of Trump	18%	(219)	29%	(344)	53%	(627)	1189
Very Favorable of Trump	26%	(135)	32%	(163)	42%	(213)	511
Somewhat Favorable of Trump	23%	(87)	28%	(104)	49%	(185)	375
Somewhat Unfavorable of Trump	21%	(47)	37%	(81)	41%	(90)	218
Very Unfavorable of Trump	18%	(172)	27%	(262)	55%	(537)	972

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

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	21%	(472)	29%	(642)	49%	(1086)	2200
#1 Issue: Economy	18%	(107)	32%	(183)	50%	(289)	579
#1 Issue: Security	28%	(108)	26%	(99)	46%	(174)	381
#1 Issue: Health Care	18%	(69)	30%	(111)	52%	(193)	373
#1 Issue: Medicare / Social Security	25%	(88)	28%	(100)	47%	(166)	354
#1 Issue: Women's Issues	11%	(12)	26%	(28)	63%	(67)	108
#1 Issue: Education	20%	(24)	30%	(37)	51%	(62)	124
#1 Issue: Energy	23%	(32)	32%	(44)	45%	(63)	139
#1 Issue: Other	22%	(31)	28%	(40)	50%	(71)	142
2018 House Vote: Democrat	19%	(136)	29%	(205)	52%	(374)	715
2018 House Vote: Republican	27%	(178)	27%	(176)	46%	(304)	658
2018 House Vote: Someone else	20%	(17)	23%	(20)	57%	(50)	87
2016 Vote: Hillary Clinton	18%	(122)	28%	(196)	54%	(372)	690
2016 Vote: Donald Trump	27%	(169)	28%	(180)	45%	(287)	636
2016 Vote: Other	16%	(27)	30%	(50)	54%	(92)	169
2016 Vote: Didn't Vote	22%	(153)	31%	(216)	48%	(336)	705
Voted in 2014: Yes	22%	(285)	28%	(363)	50%	(648)	1296
Voted in 2014: No	21%	(186)	31%	(280)	48%	(438)	904
2012 Vote: Barack Obama	17%	(143)	29%	(241)	54%	(454)	838
2012 Vote: Mitt Romney	28%	(136)	28%	(137)	44%	(216)	488
2012 Vote: Other	25%	(24)	26%	(24)	49%	(45)	93
2012 Vote: Didn't Vote	21%	(166)	31%	(241)	48%	(370)	777
4-Region: Northeast	14%	(57)	25%	(98)	61%	(239)	394
4-Region: Midwest	21%	(98)	31%	(142)	48%	(223)	462
4-Region: South	24%	(201)	31%	(254)	45%	(369)	824
4-Region: West	22%	(116)	29%	(149)	49%	(255)	520

Continued on next page

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

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	21%	(472)	29%	(642)	49%	(1086)	2200
Watch TV: Every day	22%	(228)	29%	(307)	49%	(511)	1045
Watch TV: Several times per week	23%	(125)	30%	(163)	48%	(262)	550
Watch TV: About once per week	14%	(24)	36%	(62)	50%	(85)	170
Watch TV: Several times per month	19%	(24)	30%	(38)	51%	(65)	127
Watch TV: About once per month	15%	(8)	28%	(15)	57%	(31)	55
Watch TV: Less often than once per month	16%	(13)	32%	(27)	52%	(44)	84
Watch TV: Never	30%	(50)	18%	(30)	53%	(89)	169
Watch Movies: Every day	22%	(85)	38%	(144)	40%	(153)	383
Watch Movies: Several times per week	19%	(112)	29%	(174)	52%	(312)	598
Watch Movies: About once per week	21%	(82)	29%	(110)	50%	(194)	386
Watch Movies: Several times per month	20%	(51)	30%	(76)	50%	(127)	255
Watch Movies: About once per month	20%	(39)	25%	(48)	54%	(102)	189
Watch Movies: Less often than once per month	21%	(42)	27%	(54)	52%	(103)	199
Watch Movies: Never	31%	(60)	19%	(36)	50%	(95)	191
Watch Sporting Events: Every day	32%	(43)	26%	(35)	42%	(57)	135
Watch Sporting Events: Several times per week	27%	(89)	30%	(100)	43%	(146)	335
Watch Sporting Events: About once per week	22%	(73)	31%	(104)	47%	(157)	334
Watch Sporting Events: Several times per month	16%	(32)	39%	(77)	44%	(88)	197
Watch Sporting Events: About once per month	16%	(27)	31%	(50)	53%	(86)	163
Watch Sporting Events: Less often than once per month	18%	(55)	33%	(103)	49%	(153)	311
Watch Sporting Events: Never	21%	(153)	24%	(172)	55%	(399)	723
Cable TV: Currently subscribe	13%	(123)	27%	(254)	60%	(564)	941
Cable TV: Subscribed in past	28%	(236)	41%	(341)	30%	(253)	830
Cable TV: Never subscribed	26%	(112)	11%	(47)	63%	(269)	429
Satellite TV: Currently subscribe	100%	(472)	—	(0)	—	(0)	472
Satellite TV: Subscribed in past	—	(0)	100%	(642)	—	(0)	642
Satellite TV: Never subscribed	—	(0)	—	(0)	100%	(1086)	1086
Streaming Services: Currently subscribe	19%	(260)	32%	(444)	49%	(681)	1384
Streaming Services: Subscribed in past	23%	(48)	36%	(75)	41%	(84)	207
Streaming Services: Never subscribed	27%	(164)	20%	(124)	53%	(321)	609

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

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	21%	(472)	29%	(642)	49%	(1086)	2200
Film: An avid fan	22%	(169)	31%	(231)	47%	(356)	757
Film: A casual fan	20%	(232)	30%	(353)	50%	(594)	1179
Film: Not a fan	27%	(70)	22%	(58)	51%	(135)	264
Television: An avid fan	22%	(237)	30%	(320)	48%	(513)	1070
Television: A casual fan	21%	(205)	29%	(283)	51%	(500)	988
Television: Not a fan	21%	(30)	28%	(40)	51%	(73)	142
Music: An avid fan	20%	(227)	32%	(364)	49%	(560)	1151
Music: A casual fan	24%	(221)	27%	(248)	49%	(452)	921
Music: Not a fan	19%	(24)	23%	(30)	58%	(74)	128
Fashion: An avid fan	23%	(67)	28%	(82)	49%	(144)	294
Fashion: A casual fan	20%	(191)	32%	(302)	48%	(448)	940
Fashion: Not a fan	22%	(213)	27%	(259)	51%	(494)	966

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

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

Demographic	Streaming Services: Currently subscribe	Streaming Services: Subscribed in past	Streaming Services: Never subscribed	Total N
Adults	63% (1384)	9% (207)	28% (609)	2200
Gender: Male	64% (682)	9% (99)	27% (282)	1062
Gender: Female	62% (703)	10% (108)	29% (327)	1138
Age: 18-29	75% (348)	10% (45)	15% (72)	465
Age: 30-44	73% (398)	10% (57)	17% (92)	548
Age: 45-54	62% (213)	14% (47)	25% (85)	344
Age: 55-64	54% (219)	9% (37)	37% (151)	407
Age: 65+	47% (207)	5% (21)	48% (208)	436
Generation Z: 18-22	74% (159)	12% (25)	14% (31)	215
Millennial: Age 23-38	74% (434)	10% (58)	17% (97)	589
Generation X: Age 39-54	66% (365)	12% (67)	22% (121)	553
Boomers: Age 55-73	52% (387)	7% (55)	41% (309)	751
PID: Dem (no lean)	66% (501)	9% (68)	25% (187)	756
PID: Ind (no lean)	63% (478)	10% (77)	27% (205)	761
PID: Rep (no lean)	59% (405)	9% (61)	32% (216)	682
PID/Gender: Dem Men	70% (246)	7% (25)	23% (83)	353
PID/Gender: Dem Women	63% (255)	11% (43)	26% (105)	403
PID/Gender: Ind Men	65% (238)	11% (39)	25% (91)	368
PID/Gender: Ind Women	61% (241)	10% (38)	29% (114)	394
PID/Gender: Rep Men	58% (198)	10% (35)	32% (108)	341
PID/Gender: Rep Women	60% (206)	8% (27)	32% (108)	342
Ideo: Liberal (1-3)	74% (451)	7% (41)	20% (120)	613
Ideo: Moderate (4)	60% (319)	11% (57)	30% (158)	533
Ideo: Conservative (5-7)	59% (435)	8% (61)	33% (241)	736
Educ: < College	62% (930)	10% (149)	29% (433)	1512
Educ: Bachelors degree	64% (286)	9% (40)	26% (117)	444
Educ: Post-grad	69% (168)	7% (17)	24% (59)	244
Income: Under 50k	58% (711)	11% (130)	31% (385)	1226
Income: 50k-100k	67% (447)	8% (55)	25% (165)	667
Income: 100k+	74% (227)	7% (21)	19% (59)	307
Ethnicity: White	64% (1095)	9% (153)	27% (473)	1722

