



National Tracking Poll #200320
March 05-07, 2020

Crosstabulation Results

Methodology:

This poll was conducted between March 5-March 7, 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, educational attainment, gender, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

Table Index

1	Table HR1: <i>How many streaming services, such as Netflix or HBO Now, do you currently subscribe to?</i>	4
2	Table HR2: <i>About how much do you currently pay per month for streaming services, such as Netflix or HBO Now?</i>	9
3	Table HR3: <i>If you had a choice, would you prefer to watch a movie that was just released at a movie theater or at home via a streaming service?</i>	14
4	Table HR4_1: <i>Do you agree or disagree with the following statements? I prefer to watch TV shows and movies that make me feel nostalgic.</i>	19
5	Table HR4_2: <i>Do you agree or disagree with the following statements? There are too many options when it comes to streaming services.</i>	24
6	Table HR4_3: <i>Do you agree or disagree with the following statements? I enjoy going seeing movies in movie theaters.</i>	29
7	Table HR5: <i>Have you subscribed to a TV or movie streaming service since January 1, 2020?</i>	34
8	Table HR6: <i>And was the coronavirus outbreak a major or minor reason you subscribed to a new TV or movie streaming service, or not a reason at all?</i>	39
9	Table HR7_1: <i>Are you more or less likely to do the following because of the coronavirus outbreak? Watch movies via a streaming service</i>	43
10	Table HR7_2: <i>Are you more or less likely to do the following because of the coronavirus outbreak? Watch TV shows via a streaming service</i>	48
11	Table HR7_3: <i>Are you more or less likely to do the following because of the coronavirus outbreak? Rent movies to watch at home</i>	53
12	Table HR7_4: <i>Are you more or less likely to do the following because of the coronavirus outbreak? Subscribe to a new TV or movie streaming service</i>	58
13	Table HR8: <i>As you may know, MGM, Eon and Universal postponing the premiere of No Time to Die, the next James Bond movie. The studios announced the decision after careful consideration and evaluation of the global movie theater marketplace. Many believe the decision was made because of the global outbreak of coronavirus. The film was originally scheduled to premiere in the U.S. on April 10th and is now scheduled to premiere on November 25, 2020. Do you support or oppose the decision to delay the premiere of No Time to Die?</i>	63
14	Table HR9_1: <i>And in light of the coronavirus, do you support or oppose the following? The U.S. government temporarily restricting public events, such as concerts and plays at entertainment venues</i>	68
15	Table HR9_2: <i>And in light of the coronavirus, do you support or oppose the following? The U.S. government temporarily shutting down movie theaters</i>	73

16	Table HR9_3: <i>And in light of the coronavirus, do you support or oppose the following? Movie studios postponing all upcoming movie premieres</i>	78
17	Table HR9_4: <i>And in light of the coronavirus, do you support or oppose the following? Concert venues postponing all upcoming music concerts</i>	83
18	Table HR9_5: <i>And in light of the coronavirus, do you support or oppose the following? All entertainment venues canceling upcoming events</i>	88
19	Table HR10_1: <i>To what extent are the following responsible for preventing the spread of coronavirus in the United States? Movie theater chains, such as AMC Theaters and Regal Cinemas</i>	93
20	Table HR10_2: <i>To what extent are the following responsible for preventing the spread of coronavirus in the United States? Concert venue operators</i>	98
21	Table HR10_3: <i>To what extent are the following responsible for preventing the spread of coronavirus in the United States? Entertainment industry executives</i>	103
22	Table HR10_4: <i>To what extent are the following responsible for preventing the spread of coronavirus in the United States? Music industry executives</i>	108
23	Table HR10_5: <i>To what extent are the following responsible for preventing the spread of coronavirus in the United States? Actors</i>	113
24	Table HR10_6: <i>To what extent are the following responsible for preventing the spread of coronavirus in the United States? Musicians</i>	118
25	Table HRdem1_1: <i>How often do you watch or stream the following? TV shows</i>	123
26	Table HRdem1_2: <i>How often do you watch or stream the following? Movies</i>	128
27	Table HRdem1_3: <i>How often do you watch or stream the following? Sporting events</i>	134
28	Table HRdem2_1: <i>Do you, or anyone in your household, subscribe to the following? Cable television</i>	140
29	Table HRdem2_2: <i>Do you, or anyone in your household, subscribe to the following? Satellite television</i>	145
30	Table HRdem2_3: <i>Do you, or anyone in your household, subscribe to the following? Streaming service(s)</i>	150
31	Table HRdem3_1: <i>In general, what kind of fan do you consider yourself of the following? Film</i>	155
32	Table HRdem3_2: <i>In general, what kind of fan do you consider yourself of the following? Television</i>	160
33	Table HRdem3_3: <i>In general, what kind of fan do you consider yourself of the following? Music</i>	165
34	Table HRdem3_4: <i>In general, what kind of fan do you consider yourself of the following? Fashion</i>	170
35	Summary Statistics of Survey Respondent Demographics	175

Crosstabulation Results by Respondent Demographics

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

Demographic	1 to 2	3 to 4	5 to 6	7 to 8	9 to 10	More than 10	Total N
Adults	56% (746)	34% (449)	7% (89)	1% (20)	1% (11)	1% (7)	1322
Gender: Male	62% (401)	29% (184)	6% (41)	1% (4)	1% (7)	1% (5)	644
Gender: Female	51% (345)	39% (265)	7% (47)	2% (15)	— (3)	— (2)	678
Age: 18-29	41% (136)	44% (147)	9% (31)	3% (10)	2% (6)	1% (3)	333
Age: 30-44	48% (186)	40% (155)	10% (38)	1% (3)	1% (5)	— (2)	388
Age: 45-54	62% (129)	31% (65)	4% (9)	3% (5)	— (0)	— (0)	208
Age: 55-64	75% (155)	20% (41)	4% (8)	— (0)	— (0)	1% (2)	206
Age: 65+	76% (142)	22% (41)	1% (3)	1% (1)	— (1)	— (0)	187
Generation Z: 18-22	40% (66)	46% (76)	9% (15)	3% (6)	1% (1)	— (0)	163
Millennial: Age 23-38	43% (173)	40% (162)	12% (46)	2% (7)	2% (8)	1% (4)	402
Generation X: Age 39-54	58% (211)	35% (129)	5% (16)	1% (5)	— (2)	— (1)	363
Boomers: Age 55-73	76% (266)	20% (71)	3% (9)	— (0)	— (0)	1% (2)	349
PID: Dem (no lean)	49% (250)	38% (192)	8% (39)	3% (14)	2% (8)	1% (3)	507
PID: Ind (no lean)	60% (243)	33% (135)	6% (23)	— (1)	— (0)	— (2)	405
PID: Rep (no lean)	62% (253)	30% (122)	6% (26)	1% (4)	1% (3)	— (2)	409
PID/Gender: Dem Men	58% (134)	31% (72)	6% (15)	2% (4)	2% (5)	1% (3)	233
PID/Gender: Dem Women	42% (116)	44% (119)	9% (25)	4% (10)	1% (3)	— (0)	274
PID/Gender: Ind Men	66% (136)	28% (58)	6% (12)	— (0)	— (0)	1% (2)	207
PID/Gender: Ind Women	54% (107)	39% (78)	6% (12)	1% (1)	— (0)	— (0)	198
PID/Gender: Rep Men	65% (131)	27% (54)	7% (15)	— (0)	1% (3)	— (0)	204
PID/Gender: Rep Women	59% (121)	33% (68)	5% (11)	2% (4)	— (0)	1% (2)	206
Ideo: Liberal (1-3)	49% (211)	38% (165)	11% (45)	1% (3)	1% (5)	— (2)	431
Ideo: Moderate (4)	57% (191)	31% (104)	6% (20)	3% (11)	1% (4)	1% (4)	332
Ideo: Conservative (5-7)	64% (275)	31% (134)	4% (17)	1% (5)	— (0)	— (0)	432
Educ: < College	58% (499)	33% (286)	6% (52)	2% (15)	— (3)	1% (6)	861
Educ: Bachelors degree	51% (145)	39% (110)	8% (23)	1% (3)	1% (4)	— (0)	285
Educ: Post-grad	58% (102)	30% (53)	8% (14)	1% (2)	2% (4)	1% (1)	176
Income: Under 50k	59% (390)	33% (213)	5% (32)	2% (12)	1% (3)	1% (5)	656
Income: 50k-100k	54% (250)	35% (160)	8% (39)	1% (5)	1% (7)	— (1)	461
Income: 100k+	52% (106)	37% (76)	9% (18)	1% (2)	— (1)	— (1)	204

Continued on next page

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

Demographic	1 to 2	3 to 4	5 to 6	7 to 8	9 to 10	More than 10	Total N
Adults	56% (746)	34% (449)	7% (89)	1% (20)	1% (11)	1% (7)	1322
Ethnicity: White	58% (595)	34% (352)	6% (65)	— (5)	1% (6)	— (3)	1026
Ethnicity: Hispanic	54% (132)	31% (75)	10% (24)	3% (8)	2% (5)	— (0)	244
Ethnicity: Afr. Am.	46% (80)	32% (57)	10% (17)	8% (14)	1% (3)	2% (4)	175
Ethnicity: Other	59% (72)	33% (40)	6% (7)	— (0)	2% (2)	— (0)	121
All Christian	61% (334)	30% (166)	8% (42)	— (1)	1% (3)	— (2)	549
All Non-Christian	66% (34)	24% (12)	9% (5)	— (0)	1% (0)	— (0)	52
Atheist	48% (43)	40% (36)	9% (8)	— (0)	3% (3)	— (0)	90
Agnostic/Nothing in particular	53% (334)	37% (235)	5% (34)	3% (18)	1% (4)	1% (5)	631
Religious Non-Protestant/Catholic	63% (44)	26% (18)	10% (7)	1% (1)	1% (0)	— (0)	70
Evangelical	58% (173)	31% (93)	7% (21)	3% (8)	1% (2)	1% (3)	299
Non-Evangelical	58% (258)	35% (157)	7% (30)	— (1)	— (1)	— (1)	447
Community: Urban	55% (177)	30% (94)	8% (27)	2% (8)	2% (7)	2% (6)	319
Community: Suburban	56% (364)	35% (227)	7% (47)	1% (6)	— (3)	— (1)	646
Community: Rural	58% (205)	36% (128)	4% (15)	2% (6)	— (1)	— (1)	356
Employ: Private Sector	51% (246)	38% (183)	9% (44)	1% (6)	1% (6)	— (2)	486
Employ: Government	54% (40)	30% (22)	12% (9)	2% (1)	2% (1)	— (0)	74
Employ: Self-Employed	61% (60)	32% (32)	6% (6)	1% (1)	— (0)	— (0)	98
Employ: Homemaker	54% (57)	43% (46)	3% (3)	— (0)	— (0)	— (0)	107
Employ: Retired	79% (189)	17% (41)	3% (8)	— (1)	— (1)	— (0)	240
Employ: Unemployed	61% (62)	29% (29)	4% (4)	2% (2)	— (0)	5% (5)	103
Employ: Other	51% (50)	38% (37)	5% (5)	2% (2)	3% (3)	1% (1)	97
Military HH: Yes	52% (119)	32% (73)	13% (31)	— (0)	2% (6)	— (1)	229
Military HH: No	57% (627)	34% (377)	5% (58)	2% (19)	— (5)	1% (7)	1092
RD/WT: Right Direction	59% (297)	31% (154)	6% (33)	1% (6)	2% (8)	1% (3)	501
RD/WT: Wrong Track	55% (449)	36% (295)	7% (56)	2% (14)	— (2)	1% (4)	820
Trump Job Approve	60% (306)	32% (163)	6% (28)	1% (5)	1% (6)	1% (3)	512
Trump Job Disapprove	54% (414)	35% (271)	8% (61)	2% (14)	1% (5)	1% (4)	768
Trump Job Strongly Approve	62% (175)	29% (81)	6% (17)	1% (2)	1% (4)	1% (2)	281
Trump Job Somewhat Approve	57% (131)	35% (82)	5% (12)	1% (3)	1% (3)	— (1)	231
Trump Job Somewhat Disapprove	59% (98)	32% (53)	7% (12)	— (1)	1% (1)	— (0)	165
Trump Job Strongly Disapprove	52% (316)	36% (217)	8% (49)	2% (14)	1% (3)	1% (4)	603

Continued on next page

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

Demographic	1 to 2	3 to 4	5 to 6	7 to 8	9 to 10	More than 10	Total N
Adults	56% (746)	34% (449)	7% (89)	1% (20)	1% (11)	1% (7)	1322
Favorable of Trump	59% (297)	32% (161)	6% (29)	1% (7)	1% (4)	1% (3)	500
Unfavorable of Trump	54% (415)	35% (269)	7% (56)	2% (13)	1% (7)	1% (4)	764
Very Favorable of Trump	61% (181)	30% (90)	6% (19)	1% (2)	1% (4)	1% (2)	299
Somewhat Favorable of Trump	58% (116)	35% (71)	5% (10)	2% (4)	— (0)	— (1)	201
Somewhat Unfavorable of Trump	56% (70)	35% (44)	5% (6)	— (1)	3% (4)	— (0)	125
Very Unfavorable of Trump	54% (345)	35% (225)	8% (49)	2% (12)	1% (3)	1% (4)	638
#1 Issue: Economy	58% (214)	34% (124)	6% (20)	1% (3)	1% (3)	— (1)	366
#1 Issue: Security	60% (144)	29% (69)	6% (14)	1% (2)	2% (5)	2% (4)	238
#1 Issue: Health Care	56% (146)	37% (97)	6% (15)	1% (3)	— (0)	— (0)	261
#1 Issue: Medicare / Social Security	67% (105)	24% (38)	7% (10)	1% (1)	1% (1)	1% (1)	157
#1 Issue: Women's Issues	37% (30)	44% (36)	12% (10)	7% (6)	1% (1)	— (0)	82
#1 Issue: Education	41% (32)	42% (33)	17% (14)	— (0)	— (0)	— (0)	79
#1 Issue: Energy	48% (34)	44% (30)	5% (3)	3% (2)	— (0)	— (0)	70
#1 Issue: Other	60% (41)	31% (21)	5% (3)	3% (2)	— (0)	— (0)	68
2018 House Vote: Democrat	52% (254)	36% (173)	8% (40)	2% (10)	1% (7)	1% (4)	488
2018 House Vote: Republican	63% (228)	29% (104)	6% (22)	1% (3)	1% (3)	— (1)	360
2016 Vote: Hillary Clinton	51% (228)	37% (163)	8% (37)	2% (10)	1% (3)	1% (3)	444
2016 Vote: Donald Trump	65% (245)	27% (104)	5% (19)	1% (3)	2% (8)	— (1)	380
2016 Vote: Other	57% (57)	38% (38)	3% (3)	— (0)	— (0)	1% (1)	98
2016 Vote: Didn't Vote	54% (216)	36% (145)	7% (29)	2% (7)	— (0)	— (1)	399
Voted in 2014: Yes	59% (451)	31% (240)	6% (49)	1% (11)	1% (10)	1% (5)	766
Voted in 2014: No	53% (295)	38% (209)	7% (40)	2% (9)	— (0)	— (2)	555
2012 Vote: Barack Obama	55% (279)	33% (170)	8% (40)	2% (10)	1% (7)	1% (5)	512
2012 Vote: Mitt Romney	64% (174)	29% (80)	5% (14)	— (1)	1% (3)	— (1)	272
2012 Vote: Other	71% (36)	28% (15)	1% (1)	— (0)	— (0)	— (0)	52
2012 Vote: Didn't Vote	53% (256)	38% (185)	7% (34)	2% (9)	— (0)	— (1)	486
4-Region: Northeast	57% (134)	32% (75)	10% (23)	1% (3)	— (1)	— (0)	237
4-Region: Midwest	60% (164)	34% (93)	5% (13)	— (1)	— (0)	1% (4)	275
4-Region: South	53% (262)	36% (178)	7% (33)	2% (11)	1% (7)	— (2)	494
4-Region: West	59% (186)	33% (103)	6% (19)	1% (4)	1% (2)	— (1)	316

Continued on next page

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

Demographic	1 to 2	3 to 4	5 to 6	7 to 8	9 to 10	More than 10	Total N
Adults	56% (746)	34% (449)	7% (89)	1% (20)	1% (11)	1% (7)	1322
Watch TV: Every day	51% (341)	37% (250)	7% (45)	3% (17)	1% (10)	1% (6)	669
Watch TV: Several times per week	56% (197)	33% (116)	9% (33)	— (0)	— (1)	— (1)	348
Watch TV: About once per week	60% (68)	33% (38)	5% (6)	2% (2)	— (0)	— (0)	113
Watch TV: Several times per month	60% (44)	35% (25)	6% (4)	— (0)	— (0)	— (0)	73
Watch Movies: Every day	44% (106)	33% (80)	11% (26)	6% (15)	4% (9)	2% (6)	240
Watch Movies: Several times per week	54% (212)	35% (138)	11% (42)	— (0)	— (0)	— (1)	393
Watch Movies: About once per week	57% (151)	39% (102)	2% (6)	1% (4)	— (0)	— (0)	263
Watch Movies: Several times per month	55% (93)	39% (66)	4% (7)	— (1)	1% (2)	— (0)	169
Watch Movies: About once per month	66% (86)	31% (40)	3% (3)	— (0)	— (0)	— (0)	130
Watch Movies: Less often than once per month	78% (75)	18% (17)	4% (3)	— (0)	— (0)	— (0)	95
Watch Sporting Events: Every day	44% (36)	29% (24)	8% (7)	7% (5)	7% (6)	5% (4)	82
Watch Sporting Events: Several times per week	59% (109)	26% (49)	12% (22)	1% (1)	2% (3)	— (1)	185
Watch Sporting Events: About once per week	57% (106)	34% (63)	6% (12)	3% (5)	— (0)	— (1)	187
Watch Sporting Events: Several times per month	48% (54)	45% (51)	8% (9)	— (0)	— (0)	— (0)	113
Watch Sporting Events: About once per month	60% (66)	33% (36)	7% (8)	1% (1)	— (0)	— (0)	111
Watch Sporting Events: Less often than once per month	57% (124)	38% (83)	4% (9)	— (0)	— (0)	1% (1)	218
Watch Sporting Events: Never	59% (251)	34% (143)	5% (23)	2% (7)	— (2)	— (0)	425
Cable TV: Currently subscribe	57% (303)	31% (164)	9% (47)	2% (9)	1% (8)	1% (5)	535
Cable TV: Subscribed in past	54% (291)	37% (197)	6% (34)	2% (10)	— (1)	— (2)	536
Cable TV: Never subscribed	61% (152)	35% (88)	3% (8)	— (0)	1% (3)	— (0)	251
Satellite TV: Currently subscribe	64% (177)	24% (66)	9% (24)	2% (6)	1% (3)	— (1)	277
Satellite TV: Subscribed in past	50% (207)	39% (161)	8% (31)	2% (10)	1% (4)	1% (3)	416
Satellite TV: Never subscribed	58% (362)	35% (222)	5% (33)	1% (4)	1% (4)	1% (3)	629
Streaming Services: Currently subscribe	56% (746)	34% (449)	7% (89)	1% (20)	1% (11)	1% (7)	1322
Film: An avid fan	50% (237)	34% (162)	11% (54)	2% (9)	2% (9)	1% (5)	475
Film: A casual fan	58% (435)	36% (272)	4% (33)	1% (11)	— (2)	— (2)	755
Film: Not a fan	81% (74)	16% (15)	3% (3)	— (0)	— (0)	— (0)	91
Television: An avid fan	51% (302)	35% (209)	9% (55)	2% (14)	2% (10)	1% (6)	596
Television: A casual fan	59% (388)	35% (229)	5% (31)	1% (6)	— (1)	— (1)	655
Television: Not a fan	80% (56)	16% (11)	4% (3)	— (0)	— (0)	— (0)	70

Continued on next page

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

Demographic	1 to 2	3 to 4	5 to 6	7 to 8	9 to 10	More than 10	Total N
Adults	56% (746)	34% (449)	7% (89)	1% (20)	1% (11)	1% (7)	1322
Music: An avid fan	51% (376)	36% (267)	9% (67)	3% (19)	1% (6)	1% (6)	741
Music: A casual fan	62% (330)	32% (170)	4% (22)	— (1)	1% (5)	— (1)	529
Music: Not a fan	76% (40)	23% (12)	— (0)	— (0)	1% (0)	— (0)	52
Fashion: An avid fan	40% (73)	37% (67)	13% (24)	5% (9)	3% (6)	2% (4)	183
Fashion: A casual fan	53% (297)	36% (201)	8% (42)	2% (10)	1% (4)	1% (3)	557
Fashion: Not a fan	65% (376)	31% (181)	4% (23)	— (1)	— (1)	— (0)	582

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

Table HR2: About how much do you currently pay per month for streaming services, such as Netflix or HBO Now?

Demographic	Less than					More than	Don't know /	Total
	\$10	\$10 to \$20	\$21 to \$30	\$31 to \$40	\$41 to \$50	\$50	No opinion	
Adults	18% (233)	37% (488)	16% (211)	9% (117)	5% (67)	6% (83)	9% (123)	132
Gender: Male	18% (115)	38% (244)	15% (99)	10% (66)	5% (31)	7% (43)	7% (46)	64
Gender: Female	17% (118)	36% (245)	17% (112)	7% (51)	5% (36)	6% (40)	11% (77)	67
Age: 18-29	13% (44)	37% (125)	18% (60)	10% (32)	6% (19)	5% (15)	12% (39)	33
Age: 30-44	15% (59)	36% (140)	16% (64)	11% (42)	8% (30)	8% (33)	5% (20)	38
Age: 45-54	20% (41)	32% (67)	18% (38)	11% (23)	4% (8)	6% (13)	8% (17)	20
Age: 55-64	24% (50)	39% (80)	12% (25)	4% (9)	4% (8)	5% (10)	12% (24)	20
Age: 65+	21% (40)	41% (76)	13% (24)	6% (11)	1% (2)	7% (12)	12% (22)	18
Generation Z: 18-22	17% (27)	33% (53)	18% (29)	8% (13)	5% (8)	2% (3)	18% (30)	10
Millennial: Age 23-38	12% (48)	39% (156)	17% (69)	11% (44)	8% (32)	7% (29)	6% (23)	40
Generation X: Age 39-54	19% (68)	34% (123)	17% (64)	11% (41)	5% (17)	8% (29)	6% (23)	36
Boomers: Age 55-73	23% (81)	39% (136)	13% (45)	5% (17)	3% (10)	6% (20)	12% (40)	34
PID: Dem (no lean)	14% (70)	36% (183)	21% (108)	7% (37)	7% (34)	5% (27)	9% (48)	50
PID: Ind (no lean)	18% (73)	40% (163)	9% (38)	9% (35)	5% (19)	6% (26)	13% (52)	40
PID: Rep (no lean)	22% (91)	35% (142)	16% (65)	11% (46)	3% (13)	7% (30)	6% (23)	40
PID/Gender: Dem Men	15% (36)	35% (82)	21% (48)	8% (20)	6% (14)	6% (14)	8% (20)	23
PID/Gender: Dem Women	13% (34)	37% (102)	22% (59)	6% (17)	7% (20)	5% (14)	10% (28)	27
PID/Gender: Ind Men	18% (36)	43% (88)	8% (17)	12% (24)	5% (10)	7% (14)	8% (17)	20
PID/Gender: Ind Women	18% (36)	38% (74)	10% (20)	6% (11)	5% (9)	6% (12)	18% (35)	19
PID/Gender: Rep Men	21% (43)	36% (74)	16% (33)	11% (23)	3% (7)	7% (15)	5% (9)	20
PID/Gender: Rep Women	23% (48)	33% (69)	16% (32)	11% (23)	3% (6)	7% (15)	6% (13)	20
Ideo: Liberal (1-3)	11% (46)	38% (166)	21% (90)	10% (44)	5% (23)	6% (27)	8% (36)	44
Ideo: Moderate (4)	18% (59)	37% (123)	12% (41)	9% (30)	8% (28)	5% (18)	10% (34)	33
Ideo: Conservative (5-7)	23% (101)	36% (153)	16% (68)	8% (33)	4% (15)	8% (32)	7% (28)	43
Educ: < College	20% (169)	37% (321)	14% (124)	8% (72)	5% (39)	6% (52)	10% (85)	88
Educ: Bachelors degree	13% (37)	34% (98)	23% (64)	10% (28)	6% (17)	6% (16)	9% (25)	28
Educ: Post-grad	16% (28)	40% (70)	13% (23)	10% (17)	6% (10)	9% (15)	7% (12)	17
Income: Under 50k	18% (119)	38% (249)	17% (114)	8% (50)	6% (37)	5% (31)	9% (57)	65
Income: 50k-100k	19% (86)	36% (168)	14% (66)	11% (49)	4% (19)	7% (33)	9% (40)	44
Income: 100k+	14% (29)	35% (71)	15% (30)	9% (18)	5% (11)	9% (19)	13% (26)	20
Ethnicity: White	17% (171)	37% (382)	17% (178)	10% (99)	4% (37)	6% (65)	9% (93)	102
Ethnicity: Hispanic	13% (32)	37% (91)	16% (38)	10% (26)	8% (19)	9% (21)	7% (18)	24

Continued on next page

Table HR2: About how much do you currently pay per month for streaming services, such as Netflix or HBO Now?

Demographic	Less than \$10	\$10 to \$20	\$21 to \$30	\$31 to \$40	\$41 to \$50	More than \$50	Don't know / No opinion	Total
Adults	18% (233)	37% (488)	16% (211)	9% (117)	5% (67)	6% (83)	9% (123)	132
Ethnicity: Afr. Am.	18% (31)	38% (66)	11% (20)	6% (11)	12% (22)	4% (7)	11% (19)	17
Ethnicity: Other	26% (31)	33% (40)	10% (12)	6% (8)	6% (8)	9% (11)	9% (11)	1
All Christian	16% (90)	39% (217)	18% (101)	9% (51)	4% (25)	6% (36)	6% (30)	54
All Non-Christian	13% (7)	36% (18)	17% (9)	13% (7)	3% (2)	6% (3)	12% (6)	5
Atheist	10% (9)	38% (34)	25% (23)	9% (8)	2% (2)	6% (5)	10% (9)	9
Agnostic/Nothing in particular	20% (128)	35% (219)	12% (79)	8% (51)	6% (38)	6% (39)	12% (77)	6
Religious Non-Protestant/Catholic	11% (8)	32% (22)	31% (22)	10% (7)	2% (2)	5% (3)	9% (6)	7
Evangelical	19% (57)	36% (109)	15% (44)	10% (30)	6% (17)	7% (20)	7% (22)	29
Non-Evangelical	18% (78)	42% (186)	16% (71)	8% (38)	3% (15)	6% (27)	7% (32)	44
Community: Urban	18% (57)	35% (111)	15% (47)	11% (34)	7% (22)	7% (21)	9% (28)	3
Community: Suburban	15% (100)	39% (255)	17% (107)	8% (49)	4% (24)	7% (44)	10% (68)	64
Community: Rural	22% (77)	34% (123)	16% (57)	10% (34)	6% (21)	5% (18)	8% (27)	35
Employ: Private Sector	16% (78)	39% (192)	17% (80)	10% (48)	6% (31)	7% (35)	4% (22)	48
Employ: Government	12% (9)	32% (24)	24% (18)	14% (10)	6% (5)	8% (6)	4% (3)	7
Employ: Self-Employed	21% (21)	34% (33)	15% (15)	11% (11)	3% (3)	9% (9)	6% (6)	9
Employ: Homemaker	13% (14)	36% (38)	21% (22)	10% (11)	2% (2)	4% (4)	14% (15)	10
Employ: Retired	25% (60)	35% (84)	14% (35)	5% (11)	1% (4)	6% (14)	13% (32)	24
Employ: Unemployed	20% (21)	42% (43)	12% (12)	4% (4)	8% (8)	4% (4)	10% (10)	10
Employ: Other	15% (14)	39% (38)	9% (8)	7% (7)	5% (5)	8% (7)	18% (18)	9
Military HH: Yes	14% (31)	38% (88)	17% (39)	11% (25)	5% (11)	8% (19)	7% (16)	22
Military HH: No	19% (202)	37% (401)	16% (172)	8% (92)	5% (55)	6% (64)	10% (106)	109
RD/WT: Right Direction	21% (108)	36% (181)	15% (76)	10% (49)	5% (23)	8% (39)	5% (26)	5
RD/WT: Wrong Track	15% (126)	37% (308)	16% (135)	8% (68)	5% (43)	5% (44)	12% (97)	82
Trump Job Approve	22% (111)	36% (185)	14% (74)	9% (46)	4% (23)	8% (41)	6% (33)	5
Trump Job Disapprove	15% (118)	37% (287)	17% (132)	9% (69)	6% (44)	5% (39)	10% (80)	76
Trump Job Strongly Approve	23% (64)	32% (90)	16% (45)	11% (30)	4% (12)	9% (26)	5% (13)	2
Trump Job Somewhat Approve	20% (47)	41% (94)	12% (28)	7% (16)	4% (10)	7% (15)	9% (20)	2
Trump Job Somewhat Disapprove	10% (16)	45% (74)	18% (30)	12% (20)	3% (5)	4% (7)	8% (13)	16
Trump Job Strongly Disapprove	17% (102)	35% (213)	17% (101)	8% (49)	6% (39)	5% (32)	11% (67)	66
Favorable of Trump	22% (108)	37% (183)	15% (73)	9% (45)	4% (22)	9% (43)	6% (28)	50
Unfavorable of Trump	15% (117)	38% (290)	17% (127)	9% (66)	6% (43)	5% (38)	11% (81)	76

Continued on next page

Table HR2: About how much do you currently pay per month for streaming services, such as Netflix or HBO Now?

Demographic	Less than \$10	\$10 to \$20	\$21 to \$30	\$31 to \$40	\$41 to \$50	More than \$50	Don't know / No opinion	Total
Adults	18% (233)	37% (488)	16% (211)	9% (117)	5% (67)	6% (83)	9% (123)	132
Very Favorable of Trump	22% (65)	34% (103)	15% (45)	10% (29)	5% (14)	9% (26)	6% (17)	29
Somewhat Favorable of Trump	21% (43)	40% (80)	14% (28)	8% (16)	4% (7)	8% (16)	5% (11)	21
Somewhat Unfavorable of Trump	15% (19)	44% (55)	17% (21)	11% (14)	2% (3)	5% (7)	6% (7)	12
Very Unfavorable of Trump	15% (98)	37% (236)	17% (107)	8% (52)	6% (41)	5% (31)	12% (74)	63
#1 Issue: Economy	15% (55)	42% (154)	15% (56)	12% (42)	5% (18)	5% (19)	6% (21)	36
#1 Issue: Security	21% (50)	38% (90)	12% (30)	10% (23)	7% (16)	9% (22)	4% (9)	23
#1 Issue: Health Care	13% (34)	39% (102)	17% (44)	8% (20)	6% (17)	5% (14)	11% (29)	21
#1 Issue: Medicare / Social Security	27% (42)	33% (52)	13% (21)	3% (5)	3% (5)	7% (11)	14% (22)	15
#1 Issue: Women's Issues	18% (15)	26% (21)	14% (12)	13% (11)	8% (6)	4% (3)	17% (14)	8
#1 Issue: Education	17% (13)	37% (29)	23% (18)	9% (7)	4% (3)	5% (4)	5% (4)	7
#1 Issue: Energy	15% (11)	27% (19)	24% (17)	2% (2)	1% (1)	8% (6)	22% (15)	7
#1 Issue: Other	21% (14)	29% (20)	19% (13)	10% (7)	1% (1)	7% (5)	13% (9)	6
2018 House Vote: Democrat	13% (63)	39% (188)	19% (94)	9% (42)	6% (28)	6% (30)	9% (43)	48
2018 House Vote: Republican	22% (81)	36% (128)	16% (56)	8% (30)	4% (15)	8% (30)	6% (20)	36
2016 Vote: Hillary Clinton	14% (61)	35% (157)	19% (86)	8% (35)	7% (31)	7% (33)	9% (41)	44
2016 Vote: Donald Trump	21% (81)	39% (148)	14% (52)	10% (39)	4% (16)	7% (26)	5% (18)	38
2016 Vote: Other	10% (10)	46% (45)	15% (15)	11% (11)	3% (3)	4% (4)	11% (11)	9
2016 Vote: Didn't Vote	20% (81)	35% (138)	15% (58)	8% (32)	4% (16)	5% (20)	13% (53)	39
Voted in 2014: Yes	17% (131)	37% (287)	17% (128)	8% (63)	5% (40)	7% (56)	8% (61)	76
Voted in 2014: No	18% (103)	36% (201)	15% (82)	10% (54)	5% (27)	5% (27)	11% (62)	55
2012 Vote: Barack Obama	14% (74)	37% (187)	18% (91)	8% (42)	7% (35)	8% (39)	8% (43)	51
2012 Vote: Mitt Romney	21% (58)	39% (107)	15% (41)	11% (31)	3% (8)	5% (14)	5% (13)	27
2012 Vote: Other	16% (8)	42% (21)	12% (6)	5% (2)	6% (3)	8% (4)	12% (6)	5
2012 Vote: Didn't Vote	19% (93)	36% (173)	15% (73)	9% (41)	4% (20)	5% (26)	12% (61)	48
4-Region: Northeast	17% (40)	35% (83)	18% (42)	10% (23)	5% (11)	7% (16)	9% (21)	23
4-Region: Midwest	17% (46)	38% (105)	15% (41)	9% (25)	3% (7)	7% (21)	11% (30)	27
4-Region: South	18% (87)	37% (184)	16% (78)	8% (39)	7% (32)	5% (25)	10% (49)	49
4-Region: West	19% (60)	37% (116)	16% (50)	9% (30)	5% (16)	7% (21)	7% (23)	31

Continued on next page

Table HR2: About how much do you currently pay per month for streaming services, such as Netflix or HBO Now?

Demographic	Less than					More than		Don't know / No opinion	Total
	\$10	\$10 to \$20	\$21 to \$30	\$31 to \$40	\$41 to \$50	\$50			
Adults	18% (233)	37% (488)	16% (211)	9% (117)	5% (67)	6% (83)	9% (123)	132	
Watch TV: Every day	16% (108)	36% (238)	16% (110)	10% (65)	6% (43)	9% (58)	7% (48)	66	
Watch TV: Several times per week	16% (57)	40% (140)	16% (56)	9% (31)	5% (17)	5% (17)	9% (31)	34	
Watch TV: About once per week	18% (21)	35% (40)	17% (19)	9% (10)	4% (5)	4% (5)	12% (14)	1	
Watch TV: Several times per month	26% (19)	46% (34)	9% (7)	6% (4)	2% (1)	1% (1)	10% (7)	7	
Watch Movies: Every day	13% (31)	36% (87)	16% (37)	13% (30)	9% (22)	9% (21)	4% (11)	24	
Watch Movies: Several times per week	18% (71)	37% (146)	15% (60)	11% (42)	5% (20)	7% (28)	7% (27)	39	
Watch Movies: About once per week	16% (43)	37% (96)	21% (54)	8% (22)	5% (12)	4% (9)	10% (26)	26	
Watch Movies: Several times per month	17% (29)	40% (68)	14% (23)	9% (15)	3% (5)	7% (12)	10% (17)	16	
Watch Movies: About once per month	19% (24)	38% (50)	19% (25)	5% (7)	4% (5)	5% (6)	11% (14)	13	
Watch Movies: Less often than once per month	27% (26)	40% (38)	10% (9)	— (0)	3% (3)	4% (4)	16% (15)	9	
Watch Sporting Events: Every day	6% (5)	38% (31)	15% (12)	3% (3)	19% (16)	13% (11)	5% (4)	8	
Watch Sporting Events: Several times per week	17% (32)	35% (65)	17% (31)	12% (23)	3% (6)	7% (12)	8% (15)	18	
Watch Sporting Events: About once per week	19% (36)	40% (74)	13% (25)	8% (16)	6% (11)	9% (16)	5% (9)	18	
Watch Sporting Events: Several times per month	18% (20)	34% (38)	18% (20)	12% (14)	3% (3)	6% (6)	10% (11)	1	
Watch Sporting Events: About once per month	9% (10)	38% (42)	21% (23)	11% (12)	5% (5)	7% (8)	10% (11)	1	
Watch Sporting Events: Less often than once per month	19% (42)	37% (81)	16% (34)	9% (20)	5% (10)	4% (8)	11% (23)	2	
Watch Sporting Events: Never	21% (89)	37% (156)	15% (66)	7% (31)	3% (15)	5% (21)	11% (48)	42	
Cable TV: Currently subscribe	16% (84)	38% (206)	16% (84)	9% (46)	5% (29)	7% (36)	10% (51)	53	
Cable TV: Subscribed in past	18% (96)	33% (176)	17% (94)	10% (54)	6% (32)	7% (36)	9% (48)	53	
Cable TV: Never subscribed	21% (53)	43% (107)	13% (33)	7% (17)	2% (6)	4% (11)	9% (23)	2	
Satellite TV: Currently subscribe	19% (54)	34% (94)	14% (40)	5% (13)	6% (17)	7% (20)	14% (40)	27	
Satellite TV: Subscribed in past	15% (64)	36% (151)	18% (74)	10% (41)	7% (29)	6% (25)	8% (33)	4	
Satellite TV: Never subscribed	18% (115)	39% (244)	15% (97)	10% (64)	3% (21)	6% (38)	8% (50)	62	
Streaming Services: Currently subscribe	18% (233)	37% (488)	16% (211)	9% (117)	5% (67)	6% (83)	9% (123)	132	
Film: An avid fan	17% (80)	38% (183)	15% (72)	10% (49)	6% (30)	7% (34)	6% (27)	47	
Film: A casual fan	16% (124)	36% (274)	18% (132)	9% (65)	5% (34)	6% (43)	11% (81)	75	
Film: Not a fan	32% (29)	34% (31)	7% (6)	3% (2)	2% (2)	7% (6)	16% (15)	9	
Television: An avid fan	16% (93)	36% (215)	16% (97)	9% (54)	7% (42)	9% (51)	7% (44)	59	
Television: A casual fan	18% (120)	38% (248)	16% (106)	9% (56)	3% (23)	5% (32)	11% (70)	63	
Television: Not a fan	29% (20)	36% (25)	11% (8)	10% (7)	2% (2)	1% (1)	11% (8)	7	

Continued on next page

Table HR2: About how much do you currently pay per month for streaming services, such as Netflix or HBO Now?

Demographic	Less than \$10	\$10 to \$20	\$21 to \$30	\$31 to \$40	\$41 to \$50	More than \$50	Don't know / No opinion	Total
Adults	18% (233)	37% (488)	16% (211)	9% (117)	5% (67)	6% (83)	9% (123)	132
Music: An avid fan	17% (128)	37% (273)	16% (118)	10% (72)	5% (40)	6% (46)	9% (65)	7
Music: A casual fan	18% (94)	37% (197)	17% (88)	8% (40)	5% (26)	6% (34)	9% (49)	52
Music: Not a fan	22% (11)	35% (18)	9% (5)	10% (5)	1% (0)	6% (3)	18% (9)	5
Fashion: An avid fan	17% (31)	29% (54)	13% (23)	10% (18)	10% (19)	10% (17)	11% (20)	18
Fashion: A casual fan	17% (94)	35% (196)	15% (86)	10% (56)	6% (35)	6% (31)	10% (58)	55
Fashion: Not a fan	19% (108)	41% (238)	17% (101)	7% (43)	2% (12)	6% (34)	8% (45)	58

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

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

Demographic	Strongly prefer watching it at a theater	Somewhat prefer watching it at a theater	Somewhat prefer watching it at home via a streaming service	Strongly prefer watching it at home via a streaming service	Don't know / No opinion	Total N
Adults	18% (394)	19% (426)	23% (501)	27% (589)	13% (290)	2200
Gender: Male	21% (218)	21% (224)	21% (224)	24% (259)	13% (136)	1062
Gender: Female	15% (176)	18% (201)	24% (277)	29% (330)	13% (153)	1138
Age: 18-29	16% (77)	26% (123)	22% (105)	24% (115)	11% (51)	472
Age: 30-44	18% (96)	17% (90)	25% (134)	33% (176)	8% (45)	541
Age: 45-54	19% (66)	17% (58)	24% (82)	27% (94)	13% (46)	346
Age: 55-64	18% (72)	19% (78)	23% (95)	27% (107)	13% (53)	405
Age: 65+	19% (82)	18% (77)	20% (85)	22% (97)	22% (95)	436
Generation Z: 18-22	15% (35)	34% (78)	26% (59)	17% (39)	9% (20)	231
Millennial: Age 23-38	18% (101)	17% (94)	22% (124)	31% (176)	12% (67)	561
Generation X: Age 39-54	18% (103)	17% (99)	24% (138)	30% (171)	10% (55)	567
Boomers: Age 55-73	18% (129)	19% (135)	23% (161)	24% (172)	17% (118)	715
PID: Dem (no lean)	21% (159)	20% (148)	25% (188)	27% (208)	7% (56)	759
PID: Ind (no lean)	16% (113)	21% (151)	22% (159)	24% (175)	17% (123)	721
PID: Rep (no lean)	17% (122)	18% (126)	21% (154)	29% (206)	15% (111)	720
PID/Gender: Dem Men	24% (78)	22% (73)	21% (70)	25% (83)	8% (28)	331
PID/Gender: Dem Women	19% (81)	18% (75)	28% (118)	29% (125)	7% (28)	428
PID/Gender: Ind Men	17% (65)	24% (87)	19% (72)	24% (90)	15% (56)	370
PID/Gender: Ind Women	14% (48)	18% (64)	25% (87)	24% (85)	19% (66)	350
PID/Gender: Rep Men	21% (75)	18% (64)	23% (83)	24% (86)	15% (52)	360
PID/Gender: Rep Women	13% (47)	17% (62)	20% (72)	33% (120)	16% (59)	360
Ideo: Liberal (1-3)	17% (108)	24% (152)	24% (147)	28% (174)	7% (41)	622
Ideo: Moderate (4)	20% (109)	19% (102)	21% (114)	29% (156)	11% (62)	543
Ideo: Conservative (5-7)	19% (141)	18% (137)	23% (171)	26% (190)	14% (105)	744
Educ: < College	18% (266)	16% (240)	23% (348)	29% (437)	15% (222)	1512
Educ: Bachelors degree	17% (74)	28% (125)	22% (99)	22% (99)	11% (48)	444
Educ: Post-grad	22% (55)	25% (61)	22% (55)	22% (54)	8% (20)	244

Continued on next page

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

Demographic	Strongly prefer watching it at a theater	Somewhat prefer watching it at a theater	Somewhat prefer watching it at home via a streaming service	Strongly prefer watching it at home via a streaming service	Don't know / No opinion	Total N
Adults	18% (394)	19% (426)	23% (501)	27% (589)	13% (290)	2200
Income: Under 50k	17% (212)	15% (178)	23% (279)	28% (345)	17% (209)	1224
Income: 50k-100k	19% (131)	23% (161)	23% (160)	26% (179)	9% (65)	696
Income: 100k+	18% (51)	31% (87)	22% (62)	23% (65)	6% (16)	280
Ethnicity: White	18% (303)	19% (330)	23% (392)	28% (483)	12% (214)	1722
Ethnicity: Hispanic	20% (70)	21% (74)	25% (88)	22% (77)	12% (40)	349
Ethnicity: Afr. Am.	18% (51)	20% (55)	27% (74)	25% (68)	9% (26)	274
Ethnicity: Other	20% (41)	20% (41)	17% (35)	19% (39)	24% (49)	204
All Christian	20% (190)	21% (194)	21% (196)	26% (244)	13% (122)	947
All Non-Christian	20% (21)	26% (28)	23% (24)	14% (15)	18% (19)	108
Atheist	19% (24)	24% (30)	28% (34)	19% (23)	10% (12)	124
Agnostic/Nothing in particular	16% (159)	17% (173)	24% (246)	30% (308)	13% (136)	1022
Religious Non-Protestant/Catholic	19% (25)	28% (37)	20% (27)	16% (21)	17% (22)	132
Evangelical	21% (115)	16% (87)	23% (128)	27% (150)	13% (70)	550
Non-Evangelical	19% (144)	21% (154)	20% (152)	27% (206)	13% (94)	749
Community: Urban	18% (101)	21% (113)	25% (135)	22% (123)	14% (77)	549
Community: Suburban	19% (196)	19% (198)	22% (224)	27% (275)	12% (122)	1015
Community: Rural	15% (97)	18% (115)	22% (142)	30% (192)	14% (90)	635
Employ: Private Sector	17% (119)	25% (170)	23% (155)	27% (183)	9% (60)	687
Employ: Government	23% (26)	27% (32)	23% (26)	17% (20)	9% (11)	115
Employ: Self-Employed	23% (36)	19% (30)	19% (29)	30% (46)	9% (14)	155
Employ: Homemaker	15% (25)	9% (15)	25% (41)	39% (65)	12% (19)	165
Employ: Retired	20% (101)	15% (79)	23% (117)	23% (120)	19% (99)	517
Employ: Unemployed	16% (32)	14% (29)	22% (46)	31% (63)	17% (34)	204
Employ: Other	17% (33)	8% (16)	22% (44)	31% (61)	21% (41)	196
Military HH: Yes	18% (73)	21% (82)	21% (83)	28% (113)	12% (47)	399
Military HH: No	18% (321)	19% (344)	23% (418)	26% (476)	13% (242)	1801
RD/WT: Right Direction	19% (169)	17% (151)	21% (195)	28% (257)	15% (136)	907
RD/WT: Wrong Track	17% (225)	21% (275)	24% (307)	26% (333)	12% (154)	1293

Continued on next page

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

Demographic	Strongly prefer watching it at a theater	Somewhat prefer watching it at a theater	Somewhat prefer watching it at home via a streaming service	Strongly prefer watching it at home via a streaming service	Don't know / No opinion	Total N
Adults	18% (394)	19% (426)	23% (501)	27% (589)	13% (290)	2200
Trump Job Approve	19% (175)	17% (153)	21% (193)	29% (273)	14% (131)	925
Trump Job Disapprove	18% (206)	22% (257)	25% (289)	25% (295)	11% (125)	1172
Trump Job Strongly Approve	20% (104)	16% (85)	19% (98)	29% (151)	16% (82)	520
Trump Job Somewhat Approve	18% (71)	17% (68)	24% (95)	30% (122)	12% (49)	405
Trump Job Somewhat Disapprove	17% (48)	19% (53)	25% (69)	23% (65)	15% (42)	277
Trump Job Strongly Disapprove	18% (158)	23% (205)	25% (220)	26% (230)	9% (83)	895
Favorable of Trump	19% (171)	16% (149)	23% (205)	29% (261)	13% (116)	902
Unfavorable of Trump	18% (205)	22% (252)	23% (270)	27% (310)	11% (129)	1167
Very Favorable of Trump	20% (113)	17% (94)	20% (109)	28% (158)	14% (80)	555
Somewhat Favorable of Trump	17% (58)	16% (55)	28% (96)	30% (103)	10% (36)	347
Somewhat Unfavorable of Trump	18% (34)	19% (38)	20% (39)	26% (51)	17% (34)	196
Very Unfavorable of Trump	18% (171)	22% (214)	24% (231)	27% (260)	10% (95)	971
#1 Issue: Economy	19% (100)	21% (113)	23% (123)	28% (149)	10% (52)	537
#1 Issue: Security	16% (68)	20% (83)	19% (81)	28% (119)	17% (70)	422
#1 Issue: Health Care	17% (69)	19% (80)	25% (103)	29% (121)	9% (39)	413
#1 Issue: Medicare / Social Security	21% (72)	14% (47)	21% (72)	25% (84)	19% (65)	340
#1 Issue: Women's Issues	19% (25)	21% (27)	29% (36)	23% (29)	8% (10)	128
#1 Issue: Education	22% (27)	24% (30)	27% (33)	19% (23)	7% (8)	122
#1 Issue: Energy	12% (12)	22% (22)	24% (25)	31% (31)	12% (12)	103
#1 Issue: Other	16% (21)	17% (23)	20% (27)	24% (33)	23% (32)	136
2018 House Vote: Democrat	22% (160)	20% (150)	23% (174)	27% (201)	8% (59)	745
2018 House Vote: Republican	19% (122)	19% (120)	22% (140)	25% (156)	15% (96)	633
2018 House Vote: Someone else	13% (11)	23% (20)	16% (14)	27% (24)	21% (18)	87
2016 Vote: Hillary Clinton	22% (147)	20% (137)	23% (155)	26% (174)	9% (62)	675
2016 Vote: Donald Trump	19% (130)	18% (123)	21% (143)	28% (186)	13% (91)	672
2016 Vote: Other	11% (17)	25% (39)	22% (34)	23% (36)	18% (28)	155
2016 Vote: Didn't Vote	14% (100)	18% (127)	24% (168)	28% (194)	16% (109)	698

Continued on next page

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

Demographic	Strongly prefer watching it at a theater	Somewhat prefer watching it at a theater	Somewhat prefer watching it at home via a streaming service	Strongly prefer watching it at home via a streaming service	Don't know / No opinion	Total N
Adults	18% (394)	19% (426)	23% (501)	27% (589)	13% (290)	2200
Voted in 2014: Yes	21% (266)	20% (255)	23% (289)	25% (317)	12% (154)	1281
Voted in 2014: No	14% (128)	19% (171)	23% (212)	30% (273)	15% (136)	919
2012 Vote: Barack Obama	21% (165)	20% (157)	23% (183)	27% (211)	10% (76)	792
2012 Vote: Mitt Romney	19% (98)	21% (109)	21% (107)	24% (121)	15% (79)	514
2012 Vote: Other	19% (16)	13% (11)	30% (26)	24% (20)	15% (13)	86
2012 Vote: Didn't Vote	14% (115)	18% (148)	23% (185)	29% (237)	15% (122)	807
4-Region: Northeast	20% (79)	20% (78)	21% (84)	26% (103)	13% (50)	394
4-Region: Midwest	18% (83)	17% (81)	21% (95)	30% (139)	14% (65)	462
4-Region: South	17% (139)	20% (164)	22% (184)	28% (231)	13% (106)	824
4-Region: West	18% (93)	20% (103)	27% (138)	22% (116)	13% (69)	520
Watch TV: Every day	18% (188)	18% (197)	23% (250)	29% (312)	11% (122)	1068
Watch TV: Several times per week	17% (83)	24% (118)	25% (122)	26% (130)	8% (42)	495
Watch TV: About once per week	21% (39)	20% (36)	20% (36)	24% (43)	15% (27)	180
Watch TV: Several times per month	13% (15)	19% (22)	31% (37)	32% (37)	5% (6)	118
Watch TV: About once per month	27% (23)	25% (21)	17% (14)	18% (15)	11% (9)	82
Watch TV: Less often than once per month	26% (19)	18% (14)	20% (15)	22% (17)	13% (10)	74
Watch TV: Never	16% (28)	9% (17)	15% (27)	20% (36)	41% (74)	182
Watch Movies: Every day	19% (65)	17% (60)	23% (79)	31% (107)	10% (34)	345
Watch Movies: Several times per week	16% (89)	23% (124)	24% (129)	30% (165)	7% (40)	548
Watch Movies: About once per week	18% (73)	25% (99)	25% (101)	25% (101)	6% (25)	399
Watch Movies: Several times per month	16% (44)	19% (51)	31% (84)	26% (70)	8% (23)	271
Watch Movies: About once per month	21% (45)	22% (48)	20% (45)	27% (60)	10% (23)	221
Watch Movies: Less often than once per month	22% (48)	12% (27)	20% (45)	27% (60)	19% (41)	221
Watch Movies: Never	15% (29)	9% (17)	10% (19)	14% (27)	53% (104)	196

Continued on next page

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

Demographic	Strongly prefer watching it at a theater	Somewhat prefer watching it at a theater	Somewhat prefer watching it at home via a streaming service	Strongly prefer watching it at home via a streaming service	Don't know / No opinion	Total N
Adults	18% (394)	19% (426)	23% (501)	27% (589)	13% (290)	2200
Watch Sporting Events: Every day	30% (41)	13% (17)	9% (12)	34% (45)	13% (18)	134
Watch Sporting Events: Several times per week	18% (53)	24% (74)	26% (77)	23% (69)	9% (28)	301
Watch Sporting Events: About once per week	21% (59)	23% (64)	25% (70)	24% (67)	8% (22)	282
Watch Sporting Events: Several times per month	14% (24)	28% (49)	28% (50)	21% (36)	9% (15)	174
Watch Sporting Events: About once per month	23% (39)	29% (48)	22% (36)	21% (35)	5% (8)	165
Watch Sporting Events: Less often than once per month	17% (61)	16% (59)	24% (88)	32% (116)	12% (43)	367
Watch Sporting Events: Never	15% (119)	15% (115)	22% (167)	28% (220)	20% (156)	777
Cable TV: Currently subscribe	18% (163)	21% (188)	22% (199)	27% (240)	12% (110)	900
Cable TV: Subscribed in past	16% (127)	22% (173)	25% (194)	29% (224)	9% (69)	788
Cable TV: Never subscribed	20% (104)	13% (65)	21% (108)	24% (125)	22% (110)	512
Satellite TV: Currently subscribe	19% (91)	19% (91)	24% (116)	23% (109)	16% (76)	483
Satellite TV: Subscribed in past	18% (106)	19% (113)	25% (144)	31% (181)	7% (42)	587
Satellite TV: Never subscribed	17% (197)	20% (221)	21% (241)	26% (299)	15% (171)	1130
Streaming Services: Currently subscribe	15% (193)	21% (284)	26% (347)	30% (401)	7% (97)	1322
Streaming Services: Subscribed in past	22% (46)	17% (37)	22% (46)	30% (63)	10% (21)	214
Streaming Services: Never subscribed	23% (155)	16% (104)	16% (107)	19% (125)	26% (172)	665
Film: An avid fan	25% (166)	23% (152)	21% (139)	24% (157)	7% (48)	663
Film: A casual fan	16% (202)	20% (251)	25% (315)	28% (354)	11% (137)	1260
Film: Not a fan	9% (26)	8% (22)	17% (47)	28% (78)	38% (104)	277
Television: An avid fan	21% (198)	20% (188)	25% (233)	25% (238)	8% (79)	936
Television: A casual fan	15% (169)	20% (218)	22% (235)	28% (306)	15% (161)	1089
Television: Not a fan	16% (28)	11% (19)	19% (33)	26% (45)	28% (49)	174
Music: An avid fan	21% (232)	21% (232)	22% (245)	27% (301)	9% (97)	1107
Music: A casual fan	15% (146)	19% (179)	24% (229)	27% (252)	15% (139)	945
Music: Not a fan	10% (15)	10% (14)	18% (27)	25% (37)	37% (54)	148
Fashion: An avid fan	28% (80)	20% (57)	20% (58)	24% (68)	7% (21)	283
Fashion: A casual fan	17% (152)	22% (192)	25% (219)	26% (233)	11% (96)	892
Fashion: Not a fan	16% (162)	17% (177)	22% (224)	28% (289)	17% (173)	1025

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

**Table HR4_1: Do you agree or disagree with the following statements?
I prefer to watch TV shows and movies that make me feel nostalgic.**

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	17% (383)	46% (1011)	15% (339)	5% (104)	17% (363)	2200
Gender: Male	17% (186)	46% (488)	17% (183)	5% (54)	14% (151)	1062
Gender: Female	17% (197)	46% (524)	14% (156)	4% (50)	19% (212)	1138
Age: 18-29	22% (106)	40% (189)	14% (68)	4% (19)	19% (90)	472
Age: 30-44	20% (108)	44% (236)	15% (79)	5% (27)	17% (90)	541
Age: 45-54	14% (49)	43% (149)	15% (52)	8% (28)	20% (69)	346
Age: 55-64	14% (59)	49% (199)	17% (68)	5% (18)	15% (61)	405
Age: 65+	14% (62)	55% (238)	17% (72)	3% (12)	12% (53)	436
Generation Z: 18-22	20% (47)	41% (95)	15% (34)	5% (12)	19% (43)	231
Millennial: Age 23-38	20% (110)	44% (247)	15% (83)	4% (24)	17% (97)	561
Generation X: Age 39-54	19% (106)	41% (232)	14% (82)	7% (38)	19% (109)	567
Boomers: Age 55-73	14% (98)	51% (363)	17% (125)	4% (28)	14% (102)	715
PID: Dem (no lean)	20% (153)	44% (336)	17% (132)	4% (33)	14% (105)	759
PID: Ind (no lean)	14% (100)	45% (323)	16% (114)	5% (37)	20% (147)	721
PID: Rep (no lean)	18% (130)	49% (352)	13% (93)	5% (34)	15% (111)	720
PID/Gender: Dem Men	21% (69)	40% (132)	20% (67)	5% (18)	13% (45)	331
PID/Gender: Dem Women	20% (84)	48% (203)	15% (65)	4% (15)	14% (60)	428
PID/Gender: Ind Men	12% (45)	49% (180)	18% (66)	4% (14)	18% (65)	370
PID/Gender: Ind Women	16% (55)	41% (143)	14% (47)	6% (22)	23% (82)	350
PID/Gender: Rep Men	20% (72)	49% (175)	14% (50)	6% (21)	12% (42)	360
PID/Gender: Rep Women	16% (57)	49% (177)	12% (43)	4% (13)	19% (69)	360
Ideo: Liberal (1-3)	18% (110)	47% (291)	21% (129)	4% (27)	10% (64)	622
Ideo: Moderate (4)	17% (90)	50% (273)	15% (81)	4% (24)	14% (74)	543
Ideo: Conservative (5-7)	19% (141)	51% (376)	13% (96)	5% (34)	13% (97)	744
Educ: < College	18% (275)	44% (664)	14% (207)	5% (75)	19% (291)	1512
Educ: Bachelors degree	15% (68)	51% (228)	20% (87)	3% (13)	11% (47)	444
Educ: Post-grad	16% (39)	49% (119)	18% (45)	7% (16)	10% (25)	244
Income: Under 50k	20% (239)	41% (507)	14% (169)	5% (60)	20% (249)	1224
Income: 50k-100k	16% (110)	54% (375)	15% (102)	4% (27)	12% (82)	696
Income: 100k+	12% (34)	46% (129)	24% (67)	6% (18)	11% (32)	280
Ethnicity: White	16% (283)	48% (829)	16% (273)	4% (72)	15% (265)	1722

Continued on next page

**Table HR4_1: Do you agree or disagree with the following statements?
I prefer to watch TV shows and movies that make me feel nostalgic.**

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	17% (383)	46% (1011)	15% (339)	5% (104)	17% (363)	2200
Ethnicity: Hispanic	24% (85)	39% (135)	15% (54)	5% (16)	17% (59)	349
Ethnicity: Afr. Am.	23% (64)	38% (105)	15% (41)	7% (20)	16% (45)	274
Ethnicity: Other	18% (37)	38% (77)	12% (25)	6% (12)	26% (53)	204
All Christian	17% (159)	53% (499)	15% (141)	4% (39)	11% (108)	947
All Non-Christian	30% (32)	32% (34)	16% (17)	6% (7)	16% (18)	108
Atheist	23% (28)	42% (51)	16% (20)	7% (8)	13% (16)	124
Agnostic/Nothing in particular	16% (164)	42% (426)	16% (161)	5% (50)	22% (221)	1022
Religious Non-Protestant/Catholic	27% (36)	31% (41)	20% (27)	5% (7)	16% (21)	132
Evangelical	19% (105)	47% (258)	12% (69)	6% (32)	16% (86)	550
Non-Evangelical	15% (109)	53% (398)	16% (119)	4% (31)	12% (92)	749
Community: Urban	22% (123)	39% (217)	17% (96)	5% (28)	16% (86)	549
Community: Suburban	17% (173)	48% (484)	17% (168)	5% (48)	14% (142)	1015
Community: Rural	14% (87)	49% (310)	12% (75)	4% (28)	21% (136)	635
Employ: Private Sector	16% (112)	50% (342)	17% (120)	4% (29)	12% (84)	687
Employ: Government	18% (21)	53% (61)	12% (14)	7% (8)	9% (11)	115
Employ: Self-Employed	22% (35)	35% (55)	18% (28)	6% (9)	18% (28)	155
Employ: Homemaker	18% (30)	48% (80)	13% (22)	3% (5)	17% (28)	165
Employ: Retired	14% (72)	51% (266)	15% (79)	4% (23)	15% (77)	517
Employ: Unemployed	23% (47)	33% (67)	13% (27)	4% (9)	27% (55)	204
Employ: Other	18% (35)	40% (78)	12% (23)	6% (12)	24% (47)	196
Military HH: Yes	18% (72)	50% (201)	12% (49)	6% (25)	13% (52)	399
Military HH: No	17% (310)	45% (810)	16% (290)	4% (79)	17% (312)	1801
RD/WT: Right Direction	20% (178)	47% (429)	13% (122)	4% (35)	16% (144)	907
RD/WT: Wrong Track	16% (205)	45% (582)	17% (217)	5% (69)	17% (220)	1293
Trump Job Approve	19% (177)	48% (443)	12% (116)	5% (44)	16% (146)	925
Trump Job Disapprove	16% (192)	46% (541)	18% (211)	5% (55)	15% (174)	1172
Trump Job Strongly Approve	20% (102)	49% (255)	12% (62)	4% (23)	15% (78)	520
Trump Job Somewhat Approve	19% (75)	46% (187)	13% (54)	5% (21)	17% (68)	405
Trump Job Somewhat Disapprove	16% (45)	45% (126)	20% (56)	3% (10)	15% (40)	277
Trump Job Strongly Disapprove	16% (147)	46% (415)	17% (154)	5% (45)	15% (134)	895

Continued on next page

Table HR4_1: Do you agree or disagree with the following statements?
I prefer to watch TV shows and movies that make me feel nostalgic.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	17% (383)	46% (1011)	15% (339)	5% (104)	17% (363)	2200
Favorable of Trump	20% (177)	49% (444)	13% (113)	4% (40)	14% (128)	902
Unfavorable of Trump	16% (186)	46% (542)	18% (207)	4% (52)	15% (180)	1167
Very Favorable of Trump	22% (122)	48% (267)	10% (57)	5% (29)	14% (80)	555
Somewhat Favorable of Trump	16% (56)	51% (176)	16% (56)	3% (11)	14% (48)	347
Somewhat Unfavorable of Trump	14% (27)	52% (102)	18% (34)	2% (5)	14% (28)	196
Very Unfavorable of Trump	16% (159)	45% (440)	18% (173)	5% (47)	16% (152)	971
#1 Issue: Economy	15% (83)	47% (253)	17% (91)	6% (34)	14% (76)	537
#1 Issue: Security	20% (86)	48% (203)	12% (50)	3% (14)	16% (68)	422
#1 Issue: Health Care	18% (74)	43% (179)	20% (84)	4% (18)	14% (58)	413
#1 Issue: Medicare / Social Security	17% (58)	50% (168)	11% (39)	3% (11)	19% (64)	340
#1 Issue: Women's Issues	20% (25)	44% (56)	11% (13)	7% (9)	19% (24)	128
#1 Issue: Education	27% (33)	44% (53)	11% (14)	7% (8)	11% (13)	122
#1 Issue: Energy	11% (11)	45% (46)	19% (20)	4% (4)	21% (22)	103
#1 Issue: Other	9% (13)	38% (52)	21% (28)	4% (6)	28% (37)	136
2018 House Vote: Democrat	19% (140)	46% (342)	17% (125)	5% (36)	14% (102)	745
2018 House Vote: Republican	17% (110)	51% (326)	14% (88)	5% (29)	13% (81)	633
2018 House Vote: Someone else	14% (12)	51% (45)	16% (14)	3% (2)	17% (15)	87
2016 Vote: Hillary Clinton	20% (138)	43% (288)	18% (122)	6% (38)	13% (89)	675
2016 Vote: Donald Trump	18% (124)	53% (357)	13% (85)	4% (26)	12% (81)	672
2016 Vote: Other	12% (18)	50% (77)	17% (26)	3% (4)	19% (30)	155
2016 Vote: Didn't Vote	15% (102)	41% (289)	15% (106)	5% (36)	23% (164)	698
Voted in 2014: Yes	19% (242)	48% (620)	16% (202)	5% (60)	12% (157)	1281
Voted in 2014: No	15% (140)	43% (391)	15% (137)	5% (45)	22% (206)	919
2012 Vote: Barack Obama	19% (147)	46% (366)	18% (140)	5% (36)	13% (102)	792
2012 Vote: Mitt Romney	17% (85)	54% (278)	13% (69)	5% (26)	11% (56)	514
2012 Vote: Other	16% (14)	52% (45)	13% (11)	3% (2)	17% (14)	86
2012 Vote: Didn't Vote	17% (137)	40% (321)	15% (119)	5% (40)	24% (190)	807

Continued on next page

**Table HR4_1: Do you agree or disagree with the following statements?
I prefer to watch TV shows and movies that make me feel nostalgic.**

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	17% (383)	46% (1011)	15% (339)	5% (104)	17% (363)	2200
4-Region: Northeast	19% (76)	43% (170)	17% (66)	5% (19)	16% (63)	394
4-Region: Midwest	16% (72)	50% (233)	15% (68)	5% (22)	14% (67)	462
4-Region: South	17% (142)	47% (390)	14% (116)	5% (41)	16% (136)	824
4-Region: West	18% (93)	42% (217)	17% (90)	4% (22)	19% (98)	520
Watch TV: Every day	19% (206)	46% (493)	14% (148)	5% (58)	15% (164)	1068
Watch TV: Several times per week	16% (79)	49% (240)	19% (96)	3% (16)	13% (64)	495
Watch TV: About once per week	22% (39)	48% (86)	13% (24)	5% (8)	13% (23)	180
Watch TV: Several times per month	9% (11)	56% (66)	15% (18)	9% (11)	10% (11)	118
Watch TV: About once per month	21% (17)	40% (33)	30% (24)	1% (1)	8% (7)	82
Watch TV: Less often than once per month	14% (10)	50% (37)	12% (9)	6% (4)	19% (14)	74
Watch TV: Never	11% (20)	31% (56)	11% (20)	3% (6)	44% (80)	182
Watch Movies: Every day	28% (95)	40% (138)	11% (37)	5% (19)	16% (56)	345
Watch Movies: Several times per week	17% (95)	49% (266)	17% (92)	4% (25)	13% (70)	548
Watch Movies: About once per week	15% (59)	52% (205)	16% (65)	6% (22)	12% (47)	399
Watch Movies: Several times per month	16% (43)	45% (122)	19% (52)	5% (13)	15% (42)	271
Watch Movies: About once per month	16% (36)	48% (106)	19% (41)	3% (7)	14% (30)	221
Watch Movies: Less often than once per month	18% (39)	52% (114)	10% (23)	4% (9)	16% (35)	221
Watch Movies: Never	8% (15)	30% (58)	15% (29)	5% (9)	43% (83)	196
Watch Sporting Events: Every day	27% (36)	37% (49)	17% (23)	7% (10)	12% (16)	134
Watch Sporting Events: Several times per week	17% (51)	51% (154)	16% (47)	5% (15)	11% (33)	301
Watch Sporting Events: About once per week	23% (64)	50% (142)	16% (46)	2% (7)	8% (24)	282
Watch Sporting Events: Several times per month	15% (27)	51% (89)	18% (31)	5% (9)	11% (18)	174
Watch Sporting Events: About once per month	16% (27)	54% (89)	20% (33)	3% (6)	6% (10)	165
Watch Sporting Events: Less often than once per month	15% (56)	48% (177)	14% (51)	5% (19)	17% (64)	367
Watch Sporting Events: Never	16% (123)	40% (311)	14% (107)	5% (38)	25% (198)	777
Cable TV: Currently subscribe	20% (183)	48% (435)	15% (139)	5% (41)	11% (103)	900
Cable TV: Subscribed in past	14% (108)	48% (376)	17% (131)	5% (42)	17% (131)	788
Cable TV: Never subscribed	18% (92)	39% (200)	13% (69)	4% (21)	25% (129)	512

Continued on next page

Table HR4_1: Do you agree or disagree with the following statements?
I prefer to watch TV shows and movies that make me feel nostalgic.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	17% (383)	46% (1011)	15% (339)	5% (104)	17% (363)	2200
Satellite TV: Currently subscribe	20% (97)	45% (217)	13% (64)	4% (20)	17% (84)	483
Satellite TV: Subscribed in past	18% (108)	50% (291)	15% (90)	5% (29)	12% (69)	587
Satellite TV: Never subscribed	16% (177)	45% (503)	16% (185)	5% (55)	19% (209)	1130
Streaming Services: Currently subscribe	19% (245)	48% (638)	16% (211)	4% (54)	13% (174)	1322
Streaming Services: Subscribed in past	16% (33)	42% (89)	20% (43)	7% (15)	16% (33)	214
Streaming Services: Never subscribed	16% (105)	43% (285)	13% (85)	5% (34)	23% (156)	665
Film: An avid fan	27% (182)	42% (279)	15% (103)	5% (36)	10% (64)	663
Film: A casual fan	14% (173)	51% (636)	16% (201)	4% (56)	15% (194)	1260
Film: Not a fan	10% (28)	35% (96)	13% (36)	5% (13)	38% (105)	277
Television: An avid fan	23% (216)	49% (460)	14% (135)	4% (36)	10% (89)	936
Television: A casual fan	14% (149)	46% (498)	17% (185)	5% (54)	19% (204)	1089
Television: Not a fan	11% (19)	30% (53)	11% (19)	8% (14)	40% (70)	174
Music: An avid fan	21% (234)	46% (504)	15% (161)	5% (61)	13% (147)	1107
Music: A casual fan	14% (131)	49% (468)	16% (151)	4% (36)	17% (160)	945
Music: Not a fan	12% (18)	26% (39)	18% (27)	5% (8)	38% (56)	148
Fashion: An avid fan	31% (88)	39% (111)	14% (38)	5% (15)	11% (31)	283
Fashion: A casual fan	17% (148)	48% (430)	15% (134)	4% (40)	16% (140)	892
Fashion: Not a fan	14% (146)	46% (470)	16% (167)	5% (50)	19% (193)	1025

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

Table HR4_2: Do you agree or disagree with the following statements?
There are too many options when it comes to streaming services.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	20% (442)	35% (763)	18% (397)	10% (218)	17% (380)	2200
Gender: Male	22% (235)	36% (384)	18% (194)	10% (109)	13% (138)	1062
Gender: Female	18% (206)	33% (379)	18% (203)	10% (109)	21% (241)	1138
Age: 18-29	21% (97)	31% (145)	19% (89)	13% (64)	16% (78)	472
Age: 30-44	21% (115)	37% (203)	21% (112)	11% (58)	10% (54)	541
Age: 45-54	22% (76)	37% (127)	16% (56)	8% (28)	17% (59)	346
Age: 55-64	20% (80)	39% (157)	16% (64)	9% (37)	17% (67)	405
Age: 65+	17% (73)	30% (133)	18% (77)	7% (32)	28% (121)	436
Generation Z: 18-22	20% (45)	35% (81)	19% (44)	11% (25)	15% (36)	231
Millennial: Age 23-38	21% (117)	33% (183)	21% (115)	14% (76)	12% (69)	561
Generation X: Age 39-54	22% (125)	37% (209)	17% (97)	9% (48)	15% (87)	567
Boomers: Age 55-73	18% (128)	35% (251)	17% (125)	9% (63)	21% (148)	715
PID: Dem (no lean)	25% (189)	36% (274)	18% (133)	10% (74)	12% (89)	759
PID: Ind (no lean)	14% (103)	38% (271)	18% (131)	8% (61)	22% (155)	721
PID: Rep (no lean)	21% (150)	30% (219)	18% (133)	12% (83)	19% (135)	720
PID/Gender: Dem Men	25% (84)	37% (124)	17% (57)	12% (41)	8% (26)	331
PID/Gender: Dem Women	25% (105)	35% (150)	18% (77)	8% (33)	15% (64)	428
PID/Gender: Ind Men	16% (60)	40% (149)	19% (70)	7% (26)	18% (65)	370
PID/Gender: Ind Women	12% (43)	35% (122)	17% (61)	10% (35)	26% (90)	350
PID/Gender: Rep Men	25% (92)	31% (111)	19% (68)	12% (42)	13% (48)	360
PID/Gender: Rep Women	16% (58)	30% (108)	18% (65)	11% (41)	24% (88)	360
Ideo: Liberal (1-3)	23% (142)	38% (237)	20% (124)	10% (65)	9% (54)	622
Ideo: Moderate (4)	18% (100)	40% (219)	18% (98)	8% (45)	15% (80)	543
Ideo: Conservative (5-7)	21% (158)	31% (230)	19% (143)	12% (87)	17% (125)	744
Educ: < College	21% (317)	33% (496)	17% (254)	10% (148)	20% (298)	1512
Educ: Bachelors degree	18% (81)	38% (169)	20% (90)	12% (52)	12% (52)	444
Educ: Post-grad	18% (44)	40% (99)	22% (53)	7% (18)	12% (30)	244
Income: Under 50k	22% (263)	32% (386)	17% (208)	10% (117)	20% (248)	1224
Income: 50k-100k	17% (120)	38% (264)	18% (128)	12% (82)	15% (102)	696
Income: 100k+	21% (58)	40% (113)	22% (61)	7% (19)	10% (29)	280
Ethnicity: White	18% (315)	34% (584)	19% (332)	10% (179)	18% (312)	1722

Continued on next page

Table HR4_2: Do you agree or disagree with the following statements?
There are too many options when it comes to streaming services.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	20% (442)	35% (763)	18% (397)	10% (218)	17% (380)	2200
Ethnicity: Hispanic	26% (91)	32% (111)	17% (60)	9% (30)	16% (57)	349
Ethnicity: Afr. Am.	27% (75)	37% (102)	16% (43)	10% (26)	11% (29)	274
Ethnicity: Other	25% (51)	38% (77)	11% (23)	7% (13)	19% (39)	204
All Christian	19% (181)	35% (329)	18% (174)	10% (96)	18% (166)	947
All Non-Christian	29% (31)	37% (40)	17% (19)	4% (5)	13% (14)	108
Atheist	27% (34)	39% (48)	14% (17)	9% (11)	11% (14)	124
Agnostic/Nothing in particular	19% (196)	34% (347)	18% (187)	10% (106)	18% (186)	1022
Religious Non-Protestant/Catholic	27% (36)	38% (51)	16% (22)	4% (6)	14% (18)	132
Evangelical	19% (104)	34% (186)	19% (105)	9% (51)	19% (103)	550
Non-Evangelical	20% (152)	34% (258)	19% (141)	11% (83)	15% (116)	749
Community: Urban	26% (141)	29% (161)	16% (86)	10% (56)	19% (106)	549
Community: Suburban	17% (177)	39% (392)	20% (199)	10% (101)	14% (146)	1015
Community: Rural	19% (123)	33% (210)	18% (113)	10% (62)	20% (127)	635
Employ: Private Sector	20% (134)	38% (263)	21% (147)	12% (85)	8% (58)	687
Employ: Government	19% (22)	33% (38)	24% (27)	9% (10)	15% (17)	115
Employ: Self-Employed	31% (48)	33% (51)	18% (28)	8% (12)	10% (16)	155
Employ: Homemaker	17% (28)	40% (66)	18% (29)	7% (12)	18% (29)	165
Employ: Retired	19% (99)	33% (170)	15% (77)	8% (39)	26% (132)	517
Employ: Unemployed	23% (47)	32% (65)	13% (26)	9% (18)	24% (48)	204
Employ: Other	22% (42)	28% (54)	17% (33)	9% (18)	25% (48)	196
Military HH: Yes	21% (83)	37% (147)	18% (71)	9% (37)	16% (63)	399
Military HH: No	20% (359)	34% (617)	18% (327)	10% (181)	18% (317)	1801
RD/WT: Right Direction	21% (188)	30% (273)	21% (186)	10% (90)	19% (170)	907
RD/WT: Wrong Track	20% (254)	38% (490)	16% (211)	10% (128)	16% (210)	1293
Trump Job Approve	21% (198)	31% (286)	19% (179)	10% (90)	19% (172)	925
Trump Job Disapprove	20% (236)	38% (448)	18% (208)	10% (119)	14% (161)	1172
Trump Job Strongly Approve	24% (123)	30% (158)	16% (84)	10% (52)	20% (103)	520
Trump Job Somewhat Approve	18% (75)	32% (128)	23% (95)	10% (38)	17% (69)	405
Trump Job Somewhat Disapprove	23% (63)	35% (96)	21% (58)	9% (24)	13% (35)	277
Trump Job Strongly Disapprove	19% (173)	39% (351)	17% (149)	11% (95)	14% (126)	895

Continued on next page

Table HR4_2: Do you agree or disagree with the following statements?
There are too many options when it comes to streaming services.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	20% (442)	35% (763)	18% (397)	10% (218)	17% (380)	2200
Favorable of Trump	22% (196)	31% (284)	19% (174)	10% (93)	17% (156)	902
Unfavorable of Trump	20% (231)	39% (454)	17% (204)	10% (113)	14% (164)	1167
Very Favorable of Trump	23% (129)	29% (161)	17% (95)	11% (63)	19% (106)	555
Somewhat Favorable of Trump	19% (67)	35% (123)	23% (79)	8% (29)	14% (50)	347
Somewhat Unfavorable of Trump	19% (37)	39% (77)	19% (38)	9% (17)	13% (26)	196
Very Unfavorable of Trump	20% (194)	39% (377)	17% (166)	10% (96)	14% (137)	971
#1 Issue: Economy	17% (91)	40% (213)	21% (115)	10% (51)	12% (67)	537
#1 Issue: Security	27% (115)	25% (106)	16% (68)	11% (46)	21% (87)	422
#1 Issue: Health Care	21% (86)	39% (163)	17% (70)	10% (42)	13% (53)	413
#1 Issue: Medicare / Social Security	18% (61)	34% (116)	15% (51)	9% (32)	24% (80)	340
#1 Issue: Women's Issues	19% (24)	37% (47)	18% (23)	12% (15)	14% (18)	128
#1 Issue: Education	17% (21)	38% (46)	16% (19)	14% (18)	14% (17)	122
#1 Issue: Energy	12% (13)	41% (42)	18% (19)	7% (7)	21% (22)	103
#1 Issue: Other	23% (31)	22% (30)	23% (32)	5% (7)	26% (35)	136
2018 House Vote: Democrat	24% (175)	37% (276)	17% (130)	9% (69)	13% (94)	745
2018 House Vote: Republican	18% (116)	31% (199)	19% (121)	12% (78)	19% (119)	633
2018 House Vote: Someone else	20% (17)	40% (35)	16% (14)	6% (5)	18% (16)	87
2016 Vote: Hillary Clinton	25% (166)	39% (262)	16% (109)	9% (58)	12% (80)	675
2016 Vote: Donald Trump	20% (133)	32% (215)	19% (130)	11% (73)	18% (122)	672
2016 Vote: Other	15% (23)	39% (60)	18% (27)	12% (18)	17% (26)	155
2016 Vote: Didn't Vote	17% (120)	33% (227)	19% (130)	10% (69)	22% (152)	698
Voted in 2014: Yes	21% (273)	36% (462)	17% (217)	10% (127)	16% (202)	1281
Voted in 2014: No	18% (168)	33% (301)	20% (181)	10% (91)	19% (178)	919
2012 Vote: Barack Obama	24% (191)	37% (296)	17% (137)	10% (76)	12% (92)	792
2012 Vote: Mitt Romney	18% (91)	35% (178)	17% (89)	10% (51)	20% (104)	514
2012 Vote: Other	23% (20)	30% (26)	20% (17)	9% (8)	18% (15)	86
2012 Vote: Didn't Vote	17% (139)	32% (262)	19% (154)	10% (83)	21% (168)	807

Continued on next page

Table HR4_2: Do you agree or disagree with the following statements?
There are too many options when it comes to streaming services.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	20% (442)	35% (763)	18% (397)	10% (218)	17% (380)	2200
4-Region: Northeast	21% (84)	38% (148)	17% (66)	7% (27)	17% (69)	394
4-Region: Midwest	20% (92)	38% (177)	16% (74)	10% (46)	16% (74)	462
4-Region: South	21% (176)	32% (262)	18% (150)	12% (100)	17% (136)	824
4-Region: West	17% (90)	34% (177)	21% (108)	9% (45)	19% (101)	520
Watch TV: Every day	24% (253)	32% (343)	17% (178)	11% (116)	17% (179)	1068
Watch TV: Several times per week	16% (81)	41% (204)	21% (104)	10% (51)	11% (54)	495
Watch TV: About once per week	18% (33)	42% (75)	20% (36)	11% (20)	9% (16)	180
Watch TV: Several times per month	17% (20)	35% (42)	27% (32)	10% (11)	11% (12)	118
Watch TV: About once per month	22% (18)	49% (41)	16% (13)	6% (5)	7% (6)	82
Watch TV: Less often than once per month	20% (15)	33% (24)	20% (15)	5% (4)	21% (16)	74
Watch TV: Never	11% (21)	19% (34)	11% (20)	6% (11)	53% (96)	182
Watch Movies: Every day	25% (86)	30% (103)	15% (53)	16% (54)	14% (50)	345
Watch Movies: Several times per week	20% (111)	37% (200)	20% (108)	14% (77)	9% (52)	548
Watch Movies: About once per week	18% (73)	42% (169)	19% (75)	9% (34)	12% (48)	399
Watch Movies: Several times per month	25% (68)	29% (78)	25% (67)	6% (17)	15% (42)	271
Watch Movies: About once per month	19% (41)	39% (86)	23% (52)	7% (16)	12% (26)	221
Watch Movies: Less often than once per month	19% (42)	39% (86)	14% (30)	6% (13)	22% (49)	221
Watch Movies: Never	11% (21)	21% (42)	6% (12)	3% (7)	58% (114)	196
Watch Sporting Events: Every day	24% (32)	39% (53)	9% (12)	14% (19)	13% (17)	134
Watch Sporting Events: Several times per week	20% (59)	38% (116)	21% (63)	10% (30)	11% (33)	301
Watch Sporting Events: About once per week	23% (64)	36% (102)	19% (54)	9% (25)	13% (37)	282
Watch Sporting Events: Several times per month	21% (36)	33% (58)	25% (43)	10% (18)	11% (20)	174
Watch Sporting Events: About once per month	21% (35)	37% (62)	18% (29)	11% (18)	13% (22)	165
Watch Sporting Events: Less often than once per month	21% (76)	41% (152)	15% (55)	11% (41)	12% (43)	367
Watch Sporting Events: Never	18% (139)	29% (221)	18% (141)	9% (67)	27% (208)	777
Cable TV: Currently subscribe	22% (196)	37% (335)	16% (141)	10% (87)	16% (142)	900
Cable TV: Subscribed in past	17% (135)	37% (288)	23% (180)	11% (84)	13% (102)	788
Cable TV: Never subscribed	22% (111)	28% (141)	15% (77)	9% (47)	26% (136)	512

Continued on next page

Table HR4_2: Do you agree or disagree with the following statements?
There are too many options when it comes to streaming services.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	20% (442)	35% (763)	18% (397)	10% (218)	17% (380)	2200
Satellite TV: Currently subscribe	17% (80)	34% (164)	17% (81)	13% (62)	20% (95)	483
Satellite TV: Subscribed in past	20% (116)	37% (217)	22% (127)	10% (58)	12% (69)	587
Satellite TV: Never subscribed	22% (245)	34% (382)	17% (190)	9% (98)	19% (215)	1130
Streaming Services: Currently subscribe	20% (262)	37% (491)	21% (275)	13% (168)	10% (126)	1322
Streaming Services: Subscribed in past	18% (38)	38% (82)	26% (55)	6% (12)	13% (27)	214
Streaming Services: Never subscribed	21% (142)	29% (191)	10% (67)	6% (38)	34% (226)	665
Film: An avid fan	22% (146)	38% (254)	15% (101)	14% (96)	10% (67)	663
Film: A casual fan	20% (250)	35% (438)	21% (263)	9% (110)	16% (198)	1260
Film: Not a fan	17% (46)	26% (72)	12% (33)	4% (12)	41% (114)	277
Television: An avid fan	23% (212)	35% (328)	16% (150)	13% (121)	13% (125)	936
Television: A casual fan	18% (194)	36% (392)	21% (229)	8% (86)	17% (188)	1089
Television: Not a fan	21% (36)	25% (43)	11% (19)	6% (10)	38% (67)	174
Music: An avid fan	21% (236)	36% (397)	19% (208)	12% (135)	12% (132)	1107
Music: A casual fan	18% (168)	35% (334)	19% (175)	8% (79)	20% (189)	945
Music: Not a fan	26% (38)	22% (33)	9% (14)	3% (4)	40% (59)	148
Fashion: An avid fan	25% (72)	31% (89)	16% (46)	15% (41)	13% (36)	283
Fashion: A casual fan	17% (151)	37% (333)	19% (170)	10% (93)	16% (145)	892
Fashion: Not a fan	21% (219)	33% (342)	18% (182)	8% (84)	19% (199)	1025

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

Table HR4_3: Do you agree or disagree with the following statements?
I enjoy going seeing movies in movie theaters.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	28% (627)	37% (814)	15% (321)	13% (280)	7% (158)	2200
Gender: Male	31% (331)	35% (371)	13% (143)	14% (145)	7% (71)	1062
Gender: Female	26% (296)	39% (442)	16% (178)	12% (135)	8% (87)	1138
Age: 18-29	38% (178)	41% (193)	8% (38)	8% (36)	6% (27)	472
Age: 30-44	30% (163)	37% (201)	20% (106)	6% (34)	7% (37)	541
Age: 45-54	31% (106)	33% (114)	14% (50)	14% (50)	8% (27)	346
Age: 55-64	24% (99)	37% (151)	18% (71)	13% (54)	7% (30)	405
Age: 65+	19% (82)	35% (154)	13% (57)	24% (106)	8% (37)	436
Generation Z: 18-22	44% (103)	41% (95)	7% (15)	6% (15)	2% (4)	231
Millennial: Age 23-38	30% (169)	40% (225)	15% (86)	6% (36)	8% (44)	561
Generation X: Age 39-54	31% (174)	33% (188)	16% (91)	12% (69)	8% (43)	567
Boomers: Age 55-73	22% (159)	37% (265)	15% (110)	17% (122)	8% (59)	715
PID: Dem (no lean)	37% (281)	39% (293)	13% (95)	8% (60)	4% (30)	759
PID: Ind (no lean)	24% (176)	37% (266)	14% (102)	14% (101)	10% (74)	721
PID: Rep (no lean)	24% (170)	35% (254)	17% (123)	16% (119)	7% (54)	720
PID/Gender: Dem Men	43% (141)	33% (108)	11% (38)	8% (27)	5% (17)	331
PID/Gender: Dem Women	33% (140)	43% (185)	13% (58)	8% (33)	3% (13)	428
PID/Gender: Ind Men	25% (93)	37% (138)	12% (45)	17% (61)	9% (33)	370
PID/Gender: Ind Women	24% (83)	37% (129)	16% (57)	11% (40)	12% (42)	350
PID/Gender: Rep Men	27% (97)	35% (125)	17% (60)	16% (57)	6% (21)	360
PID/Gender: Rep Women	20% (73)	36% (129)	18% (64)	17% (62)	9% (33)	360
Ideo: Liberal (1-3)	35% (218)	40% (246)	13% (78)	9% (55)	4% (25)	622
Ideo: Moderate (4)	26% (143)	40% (219)	16% (86)	13% (70)	5% (25)	543
Ideo: Conservative (5-7)	27% (202)	37% (273)	14% (108)	17% (124)	5% (37)	744
Educ: < College	27% (414)	35% (526)	15% (229)	14% (215)	8% (127)	1512
Educ: Bachelors degree	30% (133)	43% (192)	13% (57)	9% (42)	5% (20)	444
Educ: Post-grad	33% (80)	39% (96)	14% (35)	9% (23)	4% (10)	244
Income: Under 50k	26% (323)	34% (416)	15% (185)	14% (175)	10% (125)	1224
Income: 50k-100k	31% (213)	41% (284)	14% (96)	11% (74)	4% (28)	696
Income: 100k+	32% (90)	40% (113)	14% (40)	11% (31)	2% (5)	280
Ethnicity: White	27% (461)	37% (640)	15% (265)	14% (242)	7% (114)	1722

Continued on next page

Table HR4_3: Do you agree or disagree with the following statements?
I enjoy going seeing movies in movie theaters.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	28% (627)	37% (814)	15% (321)	13% (280)	7% (158)	2200
Ethnicity: Hispanic	38% (131)	43% (150)	7% (26)	5% (19)	7% (23)	349
Ethnicity: Afr. Am.	36% (100)	38% (103)	11% (31)	9% (26)	6% (15)	274
Ethnicity: Other	33% (66)	35% (71)	12% (25)	6% (12)	14% (29)	204
All Christian	29% (270)	36% (344)	15% (139)	14% (137)	6% (57)	947
All Non-Christian	45% (49)	30% (32)	6% (7)	10% (11)	8% (9)	108
Atheist	28% (34)	46% (57)	7% (9)	11% (14)	8% (10)	124
Agnostic/Nothing in particular	27% (274)	37% (381)	16% (167)	12% (118)	8% (83)	1022
Religious Non-Protestant/Catholic	46% (60)	29% (38)	6% (8)	10% (13)	9% (12)	132
Evangelical	33% (180)	30% (163)	18% (97)	12% (65)	8% (44)	550
Non-Evangelical	26% (196)	41% (306)	13% (101)	14% (107)	5% (39)	749
Community: Urban	31% (171)	38% (210)	12% (68)	10% (55)	8% (45)	549
Community: Suburban	30% (308)	38% (384)	15% (152)	10% (106)	6% (65)	1015
Community: Rural	23% (148)	34% (219)	16% (102)	19% (118)	8% (48)	635
Employ: Private Sector	33% (224)	38% (261)	15% (104)	10% (68)	4% (29)	687
Employ: Government	36% (42)	38% (43)	11% (13)	10% (12)	5% (6)	115
Employ: Self-Employed	38% (58)	35% (55)	12% (18)	12% (18)	3% (5)	155
Employ: Homemaker	25% (42)	36% (59)	21% (35)	8% (13)	10% (17)	165
Employ: Retired	21% (109)	35% (181)	15% (75)	21% (110)	8% (42)	517
Employ: Unemployed	20% (41)	40% (82)	15% (30)	11% (23)	14% (29)	204
Employ: Other	26% (50)	30% (59)	18% (35)	14% (27)	12% (24)	196
Military HH: Yes	28% (114)	35% (139)	17% (66)	16% (63)	4% (17)	399
Military HH: No	28% (513)	37% (675)	14% (255)	12% (217)	8% (141)	1801
RD/WT: Right Direction	25% (229)	33% (300)	18% (162)	16% (141)	8% (75)	907
RD/WT: Wrong Track	31% (398)	40% (514)	12% (159)	11% (139)	6% (84)	1293
Trump Job Approve	26% (244)	34% (311)	17% (154)	16% (150)	7% (66)	925
Trump Job Disapprove	31% (361)	41% (479)	13% (157)	10% (114)	5% (61)	1172
Trump Job Strongly Approve	28% (146)	31% (161)	16% (84)	16% (84)	9% (44)	520
Trump Job Somewhat Approve	24% (97)	37% (150)	17% (70)	16% (67)	5% (22)	405
Trump Job Somewhat Disapprove	26% (71)	44% (123)	16% (45)	8% (23)	6% (15)	277
Trump Job Strongly Disapprove	32% (290)	40% (356)	13% (112)	10% (91)	5% (45)	895

Continued on next page

**Table HR4_3: Do you agree or disagree with the following statements?
I enjoy going seeing movies in movie theaters.**

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	28% (627)	37% (814)	15% (321)	13% (280)	7% (158)	2200
Favorable of Trump	26% (237)	35% (312)	16% (146)	17% (151)	6% (56)	902
Unfavorable of Trump	31% (361)	41% (473)	14% (158)	10% (112)	5% (62)	1167
Very Favorable of Trump	29% (162)	31% (173)	15% (81)	17% (94)	8% (45)	555
Somewhat Favorable of Trump	21% (74)	40% (139)	19% (65)	17% (58)	3% (11)	347
Somewhat Unfavorable of Trump	23% (45)	45% (87)	19% (37)	10% (20)	3% (6)	196
Very Unfavorable of Trump	33% (316)	40% (386)	12% (121)	9% (92)	6% (56)	971
#1 Issue: Economy	31% (167)	37% (197)	17% (91)	9% (46)	7% (36)	537
#1 Issue: Security	27% (116)	34% (144)	14% (60)	18% (74)	7% (28)	422
#1 Issue: Health Care	32% (131)	36% (148)	15% (60)	12% (48)	6% (26)	413
#1 Issue: Medicare / Social Security	24% (81)	33% (113)	14% (48)	19% (64)	10% (34)	340
#1 Issue: Women's Issues	29% (36)	49% (62)	12% (15)	10% (12)	2% (2)	128
#1 Issue: Education	33% (40)	38% (47)	13% (15)	10% (12)	6% (8)	122
#1 Issue: Energy	21% (22)	47% (48)	15% (16)	7% (8)	9% (9)	103
#1 Issue: Other	25% (35)	40% (55)	12% (16)	12% (16)	11% (15)	136
2018 House Vote: Democrat	34% (255)	40% (297)	13% (96)	9% (67)	4% (30)	745
2018 House Vote: Republican	25% (155)	37% (235)	16% (102)	15% (95)	7% (47)	633
2018 House Vote: Someone else	26% (23)	26% (22)	18% (16)	22% (19)	9% (8)	87
2016 Vote: Hillary Clinton	35% (239)	39% (263)	11% (74)	9% (61)	6% (38)	675
2016 Vote: Donald Trump	25% (169)	34% (232)	17% (115)	17% (115)	6% (42)	672
2016 Vote: Other	21% (32)	42% (65)	15% (23)	17% (26)	5% (8)	155
2016 Vote: Didn't Vote	27% (187)	36% (254)	16% (109)	11% (78)	10% (69)	698
Voted in 2014: Yes	30% (380)	37% (477)	14% (182)	14% (174)	5% (68)	1281
Voted in 2014: No	27% (246)	37% (337)	15% (139)	11% (106)	10% (91)	919
2012 Vote: Barack Obama	33% (259)	39% (306)	13% (105)	11% (85)	5% (36)	792
2012 Vote: Mitt Romney	25% (129)	35% (180)	17% (85)	18% (90)	6% (29)	514
2012 Vote: Other	21% (18)	33% (29)	9% (8)	24% (21)	12% (11)	86
2012 Vote: Didn't Vote	27% (221)	37% (297)	15% (123)	10% (84)	10% (82)	807

Continued on next page

**Table HR4_3: Do you agree or disagree with the following statements?
I enjoy going seeing movies in movie theaters.**

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	28% (627)	37% (814)	15% (321)	13% (280)	7% (158)	2200
4-Region: Northeast	24% (94)	39% (153)	13% (52)	14% (54)	10% (41)	394
4-Region: Midwest	24% (112)	38% (175)	17% (81)	16% (74)	4% (20)	462
4-Region: South	31% (258)	34% (282)	16% (134)	12% (102)	6% (48)	824
4-Region: West	31% (163)	39% (203)	10% (54)	10% (51)	9% (49)	520
Watch TV: Every day	31% (328)	37% (392)	13% (140)	14% (150)	5% (58)	1068
Watch TV: Several times per week	28% (138)	41% (203)	17% (85)	11% (54)	3% (15)	495
Watch TV: About once per week	28% (51)	44% (79)	11% (20)	13% (24)	3% (6)	180
Watch TV: Several times per month	28% (33)	36% (43)	22% (26)	8% (9)	5% (6)	118
Watch TV: About once per month	41% (34)	30% (25)	11% (9)	11% (9)	6% (5)	82
Watch TV: Less often than once per month	28% (21)	42% (31)	16% (12)	5% (3)	9% (7)	74
Watch TV: Never	12% (21)	22% (40)	16% (29)	16% (30)	34% (62)	182
Watch Movies: Every day	38% (132)	40% (137)	9% (32)	8% (28)	5% (16)	345
Watch Movies: Several times per week	33% (181)	35% (190)	16% (85)	13% (73)	3% (18)	548
Watch Movies: About once per week	28% (110)	41% (165)	18% (73)	10% (38)	3% (13)	399
Watch Movies: Several times per month	30% (80)	40% (109)	16% (42)	9% (25)	5% (15)	271
Watch Movies: About once per month	30% (66)	40% (89)	16% (34)	10% (23)	4% (9)	221
Watch Movies: Less often than once per month	16% (36)	40% (89)	15% (34)	20% (44)	8% (18)	221
Watch Movies: Never	11% (22)	18% (34)	10% (20)	25% (49)	36% (70)	196
Watch Sporting Events: Every day	41% (54)	40% (54)	10% (13)	9% (12)	— (1)	134
Watch Sporting Events: Several times per week	36% (108)	34% (101)	16% (47)	11% (34)	3% (10)	301
Watch Sporting Events: About once per week	30% (86)	39% (111)	15% (42)	11% (32)	4% (12)	282
Watch Sporting Events: Several times per month	26% (46)	48% (84)	10% (18)	13% (22)	2% (4)	174
Watch Sporting Events: About once per month	35% (57)	43% (71)	12% (20)	9% (15)	1% (2)	165
Watch Sporting Events: Less often than once per month	26% (95)	39% (142)	18% (66)	12% (44)	6% (20)	367
Watch Sporting Events: Never	23% (180)	32% (251)	15% (114)	16% (121)	14% (109)	777
Cable TV: Currently subscribe	32% (291)	36% (326)	13% (120)	13% (121)	5% (41)	900
Cable TV: Subscribed in past	28% (220)	39% (307)	17% (136)	11% (89)	4% (35)	788
Cable TV: Never subscribed	23% (116)	35% (180)	13% (64)	14% (70)	16% (82)	512

Continued on next page

Table HR4_3: Do you agree or disagree with the following statements?*I enjoy going seeing movies in movie theaters.*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	28% (627)	37% (814)	15% (321)	13% (280)	7% (158)	2200
Satellite TV: Currently subscribe	30% (143)	39% (190)	13% (65)	11% (54)	6% (31)	483
Satellite TV: Subscribed in past	30% (176)	37% (219)	16% (95)	12% (73)	4% (25)	587
Satellite TV: Never subscribed	27% (308)	36% (405)	14% (161)	14% (153)	9% (103)	1130
Streaming Services: Currently subscribe	30% (401)	41% (538)	14% (186)	10% (131)	5% (67)	1322
Streaming Services: Subscribed in past	32% (69)	30% (63)	22% (46)	14% (31)	2% (5)	214
Streaming Services: Never subscribed	24% (158)	32% (213)	13% (89)	18% (119)	13% (87)	665
Film: An avid fan	46% (303)	34% (223)	11% (71)	7% (45)	3% (21)	663
Film: A casual fan	23% (288)	42% (532)	17% (213)	13% (161)	5% (66)	1260
Film: Not a fan	13% (36)	21% (58)	13% (37)	27% (74)	26% (72)	277
Television: An avid fan	35% (330)	36% (341)	13% (126)	12% (109)	3% (31)	936
Television: A casual fan	25% (270)	39% (422)	16% (175)	13% (142)	7% (81)	1089
Television: Not a fan	16% (27)	30% (51)	11% (20)	17% (29)	27% (47)	174
Music: An avid fan	37% (408)	38% (416)	13% (140)	9% (102)	4% (40)	1107
Music: A casual fan	21% (194)	39% (370)	18% (165)	15% (144)	8% (72)	945
Music: Not a fan	17% (25)	19% (28)	10% (15)	23% (34)	31% (46)	148
Fashion: An avid fan	49% (140)	34% (97)	7% (19)	6% (16)	4% (11)	283
Fashion: A casual fan	29% (263)	41% (363)	15% (136)	10% (89)	5% (40)	892
Fashion: Not a fan	22% (224)	34% (353)	16% (166)	17% (175)	10% (107)	1025

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

Table HR5: Have you subscribed to a TV or movie streaming service since January 1, 2020?

Demographic	Yes, I have subscribed to multiple new streaming services		Yes, I have subscribed to one new streaming service		No, I have not subscribed to any new streaming services		Total N
Adults	10%	(227)	19%	(408)	71%	(1565)	2200
Gender: Male	12%	(131)	20%	(208)	68%	(722)	1062
Gender: Female	8%	(96)	18%	(200)	74%	(843)	1138
Age: 18-29	14%	(64)	25%	(117)	62%	(292)	472
Age: 30-44	16%	(84)	24%	(131)	60%	(326)	541
Age: 45-54	11%	(37)	15%	(52)	74%	(257)	346
Age: 55-64	5%	(20)	16%	(66)	79%	(319)	405
Age: 65+	5%	(22)	10%	(43)	85%	(371)	436
Generation Z: 18-22	8%	(19)	29%	(67)	63%	(145)	231
Millennial: Age 23-38	18%	(101)	23%	(132)	58%	(328)	561
Generation X: Age 39-54	11%	(65)	18%	(101)	71%	(401)	567
Boomers: Age 55-73	5%	(36)	14%	(100)	81%	(580)	715
PID: Dem (no lean)	12%	(92)	20%	(149)	68%	(518)	759
PID: Ind (no lean)	8%	(61)	20%	(147)	71%	(513)	721
PID: Rep (no lean)	10%	(74)	16%	(113)	74%	(534)	720
PID/Gender: Dem Men	16%	(54)	18%	(61)	65%	(217)	331
PID/Gender: Dem Women	9%	(38)	21%	(88)	70%	(302)	428
PID/Gender: Ind Men	9%	(34)	23%	(85)	68%	(252)	370
PID/Gender: Ind Women	8%	(28)	18%	(62)	74%	(261)	350
PID/Gender: Rep Men	12%	(44)	17%	(63)	70%	(253)	360
PID/Gender: Rep Women	8%	(30)	14%	(50)	78%	(280)	360
Ideo: Liberal (1-3)	12%	(72)	21%	(128)	68%	(422)	622
Ideo: Moderate (4)	11%	(62)	21%	(114)	68%	(367)	543
Ideo: Conservative (5-7)	9%	(71)	16%	(118)	75%	(555)	744
Educ: < College	10%	(150)	19%	(286)	71%	(1075)	1512
Educ: Bachelors degree	10%	(46)	16%	(71)	74%	(327)	444
Educ: Post-grad	13%	(31)	21%	(51)	66%	(162)	244
Income: Under 50k	8%	(98)	18%	(222)	74%	(904)	1224
Income: 50k-100k	14%	(97)	18%	(128)	68%	(471)	696
Income: 100k+	12%	(32)	21%	(58)	68%	(190)	280
Ethnicity: White	10%	(167)	18%	(311)	72%	(1244)	1722

Continued on next page

Table HR5: Have you subscribed to a TV or movie streaming service since January 1, 2020?

Demographic	Yes, I have subscribed to multiple new streaming services		Yes, I have subscribed to one new streaming service		No, I have not subscribed to any new streaming services		Total N
Adults	10%	(227)	19%	(408)	71%	(1565)	2200
Ethnicity: Hispanic	12%	(42)	22%	(76)	66%	(231)	349
Ethnicity: Afr. Am.	15%	(40)	24%	(67)	61%	(168)	274
Ethnicity: Other	10%	(20)	15%	(31)	75%	(153)	204
All Christian	10%	(93)	16%	(151)	74%	(703)	947
All Non-Christian	12%	(13)	24%	(26)	64%	(69)	108
Atheist	13%	(16)	16%	(20)	71%	(87)	124
Agnostic/Nothing in particular	10%	(105)	21%	(211)	69%	(706)	1022
Religious Non-Protestant/Catholic	12%	(16)	21%	(27)	67%	(88)	132
Evangelical	11%	(61)	18%	(99)	71%	(389)	550
Non-Evangelical	10%	(71)	17%	(131)	73%	(547)	749
Community: Urban	14%	(79)	18%	(101)	67%	(369)	549
Community: Suburban	10%	(98)	17%	(177)	73%	(741)	1015
Community: Rural	8%	(50)	21%	(131)	72%	(455)	635
Employ: Private Sector	16%	(111)	19%	(134)	64%	(442)	687
Employ: Government	11%	(13)	22%	(26)	66%	(76)	115
Employ: Self-Employed	13%	(20)	19%	(29)	69%	(106)	155
Employ: Homemaker	6%	(10)	20%	(33)	74%	(123)	165
Employ: Retired	5%	(24)	12%	(64)	83%	(429)	517
Employ: Unemployed	7%	(15)	17%	(34)	76%	(155)	204
Employ: Other	11%	(21)	20%	(38)	70%	(136)	196
Military HH: Yes	13%	(53)	22%	(87)	65%	(260)	399
Military HH: No	10%	(174)	18%	(322)	72%	(1305)	1801
RD/WT: Right Direction	11%	(102)	19%	(168)	70%	(637)	907
RD/WT: Wrong Track	10%	(125)	19%	(241)	72%	(927)	1293
Trump Job Approve	11%	(98)	17%	(155)	73%	(672)	925
Trump Job Disapprove	11%	(124)	21%	(243)	69%	(805)	1172
Trump Job Strongly Approve	11%	(59)	17%	(88)	72%	(373)	520
Trump Job Somewhat Approve	10%	(39)	16%	(67)	74%	(300)	405
Trump Job Somewhat Disapprove	8%	(23)	25%	(68)	67%	(185)	277
Trump Job Strongly Disapprove	11%	(100)	20%	(175)	69%	(620)	895

Continued on next page

Table HR5: Have you subscribed to a TV or movie streaming service since January 1, 2020?

Demographic	Yes, I have subscribed to multiple new streaming services		Yes, I have subscribed to one new streaming service		No, I have not subscribed to any new streaming services		Total N
Adults	10%	(227)	19%	(408)	71%	(1565)	2200
Favorable of Trump	11%	(99)	17%	(153)	72%	(650)	902
Unfavorable of Trump	10%	(113)	20%	(236)	70%	(817)	1167
Very Favorable of Trump	11%	(63)	18%	(98)	71%	(393)	555
Somewhat Favorable of Trump	10%	(36)	16%	(55)	74%	(257)	347
Somewhat Unfavorable of Trump	8%	(16)	25%	(48)	67%	(132)	196
Very Unfavorable of Trump	10%	(98)	19%	(188)	71%	(685)	971
#1 Issue: Economy	12%	(67)	20%	(106)	68%	(364)	537
#1 Issue: Security	13%	(53)	20%	(83)	68%	(286)	422
#1 Issue: Health Care	8%	(35)	16%	(67)	75%	(311)	413
#1 Issue: Medicare / Social Security	6%	(19)	13%	(43)	82%	(278)	340
#1 Issue: Women's Issues	11%	(14)	36%	(46)	53%	(68)	128
#1 Issue: Education	17%	(21)	25%	(30)	58%	(70)	122
#1 Issue: Energy	6%	(7)	14%	(14)	80%	(82)	103
#1 Issue: Other	9%	(12)	14%	(19)	78%	(106)	136
2018 House Vote: Democrat	13%	(95)	20%	(147)	67%	(503)	745
2018 House Vote: Republican	9%	(56)	16%	(104)	75%	(473)	633
2018 House Vote: Someone else	6%	(5)	18%	(16)	76%	(67)	87
2016 Vote: Hillary Clinton	12%	(81)	18%	(121)	70%	(473)	675
2016 Vote: Donald Trump	10%	(64)	17%	(115)	73%	(493)	672
2016 Vote: Other	8%	(12)	20%	(31)	72%	(111)	155
2016 Vote: Didn't Vote	10%	(70)	20%	(141)	70%	(487)	698
Voted in 2014: Yes	10%	(132)	17%	(214)	73%	(934)	1281
Voted in 2014: No	10%	(94)	21%	(194)	69%	(630)	919
2012 Vote: Barack Obama	12%	(97)	18%	(144)	70%	(551)	792
2012 Vote: Mitt Romney	9%	(45)	15%	(78)	76%	(390)	514
2012 Vote: Other	5%	(4)	20%	(17)	75%	(65)	86
2012 Vote: Didn't Vote	10%	(81)	21%	(169)	69%	(557)	807

Continued on next page

Table HR5: Have you subscribed to a TV or movie streaming service since January 1, 2020?

Demographic	Yes, I have subscribed to multiple new streaming services		Yes, I have subscribed to one new streaming service		No, I have not subscribed to any new streaming services		Total N
Adults	10%	(227)	19%	(408)	71%	(1565)	2200
4-Region: Northeast	11%	(45)	18%	(71)	70%	(277)	394
4-Region: Midwest	9%	(41)	17%	(80)	74%	(342)	462
4-Region: South	10%	(84)	18%	(152)	71%	(588)	824
4-Region: West	11%	(57)	20%	(106)	69%	(358)	520
Watch TV: Every day	11%	(115)	20%	(212)	69%	(742)	1068
Watch TV: Several times per week	14%	(67)	22%	(110)	64%	(317)	495
Watch TV: About once per week	9%	(16)	15%	(27)	76%	(136)	180
Watch TV: Several times per month	6%	(7)	21%	(24)	73%	(86)	118
Watch TV: About once per month	6%	(5)	16%	(13)	78%	(65)	82
Watch TV: Less often than once per month	8%	(6)	15%	(11)	77%	(57)	74
Watch TV: Never	6%	(10)	6%	(10)	89%	(161)	182
Watch Movies: Every day	20%	(67)	28%	(98)	52%	(180)	345
Watch Movies: Several times per week	15%	(80)	21%	(116)	64%	(352)	548
Watch Movies: About once per week	9%	(35)	22%	(86)	70%	(278)	399
Watch Movies: Several times per month	8%	(21)	16%	(45)	76%	(205)	271
Watch Movies: About once per month	4%	(9)	19%	(42)	77%	(170)	221
Watch Movies: Less often than once per month	4%	(9)	7%	(15)	89%	(197)	221
Watch Movies: Never	3%	(6)	3%	(7)	94%	(183)	196
Watch Sporting Events: Every day	31%	(41)	22%	(29)	48%	(64)	134
Watch Sporting Events: Several times per week	15%	(46)	17%	(51)	67%	(203)	301
Watch Sporting Events: About once per week	10%	(27)	21%	(58)	70%	(197)	282
Watch Sporting Events: Several times per month	9%	(15)	19%	(33)	73%	(126)	174
Watch Sporting Events: About once per month	8%	(13)	23%	(38)	69%	(113)	165
Watch Sporting Events: Less often than once per month	8%	(31)	18%	(67)	73%	(269)	367
Watch Sporting Events: Never	7%	(54)	17%	(131)	76%	(592)	777
Cable TV: Currently subscribe	11%	(100)	17%	(155)	72%	(645)	900
Cable TV: Subscribed in past	10%	(82)	20%	(155)	70%	(550)	788
Cable TV: Never subscribed	9%	(45)	19%	(98)	72%	(370)	512

Continued on next page

Table HR5: Have you subscribed to a TV or movie streaming service since January 1, 2020?

Demographic	Yes, I have subscribed to multiple new streaming services		Yes, I have subscribed to one new streaming service		No, I have not subscribed to any new streaming services		Total N
Adults	10%	(227)	19%	(408)	71%	(1565)	2200
Satellite TV: Currently subscribe	12%	(57)	18%	(87)	70%	(338)	483
Satellite TV: Subscribed in past	14%	(81)	23%	(134)	63%	(372)	587
Satellite TV: Never subscribed	8%	(88)	17%	(187)	76%	(855)	1130
Streaming Services: Currently subscribe	14%	(187)	23%	(310)	62%	(825)	1322
Streaming Services: Subscribed in past	6%	(13)	20%	(42)	74%	(159)	214
Streaming Services: Never subscribed	4%	(27)	9%	(57)	87%	(581)	665
Film: An avid fan	17%	(115)	23%	(154)	59%	(394)	663
Film: A casual fan	8%	(96)	18%	(226)	74%	(937)	1260
Film: Not a fan	6%	(16)	10%	(28)	84%	(233)	277
Television: An avid fan	14%	(130)	19%	(179)	67%	(627)	936
Television: A casual fan	8%	(85)	18%	(194)	74%	(811)	1089
Television: Not a fan	7%	(12)	20%	(36)	73%	(127)	174
Music: An avid fan	14%	(152)	21%	(236)	65%	(719)	1107
Music: A casual fan	7%	(63)	16%	(148)	78%	(735)	945
Music: Not a fan	8%	(12)	17%	(25)	75%	(111)	148
Fashion: An avid fan	24%	(68)	22%	(62)	54%	(153)	283
Fashion: A casual fan	11%	(101)	18%	(164)	70%	(627)	892
Fashion: Not a fan	6%	(58)	18%	(182)	77%	(785)	1025

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

Table HR6: *And was the coronavirus outbreak a major or minor reason you subscribed to a new TV or movie streaming service, or not a reason at all?*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	9%	(56)	12%	(76)	79%	(504)	635
Gender: Male	12%	(41)	13%	(45)	75%	(254)	340
Gender: Female	5%	(15)	11%	(31)	84%	(250)	296
Age: 18-29	12%	(21)	18%	(32)	71%	(128)	181
Age: 30-44	8%	(17)	12%	(26)	80%	(173)	215
Age: 45-54	8%	(7)	4%	(4)	87%	(78)	89
Age: 55-64	10%	(9)	12%	(11)	77%	(66)	85
Age: 65+	3%	(2)	6%	(4)	91%	(59)	65
Generation Z: 18-22	10%	(8)	22%	(19)	69%	(59)	86
Millennial: Age 23-38	11%	(25)	14%	(33)	75%	(175)	233
Generation X: Age 39-54	7%	(12)	6%	(10)	87%	(144)	166
Boomers: Age 55-73	8%	(11)	10%	(14)	82%	(111)	136
PID: Dem (no lean)	12%	(30)	11%	(28)	76%	(184)	241
PID: Ind (no lean)	5%	(11)	11%	(24)	83%	(173)	208
PID: Rep (no lean)	8%	(15)	13%	(24)	79%	(147)	186
PID/Gender: Dem Men	21%	(24)	8%	(10)	71%	(81)	115
PID/Gender: Dem Women	4%	(6)	14%	(18)	81%	(103)	126
PID/Gender: Ind Men	7%	(8)	16%	(19)	77%	(91)	118
PID/Gender: Ind Women	3%	(3)	5%	(4)	92%	(82)	90
PID/Gender: Rep Men	8%	(9)	15%	(15)	77%	(82)	107
PID/Gender: Rep Women	7%	(6)	11%	(9)	81%	(65)	80
Ideo: Liberal (1-3)	11%	(21)	10%	(21)	79%	(158)	200
Ideo: Moderate (4)	7%	(13)	15%	(26)	78%	(137)	176
Ideo: Conservative (5-7)	9%	(17)	10%	(19)	80%	(152)	189
Educ: < College	9%	(41)	13%	(55)	78%	(341)	437
Educ: Bachelors degree	9%	(10)	11%	(13)	80%	(93)	117
Educ: Post-grad	6%	(5)	10%	(8)	85%	(69)	82
Income: Under 50k	11%	(35)	10%	(32)	79%	(253)	320
Income: 50k-100k	8%	(17)	17%	(38)	75%	(170)	225
Income: 100k+	4%	(4)	7%	(6)	89%	(81)	90
Ethnicity: White	8%	(38)	11%	(54)	81%	(385)	478
Ethnicity: Hispanic	12%	(14)	21%	(25)	68%	(80)	119

Continued on next page

Table HR6: *And was the coronavirus outbreak a major or minor reason you subscribed to a new TV or movie streaming service, or not a reason at all?*

Demographic	Major reason		Minor reason		Not a reason at all	Total N
Adults	9%	(56)	12%	(76)	79% (504)	635
Ethnicity: Afr. Am.	12%	(13)	14%	(15)	74% (79)	106
Ethnicity: Other	8%	(4)	14%	(7)	78% (40)	51
All Christian	6%	(16)	13%	(32)	81% (196)	244
Agnostic/Nothing in particular	8%	(24)	12%	(38)	80% (254)	316
Evangelical	10%	(16)	16%	(25)	74% (119)	160
Non-Evangelical	3%	(5)	11%	(22)	87% (175)	202
Community: Urban	20%	(36)	17%	(31)	63% (114)	180
Community: Suburban	5%	(13)	11%	(29)	84% (232)	274
Community: Rural	4%	(7)	9%	(16)	88% (158)	181
Employ: Private Sector	9%	(22)	11%	(27)	80% (196)	245
Employ: Retired	2%	(2)	12%	(11)	85% (76)	88
Employ: Other	17%	(10)	5%	(3)	78% (46)	59
Military HH: Yes	11%	(15)	8%	(12)	81% (113)	140
Military HH: No	8%	(41)	13%	(64)	79% (390)	496
RD/WT: Right Direction	11%	(29)	16%	(42)	74% (198)	270
RD/WT: Wrong Track	7%	(27)	9%	(34)	84% (305)	366
Trump Job Approve	8%	(21)	13%	(32)	79% (199)	252
Trump Job Disapprove	9%	(32)	11%	(41)	80% (295)	367
Trump Job Strongly Approve	11%	(16)	10%	(15)	79% (116)	147
Trump Job Somewhat Approve	5%	(5)	16%	(17)	79% (84)	105
Trump Job Somewhat Disapprove	12%	(11)	16%	(14)	72% (67)	92
Trump Job Strongly Disapprove	8%	(21)	10%	(26)	83% (228)	275
Favorable of Trump	7%	(18)	13%	(33)	80% (201)	252
Unfavorable of Trump	8%	(29)	10%	(36)	81% (284)	349
Very Favorable of Trump	9%	(14)	15%	(24)	76% (123)	162
Somewhat Favorable of Trump	4%	(4)	10%	(9)	86% (78)	91
Somewhat Unfavorable of Trump	2%	(2)	21%	(13)	77% (49)	64
Very Unfavorable of Trump	10%	(27)	8%	(23)	82% (235)	286

Continued on next page

Table HR6: *And was the coronavirus outbreak a major or minor reason you subscribed to a new TV or movie streaming service, or not a reason at all?*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	9%	(56)	12%	(76)	79%	(504)	635
#1 Issue: Economy	6%	(10)	8%	(15)	86%	(148)	173
#1 Issue: Security	13%	(18)	15%	(20)	72%	(99)	136
#1 Issue: Health Care	9%	(10)	9%	(9)	82%	(84)	102
#1 Issue: Medicare / Social Security	6%	(3)	13%	(8)	81%	(50)	62
#1 Issue: Women's Issues	14%	(8)	28%	(17)	58%	(34)	60
#1 Issue: Education	8%	(4)	7%	(4)	85%	(43)	51
2018 House Vote: Democrat	13%	(31)	12%	(29)	75%	(181)	242
2018 House Vote: Republican	8%	(12)	10%	(17)	82%	(131)	160
2016 Vote: Hillary Clinton	14%	(28)	7%	(14)	79%	(160)	202
2016 Vote: Donald Trump	7%	(13)	12%	(22)	80%	(144)	179
2016 Vote: Didn't Vote	5%	(12)	15%	(32)	80%	(168)	211
Voted in 2014: Yes	12%	(41)	10%	(34)	79%	(272)	346
Voted in 2014: No	5%	(15)	15%	(42)	80%	(232)	289
2012 Vote: Barack Obama	13%	(30)	7%	(16)	81%	(195)	241
2012 Vote: Mitt Romney	7%	(8)	10%	(13)	83%	(103)	123
2012 Vote: Didn't Vote	7%	(17)	18%	(44)	76%	(189)	250
4-Region: Northeast	12%	(14)	8%	(10)	80%	(93)	116
4-Region: Midwest	7%	(9)	8%	(10)	84%	(102)	121
4-Region: South	7%	(17)	9%	(20)	84%	(198)	236
4-Region: West	10%	(16)	22%	(36)	68%	(111)	162
Watch TV: Every day	10%	(33)	11%	(37)	79%	(257)	326
Watch TV: Several times per week	7%	(13)	12%	(21)	81%	(144)	177
Watch Movies: Every day	21%	(34)	10%	(16)	70%	(115)	165
Watch Movies: Several times per week	7%	(13)	8%	(15)	86%	(168)	196
Watch Movies: About once per week	3%	(4)	13%	(16)	84%	(101)	121
Watch Movies: Several times per month	4%	(3)	19%	(12)	77%	(51)	66
Watch Movies: About once per month	1%	(1)	23%	(12)	76%	(39)	51

Continued on next page

Table HR6: *And was the coronavirus outbreak a major or minor reason you subscribed to a new TV or movie streaming service, or not a reason at all?*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	9%	(56)	12%	(76)	79%	(504)	635
Watch Sporting Events: Every day	21%	(15)	24%	(17)	55%	(38)	70
Watch Sporting Events: Several times per week	10%	(10)	20%	(20)	70%	(69)	98
Watch Sporting Events: About once per week	10%	(9)	4%	(3)	86%	(74)	85
Watch Sporting Events: About once per month	5%	(3)	16%	(8)	79%	(41)	52
Watch Sporting Events: Less often than once per month	4%	(4)	6%	(6)	90%	(88)	98
Watch Sporting Events: Never	7%	(12)	8%	(15)	85%	(158)	185
Cable TV: Currently subscribe	12%	(31)	16%	(40)	72%	(184)	255
Cable TV: Subscribed in past	6%	(13)	9%	(22)	85%	(202)	237
Cable TV: Never subscribed	8%	(11)	9%	(13)	83%	(118)	143
Satellite TV: Currently subscribe	10%	(14)	25%	(36)	66%	(95)	145
Satellite TV: Subscribed in past	9%	(19)	10%	(23)	81%	(174)	215
Satellite TV: Never subscribed	8%	(23)	6%	(17)	85%	(235)	275
Streaming Services: Currently subscribe	8%	(40)	7%	(35)	85%	(422)	497
Streaming Services: Subscribed in past	11%	(6)	26%	(14)	63%	(35)	55
Streaming Services: Never subscribed	12%	(10)	32%	(27)	57%	(48)	84
Film: An avid fan	9%	(25)	12%	(32)	79%	(212)	269
Film: A casual fan	8%	(26)	13%	(41)	79%	(255)	322
Television: An avid fan	11%	(33)	10%	(32)	79%	(243)	309
Television: A casual fan	6%	(17)	9%	(24)	85%	(237)	279
Music: An avid fan	9%	(36)	12%	(45)	79%	(307)	388
Music: A casual fan	5%	(12)	11%	(23)	83%	(176)	211
Fashion: An avid fan	23%	(29)	15%	(20)	62%	(81)	130
Fashion: A casual fan	5%	(13)	15%	(40)	80%	(211)	265
Fashion: Not a fan	5%	(13)	6%	(16)	88%	(212)	241

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

Table HR7_1: Are you more or less likely to do the following because of the coronavirus outbreak?