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

Demographic	Streaming Services: Currently subscribe	Streaming Services: Subscribed in past	Streaming Services: Never subscribed	Total N
Adults	63% (1384)	9% (207)	28% (609)	2200
Ethnicity: Hispanic	67% (235)	13% (46)	20% (69)	349
Ethnicity: Afr. Am.	60% (166)	9% (25)	31% (84)	274
Ethnicity: Other	60% (123)	14% (29)	25% (52)	204
Community: Urban	63% (351)	12% (65)	26% (143)	559
Community: Suburban	67% (653)	8% (76)	25% (241)	969
Community: Rural	57% (381)	10% (67)	33% (225)	673
Employ: Private Sector	68% (446)	10% (68)	21% (139)	652
Employ: Government	74% (107)	9% (12)	17% (25)	145
Employ: Self-Employed	71% (153)	11% (24)	18% (38)	214
Employ: Homemaker	65% (109)	13% (23)	22% (37)	169
Employ: Retired	50% (244)	7% (33)	43% (206)	483
Employ: Unemployed	56% (132)	7% (17)	36% (85)	233
Employ: Other	56% (104)	13% (24)	31% (56)	184
Military HH: Yes	62% (218)	9% (33)	29% (101)	353
Military HH: No	63% (1166)	9% (174)	27% (508)	1847
RD/WT: Right Direction	60% (492)	9% (77)	31% (251)	820
RD/WT: Wrong Track	65% (892)	9% (130)	26% (358)	1380
Trump Job Approve	59% (538)	10% (95)	31% (279)	912
Trump Job Disapprove	66% (774)	9% (106)	25% (300)	1180
Trump Job Strongly Approve	58% (288)	7% (35)	34% (170)	494
Trump Job Somewhat Approve	60% (250)	14% (59)	26% (109)	418
Trump Job Somewhat Disapprove	61% (178)	10% (28)	29% (83)	290
Trump Job Strongly Disapprove	67% (596)	9% (78)	24% (216)	890
Favorable of Trump	59% (526)	10% (87)	31% (273)	886
Unfavorable of Trump	67% (792)	9% (103)	25% (294)	1189
Very Favorable of Trump	59% (301)	7% (38)	34% (171)	511
Somewhat Favorable of Trump	60% (224)	13% (49)	27% (102)	375
Somewhat Unfavorable of Trump	66% (143)	11% (24)	23% (50)	218
Very Unfavorable of Trump	67% (649)	8% (79)	25% (244)	972

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	63% (1384)	9% (207)	28% (609)	2200
#1 Issue: Economy	66% (385)	11% (66)	22% (128)	579
#1 Issue: Security	59% (226)	10% (39)	30% (116)	381
#1 Issue: Health Care	67% (249)	8% (30)	25% (95)	373
#1 Issue: Medicare / Social Security	48% (170)	8% (28)	44% (156)	354
#1 Issue: Women's Issues	71% (76)	11% (12)	18% (19)	108
#1 Issue: Education	66% (82)	10% (13)	24% (29)	124
#1 Issue: Energy	77% (106)	8% (11)	15% (21)	139
#1 Issue: Other	64% (91)	6% (8)	31% (44)	142
2018 House Vote: Democrat	67% (479)	8% (59)	25% (177)	715
2018 House Vote: Republican	59% (387)	9% (60)	32% (212)	658
2018 House Vote: Someone else	59% (52)	3% (2)	38% (33)	87
2016 Vote: Hillary Clinton	66% (457)	8% (55)	26% (178)	690
2016 Vote: Donald Trump	60% (384)	8% (51)	32% (201)	636
2016 Vote: Other	75% (127)	4% (7)	21% (36)	169
2016 Vote: Didn't Vote	59% (416)	13% (94)	28% (194)	705
Voted in 2014: Yes	63% (814)	8% (101)	29% (381)	1296
Voted in 2014: No	63% (570)	12% (106)	25% (227)	904
2012 Vote: Barack Obama	64% (540)	8% (68)	27% (230)	838
2012 Vote: Mitt Romney	57% (278)	8% (41)	35% (169)	488
2012 Vote: Other	58% (54)	9% (8)	33% (31)	93
2012 Vote: Didn't Vote	65% (509)	11% (89)	23% (179)	777
4-Region: Northeast	64% (253)	6% (24)	30% (117)	394
4-Region: Midwest	63% (293)	7% (34)	29% (136)	462
4-Region: South	64% (528)	11% (92)	25% (204)	824
4-Region: West	60% (311)	11% (57)	29% (152)	520

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

Demographic	Streaming Services: Currently subscribe		Streaming Services: Subscribed in past		Streaming Services: Never subscribed		Total N
Adults	63%	(1384)	9%	(207)	28%	(609)	2200
Watch TV: Every day	66%	(685)	7%	(70)	28%	(290)	1045
Watch TV: Several times per week	69%	(379)	10%	(57)	21%	(114)	550
Watch TV: About once per week	65%	(111)	18%	(30)	17%	(29)	170
Watch TV: Several times per month	67%	(85)	13%	(16)	20%	(26)	127
Watch TV: About once per month	71%	(39)	9%	(5)	21%	(11)	55
Watch TV: Less often than once per month	48%	(41)	14%	(12)	38%	(32)	84
Watch TV: Never	27%	(45)	10%	(17)	63%	(107)	169
Watch Movies: Every day	73%	(278)	8%	(31)	19%	(74)	383
Watch Movies: Several times per week	71%	(426)	10%	(63)	18%	(110)	598
Watch Movies: About once per week	69%	(268)	9%	(33)	22%	(85)	386
Watch Movies: Several times per month	68%	(174)	9%	(24)	22%	(56)	255
Watch Movies: About once per month	61%	(115)	10%	(20)	29%	(54)	189
Watch Movies: Less often than once per month	41%	(81)	12%	(25)	47%	(93)	199
Watch Movies: Never	22%	(43)	6%	(12)	71%	(137)	191
Watch Sporting Events: Every day	66%	(89)	14%	(19)	21%	(28)	135
Watch Sporting Events: Several times per week	66%	(220)	8%	(26)	27%	(90)	335
Watch Sporting Events: About once per week	65%	(217)	9%	(30)	26%	(87)	334
Watch Sporting Events: Several times per month	64%	(126)	10%	(19)	26%	(52)	197
Watch Sporting Events: About once per month	60%	(98)	11%	(18)	29%	(48)	163
Watch Sporting Events: Less often than once per month	64%	(199)	12%	(38)	24%	(74)	311
Watch Sporting Events: Never	60%	(435)	8%	(58)	32%	(231)	723
Cable TV: Currently subscribe	64%	(601)	8%	(76)	28%	(264)	941
Cable TV: Subscribed in past	71%	(587)	11%	(89)	19%	(154)	830
Cable TV: Never subscribed	46%	(197)	10%	(41)	44%	(191)	429
Satellite TV: Currently subscribe	55%	(260)	10%	(48)	35%	(164)	472
Satellite TV: Subscribed in past	69%	(444)	12%	(75)	19%	(124)	642
Satellite TV: Never subscribed	63%	(681)	8%	(84)	30%	(321)	1086
Streaming Services: Currently subscribe	100%	(1384)	—	(0)	—	(0)	1384
Streaming Services: Subscribed in past	—	(0)	100%	(207)	—	(0)	207
Streaming Services: Never subscribed	—	(0)	—	(0)	100%	(609)	609

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	63% (1384)	9% (207)	28% (609)	2200
Film: An avid fan	75% (567)	7% (51)	18% (139)	757
Film: A casual fan	62% (726)	10% (117)	28% (336)	1179
Film: Not a fan	34% (91)	15% (39)	51% (134)	264
Television: An avid fan	67% (716)	7% (78)	26% (276)	1070
Television: A casual fan	62% (610)	11% (111)	27% (267)	988
Television: Not a fan	41% (59)	13% (18)	46% (66)	142
Music: An avid fan	70% (801)	9% (100)	22% (250)	1151
Music: A casual fan	58% (535)	10% (96)	31% (290)	921
Music: Not a fan	37% (48)	9% (11)	54% (69)	128
Fashion: An avid fan	72% (212)	7% (22)	20% (60)	294
Fashion: A casual fan	63% (589)	12% (108)	26% (244)	940
Fashion: Not a fan	60% (584)	8% (77)	32% (306)	966