Watch movies via a streaming service

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	19% (416)	24% (539)	6% (134)	9% (197)	42% (915)	2200
Gender: Male	18% (186)	26% (272)	6% (67)	10% (101)	41% (434)	1062
Gender: Female	20% (229)	23% (266)	6% (67)	8% (95)	42% (480)	1138
Age: 18-29	24% (112)	28% (131)	7% (33)	4% (20)	37% (176)	472
Age: 30-44	27% (145)	24% (132)	6% (34)	8% (43)	35% (187)	541
Age: 45-54	18% (62)	27% (92)	5% (19)	8% (28)	42% (145)	346
Age: 55-64	14% (58)	22% (89)	6% (25)	11% (44)	47% (188)	405
Age: 65+	9% (40)	22% (94)	5% (23)	14% (61)	50% (219)	436
Generation Z: 18-22	19% (44)	31% (71)	8% (19)	6% (14)	36% (84)	231
Millennial: Age 23-38	25% (141)	25% (142)	6% (33)	6% (35)	37% (209)	561
Generation X: Age 39-54	24% (134)	25% (142)	6% (34)	7% (42)	38% (214)	567
Boomers: Age 55-73	12% (86)	22% (158)	6% (46)	10% (73)	49% (353)	715
PID: Dem (no lean)	23% (178)	25% (190)	6% (46)	7% (55)	38% (291)	759
PID: Ind (no lean)	16% (114)	25% (181)	7% (52)	7% (53)	44% (320)	721
PID: Rep (no lean)	17% (124)	23% (168)	5% (36)	12% (89)	42% (304)	720
PID/Gender: Dem Men	22% (74)	26% (85)	5% (17)	8% (27)	39% (128)	331
PID/Gender: Dem Women	24% (104)	25% (105)	7% (28)	6% (28)	38% (163)	428
PID/Gender: Ind Men	15% (56)	26% (95)	9% (32)	8% (31)	42% (157)	370
PID/Gender: Ind Women	17% (58)	25% (86)	6% (20)	6% (23)	47% (163)	350
PID/Gender: Rep Men	16% (56)	26% (93)	5% (18)	12% (43)	42% (150)	360
PID/Gender: Rep Women	19% (68)	21% (75)	5% (18)	13% (45)	43% (154)	360
Ideo: Liberal (1-3)	23% (143)	26% (163)	4% (27)	5% (32)	41% (256)	622
Ideo: Moderate (4)	20% (107)	29% (157)	7% (40)	8% (44)	36% (195)	543
Ideo: Conservative (5-7)	15% (114)	22% (165)	7% (51)	14% (106)	41% (308)	744
Educ: < College	20% (296)	23% (342)	6% (93)	10% (146)	42% (635)	1512
Educ: Bachelors degree	15% (68)	29% (131)	6% (27)	7% (30)	42% (187)	444
Educ: Post-grad	21% (51)	27% (66)	6% (14)	8% (20)	38% (92)	244
Income: Under 50k	19% (236)	21% (255)	6% (78)	10% (120)	44% (534)	1224
Income: 50k-100k	19% (132)	29% (204)	6% (40)	8% (59)	38% (262)	696
Income: 100k+	17% (48)	28% (80)	6% (16)	6% (18)	42% (119)	280
Ethnicity: White	16% (282)	25% (427)	6% (97)	9% (161)	44% (756)	1722

Continued on next page

Table HR7_1: Are you more or less likely to do the following because of the coronavirus outbreak?
Watch movies via a streaming service

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	19% (416)	24% (539)	6% (134)	9% (197)	42% (915)	2200
Ethnicity: Hispanic	29% (102)	24% (82)	6% (22)	8% (28)	33% (115)	349
Ethnicity: Afr. Am.	33% (89)	21% (57)	8% (23)	7% (18)	32% (87)	274
Ethnicity: Other	22% (44)	27% (55)	7% (14)	9% (18)	35% (72)	204
All Christian	18% (171)	24% (228)	6% (57)	10% (94)	42% (396)	947
All Non-Christian	13% (14)	29% (32)	9% (10)	15% (16)	34% (37)	108
Atheist	17% (21)	23% (29)	5% (6)	5% (7)	49% (61)	124
Agnostic/Nothing in particular	20% (209)	24% (250)	6% (61)	8% (80)	41% (422)	1022
Religious Non-Protestant/Catholic	13% (17)	27% (36)	9% (12)	13% (17)	38% (50)	132
Evangelical	18% (97)	24% (133)	9% (48)	11% (61)	38% (211)	550
Non-Evangelical	18% (138)	25% (189)	4% (33)	10% (73)	42% (316)	749
Community: Urban	22% (122)	24% (134)	7% (38)	9% (50)	37% (206)	549
Community: Suburban	18% (183)	26% (260)	6% (61)	8% (86)	42% (425)	1015
Community: Rural	17% (111)	23% (144)	6% (35)	10% (61)	45% (284)	635
Employ: Private Sector	19% (133)	27% (185)	7% (50)	8% (54)	38% (264)	687
Employ: Government	20% (23)	27% (31)	2% (2)	9% (10)	42% (48)	115
Employ: Self-Employed	28% (44)	20% (32)	6% (9)	10% (15)	36% (55)	155
Employ: Homemaker	28% (46)	27% (44)	4% (6)	3% (5)	39% (64)	165
Employ: Retired	12% (61)	23% (121)	6% (32)	13% (68)	45% (234)	517
Employ: Unemployed	26% (52)	18% (37)	5% (9)	8% (16)	44% (90)	204
Employ: Other	13% (25)	18% (35)	8% (16)	12% (23)	49% (96)	196
Military HH: Yes	14% (57)	24% (97)	8% (34)	13% (51)	40% (160)	399
Military HH: No	20% (359)	25% (442)	6% (101)	8% (146)	42% (754)	1801
RD/WT: Right Direction	17% (156)	22% (196)	7% (68)	13% (115)	41% (372)	907
RD/WT: Wrong Track	20% (260)	27% (343)	5% (66)	6% (81)	42% (542)	1293
Trump Job Approve	16% (145)	22% (206)	7% (68)	12% (110)	43% (395)	925
Trump Job Disapprove	22% (263)	27% (316)	5% (55)	7% (83)	39% (455)	1172
Trump Job Strongly Approve	16% (81)	22% (113)	7% (35)	14% (72)	42% (220)	520
Trump Job Somewhat Approve	16% (65)	23% (94)	8% (33)	9% (38)	43% (175)	405
Trump Job Somewhat Disapprove	22% (62)	31% (86)	5% (13)	11% (29)	31% (87)	277
Trump Job Strongly Disapprove	22% (201)	26% (230)	5% (42)	6% (54)	41% (368)	895

Continued on next page

Table HR7_1: Are you more or less likely to do the following because of the coronavirus outbreak?
Watch movies via a streaming service

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Don't know / No opinion		Total N
Adults	19%	(416)	24%	(539)	6%	(134)	9%	(197)	42%	(915)	2200
Favorable of Trump	16%	(141)	22%	(200)	8%	(71)	12%	(113)	42%	(377)	902
Unfavorable of Trump	21%	(251)	27%	(317)	5%	(59)	7%	(76)	40%	(465)	1167
Very Favorable of Trump	17%	(95)	21%	(115)	7%	(40)	14%	(76)	41%	(229)	555
Somewhat Favorable of Trump	13%	(46)	25%	(86)	9%	(31)	11%	(37)	43%	(148)	347
Somewhat Unfavorable of Trump	20%	(38)	33%	(66)	4%	(7)	6%	(12)	37%	(73)	196
Very Unfavorable of Trump	22%	(212)	26%	(251)	5%	(51)	7%	(64)	40%	(392)	971
#1 Issue: Economy	20%	(108)	25%	(134)	7%	(37)	8%	(45)	40%	(213)	537
#1 Issue: Security	20%	(85)	20%	(84)	6%	(26)	14%	(58)	40%	(170)	422
#1 Issue: Health Care	20%	(83)	29%	(121)	7%	(30)	8%	(31)	36%	(148)	413
#1 Issue: Medicare / Social Security	17%	(57)	19%	(63)	5%	(18)	11%	(38)	48%	(164)	340
#1 Issue: Women's Issues	15%	(19)	31%	(39)	7%	(9)	4%	(5)	44%	(56)	128
#1 Issue: Education	25%	(30)	35%	(43)	4%	(5)	4%	(5)	31%	(38)	122
#1 Issue: Energy	19%	(19)	30%	(31)	1%	(1)	1%	(1)	49%	(50)	103
#1 Issue: Other	11%	(14)	18%	(24)	6%	(8)	10%	(13)	56%	(76)	136
2018 House Vote: Democrat	23%	(170)	26%	(194)	6%	(43)	7%	(55)	38%	(283)	745
2018 House Vote: Republican	15%	(98)	23%	(145)	7%	(42)	13%	(84)	42%	(264)	633
2018 House Vote: Someone else	8%	(7)	26%	(23)	9%	(8)	6%	(5)	51%	(44)	87
2016 Vote: Hillary Clinton	23%	(157)	26%	(177)	6%	(38)	8%	(51)	37%	(251)	675
2016 Vote: Donald Trump	14%	(96)	23%	(158)	7%	(44)	13%	(85)	43%	(289)	672
2016 Vote: Other	14%	(22)	25%	(38)	4%	(7)	4%	(6)	53%	(82)	155
2016 Vote: Didn't Vote	20%	(140)	24%	(165)	6%	(45)	8%	(54)	42%	(293)	698
Voted in 2014: Yes	19%	(238)	24%	(308)	6%	(82)	10%	(122)	42%	(532)	1281
Voted in 2014: No	19%	(178)	25%	(231)	6%	(52)	8%	(74)	42%	(383)	919
2012 Vote: Barack Obama	22%	(178)	24%	(189)	6%	(50)	9%	(69)	39%	(307)	792
2012 Vote: Mitt Romney	12%	(60)	24%	(125)	6%	(29)	12%	(62)	46%	(238)	514
2012 Vote: Other	12%	(10)	20%	(18)	10%	(9)	7%	(6)	50%	(43)	86
2012 Vote: Didn't Vote	21%	(168)	26%	(207)	6%	(46)	7%	(59)	40%	(327)	807

Continued on next page

Table HR7_1: Are you more or less likely to do the following because of the coronavirus outbreak?

Watch movies via a streaming service

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	19% (416)	24% (539)	6% (134)	9% (197)	42% (915)	2200
4-Region: Northeast	18% (73)	28% (111)	5% (21)	10% (38)	38% (150)	394
4-Region: Midwest	17% (80)	23% (108)	6% (30)	8% (38)	45% (206)	462
4-Region: South	21% (176)	25% (205)	5% (45)	9% (77)	39% (321)	824
4-Region: West	17% (87)	22% (114)	7% (38)	8% (43)	46% (238)	520
Watch TV: Every day	22% (234)	25% (266)	6% (64)	8% (84)	39% (421)	1068
Watch TV: Several times per week	19% (93)	27% (133)	6% (30)	10% (49)	38% (190)	495
Watch TV: About once per week	13% (24)	29% (52)	7% (12)	12% (21)	39% (71)	180
Watch TV: Several times per month	20% (23)	29% (34)	7% (8)	8% (9)	36% (43)	118
Watch TV: About once per month	16% (13)	32% (26)	4% (3)	12% (10)	36% (30)	82
Watch TV: Less often than once per month	19% (14)	18% (13)	9% (6)	11% (8)	43% (32)	74
Watch TV: Never	8% (14)	8% (14)	5% (10)	9% (16)	70% (128)	182
Watch Movies: Every day	29% (100)	24% (82)	6% (20)	9% (30)	33% (113)	345
Watch Movies: Several times per week	26% (145)	28% (154)	4% (23)	7% (36)	35% (190)	548
Watch Movies: About once per week	17% (68)	27% (109)	8% (32)	8% (32)	39% (157)	399
Watch Movies: Several times per month	17% (46)	31% (83)	6% (17)	8% (22)	38% (103)	271
Watch Movies: About once per month	12% (27)	26% (58)	8% (17)	11% (25)	43% (94)	221
Watch Movies: Less often than once per month	11% (24)	17% (37)	9% (19)	13% (28)	51% (112)	221
Watch Movies: Never	3% (5)	8% (16)	3% (5)	12% (24)	74% (145)	196
Watch Sporting Events: Every day	32% (43)	24% (32)	8% (11)	5% (7)	32% (42)	134
Watch Sporting Events: Several times per week	18% (53)	27% (81)	10% (29)	6% (18)	40% (120)	301
Watch Sporting Events: About once per week	19% (54)	34% (95)	5% (14)	9% (24)	34% (95)	282
Watch Sporting Events: Several times per month	13% (23)	35% (61)	9% (15)	11% (18)	32% (56)	174
Watch Sporting Events: About once per month	23% (39)	24% (39)	3% (5)	12% (20)	38% (62)	165
Watch Sporting Events: Less often than once per month	20% (72)	24% (88)	7% (27)	11% (40)	38% (140)	367
Watch Sporting Events: Never	17% (131)	18% (143)	4% (34)	9% (70)	51% (399)	777
Cable TV: Currently subscribe	20% (177)	27% (247)	6% (54)	11% (95)	36% (328)	900
Cable TV: Subscribed in past	20% (156)	24% (192)	6% (46)	7% (54)	43% (340)	788
Cable TV: Never subscribed	16% (82)	20% (100)	7% (35)	9% (48)	48% (247)	512

Continued on next page

Table HR7_1: Are you more or less likely to do the following because of the coronavirus outbreak?
Watch movies via a streaming service

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	19% (416)	24% (539)	6% (134)	9% (197)	42% (915)	2200
Satellite TV: Currently subscribe	22% (106)	22% (106)	8% (41)	9% (43)	39% (188)	483
Satellite TV: Subscribed in past	24% (142)	29% (168)	4% (24)	9% (53)	34% (200)	587
Satellite TV: Never subscribed	15% (169)	23% (265)	6% (69)	9% (101)	47% (526)	1130
Streaming Services: Currently subscribe	25% (326)	29% (383)	4% (59)	5% (64)	37% (489)	1322
Streaming Services: Subscribed in past	16% (34)	25% (54)	9% (20)	10% (21)	40% (85)	214
Streaming Services: Never subscribed	8% (56)	15% (102)	8% (55)	17% (111)	51% (340)	665
Film: An avid fan	30% (201)	28% (182)	5% (35)	6% (40)	31% (205)	663
Film: A casual fan	14% (182)	26% (327)	6% (81)	10% (121)	44% (549)	1260
Film: Not a fan	12% (33)	11% (29)	7% (18)	13% (36)	58% (161)	277
Television: An avid fan	24% (225)	27% (252)	6% (56)	8% (73)	35% (331)	936
Television: A casual fan	15% (165)	24% (260)	6% (66)	10% (106)	45% (493)	1089
Television: Not a fan	15% (26)	16% (27)	7% (12)	10% (18)	52% (91)	174
Music: An avid fan	24% (265)	25% (282)	6% (63)	9% (95)	36% (402)	1107
Music: A casual fan	15% (140)	25% (237)	7% (66)	9% (83)	44% (419)	945
Music: Not a fan	7% (11)	13% (20)	4% (6)	13% (19)	63% (93)	148
Fashion: An avid fan	34% (97)	28% (79)	5% (16)	11% (31)	21% (61)	283
Fashion: A casual fan	22% (196)	26% (229)	7% (61)	7% (60)	39% (346)	892
Fashion: Not a fan	12% (123)	22% (231)	6% (58)	10% (106)	50% (508)	1025

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

Table HR7_2: Are you more or less likely to do the following because of the coronavirus outbreak?
Watch TV shows via a streaming service

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	18% (387)	23% (504)	6% (142)	10% (220)	43% (948)	2200
Gender: Male	17% (181)	23% (246)	6% (66)	11% (119)	42% (450)	1062
Gender: Female	18% (206)	23% (258)	7% (76)	9% (101)	44% (498)	1138
Age: 18-29	22% (104)	25% (117)	7% (33)	6% (30)	40% (188)	472
Age: 30-44	25% (133)	26% (139)	6% (33)	8% (44)	36% (192)	541
Age: 45-54	19% (64)	26% (88)	4% (15)	9% (31)	43% (147)	346
Age: 55-64	12% (49)	20% (81)	8% (32)	12% (50)	48% (192)	405
Age: 65+	9% (37)	18% (79)	6% (28)	15% (65)	52% (227)	436
Generation Z: 18-22	19% (45)	28% (64)	8% (18)	6% (14)	39% (90)	231
Millennial: Age 23-38	24% (132)	24% (132)	7% (37)	8% (45)	38% (215)	561
Generation X: Age 39-54	22% (124)	26% (148)	5% (26)	8% (46)	39% (222)	567
Boomers: Age 55-73	11% (76)	19% (139)	7% (51)	13% (90)	50% (360)	715
PID: Dem (no lean)	21% (159)	26% (194)	6% (49)	8% (62)	39% (295)	759
PID: Ind (no lean)	14% (102)	23% (165)	7% (50)	9% (66)	47% (338)	721
PID: Rep (no lean)	18% (126)	20% (145)	6% (43)	13% (91)	44% (315)	720
PID/Gender: Dem Men	21% (70)	27% (88)	5% (16)	9% (29)	39% (129)	331
PID/Gender: Dem Women	21% (89)	25% (106)	8% (34)	8% (34)	39% (166)	428
PID/Gender: Ind Men	14% (53)	23% (85)	7% (26)	11% (42)	45% (165)	370
PID/Gender: Ind Women	14% (49)	23% (80)	7% (24)	7% (24)	49% (173)	350
PID/Gender: Rep Men	16% (59)	20% (73)	7% (24)	13% (48)	43% (156)	360
PID/Gender: Rep Women	19% (68)	20% (72)	5% (18)	12% (43)	44% (159)	360
Ideo: Liberal (1-3)	21% (131)	24% (148)	5% (31)	7% (43)	43% (268)	622
Ideo: Moderate (4)	19% (104)	28% (152)	7% (38)	9% (49)	37% (198)	543
Ideo: Conservative (5-7)	15% (113)	21% (155)	7% (50)	14% (106)	43% (320)	744
Educ: < College	19% (282)	20% (306)	7% (106)	11% (167)	43% (652)	1512
Educ: Bachelors degree	14% (64)	30% (131)	5% (24)	7% (32)	43% (193)	444
Educ: Post-grad	17% (41)	27% (67)	5% (12)	9% (21)	42% (103)	244
Income: Under 50k	18% (221)	20% (247)	6% (75)	11% (131)	45% (550)	1224
Income: 50k-100k	18% (127)	26% (184)	7% (46)	9% (66)	39% (274)	696
Income: 100k+	14% (40)	26% (72)	8% (21)	8% (23)	44% (124)	280
Ethnicity: White	15% (265)	23% (390)	6% (106)	10% (170)	46% (791)	1722

Continued on next page

Table HR7_2: Are you more or less likely to do the following because of the coronavirus outbreak?

Watch TV shows via a streaming service

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	18% (387)	23% (504)	6% (142)	10% (220)	43% (948)	2200
Ethnicity: Hispanic	27% (94)	22% (76)	9% (30)	9% (31)	34% (118)	349
Ethnicity: Afr. Am.	34% (94)	20% (54)	6% (16)	11% (30)	29% (81)	274
Ethnicity: Other	14% (29)	29% (60)	10% (20)	10% (19)	37% (76)	204
All Christian	15% (145)	24% (226)	6% (60)	11% (101)	44% (415)	947
All Non-Christian	14% (15)	30% (32)	8% (9)	13% (14)	34% (37)	108
Atheist	20% (24)	19% (23)	5% (6)	6% (8)	50% (62)	124
Agnostic/Nothing in particular	20% (203)	22% (222)	7% (67)	9% (97)	42% (434)	1022
Religious Non-Protestant/Catholic	14% (18)	27% (36)	9% (12)	12% (16)	38% (51)	132
Evangelical	18% (102)	23% (124)	6% (35)	11% (59)	42% (230)	550
Non-Evangelical	15% (116)	23% (176)	7% (50)	12% (90)	42% (318)	749
Community: Urban	21% (117)	21% (117)	8% (45)	10% (52)	40% (218)	549
Community: Suburban	16% (160)	24% (246)	6% (62)	10% (99)	44% (448)	1015
Community: Rural	17% (110)	22% (140)	5% (34)	11% (69)	44% (283)	635
Employ: Private Sector	19% (128)	28% (192)	6% (38)	8% (58)	39% (270)	687
Employ: Government	17% (20)	25% (28)	6% (7)	12% (14)	40% (46)	115
Employ: Self-Employed	21% (32)	20% (30)	8% (12)	11% (18)	40% (62)	155
Employ: Homemaker	24% (39)	24% (40)	8% (13)	5% (8)	39% (64)	165
Employ: Retired	12% (62)	19% (101)	7% (37)	14% (74)	47% (244)	517
Employ: Unemployed	24% (50)	20% (41)	3% (7)	6% (13)	46% (93)	204
Employ: Other	11% (22)	15% (30)	9% (17)	13% (26)	51% (101)	196
Military HH: Yes	12% (49)	21% (84)	8% (32)	15% (59)	44% (174)	399
Military HH: No	19% (338)	23% (419)	6% (110)	9% (160)	43% (774)	1801
RD/WT: Right Direction	18% (163)	20% (182)	7% (61)	13% (115)	43% (386)	907
RD/WT: Wrong Track	17% (224)	25% (321)	6% (81)	8% (104)	43% (562)	1293
Trump Job Approve	17% (157)	20% (184)	7% (62)	12% (112)	44% (411)	925
Trump Job Disapprove	19% (224)	26% (302)	6% (72)	9% (100)	40% (474)	1172
Trump Job Strongly Approve	16% (83)	17% (87)	7% (39)	15% (78)	45% (233)	520
Trump Job Somewhat Approve	18% (73)	24% (97)	6% (23)	8% (34)	44% (178)	405
Trump Job Somewhat Disapprove	14% (39)	30% (83)	9% (26)	15% (42)	32% (87)	277
Trump Job Strongly Disapprove	21% (185)	24% (218)	5% (46)	7% (59)	43% (387)	895

Continued on next page

Table HR7_2: Are you more or less likely to do the following because of the coronavirus outbreak?
Watch TV shows via a streaming service

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	18% (387)	23% (504)	6% (142)	10% (220)	43% (948)	2200
Favorable of Trump	18% (160)	20% (182)	7% (61)	12% (110)	43% (388)	902
Unfavorable of Trump	18% (211)	26% (302)	6% (73)	8% (93)	42% (488)	1167
Very Favorable of Trump	18% (100)	17% (93)	8% (43)	14% (75)	44% (244)	555
Somewhat Favorable of Trump	17% (60)	26% (90)	5% (18)	10% (35)	41% (144)	347
Somewhat Unfavorable of Trump	12% (23)	34% (66)	6% (11)	12% (24)	36% (70)	196
Very Unfavorable of Trump	19% (188)	24% (236)	6% (61)	7% (69)	43% (417)	971
#1 Issue: Economy	17% (90)	26% (138)	6% (34)	9% (51)	42% (224)	537
#1 Issue: Security	18% (76)	18% (77)	8% (35)	13% (57)	42% (178)	422
#1 Issue: Health Care	20% (81)	28% (116)	8% (31)	8% (32)	37% (153)	413
#1 Issue: Medicare / Social Security	18% (61)	17% (57)	4% (13)	13% (43)	49% (166)	340
#1 Issue: Women's Issues	15% (19)	23% (29)	11% (14)	6% (8)	44% (57)	128
#1 Issue: Education	21% (26)	32% (39)	4% (5)	7% (8)	36% (44)	122
#1 Issue: Energy	17% (18)	31% (32)	1% (1)	2% (2)	49% (50)	103
#1 Issue: Other	13% (17)	12% (16)	6% (8)	14% (19)	56% (76)	136
2018 House Vote: Democrat	21% (153)	24% (178)	6% (45)	8% (62)	41% (307)	745
2018 House Vote: Republican	14% (89)	22% (138)	7% (46)	13% (84)	44% (277)	633
2018 House Vote: Someone else	8% (7)	27% (24)	9% (8)	7% (6)	49% (42)	87
2016 Vote: Hillary Clinton	21% (143)	24% (162)	6% (38)	10% (65)	40% (267)	675
2016 Vote: Donald Trump	14% (97)	21% (140)	8% (52)	12% (82)	45% (301)	672
2016 Vote: Other	13% (20)	23% (35)	4% (6)	6% (9)	55% (84)	155
2016 Vote: Didn't Vote	18% (126)	24% (166)	7% (46)	9% (64)	42% (296)	698
Voted in 2014: Yes	17% (216)	23% (294)	7% (88)	10% (131)	43% (553)	1281
Voted in 2014: No	19% (172)	23% (210)	6% (54)	10% (89)	43% (395)	919
2012 Vote: Barack Obama	20% (159)	23% (182)	6% (51)	10% (81)	40% (320)	792
2012 Vote: Mitt Romney	11% (57)	21% (108)	7% (37)	12% (62)	48% (249)	514
2012 Vote: Other	11% (10)	25% (22)	7% (6)	8% (7)	48% (42)	86
2012 Vote: Didn't Vote	20% (161)	24% (192)	6% (46)	9% (70)	42% (338)	807

Continued on next page

Table HR7_2: Are you more or less likely to do the following because of the coronavirus outbreak?

Watch TV shows via a streaming service

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	18% (387)	23% (504)	6% (142)	10% (220)	43% (948)	2200
4-Region: Northeast	20% (78)	24% (95)	4% (17)	12% (46)	40% (156)	394
4-Region: Midwest	16% (76)	23% (105)	7% (31)	10% (44)	45% (206)	462
4-Region: South	18% (144)	24% (201)	6% (52)	10% (81)	42% (345)	824
4-Region: West	17% (88)	20% (102)	8% (42)	9% (47)	46% (241)	520
Watch TV: Every day	22% (230)	23% (245)	5% (56)	9% (100)	41% (438)	1068
Watch TV: Several times per week	15% (76)	25% (126)	7% (34)	11% (53)	42% (206)	495
Watch TV: About once per week	16% (28)	24% (43)	8% (14)	15% (27)	38% (69)	180
Watch TV: Several times per month	16% (19)	30% (35)	6% (8)	7% (8)	41% (48)	118
Watch TV: About once per month	13% (11)	27% (22)	7% (6)	12% (10)	40% (33)	82
Watch TV: Less often than once per month	10% (7)	31% (23)	12% (9)	5% (4)	42% (31)	74
Watch TV: Never	9% (16)	5% (10)	8% (15)	10% (18)	68% (123)	182
Watch Movies: Every day	24% (83)	22% (75)	6% (21)	13% (43)	35% (122)	345
Watch Movies: Several times per week	25% (136)	24% (134)	4% (24)	8% (43)	38% (210)	548
Watch Movies: About once per week	20% (81)	27% (110)	5% (21)	8% (33)	39% (154)	399
Watch Movies: Several times per month	14% (39)	27% (74)	10% (26)	8% (23)	40% (109)	271
Watch Movies: About once per month	10% (22)	27% (60)	10% (21)	11% (23)	42% (94)	221
Watch Movies: Less often than once per month	9% (20)	17% (38)	9% (21)	12% (25)	53% (117)	221
Watch Movies: Never	3% (5)	7% (13)	4% (8)	14% (28)	73% (142)	196
Watch Sporting Events: Every day	27% (36)	28% (37)	4% (6)	9% (12)	32% (42)	134
Watch Sporting Events: Several times per week	17% (51)	24% (72)	10% (31)	7% (22)	42% (126)	301
Watch Sporting Events: About once per week	20% (56)	30% (83)	5% (13)	11% (30)	35% (100)	282
Watch Sporting Events: Several times per month	14% (24)	30% (53)	9% (15)	12% (21)	35% (61)	174
Watch Sporting Events: About once per month	20% (33)	22% (36)	9% (14)	10% (17)	39% (65)	165
Watch Sporting Events: Less often than once per month	17% (62)	26% (96)	4% (16)	12% (44)	41% (149)	367
Watch Sporting Events: Never	16% (125)	16% (127)	6% (46)	10% (74)	52% (405)	777
Cable TV: Currently subscribe	18% (164)	24% (215)	6% (56)	13% (115)	39% (351)	900
Cable TV: Subscribed in past	18% (143)	25% (196)	5% (42)	8% (61)	44% (346)	788
Cable TV: Never subscribed	16% (80)	18% (93)	9% (44)	9% (44)	49% (251)	512

Continued on next page

Table HR7_2: Are you more or less likely to do the following because of the coronavirus outbreak?
Watch TV shows via a streaming service

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	18% (387)	23% (504)	6% (142)	10% (220)	43% (948)	2200
Satellite TV: Currently subscribe	21% (100)	22% (105)	8% (38)	9% (43)	41% (196)	483
Satellite TV: Subscribed in past	21% (125)	26% (150)	5% (30)	11% (63)	37% (218)	587
Satellite TV: Never subscribed	14% (162)	22% (248)	6% (73)	10% (113)	47% (534)	1130
Streaming Services: Currently subscribe	23% (304)	27% (357)	4% (58)	6% (78)	40% (524)	1322
Streaming Services: Subscribed in past	11% (23)	29% (62)	12% (26)	8% (18)	40% (85)	214
Streaming Services: Never subscribed	9% (60)	13% (85)	9% (57)	19% (123)	51% (339)	665
Film: An avid fan	28% (183)	25% (163)	6% (37)	8% (52)	34% (228)	663
Film: A casual fan	14% (175)	25% (309)	7% (89)	11% (133)	44% (554)	1260
Film: Not a fan	10% (29)	11% (32)	6% (16)	13% (35)	60% (166)	277
Television: An avid fan	21% (199)	25% (230)	7% (64)	9% (82)	39% (361)	936
Television: A casual fan	14% (157)	22% (243)	7% (74)	11% (117)	46% (498)	1089
Television: Not a fan	18% (31)	17% (30)	2% (4)	12% (21)	51% (89)	174
Music: An avid fan	22% (241)	24% (266)	6% (64)	9% (100)	39% (436)	1107
Music: A casual fan	14% (136)	24% (227)	7% (70)	10% (98)	44% (414)	945
Music: Not a fan	7% (10)	7% (11)	5% (8)	15% (22)	66% (98)	148
Fashion: An avid fan	29% (83)	23% (65)	11% (32)	14% (41)	22% (63)	283
Fashion: A casual fan	20% (176)	27% (242)	5% (44)	8% (73)	40% (357)	892
Fashion: Not a fan	13% (129)	19% (196)	6% (66)	10% (106)	52% (529)	1025

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

Table HR7_3: Are you more or less likely to do the following because of the coronavirus outbreak?
Rent movies to watch at home

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	13% (286)	19% (408)	9% (194)	17% (367)	43% (945)	2200
Gender: Male	11% (122)	19% (204)	9% (96)	18% (194)	42% (446)	1062
Gender: Female	14% (164)	18% (204)	9% (97)	15% (173)	44% (499)	1138
Age: 18-29	17% (81)	19% (90)	9% (42)	12% (56)	43% (203)	472
Age: 30-44	18% (95)	20% (109)	10% (51)	15% (80)	38% (205)	541
Age: 45-54	11% (37)	22% (74)	7% (25)	19% (66)	41% (144)	346
Age: 55-64	11% (46)	17% (70)	9% (35)	19% (76)	44% (178)	405
Age: 65+	6% (27)	15% (65)	9% (40)	20% (89)	49% (216)	436
Generation Z: 18-22	17% (40)	20% (46)	9% (20)	12% (27)	42% (98)	231
Millennial: Age 23-38	16% (90)	20% (111)	10% (58)	13% (74)	41% (227)	561
Generation X: Age 39-54	15% (83)	20% (116)	7% (40)	18% (100)	40% (227)	567
Boomers: Age 55-73	9% (62)	16% (117)	9% (61)	19% (137)	47% (337)	715
PID: Dem (no lean)	14% (109)	22% (166)	8% (61)	15% (116)	40% (307)	759
PID: Ind (no lean)	12% (88)	16% (117)	10% (71)	14% (102)	48% (343)	721
PID: Rep (no lean)	12% (89)	17% (125)	9% (62)	21% (149)	41% (295)	720
PID/Gender: Dem Men	12% (39)	24% (78)	8% (26)	17% (55)	40% (134)	331
PID/Gender: Dem Women	16% (70)	21% (88)	8% (35)	14% (61)	40% (173)	428
PID/Gender: Ind Men	11% (39)	17% (63)	9% (34)	15% (55)	48% (179)	370
PID/Gender: Ind Women	14% (48)	16% (55)	10% (37)	13% (47)	47% (164)	350
PID/Gender: Rep Men	12% (44)	18% (63)	10% (36)	23% (84)	37% (133)	360
PID/Gender: Rep Women	13% (45)	17% (62)	7% (26)	18% (65)	45% (162)	360
Ideo: Liberal (1-3)	15% (91)	19% (120)	8% (47)	13% (83)	45% (280)	622
Ideo: Moderate (4)	12% (67)	21% (115)	12% (63)	16% (88)	39% (210)	543
Ideo: Conservative (5-7)	11% (84)	19% (138)	9% (65)	22% (161)	40% (296)	744
Educ: < College	14% (211)	17% (250)	9% (133)	18% (275)	43% (645)	1512
Educ: Bachelors degree	10% (45)	23% (104)	9% (38)	13% (56)	45% (201)	444
Educ: Post-grad	12% (30)	23% (55)	9% (23)	15% (37)	41% (99)	244
Income: Under 50k	14% (172)	17% (205)	8% (100)	17% (211)	44% (536)	1224
Income: 50k-100k	11% (79)	21% (144)	10% (70)	17% (121)	40% (282)	696
Income: 100k+	12% (35)	21% (59)	8% (24)	12% (35)	46% (128)	280
Ethnicity: White	12% (199)	18% (310)	9% (148)	17% (287)	45% (777)	1722

Continued on next page

Table HR7_3: Are you more or less likely to do the following because of the coronavirus outbreak?
Rent movies to watch at home

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Don't know / No opinion		Total N
Adults	13%	(286)	19%	(408)	9%	(194)	17%	(367)	43%	(945)	2200
Ethnicity: Hispanic	20%	(68)	17%	(60)	7%	(23)	20%	(68)	37%	(130)	349
Ethnicity: Afr. Am.	20%	(56)	21%	(57)	8%	(21)	18%	(49)	34%	(92)	274
Ethnicity: Other	15%	(31)	20%	(41)	12%	(24)	15%	(31)	37%	(76)	204
All Christian	12%	(110)	18%	(173)	8%	(77)	17%	(165)	45%	(423)	947
All Non-Christian	14%	(16)	22%	(23)	19%	(20)	17%	(18)	29%	(31)	108
Atheist	9%	(11)	15%	(18)	11%	(13)	10%	(12)	56%	(69)	124
Agnostic/Nothing in particular	15%	(150)	19%	(194)	8%	(84)	17%	(172)	41%	(423)	1022
Religious Non-Protestant/Catholic	15%	(19)	19%	(26)	17%	(23)	15%	(19)	34%	(45)	132
Evangelical	12%	(64)	20%	(109)	9%	(48)	19%	(103)	41%	(226)	550
Non-Evangelical	13%	(95)	18%	(133)	9%	(66)	18%	(134)	43%	(321)	749
Community: Urban	15%	(83)	19%	(106)	10%	(53)	17%	(91)	39%	(217)	549
Community: Suburban	12%	(117)	20%	(204)	8%	(86)	15%	(153)	45%	(455)	1015
Community: Rural	13%	(85)	16%	(99)	9%	(55)	19%	(123)	43%	(274)	635
Employ: Private Sector	12%	(84)	20%	(141)	10%	(70)	15%	(100)	42%	(292)	687
Employ: Government	16%	(18)	24%	(28)	6%	(7)	16%	(18)	38%	(44)	115
Employ: Self-Employed	15%	(24)	16%	(24)	8%	(13)	19%	(30)	41%	(64)	155
Employ: Homemaker	22%	(36)	16%	(26)	14%	(23)	13%	(21)	36%	(60)	165
Employ: Retired	8%	(42)	16%	(84)	9%	(45)	21%	(108)	46%	(238)	517
Employ: Unemployed	18%	(36)	17%	(34)	6%	(12)	15%	(31)	45%	(91)	204
Employ: Other	11%	(21)	18%	(35)	4%	(9)	22%	(43)	45%	(89)	196
Military HH: Yes	11%	(44)	16%	(64)	10%	(39)	20%	(81)	43%	(172)	399
Military HH: No	13%	(242)	19%	(344)	9%	(155)	16%	(286)	43%	(774)	1801
RD/WT: Right Direction	13%	(121)	16%	(145)	11%	(98)	19%	(175)	41%	(368)	907
RD/WT: Wrong Track	13%	(165)	20%	(263)	7%	(95)	15%	(192)	45%	(577)	1293
Trump Job Approve	13%	(121)	17%	(159)	10%	(90)	18%	(170)	42%	(385)	925
Trump Job Disapprove	14%	(159)	20%	(239)	8%	(95)	16%	(183)	42%	(497)	1172
Trump Job Strongly Approve	13%	(65)	17%	(88)	8%	(43)	23%	(118)	40%	(206)	520
Trump Job Somewhat Approve	14%	(56)	17%	(71)	12%	(47)	13%	(53)	44%	(179)	405
Trump Job Somewhat Disapprove	16%	(44)	20%	(54)	12%	(33)	17%	(46)	36%	(99)	277
Trump Job Strongly Disapprove	13%	(115)	21%	(184)	7%	(62)	15%	(136)	44%	(398)	895

Continued on next page

Table HR7_3: Are you more or less likely to do the following because of the coronavirus outbreak?
 Rent movies to watch at home

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	13% (286)	19% (408)	9% (194)	17% (367)	43% (945)	2200
Favorable of Trump	13% (118)	17% (156)	10% (90)	19% (173)	41% (366)	902
Unfavorable of Trump	13% (149)	21% (242)	8% (92)	15% (180)	43% (504)	1167
Very Favorable of Trump	13% (71)	16% (91)	9% (53)	22% (120)	40% (221)	555
Somewhat Favorable of Trump	14% (47)	19% (65)	11% (38)	15% (53)	42% (145)	347
Somewhat Unfavorable of Trump	12% (23)	24% (46)	14% (27)	13% (25)	38% (74)	196
Very Unfavorable of Trump	13% (125)	20% (196)	7% (65)	16% (155)	44% (430)	971
#1 Issue: Economy	12% (64)	20% (108)	9% (50)	17% (91)	42% (224)	537
#1 Issue: Security	14% (59)	16% (67)	9% (38)	21% (89)	40% (168)	422
#1 Issue: Health Care	16% (67)	22% (92)	9% (38)	14% (59)	38% (156)	413
#1 Issue: Medicare / Social Security	13% (44)	13% (45)	8% (27)	19% (64)	47% (159)	340
#1 Issue: Women's Issues	9% (12)	19% (25)	15% (19)	9% (11)	48% (61)	128
#1 Issue: Education	15% (18)	23% (28)	8% (10)	15% (19)	38% (47)	122
#1 Issue: Energy	10% (10)	24% (25)	4% (4)	9% (9)	53% (55)	103
#1 Issue: Other	8% (11)	13% (18)	5% (7)	18% (24)	56% (76)	136
2018 House Vote: Democrat	13% (100)	21% (158)	8% (61)	15% (114)	42% (312)	745
2018 House Vote: Republican	11% (71)	18% (116)	9% (58)	21% (132)	40% (256)	633
2018 House Vote: Someone else	8% (7)	15% (13)	13% (12)	9% (8)	55% (48)	87
2016 Vote: Hillary Clinton	13% (89)	22% (148)	8% (51)	16% (109)	41% (278)	675
2016 Vote: Donald Trump	11% (73)	18% (122)	9% (62)	20% (133)	42% (282)	672
2016 Vote: Other	12% (18)	14% (22)	11% (17)	8% (13)	55% (85)	155
2016 Vote: Didn't Vote	15% (106)	17% (116)	9% (63)	16% (113)	43% (300)	698
Voted in 2014: Yes	12% (157)	20% (260)	9% (110)	17% (213)	42% (540)	1281
Voted in 2014: No	14% (129)	16% (149)	9% (83)	17% (154)	44% (405)	919
2012 Vote: Barack Obama	14% (111)	21% (164)	7% (58)	18% (139)	40% (320)	792
2012 Vote: Mitt Romney	10% (50)	18% (91)	9% (46)	17% (87)	47% (240)	514
2012 Vote: Other	10% (9)	20% (17)	8% (7)	13% (11)	49% (42)	86
2012 Vote: Didn't Vote	14% (115)	17% (137)	10% (82)	16% (131)	42% (343)	807

Continued on next page

Table HR7_3: Are you more or less likely to do the following because of the coronavirus outbreak?
Rent movies to watch at home

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	13% (286)	19% (408)	9% (194)	17% (367)	43% (945)	2200
4-Region: Northeast	12% (49)	18% (70)	10% (39)	18% (71)	42% (165)	394
4-Region: Midwest	12% (57)	18% (85)	8% (37)	16% (74)	45% (209)	462
4-Region: South	14% (118)	20% (163)	7% (61)	19% (156)	40% (326)	824
4-Region: West	12% (61)	17% (90)	11% (57)	13% (67)	47% (245)	520
Watch TV: Every day	16% (169)	21% (225)	7% (72)	16% (168)	41% (434)	1068
Watch TV: Several times per week	10% (50)	19% (94)	10% (51)	18% (90)	42% (209)	495
Watch TV: About once per week	11% (20)	17% (31)	11% (20)	21% (38)	39% (70)	180
Watch TV: Several times per month	9% (10)	19% (23)	10% (12)	18% (21)	44% (52)	118
Watch TV: About once per month	18% (15)	16% (13)	13% (10)	16% (13)	37% (31)	82
Watch TV: Less often than once per month	14% (10)	15% (11)	18% (13)	13% (9)	41% (30)	74
Watch TV: Never	6% (12)	6% (11)	8% (14)	14% (26)	65% (119)	182
Watch Movies: Every day	24% (82)	20% (69)	7% (23)	17% (57)	33% (114)	345
Watch Movies: Several times per week	12% (68)	22% (120)	7% (39)	19% (105)	39% (215)	548
Watch Movies: About once per week	15% (60)	19% (77)	12% (47)	14% (58)	39% (157)	399
Watch Movies: Several times per month	10% (28)	26% (69)	8% (23)	13% (36)	42% (115)	271
Watch Movies: About once per month	11% (24)	13% (30)	13% (28)	20% (44)	43% (95)	221
Watch Movies: Less often than once per month	7% (16)	14% (30)	9% (21)	19% (43)	51% (112)	221
Watch Movies: Never	4% (8)	7% (13)	7% (13)	13% (25)	70% (137)	196
Watch Sporting Events: Every day	20% (27)	25% (34)	11% (15)	10% (14)	34% (45)	134
Watch Sporting Events: Several times per week	13% (38)	22% (66)	8% (23)	18% (54)	40% (119)	301
Watch Sporting Events: About once per week	16% (45)	24% (67)	11% (32)	16% (46)	33% (92)	282
Watch Sporting Events: Several times per month	9% (15)	24% (41)	11% (20)	21% (36)	35% (61)	174
Watch Sporting Events: About once per month	16% (27)	21% (35)	10% (17)	17% (28)	35% (58)	165
Watch Sporting Events: Less often than once per month	14% (53)	19% (69)	9% (31)	15% (56)	43% (158)	367
Watch Sporting Events: Never	10% (80)	12% (96)	7% (55)	17% (133)	53% (413)	777
Cable TV: Currently subscribe	14% (125)	20% (183)	9% (79)	18% (166)	39% (347)	900
Cable TV: Subscribed in past	11% (86)	18% (144)	9% (72)	16% (129)	45% (356)	788
Cable TV: Never subscribed	15% (75)	16% (81)	8% (42)	14% (72)	47% (242)	512

Continued on next page

Table HR7_3: Are you more or less likely to do the following because of the coronavirus outbreak?
Rent movies to watch at home

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	13% (286)	19% (408)	9% (194)	17% (367)	43% (945)	2200
Satellite TV: Currently subscribe	15% (72)	20% (95)	9% (45)	17% (81)	39% (190)	483
Satellite TV: Subscribed in past	13% (77)	19% (113)	8% (49)	21% (122)	38% (225)	587
Satellite TV: Never subscribed	12% (137)	18% (200)	9% (99)	15% (164)	47% (530)	1130
Streaming Services: Currently subscribe	14% (180)	20% (262)	8% (107)	16% (206)	43% (566)	1322
Streaming Services: Subscribed in past	14% (30)	21% (44)	11% (23)	17% (36)	38% (81)	214
Streaming Services: Never subscribed	11% (76)	15% (103)	9% (63)	19% (125)	45% (298)	665
Film: An avid fan	20% (130)	21% (139)	8% (54)	15% (101)	36% (238)	663
Film: A casual fan	10% (129)	20% (250)	10% (121)	17% (210)	44% (549)	1260
Film: Not a fan	9% (26)	7% (19)	7% (18)	20% (56)	57% (158)	277
Television: An avid fan	16% (146)	23% (215)	8% (74)	16% (153)	37% (348)	936
Television: A casual fan	11% (116)	17% (186)	10% (107)	17% (184)	46% (498)	1089
Television: Not a fan	14% (24)	5% (8)	7% (13)	18% (31)	57% (99)	174
Music: An avid fan	17% (188)	19% (211)	9% (95)	16% (179)	39% (434)	1107
Music: A casual fan	10% (91)	20% (188)	10% (92)	17% (157)	44% (417)	945
Music: Not a fan	5% (7)	6% (9)	4% (6)	21% (32)	64% (94)	148
Fashion: An avid fan	29% (81)	21% (59)	9% (25)	19% (53)	23% (66)	283
Fashion: A casual fan	13% (115)	22% (199)	11% (101)	13% (118)	40% (359)	892
Fashion: Not a fan	9% (90)	15% (150)	7% (68)	19% (197)	51% (521)	1025

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

Table HR7_4: Are you more or less likely to do the following because of the coronavirus outbreak?
Subscribe to a new TV or movie streaming service

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (195)	14% (306)	9% (201)	17% (383)	51% (1115)	2200
Gender: Male	9% (96)	15% (156)	10% (110)	17% (176)	49% (524)	1062
Gender: Female	9% (99)	13% (151)	8% (91)	18% (207)	52% (591)	1138
Age: 18-29	10% (49)	19% (88)	8% (40)	12% (58)	50% (237)	472
Age: 30-44	13% (72)	16% (87)	11% (57)	16% (85)	44% (240)	541
Age: 45-54	10% (33)	14% (50)	9% (31)	17% (59)	50% (173)	346
Age: 55-64	7% (27)	12% (48)	8% (34)	19% (77)	54% (219)	405
Age: 65+	3% (14)	7% (33)	9% (39)	24% (105)	56% (246)	436
Generation Z: 18-22	6% (14)	19% (45)	10% (24)	13% (30)	51% (117)	231
Millennial: Age 23-38	12% (69)	18% (101)	8% (46)	14% (79)	47% (266)	561
Generation X: Age 39-54	13% (71)	14% (79)	10% (58)	16% (92)	47% (267)	567
Boomers: Age 55-73	5% (35)	10% (74)	9% (62)	19% (139)	57% (405)	715
PID: Dem (no lean)	11% (84)	15% (111)	9% (69)	17% (126)	49% (369)	759
PID: Ind (no lean)	6% (45)	15% (112)	10% (75)	14% (104)	54% (386)	721
PID: Rep (no lean)	9% (66)	12% (84)	8% (57)	21% (153)	50% (360)	720
PID/Gender: Dem Men	12% (41)	15% (51)	10% (32)	14% (47)	48% (160)	331
PID/Gender: Dem Women	10% (43)	14% (60)	9% (37)	18% (79)	49% (210)	428
PID/Gender: Ind Men	6% (24)	16% (58)	11% (41)	14% (52)	53% (196)	370
PID/Gender: Ind Women	6% (21)	15% (53)	10% (34)	15% (52)	54% (190)	350
PID/Gender: Rep Men	9% (31)	13% (47)	10% (36)	21% (77)	47% (169)	360
PID/Gender: Rep Women	10% (35)	10% (37)	6% (20)	21% (76)	53% (192)	360
Ideo: Liberal (1-3)	12% (73)	13% (81)	10% (60)	12% (74)	54% (334)	622
Ideo: Moderate (4)	10% (56)	16% (87)	11% (58)	20% (107)	43% (235)	543
Ideo: Conservative (5-7)	6% (46)	13% (93)	10% (74)	21% (157)	50% (374)	744
Educ: < College	10% (144)	14% (205)	9% (133)	18% (276)	50% (754)	1512
Educ: Bachelors degree	7% (32)	15% (67)	11% (47)	13% (58)	54% (239)	444
Educ: Post-grad	8% (19)	14% (34)	8% (20)	20% (49)	50% (122)	244
Income: Under 50k	10% (122)	13% (162)	8% (102)	18% (214)	51% (624)	1224
Income: 50k-100k	8% (55)	15% (105)	9% (65)	18% (122)	50% (348)	696
Income: 100k+	6% (18)	14% (39)	12% (34)	17% (47)	51% (143)	280
Ethnicity: White	7% (124)	13% (227)	9% (160)	17% (298)	53% (913)	1722

Continued on next page

Table HR7_4: Are you more or less likely to do the following because of the coronavirus outbreak?
 Subscribe to a new TV or movie streaming service

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (195)	14% (306)	9% (201)	17% (383)	51% (1115)	2200
Ethnicity: Hispanic	14% (50)	18% (63)	8% (27)	15% (52)	45% (158)	349
Ethnicity: Afr. Am.	17% (48)	16% (44)	11% (29)	17% (46)	39% (107)	274
Ethnicity: Other	11% (23)	18% (36)	6% (11)	19% (39)	47% (95)	204
All Christian	9% (84)	13% (121)	9% (86)	16% (153)	53% (503)	947
All Non-Christian	14% (15)	12% (13)	15% (16)	20% (21)	40% (44)	108
Atheist	11% (14)	11% (13)	11% (14)	12% (15)	55% (68)	124
Agnostic/Nothing in particular	8% (82)	16% (160)	8% (85)	19% (195)	49% (501)	1022
Religious Non-Protestant/Catholic	13% (17)	12% (15)	14% (18)	18% (24)	44% (57)	132
Evangelical	10% (55)	15% (84)	9% (50)	18% (101)	47% (260)	550
Non-Evangelical	8% (56)	13% (98)	8% (62)	19% (146)	52% (387)	749
Community: Urban	13% (70)	16% (89)	8% (45)	16% (86)	47% (261)	549
Community: Suburban	7% (73)	14% (138)	9% (94)	18% (183)	52% (527)	1015
Community: Rural	8% (52)	12% (79)	10% (62)	18% (114)	52% (327)	635
Employ: Private Sector	10% (66)	17% (117)	11% (73)	14% (98)	49% (333)	687
Employ: Government	8% (9)	17% (19)	8% (9)	15% (18)	51% (59)	115
Employ: Self-Employed	14% (21)	10% (16)	10% (16)	19% (30)	46% (71)	155
Employ: Homemaker	11% (18)	15% (24)	9% (16)	18% (29)	47% (78)	165
Employ: Retired	5% (28)	8% (43)	10% (50)	24% (124)	53% (272)	517
Employ: Unemployed	14% (29)	12% (25)	5% (10)	15% (30)	54% (109)	204
Employ: Other	7% (13)	13% (25)	8% (15)	19% (38)	54% (105)	196
Military HH: Yes	7% (28)	11% (44)	11% (44)	22% (87)	49% (196)	399
Military HH: No	9% (167)	15% (262)	9% (157)	16% (296)	51% (919)	1801
RD/WT: Right Direction	9% (84)	13% (121)	10% (88)	19% (173)	49% (441)	907
RD/WT: Wrong Track	9% (111)	14% (185)	9% (113)	16% (210)	52% (674)	1293
Trump Job Approve	9% (81)	14% (126)	9% (88)	18% (169)	50% (461)	925
Trump Job Disapprove	10% (113)	15% (171)	9% (110)	17% (195)	50% (582)	1172
Trump Job Strongly Approve	9% (45)	11% (59)	10% (52)	22% (113)	48% (251)	520
Trump Job Somewhat Approve	9% (36)	17% (68)	9% (35)	14% (56)	52% (211)	405
Trump Job Somewhat Disapprove	10% (28)	15% (41)	9% (26)	21% (59)	44% (122)	277
Trump Job Strongly Disapprove	10% (85)	14% (129)	9% (84)	15% (136)	51% (460)	895

Continued on next page

Table HR7_4: Are you more or less likely to do the following because of the coronavirus outbreak?
Subscribe to a new TV or movie streaming service

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (195)	14% (306)	9% (201)	17% (383)	51% (1115)	2200
Favorable of Trump	9% (81)	14% (125)	9% (78)	19% (169)	50% (449)	902
Unfavorable of Trump	9% (106)	15% (170)	9% (108)	17% (198)	50% (585)	1167
Very Favorable of Trump	10% (54)	11% (61)	9% (51)	21% (119)	49% (270)	555
Somewhat Favorable of Trump	8% (26)	18% (64)	8% (27)	14% (50)	52% (179)	347
Somewhat Unfavorable of Trump	6% (12)	13% (26)	12% (23)	17% (33)	52% (101)	196
Very Unfavorable of Trump	10% (94)	15% (144)	9% (85)	17% (164)	50% (484)	971
#1 Issue: Economy	6% (34)	15% (82)	11% (57)	16% (86)	52% (278)	537
#1 Issue: Security	13% (56)	11% (47)	8% (35)	20% (84)	48% (201)	422
#1 Issue: Health Care	13% (53)	19% (77)	9% (38)	14% (60)	45% (185)	413
#1 Issue: Medicare / Social Security	7% (23)	8% (26)	9% (29)	22% (76)	55% (186)	340
#1 Issue: Women's Issues	3% (4)	13% (16)	18% (23)	15% (19)	51% (65)	128
#1 Issue: Education	14% (17)	21% (25)	6% (7)	17% (21)	42% (51)	122
#1 Issue: Energy	5% (5)	20% (21)	3% (3)	9% (10)	63% (65)	103
#1 Issue: Other	2% (3)	9% (12)	6% (8)	21% (29)	62% (84)	136
2018 House Vote: Democrat	11% (80)	14% (103)	9% (69)	17% (125)	49% (368)	745
2018 House Vote: Republican	7% (44)	11% (71)	9% (56)	22% (140)	51% (323)	633
2018 House Vote: Someone else	9% (8)	8% (7)	14% (12)	15% (13)	55% (48)	87
2016 Vote: Hillary Clinton	11% (76)	14% (93)	10% (67)	17% (115)	48% (324)	675
2016 Vote: Donald Trump	8% (52)	11% (71)	9% (61)	20% (135)	53% (353)	672
2016 Vote: Other	5% (7)	14% (22)	10% (15)	12% (19)	59% (91)	155
2016 Vote: Didn't Vote	9% (59)	17% (120)	8% (56)	16% (115)	50% (347)	698
Voted in 2014: Yes	9% (119)	12% (159)	9% (119)	18% (232)	51% (652)	1281
Voted in 2014: No	8% (76)	16% (147)	9% (82)	16% (151)	50% (463)	919
2012 Vote: Barack Obama	11% (85)	13% (103)	10% (76)	19% (147)	48% (381)	792
2012 Vote: Mitt Romney	7% (36)	11% (57)	8% (41)	19% (98)	55% (282)	514
2012 Vote: Other	2% (2)	9% (8)	13% (11)	14% (12)	62% (53)	86
2012 Vote: Didn't Vote	9% (72)	17% (138)	9% (71)	16% (127)	50% (400)	807

Continued on next page

Table HR7_4: Are you more or less likely to do the following because of the coronavirus outbreak?
Subscribe to a new TV or movie streaming service

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (195)	14% (306)	9% (201)	17% (383)	51% (1115)	2200
4-Region: Northeast	9% (35)	16% (61)	8% (31)	19% (76)	48% (190)	394
4-Region: Midwest	7% (32)	14% (64)	10% (47)	17% (77)	52% (242)	462
4-Region: South	10% (85)	14% (119)	10% (80)	18% (147)	48% (393)	824
4-Region: West	8% (42)	12% (62)	8% (44)	16% (83)	56% (290)	520
Watch TV: Every day	11% (115)	14% (153)	9% (93)	16% (171)	50% (536)	1068
Watch TV: Several times per week	8% (42)	14% (71)	10% (48)	20% (97)	48% (237)	495
Watch TV: About once per week	6% (10)	21% (37)	8% (15)	21% (39)	44% (79)	180
Watch TV: Several times per month	5% (6)	13% (15)	11% (13)	21% (24)	50% (59)	118
Watch TV: About once per month	17% (14)	12% (10)	7% (6)	21% (17)	43% (36)	82
Watch TV: Less often than once per month	6% (4)	15% (11)	16% (12)	7% (5)	57% (42)	74
Watch TV: Never	2% (3)	5% (9)	8% (14)	17% (30)	69% (125)	182
Watch Movies: Every day	18% (63)	15% (51)	9% (32)	16% (56)	42% (144)	345
Watch Movies: Several times per week	10% (57)	16% (90)	9% (48)	18% (98)	47% (256)	548
Watch Movies: About once per week	6% (24)	17% (69)	11% (45)	16% (62)	50% (198)	399
Watch Movies: Several times per month	8% (21)	16% (43)	8% (21)	15% (41)	54% (146)	271
Watch Movies: About once per month	8% (18)	13% (29)	11% (24)	19% (42)	49% (108)	221
Watch Movies: Less often than once per month	4% (9)	8% (18)	11% (23)	22% (50)	55% (121)	221
Watch Movies: Never	1% (3)	3% (6)	4% (9)	18% (35)	73% (142)	196
Watch Sporting Events: Every day	21% (29)	18% (24)	12% (16)	10% (13)	38% (51)	134
Watch Sporting Events: Several times per week	13% (38)	12% (36)	8% (25)	18% (53)	49% (149)	301
Watch Sporting Events: About once per week	6% (17)	22% (63)	11% (30)	14% (41)	47% (131)	282
Watch Sporting Events: Several times per month	5% (8)	16% (27)	14% (24)	22% (38)	44% (77)	174
Watch Sporting Events: About once per month	8% (13)	19% (31)	10% (16)	17% (29)	46% (76)	165
Watch Sporting Events: Less often than once per month	10% (36)	12% (45)	8% (31)	20% (73)	50% (183)	367
Watch Sporting Events: Never	7% (54)	10% (80)	8% (58)	18% (136)	58% (448)	777
Cable TV: Currently subscribe	12% (106)	13% (120)	9% (83)	19% (170)	47% (421)	900
Cable TV: Subscribed in past	7% (52)	16% (124)	9% (74)	17% (131)	52% (406)	788
Cable TV: Never subscribed	7% (37)	12% (62)	9% (44)	16% (82)	56% (287)	512

Continued on next page

Table HR7_4: Are you more or less likely to do the following because of the coronavirus outbreak?
Subscribe to a new TV or movie streaming service

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (195)	14% (306)	9% (201)	17% (383)	51% (1115)	2200
Satellite TV: Currently subscribe	12% (58)	13% (64)	9% (45)	17% (84)	48% (231)	483
Satellite TV: Subscribed in past	10% (58)	18% (103)	9% (56)	19% (110)	44% (261)	587
Satellite TV: Never subscribed	7% (79)	12% (139)	9% (100)	17% (189)	55% (623)	1130
Streaming Services: Currently subscribe	10% (129)	16% (208)	9% (117)	15% (194)	51% (674)	1322
Streaming Services: Subscribed in past	11% (23)	18% (38)	14% (30)	16% (35)	41% (88)	214
Streaming Services: Never subscribed	7% (43)	9% (60)	8% (54)	23% (154)	53% (353)	665
Film: An avid fan	18% (120)	18% (119)	8% (54)	13% (89)	42% (281)	663
Film: A casual fan	4% (55)	14% (173)	10% (132)	18% (230)	53% (670)	1260
Film: Not a fan	7% (20)	5% (14)	5% (15)	23% (64)	59% (164)	277
Television: An avid fan	13% (122)	16% (151)	9% (81)	16% (145)	47% (437)	936
Television: A casual fan	6% (64)	13% (140)	10% (104)	19% (203)	53% (578)	1089
Television: Not a fan	5% (9)	8% (15)	9% (16)	20% (34)	58% (100)	174
Music: An avid fan	11% (124)	16% (179)	9% (97)	16% (181)	47% (525)	1107
Music: A casual fan	7% (64)	13% (121)	10% (96)	19% (175)	52% (490)	945
Music: Not a fan	4% (6)	4% (6)	6% (8)	18% (27)	68% (100)	148
Fashion: An avid fan	20% (58)	20% (56)	8% (23)	17% (49)	34% (97)	283
Fashion: A casual fan	10% (92)	16% (140)	10% (91)	16% (138)	48% (430)	892
Fashion: Not a fan	4% (45)	11% (110)	9% (87)	19% (195)	57% (587)	1025

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

Table HR8: As you may know, MGM, Eon and Universal postponing the premiere of *No Time to Die*, the next James Bond movie. The studios announced the decision after careful consideration and evaluation of the global movie theater marketplace. Many believe the decision was made because of the global outbreak of coronavirus. The film was originally scheduled to premiere in the U.S. on April 10th and is now scheduled to premiere on November 25, 2020. Do you support or oppose the decision to delay the premiere of *No Time to Die*?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	20% (431)	23% (514)	10% (227)	5% (110)	42% (918)	2200
Gender: Male	20% (209)	23% (243)	11% (117)	7% (74)	39% (419)	1062
Gender: Female	19% (222)	24% (271)	10% (110)	3% (36)	44% (499)	1138
Age: 18-29	19% (90)	25% (119)	9% (44)	3% (15)	43% (205)	472
Age: 30-44	22% (121)	21% (112)	13% (71)	6% (35)	37% (202)	541
Age: 45-54	18% (63)	21% (74)	9% (31)	8% (27)	44% (151)	346
Age: 55-64	20% (79)	25% (101)	11% (44)	4% (18)	40% (162)	405
Age: 65+	18% (78)	25% (107)	8% (37)	4% (16)	45% (198)	436
Generation Z: 18-22	14% (33)	28% (65)	9% (20)	2% (5)	47% (108)	231
Millennial: Age 23-38	24% (136)	20% (110)	11% (63)	5% (30)	40% (222)	561
Generation X: Age 39-54	18% (104)	23% (131)	11% (63)	7% (42)	40% (228)	567
Boomers: Age 55-73	18% (128)	25% (177)	11% (79)	4% (27)	43% (305)	715
PID: Dem (no lean)	24% (183)	26% (200)	10% (78)	4% (29)	35% (269)	759
PID: Ind (no lean)	17% (119)	22% (161)	8% (60)	5% (35)	48% (345)	721
PID: Rep (no lean)	18% (129)	21% (152)	12% (89)	6% (46)	42% (304)	720
PID/Gender: Dem Men	24% (81)	25% (84)	10% (33)	6% (21)	34% (112)	331
PID/Gender: Dem Women	24% (102)	27% (116)	11% (45)	2% (8)	37% (157)	428
PID/Gender: Ind Men	18% (66)	22% (82)	10% (36)	6% (23)	44% (163)	370
PID/Gender: Ind Women	15% (54)	22% (79)	7% (24)	3% (12)	52% (181)	350
PID/Gender: Rep Men	17% (63)	21% (76)	13% (48)	8% (30)	40% (143)	360
PID/Gender: Rep Women	18% (66)	21% (76)	11% (41)	5% (16)	45% (161)	360
Ideo: Liberal (1-3)	23% (141)	29% (183)	11% (70)	3% (20)	34% (208)	622
Ideo: Moderate (4)	22% (122)	23% (126)	11% (57)	3% (18)	40% (219)	543
Ideo: Conservative (5-7)	19% (140)	24% (176)	12% (86)	8% (58)	38% (285)	744
Educ: < College	19% (287)	23% (346)	9% (138)	4% (68)	45% (674)	1512
Educ: Bachelors degree	21% (92)	26% (116)	12% (52)	5% (24)	36% (159)	444
Educ: Post-grad	21% (52)	21% (51)	15% (38)	7% (18)	35% (85)	244

Continued on next page

Table HR8: As you may know, MGM, Eon and Universal postponing the premiere of *No Time to Die*, the next James Bond movie. The studios announced the decision after careful consideration and evaluation of the global movie theater marketplace. Many believe the decision was made because of the global outbreak of coronavirus. The film was originally scheduled to premiere in the U.S. on April 10th and is now scheduled to premiere on November 25, 2020. Do you support or oppose the decision to delay the premiere of *No Time to Die*?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	20% (431)	23% (514)	10% (227)	5% (110)	42% (918)	2200
Income: Under 50k	20% (246)	20% (244)	9% (111)	5% (63)	46% (560)	1224
Income: 50k-100k	20% (142)	27% (186)	11% (79)	5% (35)	36% (254)	696
Income: 100k+	15% (43)	30% (83)	13% (37)	4% (12)	37% (105)	280
Ethnicity: White	18% (317)	25% (422)	11% (181)	5% (89)	41% (713)	1722
Ethnicity: Hispanic	28% (99)	19% (65)	10% (34)	4% (14)	39% (138)	349
Ethnicity: Afr. Am.	27% (74)	20% (55)	12% (33)	5% (14)	36% (98)	274
Ethnicity: Other	19% (40)	18% (36)	7% (14)	4% (7)	52% (107)	204
All Christian	22% (204)	24% (224)	11% (108)	6% (54)	38% (356)	947
All Non-Christian	17% (18)	22% (24)	18% (19)	2% (2)	41% (45)	108
Atheist	21% (26)	21% (25)	13% (16)	6% (7)	40% (49)	124
Agnostic/Nothing in particular	18% (183)	23% (240)	8% (84)	5% (47)	46% (468)	1022
Religious Non-Protestant/Catholic	16% (22)	20% (26)	17% (22)	2% (2)	46% (60)	132
Evangelical	19% (104)	22% (120)	11% (62)	6% (31)	42% (233)	550
Non-Evangelical	22% (165)	25% (186)	10% (74)	5% (40)	38% (284)	749
Community: Urban	25% (137)	20% (110)	11% (63)	6% (34)	37% (206)	549
Community: Suburban	18% (182)	26% (260)	10% (100)	5% (48)	42% (426)	1015
Community: Rural	18% (112)	23% (144)	10% (65)	4% (28)	45% (286)	635
Employ: Private Sector	22% (154)	24% (166)	12% (86)	6% (41)	35% (241)	687
Employ: Government	20% (23)	18% (21)	15% (17)	10% (11)	38% (43)	115
Employ: Self-Employed	26% (40)	21% (33)	8% (12)	4% (6)	41% (64)	155
Employ: Homemaker	12% (19)	27% (44)	13% (22)	4% (6)	45% (74)	165
Employ: Retired	20% (103)	24% (125)	9% (46)	4% (18)	44% (226)	517
Employ: Unemployed	20% (41)	23% (46)	8% (16)	5% (11)	44% (89)	204
Employ: Other	18% (36)	13% (25)	10% (19)	5% (10)	54% (106)	196
Military HH: Yes	19% (77)	25% (101)	11% (43)	6% (24)	39% (154)	399
Military HH: No	20% (354)	23% (412)	10% (184)	5% (86)	42% (764)	1801
RD/WT: Right Direction	17% (158)	22% (198)	11% (98)	7% (62)	43% (390)	907
RD/WT: Wrong Track	21% (273)	24% (315)	10% (129)	4% (48)	41% (528)	1293