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

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

Demographic	Film: An avid fan		Film: A casual fan		Film: Not a fan		Total N
Adults	34%	(757)	54%	(1179)	12%	(264)	2200
Gender: Male	39%	(419)	50%	(528)	11%	(115)	1062
Gender: Female	30%	(338)	57%	(652)	13%	(149)	1138
Age: 18-29	41%	(189)	47%	(218)	12%	(58)	465
Age: 30-44	47%	(258)	46%	(249)	7%	(41)	548
Age: 45-54	30%	(102)	59%	(204)	11%	(38)	344
Age: 55-64	25%	(103)	59%	(238)	16%	(65)	407
Age: 65+	24%	(105)	62%	(270)	14%	(62)	436
Generation Z: 18-22	35%	(76)	52%	(112)	12%	(27)	215
Millennial: Age 23-38	46%	(271)	45%	(264)	9%	(55)	589
Generation X: Age 39-54	37%	(203)	53%	(295)	10%	(55)	553
Boomers: Age 55-73	26%	(192)	60%	(450)	14%	(109)	751
PID: Dem (no lean)	40%	(301)	50%	(379)	10%	(77)	756
PID: Ind (no lean)	31%	(239)	57%	(431)	12%	(91)	761
PID: Rep (no lean)	32%	(217)	54%	(369)	14%	(96)	682
PID/Gender: Dem Men	46%	(162)	47%	(166)	7%	(25)	353
PID/Gender: Dem Women	34%	(139)	53%	(213)	13%	(52)	403
PID/Gender: Ind Men	33%	(121)	55%	(202)	12%	(44)	368
PID/Gender: Ind Women	30%	(118)	58%	(229)	12%	(47)	394
PID/Gender: Rep Men	40%	(136)	47%	(159)	13%	(46)	341
PID/Gender: Rep Women	24%	(81)	61%	(210)	15%	(51)	342
Ideo: Liberal (1-3)	42%	(256)	53%	(322)	6%	(35)	613
Ideo: Moderate (4)	40%	(214)	50%	(265)	10%	(53)	533
Ideo: Conservative (5-7)	27%	(197)	59%	(434)	14%	(105)	736
Educ: < College	35%	(530)	51%	(776)	14%	(207)	1512
Educ: Bachelors degree	33%	(146)	60%	(266)	7%	(32)	444
Educ: Post-grad	33%	(82)	56%	(137)	10%	(25)	244
Income: Under 50k	35%	(433)	51%	(627)	14%	(166)	1226
Income: 50k-100k	33%	(223)	56%	(373)	11%	(72)	667
Income: 100k+	33%	(101)	58%	(179)	9%	(26)	307
Ethnicity: White	32%	(553)	56%	(958)	12%	(210)	1722
Ethnicity: Hispanic	41%	(144)	43%	(150)	16%	(56)	349

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	34%	(757)	54%	(1179)	12%	(264)	2200
Ethnicity: Afr. Am.	46%	(127)	45%	(124)	9%	(24)	274
Ethnicity: Other	38%	(77)	48%	(98)	14%	(29)	204
Community: Urban	41%	(231)	48%	(268)	11%	(59)	559
Community: Suburban	33%	(318)	58%	(560)	9%	(91)	969
Community: Rural	31%	(208)	52%	(351)	17%	(114)	673
Employ: Private Sector	36%	(237)	54%	(351)	10%	(64)	652
Employ: Government	41%	(59)	52%	(75)	8%	(11)	145
Employ: Self-Employed	41%	(89)	50%	(108)	8%	(18)	214
Employ: Homemaker	37%	(63)	48%	(81)	14%	(24)	169
Employ: Retired	23%	(112)	62%	(301)	14%	(69)	483
Employ: Unemployed	43%	(100)	43%	(101)	14%	(32)	233
Employ: Other	31%	(58)	52%	(95)	17%	(31)	184
Military HH: Yes	31%	(108)	57%	(202)	12%	(43)	353
Military HH: No	35%	(649)	53%	(977)	12%	(221)	1847
RD/WT: Right Direction	31%	(256)	55%	(452)	14%	(112)	820
RD/WT: Wrong Track	36%	(501)	53%	(728)	11%	(152)	1380
Trump Job Approve	29%	(269)	57%	(523)	13%	(120)	912
Trump Job Disapprove	39%	(459)	51%	(599)	10%	(122)	1180
Trump Job Strongly Approve	29%	(144)	56%	(277)	15%	(72)	494
Trump Job Somewhat Approve	30%	(125)	59%	(246)	11%	(47)	418
Trump Job Somewhat Disapprove	40%	(117)	46%	(135)	13%	(38)	290
Trump Job Strongly Disapprove	38%	(341)	52%	(465)	9%	(84)	890
Favorable of Trump	29%	(257)	58%	(511)	13%	(118)	886
Unfavorable of Trump	40%	(471)	50%	(599)	10%	(119)	1189
Very Favorable of Trump	29%	(148)	56%	(286)	15%	(77)	511
Somewhat Favorable of Trump	29%	(109)	60%	(225)	11%	(41)	375
Somewhat Unfavorable of Trump	40%	(88)	49%	(107)	10%	(22)	218
Very Unfavorable of Trump	39%	(383)	51%	(492)	10%	(97)	972

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

Demographic	Film: An avid fan		Film: A casual fan		Film: Not a fan		Total N
Adults	34%	(757)	54%	(1179)	12%	(264)	2200
#1 Issue: Economy	39%	(223)	49%	(281)	13%	(74)	579
#1 Issue: Security	25%	(97)	61%	(232)	14%	(53)	381
#1 Issue: Health Care	40%	(151)	50%	(187)	9%	(35)	373
#1 Issue: Medicare / Social Security	28%	(100)	57%	(203)	14%	(51)	354
#1 Issue: Women's Issues	37%	(40)	57%	(62)	5%	(6)	108
#1 Issue: Education	40%	(50)	52%	(65)	7%	(9)	124
#1 Issue: Energy	45%	(63)	50%	(69)	5%	(7)	139
#1 Issue: Other	24%	(34)	57%	(80)	20%	(28)	142
2018 House Vote: Democrat	40%	(287)	52%	(371)	8%	(58)	715
2018 House Vote: Republican	29%	(191)	56%	(371)	15%	(96)	658
2018 House Vote: Someone else	39%	(34)	48%	(42)	13%	(11)	87
2016 Vote: Hillary Clinton	41%	(280)	51%	(351)	9%	(59)	690
2016 Vote: Donald Trump	28%	(180)	58%	(369)	14%	(88)	636
2016 Vote: Other	35%	(60)	55%	(93)	10%	(17)	169
2016 Vote: Didn't Vote	34%	(237)	52%	(367)	14%	(101)	705
Voted in 2014: Yes	34%	(442)	55%	(716)	11%	(138)	1296
Voted in 2014: No	35%	(315)	51%	(463)	14%	(126)	904
2012 Vote: Barack Obama	41%	(342)	51%	(424)	9%	(71)	838
2012 Vote: Mitt Romney	25%	(124)	61%	(299)	13%	(66)	488
2012 Vote: Other	22%	(20)	57%	(53)	21%	(20)	93
2012 Vote: Didn't Vote	35%	(269)	52%	(401)	14%	(107)	777
4-Region: Northeast	35%	(137)	51%	(201)	14%	(55)	394
4-Region: Midwest	34%	(156)	57%	(264)	9%	(42)	462
4-Region: South	35%	(289)	52%	(433)	12%	(103)	824
4-Region: West	34%	(175)	54%	(282)	12%	(63)	520