Continued on next page

Table HR8: As you may know, MGM, Eon and Universal postponing the premiere of *No Time to Die*, the next James Bond movie. The studios announced the decision after careful consideration and evaluation of the global movie theater marketplace. Many believe the decision was made because of the global outbreak of coronavirus. The film was originally scheduled to premiere in the U.S. on April 10th and is now scheduled to premiere on November 25, 2020. Do you support or oppose the decision to delay the premiere of *No Time to Die*?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	20% (431)	23% (514)	10% (227)	5% (110)	42% (918)	2200
Trump Job Approve	18% (167)	22% (208)	11% (102)	7% (62)	42% (386)	925
Trump Job Disapprove	22% (256)	25% (296)	10% (123)	4% (45)	39% (453)	1172
Trump Job Strongly Approve	20% (103)	20% (106)	11% (57)	9% (45)	40% (209)	520
Trump Job Somewhat Approve	16% (64)	25% (102)	11% (45)	4% (17)	44% (177)	405
Trump Job Somewhat Disapprove	21% (57)	27% (76)	12% (32)	3% (9)	37% (103)	277
Trump Job Strongly Disapprove	22% (199)	25% (220)	10% (90)	4% (36)	39% (350)	895
Favorable of Trump	19% (172)	22% (202)	11% (101)	7% (62)	40% (365)	902
Unfavorable of Trump	22% (251)	26% (298)	10% (121)	4% (46)	39% (450)	1167
Very Favorable of Trump	21% (116)	20% (110)	10% (58)	8% (42)	41% (229)	555
Somewhat Favorable of Trump	16% (57)	26% (92)	12% (43)	6% (20)	39% (136)	347
Somewhat Unfavorable of Trump	16% (31)	26% (50)	13% (26)	6% (12)	39% (77)	196
Very Unfavorable of Trump	23% (220)	26% (248)	10% (96)	3% (34)	38% (373)	971
#1 Issue: Economy	17% (90)	23% (121)	12% (63)	7% (37)	42% (226)	537
#1 Issue: Security	20% (86)	23% (99)	13% (55)	5% (20)	38% (162)	422
#1 Issue: Health Care	25% (104)	25% (104)	10% (42)	6% (24)	34% (140)	413
#1 Issue: Medicare / Social Security	22% (73)	23% (77)	7% (24)	3% (12)	45% (154)	340
#1 Issue: Women's Issues	14% (18)	26% (33)	8% (10)	2% (3)	50% (63)	128
#1 Issue: Education	24% (29)	21% (26)	19% (23)	1% (1)	36% (43)	122
#1 Issue: Energy	9% (9)	27% (27)	5% (5)	5% (6)	54% (56)	103
#1 Issue: Other	16% (22)	20% (27)	4% (5)	6% (8)	54% (74)	136
2018 House Vote: Democrat	25% (190)	26% (195)	10% (75)	4% (27)	35% (258)	745
2018 House Vote: Republican	17% (108)	24% (150)	13% (81)	8% (48)	39% (246)	633
2018 House Vote: Someone else	23% (20)	19% (16)	8% (7)	5% (5)	45% (39)	87
2016 Vote: Hillary Clinton	26% (177)	24% (165)	11% (72)	4% (25)	35% (236)	675
2016 Vote: Donald Trump	17% (116)	25% (165)	13% (88)	8% (52)	37% (251)	672
2016 Vote: Other	20% (30)	23% (35)	9% (14)	4% (6)	45% (69)	155
2016 Vote: Didn't Vote	16% (108)	21% (148)	8% (52)	4% (27)	52% (361)	698

Continued on next page

Table HR8: As you may know, MGM, Eon and Universal postponing the premiere of *No Time to Die*, the next James Bond movie. The studios announced the decision after careful consideration and evaluation of the global movie theater marketplace. Many believe the decision was made because of the global outbreak of coronavirus. The film was originally scheduled to premiere in the U.S. on April 10th and is now scheduled to premiere on November 25, 2020. Do you support or oppose the decision to delay the premiere of *No Time to Die*?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	20% (431)	23% (514)	10% (227)	5% (110)	42% (918)	2200
Voted in 2014: Yes	22% (280)	24% (303)	11% (147)	6% (74)	37% (477)	1281
Voted in 2014: No	16% (151)	23% (211)	9% (80)	4% (36)	48% (441)	919
2012 Vote: Barack Obama	26% (206)	25% (196)	10% (79)	4% (35)	35% (274)	792
2012 Vote: Mitt Romney	15% (76)	23% (120)	14% (72)	7% (36)	41% (210)	514
2012 Vote: Other	15% (13)	17% (15)	11% (10)	10% (9)	46% (40)	86
2012 Vote: Didn't Vote	17% (136)	23% (183)	8% (66)	4% (29)	49% (393)	807
4-Region: Northeast	19% (76)	23% (91)	8% (33)	5% (21)	44% (172)	394
4-Region: Midwest	20% (92)	23% (108)	11% (52)	5% (21)	41% (189)	462
4-Region: South	22% (179)	25% (203)	8% (69)	6% (48)	40% (326)	824
4-Region: West	16% (84)	22% (112)	14% (73)	4% (20)	44% (231)	520
Watch TV: Every day	22% (232)	24% (259)	9% (98)	5% (58)	40% (422)	1068
Watch TV: Several times per week	17% (82)	25% (123)	13% (63)	5% (24)	41% (203)	495
Watch TV: About once per week	20% (36)	21% (38)	8% (15)	5% (9)	46% (83)	180
Watch TV: Several times per month	18% (22)	35% (41)	15% (18)	1% (1)	31% (36)	118
Watch TV: About once per month	29% (24)	21% (17)	12% (10)	4% (3)	34% (28)	82
Watch TV: Less often than once per month	13% (10)	18% (13)	8% (6)	7% (5)	54% (40)	74
Watch TV: Never	14% (26)	12% (23)	10% (18)	5% (10)	58% (106)	182
Watch Movies: Every day	23% (79)	20% (68)	12% (40)	7% (24)	39% (135)	345
Watch Movies: Several times per week	21% (118)	27% (146)	12% (64)	4% (23)	36% (197)	548
Watch Movies: About once per week	18% (73)	26% (104)	12% (48)	6% (24)	38% (150)	399
Watch Movies: Several times per month	19% (52)	23% (62)	11% (30)	4% (12)	42% (115)	271
Watch Movies: About once per month	19% (42)	28% (62)	8% (18)	4% (9)	41% (90)	221
Watch Movies: Less often than once per month	20% (44)	21% (47)	5% (11)	6% (14)	47% (104)	221
Watch Movies: Never	12% (24)	13% (25)	8% (16)	2% (4)	65% (127)	196

Continued on next page

Table HR8: As you may know, MGM, Eon and Universal postponing the premiere of No Time to Die, the next James Bond movie. The studios announced the decision after careful consideration and evaluation of the global movie theater marketplace. Many believe the decision was made because of the global outbreak of coronavirus. The film was originally scheduled to premiere in the U.S. on April 10th and is now scheduled to premiere on November 25, 2020. Do you support or oppose the decision to delay the premiere of No Time to Die?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	20% (431)	23% (514)	10% (227)	5% (110)	42% (918)	2200
Watch Sporting Events: Every day	27% (36)	21% (28)	8% (10)	9% (12)	36% (48)	134
Watch Sporting Events: Several times per week	19% (56)	27% (83)	13% (38)	6% (19)	35% (105)	301
Watch Sporting Events: About once per week	21% (59)	29% (82)	10% (29)	6% (16)	34% (96)	282
Watch Sporting Events: Several times per month	20% (34)	26% (46)	12% (21)	3% (6)	38% (67)	174
Watch Sporting Events: About once per month	24% (40)	30% (49)	11% (18)	5% (8)	30% (49)	165
Watch Sporting Events: Less often than once per month	22% (80)	22% (81)	12% (44)	5% (18)	39% (144)	367
Watch Sporting Events: Never	16% (126)	19% (145)	9% (66)	4% (32)	53% (409)	777
Cable TV: Currently subscribe	20% (183)	23% (204)	14% (122)	6% (58)	37% (333)	900
Cable TV: Subscribed in past	17% (136)	25% (199)	9% (73)	4% (31)	44% (348)	788
Cable TV: Never subscribed	22% (112)	21% (110)	6% (32)	4% (21)	46% (238)	512
Satellite TV: Currently subscribe	23% (113)	24% (116)	9% (42)	4% (17)	40% (195)	483
Satellite TV: Subscribed in past	20% (119)	23% (137)	13% (78)	4% (26)	39% (228)	587
Satellite TV: Never subscribed	18% (199)	23% (261)	10% (108)	6% (67)	44% (495)	1130
Streaming Services: Currently subscribe	19% (251)	26% (342)	10% (138)	5% (72)	39% (518)	1322
Streaming Services: Subscribed in past	23% (50)	16% (33)	15% (32)	2% (5)	44% (94)	214
Streaming Services: Never subscribed	20% (130)	21% (138)	8% (56)	5% (34)	46% (306)	665
Film: An avid fan	29% (190)	23% (153)	11% (71)	6% (41)	31% (207)	663
Film: A casual fan	17% (212)	25% (318)	10% (129)	5% (60)	43% (541)	1260
Film: Not a fan	10% (29)	15% (42)	10% (27)	3% (9)	61% (170)	277
Television: An avid fan	25% (233)	27% (250)	10% (91)	6% (55)	33% (307)	936
Television: A casual fan	16% (173)	22% (235)	12% (126)	4% (48)	47% (508)	1089
Television: Not a fan	14% (24)	16% (28)	6% (11)	4% (7)	59% (104)	174
Music: An avid fan	22% (242)	23% (250)	11% (117)	5% (52)	40% (446)	1107
Music: A casual fan	17% (164)	26% (243)	10% (92)	6% (54)	41% (392)	945
Music: Not a fan	17% (25)	14% (20)	12% (18)	3% (4)	54% (80)	148
Fashion: An avid fan	32% (92)	15% (41)	12% (33)	2% (7)	39% (111)	283
Fashion: A casual fan	19% (170)	26% (235)	11% (94)	6% (53)	38% (340)	892
Fashion: Not a fan	16% (169)	23% (238)	10% (101)	5% (51)	46% (467)	1025

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

Table HR9_1: *And in light of the coronavirus, do you support or oppose the following?*
The U.S. government temporarily restricting public events, such as concerts and plays at entertainment venues

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	21% (469)	27% (599)	19% (426)	16% (344)	16% (361)	2200
Gender: Male	19% (200)	27% (283)	21% (228)	18% (189)	15% (161)	1062
Gender: Female	24% (268)	28% (317)	17% (198)	14% (155)	18% (200)	1138
Age: 18-29	28% (130)	25% (117)	16% (74)	15% (72)	17% (78)	472
Age: 30-44	24% (132)	27% (144)	16% (88)	19% (105)	13% (72)	541
Age: 45-54	18% (64)	23% (81)	21% (74)	15% (51)	22% (76)	346
Age: 55-64	16% (65)	32% (129)	25% (103)	16% (63)	11% (45)	405
Age: 65+	18% (78)	29% (128)	20% (88)	12% (53)	21% (89)	436
Generation Z: 18-22	23% (53)	26% (61)	16% (36)	20% (45)	15% (36)	231
Millennial: Age 23-38	27% (151)	27% (150)	15% (85)	17% (97)	14% (79)	561
Generation X: Age 39-54	22% (122)	23% (132)	20% (114)	15% (86)	20% (113)	567
Boomers: Age 55-73	15% (108)	31% (222)	24% (173)	14% (101)	16% (112)	715
PID: Dem (no lean)	23% (173)	29% (220)	21% (159)	13% (101)	14% (106)	759
PID: Ind (no lean)	20% (141)	26% (191)	17% (120)	15% (111)	22% (158)	721
PID: Rep (no lean)	22% (156)	26% (188)	20% (146)	18% (132)	14% (97)	720
PID/Gender: Dem Men	21% (69)	28% (92)	24% (79)	14% (46)	14% (46)	331
PID/Gender: Dem Women	24% (104)	30% (128)	19% (80)	13% (55)	14% (60)	428
PID/Gender: Ind Men	18% (65)	26% (95)	21% (77)	16% (58)	20% (75)	370
PID/Gender: Ind Women	22% (75)	27% (95)	12% (44)	15% (53)	24% (83)	350
PID/Gender: Rep Men	18% (66)	27% (96)	20% (72)	24% (86)	11% (39)	360
PID/Gender: Rep Women	25% (89)	26% (93)	20% (74)	13% (46)	16% (58)	360
Ideo: Liberal (1-3)	21% (131)	28% (174)	21% (133)	17% (103)	13% (80)	622
Ideo: Moderate (4)	25% (135)	33% (177)	18% (99)	12% (63)	13% (69)	543
Ideo: Conservative (5-7)	20% (152)	28% (207)	22% (161)	20% (147)	10% (77)	744
Educ: < College	23% (340)	27% (405)	18% (265)	15% (224)	18% (278)	1512
Educ: Bachelors degree	19% (83)	30% (134)	21% (93)	18% (79)	13% (56)	444
Educ: Post-grad	19% (46)	25% (60)	28% (69)	17% (42)	11% (28)	244
Income: Under 50k	23% (277)	26% (314)	17% (209)	14% (175)	20% (248)	1224
Income: 50k-100k	20% (140)	29% (204)	22% (156)	16% (112)	12% (85)	696
Income: 100k+	18% (52)	29% (82)	22% (61)	20% (57)	10% (29)	280
Ethnicity: White	19% (324)	28% (485)	20% (353)	17% (286)	16% (274)	1722

Continued on next page

Table HR9_1: *And in light of the coronavirus, do you support or oppose the following?*
The U.S. government temporarily restricting public events, such as concerts and plays at entertainment venues

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	21% (469)	27% (599)	19% (426)	16% (344)	16% (361)	2200
Ethnicity: Hispanic	30% (104)	24% (85)	14% (48)	15% (54)	17% (59)	349
Ethnicity: Afr. Am.	30% (84)	22% (60)	20% (55)	13% (34)	15% (41)	274
Ethnicity: Other	30% (61)	26% (54)	9% (18)	12% (24)	23% (47)	204
All Christian	21% (200)	27% (259)	22% (204)	15% (146)	15% (137)	947
All Non-Christian	21% (23)	25% (27)	28% (30)	10% (11)	15% (17)	108
Atheist	17% (21)	37% (46)	13% (16)	18% (23)	15% (18)	124
Agnostic/Nothing in particular	22% (225)	26% (267)	17% (176)	16% (165)	19% (189)	1022
Religious Non-Protestant/Catholic	20% (27)	22% (29)	27% (36)	10% (13)	22% (28)	132
Evangelical	25% (137)	25% (138)	19% (102)	16% (90)	15% (83)	550
Non-Evangelical	21% (160)	28% (210)	21% (156)	15% (116)	14% (108)	749
Community: Urban	26% (144)	24% (131)	19% (105)	15% (83)	16% (87)	549
Community: Suburban	20% (205)	27% (277)	21% (216)	14% (140)	17% (177)	1015
Community: Rural	19% (120)	30% (191)	17% (106)	19% (121)	15% (98)	635
Employ: Private Sector	22% (150)	27% (184)	21% (147)	18% (125)	12% (81)	687
Employ: Government	18% (21)	31% (35)	23% (26)	16% (18)	12% (14)	115
Employ: Self-Employed	25% (39)	26% (40)	22% (34)	16% (25)	11% (17)	155
Employ: Homemaker	21% (34)	30% (50)	14% (23)	15% (25)	20% (33)	165
Employ: Retired	18% (94)	29% (150)	22% (112)	12% (63)	19% (98)	517
Employ: Unemployed	28% (56)	25% (51)	13% (27)	16% (32)	19% (38)	204
Employ: Other	21% (42)	24% (47)	17% (34)	13% (25)	25% (48)	196
Military HH: Yes	18% (71)	30% (120)	21% (83)	19% (76)	12% (50)	399
Military HH: No	22% (398)	27% (480)	19% (343)	15% (268)	17% (312)	1801
RD/WT: Right Direction	21% (187)	28% (250)	20% (179)	18% (159)	15% (132)	907
RD/WT: Wrong Track	22% (281)	27% (350)	19% (247)	14% (185)	18% (230)	1293
Trump Job Approve	22% (207)	27% (251)	20% (183)	17% (161)	13% (123)	925
Trump Job Disapprove	21% (250)	28% (329)	20% (236)	15% (173)	16% (184)	1172
Trump Job Strongly Approve	22% (115)	27% (138)	19% (100)	19% (101)	13% (66)	520
Trump Job Somewhat Approve	23% (92)	28% (113)	21% (83)	15% (60)	14% (57)	405
Trump Job Somewhat Disapprove	20% (57)	31% (85)	21% (59)	13% (36)	15% (41)	277
Trump Job Strongly Disapprove	22% (193)	27% (244)	20% (178)	15% (137)	16% (143)	895

Continued on next page

Table HR9_1: *And in light of the coronavirus, do you support or oppose the following?*
The U.S. government temporarily restricting public events, such as concerts and plays at entertainment venues

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	21% (469)	27% (599)	19% (426)	16% (344)	16% (361)	2200
Favorable of Trump	22% (195)	28% (249)	21% (187)	18% (163)	12% (108)	902
Unfavorable of Trump	22% (253)	28% (323)	20% (232)	15% (172)	16% (186)	1167
Very Favorable of Trump	24% (131)	25% (139)	19% (107)	20% (111)	12% (67)	555
Somewhat Favorable of Trump	19% (65)	32% (110)	23% (80)	15% (52)	12% (40)	347
Somewhat Unfavorable of Trump	23% (45)	30% (59)	22% (42)	13% (25)	13% (25)	196
Very Unfavorable of Trump	21% (209)	27% (264)	20% (190)	15% (147)	17% (161)	971
#1 Issue: Economy	18% (99)	30% (160)	19% (101)	18% (95)	15% (81)	537
#1 Issue: Security	27% (113)	24% (102)	20% (86)	17% (72)	12% (49)	422
#1 Issue: Health Care	24% (98)	27% (113)	21% (86)	13% (54)	15% (62)	413
#1 Issue: Medicare / Social Security	20% (67)	29% (98)	20% (69)	9% (30)	22% (75)	340
#1 Issue: Women's Issues	17% (21)	27% (34)	22% (28)	20% (26)	14% (18)	128
#1 Issue: Education	26% (32)	24% (29)	14% (17)	23% (28)	13% (16)	122
#1 Issue: Energy	18% (19)	25% (26)	19% (20)	15% (15)	23% (24)	103
#1 Issue: Other	15% (20)	27% (37)	14% (19)	18% (24)	26% (35)	136
2018 House Vote: Democrat	23% (168)	28% (212)	21% (159)	15% (108)	13% (97)	745
2018 House Vote: Republican	19% (123)	27% (170)	21% (134)	20% (128)	12% (79)	633
2018 House Vote: Someone else	18% (16)	23% (20)	26% (23)	15% (13)	18% (16)	87
2016 Vote: Hillary Clinton	24% (165)	27% (179)	22% (147)	13% (86)	15% (98)	675
2016 Vote: Donald Trump	19% (125)	28% (190)	21% (142)	21% (138)	12% (78)	672
2016 Vote: Other	12% (19)	31% (47)	27% (42)	14% (21)	16% (25)	155
2016 Vote: Didn't Vote	23% (160)	26% (183)	14% (95)	14% (99)	23% (161)	698
Voted in 2014: Yes	21% (269)	27% (345)	23% (291)	17% (212)	13% (164)	1281
Voted in 2014: No	22% (200)	28% (254)	15% (135)	14% (132)	21% (197)	919
2012 Vote: Barack Obama	24% (190)	29% (226)	22% (174)	13% (103)	13% (99)	792
2012 Vote: Mitt Romney	17% (88)	27% (140)	23% (118)	21% (105)	12% (63)	514
2012 Vote: Other	13% (11)	26% (23)	24% (21)	20% (17)	16% (14)	86
2012 Vote: Didn't Vote	22% (179)	26% (211)	14% (113)	15% (119)	23% (186)	807

Continued on next page

Table HR9_1: *And in light of the coronavirus, do you support or oppose the following?*
The U.S. government temporarily restricting public events, such as concerts and plays at entertainment venues

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	21% (469)	27% (599)	19% (426)	16% (344)	16% (361)	2200
4-Region: Northeast	22% (86)	25% (100)	20% (79)	13% (50)	20% (78)	394
4-Region: Midwest	20% (92)	30% (137)	19% (86)	17% (81)	14% (66)	462
4-Region: South	25% (207)	29% (240)	18% (149)	15% (123)	13% (106)	824
4-Region: West	16% (83)	24% (123)	22% (112)	17% (90)	21% (112)	520
Watch TV: Every day	24% (254)	27% (285)	20% (209)	16% (166)	14% (155)	1068
Watch TV: Several times per week	19% (92)	30% (148)	21% (106)	19% (93)	11% (57)	495
Watch TV: About once per week	21% (38)	29% (52)	17% (31)	17% (31)	16% (29)	180
Watch TV: Several times per month	14% (16)	32% (38)	20% (24)	15% (17)	19% (23)	118
Watch TV: About once per month	27% (22)	26% (22)	20% (16)	10% (9)	16% (13)	82
Watch TV: Less often than once per month	24% (18)	23% (17)	18% (13)	16% (12)	19% (14)	74
Watch TV: Never	16% (29)	21% (37)	15% (28)	10% (18)	39% (70)	182
Watch Movies: Every day	29% (100)	22% (74)	17% (58)	16% (54)	17% (59)	345
Watch Movies: Several times per week	24% (130)	32% (174)	19% (103)	15% (83)	11% (58)	548
Watch Movies: About once per week	16% (63)	28% (113)	27% (109)	19% (76)	10% (38)	399
Watch Movies: Several times per month	20% (55)	28% (77)	21% (57)	17% (45)	14% (37)	271
Watch Movies: About once per month	20% (44)	25% (56)	20% (45)	16% (36)	18% (40)	221
Watch Movies: Less often than once per month	22% (50)	26% (58)	16% (35)	14% (32)	21% (47)	221
Watch Movies: Never	14% (27)	24% (47)	10% (19)	10% (19)	42% (83)	196
Watch Sporting Events: Every day	31% (41)	15% (21)	27% (36)	17% (23)	10% (13)	134
Watch Sporting Events: Several times per week	20% (59)	29% (88)	24% (71)	15% (44)	13% (38)	301
Watch Sporting Events: About once per week	22% (61)	35% (99)	16% (46)	15% (41)	13% (36)	282
Watch Sporting Events: Several times per month	21% (37)	24% (41)	26% (45)	22% (38)	7% (12)	174
Watch Sporting Events: About once per month	22% (36)	28% (46)	21% (34)	16% (26)	13% (22)	165
Watch Sporting Events: Less often than once per month	24% (89)	28% (102)	17% (63)	19% (69)	12% (45)	367
Watch Sporting Events: Never	19% (146)	26% (202)	17% (132)	13% (103)	25% (195)	777
Cable TV: Currently subscribe	21% (190)	26% (237)	22% (199)	16% (145)	14% (128)	900
Cable TV: Subscribed in past	20% (156)	28% (220)	21% (162)	17% (136)	14% (114)	788
Cable TV: Never subscribed	24% (123)	28% (142)	13% (64)	12% (63)	23% (119)	512

Continued on next page

Table HR9_1: *And in light of the coronavirus, do you support or oppose the following?
The U.S. government temporarily restricting public events, such as concerts and plays at entertainment venues*

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	21% (469)	27% (599)	19% (426)	16% (344)	16% (361)	2200
Satellite TV: Currently subscribe	28% (136)	26% (127)	16% (79)	13% (62)	16% (79)	483
Satellite TV: Subscribed in past	20% (119)	27% (161)	23% (133)	18% (108)	11% (66)	587
Satellite TV: Never subscribed	19% (214)	28% (311)	19% (214)	15% (174)	19% (217)	1130
Streaming Services: Currently subscribe	21% (280)	28% (369)	21% (272)	17% (224)	13% (178)	1322
Streaming Services: Subscribed in past	25% (54)	25% (54)	19% (41)	14% (30)	17% (36)	214
Streaming Services: Never subscribed	20% (136)	27% (177)	17% (114)	14% (90)	22% (148)	665
Film: An avid fan	27% (178)	26% (171)	19% (125)	18% (118)	11% (72)	663
Film: A casual fan	19% (245)	29% (360)	21% (266)	16% (197)	15% (192)	1260
Film: Not a fan	17% (47)	25% (68)	13% (35)	11% (30)	35% (98)	277
Television: An avid fan	28% (260)	29% (274)	18% (170)	15% (142)	10% (91)	936
Television: A casual fan	16% (178)	27% (290)	21% (233)	17% (187)	18% (201)	1089
Television: Not a fan	18% (31)	21% (36)	13% (23)	9% (15)	40% (69)	174
Music: An avid fan	24% (267)	27% (299)	18% (205)	17% (186)	14% (150)	1107
Music: A casual fan	19% (177)	29% (274)	21% (195)	16% (148)	16% (151)	945
Music: Not a fan	17% (25)	18% (26)	18% (26)	7% (10)	41% (60)	148
Fashion: An avid fan	32% (90)	23% (64)	12% (35)	19% (53)	15% (42)	283
Fashion: A casual fan	22% (197)	28% (248)	21% (187)	15% (138)	14% (121)	892
Fashion: Not a fan	18% (182)	28% (287)	20% (204)	15% (154)	19% (198)	1025

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

Table HR9_2: *And in light of the coronavirus, do you support or oppose the following?*
The U.S. government temporarily shutting down movie theaters

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	16% (347)	22% (493)	23% (501)	21% (462)	18% (397)	2200
Gender: Male	15% (163)	22% (229)	22% (232)	25% (260)	17% (177)	1062
Gender: Female	16% (184)	23% (264)	24% (269)	18% (202)	19% (220)	1138
Age: 18-29	18% (85)	23% (110)	23% (107)	19% (88)	17% (81)	472
Age: 30-44	20% (109)	22% (120)	22% (121)	22% (118)	13% (72)	541
Age: 45-54	13% (47)	22% (75)	20% (68)	20% (70)	25% (87)	346
Age: 55-64	13% (51)	24% (98)	26% (107)	23% (92)	14% (56)	405
Age: 65+	12% (54)	21% (90)	22% (98)	21% (93)	23% (101)	436
Generation Z: 18-22	15% (35)	25% (58)	23% (53)	20% (46)	18% (41)	231
Millennial: Age 23-38	20% (114)	23% (127)	21% (118)	22% (122)	14% (80)	561
Generation X: Age 39-54	16% (93)	21% (120)	22% (125)	19% (109)	21% (120)	567
Boomers: Age 55-73	11% (81)	22% (159)	25% (177)	23% (163)	19% (135)	715
PID: Dem (no lean)	17% (128)	22% (170)	26% (194)	20% (149)	16% (119)	759
PID: Ind (no lean)	14% (104)	22% (161)	21% (148)	20% (143)	23% (165)	721
PID: Rep (no lean)	16% (116)	23% (163)	22% (159)	24% (170)	16% (113)	720
PID/Gender: Dem Men	18% (60)	21% (71)	24% (81)	21% (68)	16% (51)	331
PID/Gender: Dem Women	16% (68)	23% (99)	26% (113)	19% (81)	16% (68)	428
PID/Gender: Ind Men	13% (49)	21% (78)	21% (77)	23% (86)	22% (80)	370
PID/Gender: Ind Women	16% (54)	24% (83)	20% (71)	16% (57)	24% (85)	350
PID/Gender: Rep Men	15% (54)	22% (81)	20% (74)	29% (106)	13% (46)	360
PID/Gender: Rep Women	17% (62)	23% (82)	24% (85)	18% (64)	19% (67)	360
Ideo: Liberal (1-3)	16% (99)	23% (141)	25% (156)	21% (133)	15% (92)	622
Ideo: Moderate (4)	19% (104)	24% (133)	23% (124)	19% (102)	15% (80)	543
Ideo: Conservative (5-7)	14% (106)	23% (172)	24% (182)	25% (183)	14% (101)	744
Educ: < College	17% (261)	23% (350)	21% (319)	19% (289)	19% (294)	1512
Educ: Bachelors degree	11% (49)	22% (99)	24% (108)	25% (113)	17% (75)	444
Educ: Post-grad	15% (38)	18% (44)	30% (74)	25% (60)	12% (29)	244
Income: Under 50k	17% (211)	22% (271)	20% (247)	19% (229)	22% (266)	1224
Income: 50k-100k	14% (99)	23% (157)	26% (183)	22% (155)	15% (102)	696
Income: 100k+	13% (38)	23% (66)	25% (71)	28% (77)	10% (29)	280
Ethnicity: White	14% (247)	23% (391)	23% (401)	22% (372)	18% (311)	1722

Continued on next page

Table HR9_2: *And in light of the coronavirus, do you support or oppose the following?*
The U.S. government temporarily shutting down movie theaters

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	16% (347)	22% (493)	23% (501)	21% (462)	18% (397)	2200
Ethnicity: Hispanic	18% (63)	22% (76)	25% (88)	18% (61)	18% (62)	349
Ethnicity: Afr. Am.	24% (66)	17% (47)	22% (62)	21% (59)	15% (42)	274
Ethnicity: Other	17% (35)	27% (55)	19% (38)	15% (31)	22% (45)	204
All Christian	17% (161)	23% (218)	22% (210)	22% (207)	16% (151)	947
All Non-Christian	16% (17)	22% (24)	32% (34)	15% (16)	15% (16)	108
Atheist	11% (14)	30% (37)	16% (19)	25% (31)	18% (23)	124
Agnostic/Nothing in particular	15% (155)	21% (214)	23% (238)	20% (207)	20% (207)	1022
Religious Non-Protestant/Catholic	16% (21)	19% (25)	31% (41)	14% (19)	20% (27)	132
Evangelical	20% (110)	20% (113)	21% (116)	21% (117)	17% (95)	550
Non-Evangelical	17% (125)	23% (174)	23% (173)	22% (162)	15% (115)	749
Community: Urban	19% (104)	21% (117)	24% (133)	21% (114)	15% (82)	549
Community: Suburban	15% (149)	21% (217)	25% (253)	20% (203)	19% (193)	1015
Community: Rural	15% (94)	25% (160)	18% (114)	23% (145)	19% (122)	635
Employ: Private Sector	15% (100)	24% (166)	24% (165)	24% (164)	13% (91)	687
Employ: Government	10% (12)	22% (26)	28% (32)	24% (28)	15% (17)	115
Employ: Self-Employed	22% (34)	19% (30)	22% (34)	21% (32)	16% (24)	155
Employ: Homemaker	17% (29)	21% (34)	26% (43)	13% (21)	23% (38)	165
Employ: Retired	14% (70)	23% (117)	22% (116)	21% (107)	21% (106)	517
Employ: Unemployed	21% (44)	26% (53)	17% (35)	20% (40)	15% (32)	204
Employ: Other	18% (35)	18% (34)	19% (37)	20% (40)	25% (49)	196
Military HH: Yes	16% (62)	24% (97)	23% (92)	24% (96)	13% (52)	399
Military HH: No	16% (285)	22% (396)	23% (409)	20% (366)	19% (345)	1801
RD/WT: Right Direction	17% (154)	23% (206)	22% (196)	22% (198)	17% (153)	907
RD/WT: Wrong Track	15% (193)	22% (287)	24% (305)	20% (264)	19% (244)	1293
Trump Job Approve	17% (157)	24% (218)	21% (197)	22% (202)	16% (151)	925
Trump Job Disapprove	15% (181)	22% (263)	25% (291)	21% (248)	16% (190)	1172
Trump Job Strongly Approve	18% (93)	21% (110)	21% (108)	25% (129)	16% (81)	520
Trump Job Somewhat Approve	16% (64)	27% (108)	22% (89)	18% (73)	17% (71)	405
Trump Job Somewhat Disapprove	14% (39)	27% (74)	27% (75)	19% (52)	14% (37)	277
Trump Job Strongly Disapprove	16% (142)	21% (189)	24% (216)	22% (196)	17% (152)	895

Continued on next page

Table HR9_2: *And in light of the coronavirus, do you support or oppose the following?*
The U.S. government temporarily shutting down movie theaters

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	16% (347)	22% (493)	23% (501)	21% (462)	18% (397)	2200
Favorable of Trump	17% (151)	23% (209)	22% (198)	23% (204)	15% (140)	902
Unfavorable of Trump	16% (182)	22% (262)	24% (281)	21% (247)	17% (195)	1167
Very Favorable of Trump	19% (103)	22% (120)	20% (112)	25% (138)	15% (82)	555
Somewhat Favorable of Trump	14% (48)	26% (89)	25% (86)	19% (66)	17% (58)	347
Somewhat Unfavorable of Trump	10% (20)	28% (54)	31% (61)	20% (40)	11% (21)	196
Very Unfavorable of Trump	17% (162)	21% (208)	23% (221)	21% (207)	18% (173)	971
#1 Issue: Economy	15% (79)	21% (112)	24% (129)	23% (123)	18% (95)	537
#1 Issue: Security	18% (76)	23% (98)	23% (96)	20% (86)	15% (65)	422
#1 Issue: Health Care	20% (83)	23% (96)	19% (79)	22% (90)	16% (65)	413
#1 Issue: Medicare / Social Security	15% (50)	24% (80)	23% (79)	16% (54)	23% (77)	340
#1 Issue: Women's Issues	15% (19)	18% (24)	26% (33)	23% (29)	18% (23)	128
#1 Issue: Education	13% (16)	24% (29)	19% (23)	33% (40)	12% (14)	122
#1 Issue: Energy	9% (9)	23% (23)	34% (35)	13% (14)	21% (22)	103
#1 Issue: Other	12% (16)	23% (31)	19% (26)	20% (27)	27% (36)	136
2018 House Vote: Democrat	18% (130)	21% (154)	25% (189)	22% (164)	14% (107)	745
2018 House Vote: Republican	14% (86)	22% (140)	24% (155)	25% (157)	15% (96)	633
2018 House Vote: Someone else	15% (14)	25% (22)	16% (14)	25% (22)	18% (16)	87
2016 Vote: Hillary Clinton	18% (122)	21% (142)	25% (169)	20% (137)	16% (106)	675
2016 Vote: Donald Trump	13% (91)	23% (152)	24% (159)	26% (177)	14% (94)	672
2016 Vote: Other	12% (18)	19% (30)	26% (40)	25% (39)	18% (28)	155
2016 Vote: Didn't Vote	17% (115)	24% (170)	19% (133)	16% (109)	24% (170)	698
Voted in 2014: Yes	15% (194)	21% (265)	25% (322)	23% (301)	16% (199)	1281
Voted in 2014: No	17% (153)	25% (228)	19% (179)	17% (161)	22% (198)	919
2012 Vote: Barack Obama	18% (141)	22% (172)	24% (194)	21% (166)	15% (120)	792
2012 Vote: Mitt Romney	13% (67)	21% (107)	25% (130)	27% (137)	14% (74)	514
2012 Vote: Other	8% (7)	20% (18)	17% (15)	30% (26)	25% (22)	86
2012 Vote: Didn't Vote	16% (133)	24% (196)	20% (163)	17% (134)	23% (182)	807

Continued on next page

Table HR9_2: *And in light of the coronavirus, do you support or oppose the following?*
The U.S. government temporarily shutting down movie theaters

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	16% (347)	22% (493)	23% (501)	21% (462)	18% (397)	2200
4-Region: Northeast	17% (67)	22% (88)	23% (89)	19% (75)	19% (75)	394
4-Region: Midwest	16% (72)	24% (111)	23% (105)	22% (100)	16% (74)	462
4-Region: South	18% (151)	25% (205)	19% (159)	21% (172)	17% (138)	824
4-Region: West	11% (57)	17% (89)	29% (148)	22% (115)	21% (111)	520
Watch TV: Every day	18% (193)	22% (234)	24% (252)	21% (223)	16% (167)	1068
Watch TV: Several times per week	12% (60)	24% (118)	26% (127)	23% (114)	15% (76)	495
Watch TV: About once per week	17% (31)	23% (42)	20% (36)	21% (38)	19% (34)	180
Watch TV: Several times per month	12% (14)	27% (32)	21% (25)	20% (24)	19% (23)	118
Watch TV: About once per month	20% (17)	22% (18)	19% (16)	22% (18)	17% (14)	82
Watch TV: Less often than once per month	17% (12)	22% (16)	23% (17)	22% (16)	16% (12)	74
Watch TV: Never	11% (21)	19% (34)	15% (28)	16% (29)	39% (71)	182
Watch Movies: Every day	22% (77)	19% (65)	20% (70)	23% (79)	16% (54)	345
Watch Movies: Several times per week	16% (88)	25% (136)	24% (132)	21% (116)	14% (75)	548
Watch Movies: About once per week	12% (47)	24% (96)	29% (115)	23% (92)	12% (48)	399
Watch Movies: Several times per month	14% (39)	27% (72)	23% (63)	20% (54)	16% (43)	271
Watch Movies: About once per month	18% (40)	20% (45)	18% (40)	22% (49)	21% (47)	221
Watch Movies: Less often than once per month	16% (35)	20% (45)	23% (51)	21% (47)	19% (43)	221
Watch Movies: Never	10% (20)	17% (34)	15% (30)	13% (25)	44% (87)	196
Watch Sporting Events: Every day	29% (39)	16% (22)	28% (38)	19% (25)	8% (10)	134
Watch Sporting Events: Several times per week	17% (51)	23% (70)	21% (63)	23% (69)	16% (48)	301
Watch Sporting Events: About once per week	12% (33)	30% (83)	25% (72)	21% (59)	12% (35)	282
Watch Sporting Events: Several times per month	14% (25)	21% (37)	28% (48)	27% (48)	9% (16)	174
Watch Sporting Events: About once per month	14% (23)	20% (33)	25% (41)	23% (38)	18% (30)	165
Watch Sporting Events: Less often than once per month	17% (64)	22% (80)	23% (83)	26% (95)	12% (45)	367
Watch Sporting Events: Never	14% (111)	22% (168)	20% (156)	16% (128)	28% (214)	777
Cable TV: Currently subscribe	16% (144)	22% (194)	23% (209)	23% (210)	16% (143)	900
Cable TV: Subscribed in past	15% (118)	22% (171)	24% (191)	22% (172)	17% (136)	788
Cable TV: Never subscribed	17% (85)	25% (129)	20% (101)	15% (79)	23% (119)	512

Continued on next page

Table HR9_2: *And in light of the coronavirus, do you support or oppose the following?
The U.S. government temporarily shutting down movie theaters*

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	16% (347)	22% (493)	23% (501)	21% (462)	18% (397)	2200
Satellite TV: Currently subscribe	19% (94)	23% (109)	24% (117)	17% (82)	17% (81)	483
Satellite TV: Subscribed in past	16% (92)	23% (135)	24% (139)	23% (136)	15% (85)	587
Satellite TV: Never subscribed	14% (162)	22% (249)	22% (245)	22% (243)	20% (231)	1130
Streaming Services: Currently subscribe	15% (205)	22% (295)	25% (327)	22% (291)	15% (203)	1322
Streaming Services: Subscribed in past	20% (43)	20% (43)	24% (51)	19% (41)	16% (35)	214
Streaming Services: Never subscribed	15% (99)	23% (155)	18% (122)	19% (129)	24% (159)	665
Film: An avid fan	20% (131)	21% (142)	21% (140)	26% (170)	12% (81)	663
Film: A casual fan	14% (178)	23% (294)	25% (315)	21% (262)	17% (211)	1260
Film: Not a fan	14% (39)	21% (58)	17% (46)	11% (30)	38% (105)	277
Television: An avid fan	20% (190)	23% (218)	24% (223)	21% (196)	12% (108)	936
Television: A casual fan	12% (129)	22% (238)	23% (256)	22% (241)	21% (225)	1089
Television: Not a fan	16% (27)	21% (37)	12% (22)	14% (24)	37% (65)	174
Music: An avid fan	19% (208)	22% (242)	22% (238)	23% (252)	15% (167)	1107
Music: A casual fan	13% (118)	24% (224)	25% (238)	21% (197)	18% (167)	945
Music: Not a fan	14% (20)	18% (27)	17% (25)	9% (13)	43% (63)	148
Fashion: An avid fan	29% (81)	16% (46)	19% (55)	24% (69)	11% (32)	283
Fashion: A casual fan	15% (137)	23% (205)	25% (223)	21% (184)	16% (142)	892
Fashion: Not a fan	13% (128)	24% (242)	22% (223)	20% (208)	22% (224)	1025

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

Table HR9_3: *And in light of the coronavirus, do you support or oppose the following?*
Movie studios postponing all upcoming movie premieres

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	19% (411)	27% (589)	20% (445)	12% (268)	22% (486)	2200
Gender: Male	18% (189)	25% (261)	23% (249)	14% (148)	20% (215)	1062
Gender: Female	20% (222)	29% (328)	17% (197)	11% (121)	24% (270)	1138
Age: 18-29	20% (97)	29% (135)	16% (73)	12% (57)	23% (110)	472
Age: 30-44	23% (127)	24% (129)	19% (103)	17% (89)	17% (92)	541
Age: 45-54	17% (58)	24% (84)	20% (70)	11% (39)	28% (96)	346
Age: 55-64	15% (61)	27% (110)	26% (107)	12% (50)	19% (76)	405
Age: 65+	16% (69)	30% (131)	21% (92)	8% (33)	26% (112)	436
Generation Z: 18-22	15% (34)	34% (78)	14% (34)	14% (33)	23% (53)	231
Millennial: Age 23-38	24% (137)	23% (131)	18% (100)	15% (82)	20% (110)	561
Generation X: Age 39-54	19% (110)	25% (140)	20% (112)	12% (71)	24% (134)	567
Boomers: Age 55-73	14% (100)	27% (193)	25% (181)	11% (80)	23% (162)	715
PID: Dem (no lean)	21% (156)	29% (221)	19% (144)	12% (88)	20% (150)	759
PID: Ind (no lean)	17% (121)	27% (191)	19% (135)	12% (83)	26% (190)	721
PID: Rep (no lean)	19% (134)	25% (177)	23% (166)	13% (97)	20% (145)	720
PID/Gender: Dem Men	21% (68)	26% (86)	22% (73)	12% (40)	19% (64)	331
PID/Gender: Dem Women	21% (88)	31% (135)	17% (72)	11% (48)	20% (86)	428
PID/Gender: Ind Men	15% (57)	24% (88)	22% (83)	14% (51)	25% (92)	370
PID/Gender: Ind Women	18% (64)	30% (103)	15% (53)	9% (32)	28% (98)	350
PID/Gender: Rep Men	18% (64)	24% (87)	26% (93)	16% (56)	17% (59)	360
PID/Gender: Rep Women	20% (70)	25% (90)	20% (72)	11% (41)	24% (86)	360
Ideo: Liberal (1-3)	20% (127)	28% (175)	22% (135)	10% (65)	19% (121)	622
Ideo: Moderate (4)	23% (123)	28% (153)	20% (109)	11% (60)	18% (99)	543
Ideo: Conservative (5-7)	17% (125)	27% (200)	24% (176)	14% (107)	18% (135)	744
Educ: < College	19% (294)	27% (415)	18% (269)	12% (182)	23% (353)	1512
Educ: Bachelors degree	16% (70)	27% (120)	25% (111)	12% (54)	20% (90)	444
Educ: Post-grad	19% (47)	23% (55)	27% (66)	13% (33)	18% (44)	244
Income: Under 50k	20% (239)	25% (310)	18% (221)	11% (138)	26% (315)	1224
Income: 50k-100k	18% (124)	28% (195)	23% (163)	14% (95)	17% (120)	696
Income: 100k+	17% (48)	30% (84)	22% (61)	13% (36)	18% (51)	280
Ethnicity: White	17% (296)	27% (467)	23% (388)	12% (209)	21% (363)	1722

Continued on next page

Table HR9_3: *And in light of the coronavirus, do you support or oppose the following?*
Movie studios postponing all upcoming movie premieres

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	19%	(411)	27%	(589)	20%	(445)	12%	(268)	22%	(486)	2200
Ethnicity: Hispanic	23%	(80)	28%	(98)	14%	(47)	11%	(40)	24%	(84)	349
Ethnicity: Afr. Am.	25%	(68)	22%	(61)	15%	(40)	12%	(34)	26%	(71)	274
Ethnicity: Other	23%	(48)	30%	(61)	8%	(17)	13%	(26)	26%	(53)	204
All Christian	21%	(195)	28%	(263)	22%	(205)	11%	(106)	19%	(178)	947
All Non-Christian	19%	(21)	32%	(35)	23%	(25)	7%	(7)	19%	(20)	108
Atheist	11%	(13)	31%	(39)	20%	(24)	13%	(16)	25%	(31)	124
Agnostic/Nothing in particular	18%	(183)	25%	(253)	19%	(191)	14%	(139)	25%	(256)	1022
Religious Non-Protestant/Catholic	19%	(25)	27%	(35)	24%	(31)	6%	(8)	24%	(32)	132
Evangelical	23%	(125)	24%	(133)	19%	(107)	12%	(67)	21%	(118)	550
Non-Evangelical	20%	(148)	30%	(226)	20%	(152)	11%	(84)	19%	(139)	749
Community: Urban	24%	(132)	28%	(154)	20%	(109)	10%	(53)	19%	(102)	549
Community: Suburban	16%	(161)	27%	(272)	21%	(214)	13%	(133)	23%	(234)	1015
Community: Rural	19%	(118)	26%	(164)	19%	(123)	13%	(82)	23%	(149)	635
Employ: Private Sector	18%	(124)	27%	(186)	23%	(157)	14%	(95)	18%	(126)	687
Employ: Government	17%	(19)	24%	(27)	22%	(25)	17%	(19)	21%	(24)	115
Employ: Self-Employed	25%	(38)	20%	(31)	24%	(38)	12%	(18)	19%	(30)	155
Employ: Homemaker	18%	(30)	24%	(40)	20%	(33)	10%	(17)	28%	(46)	165
Employ: Retired	18%	(92)	30%	(156)	21%	(109)	8%	(43)	23%	(117)	517
Employ: Unemployed	23%	(48)	28%	(58)	12%	(24)	14%	(28)	23%	(47)	204
Employ: Other	19%	(37)	21%	(41)	20%	(39)	12%	(24)	28%	(55)	196
Military HH: Yes	15%	(61)	33%	(134)	21%	(85)	13%	(52)	17%	(68)	399
Military HH: No	19%	(351)	25%	(456)	20%	(360)	12%	(217)	23%	(418)	1801
RD/WT: Right Direction	18%	(159)	25%	(229)	22%	(203)	14%	(128)	21%	(187)	907
RD/WT: Wrong Track	19%	(252)	28%	(360)	19%	(242)	11%	(140)	23%	(299)	1293
Trump Job Approve	19%	(174)	26%	(241)	22%	(200)	14%	(126)	20%	(183)	925
Trump Job Disapprove	19%	(227)	28%	(331)	20%	(236)	11%	(130)	21%	(248)	1172
Trump Job Strongly Approve	19%	(98)	25%	(131)	22%	(114)	15%	(76)	19%	(100)	520
Trump Job Somewhat Approve	19%	(76)	27%	(110)	21%	(86)	12%	(50)	20%	(83)	405
Trump Job Somewhat Disapprove	13%	(35)	33%	(92)	22%	(60)	10%	(29)	22%	(62)	277
Trump Job Strongly Disapprove	21%	(192)	27%	(239)	20%	(177)	11%	(101)	21%	(186)	895

Continued on next page

Table HR9_3: *And in light of the coronavirus, do you support or oppose the following?
Movie studios postponing all upcoming movie premieres*

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	19% (411)	27% (589)	20% (445)	12% (268)	22% (486)	2200
Favorable of Trump	19% (171)	27% (242)	23% (203)	14% (123)	18% (164)	902
Unfavorable of Trump	19% (223)	28% (324)	20% (235)	12% (134)	21% (249)	1167
Very Favorable of Trump	21% (115)	25% (141)	21% (115)	15% (83)	18% (101)	555
Somewhat Favorable of Trump	16% (56)	29% (100)	25% (88)	12% (40)	18% (63)	347
Somewhat Unfavorable of Trump	14% (27)	28% (55)	25% (48)	11% (22)	22% (44)	196
Very Unfavorable of Trump	20% (197)	28% (269)	19% (187)	12% (112)	21% (206)	971
#1 Issue: Economy	17% (93)	24% (130)	22% (119)	16% (84)	21% (111)	537
#1 Issue: Security	24% (100)	27% (114)	20% (85)	11% (44)	19% (79)	422
#1 Issue: Health Care	21% (88)	29% (118)	19% (76)	12% (49)	20% (82)	413
#1 Issue: Medicare / Social Security	19% (66)	25% (83)	21% (70)	10% (35)	25% (86)	340
#1 Issue: Women's Issues	10% (12)	32% (41)	18% (23)	14% (18)	26% (33)	128
#1 Issue: Education	18% (22)	25% (31)	23% (28)	16% (20)	18% (21)	122
#1 Issue: Energy	16% (16)	29% (30)	21% (22)	5% (5)	28% (29)	103
#1 Issue: Other	10% (14)	31% (42)	16% (22)	10% (14)	33% (44)	136
2018 House Vote: Democrat	22% (164)	28% (206)	20% (150)	11% (85)	19% (140)	745
2018 House Vote: Republican	18% (114)	25% (160)	23% (145)	14% (92)	19% (123)	633
2018 House Vote: Someone else	23% (20)	28% (24)	16% (14)	10% (9)	24% (21)	87
2016 Vote: Hillary Clinton	23% (158)	27% (182)	20% (134)	10% (71)	19% (130)	675
2016 Vote: Donald Trump	17% (117)	26% (173)	25% (166)	14% (94)	18% (122)	672
2016 Vote: Other	16% (25)	24% (37)	23% (36)	10% (15)	27% (41)	155
2016 Vote: Didn't Vote	16% (111)	28% (197)	16% (109)	13% (88)	28% (193)	698
Voted in 2014: Yes	20% (252)	26% (336)	22% (287)	12% (157)	19% (249)	1281
Voted in 2014: No	17% (159)	28% (254)	17% (158)	12% (111)	26% (237)	919
2012 Vote: Barack Obama	22% (172)	26% (209)	21% (165)	12% (94)	19% (152)	792
2012 Vote: Mitt Romney	17% (87)	25% (130)	24% (125)	15% (76)	19% (95)	514
2012 Vote: Other	11% (9)	23% (20)	28% (24)	9% (8)	29% (25)	86
2012 Vote: Didn't Vote	18% (143)	28% (228)	16% (132)	11% (91)	26% (213)	807

Continued on next page

Table HR9_3: *And in light of the coronavirus, do you support or oppose the following?*
Movie studios postponing all upcoming movie premieres

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	19%	(411)	27%	(589)	20%	(445)	12%	(268)	22%	(486)	2200
4-Region: Northeast	20%	(79)	26%	(102)	21%	(82)	12%	(47)	21%	(83)	394
4-Region: Midwest	17%	(77)	25%	(114)	23%	(108)	14%	(67)	21%	(97)	462
4-Region: South	21%	(173)	28%	(229)	17%	(143)	13%	(106)	21%	(173)	824
4-Region: West	16%	(83)	28%	(144)	22%	(112)	9%	(49)	25%	(132)	520
Watch TV: Every day	23%	(244)	28%	(295)	18%	(189)	11%	(123)	20%	(217)	1068
Watch TV: Several times per week	14%	(68)	30%	(147)	21%	(105)	15%	(72)	21%	(103)	495
Watch TV: About once per week	16%	(29)	27%	(48)	23%	(41)	17%	(31)	17%	(30)	180
Watch TV: Several times per month	14%	(16)	26%	(30)	31%	(37)	9%	(10)	21%	(25)	118
Watch TV: About once per month	15%	(13)	20%	(16)	27%	(22)	11%	(9)	26%	(22)	82
Watch TV: Less often than once per month	22%	(16)	17%	(13)	30%	(22)	10%	(7)	21%	(16)	74
Watch TV: Never	13%	(25)	22%	(40)	16%	(29)	9%	(16)	40%	(73)	182
Watch Movies: Every day	23%	(79)	23%	(79)	16%	(54)	15%	(52)	24%	(81)	345
Watch Movies: Several times per week	21%	(114)	28%	(156)	22%	(118)	11%	(62)	18%	(98)	548
Watch Movies: About once per week	15%	(59)	33%	(131)	23%	(93)	14%	(56)	15%	(60)	399
Watch Movies: Several times per month	17%	(47)	28%	(76)	23%	(62)	11%	(30)	21%	(56)	271
Watch Movies: About once per month	18%	(39)	23%	(51)	22%	(49)	15%	(32)	22%	(50)	221
Watch Movies: Less often than once per month	23%	(50)	22%	(49)	20%	(45)	12%	(27)	22%	(50)	221
Watch Movies: Never	12%	(23)	24%	(47)	12%	(24)	5%	(10)	47%	(91)	196
Watch Sporting Events: Every day	32%	(43)	25%	(33)	17%	(23)	14%	(19)	12%	(16)	134
Watch Sporting Events: Several times per week	19%	(58)	29%	(87)	24%	(72)	12%	(36)	16%	(47)	301
Watch Sporting Events: About once per week	16%	(45)	29%	(81)	23%	(64)	13%	(38)	19%	(55)	282
Watch Sporting Events: Several times per month	17%	(30)	27%	(48)	26%	(46)	14%	(25)	15%	(25)	174
Watch Sporting Events: About once per month	16%	(27)	29%	(48)	24%	(40)	10%	(17)	21%	(34)	165
Watch Sporting Events: Less often than once per month	22%	(82)	28%	(102)	17%	(64)	14%	(52)	19%	(68)	367
Watch Sporting Events: Never	16%	(126)	25%	(192)	18%	(136)	11%	(83)	31%	(240)	777
Cable TV: Currently subscribe	21%	(185)	26%	(233)	22%	(196)	13%	(119)	19%	(167)	900
Cable TV: Subscribed in past	17%	(131)	27%	(211)	22%	(173)	12%	(94)	23%	(178)	788
Cable TV: Never subscribed	19%	(96)	28%	(145)	15%	(76)	11%	(55)	27%	(141)	512

Continued on next page

Table HR9_3: *And in light of the coronavirus, do you support or oppose the following?
Movie studios postponing all upcoming movie premieres*

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	19% (411)	27% (589)	20% (445)	12% (268)	22% (486)	2200
Satellite TV: Currently subscribe	21% (103)	30% (145)	17% (83)	9% (45)	22% (106)	483
Satellite TV: Subscribed in past	17% (101)	27% (159)	24% (140)	15% (86)	17% (101)	587
Satellite TV: Never subscribed	18% (207)	25% (285)	20% (222)	12% (137)	25% (278)	1130
Streaming Services: Currently subscribe	18% (239)	27% (356)	21% (280)	13% (174)	21% (272)	1322
Streaming Services: Subscribed in past	20% (43)	26% (55)	24% (52)	9% (20)	21% (44)	214
Streaming Services: Never subscribed	19% (129)	27% (178)	17% (113)	11% (74)	26% (170)	665
Film: An avid fan	22% (148)	27% (180)	18% (118)	16% (106)	17% (112)	663
Film: A casual fan	17% (213)	28% (352)	22% (283)	11% (139)	22% (272)	1260
Film: Not a fan	18% (50)	21% (58)	16% (45)	8% (23)	37% (102)	277
Television: An avid fan	25% (234)	29% (272)	19% (176)	13% (119)	14% (135)	936
Television: A casual fan	14% (149)	26% (286)	22% (240)	12% (129)	26% (284)	1089
Television: Not a fan	16% (27)	18% (32)	16% (29)	12% (20)	38% (66)	174
Music: An avid fan	22% (243)	27% (296)	18% (204)	14% (150)	19% (214)	1107
Music: A casual fan	15% (144)	29% (273)	22% (209)	11% (107)	23% (213)	945
Music: Not a fan	17% (25)	14% (20)	22% (33)	7% (11)	40% (59)	148
Fashion: An avid fan	29% (83)	23% (66)	13% (36)	19% (52)	16% (45)	283
Fashion: A casual fan	19% (170)	29% (258)	20% (175)	12% (109)	20% (181)	892
Fashion: Not a fan	15% (158)	26% (265)	23% (235)	10% (107)	25% (260)	1025

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

Table HR9_4: *And in light of the coronavirus, do you support or oppose the following?*
Concert venues postponing all upcoming music concerts

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	23% (509)	28% (627)	19% (418)	12% (261)	17% (385)	2200
Gender: Male	21% (226)	28% (302)	19% (206)	14% (149)	17% (179)	1062
Gender: Female	25% (283)	29% (325)	19% (212)	10% (113)	18% (206)	1138
Age: 18-29	29% (139)	27% (127)	16% (75)	11% (54)	16% (77)	472
Age: 30-44	27% (144)	28% (151)	18% (95)	15% (79)	13% (71)	541
Age: 45-54	19% (65)	25% (87)	21% (73)	10% (36)	24% (85)	346
Age: 55-64	18% (73)	32% (129)	23% (94)	14% (55)	13% (54)	405
Age: 65+	20% (88)	30% (132)	18% (81)	8% (37)	23% (98)	436
Generation Z: 18-22	24% (56)	28% (65)	17% (40)	16% (36)	15% (34)	231
Millennial: Age 23-38	30% (169)	26% (146)	16% (91)	12% (67)	16% (88)	561
Generation X: Age 39-54	22% (123)	27% (155)	20% (112)	12% (67)	19% (110)	567
Boomers: Age 55-73	17% (120)	31% (222)	22% (160)	12% (85)	18% (128)	715
PID: Dem (no lean)	26% (197)	29% (223)	21% (159)	10% (78)	13% (102)	759
PID: Ind (no lean)	20% (146)	29% (208)	16% (116)	11% (78)	24% (172)	721
PID: Rep (no lean)	23% (166)	27% (196)	20% (143)	15% (105)	15% (111)	720
PID/Gender: Dem Men	25% (83)	29% (96)	20% (68)	11% (36)	15% (48)	331
PID/Gender: Dem Women	27% (114)	30% (127)	21% (91)	10% (42)	13% (54)	428
PID/Gender: Ind Men	19% (71)	28% (103)	18% (68)	12% (45)	23% (84)	370
PID/Gender: Ind Women	21% (75)	30% (105)	14% (48)	10% (34)	25% (88)	350
PID/Gender: Rep Men	20% (72)	29% (103)	20% (70)	19% (67)	13% (47)	360
PID/Gender: Rep Women	26% (93)	26% (93)	20% (72)	10% (37)	18% (64)	360
Ideo: Liberal (1-3)	25% (156)	28% (177)	23% (141)	11% (68)	13% (80)	622
Ideo: Moderate (4)	28% (151)	31% (169)	17% (95)	9% (50)	14% (78)	543
Ideo: Conservative (5-7)	21% (154)	29% (218)	21% (160)	16% (118)	13% (94)	744
Educ: < College	25% (381)	27% (414)	17% (260)	11% (164)	19% (294)	1512
Educ: Bachelors degree	17% (77)	32% (143)	22% (95)	15% (66)	14% (62)	444
Educ: Post-grad	21% (51)	29% (71)	25% (62)	13% (31)	12% (29)	244
Income: Under 50k	25% (310)	26% (323)	17% (206)	10% (123)	21% (263)	1224
Income: 50k-100k	21% (148)	31% (216)	21% (149)	13% (94)	13% (90)	696
Income: 100k+	18% (51)	32% (88)	23% (64)	16% (45)	12% (32)	280
Ethnicity: White	20% (353)	29% (504)	20% (348)	13% (222)	17% (295)	1722

Continued on next page

Table HR9_4: *And in light of the coronavirus, do you support or oppose the following?*
Concert venues postponing all upcoming music concerts

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	23% (509)	28% (627)	19% (418)	12% (261)	17% (385)	2200
Ethnicity: Hispanic	29% (103)	29% (100)	14% (50)	12% (41)	16% (56)	349
Ethnicity: Afr. Am.	34% (92)	23% (63)	17% (47)	8% (22)	18% (50)	274
Ethnicity: Other	31% (64)	29% (60)	11% (23)	8% (17)	20% (40)	204
All Christian	24% (224)	28% (263)	22% (204)	12% (112)	15% (143)	947
All Non-Christian	26% (28)	26% (28)	24% (26)	9% (9)	16% (17)	108
Atheist	16% (20)	38% (47)	11% (14)	17% (20)	18% (22)	124
Agnostic/Nothing in particular	23% (236)	28% (289)	17% (175)	12% (119)	20% (202)	1022
Religious Non-Protestant/Catholic	24% (32)	21% (28)	25% (33)	9% (12)	21% (28)	132
Evangelical	28% (152)	23% (129)	17% (96)	14% (79)	17% (94)	550
Non-Evangelical	23% (171)	31% (229)	21% (158)	11% (82)	15% (110)	749
Community: Urban	27% (146)	27% (148)	21% (115)	10% (53)	16% (88)	549
Community: Suburban	22% (221)	30% (303)	18% (182)	13% (132)	17% (177)	1015
Community: Rural	22% (143)	28% (176)	19% (121)	12% (76)	19% (120)	635
Employ: Private Sector	22% (151)	30% (203)	21% (146)	14% (94)	14% (93)	687
Employ: Government	24% (27)	26% (30)	22% (25)	15% (17)	14% (16)	115
Employ: Self-Employed	28% (43)	26% (40)	20% (32)	14% (21)	12% (18)	155
Employ: Homemaker	24% (39)	25% (41)	23% (38)	9% (15)	19% (32)	165
Employ: Retired	20% (104)	30% (158)	20% (103)	9% (47)	21% (106)	517
Employ: Unemployed	32% (65)	28% (57)	10% (21)	11% (22)	19% (38)	204
Employ: Other	23% (45)	25% (49)	15% (29)	11% (22)	26% (51)	196
Military HH: Yes	22% (88)	30% (121)	19% (74)	15% (60)	14% (57)	399
Military HH: No	23% (421)	28% (506)	19% (344)	11% (201)	18% (328)	1801
RD/WT: Right Direction	22% (199)	28% (252)	19% (174)	14% (127)	17% (155)	907
RD/WT: Wrong Track	24% (310)	29% (375)	19% (244)	10% (134)	18% (230)	1293
Trump Job Approve	24% (221)	28% (255)	19% (178)	14% (127)	16% (144)	925
Trump Job Disapprove	24% (277)	30% (350)	20% (233)	11% (127)	16% (185)	1172
Trump Job Strongly Approve	24% (127)	26% (134)	20% (104)	15% (76)	15% (78)	520
Trump Job Somewhat Approve	23% (95)	30% (121)	18% (73)	13% (51)	16% (65)	405
Trump Job Somewhat Disapprove	20% (56)	32% (87)	22% (60)	12% (34)	14% (40)	277
Trump Job Strongly Disapprove	25% (221)	29% (263)	19% (173)	10% (93)	16% (145)	895

Continued on next page

Table HR9_4: *And in light of the coronavirus, do you support or oppose the following?*
Concert venues postponing all upcoming music concerts

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	23% (509)	28% (627)	19% (418)	12% (261)	17% (385)	2200
Favorable of Trump	24% (213)	28% (253)	19% (174)	15% (132)	14% (131)	902
Unfavorable of Trump	24% (277)	30% (344)	20% (230)	11% (127)	16% (188)	1167
Very Favorable of Trump	26% (143)	25% (141)	18% (100)	16% (91)	14% (80)	555
Somewhat Favorable of Trump	20% (70)	32% (112)	21% (74)	12% (41)	15% (51)	347
Somewhat Unfavorable of Trump	23% (45)	33% (64)	20% (39)	14% (27)	11% (21)	196
Very Unfavorable of Trump	24% (232)	29% (280)	20% (191)	10% (101)	17% (167)	971
#1 Issue: Economy	22% (120)	30% (159)	19% (102)	14% (74)	15% (83)	537
#1 Issue: Security	26% (109)	27% (114)	20% (83)	12% (53)	15% (63)	422
#1 Issue: Health Care	25% (103)	28% (118)	19% (77)	12% (51)	16% (64)	413
#1 Issue: Medicare / Social Security	23% (76)	29% (98)	17% (59)	9% (29)	23% (77)	340
#1 Issue: Women's Issues	21% (26)	27% (34)	26% (33)	12% (16)	15% (19)	128
#1 Issue: Education	21% (26)	30% (36)	17% (21)	15% (18)	17% (20)	122
#1 Issue: Energy	22% (22)	30% (31)	21% (21)	4% (5)	23% (24)	103
#1 Issue: Other	19% (26)	26% (36)	17% (23)	12% (16)	26% (35)	136
2018 House Vote: Democrat	26% (196)	29% (215)	21% (160)	10% (73)	14% (101)	745
2018 House Vote: Republican	20% (127)	29% (184)	21% (133)	15% (95)	15% (95)	633
2018 House Vote: Someone else	19% (17)	30% (26)	20% (18)	12% (11)	19% (17)	87
2016 Vote: Hillary Clinton	28% (188)	28% (186)	21% (144)	9% (59)	14% (98)	675
2016 Vote: Donald Trump	20% (132)	30% (204)	21% (139)	15% (104)	14% (93)	672
2016 Vote: Other	15% (24)	31% (48)	22% (35)	12% (18)	19% (29)	155
2016 Vote: Didn't Vote	24% (165)	27% (188)	14% (100)	12% (81)	24% (164)	698
Voted in 2014: Yes	24% (303)	28% (355)	22% (277)	12% (154)	15% (191)	1281
Voted in 2014: No	22% (206)	30% (271)	15% (141)	12% (107)	21% (193)	919
2012 Vote: Barack Obama	28% (218)	27% (217)	21% (168)	10% (80)	14% (109)	792
2012 Vote: Mitt Romney	18% (92)	30% (152)	22% (113)	16% (82)	14% (74)	514
2012 Vote: Other	15% (13)	24% (21)	22% (19)	14% (12)	26% (22)	86
2012 Vote: Didn't Vote	23% (184)	29% (237)	15% (119)	11% (87)	22% (180)	807

Continued on next page

Table HR9_4: *And in light of the coronavirus, do you support or oppose the following?
Concert venues postponing all upcoming music concerts*

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	23% (509)	28% (627)	19% (418)	12% (261)	17% (385)	2200
4-Region: Northeast	23% (91)	27% (108)	19% (75)	10% (39)	21% (81)	394
4-Region: Midwest	21% (96)	30% (138)	23% (107)	12% (55)	14% (66)	462
4-Region: South	27% (226)	29% (235)	16% (132)	12% (103)	16% (128)	824
4-Region: West	19% (96)	28% (145)	20% (104)	13% (65)	21% (110)	520
Watch TV: Every day	27% (290)	29% (306)	17% (181)	12% (130)	15% (161)	1068
Watch TV: Several times per week	19% (97)	31% (155)	23% (112)	13% (63)	14% (68)	495
Watch TV: About once per week	20% (36)	31% (56)	19% (35)	12% (22)	17% (31)	180
Watch TV: Several times per month	19% (22)	32% (38)	23% (27)	6% (7)	19% (23)	118
Watch TV: About once per month	25% (20)	25% (20)	20% (17)	12% (10)	18% (15)	82
Watch TV: Less often than once per month	19% (14)	22% (16)	25% (19)	16% (12)	18% (13)	74
Watch TV: Never	17% (30)	19% (35)	15% (27)	9% (16)	41% (74)	182
Watch Movies: Every day	31% (108)	26% (90)	16% (55)	11% (39)	15% (53)	345
Watch Movies: Several times per week	25% (137)	30% (166)	19% (104)	12% (68)	13% (73)	548
Watch Movies: About once per week	19% (75)	35% (140)	20% (79)	14% (57)	12% (48)	399
Watch Movies: Several times per month	24% (64)	27% (73)	23% (62)	12% (33)	15% (40)	271
Watch Movies: About once per month	19% (42)	27% (59)	22% (50)	12% (26)	20% (44)	221
Watch Movies: Less often than once per month	24% (53)	26% (59)	18% (40)	13% (29)	18% (40)	221
Watch Movies: Never	15% (29)	21% (41)	15% (29)	5% (9)	45% (87)	196
Watch Sporting Events: Every day	38% (51)	27% (36)	17% (22)	13% (18)	5% (7)	134
Watch Sporting Events: Several times per week	22% (66)	30% (89)	21% (64)	12% (35)	16% (47)	301
Watch Sporting Events: About once per week	23% (66)	36% (101)	17% (48)	12% (33)	12% (34)	282
Watch Sporting Events: Several times per month	23% (39)	27% (47)	25% (44)	18% (31)	8% (14)	174
Watch Sporting Events: About once per month	24% (39)	30% (49)	20% (34)	11% (18)	15% (25)	165
Watch Sporting Events: Less often than once per month	26% (94)	29% (105)	17% (63)	14% (52)	15% (54)	367
Watch Sporting Events: Never	20% (154)	26% (200)	18% (144)	10% (75)	26% (204)	777
Cable TV: Currently subscribe	23% (209)	28% (254)	21% (186)	13% (119)	15% (132)	900
Cable TV: Subscribed in past	21% (168)	30% (234)	19% (150)	13% (101)	17% (135)	788
Cable TV: Never subscribed	26% (132)	27% (138)	16% (83)	8% (41)	23% (118)	512

Continued on next page

Table HR9_4: *And in light of the coronavirus, do you support or oppose the following?
 Concert venues postponing all upcoming music concerts*

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	23% (509)	28% (627)	19% (418)	12% (261)	17% (385)	2200
Satellite TV: Currently subscribe	30% (145)	27% (132)	16% (75)	9% (45)	18% (86)	483
Satellite TV: Subscribed in past	23% (134)	29% (173)	21% (125)	14% (81)	13% (75)	587
Satellite TV: Never subscribed	20% (231)	29% (323)	19% (218)	12% (135)	20% (224)	1130
Streaming Services: Currently subscribe	23% (298)	30% (393)	21% (273)	13% (170)	14% (188)	1322
Streaming Services: Subscribed in past	28% (61)	24% (51)	18% (38)	11% (23)	19% (41)	214
Streaming Services: Never subscribed	23% (150)	28% (183)	16% (107)	10% (68)	23% (156)	665
Film: An avid fan	30% (197)	28% (186)	16% (107)	15% (97)	12% (77)	663
Film: A casual fan	21% (261)	30% (378)	21% (270)	11% (141)	17% (210)	1260
Film: Not a fan	19% (52)	22% (62)	15% (42)	8% (24)	35% (98)	277
Television: An avid fan	31% (291)	31% (286)	16% (151)	12% (110)	11% (99)	936
Television: A casual fan	17% (181)	28% (302)	23% (249)	12% (135)	20% (222)	1089
Television: Not a fan	21% (37)	22% (39)	11% (19)	9% (15)	37% (64)	174
Music: An avid fan	27% (294)	29% (318)	17% (193)	13% (143)	14% (158)	1107
Music: A casual fan	20% (187)	30% (283)	21% (196)	12% (114)	18% (166)	945
Music: Not a fan	19% (28)	17% (26)	20% (29)	3% (5)	41% (60)	148
Fashion: An avid fan	34% (98)	23% (66)	12% (35)	18% (51)	12% (33)	283
Fashion: A casual fan	25% (220)	30% (270)	20% (181)	10% (93)	14% (128)	892
Fashion: Not a fan	19% (192)	28% (290)	20% (202)	11% (117)	22% (223)	1025

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

Table HR9_5: And in light of the coronavirus, do you support or oppose the following?
All entertainment venues canceling upcoming events

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	19% (428)	27% (585)	21% (468)	14% (303)	19% (415)	2200
Gender: Male	19% (200)	24% (258)	24% (259)	15% (160)	17% (185)	1062
Gender: Female	20% (229)	29% (327)	18% (209)	13% (144)	20% (230)	1138
Age: 18-29	22% (105)	27% (127)	19% (89)	14% (65)	18% (87)	472
Age: 30-44	23% (125)	25% (135)	20% (109)	17% (90)	15% (82)	541
Age: 45-54	16% (56)	23% (78)	22% (77)	13% (45)	26% (90)	346
Age: 55-64	18% (71)	29% (119)	25% (102)	15% (61)	13% (52)	405
Age: 65+	16% (70)	29% (127)	21% (92)	10% (43)	24% (105)	436
Generation Z: 18-22	17% (40)	31% (71)	18% (41)	15% (36)	19% (43)	231
Millennial: Age 23-38	25% (142)	24% (134)	19% (107)	16% (88)	16% (90)	561
Generation X: Age 39-54	18% (104)	24% (135)	22% (126)	13% (76)	22% (125)	567
Boomers: Age 55-73	16% (112)	28% (201)	24% (173)	13% (94)	19% (135)	715
PID: Dem (no lean)	21% (158)	30% (230)	21% (163)	11% (87)	16% (122)	759
PID: Ind (no lean)	16% (118)	26% (188)	20% (144)	13% (95)	24% (175)	721
PID: Rep (no lean)	21% (152)	23% (167)	22% (161)	17% (122)	16% (118)	720
PID/Gender: Dem Men	23% (75)	28% (92)	24% (79)	10% (34)	16% (52)	331
PID/Gender: Dem Women	19% (83)	32% (138)	20% (84)	12% (53)	16% (70)	428
PID/Gender: Ind Men	14% (53)	24% (90)	24% (88)	15% (55)	23% (86)	370
PID/Gender: Ind Women	19% (65)	28% (98)	16% (57)	11% (40)	26% (90)	350
PID/Gender: Rep Men	20% (71)	21% (76)	26% (93)	20% (72)	13% (48)	360
PID/Gender: Rep Women	22% (81)	25% (91)	19% (68)	14% (50)	19% (70)	360
Ideo: Liberal (1-3)	21% (129)	30% (186)	22% (139)	12% (73)	15% (96)	622
Ideo: Moderate (4)	22% (119)	28% (154)	20% (111)	12% (66)	17% (92)	543
Ideo: Conservative (5-7)	19% (140)	26% (191)	24% (176)	18% (134)	14% (103)	744
Educ: < College	21% (319)	27% (404)	19% (287)	12% (187)	21% (315)	1512
Educ: Bachelors degree	15% (66)	28% (124)	25% (110)	17% (76)	15% (68)	444
Educ: Post-grad	18% (43)	24% (58)	29% (71)	17% (40)	13% (32)	244
Income: Under 50k	21% (263)	25% (305)	19% (230)	12% (146)	23% (279)	1224
Income: 50k-100k	17% (122)	29% (199)	24% (171)	15% (106)	14% (99)	696
Income: 100k+	16% (44)	29% (81)	24% (67)	18% (52)	13% (38)	280
Ethnicity: White	18% (307)	27% (458)	23% (392)	14% (249)	18% (316)	1722

Continued on next page

Table HR9_5: And in light of the coronavirus, do you support or oppose the following?
All entertainment venues canceling upcoming events

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	19%	(428)	27%	(585)	21%	(468)	14%	(303)	19%	(415)	2200
Ethnicity: Hispanic	25%	(86)	24%	(84)	17%	(59)	14%	(49)	20%	(71)	349
Ethnicity: Afr. Am.	24%	(66)	27%	(73)	17%	(47)	12%	(34)	20%	(54)	274
Ethnicity: Other	27%	(55)	26%	(54)	14%	(29)	10%	(21)	22%	(46)	204
All Christian	20%	(194)	26%	(250)	23%	(218)	14%	(134)	16%	(151)	947
All Non-Christian	24%	(26)	25%	(27)	23%	(24)	11%	(12)	18%	(19)	108
Atheist	13%	(16)	31%	(38)	22%	(28)	16%	(19)	18%	(22)	124
Agnostic/Nothing in particular	19%	(192)	26%	(270)	19%	(198)	14%	(139)	22%	(223)	1022
Religious Non-Protestant/Catholic	23%	(30)	20%	(27)	23%	(30)	11%	(14)	23%	(31)	132
Evangelical	24%	(130)	23%	(127)	20%	(110)	15%	(81)	18%	(101)	550
Non-Evangelical	20%	(151)	30%	(222)	22%	(162)	14%	(101)	15%	(113)	749
Community: Urban	23%	(124)	25%	(137)	23%	(125)	12%	(67)	18%	(97)	549
Community: Suburban	18%	(178)	28%	(287)	22%	(219)	14%	(143)	19%	(188)	1015
Community: Rural	20%	(126)	25%	(161)	19%	(124)	15%	(94)	21%	(131)	635
Employ: Private Sector	18%	(124)	26%	(181)	27%	(182)	14%	(100)	15%	(100)	687
Employ: Government	19%	(22)	25%	(29)	24%	(27)	17%	(19)	15%	(18)	115
Employ: Self-Employed	23%	(35)	25%	(39)	21%	(32)	19%	(29)	12%	(19)	155
Employ: Homemaker	20%	(33)	24%	(40)	19%	(31)	14%	(23)	23%	(38)	165
Employ: Retired	19%	(96)	29%	(148)	21%	(107)	12%	(62)	20%	(104)	517
Employ: Unemployed	25%	(51)	28%	(57)	16%	(33)	11%	(23)	20%	(40)	204
Employ: Other	22%	(43)	26%	(50)	14%	(27)	12%	(23)	27%	(52)	196
Military HH: Yes	17%	(69)	32%	(129)	21%	(82)	16%	(62)	14%	(57)	399
Military HH: No	20%	(359)	25%	(456)	21%	(385)	13%	(241)	20%	(359)	1801
RD/WT: Right Direction	20%	(181)	25%	(228)	22%	(196)	17%	(151)	17%	(151)	907
RD/WT: Wrong Track	19%	(247)	28%	(358)	21%	(272)	12%	(152)	20%	(264)	1293
Trump Job Approve	21%	(195)	25%	(234)	22%	(201)	16%	(150)	16%	(145)	925
Trump Job Disapprove	19%	(221)	28%	(332)	22%	(256)	12%	(145)	19%	(218)	1172
Trump Job Strongly Approve	21%	(111)	24%	(125)	21%	(110)	17%	(90)	16%	(85)	520
Trump Job Somewhat Approve	21%	(84)	27%	(109)	22%	(91)	15%	(60)	15%	(60)	405
Trump Job Somewhat Disapprove	16%	(43)	33%	(91)	24%	(65)	12%	(32)	16%	(45)	277
Trump Job Strongly Disapprove	20%	(178)	27%	(241)	21%	(191)	13%	(113)	19%	(173)	895

Continued on next page

Table HR9_5: And in light of the coronavirus, do you support or oppose the following?
All entertainment venues canceling upcoming events

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	19% (428)	27% (585)	21% (468)	14% (303)	19% (415)	2200
Favorable of Trump	20% (183)	26% (236)	22% (202)	17% (149)	15% (131)	902
Unfavorable of Trump	19% (220)	28% (321)	22% (261)	12% (145)	19% (218)	1167
Very Favorable of Trump	22% (123)	23% (127)	21% (118)	18% (100)	16% (87)	555
Somewhat Favorable of Trump	17% (60)	32% (110)	24% (84)	14% (49)	13% (45)	347
Somewhat Unfavorable of Trump	17% (33)	29% (57)	26% (51)	13% (26)	15% (29)	196
Very Unfavorable of Trump	19% (187)	27% (264)	22% (211)	12% (120)	19% (189)	971
#1 Issue: Economy	18% (95)	26% (140)	24% (128)	16% (84)	17% (90)	537
#1 Issue: Security	24% (101)	27% (115)	20% (85)	14% (57)	15% (63)	422
#1 Issue: Health Care	20% (83)	29% (119)	19% (80)	14% (58)	18% (74)	413
#1 Issue: Medicare / Social Security	21% (70)	25% (84)	20% (68)	11% (36)	24% (82)	340
#1 Issue: Women's Issues	17% (22)	28% (35)	22% (28)	15% (19)	18% (24)	128
#1 Issue: Education	18% (22)	32% (39)	12% (15)	26% (31)	12% (14)	122
#1 Issue: Energy	15% (16)	21% (22)	32% (33)	3% (3)	29% (30)	103
#1 Issue: Other	14% (19)	23% (31)	23% (31)	10% (14)	29% (40)	136
2018 House Vote: Democrat	21% (155)	30% (220)	22% (166)	11% (84)	16% (119)	745
2018 House Vote: Republican	18% (116)	24% (155)	23% (149)	18% (117)	15% (97)	633
2018 House Vote: Someone else	20% (18)	30% (26)	19% (17)	13% (11)	18% (16)	87
2016 Vote: Hillary Clinton	23% (154)	28% (187)	22% (147)	10% (69)	17% (118)	675
2016 Vote: Donald Trump	18% (118)	26% (174)	23% (154)	19% (130)	14% (97)	672
2016 Vote: Other	17% (27)	26% (40)	25% (38)	15% (23)	17% (26)	155
2016 Vote: Didn't Vote	19% (130)	26% (184)	18% (128)	12% (81)	25% (175)	698
Voted in 2014: Yes	20% (255)	27% (340)	23% (291)	15% (188)	16% (207)	1281
Voted in 2014: No	19% (173)	27% (245)	19% (176)	13% (116)	23% (209)	919
2012 Vote: Barack Obama	22% (173)	28% (224)	22% (177)	12% (94)	16% (124)	792
2012 Vote: Mitt Romney	16% (84)	26% (132)	23% (120)	19% (99)	15% (79)	514
2012 Vote: Other	13% (11)	28% (24)	24% (20)	15% (13)	20% (18)	86
2012 Vote: Didn't Vote	20% (161)	25% (203)	19% (150)	12% (97)	24% (195)	807

Continued on next page

Table HR9_5: And in light of the coronavirus, do you support or oppose the following?
All entertainment venues canceling upcoming events

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	19%	(428)	27%	(585)	21%	(468)	14%	(303)	19%	(415)	2200
4-Region: Northeast	20%	(80)	23%	(91)	24%	(95)	12%	(47)	20%	(80)	394
4-Region: Midwest	20%	(92)	26%	(119)	23%	(107)	15%	(69)	16%	(75)	462
4-Region: South	22%	(181)	29%	(240)	18%	(148)	14%	(115)	17%	(140)	824
4-Region: West	15%	(76)	26%	(136)	23%	(117)	14%	(71)	23%	(119)	520
Watch TV: Every day	22%	(237)	27%	(288)	21%	(222)	12%	(131)	18%	(192)	1068
Watch TV: Several times per week	14%	(71)	30%	(150)	24%	(117)	18%	(90)	13%	(66)	495
Watch TV: About once per week	23%	(42)	23%	(41)	21%	(38)	14%	(26)	18%	(33)	180
Watch TV: Several times per month	15%	(18)	30%	(35)	25%	(29)	15%	(18)	15%	(17)	118
Watch TV: About once per month	20%	(17)	22%	(19)	22%	(18)	16%	(13)	19%	(16)	82
Watch TV: Less often than once per month	23%	(17)	19%	(14)	23%	(17)	14%	(11)	21%	(15)	74
Watch TV: Never	15%	(27)	21%	(38)	15%	(27)	8%	(14)	42%	(76)	182
Watch Movies: Every day	26%	(90)	23%	(80)	18%	(61)	12%	(42)	21%	(71)	345
Watch Movies: Several times per week	21%	(115)	31%	(168)	22%	(119)	13%	(74)	13%	(72)	548
Watch Movies: About once per week	15%	(59)	30%	(118)	25%	(100)	17%	(67)	14%	(55)	399
Watch Movies: Several times per month	18%	(48)	28%	(77)	26%	(71)	15%	(40)	13%	(36)	271
Watch Movies: About once per month	18%	(39)	24%	(53)	22%	(49)	16%	(35)	20%	(44)	221
Watch Movies: Less often than once per month	24%	(54)	22%	(49)	20%	(44)	13%	(29)	20%	(45)	221
Watch Movies: Never	12%	(23)	20%	(40)	12%	(24)	8%	(17)	47%	(93)	196
Watch Sporting Events: Every day	29%	(39)	17%	(23)	26%	(35)	18%	(24)	9%	(12)	134
Watch Sporting Events: Several times per week	18%	(53)	30%	(90)	22%	(65)	16%	(48)	15%	(45)	301
Watch Sporting Events: About once per week	20%	(55)	32%	(89)	25%	(70)	11%	(32)	13%	(36)	282
Watch Sporting Events: Several times per month	18%	(32)	29%	(51)	26%	(46)	16%	(28)	10%	(18)	174
Watch Sporting Events: About once per month	15%	(25)	29%	(47)	21%	(34)	16%	(27)	19%	(31)	165
Watch Sporting Events: Less often than once per month	21%	(79)	27%	(99)	22%	(80)	16%	(57)	14%	(52)	367
Watch Sporting Events: Never	19%	(145)	24%	(185)	18%	(138)	11%	(87)	28%	(221)	777
Cable TV: Currently subscribe	20%	(180)	26%	(230)	23%	(205)	15%	(137)	16%	(148)	900
Cable TV: Subscribed in past	18%	(140)	27%	(210)	23%	(181)	15%	(116)	18%	(140)	788
Cable TV: Never subscribed	21%	(108)	28%	(145)	16%	(83)	10%	(50)	25%	(127)	512

Continued on next page

Table HR9_5: And in light of the coronavirus, do you support or oppose the following?
All entertainment venues canceling upcoming events

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	19% (428)	27% (585)	21% (468)	14% (303)	19% (415)	2200
Satellite TV: Currently subscribe	24% (117)	26% (124)	20% (95)	12% (57)	19% (90)	483
Satellite TV: Subscribed in past	18% (106)	29% (169)	22% (129)	16% (95)	15% (90)	587
Satellite TV: Never subscribed	18% (206)	26% (292)	22% (244)	13% (152)	21% (236)	1130
Streaming Services: Currently subscribe	19% (246)	28% (368)	23% (307)	14% (183)	16% (218)	1322
Streaming Services: Subscribed in past	23% (49)	23% (49)	19% (41)	18% (39)	16% (35)	214
Streaming Services: Never subscribed	20% (133)	25% (168)	18% (120)	12% (81)	24% (163)	665
Film: An avid fan	23% (155)	27% (179)	21% (141)	15% (99)	13% (89)	663
Film: A casual fan	18% (227)	28% (351)	22% (279)	14% (181)	18% (221)	1260
Film: Not a fan	16% (46)	20% (55)	17% (48)	9% (24)	38% (105)	277
Television: An avid fan	25% (234)	28% (259)	21% (197)	13% (125)	13% (121)	936
Television: A casual fan	15% (161)	27% (291)	23% (250)	15% (161)	21% (227)	1089
Television: Not a fan	19% (33)	20% (35)	12% (21)	10% (18)	39% (68)	174
Music: An avid fan	22% (239)	27% (296)	21% (228)	15% (163)	16% (180)	1107
Music: A casual fan	17% (162)	28% (264)	23% (218)	13% (127)	19% (175)	945
Music: Not a fan	19% (27)	17% (25)	15% (22)	9% (13)	41% (60)	148
Fashion: An avid fan	31% (86)	21% (59)	16% (47)	17% (49)	15% (42)	283
Fashion: A casual fan	18% (164)	30% (267)	22% (195)	14% (121)	16% (144)	892
Fashion: Not a fan	17% (178)	25% (259)	22% (227)	13% (133)	22% (230)	1025

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

Table HR10_1: To what extent are the following responsible for preventing the spread of coronavirus in the United States?
 Movie theater chains, such as AMC Theaters and Regal Cinemas

Demographic	Very responsible	Somewhat responsible	Not very responsible	Not responsible at all	Don't know / No opinion	Total N
Adults	16% (343)	24% (526)	18% (401)	22% (473)	21% (457)	2200
Gender: Male	17% (180)	24% (257)	20% (209)	22% (237)	17% (179)	1062
Gender: Female	14% (163)	24% (269)	17% (192)	21% (236)	24% (277)	1138
Age: 18-29	20% (94)	24% (113)	19% (91)	17% (81)	20% (93)	472
Age: 30-44	16% (84)	25% (137)	18% (98)	22% (121)	19% (101)	541
Age: 45-54	14% (48)	20% (70)	16% (55)	24% (83)	26% (90)	346
Age: 55-64	14% (58)	26% (105)	19% (77)	25% (102)	15% (62)	405
Age: 65+	13% (58)	23% (102)	18% (80)	20% (86)	25% (110)	436
Generation Z: 18-22	12% (28)	28% (65)	23% (53)	17% (40)	19% (45)	231
Millennial: Age 23-38	21% (118)	22% (125)	17% (98)	22% (122)	18% (99)	561
Generation X: Age 39-54	14% (81)	23% (129)	16% (93)	22% (124)	25% (140)	567
Boomers: Age 55-73	13% (95)	24% (173)	19% (135)	24% (172)	20% (141)	715
PID: Dem (no lean)	19% (142)	25% (189)	20% (153)	18% (137)	18% (137)	759
PID: Ind (no lean)	13% (93)	24% (170)	16% (118)	21% (151)	26% (188)	721
PID: Rep (no lean)	15% (108)	23% (167)	18% (129)	26% (185)	18% (132)	720
PID/Gender: Dem Men	21% (70)	26% (85)	21% (70)	17% (56)	15% (50)	331
PID/Gender: Dem Women	17% (72)	24% (104)	19% (83)	19% (81)	21% (88)	428
PID/Gender: Ind Men	15% (55)	26% (96)	17% (63)	21% (78)	21% (79)	370
PID/Gender: Ind Women	11% (39)	21% (74)	16% (55)	21% (74)	31% (109)	350
PID/Gender: Rep Men	15% (55)	21% (76)	21% (76)	29% (103)	14% (51)	360
PID/Gender: Rep Women	15% (53)	25% (91)	15% (54)	23% (82)	22% (81)	360
Ideo: Liberal (1-3)	17% (109)	26% (161)	19% (121)	21% (129)	17% (103)	622
Ideo: Moderate (4)	14% (78)	28% (153)	18% (98)	21% (115)	18% (99)	543
Ideo: Conservative (5-7)	15% (114)	23% (172)	19% (144)	27% (200)	15% (113)	744
Educ: < College	17% (253)	23% (343)	16% (248)	20% (309)	24% (359)	1512
Educ: Bachelors degree	13% (59)	26% (115)	22% (97)	26% (114)	13% (60)	444
Educ: Post-grad	13% (32)	28% (68)	23% (56)	21% (51)	15% (38)	244
Income: Under 50k	17% (204)	21% (257)	16% (201)	20% (244)	26% (317)	1224
Income: 50k-100k	15% (103)	26% (181)	20% (142)	23% (157)	16% (113)	696
Income: 100k+	13% (36)	32% (89)	21% (58)	26% (72)	9% (26)	280
Ethnicity: White	14% (240)	24% (410)	19% (332)	23% (389)	20% (351)	1722

Continued on next page

Table HR10_1: To what extent are the following responsible for preventing the spread of coronavirus in the United States?
Movie theater chains, such as AMC Theaters and Regal Cinemas

Demographic	Very responsible	Somewhat responsible	Not very responsible	Not responsible at all	Don't know / No opinion	Total N
Adults	16% (343)	24% (526)	18% (401)	22% (473)	21% (457)	2200
Ethnicity: Hispanic	21% (74)	21% (75)	18% (63)	19% (65)	21% (72)	349
Ethnicity: Afr. Am.	26% (71)	21% (59)	16% (44)	15% (41)	22% (60)	274
Ethnicity: Other	15% (31)	28% (58)	12% (25)	22% (44)	22% (45)	204
All Christian	15% (144)	25% (236)	19% (178)	22% (212)	19% (176)	947
All Non-Christian	12% (13)	27% (30)	23% (25)	18% (19)	20% (21)	108
Atheist	11% (13)	24% (30)	23% (29)	24% (30)	17% (21)	124
Agnostic/Nothing in particular	17% (173)	23% (231)	16% (168)	21% (212)	23% (238)	1022
Religious Non-Protestant/Catholic	12% (15)	23% (30)	24% (31)	17% (22)	25% (33)	132
Evangelical	19% (105)	22% (119)	18% (100)	21% (114)	20% (111)	550
Non-Evangelical	16% (116)	26% (198)	16% (122)	24% (178)	18% (135)	749
Community: Urban	21% (113)	23% (125)	19% (102)	19% (107)	19% (102)	549
Community: Suburban	13% (128)	25% (258)	19% (188)	24% (241)	20% (201)	1015
Community: Rural	16% (102)	22% (142)	17% (111)	20% (126)	24% (154)	635
Employ: Private Sector	14% (94)	28% (193)	20% (135)	23% (160)	15% (105)	687
Employ: Government	14% (16)	24% (28)	25% (28)	21% (24)	16% (19)	115
Employ: Self-Employed	26% (40)	18% (28)	17% (26)	25% (38)	15% (23)	155
Employ: Homemaker	10% (17)	24% (39)	12% (20)	23% (38)	31% (51)	165
Employ: Retired	15% (78)	23% (118)	19% (97)	21% (110)	22% (114)	517
Employ: Unemployed	22% (45)	22% (44)	11% (23)	21% (42)	24% (50)	204
Employ: Other	15% (30)	16% (32)	17% (34)	20% (40)	31% (60)	196
Military HH: Yes	15% (60)	24% (97)	16% (66)	27% (107)	17% (69)	399
Military HH: No	16% (283)	24% (429)	19% (335)	20% (366)	22% (388)	1801
RD/WT: Right Direction	15% (139)	22% (195)	19% (168)	25% (224)	20% (180)	907
RD/WT: Wrong Track	16% (204)	26% (331)	18% (233)	19% (249)	21% (277)	1293
Trump Job Approve	16% (150)	22% (202)	18% (167)	25% (236)	19% (171)	925
Trump Job Disapprove	16% (184)	26% (309)	19% (228)	19% (225)	19% (226)	1172
Trump Job Strongly Approve	17% (88)	20% (104)	17% (89)	28% (145)	18% (94)	520
Trump Job Somewhat Approve	15% (62)	24% (97)	19% (78)	22% (90)	19% (77)	405
Trump Job Somewhat Disapprove	18% (50)	24% (68)	24% (65)	15% (41)	19% (53)	277
Trump Job Strongly Disapprove	15% (134)	27% (241)	18% (162)	21% (185)	19% (172)	895

Continued on next page

Table HR10_1: To what extent are the following responsible for preventing the spread of coronavirus in the United States?
 Movie theater chains, such as AMC Theaters and Regal Cinemas

Demographic	Very responsible	Somewhat responsible	Not very responsible	Not responsible at all	Don't know / No opinion	Total N
Adults	16% (343)	24% (526)	18% (401)	22% (473)	21% (457)	2200
Favorable of Trump	17% (154)	22% (198)	18% (166)	25% (228)	17% (156)	902
Unfavorable of Trump	15% (178)	26% (302)	19% (224)	20% (233)	20% (230)	1167
Very Favorable of Trump	19% (103)	20% (112)	18% (102)	27% (147)	16% (91)	555
Somewhat Favorable of Trump	15% (51)	25% (86)	19% (65)	23% (81)	19% (65)	347
Somewhat Unfavorable of Trump	14% (28)	23% (45)	22% (42)	22% (43)	19% (37)	196
Very Unfavorable of Trump	15% (149)	26% (257)	19% (182)	20% (190)	20% (193)	971
#1 Issue: Economy	13% (72)	26% (139)	19% (100)	22% (120)	20% (105)	537
#1 Issue: Security	18% (75)	25% (104)	19% (80)	22% (93)	17% (70)	422
#1 Issue: Health Care	15% (63)	23% (95)	19% (80)	22% (90)	21% (86)	413
#1 Issue: Medicare / Social Security	22% (73)	23% (78)	13% (43)	17% (57)	26% (87)	340
#1 Issue: Women's Issues	9% (12)	25% (31)	21% (27)	23% (30)	21% (27)	128
#1 Issue: Education	15% (18)	24% (29)	16% (20)	27% (32)	18% (22)	122
#1 Issue: Energy	12% (12)	25% (25)	24% (25)	18% (18)	21% (22)	103
#1 Issue: Other	13% (17)	17% (24)	19% (25)	24% (33)	27% (36)	136
2018 House Vote: Democrat	17% (130)	26% (190)	21% (153)	21% (155)	16% (116)	745
2018 House Vote: Republican	14% (90)	24% (149)	19% (122)	26% (165)	17% (107)	633
2018 House Vote: Someone else	14% (12)	21% (19)	21% (18)	24% (21)	19% (17)	87
2016 Vote: Hillary Clinton	19% (130)	25% (167)	19% (126)	22% (148)	15% (104)	675
2016 Vote: Donald Trump	15% (99)	23% (156)	19% (131)	26% (176)	16% (110)	672
2016 Vote: Other	11% (16)	30% (46)	16% (25)	22% (34)	21% (32)	155
2016 Vote: Didn't Vote	14% (98)	22% (157)	17% (118)	16% (115)	30% (210)	698
Voted in 2014: Yes	17% (213)	23% (300)	20% (254)	23% (300)	17% (214)	1281
Voted in 2014: No	14% (130)	25% (226)	16% (147)	19% (173)	26% (242)	919
2012 Vote: Barack Obama	19% (147)	25% (195)	19% (150)	20% (162)	17% (138)	792
2012 Vote: Mitt Romney	14% (72)	23% (116)	20% (104)	28% (142)	16% (80)	514
2012 Vote: Other	15% (13)	26% (22)	14% (12)	25% (21)	21% (18)	86
2012 Vote: Didn't Vote	14% (111)	24% (193)	17% (135)	18% (148)	27% (220)	807

Continued on next page

Table HR10_1: To what extent are the following responsible for preventing the spread of coronavirus in the United States?
Movie theater chains, such as AMC Theaters and Regal Cinemas

Demographic	Very responsible	Somewhat responsible	Not very responsible	Not responsible at all	Don't know / No opinion	Total N
Adults	16% (343)	24% (526)	18% (401)	22% (473)	21% (457)	2200
4-Region: Northeast	16% (62)	21% (81)	19% (73)	23% (89)	22% (88)	394
4-Region: Midwest	12% (57)	25% (114)	19% (86)	25% (116)	19% (90)	462
4-Region: South	19% (160)	24% (196)	17% (140)	21% (171)	19% (157)	824
4-Region: West	12% (63)	26% (134)	20% (103)	19% (98)	24% (122)	520
Watch TV: Every day	16% (172)	25% (262)	17% (184)	23% (246)	19% (204)	1068
Watch TV: Several times per week	13% (63)	26% (129)	22% (108)	23% (114)	16% (80)	495
Watch TV: About once per week	22% (40)	21% (38)	19% (35)	19% (35)	18% (33)	180
Watch TV: Several times per month	13% (15)	28% (33)	25% (29)	16% (19)	19% (23)	118
Watch TV: About once per month	24% (20)	19% (16)	20% (17)	15% (12)	22% (18)	82
Watch TV: Less often than once per month	8% (6)	28% (21)	16% (12)	21% (15)	27% (20)	74
Watch TV: Never	15% (27)	15% (27)	9% (17)	18% (32)	43% (79)	182
Watch Movies: Every day	21% (73)	23% (80)	17% (57)	21% (74)	17% (60)	345
Watch Movies: Several times per week	18% (97)	24% (130)	17% (91)	25% (137)	17% (92)	548
Watch Movies: About once per week	12% (47)	28% (112)	22% (90)	24% (95)	14% (56)	399
Watch Movies: Several times per month	15% (41)	24% (64)	21% (58)	18% (49)	22% (59)	271
Watch Movies: About once per month	17% (38)	25% (55)	19% (42)	20% (44)	19% (42)	221
Watch Movies: Less often than once per month	12% (27)	25% (55)	17% (39)	21% (47)	24% (53)	221
Watch Movies: Never	10% (20)	15% (29)	12% (24)	14% (28)	49% (95)	196
Watch Sporting Events: Every day	31% (42)	20% (27)	20% (27)	21% (27)	8% (11)	134
Watch Sporting Events: Several times per week	20% (60)	24% (73)	21% (64)	19% (58)	15% (45)	301
Watch Sporting Events: About once per week	18% (51)	29% (81)	18% (51)	21% (60)	14% (40)	282
Watch Sporting Events: Several times per month	8% (14)	31% (55)	25% (43)	24% (42)	12% (21)	174
Watch Sporting Events: About once per month	15% (25)	24% (40)	21% (35)	25% (41)	15% (25)	165
Watch Sporting Events: Less often than once per month	13% (46)	27% (98)	19% (70)	23% (83)	19% (69)	367
Watch Sporting Events: Never	14% (105)	20% (152)	14% (112)	21% (163)	32% (245)	777
Cable TV: Currently subscribe	17% (154)	22% (196)	21% (185)	23% (208)	18% (158)	900
Cable TV: Subscribed in past	13% (100)	27% (213)	17% (136)	22% (177)	21% (162)	788
Cable TV: Never subscribed	17% (89)	23% (117)	16% (81)	17% (89)	27% (137)	512

Continued on next page

Table HR10_1: To what extent are the following responsible for preventing the spread of coronavirus in the United States?
 Movie theater chains, such as AMC Theaters and Regal Cinemas

Demographic	Very responsible	Somewhat responsible	Not very responsible	Not responsible at all	Don't know / No opinion	Total N
Adults	16% (343)	24% (526)	18% (401)	22% (473)	21% (457)	2200
Satellite TV: Currently subscribe	20% (95)	24% (116)	19% (91)	19% (91)	19% (90)	483
Satellite TV: Subscribed in past	15% (90)	27% (159)	19% (113)	22% (130)	16% (94)	587
Satellite TV: Never subscribed	14% (158)	22% (251)	17% (197)	22% (252)	24% (273)	1130
Streaming Services: Currently subscribe	14% (188)	26% (340)	19% (254)	23% (304)	18% (236)	1322
Streaming Services: Subscribed in past	17% (37)	28% (61)	14% (31)	22% (47)	18% (38)	214
Streaming Services: Never subscribed	18% (118)	19% (126)	18% (117)	18% (122)	27% (182)	665
Film: An avid fan	21% (140)	24% (160)	17% (113)	24% (159)	14% (92)	663
Film: A casual fan	13% (165)	26% (324)	20% (251)	22% (278)	19% (242)	1260
Film: Not a fan	14% (39)	15% (42)	14% (37)	13% (37)	44% (122)	277
Television: An avid fan	20% (190)	24% (229)	18% (173)	21% (200)	15% (144)	936
Television: A casual fan	12% (134)	24% (263)	19% (202)	23% (248)	22% (244)	1089
Television: Not a fan	11% (19)	20% (35)	15% (26)	14% (25)	39% (69)	174
Music: An avid fan	17% (193)	25% (281)	18% (194)	22% (243)	18% (196)	1107
Music: A casual fan	14% (133)	25% (234)	19% (179)	22% (207)	20% (193)	945
Music: Not a fan	12% (17)	8% (11)	19% (28)	16% (23)	46% (68)	148
Fashion: An avid fan	28% (80)	20% (57)	15% (43)	21% (60)	15% (44)	283
Fashion: A casual fan	14% (121)	26% (233)	18% (163)	22% (199)	20% (175)	892
Fashion: Not a fan	14% (141)	23% (236)	19% (195)	21% (215)	23% (238)	1025

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

Table HR10_2: To what extent are the following responsible for preventing the spread of coronavirus in the United States?
Concert venue operators

Demographic	Very responsible	Somewhat responsible	Not very responsible	Not responsible at all	Don't know / No opinion	Total N
Adults	15% (338)	24% (523)	16% (362)	23% (509)	21% (468)	2200
Gender: Male	17% (183)	23% (246)	17% (183)	24% (256)	18% (193)	1062
Gender: Female	14% (155)	24% (276)	16% (179)	22% (254)	24% (275)	1138
Age: 18-29	18% (86)	23% (109)	17% (80)	22% (103)	20% (95)	472
Age: 30-44	15% (82)	26% (143)	16% (84)	24% (127)	19% (105)	541
Age: 45-54	15% (53)	19% (65)	15% (50)	25% (85)	27% (92)	346
Age: 55-64	14% (56)	24% (98)	19% (78)	27% (108)	16% (65)	405
Age: 65+	14% (61)	25% (109)	16% (70)	20% (86)	25% (110)	436
Generation Z: 18-22	11% (26)	24% (55)	19% (44)	25% (59)	21% (48)	231
Millennial: Age 23-38	20% (112)	24% (135)	15% (86)	23% (128)	18% (99)	561
Generation X: Age 39-54	15% (83)	22% (127)	15% (84)	23% (128)	26% (145)	567
Boomers: Age 55-73	13% (94)	24% (174)	18% (130)	25% (177)	20% (141)	715
PID: Dem (no lean)	17% (130)	26% (196)	20% (152)	20% (153)	17% (128)	759
PID: Ind (no lean)	12% (89)	22% (162)	14% (103)	23% (168)	27% (198)	721
PID: Rep (no lean)	16% (118)	23% (164)	15% (108)	26% (188)	20% (142)	720
PID/Gender: Dem Men	20% (65)	27% (89)	21% (68)	19% (64)	14% (45)	331
PID/Gender: Dem Women	15% (65)	25% (108)	19% (83)	21% (89)	19% (83)	428
PID/Gender: Ind Men	14% (52)	23% (84)	15% (56)	24% (88)	24% (90)	370
PID/Gender: Ind Women	11% (37)	22% (77)	13% (47)	23% (80)	31% (108)	350
PID/Gender: Rep Men	18% (66)	20% (73)	16% (59)	29% (103)	16% (58)	360
PID/Gender: Rep Women	14% (52)	25% (91)	13% (49)	24% (85)	23% (83)	360
Ideo: Liberal (1-3)	17% (103)	26% (160)	19% (116)	23% (140)	17% (103)	622
Ideo: Moderate (4)	14% (76)	29% (157)	17% (93)	22% (120)	18% (95)	543
Ideo: Conservative (5-7)	16% (121)	23% (167)	16% (122)	29% (213)	16% (121)	744
Educ: < College	17% (259)	21% (325)	15% (225)	22% (331)	25% (372)	1512
Educ: Bachelors degree	11% (47)	29% (130)	19% (86)	27% (118)	14% (62)	444
Educ: Post-grad	13% (32)	28% (68)	21% (51)	25% (61)	14% (34)	244
Income: Under 50k	16% (199)	22% (275)	14% (172)	21% (253)	27% (325)	1224
Income: 50k-100k	14% (99)	25% (172)	19% (132)	26% (178)	17% (115)	696
Income: 100k+	14% (40)	27% (75)	21% (59)	28% (78)	10% (28)	280
Ethnicity: White	14% (241)	23% (403)	18% (303)	24% (407)	21% (367)	1722

Continued on next page

Table HR10_2: To what extent are the following responsible for preventing the spread of coronavirus in the United States?*Concert venue operators*

Demographic	Very responsible	Somewhat responsible	Not very responsible	Not responsible at all	Don't know / No opinion	Total N
Adults	15% (338)	24% (523)	16% (362)	23% (509)	21% (468)	2200
Ethnicity: Hispanic	20% (70)	24% (83)	16% (57)	21% (74)	19% (65)	349
Ethnicity: Afr. Am.	23% (62)	23% (64)	15% (41)	20% (55)	19% (52)	274
Ethnicity: Other	17% (34)	27% (55)	9% (19)	23% (47)	24% (48)	204
All Christian	16% (149)	25% (237)	16% (149)	24% (230)	19% (181)	947
All Non-Christian	12% (13)	26% (28)	22% (24)	18% (20)	21% (23)	108
Atheist	13% (16)	23% (28)	21% (26)	24% (30)	19% (23)	124
Agnostic/Nothing in particular	16% (159)	22% (230)	16% (163)	22% (229)	24% (240)	1022
Religious Non-Protestant/Catholic	12% (15)	23% (30)	21% (27)	18% (24)	27% (35)	132
Evangelical	16% (90)	24% (132)	14% (74)	25% (136)	21% (117)	550
Non-Evangelical	16% (122)	25% (186)	15% (115)	25% (185)	19% (141)	749
Community: Urban	19% (103)	25% (135)	16% (87)	22% (120)	19% (104)	549
Community: Suburban	12% (125)	24% (244)	18% (178)	26% (259)	21% (210)	1015
Community: Rural	17% (110)	23% (144)	15% (97)	20% (130)	24% (154)	635
Employ: Private Sector	14% (96)	27% (186)	17% (118)	25% (174)	16% (112)	687
Employ: Government	10% (11)	28% (33)	19% (22)	25% (29)	18% (20)	115
Employ: Self-Employed	23% (36)	18% (28)	18% (29)	26% (40)	14% (22)	155
Employ: Homemaker	9% (16)	25% (41)	14% (23)	23% (38)	29% (47)	165
Employ: Retired	15% (78)	23% (121)	17% (89)	22% (112)	23% (118)	517
Employ: Unemployed	20% (41)	21% (42)	9% (19)	22% (45)	28% (57)	204
Employ: Other	16% (31)	15% (30)	16% (31)	22% (44)	31% (60)	196
Military HH: Yes	15% (61)	24% (95)	14% (56)	29% (117)	18% (70)	399
Military HH: No	15% (276)	24% (428)	17% (306)	22% (393)	22% (398)	1801
RD/WT: Right Direction	15% (136)	21% (192)	16% (143)	27% (242)	21% (194)	907
RD/WT: Wrong Track	16% (201)	26% (331)	17% (219)	21% (268)	21% (274)	1293
Trump Job Approve	16% (150)	21% (198)	15% (138)	27% (249)	20% (189)	925
Trump Job Disapprove	15% (179)	27% (311)	19% (217)	21% (246)	19% (219)	1172
Trump Job Strongly Approve	18% (93)	19% (101)	14% (73)	29% (150)	20% (103)	520
Trump Job Somewhat Approve	14% (57)	24% (97)	16% (65)	25% (99)	21% (86)	405
Trump Job Somewhat Disapprove	17% (46)	22% (62)	22% (62)	19% (54)	19% (53)	277
Trump Job Strongly Disapprove	15% (133)	28% (249)	17% (155)	21% (192)	19% (166)	895

Continued on next page

Table HR10_2: To what extent are the following responsible for preventing the spread of coronavirus in the United States?
Concert venue operators

Demographic	Very responsible	Somewhat responsible	Not very responsible	Not responsible at all	Don't know / No opinion	Total N
Adults	15% (338)	24% (523)	16% (362)	23% (509)	21% (468)	2200
Favorable of Trump	17% (156)	21% (193)	15% (139)	27% (242)	19% (173)	902
Unfavorable of Trump	15% (170)	27% (310)	18% (212)	22% (254)	19% (222)	1167
Very Favorable of Trump	19% (104)	20% (111)	14% (77)	29% (162)	18% (101)	555
Somewhat Favorable of Trump	15% (52)	24% (82)	18% (62)	23% (80)	21% (72)	347
Somewhat Unfavorable of Trump	14% (27)	24% (46)	21% (42)	25% (48)	17% (33)	196
Very Unfavorable of Trump	15% (143)	27% (263)	18% (170)	21% (205)	19% (189)	971
#1 Issue: Economy	14% (73)	24% (131)	17% (92)	24% (130)	21% (110)	537
#1 Issue: Security	17% (73)	25% (105)	15% (64)	24% (100)	19% (81)	422
#1 Issue: Health Care	13% (55)	24% (101)	19% (77)	24% (98)	20% (82)	413
#1 Issue: Medicare / Social Security	21% (73)	23% (80)	11% (38)	17% (58)	27% (91)	340
#1 Issue: Women's Issues	11% (14)	26% (33)	23% (29)	25% (31)	16% (20)	128
#1 Issue: Education	16% (19)	21% (26)	15% (18)	28% (35)	19% (24)	122
#1 Issue: Energy	12% (12)	23% (24)	21% (21)	23% (24)	21% (22)	103
#1 Issue: Other	13% (18)	18% (25)	17% (22)	24% (33)	28% (38)	136
2018 House Vote: Democrat	17% (127)	26% (192)	20% (151)	22% (164)	15% (111)	745
2018 House Vote: Republican	15% (95)	24% (153)	15% (97)	27% (171)	19% (118)	633
2018 House Vote: Someone else	13% (12)	24% (21)	17% (15)	27% (24)	19% (16)	87
2016 Vote: Hillary Clinton	18% (122)	27% (182)	18% (119)	22% (150)	15% (103)	675
2016 Vote: Donald Trump	16% (109)	23% (154)	16% (110)	27% (180)	18% (118)	672
2016 Vote: Other	11% (17)	30% (46)	16% (24)	23% (36)	21% (32)	155
2016 Vote: Didn't Vote	13% (90)	20% (141)	16% (109)	21% (143)	31% (215)	698
Voted in 2014: Yes	17% (213)	24% (311)	18% (234)	24% (307)	17% (216)	1281
Voted in 2014: No	14% (125)	23% (211)	14% (129)	22% (202)	27% (252)	919
2012 Vote: Barack Obama	18% (139)	27% (210)	18% (142)	21% (165)	17% (135)	792
2012 Vote: Mitt Romney	14% (74)	21% (108)	18% (91)	29% (151)	18% (90)	514
2012 Vote: Other	14% (12)	29% (25)	12% (10)	26% (23)	19% (16)	86
2012 Vote: Didn't Vote	14% (113)	22% (179)	15% (119)	21% (170)	28% (225)	807

Continued on next page

Table HR10_2: To what extent are the following responsible for preventing the spread of coronavirus in the United States?*Concert venue operators*

Demographic	Very responsible	Somewhat responsible	Not very responsible	Not responsible at all	Don't know / No opinion	Total N
Adults	15% (338)	24% (523)	16% (362)	23% (509)	21% (468)	2200
4-Region: Northeast	15% (58)	22% (87)	18% (71)	22% (88)	23% (90)	394
4-Region: Midwest	13% (62)	23% (106)	17% (79)	26% (119)	21% (97)	462
4-Region: South	18% (152)	25% (206)	16% (130)	22% (179)	19% (157)	824
4-Region: West	13% (65)	24% (124)	16% (82)	24% (123)	24% (125)	520
Watch TV: Every day	17% (177)	25% (267)	16% (168)	24% (253)	19% (203)	1068
Watch TV: Several times per week	13% (62)	24% (118)	19% (95)	27% (136)	17% (84)	495
Watch TV: About once per week	20% (36)	24% (43)	19% (35)	17% (31)	20% (35)	180
Watch TV: Several times per month	14% (16)	24% (28)	22% (26)	16% (19)	23% (27)	118
Watch TV: About once per month	17% (14)	23% (19)	14% (11)	23% (19)	23% (19)	82
Watch TV: Less often than once per month	10% (7)	22% (16)	19% (14)	20% (15)	30% (22)	74
Watch TV: Never	14% (25)	17% (30)	7% (13)	20% (37)	42% (77)	182
Watch Movies: Every day	22% (77)	23% (79)	15% (53)	22% (76)	17% (60)	345
Watch Movies: Several times per week	17% (93)	26% (141)	14% (74)	27% (145)	17% (94)	548
Watch Movies: About once per week	12% (48)	28% (111)	19% (77)	27% (106)	14% (57)	399
Watch Movies: Several times per month	14% (39)	24% (64)	20% (55)	20% (55)	22% (59)	271
Watch Movies: About once per month	15% (34)	21% (47)	20% (45)	23% (51)	20% (44)	221
Watch Movies: Less often than once per month	11% (24)	22% (49)	19% (42)	20% (44)	28% (62)	221
Watch Movies: Never	11% (22)	16% (31)	9% (17)	17% (33)	47% (92)	196
Watch Sporting Events: Every day	26% (35)	24% (32)	18% (25)	24% (32)	8% (11)	134
Watch Sporting Events: Several times per week	20% (60)	24% (73)	19% (57)	20% (60)	17% (50)	301
Watch Sporting Events: About once per week	16% (46)	26% (72)	18% (51)	24% (69)	16% (44)	282
Watch Sporting Events: Several times per month	7% (12)	32% (56)	26% (45)	24% (42)	11% (19)	174
Watch Sporting Events: About once per month	17% (29)	24% (39)	17% (27)	28% (46)	14% (23)	165
Watch Sporting Events: Less often than once per month	15% (57)	22% (81)	17% (64)	24% (89)	21% (76)	367
Watch Sporting Events: Never	13% (99)	22% (168)	12% (94)	22% (171)	31% (245)	777
Cable TV: Currently subscribe	17% (157)	21% (191)	20% (180)	23% (209)	18% (164)	900
Cable TV: Subscribed in past	12% (94)	29% (225)	14% (111)	26% (201)	20% (156)	788
Cable TV: Never subscribed	17% (86)	21% (106)	14% (71)	19% (99)	29% (149)	512

Continued on next page

Table HR10_2: To what extent are the following responsible for preventing the spread of coronavirus in the United States?
Concert venue operators

Demographic	Very responsible	Somewhat responsible	Not very responsible	Not responsible at all	Don't know / No opinion	Total N
Adults	15% (338)	24% (523)	16% (362)	23% (509)	21% (468)	2200
Satellite TV: Currently subscribe	18% (87)	25% (121)	18% (89)	21% (99)	18% (87)	483
Satellite TV: Subscribed in past	17% (98)	27% (159)	16% (91)	25% (145)	16% (95)	587
Satellite TV: Never subscribed	14% (153)	22% (243)	16% (182)	24% (266)	25% (286)	1130
Streaming Services: Currently subscribe	14% (190)	25% (336)	18% (232)	25% (324)	18% (240)	1322
Streaming Services: Subscribed in past	17% (36)	27% (58)	16% (33)	20% (43)	20% (44)	214
Streaming Services: Never subscribed	17% (112)	19% (129)	15% (97)	21% (142)	28% (184)	665
Film: An avid fan	20% (131)	26% (170)	14% (96)	25% (168)	15% (98)	663
Film: A casual fan	13% (168)	24% (308)	18% (232)	24% (298)	20% (254)	1260
Film: Not a fan	14% (38)	16% (45)	13% (35)	16% (44)	42% (116)	277
Television: An avid fan	20% (183)	25% (233)	17% (163)	22% (207)	16% (151)	936
Television: A casual fan	13% (137)	24% (261)	16% (174)	25% (268)	23% (249)	1089
Television: Not a fan	10% (18)	17% (29)	14% (25)	20% (35)	39% (68)	174
Music: An avid fan	17% (192)	25% (274)	15% (167)	24% (269)	18% (204)	1107
Music: A casual fan	14% (130)	24% (225)	18% (170)	24% (223)	21% (197)	945
Music: Not a fan	10% (15)	16% (23)	17% (25)	12% (17)	45% (67)	148
Fashion: An avid fan	23% (66)	22% (63)	15% (44)	23% (66)	16% (44)	283
Fashion: A casual fan	14% (124)	27% (239)	16% (139)	25% (222)	19% (168)	892
Fashion: Not a fan	14% (148)	21% (220)	18% (180)	22% (222)	25% (255)	1025

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

Table HR10_3: To what extent are the following responsible for preventing the spread of coronavirus in the United States?
Entertainment industry executives

Demographic	Very responsible	Somewhat responsible	Not very responsible	Not responsible at all	Don't know / No opinion	Total N
Adults	13% (289)	21% (452)	18% (387)	26% (575)	23% (498)	2200
Gender: Male	15% (157)	20% (217)	19% (202)	27% (286)	19% (199)	1062
Gender: Female	12% (132)	21% (235)	16% (185)	25% (288)	26% (298)	1138
Age: 18-29	14% (64)	22% (103)	14% (67)	27% (129)	23% (109)	472
Age: 30-44	14% (75)	21% (114)	19% (103)	26% (141)	20% (108)	541
Age: 45-54	12% (40)	19% (66)	16% (56)	25% (88)	28% (96)	346
Age: 55-64	13% (51)	22% (87)	20% (81)	29% (119)	17% (67)	405
Age: 65+	14% (59)	19% (82)	18% (80)	22% (97)	27% (117)	436
Generation Z: 18-22	11% (26)	21% (50)	13% (30)	28% (64)	27% (62)	231
Millennial: Age 23-38	14% (79)	22% (122)	18% (102)	27% (152)	19% (106)	561
Generation X: Age 39-54	13% (74)	20% (111)	17% (94)	25% (142)	26% (146)	567
Boomers: Age 55-73	12% (83)	20% (145)	20% (140)	28% (199)	21% (148)	715
PID: Dem (no lean)	14% (109)	21% (160)	20% (154)	25% (190)	19% (146)	759
PID: Ind (no lean)	11% (82)	21% (151)	15% (107)	24% (175)	29% (205)	721
PID: Rep (no lean)	14% (98)	19% (140)	18% (127)	29% (209)	20% (146)	720
PID/Gender: Dem Men	18% (58)	19% (62)	21% (71)	25% (83)	17% (58)	331
PID/Gender: Dem Women	12% (51)	23% (98)	19% (83)	25% (108)	21% (88)	428
PID/Gender: Ind Men	14% (52)	22% (81)	16% (58)	25% (91)	24% (87)	370
PID/Gender: Ind Women	8% (30)	20% (70)	14% (48)	24% (84)	34% (118)	350
PID/Gender: Rep Men	13% (46)	21% (74)	20% (73)	31% (113)	15% (54)	360
PID/Gender: Rep Women	14% (52)	18% (66)	15% (53)	27% (97)	26% (92)	360
Ideo: Liberal (1-3)	14% (90)	20% (124)	21% (128)	27% (165)	18% (115)	622
Ideo: Moderate (4)	13% (69)	25% (137)	18% (95)	25% (135)	20% (107)	543
Ideo: Conservative (5-7)	13% (98)	20% (151)	18% (132)	32% (240)	16% (122)	744
Educ: < College	14% (217)	20% (299)	16% (250)	23% (351)	26% (395)	1512
Educ: Bachelors degree	9% (38)	25% (110)	18% (81)	34% (151)	14% (64)	444
Educ: Post-grad	14% (33)	17% (43)	23% (56)	30% (73)	16% (39)	244
Income: Under 50k	14% (172)	19% (229)	15% (189)	24% (292)	28% (341)	1224
Income: 50k-100k	12% (85)	22% (156)	19% (133)	28% (195)	18% (127)	696
Income: 100k+	11% (32)	24% (67)	23% (65)	31% (88)	10% (29)	280
Ethnicity: White	12% (200)	20% (341)	20% (337)	27% (468)	22% (376)	1722

Continued on next page

Table HR10_3: To what extent are the following responsible for preventing the spread of coronavirus in the United States?
Entertainment industry executives

Demographic	Very responsible	Somewhat responsible	Not very responsible	Not responsible at all	Don't know / No opinion	Total N
Adults	13% (289)	21% (452)	18% (387)	26% (575)	23% (498)	2200
Ethnicity: Hispanic	16% (55)	24% (83)	14% (49)	24% (83)	23% (79)	349
Ethnicity: Afr. Am.	20% (54)	23% (62)	10% (29)	22% (59)	26% (70)	274
Ethnicity: Other	17% (35)	24% (49)	11% (22)	23% (48)	25% (51)	204
All Christian	13% (127)	21% (199)	17% (165)	28% (266)	20% (189)	947
All Non-Christian	15% (17)	22% (23)	24% (26)	19% (20)	20% (22)	108
Atheist	9% (11)	23% (28)	16% (19)	33% (41)	19% (24)	124
Agnostic/Nothing in particular	13% (134)	20% (201)	17% (176)	24% (247)	26% (263)	1022
Religious Non-Protestant/Catholic	14% (19)	19% (25)	22% (29)	21% (27)	25% (32)	132
Evangelical	16% (87)	19% (106)	16% (88)	26% (145)	22% (123)	550
Non-Evangelical	13% (94)	21% (160)	18% (137)	29% (214)	19% (144)	749
Community: Urban	17% (92)	22% (121)	15% (84)	26% (143)	20% (109)	549
Community: Suburban	10% (98)	21% (218)	19% (193)	29% (291)	21% (217)	1015
Community: Rural	16% (99)	18% (113)	17% (110)	22% (141)	27% (172)	635
Employ: Private Sector	11% (77)	25% (170)	19% (130)	29% (200)	16% (111)	687
Employ: Government	11% (13)	22% (25)	20% (23)	30% (35)	16% (18)	115
Employ: Self-Employed	22% (34)	16% (25)	21% (33)	23% (36)	17% (26)	155
Employ: Homemaker	10% (16)	18% (30)	11% (18)	30% (49)	31% (52)	165
Employ: Retired	14% (73)	19% (97)	19% (98)	24% (123)	24% (126)	517
Employ: Unemployed	14% (29)	19% (40)	14% (29)	25% (50)	27% (56)	204
Employ: Other	11% (21)	14% (28)	18% (35)	25% (50)	32% (62)	196
Military HH: Yes	11% (44)	26% (105)	16% (64)	29% (117)	17% (70)	399
Military HH: No	14% (245)	19% (347)	18% (323)	25% (458)	24% (428)	1801
RD/WT: Right Direction	14% (126)	18% (167)	17% (153)	29% (267)	21% (194)	907
RD/WT: Wrong Track	13% (162)	22% (285)	18% (235)	24% (308)	23% (303)	1293
Trump Job Approve	15% (134)	19% (174)	17% (154)	29% (269)	21% (193)	925
Trump Job Disapprove	13% (148)	23% (264)	19% (225)	25% (293)	21% (241)	1172
Trump Job Strongly Approve	15% (77)	19% (96)	15% (76)	32% (166)	20% (104)	520
Trump Job Somewhat Approve	14% (57)	19% (77)	19% (79)	25% (103)	22% (89)	405
Trump Job Somewhat Disapprove	14% (38)	24% (66)	21% (59)	20% (55)	21% (59)	277
Trump Job Strongly Disapprove	12% (110)	22% (198)	19% (166)	27% (238)	20% (183)	895

Continued on next page

Table HR10_3: To what extent are the following responsible for preventing the spread of coronavirus in the United States?
Entertainment industry executives

Demographic	Very responsible	Somewhat responsible	Not very responsible	Not responsible at all	Don't know / No opinion	Total N
Adults	13% (289)	21% (452)	18% (387)	26% (575)	23% (498)	2200
Favorable of Trump	15% (136)	19% (171)	17% (155)	29% (261)	20% (179)	902
Unfavorable of Trump	12% (140)	22% (260)	19% (220)	26% (299)	21% (247)	1167
Very Favorable of Trump	17% (94)	18% (102)	16% (88)	31% (169)	18% (102)	555
Somewhat Favorable of Trump	12% (43)	20% (69)	19% (67)	26% (92)	22% (77)	347
Somewhat Unfavorable of Trump	12% (24)	22% (42)	24% (47)	23% (45)	19% (38)	196
Very Unfavorable of Trump	12% (116)	22% (218)	18% (173)	26% (254)	22% (209)	971
#1 Issue: Economy	8% (42)	22% (116)	19% (100)	30% (160)	22% (119)	537
#1 Issue: Security	17% (72)	22% (91)	18% (75)	25% (105)	19% (80)	422
#1 Issue: Health Care	14% (57)	19% (80)	21% (85)	24% (99)	22% (92)	413
#1 Issue: Medicare / Social Security	20% (67)	20% (68)	14% (49)	20% (66)	26% (90)	340
#1 Issue: Women's Issues	8% (10)	29% (37)	16% (21)	24% (30)	23% (29)	128
#1 Issue: Education	11% (14)	20% (24)	18% (22)	35% (42)	15% (19)	122
#1 Issue: Energy	11% (11)	17% (18)	14% (14)	32% (33)	26% (27)	103
#1 Issue: Other	11% (15)	13% (17)	16% (22)	29% (40)	31% (42)	136
2018 House Vote: Democrat	14% (102)	23% (169)	21% (158)	26% (195)	16% (122)	745
2018 House Vote: Republican	13% (83)	19% (120)	20% (124)	30% (188)	19% (119)	633
2018 House Vote: Someone else	11% (9)	23% (20)	18% (16)	26% (23)	22% (19)	87
2016 Vote: Hillary Clinton	16% (106)	22% (147)	20% (134)	26% (178)	16% (110)	675
2016 Vote: Donald Trump	13% (88)	20% (133)	19% (129)	30% (199)	18% (122)	672
2016 Vote: Other	9% (14)	25% (38)	17% (26)	28% (43)	21% (33)	155
2016 Vote: Didn't Vote	11% (80)	19% (133)	14% (97)	22% (154)	33% (232)	698
Voted in 2014: Yes	14% (182)	20% (256)	21% (263)	27% (341)	19% (240)	1281
Voted in 2014: No	12% (107)	21% (196)	14% (125)	25% (234)	28% (257)	919
2012 Vote: Barack Obama	15% (122)	23% (182)	20% (156)	23% (186)	18% (146)	792
2012 Vote: Mitt Romney	12% (60)	17% (90)	20% (104)	32% (163)	19% (96)	514
2012 Vote: Other	10% (9)	23% (20)	14% (12)	30% (26)	24% (20)	86
2012 Vote: Didn't Vote	12% (97)	20% (161)	14% (115)	25% (201)	29% (233)	807