Continued on next page

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

Demographic	Film: An avid fan		Film: A casual fan		Film: Not a fan		Total N
Adults	34%	(757)	54%	(1179)	12%	(264)	2200
Watch TV: Every day	41%	(427)	50%	(521)	9%	(97)	1045
Watch TV: Several times per week	33%	(183)	56%	(306)	11%	(61)	550
Watch TV: About once per week	29%	(49)	59%	(101)	12%	(21)	170
Watch TV: Several times per month	21%	(27)	72%	(92)	6%	(8)	127
Watch TV: About once per month	34%	(19)	56%	(30)	10%	(6)	55
Watch TV: Less often than once per month	27%	(22)	66%	(55)	8%	(6)	84
Watch TV: Never	18%	(30)	44%	(74)	39%	(66)	169
Watch Movies: Every day	66%	(252)	30%	(114)	4%	(17)	383
Watch Movies: Several times per week	43%	(260)	48%	(286)	9%	(52)	598
Watch Movies: About once per week	32%	(122)	60%	(232)	8%	(32)	386
Watch Movies: Several times per month	20%	(50)	73%	(186)	7%	(19)	255
Watch Movies: About once per month	17%	(32)	71%	(134)	12%	(23)	189
Watch Movies: Less often than once per month	10%	(20)	74%	(147)	16%	(32)	199
Watch Movies: Never	12%	(22)	42%	(80)	46%	(89)	191
Watch Sporting Events: Every day	55%	(74)	39%	(52)	6%	(9)	135
Watch Sporting Events: Several times per week	39%	(130)	54%	(181)	7%	(24)	335
Watch Sporting Events: About once per week	36%	(122)	51%	(172)	12%	(41)	334
Watch Sporting Events: Several times per month	34%	(66)	55%	(108)	11%	(22)	197
Watch Sporting Events: About once per month	28%	(46)	57%	(93)	15%	(24)	163
Watch Sporting Events: Less often than once per month	32%	(101)	60%	(186)	8%	(25)	311
Watch Sporting Events: Never	30%	(218)	53%	(387)	16%	(119)	723
Cable TV: Currently subscribe	36%	(342)	54%	(508)	10%	(91)	941
Cable TV: Subscribed in past	33%	(273)	57%	(470)	10%	(87)	830
Cable TV: Never subscribed	33%	(142)	47%	(201)	20%	(86)	429
Satellite TV: Currently subscribe	36%	(169)	49%	(232)	15%	(70)	472
Satellite TV: Subscribed in past	36%	(231)	55%	(353)	9%	(58)	642
Satellite TV: Never subscribed	33%	(356)	55%	(594)	12%	(135)	1086
Streaming Services: Currently subscribe	41%	(567)	52%	(726)	7%	(91)	1384
Streaming Services: Subscribed in past	25%	(51)	57%	(117)	19%	(39)	207
Streaming Services: Never subscribed	23%	(139)	55%	(336)	22%	(134)	609

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

Film

Demographic	Film: An avid fan		Film: A casual fan		Film: Not a fan		Total N
Adults	34%	(757)	54%	(1179)	12%	(264)	2200
Film: An avid fan	100%	(757)	—	(0)	—	(0)	757
Film: A casual fan	—	(0)	100%	(1179)	—	(0)	1179
Film: Not a fan	—	(0)	—	(0)	100%	(264)	264
Television: An avid fan	55%	(589)	37%	(396)	8%	(86)	1070
Television: A casual fan	15%	(148)	74%	(727)	11%	(112)	988
Television: Not a fan	14%	(20)	40%	(57)	46%	(66)	142
Music: An avid fan	49%	(569)	44%	(505)	7%	(77)	1151
Music: A casual fan	18%	(168)	69%	(636)	13%	(117)	921
Music: Not a fan	16%	(20)	30%	(39)	54%	(69)	128
Fashion: An avid fan	67%	(198)	25%	(75)	7%	(21)	294
Fashion: A casual fan	36%	(336)	57%	(533)	8%	(71)	940
Fashion: Not a fan	23%	(223)	59%	(571)	18%	(172)	966

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

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

Television

Demographic	Television: An avid fan		Television: A casual fan		Television: Not a fan		Total N
Adults	49%	(1070)	45%	(988)	6%	(142)	2200
Gender: Male	48%	(511)	45%	(483)	6%	(68)	1062
Gender: Female	49%	(559)	44%	(505)	7%	(74)	1138
Age: 18-29	42%	(195)	51%	(235)	8%	(35)	465
Age: 30-44	54%	(295)	40%	(217)	6%	(36)	548
Age: 45-54	49%	(168)	46%	(159)	5%	(17)	344
Age: 55-64	50%	(203)	44%	(179)	6%	(25)	407
Age: 65+	48%	(209)	45%	(198)	7%	(30)	436
Generation Z: 18-22	36%	(77)	55%	(118)	10%	(20)	215
Millennial: Age 23-38	49%	(287)	44%	(258)	7%	(44)	589
Generation X: Age 39-54	53%	(294)	43%	(235)	4%	(23)	553
Boomers: Age 55-73	49%	(371)	45%	(334)	6%	(46)	751
PID: Dem (no lean)	59%	(447)	35%	(265)	6%	(44)	756
PID: Ind (no lean)	38%	(292)	54%	(412)	7%	(57)	761
PID: Rep (no lean)	48%	(330)	46%	(311)	6%	(41)	682
PID/Gender: Dem Men	59%	(208)	34%	(121)	7%	(25)	353
PID/Gender: Dem Women	60%	(240)	36%	(143)	5%	(20)	403
PID/Gender: Ind Men	36%	(132)	57%	(211)	7%	(25)	368
PID/Gender: Ind Women	41%	(160)	51%	(201)	8%	(32)	394
PID/Gender: Rep Men	50%	(171)	44%	(151)	6%	(19)	341
PID/Gender: Rep Women	47%	(159)	47%	(160)	7%	(22)	342
Ideo: Liberal (1-3)	53%	(326)	41%	(253)	6%	(34)	613
Ideo: Moderate (4)	56%	(296)	41%	(220)	3%	(17)	533
Ideo: Conservative (5-7)	43%	(313)	49%	(363)	8%	(60)	736
Educ: < College	50%	(758)	43%	(645)	7%	(109)	1512
Educ: Bachelors degree	45%	(200)	50%	(224)	5%	(20)	444
Educ: Post-grad	46%	(113)	48%	(118)	5%	(13)	244
Income: Under 50k	49%	(598)	44%	(543)	7%	(84)	1226
Income: 50k-100k	51%	(342)	42%	(281)	7%	(44)	667
Income: 100k+	42%	(129)	53%	(164)	5%	(14)	307
Ethnicity: White	49%	(836)	45%	(783)	6%	(102)	1722
Ethnicity: Hispanic	49%	(170)	43%	(149)	9%	(31)	349

Continued on next page

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

Television

Demographic	Television: An avid fan		Television: A casual fan		Television: Not a fan		Total N
Adults	49%	(1070)	45%	(988)	6%	(142)	2200
Ethnicity: Afr. Am.	57%	(156)	35%	(96)	8%	(22)	274
Ethnicity: Other	38%	(78)	53%	(108)	9%	(18)	204
Community: Urban	52%	(289)	41%	(227)	8%	(42)	559
Community: Suburban	46%	(449)	48%	(465)	6%	(54)	969
Community: Rural	49%	(332)	44%	(295)	7%	(45)	673
Employ: Private Sector	48%	(315)	45%	(296)	6%	(42)	652
Employ: Government	48%	(70)	47%	(68)	4%	(6)	145
Employ: Self-Employed	50%	(108)	41%	(89)	8%	(18)	214
Employ: Homemaker	45%	(76)	50%	(84)	6%	(9)	169
Employ: Retired	51%	(248)	43%	(208)	6%	(27)	483
Employ: Unemployed	54%	(126)	43%	(100)	3%	(6)	233
Employ: Other	50%	(92)	40%	(74)	10%	(18)	184
Military HH: Yes	46%	(163)	47%	(167)	7%	(23)	353
Military HH: No	49%	(907)	44%	(821)	6%	(119)	1847
RD/WT: Right Direction	45%	(371)	47%	(388)	7%	(61)	820
RD/WT: Wrong Track	51%	(699)	43%	(599)	6%	(82)	1380
Trump Job Approve	45%	(414)	48%	(433)	7%	(65)	912
Trump Job Disapprove	52%	(619)	42%	(496)	6%	(65)	1180
Trump Job Strongly Approve	50%	(247)	43%	(210)	7%	(36)	494
Trump Job Somewhat Approve	40%	(166)	53%	(223)	7%	(29)	418
Trump Job Somewhat Disapprove	50%	(144)	44%	(129)	6%	(17)	290
Trump Job Strongly Disapprove	53%	(475)	41%	(367)	5%	(48)	890
Favorable of Trump	44%	(389)	49%	(436)	7%	(62)	886
Unfavorable of Trump	53%	(634)	41%	(490)	6%	(66)	1189
Very Favorable of Trump	49%	(251)	43%	(222)	7%	(38)	511
Somewhat Favorable of Trump	37%	(138)	57%	(214)	6%	(24)	375
Somewhat Unfavorable of Trump	49%	(107)	45%	(98)	6%	(12)	218
Very Unfavorable of Trump	54%	(527)	40%	(392)	5%	(53)	972

Continued on next page

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

Television

Demographic	Television: An avid fan		Television: A casual fan		Television: Not a fan		Total N
Adults	49%	(1070)	45%	(988)	6%	(142)	2200
#1 Issue: Economy	49%	(282)	46%	(267)	5%	(29)	579
#1 Issue: Security	49%	(187)	46%	(175)	5%	(20)	381
#1 Issue: Health Care	57%	(212)	38%	(141)	5%	(20)	373
#1 Issue: Medicare / Social Security	54%	(191)	42%	(147)	5%	(16)	354
#1 Issue: Women's Issues	39%	(42)	56%	(60)	5%	(5)	108
#1 Issue: Education	35%	(43)	51%	(63)	15%	(18)	124
#1 Issue: Energy	42%	(59)	52%	(73)	6%	(8)	139
#1 Issue: Other	38%	(54)	43%	(61)	19%	(27)	142
2018 House Vote: Democrat	55%	(395)	40%	(287)	5%	(34)	715
2018 House Vote: Republican	47%	(307)	47%	(310)	6%	(41)	658
2018 House Vote: Someone else	35%	(30)	52%	(45)	13%	(11)	87
2016 Vote: Hillary Clinton	58%	(398)	38%	(262)	4%	(30)	690
2016 Vote: Donald Trump	46%	(294)	47%	(299)	7%	(43)	636
2016 Vote: Other	34%	(57)	56%	(95)	10%	(17)	169
2016 Vote: Didn't Vote	46%	(321)	47%	(332)	7%	(52)	705
Voted in 2014: Yes	50%	(645)	44%	(571)	6%	(79)	1296
Voted in 2014: No	47%	(425)	46%	(416)	7%	(63)	904
2012 Vote: Barack Obama	58%	(486)	38%	(317)	4%	(36)	838
2012 Vote: Mitt Romney	45%	(221)	49%	(240)	6%	(27)	488
2012 Vote: Other	27%	(25)	56%	(53)	16%	(15)	93
2012 Vote: Didn't Vote	43%	(336)	48%	(376)	8%	(64)	777
4-Region: Northeast	53%	(210)	40%	(156)	7%	(27)	394
4-Region: Midwest	49%	(228)	47%	(217)	4%	(17)	462
4-Region: South	49%	(407)	44%	(367)	6%	(51)	824
4-Region: West	43%	(225)	48%	(248)	9%	(47)	520

Continued on next page

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

Television

Demographic	Television: An avid fan		Television: A casual fan		Television: Not a fan		Total N
Adults	49%	(1070)	45%	(988)	6%	(142)	2200
Watch TV: Every day	67%	(700)	32%	(335)	1%	(9)	1045
Watch TV: Several times per week	42%	(228)	54%	(296)	5%	(25)	550
Watch TV: About once per week	19%	(32)	72%	(122)	10%	(17)	170
Watch TV: Several times per month	26%	(32)	60%	(76)	15%	(18)	127
Watch TV: About once per month	19%	(10)	71%	(39)	10%	(6)	55
Watch TV: Less often than once per month	21%	(18)	58%	(48)	21%	(18)	84
Watch TV: Never	29%	(49)	42%	(71)	29%	(49)	169
Watch Movies: Every day	70%	(267)	28%	(109)	2%	(6)	383
Watch Movies: Several times per week	55%	(328)	42%	(254)	3%	(17)	598
Watch Movies: About once per week	44%	(169)	51%	(197)	5%	(20)	386
Watch Movies: Several times per month	37%	(94)	55%	(141)	8%	(19)	255
Watch Movies: About once per month	38%	(72)	54%	(103)	7%	(14)	189
Watch Movies: Less often than once per month	39%	(78)	50%	(100)	11%	(21)	199
Watch Movies: Never	32%	(62)	44%	(84)	24%	(45)	191
Watch Sporting Events: Every day	72%	(97)	28%	(38)	—	(0)	135
Watch Sporting Events: Several times per week	61%	(205)	35%	(117)	4%	(13)	335
Watch Sporting Events: About once per week	48%	(161)	48%	(161)	4%	(12)	334
Watch Sporting Events: Several times per month	48%	(95)	45%	(89)	7%	(13)	197
Watch Sporting Events: About once per month	36%	(59)	56%	(92)	8%	(13)	163
Watch Sporting Events: Less often than once per month	44%	(138)	50%	(154)	6%	(19)	311
Watch Sporting Events: Never	44%	(316)	46%	(335)	10%	(72)	723
Cable TV: Currently subscribe	54%	(512)	41%	(390)	4%	(39)	941
Cable TV: Subscribed in past	46%	(383)	47%	(389)	7%	(58)	830
Cable TV: Never subscribed	41%	(174)	49%	(209)	11%	(46)	429
Satellite TV: Currently subscribe	50%	(237)	43%	(205)	6%	(30)	472
Satellite TV: Subscribed in past	50%	(320)	44%	(283)	6%	(40)	642
Satellite TV: Never subscribed	47%	(513)	46%	(500)	7%	(73)	1086
Streaming Services: Currently subscribe	52%	(716)	44%	(610)	4%	(59)	1384
Streaming Services: Subscribed in past	38%	(78)	53%	(111)	9%	(18)	207
Streaming Services: Never subscribed	45%	(276)	44%	(267)	11%	(66)	609

Continued on next page

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

Television

Demographic	Television: An avid fan	Television: A casual fan	Television: Not a fan	Total N
Adults	49% (1070)	45% (988)	6% (142)	2200
Film: An avid fan	78% (589)	20% (148)	3% (20)	757
Film: A casual fan	34% (396)	62% (727)	5% (57)	1179
Film: Not a fan	32% (86)	43% (112)	25% (66)	264
Television: An avid fan	100% (1070)	— (0)	— (0)	1070
Television: A casual fan	— (0)	100% (988)	— (0)	988
Television: Not a fan	— (0)	— (0)	100% (142)	142
Music: An avid fan	60% (686)	36% (417)	4% (48)	1151
Music: A casual fan	39% (355)	57% (523)	5% (44)	921
Music: Not a fan	23% (30)	37% (48)	40% (51)	128
Fashion: An avid fan	72% (212)	23% (68)	5% (13)	294
Fashion: A casual fan	51% (480)	44% (415)	5% (45)	940
Fashion: Not a fan	39% (377)	52% (504)	9% (84)	966

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

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

Music

Demographic	Music: An avid fan		Music: A casual fan		Music: Not a fan		Total N
Adults	52%	(1151)	42%	(921)	6%	(128)	2200
Gender: Male	55%	(582)	39%	(419)	6%	(61)	1062
Gender: Female	50%	(569)	44%	(502)	6%	(67)	1138
Age: 18-29	72%	(333)	24%	(110)	5%	(22)	465
Age: 30-44	61%	(334)	35%	(191)	4%	(22)	548
Age: 45-54	51%	(176)	43%	(148)	6%	(20)	344
Age: 55-64	41%	(166)	51%	(208)	8%	(33)	407
Age: 65+	33%	(142)	60%	(263)	7%	(31)	436
Generation Z: 18-22	76%	(164)	18%	(39)	5%	(12)	215
Millennial: Age 23-38	62%	(366)	33%	(195)	5%	(28)	589
Generation X: Age 39-54	56%	(312)	39%	(216)	4%	(25)	553
Boomers: Age 55-73	38%	(286)	54%	(409)	7%	(56)	751
PID: Dem (no lean)	56%	(426)	38%	(291)	5%	(39)	756
PID: Ind (no lean)	55%	(417)	39%	(296)	6%	(49)	761
PID: Rep (no lean)	45%	(308)	49%	(334)	6%	(40)	682
PID/Gender: Dem Men	60%	(210)	36%	(126)	5%	(17)	353
PID/Gender: Dem Women	54%	(216)	41%	(165)	6%	(23)	403
PID/Gender: Ind Men	57%	(210)	36%	(132)	7%	(25)	368
PID/Gender: Ind Women	53%	(207)	41%	(163)	6%	(24)	394
PID/Gender: Rep Men	47%	(161)	47%	(161)	6%	(19)	341
PID/Gender: Rep Women	43%	(147)	51%	(174)	6%	(21)	342
Ideo: Liberal (1-3)	59%	(359)	37%	(228)	4%	(26)	613
Ideo: Moderate (4)	55%	(292)	41%	(220)	4%	(21)	533
Ideo: Conservative (5-7)	41%	(300)	53%	(388)	7%	(49)	736
Educ: < College	56%	(852)	38%	(568)	6%	(92)	1512
Educ: Bachelors degree	45%	(199)	50%	(223)	5%	(22)	444
Educ: Post-grad	41%	(100)	53%	(130)	6%	(14)	244
Income: Under 50k	54%	(664)	39%	(480)	7%	(82)	1226
Income: 50k-100k	50%	(332)	45%	(300)	5%	(35)	667
Income: 100k+	50%	(155)	46%	(141)	4%	(11)	307
Ethnicity: White	49%	(843)	45%	(782)	6%	(97)	1722
Ethnicity: Hispanic	71%	(247)	23%	(79)	7%	(24)	349