Continued on next page

Table HR10_3: To what extent are the following responsible for preventing the spread of coronavirus in the United States?
Entertainment industry executives

Demographic	Very responsible	Somewhat responsible	Not very responsible	Not responsible at all	Don't know / No opinion	Total N
Adults	13% (289)	21% (452)	18% (387)	26% (575)	23% (498)	2200
4-Region: Northeast	13% (52)	21% (81)	18% (70)	24% (95)	24% (95)	394
4-Region: Midwest	11% (52)	20% (90)	17% (79)	30% (140)	22% (101)	462
4-Region: South	16% (130)	22% (180)	17% (138)	24% (200)	21% (177)	824
4-Region: West	11% (55)	19% (101)	19% (100)	27% (140)	24% (124)	520
Watch TV: Every day	14% (152)	21% (226)	17% (180)	27% (286)	21% (224)	1068
Watch TV: Several times per week	11% (57)	22% (109)	19% (96)	30% (147)	17% (86)	495
Watch TV: About once per week	16% (29)	22% (39)	20% (36)	22% (40)	20% (35)	180
Watch TV: Several times per month	10% (12)	21% (25)	22% (26)	23% (27)	23% (27)	118
Watch TV: About once per month	14% (11)	22% (18)	16% (13)	25% (21)	24% (20)	82
Watch TV: Less often than once per month	11% (8)	11% (8)	24% (18)	20% (15)	34% (25)	74
Watch TV: Never	11% (20)	14% (26)	10% (18)	21% (38)	44% (80)	182
Watch Movies: Every day	21% (74)	17% (58)	17% (57)	24% (84)	21% (71)	345
Watch Movies: Several times per week	14% (75)	24% (130)	16% (90)	28% (156)	18% (97)	548
Watch Movies: About once per week	10% (41)	24% (97)	20% (78)	30% (119)	16% (64)	399
Watch Movies: Several times per month	13% (35)	20% (55)	21% (58)	24% (65)	21% (57)	271
Watch Movies: About once per month	9% (19)	22% (48)	19% (41)	30% (66)	21% (47)	221
Watch Movies: Less often than once per month	12% (26)	17% (37)	18% (40)	24% (54)	29% (64)	221
Watch Movies: Never	10% (19)	13% (26)	12% (23)	16% (30)	49% (96)	196
Watch Sporting Events: Every day	33% (44)	15% (20)	19% (25)	26% (35)	8% (10)	134
Watch Sporting Events: Several times per week	19% (56)	21% (62)	21% (64)	22% (66)	17% (52)	301
Watch Sporting Events: About once per week	13% (37)	26% (73)	16% (46)	28% (80)	17% (47)	282
Watch Sporting Events: Several times per month	9% (15)	26% (45)	22% (38)	29% (50)	15% (26)	174
Watch Sporting Events: About once per month	6% (10)	25% (41)	22% (36)	27% (44)	21% (34)	165
Watch Sporting Events: Less often than once per month	13% (47)	21% (79)	18% (65)	29% (108)	19% (68)	367
Watch Sporting Events: Never	10% (80)	17% (133)	15% (114)	25% (191)	33% (260)	777
Cable TV: Currently subscribe	15% (138)	20% (176)	19% (168)	27% (245)	19% (174)	900
Cable TV: Subscribed in past	10% (78)	22% (174)	19% (147)	27% (214)	22% (175)	788
Cable TV: Never subscribed	14% (73)	20% (102)	14% (72)	23% (116)	29% (149)	512

Continued on next page

Table HR10_3: To what extent are the following responsible for preventing the spread of coronavirus in the United States?
Entertainment industry executives

Demographic	Very responsible	Somewhat responsible	Not very responsible	Not responsible at all	Don't know / No opinion	Total N
Adults	13% (289)	21% (452)	18% (387)	26% (575)	23% (498)	2200
Satellite TV: Currently subscribe	18% (87)	23% (110)	17% (81)	24% (115)	19% (90)	483
Satellite TV: Subscribed in past	12% (69)	23% (135)	19% (109)	27% (159)	20% (115)	587
Satellite TV: Never subscribed	12% (132)	18% (207)	17% (197)	27% (301)	26% (293)	1130
Streaming Services: Currently subscribe	12% (158)	21% (282)	18% (242)	28% (372)	20% (266)	1322
Streaming Services: Subscribed in past	15% (31)	21% (44)	19% (41)	24% (50)	22% (47)	214
Streaming Services: Never subscribed	15% (99)	19% (125)	16% (104)	23% (152)	28% (184)	665
Film: An avid fan	18% (118)	23% (151)	16% (106)	28% (187)	15% (102)	663
Film: A casual fan	11% (139)	21% (268)	19% (241)	26% (332)	22% (280)	1260
Film: Not a fan	12% (32)	12% (33)	15% (41)	20% (56)	42% (116)	277
Television: An avid fan	17% (158)	22% (210)	18% (164)	27% (248)	17% (155)	936
Television: A casual fan	10% (112)	20% (214)	18% (199)	27% (296)	25% (268)	1089
Television: Not a fan	10% (18)	16% (28)	14% (24)	17% (30)	43% (74)	174
Music: An avid fan	15% (163)	22% (240)	16% (176)	27% (301)	20% (226)	1107
Music: A casual fan	12% (112)	21% (194)	20% (188)	26% (248)	22% (204)	945
Music: Not a fan	9% (14)	12% (17)	16% (24)	17% (26)	46% (68)	148
Fashion: An avid fan	21% (61)	21% (61)	13% (37)	28% (80)	16% (45)	283
Fashion: A casual fan	12% (103)	22% (198)	18% (162)	27% (240)	21% (189)	892
Fashion: Not a fan	12% (125)	19% (193)	18% (188)	25% (255)	26% (264)	1025

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

Table HR10_4: To what extent are the following responsible for preventing the spread of coronavirus in the United States?
Music industry executives

Demographic	Very responsible	Somewhat responsible	Not very responsible	Not responsible at all	Don't know / No opinion	Total N
Adults	12% (273)	19% (409)	18% (396)	29% (636)	22% (486)	2200
Gender: Male	14% (154)	19% (199)	19% (203)	29% (312)	18% (194)	1062
Gender: Female	10% (119)	18% (210)	17% (193)	29% (325)	26% (292)	1138
Age: 18-29	11% (50)	19% (91)	17% (82)	30% (142)	23% (107)	472
Age: 30-44	14% (76)	18% (99)	19% (105)	28% (153)	20% (108)	541
Age: 45-54	13% (45)	15% (50)	15% (51)	31% (106)	27% (95)	346
Age: 55-64	12% (50)	21% (86)	18% (72)	32% (129)	17% (67)	405
Age: 65+	12% (52)	19% (82)	20% (86)	24% (107)	25% (109)	436
Generation Z: 18-22	7% (17)	19% (44)	18% (41)	33% (77)	23% (52)	231
Millennial: Age 23-38	14% (78)	19% (106)	19% (107)	28% (156)	20% (115)	561
Generation X: Age 39-54	13% (76)	16% (91)	16% (90)	29% (167)	25% (143)	567
Boomers: Age 55-73	11% (81)	20% (142)	19% (135)	30% (214)	20% (144)	715
PID: Dem (no lean)	14% (109)	20% (153)	21% (158)	26% (197)	19% (143)	759
PID: Ind (no lean)	11% (80)	17% (125)	15% (108)	29% (209)	27% (198)	721
PID: Rep (no lean)	12% (84)	18% (130)	18% (130)	32% (230)	20% (145)	720
PID/Gender: Dem Men	18% (59)	20% (65)	22% (75)	25% (81)	15% (51)	331
PID/Gender: Dem Women	12% (50)	21% (88)	20% (84)	27% (115)	21% (91)	428
PID/Gender: Ind Men	13% (48)	20% (75)	15% (54)	28% (105)	24% (88)	370
PID/Gender: Ind Women	9% (32)	14% (50)	15% (54)	30% (104)	31% (110)	350
PID/Gender: Rep Men	13% (47)	16% (59)	21% (74)	35% (126)	15% (55)	360
PID/Gender: Rep Women	10% (38)	20% (72)	15% (56)	29% (105)	25% (90)	360
Ideo: Liberal (1-3)	12% (78)	19% (119)	21% (132)	30% (184)	18% (110)	622
Ideo: Moderate (4)	13% (70)	22% (119)	17% (92)	27% (147)	21% (115)	543
Ideo: Conservative (5-7)	12% (88)	19% (139)	18% (134)	35% (263)	16% (120)	744
Educ: < College	14% (205)	18% (265)	17% (250)	27% (410)	25% (382)	1512
Educ: Bachelors degree	9% (38)	22% (97)	21% (94)	34% (151)	14% (64)	444
Educ: Post-grad	12% (30)	19% (47)	22% (53)	31% (75)	16% (39)	244
Income: Under 50k	14% (166)	16% (195)	16% (198)	26% (323)	28% (342)	1224
Income: 50k-100k	12% (80)	22% (150)	18% (129)	32% (221)	17% (116)	696
Income: 100k+	10% (27)	22% (63)	25% (70)	33% (92)	10% (28)	280
Ethnicity: White	11% (183)	18% (317)	20% (341)	30% (509)	22% (372)	1722

Continued on next page

Table HR10_4: To what extent are the following responsible for preventing the spread of coronavirus in the United States?
Music industry executives

Demographic	Very responsible	Somewhat responsible	Not very responsible	Not responsible at all	Don't know / No opinion	Total N
Adults	12% (273)	19% (409)	18% (396)	29% (636)	22% (486)	2200
Ethnicity: Hispanic	17% (58)	20% (69)	16% (57)	26% (91)	22% (75)	349
Ethnicity: Afr. Am.	21% (58)	18% (48)	12% (34)	26% (72)	23% (62)	274
Ethnicity: Other	16% (32)	21% (43)	11% (22)	27% (56)	25% (52)	204
All Christian	13% (122)	20% (188)	18% (169)	30% (283)	19% (185)	947
All Non-Christian	9% (10)	23% (25)	20% (21)	26% (28)	22% (24)	108
Atheist	4% (5)	20% (25)	22% (27)	37% (46)	17% (20)	124
Agnostic/Nothing in particular	13% (137)	17% (171)	17% (178)	27% (279)	25% (257)	1022
Religious Non-Protestant/Catholic	9% (12)	20% (27)	18% (24)	25% (33)	27% (36)	132
Evangelical	15% (80)	19% (105)	16% (86)	29% (159)	22% (119)	550
Non-Evangelical	13% (100)	19% (146)	18% (134)	30% (226)	19% (143)	749
Community: Urban	16% (90)	20% (110)	15% (84)	28% (155)	20% (110)	549
Community: Suburban	9% (90)	20% (199)	19% (192)	32% (324)	21% (210)	1015
Community: Rural	15% (94)	16% (99)	19% (120)	25% (157)	26% (165)	635
Employ: Private Sector	10% (66)	22% (152)	20% (139)	32% (220)	16% (109)	687
Employ: Government	10% (12)	22% (26)	22% (25)	30% (35)	15% (18)	115
Employ: Self-Employed	21% (32)	16% (24)	18% (28)	31% (48)	15% (22)	155
Employ: Homemaker	7% (12)	17% (28)	10% (17)	33% (54)	33% (54)	165
Employ: Retired	14% (73)	18% (91)	20% (101)	26% (135)	23% (117)	517
Employ: Unemployed	12% (25)	16% (34)	13% (27)	27% (55)	31% (63)	204
Employ: Other	15% (30)	13% (25)	17% (33)	24% (47)	31% (61)	196
Military HH: Yes	12% (48)	21% (84)	14% (57)	36% (143)	17% (68)	399
Military HH: No	13% (225)	18% (325)	19% (340)	27% (493)	23% (418)	1801
RD/WT: Right Direction	12% (108)	18% (163)	17% (156)	32% (290)	21% (191)	907
RD/WT: Wrong Track	13% (165)	19% (246)	19% (241)	27% (347)	23% (295)	1293
Trump Job Approve	13% (119)	17% (157)	17% (160)	32% (300)	20% (189)	925
Trump Job Disapprove	12% (144)	20% (239)	20% (232)	27% (320)	20% (237)	1172
Trump Job Strongly Approve	13% (70)	17% (87)	16% (81)	35% (181)	19% (100)	520
Trump Job Somewhat Approve	12% (49)	17% (70)	19% (79)	29% (118)	22% (89)	405
Trump Job Somewhat Disapprove	13% (35)	20% (54)	23% (62)	22% (61)	23% (64)	277
Trump Job Strongly Disapprove	12% (109)	21% (185)	19% (170)	29% (259)	19% (173)	895

Continued on next page

Table HR10_4: To what extent are the following responsible for preventing the spread of coronavirus in the United States?
Music industry executives

Demographic	Very responsible	Somewhat responsible	Not very responsible	Not responsible at all	Don't know / No opinion	Total N
Adults	12% (273)	19% (409)	18% (396)	29% (636)	22% (486)	2200
Favorable of Trump	14% (123)	17% (155)	18% (161)	32% (293)	19% (170)	902
Unfavorable of Trump	12% (136)	20% (237)	20% (228)	28% (327)	20% (239)	1167
Very Favorable of Trump	14% (79)	18% (101)	16% (89)	34% (187)	18% (99)	555
Somewhat Favorable of Trump	13% (44)	16% (55)	21% (72)	30% (106)	21% (71)	347
Somewhat Unfavorable of Trump	9% (18)	21% (41)	19% (38)	29% (57)	21% (41)	196
Very Unfavorable of Trump	12% (118)	20% (196)	20% (190)	28% (270)	20% (198)	971
#1 Issue: Economy	9% (48)	20% (107)	18% (95)	30% (160)	24% (127)	537
#1 Issue: Security	14% (58)	20% (85)	18% (78)	30% (125)	18% (76)	422
#1 Issue: Health Care	13% (55)	16% (66)	23% (94)	29% (118)	19% (81)	413
#1 Issue: Medicare / Social Security	20% (67)	19% (63)	14% (48)	22% (74)	26% (88)	340
#1 Issue: Women's Issues	6% (8)	24% (31)	17% (21)	31% (39)	23% (29)	128
#1 Issue: Education	9% (11)	20% (25)	19% (23)	35% (43)	17% (20)	122
#1 Issue: Energy	9% (9)	14% (14)	16% (17)	38% (39)	23% (23)	103
#1 Issue: Other	12% (17)	13% (17)	16% (21)	29% (39)	30% (41)	136
2018 House Vote: Democrat	14% (104)	21% (154)	20% (149)	28% (211)	17% (127)	745
2018 House Vote: Republican	11% (73)	18% (113)	18% (115)	34% (217)	18% (116)	633
2018 House Vote: Someone else	12% (10)	19% (16)	20% (18)	31% (27)	19% (16)	87
2016 Vote: Hillary Clinton	15% (103)	20% (137)	20% (136)	28% (186)	17% (114)	675
2016 Vote: Donald Trump	11% (77)	19% (126)	19% (129)	33% (224)	17% (117)	672
2016 Vote: Other	11% (16)	24% (36)	13% (20)	30% (46)	23% (36)	155
2016 Vote: Didn't Vote	11% (76)	16% (110)	16% (111)	26% (181)	31% (220)	698
Voted in 2014: Yes	14% (178)	19% (244)	20% (255)	29% (376)	18% (229)	1281
Voted in 2014: No	10% (95)	18% (165)	15% (142)	28% (261)	28% (257)	919
2012 Vote: Barack Obama	15% (120)	21% (163)	19% (153)	26% (207)	19% (149)	792
2012 Vote: Mitt Romney	11% (57)	17% (89)	19% (97)	35% (179)	18% (92)	514
2012 Vote: Other	12% (11)	24% (21)	12% (11)	33% (29)	18% (15)	86
2012 Vote: Didn't Vote	11% (85)	17% (136)	17% (135)	28% (222)	28% (229)	807

Continued on next page

Table HR10_4: To what extent are the following responsible for preventing the spread of coronavirus in the United States?
Music industry executives

Demographic	Very responsible	Somewhat responsible	Not very responsible	Not responsible at all	Don't know / No opinion	Total N
Adults	12% (273)	19% (409)	18% (396)	29% (636)	22% (486)	2200
4-Region: Northeast	13% (51)	18% (71)	19% (74)	27% (107)	23% (91)	394
4-Region: Midwest	11% (51)	19% (87)	17% (80)	32% (147)	21% (98)	462
4-Region: South	15% (123)	18% (152)	18% (145)	28% (229)	21% (175)	824
4-Region: West	9% (48)	19% (99)	19% (98)	30% (154)	23% (122)	520
Watch TV: Every day	13% (137)	21% (221)	16% (175)	29% (314)	21% (222)	1068
Watch TV: Several times per week	11% (53)	19% (93)	22% (109)	31% (155)	17% (85)	495
Watch TV: About once per week	20% (36)	13% (23)	23% (41)	26% (46)	19% (34)	180
Watch TV: Several times per month	9% (10)	15% (18)	25% (30)	26% (31)	24% (29)	118
Watch TV: About once per month	13% (11)	21% (18)	13% (11)	31% (25)	21% (17)	82
Watch TV: Less often than once per month	11% (8)	13% (10)	19% (14)	30% (22)	27% (20)	74
Watch TV: Never	10% (18)	15% (27)	9% (16)	23% (42)	43% (79)	182
Watch Movies: Every day	20% (70)	16% (55)	15% (53)	28% (96)	21% (72)	345
Watch Movies: Several times per week	13% (74)	21% (117)	17% (92)	31% (167)	18% (97)	548
Watch Movies: About once per week	9% (34)	22% (89)	21% (82)	32% (129)	16% (64)	399
Watch Movies: Several times per month	11% (30)	17% (46)	23% (62)	27% (73)	22% (61)	271
Watch Movies: About once per month	11% (24)	18% (41)	20% (44)	30% (67)	20% (45)	221
Watch Movies: Less often than once per month	11% (24)	17% (38)	17% (38)	30% (66)	25% (55)	221
Watch Movies: Never	9% (18)	12% (23)	12% (24)	20% (38)	47% (92)	196
Watch Sporting Events: Every day	27% (36)	22% (30)	15% (20)	29% (38)	8% (10)	134
Watch Sporting Events: Several times per week	19% (57)	21% (63)	23% (69)	22% (66)	15% (45)	301
Watch Sporting Events: About once per week	10% (28)	22% (63)	17% (47)	32% (91)	19% (53)	282
Watch Sporting Events: Several times per month	8% (14)	23% (41)	23% (40)	33% (57)	13% (23)	174
Watch Sporting Events: About once per month	12% (19)	16% (27)	19% (32)	36% (60)	16% (27)	165
Watch Sporting Events: Less often than once per month	12% (45)	18% (68)	18% (66)	31% (115)	20% (73)	367
Watch Sporting Events: Never	10% (74)	15% (117)	16% (122)	27% (209)	33% (254)	777
Cable TV: Currently subscribe	14% (129)	18% (161)	20% (183)	30% (269)	18% (159)	900
Cable TV: Subscribed in past	10% (77)	22% (172)	17% (137)	30% (235)	21% (167)	788
Cable TV: Never subscribed	13% (66)	15% (76)	15% (77)	26% (133)	31% (160)	512

Continued on next page

Table HR10_4: To what extent are the following responsible for preventing the spread of coronavirus in the United States?
Music industry executives

Demographic	Very responsible	Somewhat responsible	Not very responsible	Not responsible at all	Don't know / No opinion	Total N
Adults	12% (273)	19% (409)	18% (396)	29% (636)	22% (486)	2200
Satellite TV: Currently subscribe	18% (85)	21% (102)	17% (84)	25% (120)	19% (92)	483
Satellite TV: Subscribed in past	11% (66)	20% (120)	19% (114)	29% (171)	20% (116)	587
Satellite TV: Never subscribed	11% (122)	17% (186)	18% (198)	31% (346)	25% (278)	1130
Streaming Services: Currently subscribe	11% (146)	18% (240)	20% (260)	31% (413)	20% (262)	1322
Streaming Services: Subscribed in past	15% (33)	20% (43)	17% (36)	26% (55)	22% (47)	214
Streaming Services: Never subscribed	14% (94)	19% (125)	15% (100)	25% (169)	27% (177)	665
Film: An avid fan	18% (117)	20% (132)	16% (105)	30% (200)	17% (110)	663
Film: A casual fan	10% (125)	19% (243)	20% (253)	30% (375)	21% (264)	1260
Film: Not a fan	11% (31)	12% (34)	14% (39)	22% (61)	40% (112)	277
Television: An avid fan	17% (155)	21% (192)	18% (168)	28% (266)	17% (156)	936
Television: A casual fan	9% (103)	17% (187)	19% (209)	30% (329)	24% (261)	1089
Television: Not a fan	9% (15)	17% (30)	11% (19)	24% (42)	39% (69)	174
Music: An avid fan	15% (162)	19% (213)	16% (173)	31% (343)	19% (216)	1107
Music: A casual fan	10% (99)	19% (177)	20% (192)	29% (274)	22% (204)	945
Music: Not a fan	8% (12)	13% (19)	21% (32)	13% (20)	44% (66)	148
Fashion: An avid fan	21% (58)	19% (54)	15% (44)	30% (85)	15% (42)	283
Fashion: A casual fan	11% (96)	20% (180)	17% (153)	31% (281)	20% (181)	892
Fashion: Not a fan	12% (118)	17% (175)	19% (199)	26% (271)	26% (262)	1025

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

Table HR10_5: To what extent are the following responsible for preventing the spread of coronavirus in the United States?
Actors

Demographic	Very responsible	Somewhat responsible	Not very responsible	Not responsible at all	Don't know / No opinion	Total N
Adults	11% (251)	12% (269)	20% (450)	34% (742)	22% (488)	2200
Gender: Male	13% (135)	12% (131)	21% (228)	35% (367)	19% (201)	1062
Gender: Female	10% (117)	12% (138)	19% (222)	33% (375)	25% (287)	1138
Age: 18-29	14% (68)	11% (52)	18% (83)	35% (163)	23% (106)	472
Age: 30-44	11% (61)	15% (84)	23% (123)	32% (171)	19% (102)	541
Age: 45-54	9% (32)	11% (40)	19% (67)	33% (115)	27% (93)	346
Age: 55-64	13% (53)	11% (44)	21% (86)	39% (157)	16% (64)	405
Age: 65+	8% (36)	11% (50)	21% (92)	31% (136)	28% (122)	436
Generation Z: 18-22	9% (21)	11% (25)	18% (42)	37% (86)	25% (58)	231
Millennial: Age 23-38	15% (85)	13% (76)	20% (113)	32% (182)	19% (105)	561
Generation X: Age 39-54	10% (56)	13% (74)	21% (117)	32% (181)	24% (138)	567
Boomers: Age 55-73	11% (76)	10% (73)	21% (152)	37% (262)	21% (152)	715
PID: Dem (no lean)	14% (109)	11% (85)	23% (175)	33% (248)	19% (142)	759
PID: Ind (no lean)	9% (64)	13% (91)	18% (132)	32% (232)	28% (201)	721
PID: Rep (no lean)	11% (77)	13% (93)	20% (143)	36% (261)	20% (145)	720
PID/Gender: Dem Men	15% (51)	10% (34)	24% (79)	34% (111)	17% (57)	331
PID/Gender: Dem Women	14% (59)	12% (51)	22% (96)	32% (137)	20% (85)	428
PID/Gender: Ind Men	12% (45)	13% (49)	18% (67)	33% (120)	24% (89)	370
PID/Gender: Ind Women	6% (20)	12% (42)	18% (65)	32% (112)	32% (112)	350
PID/Gender: Rep Men	11% (39)	13% (49)	23% (83)	38% (135)	15% (54)	360
PID/Gender: Rep Women	11% (38)	12% (45)	17% (61)	35% (126)	25% (91)	360
Ideo: Liberal (1-3)	13% (82)	10% (61)	23% (142)	37% (230)	17% (107)	622
Ideo: Moderate (4)	11% (58)	15% (81)	22% (119)	33% (177)	20% (107)	543
Ideo: Conservative (5-7)	11% (84)	13% (94)	19% (143)	40% (298)	17% (123)	744
Educ: < College	13% (192)	12% (177)	20% (302)	30% (453)	26% (389)	1512
Educ: Bachelors degree	8% (37)	14% (63)	20% (90)	44% (194)	13% (60)	444
Educ: Post-grad	9% (23)	12% (29)	24% (58)	39% (95)	16% (39)	244
Income: Under 50k	12% (149)	11% (135)	19% (237)	30% (365)	28% (337)	1224
Income: 50k-100k	10% (72)	14% (95)	22% (155)	36% (251)	18% (122)	696
Income: 100k+	11% (30)	14% (39)	21% (58)	45% (125)	10% (29)	280
Ethnicity: White	10% (164)	13% (221)	21% (365)	35% (602)	21% (370)	1722

Continued on next page

Table HR10_5: To what extent are the following responsible for preventing the spread of coronavirus in the United States?

Actors

Demographic	Very responsible	Somewhat responsible	Not very responsible	Not responsible at all	Don't know / No opinion	Total N
Adults	11% (251)	12% (269)	20% (450)	34% (742)	22% (488)	2200
Ethnicity: Hispanic	15% (53)	14% (48)	21% (74)	28% (97)	22% (77)	349
Ethnicity: Afr. Am.	21% (58)	9% (26)	19% (52)	26% (71)	25% (68)	274
Ethnicity: Other	14% (29)	11% (23)	16% (32)	34% (69)	25% (50)	204
All Christian	10% (98)	14% (130)	20% (191)	35% (332)	21% (196)	947
All Non-Christian	11% (12)	16% (17)	21% (23)	32% (34)	20% (22)	108
Atheist	6% (8)	11% (13)	25% (31)	42% (52)	16% (20)	124
Agnostic/Nothing in particular	13% (134)	11% (109)	20% (205)	32% (324)	24% (250)	1022
Religious Non-Protestant/Catholic	11% (14)	13% (18)	20% (27)	31% (41)	25% (33)	132
Evangelical	13% (70)	11% (59)	22% (120)	32% (176)	23% (125)	550
Non-Evangelical	11% (84)	14% (107)	19% (146)	35% (266)	20% (146)	749
Community: Urban	17% (91)	14% (79)	18% (99)	30% (166)	21% (115)	549
Community: Suburban	8% (80)	13% (130)	22% (223)	37% (379)	20% (204)	1015
Community: Rural	13% (81)	10% (60)	20% (128)	31% (197)	27% (169)	635
Employ: Private Sector	10% (67)	14% (98)	23% (155)	38% (262)	15% (105)	687
Employ: Government	9% (11)	15% (17)	22% (25)	36% (42)	18% (20)	115
Employ: Self-Employed	20% (31)	10% (16)	23% (36)	32% (49)	15% (23)	155
Employ: Homemaker	7% (11)	12% (20)	15% (25)	35% (58)	31% (51)	165
Employ: Retired	11% (59)	11% (59)	21% (109)	32% (165)	24% (126)	517
Employ: Unemployed	16% (33)	12% (24)	14% (28)	31% (63)	28% (56)	204
Employ: Other	8% (16)	10% (19)	19% (37)	32% (63)	31% (61)	196
Military HH: Yes	9% (37)	12% (46)	21% (83)	40% (162)	18% (71)	399
Military HH: No	12% (214)	12% (223)	20% (367)	32% (580)	23% (417)	1801
RD/WT: Right Direction	11% (101)	12% (112)	19% (173)	35% (315)	23% (206)	907
RD/WT: Wrong Track	12% (150)	12% (157)	21% (277)	33% (427)	22% (282)	1293
Trump Job Approve	12% (112)	12% (111)	18% (166)	36% (337)	21% (198)	925
Trump Job Disapprove	11% (133)	13% (149)	24% (279)	33% (384)	19% (227)	1172
Trump Job Strongly Approve	12% (60)	12% (60)	18% (93)	39% (203)	20% (104)	520
Trump Job Somewhat Approve	13% (52)	13% (51)	18% (73)	33% (134)	23% (95)	405
Trump Job Somewhat Disapprove	11% (30)	17% (46)	27% (75)	24% (67)	21% (59)	277
Trump Job Strongly Disapprove	11% (103)	11% (103)	23% (205)	35% (317)	19% (168)	895

Continued on next page

Table HR10_5: To what extent are the following responsible for preventing the spread of coronavirus in the United States?
 Actors

Demographic	Very responsible	Somewhat responsible	Not very responsible	Not responsible at all	Don't know / No opinion	Total N
Adults	11% (251)	12% (269)	20% (450)	34% (742)	22% (488)	2200
Favorable of Trump	13% (115)	12% (113)	18% (165)	37% (330)	20% (180)	902
Unfavorable of Trump	10% (122)	12% (146)	23% (273)	34% (392)	20% (234)	1167
Very Favorable of Trump	13% (73)	13% (73)	18% (97)	38% (212)	18% (100)	555
Somewhat Favorable of Trump	12% (42)	11% (40)	20% (68)	34% (118)	23% (80)	347
Somewhat Unfavorable of Trump	11% (22)	12% (23)	26% (51)	30% (58)	21% (42)	196
Very Unfavorable of Trump	10% (101)	13% (123)	23% (221)	34% (334)	20% (192)	971
#1 Issue: Economy	8% (44)	14% (73)	19% (102)	36% (193)	23% (126)	537
#1 Issue: Security	13% (57)	13% (56)	23% (97)	32% (133)	19% (79)	422
#1 Issue: Health Care	11% (44)	13% (53)	20% (84)	36% (150)	20% (83)	413
#1 Issue: Medicare / Social Security	17% (58)	11% (37)	18% (62)	27% (91)	27% (91)	340
#1 Issue: Women's Issues	9% (12)	15% (19)	23% (30)	31% (40)	21% (27)	128
#1 Issue: Education	11% (14)	8% (10)	19% (23)	43% (53)	18% (22)	122
#1 Issue: Energy	8% (9)	11% (11)	21% (22)	36% (37)	23% (24)	103
#1 Issue: Other	10% (14)	7% (10)	23% (31)	33% (45)	27% (37)	136
2018 House Vote: Democrat	14% (106)	13% (96)	22% (165)	35% (263)	15% (115)	745
2018 House Vote: Republican	11% (68)	12% (77)	20% (124)	38% (242)	19% (122)	633
2018 House Vote: Someone else	8% (7)	17% (15)	21% (18)	34% (30)	19% (17)	87
2016 Vote: Hillary Clinton	15% (104)	12% (78)	22% (148)	35% (239)	16% (106)	675
2016 Vote: Donald Trump	11% (71)	13% (87)	19% (131)	39% (259)	18% (124)	672
2016 Vote: Other	8% (13)	15% (23)	20% (31)	35% (55)	22% (33)	155
2016 Vote: Didn't Vote	9% (64)	12% (81)	20% (139)	27% (189)	32% (225)	698
Voted in 2014: Yes	13% (166)	13% (162)	21% (274)	35% (447)	18% (232)	1281
Voted in 2014: No	9% (85)	12% (107)	19% (176)	32% (295)	28% (256)	919
2012 Vote: Barack Obama	14% (107)	14% (110)	23% (183)	32% (252)	18% (140)	792
2012 Vote: Mitt Romney	10% (53)	11% (58)	19% (99)	41% (210)	18% (93)	514
2012 Vote: Other	10% (9)	13% (11)	10% (9)	41% (35)	26% (22)	86
2012 Vote: Didn't Vote	10% (82)	11% (89)	20% (159)	30% (245)	29% (232)	807

Continued on next page

Table HR10_5: To what extent are the following responsible for preventing the spread of coronavirus in the United States?

Actors

Demographic	Very responsible	Somewhat responsible	Not very responsible	Not responsible at all	Don't know / No opinion	Total N
Adults	11% (251)	12% (269)	20% (450)	34% (742)	22% (488)	2200
4-Region: Northeast	13% (51)	11% (42)	19% (74)	33% (131)	24% (96)	394
4-Region: Midwest	9% (41)	13% (61)	22% (101)	37% (169)	19% (90)	462
4-Region: South	14% (113)	13% (108)	20% (165)	31% (257)	22% (180)	824
4-Region: West	9% (47)	11% (58)	21% (110)	35% (184)	23% (121)	520
Watch TV: Every day	13% (137)	13% (135)	19% (203)	36% (380)	20% (213)	1068
Watch TV: Several times per week	9% (44)	12% (58)	24% (117)	38% (187)	18% (87)	495
Watch TV: About once per week	16% (28)	11% (21)	20% (37)	31% (56)	22% (39)	180
Watch TV: Several times per month	7% (9)	13% (16)	27% (32)	29% (35)	23% (27)	118
Watch TV: About once per month	11% (9)	14% (11)	29% (24)	27% (23)	18% (15)	82
Watch TV: Less often than once per month	12% (9)	11% (8)	21% (16)	25% (18)	31% (23)	74
Watch TV: Never	8% (14)	11% (20)	12% (22)	24% (43)	46% (83)	182
Watch Movies: Every day	19% (64)	11% (38)	21% (71)	30% (103)	20% (69)	345
Watch Movies: Several times per week	12% (67)	14% (76)	20% (110)	37% (204)	17% (91)	548
Watch Movies: About once per week	10% (38)	12% (48)	25% (100)	37% (149)	16% (64)	399
Watch Movies: Several times per month	9% (24)	11% (31)	20% (54)	35% (95)	25% (67)	271
Watch Movies: About once per month	11% (25)	14% (31)	20% (44)	35% (77)	20% (44)	221
Watch Movies: Less often than once per month	8% (17)	13% (29)	20% (45)	33% (72)	26% (58)	221
Watch Movies: Never	8% (16)	9% (17)	13% (25)	21% (42)	49% (95)	196
Watch Sporting Events: Every day	29% (39)	9% (12)	18% (25)	32% (43)	11% (15)	134
Watch Sporting Events: Several times per week	19% (56)	16% (49)	20% (60)	29% (86)	17% (50)	301
Watch Sporting Events: About once per week	12% (33)	10% (28)	24% (67)	38% (108)	16% (46)	282
Watch Sporting Events: Several times per month	7% (13)	15% (25)	24% (42)	39% (68)	15% (26)	174
Watch Sporting Events: About once per month	8% (13)	12% (19)	23% (38)	40% (66)	18% (29)	165
Watch Sporting Events: Less often than once per month	9% (33)	11% (41)	24% (90)	36% (133)	19% (70)	367
Watch Sporting Events: Never	8% (63)	12% (94)	17% (130)	31% (237)	32% (252)	777
Cable TV: Currently subscribe	13% (117)	13% (120)	22% (196)	33% (299)	19% (167)	900
Cable TV: Subscribed in past	9% (69)	12% (95)	20% (160)	37% (294)	22% (170)	788
Cable TV: Never subscribed	13% (65)	10% (54)	18% (94)	29% (149)	29% (150)	512

Continued on next page

Table HR10_5: To what extent are the following responsible for preventing the spread of coronavirus in the United States?
Actors

Demographic	Very responsible	Somewhat responsible	Not very responsible	Not responsible at all	Don't know / No opinion	Total N
Adults	11% (251)	12% (269)	20% (450)	34% (742)	22% (488)	2200
Satellite TV: Currently subscribe	17% (84)	13% (65)	19% (94)	32% (153)	18% (87)	483
Satellite TV: Subscribed in past	11% (62)	12% (70)	23% (133)	36% (209)	19% (114)	587
Satellite TV: Never subscribed	9% (105)	12% (135)	20% (223)	34% (380)	25% (287)	1130
Streaming Services: Currently subscribe	10% (134)	12% (153)	21% (280)	37% (486)	20% (269)	1322
Streaming Services: Subscribed in past	10% (22)	17% (37)	21% (46)	31% (67)	20% (42)	214
Streaming Services: Never subscribed	14% (95)	12% (79)	19% (124)	28% (189)	27% (177)	665
Film: An avid fan	16% (108)	14% (90)	20% (132)	35% (235)	15% (98)	663
Film: A casual fan	9% (115)	12% (157)	21% (269)	36% (447)	22% (272)	1260
Film: Not a fan	10% (28)	8% (22)	18% (49)	21% (59)	42% (118)	277
Television: An avid fan	14% (135)	14% (128)	22% (206)	33% (308)	17% (160)	936
Television: A casual fan	9% (100)	12% (125)	20% (215)	36% (394)	23% (255)	1089
Television: Not a fan	10% (17)	9% (15)	17% (30)	23% (40)	42% (73)	174
Music: An avid fan	13% (148)	12% (128)	20% (221)	36% (395)	19% (214)	1107
Music: A casual fan	10% (92)	14% (132)	22% (203)	33% (313)	22% (205)	945
Music: Not a fan	8% (11)	6% (9)	17% (25)	23% (33)	46% (69)	148
Fashion: An avid fan	20% (58)	15% (42)	19% (54)	32% (91)	14% (39)	283
Fashion: A casual fan	11% (98)	13% (117)	21% (187)	34% (304)	21% (185)	892
Fashion: Not a fan	9% (95)	11% (110)	20% (209)	34% (347)	26% (264)	1025

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

Table HR10_6: To what extent are the following responsible for preventing the spread of coronavirus in the United States?

Musicians

Demographic	Very responsible	Somewhat responsible	Not very responsible	Not responsible at all	Don't know / No opinion	Total N
Adults	11% (245)	16% (355)	21% (457)	31% (673)	21% (470)	2200
Gender: Male	13% (139)	17% (177)	21% (219)	32% (341)	17% (185)	1062
Gender: Female	9% (106)	16% (178)	21% (238)	29% (332)	25% (284)	1138
Age: 18-29	11% (51)	15% (72)	21% (99)	30% (142)	23% (107)	472
Age: 30-44	13% (68)	17% (93)	22% (117)	31% (168)	18% (95)	541
Age: 45-54	10% (34)	17% (58)	15% (53)	32% (110)	26% (91)	346
Age: 55-64	13% (51)	16% (64)	20% (82)	36% (144)	16% (63)	405
Age: 65+	9% (40)	16% (68)	24% (105)	25% (110)	26% (113)	436
Generation Z: 18-22	8% (18)	15% (34)	22% (50)	31% (72)	25% (57)	231
Millennial: Age 23-38	14% (77)	16% (90)	23% (129)	30% (166)	18% (100)	561
Generation X: Age 39-54	10% (59)	17% (99)	16% (91)	32% (182)	24% (136)	567
Boomers: Age 55-73	11% (77)	15% (107)	22% (155)	33% (235)	20% (141)	715
PID: Dem (no lean)	13% (100)	15% (117)	25% (193)	28% (215)	18% (135)	759
PID: Ind (no lean)	9% (67)	16% (112)	19% (134)	30% (216)	26% (191)	721
PID: Rep (no lean)	11% (78)	17% (125)	18% (130)	34% (242)	20% (144)	720
PID/Gender: Dem Men	16% (52)	16% (52)	26% (85)	29% (96)	14% (47)	331
PID/Gender: Dem Women	11% (48)	15% (66)	25% (107)	28% (118)	21% (88)	428
PID/Gender: Ind Men	12% (43)	17% (62)	18% (65)	31% (114)	23% (87)	370
PID/Gender: Ind Women	7% (25)	14% (50)	20% (69)	29% (103)	30% (104)	350
PID/Gender: Rep Men	12% (44)	18% (64)	19% (69)	36% (131)	14% (52)	360
PID/Gender: Rep Women	9% (34)	17% (62)	17% (61)	31% (111)	25% (92)	360
Ideo: Liberal (1-3)	13% (79)	12% (75)	24% (152)	34% (210)	17% (106)	622
Ideo: Moderate (4)	11% (61)	21% (112)	20% (107)	28% (152)	20% (111)	543
Ideo: Conservative (5-7)	10% (78)	17% (128)	20% (149)	37% (273)	16% (116)	744
Educ: < College	12% (188)	15% (233)	20% (300)	27% (415)	25% (376)	1512
Educ: Bachelors degree	8% (35)	19% (83)	22% (97)	39% (171)	13% (59)	444
Educ: Post-grad	9% (23)	16% (39)	25% (60)	36% (87)	14% (35)	244
Income: Under 50k	12% (147)	15% (178)	20% (245)	27% (332)	26% (321)	1224
Income: 50k-100k	10% (71)	18% (122)	22% (155)	32% (226)	18% (123)	696
Income: 100k+	10% (27)	20% (55)	20% (57)	41% (115)	9% (26)	280
Ethnicity: White	10% (167)	16% (272)	21% (368)	32% (553)	21% (362)	1722

Continued on next page

Table HR10_6: To what extent are the following responsible for preventing the spread of coronavirus in the United States?

Musicians

Demographic	Very responsible	Somewhat responsible	Not very responsible	Not responsible at all	Don't know / No opinion	Total N
Adults	11% (245)	16% (355)	21% (457)	31% (673)	21% (470)	2200
Ethnicity: Hispanic	11% (37)	21% (75)	18% (62)	27% (93)	24% (82)	349
Ethnicity: Afr. Am.	19% (51)	14% (39)	22% (61)	22% (62)	22% (61)	274
Ethnicity: Other	13% (26)	22% (45)	14% (28)	29% (58)	23% (47)	204
All Christian	11% (107)	18% (172)	19% (181)	32% (299)	20% (188)	947
All Non-Christian	9% (9)	22% (24)	23% (24)	30% (33)	16% (18)	108
Atheist	9% (12)	17% (20)	19% (23)	39% (48)	17% (21)	124
Agnostic/Nothing in particular	11% (117)	14% (139)	22% (229)	29% (294)	24% (244)	1022
Religious Non-Protestant/Catholic	9% (11)	20% (26)	19% (26)	30% (40)	22% (28)	132
Evangelical	13% (72)	16% (86)	20% (111)	30% (164)	21% (116)	550
Non-Evangelical	12% (86)	18% (135)	19% (140)	33% (246)	19% (143)	749
Community: Urban	15% (85)	18% (99)	20% (107)	28% (151)	19% (107)	549
Community: Suburban	8% (76)	17% (168)	22% (223)	34% (348)	20% (201)	1015
Community: Rural	13% (84)	14% (89)	20% (127)	27% (174)	25% (162)	635
Employ: Private Sector	9% (64)	18% (124)	23% (158)	35% (242)	14% (98)	687
Employ: Government	12% (13)	15% (17)	22% (25)	34% (39)	18% (20)	115
Employ: Self-Employed	20% (31)	15% (23)	19% (29)	30% (47)	16% (24)	155
Employ: Homemaker	6% (10)	16% (26)	15% (25)	33% (54)	30% (50)	165
Employ: Retired	11% (58)	16% (83)	22% (115)	28% (143)	23% (118)	517
Employ: Unemployed	13% (27)	15% (31)	15% (31)	27% (56)	29% (59)	204
Employ: Other	12% (23)	10% (20)	22% (42)	28% (55)	29% (56)	196
Military HH: Yes	11% (42)	18% (71)	20% (82)	34% (134)	18% (70)	399
Military HH: No	11% (203)	16% (284)	21% (375)	30% (539)	22% (399)	1801
RD/WT: Right Direction	11% (102)	15% (140)	19% (171)	33% (299)	22% (195)	907
RD/WT: Wrong Track	11% (143)	17% (215)	22% (286)	29% (375)	21% (274)	1293
Trump Job Approve	12% (111)	15% (139)	19% (173)	34% (312)	21% (190)	925
Trump Job Disapprove	11% (127)	17% (201)	24% (278)	29% (344)	19% (222)	1172
Trump Job Strongly Approve	13% (67)	16% (81)	16% (83)	36% (186)	20% (102)	520
Trump Job Somewhat Approve	11% (44)	14% (58)	22% (89)	31% (126)	22% (87)	405
Trump Job Somewhat Disapprove	10% (29)	18% (50)	25% (69)	25% (68)	22% (61)	277
Trump Job Strongly Disapprove	11% (99)	17% (151)	23% (209)	31% (276)	18% (161)	895

Continued on next page

Table HR10_6: To what extent are the following responsible for preventing the spread of coronavirus in the United States?

Musicians

Demographic	Very responsible	Somewhat responsible	Not very responsible	Not responsible at all	Don't know / No opinion	Total N
Adults	11% (245)	16% (355)	21% (457)	31% (673)	21% (470)	2200
Favorable of Trump	12% (110)	16% (143)	19% (172)	34% (303)	19% (174)	902
Unfavorable of Trump	10% (121)	17% (194)	24% (275)	30% (351)	19% (226)	1167
Very Favorable of Trump	14% (75)	16% (89)	17% (93)	36% (198)	18% (101)	555
Somewhat Favorable of Trump	10% (35)	16% (54)	23% (79)	30% (105)	21% (74)	347
Somewhat Unfavorable of Trump	11% (21)	14% (28)	25% (48)	30% (59)	20% (40)	196
Very Unfavorable of Trump	10% (99)	17% (166)	23% (227)	30% (292)	19% (186)	971
#1 Issue: Economy	8% (45)	17% (94)	20% (107)	32% (170)	23% (121)	537
#1 Issue: Security	12% (49)	19% (82)	20% (85)	31% (130)	18% (76)	422
#1 Issue: Health Care	11% (44)	13% (55)	26% (108)	31% (128)	19% (77)	413
#1 Issue: Medicare / Social Security	18% (60)	17% (58)	18% (60)	22% (76)	25% (86)	340
#1 Issue: Women's Issues	6% (8)	18% (23)	22% (28)	33% (42)	21% (27)	128
#1 Issue: Education	13% (16)	15% (18)	15% (18)	41% (50)	16% (19)	122
#1 Issue: Energy	7% (8)	14% (15)	19% (19)	33% (34)	26% (27)	103
#1 Issue: Other	11% (15)	7% (10)	24% (32)	31% (42)	27% (37)	136
2018 House Vote: Democrat	12% (92)	17% (126)	25% (186)	30% (224)	16% (116)	745
2018 House Vote: Republican	10% (65)	17% (108)	19% (118)	36% (228)	18% (114)	633
2018 House Vote: Someone else	13% (11)	16% (14)	22% (19)	30% (26)	19% (17)	87
2016 Vote: Hillary Clinton	14% (93)	16% (109)	24% (163)	30% (202)	16% (108)	675
2016 Vote: Donald Trump	11% (73)	17% (113)	20% (132)	35% (237)	17% (118)	672
2016 Vote: Other	10% (15)	15% (23)	22% (34)	32% (50)	22% (33)	155
2016 Vote: Didn't Vote	9% (64)	16% (111)	18% (128)	26% (185)	30% (210)	698
Voted in 2014: Yes	12% (155)	16% (210)	22% (285)	32% (407)	17% (224)	1281
Voted in 2014: No	10% (90)	16% (145)	19% (172)	29% (266)	27% (246)	919
2012 Vote: Barack Obama	13% (105)	17% (136)	25% (194)	27% (217)	18% (139)	792
2012 Vote: Mitt Romney	11% (54)	15% (78)	18% (94)	38% (197)	18% (91)	514
2012 Vote: Other	8% (7)	19% (17)	15% (13)	39% (33)	19% (16)	86
2012 Vote: Didn't Vote	10% (79)	15% (124)	19% (156)	28% (226)	27% (222)	807

Continued on next page

Table HR10_6: To what extent are the following responsible for preventing the spread of coronavirus in the United States?
Musicians

Demographic	Very responsible	Somewhat responsible	Not very responsible	Not responsible at all	Don't know / No opinion	Total N
Adults	11% (245)	16% (355)	21% (457)	31% (673)	21% (470)	2200
4-Region: Northeast	11% (44)	16% (64)	21% (84)	29% (116)	22% (86)	394
4-Region: Midwest	10% (48)	16% (76)	21% (96)	33% (151)	20% (91)	462
4-Region: South	14% (113)	17% (136)	20% (166)	29% (237)	21% (172)	824
4-Region: West	8% (40)	15% (79)	21% (112)	33% (170)	23% (120)	520
Watch TV: Every day	12% (125)	17% (184)	20% (208)	31% (333)	20% (218)	1068
Watch TV: Several times per week	8% (38)	18% (87)	23% (116)	34% (169)	17% (85)	495
Watch TV: About once per week	18% (33)	13% (23)	25% (45)	27% (48)	17% (32)	180
Watch TV: Several times per month	7% (8)	20% (23)	23% (27)	29% (34)	22% (25)	118
Watch TV: About once per month	18% (15)	8% (7)	22% (18)	31% (26)	21% (17)	82
Watch TV: Less often than once per month	11% (8)	16% (12)	21% (15)	25% (19)	27% (20)	74
Watch TV: Never	10% (17)	11% (20)	15% (28)	24% (44)	40% (73)	182
Watch Movies: Every day	16% (56)	16% (57)	21% (73)	27% (93)	19% (66)	345
Watch Movies: Several times per week	12% (64)	18% (99)	19% (105)	35% (190)	16% (90)	548
Watch Movies: About once per week	10% (38)	16% (65)	22% (89)	36% (142)	16% (63)	399
Watch Movies: Several times per month	8% (21)	18% (49)	23% (64)	29% (79)	21% (58)	271
Watch Movies: About once per month	12% (27)	13% (29)	21% (46)	35% (76)	19% (42)	221
Watch Movies: Less often than once per month	9% (19)	15% (33)	22% (49)	29% (64)	25% (56)	221
Watch Movies: Never	10% (19)	11% (22)	16% (31)	15% (29)	48% (94)	196
Watch Sporting Events: Every day	24% (32)	16% (22)	21% (28)	30% (40)	8% (11)	134
Watch Sporting Events: Several times per week	18% (54)	17% (50)	23% (68)	27% (80)	16% (48)	301
Watch Sporting Events: About once per week	9% (25)	18% (51)	23% (64)	33% (92)	18% (50)	282
Watch Sporting Events: Several times per month	6% (11)	21% (36)	25% (44)	35% (61)	13% (22)	174
Watch Sporting Events: About once per month	6% (11)	18% (30)	23% (38)	33% (55)	19% (32)	165
Watch Sporting Events: Less often than once per month	13% (47)	15% (57)	21% (76)	34% (127)	17% (61)	367
Watch Sporting Events: Never	8% (65)	14% (109)	18% (140)	28% (218)	31% (245)	777
Cable TV: Currently subscribe	12% (112)	16% (147)	22% (195)	32% (291)	17% (157)	900
Cable TV: Subscribed in past	8% (65)	18% (139)	21% (166)	32% (253)	21% (164)	788
Cable TV: Never subscribed	13% (68)	13% (69)	19% (96)	25% (130)	29% (149)	512

Continued on next page

Table HR10_6: To what extent are the following responsible for preventing the spread of coronavirus in the United States?

Musicians

Demographic	Very responsible	Somewhat responsible	Not very responsible	Not responsible at all	Don't know / No opinion	Total N
Adults	11% (245)	16% (355)	21% (457)	31% (673)	21% (470)	2200
Satellite TV: Currently subscribe	16% (77)	16% (76)	20% (98)	29% (139)	19% (93)	483
Satellite TV: Subscribed in past	10% (59)	19% (112)	21% (122)	31% (182)	19% (111)	587
Satellite TV: Never subscribed	10% (109)	15% (167)	21% (237)	31% (352)	23% (265)	1130
Streaming Services: Currently subscribe	9% (115)	16% (217)	22% (297)	33% (440)	19% (253)	1322
Streaming Services: Subscribed in past	12% (26)	19% (41)	23% (50)	27% (58)	18% (39)	214
Streaming Services: Never subscribed	16% (103)	15% (98)	17% (110)	26% (175)	27% (178)	665
Film: An avid fan	15% (102)	17% (110)	18% (123)	35% (232)	15% (97)	663
Film: A casual fan	9% (113)	17% (212)	23% (291)	30% (381)	21% (262)	1260
Film: Not a fan	11% (30)	12% (33)	16% (43)	22% (60)	40% (110)	277
Television: An avid fan	13% (126)	18% (172)	21% (195)	31% (289)	16% (154)	936
Television: A casual fan	9% (102)	15% (164)	22% (237)	31% (337)	23% (249)	1089
Television: Not a fan	10% (17)	11% (19)	14% (25)	27% (47)	38% (66)	174
Music: An avid fan	13% (149)	16% (179)	20% (219)	33% (365)	18% (195)	1107
Music: A casual fan	9% (81)	17% (164)	22% (211)	30% (282)	22% (208)	945
Music: Not a fan	10% (15)	8% (12)	19% (27)	18% (27)	45% (67)	148
Fashion: An avid fan	19% (54)	18% (51)	20% (55)	31% (89)	12% (34)	283
Fashion: A casual fan	9% (84)	17% (155)	22% (196)	31% (274)	20% (182)	892
Fashion: Not a fan	10% (106)	15% (149)	20% (205)	30% (311)	25% (253)	1025

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	49% (1068)	22% (495)	8% (180)	5% (118)	4% (82)	3% (74)	8% (182)	220
Gender: Male	45% (483)	24% (259)	10% (102)	5% (53)	5% (50)	3% (32)	8% (84)	100
Gender: Female	51% (586)	21% (236)	7% (78)	6% (65)	3% (33)	4% (43)	9% (98)	113
Age: 18-29	48% (225)	21% (98)	11% (53)	6% (26)	6% (27)	4% (17)	5% (25)	47
Age: 30-44	47% (251)	25% (135)	9% (50)	8% (44)	2% (13)	3% (18)	5% (29)	5
Age: 45-54	50% (172)	22% (77)	8% (27)	6% (21)	3% (10)	2% (8)	9% (31)	34
Age: 55-64	47% (190)	23% (91)	8% (31)	3% (14)	5% (20)	5% (20)	9% (38)	40
Age: 65+	53% (230)	21% (93)	4% (19)	3% (13)	3% (12)	2% (10)	13% (59)	43
Generation Z: 18-22	41% (95)	24% (57)	12% (28)	6% (14)	7% (17)	4% (10)	5% (11)	2
Millennial: Age 23-38	51% (287)	21% (117)	10% (58)	6% (35)	2% (13)	4% (21)	5% (29)	5
Generation X: Age 39-54	47% (267)	24% (137)	8% (44)	7% (42)	3% (20)	2% (12)	8% (45)	56
Boomers: Age 55-73	49% (348)	22% (159)	7% (47)	3% (23)	4% (26)	4% (29)	12% (83)	7
PID: Dem (no lean)	49% (372)	23% (177)	9% (69)	6% (44)	4% (34)	3% (21)	6% (42)	73
PID: Ind (no lean)	44% (318)	23% (164)	8% (55)	6% (41)	4% (26)	5% (36)	11% (81)	7
PID: Rep (no lean)	53% (378)	21% (154)	8% (57)	5% (32)	3% (22)	2% (17)	8% (59)	72
PID/Gender: Dem Men	48% (158)	24% (78)	9% (31)	6% (21)	5% (18)	3% (9)	5% (16)	3
PID/Gender: Dem Women	50% (214)	23% (99)	9% (38)	5% (23)	4% (16)	3% (12)	6% (26)	42
PID/Gender: Ind Men	41% (153)	24% (89)	9% (34)	5% (17)	5% (18)	3% (12)	13% (47)	37
PID/Gender: Ind Women	47% (165)	21% (75)	6% (21)	7% (24)	2% (8)	7% (24)	10% (34)	35
PID/Gender: Rep Men	48% (171)	25% (91)	11% (38)	4% (15)	4% (13)	3% (11)	6% (20)	36
PID/Gender: Rep Women	58% (207)	17% (63)	5% (19)	5% (18)	3% (9)	2% (6)	11% (39)	36
Ideo: Liberal (1-3)	45% (282)	28% (171)	9% (56)	6% (37)	5% (32)	3% (19)	4% (24)	62
Ideo: Moderate (4)	51% (279)	21% (112)	6% (35)	7% (37)	4% (23)	4% (19)	7% (38)	54
Ideo: Conservative (5-7)	50% (374)	23% (168)	9% (68)	3% (26)	4% (26)	3% (20)	8% (62)	74
Educ: < College	50% (761)	20% (297)	8% (114)	6% (89)	4% (63)	3% (52)	9% (136)	15
Educ: Bachelors degree	46% (203)	27% (119)	11% (47)	4% (19)	2% (11)	4% (16)	6% (28)	44
Educ: Post-grad	43% (104)	32% (79)	8% (19)	4% (10)	3% (8)	3% (6)	7% (18)	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	49% (1068)	22% (495)	8% (180)	5% (118)	4% (82)	3% (74)	8% (182)	220
Income: Under 50k	50% (610)	18% (222)	8% (97)	6% (73)	4% (47)	4% (47)	11% (128)	122
Income: 50k-100k	47% (325)	27% (188)	9% (65)	5% (34)	4% (27)	3% (23)	5% (35)	69
Income: 100k+	48% (134)	30% (85)	6% (18)	4% (11)	3% (8)	2% (5)	7% (19)	28
Ethnicity: White	49% (847)	24% (409)	7% (126)	5% (87)	3% (55)	3% (59)	8% (138)	172
Ethnicity: Hispanic	49% (170)	23% (82)	10% (36)	4% (13)	7% (24)	3% (12)	4% (13)	34
Ethnicity: Afr. Am.	50% (136)	17% (46)	11% (31)	8% (23)	6% (17)	2% (5)	6% (16)	27
Ethnicity: Other	42% (86)	20% (40)	11% (22)	3% (7)	5% (10)	5% (11)	14% (28)	20
All Christian	51% (479)	23% (216)	6% (61)	4% (39)	5% (48)	3% (29)	8% (73)	94
All Non-Christian	47% (51)	26% (28)	9% (10)	6% (6)	1% (1)	2% (2)	10% (11)	10
Atheist	40% (49)	28% (35)	13% (15)	6% (8)	6% (8)	4% (5)	3% (3)	12
Agnostic/Nothing in particular	48% (489)	21% (216)	9% (94)	6% (65)	3% (26)	4% (38)	9% (95)	102
Religious Non-Protestant/Catholic	47% (62)	22% (29)	8% (10)	5% (6)	6% (8)	1% (2)	11% (14)	13
Evangelical	48% (264)	22% (121)	5% (26)	5% (30)	4% (21)	5% (26)	11% (62)	55
Non-Evangelical	53% (400)	22% (164)	7% (55)	4% (33)	4% (33)	2% (17)	6% (47)	74
Community: Urban	48% (266)	21% (116)	8% (44)	4% (20)	5% (25)	4% (21)	10% (56)	54
Community: Suburban	48% (485)	24% (242)	9% (92)	6% (61)	3% (33)	3% (29)	7% (74)	10
Community: Rural	50% (317)	22% (137)	7% (44)	6% (37)	4% (25)	4% (24)	8% (52)	63
Employ: Private Sector	46% (317)	27% (184)	10% (66)	6% (40)	4% (25)	3% (21)	5% (33)	68
Employ: Government	47% (53)	24% (27)	10% (12)	7% (8)	1% (1)	3% (3)	8% (10)	1
Employ: Self-Employed	50% (78)	25% (39)	11% (17)	5% (8)	6% (9)	1% (1)	3% (4)	15
Employ: Homemaker	48% (80)	22% (36)	7% (12)	9% (15)	2% (3)	3% (5)	9% (15)	16
Employ: Retired	53% (276)	21% (106)	4% (21)	3% (17)	3% (16)	4% (19)	12% (63)	5
Employ: Unemployed	53% (108)	15% (30)	7% (13)	5% (11)	4% (8)	6% (11)	10% (21)	20
Employ: Other	40% (78)	20% (38)	11% (22)	7% (13)	3% (6)	4% (8)	15% (30)	19
Military HH: Yes	49% (194)	23% (94)	7% (30)	4% (16)	4% (17)	3% (12)	9% (36)	39
Military HH: No	49% (874)	22% (401)	8% (150)	6% (101)	4% (66)	3% (62)	8% (146)	18
RD/WT: Right Direction	47% (430)	23% (206)	8% (73)	5% (46)	4% (36)	3% (32)	9% (85)	90
RD/WT: Wrong Track	49% (639)	22% (289)	8% (108)	6% (72)	4% (46)	3% (43)	7% (97)	129

Continued on next page

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

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total
Adults	49% (1068)	22% (495)	8% (180)	5% (118)	4% (82)	3% (74)	8% (182)	220
Trump Job Approve	50% (459)	21% (196)	8% (70)	5% (45)	4% (32)	3% (31)	10% (92)	92
Trump Job Disapprove	49% (570)	24% (278)	9% (100)	6% (69)	4% (48)	3% (36)	6% (71)	117
Trump Job Strongly Approve	52% (270)	20% (102)	7% (35)	4% (23)	4% (22)	3% (15)	10% (52)	52
Trump Job Somewhat Approve	47% (189)	23% (94)	8% (34)	5% (21)	3% (10)	4% (16)	10% (40)	40
Trump Job Somewhat Disapprove	44% (121)	28% (79)	7% (19)	4% (12)	4% (11)	5% (13)	8% (22)	22
Trump Job Strongly Disapprove	50% (449)	22% (199)	9% (81)	6% (57)	4% (37)	3% (24)	5% (49)	89
Favorable of Trump	50% (453)	21% (194)	7% (67)	5% (44)	3% (31)	3% (31)	9% (84)	90
Unfavorable of Trump	48% (565)	24% (279)	9% (105)	6% (67)	4% (48)	3% (33)	6% (70)	110
Very Favorable of Trump	53% (295)	19% (104)	7% (38)	4% (24)	4% (24)	3% (16)	10% (53)	53
Somewhat Favorable of Trump	45% (158)	26% (90)	8% (28)	6% (20)	2% (6)	4% (15)	9% (31)	34
Somewhat Unfavorable of Trump	52% (101)	24% (48)	7% (14)	3% (6)	2% (5)	5% (9)	7% (13)	19
Very Unfavorable of Trump	48% (464)	24% (232)	9% (90)	6% (61)	4% (43)	2% (24)	6% (57)	97
#1 Issue: Economy	46% (247)	22% (119)	9% (50)	7% (36)	5% (26)	5% (25)	6% (34)	53
#1 Issue: Security	51% (216)	24% (100)	5% (20)	5% (19)	3% (13)	3% (13)	10% (42)	42
#1 Issue: Health Care	51% (211)	22% (89)	10% (43)	4% (14)	3% (12)	3% (11)	8% (33)	44
#1 Issue: Medicare / Social Security	56% (189)	19% (63)	6% (20)	4% (13)	5% (16)	2% (8)	9% (30)	34
#1 Issue: Women's Issues	41% (52)	25% (32)	10% (13)	9% (12)	3% (4)	6% (8)	5% (7)	12
#1 Issue: Education	41% (50)	31% (37)	7% (9)	8% (10)	6% (7)	3% (3)	5% (6)	12
#1 Issue: Energy	33% (34)	30% (31)	11% (11)	9% (9)	1% (2)	4% (4)	11% (11)	10
#1 Issue: Other	51% (70)	17% (23)	12% (16)	3% (4)	2% (3)	1% (1)	14% (19)	13
2018 House Vote: Democrat	52% (390)	26% (191)	7% (54)	5% (40)	2% (17)	2% (17)	5% (35)	74
2018 House Vote: Republican	50% (316)	24% (150)	7% (46)	4% (26)	4% (25)	2% (15)	9% (55)	63
2018 House Vote: Someone else	51% (45)	21% (18)	4% (4)	2% (2)	6% (6)	6% (5)	8% (7)	8
2016 Vote: Hillary Clinton	52% (353)	24% (161)	8% (55)	6% (40)	3% (21)	2% (14)	5% (31)	62
2016 Vote: Donald Trump	52% (348)	23% (156)	7% (48)	4% (25)	3% (22)	2% (14)	9% (60)	62
2016 Vote: Other	51% (79)	21% (32)	5% (8)	3% (5)	8% (12)	5% (8)	7% (11)	15
2016 Vote: Didn't Vote	41% (288)	21% (146)	10% (69)	7% (48)	4% (28)	6% (39)	11% (80)	69