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

Music

Demographic	Music: An avid fan		Music: A casual fan		Music: Not a fan		Total N
Adults	52%	(1151)	42%	(921)	6%	(128)	2200
Ethnicity: Afr. Am.	69%	(190)	26%	(70)	5%	(14)	274
Ethnicity: Other	58%	(118)	34%	(68)	8%	(17)	204
Community: Urban	59%	(331)	34%	(192)	6%	(36)	559
Community: Suburban	51%	(494)	44%	(428)	5%	(48)	969
Community: Rural	49%	(326)	45%	(301)	7%	(45)	673
Employ: Private Sector	50%	(326)	45%	(291)	5%	(35)	652
Employ: Government	62%	(89)	34%	(50)	4%	(6)	145
Employ: Self-Employed	62%	(134)	32%	(68)	6%	(13)	214
Employ: Homemaker	57%	(95)	39%	(65)	5%	(8)	169
Employ: Retired	35%	(167)	59%	(284)	6%	(31)	483
Employ: Unemployed	67%	(157)	28%	(66)	4%	(10)	233
Employ: Other	56%	(103)	35%	(64)	9%	(17)	184
Military HH: Yes	43%	(151)	52%	(184)	5%	(18)	353
Military HH: No	54%	(1000)	40%	(737)	6%	(110)	1847
RD/WT: Right Direction	49%	(401)	45%	(365)	7%	(54)	820
RD/WT: Wrong Track	54%	(750)	40%	(556)	5%	(74)	1380
Trump Job Approve	46%	(420)	47%	(430)	7%	(61)	912
Trump Job Disapprove	56%	(665)	39%	(459)	5%	(57)	1180
Trump Job Strongly Approve	44%	(215)	48%	(237)	8%	(41)	494
Trump Job Somewhat Approve	49%	(205)	46%	(193)	5%	(20)	418
Trump Job Somewhat Disapprove	55%	(158)	40%	(115)	6%	(16)	290
Trump Job Strongly Disapprove	57%	(506)	39%	(344)	5%	(40)	890
Favorable of Trump	46%	(408)	47%	(417)	7%	(61)	886
Unfavorable of Trump	57%	(673)	39%	(468)	4%	(48)	1189
Very Favorable of Trump	45%	(231)	47%	(238)	8%	(41)	511
Somewhat Favorable of Trump	47%	(177)	47%	(178)	5%	(20)	375
Somewhat Unfavorable of Trump	51%	(111)	46%	(101)	3%	(6)	218
Very Unfavorable of Trump	58%	(562)	38%	(368)	4%	(42)	972

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

Music

Demographic	Music: An avid fan	Music: A casual fan	Music: Not a fan	Total N
Adults	52% (1151)	42% (921)	6% (128)	2200
#1 Issue: Economy	54% (313)	40% (231)	6% (35)	579
#1 Issue: Security	43% (163)	52% (199)	5% (19)	381
#1 Issue: Health Care	56% (208)	39% (147)	5% (18)	373
#1 Issue: Medicare / Social Security	44% (154)	50% (177)	6% (22)	354
#1 Issue: Women's Issues	57% (61)	36% (39)	7% (8)	108
#1 Issue: Education	67% (83)	30% (37)	3% (4)	124
#1 Issue: Energy	64% (89)	33% (45)	3% (4)	139
#1 Issue: Other	55% (79)	32% (45)	13% (18)	142
2018 House Vote: Democrat	55% (395)	41% (292)	4% (28)	715
2018 House Vote: Republican	41% (273)	52% (344)	6% (41)	658
2018 House Vote: Someone else	53% (46)	38% (33)	10% (8)	87
2016 Vote: Hillary Clinton	55% (382)	41% (282)	4% (27)	690
2016 Vote: Donald Trump	41% (263)	52% (330)	7% (43)	636
2016 Vote: Other	51% (87)	41% (69)	8% (14)	169
2016 Vote: Didn't Vote	60% (419)	34% (240)	6% (45)	705
Voted in 2014: Yes	47% (611)	47% (615)	5% (70)	1296
Voted in 2014: No	60% (540)	34% (306)	6% (58)	904
2012 Vote: Barack Obama	56% (466)	40% (335)	4% (37)	838
2012 Vote: Mitt Romney	35% (170)	59% (287)	6% (31)	488
2012 Vote: Other	49% (45)	44% (41)	8% (7)	93
2012 Vote: Didn't Vote	60% (466)	33% (258)	7% (53)	777
4-Region: Northeast	55% (215)	40% (156)	6% (22)	394
4-Region: Midwest	47% (216)	48% (221)	5% (25)	462
4-Region: South	53% (436)	41% (336)	6% (52)	824
4-Region: West	54% (283)	40% (208)	6% (29)	520

Continued on next page

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

Music

Demographic	Music: An avid fan		Music: A casual fan		Music: Not a fan		Total N
Adults	52%	(1151)	42%	(921)	6%	(128)	2200
Watch TV: Every day	55%	(572)	42%	(440)	3%	(33)	1045
Watch TV: Several times per week	50%	(274)	45%	(249)	5%	(27)	550
Watch TV: About once per week	60%	(103)	34%	(57)	6%	(10)	170
Watch TV: Several times per month	57%	(72)	34%	(44)	9%	(11)	127
Watch TV: About once per month	60%	(33)	37%	(20)	3%	(2)	55
Watch TV: Less often than once per month	50%	(42)	42%	(35)	8%	(7)	84
Watch TV: Never	33%	(56)	44%	(75)	23%	(38)	169
Watch Movies: Every day	68%	(261)	29%	(112)	2%	(9)	383
Watch Movies: Several times per week	55%	(328)	41%	(246)	4%	(24)	598
Watch Movies: About once per week	49%	(189)	47%	(181)	4%	(16)	386
Watch Movies: Several times per month	49%	(124)	44%	(112)	7%	(19)	255
Watch Movies: About once per month	52%	(97)	45%	(85)	4%	(7)	189
Watch Movies: Less often than once per month	47%	(93)	47%	(94)	6%	(13)	199
Watch Movies: Never	31%	(59)	48%	(91)	22%	(41)	191
Watch Sporting Events: Every day	69%	(93)	31%	(41)	1%	(1)	135
Watch Sporting Events: Several times per week	57%	(192)	41%	(138)	2%	(6)	335
Watch Sporting Events: About once per week	56%	(186)	39%	(132)	5%	(17)	334
Watch Sporting Events: Several times per month	53%	(104)	43%	(84)	5%	(9)	197
Watch Sporting Events: About once per month	55%	(90)	37%	(61)	7%	(12)	163
Watch Sporting Events: Less often than once per month	49%	(153)	46%	(143)	5%	(15)	311
Watch Sporting Events: Never	46%	(333)	45%	(322)	9%	(68)	723
Cable TV: Currently subscribe	53%	(498)	42%	(399)	5%	(44)	941
Cable TV: Subscribed in past	52%	(431)	44%	(363)	4%	(36)	830
Cable TV: Never subscribed	52%	(222)	37%	(158)	11%	(48)	429
Satellite TV: Currently subscribe	48%	(227)	47%	(221)	5%	(24)	472
Satellite TV: Subscribed in past	57%	(364)	39%	(248)	5%	(30)	642
Satellite TV: Never subscribed	52%	(560)	42%	(452)	7%	(74)	1086
Streaming Services: Currently subscribe	58%	(801)	39%	(535)	3%	(48)	1384
Streaming Services: Subscribed in past	48%	(100)	46%	(96)	6%	(11)	207
Streaming Services: Never subscribed	41%	(250)	48%	(290)	11%	(69)	609

Continued on next page

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

Music

Demographic	Music: An avid fan	Music: A casual fan	Music: Not a fan	Total N
Adults	52% (1151)	42% (921)	6% (128)	2200
Film: An avid fan	75% (569)	22% (168)	3% (20)	757
Film: A casual fan	43% (505)	54% (636)	3% (39)	1179
Film: Not a fan	29% (77)	44% (117)	26% (69)	264
Television: An avid fan	64% (686)	33% (355)	3% (30)	1070
Television: A casual fan	42% (417)	53% (523)	5% (48)	988
Television: Not a fan	34% (48)	31% (44)	36% (51)	142
Music: An avid fan	100% (1151)	— (0)	— (0)	1151
Music: A casual fan	— (0)	100% (921)	— (0)	921
Music: Not a fan	— (0)	— (0)	100% (128)	128
Fashion: An avid fan	90% (263)	10% (29)	1% (2)	294
Fashion: A casual fan	57% (539)	40% (372)	3% (30)	940
Fashion: Not a fan	36% (349)	54% (520)	10% (97)	966