Continued on next page

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

TV shows

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total
Adults	49% (1068)	22% (495)	8% (180)	5% (118)	4% (82)	3% (74)	8% (182)	220
Voted in 2014: Yes	51% (659)	23% (301)	8% (97)	5% (58)	3% (43)	2% (32)	7% (91)	12
Voted in 2014: No	45% (409)	21% (194)	9% (83)	6% (60)	4% (39)	5% (43)	10% (91)	9
2012 Vote: Barack Obama	51% (407)	24% (186)	8% (65)	6% (44)	4% (30)	2% (17)	5% (42)	79
2012 Vote: Mitt Romney	48% (247)	26% (135)	6% (33)	4% (22)	3% (17)	2% (13)	9% (47)	5
2012 Vote: Other	52% (45)	22% (19)	4% (3)	3% (3)	5% (4)	3% (2)	12% (10)	8
2012 Vote: Didn't Vote	46% (367)	19% (155)	10% (79)	6% (50)	4% (31)	5% (42)	10% (84)	80
4-Region: Northeast	52% (205)	23% (91)	5% (21)	4% (18)	2% (8)	4% (16)	9% (35)	39
4-Region: Midwest	46% (211)	24% (112)	11% (51)	5% (23)	4% (17)	3% (14)	7% (34)	40
4-Region: South	50% (410)	20% (164)	9% (72)	7% (55)	4% (34)	3% (29)	7% (61)	82
4-Region: West	47% (242)	25% (128)	7% (36)	4% (22)	4% (23)	3% (16)	10% (52)	52
Watch TV: Every day	100% (1068)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	1068
Watch TV: Several times per week	— (0)	100% (495)	— (0)	— (0)	— (0)	— (0)	— (0)	495
Watch TV: About once per week	— (0)	— (0)	100% (180)	— (0)	— (0)	— (0)	— (0)	180
Watch TV: Several times per month	— (0)	— (0)	— (0)	100% (118)	— (0)	— (0)	— (0)	118
Watch TV: About once per month	— (0)	— (0)	— (0)	— (0)	100% (82)	— (0)	— (0)	82
Watch TV: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (74)	— (0)	74
Watch TV: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (182)	182
Watch Movies: Every day	81% (279)	11% (38)	4% (15)	2% (6)	1% (3)	1% (4)	— (0)	340
Watch Movies: Several times per week	50% (275)	34% (189)	6% (35)	4% (22)	1% (7)	1% (7)	2% (13)	541
Watch Movies: About once per week	47% (186)	28% (113)	17% (66)	3% (13)	2% (10)	1% (3)	2% (9)	392
Watch Movies: Several times per month	40% (109)	26% (70)	8% (22)	17% (47)	3% (7)	4% (10)	2% (6)	272
Watch Movies: About once per month	38% (85)	17% (37)	10% (23)	7% (15)	17% (38)	3% (7)	7% (16)	298
Watch Movies: Less often than once per month	40% (88)	15% (33)	5% (11)	6% (12)	6% (14)	17% (38)	11% (25)	237
Watch Movies: Never	24% (47)	8% (16)	4% (8)	1% (2)	2% (4)	2% (4)	58% (114)	190

Continued on next page

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

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total
Adults	49% (1068)	22% (495)	8% (180)	5% (118)	4% (82)	3% (74)	8% (182)	220
Watch Sporting Events: Every day	78% (104)	15% (20)	5% (6)	2% (2)	1% (1)	— (0)	— (0)	13
Watch Sporting Events: Several times per week	57% (171)	32% (95)	6% (18)	4% (12)	— (1)	1% (3)	— (1)	3
Watch Sporting Events: About once per week	55% (154)	25% (72)	9% (24)	4% (13)	5% (13)	1% (2)	1% (4)	28
Watch Sporting Events: Several times per month	59% (102)	24% (42)	5% (8)	7% (13)	1% (2)	2% (4)	2% (4)	17
Watch Sporting Events: About once per month	39% (64)	25% (41)	13% (22)	2% (4)	16% (26)	4% (7)	1% (1)	16
Watch Sporting Events: Less often than once per month	51% (186)	20% (74)	8% (30)	7% (24)	4% (15)	8% (28)	3% (9)	36
Watch Sporting Events: Never	37% (287)	19% (150)	9% (71)	6% (50)	3% (24)	4% (31)	21% (163)	77
Cable TV: Currently subscribe	54% (488)	22% (202)	7% (67)	5% (43)	3% (24)	2% (17)	6% (58)	90
Cable TV: Subscribed in past	49% (382)	25% (197)	7% (53)	6% (47)	5% (43)	4% (32)	4% (33)	78
Cable TV: Never subscribed	39% (198)	19% (96)	12% (60)	5% (28)	3% (15)	5% (24)	18% (91)	5
Satellite TV: Currently subscribe	52% (252)	23% (109)	7% (34)	4% (21)	3% (15)	3% (13)	8% (38)	48
Satellite TV: Subscribed in past	46% (271)	25% (144)	9% (50)	5% (32)	7% (39)	4% (23)	5% (27)	58
Satellite TV: Never subscribed	48% (546)	21% (241)	8% (96)	6% (64)	3% (28)	3% (38)	10% (117)	113
Streaming Services: Currently subscribe	51% (669)	26% (348)	9% (113)	6% (73)	3% (41)	3% (36)	3% (41)	132
Streaming Services: Subscribed in past	37% (79)	19% (40)	8% (17)	13% (27)	9% (19)	8% (16)	7% (16)	2
Streaming Services: Never subscribed	48% (321)	16% (106)	8% (50)	3% (18)	3% (22)	3% (22)	19% (125)	60
Film: An avid fan	56% (369)	24% (162)	9% (58)	3% (22)	3% (19)	2% (13)	3% (21)	66
Film: A casual fan	47% (587)	23% (294)	8% (105)	7% (87)	4% (49)	4% (48)	7% (90)	126
Film: Not a fan	41% (113)	14% (39)	6% (18)	3% (9)	5% (14)	5% (13)	26% (72)	27
Television: An avid fan	66% (619)	19% (181)	4% (40)	3% (26)	2% (18)	2% (15)	4% (37)	93
Television: A casual fan	38% (413)	27% (296)	11% (116)	7% (78)	5% (56)	4% (42)	8% (90)	108
Television: Not a fan	21% (36)	11% (19)	14% (24)	8% (14)	5% (9)	10% (17)	32% (56)	17
Music: An avid fan	49% (540)	24% (264)	10% (106)	6% (64)	4% (49)	4% (44)	4% (41)	110
Music: A casual fan	50% (474)	21% (201)	7% (65)	5% (50)	3% (31)	3% (27)	10% (98)	94
Music: Not a fan	37% (54)	21% (30)	6% (9)	3% (4)	2% (3)	2% (3)	29% (43)	14
Fashion: An avid fan	56% (160)	20% (58)	10% (29)	3% (7)	5% (13)	4% (11)	2% (4)	28
Fashion: A casual fan	51% (456)	22% (200)	7% (60)	7% (60)	3% (28)	3% (29)	7% (59)	89
Fashion: Not a fan	44% (452)	23% (237)	9% (91)	5% (50)	4% (42)	3% (34)	12% (118)	102

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	16% (345)	25% (548)	18% (399)	12% (271)	10% (221)	10% (221)	9% (196)	220
Gender: Male	17% (181)	26% (278)	18% (192)	10% (106)	11% (115)	10% (111)	7% (79)	106
Gender: Female	14% (164)	24% (270)	18% (206)	15% (166)	9% (106)	10% (110)	10% (117)	113
Age: 18-29	23% (108)	22% (102)	17% (80)	15% (72)	13% (61)	6% (30)	4% (20)	47
Age: 30-44	21% (111)	31% (169)	18% (97)	11% (60)	8% (45)	7% (39)	4% (19)	5
Age: 45-54	14% (50)	24% (82)	19% (64)	14% (50)	8% (28)	11% (38)	10% (34)	34
Age: 55-64	12% (47)	22% (89)	22% (88)	11% (43)	12% (48)	12% (49)	10% (40)	40
Age: 65+	7% (29)	24% (105)	16% (69)	11% (47)	9% (39)	15% (65)	19% (83)	43
Generation Z: 18-22	24% (55)	14% (33)	22% (52)	16% (38)	15% (35)	7% (15)	1% (3)	2
Millennial: Age 23-38	22% (124)	28% (159)	15% (86)	12% (69)	11% (59)	7% (38)	5% (26)	5
Generation X: Age 39-54	16% (89)	29% (162)	18% (104)	13% (75)	7% (39)	10% (54)	8% (44)	56
Boomers: Age 55-73	9% (67)	23% (163)	21% (148)	11% (75)	11% (75)	13% (94)	13% (93)	7
PID: Dem (no lean)	18% (137)	25% (187)	18% (139)	14% (108)	12% (88)	8% (58)	6% (42)	75
PID: Ind (no lean)	14% (100)	27% (192)	16% (114)	11% (78)	10% (71)	12% (86)	11% (79)	7
PID: Rep (no lean)	15% (108)	23% (168)	20% (145)	12% (86)	9% (62)	11% (76)	10% (75)	72
PID/Gender: Dem Men	22% (74)	25% (83)	19% (62)	10% (33)	13% (43)	6% (21)	4% (15)	3
PID/Gender: Dem Women	15% (63)	24% (104)	18% (77)	18% (75)	10% (45)	9% (37)	6% (27)	42
PID/Gender: Ind Men	14% (50)	28% (103)	17% (62)	9% (34)	10% (37)	13% (48)	10% (35)	32
PID/Gender: Ind Women	14% (50)	26% (89)	15% (52)	12% (43)	10% (34)	11% (38)	12% (43)	35
PID/Gender: Rep Men	16% (56)	26% (92)	19% (68)	11% (38)	10% (35)	12% (42)	8% (29)	36
PID/Gender: Rep Women	14% (52)	21% (76)	21% (77)	13% (47)	7% (27)	10% (35)	13% (46)	36
Ideo: Liberal (1-3)	14% (87)	28% (174)	21% (132)	13% (84)	12% (72)	8% (53)	3% (20)	62
Ideo: Moderate (4)	14% (77)	27% (146)	19% (103)	11% (60)	10% (55)	11% (59)	8% (42)	5
Ideo: Conservative (5-7)	14% (102)	24% (175)	19% (141)	13% (96)	9% (70)	11% (85)	10% (75)	74
Educ: < College	19% (291)	23% (349)	16% (244)	11% (173)	10% (148)	10% (158)	10% (149)	15
Educ: Bachelors degree	8% (36)	31% (138)	22% (97)	13% (59)	10% (44)	9% (41)	7% (29)	44
Educ: Post-grad	7% (18)	25% (60)	24% (58)	16% (39)	12% (29)	9% (22)	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	16% (345)	25% (548)	18% (399)	12% (271)	10% (221)	10% (221)	9% (196)	220
Income: Under 50k	21% (253)	22% (272)	15% (178)	12% (143)	9% (116)	10% (124)	11% (137)	122
Income: 50k-100k	9% (62)	30% (208)	23% (160)	12% (87)	10% (71)	10% (69)	6% (40)	69
Income: 100k+	11% (30)	24% (68)	22% (61)	15% (41)	12% (34)	10% (28)	7% (18)	28
Ethnicity: White	14% (238)	25% (434)	19% (328)	12% (210)	10% (172)	11% (188)	9% (151)	172
Ethnicity: Hispanic	22% (75)	27% (95)	19% (68)	10% (36)	13% (44)	5% (17)	4% (14)	34
Ethnicity: Afr. Am.	28% (78)	25% (69)	15% (41)	11% (31)	9% (24)	4% (10)	8% (21)	27
Ethnicity: Other	14% (29)	22% (45)	14% (29)	15% (30)	12% (25)	11% (23)	11% (23)	20
All Christian	12% (115)	25% (235)	17% (159)	13% (128)	11% (107)	11% (109)	10% (94)	94
All Non-Christian	17% (18)	24% (25)	22% (24)	12% (13)	11% (11)	7% (7)	8% (9)	10
Atheist	12% (14)	26% (32)	28% (35)	10% (13)	13% (16)	7% (8)	4% (4)	12
Agnostic/Nothing in particular	19% (197)	25% (255)	18% (181)	12% (118)	8% (86)	9% (97)	9% (88)	102
Religious Non-Protestant/Catholic	18% (23)	20% (26)	20% (26)	11% (14)	16% (21)	6% (9)	10% (13)	13
Evangelical	14% (77)	27% (146)	14% (78)	13% (72)	7% (39)	13% (70)	12% (67)	55
Non-Evangelical	14% (106)	26% (192)	18% (135)	12% (93)	12% (92)	10% (72)	8% (58)	74
Community: Urban	18% (100)	25% (135)	18% (98)	12% (67)	9% (48)	8% (45)	10% (57)	54
Community: Suburban	13% (134)	23% (237)	20% (202)	14% (138)	12% (126)	10% (104)	7% (75)	104
Community: Rural	18% (111)	28% (175)	16% (99)	10% (66)	7% (47)	11% (73)	10% (64)	63
Employ: Private Sector	13% (89)	27% (183)	23% (157)	13% (91)	10% (71)	9% (62)	5% (33)	68
Employ: Government	14% (16)	31% (36)	18% (21)	17% (19)	10% (11)	5% (5)	5% (6)	1
Employ: Self-Employed	19% (29)	32% (50)	17% (26)	12% (18)	9% (14)	8% (13)	3% (5)	15
Employ: Homemaker	12% (20)	21% (35)	21% (35)	15% (24)	8% (13)	15% (24)	8% (13)	16
Employ: Retired	11% (55)	25% (132)	15% (79)	9% (45)	9% (48)	15% (75)	16% (83)	5
Employ: Unemployed	28% (57)	20% (40)	10% (21)	13% (26)	11% (23)	9% (19)	9% (18)	20
Employ: Other	21% (41)	21% (41)	14% (28)	10% (20)	9% (18)	8% (16)	17% (32)	19
Military HH: Yes	15% (61)	25% (99)	20% (81)	10% (41)	10% (39)	9% (37)	10% (40)	39
Military HH: No	16% (283)	25% (449)	18% (318)	13% (230)	10% (182)	10% (184)	9% (155)	184

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	16% (345)	25% (548)	18% (399)	12% (271)	10% (221)	10% (221)	9% (196)	220
RD/WT: Right Direction	17% (154)	24% (216)	18% (165)	11% (102)	10% (88)	10% (88)	10% (93)	90
RD/WT: Wrong Track	15% (191)	26% (332)	18% (234)	13% (169)	10% (133)	10% (133)	8% (102)	129
Trump Job Approve	17% (155)	24% (219)	17% (161)	11% (102)	9% (86)	11% (100)	11% (101)	92
Trump Job Disapprove	15% (180)	26% (304)	19% (224)	13% (158)	10% (122)	9% (111)	6% (72)	117
Trump Job Strongly Approve	17% (89)	25% (128)	16% (83)	11% (59)	9% (44)	11% (55)	12% (61)	52
Trump Job Somewhat Approve	16% (66)	23% (91)	19% (78)	11% (43)	10% (42)	11% (45)	10% (40)	40
Trump Job Somewhat Disapprove	16% (43)	24% (66)	18% (51)	11% (31)	13% (36)	10% (28)	8% (21)	27
Trump Job Strongly Disapprove	15% (136)	27% (238)	19% (174)	14% (127)	10% (87)	9% (83)	6% (51)	89
Favorable of Trump	15% (140)	24% (221)	19% (169)	11% (96)	9% (85)	11% (99)	10% (92)	90
Unfavorable of Trump	15% (173)	26% (302)	19% (220)	14% (162)	11% (126)	9% (110)	6% (73)	110
Very Favorable of Trump	17% (95)	27% (147)	17% (93)	10% (53)	8% (46)	11% (62)	11% (58)	53
Somewhat Favorable of Trump	13% (45)	21% (74)	22% (77)	12% (43)	11% (39)	11% (37)	10% (34)	34
Somewhat Unfavorable of Trump	16% (31)	28% (54)	19% (37)	10% (20)	10% (19)	11% (22)	6% (12)	19
Very Unfavorable of Trump	15% (143)	26% (248)	19% (183)	15% (142)	11% (107)	9% (88)	6% (60)	99
#1 Issue: Economy	15% (79)	27% (144)	17% (94)	12% (65)	13% (68)	11% (59)	5% (29)	53
#1 Issue: Security	19% (81)	24% (103)	15% (63)	12% (51)	9% (36)	11% (46)	10% (42)	42
#1 Issue: Health Care	13% (52)	25% (103)	20% (84)	14% (59)	10% (43)	10% (40)	8% (32)	40
#1 Issue: Medicare / Social Security	15% (50)	23% (78)	17% (58)	9% (31)	8% (27)	14% (48)	14% (46)	34
#1 Issue: Women's Issues	24% (31)	18% (23)	19% (24)	22% (28)	6% (8)	6% (7)	5% (6)	12
#1 Issue: Education	16% (20)	33% (40)	22% (26)	8% (10)	13% (16)	3% (4)	4% (5)	12
#1 Issue: Energy	7% (8)	22% (23)	28% (29)	14% (14)	11% (11)	9% (9)	9% (10)	10
#1 Issue: Other	18% (24)	25% (34)	15% (21)	9% (12)	8% (11)	6% (8)	18% (25)	13
2018 House Vote: Democrat	16% (121)	26% (196)	19% (144)	13% (100)	10% (71)	10% (74)	5% (38)	74
2018 House Vote: Republican	11% (68)	25% (159)	20% (127)	12% (78)	10% (62)	10% (66)	11% (72)	63
2018 House Vote: Someone else	10% (9)	24% (21)	17% (15)	5% (4)	17% (15)	16% (14)	12% (10)	8

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	16% (345)	25% (548)	18% (399)	12% (271)	10% (221)	10% (221)	9% (196)	220
2016 Vote: Hillary Clinton	15% (100)	25% (170)	22% (148)	14% (92)	9% (62)	10% (64)	6% (39)	67
2016 Vote: Donald Trump	12% (80)	25% (168)	20% (134)	12% (78)	9% (61)	11% (75)	11% (76)	67
2016 Vote: Other	10% (15)	32% (49)	16% (24)	11% (17)	16% (24)	10% (16)	6% (10)	15
2016 Vote: Didn't Vote	21% (149)	23% (160)	13% (93)	12% (85)	11% (73)	9% (66)	10% (71)	69
Voted in 2014: Yes	12% (158)	25% (325)	20% (259)	12% (156)	10% (132)	11% (137)	9% (114)	122
Voted in 2014: No	20% (186)	24% (222)	15% (139)	13% (115)	10% (89)	9% (84)	9% (81)	91
2012 Vote: Barack Obama	15% (122)	27% (212)	21% (164)	11% (90)	10% (80)	10% (79)	6% (44)	79
2012 Vote: Mitt Romney	9% (44)	24% (125)	20% (101)	13% (67)	10% (53)	12% (60)	12% (63)	51
2012 Vote: Other	6% (5)	34% (29)	18% (15)	12% (11)	12% (11)	9% (8)	9% (8)	8
2012 Vote: Didn't Vote	22% (174)	22% (181)	15% (119)	13% (102)	10% (77)	9% (74)	10% (81)	80
4-Region: Northeast	14% (57)	26% (104)	16% (64)	14% (56)	10% (39)	9% (37)	9% (37)	39
4-Region: Midwest	15% (71)	24% (109)	21% (97)	11% (51)	11% (53)	11% (49)	7% (32)	40
4-Region: South	17% (139)	26% (218)	16% (129)	12% (103)	10% (82)	9% (71)	10% (82)	82
4-Region: West	15% (78)	22% (117)	21% (109)	12% (61)	9% (48)	12% (64)	8% (44)	52
Watch TV: Every day	26% (279)	26% (275)	17% (186)	10% (109)	8% (85)	8% (88)	4% (47)	100
Watch TV: Several times per week	8% (38)	38% (189)	23% (113)	14% (70)	7% (37)	7% (33)	3% (16)	49
Watch TV: About once per week	8% (15)	19% (35)	37% (66)	12% (22)	13% (23)	6% (11)	4% (8)	18
Watch TV: Several times per month	5% (6)	19% (22)	11% (13)	40% (47)	13% (15)	11% (12)	2% (2)	11
Watch TV: About once per month	3% (3)	8% (7)	12% (10)	9% (7)	46% (38)	17% (14)	5% (4)	8
Watch TV: Less often than once per month	6% (4)	10% (7)	5% (3)	13% (10)	10% (7)	51% (38)	6% (4)	7
Watch TV: Never	— (0)	7% (13)	5% (9)	3% (6)	9% (16)	14% (25)	62% (114)	18

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	16% (345)	25% (548)	18% (399)	12% (271)	10% (221)	10% (221)	9% (196)	220
Watch Movies: Every day	100% (345)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	345
Watch Movies: Several times per week	— (0)	100% (548)	— (0)	— (0)	— (0)	— (0)	— (0)	548
Watch Movies: About once per week	— (0)	— (0)	100% (399)	— (0)	— (0)	— (0)	— (0)	399
Watch Movies: Several times per month	— (0)	— (0)	— (0)	100% (271)	— (0)	— (0)	— (0)	271
Watch Movies: About once per month	— (0)	— (0)	— (0)	— (0)	100% (221)	— (0)	— (0)	221
Watch Movies: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (221)	— (0)	221
Watch Movies: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (196)	196
Watch Sporting Events: Every day	42% (57)	17% (23)	18% (25)	7% (9)	13% (18)	1% (1)	1% (2)	133
Watch Sporting Events: Several times per week	14% (41)	37% (111)	20% (59)	10% (30)	8% (24)	8% (25)	3% (10)	303
Watch Sporting Events: About once per week	14% (39)	34% (95)	26% (72)	9% (25)	8% (22)	8% (21)	3% (8)	288
Watch Sporting Events: Several times per month	13% (22)	24% (42)	20% (35)	24% (42)	5% (9)	9% (16)	4% (8)	173
Watch Sporting Events: About once per month	9% (15)	13% (22)	31% (51)	16% (27)	23% (37)	5% (9)	2% (4)	161
Watch Sporting Events: Less often than once per month	14% (52)	29% (107)	16% (58)	11% (40)	11% (41)	16% (58)	3% (11)	303
Watch Sporting Events: Never	15% (119)	19% (147)	13% (99)	13% (98)	9% (70)	12% (90)	20% (154)	770
Cable TV: Currently subscribe	16% (144)	26% (235)	18% (160)	13% (114)	10% (91)	10% (86)	8% (71)	901
Cable TV: Subscribed in past	15% (119)	28% (221)	19% (150)	13% (100)	11% (88)	9% (67)	5% (43)	788
Cable TV: Never subscribed	16% (82)	18% (92)	17% (88)	11% (57)	8% (42)	13% (68)	16% (81)	550
Satellite TV: Currently subscribe	17% (83)	25% (121)	17% (84)	11% (51)	9% (44)	11% (54)	9% (45)	485
Satellite TV: Subscribed in past	18% (103)	27% (160)	19% (113)	12% (69)	12% (69)	6% (37)	6% (35)	586
Satellite TV: Never subscribed	14% (159)	24% (266)	18% (201)	13% (151)	10% (108)	11% (129)	10% (115)	1130
Streaming Services: Currently subscribe	18% (240)	30% (393)	20% (263)	13% (169)	10% (130)	7% (95)	2% (32)	1327
Streaming Services: Subscribed in past	12% (27)	21% (45)	19% (41)	16% (34)	13% (27)	12% (25)	7% (15)	234
Streaming Services: Never subscribed	12% (79)	17% (110)	14% (94)	10% (68)	10% (64)	15% (101)	22% (149)	605
Film: An avid fan	27% (181)	34% (224)	19% (123)	9% (59)	6% (41)	3% (20)	2% (15)	602
Film: A casual fan	11% (142)	23% (287)	20% (256)	16% (195)	13% (161)	12% (147)	6% (70)	1208
Film: Not a fan	8% (21)	13% (37)	7% (19)	6% (17)	7% (18)	20% (54)	40% (110)	276

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	16% (345)	25% (548)	18% (399)	12% (271)	10% (221)	10% (221)	9% (196)	220
Television: An avid fan	19% (176)	29% (270)	18% (167)	12% (116)	8% (79)	8% (77)	5% (51)	93
Television: A casual fan	13% (145)	23% (252)	19% (206)	13% (139)	11% (124)	12% (126)	9% (97)	108
Television: Not a fan	14% (24)	15% (26)	14% (25)	9% (17)	10% (18)	10% (18)	27% (47)	17
Music: An avid fan	20% (222)	27% (302)	18% (195)	13% (140)	11% (122)	7% (80)	4% (46)	110
Music: A casual fan	11% (105)	23% (219)	20% (187)	12% (116)	10% (94)	13% (125)	10% (98)	94
Music: Not a fan	12% (18)	18% (27)	11% (17)	10% (15)	3% (5)	11% (16)	34% (51)	14
Fashion: An avid fan	34% (95)	25% (71)	14% (39)	11% (32)	8% (23)	4% (12)	3% (9)	23
Fashion: A casual fan	14% (127)	27% (241)	20% (175)	13% (112)	9% (83)	10% (90)	7% (64)	89
Fashion: Not a fan	12% (123)	23% (236)	18% (184)	12% (127)	11% (115)	12% (119)	12% (122)	102

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% (134)	14% (301)	13% (282)	8% (174)	7% (165)	17% (367)	35% (777)	220
Gender: Male	11% (117)	21% (219)	16% (172)	8% (81)	8% (81)	12% (130)	25% (262)	106
Gender: Female	1% (17)	7% (82)	10% (111)	8% (93)	7% (84)	21% (237)	45% (515)	113
Age: 18-29	9% (43)	8% (37)	11% (50)	8% (38)	10% (46)	18% (86)	36% (172)	47
Age: 30-44	8% (43)	12% (64)	16% (87)	7% (38)	7% (39)	20% (107)	30% (161)	5
Age: 45-54	4% (16)	16% (57)	13% (43)	8% (29)	6% (22)	14% (50)	38% (130)	34
Age: 55-64	5% (20)	15% (60)	12% (50)	9% (35)	9% (36)	16% (63)	35% (140)	40
Age: 65+	3% (13)	19% (83)	12% (51)	8% (33)	5% (21)	14% (61)	40% (174)	43
Generation Z: 18-22	7% (17)	4% (10)	10% (23)	10% (22)	13% (29)	20% (47)	36% (83)	2
Millennial: Age 23-38	9% (49)	12% (66)	14% (79)	8% (43)	8% (44)	17% (96)	33% (184)	5
Generation X: Age 39-54	6% (35)	14% (82)	14% (78)	7% (41)	6% (34)	18% (100)	35% (196)	50
Boomers: Age 55-73	4% (30)	16% (115)	12% (85)	8% (60)	7% (48)	15% (105)	38% (272)	7
PID: Dem (no lean)	7% (51)	14% (103)	12% (90)	10% (72)	8% (63)	17% (129)	33% (251)	79
PID: Ind (no lean)	6% (46)	12% (87)	13% (91)	6% (43)	7% (47)	17% (125)	39% (282)	7
PID: Rep (no lean)	5% (38)	15% (111)	14% (101)	8% (59)	8% (55)	16% (113)	34% (244)	72
PID/Gender: Dem Men	14% (45)	19% (64)	14% (46)	11% (35)	9% (30)	11% (37)	22% (73)	3
PID/Gender: Dem Women	1% (5)	9% (39)	10% (44)	9% (37)	8% (33)	21% (92)	41% (177)	42
PID/Gender: Ind Men	11% (40)	19% (72)	16% (60)	6% (23)	6% (21)	13% (48)	29% (107)	37
PID/Gender: Ind Women	2% (6)	4% (15)	9% (31)	6% (20)	7% (26)	22% (77)	50% (175)	35
PID/Gender: Rep Men	9% (32)	23% (83)	18% (65)	6% (23)	8% (30)	12% (45)	23% (82)	36
PID/Gender: Rep Women	2% (6)	8% (28)	10% (36)	10% (35)	7% (25)	19% (68)	45% (162)	36
Ideo: Liberal (1-3)	6% (39)	13% (82)	11% (68)	9% (55)	11% (71)	18% (114)	31% (194)	62
Ideo: Moderate (4)	8% (41)	14% (73)	14% (75)	9% (50)	6% (34)	15% (81)	35% (188)	54
Ideo: Conservative (5-7)	5% (39)	16% (117)	15% (113)	8% (59)	8% (56)	16% (119)	33% (242)	74
Educ: < College	6% (95)	12% (180)	12% (179)	7% (106)	7% (110)	17% (250)	39% (593)	15
Educ: Bachelors degree	5% (24)	19% (85)	14% (64)	10% (45)	9% (38)	17% (74)	26% (113)	44
Educ: Post-grad	6% (15)	15% (36)	16% (40)	9% (23)	7% (17)	17% (43)	29% (71)	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% (134)	14% (301)	13% (282)	8% (174)	7% (165)	17% (367)	35% (777)	220
Income: Under 50k	5% (65)	11% (130)	11% (132)	7% (86)	7% (86)	17% (209)	42% (516)	122
Income: 50k-100k	7% (45)	17% (119)	14% (99)	9% (62)	9% (61)	16% (114)	28% (195)	69
Income: 100k+	9% (24)	18% (51)	18% (51)	9% (26)	6% (17)	16% (45)	24% (66)	28
Ethnicity: White	5% (87)	14% (246)	12% (214)	8% (132)	8% (136)	16% (277)	37% (631)	172
Ethnicity: Hispanic	6% (21)	12% (41)	14% (48)	7% (24)	14% (47)	16% (56)	32% (113)	34
Ethnicity: Afr. Am.	11% (31)	12% (34)	16% (43)	10% (26)	6% (17)	17% (46)	28% (76)	27
Ethnicity: Other	8% (16)	10% (20)	12% (25)	8% (16)	6% (13)	22% (44)	34% (70)	20
All Christian	7% (64)	17% (161)	13% (122)	9% (86)	8% (76)	17% (160)	29% (277)	94
All Non-Christian	10% (11)	17% (18)	15% (16)	12% (13)	4% (4)	14% (15)	28% (30)	10
Atheist	3% (4)	10% (12)	12% (15)	7% (9)	11% (14)	17% (21)	39% (49)	12
Agnostic/Nothing in particular	5% (55)	11% (109)	13% (130)	6% (66)	7% (71)	17% (171)	41% (420)	102
Religious Non-Protestant/Catholic	11% (15)	14% (19)	14% (18)	11% (14)	9% (12)	12% (16)	29% (38)	13
Evangelical	8% (45)	14% (77)	11% (59)	8% (42)	7% (37)	18% (98)	35% (192)	55
Non-Evangelical	6% (42)	16% (121)	13% (100)	10% (75)	7% (56)	16% (120)	31% (236)	74
Community: Urban	9% (48)	15% (82)	10% (56)	9% (50)	8% (45)	16% (89)	33% (181)	54
Community: Suburban	6% (61)	14% (138)	14% (143)	7% (75)	9% (90)	17% (171)	33% (336)	10
Community: Rural	4% (25)	13% (81)	13% (84)	8% (49)	5% (30)	17% (107)	41% (260)	63
Employ: Private Sector	7% (50)	14% (99)	18% (123)	11% (72)	8% (57)	15% (100)	27% (185)	68
Employ: Government	4% (5)	18% (21)	13% (15)	4% (5)	9% (10)	16% (18)	36% (41)	1
Employ: Self-Employed	7% (11)	15% (24)	11% (16)	7% (11)	9% (13)	13% (19)	38% (59)	15
Employ: Homemaker	1% (1)	8% (14)	7% (12)	3% (5)	7% (11)	25% (41)	49% (80)	10
Employ: Retired	4% (19)	20% (102)	10% (53)	8% (42)	6% (31)	14% (70)	39% (201)	5
Employ: Unemployed	8% (17)	8% (17)	13% (27)	4% (7)	2% (5)	23% (48)	41% (84)	20
Employ: Other	7% (13)	7% (14)	10% (20)	6% (11)	6% (11)	18% (35)	47% (91)	19
Military HH: Yes	6% (26)	15% (58)	14% (56)	8% (32)	9% (37)	16% (63)	32% (128)	39
Military HH: No	6% (108)	13% (243)	13% (226)	8% (142)	7% (128)	17% (305)	36% (649)	18

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% (134)	14% (301)	13% (282)	8% (174)	7% (165)	17% (367)	35% (777)	220
RD/WT: Right Direction	7% (67)	15% (132)	15% (138)	7% (66)	7% (63)	15% (132)	34% (308)	90
RD/WT: Wrong Track	5% (67)	13% (168)	11% (144)	8% (108)	8% (102)	18% (235)	36% (469)	129
Trump Job Approve	7% (68)	15% (140)	15% (136)	7% (68)	6% (55)	16% (146)	34% (311)	92
Trump Job Disapprove	5% (64)	13% (150)	12% (139)	9% (105)	9% (102)	17% (202)	35% (409)	117
Trump Job Strongly Approve	7% (35)	16% (84)	14% (75)	7% (37)	7% (37)	15% (77)	34% (174)	52
Trump Job Somewhat Approve	8% (33)	14% (57)	15% (61)	8% (31)	5% (18)	17% (68)	34% (137)	40
Trump Job Somewhat Disapprove	5% (15)	9% (25)	15% (43)	10% (27)	7% (20)	17% (47)	36% (100)	27
Trump Job Strongly Disapprove	6% (50)	14% (125)	11% (97)	9% (77)	9% (82)	17% (155)	35% (309)	89
Favorable of Trump	6% (58)	16% (145)	14% (130)	8% (70)	6% (56)	16% (144)	33% (301)	90
Unfavorable of Trump	6% (70)	13% (148)	12% (135)	9% (102)	9% (100)	17% (199)	35% (413)	110
Very Favorable of Trump	7% (37)	16% (90)	13% (75)	8% (44)	7% (37)	15% (83)	34% (188)	55
Somewhat Favorable of Trump	6% (20)	16% (55)	16% (55)	7% (26)	5% (19)	17% (61)	32% (112)	34
Somewhat Unfavorable of Trump	11% (21)	9% (18)	18% (35)	8% (16)	8% (15)	16% (30)	31% (60)	19
Very Unfavorable of Trump	5% (49)	13% (129)	10% (100)	9% (86)	9% (85)	17% (168)	36% (352)	91
#1 Issue: Economy	7% (39)	13% (70)	15% (78)	8% (42)	9% (47)	18% (95)	31% (167)	53
#1 Issue: Security	6% (27)	12% (51)	14% (58)	10% (41)	8% (33)	14% (59)	36% (152)	42
#1 Issue: Health Care	4% (18)	14% (59)	13% (55)	8% (32)	9% (36)	17% (71)	34% (142)	41
#1 Issue: Medicare / Social Security	7% (25)	19% (65)	10% (35)	6% (21)	5% (19)	13% (45)	38% (129)	34
#1 Issue: Women's Issues	7% (10)	10% (13)	10% (13)	8% (11)	8% (10)	17% (22)	39% (49)	12
#1 Issue: Education	4% (5)	12% (15)	18% (22)	6% (7)	7% (9)	29% (35)	24% (30)	12
#1 Issue: Energy	2% (2)	10% (10)	9% (9)	12% (12)	8% (8)	16% (16)	43% (45)	10
#1 Issue: Other	7% (9)	13% (18)	8% (11)	6% (8)	3% (4)	17% (23)	46% (62)	13
2018 House Vote: Democrat	8% (59)	16% (116)	13% (98)	11% (80)	7% (55)	15% (112)	30% (224)	74
2018 House Vote: Republican	6% (36)	16% (99)	15% (96)	8% (53)	9% (54)	15% (95)	32% (200)	63
2018 House Vote: Someone else	5% (4)	18% (16)	8% (7)	7% (6)	1% (1)	24% (21)	36% (32)	8

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% (134)	14% (301)	13% (282)	8% (174)	7% (165)	17% (367)	35% (777)	220
2016 Vote: Hillary Clinton	8% (52)	15% (103)	14% (93)	10% (67)	7% (48)	15% (104)	31% (208)	67
2016 Vote: Donald Trump	6% (38)	17% (114)	15% (101)	8% (54)	7% (49)	15% (103)	32% (214)	67
2016 Vote: Other	5% (8)	20% (31)	10% (15)	6% (9)	10% (15)	18% (28)	31% (48)	15
2016 Vote: Didn't Vote	5% (36)	8% (53)	10% (73)	6% (44)	8% (53)	19% (132)	44% (306)	69
Voted in 2014: Yes	7% (83)	17% (218)	14% (182)	9% (115)	8% (99)	15% (191)	31% (393)	12
Voted in 2014: No	6% (51)	9% (82)	11% (101)	6% (59)	7% (66)	19% (176)	42% (384)	9
2012 Vote: Barack Obama	8% (59)	15% (118)	15% (117)	10% (76)	7% (57)	15% (121)	31% (243)	79
2012 Vote: Mitt Romney	5% (25)	19% (100)	13% (69)	7% (37)	8% (40)	15% (79)	32% (164)	5
2012 Vote: Other	6% (5)	25% (21)	14% (12)	9% (8)	6% (5)	10% (8)	31% (26)	8
2012 Vote: Didn't Vote	5% (44)	8% (61)	11% (85)	6% (52)	8% (63)	20% (159)	43% (343)	80
4-Region: Northeast	6% (25)	15% (57)	13% (52)	7% (27)	4% (17)	17% (66)	38% (149)	39
4-Region: Midwest	7% (31)	14% (66)	11% (52)	8% (36)	8% (39)	18% (84)	33% (154)	40
4-Region: South	6% (51)	14% (114)	15% (122)	7% (60)	7% (60)	16% (131)	35% (286)	82
4-Region: West	5% (27)	12% (64)	11% (56)	10% (50)	9% (49)	17% (86)	36% (188)	52
Watch TV: Every day	10% (104)	16% (171)	14% (154)	10% (102)	6% (64)	17% (186)	27% (287)	106
Watch TV: Several times per week	4% (20)	19% (95)	15% (72)	9% (42)	8% (41)	15% (74)	30% (150)	49
Watch TV: About once per week	3% (6)	10% (18)	13% (24)	5% (8)	12% (22)	17% (30)	40% (71)	18
Watch TV: Several times per month	2% (2)	10% (12)	11% (13)	11% (13)	3% (4)	21% (24)	43% (50)	1
Watch TV: About once per month	1% (1)	1% (1)	16% (13)	2% (2)	32% (26)	19% (15)	29% (24)	8
Watch TV: Less often than once per month	— (0)	4% (3)	3% (2)	5% (4)	9% (7)	38% (28)	42% (31)	7
Watch TV: Never	— (0)	— (1)	2% (4)	2% (4)	1% (1)	5% (9)	90% (163)	18

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% (134)	14% (301)	13% (282)	8% (174)	7% (165)	17% (367)	35% (777)	220
Watch Movies: Every day	16% (57)	12% (41)	11% (39)	6% (22)	4% (15)	15% (52)	34% (119)	34
Watch Movies: Several times per week	4% (23)	20% (111)	17% (95)	8% (42)	4% (22)	20% (107)	27% (147)	54
Watch Movies: About once per week	6% (25)	15% (59)	18% (72)	9% (35)	13% (51)	15% (58)	25% (99)	39
Watch Movies: Several times per month	3% (9)	11% (30)	9% (25)	16% (42)	10% (27)	15% (40)	36% (98)	21
Watch Movies: About once per month	8% (18)	11% (24)	10% (22)	4% (9)	17% (37)	18% (41)	32% (70)	21
Watch Movies: Less often than once per month	— (1)	11% (25)	10% (21)	7% (16)	4% (9)	26% (58)	41% (90)	21
Watch Movies: Never	1% (2)	5% (10)	4% (8)	4% (8)	2% (4)	6% (11)	79% (154)	19
Watch Sporting Events: Every day	100% (134)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	134
Watch Sporting Events: Several times per week	— (0)	100% (301)	— (0)	— (0)	— (0)	— (0)	— (0)	301
Watch Sporting Events: About once per week	— (0)	— (0)	100% (282)	— (0)	— (0)	— (0)	— (0)	282
Watch Sporting Events: Several times per month	— (0)	— (0)	— (0)	100% (174)	— (0)	— (0)	— (0)	174
Watch Sporting Events: About once per month	— (0)	— (0)	— (0)	— (0)	100% (165)	— (0)	— (0)	165
Watch Sporting Events: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (367)	— (0)	367
Watch Sporting Events: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (777)	777
Cable TV: Currently subscribe	8% (68)	18% (161)	14% (129)	9% (82)	6% (58)	15% (138)	29% (264)	90
Cable TV: Subscribed in past	6% (44)	10% (82)	15% (115)	8% (61)	10% (81)	19% (147)	33% (258)	78
Cable TV: Never subscribed	4% (22)	11% (58)	7% (38)	6% (31)	5% (26)	16% (83)	50% (255)	51
Satellite TV: Currently subscribe	10% (49)	16% (78)	15% (70)	10% (49)	4% (22)	13% (61)	32% (153)	48
Satellite TV: Subscribed in past	5% (31)	12% (72)	14% (82)	5% (31)	14% (82)	18% (106)	31% (182)	58
Satellite TV: Never subscribed	5% (54)	13% (150)	12% (130)	8% (93)	5% (61)	18% (200)	39% (441)	113
Streaming Services: Currently subscribe	6% (82)	14% (185)	14% (187)	9% (113)	8% (111)	16% (218)	32% (425)	132
Streaming Services: Subscribed in past	6% (13)	11% (23)	9% (19)	9% (20)	11% (23)	18% (39)	36% (77)	21
Streaming Services: Never subscribed	6% (39)	14% (93)	11% (76)	6% (41)	5% (31)	17% (110)	41% (275)	66
Film: An avid fan	9% (61)	15% (102)	14% (92)	10% (65)	7% (48)	14% (94)	30% (201)	66
Film: A casual fan	5% (66)	13% (163)	13% (166)	8% (96)	9% (111)	18% (226)	34% (431)	120
Film: Not a fan	3% (7)	13% (35)	9% (24)	5% (14)	2% (6)	17% (47)	52% (144)	27

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% (134)	14% (301)	13% (282)	8% (174)	7% (165)	17% (367)	35% (777)	220
Television: An avid fan	8% (71)	20% (187)	15% (141)	9% (82)	7% (66)	14% (132)	28% (258)	93
Television: A casual fan	5% (50)	10% (109)	11% (124)	8% (85)	9% (93)	19% (212)	38% (417)	108
Television: Not a fan	8% (13)	3% (5)	10% (18)	4% (7)	4% (6)	13% (23)	58% (102)	17
Music: An avid fan	7% (81)	14% (150)	14% (150)	10% (105)	9% (105)	17% (186)	30% (328)	110
Music: A casual fan	5% (51)	14% (136)	13% (122)	6% (58)	6% (56)	18% (168)	37% (354)	94
Music: Not a fan	1% (2)	9% (14)	7% (10)	7% (11)	3% (4)	9% (13)	64% (94)	14
Fashion: An avid fan	11% (30)	14% (41)	14% (41)	10% (30)	11% (30)	15% (44)	24% (68)	23
Fashion: A casual fan	6% (54)	11% (96)	11% (101)	9% (77)	8% (73)	20% (178)	35% (314)	85
Fashion: Not a fan	5% (50)	16% (164)	14% (141)	7% (67)	6% (62)	14% (146)	39% (395)	102

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	41%	(900)	36%	(788)	23%	(512)	2200
Gender: Male	44%	(464)	35%	(367)	22%	(231)	1062
Gender: Female	38%	(436)	37%	(420)	25%	(282)	1138
Age: 18-29	30%	(139)	34%	(162)	36%	(171)	472
Age: 30-44	37%	(199)	41%	(222)	22%	(119)	541
Age: 45-54	44%	(154)	37%	(128)	19%	(65)	346
Age: 55-64	46%	(186)	39%	(156)	15%	(62)	405
Age: 65+	51%	(221)	28%	(120)	22%	(95)	436
Generation Z: 18-22	31%	(72)	35%	(82)	34%	(78)	231
Millennial: Age 23-38	32%	(179)	39%	(218)	29%	(164)	561
Generation X: Age 39-54	43%	(242)	37%	(212)	20%	(113)	567
Boomers: Age 55-73	48%	(340)	34%	(245)	18%	(130)	715
PID: Dem (no lean)	42%	(319)	35%	(269)	23%	(172)	759
PID: Ind (no lean)	36%	(257)	38%	(275)	26%	(189)	721
PID: Rep (no lean)	45%	(325)	34%	(243)	21%	(152)	720
PID/Gender: Dem Men	42%	(138)	37%	(124)	21%	(69)	331
PID/Gender: Dem Women	42%	(181)	34%	(145)	24%	(102)	428
PID/Gender: Ind Men	38%	(142)	35%	(129)	27%	(99)	370
PID/Gender: Ind Women	33%	(114)	42%	(146)	26%	(90)	350
PID/Gender: Rep Men	51%	(183)	32%	(114)	17%	(63)	360
PID/Gender: Rep Women	39%	(141)	36%	(129)	25%	(89)	360
Ideo: Liberal (1-3)	41%	(252)	37%	(231)	22%	(139)	622
Ideo: Moderate (4)	39%	(211)	37%	(199)	24%	(133)	543
Ideo: Conservative (5-7)	47%	(347)	35%	(261)	18%	(136)	744
Educ: < College	39%	(586)	35%	(534)	26%	(392)	1512
Educ: Bachelors degree	45%	(200)	37%	(162)	18%	(82)	444
Educ: Post-grad	47%	(114)	37%	(91)	16%	(39)	244
Income: Under 50k	35%	(434)	36%	(438)	29%	(351)	1224
Income: 50k-100k	46%	(322)	37%	(254)	17%	(120)	696
Income: 100k+	51%	(144)	34%	(95)	15%	(41)	280
Ethnicity: White	42%	(728)	35%	(610)	22%	(383)	1722

Continued on next page

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

Demographic	Cable TV: Currently subscribe		Cable TV: Subscribed in past		Cable TV: Never subscribed		Total N
Adults	41%	(900)	36%	(788)	23%	(512)	2200
Ethnicity: Hispanic	32%	(112)	36%	(125)	32%	(112)	349
Ethnicity: Afr. Am.	44%	(121)	34%	(94)	21%	(59)	274
Ethnicity: Other	25%	(51)	41%	(83)	34%	(70)	204
All Christian	48%	(450)	32%	(304)	20%	(192)	947
All Non-Christian	62%	(67)	19%	(21)	19%	(20)	108
Atheist	36%	(44)	35%	(43)	30%	(37)	124
Agnostic/Nothing in particular	33%	(338)	41%	(420)	26%	(263)	1022
Religious Non-Protestant/Catholic	55%	(73)	24%	(32)	21%	(27)	132
Evangelical	40%	(217)	38%	(209)	22%	(123)	550
Non-Evangelical	47%	(355)	31%	(236)	21%	(159)	749
Community: Urban	40%	(222)	32%	(177)	27%	(151)	549
Community: Suburban	46%	(463)	36%	(368)	18%	(184)	1015
Community: Rural	34%	(215)	38%	(243)	28%	(177)	635
Employ: Private Sector	44%	(301)	36%	(249)	20%	(137)	687
Employ: Government	36%	(41)	42%	(48)	22%	(26)	115
Employ: Self-Employed	40%	(62)	41%	(63)	19%	(30)	155
Employ: Homemaker	30%	(49)	40%	(66)	30%	(50)	165
Employ: Retired	48%	(250)	32%	(164)	20%	(103)	517
Employ: Unemployed	30%	(61)	33%	(67)	37%	(76)	204
Employ: Other	40%	(78)	31%	(60)	30%	(58)	196
Military HH: Yes	45%	(179)	38%	(151)	17%	(69)	399
Military HH: No	40%	(721)	35%	(636)	25%	(443)	1801
RD/WT: Right Direction	43%	(394)	36%	(325)	21%	(188)	907
RD/WT: Wrong Track	39%	(506)	36%	(463)	25%	(324)	1293
Trump Job Approve	43%	(399)	35%	(328)	21%	(198)	925
Trump Job Disapprove	40%	(469)	37%	(429)	23%	(274)	1172
Trump Job Strongly Approve	45%	(235)	34%	(177)	21%	(108)	520
Trump Job Somewhat Approve	40%	(164)	37%	(151)	22%	(90)	405
Trump Job Somewhat Disapprove	43%	(119)	30%	(82)	27%	(76)	277
Trump Job Strongly Disapprove	39%	(350)	39%	(347)	22%	(198)	895

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	41%	(900)	36%	(788)	23%	(512)	2200
Favorable of Trump	44%	(396)	36%	(321)	21%	(185)	902
Unfavorable of Trump	39%	(459)	37%	(431)	24%	(277)	1167
Very Favorable of Trump	42%	(234)	34%	(189)	24%	(132)	555
Somewhat Favorable of Trump	47%	(162)	38%	(132)	15%	(53)	347
Somewhat Unfavorable of Trump	41%	(81)	34%	(67)	25%	(48)	196
Very Unfavorable of Trump	39%	(378)	38%	(364)	24%	(229)	971
#1 Issue: Economy	38%	(203)	40%	(214)	22%	(119)	537
#1 Issue: Security	45%	(189)	30%	(127)	25%	(106)	422
#1 Issue: Health Care	43%	(176)	35%	(143)	23%	(94)	413
#1 Issue: Medicare / Social Security	48%	(162)	34%	(114)	19%	(64)	340
#1 Issue: Women's Issues	33%	(42)	42%	(54)	24%	(31)	128
#1 Issue: Education	35%	(42)	46%	(56)	19%	(23)	122
#1 Issue: Energy	27%	(28)	39%	(40)	33%	(34)	103
#1 Issue: Other	42%	(57)	29%	(39)	30%	(40)	136
2018 House Vote: Democrat	45%	(334)	34%	(257)	21%	(154)	745
2018 House Vote: Republican	44%	(281)	36%	(231)	19%	(122)	633
2018 House Vote: Someone else	35%	(31)	41%	(35)	24%	(21)	87
2016 Vote: Hillary Clinton	46%	(313)	33%	(223)	21%	(139)	675
2016 Vote: Donald Trump	46%	(309)	34%	(230)	20%	(133)	672
2016 Vote: Other	37%	(57)	48%	(75)	15%	(22)	155
2016 Vote: Didn't Vote	32%	(220)	37%	(259)	31%	(219)	698
Voted in 2014: Yes	46%	(592)	35%	(455)	18%	(234)	1281
Voted in 2014: No	33%	(308)	36%	(333)	30%	(278)	919
2012 Vote: Barack Obama	45%	(359)	37%	(292)	18%	(141)	792
2012 Vote: Mitt Romney	49%	(250)	32%	(164)	19%	(99)	514
2012 Vote: Other	38%	(32)	45%	(39)	18%	(15)	86
2012 Vote: Didn't Vote	32%	(259)	36%	(291)	32%	(257)	807

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	41%	(900)	36%	(788)	23%	(512)	2200
4-Region: Northeast	57%	(224)	27%	(105)	16%	(64)	394
4-Region: Midwest	39%	(182)	35%	(161)	26%	(120)	462
4-Region: South	39%	(321)	37%	(304)	24%	(199)	824
4-Region: West	33%	(173)	42%	(218)	25%	(129)	520
Watch TV: Every day	46%	(488)	36%	(382)	19%	(198)	1068
Watch TV: Several times per week	41%	(202)	40%	(197)	19%	(96)	495
Watch TV: About once per week	37%	(67)	29%	(53)	33%	(60)	180
Watch TV: Several times per month	36%	(43)	40%	(47)	23%	(28)	118
Watch TV: About once per month	29%	(24)	52%	(43)	19%	(15)	82
Watch TV: Less often than once per month	23%	(17)	44%	(32)	33%	(24)	74
Watch TV: Never	32%	(58)	18%	(33)	50%	(91)	182
Watch Movies: Every day	42%	(144)	34%	(119)	24%	(82)	345
Watch Movies: Several times per week	43%	(235)	40%	(221)	17%	(92)	548
Watch Movies: About once per week	40%	(160)	38%	(150)	22%	(88)	399
Watch Movies: Several times per month	42%	(114)	37%	(100)	21%	(57)	271
Watch Movies: About once per month	41%	(91)	40%	(88)	19%	(42)	221
Watch Movies: Less often than once per month	39%	(86)	30%	(67)	31%	(68)	221
Watch Movies: Never	37%	(71)	22%	(43)	42%	(81)	196
Watch Sporting Events: Every day	51%	(68)	33%	(44)	16%	(22)	134
Watch Sporting Events: Several times per week	54%	(161)	27%	(82)	19%	(58)	301
Watch Sporting Events: About once per week	46%	(129)	41%	(115)	13%	(38)	282
Watch Sporting Events: Several times per month	47%	(82)	35%	(61)	18%	(31)	174
Watch Sporting Events: About once per month	35%	(58)	49%	(81)	16%	(26)	165
Watch Sporting Events: Less often than once per month	38%	(138)	40%	(147)	22%	(83)	367
Watch Sporting Events: Never	34%	(264)	33%	(258)	33%	(255)	777
Cable TV: Currently subscribe	100%	(900)	—	(0)	—	(0)	900
Cable TV: Subscribed in past	—	(0)	100%	(788)	—	(0)	788
Cable TV: Never subscribed	—	(0)	—	(0)	100%	(512)	512

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	41%	(900)	36%	(788)	23%	(512)	2200
Satellite TV: Currently subscribe	26%	(128)	46%	(223)	27%	(133)	483
Satellite TV: Subscribed in past	35%	(205)	57%	(333)	8%	(49)	587
Satellite TV: Never subscribed	50%	(568)	21%	(232)	29%	(331)	1130
Streaming Services: Currently subscribe	40%	(535)	41%	(536)	19%	(251)	1322
Streaming Services: Subscribed in past	33%	(70)	50%	(106)	18%	(38)	214
Streaming Services: Never subscribed	44%	(295)	22%	(146)	34%	(224)	665
Film: An avid fan	46%	(304)	35%	(234)	19%	(125)	663
Film: A casual fan	38%	(484)	39%	(485)	23%	(290)	1260
Film: Not a fan	40%	(111)	25%	(68)	35%	(98)	277
Television: An avid fan	51%	(474)	32%	(301)	17%	(161)	936
Television: A casual fan	35%	(384)	39%	(423)	26%	(282)	1089
Television: Not a fan	24%	(42)	36%	(63)	40%	(69)	174
Music: An avid fan	39%	(432)	39%	(434)	22%	(241)	1107
Music: A casual fan	43%	(402)	35%	(330)	23%	(213)	945
Music: Not a fan	45%	(66)	16%	(24)	39%	(58)	148
Fashion: An avid fan	49%	(140)	28%	(80)	22%	(63)	283
Fashion: A casual fan	39%	(348)	41%	(364)	20%	(180)	892
Fashion: Not a fan	40%	(413)	33%	(343)	26%	(269)	1025

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

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

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	22%	(483)	27%	(587)	51%	(1130)	2200
Gender: Male	21%	(225)	28%	(296)	51%	(541)	1062
Gender: Female	23%	(257)	26%	(292)	52%	(589)	1138
Age: 18-29	21%	(98)	27%	(128)	52%	(246)	472
Age: 30-44	21%	(113)	30%	(160)	50%	(268)	541
Age: 45-54	19%	(65)	30%	(106)	51%	(176)	346
Age: 55-64	24%	(96)	26%	(107)	50%	(201)	405
Age: 65+	25%	(111)	20%	(87)	55%	(238)	436
Generation Z: 18-22	21%	(49)	32%	(74)	47%	(108)	231
Millennial: Age 23-38	22%	(126)	26%	(148)	51%	(287)	561
Generation X: Age 39-54	18%	(101)	30%	(170)	52%	(295)	567
Boomers: Age 55-73	25%	(177)	23%	(165)	52%	(374)	715
PID: Dem (no lean)	22%	(164)	25%	(193)	53%	(402)	759
PID: Ind (no lean)	20%	(143)	27%	(193)	53%	(385)	721
PID: Rep (no lean)	24%	(175)	28%	(201)	48%	(343)	720
PID/Gender: Dem Men	22%	(74)	27%	(91)	50%	(167)	331
PID/Gender: Dem Women	21%	(90)	24%	(103)	55%	(235)	428
PID/Gender: Ind Men	21%	(78)	24%	(90)	54%	(202)	370
PID/Gender: Ind Women	19%	(65)	29%	(102)	52%	(183)	350
PID/Gender: Rep Men	20%	(73)	32%	(115)	48%	(173)	360
PID/Gender: Rep Women	28%	(102)	24%	(87)	47%	(171)	360
Ideo: Liberal (1-3)	21%	(130)	27%	(165)	53%	(327)	622
Ideo: Moderate (4)	21%	(116)	28%	(150)	51%	(277)	543
Ideo: Conservative (5-7)	24%	(176)	28%	(211)	48%	(356)	744
Educ: < College	22%	(335)	28%	(427)	50%	(750)	1512
Educ: Bachelors degree	23%	(103)	20%	(91)	56%	(249)	444
Educ: Post-grad	18%	(44)	28%	(69)	54%	(131)	244
Income: Under 50k	19%	(236)	28%	(342)	53%	(646)	1224
Income: 50k-100k	27%	(186)	25%	(172)	49%	(338)	696
Income: 100k+	22%	(60)	26%	(73)	52%	(147)	280
Ethnicity: White	22%	(374)	26%	(453)	52%	(894)	1722

Continued on next page

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

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	22%	(483)	27%	(587)	51%	(1130)	2200
Ethnicity: Hispanic	23%	(79)	31%	(108)	47%	(163)	349
Ethnicity: Afr. Am.	25%	(68)	27%	(73)	49%	(133)	274
Ethnicity: Other	20%	(41)	30%	(60)	50%	(103)	204
All Christian	24%	(225)	24%	(229)	52%	(493)	947
All Non-Christian	16%	(18)	21%	(23)	62%	(67)	108
Atheist	18%	(22)	27%	(33)	56%	(69)	124
Agnostic/Nothing in particular	21%	(219)	30%	(302)	49%	(501)	1022
Religious Non-Protestant/Catholic	16%	(22)	25%	(33)	58%	(77)	132
Evangelical	26%	(143)	31%	(168)	43%	(238)	550
Non-Evangelical	22%	(162)	22%	(163)	57%	(425)	749
Community: Urban	21%	(115)	25%	(135)	55%	(300)	549
Community: Suburban	20%	(202)	25%	(254)	55%	(559)	1015
Community: Rural	26%	(166)	31%	(198)	43%	(271)	635
Employ: Private Sector	19%	(133)	29%	(201)	51%	(353)	687
Employ: Government	21%	(24)	26%	(30)	53%	(61)	115
Employ: Self-Employed	25%	(39)	25%	(39)	50%	(77)	155
Employ: Homemaker	22%	(36)	29%	(48)	49%	(81)	165
Employ: Retired	26%	(135)	23%	(116)	51%	(266)	517
Employ: Unemployed	20%	(41)	20%	(41)	60%	(122)	204
Employ: Other	16%	(31)	28%	(54)	56%	(110)	196
Military HH: Yes	23%	(93)	33%	(133)	44%	(174)	399
Military HH: No	22%	(390)	25%	(454)	53%	(956)	1801
RD/WT: Right Direction	25%	(231)	28%	(251)	47%	(425)	907
RD/WT: Wrong Track	19%	(252)	26%	(336)	55%	(705)	1293
Trump Job Approve	25%	(234)	27%	(253)	47%	(438)	925
Trump Job Disapprove	20%	(233)	27%	(318)	53%	(621)	1172
Trump Job Strongly Approve	27%	(138)	28%	(147)	45%	(235)	520
Trump Job Somewhat Approve	24%	(96)	26%	(106)	50%	(203)	405
Trump Job Somewhat Disapprove	21%	(58)	24%	(68)	55%	(151)	277
Trump Job Strongly Disapprove	20%	(175)	28%	(250)	52%	(470)	895

Continued on next page

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

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	22%	(483)	27%	(587)	51%	(1130)	2200
Favorable of Trump	25%	(228)	28%	(251)	47%	(423)	902
Unfavorable of Trump	19%	(226)	27%	(316)	54%	(624)	1167
Very Favorable of Trump	27%	(151)	27%	(152)	45%	(251)	555
Somewhat Favorable of Trump	22%	(77)	28%	(99)	49%	(172)	347
Somewhat Unfavorable of Trump	22%	(44)	24%	(46)	54%	(106)	196
Very Unfavorable of Trump	19%	(182)	28%	(270)	53%	(518)	971
#1 Issue: Economy	21%	(111)	30%	(160)	50%	(266)	537
#1 Issue: Security	24%	(100)	27%	(115)	49%	(207)	422
#1 Issue: Health Care	24%	(100)	24%	(98)	52%	(215)	413
#1 Issue: Medicare / Social Security	24%	(83)	25%	(84)	51%	(173)	340
#1 Issue: Women's Issues	19%	(25)	26%	(33)	55%	(70)	128
#1 Issue: Education	15%	(18)	38%	(46)	47%	(58)	122
#1 Issue: Energy	18%	(19)	21%	(22)	61%	(63)	103
#1 Issue: Other	21%	(28)	21%	(29)	58%	(78)	136
2018 House Vote: Democrat	22%	(163)	22%	(167)	56%	(415)	745
2018 House Vote: Republican	26%	(164)	28%	(179)	46%	(290)	633
2018 House Vote: Someone else	28%	(25)	17%	(15)	54%	(48)	87
2016 Vote: Hillary Clinton	23%	(156)	21%	(140)	56%	(379)	675
2016 Vote: Donald Trump	25%	(166)	27%	(181)	49%	(326)	672
2016 Vote: Other	23%	(35)	34%	(52)	44%	(68)	155
2016 Vote: Didn't Vote	18%	(127)	31%	(214)	51%	(357)	698
Voted in 2014: Yes	24%	(311)	24%	(303)	52%	(666)	1281
Voted in 2014: No	19%	(171)	31%	(284)	50%	(464)	919
2012 Vote: Barack Obama	21%	(165)	26%	(208)	53%	(418)	792
2012 Vote: Mitt Romney	26%	(132)	24%	(123)	50%	(259)	514
2012 Vote: Other	24%	(21)	27%	(24)	49%	(42)	86
2012 Vote: Didn't Vote	20%	(163)	29%	(233)	51%	(411)	807

Continued on next page

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

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	22%	(483)	27%	(587)	51%	(1130)	2200
4-Region: Northeast	14%	(56)	23%	(90)	63%	(248)	394
4-Region: Midwest	19%	(88)	29%	(135)	52%	(239)	462
4-Region: South	25%	(205)	29%	(237)	46%	(383)	824
4-Region: West	26%	(135)	24%	(125)	50%	(260)	520
Watch TV: Every day	24%	(252)	25%	(271)	51%	(546)	1068
Watch TV: Several times per week	22%	(109)	29%	(144)	49%	(241)	495
Watch TV: About once per week	19%	(34)	28%	(50)	53%	(96)	180
Watch TV: Several times per month	18%	(21)	27%	(32)	55%	(64)	118
Watch TV: About once per month	18%	(15)	48%	(39)	34%	(28)	82
Watch TV: Less often than once per month	18%	(13)	31%	(23)	51%	(38)	74
Watch TV: Never	21%	(38)	15%	(27)	64%	(117)	182
Watch Movies: Every day	24%	(83)	30%	(103)	46%	(159)	345
Watch Movies: Several times per week	22%	(121)	29%	(160)	49%	(266)	548
Watch Movies: About once per week	21%	(84)	28%	(113)	50%	(201)	399
Watch Movies: Several times per month	19%	(51)	25%	(69)	56%	(151)	271
Watch Movies: About once per month	20%	(44)	31%	(69)	49%	(108)	221
Watch Movies: Less often than once per month	25%	(54)	17%	(37)	59%	(129)	221
Watch Movies: Never	23%	(45)	18%	(35)	59%	(115)	196
Watch Sporting Events: Every day	37%	(49)	23%	(31)	40%	(54)	134
Watch Sporting Events: Several times per week	26%	(78)	24%	(72)	50%	(150)	301
Watch Sporting Events: About once per week	25%	(70)	29%	(82)	46%	(130)	282
Watch Sporting Events: Several times per month	28%	(49)	18%	(31)	54%	(93)	174
Watch Sporting Events: About once per month	13%	(22)	50%	(82)	37%	(61)	165
Watch Sporting Events: Less often than once per month	17%	(61)	29%	(106)	54%	(200)	367
Watch Sporting Events: Never	20%	(153)	23%	(182)	57%	(441)	777
Cable TV: Currently subscribe	14%	(128)	23%	(205)	63%	(568)	900
Cable TV: Subscribed in past	28%	(223)	42%	(333)	29%	(232)	788
Cable TV: Never subscribed	26%	(133)	10%	(49)	65%	(331)	512