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%	(294)	43%	(940)	44%	(966)	2200
Gender: Male	10%	(108)	34%	(358)	56%	(596)	1062
Gender: Female	16%	(185)	51%	(583)	33%	(370)	1138
Age: 18-29	23%	(108)	46%	(216)	30%	(141)	465
Age: 30-44	19%	(102)	46%	(250)	36%	(195)	548
Age: 45-54	9%	(31)	43%	(150)	48%	(164)	344
Age: 55-64	8%	(32)	36%	(146)	56%	(228)	407
Age: 65+	4%	(20)	41%	(179)	55%	(238)	436
Generation Z: 18-22	21%	(44)	50%	(108)	29%	(63)	215
Millennial: Age 23-38	21%	(125)	44%	(258)	35%	(207)	589
Generation X: Age 39-54	13%	(73)	45%	(250)	42%	(230)	553
Boomers: Age 55-73	6%	(48)	39%	(291)	55%	(411)	751
PID: Dem (no lean)	18%	(139)	44%	(335)	37%	(283)	756
PID: Ind (no lean)	11%	(86)	45%	(342)	44%	(333)	761
PID: Rep (no lean)	10%	(68)	39%	(264)	51%	(351)	682
PID/Gender: Dem Men	16%	(56)	38%	(133)	46%	(164)	353
PID/Gender: Dem Women	21%	(83)	50%	(201)	29%	(118)	403
PID/Gender: Ind Men	7%	(24)	38%	(140)	55%	(203)	368
PID/Gender: Ind Women	16%	(62)	51%	(202)	33%	(130)	394
PID/Gender: Rep Men	8%	(28)	25%	(84)	67%	(229)	341
PID/Gender: Rep Women	12%	(40)	52%	(179)	36%	(122)	342
Ideo: Liberal (1-3)	19%	(114)	44%	(272)	37%	(227)	613
Ideo: Moderate (4)	14%	(75)	45%	(239)	41%	(218)	533
Ideo: Conservative (5-7)	7%	(50)	38%	(278)	55%	(408)	736
Educ: < College	14%	(215)	44%	(658)	42%	(640)	1512
Educ: Bachelors degree	11%	(48)	40%	(179)	49%	(217)	444
Educ: Post-grad	13%	(31)	42%	(104)	45%	(110)	244
Income: Under 50k	14%	(174)	42%	(521)	43%	(531)	1226
Income: 50k-100k	11%	(74)	43%	(289)	45%	(303)	667
Income: 100k+	15%	(45)	42%	(130)	43%	(132)	307
Ethnicity: White	10%	(173)	41%	(702)	49%	(847)	1722
Ethnicity: Hispanic	26%	(91)	44%	(155)	30%	(104)	349

Continued on next page

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

Fashion

Demographic	Fashion: An avid fan		Fashion: A casual fan		Fashion: Not a fan		Total N
Adults	13%	(294)	43%	(940)	44%	(966)	2200
Ethnicity: Afr. Am.	29%	(79)	54%	(148)	17%	(48)	274
Ethnicity: Other	20%	(42)	45%	(91)	35%	(71)	204
Community: Urban	20%	(111)	47%	(263)	33%	(184)	559
Community: Suburban	11%	(104)	43%	(416)	46%	(449)	969
Community: Rural	12%	(78)	39%	(261)	49%	(333)	673
Employ: Private Sector	12%	(80)	41%	(269)	46%	(303)	652
Employ: Government	19%	(27)	46%	(66)	36%	(52)	145
Employ: Self-Employed	16%	(34)	43%	(92)	41%	(88)	214
Employ: Homemaker	22%	(38)	47%	(79)	31%	(52)	169
Employ: Retired	5%	(25)	42%	(201)	53%	(256)	483
Employ: Unemployed	16%	(37)	41%	(95)	43%	(101)	233
Employ: Other	16%	(29)	45%	(83)	39%	(72)	184
Military HH: Yes	11%	(38)	35%	(125)	54%	(190)	353
Military HH: No	14%	(255)	44%	(815)	42%	(776)	1847
RD/WT: Right Direction	11%	(91)	40%	(324)	49%	(405)	820
RD/WT: Wrong Track	15%	(202)	45%	(617)	41%	(561)	1380
Trump Job Approve	9%	(83)	39%	(357)	52%	(472)	912
Trump Job Disapprove	16%	(191)	45%	(534)	39%	(455)	1180
Trump Job Strongly Approve	8%	(38)	35%	(172)	57%	(283)	494
Trump Job Somewhat Approve	11%	(45)	44%	(185)	45%	(189)	418
Trump Job Somewhat Disapprove	18%	(52)	45%	(131)	37%	(108)	290
Trump Job Strongly Disapprove	16%	(139)	45%	(404)	39%	(347)	890
Favorable of Trump	9%	(80)	39%	(344)	52%	(462)	886
Unfavorable of Trump	16%	(191)	46%	(543)	38%	(456)	1189
Very Favorable of Trump	9%	(48)	37%	(187)	54%	(276)	511
Somewhat Favorable of Trump	9%	(33)	42%	(157)	50%	(186)	375
Somewhat Unfavorable of Trump	14%	(31)	52%	(113)	34%	(73)	218
Very Unfavorable of Trump	16%	(160)	44%	(430)	39%	(382)	972

Continued on next page

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

Fashion

Demographic	Fashion: An avid fan		Fashion: A casual fan		Fashion: Not a fan		Total N
Adults	13%	(294)	43%	(940)	44%	(966)	2200
#1 Issue: Economy	17%	(98)	39%	(223)	45%	(258)	579
#1 Issue: Security	7%	(28)	47%	(180)	45%	(173)	381
#1 Issue: Health Care	15%	(55)	41%	(154)	44%	(164)	373
#1 Issue: Medicare / Social Security	9%	(31)	42%	(149)	49%	(174)	354
#1 Issue: Women's Issues	19%	(21)	42%	(46)	38%	(41)	108
#1 Issue: Education	17%	(21)	58%	(71)	25%	(31)	124
#1 Issue: Energy	12%	(17)	49%	(69)	39%	(54)	139
#1 Issue: Other	16%	(23)	35%	(49)	49%	(70)	142
2018 House Vote: Democrat	16%	(114)	44%	(311)	41%	(290)	715
2018 House Vote: Republican	9%	(57)	37%	(242)	55%	(359)	658
2018 House Vote: Someone else	8%	(7)	36%	(32)	55%	(48)	87
2016 Vote: Hillary Clinton	16%	(111)	47%	(322)	37%	(257)	690
2016 Vote: Donald Trump	8%	(52)	35%	(222)	57%	(362)	636
2016 Vote: Other	9%	(15)	38%	(64)	53%	(90)	169
2016 Vote: Didn't Vote	16%	(115)	47%	(332)	36%	(257)	705
Voted in 2014: Yes	13%	(162)	41%	(530)	47%	(604)	1296
Voted in 2014: No	15%	(131)	45%	(411)	40%	(362)	904
2012 Vote: Barack Obama	17%	(143)	44%	(366)	39%	(329)	838
2012 Vote: Mitt Romney	5%	(27)	37%	(179)	58%	(282)	488
2012 Vote: Other	5%	(5)	34%	(32)	61%	(57)	93
2012 Vote: Didn't Vote	15%	(119)	46%	(360)	38%	(298)	777
4-Region: Northeast	16%	(63)	42%	(163)	43%	(167)	394
4-Region: Midwest	8%	(37)	42%	(194)	50%	(231)	462
4-Region: South	16%	(130)	44%	(359)	41%	(335)	824
4-Region: West	12%	(63)	43%	(224)	45%	(233)	520