Continued on next page

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

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	22%	(483)	27%	(587)	51%	(1130)	2200
Satellite TV: Currently subscribe	100%	(483)	—	(0)	—	(0)	483
Satellite TV: Subscribed in past	—	(0)	100%	(587)	—	(0)	587
Satellite TV: Never subscribed	—	(0)	—	(0)	100%	(1130)	1130
Streaming Services: Currently subscribe	21%	(277)	32%	(416)	48%	(629)	1322
Streaming Services: Subscribed in past	25%	(53)	38%	(81)	37%	(80)	214
Streaming Services: Never subscribed	23%	(153)	14%	(90)	63%	(421)	665
Film: An avid fan	26%	(172)	28%	(184)	46%	(307)	663
Film: A casual fan	20%	(249)	28%	(352)	52%	(658)	1260
Film: Not a fan	22%	(61)	19%	(51)	59%	(165)	277
Television: An avid fan	27%	(257)	25%	(230)	48%	(449)	936
Television: A casual fan	18%	(197)	29%	(316)	53%	(577)	1089
Television: Not a fan	16%	(28)	24%	(42)	60%	(104)	174
Music: An avid fan	22%	(245)	29%	(325)	48%	(536)	1107
Music: A casual fan	23%	(214)	25%	(234)	53%	(498)	945
Music: Not a fan	16%	(24)	19%	(28)	65%	(96)	148
Fashion: An avid fan	27%	(76)	27%	(77)	46%	(131)	283
Fashion: A casual fan	22%	(199)	27%	(239)	51%	(454)	892
Fashion: Not a fan	20%	(208)	26%	(271)	53%	(545)	1025

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	60% (1322)	10% (214)	30% (665)	2200
Gender: Male	61% (644)	9% (100)	30% (318)	1062
Gender: Female	60% (678)	10% (114)	30% (346)	1138
Age: 18-29	70% (333)	8% (38)	22% (102)	472
Age: 30-44	72% (388)	12% (64)	16% (89)	541
Age: 45-54	60% (208)	11% (39)	29% (100)	346
Age: 55-64	51% (206)	10% (42)	39% (156)	405
Age: 65+	43% (187)	7% (31)	50% (218)	436
Generation Z: 18-22	71% (163)	10% (24)	19% (44)	231
Millennial: Age 23-38	72% (402)	9% (52)	19% (107)	561
Generation X: Age 39-54	64% (363)	11% (64)	25% (139)	567
Boomers: Age 55-73	49% (349)	10% (68)	42% (299)	715
PID: Dem (no lean)	67% (507)	9% (69)	24% (184)	759
PID: Ind (no lean)	56% (405)	10% (74)	33% (241)	721
PID: Rep (no lean)	57% (409)	10% (71)	33% (240)	720
PID/Gender: Dem Men	70% (233)	10% (33)	20% (66)	331
PID/Gender: Dem Women	64% (274)	8% (36)	28% (118)	428
PID/Gender: Ind Men	56% (207)	8% (31)	36% (132)	370
PID/Gender: Ind Women	57% (198)	12% (43)	31% (109)	350
PID/Gender: Rep Men	57% (204)	10% (36)	34% (121)	360
PID/Gender: Rep Women	57% (206)	10% (35)	33% (119)	360
Ideo: Liberal (1-3)	69% (431)	8% (52)	22% (138)	622
Ideo: Moderate (4)	61% (332)	10% (53)	29% (158)	543
Ideo: Conservative (5-7)	58% (432)	9% (64)	33% (248)	744
Educ: < College	57% (861)	11% (161)	32% (490)	1512
Educ: Bachelors degree	64% (285)	9% (42)	26% (117)	444
Educ: Post-grad	72% (176)	5% (11)	23% (57)	244
Income: Under 50k	54% (656)	11% (134)	35% (434)	1224
Income: 50k-100k	66% (461)	9% (59)	25% (175)	696
Income: 100k+	73% (204)	7% (20)	20% (56)	280
Ethnicity: White	60% (1026)	9% (154)	31% (541)	1722

Continued on next page

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

Demographic	Streaming Services: Currently subscribe		Streaming Services: Subscribed in past		Streaming Services: Never subscribed		Total N
Adults	60%	(1322)	10%	(214)	30%	(665)	2200
Ethnicity: Hispanic	70%	(244)	9%	(30)	22%	(75)	349
Ethnicity: Afr. Am.	64%	(175)	13%	(35)	24%	(65)	274
Ethnicity: Other	59%	(121)	12%	(24)	29%	(59)	204
All Christian	58%	(549)	8%	(75)	34%	(322)	947
All Non-Christian	48%	(52)	14%	(15)	38%	(41)	108
Atheist	73%	(90)	4%	(5)	23%	(29)	124
Agnostic/Nothing in particular	62%	(631)	12%	(119)	27%	(273)	1022
Religious Non-Protestant/Catholic	53%	(70)	12%	(16)	35%	(46)	132
Evangelical	54%	(299)	12%	(64)	34%	(186)	550
Non-Evangelical	60%	(447)	8%	(60)	32%	(243)	749
Community: Urban	58%	(319)	7%	(41)	35%	(190)	549
Community: Suburban	64%	(646)	10%	(104)	26%	(264)	1015
Community: Rural	56%	(356)	11%	(69)	33%	(210)	635
Employ: Private Sector	71%	(486)	8%	(52)	22%	(149)	687
Employ: Government	65%	(74)	8%	(9)	27%	(31)	115
Employ: Self-Employed	64%	(98)	17%	(26)	20%	(30)	155
Employ: Homemaker	65%	(107)	11%	(18)	24%	(40)	165
Employ: Retired	46%	(240)	8%	(41)	46%	(236)	517
Employ: Unemployed	50%	(103)	13%	(27)	36%	(74)	204
Employ: Other	50%	(97)	14%	(28)	36%	(70)	196
Military HH: Yes	57%	(229)	10%	(41)	32%	(129)	399
Military HH: No	61%	(1092)	10%	(173)	30%	(535)	1801
RD/WT: Right Direction	55%	(501)	11%	(99)	34%	(307)	907
RD/WT: Wrong Track	63%	(820)	9%	(115)	28%	(358)	1293
Trump Job Approve	55%	(512)	10%	(92)	35%	(322)	925
Trump Job Disapprove	66%	(768)	9%	(107)	25%	(296)	1172
Trump Job Strongly Approve	54%	(281)	11%	(56)	35%	(183)	520
Trump Job Somewhat Approve	57%	(231)	9%	(35)	34%	(139)	405
Trump Job Somewhat Disapprove	60%	(165)	13%	(36)	28%	(76)	277
Trump Job Strongly Disapprove	67%	(603)	8%	(72)	25%	(220)	895

Continued on next page

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

Demographic	Streaming Services: Currently subscribe	Streaming Services: Subscribed in past	Streaming Services: Never subscribed	Total N
Adults	60% (1322)	10% (214)	30% (665)	2200
Favorable of Trump	55% (500)	10% (88)	35% (314)	902
Unfavorable of Trump	65% (764)	9% (105)	26% (298)	1167
Very Favorable of Trump	54% (299)	9% (52)	37% (204)	555
Somewhat Favorable of Trump	58% (201)	10% (36)	32% (111)	347
Somewhat Unfavorable of Trump	64% (125)	9% (17)	27% (53)	196
Very Unfavorable of Trump	66% (638)	9% (88)	25% (245)	971
#1 Issue: Economy	68% (366)	11% (59)	21% (112)	537
#1 Issue: Security	56% (238)	9% (39)	34% (145)	422
#1 Issue: Health Care	63% (261)	9% (36)	28% (116)	413
#1 Issue: Medicare / Social Security	46% (157)	10% (34)	44% (149)	340
#1 Issue: Women's Issues	64% (82)	10% (13)	26% (33)	128
#1 Issue: Education	65% (79)	13% (15)	22% (27)	122
#1 Issue: Energy	68% (70)	6% (7)	26% (27)	103
#1 Issue: Other	50% (68)	9% (12)	41% (55)	136
2018 House Vote: Democrat	65% (488)	8% (59)	27% (198)	745
2018 House Vote: Republican	57% (360)	9% (58)	34% (216)	633
2018 House Vote: Someone else	50% (44)	14% (12)	36% (31)	87
2016 Vote: Hillary Clinton	66% (444)	8% (51)	27% (180)	675
2016 Vote: Donald Trump	56% (380)	9% (61)	34% (231)	672
2016 Vote: Other	64% (98)	10% (16)	26% (40)	155
2016 Vote: Didn't Vote	57% (399)	12% (86)	31% (213)	698
Voted in 2014: Yes	60% (766)	9% (114)	31% (400)	1281
Voted in 2014: No	60% (555)	11% (99)	29% (264)	919
2012 Vote: Barack Obama	65% (512)	9% (71)	26% (209)	792
2012 Vote: Mitt Romney	53% (272)	8% (41)	39% (200)	514
2012 Vote: Other	60% (52)	11% (9)	29% (25)	86
2012 Vote: Didn't Vote	60% (486)	11% (92)	28% (228)	807

Continued on next page

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

Demographic	Streaming Services: Currently subscribe	Streaming Services: Subscribed in past	Streaming Services: Never subscribed	Total N
Adults	60% (1322)	10% (214)	30% (665)	2200
4-Region: Northeast	60% (237)	8% (32)	32% (124)	394
4-Region: Midwest	59% (275)	11% (50)	30% (137)	462
4-Region: South	60% (494)	10% (79)	30% (251)	824
4-Region: West	61% (316)	10% (52)	29% (152)	520
Watch TV: Every day	63% (669)	7% (79)	30% (321)	1068
Watch TV: Several times per week	70% (348)	8% (40)	22% (106)	495
Watch TV: About once per week	63% (113)	9% (17)	28% (50)	180
Watch TV: Several times per month	62% (73)	23% (27)	15% (18)	118
Watch TV: About once per month	49% (41)	23% (19)	27% (22)	82
Watch TV: Less often than once per month	48% (36)	22% (16)	30% (22)	74
Watch TV: Never	23% (41)	9% (16)	68% (125)	182
Watch Movies: Every day	69% (240)	8% (27)	23% (79)	345
Watch Movies: Several times per week	72% (393)	8% (45)	20% (110)	548
Watch Movies: About once per week	66% (263)	10% (41)	24% (94)	399
Watch Movies: Several times per month	62% (169)	13% (34)	25% (68)	271
Watch Movies: About once per month	59% (130)	12% (27)	29% (64)	221
Watch Movies: Less often than once per month	43% (95)	11% (25)	46% (101)	221
Watch Movies: Never	16% (32)	8% (15)	76% (149)	196
Watch Sporting Events: Every day	62% (82)	10% (13)	29% (39)	134
Watch Sporting Events: Several times per week	61% (185)	8% (23)	31% (93)	301
Watch Sporting Events: About once per week	66% (187)	7% (19)	27% (76)	282
Watch Sporting Events: Several times per month	65% (113)	11% (20)	24% (41)	174
Watch Sporting Events: About once per month	68% (111)	14% (23)	19% (31)	165
Watch Sporting Events: Less often than once per month	59% (218)	11% (39)	30% (110)	367
Watch Sporting Events: Never	55% (425)	10% (77)	35% (275)	777
Cable TV: Currently subscribe	59% (535)	8% (70)	33% (295)	900
Cable TV: Subscribed in past	68% (536)	13% (106)	19% (146)	788
Cable TV: Never subscribed	49% (251)	7% (38)	44% (224)	512

Continued on next page

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

Demographic	Streaming Services: Currently subscribe	Streaming Services: Subscribed in past	Streaming Services: Never subscribed	Total N
Adults	60% (1322)	10% (214)	30% (665)	2200
Satellite TV: Currently subscribe	57% (277)	11% (53)	32% (153)	483
Satellite TV: Subscribed in past	71% (416)	14% (81)	15% (90)	587
Satellite TV: Never subscribed	56% (629)	7% (80)	37% (421)	1130
Streaming Services: Currently subscribe	100% (1322)	— (0)	— (0)	1322
Streaming Services: Subscribed in past	— (0)	100% (214)	— (0)	214
Streaming Services: Never subscribed	— (0)	— (0)	100% (665)	665
Film: An avid fan	72% (475)	8% (53)	20% (135)	663
Film: A casual fan	60% (755)	11% (136)	29% (368)	1260
Film: Not a fan	33% (91)	9% (24)	58% (161)	277
Television: An avid fan	64% (596)	8% (72)	29% (268)	936
Television: A casual fan	60% (655)	11% (125)	28% (309)	1089
Television: Not a fan	40% (70)	10% (17)	50% (88)	174
Music: An avid fan	67% (741)	9% (105)	24% (262)	1107
Music: A casual fan	56% (529)	10% (94)	34% (323)	945
Music: Not a fan	35% (52)	10% (15)	54% (81)	148
Fashion: An avid fan	64% (183)	10% (29)	25% (71)	283
Fashion: A casual fan	62% (557)	10% (93)	27% (241)	892
Fashion: Not a fan	57% (582)	9% (91)	34% (352)	1025

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	30% (663)	57% (1260)	13% (277)	2200
Gender: Male	32% (344)	55% (586)	12% (131)	1062
Gender: Female	28% (319)	59% (673)	13% (146)	1138
Age: 18-29	36% (170)	53% (253)	10% (49)	472
Age: 30-44	37% (200)	56% (300)	8% (41)	541
Age: 45-54	29% (101)	56% (194)	15% (51)	346
Age: 55-64	24% (99)	62% (250)	14% (55)	405
Age: 65+	21% (94)	60% (262)	18% (81)	436
Generation Z: 18-22	34% (79)	60% (138)	6% (14)	231
Millennial: Age 23-38	40% (222)	51% (287)	9% (52)	561
Generation X: Age 39-54	30% (170)	57% (322)	13% (75)	567
Boomers: Age 55-73	23% (166)	61% (438)	16% (111)	715
PID: Dem (no lean)	36% (272)	56% (427)	8% (60)	759
PID: Ind (no lean)	29% (205)	58% (415)	14% (100)	721
PID: Rep (no lean)	26% (185)	58% (417)	16% (117)	720
PID/Gender: Dem Men	39% (128)	52% (172)	10% (32)	331
PID/Gender: Dem Women	34% (144)	60% (255)	7% (28)	428
PID/Gender: Ind Men	32% (120)	55% (204)	13% (47)	370
PID/Gender: Ind Women	24% (85)	60% (212)	15% (53)	350
PID/Gender: Rep Men	27% (96)	59% (211)	15% (53)	360
PID/Gender: Rep Women	25% (89)	57% (206)	18% (64)	360
Ideo: Liberal (1-3)	37% (233)	56% (347)	7% (42)	622
Ideo: Moderate (4)	33% (180)	56% (304)	11% (59)	543
Ideo: Conservative (5-7)	24% (175)	64% (473)	13% (96)	744
Educ: < College	29% (432)	57% (860)	15% (220)	1512
Educ: Bachelors degree	34% (150)	59% (263)	7% (31)	444
Educ: Post-grad	34% (82)	56% (136)	11% (26)	244
Income: Under 50k	29% (359)	56% (691)	14% (173)	1224
Income: 50k-100k	32% (223)	56% (393)	12% (81)	696
Income: 100k+	29% (81)	63% (176)	8% (23)	280
Ethnicity: White	28% (487)	59% (1007)	13% (228)	1722
Ethnicity: Hispanic	36% (127)	54% (189)	9% (33)	349

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	30% (663)	57% (1260)	13% (277)	2200
Ethnicity: Afr. Am.	40% (108)	52% (144)	8% (22)	274
Ethnicity: Other	33% (68)	53% (109)	13% (27)	204
All Christian	28% (264)	59% (556)	13% (127)	947
All Non-Christian	34% (36)	51% (55)	16% (17)	108
Atheist	41% (51)	51% (62)	8% (10)	124
Agnostic/Nothing in particular	31% (312)	57% (586)	12% (123)	1022
Religious Non-Protestant/Catholic	31% (41)	54% (71)	15% (20)	132
Evangelical	24% (134)	57% (312)	19% (104)	550
Non-Evangelical	31% (235)	60% (446)	9% (67)	749
Community: Urban	37% (202)	51% (281)	12% (66)	549
Community: Suburban	31% (315)	59% (597)	10% (103)	1015
Community: Rural	23% (146)	60% (382)	17% (108)	635
Employ: Private Sector	37% (255)	54% (374)	8% (58)	687
Employ: Government	31% (36)	61% (69)	8% (9)	115
Employ: Self-Employed	36% (55)	58% (89)	7% (10)	155
Employ: Homemaker	19% (31)	63% (104)	18% (30)	165
Employ: Retired	23% (118)	59% (307)	18% (93)	517
Employ: Unemployed	31% (63)	57% (115)	12% (25)	204
Employ: Other	24% (48)	54% (105)	22% (43)	196
Military HH: Yes	28% (111)	59% (235)	13% (53)	399
Military HH: No	31% (552)	57% (1024)	12% (224)	1801
RD/WT: Right Direction	28% (255)	57% (520)	15% (132)	907
RD/WT: Wrong Track	32% (408)	57% (739)	11% (145)	1293
Trump Job Approve	27% (254)	57% (528)	15% (143)	925
Trump Job Disapprove	34% (393)	58% (674)	9% (105)	1172
Trump Job Strongly Approve	28% (145)	55% (286)	17% (89)	520
Trump Job Somewhat Approve	27% (109)	60% (243)	13% (54)	405
Trump Job Somewhat Disapprove	34% (95)	55% (151)	11% (30)	277
Trump Job Strongly Disapprove	33% (298)	58% (523)	8% (74)	895
Favorable of Trump	27% (242)	59% (529)	15% (131)	902
Unfavorable of Trump	34% (393)	57% (666)	9% (107)	1167

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	30% (663)	57% (1260)	13% (277)	2200
Very Favorable of Trump	29% (159)	56% (309)	16% (87)	555
Somewhat Favorable of Trump	24% (83)	63% (220)	13% (44)	347
Somewhat Unfavorable of Trump	34% (67)	57% (112)	8% (16)	196
Very Unfavorable of Trump	34% (326)	57% (554)	9% (91)	971
#1 Issue: Economy	28% (153)	62% (332)	10% (52)	537
#1 Issue: Security	27% (113)	57% (239)	17% (70)	422
#1 Issue: Health Care	35% (145)	56% (231)	9% (37)	413
#1 Issue: Medicare / Social Security	27% (93)	55% (186)	18% (60)	340
#1 Issue: Women's Issues	33% (42)	61% (78)	6% (8)	128
#1 Issue: Education	39% (47)	51% (62)	10% (12)	122
#1 Issue: Energy	29% (30)	58% (60)	13% (13)	103
#1 Issue: Other	30% (40)	52% (71)	18% (24)	136
2018 House Vote: Democrat	37% (275)	55% (412)	8% (58)	745
2018 House Vote: Republican	27% (171)	58% (367)	15% (95)	633
2018 House Vote: Someone else	24% (21)	64% (56)	12% (10)	87
2016 Vote: Hillary Clinton	36% (246)	56% (377)	8% (52)	675
2016 Vote: Donald Trump	26% (177)	59% (396)	15% (99)	672
2016 Vote: Other	28% (44)	63% (97)	9% (14)	155
2016 Vote: Didn't Vote	28% (197)	56% (389)	16% (111)	698
Voted in 2014: Yes	31% (399)	58% (737)	11% (145)	1281
Voted in 2014: No	29% (264)	57% (522)	14% (133)	919
2012 Vote: Barack Obama	36% (287)	57% (450)	7% (55)	792
2012 Vote: Mitt Romney	23% (119)	61% (312)	16% (83)	514
2012 Vote: Other	22% (19)	65% (57)	13% (11)	86
2012 Vote: Didn't Vote	30% (238)	54% (440)	16% (129)	807
4-Region: Northeast	32% (125)	58% (230)	10% (38)	394
4-Region: Midwest	29% (134)	59% (272)	12% (56)	462
4-Region: South	30% (248)	56% (463)	14% (113)	824
4-Region: West	30% (157)	57% (294)	13% (69)	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	30%	(663)	57%	(1260)	13%	(277)	2200
Watch TV: Every day	35%	(369)	55%	(587)	11%	(113)	1068
Watch TV: Several times per week	33%	(162)	59%	(294)	8%	(39)	495
Watch TV: About once per week	32%	(58)	58%	(105)	10%	(18)	180
Watch TV: Several times per month	18%	(22)	74%	(87)	8%	(9)	118
Watch TV: About once per month	24%	(19)	60%	(49)	17%	(14)	82
Watch TV: Less often than once per month	17%	(13)	65%	(48)	18%	(13)	74
Watch TV: Never	11%	(21)	49%	(90)	39%	(72)	182
Watch Movies: Every day	52%	(181)	41%	(142)	6%	(21)	345
Watch Movies: Several times per week	41%	(224)	52%	(287)	7%	(37)	548
Watch Movies: About once per week	31%	(123)	64%	(256)	5%	(19)	399
Watch Movies: Several times per month	22%	(59)	72%	(195)	6%	(17)	271
Watch Movies: About once per month	19%	(41)	73%	(161)	8%	(18)	221
Watch Movies: Less often than once per month	9%	(20)	66%	(147)	25%	(54)	221
Watch Movies: Never	8%	(15)	36%	(70)	56%	(110)	196
Watch Sporting Events: Every day	46%	(61)	49%	(66)	5%	(7)	134
Watch Sporting Events: Several times per week	34%	(102)	54%	(163)	12%	(35)	301
Watch Sporting Events: About once per week	33%	(92)	59%	(166)	8%	(24)	282
Watch Sporting Events: Several times per month	37%	(65)	55%	(96)	8%	(14)	174
Watch Sporting Events: About once per month	29%	(48)	67%	(111)	4%	(6)	165
Watch Sporting Events: Less often than once per month	26%	(94)	62%	(226)	13%	(47)	367
Watch Sporting Events: Never	26%	(201)	56%	(431)	19%	(144)	777
Cable TV: Currently subscribe	34%	(304)	54%	(484)	12%	(111)	900
Cable TV: Subscribed in past	30%	(234)	62%	(485)	9%	(68)	788
Cable TV: Never subscribed	24%	(125)	57%	(290)	19%	(98)	512
Satellite TV: Currently subscribe	36%	(172)	52%	(249)	13%	(61)	483
Satellite TV: Subscribed in past	31%	(184)	60%	(352)	9%	(51)	587
Satellite TV: Never subscribed	27%	(307)	58%	(658)	15%	(165)	1130
Streaming Services: Currently subscribe	36%	(475)	57%	(755)	7%	(91)	1322
Streaming Services: Subscribed in past	25%	(53)	64%	(136)	11%	(24)	214
Streaming Services: Never subscribed	20%	(135)	55%	(368)	24%	(161)	665

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	30% (663)	57% (1260)	13% (277)	2200
Film: An avid fan	100% (663)	— (0)	— (0)	663
Film: A casual fan	— (0)	100% (1260)	— (0)	1260
Film: Not a fan	— (0)	— (0)	100% (277)	277
Television: An avid fan	50% (470)	43% (403)	7% (63)	936
Television: A casual fan	15% (166)	72% (782)	13% (141)	1089
Television: Not a fan	16% (27)	43% (74)	42% (73)	174
Music: An avid fan	44% (486)	51% (559)	6% (61)	1107
Music: A casual fan	18% (169)	68% (640)	14% (136)	945
Music: Not a fan	5% (8)	41% (60)	54% (80)	148
Fashion: An avid fan	57% (163)	37% (105)	5% (16)	283
Fashion: A casual fan	31% (276)	62% (550)	7% (65)	892
Fashion: Not a fan	22% (225)	59% (604)	19% (196)	1025

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	43%	(936)	50%	(1089)	8%	(174)	2200
Gender: Male	41%	(436)	51%	(539)	8%	(87)	1062
Gender: Female	44%	(500)	48%	(550)	8%	(88)	1138
Age: 18-29	36%	(171)	53%	(251)	11%	(50)	472
Age: 30-44	38%	(206)	52%	(279)	10%	(55)	541
Age: 45-54	47%	(162)	46%	(160)	7%	(24)	346
Age: 55-64	47%	(191)	48%	(192)	5%	(21)	405
Age: 65+	47%	(206)	47%	(206)	6%	(24)	436
Generation Z: 18-22	29%	(67)	60%	(138)	11%	(26)	231
Millennial: Age 23-38	41%	(232)	49%	(272)	10%	(56)	561
Generation X: Age 39-54	42%	(240)	49%	(280)	8%	(46)	567
Boomers: Age 55-73	46%	(329)	48%	(344)	6%	(42)	715
PID: Dem (no lean)	48%	(361)	48%	(365)	4%	(33)	759
PID: Ind (no lean)	36%	(257)	53%	(383)	11%	(81)	721
PID: Rep (no lean)	44%	(318)	47%	(342)	8%	(60)	720
PID/Gender: Dem Men	44%	(147)	51%	(168)	5%	(17)	331
PID/Gender: Dem Women	50%	(214)	46%	(197)	4%	(16)	428
PID/Gender: Ind Men	36%	(133)	52%	(194)	12%	(43)	370
PID/Gender: Ind Women	35%	(123)	54%	(188)	11%	(38)	350
PID/Gender: Rep Men	43%	(156)	49%	(177)	7%	(27)	360
PID/Gender: Rep Women	45%	(163)	46%	(164)	9%	(33)	360
Ideo: Liberal (1-3)	46%	(287)	48%	(300)	6%	(35)	622
Ideo: Moderate (4)	46%	(251)	46%	(252)	7%	(40)	543
Ideo: Conservative (5-7)	42%	(314)	51%	(376)	7%	(53)	744
Educ: < College	42%	(639)	49%	(736)	9%	(137)	1512
Educ: Bachelors degree	46%	(205)	50%	(223)	3%	(16)	444
Educ: Post-grad	38%	(92)	53%	(130)	9%	(22)	244
Income: Under 50k	41%	(497)	49%	(595)	11%	(132)	1224
Income: 50k-100k	46%	(319)	50%	(347)	4%	(30)	696
Income: 100k+	43%	(120)	53%	(147)	5%	(13)	280
Ethnicity: White	44%	(749)	50%	(858)	7%	(114)	1722
Ethnicity: Hispanic	37%	(131)	52%	(183)	10%	(36)	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	43%	(936)	50%	(1089)	8%	(174)	2200
Ethnicity: Afr. Am.	45%	(122)	47%	(128)	9%	(24)	274
Ethnicity: Other	32%	(64)	51%	(103)	18%	(36)	204
All Christian	47%	(442)	47%	(446)	6%	(58)	947
All Non-Christian	47%	(50)	45%	(49)	8%	(9)	108
Atheist	34%	(42)	55%	(68)	11%	(13)	124
Agnostic/Nothing in particular	39%	(401)	51%	(526)	9%	(95)	1022
Religious Non-Protestant/Catholic	44%	(57)	47%	(62)	9%	(12)	132
Evangelical	44%	(240)	47%	(257)	10%	(53)	550
Non-Evangelical	49%	(363)	47%	(353)	4%	(33)	749
Community: Urban	46%	(251)	45%	(246)	9%	(52)	549
Community: Suburban	43%	(437)	51%	(514)	6%	(65)	1015
Community: Rural	39%	(248)	52%	(329)	9%	(58)	635
Employ: Private Sector	43%	(295)	52%	(355)	5%	(37)	687
Employ: Government	48%	(56)	45%	(52)	6%	(7)	115
Employ: Self-Employed	43%	(67)	50%	(78)	6%	(10)	155
Employ: Homemaker	36%	(60)	56%	(93)	8%	(13)	165
Employ: Retired	48%	(247)	47%	(241)	6%	(29)	517
Employ: Unemployed	39%	(80)	49%	(99)	12%	(25)	204
Employ: Other	32%	(63)	49%	(96)	19%	(36)	196
Military HH: Yes	43%	(170)	49%	(196)	8%	(33)	399
Military HH: No	43%	(766)	50%	(893)	8%	(141)	1801
RD/WT: Right Direction	41%	(371)	48%	(432)	11%	(104)	907
RD/WT: Wrong Track	44%	(565)	51%	(658)	5%	(70)	1293
Trump Job Approve	41%	(381)	49%	(453)	10%	(91)	925
Trump Job Disapprove	45%	(529)	49%	(579)	5%	(64)	1172
Trump Job Strongly Approve	47%	(244)	44%	(231)	9%	(45)	520
Trump Job Somewhat Approve	34%	(137)	55%	(222)	11%	(46)	405
Trump Job Somewhat Disapprove	41%	(114)	53%	(146)	6%	(17)	277
Trump Job Strongly Disapprove	46%	(415)	48%	(434)	5%	(46)	895
Favorable of Trump	43%	(386)	49%	(446)	8%	(71)	902
Unfavorable of Trump	45%	(522)	50%	(580)	6%	(64)	1167

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	43%	(936)	50%	(1089)	8%	(174)	2200
Very Favorable of Trump	47%	(262)	44%	(244)	9%	(49)	555
Somewhat Favorable of Trump	36%	(124)	58%	(202)	6%	(22)	347
Somewhat Unfavorable of Trump	41%	(81)	50%	(97)	9%	(18)	196
Very Unfavorable of Trump	45%	(441)	50%	(483)	5%	(47)	971
#1 Issue: Economy	39%	(208)	54%	(292)	7%	(38)	537
#1 Issue: Security	41%	(171)	51%	(214)	9%	(37)	422
#1 Issue: Health Care	47%	(196)	47%	(195)	5%	(22)	413
#1 Issue: Medicare / Social Security	56%	(189)	39%	(132)	5%	(18)	340
#1 Issue: Women's Issues	31%	(39)	55%	(71)	14%	(18)	128
#1 Issue: Education	37%	(45)	53%	(65)	10%	(12)	122
#1 Issue: Energy	34%	(35)	54%	(56)	12%	(13)	103
#1 Issue: Other	40%	(54)	48%	(65)	12%	(17)	136
2018 House Vote: Democrat	48%	(361)	46%	(345)	5%	(38)	745
2018 House Vote: Republican	45%	(283)	49%	(309)	7%	(42)	633
2018 House Vote: Someone else	33%	(29)	59%	(52)	8%	(7)	87
2016 Vote: Hillary Clinton	50%	(341)	45%	(306)	4%	(28)	675
2016 Vote: Donald Trump	46%	(308)	48%	(320)	7%	(44)	672
2016 Vote: Other	29%	(45)	62%	(96)	9%	(14)	155
2016 Vote: Didn't Vote	35%	(241)	53%	(368)	13%	(88)	698
Voted in 2014: Yes	48%	(610)	47%	(608)	5%	(63)	1281
Voted in 2014: No	36%	(326)	52%	(481)	12%	(112)	919
2012 Vote: Barack Obama	50%	(398)	45%	(358)	4%	(35)	792
2012 Vote: Mitt Romney	45%	(230)	49%	(253)	6%	(30)	514
2012 Vote: Other	28%	(25)	64%	(55)	8%	(7)	86
2012 Vote: Didn't Vote	35%	(281)	52%	(423)	13%	(102)	807
4-Region: Northeast	45%	(177)	46%	(180)	9%	(36)	394
4-Region: Midwest	45%	(208)	46%	(215)	8%	(39)	462
4-Region: South	45%	(374)	48%	(397)	6%	(53)	824
4-Region: West	34%	(176)	57%	(298)	9%	(46)	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	43%	(936)	50%	(1089)	8%	(174)	2200
Watch TV: Every day	58%	(619)	39%	(413)	3%	(36)	1068
Watch TV: Several times per week	36%	(181)	60%	(296)	4%	(19)	495
Watch TV: About once per week	22%	(40)	64%	(116)	13%	(24)	180
Watch TV: Several times per month	22%	(26)	66%	(78)	12%	(14)	118
Watch TV: About once per month	22%	(18)	68%	(56)	11%	(9)	82
Watch TV: Less often than once per month	20%	(15)	57%	(42)	23%	(17)	74
Watch TV: Never	20%	(37)	49%	(90)	31%	(56)	182
Watch Movies: Every day	51%	(176)	42%	(145)	7%	(24)	345
Watch Movies: Several times per week	49%	(270)	46%	(252)	5%	(26)	548
Watch Movies: About once per week	42%	(167)	52%	(206)	6%	(25)	399
Watch Movies: Several times per month	43%	(116)	51%	(139)	6%	(17)	271
Watch Movies: About once per month	36%	(79)	56%	(124)	8%	(18)	221
Watch Movies: Less often than once per month	35%	(77)	57%	(126)	8%	(18)	221
Watch Movies: Never	26%	(51)	50%	(97)	24%	(47)	196
Watch Sporting Events: Every day	53%	(71)	37%	(50)	10%	(13)	134
Watch Sporting Events: Several times per week	62%	(187)	36%	(109)	2%	(5)	301
Watch Sporting Events: About once per week	50%	(141)	44%	(124)	6%	(18)	282
Watch Sporting Events: Several times per month	47%	(82)	49%	(85)	4%	(7)	174
Watch Sporting Events: About once per month	40%	(66)	56%	(93)	4%	(6)	165
Watch Sporting Events: Less often than once per month	36%	(132)	58%	(212)	6%	(23)	367
Watch Sporting Events: Never	33%	(258)	54%	(417)	13%	(102)	777
Cable TV: Currently subscribe	53%	(474)	43%	(384)	5%	(42)	900
Cable TV: Subscribed in past	38%	(301)	54%	(423)	8%	(63)	788
Cable TV: Never subscribed	31%	(161)	55%	(282)	14%	(69)	512
Satellite TV: Currently subscribe	53%	(257)	41%	(197)	6%	(28)	483
Satellite TV: Subscribed in past	39%	(230)	54%	(316)	7%	(42)	587
Satellite TV: Never subscribed	40%	(449)	51%	(577)	9%	(104)	1130
Streaming Services: Currently subscribe	45%	(596)	50%	(655)	5%	(70)	1322
Streaming Services: Subscribed in past	34%	(72)	58%	(125)	8%	(17)	214
Streaming Services: Never subscribed	40%	(268)	47%	(309)	13%	(88)	665

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	43% (936)	50% (1089)	8% (174)	2200
Film: An avid fan	71% (470)	25% (166)	4% (27)	663
Film: A casual fan	32% (403)	62% (782)	6% (74)	1260
Film: Not a fan	23% (63)	51% (141)	26% (73)	277
Television: An avid fan	100% (936)	— (0)	— (0)	936
Television: A casual fan	— (0)	100% (1089)	— (0)	1089
Television: Not a fan	— (0)	— (0)	100% (174)	174
Music: An avid fan	50% (549)	45% (498)	5% (60)	1107
Music: A casual fan	38% (359)	56% (526)	6% (60)	945
Music: Not a fan	19% (28)	44% (65)	37% (55)	148
Fashion: An avid fan	63% (179)	29% (83)	8% (22)	283
Fashion: A casual fan	45% (398)	51% (451)	5% (43)	892
Fashion: Not a fan	35% (359)	54% (556)	11% (110)	1025

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	50% (1107)	43% (945)	7% (148)	2200
Gender: Male	50% (535)	42% (449)	7% (78)	1062
Gender: Female	50% (572)	44% (496)	6% (69)	1138
Age: 18-29	71% (335)	25% (119)	4% (18)	472
Age: 30-44	59% (318)	37% (197)	5% (25)	541
Age: 45-54	45% (156)	47% (164)	8% (27)	346
Age: 55-64	44% (179)	49% (199)	7% (27)	405
Age: 65+	27% (118)	61% (266)	12% (52)	436
Generation Z: 18-22	78% (181)	21% (49)	1% (1)	231
Millennial: Age 23-38	63% (353)	32% (178)	5% (30)	561
Generation X: Age 39-54	49% (275)	45% (254)	7% (38)	567
Boomers: Age 55-73	37% (263)	55% (390)	9% (62)	715
PID: Dem (no lean)	57% (436)	37% (281)	6% (43)	759
PID: Ind (no lean)	50% (362)	43% (309)	7% (49)	721
PID: Rep (no lean)	43% (309)	49% (355)	8% (56)	720
PID/Gender: Dem Men	58% (193)	34% (114)	7% (25)	331
PID/Gender: Dem Women	57% (243)	39% (167)	4% (18)	428
PID/Gender: Ind Men	49% (182)	43% (159)	8% (29)	370
PID/Gender: Ind Women	51% (180)	43% (150)	6% (20)	350
PID/Gender: Rep Men	44% (160)	49% (175)	7% (25)	360
PID/Gender: Rep Women	41% (149)	50% (180)	9% (31)	360
Ideo: Liberal (1-3)	61% (381)	35% (216)	4% (25)	622
Ideo: Moderate (4)	50% (270)	45% (242)	6% (30)	543
Ideo: Conservative (5-7)	42% (309)	51% (380)	7% (54)	744
Educ: < College	53% (808)	40% (599)	7% (105)	1512
Educ: Bachelors degree	44% (197)	51% (227)	5% (20)	444
Educ: Post-grad	42% (102)	49% (120)	9% (22)	244
Income: Under 50k	51% (626)	41% (499)	8% (99)	1224
Income: 50k-100k	51% (353)	44% (309)	5% (34)	696
Income: 100k+	46% (128)	49% (138)	5% (15)	280
Ethnicity: White	48% (819)	45% (782)	7% (121)	1722
Ethnicity: Hispanic	59% (207)	33% (115)	8% (27)	349

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	50%	(1107)	43%	(945)	7%	(148)	2200
Ethnicity: Afr. Am.	68%	(187)	29%	(79)	3%	(8)	274
Ethnicity: Other	49%	(100)	41%	(85)	9%	(19)	204
All Christian	44%	(413)	49%	(467)	7%	(67)	947
All Non-Christian	46%	(50)	36%	(39)	18%	(19)	108
Atheist	64%	(80)	28%	(35)	7%	(9)	124
Agnostic/Nothing in particular	55%	(565)	40%	(404)	5%	(53)	1022
Religious Non-Protestant/Catholic	48%	(63)	36%	(47)	17%	(22)	132
Evangelical	47%	(257)	46%	(251)	8%	(41)	550
Non-Evangelical	47%	(352)	48%	(363)	4%	(34)	749
Community: Urban	53%	(291)	39%	(216)	8%	(43)	549
Community: Suburban	51%	(516)	45%	(454)	4%	(46)	1015
Community: Rural	47%	(300)	43%	(276)	9%	(59)	635
Employ: Private Sector	52%	(360)	43%	(295)	5%	(32)	687
Employ: Government	54%	(62)	44%	(50)	2%	(2)	115
Employ: Self-Employed	64%	(99)	33%	(51)	3%	(5)	155
Employ: Homemaker	41%	(68)	52%	(86)	7%	(11)	165
Employ: Retired	34%	(177)	56%	(288)	10%	(53)	517
Employ: Unemployed	54%	(109)	41%	(84)	5%	(11)	204
Employ: Other	54%	(105)	30%	(58)	16%	(32)	196
Military HH: Yes	44%	(176)	50%	(200)	6%	(23)	399
Military HH: No	52%	(931)	41%	(745)	7%	(125)	1801
RD/WT: Right Direction	45%	(405)	47%	(423)	9%	(80)	907
RD/WT: Wrong Track	54%	(702)	40%	(523)	5%	(68)	1293
Trump Job Approve	45%	(419)	47%	(432)	8%	(74)	925
Trump Job Disapprove	55%	(639)	41%	(478)	5%	(55)	1172
Trump Job Strongly Approve	44%	(228)	47%	(243)	9%	(49)	520
Trump Job Somewhat Approve	47%	(191)	47%	(189)	6%	(25)	405
Trump Job Somewhat Disapprove	48%	(133)	46%	(127)	6%	(17)	277
Trump Job Strongly Disapprove	57%	(506)	39%	(350)	4%	(38)	895
Favorable of Trump	46%	(415)	47%	(423)	7%	(64)	902
Unfavorable of Trump	54%	(635)	41%	(476)	5%	(55)	1167

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	50% (1107)	43% (945)	7% (148)	2200
Very Favorable of Trump	46% (254)	46% (254)	8% (46)	555
Somewhat Favorable of Trump	46% (160)	49% (169)	5% (18)	347
Somewhat Unfavorable of Trump	46% (90)	51% (99)	3% (7)	196
Very Unfavorable of Trump	56% (545)	39% (377)	5% (49)	971
#1 Issue: Economy	54% (290)	41% (218)	5% (29)	537
#1 Issue: Security	43% (180)	49% (208)	8% (35)	422
#1 Issue: Health Care	55% (226)	41% (168)	5% (19)	413
#1 Issue: Medicare / Social Security	39% (133)	51% (175)	9% (31)	340
#1 Issue: Women's Issues	63% (80)	34% (44)	3% (4)	128
#1 Issue: Education	54% (66)	39% (47)	7% (8)	122
#1 Issue: Energy	59% (61)	34% (35)	7% (7)	103
#1 Issue: Other	52% (71)	37% (51)	10% (14)	136
2018 House Vote: Democrat	54% (404)	40% (298)	6% (43)	745
2018 House Vote: Republican	42% (265)	51% (325)	7% (44)	633
2018 House Vote: Someone else	50% (43)	41% (36)	9% (8)	87
2016 Vote: Hillary Clinton	51% (345)	43% (287)	6% (43)	675
2016 Vote: Donald Trump	40% (271)	52% (349)	8% (53)	672
2016 Vote: Other	57% (89)	37% (57)	6% (9)	155
2016 Vote: Didn't Vote	58% (403)	36% (252)	6% (43)	698
Voted in 2014: Yes	45% (580)	48% (612)	7% (89)	1281
Voted in 2014: No	57% (527)	36% (334)	6% (58)	919
2012 Vote: Barack Obama	52% (411)	42% (330)	6% (51)	792
2012 Vote: Mitt Romney	38% (193)	55% (283)	7% (38)	514
2012 Vote: Other	41% (36)	54% (47)	5% (4)	86
2012 Vote: Didn't Vote	58% (465)	35% (286)	7% (55)	807
4-Region: Northeast	48% (187)	44% (174)	8% (32)	394
4-Region: Midwest	51% (235)	43% (201)	6% (26)	462
4-Region: South	51% (424)	43% (352)	6% (48)	824
4-Region: West	50% (261)	42% (218)	8% (41)	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	50% (1107)	43% (945)	7% (148)	2200
Watch TV: Every day	51% (540)	44% (474)	5% (54)	1068
Watch TV: Several times per week	53% (264)	41% (201)	6% (30)	495
Watch TV: About once per week	59% (106)	36% (65)	5% (9)	180
Watch TV: Several times per month	54% (64)	42% (50)	4% (4)	118
Watch TV: About once per month	59% (49)	37% (31)	3% (3)	82
Watch TV: Less often than once per month	59% (44)	37% (27)	5% (3)	74
Watch TV: Never	22% (41)	54% (98)	24% (43)	182
Watch Movies: Every day	64% (222)	30% (105)	5% (18)	345
Watch Movies: Several times per week	55% (302)	40% (219)	5% (27)	548
Watch Movies: About once per week	49% (195)	47% (187)	4% (17)	399
Watch Movies: Several times per month	52% (140)	43% (116)	6% (15)	271
Watch Movies: About once per month	55% (122)	42% (94)	2% (5)	221
Watch Movies: Less often than once per month	36% (80)	57% (125)	7% (16)	221
Watch Movies: Never	24% (46)	50% (98)	26% (51)	196
Watch Sporting Events: Every day	61% (81)	38% (51)	1% (2)	134
Watch Sporting Events: Several times per week	50% (150)	45% (136)	5% (14)	301
Watch Sporting Events: About once per week	53% (150)	43% (122)	4% (10)	282
Watch Sporting Events: Several times per month	60% (105)	33% (58)	6% (11)	174
Watch Sporting Events: About once per month	64% (105)	34% (56)	3% (4)	165
Watch Sporting Events: Less often than once per month	51% (186)	46% (168)	4% (13)	367
Watch Sporting Events: Never	42% (328)	46% (354)	12% (94)	777
Cable TV: Currently subscribe	48% (432)	45% (402)	7% (66)	900
Cable TV: Subscribed in past	55% (434)	42% (330)	3% (24)	788
Cable TV: Never subscribed	47% (241)	42% (213)	11% (58)	512
Satellite TV: Currently subscribe	51% (245)	44% (214)	5% (24)	483
Satellite TV: Subscribed in past	55% (325)	40% (234)	5% (28)	587
Satellite TV: Never subscribed	47% (536)	44% (498)	8% (96)	1130
Streaming Services: Currently subscribe	56% (741)	40% (529)	4% (52)	1322
Streaming Services: Subscribed in past	49% (105)	44% (94)	7% (15)	214
Streaming Services: Never subscribed	39% (262)	49% (323)	12% (81)	665

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	50% (1107)	43% (945)	7% (148)	2200
Film: An avid fan	73% (486)	26% (169)	1% (8)	663
Film: A casual fan	44% (559)	51% (640)	5% (60)	1260
Film: Not a fan	22% (61)	49% (136)	29% (80)	277
Television: An avid fan	59% (549)	38% (359)	3% (28)	936
Television: A casual fan	46% (498)	48% (526)	6% (65)	1089
Television: Not a fan	34% (60)	34% (60)	31% (55)	174
Music: An avid fan	100% (1107)	— (0)	— (0)	1107
Music: A casual fan	— (0)	100% (945)	— (0)	945
Music: Not a fan	— (0)	— (0)	100% (148)	148
Fashion: An avid fan	83% (234)	15% (44)	2% (6)	283
Fashion: A casual fan	54% (482)	43% (386)	3% (24)	892
Fashion: Not a fan	38% (391)	50% (516)	12% (118)	1025

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%	(283)	41%	(892)	47%	(1025)	2200
Gender: Male	9%	(95)	27%	(291)	64%	(676)	1062
Gender: Female	17%	(188)	53%	(601)	31%	(349)	1138
Age: 18-29	26%	(123)	47%	(223)	27%	(126)	472
Age: 30-44	15%	(80)	47%	(254)	38%	(207)	541
Age: 45-54	9%	(32)	40%	(137)	51%	(177)	346
Age: 55-64	7%	(28)	38%	(153)	55%	(223)	405
Age: 65+	5%	(20)	29%	(125)	67%	(291)	436
Generation Z: 18-22	23%	(54)	52%	(121)	24%	(57)	231
Millennial: Age 23-38	22%	(122)	46%	(260)	32%	(179)	561
Generation X: Age 39-54	10%	(59)	41%	(232)	49%	(275)	567
Boomers: Age 55-73	6%	(44)	33%	(236)	61%	(435)	715
PID: Dem (no lean)	18%	(133)	47%	(359)	35%	(267)	759
PID: Ind (no lean)	10%	(71)	37%	(266)	53%	(384)	721
PID: Rep (no lean)	11%	(79)	37%	(267)	52%	(374)	720
PID/Gender: Dem Men	13%	(43)	37%	(121)	51%	(167)	331
PID/Gender: Dem Women	21%	(91)	56%	(238)	23%	(100)	428
PID/Gender: Ind Men	6%	(23)	24%	(88)	70%	(259)	370
PID/Gender: Ind Women	14%	(48)	51%	(177)	36%	(125)	350
PID/Gender: Rep Men	8%	(29)	22%	(81)	69%	(250)	360
PID/Gender: Rep Women	14%	(50)	52%	(186)	34%	(124)	360
Ideo: Liberal (1-3)	17%	(105)	45%	(280)	38%	(237)	622
Ideo: Moderate (4)	11%	(62)	43%	(231)	46%	(250)	543
Ideo: Conservative (5-7)	9%	(65)	38%	(281)	53%	(398)	744
Educ: < College	13%	(202)	41%	(613)	46%	(697)	1512
Educ: Bachelors degree	12%	(52)	43%	(190)	45%	(201)	444
Educ: Post-grad	12%	(28)	36%	(88)	52%	(127)	244
Income: Under 50k	12%	(149)	40%	(486)	48%	(589)	1224
Income: 50k-100k	14%	(97)	42%	(292)	44%	(307)	696
Income: 100k+	14%	(38)	40%	(113)	46%	(129)	280
Ethnicity: White	10%	(174)	38%	(654)	52%	(893)	1722
Ethnicity: Hispanic	20%	(71)	43%	(151)	36%	(127)	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%	(283)	41%	(892)	47%	(1025)	2200
Ethnicity: Afr. Am.	28%	(76)	50%	(138)	22%	(60)	274
Ethnicity: Other	16%	(33)	48%	(99)	35%	(72)	204
All Christian	10%	(95)	39%	(366)	51%	(485)	947
All Non-Christian	14%	(15)	42%	(46)	44%	(47)	108
Atheist	11%	(14)	34%	(42)	55%	(68)	124
Agnostic/Nothing in particular	16%	(159)	43%	(438)	42%	(425)	1022
Religious Non-Protestant/Catholic	14%	(18)	42%	(56)	44%	(58)	132
Evangelical	15%	(81)	39%	(217)	46%	(252)	550
Non-Evangelical	10%	(78)	42%	(318)	47%	(353)	749
Community: Urban	18%	(97)	43%	(237)	39%	(215)	549
Community: Suburban	12%	(127)	42%	(426)	46%	(462)	1015
Community: Rural	9%	(59)	36%	(228)	55%	(348)	635
Employ: Private Sector	14%	(99)	41%	(284)	44%	(305)	687
Employ: Government	14%	(16)	43%	(49)	44%	(50)	115
Employ: Self-Employed	20%	(30)	45%	(70)	35%	(54)	155
Employ: Homemaker	14%	(23)	46%	(76)	40%	(66)	165
Employ: Retired	6%	(32)	31%	(162)	62%	(323)	517
Employ: Unemployed	11%	(23)	44%	(89)	45%	(92)	204
Employ: Other	12%	(23)	39%	(76)	49%	(97)	196
Military HH: Yes	13%	(53)	32%	(127)	55%	(219)	399
Military HH: No	13%	(231)	42%	(764)	45%	(806)	1801
RD/WT: Right Direction	11%	(98)	38%	(341)	52%	(467)	907
RD/WT: Wrong Track	14%	(185)	43%	(550)	43%	(558)	1293
Trump Job Approve	11%	(103)	36%	(330)	53%	(492)	925
Trump Job Disapprove	14%	(161)	45%	(529)	41%	(483)	1172
Trump Job Strongly Approve	12%	(64)	32%	(165)	56%	(291)	520
Trump Job Somewhat Approve	10%	(39)	41%	(165)	50%	(202)	405
Trump Job Somewhat Disapprove	14%	(38)	46%	(127)	40%	(112)	277
Trump Job Strongly Disapprove	14%	(123)	45%	(402)	41%	(371)	895
Favorable of Trump	11%	(102)	36%	(328)	52%	(472)	902
Unfavorable of Trump	13%	(150)	46%	(534)	41%	(483)	1167

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%	(283)	41%	(892)	47%	(1025)	2200
Very Favorable of Trump	13%	(72)	34%	(188)	53%	(294)	555
Somewhat Favorable of Trump	9%	(30)	40%	(140)	51%	(177)	347
Somewhat Unfavorable of Trump	7%	(15)	53%	(104)	39%	(77)	196
Very Unfavorable of Trump	14%	(135)	44%	(430)	42%	(406)	971
#1 Issue: Economy	15%	(78)	45%	(240)	41%	(218)	537
#1 Issue: Security	12%	(53)	32%	(137)	55%	(233)	422
#1 Issue: Health Care	13%	(53)	43%	(179)	44%	(181)	413
#1 Issue: Medicare / Social Security	9%	(29)	36%	(122)	55%	(188)	340
#1 Issue: Women's Issues	17%	(22)	52%	(66)	31%	(39)	128
#1 Issue: Education	18%	(22)	44%	(53)	38%	(47)	122
#1 Issue: Energy	13%	(13)	45%	(47)	42%	(43)	103
#1 Issue: Other	9%	(13)	35%	(47)	56%	(76)	136
2018 House Vote: Democrat	14%	(102)	44%	(325)	43%	(318)	745
2018 House Vote: Republican	10%	(63)	35%	(219)	56%	(352)	633
2018 House Vote: Someone else	3%	(2)	36%	(32)	61%	(54)	87
2016 Vote: Hillary Clinton	14%	(92)	45%	(301)	42%	(283)	675
2016 Vote: Donald Trump	9%	(60)	35%	(232)	57%	(380)	672
2016 Vote: Other	4%	(6)	33%	(51)	63%	(98)	155
2016 Vote: Didn't Vote	18%	(125)	44%	(307)	38%	(265)	698
Voted in 2014: Yes	10%	(130)	38%	(481)	52%	(670)	1281
Voted in 2014: No	17%	(153)	45%	(411)	39%	(355)	919
2012 Vote: Barack Obama	11%	(91)	43%	(338)	46%	(363)	792
2012 Vote: Mitt Romney	8%	(39)	34%	(173)	59%	(302)	514
2012 Vote: Other	3%	(3)	27%	(24)	70%	(60)	86
2012 Vote: Didn't Vote	19%	(151)	44%	(356)	37%	(300)	807
4-Region: Northeast	12%	(47)	40%	(159)	48%	(188)	394
4-Region: Midwest	13%	(61)	35%	(160)	52%	(242)	462
4-Region: South	14%	(114)	43%	(355)	43%	(355)	824
4-Region: West	12%	(62)	42%	(218)	46%	(240)	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%	(283)	41%	(892)	47%	(1025)	2200
Watch TV: Every day	15%	(160)	43%	(456)	42%	(452)	1068
Watch TV: Several times per week	12%	(58)	40%	(200)	48%	(237)	495
Watch TV: About once per week	16%	(29)	33%	(60)	51%	(91)	180
Watch TV: Several times per month	6%	(7)	51%	(60)	43%	(50)	118
Watch TV: About once per month	16%	(13)	34%	(28)	50%	(42)	82
Watch TV: Less often than once per month	15%	(11)	38%	(29)	46%	(34)	74
Watch TV: Never	2%	(4)	33%	(59)	65%	(118)	182
Watch Movies: Every day	28%	(95)	37%	(127)	36%	(123)	345
Watch Movies: Several times per week	13%	(71)	44%	(241)	43%	(236)	548
Watch Movies: About once per week	10%	(39)	44%	(175)	46%	(184)	399
Watch Movies: Several times per month	12%	(32)	41%	(112)	47%	(127)	271
Watch Movies: About once per month	11%	(23)	37%	(83)	52%	(115)	221
Watch Movies: Less often than once per month	5%	(12)	41%	(90)	54%	(119)	221
Watch Movies: Never	5%	(9)	33%	(64)	63%	(122)	196
Watch Sporting Events: Every day	22%	(30)	40%	(54)	37%	(50)	134
Watch Sporting Events: Several times per week	14%	(41)	32%	(96)	55%	(164)	301
Watch Sporting Events: About once per week	14%	(41)	36%	(101)	50%	(141)	282
Watch Sporting Events: Several times per month	17%	(30)	44%	(77)	39%	(67)	174
Watch Sporting Events: About once per month	18%	(30)	44%	(73)	38%	(62)	165
Watch Sporting Events: Less often than once per month	12%	(44)	48%	(178)	40%	(146)	367
Watch Sporting Events: Never	9%	(68)	40%	(314)	51%	(395)	777
Cable TV: Currently subscribe	16%	(140)	39%	(348)	46%	(413)	900
Cable TV: Subscribed in past	10%	(80)	46%	(364)	44%	(343)	788
Cable TV: Never subscribed	12%	(63)	35%	(180)	53%	(269)	512
Satellite TV: Currently subscribe	16%	(76)	41%	(199)	43%	(208)	483
Satellite TV: Subscribed in past	13%	(77)	41%	(239)	46%	(271)	587
Satellite TV: Never subscribed	12%	(131)	40%	(454)	48%	(545)	1130
Streaming Services: Currently subscribe	14%	(183)	42%	(557)	44%	(582)	1322
Streaming Services: Subscribed in past	14%	(29)	44%	(93)	43%	(91)	214
Streaming Services: Never subscribed	11%	(71)	36%	(241)	53%	(352)	665

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%	(283)	41%	(892)	47%	(1025)	2200
Film: An avid fan	25%	(163)	42%	(276)	34%	(225)	663
Film: A casual fan	8%	(105)	44%	(550)	48%	(604)	1260
Film: Not a fan	6%	(16)	24%	(65)	71%	(196)	277
Television: An avid fan	19%	(179)	43%	(398)	38%	(359)	936
Television: A casual fan	8%	(83)	41%	(451)	51%	(556)	1089
Television: Not a fan	12%	(22)	24%	(43)	63%	(110)	174
Music: An avid fan	21%	(234)	44%	(482)	35%	(391)	1107
Music: A casual fan	5%	(44)	41%	(386)	55%	(516)	945
Music: Not a fan	4%	(6)	16%	(24)	80%	(118)	148
Fashion: An avid fan	100%	(283)	—	(0)	—	(0)	283
Fashion: A casual fan	—	(0)	100%	(892)	—	(0)	892
Fashion: Not a fan	—	(0)	—	(0)	100%	(1025)	1025

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	472	21%
	Age: 30-44	541	25%
	Age: 45-54	346	16%
	Age: 55-64	405	18%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	Generation Z: 18-22	231	11%
	Millennial: Age 23-38	561	26%
	Generation X: Age 39-54	567	26%
	Boomers: Age 55-73	715	33%
	N	2074	
xpid3	PID: Dem (no lean)	759	35%
	PID: Ind (no lean)	721	33%
	PID: Rep (no lean)	720	33%
	N	2200	
xpidGender	PID/Gender: Dem Men	331	15%
	PID/Gender: Dem Women	428	19%
	PID/Gender: Ind Men	370	17%
	PID/Gender: Ind Women	350	16%
	PID/Gender: Rep Men	360	16%
	PID/Gender: Rep Women	360	16%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	622	28%
	Ideo: Moderate (4)	543	25%
	Ideo: Conservative (5-7)	744	34%
	N	1908	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1224	56%
	Income: 50k-100k	696	32%
	Income: 100k+	280	13%
	N	2200	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Afr. Am.	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	947	43%
	All Non-Christian	108	5%
	Atheist	124	6%
	Agnostic/Nothing in particular	1022	46%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	132	6%
xdemEvang	Evangelical	550	25%
	Non-Evangelical	749	34%
	N	1299	
xdemUsr	Community: Urban	549	25%
	Community: Suburban	1015	46%
	Community: Rural	635	29%
	N	2200	
xdemEmploy	Employ: Private Sector	687	31%
	Employ: Government	115	5%
	Employ: Self-Employed	155	7%
	Employ: Homemaker	165	7%
	Employ: Retired	517	24%
	Employ: Unemployed	204	9%
	Employ: Other	196	9%
	N	2038	
xdemMilHH1	Military HH: Yes	399	18%
	Military HH: No	1801	82%
	N	2200	
xnrl	RD/WT: Right Direction	907	41%
	RD/WT: Wrong Track	1293	59%
	N	2200	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Approve	Trump Job Approve	925	42%
	Trump Job Disapprove	1172	53%
	N	2097	
Trump_Approve2	Trump Job Strongly Approve	520	24%
	Trump Job Somewhat Approve	405	18%
	Trump Job Somewhat Disapprove	277	13%
	Trump Job Strongly Disapprove	895	41%
	N	2097	
Trump_Fav	Favorable of Trump	902	41%
	Unfavorable of Trump	1167	53%
	N	2069	
Trump_Fav_FULL	Very Favorable of Trump	555	25%
	Somewhat Favorable of Trump	347	16%
	Somewhat Unfavorable of Trump	196	9%
	Very Unfavorable of Trump	971	44%
	N	2069	
xnr3	#1 Issue: Economy	537	24%
	#1 Issue: Security	422	19%
	#1 Issue: Health Care	413	19%
	#1 Issue: Medicare / Social Security	340	15%
	#1 Issue: Women's Issues	128	6%
	#1 Issue: Education	122	6%
	#1 Issue: Energy	103	5%
	#1 Issue: Other	136	6%
	N	2200	
xsubVote18O	2018 House Vote: Democrat	745	34%
	2018 House Vote: Republican	633	29%
	2018 House Vote: Someone else	87	4%
	N	1466	
xsubVote16O	2016 Vote: Hillary Clinton	675	31%
	2016 Vote: Donald Trump	672	31%
	2016 Vote: Other	155	7%
	2016 Vote: Didn't Vote	698	32%
	N	2199	
xsubVote14O	Voted in 2014: Yes	1281	58%
	Voted in 2014: No	919	42%
	N	2200	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote12O	2012 Vote: Barack Obama	792	36%
	2012 Vote: Mitt Romney	514	23%
	2012 Vote: Other	86	4%
	2012 Vote: Didn't Vote	807	37%
	N	2199	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	
HRdem1_1	Watch TV: Every day	1068	49%
	Watch TV: Several times per week	495	22%
	Watch TV: About once per week	180	8%
	Watch TV: Several times per month	118	5%
	Watch TV: About once per month	82	4%
	Watch TV: Less often than once per month	74	3%
	Watch TV: Never	182	8%
N	2200		
HRdem1_2	Watch Movies: Every day	345	16%
	Watch Movies: Several times per week	548	25%
	Watch Movies: About once per week	399	18%
	Watch Movies: Several times per month	271	12%
	Watch Movies: About once per month	221	10%
	Watch Movies: Less often than once per month	221	10%
	Watch Movies: Never	196	9%
N	2200		
HRdem1_3	Watch Sporting Events: Every day	134	6%
	Watch Sporting Events: Several times per week	301	14%
	Watch Sporting Events: About once per week	282	13%
	Watch Sporting Events: Several times per month	174	8%
	Watch Sporting Events: About once per month	165	7%
	Watch Sporting Events: Less often than once per month	367	17%
	Watch Sporting Events: Never	777	35%
N	2200		
HRdem2_1	Cable TV: Currently subscribe	900	41%
	Cable TV: Subscribed in past	788	36%
	Cable TV: Never subscribed	512	23%
	N	2200	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
HRdem2_2	Satellite TV: Currently subscribe	483	22%
	Satellite TV: Subscribed in past	587	27%
	Satellite TV: Never subscribed	1130	51%
	N	2200	
HRdem2_3	Streaming Services: Currently subscribe	1322	60%
	Streaming Services: Subscribed in past	214	10%
	Streaming Services: Never subscribed	665	30%
	N	2200	
HRdem3_1	Film: An avid fan	663	30%
	Film: A casual fan	1260	57%
	Film: Not a fan	277	13%
	N	2200	
HRdem3_2	Television: An avid fan	936	43%
	Television: A casual fan	1089	50%
	Television: Not a fan	174	8%
	N	2200	
HRdem3_3	Music: An avid fan	1107	50%
	Music: A casual fan	945	43%
	Music: Not a fan	148	7%
	N	2200	
HRdem3_4	Fashion: An avid fan	283	13%
	Fashion: A casual fan	892	41%
	Fashion: Not a fan	1025	47%
	N	2200	

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