Continued on next page

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

Fashion

Demographic	Fashion: An avid fan		Fashion: A casual fan		Fashion: Not a fan		Total N
Adults	13%	(294)	43%	(940)	44%	(966)	2200
Watch TV: Every day	16%	(163)	42%	(443)	42%	(440)	1045
Watch TV: Several times per week	11%	(59)	45%	(248)	44%	(243)	550
Watch TV: About once per week	13%	(22)	46%	(79)	41%	(69)	170
Watch TV: Several times per month	16%	(20)	42%	(53)	43%	(54)	127
Watch TV: About once per month	18%	(10)	46%	(25)	36%	(19)	55
Watch TV: Less often than once per month	8%	(7)	44%	(37)	48%	(40)	84
Watch TV: Never	7%	(12)	33%	(57)	59%	(101)	169
Watch Movies: Every day	25%	(96)	45%	(172)	30%	(115)	383
Watch Movies: Several times per week	14%	(86)	42%	(250)	44%	(262)	598
Watch Movies: About once per week	12%	(45)	42%	(162)	46%	(179)	386
Watch Movies: Several times per month	11%	(27)	48%	(122)	41%	(105)	255
Watch Movies: About once per month	8%	(15)	45%	(84)	47%	(89)	189
Watch Movies: Less often than once per month	5%	(11)	44%	(88)	51%	(101)	199
Watch Movies: Never	8%	(14)	32%	(62)	60%	(115)	191
Watch Sporting Events: Every day	30%	(40)	34%	(46)	36%	(49)	135
Watch Sporting Events: Several times per week	10%	(35)	46%	(155)	44%	(146)	335
Watch Sporting Events: About once per week	11%	(37)	44%	(147)	45%	(150)	334
Watch Sporting Events: Several times per month	15%	(29)	46%	(90)	40%	(78)	197
Watch Sporting Events: About once per month	14%	(22)	49%	(80)	37%	(61)	163
Watch Sporting Events: Less often than once per month	12%	(38)	45%	(141)	43%	(133)	311
Watch Sporting Events: Never	13%	(93)	39%	(281)	48%	(349)	723
Cable TV: Currently subscribe	16%	(148)	43%	(409)	41%	(384)	941
Cable TV: Subscribed in past	11%	(91)	40%	(335)	49%	(404)	830
Cable TV: Never subscribed	13%	(55)	46%	(196)	42%	(178)	429
Satellite TV: Currently subscribe	14%	(67)	41%	(191)	45%	(213)	472
Satellite TV: Subscribed in past	13%	(82)	47%	(302)	40%	(259)	642
Satellite TV: Never subscribed	13%	(144)	41%	(448)	45%	(494)	1086
Streaming Services: Currently subscribe	15%	(212)	43%	(589)	42%	(584)	1384
Streaming Services: Subscribed in past	11%	(22)	52%	(108)	37%	(77)	207
Streaming Services: Never subscribed	10%	(60)	40%	(244)	50%	(306)	609

Continued on next page

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

Fashion

Demographic	Fashion: An avid fan		Fashion: A casual fan		Fashion: Not a fan		Total N
Adults	13%	(294)	43%	(940)	44%	(966)	2200
Film: An avid fan	26%	(198)	44%	(336)	29%	(223)	757
Film: A casual fan	6%	(75)	45%	(533)	48%	(571)	1179
Film: Not a fan	8%	(21)	27%	(71)	65%	(172)	264
Television: An avid fan	20%	(212)	45%	(480)	35%	(377)	1070
Television: A casual fan	7%	(68)	42%	(415)	51%	(504)	988
Television: Not a fan	9%	(13)	31%	(45)	59%	(84)	142
Music: An avid fan	23%	(263)	47%	(539)	30%	(349)	1151
Music: A casual fan	3%	(29)	40%	(372)	56%	(520)	921
Music: Not a fan	1%	(2)	23%	(30)	75%	(97)	128
Fashion: An avid fan	100%	(294)	—	(0)	—	(0)	294
Fashion: A casual fan	—	(0)	100%	(940)	—	(0)	940
Fashion: Not a fan	—	(0)	—	(0)	100%	(966)	966

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2200	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1138	52%
	N	2200	
age5	Age: 18-29	465	21%
	Age: 30-44	548	25%
	Age: 45-54	344	16%
	Age: 55-64	407	18%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	Generation Z: 18-22	215	10%
	Millennial: Age 23-38	589	27%
	Generation X: Age 39-54	553	25%
	Boomers: Age 55-73	751	34%
	N	2108	
xpid3	PID: Dem (no lean)	756	34%
	PID: Ind (no lean)	761	35%
	PID: Rep (no lean)	682	31%
	N	2200	
xpidGender	PID/Gender: Dem Men	353	16%
	PID/Gender: Dem Women	403	18%
	PID/Gender: Ind Men	368	17%
	PID/Gender: Ind Women	394	18%
	PID/Gender: Rep Men	341	15%
	PID/Gender: Rep Women	342	16%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	613	28%
	Ideo: Moderate (4)	533	24%
	Ideo: Conservative (5-7)	736	33%
	N	1882	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1226	56%
	Income: 50k-100k	667	30%
	Income: 100k+	307	14%
	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	559	25%
	Community: Suburban	969	44%
	Community: Rural	673	31%
	N	2200	
xdemEmploy	Employ: Private Sector	652	30%
	Employ: Government	145	7%
	Employ: Self-Employed	214	10%
	Employ: Homemaker	169	8%
	Employ: Retired	483	22%
	Employ: Unemployed	233	11%
	Employ: Other	184	8%
	N	2080	
xdemMilHH1	Military HH: Yes	353	16%
	Military HH: No	1847	84%
	N	2200	
xnr1	RD/WT: Right Direction	820	37%
	RD/WT: Wrong Track	1380	63%
	N	2200	
Trump_Approve	Trump Job Approve	912	41%
	Trump Job Disapprove	1180	54%
	N	2092	
Trump_Approve2	Trump Job Strongly Approve	494	22%
	Trump Job Somewhat Approve	418	19%
	Trump Job Somewhat Disapprove	290	13%
	Trump Job Strongly Disapprove	890	40%
	N	2092	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Fav	Favorable of Trump	886	40%
	Unfavorable of Trump	1189	54%
	N	2076	
Trump_Fav_FULL	Very Favorable of Trump	511	23%
	Somewhat Favorable of Trump	375	17%
	Somewhat Unfavorable of Trump	218	10%
	Very Unfavorable of Trump	972	44%
	N	2076	
xnr3	#1 Issue: Economy	579	26%
	#1 Issue: Security	381	17%
	#1 Issue: Health Care	373	17%
	#1 Issue: Medicare / Social Security	354	16%
	#1 Issue: Women's Issues	108	5%
	#1 Issue: Education	124	6%
	#1 Issue: Energy	139	6%
	#1 Issue: Other	142	6%
N	2200		
xsubVote18O	2018 House Vote: Democrat	715	33%
	2018 House Vote: Republican	658	30%
	2018 House Vote: Someone else	87	4%
	N	1460	
xsubVote16O	2016 Vote: Hillary Clinton	690	31%
	2016 Vote: Donald Trump	636	29%
	2016 Vote: Other	169	8%
	2016 Vote: Didn't Vote	705	32%
	N	2200	
xsubVote14O	Voted in 2014: Yes	1296	59%
	Voted in 2014: No	904	41%
	N	2200	
xsubVote12O	2012 Vote: Barack Obama	838	38%
	2012 Vote: Mitt Romney	488	22%
	2012 Vote: Other	93	4%
	2012 Vote: Didn't Vote	777	35%
	N	2196	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
HRdem1_1	Watch TV: Every day	1045	48%
	Watch TV: Several times per week	550	25%
	Watch TV: About once per week	170	8%
	Watch TV: Several times per month	127	6%
	Watch TV: About once per month	55	2%
	Watch TV: Less often than once per month	84	4%
	Watch TV: Never	169	8%
	<i>N</i>	2200	
HRdem1_2	Watch Movies: Every day	383	17%
	Watch Movies: Several times per week	598	27%
	Watch Movies: About once per week	386	18%
	Watch Movies: Several times per month	255	12%
	Watch Movies: About once per month	189	9%
	Watch Movies: Less often than once per month	199	9%
	Watch Movies: Never	191	9%
	<i>N</i>	2200	
HRdem1_3	Watch Sporting Events: Every day	135	6%
	Watch Sporting Events: Several times per week	335	15%
	Watch Sporting Events: About once per week	334	15%
	Watch Sporting Events: Several times per month	197	9%
	Watch Sporting Events: About once per month	163	7%
	Watch Sporting Events: Less often than once per month	311	14%
	Watch Sporting Events: Never	723	33%
	<i>N</i>	2200	
HRdem2_1	Cable TV: Currently subscribe	941	43%
	Cable TV: Subscribed in past	830	38%
	Cable TV: Never subscribed	429	19%
	<i>N</i>	2200	
HRdem2_2	Satellite TV: Currently subscribe	472	21%
	Satellite TV: Subscribed in past	642	29%
	Satellite TV: Never subscribed	1086	49%
	<i>N</i>	2200	
HRdem2_3	Streaming Services: Currently subscribe	1384	63%
	Streaming Services: Subscribed in past	207	9%
	Streaming Services: Never subscribed	609	28%
	<i>N</i>	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
HRdem3_1	Film: An avid fan	757	34%
	Film: A casual fan	1179	54%
	Film: Not a fan	264	12%
	<i>N</i>	2200	
HRdem3_2	Television: An avid fan	1070	49%
	Television: A casual fan	988	45%
	Television: Not a fan	142	6%
	<i>N</i>	2200	
HRdem3_3	Music: An avid fan	1151	52%
	Music: A casual fan	921	42%
	Music: Not a fan	128	6%
	<i>N</i>	2200	
HRdem3_4	Fashion: An avid fan	294	13%
	Fashion: A casual fan	940	43%
	Fashion: Not a fan	966	44%
	<i>N</i>	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.

The logo consists of a stylized 'M' shape formed by two overlapping triangles, one pointing down and one pointing up, creating a central white space.

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